



# **City of Long Beach Ballot Measure Issues Survey**

*Summary of Findings from a Survey of Long Beach Likely November 2026 Voters  
Conducted October 14-22, 2025*

**CONSULTANT DRAFT. NOT FOR PUBLICATION. 7922.000.**



FAIRBANK, MASLIN,  
MAULLIN, METZ  
& ASSOCIATES

# Survey Methodology

Dates	October 14-22, 2025
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2026 City of Long Beach Voters
Total Interviews	871
Margin of Sampling Error	(Full Sample) $\pm 3.5\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Survey Tracking	April 2024 & May 2024
Languages	English & Spanish

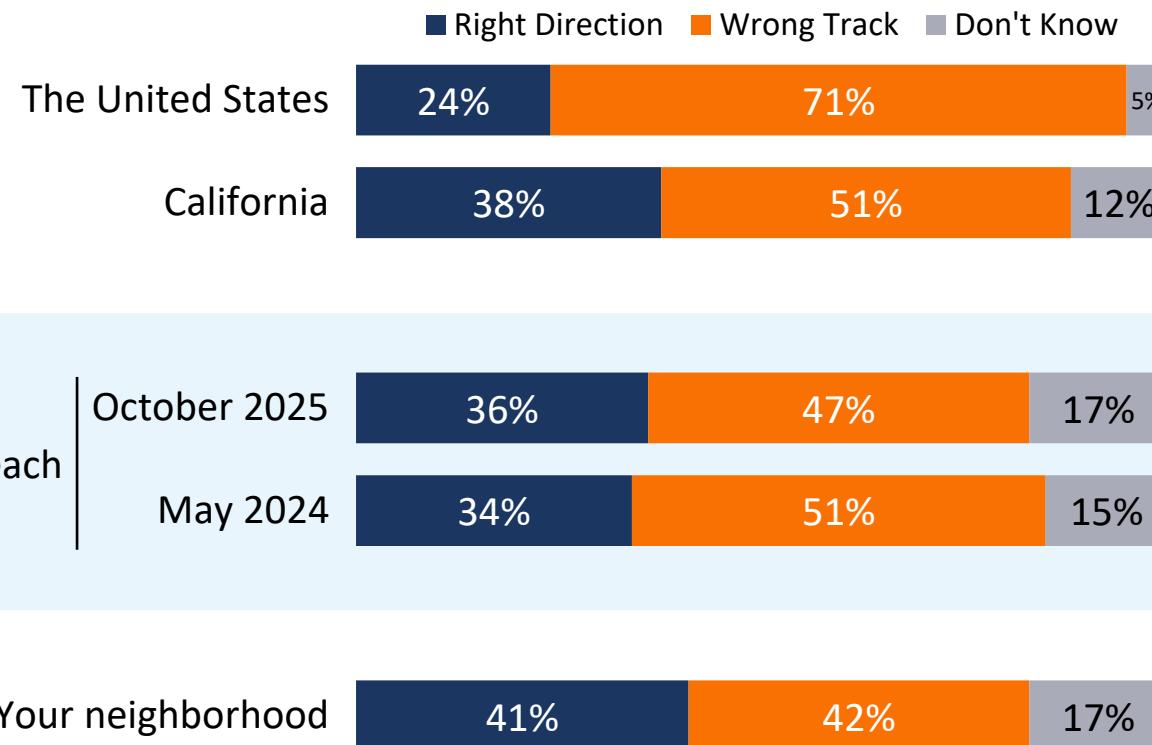
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# Voter Mood & Issue Context

**Voter rating of Long Beach is up a net six points compared to year; the vast majority express concern with the nation's direction.**

For each of the following, please indicate whether you would say things in \_\_\_\_\_ are headed in the right direction, or feel they are off on the wrong track.

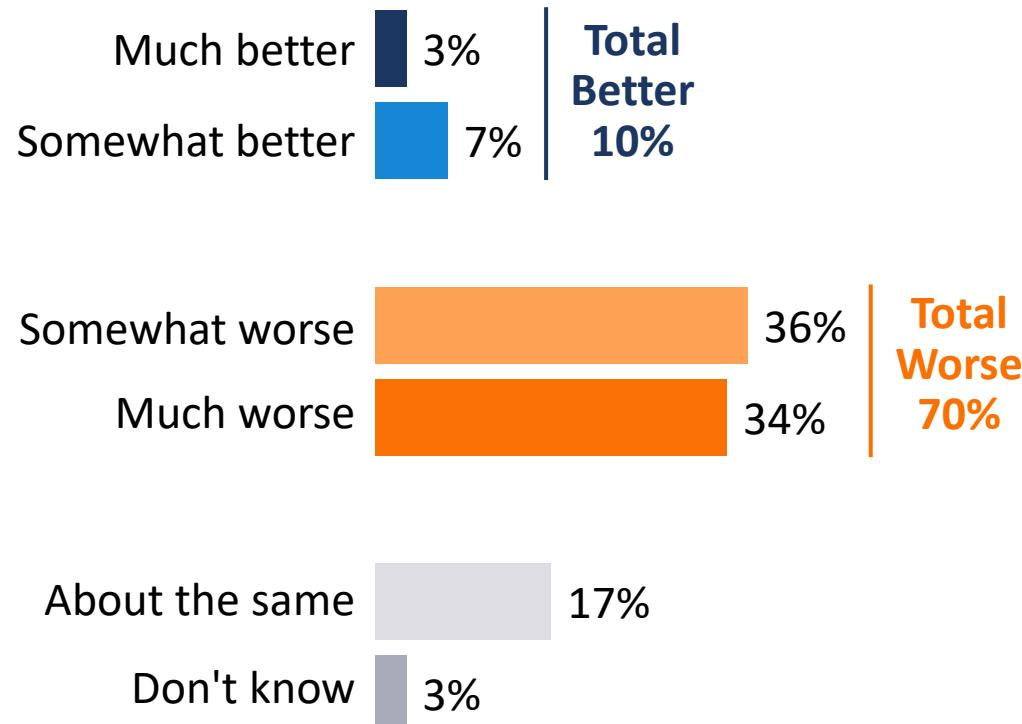


## *The City of Long Beach*

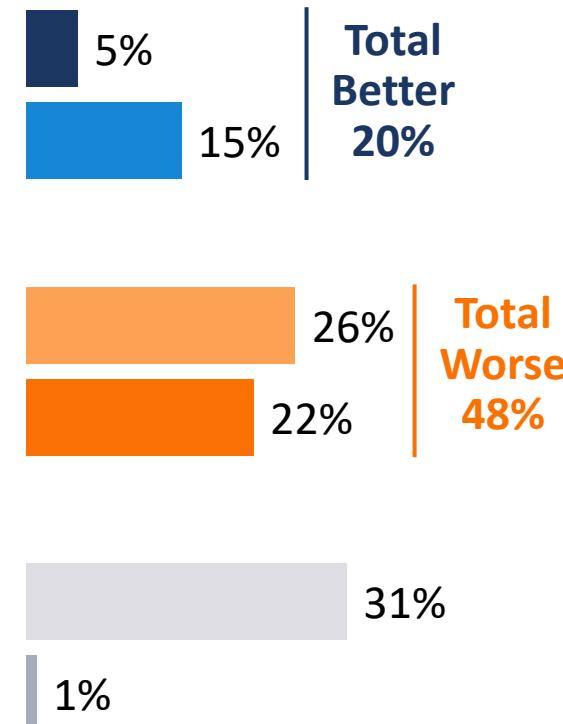
Demographic Group	Right Direction	Wrong Track	Don't Know
<b>Gender</b>			
Men	38%	48%	14%
Women	34%	45%	20%
<b>Party</b>			
Democrats	50%	32%	17%
Independents	25%	53%	21%
Republicans	11%	77%	12%
<b>Age</b>			
18-49	37%	46%	17%
50+	36%	47%	18%
<b>Race/Ethnicity</b>			
Whites	39%	44%	17%
Latinos	30%	53%	17%
African Americans	46%	31%	24%
Asians/ Pacific Islanders	27%	57%	16%

# Overwhelmingly voters see California's economy as worse than a year ago, and by more than two to one they personally feel worse today.

*Compared to a year ago, would you say the economy in California is better, worse, or about the same?*



*Thinking about your own personal financial situation, compared to a year ago, is it better, worse, or about the same?*



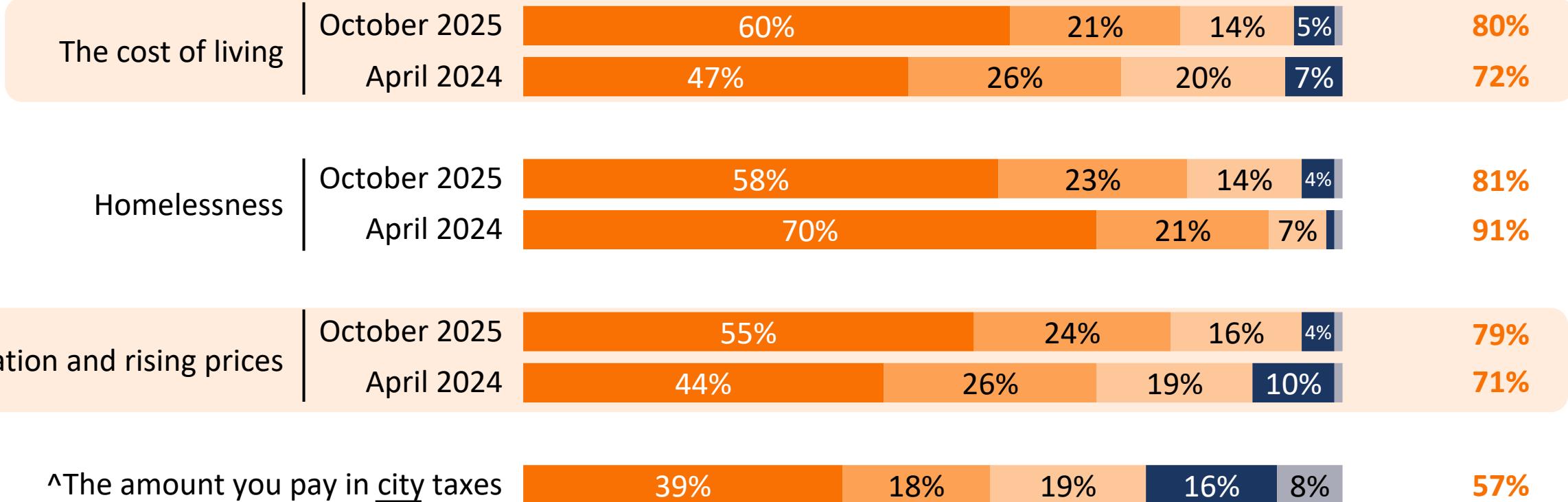
# Additionally, voter concern about the cost of living, inflation, and rising prices have increased and intensified over the past 18 months.

