Magellan Strategies
City and County of Broomfield Sales and Use Tax Survey
Topline Results

Magellan Strategies is pleased to present the topline results of an online survey of 1,142 registered voters in the City and County of Broomfield, Colorado. The interviews were conducted from May 8th to 22nd, 2023. This survey has a margin of error of +/- 2.87% at the 95 percent confidence interval. The survey data were weighted to be representative of the voter turnout demographics within the City and County of Broomfield, Colorado, for an odd-year election.

T1. To get started, could you please verify that you are a registered voter in the City and County of Broomfield, Colorado?

Yes.................................................................................................100%

T2. Even though it is a long way off, how likely are you to vote in the general election this November for state and local ballot measures?

Extremely Likely.................................................................90%
Very Likely..................................................................................7%
Somewhat Likely.................................................................2%
Unlikely..........................................................................................1%

T3. Do you approve or disapprove of the programs and services provided by the City and County of Broomfield?

Total Approve.................................................................74%
Total Disapprove..............................................................18%
No Opinion...................................................................................8%

Strongly Approve..............................................................28%
Somewhat Approve............................................................46%

Strongly Disapprove.............................................................5%
Somewhat Disapprove........................................................13%
T4. Do you approve or disapprove of the programs and services provided by the Broomfield Library?

Total Approve........................................... 67%
Total Disapprove ...................................... 13%
Unsure or No Opinion................................. 20%

Strongly Approve ..................................... 42%
Somewhat Approve................................. 25%

Strongly Disapprove ................................. 5%
Somewhat Disapprove ............................... 8%

T5. Do you approve or disapprove of the programs and services provided by the City and County of Broomfield Police Department?

Total Approve........................................... 74%
Total Disapprove ...................................... 12%
Unsure or No Opinion................................. 14%

Strongly Approve ..................................... 43%
Somewhat Approve................................. 31%

Strongly Disapprove ................................. 4%
Somewhat Disapprove ............................... 8%

T6. Do you think crime in the City and County of Broomfield has increased, stayed about the same, or decreased in the last couple of years?

Total Increased ........................................ 69%
Stayed About the Same ............................. 19%
Total Decreased ........................................ 2%
Unsure or No Opinion................................. 10%

Definitely Increased ................................. 40%
Probably Increased ................................. 29%

Definitely Decreased ................................. 0%
Probably Decreased ................................. 2%
**T7.** Do you agree or disagree with the following statement? “The City and County of Broomfield is fiscally responsible and spends taxpayer money wisely.”

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Agree</td>
<td>45%</td>
</tr>
<tr>
<td>Total Disagree</td>
<td>43%</td>
</tr>
<tr>
<td>Unsure or No Opinion</td>
<td>12%</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>12%</td>
</tr>
<tr>
<td>Somewhat Agree</td>
<td>33%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>22%</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>21%</td>
</tr>
</tbody>
</table>

**T8.** In general, would you support or oppose a sales and use tax increase to help fund the Broomfield Library?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Support</td>
<td>40%</td>
</tr>
<tr>
<td>Total Oppose</td>
<td>56%</td>
</tr>
<tr>
<td>Unsure or No Opinion</td>
<td>4%</td>
</tr>
<tr>
<td>Strongly Support</td>
<td>15%</td>
</tr>
<tr>
<td>Somewhat Support</td>
<td>25%</td>
</tr>
<tr>
<td>Strongly Oppose</td>
<td>40%</td>
</tr>
<tr>
<td>Somewhat Oppose</td>
<td>16%</td>
</tr>
</tbody>
</table>

**T9.** In general, would you support or oppose a sales and use tax increase to help fund the Broomfield Police Department?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Support</td>
<td>49%</td>
</tr>
<tr>
<td>Total Oppose</td>
<td>46%</td>
</tr>
<tr>
<td>Unsure or No Opinion</td>
<td>5%</td>
</tr>
<tr>
<td>Strongly Support</td>
<td>19%</td>
</tr>
<tr>
<td>Somewhat Support</td>
<td>30%</td>
</tr>
<tr>
<td>Strongly Oppose</td>
<td>30%</td>
</tr>
<tr>
<td>Somewhat Oppose</td>
<td>16%</td>
</tr>
</tbody>
</table>
T10. The City and County of Broomfield is proposing a ballot measure that would increase the sales and use tax by 0.75% to fund construction and improvements for City and County of Broomfield facilities, including both capital and operational costs, initially prioritizing police and library facilities. The ballot measure would read as follows:

