








# Voter Attitudes Toward the South Placer Fire District

*Key Findings of a Districtwide Survey Conducted April 10-16, 2024*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

<b>Dates</b>	April 10-16, 2024
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	South Placer Fire District Voters
<b>Total Interviews</b>	425
<b>Margin of Sampling Error</b>	±4.9% at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews

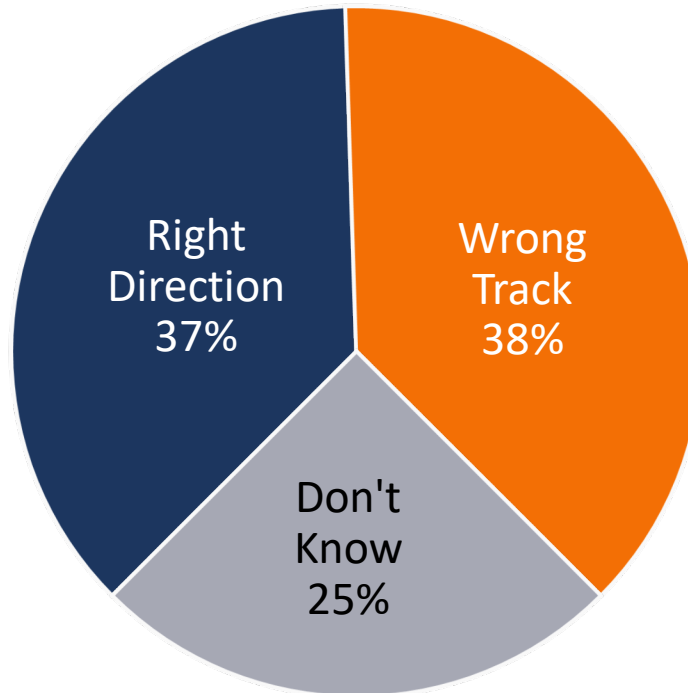
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# **Attitudes Toward the District**

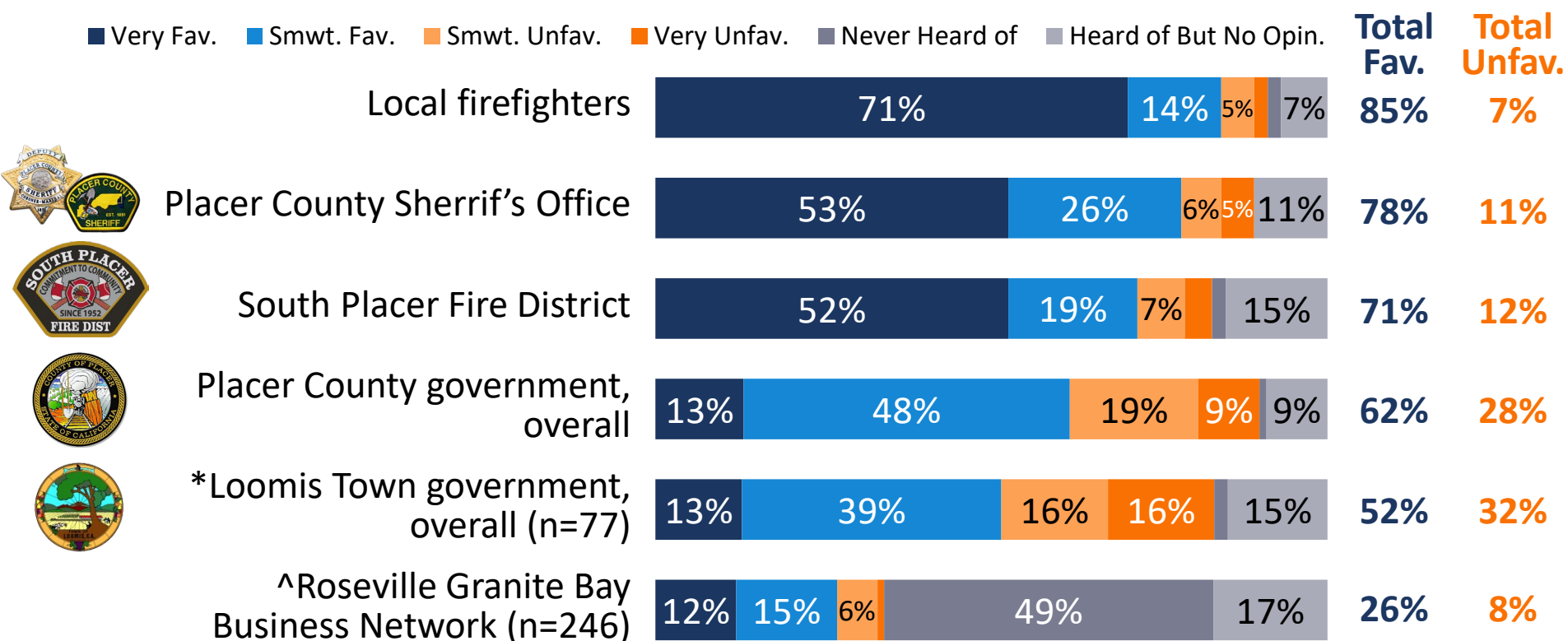
# Voters are divided on the direction of the Community.

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



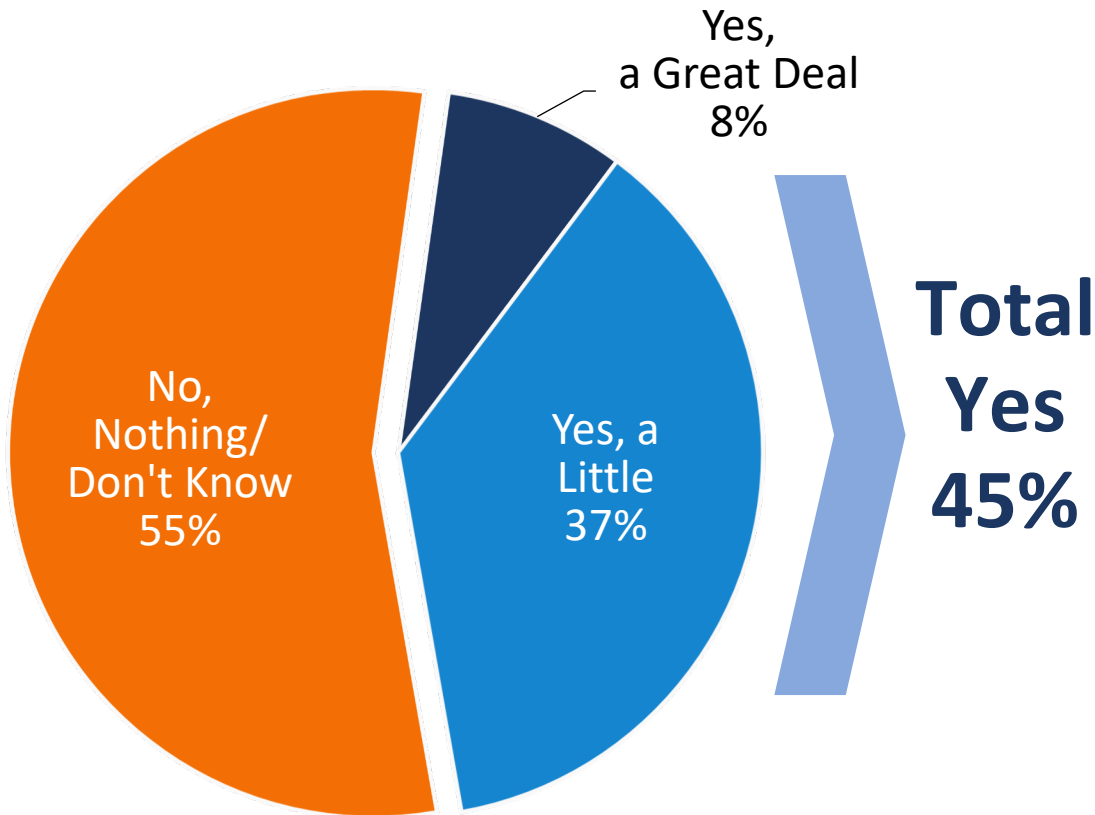
# However, local firefighters are widely viewed favorably, as is the District itself.

Here are some names of people and organizations active in public life. Please indicate whether you have a favorable or unfavorable opinion of that person or organization.



# Two in five have heard something about the Fire District but few have heard “a great deal.”

*Have you heard, seen, or read anything lately about the South Placer Fire District, which serves the broader Loomis and Granite Bay areas?*



## Demographic Groups Most Likely to Have Heard Something

Democratic Women

Democrats Ages 50+

Ages 65+

Liberal Democrats

Women Ages 50+

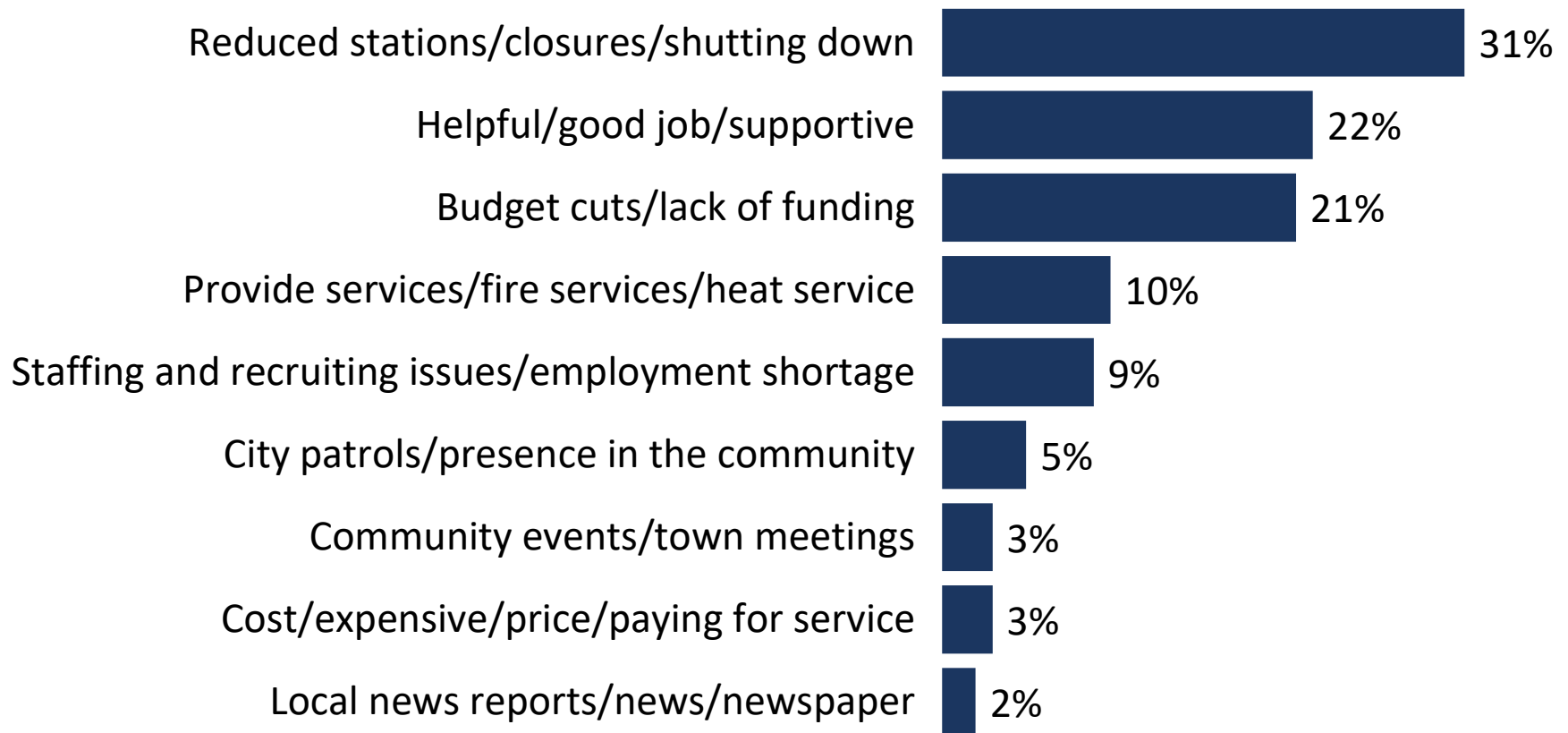
College-Educated Women

Post-Graduate Educated

Ages 40-49

# Roughly one-third heard the District was making cuts and closing stations.

*In a few words of your own, what have you seen, heard, or read about the South Placer Fire District?  
(Open-ended; Asked of Those Familiar Only, n=190)*



# Verbatim Comments Describing What Voters Heard

They have been friendly, helpful, and responsive when I've needed assistance.

