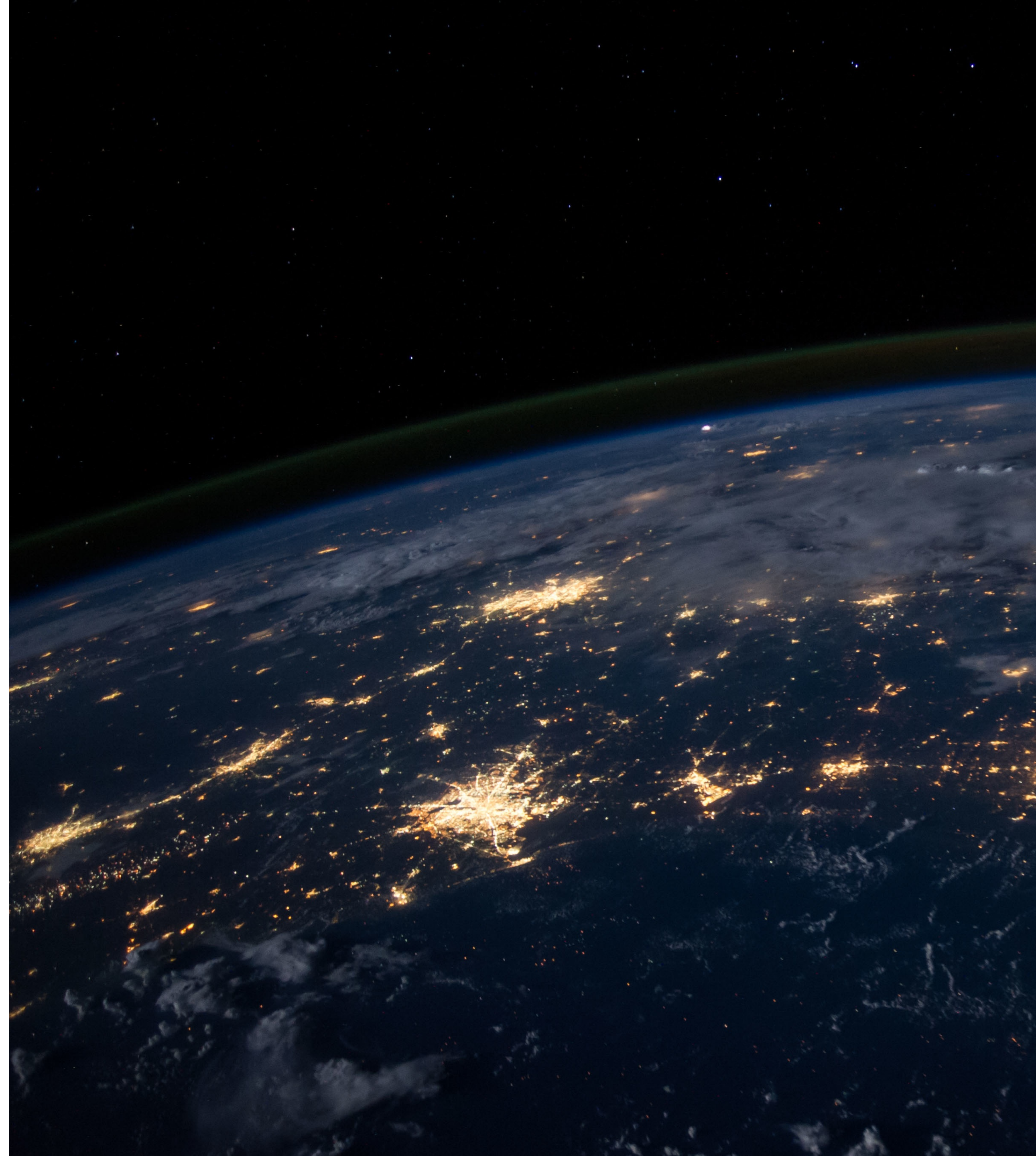# ECHELON INSIGHTS

American Flood Coalition Action - North Carolina

N = 509 voters in the North Carolina Likely Electorate, with an oversample of n=336 Republicans+Independents
August 8 - 14, 2022

Key Takeaways

Key Takeaways — Issue Landscape

- **67% say that flooding solutions is an important issue to them** when considering who to vote for.

- **Strong majorities across party lines — 63% of Republicans and 67% of Independents — believe that flooding is a destructive natural disaster deserving of proactive action by elected officials.**

- **While only 39% agree that flooding is an issue that Republican elected officials *do* care about**, an <u>overwhelming majority</u> **of 87% say it is an issue that elected officials <u>should</u> care about.**

- **There is overwhelming bipartisan support for investing in preventative measures to protect people from flooding. 76% 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 (81% agree-10% disagree)**.

- **After messaging, voters moved from being more likely to back a candidate who supports flooding solutions by a 38 point margin to a 43 point margin.** Initially, 46% overall said they would be more likely to back a candidate who supports comprehensive flooding solutions, while 53% said so after messaging.

- **Independents 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 29 point margin before messaging to a 41 point margin after messaging.

Experiences And Concerns With Flooding

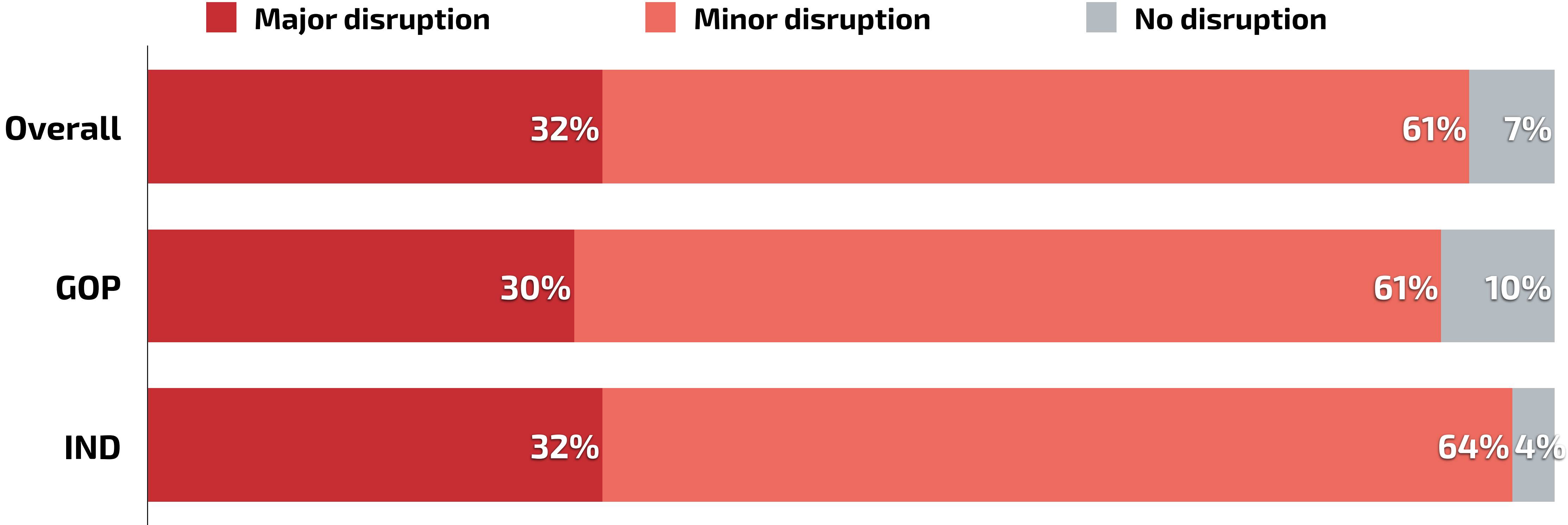# 1 In 5 North Carolinians Report Being Impacted By Flooding

