

American Flood Coalition Action

Verified Voter Omnibus Survey

N = 1,022 Voters in the Likely Electorate (LV), Nationwide Field Dates: July 15-18, 2022



Key Findings

- these views.
 - Independents (54%-6%), and **Democrats** (60%-9%) alike.
- Nearly every message tested gets 70% or more in agreement.
- to both wings of the Republican Party.
- messages.



Supporting comprehensive policies to address flooding that saves taxpayer dollars is a winning issue with 54% of the 2022 Likely Electorate saying it would make them more likely to vote for a candidate with

• Tax dollar saving flood prevention a winning issue among Republicans (47% more likely-8% less likely),

• There are similar levels of agreement on each statement among both "Trump-First" and "Party-First" **Republicans**, suggesting that a Republican can feel confident that their support of these policies will appeal

Overall, **voters aged 50+ and higher income voters had higher levels of agreement** with the messages tested. Rural voters liked the "Empowering Farmers" message more while suburban voters were in more agreement with the "Cut Red Tape", "National Security Concerns", and "U.S. Should Innovate and Lead"

Over 7 In 10 Agree With Most Flood Prevention Messages

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



Preliminary research shows that farmers we innovative practices can reduce flooding by 40 Elected leaders should prioritize agricultural po that empower farmers to reduce flo Empowering

Elected leaders should cut government red tap invest in effective solutions to protect American **Cut Red** Tape flc

National **Security** Concerns

Farmers

U.S. Should Innovate And Lead

The Department of Defense has found that ov military installations have experienced flo events in the past year. Investing in flooding sol is a matter of national security and military read

Right now, the U.S. is lagging behind other count delivering solutions to flooding. The US shoul the world in deploying innovative solution protect people and property from flo

Top Priority

Fixing flooding should be a top priority for e le



Unsu		newhat sagree	Strong disagr		Total Agree	Total Disagree	NET
ho use)-60%. olicies oding.	33%	4	<mark>5%</mark> 14%	5%%	78%	8%	+70
pe and s from ooding.	29%	47	7% 15%	5 % %	76%	9%	+67
ver 200 ooding lutions diness.	27%	459	<mark>% 16% 9</mark>	%	72%	12%	+60
tries in ld lead ns that ooding.	29%	41%	6 18% 9	%	71%	11%	+60
elected eaders.	18%	39%16	% 21%	7%	57%	27%	+30



Clear Majority Of Republicans Agree With Most Flood Prevention Statements

Somewhat

agree

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

Among GOP + Lean	Strongly
Among uor + Lean	agree

Preliminary research shows that farmers wh innovative practices can reduce flooding by 40-Elected leaders should prioritize agricultural po that empower farmers to reduce floo Empowering

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NET	Total Disagree	Total Agree	Strongly disagree	Somewhat disagree	re	Unsu
+59	13%	72%	<mark>% 15% 9%</mark> 8%	7% 45	279	vho use 0-60%. policies ooding.
+58	12%	70%	<mark>% 18% 7%</mark> %	48 9	22%	ape and ns from ooding.
+51	15%	66%	b 19% 10%%	6 4 5%	21%	ver 200 looding olutions idiness.
+46	17%	63%	19% 13% 5 %	% 40%	23%	ntries in uld lead ons that ooding.
+10	36%	46%	26% 10%	36% 18%	10%	elected eaders.

