



# Poudre Valley Fire Protection District Ballot Measure Survey

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March 2026



# Survey Objectives



- To measure support and opposition for a potential ballot measure to waive the 5.25% cap limit.
- The survey also measured opinion on potential messaging on why the Poudre Valley Fire Protection District needs to waive the cap.
- The survey included questions to measure the approval rating and familiarity of services of the district and measured the opinion on the fiscal responsibility of the district.

# Methodology



The Poudre Valley Fire Protection District, which funds a portion of the Poudre Fire Authority, invites you to participate in an important survey regarding a potential ballot measure to fund the Fire District's needs. We want to know your opinion, so please make your voice heard. The survey will only take 10 minutes to complete, and your answers will remain strictly anonymous and confidential. Click the link to get started! [LINK]. Si desea realizar la encuesta en español, haga clic en el enlace para continuar. REPLY STOP TO OPT OUT

Magellan Strategies is pleased to present the results of a survey of 464 registered voters within the Poudre Valley Fire Protection District.

The interviews were conducted from March 9<sup>th</sup> - March 12<sup>th</sup>, 2026. This survey has a margin of error of +/- 4.52% at the 95% confidence interval.

The survey data were weighted to represent the voter turnout demographics of a mid-term election for the Poudre Valley Fire Protection District.

# Poudre Valley Fire Protection District Voter Registration and Turnout Demographics

| Sex    | Registration |        | 2024   |        | 2023   |        | 2022   |        | 2021   |        | 2020   |        |
|--------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|        | Count        | %      | Count  | %      | Count  | %      | Count  | %      | Count  | %      | Count  | %      |
| Female | 16,002       | 50.7%  | 13,018 | 51.7%  | 7,288  | 52.0%  | 10,353 | 51.3%  | 6,438  | 51.7%  | 12,159 | 51.3%  |
| Male   | 15,570       | 49.3%  | 12,174 | 48.3%  | 6,731  | 48.0%  | 9,817  | 48.7%  | 6,026  | 48.3%  | 11,530 | 48.7%  |
| Total  | 31,571       | 100.0% | 25,192 | 100.0% | 14,018 | 100.0% | 20,169 | 100.0% | 12,463 | 100.0% | 23,689 | 100.0% |

| Age Group | Registration |        | 2024   |        | 2023   |        | 2022   |        | 2021   |        | 2020   |        |
|-----------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|           | Count        | %      | Count  | %      | Count  | %      | Count  | %      | Count  | %      | Count  | %      |
| 18-34     | 7,708        | 24.4%  | 5,013  | 19.9%  | 1,493  | 10.7%  | 3,076  | 15.3%  | 1,274  | 10.2%  | 4,963  | 21.0%  |
| 35-44     | 5,371        | 17.0%  | 4,255  | 16.9%  | 1,858  | 13.3%  | 3,234  | 16.0%  | 1,726  | 13.8%  | 3,967  | 16.7%  |
| 45-54     | 4,945        | 15.7%  | 4,082  | 16.2%  | 2,081  | 14.8%  | 3,214  | 15.9%  | 1,744  | 14.0%  | 3,564  | 15.0%  |
| 55-64     | 4,522        | 14.3%  | 3,965  | 15.7%  | 2,609  | 18.6%  | 3,771  | 18.7%  | 2,541  | 20.4%  | 4,552  | 19.2%  |
| 65+       | 9,025        | 28.6%  | 7,877  | 31.3%  | 5,977  | 42.6%  | 6,874  | 34.1%  | 5,178  | 41.5%  | 6,643  | 28.0%  |
| Total     | 31,571       | 100.0% | 25,192 | 100.0% | 14,018 | 100.0% | 20,169 | 100.0% | 12,463 | 100.0% | 23,689 | 100.0% |

| Party        | Registration |        | 2024   |        | 2023   |        | 2022   |        | 2021   |        | 2020   |        |
|--------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
|              | Count        | %      | Count  | %      | Count  | %      | Count  | %      | Count  | %      | Count  | %      |
| Unaffiliated | 15,926       | 50.4%  | 11,672 | 46.3%  | 5,777  | 41.2%  | 8,339  | 41.3%  | 4,583  | 36.8%  | 9,429  | 39.8%  |
| Democrat     | 7,197        | 22.8%  | 6,337  | 25.2%  | 3,917  | 27.9%  | 5,625  | 27.9%  | 3,647  | 29.3%  | 6,544  | 27.6%  |
| Republican   | 7,737        | 24.5%  | 6,708  | 26.6%  | 4,172  | 29.8%  | 5,946  | 29.5%  | 4,094  | 32.8%  | 7,344  | 31.0%  |
| Libertarian  | 287          | 0.9%   | 220    | 0.9%   | 87     | 0.6%   | 158    | 0.8%   | 89     | 0.7%   | 240    | 1.0%   |
| Other        | 424          | 1.3%   | 255    | 1.0%   | 65     | 0.5%   | 101    | 0.5%   | 50     | 0.4%   | 132    | 0.6%   |
| Total        | 31,571       | 100.0% | 25,192 | 100.0% | 14,018 | 100.0% | 20,169 | 100.0% | 12,463 | 100.0% | 23,689 | 100.0% |

# Key Takeaways & Opportunities

## **The Fire District has very strong voter approval**

An overwhelming 86% of voters approve of the job the Poudre Valley Fire Protection District is doing providing fire protection services in the community, creating a strong foundation of trust with voters.

## **The potential ballot measure begins with majority support.**

When voters read the ballot language without additional information, 55% would vote yes, 29% would vote no, and 16% are undecided, indicating the measure starts in a favorable position.

# Key Takeaways & Opportunities

## **Voter support increases significantly after information is provided.**

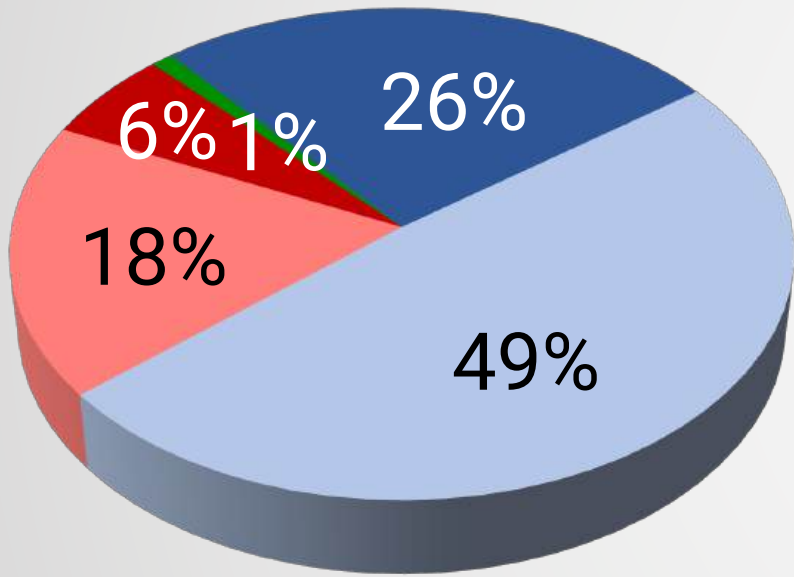
After voters learn more about wildfire risk, rising costs, and how funding would be used, support rises to 75% yes, while opposition falls to 17%, demonstrating that messaging and voter education are highly effective.

## **Wildfire risk and rising costs strongly resonate with voters.**

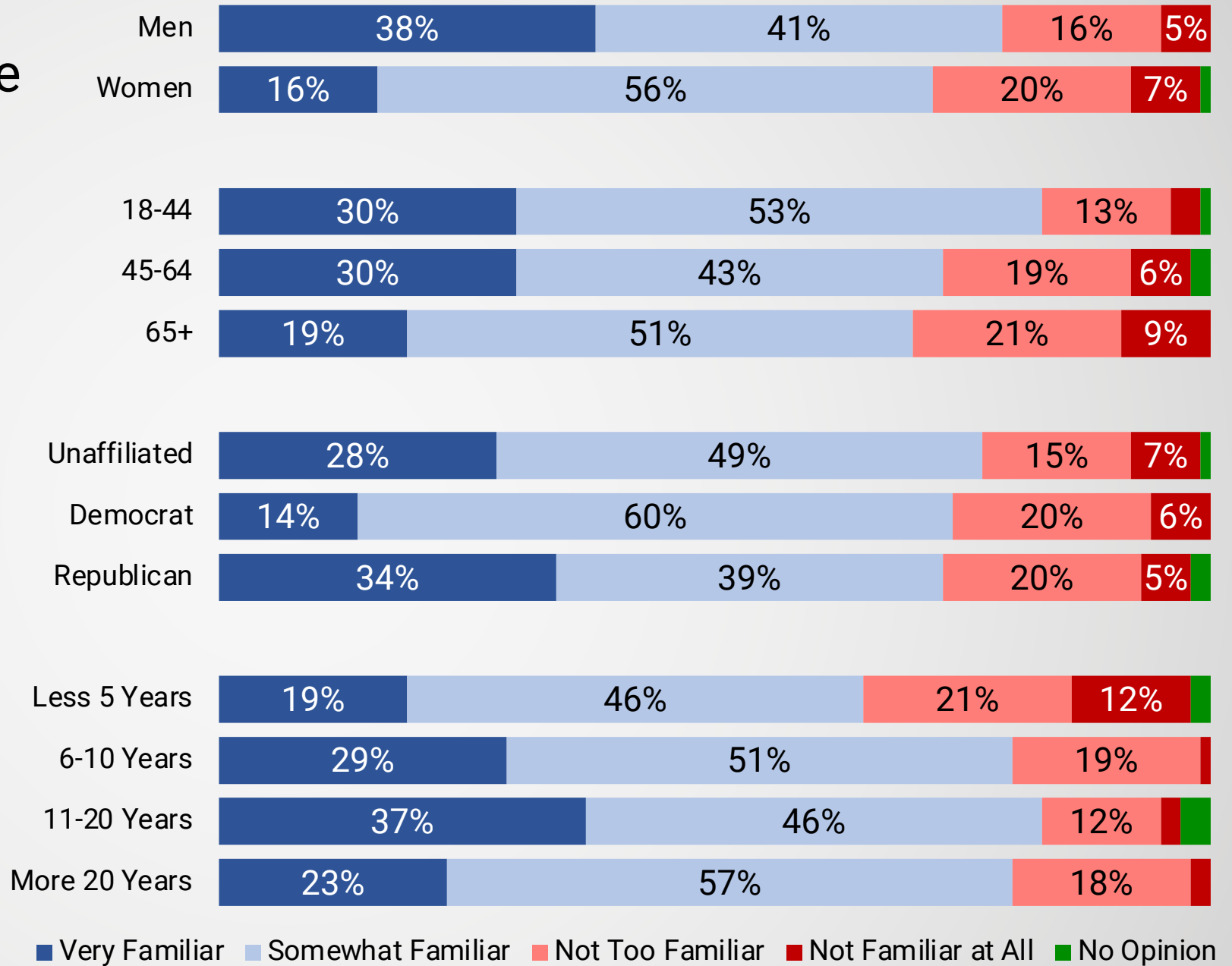
Most voters believe fire risk will increase in the next five years (78%), and messages about wildfire preparedness, replacing equipment, and increasing operational costs make large majorities of voters more likely to support the measure.