I had to call 911 in October 2023 and February 2024 to be taken to Sutter Roseville hospital. Both times, the fireman/EMTs from my local fire station were so friendly and nice and very accommodating of my situation.

That they closed fire stations due to the public not voting to raise the property taxes.

Annual toy drive/Santa Parade, recent station closures, and the back for tax to help with operations last year - I was a supporter.

Closing of fire stations at Cavitt Stallman and Auburn Folsom.

The crew is respectful and nice.

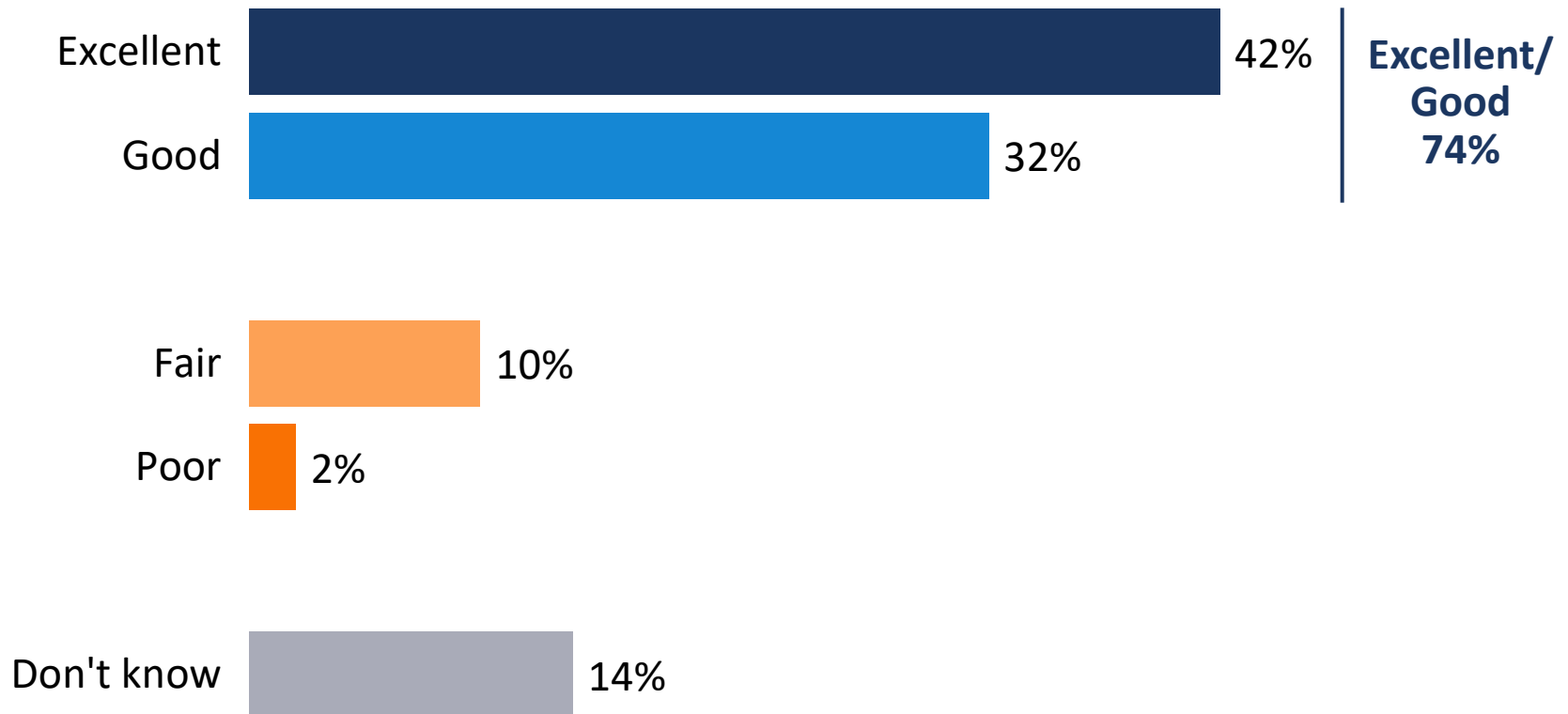
I heard that the firefighters are not getting along with the administration.

I believe a station recently closed which is a shame. More residents require more stations, not less. The proposed rezoning of land for high density housing will absolutely require more resources.



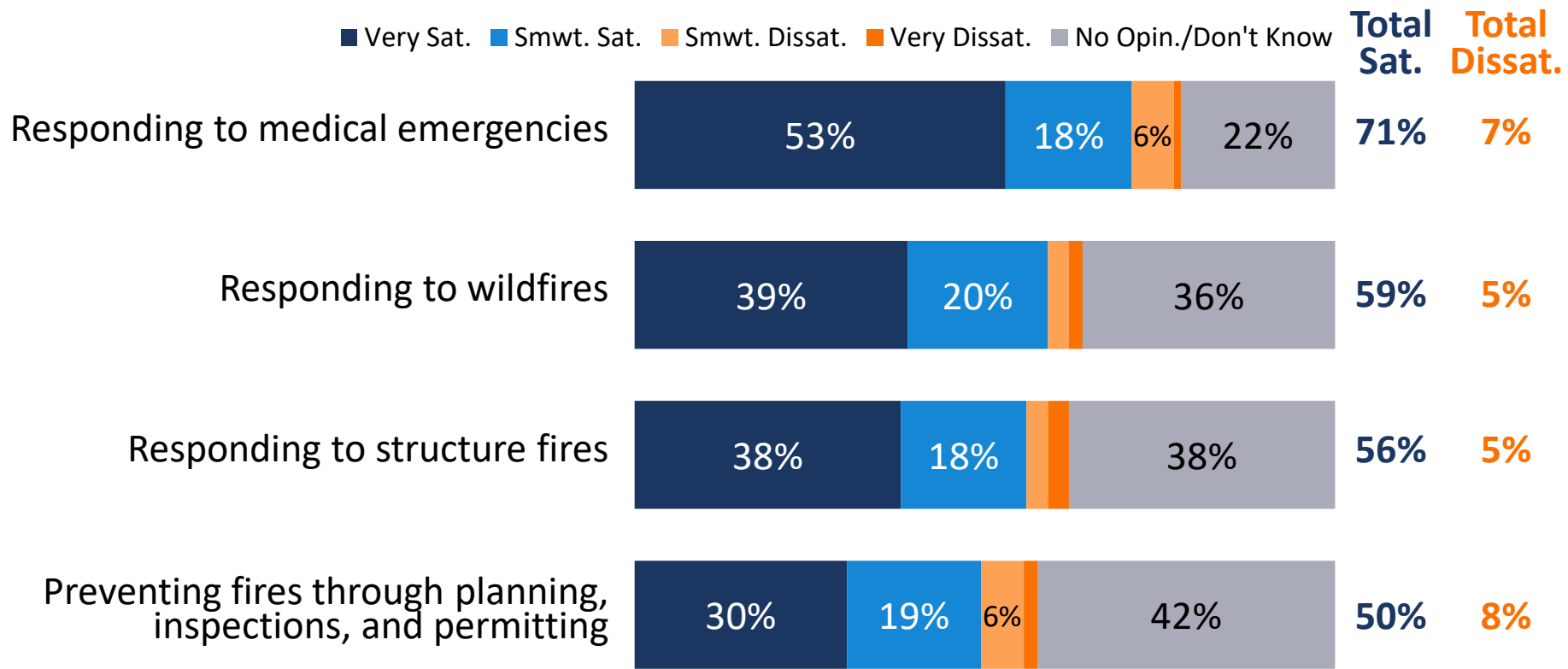
# Three-quarters say the quality of services provided is “excellent” or “good.”

*Would you rate the overall quality of services provided by the South Placer Fire District as excellent, good, fair, or poor?*



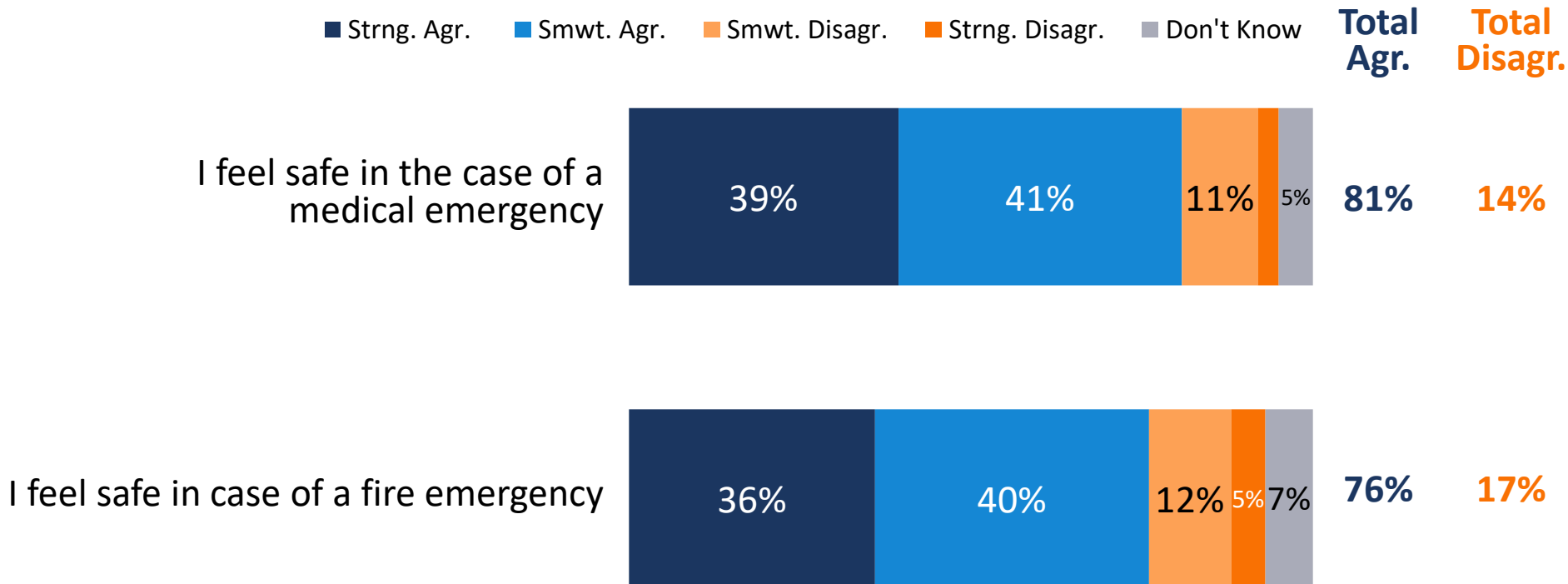
# Voters are most satisfied and familiar with SPFD's response to medical emergencies.

Please consider the same list of services provided by the South Placer Fire District. 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.



