



Magellan Strategies

Town of Erie Home Rule Voter Opinion Survey

Topline Results

Magellan Strategies are pleased to present the topline results of a live telephone and online survey of 1,531 registered voters from the Town of Erie, Colorado. The interviews were conducted from January 10th - 19th, 2022. This survey has a margin of error of +/- 2.41% at the 95 percent confidence interval. The survey data was weighted to be representative of the voter turnout demographics within Erie, Colorado for a midterm election cycle.

T1. Could you please verify that you are registered to vote in the Town of Erie, Colorado, for statistical purposes only?

Yes..... 100%

T2. Although it is a long way off, how likely are you to vote in a local ballot measure election in November 2022 regarding a change to Erie’s form of government?

Extremely Likely..... 74%
Very Likely..... 17%
Somewhat Likely..... 8%
Unlikely..... 1%

T3. How familiar are you with the Town’s efforts to educate and inform residents about the process of changing Erie’s form of government from Statutory Rule to Home Rule?

Very Familiar 8%
Somewhat Familiar 26%
Not Too Familiar..... 25%
Not Familiar at All 40%
No Opinion 1%

T4. Based on your current knowledge, do you have a favorable or unfavorable opinion of a Home Rule form of government?

Total Favorable	32%
Total Unfavorable	25%
No Opinion	43%
Very Favorable.....	14%
Somewhat Favorable.....	18%
Very Unfavorable.....	15%
Somewhat Unfavorable.....	10%

T5. The first step in changing the form of government from Statutory to Home Rule is a ballot question. The ballot question asks voters to approve or reject the formation of a Home Rule Charter Commission. In that same election and on the same ballot, voters will also be asked to vote for residents to serve on the Home Rule Charter Commission.

Knowing this information, if an election was held today, would you vote yes to approve the formation of a Home Rule Charter Commission and select members to serve on that commission, or would you vote no and reject it?

Total Yes, Approve.....	40%
Total No, Reject.....	30%
Undecided.....	30%
Definitely Yes, Approve	14%
Probably Yes, Approve.....	15%
Lean Towards Yes, Approve.....	11%
Definitely No, Reject	17%
Probably No, Reject.....	7%
Lean Towards No, Reject.....	6%

We will now share information regarding the process of changing Erie’s form of government from Statutory Rule to Home Rule. After reading/hearing the information, please indicate if you are more likely to vote yes and approve a change to Home Rule or if you are more likely to vote no and reject it. Let’s get started.



T6. Under a Home Rule form of government, Erie residents are given a greater authority to create laws rather than having a “one size fits all” statutory system. Knowing this information are you:

Total More Likely to Support Home Rule 58%
Total More Likely to Oppose Home Rule 28%
Undecided or No Opinion 14%

Much More Likely to Support Home Rule 24%
Somewhat More Likely to Support Home Rule 34%

Much More Likely to Oppose Home Rule 18%
Somewhat More Likely to Oppose Home Rule 10%

T7. If approved, a Home Rule Charter Commission would have 180 days to draft a new Town charter. Knowing this information are you:

Total More Likely to Support Home Rule 46%
Total More Likely to Oppose Home Rule 27%
Undecided or No Opinion 27%

Much More Likely to Support Home Rule 19%
Somewhat More Likely to Support Home Rule 27%

Much More Likely to Oppose Home Rule 18%
Somewhat More Likely to Oppose Home Rule 9%

T8. Ninety-three percent (93%) of Colorado residents live in a Home Rule community. Knowing this information are you:

Total More Likely to Support Home Rule 63%
Total More Likely to Oppose Home Rule 20%
Undecided or No Opinion 17%

Much More Likely to Support Home Rule 29%
Somewhat More Likely to Support Home Rule 34%

Much More Likely to Oppose Home Rule 14%
Somewhat More Likely to Oppose Home Rule 6%



T9. Under a Home Rule form of government, the Town of Erie still must abide by the TABOR Amendment, also known as the Taxpayer Bill of Rights. This requires Erie voters to approve any future sales tax or mill levy increases. Knowing this information are you:

Total More Likely to Support Home Rule 61%
Total More Likely to Oppose Home Rule 20%
Undecided or No Opinion 19%

