








South Placer Fire District Funding Measure Survey

A Survey of 417 Likely November 2026 Voters



OPINION
RESEARCH
& STRATEGY

Survey Methodology

Dates	January 10-18, 2026
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2026 Voters in the South Placer Fire District
Total Interviews	417
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	2024

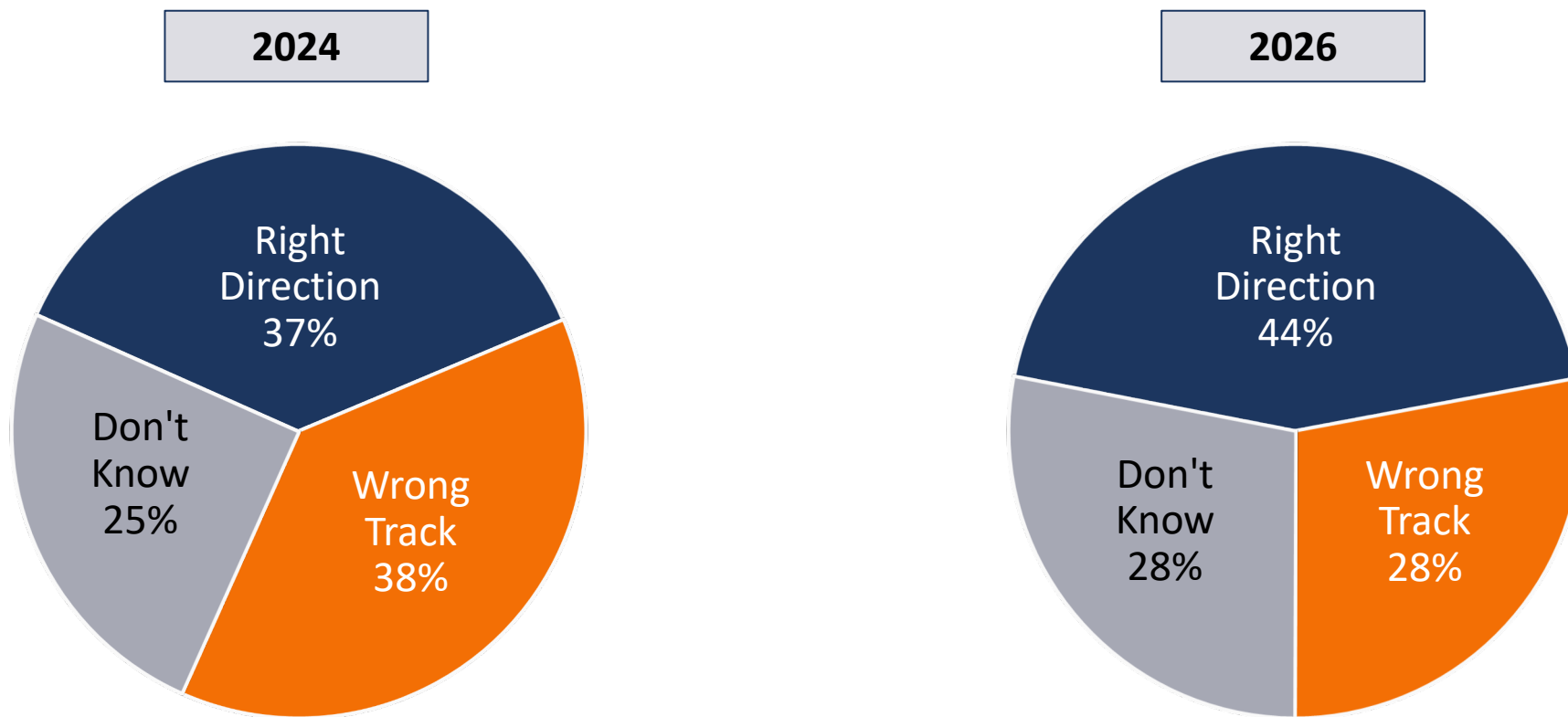
(Note: Not All Results Will Sum to 100% Due to Rounding)



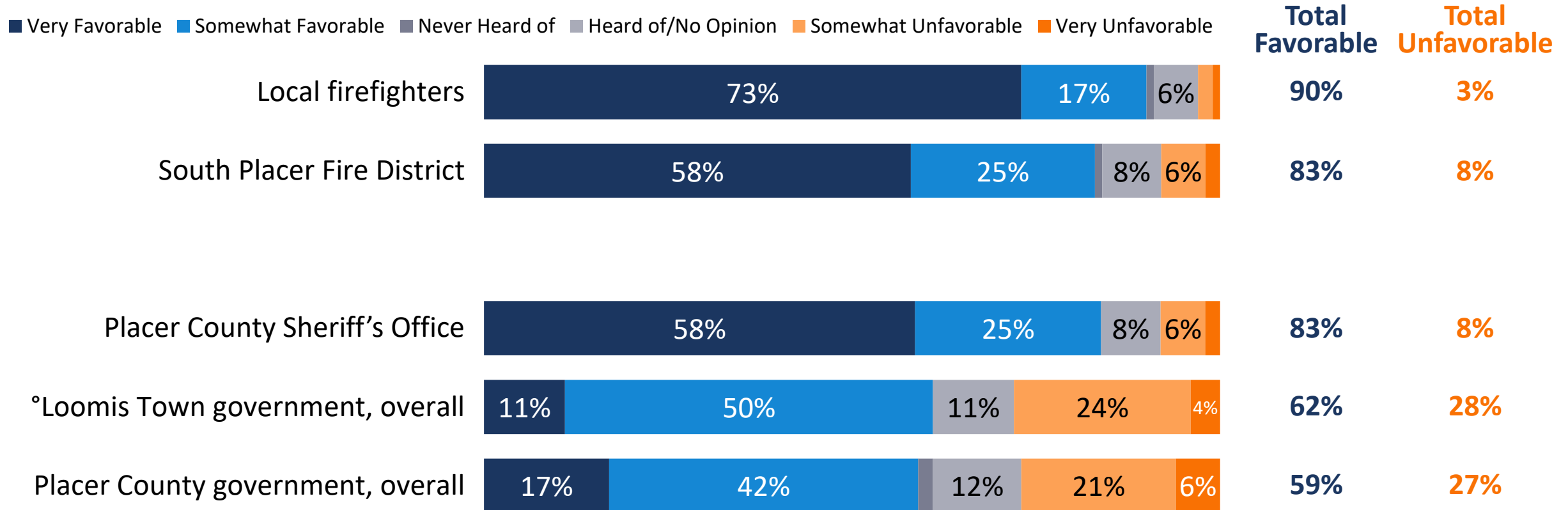
Perceptions of the District

Voters are somewhat more optimistic about the direction of the community than voters were in 2024.

First, would you say things in your community are headed in the right direction, or do you feel they are off on the wrong track?



Voters have highly positive views of firefighters, the Fire District overall, and the Sheriff's Office.

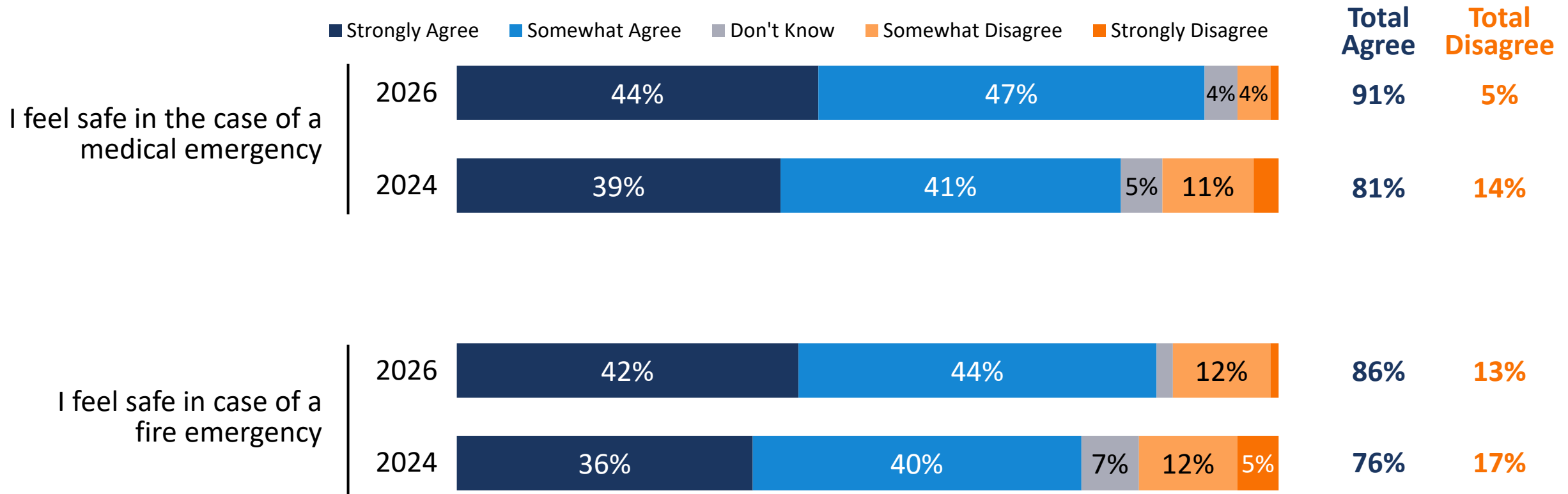


Views of the District have grown more positive since 2024.

