

Thank you for participating in this survey of residents of California. All responses will be kept anonymous and confidential. The purpose of this study is to collect your opinions and experiences regarding different issues affecting California residents.

A. This research is confidential, and we're interested in hearing from different types of people. So do you consider yourself to be:

Straight-----	2%
Gay -----	22
Lesbian -----	9
Bisexual-----	62
Something else -----	6
Not sure-----	0

B. Do you consider yourself to be transgender or not?

Transgender ( <b>ASK Q.C</b> )-----	9%
Not transgender ( <b>SKIP TO Q.D</b> ) -----	85
Not sure ( <b>SKIP TO Q.D</b> )-----	6

**TERMINATE IF Q.A=1 AND Q.B=2**

**ASK Q.C ONLY IF Q.B=1, THEN SKIP TO Q.E**

C. Do you identify as: (N = 42)

Male -----	48%
Female-----	25
Gender queer -----	9
Non-binary -----	16
Another identity -----	2

**ASK Q.D ONLY IF Q.B = 2 OR 9**

D. What is your gender? Are you: (N = 405)

Male -----	44%
Female-----	54
Identify differently -----	3

**IF Q.A = 1 AND Q.B = 9 AND Q.D = 1 OR 2, THEN TERMINATE**

E. Are you currently registered to vote in California? Or are you not registered to vote in California at present?

Yes-----	85%
No -----	10
Prefer not to answer -----	5

**IF Q.E = 1 ASK Q.F**

F. With which political party are you registered? (N = 380)

Democrat -----	60%
Republican -----	12
Independent/Decline to State -----	20
Other party-----	3
Prefer not to answer -----	6

1. To begin, how easy or hard do you think it is for minors under age 21 to buy cigarettes at local retail stores in your area? (READ)

Very easy-----	16%
Somewhat easy-----	35
Somewhat hard-----	30
Very hard-----	11
(DON'T READ) DK/NA-----	7

2. And, how easy or hard do you think it is for minors under age 21 to buy other tobacco products such as e-cigarettes at local retail stores in your area? (READ)

Very easy-----	21%
Somewhat easy-----	37
Somewhat hard-----	24
Very hard-----	12
(DON'T READ) Depends/Other-----	0
(DON'T READ) DK/NA-----	6

3. Retailers in California currently need a state license to sell cigarettes and other tobacco products. Some cities and counties in California also require retail stores to get a local license to sell tobacco products. Local licenses allow cities and counties to impose strong penalties on stores that sell cigarettes to minors and to increase enforcement of the law against selling tobacco products to minors.

In general, would you support or oppose requiring retail store owners in your area to get a local tobacco license if they want to sell cigarettes and other tobacco products? (IF SUPPORT/OPOSE ASK) "Is that strongly (support/oppose) or somewhat?"

	STR.	S.W.	S.W.	STR.	DK
	<u>SUP</u>	<u>SUP</u>	<u>OPP</u>	<u>OPP</u>	<u>NA</u>
License-----	47%	26%	13%	5%	9%
	<b>All Support: 73%</b>		<b>All Oppose: 18%</b>		

4. There are two parts to this proposed law to require store owners to get a **local** license to sell tobacco products. After you hear each part, please tell me if it is something you would be inclined to strongly support, somewhat support, somewhat oppose, or strongly oppose. (ROTATE)

	STR.	S.W.	S.W.	STR.	DK
	<u>SUP</u>	<u>SUP</u>	<u>OPP</u>	<u>OPP</u>	<u>NA</u>
a. To get a local license to sell tobacco products, store owners would pay a fee of a few hundred dollars a year. Money from that fee would be used to enforce the law against selling tobacco products to minors-----	43	29	16	7	7
	<b>All Support: 72%</b>		<b>All Oppose: 23%</b>		

	STR.	S.W.	S.W.	STR.	DK
	<u>SUP</u>	<u>SUP</u>	<u>OPP</u>	<u>OPP</u>	<u>NA</u>
b. Repeated violations of the law against selling tobacco products to minors would result in the store having its license to sell tobacco products suspended-----	62	22	9	3	4
	<b>All Support: 84%</b>		<b>All Oppose: 12%</b>		

I want to ask you about some other possible laws in your area affecting the sale of tobacco products.

1000 feet from schools

5. What about a local law that prohibited any business located within one thousand feet of a school in your area from selling tobacco products? Does this sound like something you would generally support or oppose? (IF SUPPORT/OPPOSE ASK) "Is that strongly (support/oppose) or somewhat?"

Table with 5 columns: STR., S.W., S.W., STR., DK/NA. Row 1: STR. SUP 45%, S.W. SUP 24%, S.W. OPP 14%, STR. OPP 11%, DK/NA NA 6%. Summary: All Support: 69%, All Oppose: 25%

6. If this law passed, what do you think should happen to existing stores that are located within one thousand feet of a school and sell tobacco products? (ROTATE)

- [ ] A. They should be allowed to continue selling tobacco products-----33%
OR
[ ] B. They should no longer be allowed to sell tobacco products -----53
(DON'T READ) Not sure-----14

ROTATE Q.7 AND Q.8

7. Please tell me if you think the following statement is a GOOD reason, or is NOT a good reason, to prohibit stores located within one thousand feet of a school from selling tobacco products. (IF GOOD REASON ASK: "Is it a VERY or SOMEWHAT good reason?")

