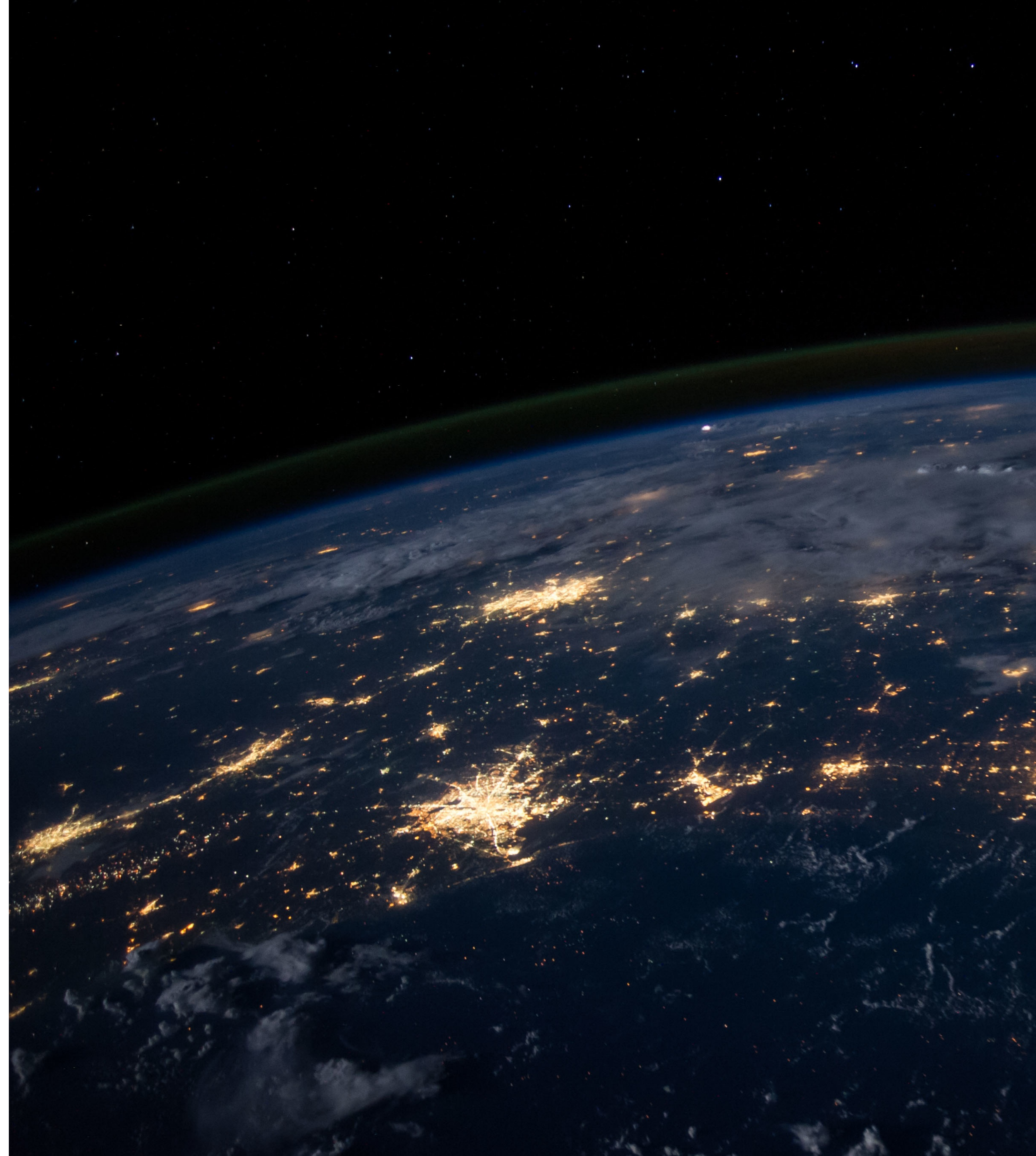




# American Flood Coalition Action - Florida

N = 634 Voters in the Florida Likely Electorate, with  
an oversample of n=402  
Republicans+Independents  
August 8 - 14, 2022



# Key Takeaways



# Key Takeaways — Issue Landscape

- **75% say that flooding solutions is an important issue to them** when considering who to vote for.
- **73% of Republicans and 85% of Independents believe that flooding is a destructive natural disaster deserving of proactive action by elected officials.**
- **While only 43% agree that flooding is an issue that Republican elected officials *do* care about, an overwhelming majority of 89% say it is an issue that elected officials should care about.**
- **There is overwhelming bipartisan support for investing in preventative measures to protect people from flooding. 84% overall would prefer investing upfront in preventative measures** rather than waiting until after flooding disasters occur to spend on relief measures.



# Key Takeaways — Messaging

- While strong majorities expressed agreement with each of the six messages tested, **the statement that investment in preventative measures will save taxpayers money in post-disaster spending elicited the most agreement (82% agree-7% disagree).**
- **After messaging, voters moved from being more likely to back a candidate who supports flooding solutions increases by a 5 point margin.** Initially, 54% overall said they would be more likely to back a candidate who supports comprehensive flooding solutions, while 58% said so after messaging. Independent voters moved from being likelier to back a candidate who supports flooding solutions by a 44 point margin to a 53 point margin.
- **Black respondents saw a particularly significant shift toward becoming likelier to back a candidate who supports flooding solutions,** moving from being more likely to back a candidate who supports flooding solutions by a 32 point margin before messaging to a 64 point margin after messaging.

