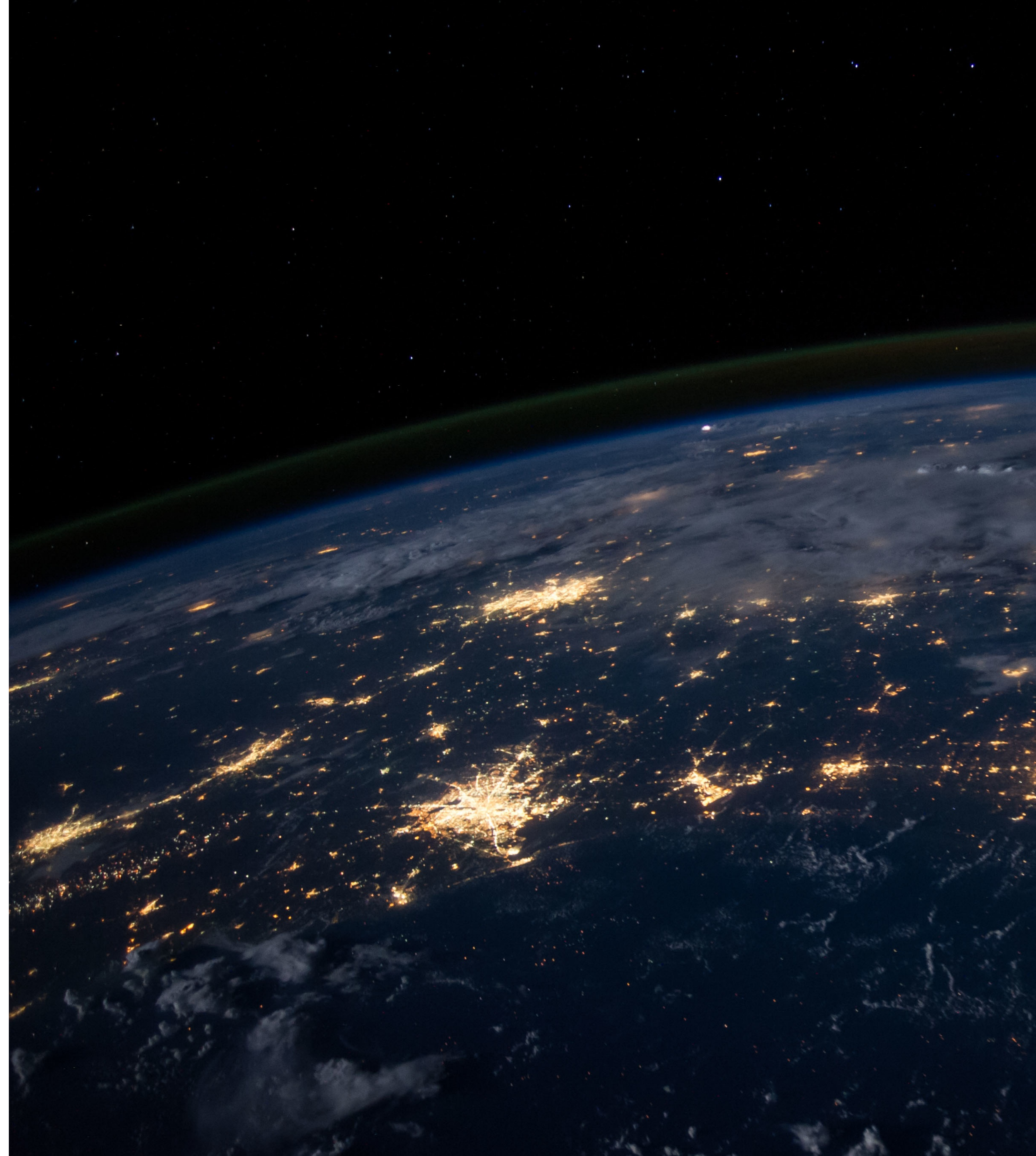ECHELON
INSIGHTS

American Flood Coalition Action - Texas

N = 638 voters in the Texas Likely Electorate, with
an oversample of n=408
Republicans+Independents
August 8 - 14, 2022

Key Takeaways

Key Takeaways — Issue Landscape

· **69% say that flooding solutions is an important issue** to them when considering who to vote for.

· **Strong majorities — 70% of Republicans and 79% of Independents — believe that flooding is a destructive natural disaster deserving of proactive action by elected officials.**

· **While only 38% agree that flooding is an issue that Republican elected officials *do* care about, an <u>overwhelming majority</u> of 86% 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. 81% 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 elected officials should cut government red tape to advance flooding solutions elicited the most agreement (80% agree-9% disagree)**. The messages focusing on **saving taxpayer dollars (79%-10%) and preventing damage to the energy grid (79%-11%) performed similarly well.**

- **After messaging, nearly half of all voters said they would be more likely to back a candidate who supports comprehensive flooding solutions.**

- **Republicans and Independents both became more likely to vote for a candidate who supports flooding solutions after messaging.**
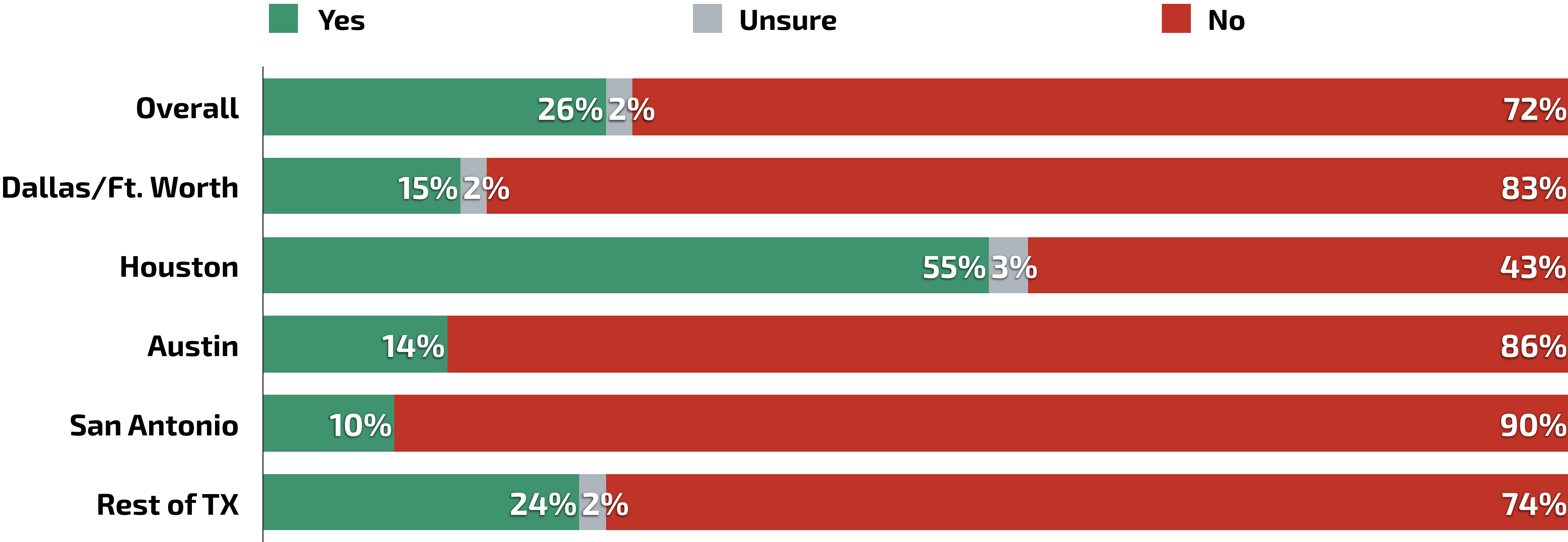
Experiences And Concerns With Flooding

