

American Flood Coalition Action Iowa Survey

Survey of N=500 Iowa Registered Voters in the 2024 Likely Electorate (LV) June 8-12, 2023



Key Findings

- large majorities think the issue needs to be prioritized.
- of key proposals and messages on flooding.



• Flooding is an issue that lowa voters across party lines want to see addressed and think is

currently not getting the attention it deserves. There is broad agreement that the issue ought to be one political leaders pay attention to, but far fewer think this need is being met. Even among Republicans, who tend to be more satisfied with current flooding related policies,

Flooding is a "no regrets", low-risk issue to tackle that unites rather than divides. In a

polarized world, it is notable just how much cross-party agreement we find around a variety

• Messages about empowering farmers are very effective at increasing support for leaders

who back flooding solutions. We tested a wide variety of messages about reasons to support policies addressing flooding, and the messages with some of the highest levels of agreement and effectiveness focused on how best to support and empower farmers to manage flooding.



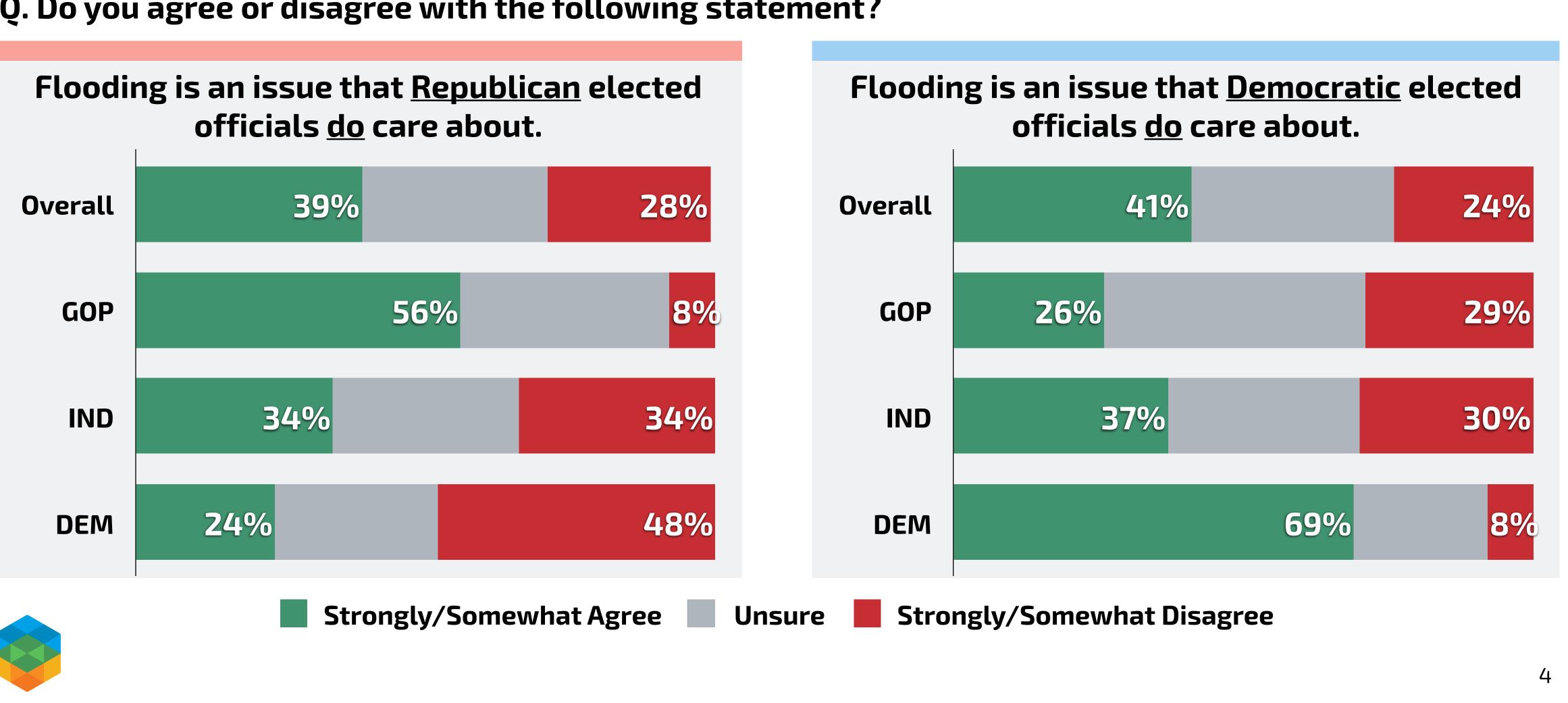
Is Flooding A Problem Policymakers Should Address?





Only 4 in 10 lowa voters say that elected officials in both parties <u>do</u> care about flooding...

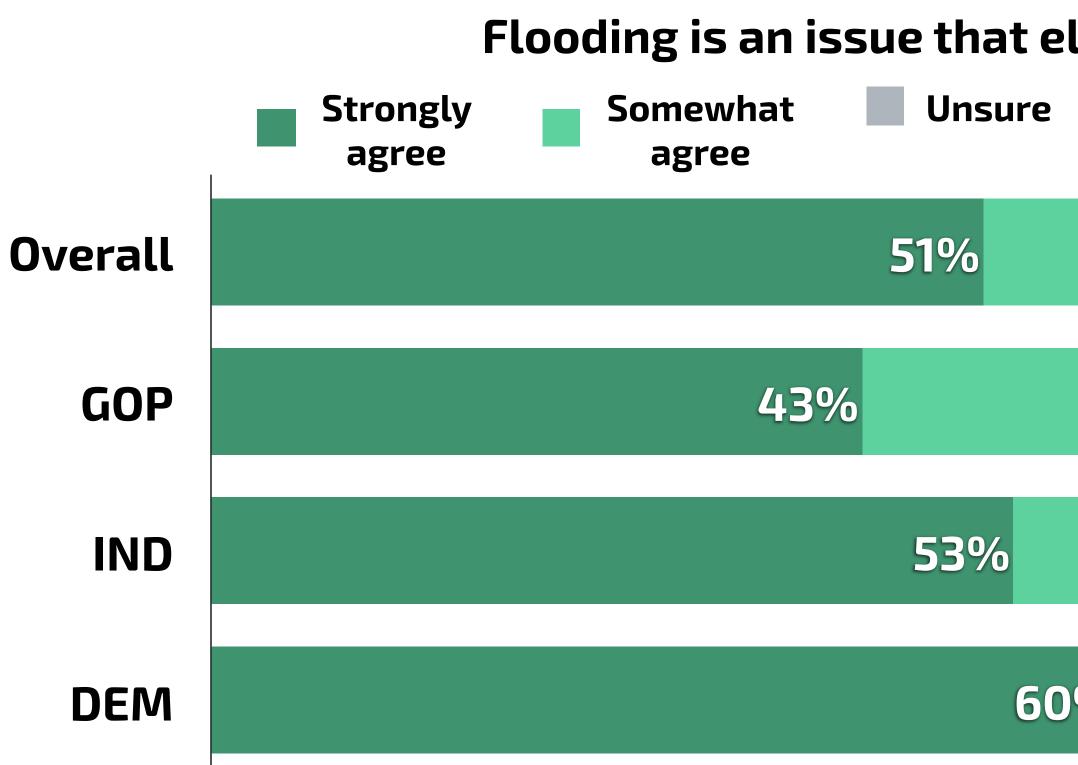
Q. Do you agree or disagree with the following statement?





...But nearly 9 in 10 voters in both parties say that flooding is an issue elected officials <u>should</u> care about

Q. Do you agree or disagree with the following statement?





Flooding is an issue that elected officials <u>should</u> care about.

| Somewha disagree | | | Total Agree | Total Disagree | NET |
|---------------------|------------|------|----------------|-------------------|-----|
| | 37% | 5%2% | 88% | 7% | +81 |
| | 41% | 6%3% | 83% | 9% | +76 |
| | 37% | 5%1% | 91% | 6% | +85 |
| % | 31% | 4%2% | 91% | 6% | +85 |



While 9 in 10 say elected officials <u>SHOULD</u> care about flooding issues, only 4 in 10 believe they actually <u>DO</u> care

SHOULD care about

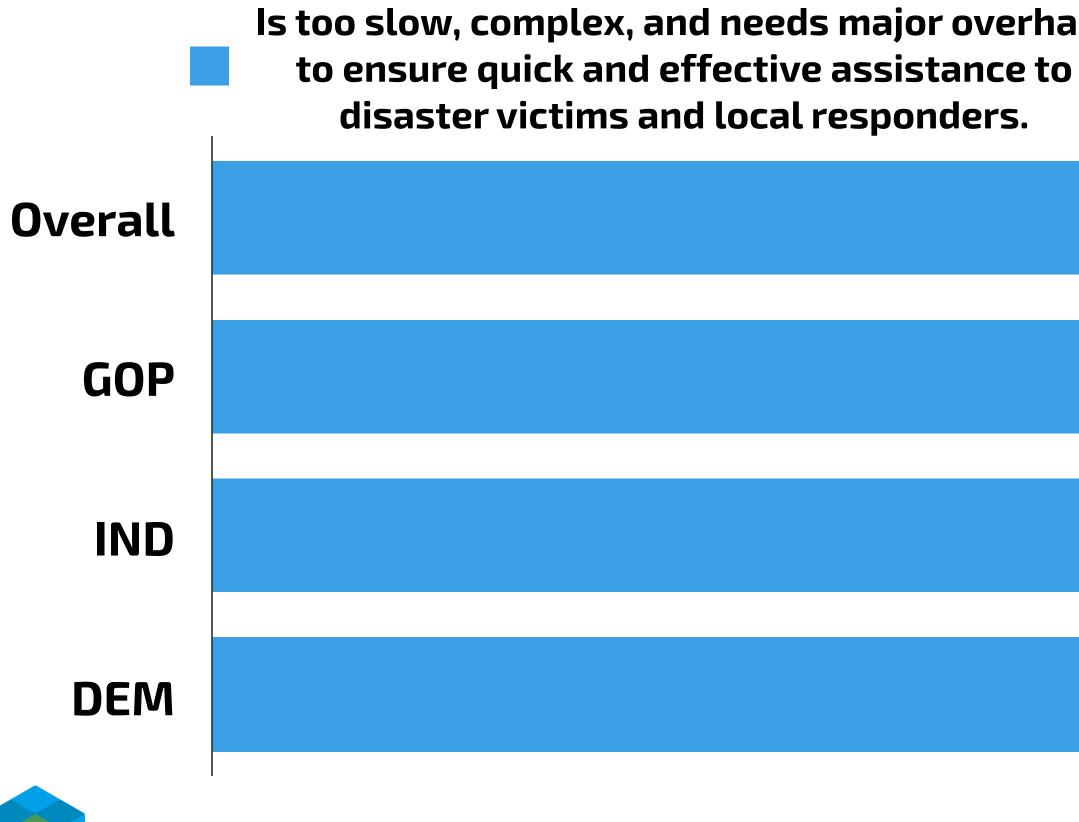




DO care about

Bipartisan support for overhauling disaster relief programs to become more effective

Q. Which of the following comes closest to your view, even if neither is exactly right? The federal disaster relief system...