# How familiar are you with the services provided by the Poudre Valley Fire Protection District?

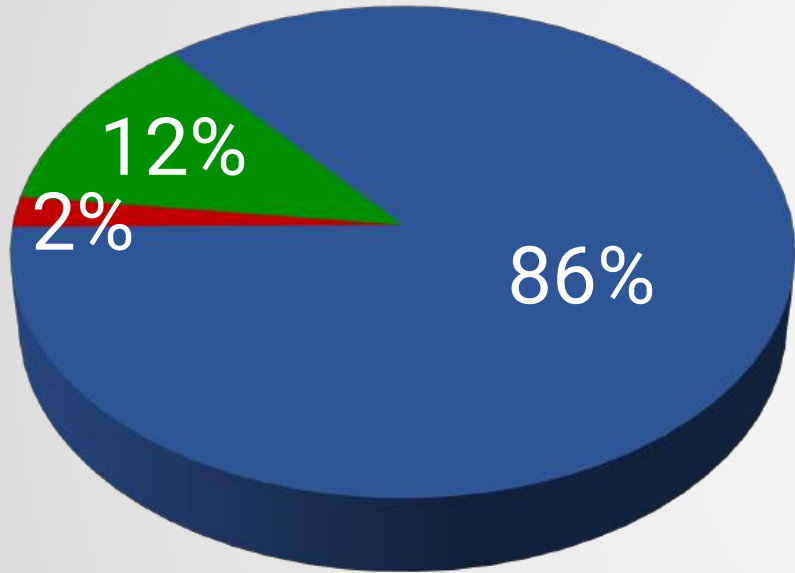
Very & Somewhat 75%



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



# Do you approve or disapprove of the job the Poudre Valley Fire Protection District is doing in providing fire protection services in your community?

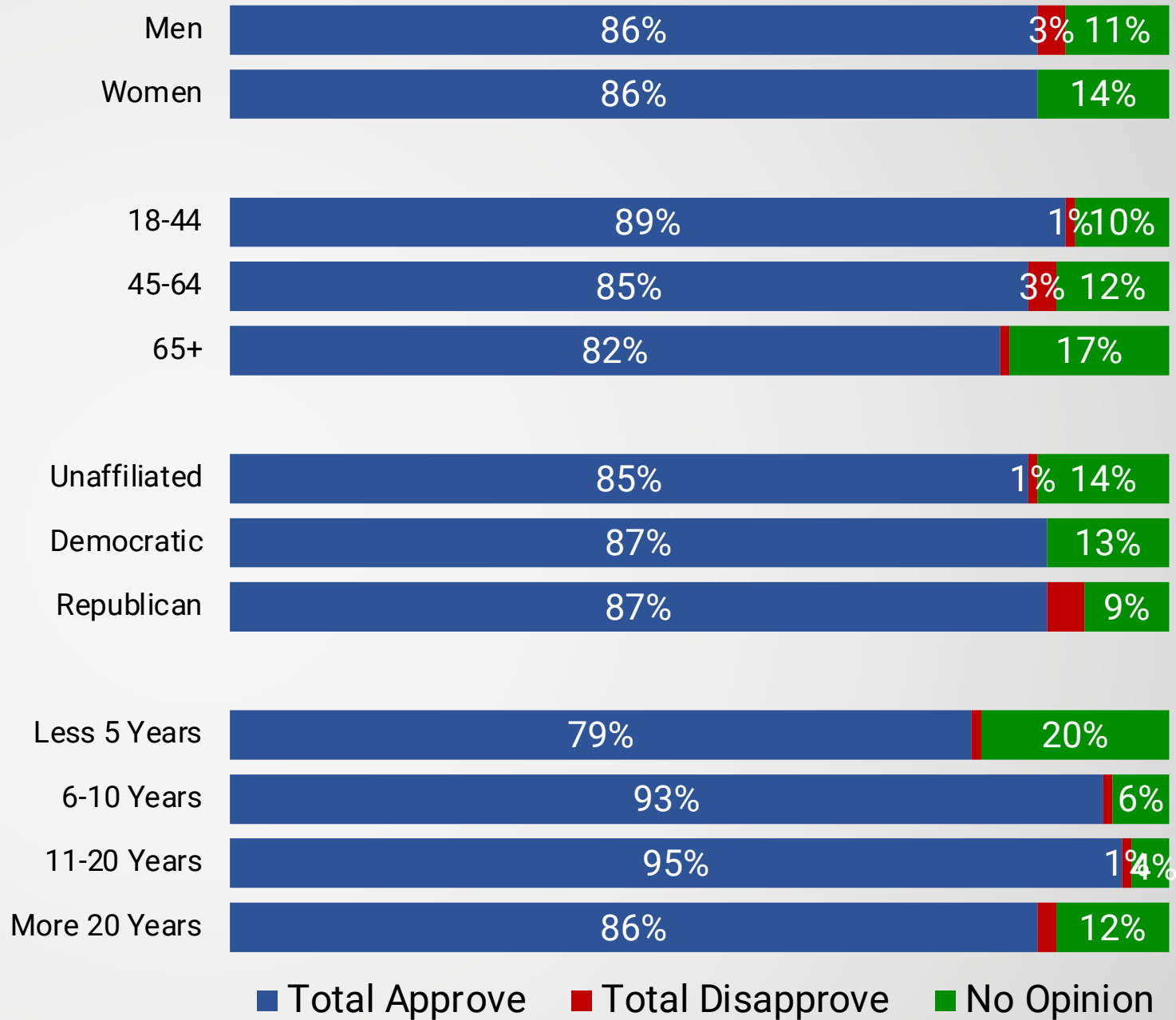


■ Total Approve

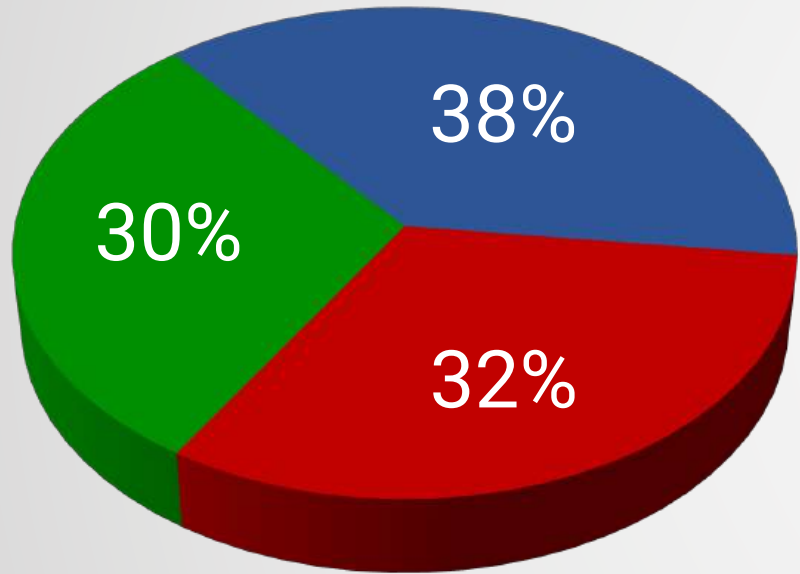
■ Total Disapprove

■ No Opinion

|                     |     |
|---------------------|-----|
| Strongly Approve    | 64% |
| Somewhat Approve    | 22% |
| Strongly Disapprove | 1%  |
| Somewhat Disapprove | 1%  |