# Voters largely feel safe in case of an emergency.

*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.*

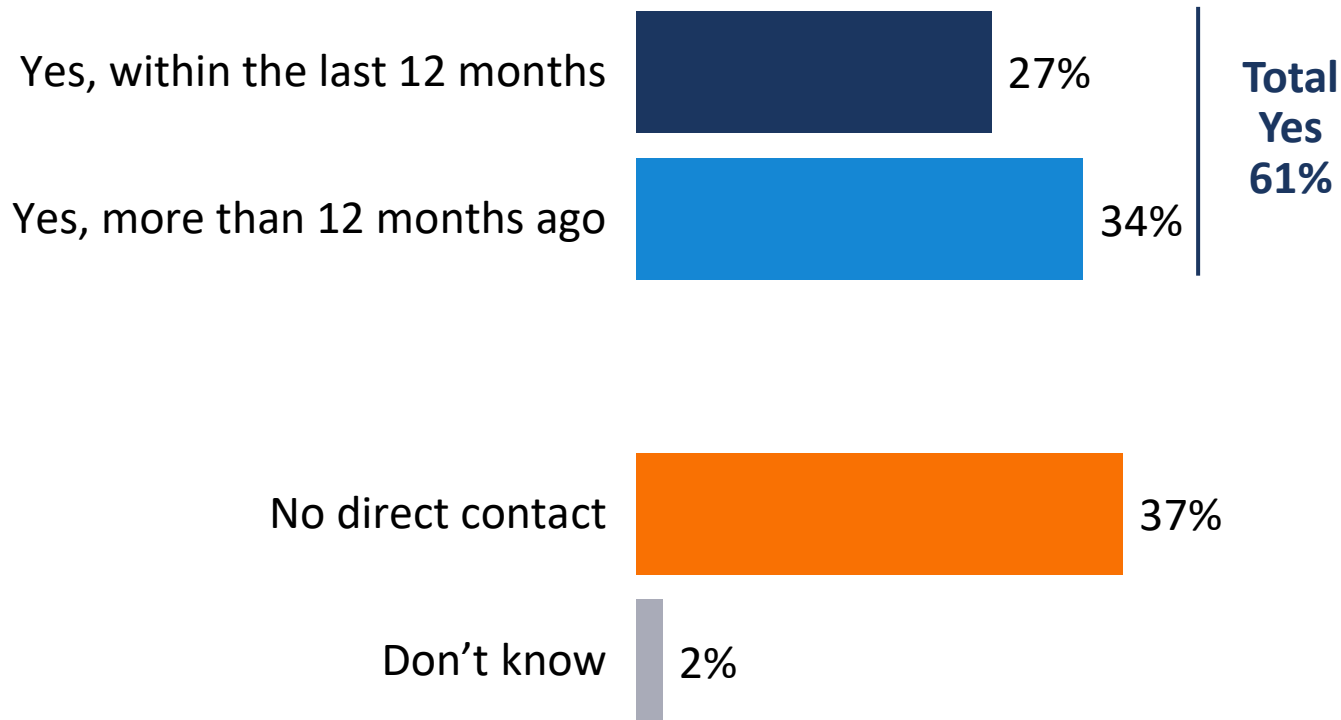




# **Experiences Interacting with the District**

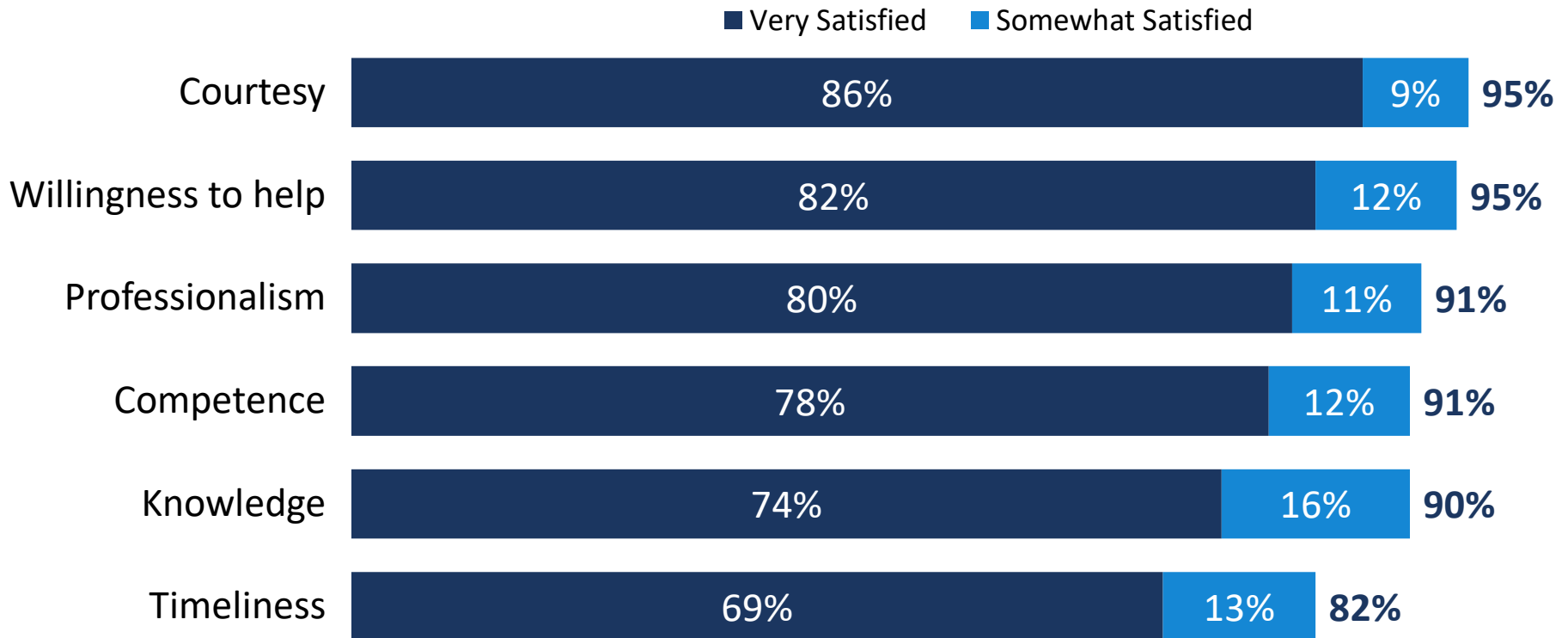
# Three in five have had direct contact with the District at some point.

*Have you or has anyone in your household ever had direct contact with the South Placer Fire District either in-person, on the phone, via email, or through some other means?*



# Respondents rate their interactions highly positively.

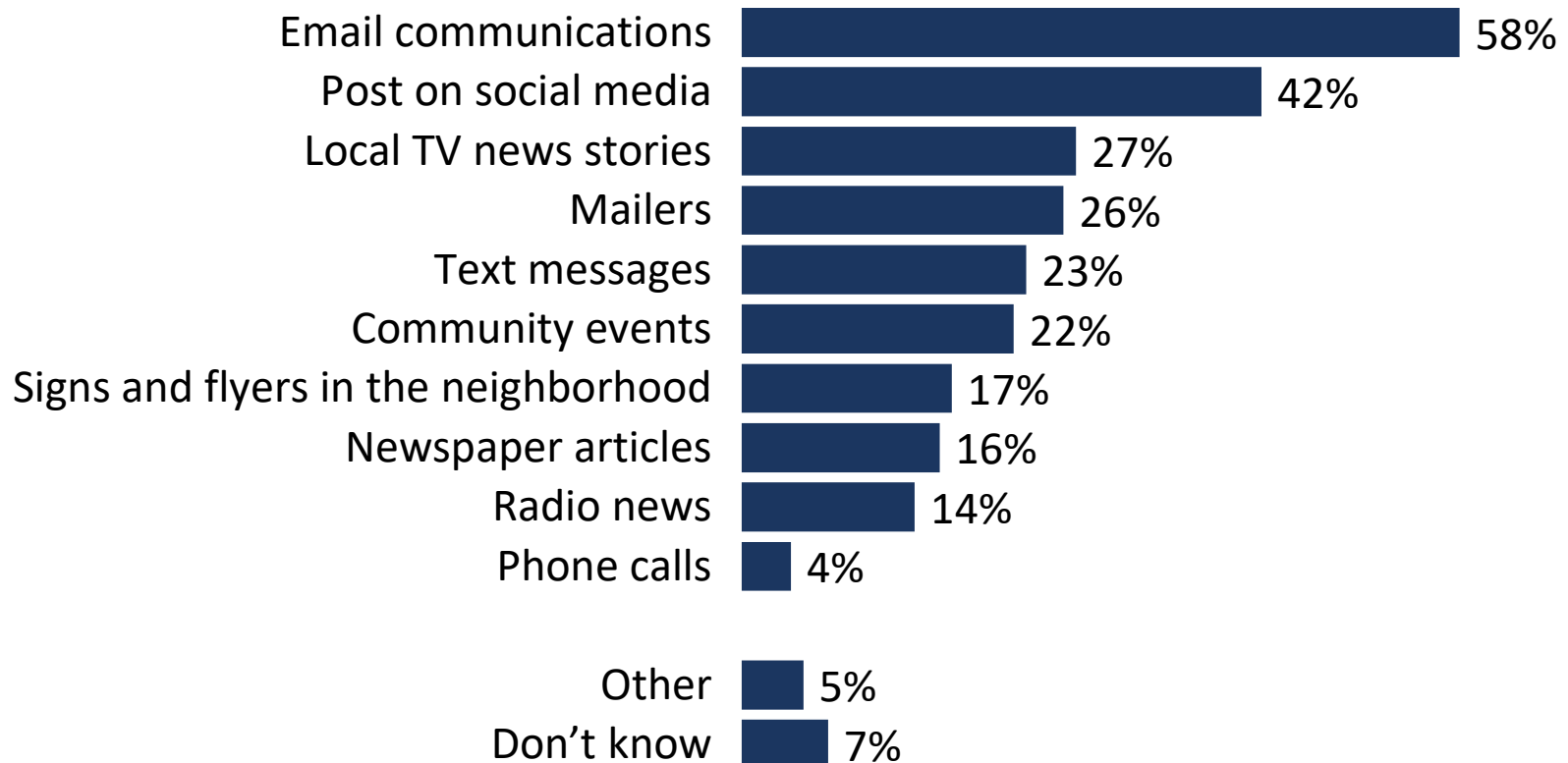
*Please indicate how satisfied you were with each of the following individual aspects of the service provided by the South Placer Fire District: either very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.  
(Asked of Those With Direct Contact, n=261)*



# Most voters want to hear from the District through email and social media.

*Here is a list of ways the South Placer Fire District could provide you with information. Please indicate how you'd like to hear from the District.*

