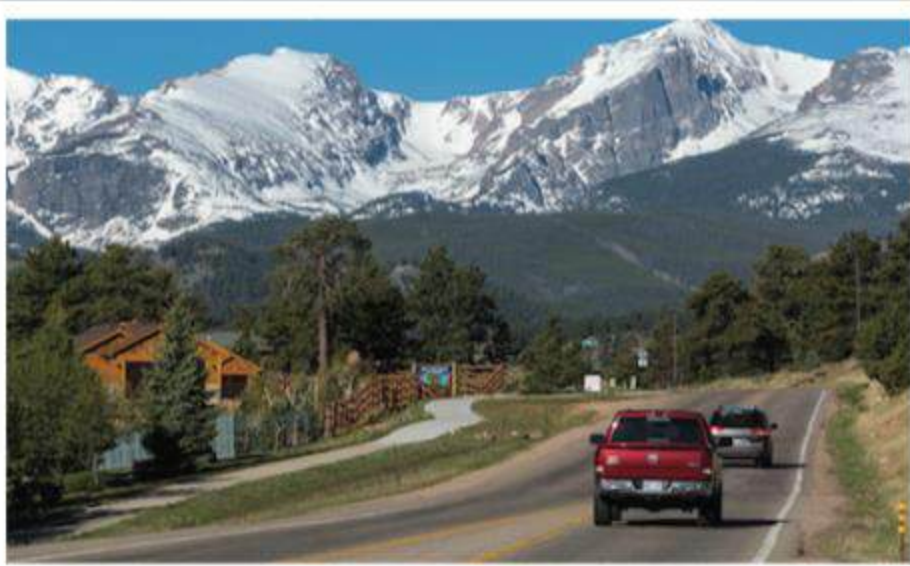
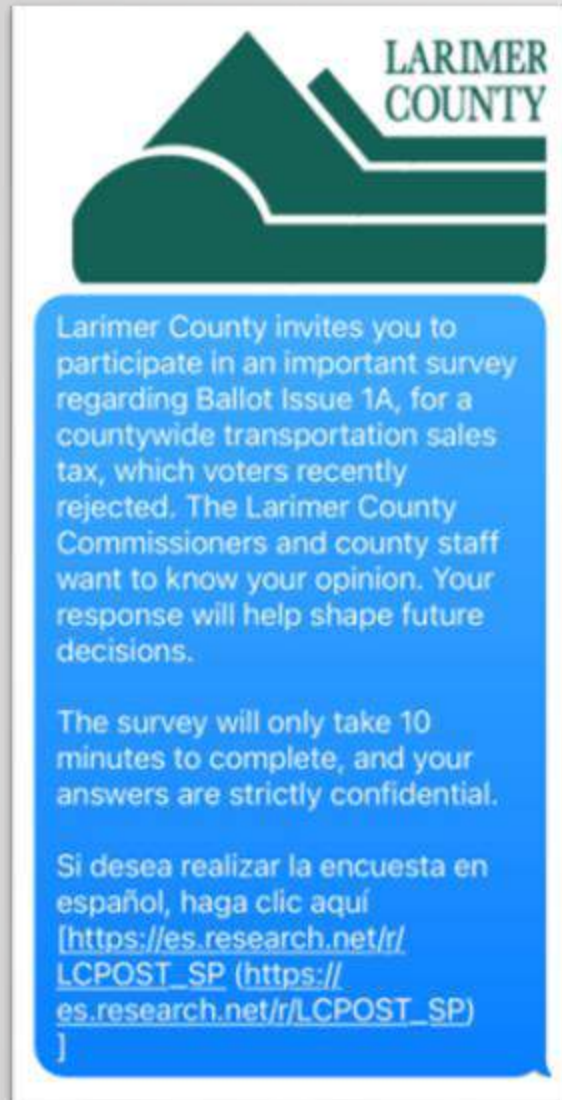


Larimer County Post-Election Survey

March 2025



Methodology



Magellan Strategies is pleased to present the results of an online survey of 1,381 Larimer County voters. The interviews were conducted from February 20th – March 3rd, 2025.

The overall survey responses have a margin of error of +/- 2.63% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results were weighted to be representative of the County's 2024 General Election voter turnout demographics.

Larimer County Voter Registration and Past Turnout Demographics

Larimer County Magellan Strategies Voter Registration and Past Election Turnout Report										
Municipality	Registration		2024		2020		Change from 20 to 24		2023	
Fort Collins	126,004	43.9%	98,391	42.7%	99,792	44.4%	-1,401	-1.4%	50,614	40.5%
Loveland	62,961	22.0%	50,615	22.0%	48,682	21.7%	1,933	4.0%	29,282	23.4%
Berthoud	10,132	3.5%	8,755	3.8%	6,780	3.0%	1,975	29.1%	4,326	3.5%
Wellington	8,471	3.0%	6,754	2.9%	6,035	2.7%	719	11.9%	3,080	2.5%
Windsor	7,292	2.5%	6,460	2.8%	5,790	2.6%	670	11.6%	3,372	2.7%
Timnath	6,731	2.3%	6,457	2.8%	4,232	1.9%	2,225	52.6%	3,195	2.6%
Estes Park	4,771	1.7%	3,724	1.6%	3,994	1.8%	-270	-6.8%	2,577	2.1%
Johnstown	4,146	1.4%	3,500	1.5%	2,539	1.1%	961	37.8%	1,147	0.9%
Unincorporated	56,279	19.6%	45,710	19.9%	46,973	20.9%	-1,263	-2.7%	27,516	22.0%
Total	286,787	100.0%	230,366	100.0%	224,817	100.0%	5,549	2.5%	125,109	100.0%

Sex	Registration		2024		2020		Change from 20 to 24		2023	
Female	146,166	51.0%	120,968	52.5%	116,860	52.0%	4,109	3.5%	65,764	52.6%
Male	140,621	49.0%	109,398	47.5%	107,958	48.0%	1,441	1.3%	59,345	47.4%
Total	286,787	100.0%	230,366	100.0%	224,817	100.0%	5,549	2.5%	125,109	100.0%

Age Group	Registration		2024		2020		Change from 20 to 24		2023	
18-34	89,118	31.1%	60,161	26.1%	62,511	27.8%	-2,350	-3.8%	18,215	14.6%
35-44	49,001	17.1%	37,956	16.5%	36,193	16.1%	1,763	4.9%	17,498	14.0%
45-54	40,193	14.0%	33,886	14.7%	32,627	14.5%	1,259	3.9%	18,037	14.4%
55-64	39,932	13.9%	33,934	14.7%	37,752	16.8%	-3,818	-10.1%	22,296	17.8%
65+	68,543	23.9%	64,429	28.0%	55,734	24.8%	8,695	15.6%	49,063	39.2%
Total	286,787	100.0%	230,366	100.0%	224,817	100.0%	5,549	2.5%	125,109	100.0%

Party	Registration		2024		2020		Change from 20 to 24		2023	
Unaffiliated	141,250	49.3%	109,779	47.7%	92,604	41.2%	17,175	18.5%	52,565	42.0%
Democrat	72,232	25.2%	61,224	26.6%	64,458	28.7%	-3,234	-5.0%	36,651	29.3%
Republican	67,603	23.6%	55,849	24.2%	64,137	28.5%	-8,288	-12.9%	34,418	27.5%
Libertarian	3,273	1.1%	2,099	0.9%	2,517	1.1%	-418	-16.6%	876	0.7%
Other	2,429	0.8%	1,415	0.6%	1,101	0.5%	314	28.5%	599	0.5%
Total	286,787	100.0%	230,366	100.0%	224,817	100.0%	5,549	2.5%	125,109	100.0%

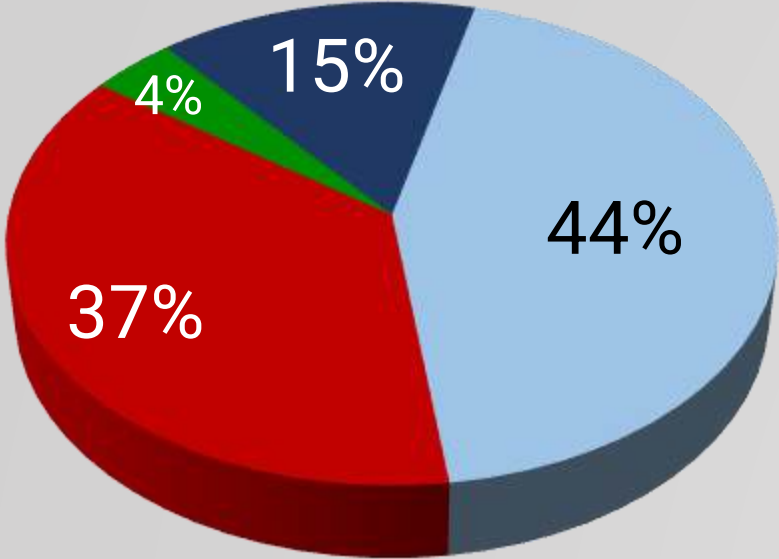
Voter Awareness of Ballot Issue 1A



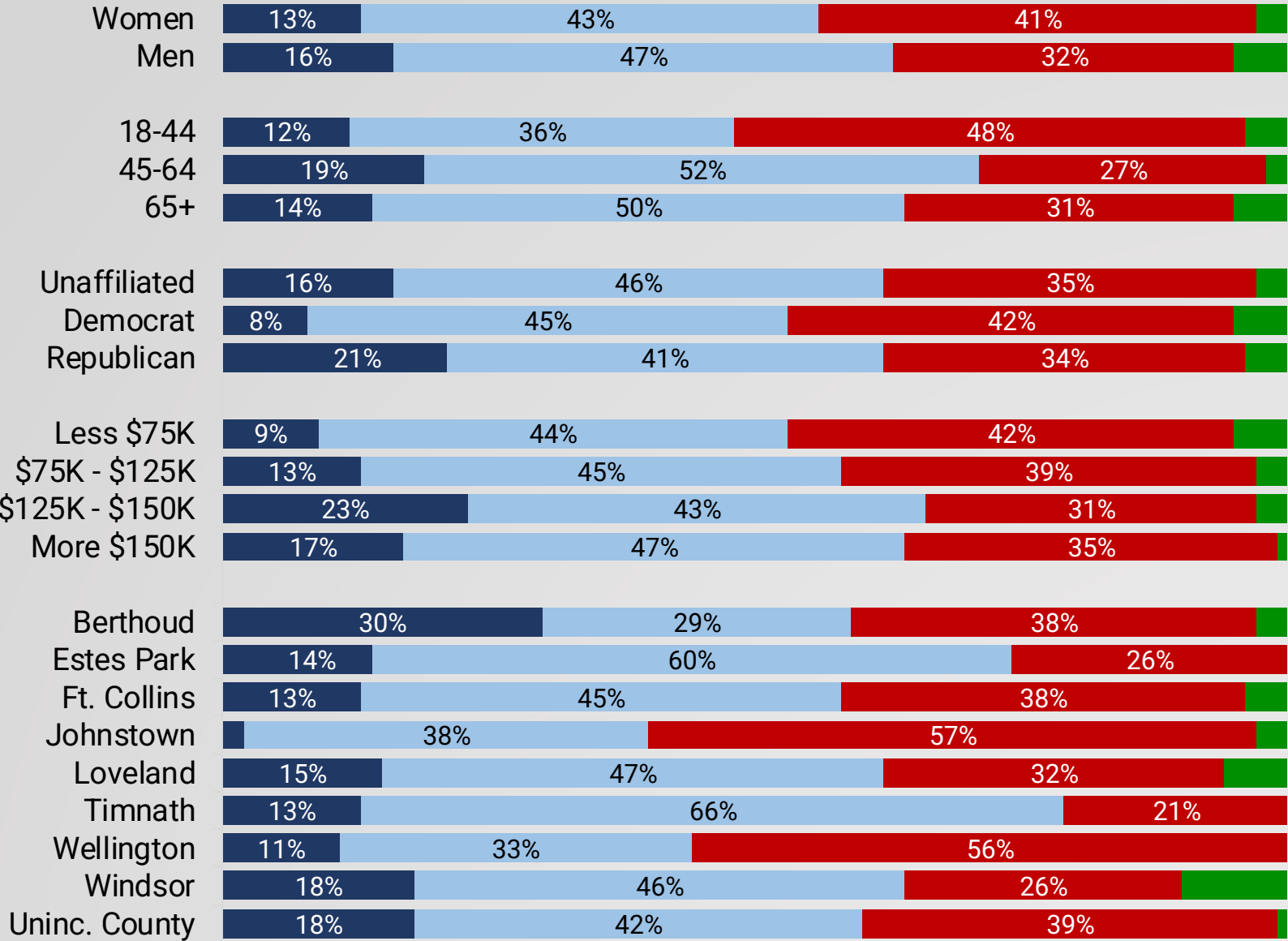
The November 2024 ballot included Larimer County Ballot Issue 1A, a 0.15% sales tax to fund transportation initiatives in the county.

