



Louisiana Statewide Coastal Restoration Survey



Methodology

Voters

Global Strategy Group conducted a phone survey of **more than 1,400 registered voters in Louisiana including an oversample in coastal parishes** between March 7 and March 14, 2023.

At least 150 interviews were conducted in each coastal region of interest. In the combined data, each region was weighted to be proportional to its share of registered voters within the state.

Margin of error

The margin of error at the 95% confidence level is +/- 3.5% for the overall sample and +/- 3.0% for the coastal sample.

The margin of error on sub-samples is greater.



Key Findings

Key Findings

Voters statewide and on the coast recognize that coastal land loss is having a direct impact and want to see action.

More than half of voters believe that coastal land loss will have an effect on them within the next ten years. They are overwhelmingly favorable to coastal restoration efforts and lawmakers who support taking strong action to protect and restore their state's coastal areas and wetlands. Furthermore, voters across party lines agree that coastal preservation efforts are important and that the state needs a plan that keeps up with the latest science. And nearly all voters believe that even if we can't restore Louisiana's coast to its previous footprint, it is important to work to maintain as much coastal land as possible.

Voters support sediment diversion projects when given some modest education. Nearly three-quarters support “sediment diversion projects to build and maintain coastal wetlands over time” – and this jumps to 80% when we give a bit more information.

Louisianians believe sediment diversions will have positive impacts on everything from Louisiana's ability to withstand storm surges to commercial fisheries – and they would view elected officials who support diversions more favorably.

Voters report that they would look more favorably on local and state elected officials who support these projects. Voters also see sediment diversion projects as having a positive impact on the region's ability to withstand hurricane storm surge and sea level rise, jobs and the economy on the coast, fish and wildlife, the area's culture and way of life, and commercial fisheries in the long- and short-term.

Support for sediment diversions remains very robust after opposition attacks. Even in the scenario where voters hear a series of attacks against sediment diversions with no positive messaging in response, Louisiana voters continue to support diversions by an overwhelming 66% to 26% margin. And after voters hear messaging from both sides, support rises back up to 74%.



Landscape

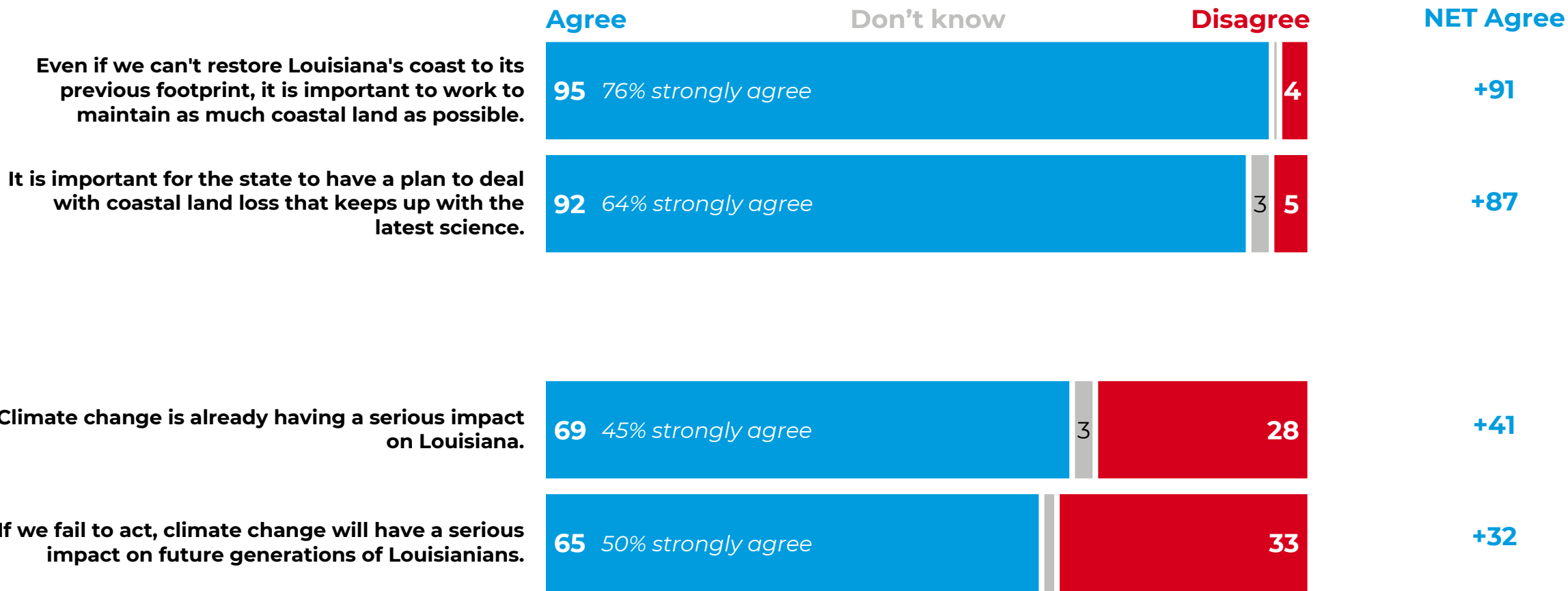
Voters like coastal restoration and lawmakers who support it

