



Town of Cedaredge Voter Opinion Survey

October 2025

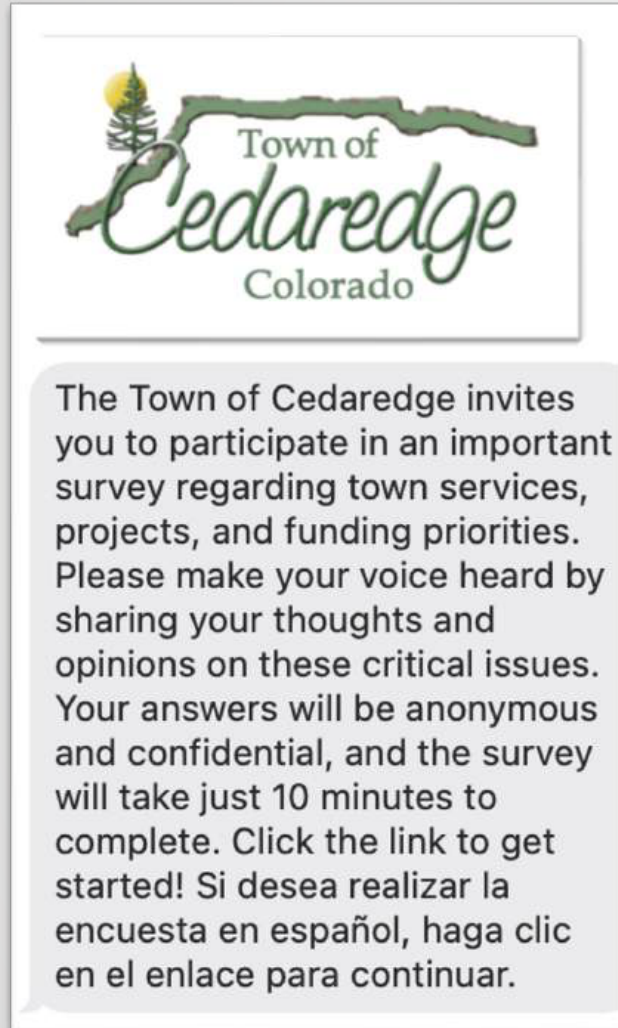


Survey Objectives



- The primary objective of this survey was to measure voter support and opposition for for a 1% sales tax to generate funding to go towards maintenance for town facilities and local streets. Provide competitive wages for Town employees and generate funds to provide the local match for grant funding.
- The survey also measured the Town's approval rating, opinion on the Town's fiscal responsibility, if residents believe they receive good value for the taxes they pay.

Methodology



Magellan Strategies is pleased to present the results of a survey of 175 registered voters in the Town of Cedaredge. The interviews were conducted from October 1st through 12th, 2025.

The overall survey responses have a margin of error of $\pm 7.06\%$ at the 95% confidence interval. Population subgroups will have a higher margin of error than the overall sample.

The survey results are weighted to be representative of the voter turnout demographics in the Town of Cedaredge for an April 2026 general election.

Town of Cedaredge Voter Registration & Past Turnout Demographics

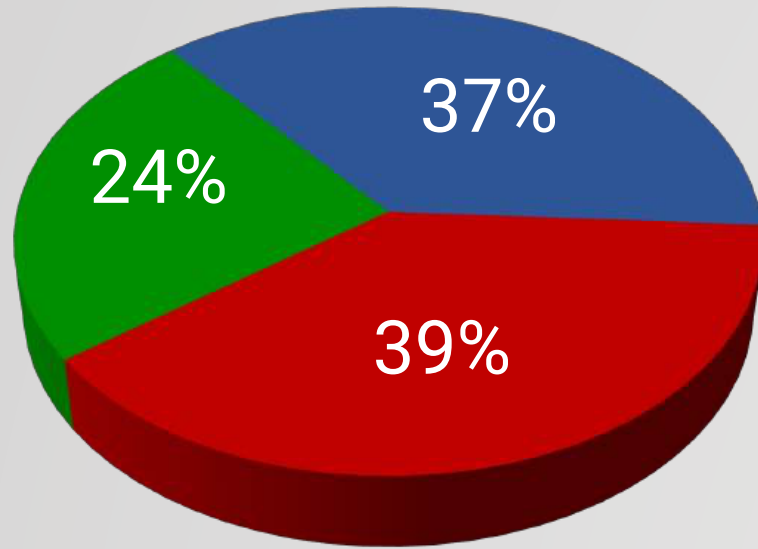
Sex	Registration		2024		2023		2022		2021		2020	
Female	1,008	52.5%	812	53.4%	518	54.8%	676	53.1%	436	53.9%	776	52.9%
Male	912	47.5%	709	46.6%	428	45.2%	596	46.9%	373	46.1%	692	47.1%
Total	1,920	100.0%	1,521	100.0%	946	100.0%	1,271	100.0%	809	100.0%	1,468	100.0%

Age Group	Registration		2024		2023		2022		2021		2020	
18-34	325	16.9%	175	11.5%	42	4.4%	97	7.6%	30	3.7%	157	10.7%
35-44	194	10.1%	124	8.2%	49	5.2%	90	7.1%	25	3.1%	144	9.8%
45-54	205	10.7%	162	10.7%	75	7.9%	113	8.9%	59	7.3%	143	9.7%
55-64	266	13.9%	236	15.5%	161	17.0%	235	18.5%	142	17.6%	272	18.5%
65+	930	48.4%	824	54.2%	619	65.4%	736	57.9%	553	68.4%	752	51.2%
Total	1,920	100.0%	1,521	100.0%	946	100.0%	1,271	100.0%	809	100.0%	1,468	100.0%

Party	Registration		2024		2023		2022		2021		2020	
Unaffiliated	911	47.4%	668	43.9%	392	41.4%	505	39.7%	299	37.0%	536	36.5%
Democrat	205	10.7%	177	11.6%	120	12.7%	176	13.8%	134	16.6%	226	15.4%
Republican	766	39.9%	657	43.2%	428	45.2%	579	45.6%	367	45.4%	684	46.6%
Libertarian	15	0.8%	9	0.6%	4	0.4%	5	0.4%	4	0.5%	10	0.7%
Other	23	1.2%	10	0.7%	2	0.2%	6	0.5%	5	0.6%	12	0.8%
Total	1,920	100.0%	1,521	100.0%	946	100.0%	1,271	100.0%	809	100.0%	1,468	100.0%

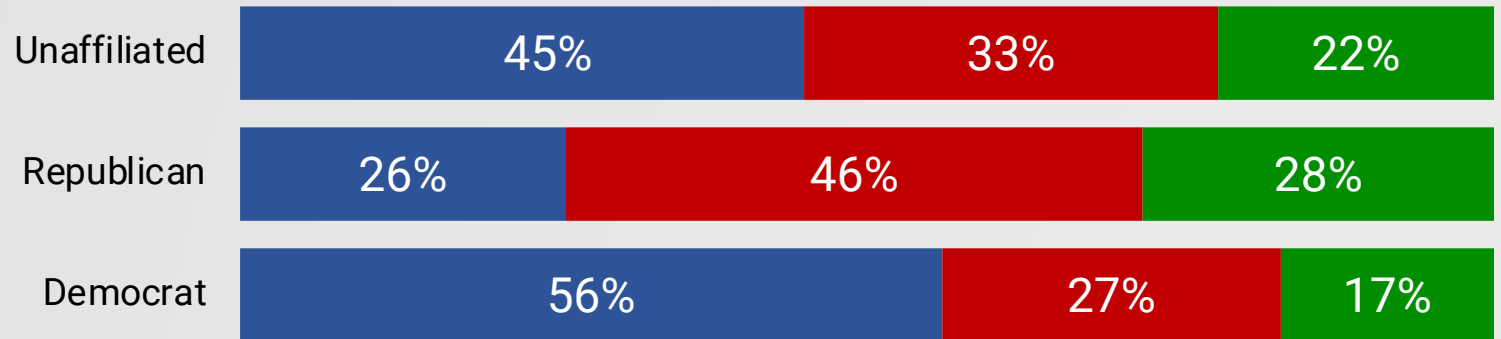
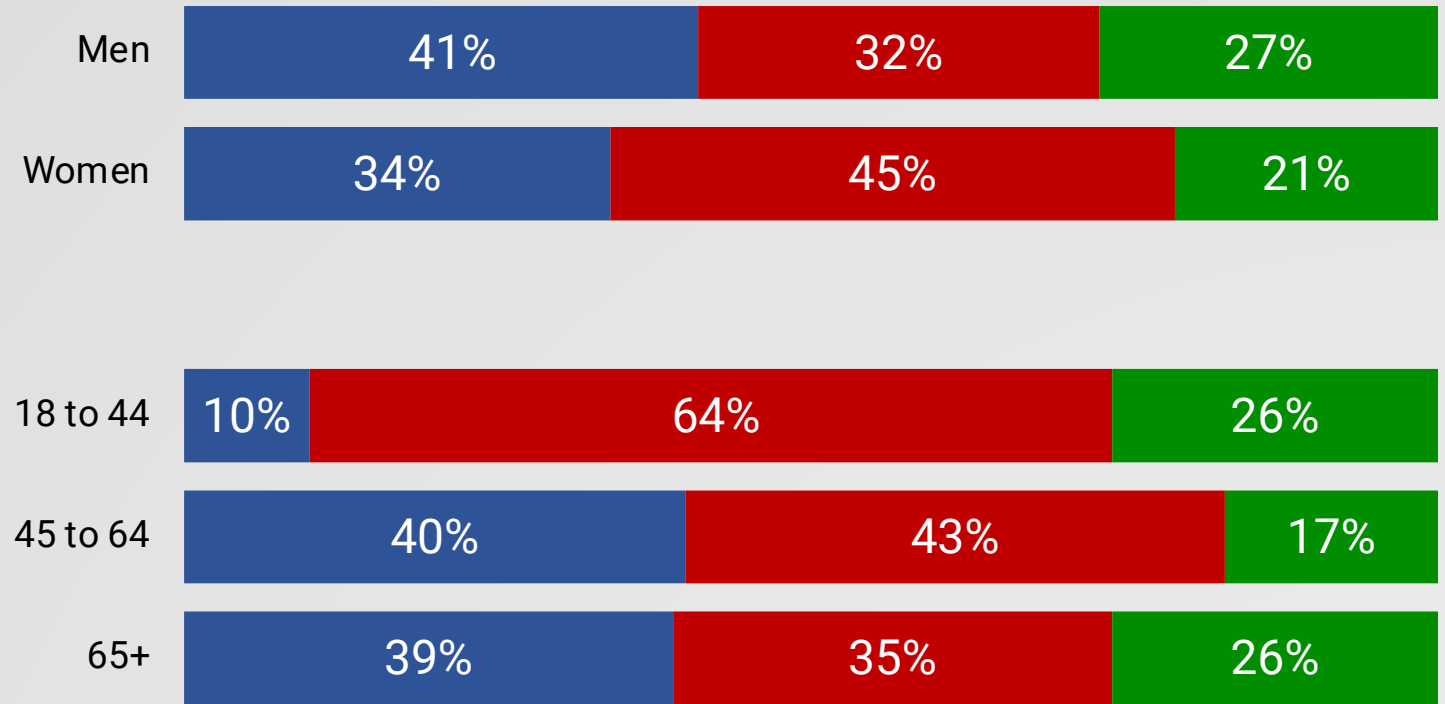
*For an April 2026 election, we lean closer to an odd year election, rather than a typical even year November general election.

