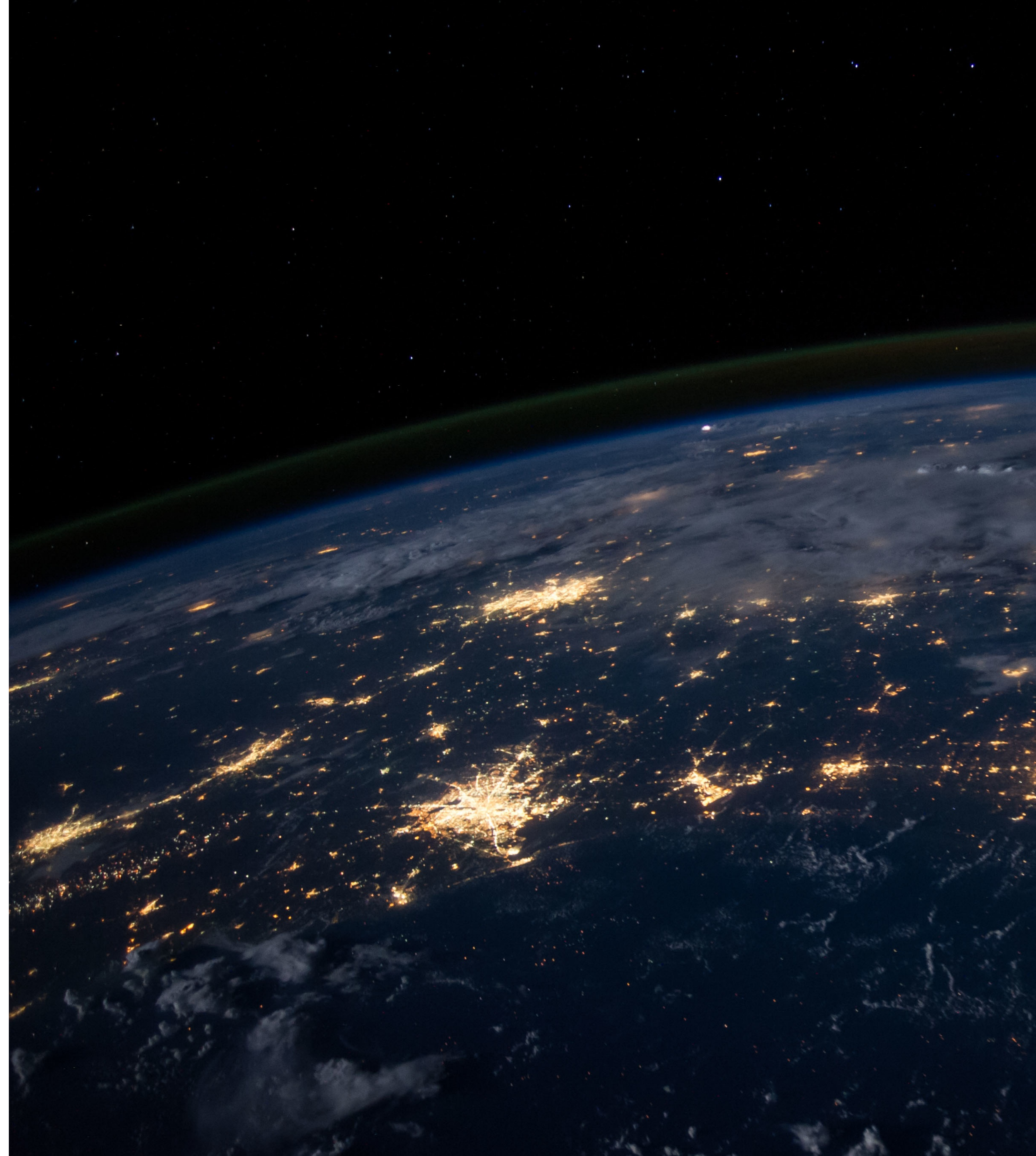




American Flood Coalition Action Iowa Survey

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



Key Findings

- **Flooding is an issue that Iowa 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, large majorities think the issue needs to be prioritized.
- **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 of key proposals and messages on flooding.
- **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.

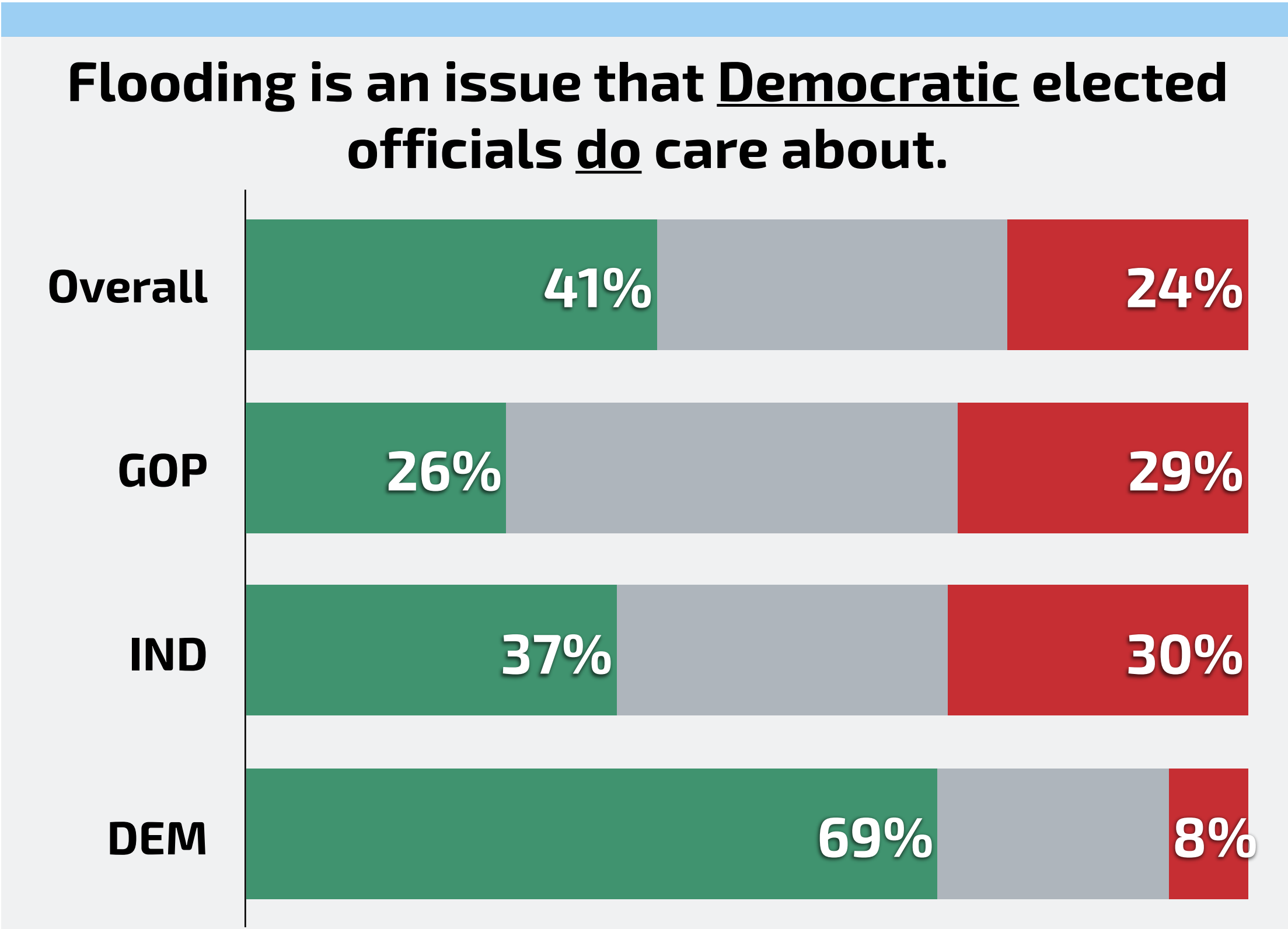
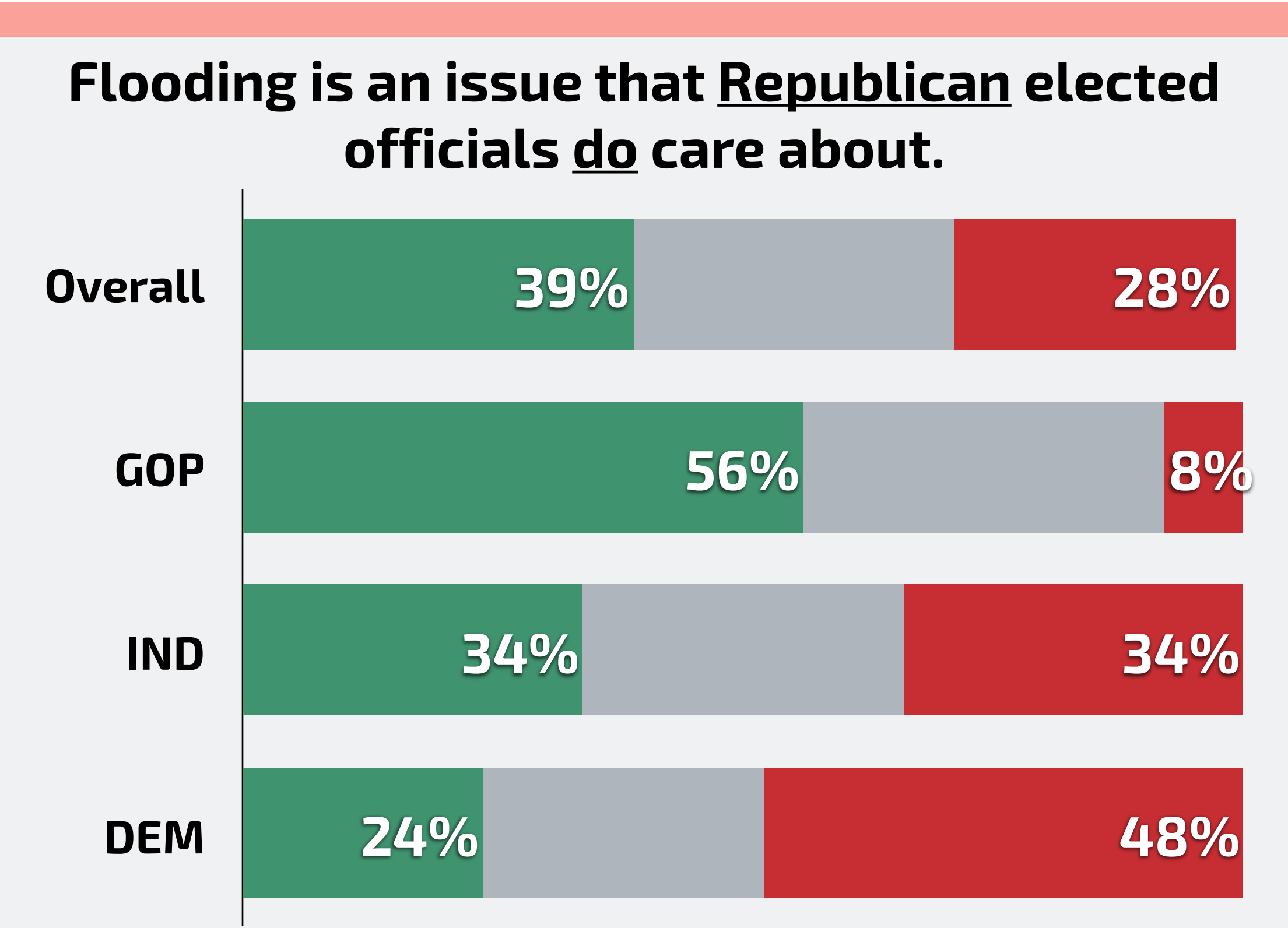


Is Flooding A Problem Policymakers Should Address?