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

Legend: ■ Yes ■ Unsure ■ No

Region	Yes	Unsure	No
Overall	18%	1%	81%
Raleigh/Durham	23%		77%
Charlotte	7%	2%	91%
Greensboro	11%	1%	88%
Greenville	7%		93%
Rest of NC	39%	3%	59%
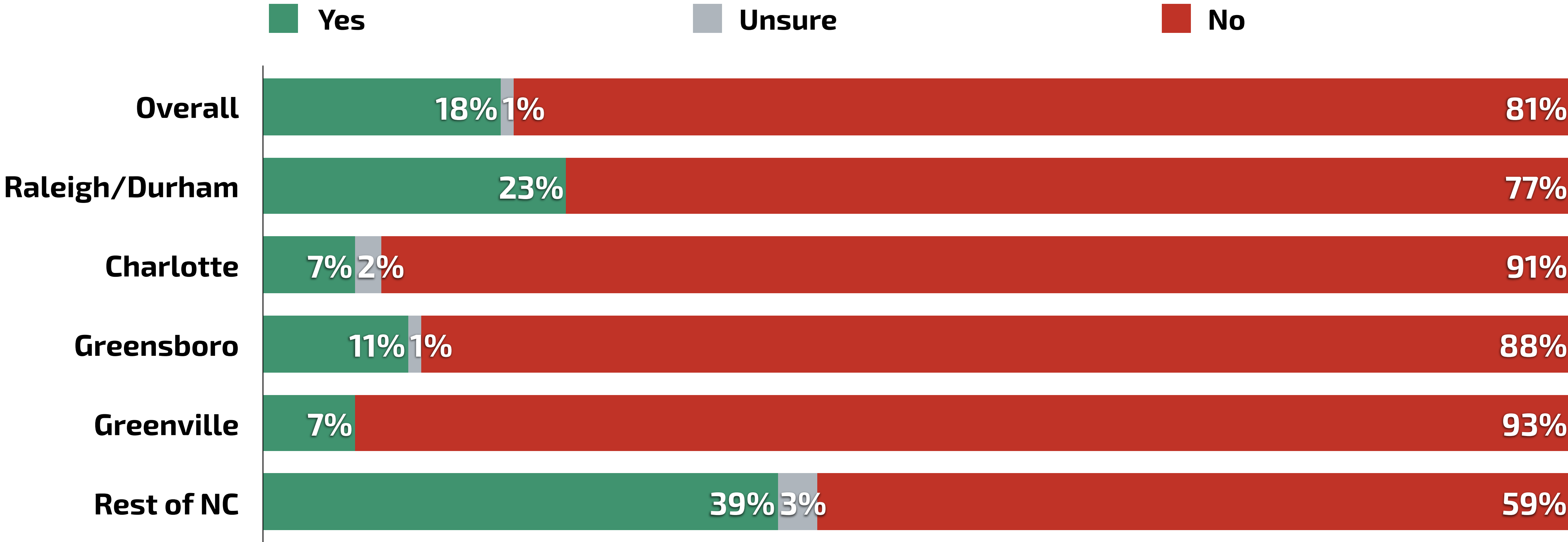
1 In 3 Of Those Who Have Been Impacted By Flooding Describe The Experience As "Major Disruption" To Their Lives

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]

■ Major disruption   ■ Minor disruption   ■ No disruption

	Major disruption	Minor disruption	No disruption
Overall	32%	61%	7%
GOP	30%	61%	10%
IND	32%	64%	4%

North Carolinians 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.