*Please consider the following issues that some people suggest are problems facing Long Beach residents.*

*Please indicate whether you think it is an extremely serious problem, very serious problem, a somewhat serious problem, or a not too serious problem for Long Beach residents.*

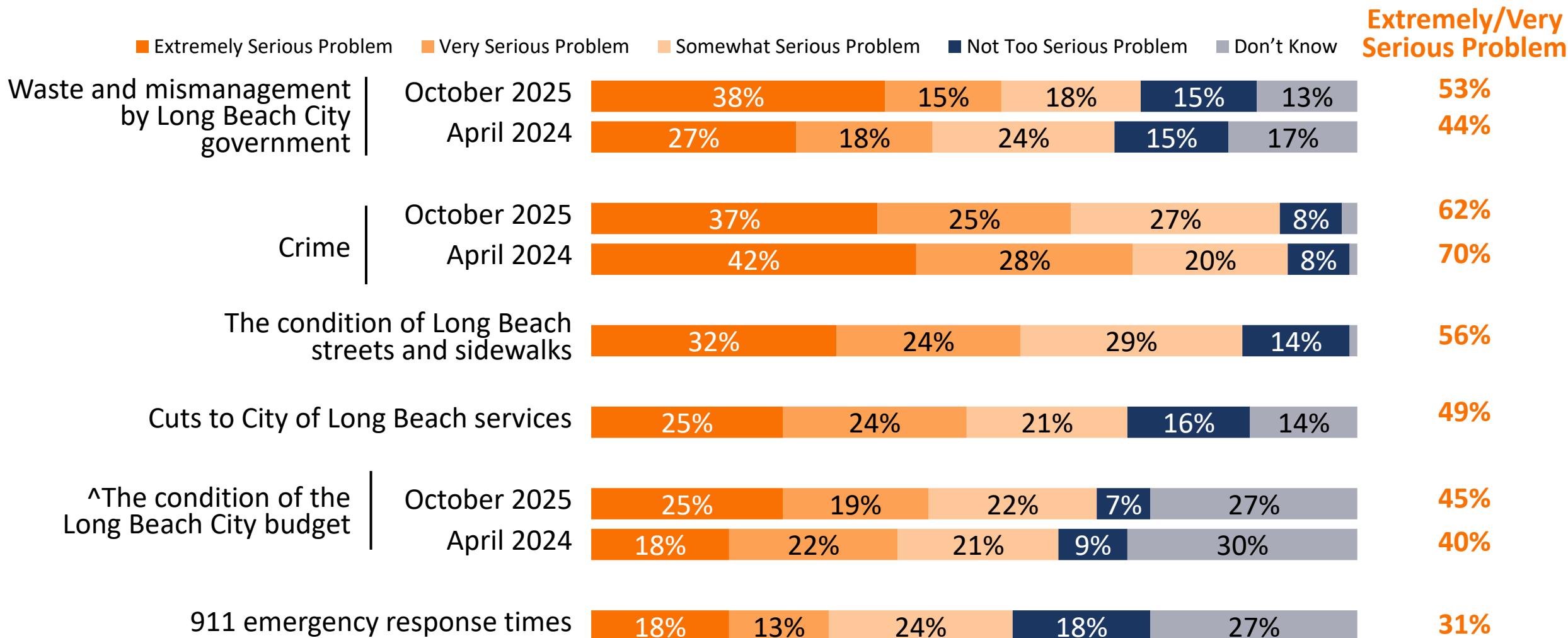
■ Extremely Serious Problem ■ Very Serious Problem ■ Somewhat Serious Problem ■ Not Too Serious Problem ■ Don't Know

**Extremely/Very Serious Problem**



Q9. ^Not Part of Split Sample

# Concern about crime among Long Beach voters is somewhat lower now than it was in April 2024.



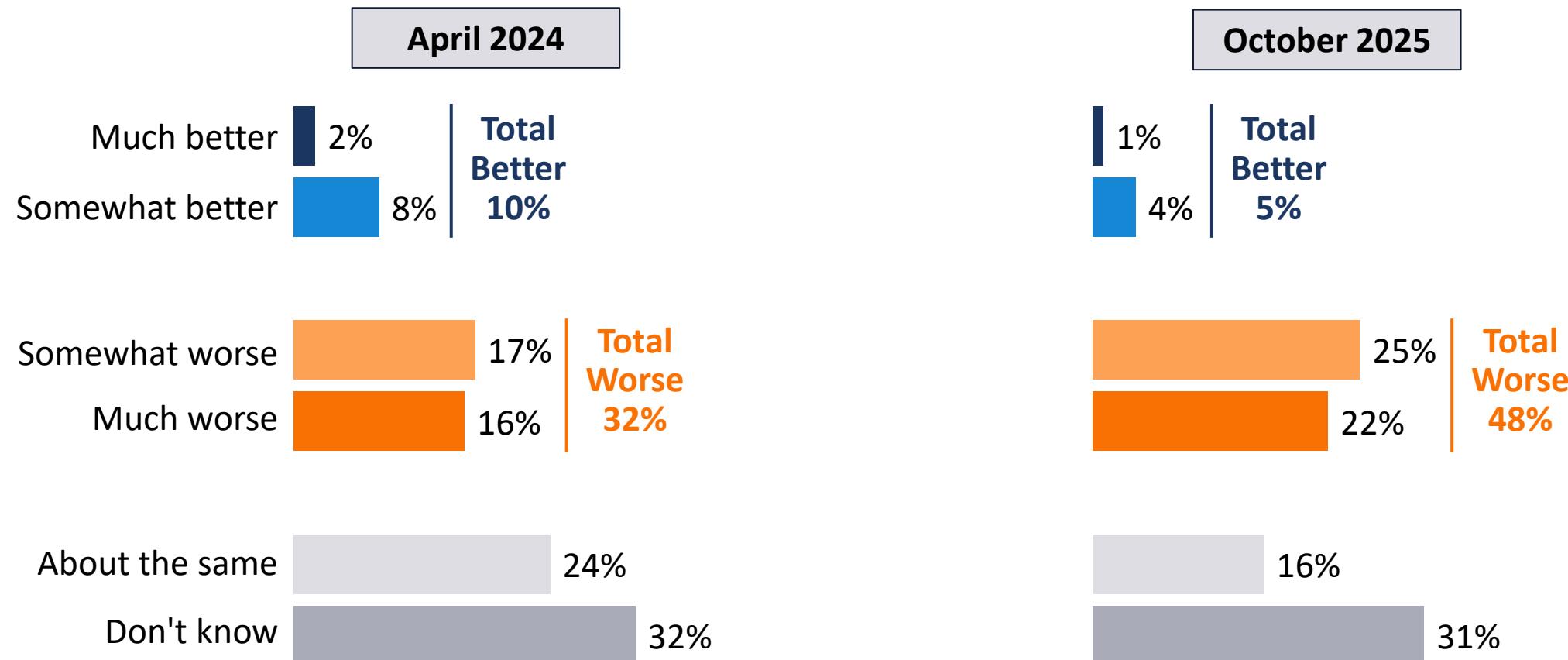
Q9. Please consider the following issues that some people suggest are problems facing Long Beach residents. Please indicate whether you think it is an extremely serious problem, very serious problem, a somewhat serious problem, or a not too serious problem for Long Beach residents. ^Not Part of Split Sample



# **Long Beach's Budget & Funding Needs**

# Nearly half believe Long Beach's financial situation is getting worse, which is a significant increase from last year.

*Would you say the City of Long Beach's budget and fiscal situation is getting better, worse or staying about the same?*



# Consistent with past research, about two-thirds think the city has a significant need for additional funds.

*Generally speaking, would you say that the City of Long Beach has a great need for additional funding, some need, a little need, or no real need for additional funding?*

■ Great Need ■ Some Need ■ A Little Need ■ No Real Need ■ Don't Know

October 2025



Great/  
Some  
Need

65%

April 2024

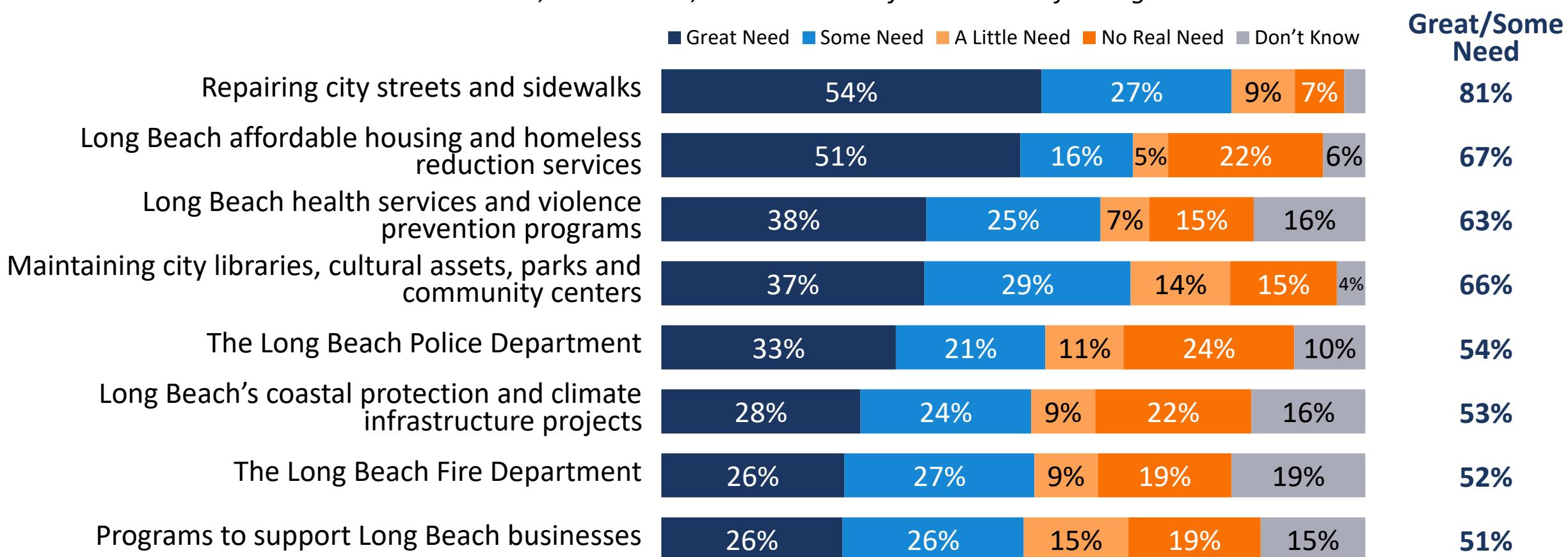


67%

Demographic Group	Great/ Some Need	A Little/ No Real Need	Don't Know
<b>Gender</b>			
Men	61%	30%	10%
Women	67%	21%	12%
<b>Party</b>			
Democrats	74%	16%	10%
Independents	61%	28%	11%
Republicans	44%	46%	10%
<b>Age</b>			
18-49	67%	22%	11%
50+	62%	28%	10%
<b>Race/Ethnicity</b>			
Whites	60%	30%	10%
Latinos	67%	21%	11%
African Americans	74%	15%	11%
Asians/ Pacific Islanders	66%	25%	10%
<b>Residence</b>			
Homeowners	59%	31%	10%
Renters	77%	13%	10%

