

The Long Beach Center for Urban Politics and Policy Poll

For release May 27, 2022

The Long Beach Center for Urban Politics and Policy

California State University, Long Beach

The Long Beach Center for Urban Politics and Policy launched its inaugural Long Beach Center for Urban Politics and Policy Poll in 2022. The Long Beach Center for Urban Politics and Policy Poll is a representative survey of registered voters who live in Long Beach, California. The survey was fielded from May 19, 2022 to May 25, 2022.

Survey methodology: A representative polling sample of 1,037 registered Long Beach voters was drawn using voter data from Political Data, Inc. The survey questionnaire was designed and conducted by faculty and students at California State University, Long Beach and the University of Southern California. The survey was fielded via Qualtrics. The Long Beach Center for Urban Politics and Policy Poll uses post-stratification weighting for age, gender, ethnicity/race, and party registration. Survey weights were estimated using the “anesrake” package in the statistical program R. The anesrake statistical package uses the weighting algorithm that was developed by Dr. Josh Pasek and that is used in the American National Election Study. This algorithm uses an iterative and multiplicative raking model to generate individual weights for each respondent. The baseline universe of interest is the population of Long Beach registered voters. Respondents were given the choice of ‘don’t know’ unless the cross-tabular results below do not show ‘don’t know’ as an option. In the topline results and cross-tabulations, totals may not sum to 100 due to rounding. The margin of error is +/-3.04 %-points.

Media Inquiries: Please contact Dr. Christian Grose, University of Southern California, at cgrose@usc.edu. Grose was one of the survey researchers on the poll.

Key topline findings

Long Beach's elections are shaping up to be very competitive. The primary elections in Long Beach are shaping up to be nail biters. In three of the four elections – mayor, city attorney, and city auditor – candidates are statistically tied or have very small leads. Further, many voters have yet to make up their minds in many of the elections for city office, even for mayor.

Long Beach Mayor. In the open seat for mayor, Suzie Price and Rex Richardson lead the pack. They are statistically tied. Other candidates are polling in the single digits, though support for the other candidates may be sufficient to send Price and Richardson to a November runoff if no one is able to garner 50%.

Voters are still undecided. Many voters are still undecided or don't know who they are voting for in the mayoral election. Forty-five percent of Long Beach voters say they don't yet know who they are supporting for mayor.

Long Beach City Prosecutor. Incumbent Doug Haubert maintains a sizable lead outside the margin of error in the race for city prosecutor. However, more than half of voters are undecided as they indicate they do not know who they will vote for in this election.

City Attorney and City Auditor. Gerrie Schipske has a small lead in the race for city attorney, and Laura Doud also has a narrow lead in the race for city auditor. However, their leads are within the margin of error, meaning these elections are effectively tied, and a number of voters are undecided in both of these elections.

Voters are more negative on the direction of California than the direction of Long Beach. Long Beach voters are split as to the direction of the city. About one-third of voters think the city is going in the right direction and about one-third of voters think the city is going in the wrong direction. The rest of the voters thought the city is neither going in the right direction or the wrong direction.

More Long Beach voters think California is going in the wrong direction than in the right direction, though voters are fairly split on this as well. However, voters perceive that the state is going in the wrong direction at a higher rate than voters perceive the city is going in the wrong direction.

Cross-tabular results by demographics. Results by race/ethnicity, gender, political party, and more are available in the cross-tabular results presented in this poll summary.

The Long Beach Center for Urban Politics and Policy Poll is a representative survey of 1,037 Long Beach voters and it was conducted between May 19 and May 25. The margin of error is +/- 3.04. Voters were asked if they intended to vote or had already cast a ballot, and the results regarding voter preferences for candidates is based on those who said they intended to vote or already voted. The right direction/wrong direction questions are based on all Long Beach registered voters, whether they intend to vote in the June 2022 primary or not. The results are a snapshot of voter preferences on the dates in which the poll was conducted. For full statistical details, see the survey methodology statement. The poll was a collaboration between faculty and students at CSU Long Beach and the University of Southern California.

Toplines – all voters who intend to vote or who have already voted:

Now we'd like to ask you questions about people who are running for mayor of Long Beach. Who do you intend to vote for?/Who did you vote for?

23.4% Rex Richardson
22.5% Suzie Price
2.5% Franklin Sims
0.4% Deb Mozer
3.6% J. Raul Cedillo
2.5% Joshua Rodriguez
45.0% Don't know

If these two candidates are the only ones running for mayor of Long Beach, who would you vote for?

