









# Loomis Voter Attitudes Toward a Sales Tax Renewal

*Key Findings of a Citywide Survey Conducted June 20-28, 2023*



OPINION  
RESEARCH  
& STRATEGY

# Survey Specifics and Methodology

<b>Dates</b>	June 20-28, 2023			
<b>Survey Type</b>	Dual-mode Voter Survey			
<b>Research Population</b>	Loomis Voters			
<b>Total Interviews</b>	335			
<b>Margin of Sampling Error</b>	±5.4% at the 95% Confidence Level			
<b>Contact Methods</b>	 Telephone Calls	 Email Invitations	 Text Invitations	 Postcard Invitations
<b>Data Collection Modes</b>	 Telephone Interviews	 Online Interviews		

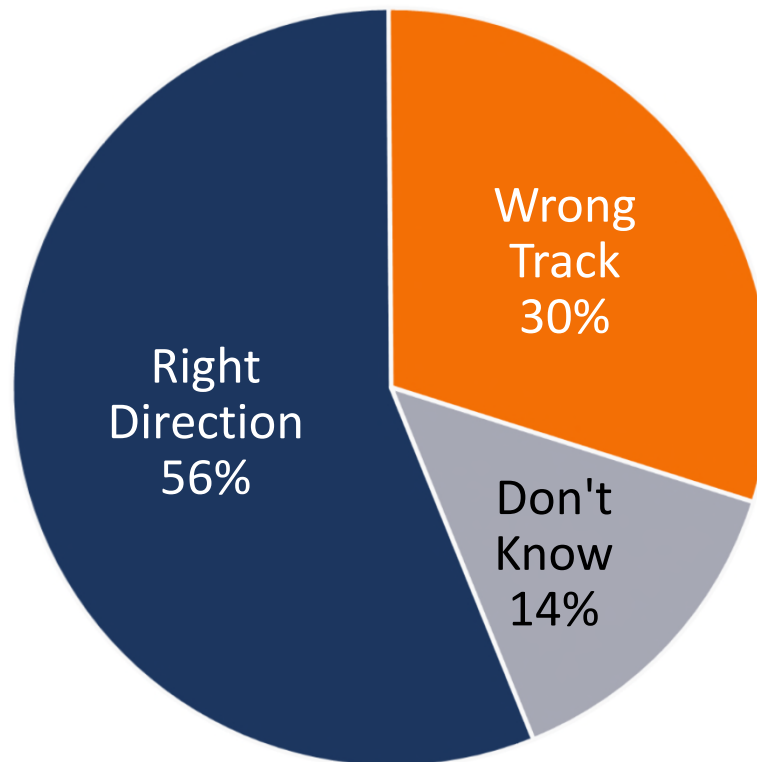
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# Mood of the Town

# A majority of Loomis voters feel the Town is headed in the right direction.

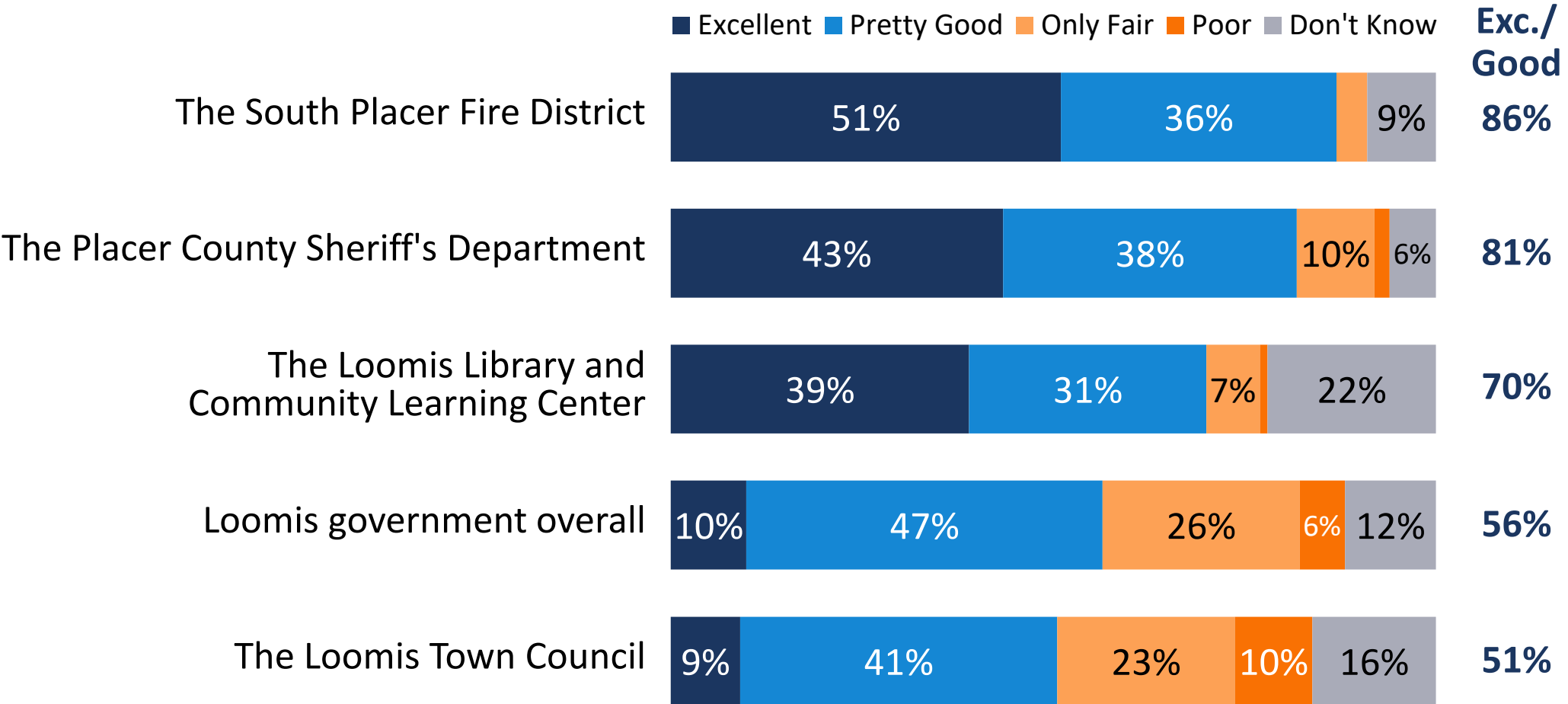
*Would you say that things in Loomis are generally headed in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*



Democratic men and those with household incomes over \$250,000 are most likely to say things are headed in the right direction, while Republicans are most likely to say things are off on the wrong track.

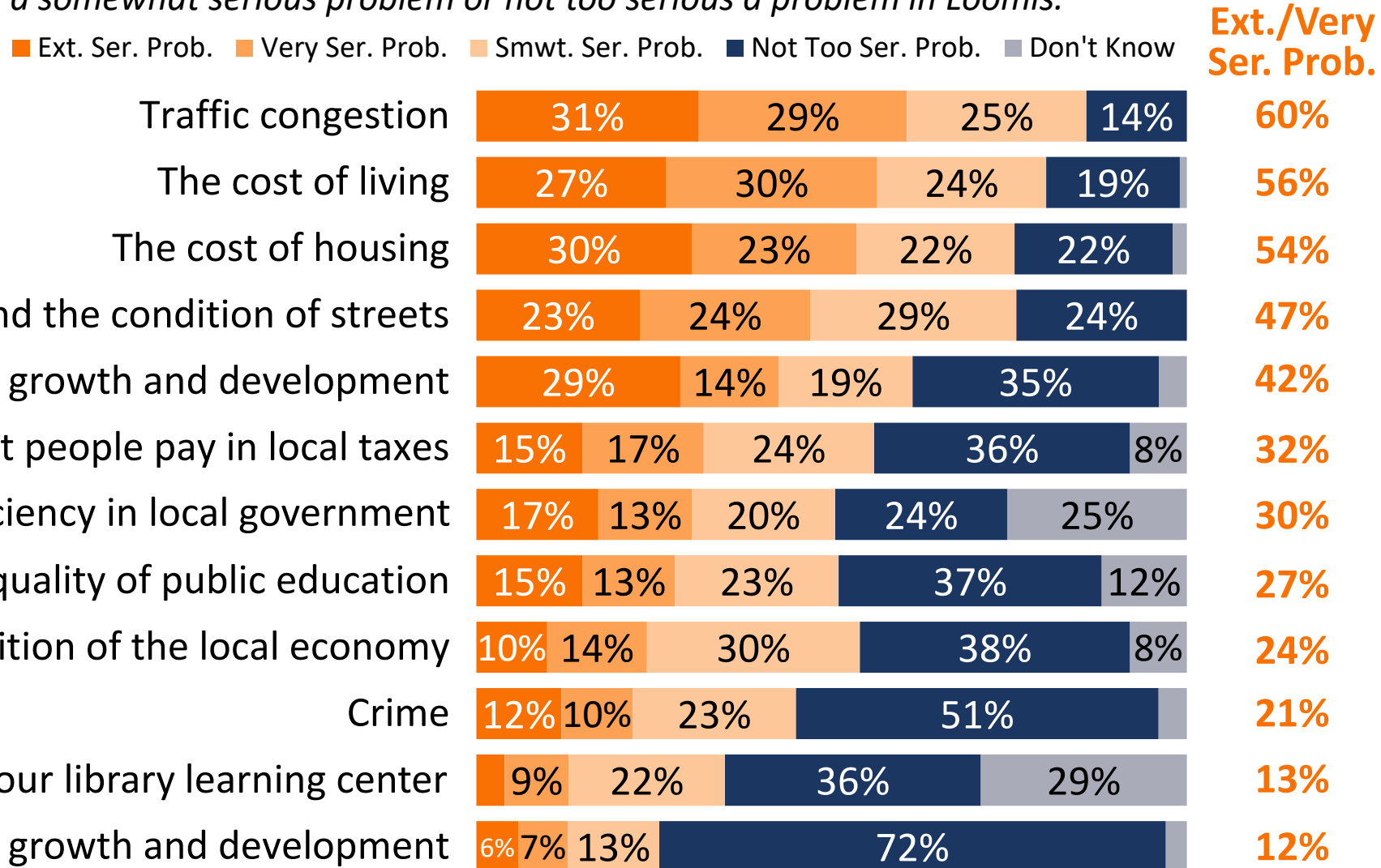
# Voters broadly say local public safety departments and the library are doing an excellent job.

