



City of Centennial Ballot Measure Survey

June 2026



What validates the statistical accuracy of this poll?



- A random sample of Centennial registered voters, allowing for opinions from those who may not be otherwise civically active or engaged.
- Results are weighted to mirror your community — respondents match the city's actual makeup by age, gender, party registration, and geography.
- A low margin of error — with over 1000 completed interviews, results reflect the views of the full community within a few percentage points.
- Allows for confidence to make data-driven decisions on behalf of all residents.

Methodology



The City of Centennial invites you to participate in an important survey regarding a potential ballot measure this November. Please make your voice heard by sharing your thoughts and opinions on these critical issues. Your answers will be anonymous and confidential, and the survey will take just 10 minutes to complete. Click the link to get started.

Magellan Strategies is pleased to present the topline results of a survey of 1,145 registered voters in the City of Centennial. The interviews were conducted from June 18th – 24th, 2026.

The survey has a margin of error of $\pm 2.88\%$ at the 95 percent confidence interval.

The survey data were weighted to be representative of the City of Centennial's voter turnout demographics for a mid-term election.



City of Centennial Voter Registration and Turnout Demographics

City of Centennial Magellan Strategies Voter Registration and Past Election Turnout Report

Ward	Registration		2024		2023		2022		2021		2020	
District 1	21,316	24.4%	17,233	25.1%	10,112	26.5%	14,451	25.6%	9,423	26.3%	18,119	25.3%
District 2	21,395	24.5%	17,300	25.2%	9,941	26.0%	14,337	25.4%	9,224	25.7%	17,549	24.5%
District 3	23,203	26.5%	18,104	26.3%	9,900	25.9%	14,810	26.2%	9,448	26.4%	18,801	26.3%
District 4	21,565	24.7%	16,069	23.4%	8,219	21.5%	12,922	22.9%	7,758	21.6%	17,111	23.9%
Total	87,479	100.0%	68,706	100.0%	38,172	100.0%	56,520	100.0%	35,853	100.0%	71,580	100.0%

Sex	Registration		2024		2023		2022		2021		2020	
Female	44,849	51.3%	36,041	52.5%	20,092	52.6%	29,615	52.4%	18,782	52.4%	37,359	52.2%
Male	42,631	48.7%	32,666	47.5%	18,081	47.4%	26,905	47.6%	17,072	47.6%	34,222	47.8%
Total	87,479	100.0%	68,706	100.0%	38,172	100.0%	56,520	100.0%	35,853	100.0%	71,580	100.0%

Age	Registration		2024		2023		2022		2021		2020	
18-34	23,536	26.9%	14,875	21.7%	4,524	11.9%	9,388	16.6%	4,072	11.4%	16,353	22.8%
35-44	15,861	18.1%	12,172	17.7%	5,516	14.5%	9,471	16.8%	5,068	14.1%	12,505	17.5%
45-54	14,086	16.1%	11,637	16.9%	6,287	16.5%	10,034	17.8%	5,925	16.5%	12,422	17.4%
55-64	12,708	14.5%	10,910	15.9%	7,172	18.8%	10,457	18.5%	7,324	20.4%	12,937	18.1%
65+	21,288	24.3%	19,112	27.8%	14,673	38.4%	17,170	30.4%	13,464	37.6%	17,363	24.3%
Total	87,479	100.0%	68,706	100.0%	38,172	100.0%	56,520	100.0%	35,853	100.0%	71,580	100.0%

Party	Registration		2024		2023		2022		2021		2020	
Unaffiliated	42,232	48.3%	31,328	45.6%	15,398	40.3%	23,160	41.0%	13,131	36.6%	28,284	39.5%
Democrat	22,275	25.5%	18,586	27.1%	11,190	29.3%	16,471	29.1%	10,877	30.3%	20,473	28.6%
Republican	21,399	24.5%	17,705	25.8%	11,231	29.4%	16,294	28.8%	11,556	32.2%	21,927	30.6%
Libertarian	760	0.9%	542	0.8%	239	0.6%	427	0.8%	221	0.6%	656	0.9%
Other	813	0.9%	545	0.8%	114	0.3%	168	0.3%	68	0.2%	240	0.3%
Total	87,479	100.0%	68,706	100.0%	38,172	100.0%	56,520	100.0%	35,853	100.0%	71,580	100.0%

Key Findings

The measure shows support on the uninformed and gets stronger with information: Tested cold, the 1.0% sales tax increase shows 51% would vote yes and approve to 42% saying no and reject. After voters hear more information (low current tax rate, the \$35M-needed-vs-\$15M-available funding gap, no debt history, grocery/utility exemptions), support climbs to 59% yes, approve to 33% no, reject. That's a strong signal the case for the ballot measure resonates once explained.

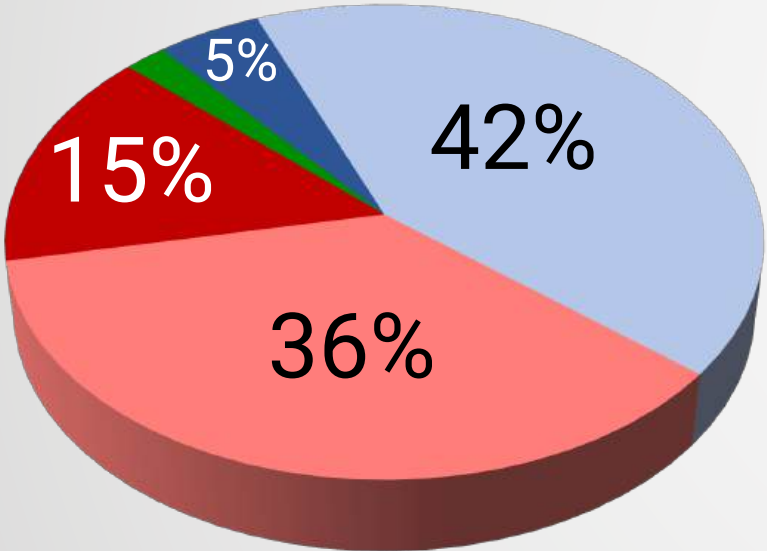
Residents already feel the city is falling short on infrastructure, which sets up the need: Only 9% rate Centennial's roads as "excellent," with 53% saying "good" and 38% landing in fair or poor. Despite that, 64% approve of the city's overall job performance and 67% approve specifically of its public works/contractor arrangement — so this isn't an anti-government sentiment, it's a targeted funding gap perception.

Building awareness presents a clear opportunity to grow support: Among the 39% of residents who've already encountered information about the infrastructure budget shortfall, sentiment leans favorably: 50% say it makes them more likely to support a measure, compared to 39% less likely. Combined with the strong informed-versus-uninformed ballot test improvement (51% to 59% approval), this suggests that a proactive communication effort ahead of November has real potential to convert undecided and persuadable voters into supporters.

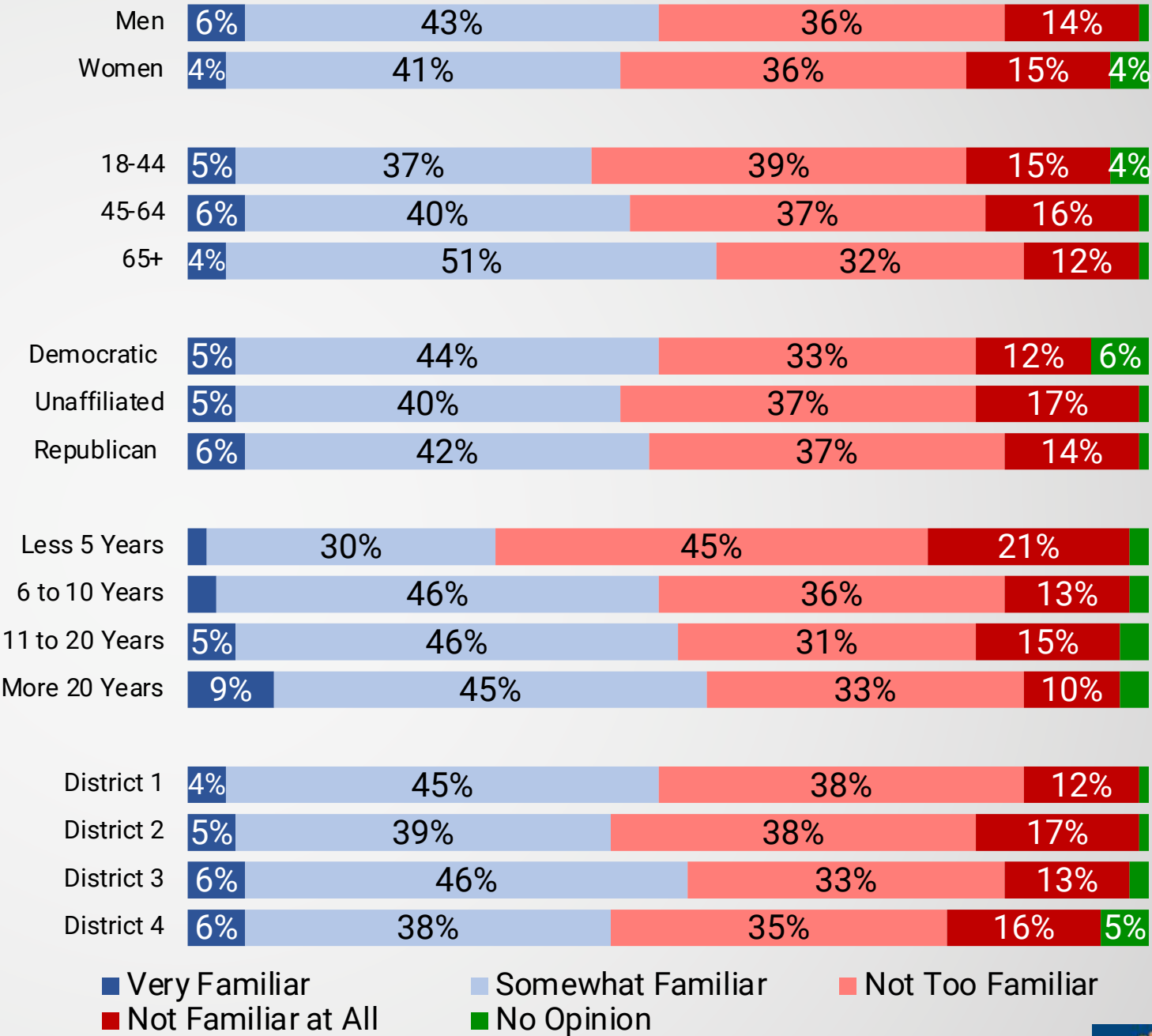


How familiar are you with the public services, projects, and programs provided by the City of Centennial?

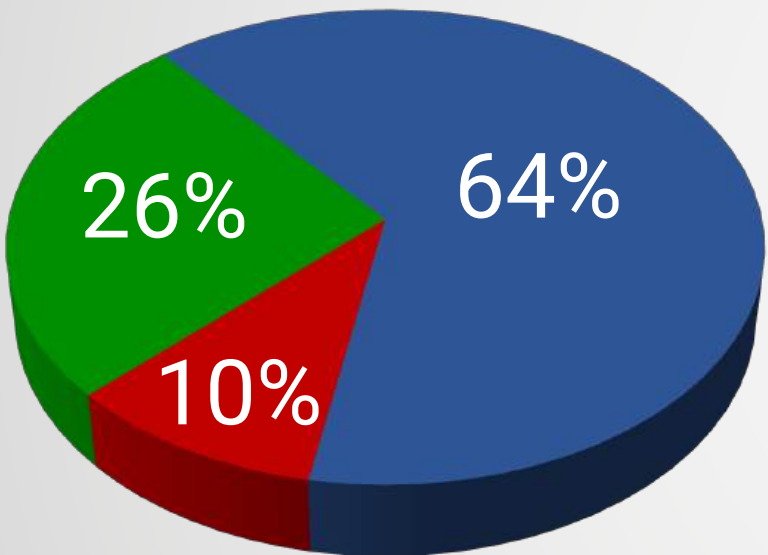
Very & Somewhat 47%



- Very Familiar
- Somewhat Familiar
- Not Too Familiar
- Not Familiar at All
- No Opinion

