

# Western Colorado Wildfire Survey

We invite you to participate in this research study to better understand decisions homeowners make about wildfire risk. YOUR participation will help us understand how people who live with wildfire risk make choices under different hypothetical conditions.

## OVER18 (n=1281)

You must be 18 or over to participate. Are you at least 18 years old?

Yes 99.7%

No → Do not complete the survey. .08%

## OWNER (n=1276)

You must be 18 or over to participate. Are you at least 18 years old?

Yes 97.7%

No → Do not complete the survey. 2.1%

This survey is part of a study is being conducted by the University of Colorado and is completely voluntary. The survey will take about 20 minutes to complete. We realize that your time is valuable, but we hope that you can find the time to fill out the survey. YOUR participation will help us understand how people who live with wildfire risk make choices under different hypothetical conditions.

We will ask you to consider a number of scenarios in which the vegetation changes or the actions of neighbors change. Since there are lots of possible scenarios, you will be shown just a few. Other people taking the survey will likely see other scenarios.

We will make every effort to maintain the confidentiality of the study data. No information about individuals who participate in the study will ever be published; all results will be presented in summary form. All records and data will be kept secure.

There are no foreseeable risks associated with your participation in the survey.

## AGREE (n = 1238)

Do you agree to participate in this survey?

☐ Yes 98.9%

☐ No → Do not complete the survey. 1.1%

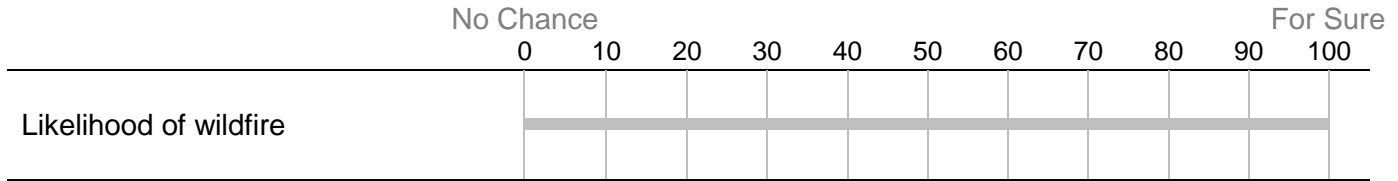
FINISHED (n = 1284) YES: 77.8% NO: 22.2%

WEB (n = 1147) 89.3%; MOBILE (n = 119) 9.3%; PAPER (n = 18) 1.4%

**DATA REPORTED BELOW INCLUDE ONLY THOSE WHO MET ALL THE IRB SCREENING REQUIREMENTS: OVER18; OWNER; & AGREE (n= 1192)**

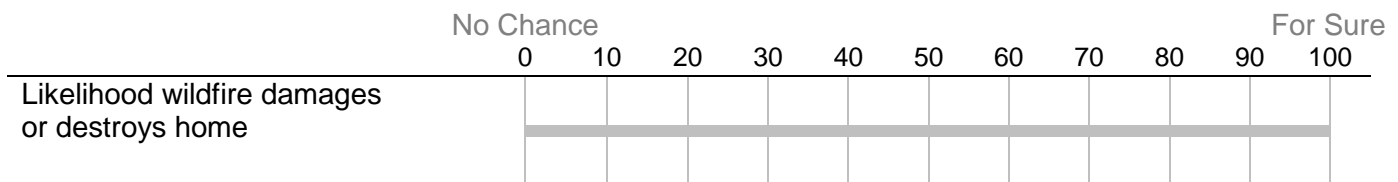
1. **What do you think the chances are that a wildfire will start on or spread to your property in the next five years?** (Draw an X on the line to show what you think the chances are.)