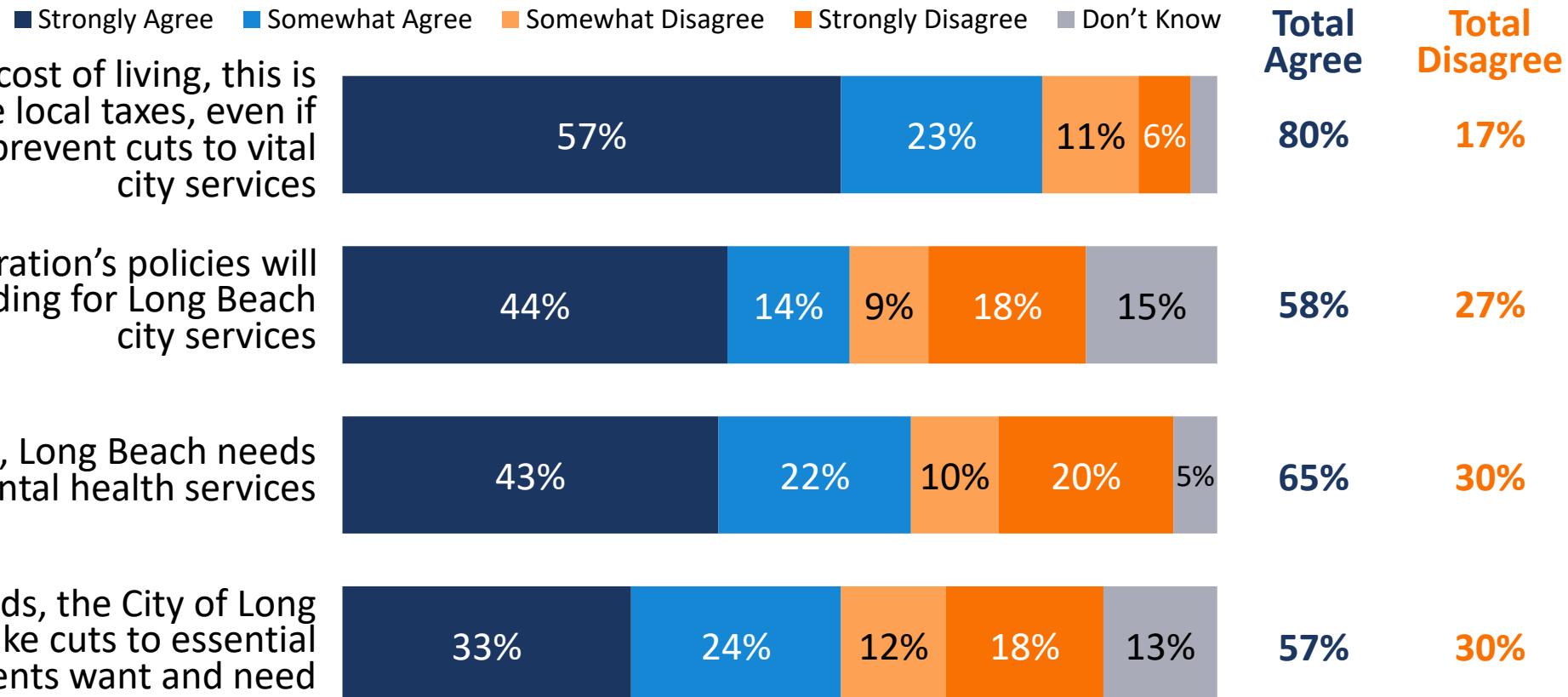
# When asked about specific city services, voters believe the need for funding is most acute for fixing streets and sidewalks, funding affordable housing, and homeless reduction.

*Generally speaking, would you say that \_\_\_\_\_ has a great need for additional funding, some need, a little need, or no real need for additional funding?*

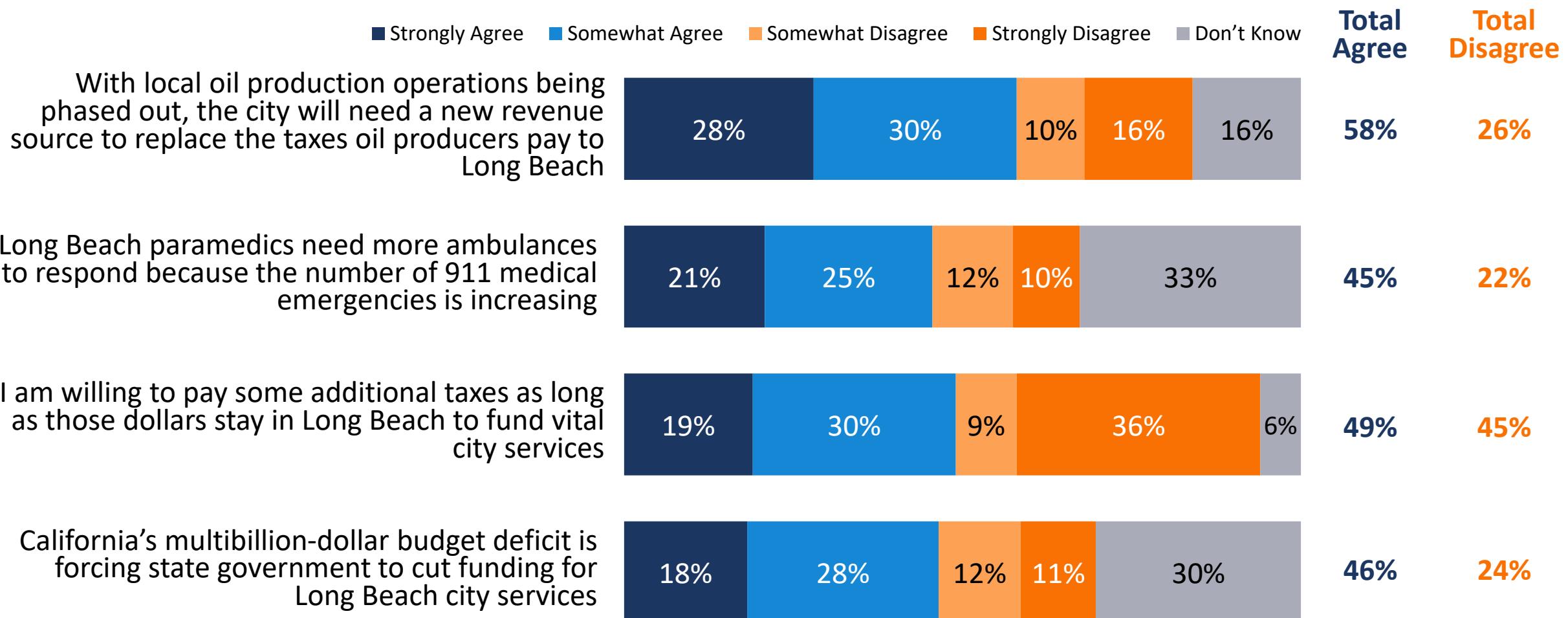


# Voters identify current economic conditions as a challenge to Long Beach residents and the city's ability to maintain essential services.

*Here are some statements about the City of Long Beach.  
Please indicate whether you agree or disagree with that statement.*



# A majority recognizes that the city will need a new revenue source to offset the loss of funds generated by oil operations.



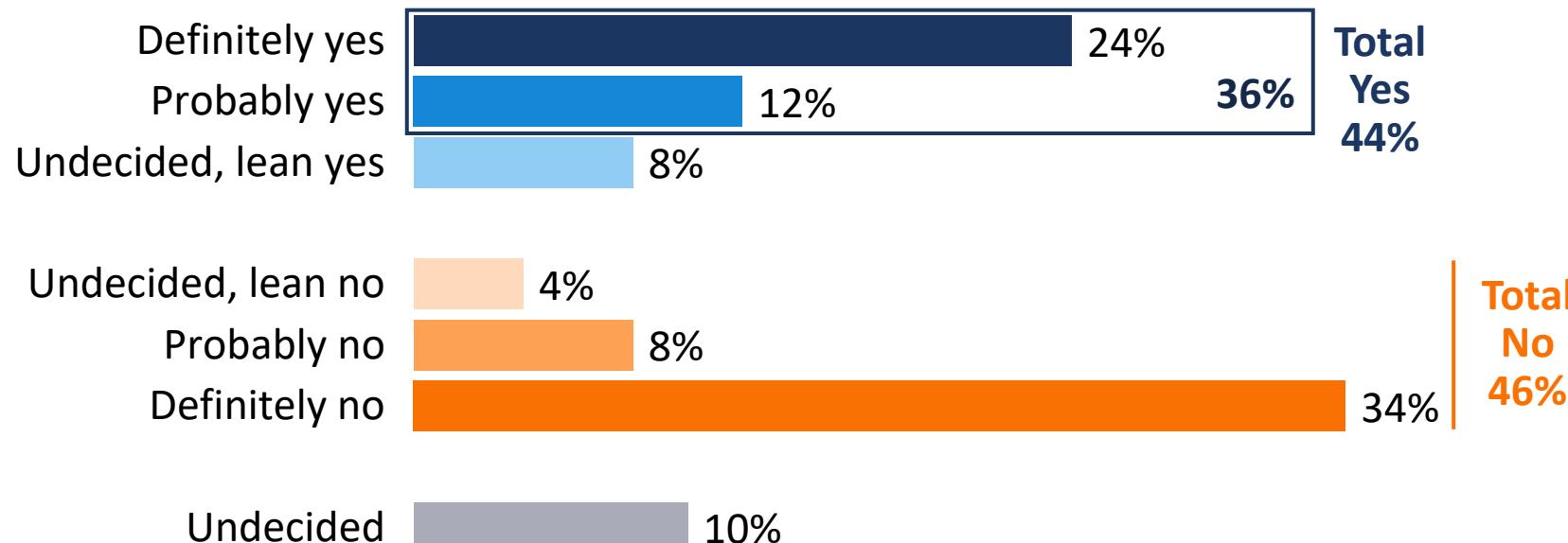


# **Initial Voter Reaction to a City of Long Beach Ballot Measure**

# Voters narrowly oppose a City of Long Beach measure to fund local services by levying an 8¢ fee per square foot of parcels of land.

