

May 4, 2017

TO: Interested Parties
FR: Strategies 360 Research
RE: Significant Support for New Affordable Housing Solutions in Denver



A new survey of likely Denver voters uncovers a broad coalition that supports Denver City Council's recent actions to establish the Affordable Housing Trust Fund and wants to see additional action taken to provide affordable housing solutions for Denver.¹

Voters provide forceful backing for the Mayor's and Council's decision to approve the trust fund in September 2016: 74% approve of the decision. Just 19% disapprove.

Furthermore, **a virtually identical number would support bonding on the trust fund, both at current revenue levels and with added revenue through new property taxes.** Were a \$150 million bonding proposal on the ballot in 2018 (funded via existing trust fund capital only), 73% would support it.

Additionally, if that proposal were expanded to a \$300 million bond, funded through existing revenues and a new property tax of approximately \$12 per year on the median home value in Denver, 68% would vote "yes."²

Bonding garners wide-ranging bipartisan support, bridging traditional demographic and political divides. Indeed, these proposals attract support from:

- 75% of Democrats | 75% of unaffiliated voters | 50% of Republicans
- 78% of voters under 50 | 63% of voters 50 and over
- 80% of renters | 67% of owners
- 76% of households making less than \$100,000 per year | 71% of households over \$100,000 annually

Other key findings from the survey underscore the public's commitment to concrete affordable housing solutions. **When asked to choose their top priorities for the mayor and city council, 30% name affordable housing, 30% identify homelessness, and 19% say the cost of living (the second, third, and fourth most important priorities, respectively).** Only education (32%) outranks housing-related issues, and they all outpace key priorities like transportation (18%), jobs and the economy (17%), and a host of other issues.³

That the electorate's focus has aligned so clearly on housing affordability and related issues is no accident. In light of growth and affordability challenges throughout Denver, **72% believe that government should take responsibility for addressing the shortage of affordable housing in the city.** Of that group, a majority (53%) believe city government bears the most responsibility, followed by state government in distant second place (30%), and, finally, the federal government (17%).

Not only that, Denver voters believe affordable housing provides a boon to all, not just those it serves directly. Nearly seven in ten (69%) believe "adequate affordable housing provides significant value for the entire Denver community, including for people who don't use it," compared to just 24% who believe that "adequate affordable housing benefits those who use it, but provides little value to the rest of the Denver community."

¹ Strategies 360 conducted a live telephone survey on behalf of Enterprise Community Partners, Make Room Colorado, and All In Denver. 402 likely November 2018 voters in Denver were interviewed between February 11-14, 2017, with a margin of error of ±4.9% at the 95% confidence level.

² The \$150m and \$300m proposals were asked of one random half of the sample to test differences in support without introducing an order effect.

³ Respondents were asked to name their top two priorities, so totals in this question will exceed 100%.