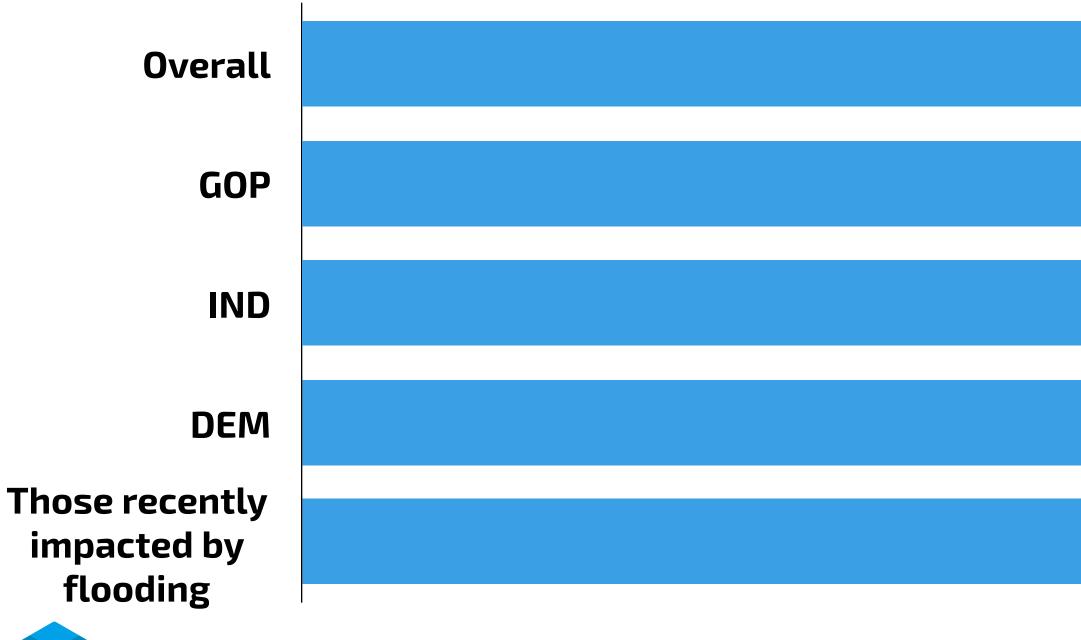
| aul Unsure o | Should remain unchange complex problems re complex solution | equire | NET |
|-----------------|---|--------|-----|
| 54% | 30% | 17% | +37 |
| 52% | 32% | 16% | +36 |
| 55% | 30% | 15% | +40 |
| 54% | 26% | 20% | +34 |



There is broad bipartisan support for investing in prevention vs. simply being reactive to flooding

Q. Which of the following comes closest to your view, even if neither is exactly right? Elected officials should...

Invest in preventative measures to save taxpayer dollars and mitigate flooding disasters before they occur



Note: Half of those polled were asked a version with the prompt "An estimated \$1 spent before a disaster on flooding solutions saves taxpayers \$4-7 in post-disaster spending", but no meaningful difference was found.

Unsure Wait until flooding disasters occur to spend money on flooding relief measures, in order to avoid wasting money on preventative measures that may be unnecessary

| 9% | 12% | 79 9 |
|-----------|-----|-------------|
| 8% | 18% | 74% |
| 13% | 11% | 75% |
| <u>6%</u> | 92% | |
| 8%1 | 90% | |













Voter Response to Flooding Messaging





Over 3 in 4 agree with messages about safeguarding farms by reducing flooding risk

Q. Please indicate whether you agree or disagree with each of the following statements.

Somewhat Strongly agree agree Elected leaders should support policies that empower farmers Empower knowledge and awareness of conservation practices that redu Farmers and effectively reduce The overly complex federal disaster recovery system of focuses on the immediate disaster while not helping comr prevent future disasters. Elected leaders should use disaster r Planning as an opportunity to encourage planning that helps prevent the and costs of future Elected leaders should keep lowa farmland in American hands to farmers are best positioned to responsibly protect our com American Owned from floo Flooding accelerates erosion, harms soil health, and pollute Protect Elected officials should prioritize agricultural policies that e Farmland farmers to protect farmland and reduce Nearly 17% of Americans-mostly in rural areas-rely on private drinking water. Floodwaters can seep animal and human waste, other contaminants into untested wells, exposing users to heal from bacteria and viruses to chemicals and lead. Policies that Drinking Water drinking water from flooding would improve publi



| NET | Total Disagree | Total Agree | Strongly disagree | | re Somev disag | Unsu |
|-----|-------------------|----------------|-----------------------|--------|-------------------|---|
| +75 | 9% | 84% | 35% <mark>4</mark> %% | 9% | 49 | s with the luce costs flooding. |
| +67 | 11% | 78% | % 5%% | 4 | 37% | often just nmunities r recovery e damage flooding. |
| +64 | 12% | 76% | % 3% % | 53% 23 | 5 | to ensure nmunities oding risk. |
| +63 | 14% | 77% | <mark>%</mark> 8%7% | 35 | 42% | tes water. empower flooding. |
| +62 | 15% | 77% | % 7%8% | 6 33 | 45% | e wells for e, dirt, and alth risks, at protect lic health. |
| | | | | | | |



Nearly 7 in 10 lowans want elected officials to prioritize flooding solutions for economic, financial and security benefits

Q. Please indicate whether you agree or disagree with each of the following statements.

Somewhat Strongly agree agree

As a state with one of the highest concentrations of agri employment in America, Iowa's economy is particularly vulne the effects of flooding since flooding in the state causes an of \$230 million in crop losses every year. Elected officials advance flooding solutions such as investing in flood pro lowa Economy Considering flooding is the costliest natural disaster in Amer just one inch of rain causing, on average, \$25,000 of damage average home, communities with proper planning are better respond and recover from disaster as nearly \$1 spent on pre saves \$6 in post-disaster losses. Elected officials should a proactive flooding solutions before disaster strikes to save while protecting property and live Save Government disaster response and recovery processes a confusing, overly complex, and slow aid efforts with lengthy conflicting requirements, and unnecessary burdens. Elected should cut government red tape and implement solutions to **Red Tape** lowans from The Department of Defense has found that over 200 milita have experienced flooding events, risking critical training, equ and operations. Elected officials should invest in flooding so as a matter of national security and military rea Military



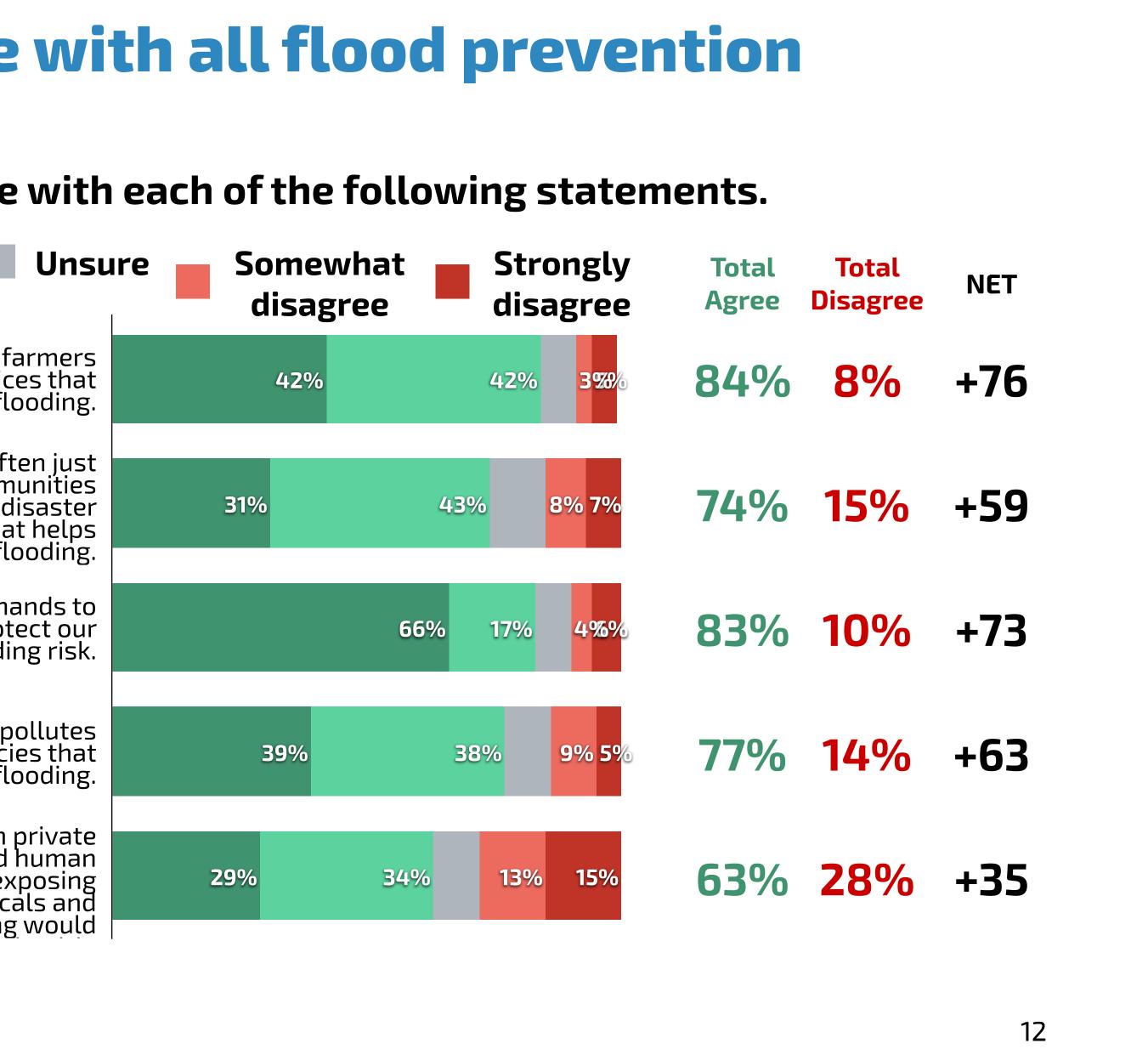
| NET | Total Disagree | Total Agree | Strongly lisagree | | Somewhat disagree | Unsure |
|-----|-------------------|----------------|----------------------|-----|----------------------|--|
| +61 | 15% | 76% | 8%8% | 39% | 37% | ricultural herable to h average als should rotection. |
| +59 | 16% | 75% | 7%9% | 43% | 32% | erica with ges to the er able to revention d advance ve money velihoods. |
| +58 | 12% | 70% | 8%4% | 35% | 35% | are often y reports, d leaders to protect flooding. |
| +55 | 22% | 67% | 14% 8% | 44% | 23% | tary sites quipment, solutions eadiness. |



Majority of Republicans agree with all flood prevention statements

Q. Please indicate whether you agree or disagree with each of the following statements.

| Among GOF | voters | Strongly agree | Somewhat agree |
|---------------------|---|--|---|
| Empower Farmers | Elected with the kn | leaders should suppor owledge and awarenes reduce costs | t policies that empower fa s of conservation practice and effectively reduce flo |
| Planning | The over focuses on prever recov | rly complex federal disa the immediate disaste nt future disasters. Elec ery as an opportunity to prevent the dama | aster recovery system oft r while not helping comm cted leaders should use di o encourage planning tha age and costs of future flo |
| American Owned | Elected le ensure | aders should keep lowa farmers are best posit | a farmland in American ha ioned to responsibly prote communities from floodir |
| Protect Farmland | Flood water. Ele emp | ing accelerates erosion cted officials should pr ower farmers to protec | , harms soil health, and po ioritize agricultural policies of farmland and reduce flo |
| Drinking Water | wells for di waste, dirt users to h | rinking water. Floodwat , and other contaminan nealth risks, from bacte | tly in rural areas–rely on p ters can seep animal and l ts into untested wells, ex ria and viruses to chemica nking water from flooding |
| | | | |



Republican voters agree on messages related to economic, financial and security benefits

Q. Please indicate whether you agree or disagree with each of the following statements.

| Among GO | Pvoters | Strongly | Somewhat |
|----------|----------------------------|---|-------------------|
| | | agree | agree |
| lowa | As a state employment i | e with one of the highes n America, Iowa's econo | st concentrations |

rations of agricultural employment in America, Iowa's economy is particularly vulnerable to the effects of flooding since flooding in the state causes an average of \$230 million in crop losses every year. Elected officials should advance flooding solutions such as investing in flood protection. Economy

> Considering flooding is the costliest natural disaster in America with just one inch of rain causing, on average, \$25,000 of damages to the average home, communities with proper planning are better able to respond and recover from disaster as nearly \$1 spent on prevention saves \$6 in post-disaster losses. Elected officials should advance proactive flooding solutions before disaster strikes to save money while protecting property and livelihoods.

