Prepared By

Beatriz Alvarez

Internal Evaluator

2-E-4

Public Intercept Survey/Opinion Poll

Summary Report

Families United to End the Rising Tobacco Epidemic Project



January 2024

**Objective 1**: *By June 30, 2025, at least two (2) jurisdictions in Riverside County will adopt and implement either a policy that eliminates the sale of all tobacco products, or a comprehensive tobacco retail licensing policy that requires tobacco retailers to obtain a license to sell tobacco products, includes elimination of flavored and menthol tobacco sales, a minimum retail sale price for tobacco products set in conjunction with minimum package/volume size, restrictions on the redemption of coupons or other discounts on tobacco products, and designated a portion of the annual licensing fee ensure adequate enforcement of the policy. The policy will exclude any provisions that criminalize a person for the purchase, use, or possession of tobacco products.*

Introduction

To gauge people’s knowledge, attitudes, and regarding the tobacco industry’s influence in the community of La Quinta where the Families United to End the Rising Tobacco Epidemic (FUERTE) project is focusing its End Commercial Tobacco Campaign efforts, public intercept surveys were collected among residents. Data collection took place in Fall 2023. The survey instrument focused on informing the project about La Quinta’s community sentiment towards phasing out commercial tobacco and was adapted from questions provided by the Tobacco Control Evaluation Center (TCEC).

La Quinta

A total of 80 surveys were completed. More than half (72.5%) of respondents were female, 25.0% were males 25.0%, 2.5% perfered not to answer. Majority of repondents were Hispanic or Latino (60.7%), almost a quarter were White (20.2%), there was an equal amount of Asian and African American (4.8%), three respondents were Native Hawiian or Other Pacific Islander (3.6%), and five respondents perfer not to answer (5.9%). Additionally, most respondents (62.5%) identified as straight (not gay or lesbian), eleven respondents identified as bisexual (13.8%), one respondent identified as gay or lesbian (1.3%) two respondents identified as something else (pansexual/queer), one respondent was not sure (1.3%), one respondent didn’t understand the question (1.3%), and fourteen respondents perfered not to answer (17.5%).

Most respondents (45.0%) had some college or an Associate Degree, 22.5% had a Bachelor’s Degree or Higher, 18.8% were a high school graduare or equivilant, 8.8% had less than a high school diploma, and 5.0% pefered not to answer.

Most respondents were registered voters (76.3%), eleven respondents were not (13.8%), and eight respondents prefered not to answer (10.0%). A little more than half of respondents did not have children under the age of 18 living at home (55.0%), while 43.8% did have children under the age of 18 living at home, and one respondent preferred not to answer (1.3%).

Most respondents (61.3%) described themselves as never having used tobacco products, nine respondents were former users (11.3%), ten respondents were occasional users (12.5%), five were daily users (6.3%), and seven respondents were unsure (8.8%). Of the respondents that were daily tobacco users, occasional users, and were unsure; 36.3% of respondents had plans to quit using tobacco products in the next 30 days while another 9.1% did not, and 54.6% did not kow.

A vast majority (93.8%) of respondents strongly agreed that tobacco products are harmful to people’s health, four (5.0%) somewhat agreed, and one respondent (1.3%) somewhat disagreed that tobacco products are harmful.

More than half of respondents (57.5%) felt is very easy to obtain tobacco products in their community, 21.3% felt it is somewhat easy, 11.3% feel it is somewhat difficult, 3.8% feel it is very difficult, and 6.3% don’t know.

Over three-fourths (76.2%) of La Quinta residents felt there are too many places in their community that sell tobacco products, while eight (10.0%) respondents did not feel that there are too many places in their community that sell tobacco, and eleven (13.8%) respondents did not know.

La Quinta residents also strongly agreed (67.5%) or somewhat agreed (11.3%) that fewer people would use tobacco products if it were harder to purchase them.

Majority (71.3%) of those surveyed also felt that dirfting secondhand smoke (from other people’s tobacco or marijuana products) is a problem in La Quinta, 18.8% did not feel that dirfting secondhand smoke was a problem, and 10.0% were unsure.

**57% of Respondents**

Have been exposed to secondhand smoke in the past two weeks.

Additionaly, in the past two weeks, majority of respondents (57.5%) had been exposed to secondhand smoke (smoke or vapor from someone else’s marijuana or tobacco products), 37.5% had not been exposed, and 5.0% were unsure.

More than half of respondents (55.0%) also felt that tobacco littler was a problem in their community, 27.5% thought it was somewhat of a problem, 8.8% somewhat disagreed that it was a problem, 3.8% strongly disagreed that tobacco littler was a problem, and the rest of respondents (5.0%) did not know.

Community members were also asked if they would support or oppose eventually eliminating the sale of tobacco in their community similarly to cities like Manhattan Beach and Beverly Hills; and 61.3% of respondents would strongly support, 26.3% would support, 3.8% would strongly oppose, and 8.8% don’t know.

Many respondents strongly agree (62.5%) or somewhat agree (22.5%) that their city council should take action on tobacco, four respondents somewhat disagree (5.0%), two (2.5%) respondents strongly disagree, and six (7.5%) respondents did not know.

A little less than half of respondents strongly agreed (43.8%) that the community of La Quinta has been negatively impacted by smoking, vaping, or other tobacco use, 28.8% somewhat agree, while 11.3% somewhat disagree, three respondents strongly disagree (3.8%), and ten respondents are unsure (12.5%).

A majority (75.0%) of respondents would be in favor of a law that phases out the sale of flavored tobacco products and thirteen (16.3%) respondents would not, and seven (8.8%) respondents indicated they did not know.

Similarly, a majority (92.5%) of respondents would be in favor of a law tha prevents stores near schools from selling tobacco while a small protion of respondents 6.3% would be againist such law; and one (1.3%) respondent was unsure.

Most (80.0%) respondents would also be in favor of a law that limits the nuimber of retailers where tobacco could be sold and a few 16.3% would not, thirteen (16.3%) respondents indicated they did not know.

Additionally, a vast majority (90.0%) of respondents would favor a law that requires store owners to have a local license to sell tobacco products, three (3.8%) would be against, and five (6.3%) respondent did not know.

Most (75.0%) respondents would be in favor of a law that makes it illegal to sell small amounts of tobacco (e.g., cigarillos or tobacco products in packs of one) while a few 12.5% would not; and ten (12.5%) respondents indicated they did not know.

More than half (66.3%) of respondents would be in favor of a law that sets a minimum price for tobacco products, while some (16.3%) would not; and the rest (17.5%) of respondents did not know.

Majority (67.5%) of respondents would favor a law that bans the price discounts on tobacco, 20% would be against such law, and 12.5% of respondents are unsure.

Finally, most respondents strongly agreed (67.5%) or somewhat agreed (20.0%) that they would be more liekly to vote for a policy maker that advocates for phasing out the sale of tobacco products in their community, four (5.0%) respondents somewhat disagree, two ( 2.5%) strongly disagree, and four (5.0%) respondents don’t know.

Summary

The general inclination of those surveyed was positive towards tobacco-control efforts. Respondents were favorable towards tobacco control policies aimed at ending the sale and availability of tobacco products. Most respondents agreed that limiting the availability of purchasing and possessing tobacco products would improve the overall health of the community.

Although, there was a trend of respondents that were unsure or indicated not knowing their position on a proposed law; an overall majority of participants reported strongly agreeing/agreeing or in favor with all the statements measuring knowledge, attitudes, and perceptions of tobacco related topics. The community of La Quinta may thus endorse commercial tobacco endgame policies.