



Where Strategy Meets Science

To: Build With Strength
From: Brenda Gianiny
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Date: September 1, 2016
RE: Polling Report – New Jersey Voter Poll

Methodology

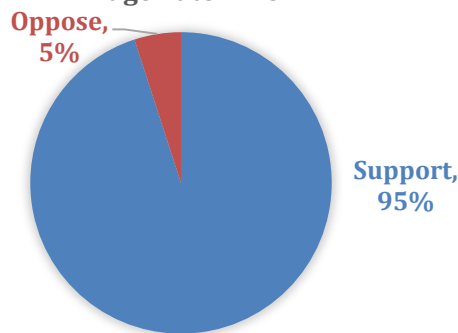
The following data comes from a poll of 400 registered voters living in New Jersey. Respondents are distributed proportionate to the population throughout the state and are also representative of the state in terms of gender, party affiliation, race and age.

The poll was conducted online from August 26th – 29th, with respondents verifying both their registration status and the county in which they are registered to vote. The margin of error on these results is $\pm 5.0\%$. *NOTE: Totals may exceed 100% due to rounding.*

Key Findings

- New Jersey voters are very supportive of the state making changes to construction codes following the Edgewater fire. More than nine-in-every-ten voters (95%) is supportive of changes to construction codes.

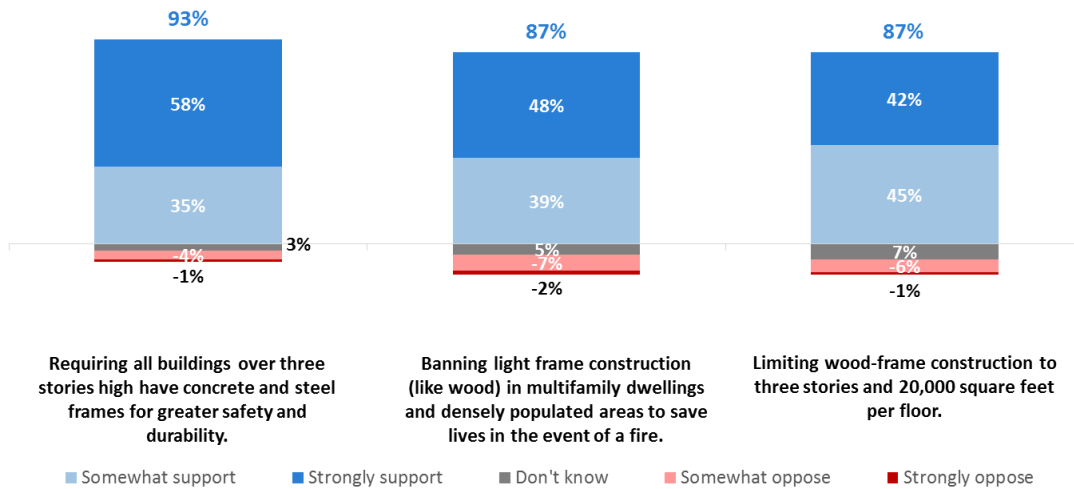
Do you support or oppose the state making changes to construction codes after the Edgewater fire?



- This is not a regional issue; voters across all three regions of the state are equally supportive of changes in construction codes.

	North Jersey	Central Jersey	South Jersey
Support changes to construction codes after Edgewater Fire	95%	96%	94%

- Legislative changes voters are supportive of include:
 - Requiring all buildings over three stories high have concrete and steel frames for greater safety and durability. (93% support)
 - Limiting wood-frame construction to three stories and 20,000 square feet per floor. (87% support)
 - Banning light frame construction (like wood) in multifamily dwellings and densely populated areas to save lives in the event of a fire. (87% support)



- There is a clear coalition of voters strongly supportive of these regulations that includes: Moms, women, low-income voters, and Democrats:

% STRONGLY Support	Moms	Dads	Men	Women	<\$50K	\$100K+	Republicans	Democrats
Concrete frames	69%	47%	48%	68%	73%	54%	49%	69%
Banning light frame	62%	32%	41%	55%	53%	46%	41%	58%
Limiting wood frame	47%	39%	37%	47%	54%	34%	40%	52%

- The key issue is safety. New Jersey voters agree, by a massive 72-point margin, that “concrete buildings are just safer during a catastrophe, be it a fire, hurricane, or flood; the building and the people inside will be safer” (81% agree, while just 9% disagree).
 - This issue is non-partisan, as 82% of Democrats agree concrete is safer compared to 80% of both Republicans and Independents.
 - Support for concrete is also consistent across all income levels:
 - Annual household income <\$50,000 per year: 81% agree
 - Annual household income \$50,000-\$100,000 per year: 80% agree
 - Annual household income \$100,000+: 81% agree

- The top two most important factors in building apartment buildings, small office buildings, and schools, when ranked by intensity are:
 - Fire resistance (66% **very** important, 97% total important)
 - Not collapsing during a fire as happened in Edgewater (65%, **very** important, 94% total important).
- These top two factors point to strength and durability, two of concrete’s key attributes that are highlighted by the Build with Strength campaign.
- Other important factors in building include:

	Percent saying “Very Important”	Percent saying “Important”
Is fire resistant	66%	97%
Will not collapse during a fire like the one in Edgewater	65%	94%
Is energy efficient	59%	95%
Can resist natural disasters	56%	95%
Having minimal environmental impact	45%	88%
Will reduce noise	24%	75%

Conclusions

New Jersey voters overwhelmingly support legislative changes to make buildings in the state more resistant to fires, particularly in light of the Edgewater fire last year. This includes support for a requirement for concrete and steel frames for buildings over three stories high, as well as proposed legislation that would place limits on construction with wood. The pro-concrete coalition in New Jersey is strong and led by women (especially moms), low-income voters, and Democrats.