Shall the City and County of Broomfield sales and use taxes be increased by $14,060,123 in 2024, and the amounts that may be raised annually thereafter, by increasing the city and county sales and use tax rate by 0.75% (7.5 cents on a 10-dollar purchase) from the current rate of 4.15% to a new rate of 4.9% beginning January 1, 2024, with tax revenue to be used to fund the construction, improvement, and operation of city and county buildings, prioritizing police facilities and library facilities; shall the revenues from such tax be collected and spent as a voter-approved revenue change notwithstanding any limitations contained in article x, section 20 of the Colorado Constitution or any other law?

If an election were being held today, would you vote yes and approve this ballot measure, or would you vote no and reject it?

Total Yes, Approve.................................................. 31%
Total No, Reject.................................................. 63%
Undecided................................................................. 6%

Definitely Vote Yes, Approve ......................... 11%
Probably Vote Yes, Approve .......................... 20%

Definitely Vote No, Reject ......................... 42%
Probably Vote No, Reject .......................... 21%

T11. Is there anything specific about the ballot language that makes you vote no and reject the ballot measure?

*Verbatim responses attached is separate document.

T12. Is there anything specific about the ballot language that makes you undecided about the ballot measure?

*Verbatim responses attached is separate document.
Below is some information on why the City and County of Broomfield is considering a ballot measure to increase the sales and use tax by 0.75%. After reading/hearing the information, please indicate if you are more likely to vote yes and approve an increase of a 0.75% sales and use tax or if you are more likely to vote no and reject it. Let’s get started:

T13. This ballot measure would allow the City and County of Broomfield to prioritize three things:

- Capital improvements: Like a new Police Building, expanding the current Broomfield Library building, a new library branch in north Broomfield, and the expansion of the existing police/courts building.
- Operational support: Like increasing police officers and support staff for the Police Department, increasing staff for the Broomfield Library, and maintenance and programmatic support for the Police Department and Library.
- Future capital improvements and operational support needs for other city and county facilities in the years to come.

Knowing this information, are you:

Total More Likely to Vote Yes, Approve .................. 34%
Total More Likely to Vote No, Reject ..................... 54%
Unsure or No Opinion............................................. 12%

Much More Likely to Vote Yes, Approve.................... 12%
Somewhat More Likely to Vote Yes, Approve............ 22%

Much More Likely to Vote No, Reject.................... 34%
Somewhat More Likely to Vote No, Reject............... 20%
T14. According to Census data from 2020, Broomfield’s population has doubled to just under 80,000 residents since 2001. Broomfield is the fastest-growing county in Colorado, growing at a rate of 32% between 2010 and 2020. City and county facilities have not been able to keep up with that growth. The Broomfield Police Department and the Broomfield Library are too small to provide the services that are needed for the increased population of Broomfield. Knowing this information, are you:

Total More Likely to Vote Yes, Approve ..................42%
Total More Likely to Vote No, Reject ......................47%
Unsure or No Opinion........................................11%

Much More Likely to Vote Yes, Approve .............17%
Somewhat More Likely to Vote Yes, Approve ....25%

Much More Likely to Vote No, Reject .................31%
Somewhat More Likely to Vote No, Reject ..........16%

Police Questions:
T15. The current Broomfield Police Department (BPD) building opened in December of 2001 and is approximately 35,000 square feet. In 2001, BPD was staffed with 80 sworn police officers to serve the population of approximately 41,000. Currently, BPD has 131 sworn officers. BPD is now serving twice the number of residents in the same building. Knowing this information, are you:

Total More Likely to Vote Yes, Approve ..................47%
Total More Likely to Vote No, Reject ......................42%
Unsure or No Opinion........................................11%

Much More Likely to Vote Yes, Approve .............18%
Somewhat More Likely to Vote Yes, Approve ....29%

Much More Likely to Vote No, Reject .................27%
Somewhat More Likely to Vote No, Reject ..........15%
T16. The City and County of Broomfield has determined that in order to have an appropriate level of service, it should have 1.7 sworn officers per 1,000 population. Based on population increase projections, Broomfield expects a population increase to at least 110,000 by 2042, in which they would need 187 sworn officers, an increase of 56 additional sworn officers. BPD would not be able to accommodate that number of officers in the current sworn facility. Knowing this information, are you:

Total More Likely to Vote Yes, Approve .................. 48%
Total More Likely to Vote No, Reject .................... 42%
Unsure or No Opinion ...................................... 10%

Much More Likely to Vote Yes, Approve ............... 20%
Somewhat More Likely to Vote Yes, Approve .......... 28%

Much More Likely to Vote No, Reject ................... 25%
Somewhat More Likely to Vote No, Reject ............ 17%

T17. Due to the limited amount of space at the current Broomfield Police Department facility, currently, the Broomfield Municipal Shops are temporarily allowing the Police Department to use their space for evidence storage. Knowing this information, are you:

Total More Likely to Vote Yes, Approve .................. 47%
Total More Likely to Vote No, Reject .................... 42%
Unsure or No Opinion ...................................... 11%

Much More Likely to Vote Yes, Approve ............... 19%
Somewhat More Likely to Vote Yes, Approve .......... 28%

Much More Likely to Vote No, Reject ................... 26%
Somewhat More Likely to Vote No, Reject ............ 16%
T18. If the ballot measure were to pass, the Broomfield Police Department would use the funding to build a new facility. Once the new facility is built, the current facility would then be used to expand the existing Courts building. You can see the plan in the graphic below. Knowing this information, are you:

Total More Likely to Vote Yes, Approve ..................42%
Total More Likely to Vote No, Reject ......................43%
Unsure or No Opinion...................................15%

Much More Likely to Vote Yes, Approve ...............15%
Somewhat More Likely to Vote Yes, Approve ..........27%

Much More Likely to Vote No, Reject ....................29%
Somewhat More Likely to Vote No, Reject ..........14%
**Library Questions:**

T19. The current Broomfield Library and Auditorium facility opened in 2001 and is approximately 34,500 square feet. Since then, the City Council has requested several studies which have determined the need to expand the existing library and arts facilities as well as the need for additional library facilities in North Broomfield to provide quality services and programming desired by Broomfield residents. Knowing this information, are you:

- Total More Likely to Vote Yes, Approve .................. 40%
- Total More Likely to Vote No, Reject ...................... 48%
- Unsure or No Opinion........................................ 12%

- Much More Likely to Vote Yes, Approve ............... 17%
- Somewhat More Likely to Vote Yes, Approve .......... 23%

- Much More Likely to Vote No, Reject .................... 34%
- Somewhat More Likely to Vote No, Reject ............. 14%
T20. The current Broomfield Library and Auditorium facility is approximately 34,500 square feet. As of 2022, Broomfield had 0.37 square feet of library space per 1,000 residents. The graph below demonstrates the current space in Broomfield (yellow bar) compared to other northern front range towns and includes what the library space would be with the expansion (green bar). Knowing this information, are you:

**Library Total Square Feet per Capita by City Comparison**

<table>
<thead>
<tr>
<th>City</th>
<th>Square Feet per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boulder</td>
<td>1.25</td>
</tr>
<tr>
<td>Lafayette</td>
<td>1.00</td>
</tr>
<tr>
<td>Louisville</td>
<td>0.98</td>
</tr>
<tr>
<td>Loveland</td>
<td>0.88</td>
</tr>
<tr>
<td>Westminster</td>
<td>0.50</td>
</tr>
<tr>
<td>Broomfield with</td>
<td>0.75</td>
</tr>
<tr>
<td>Expansion</td>
<td></td>
</tr>
<tr>
<td>Longmont</td>
<td>0.00</td>
</tr>
<tr>
<td>Broomfield - Current</td>
<td>0.25</td>
</tr>
</tbody>
</table>

Total More Likely to Vote Yes, Approve ................. 42%
Total More Likely to Vote No, Reject ...................... 46%
Unsure or No Opinion ........................................... 12%

Much More Likely to Vote Yes, Approve .................. 19%
Somewhat More Likely to Vote Yes, Approve............. 23%

Much More Likely to Vote No, Reject...................... 31%
Somewhat More Likely to Vote No, Reject............... 15%
T21. The current Broomfield Library and Auditorium facility was built in 2001 for a population of 41,000. The graph below shows the changes in population and services since then. Knowing this information are you:

<table>
<thead>
<tr>
<th>Population</th>
<th>Square Footage</th>
<th>Circulation</th>
<th>Programs</th>
<th>Program Attendance</th>
</tr>
</thead>
</table>

Broomfield’s population has nearly doubled since 2001.