## LONG BEACH 911 RESPONSE, NEIGHBORHOOD SAFETY, CLEAN WATER/INFRASTRUCTURE REPAIR MEASURE.

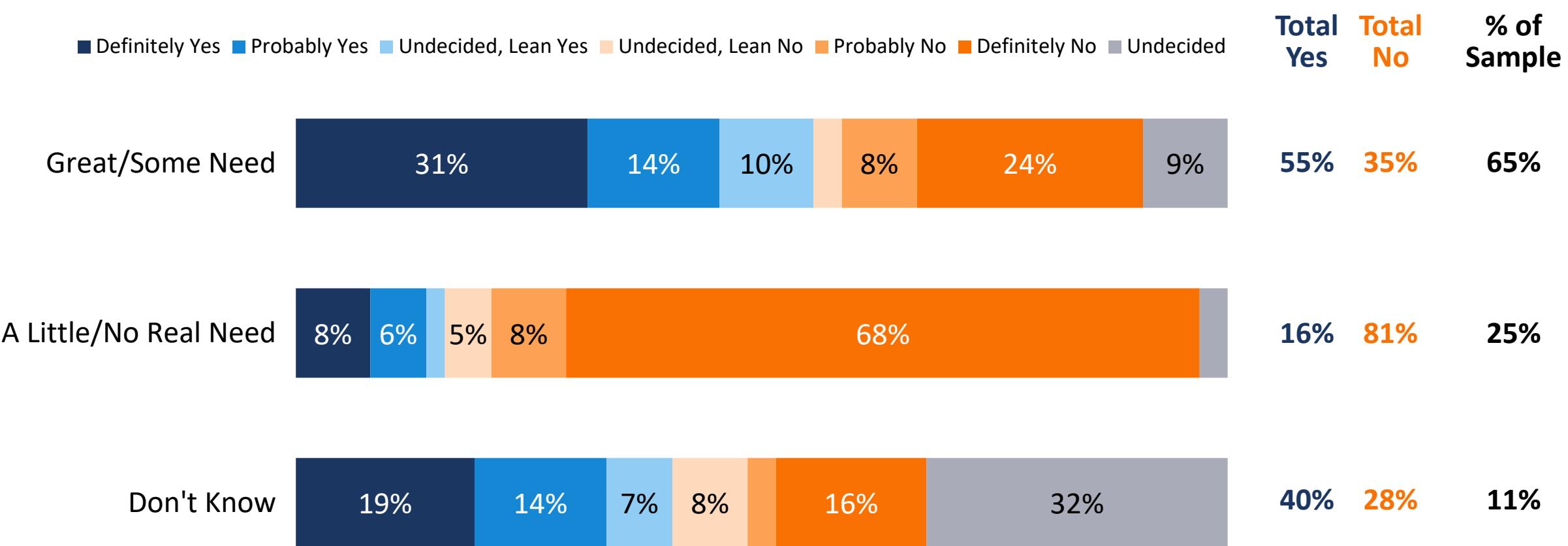
Shall an ordinance improving/maintaining firefighter/paramedic/police services; preventing healthcare cuts; protecting clean water; repairing sidewalks/streets; improving libraries/parks; building affordable housing/addressing homelessness, and maintaining general City services by levying an 8¢ fee per square foot of parcels of land, providing \$200,000,000 annually, limited to 2% annual adjustment, until ended by voters, requiring public disclosure of spending, annual audits, exempting low-income seniors, be adopted?



Q6. If the election were held today and this measure were on the ballot, would you vote yes in favor or no to oppose?

# A majority of those who view the city's need for funding vote in favor, but other voters do not back the measure.

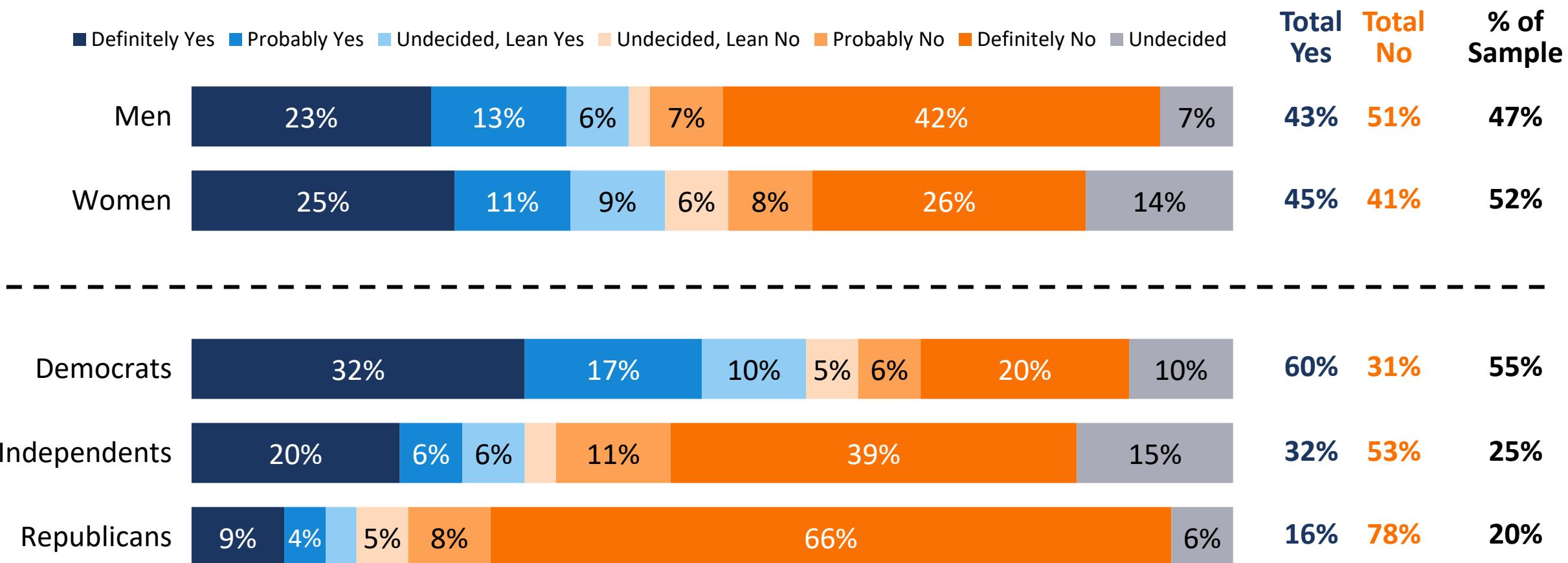
*Initial Vote on 8-Cent/Sq Ft Parcel Tax Measure by City of Long Beach Funding Needed*



Q6. If the election were held today and this measure were on the ballot, would you vote yes in favor or no to oppose?

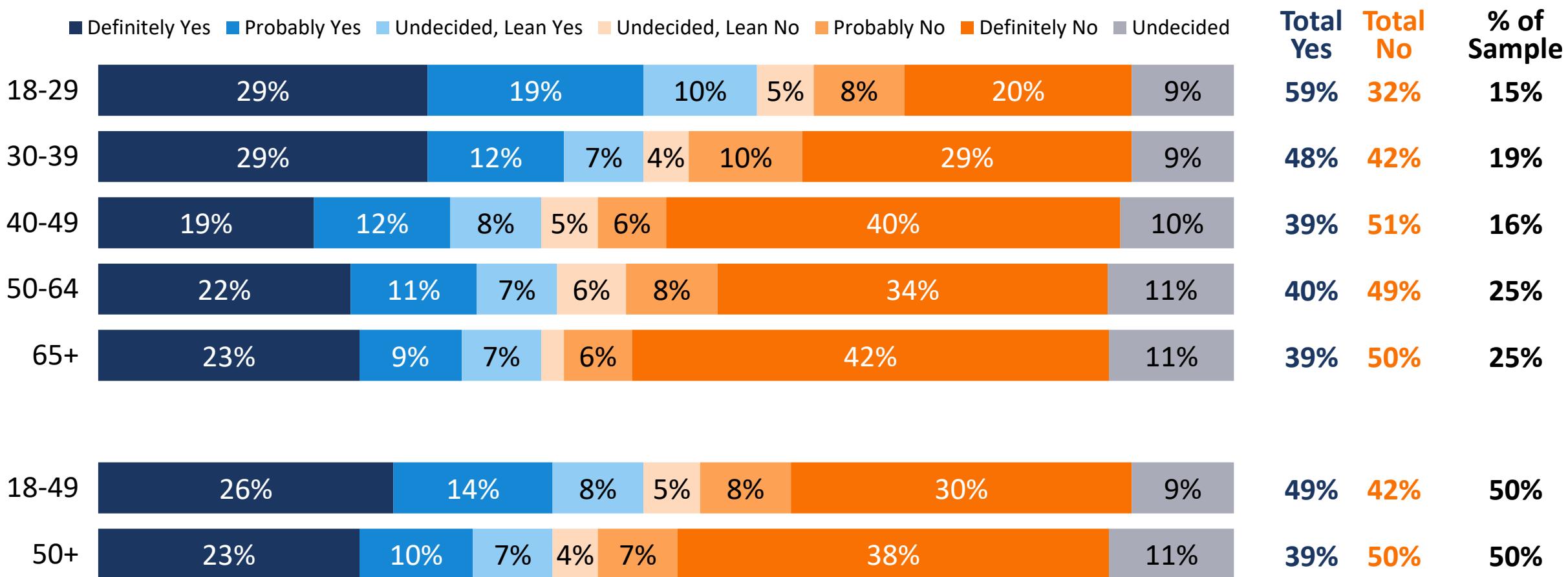
# Democrats vote in favor by two to one, but half of nonpartisans oppose the measure, and most Republicans reject it.

