



Wildfire Recovery Survey

**Los Angeles  
County**

01/19/2025

**ASIAN BUSINESS ASSOCIATION FOUNDATION**

# Methodology



Online (1,001)  
Text (201)  
Live (0)



1,202 likely voters  
in Los Angeles  
County



Interviews  
conducted  
1/15-1/17

*The sample was drawn from a third-party vendor file. The overall margin of error is +/- 2.6%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.*

# Likely Voters Demographic

## GENDER

|               |     |
|---------------|-----|
| <b>Men:</b>   | 45% |
| <b>Women:</b> | 55% |

## GEOGRAPHY

|                  |     |
|------------------|-----|
| <b>Urban:</b>    | 90% |
| <b>Suburban:</b> | 10% |

## ETHNICITY

|                          |     |
|--------------------------|-----|
| <b>White/Caucasian:</b>  | 47% |
| <b>Latino/Hispanic:</b>  | 35% |
| <b>Asian:</b>            | 11% |
| <b>African American:</b> | 7%  |

## AGE

|                |     |
|----------------|-----|
| <b>18-49:</b>  | 43% |
| <b>50-120:</b> | 57% |

## INCOME

|                       |     |
|-----------------------|-----|
| <b>&lt;\$50K:</b>     | 14% |
| <b>\$51K-\$99K:</b>   | 39% |
| <b>\$100K-\$199K:</b> | 34% |
| <b>&gt;\$200K:</b>    | 13% |

*Cities and areas with significant ongoing home damages were excluded in this poll sample.  
Other and unknown ethnicities were grouped together with White/Caucasian.*

# Executive Summary

**Wildfires affected nearly all respondents**, reporting the wildfires have directly impacted themselves or someone they know.

**Lack of information was a key barrier to accessing disaster relief**, followed up by long wait times and difficulty of completing applications.

**Rebuilding efforts are the most pressing concerns for recovery**, followed by mental health support and financial loss.

**Small business financial losses are significant and uncertain**, with a significant majority reporting monetary damages.

**Emergency state or federal reserves are the most preferred funding solution**, backed by residents and small businesses (SMB).

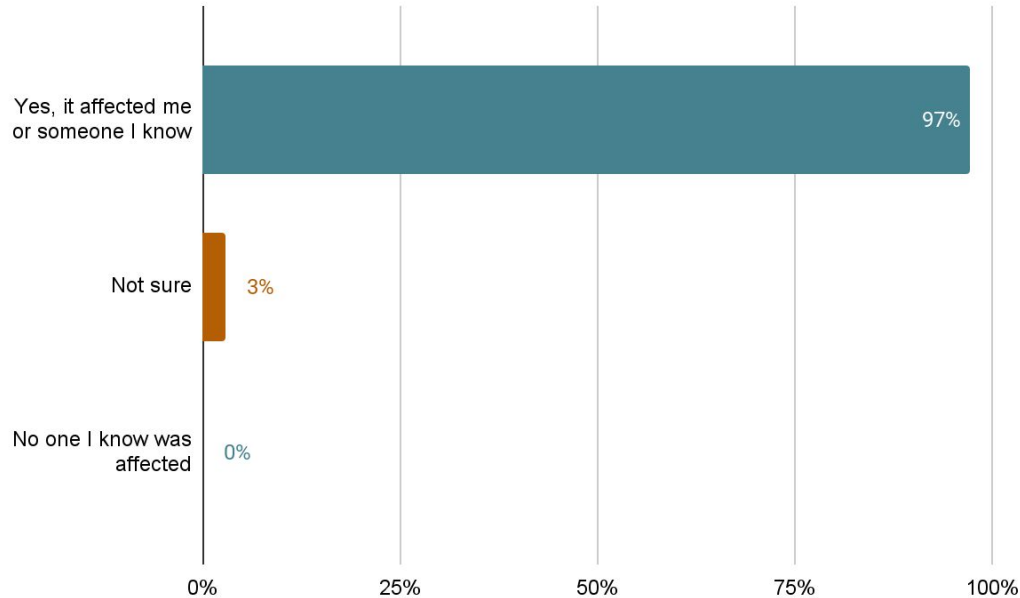




**Awareness**

# Wildfires Affected Nearly All Respondents

Since 2023, wildfires have impacted nearly all likely voters, with most reporting they or someone they know were affected. SMBs shared similar disruptions, showing the consistent, pervasive impact across the community.

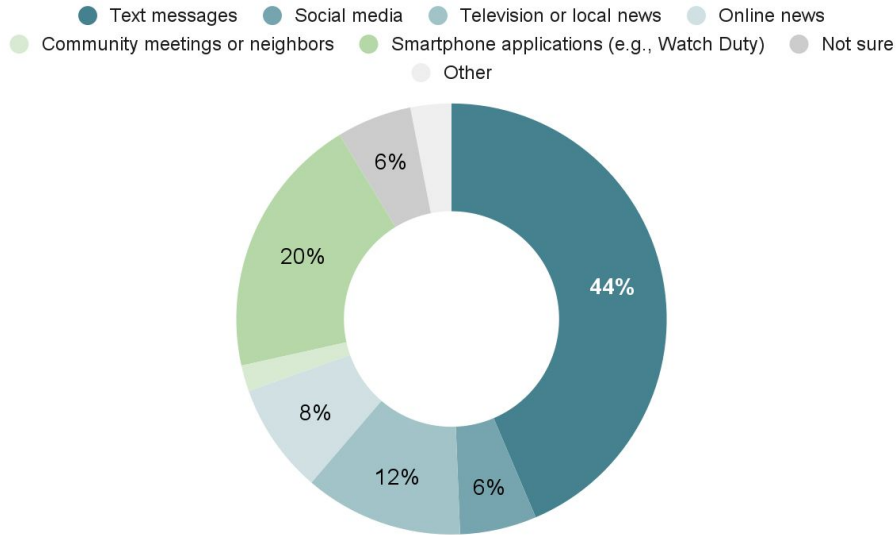


Q1: Since 2023, have wildfires affected you or someone you know?