Favorability of Coastal Issues



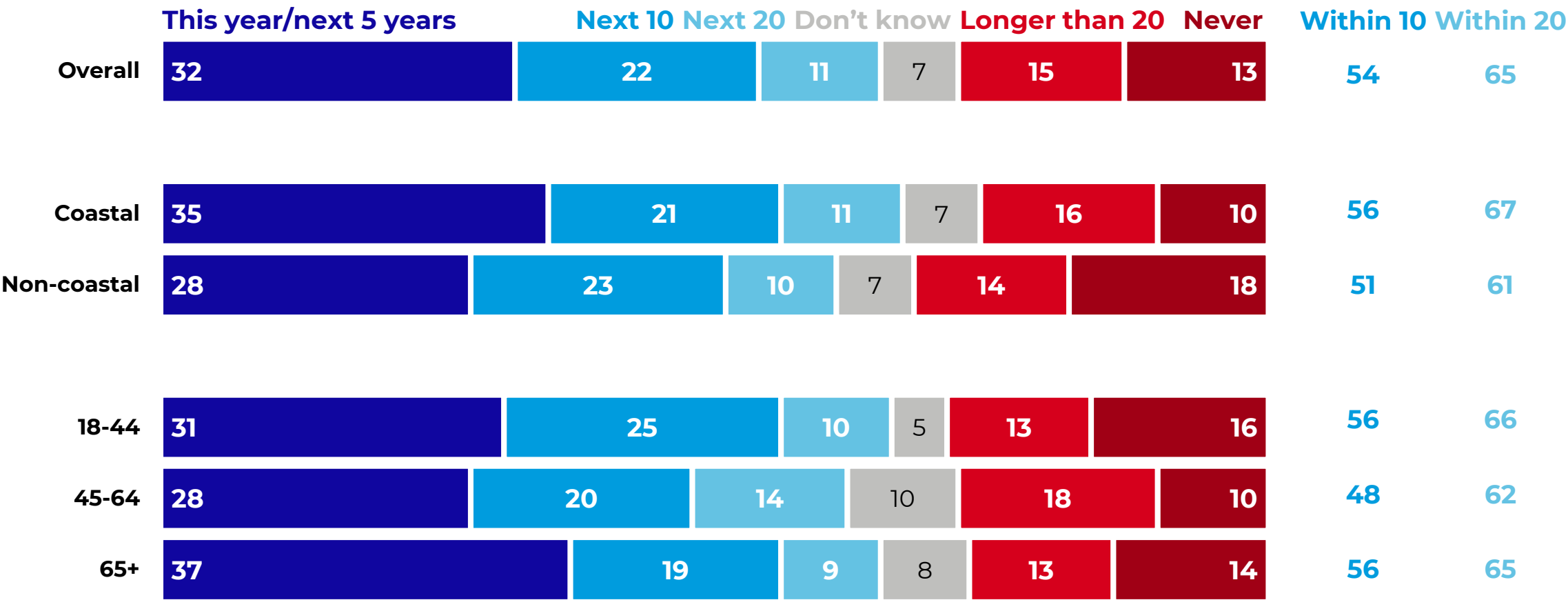
Louisianians overwhelmingly see need to address land loss, and an increasingly strong majority recognizes climate change's impact