*Initial Vote on 8-Cent/Sq Ft Parcel Tax Measure by Gender & Party*



# There is a 20-point difference in support between the youngest and oldest Long Beach voters.

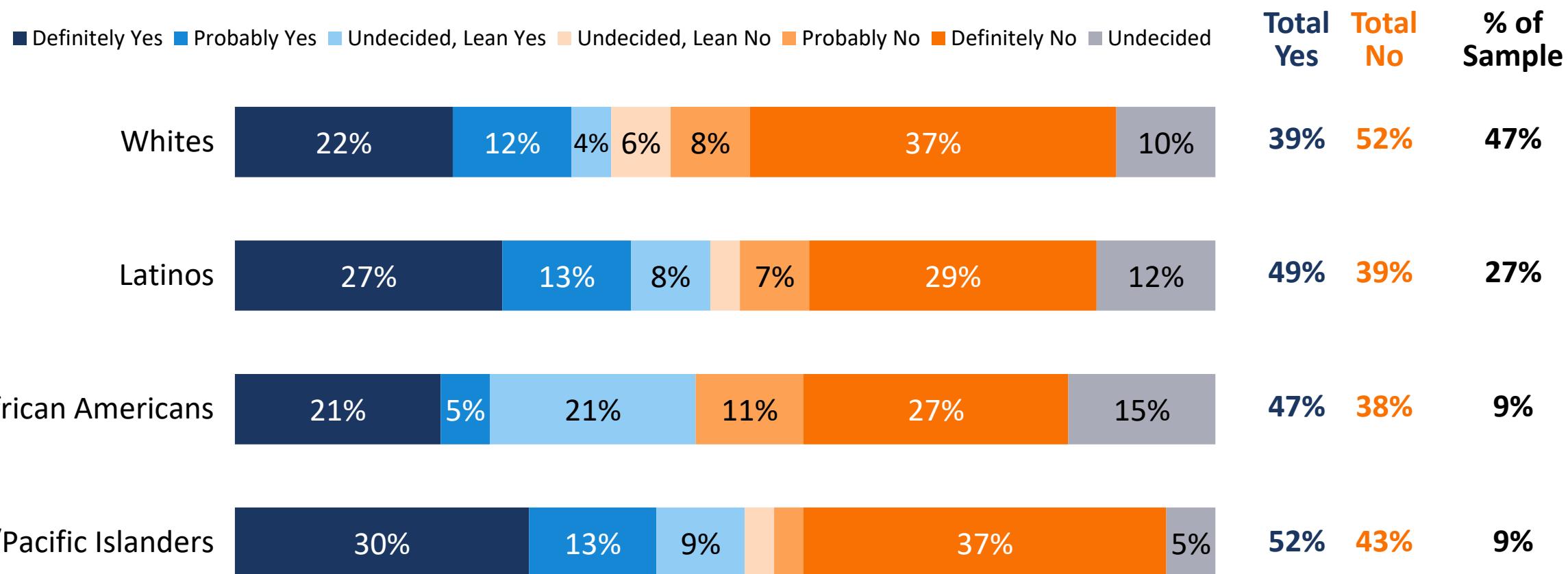
*Initial Vote on 8-Cent/Sq Ft Parcel Tax Measure by Age*



Q6. If the election were held today and this measure were on the ballot, would you vote yes in favor or no to oppose?

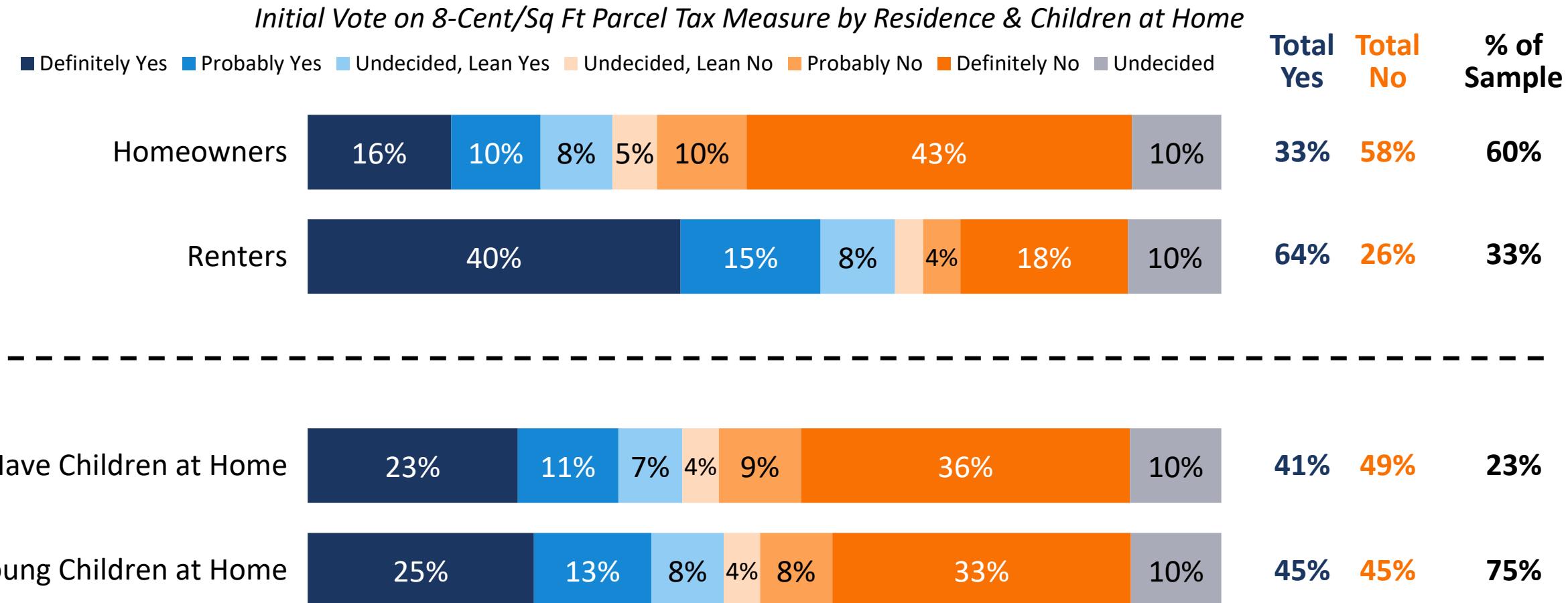
# Voters of color are more likely to back the measure than whites.

*Initial Vote on 8-Cent/Sq Ft Parcel Tax Measure by Race/Ethnicity*



Q6. If the election were held today and this measure were on the ballot, would you vote yes in favor or no to oppose?

**Renters vote yes by more than two to one while homeowners oppose; notably, this is a survey of *likely voters*, thus homeowners are a larger share of the respondents than the city's population as a whole.**



Q6. If the election were held today and this measure were on the ballot, would you vote yes in favor or no to oppose?

# Voters in the 6<sup>th</sup> Council District are the most likely to vote in favor while the no vote in highest in the 5<sup>th</sup> Council District.

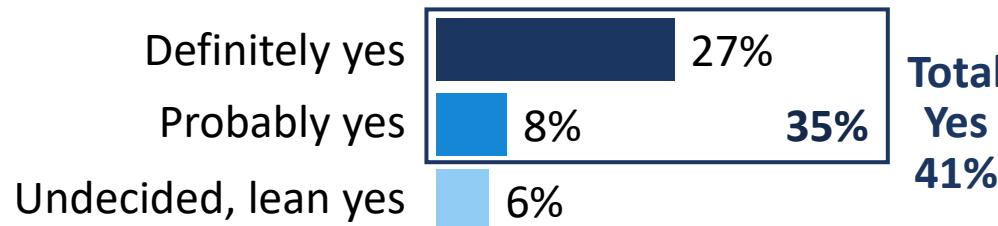
*Initial Vote on 8-Cent/Sq Ft Parcel Tax Measure by City Council District*

City Council District	Total Yes	Total No	Don't Know	Percent of Sample
LBCC1	55%	33%	13%	8%
LBCC2	57%	31%	12%	12%
LBCC3	41%	50%	9%	15%
LBCC4	39%	52%	9%	15%
LBCC5	29%	61%	10%	18%
LBCC6	64%	23%	13%	7%
LBCC7	47%	44%	9%	9%
LBCC8	51%	44%	5%	8%
LBCC9	36%	52%	12%	8%

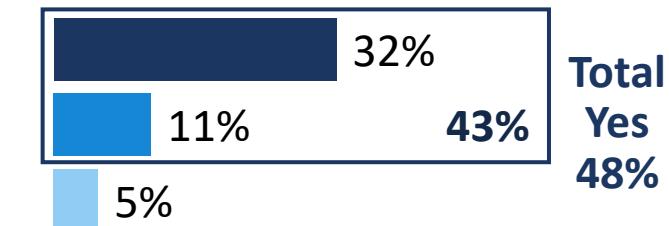
Q6. If the election were held today and this measure were on the ballot, would you vote yes in favor or no to oppose?

