



Mercury

SURVEY RESEARCH FINDINGS

REBUILD NY

INFRASTRUCTURE BENCHMARK

JANUARY 2022

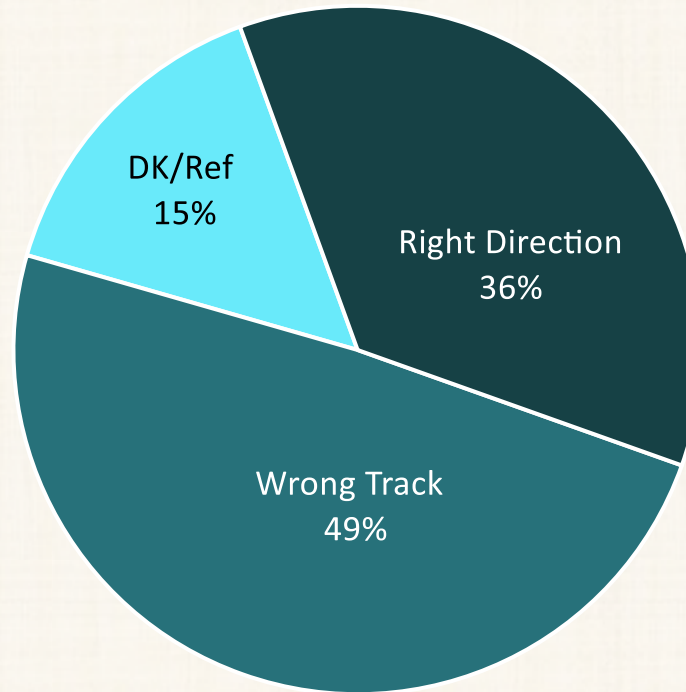
Methodology

This survey was conducted January 11-14, 2022, in NYS among 800 November 2022 General Election likely voters. The sampling includes cellphones and landlines. The margin of error for this survey at the 95% confidence level is $\pm 3.00\%$ on the overall sample. The margin of error on sub-samples is greater.

Atmospherics

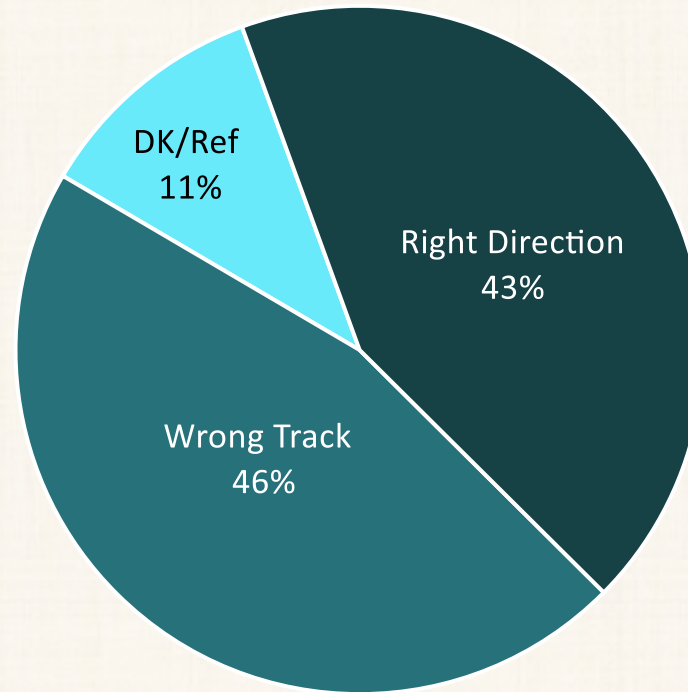
In general, would you say things in NYS are headed in the right direction or off on the wrong track?

N=415

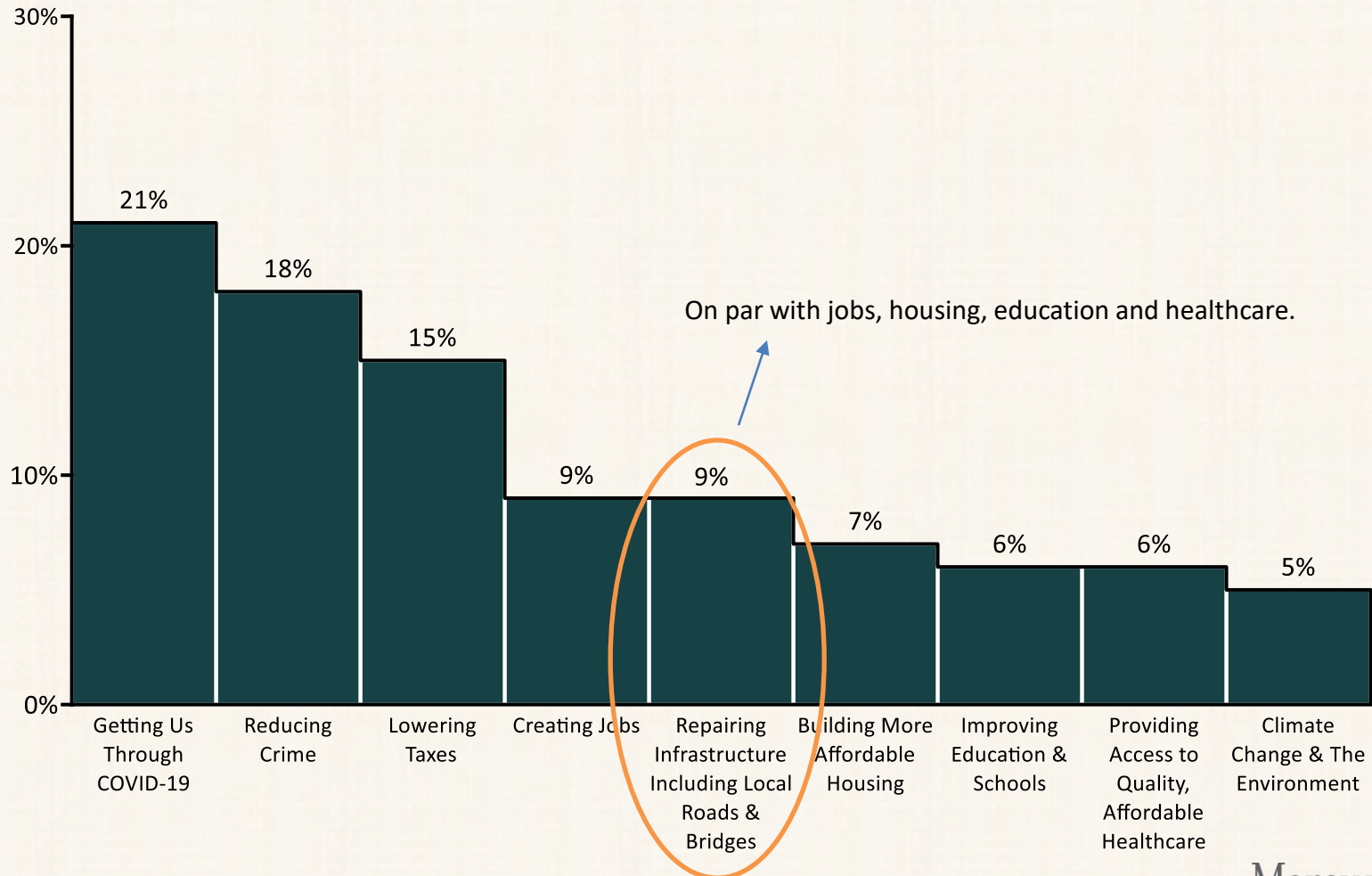


In general, would you say things in your community are headed in the right direction or off on the wrong track?

