



**TO:** Environmental Defense Action Fund  
**FR:** Morning Consult  
**DT:** June 2021  
**RE:** Results: North Carolina Respondents' Perceptions of  
Hurricanes and Flooding, Support for Preventative Measures



Respondents in North Carolina support preventative measures to reduce the impact of natural disasters before they happen, and support funding natural infrastructure as part of the American Jobs Plan. Hurricanes and flooding are viewed as problems among NC respondents, and they believe the costs to clean up and recover from these events has increased in recent years.

## SUPPORT FOR POLICIES

### **A MAJORITY OF NC RESPONDENTS (87%) SUPPORT PREVENTATIVE MEASURES TO REDUCE THE IMPACT OF NATURAL DISASTERS BEFORE THEY HAPPEN, INCLUDING HALF OF NC RESPONDENTS (48%) WHO STRONGLY SUPPORT THEM.**

- North Carolina respondents in both parties support preventative measures to reduce the impact of natural disasters before they happen. Nine in ten Democrats (92%) and around four in five independents (86%) and Republicans (81%) support these measures.
- Strong support also exists across North Carolina community types. 80% of urban respondents, 85% of suburban respondents, and 92% of rural respondents in the state support these measures.

### **RESPONDENTS IN NORTH CAROLINA RECOGNIZE THE POTENTIAL OF PREVENTATIVE MEASURES TO HELP ON A RANGE OF ISSUES.**

- Respondents in North Carolina say preventative measures to deal with natural disasters would “mostly help” the safety of human life (68%), infrastructure (57%), the condition of property (58%), agriculture (53%) as well as state (55%), local (57%), and national (52%) economies.

### **TWO THIRDS OF NORTH CAROLINA RESPONDENTS (67%) SUPPORT FUNDING NATURAL INFRASTRUCTURE AS PART OF THE AMERICAN JOBS PLAN.**

- Over four in five NC Democrats (85%), two thirds of NC independents (65%) and half of NC Republicans (51%) support funding for natural infrastructure as part of the proposed plan.
- Two thirds of coastal NC respondents (64%) support funding natural infrastructure, as do 71% of inland NC respondents.

Methodology: This poll was conducted between May 19-May 28, 2021 among a sample of 504 North Carolina adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on gender, age, educational attainment, race, marital status, population density, and home ownership. Results from the full survey have a margin of error of plus or minus 4 percentage points.

**WHEN IT COMES TO DISASTER READINESS, RESPONDENTS IN NORTH CAROLINA SUPPORT A NATURAL INFRASTRUCTURE APPROACH, DEFINED AS NATURALLY OCCURRING LANDSCAPE FEATURES AND/OR NATURE-BASED SOLUTIONS THAT PROMOTE, USE, RESTORE OR EMULATE NATURAL ECOLOGICAL PROCESSES.**

<b>Percentage of NC Respondents Who Support the Following Proposal to Address Disaster Readiness</b>	
<b>% Support (strongly + somewhat)</b>	<b>Natural infrastructure measures, such as restored barrier islands, wetlands, and floodplains</b>
<b>NC Respondents</b>	83%
<b>NC Democrats</b>	86%
<b>NC Independents</b>	80%
<b>NC Republicans</b>	83%
<b>Coastal NC Respondents</b>	84%
<b>Inland NC Respondents</b>	86%
<b>Urban NC Respondents</b>	82%
<b>Suburban NC Respondents</b>	83%
<b>Rural NC Respondents</b>	83%

## CONCERN OVER HURRICANES AND FLOODING

**MAJORITIES OF NORTH CAROLINA RESPONDENTS VIEW HURRICANES (88%) AND FLOODING (83%) AS PROBLEMS IN THE U.S.**

- Respondents living in rural areas of North Carolina are more likely to view hurricanes as a major problem (58%) compared to urban North Carolina respondents (47%).

**THREE QUARTERS OF NC RESPONDENTS BELIEVE THE ECONOMIC OR FINANCIAL COSTS TO CLEAN UP AND RECOVER FROM NATURAL DISASTERS IN THE U.S. HAS INCREASED IN THE PAST 3-5 YEARS.**

- 76% of NC respondents say the costs or cleaning up and recovering from hurricanes has increased (a lot + somewhat) in the past 3-5 years, and 74% say the same of flooding.
- Close to four in five coastal NC respondents say the cost of hurricanes (78%) and flooding (80%) has increased in recent years.

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## RESPONSIBILITY FOR COST OF NATURAL DISASTERS

**WHEN IT COMES TO HURRICANES AND FLOODING, RESPONDENTS IN NORTH CAROLINA ARE MORE LIKELY TO SAY GOVERNMENT ACROSS THE FEDERAL, STATE, AND LOCAL LEVELS SHOULD BE RESPONSIBLE FOR THE FINANCIAL COSTS OF CONTAINING AND RECOVERING FROM THESE EVENTS AS OPPOSED TO INDIVIDUALS.**

Percentage of NC Respondents Who Believe Each of the Following Should be Responsible for Costs of Containing and Recovering From...		
% Responsible (very + somewhat)	Hurricanes	Flooding
Federal Government	81%	74%
State Government	83%	80%
Local Government	80%	79%
Individuals	55%	58%

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