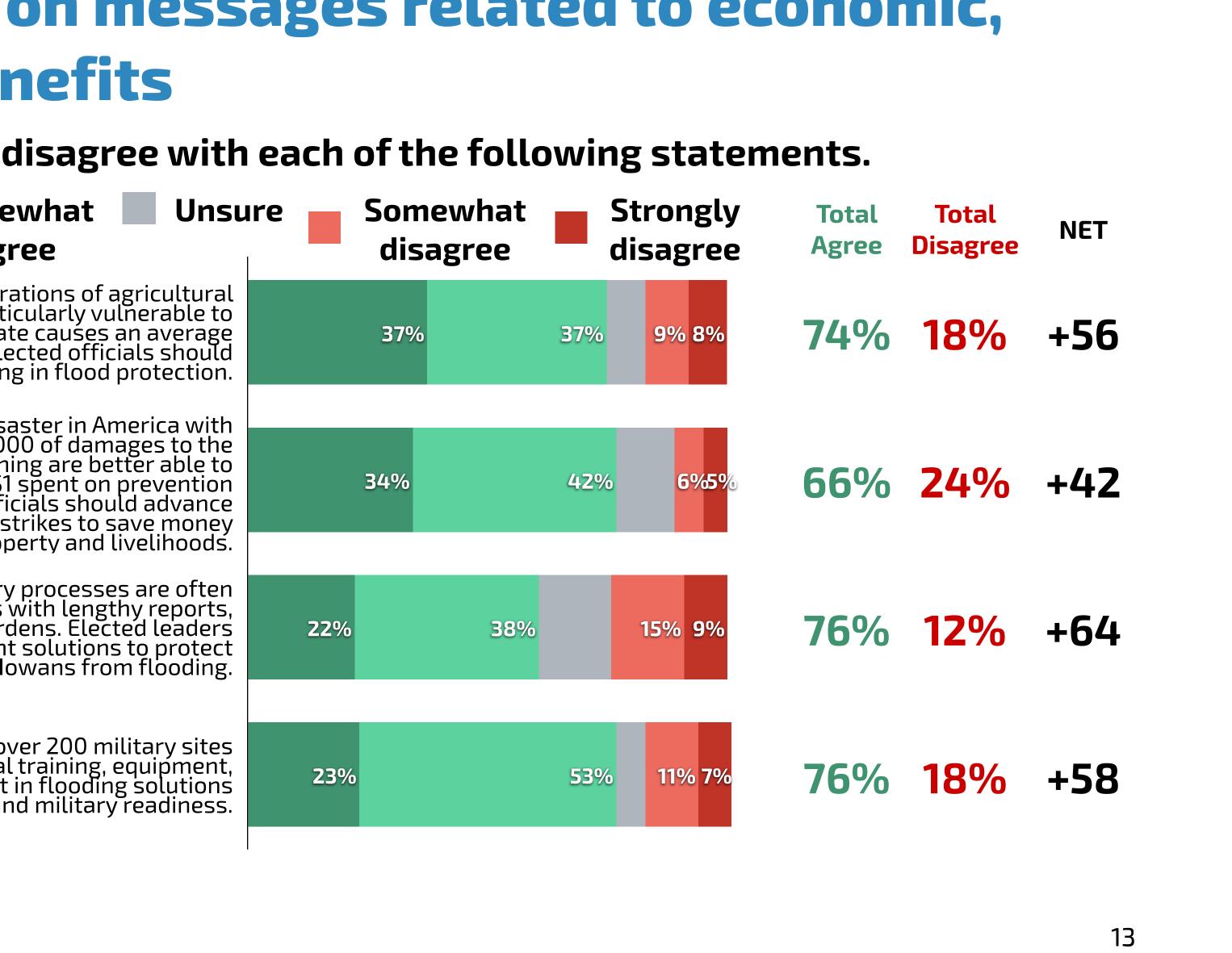
Government disaster response and recovery processes are often confusing, overly complex, and slow aid efforts with lengthy reports, conflicting requirements, and unnecessary burdens. Elected leaders should cut government red tape and implement solutions to protect **Red Tape** Iowans from flooding.

Military

Save

The Department of Defense has found that over 200 military sites have experienced flooding events, risking critical training, equipment, and operations. Elected officials should invest in flooding solutions as a matter of national security and military readiness.





Republican voters and Trump voters in the 2024 Primary agree with all messages tested

Q. Please indicate whether you agree or disagree with each of the following statements. [% Answering Strongly/Somewhat Agree]

| Empower Farmers | Elected leaders should support policies that empower farm knowledge and awareness of conservation practices that reduc effectively redu |
|---------------------|---|
| Planning | The overly complex federal disaster recovery system focuses on the immediate disaster while not helping communi- future disasters. Elected leaders should use disaster recourage planning that helps prevent the damage of future |
| American Owned | Elected leaders should keep Iowa farmland in American hand farmers are best positioned to responsibly protect our comm fl |
| Protect Farmland | Flooding accelerates erosion, harms soil health, and pollutes wa officials should prioritize agricultural policies that empowe protect farmland and redu |
| Drinking Water | Nearly 17% of Americans–mostly in rural areas–rely on prive drinking water. Floodwaters can seep animal and human was other contaminants into untested wells, exposing users to f from bacteria and viruses to chemicals and lead. Policies drinking water from flooding would improve pr |
| | |



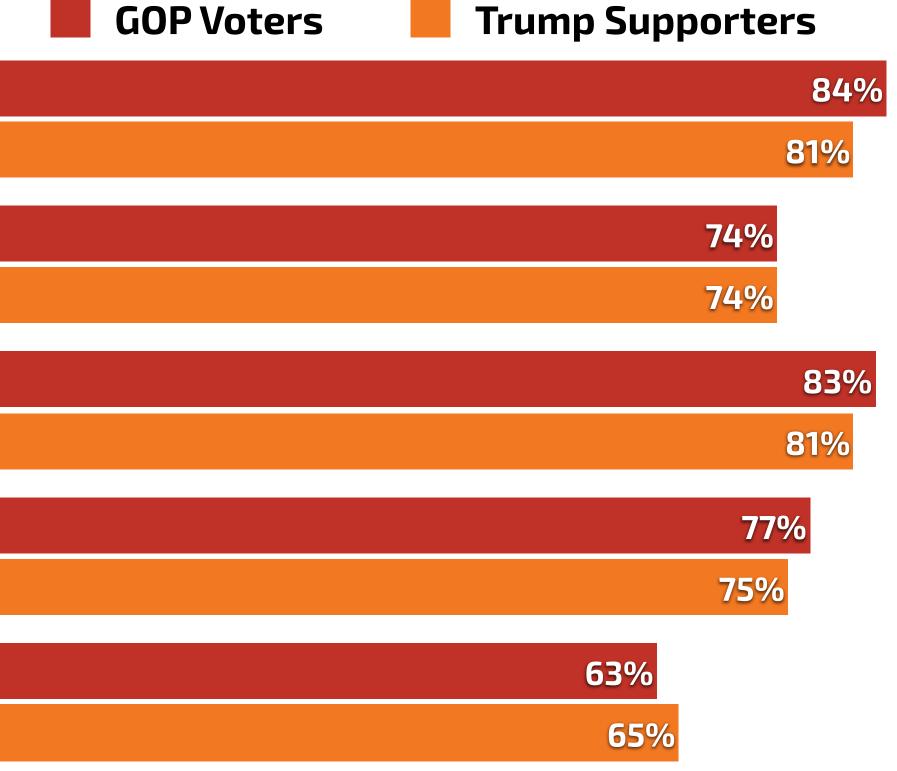
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em often just nities prevent ecovery as an age and costs ture flooding.

nds to ensure nunities from flooding risk.

vater. Elected er farmers to luce flooding.

/ate wells for aste, dirt, and health risks, that protect oublic 'health.





















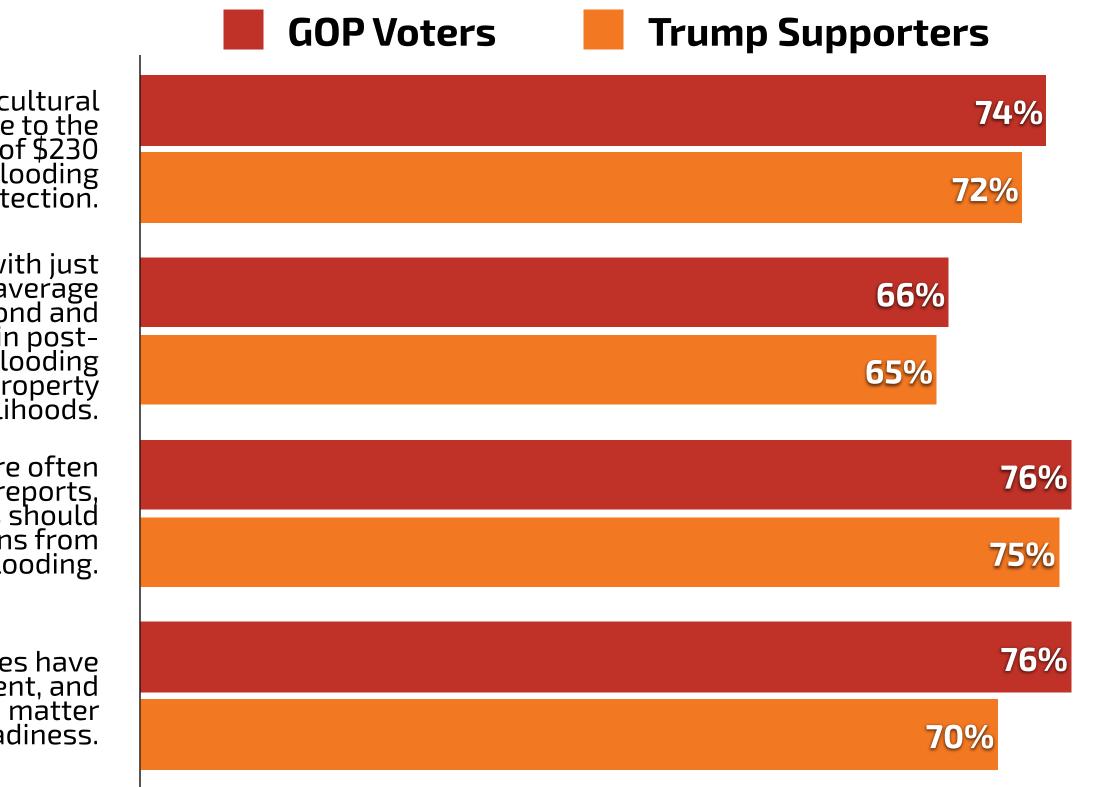


Republicans voters and Trump voters in the 2024 Primary equally concerned on cost and economic messages

Q. Please indicate whether you agree or disagree with each of the following statements. [% Answering Strongly/Somewhat Agree]

| lowa Economy | As a state with one of the highest concentrations employment in America, Iowa's economy is particularly vul effects of flooding since flooding in the state causes an av million in crop losses every year. Elected officials should adv solutions such as investing in flo |
|-----------------|--|
| Save | Considering flooding is the costliest natural disaster in Am one inch of rain causing, on average, \$25,000 of damages to home, communities with proper planning are better able to recover from disaster as nearly \$1 spent on prevention sav disaster losses. Elected officials should advance proa solutions before disaster strikes to save money while protec ar |
| Red Tape | Government disaster response and recovery proces confusing, overly complex, and slow aid efforts with le conflicting requirements, and unnecessary burdens. Elected l cut government red tape and implement solutions to protec |
| Military | The Department of Defense has found that over 200 milit experienced flooding events, risking critical training, ec operations. Elected officials should invest in flooding solution of national security and milit |
| | |





ns of agricultural vulnerable to the average of \$230 dvance flooding flood protection.

merica with just s to the average to respond and aves \$6 in postoactive flooding tecting property and livelihoods.

