

Louisiana Statewide and Coastal Sediment Diversion Survey

Methodology

Voters

Global Strategy Group conducted a multi-channel survey of **800 registered voters in Louisiana plus an oversample to achieve 1,440 total voters including 1,050 Coastal Louisiana voters** between March 11 and March 16, 2025.

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.

Coastal Oversample by Region	N-size	Parishes
Greater New Orleans	300	Jefferson, Orleans
Greater Baton Rouge	150	Ascension, East and West Baton Rouge, Livingston
Northshore	150	St. Tammany, Tangipahoa, Washington
Bayou Central	150	Lafourche, St. Mary, Terrebonne
River Parishes	150	St. Charles, St. James, St. John the Baptist
St. Bernard and Plaquemines	150	St. Bernard, Plaquemines

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

Voters statewide and on the coast consistently see coastal land loss as having a direct impact and want to see action. Nearly 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 – and this positive sentiment extends across party lines. Similarly, voters, regardless of partisanship, overwhelmingly agree that coastal preservation efforts are important and that the state needs a plan that keeps up with the latest science.

Despite “sediment diversions” being less well-recognized than “coastal restoration,” voters support such projects on first consideration and even more so with some modest education. When asked to consider supporting “sediment diversion projects to build and maintain coastal wetlands over time,” more than three quarters are supportive – and this jumps past 80% when voters receive a bit more information.

Voters believe sediment diversions will have positive impacts on important metrics – from Louisiana’s ability to withstand storm surge to commercial fisheries. Voters 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.

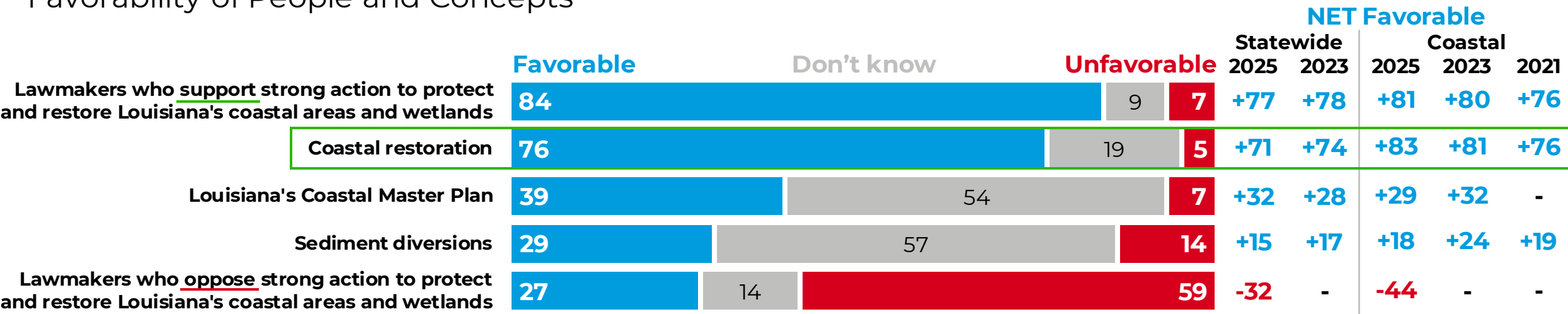
Support for sediment diversions remains strong even when voters only hear from opponents. Support for sediment diversions to address coastal land loss remains well above water even when voters are exposed to ONLY messaging from opponents of sediment diversions¹ (54% support/32% oppose). They maintain two-thirds support, with a 50-point margin in favor, after voters have heard messaging from both sides (67%support/17% oppose).

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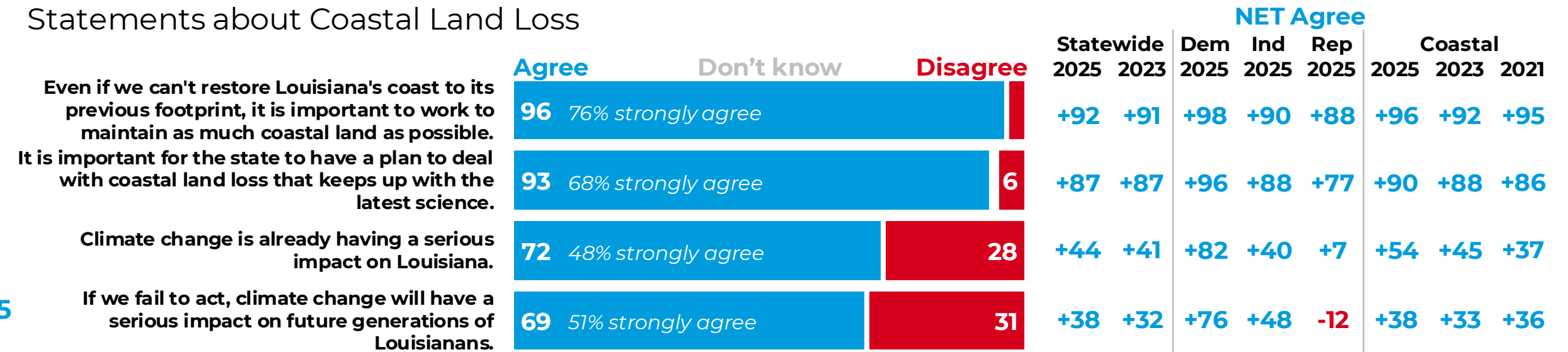
Landscape and Support

Voters continue to like coastal restoration and lawmakers who support it and overwhelmingly see need to address land loss