N=385

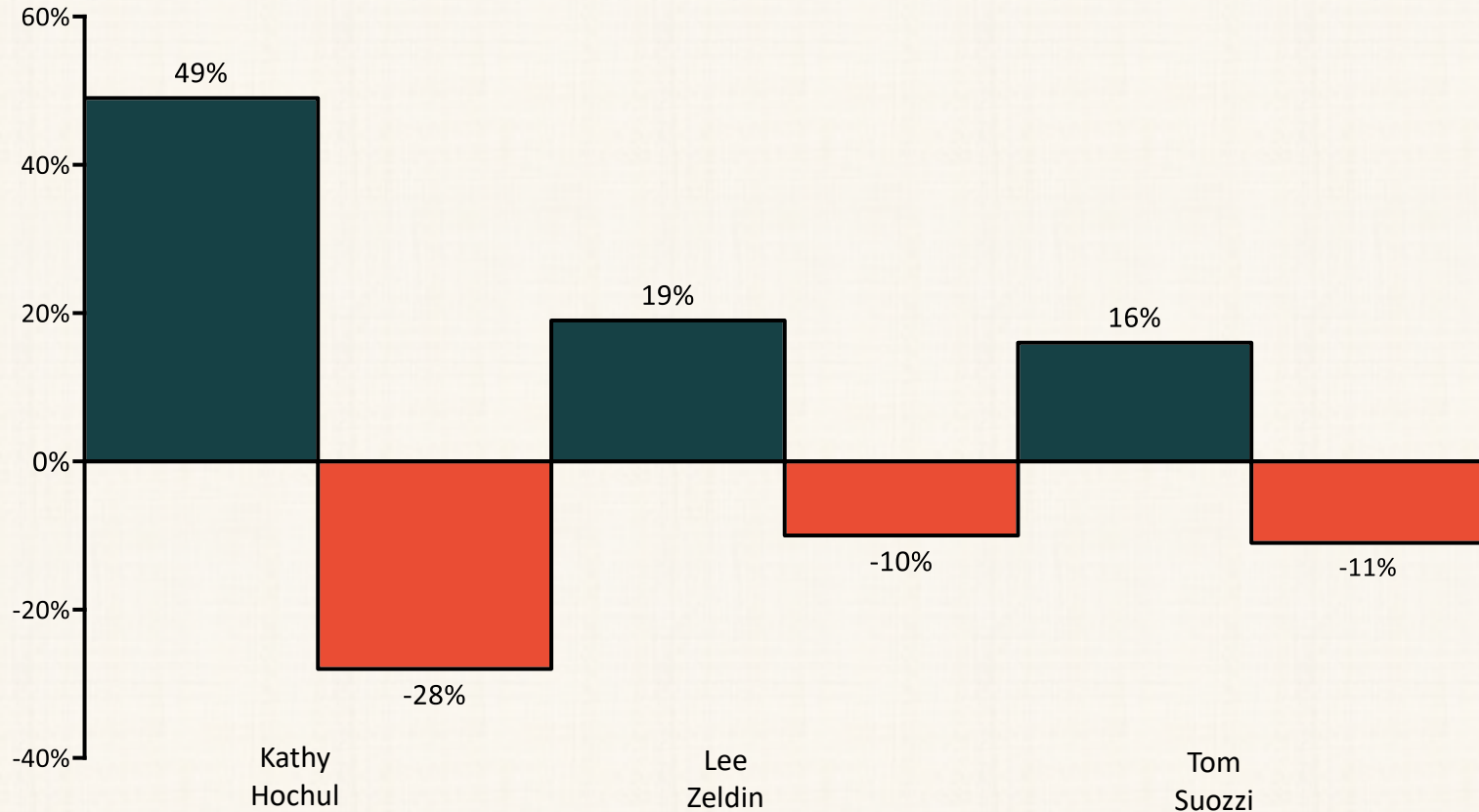


Q.4 Which of the following do you think is the most important issue facing New York State at this time?



How Do Voters View Public Figures?

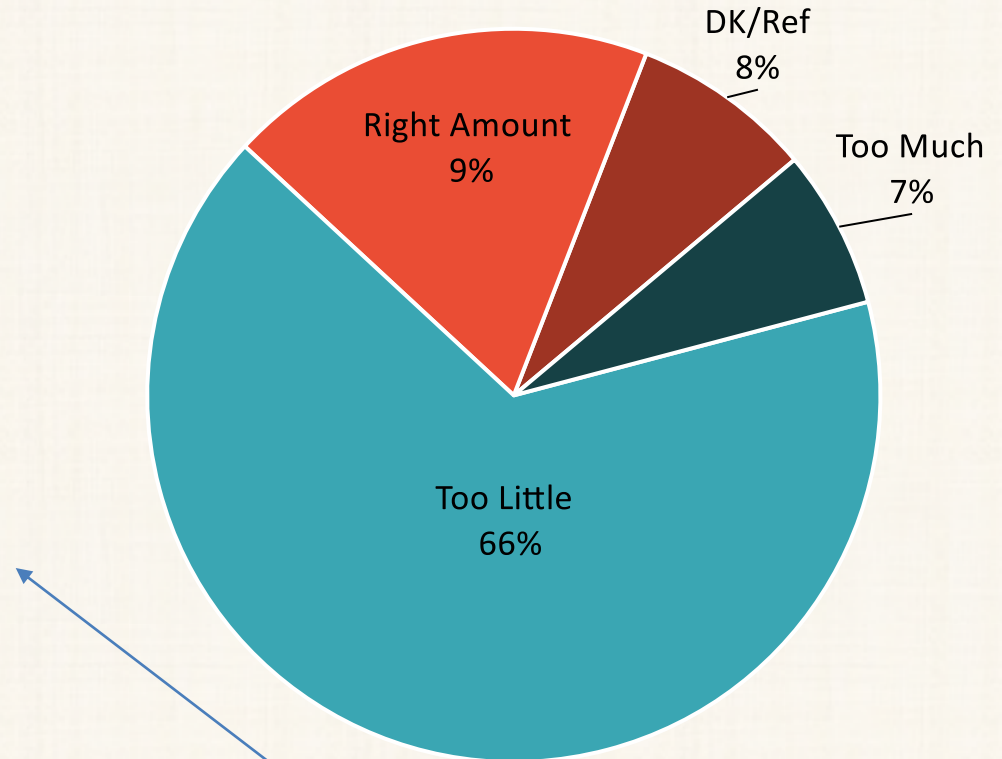
Q.5-7 Personal Favorabilities



Attitudes on NYS Infrastructure

Demo	Too Much	Too Little	Right Amount
Total	7%	66%	19%
Male	8%	67%	18%
Female	7%	66%	19%
Age 18-44	8%	66%	16%
Age 45-64	8%	63%	22%
Age 65+	6%	70%	17%
White	6%	67%	18%
Black	8%	66%	21%
Hispanic	14%	64%	15%
Asian*	0%	58%	38%
NYC	9%	65%	17%
Suburbs	6%	70%	16%
Upstate	5%	65%	25%
Western	11%	63%	20%
Democrat	7%	66%	18%
Republican	8%	66%	21%
Independent/Unaff.	9%	66%	17%
Swing	14%	51%	28%
Own Vehicle	6%	67%	19%
No Vehicle	11%	64%	17%
Final Ballot Favor	5%	76%	16%
Final Ballot Oppose	16%	44%	27%

Q.8 In your opinion, does NYS currently spend too much money on infrastructure such as roads and bridges, spend too little money, or spend the right amount?