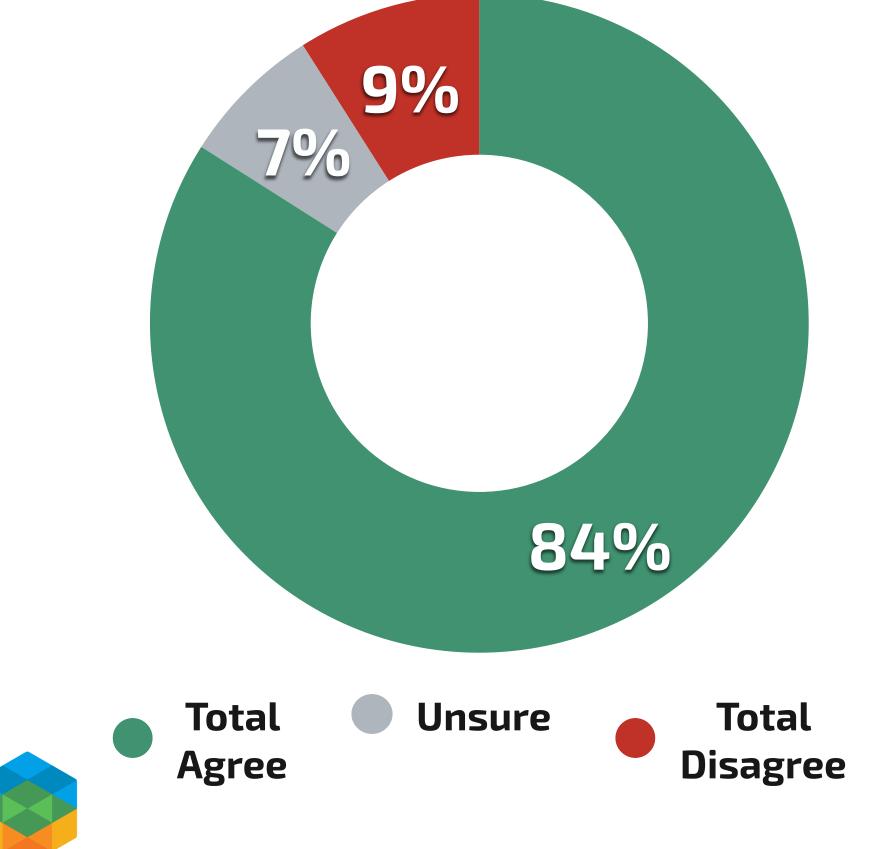
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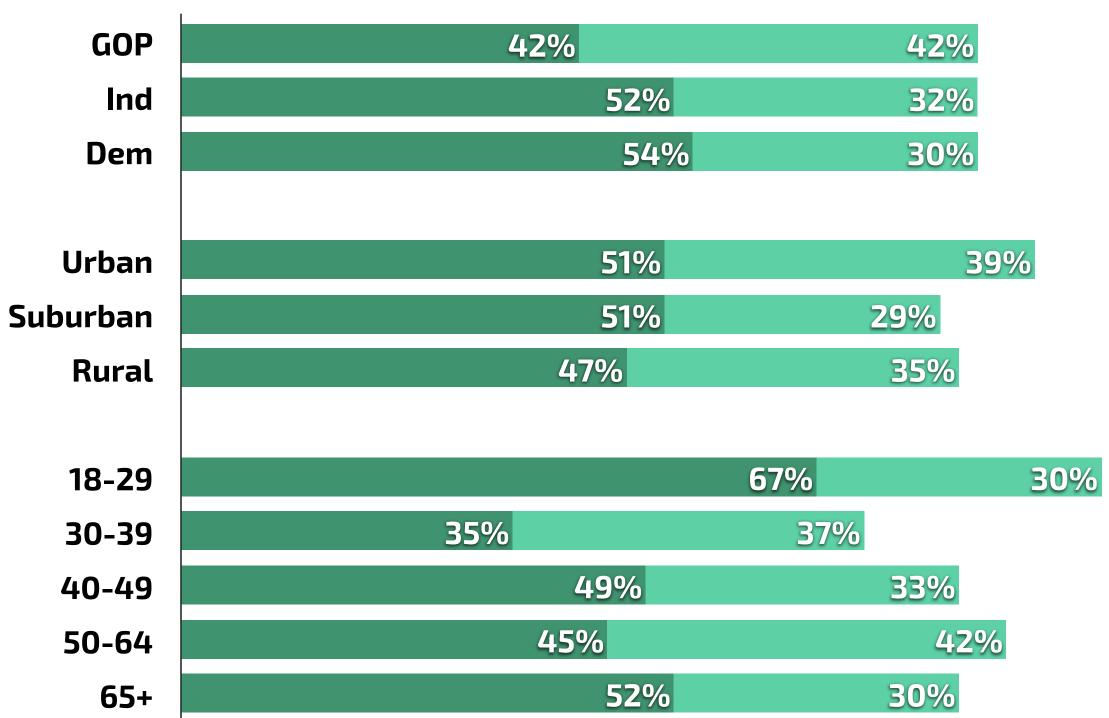
litary sites have equipment, and ions as a matter litary readiness.



Empower farmers message yield strong agreement, particularly with 18-29 age group

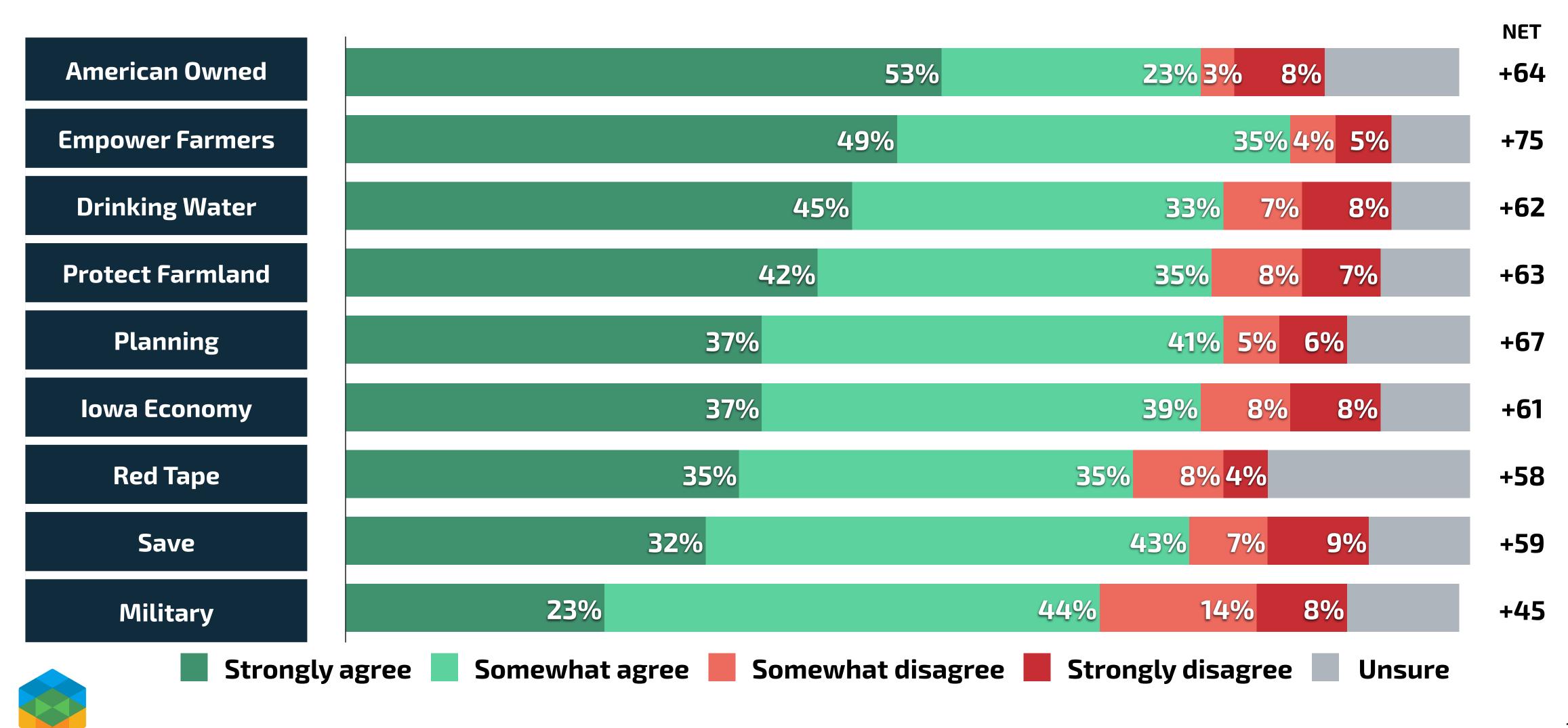
Q. Please indicate whether you agree or disagree with the following statement. -Elected leaders should support policies that empower farmers with the knowledge and awareness of conservation practices that reduce costs and effectively reduce flooding. % Strongly/Somewhat Agree