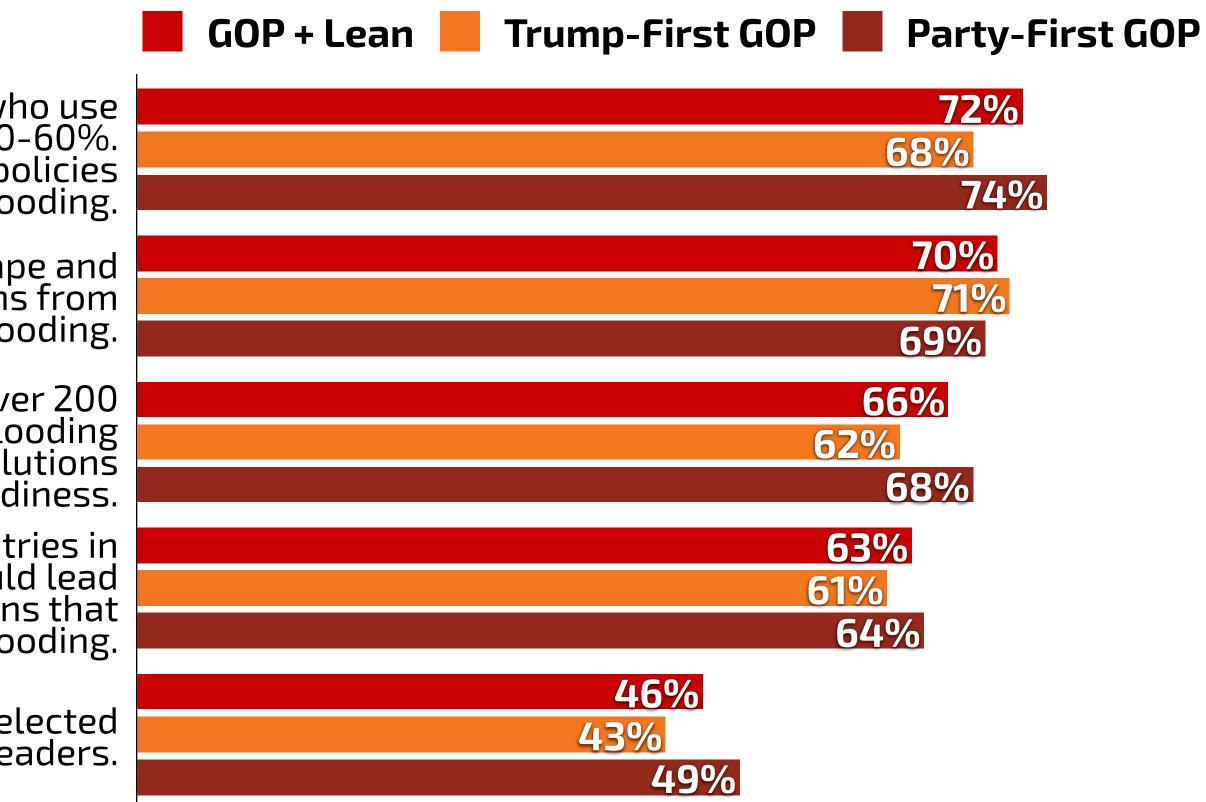


GOP Wings United In Agreeing With Flooding Messages

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

Empowering Farmers	Preliminary research shows that farmers wh innovative practices can reduce flooding by 40 Elected leaders should prioritize agricultural po that empower farmers to reduce floo
Cut Red Tape	Elected leaders should cut government red tap invest in effective solutions to protect Americans floo
National Security Concerns	The Department of Defense has found that ove military installations have experienced flo events in the past year. Investing in flooding solu is a matter of national security and military read
U.S. Should Innovate And Lead	Right now, the U.S. is lagging behind other count delivering solutions to flooding. The US should the world in deploying innovative solution protect people and property from floo
Top Priority	Fixing flooding should be a top priority for el lea