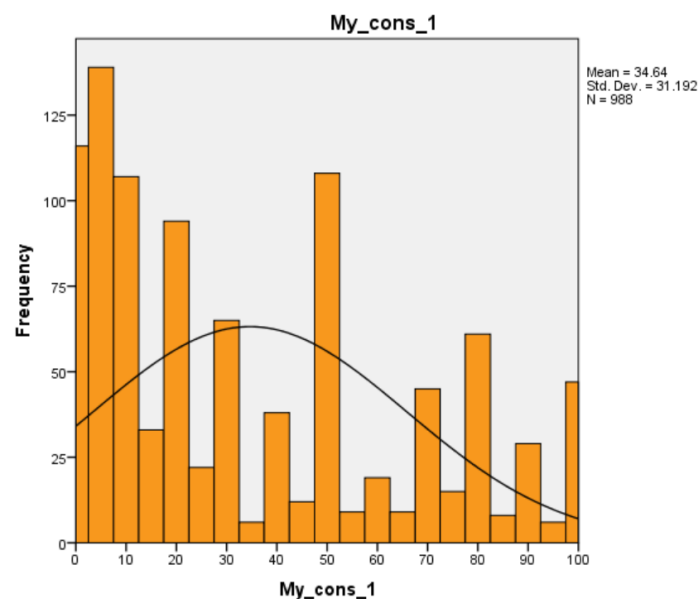
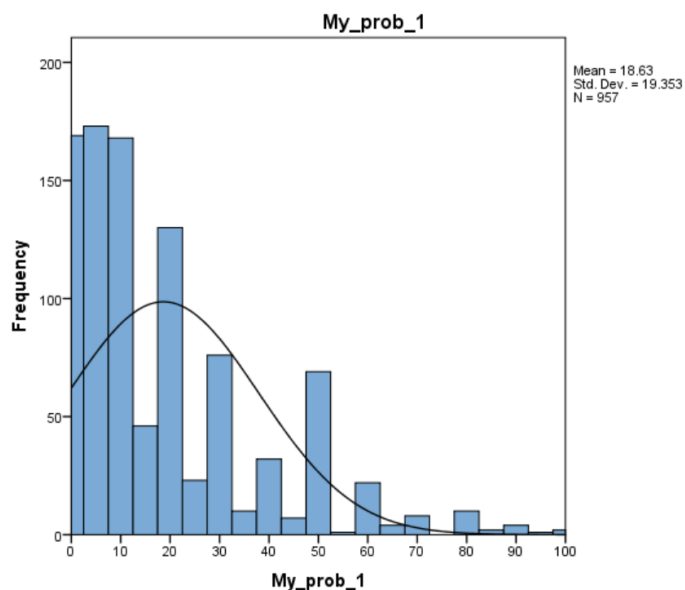
MY\_PROB (n=1083) Mean = 17.38



2. **IF a wildfire starts on or spreads to your property, what do you think is the chance that your home will be destroyed or severely damaged?** (Draw an X on the line to show what you think the chances are.)

MY\_CONS (n=1065) Mean = 32.42





3. What actions have you taken to reduce the risk of wildfire on your property? (Check all that apply) (n = 1192)

- ☐ Reduced vegetation within 30 feet of my home  
MY\_MITIGATE1 53.4%
- ☐ Reduced vegetation on my property in the area beyond the 30 foot perimeter of my home (2)  
MY\_MITIGATE2 32.2%
- ☐ Made structural improvements to reduce the risk of wildfire (improved roofing, siding, etc.)  
MY\_MITIGATE3 29.1%
- ☐ Other (specify): \_\_\_\_\_  
MY\_MITIGATE4 21.6%

## HYPOTHETICAL MITIGATION SCENARIOS – DESCRIPTION AND DATA SUMMARY

This section of the survey included a set of hypothetical scenarios in which respondents were shown “their” property and four neighboring properties and were asked to provide their risk perceptions and mitigation choices for each scenario. A set of detailed instructions was presented at the beginning of this section describing the task, and then each respondent completed 2 practice tasks and 6 additional tasks (8 scenarios total). There were a total of 36 possible scenarios, which were randomly assigned across respondents through the online Qualtrics software. A sample task is shown below, and the full list of scenarios with corresponding response frequencies is provided in the table on the following pages. In the main respondent-level dataset, variable names are given by the stubs shown below plus the task ID. A recoded choice-level dataset includes one row for each choice task (i.e., 8 rows per respondent). Variable names in this dataset are the stubs shown below.