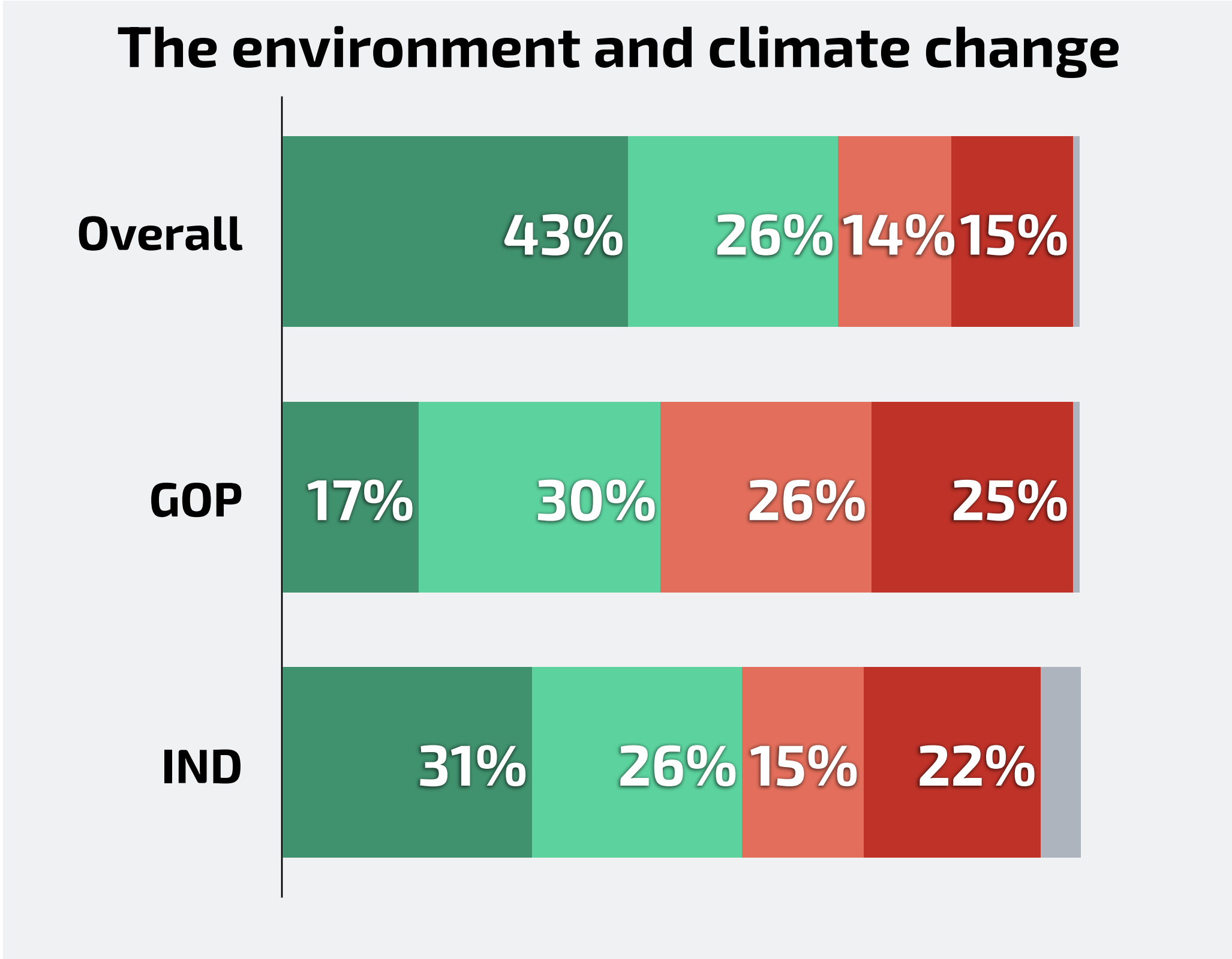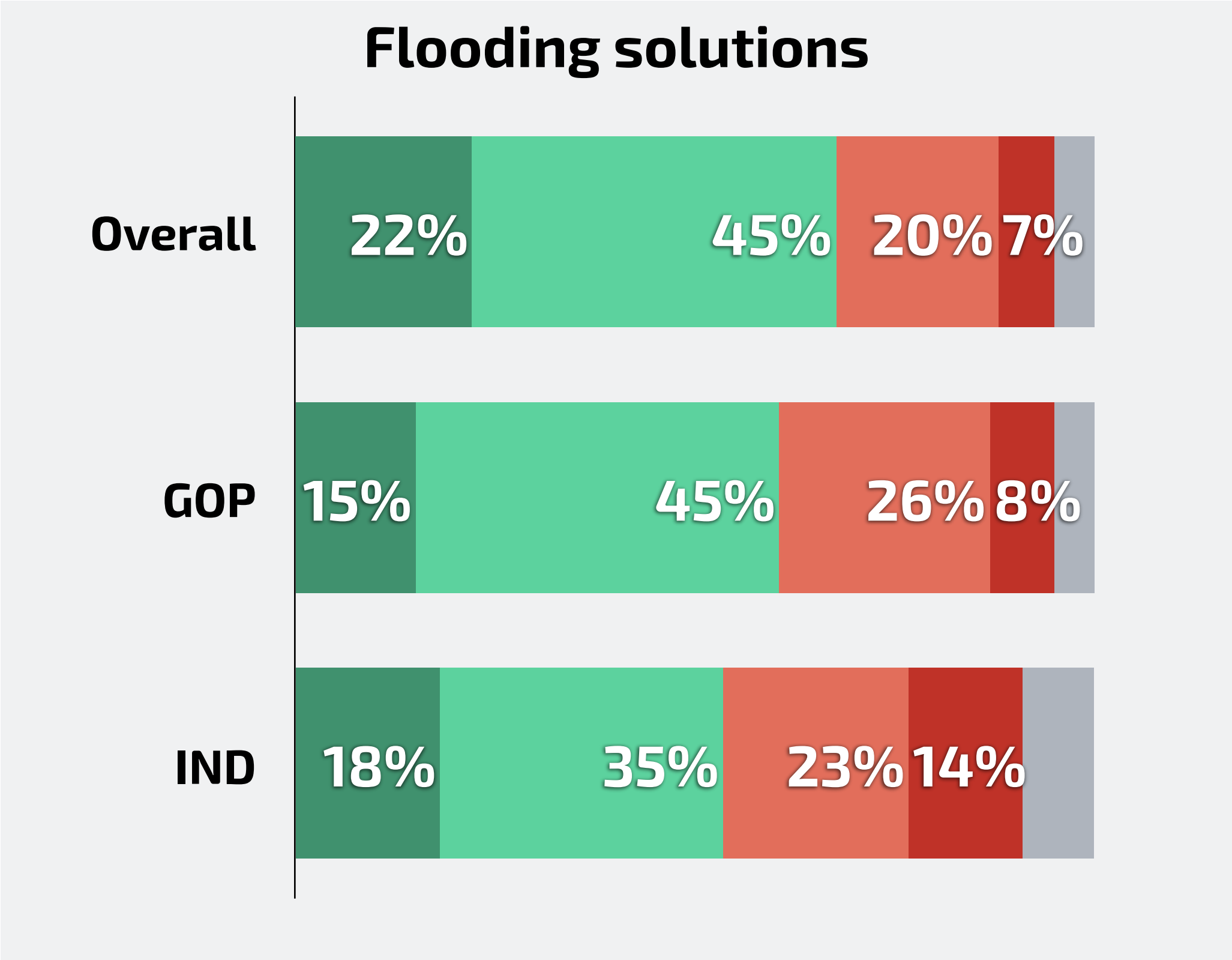| Category	Percentage
Property damage/devaluation	66%
Public health and safety	57%
Recovery time and resource usage	50%
Damage to local economy	39%
Lack of access to public services such as schooling, childcare, utilities, etc.	31%
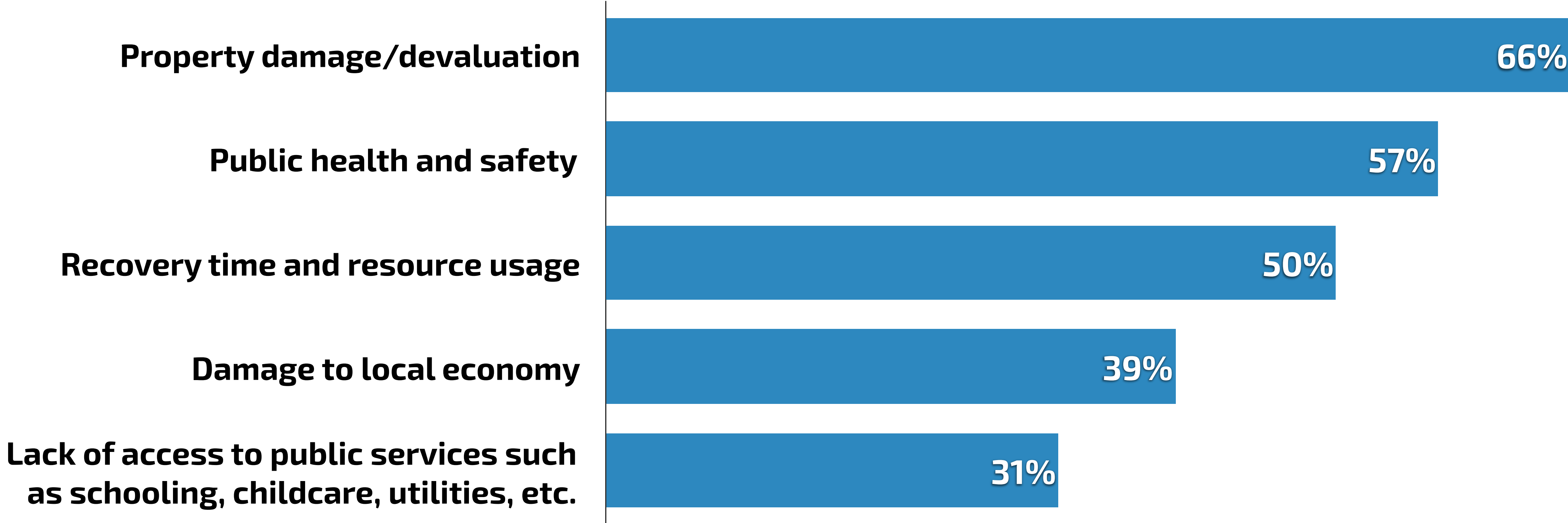
How Voters View Responses To Flooding

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?

Flooding solutions

	Very important	Somewhat important	Not so important	Not at all important
Overall	22%	45%	20%	7%
GOP	15%	45%	26%	8%
IND	18%	35%	23%	14%

The environment and climate change

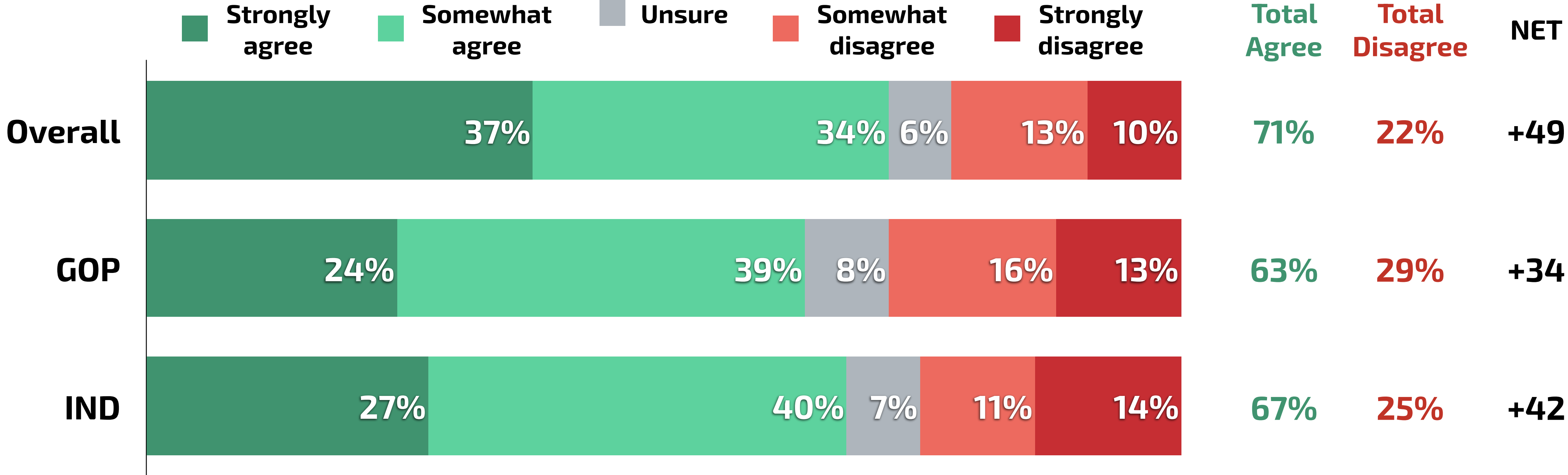|	Very important	Somewhat important	Not so important	Not at all important
Overall	43%	26%	14%	15%
GOP	17%	30%	26%	25%
IND	31%	26%	15%	22%

Legend: Very important · Somewhat important · Not so important · Not at all important · Unsure

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.