Only 4 in 10 Iowa voters say that elected officials in both parties do care about flooding...

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



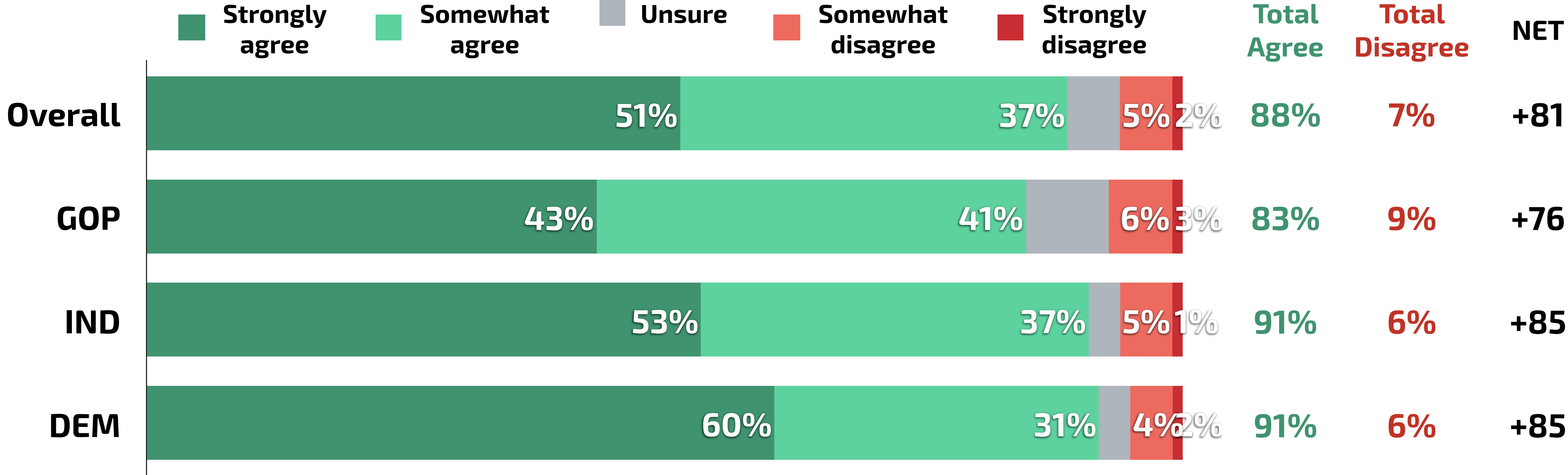
■ Strongly/Somewhat Agree
 ■ Unsure
 ■ Strongly/Somewhat Disagree



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

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

Flooding is an issue that elected officials should care about.



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

**SHOULD care
about**

88%

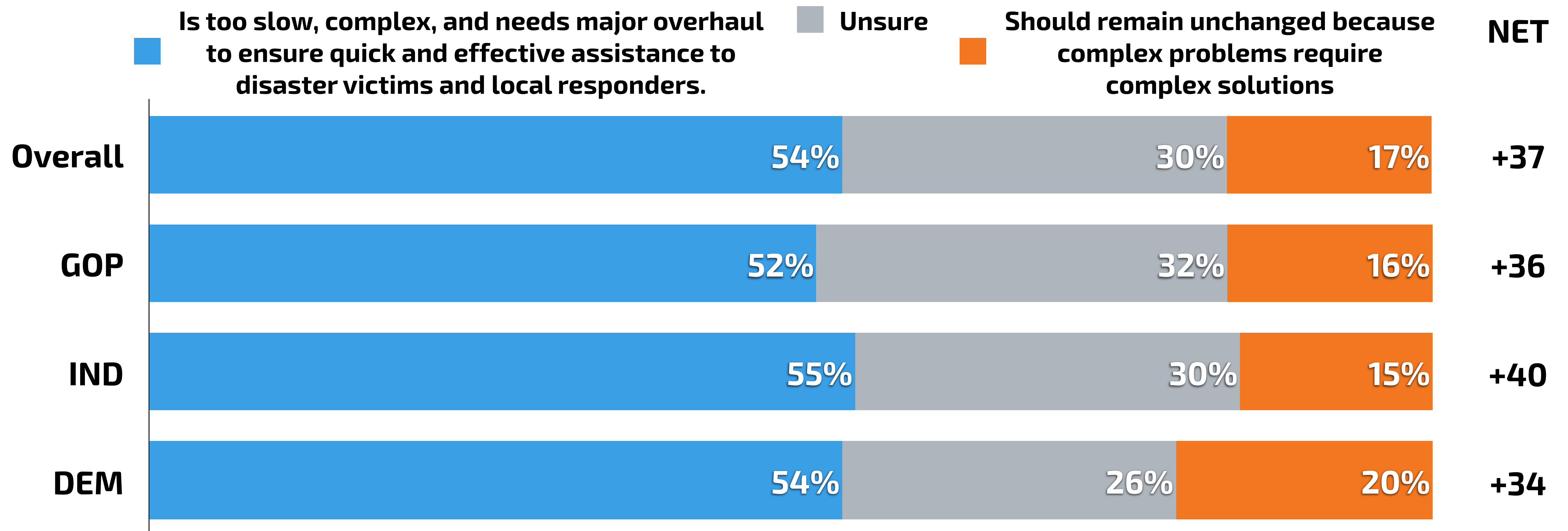
**DO care
about**

40%



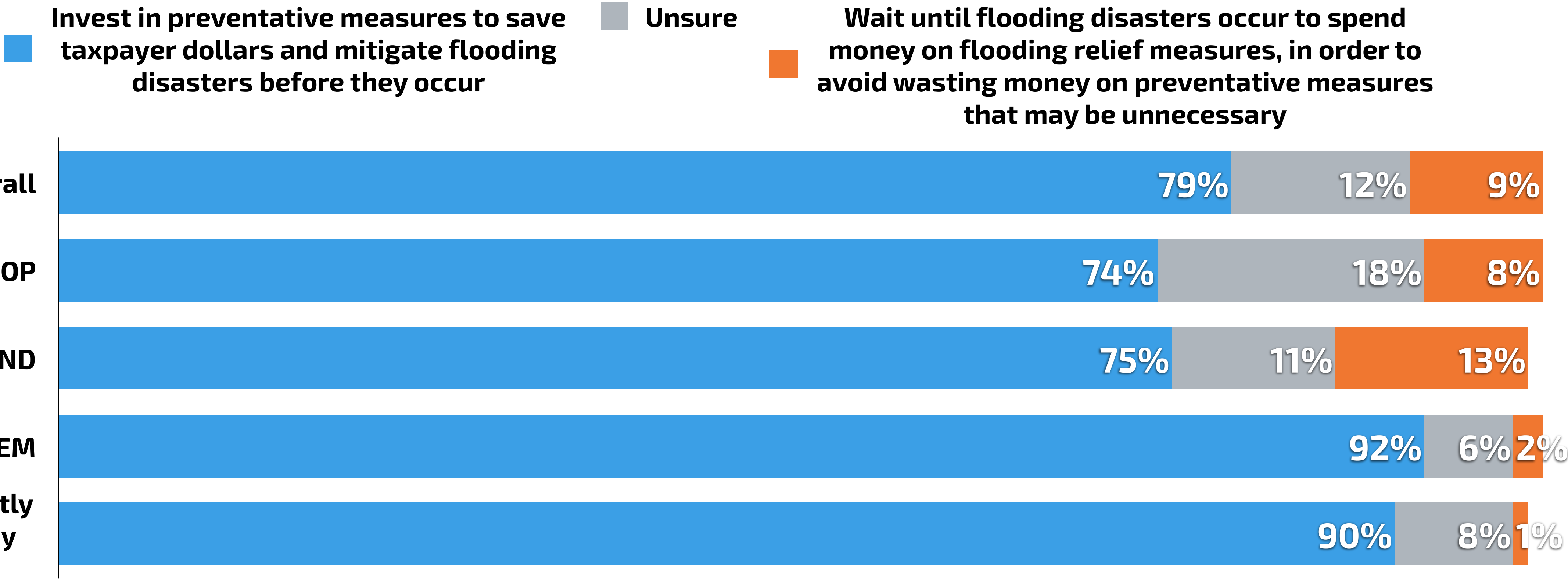
Bipartisan support for overhauling disaster relief programs to become more effective

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



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...



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.