Statements about Coastal Land Loss and Climate Change



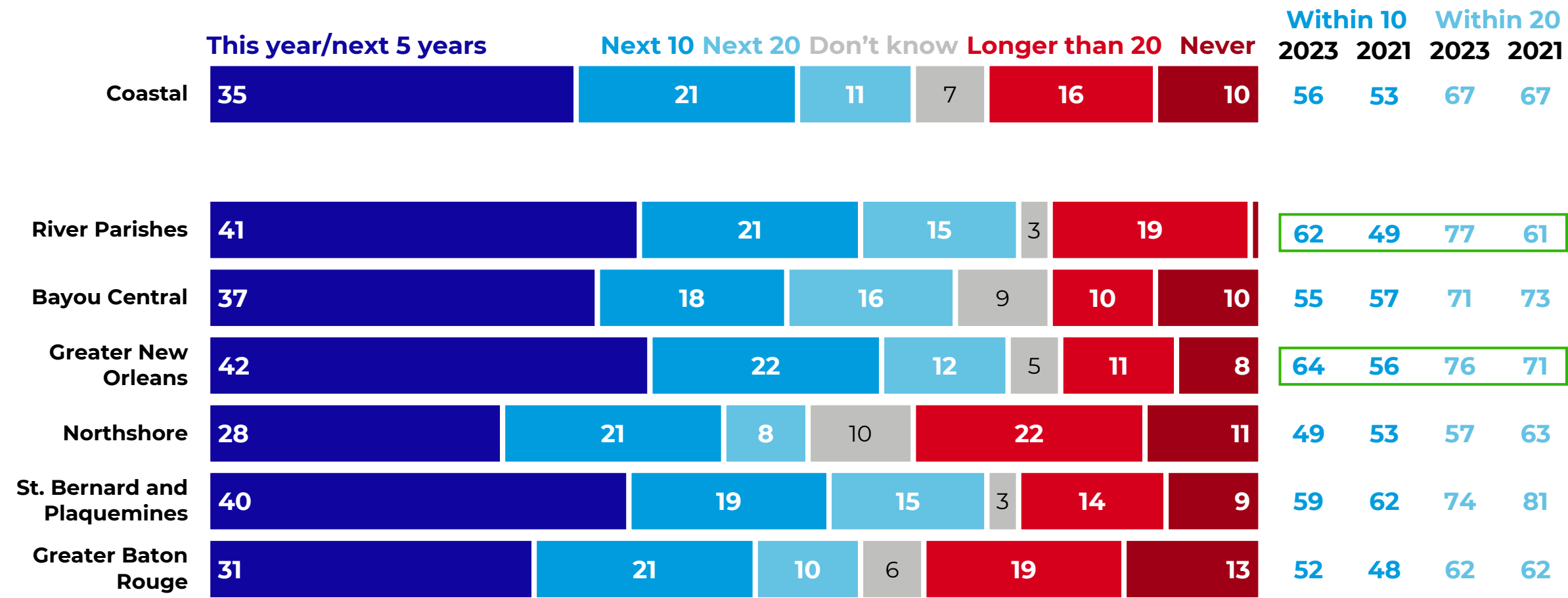
Voters see coastal land loss as an immediate threat, regardless of proximity

How soon do you think coastal land loss will directly impact you and your family?



There is growing concern on the coast, particularly in River Parishes and Greater NOLA

How soon do you think coastal land loss will directly impact you and your family?



An abstract graphic on the left side of the slide, consisting of several overlapping, diagonal, translucent blue shapes that create a sense of depth and movement. The colors range from a deep navy blue to a lighter, vibrant blue.

