

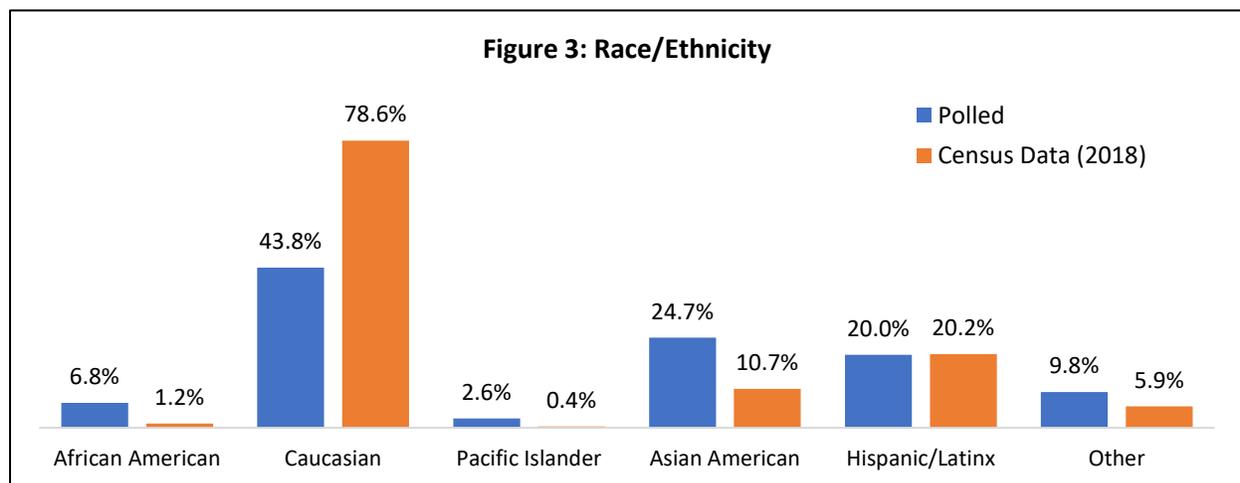
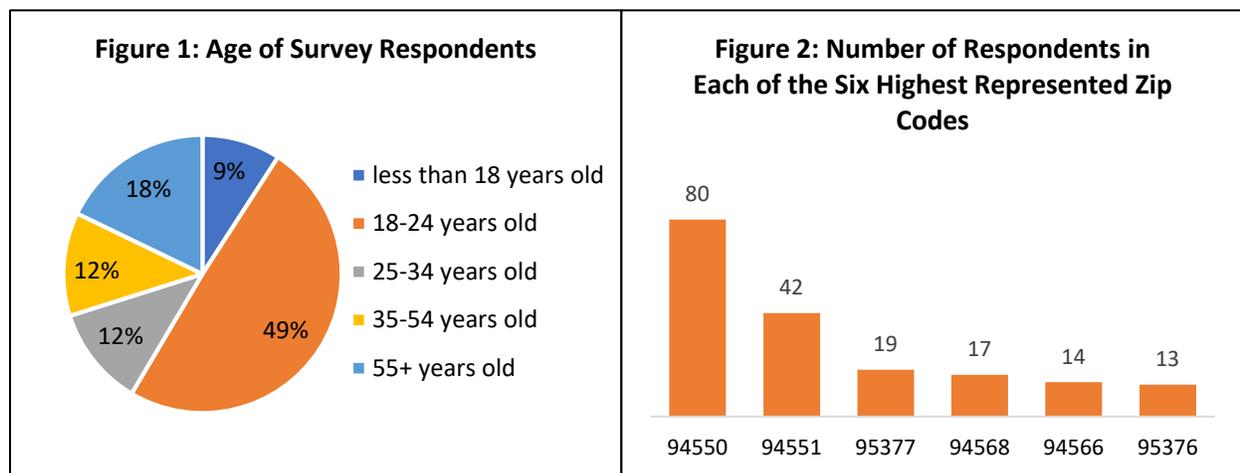


# Livermore Tobacco Opinion Survey Report



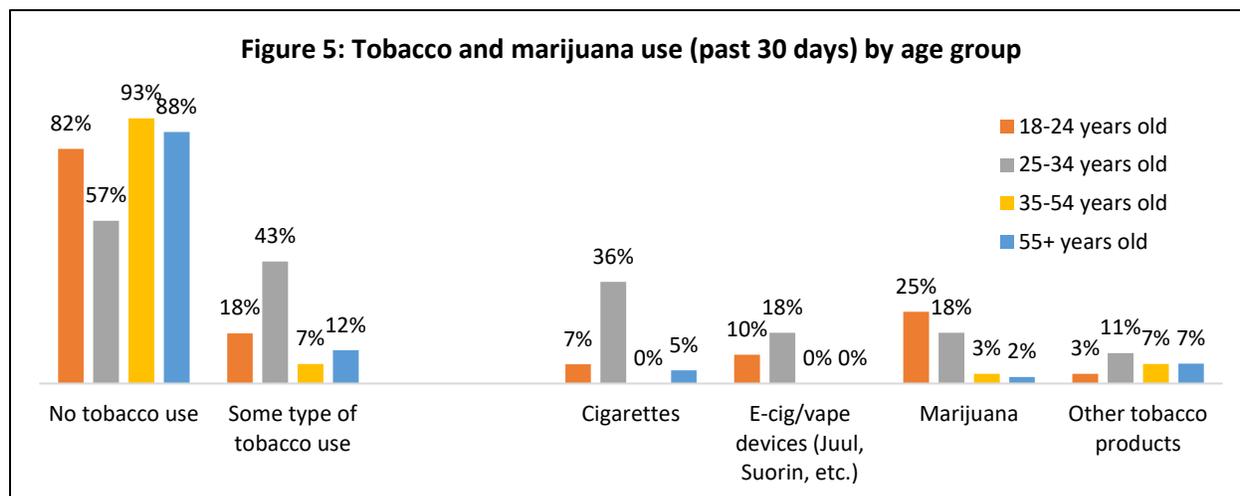
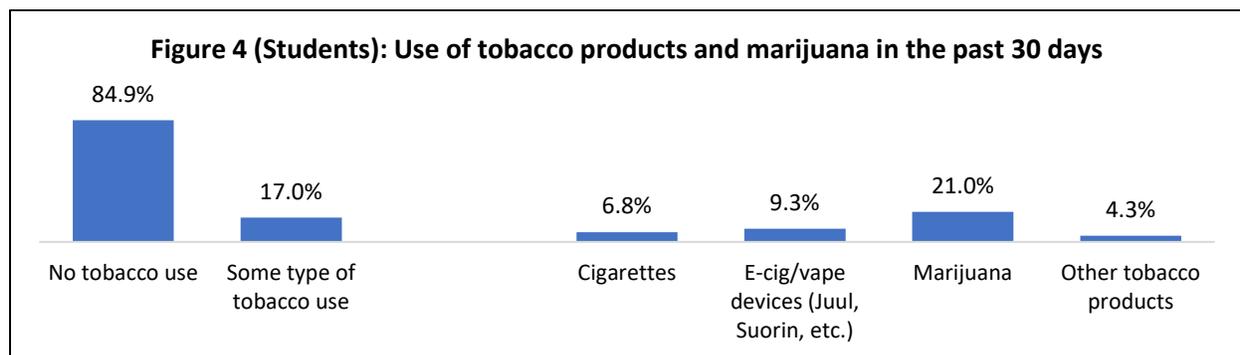
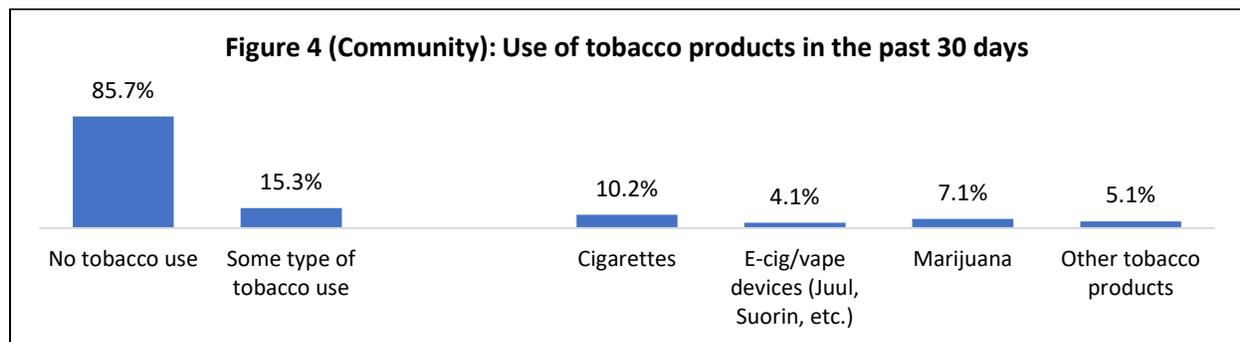
**Public Opinion Polls (POP) Conducted:** In April and May of 2019 trained staff and Young Adult Leaders (YAL) from API-CHAT and Alameda County LLA conducted surveys of community members in Livermore, asking their opinions about tobacco use in the city as well as potential new tobacco retail policies such as tobacco retail licensing and restrictions on sale of flavored tobacco products. Alameda County LLA staff surveyed the general community while API-CHAT YAL and staff surveyed students at Las Positas Community College. Overall, 261 surveys were collected: 99 by ACLLA and 162 by API-CHAT.

**Survey Respondents:** Most survey respondents (across all 261 surveys) were between the ages of 18 and 24 (49% of all respondents), followed by the 55+ age group (18%). Figure 1 shows the age distribution of respondents. While respondents were from 43 different zip codes, 71% of respondents were from one of the six most highly represented zip codes (see Figure 2). Respondents were also from a wide range of races/ethnicities which overrepresented the racial diversity of the city (seen in Figure 3).

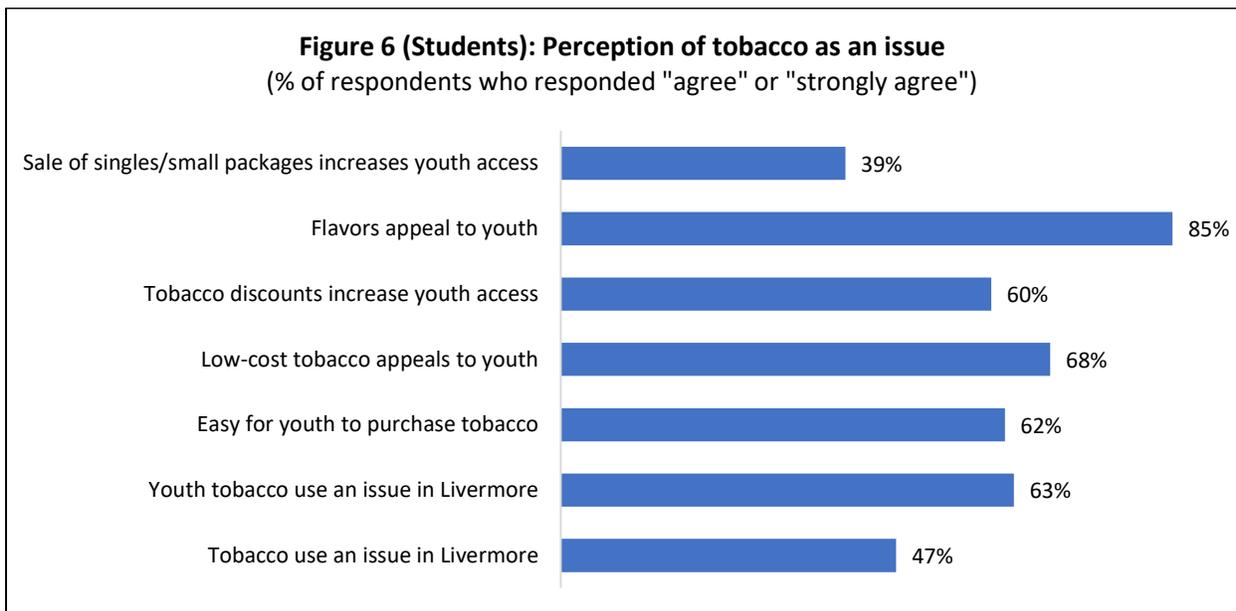
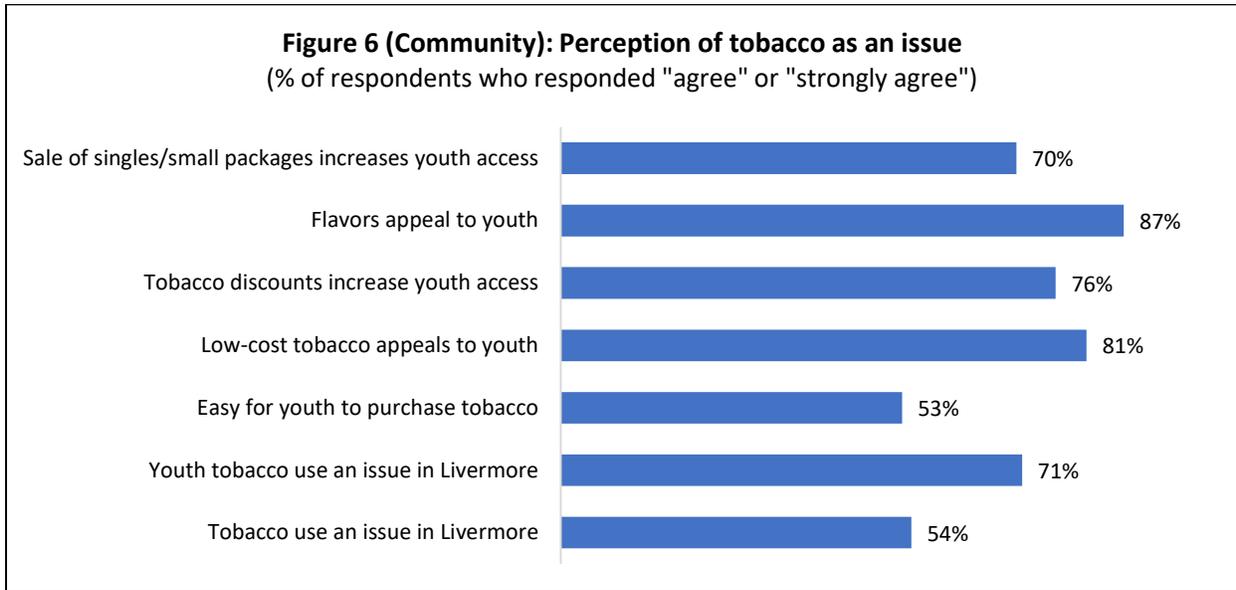


Most of the following data has been separated by type of respondent to show the difference between responses from the general community (collected by ACLLA) and community college students (collected by API-CHAT).

Across both groups of respondents, the majority had not used tobacco (in any form) in the past 30 days. For those who had used tobacco, the most commonly used product varied—for the general community the most commonly used was cigarettes (10.2%), while for students, the most commonly used was e-cigarettes/vaping devices (9.3%). Marijuana use also varied by type of respondent—7.1% for general community and 21% for students. The two Figure 4 charts below show the frequencies of use of any type of tobacco product or marijuana for each group. When we broke down tobacco use by age group, dramatic differences appeared. The 25 to 34-year-old age group showed the highest self-reported tobacco use (43%), almost three times higher than the next highest group, 18 to 24-year olds (18%). Figure 5 below shows a complete breakdown by age group.



**Perception of Tobacco as an Issue in Livermore:** Not surprisingly, students and other community members had differing perceptions of tobacco use as an issue in their community. While similar numbers felt tobacco use (overall and for youth) was an issue, students were less likely to perceive cost, discounts and sale of singles/small packages as increasing youth access. The two Figure 6 charts below detail the variations in percentages of each type of respondent who agreed or strongly agreed with each statement.



**Support for Potential New Tobacco Retail Policies:** Similar differences were seen between students and other community members when asked about potential tobacco related policies—in general, students were less supportive of new policies than other community members. For both groups of respondents, the most popular potential policy was enforcement of underage sales, followed by restricting locations of tobacco retailers and tobacco retail licenses (in different orders for the two groups). The two Figure 7 charts below show student and community responses to all potential policies.