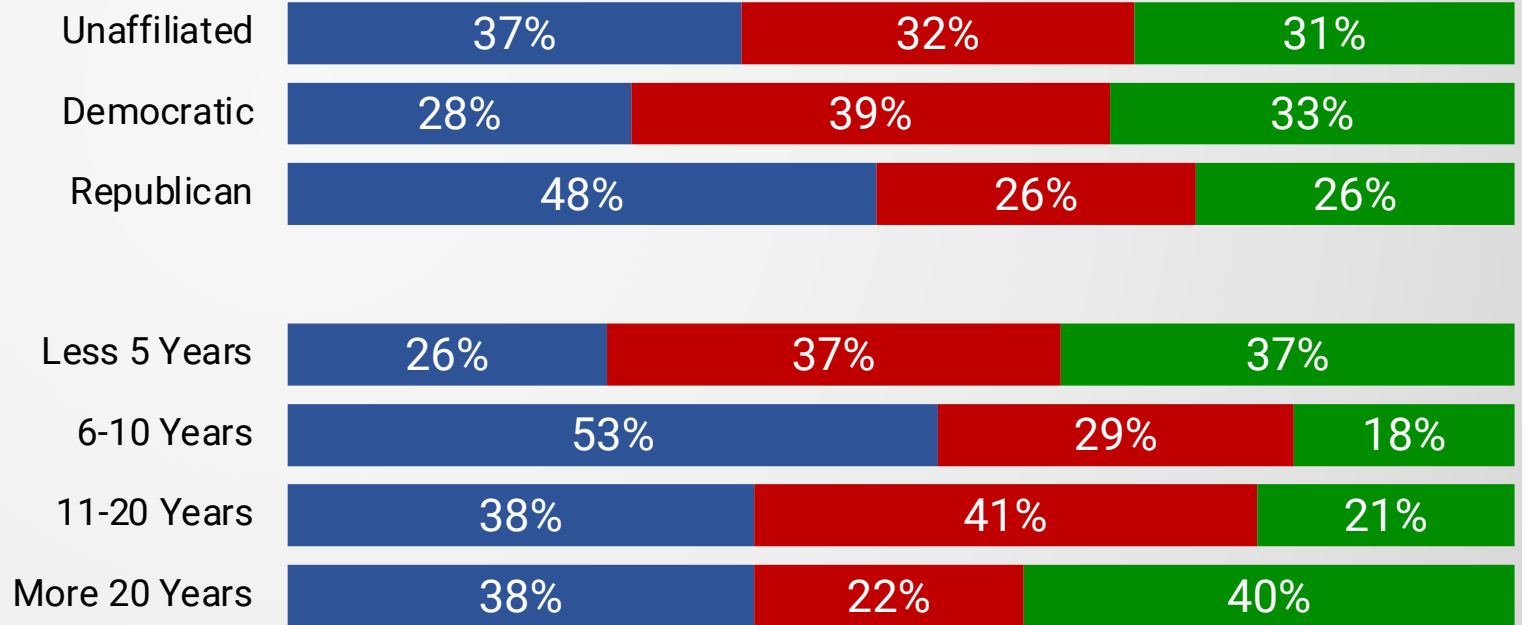
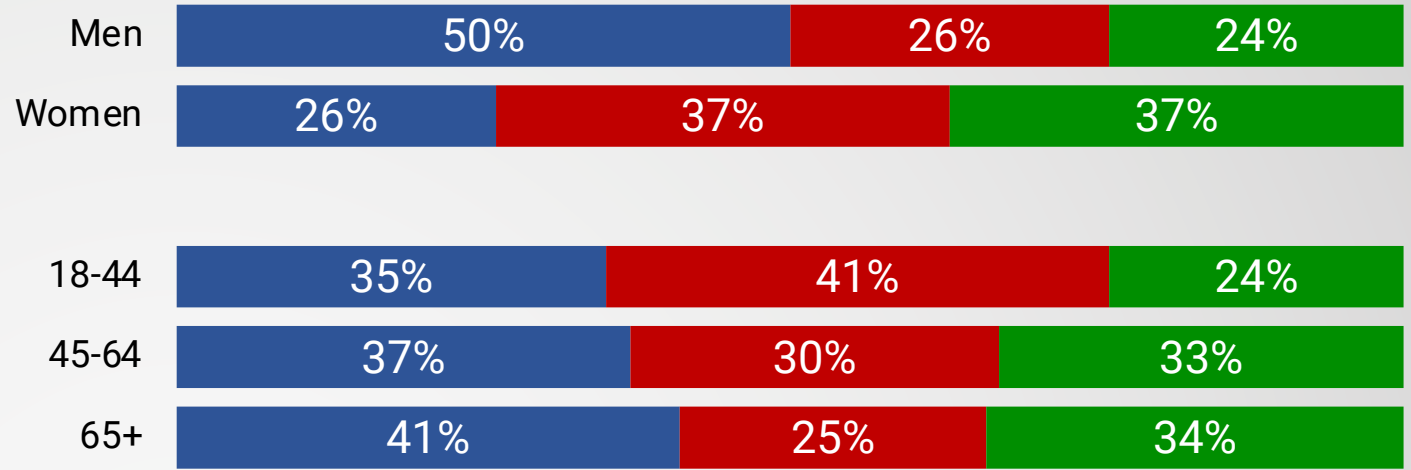


Do you think the Poudre Valley Fire Protection District has the financial resources to provide an acceptable level of fire protection services in your community?



■ Total Yes  
 ■ Total No  
 ■ No Opinion

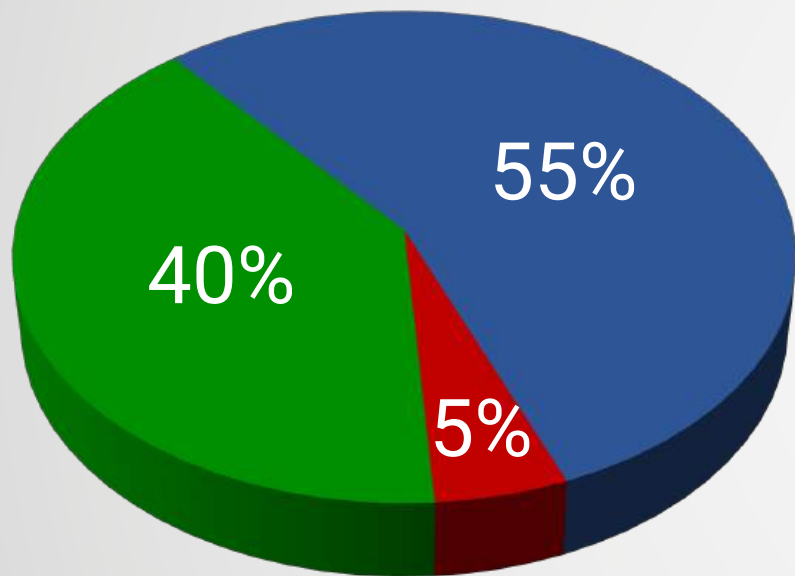
|                    |     |
|--------------------|-----|
| Yes, Definitely    | 11% |
| Yes, Probably      | 27% |
| No, Definitely Not | 3%  |
| No, Probably Not   | 29% |



■ Total Yes    ■ Total No    ■ No Opinion

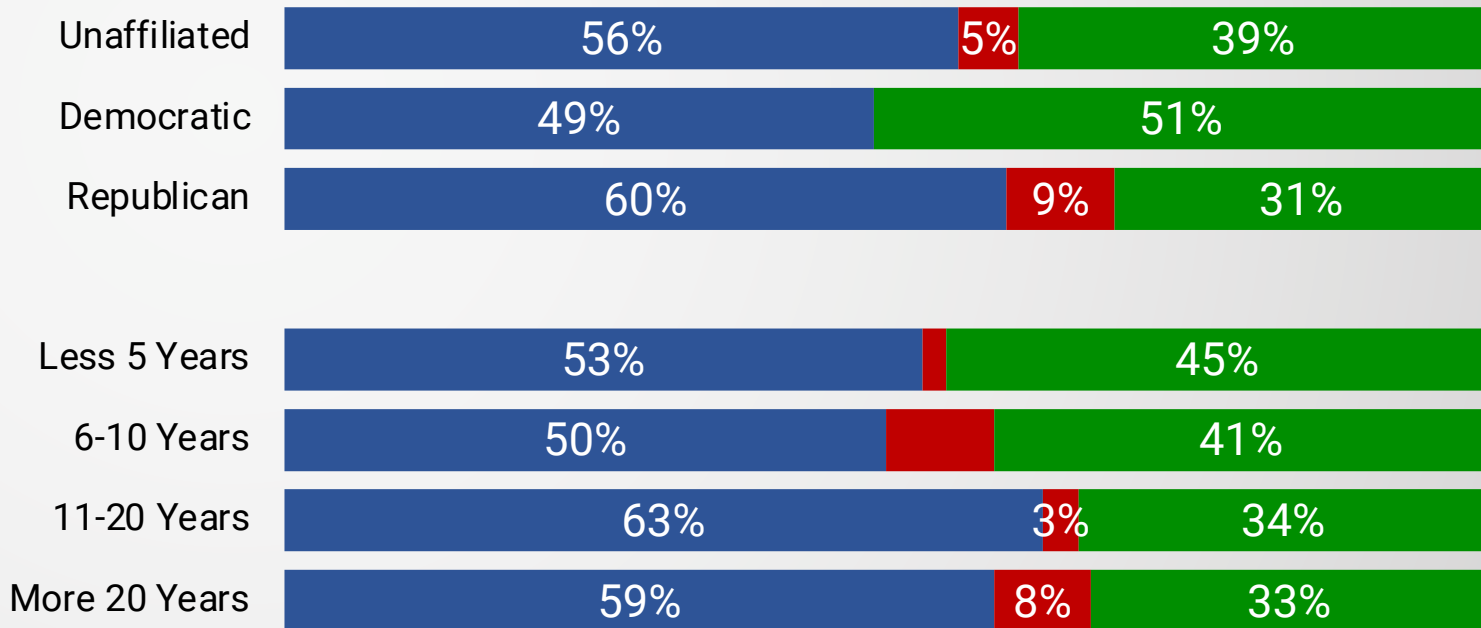
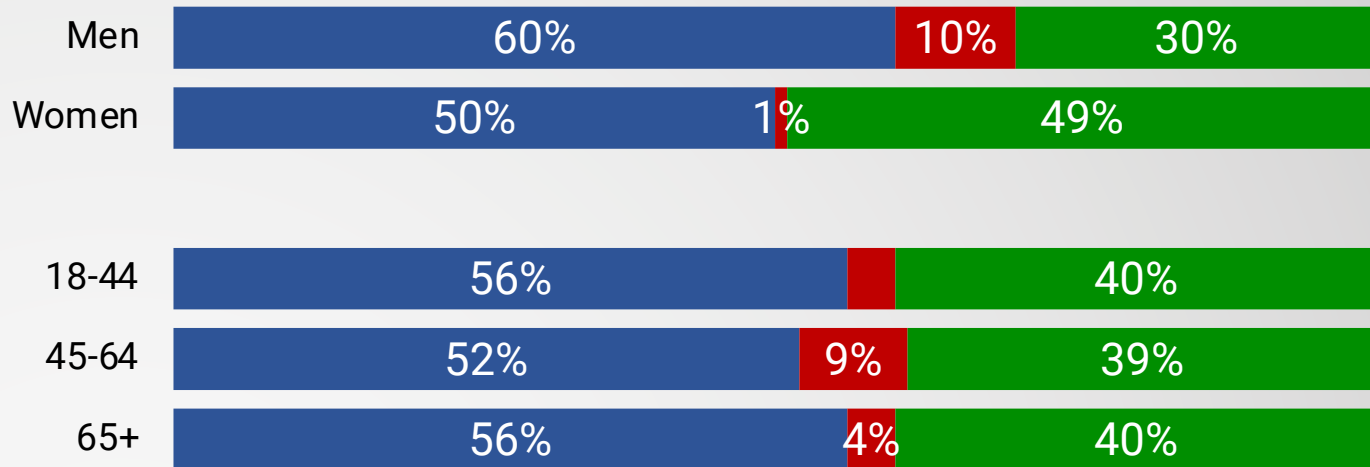
Do you agree or disagree with the following statement?