	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree	Total Agree	Total Disagree	NET
Overall	37%	34%	6%	13%	10%	71%	22%	+49
GOP	24%	39%	8%	16%	13%	63%	29%	+34
IND	27%	40%	7%	11%	14%	67%	25%	+42

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]

Overall | IND | GOP

	Overall	IND	GOP
State governments	91%	82%	90%
Local governments	91%	84%	89%
Individuals	81%	77%	78%
The federal government	80%	73%	68%
Business leaders	74%	68%	69%
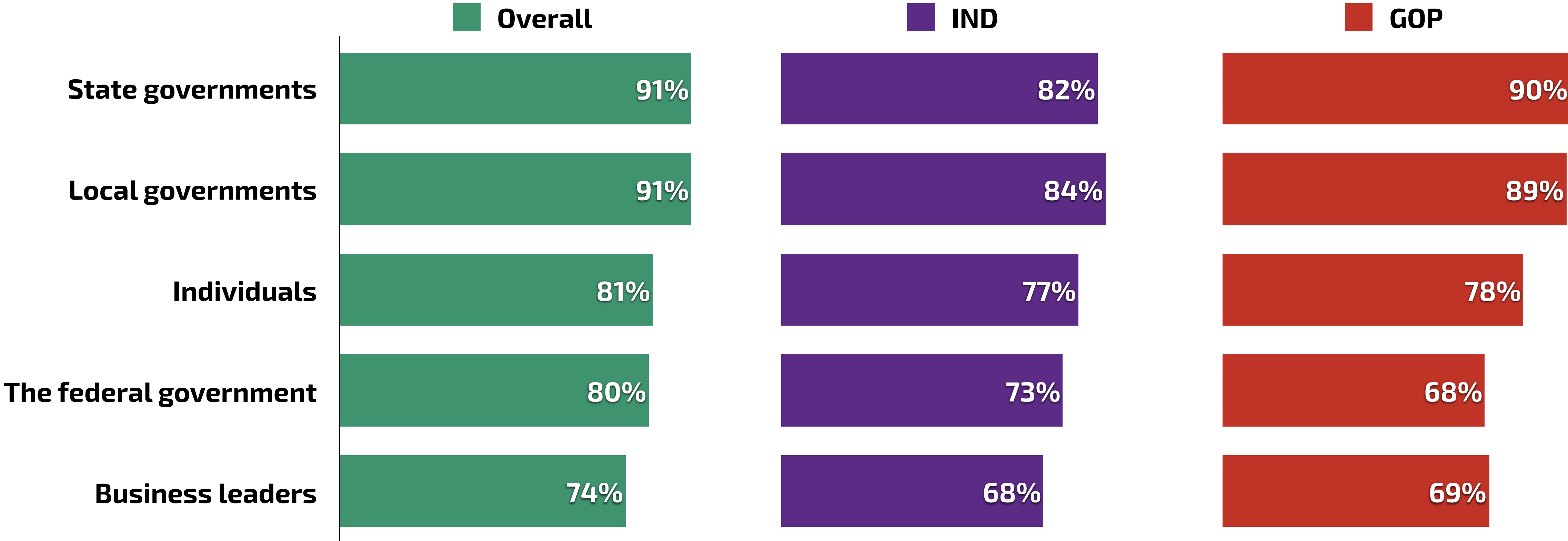
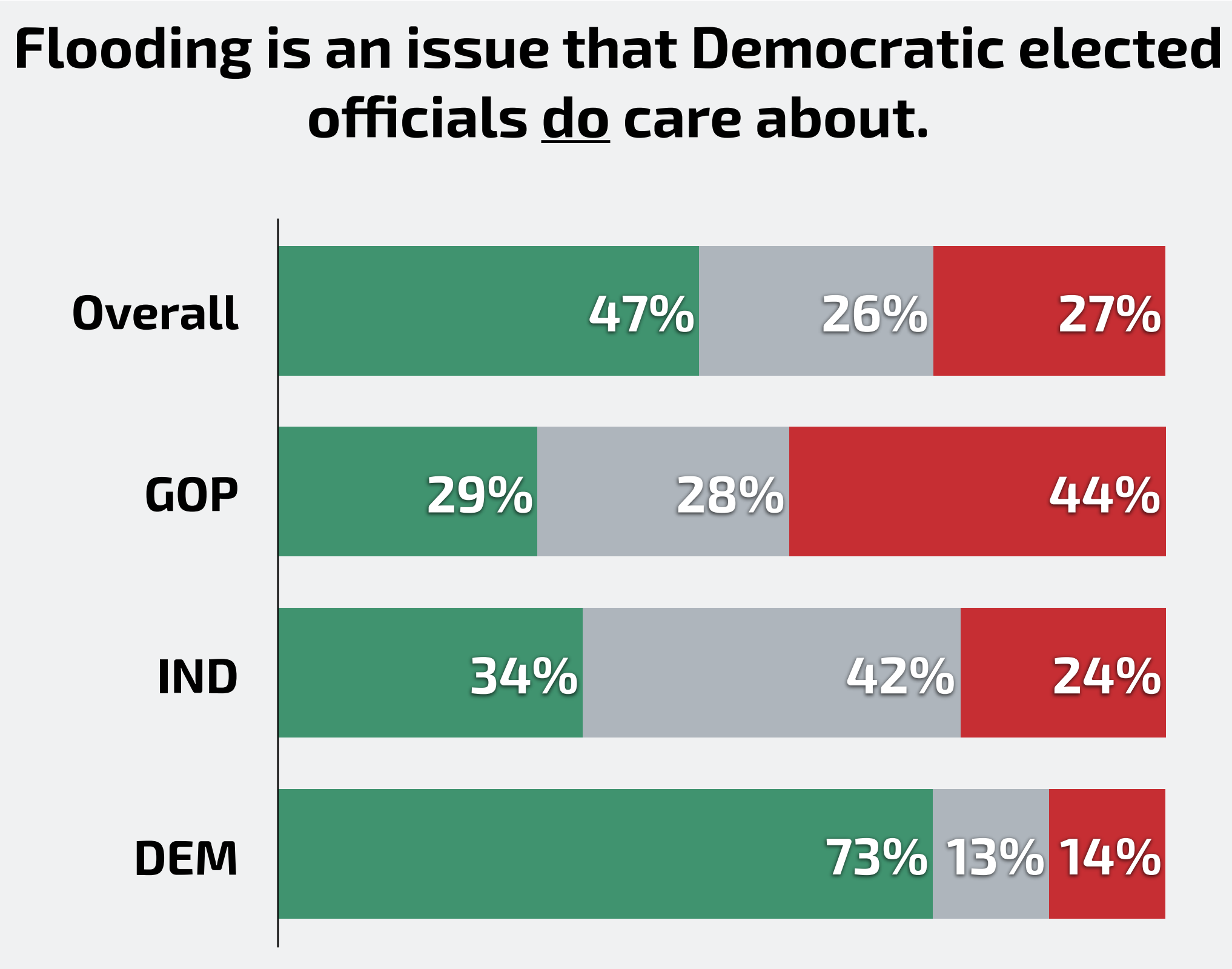# While Only 4 In 10 North Carolinians Think Republican Elected Officials <u>Do</u> Care About Flooding…