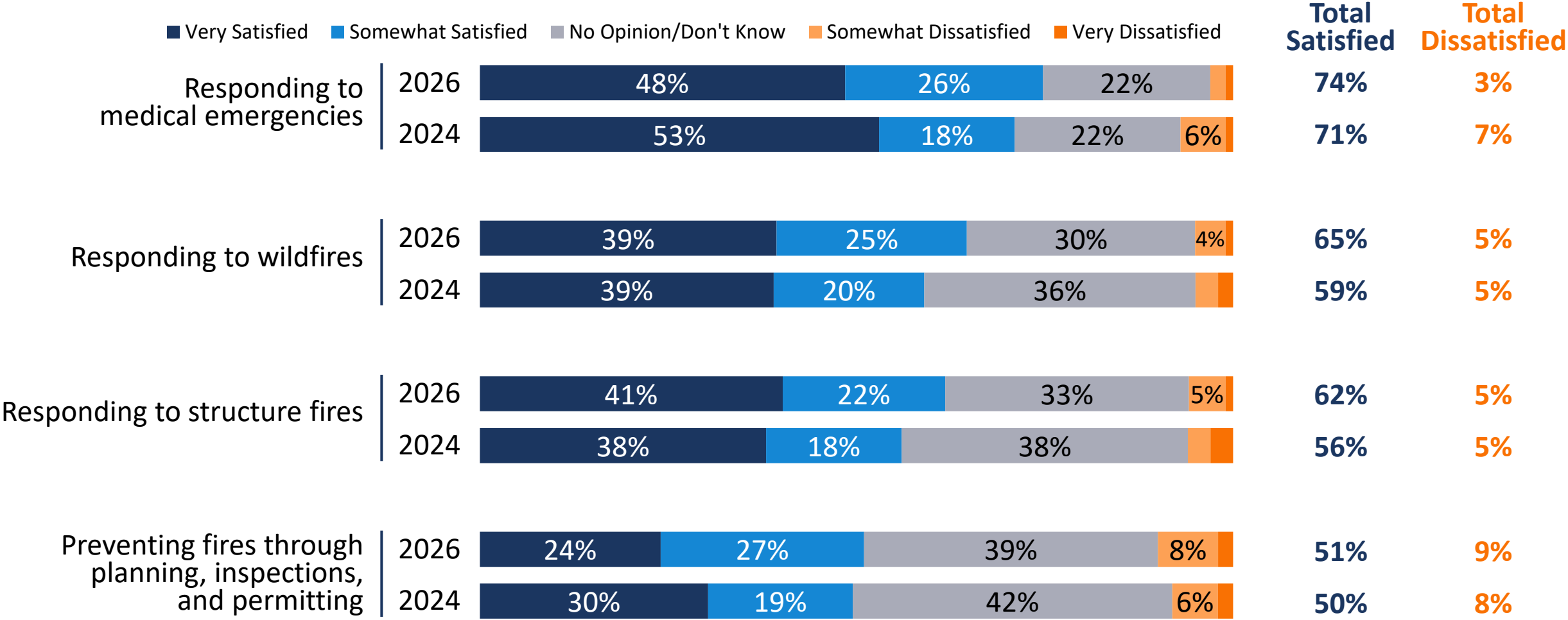
Person/Organization	Total Favorable		
	2024	2026	Difference (2024-2026)
South Placer Fire District	71%	83%	+12%
°Loomis Town government, overall	52%	62%	+10%
Local firefighters	85%	90%	+5%
Placer County Sheriff's Office	78%	83%	+5%
Placer County government, overall	62%	59%	-3%

Voters overwhelmingly feel safe in cases of medical and fire emergencies – feelings that have increased since 2024.

First, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about the South Placer Fire District and your local fire and emergency response services.



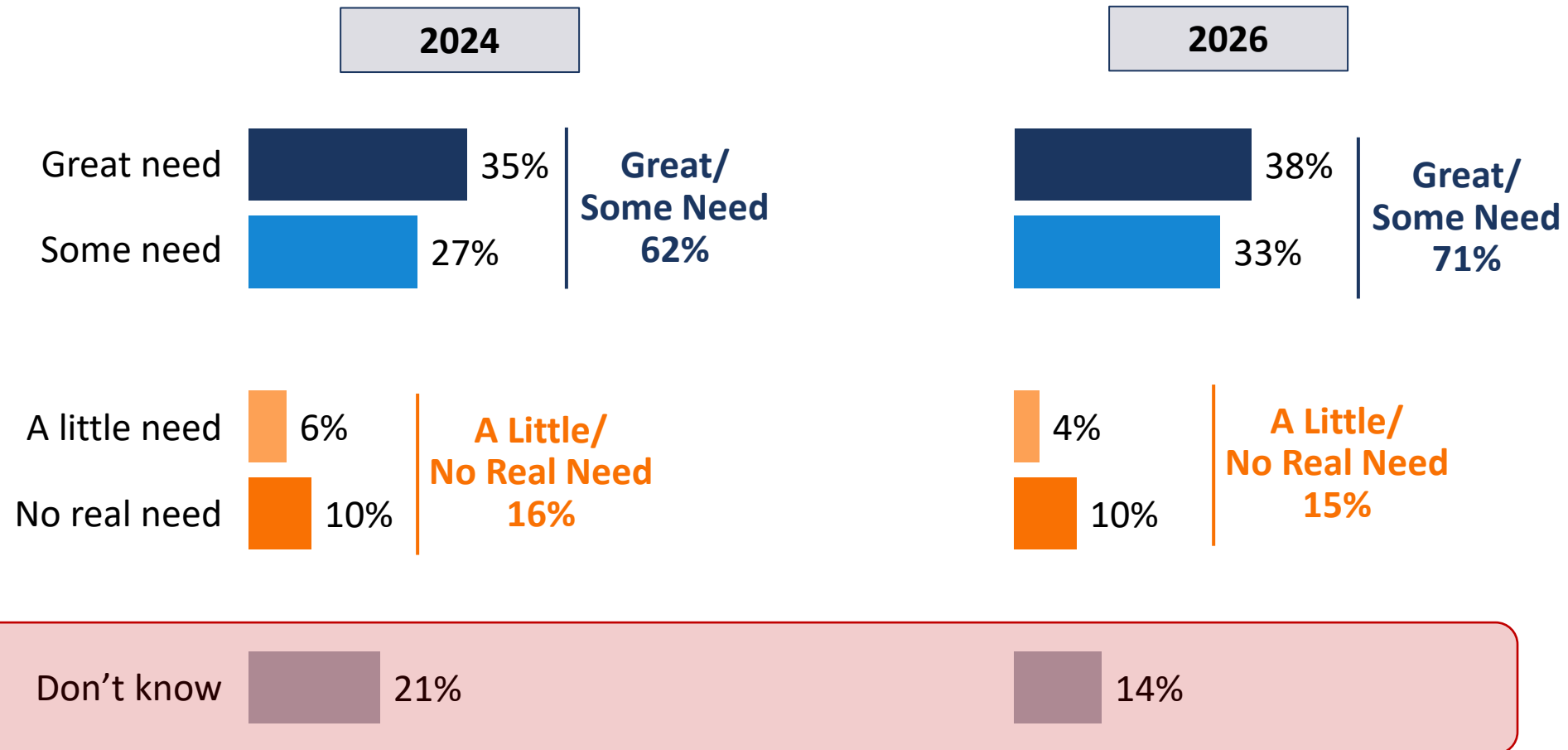
Voters are broadly satisfied with a variety of services provided by the District.



Q8. Next, please consider the following list of services provided by the South Placer Fire District. For each one, please indicate how satisfied you are with the job they are doing providing that service: either very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

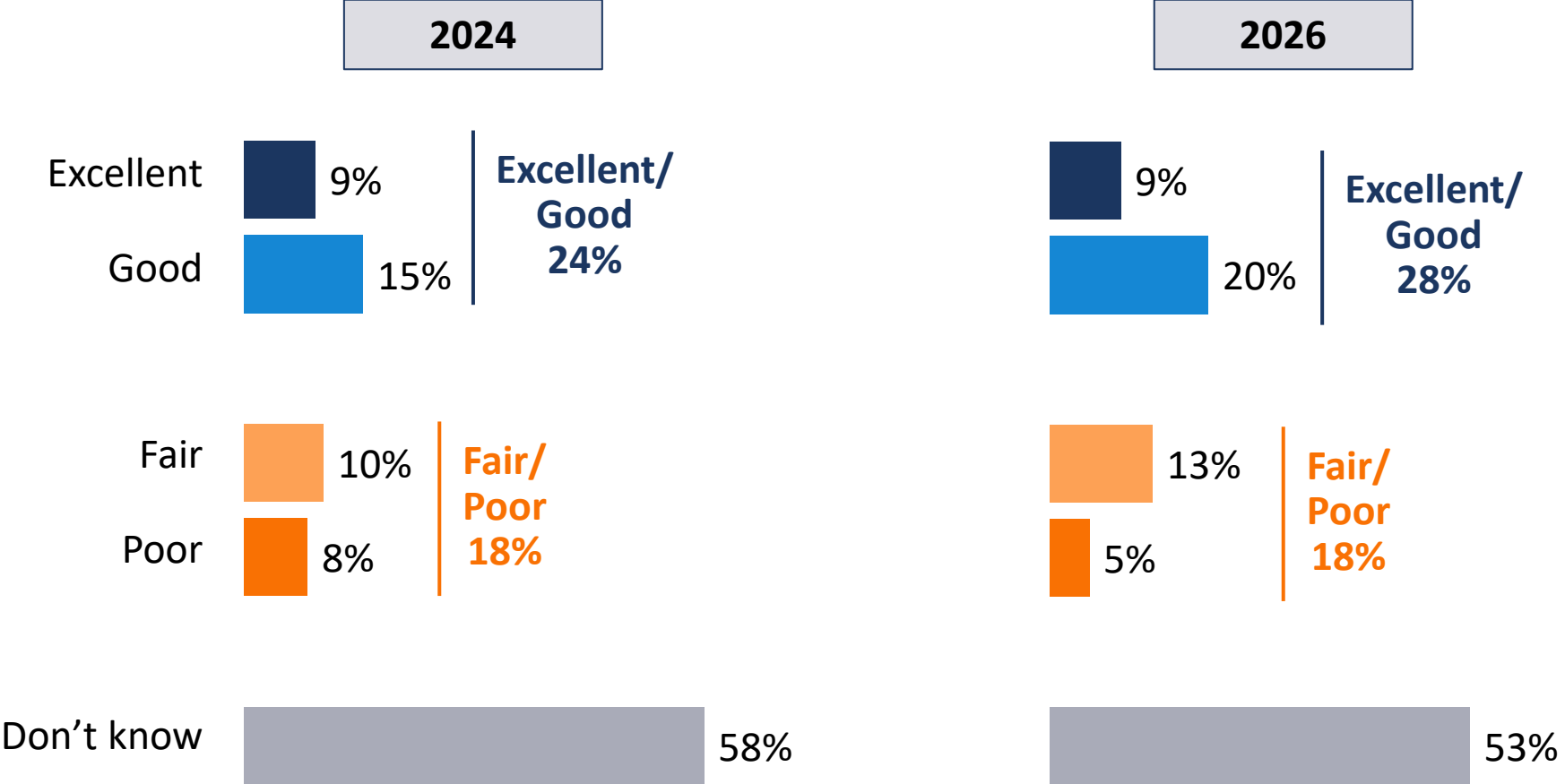
Seven in ten see that the District has a need for funding – an even greater share than in 2024.

Next, in your personal opinion, would you say that the South Placer Fire District has a great need, some need, a little need, or no real need for additional funding?



Among those familiar with the District's finances, a majority believe the District is doing an excellent or good job managing it.

And, would you rate the job the South Placer Fire District is doing managing its finances as excellent, good, fair, or poor?



53% rate the District's financial management as "excellent" or "good" once "Don't Know" respondents are removed.



