A Survey of Likely 2018 Voters in Denver
Conducted February 15-18, 2018
N = 404; Margin of Error is ±4.9%

DNR = Volunteered response, do not read
*indicates responses totaled 0.4% or less

Hello, may I please speak with (NAME ON LIST)?

(IF NAME ON LIST AVAILABLE) My name is _____ from _____, a public opinion polling firm. We are conducting a survey about some issues in Denver that people have been talking about lately. We're not selling anything and I will not ask for a donation at any time. The survey will take only a few minutes. All responses will be anonymous and used only for research purposes. This call may be monitored for quality assurance.

(IF NAME ON LIST NOT AVAILABLE) Is there another registered voter over the age of 18 in the household I can speak with? **(REPEAT INTRODUCTION FOR NEW RESPONDENT)**

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1. Do you or does anyone in your household work in any of the following industries?

    Politics ....TERMINATE
    Media...TERMINATE
    --
    Tourism ....*%
    City government...4
    None of these 96

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2. Are you 18 years or older and registered to vote at your home address in Denver, Colorado? **(IF YES:)** Which of the following best describes your age?

    18-24 ....4%
    25-34 18
    35-49 28
    50-64 26
    65 or older 24
    --
    DK/NA/REFUSED...TERMINATE
    Not old enough / Not registered / Not Denver.........TERMINATE

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3. As you may know, there will be an election in November of 2018 for governor, U.S. Congress, and other state and local issues. I know it is a long ways off, but how likely would you say it is that you will vote in this election? Would you say…

    Almost certain...93%
    Probably 7
    --
    About 50-50 ....TERMINATE
    Not too likely ....TERMINATE
    Not likely at all...TERMINATE

---

4. To start, I'm going to read you a list of some issues. After I finish, I'd like you to tell me which **two** issues you would <u>most</u> like to see the mayor and city council address. **(READ LIST AND RANDOM ROTATE)**

	2018	**2017**
Affordable housing	35%	30%
Education	31	32
Homelessness	24	30
The cost of living	21	19
Transportation	18	18
Public safety	13	9
Jobs and the economy	11	17
Parks, trails, and open space	11	6
Taxes	10	10
Making the city greener and more sustainable	8	9
Libraries	5	2
Other **(DNR)**	4	3
--		
DK/NA/REFUSED	1	1

    Multiple responses accepted; total does not add up to 100%

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ROTATED WITH Q7 BELOW

BOND ON ½ MILL (PROPERTY TAX)

SPLIT A ONLY

5. Next, I'm going to give you some information about [a proposal / a different proposal] that could be on your ballot in November and ask how you would vote on it. **(ONLY IF READ AFTER SALES TAX)** This proposal should be considered separately from the proposal I just read you. In other words, only one of them could be on your ballot in November, not both.

Please listen carefully.

This proposal would allow the City of Denver to increase its debt by 116 million dollars for Denver's affordable housing fund, supported by a new property tax of approximately 16 dollars per year on the median home value in Denver, which would expire after 20 years and would support the creation of apartments and homes for lower and moderate-income households, help acquire land for these types of projects in the future, and provide emergency assistance to families who are currently experiencing homelessness or who are at risk of being priced out of their current housing.

Now, if the election were held today, would you support or oppose this proposal? **(PROBE)** Would you say you would definitely <support/oppose> or only probably? **(PUSH TO CHOOSE)** I understand but if you were voting today, which way would you say you would be leaning – towards supporting or opposing?

    SUPPORT **68%**
    OPPOSE **28%**

    Definitely support 36%
    Probably support.....................................23
    Lean support..9

    Lean oppose...1
    Probably oppose......................................9
    Definitely oppose 18
    --
    DK/NA/REFUSED...................................4

ROTATED WITH Q7 BELOW

BOND ON FULL MILL (PROPERTY TAX)

SPLIT B ONLY

6. Next, I'm going to give you some information about [a proposal / a different proposal] that could be on your ballot in November and ask how you would vote on it. **(ONLY IF READ AFTER SALES TAX)** This proposal should be considered separately from the proposal I just read you. In other words, only one of them could be on your ballot in November, not both.

Please listen carefully.

This proposal would allow the City of Denver to increase its debt by 232 million dollars for Denver's affordable housing fund, supported by a new property tax of approximately 32 dollars per year on the median home value in Denver, which would expire after 20 years and would support the creation of apartments and homes for lower and moderate-income households, help acquire land for these types of projects in the future, and provide emergency assistance to families who are currently experiencing homelessness or who are at risk of being priced out of their current housing.

Now, if the election were held today, would you support or oppose this proposal? **(PROBE)** Would you say you would definitely <support/oppose> or only probably? **(PUSH TO CHOOSE)** I understand but if you were voting today, which way would you say you would be leaning – towards supporting or opposing?