*(Multiple Responses Accepted)*



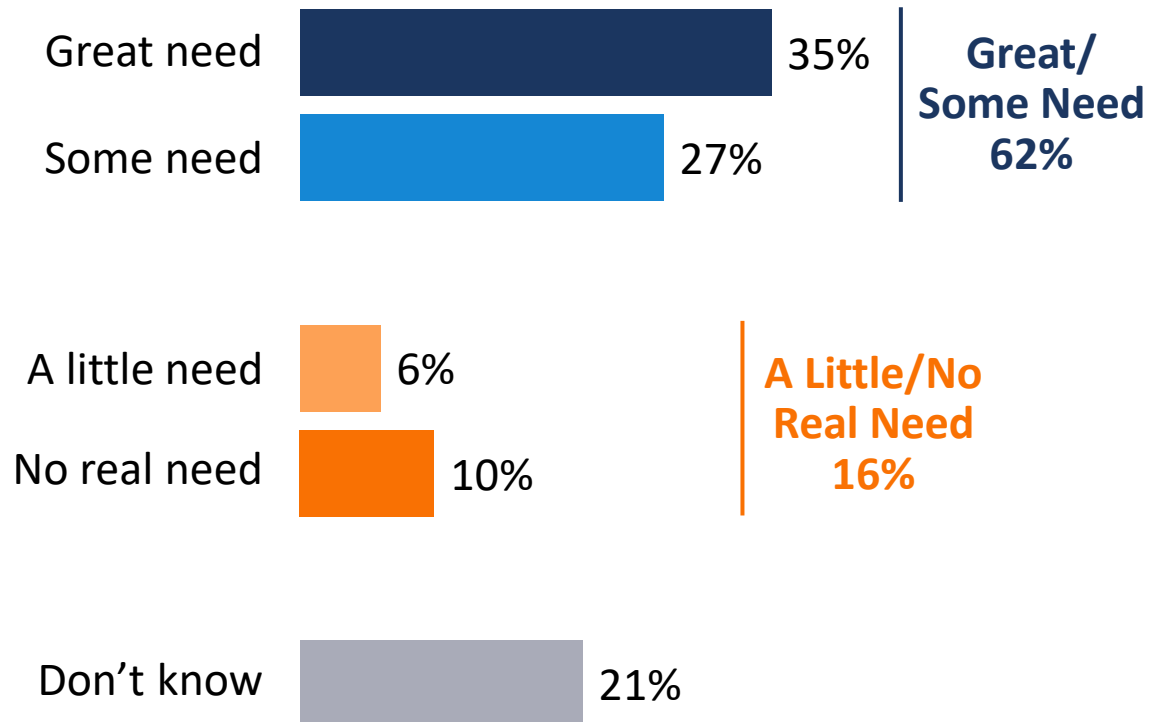


# **Views on Funding the South Placer Fire District**



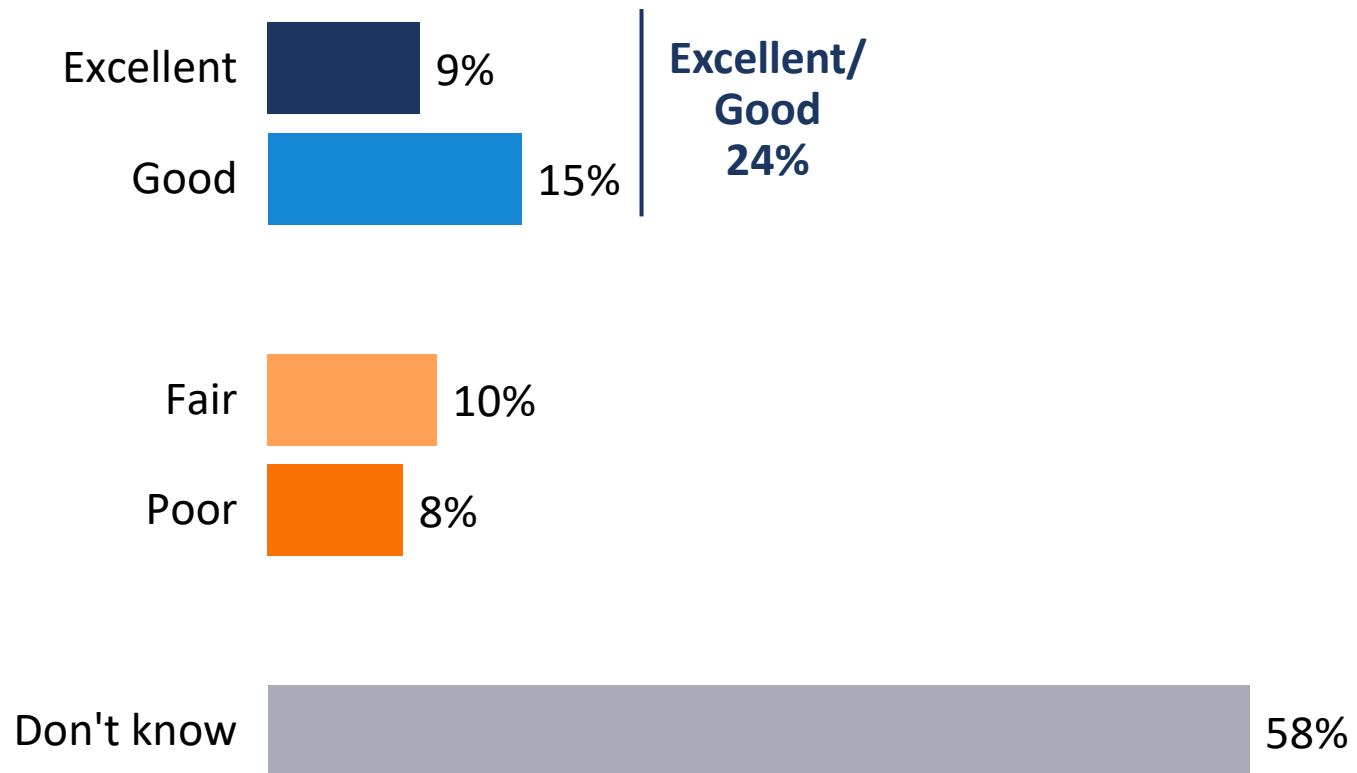
# Three in five see at least some need for additional funding for the District.

*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?*



# However, most voters don't have an opinion about the District's financial management.

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



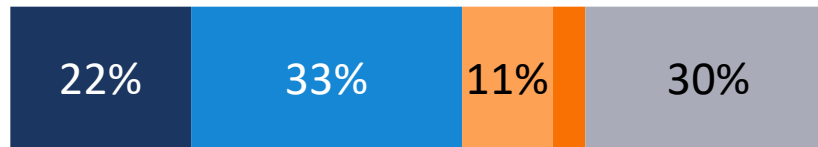
# Most are unaware of any differences in the amount paid for services by area.

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.

■ Strng. Agr. ■ Smwt. Agr. ■ Smwt. Disagr. ■ Strng. Disagr. ■ Don't Know

**Total Agr.** **Total Disagr.**

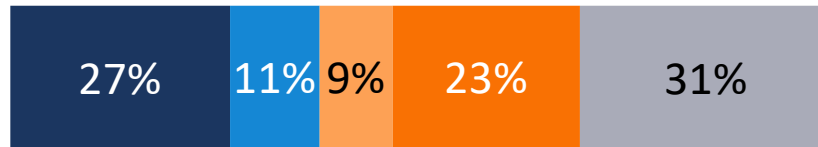
My community receives our fair share of fire and emergency medical services



**55%**

**15%**

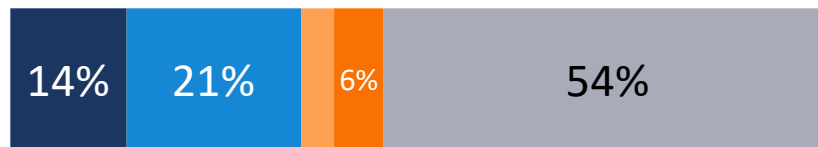
Two fire stations have closed in recent years



**38%**

**31%**

Property owners in different parts of the District pay different amounts for fire and emergency medical services



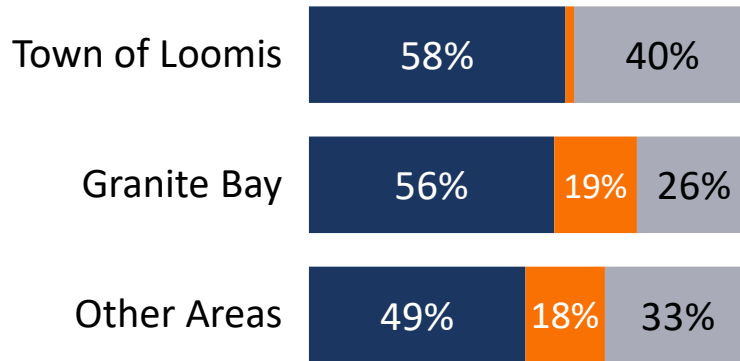
**35%**

**11%**

# Granite Bay voters are modestly more skeptical that they pay their fair.

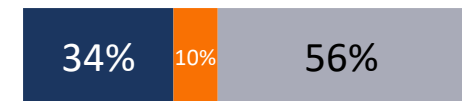
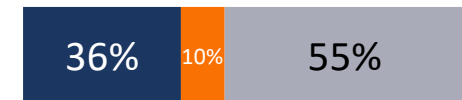
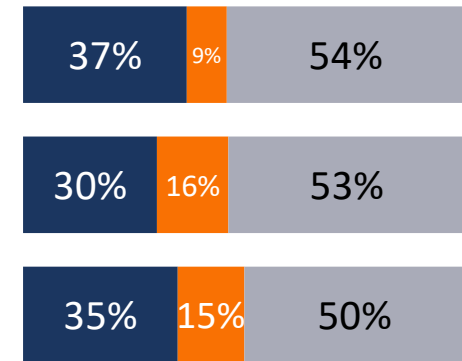
*My community receives our fair share of fire and emergency medical services*

■ Total Agree   ■ Total Disagree



*Property owners in different parts of the District pay different amounts for fire and emergency medical services*

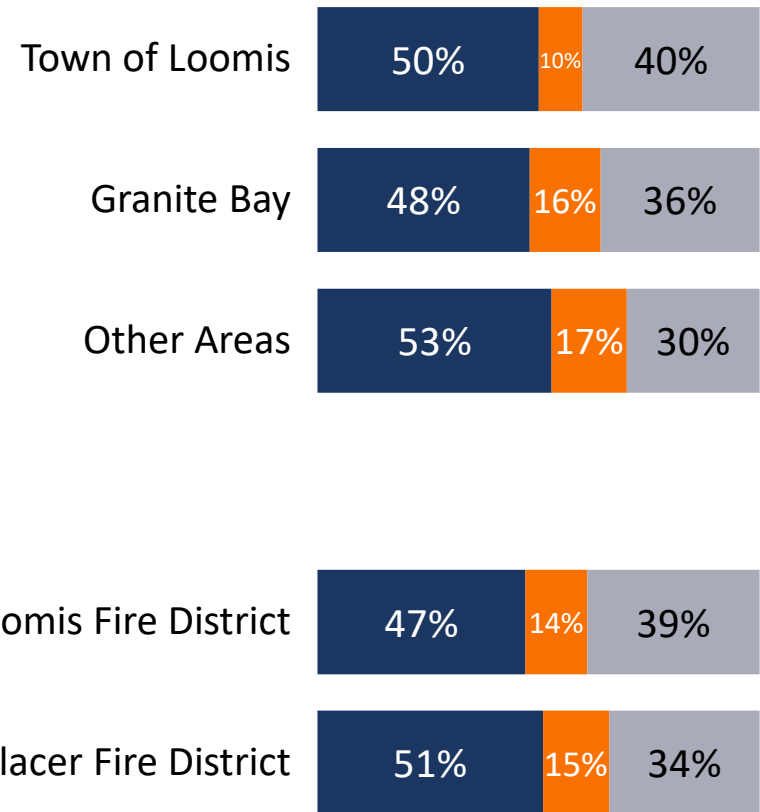
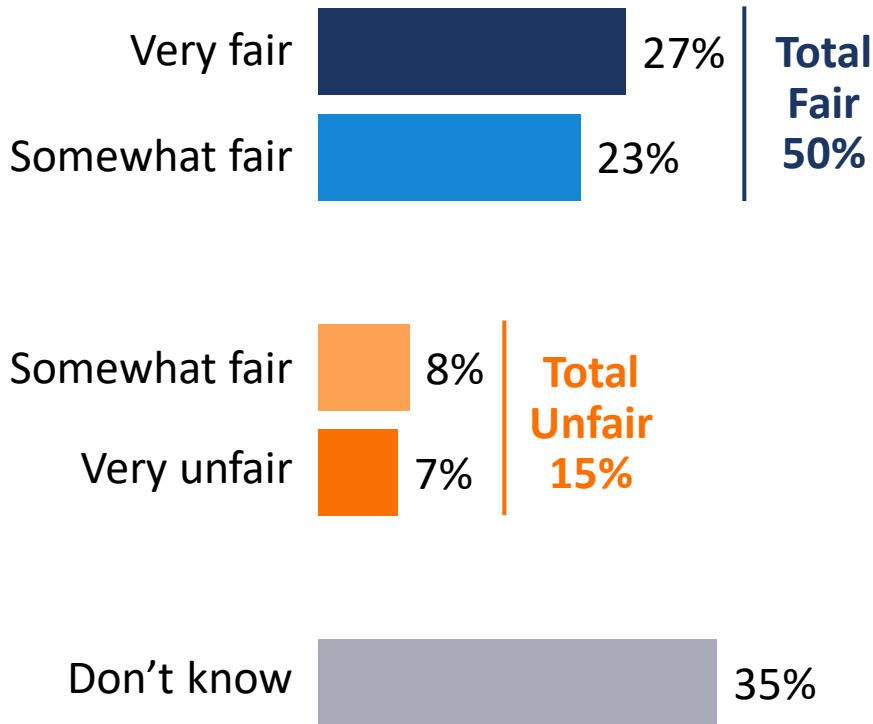
■ Total Agree   ■ Total Disagree