1 In 4 Texans Report Being Impacted By Flooding, Including Majority Of Houston DMA

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

■ Yes ■ Unsure ■ No

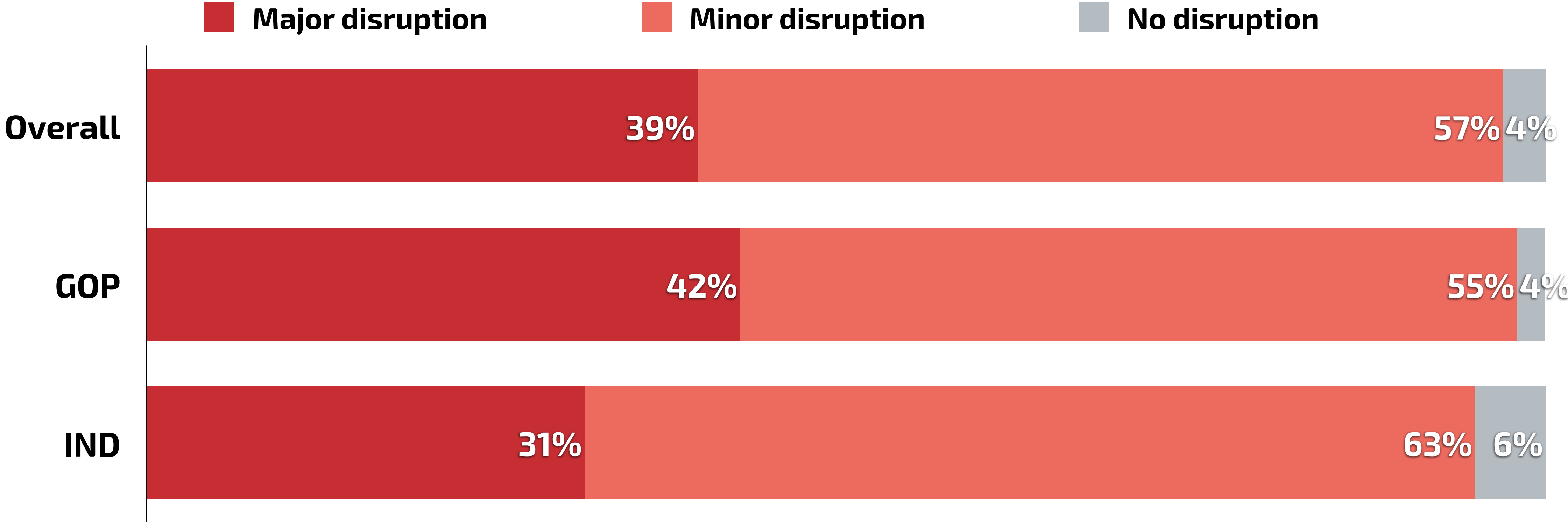| Region	Yes	Unsure	No
Overall	26%	2%	72%
Dallas/Ft. Worth	15%	2%	83%
Houston	55%	3%	43%
Austin	14%		86%
San Antonio	10%		90%
Rest of TX	24%	2%	74%

Note: Survey was conducted before late August flooding in the Dallas area

1 In 4 Of Those Who Have Been Impacted By Flooding Describe The Experience As A 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]

Legend: ■ Major disruption ■ Minor disruption ■ No disruption

Group	Major disruption	Minor disruption	No disruption
Overall	39%	57%	4%
GOP	42%	55%	4%
IND	31%	63%	6%

Texans Most Concerned About Flooding's Impact On Property Damage, Public Health

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	Percent
Property damage/devaluation	66%
Public health and safety	52%
Recovery time and resource usage	48%
Damage to local economy	36%
Lack of access to public services such as schooling, childcare, utilities, etc.	32%