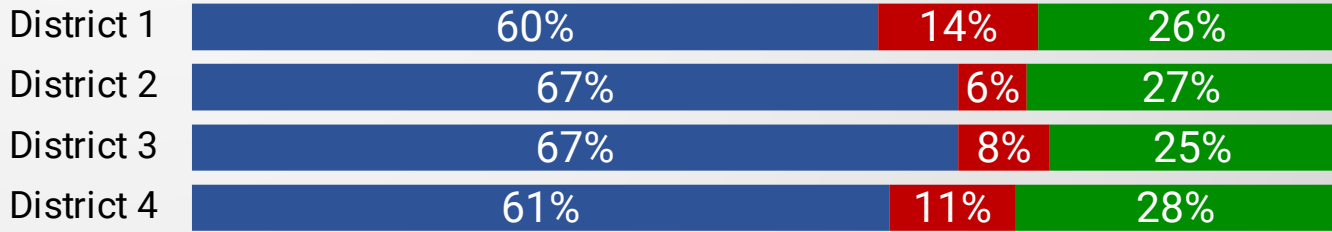
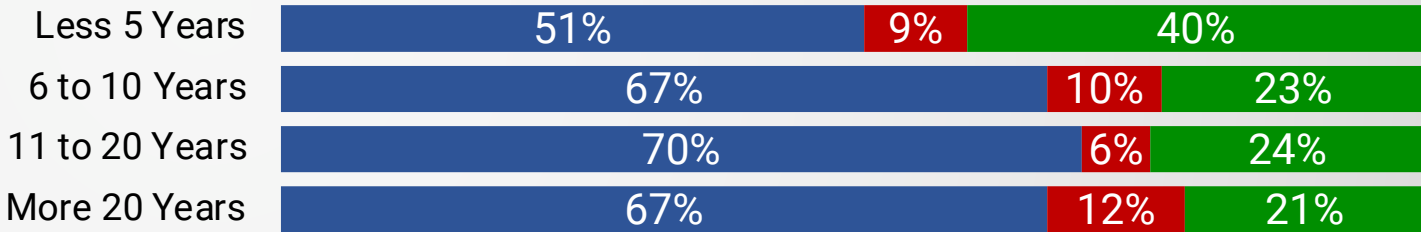
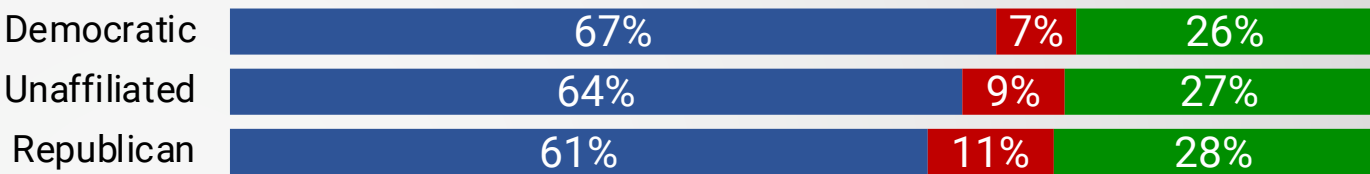
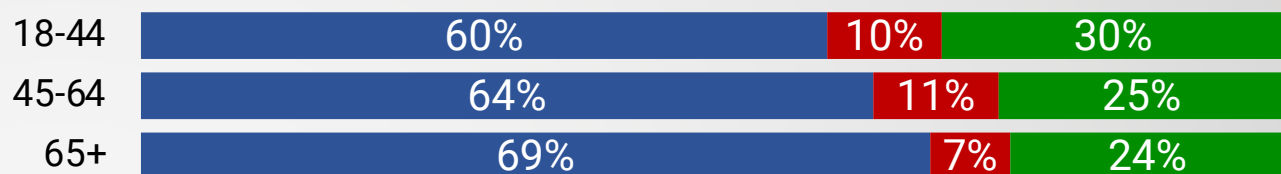


Do you approve or disapprove of the job the City of Centennial is doing to provide public services, projects, and programs for city residents?



■ Approve
■ Disapprove
■ No Opinion

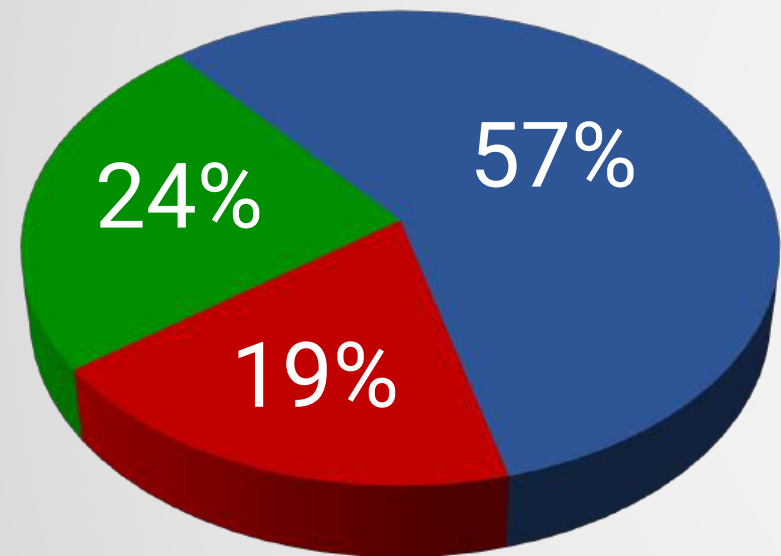
Strongly Approve	14%
Somewhat Approve	50%
Strongly Disapprove	2%
Somewhat Disapprove	8%



■ Approve ■ Disapprove ■ No Opinion

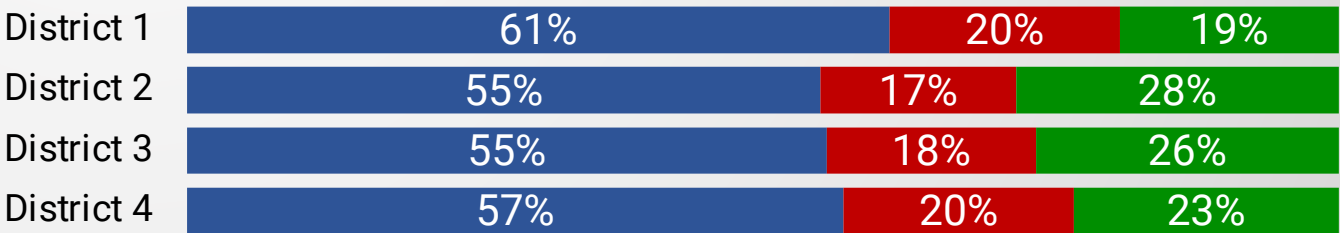
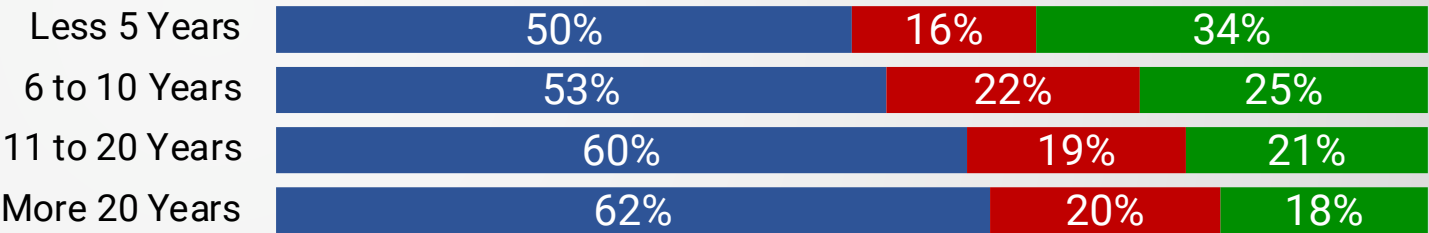
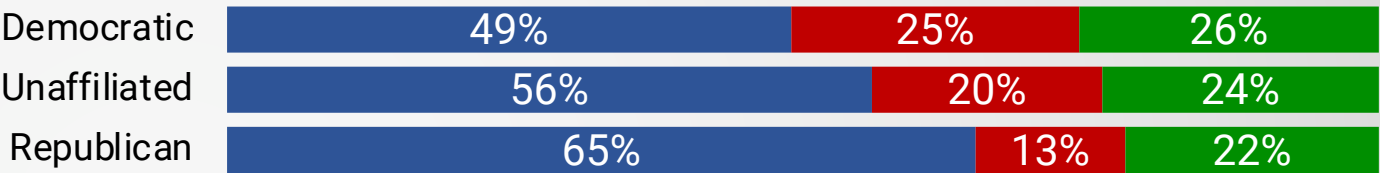


Do you think the City of Centennial has the financial resources needed to provide an acceptable level of services, projects, and programs to city residents?



■ Yes
■ No
■ No Opinion

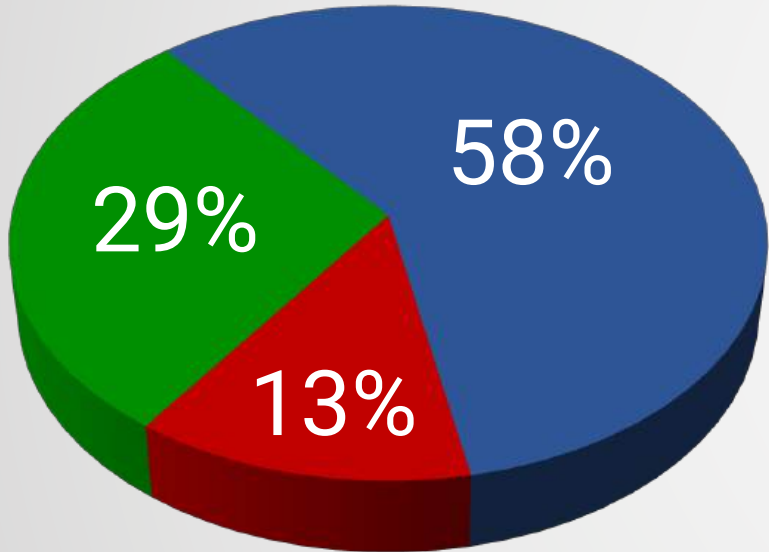
Definitely Yes	16%
Probably Yes	41%
Definitely Not	2%
Probably Not	17%



■ Yes ■ No ■ No Opinion



Do you agree or disagree with the following statement?
“The City of Centennial is fiscally responsible and spends taxpayer money wisely.”

