



Where Strategy Meets Science

To: Build With Strength
From: Brenda Gianiny
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RE: Polling Report

Methodology

The following data comes from a poll of 806 registered voters living in New Jersey and New York. New York voters invited to participate in the poll lived in one of the five New York City boroughs or on Long Island. Voters across New Jersey were included in the study.

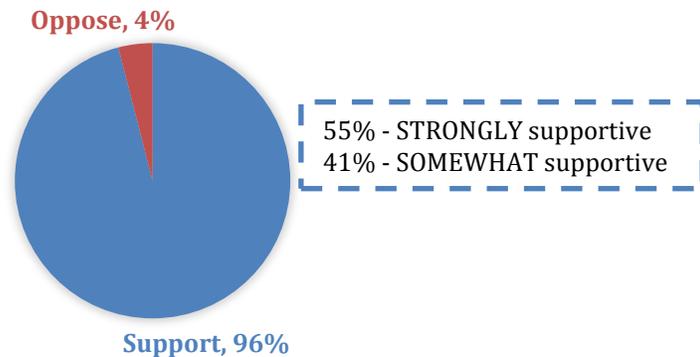
Responses are distributed proportionate to the population in each state and are also representative of the area in terms of gender, party affiliation, race and age. The poll was conducted online from August 26th – 29th, with respondents verifying both their registration status and the county in which they are registered.

The margin of error on these results is $\pm 3.5\%$. *NOTE: Chart totals may exceed 100% due to rounding.*

Key Findings

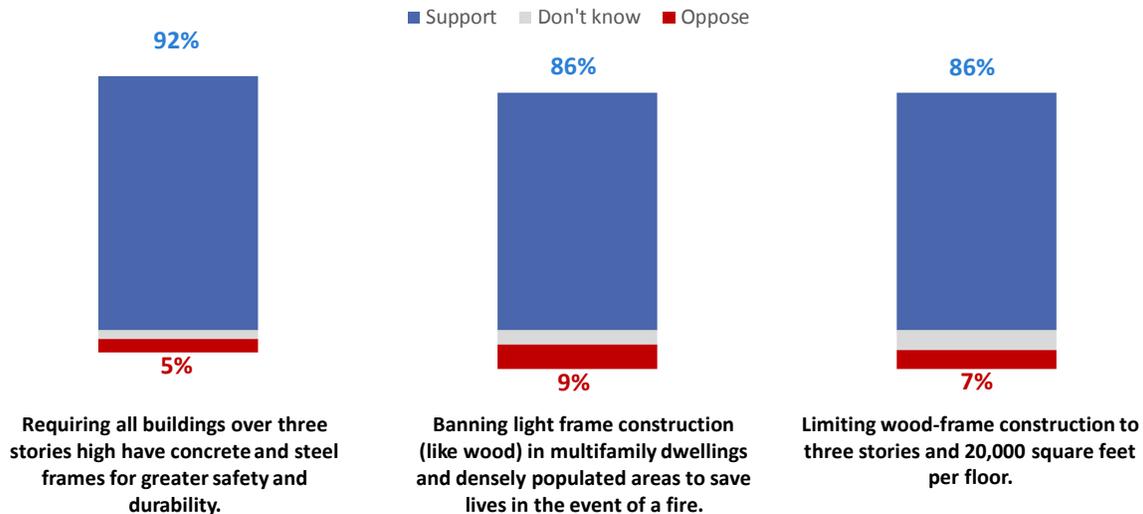
- Voters are very supportive of the state making changes to construction codes in the wake of Superstorm Sandy. There is near consensus on the issue, with 96% of voters supportive of changes to construction codes. Additionally, over half (55%) are STRONGLY supportive of changes.

Do you support or oppose the state making changes to construction codes after Superstorm Sandy?