Thinking back to last year's election, how much information did you read or hear about Ballot Issue 1A prior to voting?

The November 2024 ballot included Larimer County Ballot Issue 1A, a 0.15% sales tax to fund transportation initiatives in the county. Thinking back to last year's election, how much information did you read or hear about Ballot Issue 1A prior to voting?



■ A Lot of Information
■ Some Information
■ Little or No Information
■ No Opinion



■ A Lot of Information ■ Some Information ■ Little or No Information ■ No Opinion

Vote on Ballot Issue 1A



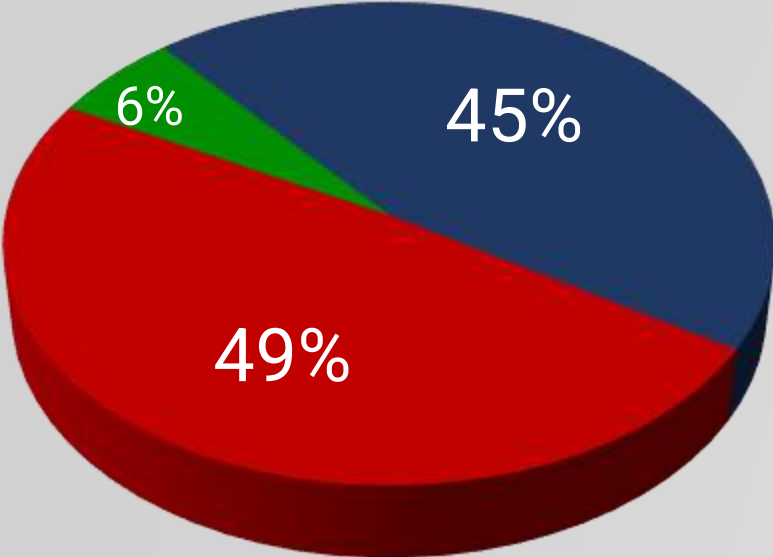
Following is the ballot language of Larimer County Ballot Issue 1A. Please read the entire ballot language and indicate if you voted yes and approved it or voted no and rejected it. It's a little long, so please take your time. The ballot language reads as:

SHALL LARIMER COUNTY TAXES BE INCREASED \$17,200,000 ANNUALLY (ESTIMATED FIRST FISCAL YEAR DOLLAR INCREASE IN 2025), AND BY WHATEVER ADDITIONAL AMOUNT AS MAY BE RAISED ANNUALLY THEREAFTER, FOR A PERIOD OF 15 YEARS BY IMPOSING A 0.15% (15 CENTRS ON 100 DOLLARS) COUNTYWIDE TRANSPORTATION SALES AND USE TAX FOR THE PURPOSES OF:

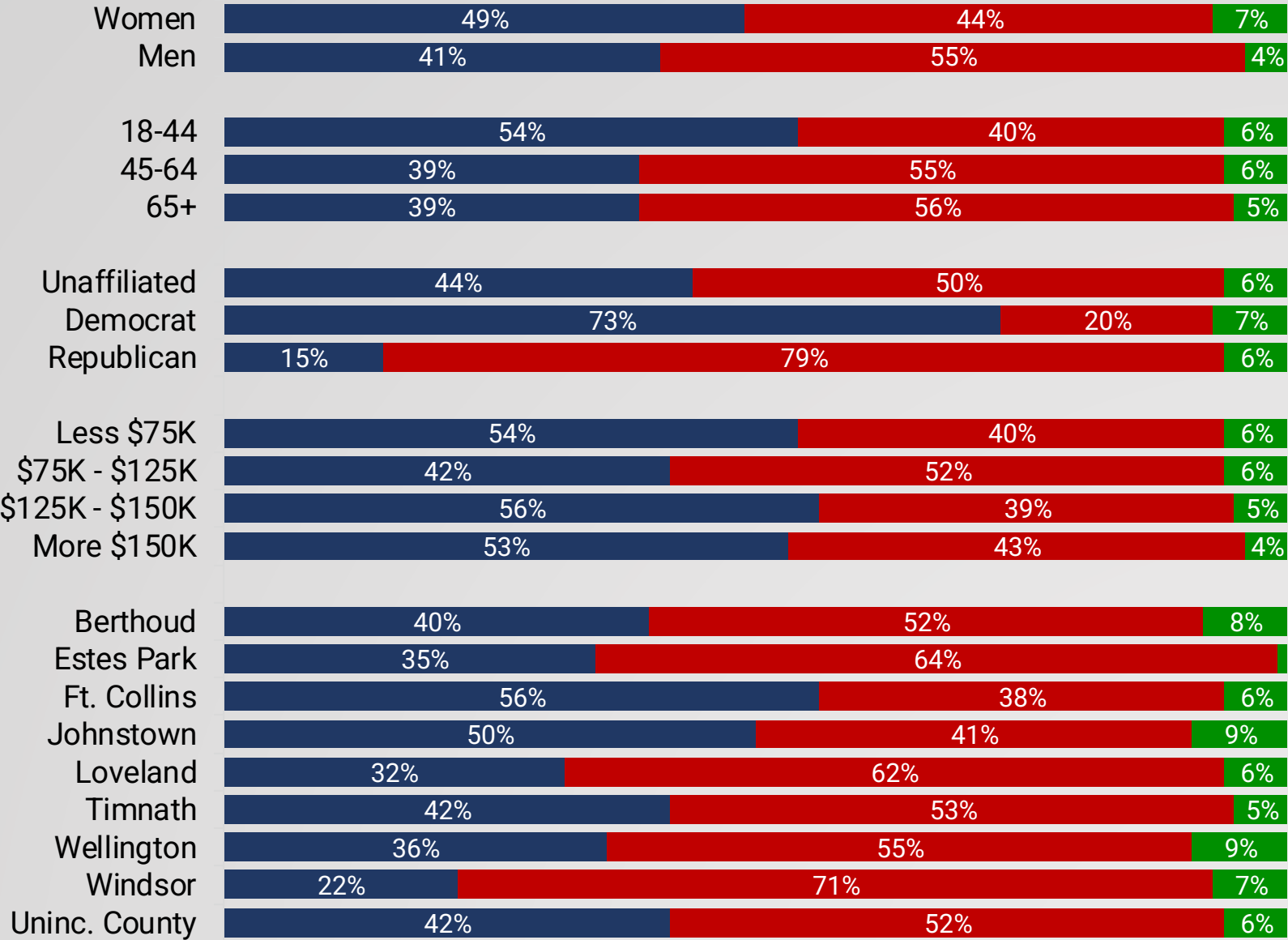
- IMPROVING ROADWAY, BRIDGE, AND INTERSECTION SAFETY, SUCH AS PEDESTRIAN CROSSING, SIGNAGE AND SIGNALING, LANE IMPROVEMENTS, AND BICYCLE TRAFFIC IMPROVEMENTS;
- IMPROVING RESILIENCE OF TRANSPORTATION INFRASTRUCTURE AGAINST NATURAL DISASTERS;
- REPAIRING, REPLACING, IMPROVING, MAINTAINING, AND CONSTRUCTING ROADS, BRIDGES, SIDEWALKS, BICYCLE LANES AND PATHS, AND OTHER TRANSPORTATION INFRASTRUCTURE;
- IMPROVING TRAVEL CORRIDORS BETWEEN COMMUNITIES IN LARIMER COUNTY FOR SAFER AND MORE EFFICIENT COMMUTING, RECREATING, AND DELIVERY OF GOODS AND SERVICES;
- SUPPORTING INCREASED ACCESS TO COMMUNITY TRANSIT SERVICES AND OTHER MOBILITY OPTIONS;

AND SHALL THE COUNTY BE AUTHORIZED TO COLLECT, RETAIN AND SPEND ALL PROCEEDS OF SUCH TAX WITHOUT LIMITATION BY ARTICLE X, THE COLORADO CONSTITUTION, ALL IN ACCORDANCE WITH THE COMMISSIONERS' RESOLUTION REFERRING THIS BALLOT ISSUE APPROVED SEPTEMBER 3, 2024?

Now that you have read the ballot language for Larimer County Ballot Issue 1A, do you remember if you voted yes and approved it or voted no and rejected it?



■ I Voted Yes
■ I Voted No
■ Unsure/Didn't Vote



■ Voted Yes ■ Voted No ■ Unsure/Didn't Vote

Please describe the reasons why you voted yes and approved Ballot Issue 1A

Investing in Infrastructure Upkeep: Many respondents emphasized that roads, bridges, and general infrastructure require ongoing maintenance. They see government's core responsibility as ensuring these foundational pieces are safe and reliable.

Small Tax Increase for a Big Community Benefit: A common refrain was that 0.15% felt minimal or "not excessive," especially compared to the long-term benefits of well-maintained infrastructure.

Rapid Population Growth and Changing Needs: Respondents noted that Larimer County is growing quickly, putting more strain on roads and public transit. Many felt it is important to fund expansions and improvements before problems worsen.

Overall Safety and Quality of Life: Safety—in reduced accidents, safer bike and walking routes, and better emergency access—was a major motivator. Voters connected road and transit funding to preserving a high quality of life for themselves and future generations.

Desire for Improved Public Transit & Alternative Transportation: Numerous voters specifically mentioned better public transportation, bike lanes, and pedestrian pathways. They want safer, more comprehensive options beyond just driving.