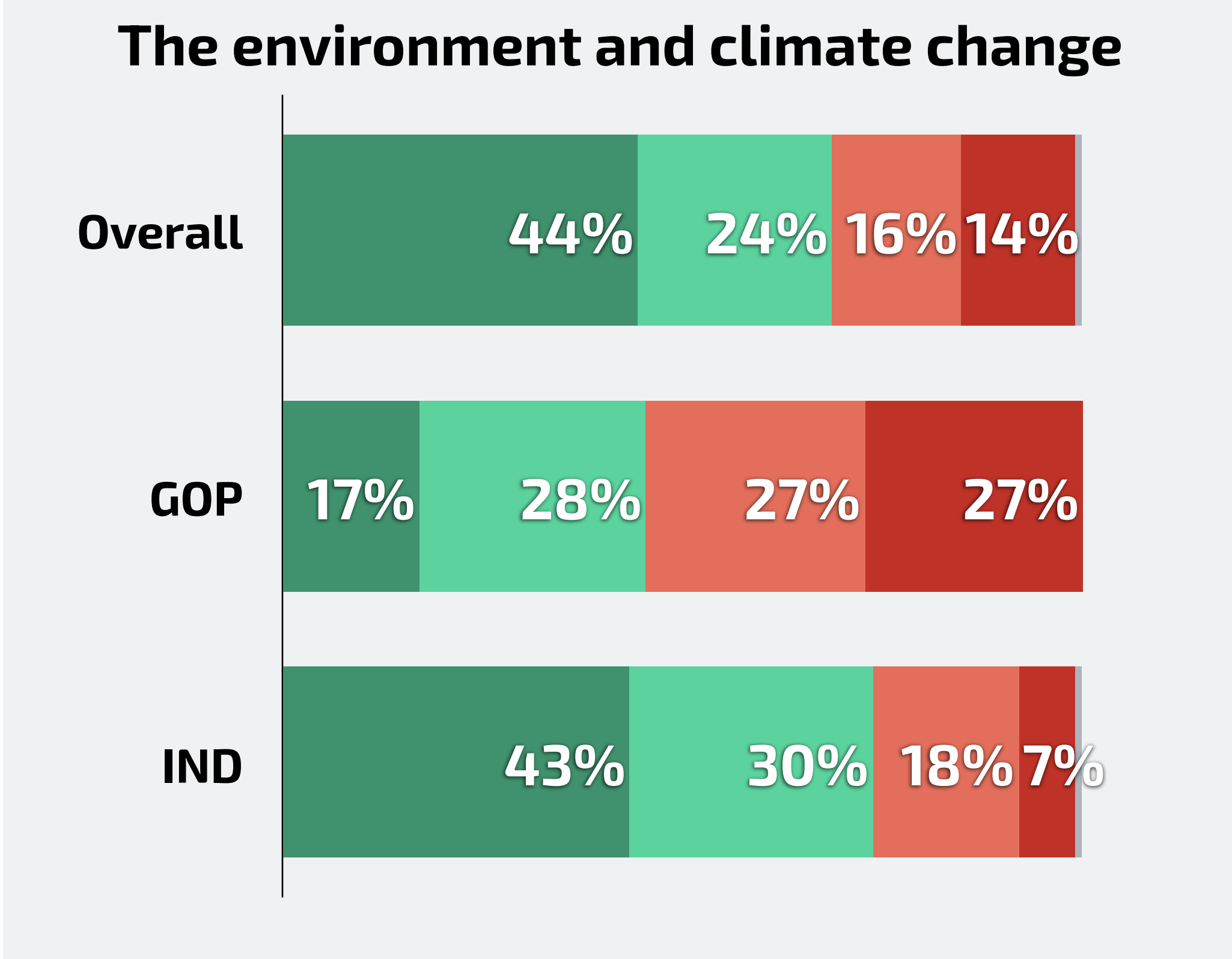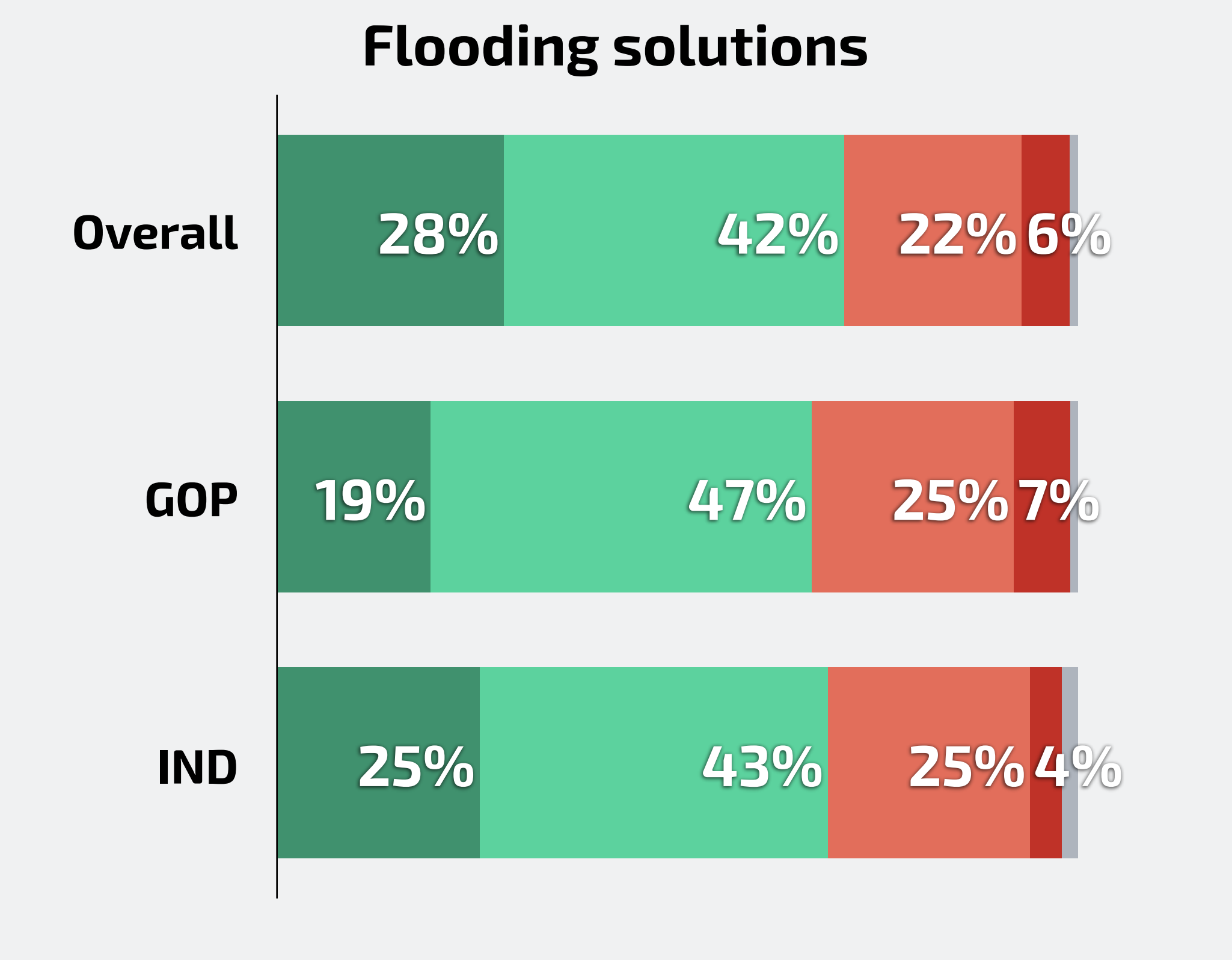Note: Something else, None of these not shown
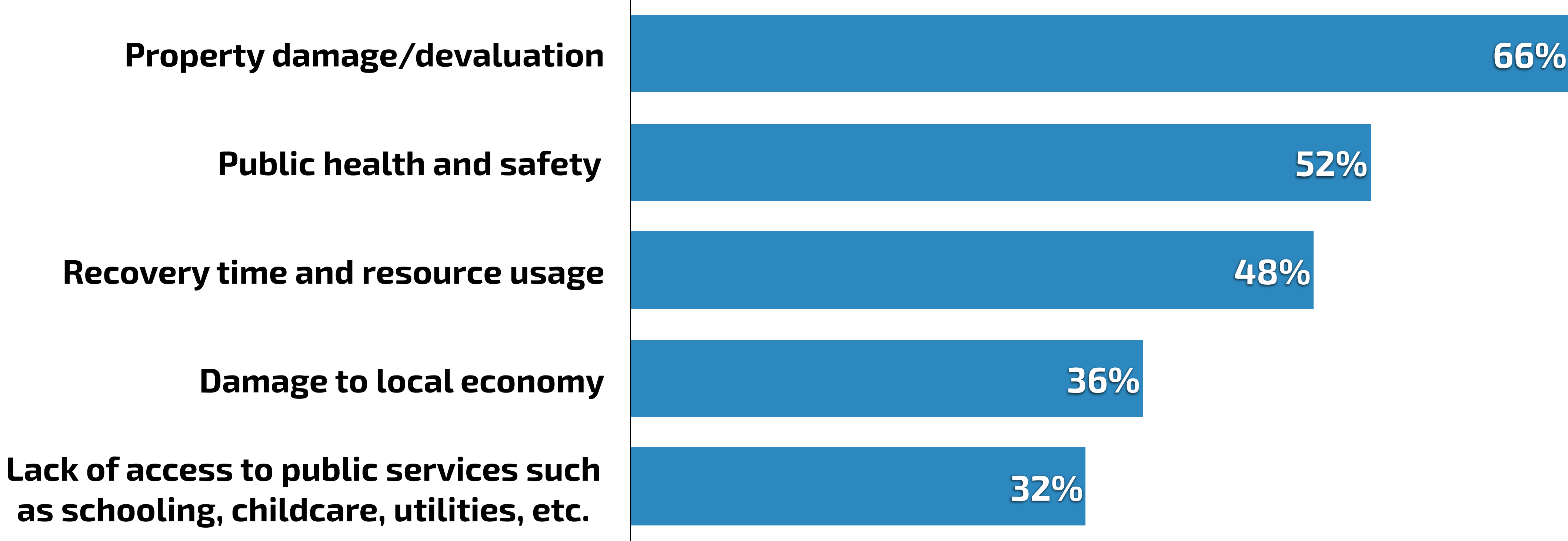
How Voters View Responses To Flooding

7 In 10 Republicans And Independents View Flooding Solutions As Important To Their Vote

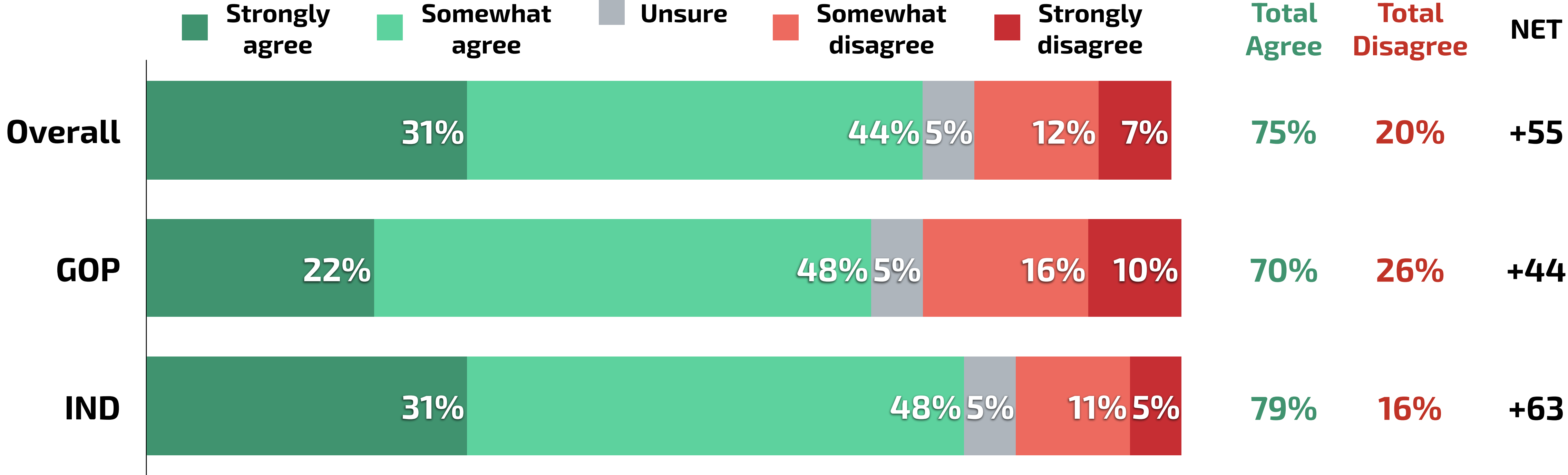**Q. How important are each of the following issues to you when you are considering who to vote for?**

