



**PUBLIC OPINION
STRATEGIES**



Pew Virginia Statewide Survey
Interview Schedule

December 11-14, 2019
N= 600 Registered Voters

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- *This survey was conducted of N=600 registered voters statewide. Half sample A consists of N=305 respondents, and half sample B consists of N=295 respondents.*
 - *The margin of error is $\pm 4.0\%$ with the design effect not included.*
 - *An asterisk (*) in a response category means that less than 0.5% of respondents chose that response category and a dash (-) represents no response.*
 - *"Skip base" is the percentage of voters that are asked a question because they meet a criteria based on a response to a previous question, meaning not all 600 respondents received that question.*
 - *"Total base" is the percentage of the total sample. In this survey that is 600 registered voters.*
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Moving on...

- Some people say that the state is facing a choice between protecting the environment and encouraging economic growth. Since it is sometimes difficult to do both, do you think more emphasis should be given to **(ROTATE)** ...protecting the environment or encouraging economic growth... or are you satisfied with the current balance between these two goals here in Virginia?

35% Protecting the environment
 28% Encouraging economic growth
 35% Satisfied with current balance
 2% Don't know **(DO NOT READ)**
 * Refused **(DO NOT READ)**

Thinking about some issues some people say are problems in Virginia. For each one, please tell me how big a problem you think it is where you live - is it a very serious problem, somewhat serious, not very serious or not a problem at all. The first/next one is... **(RANDOMIZE)**

RANKED BY % VERY SERIOUS PROBLEM

	VERY SERIOUS	SMWT SERIOUS	NOT VERY SERIOUS	NOT PROBLEM AT ALL	DK/REF (DNR)
9. (SAMPLE B) Poorly planned development and growth	32%	38%	15%	12%	3%
	70%		27%		
10. (SAMPLE B) Climate change	31%	26%	17%	24%	2%
	57%		41%		
4. (SAMPLE A) Poor condition of infrastructure, such as roads and bridges	29%	46%	15%	10%	--
	75%		25%		
11. (SAMPLE B) Loss of wetlands	20%	24%	18%	30%	8%
	44%		48%		
5. (SAMPLE A) Rising seas or oceans - also known as sea level rise	20%	22%	18%	38%	2%
	42%		56%		
3. Flooding that destroys homes	17%	25%	26%	30%	2%
	42%		56%		

Continued...

	VERY SERIOUS	SMWT SERIOUS	NOT VERY SERIOUS	NOT PROBLEM AT ALL	DK/REF (DNR)
2. Lack of planning for potential natural disasters, like floods or wildfires	15%	28%	28%	24%	5%
	43%		52%		
8. (SAMPLE B) Cost of homeowner's insurance	14%	36%	28%	17%	5%
	50%		45%		
6. (SAMPLE A) Coastal erosion and loss of barrier islands	12%	28%	19%	33%	8%
	40%		52%		
7. (SAMPLE A) Drought	8%	29%	27%	35%	1%
	37%		62%		

Thinking about one of these - flooding...

12. How important is making the state more prepared for storms and floods to you personally? Is it... **(ROTATE 1-4 TOP TO BOTTOM, BOTTOM TO TOP)**

70% TOTAL IMPORTANT
21% TOTAL NOT IMPORTANT

35% Very important
35% Somewhat important
13% Not too important
8% Not at all important
8% Or do you have no opinion one way or the other?

* Don't know **(DO NOT READ)**
* Refused **(DO NOT READ)**

13. When you think about the problems and concerns you have about the safety of the community where you live, how would you characterize the threat of flooding? Would you say it is...
(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

19% ONE OF MOST/SERIOUS

59% NOT BIG/NOT AT ALL

5% One of the two most serious concerns for you
14% A serious concern, but not in the top one or two
22% Somewhat of a concern
30% Not that big a concern for you
29% Not at all a concern

-- Don't know **(DO NOT READ)**

* Refused **(DO NOT READ)**

14. Do you worry about flood-related events in Virginia more or worry about flood-related events in Virginia less compared to five years ago, or worry about the same amount?

23% More
12% Less
60% About the same
4% Don't worry **(DO NOT READ)**

1% Don't know **(DO NOT READ)**

-- Refused **(DO NOT READ)**

Continuing to talk about the topic of flooding...

The Virginia state government established a fund that would help communities throughout Virginia to reduce the risk of flooding. I am going to read you a few potential names for that fund. Please rate each one on a one through one hundred (100) scale, where one means you have a cold, very unfavorable feeling towards that name, one hundred (100) means you have a warm, very favorable feeling towards that name, and fifty is neutral. Of course, you can choose any number between one and one hundred (100).