*“Poudre Valley Fire Protection District is fiscally responsible and spends taxpayer money wisely.”*



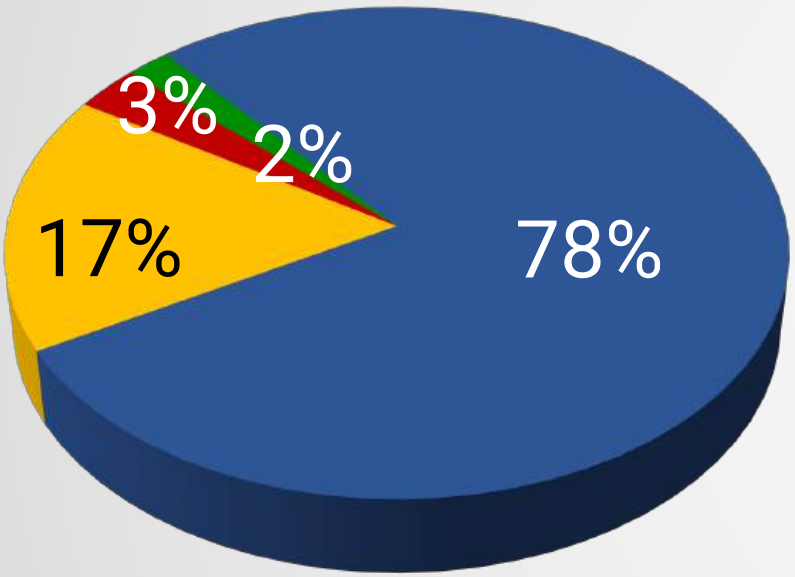
■ Total Agree  
 ■ Total Disagree  
 ■ No Opinion

|                   |     |
|-------------------|-----|
| Strongly Agree    | 32% |
| Somewhat Agree    | 23% |
| Strongly Disagree | 3%  |
| Somewhat Disagree | 2%  |



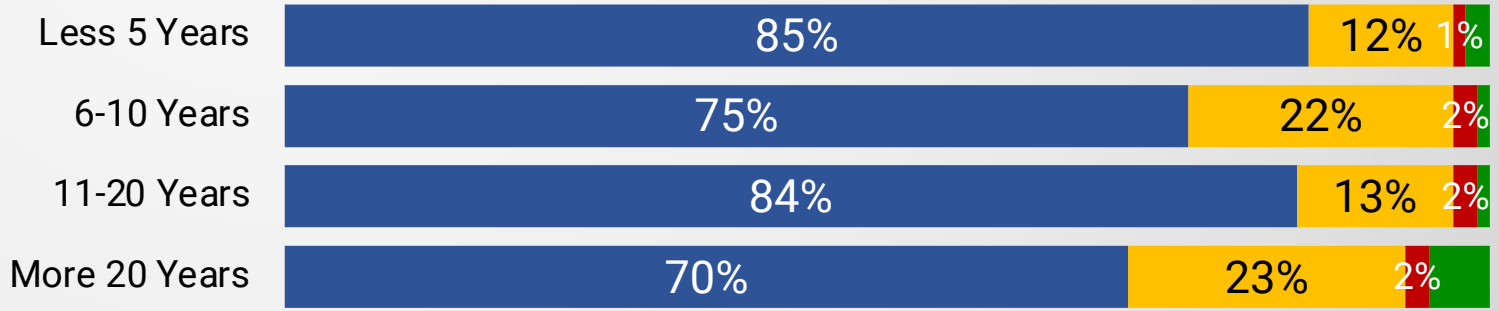
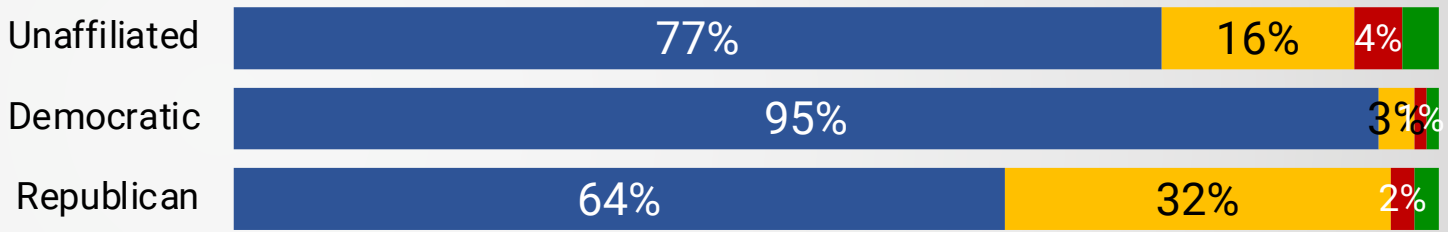
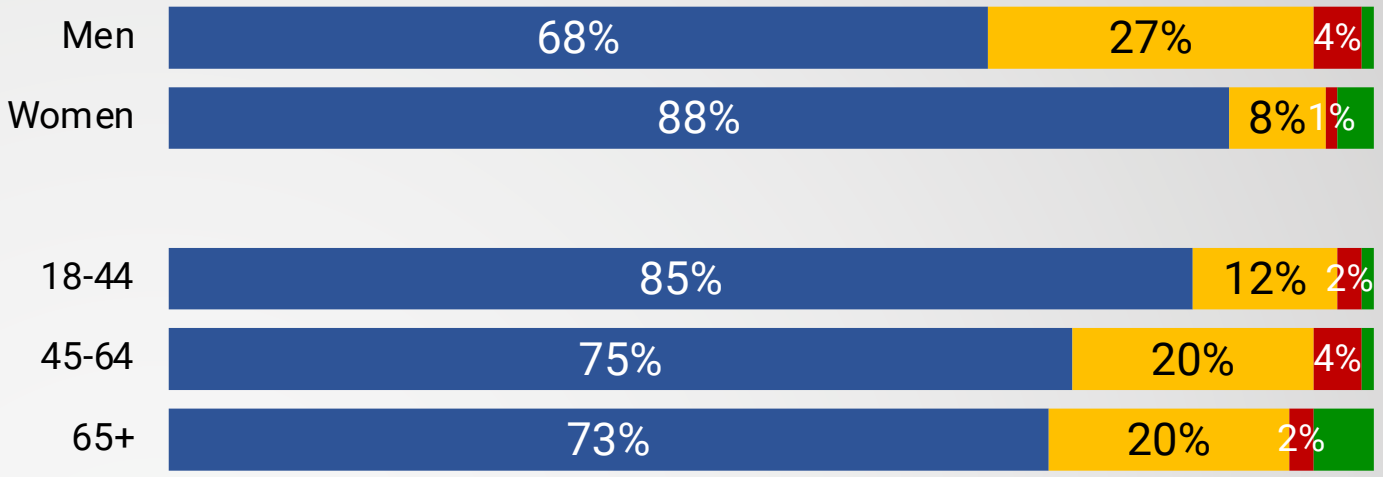
■ Total Agree    ■ Total Disagree    ■ No Opinion

# Do you think fire and wildfire risk in your community will increase, stay about the same, or decrease in the next five years?



- Total Increase
- About the Same
- Total Decrease
- No Opinion

|                     |     |
|---------------------|-----|
| Definitely Increase | 46% |
| Probably Increase   | 32% |
| Definitely Decrease | 1%  |
| Probably Decrease   | 2%  |



- Total Increase
- About the Same
- Total Decrease
- No Opinion

# Poudre Valley Fire Protection Dist. Uninformed Waiving Cap Ballot Measure

Before we continue, it is important to understand that the Poudre Valley Fire Protection District has not decided whether to place a ballot measure on the November 2026 ballot. Participating in this survey and sharing your honest opinions will help make that decision. Let's continue the survey now.



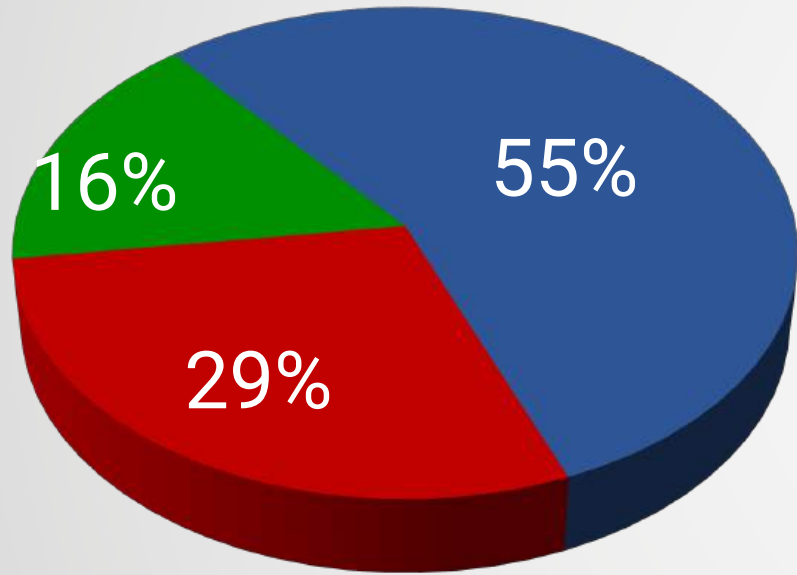
The Poudre Valley Fire Protection District is considering the following potential ballot measure this November. After reading it, please indicate if you would vote yes and approve it or if you would vote no and reject it. The potential ballot measure reads as follows:

[5.25% WAIVING CAP BALLOT MEASURE LANGUAGE]

Now that you have read the potential ballot language, if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

# Poudre Valley Fire Protection District Uninformed Waiving Cap Ballot Measure

Now that you have read the ballot language, if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