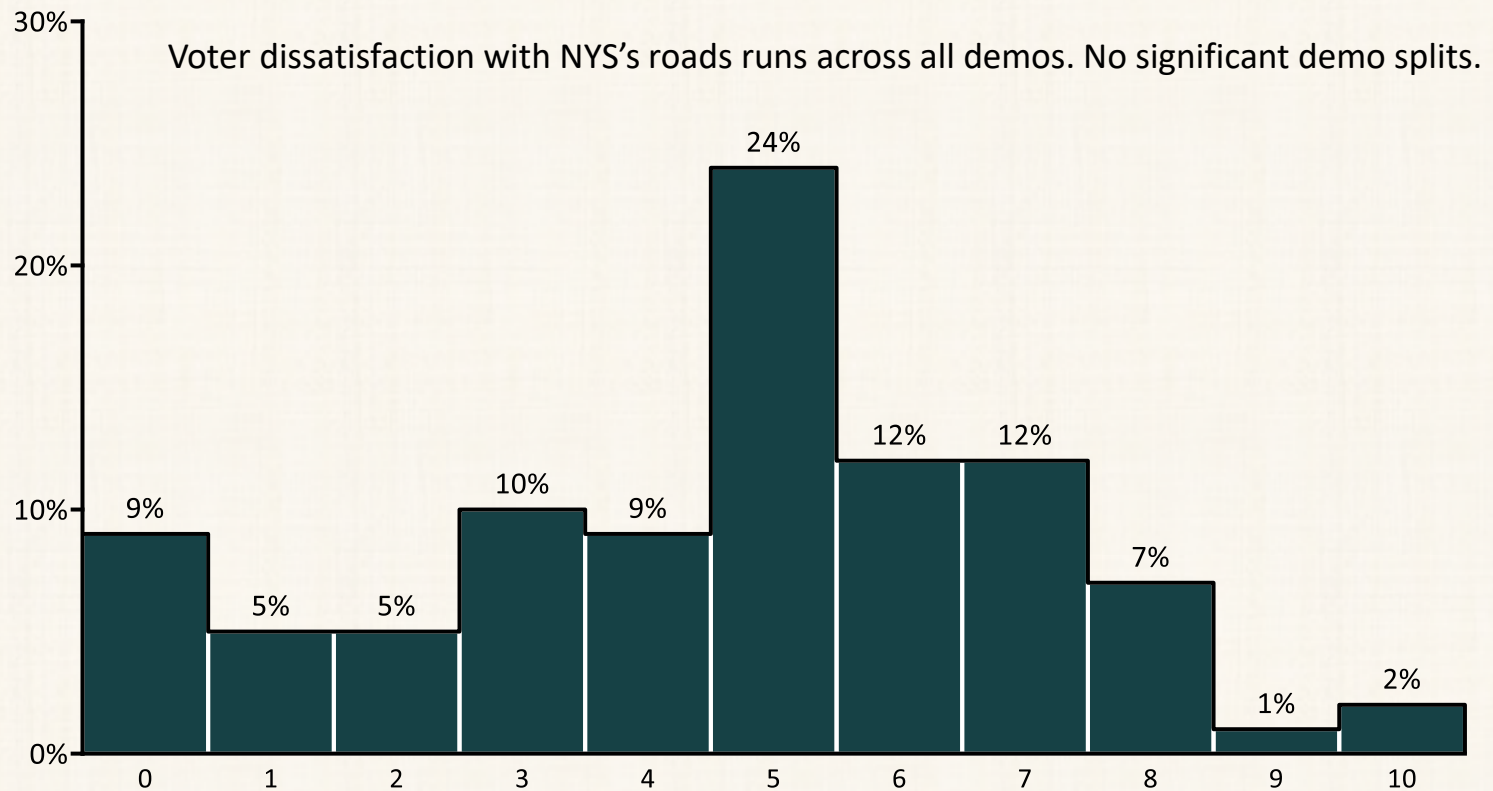


Strong support across all demos.

*Small sample size

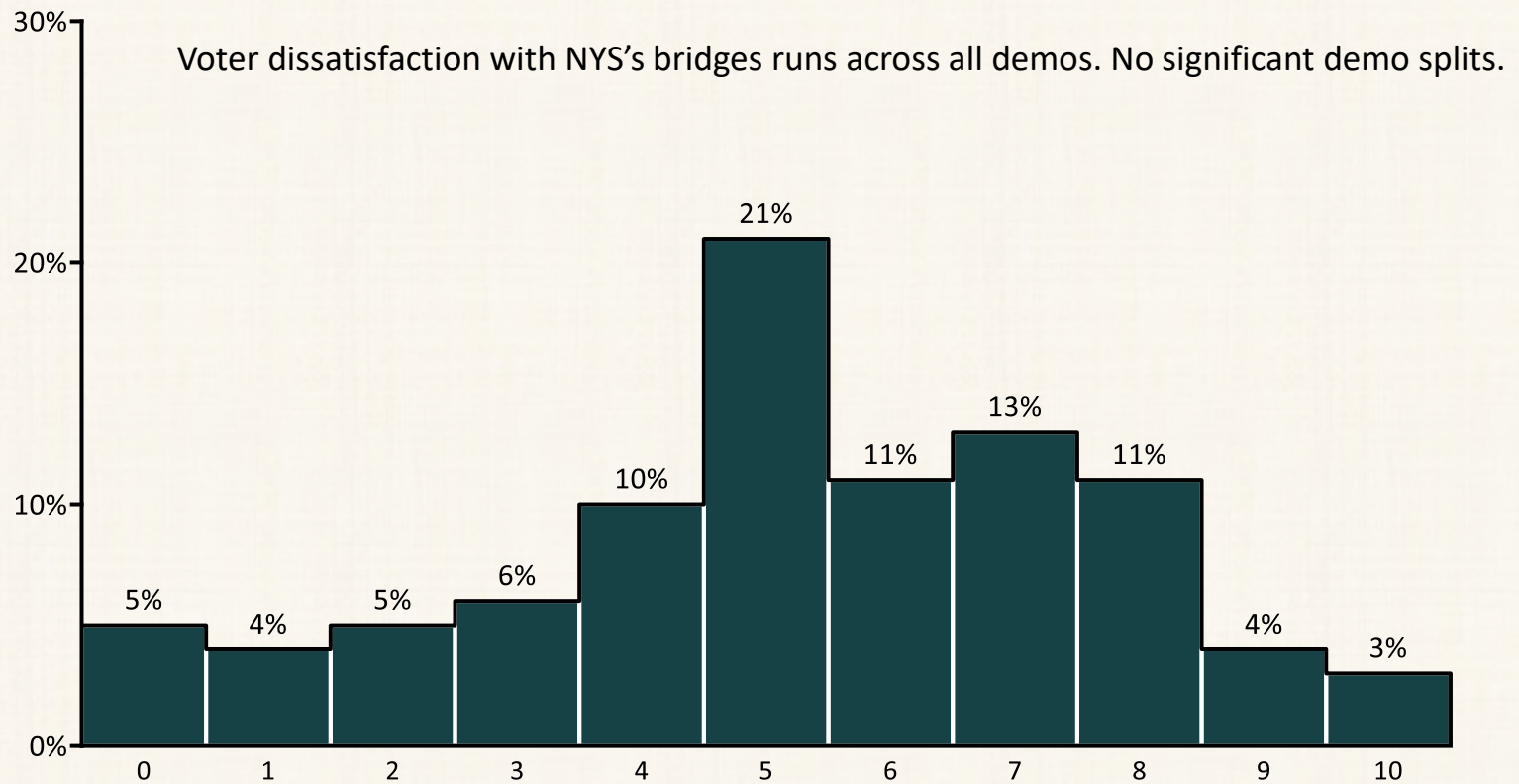
Q.9 On a scale of zero-to-ten, with zero being the least and ten being the most, how satisfied are you with the condition of NYS' roads?

0-2 Rating = 19%
8-10 Rating = 11%



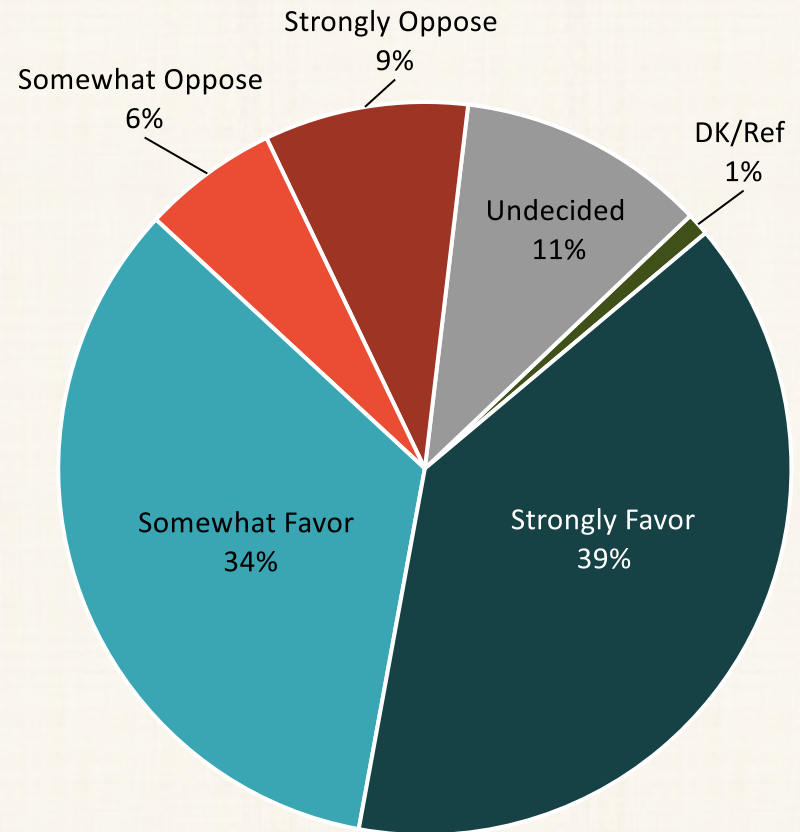
Q.10 On a scale of zero-to-ten, with zero being the least and ten being the most, how satisfied are you with the condition of NYS' bridges?

0-2 Rating = 14%
8-10 Rating = 18%



Demo	Favor	Oppose	Und
Total	73%	15%	11%
Male	72%	17%	11%
Female	73%	14%	11%
Age 18-44	70%	18%	10%
Age 45-64	74%	16%	9%
Age 65+	74%	12%	13%
White	73%	15%	11%
Black	81%	10%	9%
Hispanic	71%	20%	7%
Asian*	68%	24%	8%
NYC	75%	12%	11%
Suburbs	72%	17%	10%
Upstate	73%	15%	11%
Western	69%	20%	11%
Democrat	75%	13%	11%
Republican	71%	17%	11%
Independent/Unaff.	69%	19%	12%
Swing	56%	28%	16%
Own Vehicle	74%	16%	10%
No Vehicle	73%	11%	14%
Final Ballot Favor	88%	5%	6%
Final Ballot Oppose	30%	54%	16%

Q.12 Uninformed Ballot – Do you strongly favor, somewhat favor, somewhat oppose or strongly oppose increasing state funding for infrastructure such as local roads and bridges?



