

To: Interested Parties

From: Matt Krayton, Publictics

Date: 4/19/2023

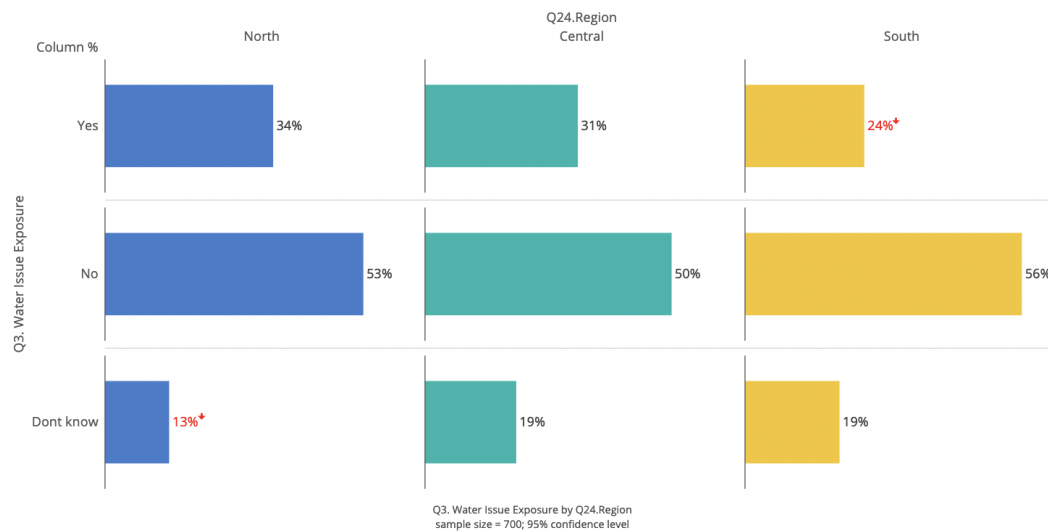
Re: Opinions on Water Infrastructure Spending in New Jersey

Analysis

The Clean Water, Healthy Families, Good Jobs Campaign surveyed New Jersey voters to assess opinions on water infrastructure funding and awareness of water issues in the Garden State. New Jersey voters recognize that access to clean water is essential. As a funding priority, few issues garner as much support across party lines as water does.

Awareness of water issues:

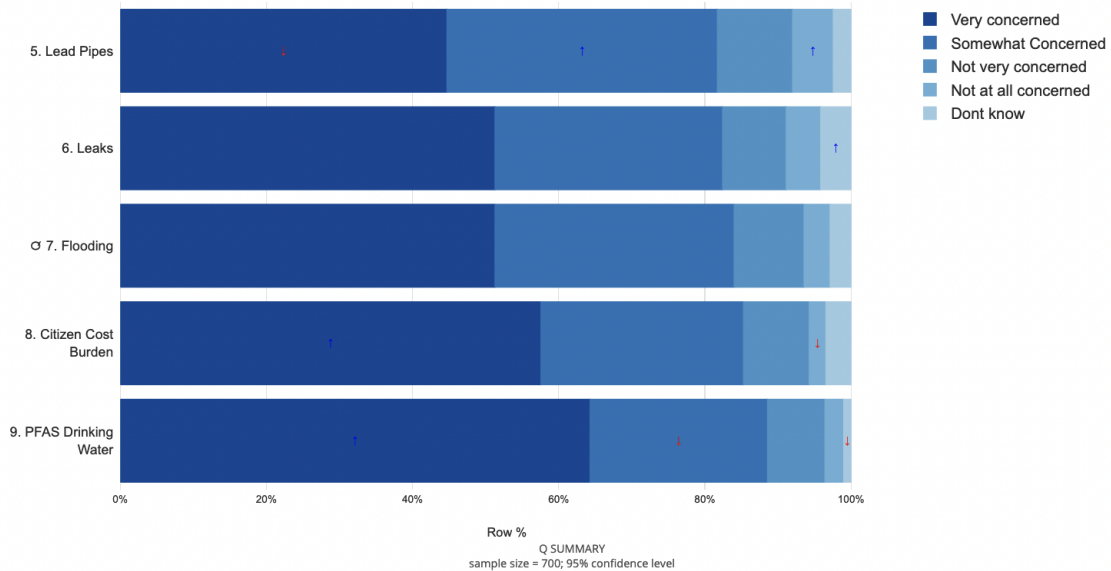
- **Nearly a third of New Jersey voters (31%)** are aware of some kind of water issue (PFAS, lead, other contamination) in their community or have personally experienced a water issue.



