



The American
Institute
of Architects

AIA Build America Summit

Public Opinion Poll Results

November, 2016



Summary

Schools are a consistent area where the public wants investment and is deeply attached.

A majority of Americans believe public buildings should be funded with a mix of government, public, and private monies.

A majority of Americans believe that the condition of community buildings can lead to notable benefits, particularly higher property values and quality education.

Topline findings—part 1

Investment: On average, Americans feel about one third (34%) of public funds budgeted for community features should be allocated to public buildings and/or spaces. Of the remaining money, they would allocate 37% to transportation and 29% to public housing.

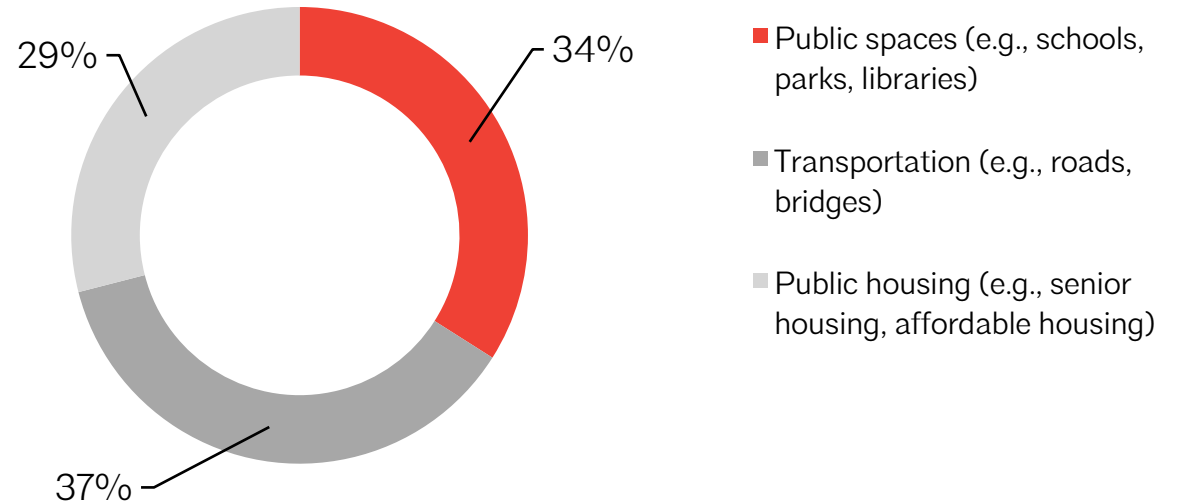
Consistent funding: Almost seven in ten Americans believe schools are among the most important community feature to receive a consistent level of public funding. This is second only to roads/streets, reported by 75%.

Must-have features: Close to three quarters of Americans (73%) consider schools in good condition a “must have” in the community in which they live.

Frequency of use: Roughly two in five Americans (41%) utilize their community libraries at least once a month.

