



NORC

FINAL REPORT

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Findings from the Pacific Palisades Resident Preferences and Priorities Survey

Presented by:

NORC at the University of Chicago

Presented to:

Pacific Palisades Community Council

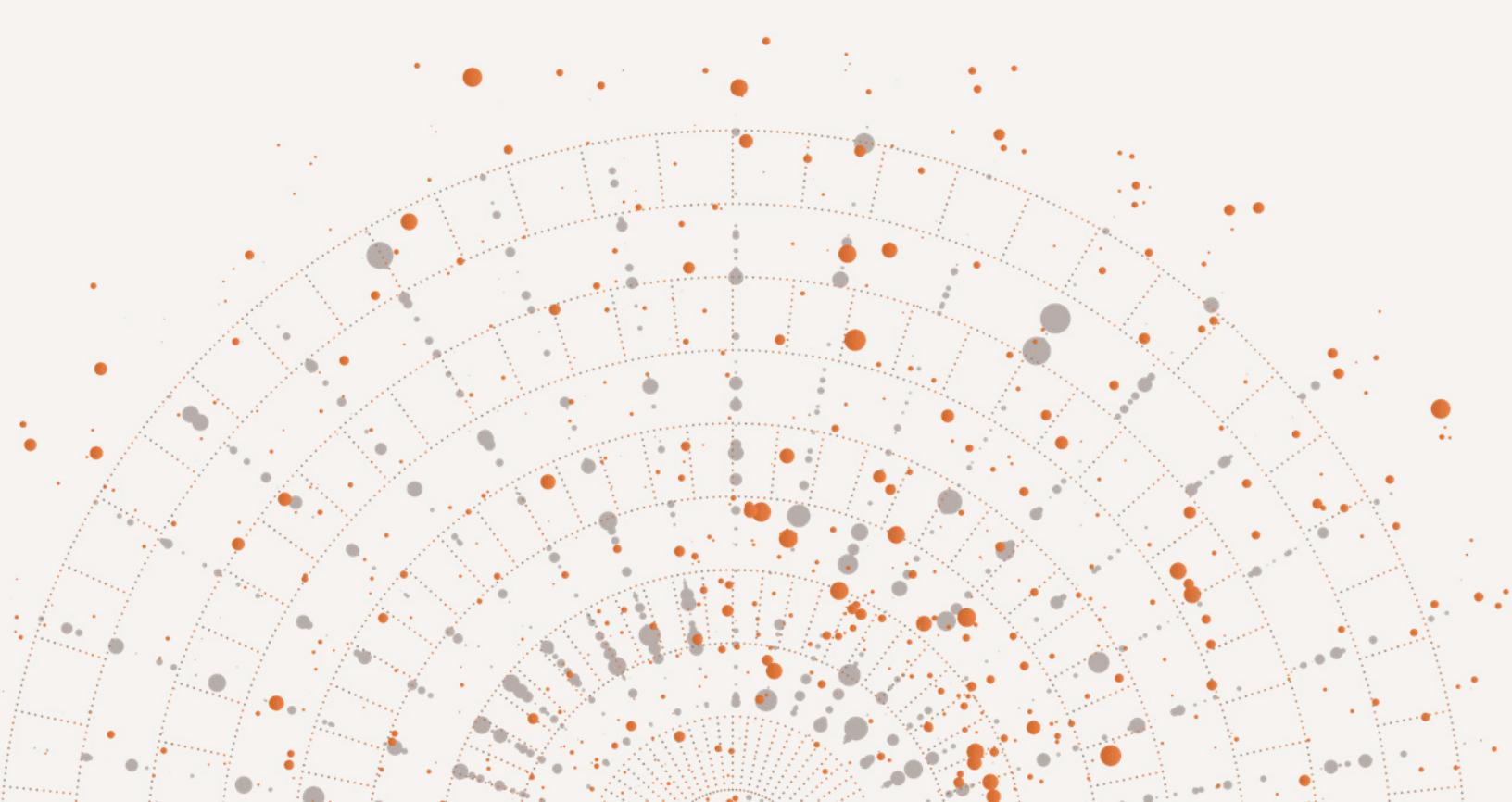


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Executive Summary

In partnership with the Pacific Palisades Community Council (PPCC), NORC at the University of Chicago conducted a survey to understand residents' priorities for recovery and rebuilding following the January 2025 Palisades Fire. The research included focus groups and a community-wide survey fielded from September 11 to October 20, 2025, targeting adults age 18 and older who lived in Pacific Palisades at the time of the fire. The study aims to provide data to inform local leaders, policymakers, and stakeholders who are making decisions, investments, and policies for rebuilding Pacific Palisades.

Many residents remain uncertain about their plans to return or rebuild. Only about 1 in 4 have returned to their homes, and just over half expect to be living in Pacific Palisades 10 years from now. While 64% plan to rebuild their residence, only 13% of heavily impacted single-family homeowners have begun construction.

Financial barriers to repairing or rebuilding are significant. High repair costs and insurance-related issues are the most frequently cited barriers. Seventy-one percent of single-family homeowners are *extremely or very concerned* that insurance will not cover repair or upgrade costs. Among those affected by insurance issues, about half plan to pay for repairs or rebuilding out-of-pocket, and 35% expect to borrow. Permits remain a mixed experience: about 6 in 10 have not yet engaged with the process, and among those who have, opinions are split. About a quarter describe the process as long or confusing.

Beyond these challenges, residents show meaningful willingness to share the cost of rebuilding. While most expect government funding, a substantial minority are ready to pay modest increases to fund improvements and governance structures that matter to them - and a significant group remains open to persuasion. Residents expect government to play a major role in rebuilding after the fire, especially when it comes to financing the rebuilding, yet many residents are also willing to contribute financially if it means accelerating recovery and funding the types of infrastructure improvements they value most. About one third of residents support modest increases in property taxes or monthly fees - typically between 1% and 5% - to finance critical infrastructure upgrades and community priorities. Similarly, roughly a third would support a local independent rebuilding authority funded in part through small tax or fee increases, and another almost 1 in 5 remain persuadable, neither supporting nor opposing the idea. When asked about funding improvements such as buried utility lines, upgraded water systems, or emergency access routes, about 1 in 10 residents could be persuaded on incremental tax or fee increases.

Environmental and community concerns are central to residents' decisions about returning. About half of residents are not confident that the air, soil, and water in their neighborhood is safe, and about 60% say environmental issues such as pollution have a *great deal* of influence on their decision to return, repair, or rebuild. Residents place high importance on assurances of safe air, soil, and water from both government sources and independent scientists. While residents prioritize scientific

assurances over government assurances, these findings highlight the importance residents place on government investment in recovery - not only financially, but also in building confidence around environmental safety. Community concerns also matter. Roughly half of residents cite increased crowding, business reopenings, public safety, and community cohesion as major factors in their decision to return, repair, or rebuild.

Fire safety and infrastructure resilience - such as buried utility lines, upgraded water systems, and emergency access routes - are top priorities for rebuilding. Nearly all residents view reliable fire hydrants and a coordinated emergency response plan as essential to their decision to live in the Palisades, and most (about 8 in 10) place high importance on improved evacuation routes and buried power lines. Roughly 40% say fire-resilient infrastructure and uninterrupted access to services have *a great deal* of influence on whether they return, repair, or rebuild in the Palisades. Those whose homes were destroyed in the fire - representing more than half of residents - are more likely to be *extremely or very concerned* about limited or disrupted access to infrastructure than those whose homes were not destroyed. This suggests that reliable infrastructure is essential for the recovery and return decisions of a large majority of residents.

Residents not only value infrastructure improvements but expect its restoration to occur quickly. Most residents consider 6 months to 2 years a reasonable timeline for utilities, sewage, telecommunications, and public spaces to be fully operational - faster than they expect home rebuilding to be completed. This urgency is reflected in residents' willingness to make tradeoffs. About 4 in 10 would accept a short delay of 6 months to 1 year in home repairs to accelerate restoring utilities, sewage, telecommunications, and roads, though support declines for longer delays.

Concerns about school enrollment rank lower than infrastructure, environmental, or safety priorities. While reopening schools is very important to some residents - particularly households with children - it is not a major driver of rebuilding decisions overall. Residents generally place greater weight on environmental issues, reliable infrastructure, and community recovery like businesses reopening and public safety when deciding whether to return, repair, or rebuild. Looking to the future, residents place the greatest emphasis on infrastructure improvements such as buried utility lines, upgraded water systems, and emergency access routes, while the rebuilding of schools ranks lower. These findings suggest that while reopening schools is a priority for some households, residents broadly view infrastructure, environmental safety, and community recovery as more critical at this stage of rebuilding.

Priorities and preferences differ by household characteristics. Households with children are more likely to emphasize social and neighborhood recovery, including reopening schools and businesses and wanting people to move back, while households without children are less likely to be influenced by what their neighbors do when deciding whether to return or rebuild. Households with children also show stronger support for certain construction measures, such as 24-hour access to construction sites to reduce traffic congestion. By contrast, households without children are less likely to support overnight construction and are generally less involved in specific construction activities, including permitting, expanding their home's living space, or leasing their property for construction housing.

The community is prepared to make certain tradeoffs to help accelerate rebuilding. Residents express willingness to adopt fire-safe features, even when these changes alter the appearance of their homes. Willingness increases when insurance savings are involved. Support also exists for space-use tradeoffs that help streamline rebuilding. A majority (60%) favor using parks and open spaces for temporary worker support facilities, and nearly half support repurposing community buildings for material storage or processing. Roughly 1 in 5 are neutral on these ideas, signaling potential persuadability. Support is lower for using community buildings as temporary housing for construction workers, with 36% in favor and roughly a quarter neutral, suggesting a sizable undecided audience. In addition, just over half of residents support allowing 24-hour construction access, including overnight work, to reduce traffic congestion during rebuilding.

Residents' support for rebuilding proposals is based on tradeoffs in timing. When asked to consider a proposed law that would temporarily delay all home improvements in order to first complete infrastructure upgrades identified as priorities earlier in the survey, about a quarter would support a delay of 6 months to 1 year. Support declines substantially for proposals that involve longer delays. Proposals involving delays of 2 years or more receive support from less than 15% of residents, and opposition rises to nearly 80% for the longest delay scenarios.

Residents trust community-based organizations or an independent authority to lead rebuilding but still see a role for government. Confidence in leadership is clear. Residents trust local organizations more than the government to lead rebuilding. About two-thirds have at least some confidence in local community or volunteer organizations to lead rebuilding, and a similar percentage of residents feel the same about a new community-based independent rebuilding authority. By contrast, very few have confidence in city, county, or state government to manage the process effectively. Residents want local control and trusted leadership for the rebuilding effort, though most do believe government has a primary role to finance the rebuilding. When asked who should lead the effort, the most popular choices are a partnership between community organizations and local government (37%) and a new community-based independent rebuilding authority (28%).

Finally, residents' outlooks on the future of Pacific Palisades are hopeful but tempered by caution and uncertainty. While "hopeful" and "optimistic" are common responses, many also express concern, worry, and a sense that recovery would be a long and difficult process. These findings underscore the importance of community-led recovery efforts, targeted support for rebuilding, and transparent communication to address the barriers residents face and align recovery plans with their priorities.

Residents' Policy Priorities

Based on the findings summarized above, residents' concerns and priorities suggest several areas of focus for policymakers. These priorities reflect not only the most pressing barriers to recovery but also conditions residents consider essential for rebuilding their community. They highlight financial, environmental, and infrastructure challenges that shape decisions about whether - and how - residents return, repair, or rebuild.

- 1. Address financial barriers, especially insurance.** High repair costs and insurance-challenges dominate residents' concerns. Many homeowners report significant gaps between expected rebuilding costs and insurance coverage, prompting a range of coping strategies - from personal spending and borrowing to delaying repairs or seeking external assistance. Importantly, insurance issues are not limited to rebuilding after the disaster. They also encompass the remediation and ongoing habitability of existing structures, ensuring that homes that survived the fire are safe and livable. These findings underscore that concerns about insurance coverage and affordability are central to residents' decisions. The ability to obtain homeowners insurance and access to financial assistance are the most frequently cited supports that would make residents more likely to return, repair, or rebuild in Pacific Palisades following the fire.
- 2. Ensure environmental safety.** Environmental conditions strongly influence decisions to return to Pacific Palisades. Concerns about pollution and the safety of air, soil, and water remain widespread and residents place high importance on credible assurances of safety from both government agencies and independent scientists. Given the strong link between environmental safety and residents' willingness to return, these measures are not only critical for public health but also for accelerating community recovery. Addressing environmental concerns can help restore confidence and support informed decision-making among displaced residents.
- 3. Support shared investment in rebuilding and governance models.** Residents show openness to collaborative funding and governance approaches. While most expect government funding to support the rebuilding effort, a substantial minority are willing to pay modest tax or fee increases to fund infrastructure improvements they value. Many are also willing to pay to support a local independent rebuilding authority that would oversee the rebuilding effort. A notable segment remains persuadable, indicating room for engagement on cost-sharing strategies.
- 4. Prioritize fire safety and coordinate with insurers on resilient infrastructure building.** Fire safety and resilient infrastructure are near-universal priorities. Most residents place high importance on reliable fire hydrants, a coordinated emergency response plan, improved evacuation routes, and buried power lines. Roughly 40% say fire-resilient infrastructure has *a great deal* of influence on whether they return, repair, or rebuild in the Palisades. Many residents also support design features that enhance fire resilience, even if they alter the appearance of their homes. Willingness to adopt fire-safe features increases significantly when tied to insurance savings, with 81% of residents indicating they would consider such upgrades if they reduced their premiums. Moreover, 58%

support requiring fire-safe features - such as sprinkler systems, fire-rated roofing, and defensible landscaping - as a condition for obtaining insurance in fire-prone areas.

5. **Explore rebuilding plans that accelerate infrastructure restoration.** Residents are eager to see utilities and public spaces restored swiftly—even willing to accept temporary tradeoffs to accelerate progress. Creative use of public spaces for construction support, like staging for construction supplies, may help meet these expectations. The survey responses reflect a community willing to make certain tradeoffs to accelerate the return of essential services.

Introduction

PPCC partnered with NORC to conduct a study aimed at understanding what Pacific Palisades residents want for their community's future after the January 2025 Palisades Fire. The goal of this research was to measure Pacific Palisades residents' preferences and priorities for returning and rebuilding, so that recovery plans reflect the community's wishes. The study set out to gather solid evidence about residents' needs and concerns post-fire – information that PPCC and policymakers can use to guide decisions, investments, and policies for rebuilding Pacific Palisades.

To meet these objectives, NORC implemented a three-phase research approach in close collaboration with PPCC. Phase 1 centered on conducting focus group discussions with residents to identify the most important issues and concerns that should be explored in the survey. We held six 60-minute sessions, each with 6–8 community members, which provided rich qualitative insights that directly informed the design and content of the survey instrument used in Phase 2. Phase 2 consisted of a community-wide survey of Pacific Palisades residents: a roughly 15-minute questionnaire offered to Pacific Palisades households. NORC employed a multi-pronged strategy to build a comprehensive contact list of approximately 10,000 Pacific Palisades households, leveraging geographic information tools and public and commercial databases to identify residents' contact information. The survey was designed in collaboration with PPCC members to capture quantitative evidence of resident preferences – from ideal rebuilding scenarios to the tradeoffs people are willing to consider in rebuilding approaches. Phase 3 is an ongoing effort to repeat the survey at least once (or more, if needed) as conditions evolve, so the community's changing sentiments over the recovery period can be tracked.

This report provides a summary of findings from the Phase 2 survey fielded from September 11 to October 20, 2025 with 1,265 adults age 18 or older who resided in the Pacific Palisades at the time of the fire. The overall margin of sampling error among Pacific Palisades adults age 18 and over is ± 3.2 percentage points at the 95 percent confidence level, including the design effect.

Survey Findings

Residents' Expectations for Returning and Rebuilding

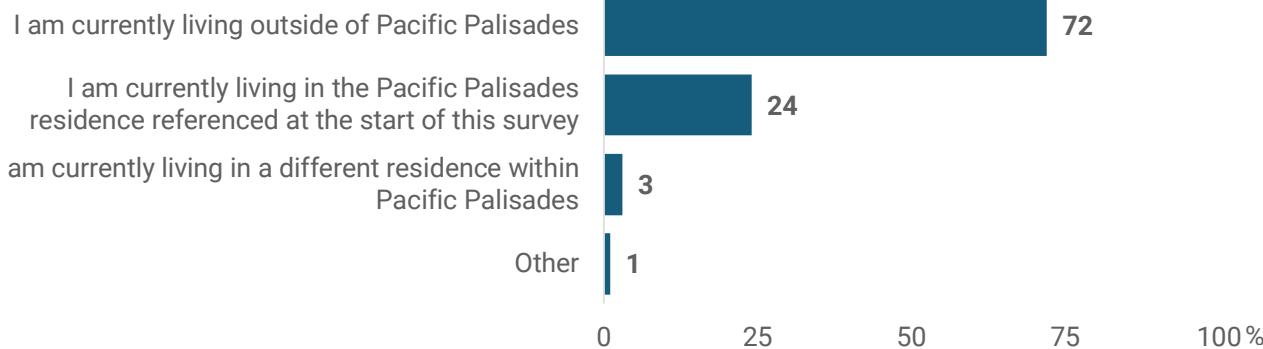
To understand how Pacific Palisades residents are approaching the decision to return and rebuild after the January 2025 wildfire, the survey asked a series of questions about current living situations, future intentions, and anticipated timelines. These questions were designed to capture both short- and long-term expectations, including whether residents plan to return to their homes, how long they expect the rebuilding process to take, and what factors influence their decisions. The goal was to provide a clear picture of community sentiment and identify areas where support or intervention may be needed to facilitate recovery.

Majority of residents plan to return to the Palisades, though many are still unsure.

Return to the Palisades after the fire is moving slowly. Only about one quarter of residents are currently living in their Pacific Palisades residence¹. Most residents (72%) are living outside the Palisades. Three percent live in a different residence within the Palisades, and 1% have other living situations.

Most residents currently live outside Pacific Palisades.

Percent of Pacific Palisades residents



Question: Please select the option that best describes your current living situation.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



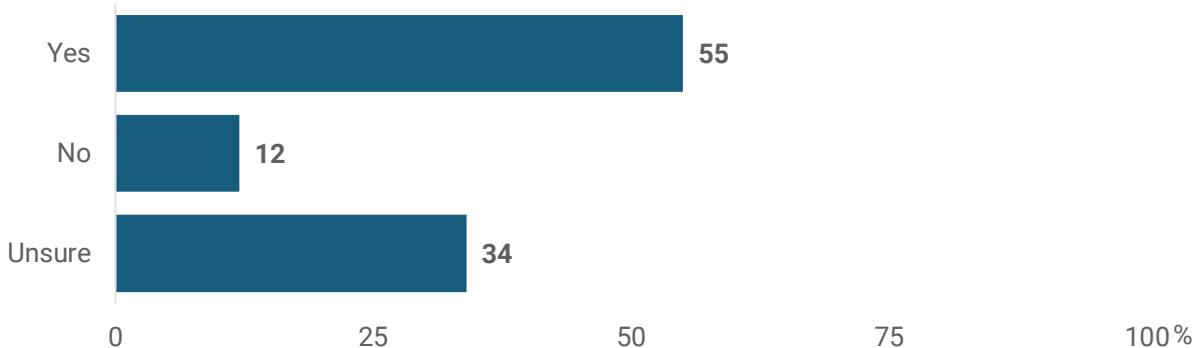
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¹ At the start of the survey, residents were asked to provide the address of their Pacific Palisades residence that would be referenced throughout the survey.

Looking ahead, about half of residents say they plan to be living in Pacific Palisades 10 years from now. About one third are unsure, and 12% do not plan to be living in the Palisades in 10 years.

About half of residents plan to live in Pacific Palisades 10 years from now.

Percent of Pacific Palisades residents



Question: Regardless of your current living situation, do you plan to be living in Pacific Palisades 10 years from now?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.

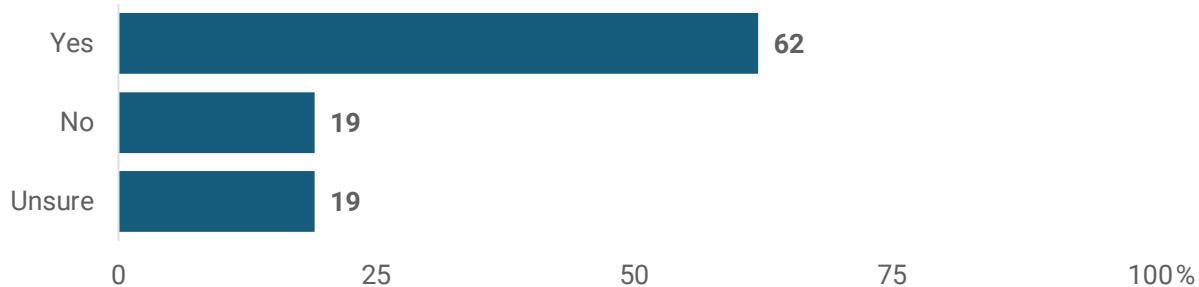


The survey asked residents with homes that were not completely destroyed or significantly damaged about their plans to return at any point in the future. Among those whose homes experienced moderate, minor, or no damage² and who have not yet returned to their Pacific Palisades residence, roughly 6 in 10 plan to return at some point. About 2 in 10 do not plan to return, and another 2 in 10 are unsure.

² When asked how much damage their residence sustained during the Palisades Fire, 51% of residents reported that the residence is destroyed (a total loss), 4% reported major damage (significant structural damage needing extensive repairs), 18% reported moderate damage (could be habitable with significant repairs), 22% reported minor damage (habitable with some repairs), and 5% reported no damage. This includes both physical damage to the structure and environmental damage such as smoke or other contaminants.

Around 6 in 10 plan on returning to live in their Pacific Palisades residence in the future.

Percent of Pacific Palisades residents with minor, moderate, or no property damage who have not returned to their Pacific Palisades residence



Question: Do you plan to return to living in your Pacific Palisades residence at any point in the future?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



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Many displaced renters are concerned with affordability and remain uncertain about returning.

Among renters who relocated after the fire and have not returned to their Pacific Palisades residence³, about a quarter say they are *extremely or very likely* to rent in Pacific Palisades in the future. About 3 in 10 are *somewhat likely* to rent in the Palisades again, while more (44%) say they are *not too or not at all likely* to rent again in the Palisades.

Affordability is a major concern. Only 9% of these renters are *extremely or very confident* they will be able to secure a rental property in Pacific Palisades that they can afford. About one quarter are *somewhat confident*, while roughly two thirds are *not too or not at all confident* about finding an affordable rental.

