

February 14, 2023



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CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Survey of Likely Municipal Election Voters City of Denver, Colorado

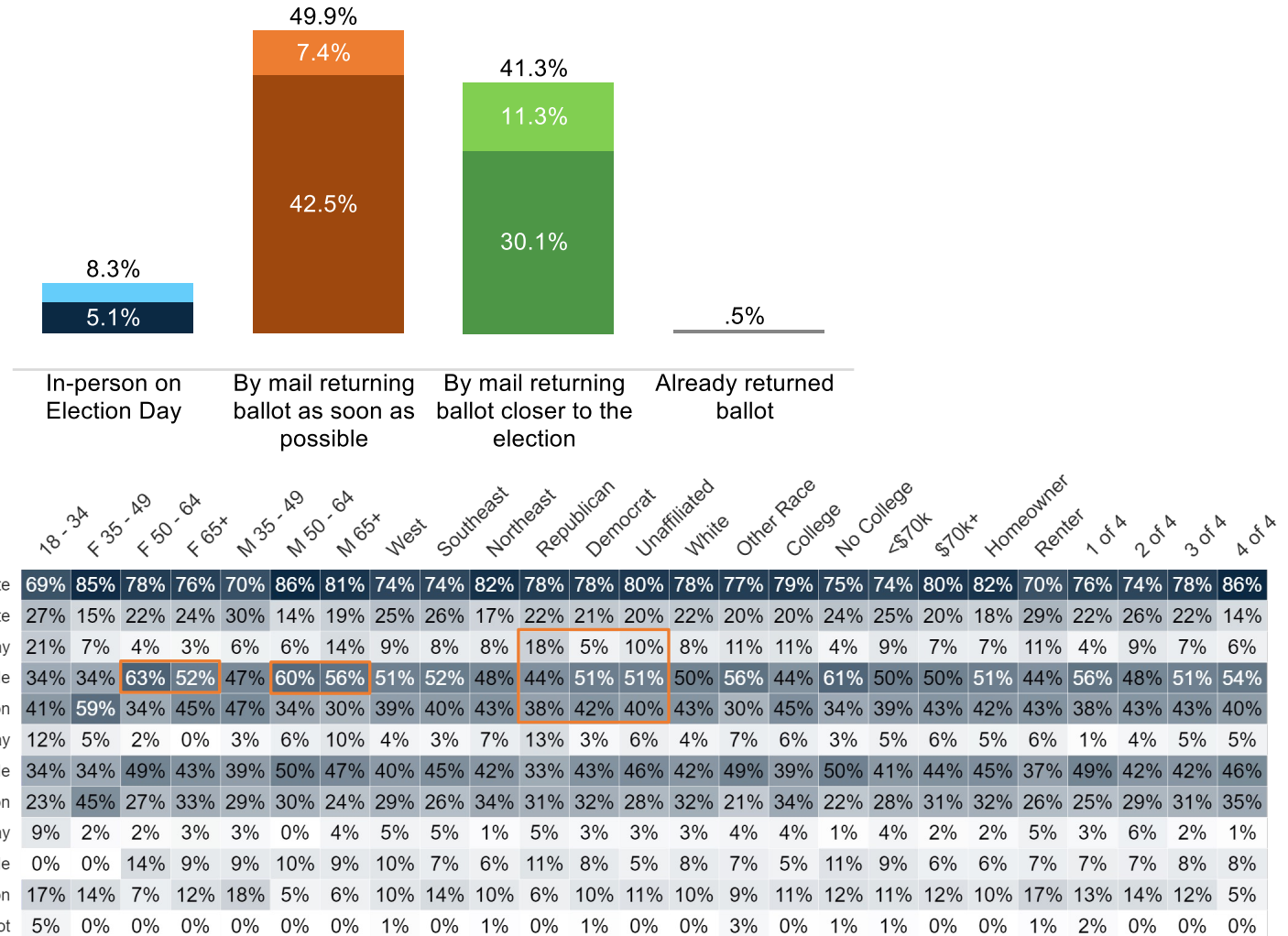
February 9 – 10, 2023 | n=405 | $\pm 4.86\%$

Insights & Analysis

- The top issues for the city government clearly revolve around homelessness *then* public safety. While public safety tops the top issues, the **intensity behind homelessness** in the rest of the survey is stronger. These issues, especially homelessness, can be tied to the issue of **housing availability** (23% top issue), especially among left-leaning voters. *See verbatim slides 16 & 24.*
 - 35% of Denver voters **feel unsafe downtown**, and **74% say crime is a major problem or even crisis**. The issue of homelessness is even more dire. **96% of Denver voters say homelessness is a major problem**, with nearly half of those residents labeling it a “**crisis**.”
- **Voters do not think Denver is doing enough to solve these issues**. 32% give Denver’s efforts to reduce homelessness an “F,” and 26% give the same failing grade to its efforts on crime.
- **Two-thirds of voters support increasing the Denver Police Department’s budget**, especially voters 50+ and perfect (4/4) voters. Even 63% of Democrats would support a budget increase. **Defunding the police is opposed by 50% of voters**, including a plurality of Democrats and non-white voters.
 - Eliminating police unions is *opposed* by a plurality of voters (32% support / 37% oppose) but most don’t have a strong opinion on the topic. Voters 50+ and Republicans are most opposed while Democrats and UAFs are split. **86% of voters support banning officers with multiple violations**, including two-thirds of Republicans.
- Outgoing Mayor **Michael Hancock’s** image (-22 net fav) is *very* unfavorable, while **Jared Polis** is broadly popular at +53 net favorability. The **Denver Police Department** (+2 net fav) sees the strongest support from seniors, Southeast residents, UAFs, and homeowners. The **Denver City Council** is unpopular at -7 net favorability.
- **The race for mayor is wide open**. Kelly Brough leads with just under 8% of the vote while seeing some bipartisan appeal. **However, 60% of voters remain undecided**. Mike Johnston narrowly leads the second-choice ballot.



Voters 50+ and UAFs will send in ballots ASAP; GOP slightly more likely to wait longer



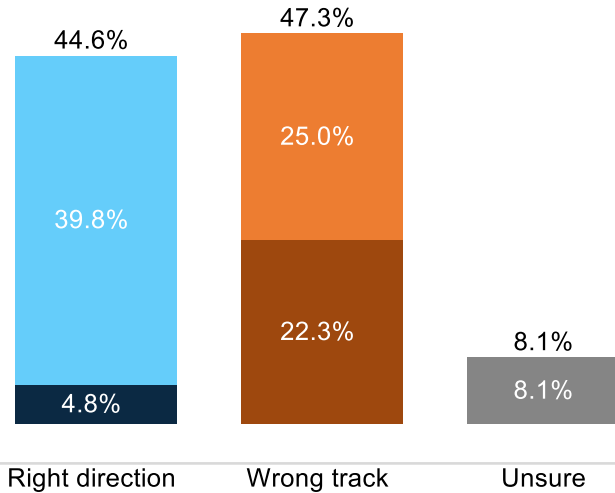
How likely are you to vote in the April 4 local election for mayor and city council out of the following options?



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UAFs agree with Republicans that Denver is on wrong track; majority of homeowners are also pessimistic



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	56%	43%	40%	42%	53%	30%	47%	46%	33%	52%	11%	58%	34%	45%	54%	46%	42%	51%	46%	40%	54%	61%	49%	34%	39%
Wrong track	32%	46%	51%	49%	43%	66%	46%	43%	59%	41%	81%	34%	60%	47%	40%	46%	50%	40%	48%	52%	37%	36%	43%	55%	54%
Definitely the right direction	10%	2%	4%	8%	2%	4%	4%	6%	3%	6%	0%	9%	0%	5%	7%	5%	4%	4%	5%	5%	5%	11%	3%	4%	4%
Mostly the right direction	46%	41%	37%	35%	51%	26%	42%	40%	31%	46%	11%	49%	34%	40%	47%	41%	39%	47%	41%	35%	49%	50%	47%	30%	35%
Mostly the wrong track	16%	29%	22%	32%	26%	26%	20%	20%	29%	24%	23%	22%	31%	26%	21%	22%	31%	28%	23%	27%	21%	15%	22%	29%	30%
Definitely the wrong track	16%	17%	29%	17%	17%	40%	26%	23%	30%	16%	58%	12%	28%	21%	19%	24%	19%	12%	25%	25%	16%	21%	21%	26%	24%
Unsure	12%	11%	9%	9%	3%	4%	8%	11%	8%	7%	7%	9%	7%	8%	6%	7%	8%	9%	6%	8%	9%	3%	8%	11%	7%

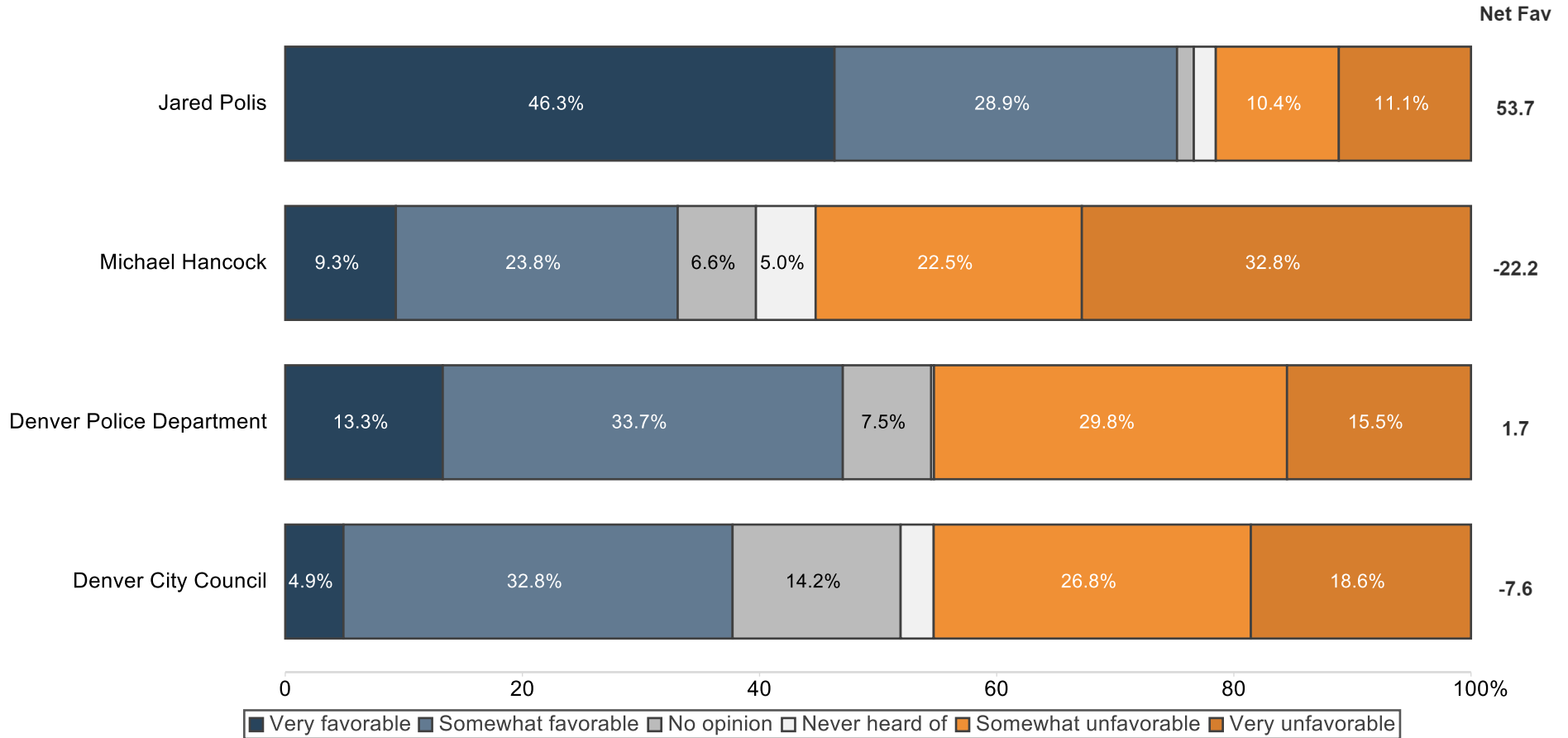
Generally speaking, would you say things in Denver are headed in the right direction or off on the wrong track?



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Image Tests



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Image Tests Heatmaps

Favorable

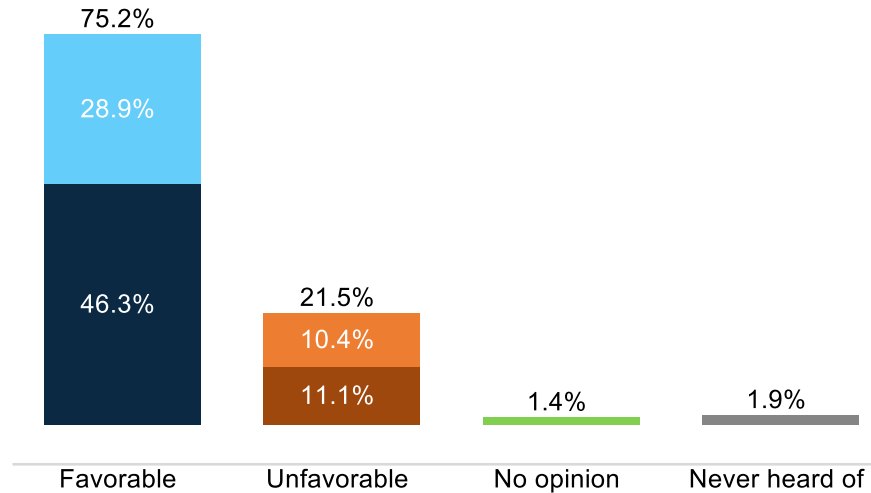
	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Jared Polis	61%	77%	77%	83%	74%	79%	73%	73%	73%	78%	23%	87%	73%	78%	69%	76%	73%	75%	77%	76%	73%	75%	74%	77%	78%
Michael Hancock	34%	25%	30%	34%	32%	26%	46%	34%	24%	39%	14%	40%	29%	34%	35%	33%	33%	32%	36%	33%	34%	47%	35%	30%	32%
Denver Police Department	32%	36%	44%	57%	41%	52%	60%	45%	54%	43%	69%	41%	51%	48%	45%	49%	43%	44%	48%	50%	40%	53%	52%	39%	52%
Denver City Council	30%	36%	32%	48%	42%	32%	37%	34%	30%	45%	14%	48%	30%	38%	42%	37%	38%	39%	38%	40%	34%	43%	40%	40%	37%

Unfavorable

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Jared Polis	25%	21%	20%	17%	22%	19%	26%	23%	25%	18%	75%	10%	24%	19%	26%	20%	24%	21%	21%	22%	20%	20%	26%	23%	21%
Michael Hancock	33%	61%	64%	57%	59%	67%	45%	59%	60%	50%	75%	48%	62%	55%	46%	55%	56%	52%	54%	61%	41%	39%	54%	68%	62%
Denver Police Department	58%	59%	48%	36%	52%	44%	29%	50%	38%	48%	24%	50%	45%	44%	49%	44%	49%	50%	44%	44%	48%	40%	46%	53%	43%
Denver City Council	37%	47%	42%	41%	46%	56%	51%	48%	52%	39%	80%	33%	55%	45%	41%	43%	49%	45%	45%	47%	39%	40%	42%	49%	51%



