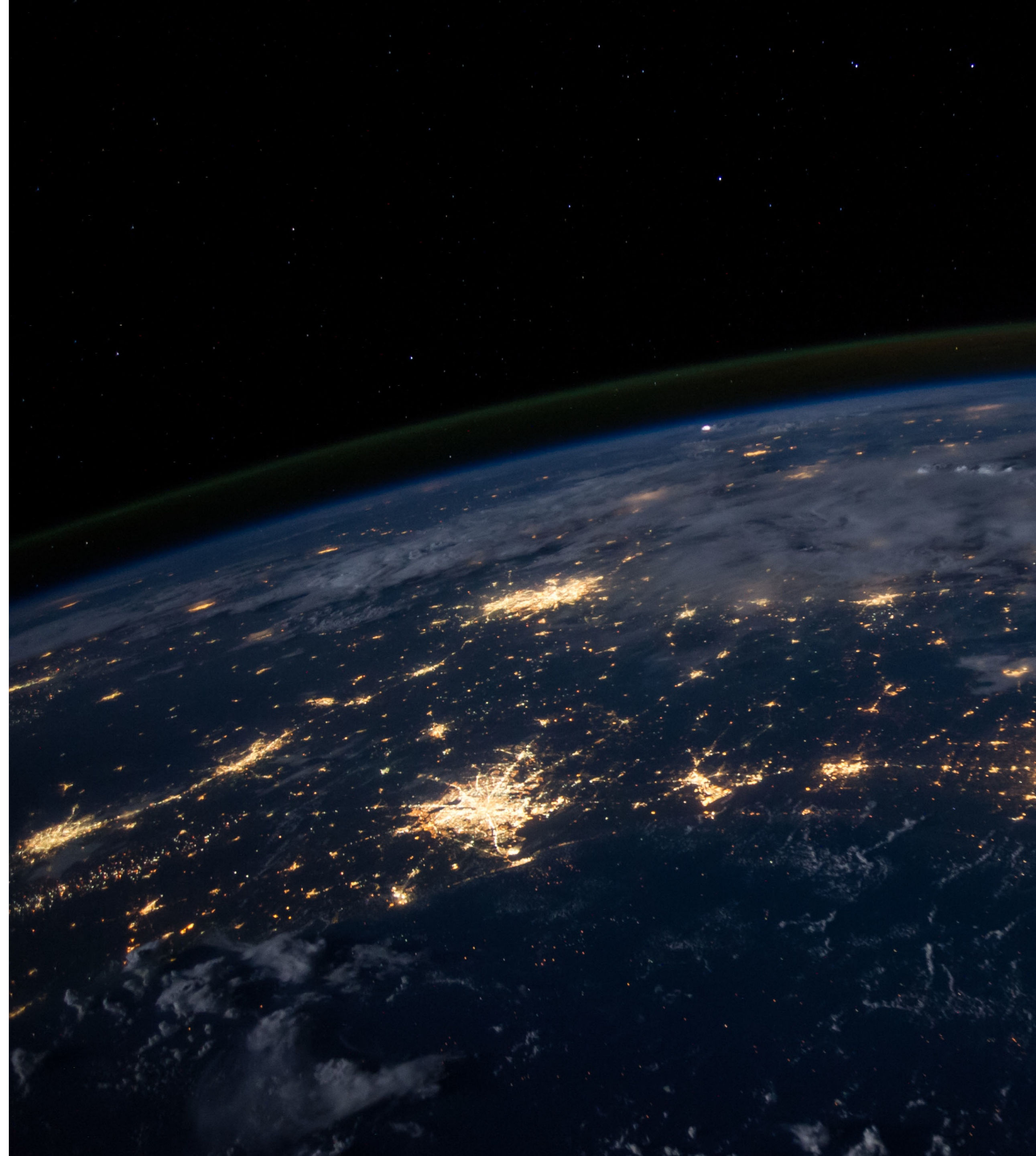




# American Flood Coalition Action

Verified Voter Omnibus Survey

N = 1,022 Voters in the Likely Electorate (LV), Nationwide  
Field Dates: July 15-18, 2022