Total Favor = 73%

Total Oppose = 15%

Q.13 Informed Ballot Descriptors

Now I would like to read you a bit about the possibility of increasing state funding for infrastructure, such as local roads and bridges, and when I am done, I'd like to get your opinion on what you've just heard.

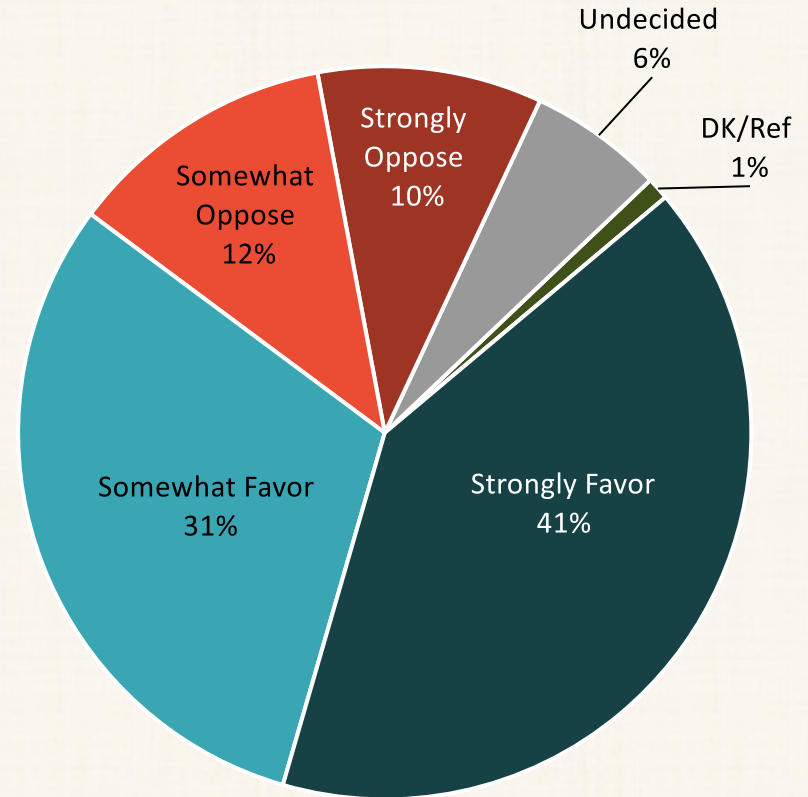
This year, in the state budget, the Governor and state Legislature have the opportunity to increase investments in critical infrastructure across the state, including repairing and reconstructing roads and bridges and improving the state's outdated and subpar infrastructure.

Some say increasing infrastructure funding is necessary to improve public safety, economic competitiveness and generally improve New Yorkers' quality of life.

Others say that with the current condition of the economy, and with other spending priorities at-hand, increasing state funding for infrastructure will have to wait.

Demo	Favor	Oppose	Und
Total	72%	22%	6%
Male	70%	22%	7%
Female	73%	21%	5%
Age 18-44	69%	26%	6%
Age 45-64	74%	20%	6%
Age 65+	73%	20%	7%
White	71%	23%	6%
Black	80%	14%	5%
Hispanic	73%	22%	5%
Asian*	68%	28%	3%
NYC	77%	18%	5%
Suburbs	71%	23%	5%
Upstate	67%	24%	9%
Western	69%	24%	7%
Democrat	78%	16%	5%
Republican	66%	28%	6%
Independent/Unaff.	63%	27%	9%
Swing	48%	52%	0%
Own Vehicle	72%	22%	6%
No Vehicle	74%	18%	7%
Final Ballot Favor	90%	6%	4%
Final Ballot Oppose	19%	74%	7%

Q.13 Informed Ballot – Do you strongly favor, somewhat favor, somewhat oppose or strongly oppose increasing state funding for infrastructure such as local roads and bridges?



Total Favor = 72%

Total Oppose = 22%

Net Change = Favor -8%

Increasing NYS Infrastructure Funding Positive Messaging

Q.14-23 Positive messaging with % convincing reason to support increasing NYS funding for infrastructure

Positive Messages	Total Voters Convincing (Very Convincing)	Swings Convincing (Very Convincing)
Public Safety	77% (48%)	68% (25%)
Creates Jobs	77% (48%)	58% (29%)
Cost to Drivers	75% (47%)	57% (32%)
Focus on Critical Projects	71% (37%)	62% (25%)
Traffic Congestion	67% (41%)	56% (24%)
Reduce Carbon Emissions	66% (37%)	43% (14%)
Cost to New York	63% (33%)	49% (16%)
Social Justice	60% (36%)	45% (17%)
Gas Taxes	58% (33%)	36% (15%)
Renewable Energy	55% (32%)	40% (18%)

Most popular across the board, with some regional and party gaps

Highest among NYC and suburban voters.

The carbon emissions message tests substantially better among NYC voters (75% total convincing) and Democrats (72% total convincing).

The social justice message tests substantially better among Black voters (75% total convincing) and Democrats (68% total convincing).

The renewable energy message tests substantially better among Democrats (65% total convincing).

Positive Messaging Legend

Positive Messages

{Public Safety} New York State has some of the most deteriorated roads and bridges in the country, with thousands in poor and fair condition. This poses a major risk to public safety.

{Create Jobs} Increasing state funding for infrastructure will create thousands of good-paying local jobs for New Yorkers.

{Cost to Drivers} All those potholes and deteriorating roads cost New Yorkers an average of \$580 a year in additional vehicle maintenance costs.

{Focus on Critical Projects} While the state tends to invest in large, big-ticket projects, like airports, it is severely behind in investing in everyday, critical infrastructure like local roads and bridges which allow New Yorkers to travel safely and efficiently.

{Traffic Congestion} In the state's most congested areas, drivers lose up to nearly two-thousand dollars a year and as many as ninety-two hours sitting in traffic.

{Reduce Carbon Emissions} Dilapidated roads and bridges create major traffic congestion across the state. The more New Yorkers who sit idle in traffic, the more carbon emissions are emitted into the air. Investing in 21st century roads and bridges will reduce carbon emissions.

{Cost to New York} Congested and unsafe infrastructure costs New Yorkers billions of dollars every year. This costs the average New York family \$3,000 annually. Investing in roads and bridges puts that money back in their pockets.

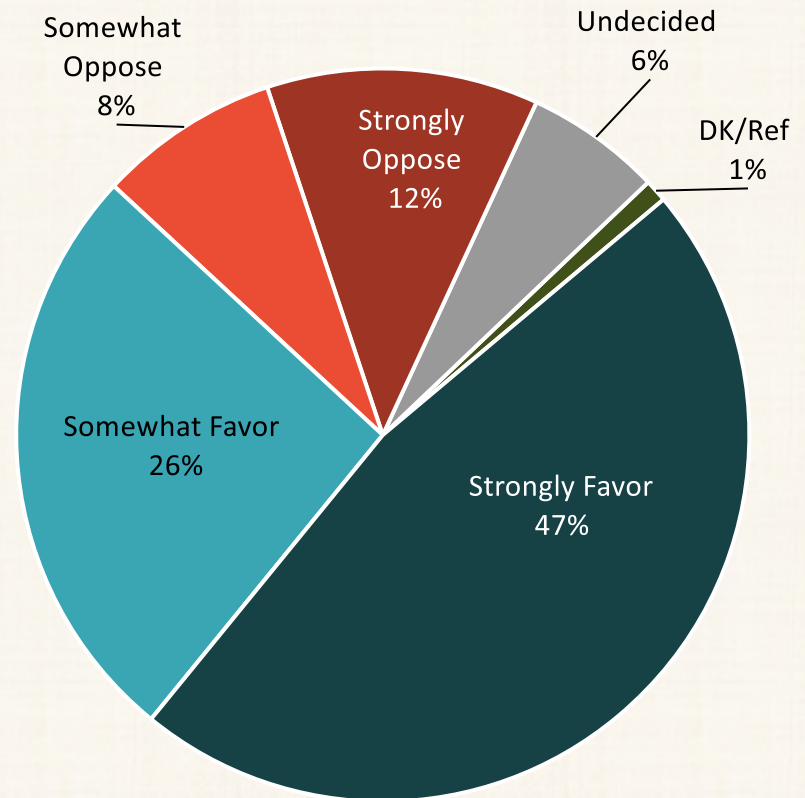
{Social Justice} New York State's antiquated infrastructure has a disproportionately negative impact on communities of color. Across the state, neighborhoods where black and brown people reside are often divided by major highways, which expose residents to high levels of air and noise pollution. The state should invest in roads and bridges to correct these injustices.