Polis' image is very positive and even almost a quarter of Republicans hold a favorable view



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	61%	77%	77%	83%	74%	79%	73%	73%	73%	78%	23%	87%	73%	78%	69%	76%	73%	75%	77%	76%	73%	75%	74%	77%	78%
Unfavorable Total	25%	21%	20%	17%	22%	19%	26%	23%	25%	18%	75%	10%	24%	19%	26%	20%	24%	21%	21%	22%	20%	20%	26%	23%	21%
Very favorable	37%	41%	50%	55%	45%	39%	50%	41%	47%	48%	7%	61%	38%	50%	43%	46%	46%	48%	47%	47%	42%	45%	46%	48%	49%
Somewhat favorable	24%	36%	27%	28%	29%	40%	23%	32%	25%	30%	16%	26%	35%	28%	26%	30%	27%	28%	29%	29%	31%	29%	28%	28%	29%
Somewhat unfavorable	14%	14%	10%	10%	11%	7%	8%	13%	12%	8%	29%	6%	12%	9%	13%	10%	11%	12%	9%	10%	12%	7%	10%	12%	11%
Very unfavorable	11%	7%	10%	8%	11%	12%	19%	10%	13%	10%	46%	4%	13%	10%	13%	11%	12%	9%	11%	12%	8%	13%	16%	11%	10%
No opinion	2%	0%	1%	0%	4%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	2%	3%	0%	0%	1%
Never heard of	12%	2%	1%	0%	0%	0%	0%	1%	1%	3%	0%	3%	1%	2%	3%	2%	3%	2%	1%	5%	2%	0%	0%	0%	0%

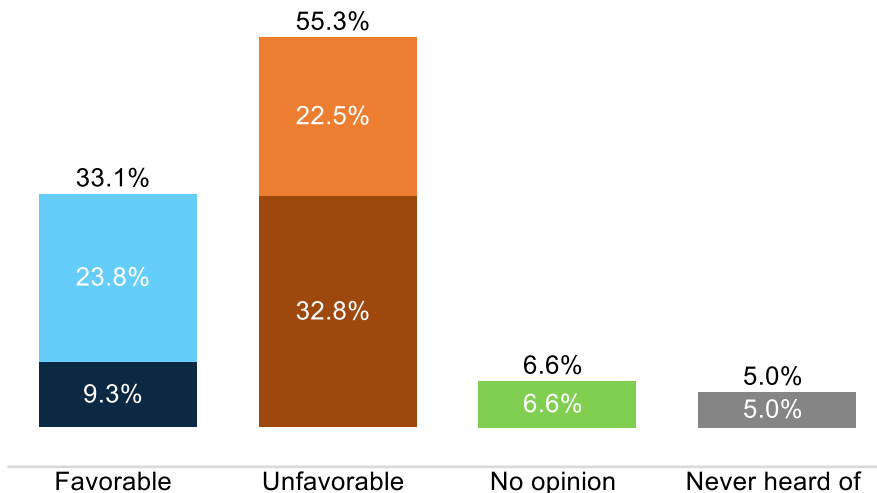
Do you have a favorable or unfavorable opinion of Jared Polis?



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Hancock is underwater even among Democrats; least favorable among voters 50+, UAFs, and in the Southeast



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	34%	25%	30%	34%	32%	26%	46%	34%	24%	39%	14%	40%	29%	34%	35%	33%	33%	32%	36%	33%	34%	47%	35%	30%	32%
Unfavorable Total	33%	61%	64%	57%	59%	67%	45%	59%	60%	50%	75%	48%	62%	55%	46%	55%	56%	52%	54%	61%	41%	39%	54%	68%	62%
Very favorable	8%	4%	8%	13%	8%	2%	18%	8%	6%	13%	2%	12%	9%	10%	11%	9%	10%	15%	8%	9%	12%	13%	7%	9%	9%
Somewhat favorable	26%	22%	22%	21%	24%	24%	28%	26%	18%	27%	12%	29%	20%	24%	24%	24%	23%	17%	28%	24%	22%	34%	28%	21%	22%
Somewhat unfavorable	14%	29%	33%	22%	26%	23%	11%	28%	23%	20%	22%	24%	22%	23%	19%	25%	18%	21%	23%	25%	15%	20%	21%	22%	28%
Very unfavorable	19%	32%	31%	36%	34%	44%	34%	31%	38%	30%	53%	25%	40%	32%	28%	30%	38%	31%	32%	36%	26%	19%	33%	47%	34%
No opinion	12%	12%	0%	6%	6%	7%	6%	6%	9%	5%	12%	5%	6%	6%	12%	5%	8%	10%	5%	4%	12%	5%	9%	2%	6%
Never heard of	22%	2%	6%	2%	3%	0%	3%	1%	7%	5%	0%	6%	3%	5%	7%	6%	3%	7%	5%	2%	13%	9%	2%	0%	0%

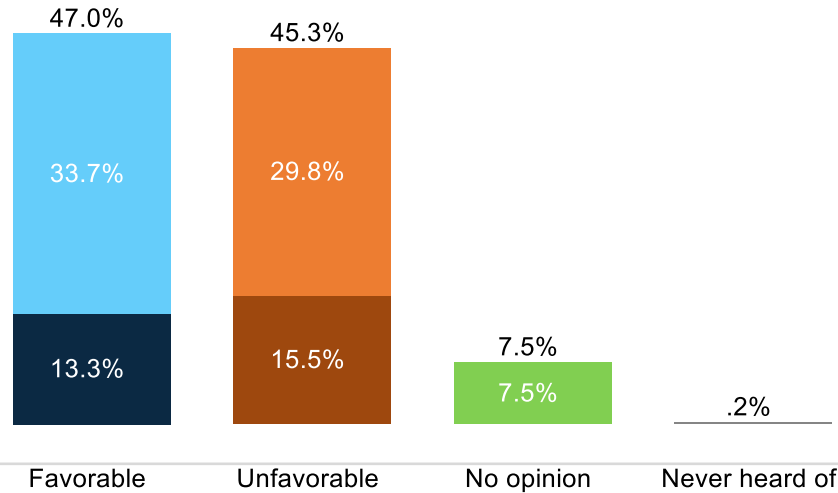
Do you have a favorable or unfavorable opinion of Michael Hancock?



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Majority of UAFs and homeowners view DPD favorably with strong backing from seniors; net unfavorable outside SE geo



	18-34	F 35-49	F 50-64	F 65+	M 35-49	M 50-64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	32%	36%	44%	57%	41%	52%	60%	45%	54%	43%	69%	41%	51%	48%	45%	49%	43%	44%	48%	50%	40%	53%	52%	39%	52%
Unfavorable Total	58%	59%	48%	36%	52%	44%	29%	50%	38%	48%	24%	50%	45%	44%	49%	44%	49%	50%	44%	48%	40%	46%	53%	43%	
Very favorable	12%	9%	12%	20%	4%	18%	16%	9%	15%	14%	27%	10%	15%	12%	17%	12%	15%	9%	15%	13%	15%	19%	12%	10%	14%
Somewhat favorable	20%	27%	31%	37%	37%	34%	44%	36%	39%	29%	42%	31%	35%	35%	28%	37%	27%	35%	33%	37%	25%	34%	40%	30%	37%
Somewhat unfavorable	34%	31%	38%	26%	32%	38%	16%	33%	25%	32%	15%	36%	25%	31%	28%	27%	36%	33%	30%	31%	27%	21%	20%	40%	31%
Very unfavorable	25%	28%	10%	9%	20%	7%	13%	17%	13%	17%	9%	15%	19%	14%	21%	17%	13%	18%	15%	14%	21%	19%	26%	14%	12%
No opinion	10%	5%	8%	7%	7%	4%	9%	5%	8%	8%	7%	8%	5%	8%	5%	7%	8%	6%	7%	5%	12%	7%	2%	7%	5%
Never heard of	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%

Do you have a favorable or unfavorable opinion of the Denver Police Department?

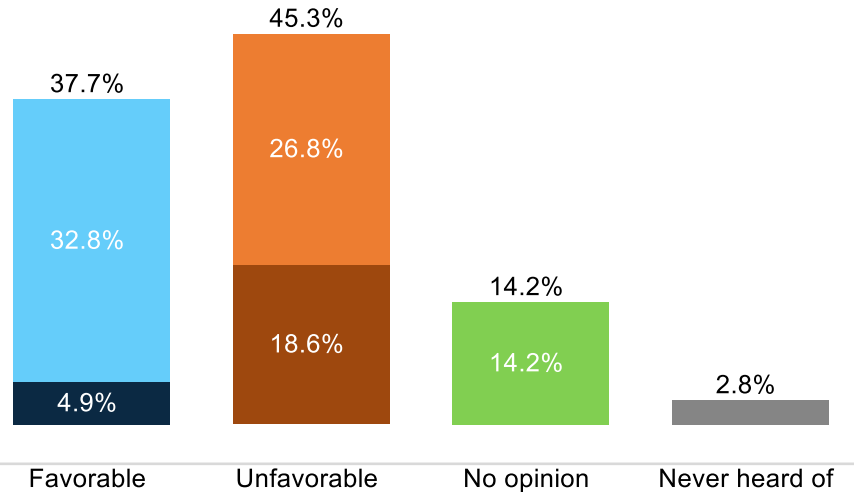


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Denver City Council is broadly unpopular particularly among men 50+, UAFs, and homeowners

Half of the more frequent 3/4 and 4/4 past election voters view the City Council unfavorably.



	18-34	F 35-49	F 50-64	F 65+	M 35-49	M 50-64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	30%	36%	32%	48%	42%	32%	37%	34%	30%	45%	14%	48%	30%	38%	42%	37%	38%	39%	38%	40%	34%	43%	40%	40%	37%
Unfavorable Total	37%	47%	42%	41%	46%	56%	51%	48%	52%	39%	80%	33%	55%	45%	41%	43%	49%	45%	45%	47%	39%	40%	42%	49%	51%
Very favorable	6%	4%	4%	7%	6%	3%	4%	6%	4%	5%	2%	7%	4%	5%	6%	6%	3%	4%	5%	5%	6%	6%	15%	2%	4%
Somewhat favorable	23%	32%	29%	41%	36%	30%	33%	28%	26%	40%	12%	41%	27%	33%	36%	32%	35%	35%	33%	35%	28%	36%	25%	38%	33%
Somewhat unfavorable	15%	37%	23%	29%	25%	27%	28%	30%	29%	24%	36%	26%	27%	28%	27%	22%	34%	35%	25%	27%	24%	20%	25%	27%	33%
Very unfavorable	22%	9%	18%	12%	20%	29%	23%	18%	24%	15%	44%	8%	28%	17%	14%	21%	15%	10%	20%	20%	15%	20%	17%	21%	18%
No opinion	29%	15%	22%	9%	10%	12%	7%	14%	14%	14%	7%	15%	14%	15%	9%	17%	10%	13%	15%	11%	22%	14%	16%	9%	11%
Never heard of	5%	2%	4%	3%	1%	0%	5%	4%	4%	2%	0%	4%	1%	2%	8%	2%	3%	3%	2%	2%	5%	3%	2%	2%	1%

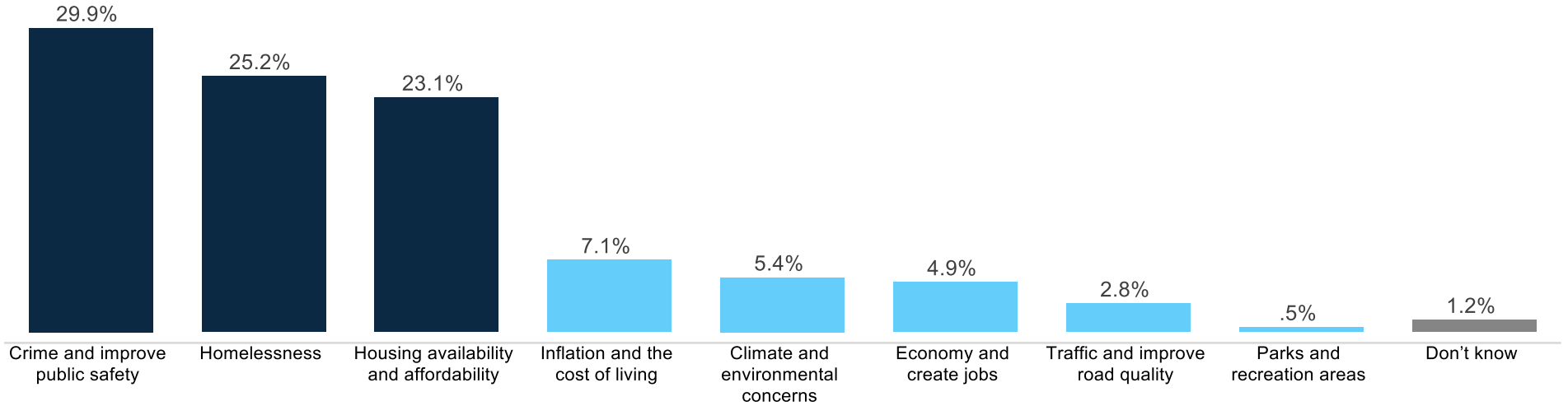
Do you have a favorable or unfavorable opinion of the Denver City Council?



