

San Mateo County Health Department Tobacco Prevention Program

LLA 2022-2025 Comprehensive Tobacco Control Guidelines, Contract CTCP-21-41

Tobacco Education Coalition for a Tobacco-Free San Mateo County 2022 – 2023 Tobacco Retail Public Opinion Survey Key Findings

June 2023

OVERVIEW

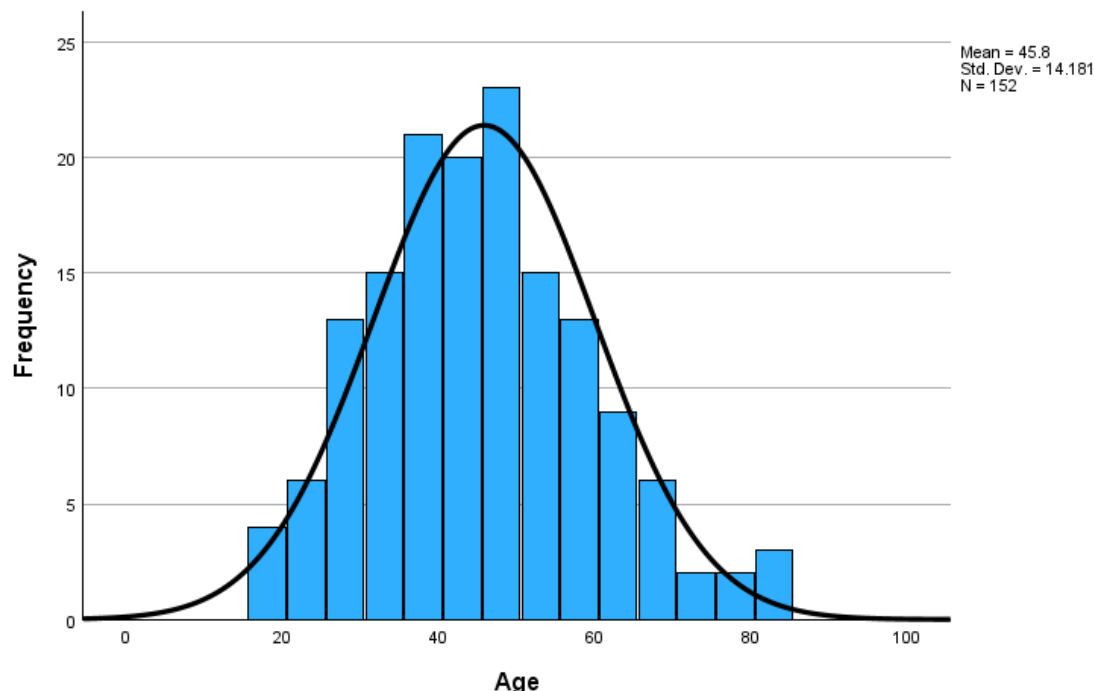
Between October 25, 2022, and April 14, 2023, a convenience sample of the general public was surveyed at high traffic areas and online using a mobile device or online survey. Of the 200 who started the survey, 24 lived outside the target jurisdiction (zip codes 94010 and 94011) of Burlingame and 19 did not provide significant amounts of data. The remaining final sample of 157 all lived in 94010 and affirmed they were residents of Burlingame.

In-person surveys were administered in English by trained data collectors who were surveyed before and after the training to confirm their preparedness. The questionnaire consisted of a combination of Likert scale ratings, multiple response, and yes/no questions. To improve understanding of community knowledge, attitudes, and perceptions of ending commercial tobacco, questions assessed opinions about the effects of tobacco products in the community including cigarettes, cigars, little cigars, chewing tobacco, pipe tobacco, snuff, electronic cigarettes, and other electronic smoking devices.

DEMOGRAPHICS

Respondents with age data ranged from age 18-85, average 46, with 68% 32-60 as seen in Figure 1.

Figure 1. Age of Respondents



Participant sex assigned at birth, gender identity, sexual orientation, race, education, and children living at home are illustrated in Figures 2 through 7.

Figure 2. What sex were you assigned at birth, on your original birth certificate?

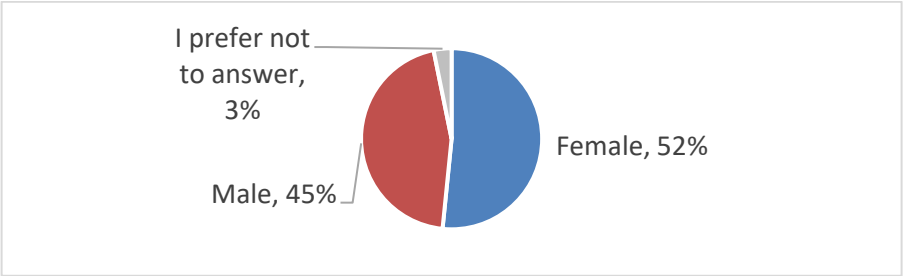


Figure 3. How do you describe yourself? (Select all that apply.)

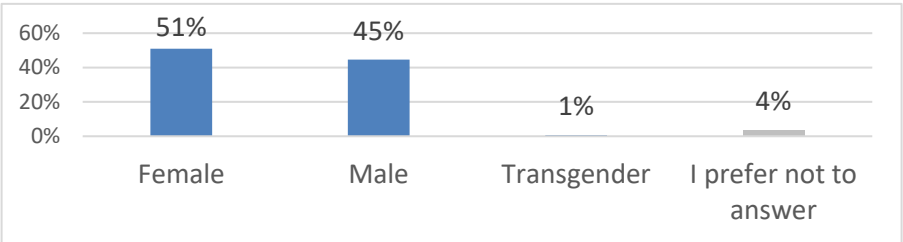


Figure 4. Which of the following best represents how you think of yourself? (Select all that apply.)

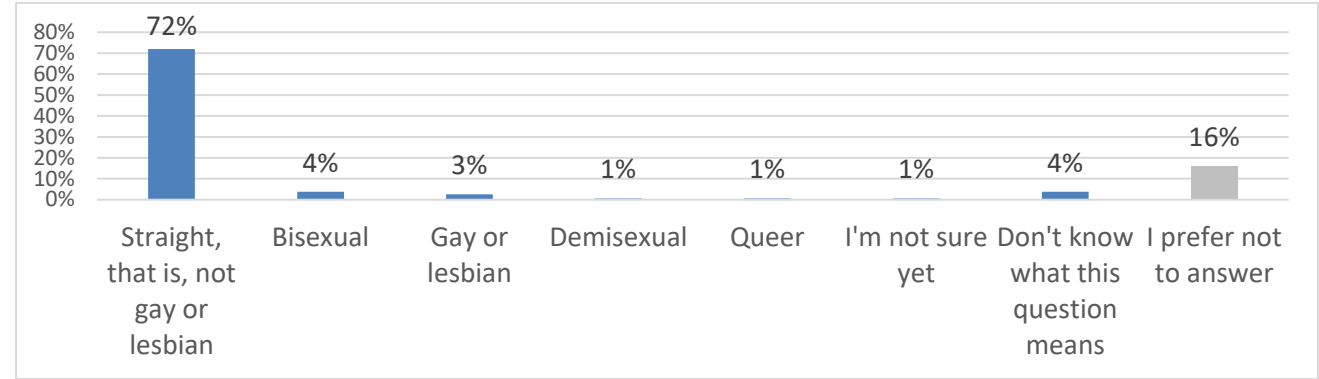


Figure 5. Which category best describes your race? (Select all that apply.)

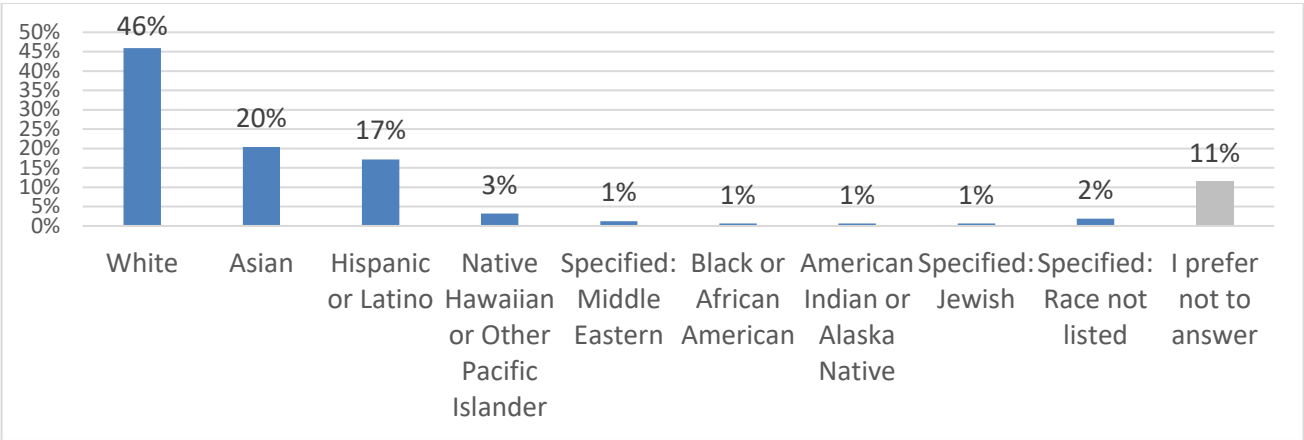


Figure 6. What is the highest level of education that you completed? (*One best answer.*)

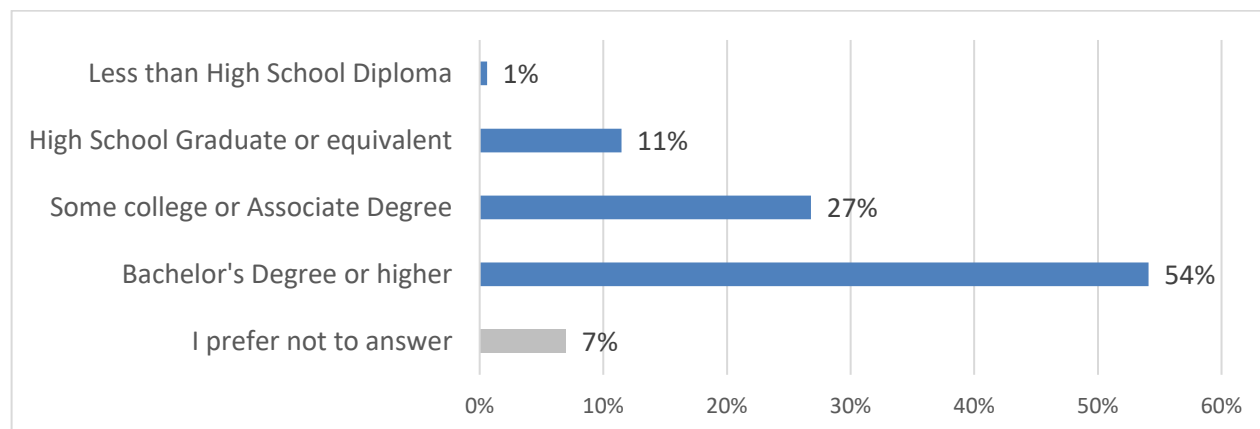
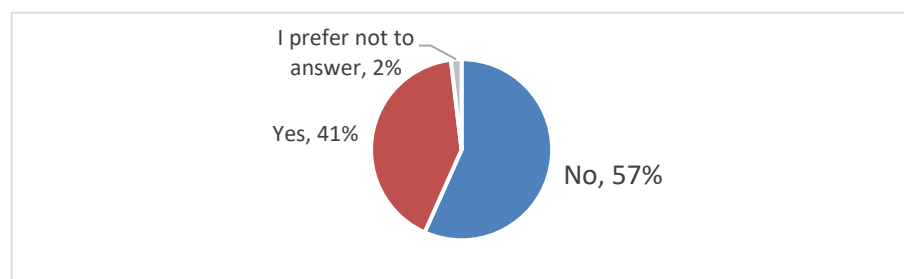


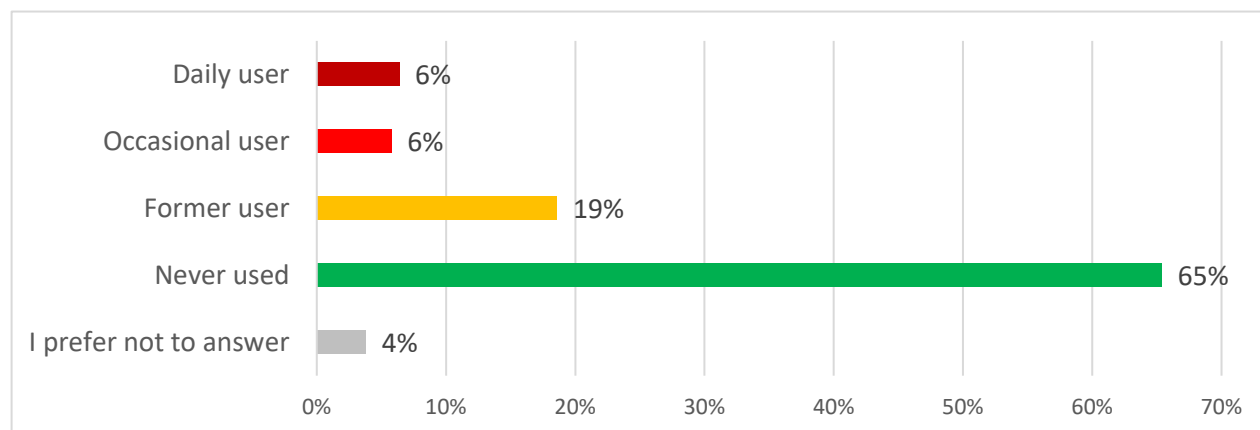
Figure 7. Do you have children under 18 years old living at home?



TOBACCO USE AND EXPOSURE

Personal tobacco use, intention to quit, and exposure to secondhand smoke/vapors are illustrated in Figures 8 through 10.

Figure 8. How would you describe your own use of tobacco products? (*One best answer.*)



**Figure 9. Do you have any plans to quit using tobacco products in the next 30 days?
(Among those who are daily or occasional users only)**

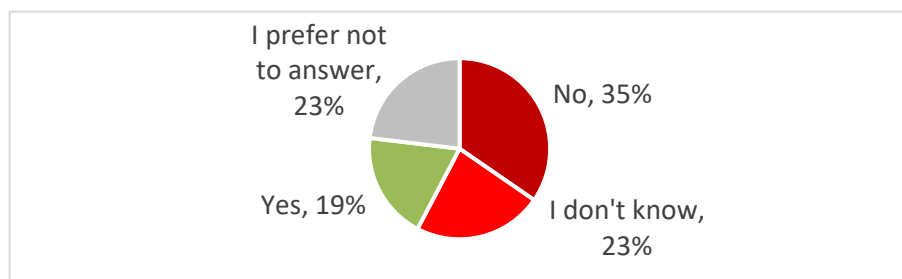
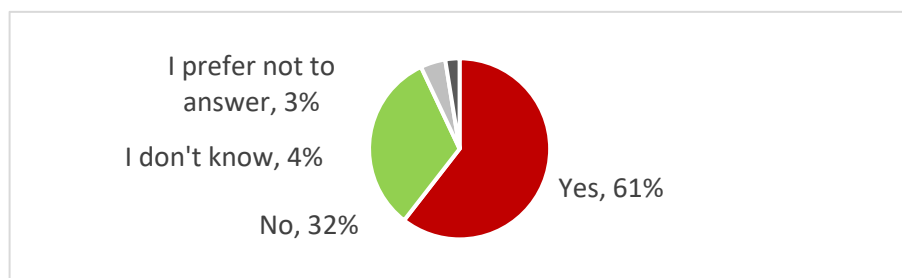


Figure 10. In the past two weeks, have you been exposed to secondhand smoke (the smoke or vapor from someone else's tobacco products or marijuana)?



TOBACCO ACCESS AND PERCEIVED HARMS

Tobacco access and perceived harms are illustrated in Figures 11 through 10.

**Figure 11. How easy or difficult is it to obtain tobacco products in your community?
(One best answer.)**

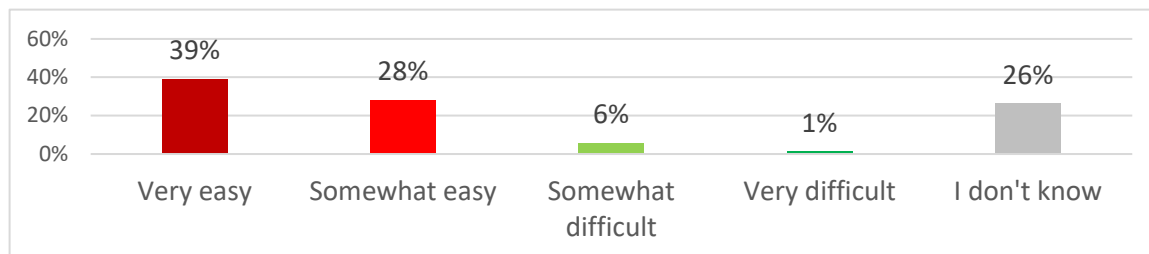


Figure 12. Do you think there are too many places in your community that sell tobacco products?

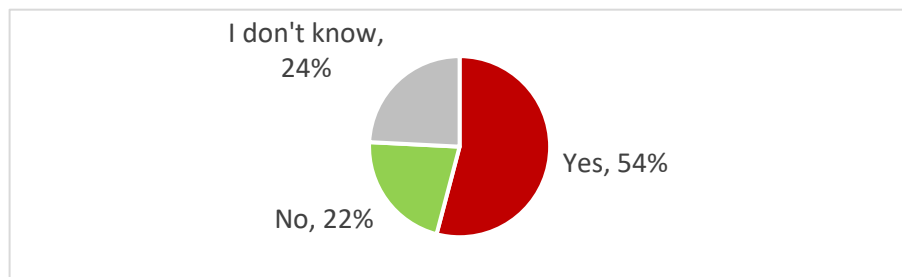
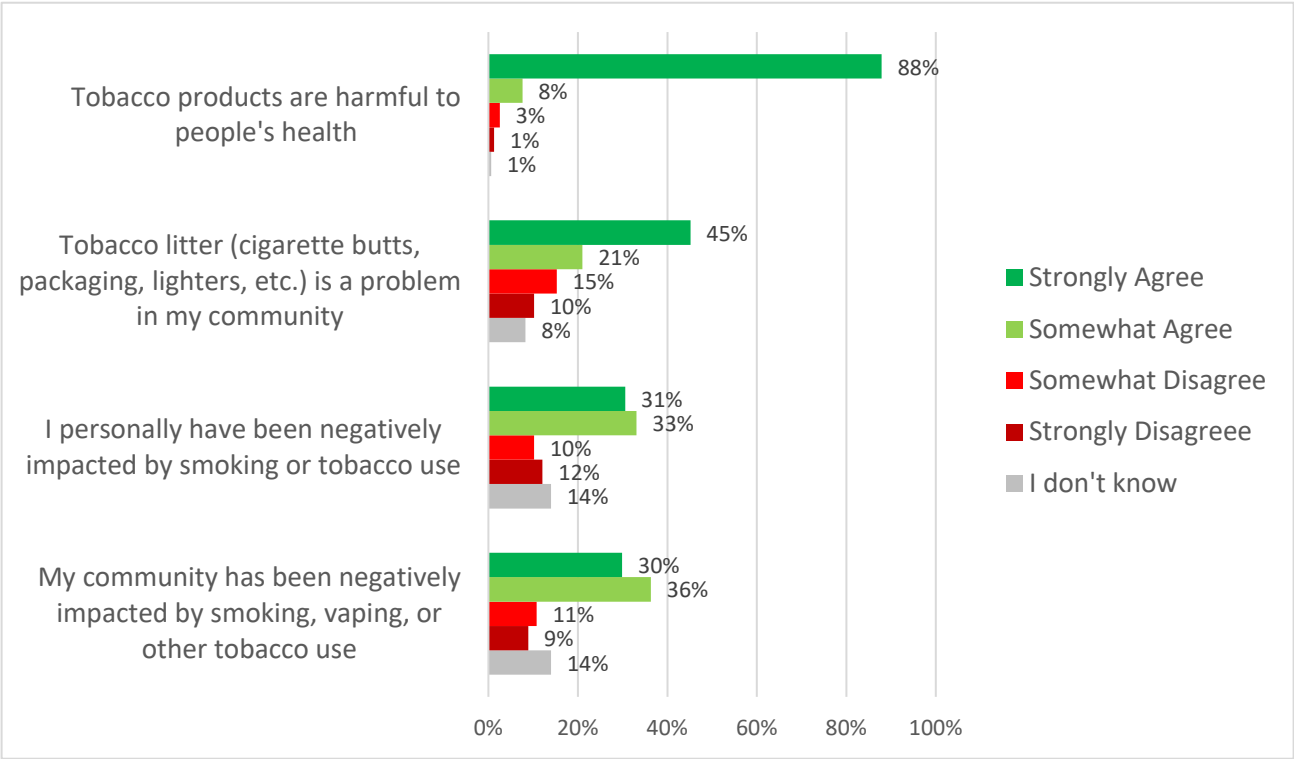


Figure 13. Rate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements:



STRATEGIES FOR ENDING COMMERCIAL TOBACCO

Figure 14. Rate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements:

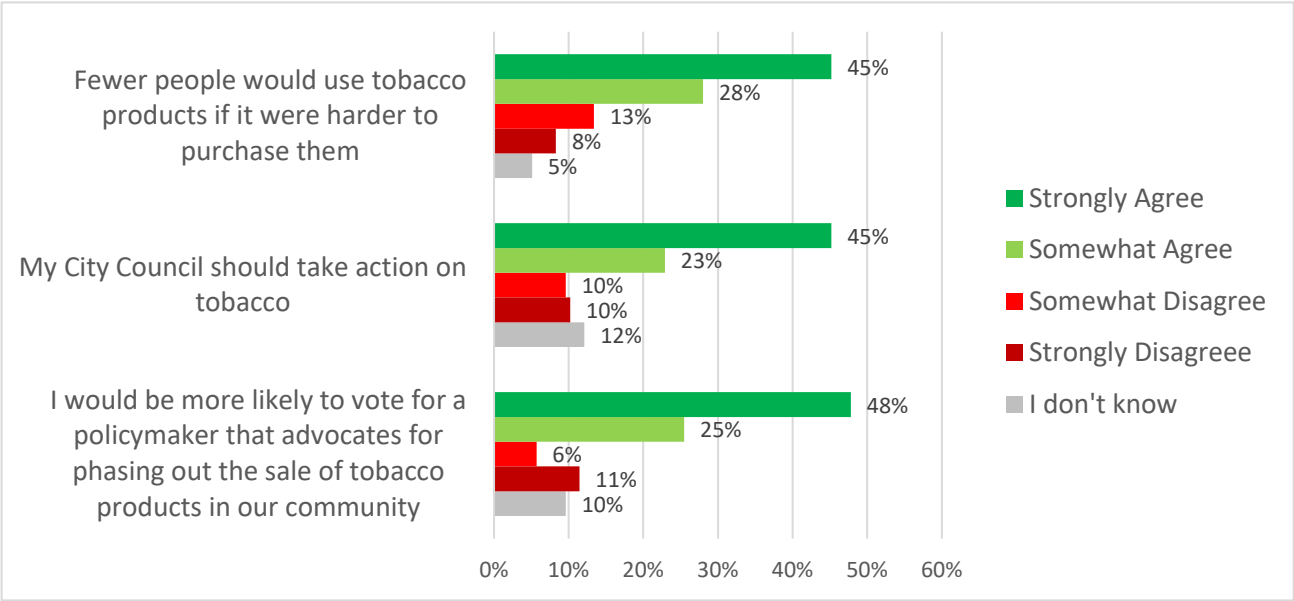


Figure 15. Cities like Manhattan Beach and Beverly Hills, in Los Angeles County, have adopted policies to eliminate sales of tobacco products. Would you support or oppose eventually eliminating the sale of tobacco in your community?

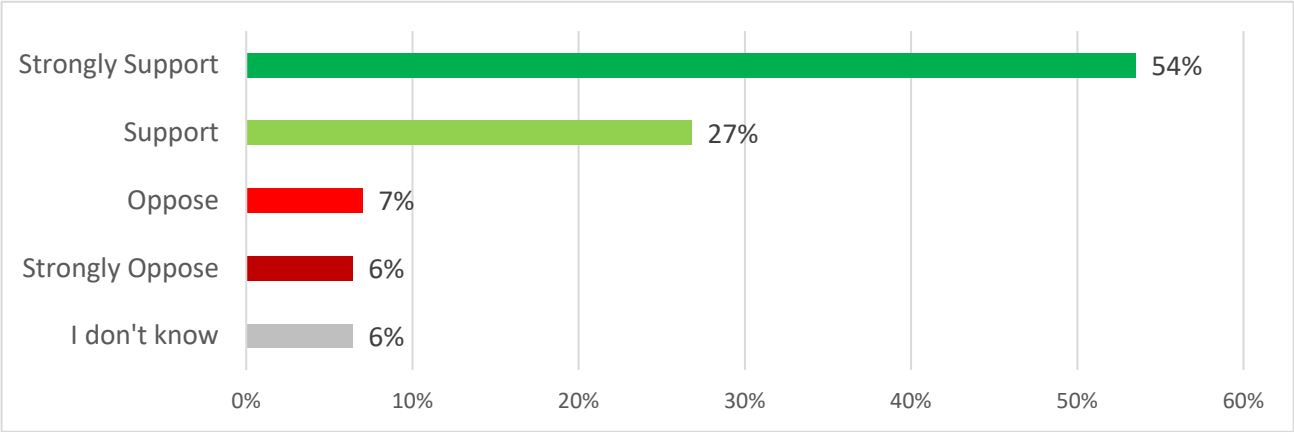


Figure 16. Would you be in favor or against a law... (In order of popularity)



* The license fees would cover the cost of checking whether stores follow tobacco laws, including making sure they don't sell to people under 21.

Figure 17. Would you be in favor or against a law to prevent stores near schools from selling tobacco?

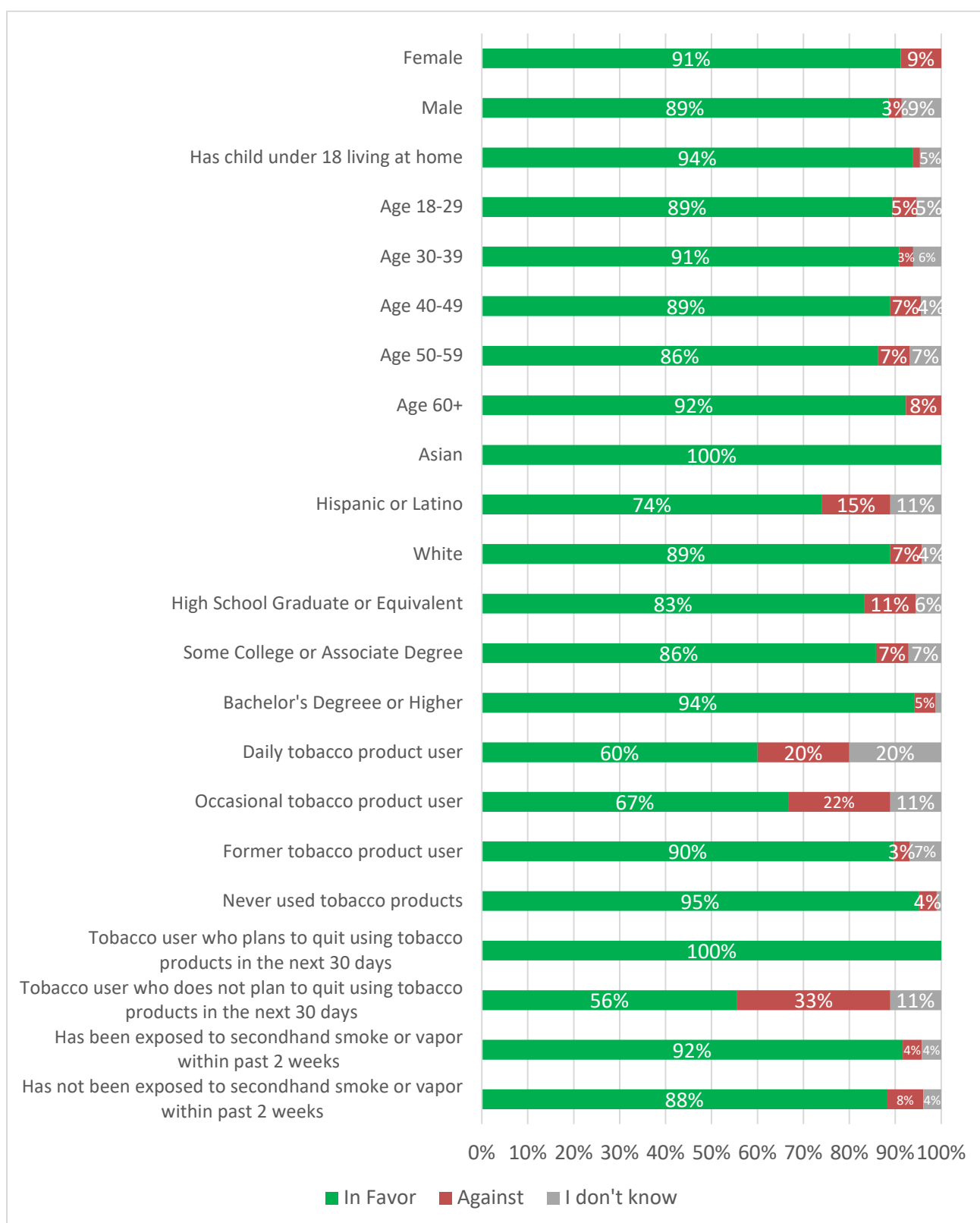


Figure 18. Would you be in favor or against a law that requires store owners to have a local license to sell tobacco, where license fees would cover the cost of checking whether stores follow tobacco laws, including making sure they don't sell to people under 21?

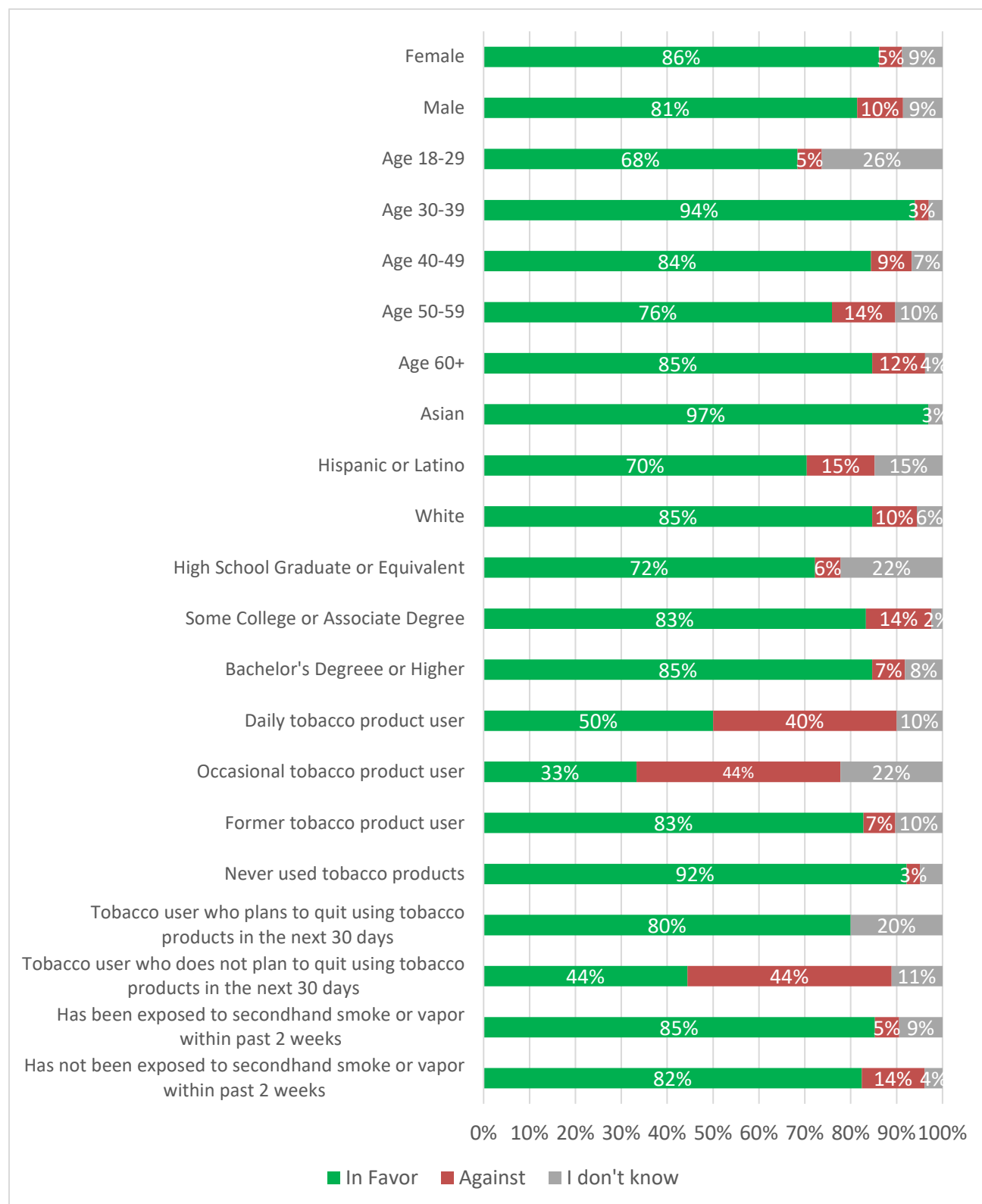


Figure 19. Would you be in favor or against a law that limits the number of retailers where tobacco could be sold?

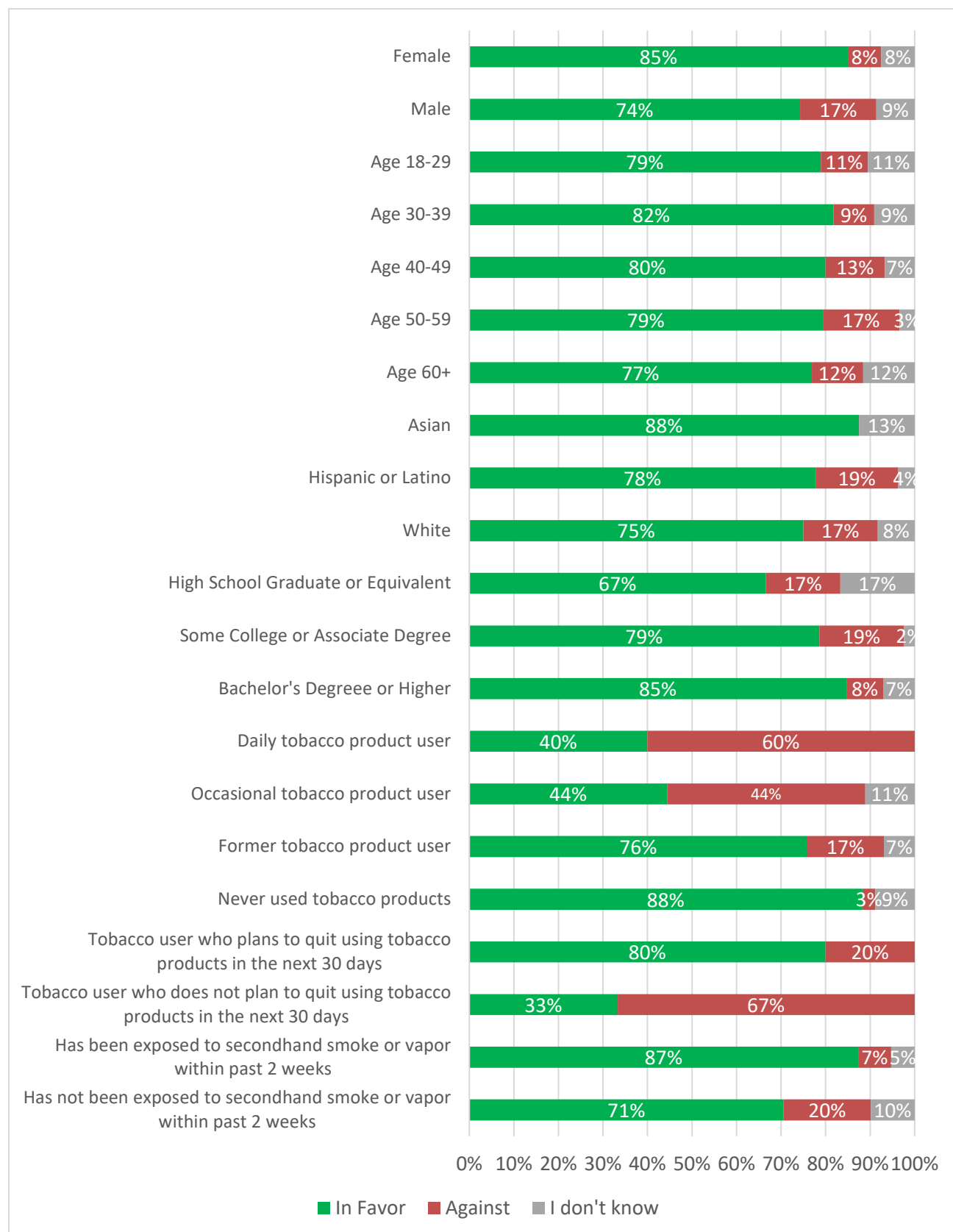


Figure 20. Would you be in favor or against a law that bans pharmacies from selling tobacco products?

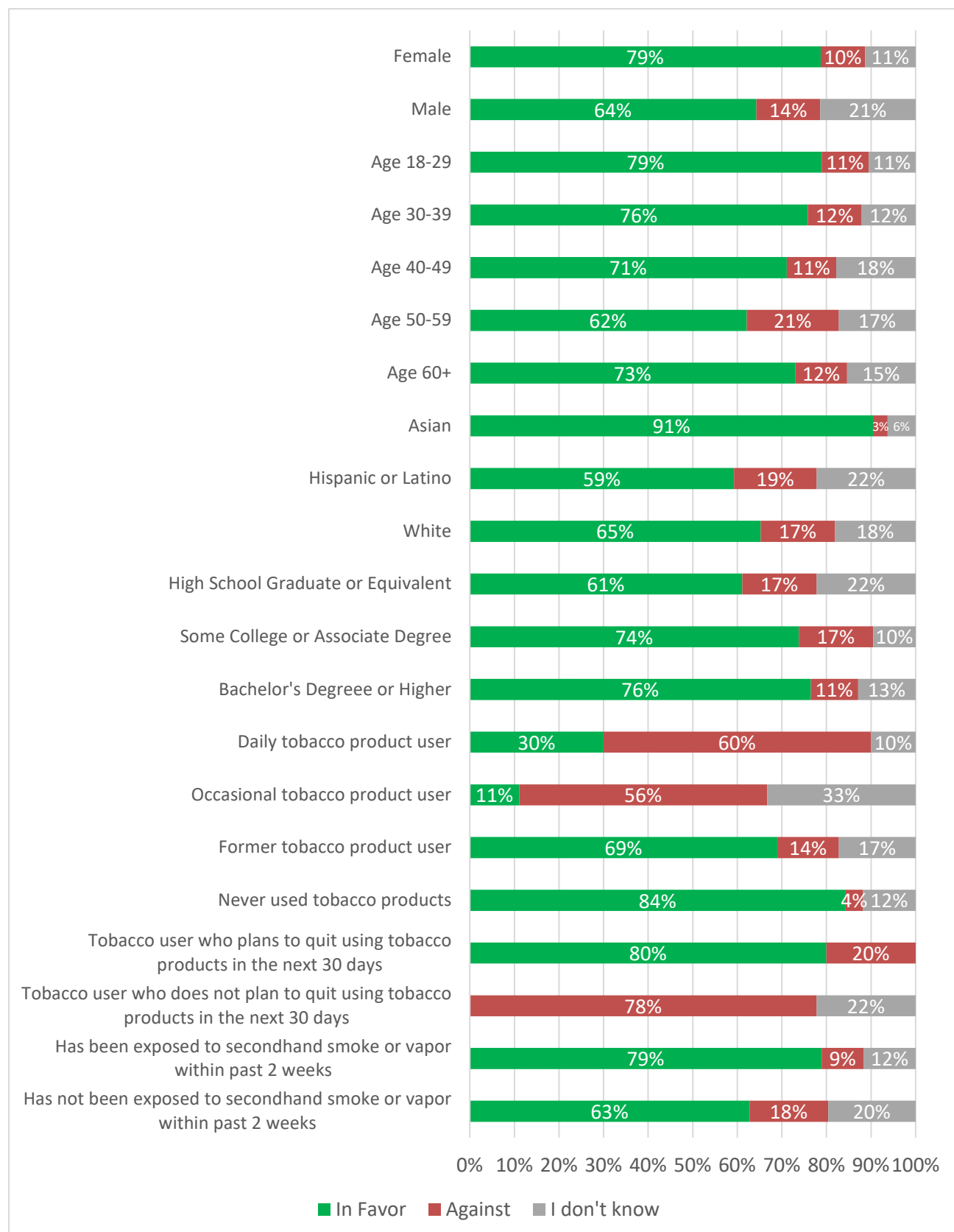


Figure 21. Would you be in favor or against a law that sets a minimum price for tobacco products?

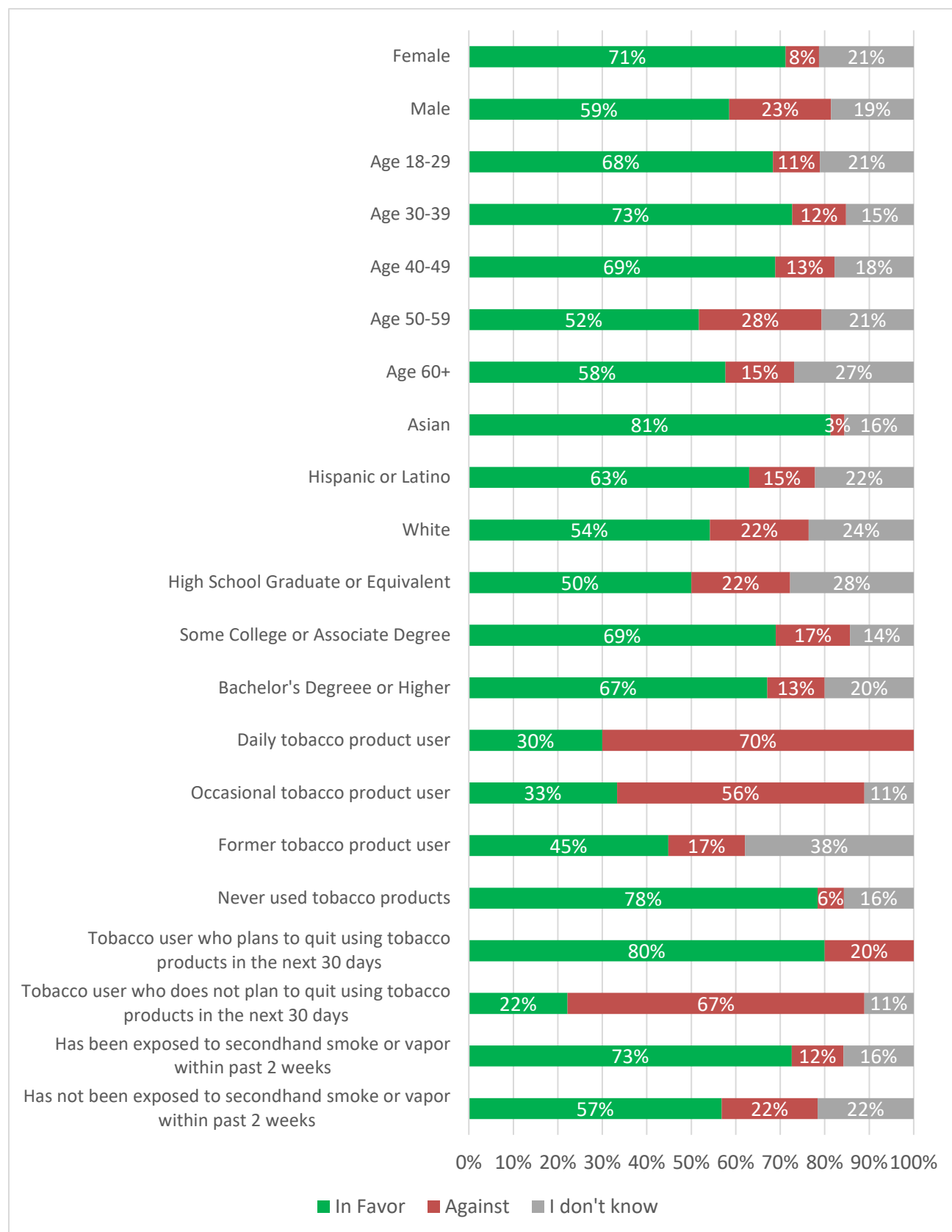


Figure 22. Would you be in favor or against a law that bans price discounts on tobacco?

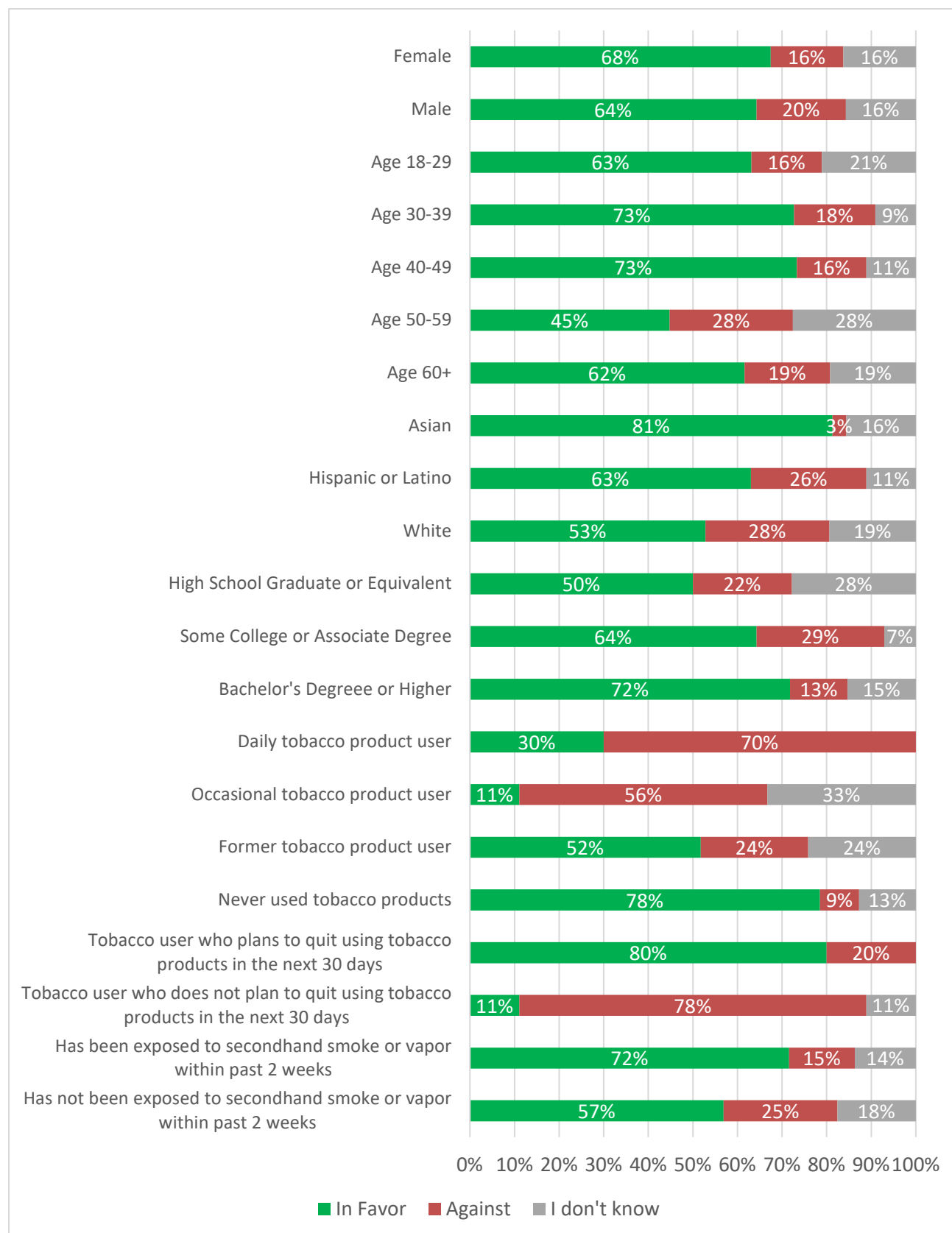


Figure 23. Would you be in favor or against a law that makes it illegal to sell small amounts of tobacco like single cigarillos, or other tobacco products in packs of one?