### EXAMPLE SCENARIO

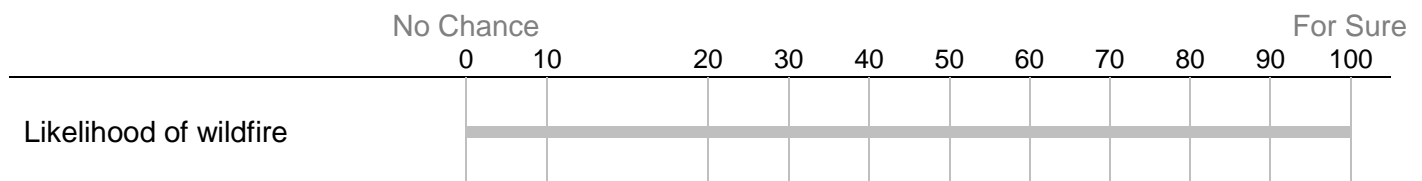
Imagine your property and your four neighboring properties look like this (scenarios image shown here – see table):

Choice-level variables included in choice-recode dataset only:

Variable name	Description	n	Values & Frequencies
TID	Task ID	7430	(See table below for list of task IDs)
OWN	Own property condition	7430	Both zones dense (0): 50.3% Zone 1 Sparse (1): 49.7%
NEIGHBMIT	Number of mitigated neighbors	7430	0: 55.8%                      3: 10.9% 1: 11.0%                      4: 11.1% 2: 11.2%
NEIGHBNAT	Number of naturally sparse neighbors	7430	0: 55.4%                      3: 11.2% 1: 10.9%                      4: 11.1% 2: 11.4%
NEIGHBSPARSE	Total number of sparse neighbors (mitigated+natural)	7430	0: 11.2%                      3: 22.1% 1: 21.9%                      4: 22.2% 2: 22.6%
COST	Cost of mitigation	7430	Low cost / 50% cost share (0): 49.6% High / full cost (1): 50.4%

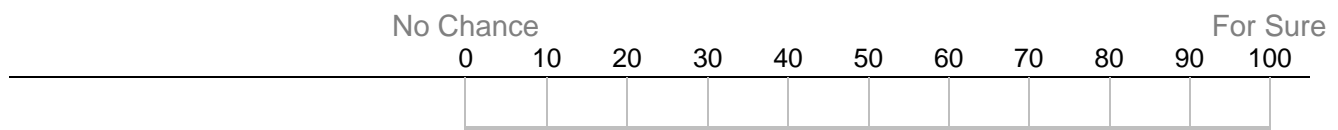
In this scenario, what do you think the chances are that a wildfire will start on or spread to your property in the next five years? (Draw an X on the line to show what you think the chances are.)

PROB(tid) n= 7160 Mean: 43.6 Median: 41 Min: 1 Max: 100



In this scenario, IF a wildfire starts on or spreads to your property, what do you think is the chance that your home will be destroyed or severely damaged? (Draw an X on the line to show what you think the chances are.)

CONS(tid) n= 7135 Mean: 61.2 Median: 67 Min: 2 Max: 100



Likelihood wildfire  
damages or destroys  
home

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## MITIGATION PACKAGES

A wildfire mitigation company has visited your property and provided you with the following cost estimates. (Note that these costs are *per zone*, so if you wanted to purchase mitigation in both zones, you would need to buy both packages.)

Your local volunteer fire department has also given you an estimate of the amount of time it would take a fit adult to complete all of the actions in each package.

### FULL COST

Mitigation Package Descriptions	Cost Estimate	Time Estimate
<b>ZONE 1 Package: House to 30 Feet</b> <ul style="list-style-type: none"> <li>“Fire-free” area created within five feet of home by removing fuels and using non-flammable landscaping.</li> <li>Conifer trees spaced 30 feet between crowns.</li> <li>Trees and shrubs pruned six to ten feet from ground.</li> <li>Leaf clutter and dead and overhanging branches removed.</li> </ul>	<b>\$300</b>	<b>8-10 hours</b>
<b>ZONE 2 Package: 30 Feet to Property Line</b> <ul style="list-style-type: none"> <li>Trees spaced 30-50 feet between clusters of two to three trees, or 20-40 feet between individual trees.</li> <li>Remove smaller conifers growing between taller trees.</li> <li>Remove heavy accumulation of woody debris.</li> <li>Reduce density of tall trees so canopies are not touching.</li> </ul>	<b>\$3500</b>	<b>20 days (180 hours)</b>

### COST SHARING

*Additional text shown to respondent:* In this case, a COST SHARING program is available that reduces the amount that you would have to pay for the mitigation services.