32.7% Rex Richardson
32.2% Suzie Price
35.2% Don't know

Now we would like to ask you a question about candidates running for city prosecutor. Who would you vote for?/Who did you vote for?

19.5% Doug Haubert
9.4% George Moyer
5.6% Nicholas Liddi
65.5% Don't know

Now we would like to ask you a question about candidates running for city attorney. Who would you vote for?/Who did you vote for?

24.4% Gerrie Schipske
19.2% Dawn McIntosh
56.4% Don't know

Now we would like to ask you a question about candidates running for city auditor. Who would you vote for?/Who did you vote for?

21.5% Laura Doud
18.8% Daniel Miles
59.7% Don't know

Do you think the city of Long Beach is headed in the right direction or the wrong direction?

31.6% Right direction
33.4% Wrong direction
35.0% Neither the right nor the wrong direction

Do you think the state of California is headed in the right direction or the wrong direction?

36.7% Right direction

40.9% Wrong direction

22.4% Neither the right nor the wrong direction

Cross-tabs – Long Beach Mayor, all candidates:

Now we'd like to ask you questions about people who are running for mayor of Long Beach. Who do you intend to vote for?/Who did you vote for?

Race/ethnicity:	Asian	Black	Latino	White	Other/Multiracial
Rex Richardson	16.62%	37.87%	19.33%	23.46%	28.05%
Suzie Price	23.43%	15.65%	15.85%	29.49%	21.82%
Franklin Sims	5.33%	6.18%	1.68%	2.51%	0.85%
Deb Mozer	1.80%	0.75%	0.00%	0.64%	0.00%
J. Raul Cedillo	4.42%	0.90%	5.05%	2.65%	3.91%
Joshua Rodriguez	3.13%	0.00%	4.03%	2.15%	1.84%
Don't know	45.27%	38.64%	54.06%	39.11%	43.52%

Gender*	Male	Female
Rex Richardson	23.18%	24.55%
Suzie Price	23.68%	22.06%
Franklin Sims	2.67%	2.40%
Deb Mozer	0.64%	0.23%
J. Raul Cedillo	4.46%	2.99%
Joshua Rodriguez	3.84%	1.56%
Don't know	41.53%	46.20%

*Note: Some respondents also indicated they were non-binary or transgender, but the sample sizes are too small for these groups for reliable survey estimates.

Education:	Some college or less	College/Postgrad
Rex Richardson	20.72%	24.77%
Suzie Price	20.70%	23.45%
Franklin Sims	2.73%	2.35%
Deb Mozer	0.57%	0.33%
J. Raul Cedillo	3.78%	3.44%
Joshua Rodriguez	3.33%	2.28%
Don't know	48.17%	43.38%

Age:	<30	30-39	40-49	50-59	60-69	>70
Rex Richardson	24.81%	16.91%	24.31%	19.33%	30.39%	28.46%
Suzie Price	17.85%	14.93%	26.34%	23.62%	25.94%	32.04%
Franklin Sims	2.29%	2.79%	1.53%	2.53%	1.82%	4.11%
Deb Mozer	0.00%	0.73%	0.31%	0.38%	0.54%	0.47%
J. Raul Cedillo	5.84%	6.71%	2.85%	0.33%	3.43%	0.00%
Joshua Rodriguez	0.00%	3.43%	3.86%	2.47%	2.06%	4.40%
Don't know	49.22%	54.50%	40.79%	51.43%	35.82%	30.53%

Long Beach Center for Urban Politics and Policy Poll
Poll of Long Beach Registered Voters, N=1037
May 19 to May 25, 2022. Margin of error +/- 3.04

Party:	Dem.	Ind./3d	Rep.
Rex Richardson	32.03%	15.51%	8.53%
Suzie Price	23.08%	16.35%	31.57%
Franklin Sims	2.04%	3.43%	2.24%
Deb Mozer	0.40%	0.66%	0.00%
J. Raul Cedillo	2.75%	6.36%	1.28%
Joshua Rodriguez	0.88%	2.91%	8.01%
Don't know	38.81%	54.77%	48.37%

Sexual orientation:	Straight	LGBTQ+
Rex Richardson	23.23%	25.59%
Suzie Price	22.56%	23.99%
Franklin Sims	2.22%	1.84%
Deb Mozer	0.33%	0.82%
J. Raul Cedillo	3.81%	3.17%
Joshua Rodriguez	2.94%	1.10%
Don't know	44.93%	43.49%

