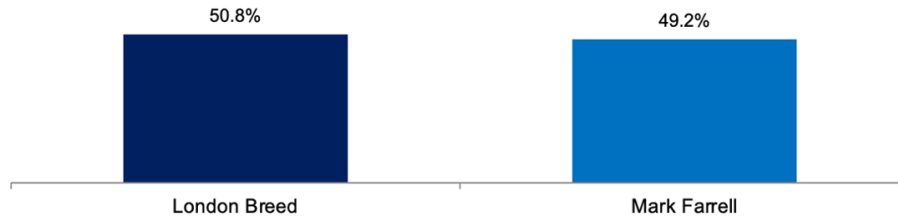


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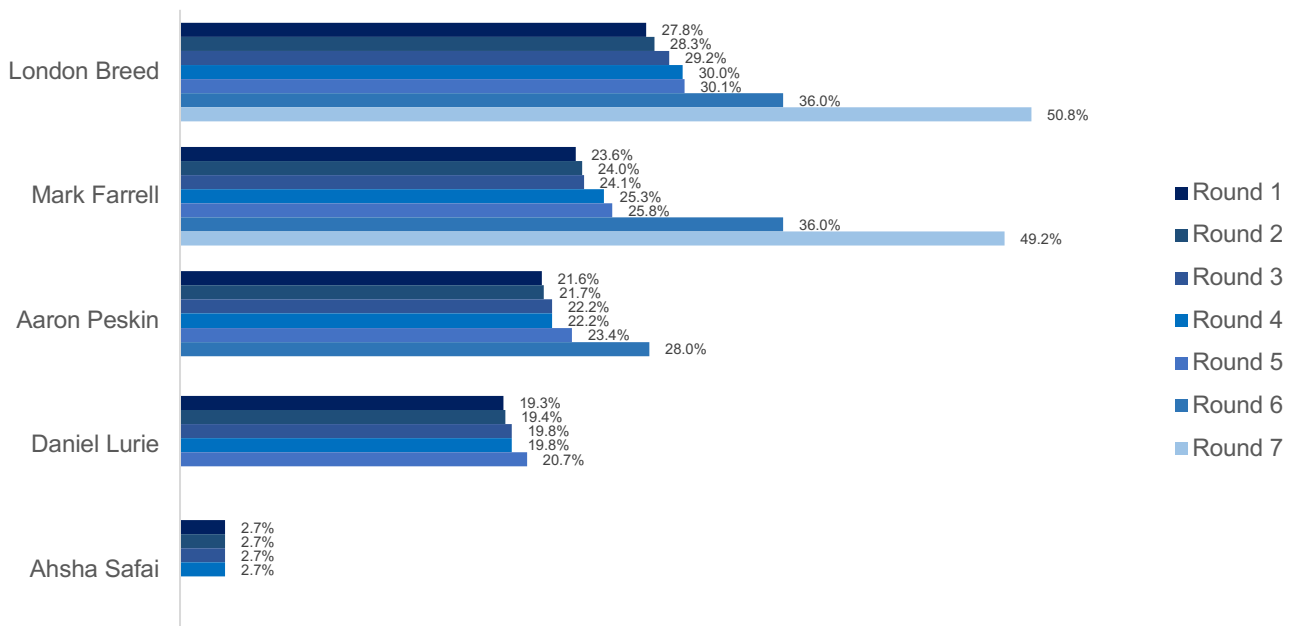
To: Interested Parties
 From: Adam Probolsky
 Probolsky Research
 Date: August 13, 2024
 Subject: City of San Francisco Voter Poll – Mayor

Breed and Farrell Tied for Mayor



Probolsky Research conducted a poll from July 30 to August 7 among San Francisco likely General Election voters. The poll reveals that Mayor London Breed and Mark Farrell are nearly tied in the mayoral race – separated by just two percentage points.¹ “Supervisor Farrell’s strength is surprising. His votes come from a diverse coalition of voters. These numbers suggest there is a very good chance that he will be mayor,” explained Adam Probolsky, the pollster who led the study.

Unlike public polls released by other organizations, **our poll replicated the San Francisco Department of Elections ranked-choice voting scheme.** The share of votes for both Mayor London Breed and Supervisor Mark Farrell gradually increases each round as votes are redistributed from eliminated candidates. Mayor Breed eventually surpasses, albeit slightly, the 50% threshold in round seven.



¹ The election for San Francisco Mayor will be in November. If the election were held today, please rank the candidates in order of preference. Indicate your first choice, second choice, third choice, and so on.

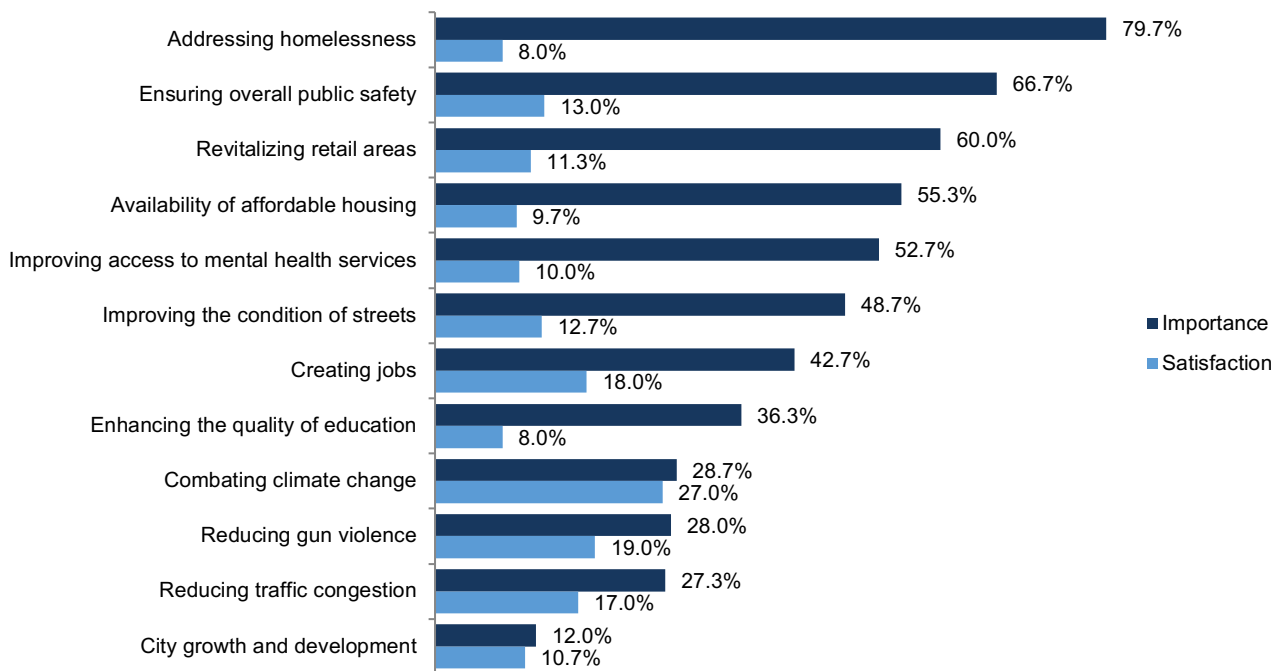


Breed earns the support of most voters who believe the City is on the right track, voters who believe the City is on the wrong track are not consolidated behind any one candidate

	Right track	Wrong track	Unsure
All Respondents	19.0%	58.0%	23.0%
London Breed	67.9%	11.6%	32.2%
Mark Farrell	1.9%	35.4%	13.6%
Aaron Peskin	9.4%	23.8%	27.1%
Daniel Lurie	13.2%	21.8%	18.6%
Ahsha Safai	3.5%	1.7%	2.9%

Most people who picked Mayor London Breed as their first choice also think San Francisco is heading in the right direction. This contrasts with the overall poll results, where a sizable majority (58%) say the City is on the "wrong track". If the overall perception of the City's direction improves over the next three months, Mayor Breed's chances of re-election will greatly improve.²

Voter priorities and satisfaction do not align



The poll asks voters which City Hall priorities are important to them, and then which of those they are satisfied with. Eight out of 10 respondents say addressing homelessness is tops to them, but very few say they are satisfied with how the City is handling the homeless issue. Similarly, public safety is the second most important issue for two-thirds of respondents, and most are not satisfied. Most other priorities are also misaligned with satisfaction.^{3,4}

² Do you believe the City of San Francisco is on the right track or on the wrong track?

³ Here is a list of several issues that may be facing your community. Please indicate which issues should be the top priorities for the City to address. Select all that apply.

⁴ Thinking of the same list of issues facing your community, please indicate which of these you are personally satisfied with. Select all that apply.



Methodology

From July 30 to August 7, 2024, Probolsky Research conducted a live-interviewer telephone and online poll among City and County of San Francisco likely 2024 General Election voters.

A total of 300 voters were polled with 33% by phone and 67% online. A poll of this size yields a margin of error of +/- 5.8%, with a confidence level of 95%. Phone interviews were conducted via landline (20%) or mobile (80%). For the online poll phase, we invited participation via email (50%) and text message (50%). Respondents in all modes chose their preferred language Cantonese (3%), English (90%), or Spanish (7%). Online respondents were able to use their computer, tablet, or smart phone to participate. Security measures precluded individuals from completing the poll more than once.

The sample was compiled from data provided by the San Francisco County and City Department of Elections. Probolsky Research applies a stratified random sampling methodology to ensure that the demographic proportions of poll respondents match the demographic composition of San Francisco likely 2024 General Election voters.

This poll was funded by the San Francisco Deputy Sheriff's Association Political Action Committee.

Probolsky Research is a Latina and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.



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