Do you think the Town of Cedaredge is heading in the right direction, or do you feel it is on the wrong track?



■ Right Direction
■ Wrong Track
■ No Opinion

Definitely Right	8%
Probably Right	29%
Definitely Wrong	16%
Probably Wrong	23%



■ Right Direction
 ■ Wrong Track
 ■ No Opinion

Why 37% of respondents think the Town of Cedaredge is heading in the right direction

Please describe why you think the Town of Cedaredge is headed in the right direction.

Strong Leadership and Effective Governance: Many respondents credited good leadership from the mayor, trustees, and town administrator for the town's positive direction. They highlighted transparency, communication, and forward-thinking decisions — such as planning, fiscal responsibility, and water management.

Infrastructure Improvements and Maintenance: A large number of residents pointed to visible improvements in roads, water systems, parks, bridges, and recreation facilities as signs that Cedaredge is on the right path. Specific mentions included paving projects, bridge replacements, water quality, and recreation courts (tennis/pickleball/skate park).

Community Atmosphere, Cleanliness, and Quality of Life: Respondents frequently expressed appreciation for the community feel, safety, and overall pleasant environment of Cedaredge. Many referenced the town's small-town charm, civic engagement, clean parks, and active community.

Why 39% of respondents feel the Town of Cedaredge is off on the wrong track

Please describe why you feel the Town of Cedaredge is off on the wrong track.

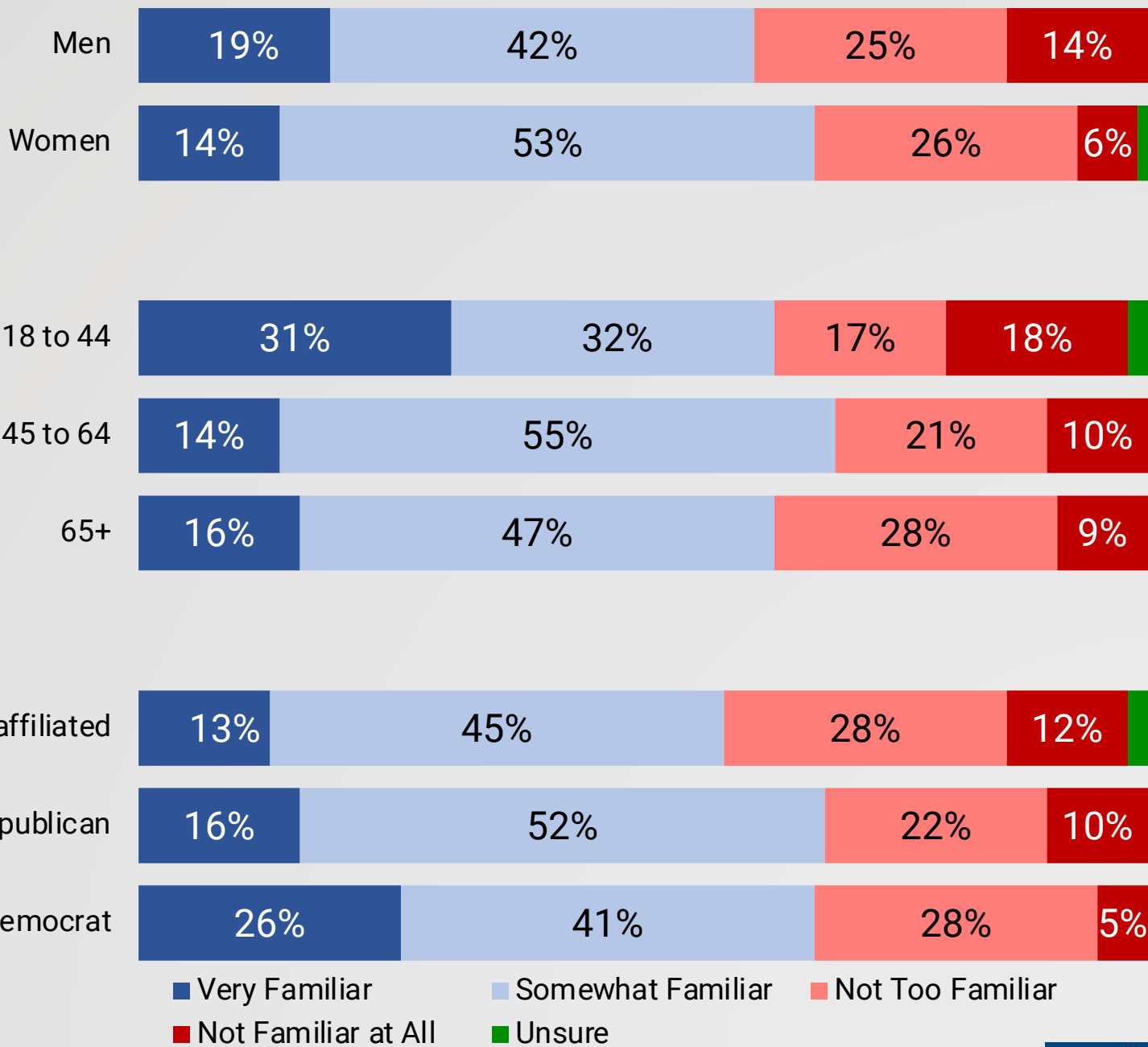
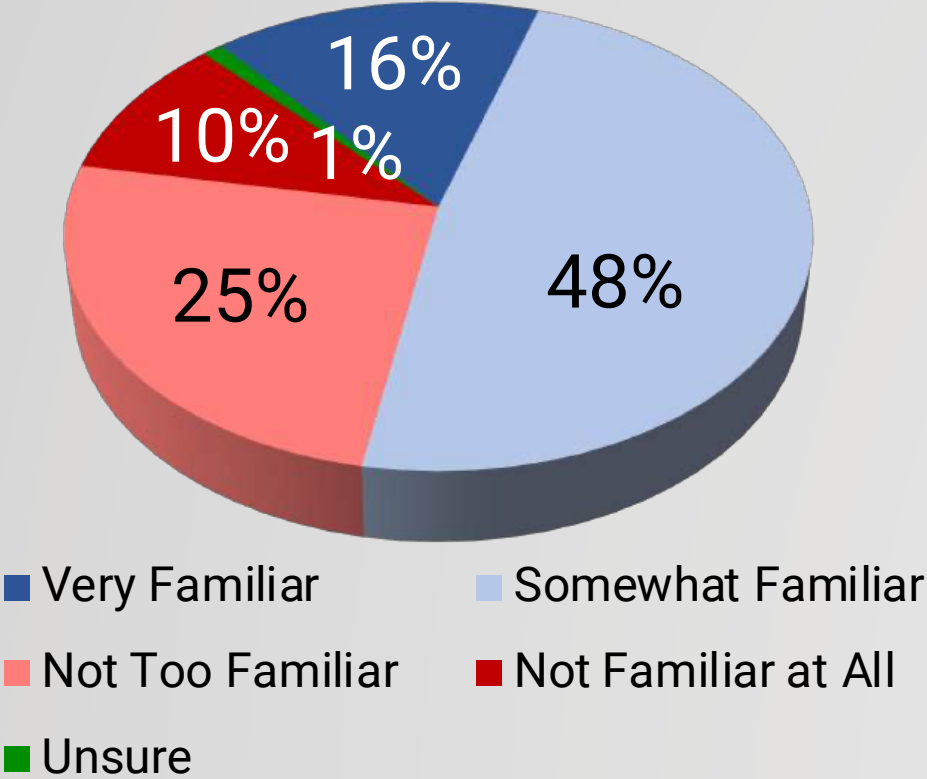
Growth, Development, and Water Concerns: By far the most common issue raised relates to overdevelopment — especially the “Back Nine” or 400+ new homes near the golf course — combined with water scarcity, drought, and infrastructure strain. Residents repeatedly said the town is approving too much new housing without sufficient water supply, roads, or sewer capacity. Many also feel water rates are already too high and that water resources are being mismanaged or unfairly allocated to support growth and the golf course.

Mismanagement, Lack of Transparency, and Poor Leadership: A large share of respondents expressed distrust toward town leadership — citing poor fiscal management, lack of communication, questionable decision-making, and insider favoritism. Some comments mention corruption allegations, lack of accountability, and town decisions being made for the benefit of a few. Other residents criticized high staff turnover and limited professionalism at Town Hall.