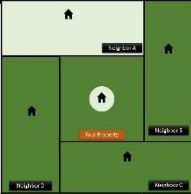
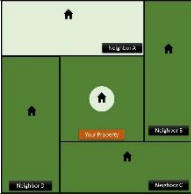




Mitigation Package Descriptions	Cost Estimate	Time Estimate
<b>ZONE 1 Package: House to 30 Feet</b> <ul style="list-style-type: none"> <li>“Fire-free” area created within five feet of home by removing fuels and using non-flammable landscaping.</li> <li>Conifer trees spaced 30 feet between crowns.</li> <li>Trees and shrubs pruned six to ten feet from ground.</li> <li>Leaf clutter and dead and overhanging branches removed.</li> </ul>	<b>\$300</b> <b>\$150</b> <b>(50% cost share)</b>	<b>8-10 hours</b>
<b>ZONE 2 Package: 30 Feet to Property Line</b> <ul style="list-style-type: none"> <li>Trees spaced 30-50 feet between clusters of two to three trees, or 20-40 feet between individual trees.</li> <li>Remove smaller conifers growing between taller trees.</li> <li>Remove heavy accumulation of woody debris.</li> <li>Reduce density of tall trees so canopies are not touching.</li> </ul>	<b>\$3500</b> <b>\$1750</b> <b>(50% cost share)</b>	<b>20 days (180 hours)</b>

### MITIGATION CHOICE:

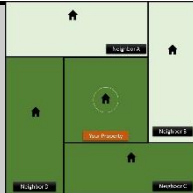





Under these conditions, which would you choose?







	PURCHASE PACKAGE (1)	DO IT YOURSELF (2)	NEITHER (3)
ZONE 1 CHOICE( <i>tid</i> )_1 n=3,484	<input type="checkbox"/> 43.1%	<input type="checkbox"/> 52.3%	<input type="checkbox"/> 4.1%
ZONE 2 CHOICE( <i>tid</i> )_2 n=7,151	<input type="checkbox"/> 41.7%	<input type="checkbox"/> 47.4%	<input type="checkbox"/> 10.8%


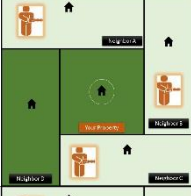

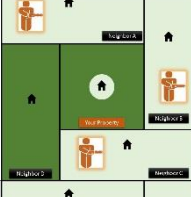


Scenario Description					Responses								
Task TID	Own	Neighb	Cost	Icon	N	PROB	CONS	Zone 1 (CHOICE_1)			Zone 2 (CHOICE_2)		
								Buy (1)	DIY (2)	Neither (3)	Buy (1)	DIY (2)	Neither (3)
111	All Dense	1 - All Dense	Full Cost		201	59	77	32%	58%	5%	31%	54%	12%
112	All Dense	1 - All Dense	Half Cost		194	66	83	54%	41%	3%	58%	37%	5%
211	Zone 1 Sparse	1 - All Dense	Full Cost		209	61	77				49%	45%	8%
212	Zone 1 Sparse	1 - All Dense	Half Cost		193	57	70				50%	45%	8%
121*	All Dense	2 - One Sparse	Full Cost		204	52	70	34%	60%	3%	32%	51%	12%
122*	All Dense	2 - One Sparse	Half Cost		199	54	70	50%	39%	5%	58%	31%	7%

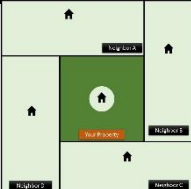


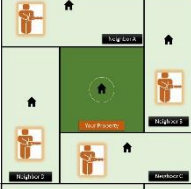


Scenario Description					Responses								
Task TID	Own	Neighb	Cost	Icon	N	PROB	CONS	Zone 1 (CHOICE_1)			Zone 2 (CHOICE_2)		
								Buy (1)	DIY (2)	Neither (3)	Buy (1)	DIY (2)	Neither (3)
221*	Zone 1 Sparse	2 - One Sparse	Full Cost		190	54	65				31%	56%	13%
222*	Zone 1 Sparse	2 - One Sparse	Half Cost		197	56	68				58%	38%	8%
131*	All Dense	3 - One Mitigated	Full Cost		197	53	72	34%	55%	5%	35%	49%	10%
132*	All Dense	3 - One Mitigated	Half Cost		198	52	68	51%	43%	3%	55%	38%	6%
231*	Zone 1 Sparse	3 - One Mitigated	Full Cost		210	55	68				32%	53%	14%
232*	Zone 1 Sparse	3 - One Mitigated	Half Cost		203	52	68				57%	38%	5%