The first/next one is... **(RANDOMIZE)**

RANKED BY MEAN RATING

	80-100	1-79	DON'T KNOW	REF	MEAN
18. Virginia Flood Readiness Fund					
	21%	76%	3%	*	59
16. Virginia Flood Preparation Fund					
	21%	77%	2%	*	58
17. Virginia Flood Prepared Communities Fund					
	16%	82%	2%	*	51
15. Virginia Shoreline Resiliency Fund					
	11%	86%	3%	*	46

19. Now, I'm going to read you these four names again. This time just tell me which one gives you the MOST favorable impression of this fund to help communities throughout the state to reduce the risk of flooding? **(READ AND RANDOMIZE 1-4)**

33% Virginia Flood Readiness Fund
25% Virginia Flood Preparation Fund
17% Virginia Flood Prepared Communities Fund
11% Virginia Shoreline Resiliency Fund
12% Or none of these?

* All of these **(DO NOT READ)**
2% Don't Know **(DO NOT READ)**
-- Refused **(DO NOT READ)**

20. Currently, the name of this fund is **(READ SLOWLY)** the Virginia Shoreline Resiliency Fund. How much have you seen, read, or heard about this fund before this survey? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

7% A LOT/SOME
93% NOT MUCH/NOTHING

1% A lot
6% Some
13% Not much
80% Nothing at all

-- Don't Know **(DO NOT READ)**
-- Refused **(DO NOT READ)**

Please listen carefully as I read you a brief description of this fund...

The Virginia Shoreline Resiliency Fund was created to help home and business owners in frequently flooded areas. Funds could be used for actions like moving heating and air conditioning units into attics or elevating or relocating structures. The fund could also reduce the risk of flooding by improving drainage systems, reducing paved areas, and, in areas with repeated flooding, not rebuilding but instead allowing the land to absorb floodwaters.

21. Now that you have learned more about the fund, please tell me if you have a **(ROTATE)** favorable or unfavorable reaction to it.

(IF FAV/UNFAV) And is that strongly (favorable/unfavorable) or just somewhat (favorable/unfavorable)?

84%	TOTAL FAVORABLE
13%	TOTAL UNFAVORABLE
32%	Strongly favorable
52%	Somewhat favorable
8%	Somewhat unfavorable
5%	Strongly unfavorable
3%	Don't Know (DO NOT READ)
*	Refused (DO NOT READ)

(ASK Q22 IF 1/4 SAMPLE C AND Q21:1-4) (N=146)

22. Please tell me one or two of the reasons why you have a **(CHOICE)** opinion of the Virginia Shoreline Resiliency Fund. **(PROMPT IF NEEDED:)** Anything else?

VERBATIM RESPONSES NOT SHOWN

Moving on...

23. The Virginia Shoreline Resiliency Fund was established three years ago by the State Legislature, but so far, the legislature has contributed no money to the fund.

Would you **(ROTATE)** ...support or oppose... the State Legislature dedicating fifty (50) million dollars into the Virginia Shoreline Resiliency Fund next year?

(IF SUPPORT/OPPOSE) And would you strongly (support/oppose) it or just somewhat (support/oppose)?

61% TOTAL SUPPORT

33% TOTAL OPPOSE

26% Strongly support

35% Somewhat support

16% Somewhat oppose

17% Strongly oppose

6% Don't Know **(DO NOT READ)**

* Refused **(DO NOT READ)**

D1. To ensure we have a representative sample of voters in your state, please tell me in what year you were born.

20%	18 to 34
21%	35 to 44
19%	45 to 54
18%	55 to 64
22%	65 and over
*	REFUSED (DO NOT READ)

D2. Gender (**BY OBSERVATION**)

46%	Male
54%	Female

D3. Other than being an American, what is your main ethnic or racial heritage? (**READ CHOICES**)

20%	AFRICAN AMERICAN OR BLACK
69%	WHITE
4%	HISPANIC AMERICAN OR LATINO
2%	ASIAN AMERICAN
3%	SOMETHING ELSE/MIX
2%	REFUSED (DO NOT READ)

D4. What was the highest level of education you have completed? (**DO NOT READ CHOICES**)

24%	HIGH SCHOOL OR LESS
26%	SOME COLLEGE
50%	COLLEGE+
24%	HIGH SCHOOL GRADUATE OR LESS
2%	TECHNICAL OR VOCATIONAL SCHOOL
24%	SOME COLLEGE
32%	GRADUATED COLLEGE
18%	GRADUATE/PROFESSIONAL SCHOOL
*	REFUSED (DO NOT READ)

Talking some more about you...