Flooding solutions

	Very important	Somewhat important	Not so important	Not at all important
Overall	28%	42%	22%	6%
GOP	19%	47%	25%	7%
IND	25%	43%	25%	4%

The environment and climate change

	Very important	Somewhat important	Not so important	Not at all important
Overall	44%	24%	16%	14%
GOP	17%	28%	27%	27%
IND	43%	30%	18%	7%

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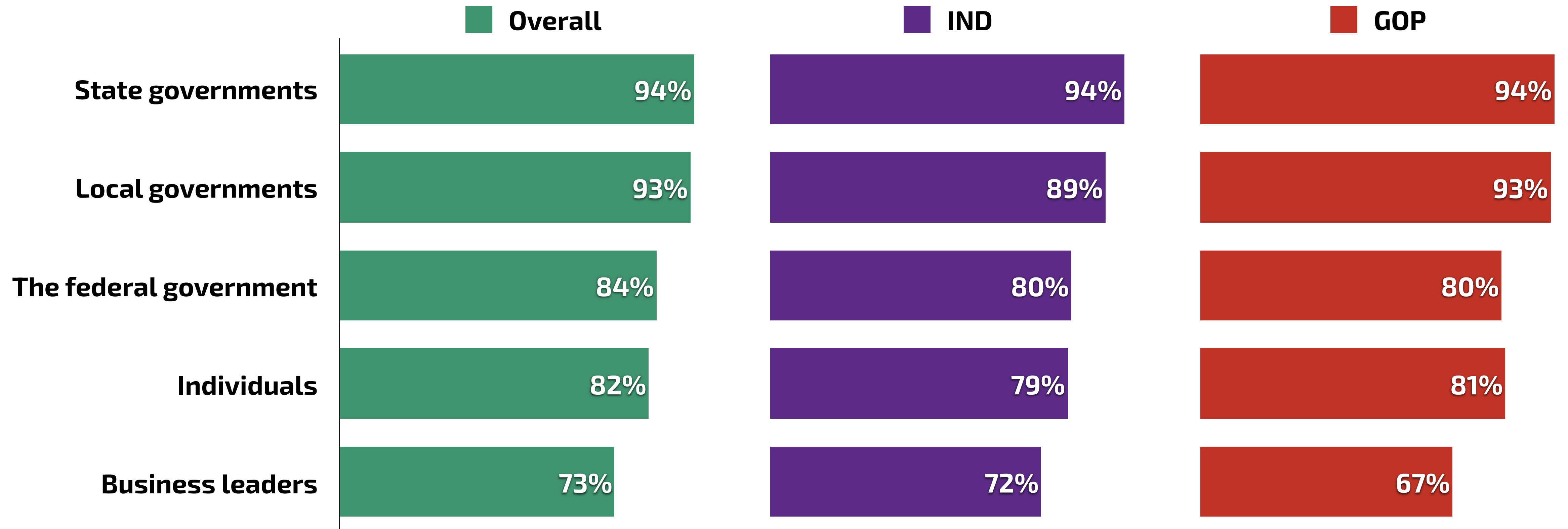
Q. Do you agree or disagree with the following statement?

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

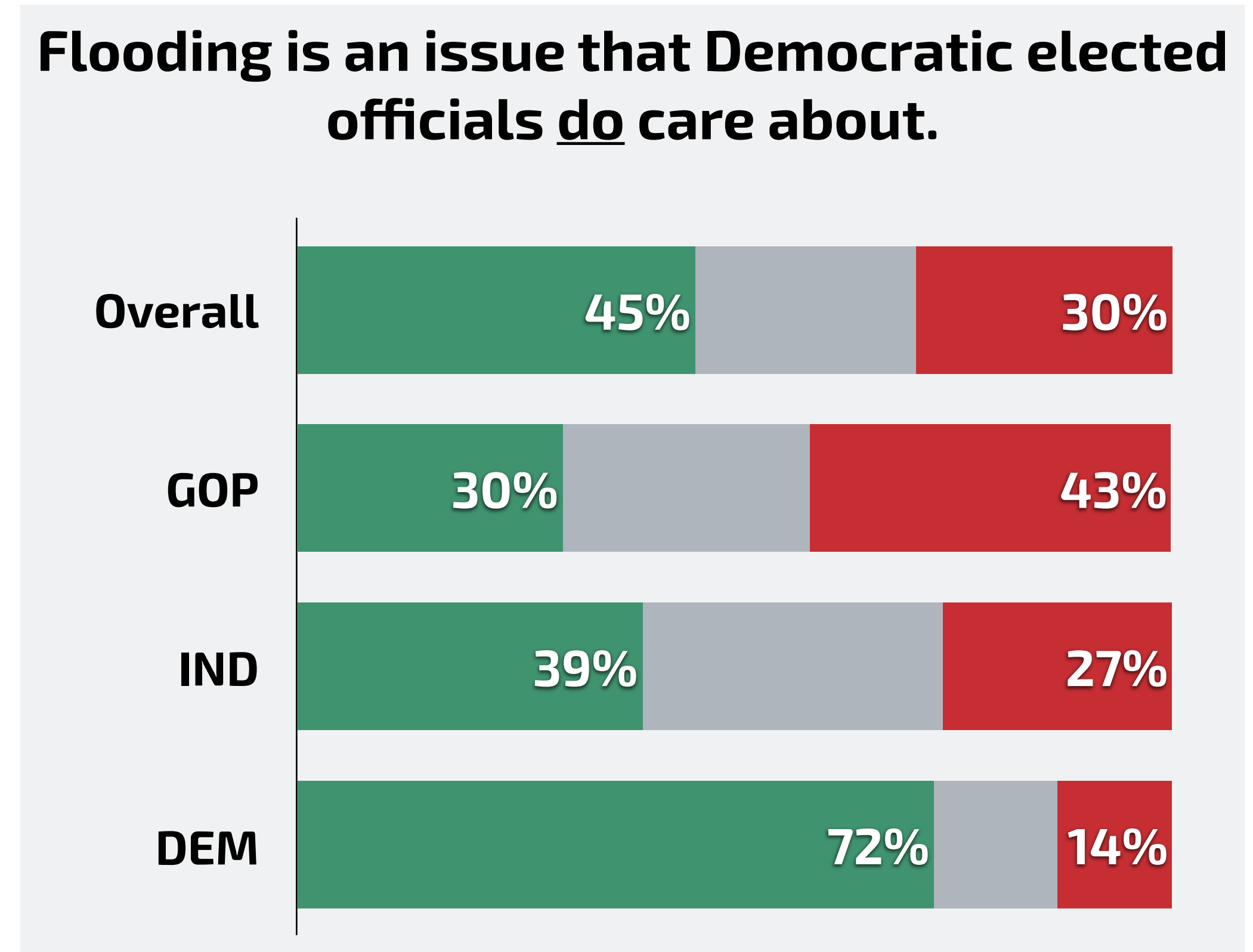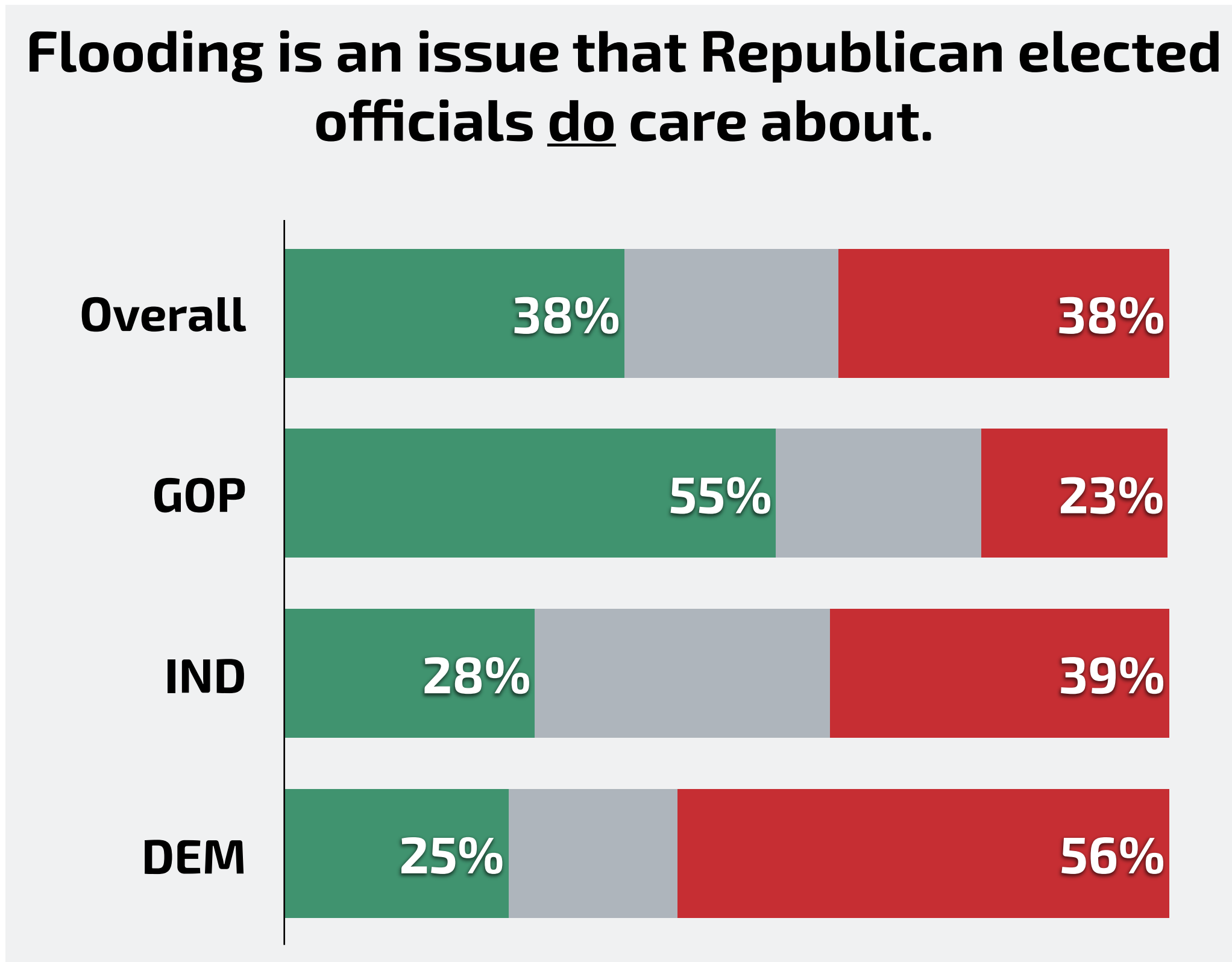|	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree	Total Agree	Total Disagree	NET
Overall	31%	44%	5%	12%	7%	75%	20%	+55
GOP	22%	48%	5%	16%	10%	70%	26%	+44
IND	31%	48%	5%	11%	5%	79%	16%	+63

