

CG/LA Leadership Forum

Public Opinion & the Infrastructure Agenda

Cliff Young
President, USPA

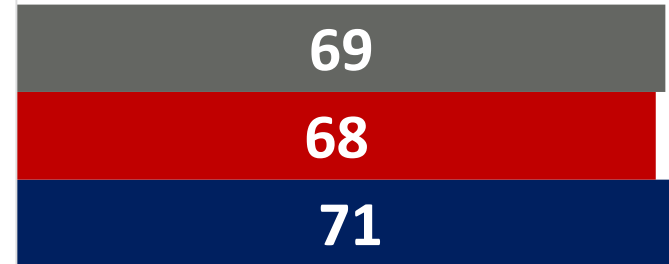
October 25, 2016

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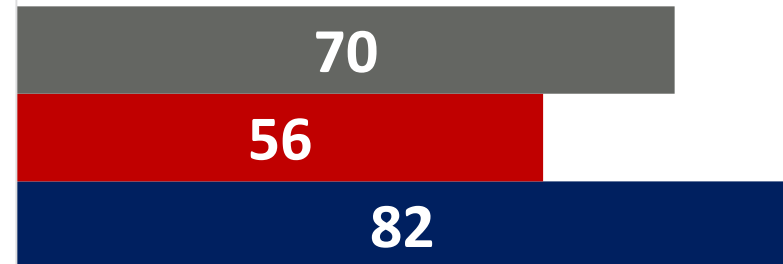
Emergent Belief System

The System is Broken

Traditional parties and politicians don't care about people like me



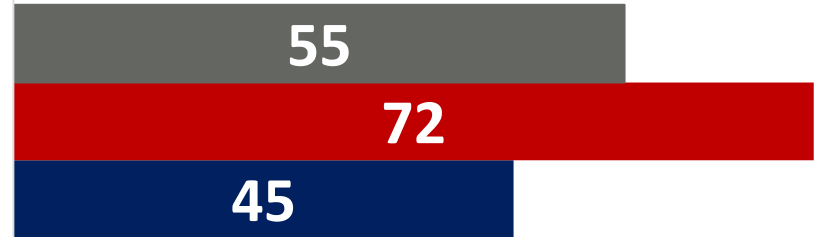
In America today, the rich are getting richer and the poor are getting poorer



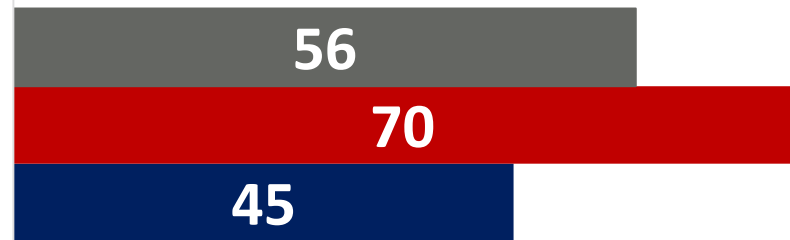
Source: Ipsos Polls, Sept 2015 & Jan 2016

Political Polarization of America First

**More and more, I don't
identify with what America
has become**



**When jobs are scarce,
employers should prioritize
hiring people of this country
over...**



All

Republicans

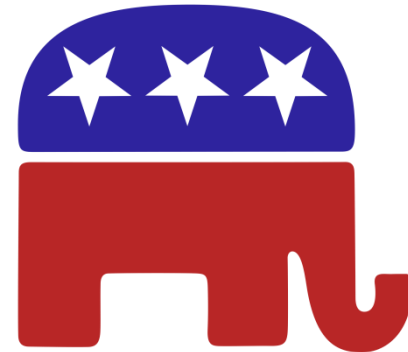
Democrats

Differential Framing of Present Problem

The Rich are to Blame
Middle Class Economics

VS.