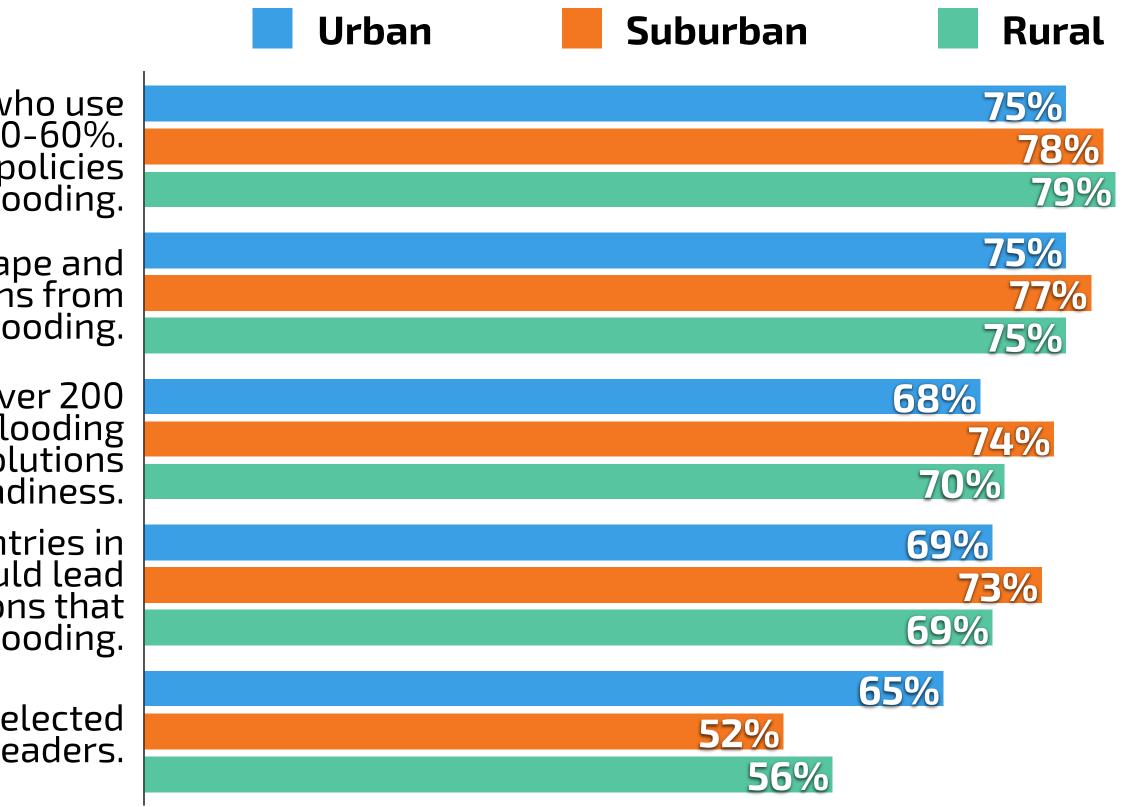


Farmer Message Overperforms In Rural Areas; Cutting Red Tape, National Security, Innovation In Suburbia; Top Priority In Urban Areas