Please describe the reasons why you voted no and rejected Ballot Issue 1A

“We Already Pay Enough Taxes”: The most common refrain was that taxes feel too high already—especially in the context of rising property taxes, cost of living, and inflation. Voters said they can’t afford further tax hikes.

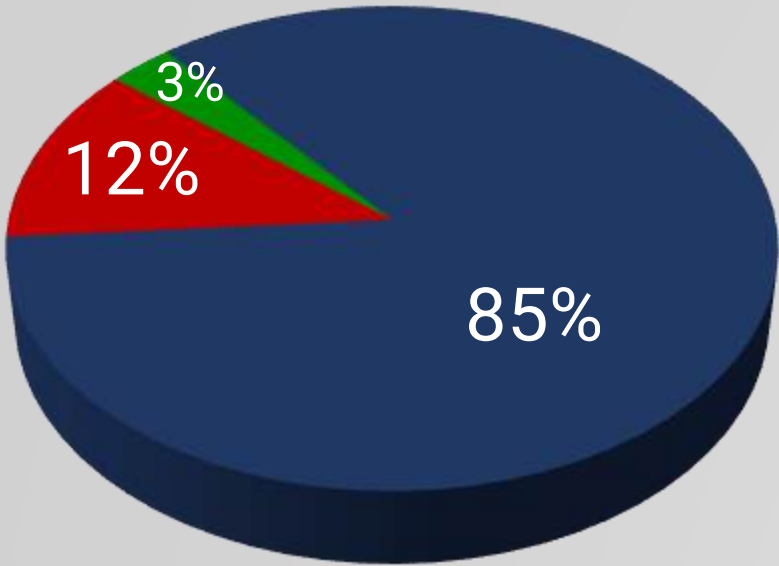
Distrust of Government Spending & Priorities: Many cited doubts that current tax revenue is spent efficiently or on the right things. They mentioned perceived “waste,” “fraud,” or money going to “unnecessary” projects.

Desire for Better Use of Existing Funds: A frequent sentiment was that local government should reallocate or “tighten” its existing budget, rather than continually asking taxpayers for more.

Lack of Specifics and Oversight: Vague or broad language around how the money could be used—particularly provisions allowing future tax increases without a clear limit—led to concerns about accountability and transparency.

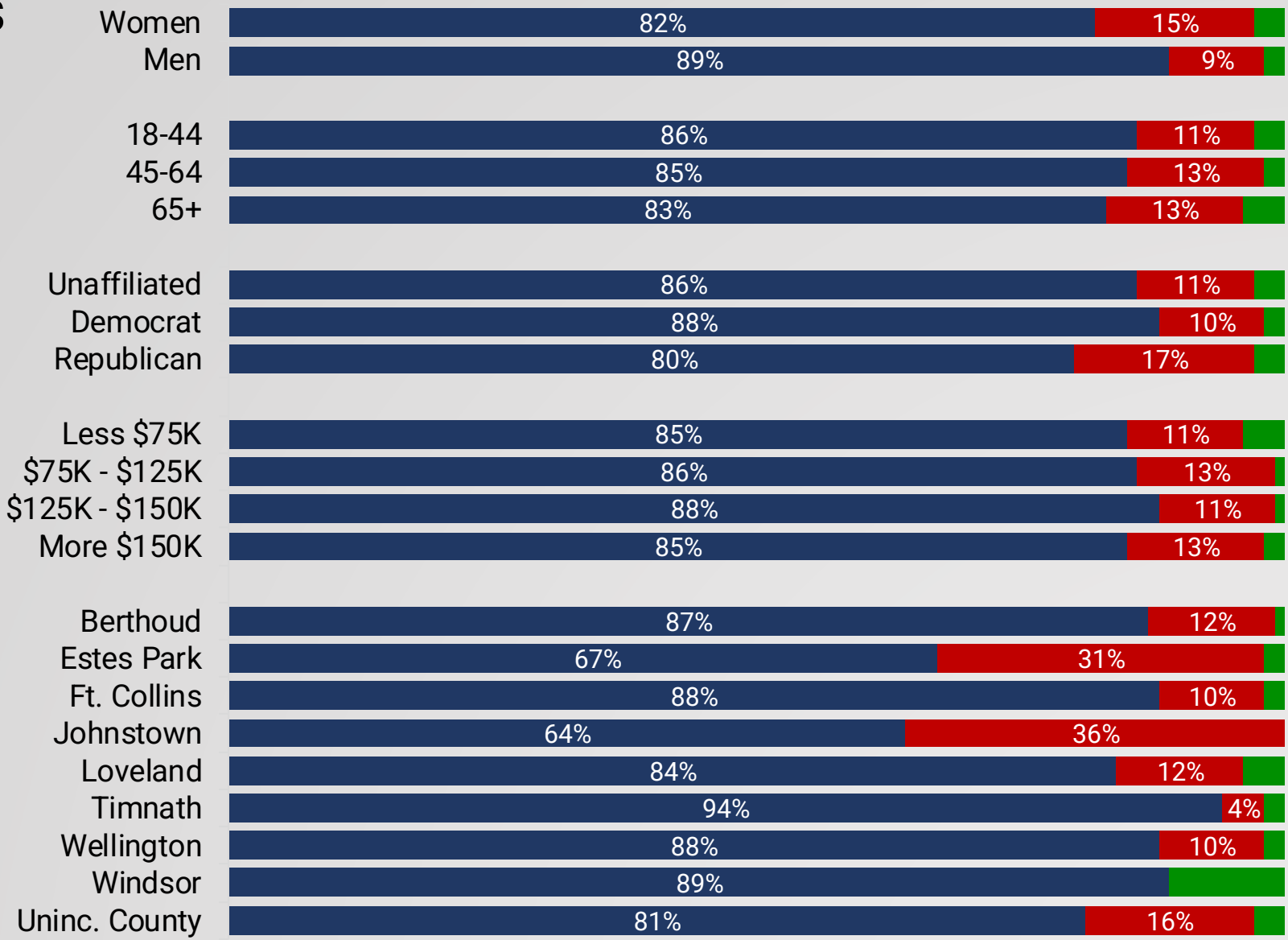
Economic Concerns (Inflation & Cost of Living): Voters noted that, amid high inflation, grocery prices, and other rising costs, now is not the time to pass a long-term tax increase. Many said they simply need to keep more of their own money to make ends meet.

How easy or difficult was it for you to understand the ballot language of Ballot Issue 1A?



■ Total Easy ■ Total Difficult ■ No Opinion

Very Easy	50%
Somewhat Easy	35%
Very Difficult	1%
Somewhat Difficult	11%



■ Easy ■ Difficult ■ No Opinion



Voter Opinion on Bullet Points in 1A



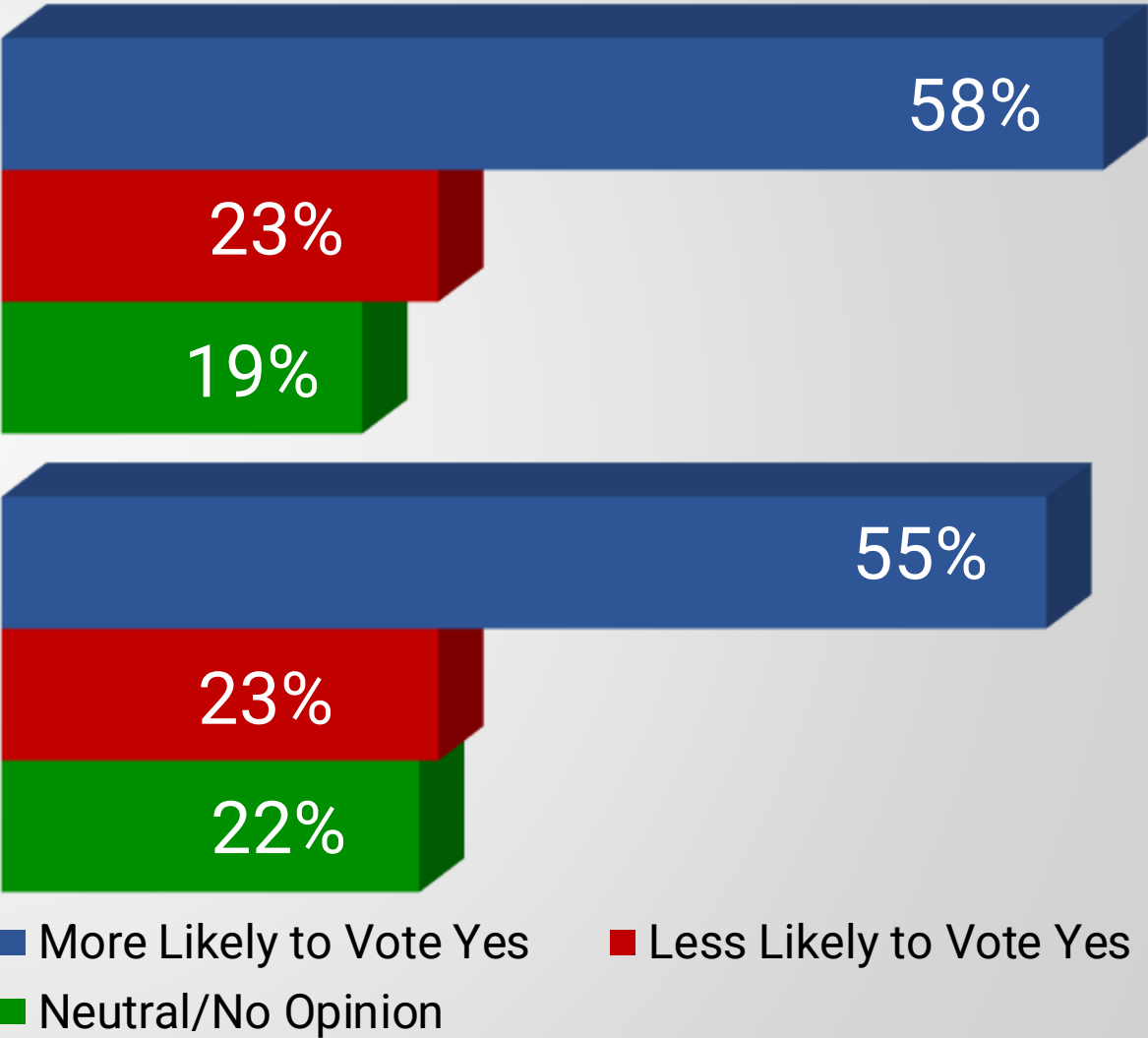
Listed below are the bullet points that were included in the ballot language.

For each item, regardless of how you voted, please indicate whether its inclusion made you more or less likely to vote yes on Ballot Issue 1A.