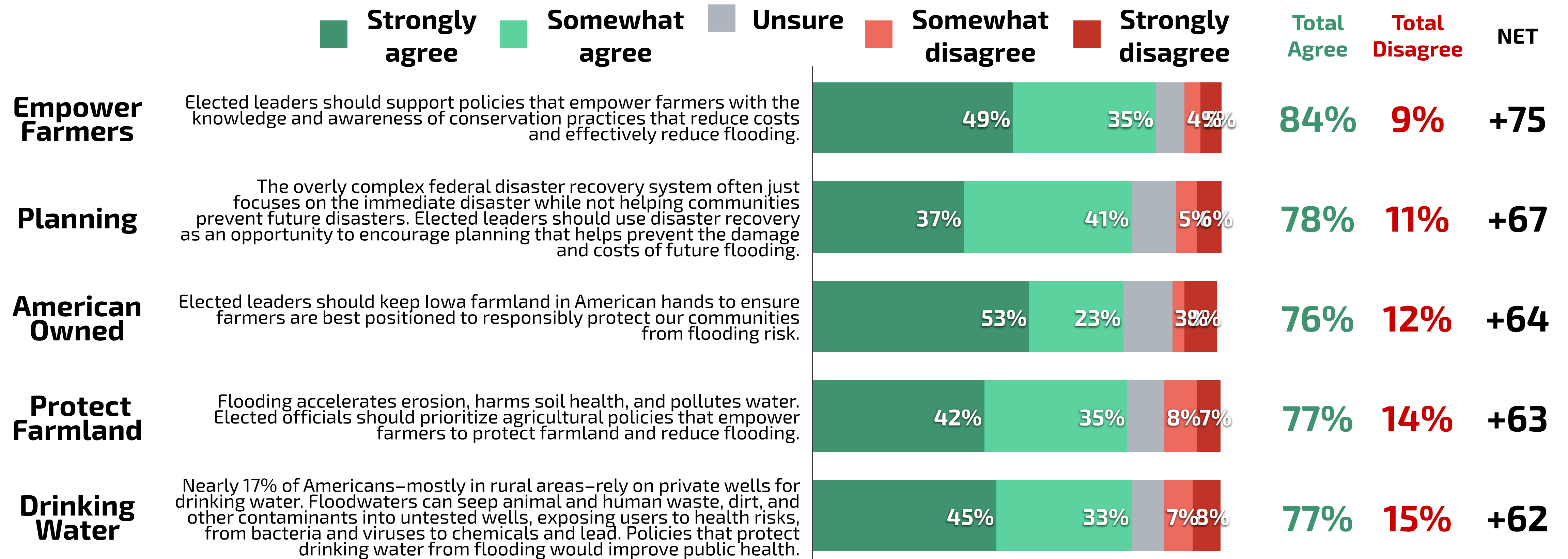


Voter Response to Flooding Messaging



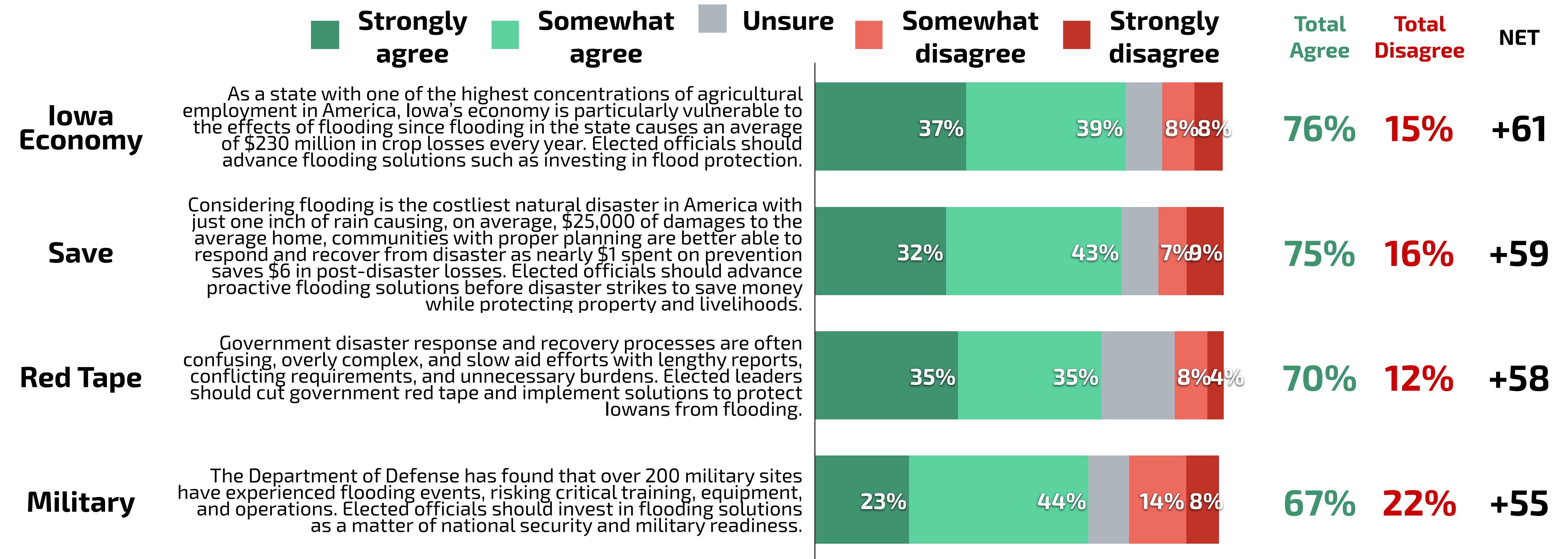
Over 3 in 4 agree with messages about safeguarding farms by reducing flooding risk

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



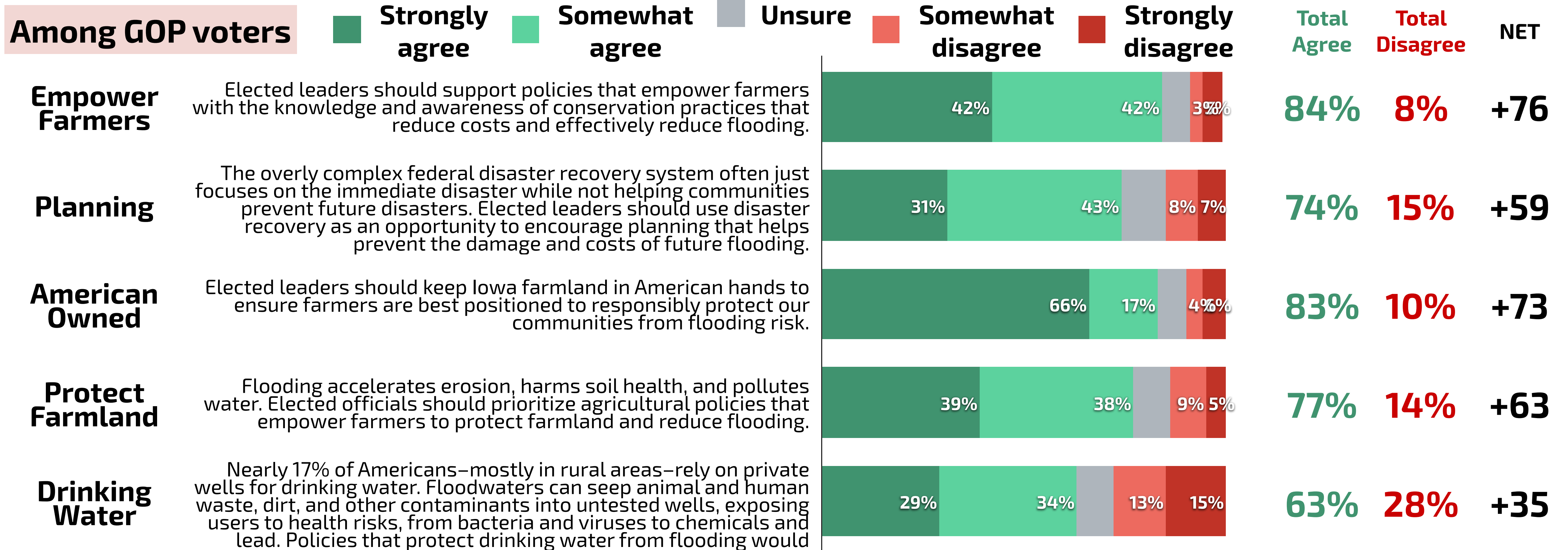
Nearly 7 in 10 lowans want elected officials to prioritize flooding solutions for economic, financial and security benefits

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



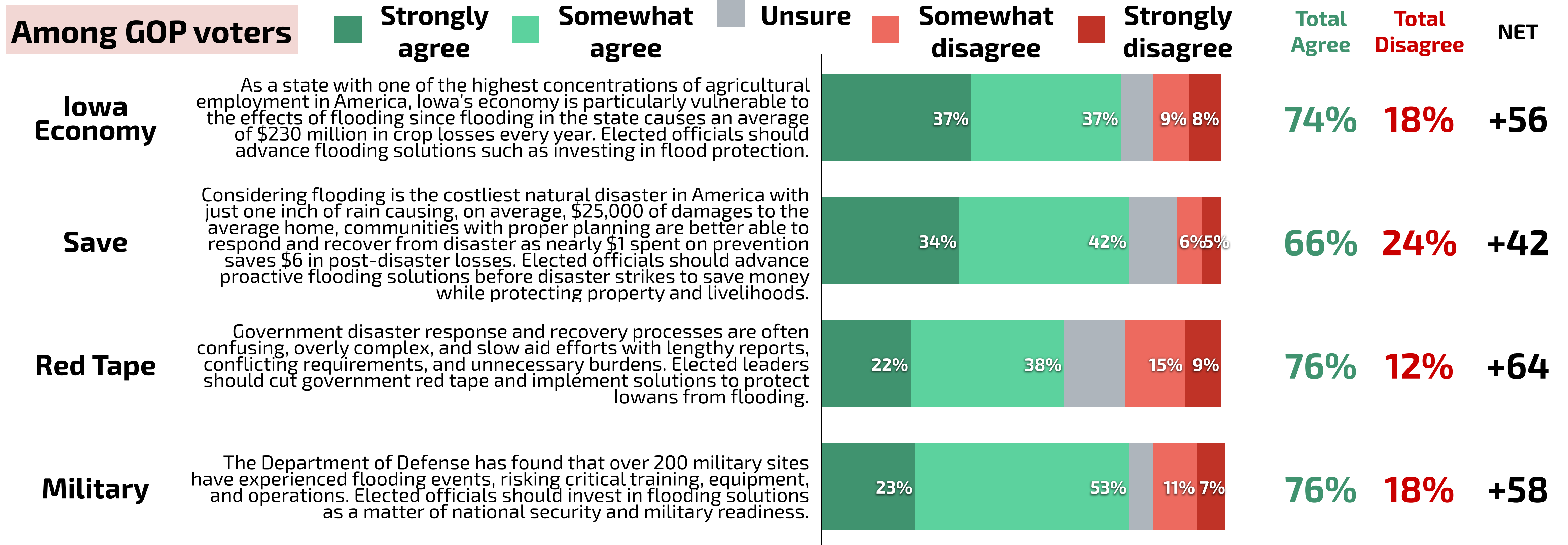
Majority of Republicans agree with all flood prevention statements

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



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.



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 farmers with the knowledge and awareness of conservation practices that reduce costs and effectively reduce flooding.

Planning

The overly complex federal disaster recovery system often just focuses on the immediate disaster while not helping communities prevent future disasters. Elected leaders should use disaster recovery as an opportunity to encourage planning that helps prevent the damage and costs of future flooding.

American Owned

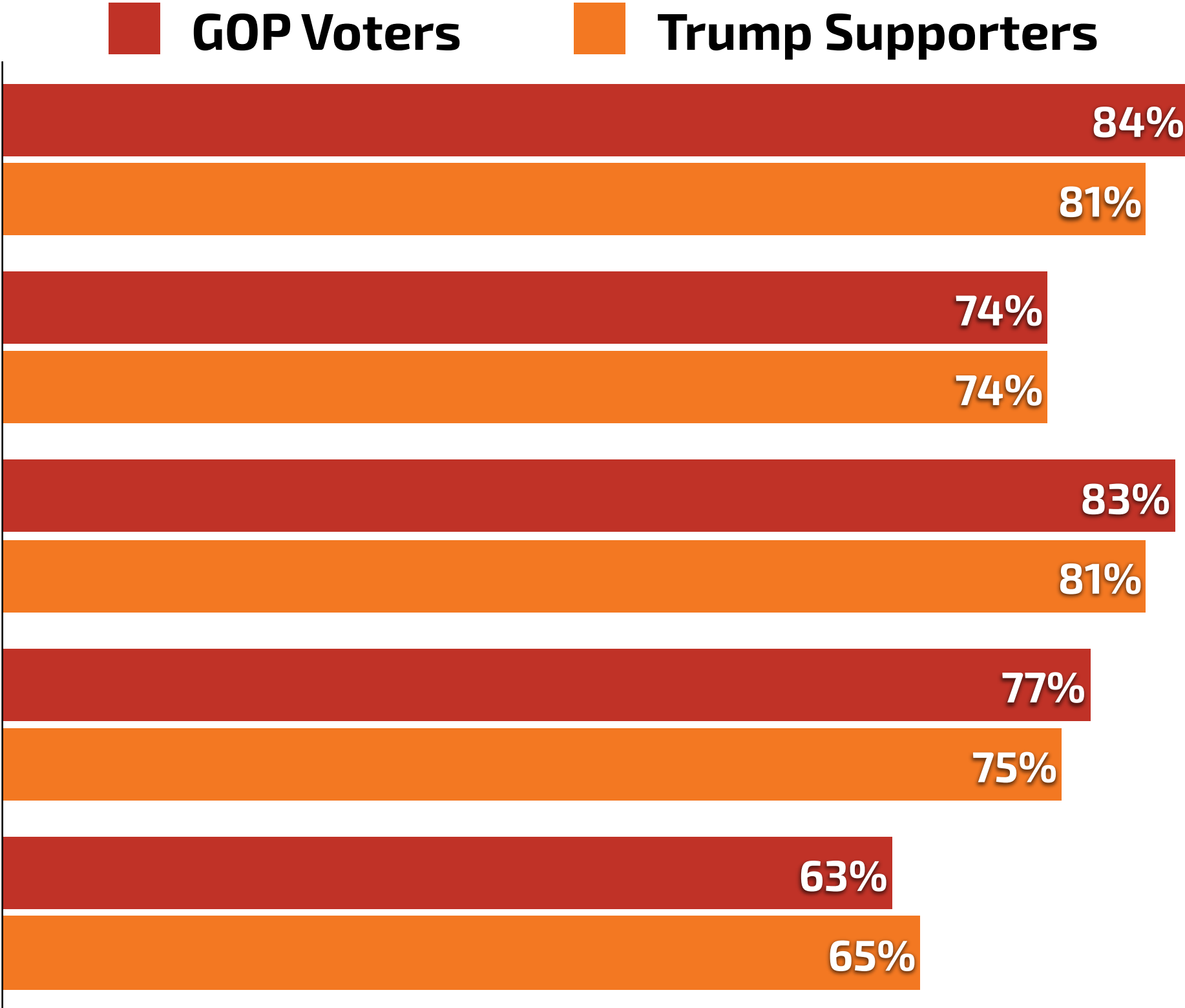
Elected leaders should keep Iowa farmland in American hands to ensure farmers are best positioned to responsibly protect our communities from flooding risk.