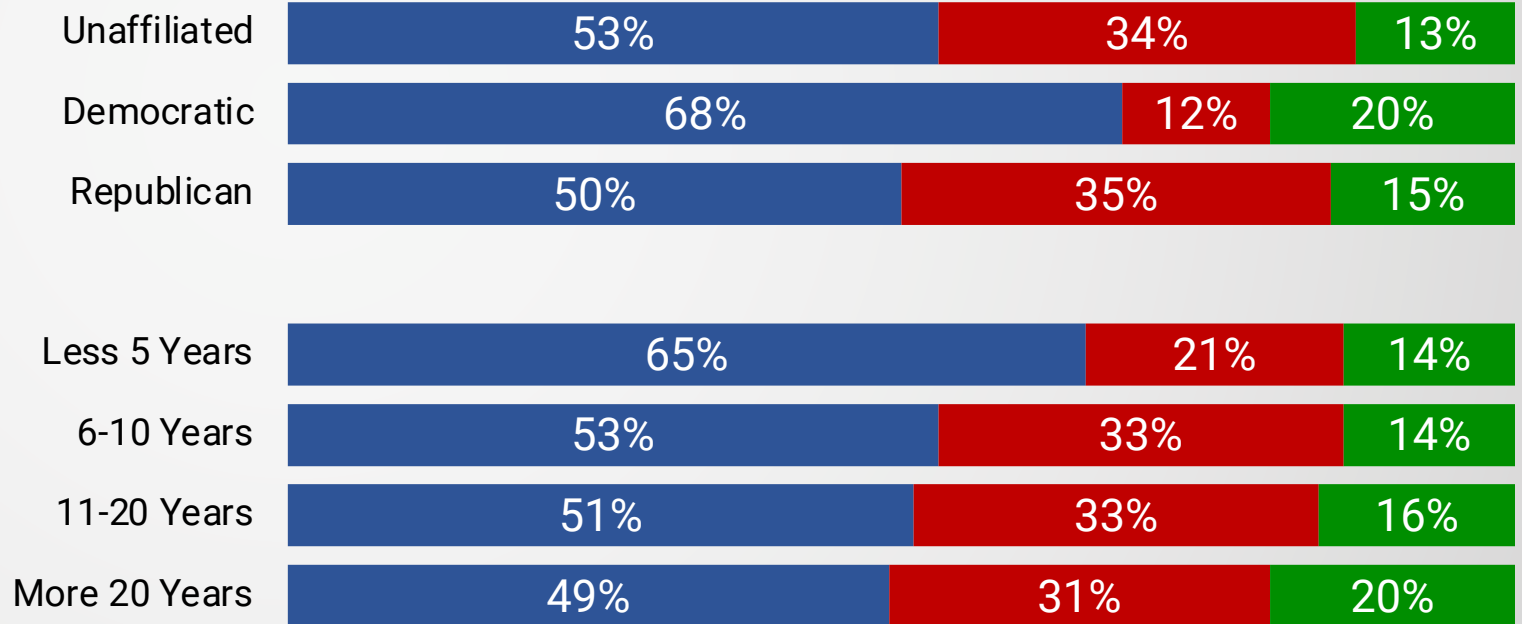
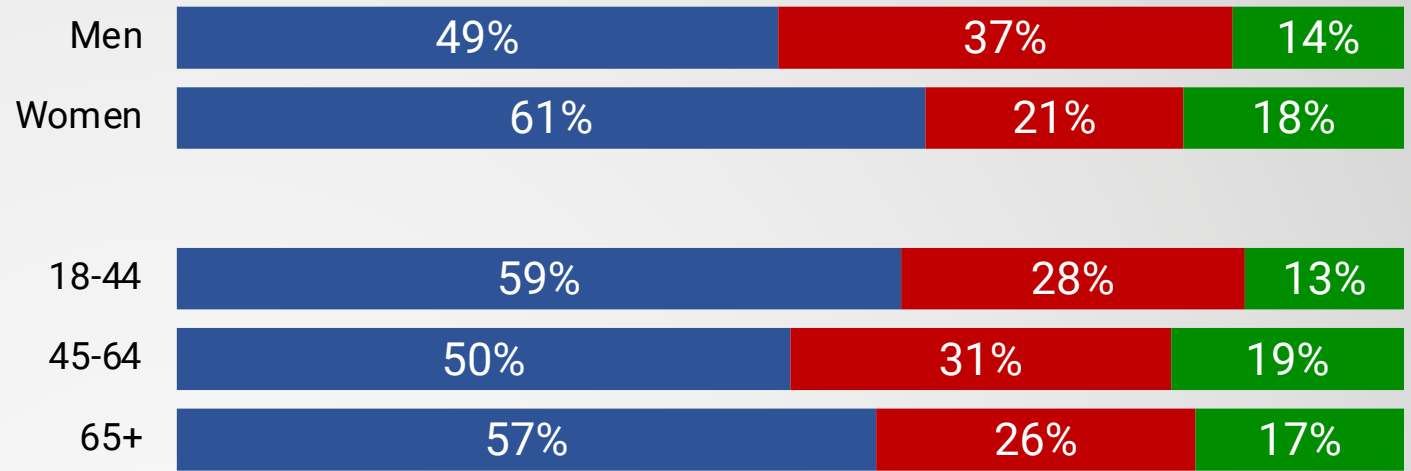


■ Total Yes, Approve

■ Total No, Reject

■ Undecided

|                         |     |
|-------------------------|-----|
| Definitely Yes, Approve | 22% |
| Probably Yes, Approve   | 33% |
| Definitely No, Reject   | 12% |
| Probably No, Reject     | 17% |



■ Total Yes, Approve

■ Total No, Reject

■ Undecided

# Poudre Valley Fire Protection District Waiving Cap Ballot Measure Information Questions



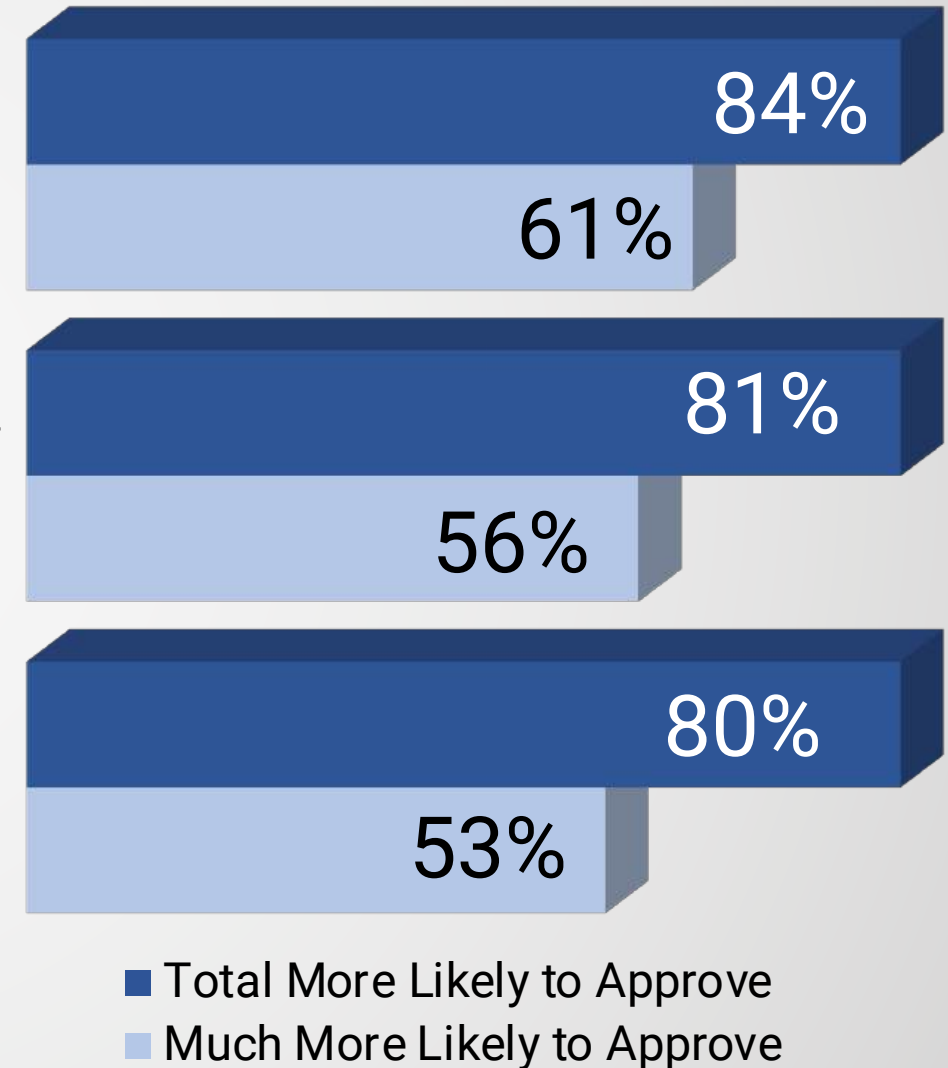
We will now share information on why the Poudre Valley Fire Protection District is considering a ballot measure in November. After reading the information, please indicate if you are more likely to vote yes and approve a ballot measure or if you are more likely to vote no and reject it. Let's get started:

# Poudre Valley Fire Protection District Ballot Measure Information Questions

This ballot measure would **not increase taxes**.

**Wildland fires** in areas where grasslands meet neighborhoods have become one of the biggest dangers in Colorado. The Marshall fire defined the modern-day risk that communities in the Wildland Urban Interface (WUI) are exposed to. The Poudre Valley Fire Protection District needs to be prepared to respond to these incidents with adequate personnel and equipment.

If the ballot measure were to pass, funding would go towards **replacing and updating frontline fire apparatus** (such as large engines, wildland brush trucks, water tenders, and rescue trucks) **and fire stations**.

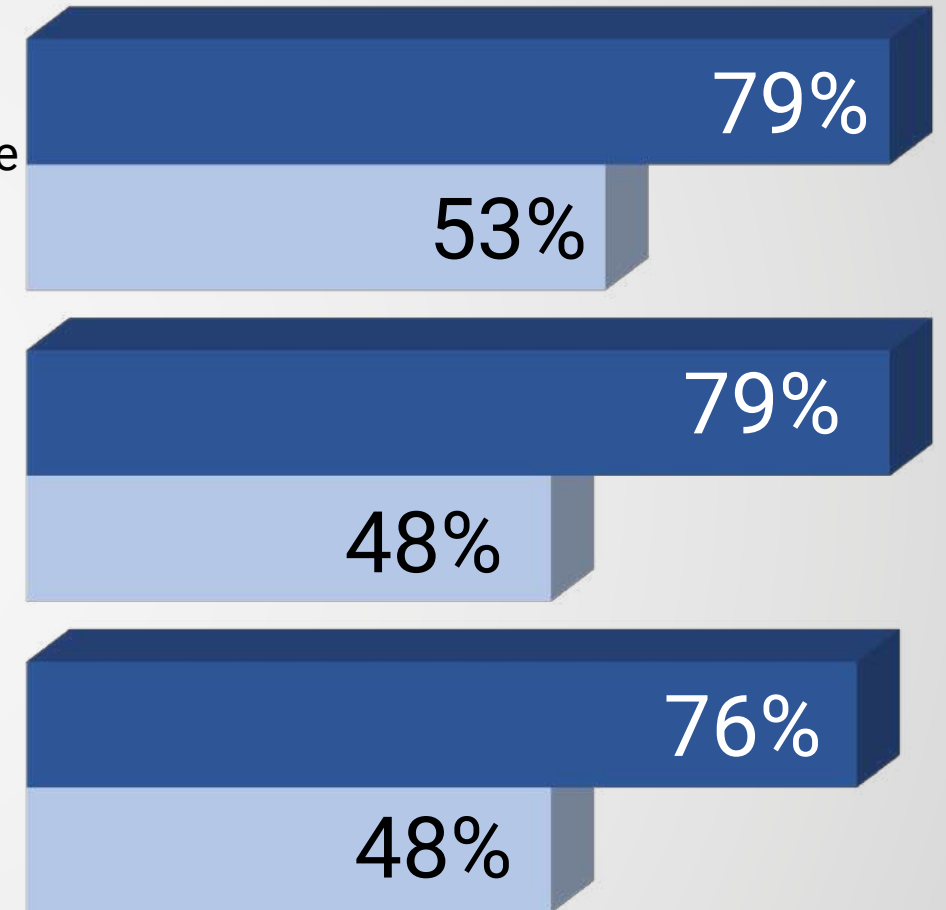


# Poudre Valley Fire Protection District Ballot Measure Information Questions

**Emergency response times are a top priority**, and in order to maintain those services, it is important for the district to retain revenue to ensure the district has the personnel and equipment to respond.