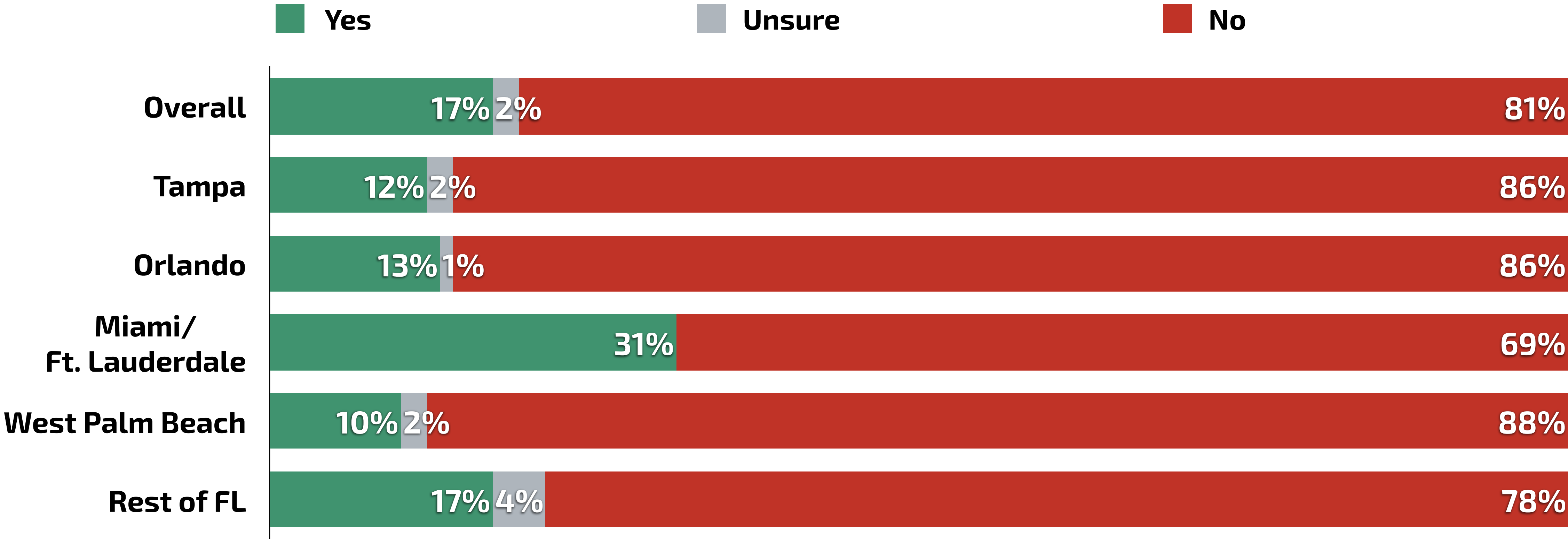


# Experiences And Concerns With Flooding



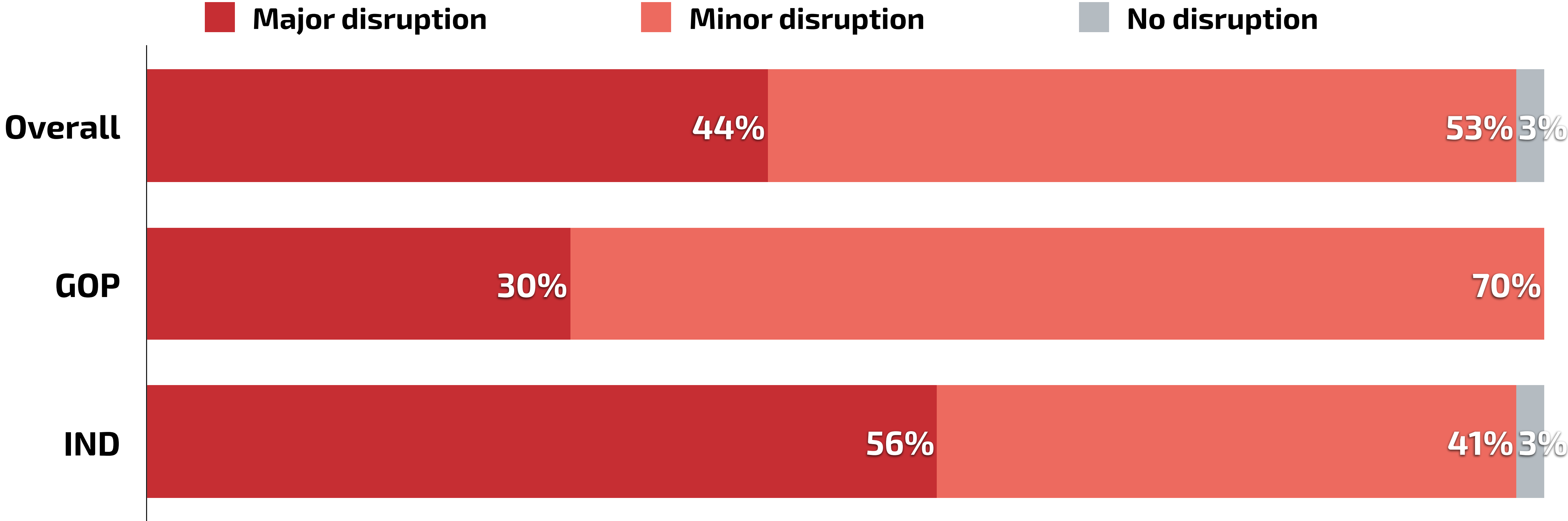
# Miami/Ft. Lauderdale Most Likely To Report Flooding Impact

Q. In the past 10 years, have you or your family been impacted by flooding?



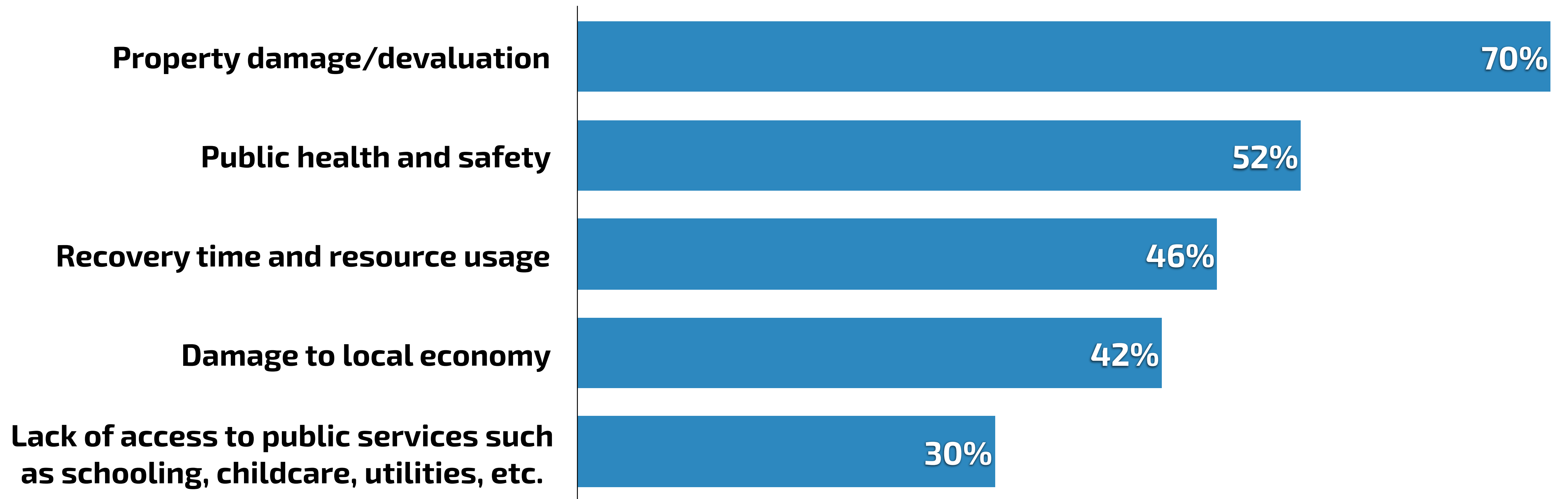
# Over 4 In 10 Of Those Who Have Been Impacted By Flooding Describe The Experience As Major Disruption To Their Lives

Q. How would you describe the impact flooding had on your life? [ONLY SHOWN TO THOSE WHO HAVE BEEN IMPACTED OR HAVE FAMILY THAT HAS BEEN IMPACTED BY FLOODING IN PAST 10 YEARS]