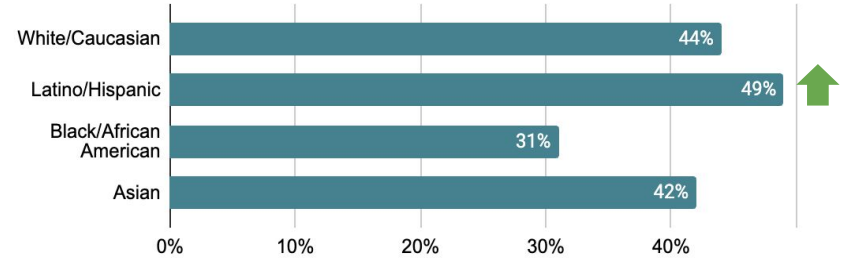
# Text Message is the Best Communication Method

Voters prefer text messages for updates on recovery resources and shut offs at 44%, followed by 20% who prefer smartphone apps. Latinos preference skew higher toward text message while African-Americans prefer smartphone.

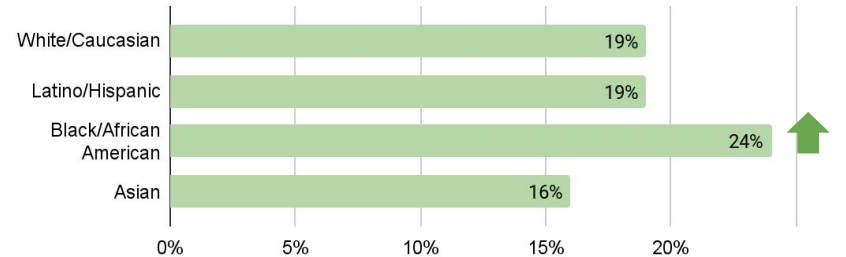
## Likely Voters



## Text Message



## Smartphone Application



Q14: Which way do you most prefer getting updates about recovery resources or shutoffs?

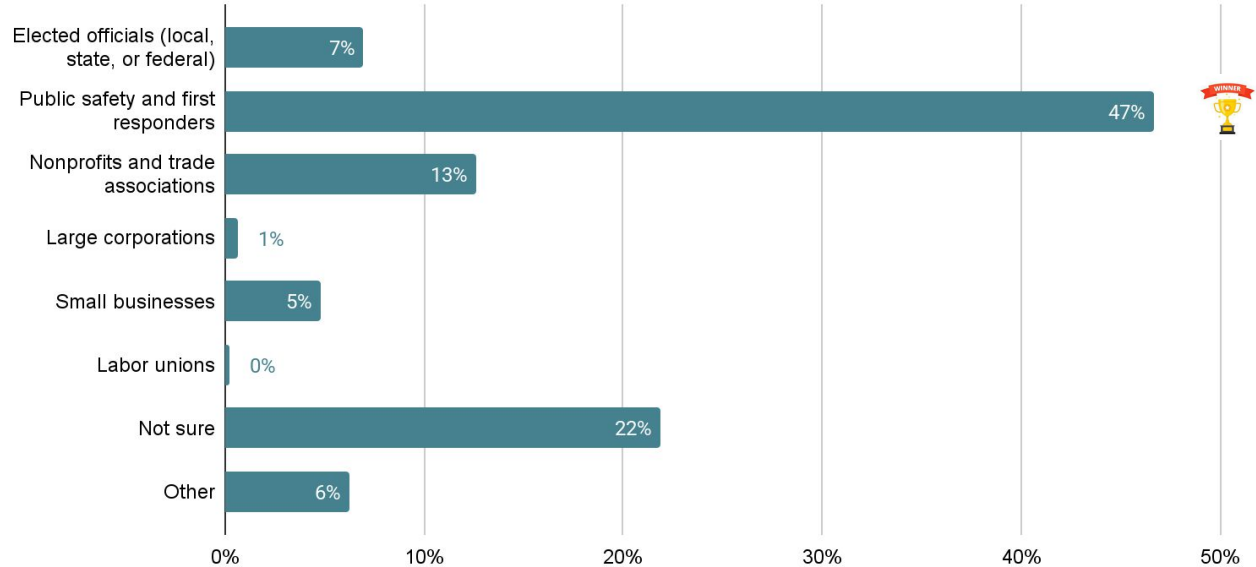


**Trust**



# First Responders Provided the Most Wildfire Recovery Support

Voters and SMBs view public safety and first responders as the group providing the most support for ongoing wildfire recovery efforts at 47% favorability.