**Day-to-day costs** for the Poudre Valley Fire Protection District have continued to rise. As well as costs for apparatus like a fire engine and equipment. For example, a fire engine in 2021 cost \$819,161, and cost \$1,357,844 in 2024, a 12.64% year over year inflation cost increase.

**Costs for the district have increased approximately 10.69%** from 2022 to 2026, and the cap only allows funding to increase by 5.25%.

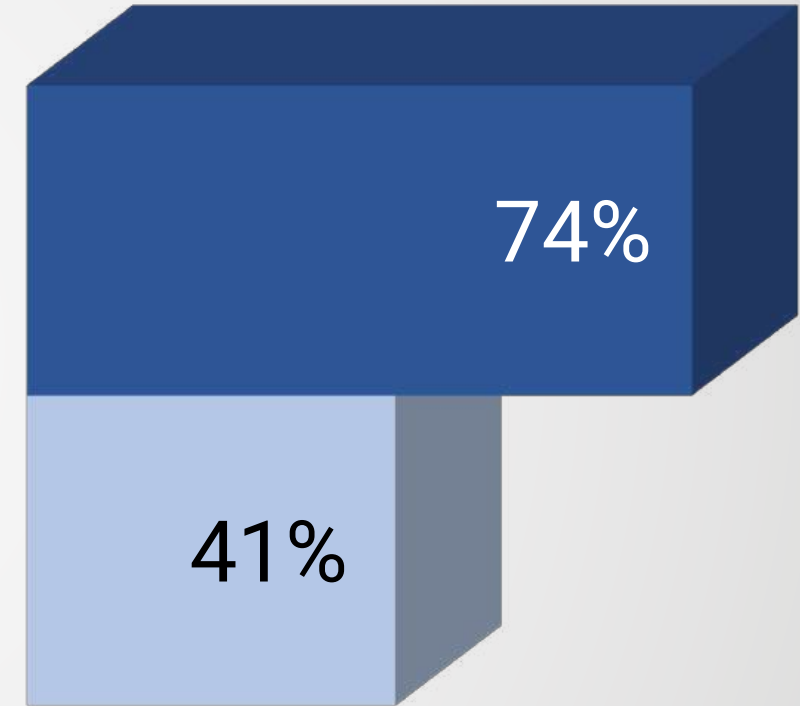


■ Total More Likely to Approve  
■ Much More Likely to Approve

# Poudre Valley Fire Protection District Ballot Measure Information Questions

In Colorado, the Taxpayer Bill of Rights, also known as TABOR, sets a cap limit on the amount of revenue the Poudre Valley Fire Protection District can keep. In 2018, voters within the Poudre Valley Fire Protection District voted to allow the district to keep funding over that cap.

In 2024, the State Legislature put a new 5.25% cap on annual property tax growth for local governments, even if voters had previously voted to remove the cap. In doing so, the Poudre Valley Fire Protection District cannot keep the funding it had relied on in years past. This ballot measure would, again, allow the fire district to keep the funding over the cap limit.

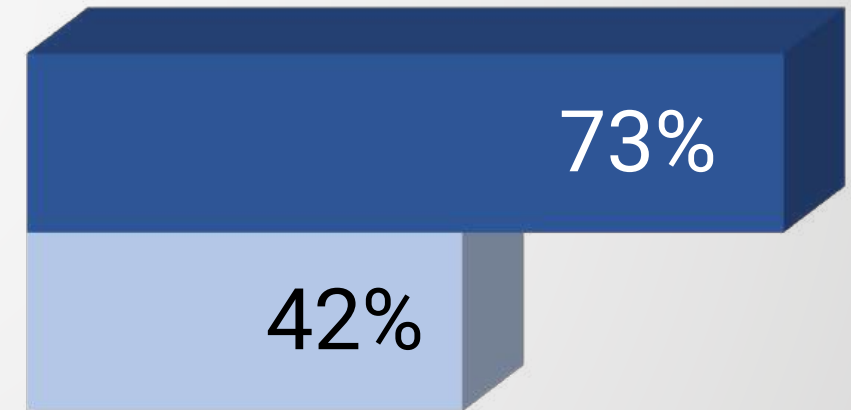
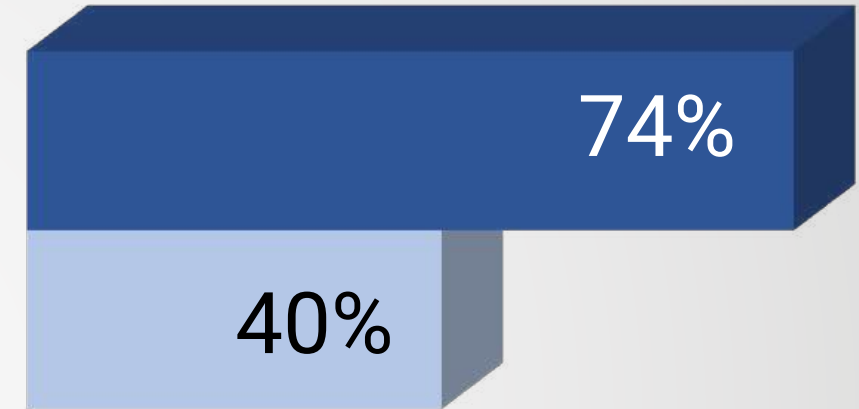


- Total More Likely to Approve
- Much More Likely to Approve

# Poudre Valley Fire Protection District Ballot Measure Information Questions

If voters approve waiving the 5.25% cap limit in November, the Poudre Valley Fire Protection District would **still have to go to voters to pass any future tax increase**. This would only remove the cap limit.

Again, if voters approve waiving the cap, it is **not a blank check for the District**. This ballot measure would only allow the Poudre Valley Fire Protection District to retain all the new growth revenue above the 5.25% cap.



- Total More Likely to Approve
- Much More Likely to Approve

# Poudre Valley Fire Protection District Informed Waiving Cap Ballot Measure



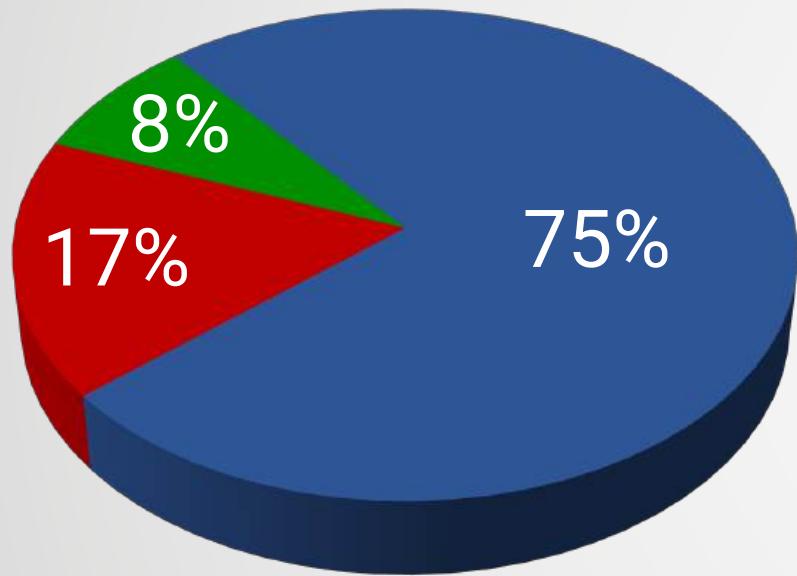
Thank you for reading and learning the reasons why the Poudre Valley Fire Protection District is considering a potential ballot measure in November. We now ask you to read the ballot language again and indicate if you would vote yes and approve it or if you would vote no and reject it. The potential ballot measure reads as follows:

[5.25% WAIVING CAP BALLOT MEASURE LANGUAGE]

Now that you have read the ballot language, if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?