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Crime and homelessness are top priority for over half of likely voters; GOP, UAFs, and men 50+ emphasize crime



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Crime and improve public safety	8%	16%	28%	36%	32%	40%	42%	19%	39%	28%	64%	19%	37%	29%	32%	30%	29%	28%	29%	32%	26%	25%	26%	29%	38%
Homelessness	27%	34%	28%	21%	32%	22%	15%	26%	18%	30%	17%	28%	24%	27%	22%	27%	21%	12%	30%	27%	21%	24%	24%	28%	22%
Housing availability and affordability	41%	29%	20%	23%	20%	19%	14%	27%	19%	25%	3%	30%	19%	22%	32%	24%	22%	39%	18%	19%	33%	21%	29%	17%	23%
Inflation and the cost of living	10%	12%	3%	1%	5%	9%	11%	7%	9%	5%	7%	5%	10%	6%	9%	4%	12%	10%	6%	5%	13%	7%	12%	8%	5%
Climate and environmental concerns	0%	4%	9%	7%	3%	2%	10%	10%	3%	5%	0%	9%	1%	6%	0%	6%	4%	3%	6%	7%	0%	6%	0%	9%	5%
Economy and create jobs	9%	2%	4%	8%	3%	5%	3%	8%	6%	2%	7%	4%	5%	6%	1%	4%	7%	5%	5%	5%	5%	8%	8%	3%	4%
Traffic and improve road quality	2%	2%	4%	3%	3%	2%	3%	3%	3%	2%	2%	3%	3%	2%	2%	2%	4%	1%	3%	4%	1%	5%	0%	4%	3%
Parks and recreation areas	0%	2%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%	2%	2%	0%	0%
Don't know	2%	0%	5%	0%	0%	0%	1%	0%	2%	1%	0%	2%	0%	1%	2%	1%	1%	1%	1%	1%	2%	0%	2%	1%	

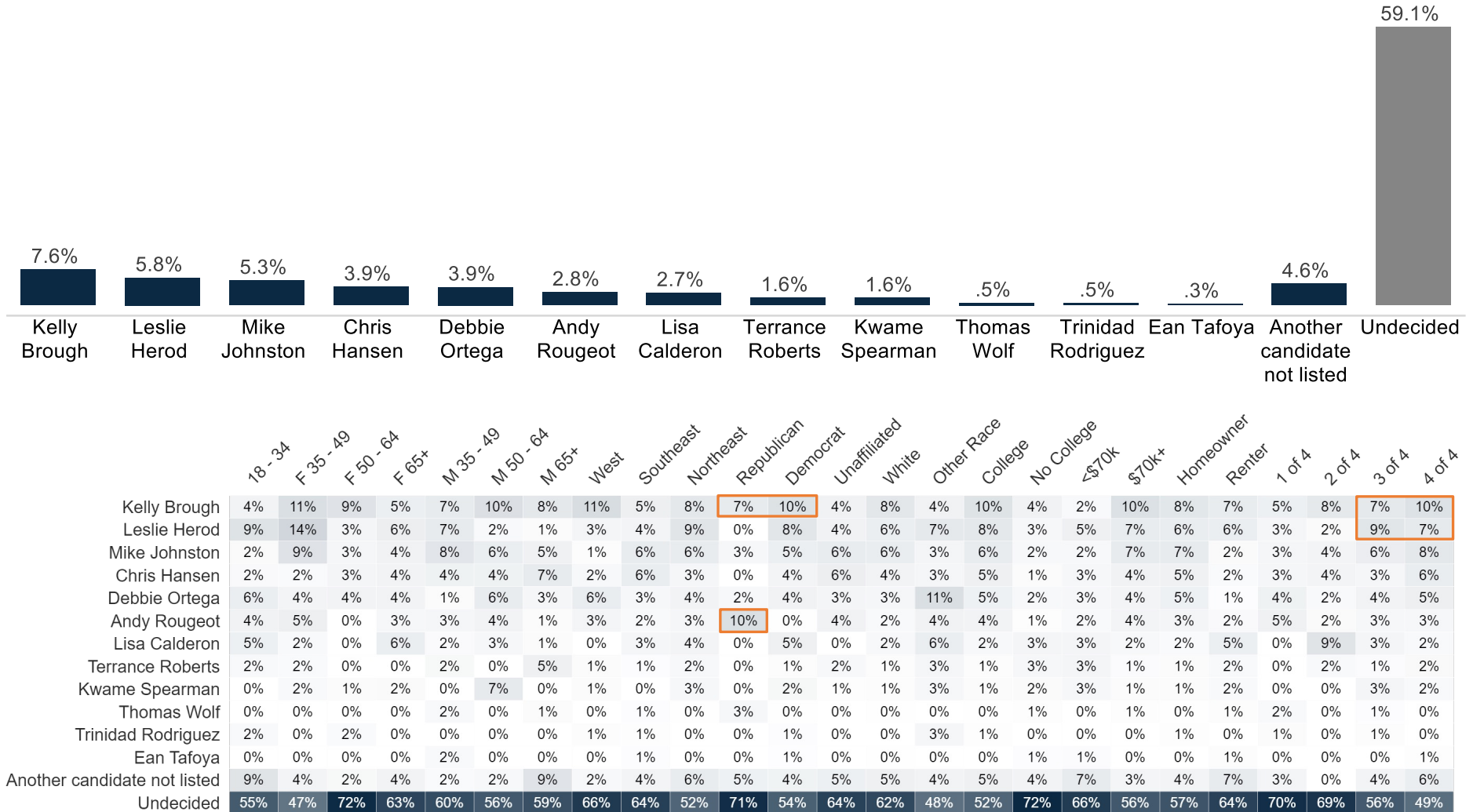
Which one of the following issues do you believe should be the top priority for the Denver city government?



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Brough leads with some bipartisan appeal with Democratic candidates closely behind; Rougeot is early GOP frontrunner



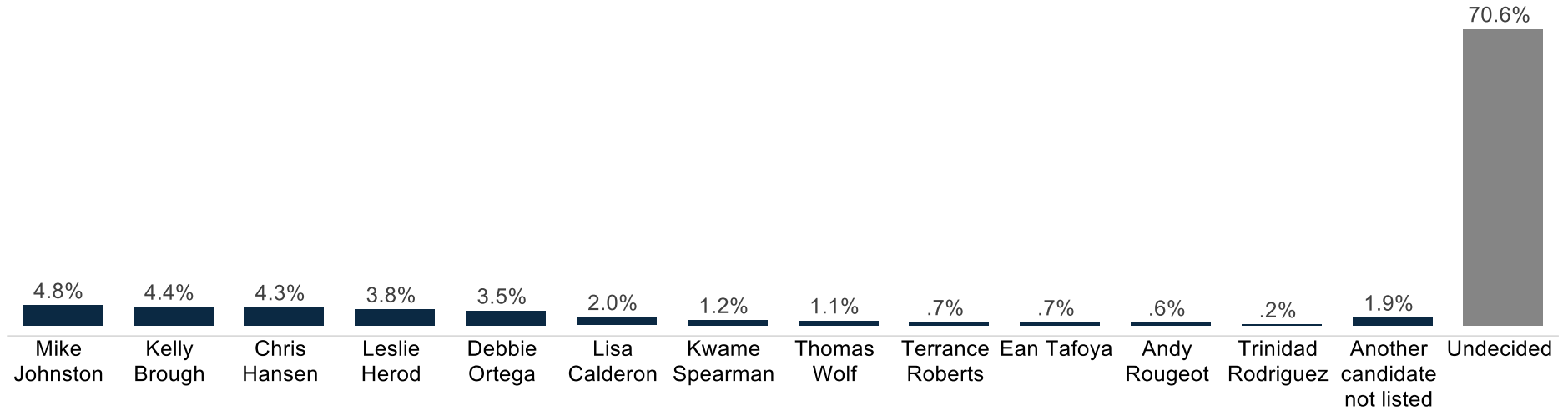
If the general election for Mayor of Denver was held today, and you had to make a choice, who would you vote for?



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No clear second choice candidate for Denver mayor



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Mike Johnston	4%	7%	5%	2%	6%	2%	7%	4%	6%	4%	5%	5%	4%	4%	6%	6%	2%	2%	7%	6%	2%	3%	2%	5%	8%
Kelly Brough	4%	4%	3%	1%	3%	4%	11%	4%	4%	5%	4%	5%	3%	4%	5%	5%	3%	3%	5%	4%	5%	2%	4%	3%	8%
Chris Hansen	8%	7%	1%	1%	4%	9%	3%	1%	4%	6%	3%	5%	4%	3%	5%	3%	4%	5%	5%	2%	6%	2%	2%	6%	6%
Leslie Herod	4%	10%	4%	6%	1%	2%	0%	4%	3%	5%	0%	6%	2%	3%	8%	5%	3%	5%	3%	3%	5%	0%	4%	7%	4%
Debbie Ortega	2%	4%	2%	8%	3%	0%	3%	4%	3%	4%	0%	5%	2%	4%	4%	5%	2%	3%	3%	5%	0%	4%	4%	5%	5%
Lisa Calderon	0%	4%	0%	4%	2%	4%	0%	1%	1%	3%	0%	3%	2%	2%	5%	1%	4%	3%	2%	1%	4%	2%	4%	3%	1%
Kwame Spearman	0%	4%	2%	1%	2%	0%	0%	0%	1%	2%	2%	0%	1%	1%	2%	0%	0%	2%	2%	0%	0%	0%	0%	2%	2%
Thomas Wolf	0%	2%	0%	1%	2%	2%	1%	1%	1%	2%	0%	2%	1%	0%	2%	0%	0%	2%	2%	0%	3%	2%	1%	1%	1%
Terrance Roberts	0%	2%	0%	1%	2%	0%	0%	0%	2%	0%	0%	1%	1%	0%	3%	1%	1%	2%	0%	1%	1%	0%	2%	0%	1%
Ean Tafoya	0%	0%	2%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	2%
Andy Rougeot	2%	0%	0%	1%	0%	2%	0%	1%	1%	0%	4%	0%	0%	1%	0%	1%	0%	1%	1%	0%	2%	2%	0%	1%	0%
Trinidad Rodriguez	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Another candidate not listed	4%	0%	2%	2%	2%	0%	3%	1%	2%	2%	3%	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	2%	0%	1%	2%
Undecided	73%	57%	79%	70%	73%	72%	70%	78%	72%	66%	78%	64%	79%	73%	62%	66%	79%	75%	68%	68%	78%	82%	77%	69%	60%

If your preferred candidate doesn't make the runoff election, who would be your second choice for Denver mayor?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Mayor Ballot – 1st to 2nd Choice

	Kelly Brough	Leslie Herod	Mike Johnston	Chris Hansen	Debbie Ortega	Andy Rougeot	Lisa Calderon	Terrance Roberts	Kwame Spearman	Thomas Wolf	Trinidad Rodriguez	Ean Tafoya	Another candidate not listed	Undecided
Mike Johnston	16%	3%	4%	35%	7%	17%	0%	0%	17%	0%	0%	0%	0%	1%
Kelly Brough	4%	12%	13%	19%	19%	18%	10%	16%	0%	0%	0%	0%	6%	0%
Chris Hansen	15%	4%	26%	0%	0%	0%	9%	38%	33%	0%	48%	0%	0%	0%
Leslie Herod	10%	4%	13%	0%	26%	0%	30%	0%	21%	0%	0%	0%	0%	0%
Debbie Ortega	3%	25%	6%	7%	0%	0%	0%	18%	0%	0%	52%	0%	0%	1%
Lisa Calderon	0%	20%	0%	0%	12%	0%	12%	0%	0%	0%	0%	0%	0%	0%
Kwame Spearman	3%	9%	0%	0%	6%	8%	0%	0%	0%	0%	0%	0%	0%	0%
Thomas Wolf	0%	0%	4%	5%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%
Terrance Roberts	3%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%
Ean Tafoya	3%	0%	0%	0%	0%	0%	18%	0%	0%	0%	0%	0%	0%	0%
Andy Rougeot	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	4%	0%
Trinidad Rodriguez	0%	0%	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	0%	0%
Another candidate not listed	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	41%	0%
Undecided	42%	23%	34%	28%	29%	24%	20%	28%	15%	100%	0%	0%	49%	97%

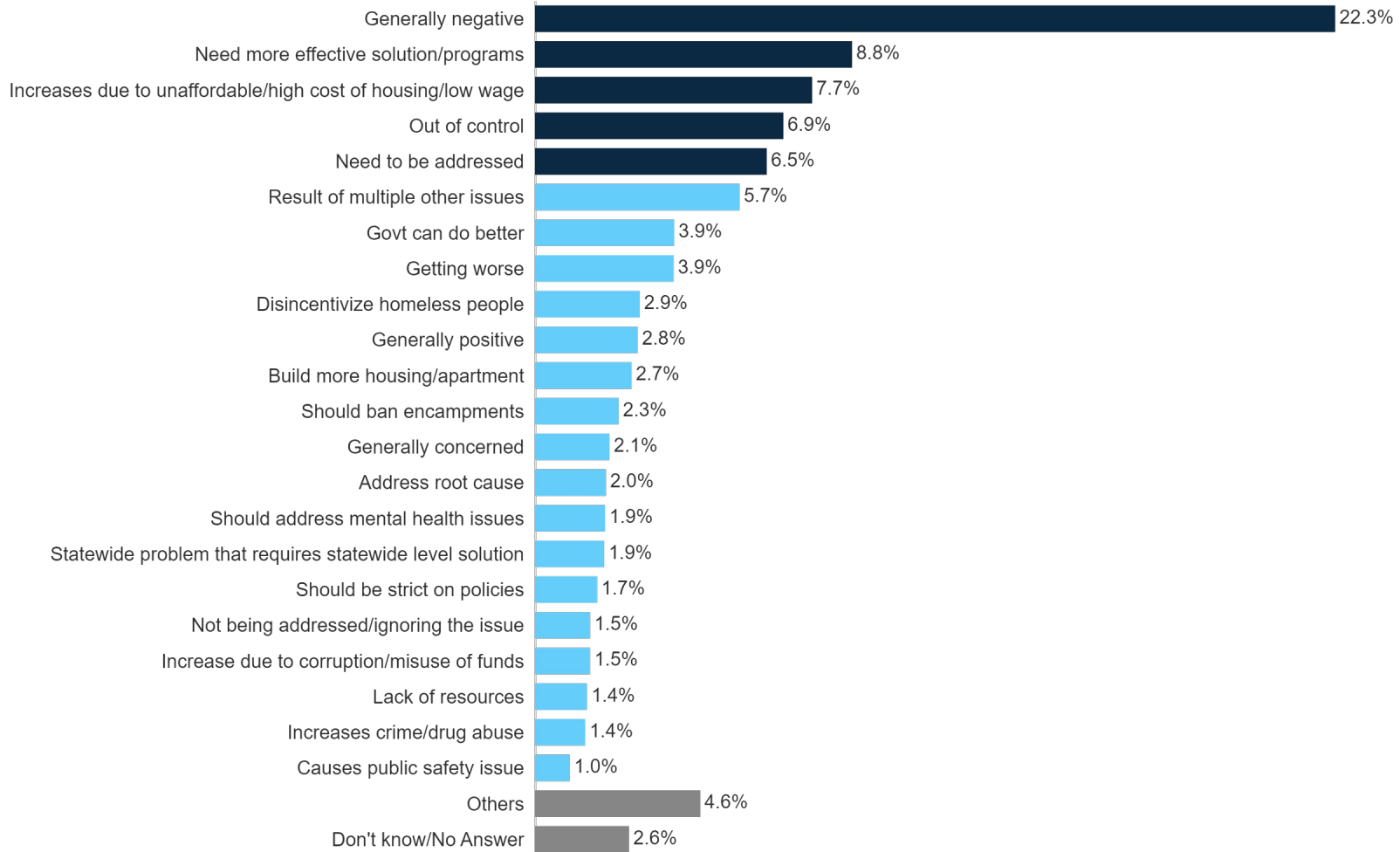
*1st choice as the columns, 2nd choice as the rows



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Homelessness Verbatim



In a few of your own words, how would you describe what is going on with the issue of homelessness in Denver? Use as many words as you like.



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Homelessness Verbatims

“More must be done to keep homeless who have addiction and mental illness off the streets so that the people who live in the city are safe.” – woman 65+, somewhat liberal Democrat

“Homelessness is dominating Denver and will impede any other initiative, such as parks and recs, economic development, small business growth, etc. It cannot be allowed to continue in such high concentrations in the downtown and surrounding core.” - woman 35-49, somewhat liberal Democrat

“The politicians aren't doing nearly enough to resolve the problem. it's become dangerous for families to go downtown. I want a humane response, but the city needs to do something.” – woman 50-64, very liberal Democrat

“Homelessness is a major problem in Denver and must be addressed by the next mayor who also must figure out a way to address urban camping. Homelessness and crime are the top issues that need to be addressed.” – man 50-64, moderate Republican

“The city officials are losing control of the city... overriding anarchy... creates two unsafe situations on our streets: poor sanitation practices and an increase in crime. Denver is not focusing on the essential services that we need to serve those who are experiencing homelessness, including adequate mental health care, stable, housing, options, and inpatient drug treatment.” – man 35-49, moderate Republican

In a few of your own words, how would you describe what is going on with the issue of homelessness in Denver? Use as many words as you like.



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Homelessness Verbatim Heatmap

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Generally negative	19%	20%	34%	28%	17%	11%	22%	22%	23%	22%	23%	20%	27%	23%	18%	22%	22%	19%	23%	25%	16%	15%	20%	23%	26%
Need more effective solution/programs	10%	9%	7%	9%	6%	6%	13%	7%	6%	11%	9%	11%	6%	9%	11%	6%	9%	9%	8%	12%	6%	10%	10%	8%	
Increases due to unaffordable/high cost of...	12%	10%	5%	9%	8%	4%	7%	5%	9%	8%	3%	8%	9%	7%	8%	7%	9%	8%	8%	7%	10%	10%	4%	8%	
Out of control	6%	4%	11%	3%	12%	11%	3%	4%	6%	9%	14%	5%	8%	7%	6%	5%	11%	4%	8%	6%	11%	16%	4%	8%	3%
Need to be addressed	4%	9%	7%	8%	6%	6%	5%	7%	3%	9%	0%	9%	3%	6%	9%	4%	11%	10%	6%	6%	9%	5%	11%	4%	7%
Result of multiple other issues	9%	6%	3%	5%	10%	11%	0%	9%	7%	3%	3%	5%	8%	5%	6%	4%	8%	8%	5%	6%	4%	3%	4%	9%	5%
Govt can do better	4%	6%	5%	4%	3%	2%	3%	5%	3%	4%	4%	2%	6%	3%	4%	4%	2%	8%	3%	2%	8%	3%	5%	5%	2%
Getting worse	11%	5%	2%	0%	5%	6%	1%	2%	4%	5%	6%	3%	3%	4%	5%	5%	2%	2%	5%	4%	3%	10%	2%	3%	2%
Disincentivize homeless people	0%	4%	4%	1%	4%	3%	5%	4%	5%	1%	7%	1%	4%	2%	7%	1%	6%	3%	3%	3%	3%	0%	4%	3%	4%
Generally positive	0%	0%	3%	5%	2%	0%	7%	0%	6%	2%	2%	4%	1%	4%	1%	4%	1%	4%	3%	3%	8%	0%	1%	3%	
Build more housing/apartment	5%	0%	2%	0%	6%	5%	3%	0%	3%	3%	0%	5%	0%	3%	5%	3%	2%	3%	3%	2%	5%	4%	0%	2%	4%
Should ban encampments	0%	0%	1%	2%	0%	11%	3%	1%	3%	2%	4%	1%	3%	2%	1%	3%	1%	0%	2%	3%	2%	4%	2%	1%	3%
Generally concerned	0%	2%	2%	5%	0%	2%	3%	4%	2%	1%	3%	3%	0%	3%	0%	2%	2%	4%	2%	3%	1%	2%	4%	2%	1%
Address root cause	4%	2%	0%	1%	3%	4%	0%	3%	1%	2%	0%	2%	2%	2%	0%	2%	2%	2%	2%	2%	1%	2%	1%	3%	1%
Should address mental health issues	4%	6%	2%	1%	0%	0%	2%	0%	3%	2%	0%	2%	2%	2%	3%	2%	2%	3%	1%	2%	1%	3%	4%	1%	2%
Statewide problem that requires statewide...	0%	0%	3%	4%	0%	0%	4%	2%	2%	2%	0%	3%	1%	2%	1%	3%	0%	1%	2%	2%	1%	0%	4%	3%	2%
Should be strict on policies	0%	2%	0%	3%	1%	4%	1%	2%	2%	1%	7%	1%	1%	2%	0%	2%	1%	3%	1%	2%	2%	2%	0%	2%	2%
Not being addressed/ignoring the issue	4%	2%	0%	0%	4%	0%	2%	5%	1%	1%	3%	1%	2%	2%	1%	2%	0%	2%	1%	3%	2%	0%	0%	0%	2%
Increase due to corruption/misuse of funds	0%	4%	0%	1%	0%	3%	3%	1%	1%	2%	5%	1%	1%	1%	1%	1%	2%	0%	2%	1%	0%	2%	3%	1%	
Lack of resources	4%	4%	0%	0%	2%	0%	1%	1%	2%	1%	0%	2%	1%	2%	0%	2%	1%	0%	2%	2%	1%	1%	2%	2%	1%
Increases crime/drug abuse	2%	3%	0%	1%	2%	0%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	0%	0%	2%	1%	2%	3%	0%	2%	1%
Causes public safety issue	0%	2%	2%	0%	2%	0%	2%	1%	1%	1%	0%	1%	2%	1%	3%	1%	1%	0%	2%	1%	0%	0%	2%	0%	2%
Others	2%	2%	7%	7%	5%	4%	3%	8%	3%	4%	5%	4%	5%	5%	5%	4%	7%	7%	3%	5%	4%	2%	5%	7%	5%
Don't know/No Answer	0%	0%	2%	1%	5%	6%	4%	5%	2%	2%	0%	3%	2%	3%	3%	2%	3%	3%	3%	3%	0%	4%	2%	3%	

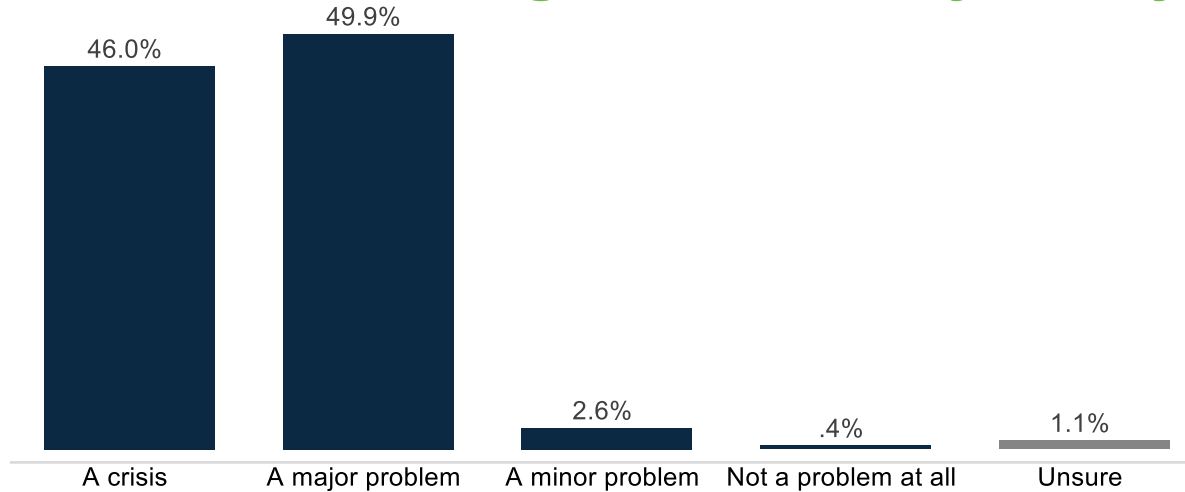
In a few of your own words, how would you describe what is going on with the issue of homelessness in Denver? Use as many words as you like.



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Homelessness universally recognized as a major problem; renters, voters <65, and NE geo most likely to say “crisis”



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
A crisis	52%	59%	57%	36%	44%	54%	30%	42%	44%	49%	51%	46%	44%	45%	59%	42%	53%	41%	49%	43%	55%	47%	51%	51%	38%
A major problem	43%	41%	43%	57%	47%	46%	65%	53%	51%	48%	49%	50%	51%	51%	39%	55%	41%	54%	48%	54%	39%	47%	45%	46%	60%
A minor problem	0%	0%	0%	6%	5%	0%	5%	4%	2%	2%	0%	3%	2%	3%	0%	2%	3%	2%	3%	3%	3%	4%	0%	2%	1%
Not a problem at all	2%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	2%	0%	0%
Unsure	2%	0%	0%	2%	3%	0%	0%	1%	2%	1%	0%	1%	2%	1%	2%	0%	2%	2%	0%	0%	2%	2%	2%	1%	1%

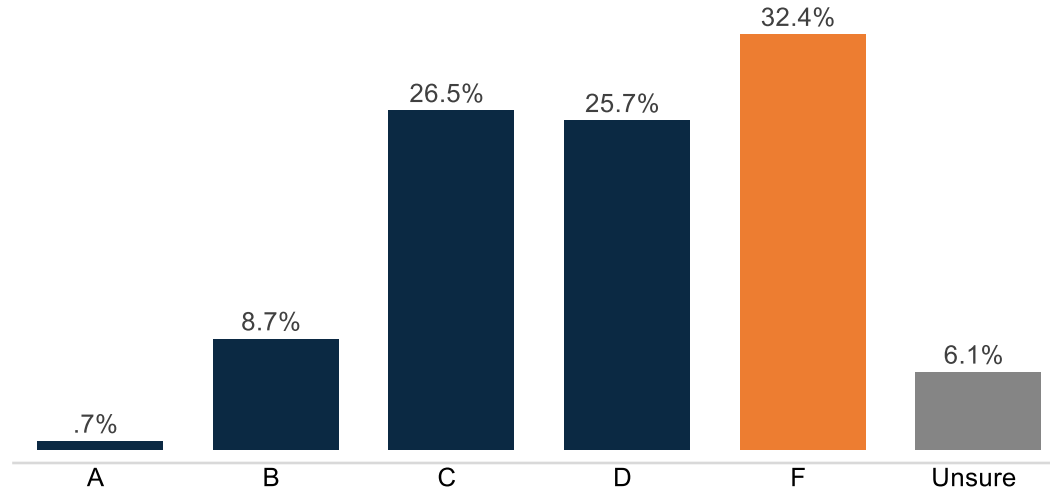
Would you say homelessness in Denver is a crisis, a major problem, a minor problem, or not a problem at all?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Voters <50, Republicans, and UAFs give Denver's efforts to reduce homelessness an "F" rating



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
A	0%	0%	0%	3%	0%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%	0%	2%	1%	0%	
B	4%	6%	8%	13%	5%	7%	15%	7%	7%	10%	3%	12%	4%	10%	6%	10%	5%	9%	9%	9%	9%	14%	7%	7%	9%
C	22%	21%	27%	28%	32%	22%	30%	28%	31%	23%	16%	30%	24%	28%	24%	29%	22%	32%	24%	25%	29%	30%	20%	24%	27%
D	30%	23%	30%	26%	19%	28%	25%	25%	22%	28%	25%	25%	26%	25%	23%	26%	25%	23%	26%	26%	24%	25%	26%	22%	30%
F	38%	43%	31%	19%	40%	43%	22%	36%	30%	32%	42%	26%	42%	29%	44%	28%	41%	31%	34%	33%	30%	24%	38%	41%	29%
Unsure	6%	7%	4%	11%	4%	0%	7%	4%	8%	6%	14%	6%	3%	8%	2%	6%	7%	4%	6%	6%	7%	7%	8%	4%	4%

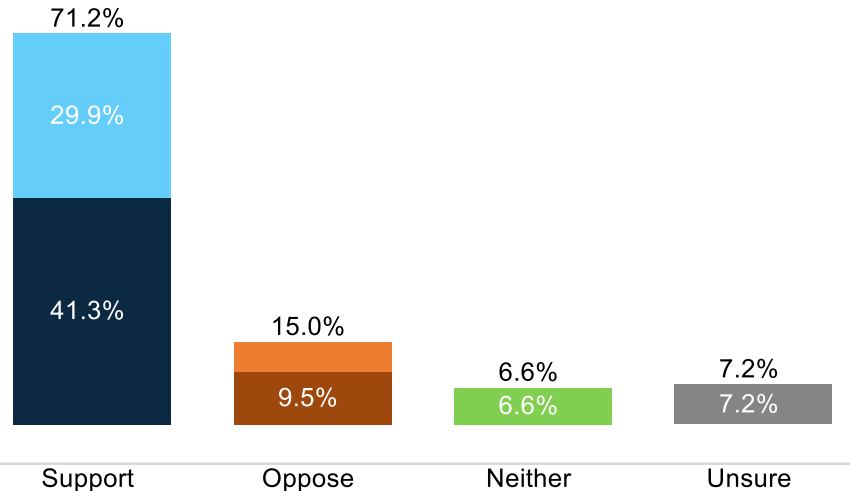
How would you grade the city of Denver's efforts to reduce homelessness?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

UAFs support broadly popular proposal to treat people suffering addiction using taxpayer funding



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	79%	71%	68%	72%	67%	76%	68%	67%	69%	75%	53%	79%	65%	73%	70%	74%	65%	67%	73%	74%	67%	72%	62%	64%	77%
Oppose Total	10%	14%	20%	11%	18%	15%	17%	16%	15%	15%	31%	8%	20%	14%	16%	12%	19%	20%	14%	13%	21%	15%	24%	17%	12%
Strongly support	55%	45%	38%	35%	37%	45%	40%	37%	32%	50%	24%	50%	33%	41%	46%	44%	36%	30%	46%	42%	39%	48%	29%	34%	45%
Somewhat support	24%	25%	30%	37%	31%	31%	28%	30%	37%	25%	28%	30%	31%	32%	24%	30%	29%	37%	27%	31%	28%	23%	33%	30%	32%
Neither support nor oppose	7%	8%	7%	2%	10%	2%	11%	9%	9%	4%	7%	5%	10%	6%	6%	6%	8%	8%	7%	8%	3%	5%	7%	10%	5%
Somewhat oppose	3%	4%	4%	2%	5%	6%	13%	3%	6%	6%	6%	4%	7%	6%	5%	5%	6%	5%	6%	4%	8%	3%	6%	7%	5%
Strongly oppose	7%	10%	17%	9%	12%	9%	4%	12%	9%	9%	25%	4%	13%	8%	11%	8%	13%	14%	8%	8%	13%	13%	17%	10%	7%
Undecided	4%	7%	5%	15%	5%	7%	4%	9%	6%	7%	9%	7%	6%	7%	8%	7%	7%	6%	6%	6%	9%	8%	7%	9%	6%

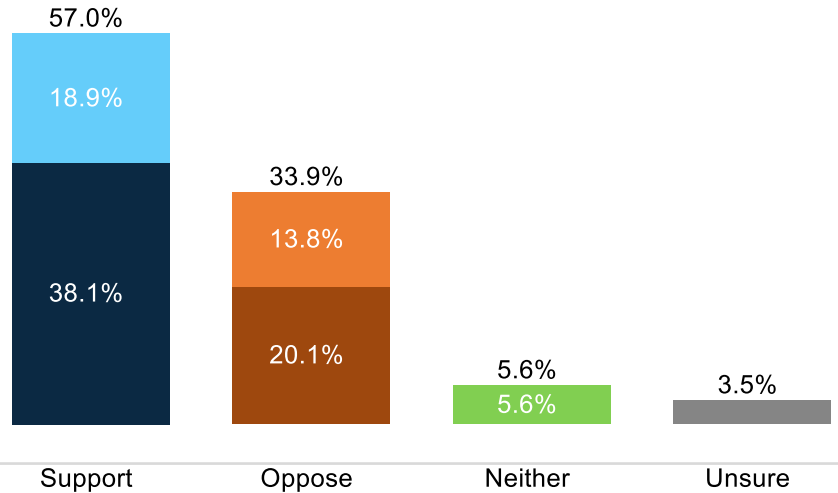
Would you support or oppose a city requirement for people experiencing serious addiction living on the streets of Denver to receive professional support and mental health treatment using taxpayer funding?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Near majority of Democrats support “sweeps” with strong support from Republicans, UAFs, and 4/4 election voters



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	39%	43%	53%	64%	65%	68%	62%	60%	66%	49%	82%	48%	64%	58%	49%	56%	57%	46%	62%	62%	45%	56%	50%	59%	62%
Oppose Total	51%	44%	32%	34%	24%	30%	27%	32%	29%	39%	16%	40%	28%	34%	35%	34%	35%	46%	29%	28%	47%	29%	40%	29%	32%
Strongly support	27%	26%	37%	33%	50%	56%	40%	41%	42%	34%	63%	27%	51%	37%	38%	39%	36%	26%	45%	42%	31%	40%	34%	41%	40%
Somewhat support	12%	17%	17%	30%	15%	12%	22%	19%	24%	15%	19%	22%	13%	21%	10%	17%	21%	19%	18%	20%	14%	16%	16%	18%	22%
Neither support nor oppose	6%	7%	10%	1%	7%	0%	8%	6%	4%	7%	2%	6%	6%	4%	11%	6%	6%	7%	5%	6%	5%	6%	4%	9%	5%
Somewhat oppose	10%	20%	14%	14%	10%	12%	16%	10%	14%	15%	11%	15%	11%	14%	12%	14%	13%	20%	11%	14%	15%	8%	15%	10%	15%
Strongly oppose	41%	25%	18%	20%	14%	18%	11%	22%	14%	24%	5%	25%	18%	20%	23%	20%	21%	26%	17%	15%	32%	21%	25%	18%	16%
Undecided	4%	6%	5%	1%	4%	2%	3%	2%	1%	6%	0%	6%	1%	3%	5%	4%	2%	1%	4%	4%	3%	9%	6%	3%	2%

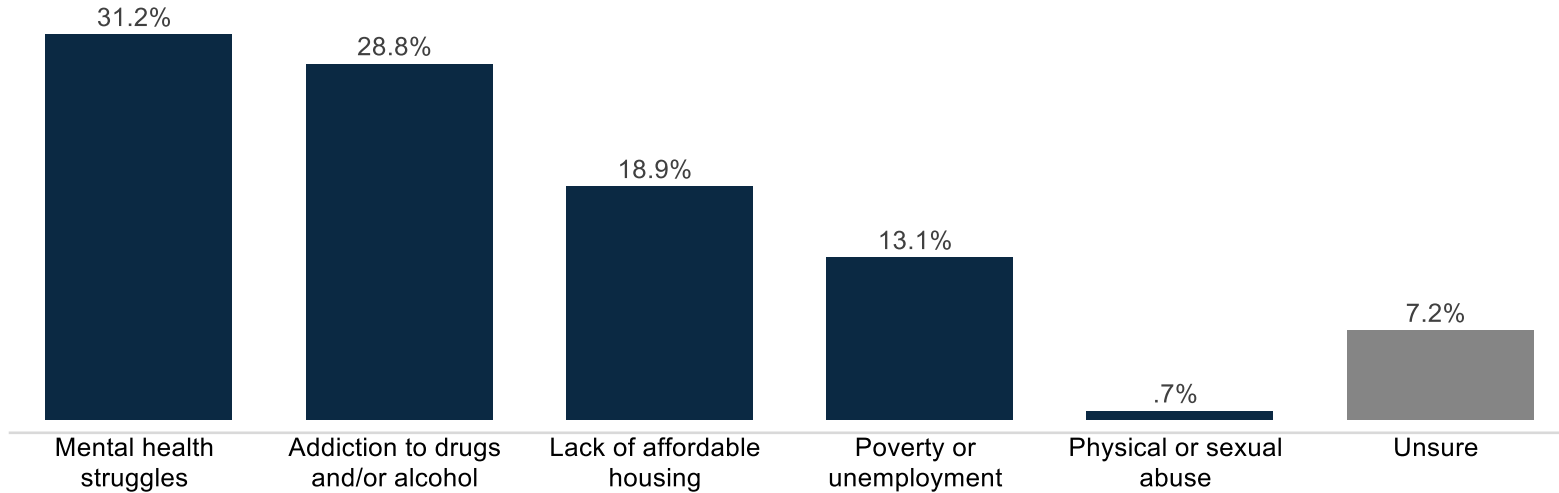
Do you support or oppose the city policy, known as “sweeps”, to have police remove homeless encampments with a 72-hour notice to occupants?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Republicans and UAFs say addiction is primary driver of homelessness while Democrats blame mental health



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Mental health struggles	31%	26%	25%	33%	40%	32%	31%	26%	31%	34%	21%	36%	26%	32%	31%	36%	21%	23%	33%	32%	26%	29%	31%	29%	31%
Addiction to drugs and/or alcohol	24%	31%	33%	21%	31%	39%	28%	32%	30%	26%	50%	19%	40%	28%	28%	26%	35%	23%	33%	31%	26%	29%	30%	30%	29%
Lack of affordable housing	28%	27%	17%	15%	21%	12%	15%	15%	17%	23%	8%	21%	20%	19%	22%	18%	21%	27%	15%	15%	29%	24%	15%	18%	16%
Poverty or unemployment	13%	6%	17%	19%	7%	7%	19%	17%	14%	10%	10%	15%	10%	14%	11%	12%	14%	16%	12%	14%	11%	12%	13%	15%	13%
Physical or sexual abuse	0%	0%	0%	1%	2%	2%	0%	1%	1%	0%	4%	1%	0%	1%	1%	1%	0%	1%	1%	1%	2%	2%	0%	1%	
Unsure	4%	11%	9%	11%	0%	8%	7%	9%	7%	6%	7%	9%	4%	7%	8%	7%	9%	10%	6%	8%	7%	3%	9%	7%	11%

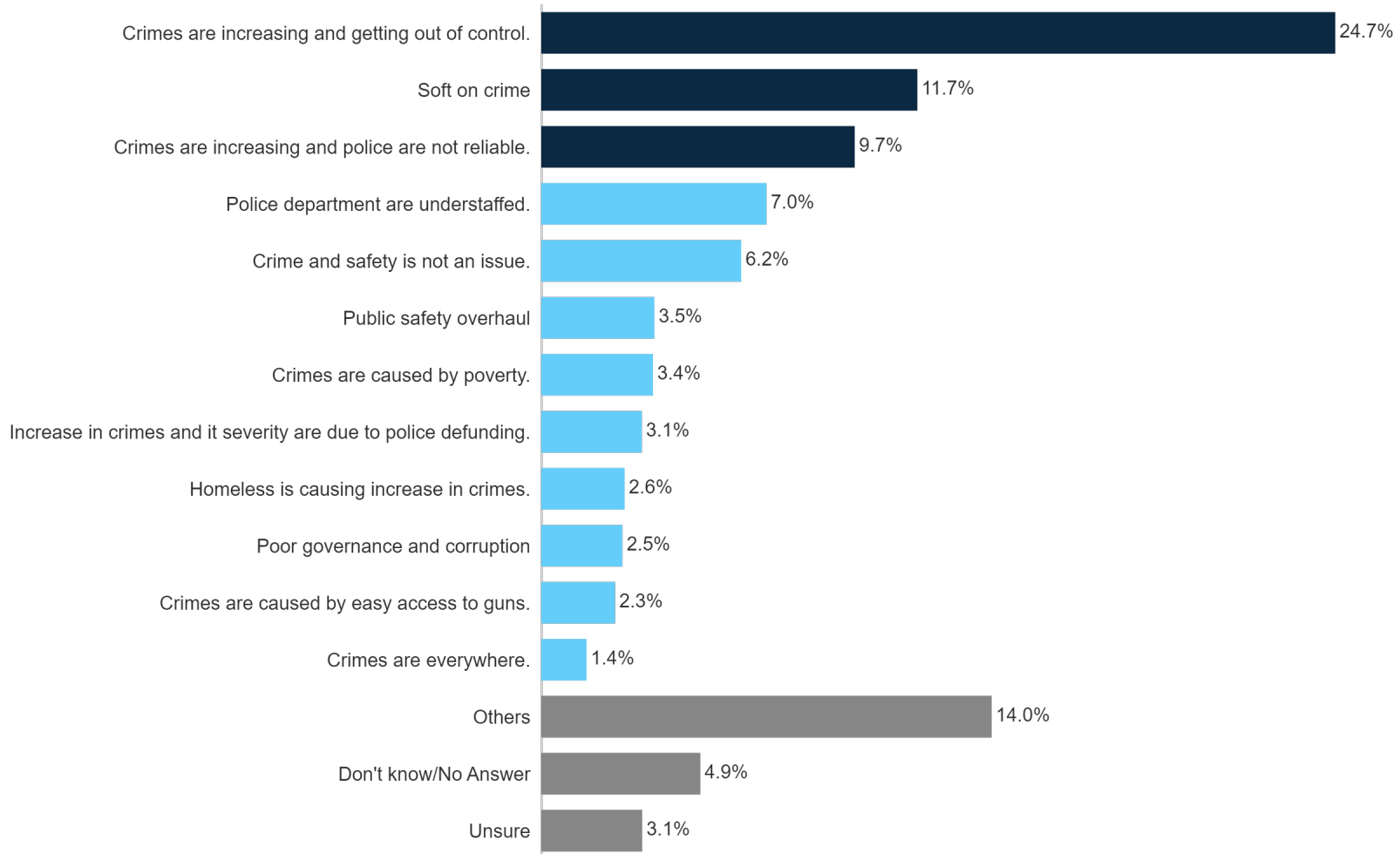
Out of the following options, what do you believe is the largest cause of homelessness?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Safety Verbatim



*In a few of your own words, how would you describe what is going on with crime and public safety in Denver?
Use as many words as you like.*



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Safety Verbatim

“It’s not good. Public safety seems to be at an all-time low and crime at an all-time high.”

– woman 50-64, very liberal Democrat

“My car has been broken into multiple times and I live in a very nice neighborhood. Denver is gross.”

– man 35-49, somewhat liberal UAF

“The police have stopped doing their job... People don't talk to their neighbors.”

– man 35-49, very liberal Democrat

“Scary, unsettling, (and) fearful. Prohibits us from doing things in city. Prohibits my daughter from living a teenage life.” – woman 50-64, somewhat conservative Republican

“We need to abandon any policies that call for the defunding of police.”

– woman 50-64, moderate UAF

“Enforce the law. Hold people accountable for their actions and give them help when possible. Letting a crack addict live on the streets is cruel.” – man 50-64, somewhat conservative UAF

Safety Verbatim Heatmap

	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Crimes are increasing and getting out of control.	24%	39%	30%	19%	33%	20%	11%	21%	22%	29%	23%	29%	20%	25%	23%	24%	25%	22%	23%	23%	30%	24%	26%	32%	19%
Soft on crime	4%	11%	12%	12%	11%	14%	16%	8%	13%	12%	31%	6%	14%	11%	11%	9%	16%	15%	11%	13%	9%	6%	11%	12%	14%
Crimes are increasing and police are not reliable.	11%	15%	12%	4%	14%	7%	7%	11%	8%	10%	8%	10%	11%	9%	8%	10%	9%	10%	9%	9%	11%	11%	4%	10%	11%
Police department are understaffed.	4%	4%	7%	12%	3%	11%	8%	5%	11%	5%	10%	5%	8%	7%	7%	6%	9%	6%	7%	8%	4%	3%	6%	8%	9%
Crime and safety is not an issue.	13%	2%	5%	7%	9%	2%	6%	8%	5%	6%	0%	8%	4%	7%	4%	8%	2%	5%	8%	6%	8%	10%	3%	4%	6%
Public safety overhaul	4%	6%	4%	3%	1%	0%	6%	1%	4%	4%	4%	4%	2%	3%	3%	4%	2%	3%	3%	3%	4%	3%	4%	3%	4%
Crimes are caused by poverty.	9%	4%	0%	4%	1%	7%	2%	5%	1%	4%	0%	5%	2%	3%	6%	4%	2%	4%	3%	3%	2%	5%	2%	5%	3%
Increase in crimes and it severity are due to police defunding.	4%	4%	3%	3%	3%	4%	2%	4%	3%	3%	5%	1%	7%	2%	7%	3%	3%	0%	4%	3%	3%	9%	6%	3%	1%
Homeless is causing increase in crimes.	8%	2%	3%	1%	0%	6%	0%	4%	3%	1%	0%	2%	4%	2%	3%	3%	2%	2%	3%	2%	3%	1%	6%	3%	1%
Poor governance and corruption	2%	0%	0%	6%	0%	2%	6%	3%	3%	2%	0%	3%	3%	2%	4%	2%	3%	2%	2%	3%	2%	3%	0%	1%	5%
Crimes are caused by easy access to guns.	0%	4%	4%	3%	0%	0%	4%	2%	2%	2%	0%	3%	2%	3%	1%	3%	2%	3%	2%	2%	2%	1%	4%	2%	3%
Crimes are everywhere.	2%	0%	0%	0%	3%	4%	2%	0%	0%	3%	0%	1%	3%	2%	0%	1%	1%	2%	1%	1%	3%	5%	3%	0%	0%
Others	8%	10%	16%	19%	10%	10%	19%	18%	14%	12%	11%	14%	13%	15%	13%	15%	12%	18%	14%	15%	11%	9%	14%	10%	20%
Don't know/No Answer	6%	0%	1%	6%	10%	7%	5%	5%	7%	3%	3%	4%	7%	4%	8%	5%	6%	3%	5%	5%	3%	5%	6%	4%	5%
Unsure	2%	0%	2%	3%	2%	5%	8%	4%	4%	2%	5%	4%	2%	4%	0%	2%	4%	3%	3%	3%	5%	4%	5%	3%	1%

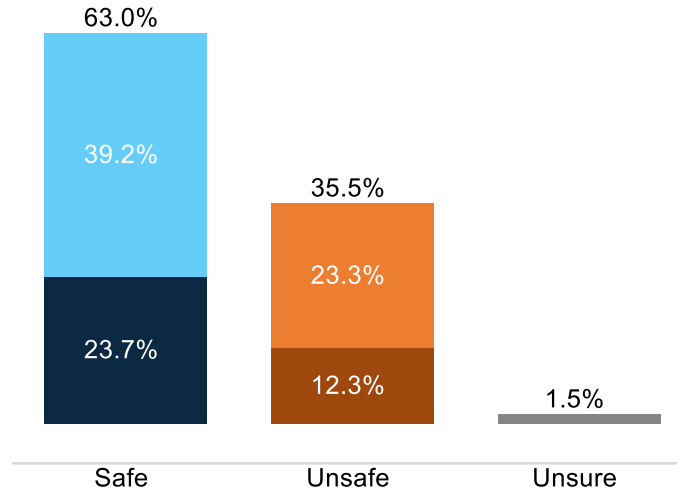
In a few of your own words, how would you describe what is going on with crime and public safety in Denver?
Use as many words as you like.



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Despite feelings on crime and homelessness, majority of voters feel safe in Denver, including UAFs



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Safe Total	66%	61%	46%	69%	61%	66%	70%	66%	58%	65%	40%	73%	55%	66%	53%	65%	58%	68%	64%	63%	63%	62%	68%	59%	64%
Unsafe Total	27%	38%	54%	31%	36%	34%	30%	31%	40%	34%	58%	26%	43%	33%	44%	34%	40%	29%	35%	37%	35%	31%	32%	41%	35%
Very safe	32%	16%	11%	29%	20%	22%	33%	26%	21%	25%	7%	29%	21%	27%	15%	27%	19%	31%	24%	24%	23%	21%	27%	14%	27%
Somewhat safe	34%	44%	35%	40%	41%	44%	37%	40%	37%	40%	33%	44%	34%	39%	38%	38%	39%	37%	40%	38%	41%	41%	41%	45%	37%
Somewhat unsafe	14%	23%	37%	21%	29%	18%	19%	18%	27%	23%	28%	21%	25%	23%	24%	23%	24%	19%	22%	24%	22%	21%	11%	24%	27%
Very unsafe	14%	15%	17%	10%	7%	15%	10%	12%	13%	11%	30%	5%	18%	10%	20%	10%	16%	10%	13%	12%	13%	10%	22%	16%	8%
Unsure	7%	2%	0%	0%	3%	0%	0%	3%	2%	1%	3%	1%	2%	1%	3%	1%	2%	3%	1%	1%	2%	7%	0%	0%	1%

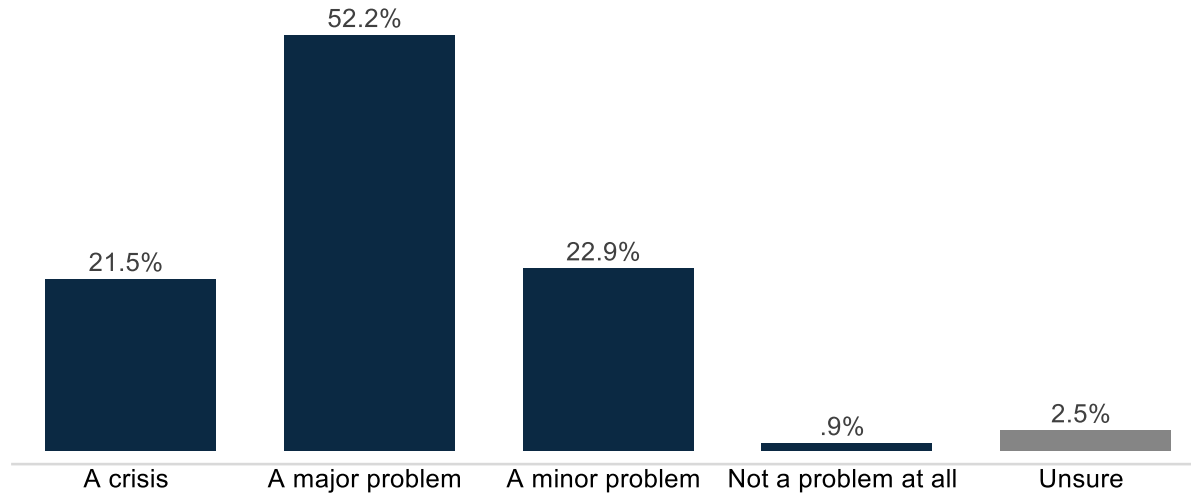
In the past few weeks, how safe or unsafe have you felt in Denver?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Crime is not as much a “crisis” as issue of homelessness but still major problem among diverse majority of voters



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
A crisis	11%	23%	36%	20%	20%	26%	15%	20%	24%	21%	38%	14%	28%	19%	28%	19%	28%	19%	22%	21%	25%	22%	27%	28%	16%
A major problem	38%	45%	45%	58%	56%	48%	66%	44%	60%	50%	55%	51%	54%	53%	48%	49%	56%	61%	48%	54%	48%	44%	42%	51%	60%
A minor problem	42%	29%	16%	18%	22%	22%	17%	29%	14%	27%	7%	30%	16%	25%	18%	28%	14%	16%	28%	23%	23%	30%	31%	16%	22%
Not a problem at all	2%	0%	0%	1%	0%	4%	0%	1%	1%	1%	0%	2%	0%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%
Unsure	6%	2%	3%	3%	1%	0%	1%	6%	1%	2%	0%	3%	2%	2%	5%	3%	2%	4%	1%	1%	3%	5%	0%	4%	2%

Would you say that crime in Denver is a crisis, a major problem, a minor problem, or not a problem at all?

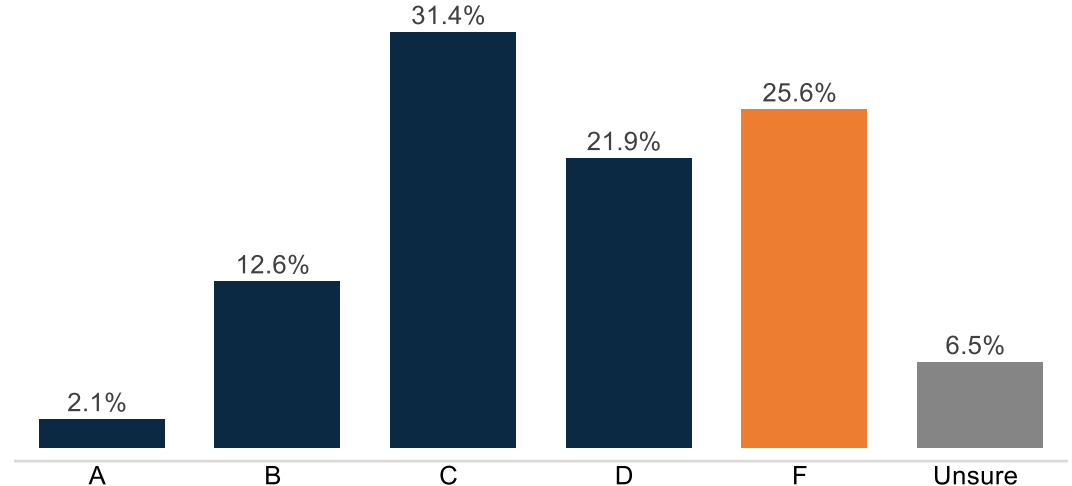


CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Plurality of likely voters give Denver a “C” on crime, grading its efforts more favorably than on homelessness

Republicans, UAFs, and men are most likely to give Denver a failing grade on crime.



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
A	0%	0%	2%	6%	0%	3%	3%	1%	3%	2%	3%	2%	3%	0%	1%	4%	6%	0%	2%	4%	2%	5%	0%	2%	
B	8%	9%	12%	16%	13%	11%	16%	11%	10%	15%	2%	17%	8%	14%	12%	15%	7%	12%	14%	12%	13%	20%	12%	11%	11%
C	52%	26%	27%	34%	28%	22%	31%	32%	33%	30%	18%	36%	28%	33%	24%	32%	31%	35%	31%	31%	32%	32%	42%	27%	29%
D	11%	28%	20%	18%	24%	24%	26%	18%	23%	23%	32%	20%	22%	24%	17%	23%	19%	20%	21%	24%	18%	19%	12%	27%	25%
F	21%	29%	31%	18%	30%	39%	17%	31%	26%	23%	41%	17%	36%	21%	37%	21%	34%	21%	27%	26%	25%	21%	27%	32%	23%
Unsure	8%	7%	7%	8%	5%	2%	6%	6%	6%	7%	4%	8%	5%	7%	9%	7%	5%	7%	7%	6%	8%	6%	4%	3%	9%

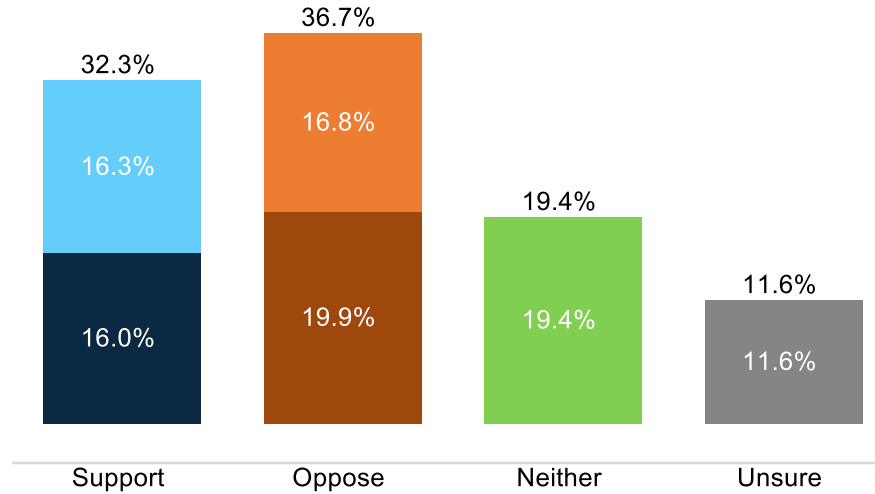
When it comes to crime and public safety in Denver, how would you grade the city of Denver's efforts to reduce crime?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Eliminating police unions is divisive among Democrats and UAFs but solidly opposed by GOP, voters 50-64, and seniors



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	38%	42%	25%	27%	40%	26%	29%	35%	31%	32%	29%	32%	33%	33%	31%	32%	33%	46%	30%	31%	37%	32%	42%	28%	32%
Oppose Total	40%	23%	40%	43%	28%	31%	47%	30%	40%	38%	45%	35%	36%	35%	46%	41%	29%	27%	40%	38%	32%	45%	27%	37%	35%
Strongly support	19%	27%	9%	11%	20%	15%	14%	17%	15%	16%	19%	14%	18%	16%	19%	15%	18%	22%	15%	14%	19%	18%	19%	10%	19%
Somewhat support	19%	15%	15%	16%	20%	12%	15%	18%	17%	15%	10%	18%	15%	17%	13%	17%	15%	24%	15%	16%	18%	14%	23%	18%	13%
Neither support nor oppose	18%	21%	21%	16%	17%	27%	18%	23%	21%	17%	14%	18%	24%	20%	11%	17%	24%	24%	18%	19%	20%	14%	18%	22%	22%
Somewhat oppose	27%	14%	10%	23%	18%	9%	15%	12%	19%	18%	18%	19%	12%	17%	19%	21%	9%	13%	18%	16%	20%	17%	14%	18%	16%
Strongly oppose	12%	9%	30%	20%	11%	22%	32%	18%	21%	20%	27%	16%	24%	18%	27%	20%	20%	13%	22%	22%	12%	28%	13%	19%	19%
Undecided	5%	13%	14%	13%	14%	16%	6%	12%	8%	14%	12%	15%	7%	12%	12%	10%	14%	4%	12%	12%	11%	9%	14%	14%	11%

Do you support or oppose eliminating police unions for police officers?

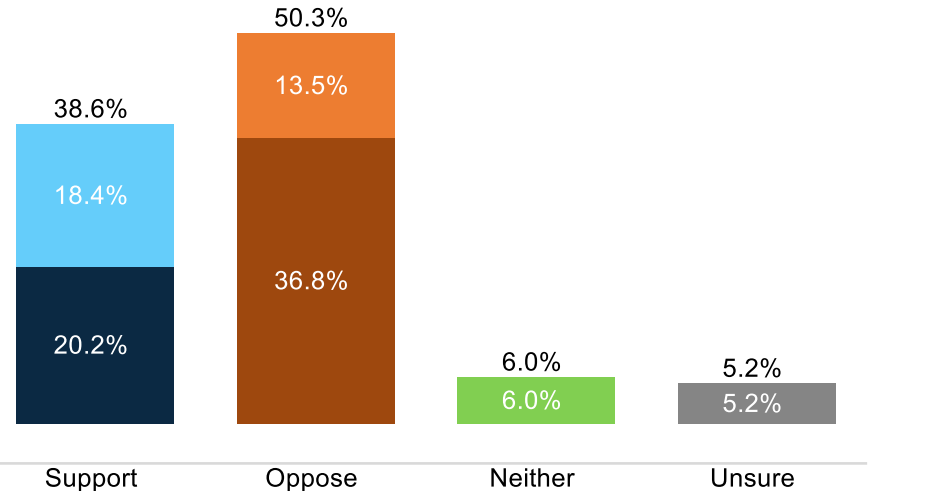


CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

“Defund the Police” opposed by solid majorities of voters 50+, 4/4 voters, and UAFs with only soft support from Democrats

32% of non-white voters *strongly* oppose defunding the police.



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	64%	59%	24%	34%	41%	38%	20%	41%	32%	43%	8%	47%	35%	37%	42%	43%	30%	42%	39%	35%	45%	37%	42%	31%	34%
Oppose Total	25%	33%	58%	56%	46%	53%	71%	49%	57%	46%	83%	36%	62%	51%	47%	48%	56%	41%	54%	54%	41%	51%	46%	56%	55%
Strongly support	46%	41%	13%	12%	17%	18%	6%	20%	17%	22%	5%	23%	20%	19%	28%	24%	14%	22%	19%	16%	31%	25%	18%	17%	16%
Somewhat support	18%	19%	11%	22%	24%	20%	14%	21%	14%	21%	3%	24%	14%	18%	14%	19%	16%	20%	20%	19%	14%	12%	24%	14%	19%
Neither support nor oppose	6%	0%	10%	4%	7%	4%	9%	6%	7%	5%	7%	9%	2%	7%	1%	6%	6%	10%	4%	7%	5%	5%	6%	8%	6%
Somewhat oppose	10%	10%	20%	11%	13%	13%	16%	12%	13%	15%	5%	15%	14%	14%	15%	10%	19%	13%	14%	13%	16%	15%	17%	20%	10%
Strongly oppose	15%	23%	38%	44%	33%	40%	55%	37%	44%	31%	78%	21%	48%	38%	32%	37%	37%	29%	39%	42%	26%	36%	28%	36%	45%
Undecided	5%	8%	8%	6%	5%	5%	0%	4%	4%	7%	2%	8%	2%	5%	10%	3%	8%	7%	3%	4%	9%	7%	6%	5%	4%

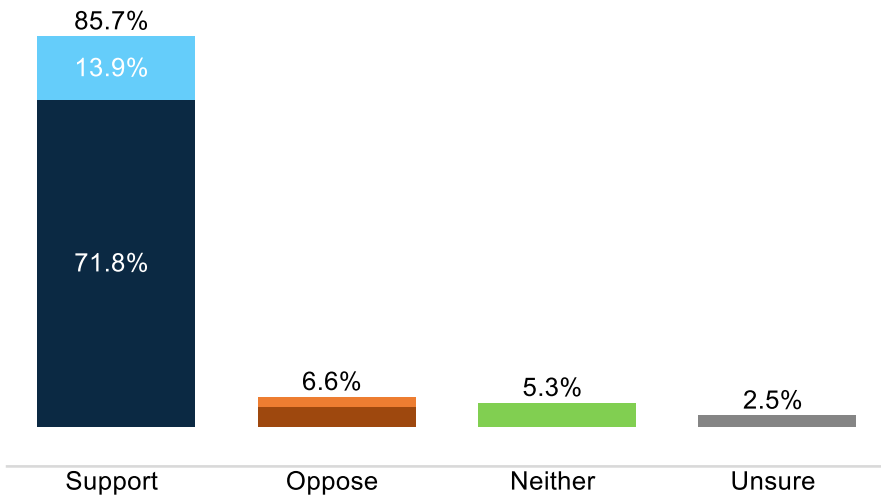
Do you support or oppose reducing the budget of the Denver Police Department and shifting the money toward social welfare programs?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Banning officers with multiple violations from the police force sees broad support including majority of Republicans



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	90%	93%	85%	83%	85%	85%	81%	90%	81%	87%	68%	90%	84%	88%	83%	89%	80%	89%	87%	85%	89%	84%	83%	87%	84%
Oppose Total	0%	2%	7%	15%	6%	4%	8%	2%	9%	7%	19%	5%	6%	6%	7%	4%	11%	7%	5%	7%	5%	3%	13%	5%	8%
Strongly support	78%	86%	75%	67%	71%	71%	60%	73%	67%	75%	50%	80%	65%	74%	68%	73%	69%	73%	73%	68%	80%	75%	73%	74%	65%
Somewhat support	12%	7%	10%	16%	15%	14%	21%	17%	14%	12%	18%	10%	18%	15%	14%	16%	11%	15%	15%	17%	8%	9%	10%	13%	19%
Neither support nor oppose	7%	3%	3%	1%	7%	9%	7%	5%	8%	4%	11%	3%	8%	4%	4%	5%	6%	3%	6%	6%	4%	7%	2%	6%	5%
Somewhat oppose	0%	2%	0%	7%	0%	2%	2%	2%	2%	2%	5%	2%	2%	1%	4%	1%	3%	4%	1%	1%	4%	1%	5%	3%	1%
Strongly oppose	0%	0%	7%	7%	6%	2%	6%	0%	6%	5%	14%	3%	4%	5%	3%	3%	7%	3%	4%	6%	1%	2%	8%	2%	7%
Undecided	2%	2%	4%	1%	2%	2%	3%	2%	3%	2%	2%	3%	3%	2%	6%	2%	3%	1%	2%	3%	2%	6%	2%	2%	2%

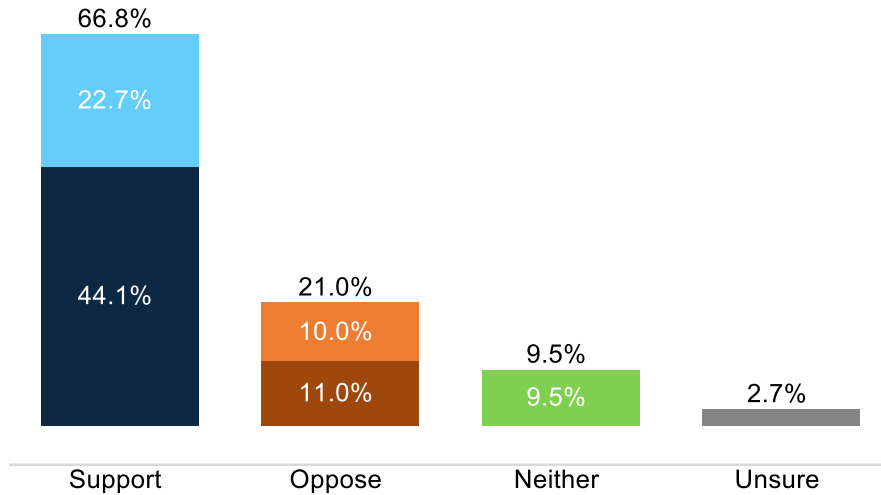
Do you support or oppose prohibiting police officers with multiple incidents of abuse of power from being allowed to serve on the force?



CYGNAL

CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Two-thirds of likely voters support increasing DPD's budget, especially voters 50+ and a majority of Democrats



	18 - 34	F 35 - 49	F 50 - 64	F 65+	M 35 - 49	M 50 - 64	M 65+	West	Southeast	Northeast	Republican	Democrat	Unaffiliated	White	Other Race	College	No College	<\$70k	\$70k+	Homeowner	Renter	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	44%	44%	83%	80%	55%	72%	79%	63%	72%	64%	82%	63%	68%	70%	57%	66%	68%	65%	68%	71%	58%	68%	66%	63%	75%
Oppose Total	45%	38%	5%	8%	30%	19%	12%	23%	15%	24%	5%	24%	21%	19%	28%	22%	19%	23%	22%	19%	26%	21%	21%	19%	17%
Strongly support	27%	21%	59%	54%	37%	40%	59%	42%	50%	41%	67%	33%	56%	44%	41%	42%	48%	40%	45%	50%	30%	39%	44%	45%	53%
Somewhat support	17%	22%	24%	26%	17%	32%	20%	21%	22%	24%	16%	30%	12%	26%	16%	24%	20%	24%	23%	21%	29%	29%	22%	19%	22%
Neither support nor oppose	8%	19%	10%	4%	12%	9%	6%	10%	11%	8%	5%	11%	9%	8%	10%	10%	8%	9%	10%	9%	10%	6%	11%	14%	7%
Somewhat oppose	16%	16%	2%	5%	17%	10%	8%	11%	6%	13%	0%	13%	8%	10%	12%	12%	7%	9%	12%	11%	8%	10%	12%	9%	8%
Strongly oppose	29%	22%	3%	3%	13%	9%	5%	12%	9%	12%	5%	11%	13%	9%	16%	10%	12%	15%	10%	8%	18%	11%	9%	9%	10%
Undecided	2%	0%	2%	7%	3%	0%	2%	4%	1%	3%	8%	2%	3%	3%	5%	1%	4%	3%	1%	1%	6%	5%	2%	4%	1%

Do you support or oppose increasing the budget of the Denver Police Department to hire additional officers and expand training?

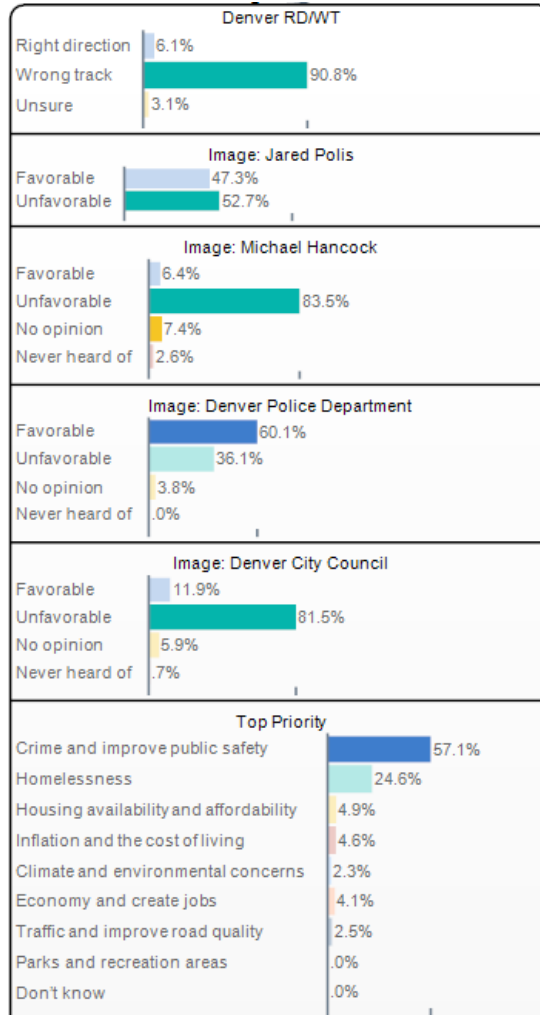


CYGNAL

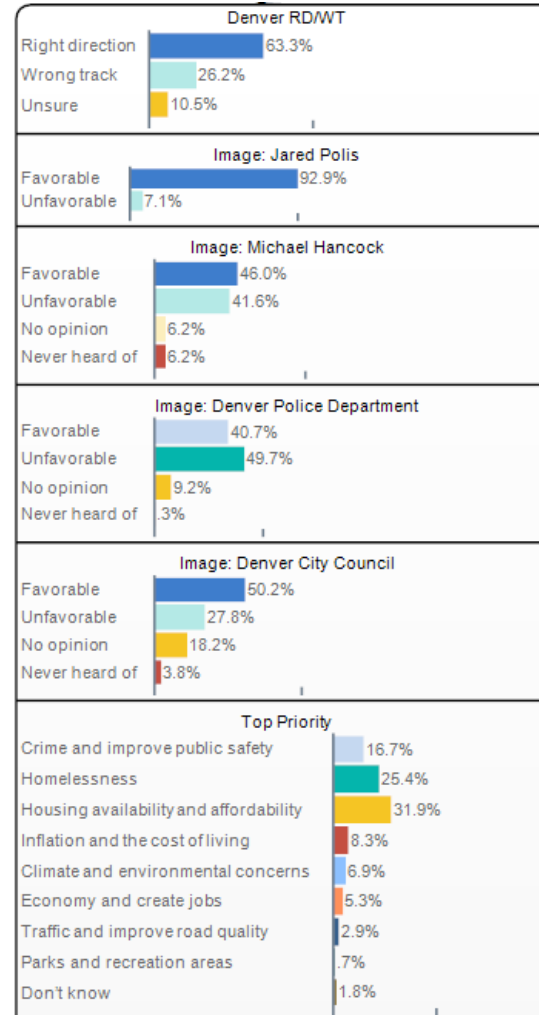
CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Segmentation Analysis:

Dissatisfied UAF/GOP (33%)



Dem (67%)



Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

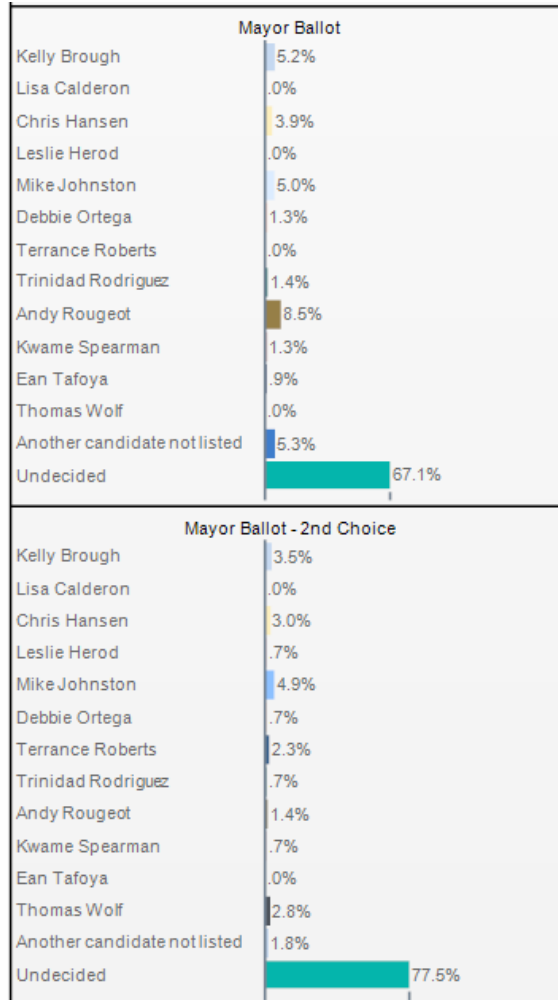


CYGNAL

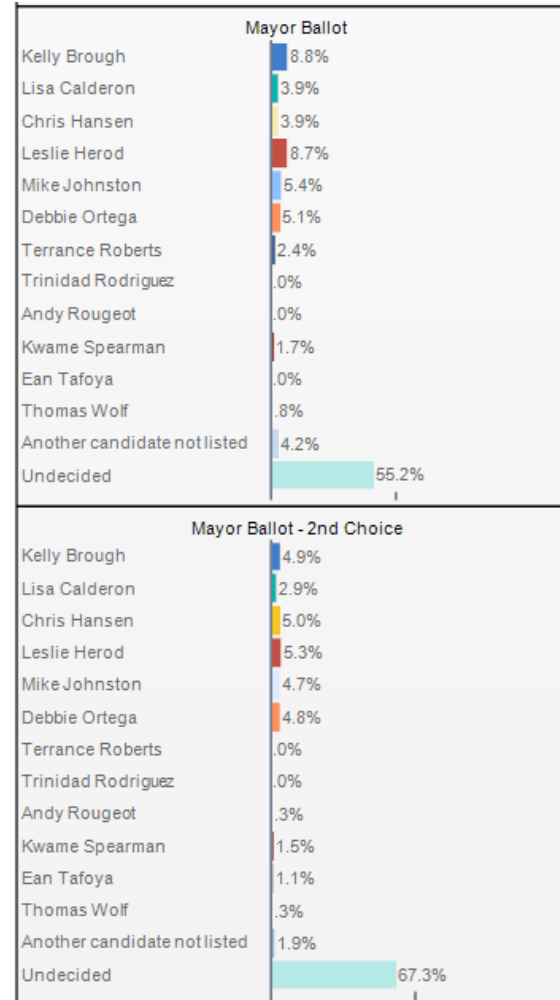
CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Segmentation Analysis:

Dissatisfied UAF/GOP (33%)



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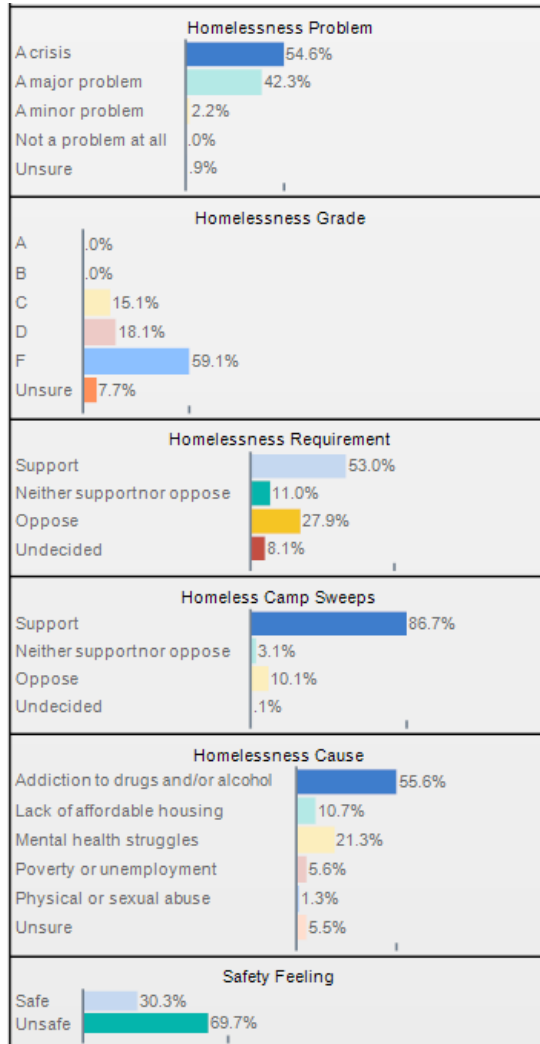


CYGNAL

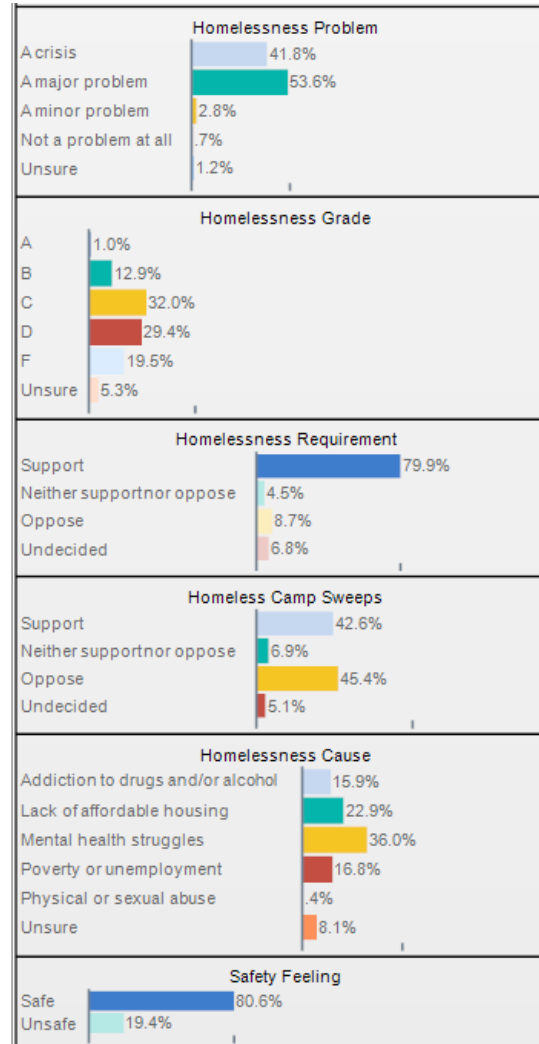
CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Segmentation Analysis:

Dissatisfied UAF/GOP (33%)



Dem (67%)



Latent class analysis was used to determine if there are groups of respondents that emerge in the survey. The segments/groups created are examined in terms of difference in demographics and question responses and named based on the dominating characteristics within the group.

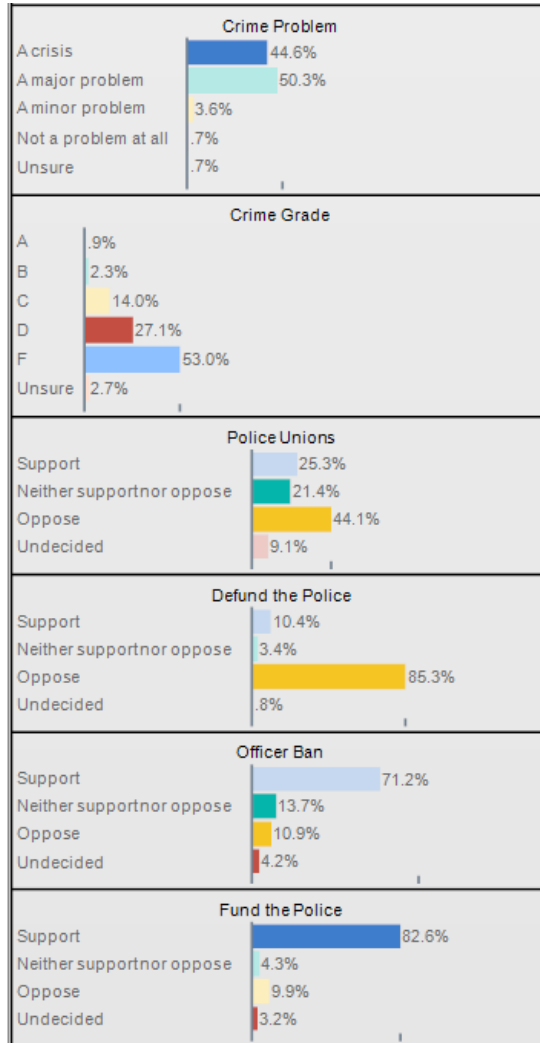


CYGNAL

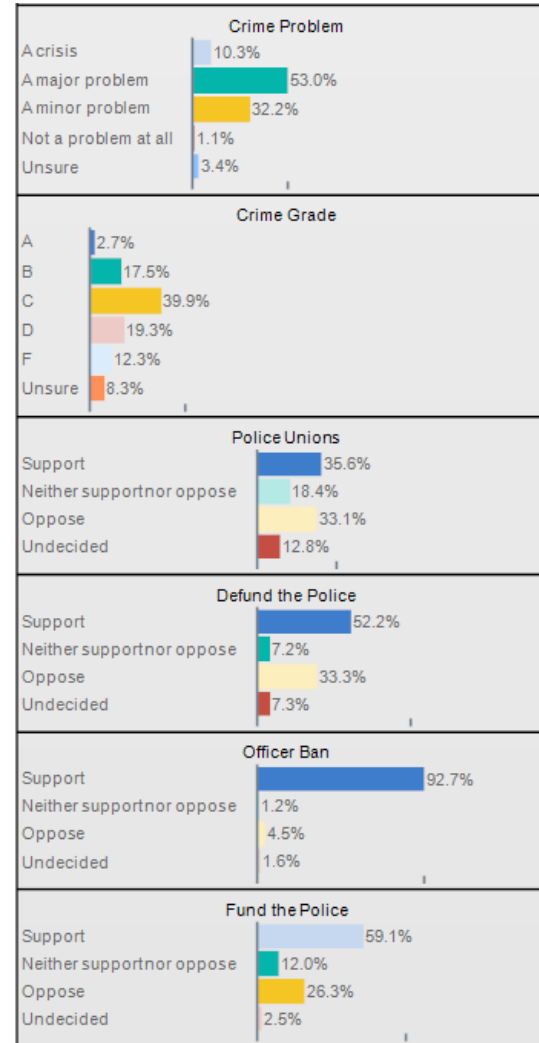
CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Segmentation Analysis:

Dissatisfied NPA/GOP (33%)



Dem (67%)



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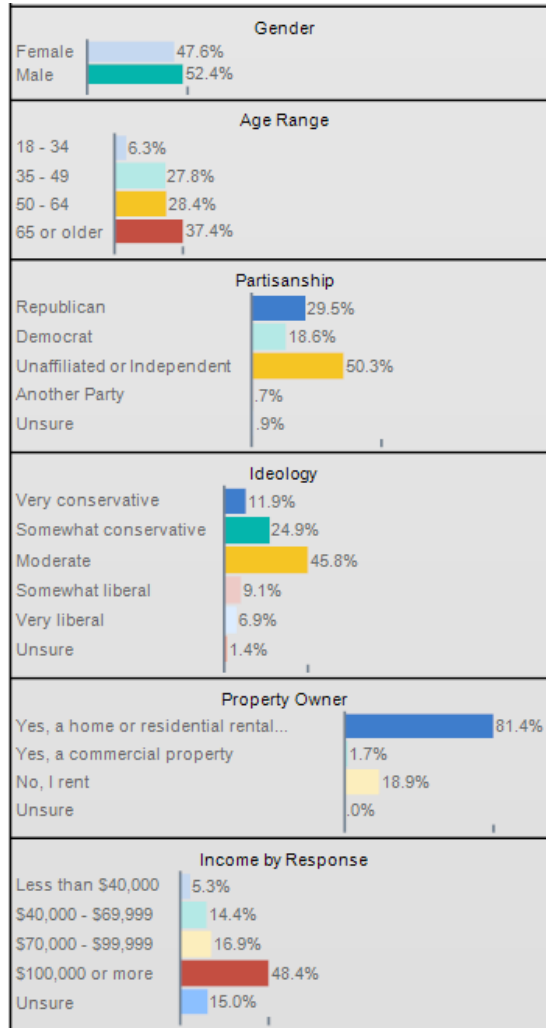


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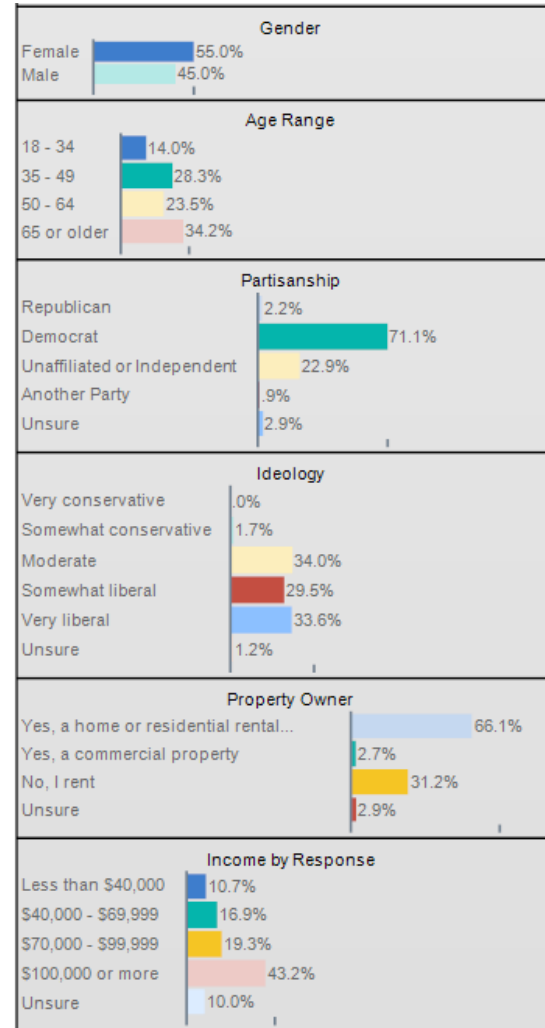
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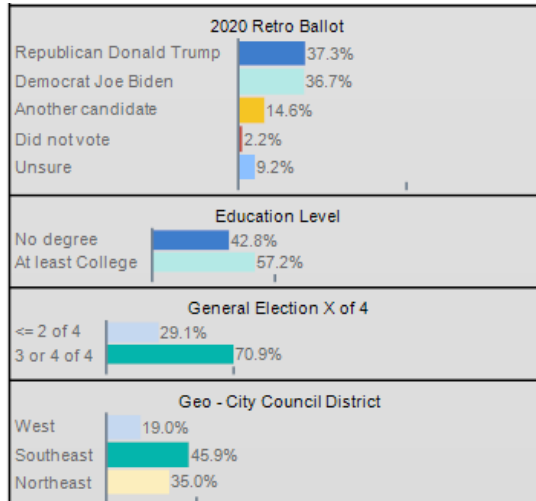


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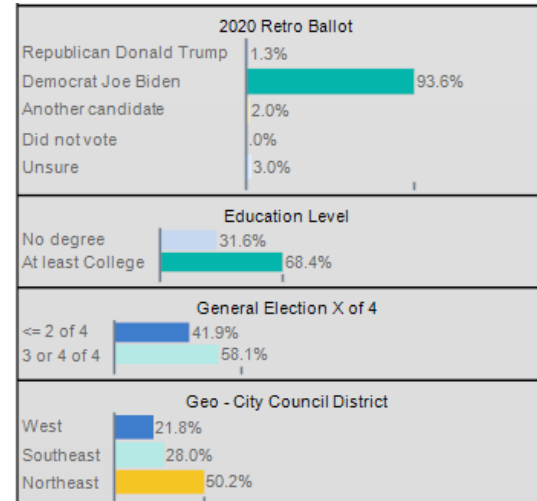
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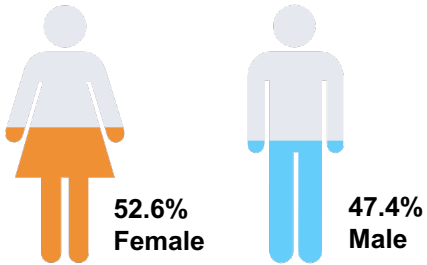


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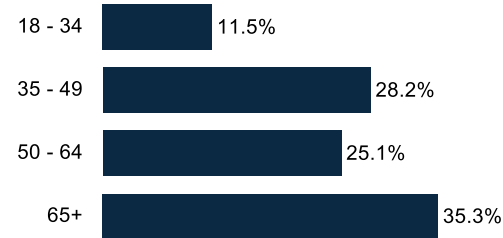
CHISM STRATEGIES
— ADVOCACY & ELECTIONS —

Demographics

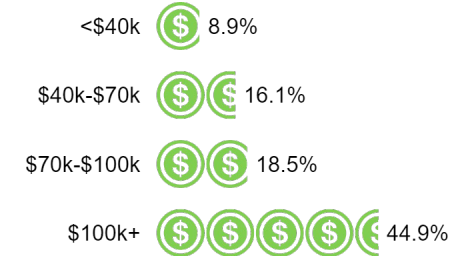
Sex



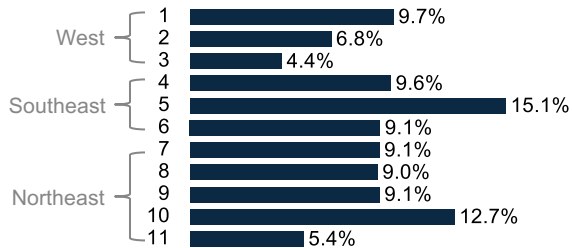
Age Range



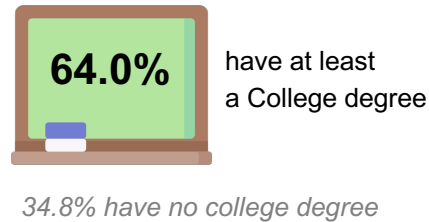
Household Income



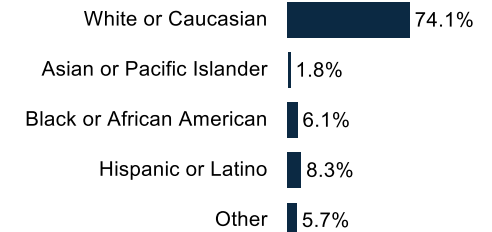
Geo - CCD



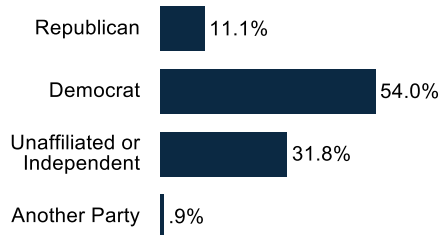
Education



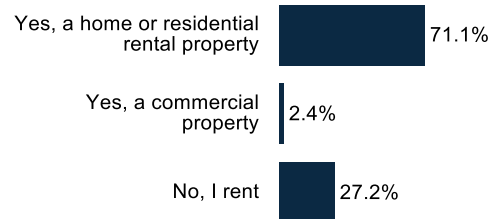
Race/Ethnicity



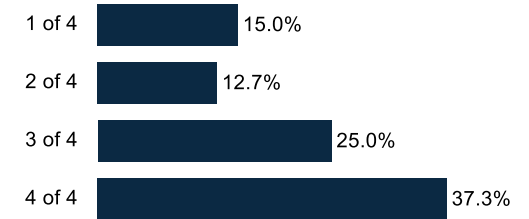
Partisanship



Property Owner



General Election X of 4



Sample size: 405



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CHISM STRATEGIES
— ADVOCACY & ELECTIONS —