Favorability of People and Concepts

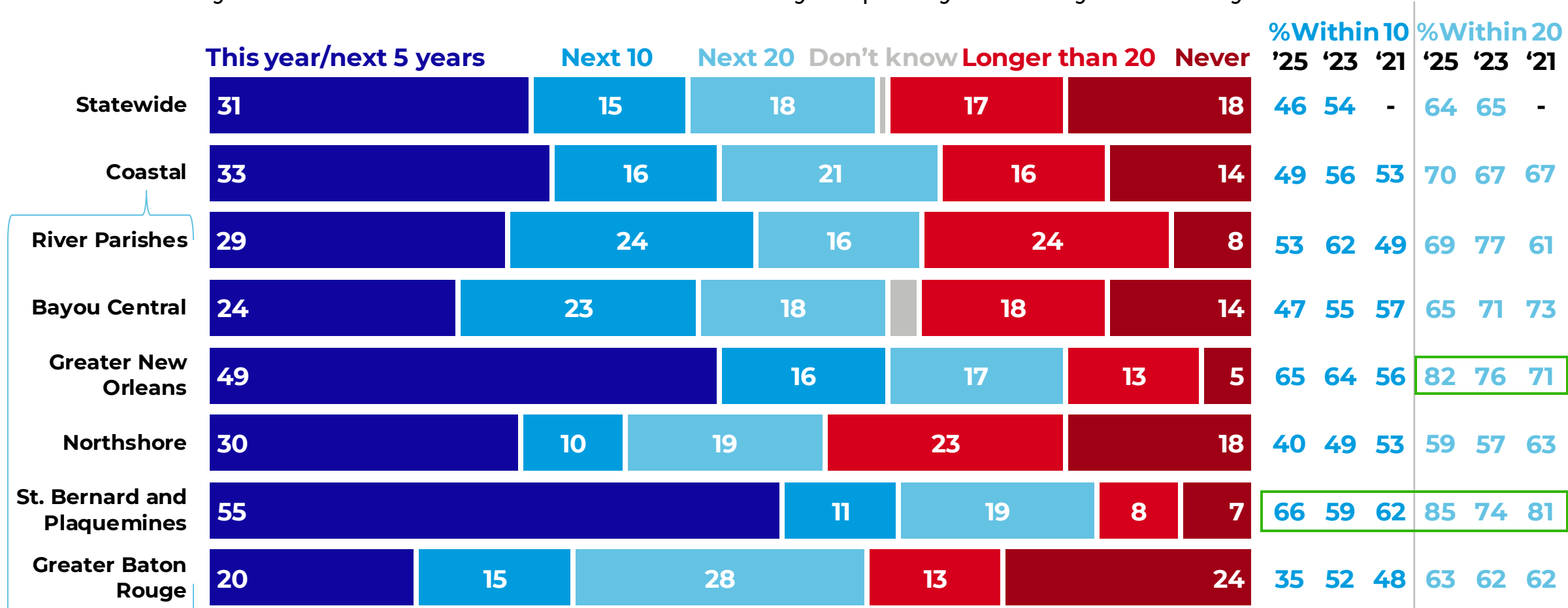


Statements about Coastal Land Loss



Voters remain concerned about land loss, especially in Greater NOLA and St. Bernard and Plaquemines

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

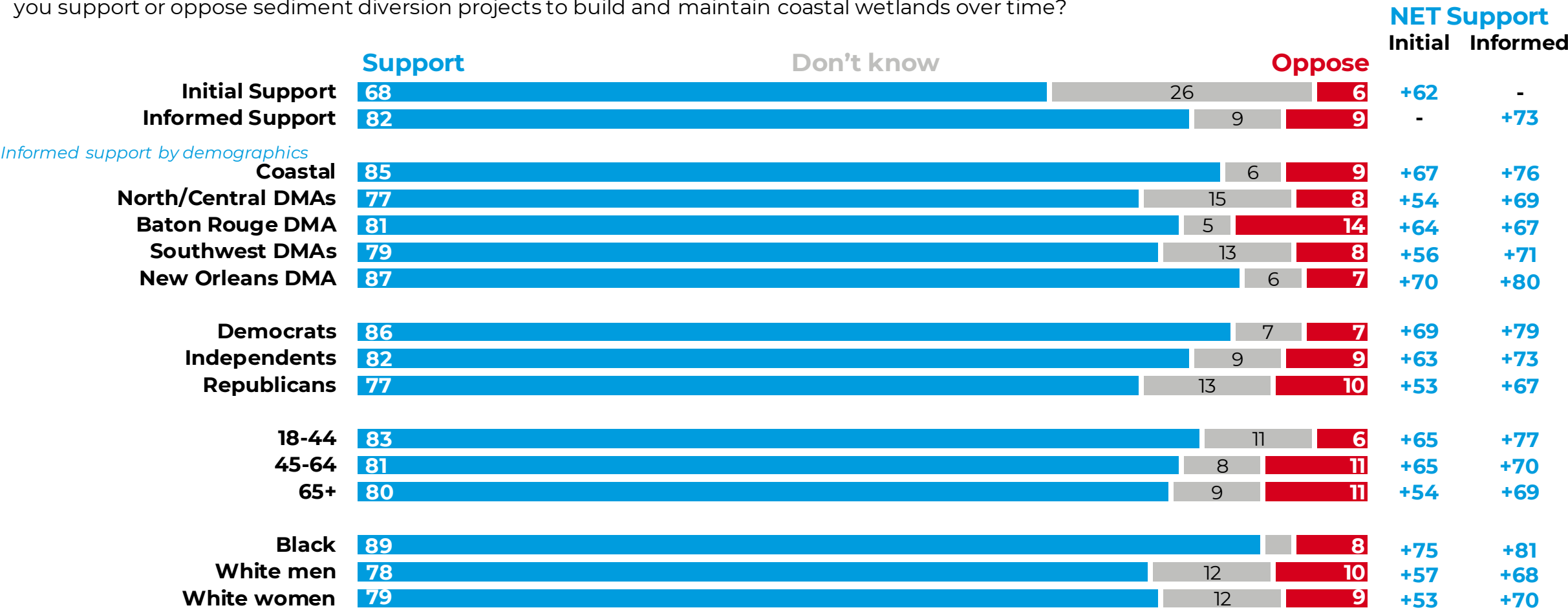


Voters overwhelmingly support sediment diversions, especially with just a bit more explanation