{Gas Taxes} New York's drivers pay some of the highest gas taxes in the country, adding forty-six cents to the cost of every gallon of gas, costing New York drivers two-billion-dollars annually. Yet, less than half of these gas tax revenues are dedicated to road and bridge construction.

{Renewable Energy} Increasing state funding for infrastructure would allow the state to upgrade its green transportation network by adding more charging stations for electric vehicles and allowing more use of renewable energy.

Demo	Favor	Oppose	Und
Total	73%	20%	6%
Male	72%	20%	8%
Female	74%	20%	5%
Age 18-44	70%	21%	7%
Age 45-64	75%	22%	2%
Age 65+	72%	18%	10%
White	72%	21%	6%
Black	79%	12%	8%
Hispanic	75%	22%	1%
Asian*	69%	24%	7%
NYC	78%	14%	7%
Suburbs	73%	20%	6%
Upstate	68%	26%	5%
Western	65%	28%	6%
Democrat	77%	16%	6%
Republican	66%	25%	8%
Independent/Unaff.	69%	25%	5%
Swing	52%	48%	0%
Own Vehicle	72%	22%	5%
No Vehicle	78%	12%	9%
Final Ballot Favor	100%	0%	0%
Final Ballot Oppose	0%	100%	0%

Q.24 Final Ballot – Do you strongly favor, somewhat favor, somewhat oppose or strongly oppose increasing state funding for infrastructure such as local roads and bridges?



