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**POLL: LURIE IS FRONTRUNNER IN RACE FOR MAYOR**

*Farrell has lost one-quarter of his first-choice votes amid plummeting favorability*

**SAN FRANCISCO**— Newly [released](#) polling data shows Daniel Lurie is the frontrunner in the race to be mayor of San Francisco. The poll was conducted by David Binder Research (DBR), the [state's top pollster](#), and found that Lurie prevails under the city's ranked-choice voting system.

*“Daniel continues to dominate under the city’s rank-choice-voting system, with the broadest coalition, highest favorability ratings, and clearest path to victory,” said **Lurie Campaign Consultant, Tyler Law**. “Our momentum reflects growing support for Lurie’s campaign to turn the page on a corrupt system that has failed to tackle the city’s safety, drug, and economic recovery crisis.”*

The poll found Breed with 23% of first-choice ballots, Lurie with 22% and Farrell with just 19%. The latter reflects a 5-point drop for Farrell since a survey conducted in [early September](#). Due to Lurie’s big lead among voters’ second choice preference, an RCV simulation shows a significant Lurie win in the final round. The simulation shows a close contest between Breed and Farrell to make the final round, but Lurie wins regardless of whether Breed or Farrell survives into the last round.

The poll found that Lurie is viewed far more favorably than any other candidate for mayor, gaining a +26 point net favorability. Farrell has a net +2 favorability rating, while Breed and Peskin clock in at -17. The poll clarifies that Lurie is the *only* non-incumbent with a viable path, as Farrell has lost significant first and second-choice support, while Peskin continues to trail far behind heading into the final stretch.

Click [here](#) or see below for more details on the poll conducted from September 28th to October 1st which surveyed 600 likely San Francisco voters in both English and

Cantonese. To learn more about Daniel and his vision for San Francisco, visit [www.DanielLurie.com](http://www.DanielLurie.com)



David Binder Research

**San Francisco Voter Survey**  
Conducted September 28-October 1, 2024

**Summary**

A survey completed on October 1<sup>st</sup> confirms that Daniel Lurie is the front-runner in the 2024 Mayoral election. Results additionally show a significant dropoff in support for Mark Farrell who is now behind both Daniel Lurie and London Breed in first choice votes.

Daniel Lurie maintains his longtime advantage in second choice preferences which continues to indicate a victory when played out in a Ranked Choice Voting simulation.

Current results show that 23% are supporting Breed for their first choice voters with 22% for Lurie. However, first choice support for Farrell has dropped to 19% -- down from 24% in early September, a statistically significant decrease.

Some key findings from this survey:

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

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

London Breed	23%
Daniel Lurie	22
Mark Farrell	19
Aaron Peskin	16
Ahsha Safai	4
Other	6
Undecided	10

- **Lurie receives plurality of second-choice votes.**

**And which candidate would be your second choice?**

Daniel Lurie	22
Mark Farrell	14
Ahsha Safai	13
London Breed	12
Aaron Peskin	8

- **Daniel Lurie wins a ranked choice voting simulation.** Due to Lurie’s big lead among voters’ second choice preference, an RCV simulation shows a significant Lurie win in a final round. Simulation shows a close contest between Breed and Farrell to make the final round, but Lurie wins regardless of whether Breed or Farrell survives into the last round.

**RANKED CHOICE VOTE**

	1 <sup>st</sup> Choice	W/out Undecided	Round #1	Round #2	Round #3	Round #4
Lurie	22	25	27	28	36	53
Breed	23	27	27	29	37	47
Farrell	19	22	23	24	27	
Peskin	16	18	18	20		
Safai	4	5	5			
Zhou	3	3				
Someone Else	3					
Undecided	10					

- **Daniel Lurie’s vote share has increased significantly from a poll conducted just a few months ago.**

A survey using similar design, construction and sample selection taken in mid-July showed Lurie with 15% of the vote. The 22% he receives in this latest survey is a statistically significant increase in first choice support for Lurie.

% First Choice	Lurie	Farrell	Breed
July 2024	15	21	27
October 2024	22	19	23
<b>Change</b>	<b>+7</b>	<b>-2</b>	<b>-4</b>

- **Daniel Lurie has, by far, a more positive public profile than any of the candidates,** with 53% saying they have a positive opinion of him and only 27% negative (net favorability of +26%). This compared to +2 net favorability for Farrell, but -1 for Safai, -17 for Peskin and -17 for Breed.

**Please tell me if you have a favorable or unfavorable opinion of this candidate?**

	Favorable	Unfavorable	No Opinion	Net Favorable
Daniel Lurie	53	27	20	+26
Mark Farrell	41	39	20	+2
Ahsha Safai	29	30	41	-1
London Breed	39	56	5	-17
Aaron Peskin	33	50	17	-17

- Public opinion of Daniel Lurie has continued to rise over the course of the campaign.**  
 Over the course of 2024, Daniel Lurie has steadily improved his public image with the electorate. In January, 28% of likely voters had a positive opinion of Lurie, with 54% having no opinion. The percent with a favorable opinion has steadily increased during the course of the year, and now sits at 53%, while the proportion without an opinion has steadily declined over the course of the year and is now at 20%. The proportion of voters with a negative opinion of Lurie has remained relatively low over the course of the year, and now sits at 27%.

Please tell me if you have a favorable or unfavorable opinion of Daniel Lurie?

	Favorable	Unfavorable	No Opinion
January 2024	28	18	54
April 2024	38	18	44
July 2024	42	23	35
September 2024	48	23	29
October 2024	53	27	20

- San Francisco voters continue to remain highly dissatisfied with job performance of Mayor London Breed.** Her job approval rating is at 39%, with 56% disapproving (strong approval just 12%.)
- Among the top three candidates, a plurality of voters believe Daniel Lurie has new ideas, is honest and optimistic, while a plurality believe Mayor London Breed is corrupt.** Voters were asked to indicate whether five traits either apply or do not apply to Lurie, Breed and Farrell. Results indicate that the word “corrupt” applies much more to Breed, running a negative campaign applies slightly more to Farrell but “new ideas,” “honest,” and “optimistic” applies much more to Lurie than the other candidates.

COMPARISON: % APPLIES

	New Ideas	Negative Campaign	Honest	Optimistic	Corrupt
Lurie	49	28	48	47	12
Breed	30	22	40	37	44
Farrell	38	32	38	37	29

### Methodology

David Binder Research conducted 600 online and phone interviews from September 28<sup>th</sup> to October 1<sup>st</sup>, 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 Cantonese and is subject to a margin of error of ±4.4%.

*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.*