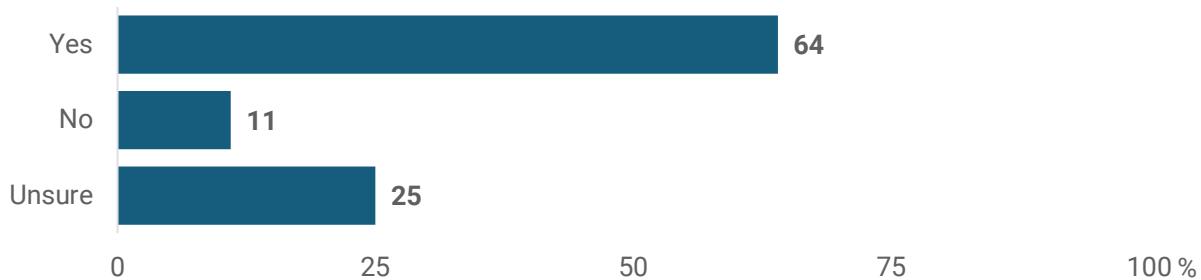
³ These residents reported currently living in a different residence within Pacific Palisades or living outside the Palisades.

Most heavily impacted single-family homeowners want to rebuild in the Palisades, but nine months after the fires, only 13% of those who plan to rebuild have begun construction.

Among single-family⁴ homeowners whose homes were destroyed or experienced major damage, nearly two thirds intend to rebuild in Pacific Palisades. One quarter are unsure, and 11% do not plan to rebuild.

Many single-family homeowners plan to rebuild their residence.

Percent of Pacific Palisades single-family homeowners with major property damage or destroyed homes



Question: Do you intend to rebuild this residence in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



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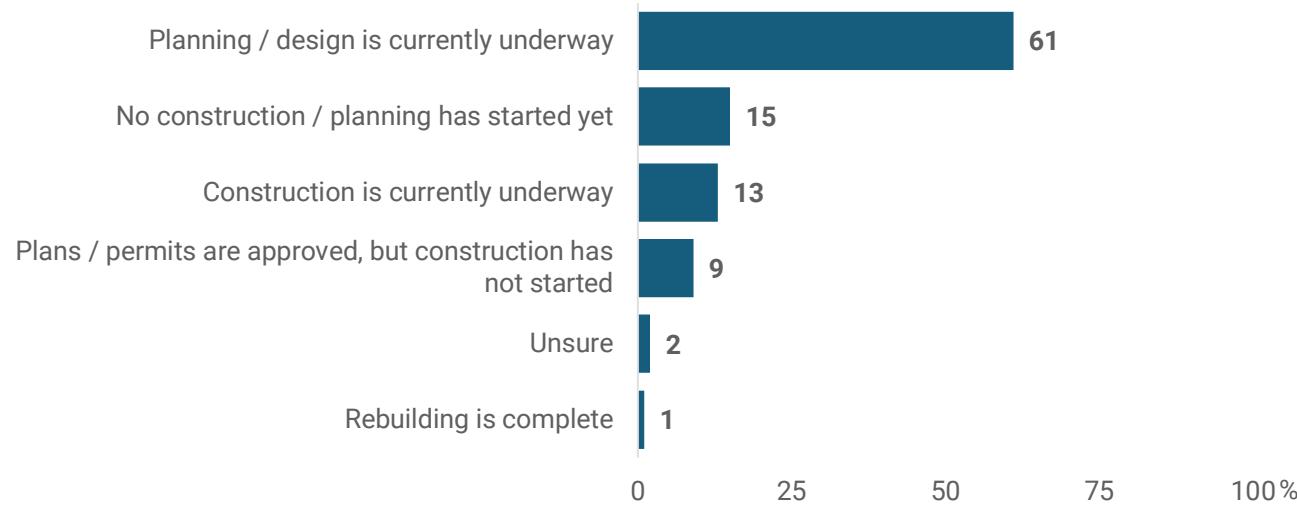
Progress toward rebuilding has been slow with a lot of planning, but little construction underway.

Among those who intend to rebuild, most (61%) say planning or design is currently in progress. About 1 in 10 report that plans and permits are approved but construction has not started, and 15% say no construction or planning has started yet. Only 13% of those who intend to rebuild say construction is currently underway, and very few have completed rebuilding or are unsure about the progress.

⁴ Single-family residents refer to those who selected single-family home (detached), mobile home or manufactured home, or accessory dwelling unit (ADU, guest house, or in-law unit) when asked to describe their property in Pacific Palisades before the Palisades Fire began on January 7, 2025.

Little rebuilding construction is underway nine months after the fires.

Percent of Pacific Palisades single-family homeowners with major property damage or destroyed homes who plan to rebuild their residence



Question: Which of the following best describes the current stage of rebuilding for this residence in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



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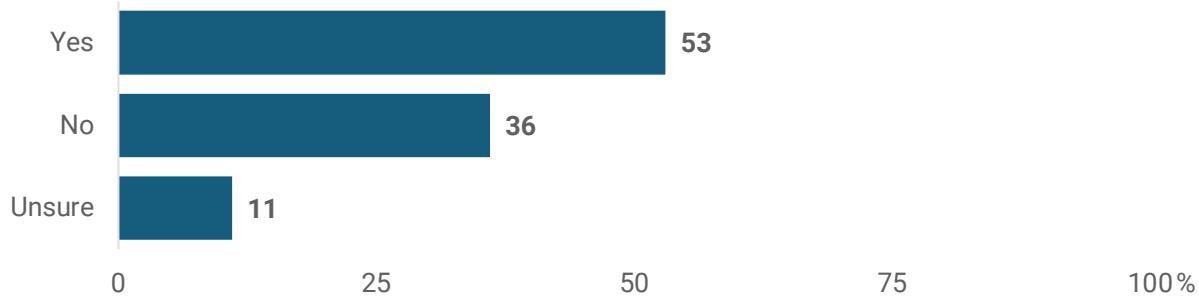
Many homeowners plan to make updates to their Palisades' residence, though not many plan to expand its living space.

Among those who intend to rebuild, most (70%) plan to rebuild about the same size house. About one quarter intend to rebuild a bigger house, while very few plan to rebuild a smaller house or are unsure.

Updates are common among homeowners. Over half of single-family homeowners whose homes experienced moderate, minor, or no damage (53%) plan to make updates or improvements to their residence following the Palisades Fire. About one third do not plan to make updates, and 11% are unsure.

Many single-family homeowners plan to make updates or improvements to their properties.

Percent of Pacific Palisades single-family homeowners with moderate, minor, or no property damage



Question: Do you plan to make any updates or improvements to your residence in Pacific Palisades as a result of the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



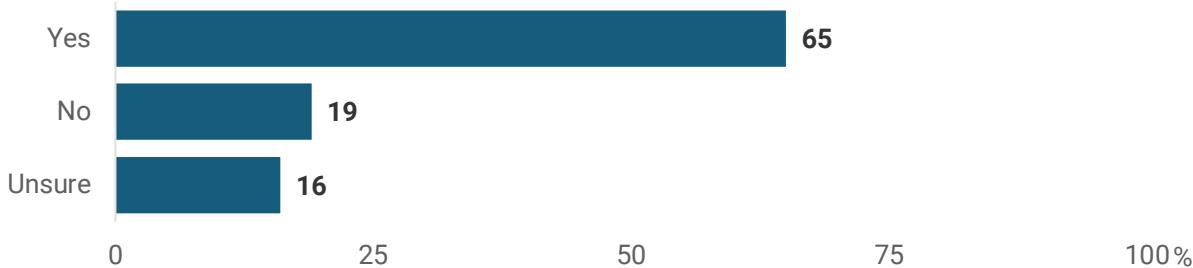
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Nearly two thirds of multi-family⁵ homeowners have updates planned for their residence - whether to the building or unit – in the wake of the Palisades Fire, while about 2 in 10 do not and 16% are unsure.

⁵ Multi-family residents refer to those who selected townhouse; condominium or apartment in a multi-unit building; or duplex, triplex, or fourplex when asked to describe their property in Pacific Palisades before the Palisades Fire began on January 7, 2025.

Many multi-family homeowners plan to make updates or improvements to their residence.

Percent of Pacific Palisades multi-family homeowners



Question: Are any repairs, updates, or rebuilding efforts planned for your residence – whether to the building or your individual unit – as a result of the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.

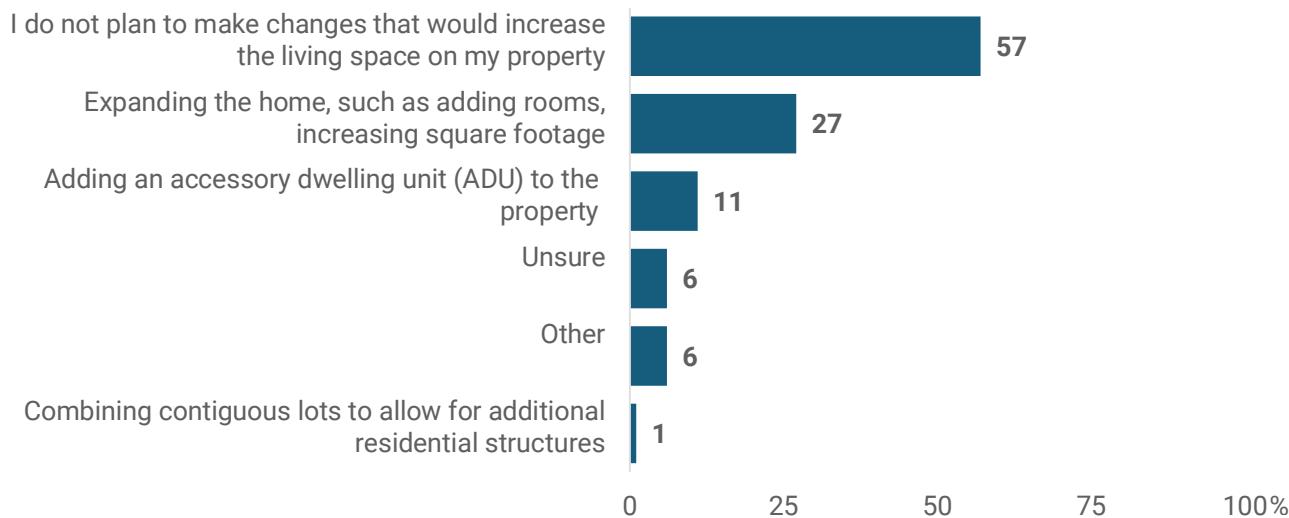


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Expanding living space is less common. Among single-family homeowners who intend to rebuild or make updates to their residence, roughly a quarter plan to expand the home, such as adding rooms or increasing square footage. About 1 in 10 plan to add an accessory dwelling unit (ADU) to the property. Very few plan to combine contiguous lots to allow for additional residential structures, and less than 1% plan to split the lot to allow for additional residential structures. None plan to replace the home with a duplex or multi-unit structure, and 6% plan to make other changes to their property that would increase its living space. Most (57%) do not plan to make changes that would increase the living space on their property, and 6% are unsure.

Many single-family homeowners do not plan to increase the living space of their homes.

Percent of Pacific Palisades single-family homeowners who intend to rebuild or make updates to their residence



Question: Do you plan to make any of the following changes to your property that would increase its living space - such as expanding the home, splitting the lot, or adding new residential structures? Please select all that apply.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who



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Those whose homes were not destroyed are more likely to say they don't plan to make changes that would increase living space compared with those whose homes were destroyed. Similarly, those without children in the household are more likely to say they don't plan to make changes that would increase living space than those with children in the household⁶.

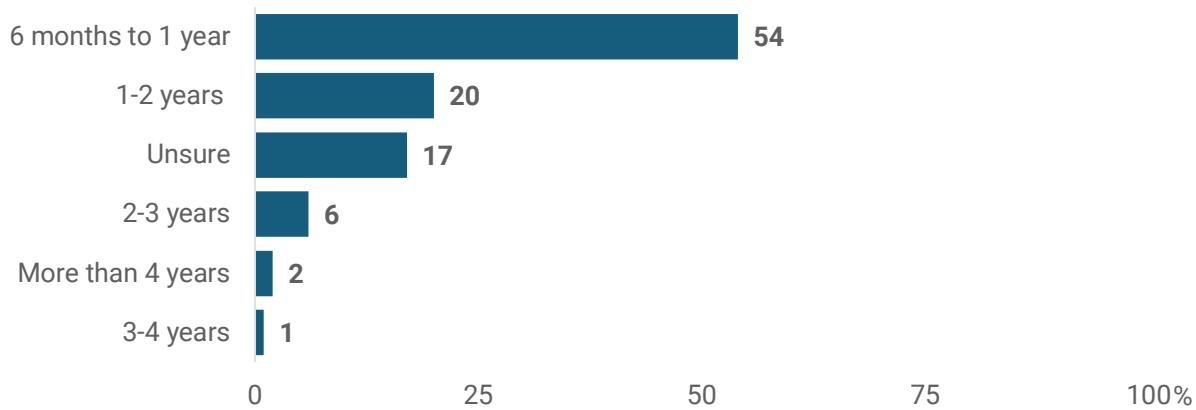
⁶ Presence of children in the household is based on respondents' reported household size and number of children currently living in their household that are 0 to 18 years old. Respondents were asked to enter the number of children within different age ranges, even if it's zero. If all age ranges were left blank, the variable was imputed by household size and area within Pacific Palisades. In cases where children's age appeared to be entered in lieu of number of children, the variable was adjusted based on whether the provided age was higher or lower than 18.

Many displaced residents expect it will take six months to a year before they can return to their homes, while most residents anticipate a longer timeline for full rebuilding and infrastructure restoration.

Among those whose homes were not destroyed and who have not returned to their Pacific Palisades residence⁷ but plan to or are unsure about returning, about half expect it will take 6 months to 1 year before they can return. Two in 10 expect it will take 1–2 years, and 6% expect it will take 2–3 years. Very few anticipate longer timelines of 3 years or more, and 17% are unsure.

Many residents expect it will take 6 months to 1 year before they can return to their homes.

Percent of Pacific Palisades residents whose homes were not destroyed, who have not returned to their Pacific Palisades residence but plan to or are unsure about returning



Question: How long do you expect it will take before you can return to living in your Pacific Palisades residence?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



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When asked what they consider a reasonable timeline for residences in Pacific Palisades to be rebuilt, most residents anticipate a long process. Most (31%) say 2–3 years is reasonable, and roughly 3 in 10 say 1–2 years. Roughly 2 in 10 say 3–4 years, and 14% say more than 4 years. Only 5% consider 6 months to 1 year reasonable, and another 5% are unsure.

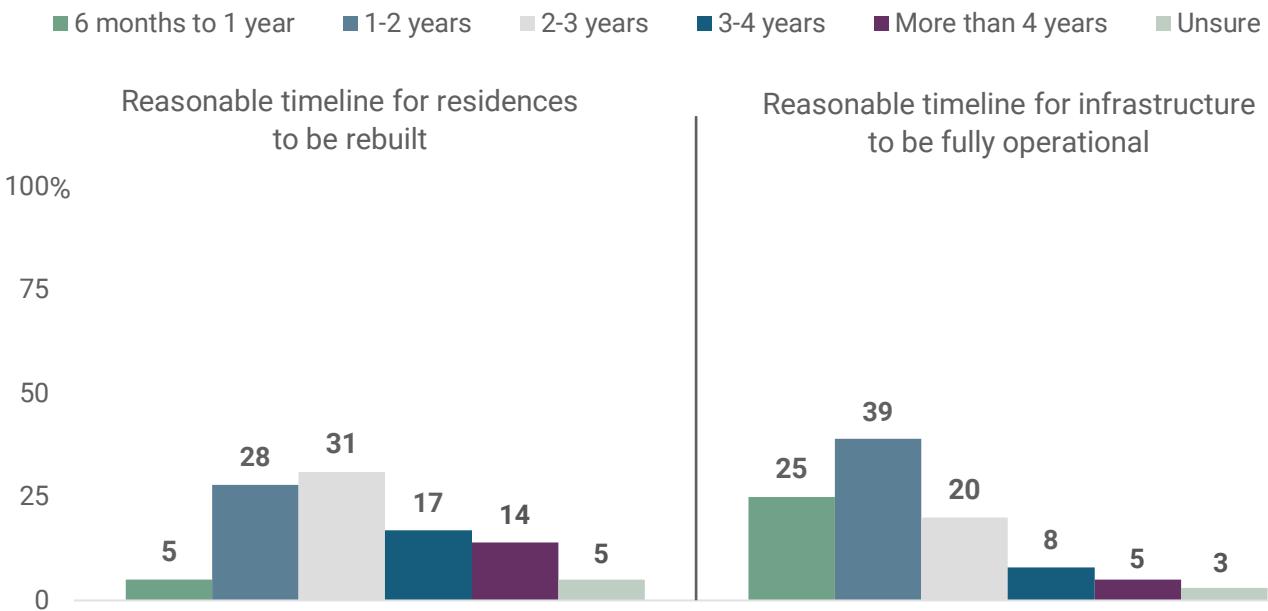
⁷ When asked to select the option that best describes their current living situation, these residents reported living in a different residence within Pacific Palisades, living outside the Palisades, or other as opposed to living in the residence provided at the start of the survey.

Expectations for infrastructure repairs are higher, and residents expect a quicker turnaround. Sixty-four percent of residents consider 6 months to 3 years to be a reasonable timeline for residences to be rebuilt, whereas the same share considers 6 months to 2 years to be a reasonable timeline for infrastructure to be operational. This suggests that residents view infrastructure restoration as a more immediate step than large-scale home rebuilding.

About 4 in 10 residents consider 1–2 years to be a reasonable timeline for Pacific Palisades infrastructure including electric, sewer, telecommunications, water systems, and public spaces such as schools, parks, libraries and community centers to be fully operational. One quarter say 6 months to 1 year is reasonable, and 2 in 10 say 2–3 years. Fewer expect longer timelines of 3 years or more. Very few are unsure.

Many residents think rebuilding infrastructure should happen faster than residences.

Percent of Pacific Palisades residents



Question: Regardless of whether your residence is being rebuilt, what do you consider to be a reasonable timeline for residences in Pacific Palisades to be rebuilt?

What do you consider to be a reasonable timeline for Pacific Palisades infrastructure like... to be fully operational?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



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Considerations for Returning

To understand the factors influencing residents' decisions about whether to return, repair, or rebuild in Pacific Palisades, the survey asked about a range of considerations, including environmental concerns, infrastructure access, insurance coverage, community recovery, and trust in government and institutions. The findings illustrate how these considerations vary across different household types and damage levels, offering a nuanced view of the issues influencing residents' recovery decisions.

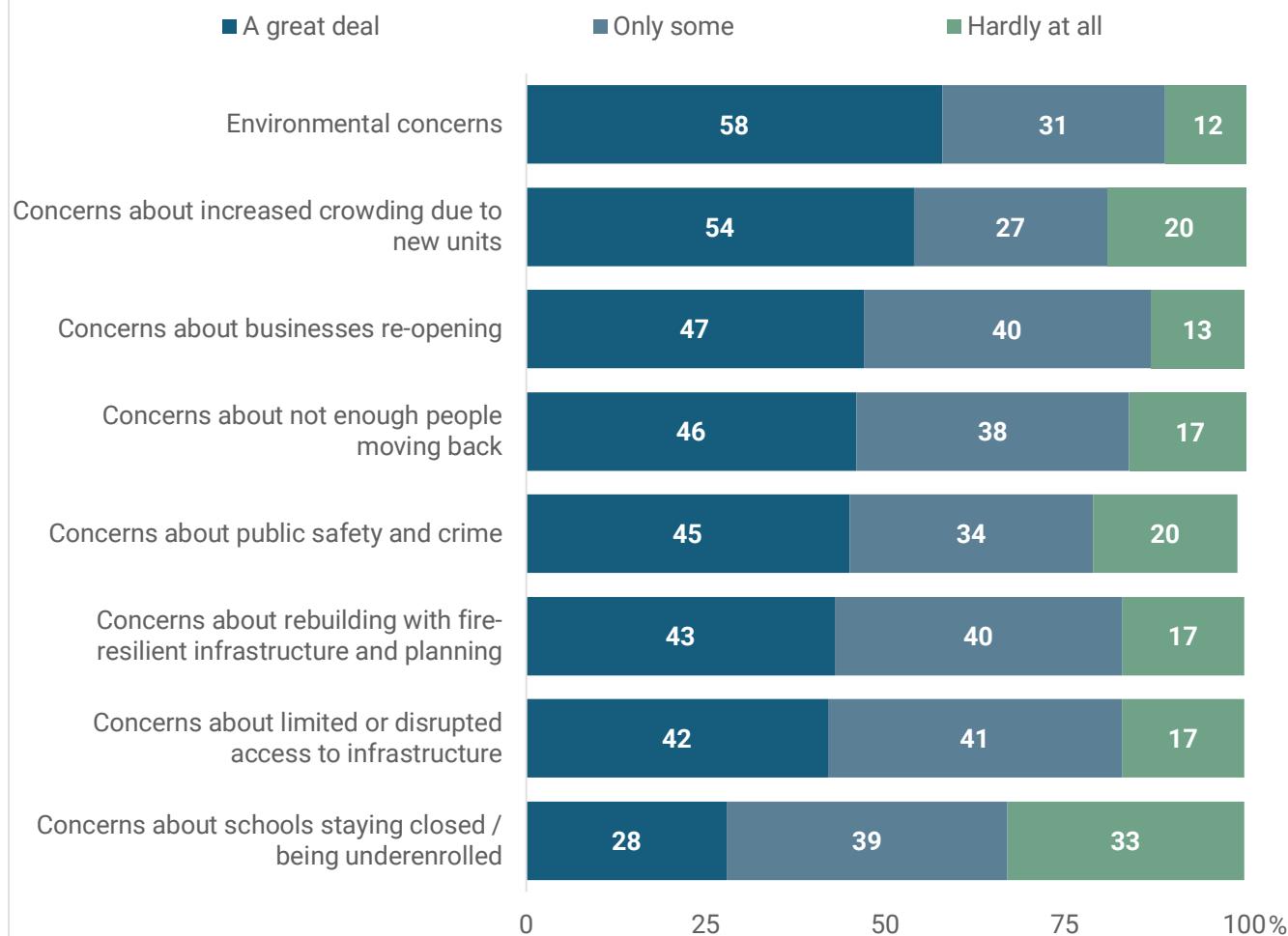
Residents express significant concerns about fire resilience, safety, community recovery, and pollution as they consider returning to the Palisades.

Environmental and community concerns weigh heavily on residents' decisions. About 6 in 10 say environmental issues such as water, air, or ground pollution have *a great deal* of influence on whether they return, repair, or rebuild in the Palisades. Roughly half say the same about increased crowding, businesses reopening, not enough people moving back to restore a sense of community, and public safety and crime.

Infrastructure and education factors also play a role. Around 4 in 10 residents report that rebuilding Pacific Palisades with fire-resilient infrastructure and planning, as well as limited or disrupted access to infrastructure, have *a great deal* of influence over their decision. Only about 3 in 10 cite concerns about schools staying closed or being underenrolled as having *a great deal* of influence.

Many have a great deal of concern about the environment and increased crowding in Pacific Palisades.

Percent of Pacific Palisades residents



Question: How much do each of the following factors influence your decision about whether to return, repair, or rebuild in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



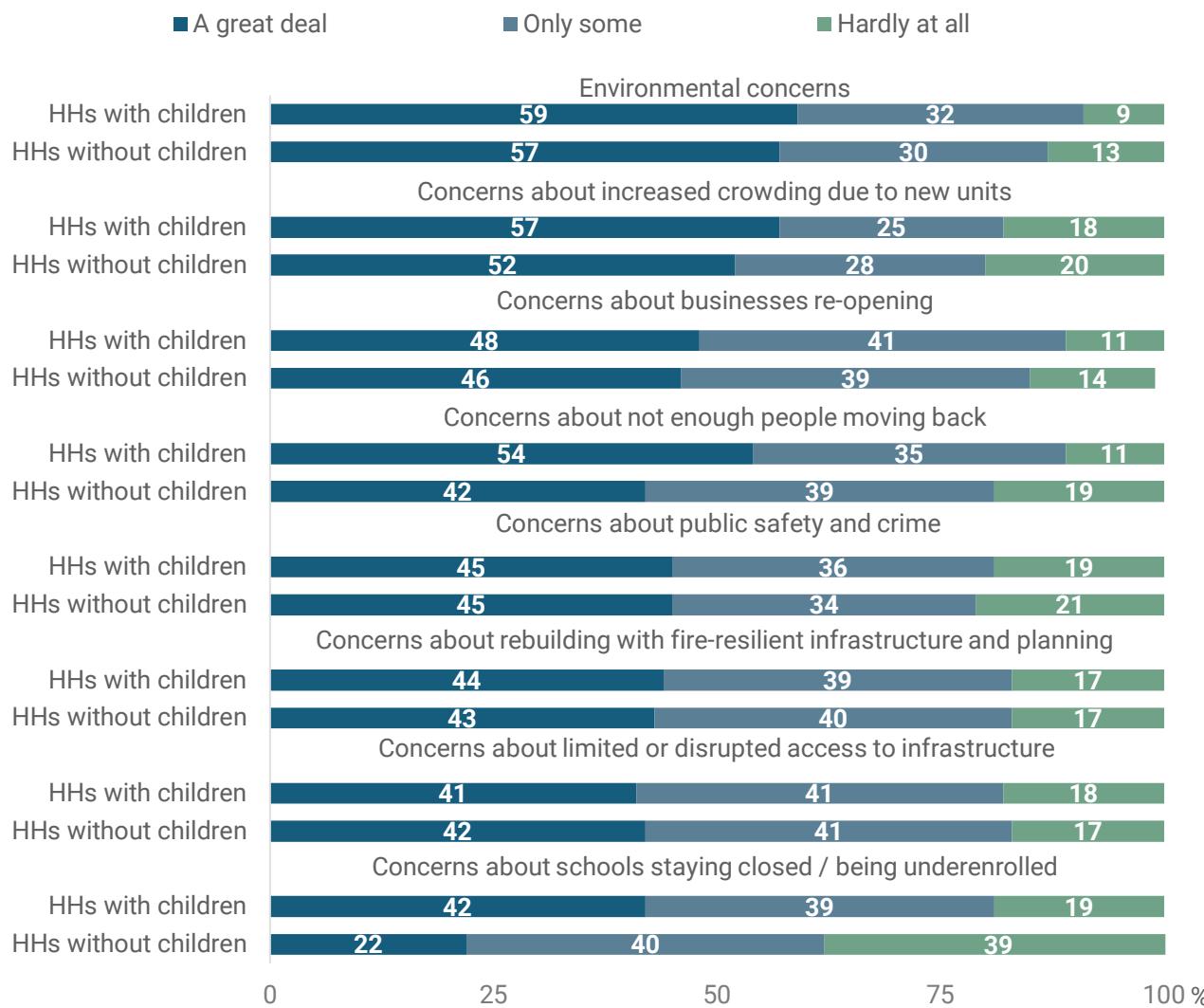
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Concerns vary by plans for the future, level of damage, and household characteristics:

- Those unsure about living in the Palisades 10 years from now are more likely than those who plan to be living there to say that environmental concerns about pollution and rebuilding the Palisades as fire-resilient have *a great deal* of influence on their decision to return, repair, or rebuild in the Palisades.
- Similarly, residents whose homes were not destroyed are more likely than those whose homes were destroyed to cite businesses reopening, schools staying closed or underenrolled, not enough people moving back, and environmental concerns as having *a great deal* of influence over their decision.
- Residents with children in the household are more likely than those without to say that not enough people moving back and schools staying closed or being underenrolled have *a great deal* of influence over their decision.

Households with children place higher priority on people moving back and school openings than those without children.

Percent of Pacific Palisades residents



Question: How much do each of the following factors influence your decision about whether to return, repair, or rebuild in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.




Insurance coverage is a major concern for homeowners. Most single-family homeowners (71%) are *extremely or very concerned* that insurance will not adequately cover the costs of repairs, upgrades, or improvements to their properties in the aftermath of the Palisades Fire. Those who are unsure if they plan to live in the Palisades 10 years from now are more likely to be *extremely or very concerned* about insurance coverage than those who do plan to live in the Palisades in the future. Those with children in the household are also more likely to be *extremely or very concerned* about insurance coverage than those without children in the household.

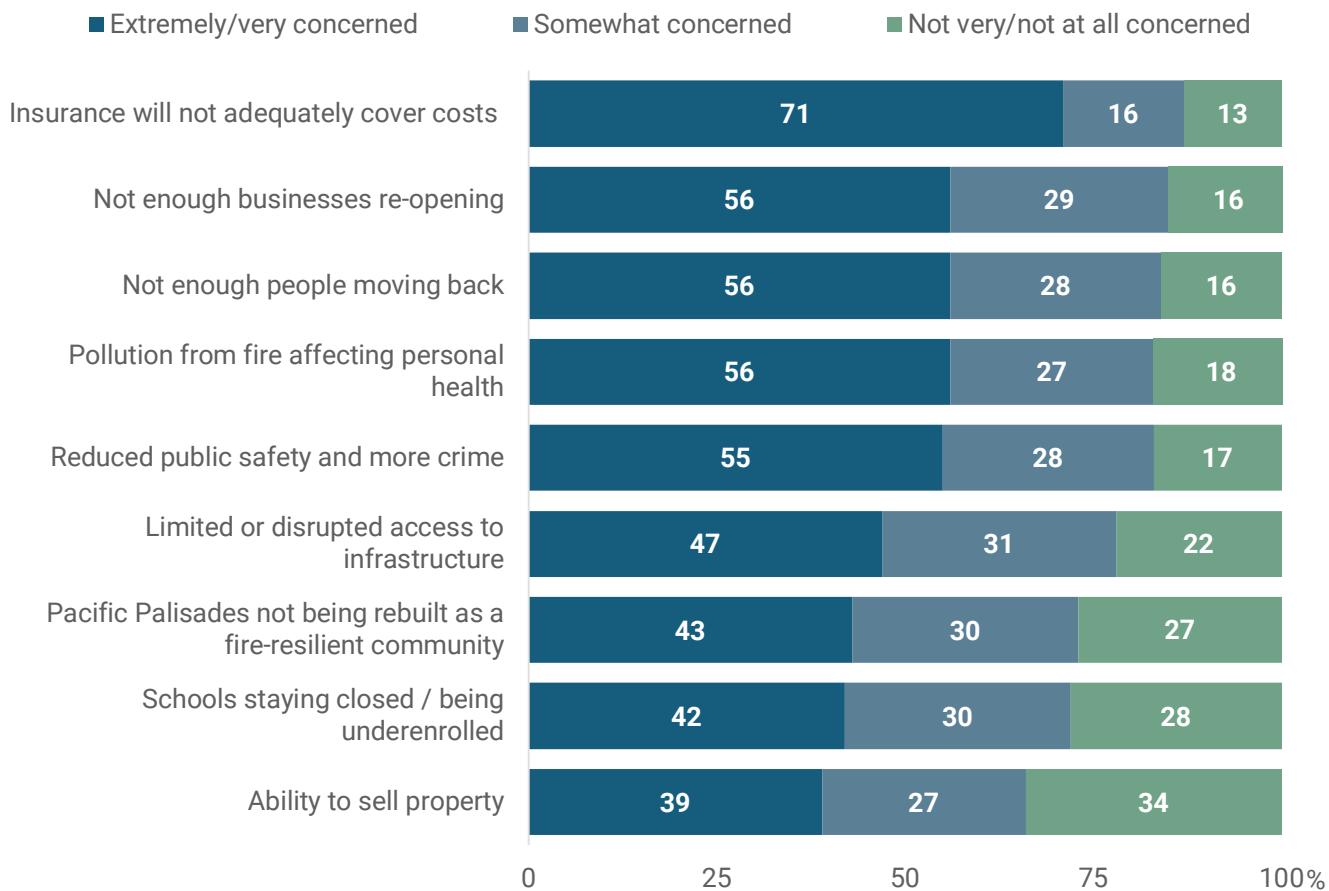
Environmental, community, and safety issues weigh heavily on residents. Over half of single-family homeowners are *extremely or very concerned* about water, air, or ground pollution from the wildfires affecting personal health, not enough people moving back to restore a sense of community, not enough businesses reopening to meet community needs, and reduced public safety and increased crime. About half are *extremely or very concerned* about limited or disrupted access to infrastructure such as water, sewage, electricity, or the internet. Roughly 4 in 10 are *extremely or very concerned* about the Palisades not being rebuilt as a fire-resilient community, schools staying closed or underenrolled, and the ability to sell their property after the fire.

Concerns differ by plans for the future and level of home damage:

- Single-family homeowners who are unsure about living in the Palisades 10 years from now are more likely than those planning to live there to be *extremely or very concerned* about pollution, not enough people moving back, property resale, and fire-resilient rebuilding.
- Single-family homeowners whose homes were not destroyed are more likely to be *extremely or very concerned* about pollution, not enough people moving back, businesses reopening, and school closures than those whose homes were destroyed.
- Those whose homes were destroyed are more likely to be *extremely or very concerned* about whether insurance will cover the costs of repairs and limited or disrupted access to infrastructure than those whose homes were not destroyed.

Most are concerned about insurance not being able to cover the costs of necessary repairs, upgrades, or improvements.

Percent of Pacific Palisades single-family homeowners



Question: How concerned are you about each of the following in Pacific Palisades in the aftermath of the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Renters and multi-family homeowners face unique affordability challenges, driven by concerns over rising rental and HOA fees.

Health and affordability concerns dominate renters' priorities. A majority of renters (82%) are *extremely or very concerned* about water, air, or ground pollution from the wildfires affecting their personal health.

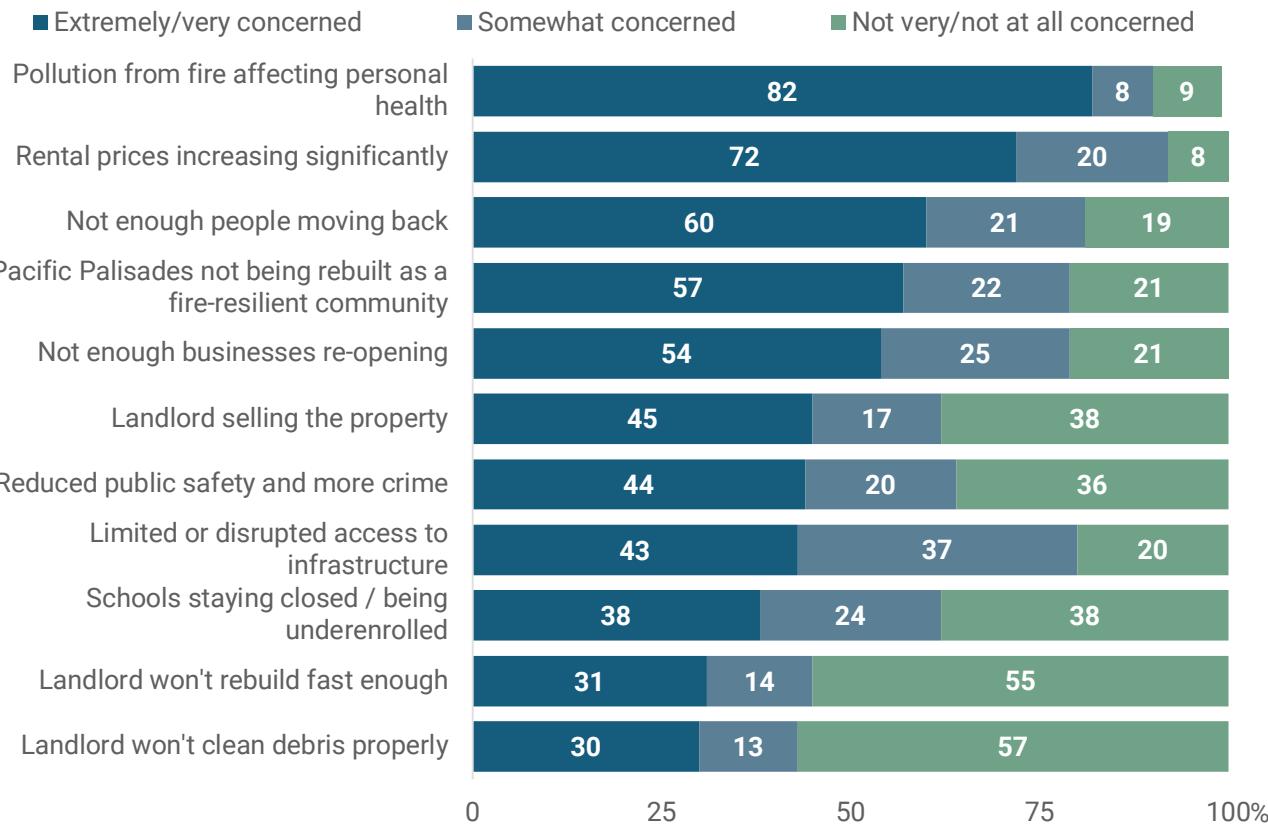
The second biggest concern is affordability. About 7 in 10 renters are *extremely or very concerned* about significant increases in rental prices.

Community recovery and infrastructure issues also weigh heavily. About 6 in 10 renters are *extremely or very concerned* about not enough people moving back to restore a sense of community and about Pacific Palisades not being rebuilt as a fire-resilient community. Roughly half are *extremely or very concerned* that not enough businesses will reopen to meet the needs of the community.

Other concerns include property stability and essential services. Around 4 in 10 renters are *extremely or very concerned* about their landlord selling the property, reduced public safety and increased crime, limited or disrupted access to infrastructure such as water, sewer, electricity, or the internet, or schools staying closed or underenrolled. About 3 in 10 are *extremely or very concerned* about their landlord not rebuilding fast enough or cleaning up debris properly.

Most renters are concerned about pollution and rental price increases in the aftermath of the Palisades Fire.

Percent of Pacific Palisades renters



Question: How concerned are you about each of the following in Pacific Palisades in the aftermath of the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Affordability and insurance coverage are top concerns for multi-family homeowners. About 7 in 10 are *extremely or very concerned* that building maintenance, condo, or HOA fees will become unaffordable and that the building's insurance will not adequately cover the costs of rebuilding the property or common spaces. Around 6 in 10 are *extremely or very concerned* that their own insurance will not cover the costs of repairs to their unit or they will be unable to sell their property.

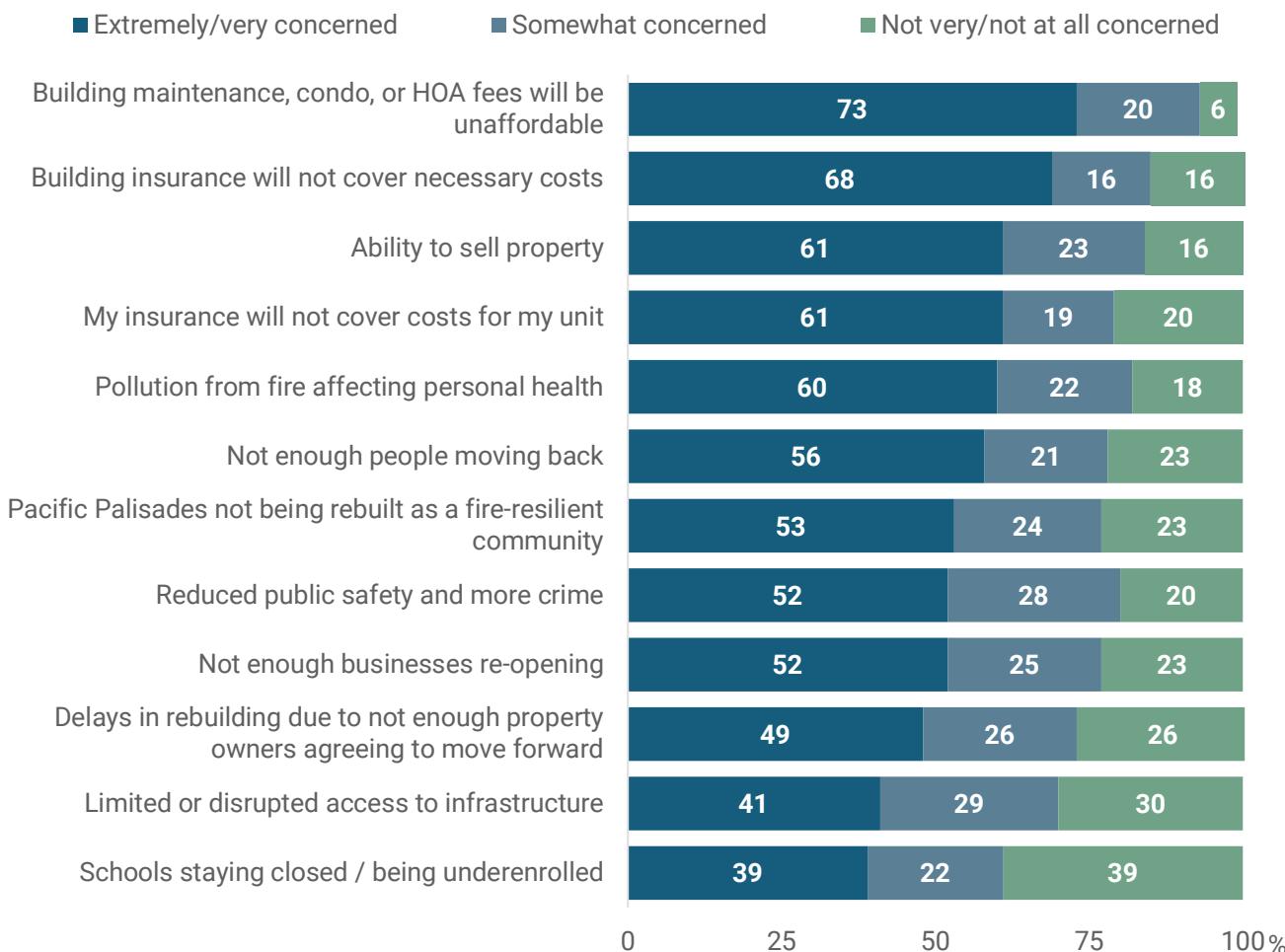
Health, community recovery, and rebuilding delays also weigh heavily. About 6 in 10 multi-family homeowners are *extremely or very concerned* about pollution affecting their personal health and not

enough people moving back to restore a sense of community. Closer to half are *extremely or very concerned* about reduced public safety and increased crime, not enough businesses reopening to meet community needs, Pacific Palisades not being rebuilt as fire-resilient, and delays in rebuilding due to not enough property owners agreeing to move forward.

Infrastructure and education concerns are less common but still notable. About 4 in 10 multi-family homeowners are *extremely or very concerned* about limited or disrupted access to infrastructure such as water, sewer, electricity, or the internet, and about schools staying closed or underenrolled.

Many are concerned over fees, insurance, and the ability to sell their property in the aftermath of the Palisades Fire.

Percent of Pacific Palisades multi-family homeowners



Question: How concerned are you about each of the following in Pacific Palisades in the aftermath of the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Residents cite high repair costs and insurance-related issues as major challenges to rebuilding.

Financial and insurance issues are the most common barriers residents face to returning, repairing, or rebuilding. About 4 in 10 residents say the cost of repairs and rebuilding, insurance-related issues such as coverage gaps or claims delays, and environmental hazards like smoke damage or soil contamination are barriers impacting their ability to return, repair, or rebuild in the Palisades.

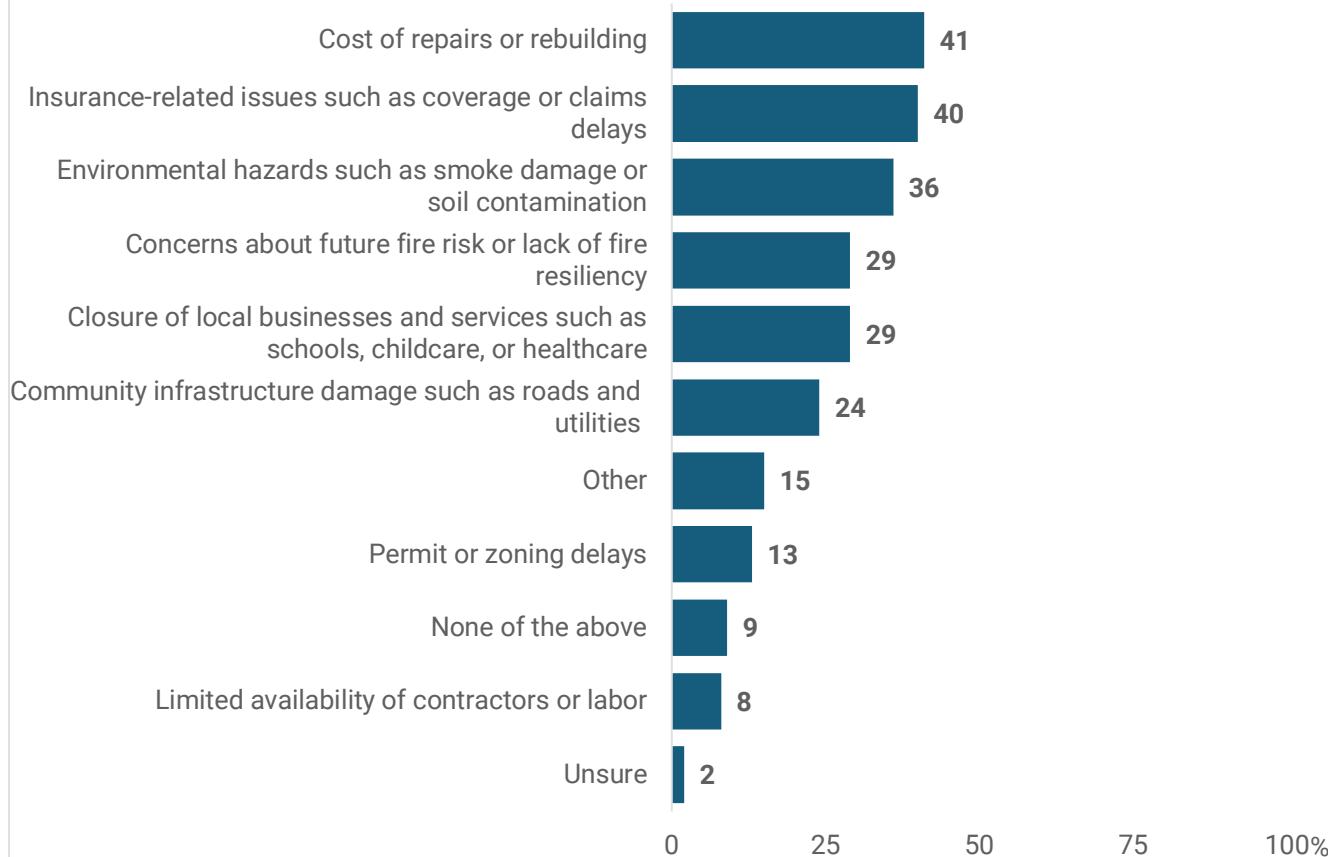
Other barriers include fire risk, business closures, infrastructure damage, permitting delays, and labor availability. About 3 in 10 residents point to concerns about future fire risk or lack of fire resiliency and the closure of local businesses and services such as schools, childcare, or healthcare. About a quarter cite community infrastructure damage such as roads and utilities as a barrier. Fewer residents see permit or zoning delays (13%) or the limited availability of contractors or labor (8%) as barriers. Only 9% say none of these issues have impacted their ability to return, repair, or rebuild.

Concerns vary by level of damage, plans for the future, and household characteristics:

- Those whose homes were destroyed are more likely than those whose homes were not destroyed to cite the cost of repairs and rebuilding, future fire risk, and community infrastructure damage such as roads and utilities as barriers impacting their ability to return, repair, or rebuild.
- Those whose homes were not destroyed are more likely than those whose homes were destroyed to cite insurance-related issues, environmental hazards, and business closures as barriers.
- Residents unsure about living in the Palisades 10 years from now are more likely to say future fire risk and environmental hazards are barriers than those planning to live there.
- Households with children are also more likely to cite future fire risk and business closures as barriers compared with those without children in the household.

High repair costs and insurance-related issues are the biggest barriers for residents returning, repairing, or rebuilding.

Percent of Pacific Palisades residents



Question: Regardless of whether your plans are decided, what are the biggest barriers to your ability to return, repair, or rebuild in Pacific Palisades following the Palisades Fire? Please select the top 3 barriers impacting your ability to return, repair, or rebuild.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.

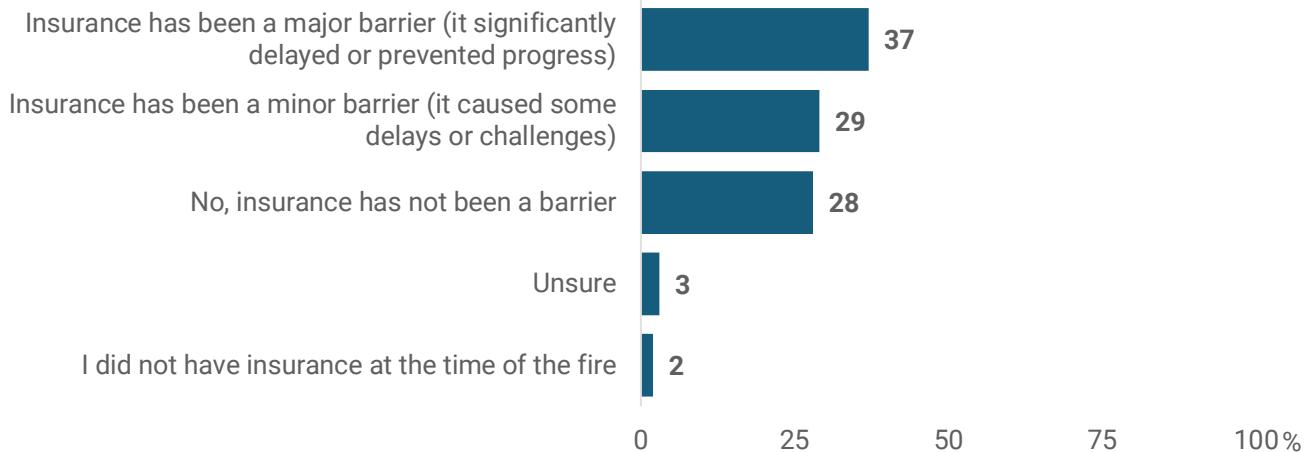


NORC

With insurance-related issues cited as a major barrier to rebuilding, only about 3 in 10 homeowners whose homes experienced at least some level of damage say insurance has not been a barrier. Thirty-seven percent report that insurance has been a major barrier, significantly delaying or preventing their rebuilding process, and another 29% say it has been a minor barrier causing some delays or challenges. Only 2% did not have insurance at the time of the fire.

Insurance has been at least a minor barrier for many residents.

Percent of Pacific Palisades homeowners with at least minor property damage



Question: Has the insurance process been a barrier to your ability to return, repair, or rebuild in Pacific Palisades after the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

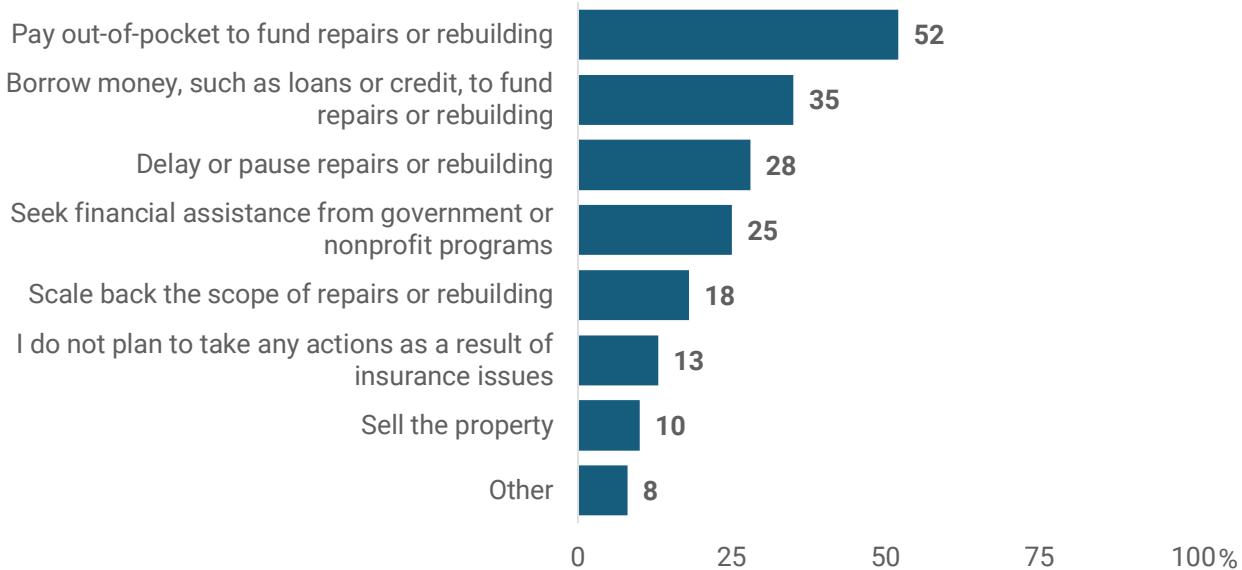
Out-of-pocket payments are a common response to insurance challenges. Among residents without insurance at the time of the fire or who reported insurance as a barrier, about half say they plan to pay out-of-pocket to fund repairs or rebuilding as a direct result of their insurance situation. Those planning to live in Pacific Palisades 10 years from now and households with children are more likely to pay out-of-pocket for repairs than those who are unsure about living there in the future, or those without children in the household.

Borrowing and financial assistance are also common strategies. Thirty-five percent plan to borrow money such as loans or credit to fund repairs or rebuilding as a direct result of their insurance situation. Households with children are more likely to choose this option than households without. About a quarter plan to delay or pause repairs or rebuilding or seek financial assistance from government or nonprofit programs.

Other actions include scaling back or selling property. Around 2 in 10 intend to scale back the scope of their repairs and rebuilding. Only about 1 in 10 either plan to sell their property or do not plan to take any action because of insurance issues.

About half of homeowners plan to pay out-of-pocket due to their insurance situation.

Percent of Pacific Palisades homeowners with at least minor property damage who said insurance was a barrier or did not have insurance at the time of the fire



Question: As a direct result of your insurance situation, do you plan to take any of the following actions in order to move forward with repairs or rebuilding? Please select all that apply.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,256 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



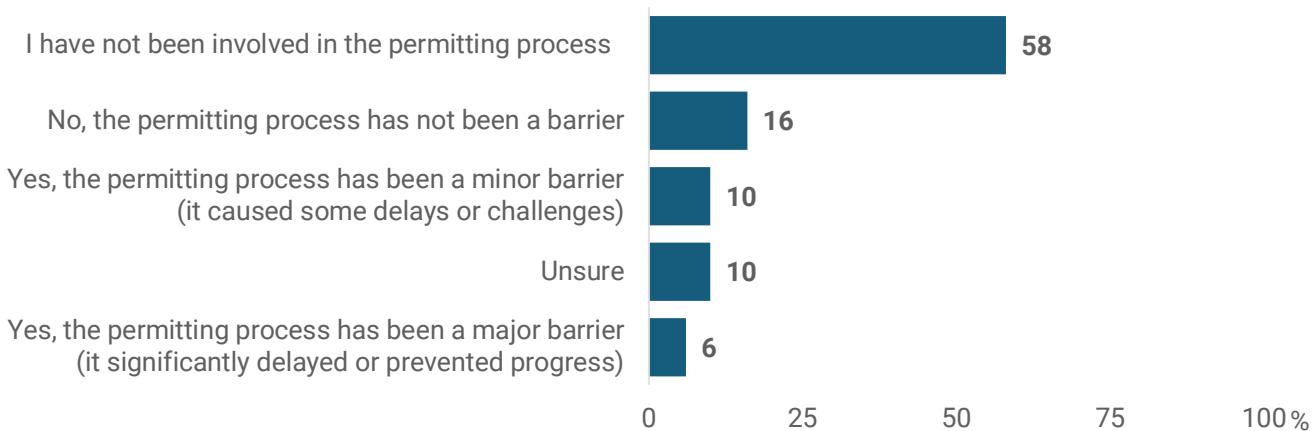
NORC

Most homeowners have not engaged in the permitting process. Among homeowners whose homes experienced at least some damage in the fire, about 6 in 10 say they have not been involved in the permitting process. Lack of involvement is more common among those unsure about living in Pacific Palisades 10 years from now, those without children in the household, and those whose homes were not destroyed compared with those planning to live there long-term, households with children, and those whose homes were destroyed.

Those with experience with the permitting process are evenly split as to whether it has or has not been a barrier to their ability to return, repair, or rebuild after the fire. Sixteen percent say it has not been a barrier, and 16% say it has been a minor (10%) or major (6%) barrier.

Most have not been involved in the permitting process.

Percent of Pacific Palisades homeowners with at least minor property damage



Question: Has the permitting process been a barrier to your ability to return, repair, or rebuild in Pacific Palisades after the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

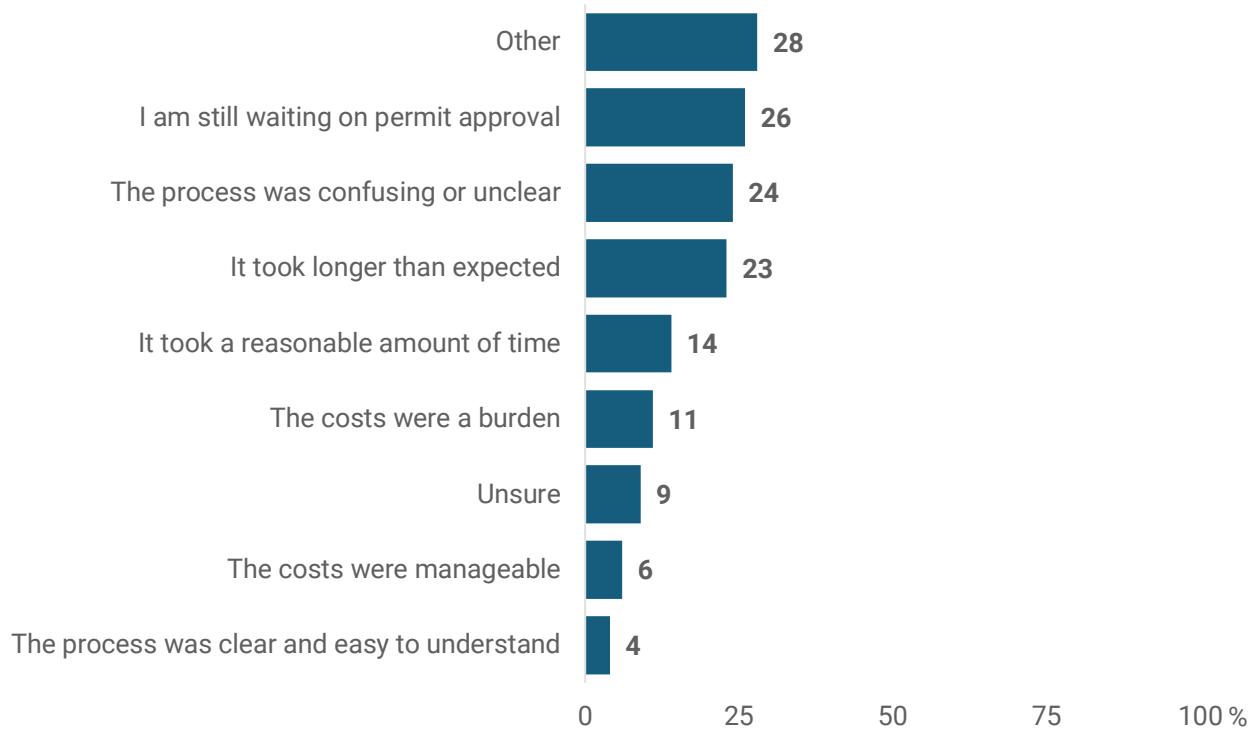
Among those involved in the permitting process⁸, many report challenges. About a quarter say the process was confusing or unclear, took longer than expected, or that they are still waiting for permit approval.

Few describe the process as reasonable or easy. Among those involved in requesting permits, only 14% say the process took a reasonable amount of time. About 1 in 10 report that costs were a burden, and fewer say the process was clear and easy to understand or that costs were manageable.

⁸ These residents reported that the permitting process has been a barrier or that the permitting process has not been a barrier, as opposed to those who have not been involved in the permitting process or who were unsure.

About a quarter of those involved in the permitting process indicate the process was long or confusing.

Percent of Pacific Palisades homeowners with at least minor property damage who were involved in the permitting process



Question: How would you describe your experience with the permitting process? Please select all that apply.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Residents say financial assistance, clear guidance, and the ability to obtain homeowners insurance are key supports needed to return and rebuild.

In terms of what residents need to return and rebuild, insurance and financial assistance are the most frequently cited supports. Almost half of residents say the ability to obtain homeowners insurance would make them more likely to return, repair, or rebuild in Pacific Palisades following the fire. Another 3 in 10 say the same about financial assistance from the government, including low-interest loans or grants.

About 2 in 10 say financial assistance from private charities or foundations, mortgage relief through deferred or reduced payments, or clear, timely information from government agencies would encourage returning, repairing, or rebuilding.

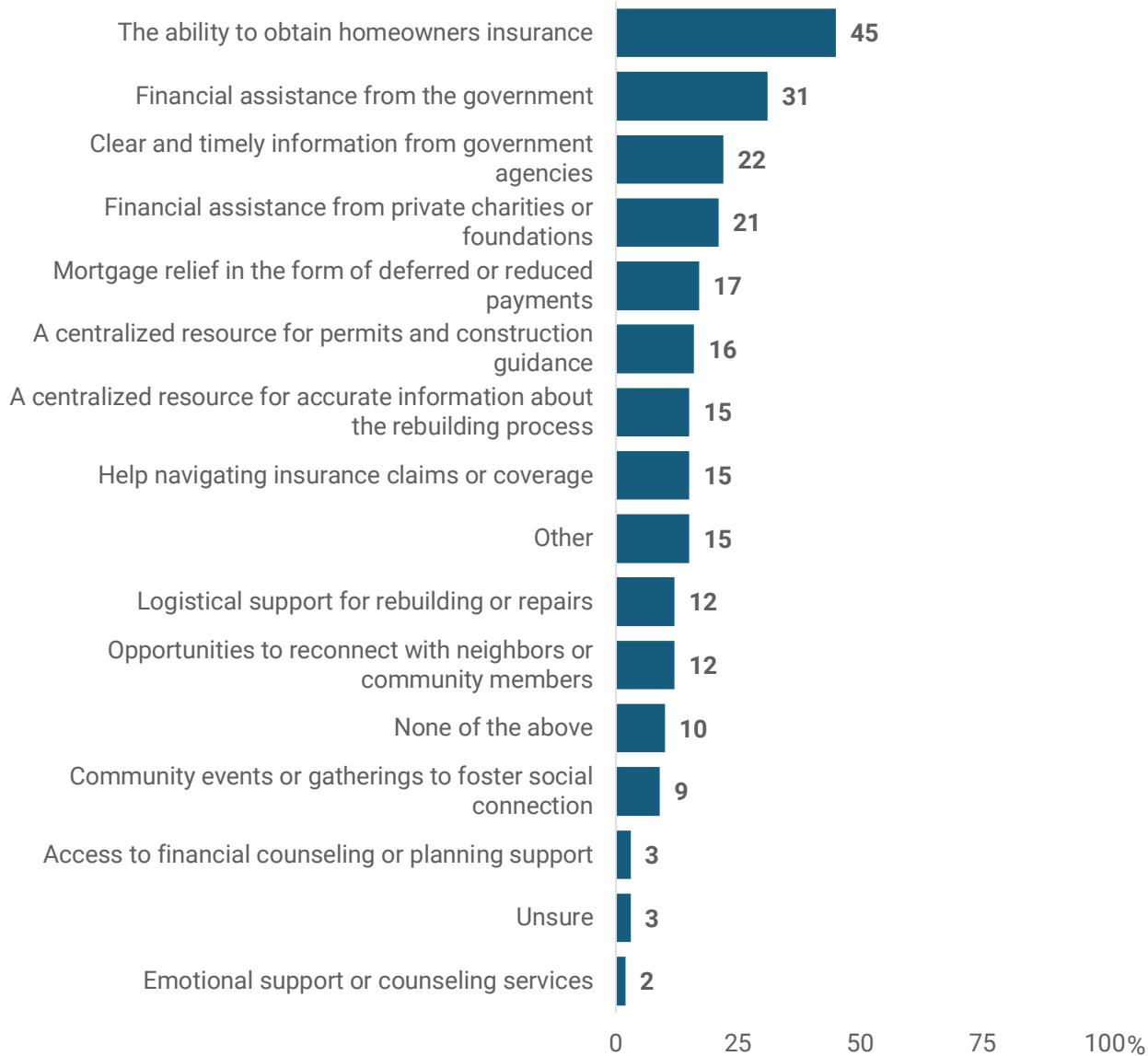
Support needs vary by the presence of children in the household and level of damage:

- Those with children in the household are more likely than those without children in the household to say that obtaining homeowners insurance and receiving financial assistance - whether from government or private charities - would make them more likely to return or rebuild.
- Those whose homes were destroyed are more likely to prioritize obtaining insurance and government financial assistance compared with those whose homes were not destroyed.

Additional support includes centralized resources and community connection. Around 15% of residents say having a centralized resource for permits and construction guidance, a centralized resource for accurate information about the rebuilding process, or help navigating insurance claims or coverage would make them more likely to return, repair, or rebuild. About 1 in 10 cite logistical support for repairs or opportunities to reconnect with neighbors or community members. Fewer residents say access to financial counseling or emotional support services would influence their decision.

The ability to obtain homeowners insurance, financial assistance, and clear information are the top supports that would make residents more likely to return, repair, or rebuild.

Percent of Pacific Palisades residents



Question: Regardless of whether your plans are decided, what types of support would make you more likely to return, repair, or rebuild in Pacific Palisades following the Palisades Fire? Please select the top 3 types of support that would make you more likely to return, repair, or rebuild.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

The survey asked residents whose homes were destroyed or with major damage about their plans to fund the rebuilding. Government-backed loans are the most common option. Among single-family homeowners whose homes were destroyed or experienced major damage and plan to rebuild, about 4 in 10 say they are seeking a government-backed loan from federal or state programs to repair or rebuild their residence. Another 4 in 10 are not seeking a government loan for home improvements or rebuilding.

Other loan types are less common. About 1 in 10 single-family homeowners in this group say they are seeking a personal loan (unsecured and not tied to home equity) or selected “other” when asked about obtaining or seeking a loan for repairs or rebuilding. Few are seeking a home equity loan or line of credit (HELOC) or a mortgage to rebuild.

Among those seeking a loan, most report no impact from insurance on loan approval. About half (47%) say their ability to obtain adequate homeowners insurance has not affected their ability to secure a loan, such as a mortgage or home improvement loan, for their residence. Twelve percent say their ability to obtain adequate homeowners insurance has impacted their ability to secure a loan. Another 4 in 10 are unsure whether insurance has influenced their ability to secure a loan.

Residents are relying more on informal information sources than government.

Residents rely on multiple sources for recovery and rebuilding information, and friends and neighborhood networks are the most common sources. A majority (79%) say they get information about the recovery and rebuilding process from friends, neighbors, or by word-of-mouth. Roughly half report using WhatsApp or other neighborhood group chats or local news outlets. Almost 5 in 10 receive information from community meetings or town halls.

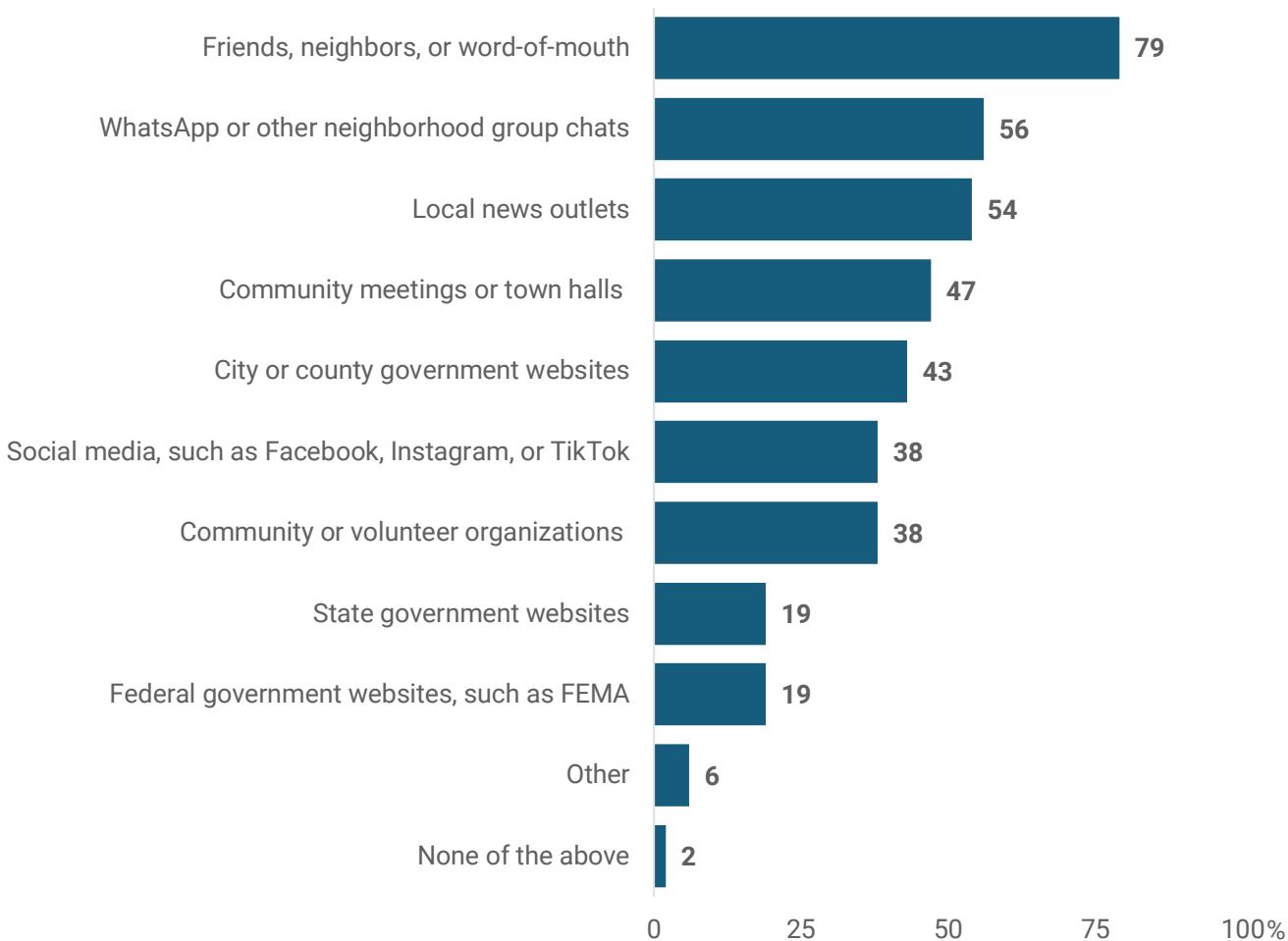
Government and organization sources play a smaller role. About 4 in 10 residents say they get information from city or county government websites, social media, or community and volunteer organizations. Only about 2 in 10 rely on state or federal government websites. Six percent say they get their information in some other way.

Information sources vary by the presence of children in the household and level of damage:

- Residents with children in the household are more likely than those without children in the household to use WhatsApp or other neighborhood group chats and social media.
- Conversely, households without children are more likely to rely on city or county government websites than households with children.
- Residents whose homes were destroyed are more likely than those whose homes were not destroyed to get information from WhatsApp or neighborhood group chats, community meetings or town halls, social media, or community and volunteer organizations.

Most residents get their information from friends, neighbors, or by word-of-mouth.

Percent of Pacific Palisades residents



Question: Where do you currently get information about the recovery and rebuilding process in Pacific Palisades? Please select all that apply.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

About half of residents make independent decisions about returning or rebuilding, though some are influenced by what neighbors choose to do.

Most residents (51%) say their decision to return, repair, or rebuild is independent of what their immediate neighbors or others in the community are doing.

Thirteen percent of residents say their decision to return, repair, or rebuild depends heavily on neighbors and the broader community. About one third say their decision is somewhat influenced by what their immediate neighbors or others in the community are doing. Only 3% are unsure.

Those currently living in their Palisades residence are more likely to say their decisions are independent of neighbors' actions compared with those who have not yet returned to their Palisades residence. Independence in decision-making is also more common among residents without children in the household and among those whose homes were not destroyed compared with those with children in the household and those whose homes were destroyed.

Priorities for Rebuilding

To understand what residents consider most important for the future of Pacific Palisades, the survey asked about rebuilding priorities across a range of infrastructure, safety, and community features. Topics included fire safety upgrades, utility improvements, emergency access, environmental resilience, and public amenities such as schools and parks. The survey also explored how residents evaluate tradeoffs and potential changes to housing and neighborhood design. These findings offer a detailed look at the improvements residents value most and how priorities differ across household types and experiences with fire-related damage.

Residents prioritize fire safety and resilience improvements as essential for Pacific Palisades' future.

Fire safety and utility upgrades are top priorities for most residents. When thinking about the future of Pacific Palisades, roughly two thirds of residents say buried power and utility lines and upgraded water infrastructure to support firefighting needs are among the most important repairs and improvements.

Emergency access and buffer zones are also important to many. About a third of residents cite emergency access and evacuation improvements, such as new ingress and egress routes or widened roads, as key priorities. Three in 10 want additional buffer zones on public lands with drought-tolerant, fire-resistant vegetation as key priorities.

Other improvements receive less emphasis. Around 2 in 10 residents say rebuilding or reopening schools, rebuilding parks and public spaces, and increasing electric power capacity to prevent periodic outages are important. About 1 in 10 say upgraded communication cables such as fiberoptic internet connectivity are among the most important repairs. Fewer than 1 in 10 prioritize sewage and drainage improvements, public safety enhancements such as bike lanes and street lighting, or workforce housing for essential workers such as teachers, emergency services responders, and health care professionals.

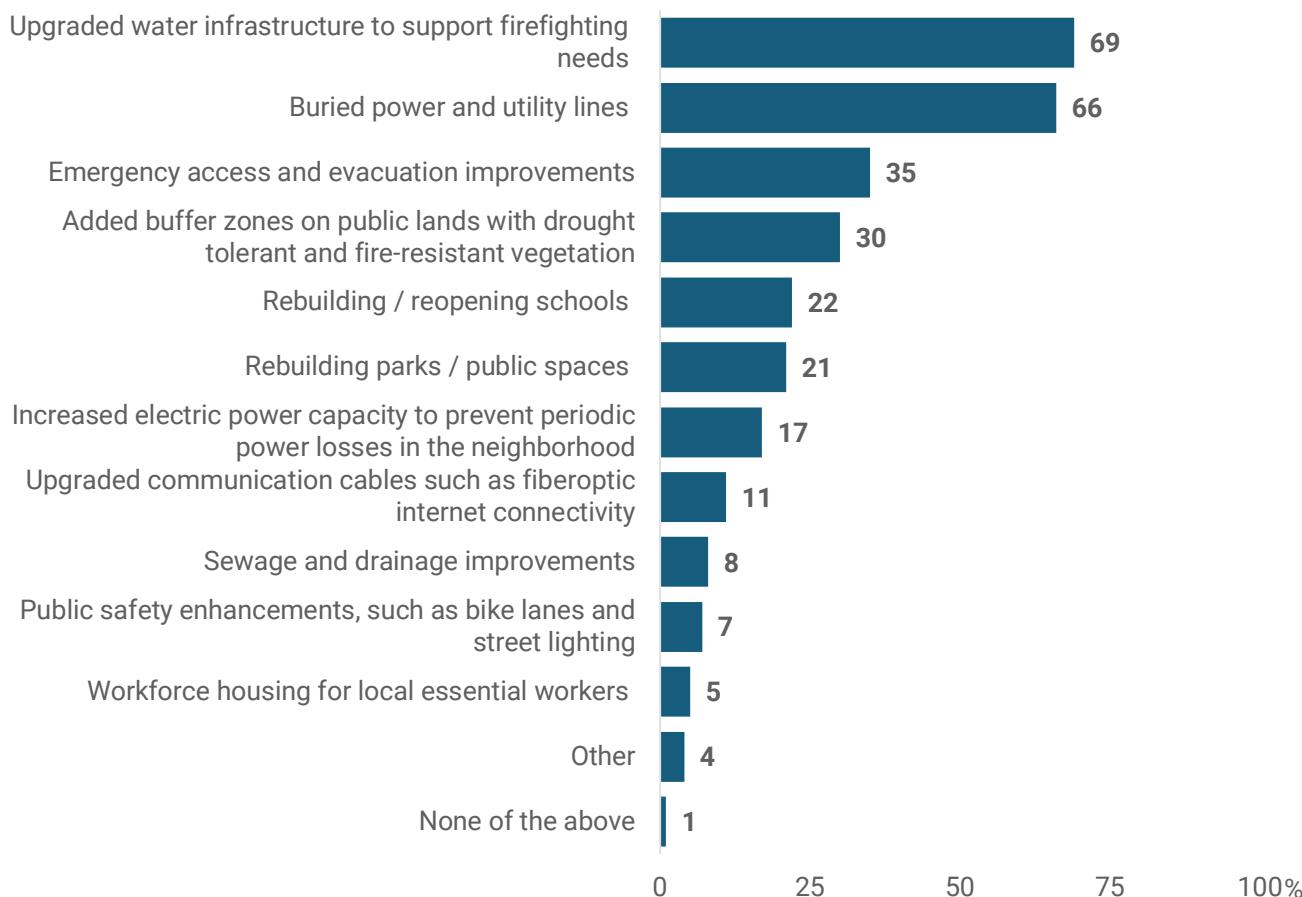
Priorities differ by household characteristics and home damage:

- Residents who are not currently living in their Pacific Palisades residence are more likely than those currently living there to say upgraded water infrastructure to support firefighting needs is among the most important improvements.

- Those unsure about living in the Palisades 10 years from now are more likely than those who plan to live there to prioritize emergency access and evacuation improvements and added buffer zones.
- Residents without children in the household are more likely than those with children in the household to emphasize upgraded water infrastructure and emergency access and evacuation improvements, while those with children in the household are more likely to prioritize rebuilding or reopening schools, parks, and public spaces.
- Residents whose homes were destroyed are more likely to say underground utilities are important than those whose homes were not destroyed, whereas those whose homes were not destroyed are more likely to prioritize rebuilding schools, parks, and public spaces than those whose homes were destroyed.

Majority of residents think repairing or improving water infrastructure and underground utilities are most important.

Percent of Pacific Palisades residents



Question: Thinking about the future of Pacific Palisades, which of the following repairs and improvements are most important to you? Please select the top 3.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Fire safety and emergency preparedness are top factors in residents' decisions to live in the Palisades. Ninety-six percent of residents say reliable and accessible fire hydrants are *extremely or very important* to their decision to live in the Palisades in the aftermath of the fire. About 9 in 10 say the same about having a clear and coordinated emergency response plan.

Law enforcement, evacuation routes, and utility upgrades matter to many. About 8 in 10 residents consider adequate law enforcement and patrols, improved evacuation routes and traffic flow, and buried power and utility lines *extremely or very important* to their decision to live in the area. Roughly three quarters say limits on new housing developments to avoid traffic congestion during evacuation and fire-resistant building design and materials are *extremely or very important*.

Priorities vary by level of damage and plans for the future:

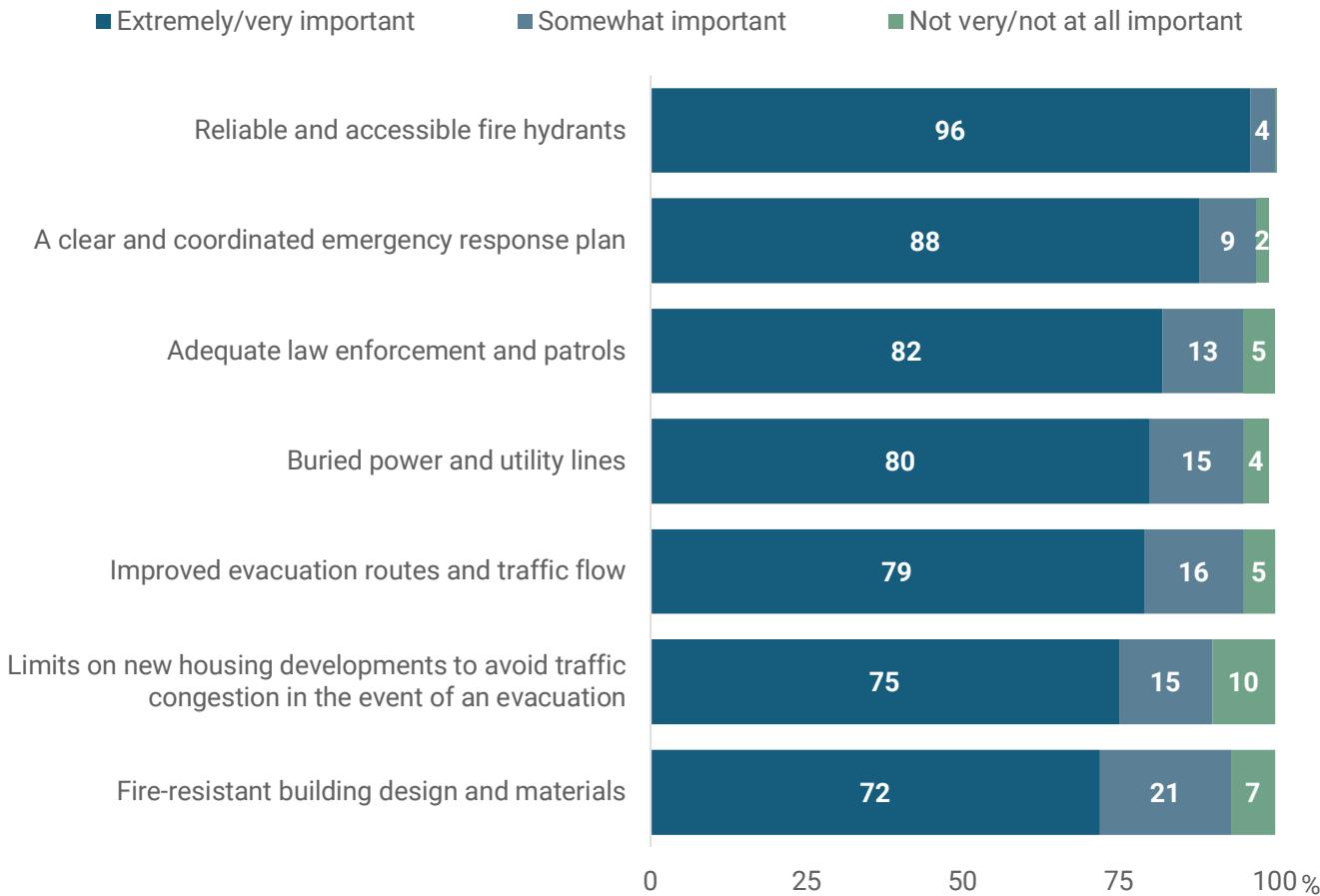
- Residents whose homes experienced more damage⁹ are more likely than those with less damage¹⁰ to say buried power and utility lines or adequate law enforcement is *extremely or very important* to their decision to live in the area.
- Residents planning to live in Pacific Palisades 10 years from now are more likely than those not planning to stay - or those who are unsure - to say law enforcement and patrols are *extremely or very important* to their decision.

⁹ When asked how much damage their residence sustained during the Palisades Fire, these residents reported that their residence sustained moderate damage (could be habitable with significant repairs), major damage (significant structural damage needing extensive repairs), or is destroyed (a total loss).

¹⁰ These residents reported that the residence sustained minor damage (habitable with some repairs) or no damage.

Majority of residents cite safety factors as important in their decision to live in the Palisades following the Palisades Fire.

Percent of Pacific Palisades residents



Question: How important are each of the following safety factors in your decision to live in Pacific Palisades in the aftermath of the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Most residents have little confidence in environmental safety and emphasize the need for clear assurances.

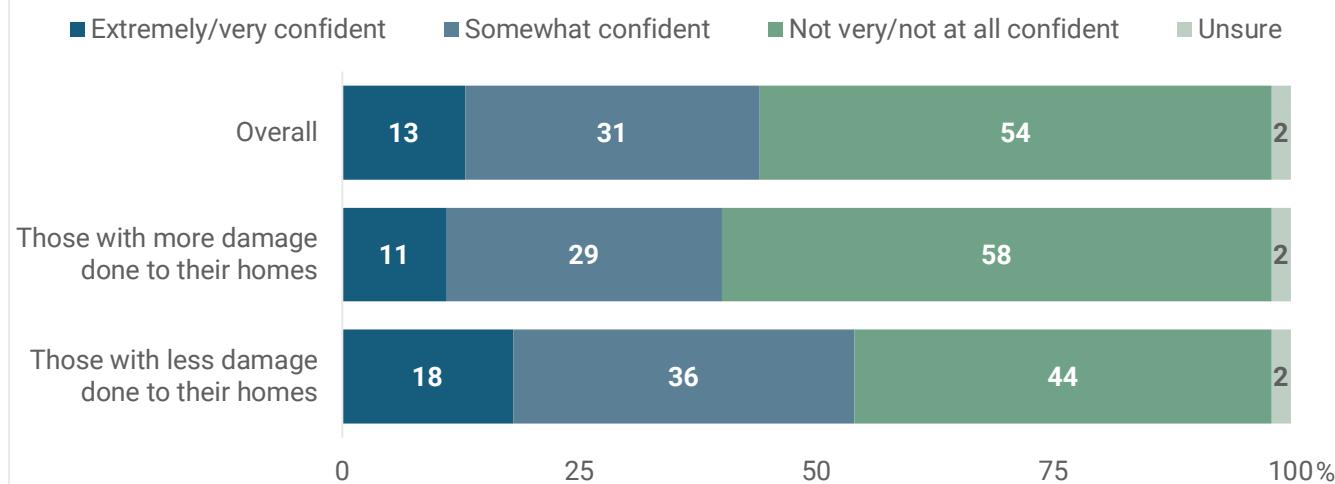
Confidence in environmental safety is low among residents. Roughly half say they are *not very or not at all confident* that the air, soil, and water in their neighborhood are safe following the Palisades Fire.

Few residents express strong confidence, while some remain moderately assured. Only 13% of residents are *extremely or very confident* that the air, soil, and water are safe following the Palisades Fire, and about 3 in 10 say they are *somewhat confident*.

Residents whose homes experienced more damage are more likely than those with less damage to say they are *not very or not at all confident* in the air, soil, and water safety. Similarly, those who are unsure about living in Pacific Palisades 10 years from now are more likely than those planning to live there to express low confidence.

Residents with more property damage are less confident that the air, soil, and water in their neighborhood are safe.

Percent of Pacific Palisades residents



Question: How confident are you that the air, soil, and water in your neighborhood are safe following the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Residents strongly value assurances about environmental safety. Most residents say that receiving confirmation of safe air, soil, and water from both government sources and independent scientists is important to their decision to live in Pacific Palisades after the fire.

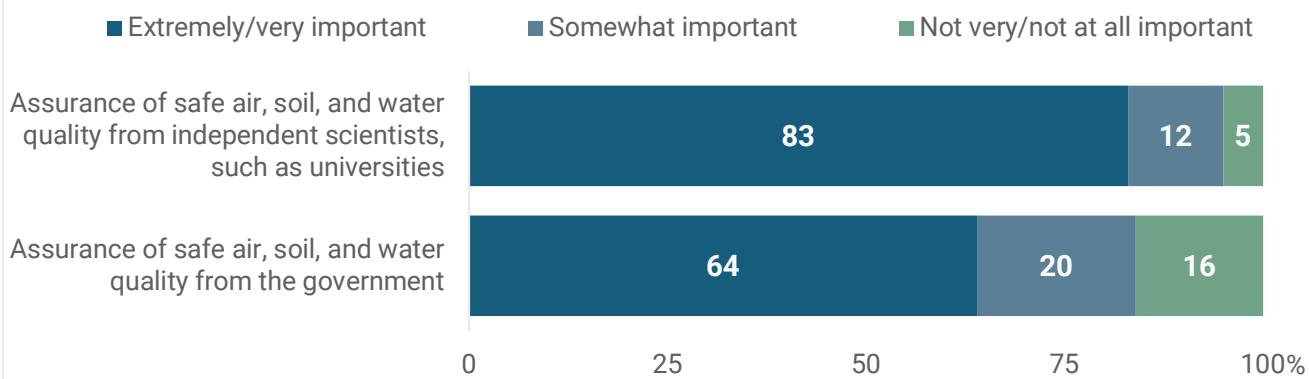
Independent scientific assurances are prioritized over government assurances. Roughly 8 in 10 residents say assurance from independent scientists, such as universities, is *extremely or very important* to their decision to live in the Palisades, while about 6 in 10 say the same about assurance from the government.

Priorities vary by level of damage and plans for the future:

- Residents whose homes were not destroyed are more likely than those whose homes were destroyed to say assurances from either government or independent scientists are *extremely or very important* to their decision to live in the Palisades.
- Those who are unsure about living in the Palisades 10 years from now are more likely than those planning to live there to say assurances from independent scientists are *extremely or very important* to their decision.

Residents value environmental safety assurances from independent scientists and the government.

Percent of Pacific Palisades residents



Question: How important are each of the following environmental factors in your decision to live in Pacific Palisades in the aftermath of the Palisades Fire?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Resident Perspectives on Rebuilding Tradeoffs

As Pacific Palisades begins the process of recovery and rebuilding, community leaders and policymakers face challenging decisions about how to prioritize resources, manage timelines, and balance competing needs. To better understand residents' willingness to accept potential compromises, the survey included a series of tradeoff scenarios. These questions explored support for proposals such as delaying home repairs to prioritize infrastructure upgrades, repurposing public spaces for construction support, and increases in taxes or fees to fund improvements. By varying the conditions - such as the length of delays or the size of financial contributions - the survey captured how residents

evaluate these options and what they may be willing to accept to accelerate recovery or enhance community resilience.

