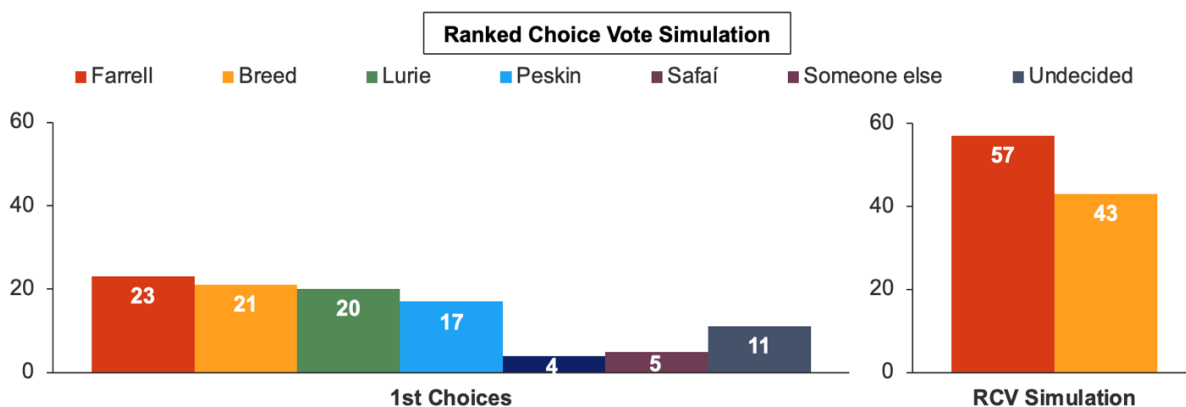**June 11, 2024**

To: Interested Parties
Fr: Impact Research
Re: Findings and Recommendations from San Francisco Mayoral Poll

Recent polling on the San Francisco mayoral election shows that Mark Farrell has the most first-choice votes. After allocating votes to simulate the ranked-choice voting process, Farrell comes out on top against Mayor London Breed by a solid margin.

- **Fewer than one in five voters say that things in San Francisco are going in the right direction** (16% right direction / 46% wrong direction / 34% mixed). 56% agree that things in San Francisco are going poorly, and we need a drastic change to get back on track.

- **Farrell leads the race today** (23% Farrell / 21% Breed / 20% Lurie / 17% Peskin / 4% Safaí / 5% Someone else / 11% undecided).

- **Farrell leads by a solid margin after a ranked-choice simulation** (57% Farrell / 43% Breed).

- **Nearly two-thirds of voters have unfavorable views of Breed** (32% favorable / 61% unfavorable). Undecided voters dislike Breed by a 2-1 margin (24% favorable / 52% unfavorable).

- **Two-thirds of voters know Farrell** (36% favorable / 30% unfavorable). In an open-ended question, voters describe him as experienced (11%) and moderate (9%).

- **Two-thirds of voters know Lurie** (39% favorable / 27% unfavorable). In an open-ended question, voters describe him as wealthy (22%) and inexperienced (10%).

- **Peskin and Safaí are unpopular**. Peskin is relatively well-known but disliked by a 2-1 margin (26% favorable / 50% unfavorable). Safaí is less well-known but disliked by a similar margin (17% favorable / 36% unfavorable).

> Findings and recommendations are based on the results of a live phone and text-to-web survey conducted by Impact Research from June 1st to June 6th, 2024, in San Francisco among N=500 likely 2024 general election voters. The margin of error for the full sample is +4.5%.