Scenario Description					Responses									
Task TID	Own	Neighb	Cost	Icon	N	PROB	CONS	Zone 1 (CHOICE_1)			Zone 2 (CHOICE_2)			
								Buy (1)	DIY (2)	Neither (3)	Buy (1)	DIY (2)	Neither (3)	
141*	All Dense	4 - Two Sparse	Full Cost		209	50	64	32%	60%	3%	31%	55%	12%	
142*	All Dense	4 - Two Sparse	Half Cost		210	46	64	46%	46%	3%	52%	35%	8%	
241*	Zone 1 Sparse	4 - Two Sparse	Full Cost		209	44	57				33%	50%	16%	
242*	Zone 1 Sparse	4 - Two Sparse	Half Cost		206	42	59				50%	41%	9%	
151*	All Dense	5 - Two Mitigated	Full Cost		208	47	66	39%	50%	7%	33%	44%	17%	
152*	All Dense	5 - Two Mitigated	Half Cost		195	46	64	50%	42%	4%	50%	38%	10%	

Scenario Description					Responses								
Task TID	Own	Neighb	Cost	Icon	N	PROB	CONS	Zone 1 (CHOICE_1)			Zone 2 (CHOICE_2)		
								Buy (1)	DIY (2)	Neither (3)	Buy (1)	DIY (2)	Neither (3)
251*	Zone 1 Sparse	5 - Two Mitigated	Full Cost		210	47	59				30%	59%	11%
252*	Zone 1 Sparse	5 - Two Mitigated	Half Cost		199	44	56				43%	51%	6%
161*	All Dense	6 - Three Sparse	Full Cost		188	39	60	35%	59%	6%	27%	55%	14%
162*	All Dense	6 - Three Sparse	Half Cost		206	37	58	44%	47%	6%	51%	34%	12%
261*	Zone 1 Sparse	6 - Three Sparse	Full Cost		203	38	52				28%	62%	10%
262*	Zone 1 Sparse	6 - Three Sparse	Half Cost		209	38	51				49%	44%	7%

Scenario Description					Responses								
Task TID	Own	Neighb	Cost	Icon	N	PROB	CONS	Zone 1 (CHOICE_1)			Zone 2 (CHOICE_2)		
								Buy (1)	DIY (2)	Neither (3)	Buy (1)	DIY (2)	Neither (3)
171*	All Dense	7 - Three Mitigated	Full Cost		195	39	58	34%	60%	2%	36%	50%	12%
172*	All Dense	7 - Three Mitigated	Half Cost		199	37	58	49%	41%	2%	48%	40%	8%
271*	Zone 1 Sparse	7 - Three Mitigated	Full Cost		205	36	50				24%	62%	13%
272*	Zone 1 Sparse	7 - Three Mitigated	Half Cost		197	35	49				51%	40%	9%
181	All Dense	8 - All Sparse	Full Cost		204	31	58	36%	54%	4%	31%	50%	13%
182	All Dense	8 - All Sparse	Half Cost		190	32	61	46%	48%	4%	45%	46%	10%

Scenario Description					Responses								
Task TID	Own	Neighb	Cost	Icon	N	PROB	CONS	Zone 1 (CHOICE_1)			Zone 2 (CHOICE_2)		
								Buy (1)	DIY (2)	Neither (3)	Buy (1)	DIY (2)	Neither (3)
281	Zone 1 Sparse	8 - All Sparse	Full Cost		205	28	52				26%	60%	14%
282	Zone 1 Sparse	8 - All Sparse	Half Cost		202	24	43				45%	43%	12%
191	All Dense	9 - All Mitigated	Full Cost		214	31	57	35%	57%	5%	31%	46%	17%
192	All Dense	9 - All Mitigated	Half Cost		204	31	57	48%	47%	2%	49%	39%	9%
291	Zone 1 Sparse	9 - All Mitigated	Full Cost		200	27	46				25%	63%	12%
292	Zone 1 Sparse	9 - All Mitigated	Half Cost		190	26	46				49%	41%	10%

\* In these scenarios, the position of the dense and sparse neighbors' properties was randomized in the images displayed across respondents to test whether these positions affected responses.

Please think about the choices you made in these different scenarios.