While there is support for using parks and open spaces as temporary worker facilities, most homeowners are unwilling to lease their property for construction housing.

Residents show the strongest support for using parks and open spaces for temporary facilities to assist workers. Six in 10 *somewhat or strongly support* using parks for pop-up care facilities such as first aid, rest areas, or cooling centers, and 58% *somewhat or strongly support* using parks for pop-up kitchens for meal preparation. About 2 in 10 *neither support nor oppose* these ideas, and roughly 2 in 10 *somewhat or strongly oppose* them.

Support is also substantial for temporarily allowing 24-hour access to construction sites, including overnight work, to reduce traffic congestion associated with rebuilding. Just over half (53%) *somewhat or strongly support* this approach, while about one third *somewhat or strongly oppose* it and 15% *neither support nor oppose* it.

Those with children in the household are more likely to *somewhat or strongly support* 24-hour access than those without children in the household, and those without children in the household are more likely to *somewhat or strongly oppose* 24-hour access than those with children in the household. In addition, those whose homes were destroyed are more likely to *somewhat or strongly support* 24-hour access compared to those whose homes were not.

Residents are more divided on repurposing community buildings. Nearly half *somewhat or strongly support* using schools or recreation centers as temporary facilities to store or process building materials, while about 3 in 10 *somewhat or strongly oppose* and roughly 2 in 10 *neither support nor oppose*. When it comes to using community buildings as temporary facilities to store building materials, households with and without children feel similarly. Roughly half *somewhat or strongly support* it to help streamline the rebuilding process, while about 3 in 10 *somewhat or strongly oppose* using schools or recreation centers as temporary facilities to store or process building materials.

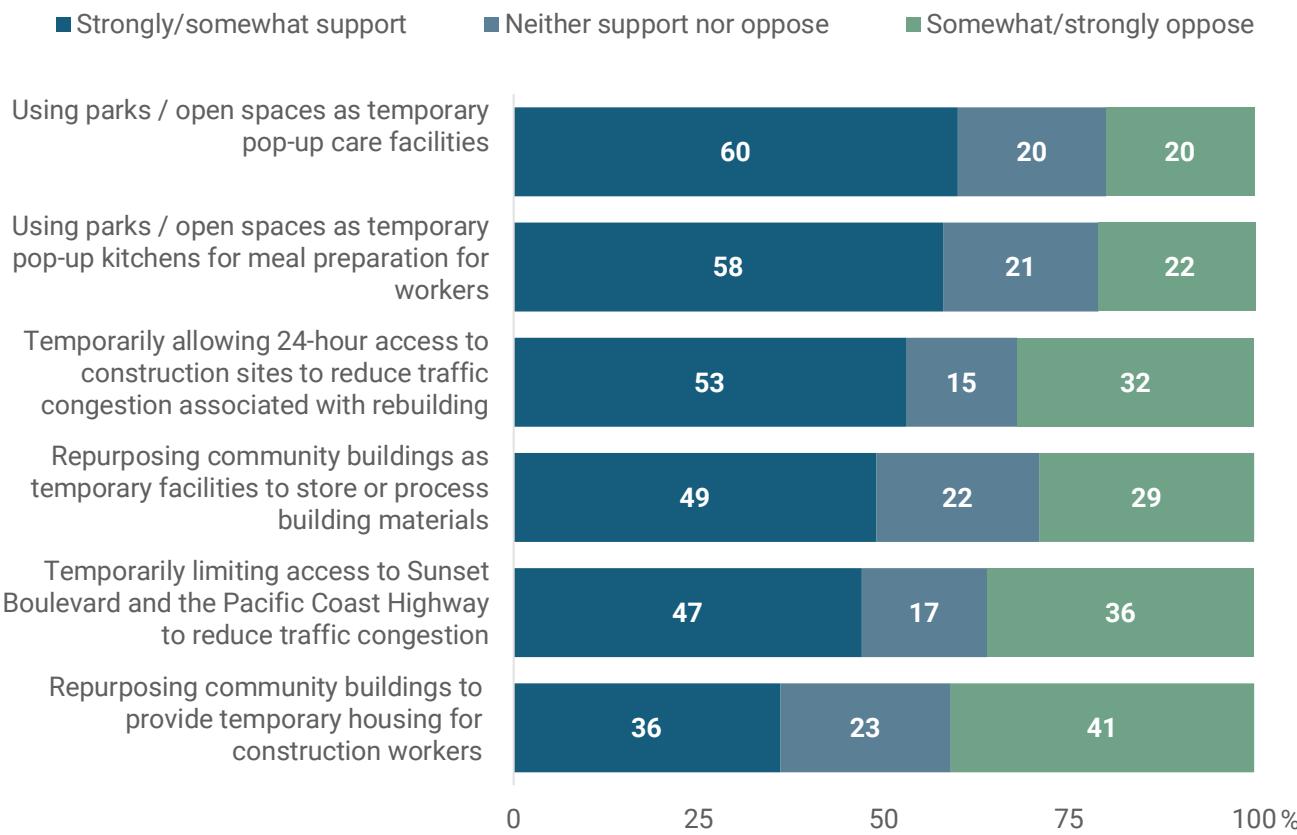
Support is lower for using these buildings for temporary housing for construction workers. Thirty-six percent *somewhat or strongly support* it, about 4 in 10 *somewhat or strongly oppose* it, and roughly a quarter *neither support nor oppose* it. Opposition is higher among those who plan to live in the Palisades 10 years from now versus those who are unsure about living there in the future, those with children in the household compared with those without children in the household, and those whose homes were not destroyed versus those whose homes were destroyed. When it comes to supporting this idea, residents whose homes were destroyed feel similarly to those whose homes were not destroyed. Roughly one third of residents whose homes were destroyed *somewhat or strongly support* repurposing community buildings to provide temporary housing for construction workers to help streamline rebuilding, and a similar share of residents whose homes were not destroyed feel the same.

Opinions on traffic restrictions are mixed. Almost half (47%) *somewhat or strongly support* temporarily limiting access to Sunset Boulevard and the Pacific Coast Highway to reduce congestion associated

with rebuilding, while roughly a third *somewhat or strongly oppose* and 17% *neither support nor oppose*. Opposition is stronger among those currently living in their Pacific Palisades residence versus those who have not returned, those who plan to live in the Palisades 10 years from now compared with those who are unsure about living there in the future, and those whose homes were not destroyed versus those whose homes were destroyed.

Many support using parks or open spaces as temporary facilities to support rebuilding.

Percent of Pacific Palisades residents



Question: A number of ideas have been proposed to help streamline the rebuilding of Pacific Palisades, including... Do you support, oppose, or neither support nor oppose the following ideas in Pacific Palisades during the rebuilding process?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



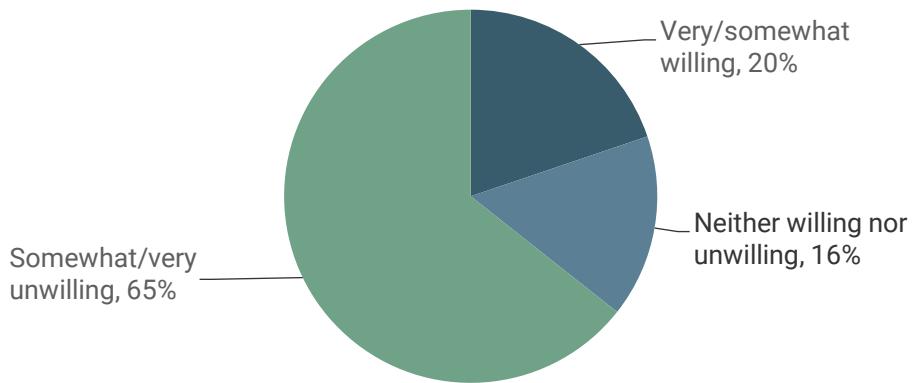

When it comes to leasing private property for construction housing, most homeowners are unwilling. Nearly two thirds say they would be *somewhat or very unwilling* to lease their property during construction to provide housing for the construction workforce, while 2 in 10 would be *somewhat or very willing* and 16% are *neither willing nor unwilling*.

Homeowners whose homes were destroyed feel largely similar. Fifty-seven percent of homeowners with destroyed homes would be *somewhat or very unwilling* to lease their property for construction housing, while 23% would be *somewhat or very willing* and 2 in 10 are *neither willing nor unwilling*.

Unwillingness is higher among homeowners currently living in their Pacific Palisades residence compared with those who have not returned (80% vs 59%), those who plan to live in the Palisades 10 years from now versus those who are unsure about living there in the future (70% vs 55%), those without children in the household versus those with children in the household (67% vs 60%), and those whose homes were not destroyed versus those whose homes were destroyed (72% vs 57%).

Most homeowners are unwilling to lease their property to construction workers to reduce road congestion.

Percent of Pacific Palisades homeowners



Question: How willing would you be to lease your property during construction to provide housing for the construction workforce in order to help reduce road congestion?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



 NORC

Support for delaying home repairs to prioritize infrastructure improvements is limited, with more openness to shorter delays than longer ones.

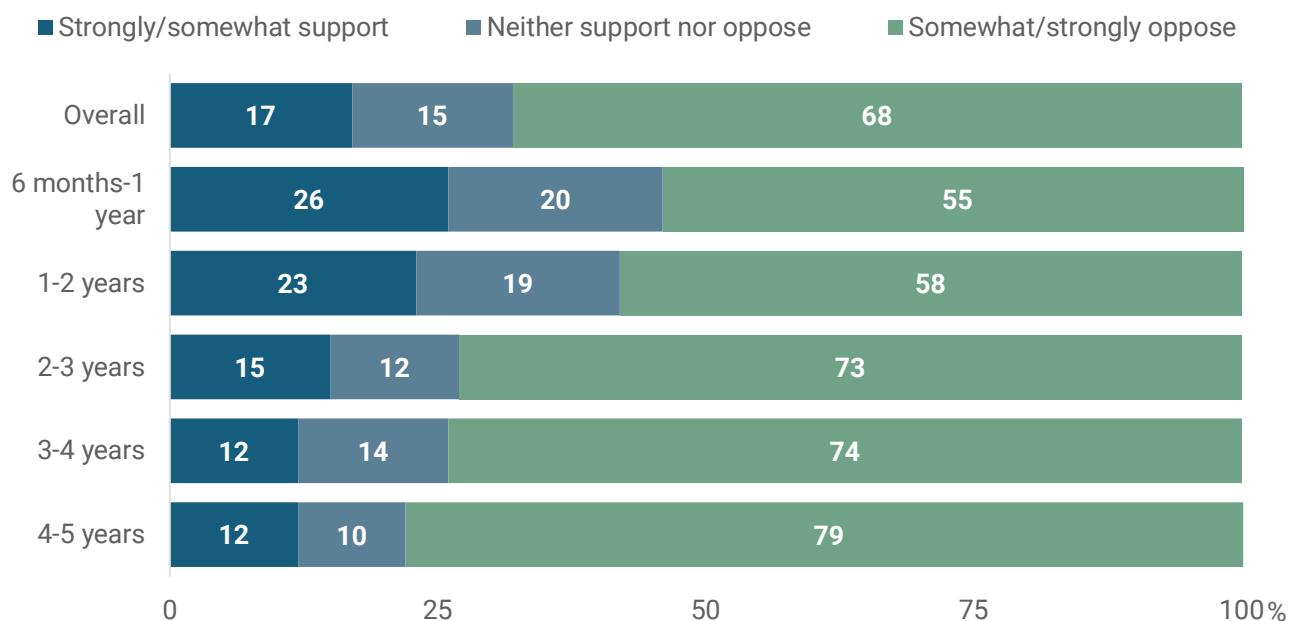
The survey asked residents to consider a proposed law that would temporarily delay all home rebuilding and improvements to first complete infrastructure upgrades identified as priorities in an

earlier question. To measure support under different conditions, respondents were randomly assigned to one of five scenarios, each specifying a different delay period: 6 months to 1 year, 1–2 years, 2–3 years, 3–4 years, or 4–5 years. Each respondent was then asked whether they would support, oppose, or neither support nor oppose the law under the assigned delay period.

Support for delaying home rebuilding or improvements to prioritize infrastructure is modest and declines sharply as the length of delay increases. About one quarter of residents would *somewhat or strongly support* a delay of 6 months to 1 year, while roughly half (55%) would *somewhat or strongly oppose* and 2 in 10 would *neither support nor oppose*. Support drops as the delay increases with 23% supporting a delay of 1–2 years and 15% supporting 2–3 years. Roughly 1 in 10 *somewhat or strongly support* delays of 3–4 years or 4–5 years, while *somewhat or strong opposition* rises to nearly 8 in 10 for the longest delays. Among those who support the law, the average delay they are willing to accept is about 26 months, or roughly two years.

Support for delaying rebuilding to speed up infrastructure improvements is low.

Percent of Pacific Palisades residents



Question: Suppose a law is proposed that will temporarily delay all rebuilding/improvements planned for your home in order to first complete the infrastructure improvements you indicated are important to you. If the law passed, it would mean that you would need to delay all home rebuilding/improvements by a period of ___. Would you support, oppose, or neither support nor oppose that law?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



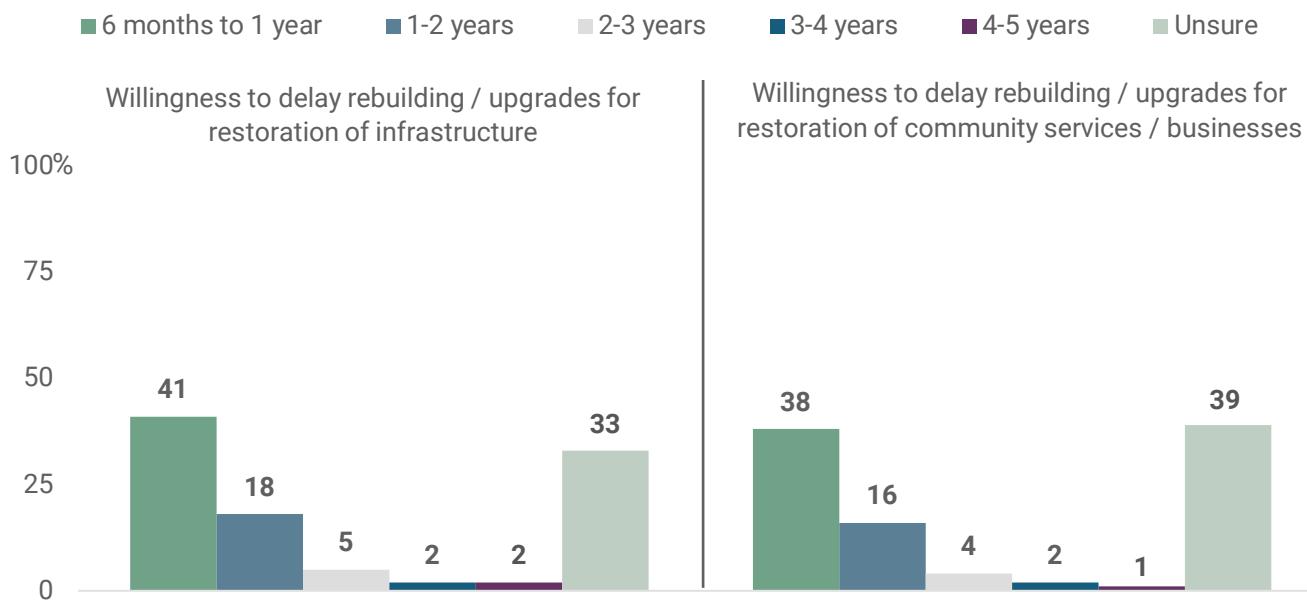
NORC

When asked about willingness to delay rebuilding or making upgrades with the objective of speeding up infrastructure restoration such as utilities, sewage, telecommunications, and roads, about 4 in 10 residents say they would accept a delay of 6 months to 1 year. Fewer (18%) would accept a delay of 1–2 years, and only a few would accept 2–3 years. Very few would accept delays of 3–4 years or 4–5 years. One third are unsure.

Residents show similar patterns when asked about delaying home repairs to speed up the restoration of community services and businesses. Roughly 4 in 10 would accept a delay of 6 months to 1 year, while 16% would accept 1–2 years. Only a few would accept 2–3 years, and very few would accept longer delays. Nearly 4 in 10 are unsure.

Four in ten would be willing to delay rebuilding and upgrades for restoration of infrastructure and community services.

Percent of Pacific Palisades residents



Question: How long would you be willing to delay rebuilding or making upgrades and repairs to your own residence, if doing so sped up the restoration of infrastructure... in Pacific Palisades? How long would you be willing to delay rebuilding or making upgrades and repairs to your own residence, if doing so sped up the restoration of community services and business in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Roughly a third of residents support 1%-5% increases in property taxes or rental fees to fund the improvements that are important to them.

The survey asked residents to consider a proposed law that would impose an incremental property or use tax increase to fund the improvements identified as priorities in an earlier question. To measure support under different conditions, respondents were randomly assigned to one of six scenarios, each specifying a different fee amount (in the form of property taxes or monthly rental fees) compared to what they paid in 2024: 1%, 2%, 5%, 10%, 15%, or 20%. Each respondent was then asked whether they would support, oppose, or neither support nor oppose the law under the assigned increase amount.

Support for tax or fee increases declines as the amount rises. About 4 in 10 residents would *somewhat or strongly support* a 1% increase, while half would *somewhat or strongly oppose* and 13% would *neither support nor oppose*. Support falls slightly to 35% for a 2% increase and 28% for a 5% increase, with opposition growing to nearly 6 in 10.

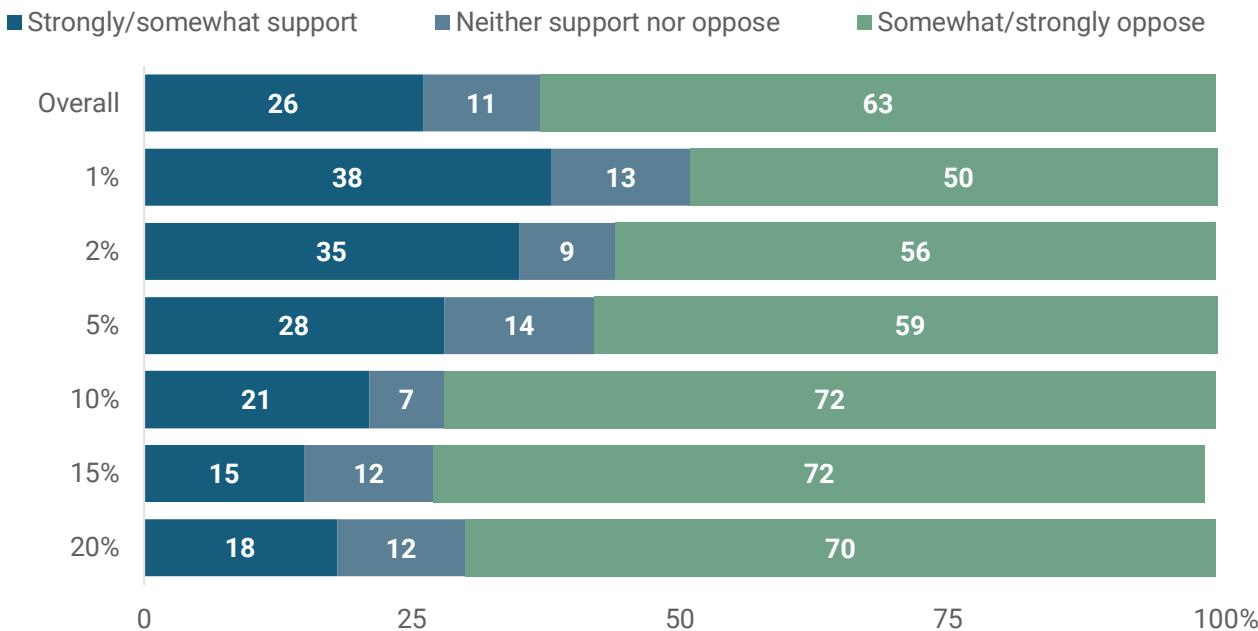
While support is lower for larger increases, a notable share of residents would still accept them. About 2 in 10 residents would *somewhat or strongly support* a 10% increase, and 15% would *somewhat or strongly support* a 15% increase. A similar proportion (18%) would *somewhat or strongly support* a 20% increase, while *somewhat or strong opposition* remains high at around 7 in 10 for all amounts above 10%.

On average, residents are willing to pay about a 2% increase in property taxes or rental fees to fund the improvements they consider most important. Willingness to pay a 2% property tax increase is higher than what has been reported in some comparable studies. Although the research on residents' willingness to pay increased fees in disaster-affected communities is limited, these findings exceed the levels typically observed for studies measuring willingness to pay for climate offsets¹¹.

¹¹ The Associated Press-NORC Center for Public Affairs Research & Energy Policy Institute at the University of Chicago (EPIC). (October 23, 2025). *New AP-NORC/EPIC poll: Americans express higher levels of concern over AI's environmental impact than that of cryptocurrencies, meat production, or air travel* [Press release]. AP-NORC. <https://apnorc.org/wp-content/uploads/2025/10/EPIC-AP-NORC-Press-Release-FINAL-10.22-1.pdf>

Almost 4 in 10 residents support a 1-2% increase to fund improvements that are important to them.