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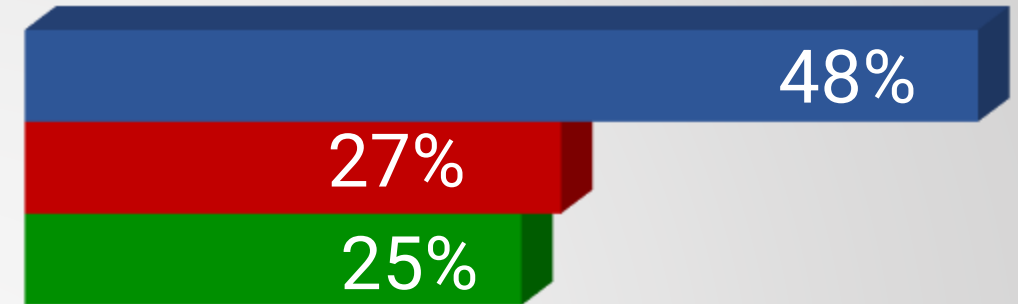
REPAIRING, REPLACING, IMPROVING, MAINTAINING, AND CONSTRUCTING ROADS, BRIDGES, SIDEWALKS, BICYCLE LANES AND PATHS, AND OTHER TRANSPORTATION INFRASTRUCTURE

IMPROVING ROADWAY, BRIDGE, AND INTERSECTION SAFETY, SUCH AS PEDESTRIAN CROSSING, SIGNAGE AND SIGNALING, LANE IMPROVEMENTS, AND BICYCLE TRAFFIC IMPROVEMENTS

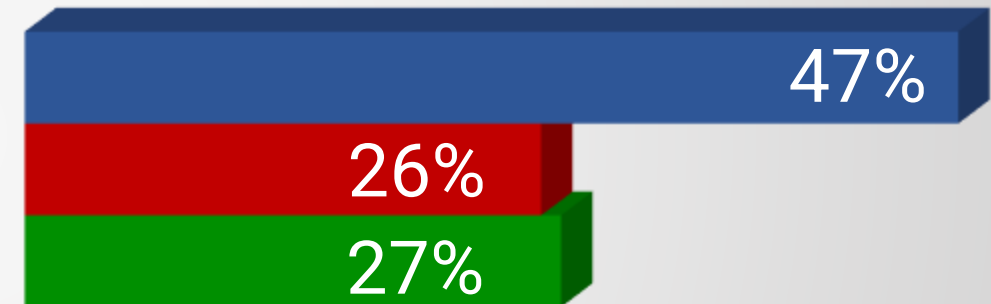


Listed below are the bullet points that were included in the ballot language. For each item, regardless of how you voted, please indicate whether its inclusion made you more or less likely to vote yes on ballot issue 1A.

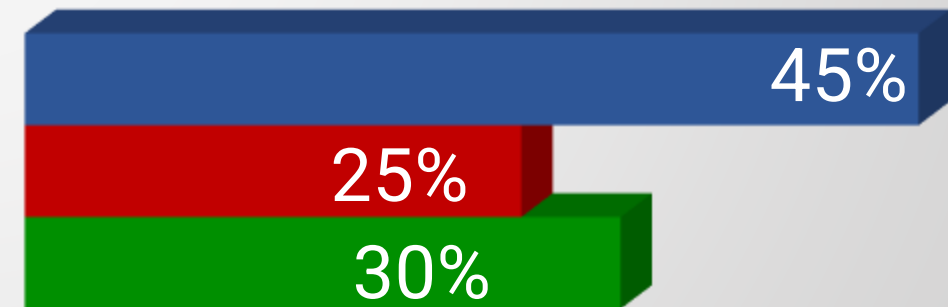
SUPPORTING INCREASED ACCESS TO COMMUNITY TRANSIT SERVICES AND OTHER MOBILITY OPTIONS



IMPROVING RESILIENCE OF TRANSPORTATION INFRASTRUCTURE AGAINST NATURAL DISASTERS



IMPROVING TRAVEL CORRIDORS BETWEEN COMMUNITIES IN LARIMER COUNTY FOR SAFER AND MORE EFFICIENT COMMUTING, RECREATING, AND DELIVERY OF GOODS AND SERVICES



■ More Likely to Vote Yes ■ Less Likely to Vote Yes
■ Neutral/No Opinion

Voter Opinion on Bullet Points in 1A



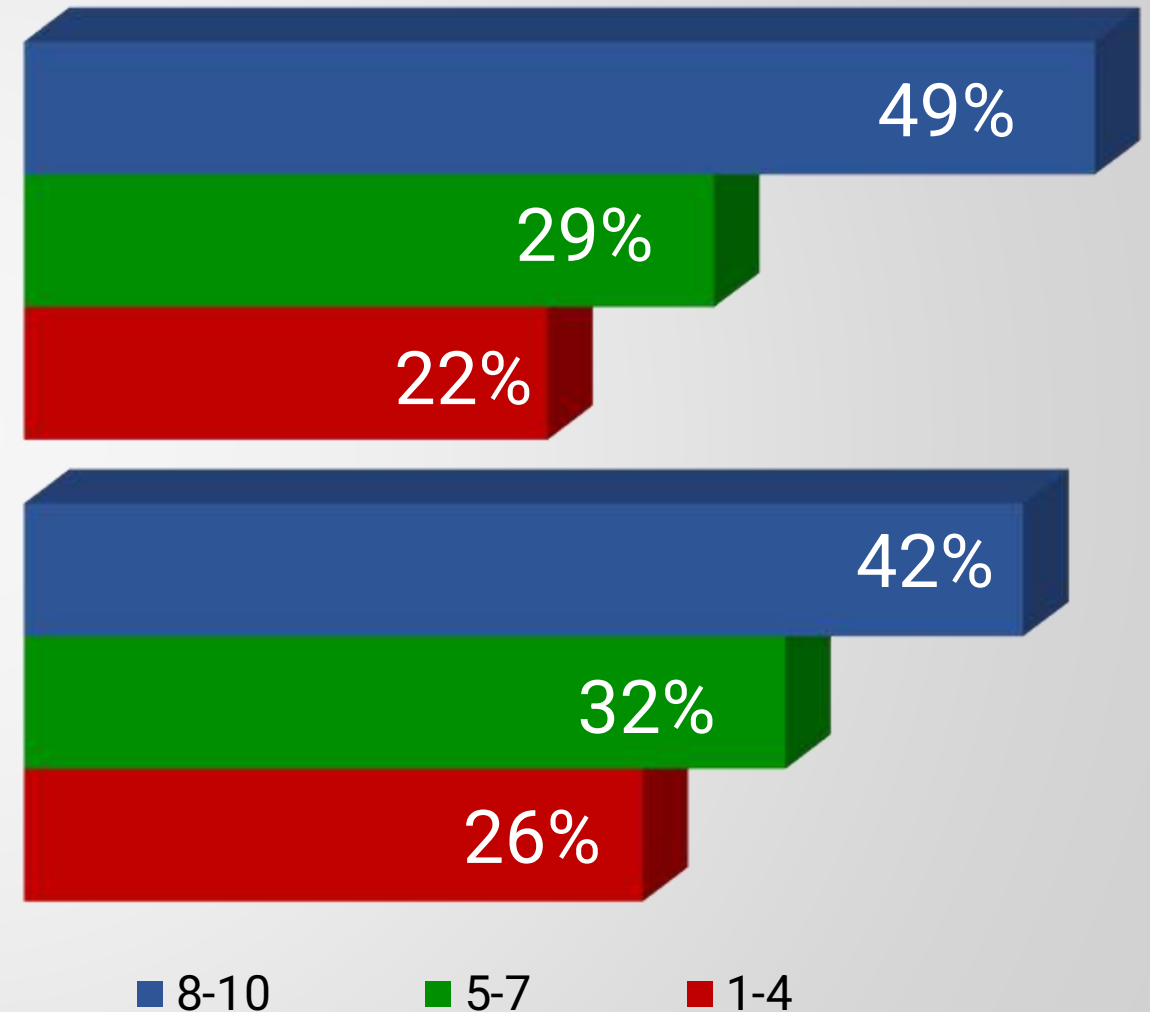
Again, listed below are the bullet points that were included in the ballot language.

For each item, please rate its importance to you personally on a scale of 1-10, with 10 being a very high priority and 1 being a very low priority.

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REPAIRING, REPLACING, IMPROVING, MAINTAINING,
AND CONSTRUCTING ROADS, BRIDGES, SIDEWALKS,
BICYCLE LANES AND PATHS, AND OTHER
TRANSPORTATION INFRASTRUCTURE

IMPROVING ROADWAY, BRIDGE, AND INTERSECTION
SAFETY, SUCH AS PEDESTRIAN CROSSING, SIGNAGE
AND SIGNALING, LANE IMPROVEMENTS, AND
BICYCLE TRAFFIC IMPROVEMENTS



Again, listed below are the bullet points that were included in the ballot language. For each item, please rate its importance to you personally on a scale of 1-10, with 10 being a very high priority and 1 being a very low priority.

SUPPORTING INCREASED ACCESS TO COMMUNITY
TRANSIT SERVICES AND OTHER MOBILITY OPTIONS



IMPROVING RESILIENCE OF TRANSPORTATION
INFRASTRUCTURE AGAINST NATURAL DISASTERS



IMPROVING TRAVEL CORRIDORS BETWEEN
COMMUNITIES IN LARIMER COUNTY FOR SAFER AND
MORE EFFICIENT COMMUTING, RECREATING, AND
DELIVERY OF GOODS AND SERVICES



■ 8-10

■ 5-7

■ 1-4

Future Ballot Options – Regional Trails

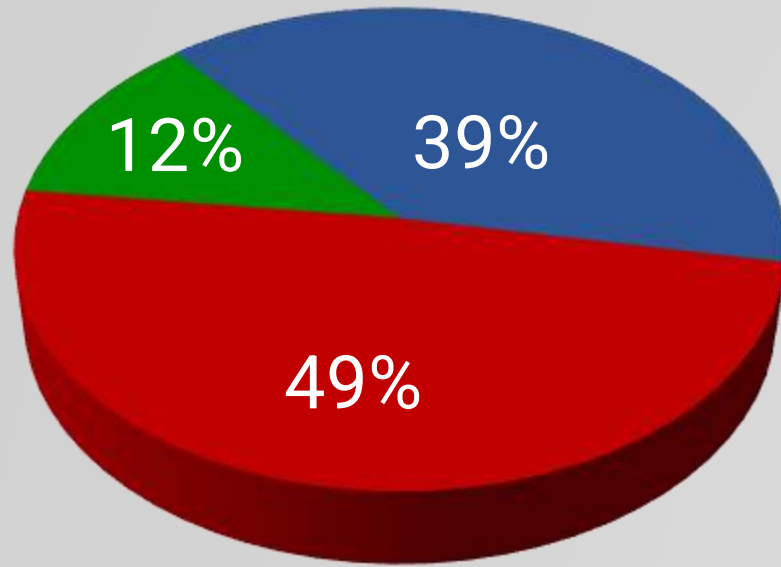


One potential option in the future is for the county to ask voters to approve a higher tax increase by adding a modest increment of 0.05% (five cents on a \$100 taxable purchase) on top of the 0.15% for transportation that was included in Ballot Issue 1A.

This would be used for construction and/or maintenance of existing and future regional trails connecting Larimer County's municipalities, and bikeways and wider shoulders along major corridors.