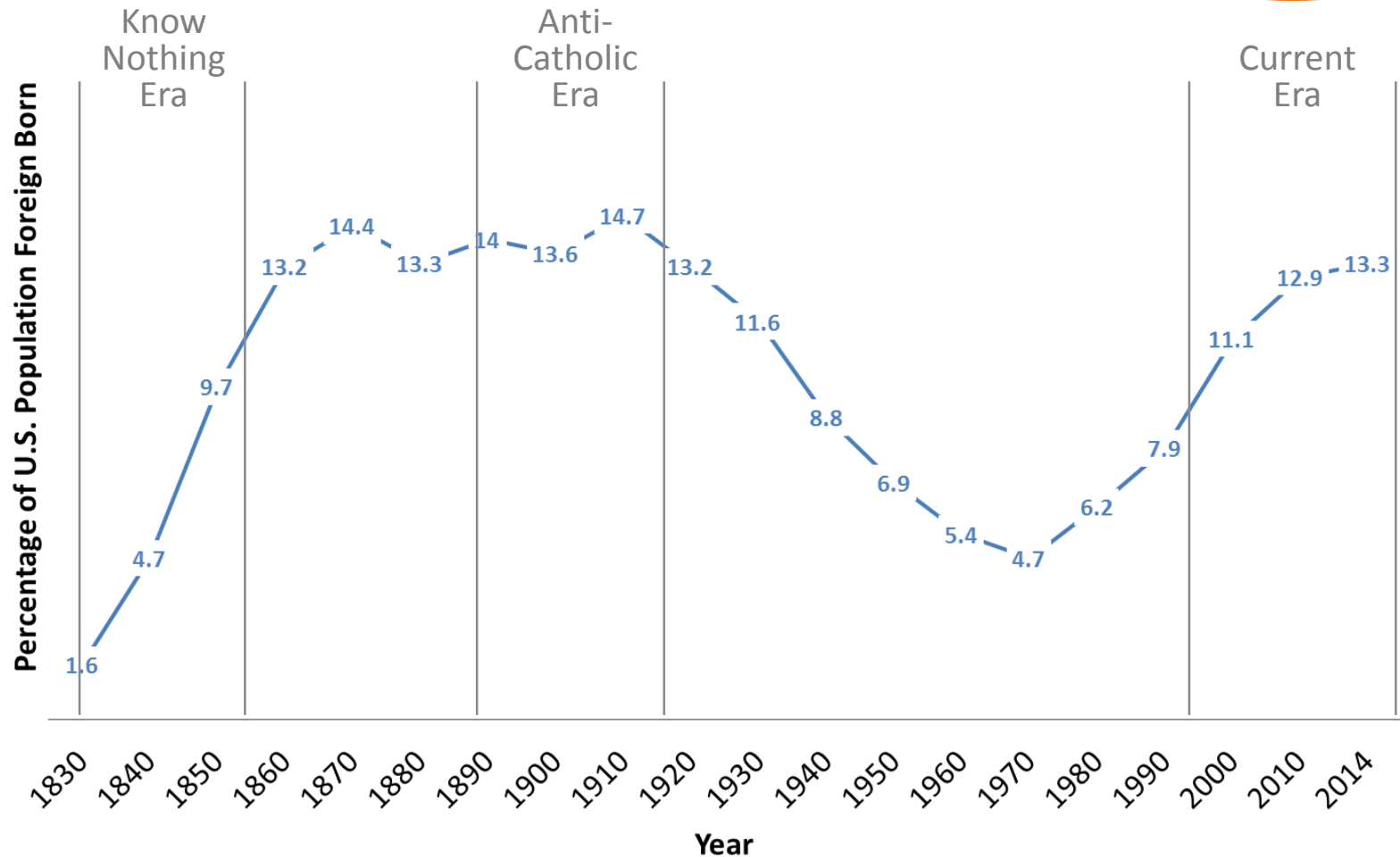
Nativism
Taking America Back



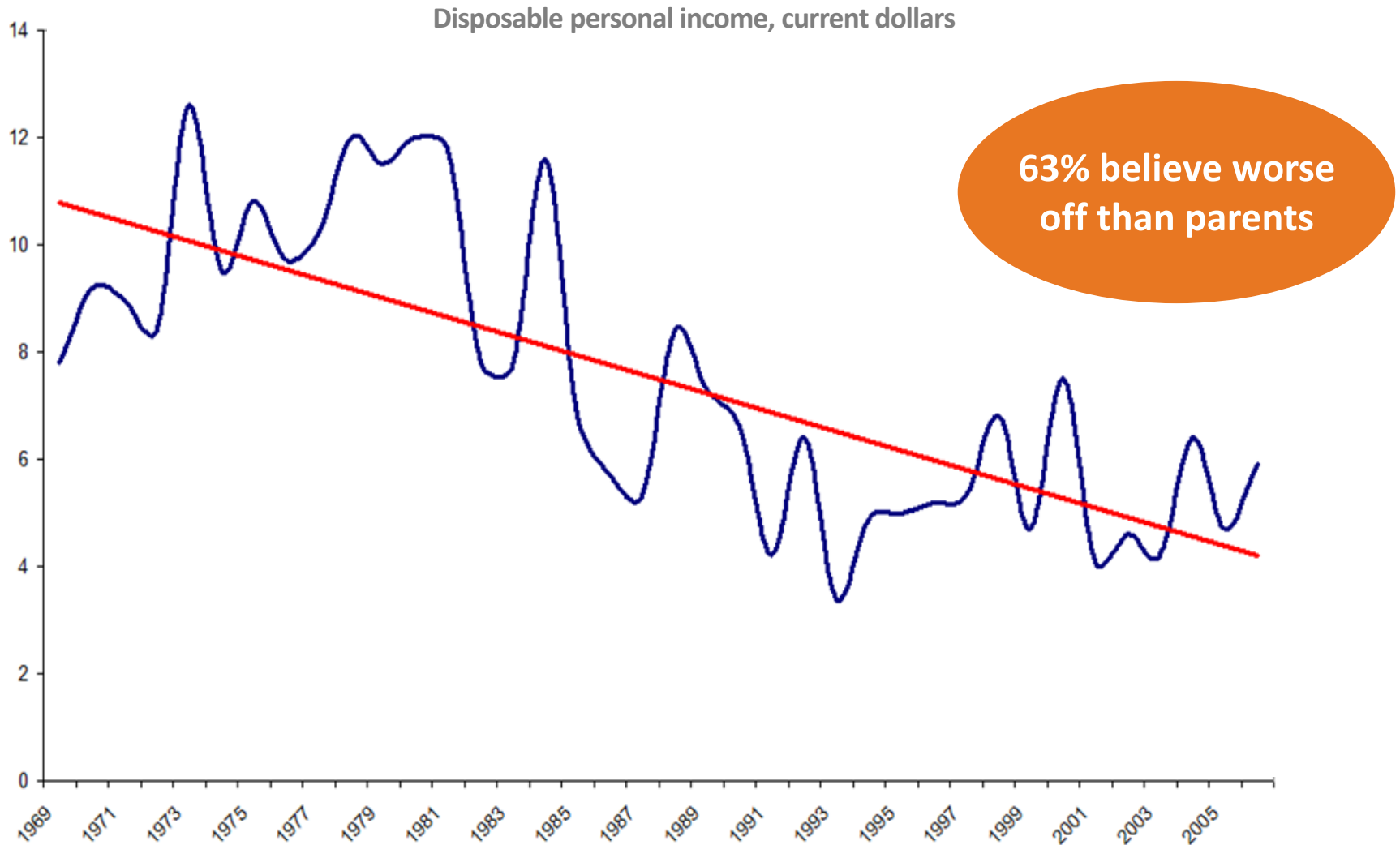
Why?