Protect Farmland

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

Drinking Water

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.



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]

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.

Save

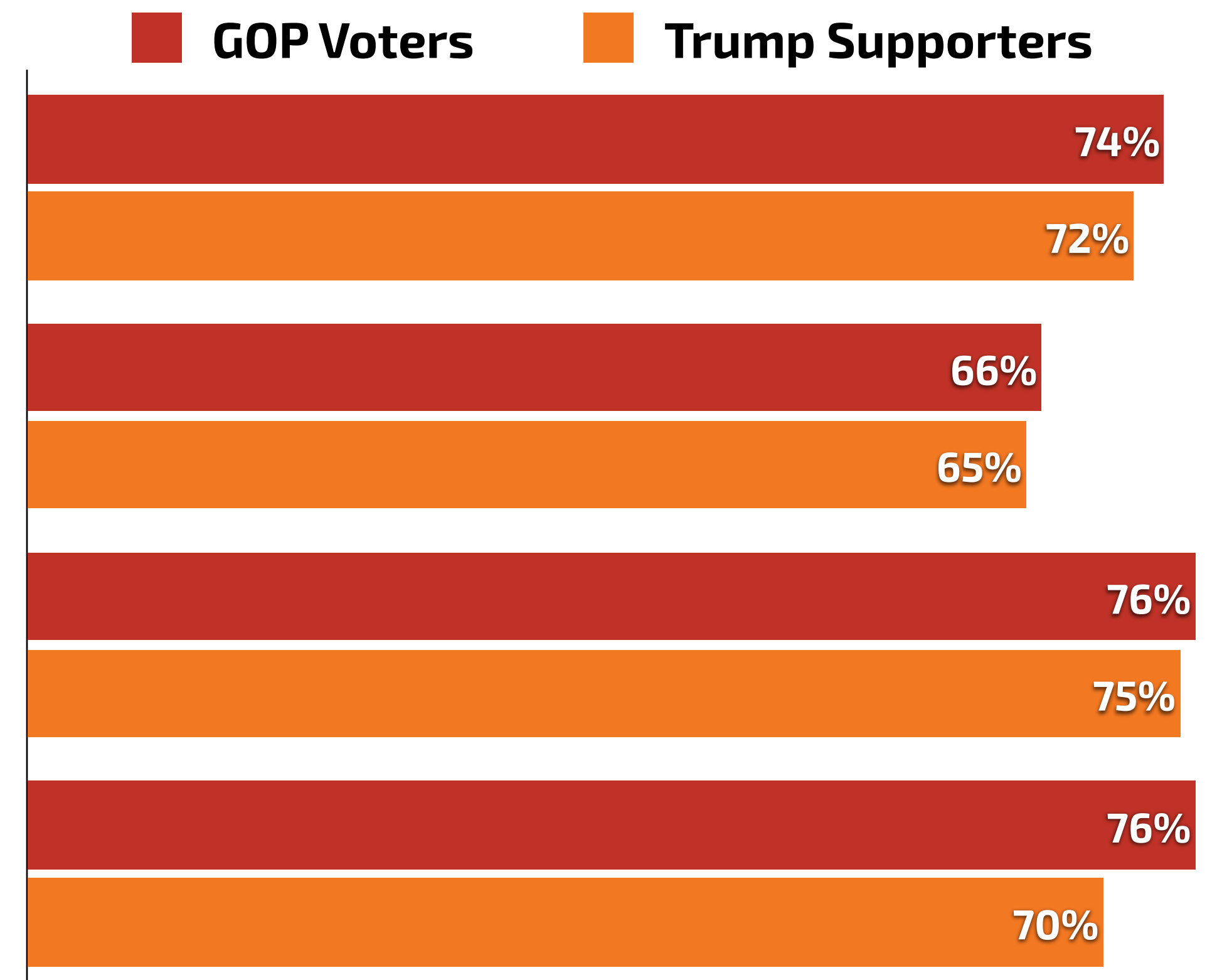
Considering flooding is the costliest natural disaster in America with just one inch of rain causing, on average, \$25,000 of damages to the average home, communities with proper planning are better able to respond and recover from disaster as nearly \$1 spent on prevention saves \$6 in post-disaster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

Red Tape

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 Iowans from flooding.

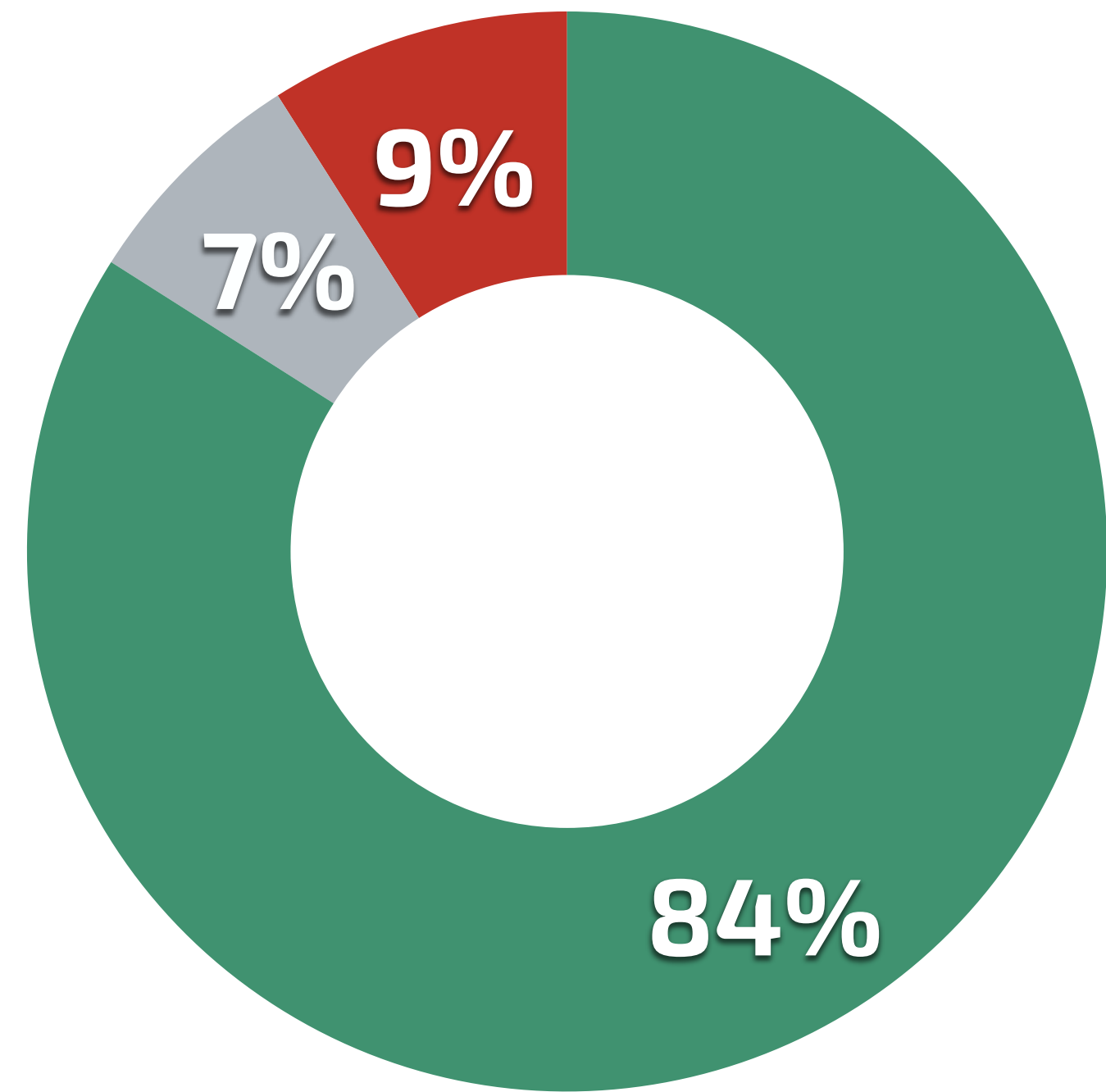
Military

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.

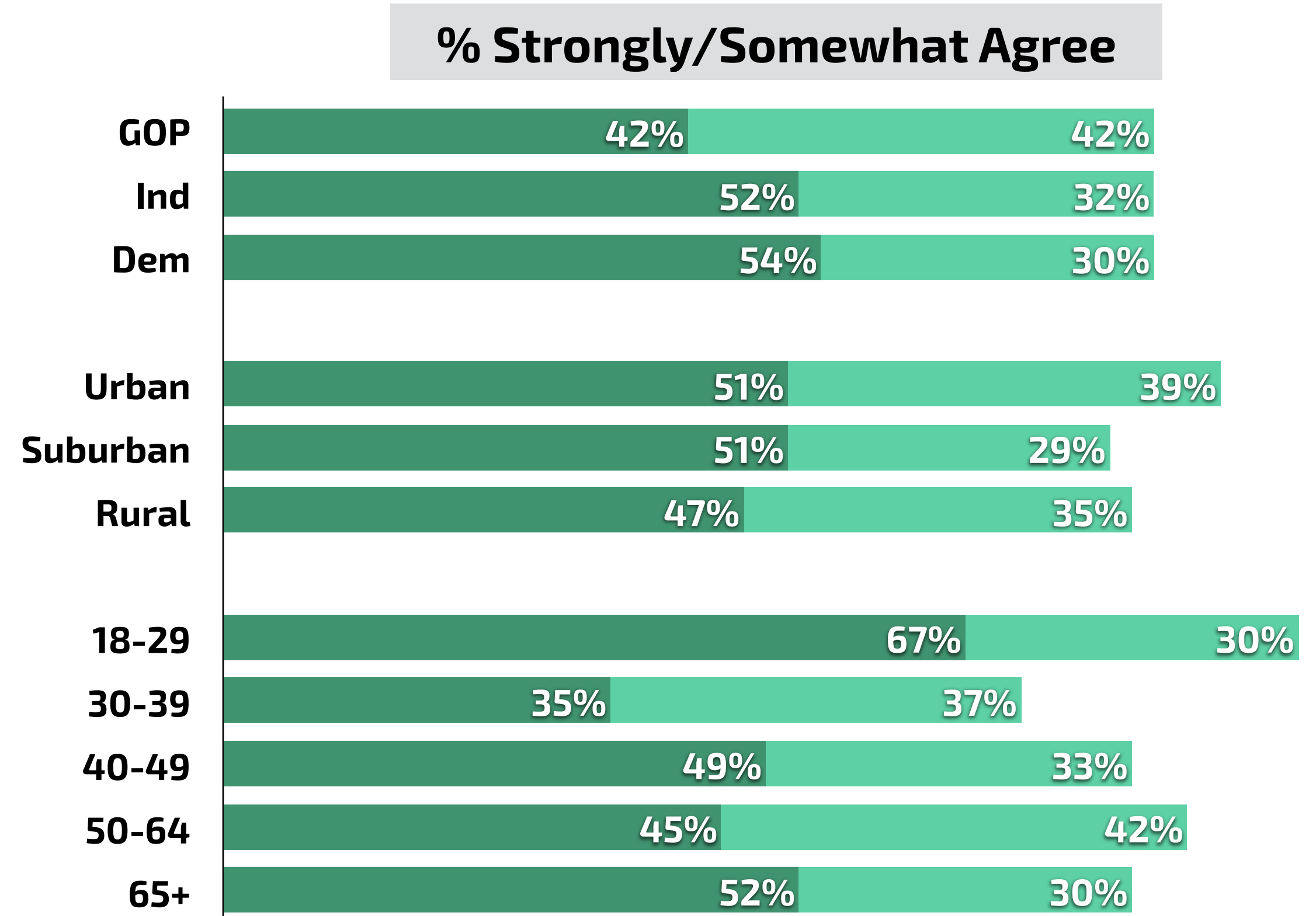


Empower farmers message yield strong agreement, particularly with 18-29 age group