# Floridians Most Concerned About Flooding's Impact On Property Damage

Q. Which of the following are you most concerned about in the case of a flooding event in your area? Select up to three.



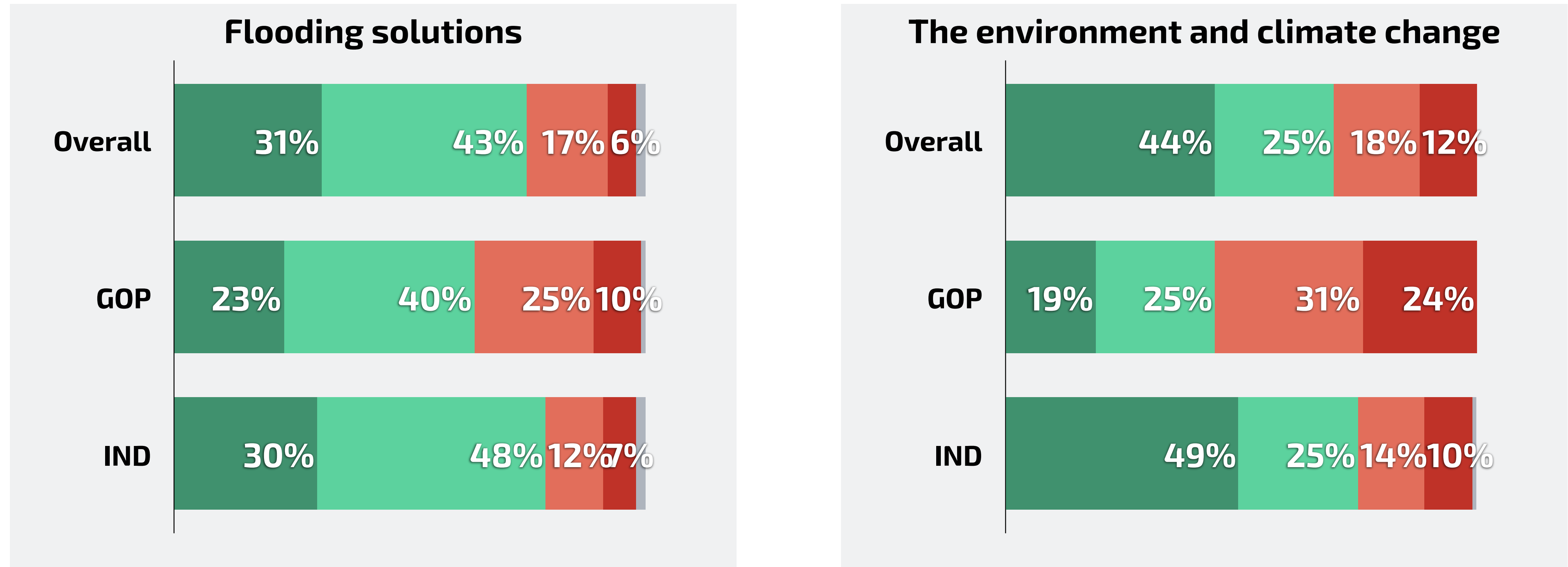


# How Voters View Responses To Flooding



# 6 In 10 Republicans View Flooding Solutions As Important To Their Vote

Q. How important are each of the following issues to you when you are considering who to vote for?

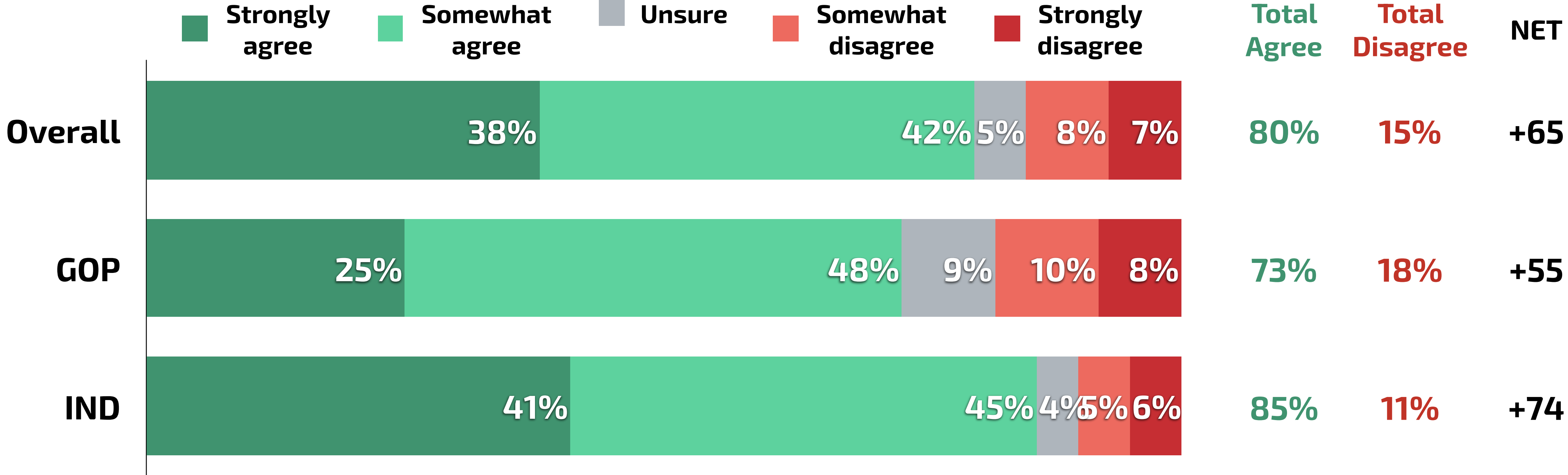


Very important    Somewhat important    Not so important    Not at all important    Unsure

# Strong Majority Of Republicans, Independents Believe Flooding Warrants Proactive Action By Elected Officials

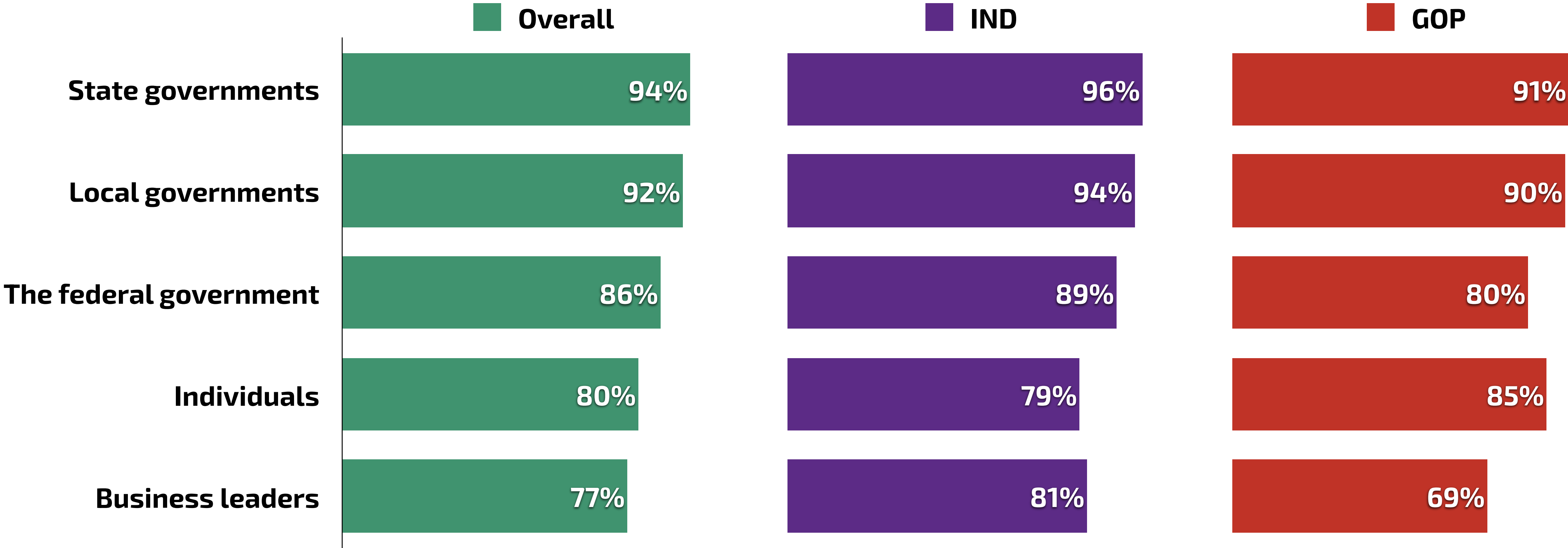
Q. Do you agree or disagree with the following statement?

