



San Francisco Voter Survey Conducted October 26th to 27th, 2024

Summary

A survey of San Francisco voters likely to participate in the November general election indicates that Daniel Lurie is the leader in the contest to become the next Mayor of San Francisco.

Results show a two-way race between Lurie and Mayor London Breed for first choice votes. However, Lurie has a commanding lead among voters' second choice preferences which, when played out in a Ranked Choice Voting simulation would result in his victory.

At this time, 26% of voters say they will vote for Lurie as their first choice, with 23% for Breed, while Peskin and Farrell only get 18% and 17% respectively. An RCV simulation results in a clear Lurie victory over Breed by 55% to 45%. Lurie currently receives nearly double-digit support over both Farrell and Breed in voters' second choice selection.

- Without any information given on the candidates running for mayor, Daniel Lurie is in a two-way tie, given margin of error, with Breed.

If the election for Mayor were held today and the candidates were..., who would be your first choice?

Daniel Lurie	26%
London Breed	23
Aaron Peskin	18
Mark Farrell	17
Ahsha Safai	4
Other	5
Undecided	7

- Lurie receives plurality of second-choice votes.

And which candidate would be your second choice?

Daniel Lurie	22%
Mark Farrell	14
London Breed	13
Ahsha Safai	13
Aaron Peskin	7

Methodology

David Binder Research conducted 600 online and phone interviews from October 26th to 27th, 2024 with voters who are likely to vote in November of 2024. Participants were contacted via email, text message,

landline phone, or by cell phone all on the voter file in California. The survey was conducted in English and is subject to a margin of error of $\pm 4\%$.