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
State governments	94%	94%	94%
Local governments	93%	89%	93%
The federal government	84%	80%	80%
Individuals	82%	79%	81%
Business leaders	73%	72%	67%

While Under 4 In 10 Texans Think Republican Elected Officials Do Care About Flooding...

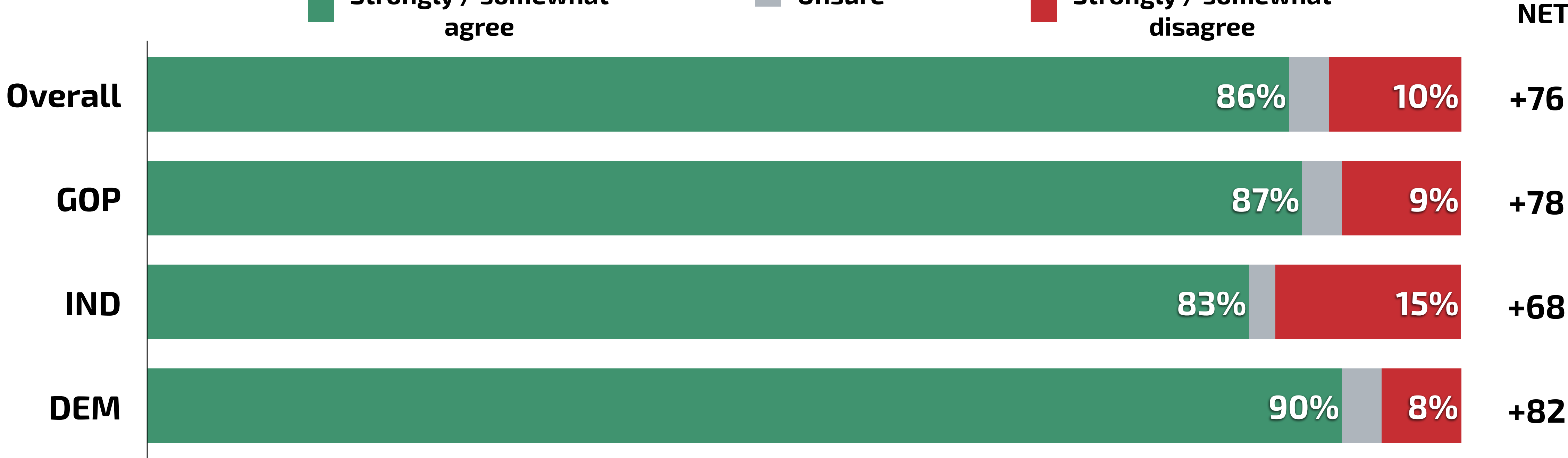**Q. Do you agree or disagree with the following statement?**

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

	Strongly/Somewhat Agree	Unsure	Strongly/Somewhat Disagree
Overall	38%		38%
GOP	55%		23%
IND	28%		39%
DEM	25%		56%

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

	Strongly/Somewhat Agree	Unsure	Strongly/Somewhat Disagree
Overall	45%		30%
GOP	30%		43%
IND	39%		27%
DEM	72%		14%

Legend: ■ Strongly/Somewhat Agree   ■ Unsure   ■ Strongly/Somewhat Disagree

… Over 8 In 10 Say Flooding Is An Issue That Elected Officials <u>Should</u> Care About …

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

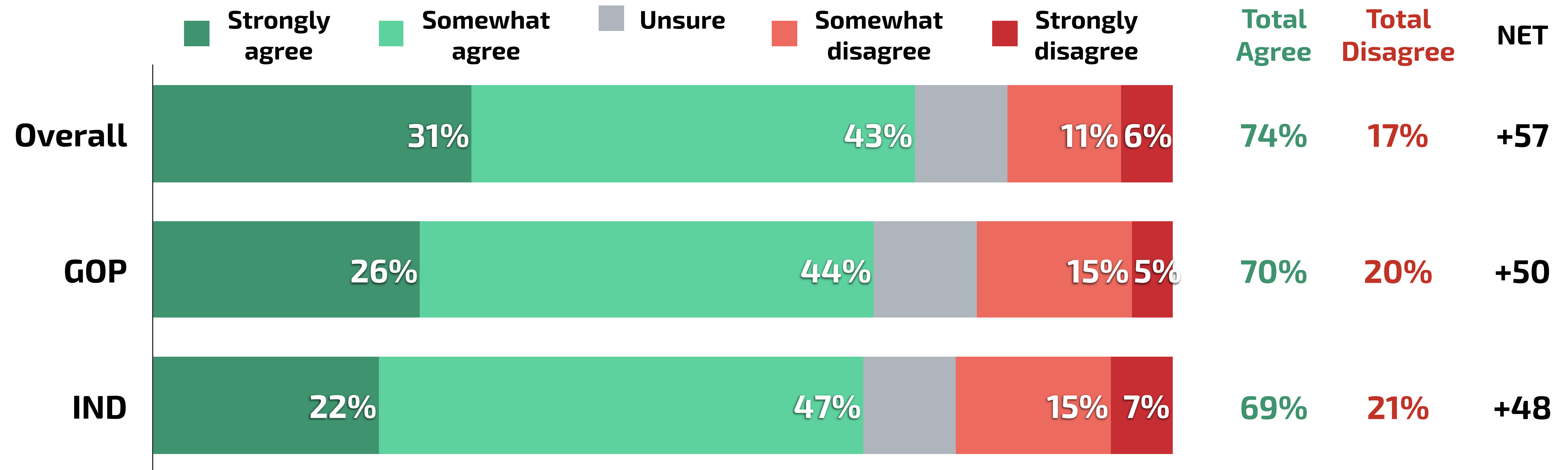### Flooding is an issue that elected officials <u>should</u> care about.

