

TO: Interested Parties
FROM: Megafire Action and Hart Research
DATE: November 1, 2025
RE: Key Findings from a Survey on Wildfires among California Voters

In June 2025, Hart Research conducted a survey among registered voters in California to explore voters' attitudes on wildfires and how they want their state government to take action on the issue.¹ Below we summarize key findings from the research:

1. **California voters overwhelmingly see wildfires as a growing crisis and many have already felt its impact.**
 - More than three in four Californians (76%) say that wildfires are a crisis right now (44%) or will be in the foreseeable future (32%). Majorities across the state agree, ranging from two thirds (65%) of San Diego area residents to fully 81% of residents of the Los Angeles area.
 - Voters believe the problem is worsening. Seventy-four percent (74%) say wildfires are increasing in frequency in California, and eighty percent (80%) say they are becoming more severe. Large majorities of voters across the partisan spectrum agree on both of these points.
 - This issue is deeply personal for Californians—over four in 10 (44%) voters in the state have been directly affected by wildfires (with the highest proportion of 53% in the Los Angeles area), and another quarter (25%) have been affected just a little. Even among those who have not had direct experience with wildfires, sizable proportions still either know someone who has been affected or recognize that they themselves will be affected in the future.
 - Californians see wildfires as a threat to their own health and the health of their state, with at least eight in 10 voters concerned about the impact of wildfires on air quality (83%), wildlife (82%), and the state's forests and recreational areas (80%). Six in 10 (61%) voters are additionally concerned about their own personal safety and the safety of their home.
2. **There is a clear public mandate for California to spend more on wildfire prevention and response, with strong bipartisan support for forest management and other protective measures.**
 - While the government currently gets low to middling ratings on dealing with wildfires—just 32% approve of prevention efforts and 43% approve of how government is responding to wildfires—voters are adamant that *more* money is needed, not less. Large majorities across party lines advocate for increased funding for both prevention and response (including 81% of Democrats and 75% of Republicans).

¹ Hart Research conducted an online survey among 1,015 registered voters in California from June 12-19, 2025. These findings have a margin of error of ±3.08%.

- California voters back a wide range of government policies to protect against, prevent, and respond to wildfires. When asked to rank their top priorities, nearly half (48%) place the greatest urgency on increasing spending for regularly maintaining forest and public lands. Californians also strongly support allocating funds for upgrading the electric grid (34% rank as one of their top three) and for increasing both the number of firefighters and their level of training and equipment (31%).
3. **Governor Newsom's emergency declaration has near universal appeal with voters across the political spectrum.**
- More than eight in 10 (84%) voters support the governor's emergency suspension of environmental regulations to speed up approval for wildfire prevention and land management projects, including over half (54%) who strongly support it.
 - Support for the measure spans party lines, including with 88% of Democrats, 77% of independents, and 81% of Republicans.
4. **Voters see wildfire prevention, response, and recovery as a shared responsibility across all levels of government—from local to federal.**
- Californians want to see their state government taking the lead across all aspects of handling wildfires: preventing and reducing their impact (75% say California state government has a lot or quite a bit of responsibility to do this), responding to and containing them (80%), and helping communities recover from and rebuild after wildfires (84%).
 - Even though voters see local and federal government shouldering a significant share of the responsibility for wildfire response and recovery, respectively, California state government is still viewed as the most important overall across phases.
5. **California voters want their state government to play a more active role in helping homeowners, both by making fire-proofing upgrades more affordable and by addressing the growing insurance crisis.**
- Financially, Californians are most worried about the impact of wildfires on the cost and availability of home insurance, with over half saying they are very concerned about both (58% and 53%, respectively).
 - As wildfire risk increases, voters fear that private insurance companies may raise rates or pull coverage altogether. Many want the government to step in to ensure that homes remain covered in the event of a disaster, as long as homeowners are taking meaningful steps to reduce risk on their own properties. By an enormous 70-point margin, voters say that the government should require insurance companies to offer coverage provided that homeowners do their part to reduce risk (85%), rather than allow those companies to refuse coverage due to high wildfire risk even if homeowners have taken steps to make their homes more fire-resistant (15%).
 - Californians also support state efforts to help homeowners reduce fire risk. At least three in four voters back state action to help homeowners fire-proof their properties. Enthusiasm is especially high for the government offering financial incentives for homeowners to add fire-resistant features to their homes (83% favorable, including 50% very favorable) and giving certifications to homeowners who add fire-proofing materials to their homes that could lead to insurance discounts (81% favorable, 47% very favorable).