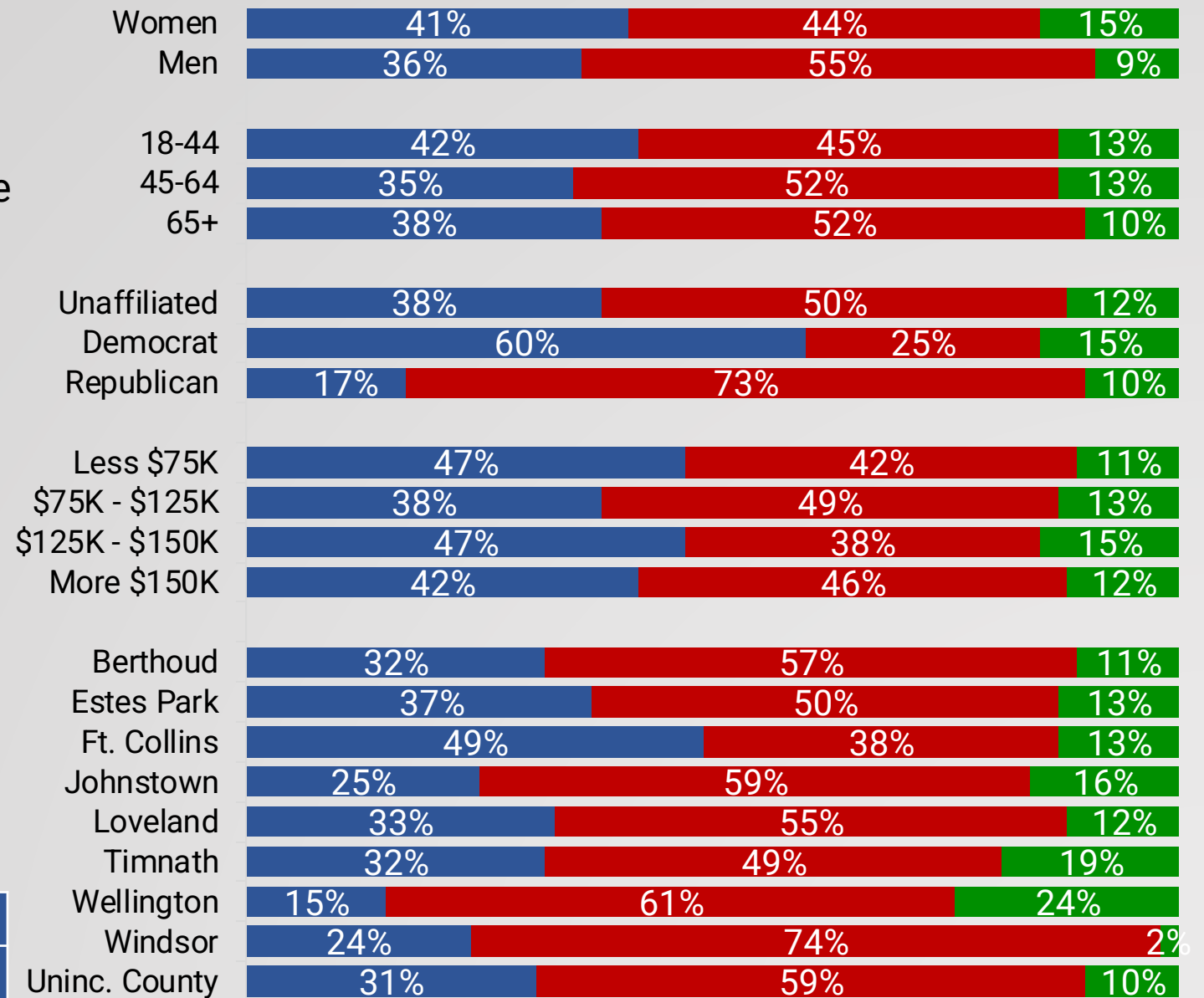
Regional Trails

If this option were included, would you be more likely or less likely to vote yes on a future transportation ballot measure?



■ Total More Likely
■ Total Less Likely
■ No Opinion

Much More Likely	15%
Somewhat More Likely	24%
Much Less Likely	34%
Somewhat Less Likely	15%



■ Total More Likely ■ Total Less Likely ■ No Opinion

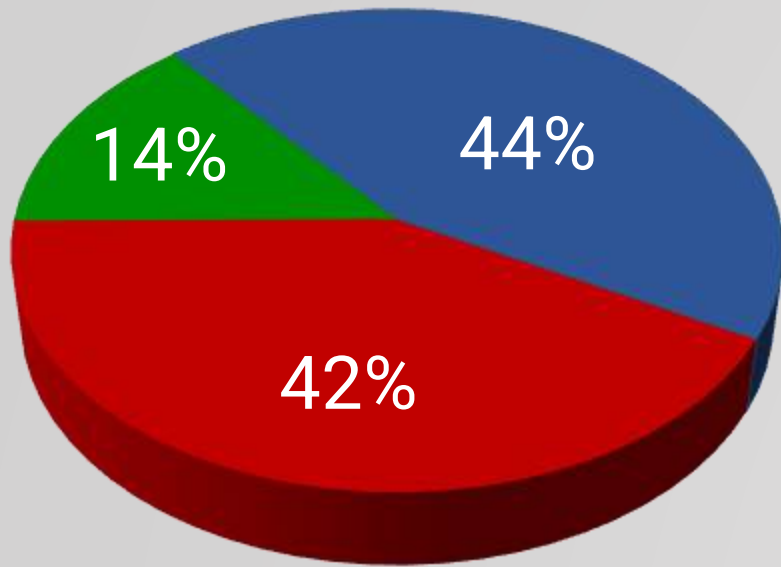
Future Ballot Options – Regional Highways



Another potential option is for the county to ask voters to approve a higher tax increase by adding a modest (0.05 to 0.10%) (five to ten cents on a \$100 taxable purchase) increment to leverage additional funds from the State and local partners to address some of the safety, mobility, and intersection improvement needs on important regional highways and arterial roadways in Larimer County, such as US Highways 34 and 287, State Highways 1, 14, 392 and 402 and major county roads.

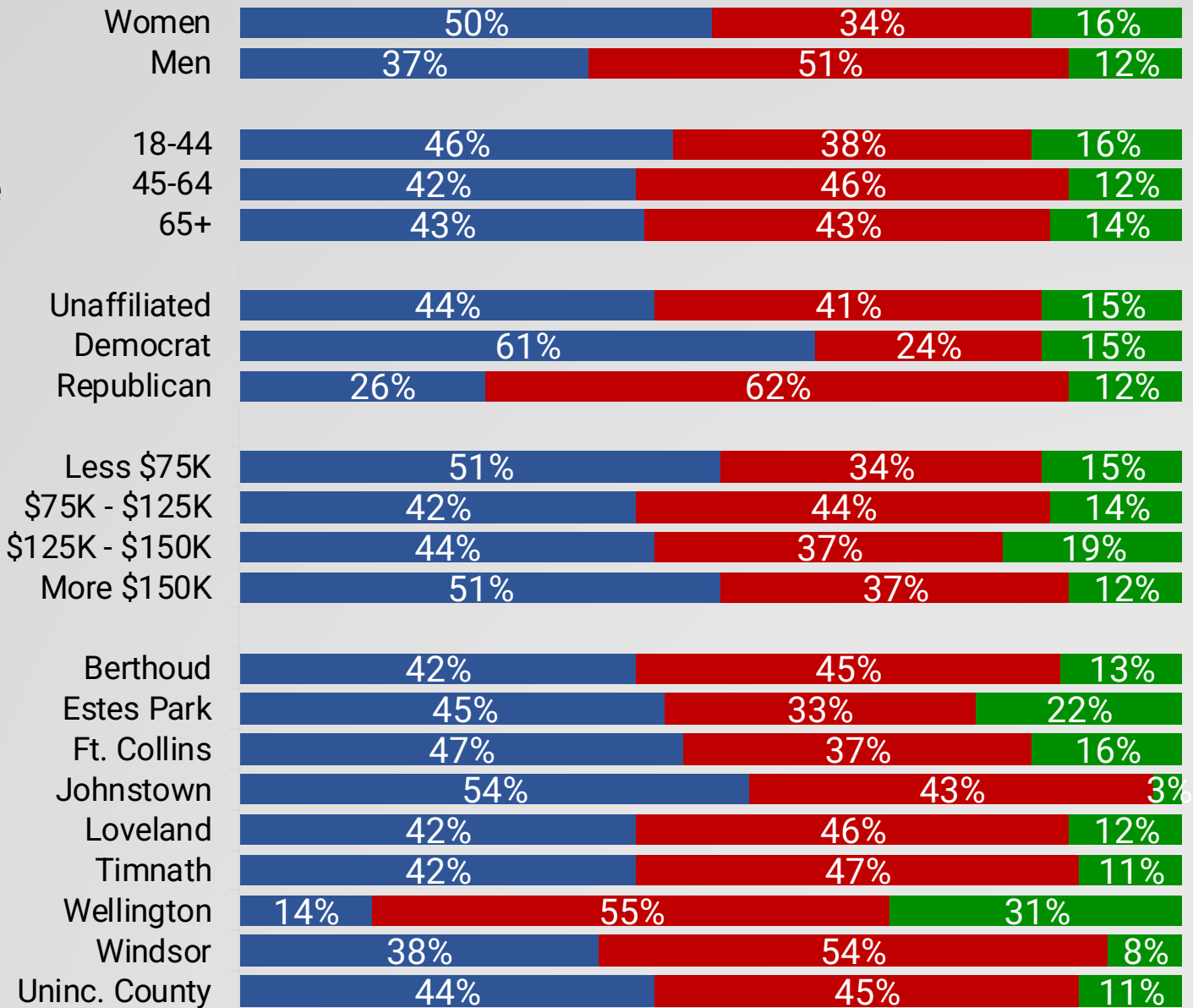
Regional Highways

If this option were included, would you be more likely or less likely to vote yes on a future transportation ballot measure?



■ Total More Likely
■ Total Less Likely
■ No Opinion

Much More Likely	17%
Somewhat More Likely	27%
Much Less Likely	30%
Somewhat Less Likely	12%



■ Total More Likely ■ Total Less Likely ■ No Opinion

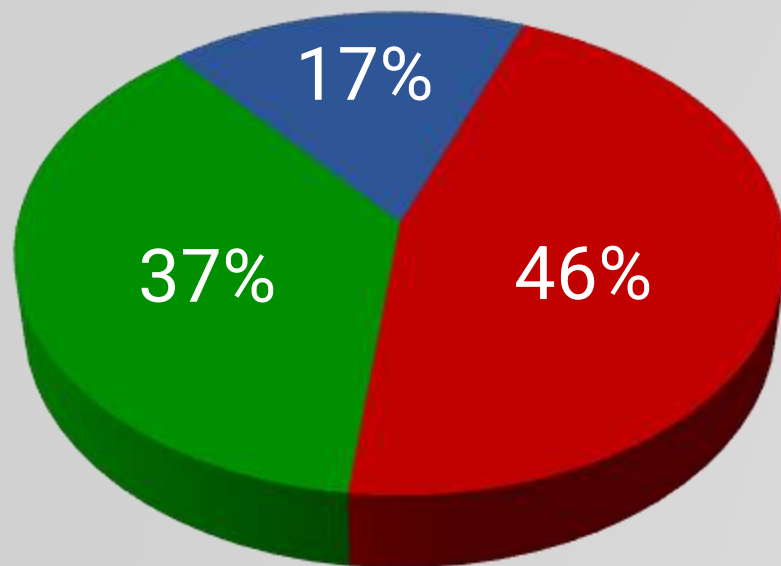
Future Ballot – Competing Tax Increase



If a separate local entity, other than Larimer County, were to place a measure on the same ballot asking voters to approve a tax increase (for example, to fund childcare, a local city or town program, or a school district), would that make you more or less likely to also vote in favor of a 0.15% sales tax increase for County transportation?