*I am going to mention a few organizations in the Town of Loomis. Please tell me if you think that department or unit is doing an excellent job, a pretty good job, only a fair job, or a poor job.*



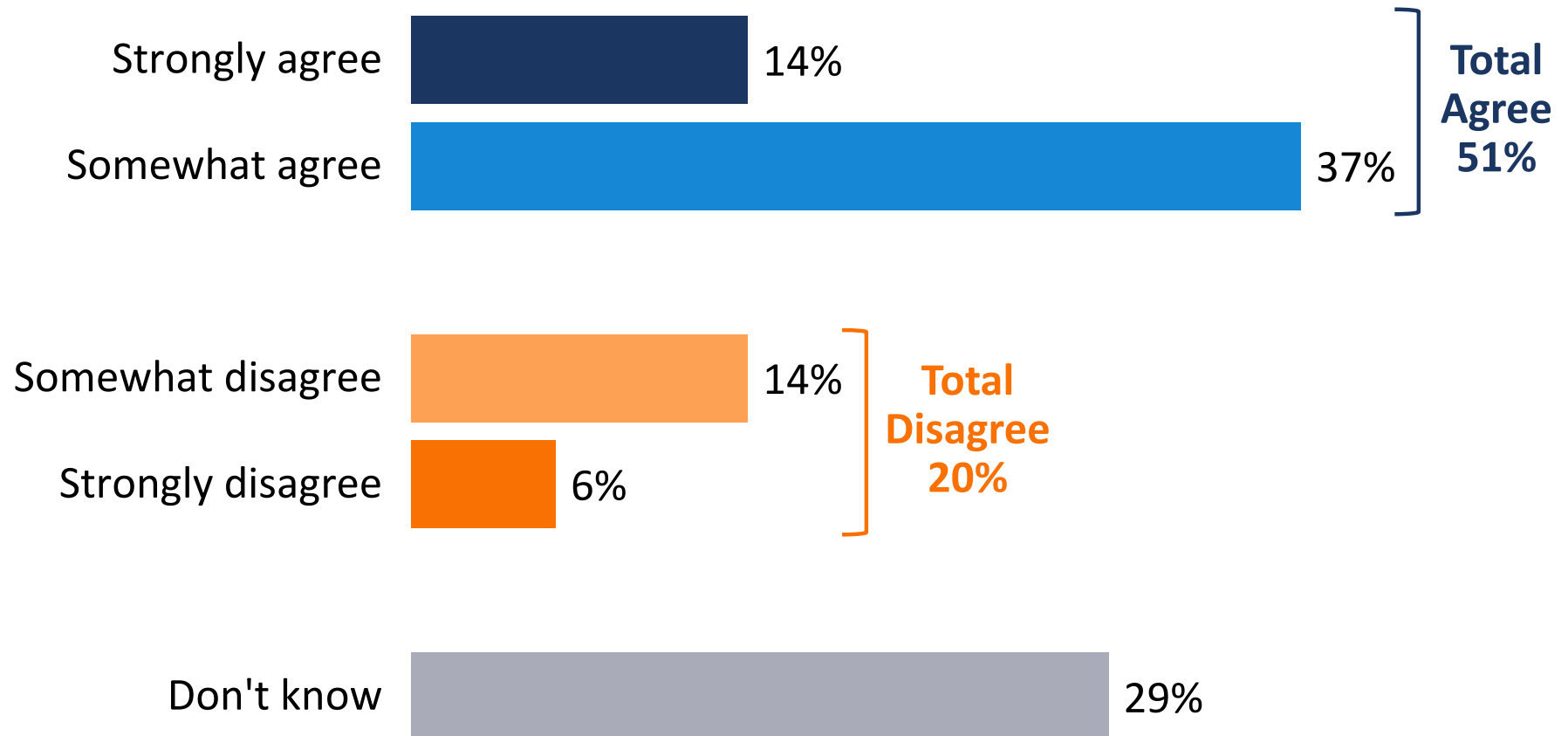
# Traffic congestion, the cost of living, and the cost of housing are the top problems in the area.

*I'd like to read you some problems facing Loomis that other people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem or not too serious a problem in Loomis.*



# A slim majority agrees the Town's finances are well-managed, though many are unsure.

*Please tell me if you agree or disagree with the following statement:  
The Town of Loomis's finances are generally well-managed.*





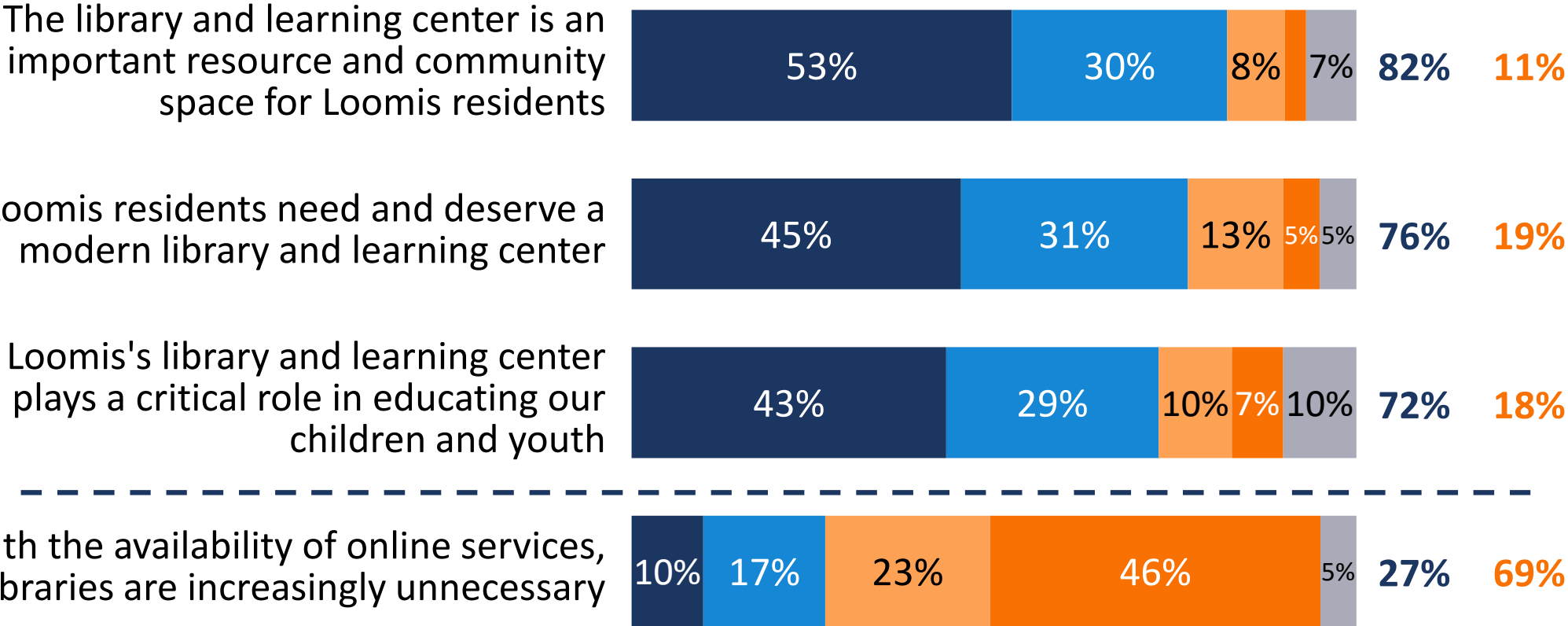
# Views on the Library



# Voters broadly agree with the assertions that the library and learning center is important in the community and disagree that it is unnecessary.

