



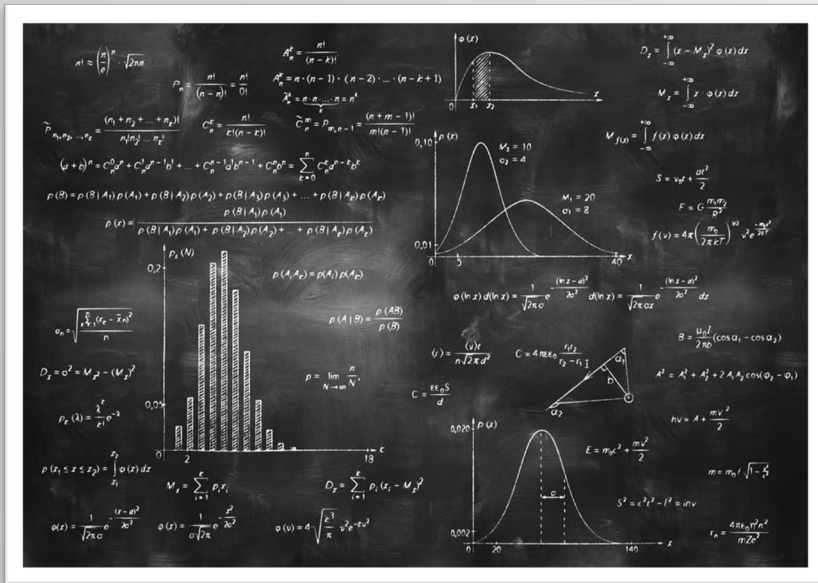
Community Research Services Overview for the Town of Erie



Objectives and Issue Areas

This survey will measure and understand the opinions of Erie residents and voters on the following local issues:

- Affordable Housing/Housing Diversity
- Identify Town amenity capital project priorities while educating them on costs.
- Identify Town facility expansion needs while educating them on costs.
- Identify preferred funding options for capital projects, including sales tax, property taxes, and Certificates of Participation.
- Community growth, density, and character.
- Traffic, transit, and other connectivity topics.
- Other?



The Pre-Survey Worksheet

What Data & Information Will Help You Make Decisions?

Describe the type of data and information you want and need to assist you in making decisions about those specific topic areas.

- Affordable Housing/Housing Diversity
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- Other?

Erie Voter Population Subgroup Quotas*

Town of Erie Magellan Strategies Voter Registration and Past Election Turnout Report

County	Registration		2024		2023		2022		2021		2020	
Boulder	12,110	42.6%	10,101	43.4%	5,313	47.9%	7,591	45.5%	4,136	49.5%	8,388	44.0%
Weld	16,316	57.4%	13,200	56.6%	5,776	52.1%	9,092	54.5%	4,228	50.5%	10,662	56.0%
Total	28,426	100.0%	23,301	100.0%	11,089	100.0%	16,683	100.0%	8,364	100.0%	19,050	100.0%

Sex	Registration		2024		2023		2022		2021		2020	
Female	14,521	51.1%	12,053	51.7%	5,698	51.4%	8,561	51.3%	4,251	50.8%	9,798	51.4%
Male	13,906	48.9%	11,249	48.3%	5,392	48.6%	8,122	48.7%	4,113	49.2%	9,252	48.6%
Total	28,426	100.0%	23,301	100.0%	11,089	100.0%	16,683	100.0%	8,364	100.0%	19,050	100.0%

Age Gro	Registration		2024		2023		2022		2021		2020	
18-34	7,493	26.4%	5,315	22.8%	1,514	13.7%	2,942	17.6%	1,089	13.0%	4,266	22.4%
35-44	6,640	23.4%	5,473	23.5%	2,312	20.8%	3,983	23.9%	1,699	20.3%	4,600	24.1%
45-54	5,763	20.3%	5,020	21.5%	2,434	21.9%	3,805	22.8%	1,760	21.0%	4,234	22.2%
55-64	3,981	14.0%	3,483	14.9%	2,036	18.4%	2,775	16.6%	1,633	19.5%	2,985	15.7%
65+	4,549	16.0%	4,010	17.2%	2,793	25.2%	3,178	19.0%	2,183	26.1%	2,965	15.6%
Total	28,426	100.0%	23,301	100.0%	11,089	100.0%	16,683	100.0%	8,364	100.0%	19,050	100.0%

Party	Registration		2024		2023		2022		2021		2020	
Unaffiliated	15,000	52.8%	11,812	50.7%	5,143	46.4%	7,740	46.4%	3,517	42.0%	8,502	44.6%
Democrat	7,616	26.8%	6,697	28.7%	3,525	31.8%	5,208	31.2%	2,833	33.9%	5,722	30.0%
Republican	5,293	18.6%	4,419	19.0%	2,299	20.7%	3,527	21.1%	1,924	23.0%	4,601	24.2%
Libertarian	269	0.9%	199	0.9%	98	0.9%	164	1.0%	77	0.9%	176	0.9%
Other	248	0.9%	174	0.7%	24	0.2%	44	0.3%	13	0.2%	49	0.3%
Total	28,426	100.0%	23,301	100.0%	11,089	100.0%	16,683	100.0%	8,364	100.0%	19,050	100.0%

*We will also utilize the voter population data for the three new council districts.