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

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Cut Red Tape	Elected leaders should cut government red ta invest in effective solutions to protect Americar flo
National Security Concerns	The Department of Defense has found that ov military installations have experienced fl events in the past year. Investing in flooding so is a matter of national security and military rea
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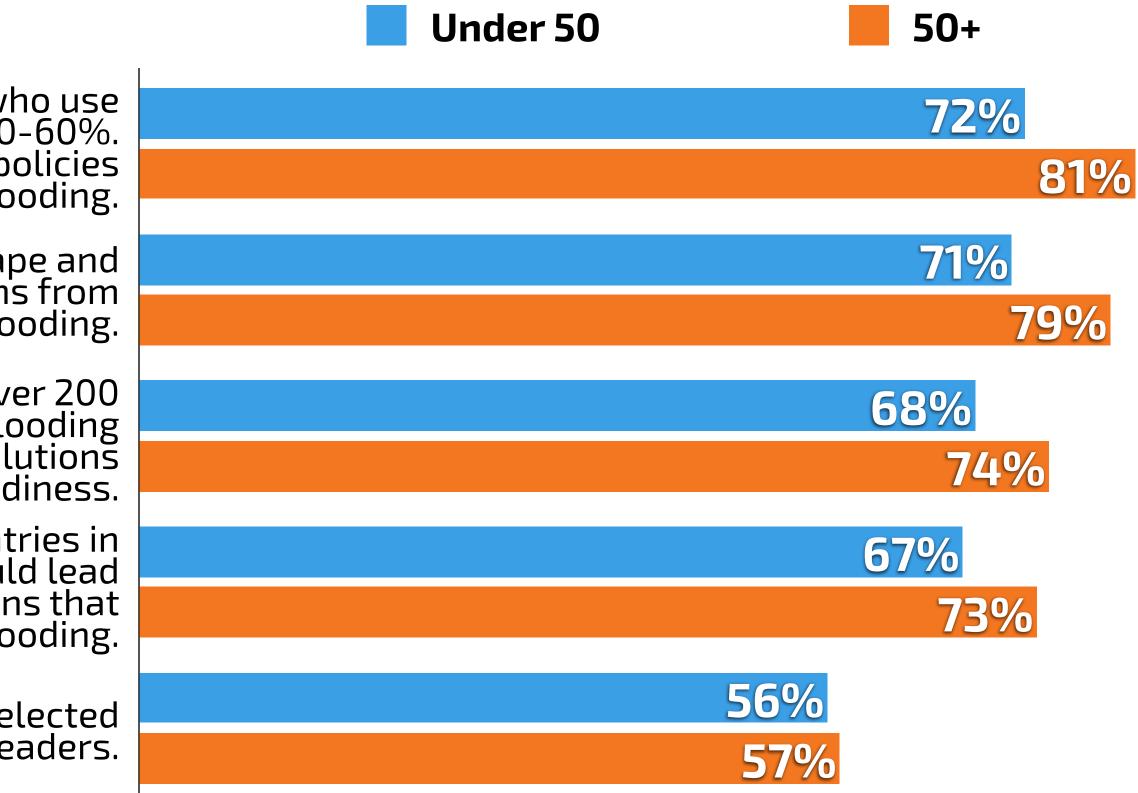


Flooding Messages More Salient With Older Voters

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

Empowering Farmers	Preliminary research shows that farmers wh innovative practices can reduce flooding by 40- Elected leaders should prioritize agricultural po that empower farmers to reduce floo
Cut Red Tape	Elected leaders should cut government red tap invest in effective solutions to protect Americans floo
National Security Concerns	The Department of Defense has found that ove military installations have experienced flo events in the past year. Investing in flooding solu is a matter of national security and military read
U.S. Should Innovate And Lead	Right now, the U.S. is lagging behind other countr delivering solutions to flooding. The US should the world in deploying innovative solution protect people and property from floo
Top Priority	Fixing flooding should be a top priority for el lea







