

Denver Voter Survey

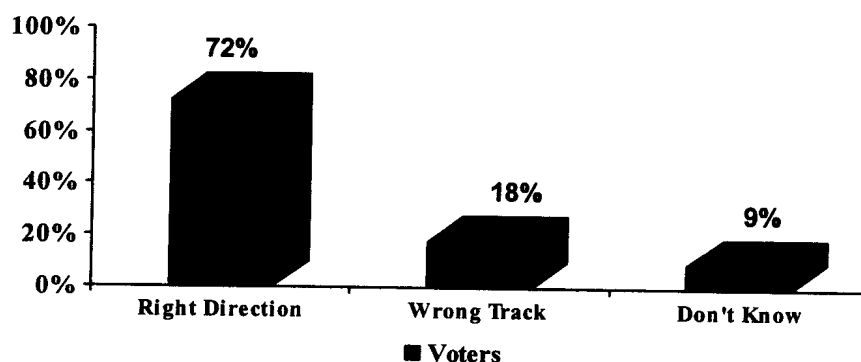
Denver Voters in Good Mood; Hickenlooper Rides High

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At the start of Mayor John Hickenlooper's second term, Denver voters are in a good mood and strongly support him. In a just completed voter survey, 72 percent of Denver voters said the city is moving in the right direction.

Figure 1. Denver Right Direction or Wrong Track



Question: Generally, would you say things in Denver are going in the right direction, or do you feel things here have gotten pretty seriously off on the wrong track?

Ciruli Associates, N600, 2007

The telephone survey conducted by Ciruli Associates interviewed a random sample of 600 likely Denver voters (plus or minus 4.0 percentage points) from June 29 to July 5, 2007. The survey was conducted for a consortium of Denver cultural organizations.

Favorability Ratings

Eighty-two percent of Denver voters rated Hickenlooper favorably, the highest among local politicians listed (52% very favorable and 30% somewhat favorable).

Also, Denver voters love their cultural facilities, such as the Museum of Nature and Science (90% favorable), the Denver Public Library (89% favorable) and the Denver Botanic Gardens (85% favorable).

Denver sports franchises are popular, with the Broncos ahead of the Rockies, but neither is ahead of cultural organizations tested, including the Colorado Symphony.

Table 1. Favorability Ratings of Denver Public Leaders, Sports Franchises and Cultural Organizations

<u>Leader/Organization</u>	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Ratio of Favorable to Unfavorable</u>
Museum of Nature and Science	90%	3%	7%	30 to 1
Denver Public Library.....	89	5	7	18 to 1
Denver Botanic Gardens	85	7	7	12 to 1
Mayor Hickenlooper	82	13	4	6 to 1
Colorado Symphony Orchestra.....	77	4	18	19 to 1
RTD.....	71	18	11	4 to 1
Denver Broncos	69	17	13	4 to 1
University of Colorado	68	24	9	3 to 1
Colorado Rockies	63	22	15	3 to 1
Wellington Webb.....	61	28	11	2 to 1
Federico Pena.....	54	29	18	2 to 1
City Auditor Gallagher.....	49	11	40	4 to 1
District Attorney Morrissey	42	6	52	7 to 1

Question: I'd like to get your views on some political leaders, sports teams and cultural organizations. Is your impression of _____ very favorable, somewhat favorable, somewhat unfavorable or very unfavorable? If you aren't familiar with the person or organization or don't have an opinion, just say so. [ROTATED]

Ciruli Associates, N600, 2007

More than one out of ten voters were not able to rate former mayors Federico Pena and Wellington Webb and more than a quarter of voters rated them unfavorably.

A substantial portion of the Denver voters are unfamiliar with the City Auditor and the District Attorney, although they both have high positive to negative ratings. (See full list at end of report.)

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 Ciruli Associates is a non-partisan research firm providing polling, election analysis and political commentary to Colorado and national media organizations since 1976.

Table 2. Favorable and Unfavorable Ratings by Denver Voters

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Not Familiar/ Don't Know</u>
Denver Public Library.....	56%	33%	3%	2%	7%
Denver Museum of Nature and Science	55	35	2	1	7
Mayor John Hickenlooper.....	52	30	5	8	4
Denver Botanic Gardens	45	40	5	2	7
Colorado Symphony Orchestra.....	40	37	2	2	18
Denver Broncos	37	32	7	10	13
RTD, the Regional Transportation District.	33	38	10	8	11
University of Colorado	31	37	12	12	9
Colorado Rockies	26	37	13	9	15
Former Mayor Wellington Webb	22	39	12	16	11
Former Mayor Federico Pena	21	33	10	19	18
City Auditor Dennis Gallagher	18	31	6	5	40
District Attorney Mitch Morrissey.....	16	26	4	2	52

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