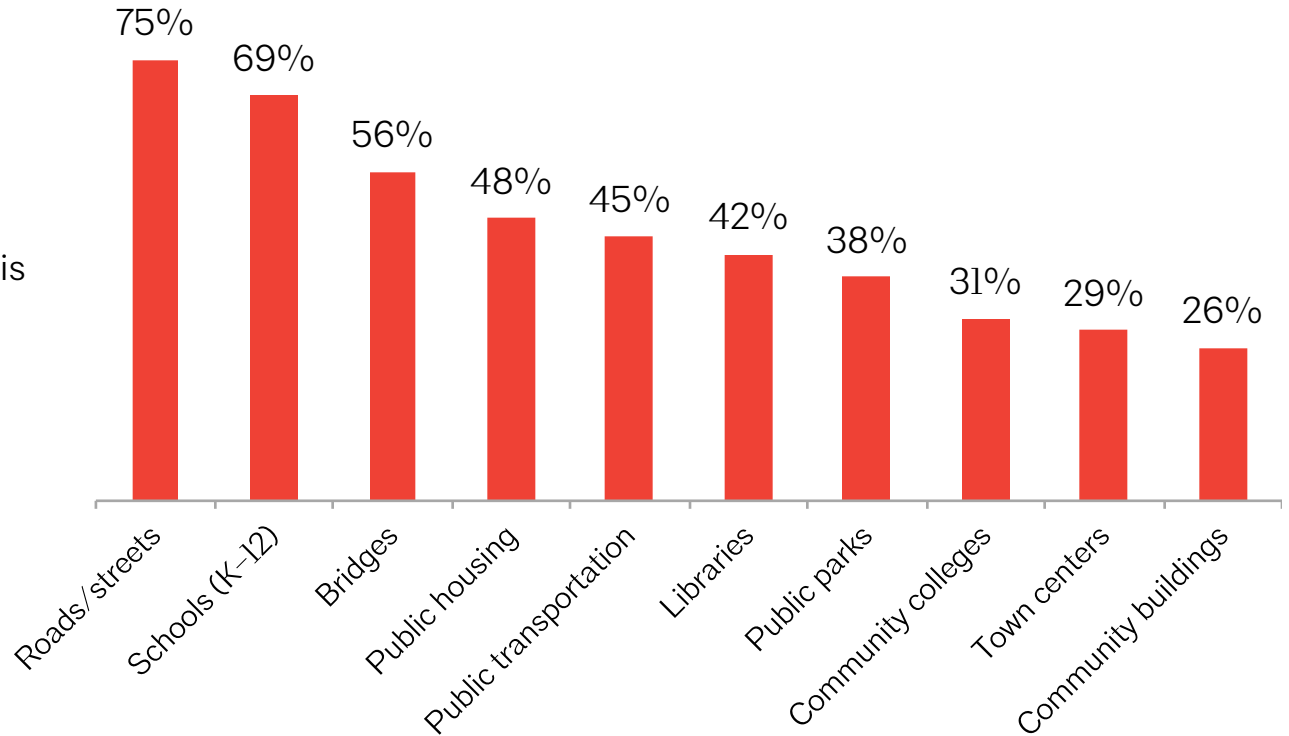
Detailed findings: Investment

- On average, Americans feel investment for community features should be split relatively equitably between transportation, public spaces, and public housing.
- Women believe that 34% should go to both transportation and public buildings, and 31% to housing.
- Older men place the most emphasis on transportation, believing 44% should fund it.
- Wealthier, highly educated, homeowners, and retired Americans allocate more to transportation and less to public housing. The reverse is true for those in lower income brackets.



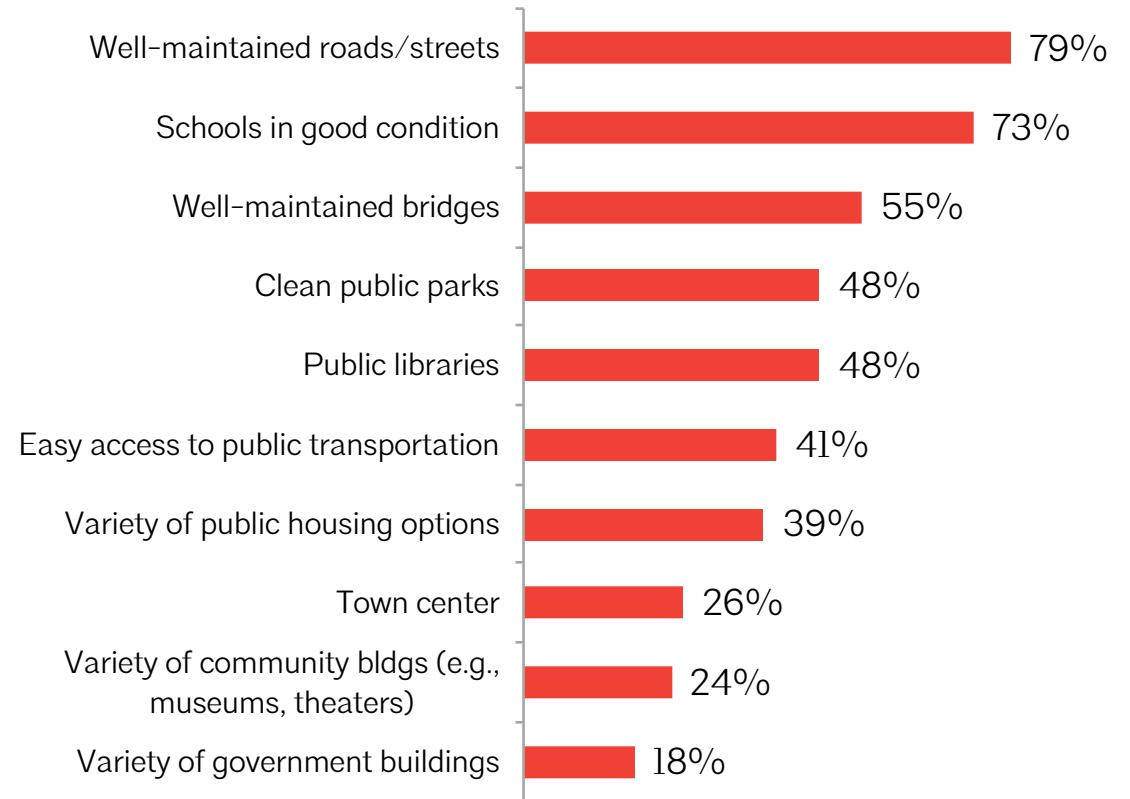
Detailed findings: Funding

- 69% of Americans believe schools are one of the most important community features to receive a consistent level of public funding. This is second only to roads/streets.
- Older Americans believe transportation should receive consistent funding—their highest reported feature. This is also true for those in higher income brackets and those without children in the home.
- Conversely, more Americans under 45, particularly women, believe schools should receive consistent funding—their highest reported feature.



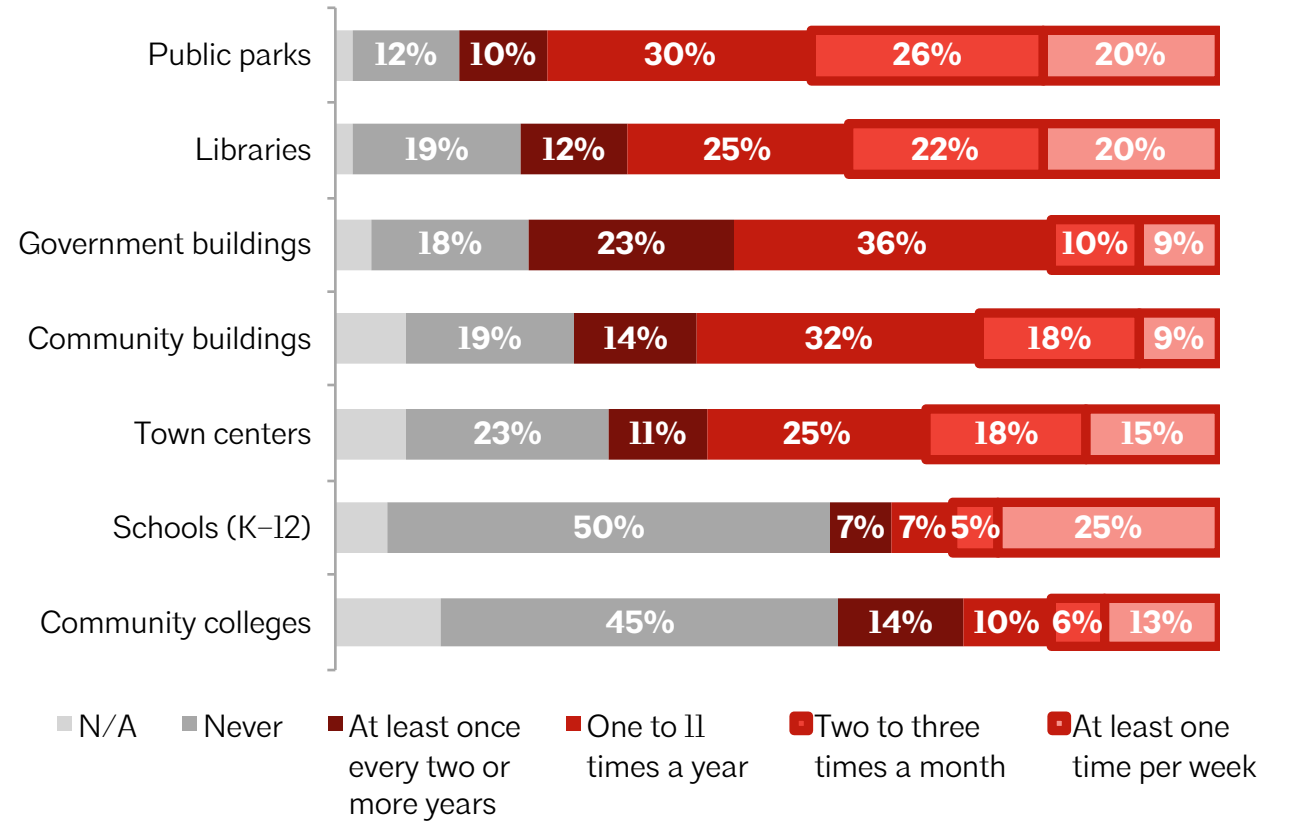
Detailed findings: “Must haves”

- Close to three quarters of Americans (73%) consider schools in good condition a “must have” in the community in which they live.
- Across the board, older Americans rate more items as “must haves.”
- Older (55+) women (at 60%) consider libraries a “must have.”
- Women are more inclined than men (44% to 34%) to consider public housing options a “must have.”
- A larger share of wealthier and higher educated Americans consider well-maintained transportation “must haves”, while more Americans in lower income brackets cite public housing options and public transportation.



Detailed findings: Frequency

- Roughly two in five Americans (41%) utilize their community libraries at least once a month.
- Although less than half of Americans utilize school buildings, those that do tend to use them frequently (16% report daily usage)—and just 35% of those under 45 report never using them.
- Americans under 45 use all building types, most notably, government buildings, and schools (both K-12 and community colleges), more frequently than Americans 45 and older.



Topline findings—part 2

Defining features: A little over four and ten Americans report that public parks and K–12 schools define their communities.

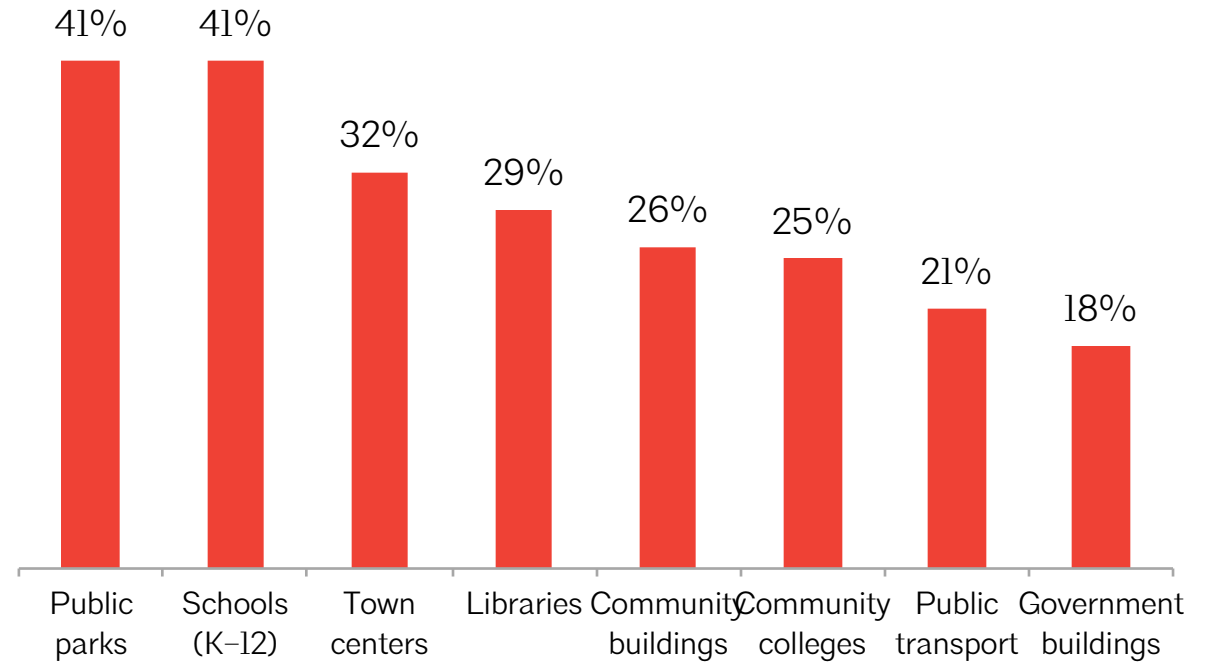
Emotional attachment: 46% of Americans say they have created positive memories or life experiences at public parks/plazas in their community. Over a third also have positive memories in their schools, and 31% report the same of their libraries.

Future: Nearly all Americans (94%) feel having well-supported and maintained public buildings are important to the future of their community, including 57% who feel it is very important.

Project types: Seven in 10 Americans (70%) would most like to see renovations for public buildings in the community they live in. More than half (52%) want to see their public buildings restored.