**4. When you were making decisions about mitigation on your property, how important were each of the following factors?**

	Not at all important	Slightly important	Somewhat important	Very important	Extremely important
Whether your neighbors' vegetation was dense or sparse <b>NEIGH.DENSE.VEG (n = 984)</b>	5.4%	7.0%	18.6%	48.3%	20.7%
Whether or not your neighbors had taken action to reduce fuels on their properties <b>NEIGH.MITIGATION (n = 983)</b>	6.0%	8.3%	19.5%	45.2%	21.0%
The cost (in dollars) of the mitigation packages <b>MITIGATION.COST (n = 982)</b>	9.4%	11.2%	26.5%	31.2%	21.8%
The time required to complete the mitigation actions <b>MITIGATION.TIME (n = 980)</b>	15.8%	18.9%	32.0%	22.7%	10.6%
The physical effort required to complete the mitigation actions <b>MITIGATION.PHYSICAL (n = 980)</b>	15.7%	19.8%	30.8%	21.0%	12.7%

**5. What are some of the reasons why your neighbors' fuel conditions might affect your mitigation choice? n=565**

A total of 565 participants included a text response to this question. Responses varied greatly, however the majority of the respondents described what we would characterize as "risk interdependency" – that the conditions on neighboring properties affect one's own risk. Social norms are also mentioned by several respondents and included feeling social pressure to mitigate as well as hoping that mitigation would set a community example. These data will be further analyzed.

**TALKFIRE.NEIGH (n = 1002)**

**6. Have you ever talked about wildfire issues with any adjacent neighbors who share a property line with you or are across a street from your property?**

- ☐ Yes 32.9%  
☐ No 67.1%

**OPINION.NEIGH (n = 1005)**

**7. How much do the opinions of the adjacent neighbors who share a property line or area across the street from your property influence your wildfire mitigation decisions?**

- ☐ None 23.4%   ☐ Little 18.8%   ☐ Some 32.1%   ☐ Quite a bit 21.5%   ☐ A lot 4.2%

**TALKFIRE.COMM (n = 1001)**

**8. Have you ever talked about wildfire issues with community members whose properties do not directly neighbor your property?**

- ☐ Yes 35.5%  
☐ No 64.5%

**OPINION.COMM (n = 1003)**

**9. How much do the opinions of community members whose properties do not physically neighbor your property influence your wildfire mitigation decisions?**

☐ None 23.2%    ☐ Little 22.2%    ☐ Some 38.0%    ☐ Quite a bit 14.0%    ☐ A lot 2.6%

**10. How much do you agree or disagree with the following statements about wildfire risk?**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Wildfires started by humans are a major threat to my property. FIRESTATE1_1 (n = 994)	8.1%	21.2%	21.1%	36.3%	13.2%
Wildfires that start naturally are a major threat to my property. FIRESTATE1_2 (n = 991)	8.8%	22.7%	24.2%	34.7%	9.6%
It's very likely that a wildfire will happen in my community (in the next 5 years). FIRESTATE1_3 (n = 990)	12.3%	28.0%	26.9%	26.1%	6.8%
If a fire occurs (in the next 5 years), the consequences in my community will be severe. FIRESTATE1_4 (n = 989)	6.5%	24.1%	28.6%	31.4%	9.4%
Local resources will be able to suppress a nearby wildfire before it becomes a major event FIRESTATE1_5 (n = 995)	4.8%	13.9%	24.7%	47.9%	8.6%
It is the responsibility of private property owners to take action to reduce wildfire risk. FIRESTATE1_6 (n = 994)	1.0%	1.4%	7.5%	54.6%	35.4%
It is the responsibility of public land managers to take action to reduce wildfire risk from public lands. FIRESTATE1_7 (n = 994)	1.9%	6.1%	14.5%	52.1%	25.4%
I am not concerned about wildfire happening because my insurance will cover any losses. FIRESTATE1_8 (n = 992)	37.1%	37.7%	20.9%	3.4%	0.9%

**11. In general, how much do you agree or disagree with your neighbors and community members about ...**

	Strongly Disagree with neighbors and community members	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree with neighbors and community members
the threat of human-caused wildfires? FIRESTATE2_1 (n = 980)	1.0%	2.7%	45.1%	43.2%	8.1%
the threat of naturally caused wildfires? FIRESTATE2_2 (n = 979)	0.9%	2.7%	42.1%	46.9%	7.5%
the likelihood of a fire occurring? FIRESTATE2_3 (n = 973)	1.1%	4.5%	48.6%	40.5%	5.2%
the consequences if a fire occurs? FIRESTATE2_4 (n = 979)	0.9%	2.1%	42.3%	48.0%	6.6%
ability of local resources to suppress a wildfire? FIRESTATE2_5 (n = 979)	0.5%	3.4%	41.0%	48.1%	7.0%
the responsibility of private property owners to reduce wildfire risk? FIRESTATE2_6 (n = 979)	0.7%	3.2%	36.7%	48.2%	11.2%
the responsibility of public land managers to reduce wildfire risk? FIRESTATE2_7 (n = 977)	0.8%	4.6%	39.8%	45.6%	9.1%
the role of private insurance in protecting owners from wildfire risk? FIRESTATE2_8 (n = 973)	2.8%	9.6%	51.9%	31.0%	4.7%