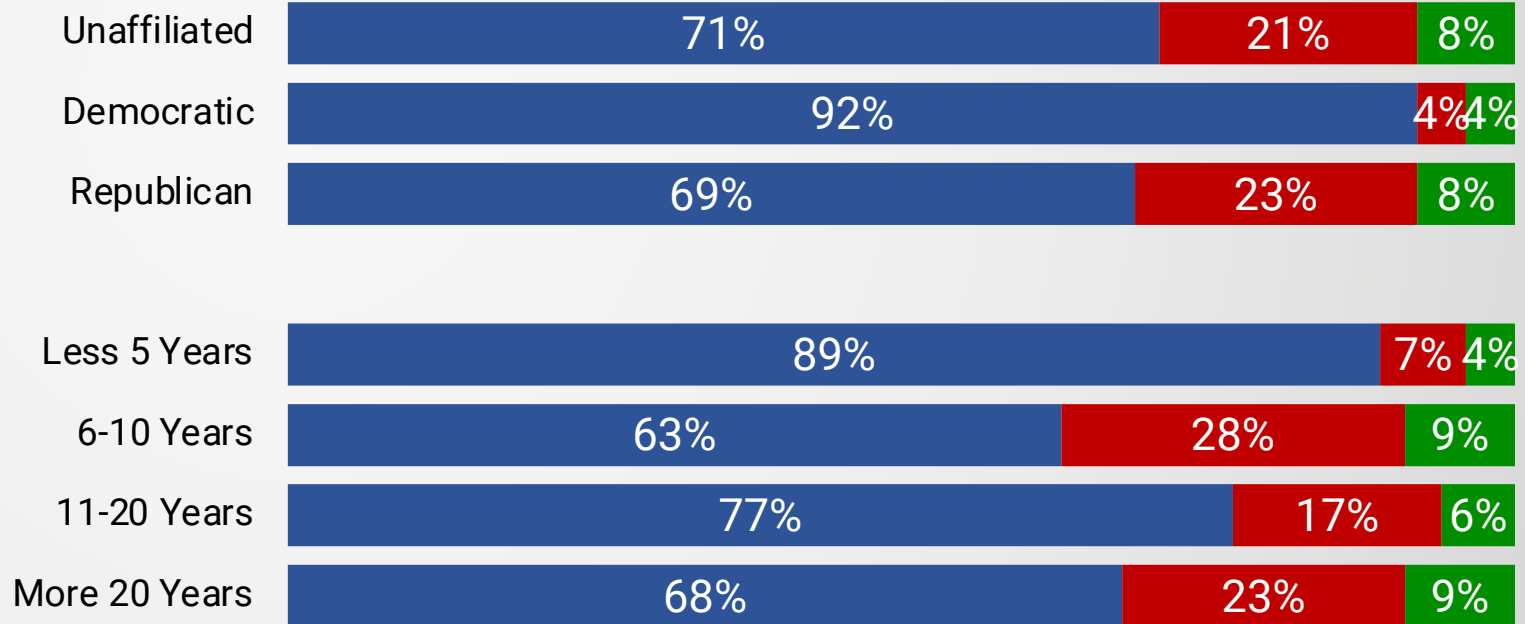
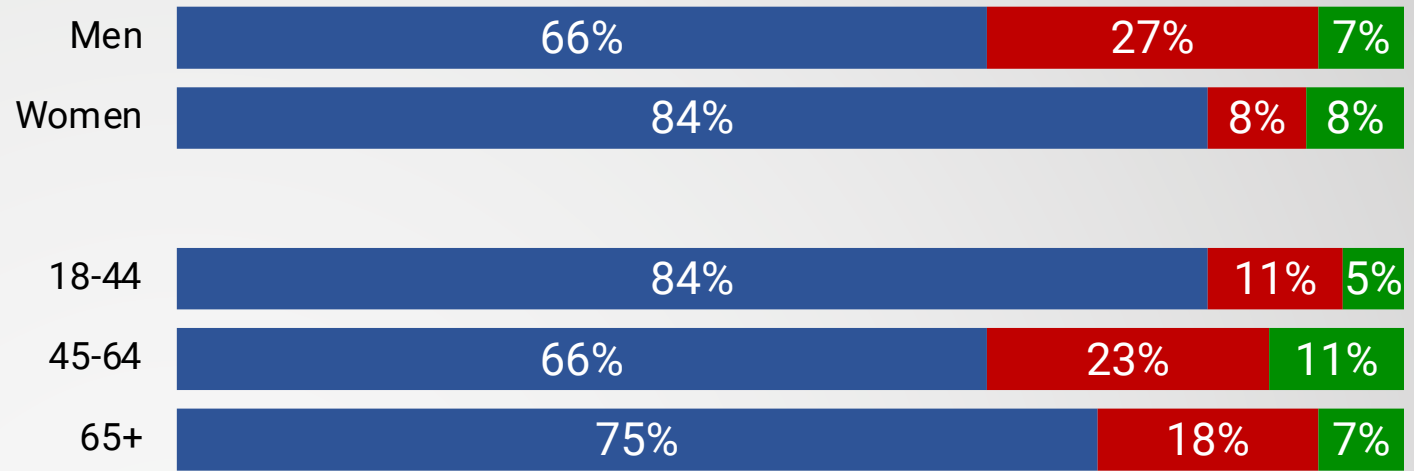
# Poudre Valley Fire Protection District Informed Waiving Cap Ballot Measure

Now that you have read the ballot language, if an election were being held today, would you vote yes and approve the ballot measure, or would you vote no and reject it?



■ Total Yes, Approve  
■ Total No, Reject  
■ Undecided

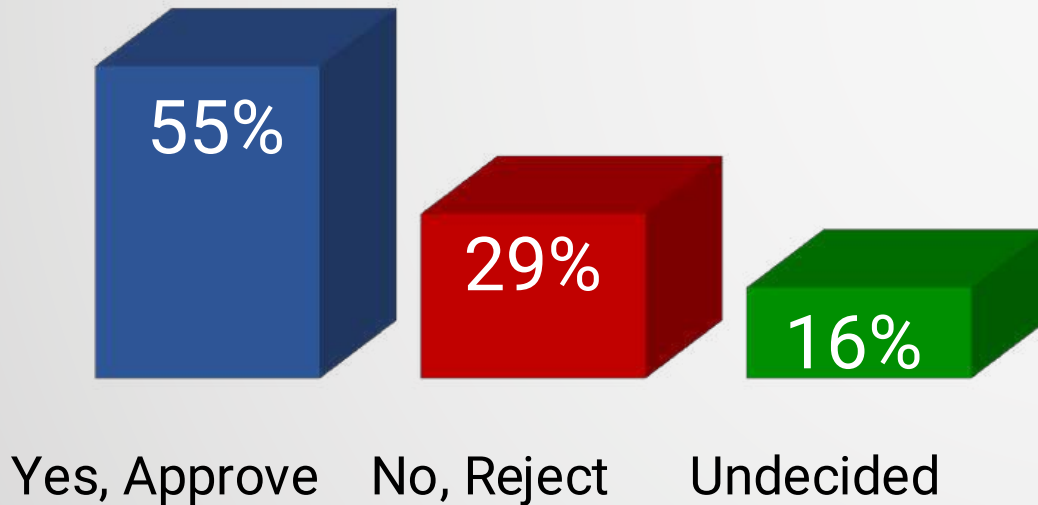
|                         |     |
|-------------------------|-----|
| Definitely Yes, Approve | 46% |
| Probably Yes, Approve   | 29% |
| Definitely No, Reject   | 9%  |
| Probably No, Reject     | 8%  |



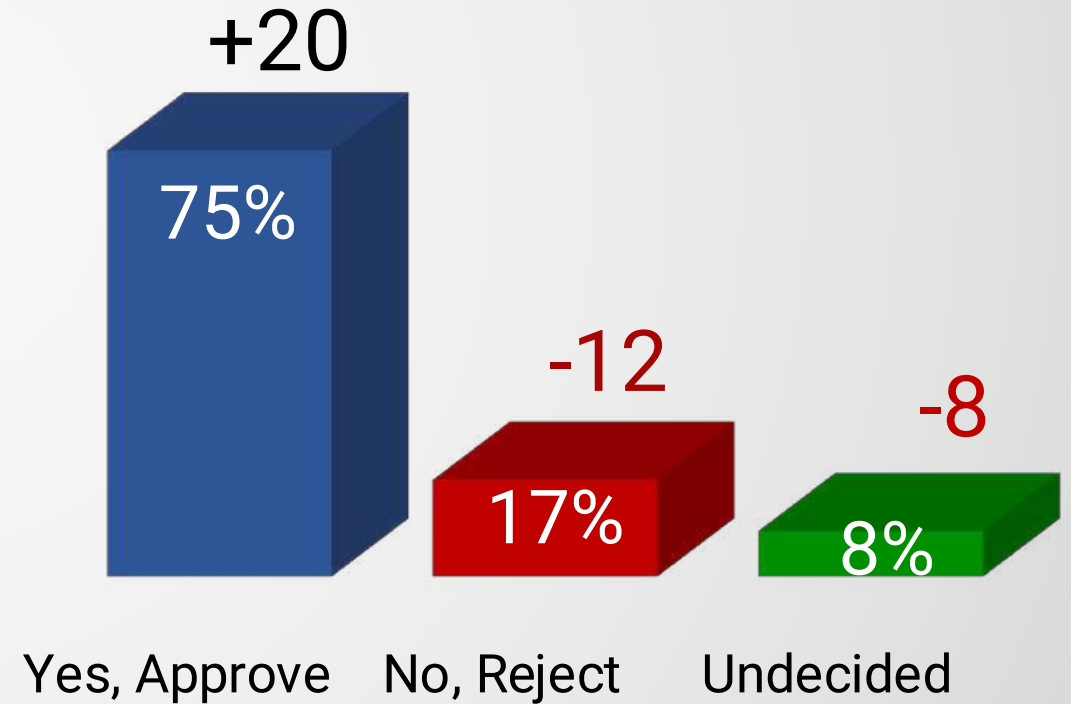
■ Total Yes, Approve   ■ Total No, Reject   ■ Undecided

# Poudre Valley Fire Protection District Waiving Cap Ballot Measure Comparison

Uninformed



Informed



# Please describe why you would vote yes and approve a potential ballot measure to waive the 5.25% cap for the Poudre Valley Fire Protection District.

**Increasing Wildfire Risk and Climate Conditions:** The most common reason respondents cite is concern about rising wildfire risk driven by drought, climate change, and dry conditions. Many residents describe living in high-risk areas, being evacuated in the past, or seeing fire danger increase along the Front Range. Respondents frequently mention dry winters, longer fire seasons, and the need to prepare for more frequent wildfires.

**Need to Ensure Adequate Funding for Equipment, Staffing, and Operations:** Many respondents believe the fire district needs sufficient funding to maintain staffing levels, replace equipment, and keep up with rising operational costs. Comments often reference inflation, the cost of apparatus and equipment, and the need for well-trained firefighters with modern tools to protect the community.

**Fire Protection as an Essential Public Safety Service:** Another major theme is that fire protection is one of the most critical services local governments provide. Respondents emphasize protecting lives, homes, and property, and express strong support for first responders. Some references to personal experiences in which firefighters helped them during emergencies, reinforcing the importance of maintaining strong fire services.

**Population Growth and Increasing Service Demand:** Several responses note that population growth and expanding development in Larimer County and surrounding areas increase demand for fire and emergency services. Respondents say the district must keep pace with growth, especially as more homes are built in wildland-urban interface areas.

# Please describe why you would vote no and reject a potential ballot measure to waive the 5.25% cap for the Poudre Valley Fire Protection District.

**Concerns About Rising Property Taxes and Cost of Living:** The most frequent theme is that property taxes and overall living costs are already too high. Many respondents say they are on fixed incomes, struggling with rising housing costs, or worried about being priced out of their homes. Even if the measure is described as not immediately raising taxes, many respondents fear it will eventually lead to higher property taxes.

**Belief the Fire District Should Manage Its Budget Better:** A large number of respondents believe the district should control spending and prioritize within its existing budget rather than seeking more revenue. Some comments reference expensive buildings, administrative costs, or perceived wasteful spending, arguing that the issue is financial management rather than a lack of funding.

**Support for TABOR Limits and Opposition to Removing the Cap:** Many respondents express strong philosophical support for TABOR and revenue caps, saying limits are necessary to control government spending. These voters view removing the cap as weakening taxpayer protections or allowing the government to keep too much revenue.

**Lack of Trust, Transparency, or Specific Financial Information:** Another common theme is that voters feel they lack enough information about how the money would be used. Respondents say they want clearer details on budgets, spending plans, and specific funding needs before supporting a measure to waive the cap.