Circulation has more than tripled.

Total More Likely to Vote Yes, Approve .................. 40%
Total More Likely to Vote No, Reject .................... 47%
Unsure or No Opinion ........................................ 13%

Much More Likely to Vote Yes, Approve .................. 17%
Somewhat More Likely to Vote Yes, Approve ........... 23%

Much More Likely to Vote No, Reject .................... 32%
Somewhat More Likely to Vote No, Reject ............. 15%
T22. If the ballot measure were to pass, the City and County of Broomfield would remodel and expand the current library and auditorium to a total of 50-60k square feet. It would include:

- Expanded space for children and family programming
- Increase community gathering spaces (study rooms, conference rooms)
- Increase required support space for the auditorium (dressing rooms, rehearsal space)
- Increase space for Colorado State University (CSU) Extension
- Increase space for exhibitions and galleries
- Increase space for the arts and history division

Knowing this information, are you:

Total More Likely to Vote Yes, Approve ...................... 41%
Total More Likely to Vote No, Reject ..................... 48%
Unsure or No Opinion ........................................ 11%

Much More Likely to Vote Yes, Approve .................... 21%
Somewhat More Likely to Vote Yes, Approve .......... 20%

Much More Likely to Vote No, Reject ...................... 34%
Somewhat More Likely to Vote No, Reject .......... 14%

T23. If the ballot measure were to pass, the City and County of Broomfield would be able to build a new Library, Arts, History, and Colorado State University (CSU) Extension branch in north Broomfield. The new facility would specifically be built to accommodate the growth in the northern part of Broomfield. The facility would include not only a new full-service library but also would include meeting and flex space for other city and county departments to run programs for northern Broomfield (job fairs, community meetings, etc.). The new branch would include classroom and demonstration space for CSU Extension programs and a 100-seat black box-style theater. Knowing this information, are you:

Total More Likely to Vote Yes, Approve .................... 39%
Total More Likely to Vote No, Reject ..................... 49%
Unsure or No Opinion ........................................ 12%

Much More Likely to Vote Yes, Approve .................... 19%
Somewhat More Likely to Vote Yes, Approve .......... 20%

Much More Likely to Vote No, Reject ...................... 35%
Somewhat More Likely to Vote No, Reject .......... 14%
T24. Thank you for reading the information on why the City and County of Broomfield are considering a ballot measure that would increase the sales tax by 0.75% to fund construction and improvements for City and County of Broomfield facilities, including both capital and operational costs. As a reminder the ballot measure would read:

Shall the City and County of Broomfield sales and use taxes be increased by $14,060,123 in 2024, and the amounts that may be raised annually thereafter, by increasing the city and county sales and use tax rate by 0.75% (7.5 cents on a 10-dollar purchase) from the current rate of 4.15% to a new rate of 4.9% beginning January 1, 2024, with tax revenue to be used to fund the construction, improvement, and operation of city and county buildings, prioritizing police facilities and library facilities; shall the revenues from such tax be collected and spent as a voter-approved revenue change notwithstanding any limitations contained in article x, section 20 of the Colorado Constitution or any other law?

If an election were being held today, would you vote yes and approve this ballot measure, or would you vote no and reject it?

<table>
<thead>
<tr>
<th></th>
<th>Informed Ballot</th>
<th>Uninformed Ballot</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Yes, Approve</td>
<td>35%</td>
<td>31%</td>
<td>+4</td>
</tr>
<tr>
<td>Total No, Reject</td>
<td>58%</td>
<td>63%</td>
<td>-5</td>
</tr>
<tr>
<td>Undecided</td>
<td>7%</td>
<td>6%</td>
<td>+1</td>
</tr>
<tr>
<td>Definitely Yes, Approve</td>
<td>13%</td>
<td>11%</td>
<td>+2</td>
</tr>
<tr>
<td>Probably Yes, Approve</td>
<td>22%</td>
<td>20%</td>
<td>+2</td>
</tr>
<tr>
<td>Definitely No, Reject</td>
<td>40%</td>
<td>42%</td>
<td>-2</td>
</tr>
<tr>
<td>Probably No, Reject</td>
<td>18%</td>
<td>21%</td>
<td>-3</td>
</tr>
</tbody>
</table>

Total Yes, Approve..........................35%
Total No, Reject............................58%
Undecided..................................7%

Definitely Vote Yes, Approve..............13%
Probably Vote Yes, Approve...............22%

Definitely Vote No, Reject...............40%
Probably Vote No, Reject...............18%

*Among Undecided Voters-
Lean Toward Voting Yes, Approve...........1%
Lean Toward Voting No, Reject.............2%
Still Undecided............................4%
T25. Please describe the reasons why you would vote yes and approve the City and County of Broomfield ballot measure.