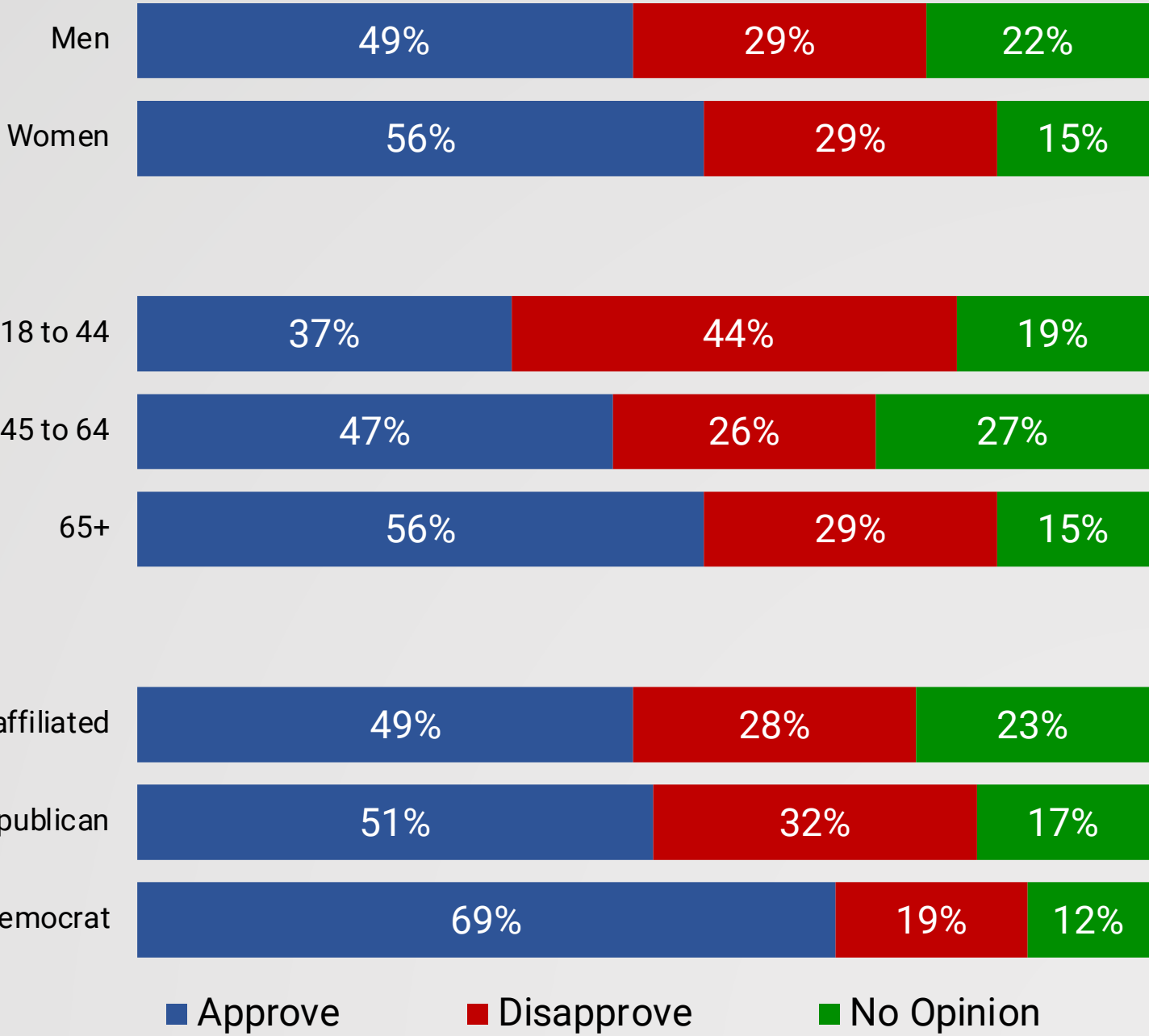
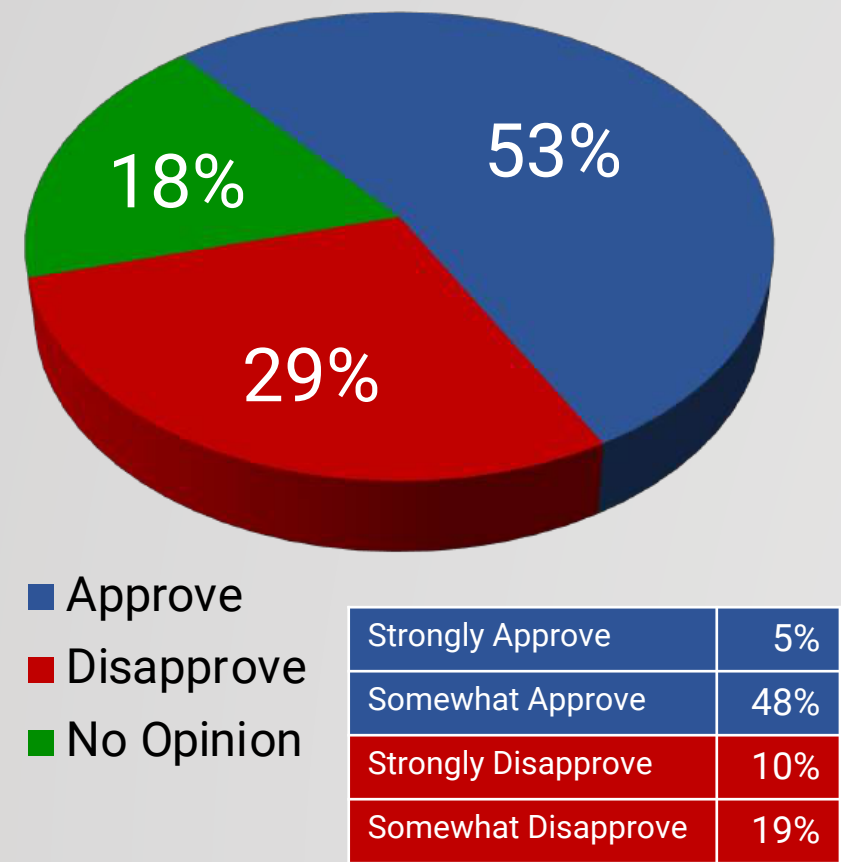
Excessive Focus on the Golf Course: Many residents said too much money, attention, and town resources are being devoted to the golf course at the expense of roads, sidewalks, local businesses, and community needs. Some felt the course only benefits a small group of residents and symbolizes misplaced priorities.

How familiar are you with the public services, projects, and programs provided by the Town of Cedaredge?

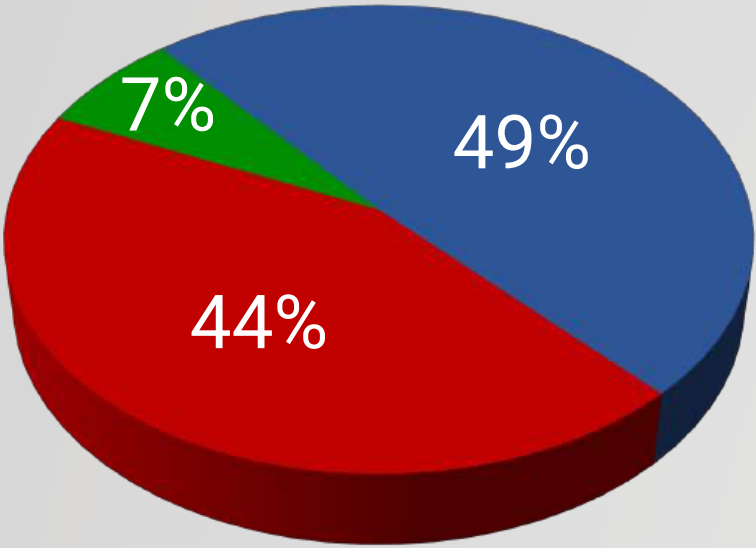
Very and Somewhat Familiar Combined 64%



Do you approve or disapprove of the job the Town of Cedaredge is doing to provide public services, projects, and programs for town residents?

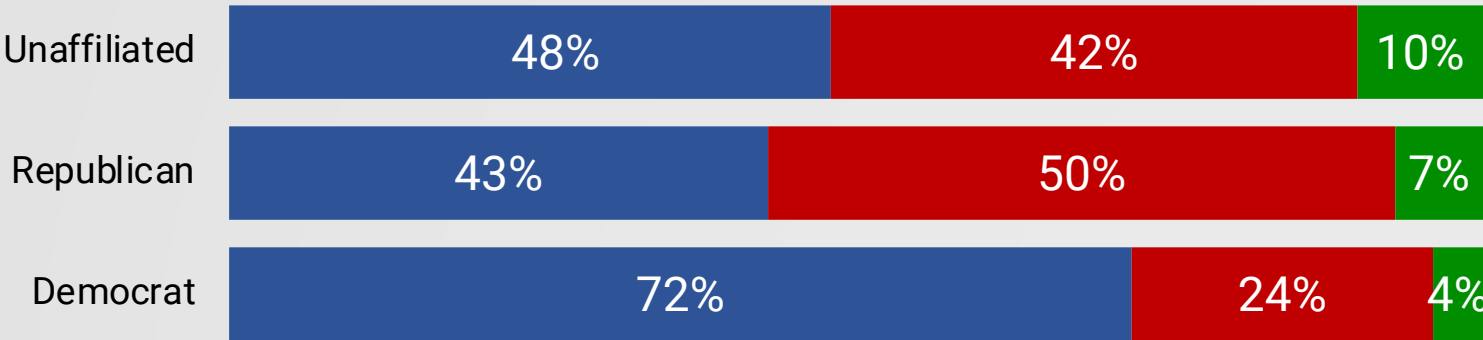
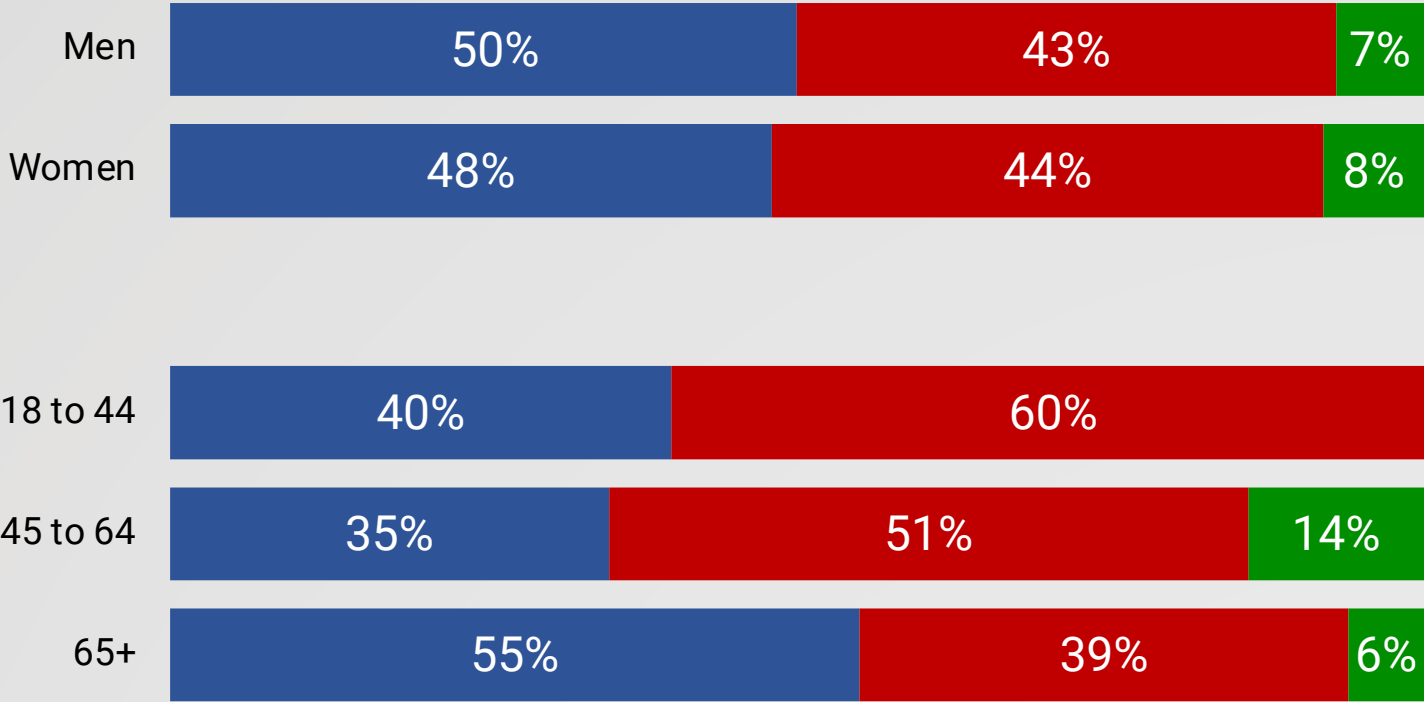


Thinking about all the programs and services you receive from the Town of Cedaredge, how would you rate the overall value for the fees, charges, or taxes you pay?



■ Good Value
 ■ Poor Value
 ■ No Opinion

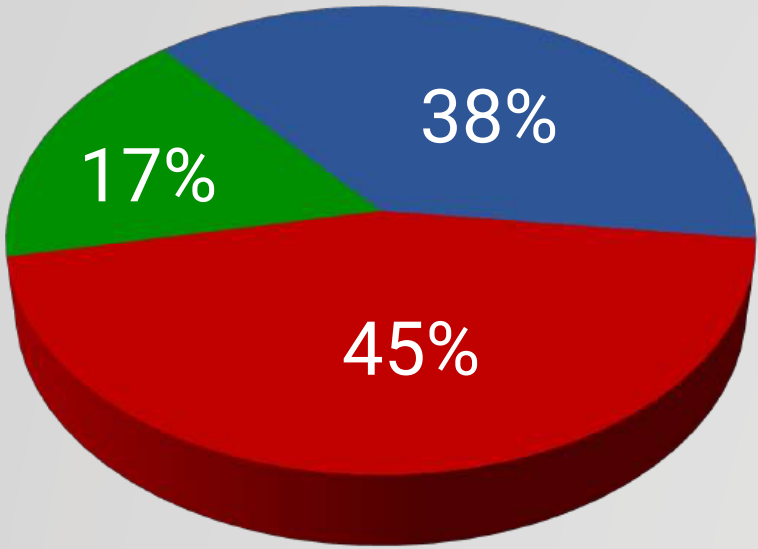
Very Good Value	9%
Somewhat Good	40%
Very Poor Value	19%
Somewhat Poor	25%



■ Good Value ■ Poor Value ■ No Opinion

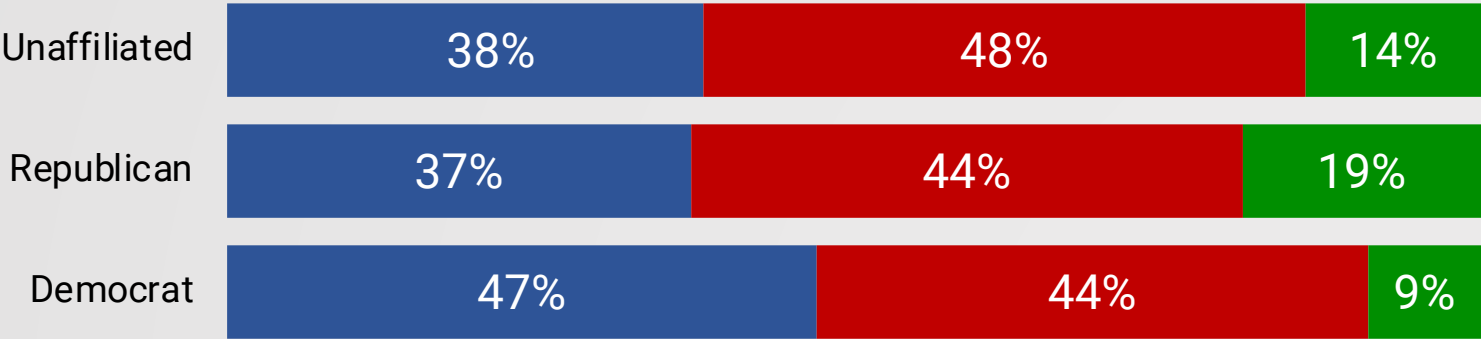
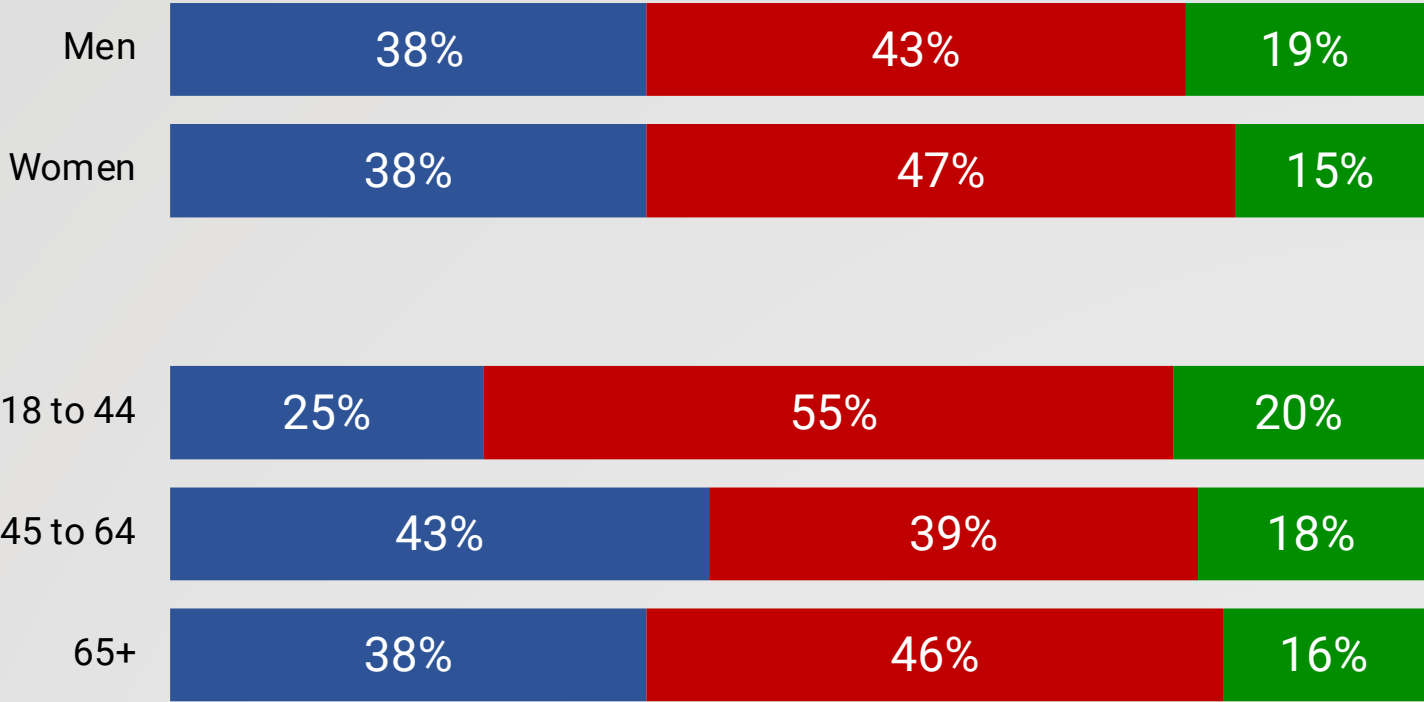


Do you think the Town of Cedaredge has the financial resources needed to provide an acceptable level of services, projects, and programs to town residents?



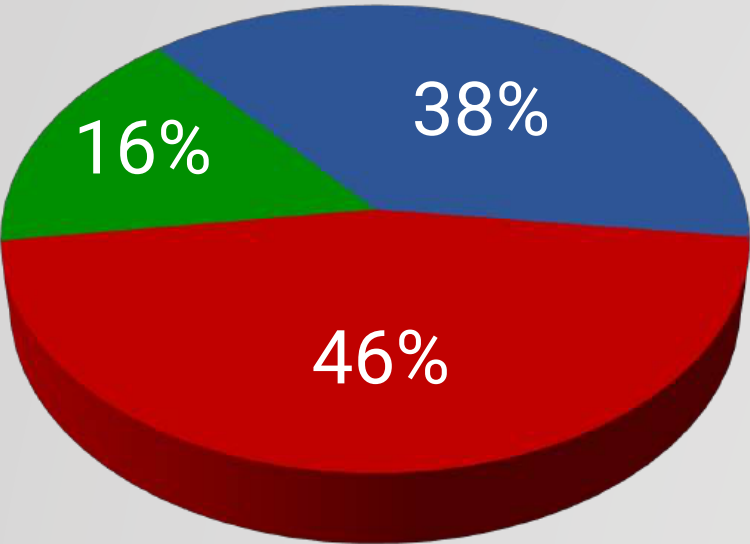
■ Yes
 ■ No
 ■ No Opinion

Yes, Definitely	6%
Yes, Probably	32%
No, Definitely Not	9%
No, Probably Not	36%



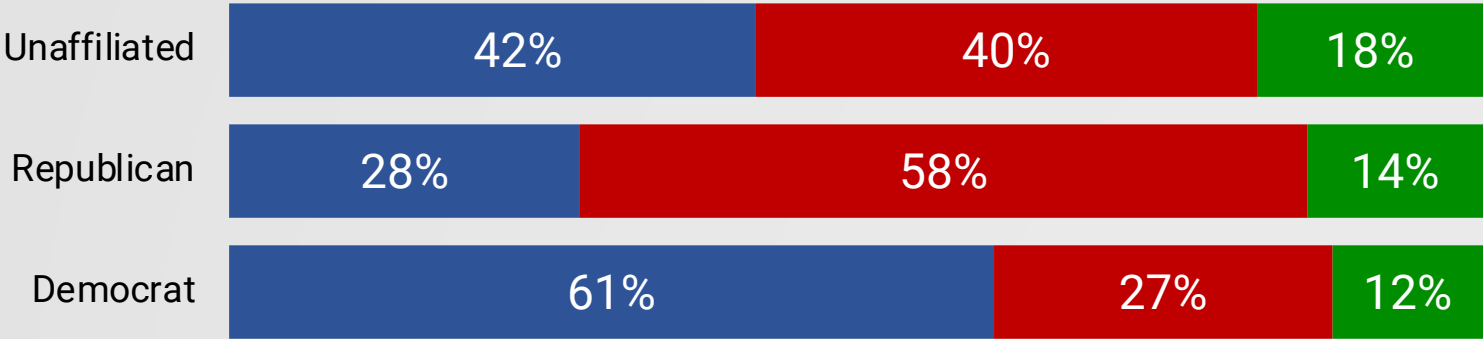
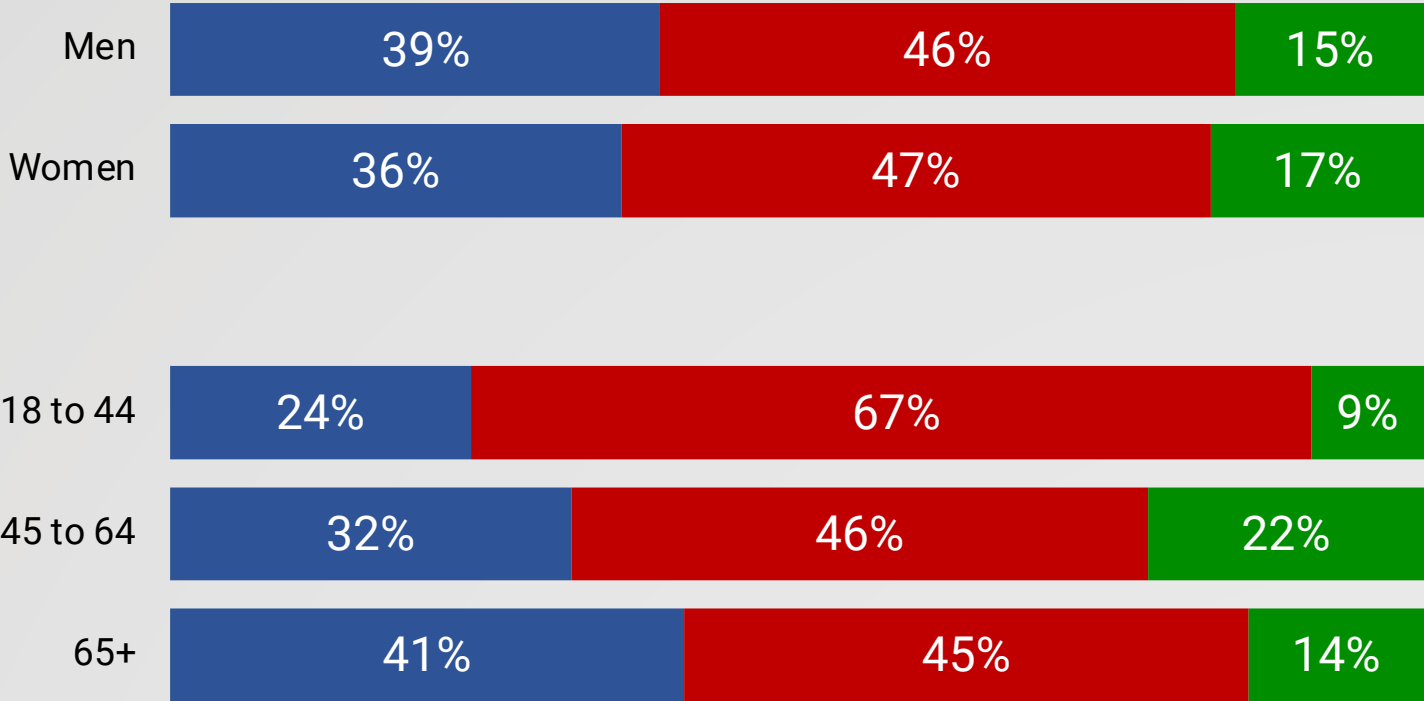
■ Yes ■ No ■ No Opinion