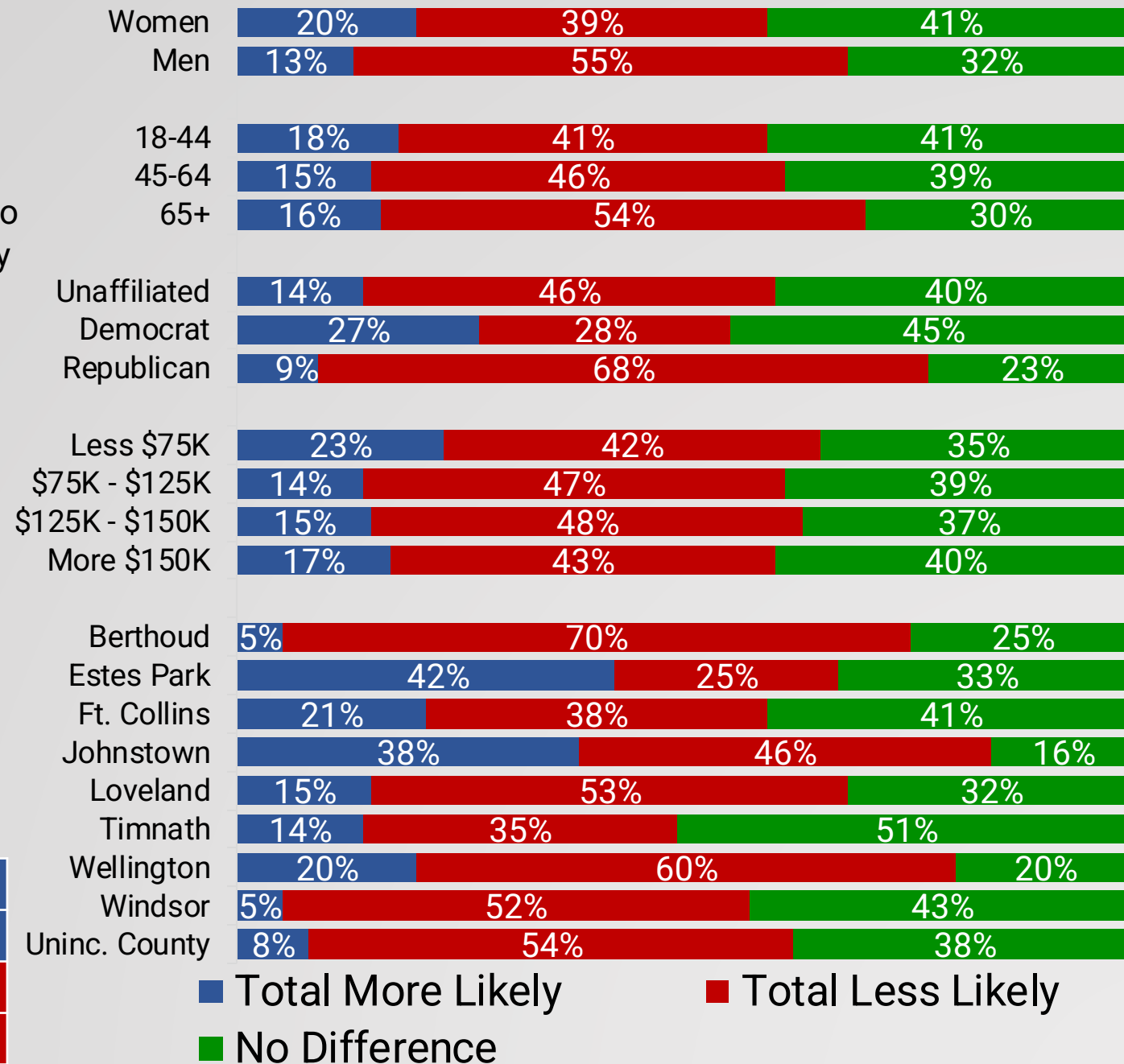
Competing Tax Increase

If a separate local entity, other than Larimer County, were to place a measure on the same ballot...would that make you more or less likely to also vote in favor of a 0.15% sales tax increase for County transportation?



■ Total More Likely
■ Total Less Likely
■ No Difference

Much More Likely	7%
Somewhat More Likely	10%
Much Less Likely	32%
Somewhat Less Likely	14%



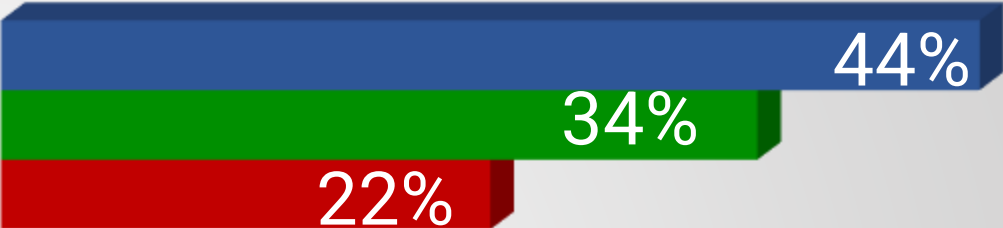
Benefits of Investing in Transportation



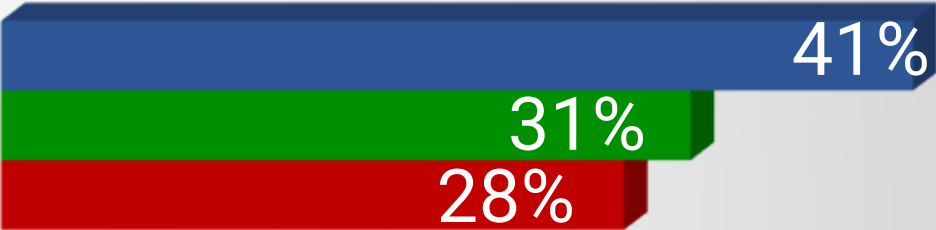
Listed below are some benefits related to a potential future sales tax that would allow Larimer County to invest in transportation. Please rate the importance of each factor on a scale of 1-10, with 10 being a very high priority and 1 being a very low priority.

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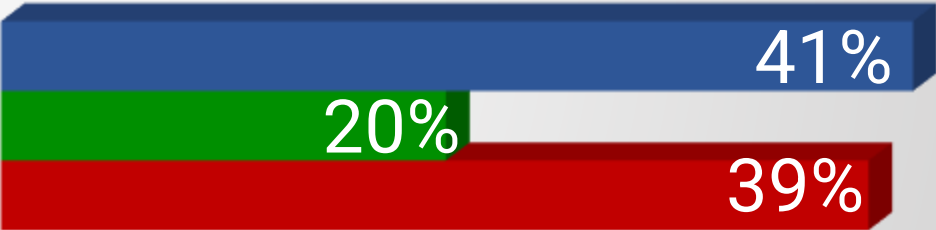
Reduced traffic congestion



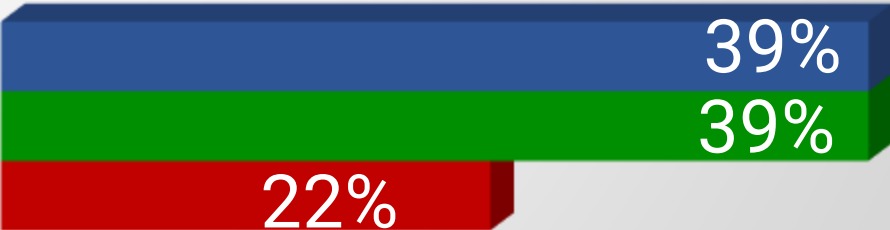
Improved safety for all users, including the most vulnerable (e.g., bicyclists and pedestrians)



Reduced greenhouse gas emissions and improved air quality



Improved readiness for emergency situations, such as fires or floods



■ 8-10 ■ 5-7 ■ 1-4

Listed below are some benefits related to a potential future sales tax that would allow Larimer County to invest in transportation. Please rate the importance of each factor on a scale of 1-10, with 10 being a very high priority and 1 being a very low priority.

Increased travel options and convenience within Larimer County



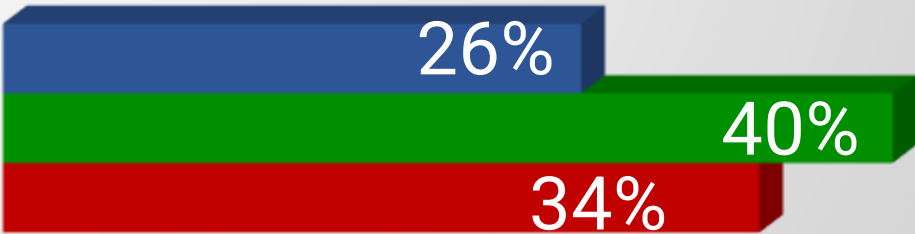
Increased access to housing options throughout Larimer County



Increased access to job opportunities and places of employment



Increased access to recreation destinations in Larimer County



■ 8-10 ■ 5-7 ■ 1-4

Information Testing



Below is a list of facts related to transportation in Larimer County.

