



TO Interested Parties
FROM FM3 Research
RE: Survey on the San Francisco Mayoral Race
DATE June 18, 2024

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of 866 San Francisco voters to assess views of the November 2024 mayoral election.¹ The results show that the race is highly competitive – Mayor Breed, Mark Farrell, and Daniel Lurie are all in a statistical tie for first choice votes and the race remains very close; more than one-quarter of voters remains undecided.

Detailed findings are as follows:

- **Three in five say the city is on the wrong track.** As shown in Figure 1 below, 61% say things in San Francisco are off on the wrong track and only about one-quarter think it is headed in the right direction. This negative mood has persisted throughout the election cycle so far.

Figure 1: Direction of San Francisco

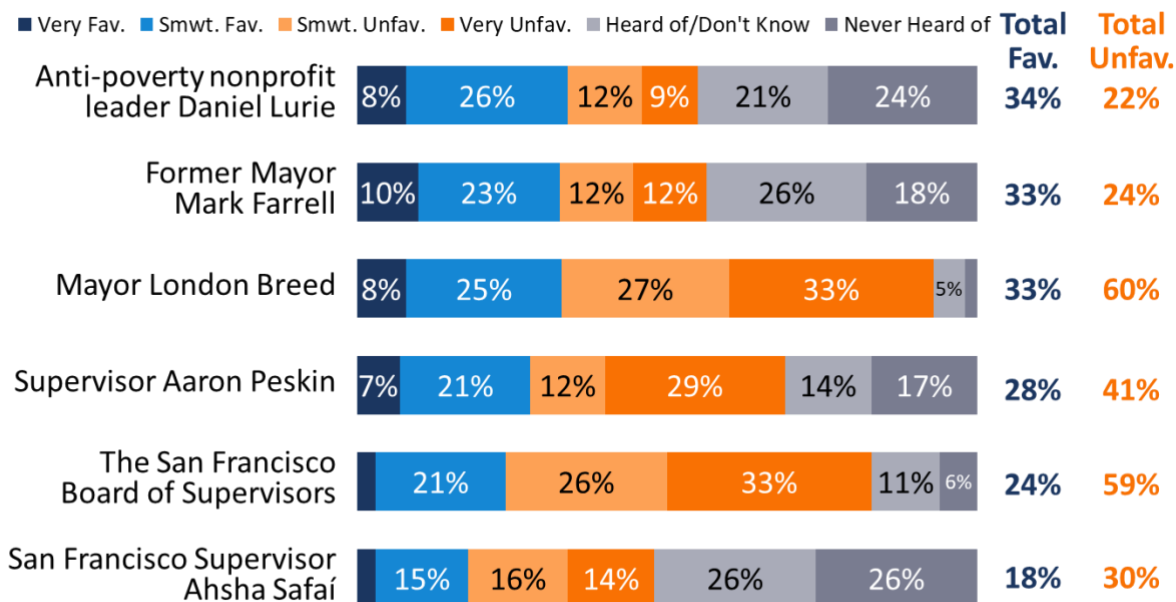
Thinking about in general, would you say things in San Francisco are going in the right direction, or would you say they are off on the wrong track?

Direction	%
Right Direction	28%
Wrong Track	61%
Don't Know	11%

- **Among the potential candidates, Lurie and Farrell are viewed most favorably.** One-third of voters view Lurie and Farrell favorably; they are the only candidates who have net-positive favorability ratings. As shown in Figure 2 on the next page, current elected officials are viewed more negatively; three in five view Mayor Breed unfavorably, two in five view Aaron Peskin unfavorably, and 30% view Safai unfavorably.

Figure 2: Favorability and Name Recognition

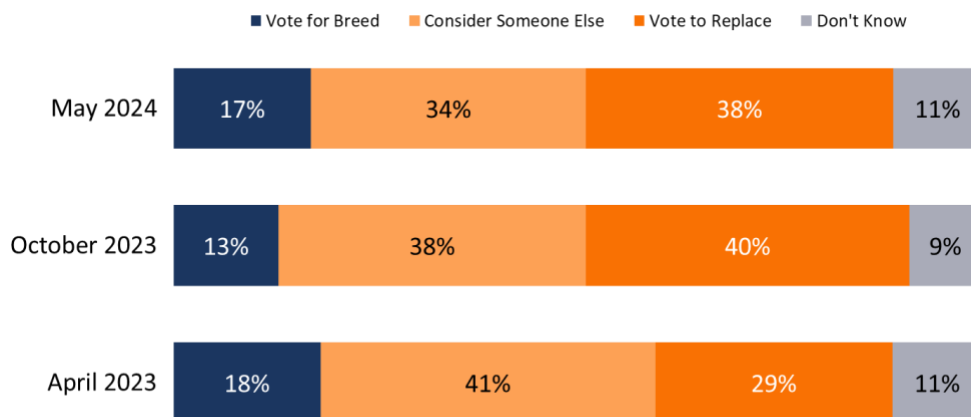
I'm going to read a list of people active in public life. Please tell me whether your impression of that person or organization is generally favorable or unfavorable.



- **The vast majority of voters continue to be open to considering another candidate for Mayor.** As shown in Figure 3, 17% say they will vote to re-elect Breed, 34% will consider someone else and 38% say they will vote to replace her. This opinion has remained consistent over the last year.

Figure 3: Re-Electing Mayor Breed

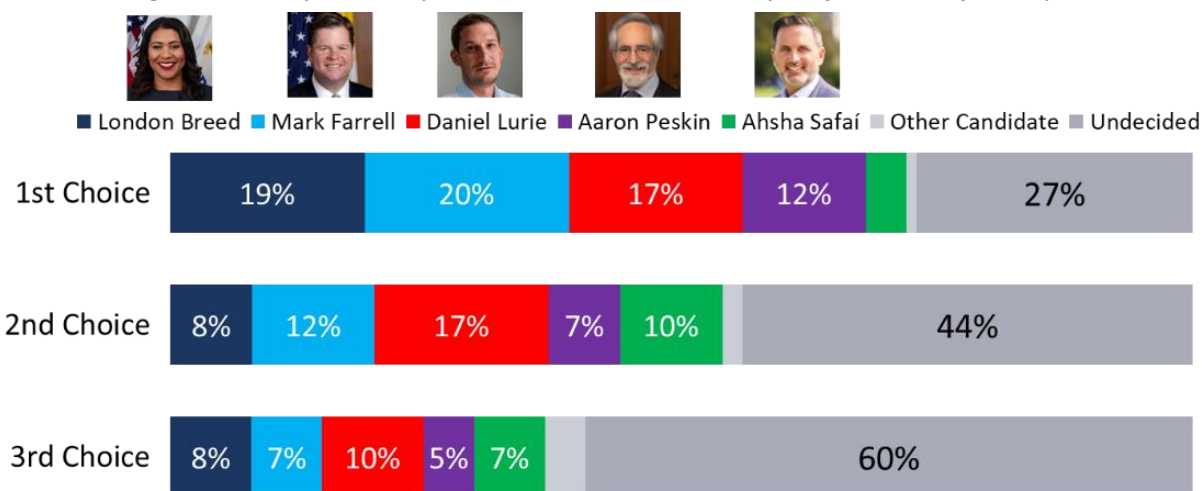
In 2024, there will be an election for Mayor of San Francisco. Do you think you will vote to re-elect London Breed as mayor, will you consider voting for someone else, or do you think you vote to replace her?



- **Breed, Farrell and Lurie are statistically tied for first choice votes in the race for Mayor.** Farrell receives 20% of the first choice vote, London Breed receives 19% and Lurie 17%. One in ten choose Peskin as their first choice (12%) and 4% Safaí. Approximately one-quarter are still undecided (28%). Farrell leads the ranked choice vote simulation of the vote by 55% to Breed’s 45%, though with a sizable number of undecided voters – especially for second and third choices – that simulation is subject to significant variation.

Figure 4: Initial Preferences in the Vote for Mayor

Thinking about next year's Mayoral election, who would be your first choice for Mayor?



In conclusion, the November 2024 election for San Francisco Mayor remains very competitive. Mayor Breed, Mark Farrell, and Daniel Lurie are in a statistical tie for initial first choice votes, and the ranked choice vote simulation remains close throughout the survey.

ⁱ **Methodology:** From May 10-16, 2024 FM3 completed 866 online and telephone interviews with likely November 2024 San Francisco voters. The survey was conducted in English and in Chinese. The margin of sampling error for the study is +/-3.5% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.