



OPINION
RESEARCH
& STRATEGY

TO Tehama County
FROM Richard Bernard, Ph.D., Partner, FM3 Research
RE: County of Tehama Budget Priorities and Community Issues Survey
DATE September 16, 2025

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is pleased to submit this proposal to conduct a survey on behalf of Tehama County to examine County residents' perceptions of and attitudes towards the County, gauge residents' budget priorities, and test the viability of a potential revenue measure. FM3 recommends conducting a 15-minute dual-mode survey (online and by telephone) among a random sample of up to 400 registered voters likely to vote in the November 2026 General Election.

The remainder of this proposal provides specifications and pricing for the recommended survey research.

RESEARCH SPECIFICATIONS & COSTS –SURVEY FOR A NOVEMBER 2026 ELECTION

| | |
|------------------------|---|
| Research | Dual-mode voter survey |
| Methodology | |
| Data Collection | Telephone and online interviews |
| Mode | |
| Respondent | Telephone calls, email invitations and text message invitations |
| Contact Method | |
| Sample | Up to 400 Tehama County registered voters likely to participate in the November 2026 General Election. We will work hard to obtain a random sample of 400 completed interviews among the County's relatively small number of likely November 2026 voters, and will prorate our price based on the actual number of interviews achieved. We have provided costs below for a sample of 400, 350, and 300, in case the desired number of 400 is not obtained. Alternatively, if we are able to obtain more than 400 responses, we will do so at no extra cost to the County. |
| Margin of | ±4.9% for a sample of 400 interviews* |
| Sampling Error* | ±5.2% for a sample of 350 interviews* ±5.7% for a sample of 300 interviews* |

*At the 95% confidence level (i.e., in 95 out of 100 cases)

- Questionnaire** 15-minute survey, featuring between approximately 35-50 unique questions (including battery question items and demographic questions)
- Language** English and Spanish (online and by telephone - cellular and landlines)
- Deliverables** Following the completion of the survey, we will provide:
 - An approved questionnaire for easy reference
 - An analysis of survey results in PowerPoint
 - A presentation of the survey results (if requested)

FM3 will also be available for ongoing consultation and any further analysis of the research.

Cost FM3 is prepared to conduct a 15-minute dual-mode survey among a random sample of between 300 and 400 likely November 2026 General Election voters, as described above, for a total not-to-exceed cost between **\$26,500** and **\$29,750**, depending on the number of completed surveys (see, **Figure 1**). This price is comprehensive, and includes all costs for questionnaire design and translation, sample acquisition and preparation, programming, email and text message invitations, bilingual online survey hosting, bilingual telephone interviewing, data entry and analysis, and reporting. The prices do not include travel. Travel will be billed at cost, if incurred.

Figure 1: Survey Costs

| Sample Size | 15-minutes |
|----------------|------------|
| 300 interviews | \$26,500 |
| 350 interviews | \$28,250 |
| 400 interviews | \$29,750 |

We would welcome the opportunity to work with you on this research, and if you have any questions or if there is any further information we can provide, please do not hesitate to contact us. Thank you for your consideration and you may reach us as follows:

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