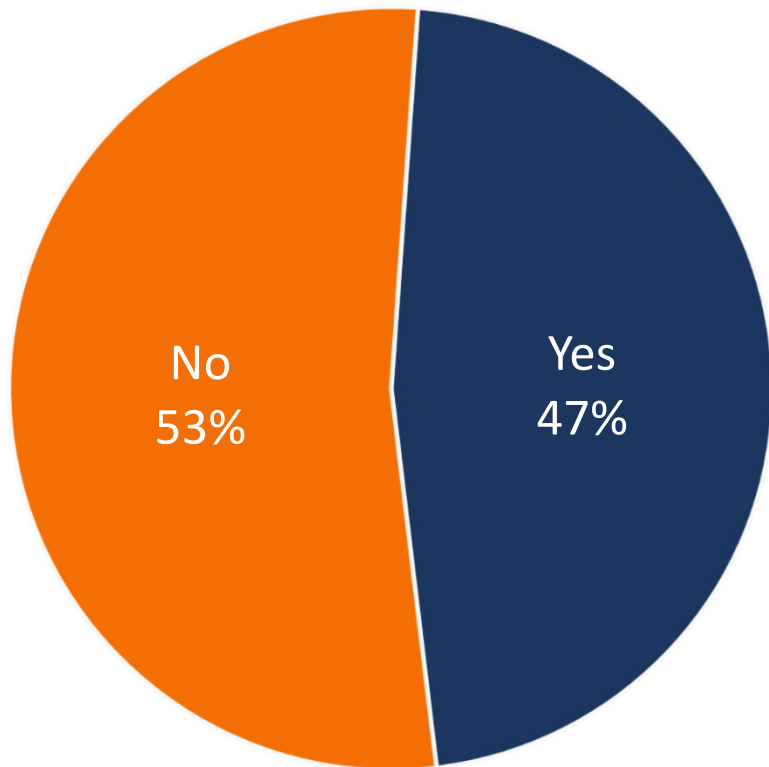
*I'm going to read you a list of statements related to Loomis and the Loomis Library and Community Learning Center. Please tell me whether you generally agree or disagree.*

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

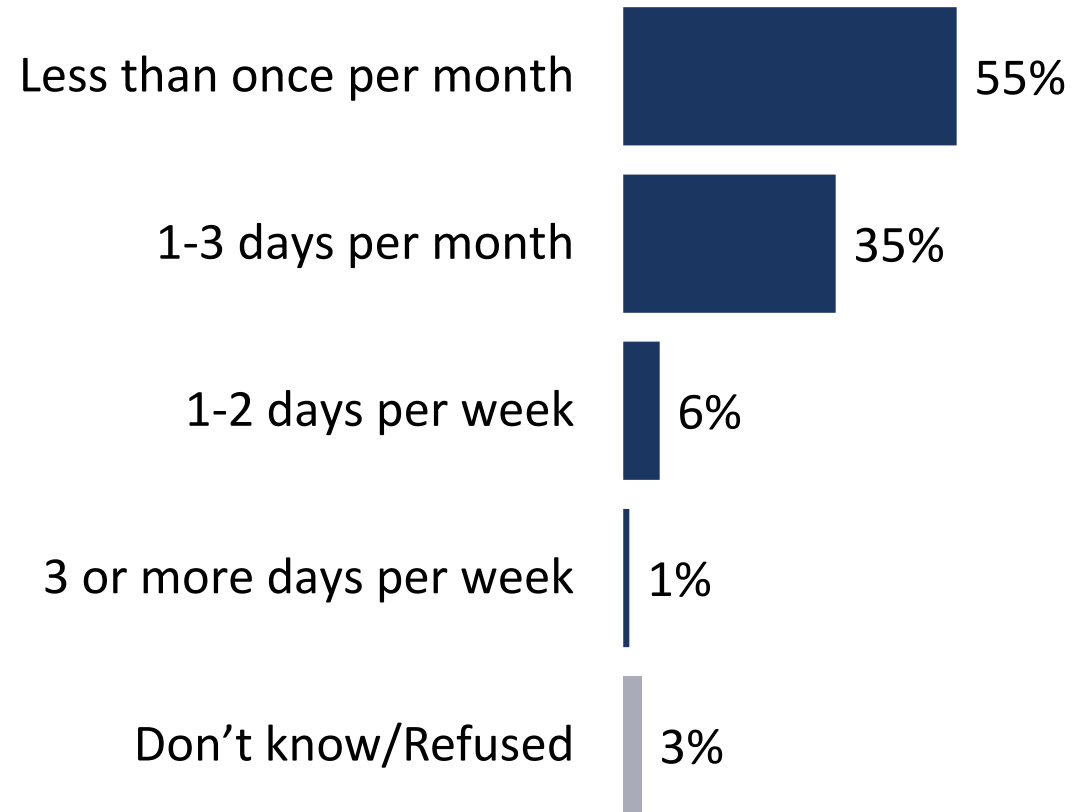


# Half of the electorate has visited the Library and Learning Center in the past year.

*In the past year or so, have you visited the Loomis Library and Community Learning Center?*

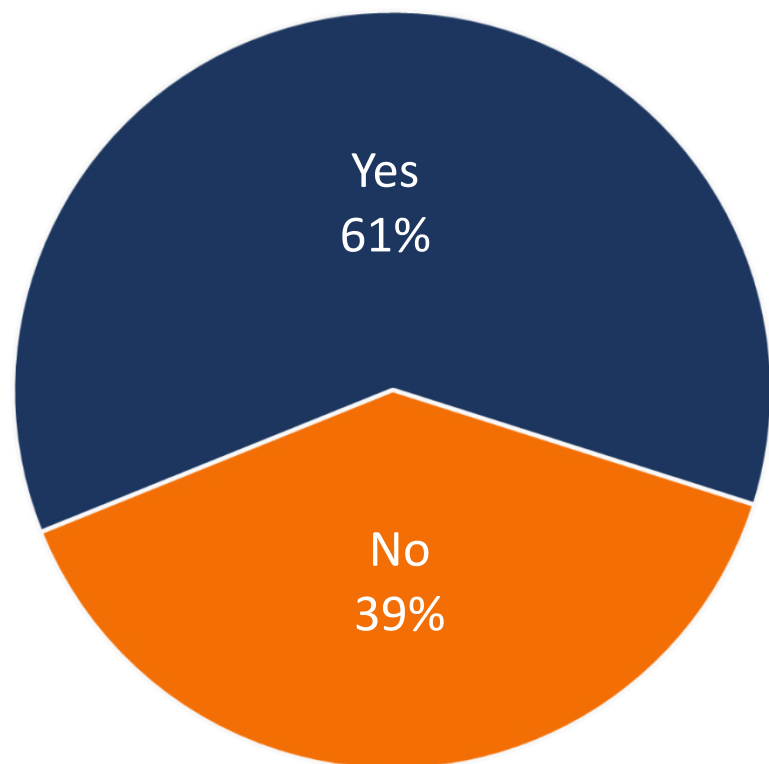


*In the past year or so, how often have you visited the Loomis Library and Community Learning Center?  
(Asked of Those Who Visited)*