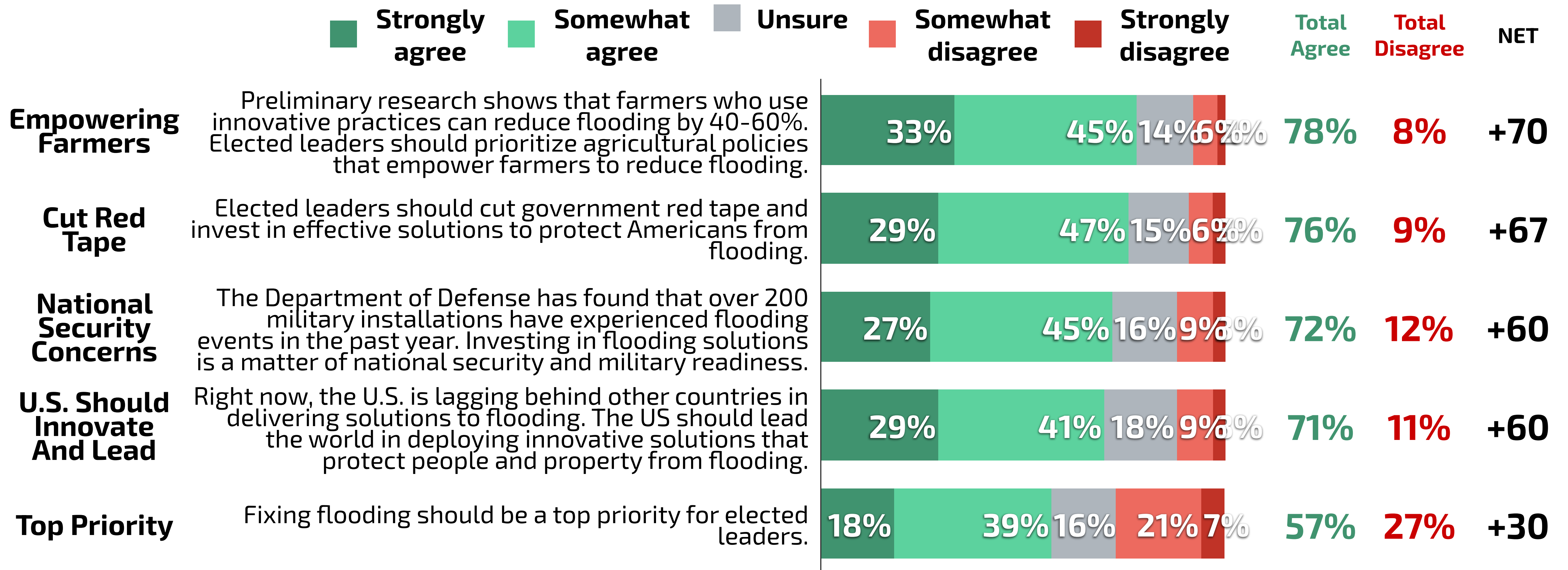
# Key Findings

- **Supporting comprehensive policies to address flooding that saves taxpayer dollars is a winning issue** with 54% of the 2022 Likely Electorate saying it would make them more likely to vote for a candidate with these views.
  - **Tax dollar saving flood prevention a winning issue among Republicans** (47% more likely-8% less likely), **Independents** (54%-6%), and **Democrats** (60%-9%) alike.
- **Nearly every message tested gets 70% or more in agreement.**
- **There are similar levels of agreement on each statement among both “Trump-First” and “Party-First” Republicans**, suggesting that a Republican can feel confident that their support of these policies will appeal to both wings of the Republican Party.
- Overall, **voters aged 50+ and higher income voters had higher levels of agreement** with the messages tested. **Rural voters liked the “Empowering Farmers” message more** while **suburban voters were in more agreement with the “Cut Red Tape”, “National Security Concerns”, and “U.S. Should Innovate and Lead” messages.**