Concerns about specific water issues:

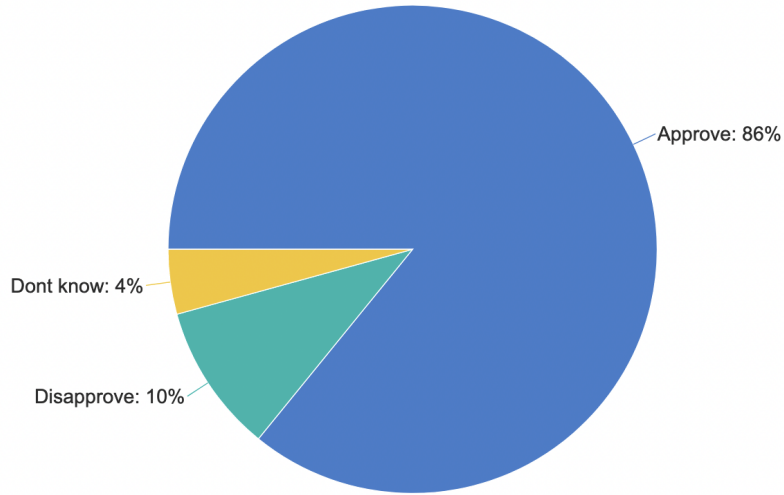
- 77% of voters report overall concern about water.
- New Jersey voters overwhelmingly reported being “very concerned” or “concerned” when presented with a list of specific water issues.

- 90% of New Jersey voters believe that it is “important” or “very important” for the State of New Jersey to spend money on upgrading water infrastructure.
- **PFAS and water affordability are the top concerns for New Jersey voters.**



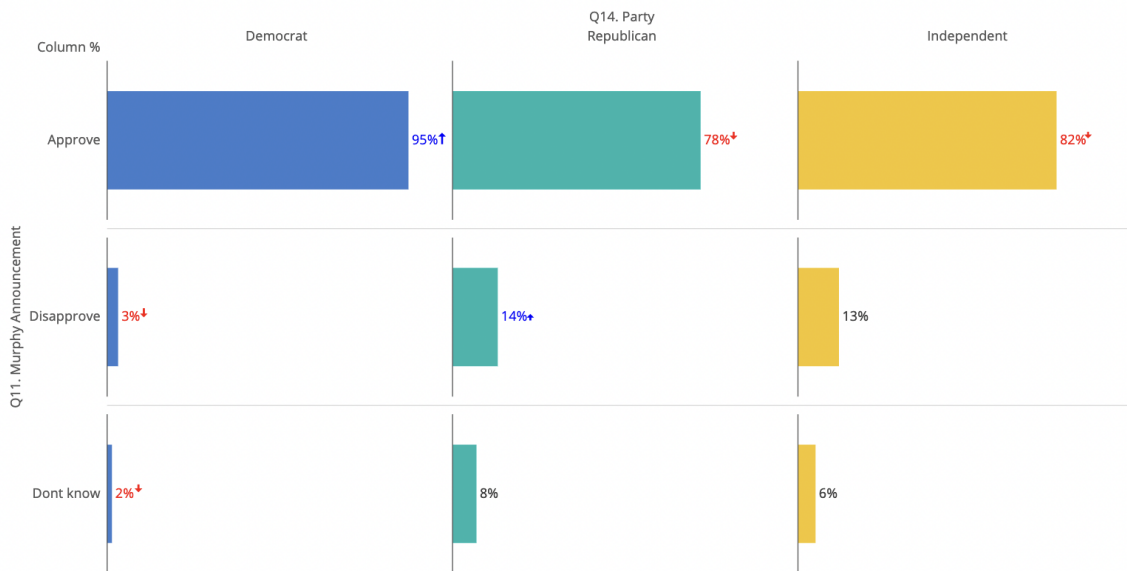
Approval of Governor Murphy’s announcement of additional water infrastructure funding:

- Governor Murphy announced that he would invest more federal dollars from New Jersey’s remaining share of American Rescue Plan funding in upgrading water infrastructure. **86% of New Jersey voters approve of the Governor’s announcement to invest more in water infrastructure.**



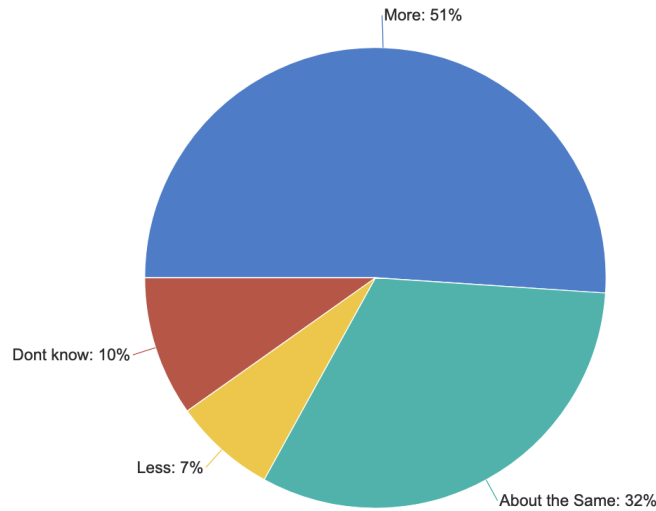
Q11. Murphy Announcement SUMMARY
sample size = 700; 95% confidence level

- **The Governor’s action draws support from a majority of Democrats, Republicans and unaffiliated voters.**

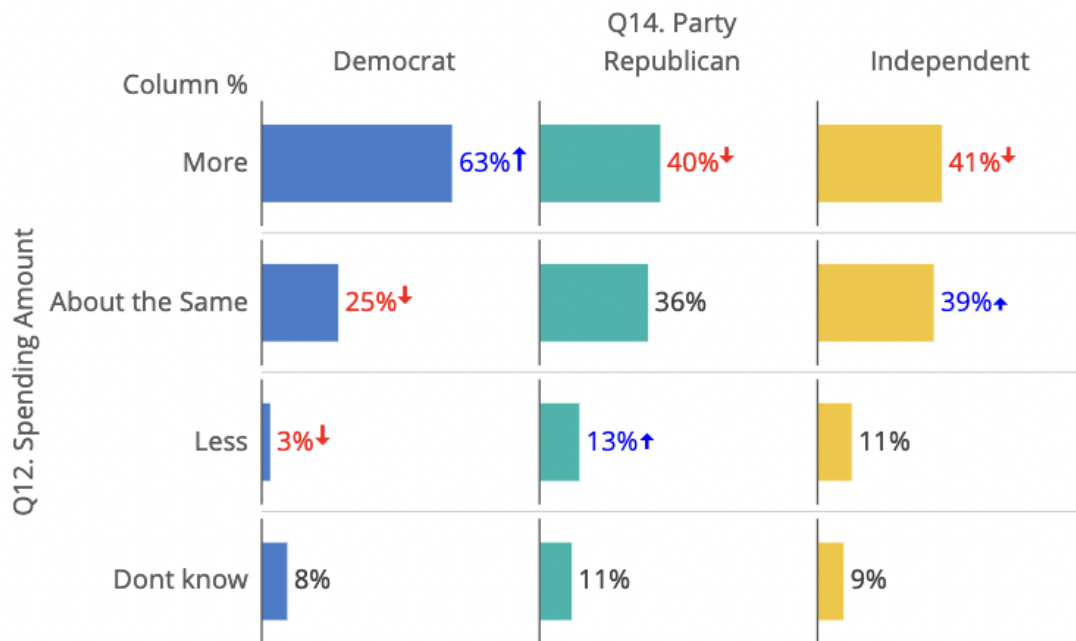


Views on funding levels:

- When asked to think about the top things New Jersey government should spend money on, a majority (51%) of voters believe that New Jersey should spend more money on water infrastructure.



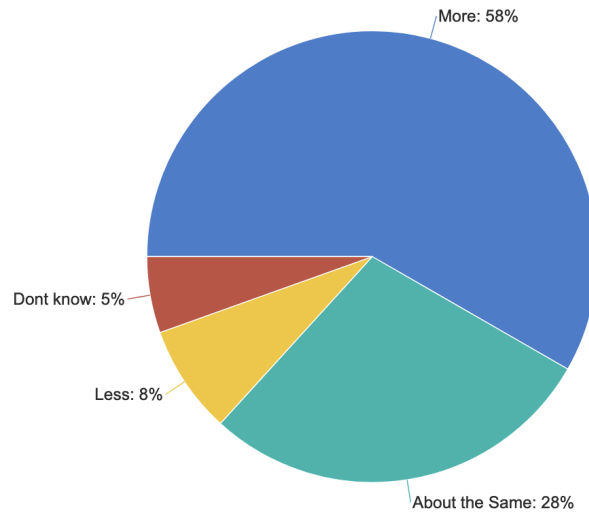
- **When broken down by party**, just under two-thirds of Democrats support spending more on water infrastructure with roughly 40% of Republicans and unaffiliated voters reporting the same.



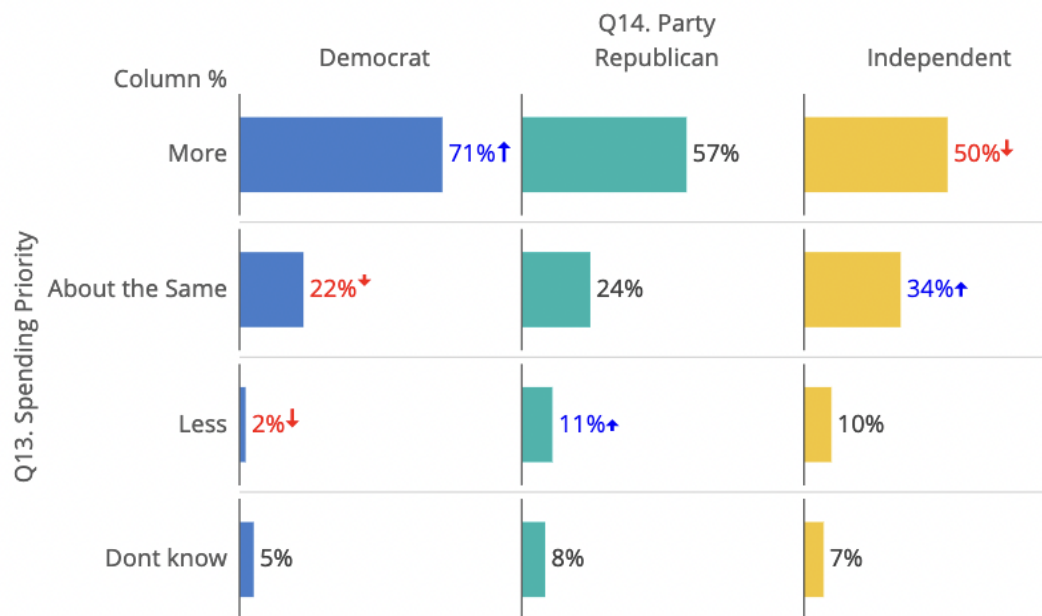
Q12. Spending Amount by Q14. Party
sample size = 700; 95% confidence level

- We presented voters with a scenario that asked them to think about their top priorities and then to state their support for spending more or less on water infrastructure if in this

scenario spending more on water infrastructure would mean less for other priorities. **Notably, a larger portion of New Jersey voters (60%) support spending more on water infrastructure.**



- Thinking about water infrastructure spending in the context of other priorities increases support across party lines.



Q13. Spending Priority by Q14. Party
sample size = 700; 95% confidence level

Methodology

Publicity conducted n=700 interviews with New Jersey voters from March 30-April 2. Interviews were conducted using a multi-mode methodology that included live dialers, SMS text-to-web services, and online panels. The sample was weighted to ensure it was proportionally representative of the overall voting population in New Jersey. The margin of error is +/-3.7%.