Initial Reactions to a Potential Funding Measure

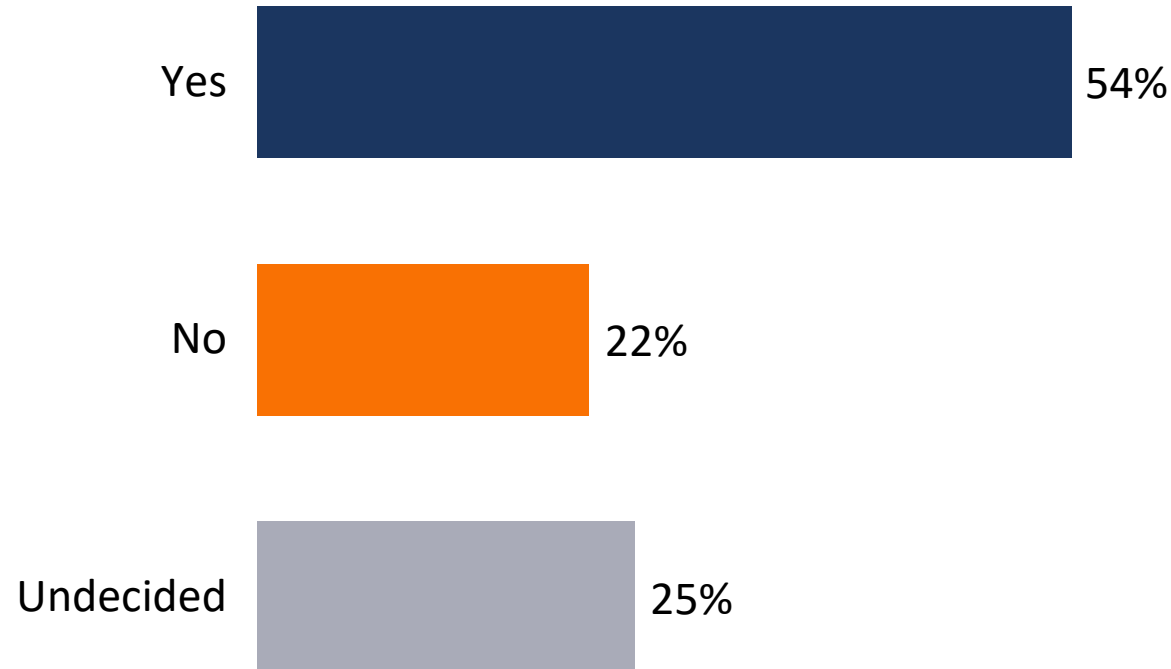
Hypothetical Ballot Language

(Special-purpose Measure; Two-thirds Vote Threshold)

South Placer Fire Protection District, Fire and Emergency Medical Response Measure. To reopen closed fire stations; improve response times/firefighting capabilities; and attract/retain experienced firefighters/ paramedics, shall South Placer Fire Protection District's measure repealing two parcel taxes, instructing their Board to repeal an assessment, and establishing a single, uniform \$375 annual parcel tax on single-family parcels, and other parcels as specified, generating approximately \$2,500,000 annually until ended by voters, with low-income senior exemptions, disclosure, audits, and citizen oversight, be adopted?

With just the ballot measure language, respondents were asked how they would vote and follow-up questions were used to capture their intensity.

Do you think you would vote yes or no on this measure?



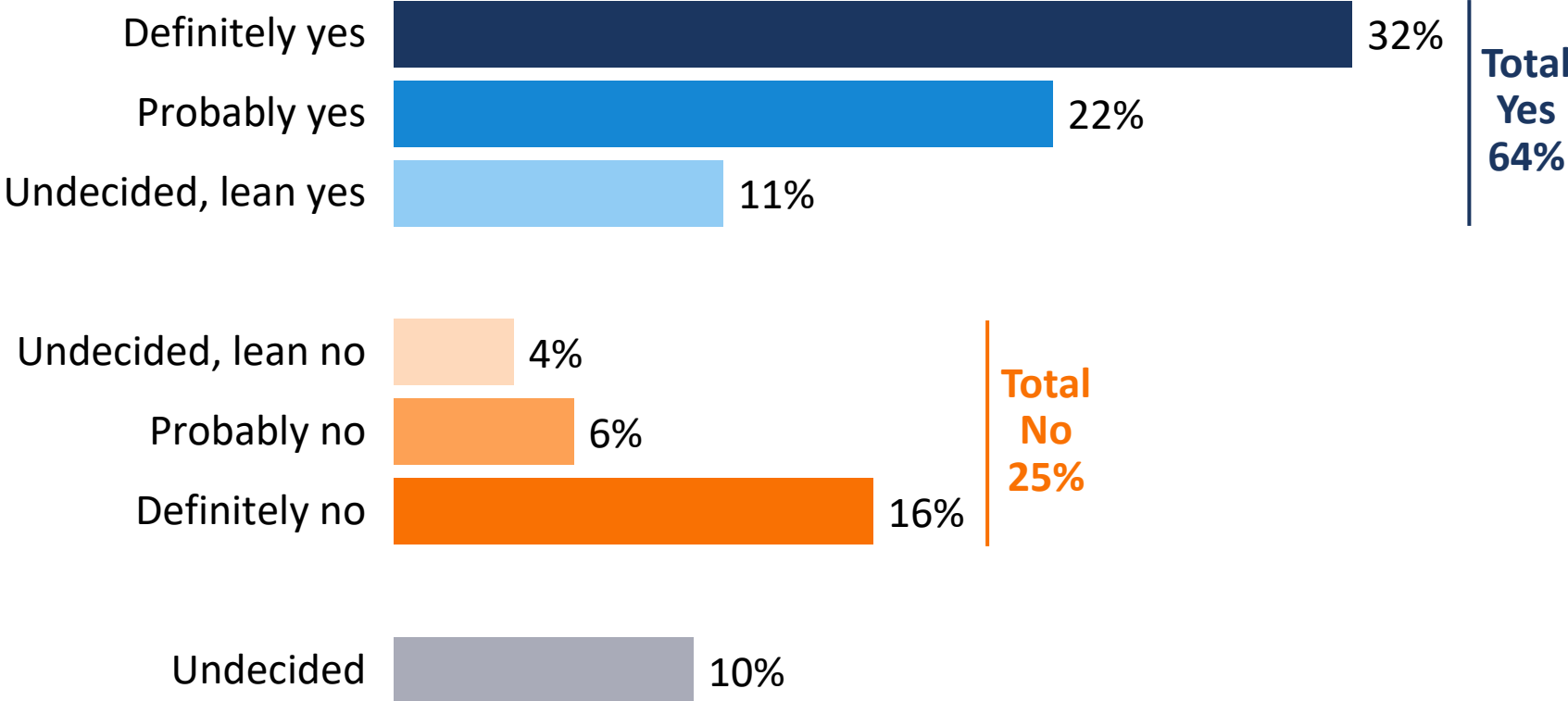
Follow-up question...

Is that definitely or just probably yes?

Is that definitely or just probably no?

Do you lean toward voting yes or no?

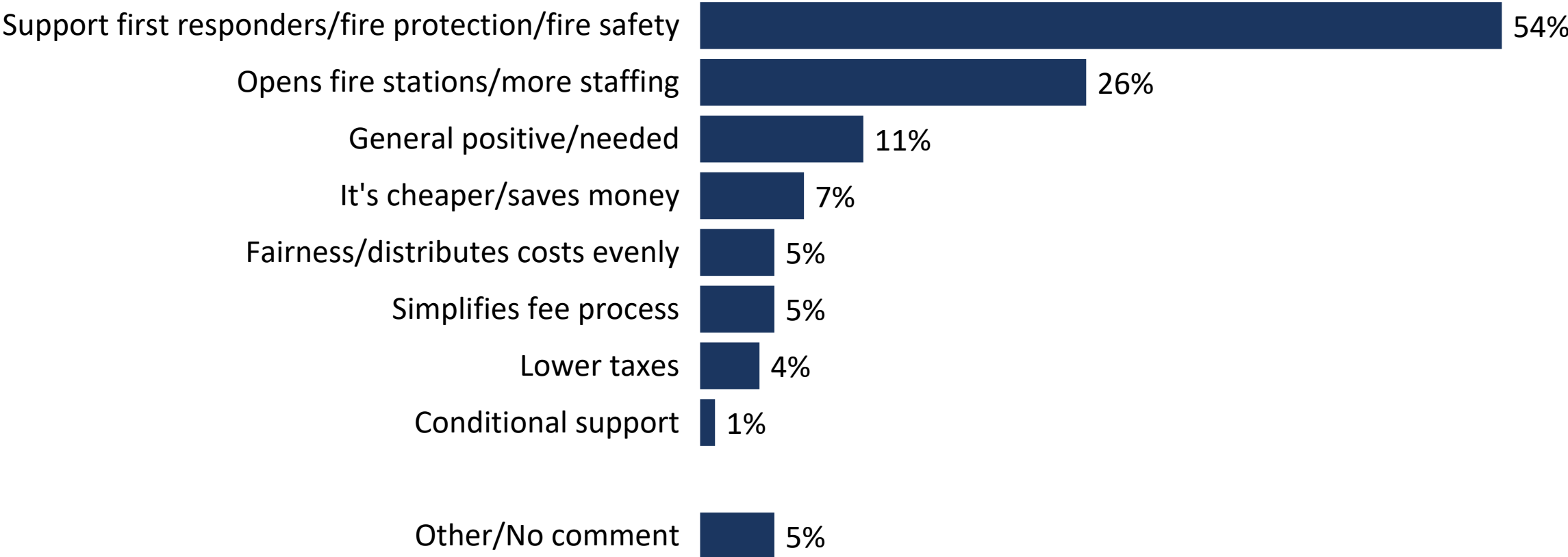
Based on ballot language alone, support for the measure comes in at just under the two-thirds threshold.



Supporters say they want to support ongoing efforts for fire protection and safety.

In a few words of your own, why would you vote YES on this measure?

