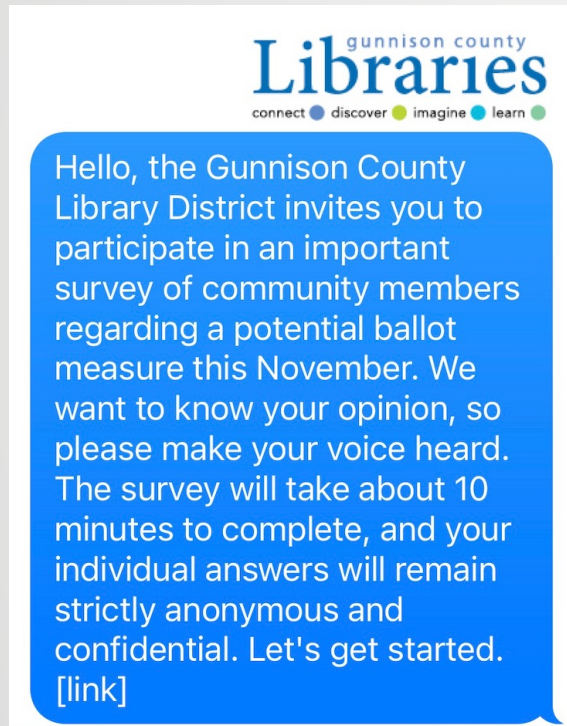


Gunnison County Library District Ballot Measure Survey

July 11th through July 21st, 2024



Methodology



Magellan Strategies is pleased to present the results of a survey of 436 voters in Gunnison County, Colorado. The interviews were conducted July 11th through July 21st, 2024.

The overall survey responses have a margin of error of +/- 4.62% at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results are weighted to represent the demographics of presidential election year turnout within Gunnison County.

Gunnison County Voter Registration and Past Turnout Demographics

Gunnison County Magellan Strategies Voter Registration and Past Election Turnout Report

City or Town	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
City of Gunnison	4,835	32.8%	2,558	27.9%	1,548	25.9%	3,326	29.7%	1,698	28.4%
Town of Crested Butte	1,583	10.7%	1,038	11.3%	836	14.0%	1,311	11.7%	748	12.5%
Town of Mt Crested Butte	999	6.8%	617	6.7%	388	6.5%	768	6.9%	349	5.8%
Other	7,339	49.7%	4,970	54.1%	3,203	53.6%	5,777	51.7%	3,183	53.2%
Total	14,756	100.0%	9,183	100.0%	5,975	100.0%	11,182	100.0%	5,978	100.0%

Sex	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
Female	6,886	46.7%	4,424	48.2%	2,963	49.6%	5,367	48.0%	2,968	49.6%
Male	7,870	53.3%	4,759	51.8%	3,012	50.4%	5,815	52.0%	3,010	50.4%
Total	14,756	100.0%	9,183	100.0%	5,975	100.0%	11,182	100.0%	5,978	100.0%

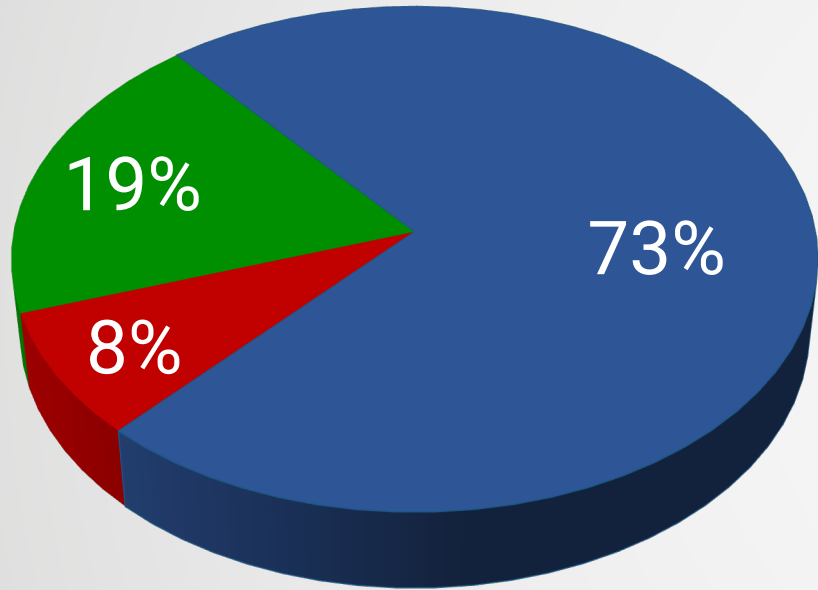
Age Group	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
18-34	4,325	29.3%	1,847	20.1%	825	13.8%	3,039	27.2%	912	15.3%
35-44	2,784	18.9%	1,692	18.4%	927	15.5%	2,019	18.1%	957	16.0%
45-54	2,391	16.2%	1,693	18.4%	1,091	18.3%	1,927	17.2%	1,020	17.1%
55-64	2,101	14.2%	1,606	17.5%	1,239	20.7%	1,811	16.2%	1,257	21.0%
65+	3,155	21.4%	2,345	25.5%	1,893	31.7%	2,386	21.3%	1,832	30.6%
Total	14,756	100.0%	9,183	100.0%	5,975	100.0%	11,182	100.0%	5,978	100.0%

Party	Registration		2022		2021		2020		2019	
	Count	%	Count	%	Count	%	Count	%	Count	%
Unaffiliated	7,498	50.8%	4,332	47.2%	2,410	40.3%	4,751	42.5%	2,228	37.3%
Democrat	4,001	27.1%	2,807	30.6%	2,165	36.2%	3,707	33.2%	2,191	36.7%
Republican	2,903	19.7%	1,903	20.7%	1,340	22.4%	2,517	22.5%	1,485	24.8%
Libertarian	214	1.5%	86	0.9%	38	0.6%	134	1.2%	51	0.9%
Other	140	0.9%	55	0.6%	22	0.4%	73	0.7%	23	0.4%
Total	14,756	100.0%	9,183	100.0%	5,975	100.0%	11,182	100.0%	5,978	100.0%

Survey Objectives

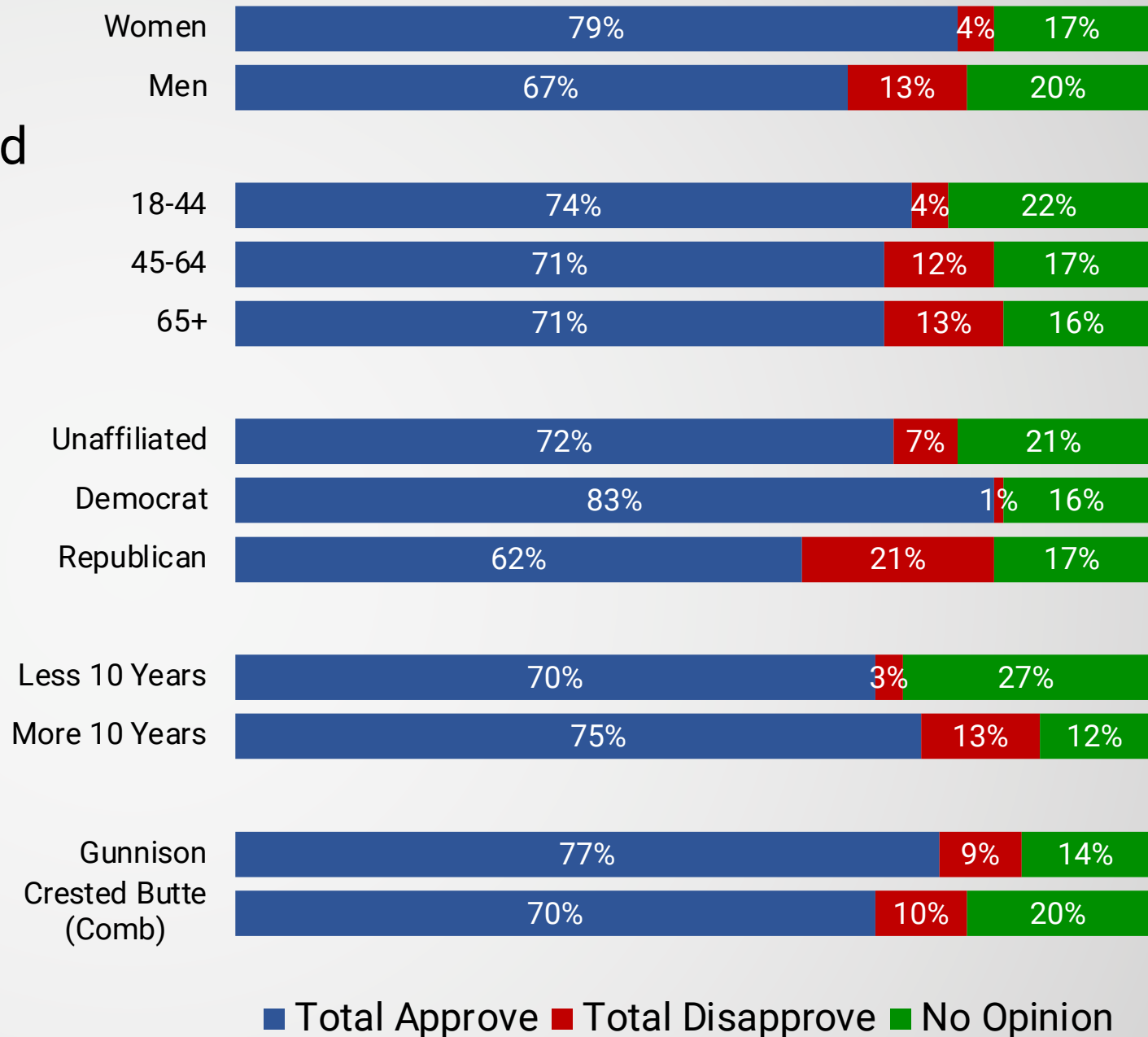
- The goal of this survey was to measure support and opposition for a 1.1 mill property tax increase to fund facilities, programs and services of the Gunnison County Library District, including a new library in Crested Butte South.
- The survey also tested the District's job approval, and the perception of whether taxpayer money is spent wisely, and adequate resources are available.