**Flooding is a destructive natural disaster deserving of proactive action by elected officials.**



# Republicans, Independents United In Saying State, Local Governments Should Play Important Role In Advancing Flooding Solutions

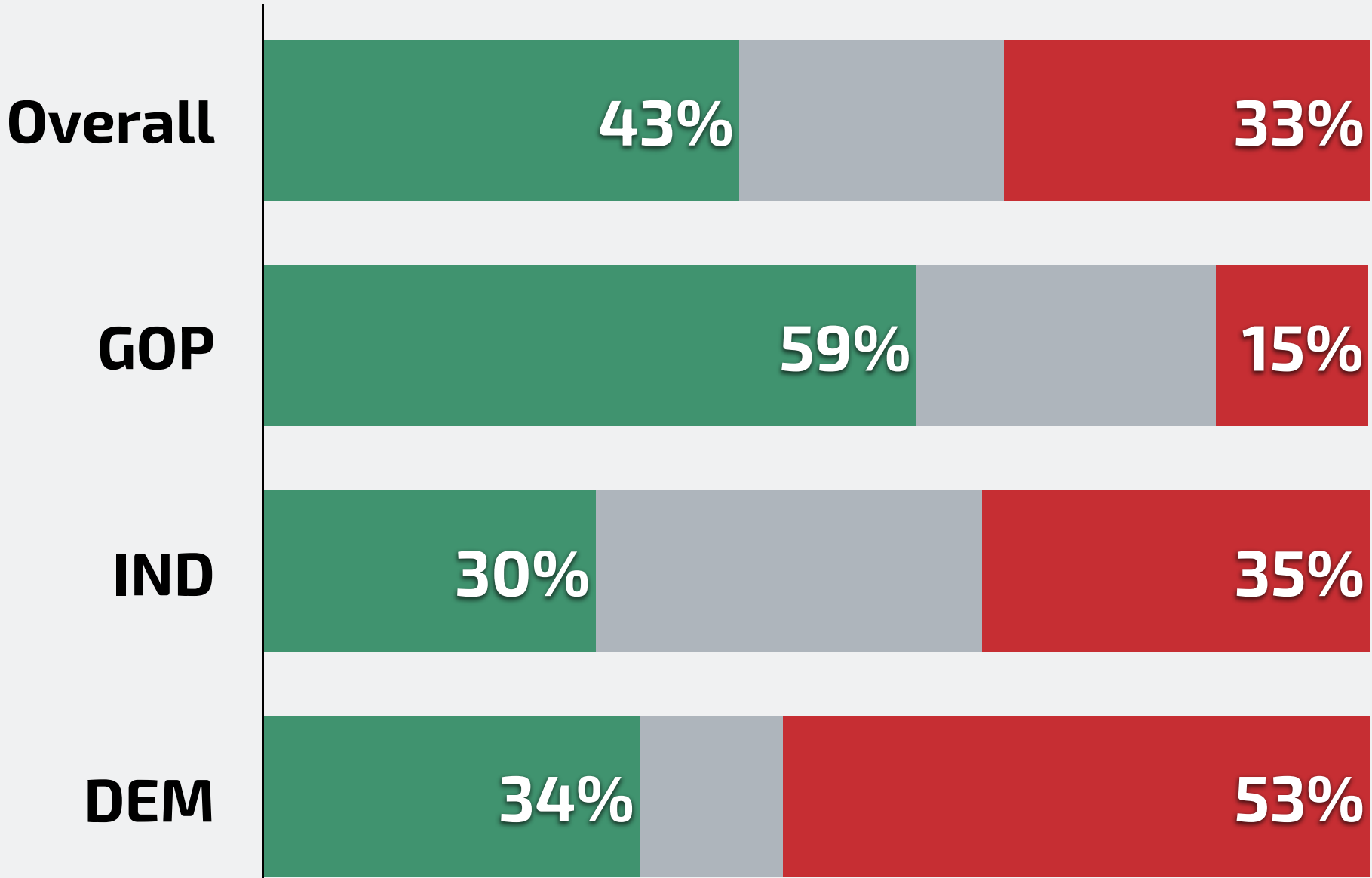
Q. How important of a role, if at all, should each of the following play in advancing flooding solutions?  
[% Saying Very/Somewhat Important Role]



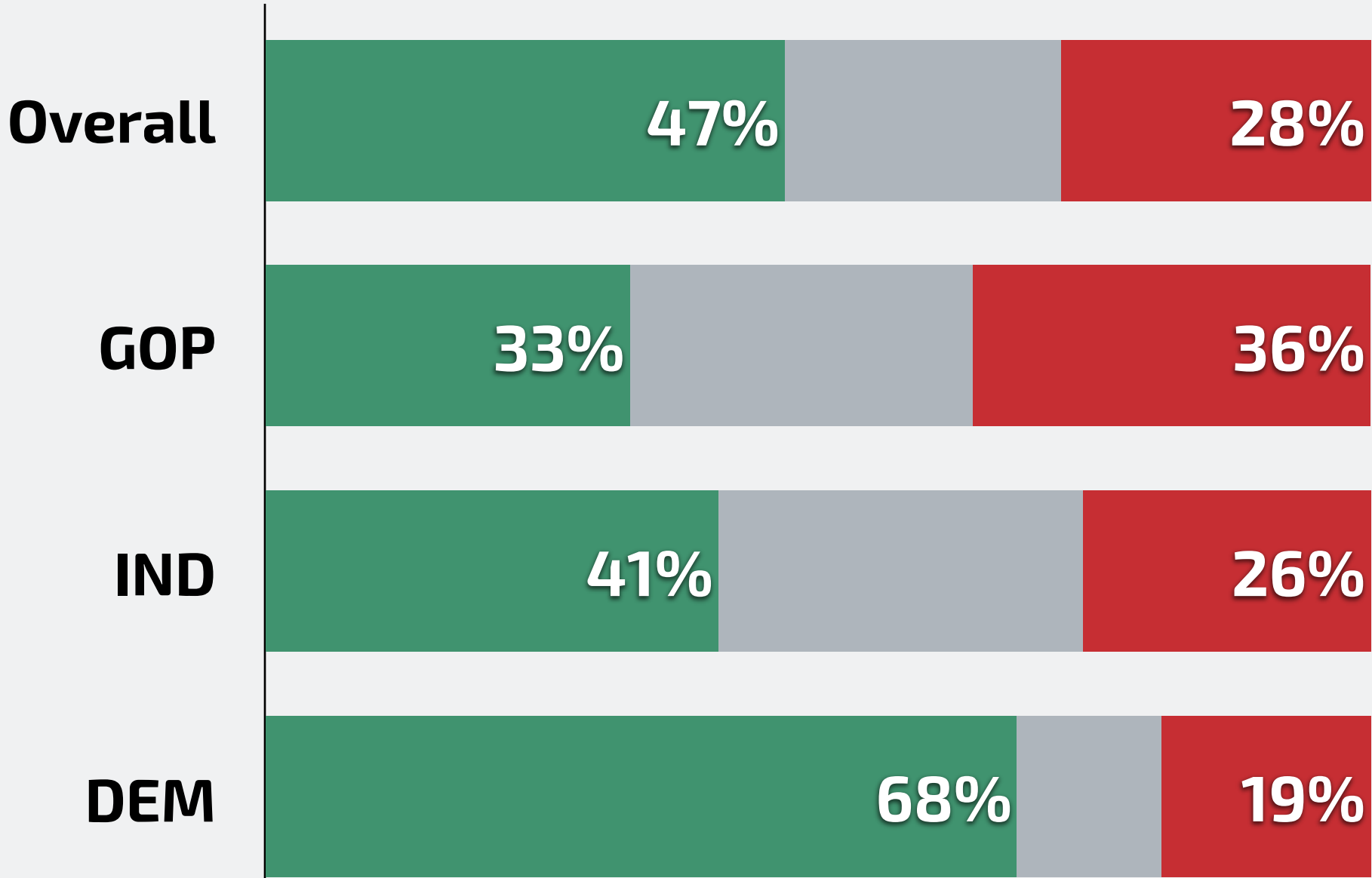
# While Slightly More Than 4 In 10 Floridians Think Republican Elected Officials Do Care About Flooding...

