



OPINION
RESEARCH
& STRATEGY

TO City of Indian Wells

FROM John Fairbank and Adam Sonenshein
FM3 Research

RE: Update on Survey of Indian Wells Voters on Updating the Existing Special Fire Tax

DATE June 18, 2024

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is conducting a survey of likely voters in the City of Indian Wells to understand the viability of a ballot measure to update the existing Indian Wells Special Fire Tax so it is adjusted annually according to the cost of providing services (with and without a 5% cap on annual increases).

Through yesterday, June 17th, we surveyed 165 Indian Wells residents, including 85 who have completed the survey online and 80 who have participated over the phone. To the degree possible, the respondents have similar demographic attributes as the overall pool of likely voters in the city.

FM3 is continuing to pursue additional survey responses through Wednesday in advance of a report to the City Council on Thursday, June 20th. Depending on the number of survey interviews completed by the time of that meeting, FM3 may continue pursuing responses through June 23rd. The Final Report will be provided to the City Council by June 28th.