Do you approve or disapprove of the job the Gunnison County Library District is doing providing services and programs in your community?



- Total Approve
- Total Disapprove
- No Opinion

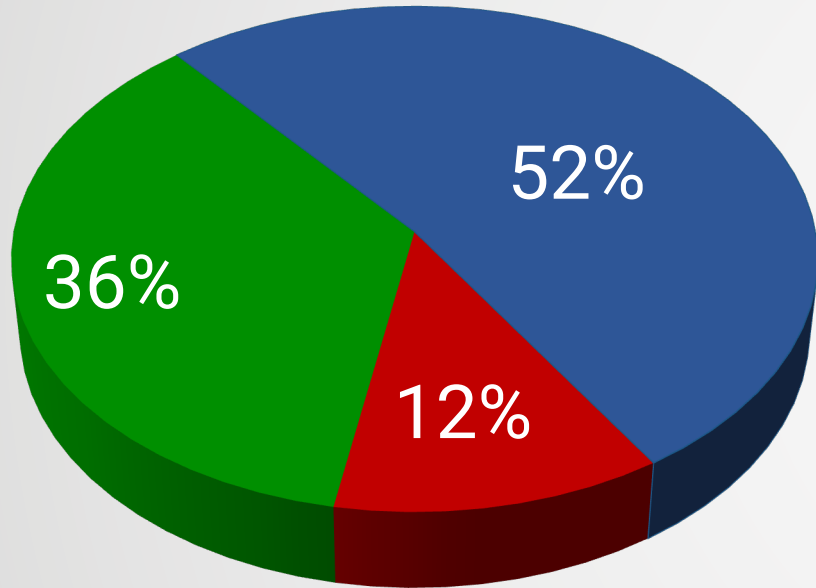
Strongly Approve	56%
Somewhat Approve	17%
Strongly Disapprove	4%
Somewhat Disapprove	4%



- Total Approve
- Total Disapprove
- No Opinion

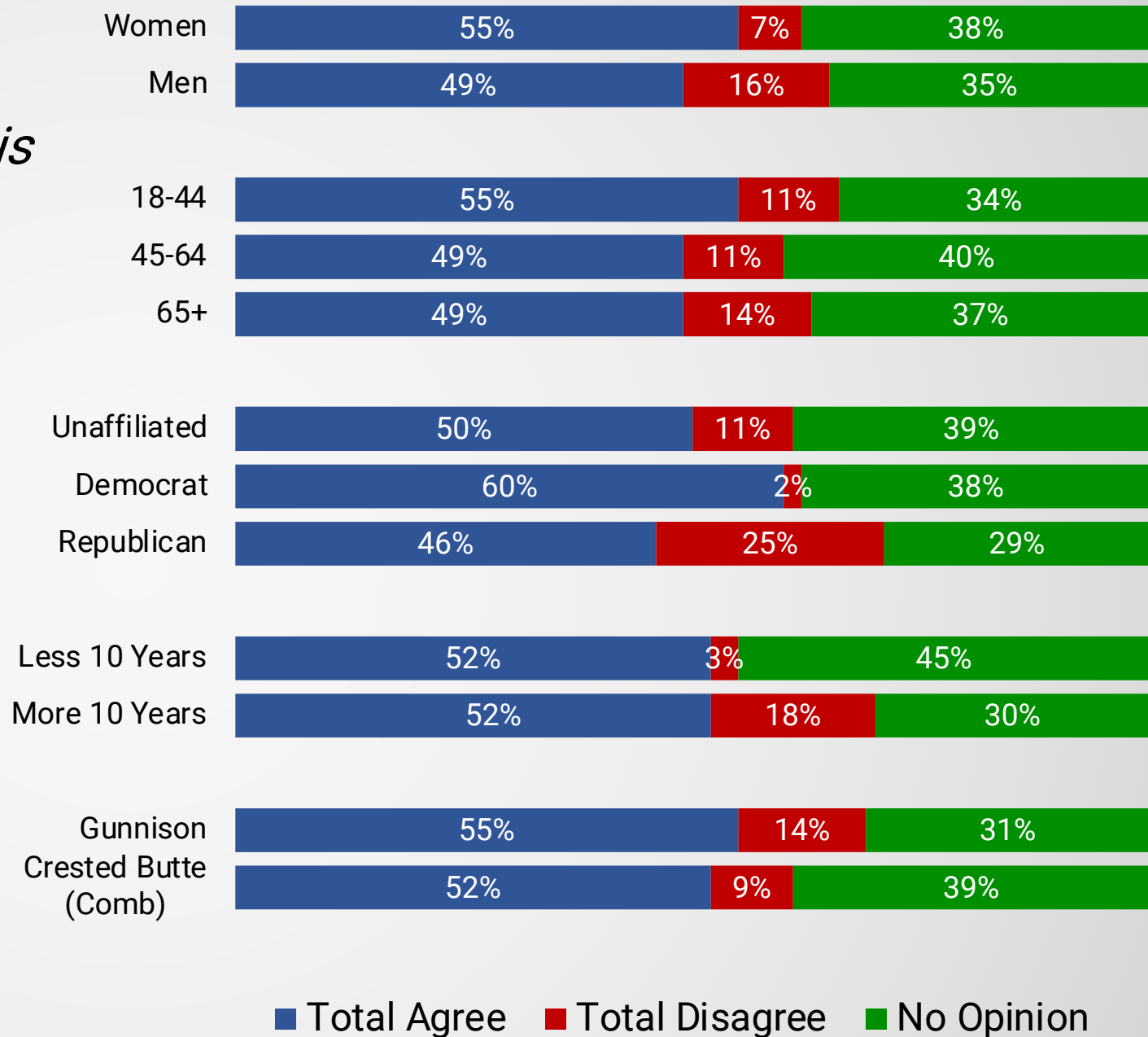
Do you agree or disagree with the following statement?

The Gunnison County Library District is fiscally responsible and spends taxpayer money wisely.