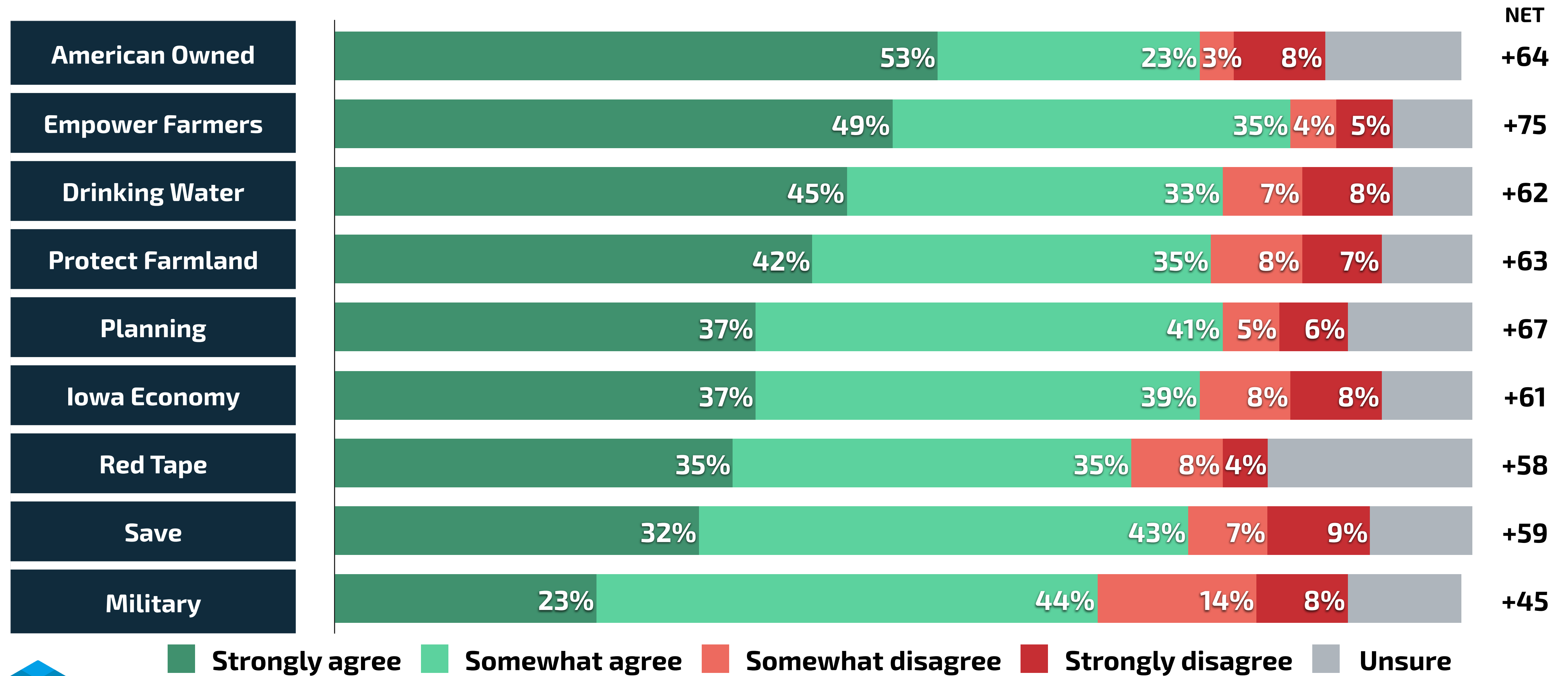
Q. Please indicate whether you agree or disagree with the following statement. -Elected leaders should support policies that empower farmers with the knowledge and awareness of conservation practices that reduce costs and effectively reduce flooding.



● Total Agree
 ● Unsure
 ● Total Disagree

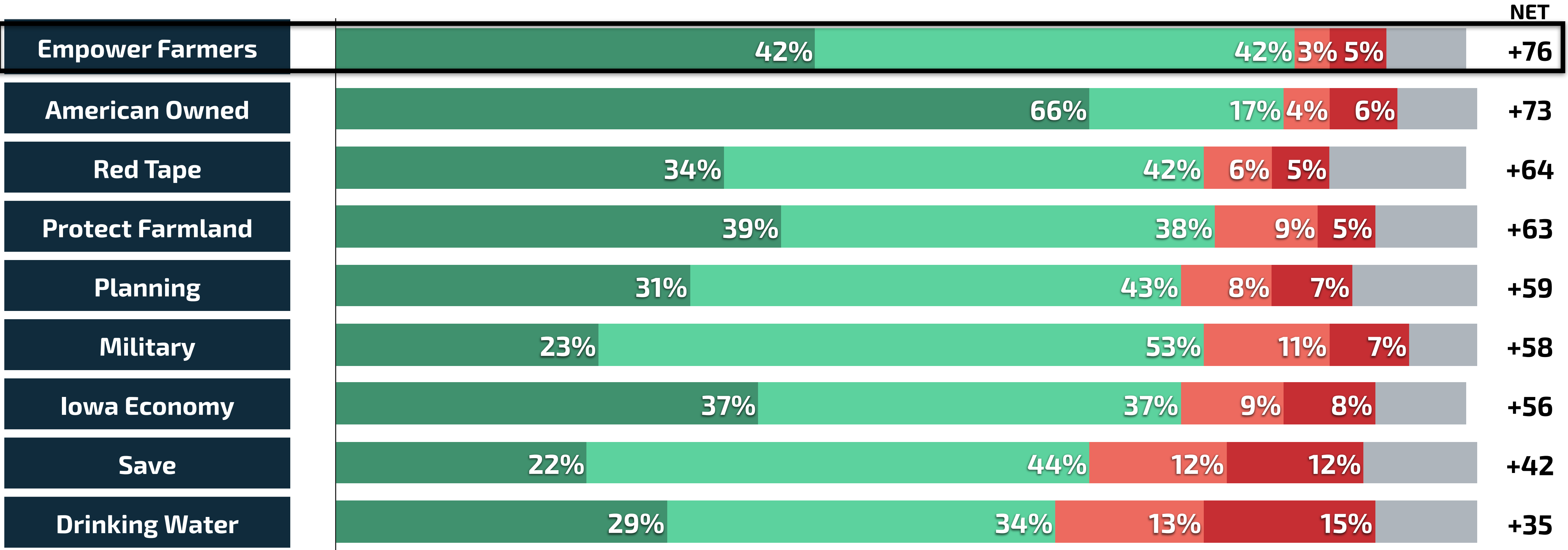


Every message tested elicits strong agreement...



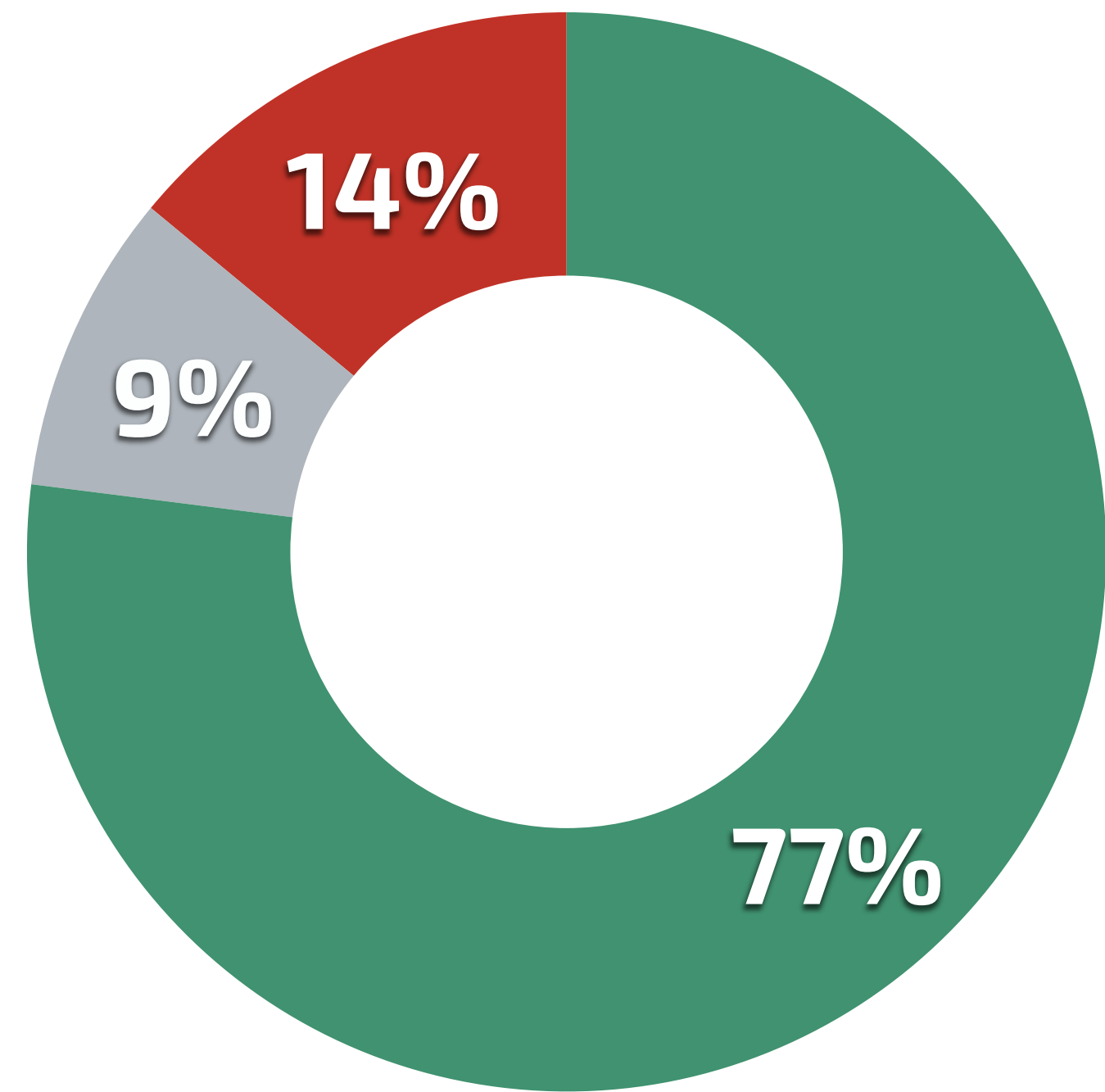
...including over three quarters of Iowa Republicans who agree with protecting farmland