# Half say that what they pay for fire and emergency response services is fair.

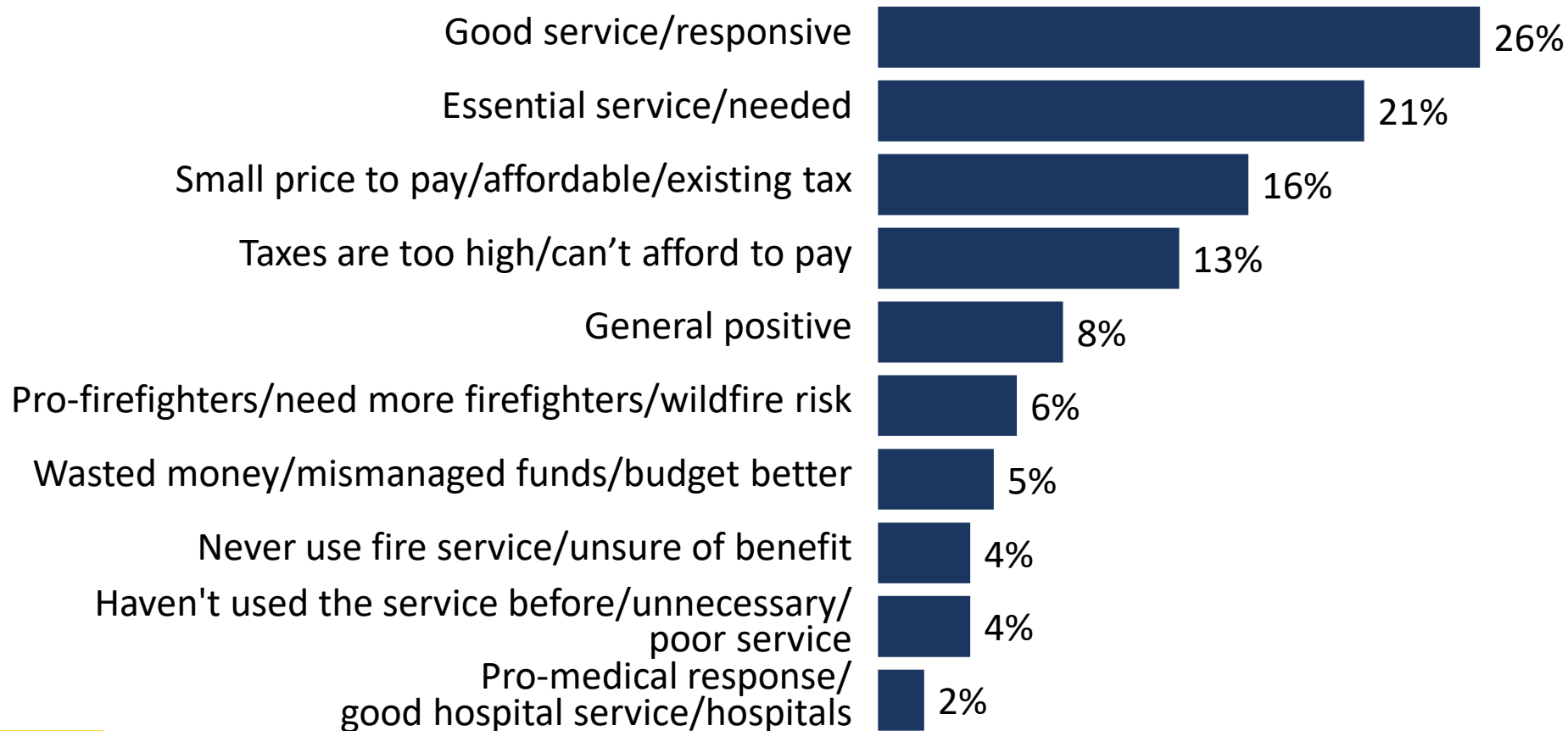
*Do you think what you currently pay specifically for fire and emergency response services is fair or unfair?*

■ Total Fair ■ Total Unfair ■ Don't Know



# Those who think it is fair say they receive a good service and that it is essential.

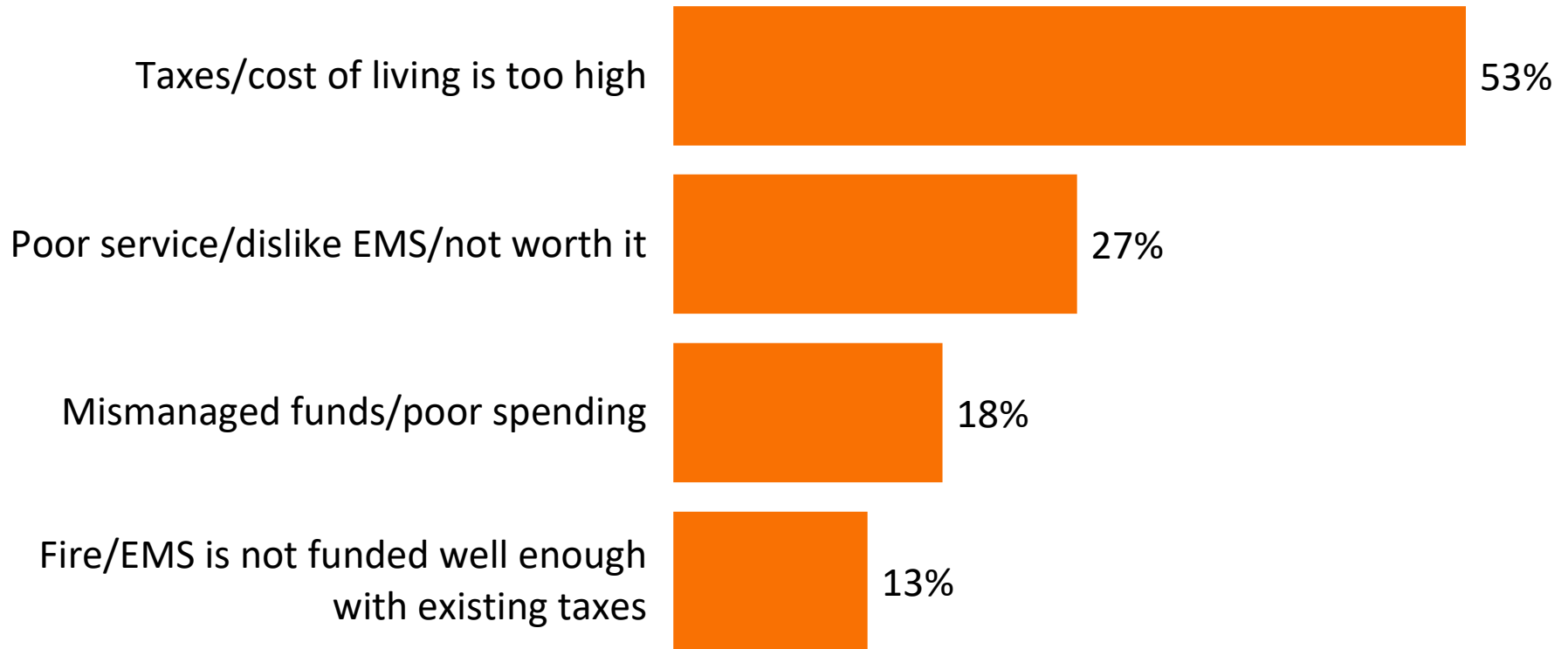
*In a few words of your own, why do you feel what you currently pay specifically for fire and emergency response services is **FAIR**?  
(Open-ended; Asked of Those Who Say it is Fair Only, n=211)*



# Those who think it is unfair mainly think taxes are too high.

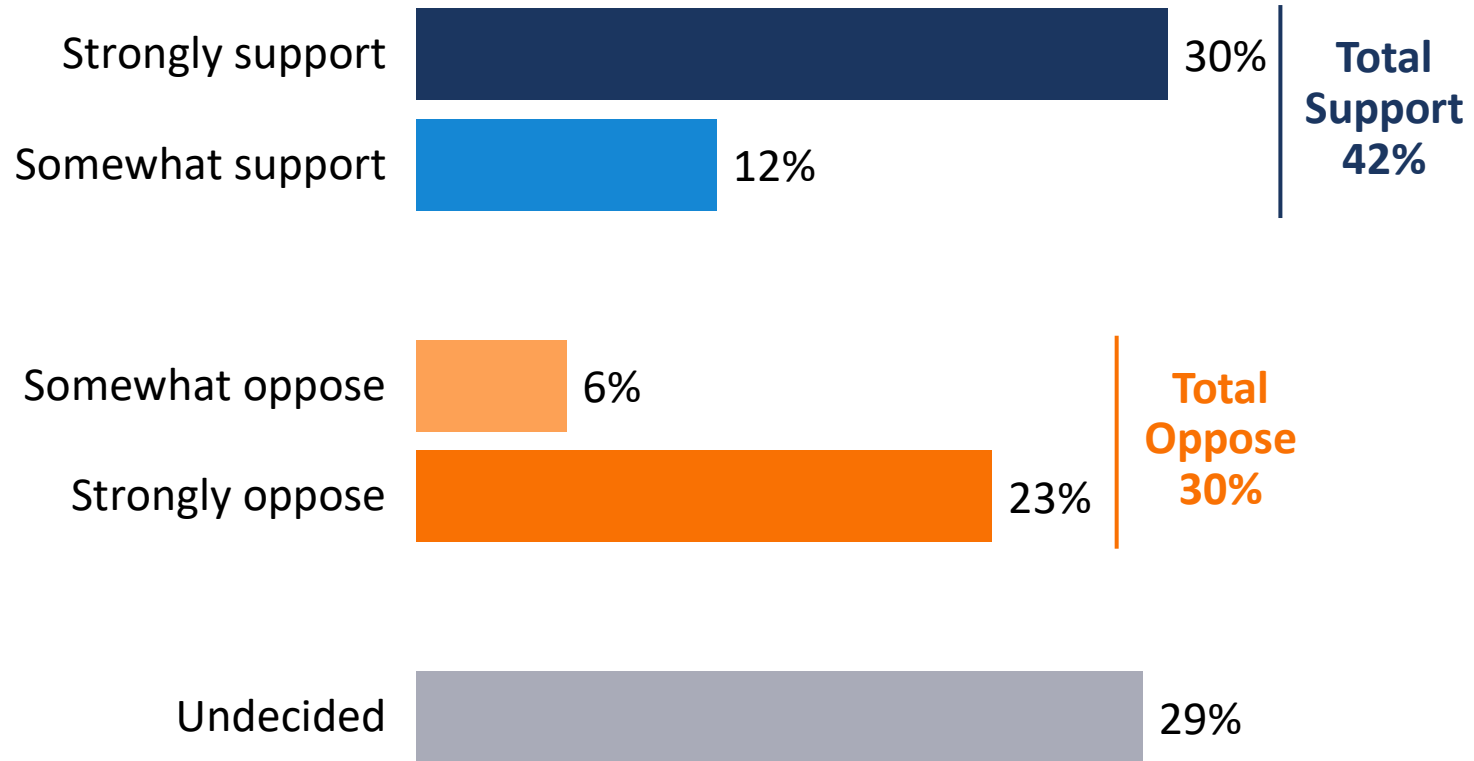
*In a few words of your own, why do you feel what you currently pay specifically  
for fire and emergency response services is **UNFAIR**?*