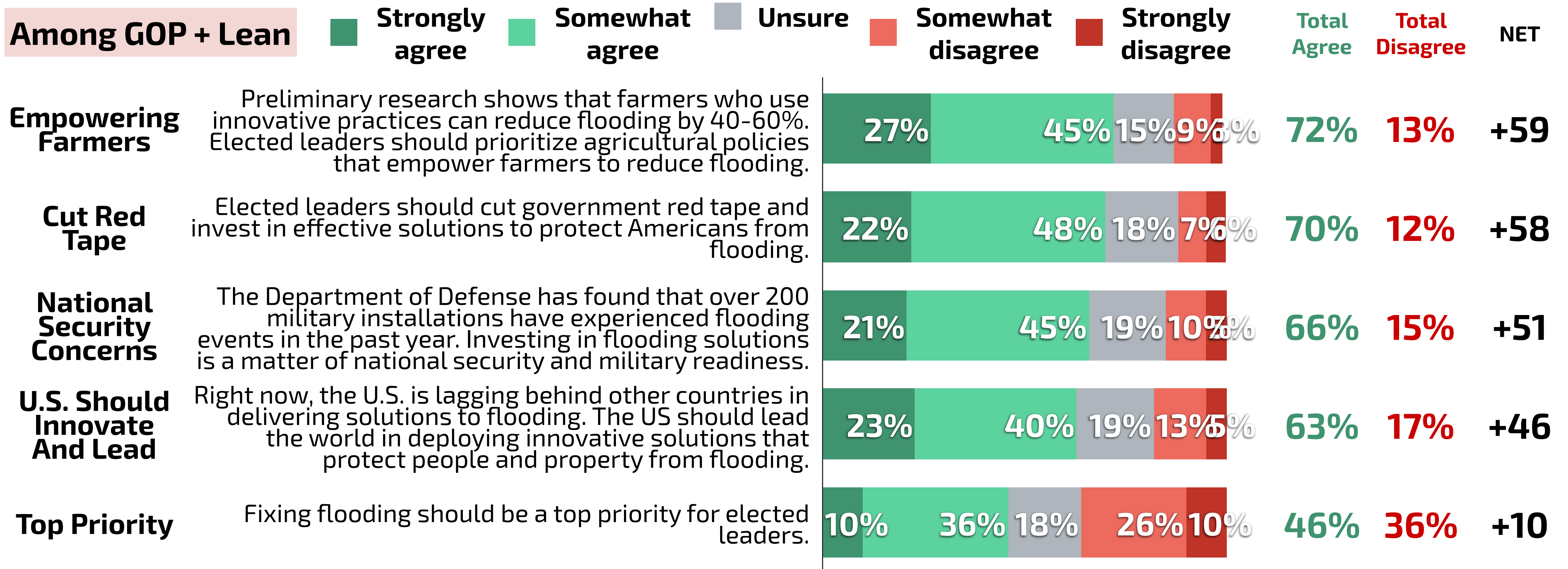
# Over 7 In 10 Agree With Most Flood Prevention Messages

Q. Please indicate whether you agree or disagree with each of the following statements.



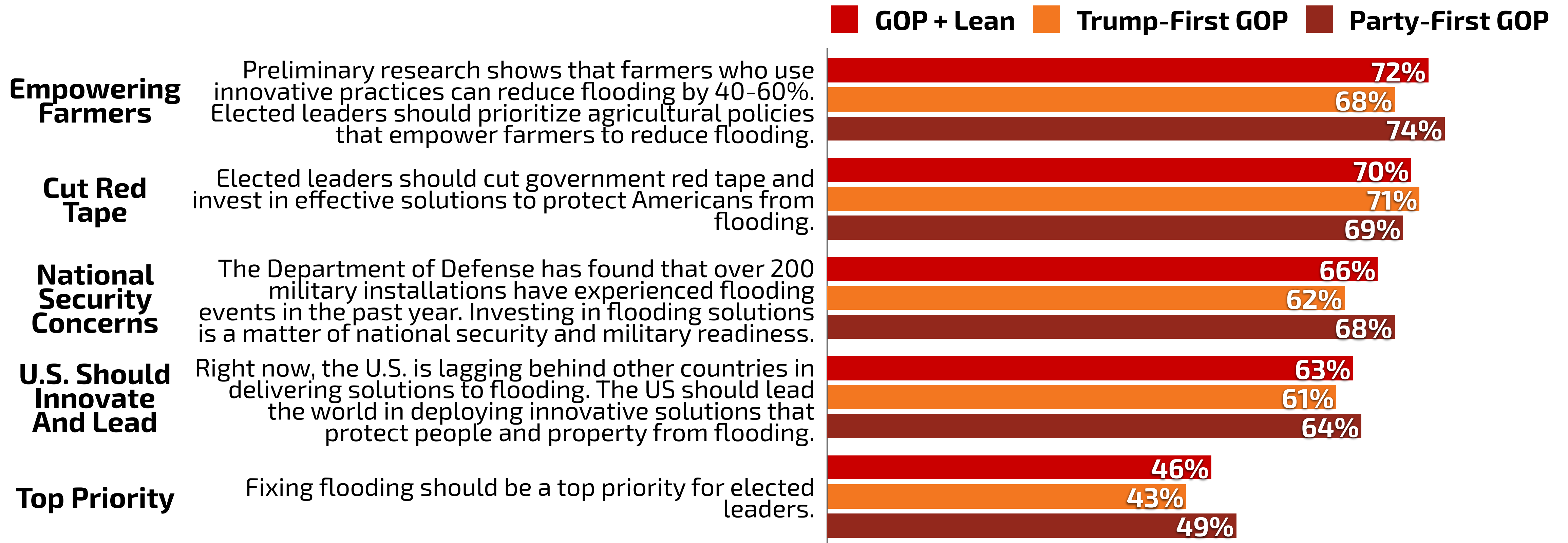
# Clear Majority Of Republicans Agree With Most Flood Prevention Statements