RESPONSES OF REPUBLICAN VOTERS

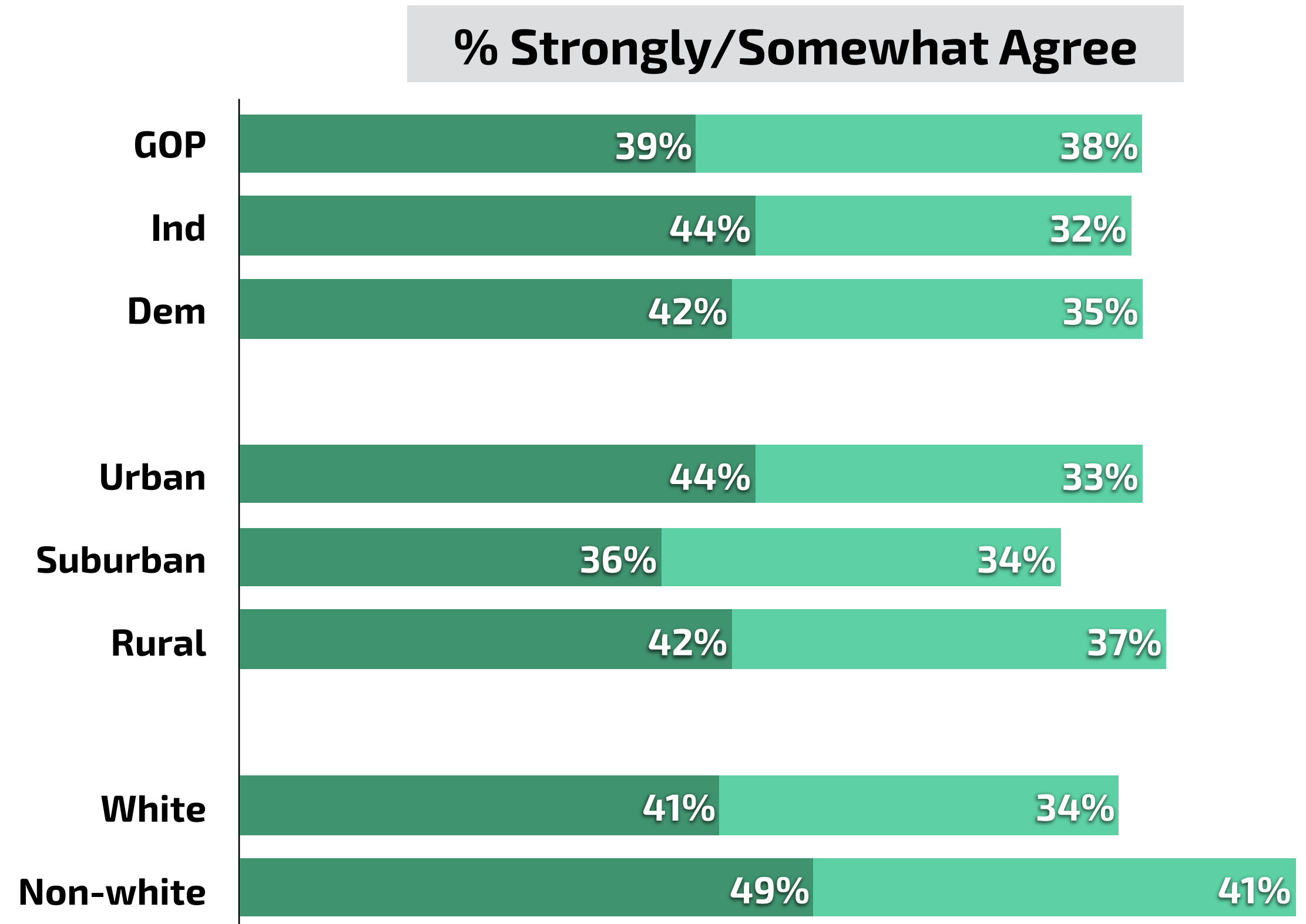


Lowans across both parties and Independents agree with protect farmland message

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.

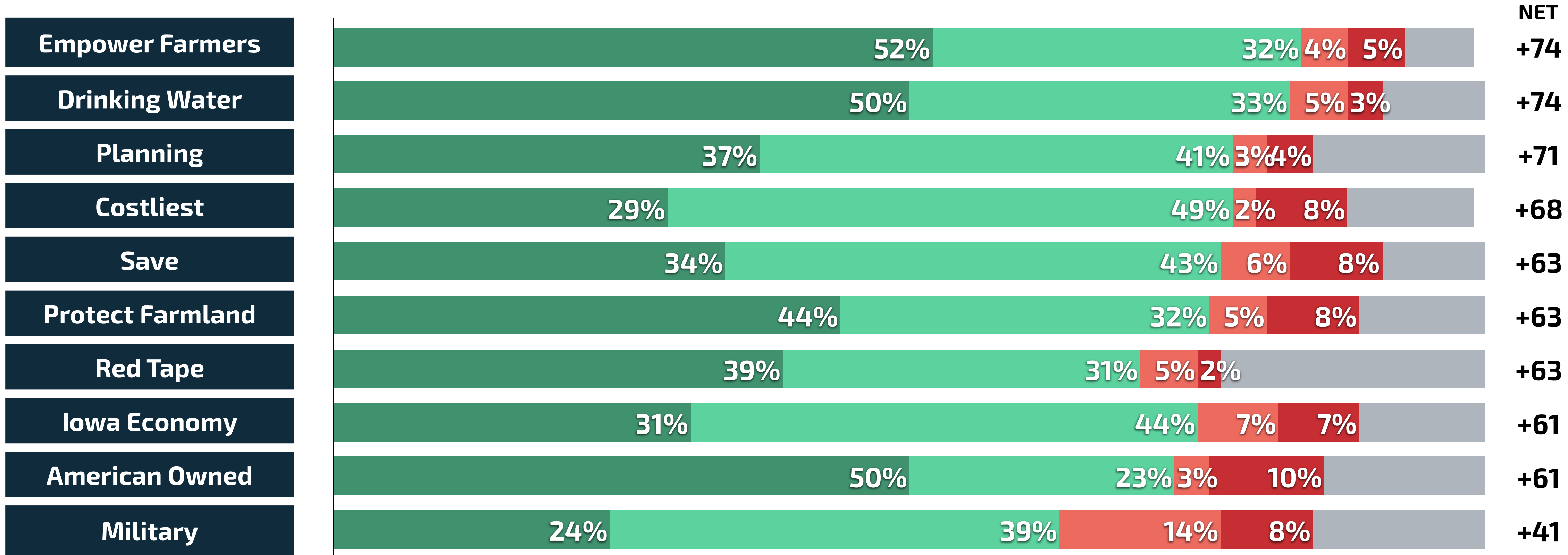


● Total Agree
 ● Unsure
 ● Total Disagree



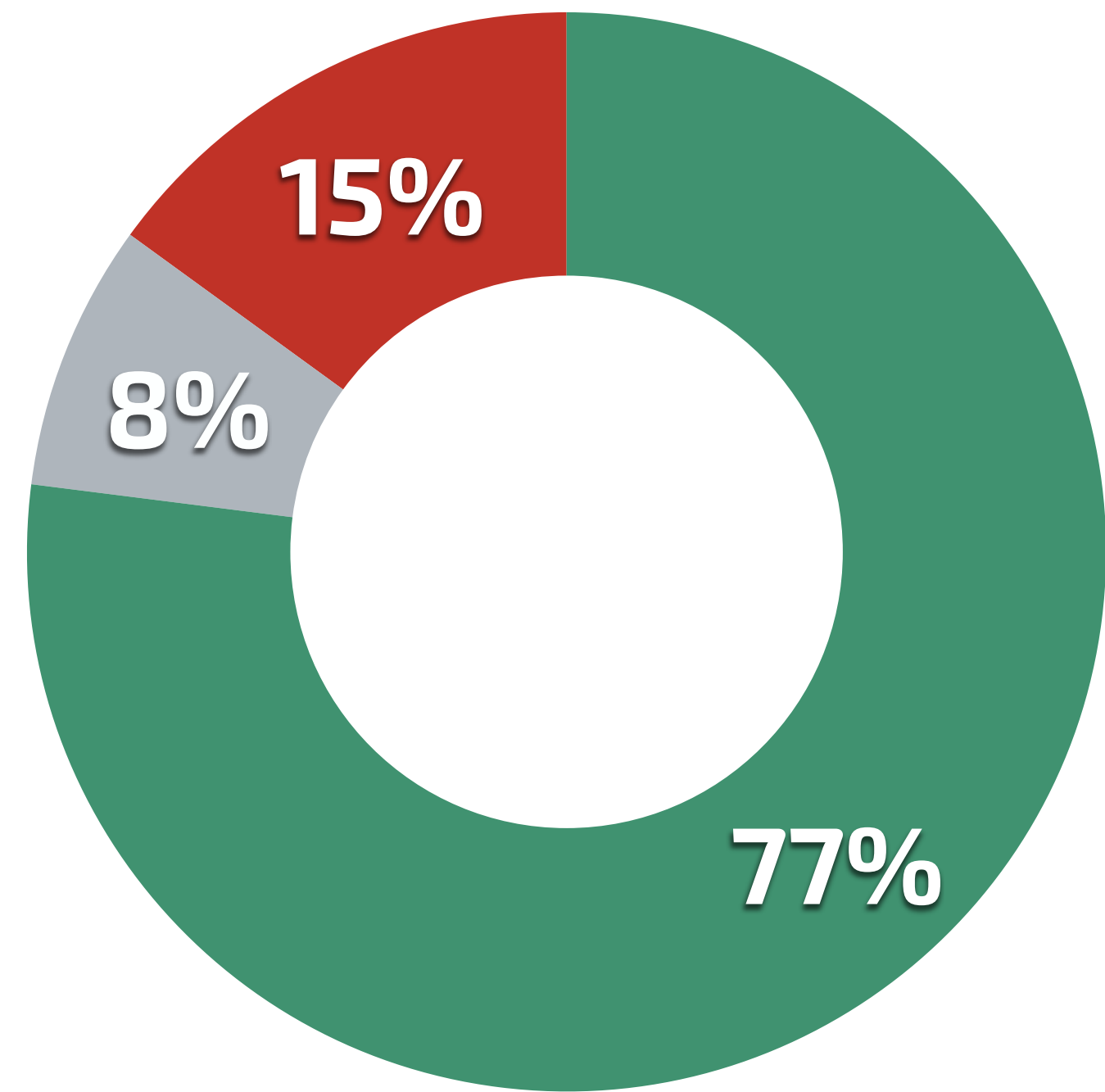
Independents agree with messaging on empower farmers, drinking water, and protecting farmland