# Voters are slightly more likely to back a three-cent parcel but support remains under the 50% thresholds.

*6¢ Per Square Foot of Parcels of Land  
Raising \$150,000,000*

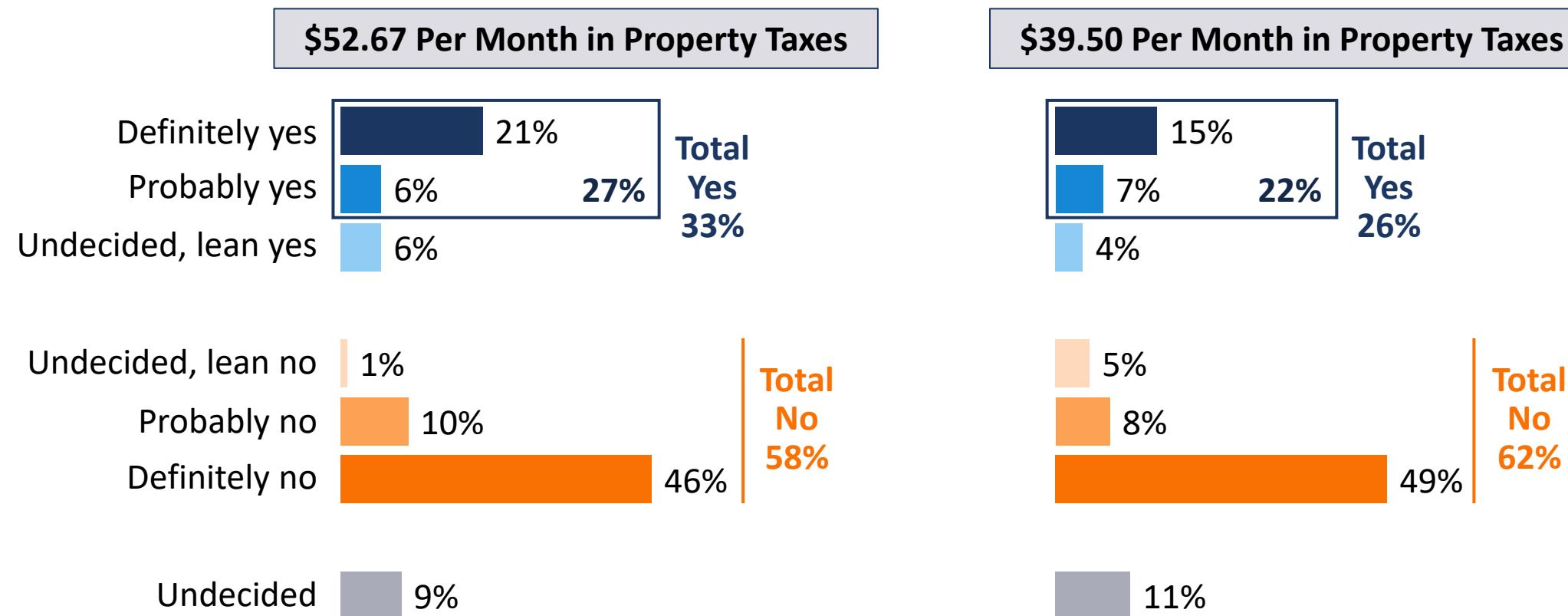


*3¢ Per Square Foot of Parcels of Land  
Raising \$75,000,000*



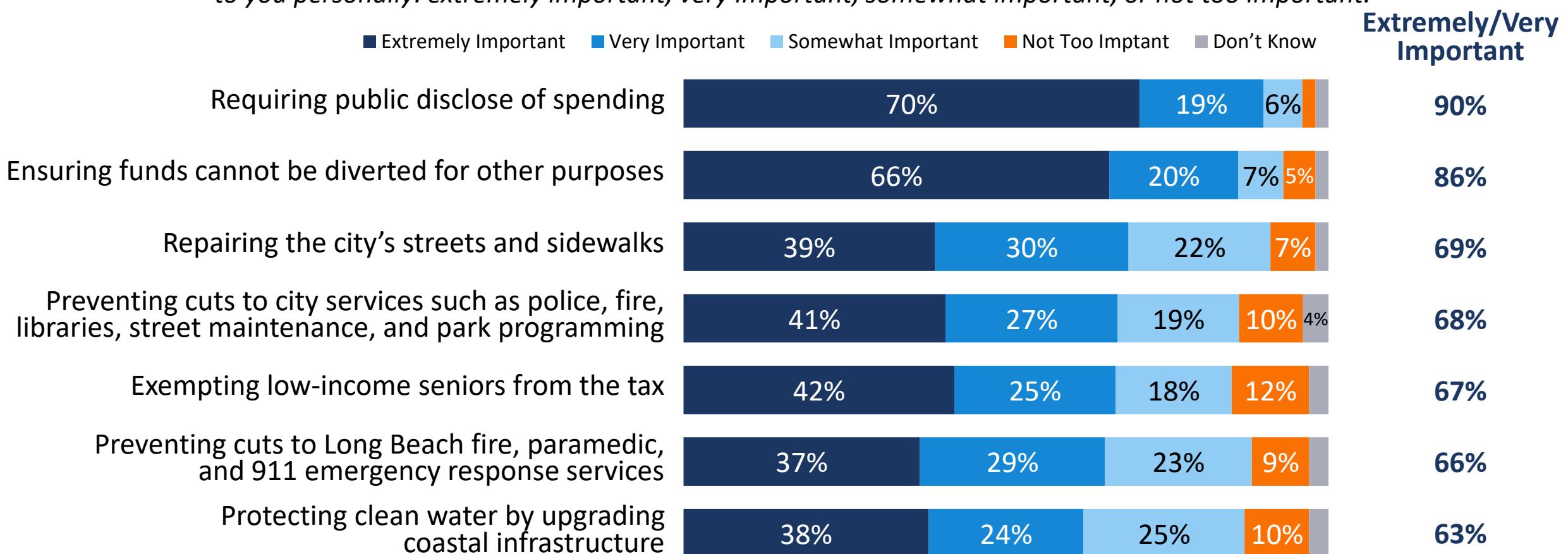
# Opposition increases to six in ten vote when voters are presented with how much they might pay per month if the measure were approved.

*If this measure were approved, the average Long Beach homeowner would pay an additional (ASK SPLIT SAMPLE A: “\$52.67 per month in property taxes”) (ASK SPLIT SAMPLE B: “\$39.50 per month in property taxes”). Knowing this, if the election were held today and this measure were on the ballot, would you vote yes in favor or no to oppose?*

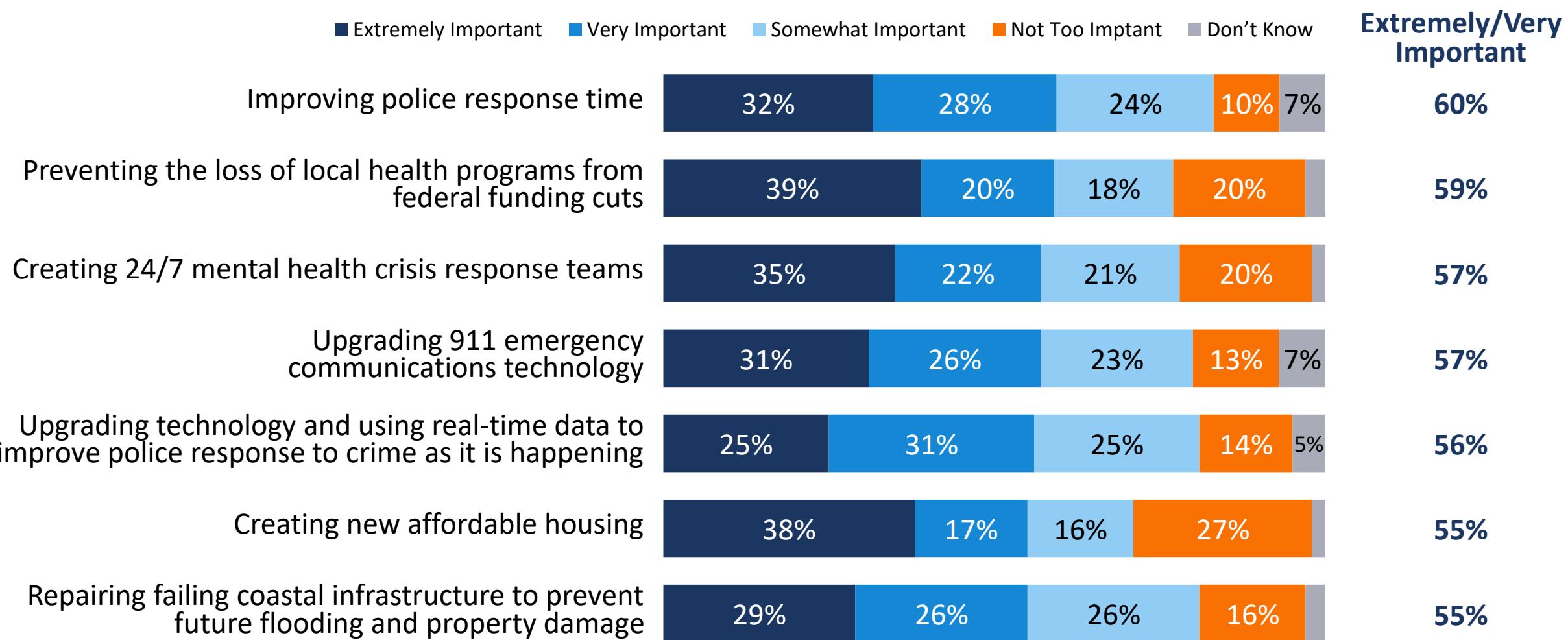


# Elements of the ballot measure that voters prioritize include accountability provisions, fixing streets, preventing cuts to core services, and improving coastal infrastructure.

Here are different ways funds from this measure may be used. Please indicate how important each one is to you personally: extremely important, very important, somewhat important, or not too important.

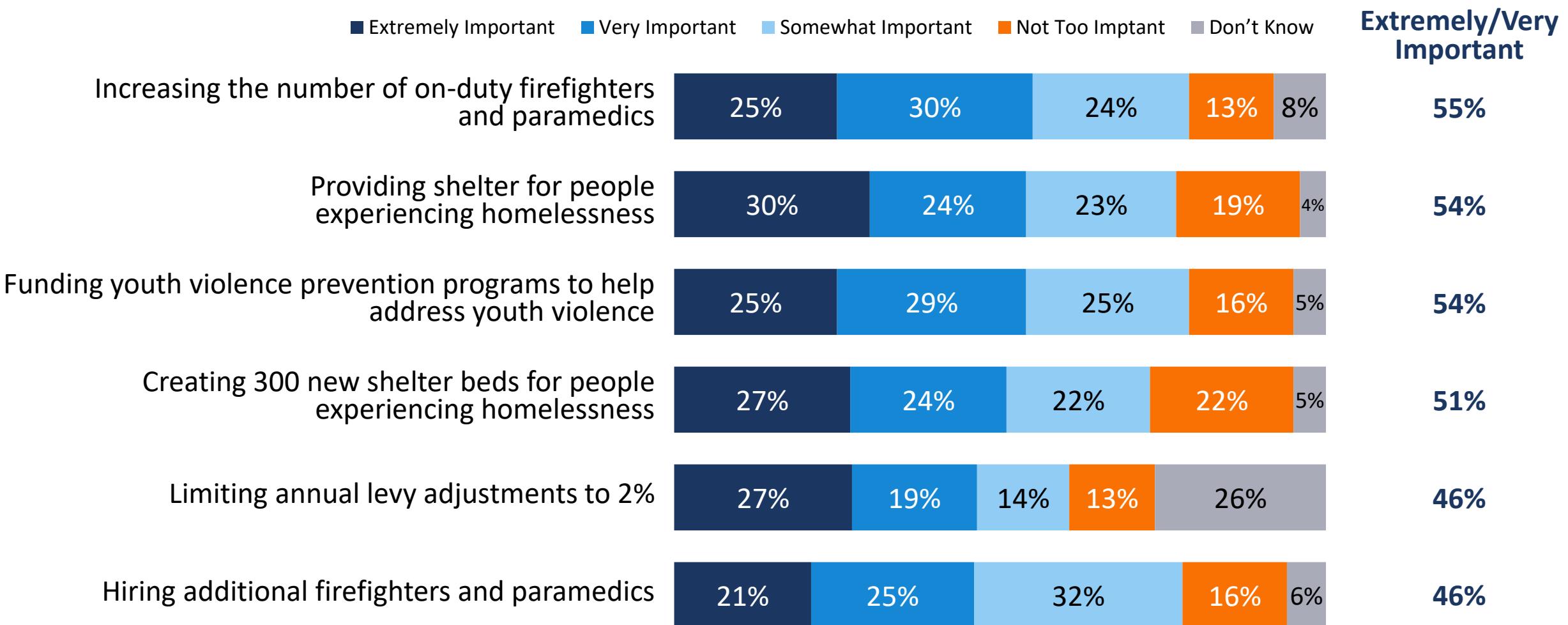


# Importance of Funding Long Beach City Services (continued)



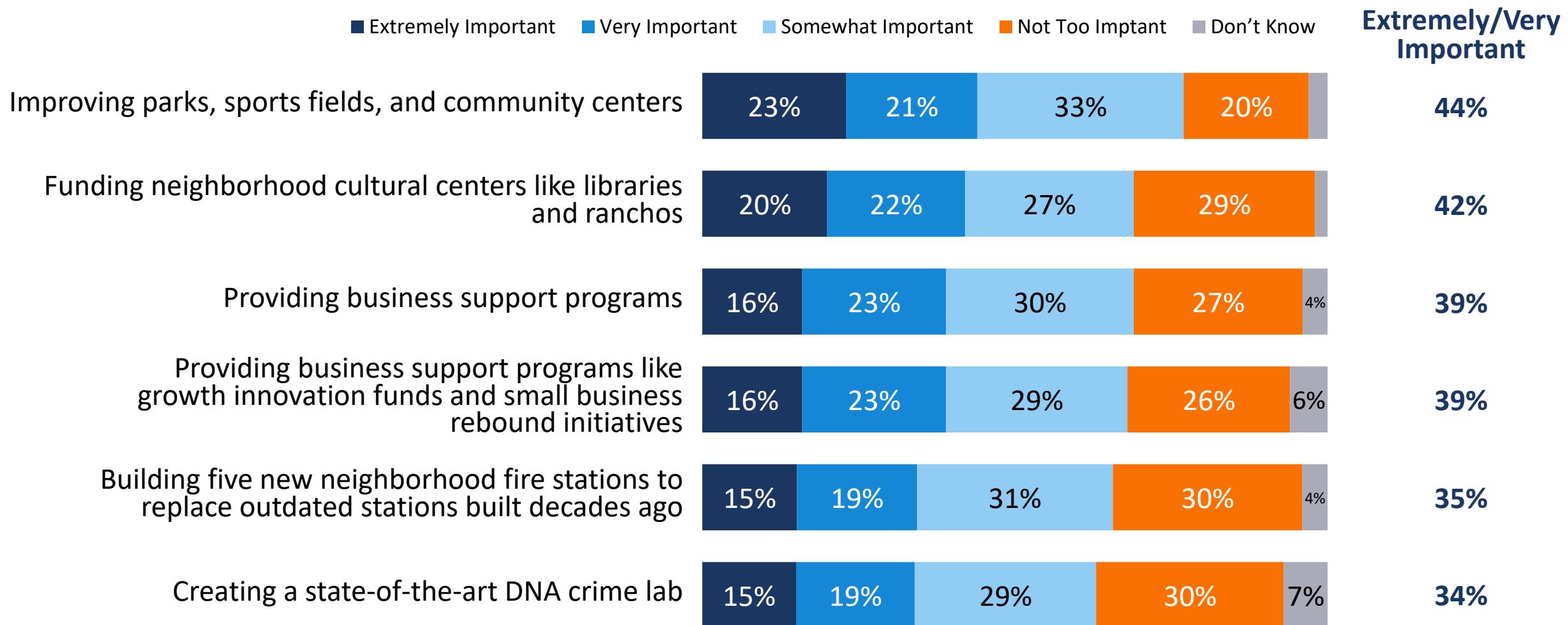
Q11. Here are different ways funds from this measure may be used. Please indicate how important each one is to you personally: extremely important, very important, somewhat important, or not too important.  
Split Sample

# Importance of Funding Long Beach City Services (continued)



Q11. Here are different ways funds from this measure may be used. Please indicate how important each one is to you personally: extremely important, very important, somewhat important, or not too important.  
Split Sample

# Fewer than half regard these potential uses of ballot measure funds as extremely or very important.



Q11. Here are different ways funds from this measure may be used. Please indicate how important each one is to you personally: extremely important, very important, somewhat important, or not too important. Split Sample



# **The Impact of Educational & Opposition Statements**

# Educational Statements

## Ranked by Percentage Saying VERY Convincing Reason to Vote Yes

35%	<sup>^</sup> <b>(MEDICAL RESPONSE TIMES)</b> More than 80% of all 911 calls to the Long Beach Fire Department are medical emergencies, such as heart attacks, strokes, and car accidents. Seconds matter in a life-threatening situation, and this measure is needed to make sure paramedics can respond quickly and effectively, and have the training, staffing, and equipment they need to save lives.
33%	<sup>^</sup> <b>(ACCOUNTABILITY)</b> This measure includes strict accountability requirements, including public disclosure of all spending, citizens' oversight, and independent annual audits to make sure all funds are used effectively, efficiently, and as promised.
32%	<b>(HEALTH SERVICES)</b> The federal government is cutting funding for critical health services that are performed at the local level by the Long Beach Health Department. This measure protects those services to ensure residents continue to have access to affordable health services in their community.
27%	<b>(BUDGET DEFICIT &amp; OTHER SERVICES)</b> Long Beach is facing a \$60 million structural budget deficit, and without additional resources, the City will be forced to cut vital city services. Creating a new dedicated funding source for infrastructure will allow the City to fix potholes and unsafe streets and sidewalks, and invest in libraries, parks, cultural institutions, and coastal protection projects.
27%	<b>(HOMELESSNESS)</b> Homelessness continues to get worse, with not enough mental health services and shelters for those experiencing homelessness. This measure funds new homeless shelters for 300 more people per night, as well as mental health teams that can respond day and night to people experiencing mental health crises on our streets.

Q12. Here are statements from people who support the **LONG BEACH 911 RESPONSE, NEIGHBORHOOD SAFETY, CLEAN WATER/INFRASTRUCTURE REPAIR MEASURE**. Please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes in favor of this measure. <sup>^</sup>Not Part of Split Sample

# Educational Statements; Continued

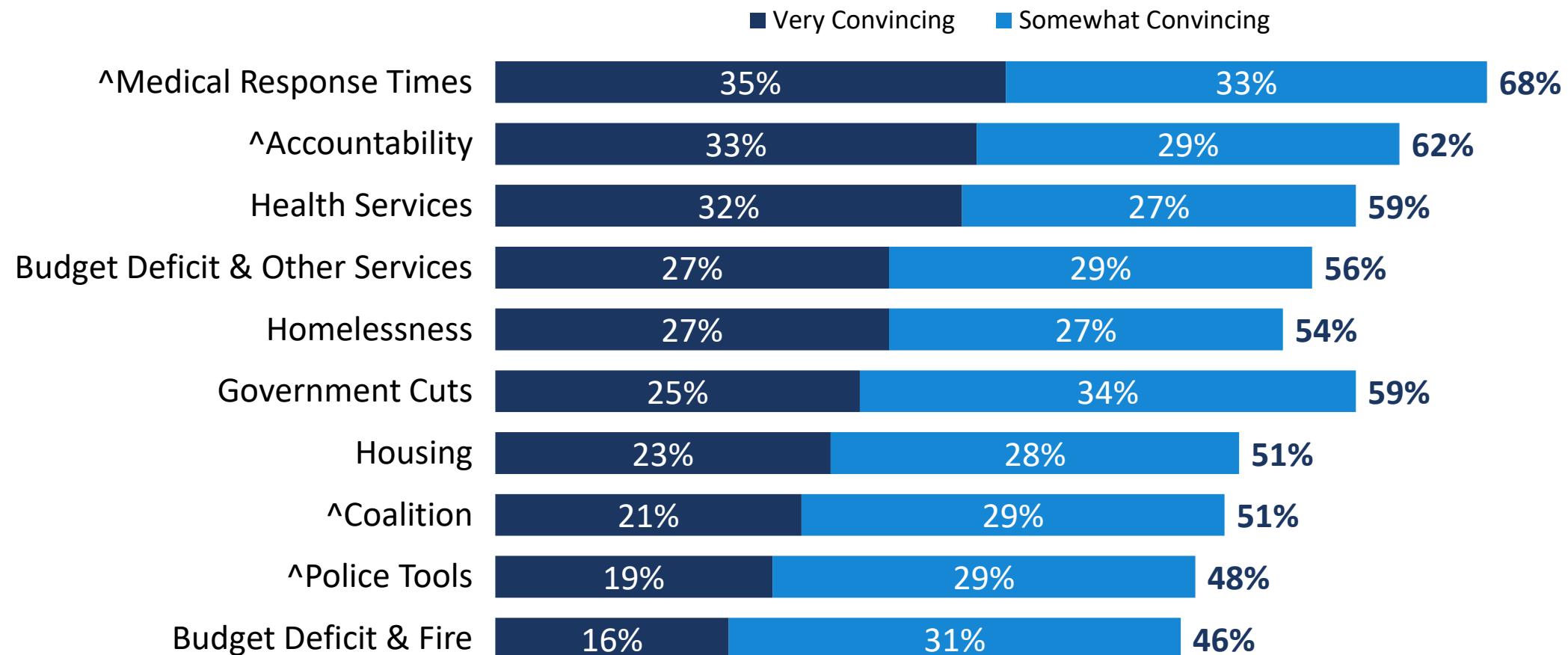
## Ranked by Percentage Saying VERY Convincing Reason to Vote Yes

25%	<b>(GOVT CUTS)</b> The federal and state government are cutting funding that Long Beach relies on to maintain public safety, fix streets and roads, protect clean water and provide other vital local services. This measure creates a dedicated source of funding for the Long Beach city services that by law must be used in our community and cannot be diverted to any other purpose by the state or federal government.
23%	<b>(HOUSING)</b> Many Long Beach residents struggle to find affordable, quality housing. This measure will direct \$25 million per year to providing new affordable housing throughout the entire City of Long Beach to support seniors, families, and low-income individuals from falling into homelessness.
21%	<b>(COALITION)</b> A broad, nonpartisan coalition representing our community has come together in support of this measure to maintain essential local services. Long Beach first-responders, healthcare workers, local labor unions, small businesses, local nonprofit leaders, and affordable housing advocates urge a yes vote to create a safer, cleaner, and stronger Long Beach for all of us.
19%	<b>(POLICE TOOLS)</b> This measure will give Long Beach Police the tools they need to fight crime and improve neighborhood safety. Funds will be used to create an up-to-date DNA Crime Lab to track down criminals and a new Real-Time Crime Center, linking technology to provide police officers on the ground with real-time information that can help to prevent crimes and keep us safe.
16%	<b>(BUDGET DEFICIT &amp; FIRE)</b> The City of Long Beach is facing a \$60 million structural budget deficit, and without additional resources, the City will be forced to cut vital city services. Passing this measure will create a dedicated source of funding to stop those cuts to improve 911 emergency response services provided by local firefighters, paramedics, and police.

Q12. Here are statements from people who support the **LONG BEACH 911 RESPONSE, NEIGHBORHOOD SAFETY, CLEAN WATER/INFRASTRUCTURE REPAIR MEASURE**. Please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes in favor of this measure. <sup>^Not Part of Split Sample</sup>

# Voters identify the need to fund emergency medical response services as the most persuasive reason to support the measure.

*(Ranked by Percentage Saying VERY Convincing Reason to Vote Yes)*

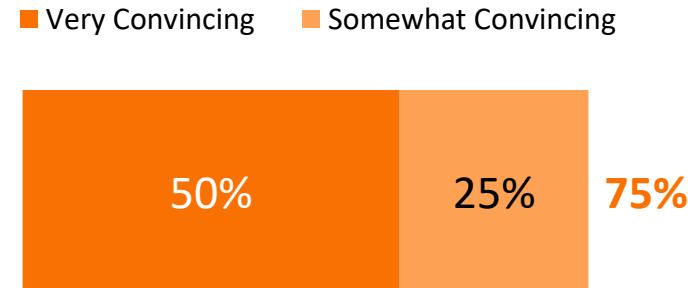


Q12. Here are statements from people who support the **LONG BEACH 911 RESPONSE, NEIGHBORHOOD SAFETY, CLEAN WATER/INFRASTRUCTURE REPAIR MEASURE**. Please indicate whether you find it very convincing, somewhat convincing, or not convincing as a reason to vote yes in favor of this measure. ^Not Part of Split Sample

# However, opposition statements resonate at a higher level and are compelling reasons to vote no.

*(Ranked by Percentage Saying VERY Convincing Reason to Vote No)*

**(PROPERTY TAX)** Now is not the time to raise local property taxes when many people are struggling to pay their rent or mortgage, and the cost of living keeps increasing. This measure would require a typical Long Beach homeowner to pay \$630 per year more in property taxes, and landlords will pass the cost on to renters, making housing even more expensive.



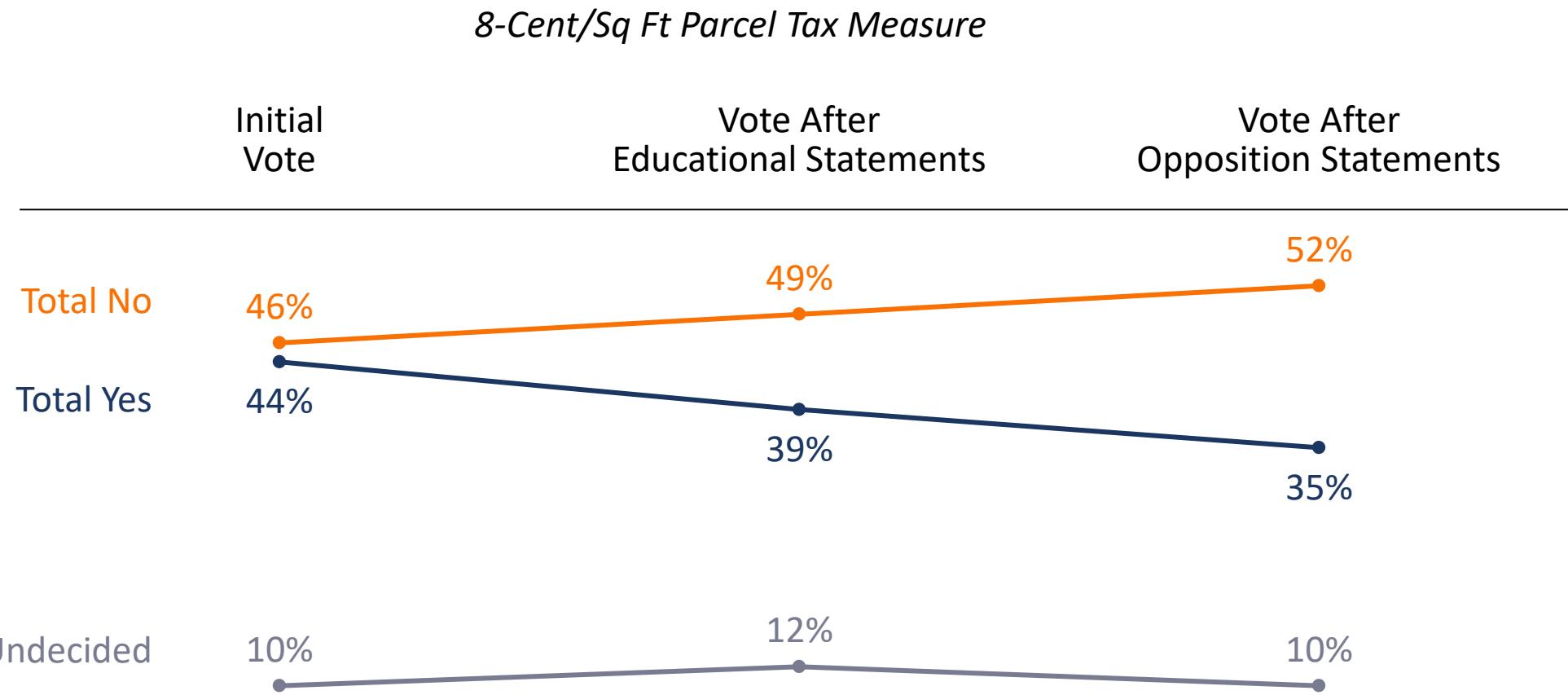
**(WASTE & SPENDING)** Year after year, voters pass local taxes and school bonds, but it is never enough for politicians and bureaucrats. The City must live within its means and balance its budget by eliminating wasteful spending and reform the out-of-control pension system that costs taxpayers millions.



**(HURT MOST VULNERABLE)** Passing this tax increase will hurt our most vulnerable residents – people with disabilities, seniors on fixed incomes, and working families. Voters must reject this measure that will add to the burden of those hit hardest by inflation as prices for food, healthcare, and other essentials keep rising.



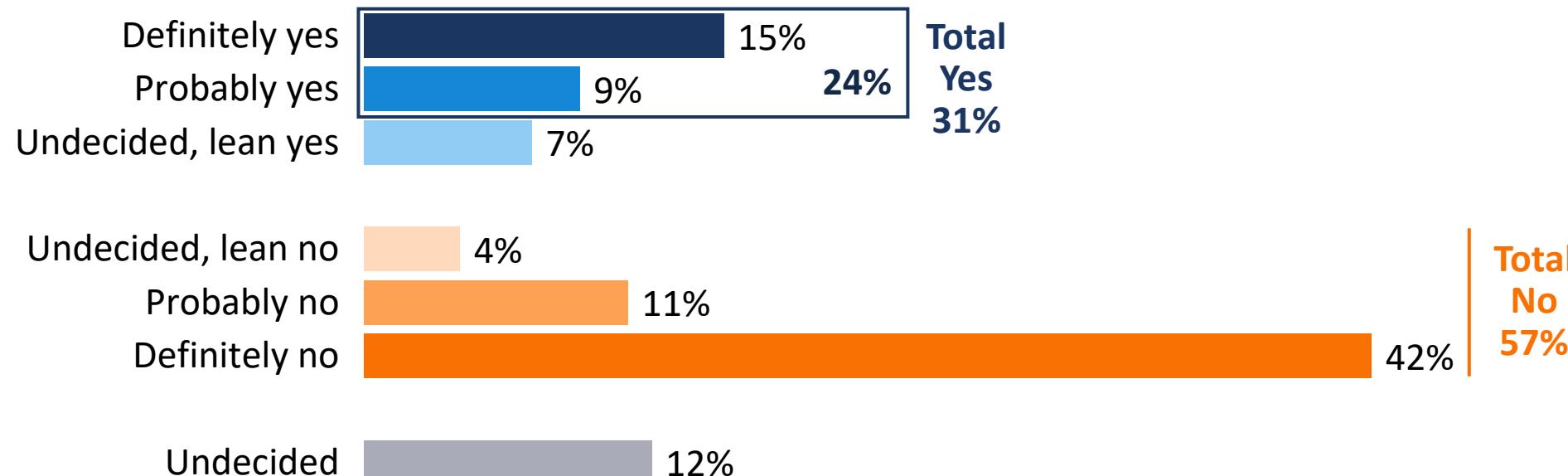
# A majority votes no after these statements.



Q6, Q13 & Q15. If the election were held today and this measure were on the ballot, would you vote yes in favor or no to oppose?

# The survey also tested a measure to increase Long Beach's UUT by 10%, which more than half reject.

**LONG BEACH COMMUNITY SAFETY AND NEIGHBORHOOD SERVICES MEASURES.** Shall an ordinance to improve/maintain 911 response services; increase police, firefighter/paramedic services, pothole/street repair; encampments cleanup; youth/afterschool programs, and maintain general City services; be established at a rate of 10% utility users tax on water, sewer, electric, gas and telephone service providing \$67,000,000 until ended by voters, requiring public disclosure of spending, annual audits, all funds remaining in Long Beach, exemptions for low-income seniors, be adopted?



Q16. If the election were held today and this measure was on the ballot, would you vote yes in favor or no to oppose?



# Conclusions

# Conclusions

- These survey results find Long Beach voters to be in a highly pessimistic mood – more than half hold a negative view of their city, most think the economy is getting worse, and almost half feel their own personal finances have deteriorated in the past year.
- Furthermore, concern about the cost of living and inflation and rising prices has intensified over the past 18 months as eight in ten now identify these issues as “extremely” or “very” serious problems, and 80% agree that given these economic pressures, “now is not the time to raise local taxes.”
- In this climate, a City of Long Beach ballot measure to establish a fee on parcels to fund public services faces significant resistance as fewer than half vote in favor as it requires a two-thirds (66.7%) yes vote if were placed on the ballot by the City Council.
- Nevertheless, voters do recognize the city faces serious fiscal challenges and, consistent with prior research, two-thirds think Long Beach has a significant need for additional funds and support investing in fixing streets, preventing cuts to public safety services and parks, and protecting clean water.
- Thematically, Long Beach voters recognize that external factors are contributing to the city’s financial challenges, as most know that federal government funding cuts and a loss of oil production operations will result in a significant loss of revenue for public services.
- Voters identify ensuring effective 911 medical emergency response services as a compelling reason to generate additional revenue for the city.



**John Fairbank**  
[John@FM3research.com](mailto:John@FM3research.com)

**Rick Sklarz**  
[Sklarz@FM3research.com](mailto:Sklarz@FM3research.com)