Do you agree or disagree with the following statement? *“The Town of Cedaredge is fiscally responsible and spends taxpayer money wisely.”*



- Agree
- Disagree
- No Opinion

Strongly Agree	8%
Somewhat Agree	30%
Strongly Disagree	19%
Somewhat Disagree	27%



■ Agree ■ Disagree ■ No Opinion

1% Sales Tax Uninformed Ballot Test



Before we proceed, it's important to know that the Town of Cedaredge has not decided whether to place a ballot measure related to services, projects, and programs before voters next April.

However, your participation in this survey and your honest responses will influence those decisions.

1% Sales Tax Uninformed Ballot Test



The Town of Cedaredge is considering the following ballot measure next April, which would generate additional revenue through a sales tax increase. Please read the ballot language and indicate if you would vote yes and approve it or vote no and reject it. The ballot measure reads as follows:

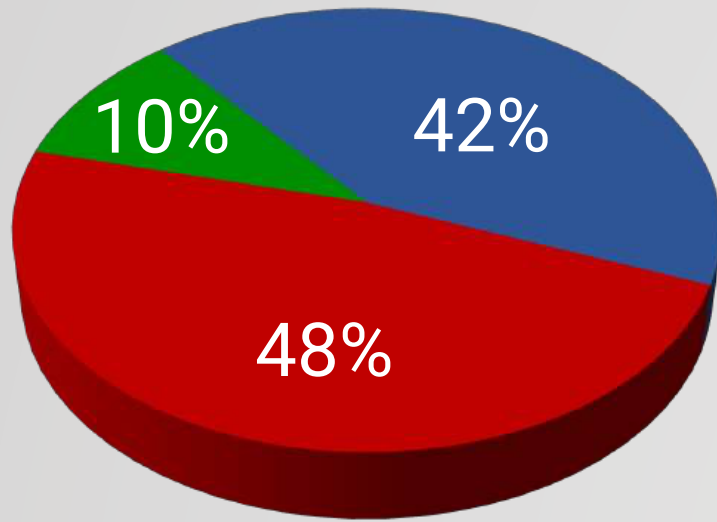
SHALL TOWN OF CEDAREGE TAXES BE INCREASED \$520,000 ANNUALLY IN THE FIRST FULL FISCAL YEAR, AND BY SUCH AMOUNTS AS ARE RAISED ANNUALLY THEREAFTER, BEGINNING JUNE 1, 2026, BY AN ADDITIONAL UNIFORM SALES TAX OF 1.0 PERCENT UPON EVERY TRANSACTION OR OTHER INCIDENT WITH RESPECT TO WHICH A SALES TAX IS LEVIED BY THE STATE THAT OCCURS WITHIN ANY AREA OF THE TOWN'S JURISDICTION; FOR THE PURPOSES OF PROVIDING:

- MAINTENANCE OF TOWN OWNED FACILITIES
- MAINTENANCE OF LOCAL STREETS AND SIDEWALKS
- THE PROVISION OF COMPETITIVE WAGES FOR TOWN EMPLOYEES
- FUNDS TO PROVIDE THE LOCAL MATCH FOR GRANT FUNDING

WITH ALL SPENDING OF SUCH REVENUES REPORTED IN THE TOWN'S ANNUAL INDEPENDENT AUDIT PUBLISHED ON THE TOWN WEBSITE AND REVIEWED BY AN EXTERNAL AUDITOR AS WELL AS THE AUDIT AND FINANCE COMMITTEE. AND SHALL ALL TOWN REVENUES BE COLLECTED, RETAINED, AND SPENT NOTWITHSTANDING ANY REVENUE LIMITS PROVIDED BY LAW?

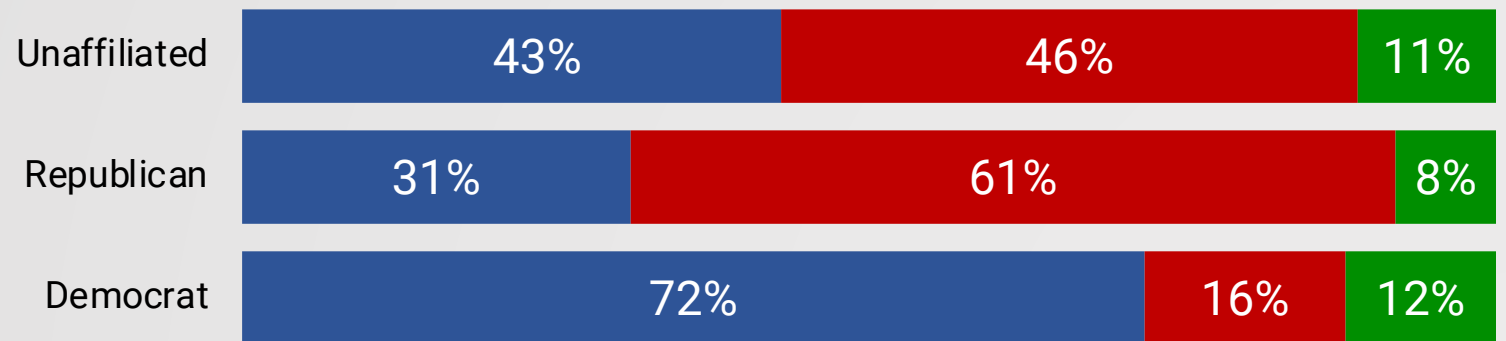
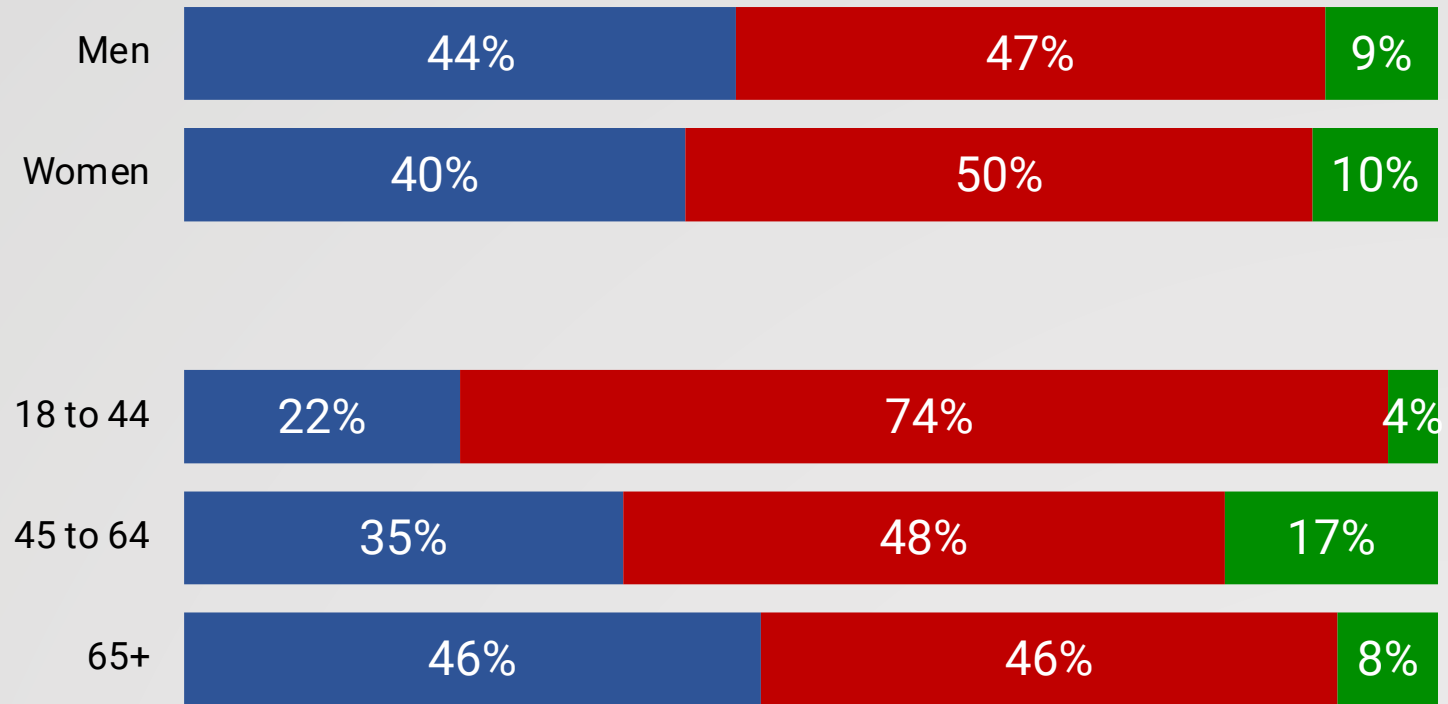
1% Sales Tax Uninformed Ballot Measure

Now that you've read the ballot language, if an election were held today, would you vote yes to approve it, or would you vote no to reject it?



