



To: Interested Parties

From: Andrew Baumann and Lida Allen, Global Strategy Group

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Re: New Poll Shows Vast Majority of California Voters Want More Done to Combat Climate Change and Help Address the State’s Affordability Challenges

A new survey from Global Strategy Group shows that overwhelming majorities of California voters are experiencing cost of living challenges from a changing climate and, subsequently, want state lawmakers to do more to combat climate change. Across party lines, voters want more done to prevent wildfires, reduce home insurance costs, prevent utilities from unfairly raising rates, and protect groundwater supplies. A strong majority of voters also support incentives for electric vehicle ownership as well as the state’s Cap and Invest program, which voters believe will help reduce costs.

Key Findings

68% of Californians want state lawmakers to do more to combat climate change, including nearly half (42%) who strongly agree. This agreement spans party lines, including 86% of Democrats, 66% of registered unaffiliated voters, and 37% of Republicans.

71% of Californians want state lawmakers to do more to protect the environment, as President Trump rolls back federal environmental protections. An overwhelming 91% of Democrats agree with this statement, as do 68% of registered unaffiliated voters, and even 35% of Republicans.

93% of voters want lawmakers to address high electricity prices by reining in unfair utility company rate increases. Voters agree nearly unanimously that “California lawmakers should do more to prevent utility companies from making excessive profits by unfairly raising rates” (93% agree/6% disagree).

			Net Agree			
	Agree	Dis.	Overall	Dem	NPP	Rep
Wildfires are significantly driving up the price of homeowners’ insurance	90	10	+80	+87	+82	+65
California lawmakers need to do more to prevent wildfires	90	10	+80	+87	+82	+69
Wildfires are a serious threat to my personal and economic well-being	72	28	+44	+56	+39	+29
	Supp.	Opp.	Net Support			
Investing more in wildfire prevention, such as forest thinning and prescribed fires, making homes and businesses more fire resistant, and improving wildfire management	91	8	+83	+87	+82	+77
Requiring insurance companies to provide discounts on homeowners’ insurance rates when homeowners and communities take steps known to reduce wildfire risk	90	9	+81	+86	+82	+72

California voters view wildfires as a major threat, and they support measures to mitigate risk and decrease homeowners’ insurance rates. Vast majorities of voters agree that wildfires are a serious threat to their personal and economic well-being, that these fires are significantly driving up the price of homeowners’ insurance, and that lawmakers need to do more to prevent wildfires. Voters across the political spectrum support investing in wildfire prevention, and they support efforts to require insurance companies to provide discounts on homeowners’ insurance rates when homeowners take steps known to reduce wildfire risk.

91% of voters want state lawmakers to do more to protect California's groundwater supply. A large majority of voters support providing incentives to farmers and communities to reduce their use of groundwater (69% support/30% oppose, +39).

			Net Support			
	Supp.	Opp.	Overall	Dem	NPP	Rep
Providing consumers with incentives to make it easier to install electric vehicle charging stations at their home or business	73	27	+46	+78	+46	-18
Making it easier to install electric vehicle charging stations at apartment building properties	70	28	+42	+65	+60	-9
Providing auto dealerships with point-of-sale rebates so they can make electric vehicles they sell more affordable	70	29	+41	+61	+62	-9
Investing in publicly available charging stations for fast charging of electric vehicles	69	31	+38	+67	+52	-26
Providing customers with incentives like tax rebates that make it more affordable to purchase electric vehicles	67	32	+35	+76	+29	-36
Providing incentives to encourage the use of electric heavy-duty trucks and buses	66	33	+33	+69	+41	-34

Voters support policies to make electric vehicle ownership easier and more affordable. Voters agree that lawmakers should implement policies to make it easier to own and use EVs (69% agree/30% disagree, +39). What's more, over two-thirds of voters support each of the pro-EV policies we tested, most prominently cost-focused policies like providing consumers with incentives to make it easier to install charging stations in their home or business.

Voters are behind Cap and Invest and expect it to cut the cost of living. When we give voters a description of Cap and Invest¹, voters support it by a two-to-one margin. Democrats support Cap and Invest at high margins, with 83% supportive and only 16% opposed. 70% of registered unaffiliated voters and even 6% of Republicans are also in support. What's more, a plurality of voters believe that the policy will have a positive impact on the cost of living in California, and over 60% of voters reject the premise that Cap and Invest would have a negative impact on the cost of living (45% positive impact, 16% no impact, 38% negative impact).

Supporting Cap and Invest gives Democrats a boost with center-right voters. When we reframe the generic ballot to be between a Democrat who supports this policy and a Republican who opposes it, the Democrat wins by 23 points, a modest improvement from the 20-point lead Democrats have on the straight generic ballot at the beginning of the survey. Perhaps more importantly, Democrats gain a net 9 and 10 points among NPP and GOP voters respectively.

ABOUT THE RESEARCH: Global Strategy Group conducted a survey of 800 likely 2026 voters in California between January 15 and January 20, 2026 via telephone, text-to-web, and online panel. Care has been taken to ensure the geographic, political, and demographic divisions of the population of likely voters are properly represented.

¹ Full text of Cap and Invest description: Do you support or oppose placing a limit on carbon emissions from power plants, industrial facilities, and transportation fuels in California that will decline over time, requiring companies who produce carbon emissions to pay a fee based on their level of emissions, and using the revenue created to boost clean energy, enhance transit, and provide rebates on consumers' utility bills?