*(Open-ended; Asked of Those Who Say It is Unfair Only, n=63)*



# Two in five support the idea of a ballot measure to fund the District, but many are undecided.

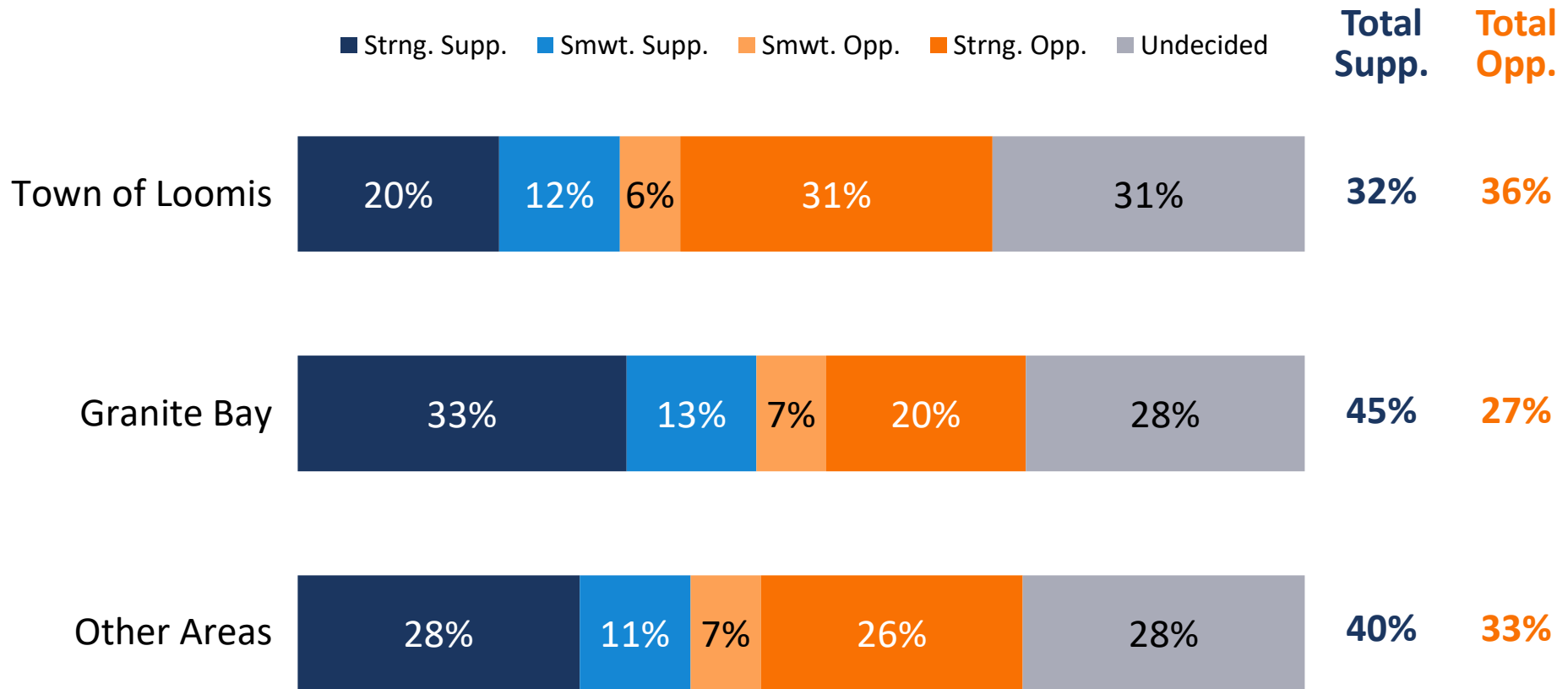
*Some people have proposed that the South Placer Fire District should place a measure on the ballot to increase funding for fire and emergency medical response services through a small, annual increase in property taxes. Does this sound like something you would support or oppose?*





# Those living in Granite Bay are more supportive than those in Loomis.

Proposal Support by Area



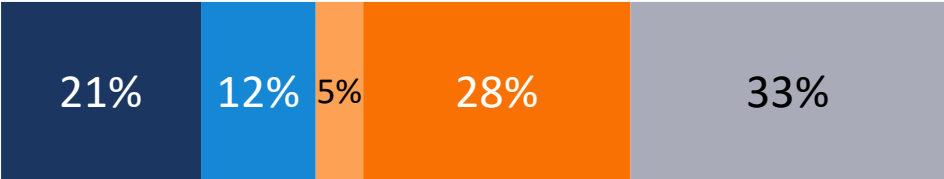
# Voters in the Old South Placer Fire District are more supportive than those in the Old Loomis Fire District.