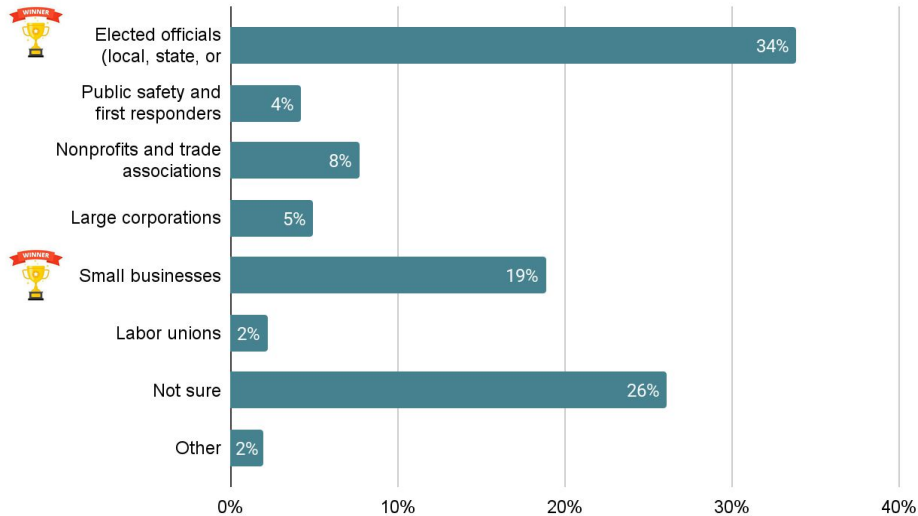


Q11: Which group has provided the most support for wildfire recovery so far?

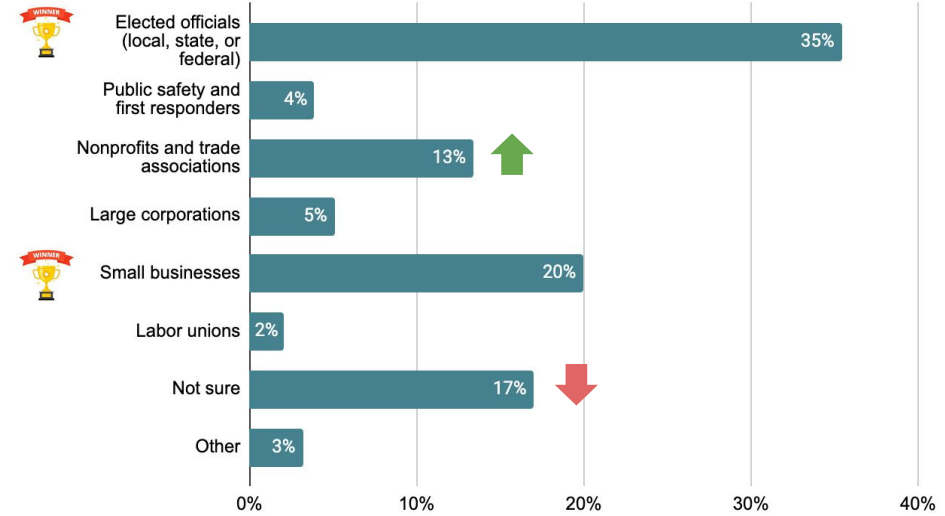
# Elected Officials Should Lead Small Business Recovery Efforts

Moving forward, voters expect elected officials to lead SMB recovery efforts, a significant increase compared to their current trust level. Recovery partnerships may also include a coalition of SMBs, nonprofits, and trade associations.

## Likely Voters



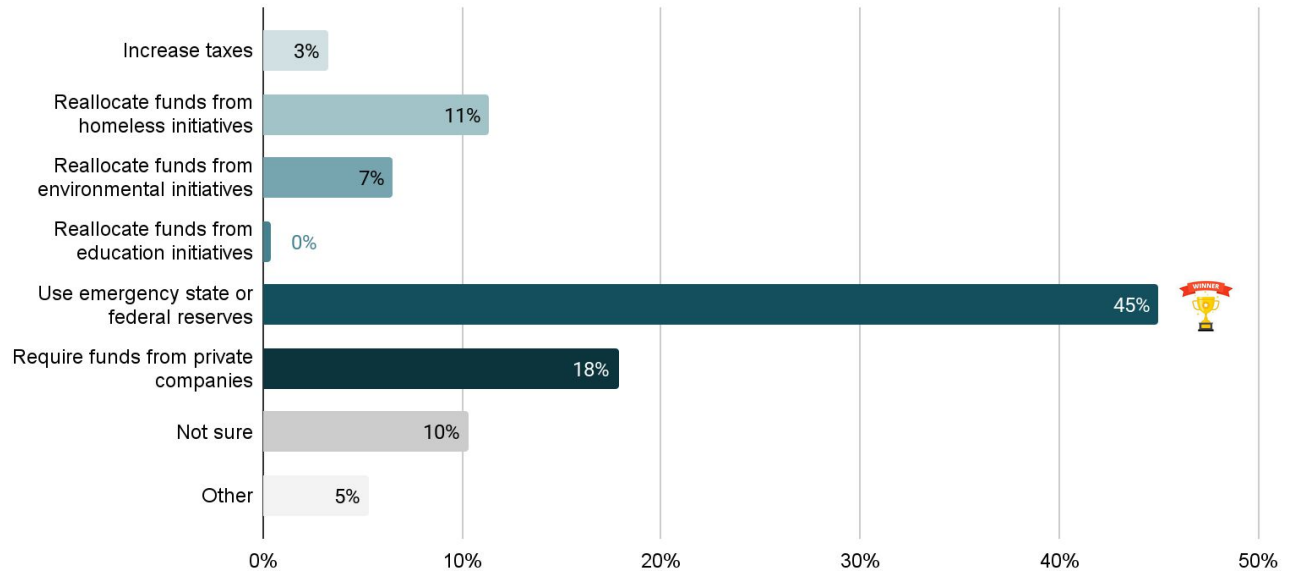
## SMBs



Q12: In the future, which group should lead SMALL BUSINESS RECOVERY efforts?