Increased Immigration Pressures

More non-white
than white babies
born in 2011



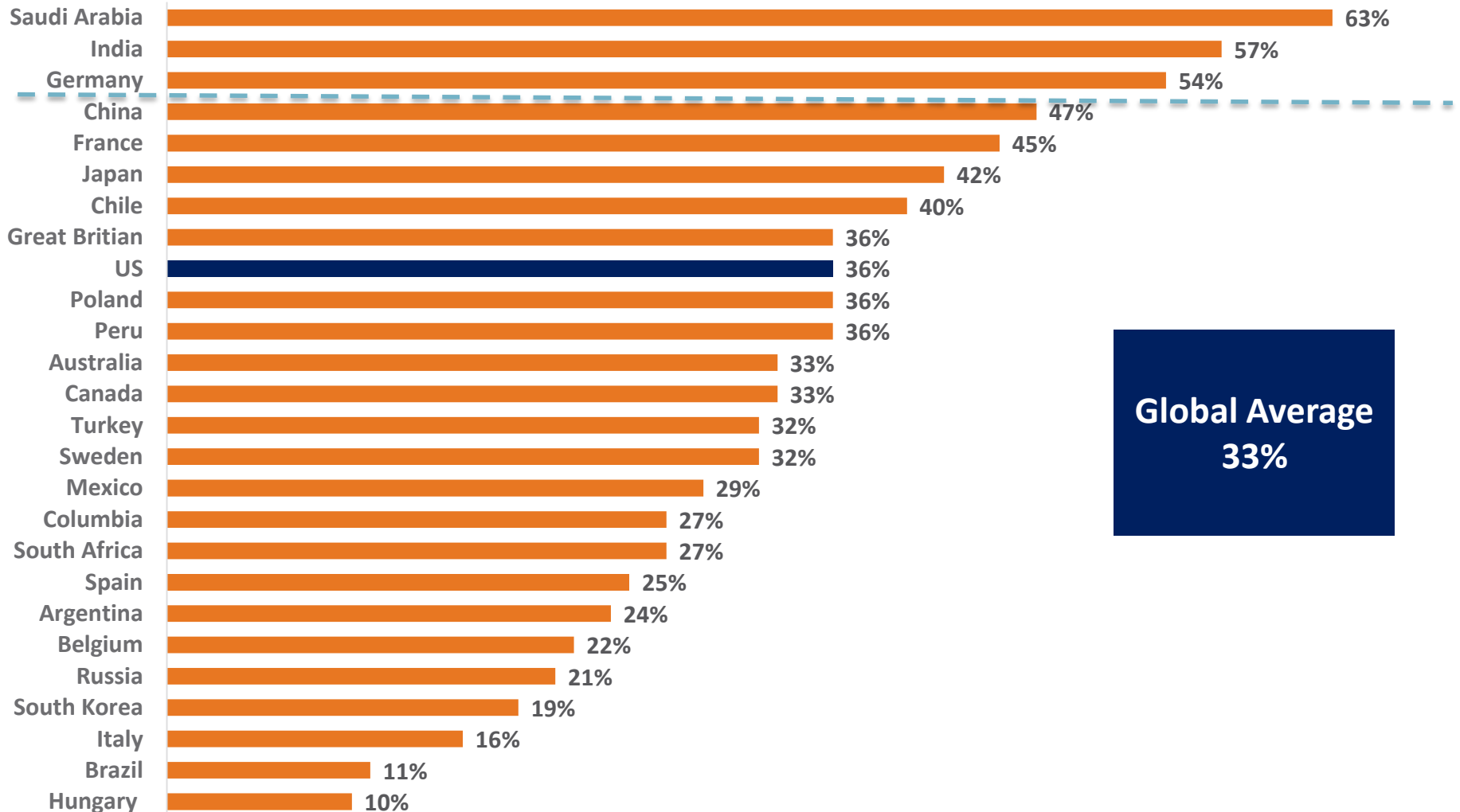
Economic Pressure on the Middle Class



Satisfaction with Infrastructure in Global Context

Deep Dissatisfaction with Infrastructure

Overall, how satisfied or dissatisfied are you with the ... national infrastructure? *Agree*