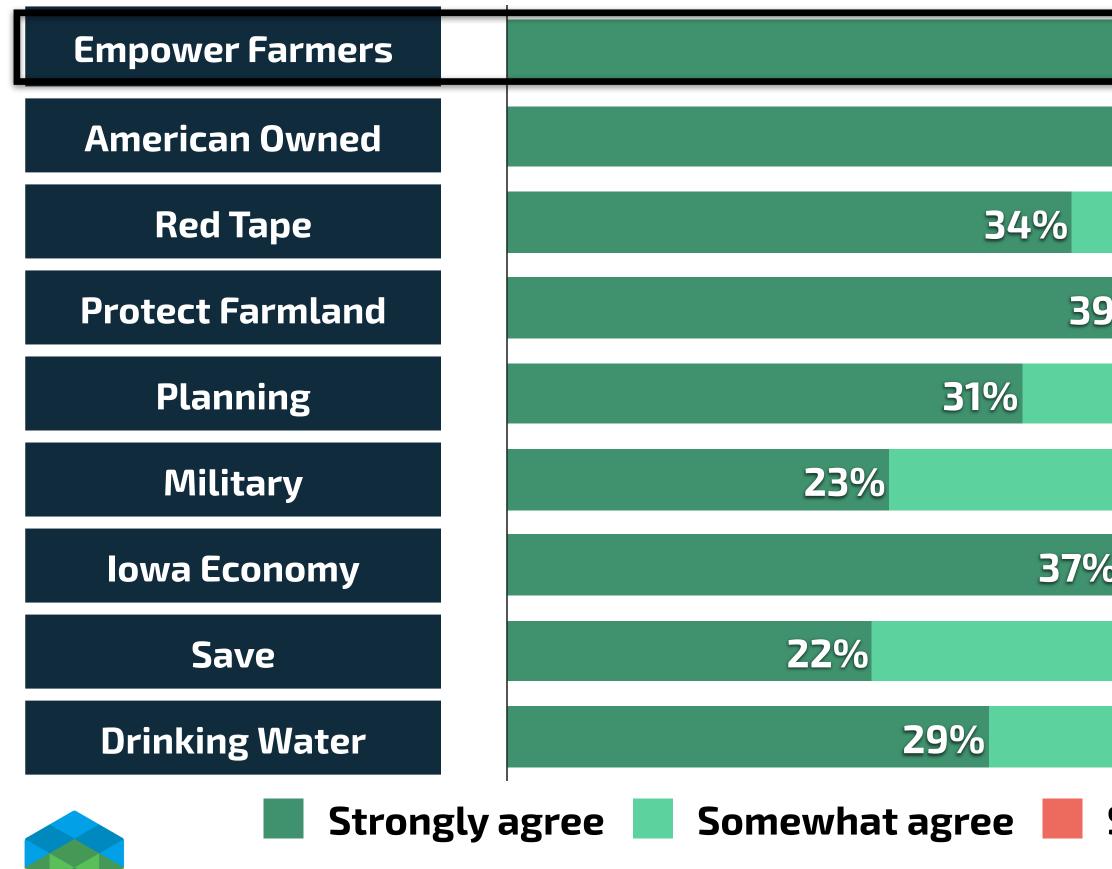


Every message tested elicits strong agreement...





...including over three quarters of Iowa Republicans who agree with protecting farmland



RESPONSES OF REPUBLICAN VOTERS

| | | | NET |
|-------------------|--------------------|------------------------|---------------------|
| 42% | | <mark>42%</mark> 3% 5% | <mark>6</mark> +76 |
| 66 | % | <mark>17%</mark> 4% 6 | <mark>% +73</mark> |
| | 42 % | 6% 5% | +64 |
| 9% | 38% | 9% 5% | +63 |
| | 43% | 8% 7% | +59 |
| | 53% | 11% | <mark>7%</mark> +58 |
| 6 | 37% | 9% 8% | +56 |
| 44 | <mark>%</mark> 12% | 12% | +42 |
| 34% | 13% | 15% | +35 |
| Somewhat disagree | Strongly dis | sagree | Jnsure |

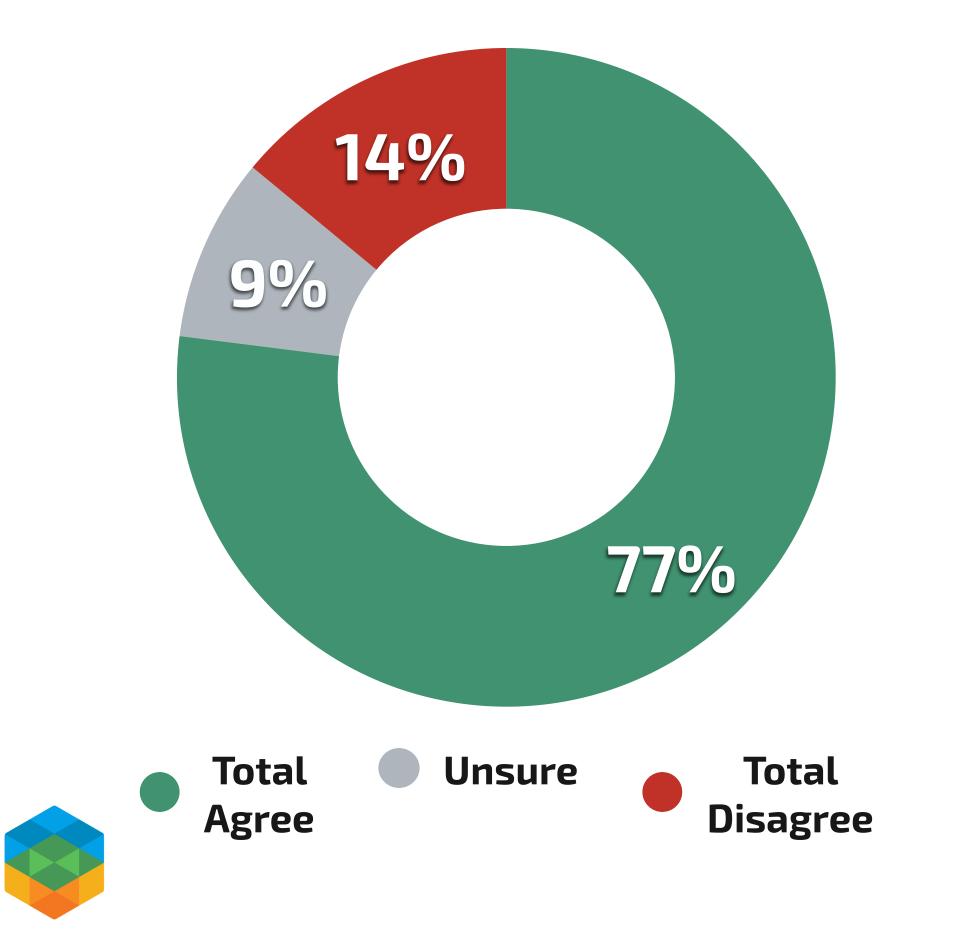


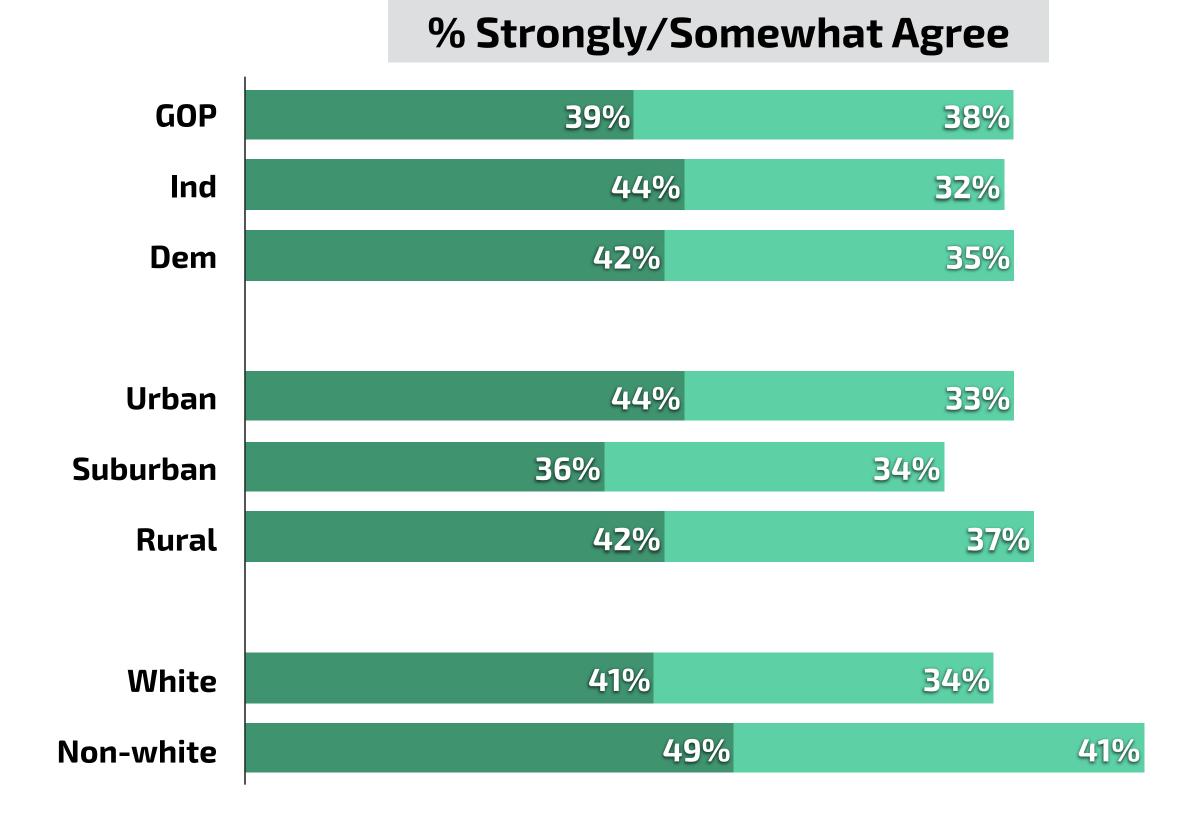




Iowans across both parties and Independents agree with protect farmland message

Q. Please indicate whether you agree or disagree with the following statement. -Flooding accelerates erosion, harms soil health, and pollutes water. Elected officials should prioritize agricultural policies that empower farmers to protect farmland and reduce flooding.

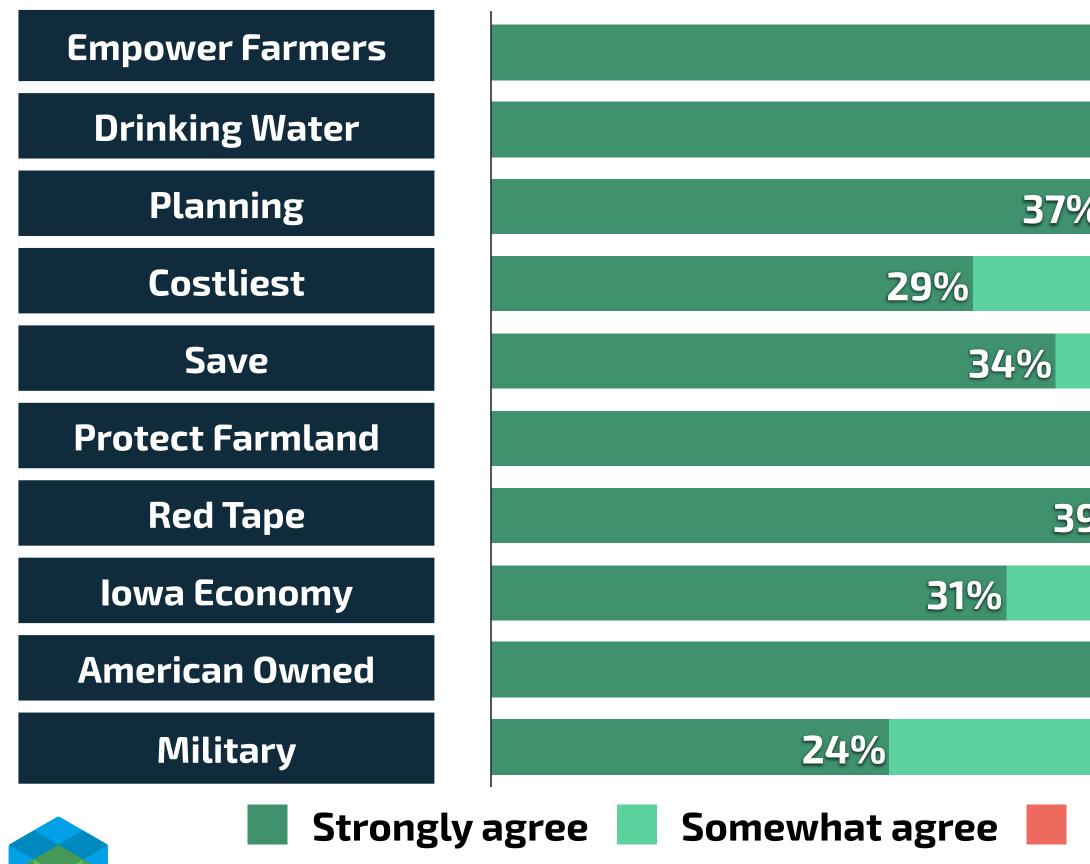






Independents agree with messaging on empower farmers, drinking water, and protecting farmland