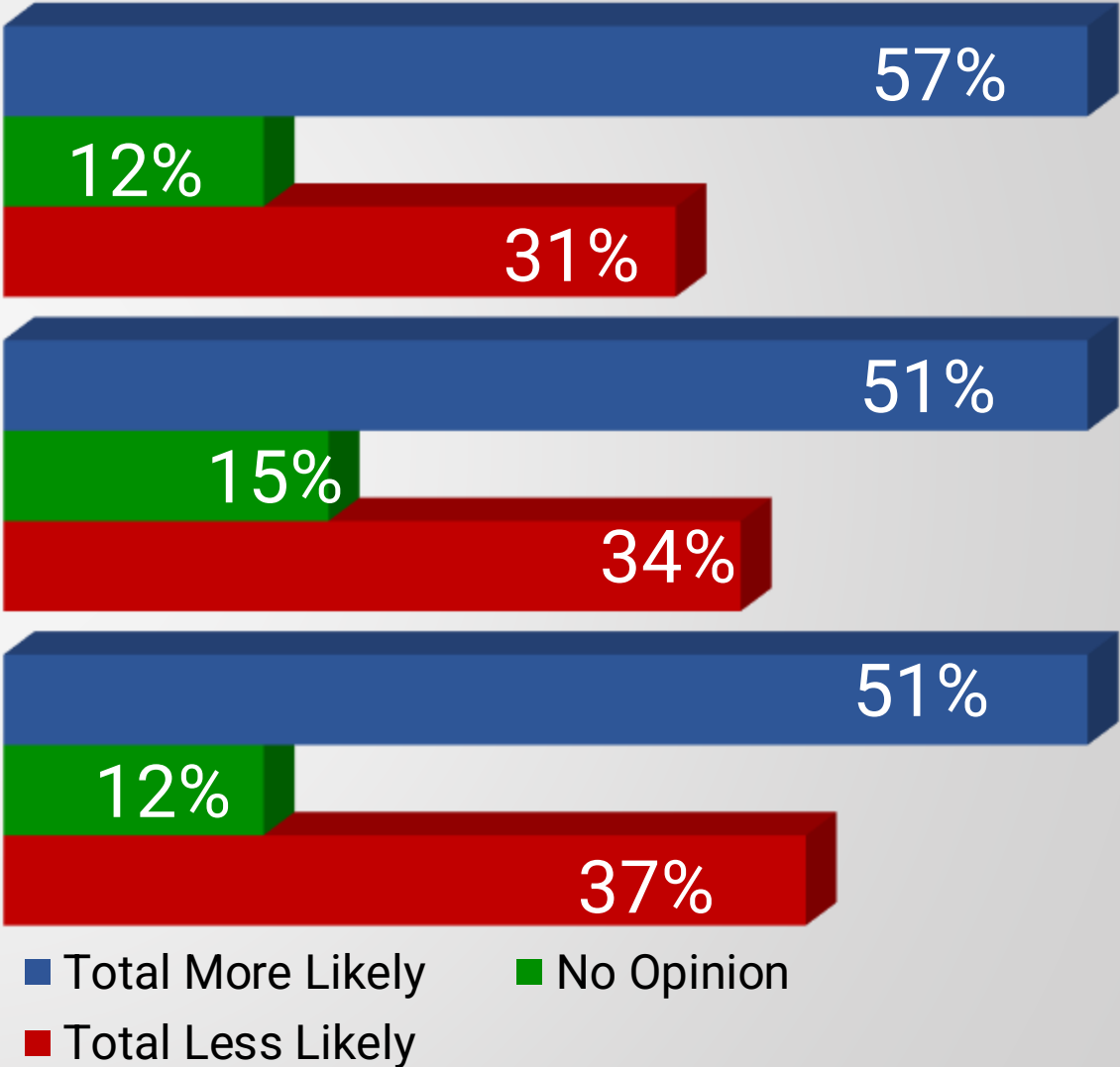
For each, please indicate whether it makes you or more less likely to support a potential future sales tax that would allow Larimer County to invest in transportation.

Below is a list of facts related to transportation in Larimer County. For each, please indicate whether it makes you or more less likely to support a potential future sales tax that would allow Larimer County to invest in transportation.

The County’s needs for transportation improvements far exceed available funding, and without other funding sources, the County will only have funding to cover about 14% of the total need and will lack seed money to bring outside (grant) funding to our community.

No sales tax dollars in Larimer County go toward maintaining or improving the County transportation system.

Approximately 70% of residents and employees in the County commute outside of the community where they live, and traffic congestion is anticipated to increase due to population growth.

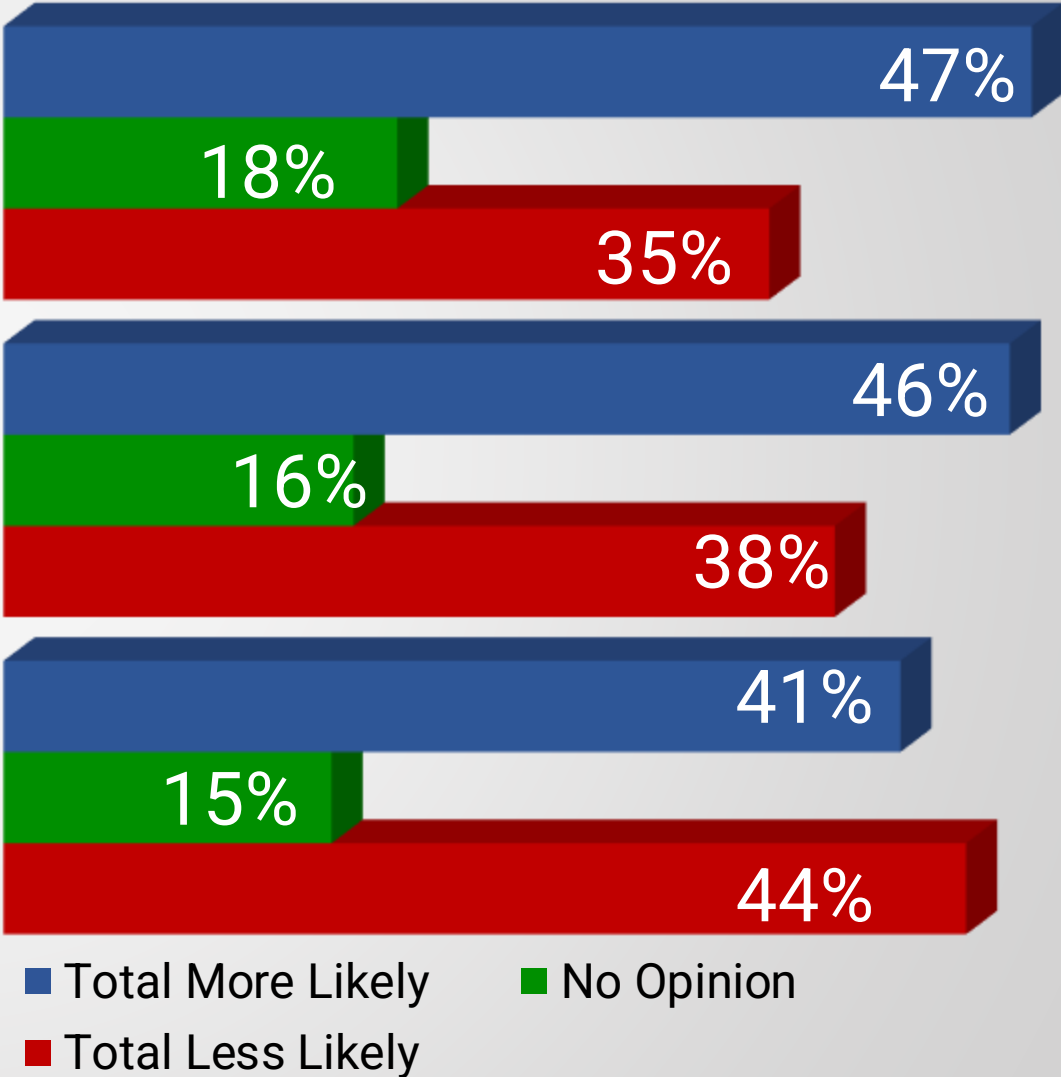


Below is a list of facts related to transportation in Larimer County. For each, please indicate whether it makes you or more less likely to support a potential future sales tax that would allow Larimer County to invest in transportation.

Larimer County is responsible for approximately 767 miles of County Roads and 101 miles of subdivision roads in the unincorporated areas of the county (outside city limits) that provide vital connections between our communities and to recreational areas.

Of the property tax collected, a very small portion is dedicated to road and bridge maintenance and improvement activities. (In 2024, a typical property valued at \$600,000 will pay appropriately \$3,500. Of that, \$800 is used to fund Larimer County services, and \$9 is available for county transportation purposes).

Improvements to the transportation system are expensive, for instance \$1-4 million to improve an intersection or \$5 million per mile for safety and bicycle/pedestrian improvements.



As we mentioned earlier, it is very important to hear from voters, and the feedback received here will help shape future decisions. Are there any final thoughts or opinions that you would like to share with Larimer County at this time?

Infrastructure Investment: Many still favor investing in roads, disaster preparedness, and pedestrian/bike safety, expressing disappointment the measure failed. Even some who opposed the tax said they recognized the need for improvements but wanted more budget accountability or a different funding approach.

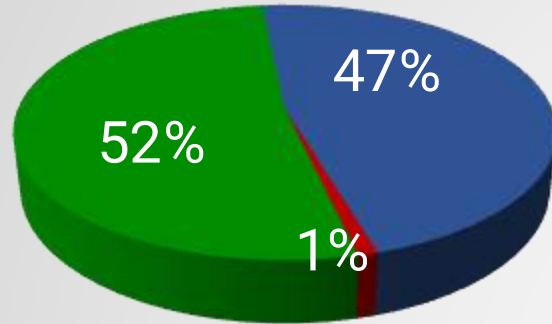
Calls to Reallocate or Better Manage Existing Funds: A major recurring idea was “use what you already have.” People stressed that local government should cut waste, re-prioritize, or reallocate current budgets—especially given high property taxes and cost-of-living pressures.

Financial Strain & Tax Fatigue: Across the board, people mentioned rising costs (groceries, housing, property taxes) and inflation. Some said they simply cannot afford even a small tax hike right now, regardless of the benefits.

Mixed Feelings on Alternative Transportation: Bicycles and public transit drew contrasting reactions. Some see them as critical solutions to congestion and pollution; others view bike projects as a “luxury” serving too few people—and resent paying for them. Public transit expansions also had both strong supporters and skeptics.

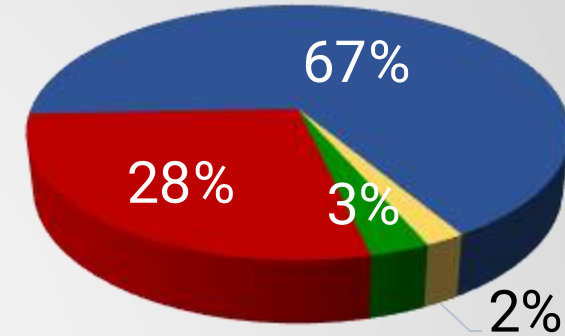
Survey Demographics

Gender



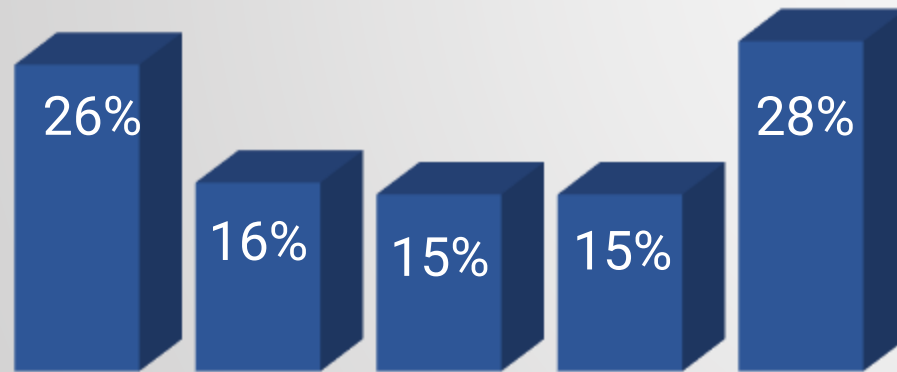
■ Female ■ Male ■ Prefer to Identify As

Rent v. Own



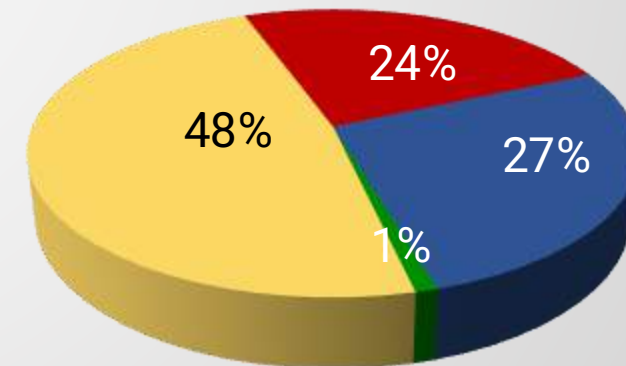
■ Rent ■ Own ■ Other ■ Prefer not to say