Support for Sediment Diversion Projects

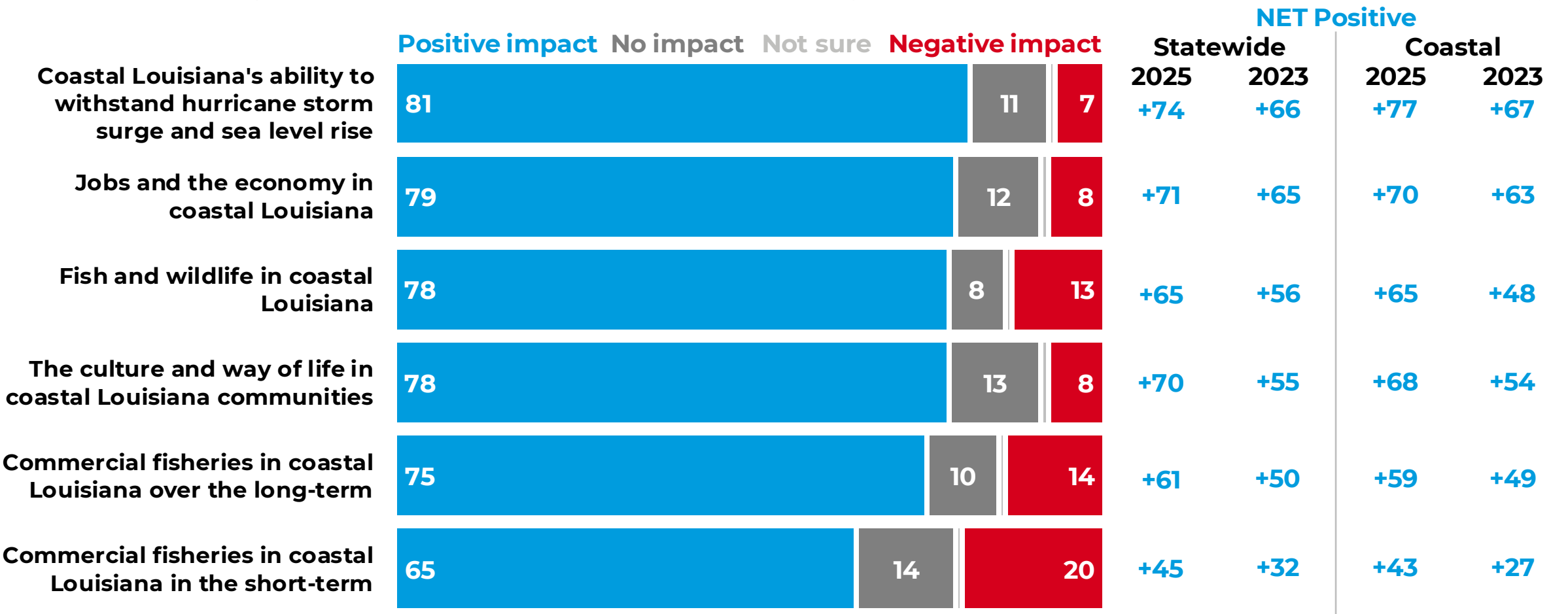
INITIAL: Just based on what you know, do you support or oppose sediment diversion projects to build and maintain coastal wetlands over time?

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?



Perceptions of the impact sediment diversions would have on key metrics are high (and have improved across the board)

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



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Messaging and Movement

Messages Tested

Negative Messaging- Respondents received 3 negatives messages

[DOLPHINS] Research shows that diverting polluted freshwater from the Mississippi will kill up to 70% of our bottlenose dolphin population. And as Louisiana dolphins become virtually extinct as a result of this diversion, so too will other sea life, because when the dolphins perish, everything else in the food chain below them dies, too.

[FRESHWATER] These projects are nothing more than a diversion of polluted freshwater from the Mississippi River into our saltwater estuaries which will decimate saltwater-based wildlife. It will take decades for our oyster, crab, shrimp, and shellfish populations to recover from the negative impacts of this kind of freshwater intrusion.

[ECONOMY] Several Parish Councils in coastal Louisiana oppose these projects because they know they will harm local economies. Filling our estuaries with freshwater will destroy saltwater ecosystems, destroying commercial fisheries, killing thousands of jobs, and forever impacting our state's multi-billion-dollar seafood industry.

Positive Messaging- Respondents received 4 positive messages

[INSURANCE] As long as Louisiana's coastline remains under threat, insurance will keep getting more and more expensive and companies will continue to disinvest in our local economy. With homeowners' insurance going up, we need to find solutions to protect our coast and way of life so that families who have been here for generations can afford to stay.

[LAND LOSS] In just a few generations, Louisiana has lost about 2,000 square miles of land - a land mass equivalent to Delaware. If we fail to act, Louisiana's coast could lose thousands more square miles over the coming decades. Not only will sediment diversion projects reduce coastal land loss, but they will also help increase the lifespan and effectiveness of other coastal restoration and protection projects.