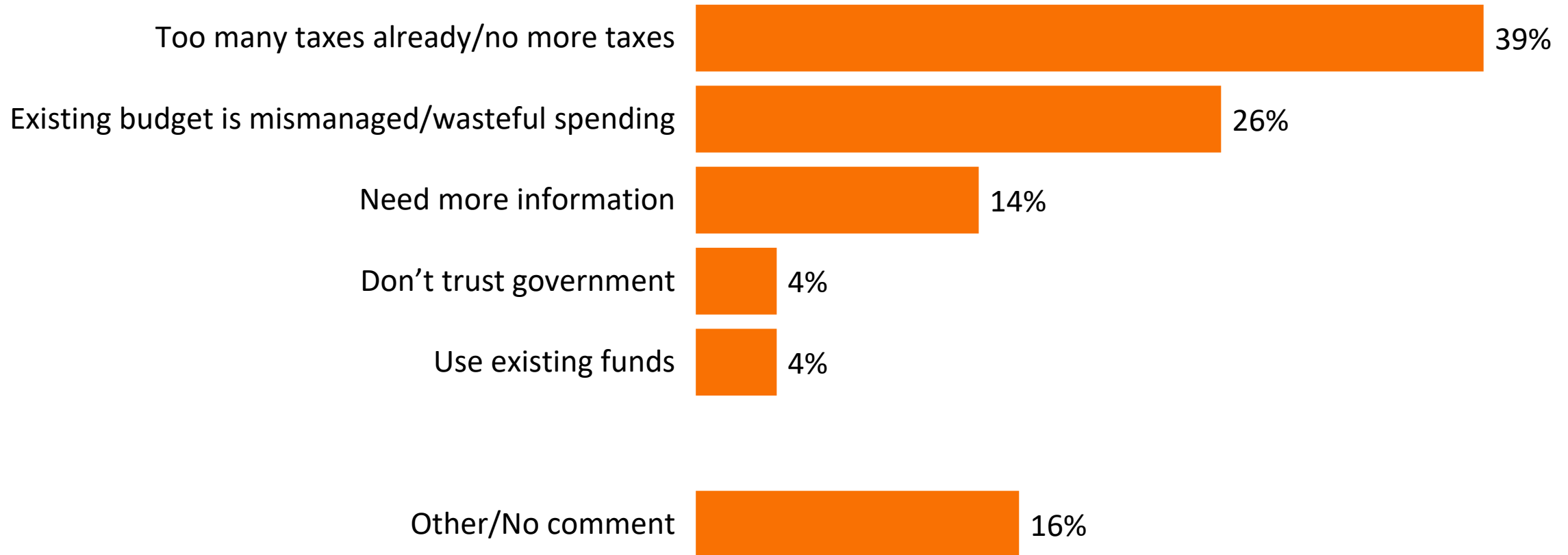
(Open-ended; Asked of Yes Voters Only, n=134)



Opponents of the measure say they don't want more taxes.

*In a few words of your own, why would you vote **NO** on this measure?*

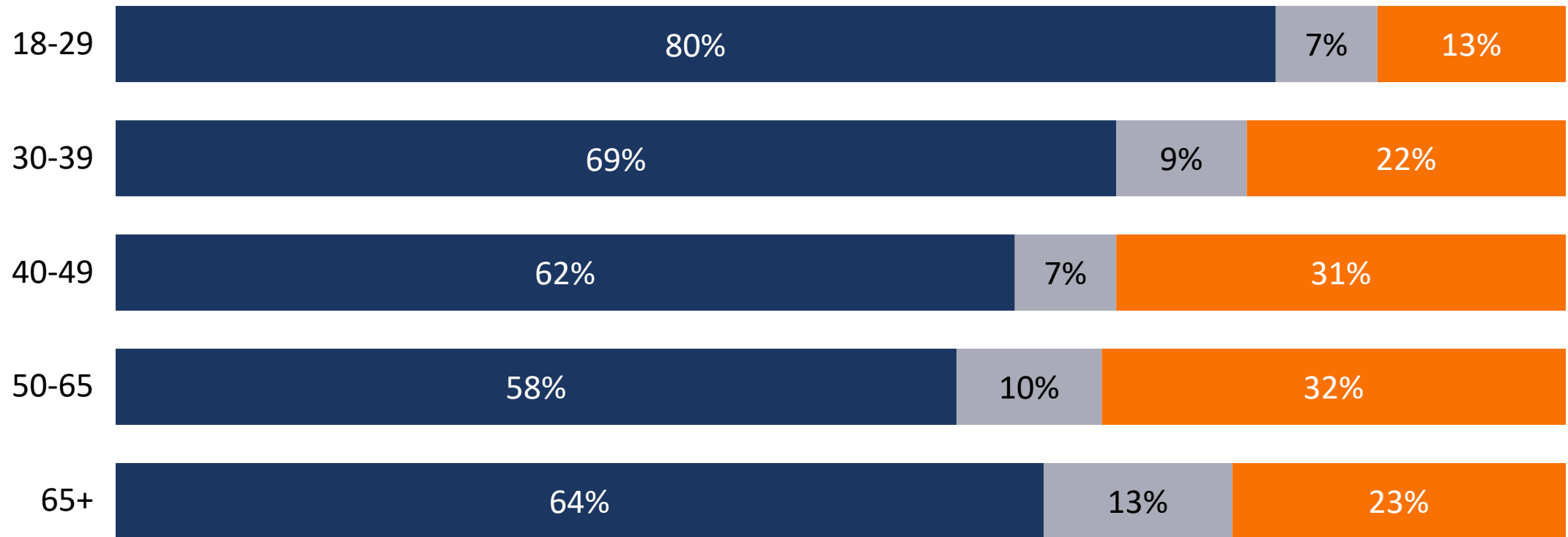
(Open-ended; Asked of No Voters Only, n=49)



Support is broadest among voters under 40.

Initial Vote by Age

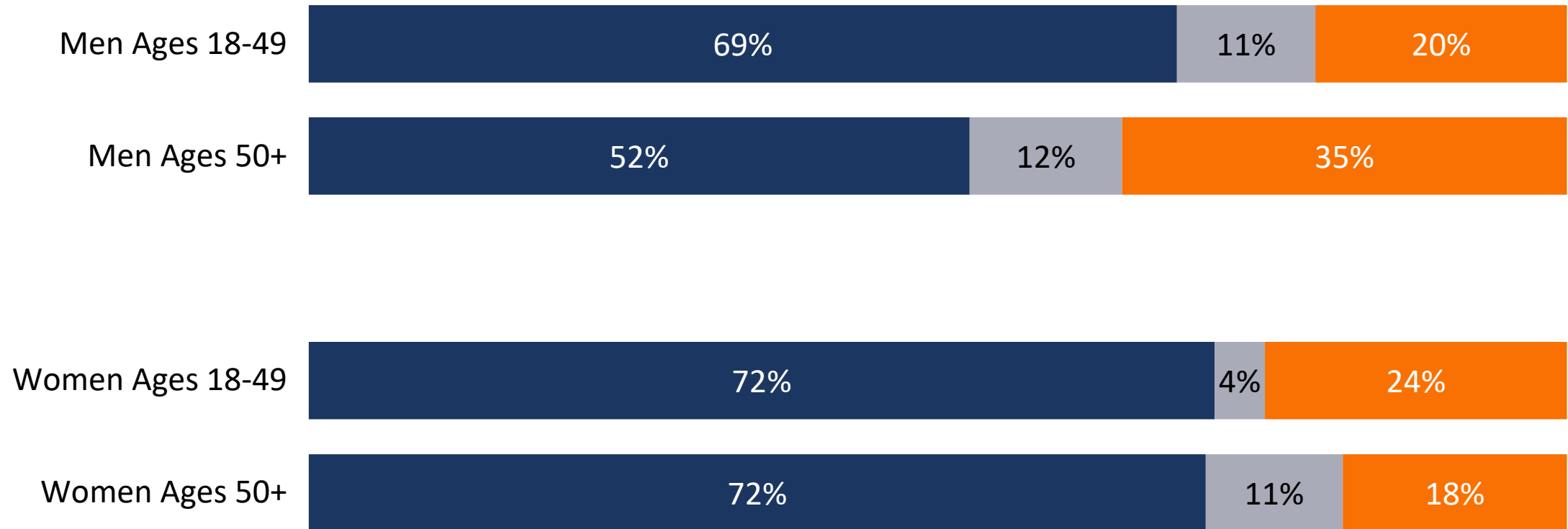
■ Total Yes ■ Undecided ■ Total No



Support is noticeably lower among men 50 and older compared to younger men and women overall.

Initial Vote by Gender by Age

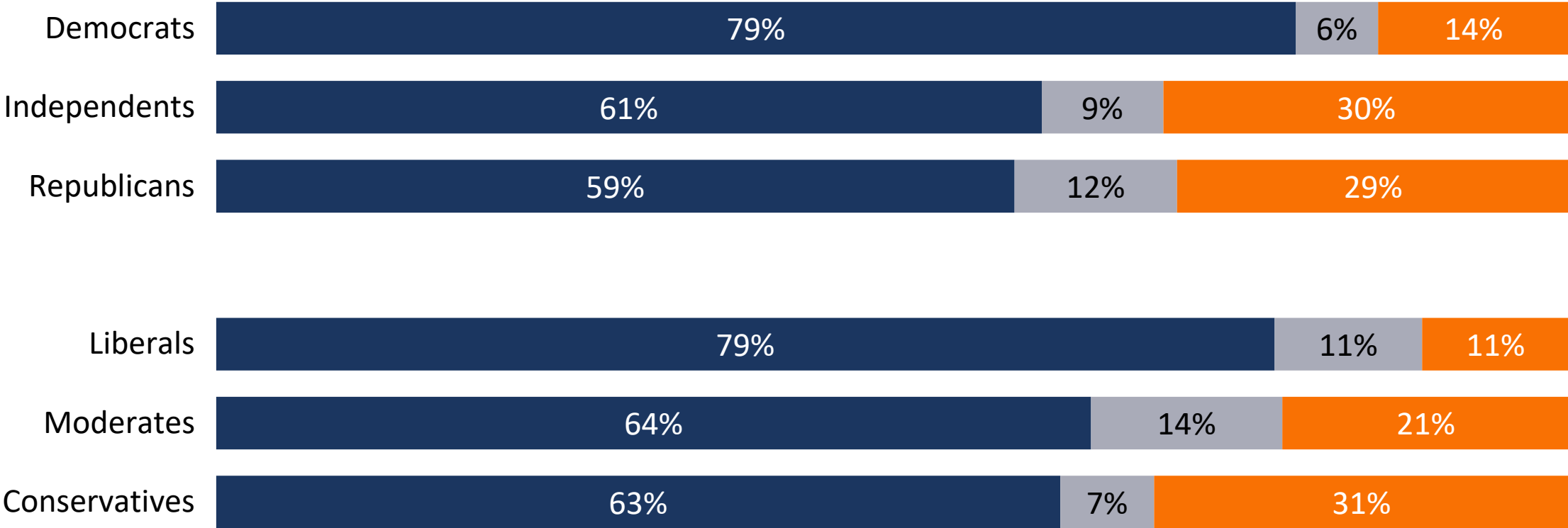
■ Total Yes ■ Undecided ■ Total No



The measure has broad support across party and ideological lines.

