



OPINION
RESEARCH
& STRATEGY

TO Isaac Whippy
City of Fort Bragg

FROM Curt Below & Suzanne Brewster
FM3 Research

RE: Survey Scope and Estimated Costs

DATE June 5, 2026

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is pleased to submit this short scope of work to conduct research assessing the viability of a potential November 2026 ballot measure.

Research Population & Sample In our 2024 survey for the City, we were able to complete 202 interviews with likely November 2024 voters over the course of two weeks. While that presidential electorate is larger than the gubernatorial electorate, we will still strive to complete 200 interviews in a similar time frame. However, we will include costs for fewer interviews and costs will scale accordingly. Otherwise, we are proposing a similar methodology as that 2024 survey.

Research Methodology Dual-mode voter survey

Data Collection Mode Telephone and online/mobile interviews

Respondent Contact Method Telephone calls, email invitations, and text invitations

Margin of Sampling Error* ±6.9% for a sample of 200 interviews
±7.4% for a sample of 175 interviews
±8.0% for a sample of 150 interviews

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

Questionnaire Surveys of this nature typically run 20 minutes long.

Language Telephone interviews will be offered in Spanish.

Deliverables Following the completion of the survey, we will provide:

- A complete analysis of survey results in PowerPoint
- A presentation of the survey results

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

Cost Figure 1 contains the total estimated costs for this research. These prices are comprehensive and include all costs for questionnaire design; sample acquisition and preparation; programming; translation; email and text invitations; survey hosting; bilingual telephone interviewing; data entry and analysis; and reporting.

Figure 1: Estimated Dual-mode Survey Costs

Survey Length	Number of Interviews		
	200	175	150
20 minutes	\$24,750	\$24,125	\$23,500

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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