# Utilize Emergency Reserves to Fund Wildfire Recovery

Residents and SMBs align on preferring the use of emergency state or federal reserves to fund wildfire recovery efforts at 45%, followed by private companies and reallocation of funds from homeless initiatives.

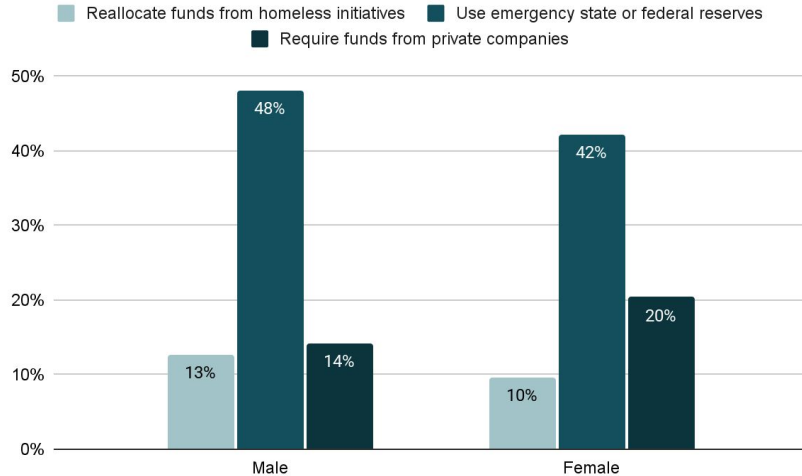


Q10: Which of the following solutions would you prefer to fund wildfire recovery efforts?

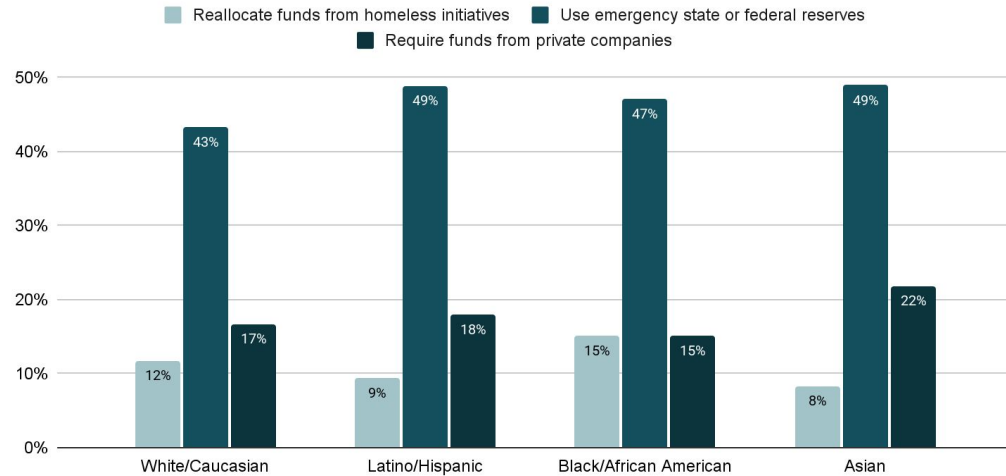
# Funding Preferences Remain Aligned By Gender and Ethnicity

Gender breakdown suggests females favoring private company funding (+6% vs. males). Ethnic groups align on using emergency reserves, with only an 8% gap across all funding preferences.

## Likely Voters By Gender



## Likely Voters By Ethnicity



Q10: Which of the following solutions would you prefer to fund wildfire recovery efforts?