Initial Vote by Party & Ideology

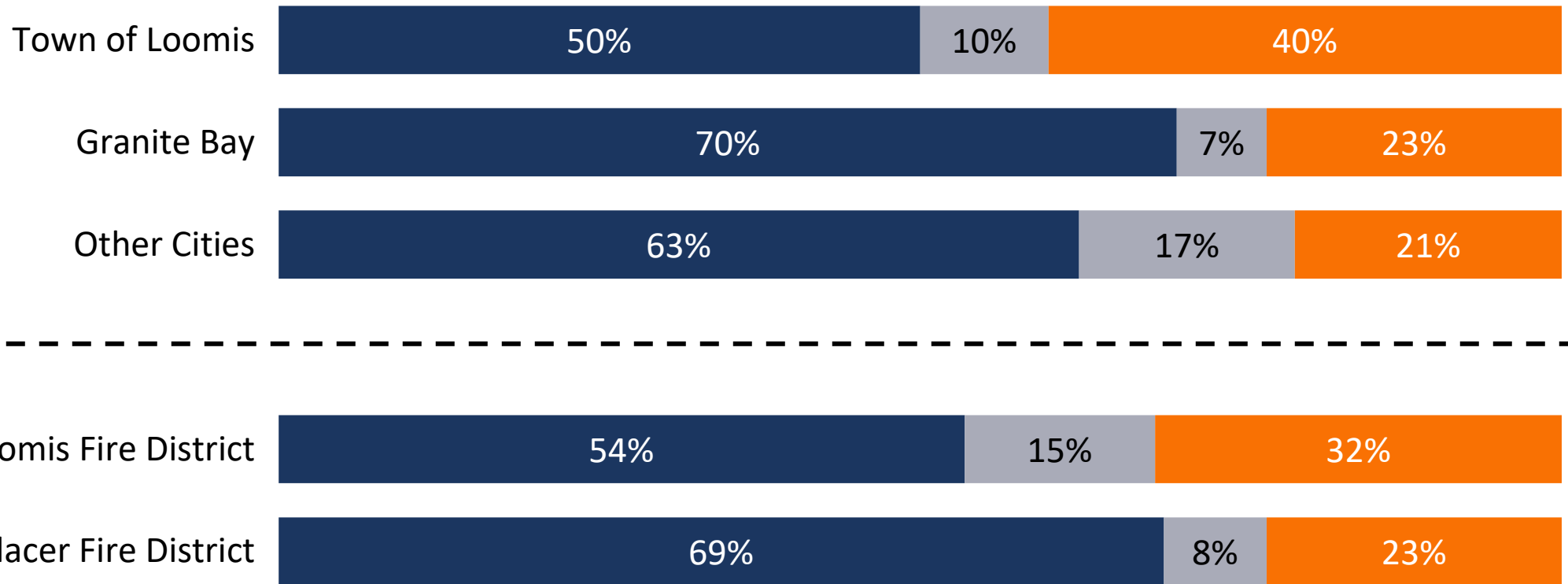
■ Total Yes ■ Undecided ■ Total No



Support is mixed in Loomis and the old Loomis Fire District.

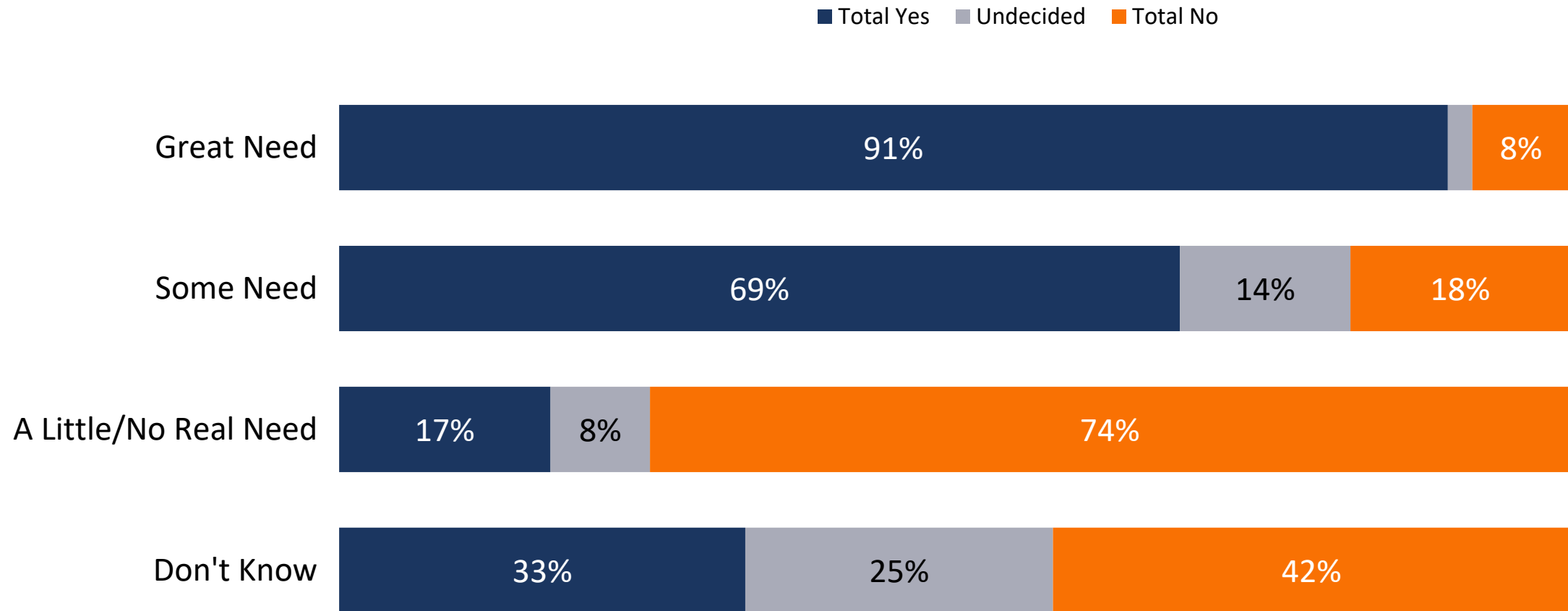
Initial Vote by City/USPS Residential City & Old Fire District/Area

■ Total Yes ■ Undecided ■ Total No



Those who see a funding need are likely to vote yes.

Initial Vote by Funding Need



Measure Explanation

Currently, there are three different taxes and assessments providing dedicated funding for the South Placer Fire District. There are two in the Loomis area and one in the Granite Bay area.

For residential properties in the Loomis area, there is an existing parcel tax of \$130 per year and a benefit assessment of \$276 per year, totaling approximately \$406 per year.

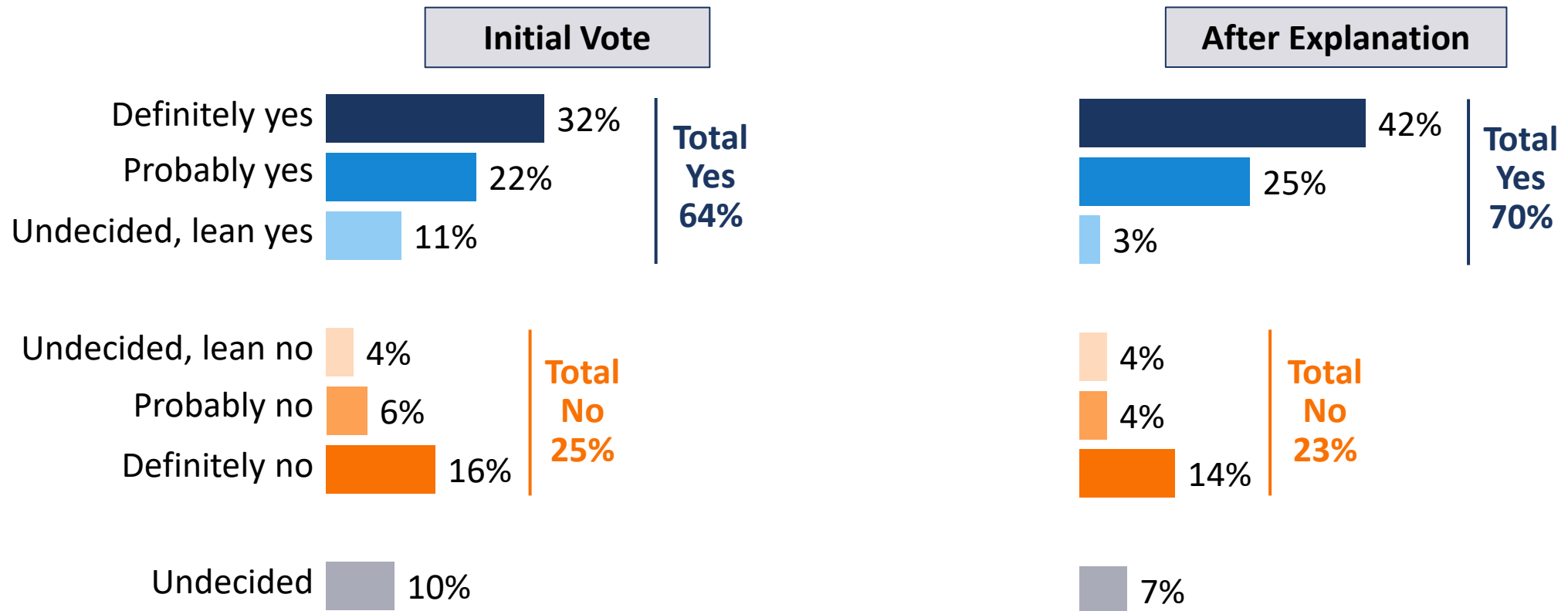
For residential properties in the Granite Bay area, there is an existing parcel tax of \$70 per year.

Additionally, the District has been forced to close or partially close two stations in the Granite Bay area due to funding shortfalls.