    SUPPORT **64%**
    OPPOSE **33%**

    Definitely support 31%
    Probably support.....................................28
    Lean support..5

    Lean oppose...3
    Probably oppose......................................10
    Definitely oppose 21
    --
    DK/NA/REFUSED...................................3

Percentages may not add to 100% due to rounding.   STUDY 18-065

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ROTATED WITH Q5/6 ABOVE

BOND ON SALES TAX

7.   Now I'd like to give you some information about [a proposal / a different proposal] that could be on your ballot in November and ask how you would vote on it. **(ONLY IF READ AFTER PROPERTY TAX)** This proposal should be considered separately from the proposal I just read you. In other words, only one of them could be on your ballot in November, not both.

Please listen carefully.

This proposal would allow the City of Denver to increase its debt by 200 million dollars to support Denver's affordable housing fund. Revenues for the fund would come from a new sales tax of one tenth of a percent, or a penny on a ten-dollar purchase, which would expire after 20 years and would support the creation of apartments and homes for lower and moderate-income households, help acquire land for these types of projects in the future, and provide emergency assistance to families who are currently experiencing homelessness or who are at risk of being priced out of their current housing.

Now, if the election were held today, would you support or oppose this proposal? **(PROBE)** Would you say you would definitely <support/oppose> or only probably? **(PUSH TO CHOOSE)** I understand but if you were voting today, which way would you say you would be leaning – towards supporting or opposing?

SUPPORT **73%**
OPPOSE **23%**

Definitely support 38%
Probably support...30
Lean support...5

Lean oppose 1
Probably oppose..7
Definitely oppose 15
--
DK/NA/REFUSED...4

_____

Moving on…

ROTATED WITH Q9 BELOW

8.   How serious do you think the problem of homelessness is in Denver? Would you say it's…

SERIOUS **96%**
NOT SERIOUS..**2%**

Very serious..59%
Somewhat serious 37

Not too serious..2
Not serious at all...*
--
DK/NA/REFUSED...1

_____

9.   How serious do you think the problem of home purchase and rental affordability is in Denver? Would you say it's…

SERIOUS **94%**
NOT SERIOUS..**4%**

Very serious..64%
Somewhat serious 30

Not too serious..3
Not serious at all...1
--
DK/NA/REFUSED...1

_____

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ROTATED WITH Q11 BELOW

10.   When it comes to taking action and investing in programs to make housing more affordable and address homelessness, would you say the Mayor and Denver City Council are doing: **(PINWHEEL ROTATE)** too little, about the right amount, or too much?

          TOO LITTLE..66%
          RIGHT AMOUNT / TOO MUCH............................26%

          Too little...66%
          About the right amount...21
          Too much...5
          --
          DK/NA/REFUSED..8

11.   Would you be more or less likely to support a candidate for public office who made it a top priority to push for more affordable housing solutions here in Denver? **(IF CHOICE)** Is that much or somewhat [more/less] likely?

          MORE LIKELY 80%
          LESS LIKELY..11%

          Much more likely..47%
          Somewhat more likely...33

          Somewhat less likely...4
          Much less likely..6

          No difference – **DNR**..6
          --
          DK/NA/REFUSED..3

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MESSAGING

Now I'm going to read you several statements about housing here in Denver. After I read each one, please tell me whether you find it a very convincing, somewhat convincing, not too convincing, or not at all convincing reason to support new affordable housing solutions. Here's the first one…

RANKED BY TOTAL CONVINCING

RANDOM ROTATE ALL	TOTAL CONV	TOTAL NOT	Very Conv	Some Conv	Not Too	Not At All	DK/NA/ REF
12. **(SSA)** Skyrocketing housing costs and stagnant wages have put most rental units out of reach for low and moderate-income families, with a shortage of approximately 26,000 homes for the lowest earners. We need new affordable homes to stabilize those at risk of displacement and to prevent residents from becoming homeless, especially those living on fixed incomes such as seniors and people on disability.	**87%**	**11%**	56%	32%	6%	5%	1%
13. **(SSB)** More than 40 percent of those experiencing homelessness in Denver are working but can't afford a place to live. Not only should we help those who are trying to help themselves, but every dollar Denver spends to help a homeless person find a home comes back to the community many times over in cost savings from public safety, health, and emergency shelter expenses.	**85%**	**13%**	56	29	5	8	2
14. **(SSA)** Rising housing costs have caused the number of homeless students enrolled in Denver schools to increase 50 percent in the last five years. Not to mention over half of the homeless households in Denver are families with children. Children need stability and shelter in order to grow, learn, and succeed.	**84%**	**15%**	56	28	12	3	2
15. **(SSB)** Denver's housing market has made Denver one of the highest-cost cities in the U.S., as home prices and rents have increased as much as 40 percent in the past five years. Similarly sized cities experiencing rapid growth like Austin and Seattle have all expanded local funding for affordable housing, and it's time for Denver to do the same.	**84%**	**14%**	52	31	6	8	2
16. **(SSB)** Denver's explosive growth is making it very difficult for middle-income workers and families to get ahead, not to mention making it harder for businesses to attract and keep good workers. If we want a thriving city with a sustainable economy, we should provide tools like down payment and homebuyer assistance programs to make sure there's a place for teachers, nurses, first responders, and other middle-income workers and their families—the backbone of Denver's economy.	**82%**	**14%**	54	28	6	9	4
17. **(SSB)** Nearly 50 percent of Denver residents live in neighborhoods that have been designated as vulnerable to involuntary displacement, where high demand for limited housing and rising costs can force families out of their own neighborhoods.	**81%**	**15%**	52	30	8	7	3
18. **(SSA)** Denver's economy is on the upswing, new businesses are popping up every day, and our unemployment rate is just 3%. Yet our prosperity is not reaching many families whose economic survival is under siege from skyrocketing costs and stagnant wages. If we want Denver to be a great city, we must invest in all our residents, including the most vulnerable among us.	**81%**	**18%**	50	31	10	8	1
19. **(SSA)** Nearly 50 percent of Denver residents live in neighborhoods that have been designated as vulnerable to gentrification, where high demand for limited housing and rising costs can force families out of their own neighborhoods.	**75%**	**24%**	48	27	13	11	1