Age Range



18-34 35-44 45-54 55-64 65+

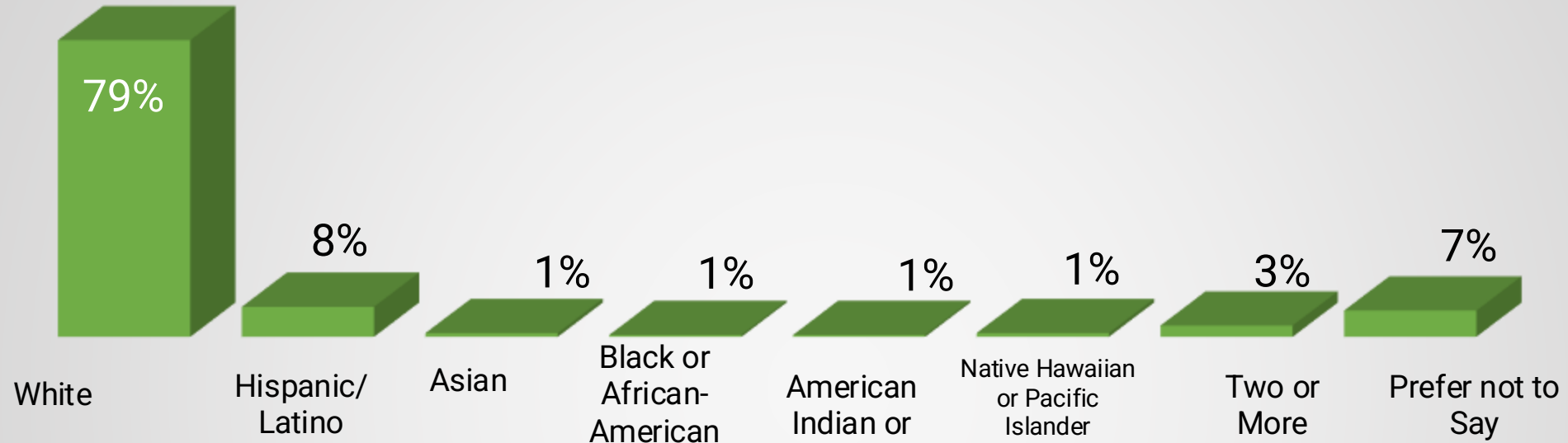
Party Affiliation



■ Unaffiliated ■ Republican ■ Democrat ■ Other

Survey Demographics

Race-Ethnicity



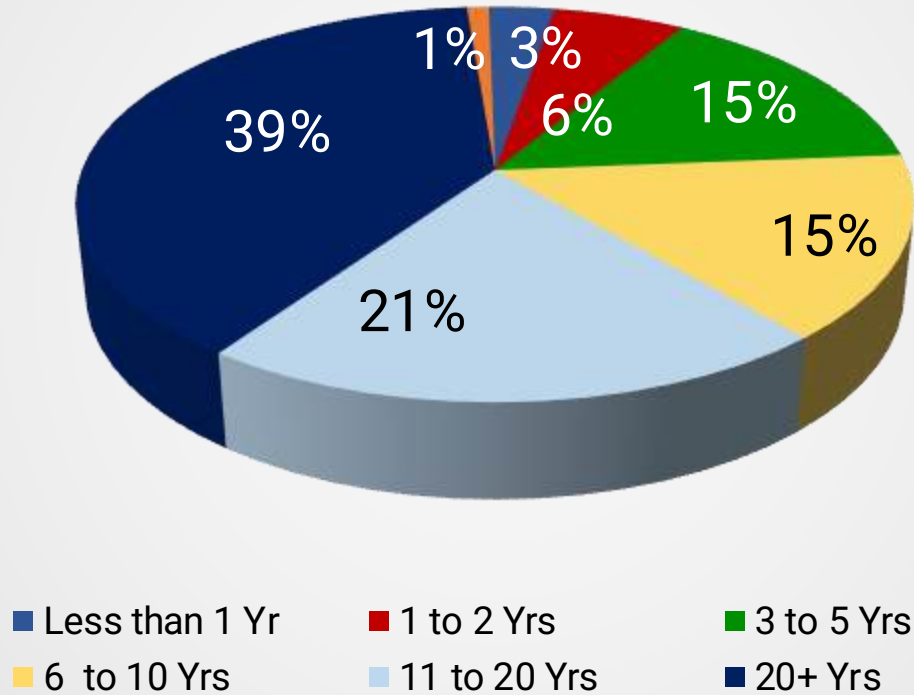
Income



Larimer County Post-Election Survey, March 2025, 1,381n, +/-2.63 MoE

Survey Demographics

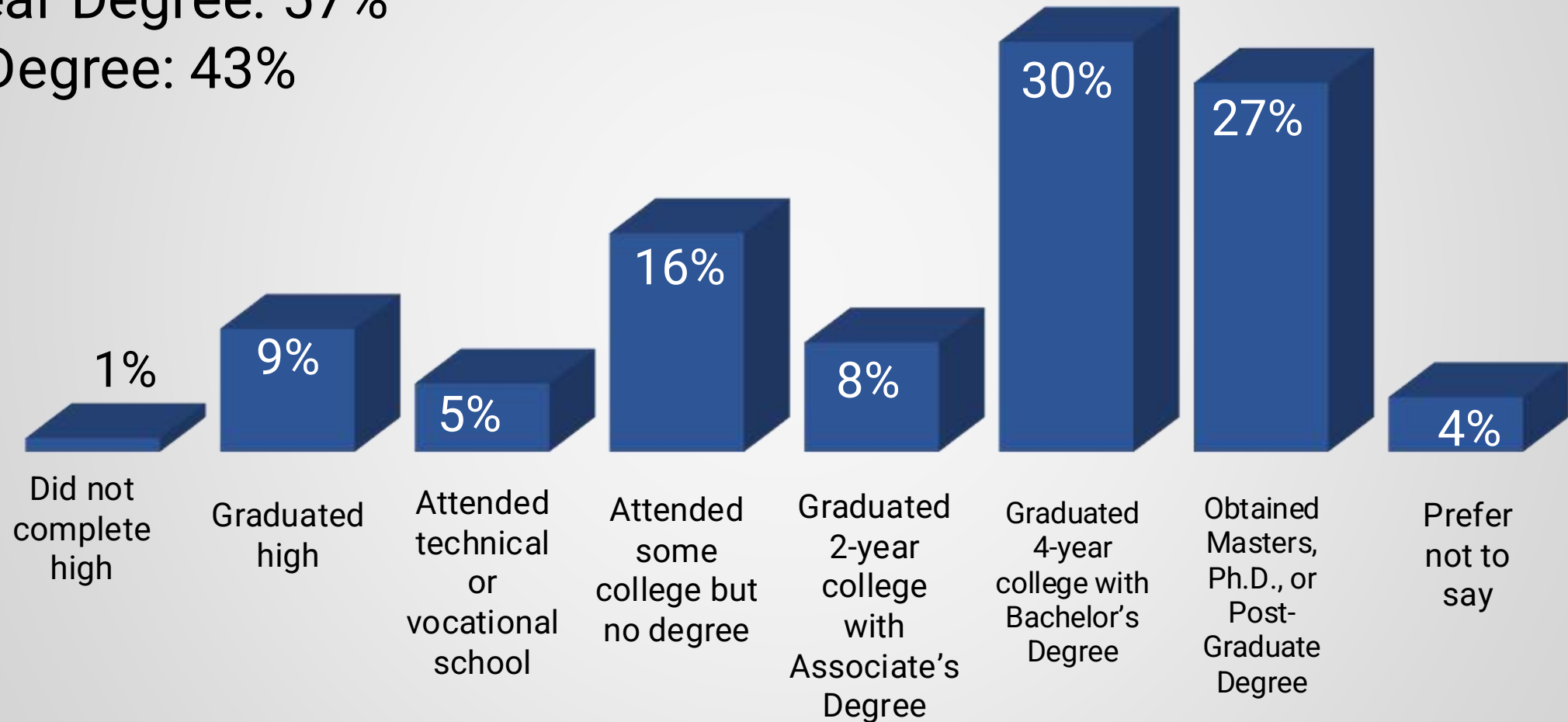
Tenure



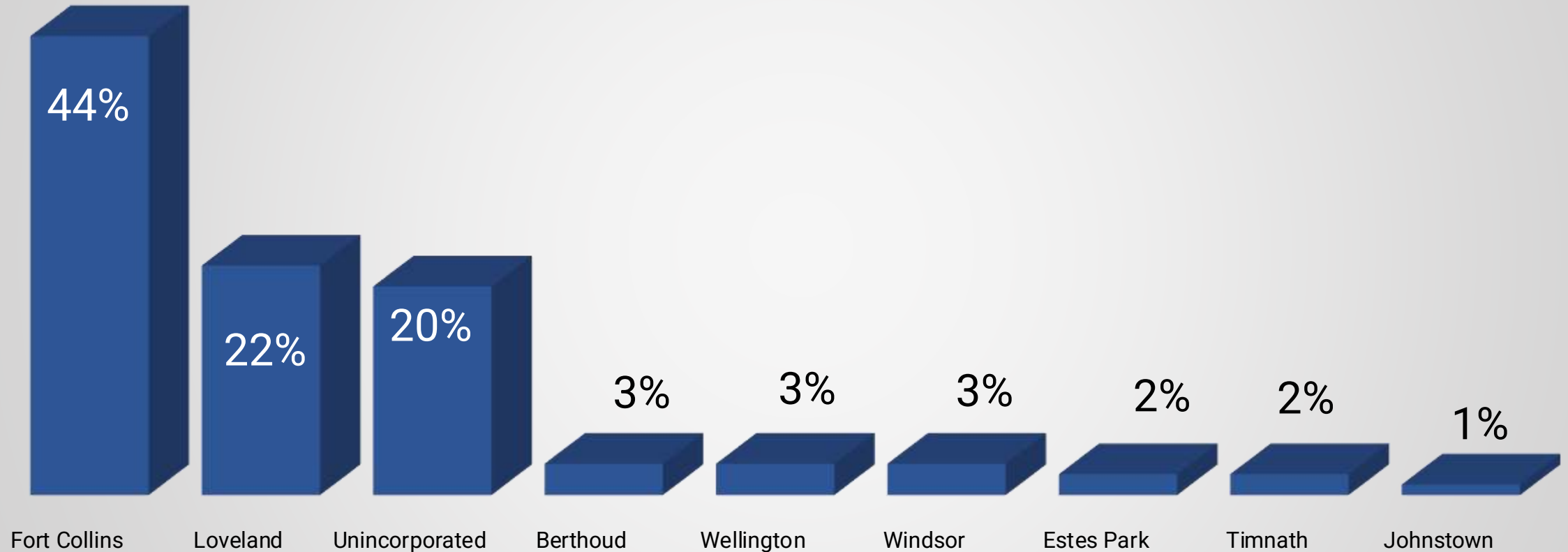
What is the highest level of school you have completed or the highest degree you have received?

4-Year Degree: 57%

No Degree: 43%



Where do you live in Larimer County?



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