

*Fairbank,
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Maullin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Interested Parties

FROM: David Metz and Curtis Below
Fairbank, Maslin, Maullin, Metz & Associates

RE: Key Findings from a Recent Survey on a Proposal Prohibiting the Use of Tobacco Products at all Baseball Venues and Other Athletic Fields in San Francisco

DATE: April 13, 2015

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a telephone survey of 503 San Francisco voters to assess opinions about a recently proposed law prohibiting the use of all tobacco products – including chewing and spit tobacco – at all baseball venues and other athletic fields in the city.¹ **The survey results found strong and consistent support for the proposed law, with 63 percent of voters expressing initial support for the proposal and 65 percent continuing to express support after hearing pro and con arguments.** Furthermore, at least two-thirds of voters expressed support for each of the proposal’s primary components, including banning tobacco use at all of the City’s athletic fields and by fans and players alike at professional baseball games.

Among the key specific findings of the survey are the following:

- **By a more than two-to-one ratio (63% to 29%), San Francisco voters support a recent proposal prohibiting the use of all tobacco products at City baseball venues and athletic fields.** As shown in **Figure 1** on the following page, San Francisco voters enthusiastically support the proposed law, with more voters expressing “strong” support (41%) than voters expressing any level of opposition (29%). Additionally, support is broad-based and cuts across

¹ **Methodology:** From March 29-31, 2015, FM3 completed 503 telephone interviews (on landlines and cell phones, and in English and Chinese) with randomly-selected San Francisco voters. The margin of sampling error is +/-4.5% at the 95% confidence level; margins of error for population subgroups within each sample will be higher. Due to rounding, not all totals will sum to 100%.

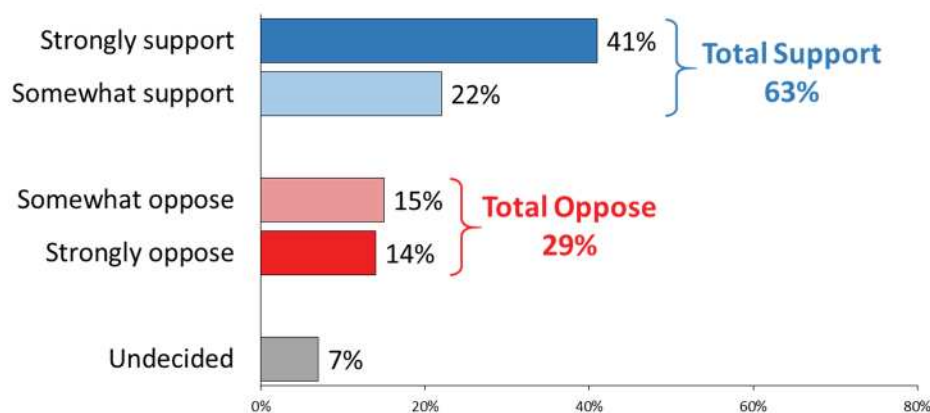
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nearly all demographic and geographic subgroups – including men and women, all major ethnic groups, all ages groups, all levels of household income, Democrats and independents, those with and without kids at home, baseball fans and non-baseball fans, and voters in all Supervisorial Districts – with only current smokers and smokeless tobacco users expressing majority opposition. (And among them, more than one-third – 36 percent – still expressed support for the proposal.)

FIGURE 1
Voters' Initial Reactions to the Proposed Tobacco Use Prohibitions

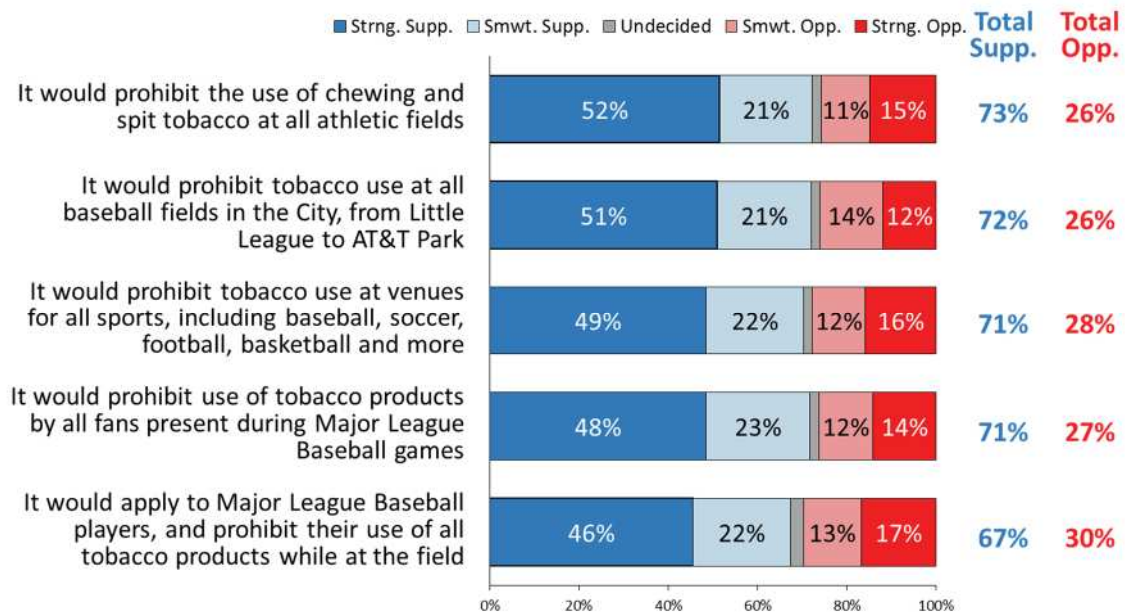
I would like to ask you about a proposed law being considered by San Francisco's Board of Supervisors. This law would prohibit the use of all tobacco products, including chewing and spit tobacco, at all baseball venues and other athletic fields in the city. This would prohibit tobacco use by fans and players, including professionals, at all sports venues in the City. Does this law sound like something you would support or oppose?



Much of this support likely stems from the fact that San Francisco voters enthusiastically agree with the proposal's primary goals. For example, 78 percent of voters feel that the goal of *reducing rates of oral cancer and other health problems that are caused by smokeless tobacco* is "extremely" or "very" important, and 76 percent feel similarly about the goal of *reducing the number of young people who start using smokeless tobacco*.

- **All of the proposal's individual components are supported by at least two-thirds of voters.** Further underscoring San Francisco voters' embrace of the proposed law, support for the law's five major components ranged from 67 to 73 percent, with roughly half of voters (46%-52%) expressing "strong" support for each element (**Figure 2** on the following page). This includes support for prohibiting the use of tobacco products at all athletic fields, baseball fields, and sports venues, as well as prohibiting the use of tobacco products by fans and Major League Baseball players at professional baseball games.

FIGURE 2
Support for Individual Components of the Proposed Law



- **Support for the proposal appears to be solid, with nearly two-thirds (65%) of voters continuing to offer support after hearing pro and con arguments.** As shown in Figure 3, arguments in favor of and opposed to the proposal appear to have little influence on voters’ initial impressions. After such pro and con argumentation, total support increased slightly to 65 percent and total opposition increased slightly to 32 percent, suggesting the impact was minimal. In fact, 60 percent of voters consistently expressed support for the proposal both initially and after hearing both pro and con arguments.

FIGURE 3
Support for the Proposed Law after Pro and Con Argumentation

Position	Initial	After Pros and Cons	Change
Total Support	63%	65%	+2%
Total Oppose	29%	32%	+3%
Undecided	7%	3%	-4%

Taken together, these survey results indicate that support for a recent proposal prohibiting the use of all tobacco products at City baseball venues and athletic fields is broad-based, both in concept and when it comes to the proposal’s individual elements and goals. Additionally, arguments from opponents of the proposal are unable to undercut this consistent level of support, suggesting that **San Francisco voters are enthusiastic about this proposal and would strongly support its adoption.**