*Proposal Support by Old Fire District*

■ Strng. Supp.  
 ■ Smwt. Supp.  
 ■ Smwt. Opp.  
 ■ Strng. Opp.  
 ■ Undecided

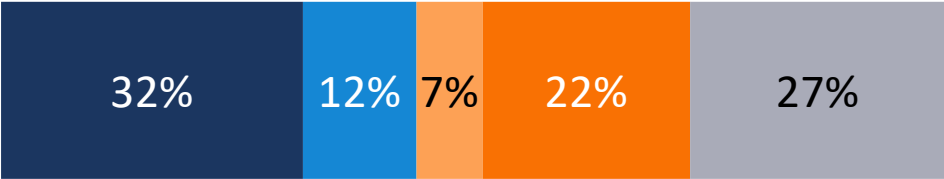
**Total Supp.**  
 **Total Opp.**

Old Loomis Fire District



**34%**   **33%**

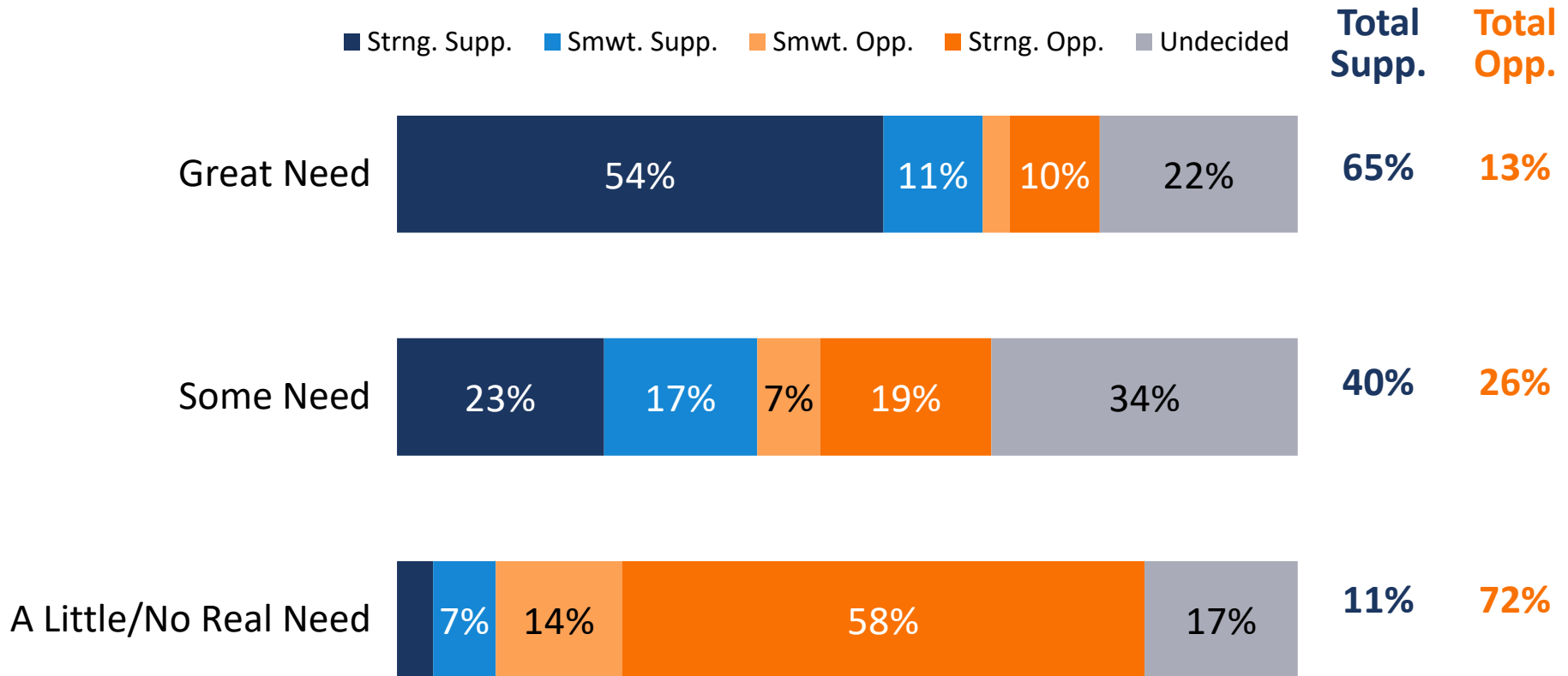
Old South Placer Fire District



**44%**   **29%**

# Those who perceive a need for funding are more likely to support a ballot measure.

*Proposal Support by Funding Need*

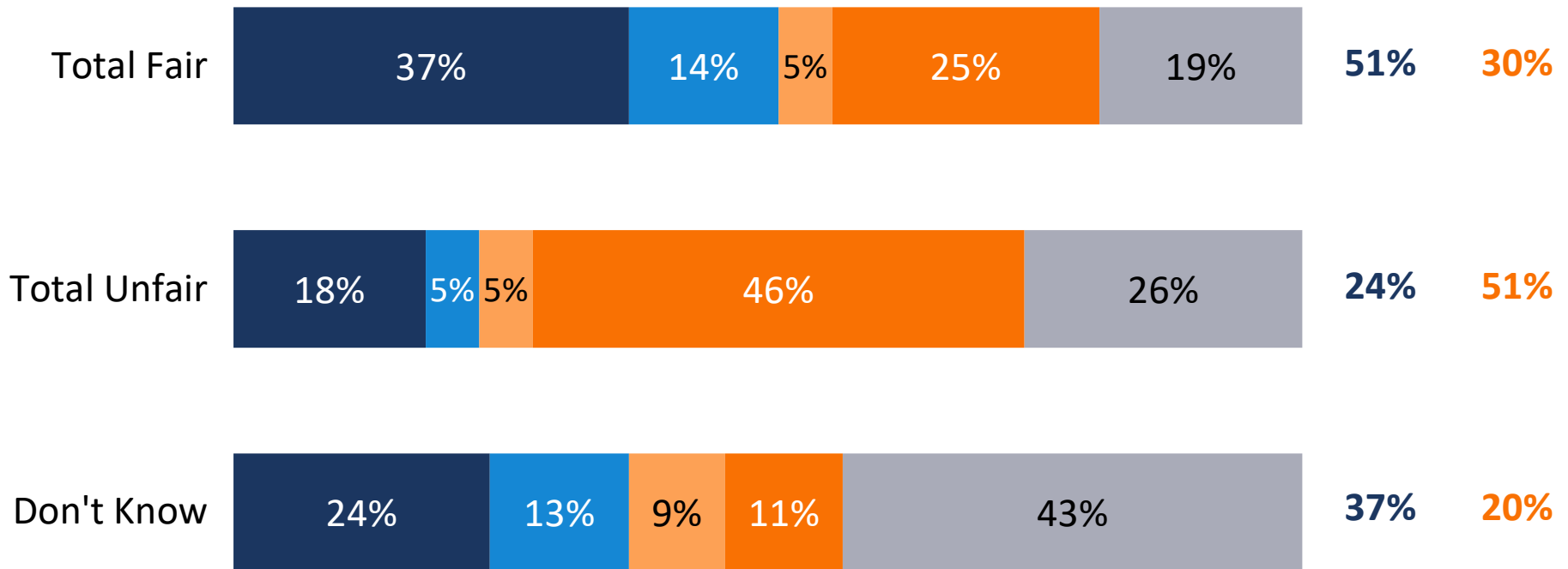


# Those who think what they currently pay is fair are more likely to support a measure.

*Proposal Support by Rate Fairness*

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Undecided

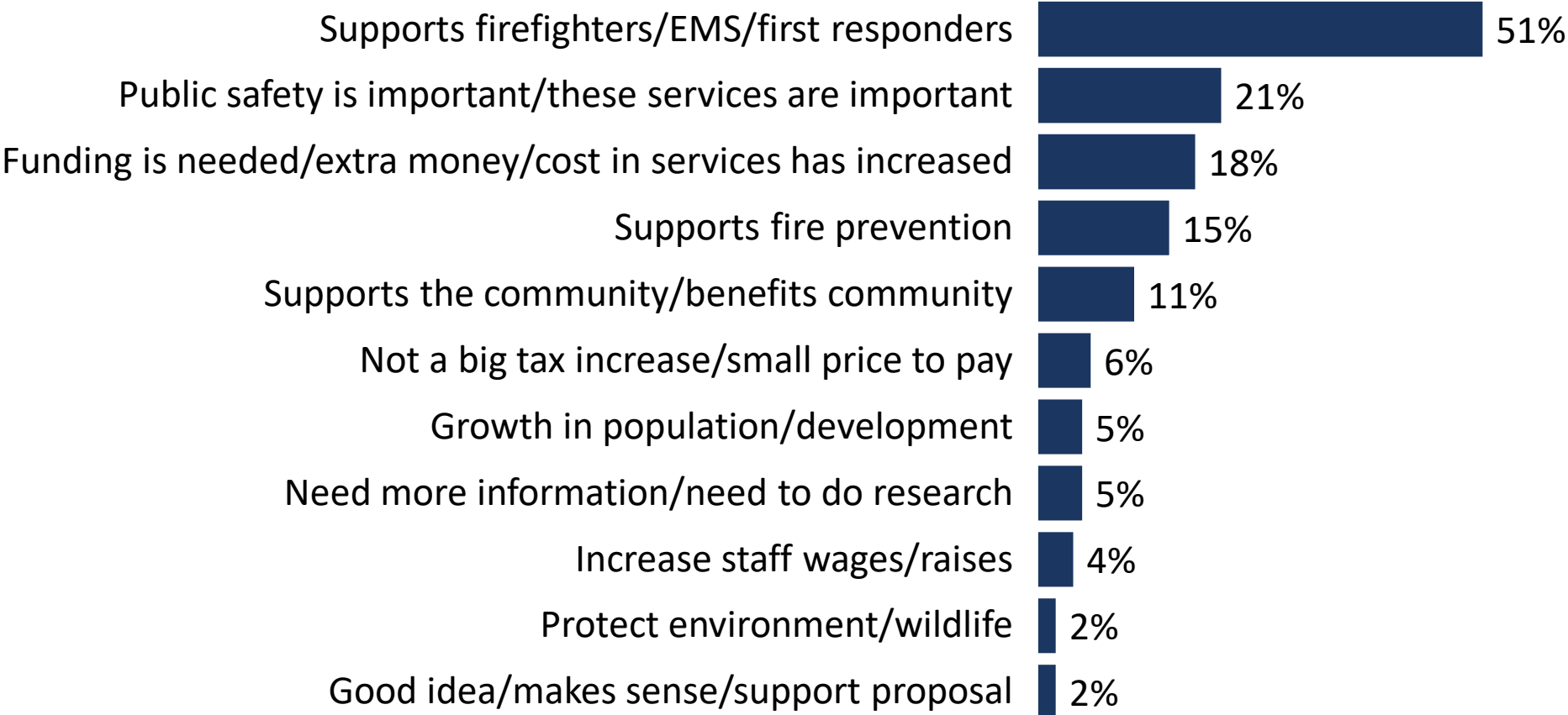
**Total Supp.** **Total Opp.**



# Voters who like the idea are motivated by the desire to support firefighters and first respondents.

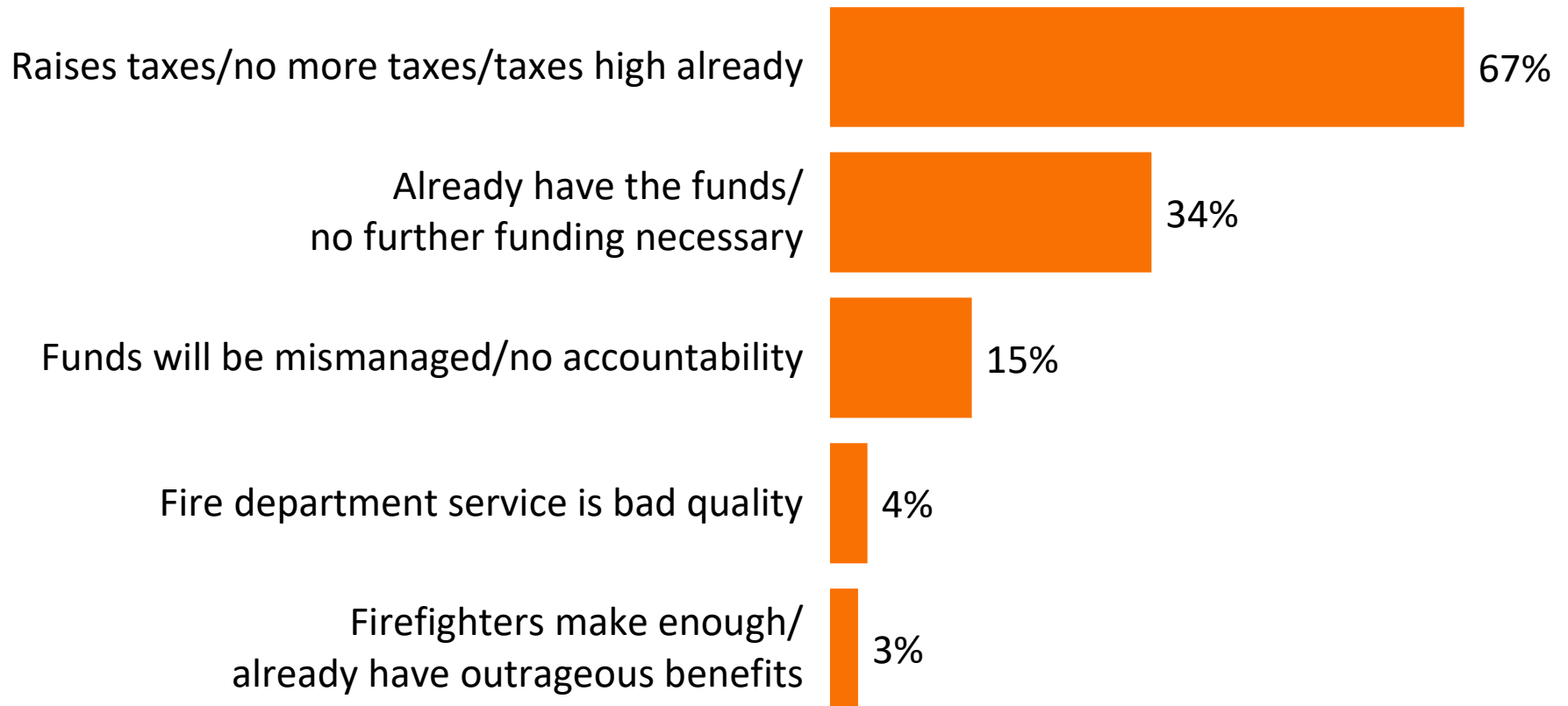
*In a few words of your own, why would you **SUPPORT** this proposal?*

*(Open-ended; Asked of Supporters Only, n=177)*



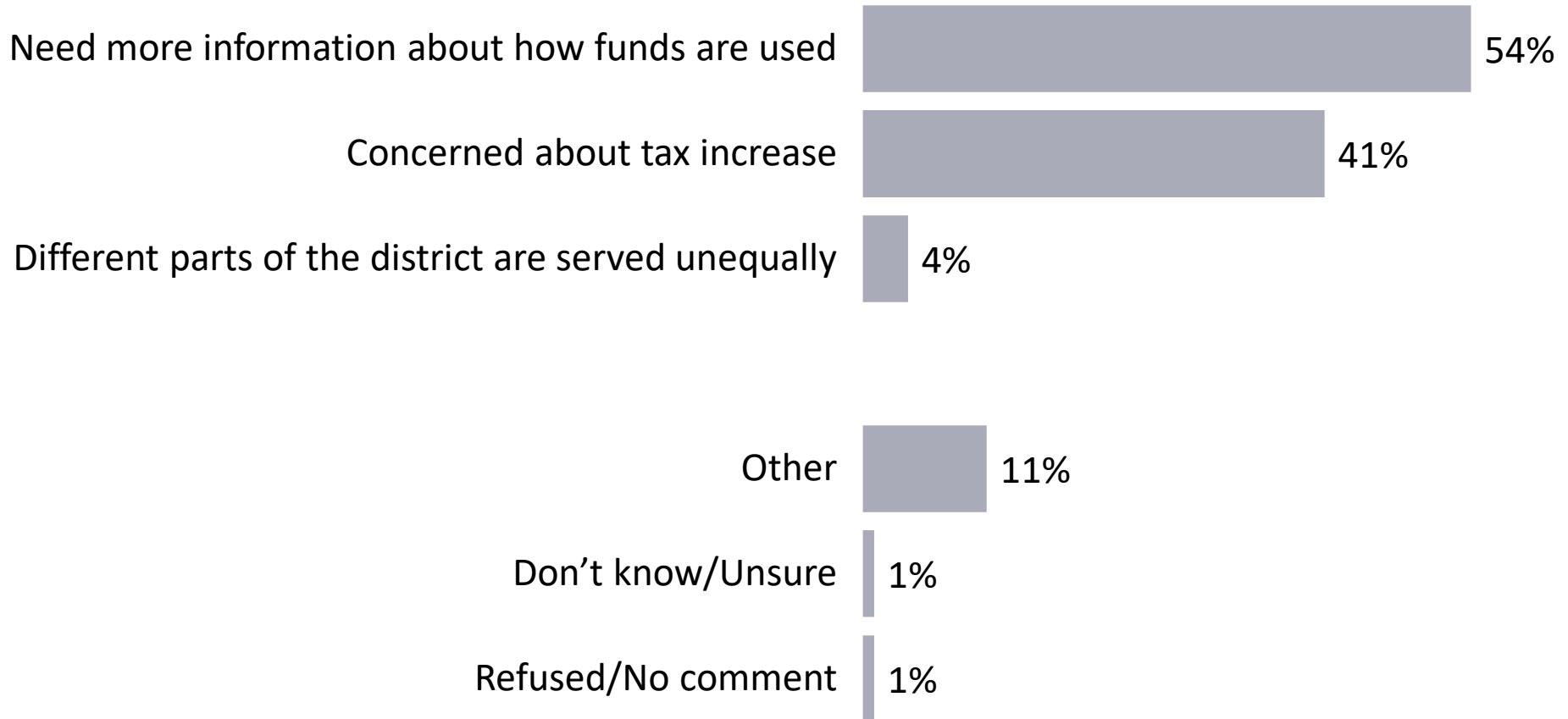
# Those opposed don't want to raise taxes.