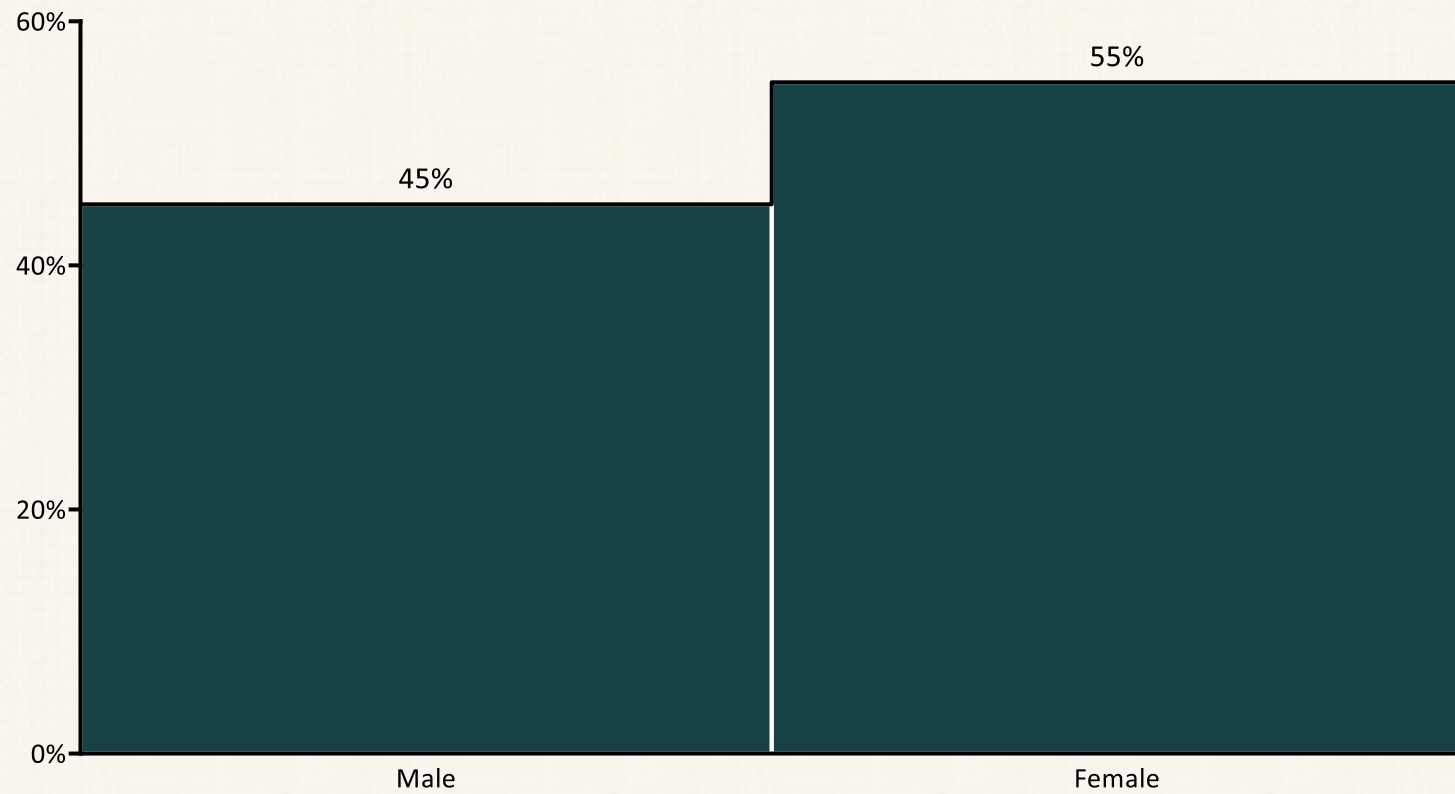
Total Favor = 73%

Total Oppose = 20%

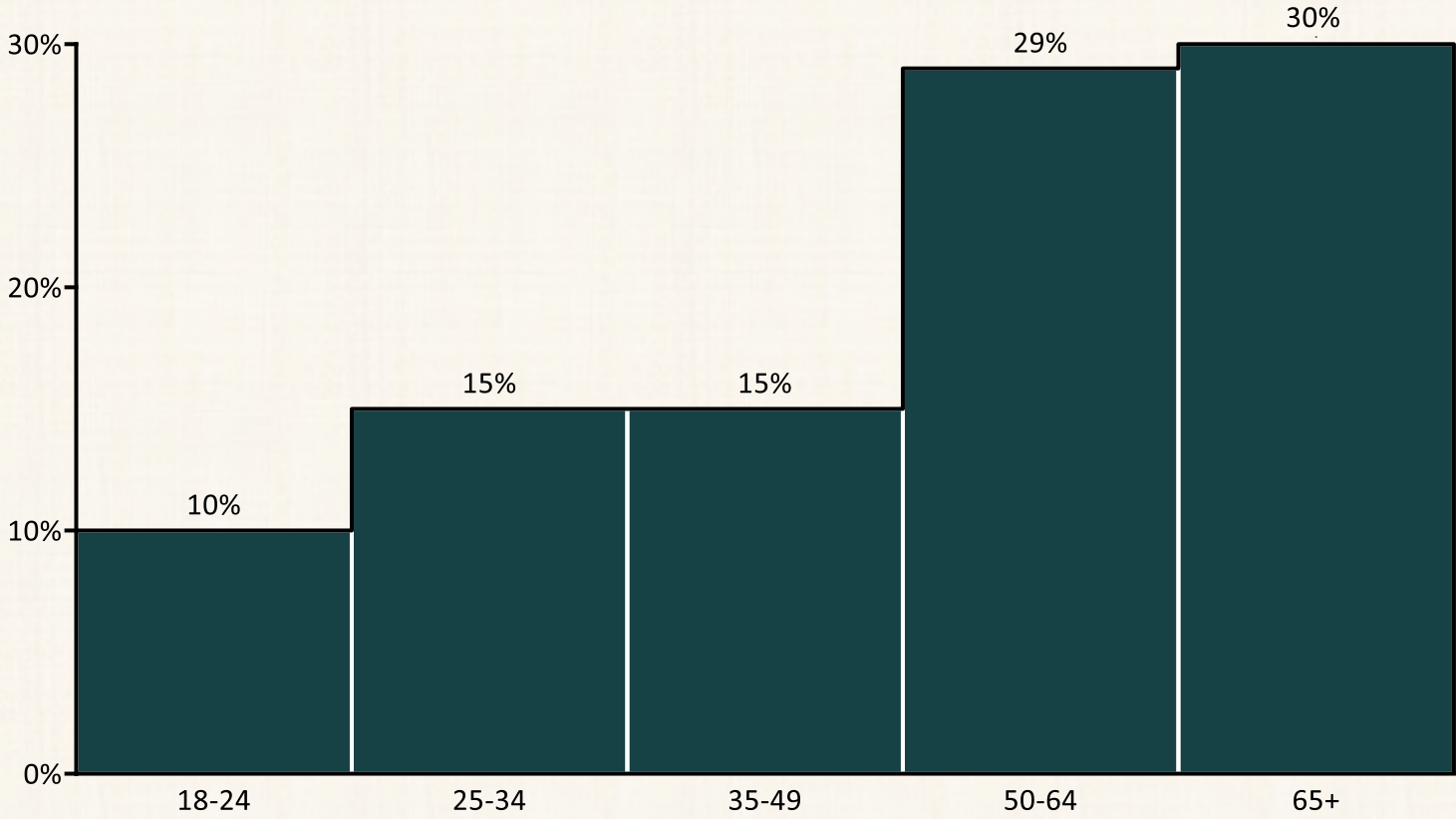
Net Change = Favor +3%

Demographics

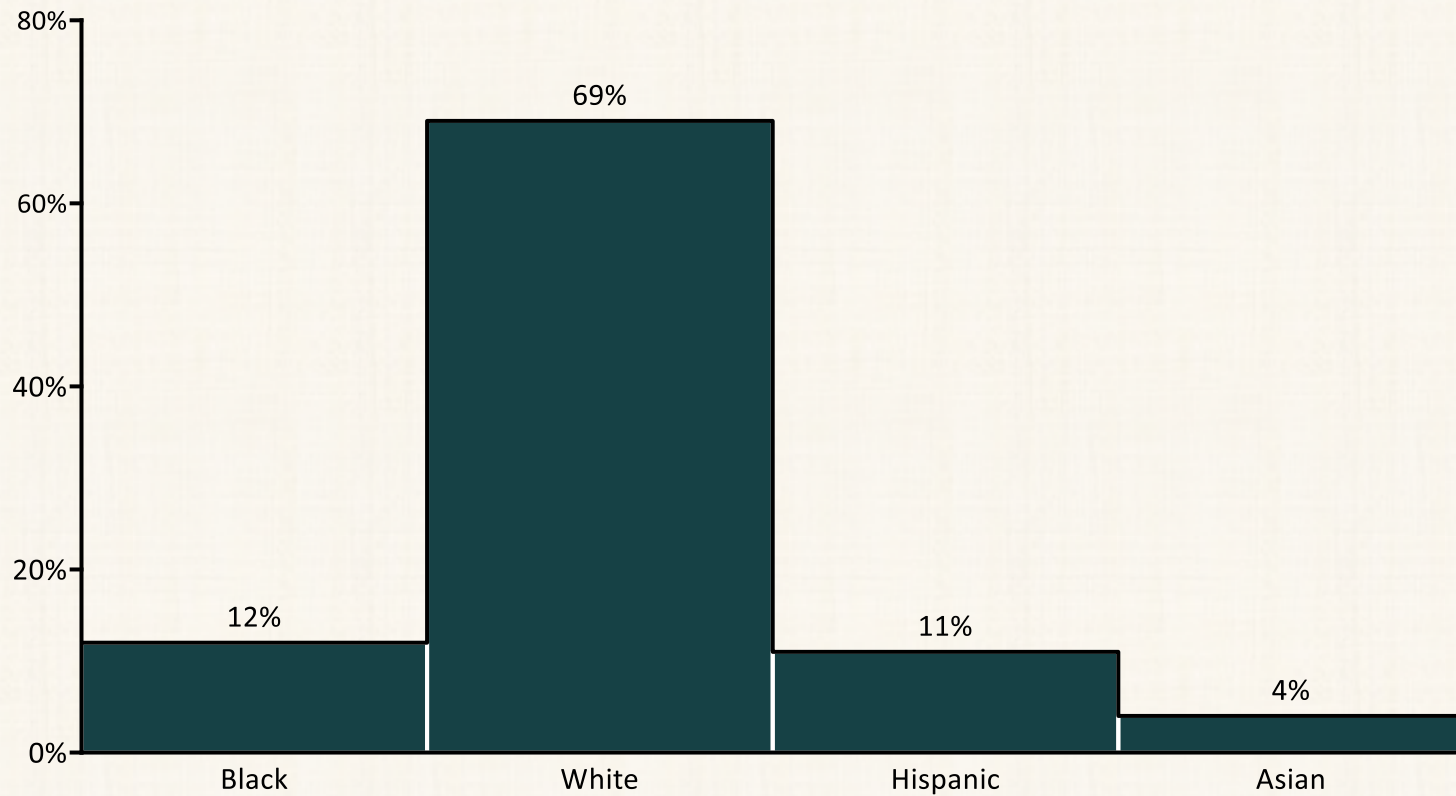
Gender