■ Yes, Approve
■ No, Reject
■ Undecided

Definitely Yes	17%
Probably Yes	25%
Definitely No	30%
Probably No	18%



■ Yes, Approve ■ No, Reject ■ Undecided

Town of Cedaredge 1% Sales Tax Information Questions



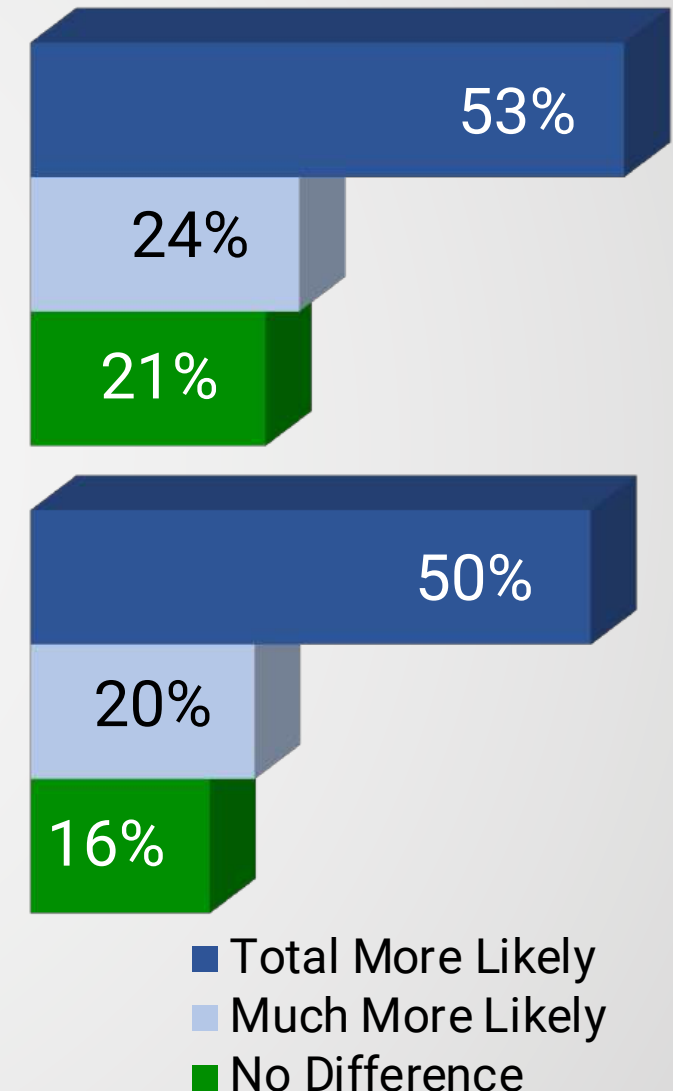
We will now share information about why the Town of Cedaredge is considering a ballot measure to continue to fund services, projects, and programs.

After reading the information, please indicate if you are more likely to vote yes and approve a ballot measure or if you are more likely to vote no and reject it. Let's get started:

Town of Cedaredge Ballot Measure - Information Questions

The proposed 1% sales tax increase would raise the Town's sales tax rate from 2% to 3%. Even with this increase, Cedaredge's rate would still be similar to nearby towns—Delta, Fruita, and Paonia are also at 3%, while Kersey and Ridgway are at 3.6%.

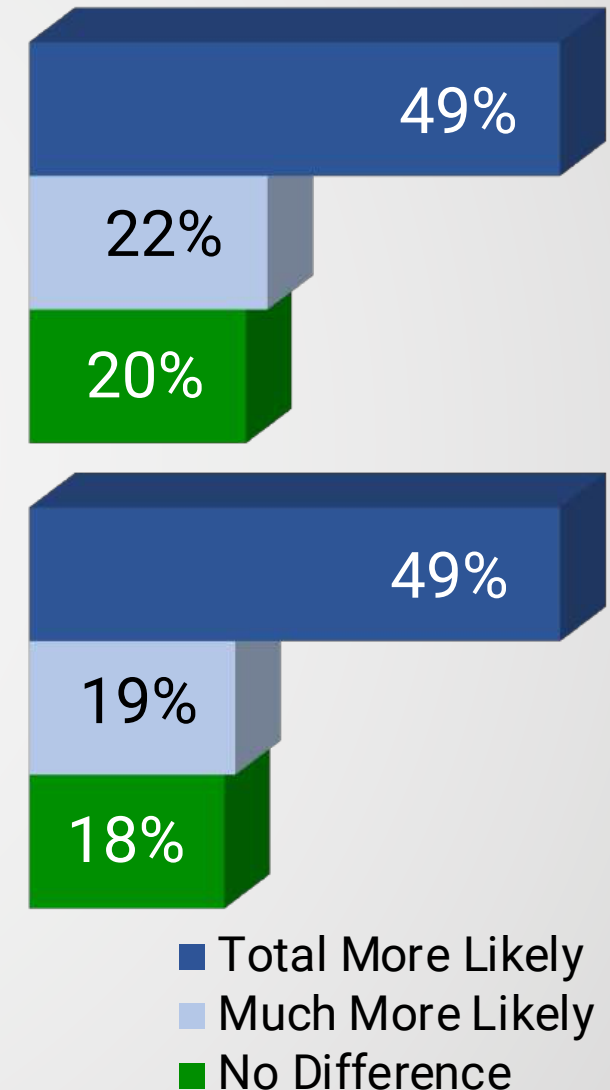
The Town of Cedaredge's General Fund pays for important services like police, public works, parks and recreation, the Town Clerk, and general government operations. Right now, the Town is spending more money than it brings in each year, and by the end of the year, it will need to dip into emergency savings beyond a safe level. This potential ballot measure would provide funding to continue these essential services.



Town of Cedaredge Ballot Measure - Information Questions

The Town of Cedaredge created a citizen commission, known as a General Fund Revenue Advisory Commission, to review the Town's General Fund. The group was asked to find any problems and recommend solutions. They found that by the end of the year, the General Fund will dip into reserves below safe levels, and cutting expenses would not be enough to close the gap. Because of this, the commission recommended raising the sales tax by at least 1%, which is why the Town Board is proposing this ballot measure.

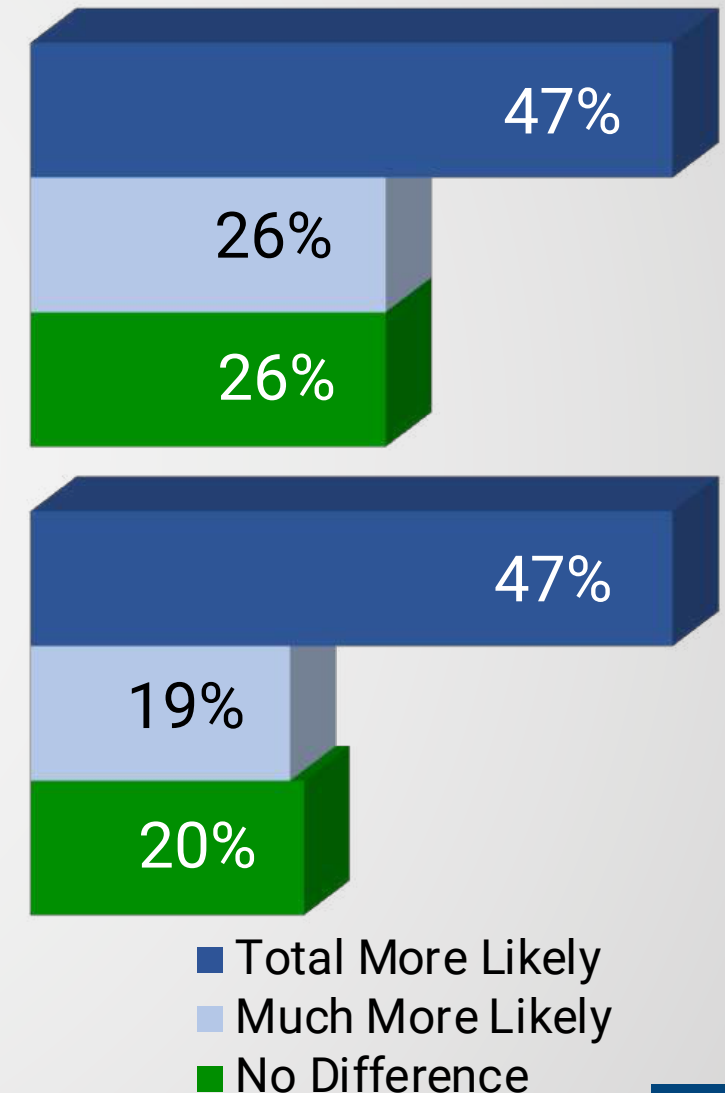
Town expenses have increased significantly in recent years. In just the past year, labor costs have gone up by 40%, and employee health insurance costs have risen by 39%.



Town of Cedaredge Ballot Measure - Information Questions

This ballot measure would not provide funding for the Cedaredge Golf Course.

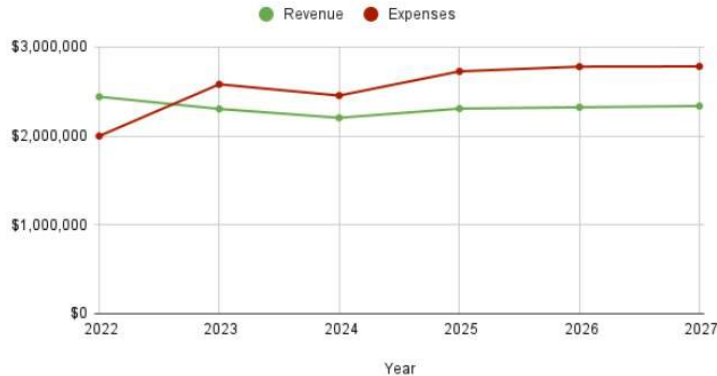
The Town is considering cutting services to help balance the budget. This could include reducing funding for parks and recreation and cutting administrative support. However, these cuts alone would not be enough. Without a tax increase, the Town may need to make additional cuts to other essential services.