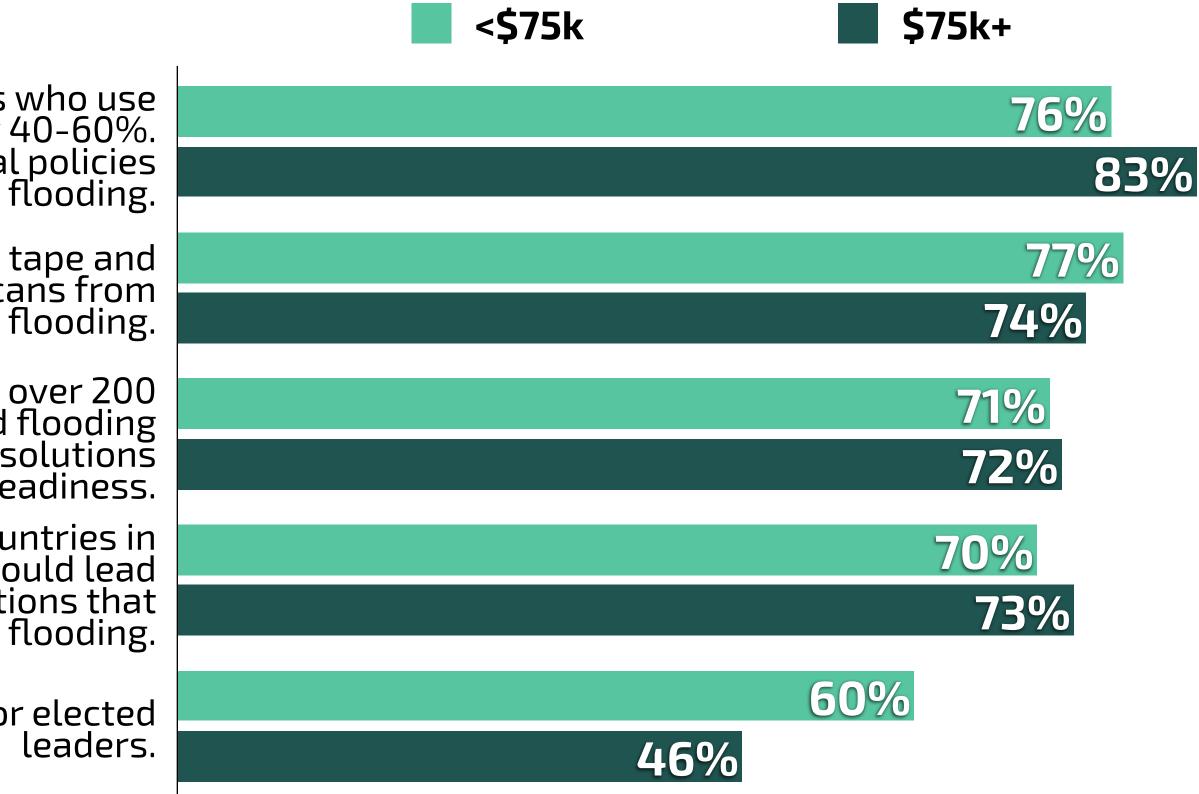


Cutting Red Tape, Top Priority Messages More Effective With Voters Making Under \$75k

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

Preliminary research shows that farmers who use innovative practices can reduce flooding by 40-60%. Elected leaders should prioritize agricultural policies that empower farmers to reduce flooding. Empowering Farmers Elected leaders should cut government red tape and invest in effective solutions to protect Americans from **Cut Red** Tape The Department of Defense has found that over 200 National events in the past year. Investing in flooding solutions is a matter of national security and military readiness. **Security** Concerns Right now, the U.S. is lagging behind other countries in delivering solutions to flooding. The US should lead the world in deploying innovative solutions that protect people and property from flooding. U.S. Should Innovate And Lead Fixing flooding should be a top priority for elected **Top Priority**