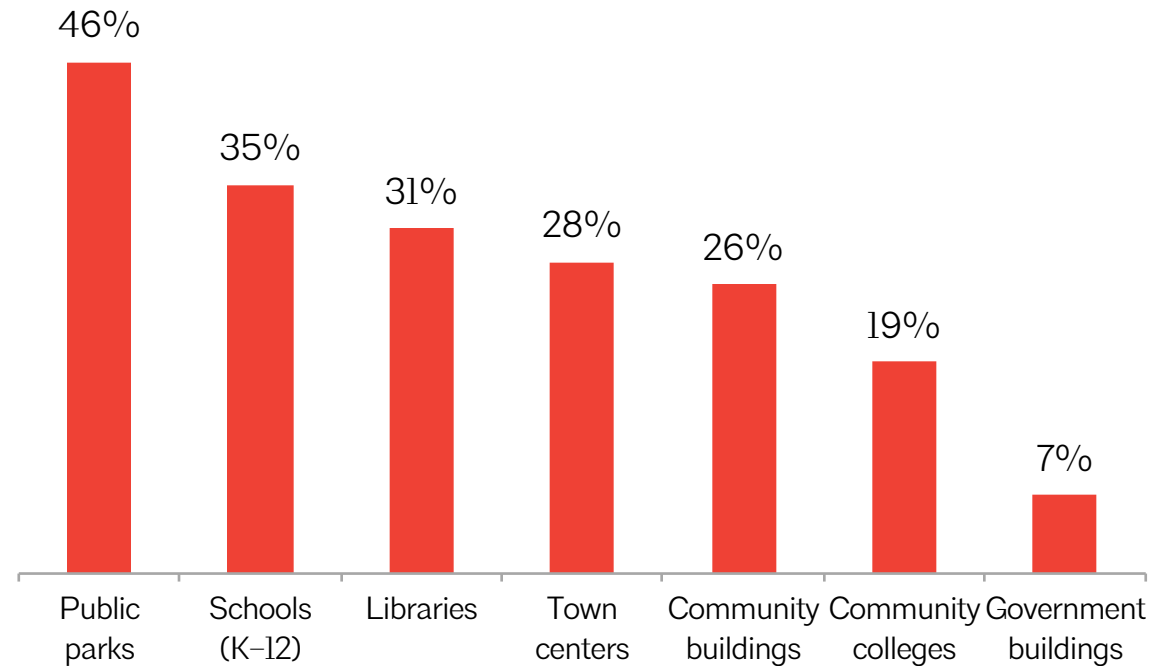
Detailed findings: Defining

- The greatest share of Americans (four in 10) believe public parks and K–12 schools define their communities.
- Generally, more women believe these features define their communities.
- More younger Americans (under 45) report town centers define their communities (35%), whereas more older Americans (55+) select libraries (35%).
- High earners (\$100k+/year) believe town centers are defining features, whereas more lower earners (Under \$50k/year) believe libraries are.
- Parents with children under 18 more often identify K–12 schools and town centers as defining features of their communities.



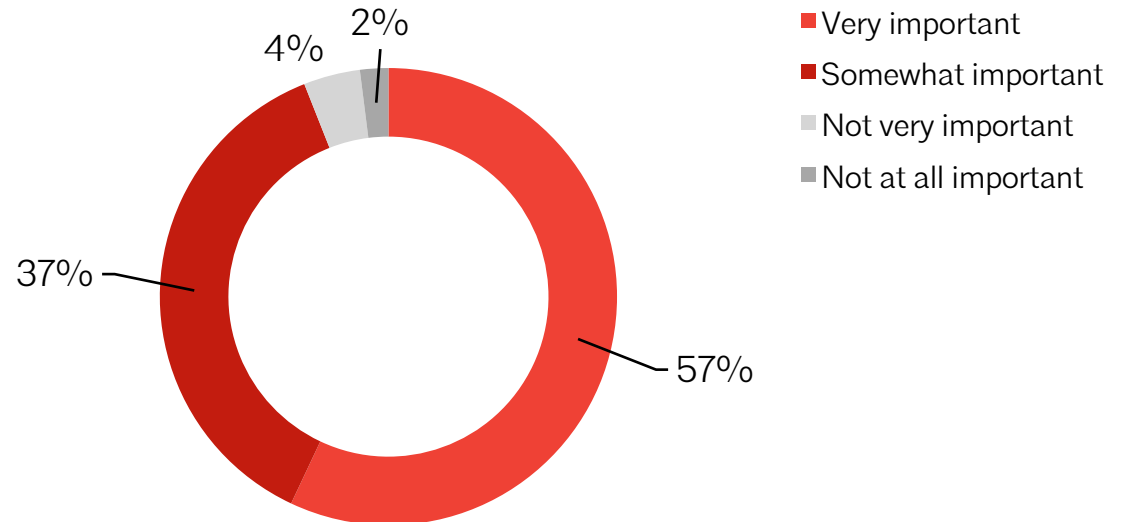
Detailed findings: Emotion

- 46% of Americans say they have created positive memories or life experiences at public parks/plazas in their community. Over a third also have positive memories in their schools, and 31% report the same of their libraries.
- Across the board, more women than men report positive memories of different types of buildings, especially women under 45. A majority of these women report positive memories of public parks (60% of women aged 18 to 44) and of K–12 schools (54% of women aged 35 to 44).
- A majority of Americans in the West and Midwest, as well as those making \$100k/year or more, report positive memories from parks.
- Highly educated Americans tend to have emotional connections with all community features more often.



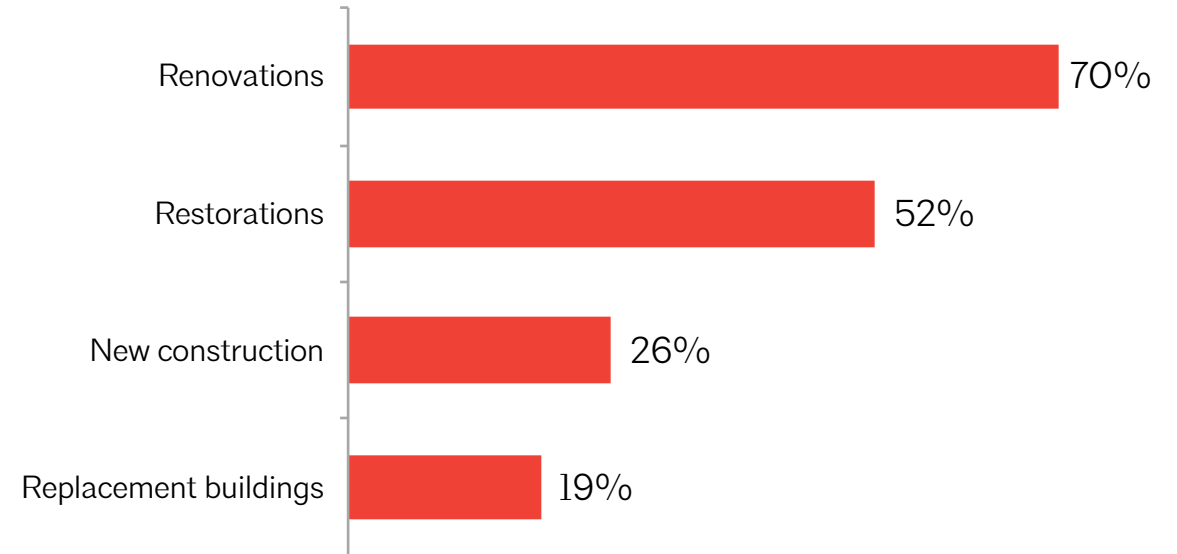
Detailed findings: Future

- Nearly all Americans (94%) feel having well-supported and maintained public buildings are important to the future of their community, including 57% who feel it is very important.
- 65% of women report this is very important, compared with 48% of men.
- More Americans making less than \$50k/year believe this is very important (62%), as do more people with children under 18 in the home.



Detailed findings: Projects

- Seven in 10 Americans (70%) would most like to see renovations for public buildings in the community they live in.
- More than half of Americans (52%) want to see their public buildings restored.
- More Americans under 45, particularly men, would like to see new or replacement projects.
- Renovations are more wanted in the Northeast (74%) and Midwest (73%), while new construction is more wanted in the South (32%).



Topline findings—part 3

Financial responsibility: Close to four in five Americans (78%) think the local government should take some financial responsibility for supporting the investment/re-investment in their community's public buildings.

Impacts:

Quality of education increase: 62%

Property value improvement: 60%

Public safety improvement: 60%

Attract new residents: 60%

Attract new business: 59%

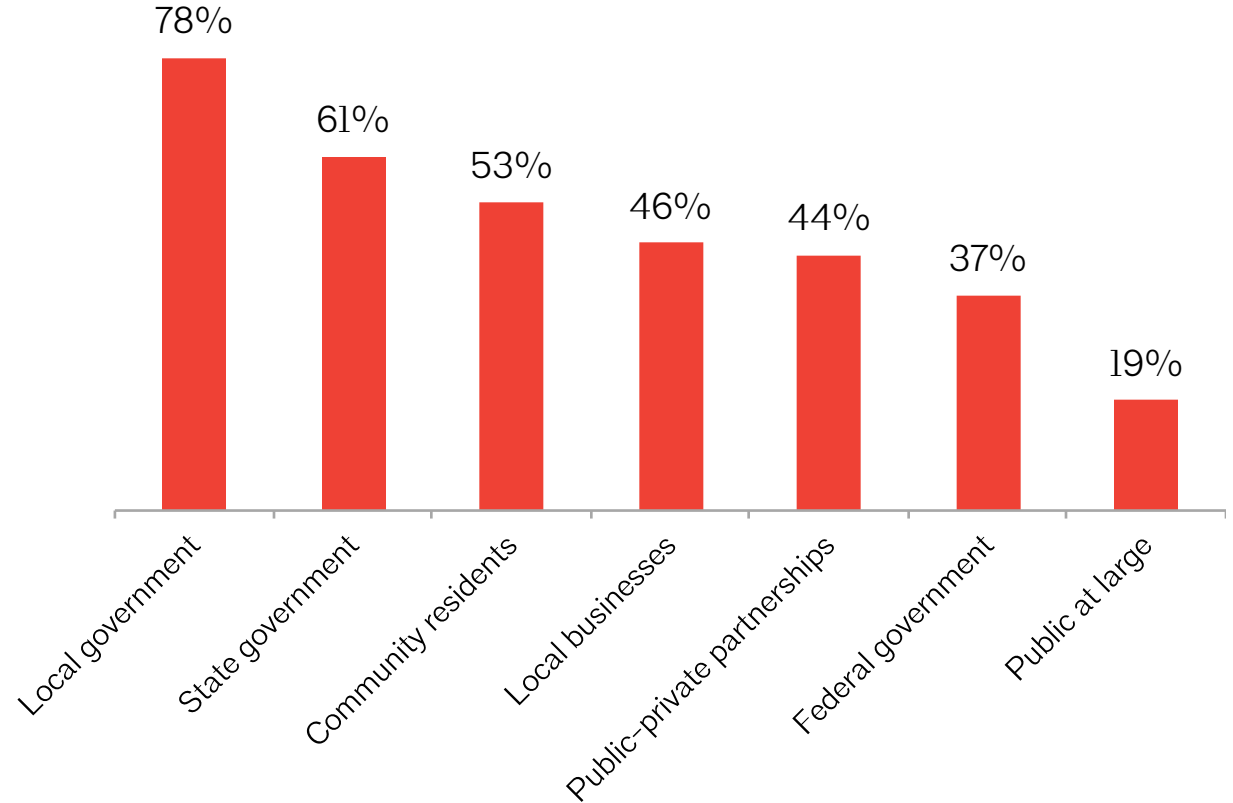
Resident retention: 52%

Health and welfare improvement: 47%

Reduced unemployment: 31%

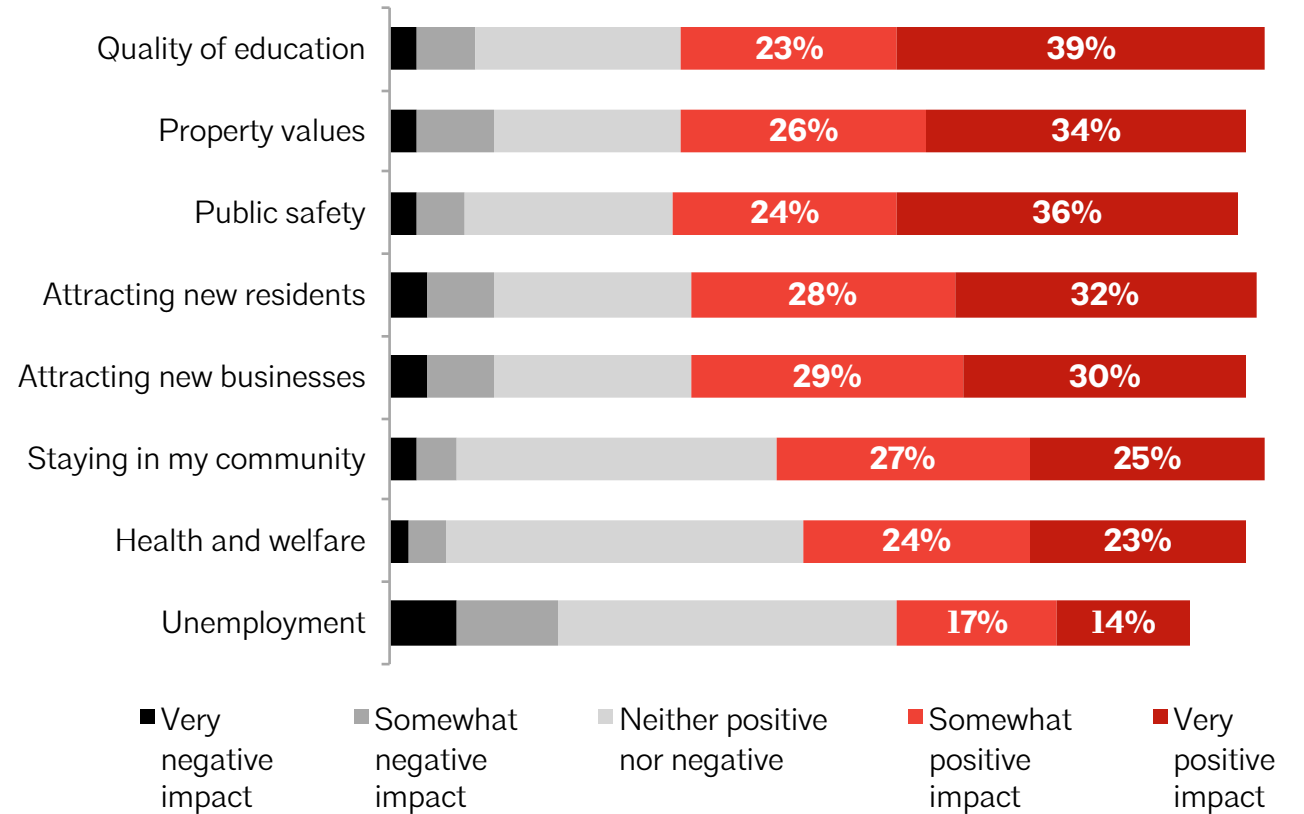
Detailed findings: Financing

- Close to four in five Americans (78%) think the local government should take some financial responsibility for supporting the investment/re-investment in their community's public buildings.
- A majority also believe state government and community residents should bear some financial responsibility, while over four in ten want private investment.
- More Americans in the Midwest think local government (81%) and community residents (60%) should bear financial responsibility, while fewer believe the state should pay.
- More women report the state should bear responsibility (64% vs. 58% of men).
- More Americans aged 35 to 44 believe Federal Government should support investment.