SLACK1 (n = 991)

**12. How many of your adjacent neighbors who share a property line or are across the street have dense vegetation that may increase your fire risk?**

- ☐ None 48.5%
- ☐ A few 30.9%
- ☐ Some 12.0%
- ☐ Most 5.8%
- ☐ All 1.9%
- ☐ Don't know 0.9%

NEIGHACT (n = 990)

**13. How many of your adjacent neighbors who share a property line or are across the street from your property have taken action to reduce the risk of wildfire on their property?**

- ☐ None 39.8%
- ☐ A few 23.5%
- ☐ Some 10.7%
- ☐ Most 12.6%
- ☐ All 5.6%
- ☐ Don't know 7.8%

COMMACT (n = 988)

**14. How many community members whose properties do not physically neighbor yours have taken action to reduce the risk of wildfire on their property?**

- ☐ None 18.3%
- ☐ A few 24.4%
- ☐ Some 23.3%
- ☐ Most 9.2%
- ☐ All 1.5%
- ☐ Don't know 23.3%



**15. To the best of your knowledge, has your community had a...**

	In your community (EVENTS_1_x)			Have you participated? (EVENTS_2_x)			
	Yes	No	Don't know	Yes	No	Don't know	Not applicable
community event about wildfire risk? EVENTS_1_1 (n = 983) EVENTS_2_1 (n = 816)	28.0%	28.2%	43.8%	16.9%	49.5%	2.5%	31.1%
community email list, list serve, or directory for sharing wildfire information? EVENTS_1_2 (n = 978) EVENTS_2_2 (n = 789)	17.5%	32.4%	50.1%	14.6%	44.6%	6.0%	34.9%
chipper program? EVENTS_1_3 (n = 971) EVENTS_2_3 (n = 793)	24.1%	30.9%	45.0%	15.0%	47.0%	6.3%	31.7%
cost-sharing grant for fire mitigation? EVENTS_1_4 (n = 972) EVENTS_2_4 (n = 786)	8.2%	32.1%	59.7%	4.6%	49.5%	8.4%	37.5%
evacuation plan? EVENTS_1_5 (n = 972) EVENTS_2_5 (n = 787)	15.5%	31.4%	53.1%	11.8%	46.5%	9.0%	32.7%
neighborhood watch? EVENTS_1_6 (n = 969) EVENTS_2_6 (n = 793)	21.7%	39.3%	39.0%	18.3%	42.4%	7.1%	32.3%

**16. Have you ever....**

	Yes	No
helped a neighbor or community member reduce wildfire risk? HELP_1 (n = 986)	26.6%	73.4%
received help from a neighbor or community member to reduce wildfire risk? HELP_2 (n = 983)	13.5%	86.5%
worked on community properties to reduce wildfire risk? HELP_3 (n = 979)	11.1%	88.9%

**FIREPROP (n = 956)**

**17. Has a fire ever come close enough that you thought it might reach your property?**

- ☐ Yes 20.1%
- ☐ No 79.9%

## 18. Have you ever ...

	Yes	No
received a reverse 911 or other official notification to evacuate due to a wildfire? REVERSE911 (n = 990)	8.8%	91.2%
evacuated due to a wildfire? EVACUATED (n = 987)	8.6%	91.4%
had a wildfire burning on your land? FIRE_ON_LAND (n = 988)	2.9%	97.1%
had smoke damage to your residence from a wildfire? SMOKE_DAMAGE (n = 989)	1.1%	98.9%
had damage to your residence from a wildfire? HOME_DAMAGED (n = 988)	0.3%	99.7%
lost a home due to wildfire? HOME_DESTROYED (n = 984)	0.3%	99.7%

EVAC\_OTHER (n = 988)

## 19. Do you know anyone (in Colorado or elsewhere) who has been evacuated from her or his home due to a wildfire?

- ☐ Yes 58.5%
- ☐ No 41.5%

HOME\_DAM\_OTHER (n = 989)

## 20. Do you know anyone whose home has been damaged or lost due to a wildfire?

- ☐ Yes 35.4%
- ☐ No 64.6%

We are trying to understand the extent to which insurance companies are reaching out to share information with their policy holders about wildfire risk. We are interested in your experience.