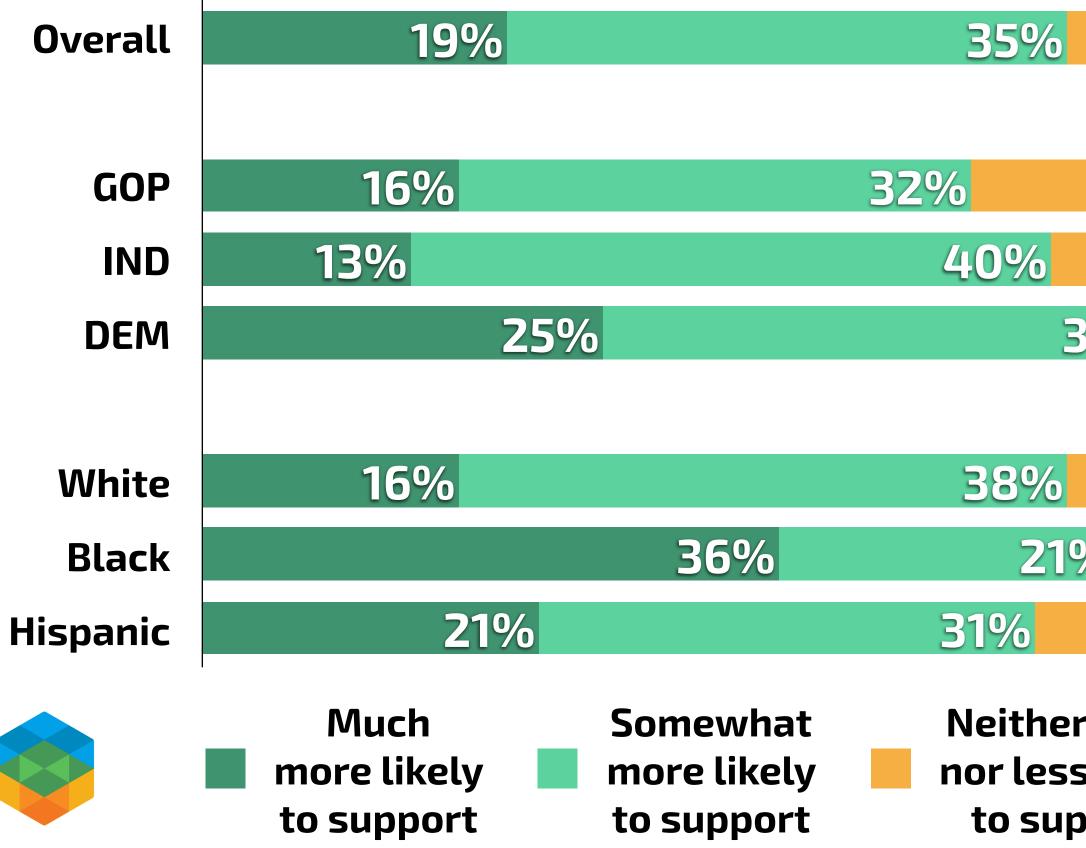






By Nearly 7-1 Margin, Voters More Likely To Vote For Candidate Who Strongly Supports Tax Dollar Saving Flood Policies

Q. If a candidate strongly supported comprehensive policies to address flooding that saves taxpayer dollars, would this make you more or less likely to support them?