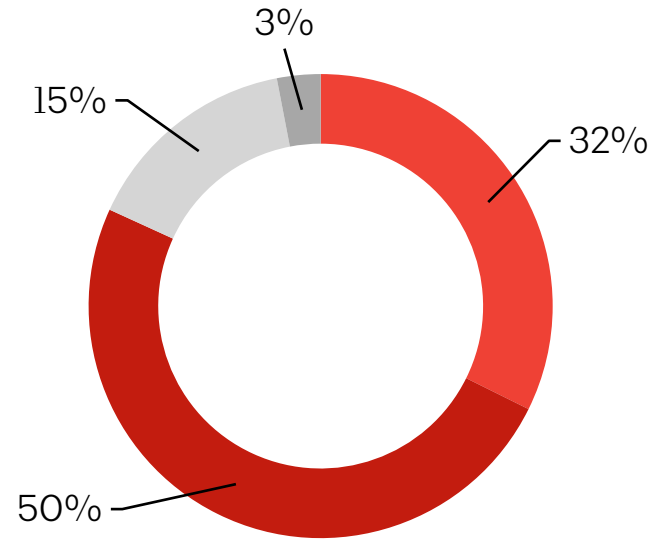
Detailed findings: Impacts

- More Americans in the Midwest believe quality of education and public safety is improved by the conditions of its public buildings.
- More Americans in the South believe it attracts new business.
- Across all impact areas, more of the following Americans believe they are positive: over 65, in higher income brackets (\$75k+/year), with college degrees, and with a child under 18 in the home.

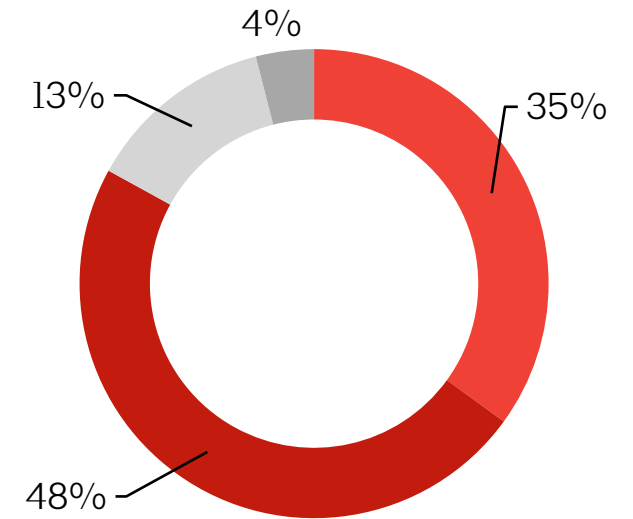


Public buildings versus transportation

- 82% of Americans agree that public buildings are as important as transportation in defining community infrastructure. This is particularly true for women, people with children under 18 in the home and those making \$100k+/year.
- 83% of Americans agree that it is just as important to invest in community features as it is for roads and bridges. This is particularly true for women, people aged 35–44, those with at least some college education, and those with children under 18 in the home.



Public buildings are as important as transportation in defining community infrastructure

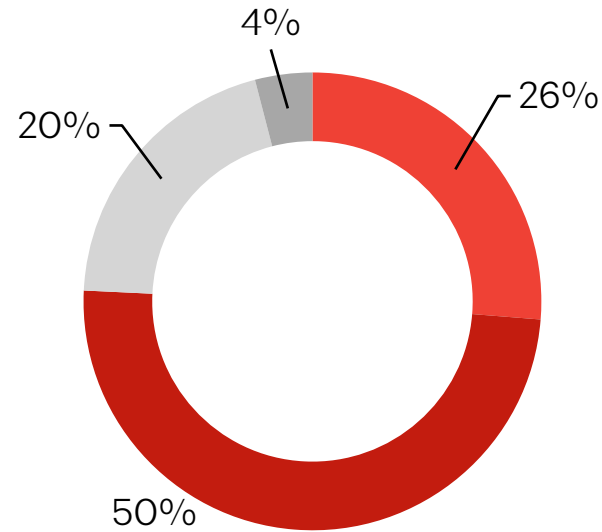


It's just as important to invest in community features as it is for roads and bridges

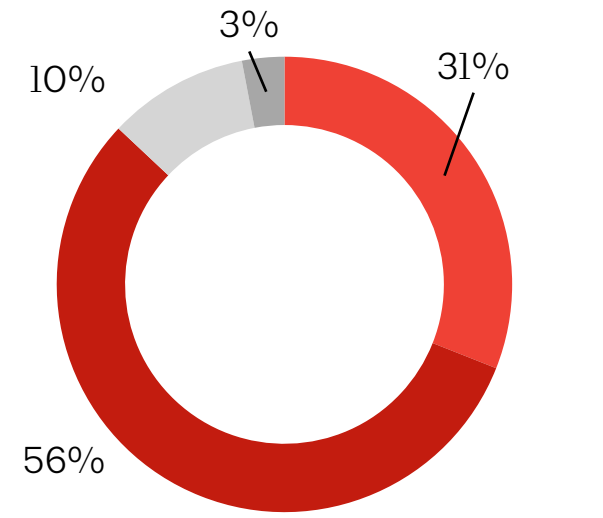
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Investment & community engagement

- 76% agree new financial investment is needed in public buildings. This is particularly true for people in the South, women, people under 55, people making \$100k+/year, and parents.
- 87% agree that community engagement is stronger when public buildings are well maintained. This is particularly true for women, people with at least some college education, and those with children under 18 in the home.



New financial investment is needed in public buildings



Community engagement is stronger when public buildings are well maintained

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree