



# Larimer County Ballot Measure Survey

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June 2026



# Larimer County Voter Registration and Turnout Demographics

| Larimer County<br>Magellan Strategies Voter Registration and Past Election Turnout Report |              |        |         |        |         |        |         |        |         |        |
|-------------------------------------------------------------------------------------------|--------------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| Municipality                                                                              | Registration |        | 2023    |        | 2022    |        | 2021    |        | 2020    |        |
| Fort Collins                                                                              | 126,004      | 43.9%  | 50,614  | 40.5%  | 76,020  | 42.3%  | 44,508  | 39.5%  | 99,792  | 44.4%  |
| Loveland                                                                                  | 62,961       | 22.0%  | 29,282  | 23.4%  | 38,990  | 21.7%  | 26,390  | 23.4%  | 48,682  | 21.7%  |
| Berthoud                                                                                  | 10,132       | 3.5%   | 4,326   | 3.5%   | 6,415   | 3.6%   | 3,718   | 3.3%   | 6,780   | 3.0%   |
| Wellington                                                                                | 8,471        | 3.0%   | 3,080   | 2.5%   | 4,918   | 2.7%   | 3,368   | 3.0%   | 6,035   | 2.7%   |
| Windsor                                                                                   | 7,292        | 2.5%   | 3,372   | 2.7%   | 4,970   | 2.8%   | 3,099   | 2.8%   | 5,790   | 2.6%   |
| Timnath                                                                                   | 6,731        | 2.3%   | 3,195   | 2.6%   | 4,486   | 2.5%   | 2,316   | 2.1%   | 4,232   | 1.9%   |
| Estes Park                                                                                | 4,771        | 1.7%   | 2,577   | 2.1%   | 3,339   | 1.9%   | 2,471   | 2.2%   | 3,994   | 1.8%   |
| Johnstown                                                                                 | 4,146        | 1.4%   | 1,147   | 0.9%   | 2,002   | 1.1%   | 921     | 0.8%   | 2,539   | 1.1%   |
| Unincorporated                                                                            | 56,279       | 19.6%  | 27,516  | 22.0%  | 38,608  | 21.5%  | 25,883  | 23.0%  | 46,973  | 20.9%  |
| Total                                                                                     | 286,787      | 100.0% | 125,109 | 100.0% | 179,748 | 100.0% | 112,674 | 100.0% | 224,817 | 100.0% |

| Sex    | Registration |        | 2023    |        | 2022    |        | 2021    |        | 2020    |        |
|--------|--------------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| Female | 146,166      | 51.0%  | 65,764  | 52.6%  | 93,996  | 52.3%  | 58,894  | 52.3%  | 116,860 | 52.0%  |
| Male   | 140,621      | 49.0%  | 59,345  | 47.4%  | 85,752  | 47.7%  | 53,780  | 47.7%  | 107,958 | 48.0%  |
| Total  | 286,787      | 100.0% | 125,109 | 100.0% | 179,748 | 100.0% | 112,674 | 100.0% | 224,817 | 100.0% |

| Age Group | Registration |        | 2023    |        | 2022    |        | 2021    |        | 2020    |        |
|-----------|--------------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| 18-34     | 89,118       | 31.1%  | 18,215  | 14.6%  | 36,802  | 20.5%  | 15,331  | 13.6%  | 62,511  | 27.8%  |
| 35-44     | 49,001       | 17.1%  | 17,498  | 14.0%  | 28,474  | 15.8%  | 15,962  | 14.2%  | 36,193  | 16.1%  |
| 45-54     | 40,193       | 14.0%  | 18,037  | 14.4%  | 27,292  | 15.2%  | 16,351  | 14.5%  | 32,627  | 14.5%  |
| 55-64     | 39,932       | 13.9%  | 22,296  | 17.8%  | 31,155  | 17.3%  | 21,752  | 19.3%  | 37,752  | 16.8%  |
| 65+       | 68,543       | 23.9%  | 49,063  | 39.2%  | 56,025  | 31.2%  | 43,278  | 38.4%  | 55,734  | 24.8%  |
| Total     | 286,787      | 100.0% | 125,109 | 100.0% | 179,748 | 100.0% | 112,674 | 100.0% | 224,817 | 100.0% |

| Party        | Registration |        | 2023    |        | 2022    |        | 2021    |        | 2020    |        |
|--------------|--------------|--------|---------|--------|---------|--------|---------|--------|---------|--------|
| Unaffiliated | 141,250      | 49.3%  | 52,565  | 42.0%  | 76,458  | 42.5%  | 43,262  | 38.4%  | 92,604  | 41.2%  |
| Democrat     | 72,232       | 25.2%  | 36,651  | 29.3%  | 52,334  | 29.1%  | 33,762  | 30.0%  | 64,458  | 28.7%  |
| Republican   | 67,603       | 23.6%  | 34,418  | 27.5%  | 48,514  | 27.0%  | 34,398  | 30.5%  | 64,137  | 28.5%  |
| Libertarian  | 3,273        | 1.1%   | 876     | 0.7%   | 1,622   | 0.9%   | 869     | 0.8%   | 2,517   | 1.1%   |
| Other        | 2,429        | 0.8%   | 599     | 0.5%   | 820     | 0.5%   | 383     | 0.3%   | 1,101   | 0.5%   |
| Total        | 286,787      | 100.0% | 125,109 | 100.0% | 179,748 | 100.0% | 112,674 | 100.0% | 224,817 | 100.0% |

# Methodology



Larimer County invites you to participate in an important survey regarding county services, projects, programs, and a potential ballot measure in November 2026. 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 12 minutes to complete.

Magellan Strategies is pleased to present the topline results of a survey of 1,199 registered voters in Larimer County.

The survey data is weighted to be representative of the county's demographics for a mid-term election. The interviews were conducted from June 8<sup>th</sup> to 16<sup>th</sup>, 2026.

The survey results have a margin of error of +/- 2.92% at the 95 percent confidence interval.

# Key Findings

**A sales tax measure is somewhat viable, while a property tax measure faces significant opposition:** An initial **0.3% sales tax** for essential county services receives **54% support to 40% opposition**. By contrast, a **3.5-mill property tax** receives just **33% support** and **62% opposition**.

**Residents broadly support county services and prioritize wildfire, water, and infrastructure investments:** Overall job approval for Larimer County is strong at **64% approve vs. 24% disapprove**.

The highest-rated priorities are:

- Protecting drinking water and watersheds (**78% rate 8–10 in importance**).
- Wildfire mitigation and emergency preparedness (**70%**).

When asked about community challenges, respondents most frequently cited **housing affordability, homelessness/mental health, roads and traffic, and water, growth, and environmental protection**.

# Key Findings

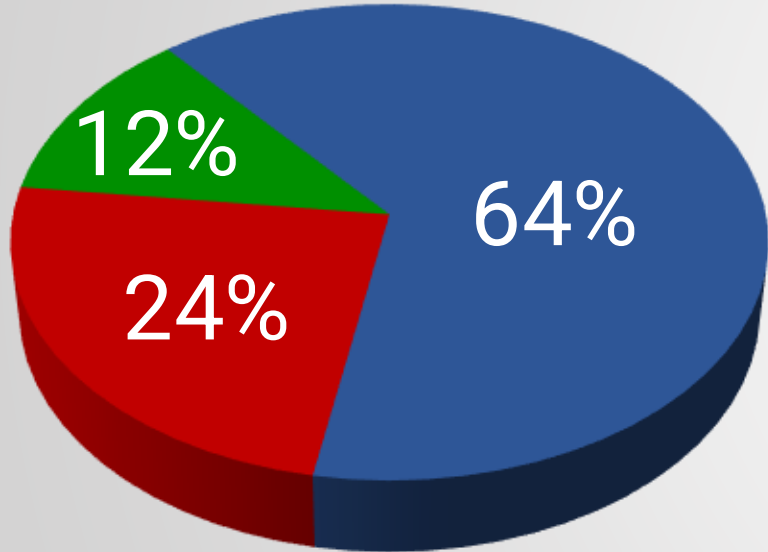
**Wildfire and water protection are the strongest messages for increasing support:** The most persuasive funding arguments centered on:

- Protecting drinking water through forest and watershed health (**63% more likely to support**).
- Wildfire preparedness and emergency response (**61% more likely**).
- Investments that save money over the long term by preventing wildfire damage (**61% more likely**).

**The core debate is about the funding mechanism, not necessarily the need:** Residents who support additional funding consistently say essential services require investment, costs have risen due to inflation and growth, and maintaining quality of life justifies additional revenue. Those preferring a **sales tax** overwhelmingly argue that **property taxes are already too high** and that a sales tax spreads costs more broadly among residents and visitors.

Opponents of either measure focus less on the specific projects and more on **government spending, fiscal accountability, and tax fatigue**, arguing the county should demonstrate greater efficiency before asking voters for additional revenue.

# Do you approve or disapprove of the job Larimer County is doing to provide essential public services, projects and programs for county residents?

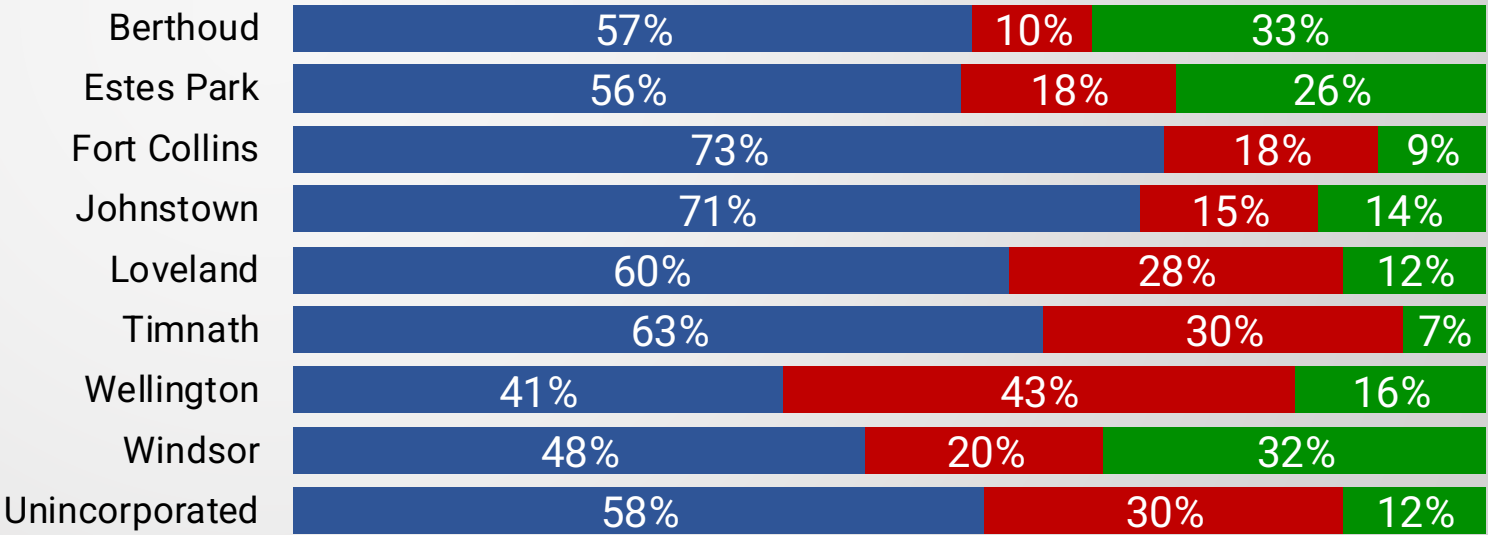
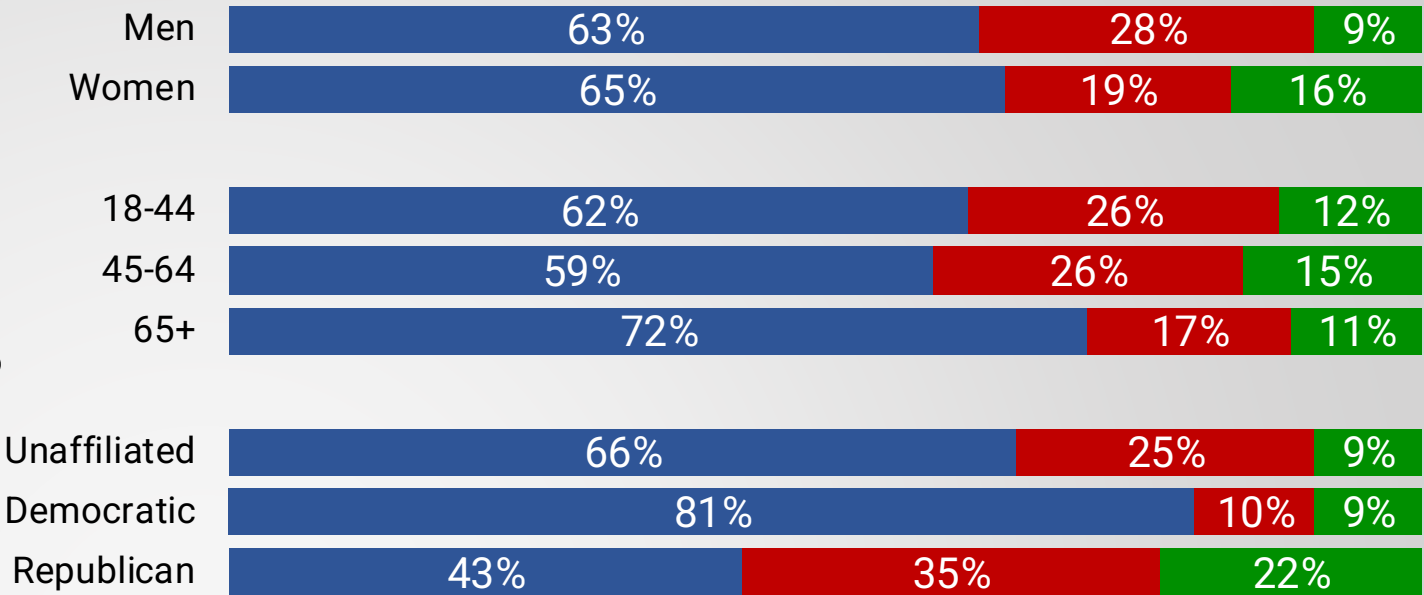


■ Approve

■ Disapprove

■ No Opinion

|                     |     |
|---------------------|-----|
| Strongly Approve    | 18% |
| Somewhat Approve    | 46% |
| Strongly Disapprove | 9%  |
| Somewhat Disapprove | 15% |



■ Approve    ■ Disapprove    ■ No Opinion



# Please describe the top two or three issues or problems that you think Larimer County should be addressing the most.

**Housing Affordability & Cost of Living:** By far one of the most common concerns was the rising cost of housing and overall affordability. Respondents frequently mentioned affordable housing shortages, high home prices and rent, and cost of living pressures, childcare costs, and wages not keeping pace. Homelessness, Mental Health & Social Services: Homelessness was one of the most frequently mentioned issues in the survey. Residents expressed a wide range of views, including:

- More services, shelters, and mental health support
- Concerns about public safety, encampments, and drug use
- Assistance for vulnerable populations, including seniors, people with disabilities, and those facing food insecurity
- Better addiction and behavioral health resources

**Roads, Traffic & Infrastructure:** A large share of respondents focused on transportation infrastructure and maintenance, including road repairs and potholes, traffic congestion and dangerous intersections, lengthy construction projects and poor coordination of road closures, bridge maintenance, snow removal, and roadway safety, and calls for improved transit, bike infrastructure, and pedestrian safety. Many residents expressed frustration with prolonged construction projects and increasing congestion as the county grows.

**Water, Growth & Environmental Protection:** Residents frequently raised concerns about managing growth while protecting natural resources, specifically regarding water conservation and long-term water supply, wildfire mitigation and drought preparedness, open space preservation and protection of natural areas, and concerns about overdevelopment and growth outpacing infrastructure.

For the following county services, please rate their importance to you personally on a scale from 1 to 10, with 1 meaning not important at all, and 10 meaning very important.

Protecting drinking water sources through watershed and forest health improvements that also reduce wildfire risk (50%)



Critical services for children, families, veterans, and older adults including cases of abuse, neglect, health, housing, or financial crisis (38%)



Mitigation, response, and recovery from wildfire and other natural disasters and protecting the emergency reserve fund (35%)



■ 8-10

■ 5-7

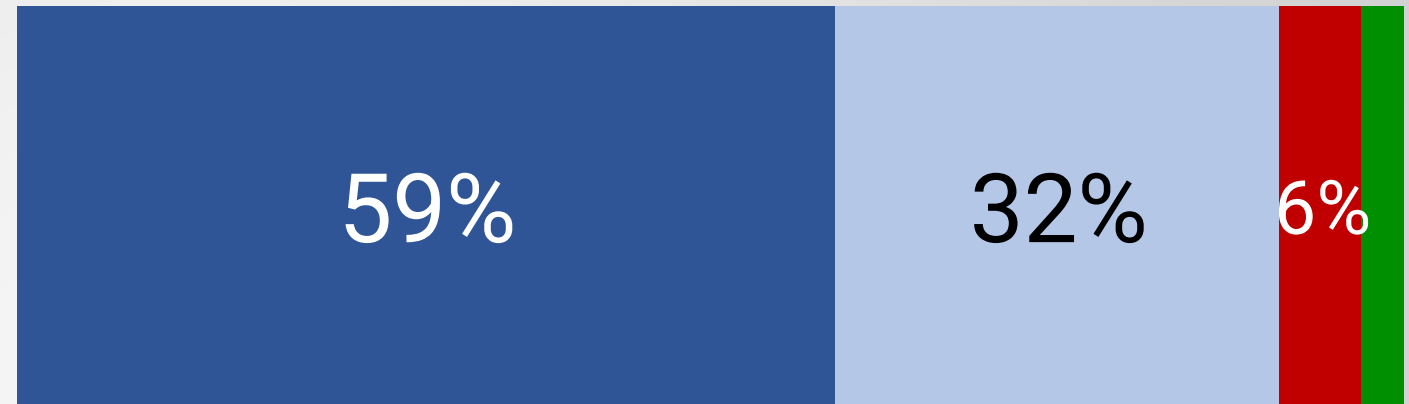
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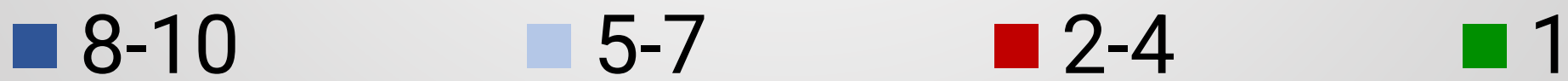


For the following county services, please rate their importance to you personally on a scale from 1 to 10, with 1 meaning not important at all, and 10 meaning very important. **Continued...**

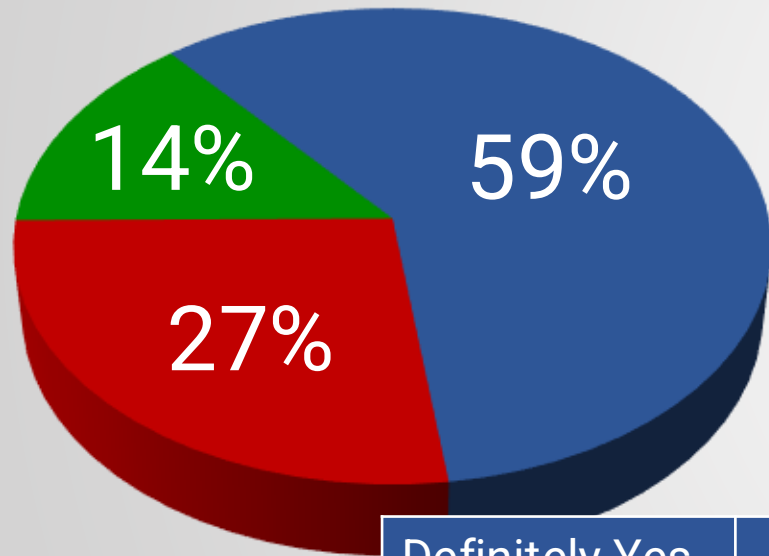
Infrastructure improvement projects to meet current and future travel and safety demand, ensure access to parks and open spaces, and meet future recreational needs (28%)



Public safety including criminal justice improvements to effectively meet community needs (26%)

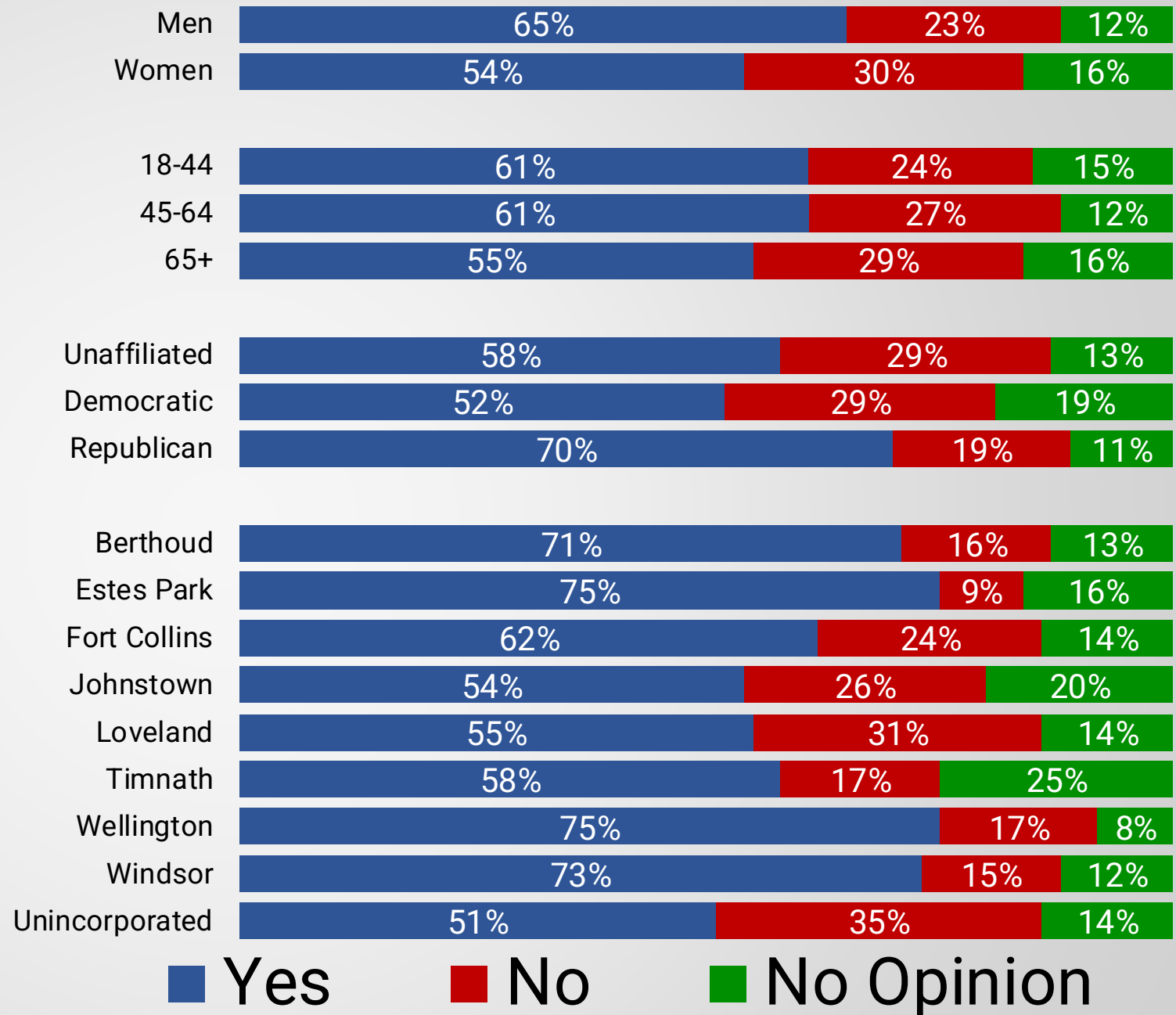


Do you think Larimer County has the financial resources to provide an acceptable level of essential county services, projects, and programs to county residents?

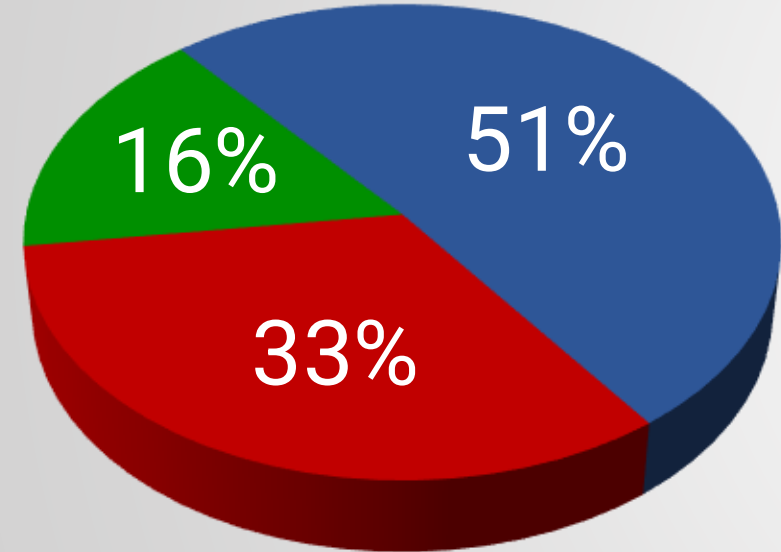


■ Yes  
■ No  
■ No Opinion

|                |     |
|----------------|-----|
| Definitely Yes | 24% |
| Probably Yes   | 35% |
| Definitely Not | 4%  |
| Probably Not   | 23% |

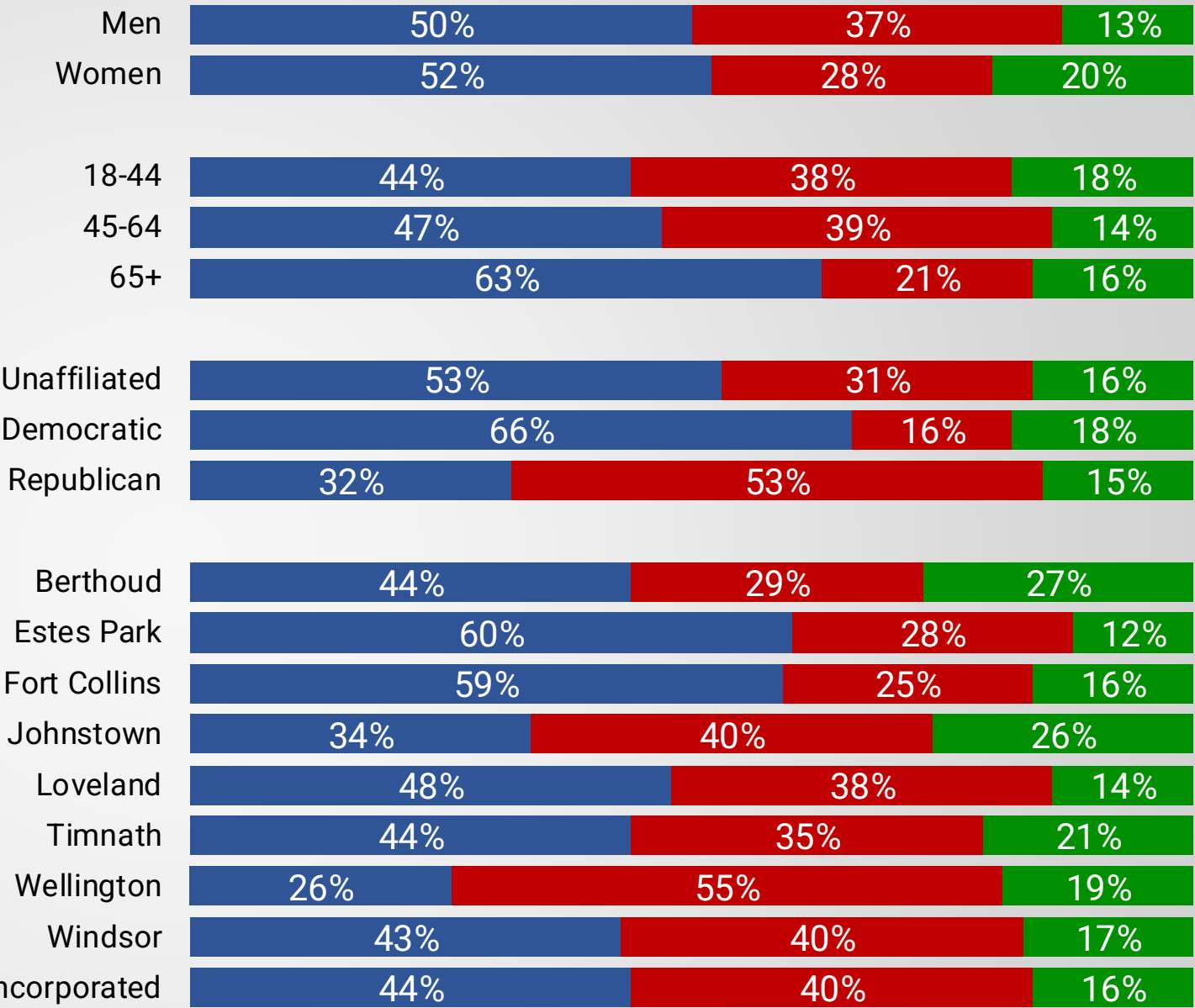


Do you approve or disapprove of the job Larimer County is doing to provide essential public services, projects and programs for county residents?



■ Agree  
■ Disagree  
■ No Opinion

|                   |     |
|-------------------|-----|
| Strongly Agree    | 15% |
| Somewhat Agree    | 36% |
| Strongly Disagree | 16% |
| Somewhat Disagree | 17% |



■ Agree   ■ Disagree   ■ No Opinion



# Larimer County Uninformed 0.3% Sales Tax Increase Ballot Measure



Before we continue, it is important to understand that Larimer County has not decided whether to put a ballot measure before voters in November 2026 to create additional funding sources for county services, projects, and programs. In fact, your participation in this survey and sharing your honest opinions will help the county make that decision. Let's continue the survey now.

Following is an example of potential ballot language that may be placed on the November ballot. After reading it, please indicate how you would vote.

SHALL LARIMER COUNTY TAXES BE INCREASED BY \$30 MILLION ANNUALLY (ESTIMATED FIRST FISCAL YEAR DOLLAR INCREASE STARTING IN 2027), AND ANY ADDITIONAL AMOUNT AS MAY BE RAISED EACH YEAR THEREAFTER TO SUPPORT THE HIGH COST OF ESSENTIAL COUNTY SERVICES SUCH AS:

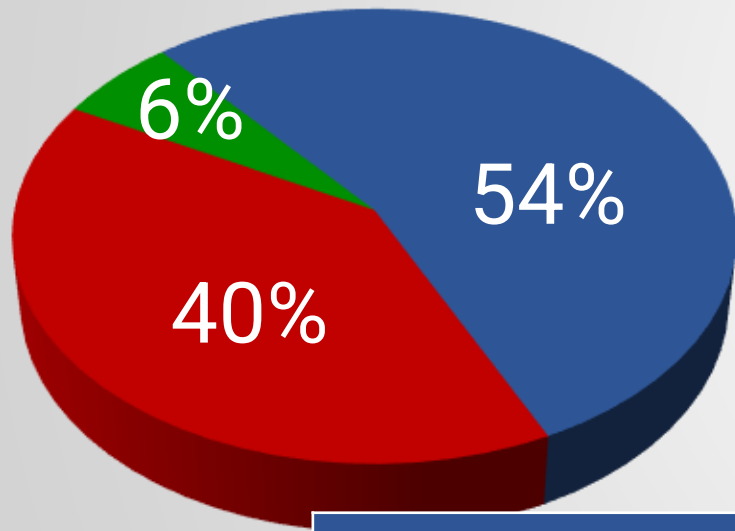
- MITIGATION, RESPONSE, AND RECOVERY FROM WILDFIRE AND OTHER NATURAL DISASTERS AND PROTECTING THE EMERGENCY RESERVE FUND;
- PUBLIC SAFETY INCLUDING CRIMINAL JUSTICE IMPROVEMENTS TO EFFECTIVELY MEET COMMUNITY NEEDS;
- PROTECT DRINKING WATER SOURCES FOR THE MAJORITY OF RESIDENTS INCLUDING THE COMMUNITIES OF FT. COLLINS AND LOVELAND THROUGH WATERSHED AND FOREST HEALTH IMPROVEMENTS THAT ALSO REDUCE WILDFIRE RISK;
- INFRASTRUCTURE IMPROVEMENT PROJECTS TO MEET CURRENT AND FUTURE TRAVEL AND SAFETY DEMAND, ENSURE ACCESS TO PARKS AND OPEN SPACES, AND MEET FUTURE RECREATIONAL NEEDS;
- CRITICAL SERVICES FOR CHILDREN, FAMILIES, VETERANS, AND OLDER ADULTS INCLUDING CASES OF ABUSE, NEGLECT, HEALTH, HOUSING, OR FINANCIAL CRISIS;

BY ESTABLISHING A 0.3% SALES AND USE TAX (EQUAL TO 30 CENTS ON A \$100 PURCHASE) NOT APPLYING TO SALES OF FOOD FOR HOME CONSUMPTION, GASOLINE, DIAPERS, PRESCRIPTION DRUGS AND CERTAIN OTHER ITEMS, WITH FUNDING SUBJECT TO AN ANNUAL AUDIT BY AN INDEPENDENT THIRD-PARTY EXPERT AND SHALL THE COUNTY BE AUTHORIZED TO COLLECT, RETAIN AND SPEND ALL PROCEEDS OF SUCH TAX WITHOUT LIMITATION BY ARTICLE X, SECTION 20 OF THE COLORADO CONSTITUTION, ALL IN ACCORDANCE WITH THE BOARD OF COUNTY COMMISSIONERS' RESOLUTION REFERRING THIS BALLOT ISSUE.

# Larimer County Uninformed

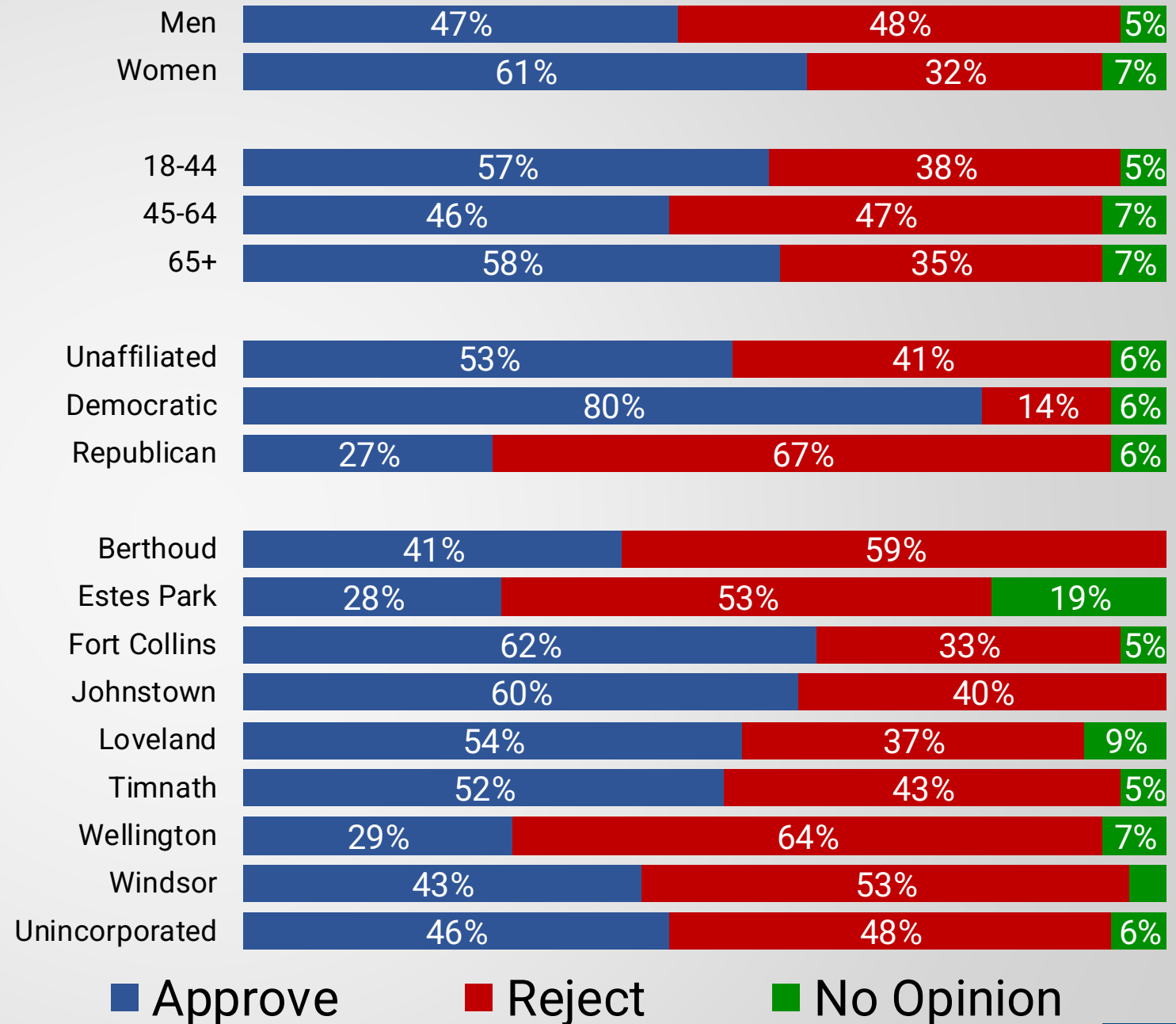
## 0.3% Sales Tax Ballot Measure

Now that you've read the ballot language, if an election were held today, would you vote yes to approve it, or would you vote no to reject it?



■ Approve  
■ Reject  
■ Undecided

|                    |     |
|--------------------|-----|
| Definitely Approve | 21% |
| Probably Approve   | 33% |
| Definitely Reject  | 26% |
| Probably Reject    | 14% |



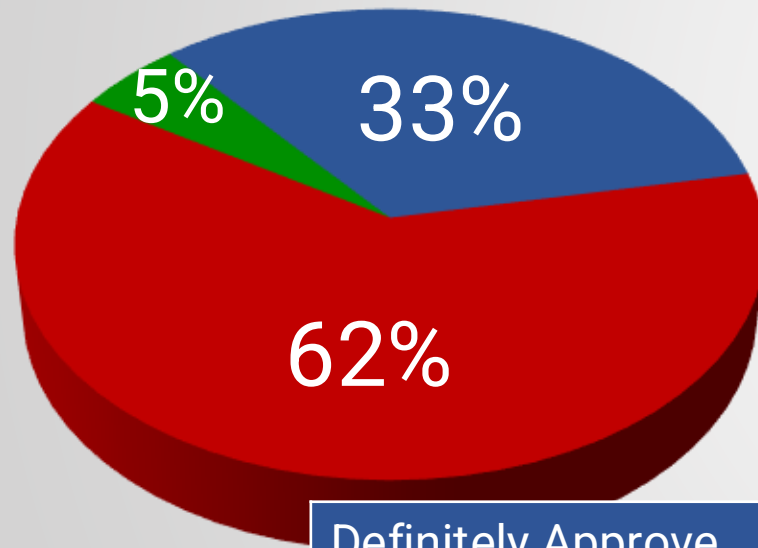
# Larimer County Uninformed 3.5-Mill Property Tax Increase Ballot Measure



An alternative ballot measure may begin the exact same way (“SHALL LARIMER COUNTY TAXES BY INCREASED BY \$30 MILLION ANNUALLY...” ) and for the exact same purposes, but the tax would be a property tax instead of a sales tax. A 3.5-mill property tax increase would raise \$30 million AND would cost \$120/year or \$10/month on a typical home valued at \$557,000.

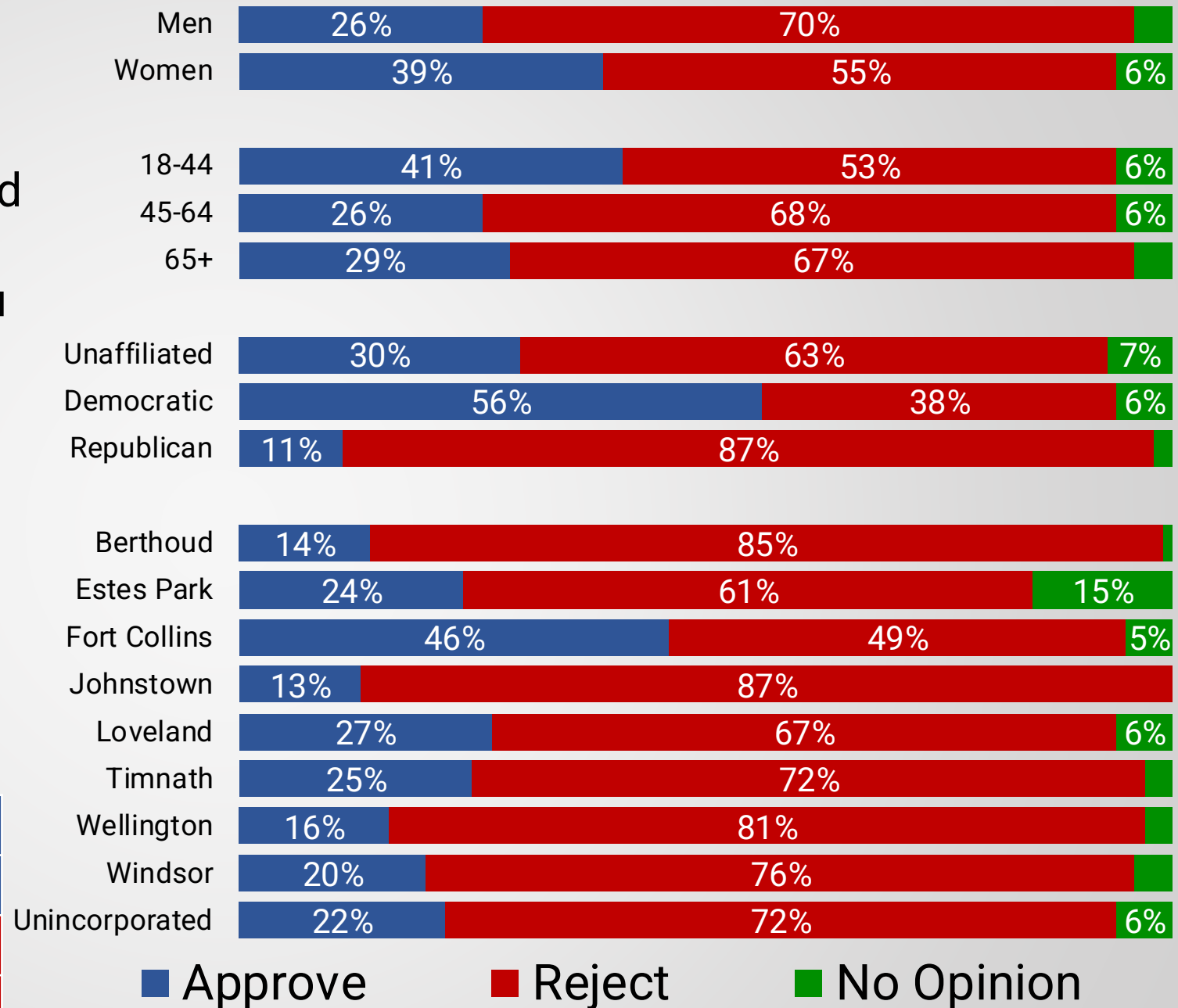
# Larimer County 3.5-Mill Uninformed Property Tax Ballot Measure

If an election were held today, would you vote yes to approve a 3.5-mill property tax increase, or would you vote no to reject it?



■ Approve  
■ Reject  
■ Undecided

|                    |     |
|--------------------|-----|
| Definitely Approve | 14% |
| Probably Approve   | 19% |
| Definitely Reject  | 42% |
| Probably Reject    | 20% |



# Larimer County Information Questions

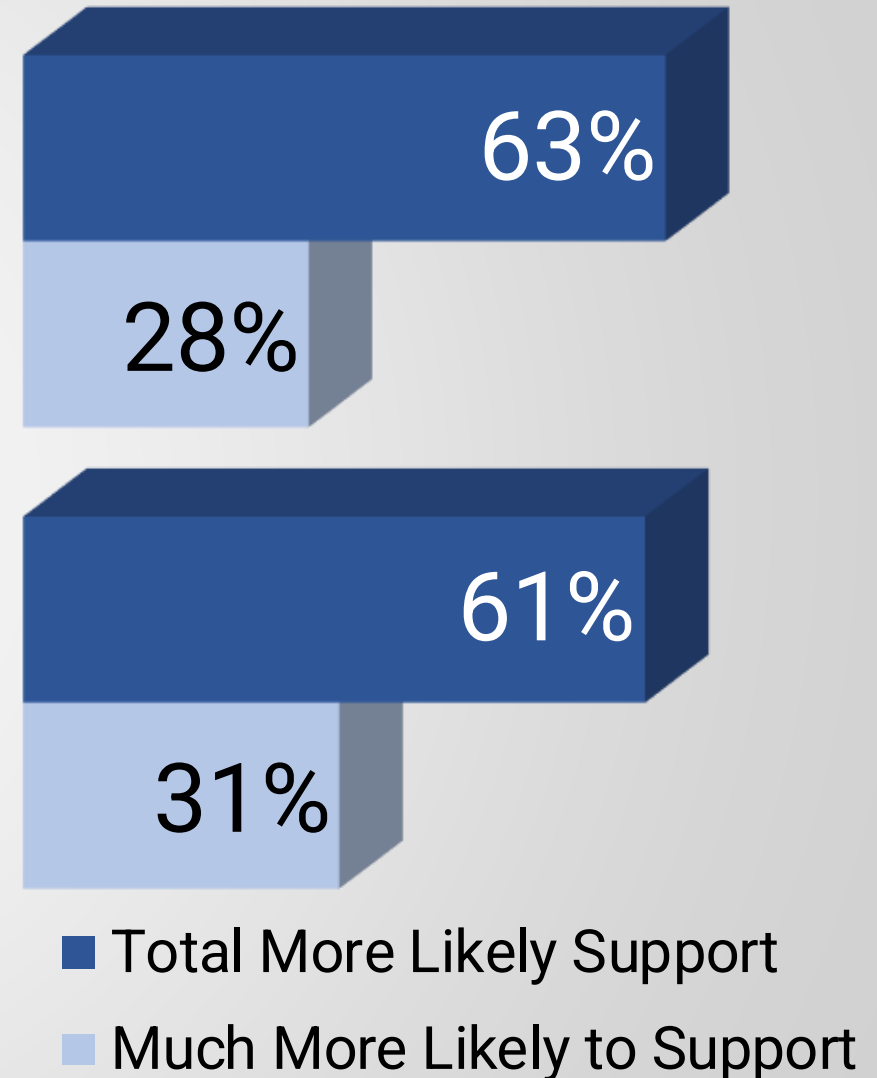


We will now share information about why Larimer County is considering a ballot measure this November, and the essential county services that would be funded. After reading the information, please indicate if you are more likely to vote yes and approve the ballot measure or if you are more likely to vote no and reject it. Let's get started:

# Larimer County Information Questions

In Larimer County, our water sources are also our beautiful forests, rivers, and Reservoirs. One example is the Big Thompson watershed which serves the vast majority of our County residents, including Fort Collins and Loveland. The highest risk portion of the Big Thompson watershed is estimated to need at least \$35 million to meaningfully reduce the risk from wildfire contaminants to drinking water. These types of investments also have a meaningful impact on reducing wildfire risk and long term costs by removing fuel-load and managing mitigation efforts most efficiently.

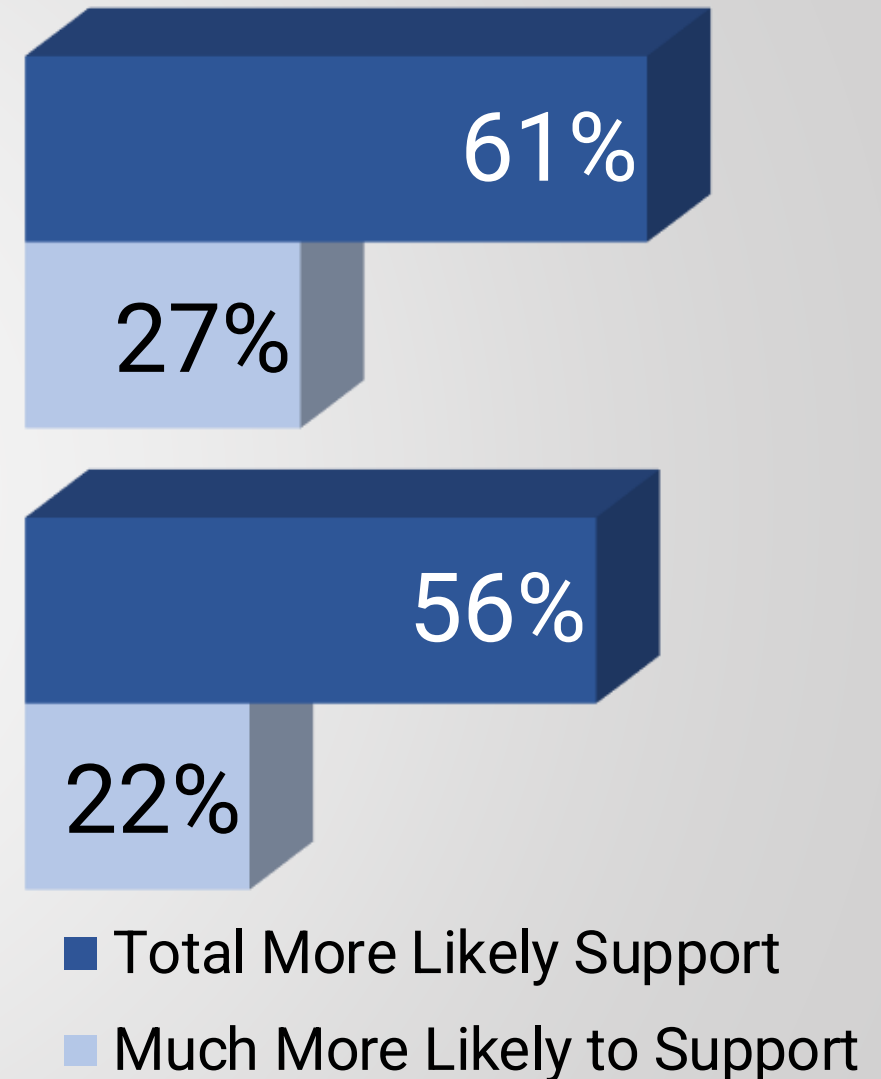
Every \$1 invested can provide up to \$7 dollars in long term savings avoiding increases to water rates and much more costly interventions and clean-ups later.