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

**Flooding is an issue that Republican elected officials do care about.**



**Flooding is an issue that Democratic elected officials do care about.**



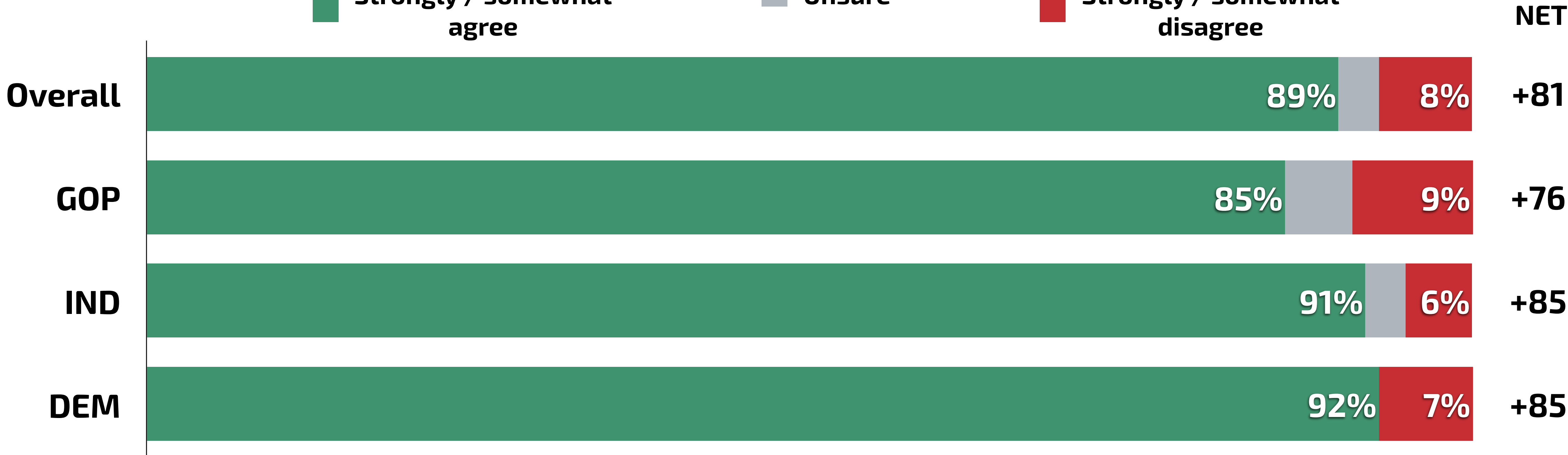
■ Strongly/Somewhat Agree    
 ■ Unsure    
 ■ Strongly/Somewhat Disagree

# ... Nearly 9 In 10 Say Flooding Is An Issue That 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.

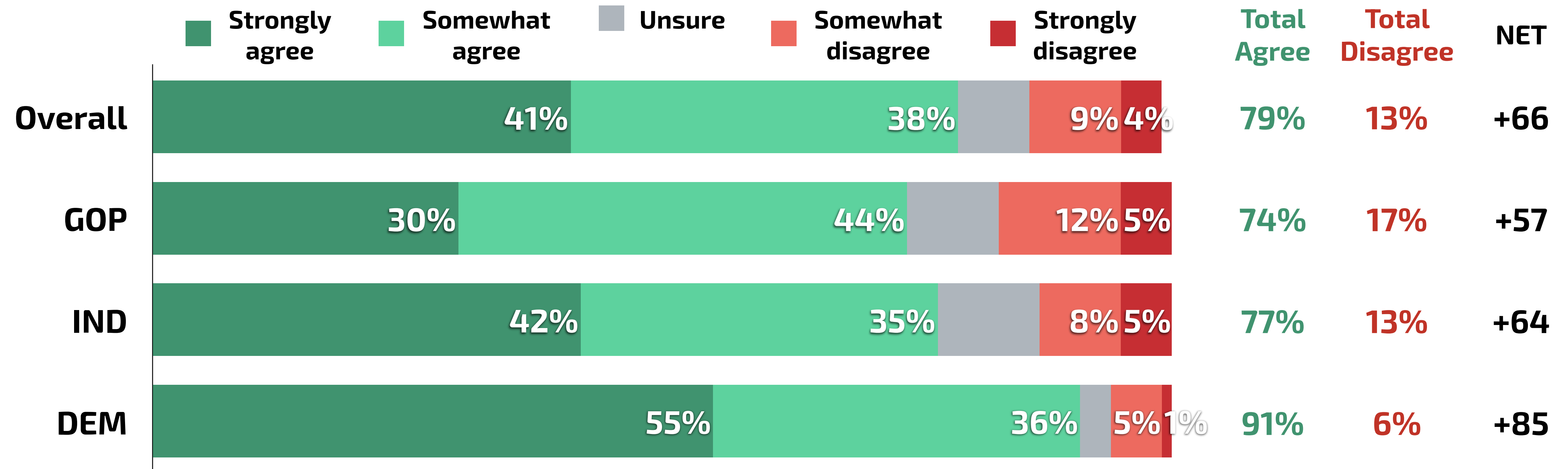
Strongly / somewhat agree      Unsure      Strongly / somewhat disagree