RESPONSES OF INDEPENDENT VOTERS

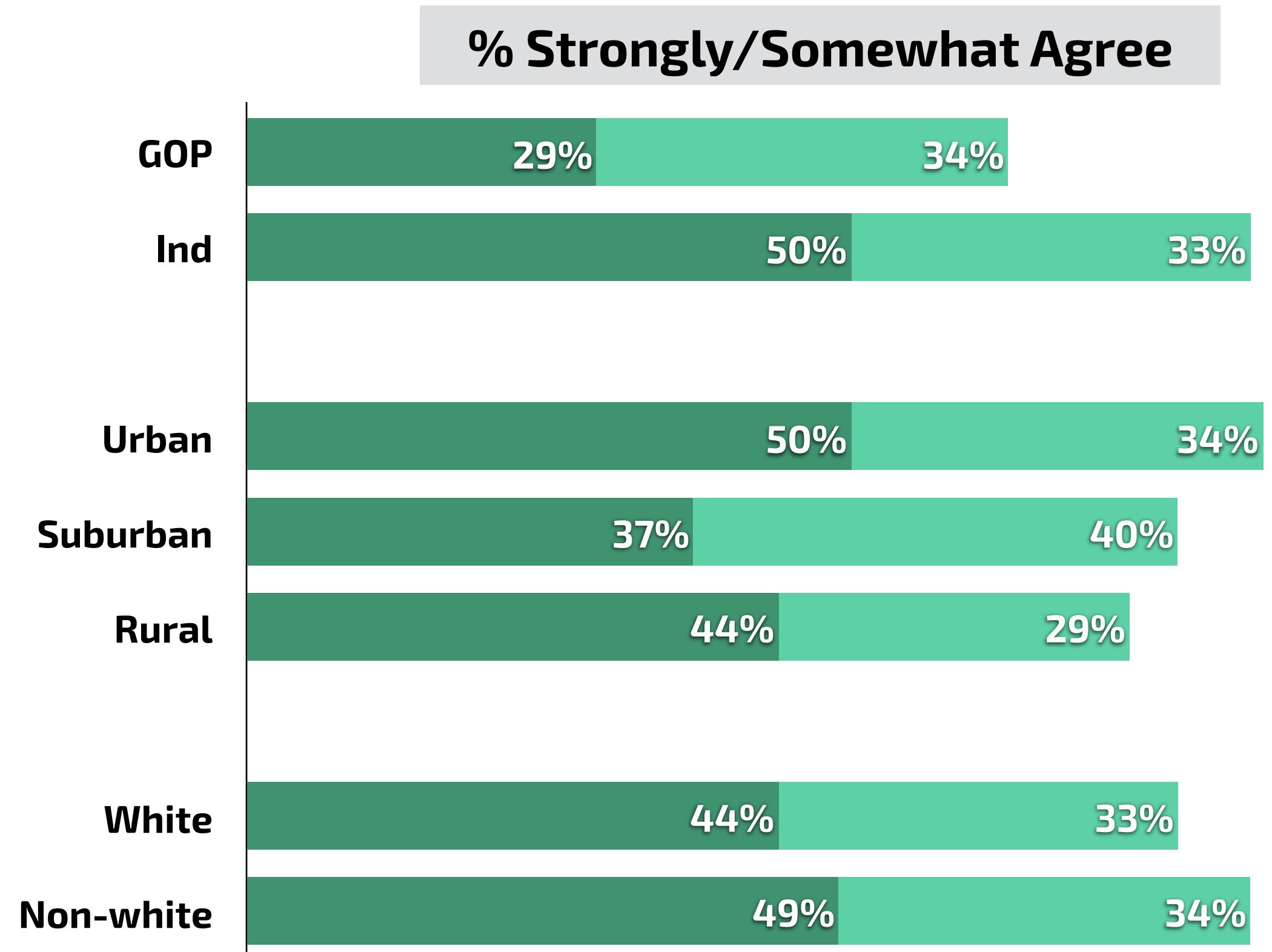


Drinking water message strongest with Independent voters

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.

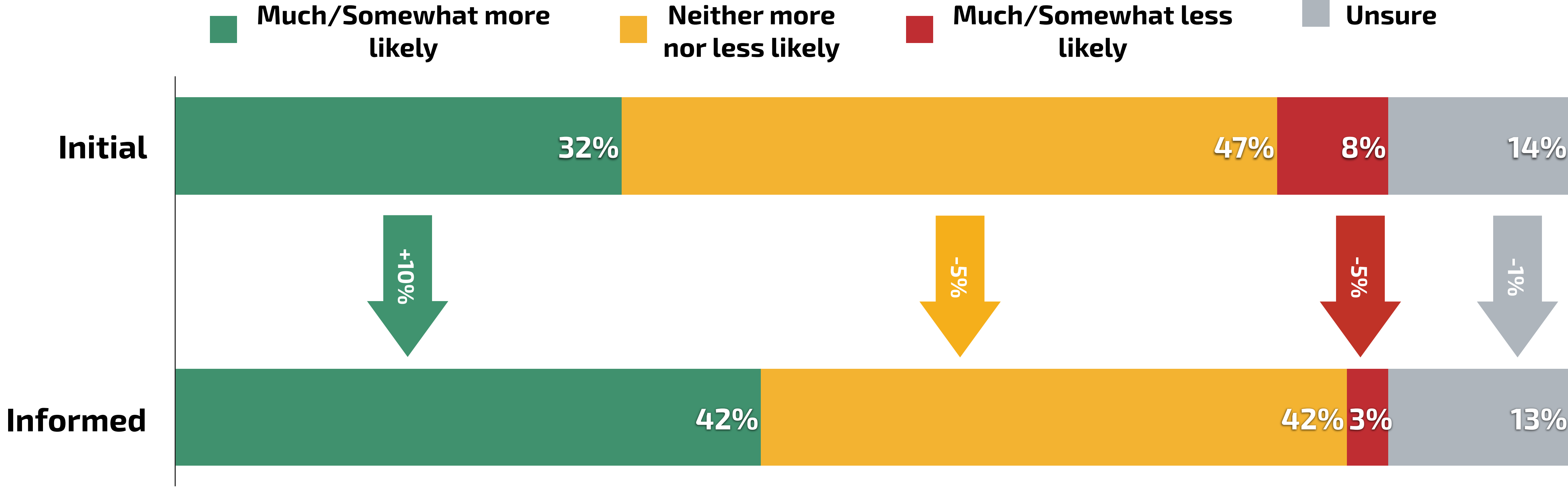


● Total Agree
 ● Unsure
 ● Total Disagree



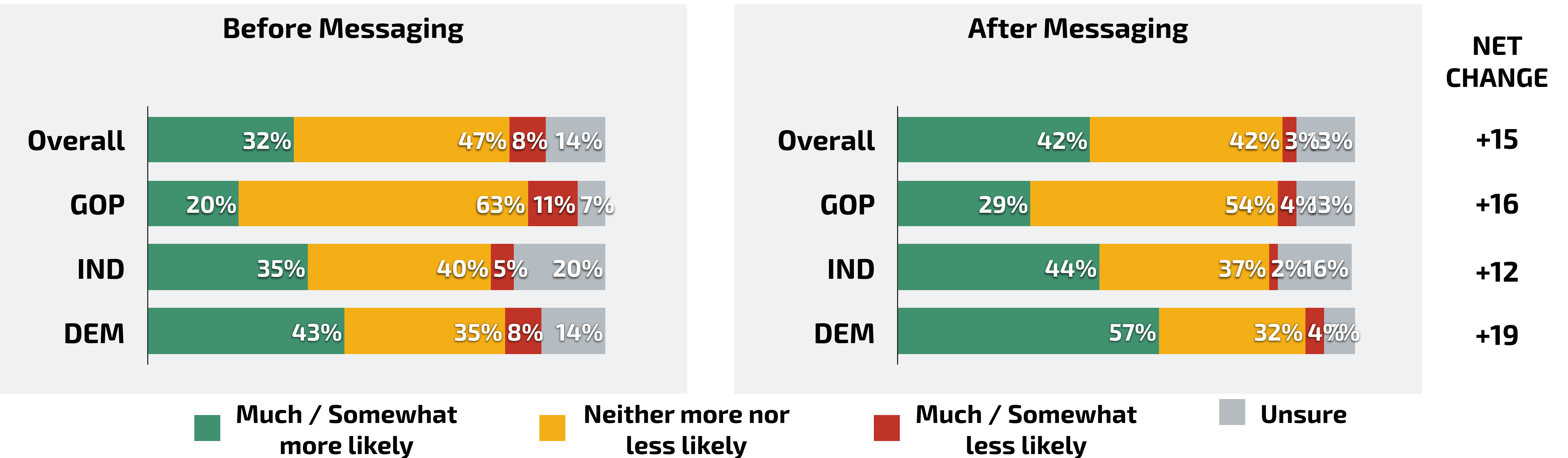
Share saying they are more likely to support a candidate who backs flooding solutions increases 10 points after messaging

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 switched from being unsure or less likely to more likely to support a candidate who addresses flooding agreed the most with the following messages:

1st

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

2nd

COSTLIEST: 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.

3rd

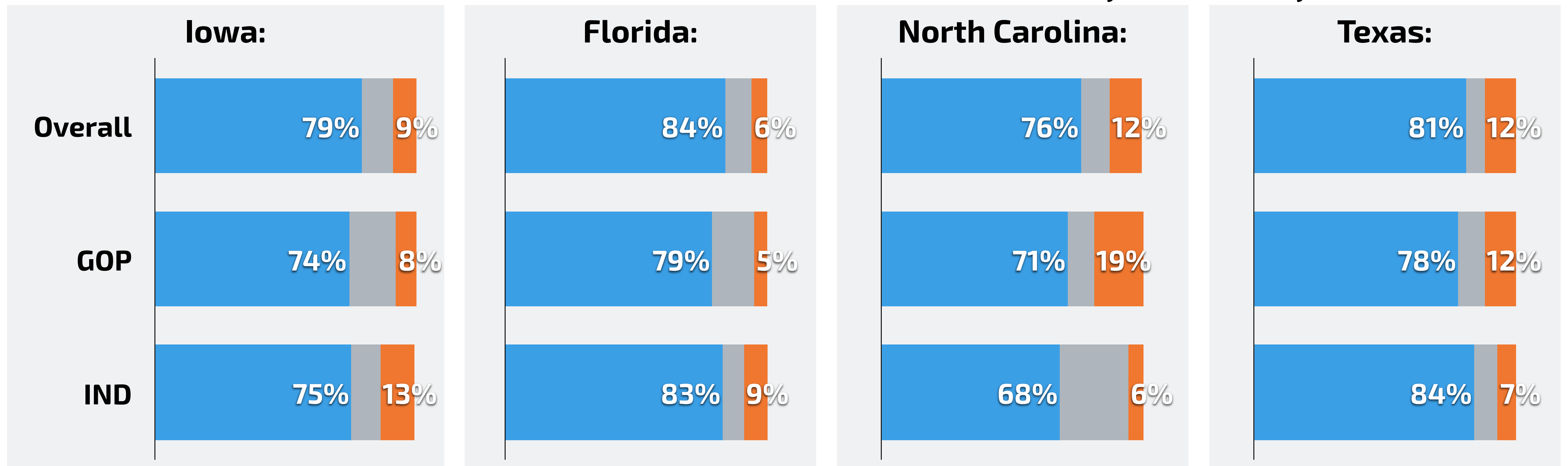
IOWA ECONOMY: As a state with one of the highest concentrations of agricultural employment in America, Iowa's economy is particularly vulnerable to the effects of flooding since flooding in the state causes an average of \$230 million in crop losses every year. Elected officials should advance flooding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

...And it's not just Iowa; voters in other GOP states prefer preventative measures

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
 ■ 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



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."