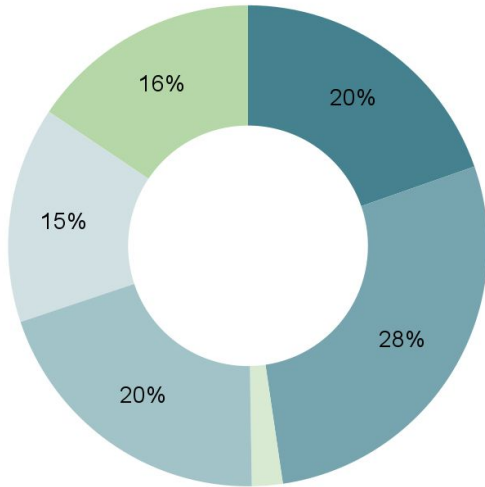
**Key Issue**

# Rebuilding Effort is Critical; Financial Loss and Mental Health Follows

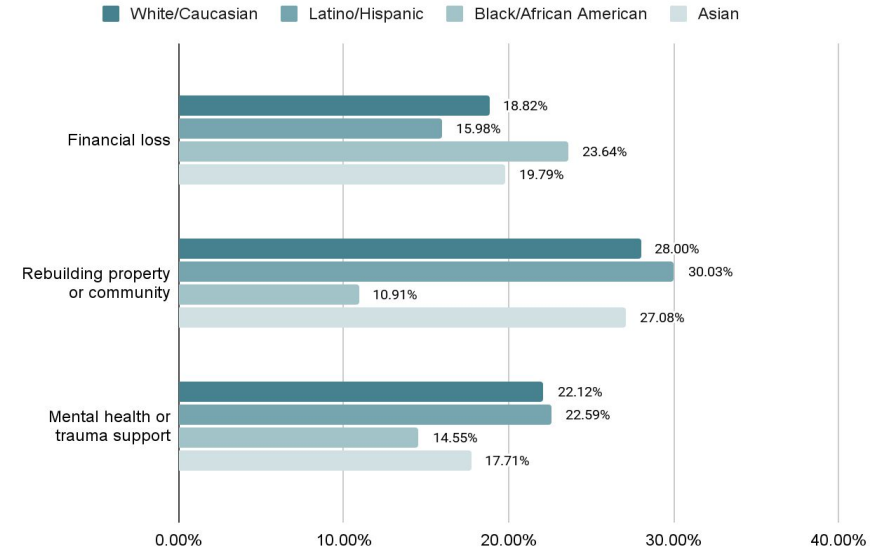
Voters prioritize rebuilding property or community as the top concern, with mental health/trauma support and financial loss tied. White/Caucasian and Latino/Hispanic voters appear most impacted by mental health.

## Likely Voters

- Financial loss
- Rebuilding property or community
- Navigating rules or permits
- Mental health or trauma support
- Not sure
- Other



## Likely Voters By Ethnicity

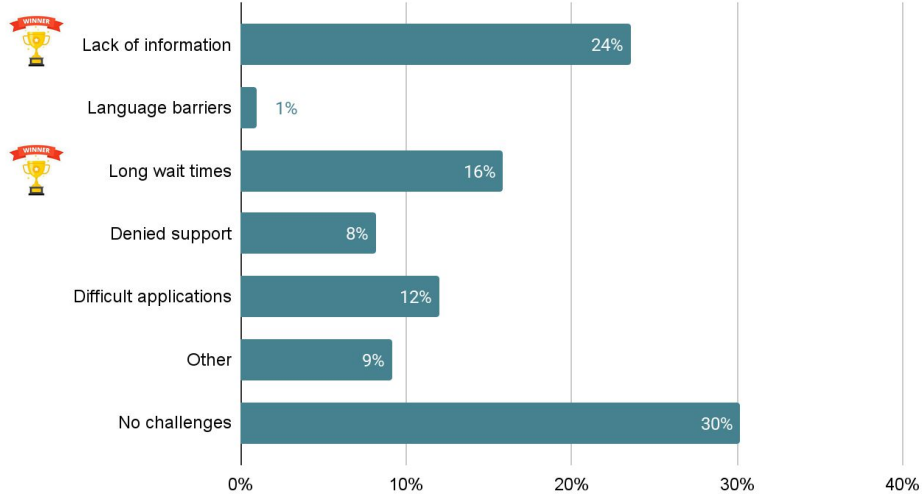


Q3: What is your biggest concern as you recover?

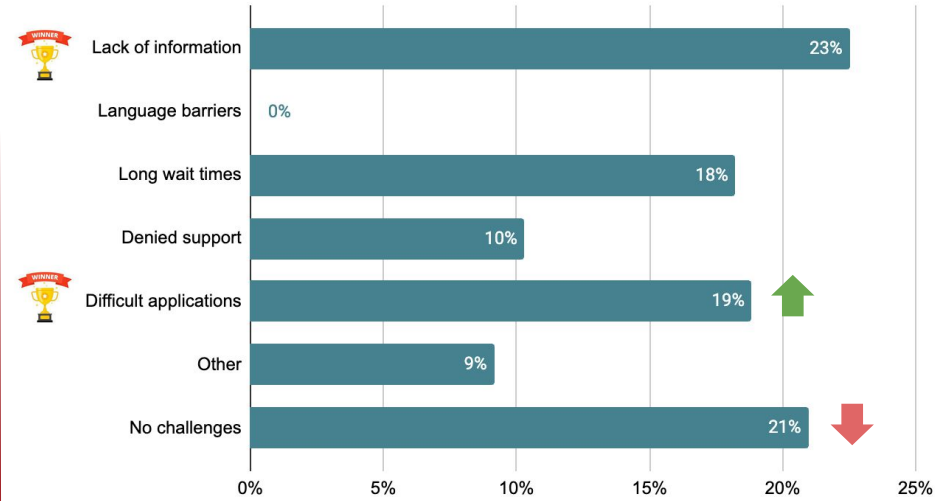
# Information Gaps and Delays Hinder Access to Relief

Voters view lack of information and long wait times as the most significant barriers to accessing disaster relief. For SMBs, difficulty in completing applications rise to top two at 19% (+7%).