Sediment Diversions

Nearly three in four Louisiana voters support diversions on first consideration. More information boosts support

Support for Sediment Diversion Projects

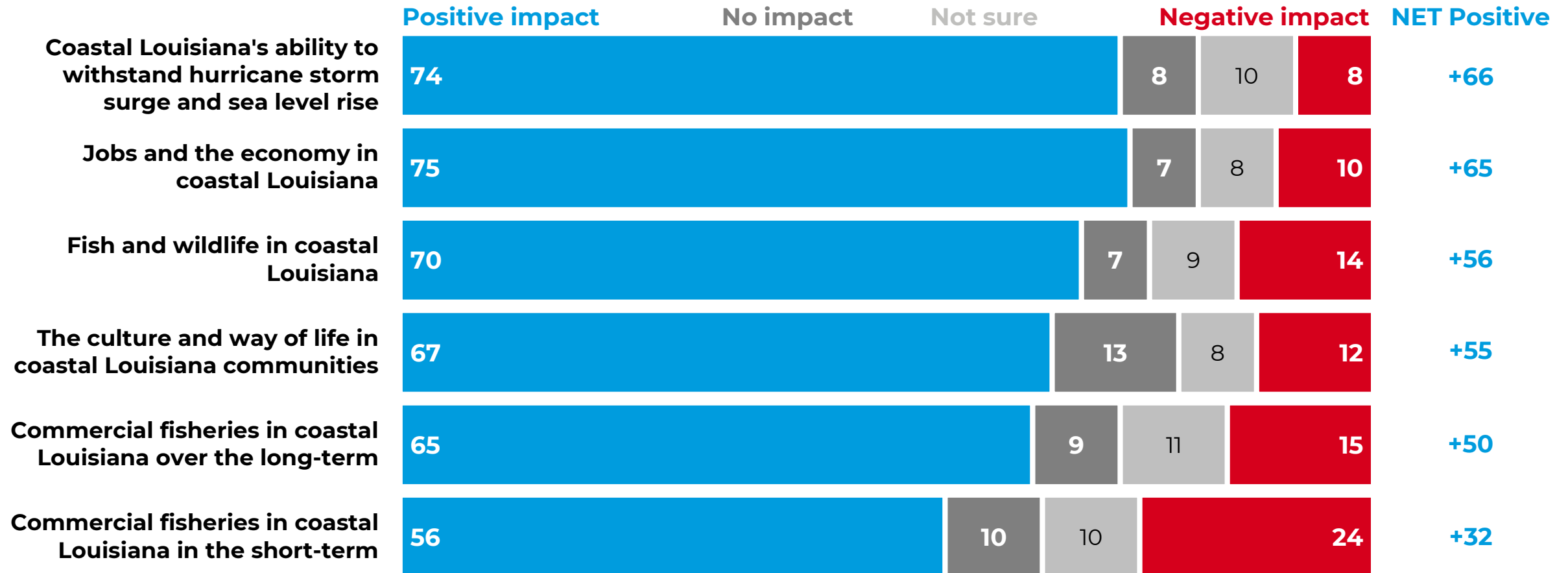
INITIAL: Just based on what you know, do you support or oppose sediment diversion projects to build and maintain coastal wetlands over time?

INFORMED: As you may know, sediment diversions are large-scale coastal restoration projects that build and maintain land over time by building control structures in the Mississippi River levee to divert freshwater, sediment, and nutrients from the river into nearby wetlands. Knowing this, do you support or oppose sediment diversion projects to build and maintain coastal wetlands over time?



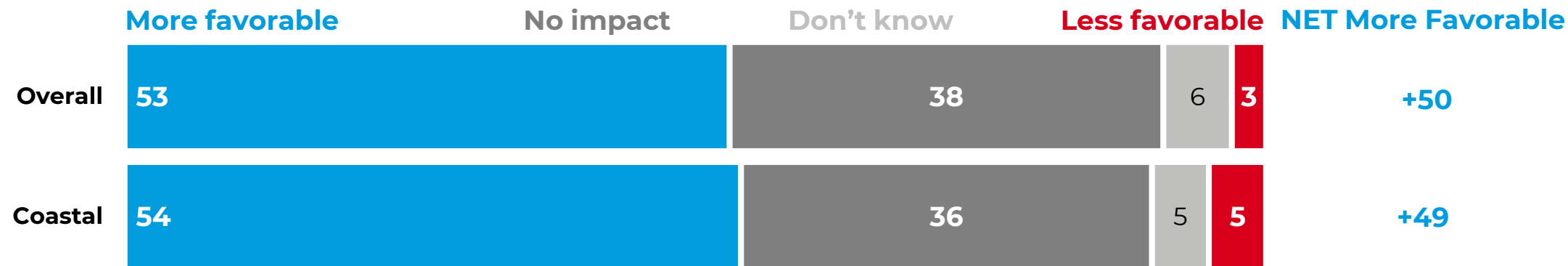
Voters believe sediment diversions will have positive impacts on all metrics tested, including the economy, fisheries and wildlife

What kind of impact do you think sediment diversion projects would have on each of the following?



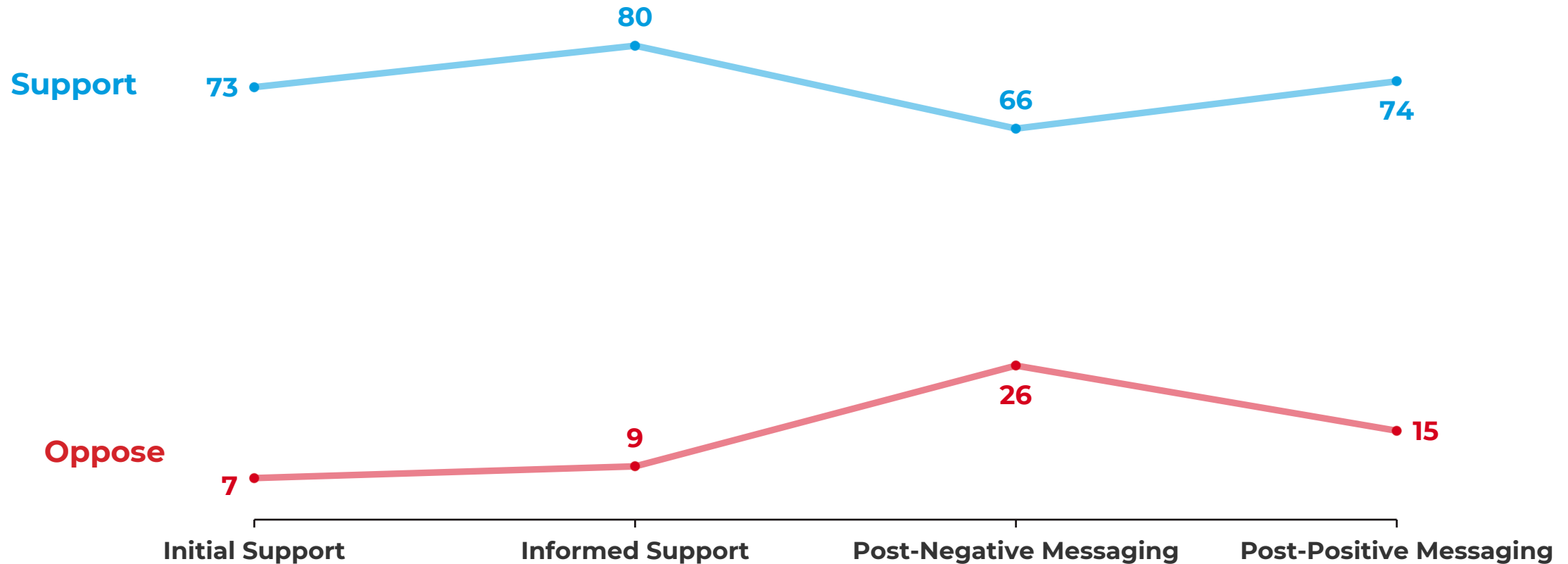
Elected officials benefit from supporting sediment diversion projects

Would you feel more or less favorably about your local/state elected officials if they supported sediment diversion projects?



Even after unopposed negative messaging, support for sediment diversions remains robust

Support Movement



Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle