

LURIE FOR MAYOR

SAN FRANCISCO

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POLL MEMO: LURIE BEST POSITIONED TO WIN SF MAYOR'S RACE

Multiple surveys demonstrate Lurie's broad appeal while opponents face challenges under city's Ranked Choice Voting system

SAN FRANCISCO—A polling memo from [David Binder Research](#) assessing previously conducted voter opinion studies confirms that Daniel Lurie is in the best position to become the next Mayor of San Francisco. [The memo](#) assessed surveys polling current and prospective mayoral candidates including Mayor London Breed, Supervisors Ahsha Safai and Aaron Peskin, former interim Mayor Mark Farrell, and non-profit executive Daniel Lurie.

*“Among the five potential major candidates, only Daniel Lurie is showing the ability to achieve a significant amount of second and third choice votes, while the other candidates all show higher proportions of negative opinions that will stymie their ability to pick up second and third choice votes,” **notes David Binder in the Poll Memo.** “Recent polling has shown Lurie is already ahead of Farrell looking at the city’s first choice, just slightly behind Breed. Given that if Breed isn’t a voter’s first choice, she will be less likely to receive 2nd and 3rd choice votes than her competitors, the most likely scenario is that Lurie picks up enough 2nd and 3rd choice votes from across the political spectrum than any of the challengers and leapfrogs Breed into first place when the ranked choice voters are tabulated.”*

The poll memo delves into the quantitative dynamics of this race, providing insights into how San Francisco’s distinctive RCV system would impact the race’s outcome. Under the RCV system, “winning votes from voters who may choose the candidate as their second or third choice vote” becomes pivotal, making the size of a candidate’s political base less relevant for success in November.

[Click here](#) or see below for more details on the poll memo. To learn more about Daniel and his vision for San Francisco, visit www.DanielLurie.com.

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Daniel Lurie was born and raised in San Francisco. He founded Tipping Point Community in 2005. Under his direction as CEO, Tipping Point has raised over half a billion dollars to help house, employ, educate and support hundreds of thousands of Bay Area families. Last year alone, Tipping Point provided over six thousand people with services that either helped them transition out of homelessness or prevented them from experiencing it.

Last year, he co-founded the Civic Joy Fund, an organization that aims to increase civic engagement and assist in the economic recovery of San Francisco. Daniel also led efforts to construct an 100% affordable housing development with union labor on Bryant Street that came in on-time and under budget.

Former Mayor Ed Lee selected Daniel in 2013 to lead the San Francisco Bay Area Super Bowl 50 Host Committee, an effort that brought over \$240 million in economic impact to the region. Following the devastating fires in the North Bay in 2017, Daniel and Tipping Point partnered with 90 Bay Area business and community leaders to organize Band Together – a benefit concert that raised \$17 million for those hardest hit by the deadly fires. In total, Tipping Point’s Emergency Fire Relief Fund raised over \$34 million.

Lurie is a lifelong Democrat. He lives in San Francisco with his wife Becca and two school-aged children.



March 2024 Update: San Francisco Mayoral Election

Summary

A review of previously conducted San Francisco voter opinion studies confirms that Daniel Lurie is in strong position to become the next Mayor of San Francisco. These are surveys that studied candidates including Mayor London Breed, Supervisors Aaron Peskin and Ahsha Safai, former Interim Mayor Mark Farrell, and Non-Profit Executive Daniel Lurie.

The Ranked Choice Voting system employed by the city in candidate contests changes the nature of political campaigns. **Under RCV, the size of a candidate's political base is less relevant.** With multiple candidates, key to any winning RCV election is winning votes from voters who may choose the candidate as their second or third choice vote. This allows the candidate to amass a greater share of the electorate once losing candidates are eliminated and their votes are transferred to their second or third choice.

The announcement of candidacy of former Mayor Mark Farrell and a possible future announcement of Supervisor Aaron Peskin will clearly make the 2024 Mayoral election more complex under the ranked choice voting system in which there may be at least five well-funded candidacies – Mayor Breed, Supervisor Safai, Farrell, Peskin and Daniel Lurie. And polarizing candidates – who may be the first choice of a smaller subset of voters but are less likely to be that candidate's second or third choice, have a tougher time winning than candidates who are more palatable to a wider array of the electorate.

Among the five potential major candidates, only Daniel Lurie is showing the ability to achieve a significant amount of second and third choice votes, while the other candidates all show higher proportions of negative opinions that will stymie their ability to pick up second and third choice votes. This finding is based not only on poll data, but the fact that the other candidates are all lumped together in the same bucket as past or present politicians that have not met the challenge of solving the city's problems. **Daniel Lurie stands alone by not being connected to the failures of the city's past leaders.**

Given that both public and private polling has shown the Mayor with high levels of disapproval, the only sure conclusion is that no candidate will receive 50% or more on first choice ballots. **The winner of the November Mayoral election will need to be selected after multiple rounds of ranked choice voting tabulations, in which voters' second choice and third choice selections are key to victory.**

A review of recent poll findings:

- San Francisco voters are highly dissatisfied with job performance of Mayor London Breed. Her job approval rating is at 29%, with 63% disapproving (strong approval just 6%).
- Mayor Breed has already been ruled out by 41% of voters in San Francisco's upcoming mayor election.
- Supervisor Peskin is not a popular figure in San Francisco. Only 26% of San Francisco likely voters have a positive opinion of Peskin, 44% are negative. The net -18 favorable rating for Peskin is worse than any every other potential candidate save the Mayor (-26).

- If he enters the race, Peskin will likely be limited in his ability to reach beyond his base. Peskin is viewed favorably among the city’s progressives, but not overwhelmingly so (39% positive and 27% negative). Among self-identified liberals, Peskin is a net -8 (31% positive and 39% negative). The city’s moderate voters are even more negative on Peskin at net -38 (18% positive and 56% negative.)
- Mark Farrell has the reverse problem. He is popular among moderates (31% favorable and 9% unfavorable), but not among progressives where he is at a net -13.
- Daniel Lurie is in a better position to pick up second and third choice votes in a Ranked Choice Voting scenario than either Peskin or Farrell. Lurie is the only candidate among the five that is net positive with progressives, liberals and moderates, putting him in prime position to win the second-choice votes of those who are still loyal to the Mayor, progressives who may vote for Peskin as their first choice, moderates who may choose Farrell first, and the smaller proportion of voters who indicate Safai as a first choice.
- Recent polling has shown Lurie is already ahead of Farrell looking at the city’s first choice, just slightly behind Breed. Given that if Breed isn’t a voter’s first choice, she will be less likely to receive 2nd and 3rd choice votes than her competitors, the most likely scenario is that Lurie picks up enough 2nd and 3rd choice votes from across the political spectrum than any of the challengers and leapfrogs Breed into first place when the ranked choice voters are tabulated.

To further substantiate Lurie’s chances to prevail, voters across the city state Lurie has the background and qualifications necessary to lead the city at this time, especially when contrasted with a sitting Mayor, a former Mayor and current members of the Board of Supervisors.

A poll conducted in January 2024 show only 22% of the city’s voters believe things are moving in the right direction, with 67% saying wrong track. In qualitative research, voters state their unhappiness is due to a variety of overlapping issues, including homelessness, crime, the health of the neighborhoods and downtown, housing costs, corruption at city hall, and a general lack of leadership from city’s elected officials. Voters have a negative view of the Board of Supervisors (26% positive and 60% negative) and the Mayor (34% positive and 60% negative.) Daniel Lurie offers voters a choice that is not tied to City Hall failures and the discontent with city leadership.

Additionally, voters state that specific elements of Lurie’s background causes them to be more likely to support him for Mayor, including someone with a track record of holding organizations accountable – a quality voters want to see transferred to city governance.

Are you more likely or less likely to vote for a candidate for Mayor with this background?

	% More Likely
Someone with a successful track record of holding organizations accountable, ensuring nonprofits spend efficiently and deliver measurable results	77%
Someone who will take on City Hall insiders	67

A non-profit leader who founded an organization to provide education, housing, health care and jobs to low-income people and those in need	57
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