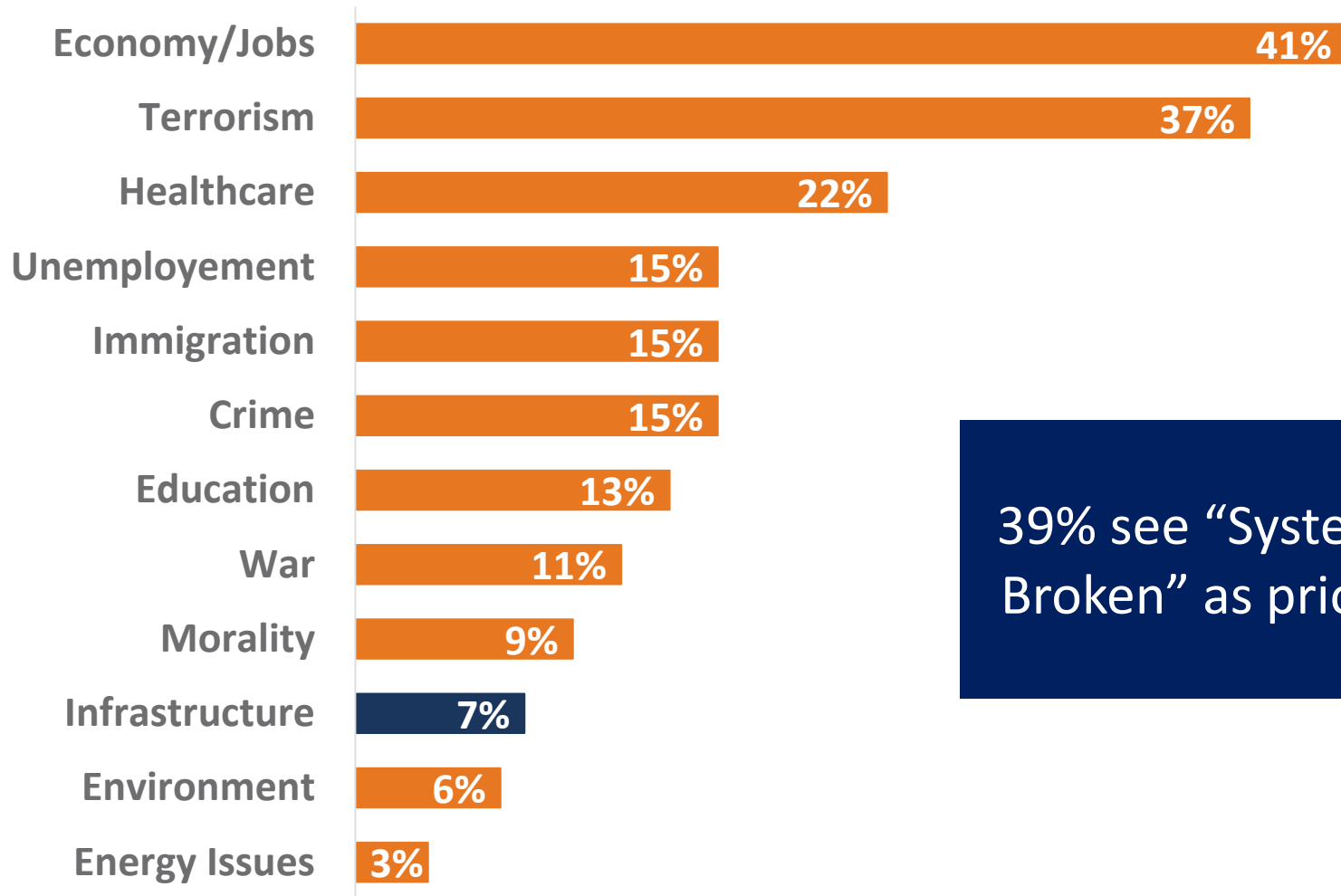


Source: Ipsos Global Advisor Polls, September 2016

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Citizen Agenda *Priorities*

Main Problems Facing America Today

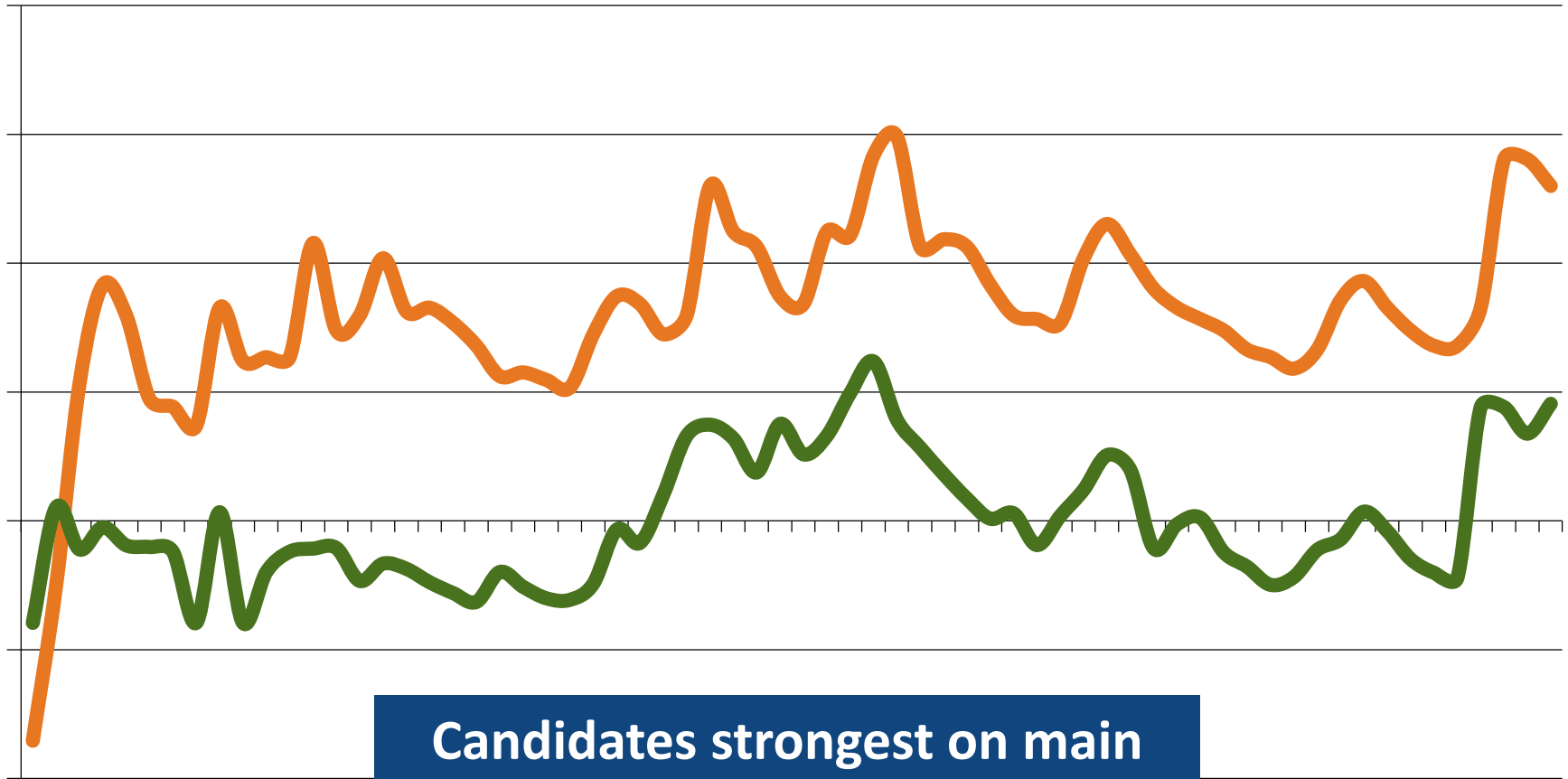