## Likely Voters



## SMBs

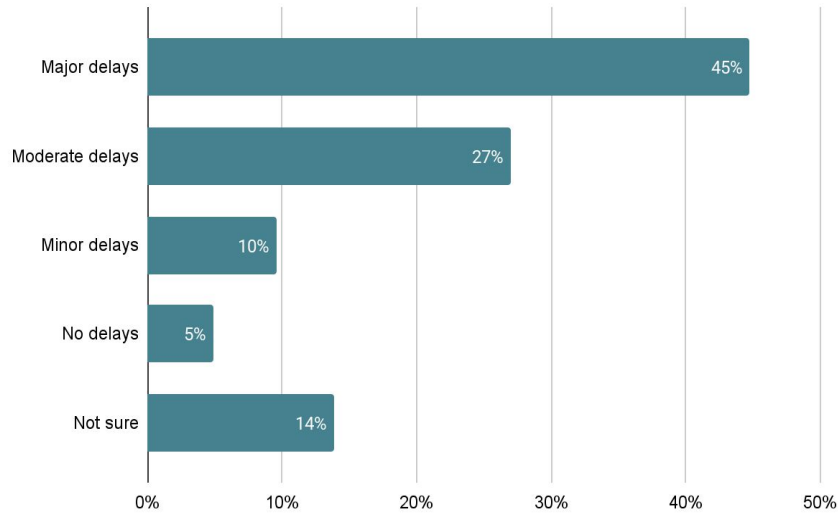


Q4: In the past, what was the most difficult challenge you experienced when accessing financial reliefs or resources due to disasters (e.g., wildfires, COVID)?

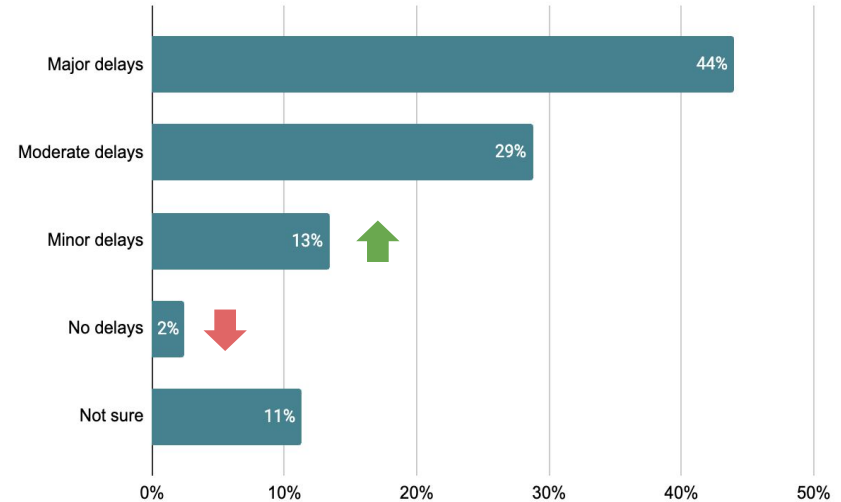
# Regulations Expected to Delay Recovery Efforts

Over 80% of voters expect some type of delays in wildfire recovery due to government regulations and rules. SMBs expressed slightly higher certainty for delays overall.

## Likely Voters



## SMBs



Q13: Do you expect government regulations and rules (e.g., permits, rebuilding requirements) to delay wildfire recovery efforts?





# **Small Business**

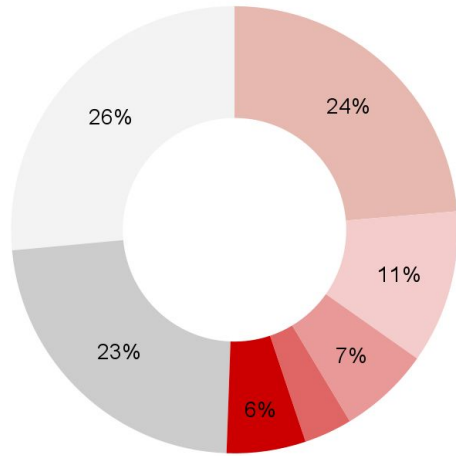
# Nearly 70% Expect Financial Impacts to Their Small Businesses

Approximately 24% of SMBs reported wildfire-related financial losses under \$10,000, while 8% incurred losses exceeding \$100,000. Uncertainty remains high, with 31% unsure of the total financial impact.

## SMBs

Legend for SMBs:

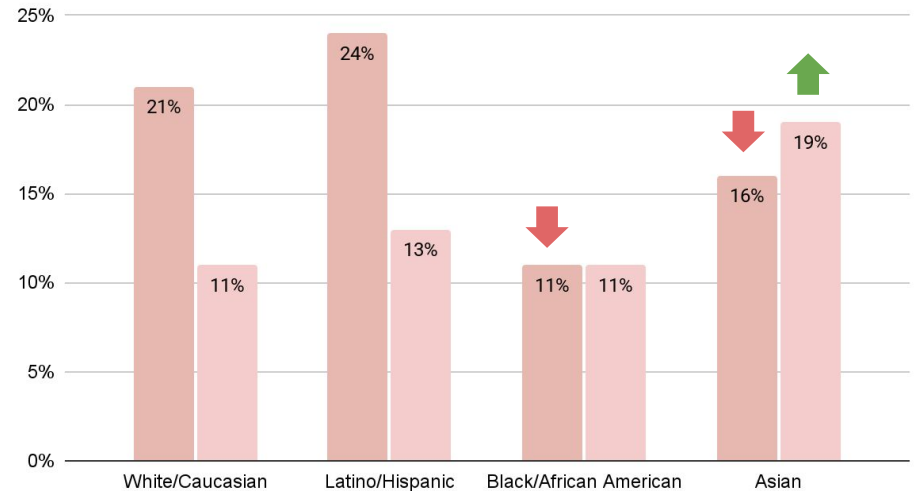
- Less than \$10,000
- \$10,001-\$30,000
- \$30,001-\$60,000
- \$60,001-\$100,000
- More than \$100,000
- Not sure
- No financial cost