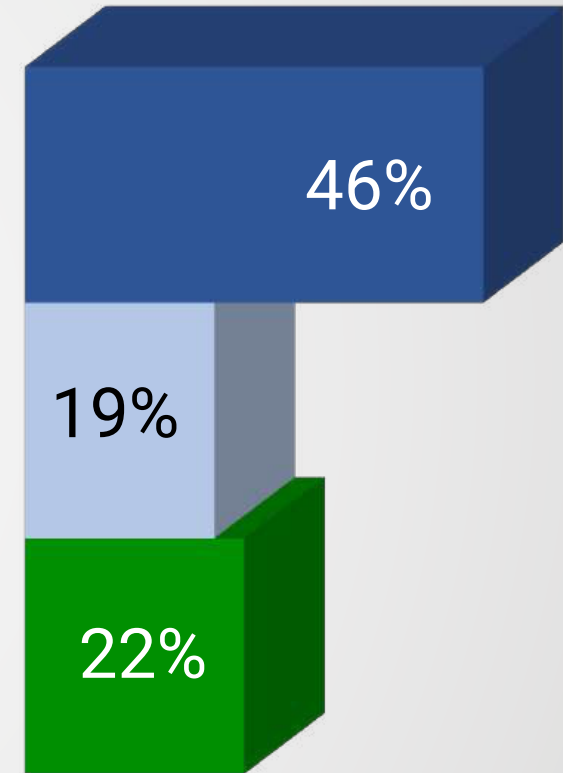
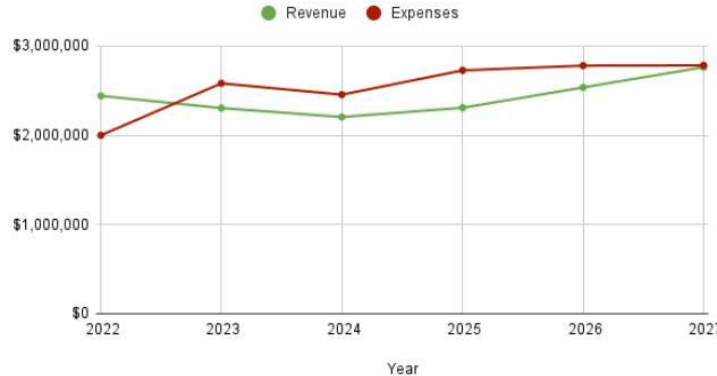
Town of Cedaredge Ballot Measure - Information Questions

As mentioned above, the Town's General Fund covers essential services, and the Town is spending more money than it brings in each year. Below are two graphs, the first shows what will happen if the ballot measure does not pass, the second shows how the 1% sales tax increase would balance the budget.

General Fund Financial Performance WITHOUT Sales Tax Increase



General Fund Financial Performance WITH 1% Sales Tax Increase



- Total More Likely
- Much More Likely
- No Difference

1% Sales Tax Informed Ballot Test



Thank you for learning why the Town of Cedaredge is considering a ballot measure and reading more information about how the funding would go towards maintaining services, projects, and programs. We now ask you to consider again the ballot language below.

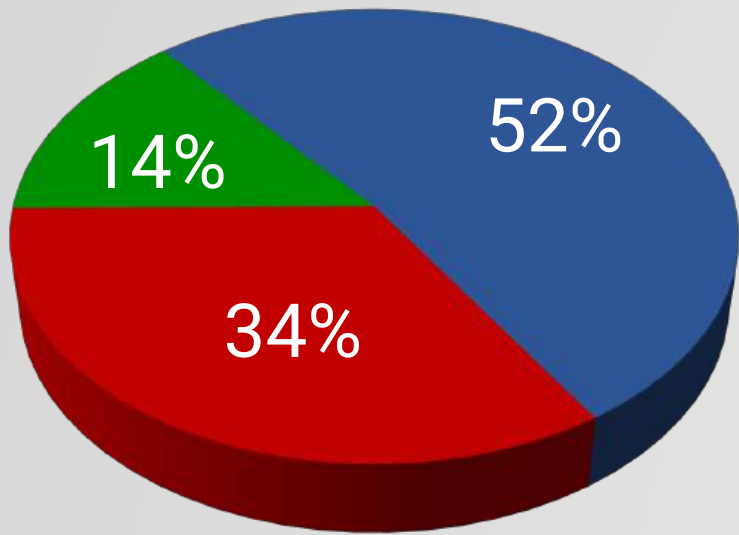
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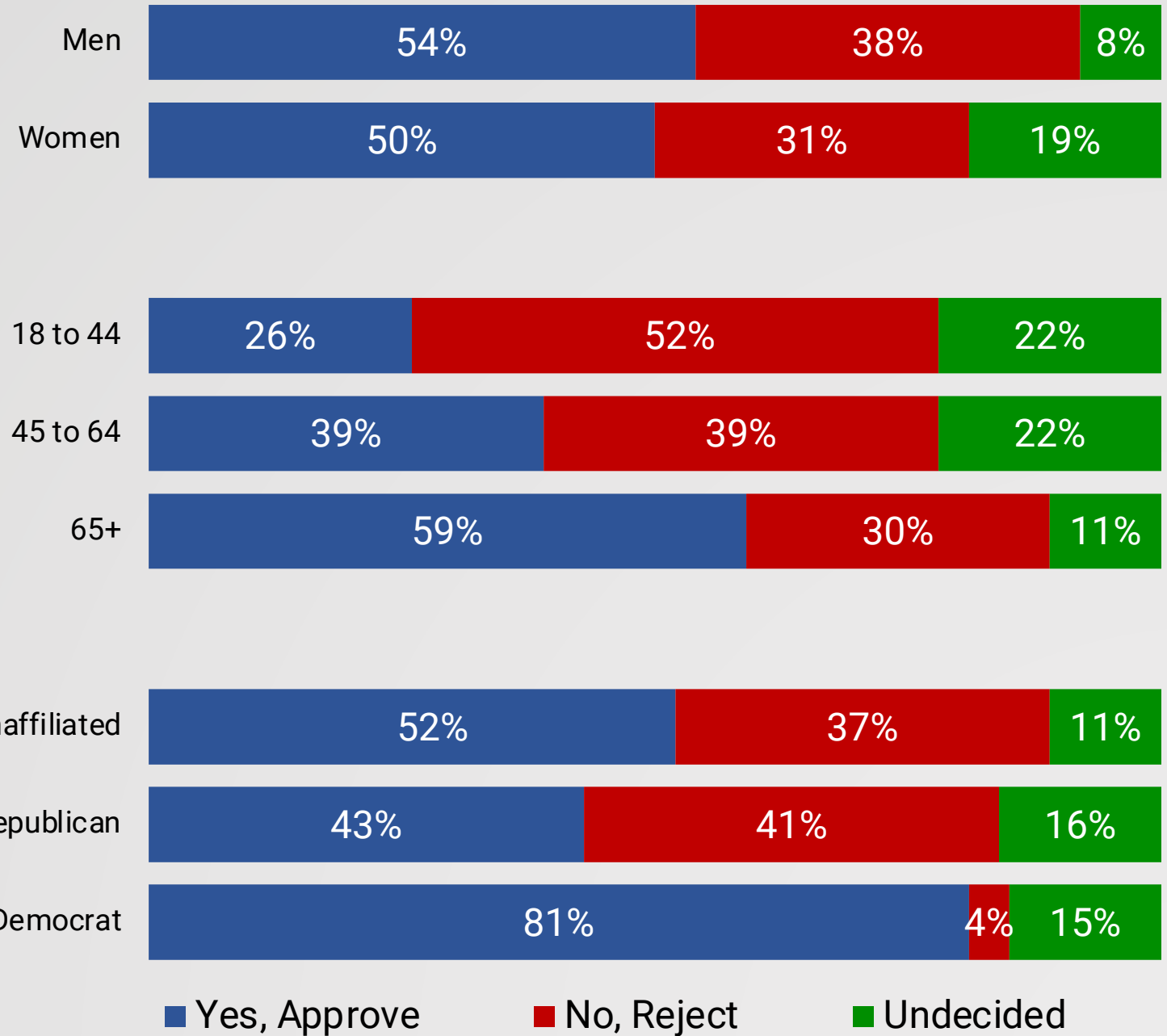
1% Sales Tax Informed Ballot Measure

Now that you've read the ballot language, if an election were held today, would you vote yes to approve it, or would you vote no to reject it?



■ Yes, Approve
■ No, Reject
■ Undecided

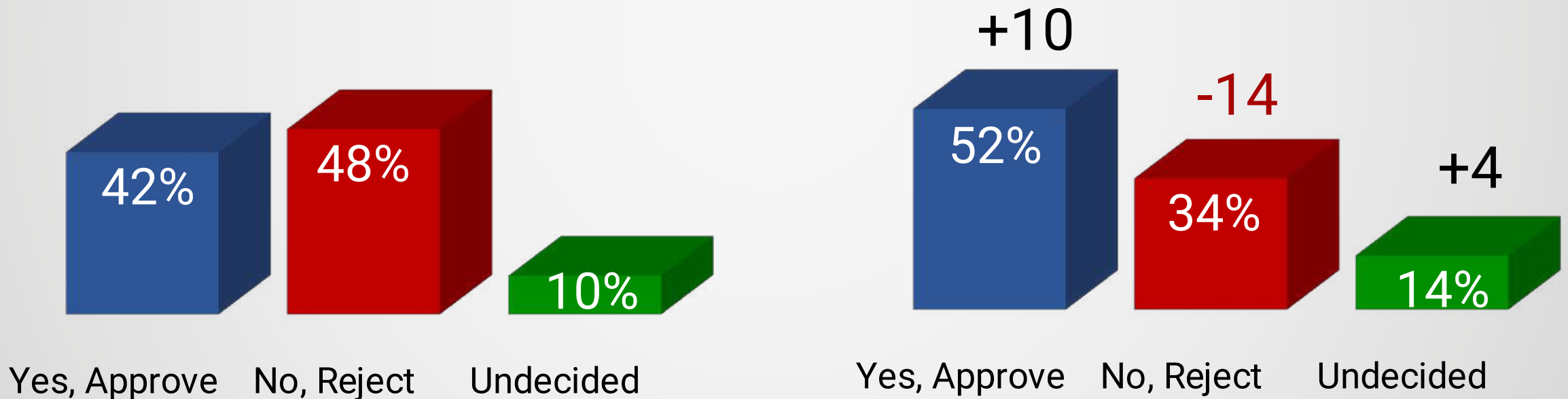
Definitely Yes	23%
Probably Yes	29%
Definitely No	21%
Probably No	13%



Town of Cedaredge Ballot Measure Comparison

Uninformed

Informed



Reasons Why 52% Would Approve a 1% Sales Tax

Please describe why you would vote yes and approve a sales tax increase to generate additional revenue to maintain services, projects, and programs.

Funding for Infrastructure and Basic Services: The most common reason for supporting the sales tax increase is the clear need to repair and maintain roads, sidewalks, water, and other core infrastructure. Many residents described deteriorating street conditions and aging infrastructure that can't be addressed without additional funding. Typical comments referenced potholes, resurfacing needs, and water system upgrades as urgent priorities.

Maintaining Services and Fiscal Responsibility: A large share of respondents said they would support a small tax increase to maintain essential town services, programs, and staff, noting that inflation and rising costs make it impossible to sustain current service levels without new revenue. They emphasized the need to avoid cuts, protect police and public works, and keep Cedaredge fiscally stable and well-run.

Small, Fair, and Community-Minded Tax: Many respondents described the 1% sales tax as modest and fair, especially because tourists and visitors would share in the cost rather than the entire burden falling on residents. Several also viewed it as an investment in the town's future or a civic responsibility to contribute to the community's upkeep.

Reasons Why 34% Would Reject a 1% Sales Tax

Please describe why you would vote no and reject a sales tax increase to generate additional revenue to maintain services, projects, and programs.