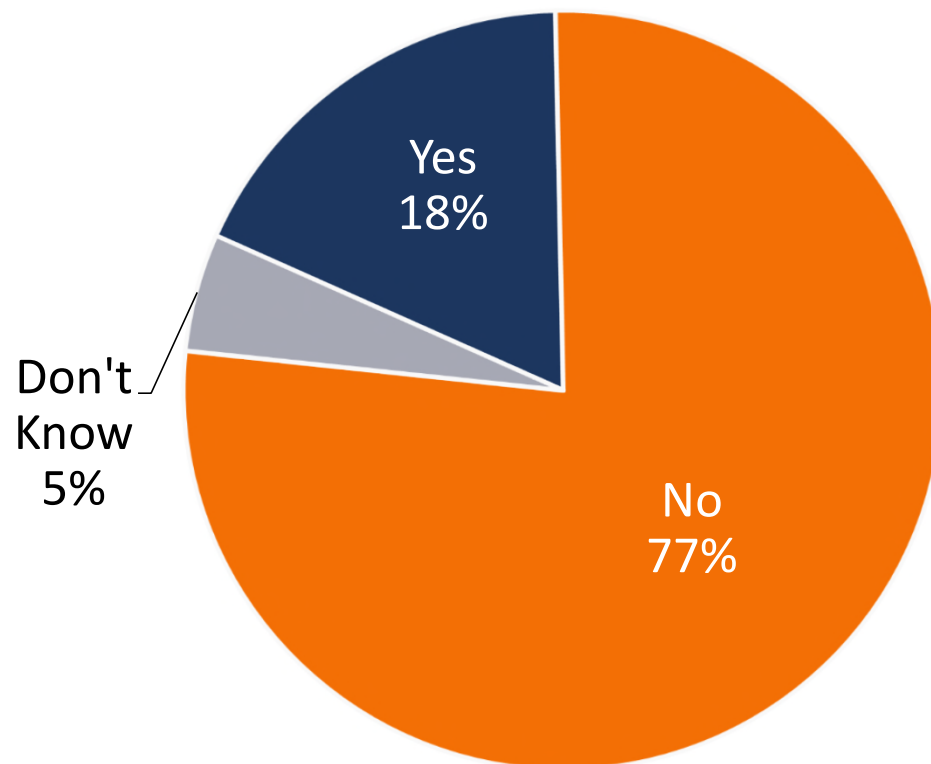


# Most people who have not visited in the past year, have gone to the Library and Learning Center at some point in the past.

*Have you ever visited the Loomis Library and Community Learning Center?  
(Asked of Those Who Have Not Visited)*



*In the past year or so, has anyone else in your household visited the Loomis Library and Community Learning Center?  
(Asked of Those Who Have Not Visited)*





# Introducing a Potential Ballot Measure

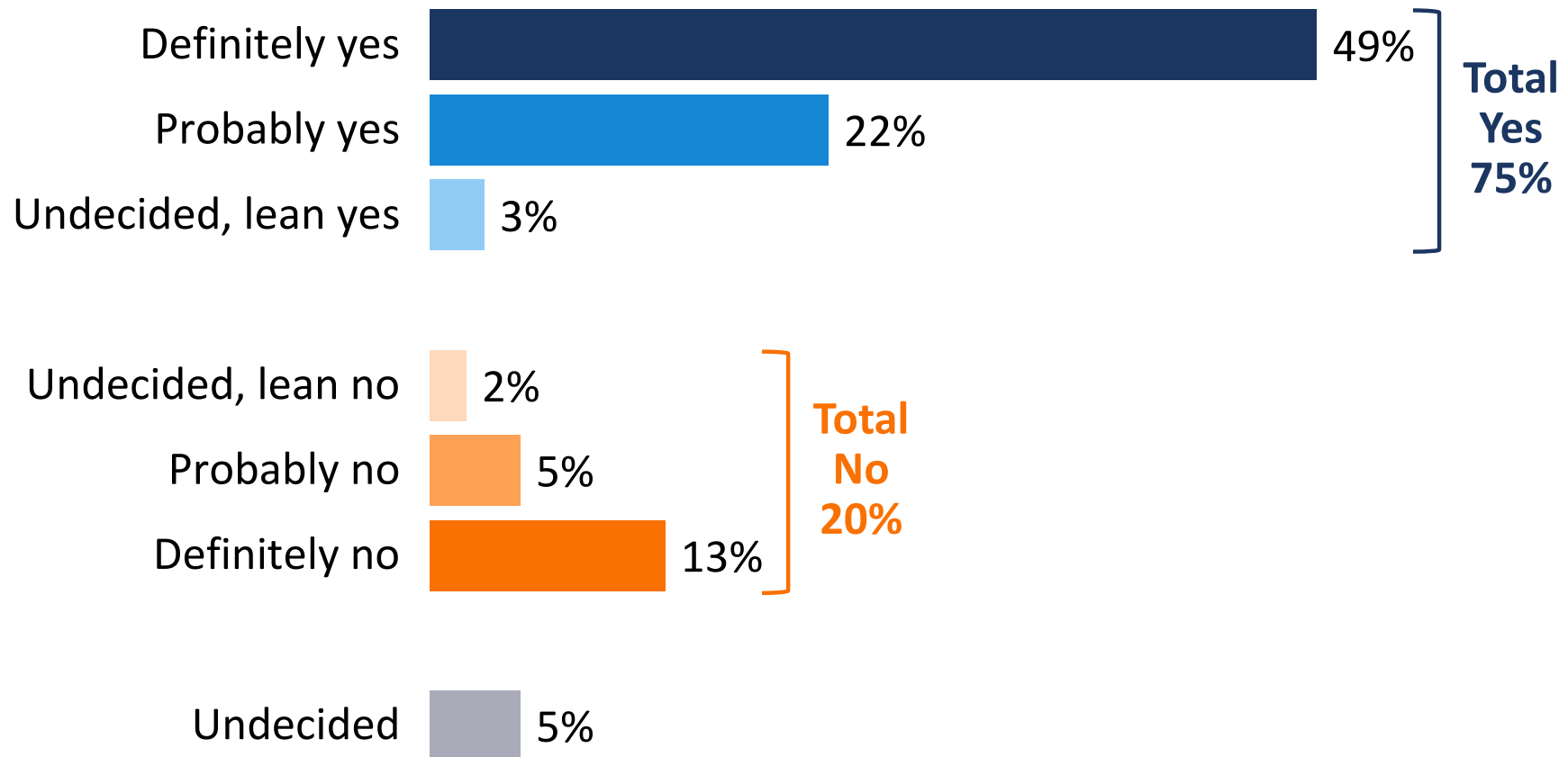
# Hypothetical Measure Description Tested

*50% Threshold for Passage*

## **Town of Loomis Local Funding Continuation Measure.**

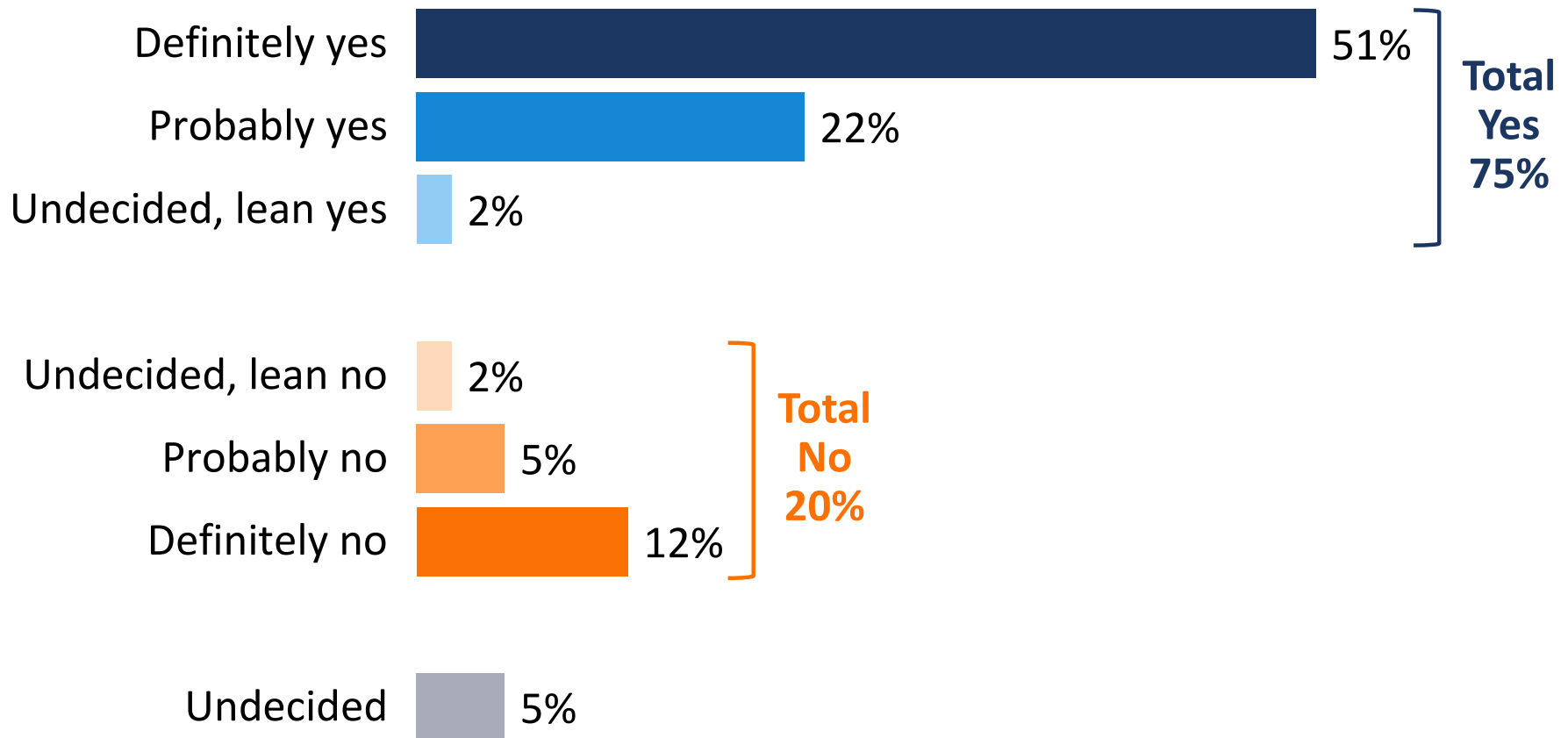
Shall the measure to continue — without increasing taxes — a local source of funding originally approved by voters in 2016 for general government use, including to keep the Loomis Library and Community Learning Center open and to continue providing library/learning center services and access to computers and technology, by extending the existing ¼¢ sales tax, until ended by voters, and providing approximately \$900,000 per year and subject to annual audits and public review, be adopted?