Income:	<40k	\$40-69k	\$70-99k	>\$100
Rex Richardson	24.57%	24.80%	25.19%	24.52%
Suzie Price	6.29%	17.36%	27.63%	25.86%
Franklin Sims	5.01%	2.82%	3.58%	1.69%
Deb Mozer	0.96%	0.00%	0.00%	0.69%
J. Raul Cedillo	4.15%	4.53%	3.68%	4.26%
Joshua Rodriguez	4.03%	2.93%	4.12%	2.46%
Don't know	54.99%	47.57%	35.18%	40.53%

Cross-tabs – Long Beach Mayor, two candidates only:

If these two candidates are the only ones running for mayor of Long Beach, who would you vote for?

Race/ethnicity: Asian Black Latino White Other/Multiracial

Rex Richardson	41.86%	41.90%	29.49%	32.48%	20.21%
Suzie Price	33.12%	20.42%	27.45%	38.34%	30.54%
Don't know	25.02%	37.68%	43.06%	29.18%	49.25%

Gender* Male Female

Rex Richardson	32.34%	33.63%
Suzie Price	34.96%	30.46%
Don't know	32.69%	35.91%

*Note: Some respondents also indicated they were non-binary or transgender, but the sample sizes are too small for these groups for reliable survey estimates.

Education: Some college or less College/Postgrad

Rex Richardson	27.12%	35.50%
Suzie Price	30.32%	33.12%
Don't know	42.55%	31.38%

Age: <30 30-39 40-49 50-59 60-69 >70

Rex Richardson	34.61%	30.63%	32.17%	27.73%	36.96%	35.19%
Suzie Price	26.25%	25.55%	34.00%	37.79%	31.86%	42.88%
Don't know	39.13%	43.81%	33.83%	34.47%	31.18%	21.93%

Party: Dem. Ind./3d Rep.

Rex Richardson	40.94%	28.75%	11.92%
Suzie Price	30.80%	26.30%	47.13%
Don't know	28.26%	44.94%	40.95%

Sexual orientation: Straight LGBTQ+

Rex Richardson	32.32%	35.83%
Suzie Price	33.46%	28.34%
Don't know	34.22%	35.82%

Income: <40k \$40-69k \$70-99k >\$100

Rex Richardson	31.28%	39.04%	30.97%	36.35%
Suzie Price	11.13%	31.47%	37.03%	36.55%
Don't know	57.59%	29.49%	32.01%	27.10%

Cross-tabs – Long Beach City prosecutor:

Now we would like to ask you a question about candidates running for city prosecutor. Who would you vote for?/Who did you vote for?

Race/ethnicity:	Asian	Black	Latino	White	Other/Multiracial
Doug Haubert	15.77%	16.67%	18.05%	22.90%	13.16%
George Moyer	14.84%	8.08%	10.14%	7.45%	11.73%
Nicholas Liddi	5.39%	8.55%	3.71%	6.11%	11.03%
Don't know	64.00%	66.70%	68.10%	63.54%	64.08%

Gender*	Male	Female
Doug Haubert	21.96%	17.50%
George Moyer	12.26%	7.49%
Nicholas Liddi	6.29%	5.31%
Don't know	59.49%	69.69%

*Note: Some respondents also indicated they were non-binary or transgender, but the sample sizes are too small for these groups for reliable survey estimates.

Education:	Some college or less	College/Postgrad
Doug Haubert	17.35%	20.58%
George Moyer	9.81%	9.23%
Nicholas Liddi	6.91%	4.97%
Don't know	65.93%	65.21%

Age:	<30	30-39	40-49	50-59	60-69	>70
Doug Haubert	16.55%	10.06%	20.57%	14.69%	27.45%	35.28%
George Moyer	9.66%	11.90%	9.04%	7.07%	7.31%	10.83%
Nicholas Liddi	4.51%	3.77%	8.09%	5.63%	6.31%	6.58%
Don't know	69.28%	74.27%	62.30%	72.61%	58.93%	47.31%

Party:	Dem.	Ind./3d Rep.
Doug Haubert	20.58%	17.06%
George Moyer	9.84%	9.77%
Nicholas Liddi	3.73%	8.29%
Don't know	65.85%	64.88%

