

MEMORANDUM

To: Building America’s Future
From: Frank Luntz
Re: Survey Results
Date: January 5, 2009

Let me start with the two most important findings from our national survey of registered voters:

- 1) Fully 81% of Americans are prepared to pay 1% more in taxes to rebuild America's infrastructure. This isn't typical generic support. In a nation politically divided, the fact that both Democrats AND Republicans are prepared to pay up to build up America's infrastructure is significant.
- 2) Two-thirds (64%) of Americans are either “extremely” or “very” concerned about the condition of America’s infrastructure. Concern cuts across all regions of the country and across urban, suburban and rural communities.

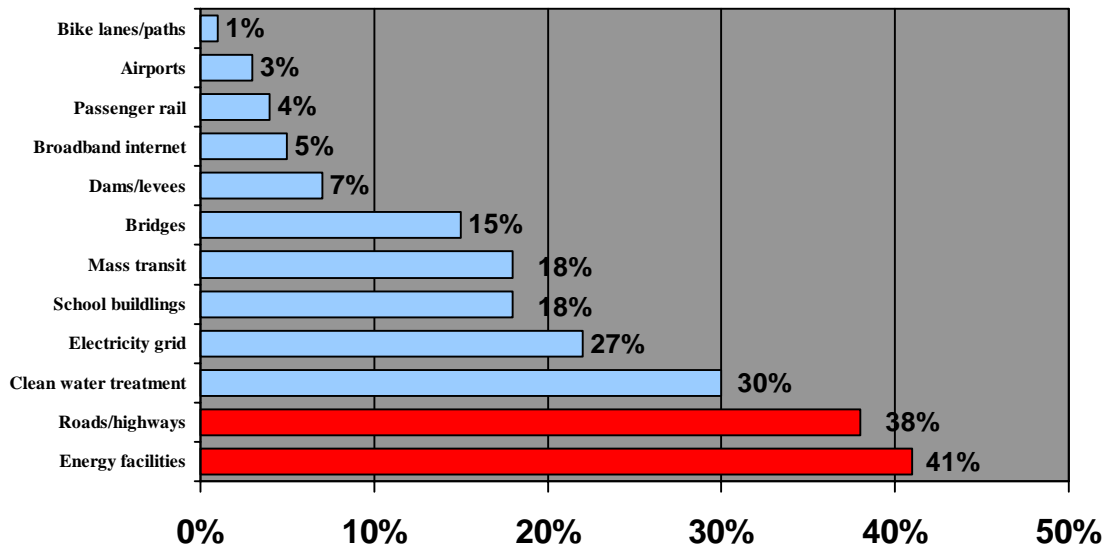
Which should be the single highest priority of the national effort to build America’s future and improve America’s infrastructure? (1st and 2ND choices combined)

TOTAL	1st/2nd Choice
61%	That every project be accountable, each having measurements to guarantee the money is spent wisely and effectively.
34%	Creates more than a million American jobs in less than a year.
25%	Is truly national in scope so that improvements will happen in every state.
19%	Improves the safety of America’s infrastructure.
17%	That the “Building America’s Future” effort start as quickly as possible.
16%	That you can see and feel the benefits in your local community.
16%	It’s the right thing to do for our children’s future.
12%	Reduces hassles and time wasted in traffic and travel.

The 61% shows that the public wants a commitment to the right process just as much as it wants to fund the right projects. And even though the country is in the midst of economic hard times, they’re still willing to pay for them!

As far as the *right* projects, we were surprised to find that roads and highways were important, but they aren't Number One on the priority list for infrastructure improvements. Energy facilities finished first.

***Which is the most important aspect of our infrastructure that needs fixing first?
(1st and 2nd choices combined)***



- 1) A near-unanimous 84% want state spending on infrastructure increased, while a similar 83% want the federal government to spend more. Once again, Republicans agree with Democrats that investment dollars need to be increased.
- 2) Over two-thirds (69%) say the infrastructure is either “extremely” or “very” important to them “personally.” Most policy issues tend to have a narrow constituency. Not here. A majority from every demographic, geographic and attitudinal subgroup had a personal linkage to infrastructure – a major reason why support for reform is to high.
- 3) Only 22% of Americans think the federal government has been “effective” in improving their state’s infrastructure. A somewhat larger 51% give their governor a positive evaluation.

The Building America’s Future National Survey of 800 registered voters has a $\pm 3.5\%$ margin of error. The results were stratified by gender and geographic region to insure a proper national sample.