# Three-quarters of voters support the measure initially.



# Among likely voters, support is virtually identical.

Likely November 2024 Voters



# Support for the measure cuts across partisan lines.

Demographic Group	Total Yes	Total No	Undecided
All Voters	75%	20%	5%
<b>Gender</b>			
Men	73%	21%	5%
Women	76%	19%	5%
<b>Party</b>			
Democrats	87%	10%	3%
Independents	76%	17%	6%
Republicans	69%	26%	5%
<b>Race/Ethnicity</b>			
Whites	80%	17%	3%
All Voters of Color	89%	11%	0%
<b>Education</b>			
Some College or Less	79%	16%	5%
Four-year College or More	77%	20%	3%



# Majority support cuts across age and income.

Demographic Group	Total Yes	Total No	Undecided
<b>Age</b>			
18-29	74%	20%	7%
30-39	81%	13%	6%
40-49	79%	17%	4%
50-64	73%	23%	4%
65-74	69%	27%	3%
75+	77%	15%	8%
<b>Household Income</b>			
<\$90,000	84%	13%	3%
\$90,000-\$125,000	80%	16%	4%
\$125,000-\$250,000	77%	19%	4%
\$250,000+	73%	27%	0%

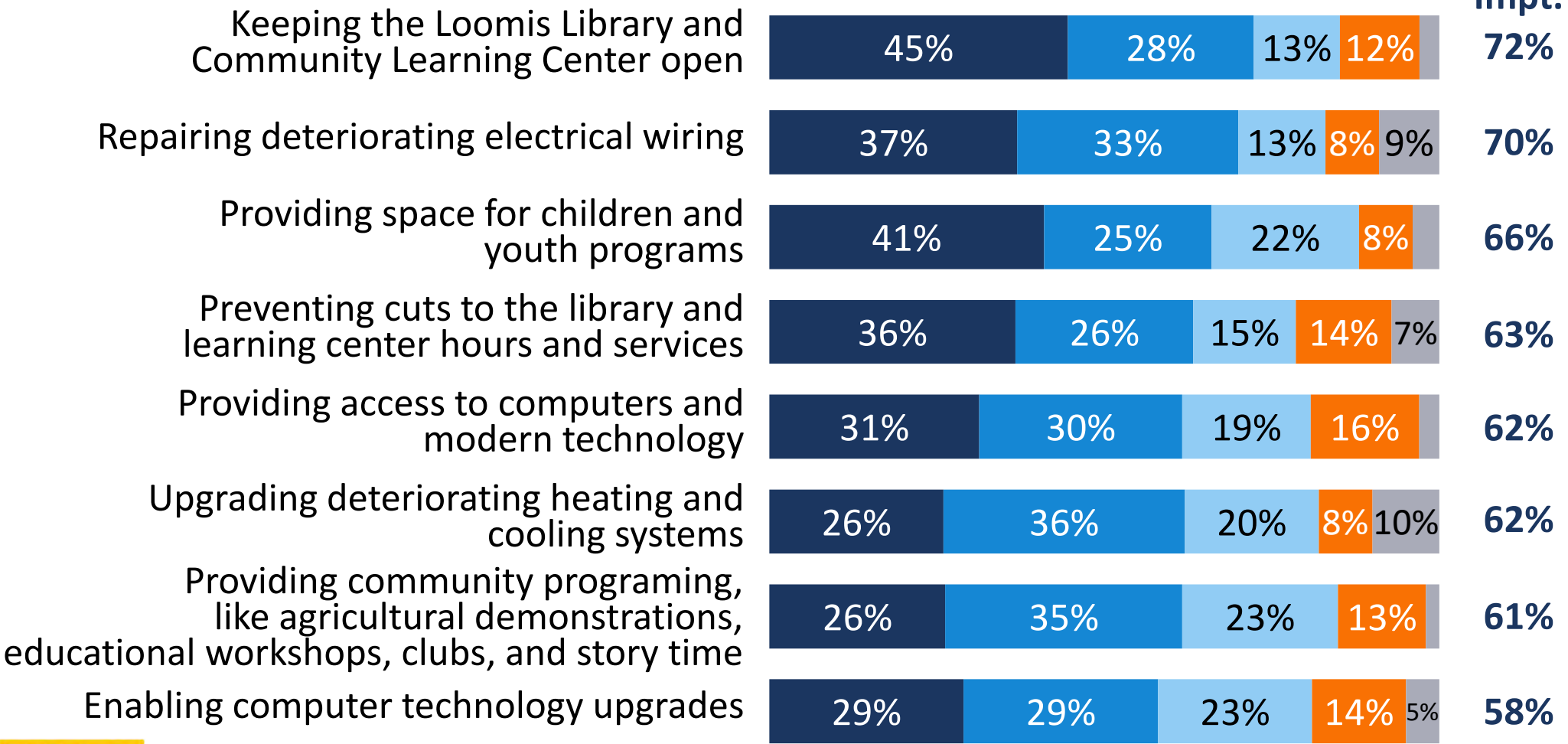
# Those who have used the library in the past year are especially supportive.

Demographic Group	Total Yes	Total No	Undecided
<b>Length of Residence</b>			
Lived <5 Years in Loomis	80%	14%	6%
Lived 6-10 Years in Loomis	73%	23%	4%
Lived 11-20 Years in Loomis	77%	18%	5%
Lived 21-40 Years in Loomis	71%	25%	4%
Lived 40+ Years in Loomis	81%	19%	0%
<b>Have Children Under 19</b>			
Have Children at Home	83%	13%	4%
No Young Children at Home	74%	22%	4%
<b>Visited Library Recently</b>			
Yes	85%	11%	4%
No	66%	28%	6%
<b>Participation in the Last 6 Statewide Elections</b>			
2+/6	73%	22%	6%
3+/6	71%	24%	5%
4+/6	70%	24%	5%
5+/6	70%	24%	6%
6/6	73%	21%	6%