This measure would do the following three things:

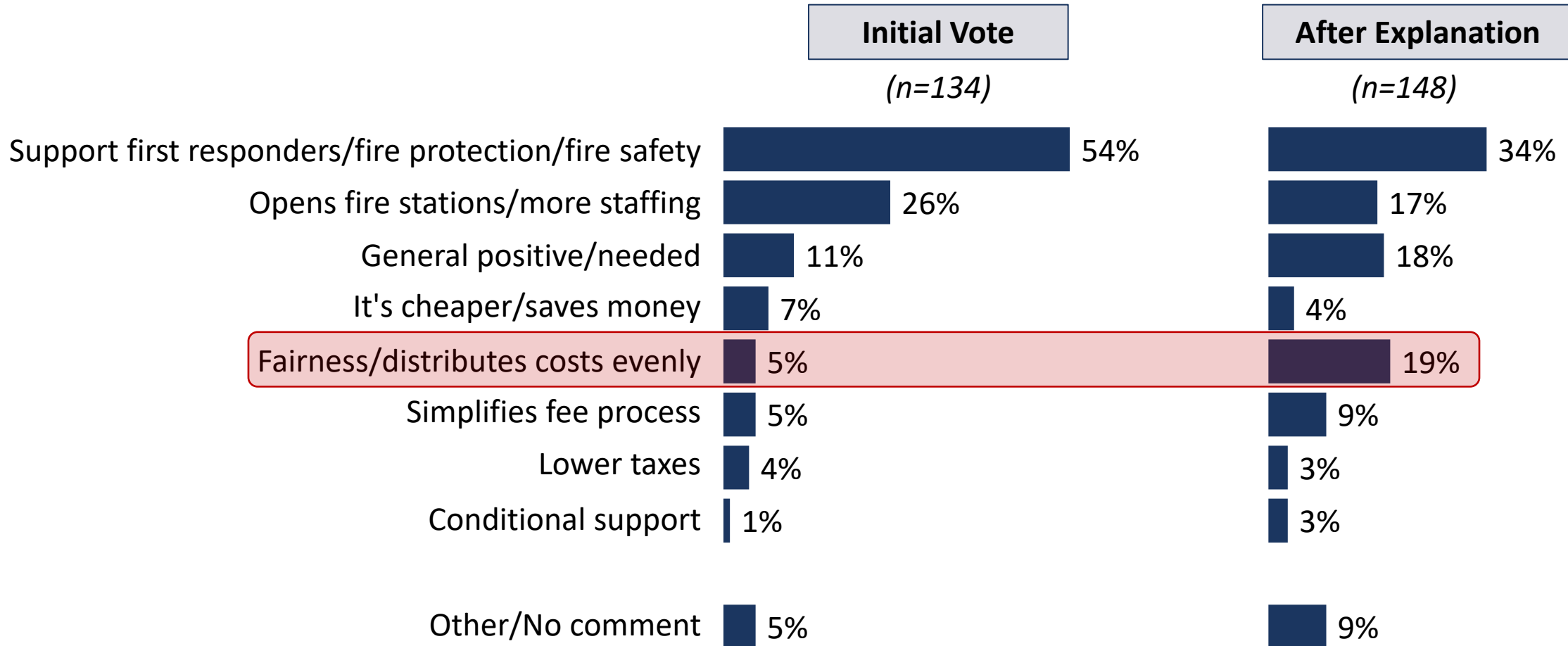
- First, the measure would repeal the two existing parcel taxes in Loomis and Granite Bay.
- Second, the measure would instruct the Fire District's Board to repeal the benefit assessment in Loomis.
- Third, the measure would establish a new, equally applied, \$375 per year parcel tax for residential properties across the entire District. This means a slight decrease for property owners in the Loomis area and an increase for property owners in the Granite Bay area, but that going forward all would pay the same amount.

Support for the measure rises to seven in ten once voters are given an explanation for why it's needed and what it does.



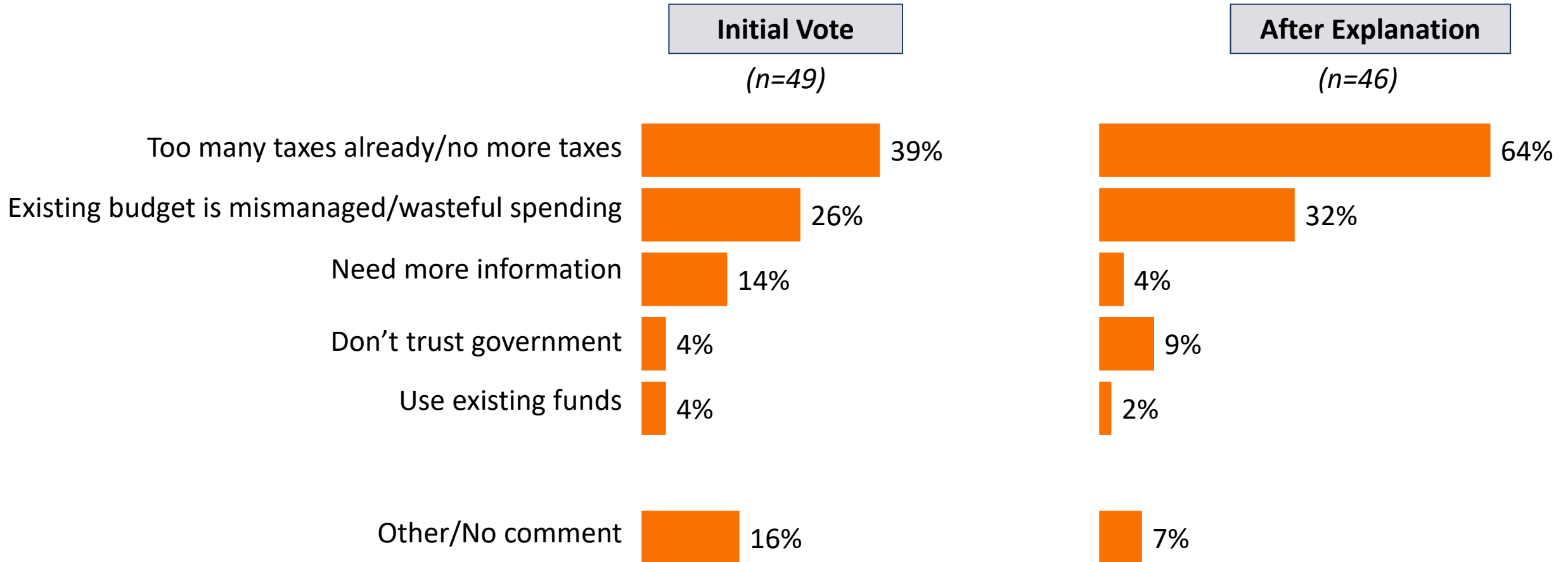
Backers of the measure are more likely to cite fairness as a reason for support once they are given an explanation.

(Open-ended; Asked of Yes Voters Only)



Taxes become an even more concerning issue for opponents once they are given an explanation.

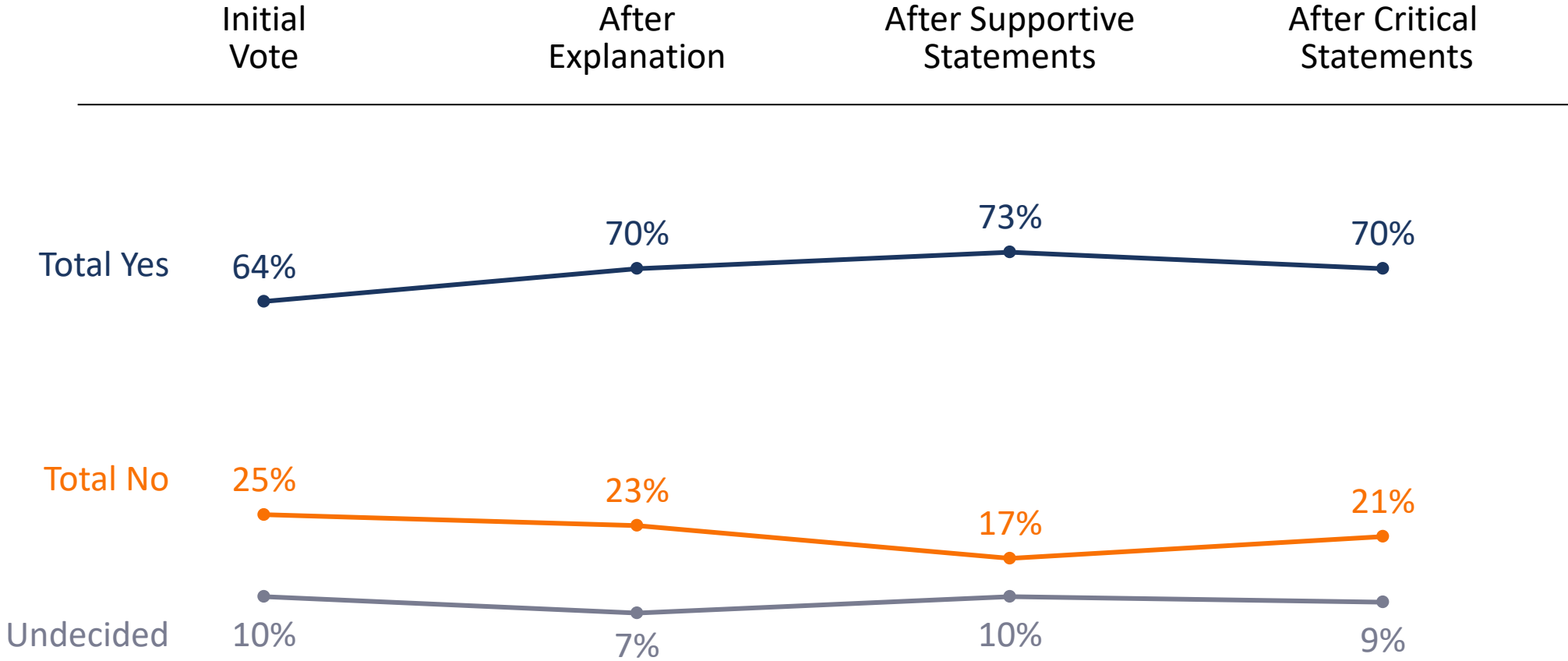
(Open-ended; Asked of No Voters Only)