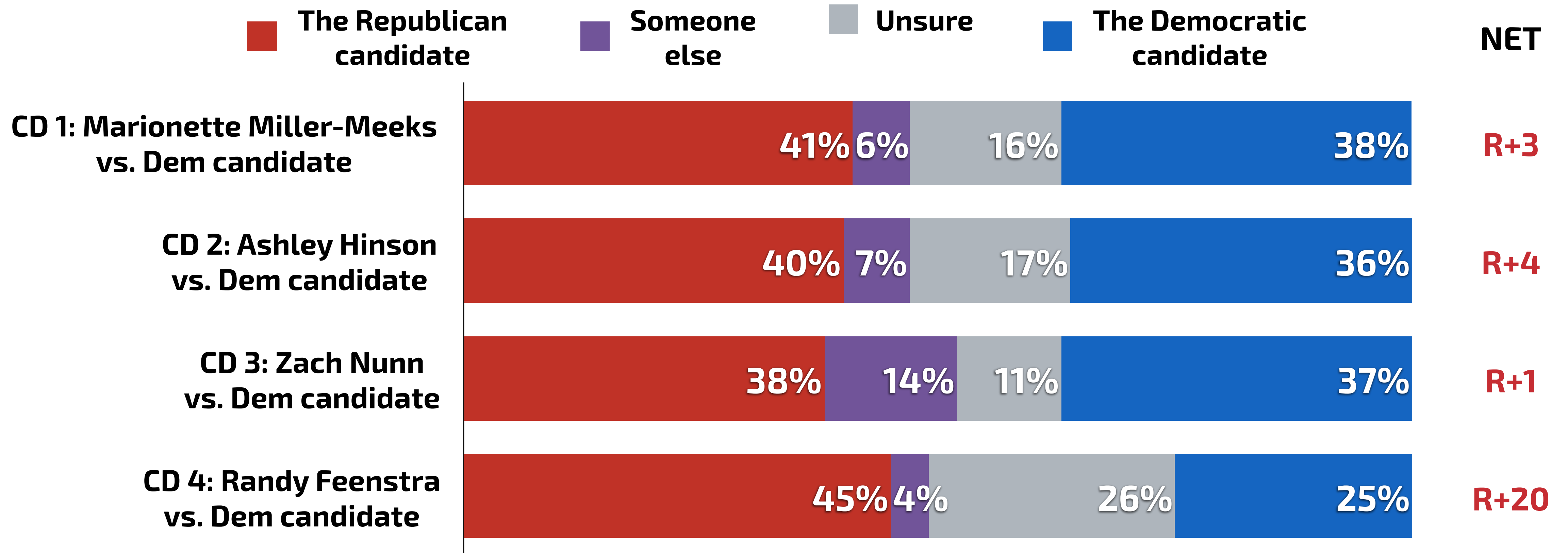


Iowa Political Environment



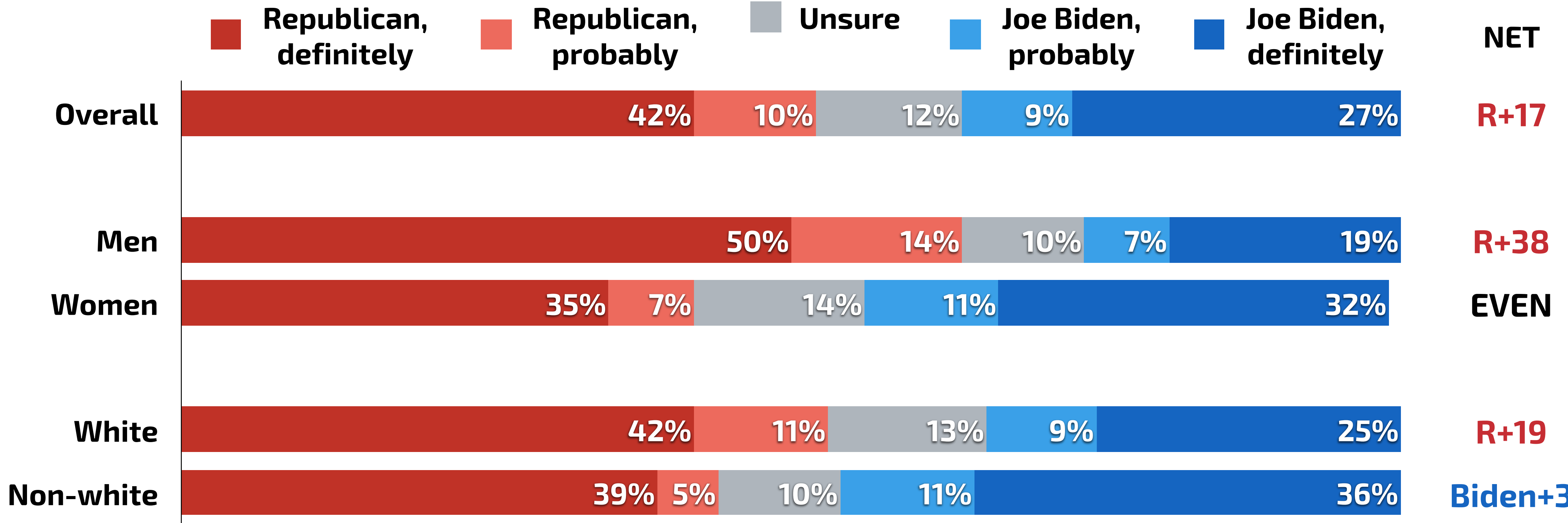
Republicans hold an advantage across these districts

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



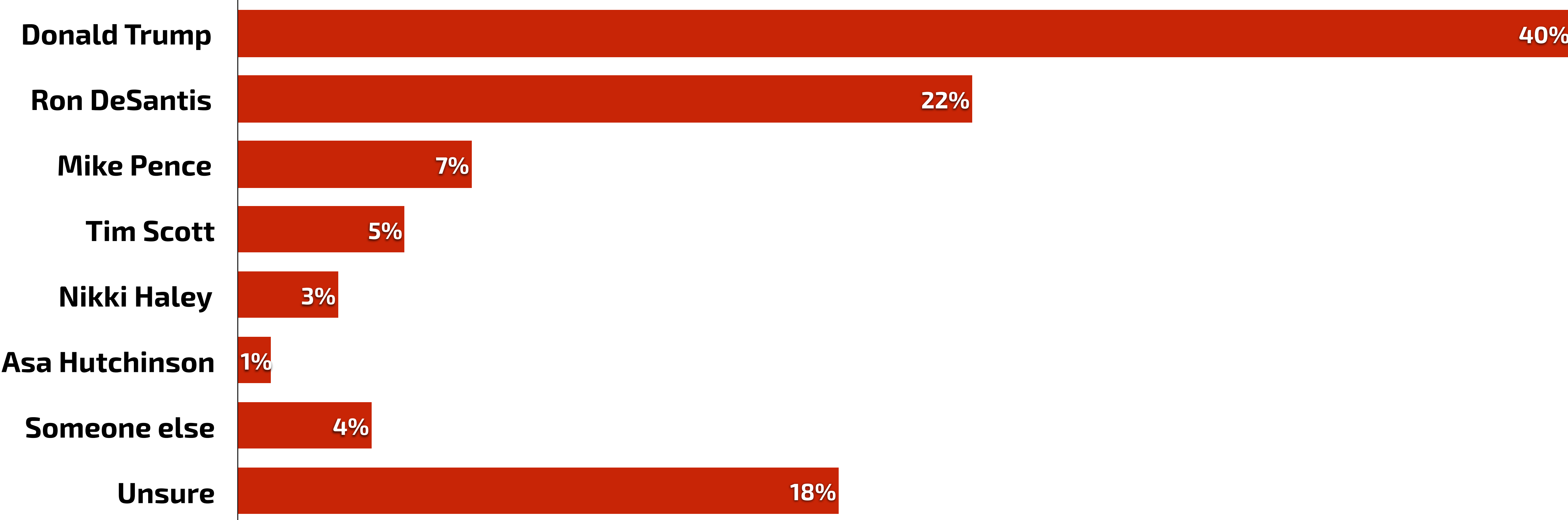
Generic Republican candidate leads +17 on presidential ballot in Iowa

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?]



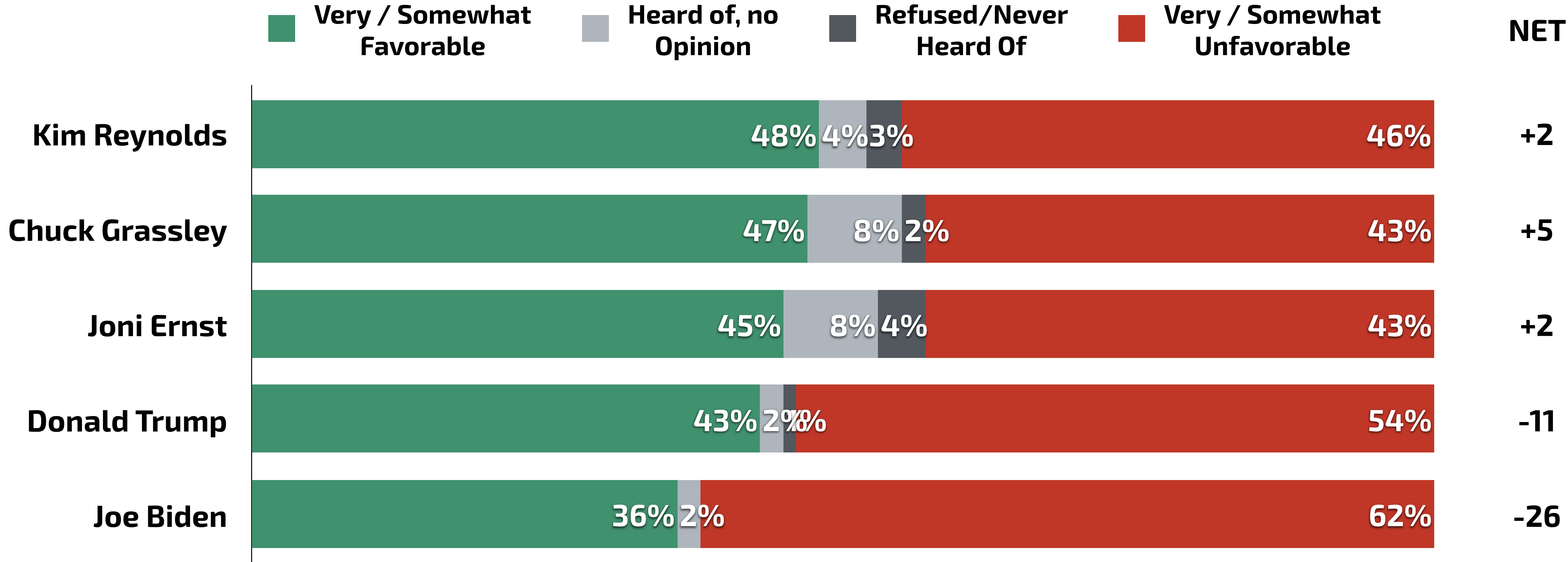
Donald Trump leads the 2024 GOP Primary in Iowa at 40%

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



Governor Reynolds leads in favorability among those polled

Q. Do you have a favorable or unfavorable view of the following individuals who have been in the news lately? If you haven't heard of this person, just say so.



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

47% Male
52% Female

AGE

13% 18-29
15% 30-39
16% 40-49
27% 50-64
29% 65+

RACE

91% White
4% Black
3% Hispanic/Latino
1% Asian
1% Native American
*% Something else

EDUCATION

35% High School or less
20% Some college
12% Associate's Degree
23% Bachelor's Degree
10% Graduate Degree

IDEOLOGY

50% Conservative
21% Moderate
25% Liberal

PARTY

35% Republican
36% Independent
25% Democrat
2% Something else

PARTY+LEAN

47% Republican+Lean
16% Pure Independent
37% Democratic+Lean





ECHELON
INSIGHTS