RESPONSES OF INDEPENDENT VOTERS

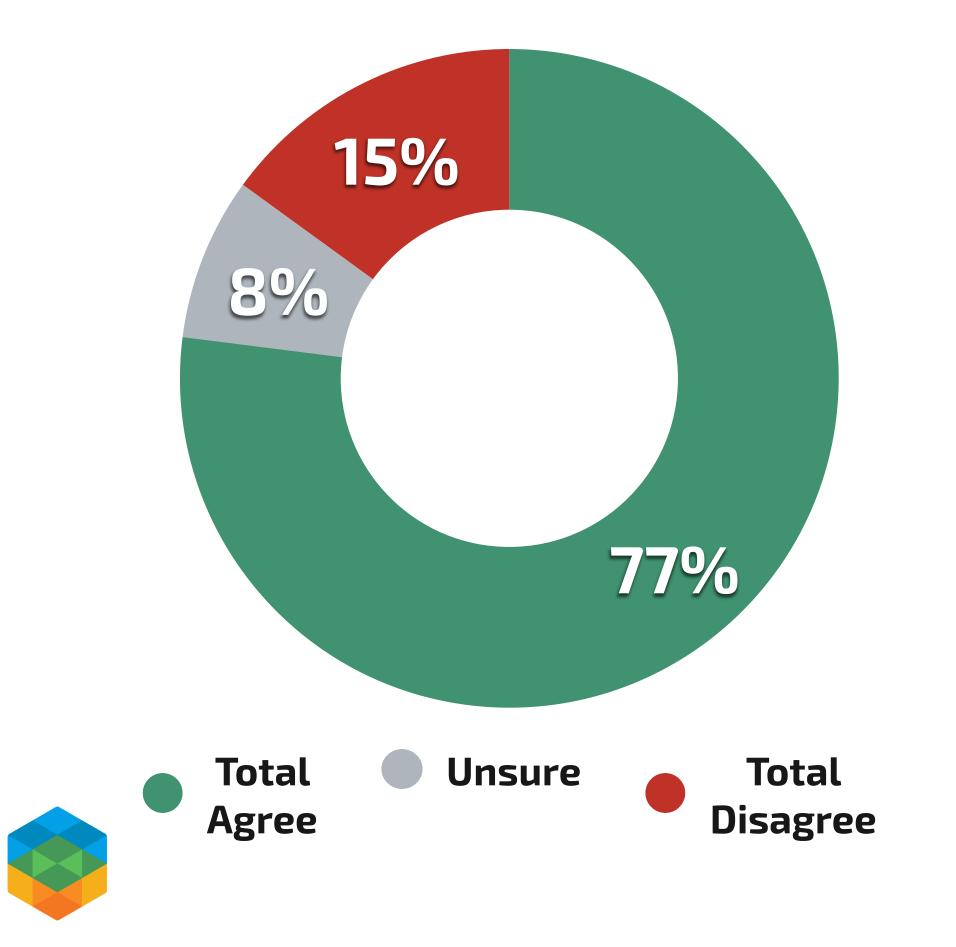


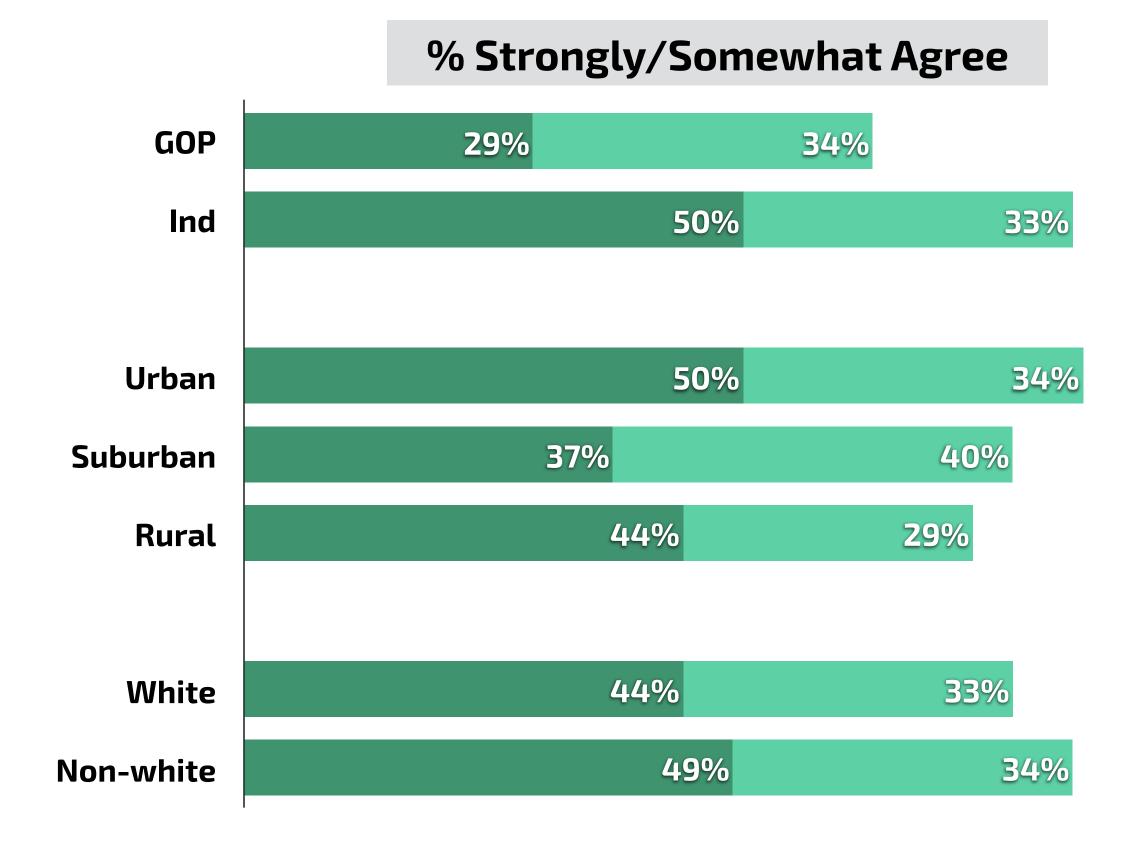
| | | NET |
|-------------------|----------------------------|-----|
| 52% | 32% <mark>4% 5%</mark> | +74 |
| 50% | 33% 5% 3% | +74 |
| % | <mark>41%</mark> | +71 |
| | 49% 2% 8% | +68 |
| | 43% 6% | +63 |
| 44% | 32% 5% 8% | +63 |
| 9% | 31% 5% 2 % | +63 |
| | 44% 7% 7 % | +61 |
| 50% | 23% 10% | +61 |
| 39% | 14% 8% | +41 |
| Somewhat disagree | Strongly disagree 📃 Unsure | |



Drinking water message strongest with Independent voters

Q. Please indicate whether you agree or disagree with the following statement. -Nearly 17% of Americans-mostly in rural areas-rely on private wells for drinking water. Floodwaters can seep animal and human waste, dirt, and other contaminants into untested wells, exposing users to health risks, from bacteria and viruses to chemicals and lead. Policies that protect drinking water from flooding would improve public health.

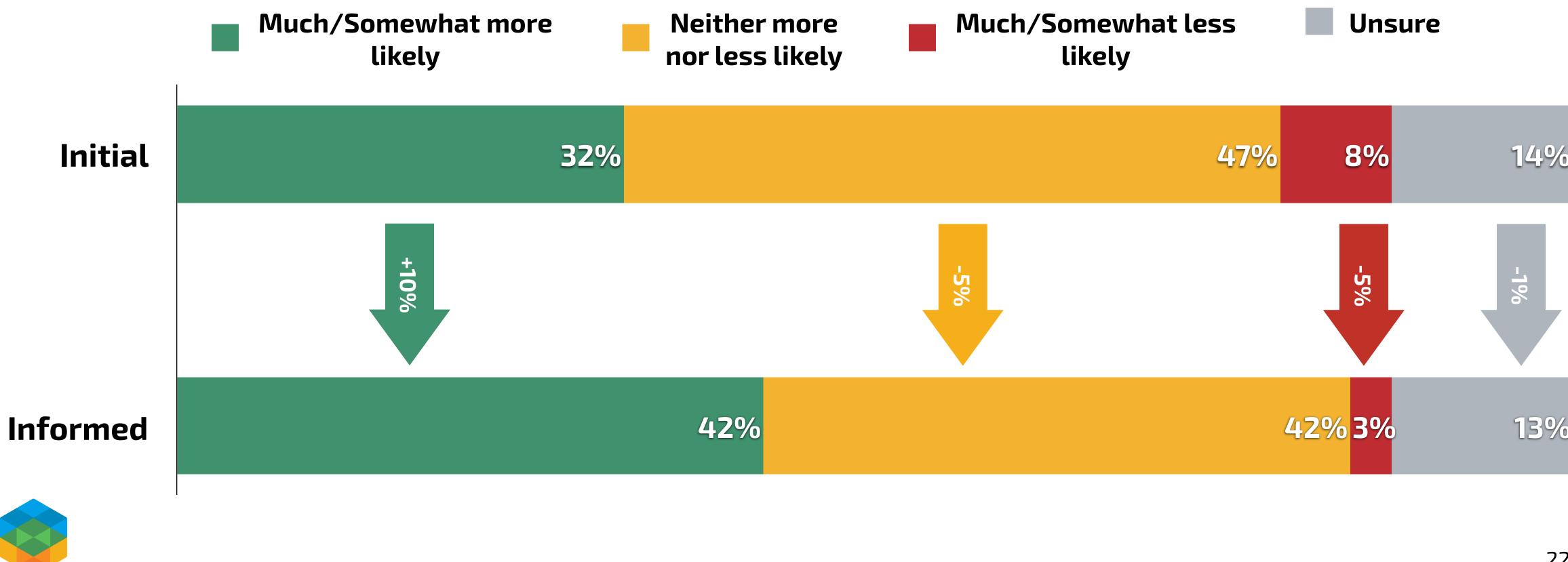






Share saying they are more likely to support a candidate who backs flooding solutions increases 10 points after messaging

Q. Knowing what you now know, if a candidate supported comprehensive policies to address flooding, would this make you more likely or less likely to support them? If you think you are neither more nor less likely to support, just say so.