- Legislative changes voters are supportive of include:
 - Requiring all buildings over three stories high have concrete and steel frames for greater safety and durability. (92% support)
 - Limiting wood-frame construction to three stories and 20,000 square feet per floor. (86% support)
 - Banning light frame construction (like wood) in multifamily dwellings and densely populated areas to save lives in the event of a fire. (86% support)

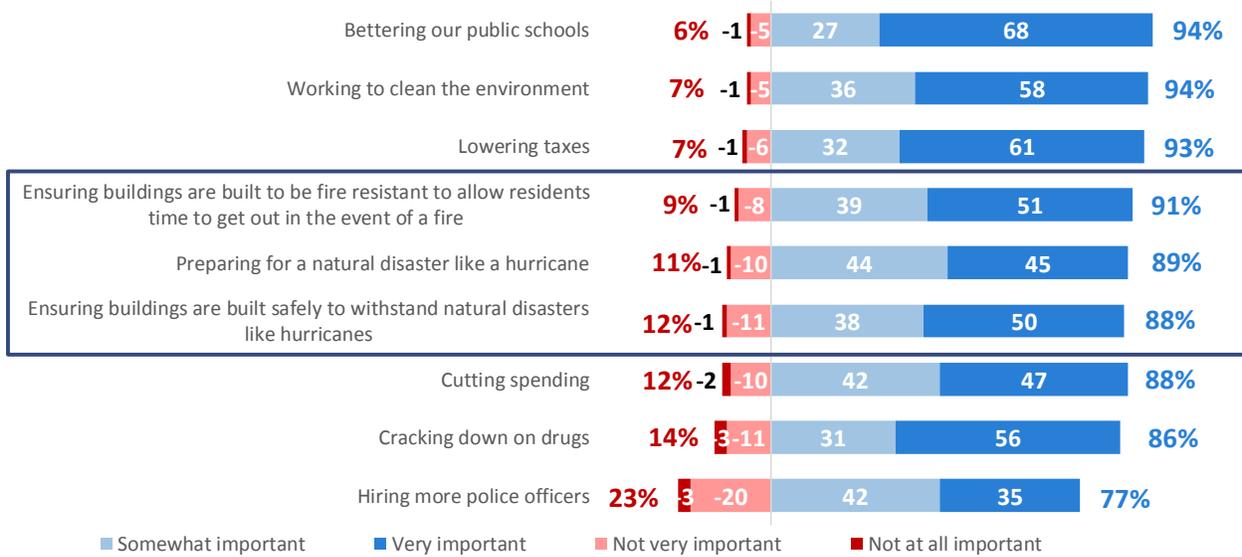
Below are proposals that could be considered following Superstorm Sandy and other natural disasters in the state. Please mark if you support or oppose each proposal.



- The key issue is safety. Voters agree, by a staggering 77-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” (84% agree, while just 7% disagree).
 - 88% of Dads (men with children under age 18 at home) agree that concrete buildings are safer during a catastrophe.
 - This issue is non-partisan, as 86% of Democrats agree concrete is safer compared to 82% of Republicans and Independents.
 - Support for concrete also crosses all income levels, with middle income households the most likely to agree concrete is safer during a catastrophe.
 - Annual household income <\$50,000 per year: 83% agree
 - Annual household income \$50,000-\$100,000 per year: 85% agree
 - Annual household income \$100,000+: 82% agree

- Building safety is not an issue voters are considering in a vacuum independent of other key voting issues. As illustrated below, building safety ranks closely with other top issues that voters see as a priority for local leaders.

For the following local issues, please rate how important it is local leaders focus on these issues.



- Voters who care the most about safety are: Moms, older voters (55+), non-Whites, Women, and Democrats.
- The most important considerations to voters in the construction of apartment buildings, small office buildings and schools in their state are (ranked by the percent saying VERY important: being fire resistant and being strong enough to withstand a hurricane like Superstorm Sandy.

| | Percent saying "Very Important" | Percent saying "Important" |
|---|---------------------------------|----------------------------|
| Is fire resistant | 68% | 96% |
| Being strong enough to withstand a hurricane like Superstorm Sandy | 62% | 94% |
| Is energy efficient | 61% | 94% |
| Can resist natural disasters | 60% | 95% |
| Having minimal environmental impact | 49% | 90% |
| Will reduce noise | 28% | 77% |

Conclusions

The top priorities for voters in new construction are strengths of building with concrete. Voters appear to not only recognize this, but are also strongly supportive of legislation to ensure concrete is used in building safer and natural disaster resistant buildings. This support is driven by safety concerns and cuts across party lines, income lines and racial lines.