Erie Adult Population Subgroup Quotas*

*U.S. Census American Community Survey 2023 5-Year Estimates

Educational attainment

97.5%

High school grad or higher

about 10 percent higher than the rate in the Greeley, CO Metro Area: 88.5%

a little higher than the rate in Colorado: 92.8%

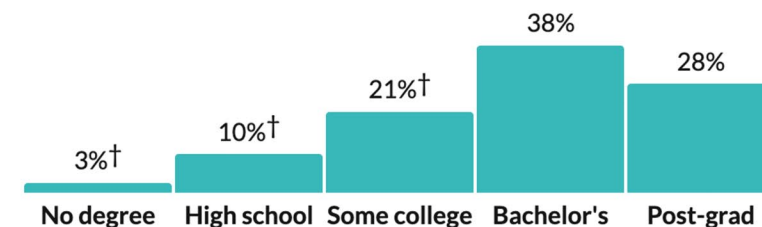
66.5%

Bachelor's degree or higher

more than double the rate in the Greeley, CO Metro Area: 32%

about 1.5 times the rate in Colorado: 44.7%

Population by highest level of education



* Universe: Population 25 years and over

[Show data / Embed](#)

Income

\$62,726

Per capita income

about 1.5 times the amount in the Greeley, CO Metro Area: \$41,661

about 25 percent higher than the amount in Colorado: \$50,489

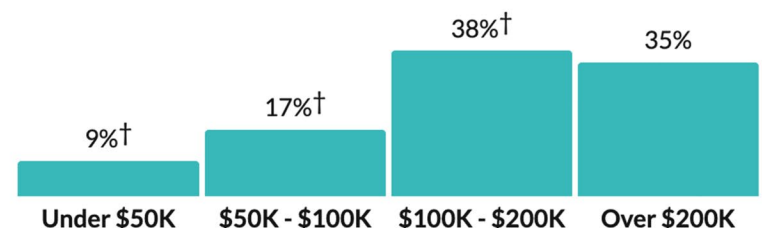
\$163,644

Median household income

more than 1.5 times the amount in the Greeley, CO Metro Area: \$93,287

more than 1.5 times the amount in Colorado: \$92,470

Household income



[Show data / Embed](#)

Households

11,101

Number of households

the Greeley, CO Metro Area: 120,019

Colorado: 2,325,576

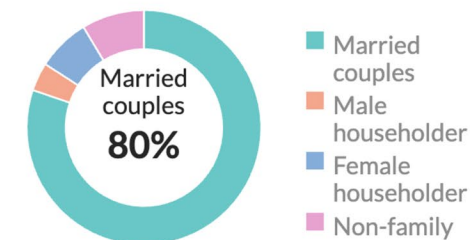
2.9

Persons per household

a little higher than the figure in the Greeley, CO Metro Area: 2.8

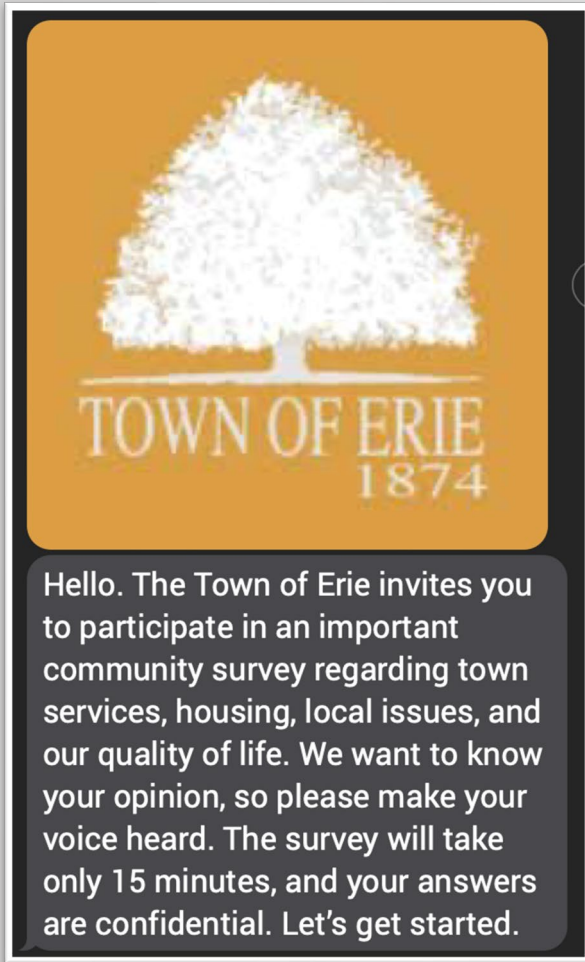
about 20 percent higher than the figure in Colorado: 2.5

Population by household type



[Show data / Embed](#)

Survey Data Collection Methods



MMS Text Survey Invitations – 20,649 unique cell phones, among 28,426 adult residents and voters. (73% coverage). We will send at least three invitations to each cell number.

Phone Interviews – 200 among those we do not have a cell number, likely a younger resident subgroup.

Postcard Mailings – 13,000 Households, once or twice?

Posting a Survey Link on the Town website & social media.

Posting of Survey QR Codes in public areas.

Questions?





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