



MEGAFIRE ACTION

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New Poll Finds Voters See Wildfires as an Urgent Crisis and Demand Stronger, Science-Based Action from Leaders

Voters polled in California and across the Western United States want proactive, science-based policies; more investments in wildfire

WASHINGTON, DC — New polling released by Megafire Action and Hart Research reveals overwhelming, bipartisan concern about the growing wildfire threat—and a clear voter mandate for governments at every level to act boldly, proactively, and based on science. The results underscore deep public backing for increased investments in prevention, forest and vegetation management, community resilience, and modern tools to reduce risk before disaster strikes.

“Whether in California or across the country, voters agree: wildfires are a crisis, and they want leaders to get ahead of the problem,” said **Matt Weiner, founder and CEO of Megafire Action**. “There is broad, bipartisan support for proactive, science-based solutions—and a clear mandate for policies like the Fix Our Forests Act.”

Key Findings in California:

- **Widespread and personal concern:** Vast majorities of voters express worry about wildfires’ effects on **air quality (83%)**, **wildlife (82%)**, and **forests and recreational areas (80%)**.
- **Mandate for investment and bipartisan action:** Despite low confidence in government performance on prevention (**32% approval**) and response (**43% approval**), large majorities of both **Democrats (81%)** and **Republicans (75%)** support increased spending on wildfire prevention. Nearly half of voters (**48%**) say **regular forest and public land maintenance** should be the top state funding priority.
- **Strong backing for Governor Newsom’s emergency declaration:** **84%** of voters—across parties—support the governor’s emergency order to expedite wildfire prevention projects by temporarily suspending environmental regulations.
- **State leadership expected:** Most voters believe the **state government should lead** efforts to prevent (75%), respond to (80%), and help communities recover from (84%) wildfires.

- **Home insurance and fire-proofing reform:** Voters are highly concerned about the **cost (58%)** and **availability (53%)** of home insurance. **Eighty-five percent** support requiring insurers to offer coverage if homeowners take steps to reduce wildfire risk. There is equally strong support for **state incentives (83%)** and **certifications for insurance discounts (81%)** to help homeowners fire-proof their properties.

Key Findings Nationally:

- **Wildfires are a national emergency:** 70% of voters say wildfires are already a crisis (46%) or will be one soon (24%), with concern highest in the West (78%).
- **Federal action is needed:** While most Americans see wildfire management as a shared responsibility across all levels of government, the federal government receives low approval ratings for prevention (31%) and response (38%).
- **Broad bipartisan support for increased investment:** Two-thirds of voters say the federal government should spend more on wildfire prevention and response, including 81% of Democrats, 61% of independents, and 53% of Republicans.
- **Proactive solutions resonate with voters:** Strong majorities support policies such as increased prevention funding (80%), forest thinning (69%), controlled burns (65%), using AI and satellite imagery (70%), and helping homeowners pay for fire-resistant upgrades (76%).

About the Polls:

Hart Research conducted the surveys in June and August 2025 among a representative sample of registered voters in California, Colorado, Montana, and Oregon. The findings are summarized in the *California Wildfire Polling Key Findings Memo (November 2025)* and *Key Findings from a National Survey on Wildfires (November 2025)*.

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