Much More Likely to Support Home Rule 28%
Somewhat More Likely to Support Home Rule 33%

Much More Likely to Oppose Home Rule 12%
Somewhat More Likely to Oppose Home Rule 8%

T10. Successful Home Rule Charter Commissions usually have a politically diverse group of members to ensure all voices and opinions are represented when drafting the new Town charter. Knowing this information are you:

Total More Likely to Support Home Rule 67%
Total More Likely to Oppose Home Rule 19%
Undecided or No Opinion 14%

Much More Likely to Support Home Rule 30%
Somewhat More Likely to Support Home Rule 37%

Much More Likely to Oppose Home Rule 13%
Somewhat More Likely to Oppose Home Rule 6%

T11. A drawback of the Home Rule process is the additional costs to the Town of holding an election. Knowing this information are you:

Total More Likely to Support Home Rule 36%
Total More Likely to Oppose Home Rule 37%
Undecided or No Opinion 27%

Much More Likely to Support Home Rule 12%
Somewhat More Likely to Support Home Rule 24%

Much More Likely to Oppose Home Rule 20%
Somewhat More Likely to Oppose Home Rule 17%



T12. After the Home Rule Commission members draft a new Town charter, Erie voters would hold an election and vote to approve or reject the charter. Knowing this are you:

Total More Likely to Support Home Rule 58%
Total More Likely to Oppose Home Rule 23%
Undecided or No Opinion..... 19%

Much More Likely to Support Home Rule 24%
Somewhat More Likely to Support Home Rule..... 34%

Much More Likely to Oppose Home Rule..... 15%
Somewhat More Likely to Oppose Home Rule..... 8%

T13. Now that you have read/heard some information about a Home Rule Charter Commission, if an election was held today, would you vote yes and approve the formation of a Home Rule Charter Commission and select members to serve on that commission, or would you vote no and reject it?

Total Yes, Approve..... 56%
Total No, Reject..... 29%
Undecided..... 15%

Definitely Yes, Approve 18%
Probably Yes, Approve..... 20%
Lean Towards Yes, Approve..... 18%

Definitely No, Reject 16%
Probably No, Reject..... 7%
Lean Towards No, Reject 6%

T14. In your own words, please describe the reasons why you would likely vote yes and approve a ballot measure to create a Home Rule Charter Commission.

**Verbatim responses in separate document.*

T15. In your own words, please describe the reasons why you would likely vote no and reject a ballot measure to create a Home Rule Charter Commission.

**Verbatim responses in separate document.*



T16. In your own words, please describe the reasons why you are undecided in your decision to support or oppose a ballot measure to create a Home Rule Charter Commission.

**Verbatim responses in separate document.*

And now I have a few questions for statistical purposes only.

T17. Are you:

Female.....	51%
Male	48%
Identify Differently.....	1%
Prefer Not to Say.....	0%

T18. Are you married or single?

Married.....	79%
Single.....	17%
Prefer Not to Say.....	4%

T19. Are you between the ages of:

18 to 34.....	17%
35 to 44.....	24%
45 to 54.....	24%
55 to 64.....	18%
65 or Older.....	17%
Prefer Not to Say.....	0%

T20. For statistical and weighting purposes only, are you registered to vote as a Republican, a Democrat, an unaffiliated voter or some other party affiliation?

Unaffiliated.....	39%
Democrat.....	32%
Republican	28%
Other party	1%
Prefer Not to Say.....	0%



T21. How long have you lived in Erie?

Less than 2 Years	18%
3 – 5 Years.....	26%
6 – 10 Years.....	20%
11 – 15 Years.....	12%
16 – 20 Years.....	12%
More than 20 Years.....	11%
Prefer Not to Say.....	1%

Survey Methodology

This data collection for this survey employed MMS text messages and live telephone interviews among registered voters in the Town of Erie, Colorado. There was also a live link on the Town website that allowed citizens to participate in the survey. The survey response data was weighted to reflect the voter turnout demographics for a midterm election in Erie, Colorado. The interviews were conducted from January 10th - 19th, 2022. This survey has a margin of error of +/- 2.41% at the 95 percent confidence interval.