## SMBs By Ethnicity

Legend for SMBs By Ethnicity:

- Less than \$10,000
- \$10,001-\$30,000

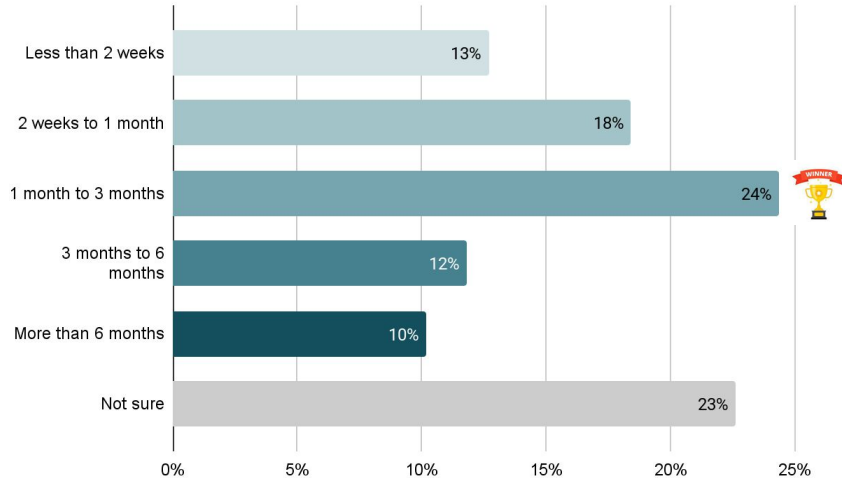


Q6: What has been the financial cost estimate to your small business?

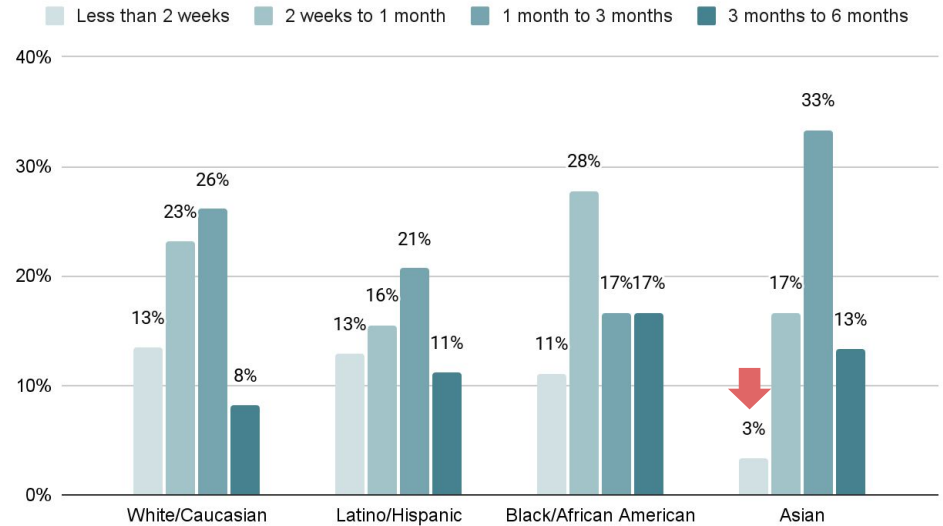
# Over 50% Require Relief Delays Within 3 Months

Most SMBs can only wait up to 3 months for disaster relief before it becomes unmanageable, while 13% require relief in less than two weeks. Uncertainty is high, with 23% unsure how long they could realistically wait.

## SMBs



## SMBs By Ethnicity



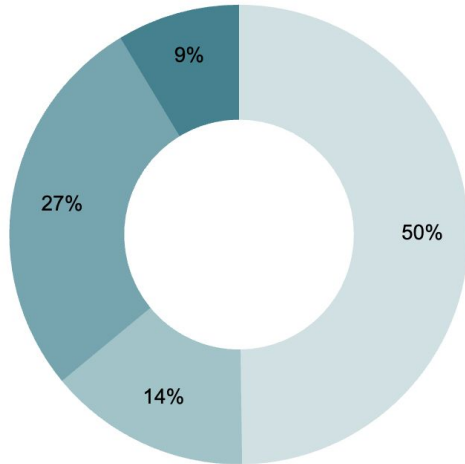
Q7: How long could you realistically wait for disaster relief before it becomes unmanageable?

# 64% Likely to Reopen Their Small Businesses in the Same City

A majority of SMBs reported they are very likely to reopen their business in the same city if damaged. However, there is significantly lower likelihood among Black/African American to reopen their SMBs in the same city.