Percent of Pacific Palisades residents



Question: Suppose a law is proposed that will impose an incremental property or use tax increase to fund the improvements that are important to you. If the law passed, it would increase the amount you pay in the form of property taxes or monthly rental fees by __% relative to what you paid in 2024. Would you support, oppose, or neither support nor oppose that law?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



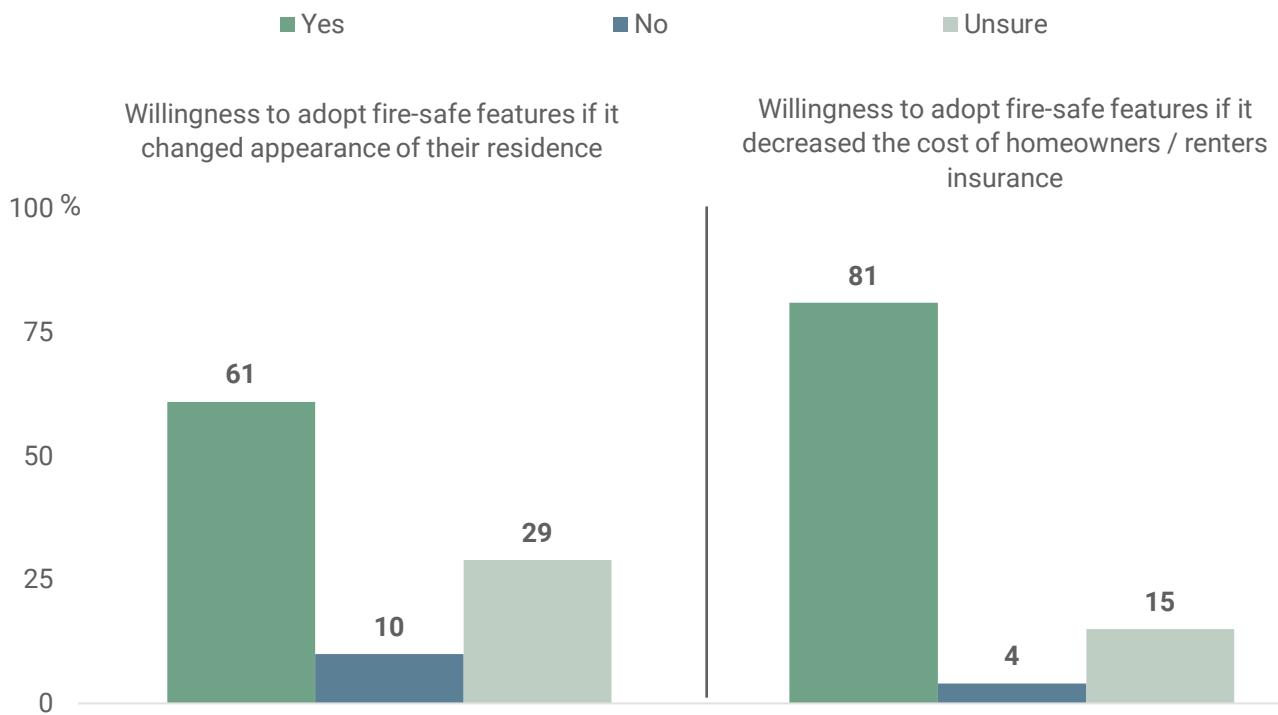

There is strong support for fire-safe features, especially when linked to savings on insurance.

Most residents express willingness to adopt fire-safe features, even if it changes the appearance of their home. About 6 in 10 say they would be willing to make these changes, while 1 in 10 would not and about 3 in 10 are unsure. Those who have not yet returned to their Pacific Palisades residence are more likely to say they would adopt fire-safe features than those currently living there. Similarly, those whose homes were destroyed are more likely to be accepting than those whose homes were not destroyed.

Willingness increases when cost savings are involved. About 8 in 10 residents would consider adopting fire-safe features if it reduced the insurance costs for homeowners or renters. Only a few would not, and 15% are unsure.

Many are willing to adopt fire-safe features for their homes.

Percent of Pacific Palisades residents



Question: Regardless of whether you own the home or live there as a tenant, would you be willing to adopt fire-safe features even if they changed the appearance of your residence?

Regardless of whether you own the home or live there as a tenant, would you consider adopting fire-safe features if it decreased the cost of homeowners or renters insurance?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.

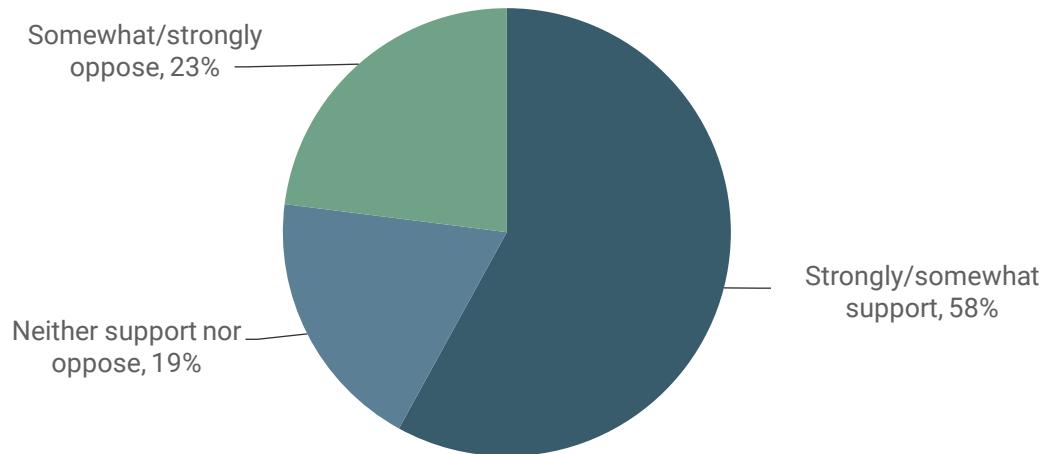


NORC

Residents also support insurance mandates requiring fire-safe features in fire-prone areas. About 6 in 10 *somewhat or strongly support* the installation of features such as interior fire suppression systems, fire-rated roofing materials, non-combustible siding, sprinkler systems, and defensible landscaping required to obtain insurance in fire-prone areas, while about a quarter *somewhat or strongly oppose* and about 2 in 10 *neither support nor oppose*.

Over half support insurance companies requiring fire-safe features in order to obtain insurance.

Percent of Pacific Palisades residents



Question: Do you support, oppose, or neither support nor oppose insurance companies requiring residences in fire prone areas to have fire-safe features such as interior fire suppression systems, fire-rated roofing materials, non-combustible siding, sprinkler systems, and defensible landscaping installed in order to obtain insurance?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



Support is higher among those who have not returned to their Palisades residence versus those currently living there and among those whose homes were destroyed compared with those whose homes were not destroyed.

Residents prioritize safety, evacuation preparedness, and infrastructure above adding new housing options in Pacific Palisades.

When considering new developments being built in Pacific Palisades, residents place high importance on safety, ensuring adequate evacuation routes, and preventing strain on public infrastructure. Most (roughly 8 in 10) say ensuring adequate evacuation routes, ensuring public safety, and preventing strain on public infrastructure such as the power grid or utilities are *extremely or very important*. Involving the community in decisions about new housing is also a top priority for almost 8 in 10 residents, who say it is *extremely or very important*. Nearly three quarters say minimizing traffic congestion, designing new housing to be fire-resistant and safe, and preventing strain on community resources such as schools, parks, and public services as *extremely or very important*. Preserving the

look and feel of buildings and landscapes is *extremely or very important* to 7 in 10 residents, and roughly two thirds say the same about ensuring adequate parking availability.

Priorities vary somewhat by resident characteristics:

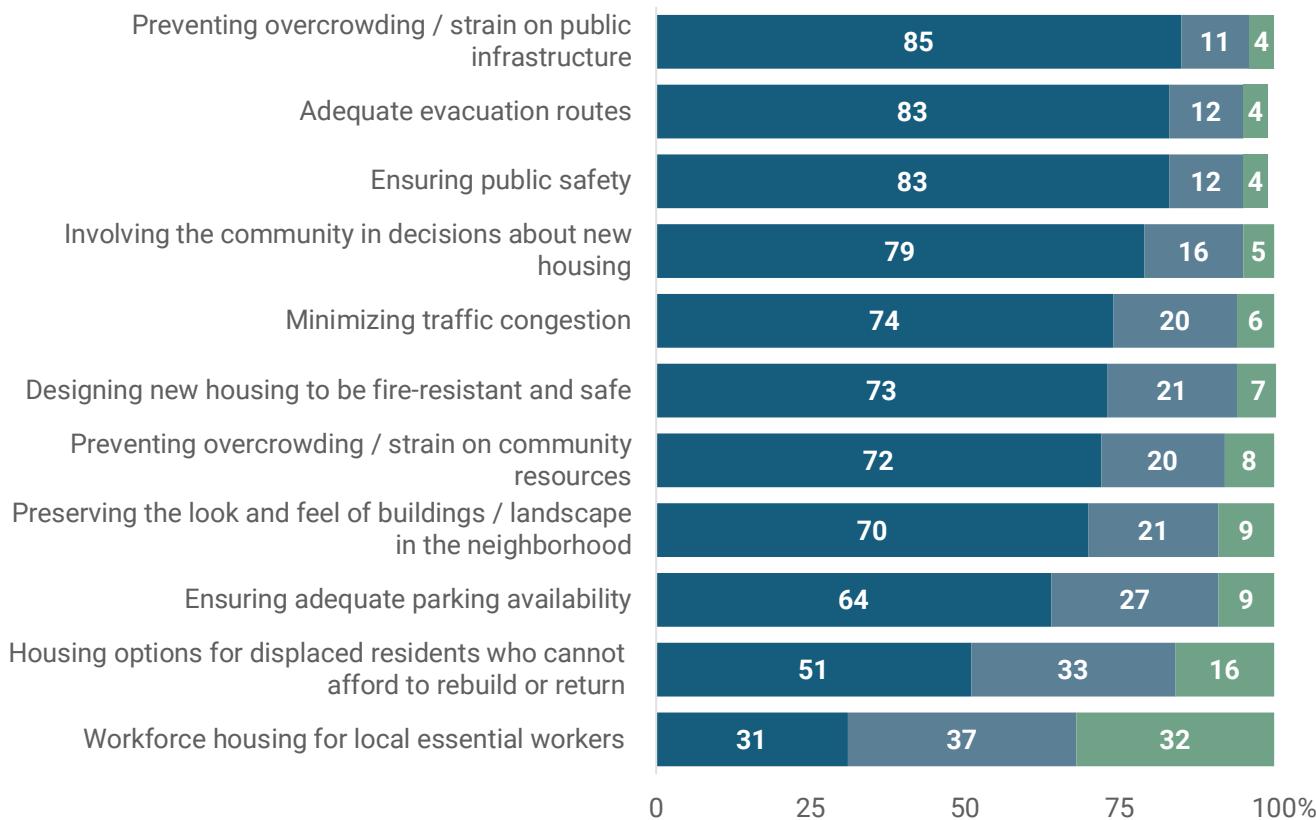
- Those who plan to live in the Palisades 10 years from now are more likely to say preventing strain on community resources is *extremely or very important* than those who are unsure about living there in the future.
- Residents who do not plan to live in the Palisades 10 years from now are more likely to say fire-resistant design is *extremely or very important* than those who do plan to live there in the future.
- Those without children in the household are more likely to say fire-resistant design and adequate parking availability is *extremely or very important* than those with children in the household.

By contrast, fewer residents prioritize adding new housing options. About half (51%) say providing housing for displaced residents who cannot afford to return is *extremely or very important*, while about 3 in 10 say the same about workforce housing for essential workers such as teachers, emergency service responders, and health care professionals. Roughly one third say workforce housing for local essential workers is *not very or not at all important*.

Preventing overcrowding and strain on public infrastructure is most important when thinking about new developments being built.

Percent of Pacific Palisades residents

■ Extremely/very important ■ Somewhat important ■ Not very/not at all important



Question: How important are each of the following considerations when thinking about new developments being built in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.

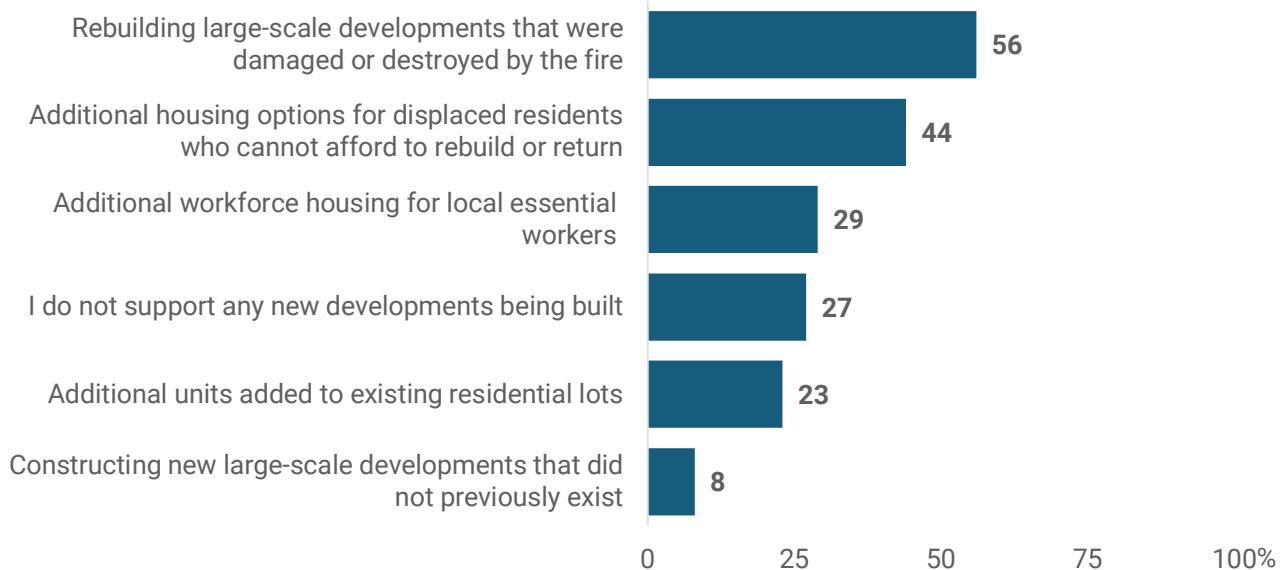


NORC

When asked what types of new developments they would support, most residents favor rebuilding what was lost rather than adding new structures. A majority (56%) support rebuilding large-scale developments such as condo or apartment complexes damaged or destroyed by the Palisades Fire, and roughly 4 in 10 support additional housing options for displaced residents who can't afford to return. Support for these options is higher among those unsure about living in the Palisades in 10 years versus those who do plan to live there in the future.

Over half support rebuilding developments that were damaged or destroyed by the fire.

Percent of Pacific Palisades residents



Question: Which types of new developments being built in Pacific Palisades would you support, if any? Please select all that apply.

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



 NORC

Fewer residents support adding accessory dwelling units (ADUs) to existing lots or converting single-family homes to duplexes (23%) or building new large-scale developments that did not previously exist (8%). About 3 in 10 support additional housing for essential workers, and roughly a quarter say they do not support any new developments being built.

Leadership and Authority

Rebuilding Pacific Palisades after the wildfire in January 2025 will require coordination across government agencies, community organizations, and residents. To understand who residents trust to lead this effort, the survey asked about their confidence in various entities - from local volunteers and community groups to the city, county, state, and federal government. It also explored preferences for different leadership models, including a new community-based rebuilding authority and partnerships between local government and trusted organizations. These questions were designed to assess how

residents view the roles of different institutions and what governance structures they believe will be most effective in managing the recovery process.

Few have much confidence in government at any level to provide accurate and timely information about the rebuilding process.

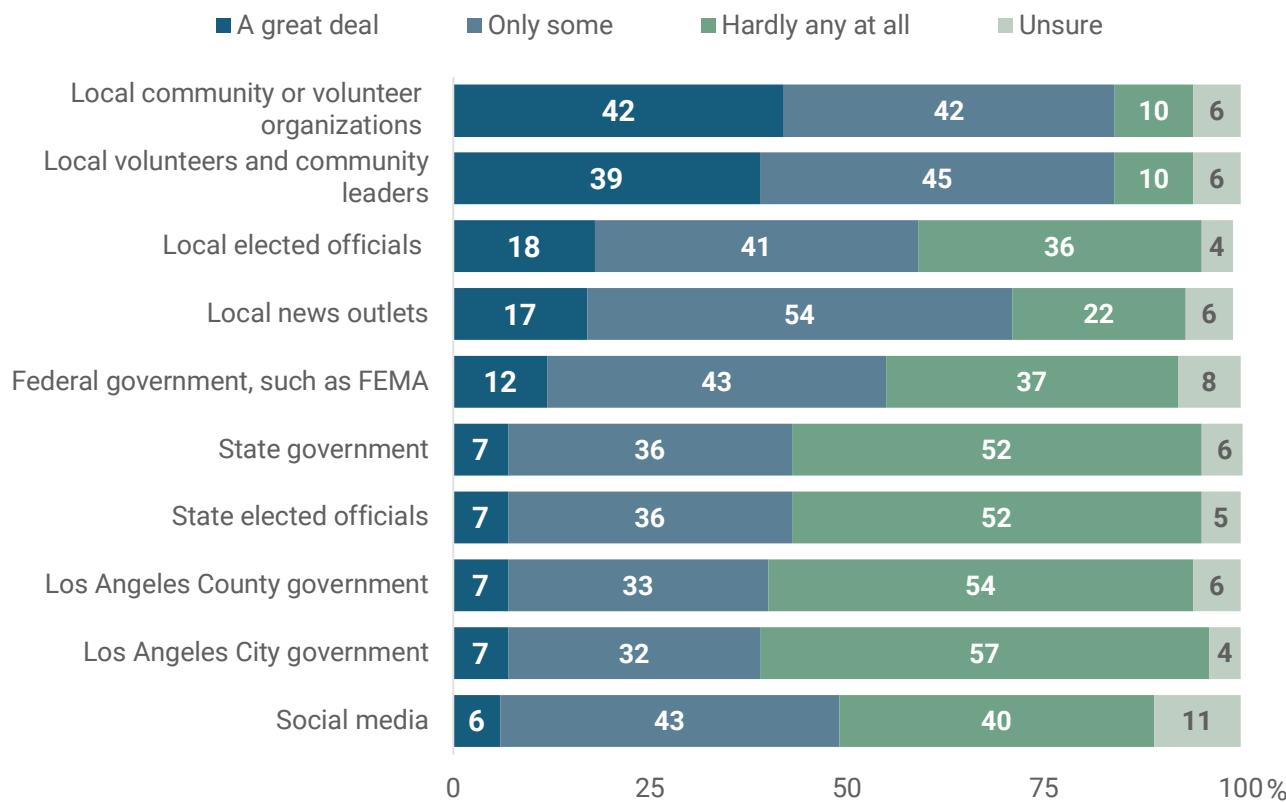
Confidence in government to provide accurate and timely information about the rebuilding process is low across all levels. Only 7% of residents have *a great deal of confidence* in Los Angeles City, Los Angeles County, the state government, or state elected officials. Roughly one third have *some confidence*, while more than half say they have *hardly any confidence at all*. Federal government agencies such as the Federal Emergency Management Agency (FEMA) fare slightly better, with roughly 1 in 10 expressing *a great deal of confidence* and roughly 4 in 10 saying they have *some confidence*, but more than a third (37%) have *hardly any confidence*.

Local sources are viewed more favorably than government entities. About 4 in 10 residents have *a great deal of confidence* in local community or volunteer organizations and local volunteers and community leaders to provide accurate and timely information, and roughly 4 in 10 have *some confidence*. Confidence in local elected officials is lower, with only about 2 in 10 expressing *a great deal of confidence* and 36% saying they have *hardly any confidence*.

Traditional media and social platforms fall into the middle. Seventeen percent of residents have *a great deal of confidence* in local news outlets to provide accurate and timely information about the rebuilding process, and more than half (54%) have *some confidence*. Confidence in social media is much lower, with only 6% expressing *a great deal of confidence* and 4 in 10 saying they have *hardly any confidence*.

Around 4 in 10 have a great deal of confidence in local organizations and leaders.

Percent of Pacific Palisades residents



Question: How much confidence do you have in each of the following sources to provide accurate and timely information about the rebuilding process?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

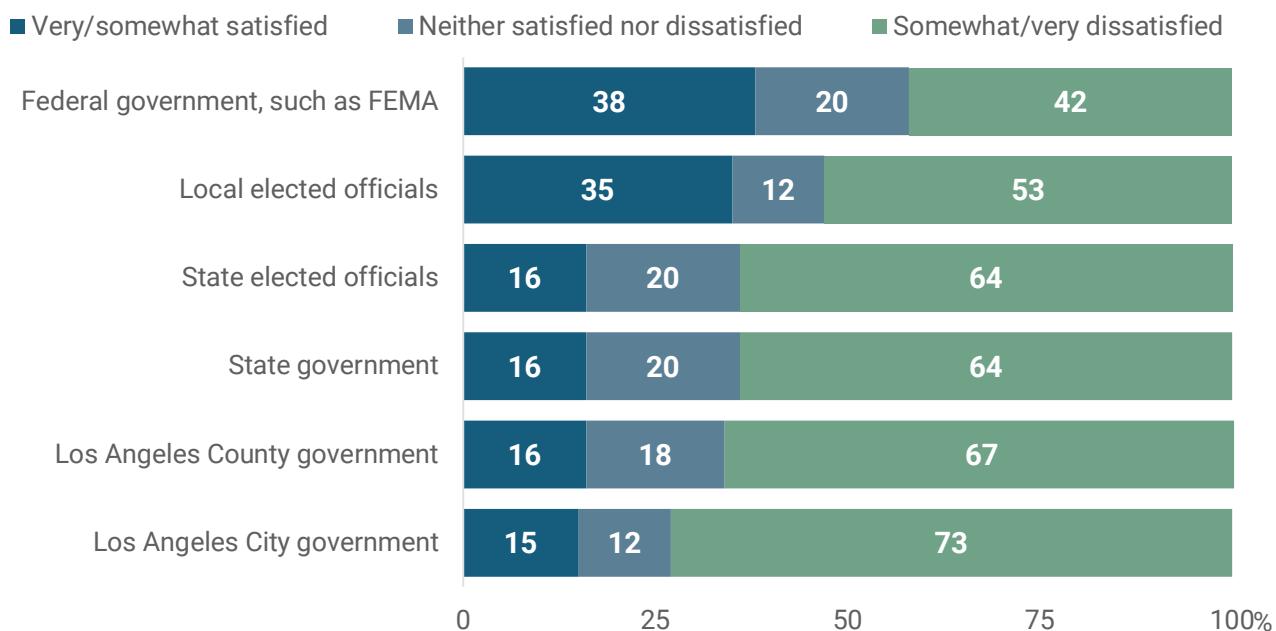
Government recovery efforts receive low ratings across all levels, with federal efforts viewed most favorably.

Satisfaction with government recovery efforts is low across all levels. Roughly three quarters of residents are *somewhat or very dissatisfied* with how the Los Angeles City government has handled the recovery and rebuilding process, and roughly two thirds say the same about Los Angeles County and the state government. Few residents express satisfaction with these entities. Only about 15% are *somewhat or very satisfied* with the city, 16% with the county, and 16% with the state. Around 2 in 10 are *neither satisfied nor dissatisfied* with the county and the state, and around 1 in 10 with the city.

Federal agencies fare better but still receive mixed reviews. About 4 in 10 residents are *somewhat or very dissatisfied* with federal government agencies such as FEMA, while 38% are *somewhat or very satisfied* and 2 in 10 are *neither satisfied nor dissatisfied*. Opinions remain divided about local elected officials. Roughly one third of residents are *somewhat or very satisfied* with local elected officials, while over half (53%) are *somewhat or very dissatisfied*. Only 16% are *somewhat or very satisfied* and nearly two thirds *somewhat or very dissatisfied* with the elected officials of the state.