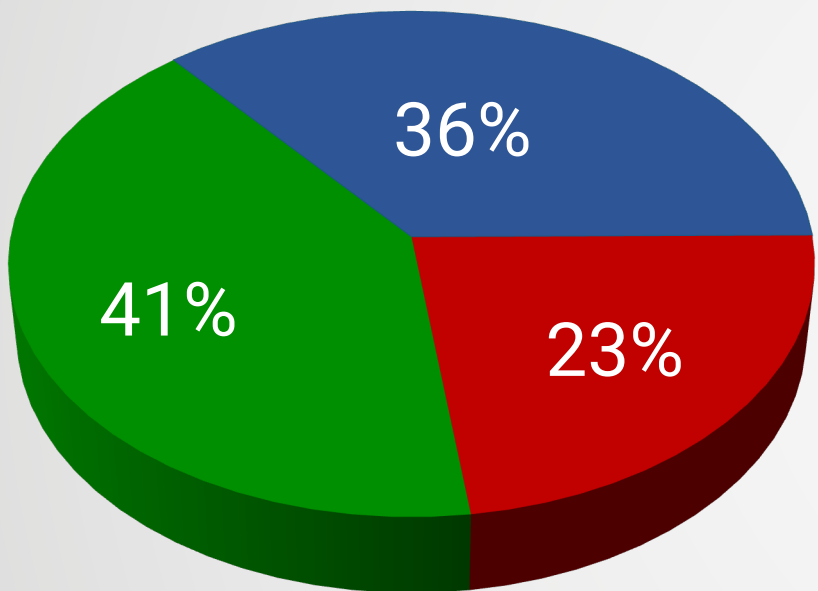
- Total Agree
- Total Disagree
- No Opinion

Strongly Agree	37%
Somewhat Agree	15%
Strongly Disagree	9%
Somewhat Disagree	3%



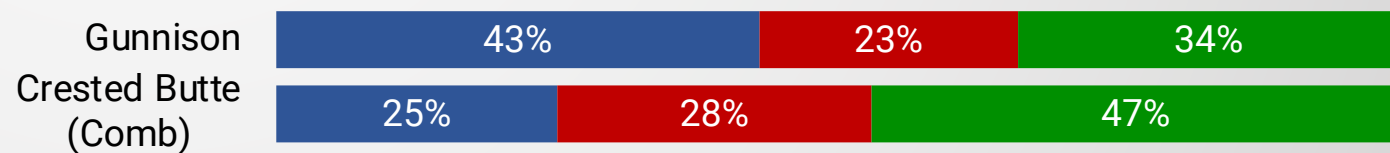
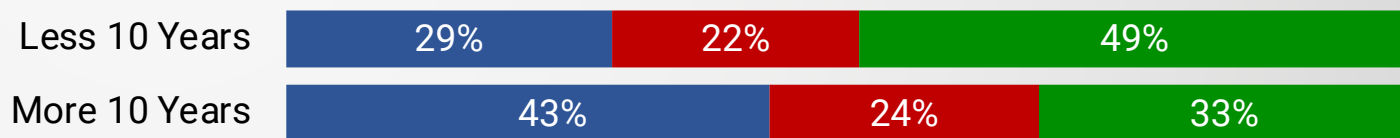
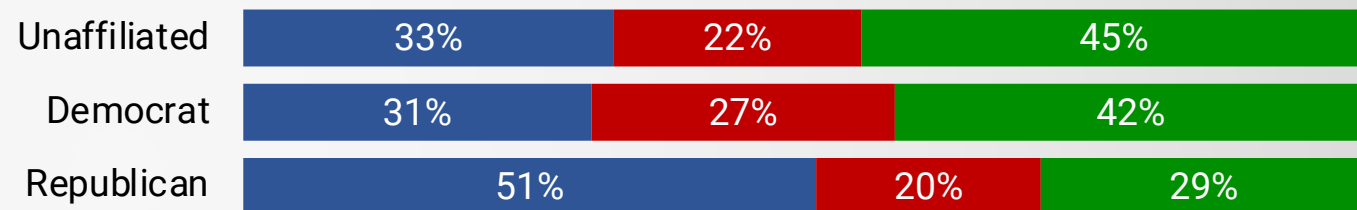
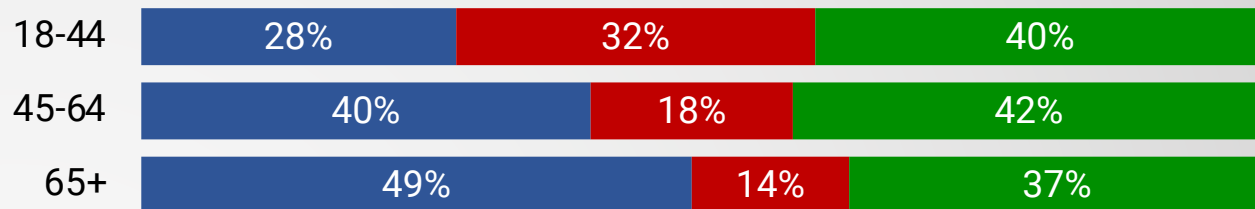
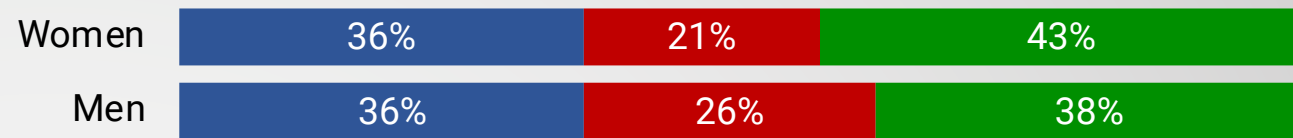
- Total Agree
- Total Disagree
- No Opinion

Do you think the Gunnison County Library District has the financial resources needed to provide adequate services and programs in your community?



■ Total Yes
 ■ Total No
 ■ No Opinion

Yes, Definitely	17%
Yes, Probably	19%
No, Definitely Not	4%
No, Probably Not	19%



■ Total Yes ■ Total No ■ No Opinion



Before we continue, it is important to understand that the Gunnison County Library District has not decided whether to put a ballot measure before voters this November.

Your participation in this survey and sharing your honest opinions will help the District make that decision. Let's continue the survey now...



The Gunnison County Library District is considering a ballot measure in November asking voters to approve a 1.1 mill levy property tax increase.

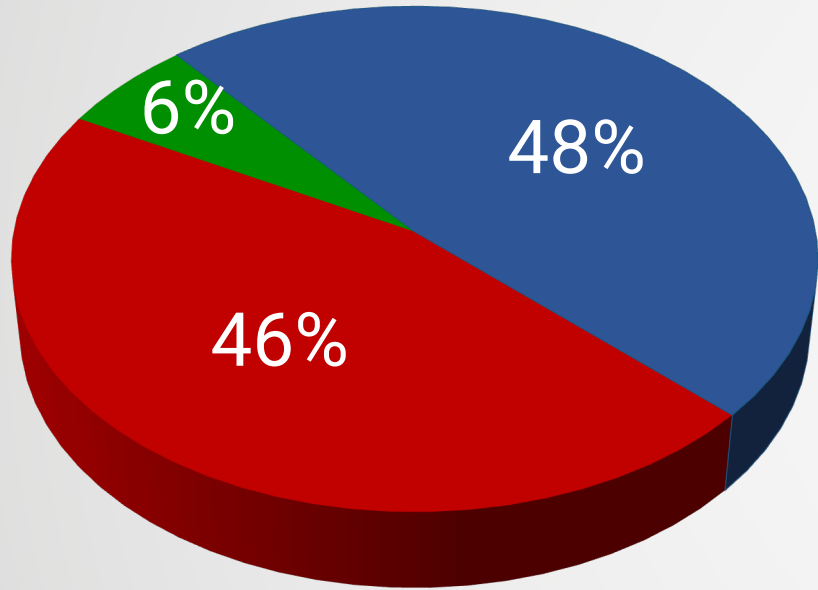
A 1.1 mill property tax increase would raise approximately \$1.2 million annually and would cost a homeowner \$36.85 per year for every \$500,000 of a home's actual value. It would cost commercial property owners \$148.50 per year for \$500,000 of the commercial property's actual value.

Revenue from the property tax increase would fund the following facilities, programs and services for people in the Library District:

- A new library in Crested Butte South, which would include renewable energy, indoor and outdoor amenities including free community meeting space, and up to nine affordable housing units for people working in the local economy.
- Expanded access to electronic books, audiobooks, and online newspapers and databases
- Additional events and activities for people of all ages
- Access to state-of-the-art audio-visual technology

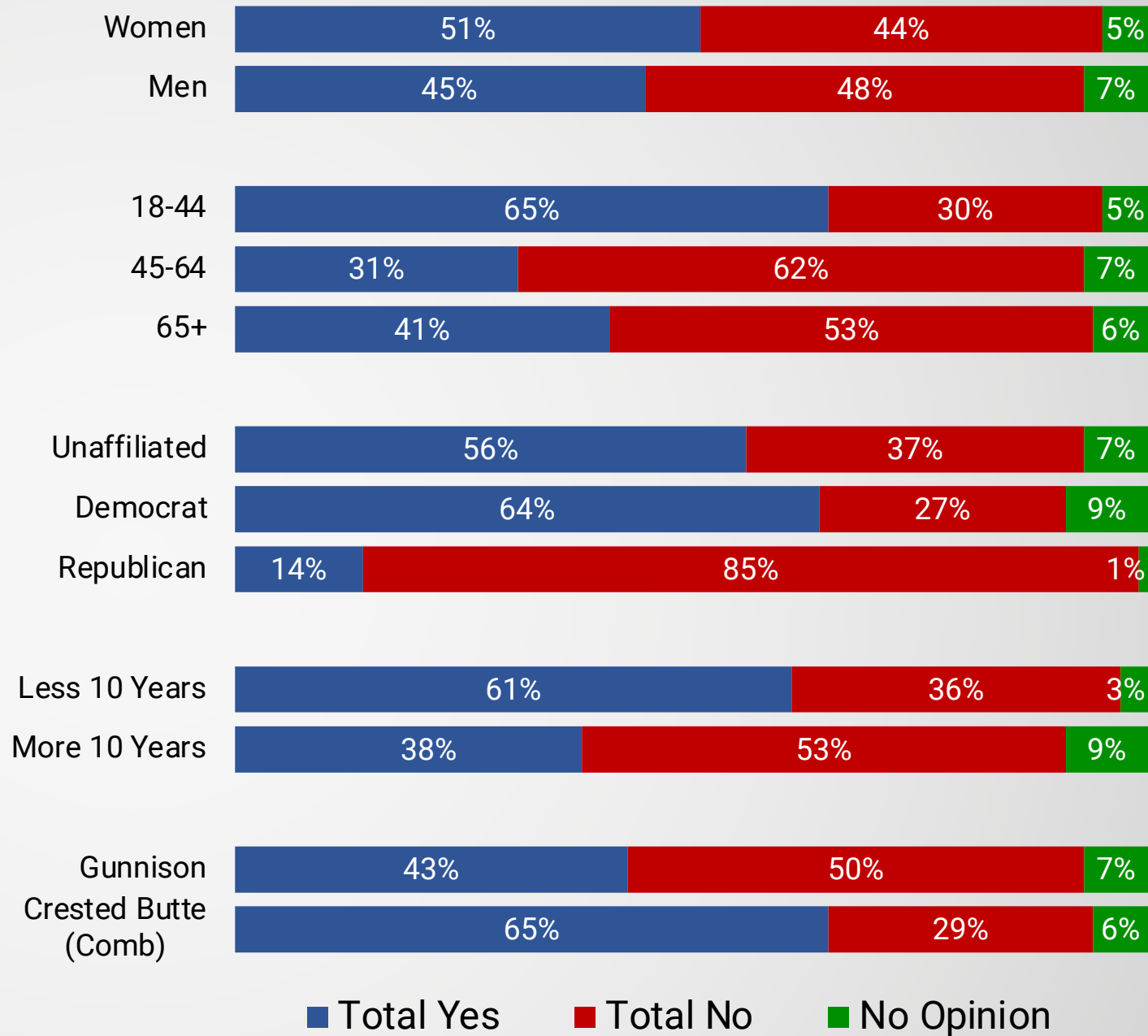
Uninformed Ballot Test

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



- Total Yes
- Total No
- No Opinion

Definitely Yes, Approve	25%
Probably Yes, Approve	23%
Definitely No, Reject	28%
Probably No, Reject	18%



- Total Yes
- Total No
- No Opinion

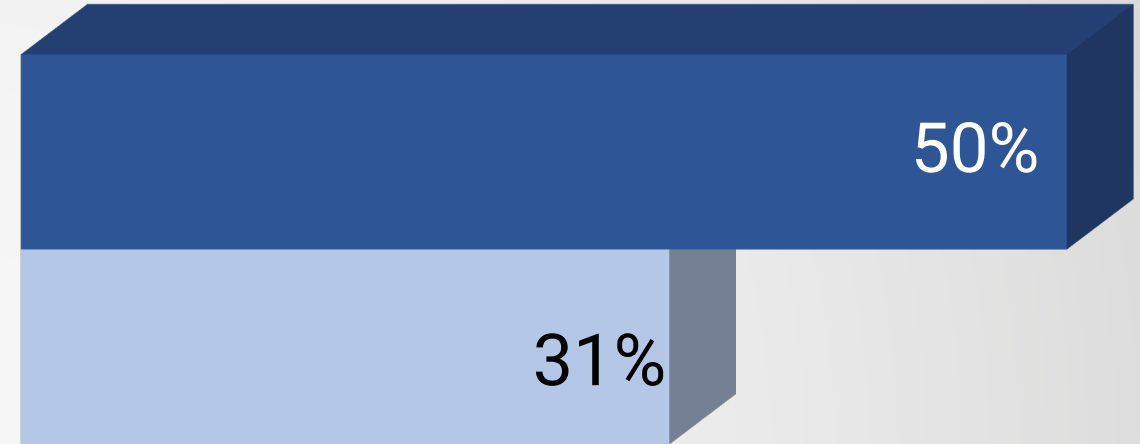


We will now share information about why Gunnison County Library District is considering this ballot measure, and the facilities, programs and services that would be funded.

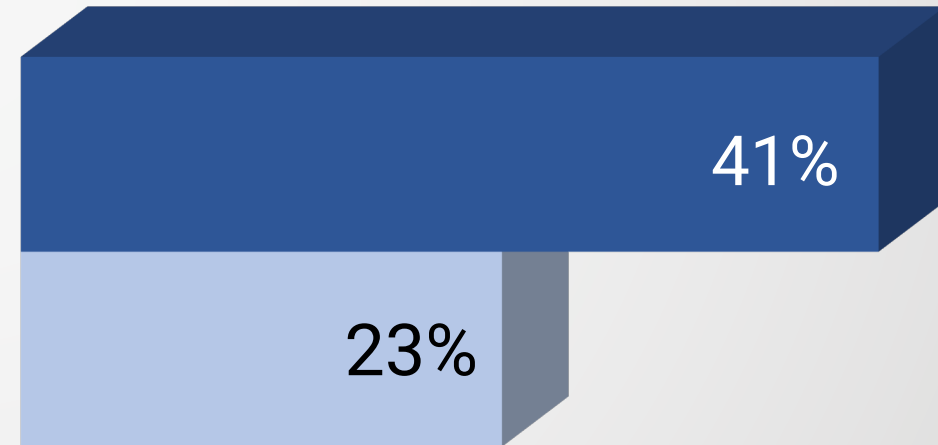
After reading the information, please indicate if you are more likely to vote yes and approve a 1.1 mill property tax increase or if you are more likely to vote no and reject it. Let's get started...

Gunnison County Library District Ballot Measure General Information Questions

The new public library in Crested Butte South will include renewable energy.



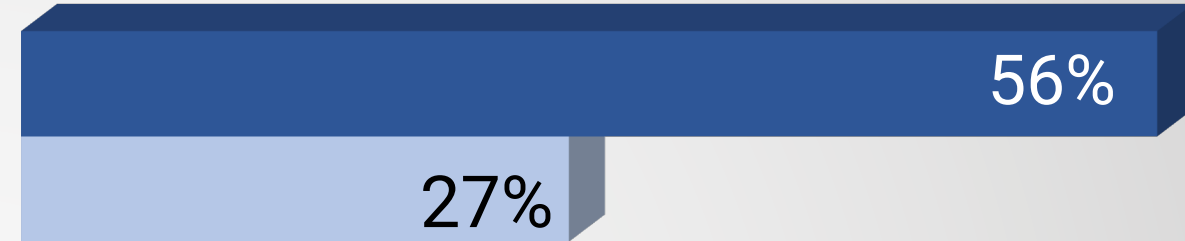
The Gunnison County Library District owns land in Crested Butte South to create a third public library experience in the Gunnison Valley. If a new library is built, both the Gunnison Public Library and the Old Rock Library in Crested Butte will remain open.



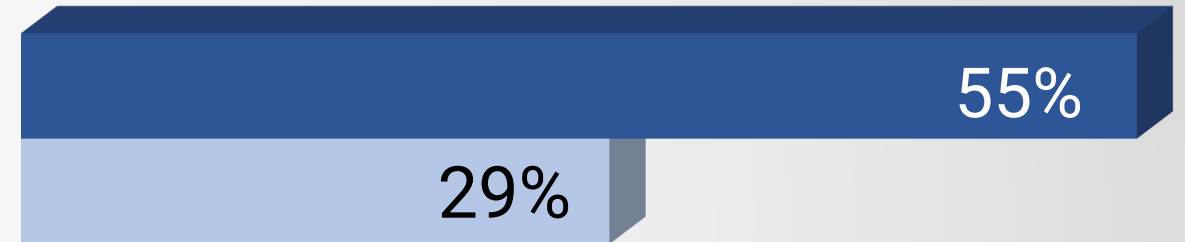
■ Total More Likely to Support
■ Much More Likely to Support

Gunnison County Library District Ballot Measure Information Questions Related to Expanded Services

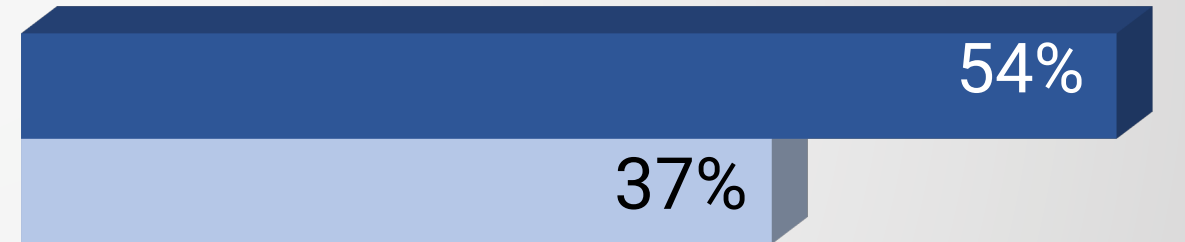
Large community room space that can be used for free by individuals and non-profit group for educational, civic, and entertainment events and activities



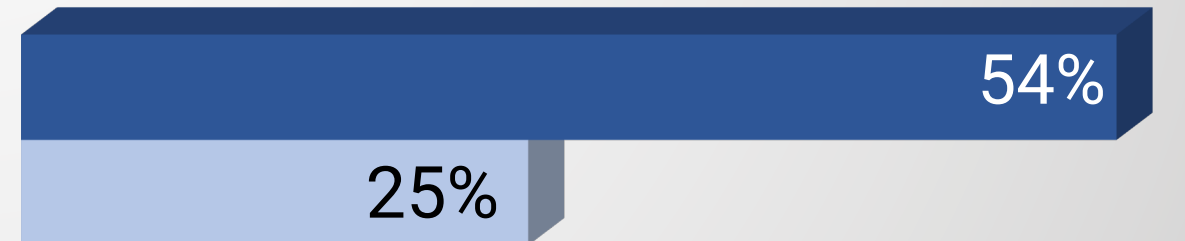
Additional resources and amenities for teens and young adults



Up to nine affordable housing units that will house people working locally *



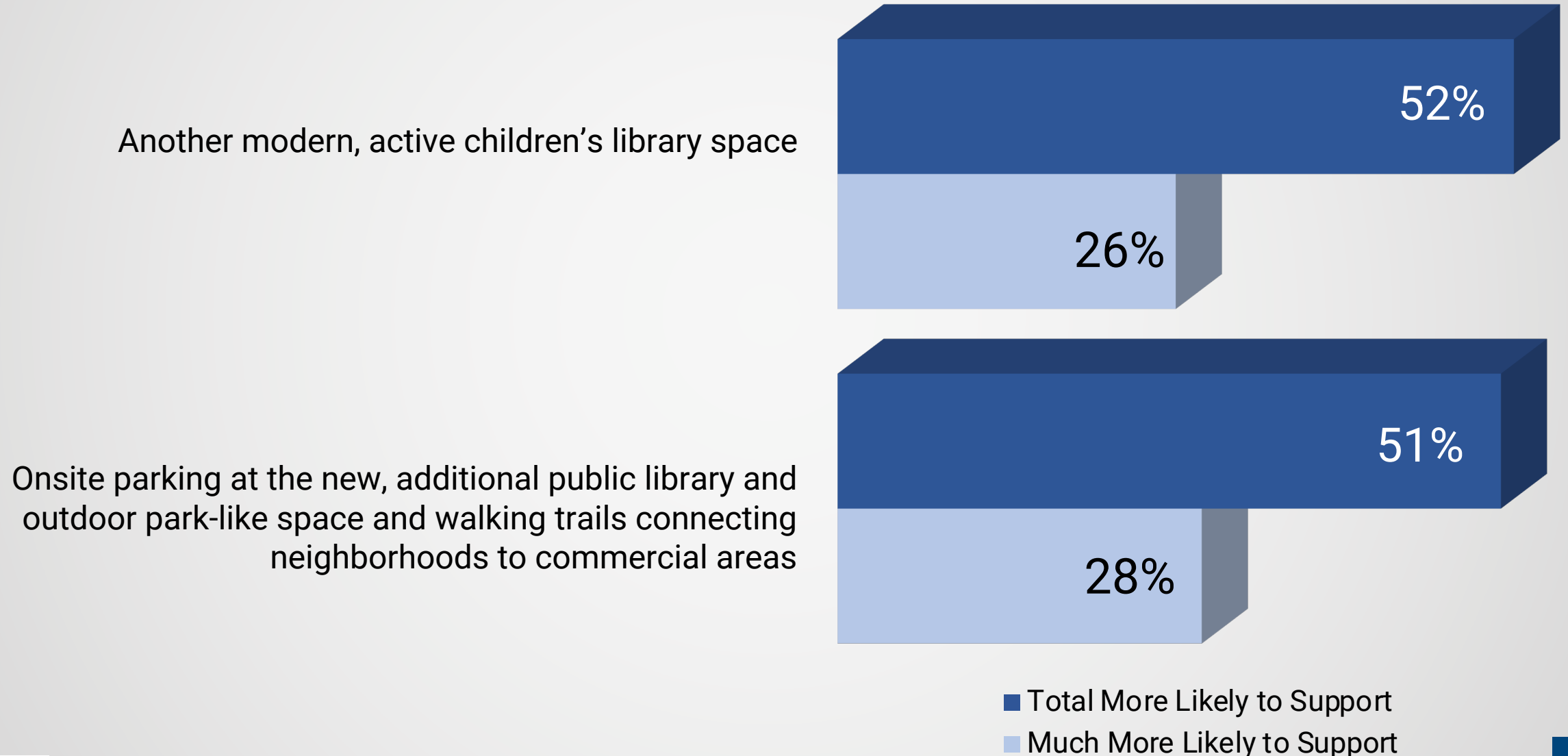
Small and medium-size meeting rooms that are free and reservable by the public



* 20% are much more likely to vote no after learning about affordable housing units.

■ Total More Likely to Support
■ Much More Likely to Support

Gunnison County Library District Ballot Measure Information Questions Related to Expanded Services





Thank you for taking the time to learn about why the Gunnison County Library District is considering this ballot measure. We will now ask you again to please read the specifics of the ballot measure and indicate if you would vote yes and approve it or vote no and reject it:

The Gunnison County Library District is considering a ballot measure in November asking voters to approve a 1.1 mill levy property tax increase.

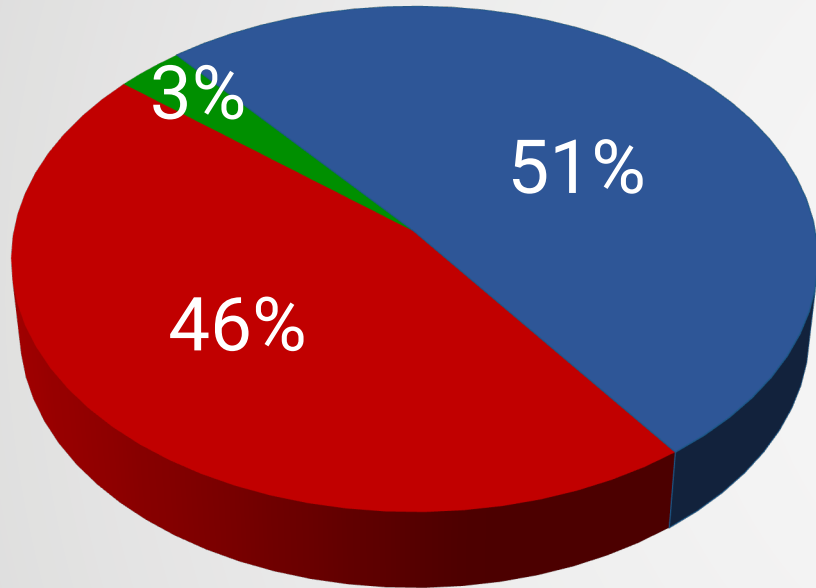
A 1.1 mill property tax increase would raise approximately \$1.2 million annually and would cost a homeowner \$36.85 per year for every \$500,000 of a home's actual value. It would cost commercial property owners \$148.50 per year for \$500,000 of the commercial property's actual value.

Revenue from the property tax increase would fund the following facilities, programs and services for people in the Library District:

- A new library in Crested Butte South, which would include renewable energy, indoor and outdoor amenities including free community meeting space, and up to nine affordable housing units for people working in the local economy.
- Expanded access to electronic books, audiobooks, and online newspapers and databases
- Additional events and activities for people of all ages
- Access to state-of-the-art audio-visual technology

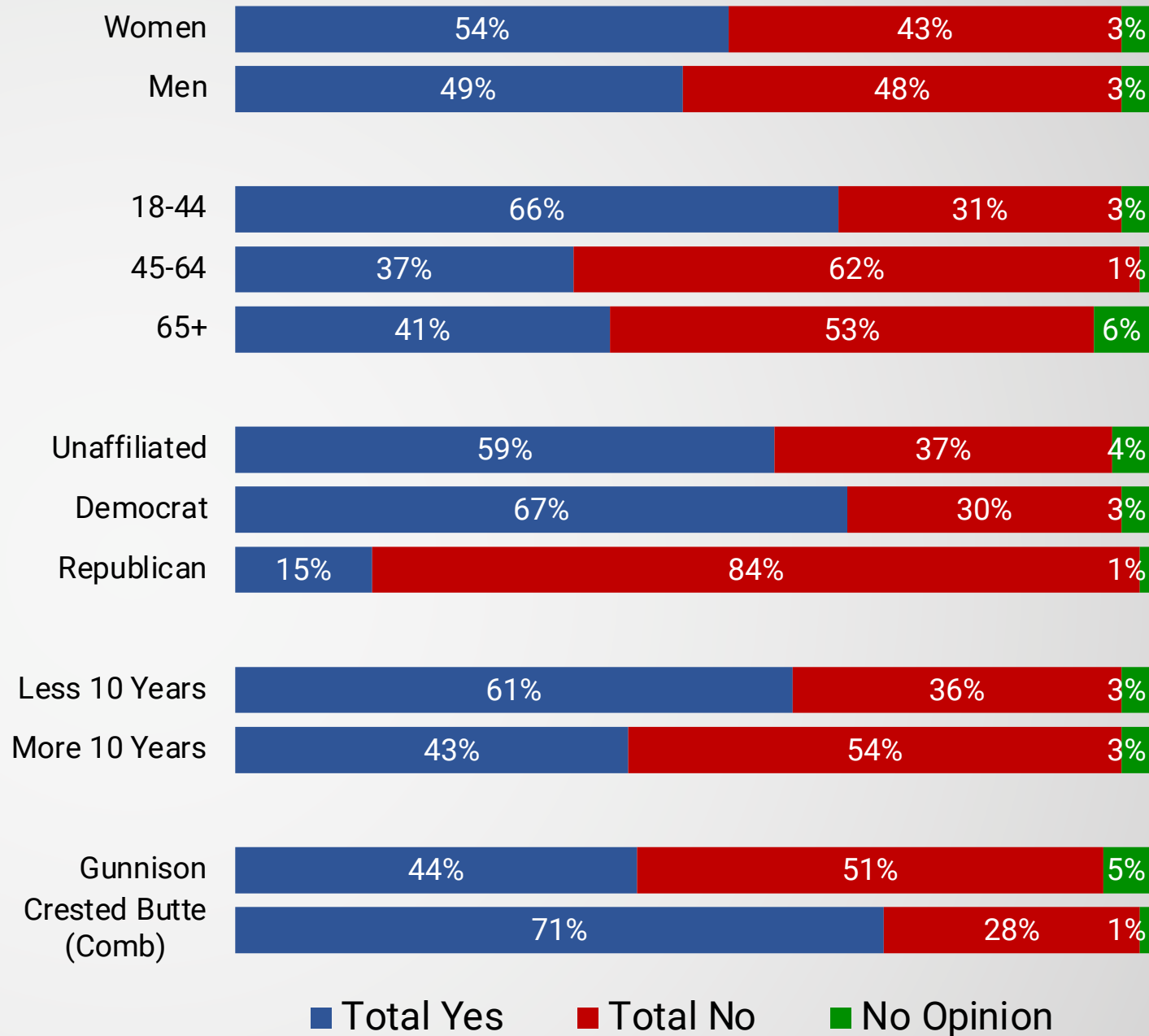
Informed Ballot Test

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



- Total Yes
- Total No
- No Opinion

Definitely Yes, Approve	29%
Probably Yes, Approve	22%
Definitely No, Reject	33%
Probably No, Reject	13%



- Total Yes
- Total No
- No Opinion

Why 51% Would Vote Yes and Approve the Ballot Measure

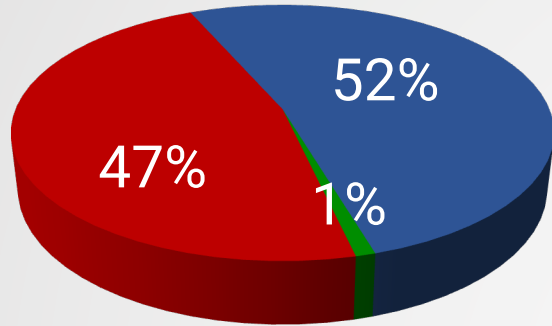
- **Support for Library Services and Expansion:** Many respondents highlighted the importance of libraries as community resources that provide access to books, digital content, and educational programs. They emphasized the need to expand these services to accommodate population growth and technological advancements.
- **Community and Meeting Spaces:** Several responses emphasized the value of libraries as safe and inclusive community spaces. They appreciated the proposal for new meeting rooms and spaces for children and teens, which would foster community engagement and provide venues for various activities and gatherings.
- **Affordable Housing:** The inclusion of affordable housing in the library expansion plan was a significant factor for many respondents. They recognized the need for more affordable housing options in the community, seeing it as a crucial benefit that enhances the overall appeal of the proposal.
- **Access and Equity:** A recurring theme was the need for equitable access to library services across the entire valley, especially for residents of Crested Butte South. Respondents mentioned that a new library in this area would provide better access for families and individuals who might otherwise find it challenging to utilize existing libraries.

Why 46% Would Vote No and Reject the Ballot Measure

- **High Taxes and Financial Burden:** Many respondents expressed concern about the high property taxes and the financial strain additional taxes would place on them. They highlighted the existing tax burden from previous measures and the overall high cost of living in the area.
- **Adequacy of Existing Libraries:** Several responses pointed out that the current libraries in Gunnison and Crested Butte are sufficient. They argued that there is no need for a new library in Crested Butte South, given the proximity to existing facilities and the availability of digital resources.
- **Misalignment with Core Library Mission:** Some respondents criticized the inclusion of affordable housing in the library funding proposal. They felt that building housing units is beyond the scope and mission of a public library and that such initiatives should be handled by other government entities or funding sources.
- **Lack of Personal Benefit:** A number of respondents noted that they would not personally benefit from a new library in Crested Butte South. They mentioned that they do not live in the area, do not use the library services frequently, or prefer digital resources, making the proposed tax increase seem unnecessary for their needs.