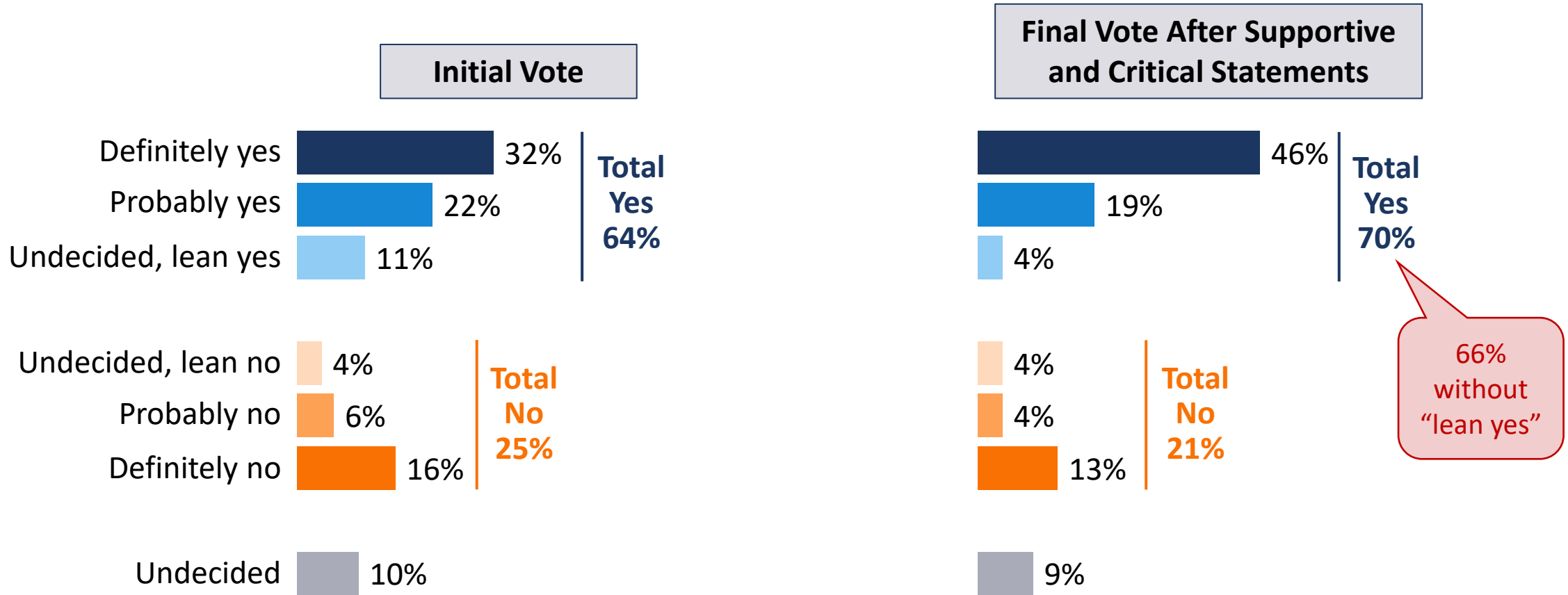


The Impact of Supportive and Critical Statements

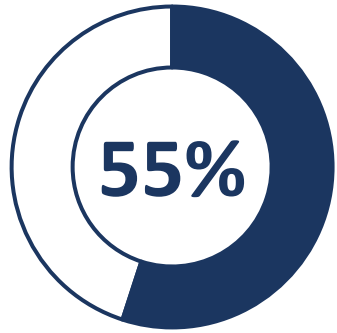
Support for the measure sits at seven in ten once voters hear both supportive and critical statements.



Nearly half “strongly” back the measure after hearing supportive and critical statements.



Segmenting the Electorate by Vote Consistency



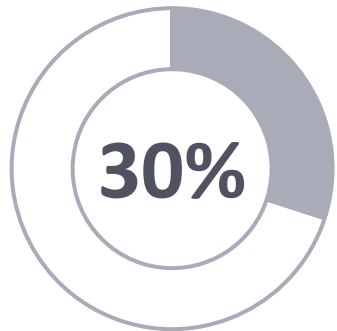
Consistent Yes

Voters who consistently indicated they would vote “yes” on the measure



Consistent No

Voters who consistently indicated they would vote “no” on the measure



Swing

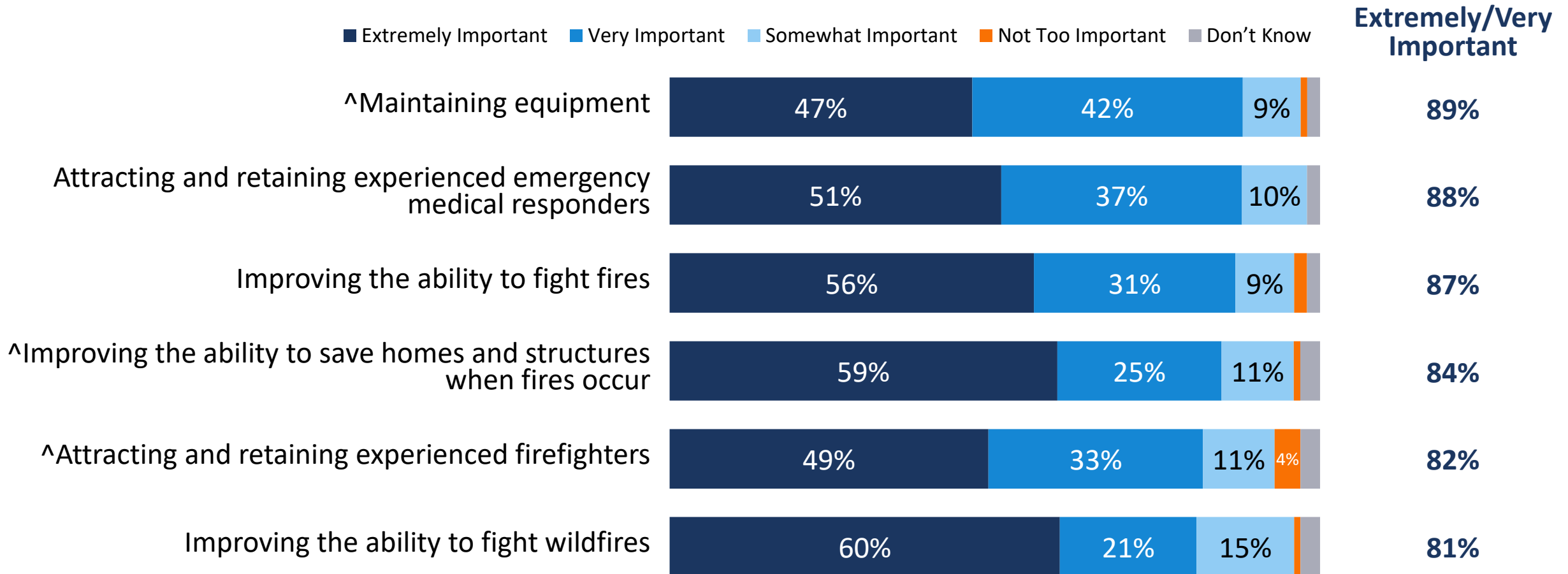
Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions

The following slide shows demographic groups that *disproportionately* fall into one category or the other.



Investment Priorities

They value a variety of funding uses, including maintaining equipment, attracting skilled employees, and improving fire fighting abilities.

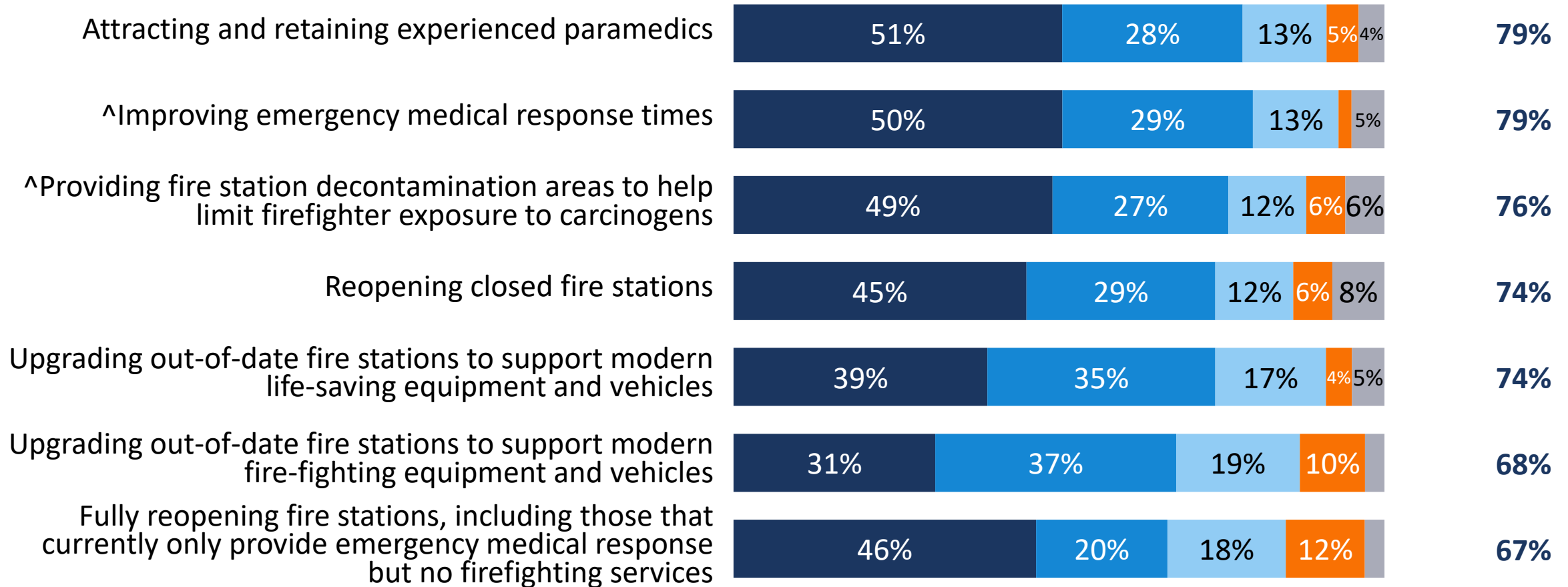


Q11. First, please consider some potential elements of this measure, including ways in which funds it generates could be spent. For each one, please indicate how important each one is to you personally, regardless of how you feel about the measure: either extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample

Updating and reopening fire stations are also broadly important, but of lesser priority.

■ Extremely Important ■ Very Important ■ Somewhat Important ■ Not Too Important ■ Don't Know

Extremely/Very Important





Supportive and Critical Statements

Supportive Messaging Tested

Ranked by Very Convincing

57%	°(LOOMIS — REDUCE) Combined, Loomis residents currently pay an additional \$406 per year on their property tax bill to support the Fire District. This measure would actually reduce that to \$375 per year and improve overall responsiveness to fires and medical emergencies throughout the District.
53%	(STATION CLOSURES) A third of our local fire stations have closed or partially closed in recent years, limiting the District’s ability to save people and property from fires and respond to medical emergencies. We need this measure to reopen stations and keep our community safe.
47%	~(GRANITE BAY — STATIONS) Residents in the Granite Bay area have been paying the same \$70 per year to the Fire District since 1981. This measure would increase what they pay by less than a dollar a day, which is a great investment to reopen closed fire stations and provide critical fire and emergency medical response service to the community.
47%	(EMERGENCY MEDICAL) 90% of calls to the Fire District are medical emergencies, but without additional funding from this measure, emergency response times will get worse, putting lives at risk.
46%	(ACCOUNTABILITY/LOCAL CONTROL) This measure includes strict accountability provisions, including independent citizen oversight, public spending reports and annual independent financial audits. Additionally, all funds must be used locally and none can be taken by the county or state.
42%	(INSURANCE) Home insurance is getting much more expensive in areas prone to wildfires and many carriers are refusing to provide coverage at all. This measure will help address some of the concerns of insurers, protect our homes, and could be an important factor in addressing rising insurance costs.

Supportive Messaging Tested, Continued

Ranked by Very Convincing

41%

(DECONTAMINATION) The current fire stations have no dedicated space for firefighters returning from calls to decontaminate and store personal protection equipment, which increases risk of exposure to carcinogens. Our firefighters deserve facilities that can reduce their risk of exposure to hazardous materials as they protect us.