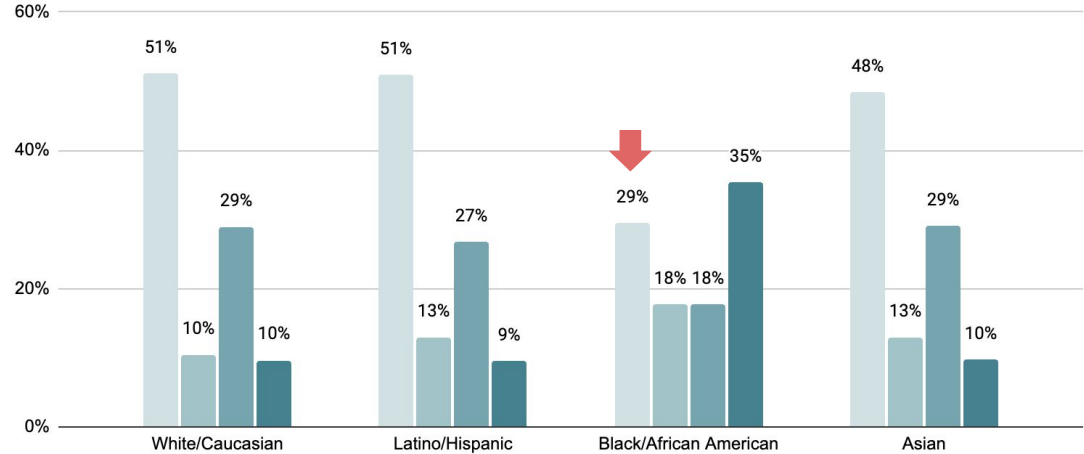
## SMBs

Very likely   Somewhat likely   Not sure   Not likely



## SMBs By Ethnicity

Very likely   Somewhat likely   Not sure   Not likely

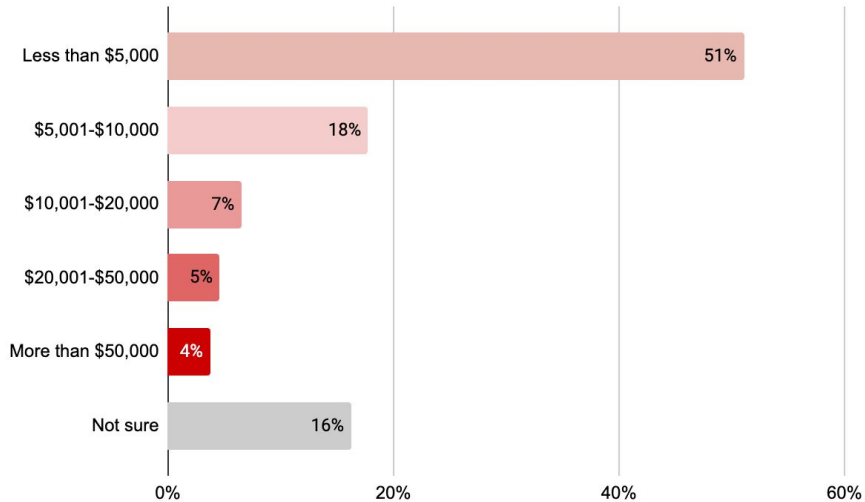


Q8: If your business was damaged, would you reopen in the same city?

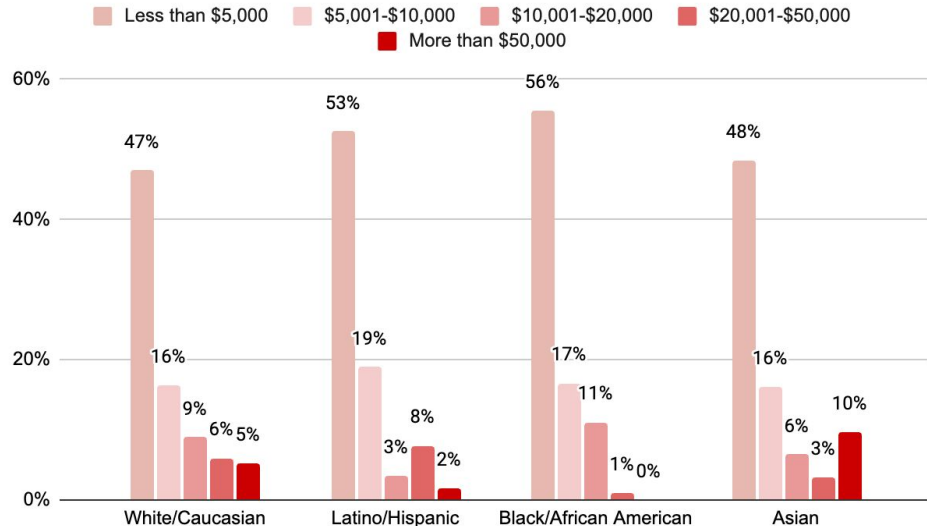
# Small Business Spending on Preparedness Varies Widely

A majority of SMBs reported spending less than \$5,000 annually on insurance related costs; higher spending of \$50,000 or more remains rare at 4%. 16% are unsure of their total costs, indicating potential gaps in planning or awareness.

### SMBs



### SMBs By Ethnicity



Q9: How much does your business spend annually on insurance, property, and disaster preparedness?

# Asian Business Association

Understanding constituents is more critical than ever. A fragmented media landscape, shifting public opinions, and heightened scrutiny are transforming how organizations engage with their audiences.

Asian Business Association designed and administered this survey conducted via a proprietary in-house platform. The survey reached adults, age 18 or older, who indicated they were registered to vote and were almost certain to vote or probably will vote in the November election.

Additionally, respondents indicated they always vote, vote most of the time, vote some of the time, or were too young to vote in previous elections for local office.

Respondents were reached online and text messages. Quotas were assigned to reflect the demographic distribution. The sample was drawn from a third party vendor file. The overall margin of error is +/- 2.6%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.