Sexual orientation:	Straight	LGBTQ+
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Doug Haubert	20.08%	18.07%
George Moyer	8.74%	11.63%
Nicholas Liddi	6.35%	3.07%
Don't know	64.83%	67.23%

Income:	<40k	\$40-69k	\$70-99k	>\$100
Doug Haubert	12.00%	18.84%	26.49%	20.69%
George Moyer	13.10%	7.80%	6.92%	11.35%
Nicholas Liddi	5.20%	7.95%	5.51%	5.82%
Don't know	69.70%	65.41%	61.08%	62.15%

Cross-tabs – Long Beach City Attorney

Now we would like to ask you a question about candidates running for city attorney. Who would you vote for?/Who did you vote for?

Race/ethnicity:	Asian	Black	Latino	White	Other/Multiracial
Gerrie Schipske	25.80%	19.59%	20.79%	27.20%	30.99%
Dawn McIntosh	17.28%	20.35%	15.09%	23.32%	16.17%
Don't know	56.92%	60.06%	64.12%	49.48%	52.84%

Gender*	Male	Female
Gerrie Schipske	26.89%	23.17%
Dawn McIntosh	21.96%	17.27%
Don't know	51.15%	59.56%

*Note: Some respondents also indicated they were non-binary or transgender, but the sample sizes are too small for these groups for reliable survey estimates.

Education:	Some college or less	College/Postgrad
Gerrie Schipske	24.17%	24.49%
Dawn McIntosh	16.26%	20.77%
Don't know	59.57%	54.74%

Age:	<30	30-39	40-49	50-59	60-69	>70
Gerrie Schipske	20.11%	17.62%	15.95%	29.36%	34.68%	34.21%
Dawn McIntosh	14.52%	10.45%	26.40%	19.40%	21.01%	29.86%
Don't know	65.37%	71.92%	57.64%	51.24%	44.31%	35.93%

Party:	Dem.	Ind./3d Rep.
Gerrie Schipske	25.09%	24.01% 22.69%
Dawn McIntosh	22.04%	15.25% 16.96%
Don't know	52.87%	60.74% 60.35%

Sexual orientation:	Straight	LGBTQ+
Gerrie Schipske	23.82%	25.34%
Dawn McIntosh	19.31%	18.89%
Don't know	56.88%	55.77%

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Income:	<40k	\$40-69k	\$70-99k	>\$100
Gerrie Schipske	12.01%	21.68%	31.86%	28.83%
Dawn McIntosh	17.01%	18.41%	17.43%	19.72%
Don't know	70.98%	59.91%	50.70%	51.44%

Cross-tabs – Long Beach City Auditor

Now we would like to ask you a question about candidates running for city auditor. Who would you vote for?/Who did you vote for?

Race/ethnicity:	Asian	Black	Latino	White	Other/Multiracial
Laura Doud	25.95%	25.32%	16.52%	23.92%	20.29%
Daniel Miles	14.41%	9.20%	16.28%	23.35%	23.64%
Don't know	59.64%	65.48%	67.20%	52.73%	56.08%

Gender*	Male	Female
Laura Doud	23.52%	20.48%
Daniel Miles	22.78%	15.55%
Don't know	53.70%	63.97%

*Note: Some respondents also indicated they were non-binary or transgender, but the sample sizes are too small for these groups for reliable survey estimates.

Education:	Some college or less	College/Postgrad
Laura Doud	20.68%	21.96%
Daniel Miles	15.19%	20.64%
Don't know	64.13%	57.41%

Age:	<30	30-39	40-49	50-59	60-69	>70
Laura Doud	17.22%	11.15%	26.68%	21.18%	26.01%	34.25%
Daniel Miles	13.96%	14.28%	13.60%	18.65%	27.70%	29.63%
Don't know	68.83%	74.57%	59.71%	60.17%	46.29%	36.12%

Party:	Dem.	Ind./3d Rep.
Laura Doud	25.43%	15.18% 19.75%
Daniel Miles	16.69%	21.01% 21.85%
Don't know	57.89%	63.81% 58.40%

Sexual orientation:	Straight	LGBTQ+
Laura Doud	20.72%	24.06%
Daniel Miles	20.18%	13.91%
Don't know	59.10%	62.03%

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Income:	<40k	\$40-69k	\$70-99k	>\$100
Laura Doud	16.45%	20.71%	23.73%	22.25%
Daniel Miles	14.22%	15.31%	20.51%	23.37%
Don't know	69.33%	63.98%	55.76%	54.385

Do you think the city of Long Beach is headed in the right direction or the wrong direction?