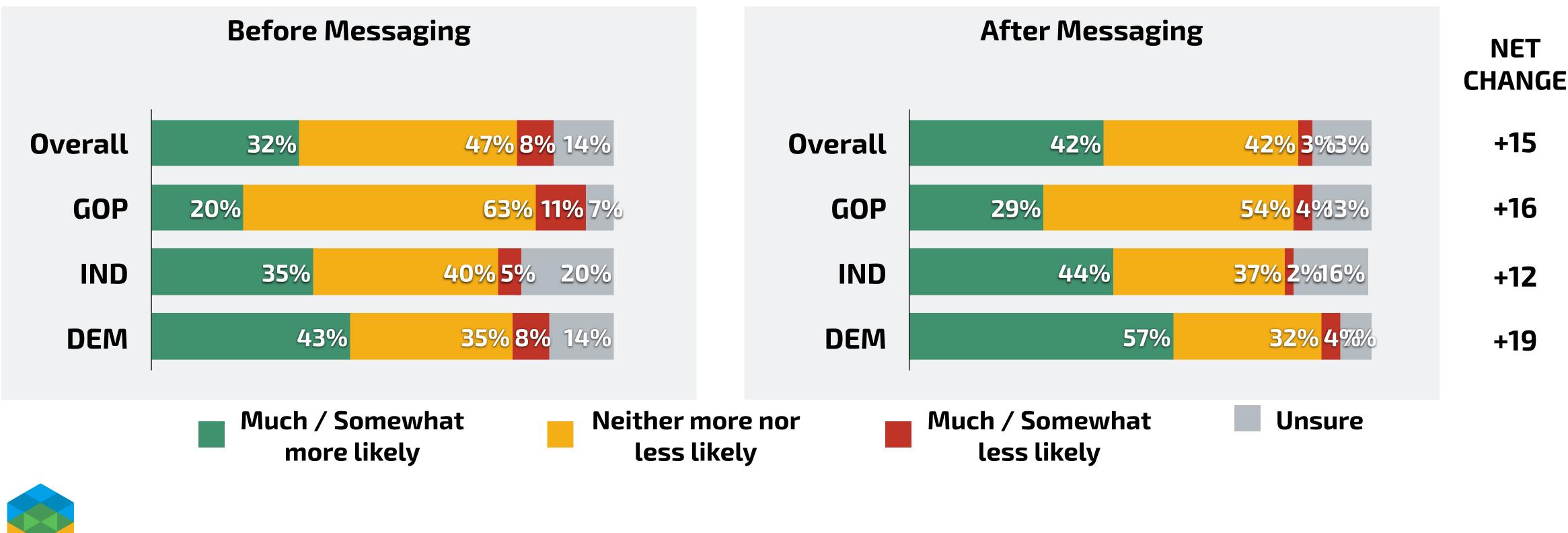






Messaging grows support for political leaders who support flooding solutions across party responses

Q. Knowing what you now know, if a candidate supported comprehensive policies to address flooding, would this make you more likely or less likely to support them? If you think you are neither more nor less likely to support, just say so.







Messaging about farmland is most likely to cause voters to switch and say flooding policies make them more likely to support a candidate. Voters who <u>switched from being unsure or less likely to more likely to support a candidate</u> who addresses flooding agreed the most with the following messages:

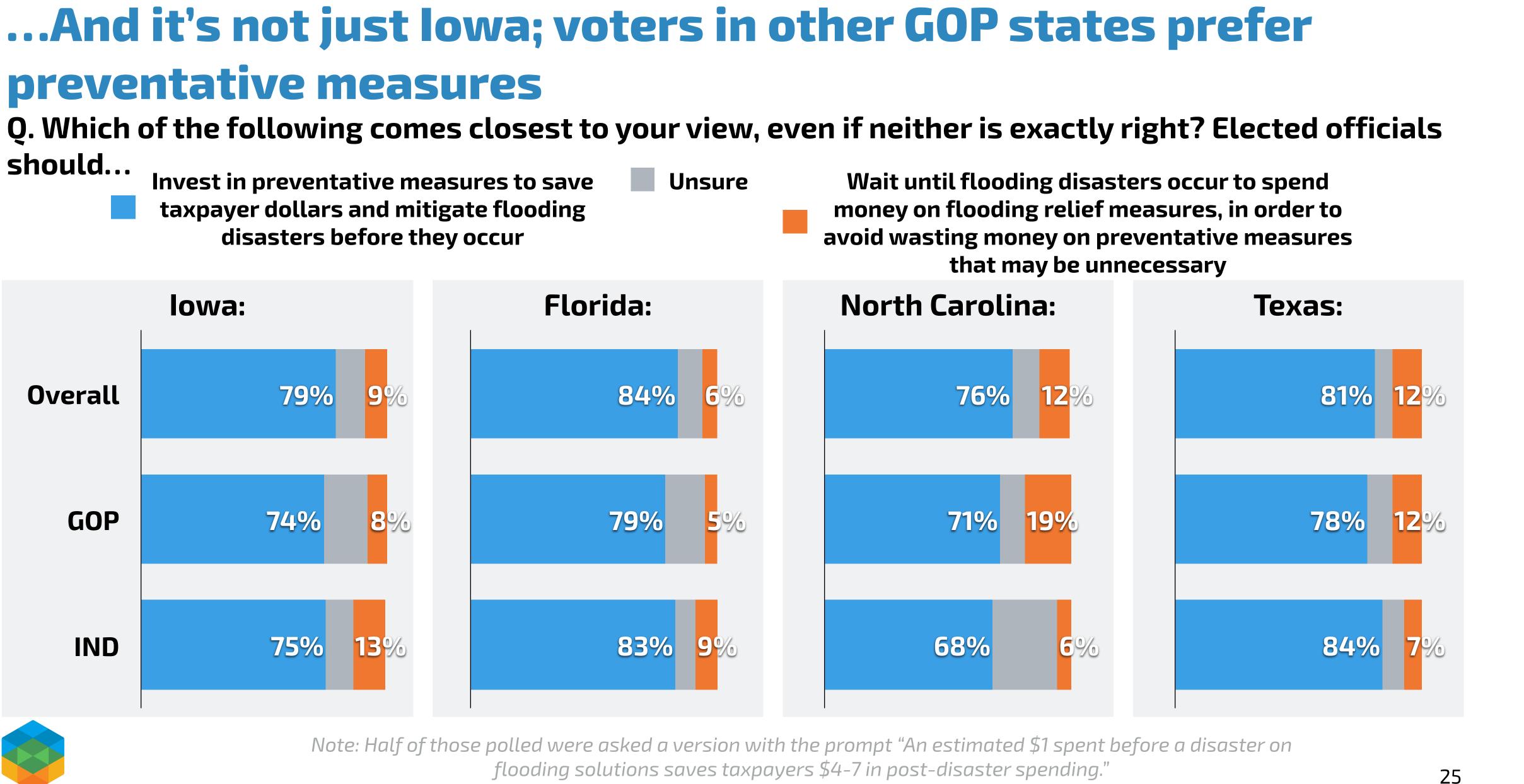
PROTECT FARMLAND: Flooding accelerates erosion, harms soil health, and pollutes water. Elected officials 1st should prioritize agricultural policies that empower farmers to protect farmland and reduce flooding.

2nd

<u>COSTLIEST</u>: Although flooding is the costliest natural disaster in America with just one inch of rain causing, on average, \$25,000 of damages to the average home, communities with proper planning are better able to respond and recover from disaster. Elected officials should advance proactive flooding solutions before disaster strikes.

IOWA ECONOMY: As a state with one of the highest concentrations of agricultural employment in America, Iowa's economy is particularly vulnerable to the effects of flooding since flooding in the state causes an average of \$230 million in crop losses every year. Elected officials should advance flooding solutions such as investing in flood protection







Iowa Political Environment

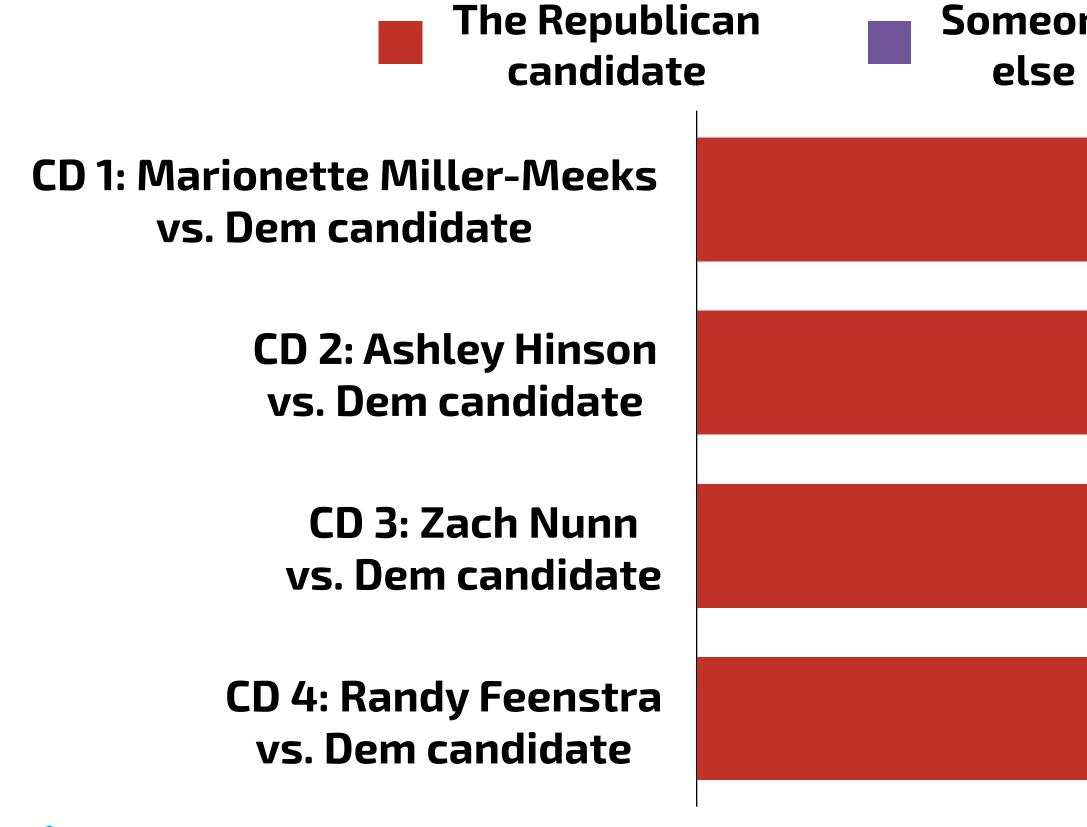






Republicans hold an advantage across these districts

Q. For which candidate would you vote in the 2024 congressional election? [Asked based on which congressional district election respondent can vote in]