Residents are more satisfied with FEMA and local elected officials than with state, county, or city government.

Percent of Pacific Palisades residents



Question: How satisfied, dissatisfied, or neither satisfied nor dissatisfied are you with how each of the following has handled the recovery and rebuilding process to date?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Palisades residents have more confidence in community-based organizations or an independent authority than city, state, or federal entities to lead the rebuilding effort in Pacific Palisades.

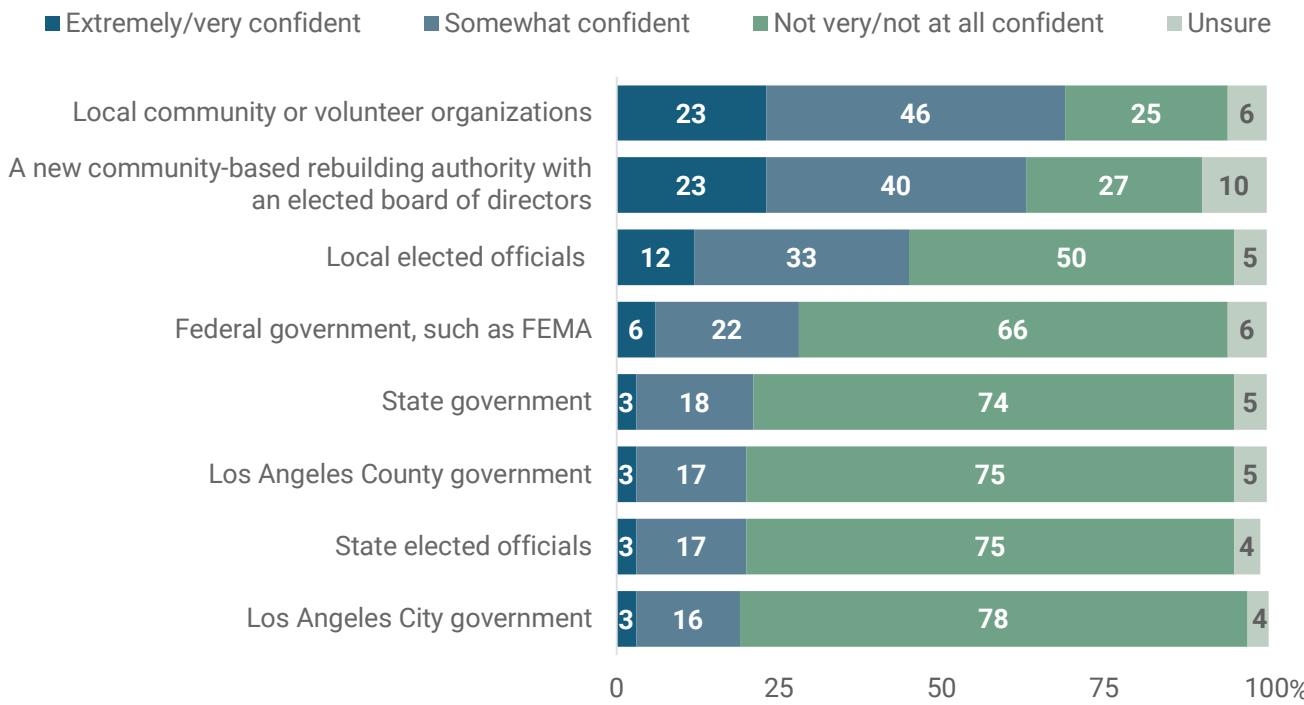
When asked generally about who they have confidence in to lead the rebuilding effort, almost a quarter (23%) of Pacific Palisades residents are *extremely or very confident* in the ability of local community or volunteer organizations to lead a coordinated and effective rebuilding effort in the Palisades. Forty-six percent are *somewhat confident* in the ability of local community or volunteer organizations to lead the effort.

A similar proportion of residents have confidence in a new community-based rebuilding authority. Almost a quarter (23%) of residents are *extremely or very confident* in the ability of a community-based rebuilding authority with an elected board of directors to lead a coordinated and effective rebuilding effort. An additional 40% are *somewhat confident* in the ability of such a community-based authority to lead the effort.

Only about 1 in 10 residents are *extremely or very confident* in the ability of local elected officials to lead the rebuilding effort and fewer are *extremely or very confident* in the ability of FEMA to lead the effort. Very few residents are *extremely or very confident* in the ability of state elected officials or state, county, or city governments to lead the effort.

Many are confident in the ability of community organizations or an independent rebuilding authority to lead the rebuilding effort.

Percent of Pacific Palisades residents



Question: How confident are you in the ability of the following groups or individuals to lead a coordinated and effective rebuilding effort in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

A public-private partnership between local government and community organizations or a community-based independent rebuilding authority are the most popular options to lead the rebuilding process.

When asked who should lead the rebuilding process, including managing the finances and executing the rebuilding plan in Pacific Palisades, residents want local control. About one third of residents say a partnership between local government and trusted community organizations comes closest to their view about who should lead. About 3 in 10 say a new community-based independent rebuilding authority should lead the rebuilding process, and about 1 in 10 say the rebuilding process should be led by local community or volunteer organizations on their own. Few think the government, without any local partnerships, should lead the rebuilding process. About 2 in 10 are unsure who the leader should be.

A partnership between local government and community organizations is the most popular choice to lead rebuilding.

Percent of Pacific Palisades residents



Question: Which of the following comes closest to your view about who should lead the rebuilding process, including managing the finances and rebuilding plan execution in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

A third of residents support modest 1-2% increases in property taxes or rental fees to help fund a local rebuilding authority, and roughly 1 in 5 could be persuaded.

Overall, about 2 in 10 Palisades residents say they would support a proposal to help fund a local rebuilding authority if it increased their property taxes or rental fees by amounts of 1% or more. The survey asked residents to consider a proposal that would establish a local authority led by a board of directors elected by residents. This entity would be granted autonomy and control over key decisions related to supervision, coordination, and government grants for infrastructure rebuilding. As part of the proposal, residents would assume an incremental property or use tax increase to finance a 30-year

bond to fund the authority, to help defray a portion of the cost not covered by federal, state, or local government funding.

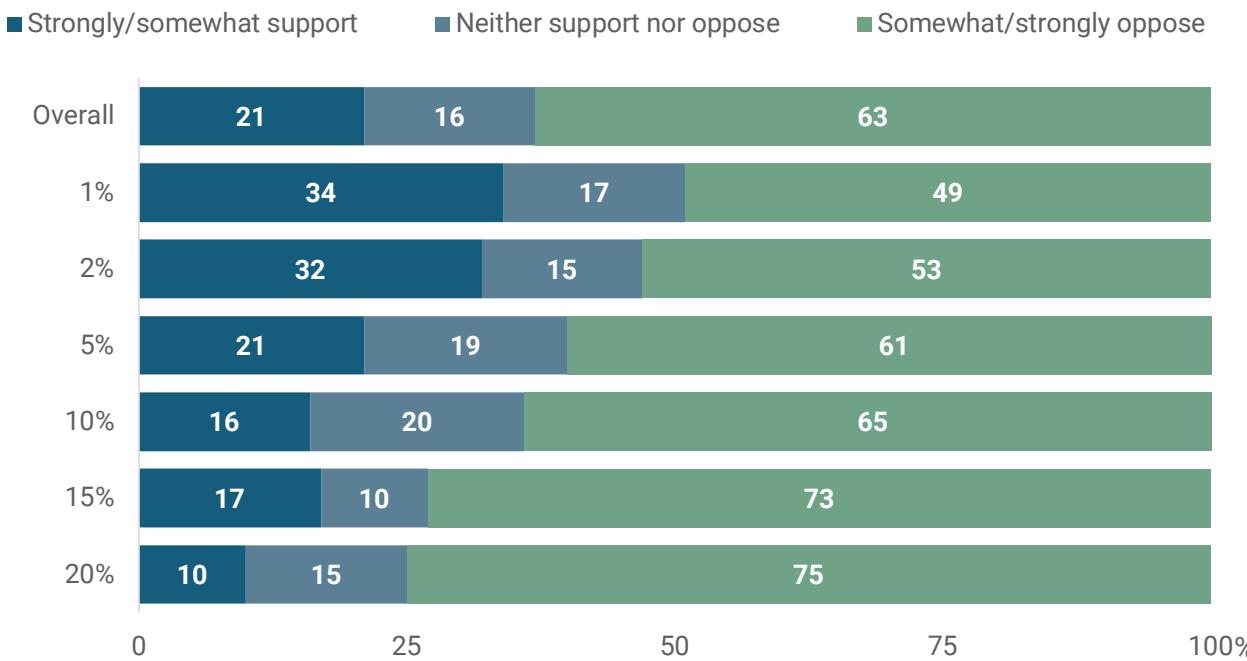
A randomized subset of residents were asked if they would support, oppose, or neither support nor oppose this proposal if it increased their property taxes or rental fees by 1% compared to what they paid in 2024. About a third (34%) of this group say they would support the proposal to fund a local rebuilding authority if it meant they would bear a 1% tax increase. Another 17% are currently unsure about the idea, and 49% are opposed.

A different randomized subset of residents were asked about the proposal if it increased their taxes by 2% compared to the year before. A third (32%) of this group say they would support the proposal to fund a rebuilding authority if it meant they would bear a 2% increase.

Beyond the 1% to 2% increase, support for the proposal decreases as the tax increases. Roughly 2 in 10 are willing to pay an increase between 5% and 15%, and about 1 in 10 are willing to pay a 20% increase. For all tax levels, opposition to the proposal is larger than support. However, there is a sizeable group, between 10% and 20% of residents, who don't yet have firm opinions on the proposal.

On average, residents are willing to pay about a 1% increase in property taxes or rental fees to help fund a local rebuilding authority.

A third are willing to pay 1-2% increases in taxes to help fund a local rebuilding authority.
 Percent of Pacific Palisades residents



Question: Suppose there is a proposal to establish a local rebuilding authority in Pacific Palisades... To fund this authority, the proposal would impose an incremental property or use tax increase to finance a 30-year-bond, to help defray a portion of the cost not covered by federal, state, or local government funding. If enacted, the law would raise your property taxes or monthly rental fees by __% compared to what you paid in 2024. Would you support, oppose, or neither support nor oppose this proposal?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

A third of residents support increased taxes to help fund a local rebuilding authority if it means a faster rebuilding process.

Residents were asked about supporting the local rebuilding authority if it would decrease the time needed to rebuild Pacific Palisades infrastructure (including gas and electric, sewer, water, telecommunications, and roads). Under the proposal, residents would assume an increase in annual property taxes or monthly fees to finance a 30-year bond to fund the local authority. Residents were randomized into different groups, and each group was exposed to a different time range to gauge support for the proposal by various reductions in the rebuilding timeline.

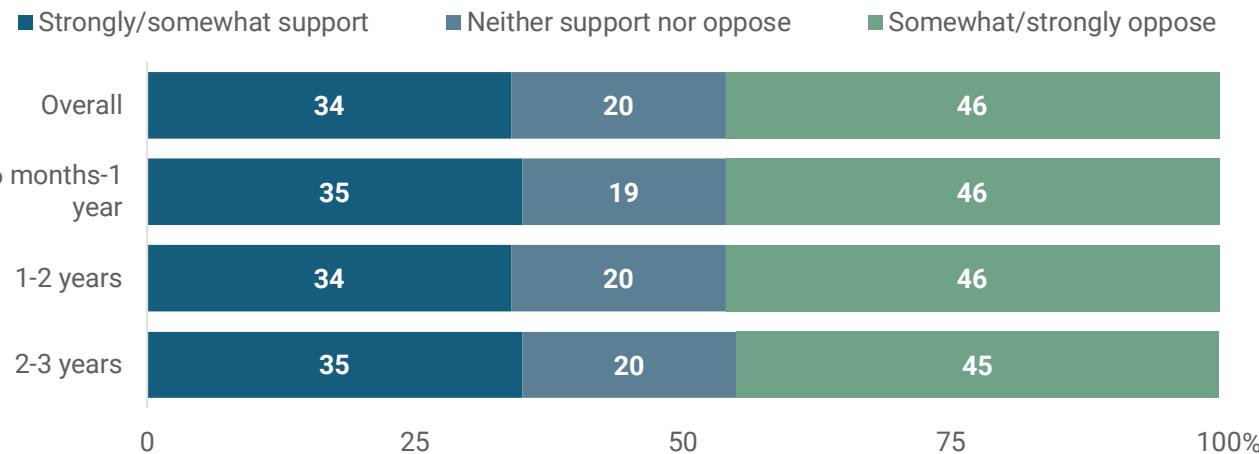
Support for the proposal remains steady regardless of the amount of time saved in rebuilding infrastructure. About a third of residents support the proposal and about 45% oppose it whether it reduces the rebuilding timeline by six months to one year, one to two years, or two to three years.

More residents say they would oppose the proposal than those who say they would support it. Two in 10 are neutral on the idea.

Residents who support the proposal are willing to accept an increase in taxes or fees to fund a rebuilding authority if it reduces the infrastructure rebuilding timeline by an average of 19 months, or a little more than one year and a half.

About a third of residents support an increase in fees for a faster rebuilding process.

Percent of Pacific Palisades residents



Question: Suppose the proposal to increase annual property taxes or monthly fees through a 30-year bond to fund a local rebuilding authority would reduce the time required to rebuild Pacific Palisades infrastructure (including gas and electric, sewer, water, telecommunications, and roads) by ___. Would you support, oppose, or neither support nor oppose this proposal?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Residents overwhelmingly believe government and insurance companies should bear financial responsibility for rebuilding community spaces and infrastructure.

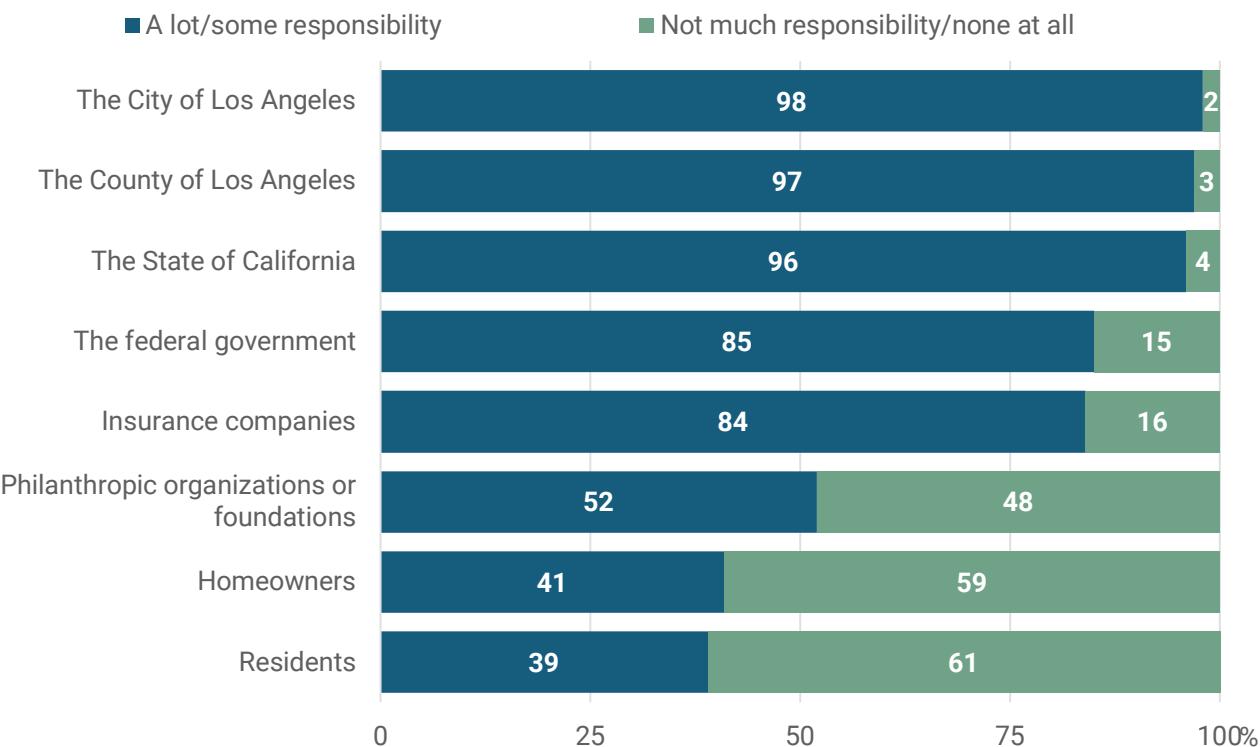
Most residents place primary financial responsibility on government and insurance companies for the rebuilding of community spaces, resources, and infrastructure. Ninety-eight percent say the City of Los Angeles has *a lot or some* responsibility, and similar shares say the same about Los Angeles County (97%) and the State of California (96%). Eighty-five percent believe the federal government should bear

a lot or some financial responsibility. Insurance companies are viewed similarly: 84% of residents say insurers have *a lot or some* responsibility to pay for the rebuilding of community spaces, resources, and infrastructure.

Philanthropic organizations are seen as secondary contributors, while residents assign themselves limited responsibility. About half of residents say philanthropic organizations or foundations have *a lot or some* responsibility to fund the rebuilding of community spaces, resources, and infrastructure. Fewer residents believe homeowners or residents should bear financial responsibility for rebuilding. Forty-one percent of residents say homeowners have *a lot or some* responsibility, and 39% say the same about residents in general.

Majority of residents place responsibility on government and insurance companies to pay for rebuilding.

Percent of Pacific Palisades residents



Question: How much responsibility does each of the following have to pay for the rebuilding of the community spaces, resources, and infrastructure in Pacific Palisades?

Source: PPCC/NORC poll conducted September 11 - October 20, 2025 with 1,265 adults age 18 and older who resided in Pacific Palisades at the time of the fire.



NORC

Residents' Outlook on the Future of Pacific Palisades

To capture how residents feel about the future of Pacific Palisades, the survey asked respondents to describe their overall outlook in a single word or short phrase. These open-ended responses offer a window into the emotional tone of the community, revealing a mix of hope, uncertainty, concern, and cautious optimism. By analyzing these sentiments, this section provides a snapshot of how residents are processing the aftermath of the fire and envisioning the path forward.

Residents' outlook on the future of the Palisades is largely hopeful yet tempered by caution and uncertainty.

When asked to summarize their outlook on the future of Pacific Palisades in a single word or short phrase, residents most often expressed hope. Among over 1,000 responses, "hopeful" is the most common word, appearing in hundreds of responses. Other frequently mentioned words include "optimistic", "bleak", "uncertain", "concerned", and "worried". This mix suggests a community that largely believes in recovery but anticipates challenges ahead. There are positive descriptors such as "bright" and "good", while more somber words like "grim," "sad," and "dismal" are also seen, underscoring the tension between optimism and apprehension.

Residents often pair optimism with caution. The phrase "cautiously optimistic" is the most repeated two-word expression, cited dozens of times, and variations such as "cautiously hopeful" and "guardedly optimistic" are also common. Other recurring phrases such as "long road," "it will never be the same," and "it will come back" signal both hope for recovery and acknowledgment of a lengthy and challenging rebuilding process.

Overall, these responses reveal that while hope dominates, uncertainty and concern remain significant themes as residents look toward the future. Residents anticipate progress but expect it will take time and effort to restore the community.

Methodology

This survey was conducted by NORC at the University of Chicago on behalf of the Pacific Palisades Community Council (PPCC) with funding from the Riviera Foundation. Staff from NORC and PPCC collaborated on all aspects of the study.

Survey interviews were conducted from September 11 to October 20, 2025 with adults age 18 and older who resided in Pacific Palisades at the time of the fire. The sample frame was constructed using a combination of the U.S. Postal Service delivery-sequence file (DSF) and public and paid databases including voter and proprietary commercial and marketing databases. The DSF provides sample coverage of approximately 97% of the U.S. household population. Trained locating and tracing specialists from NORC used geographic information systems to verify addresses within the Pacific Palisades boundaries and to acquire contact information with a focus on email and mobile phone contact methods. Those excluded from the sample include those addresses where no individuals could be matched, some addresses not listed in the DSF, and some newly constructed dwellings.

Survey interviews were conducted online and in English through Qualtrics XM, an online survey research platform. All individuals matched to a Pacific Palisades address were sent emails and/or a text message with a personalized link inviting them to complete the survey. Up to 6 contacts were attempted with each resident. Respondents were offered a monetary incentive (a \$5 gift card to Amazon or a \$5 donation to their charity of choice) for completing the survey.

To maximize participation, we accommodated residents' requests to update their contact information and implemented a verification process to confirm eligibility. Residents who indicated they had not received the survey link could either complete an online form or email our dedicated study inbox with their preferred email and phone number along with their address. All addresses were verified against the Pacific Palisades sample frame before updating contact details and providing access to the survey. This process allowed residents to be contacted through their preferred method in cases where original contact information may have been outdated.

Once data collection was complete, quality assurance checks were conducted to ensure data quality. Interviews were removed for nonresponse to at least 50% of the questions asked, for completing the survey in less than one-third the median interview time for the full sample, for straight-lining all grid questions asked, or for providing an address outside the Pacific Palisades boundaries. Respondents who accessed the survey but didn't respond to any questions were also removed. These 499 cases were excluded from the data file prior to weighting.

After cleaning the data file, we retained responses from 1,265 individuals for an individual survey completion rate of 6.5%. These respondents represented 1,170 unique addresses for a household survey completion rate of 12.7%. The survey completion rate is calculated as the number of completed interviews divided by the number of sample members invited to the survey.

Once the data were final, weights were applied using Census benchmarks to represent the full household population in Pacific Palisades. A nonresponse adjustment was implemented at the address-level by area. Person-level completes were aggregated to the household-level, and missing demographics required for raking were imputed. A raking process was used to adjust for any survey nonresponse. Raking variables include household size and the presence of children.

The final person-level weight was calculated as the household-level raked weight divided by the number of completed interviews per household. To reduce outlier weights, the final weight was truncated at the 99th percentile. The individual demographic characteristics of the weighted sample are comparable to Census benchmarks for the area on age, race/ethnicity, sex, and education.

The overall margin of sampling error among Pacific Palisades adults age 18 and over is +/-3.2 percentage points at the 95 percent confidence level, including the design effect.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Questions with sample sizes too small to report ($n < 100$) were excluded from the findings presented herein, and all proportions shown exclude respondents who skipped the question. Complete question wording and full demographic data on the survey's respondents is available in the survey topline in Appendix A.

For more information, visit <https://www.norc.org/research/projects/la-wildfire-recovery-and-rebuilding.html> or email info@norc.org.