D5. Is the home you live in a... **(RANDOMIZE)**

- 74% Single-family, detached home
 - 4% Condominium
 - 10% Townhome
 - 7% Apartment
 - 3% Manufactured or mobile home
 - 1% Other **(DO NOT READ)**
 - 1% REFUSED **(DO NOT READ)**
-

D6. Do you... **(ROTATE 1-2)**

- 75% Own your home
 - 15% Rent your home
 - 8% Live with a parent or family member
...Or...
 - 1% Have some other living arrangement

 - DON'T KNOW **(DO NOT READ)**
 - 1% REFUSED **(DO NOT READ)**
-

D12. From what you know, is your home located in an officially designated flood zone area or not?

(IF YES/NO, THEN ASK) And are you fairly sure of that or is it your best guess?

- 12% TOTAL YES**
 - 85% TOTAL NO**

 - 10% Yes, and I'm fairly sure of that
 - 2% Yes, but that's my best guess
 - 14% No, but that's my best guess
 - 71% No, and I'm fairly sure of that
 - 3% Don't know **(DO NOT READ)**
 - * Refused **(DO NOT READ)**
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(ASK IF OWN HOME/D6:1) (N=452)

D13. Do you happen to have flood insurance or not or are you unsure?

<u>Asked</u>	<u>All</u>	
14%	10%	Yes
76%	57%	No
10%	8%	Unsure
--	--	Don't know (DO NOT READ)
*	*	Refused (DO NOT READ)

(ASK IF OWN HOME/D6:1) (N=452)

D14. And, other than because of a burst water pipe, has your home ever been flooded during the time you have lived in Virginia?

<u>Asked</u>	<u>All</u>	
8%	6%	Yes
92%	69%	No
--	--	Don't Know (DO NOT READ)
--	--	Refused (DO NOT READ)

Finally, there are just a few more questions for statistical purposes only...

D7. In politics today, do you consider yourself... **(ROTATE)**

a Republican,
a Democrat,
an Independent, or something else?

(IF REPUBLICAN OR DEMOCRAT, ASK) Would you call yourself a STRONG
(Republican/Democrat) or a NOT-SO-STRONG (Republican/Democrat)?

(IF SOMETHING ELSE, ASK) Do you think of yourself as closer to the... **(ROTATE)**

the Republican party
...or...
the Democratic party

35%	TOTAL REPUBLICAN
41%	TOTAL DEMOCRAT
21%	STRONG REPUBLICAN
6%	NOT-SO-STRONG REPUBLICAN
8%	LEAN TO REPUBLICANS
21%	SOMETHING ELSE/INDEPENDENT
10%	LEAN TO DEMOCRATS
5%	NOT-SO-STRONG DEMOCRAT
26%	STRONG DEMOCRAT
1%	DON'T KNOW (DO NOT READ)
2%	REFUSED (DO NOT READ)

D8. Generally speaking, do you consider yourself to be... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

conservative
moderate
...or...
liberal?

(IF CONSERVATIVE/LIBERAL, ASK:) And would you consider yourself to be VERY (CONSERVATIVE/LIBERAL), or just SOMEWHAT (CONSERVATIVE/LIBERAL)?

38% TOTAL CONSERVATIVE

21% TOTAL LIBERAL

20% VERY CONSERVATIVE

18% SOMEWHAT CONSERVATIVE

35% MODERATE

9% SOMEWHAT LIBERAL

12% VERY LIBERAL

4% UNDECIDED/NOT SURE **(DO NOT READ)**

2% REFUSED **(DO NOT READ)**

D10. How close is your home to a major body of water, such as an ocean, bay, major river, or another significant body of water? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

4% One block or less

3% Several blocks

9% Less than one mile

21% One to five miles

27% Five to 15 miles

14% 16 to 30 miles

18% More than 30 miles

3% Don't know enough to say **(DO NOT READ)**

1% REFUSED **(DO NOT READ)**

D11. And for statistical purposes only...

Is your total annual household income greater or less than \$60,000 dollars?

(IF LESS THAN \$60,000, ASK:) Is it... (ROTATE FROM TOP TO BOTTOM, BOTTOM TO TOP)

6%	UNDER \$20,000
11%	BETWEEN \$20,000 - \$40,000
13%	OVER \$40,000

(IF GREATER THAN \$60,000, ASK:) Is it... (ROTATE FROM TOP TO BOTTOM, BOTTOM TO TOP)

11%	UNDER \$80,000
13%	BETWEEN \$80,000 - \$100,000
38%	OVER \$100,000
8%	REFUSED (DO NOT READ)