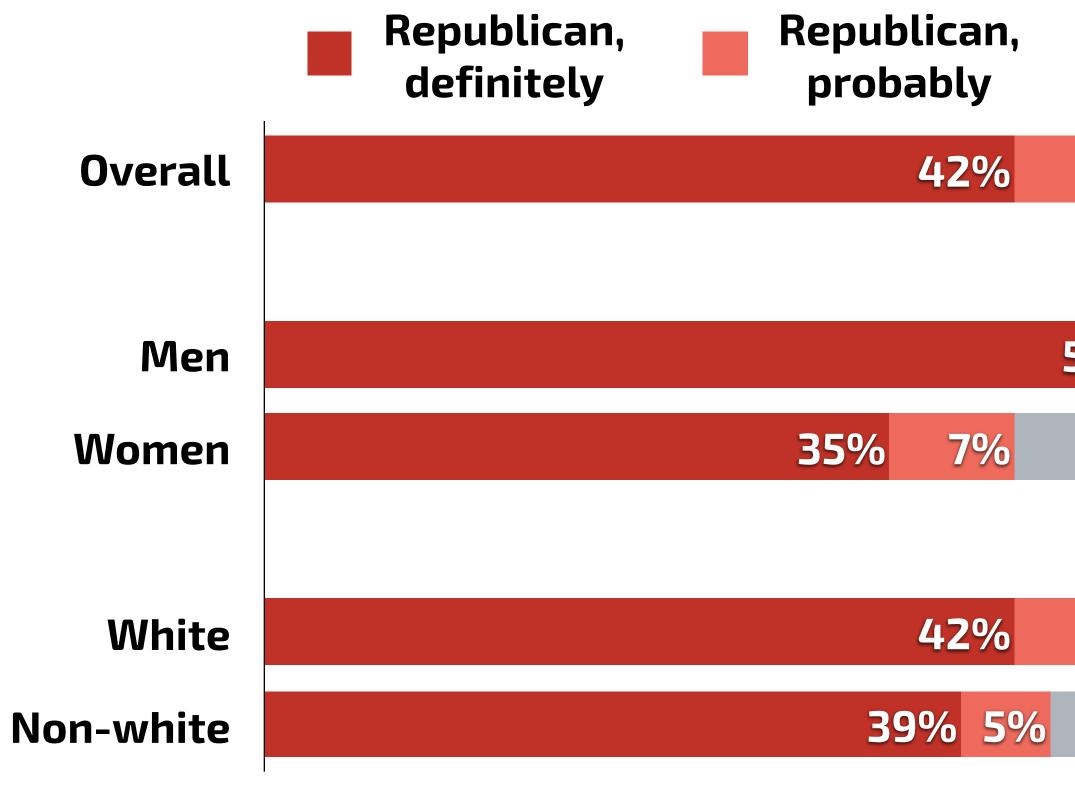


| NET | | The Democra candidate | | Jnsure | U | ne |
|-------------|-----|--------------------------|-----|--------|------------|-----|
| R+3 | 38% | | 16% | % | 1% 6% | 41 |
| R+4 | 36% | | 17% | 6 | % 7% | 40 |
| R+1 | 37% | | 11% | 14% | 6 1 | 38% |
| R+20 | 25% | 26% | | 4% | 45% | |



Generic Republican candidate leads +17 on presidential ballot in Iowa

Q. If the 2024 presidential election were being held today, would you vote for [ROTATE: the Republican candidate/Joe Biden] or [ROTATE: Joe Biden/the Republican candidate?]





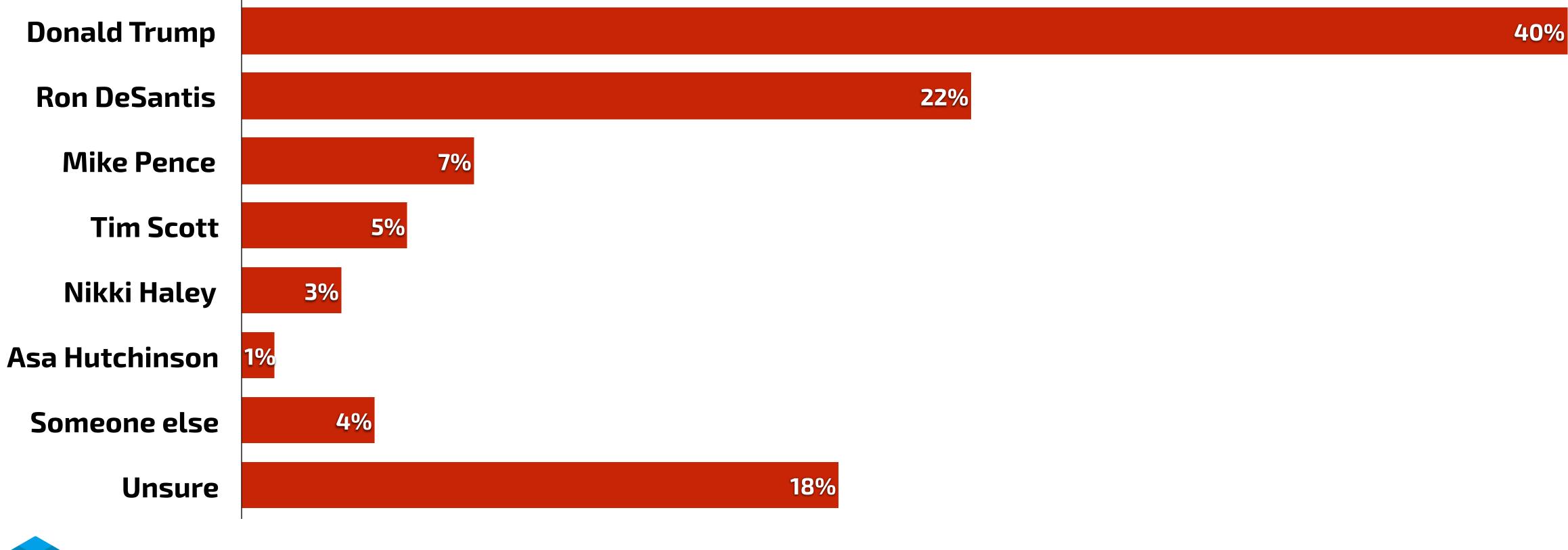
| NET | Joe Biden, definitely | - | Joe Bid probał | e | Unsur |
|---------------|--------------------------|----|-------------------|-----|-------|
| R+17 | 27% | | 9% | 12% | 10% |
| R+38 | 19% | 7% | 10% | 14% | 50% |
| EVEN | 32% | | | 11% | 14% |
| R+19 | 25% | | 9% | 13% | 11% |
| Biden+ | 36% | | | 11% | 10% |





Donald Trump leads the 2024 GOP Primary in Iowa at 40%

GOP Voters]





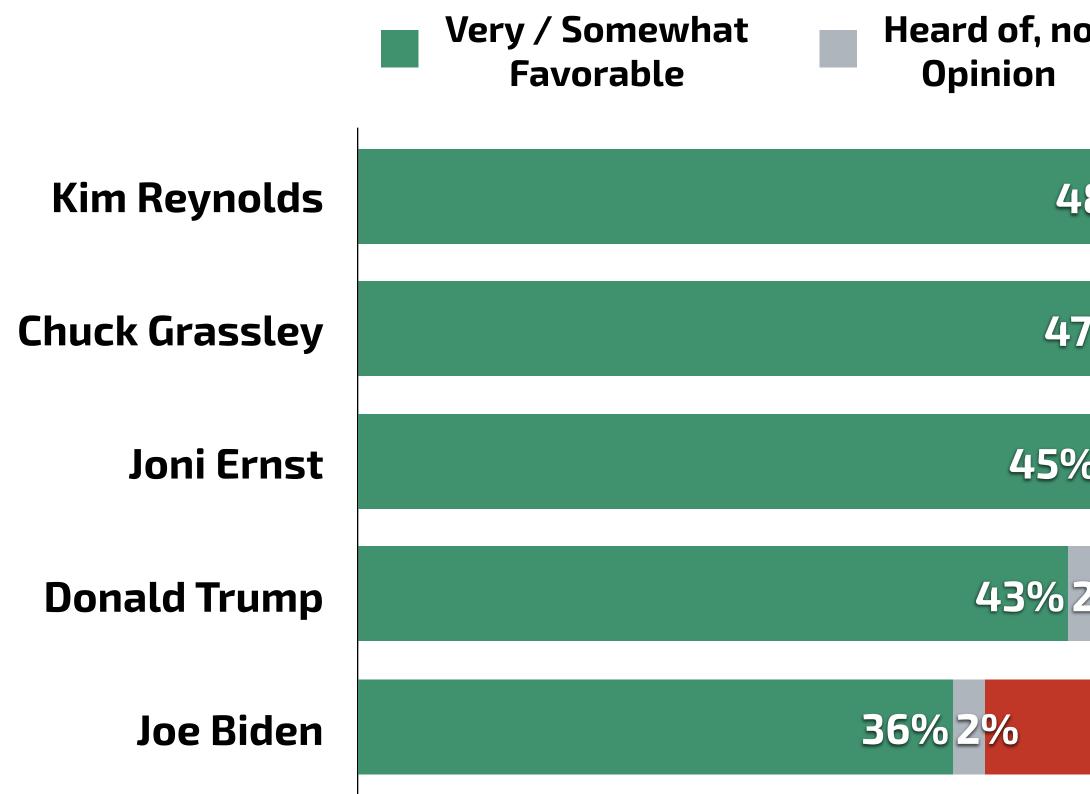
Q. If the Republican presidential primary were being held today, for whom would you vote? [Among





Governor Reynolds leads in favorability among those polled

lately? If you haven't heard of this person, just say so.





Q. Do you have a favorable or unfavorable view of the following individuals who have been in the news

| 0 | Refused/Never Heard Of | Very / Somewhat Unfavorable | NET |
|------------|---------------------------|--------------------------------|-----|
| 18% | 4%3% | 46% | +2 |
| 7% | 8% 2% | 43% | +5 |
| 6 | 8% 4% | 43% | +2 |
| 2% | 6 | 54% | -11 |
| | | 62% | -26 |





Methodology





Methodology

Echelon Insights conducted a survey on behalf of American Flood Coalition Action fielded from June 8-12, 2023 in English among a sample of 500 registered voters in Iowa using probability sampling. Thirty-three percent of respondents were interviewed via live caller on landline and the remaining 67% were contacted via text message to complete the survey online.

The sample was weighted to population benchmarks for registered voters in the 2024 Likely Electorate in Iowa state on gender, age, race/ethnicity, education, region, party, turnout probability, and 2020 vote. All benchmarks for the 2024 Likely Electorate in Iowa were adjusted for turnout estimates based on a probabilistic model of the likely 2024 electorate derived from the L2 voter file.

Estimates for gender, age, region, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is ± 5.6 percentage points.

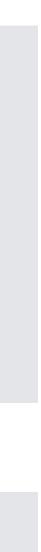


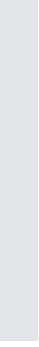
Survey Demographics

| GENDER | AGE | RACE | EDUCATION |
|---|---|--|---|
| 47% Male 52% Female | 13% 18-29 15% 30-39 16% 40-49 27% 50-64 29% 65+ | 91% White 4% Black 3% Hispanic/Latino 1% Asian 1% Native American *% Something else | 35% High School or less 20% Some college 12% Associate's Degree 23% Bachelor's Degree 10% Graduate Degree |
| IDEOLOGY | P | ARTY | PARTY+LEAN |
| 50% Conservative 21% Moderate 25% Liberal | 2 3 | 5% Republican 5% Independent 5% Democrat % Something else | 47% Republican+Lean 16% Pure Independent 37% Democratic+Lean |
| | | | |













ECHELON INSIGHTS