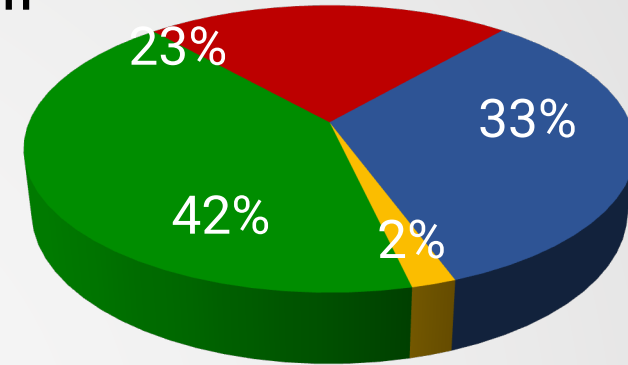
Survey Demographics

Gender



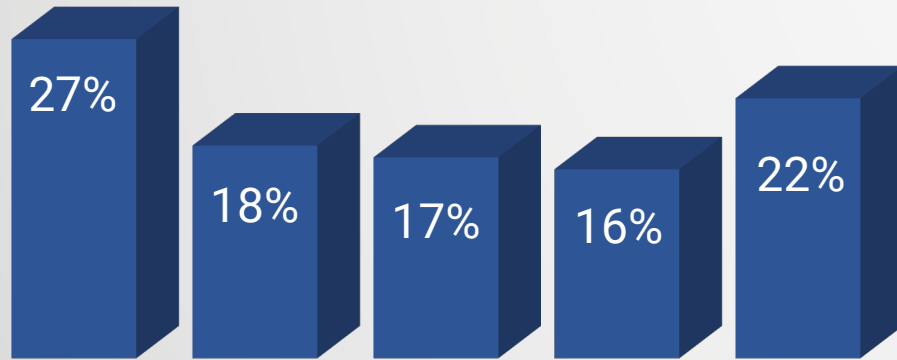
■ Female ■ Male ■ Identify Differently

Party Affiliation



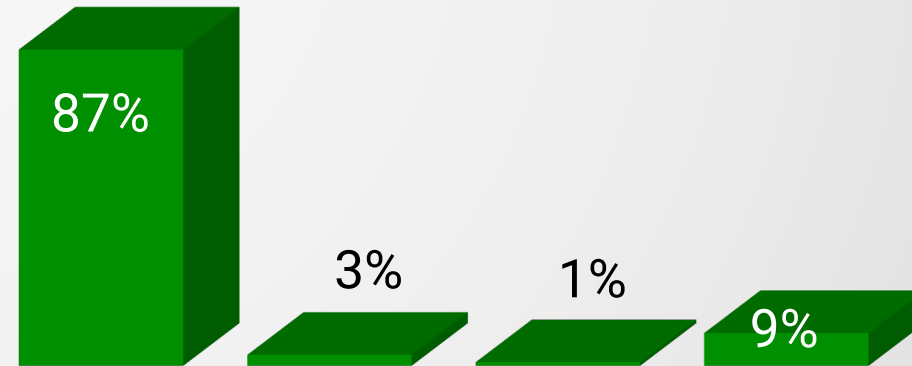
■ Unaffiliated ■ Republican ■ Democrat ■ Other Party

Age Range



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

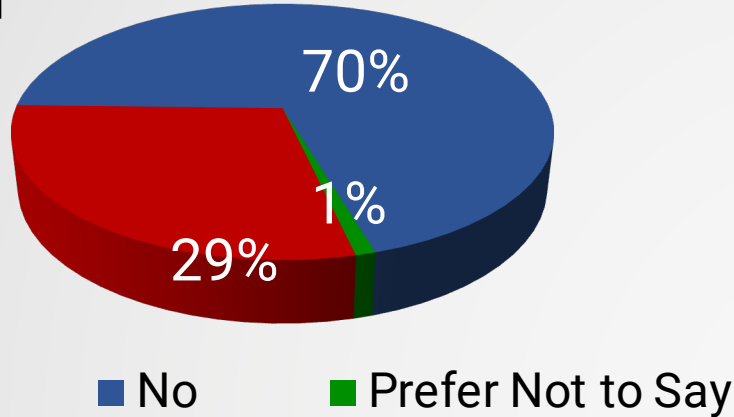
Race-Ethnicity



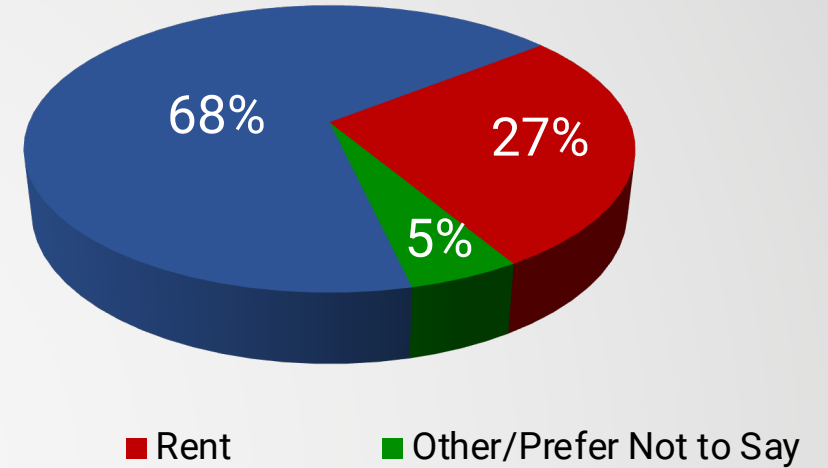
White Hispanic/ Latino American Indian Other/Prefer Not to Say