Q. Please indicate whether you agree or disagree with each of the following statements.



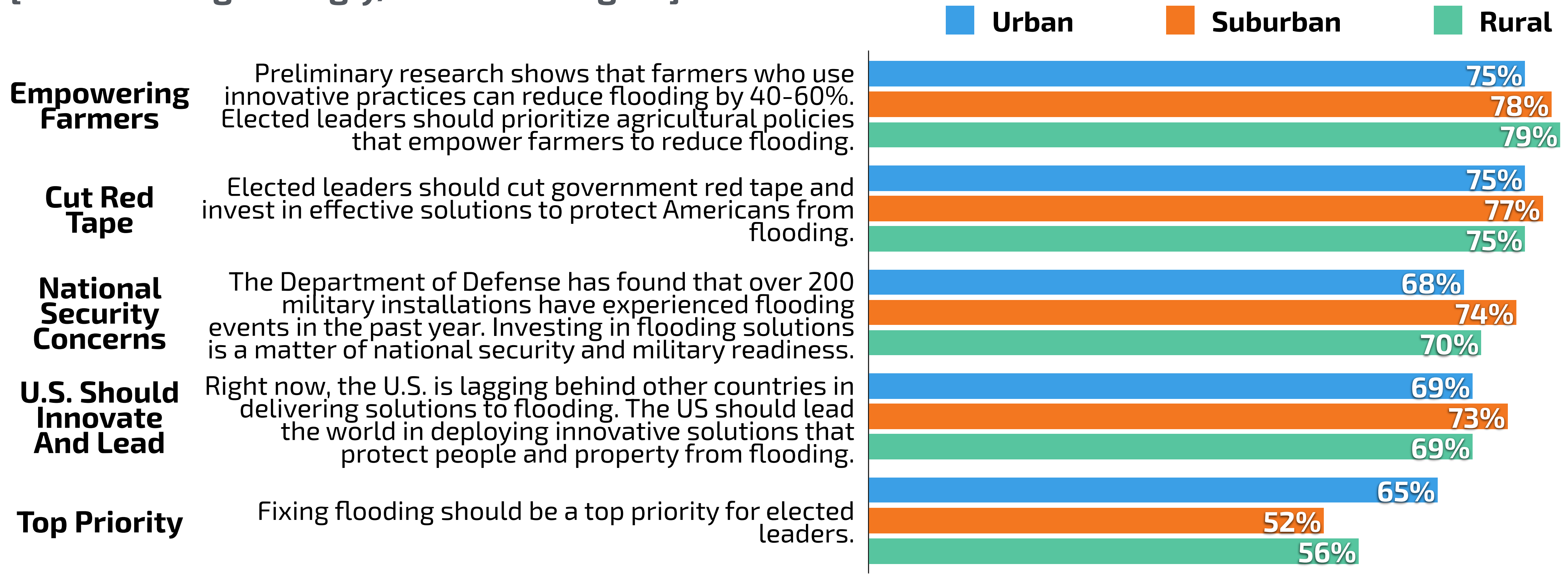
# GOP Wings United In Agreeing With Flooding Messages

**Q. Please indicate whether you agree or disagree with each of the following statements.**  
 [% Answering Strongly/Somewhat Agree]