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

NET

Overall	86% 10%	**+76**
GOP	87% 9%	**+78**
IND	83% 15%	**+68**
DEM	90% 8%	**+82**

… 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	31%	43%		11%	6%	74%	17%	+57
GOP	26%	44%		15%	5%	70%	20%	+50
IND	22%	47%		15%	7%	69%	21%	+48

Majority Agree TX Needs A Leader Focused On Flood Resilience
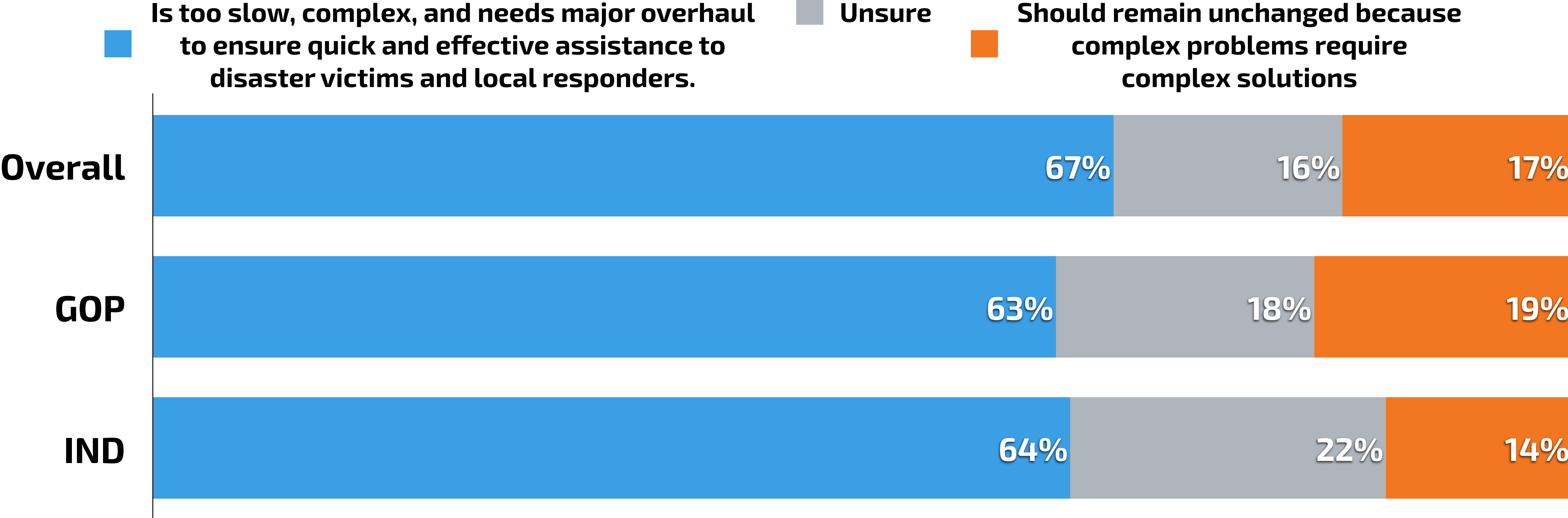
Q. Do you agree or disagree with the following statement?

Texas needs an accountable state leader focused on flood resilience to protect Texan lives, property, and economic prosperity.

	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree	Total Agree	Total Disagree	NET
Overall	36%	41%	8%	10%	5%	78%	15%	+63
GOP	25%	47%	11%	13%	5%	71%	18%	+53
IND	28%	52%	7%	9%	5%	80%	13%	+67
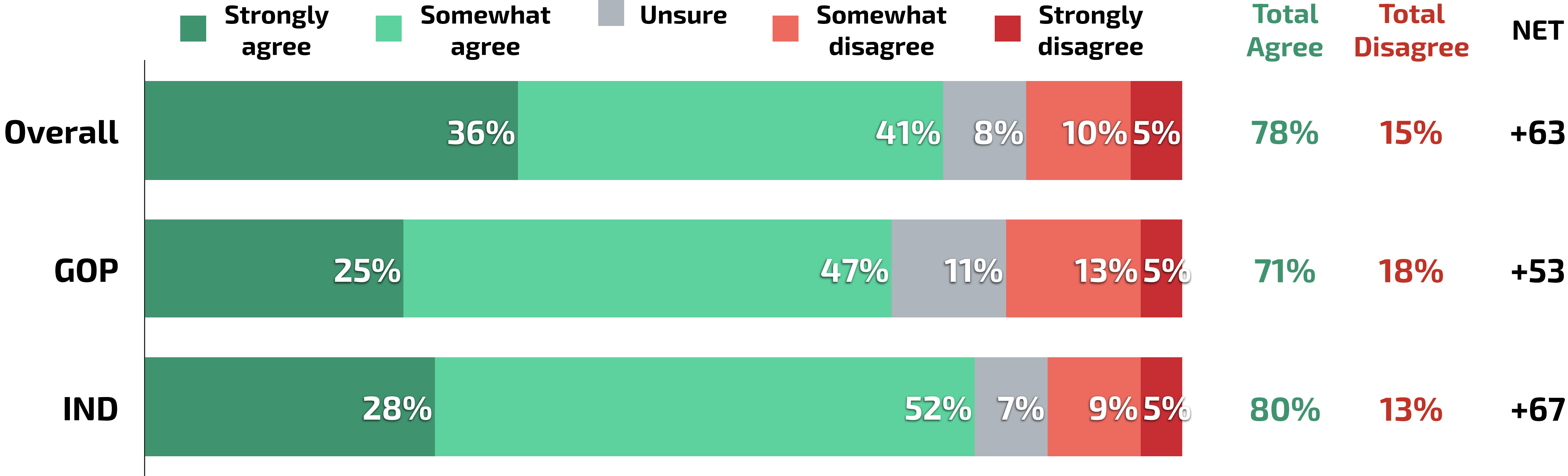
2 In 3 Believe The Federal Disaster Relief System Is Too Slow, Complex, And Needs A Major Overhaul

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.** (blue)
- **Unsure** (gray)
- **Should remain unchanged because complex problems require complex solutions** (orange)

	Too slow, complex, needs major overhaul	Unsure	Should remain unchanged
Overall	67%	16%	17%
GOP	63%	18%	19%
IND	64%	22%	14%

