

Safer Cities Polling Memo Template

HED (Headline)

Poll: Why Voters Support [Policy or Practice]

Example: Poll: Why Voters Support More Civilian First Response

DEK (Subheadline)

New polling shows broad, bipartisan support for [policy focus]—and reveals which arguments are most persuasive.

Example: New polling shows voters support clemency and find rehabilitation, consistency, and mercy to be compelling rationales.

DATE

Month Day, Year

Example: May 06, 2021

Opening Analysis

(2–3 paragraphs)

- Frame the public opinion problem or opportunity.
- Introduce the new poll: who conducted it, what it tested.
- Preview the key takeaway: voters respond to **multiple rationales**, not just one.

Example:

New polling from Data for Progress and Safer Cities reveals strong support for [policy] across partisan lines. But what arguments drive that support? Do voters prioritize [rationale 1], [rationale 2], or [rationale 3]?

As it turns out, voters find all of these reasons compelling—and support grows even stronger when arguments are paired with the policy action. Below, we walk through the key message frames and what voters said.

Rationale-by-Rationale Results

Each section includes:

- The message *voters were shown*
 - % who found it **convincing**
 - Then: % who **support the policy** *when primed with that message*
 - Always break down by Dem / Ind / GOP
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[Rationale 1]: [Short Summary Title]

[X]% of voters—including [X]% of **Democrats**, [X]% of **independents**, and [X]% of **Republicans**—found convincing the argument that [insert tested message].

Based on that message, [X]% of voters—including [X]% of **Democrats**, [X]% of **independents**, and [X]% of **Republicans**—support [policy action].

[Rationale 2]: [Short Summary Title]

Same format.

[Rationale 3]: [Short Summary Title]

Same format.

Summary Insight

(One short paragraph)

Support for [policy] is not tied to a single rationale—it's durable across multiple frames. Whether voters prioritize [rationale 1], [rationale 2], or [rationale 3], the data show that [policy action] earns widespread support across political lines.

Polling Methodology

This memo includes results from one or more national surveys of likely voters conducted by [Polling Firm] in partnership with Safer Cities. Respondents were collected via web panel and weighted to be nationally representative by age, gender, race, education, and voting history.

- Survey 1: Fielded [Dates], n = [Sample Size], MoE $\pm 3\%$
- Survey 2: [If applicable] Fielded [Dates], n = [Sample Size], MoE $\pm 3\%$

All surveys were conducted in English.