



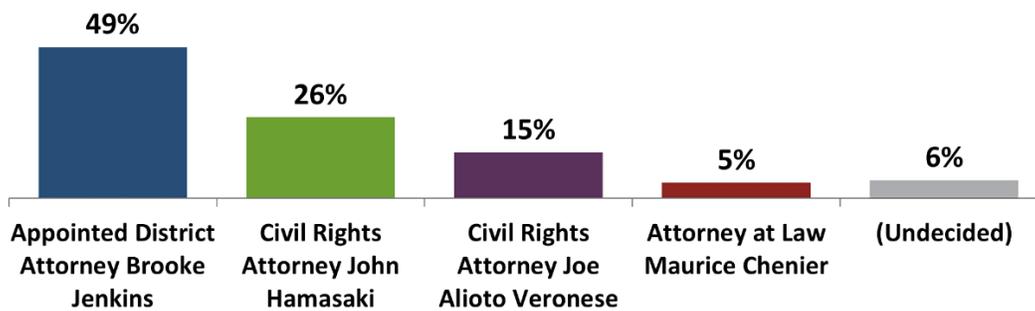
TO: Interested parties
FROM: EMC Research
RE: Findings from Recent Research among Likely November Voters in San Francisco
DATE: September 14, 2022

The following summarizes key takeaways from recent research among likely November voters in San Francisco.

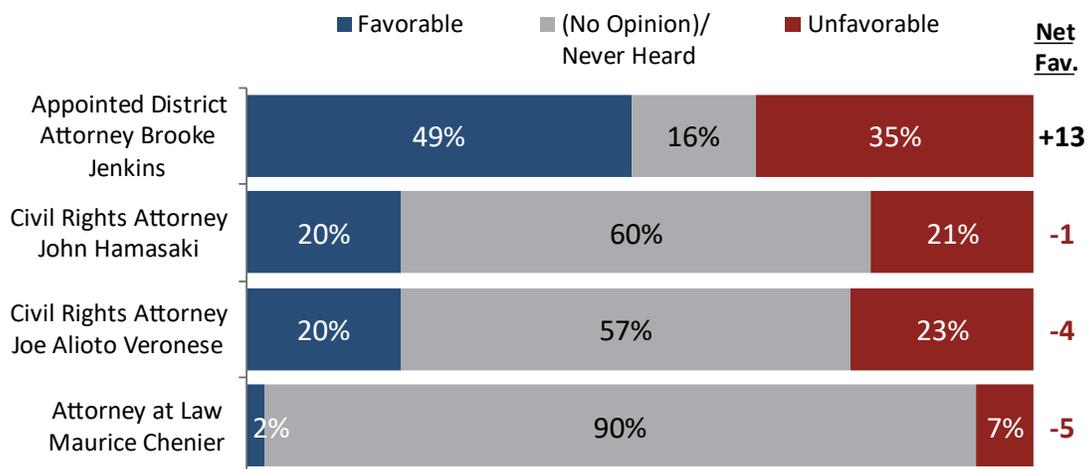
Brooke Jenkins is the clear front runner in the race for District Attorney this November.

Despite being District Attorney only two months and never having run for public office before, Jenkins is solidly in first place with 49% of first choice votes, well ahead of her opponents and easily securing a majority in an RCV simulation.

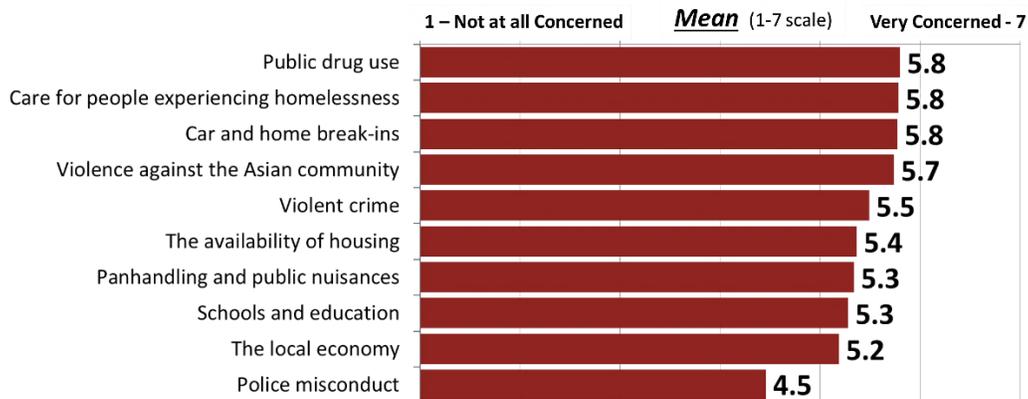
As you may know, there will be an election for District Attorney this November. If the election for District Attorney were held today, who would be your first-choice vote if the candidates were:



Jenkins is already widely known, and is by far the best known and most positively viewed of the candidates for District Attorney. Half (49%) of voters have a favorable view of Jenkins, and she is the only candidate with a positive net favorable rating. Significant majorities are unfamiliar with each of the other candidates, and those who can rate them are split.

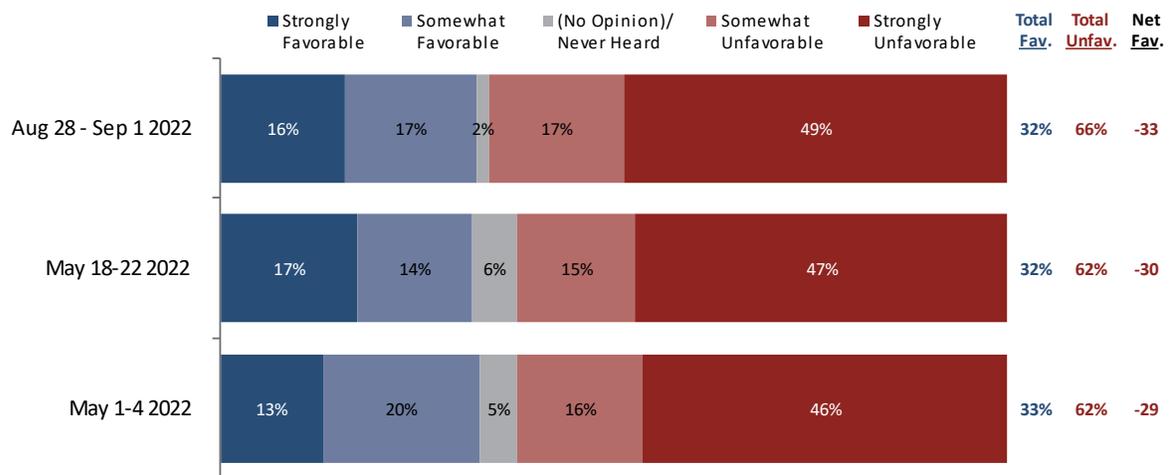


Voters are pessimistic about the direction of San Francisco and concern for crime related issues is high. Sixty-nine percent of voters say things in the city are off on the wrong track, and public drug use, care for people experiencing homelessness, car and home break-ins, and violence against the Asian community are top concerns for voters.



Questions asked on a 1-7 scale from 7 - Very concerned, to 1 - Not at all concerned.

Former District Attorney Chesa Boudin remains intensely unpopular. Boudin’s favorability rating today is similar to what it was in the final weeks leading up to the June 2022 recall.



Jenkins’ priorities and messaging resonate with voters, especially about addressing hate crimes and the drug dealing crisis.

- Over six in ten (62%) find messaging on Jenkins’ record and stance on the drug dealing crisis compelling and resonates across demographics, with 63% of men, 61% of women, 58% of Democrats, and 75% of AAPI voters: “Brooke Jenkins is committed to taking the drug dealing crisis seriously. Upon taking office, she immediately got to work repealing lenient plea offers for those accused of selling fentanyl and increasing punishments for those dealing drugs near schools.”

- Two in three (65%) find messaging on Jenkins' experience and priorities on addressing violence against the Asian community compelling, including 64% of men, 66% of women, 64% of Democrats, and 87% of AAPI voters: *"Brooke Jenkins will hold perpetrators of hate crimes accountable, support vulnerable victims, and prosecute violent attacks on Asian seniors. She previously served as Hate Crimes Prosecutor and will be more proactive and aggressive in pursuing hate crime cases."*

Methodology

The findings in this memo come from a mixed mode telephone and email- and text-to-web survey conducted August 28 – September 1, 2022 by EMC Research among 400 likely November 2022 voters in San Francisco. Telephone interviews were conducted by trained, professional interviewers; landlines and mobile phones included. Email and text invitations were sent with link to the web survey. The results have an overall margin of error of ± 4.9 percentage points. The survey was offered in English and Chinese.