INSURE (n = 998)

## 21. Do you have homeowners' insurance?

- ☐ Yes 98.7%
- ☐ No 1.3%

## 22. To the best of your knowledge, does your homeowners' insurance policy cover ...

	Yes	No	Don't know
the full replacement value of your home? INS_REPLAC_1 (n = 979)	80.3%	7.8%	12.0%
your trees and landscaping? INS_REPLAC_2 (n = 967)	12.4%	33.6%	54.0%

**23. Have you ever experienced any of the following?**

	Yes	No
Difficulty obtaining a homeowners' insurance policy INS_EXPER_1 (n = 992)	7.9%	92.1%
Cancellation due to wildfire risk INS_EXPER_2 (n = 992)	2.5%	97.5%
Refusal to renew policy due to wildfire risk INS_EXPER_3 (n = 991)	3.0%	97.0%
Been contacted by insurance company about wildfire risk INS_EXPER_4 (n = 992)	12.5%	87.5%
Received information from insurance company about wildfire risk INS_EXPER_5 (n = 991)	20.4%	79.6%
Received information from insurance company about steps homeowners can take to reduce wildfire risk INS_EXPER_6 (n = 987)	23.4%	76.6%

**24. Please tell us how much you agree or disagree with the following statements about yourself.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am a daredevil. DAREDEVIL (n = 981)	36.8%	40.5%	16.0%	5.5%	1.2%
I am not afraid to take risks with my money. MONEY_RISKS (n = 981)	17.2%	37.1%	29.7%	14.5%	1.5%
I avoid any activities that could be harmful to my health. HEALTH_RISKS (n = 986)	4.1%	20.3%	23.9%	40.0%	11.8%
I spend a lot of time on home improvements. HOME_IMPROVEMENTS (n = 985)	1.5%	13.7%	28.5%	44.1%	12.2%

The last questions help us know a little more about you. Remember, all information will be kept confidential and is protected by the rules of University research.

PROPSIZE (n = 991)

**25. What is the size of your property?**

- ☐ Less than a quarter acre (<.25 acre) 32.7%
- ☐ Between a quarter acre and an acre 32.6%
- ☐ 1-5 acres 25.8%
- ☐ 5-10 acres 5.1%
- ☐ More than 10 acres 3.7%

GENDER (n = 983)

**26. Do you identify as...**

- ☐ Female 37.8%
- ☐ Male 60.8%
- ☐ Other: \_\_\_\_\_ 1.3%

AGE (n = 936)

**27. What is your age? \_\_\_\_\_ Mean = 57.57**

RETIRED (n = 982)

**28. Are you retired?**

- ☐ Yes 36.2%
- ☐ No 63.8%

EDUC (n = 983)

**29. What is your highest grade or year of school completed?**

- ☐ Some high school 0.6%
- ☐ High school graduate 7.9%
- ☐ Some college or technical school 15.9%
- ☐ College or technical school graduate 39.9%
- ☐ Some graduate work 9.2%
- ☐ Advanced degree 25.4%
- ☐ Other: \_\_\_\_\_ 1.1%

INCOME (n = 558)

**30. What is your combined annual household income?**

- ☐ Less than \$30,000 8.8%
- ☐ \$30,000 – \$39,999 9.0%
- ☐ \$40,000 – \$49,999 13.1%
- ☐ \$50,000 – \$59,999 12.4%
- ☐ \$60,000 – \$69,999 16.5%
- ☐ \$70,000 – \$79,999 15.9%
- ☐ \$80,000 – \$89,999 13.8%
- ☐ \$90,000 – \$99,999 10.6%
- ☐ \$100,000 or more 0%



**Thank you for participating in this survey!** Please use the space below if you have any questions, comments, or concerns about this survey. **n=183**

A total of 183 respondents included a final comment. These comments ranged widely from feedback (positive and negative) on survey and recruitment procedures, gratitude for information associated with the survey, and details on fire experience, fire/forest conditions on actual property. These data will be further analyzed.

**FOLD SURVEY HERE AND USE WHITE POSTAGE PAID ENVELOPE TO RETURN SURVEY**

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