*Verbatim responses attached is separate document.

T26. Please describe the reasons why you would vote no and reject the City and County of Broomfield ballot measure.

*Verbatim responses attached is separate document.

T27. If you had to decide today, would you lean toward voting yes and approving the City and County of Broomfield ballot measure, or do you lean toward voting no and rejecting the ballot measure? [Asked to undecided voters, 84n]

Lean Toward Voting Yes, Approve ......................................... 17%
Lean Toward Voting No, Reject ........................................... 25%
Still Undecided ................................................................. 58%

And now, we have a few questions for statistical purposes only…

T28. Which gender do you most identify with?

Female ................................................................. 51%
Male ................................................................. 48%
Identify Differently ......................................................... 1%

T29. Are you between the ages of:

18-34 ................................................................. 15%
35-44 ................................................................. 15%
45-54 ................................................................. 19%
55-64 ................................................................. 19%
65 or Older ............................................................ 32%

T30. Are you registered to vote as an Unaffiliated voter, a Democrat, a Republican, are you registered with another party, or are you not registered to vote?

Unaffiliated ................................................................. 40%
Democrat ................................................................. 33%
Republican ............................................................... 26%
Other Party .............................................................. 1%
### T31. Which race or ethnicity do you most identify with?

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>72%</td>
</tr>
<tr>
<td>Hispanic or Latino(a)</td>
<td>4%</td>
</tr>
<tr>
<td>Asian</td>
<td>3%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>1%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander</td>
<td>0%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer Not to Say</td>
<td>16%</td>
</tr>
</tbody>
</table>

### T32. Are you married or single?

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>68%</td>
</tr>
<tr>
<td>Single</td>
<td>23%</td>
</tr>
<tr>
<td>Prefer Not to Say</td>
<td>9%</td>
</tr>
</tbody>
</table>

### T33. Do you rent or own your home?

<table>
<thead>
<tr>
<th>Housing Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>84%</td>
</tr>
<tr>
<td>Rent</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Prefer Not to Say</td>
<td>5%</td>
</tr>
</tbody>
</table>

### T34. How long have you lived in Broomfield?

<table>
<thead>
<tr>
<th>Living Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a Year</td>
<td>2%</td>
</tr>
<tr>
<td>1-5 Years</td>
<td>20%</td>
</tr>
<tr>
<td>6-10 Years</td>
<td>21%</td>
</tr>
<tr>
<td>11-15 Years</td>
<td>11%</td>
</tr>
<tr>
<td>16-20 Years</td>
<td>11%</td>
</tr>
<tr>
<td>More than 20 Years</td>
<td>33%</td>
</tr>
<tr>
<td>Prefer Not to Say</td>
<td>2%</td>
</tr>
</tbody>
</table>

### T35. How did you come about participating in the survey?

<table>
<thead>
<tr>
<th>Participation Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Message</td>
<td>68%</td>
</tr>
<tr>
<td>Weekly Community Update Newsletter</td>
<td>10%</td>
</tr>
<tr>
<td>CCOB Website</td>
<td>4%</td>
</tr>
<tr>
<td>CCOB Social Media Pages</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
</tbody>
</table>
T36. Where do you live?

Ward 1 ................................................................. 18%
Ward 2 ................................................................. 12%
Ward 3 ................................................................. 25%
Ward 4 ................................................................. 27%
Ward 5 ................................................................. 18%

Survey Methodology
This data collection for this survey used MMS text messages to invite registered voters in the City and County of Broomfield to participate in an online survey. There was also a live link on the City and County of Broomfield website and social media pages that allowed citizens to participate in the survey. The survey response data was weighted to reflect the voter turnout demographics for an odd-year election in the City and County of Broomfield, Colorado. The interviews were conducted from May 8\textsuperscript{th} – 22\textsuperscript{nd}, 2023. This survey has a margin of error of +/- 2.87\% at the 95 percent confidence interval.