Race/ethnicity: Asian Black Latino White Other/Multiracial

Right direction	29.45%	42.42%	28.83%	33.83%	18.43%
Wrong direction	22.36%	25.14%	33.86%	35.17%	56.26%
Neither right nor wrong	48.18%	32.43%	37.31%	31.00%	25.31%

Gender* Male Female

Right direction	31.12%	33.12%
Wrong direction	39.18%	38.45%
Neither right nor wrong	29.70%	28.43%

*Note: Some respondents also indicated they were non-binary or transgender, but the sample sizes are too small for these groups for reliable survey estimates.

Education: Some college or less College/Postgrad

Right direction	25.57%	34.81%
Wrong direction	40.74%	33.28%
Neither right nor wrong	33.69%	31.91%

Age: <30 30-39 40-49 50-59 60-69 >70

Right direction	33.59%	28.10%	29.38%	28.13%	36.16%	36.79%
Wrong direction	22.95%	33.62%	41.13%	40.09%	29.82%	34.69%
Neither right nor wrong	43.46%	38.27%	29.49%	31.79%	34.02%	28.52%

Party: Dem. Ind./3d Rep.

Right direction	41.79%	21.84%	16.02%
Wrong direction	20.41%	43.07%	58.07%
Neither right nor wrong	37.80%	35.08%	25.90%

Sexual orientation: Straight LGBTQ+

Right direction	31.82%	33.27%
Wrong direction	34.43%	27.70%
Neither right nor wrong	33.75%	39.03%

Income: <40k \$40-69k \$70-99k >\$100

Right direction	26.38%	33.52%	33.13%	34.75%
Wrong direction	25.23%	36.15%	35.78%	31.66%
Neither right nor wrong	48.39%	30.33%	31.09%	33.60%

Do you think the state of California is headed in the right direction or the wrong direction?

Race/ethnicity: Asian Black Latino White Other/Multiracial

Right direction	39.17%	40.03%	32.61%	40.42%	23.75%
Wrong direction	32.78%	33.85%	42.26%	41.58%	56.40%
Neither right nor wrong	28.05%	26.12%	25.13%	18.00%	19.85%

Gender* Male Female

Right direction	34.79%	39.95%
Wrong direction	48.82%	34.17%
Neither right nor wrong	16.39%	25.88%

*Note: Some respondents also indicated they were non-binary or transgender, but the sample sizes are too small for these groups for reliable survey estimates.

Education: Some college or less College/Postgrad

Right direction	30.46%	40.88%
Wrong direction	45.72%	38.28%
Neither right nor wrong	23.82%	21.64%

Age: <30 30-39 40-49 50-59 60-69 >70

Right direction	40.73%	34.36%	31.09%	33.46%	41.18%	41.23%
Wrong direction	31.10%	43.09%	43.83%	47.69%	37.26%	42.14%
Neither right nor wrong	27.17%	22.55%	25.07%	18.85%	21.56%	16.63%

Party: Dem. Ind./3d Rep.

Right direction	53.78%	23.37%	5.60%
Wrong direction	21.85%	51.81%	82.61%
Neither right nor wrong	24.37%	24.82%	11.79%

Sexual orientation: Straight LGBTQ+

Right direction	33.60%	51.55%
Wrong direction	44.34%	25.98%
Neither right nor wrong	22.06%	22.47%

Income: <40k \$40-69k \$70-99k >\$100

Right direction	29.89%	38.37%	38.05%	39.65%
Wrong direction	38.44%	44.43%	39.49%	41.26%
Neither right nor wrong	31.67%	17.20%	22.46%	19.08%

About the researchers behind the Long Beach Center for Urban Politics and Policy Poll

Dr. Matthew Garcia is Assistant Professor of Political Science at California State University, Long Beach. He is Director of the Long Beach Center for Urban Politics and Policy.

Dr. Christian R. Grose is Professor of Political Science and International Relations and Professor of Public Policy at the University of Southern California. He is also Principal of Christian Grose, LLC, which provides consulting services for data analysis and data science regarding surveys, polls, racially polarized voting, and political and electoral data. Dr. Grose is available for media queries and can be reached via cgrose@usc.edu.

Aloe Villagrana is a student at California State University, Long Beach; and was a student in Professor Garcia's class on survey research.

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