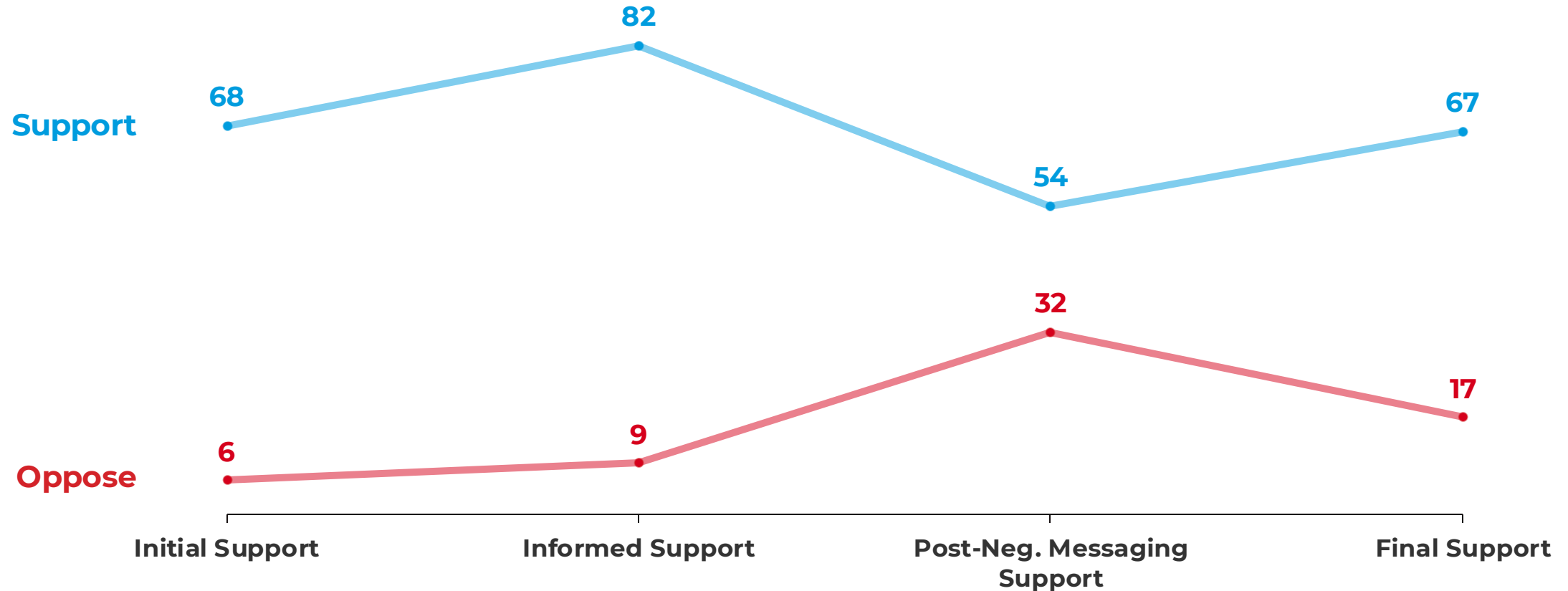
[SPLIT] [SCIENCE] Respected scientists and engineers agree that sediment diversions are the most effective way to build and maintain coastal wetlands over time. Sediment diversions are backed by decades of research, and scientists, engineers, and economists agree that these projects are vital to maintaining a future for Louisiana's coast.

[SPORTSMEN] Our wetlands and fish and wildlife habitats make coastal Louisiana a sportsman's paradise, which brings in millions of dollars of economic activity every year and supports tens of thousands of local jobs. If we fail to act, the loss of our wetlands will threaten Sportsman's Paradise as we know it and put all of those economic benefits at risk.

[SPLIT] [STORM SURGE] Coastal wetlands are our communities' best defense against hurricane storm surge and sea level rise, but the combination of land loss and more frequent and severe storms are leaving us increasingly vulnerable. Sediment diversion projects are the best and most cost-effective way to protect our communities from coastal flooding.

Even after unopposed messaging against diversions, voters support them by more than 20 points. Margin is 50 points after a balanced debate

Support Movement



Mid-Barataria Sediment Diversion Survey

RESTORE
THE MISSISSIPPI RIVER DELTA



Methodology

Voters

Global Strategy Group and North Star Opinion Research conducted a multi-channel survey of **600 registered voters in the Barataria Basin region impacted by the Mid-Barataria Sediment Diversion** between March 19 and March 23, 2025.