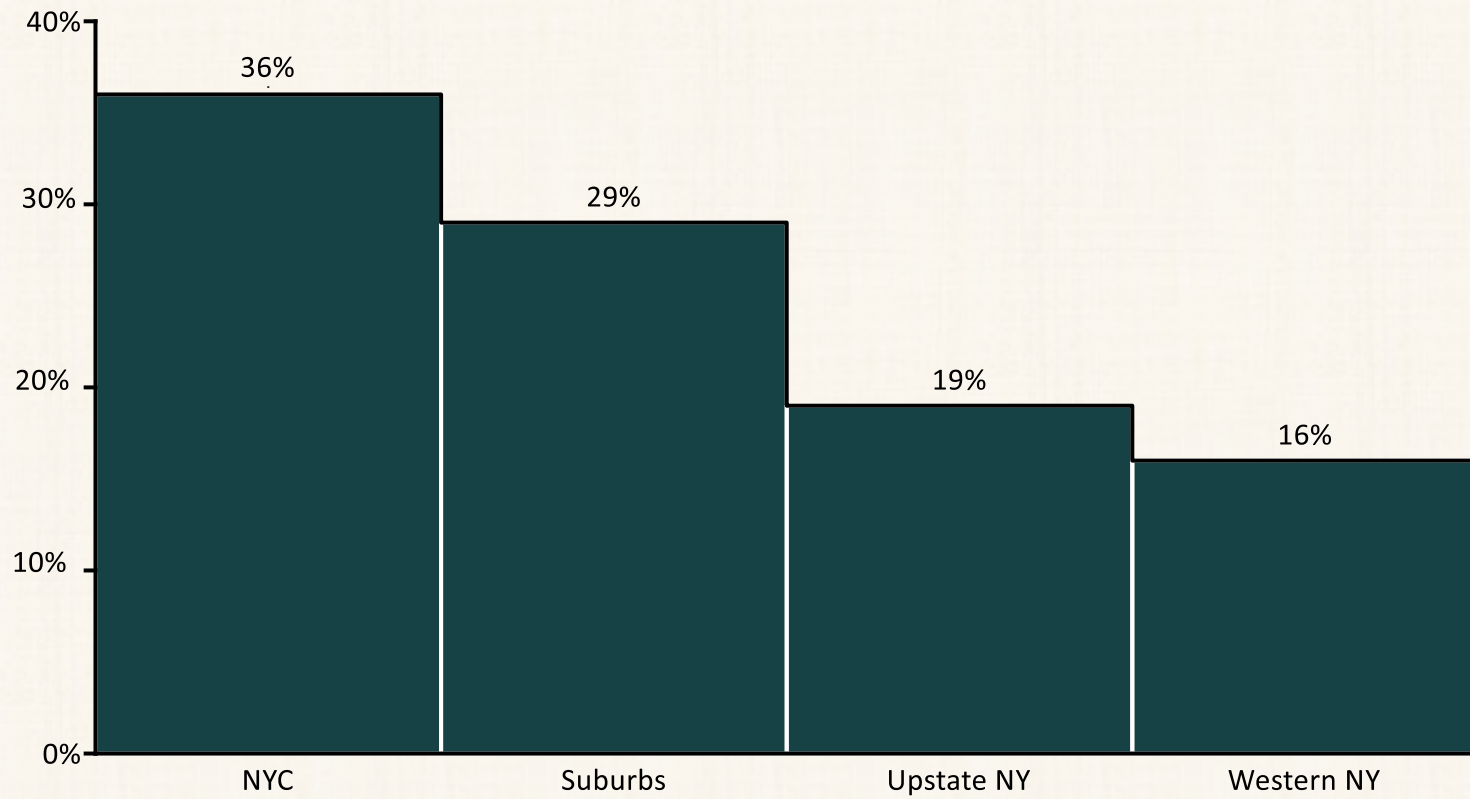
Age



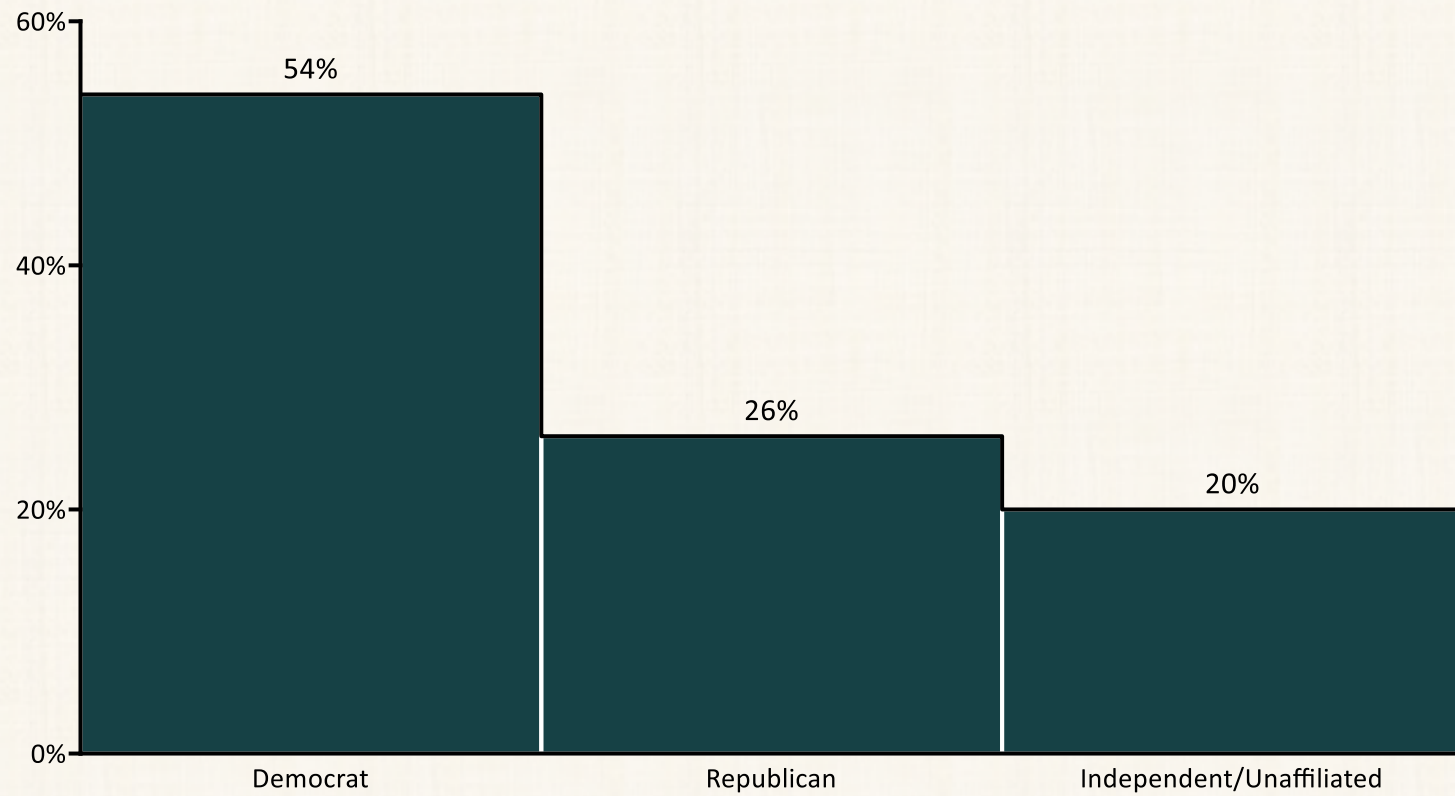
Race/Ethnicity



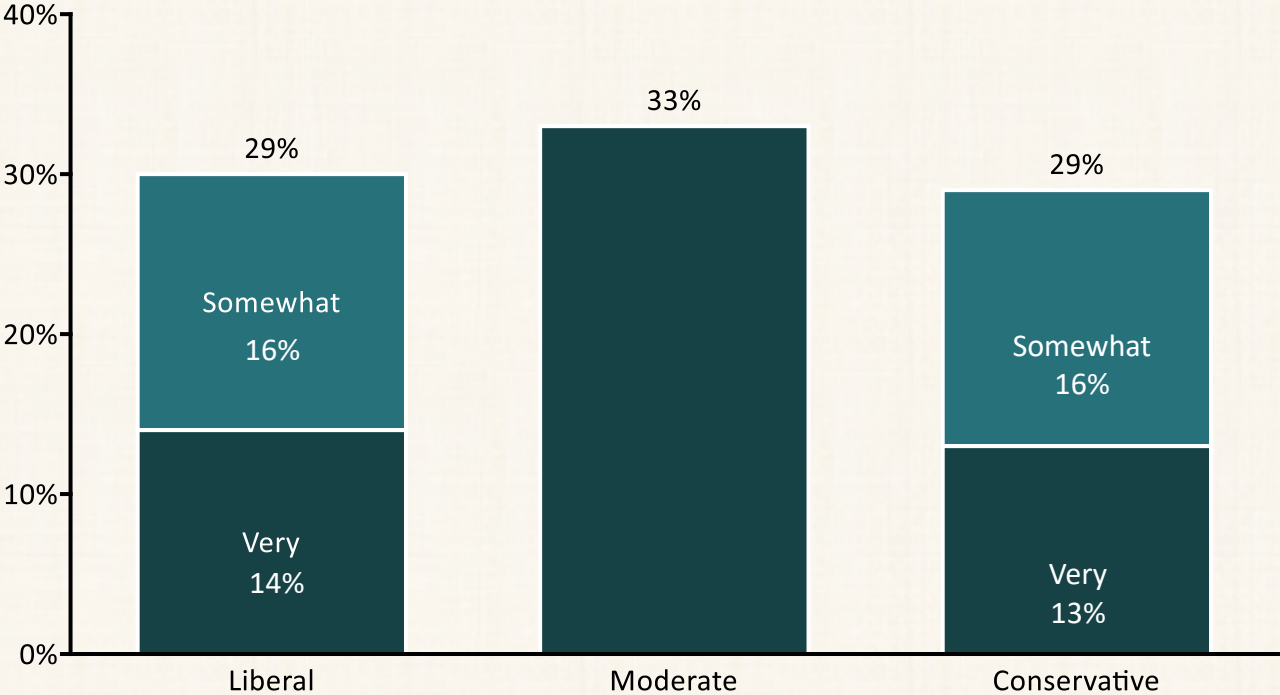
Region



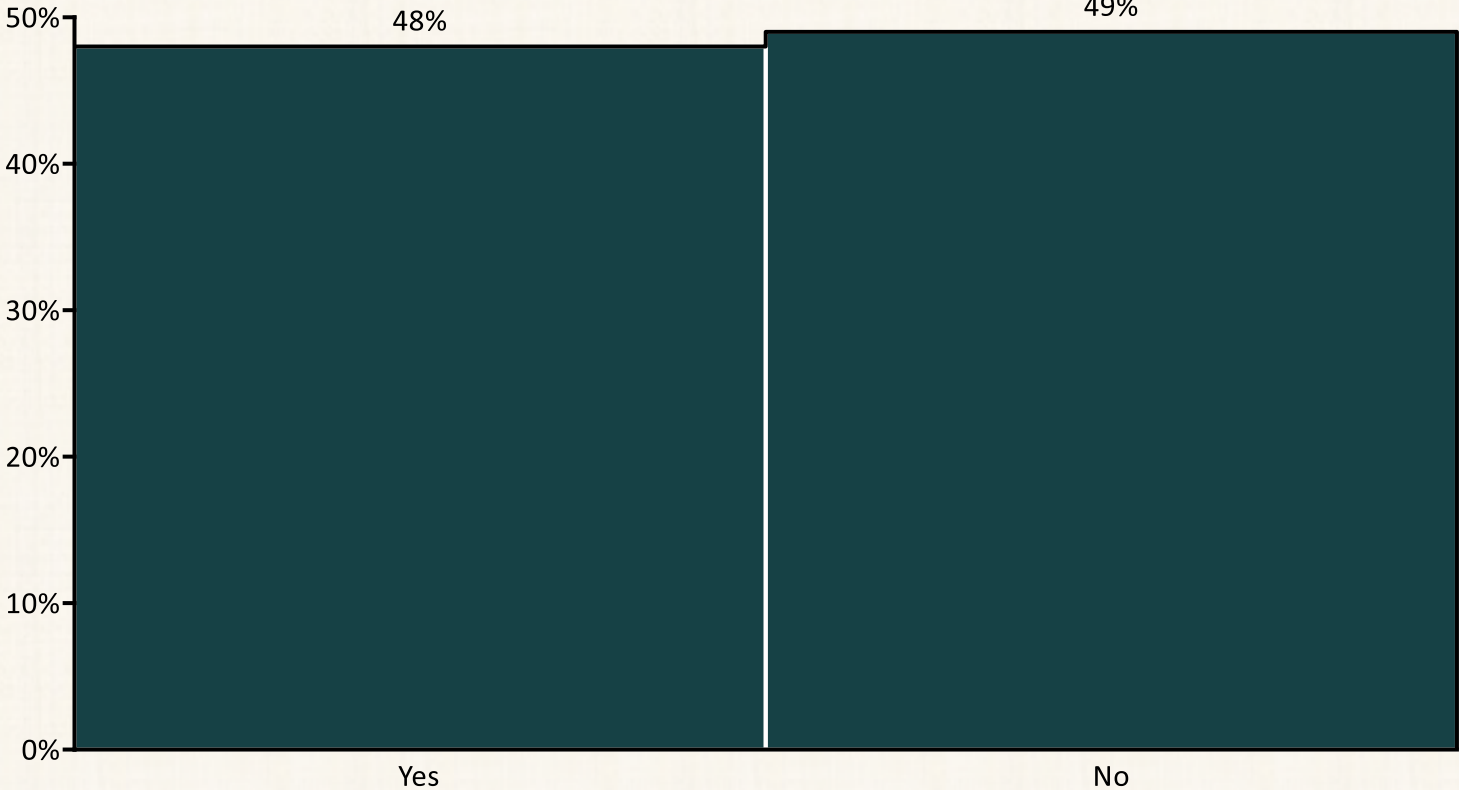
Party