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

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

	Agree	Unsure	Disagree
Overall	39%	26%	36%
GOP	55%	21%	24%
IND	24%	45%	31%
DEM	33%	16%	50%

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

|	Agree	Unsure	Disagree
Overall	47%	26%	27%
GOP	29%	28%	44%
IND	34%	42%	24%
DEM	73%	13%	14%

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

13
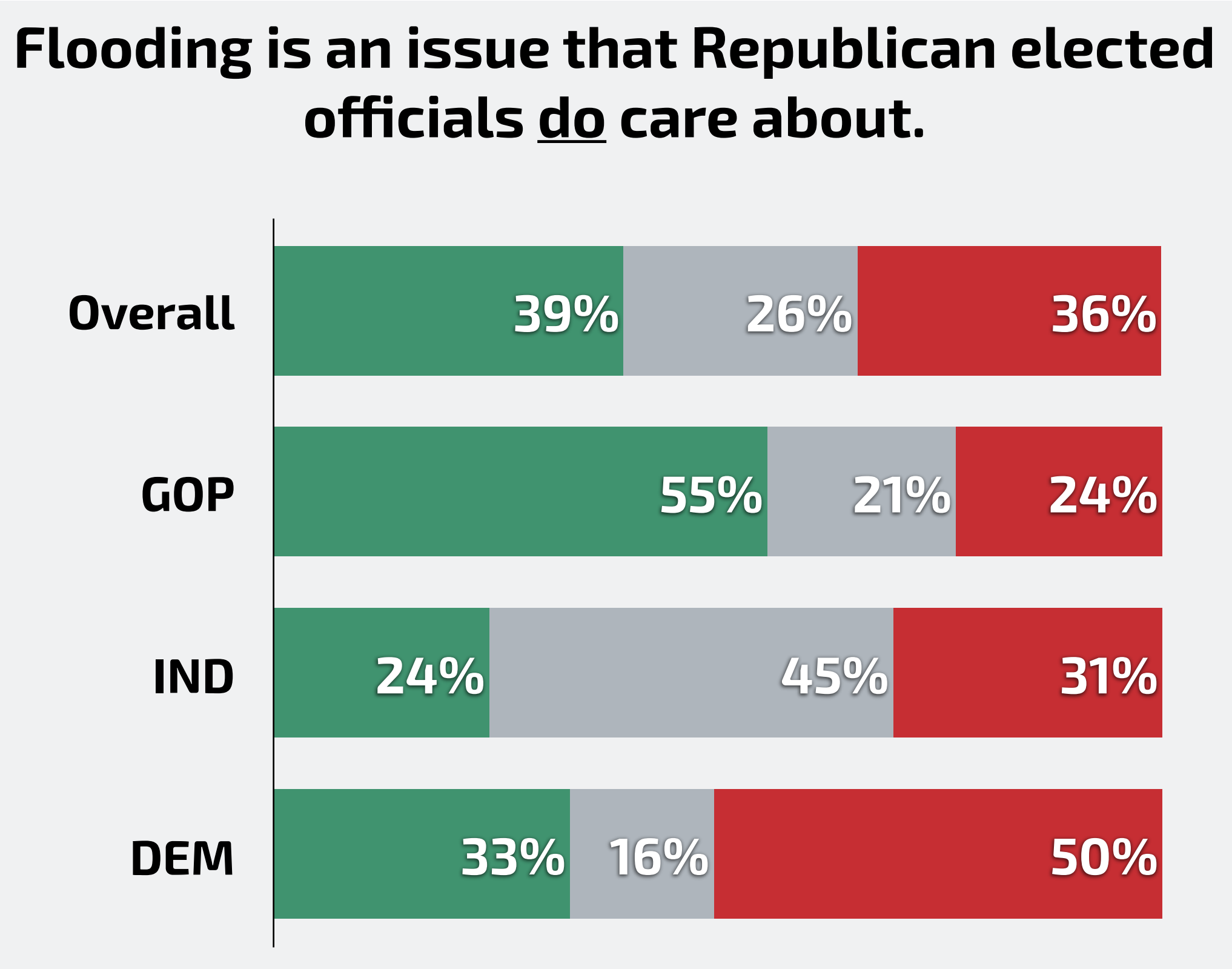
… Nearly 9 In 10 Say Flooding Is An Issue That Elected Officials Should Care About …

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

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

■ Strongly / somewhat agree   ■ Unsure   ■ Strongly / somewhat disagree

NET

Overall	87% · · 8%	**+79**
GOP	86% · · 10%	**+76**
IND	82% · · 8%	**+74**
DEM	91% · 6%	**+85**
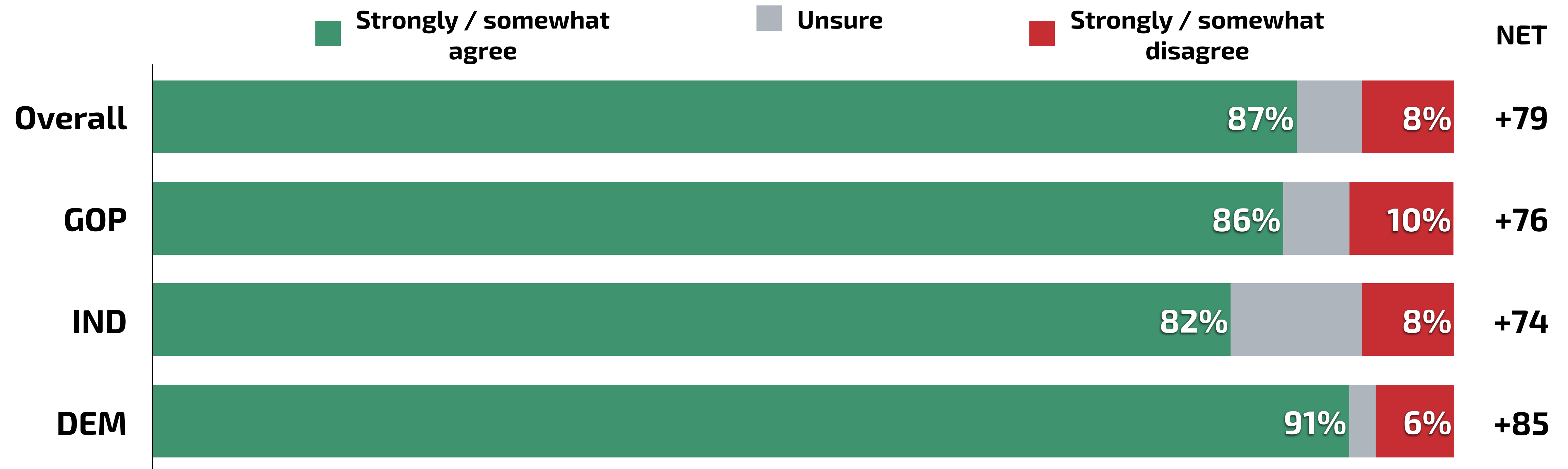
… And 3 In 4 Say Fixing Flooding Should Be A Priority

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

Fixing flooding should be a priority for elected officials.