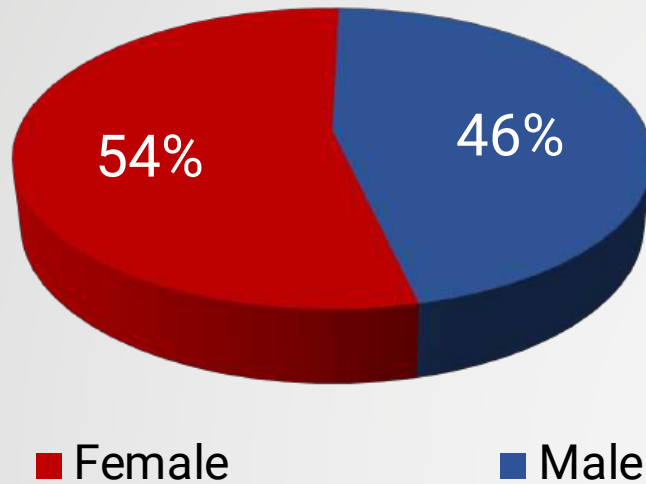
Lack of Trust and Fiscal Mismanagement: The most dominant theme centers on distrust in town leadership and spending practices. Many residents believe the Town of Cedaredge mismanages existing funds, fails to deliver promised improvements, or diverts money toward pet projects— especially the golf course. Respondents repeatedly stated they want accountability and transparency before approving any new revenue.

Tax Burden and Cost of Living Concerns: A large share of residents cited financial hardship as their main reason for opposing the increase. They feel the current tax rate is already too high, especially when combined with rising property taxes, water/sewer rates, and inflation. Seniors and fixed-income residents were especially vocal about affordability issues.

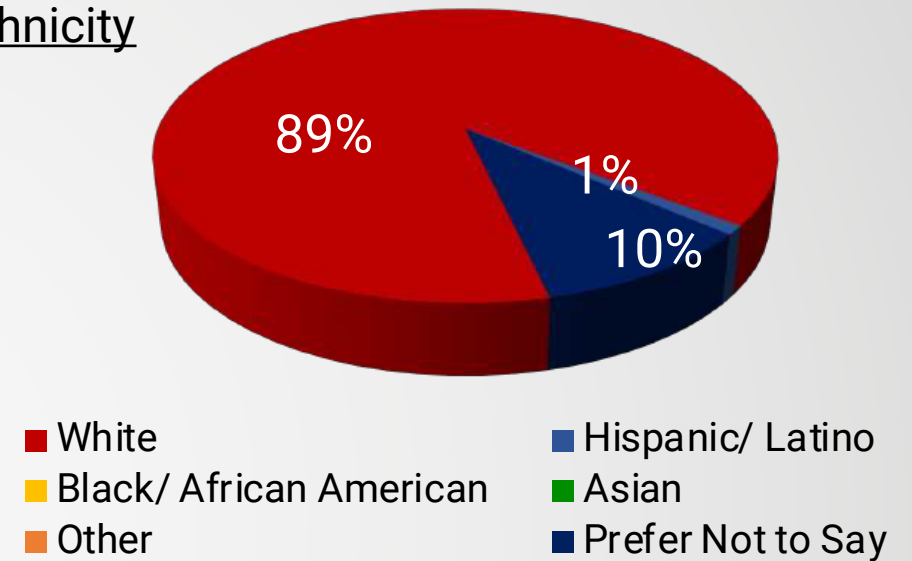
Cut Waste and Reprioritize Spending: Many respondents said the Town should reduce costs or find savings rather than increase taxes. Suggestions included trimming administrative staff, cutting golf course funding, selling underused buildings, and focusing on essentials like roads and public safety. Some also requested clearer budgeting and performance accountability.

Survey Demographics

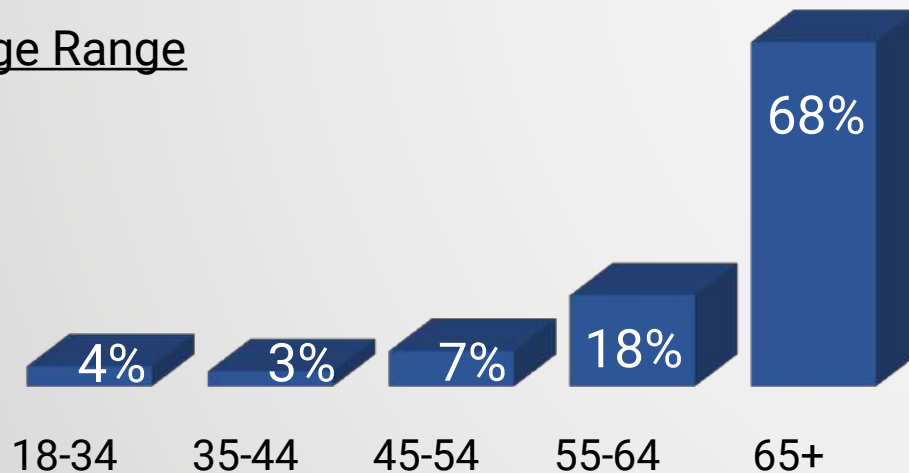
Gender



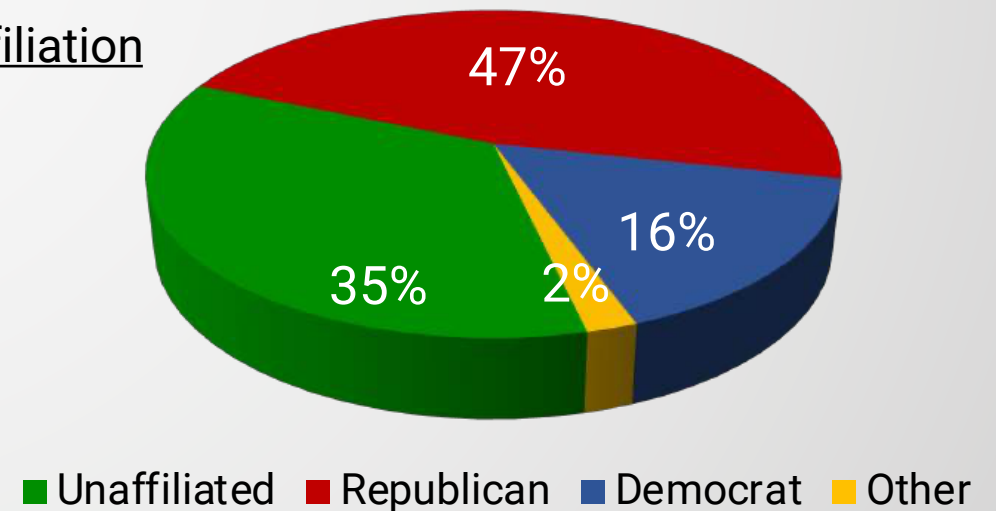
Race or Ethnicity



Age Range

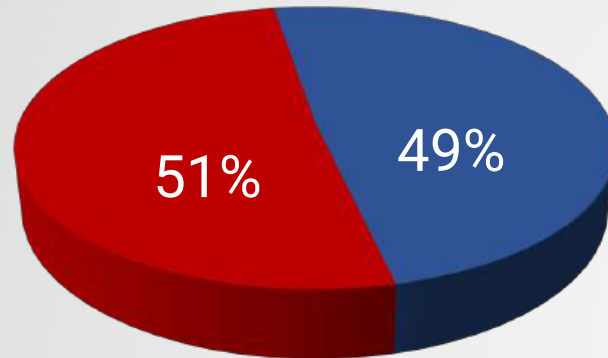


Party Affiliation



Survey Demographics

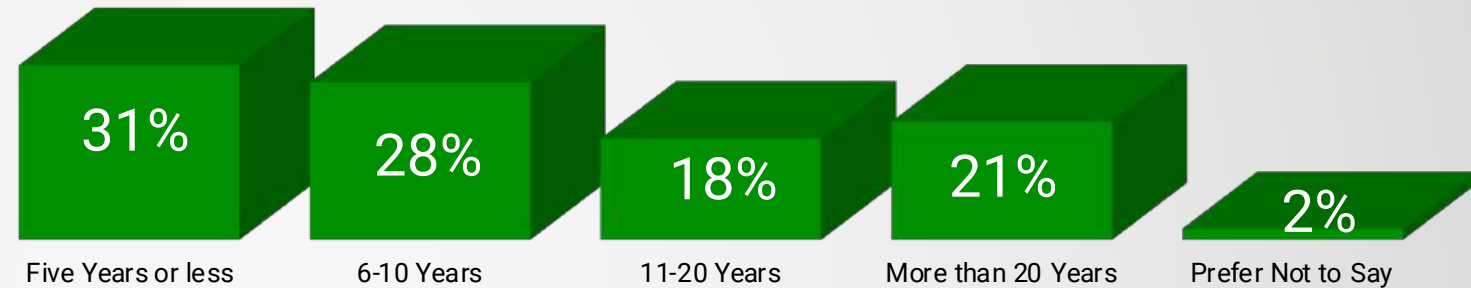
4-Year College Degree



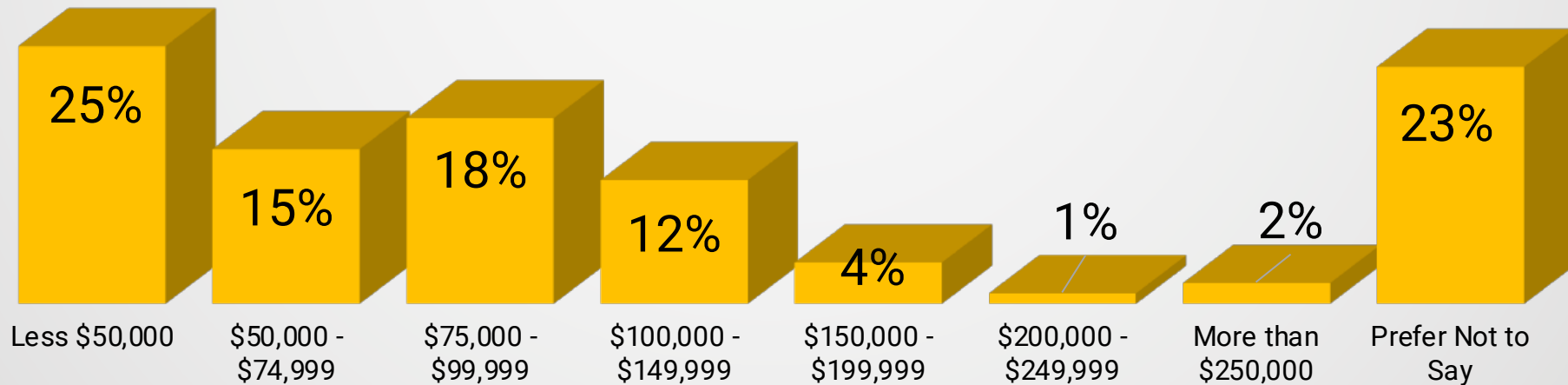
■ Yes

■ No

Lived in Town of Cedaredge



Income



Magellan Strategies

4800 Aspen Creek Drive

Broomfield, CO 80023

MagellanStrategies.com

(303) 861-8585

David Flaherty | Ryan Winger
Courtney Sievers



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