39% see “System is Broken” as priority

Source: Ipsos Polls, 10/7/2016 n=1,005

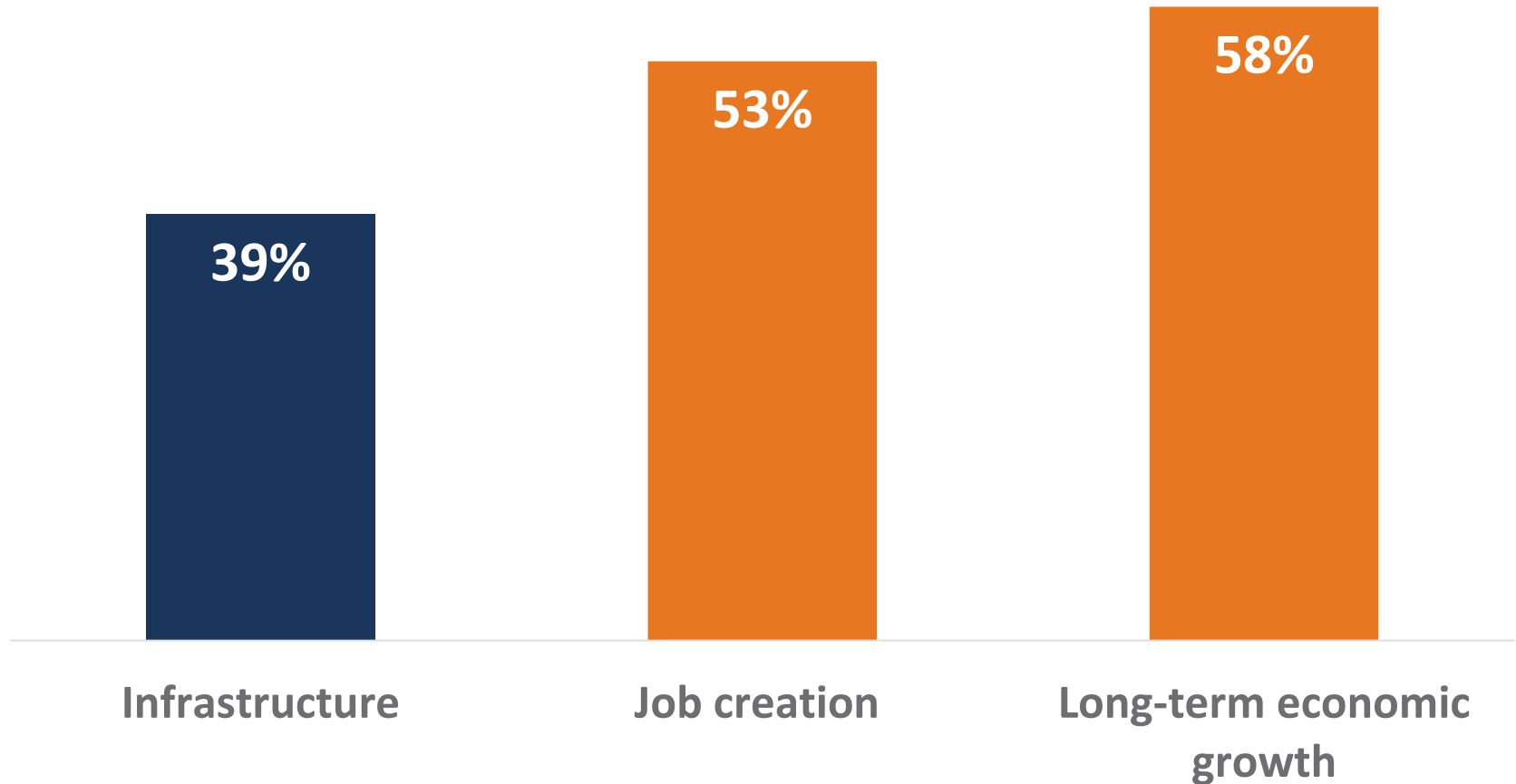
Priorities Stable over Time and Correlated with Real Things

Unemployment Economy Main Problem



Linking Infrastructure to Higher Priorities

We should invest more in...



