



**TO** Interested Parties

**FROM** David Metz and Lucia Del Puppo  
FM3 Research

**RE:** Key Findings from a Survey of Likely Voters on the San Francisco Mayor's Race

**DATE** September 3, 2024

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of likely voters in San Francisco to assess their views in the San Francisco mayor's race.<sup>1</sup> The results show a number of encouraging trends for Daniel Lurie: he is the most favorably-viewed of the leading candidates, is running neck-and-neck with Mark Farrell for first-choice voters, and is the clear leader in second-choice votes - yielding him a virtual tie in the ranked-choice voting simulation. Lurie enters the critical post-Labor Day period with momentum and a clear path to victory.

Among the key specific findings of the survey are the following:

- **Lurie is viewed more favorably than any other candidate for Mayor.** Lurie has a considerable advantage when measuring the candidates' favorability ratings. Lurie has nearly a two-to-one favorability ratio (41% favorable to 22% unfavorable), while the Mayor continues to have a net negative rating (42% favorable to 53% unfavorable). Lurie's opponents are likely burdened by significant public dissatisfaction with the City government broadly and the Board of Supervisors specifically – the latter is viewed negatively by well over a two-to-one margin (26% to 62%).
- **Mayor Breed leads in first choices on the mayoral ballot, but Lurie outdistances all candidates in second-choice votes.** As shown in Figure 1 below, Breed takes 30% of the first-place vote, with Lurie and Farrell knotted in second place with 19%. However, Lurie leads the rest of the field by double-digits in second-place votes, with 26%. Combined, his first- and second-place votes (45%) exceed those of the Mayor (42%).

**Figure 1:  
Vote Preference for Mayor**

Candidate	First Choice	Second Choice	Total
Daniel Lurie	19%	26%	<b>45%</b>
London Breed	30%	12%	<b>42%</b>
Mark Farrell	19%	15%	<b>34%</b>
Aaron Peskin	11%	6%	<b>17%</b>
Ahsha Safai	4%	8%	<b>12%</b>
Undecided	16%	33%	

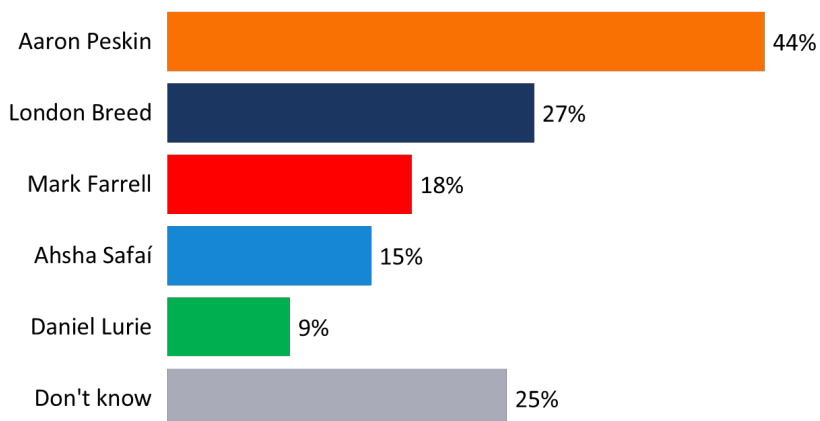
- **This advantage in second-place votes has Lurie only narrowly losing to Breed in the ranked-choice vote simulation.** As illustrated in Figure 2, Breed edges Lurie by four (52% to 48%) in the final ranked-choice vote, a very slim margin given the number of voters who have yet to settle on their full ranked-choice preferences.

**Figure 2:**  
**Initial Ranked-Choice Vote Simulation for Mayor**  
*(Among Voters with a Preference in Each Round of Voting)*

Candidate	First Round	Second Round	Third Round	Final Round
London Breed	36%	38%	44%	52%
Daniel Lurie	22%	23%	28%	48%
Mark Farrell	23%	23%	27%	
Aaron Peskin	14%	15%		
Ahsha Safaí	5%			

- **As undecideds make up their minds, Lurie benefits from being by far the least polarizing candidate in the race.** Survey respondents were asked to indicate whether there were any candidates for Mayor they would never vote for, and (as detailed in Figure 3 on the following page) Lurie was named less often in this question than any other candidate. Peskin received the most mentions – nearly half the electorate indicate that they wouldn’t vote for him (44%), followed by Breed at 27% and Farrell at 18%. Fewer than one in ten voters have made up their minds not to vote for Lurie.

**Figure 3:**  
**Candidates for Mayor for Whom You Would Never Vote**  
*(Multiple Responses Accepted)*



- **Lurie has a clear path to victory once voters are exposed to his messaging.** The poll tested a series of arguments in favor of Lurie’s candidacy, and then re-tested voter preferences at the end of the poll. As shown in Figure 4, after messaging, preferences flip and Lurie edges Breed 53% to 47% in the final round of the RCV

simulation. While the poll does not simulate a balanced test of messaging for all candidates, Lurie is likely to have a resource advantage during the balance of the campaign, and is the only candidate currently advertising on television.

**Figure 4:**  
**Ranked-Choice Vote Simulation for Mayor After Lurie Messaging**  
*(Among Voters with a Preference in Each Round of Voting)*

Candidate	First Round	Second Round	Third Round	Final Round
Daniel Lurie	29%	30%	36%	53%
London Breed	37%	37%	42%	47%
Mark Farrell	19%	19%	21%	
Aaron Peskin	12%	13%		
Ahsha Safaí	3%			

Overall, the poll shows a race for mayor that continues to be highly competitive, but in which Daniel Lurie has gained momentum and has a clear path to victory.

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<sup>i</sup> **Methodology:** From August 21 - 28, 2024, FM3 conducted 708 interviews with San Francisco voters likely to cast ballots in the November 2024 election. Interviews were conducted in English and Chinese, with live interviewers on landline and wireless phones and online with invitations by email and text message. The margin of sampling error for the full sample is +/- 4.0% at the 95% confidence level. Margins of error for subgroups within the sample will be higher. Some percentages may not sum to 100% because of rounding.