FINDINGS ARE BASED ON A NATIONALLY REPRESENTATIVE SURVEY THAT COVERED THE TOPIC OF FLOOD INSURANCE—PARTICULARLY WHETHER THERE SHOULD BE A NATIONAL STANDARD TO ENSURE THAT POTENTIAL HOME BUYERS ARE AWARE IF A PROPERTY HAS FLOODED REPEATEDLY AND, IF SO, BE REQUIRED TO PURCHASE FLOOD INSURANCE. RESPONDENTS WERE ALSO ASKED TO PRIORITIZE AREAS WHERE CONGRESS COULD BE ACTIVE OVER THE NEXT COUPLE OF YEARS, INCLUDING FLOOD INSURANCE REFORM.

74% are in favor of a national standard requiring home buyers be made aware of repeated property flooding, and, if so, requiring the purchase of flood insurance.

There is strong support for this proposal across political affiliations; 86% of Democrats, 72% of Independents, and 65% of Republicans are in favor of the proposal.

Respondents who reside inland are just as likely to support the proposed changes as are residents in coastal communities (74% each).

Three out of four (76%) think that reducing the impact of flooding on homeowners, communities, and taxpayers through insurance reform should be a priority for Congress.

Flood insurance reform was ranked the third highest priority out of five policies related to finance, housing, insurance, and monetary policy. Respondents agree that these changes should be a priority, regardless of their political affiliation; 81% of Democrats, 77% of Independents, and 73% of Republicans consider it a high or medium priority.

This study was conducted for The Pew Charitable Trusts via telephone by SSRS on its Omnibus survey platform. The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Interviews were conducted from February 26 – March 3, 2019 among a sample of 1,003 respondents in English (965) and Spanish (38). Telephone interviews were conducted by landline (401) and cell phone (602, including 410 without a landline phone). The SSRS Omnibus sample is designed to represent the adult U.S. population. The SSRS Omnibus uses a fully-replicated, stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households, and randomly-generated cell phone numbers. Sample telephone numbers are computer-generated and loaded into on-line sample files accessed directly by the computer-assisted telephone interviewing (CATI) system. The margin of error with design effect for total respondents is +/-3.57% at the 95% confidence level. The margin of error with design effect for half sample A (475 respondents) is +/-5.14% at the 95% confidence level. All SSRS Omnibus data are weighted to represent the target population.