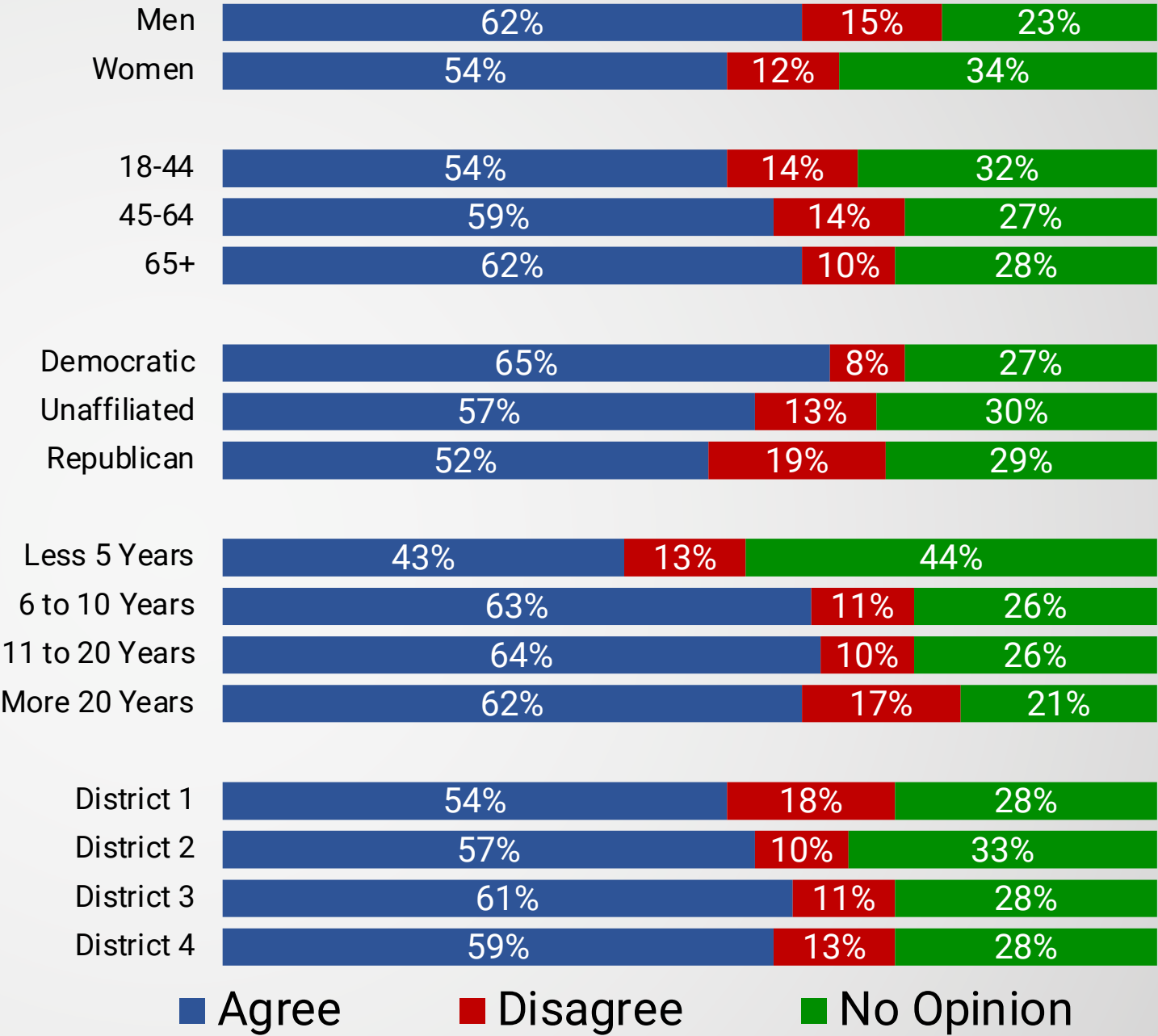


■ Agree

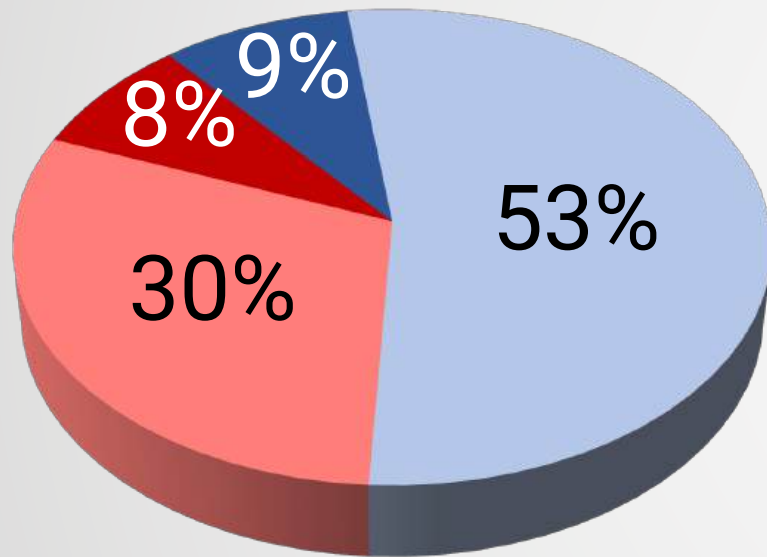
■ Disagree

■ No Opinion

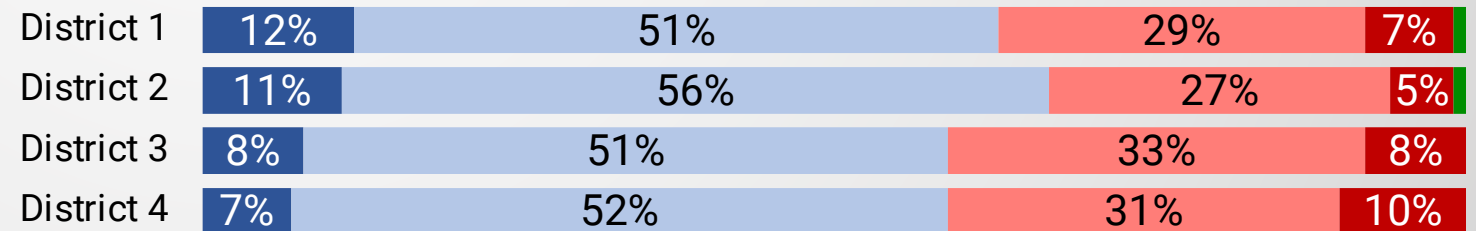
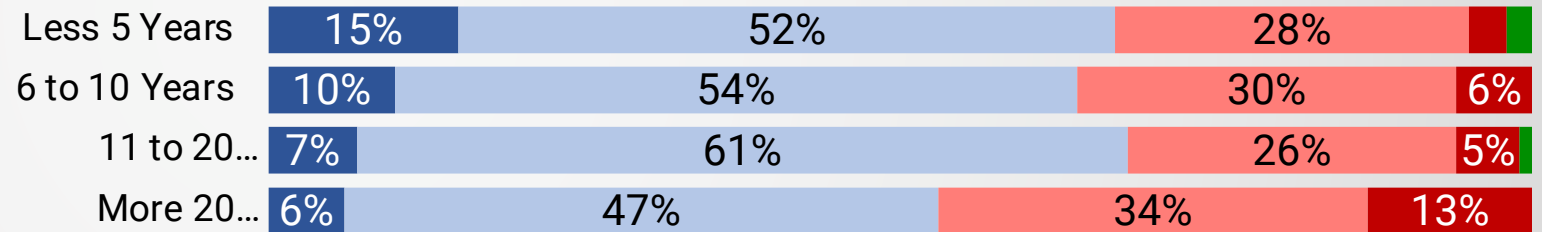
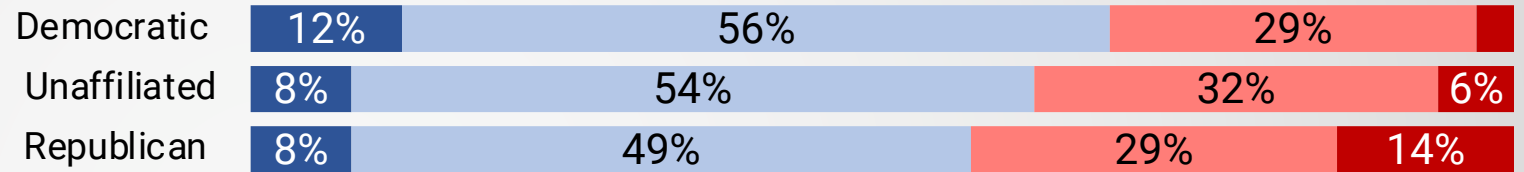
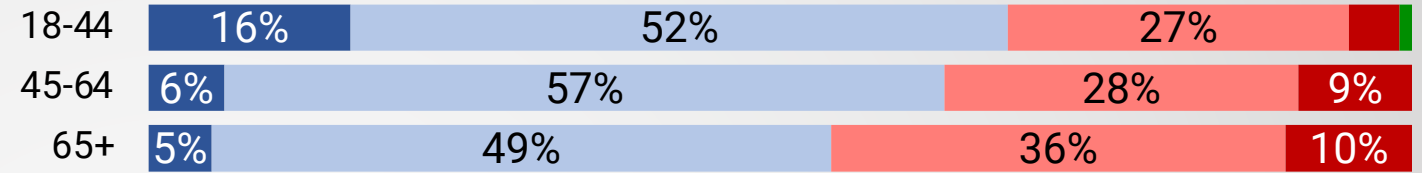
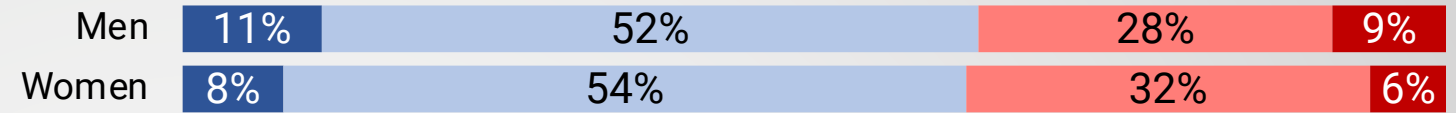
Strongly Agree	16%
Somewhat Agree	42%
Strongly Disagree	4%
Somewhat Disagree	9%



How would you rate the condition of the major streets and roads in the City of Centennial?



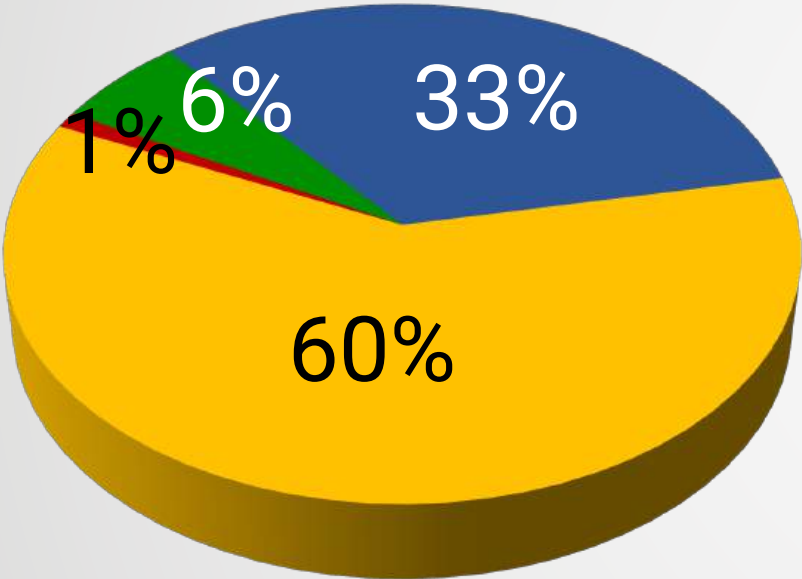
■ Excellent ■ Good
■ Fair ■ Poor
■ No Opinion



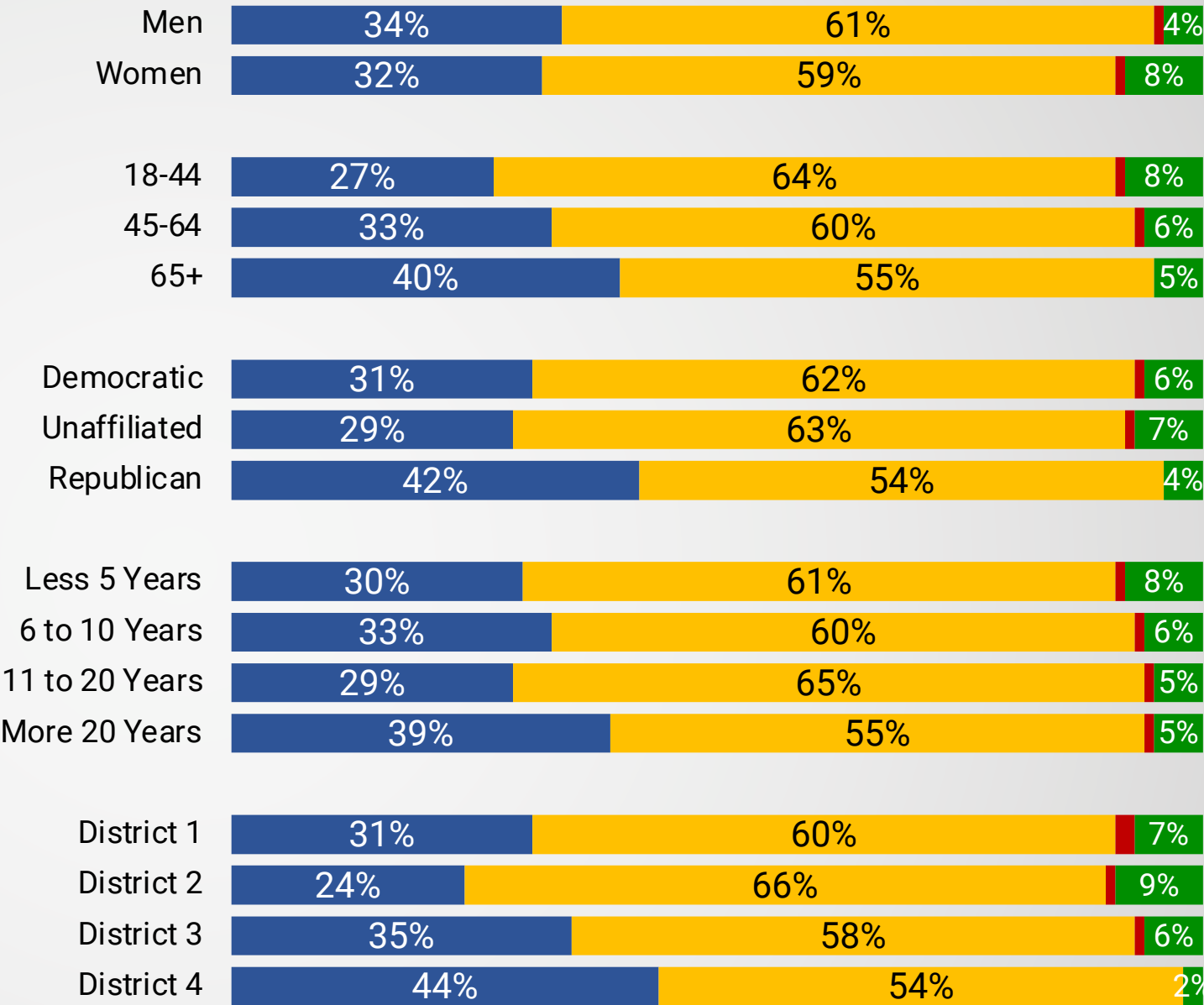
■ Excellent ■ Good ■ Fair ■ Poor ■ No Opinion

The City of Centennial's current policy is to maintain roads at a satisfactory level using the national Pavement Condition Index.