Message Testing

Highest Agreement With Messages On Cutting Red Tape And Saving Taxpayer Dollars
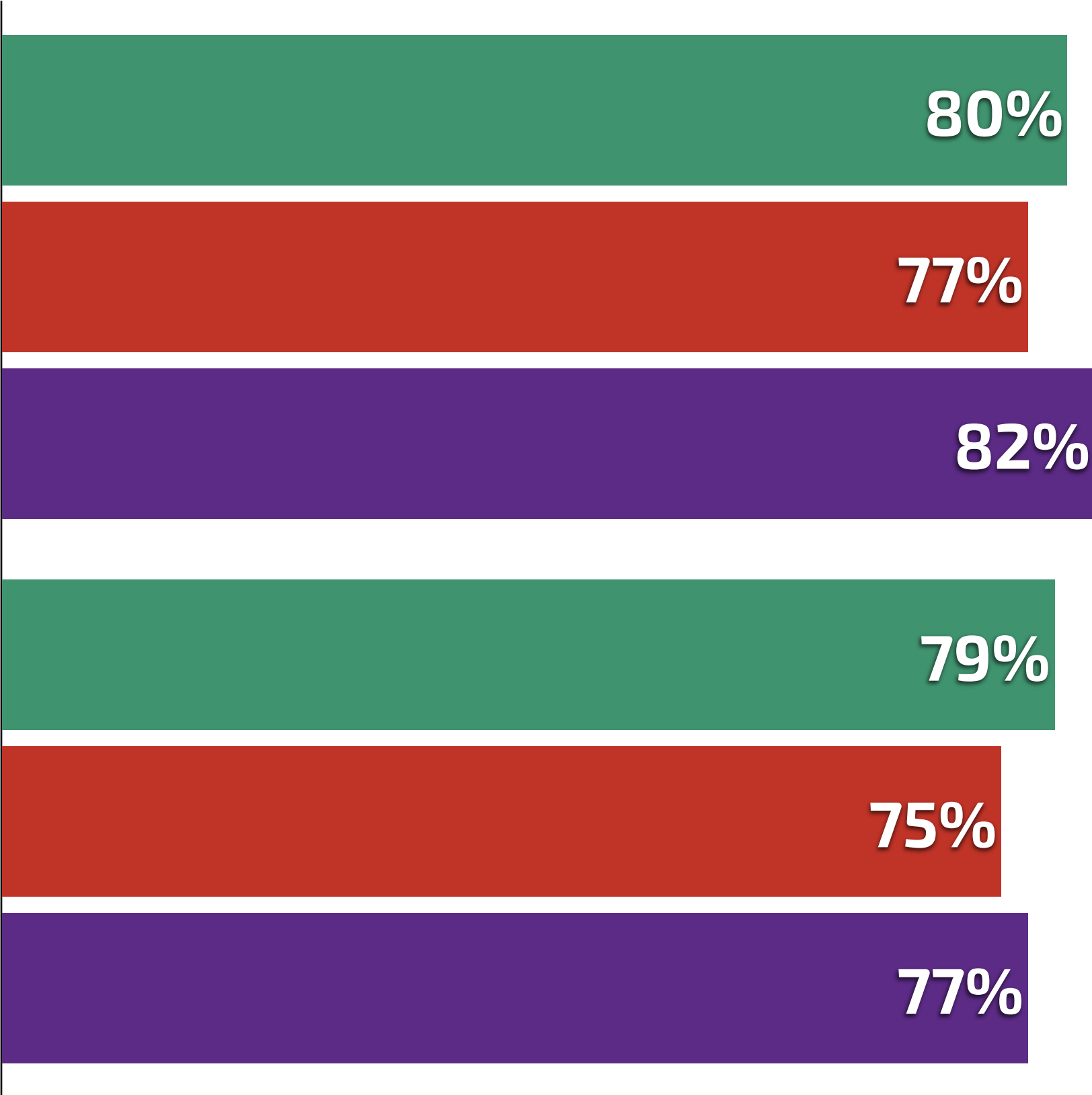
Q. Please indicate whether you agree or disagree with the following statement. [% Answering Agree]

"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
- Overall: 80%
- GOP: 77%
- IND: 82%

"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
- Overall: 79%
- GOP: 75%
- IND: 77%

Legend:
- Overall
- GOP
- IND

7 In 10 Republicans Agree With Messages On Protecting Texas Energy And Empowering Farmers To Reduce Flooding

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

"Flooding has been shown to cause significant disruptions to the Texas energy sector, leading to increased energy costs, disrupted service, and negative impacts to the Texas economy. Elected officials should advance flooding solutions to protect Texas energy and ensure the state's growth and quality of life."

Disruption To Texas Energy
- Overall: 79%
- GOP: 73%
- IND: 84%

"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: 73%
- GOP: 69%
- IND: 70%
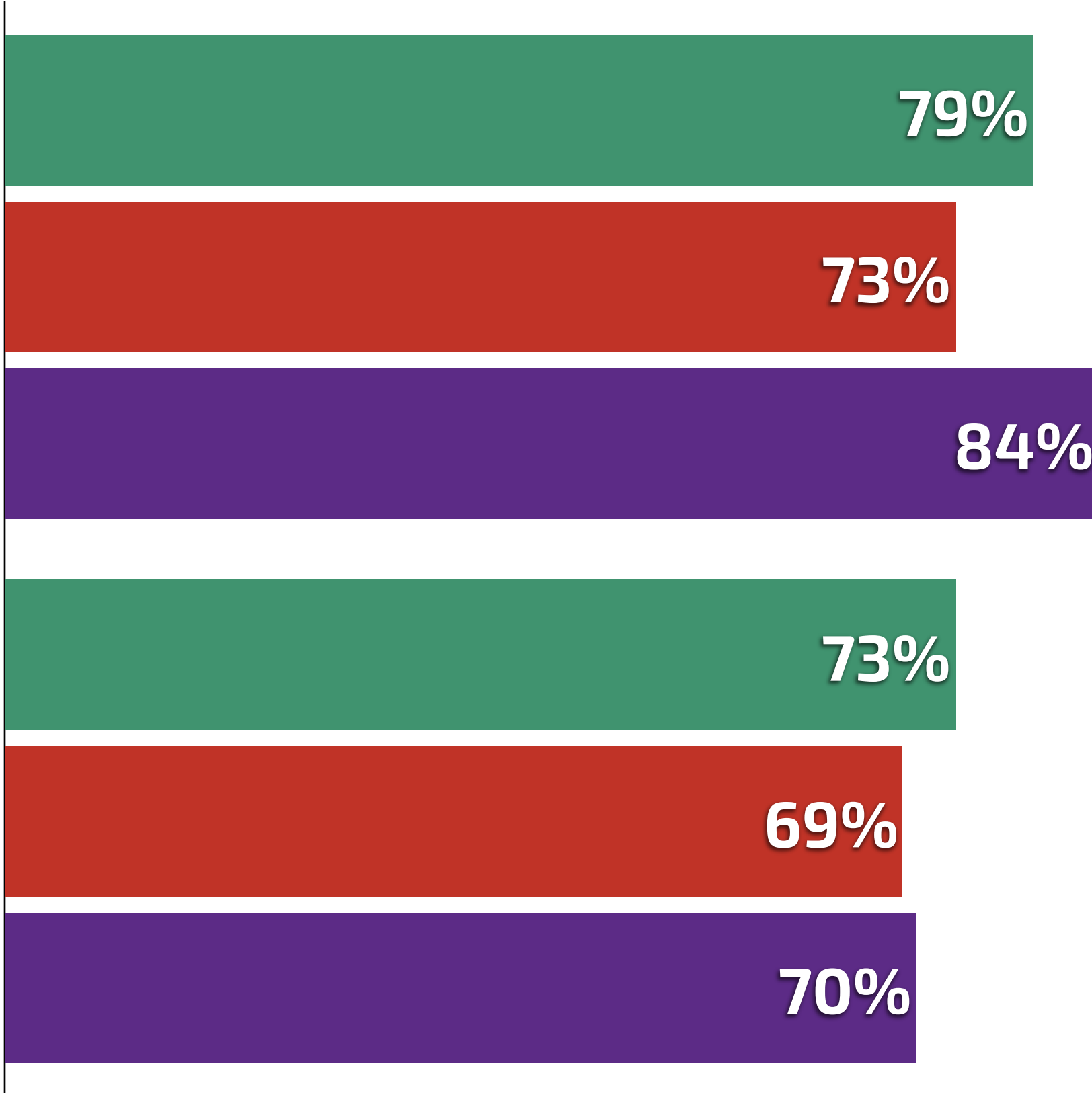
Overall
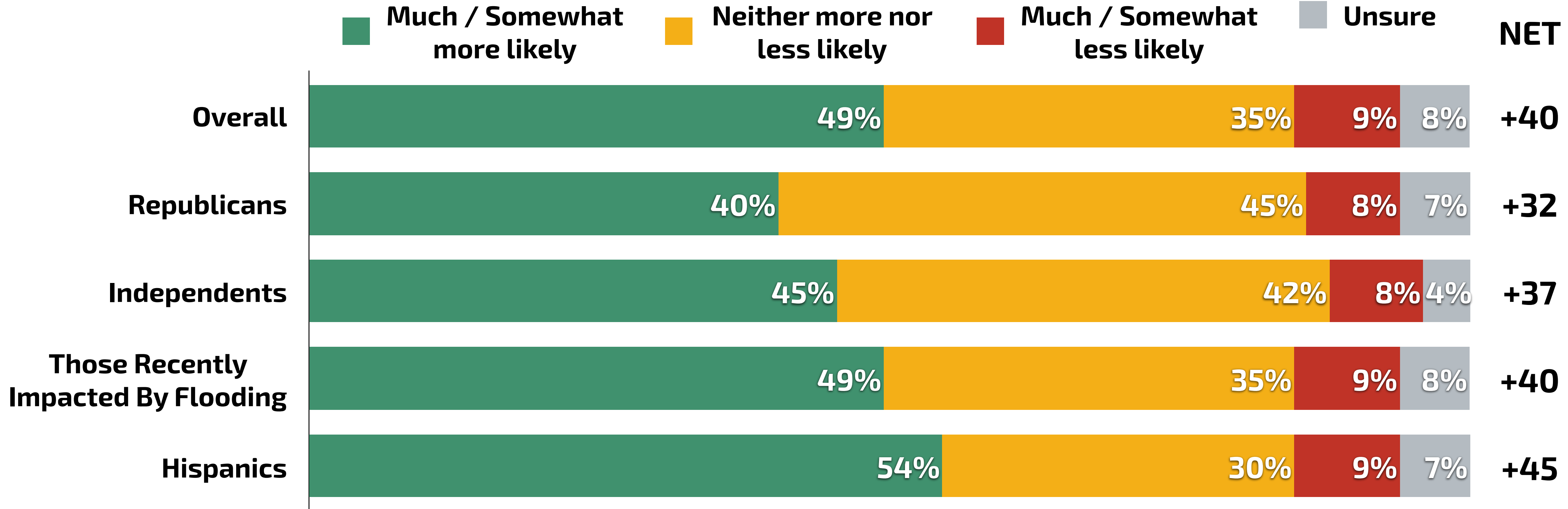**GOP**
IND

After Messaging, Half More Likely To Back Candidate Who Supports Comprehensive Flooding Solutions, Including Majority Of Hispanics

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
- ■ Unsure

NET

|	Much / Somewhat more likely	Neither more nor less likely	Much / Somewhat less likely	Unsure	NET
Overall	49%	35%	9%	8%	+40
Republicans	40%	45%	8%	7%	+32
Independents	45%	42%	8%	4%	+37
Those Recently Impacted By Flooding	49%	35%	9%	8%	+40
Hispanics	54%	30%	9%	7%	+45

Methodology

Methodology

N = 638 registered voters in Texas were surveyed from August 8-14, 2022. 53% of respondents were sampled via web panels and matched to the Texas voter file, and 47% of respondents were sampled via text-to-web and matched to the Texas 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 Texas 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 Texas 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 +/- 4.7 percentage points.
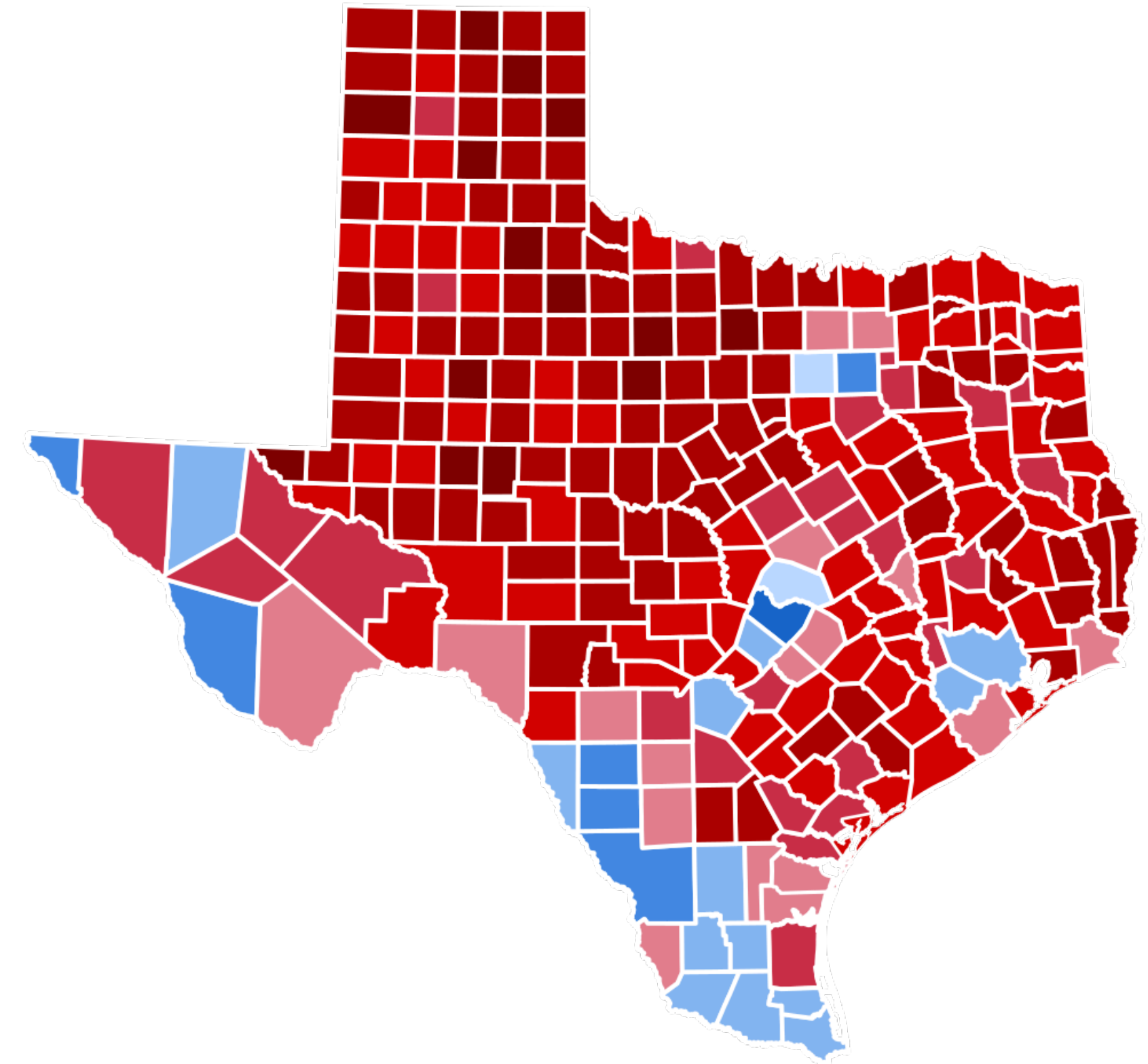
Survey Demographics

GENDER	AGE	RACE	EDUCATION
46% Male 53% Female	11% 18-29 13% 30-39 16% 40-49 29% 50-64 31% 65+	63% White 15% Black 20% Hispanic/Latino 3% Asian 1% Native American	17% High School or less 30% Some college 13% Associate Degree 26% Bachelor's Degree 13% Graduate Degree

IDEOLOGY	PARTY	PARTY+LEAN
47% Conservative 25% Moderate 26% Liberal	41% Republican 22% Independent 33% Democrat 2% Something else	50% GOP+Lean 4% Pure Independent 42% DEM+Lean 2% Other Party