

Fairbank,
Maslin,
Maullin,
Metz &
Associates

FM3

SAN FRANCISCO TOBACCO ISSUES SURVEY
220-4129-WT
N=503
MARGIN OF SAMPLING ERROR ±4.5% (95% CONFIDENCE INTERVAL)

Hello, I'm _____ from F-M-3, a public opinion research company. We're conducting a survey about issues that concern people in San Francisco. I am not trying to sell you anything and will not ask for a donation of any kind. May I please speak with _____? **(MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED--OTHERWISE TERMINATE)**

(IF VOTER WISHES TO COMPLETE THE INTERVIEW IN CHINESE, PLEASE HAND OFF TO BILINGUAL INTERVIEWER)

A. Before we begin, I need to know if I have reached you on a cell phone. **(IF YES, ASK: “Are you in a place where you can talk safely?”) (IF NOT ON A CELL PHONE, ASK: “Do you own a cell phone?”)**

- Yes, cell and can talk safely----- **(ASK QB)**---58%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one----- **(ASK QB)**---35%
- No, not on cell and do not own one----- **(SKIP QB)**---- 7%
- (DON'T READ) DK/NA/REFUSED** ----- **TERMINATE**

(ASK QB ONLY IF CODES 1 OR 2 “OWN A CELL PHONE” IN QA)

B. Would you say you use your cell phone to make and receive all of your phone calls, most of your phone calls, do you use your cell phone and home landline phone equally, or do you mostly use your home landline phone to make and receive calls?

- All cell phone-----42%
- Mostly cell phone-----24%
- Cell and landline equally ----- 19%
- Mostly landline----- 11%
- (DON'T READ) DK/NA** ----- 4%

(RESUME ASKING ALL RESPONDENTS)

1. **(T)** Next, do you feel things in the City of San Francisco are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right direction-----	57%
Wrong track-----	24%
(DON'T READ) DK/NA -----	18%

2. Now I would like to ask you about a proposed law being considered by San Francisco’s Board of Supervisors. This law would prohibit the use of all tobacco products, including chewing and spit tobacco, at all baseball venues and other athletic fields in the city. This would prohibit tobacco use by fans and players, including professionals, at all sports venues in the City. Does this law sound like something you would support or oppose? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

TOTAL SUPPORT-----	63%
Strongly support-----	41%
Somewhat support -----	22%

TOTAL OPPOSE-----	29%
Somewhat oppose -----	15%
Strongly oppose -----	14%

(DON'T READ) DK/NA -----	7%
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3. Next, I am going to read you statements from supporters and opponents of this proposed law. **(RANDOMIZE STATEMENTS FROM SUPPORTERS AND OPPONENTS)**

[] **FIRST/NEXT**, supporters say this law will improve health and help save lives by reducing smokeless tobacco use among young people. Pro athletes are role models that millions of kids look up to, and too many kids start using smokeless tobacco because their heroes do. Smokeless tobacco has been proven to cause cancer and other serious health problems. That’s why it’s already banned at minor league ballparks and in college baseball. But more than half a million kids still start using smokeless tobacco every year, and we need to do more. This law would not affect what players do on their own time, but players should not be using tobacco when they are being watched by millions of impressionable kids.

[] **FIRST/NEXT**, opponents say this law will be impossible to enforce, and is just another intrusion by the “nanny state” trying to regulate people’s private lives. Ballplayers are adults and can choose what legal products they want to use, when and where. Smokeless tobacco doesn’t cause secondhand smoke and doesn’t harm anyone except those who choose to use it. Besides, kids who want to chew will do so whether the pros do it or not. We can’t stop adults from doing everything we think could set a bad example for kids.

Having heard this, let me ask you again – do you think you would support or oppose this proposed law to prohibit the use of all tobacco products, including chewing and spit tobacco, at all baseball venues and other athletic fields in the city? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

TOTAL SUPPORT-----65%
 Strongly support-----43%
 Somewhat support -----21%

TOTAL OPPOSE-----32%
 Somewhat oppose -----16%
 Strongly oppose -----16%

(DON’T READ) DK/NA ----- 3%

4. Next, I am going to read you a list of some of the major goals of this proposed law. After I read each one, please tell me whether you personally consider it to be extremely important, very important, somewhat important or not too important? **(RANDOMIZE)**

	<u>EXT</u> <u>IMPT</u>	<u>VERY</u> <u>IMPT</u>	<u>SMWT</u> <u>IMPT</u>	<u>NOT</u> <u>TOO</u> <u>IMPT</u>	<u>(DON’T</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u> <u>IMPT</u>
[]a. Reducing rates of oral cancer and other health problems that are caused by smokeless tobacco -----	39%-----	39%-----	15%-----	6%-----	1%	78%
[]b. Setting the right example for kids by making it clear that sports and tobacco do not mix-----	31%-----	34%-----	21%-----	13%-----	1%	65%

	<u>EXT</u> <u>IMPT</u>	<u>VERY</u> <u>IMPT</u>	<u>SMWT</u> <u>IMPT</u>	<u>NOT</u> <u>TOO</u> <u>IMPT</u>	<u>(DON'T)</u> <u>READ)</u> <u>DK/NA</u>	<u>EXT/</u> <u>VERY</u> <u>IMPT</u>
[]c. Reducing the number of young people who start using smokeless tobacco -----	38%	38%	14%	7%	2%	76%
[]d. Demonstrating that smokeless tobacco has no place in baseball -----	17%	30%	22%	28%	4%	47%
[]e. Reducing the harm of tobacco, both for the players who use it and to kids who may imitate those players and end up addicted -----	30%	35%	20%	13%	2%	65%

5. Now I am going to read you a list of some of the individual components of this proposed law. Please tell me whether you generally support or oppose each one. Here is the first one: **(IF SUPPORT/OPPOSE, ASK: Do you strongly SUPPORT/OPPOSE it, or just somewhat?) (RANDOMIZE)**

	<u>STR</u> <u>SUPPT</u>	<u>SMWT</u> <u>SUPPT</u>	<u>SMWT</u> <u>OPPOS</u>	<u>STR</u> <u>OPPOS</u>	<u>(DK/</u> <u>NA)</u>	<u>TOTAL</u> <u>SUPPT</u>	<u>TOTAL</u> <u>OPPOS</u>
[]a. It would prohibit tobacco use at all baseball fields in the City, from Little League to AT&T Park -----	51%	21%	14%	12%	2%	72%	26%
[]b. It would prohibit tobacco use at venues for all sports, including baseball, soccer, football, basketball and more -----	49%	22%	12%	16%	2%	71%	28%
[]c. It would apply to Major League Baseball players, and prohibit their use of all tobacco products while at the field -----	46%	22%	13%	17%	3%	67%	30%
[]d. It would prohibit use of tobacco products by all fans present during Major League Baseball games -----	48%	23%	12%	14%	2%	71%	27%
[]e. It would prohibit the use of chewing and spit tobacco at all athletic fields -----	52%	21%	11%	15%	2%	73%	26%

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

6. Do you consider yourself a baseball fan? **(IF YES, ASK: “Do you consider yourself a strong fan or a casual fan of baseball?”)**

Yes, strong fan -----31%
 Yes, casual fan -----41%
 No -----28%
(DON'T READ) DK/NA ----- 0%

7. Next, which of the following best describes you: are you currently a cigarette smoker, a cigarette smoker who is trying to quit, a cigarette smoker who has quit, or are you a person who has never smoked cigarettes?

Current smoker----- 5%
 Trying to quit----- 4%
 Past smoker -----28%
 Never smoked -----60%
(DON'T READ) DK/NA/REFUSED--- 1%

8. Next, do you currently use smokeless tobacco, such a chewing tobacco, dip or snuff? **(IF NO, ASK: “Have you ever used smokeless tobacco?”)**

Yes, currently ----- 2%
 Yes, in the past----- 5%
 No, never-----93%
(DON'T READ) DK/NA/REFUSED--- 1%

9. Are there any children in each of the following age groups living in your household? **(READ LIST AND ACCEPT MULTIPLE RESPONSES)**

Less than five years old----- 6%
 5 to 10 years old ----- 7%
 11 to 13 years old----- 6%
 14 to 17 ----- 6%
 18 or older ----- 8%
 No -----72%
(DON'T READ) DK/NA/REFUSED--- 1%

(ASK Q10 IF CODES 1-5 IN Q9, N=134)

10. Do any of your children participate in organized youth athletic leagues that play at San Francisco parks?

Yes -----41%
 No -----59%
(DON'T READ) DK/NA/REFUSED--- 0%

(RESUME ASKING ALL RESPONDENTS)

11. Do you ... **(READ LIST)**

Own a single family home-----37%
 Own a condominium or T-I-C----- 9%
 Rent an apartment or home -----51%
(DON'T READ) DK/NA/REFUSED-- 3%

12. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Anglo or White; Chinese-American, some other Asian or Pacific Islander background; or some other ethnic or racial background?

Latino/Hispanic ----- 10%
 African American/Black----- 6%
 Anglo/White -----58%
 Chinese-American -----12%
 Asian/Pacific Islander----- 8%
(MIXED RACE) ----- 3%
(OTHER) ----- 1%
(DON'T READ) DK/NA/REFUSED--- 2%

13. I don't need to know the exact amount, but please stop me when I read the category that includes the total income for your household before taxes in 2014. Was it:

\$30,000 and under----- 11%
 \$30,001 - \$60,000-----14%
 \$60,001 - \$90,000-----17%
 \$90,001 - \$120,000----- 9%
 \$120,001 - \$150,000----- 7%
 More than \$150,000-----15%
(DON'T READ) Refused -----26%

14. Do you consider yourself: **(READ)**

Heterosexual-----81%
 Gay or lesbian----- 7%
 Bisexual----- 1%
 Transgender----- 0%
(DON'T READ) Prefer not to say -----10%
(DON'T READ) DK/NA ----- 1%

THANK AND TERMINATE

SEX (BY OBSERVATION):

Male ----- 50%
 Female ----- 50%

PARTY REGISTRATION:

Democrat ----- 58%
 Republican----- 9%
 No Party Preference ----- 28%
 Other ----- 5%

LANGUAGE OF INTERVIEW:

English ----- 92%
 Chinese----- 8%

FLAGS

P10 ----- 37%
 G10----- 61%
 P12----- 40%
 G12----- 87%
 P14----- 42%
 G14----- 74%

HOUSEHOLD PARTY TYPE

D1 ----- 45%
 D2+ ----- 8%
 R1 ----- 6%
 R2+ ----- 1%
 I1+ ----- 25%
 Mixed ----- 14%

SUPERVISOR DISTRICT

District 1 ----- 9%
 District 2 ----- 10%
 District 3 ----- 8%
 District 4 ----- 8%
 District 5 ----- 11%
 District 6 ----- 7%
 District 7 ----- 10%
 District 8 ----- 12%
 District 9 ----- 10%
 District 10----- 8%
 District 11----- 7%

SUPERVISOR REGIONS

1 & 2 ----- 19%
 3 & 6----- 15%
 4 & 7----- 18%
 5 & 9----- 21%
 8 ----- 12%
 10 & 11 ----- 15%

NEIGHBORHOOD REGIONS

Downtown/Northside ----- 26%
 Sunset/Richmond ----- 18%
 Outer Neighborhoods ----- 20%
 Inner Urban----- 16%
 Outer Urban ----- 19%

PERMANENT ABSENTEE VOTER

Yes ----- 57%
 No ----- 43%

AGE

18-29----- 12%
 30-39----- 23%
 40-49----- 19%
 50-64----- 24%
 65-74----- 10%
 75+ ----- 11%
 Blank----- 1%