*In a few words of your own, why would you **OPPOSE** this proposal?  
(Open-ended; Asked of Opponents Only, n=127)*



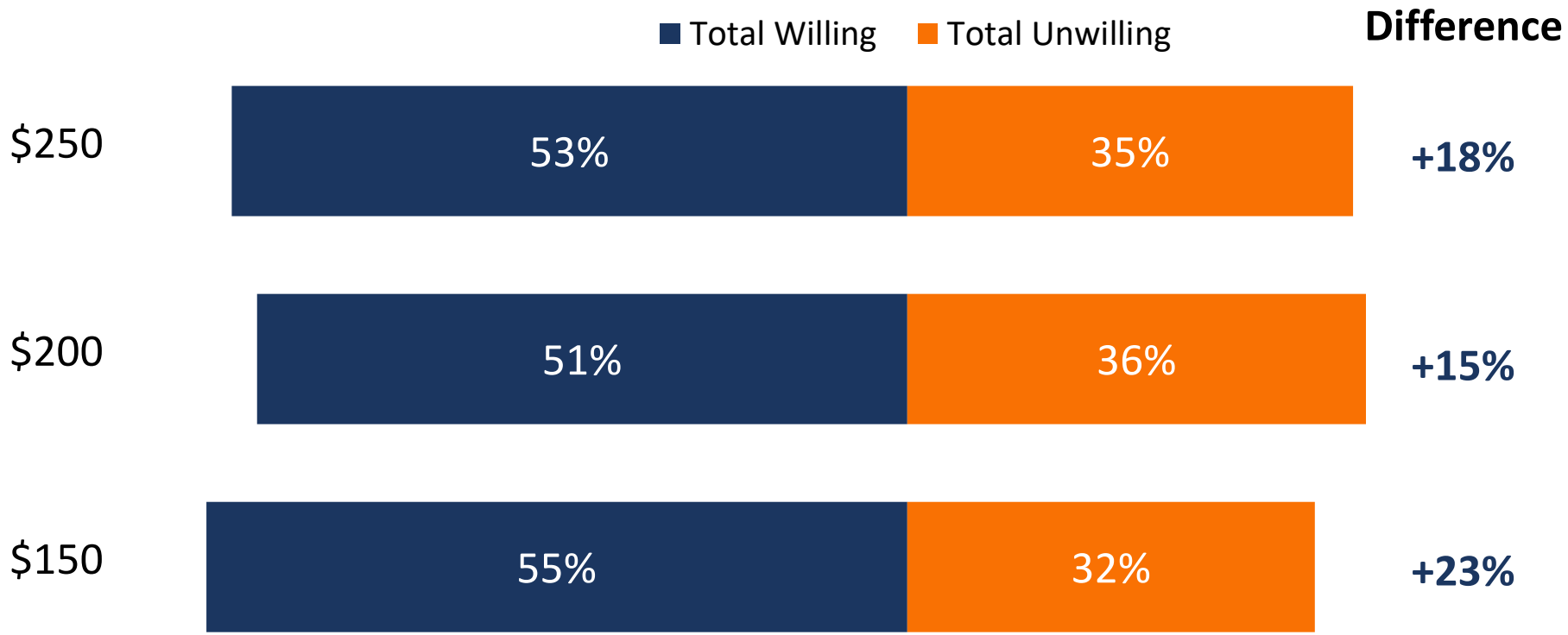
# Undecided voters wanted more information on how funds would be used.

*In a few words of your own, why are you undecided on this proposal?  
(Open-ended; Asked of Undecided Voters Only, n=121)*



# At the same time, a majority say they are willing to pay up to \$250 more per year to maintain and improve fire and emergency response.

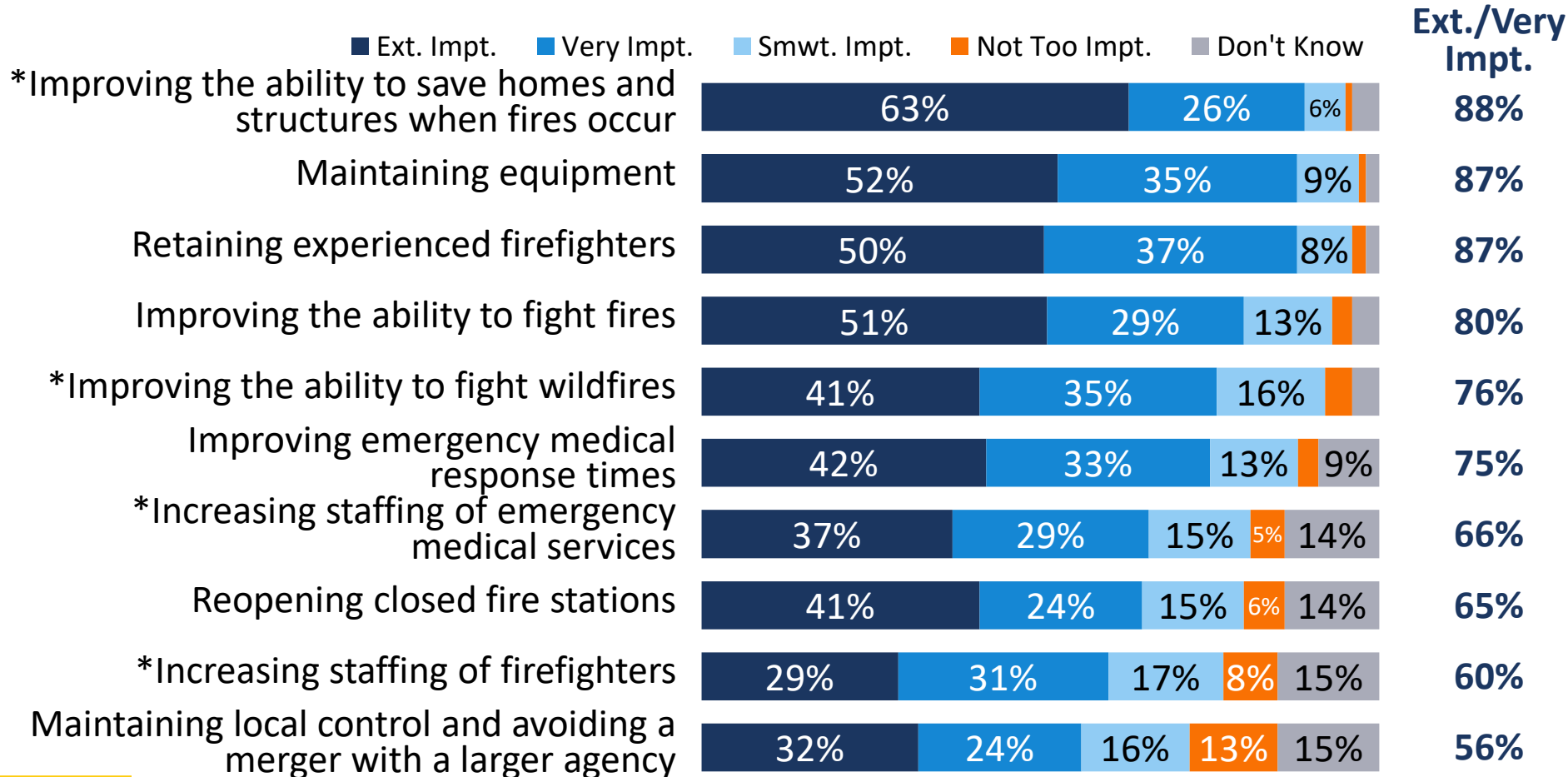
*More specifically, would you be willing or unwilling to pay \_\_\_\_\_ per year to maintain and improve fire and emergency medical response services in your community?*





# Voters place the greatest priority on improving the ability to save homes, maintaining equipment and retaining firefighters.

Please consider some specific projects and spending areas that the South Placer Fire District may prioritize. Please indicate if you feel that prioritizing that project or spending area is either extremely important, very important, somewhat important, or not too important.

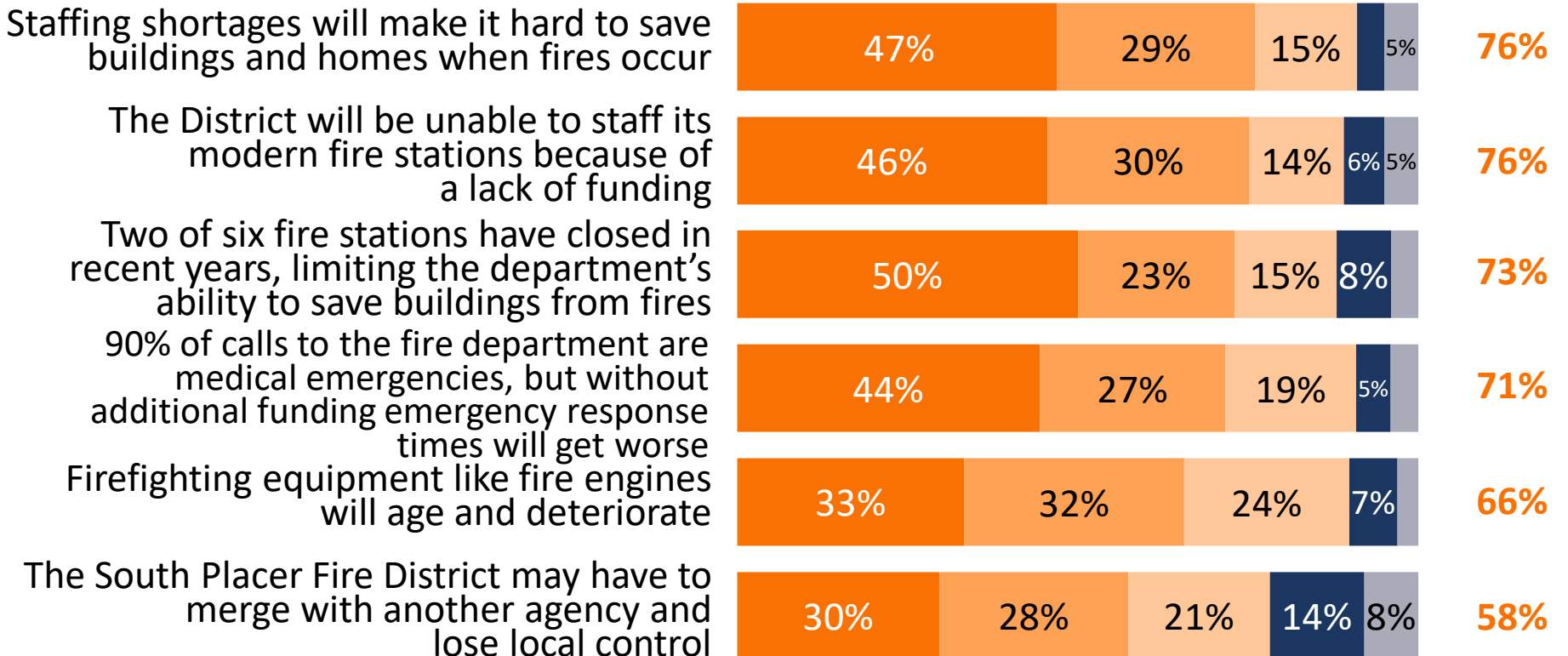


# Voters find staffing shortages and station closures most concerning.

Here are some things that may occur if additional funding is not secured for the South Placer Fire District. Please indicate if you feel that it is extremely concerning, very concerning, somewhat concerning, or not too concerning.

Ext. Conc. Very Conc. Smwt. Conc. Not Too Conc. Don't Know

**Ext./Very Concerning**





# Conclusions

# Conclusions

- South Placer Fire District voters view local firefighters and the District favorably; they rate the service highly and report feeling safe in case of emergencies.
- They rate interactions with the District positively on a wide range of attributes.
- A majority say what they pay for service is fair and more than half are unaware of any differences in the amount paid in different areas.
- However, support for the concept of a measure falls short of two-thirds – only two in five support a ballot proposal initially, with nearly one-third opposed and a similar number undecided.
  - Those supportive want to see fire stations reopened and invest in emergency services.
  - Those opposed worry about high taxes, in general and for the District specifically.
- Despite their mixed views on a measure, most voters are willing to pay up to \$250 more per year for fire and emergency services.
- Overall, while the District is well-liked and valued by the community, additional education is needed on the value provided by a potential tax measure, given the strong anti-tax sentiment and skepticism that government uses funds as promised.

For more information,  
contact:



OPINION  
RESEARCH  
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