Knowing this, do you think the policy standards should be higher, about the same, or should be lower?



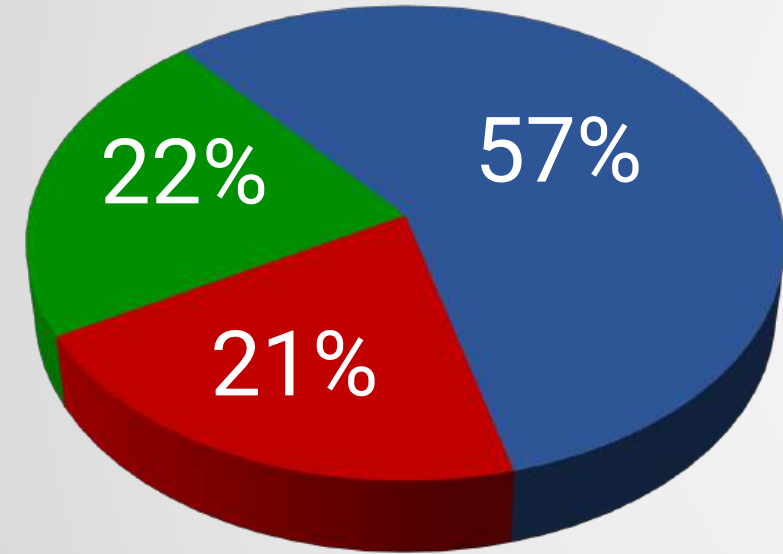
Should be Higher About the Same
Should be Lower No Opinion



Should be Higher About the Same
Should be Lower No Opinion

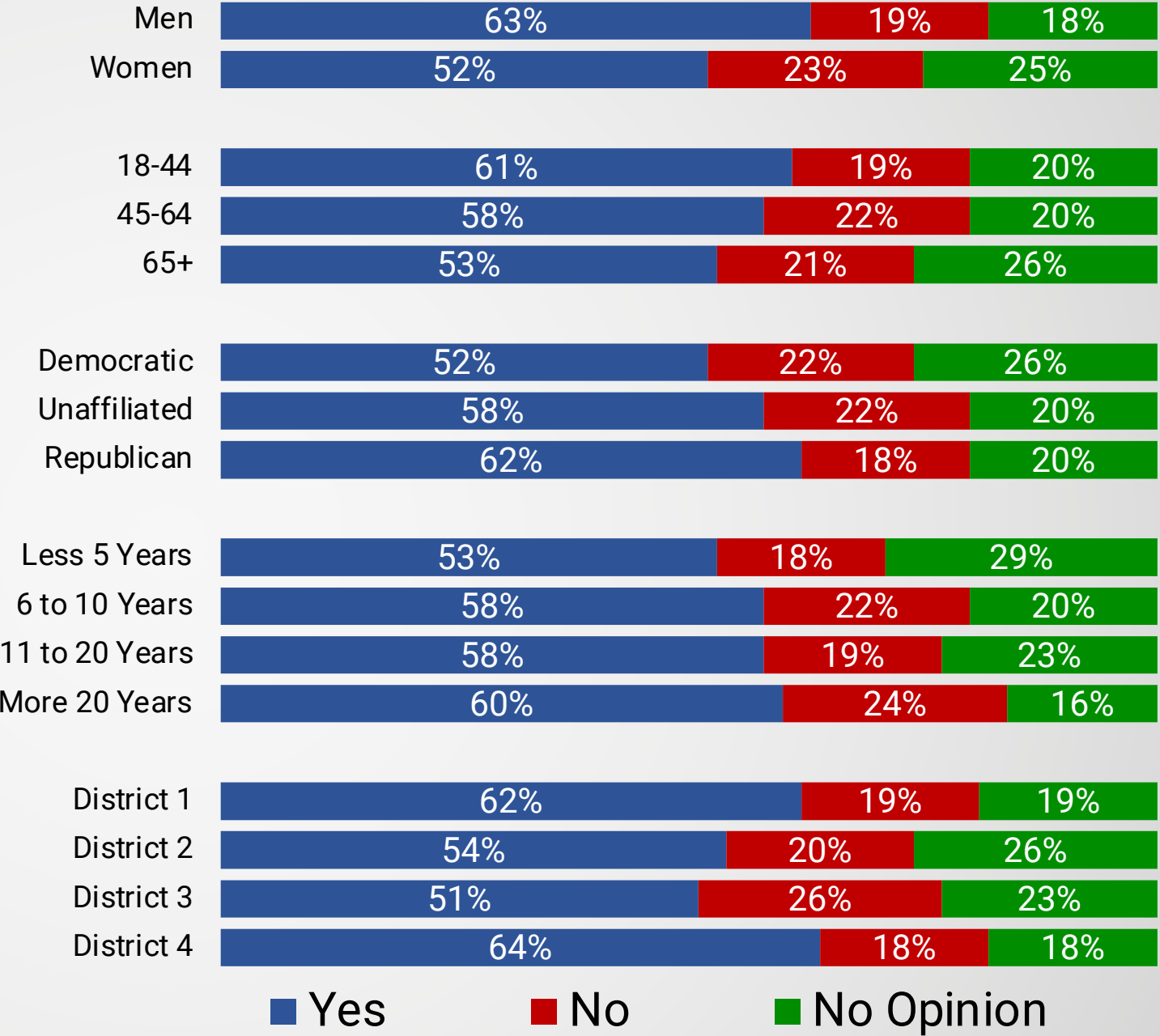


Do you think the City of Centennial has the financial resources needed to adequately maintain, repair, and improve the city's streets and roads?

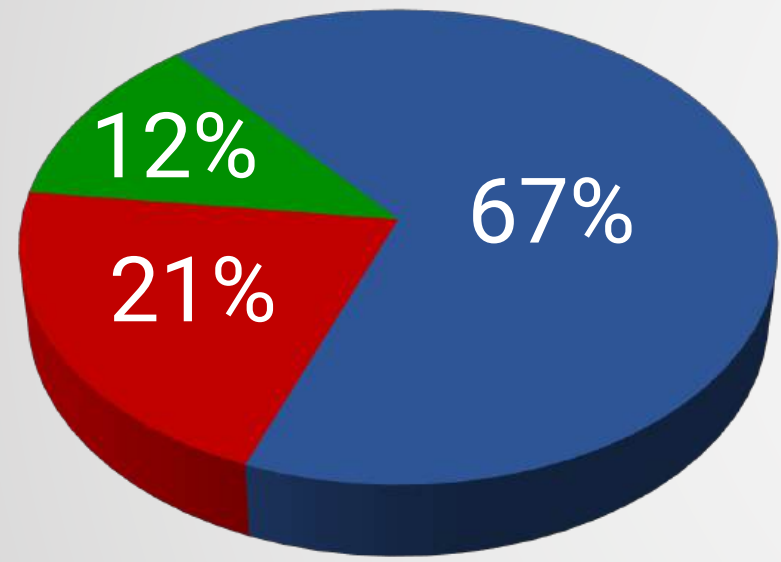


■ Yes
■ No
■ No Opinion

Definitely Yes	15%
Probably Yes	42%
Definitely Not	2%
Probably Not	19%

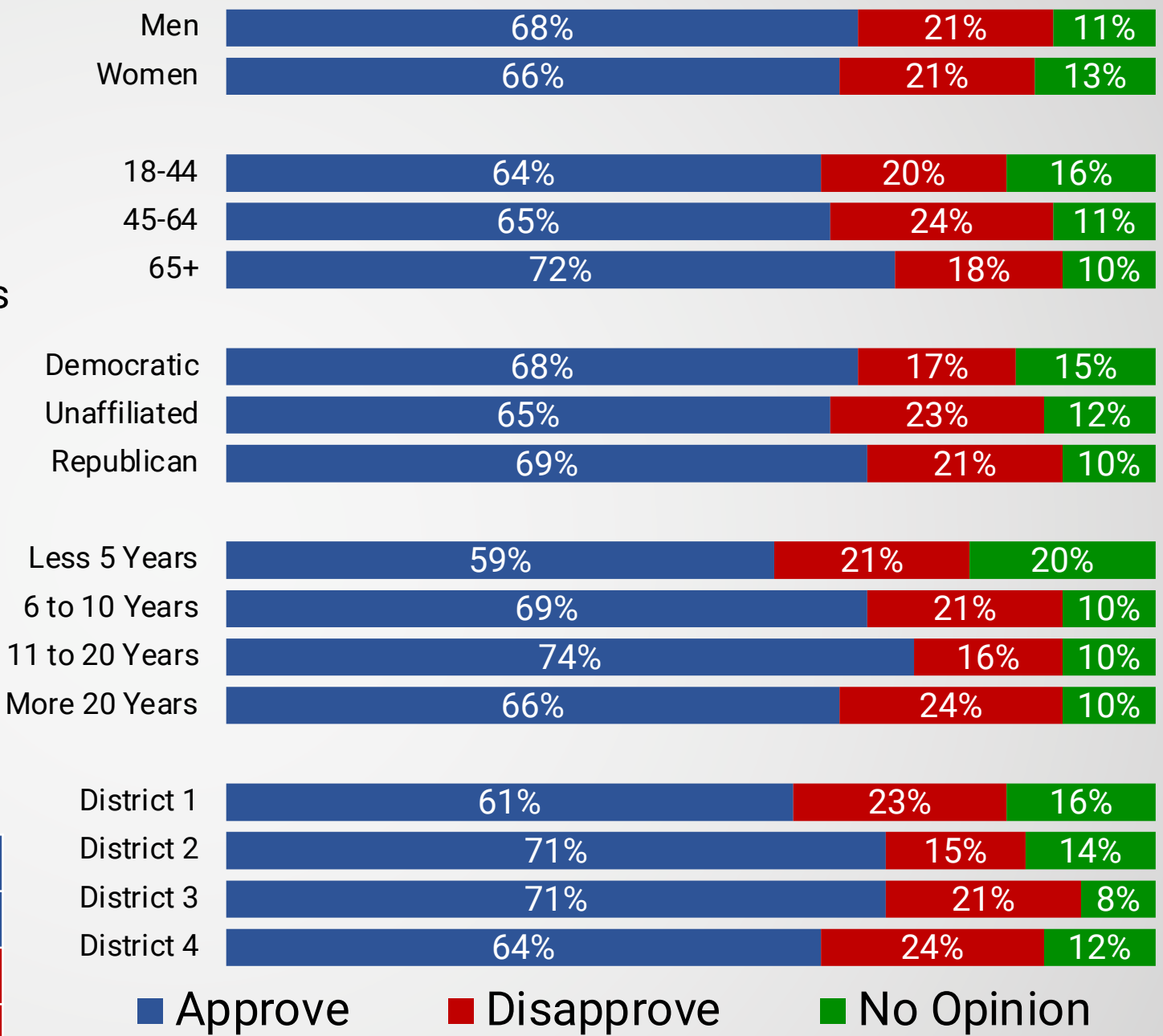


The City of Centennial has a contractual partnership with a private company to deliver public works services, such as street maintenance, design and construction, and snow and ice control. Knowing this, do you approve or disapprove of the job the city is doing to address the community's public works needs and services?