39%

(EQUITABLE) Currently, some residents of the District pay hundreds of dollars more and some pay hundreds of dollars less on their property taxes to fund local fire services simply based upon where they live. This measure would make sure that everyone is treated equally and pays the same amount.

38%

***(STAFFING — OTHER COMMUNITIES)** Given how important firefighters and emergency medical responders are to our community, we want the most experienced ones possible. This measure will help attract and retain experienced life-saving professionals so we do not continue to lose them to Rocklin, Roseville, and other neighboring communities.

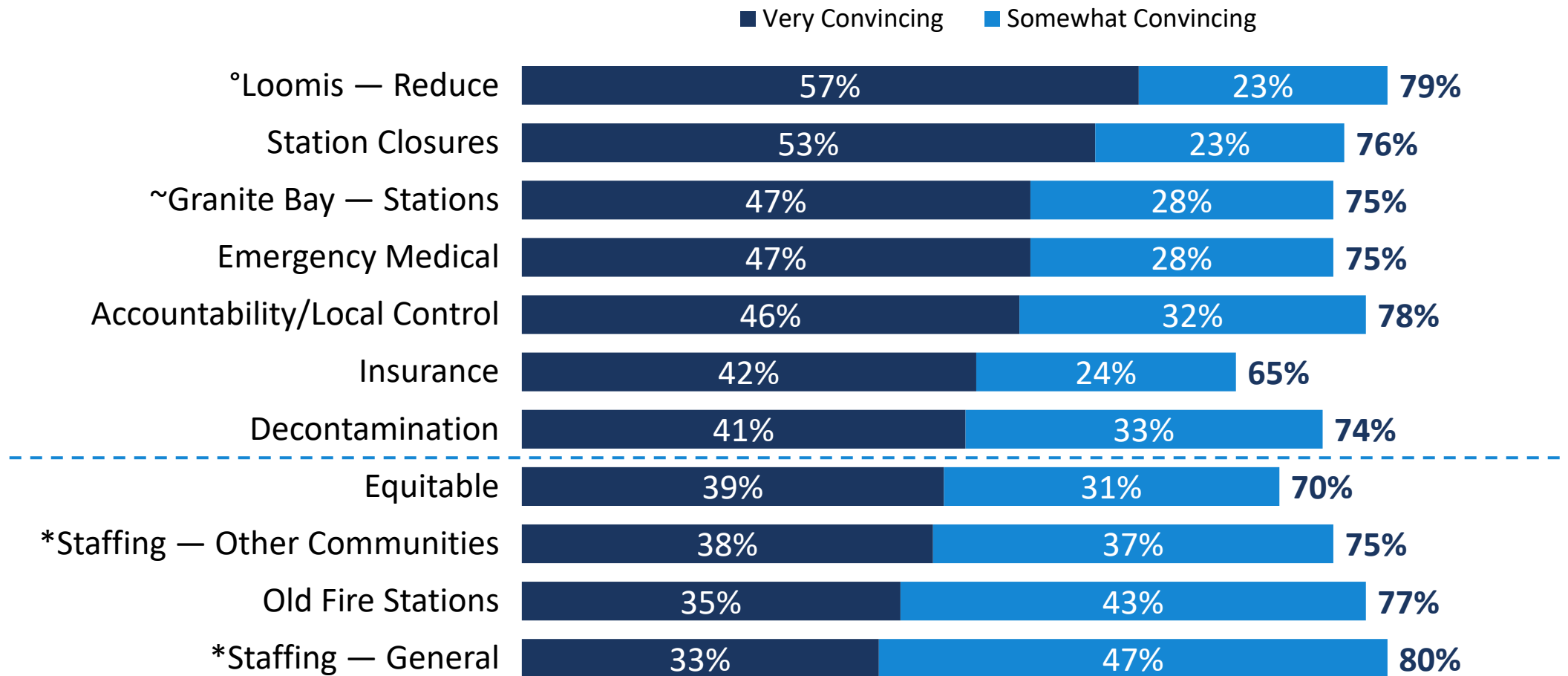
35%

(OLD FIRE STATIONS) Many of the District's fire stations are old and deteriorating — some are more than 70 years old — and half of them do not meet current health and safety standards. This measure is needed to make basic repairs and upgrades to our stations that protect our community and house firefighters.

33%

***(STAFFING — GENERAL)** Given how important firefighters and emergency medical responders are to our community, we want the most experienced ones possible. This measure will help attract and retain experienced life-saving professionals to reopen stations and keep them properly staffed.

Most supportive messages resonated with voters; messages focusing on reducing taxes for Loomis residents and reopening stations are notable standouts.



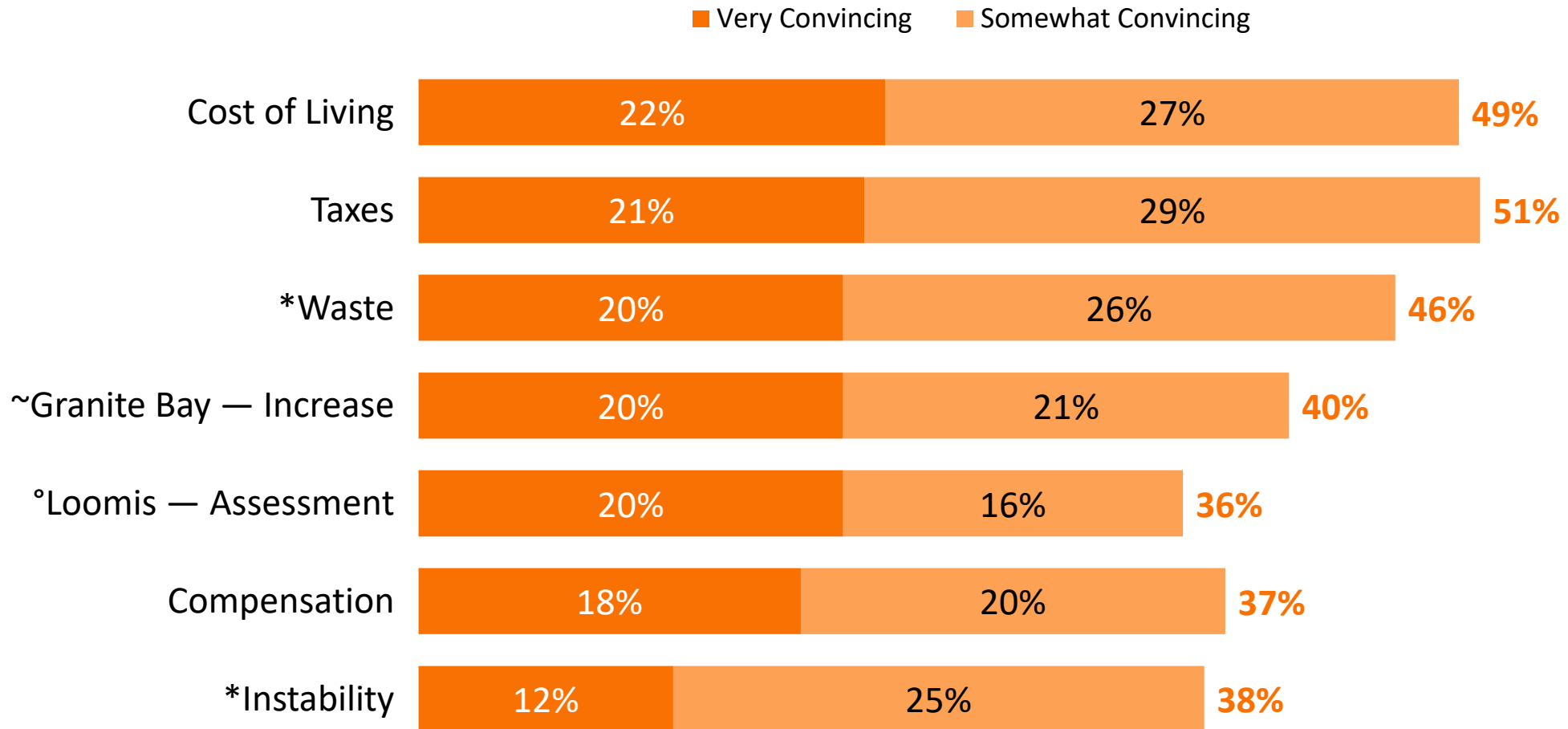
Q12. First, please consider the following statements from people who may support this potential measure. For each one, please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the measure. *Split Sample; °Asked of Old Loomis Fire District Voters Only; ~Asked of Old South Placer Fire District Voters Only

Critical Messages Tested

Ranked by Very Convincing

22%	(COST OF LIVING) Our cost of living is already out of control. This is the wrong time to add another tax.
21%	(TAXES) Our taxes keep getting raised with statewide and local ballot measures every election cycle. Enough is enough. I'm simply not voting for anything that raises my taxes.
20%	* (WASTE) Instead of pushing yet another tax measure, the District should just cut unnecessary spending. We don't need to raise taxes again and allow bureaucrats and politicians to waste our tax dollars.
20%	~ (GRANITE BAY — INCREASE) This measure is going to increase the fire tax paid by Granite Bay homeowners by more than 500%! First, they closed stations in Granite Bay, and now this? We should oppose this measure until we are treated fairly.
20%	° (LOOMIS — ASSESSMENT) It sounds too good to be true that what we pay in taxes and assessments in the Loomis area will actually decrease while our fire protection services will improve. It is simply not believable.
18%	(COMPENSATION) We should reject this measure because it's not really going to improve our fire protection. Instead, it is just going to be spent on expensive salaries, benefits, and pensions.
12%	* (INSTABILITY) There has been too much instability and staff turnover at the District for us to trust them with more tax dollars to manage with this measure.

Critical messages resonated little with voters.





Conclusions

Electoral Context

- Voters appear somewhat more optimistic than in 2024.
- They have overwhelmingly favorable views of local firefighters and the South Placer Fire District.
- They also feel safe in cases of medical and fire emergencies -- even more so than in 2024.
- From what they know, voters are broadly satisfied with a variety of services the District provides.
- Voters broadly see a need for funding the District
- Most are unaware of how the District manages its finances, but a majority of those with an opinion believe the District is doing an excellent or good job.

Potential Measure Viability

- A ballot measure to reform the District's parcel tax structure has a chance of succeeding provided a strong community education campaign emerges.
- Support for the measure starts just below the two-thirds threshold needed to pass, but increases to seven in ten once voters are given a plain language explanation.
- Support for the measure cuts across most major demographic groups -- especially across partisan lines.
- Support for the measure is resilient once they learn more about. Critical statements do little to erode it.



Curt Below

Curt@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com

Denny Han

Denny@FM3research.com