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MESSAGES (CONT.)	TOTAL CONV	TOTAL NOT	Very Conv	Some Conv	Not Too	Not At All	DK/NA/ REF
20. **(SSB)** In the past decade, federal funding for affordable housing in Denver has declined by roughly 40 percent. With more local support, we can help our most vulnerable families, who are facing rising costs with nowhere to turn.	**75%**	**20%**	33	42	11	9	5
21. **(SSA)** Over the past 30 years, Denver voters have approved more than 12 billion dollars to update public facilities, from our airport and cultural attractions to our sports stadiums and regional transportation system. It's past time we also started investing in affordable housing programs, as well as working to address homelessness and stabilize our fast-changing neighborhoods.	**73%**	**26%**	43	30	16	10	1
22. More than 1,000 new families are moving to Denver every month, and the price of housing is increasing every day. As a result of Denver's growth, over 100,000 households across all income ranges are currently stretched to pay their housing costs. Yet with current resources, Denver can only ensure 3,000 affordable homes over the next five years.	**71%**	**27%**	36	35	13	14	2

DEMOGRAPHICS

To wrap up, I have just a few questions left for statistical purposes.

23.   What is the highest level of education you have fully completed? **(READ LIST)**

        Some high school 1%
        High school graduate or GED 13
        Some college or Associates Degree 22
        Bachelors Degree 36
        Postgraduate or advanced degree 28
        --
        DK/NA/REFUSED...-

_____

24.   How long have you lived in the City and County of Denver? **(READ LIST)**

        Less than one year 2%
        2-5 years...10
        6-10 years...11
        11-20 years..19
        More than 20 years..58
        --
        DK/NA/REFUSED...*

_____

25.   Do you rent or own your home?

        Rent...31%
        Own 68
        --
        DK/NA/REFUSED...1

_____

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26.   Have you or someone you know ever experienced homelessness or had so much trouble paying rent or a mortgage that homelessness became a possibility? **(IF YES)** Did you personally experience these issues or was it someone you know?

YES **57%**

Yes – self...10%
Yes – other 40
Yes – both **(DNR)** 8

No..42
--
DK/NA/REFUSED.......................................*

_____

27.   Would you say your neighborhood is changing due to gentrification, or has it recently changed due to gentrification?

Yes 47%
No..48
--
DK/NA/REFUSED.......................................5

_____

28.   Can you please tell me which of the following best describes your household income from all sources in 2017? Your best guess is fine. Just stop me when I get to the right one. **(READ LIST)**

Less than $25,000 ....7%
At least $25,000 but less than $50,000 16
At least $50,000 but less than $75,000 25
At least $75,000 but less than $100,000 14
At least $100,000 but less than $200,000 17
$200,000 or more 8
--
DK/NA/REFUSED.......................................12

_____

29.   Are you of a Hispanic, Latino, or Spanish-speaking background? **(IF NO)** How would you describe your race? **(READ LIST)**

White or Caucasian..................................71%
Hispanic or Latino 15
Black or African American........................9
Asian or Pacific Islander..........................*
Native American 1
Something else 2
--
DK/NA/REFUSED.......................................2

_____

30.   In the 2016 election for president, did you vote for Democrat Hilary Clinton or Republican Donald Trump?

Clinton 70%
Trump 17

Someone else **(DNR)**...............................8
Didn't vote **(DNR)**..................................2
--
DK/NA/REFUSED.......................................3

_____

That completes our survey. Thank you VERY MUCH for your time.

_____

GENDER		PARTYREG	
Male	47%	Democrat	55%
Female	53	Unaffiliated / Other	29
		Republican	16
SAMPLE			
Landline	52%	REGION	
Mobile	48	NW	20%
		NE	17
		SW	34
		SE	29

_____

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