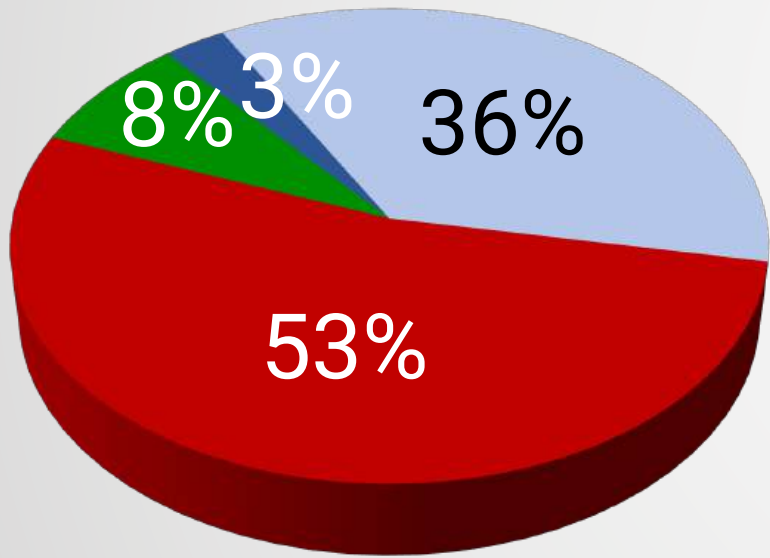
■ Approve
■ Disapprove
■ No Opinion

Strongly Approve	15%
Somewhat Approve	52%
Strongly Disapprove	5%
Somewhat Disapprove	16%

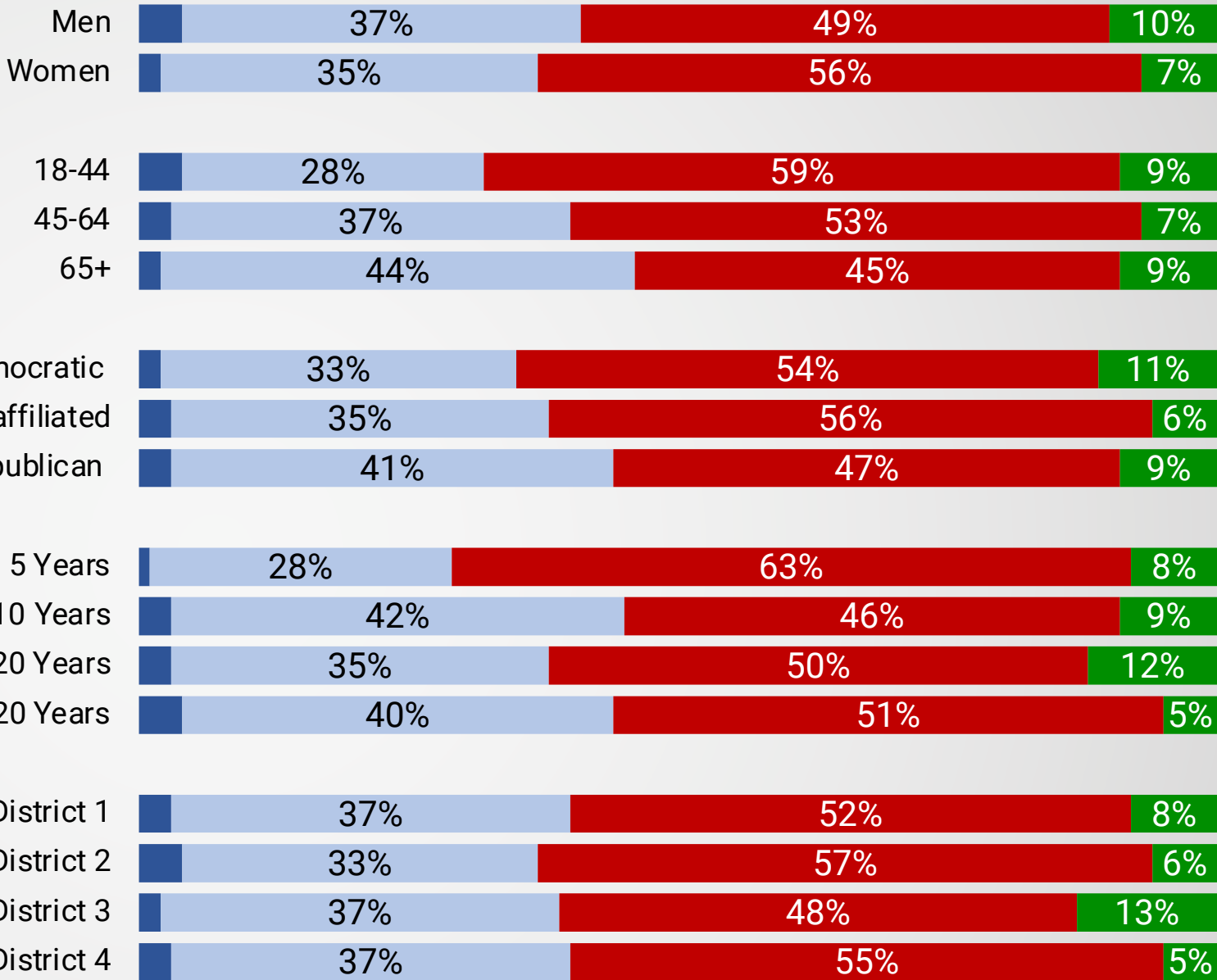


How much information have you seen, read, or heard about the City of Centennial's budget difficulties and funding shortage for transportation and infrastructure services, projects, and programs?

A Lot and Some Information 39%



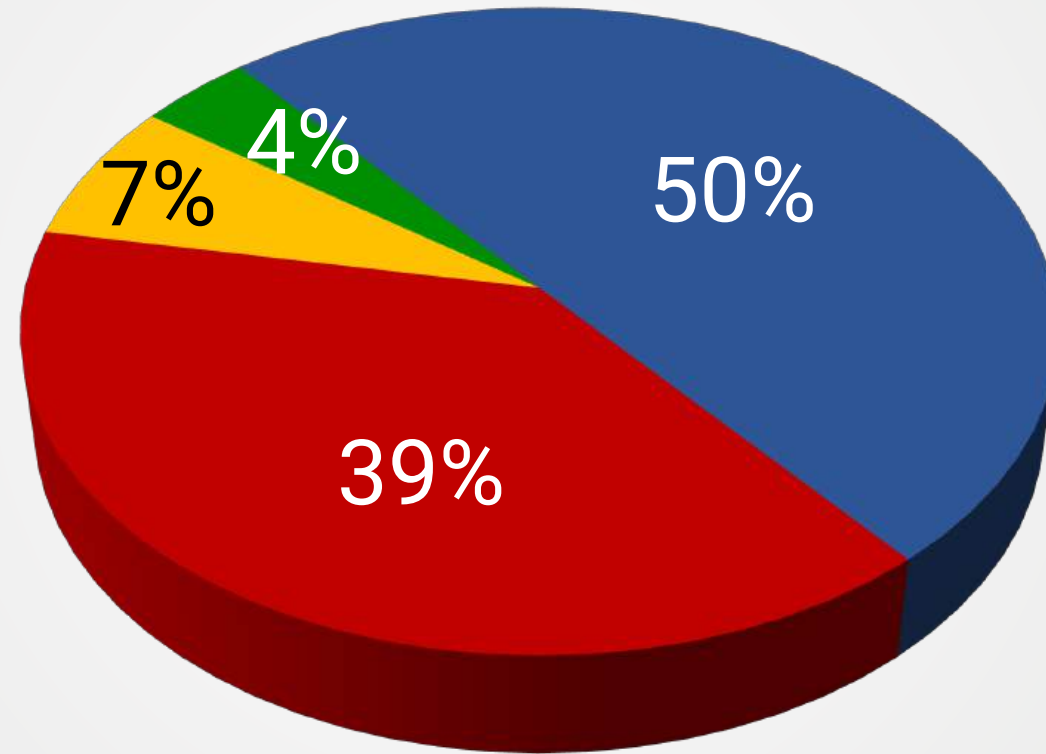
- A Lot of Information
- Some Information
- No Information at All
- No Opinion



- A Lot of Information
- Some Information
- No Information at All
- No Opinion

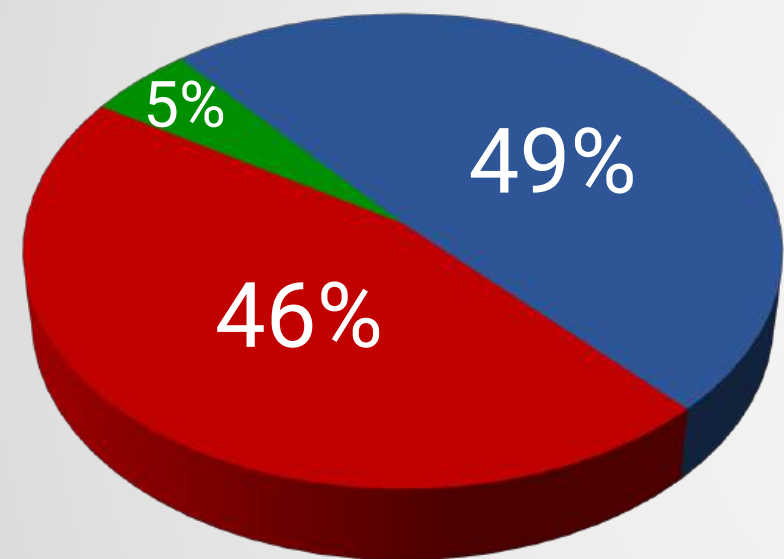
From the information you have seen, read, or heard, would you be more or less likely to support a potential ballot measure question to increase funding for the City of Centennial?

[Among respondents who have seen, read, or heard at least some information.]



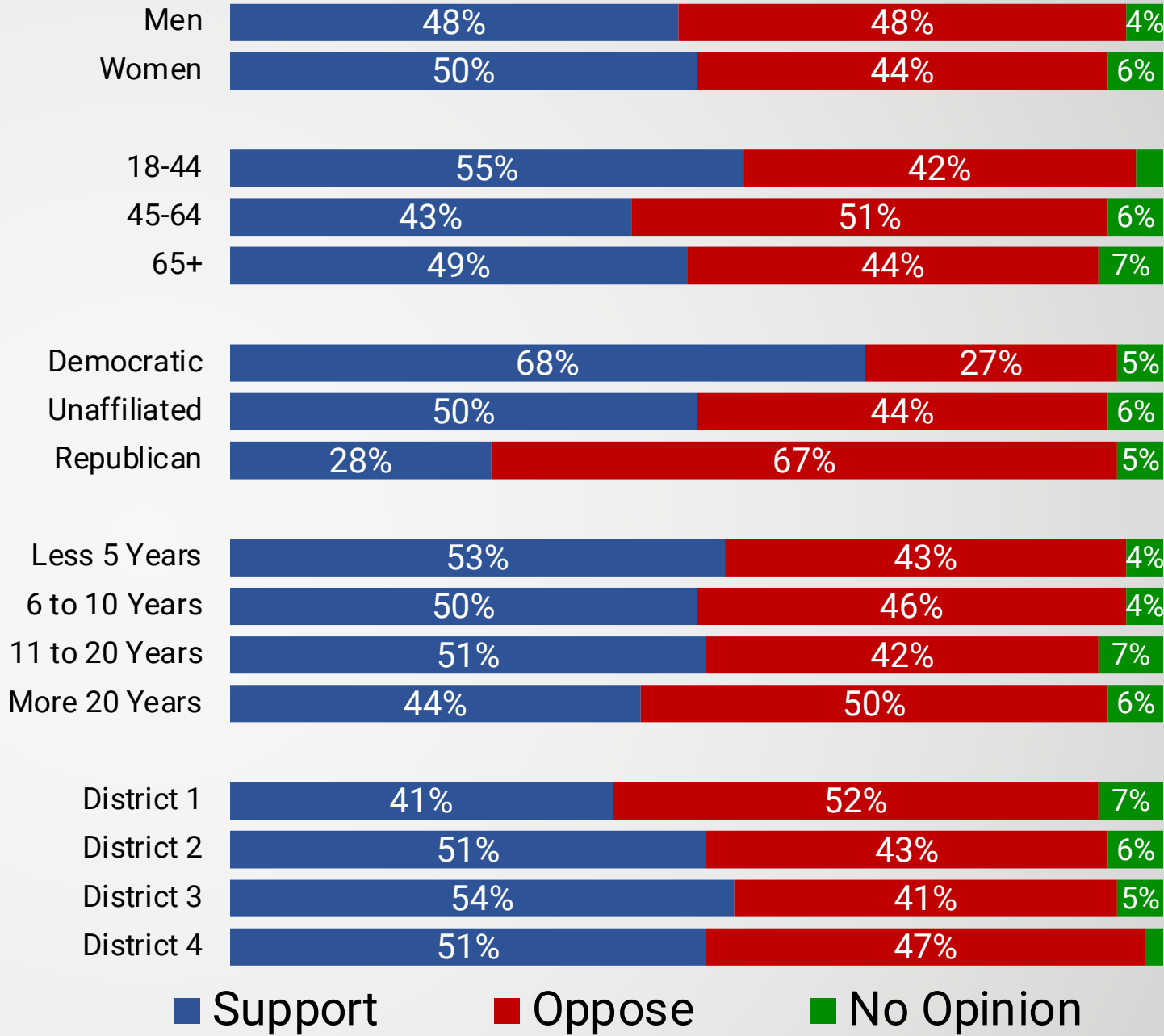
■ More Likely ■ Less Likely ■ No Difference ■ Unsure

In general, would you support or oppose a modest tax increase to help fund the streets, roads, and transportation services in the City of Centennial?



■ Support
 ■ Oppose
 ■ No Opinion

Strongly Support	13%
Somewhat Support	36%
Strongly Oppose	26%
Somewhat Oppose	20%



City of Centennial Uninformed Sales Tax Ballot Measure



Before we continue, it is important to understand that the City of Centennial has not decided whether to put a ballot measure before voters this November to generate additional revenue. Participating in this survey and sharing your honest opinions will help make that decision. Let's continue the survey now...

The City of Centennial is considering the following ballot measure this November. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The ballot measure reads as follows:

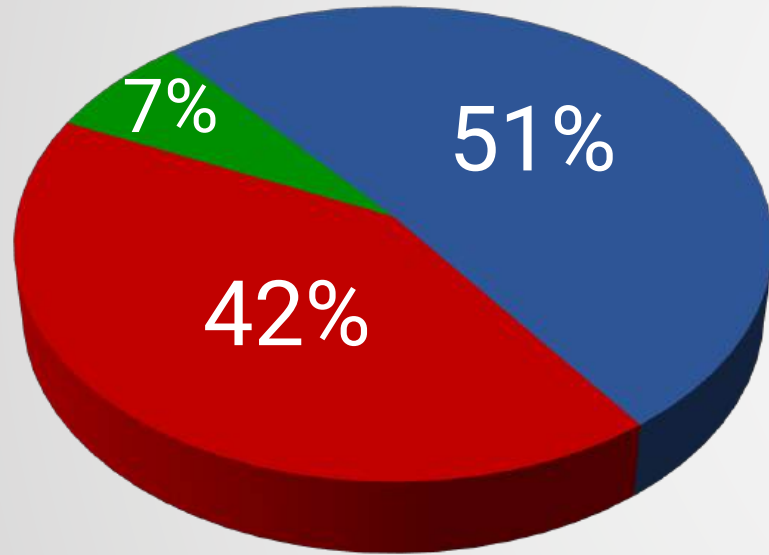
SHALL THE CITY OF CENTENNIAL TAXES BE INCREASED \$23 MILLION ANNUALLY, AND BY WHATEVER ADDITIONAL AMOUNT IS RAISED ANNUALLY THEREAFTER, BY THE IMPOSITION OF AN ADDITIONAL 1.00% (1 CENT ON \$1) ON SALES AND PURCHASES OF TANGIBLE PERSONAL PROPERTY AND CERTAIN SERVICES (NOT APPLYING TO SALES OF FOOD FOR HOME CONSUMPTION, GASOLINE, PRESCRIPTION DRUGS, AND CERTAIN OTHER ITEMS IN THE CENTENNIAL MUNICIPAL CODE), RESULTING IN A TOTAL SALES AND USE TAX RATE OF 3.50%, AND SHALL SUCH SALES AND USE TAX COMMENCE JANUARY 1, 2027 TO BE USED TO MAINTAIN VITAL CITY SERVICES FOR LOCAL RESIDENTS INCLUDING:

- TRAFFIC SAFETY IMPROVEMENTS AND STREET MAINTENANCE, INCLUDING POTHOLE REPAIRS AND PAVEMENT PRESERVATION;
- REPAIRING AND RECONSTRUCTING ROADWAYS AND AGING INFRASTRUCTURE IN NEIGHBORHOODS AND CITY STREETS;
- BRIDGE, SIDEWALK, AND PEDESTRIAN ACCESS REPAIRS AND IMPROVEMENTS;
- OTHER TRANSPORTATION PROJECTS THAT SUPPORT SAFE AND ACCESSIBLE TRAVEL THROUGHOUT THE CITY.

WITH ALL SUCH REVENUES AND RELATED SPENDING REPORTED IN THE CITY'S ANNUAL INDEPENDENT AUDIT PUBLISHED ON THE CITY'S WEBSITE AND REVIEWED BY THE CENTENNIAL AUDIT COMMITTEE AND COUNCIL, AND SHALL THE REVENUES GENERATED BY SUCH SALES AND USE TAX INCREASE AND ANY EARNINGS FROM THE INVESTMENT OF SUCH REVENUES BE COLLECTED AND SPENT BY THE CITY AS A VOTER-APPROVED REVENUE CHANGE PURSUANT TO ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION OR ANY OTHER LAW?

City of Centennial Uninformed Sales Tax Ballot Measure

If an election were held today, would you vote yes and approve a 1.0% sales tax increase to fund streets, roads, and infrastructure in Centennial, or would you vote no and reject it?

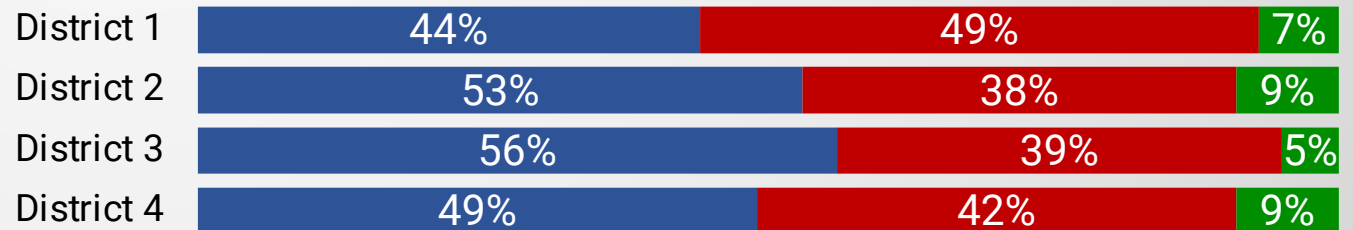
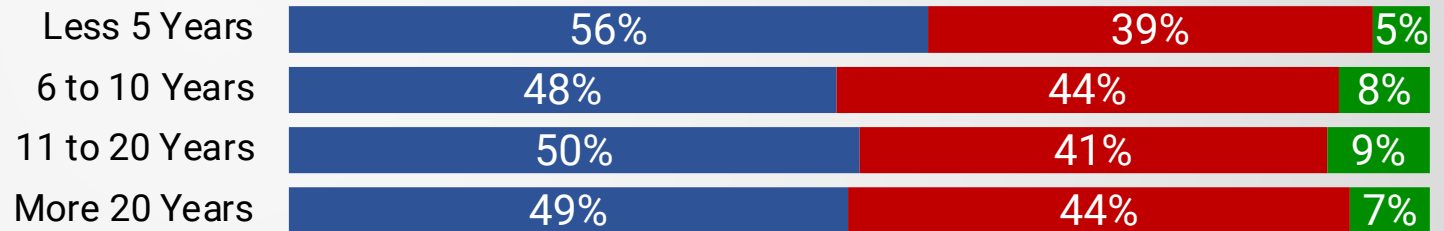
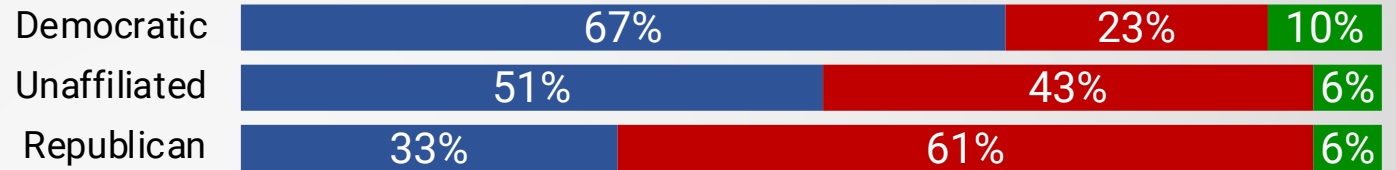
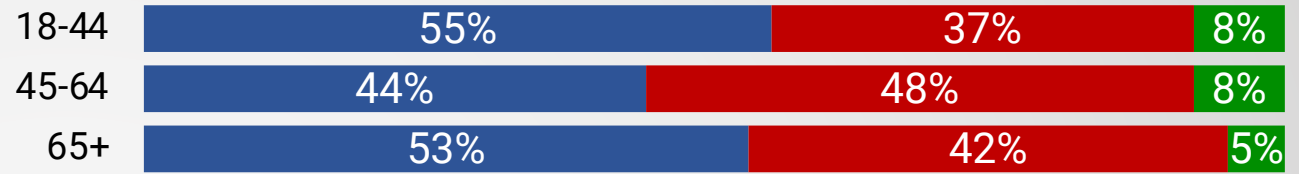


■ Approve

■ Reject

■ No Opinion

Definitely Approve	17%
Probably Approve	34%
Definitely Reject	24%
Probably Reject	18%



■ Approve

■ Reject

■ No Opinion



City of Centennial Information Questions

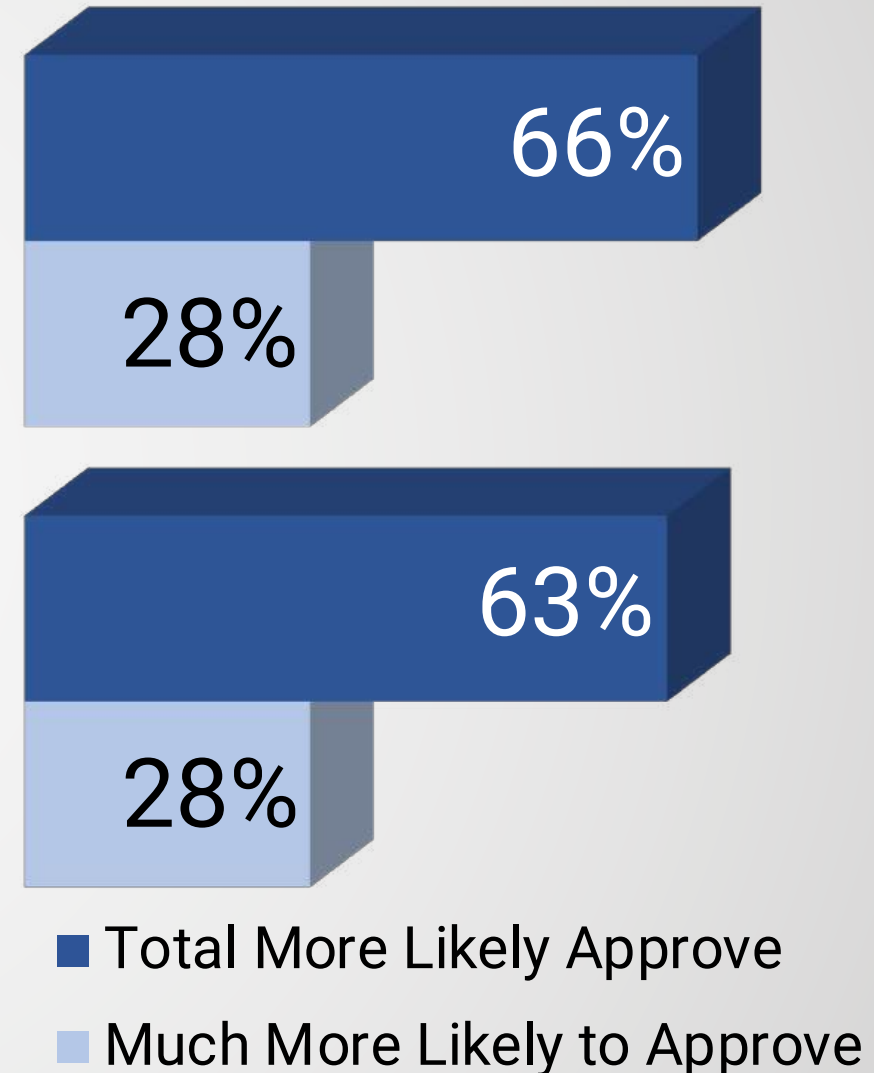


Below is some information on why the City of Centennial is considering a ballot measure to increase sales tax to fund streets, roads, and infrastructure. After reading the information, please indicate if you are more likely to vote yes and approve the sales tax or if you are more likely to vote no and reject it. Let's get started:

City of Centennial Information Questions

Centennial needs about \$35 million annually just to maintain its transportation infrastructure; however, the City's Street Fund only has \$15 million in dedicated funding each year – not nearly enough to keep up with demand.

The City's sales tax rate (2.5%) is among the lowest in the metro area and has not been increased in more than 20 years.

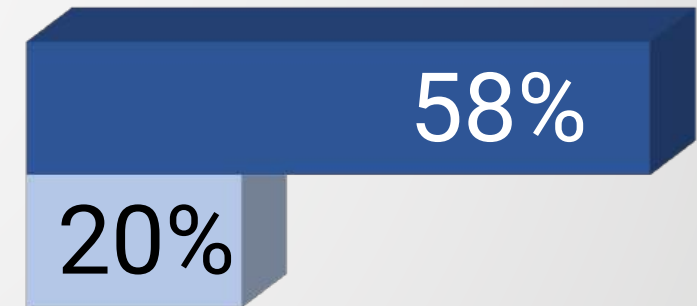
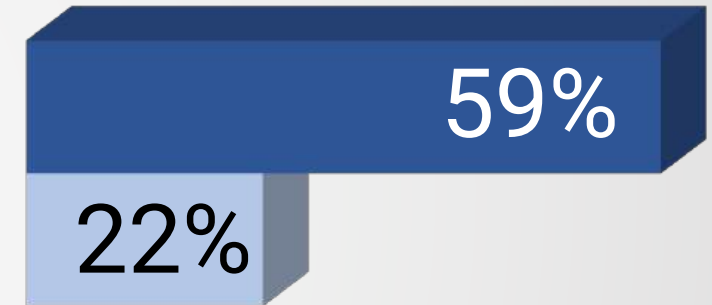
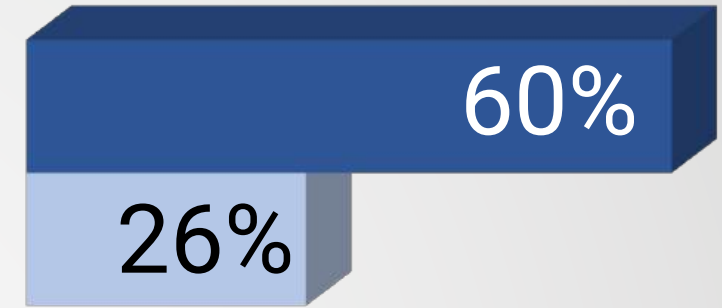


City of Centennial Information Questions

The City of Centennial does not tax groceries, residential gas or electric utilities, or entertainment services (like tickets to movies and shows).

This year marks the City of Centennial's 25th anniversary. In that time, the City has never taken on debt or issued any bonds.

The City of Centennial inherited its infrastructure when it became a municipality 25 years ago. Aging infrastructure, like streetlights, roads, and bridges, will continue to be an issue as costs continue to rise. If future revenues do not cover the costs, maintenance on these could be delayed.



■ Total More Likely Approve
■ Much More Likely to Approve

City of Centennial Informed Sales Tax Ballot Measure



Thank you for reading more information about why the City of Centennial is considering a ballot measure to increase the sales tax to fund streets, roads, and infrastructure. As a reminder, the potential ballot language is below. After reading the language again, please indicate if you would vote yes and approve it or if you would vote no and reject it.



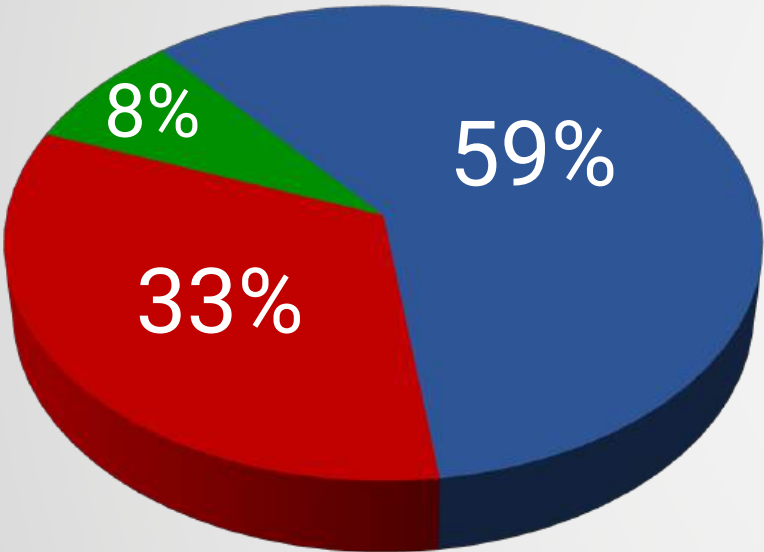
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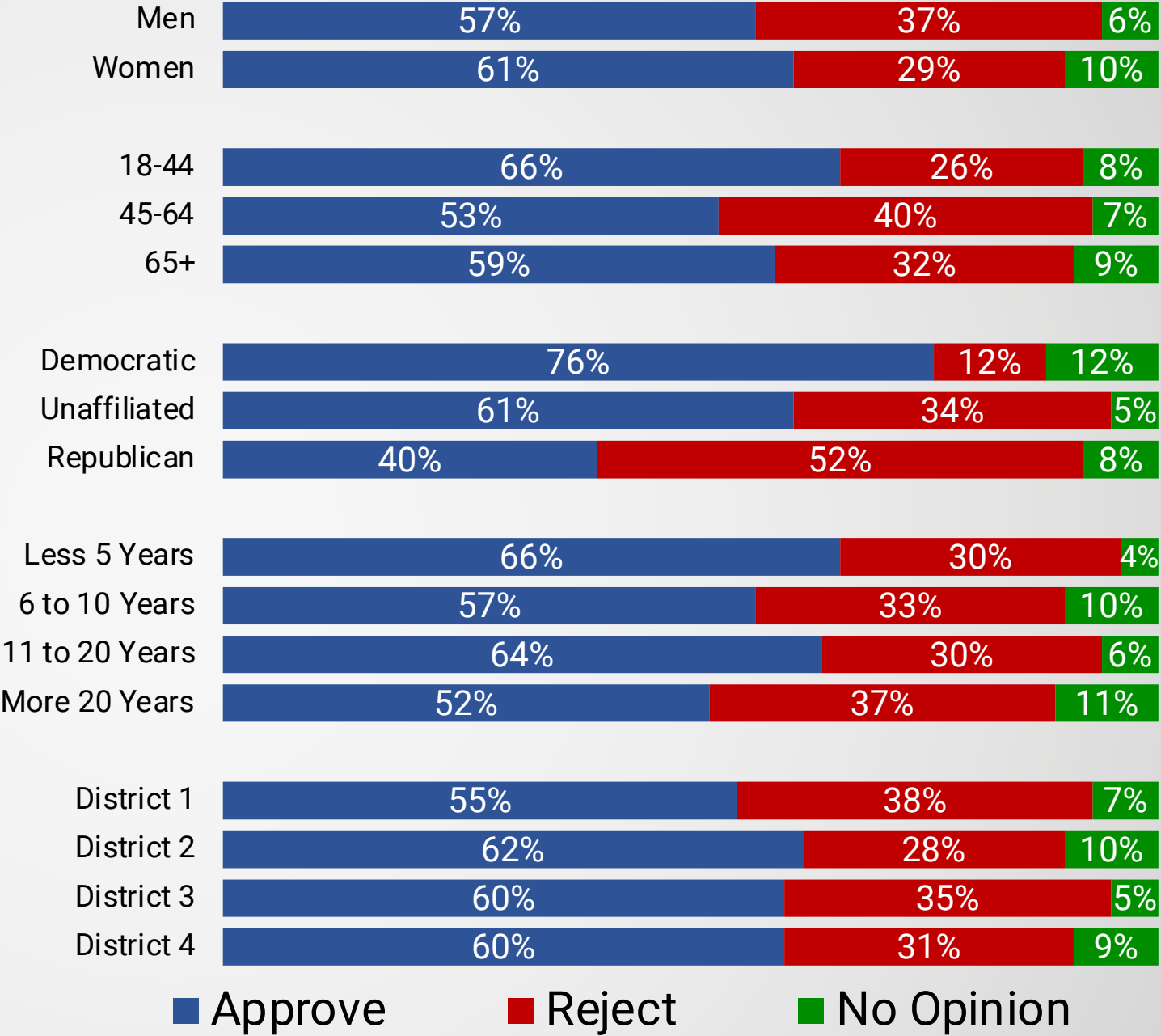


■ Approve

■ Reject

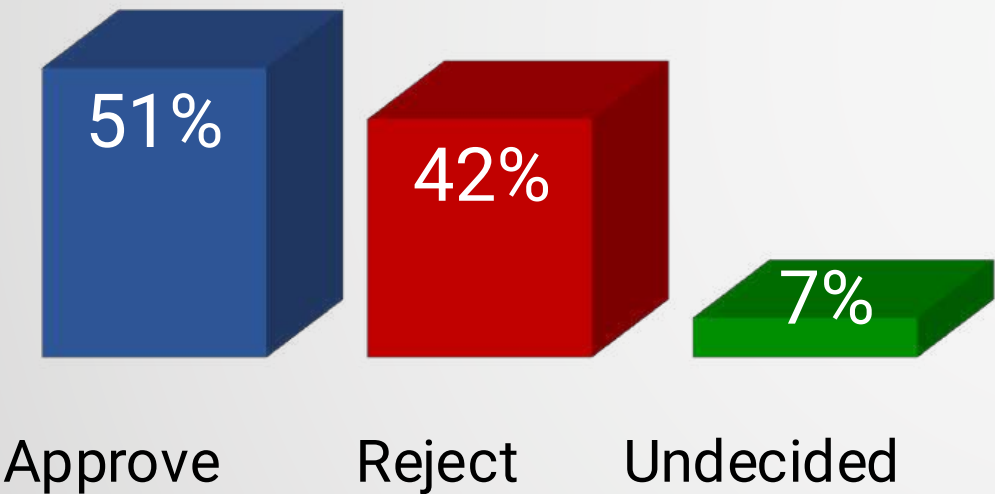
■ No Opinion

Definitely Approve	24%
Probably Approve	35%
Definitely Reject	18%
Probably Reject	15%

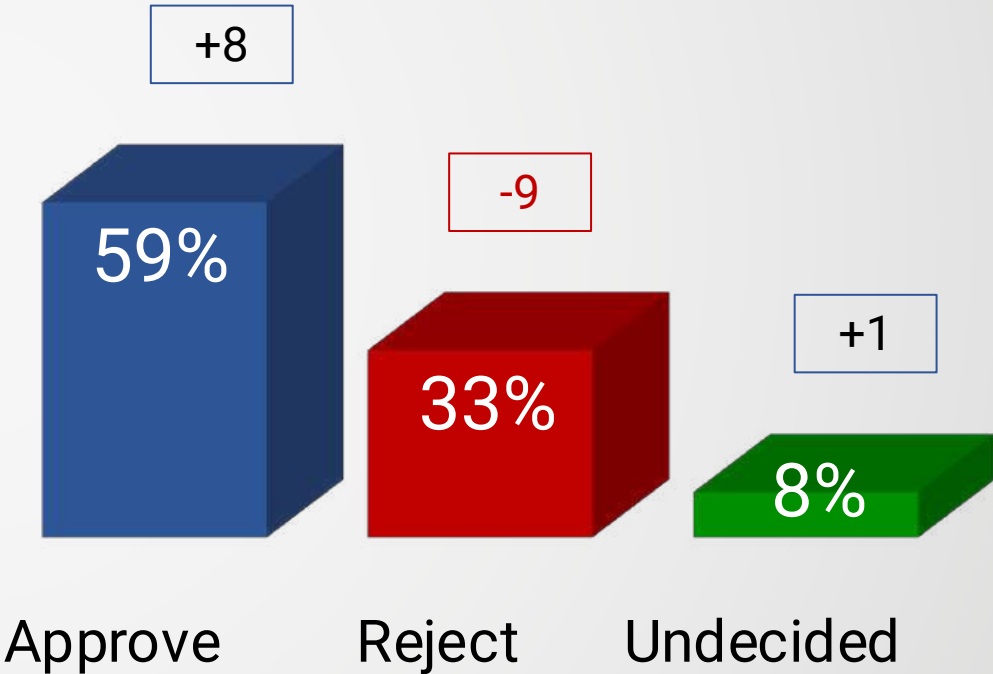


City of Centennial 2026 Ballot Measure Comparison

Uninformed



Informed



Please describe why you would vote yes and approve a sales tax increase to generate additional revenue for the City of Centennial.

Infrastructure Urgency and Visible Road Deterioration: The single most common reason respondents cited for supporting the measure was the visible, day-to-day condition of Centennial's roads, streets, and bridges. Many described the state of local roads as embarrassing, noting potholes, rough pavement, crumbling curbs, and icy uncleared surfaces. The sense that deferred maintenance had reached a tipping point — and that further delay would only compound costs — ran throughout this segment.

Low Tax Rate and Fiscal Responsibility: A significant share of respondents expressed comfort with the increase specifically because Centennial's current sales tax rate is among the lowest in the metro area and along the Front Range. Many pointed to the city's 25-year record of operating without debt as evidence of sound fiscal stewardship and cited that track record as the primary reason they trusted the city to use new revenue appropriately. The exemption of groceries and gasoline from the tax was also widely appreciated as a measure that reduces the burden on lower-income residents.

Infrastructure as an Investment in Property Values and Quality of Life: Many respondents framed their support not as an obligation but as a personal investment — in their neighborhood, their property values, and Centennial's reputation as a desirable place to live and do business. References to US News rankings, comparisons to neighboring communities like Parker and Highlands Ranch, and concerns about remaining competitive all reflected a view that well-maintained infrastructure is foundational to what makes Centennial worth living in.

Preference for Sales Tax Over Debt or Property Tax: Several respondents explicitly noted that a sales tax increase was their preferred mechanism for raising revenue — preferable both to issuing bonds and to raising property taxes, which many felt were already too high. The argument that a sales tax spreads the cost across all users of city infrastructure, including non-residents who shop and work in Centennial, appeared across districts and party affiliations as a point of fairness.



Please describe why you would vote no and reject a sales tax increase to generate additional revenue for the City of Centennial.

Distrust in Government Fiscal Management: The single most common reason respondents cited for opposing the measure was a belief that the city does not spend existing revenue wisely. Many called for cuts and reallocation before any new taxes are considered, and several pointed to specific spending decisions — the Colorado Boulevard Lane reduction, the Revere Street underpass, median improvements, and private contractor arrangements — as evidence the city's priorities are misaligned. Definitively opposed respondents expressed this in absolute terms; those leaning no were more conditional, saying they might reconsider with demonstrated fiscal accountability.

Cost of Living and Personal Financial Hardship: A significant share of respondents said this is simply the wrong time to ask. Rising property taxes, insurance, groceries, and general inflation have stretched household budgets to the limit, and many described the Centennial measure as one increase too many layered on top of federal, state, and county taxes already in place. Seniors on fixed incomes were especially represented in this theme.

Property Tax Increases as a Preexisting Burden: Many respondents pushed back on the city's characterization of Centennial's tax burden as low, pointing to dramatic property tax increases in recent years as evidence the overall burden is already high. Several said they would be more open to a sales tax increase if property taxes were simultaneously reduced.

Preference for Reallocation Over New Revenue: Many respondents argued the funding gap should be closed by cutting lower-priority spending rather than raising taxes, with multimodal projects, open space, contracted services, and city staffing levels most frequently cited as areas where savings could be found.

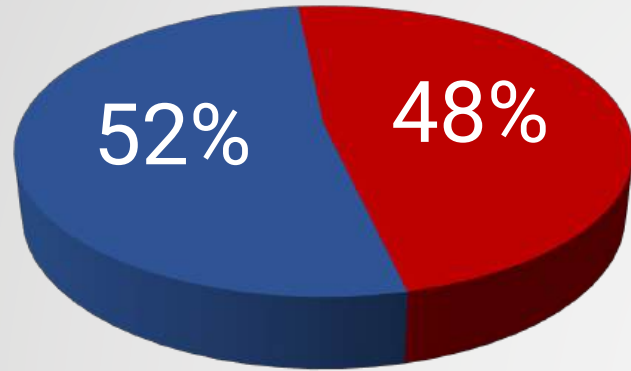




Survey Demographics

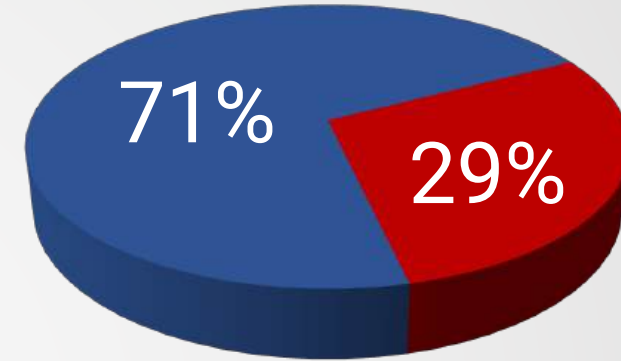
Survey Demographics

Gender



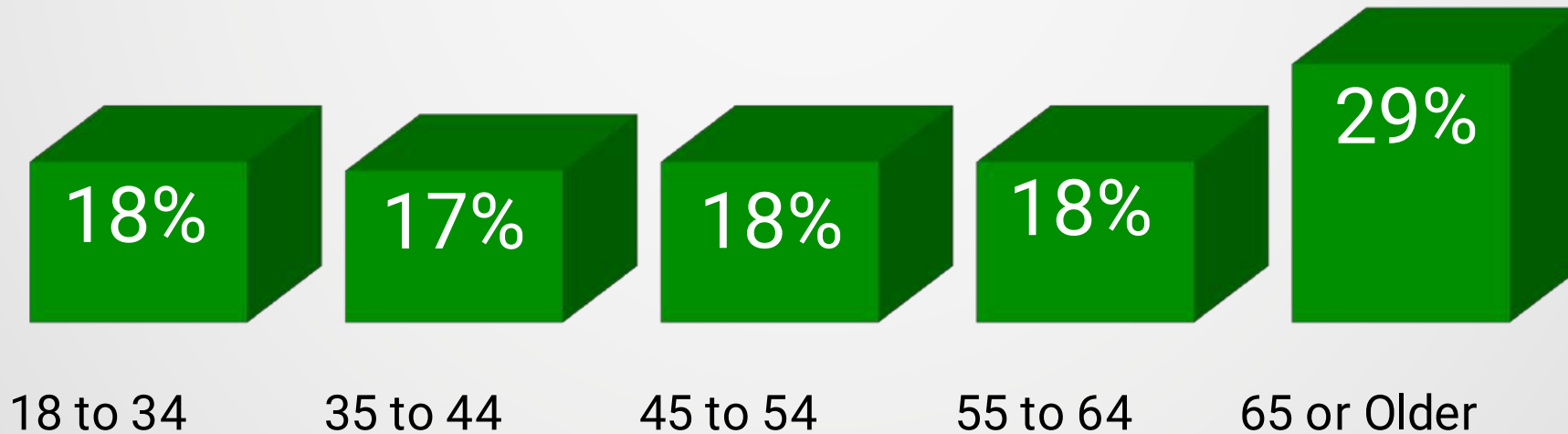
■ Female ■ Male

Four-Year
College Degree



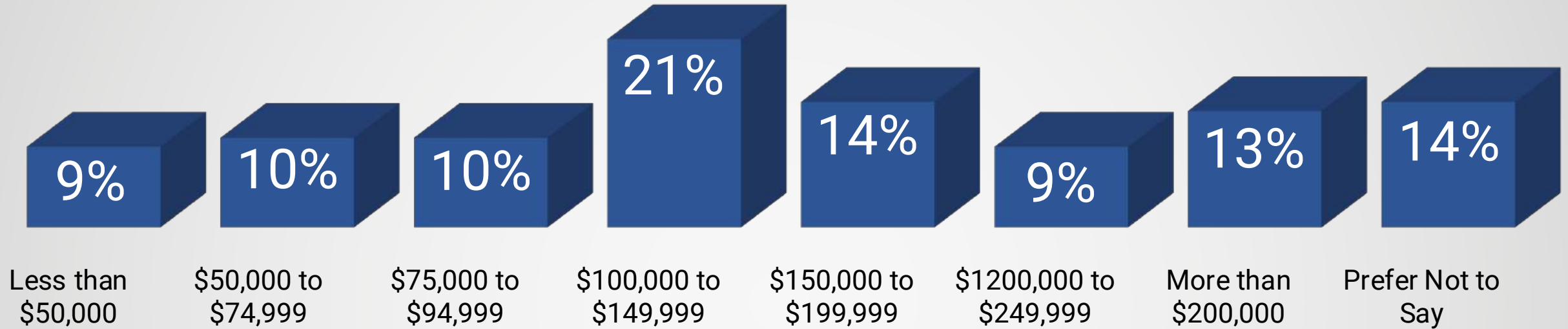
■ Yes ■ No

Age Range

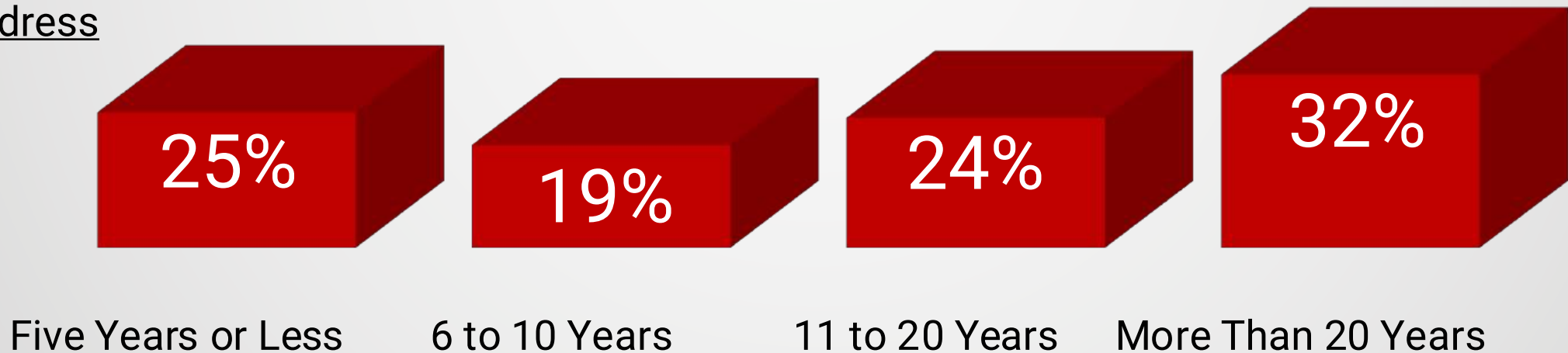


Survey Demographics

Income

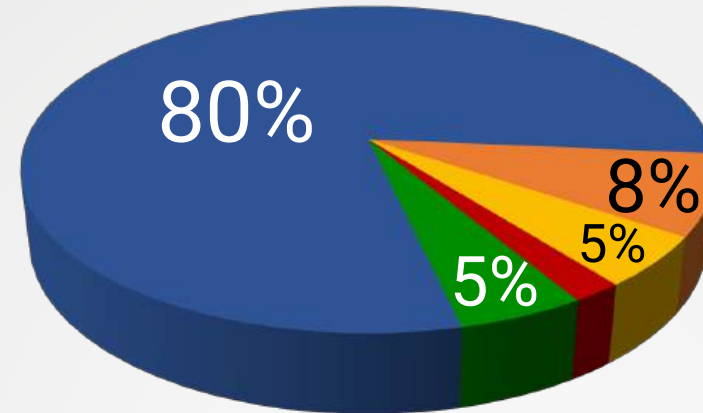


Lived at Current Address



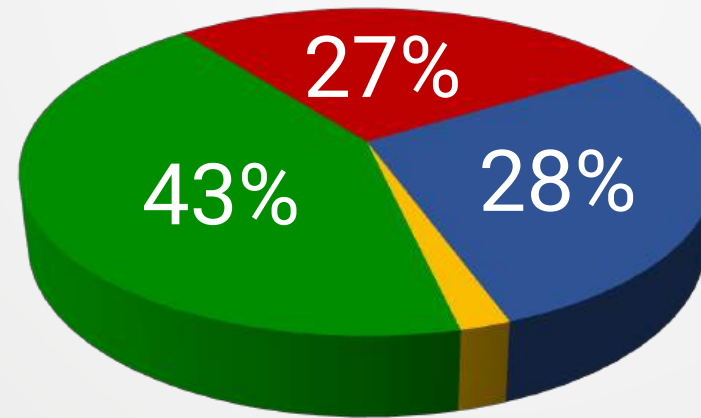
Survey Demographics

Race



■ White ■ Hispanic or Latino ■ Asian ■ Black or African American ■ Other Race

Party



■ Unaffiliated ■ Republican ■ Democratic ■ Other Party

Magellan Strategies

4800 Aspen Creek Drive

Broomfield, CO 80023

MagellanStrategies.com

(303) 861-8585

David Flaherty | Ryan Winger
Courtney Sievers | Logan Miller