Region

Greater New Orleans
Bayou Central
River Parishes
St. Bernard and Plaquemines

Parishes

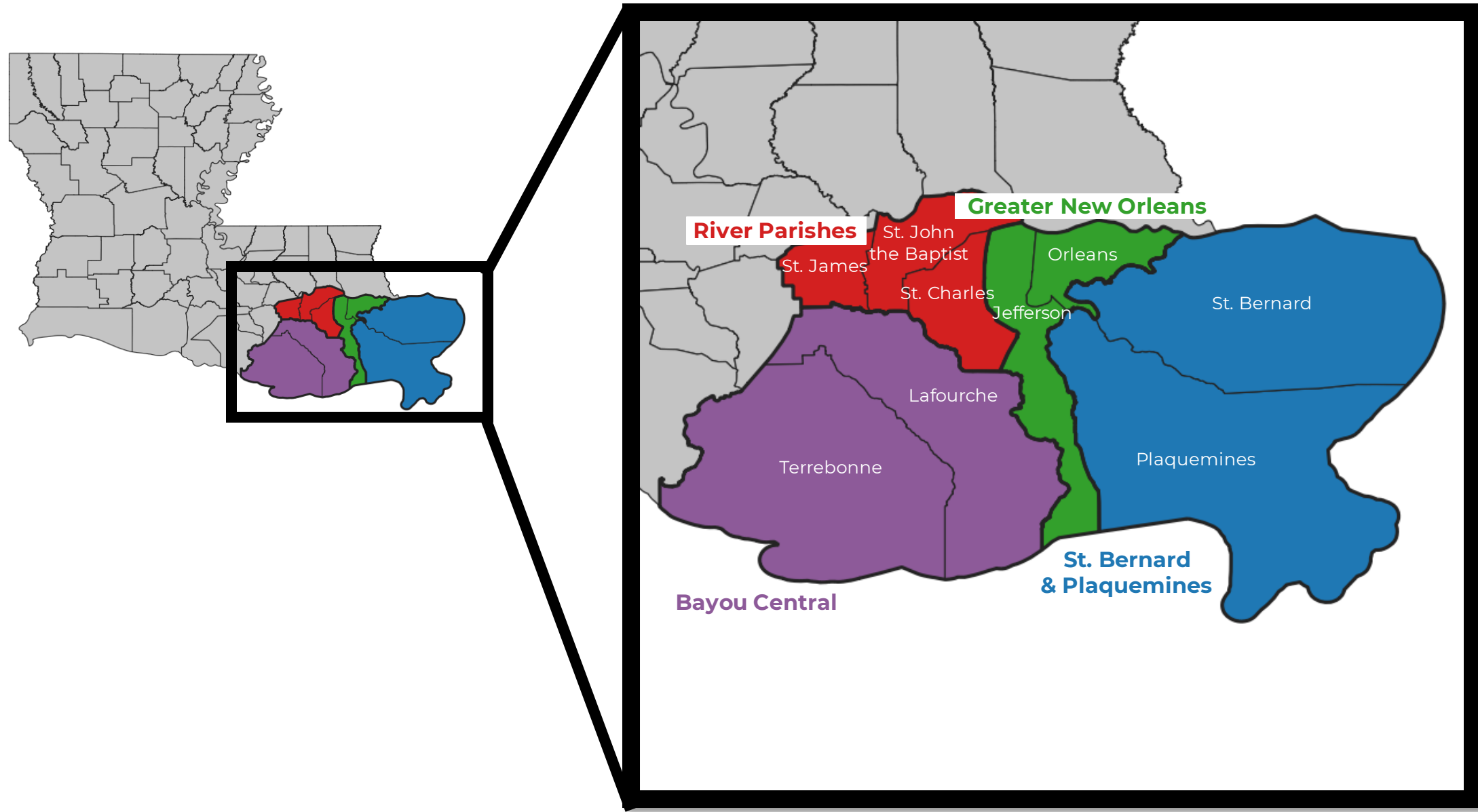
Jefferson, Orleans
Lafourche, Terrebonne
St. Charles, St. James, St. John the Baptist
St. Bernard, Plaquemines

Margin of error

The margin of error at the 95% confidence level is +/- 4.0% for the overall sample.

The margin of error on sub-samples is greater.

Map of Impacted Regions



Key Findings

Voters impacted by the Mid-Barataria Sediment Diversion think coastal land loss is a real problem that needs confronting. Nine-in-ten voters call coastal land loss in Louisiana a major problem or a crisis. Statewide research which oversampled coastal voters also found that these voters are overwhelmingly favorable to coastal restoration efforts and supportive to sediment diversions generally.

Nearly three-quarters support completing the MBSD project after a simple, neutral description. Even with a short description of the project, an overwhelming majority of voters support it. More background on its location, funding, and construction status boosts this support to more than four-in-five (83%).

When considering the benefits of the MBSD, voters are especially focused on its impact on coastal Louisiana's ability to withstand hurricane storm surge and sea level rise. They rate each of the other issues tested (jobs and the economy, fisheries, culture and the way of life in coastal Louisiana, the cost of living, and taxpayers and the state budget) as important to consider when it comes to the MBSD, but withstanding storm surge and sea level rise is by far the most important. Encouragingly, voters feel that the project will have a positive impact on EACH of these metrics, but the MOST positive impact on the top issue – storm surge and sea level rise.

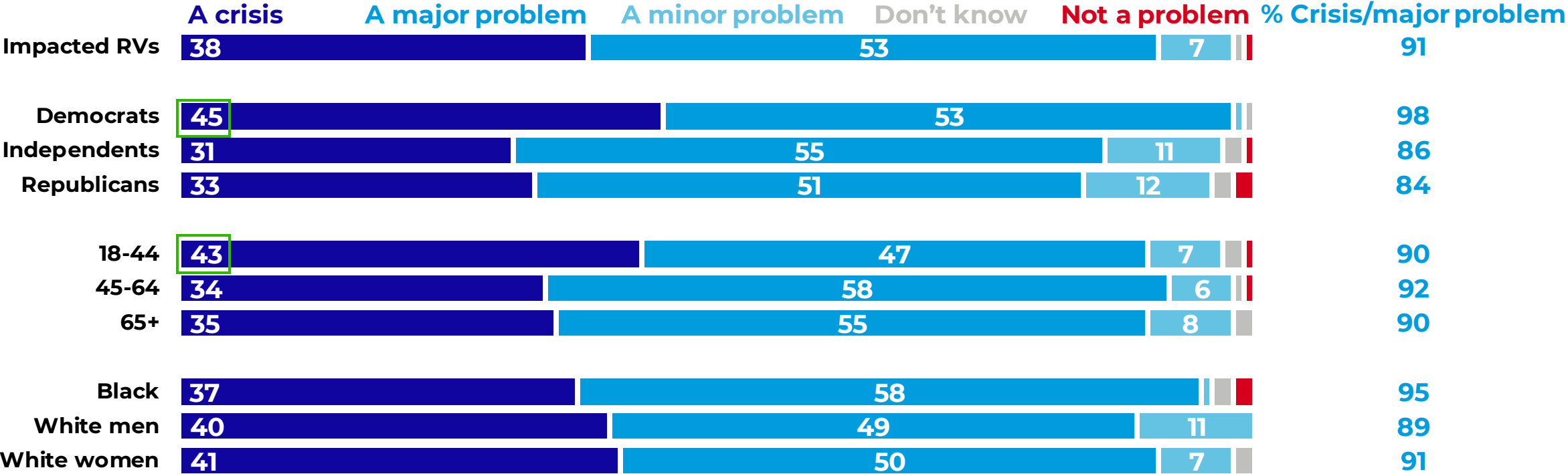
Completing the MBSD maintains three-to-one support even after unbalanced opposition messaging. Support remains remarkably high even after voters hear a battery of attacks from the opposition and no messaging from supporters (64% support/22% oppose). After voters hear messaging in support of completing the MBSD, support returns to its original level of three-quarters of voters (76% support/14% oppose).



Landscape and Support

Nearly all voters impacted by the Mid-Barataria Sediment Diversion project think of coastal land loss in Louisiana as a major problem or, worse, a crisis

How would you describe the issue of coastal land loss in Louisiana?

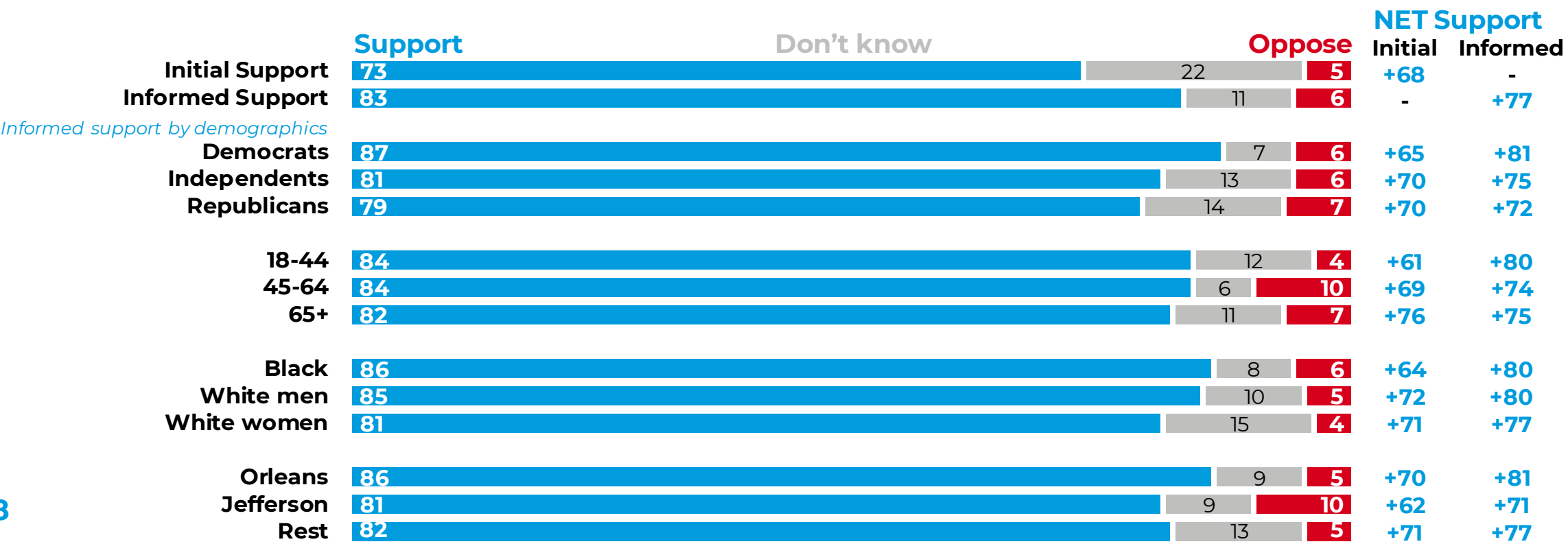


Support for the MBSD starts high, but a bit more information on the project and its source of funding boosts it even higher

Support for Completing the Mid-Barataria Sediment Diversion Project

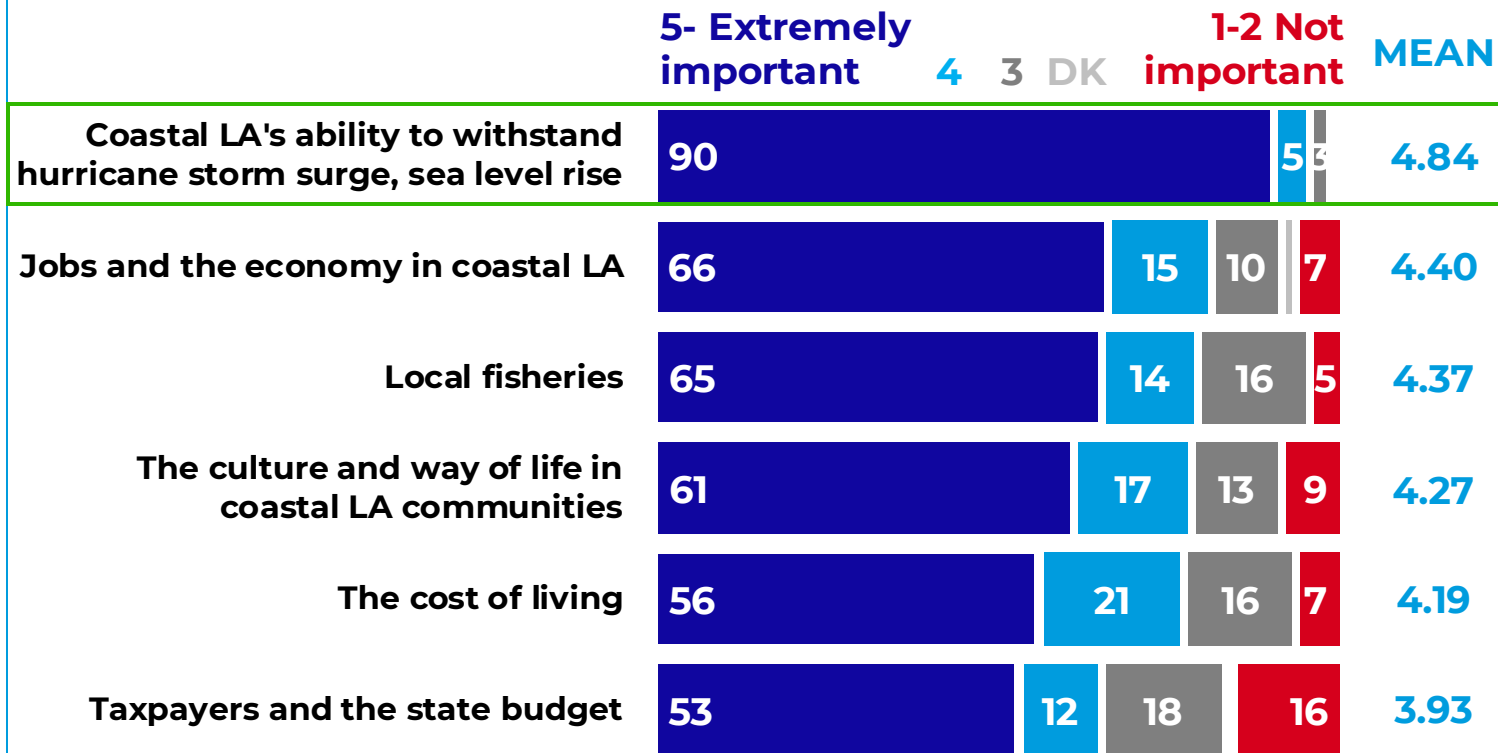
INITIAL: Just based on what you know, do you support or oppose the state of Louisiana completing the Mid-Barataria Sediment Diversion project to build and maintain coastal wetlands over time?

INFORMED: As you may know, sediment diversions are large-scale coastal restoration projects that build and maintain land over time by diverting freshwater and sediment from the Mississippi River into nearby wetlands. The Mid-Barataria Sediment Diversion project is aimed at building and maintaining land in the Barataria Basin immediately south and west of New Orleans. The project will cost just under \$3 billion and is being paid for with fines and settlement money related to the 2010 BP oil spill, NOT with taxpayer dollars. Construction of the project began in 2023, but the state temporarily paused the project last year.

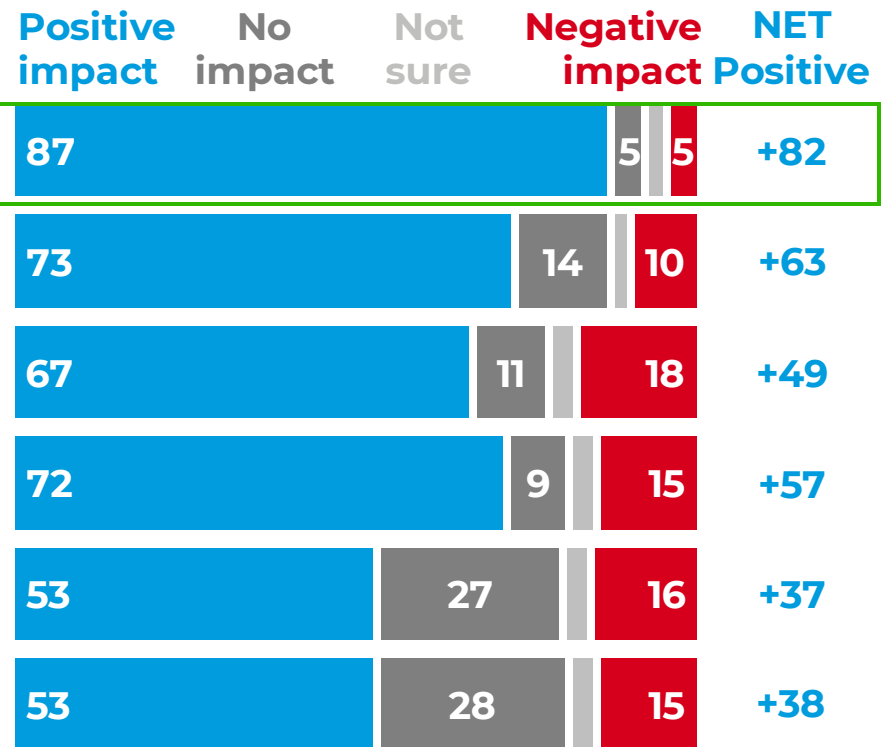


Coastal LA's ability to withstand storm surge the top factor for voters, which is also where they see the most positive impact

How important should each be in deciding whether or not to complete the Mid-Barataria Sediment Diversion project?



Do you think that completing the MBSD project would have a positive, negative, or no impact on each of the following?



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Messaging and Movement

Messages Tested

Negative Messaging- Respondents received 3 negatives messages

[FISHERIES] This project would fill the Barataria estuary with freshwater, destroying saltwater ecosystems and disrupting local fisheries, which will harm the livelihoods of thousands of fishermen in the region who depend on the coastal ecosystem.

[COST] This project is estimated to cost nearly \$3 billion, but it could easily end up costing more since the projected cost has already doubled since 2016. And taxpayers would be on the hook for any cost overruns over that amount, which could lead to higher taxes when the cost of living is already out of control.

[CULTURE] The potential economic and environmental consequences of the project will put our culture and heritage at risk. In fact, Governor Jeff Landry says that the project would “break our culture” and “destroy communities.”

Positive Messaging- Respondents received 6 positive messages

[PROTECTION] Coastal wetlands are our best defense against hurricane storm surge and sea level rise, but in just a few generations, Louisiana has lost about 2,000 square miles of land, leaving us increasingly vulnerable. This project will rebuild these vital wetlands, providing our communities with natural protection against hurricanes and coastal flooding.

[INSURANCE] This project is the most important part of the state’s Coastal Master Plan, which will reduce our risk of flooding and help bring down the cost of insurance. Cancelling the project will increase our risk, raise the cost of insurance, and make living here even more expensive.

[HERITAGE/SPORTSMEN] Our wetlands are not only an important part of Louisiana’s unique cultural heritage but also make coastal Louisiana a sportsman's paradise which brings in millions of dollars of economic activity every year. But the loss of our wetlands is putting all of that at risk. By restoring natural sediment flow, this project will ensure that we are able to protect our sportsman’s paradise and preserve our cultural heritage for future generations of Louisianans.

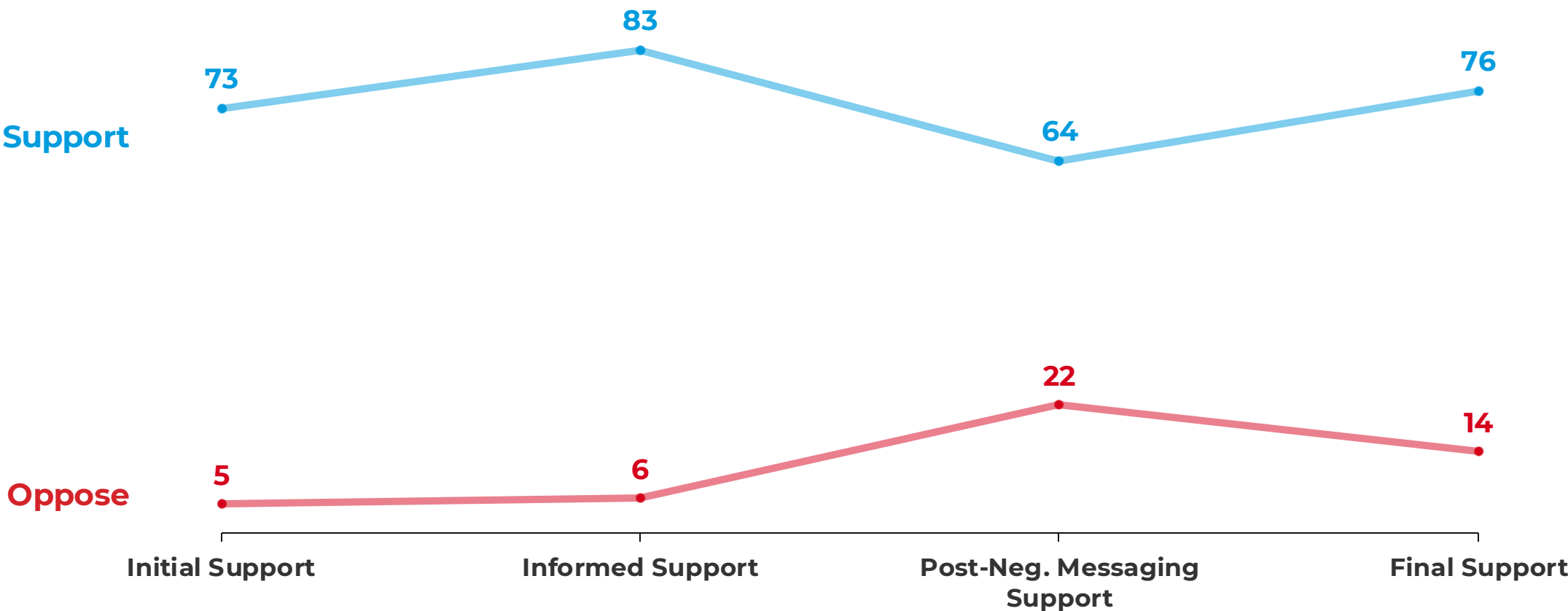
[INVESTMENT] This project represents a significant financial investment aimed at addressing Louisiana’s land loss crisis. The state is already on the hook for paying nearly \$1 billion for the work done so far. If we back out now, state taxpayers will be forced to pay hundreds of millions in additional funding. Those public dollars would be wasted with zero benefit in return if the project does not move forward.

[ECONOMY] In addition to restoring our coastline, Louisiana economists say that this project will create thousands of local jobs, contributing an estimated \$1 billion in wages for workers in the region and boosting our local economy.

[FUTURE] The Mid-Barataria project has allocated \$400 million to aid coastal communities and the fishing industry that are already dealing with the effects of land loss and sea level rise. But without the completion of the project, local oyster farmers, shrimpers, fishermen, and everyday Louisianans won’t see any of the benefits of that investment.

Even when voters hear only negatives, support for completing MBSD remains overwhelmingly high

Support Movement



Protecting the coast from hurricanes comes through clearly as the top positive message. Insurance, jobs and (fishing) economy also come through

What were the one or two things that you found to be most convincing as reasons to support the completion of the Mid-Barataria Sediment Diversion project? (Open End)



“Hurricane protection and lower the cost of insurance.”

“To save our wetlands and protection from hurricanes and storm surges.”

“Bringing insurance prices down.”

“Protecting the coast from hurricanes and protecting Louisiana jobs.”

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle