To:	Interested Parties
From:	Megafire Action and Hart Research
Date:	April 20, 2026
Re:	California Homeowners on Wildfire Safety Renovations: Barriers, Costs, and Willingness to Act

In March 2026, Hart Research conducted a survey on behalf of Megafire Action. The survey included a question to gauge Californians' reactions to a proposed "Million Wildfire Safe Homes" initiative.

Important survey details: The survey[1] was conducted via live telephone and text-to-web interviewing among 700 homeowners who reside in the top 10 zip codes for FAIR plan policies in each of El Dorado, Los Angeles, San Diego, and Siskiyou counties, plus the two zip codes in Los Angeles County that were hardest hit by the January 2025 LA fires.[2] Given the targeted nature of the sample, this survey functions more like customer research than a traditional statewide poll. The selected counties were chosen for their diverse geographic, socioeconomic, and wildfire-risk environments. High concentrations of FAIR Plan policies also serve as a useful proxy for wildfire hazard and insurance pressure (see maps in appendix).

A public policy to help Californians make their homes wildfire-safe has appreciable cross-partisan support.

Respondents were read the following policy description near the end of the survey:

> *A candidate for governor has proposed a 'Million Wildfire Safe Homes Initiative' to help homeowners make wildfire-safety upgrades. The plan would offer a mix of tax credits, state-subsidized loans, insurance discounts, and an easy-to-use online platform to help homeowners plan their wildfire renovations. The goal is to help one million California homeowners complete wildfire-safety renovations over the next five years.*

Sixty percent (60%) of homeowners in these zip codes approve of this plan, including 23% who strongly approve of it; 24% who disapprove of it, and 16% who have no opinion either way. Notably, 77% of Democrats approve while 11% of them disapprove.

Even accounting for the fact that this question comes late in the survey, it is notable that approval substantially exceeds disapproval across every cohort in the survey, most importantly across partisan lines.

[1] 700 interviews with homeowners, conducted March 12-17, 2026. The margin of error for the full sample is ±3.7 percentage points and is higher for individual county and other subgroup results. See Appendix for full list of zip codes.
[2] Given these geographic parameters and the fact that the survey was limited to homeowners, the population represented in this sample is, on average, older, whiter, more affluent, more rural, and more Republican than the statewide adult population of California writ large.

	Approve %	Disapprove %	Net Approve ±
All homeowners	60	24	+36
Democrats	77	11	+67
Independents	49	31	+18
Republicans	52	30	+22
Not very conservative GOP	56	27	+29
Very conservative GOP	46	33	+12
Urban residents	56	31	+25
Suburban residents	62	22	+40
Rural residents	60	21	+39
El Dorado	63	18	+45
Los Angeles	66	23	+43
San Diego	52	30	+22
Siskiyou	70	13	+56

Appendix: Zip Codes Included in Survey Sample

County	ZIP Code	County	ZIP Code	County	ZIP Code
San Diego	92028	Siskiyou	96057	El Dorado	95614
San Diego	92065	Siskiyou	96032	El Dorado	96142
San Diego	91901	Siskiyou	96064	Los Angeles	91302
San Diego	92082	Siskiyou	96027	Los Angeles	90210
San Diego	92026	Siskiyou	96039	Los Angeles	91384
San Diego	91935	Siskiyou	96044	Los Angeles	91342
San Diego	92021	El Dorado	95667	Los Angeles	90265
San Diego	92019	El Dorado	96150	Los Angeles	91387
San Diego	92040	El Dorado	95726	Los Angeles	90049
San Diego	92064	El Dorado	95682	Los Angeles	90077
Siskiyou	96067	El Dorado	95762	Los Angeles	90046
Siskiyou	96094	El Dorado	95709	Los Angeles	90290
Siskiyou	96097	El Dorado	95633	Los Angeles	91001
Siskiyou	96025	El Dorado	95634	Los Angeles	90272

For more information about these zip codes—such as average insurance premium, number of FAIR Plan policies, and average exposure, please review to this article from the San Francisco Chronicle.

FHSZ in SRA Very high High Moderate

FHSZ in LRA Very high High Moderate

Zip Code Surveyed