	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree	Total Agree	Total Disagree	NET
Overall	34%	41%		12%	5%	75%	16%	+59
GOP	22%	43%		16%	5%	65%	21%	+44
IND	23%	45%		17%	6%	69%	23%	+46
DEM	54%	37%		4%	1%	91%	5%	+86
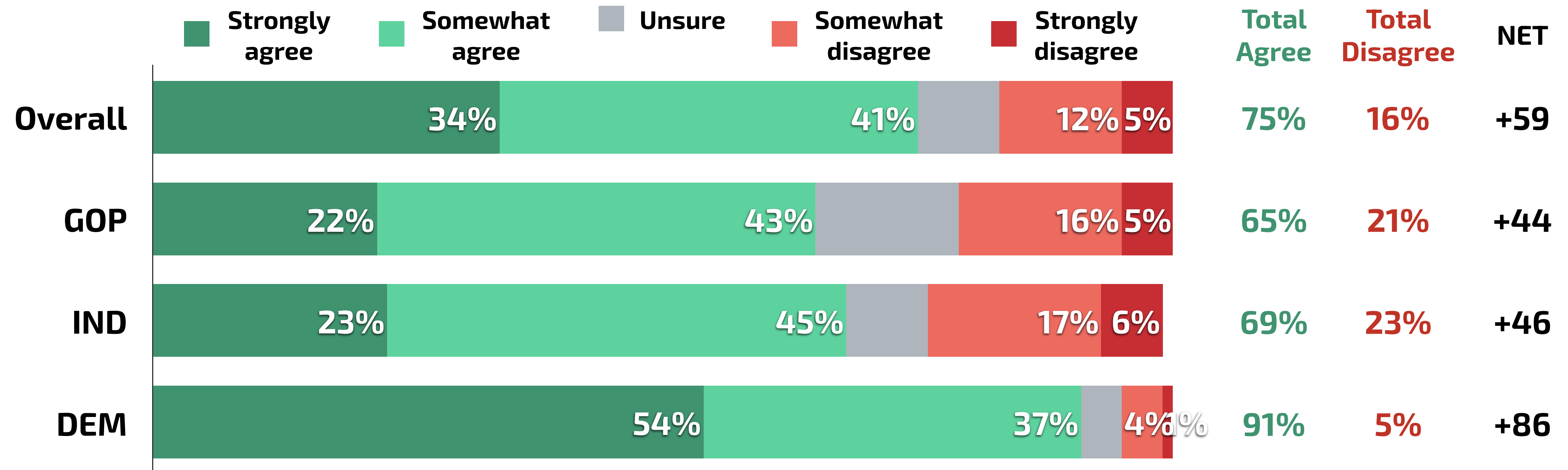
Two Thirds Say The Federal Disaster Relief System Is Too Slow, Complex, And Needs A Major Overhaul

Q. Which of the following comes closest to your view, even if neither is exactly right? The federal disaster relief system…
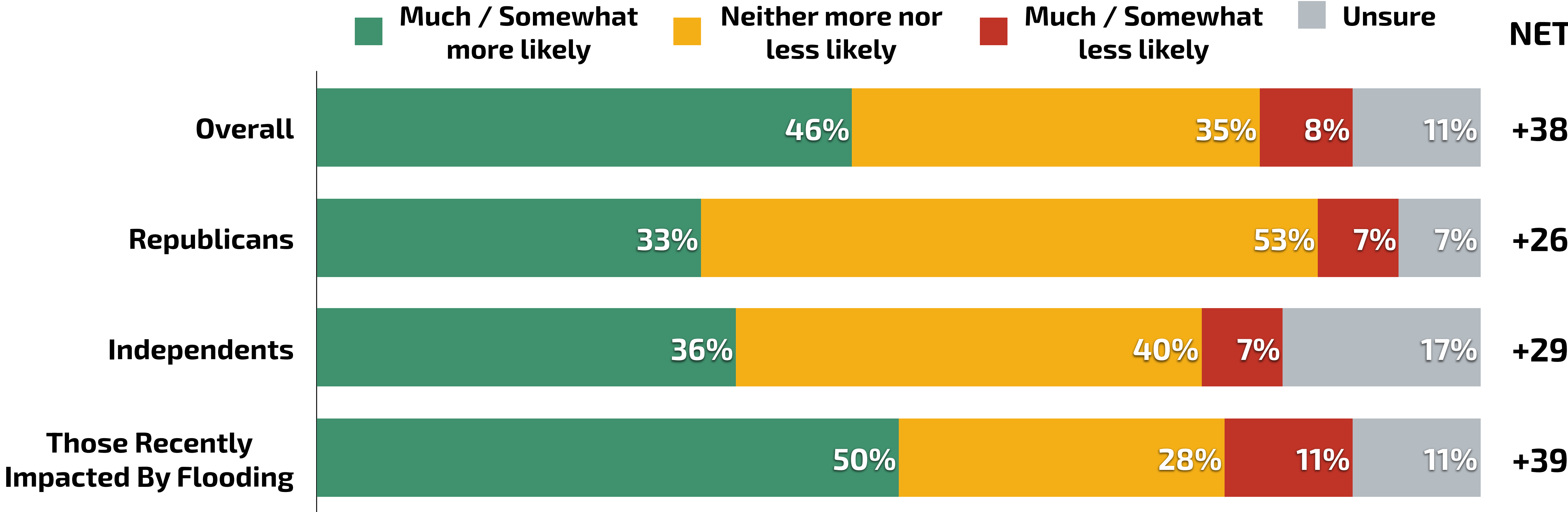
Legend:
- Is too slow, complex, and needs major overhaul to ensure quick and effective assistance to disaster victims and local responders.
- Unsure
- Should remain unchanged because complex problems require complex solutions

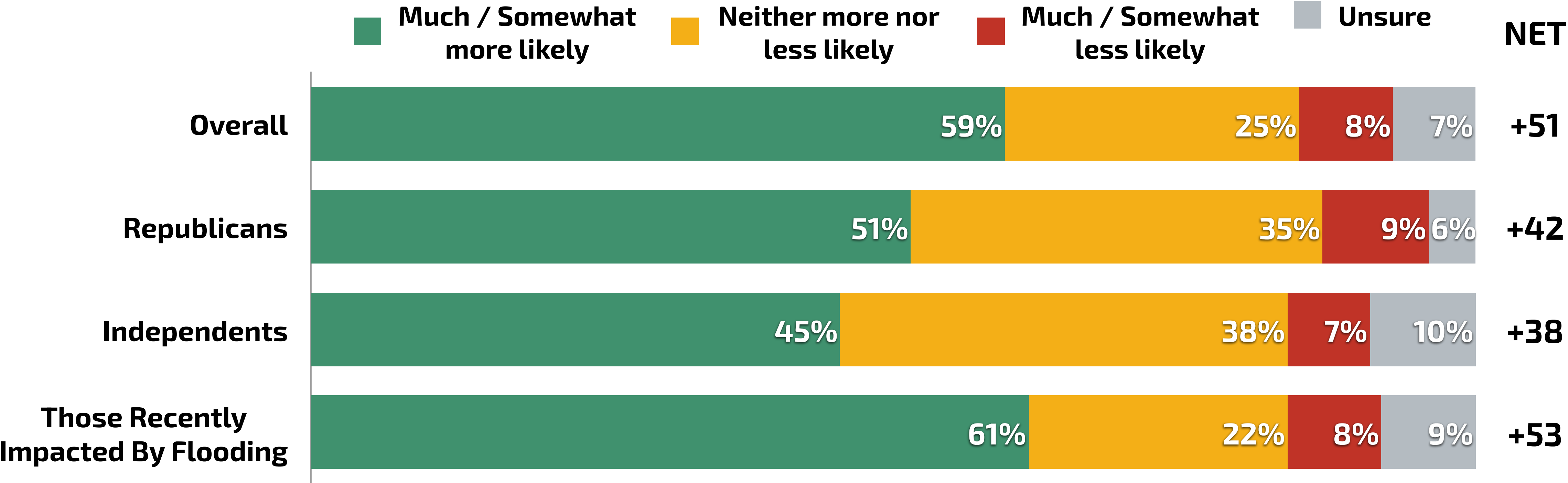|	Too slow, needs overhaul	Unsure	Should remain unchanged
Overall	66%	15%	19%
GOP	63%	15%	22%
IND	71%	18%	11%
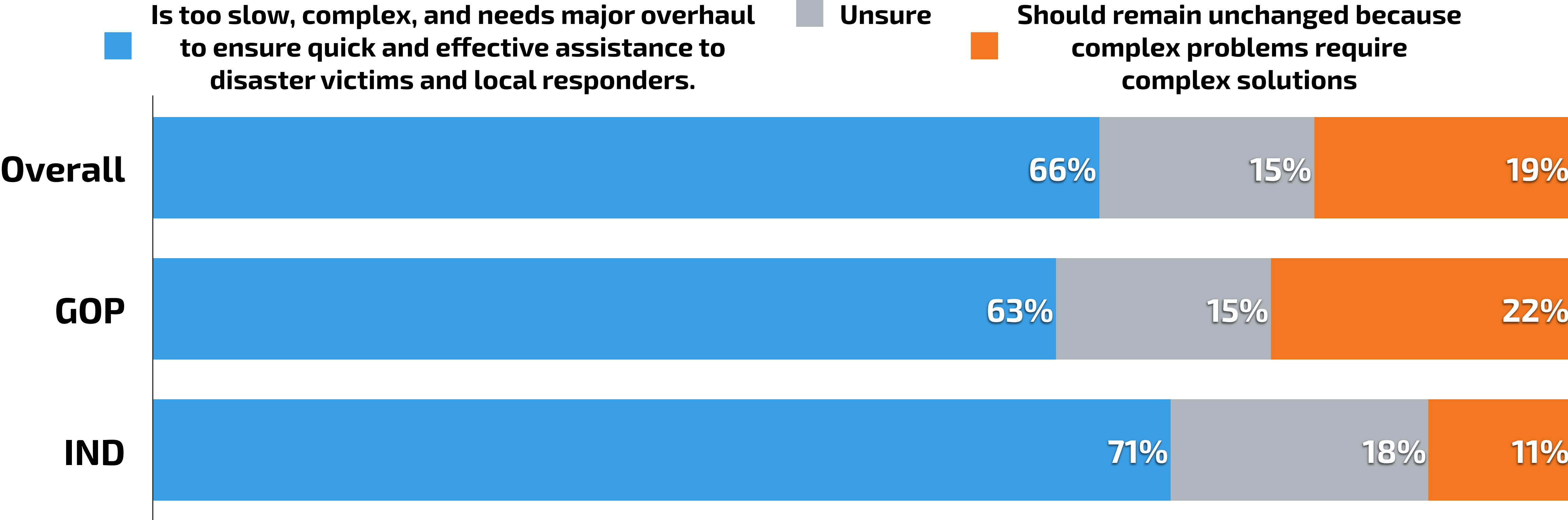
Message Testing

By 26 And 29 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?

Legend: ■ Much / Somewhat more likely ■ Neither more nor less likely ■ Much / Somewhat less likely ■ Unsure

NET

Category	Much / Somewhat more likely	Neither more nor less likely	Much / Somewhat less likely	Unsure	NET
Overall	46%	35%	8%	11%	+38
Republicans	33%	53%	7%	7%	+26
Independents	36%	40%	7%	17%	+29
Those Recently Impacted By Flooding	50%	28%	11%	11%	+39

By 42 And 38 Point Margins, Republicans And Independents More Likely To Support Legislator Who Supported Flood Relief Funding Bill

Q. Last year, North Carolina passed a state law that invested over $800 million in state funds to enable communities to both better plan for flooding and to recover from disasters faster. If you knew that your state legislator supported this bill, would you be more likely or less likely to support them?

Legend:
- Much / Somewhat more likely (green)
- Neither more nor less likely (yellow)
- Much / Somewhat less likely (red)
- Unsure (gray)

NET

	Much / Somewhat more likely	Neither more nor less likely	Much / Somewhat less likely	Unsure	NET
Overall	59%	25%	8%	7%	+51
Republicans	51%	35%	9%	6%	+42
Independents	45%	38%	7%	10%	+38
Those Recently Impacted By Flooding	61%	22%	8%	9%	+53

Highest Levels Of Agreement On Messaging On Cost Effectiveness, Innovative Farmers
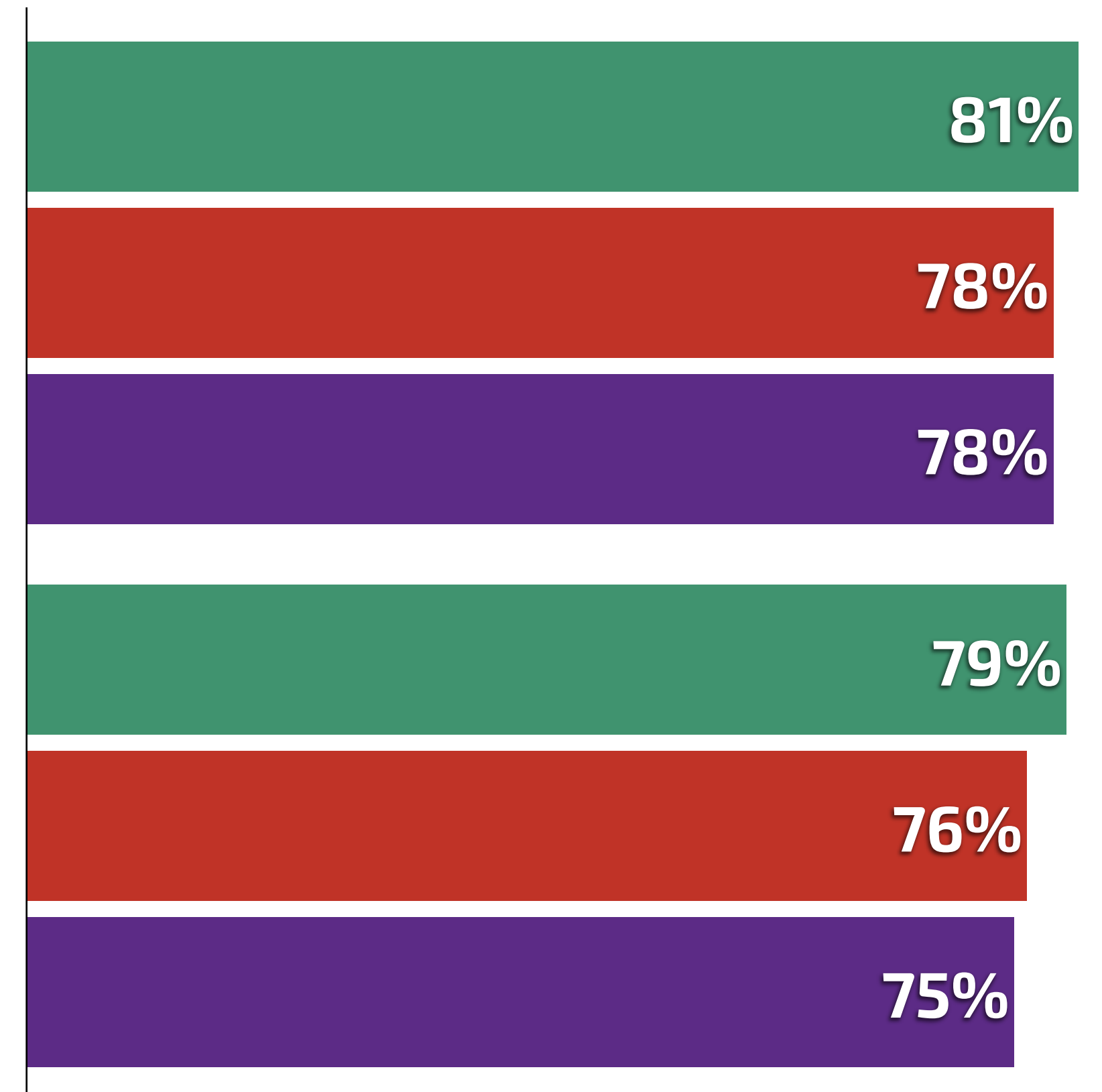
Q. Please indicate whether you agree or disagree with the following statement. [% Answering Agree]

"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

- 81%
- 78%
- 78%

"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

- 79%
- 76%
- 75%

Overall
GOP
IND

20

3 In 4 Republicans Agree With Messages On Cutting Red Tape And National Security

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

78%
74%
77%

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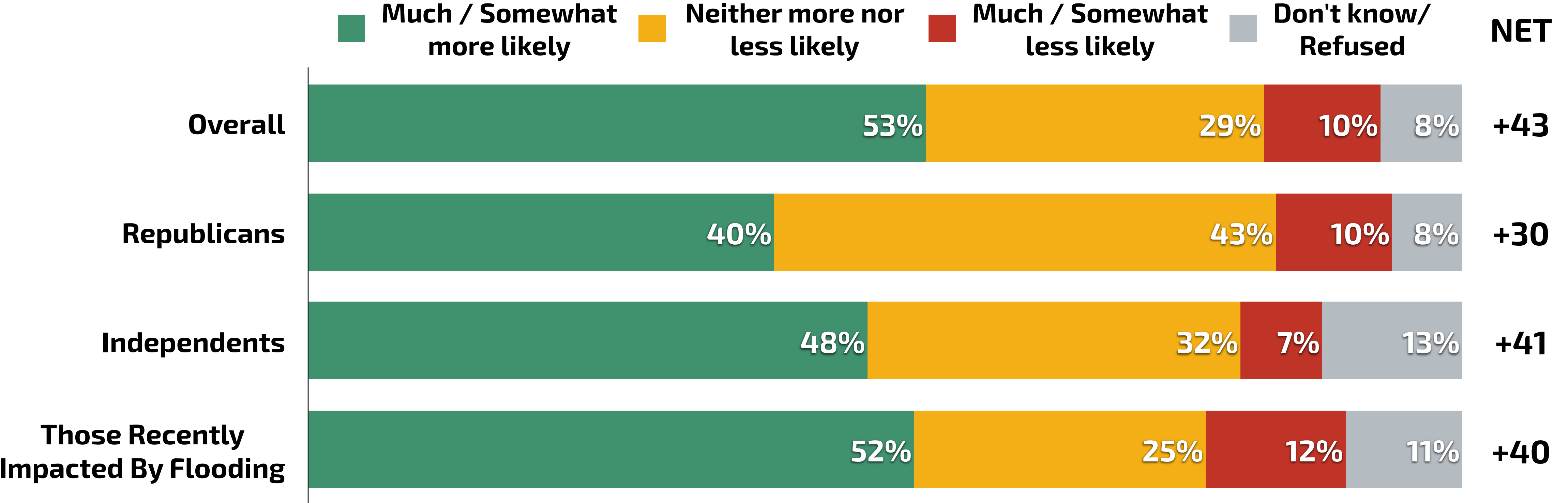
National Security

77%
76%
73%

Overall
GOP
IND

After Messaging, Majority Of North Carolinians More Likely To Back Candidate Who Supports Comprehensive Flooding Solutions

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?

Legend:
- ■ Much / Somewhat more likely
- ■ Neither more nor less likely
- ■ Much / Somewhat less likely
- ■ Don't know/ Refused

NET

|	More likely	Neither	Less likely	Don't know	NET
Overall	53%	29%	10%	8%	**+43**
Republicans	40%	43%	10%	8%	**+30**
Independents	48%	32%	7%	13%	**+41**
Those Recently Impacted By Flooding	52%	25%	12%	11%	**+40**

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Methodology

Methodology

N = 509 registered voters in North Carolina were surveyed from August 8-14, 2022. 52% of respondents were sampled via web panels and matched to the North Carolina voter file, and 48% of respondents were sampled via text-to-web and matched to the North Carolina voter file. A minimum quota of 330 Republicans and Independents was set for this survey.

The sample was weighted to population benchmarks for the 2022 Likely Electorate in North Carolina 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 North Carolina 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 +/- 5.4 percentage points.
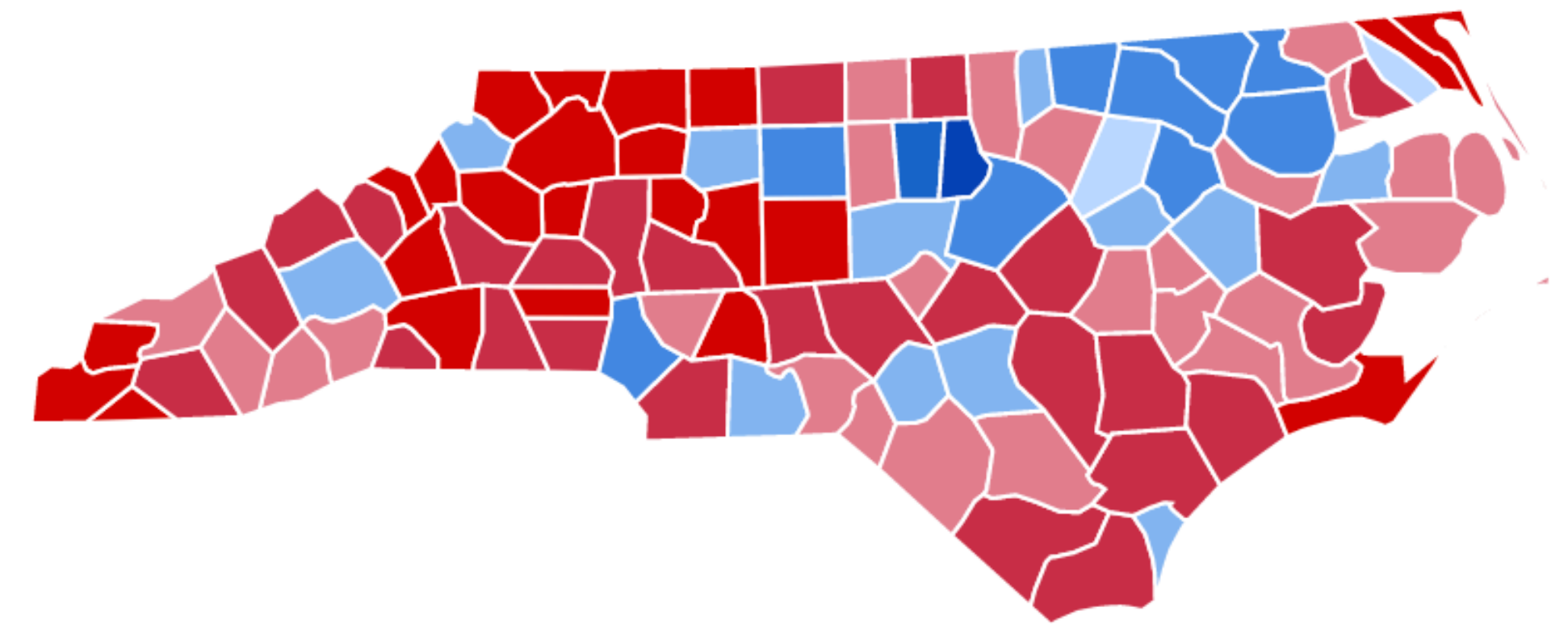
Survey Demographics

GENDER	AGE	RACE	EDUCATION
46% Male 54% Female	10% 18-29 12% 30-39 15% 40-49 30% 50-64 33% 65+	71% White 22% Black 4% Hispanic/Latino 2% Asian 1% Native American	15% High School or less 26% Some college 18% Associate Degree 25% Bachelor's Degree 15% Graduate Degree

IDEOLOGY	PARTY	PARTY+LEAN
40% Conservative 29% Moderate 27% Liberal	36% Republican 25% Independent 37% Democrat 1% Other Party	49% GOP+Lean 3% Pure Independent 46% DEM+Lean 1% Other Party