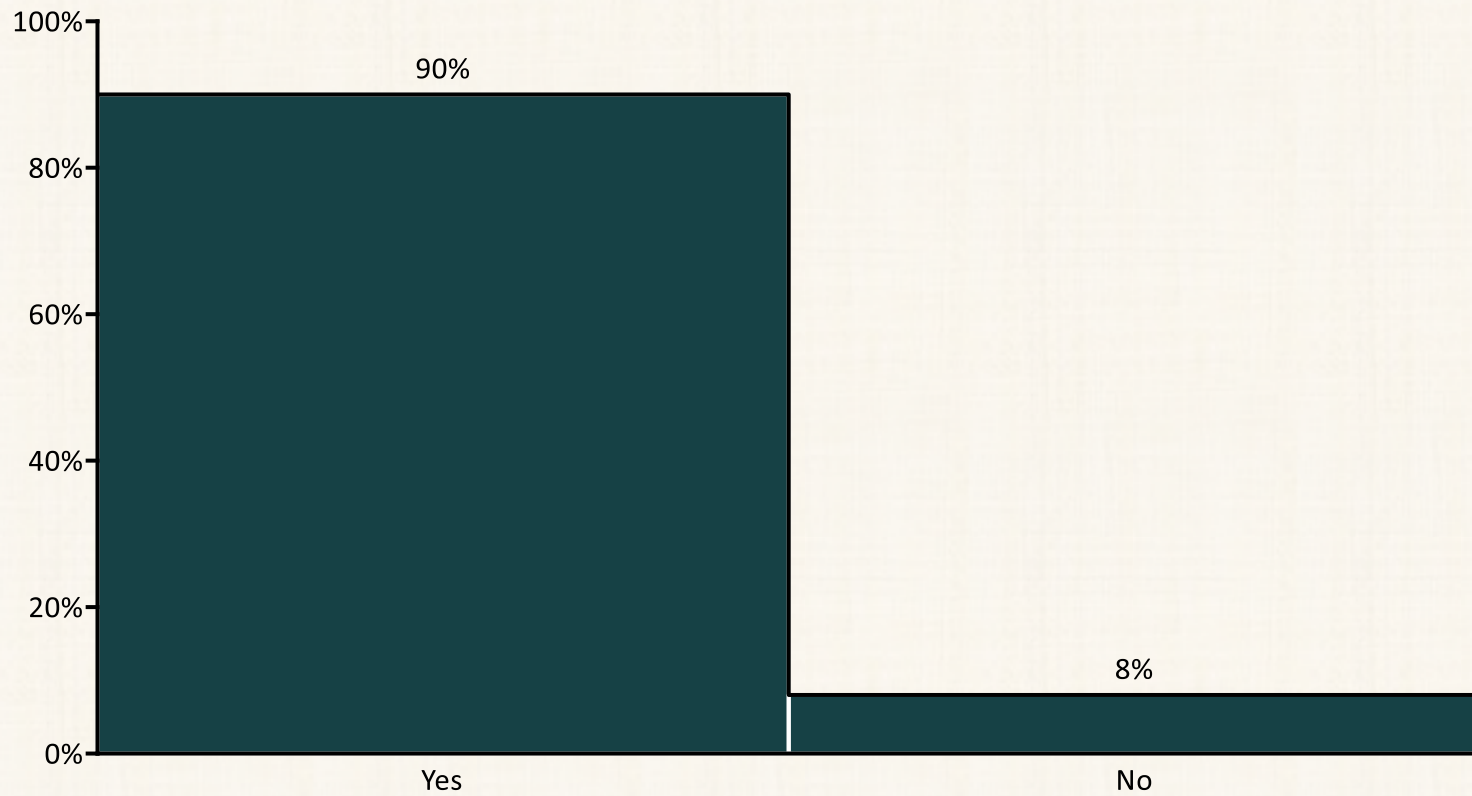
Ideology



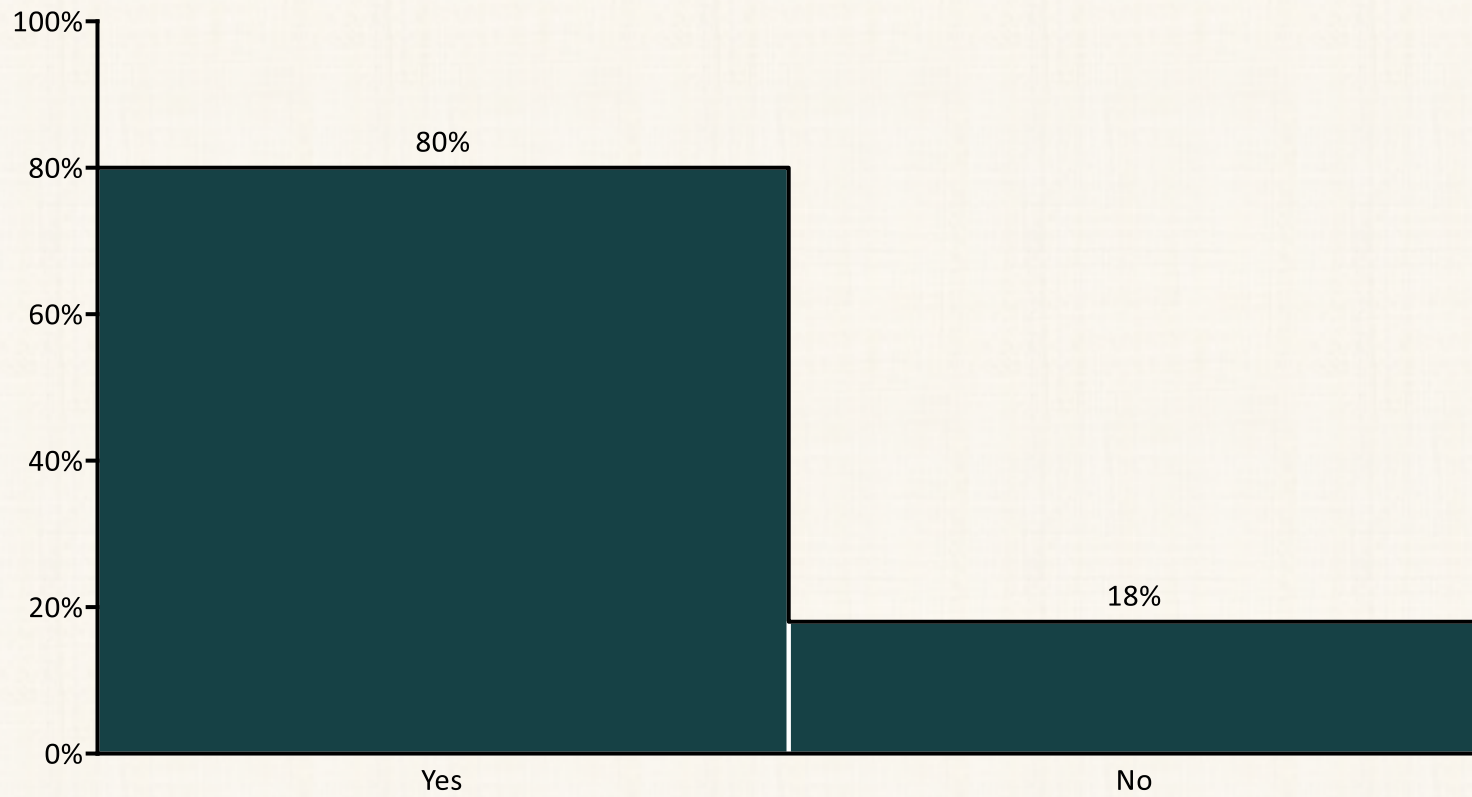
Union Household



Driver's License



Own a Motor Vehicle



Thank you

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