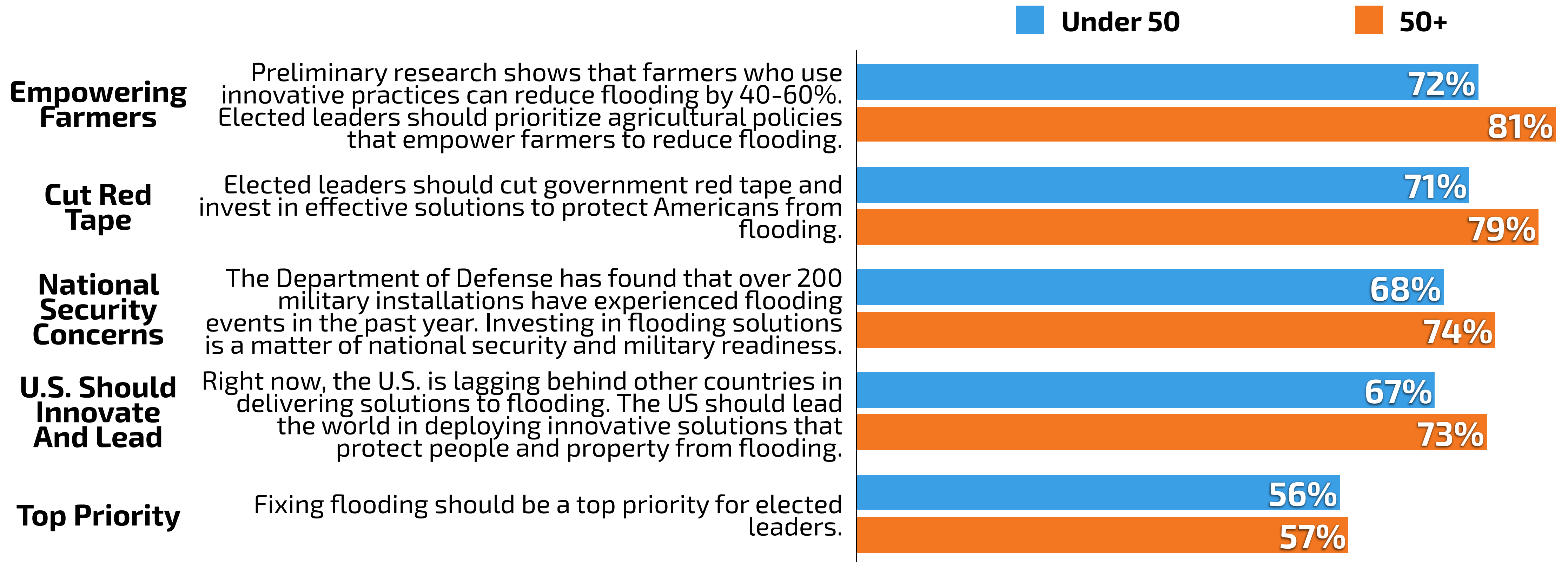
# Farmer Message Overperforms In Rural Areas; Cutting Red Tape, National Security, Innovation In Suburbia; Top Priority In Urban Areas

**Q. Please indicate whether you agree or disagree with each of the following statements.**  
 [% Answering Strongly/Somewhat Agree]



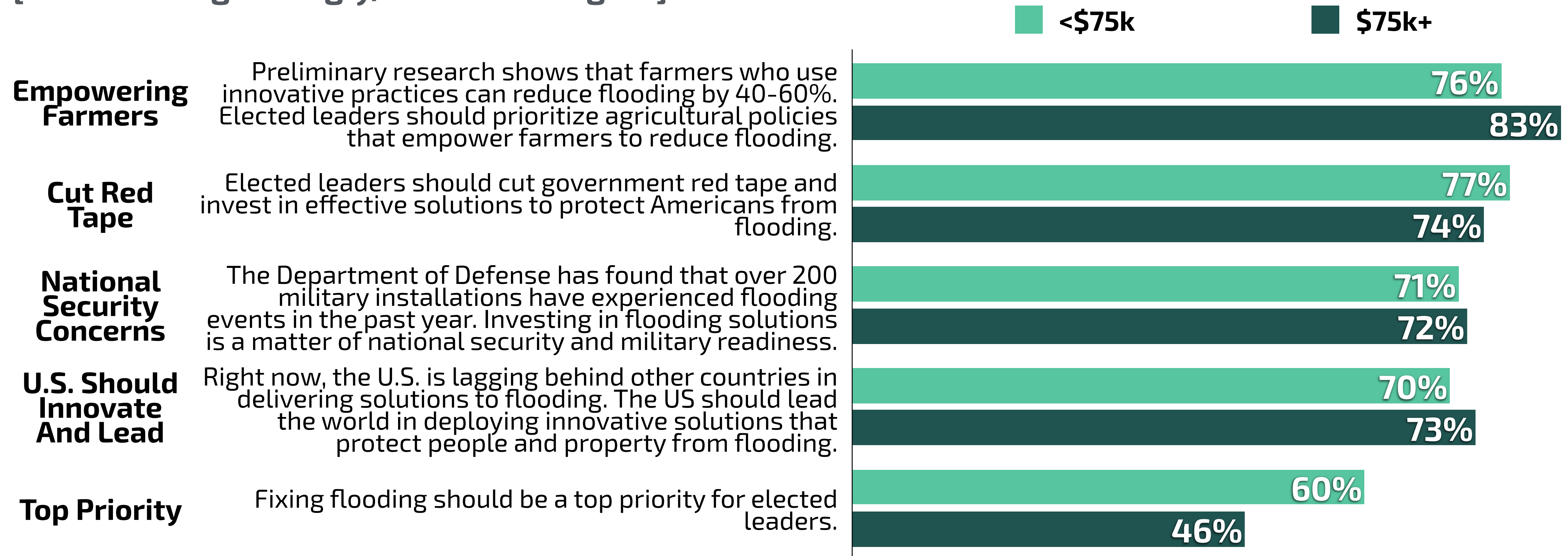
# Flooding Messages More Salient With Older Voters

**Q. Please indicate whether you agree or disagree with each of the following statements.**  
 [% Answering Strongly/Somewhat Agree]



# Cutting Red Tape, Top Priority Messages More Effective With Voters Making Under \$75k

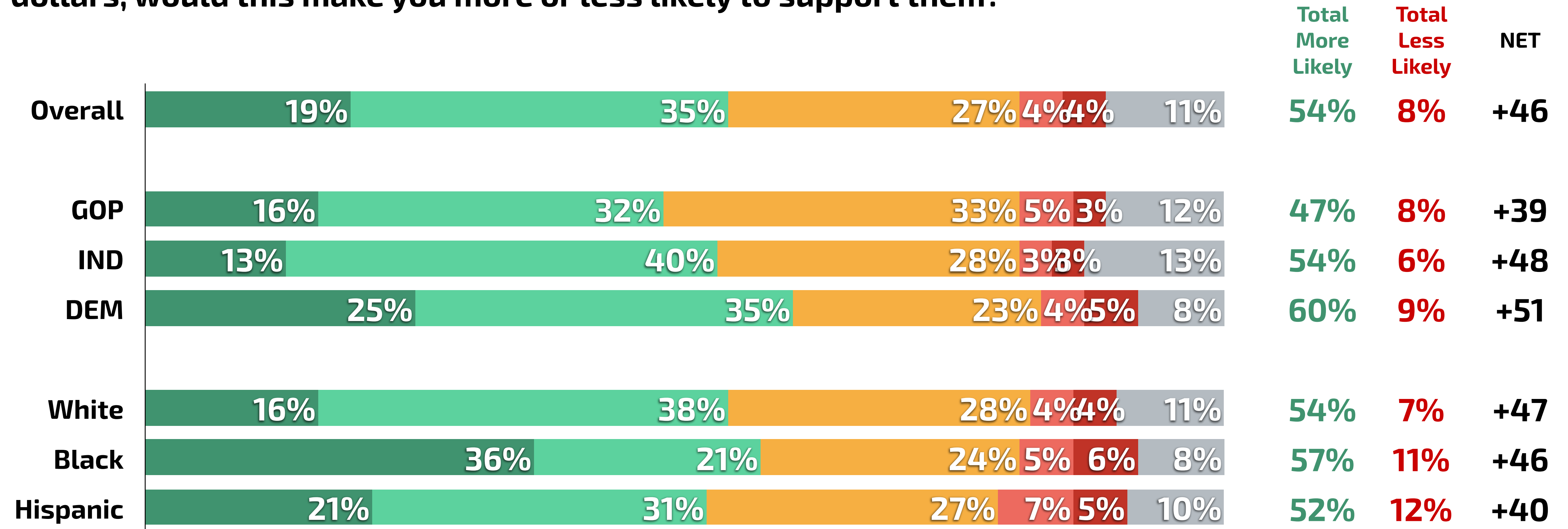
**Q. Please indicate whether you agree or disagree with each of the following statements.**  
 [% Answering Strongly/Somewhat Agree]