# ... And 8 In 10 Say Fixing Flooding Should Be A Priority

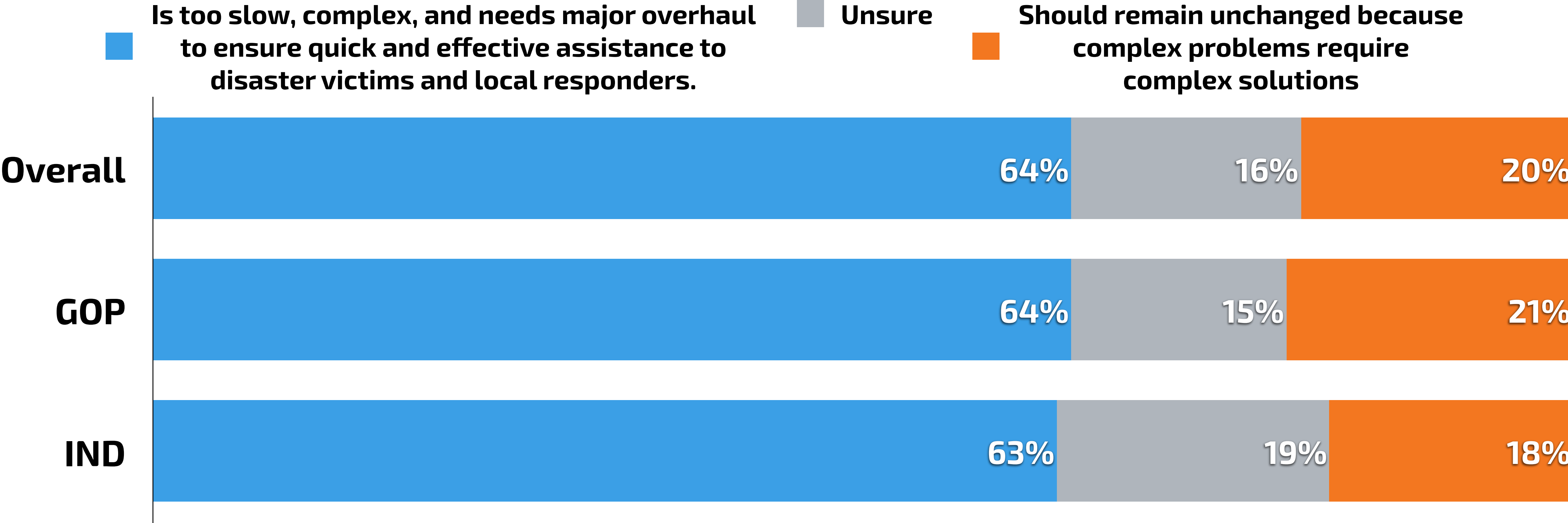
Q. Do you agree or disagree with the following statement?

Fixing flooding should be a priority for elected officials.



# Over 6 In 10 Say The Federal Disaster Relief System Is Too Slow, Complex, And Needs A Major Overhaul

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



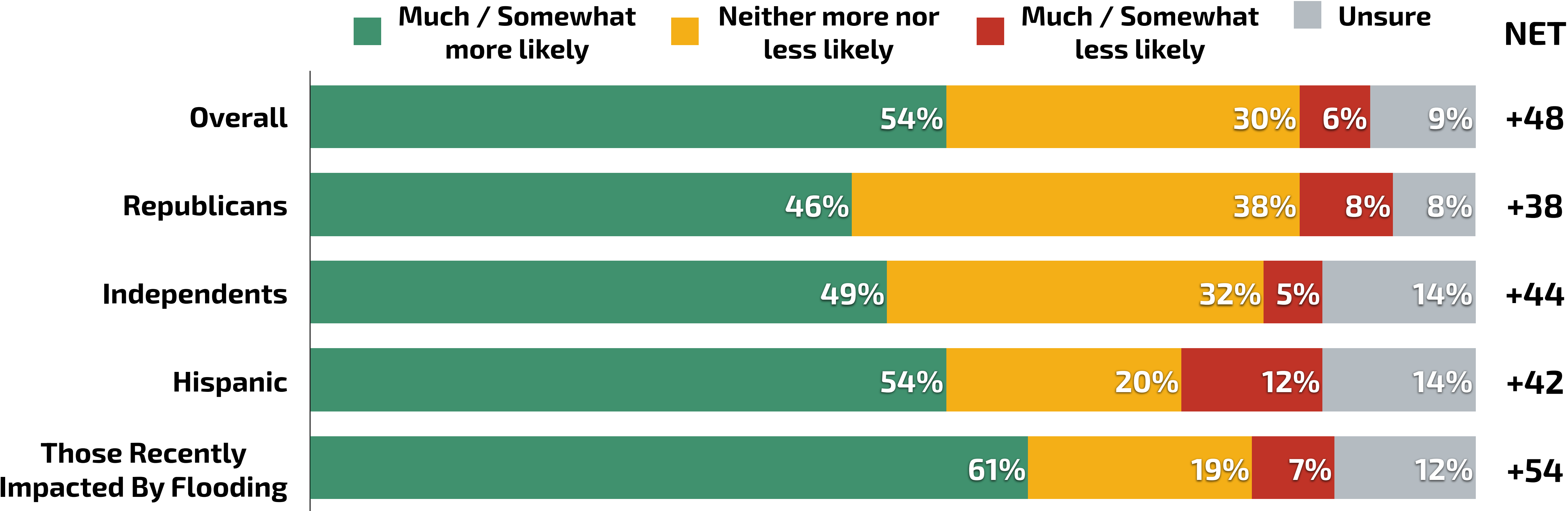


# Message Testing



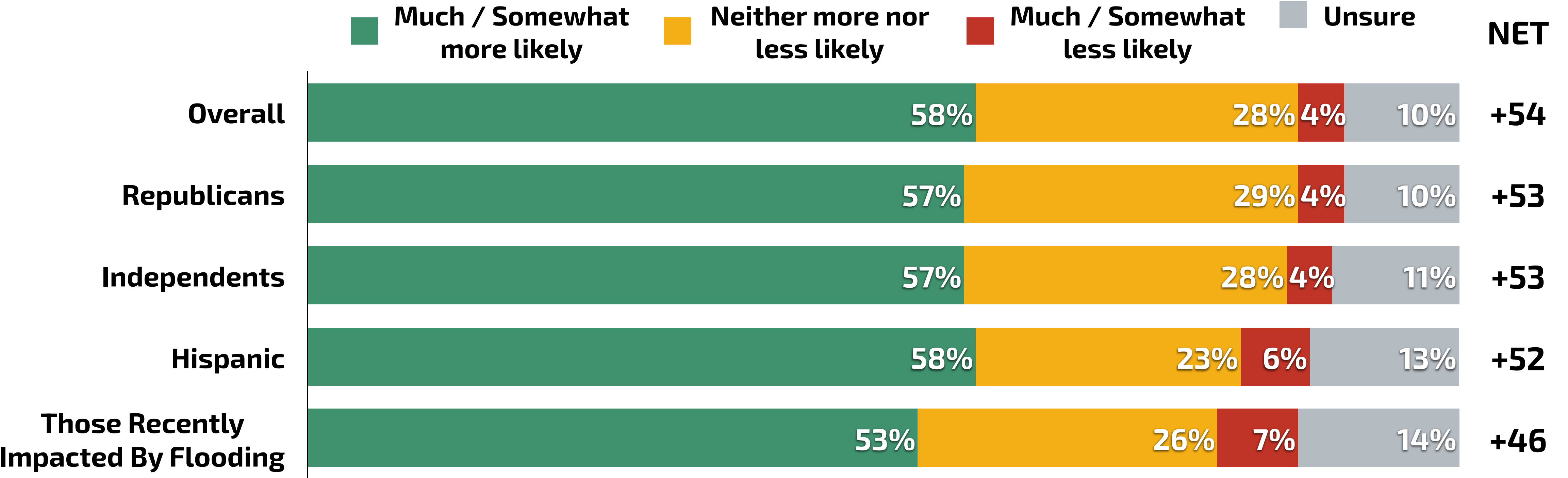
# By 38 And 44 Point Margins, Republicans And Independents More Likely To Support Candidate With Comprehensive Flooding Policies

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



# By 53 Point Margins, Republicans And Independents More Likely To Support Candidate Who Backed Flooding Solutions Bill

Q. Last year, Florida passed a state law that invested over \$100 million in state funds for flooding solutions and provides state resources to local communities for flood planning. If you knew that your state legislator supported this bill, would you be more likely or less likely to support them?



# Highest Agreement With Messages On Cost Savings, Innovative Farmers

Q. Please indicate whether you agree or disagree with the following statement. [% Answering Agree]

“It is estimated that every \$1 spent on preventative flooding solutions saves taxpayers \$4-7 in post-disaster spending. Elected officials should advance proactive flooding solutions before disaster strikes.”

**Cost Effectiveness**



“Preliminary research shows that farmers who use innovative practices can reduce flooding by 40-60%. Elected officials should prioritize agricultural policies that empower farmers to reduce flooding.”

**Innovative Farmers**



Overall  
GOP  
IND

# 8 In 10 Agree With Messages On Cutting Red Tape, Protecting Property Values

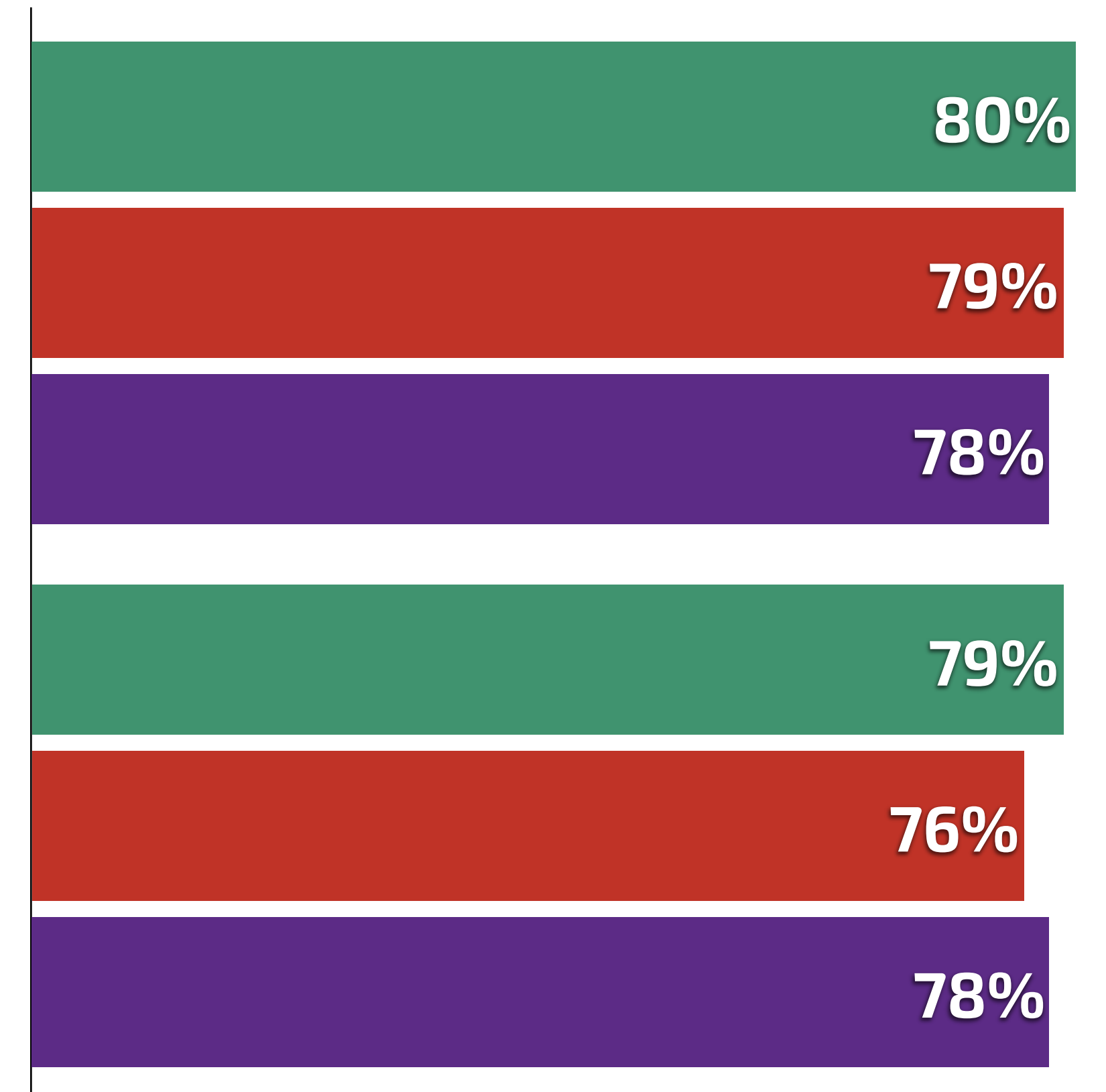
Q. Please indicate whether you agree or disagree with the following statement. [% Answering Agree]

“Government disaster response and recovery processes often confuse and slow aid efforts with lengthy reports, conflicting requirements, and unnecessary burdens. Elected leaders should cut government red tape and invest in effective solutions to protect Americans from flooding.”

## Cut Red Tape

“Flooding is the costliest natural disaster in America and just one inch of rain can cause \$25,000 of damages to the average home. Elected officials should advance flooding solutions to protect property values and create safer areas for economic prosperity.”

## Protect Property Values

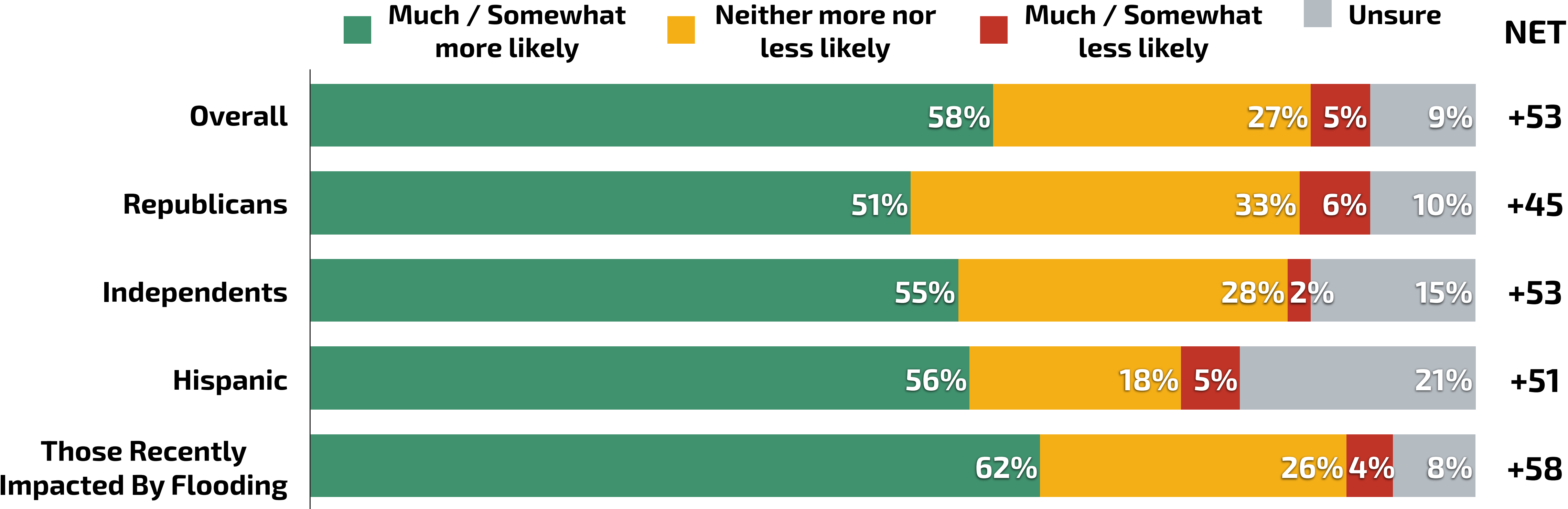


Overall  
GOP  
IND



# After Messaging, Majority Of GOP, IND More Likely To Vote For Candidate Who Supports Policies To Address Flooding

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?



# Methodology



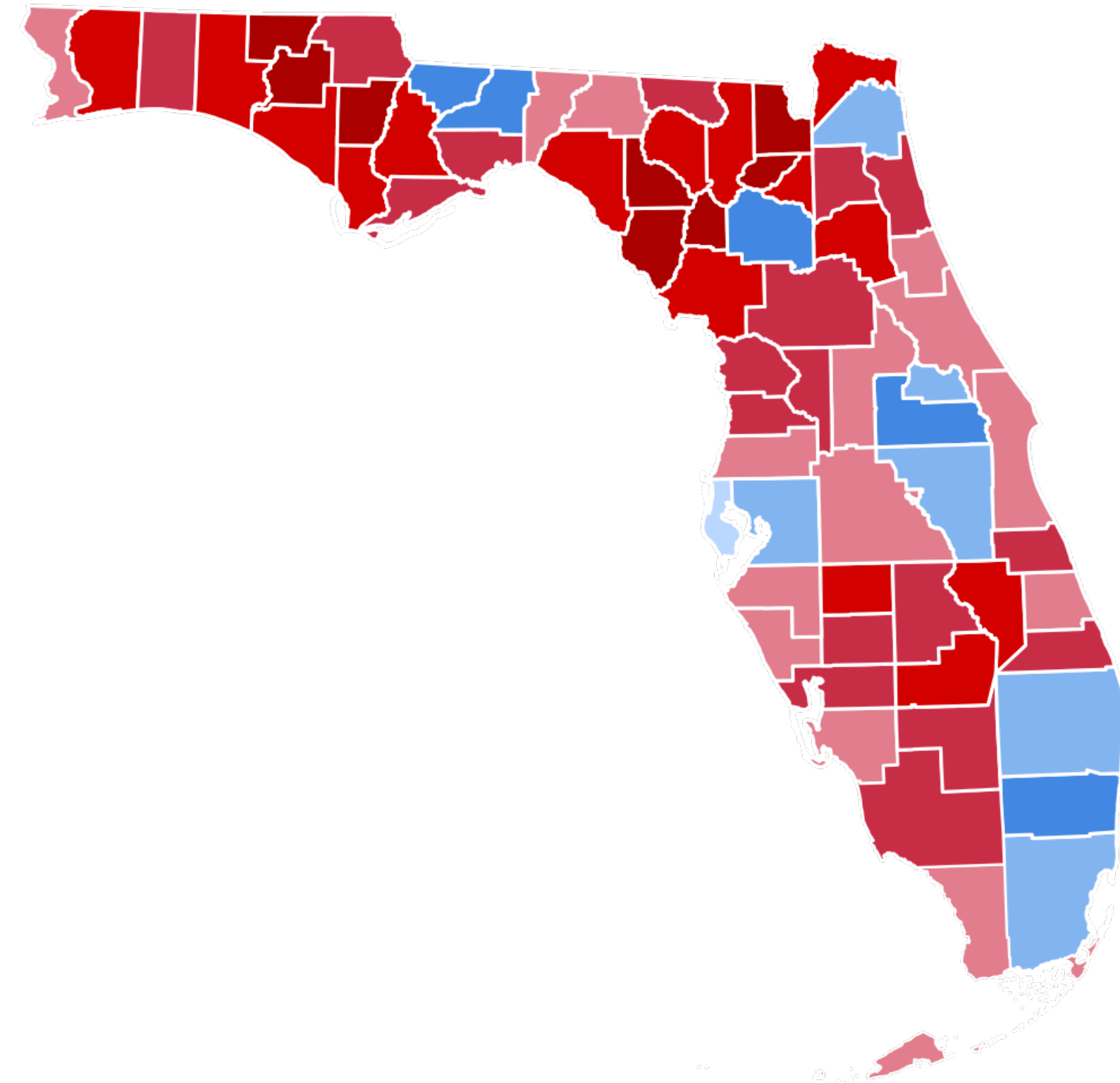
# Methodology

N = 634 registered voters in Florida were surveyed from August 8-14, 2022. 53% of respondents were sampled via web panels and matched to the Florida voter file, and 47% of respondents were sampled via text-to-web and matched to the Florida voter file. A minimum quota of 400 Republicans and Independents was set for this survey.

The sample was weighted to population benchmarks for the 2022 Likely Electorate in Florida on gender, age, race/ethnicity, education, party, DMA (designated market area) region, and turnout. The sample was also weighted by 2020 vote. All benchmarks for the 2022 Florida's 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, party, and DMA 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 for the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures were in place to prevent and remove duplicate responses based on IP address and voter file matches.

The margin of error, calculated the way it would be for a random sample and adjusted to incorporate the effects of weighting, is +/- 4.5 percentage points.





# Survey Demographics

## GENDER

46% Male  
54% Female

## AGE

8% 18-29  
11% 30-39  
13% 40-49  
29% 50-64  
39% 65+

## RACE

73% White  
13% Black  
16% Hispanic/Latino  
2% Asian

## EDUCATION

17% High School or less  
27% Some college  
17% Associate Degree  
22% Bachelor's Degree  
15% Graduate Degree

## IDEOLOGY

41% Conservative  
32% Moderate  
24% Liberal

## PARTY

39% Republican  
26% Independent  
32% Democrat  
2% Other Party

## PARTY+LEAN

47% GOP+Lean  
6% Pure Independent  
42% DEM+Lean  
2% Other Party





ECHELON  
INSIGHTS