Survey Demographics

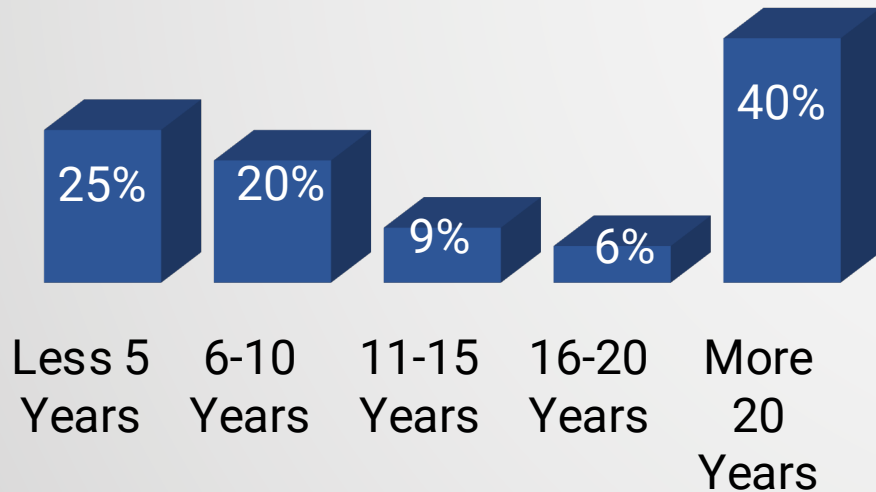
Child Under 17 in Household



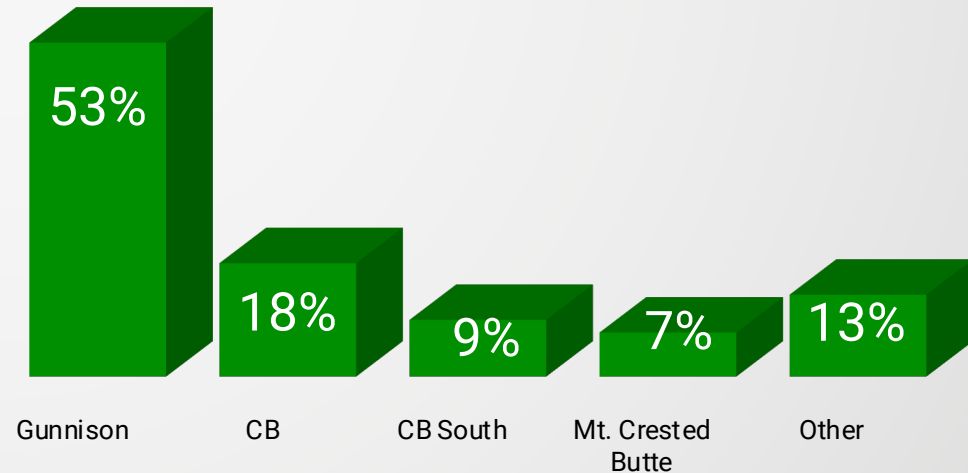
Rent vs Own



Tenure in Gunnison County

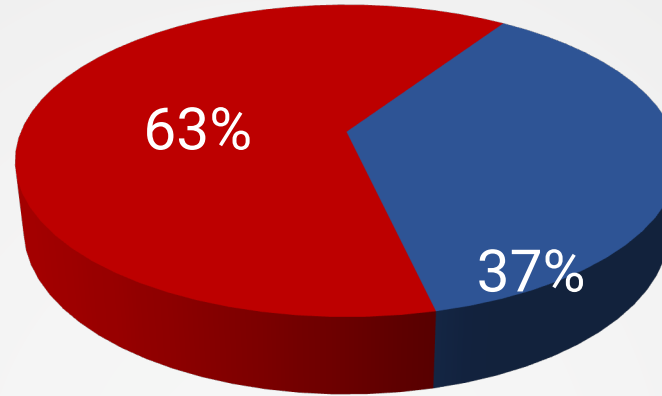


Where Do you Live in Gunnison County?



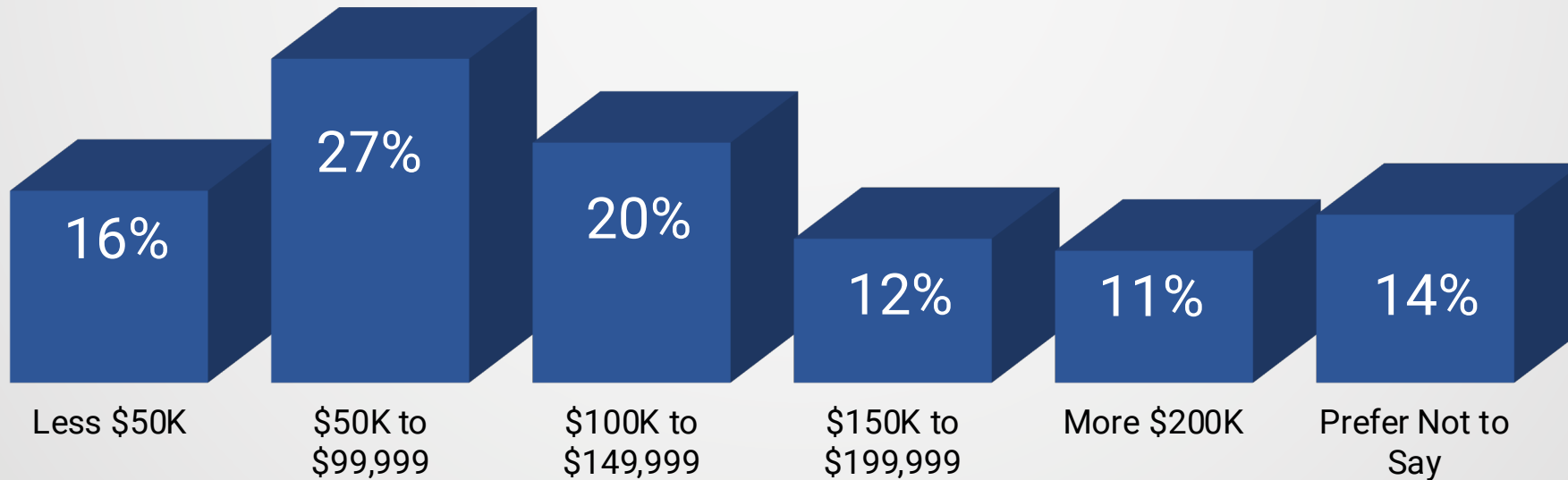
Survey Demographics

4-Year College Degree



■ 4-Year College Degree ■ No College Degree

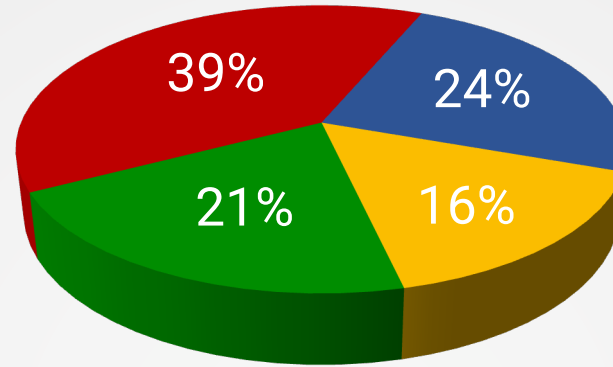
Household Income



Gunnison County Library District Ballot Measure Survey, July 2024, 436n, +/- 4.62% MoE

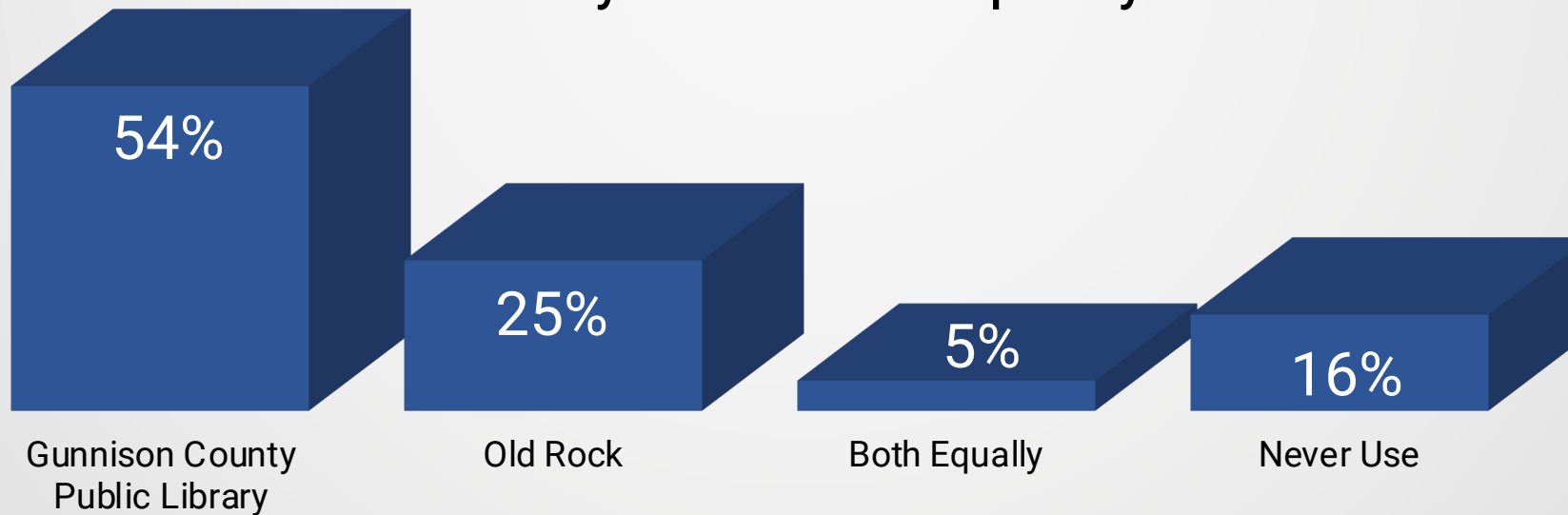
Survey Demographics

Library Usage (Physical or Digital)



■ Once/Week + ■ Once or Few Times/Month ■ Less Once/Month ■ Never

Library Used Most Frequently



Magellan Strategies
4800 Aspen Creek Drive
Broomfield, CO 80023
MagellanStrategies.com
(303) 861-8585

David Flaherty | Ryan Winger
Courtney Sievers