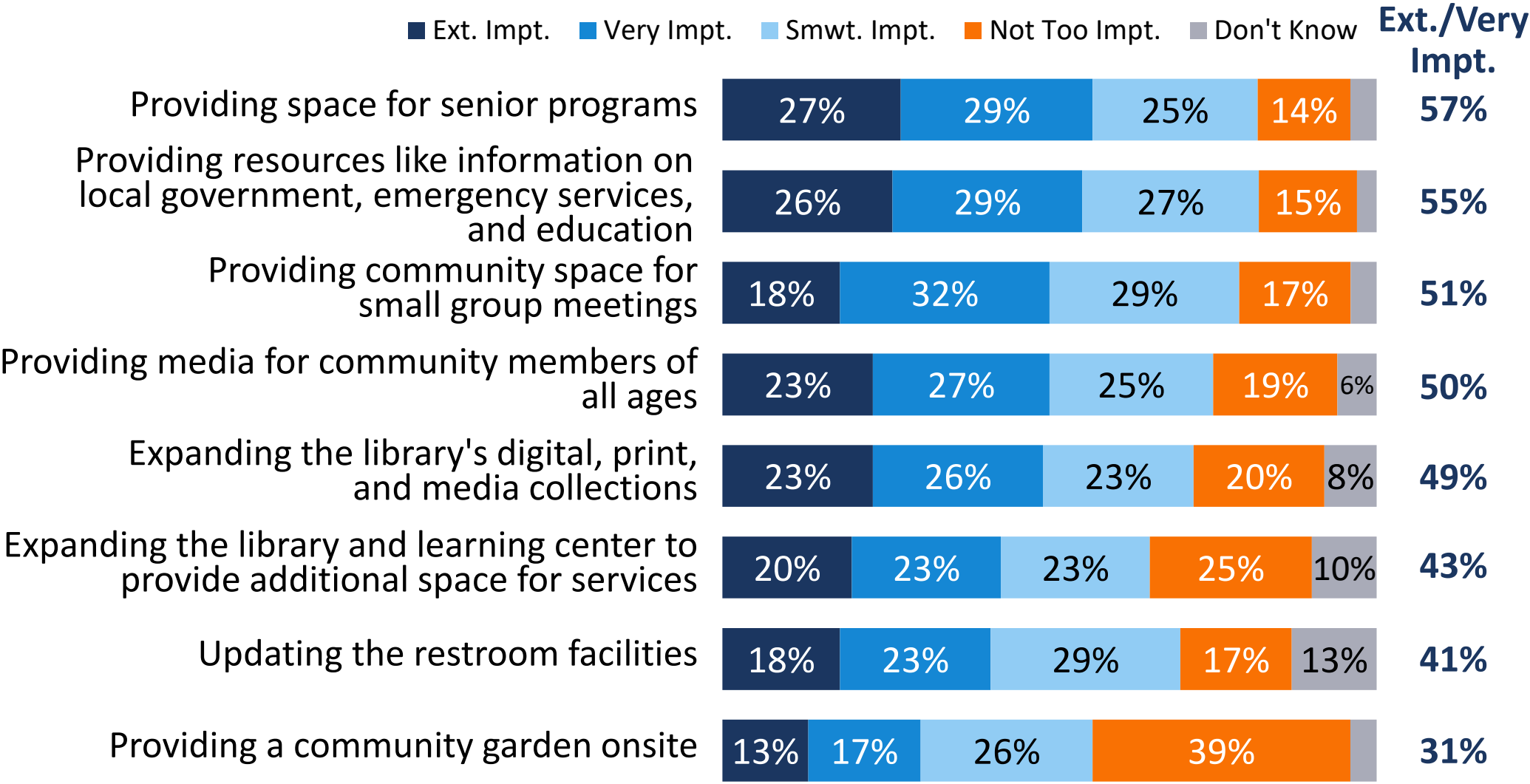
# Voters see keeping the library open and repairing electrical wiring as the top priorities.

*Though the final structure of the measure has not been finalized, I am going to read you a list of ways funds could be spent. Please tell me how important it is to you that each of the following items are included in the measure we have been discussing.*

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know **Ext./Very Impt.**



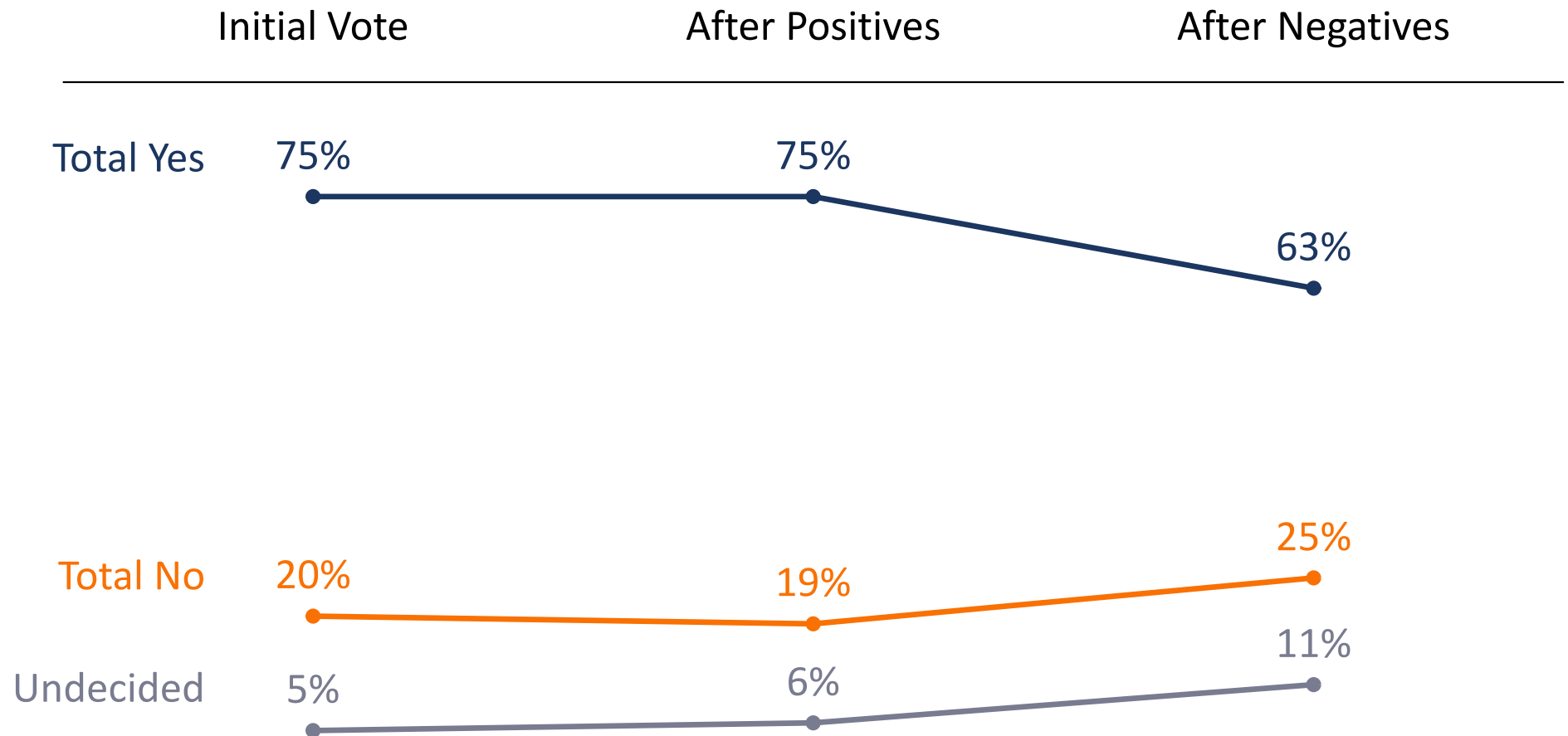
# Expanding the library, updating the restrooms and providing a community garden rank lower as priorities.





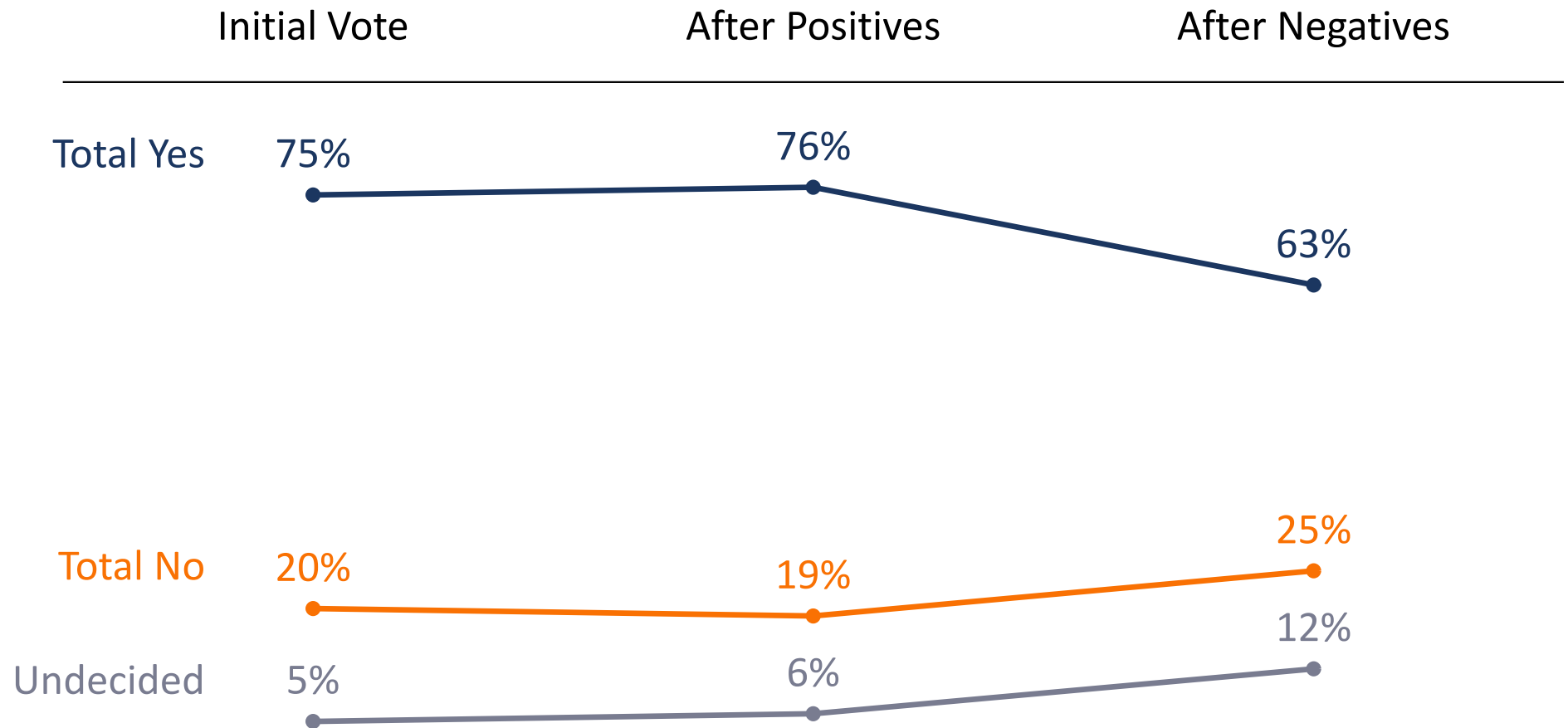
# Segmenting the Electorate

# The measure starts at its ceiling of support and drops 10 points after critical statements.



# Among likely voters, the pattern is the same.

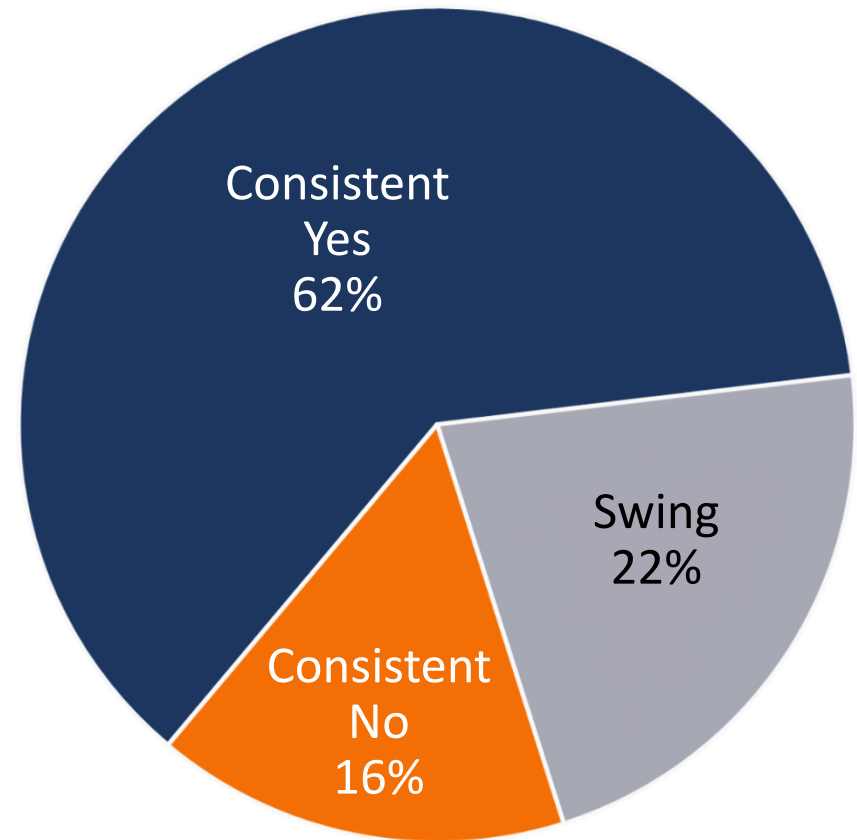
Likely November 2024 Voters



# Segmenting the Electorate

- ❖ **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.







# Pro and Con Arguments

# Arguments in Favor of the Measure

*Ranked by Very Convincing*

51%

**(CLOSURE)** Loomis's sales tax revenue is the library's main source of funding. Before this funding source was established the library fully shut down for several months. If this measure does not pass and the existing sales tax is not renewed, the Loomis Library and Community Learning Center could be forced to close again and the community could lose its only library.

44%

**(NO TAX INCREASE)** Voting yes on this measure will not increase taxes, it will simply renew an existing tax and ensure that the Loomis Library and Community Learning Center stays open.

44%

**(DEMAND)** There is extremely high use and demand for our local library by Loomis area residents, with more than a thousand visitors a month and 42,000 items checked out last year alone. We must continue to invest in this vital public resource that our community relies on so heavily.

41%

**\*(CENTER)** Every town needs a library. Libraries are one of the few community centers left that benefit children, families, and seniors. This measure will help make sure that we continue to have access to this valuable resource, so it can continue to be a place to study, learn, and gather.

41%

**(KIDS)** This measure will ensure we continue to have spaces and access to programs like story time, after school programs, and modern technology for K-12 learners. The library and learning center also provides after-school and weekend programs, keeping kids out of trouble.

# Arguments in Favor of the Measure (Continued)

*Ranked by Very Convincing*

**40%**

**(VISITORS)** The majority of the sales tax will be paid for by out-of-town visitors who come to Loomis's new Costco. Not only will this measure not raise taxes on current residents, but it will bring in additional revenue from outsiders to benefit the Loomis community.

**38%**

**\*(TECH)** This measure will provide a stable source of funding to make upgrades to our library to bring it into the modern era, including repairing electrical wiring, providing more outlets for people to charge their devices and ensuring secure and stable Wi-Fi.

**36%**

**(ACCOUNTABILITY)** The sales tax measure has strict accountability provisions, including required annual independent financial audits, and public review of expenditures to ensure that funds are spent efficiently and effectively.

**34%**

**\*(PROGRAMMING)** The Loomis Library hosts creative and fun events for community members that match their interests; these range from unique programs like a seed club and events for kids to practice literacy by reading to a dog to more traditional events like preschool story time and computer classes. This measure will ensure we continue to have educational resources for all ages.

**34%**

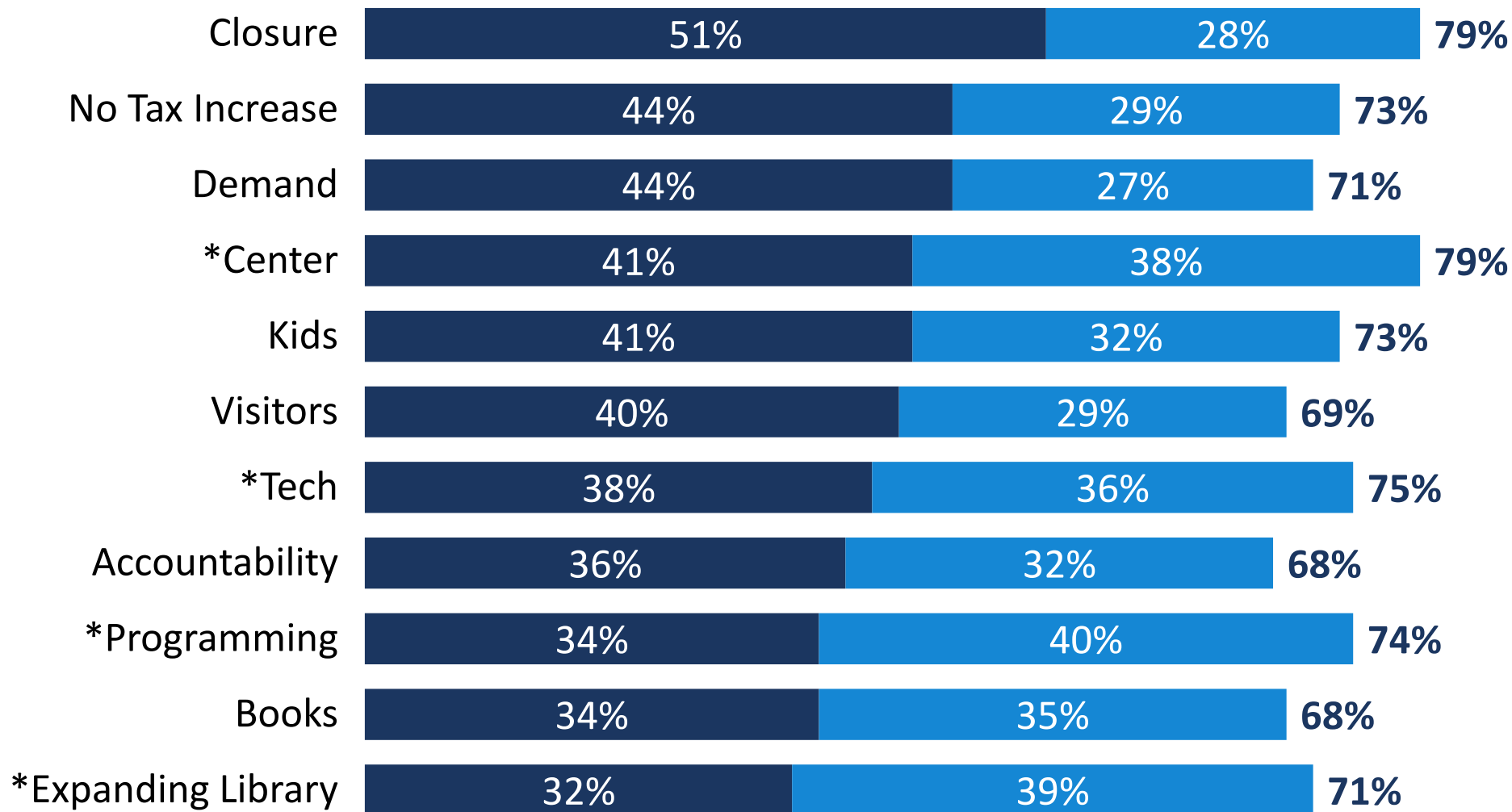
**(BOOKS)** This measure will provide the funding needed to help our libraries stay up to date, with the books and materials users want and need, such as reference books, trade journals and magazines, large-print books for seniors, and kids' and teens' titles.

**32%**

**\*(EXPANDING LIBRARY)** The funding provided by this measure will allow the library and learning center to grow, providing more space for library services, tech-friendly workspaces, events, clubs, and meeting spaces that the community needs and wants.

# Arguments describing the potential closure of the library, that there won't be a tax increase, and that there is a high degree of demand are most convincing.

■ Very Convincing ■ Somewhat Convincing

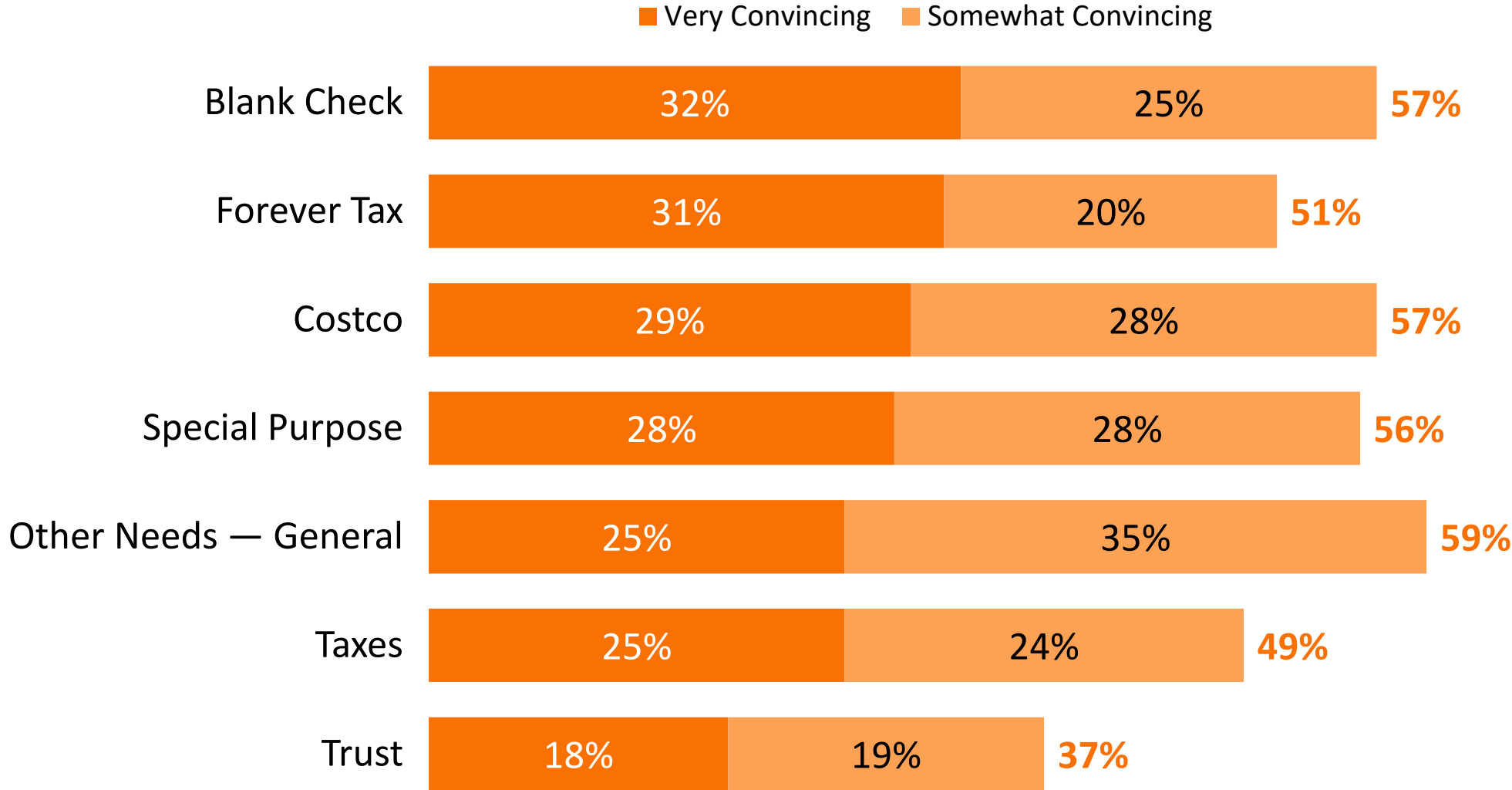


# Arguments in Opposition to the Measure

*Ranked by Very Convincing*

32%	<b>(BLANK CHECK)</b> There is no guarantee that these funds will be used to pay for the library. Local politicians can decide to redirect these funds to their pet projects and there is nothing residents can do about it. We cannot support taxes with so little accountability.
31%	<b>(FOREVER TAX)</b> This tax measure has no end date. Taxpayers will be forced to pay this ¼¢ sales tax forever. We need to find another source of funding for the library in the budget, not force taxpayers to fund it permanently.
29%	<b>(COSTCO)</b> With the new Costco coming to Loomis our sales tax revenues are going to increase automatically. We don't need to raise taxes to fund the library.
28%	<b>(SPECIAL PURPOSE)</b> This measure is misleading. Town government is saying this is a library funding measure, but these funds will go into our general fund and can be spent however they want. They are trying to use a loophole to avoid a special purpose tax which would require ⅔ approval from Loomis voters. This is undemocratic and untrustworthy behavior.
25%	<b>(OTHER NEEDS — GENERAL)</b> We have other, more important needs for funding in our community — like road repairs, public safety, schools, and keeping parks clean and safe.
25%	<b>(TAXES)</b> The cost of living is out of control and our taxes keep getting raised with statewide and local ballot measures. Enough is enough. I'm simply not voting for <u>anything</u> that raises my taxes.
18%	<b>(TRUST)</b> We simply can't trust Loomis town government to spend this money wisely. They have a history of financial mismanagement and wasting taxpayer dollars.

# Overall, criticisms are less convincing individually than are positive messages.





# Conclusions

# Conclusions – Mood of the Electorate

- Loomis voters feel positively about the direction of the community overall.
- A majority think Town government is doing a good job, although few think it is doing an excellent job.
- Similarly, a majority say the Town's finances are well-managed, though many are unsure.
- Few think the Library's conditions are a serious problem and broad majorities agree that the Library and Learning Center play a critical role in the community.
- Approximately half say they have visited in the past year, and a majority of those who have not been in the past year have visited at some point.



# Conclusion – Sales Tax Renewal

- In this context, voters offer broad support for the sales tax renewal and few view local tax rates as especially concerning.
- Three-quarters of voters support it initially and majority support cuts across the city’s demographic groups; support is similar among likely November 2024 voters.
- Voters prioritize keeping the Library and Learning Center open, repairing electrical wiring, providing space for children’s programs and preventing cuts to library services and hours.
- Support remains consistent after arguments in favor of the measure, suggesting it starts at its ceiling of support, and drops to 63% after critical statements.
  - The most convincing positive statements describe keeping the library open, that the measure won’t increase taxes, that there is demand for library services, and that it plays an important roll of a community center in Loomis.
  - The most convincing negative arguments describe it as a blank check to city government and as a “forever tax,” as well as concerns about the measure’s structure and the promise of increase Costco sales tax revenue.
- Overall, the findings suggest that the measure could be viable on the ballot in 2024 given similar overall electoral/economic dynamics, although organized opposition could pose a vulnerability to voters’ support.

For more information,  
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