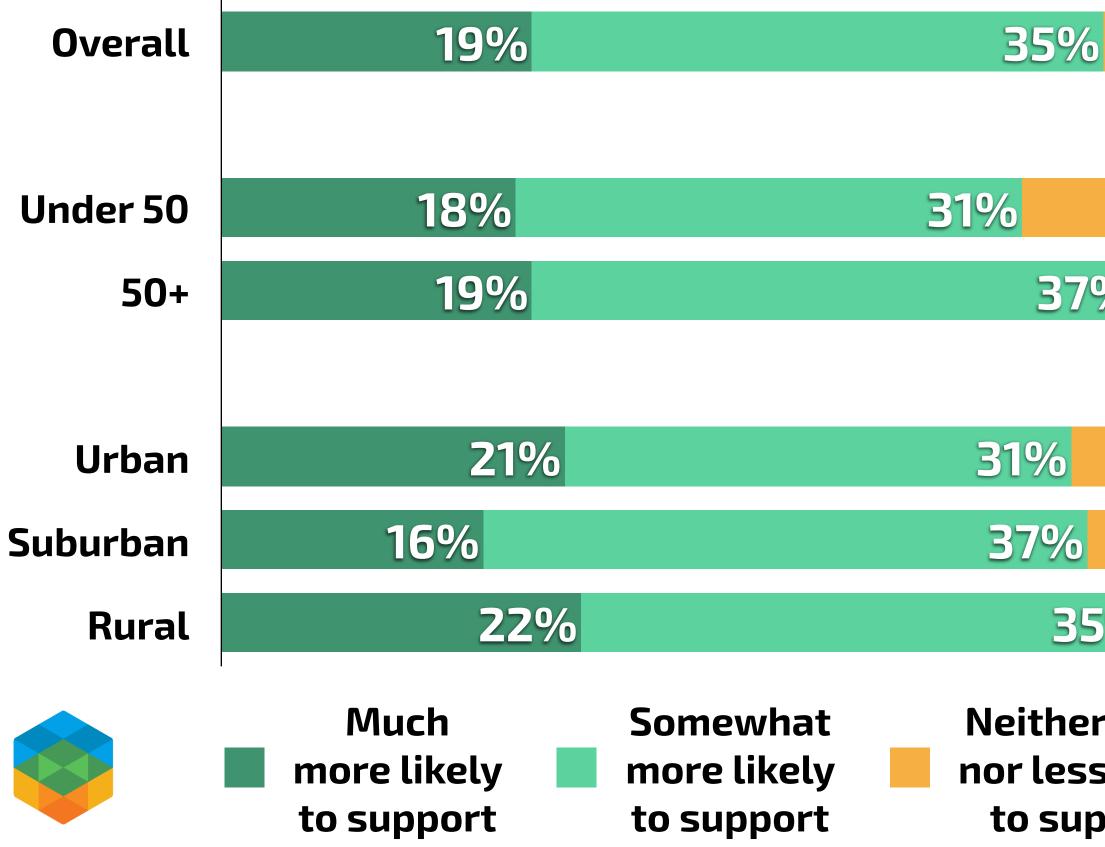


			Total More Likely	Total Less Likely	NET
	27% 4%4%	11%	54%	8%	+46
	33% 5% 3%	12%	47%	8%	+39
	<mark>28% 3%</mark> %	13%	54%	6%	+48
35%	23% 4%5%	8%	60%	9%	+51
	<mark>28%</mark> 4%4%	11%	54%	7%	+47
%	24% 5% 6%	8%	57%	11%	+46
	27% 7% 5%	10%	52%	12%	+40
er more s likely pport	•	Much ss likely support	Un	sure	



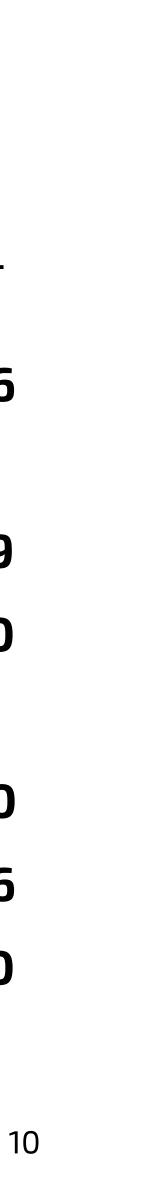
Older, Rural Voters More Likely To Vote For Candidate Who Addresses Flooding

dollars, would this make you more or less likely to support them?



Q. If a candidate strongly supported comprehensive policies to address flooding that saves taxpayer

		Total More Likely	Total Less Likely	NET
0	27% 4%4% 11%	54%	8%	+46
	27% 6% 5% 14%	49%	10%	+39
%	27% 3%8% 9%	57%	7%	+50
	25% 6% 6% 11%	52%	12%	+40
	29% 3% 11%	53%	7%	+46
5%	<mark>26%</mark> 4%2%10%	57%	7%	+50
er more is likely pport	Somewhat Much less likely less likely to support to support	Un	sure	1



Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why, in the months leading up to a national election, we at Echelon Insights switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.



Methodology

The July 2022 Echelon Insights Verified Voter Omnibus was fielded online from July 15-18, 2022 in English among a sample of N=1,022 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for 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.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.4 percentage points.





Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- Hands-on assistance with drafting your questions
- Full topline and crosstabs with key political trends questions included
- A customized slide deck with your results

Contact <u>omnibus@echeloninsights.com</u> for more information.



Your questions answered by real voters





ECHELON INSIGHTS