Source: Ipsos Polls, 10/20/2016 n=1,005

Linking Infrastructure to Economic Growth Agenda

Investment/Spending on infrastructure projects is important in **creating jobs**

82%

Investment/Spending in infrastructure ensures long term **economic growth**

76%

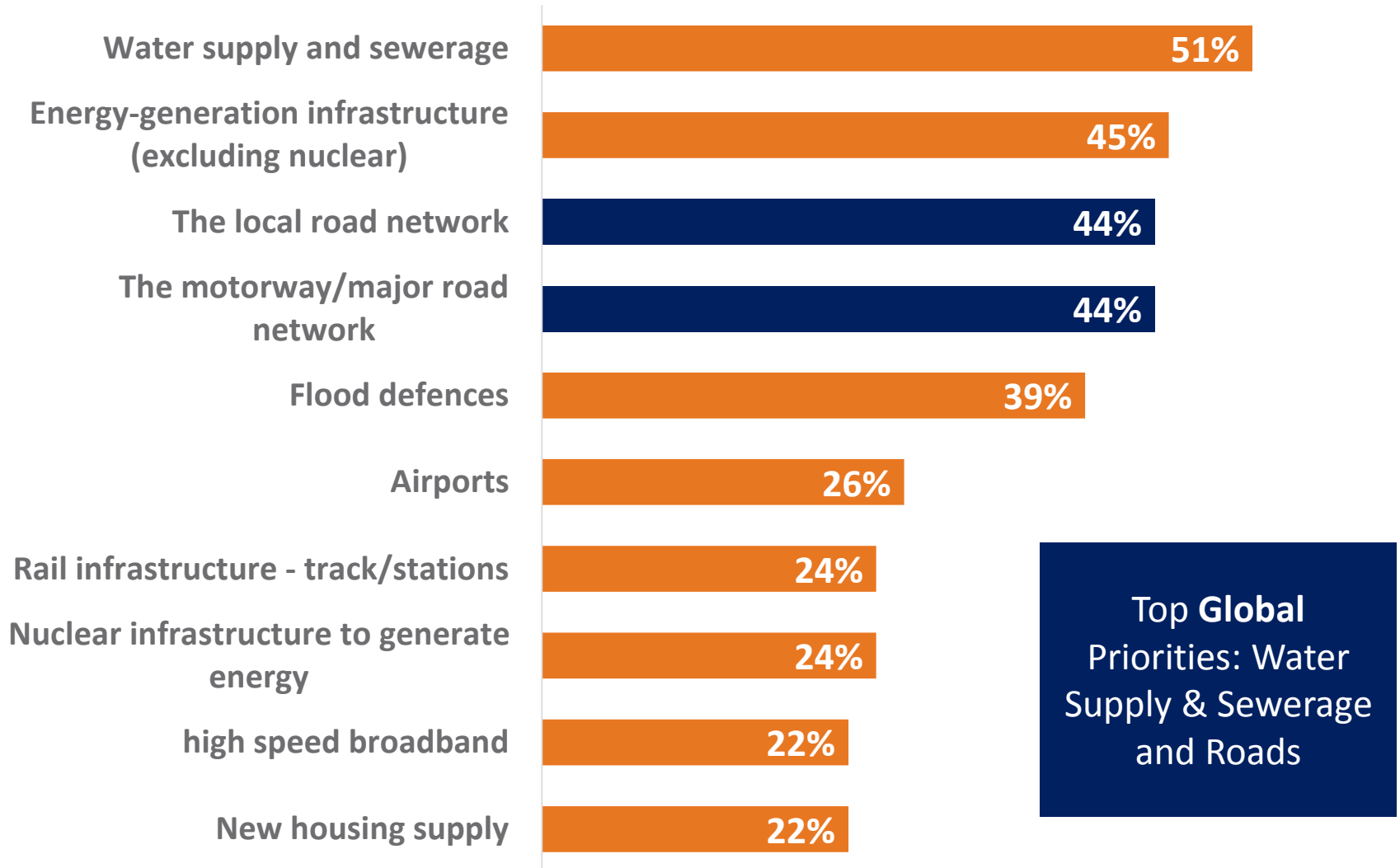
Source: Ipsos Polls, 10/7/2016 n=1,005

Infrastructure Meaning & Agenda



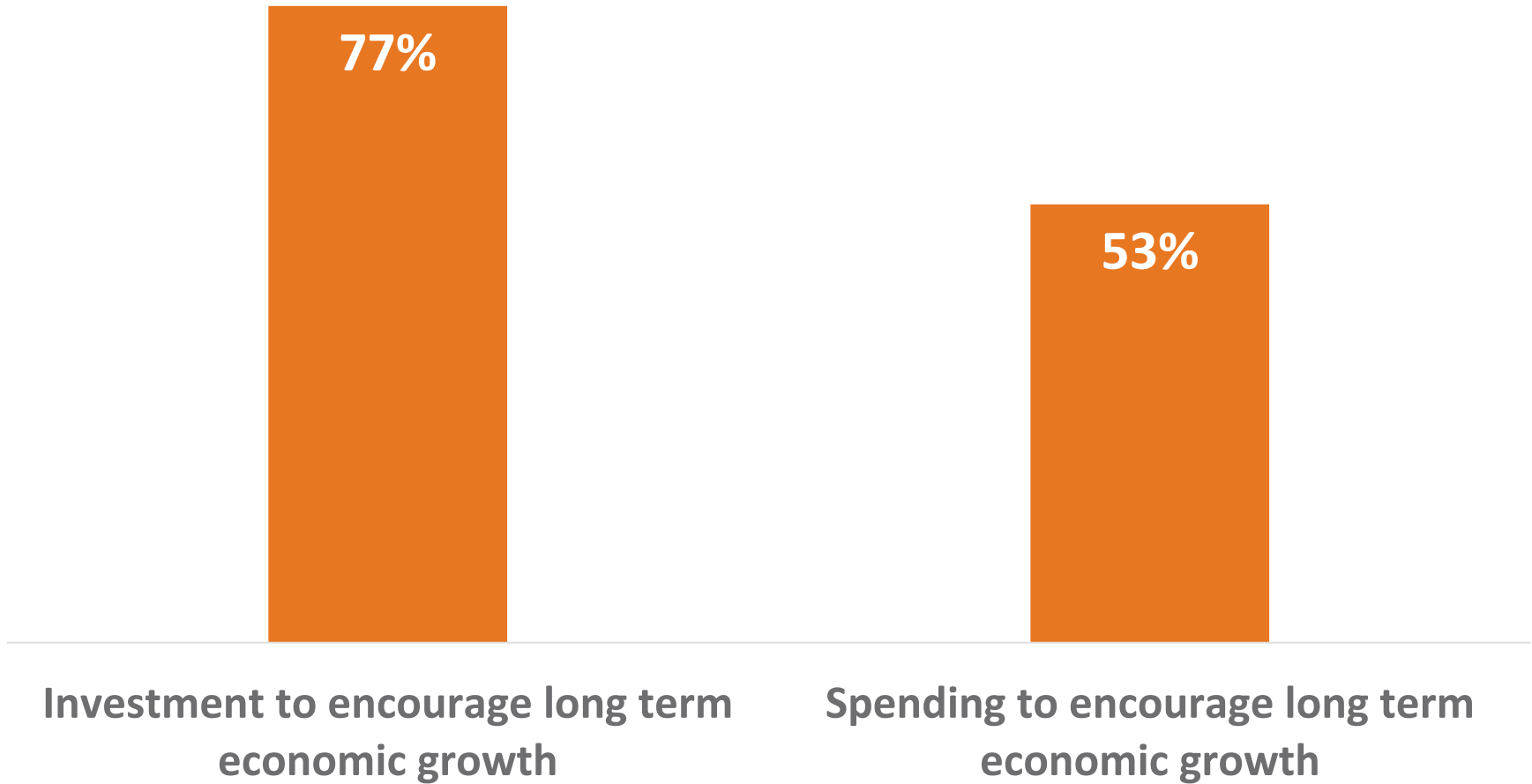
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Infrastructure Project Priorities



Framing Infrastructure

Framing Infrastructure: Spending versus Investment

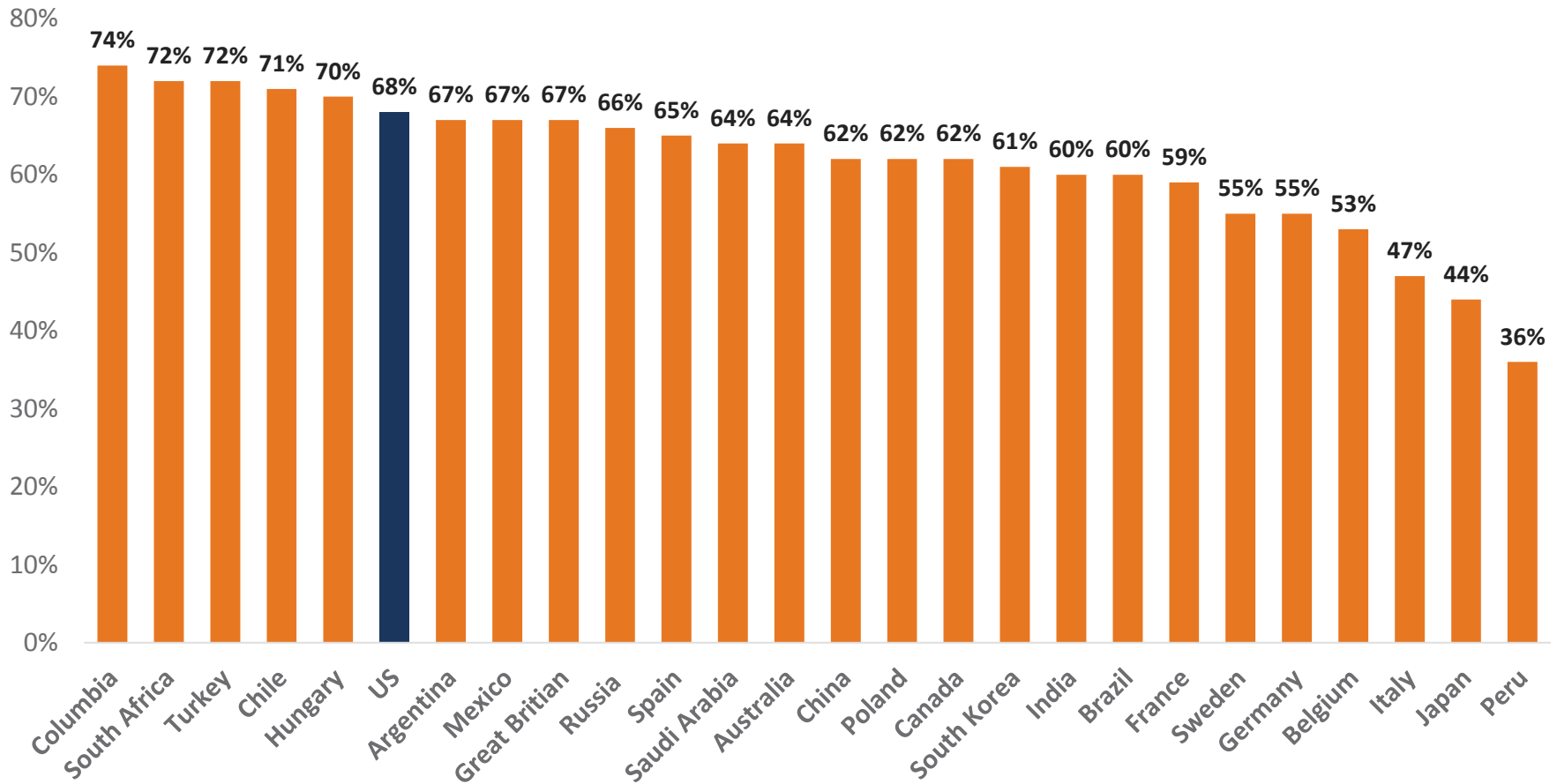


Source: Ipsos Polls, 10/20/2016 n=1,005

Stakeholder Involvement

Involving Local Communities

Local communities' views on plans for infrastructure should be heard properly, even if it means delays. *Agree*



Source: Ipsos Global @dvisor Polls, September 2016

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Final Thoughts

KEY TAKEAWAYS

- Increased political uncertainty in medium term due to belief in *broken system*
- Concern with Infrastructure *but not* a high priority issue
 - ✓ Needs to be linked to higher order concerns (jobs/economy and security)
- Infrastructure has multiple meanings: roads, bridges, jobs. But other concerns are important when prompted (water & energy)
 - ✓ Need to be specific about benefits
 - ✓ Talk Investment *NOT* Spending
- Stakeholders want a voice. Give it to them!



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