# Larimer County Information Questions

Wildland fires in areas where natural areas meet neighborhoods have become one of the biggest dangers in Colorado. An additional \$1.7 million is needed annually to staff emergency preparedness at needed levels in Larimer County. These investments would better prepare us for events such as the Cameron Peak fire season, which cost \$19 million or the 2013 Flood which was over \$115 million.

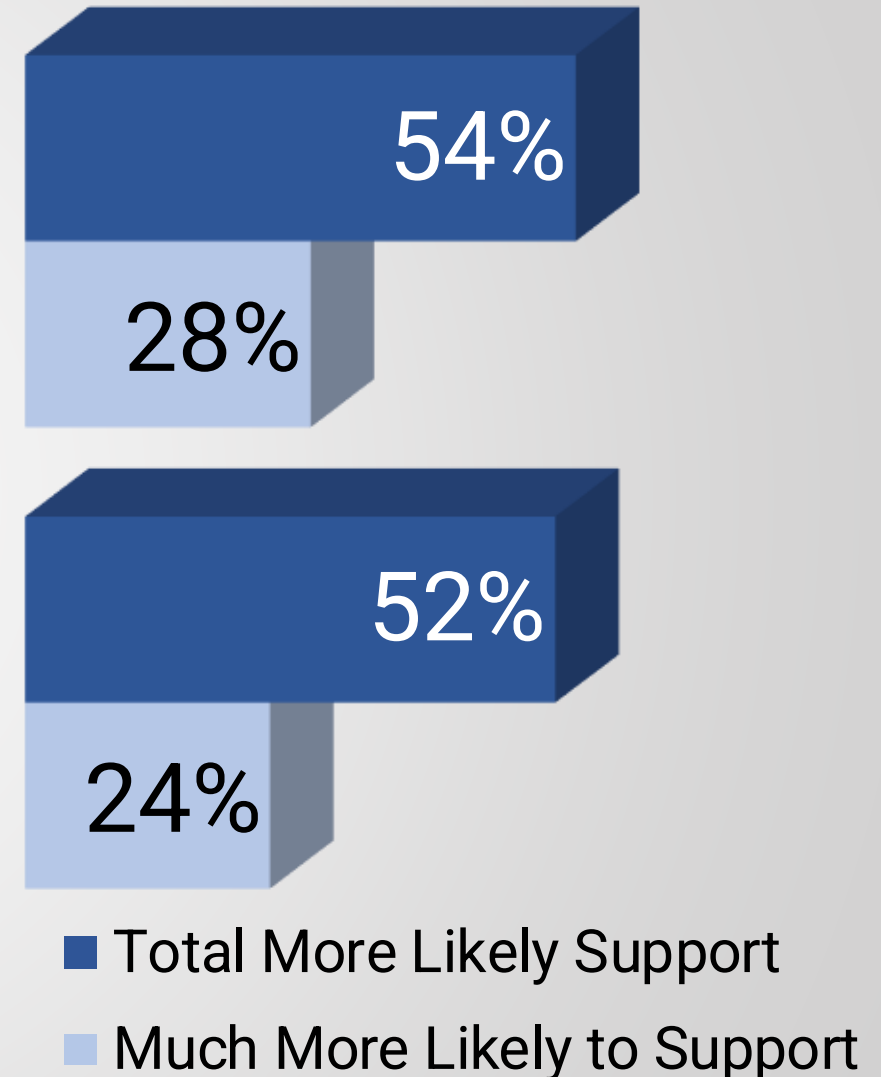
Many roads and bridges in Larimer County are in need of safety improvements, including some bridges that are over 50 years old. Investments in critical roads and bridges help drivers and pedestrians get to their schools, work, and other places safely and efficiently - but rising costs are surpassing the revenue we have for these projects. There is a need of up to \$26 million in annual funding just to keep up with current demand.



# Larimer County Information Questions

Larimer County provides support for cases of abuse, neglect, health, housing, or financial crisis - directly contributing to our shared quality of life. Our food assistance (SNAP) caseload has increased from approximately 12,000 households in 2019 to more than 19,000 households in 2025. Emergency economic security programs help children, families and neighbors in need, often preventing a worse economic and societal outcome for all.

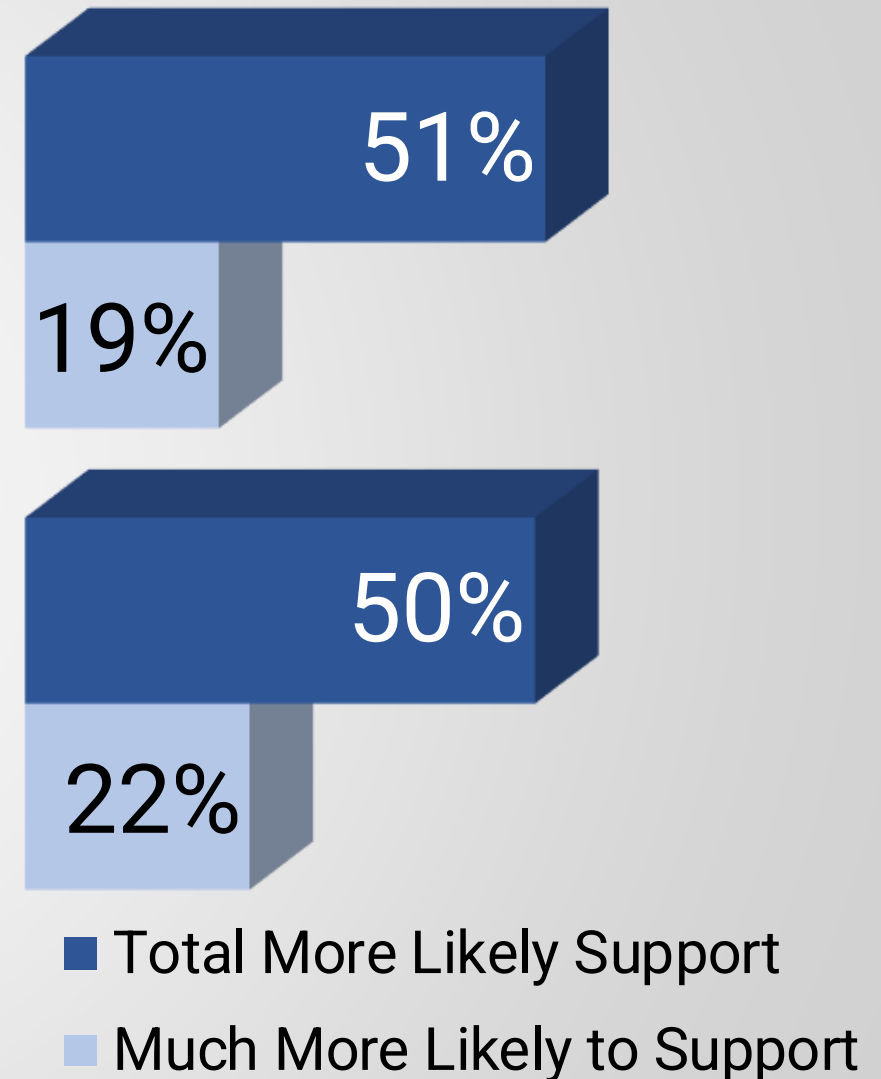
Larimer County recently absorbed over \$20 million more in rising costs and implemented another \$4 million in 2026 budget cuts. After stretching every penny and making every cut, services residents rely on every day will be impacted without new revenue by 2027.



# Larimer County Information Questions

Funding is also needed to protect the County's \$23.3 million emergency reserves that could be used up by a single event.

Prevention services for seniors to avoid the system have already been eliminated, so we now only help those already in Adult Protective Services - potentially impacting over 50,000 residents over 60 years of age.

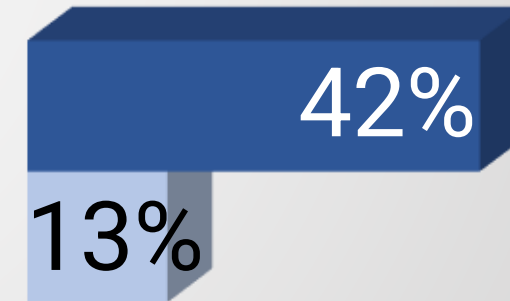
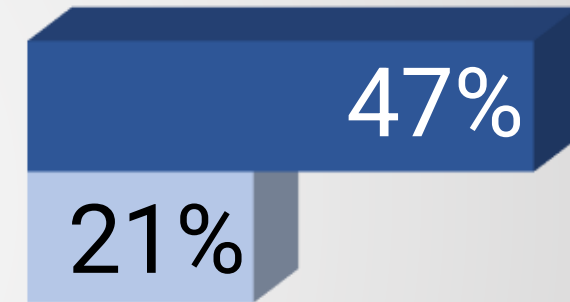
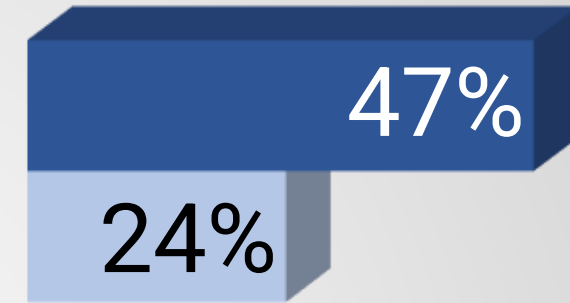


# Larimer County Information Questions

Providing at least \$2 million in new revenue would allow Larimer County to continue serving our community as impactfully as we have been able to in the past, especially after recent federal and state funding reductions including H.R. 1 (“the big beautiful bill”).

The county currently has funding to acquire open space, but lacks funding for the operations, access and management of these spaces.

Larimer County’s public safety and criminal justice costs have increased over \$71 million, or 72% since 2017. An additional \$5 million in new annual revenue would help ensure our streets and neighborhoods remain safe. Continued investments to improve justice outcomes also save time and money over the long term.



■ Total More Likely Support  
■ Much More Likely to Support

# Larimer County Informed Ballot Measures

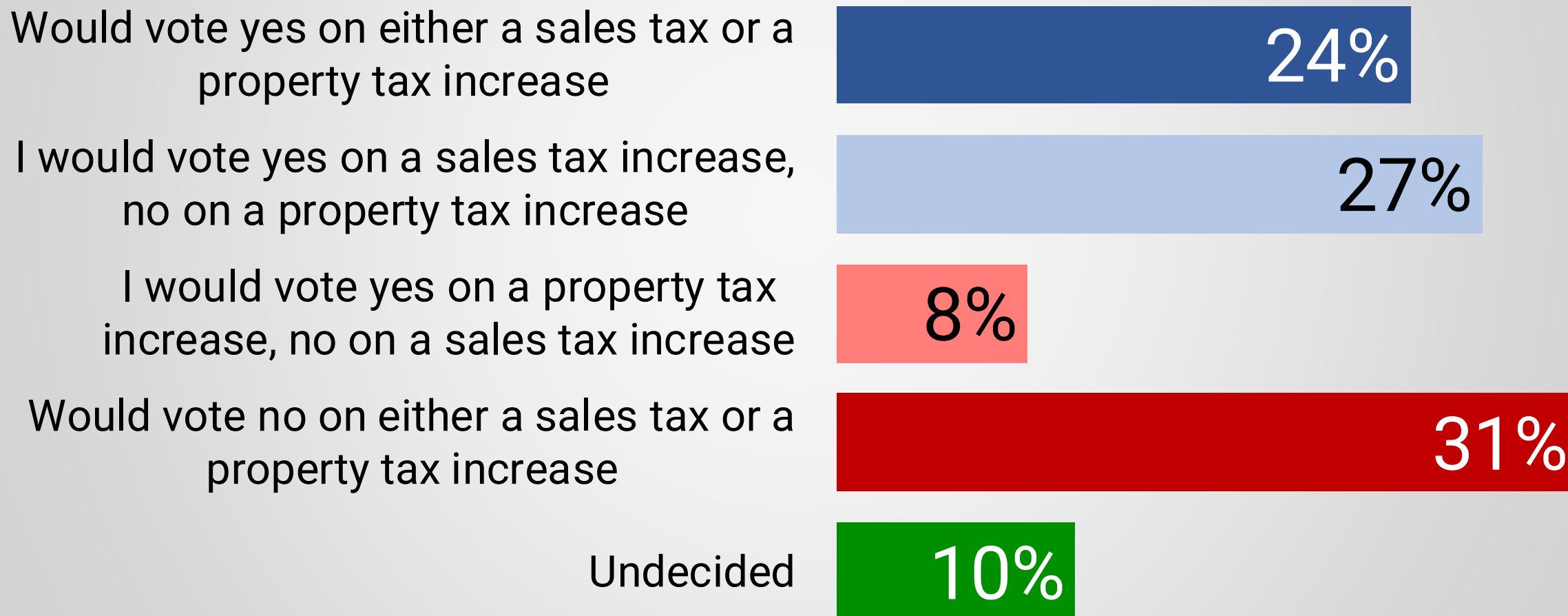


Thank you for reading more about why Larimer County is considering placing a sales tax or property tax ballot measure before voters this November. We now ask you to consider again that the ballot language would begin:

“SHALL LARIMER COUNTY TAXES BE INCREASED BY \$30 MILLION” and the revenue would be for the following essential county services:

- MITIGATION, RESPONSE, AND RECOVERY FROM WILDFIRE AND OTHER NATURAL DISASTERS AND PROTECTING THE EMERGENCY RESERVE FUND;
- PUBLIC SAFETY INCLUDING CRIMINAL JUSTICE IMPROVEMENTS TO EFFECTIVELY MEET COMMUNITY NEEDS;
- PROTECT DRINKING WATER SOURCES FOR THE MAJORITY OF RESIDENTS INCLUDING THE COMMUNITIES OF FT. COLLINS AND LOVELAND THROUGH WATERSHED AND FOREST HEALTH IMPROVEMENTS THAT ALSO REDUCE WILDFIRE RISK;
- INFRASTRUCTURE IMPROVEMENT PROJECTS TO MEET CURRENT AND FUTURE TRAVEL AND SAFETY DEMAND, ENSURE ACCESS TO PARKS AND OPEN SPACES, AND MEET FUTURE RECREATIONAL NEEDS;
- CRITICAL SERVICES FOR CHILDREN, FAMILIES, VETERANS, AND OLDER ADULTS INCLUDING CASES OF ABUSE, NEGLECT, HEALTH, HOUSING, OR FINANCIAL CRISIS.

Also, understand that there will not be two different ballot measures. If the county does decide to move forward and place a measure on the ballot, it would either be a sales tax or a property tax, not both. Knowing this, if an election were held today, how would you vote?



Please describe why you would vote yes, regardless of whether the measure is a sales tax increase or a property tax increase.

**Funding Essential Services and Community Needs:** The dominant theme is that residents believe the county needs additional revenue to maintain important services and infrastructure. Typical comments included variations of "services cost money," "the county needs the funding," and "these are essential services worth paying for."

**Investing in the Community and the Common Good:** Many respondents framed their support as a civic responsibility and an investment in Larimer County's future. Common sentiments included supporting neighbors and vulnerable residents, preserving quality of life, building a stronger, healthier, safer community, and paying a fair share to maintain community assets and services. Many respondents explicitly stated that taxes are the price of maintaining a desirable community and that everyone benefits from these investments.

**Acceptance of Tax Increases Due to Inflation, Growth, and Funding Shortfalls:** A significant number acknowledged that costs have increased and additional revenue is necessary because inflation has increased service costs, population growth is creating greater demand, federal and state funding reductions require local governments to fill the gap, and delaying investments will cost more in the future. Many respondents expressed that while they may not like taxes, they view additional funding as necessary to keep services from declining.

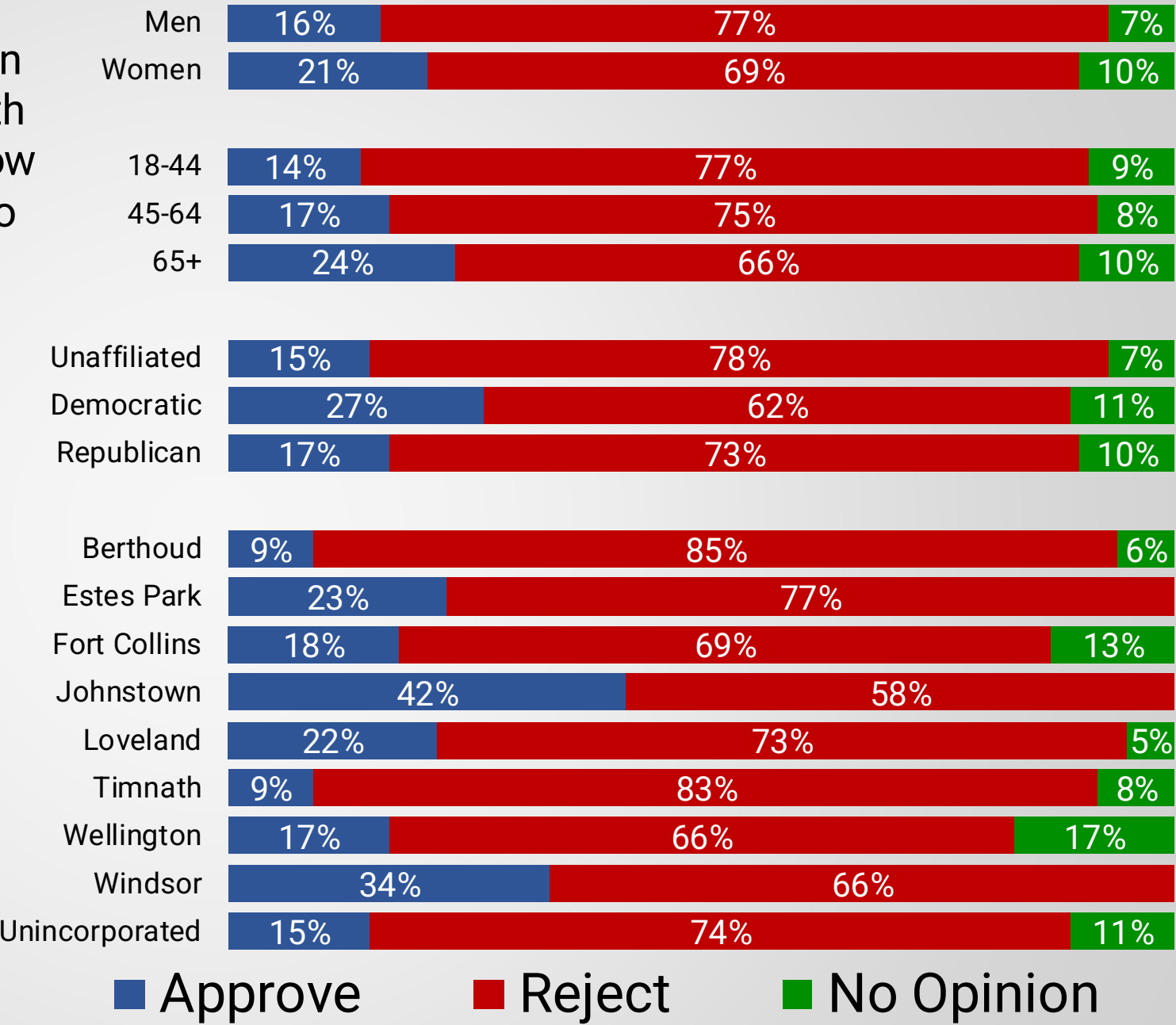
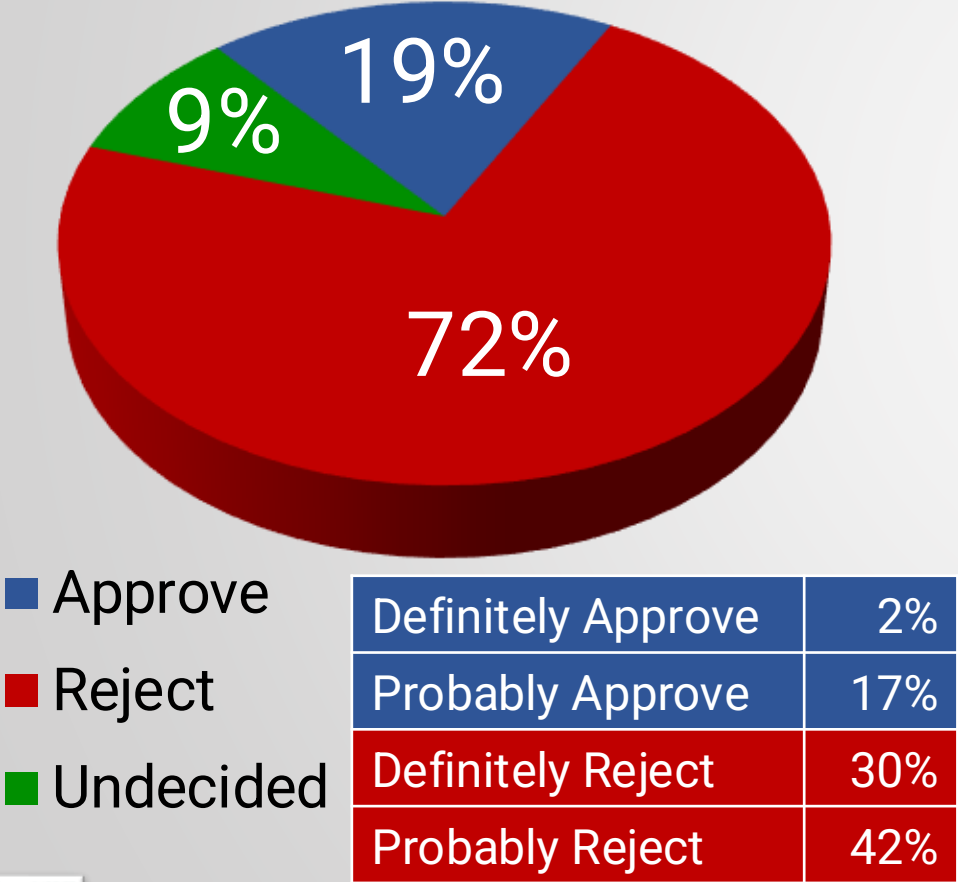
# Please describe why you would vote yes on a sales tax increase, but would vote no on a property tax increase.

**Property Taxes and Housing Costs Are Already Too High:** This was the overwhelming dominant theme. Respondents repeatedly expressed concern that property taxes have risen substantially in recent years, homeownership is already becoming unaffordable, additional property taxes would worsen housing affordability, and seniors, fixed-income residents, and first-time homebuyers would be disproportionately affected. Many respondents worried that higher property taxes could force people out of their homes or make homeownership even more difficult to attain.

**Sales Tax Spreads the Cost More Fairly Across Everyone:** A second major theme was that sales taxes distribute the burden more broadly because everyone contributes, not just property owners. Renters, homeowners, visitors, and tourists all help pay, county services benefit the entire community, and visitors who use roads, parks, and amenities should contribute as well. Many respondents explicitly argued that homeowners should not be solely responsible for funding services that benefit all residents and visitors.

**Sales Tax Feels More Manageable and Voluntary:** Many respondents viewed sales taxes as easier to absorb because individuals can control spending and reduce purchases if necessary, the cost is spread out in small amounts over time, and a sales tax on discretionary purchases feels less burdensome than a fixed annual property tax bill. Comments frequently contrasted the flexibility of a sales tax with the fixed nature of property tax obligations.

If the amount was a smaller, 2.9-mill property tax increase to raise \$25 million that would cost \$98/year or \$8.17/month on a typical home valued at \$557,000, how would you vote? [Asked only to 27% who would vote Yes on sales tax, No on property tax]

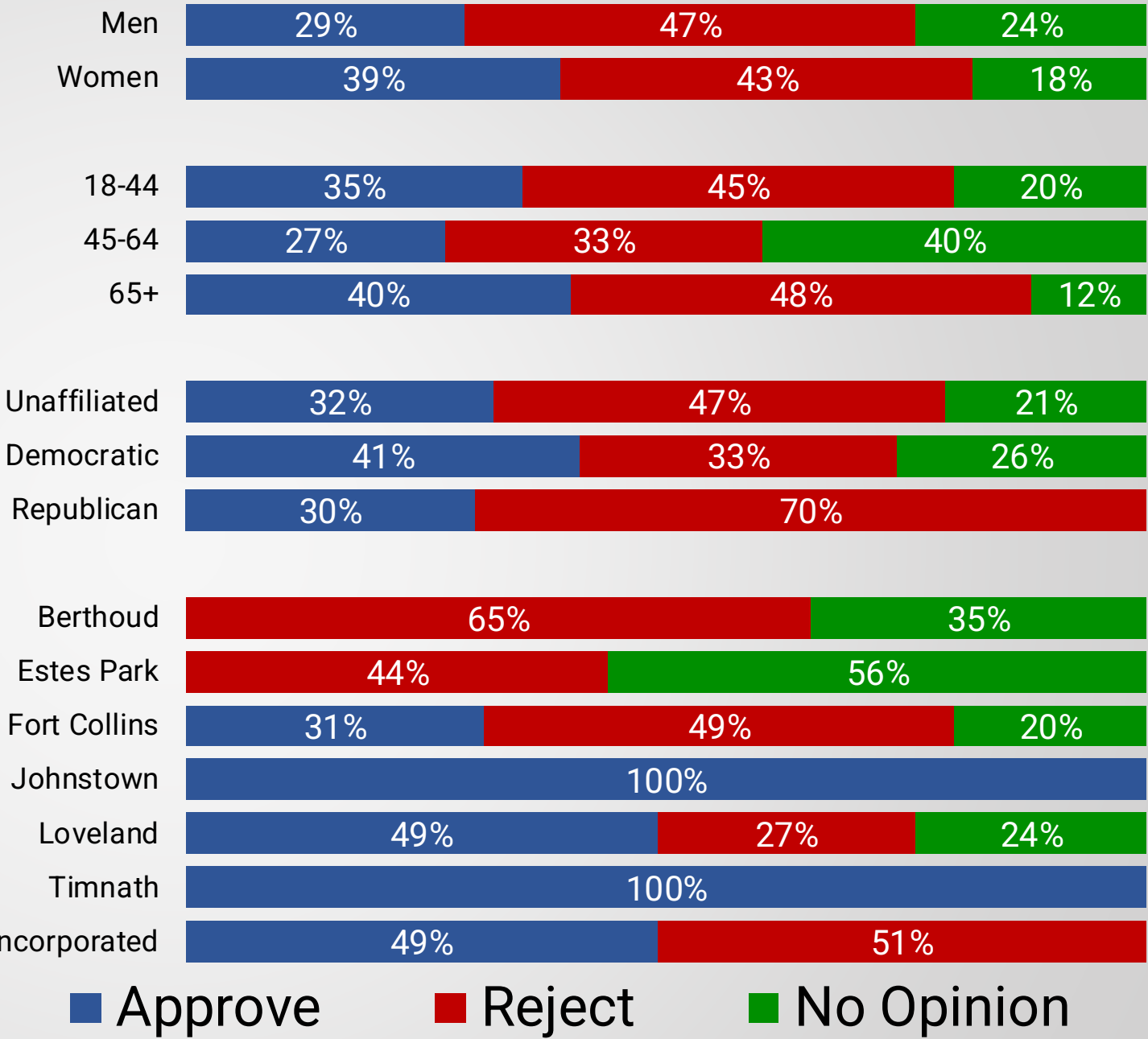
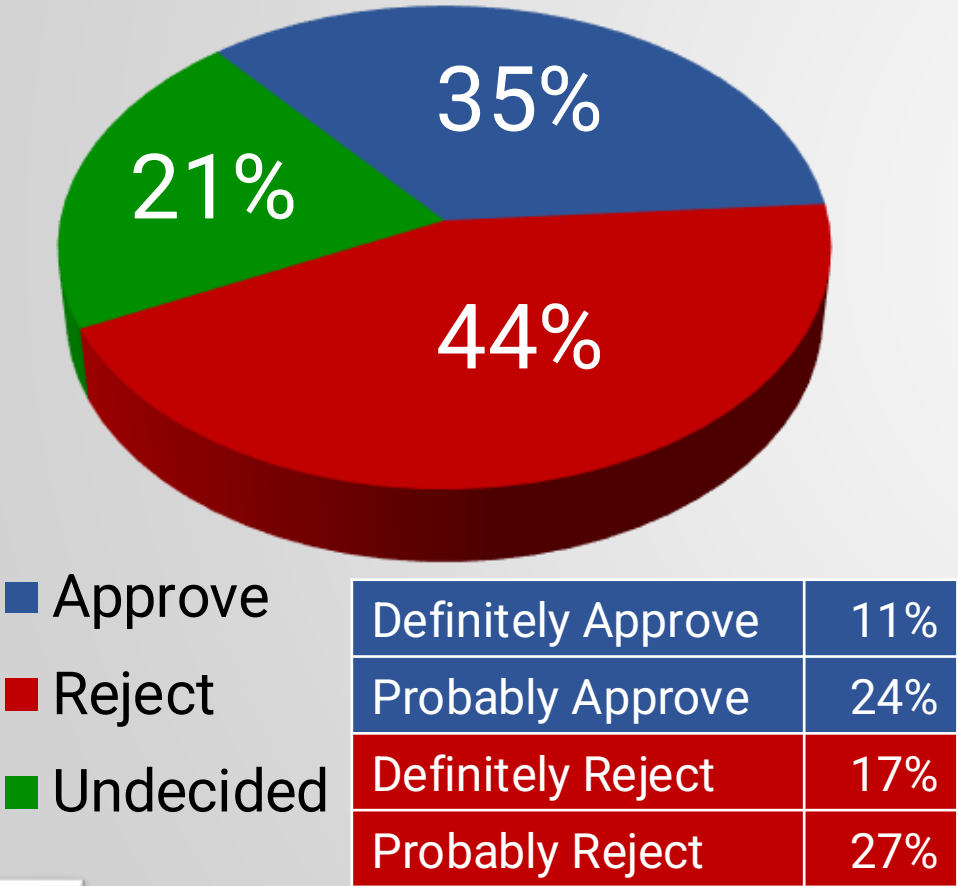


Please describe why you would vote yes on a property tax increase, but would vote no on a sales tax increase.

**Sales Taxes Are Regressive and Hurt Lower-Income Residents:** The dominant theme is that respondents view sales taxes as unfair because they place a larger burden on people with lower incomes. Common arguments included that sales taxes increase the cost of everyday purchases, lower-income households, renters, seniors, and people living paycheck-to-paycheck would be affected most, and property owners generally have greater financial resources than renters.

**Property Owners and Higher-Wealth Residents Should Contribute More:** A second major theme was that homeowners, property owners, and wealthier residents are better positioned to fund county services because homeownership is increasingly associated with higher wealth and property owners benefit from public services that protect property values and community quality. Several respondents suggested specifically targeting higher-value homes, second homes, or wealthier property owners. Many comments framed property taxes as a way to place the burden on those with greater ability to pay rather than spreading costs across all consumers.

If the amount was a smaller, 0.25% sales tax increase to raise \$25 million, how would you vote? [Asked only to 8% who would vote Yes on property tax, No on sales tax]



Please describe why you would vote no, regardless of whether the measure is a sales tax increase or a property tax increase.

**Government Spending, Waste, and Fiscal Mismanagement:** The most dominant theme is a belief that the county already has enough money but is not spending it wisely. Respondents frequently mentioned wasteful spending and bureaucratic bloat, mismanagement of existing revenues, calls for audits, transparency, and accountability, and requests to cut spending before asking for more taxes. Many respondents argued that better budgeting, efficiency improvements, and spending cuts should occur before any new revenue is considered.

**Tax Fatigue and Affordability Concerns:** Many respondents expressed that they simply cannot afford additional taxes due to rising property taxes and inflation/cost-of-living increases. Comments often reflected a broader sentiment that residents are already financially stretched and that "enough is enough" when it comes to taxes and fees.

**Opposition to the Structure and Scope of the Measure:** Many respondents objected to the proposal itself because it combined too many different issues into one measure, spending priorities were not specific enough, they supported some categories (roads, wildfire mitigation, water) but opposed others (social services, criminal justice, open space acquisition, etc.). Many of these respondents want separate ballot questions for individual purposes.

If the ballot language included a smaller, 2.9-mill property tax increase to raise \$25 million that would cost \$98/year or \$8.17/month on a typical home valued at \$557,000, OR a smaller 0.25% sales tax increase, how would you vote? [Select all that apply, asked only to 31% who would vote No on either option]

I would still vote no on either option

95%

I would vote yes on a smaller sales tax increase

4%

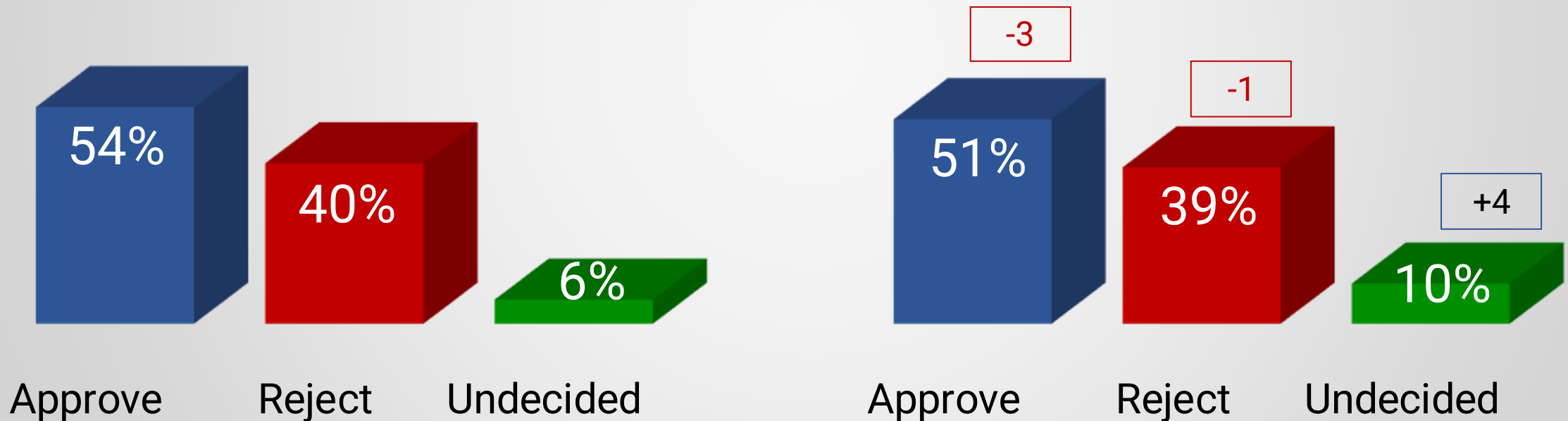
I would vote yes on a smaller property tax increase

2%

# Larimer County 2026 Ballot Measure Comparison – 0.3% Sales Tax

Uninformed

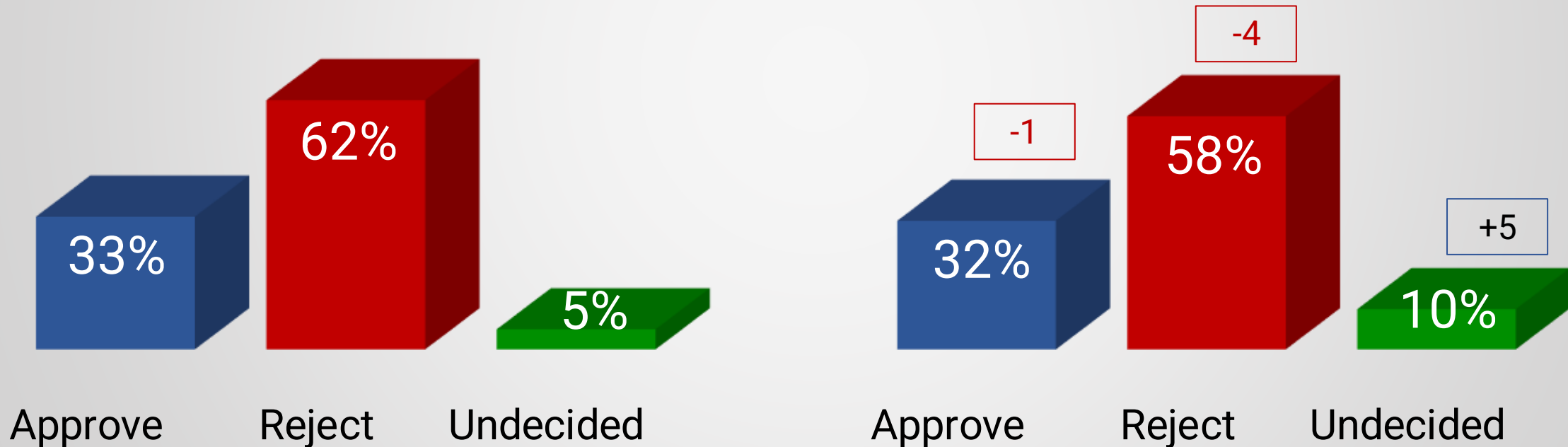
Informed



# Larimer County 2026 Ballot Measure Comparison – 3.5-Mill Property Tax

Uninformed

Informed

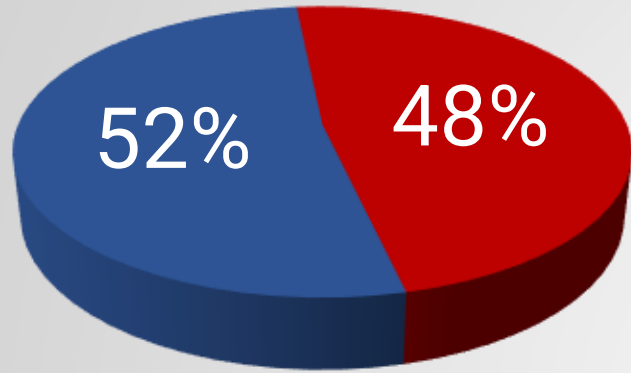




# Survey Demographics

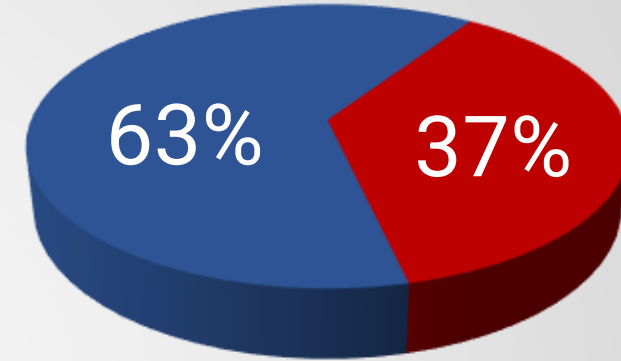
# Survey Demographics

Gender



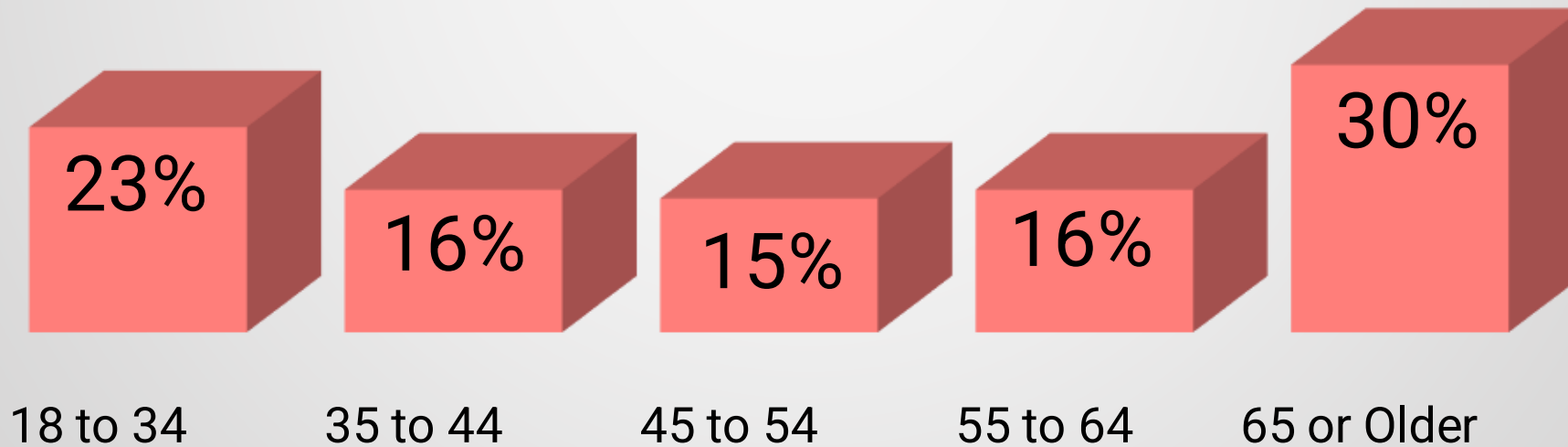
■ Female ■ Male

Four-Year  
College Degree



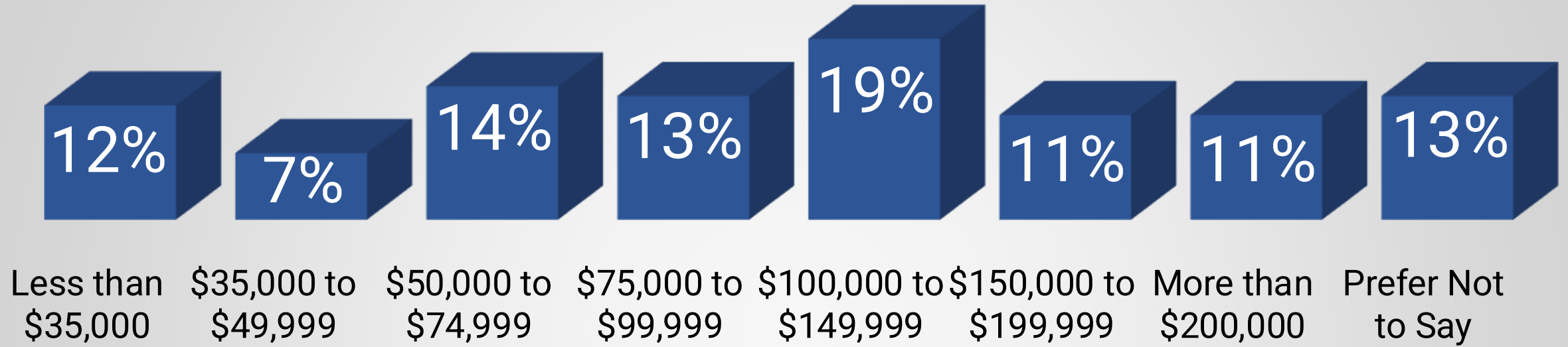
■ Yes ■ No

Age Range

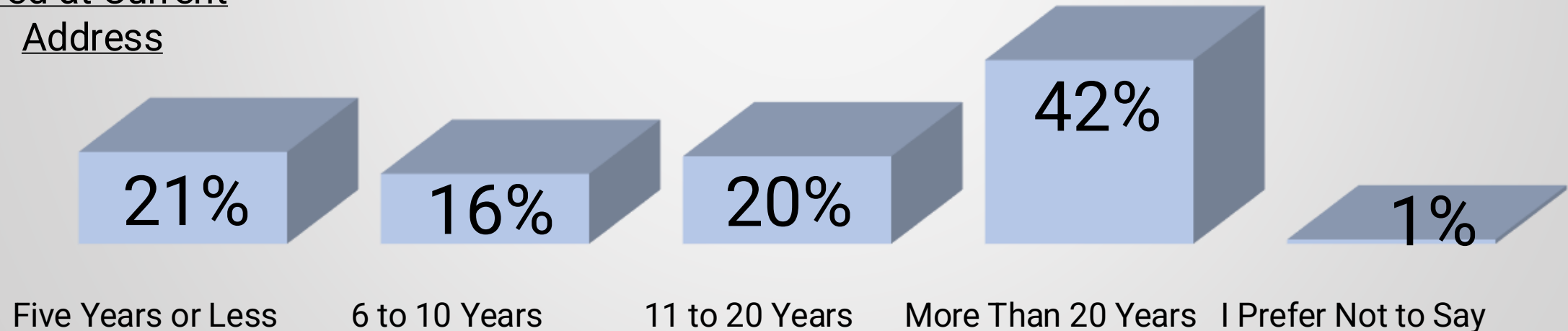


# Survey Demographics

## Income

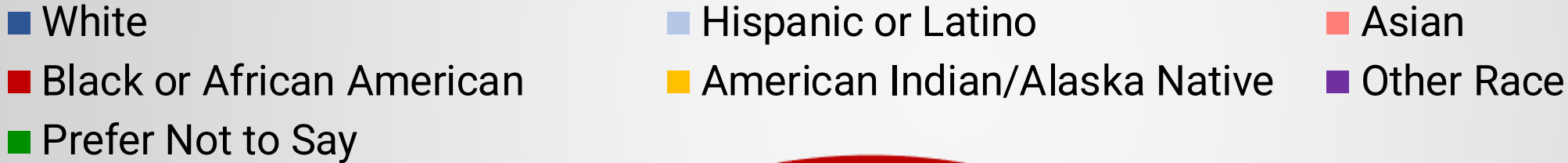
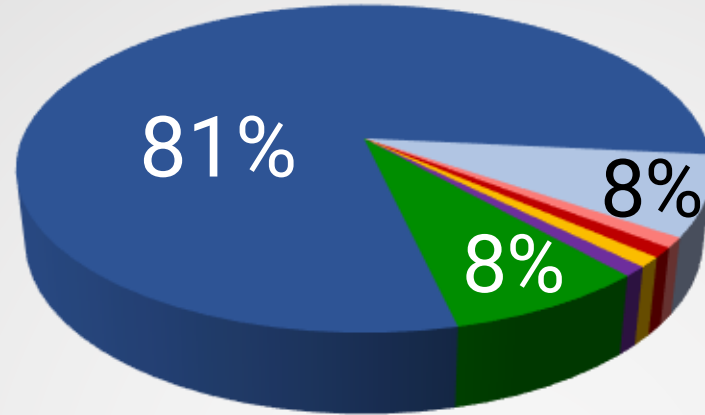


## Lived at Current Address

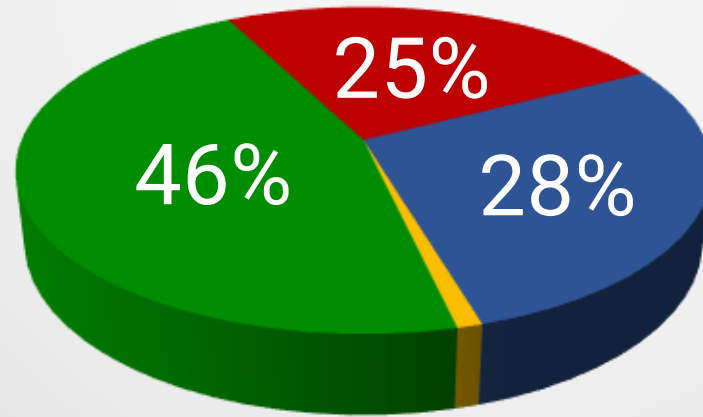


# Survey Demographics

## Race

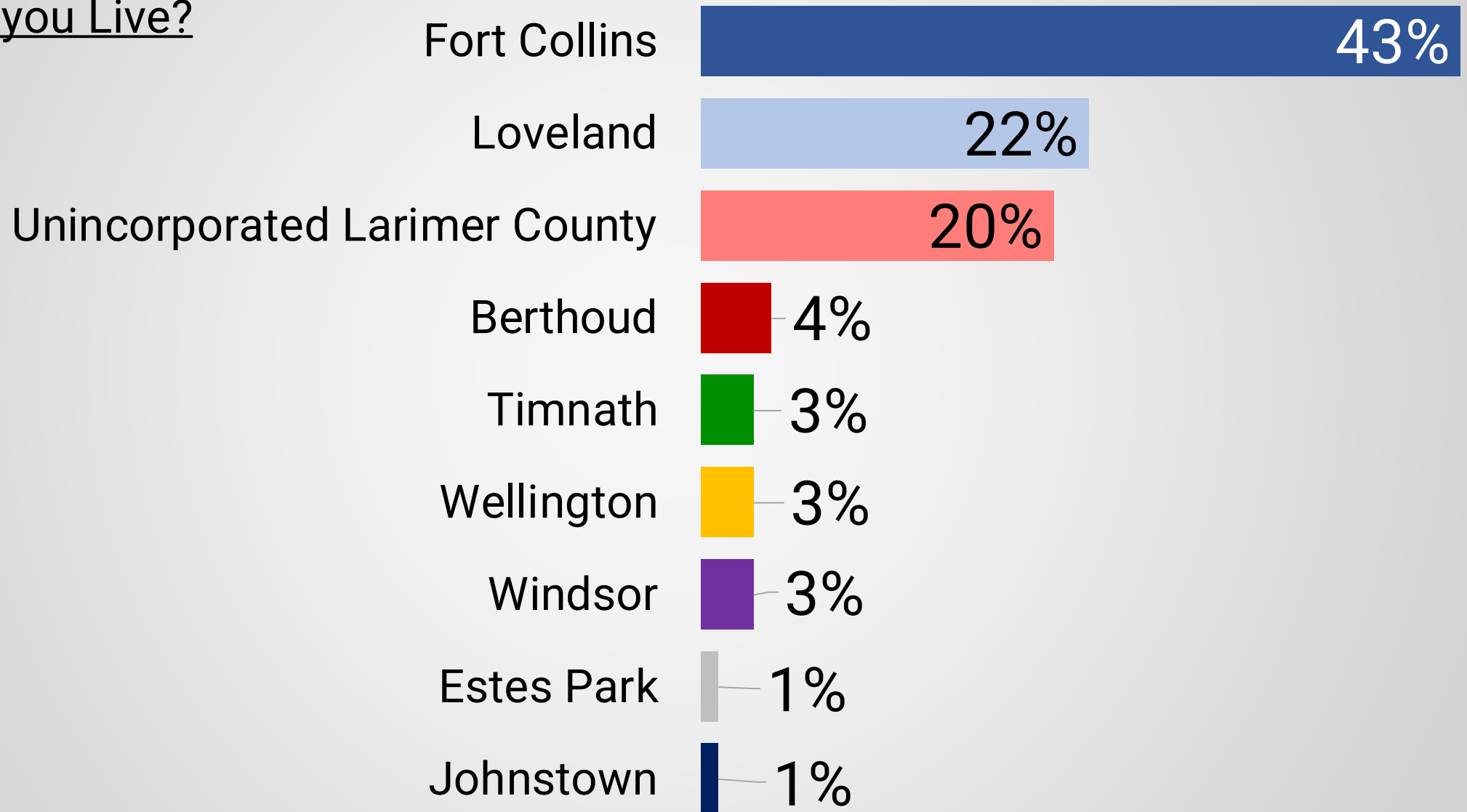


## Party



# Survey Demographics

## Where do you Live?



# **Magellan Strategies**

4800 Aspen Creek Drive

Broomfield, CO 80023

MagellanStrategies.com

(303) 861-8585

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David Flaherty | Ryan Winger  
Courtney Sievers | Logan Miller