# By Nearly 7-1 Margin, Voters More Likely To Vote For Candidate Who Strongly Supports Tax Dollar Saving Flood Policies

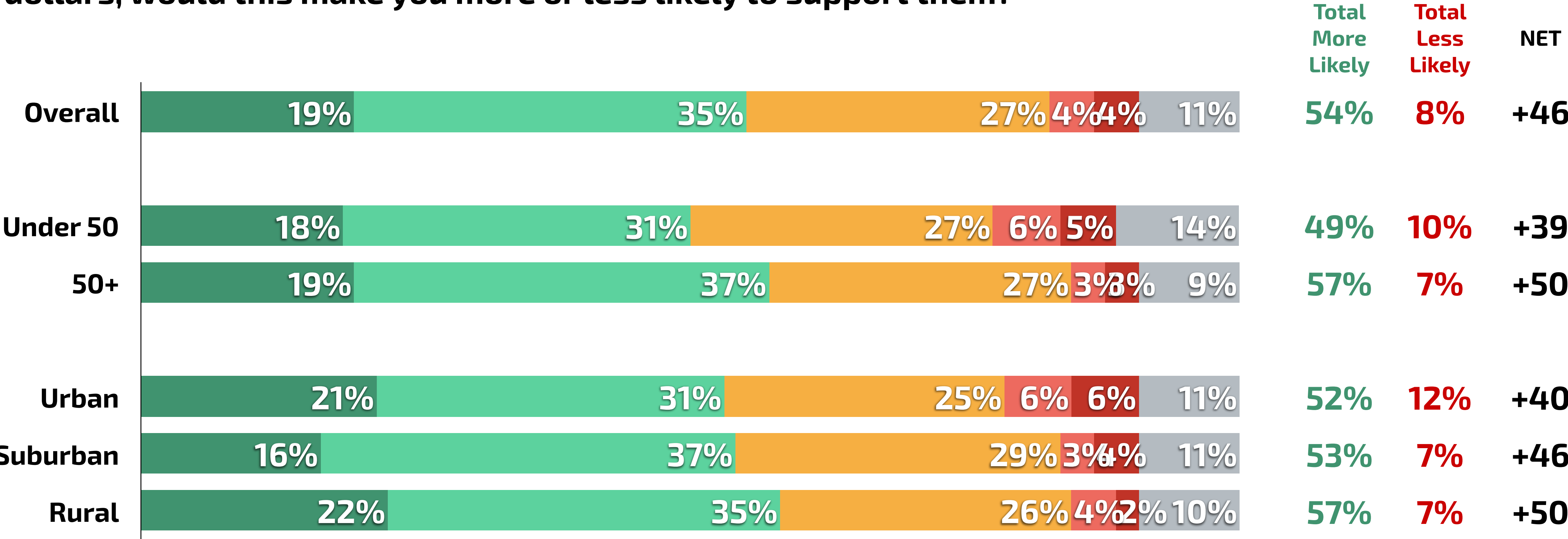
Q. If a candidate strongly supported comprehensive policies to address flooding that saves taxpayer dollars, would this make you more or less likely to support them?



■ Much more likely to support   
 ■ Somewhat more likely to support   
 ■ Neither more nor less likely to support   
 ■ Somewhat less likely to support   
 ■ Much less likely to support   
 ■ Unsure

# Older, Rural Voters More Likely To Vote For Candidate Who Addresses Flooding

Q. If a candidate strongly supported comprehensive policies to address flooding that saves taxpayer dollars, would this make you more or less likely to support them?



# Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why, in the months leading up to a national election, we at Echelon Insights switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.



# Methodology

The July 2022 Echelon Insights Verified Voter Omnibus was fielded online from July 15-18, 2022 in English among a sample of N=1,022 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 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, and party 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 from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.4 percentage points.





**Verified Voter  
Omnibus**

*Your questions answered by real voters*

**Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.**

**By adding on to the Verified Voter Omnibus, you'll receive:**

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

**Contact [omnibus@echeloninsights.com](mailto:omnibus@echeloninsights.com) for more information.**





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