# Poudre Valley Fire Protection District

## Waiving Cap Ballot Measure

### Opinion Change from Uninformed to Informed by Voter Subgroup

|                   | All        | 11-20<br>Years | 18-44 | Less 5<br>Years | Dems | Women | More 20<br>Years | Reps | 65+ |
|-------------------|------------|----------------|-------|-----------------|------|-------|------------------|------|-----|
| <b>Difference</b> | <b>+20</b> | +26            | +25   | +24             | +24  | +23   | +19              | +19  | +18 |
| <b>Informed</b>   | <b>75%</b> | 77%            | 84%   | 89%             | 92%  | 84%   | 68%              | 69%  | 75% |
| <b>Uninformed</b> | <b>55%</b> | 51%            | 59%   | 65%             | 68%  | 61%   | <b>49%</b>       | 50%  | 57% |

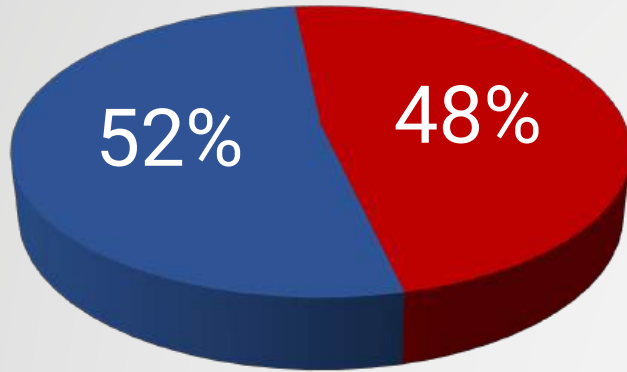
\*All subgroups moved more than 10 points.



# Survey Demographics

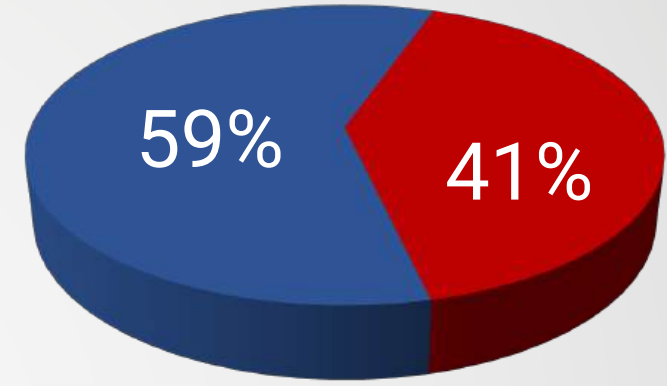
# Survey Demographics

Gender



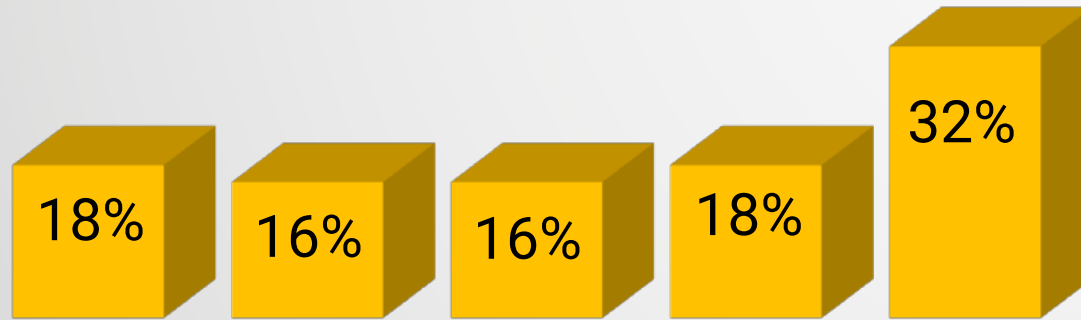
■ Female      ■ Male

Four-Year  
College Degree



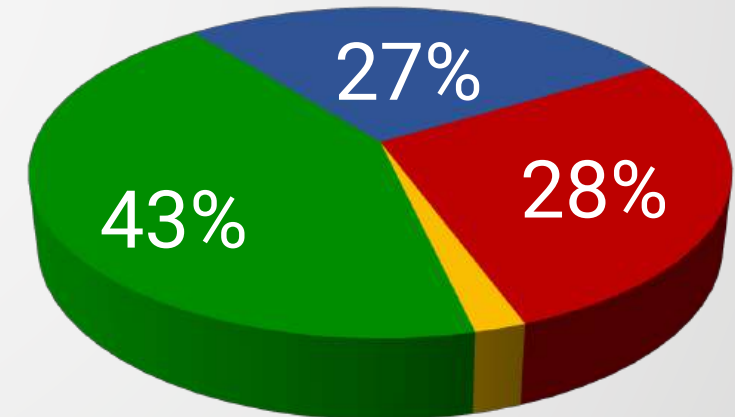
■ Yes      ■ No

Age Range



18 to 34    35 to 44    45 to 54    55 to 64    65 or Older

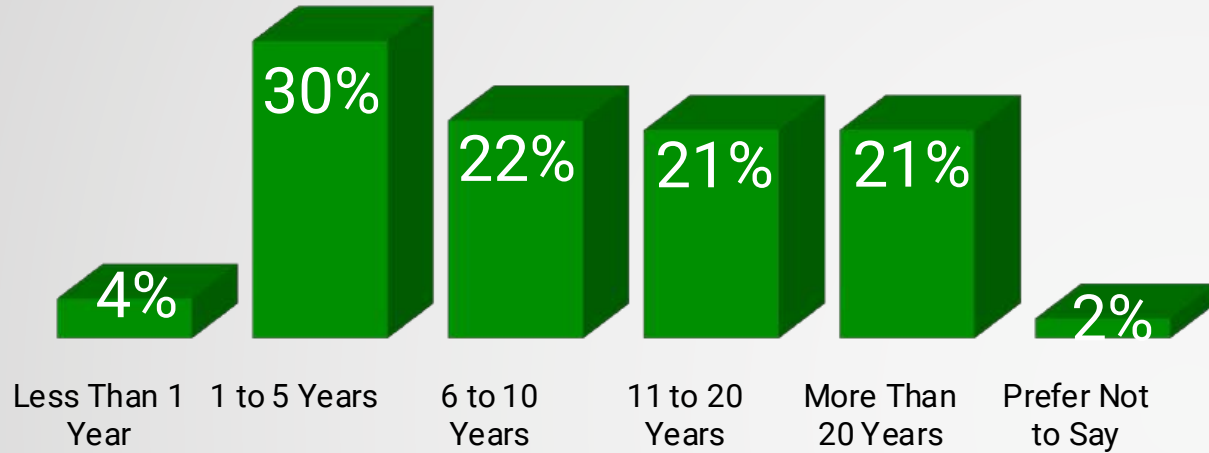
Party



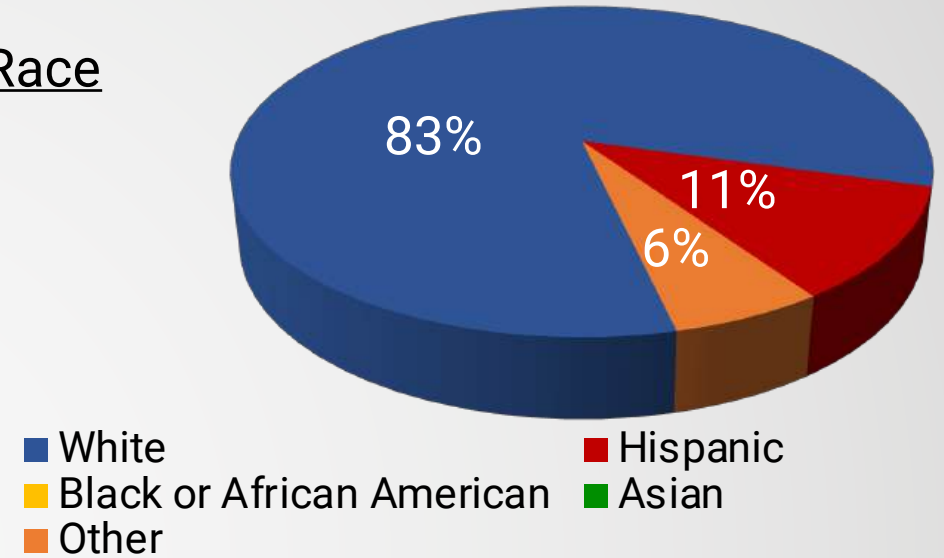
■ Unaffiliated      ■ Democrat  
■ Republican      ■ Other Party

# Survey Demographics

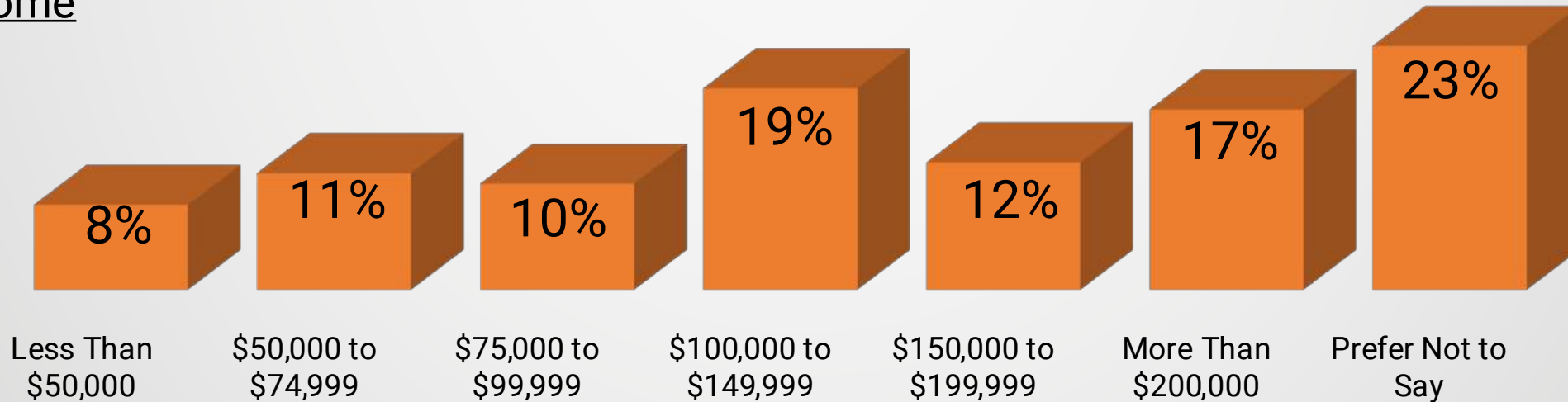
## Lived at Current Address



## Race



## Income



# Magellan Strategies

4800 Aspen Creek Drive

Broomfield, CO 80023

MagellanStrategies.com

(303) 861-8585

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David Flaherty | Ryan Winger  
Courtney Sievers