Table with 4 columns: VERY GOOD, SW GOOD, NOT GOOD, DK/NA. Row 1: VERY GOOD, SW GOOD, NOT GOOD, DK/NA NA

SPLIT SAMPLE A

- [ ] a. Studies show that when tobacco products are sold where children congregate, illegal sales to minors go up. Prohibiting the sale of tobacco products near schools will reduce illegal sales to minors ----- 47%-----34% ----15% ---- 5%

SPLIT SAMPLE B

- [ ] b. Studies show that having tobacco retailers near schools can lead to higher teen smoking rates. Prohibiting the sales of tobacco products close to schools can reduce youth smoking----- 55 -----28 -----12 ----- 4

8. Now, please tell me if you think each of the following statements is a GOOD reason, or is NOT a good reason, to allow stores located within one thousand feet of a school to continue selling tobacco products. (IF GOOD REASON ASK: "Is it a VERY or SOMEWHAT good reason?" (ROTATE)

Table with 4 columns: VERY GOOD, SW GOOD, NOT GOOD, DK/NA. Row 1: VERY GOOD, SW GOOD, NOT GOOD, DK/NA NA

- [ ] a. It's wrong for government to tell stores that sell tobacco products where they can and cannot do business. That gives too much power to the government----- 28%-----29% ----31% ----13%
[ ] b. A law like this could hurt the economy – it would cost us jobs ----- 23 -----24 -----37 ----- 15

Flavored Products

9. It is currently illegal for stores in California to sell flavored cigarettes. But stores are allowed to sell other flavored tobacco products, such as flavored cigars, flavored e-cigarettes, and flavored smokeless tobacco. Should stores in your area be allowed to continue selling flavored cigars, e-cigarettes, and smokeless tobacco? Or should stores in your area be prohibited from selling these items if they are flavored? (IF ALLOW/PROHIBIT ASK): "Do you definitely feel that way, or just probably?"

Table with 5 columns: DEF. ALLOW, PROB ALLOW, PROB PROH, DEF. PROH, DK NA. Row: Flavored. Totals: All Allow: 53%, All Prohibit: 38%

ROTATE Q.10 AND Q.11

10. Now, please tell me if you think each of the following two statements is a GOOD reason, or is NOT a good reason, to allow stores to continue selling flavored tobacco items. (IF GOOD REASON ASK): "Is it a VERY or SOMEWHAT good reason?" (ROTATE)

Table with 5 columns: VERY GOOD, SW GOOD, NOT GOOD, DK/NA. Rows: a. The choice to buy flavored tobacco products should be left up to adults... b. The federal government banned the sale of flavored cigarettes...

11. Now, please tell me if you think each of the following statements is a GOOD reason, or is NOT a good reason, to prohibit stores from selling flavored tobacco products. (IF GOOD REASON ASK): "Is it a VERY or SOMEWHAT good reason?" (ROTATE)

Table with 5 columns: VERY GOOD, SW GOOD, NOT GOOD, DK/NA. Rows: a. Tobacco companies produce sweet-flavored products for one reason only... b. Tobacco companies are aware that fewer people are smoking...

Coupons

12. OK, at present, retailers use different ways to encourage people to buy tobacco products, including discount coupons and two-for-one offers. Should stores in your area be allowed to continue offering these types of discounts for tobacco products? Or should stores in your area be prohibited from doing this? (IF ALLOW/PROHIBIT ASK): "Do you definitely feel that way, or just probably?"

Table with 5 columns: DEF. ALLOW, PROB ALLOW, PROB PROH, DEF. PROH, DK NA. Row: Discounts. Totals: All Allow: 50%, All Prohibit: 43%

Limit number of stores

13. What about limiting the number of stores that can sell tobacco products in any given area? So stores that sell tobacco products would have to be at least 500 feet apart? Does this sound like something you would be inclined to support, or to oppose? (IF SUPPORT/OPOSE ASK) "Is that strongly (support/oppose) or somewhat?"

Table with 5 columns: STR. SUP, S.W. SUP, S.W. OPP, STR. OPP, DK NA. Row: Distance ----- 32% ----- 22% ----- 19% ----- 15% ----- 13%. All Support: 54% All Oppose: 34%

Individual products

14. At present, stores are not allowed to sell individual cigarettes. What about also prohibiting the sale of individual little cigars and cigarillos [ci-gah-RIL-lohs]? Does this sound like something you would be inclined to support, or to oppose? (IF SUPPORT/OPOSE ASK) "Is that strongly (support/oppose) or somewhat?"

Table with 5 columns: STR. SUP, S.W. SUP, S.W. OPP, STR. OPP, DK NA. Row: Individual ----- 27% ----- 21% ----- 22% ----- 18% ----- 11%. All Support: 48% All Oppose: 40%

ROTATE Q.15 AND Q.16

15. Now, please tell me if you think each of the following two statements is a GOOD reason, or is NOT a good reason, to prohibit stores from selling individual little cigars and cigarillos. (IF GOOD REASON ASK: "Is it a VERY or SOMEWHAT good reason?" (ROTATE)

- [ ] a. Individual little cigars and cigarillos are inexpensive, often flavored, and marketed to young smokers to hook them on tobacco. Eliminating individual sales would discourage their use among young people and reduce youth smoking----- 35%-----27% ----28% ----10%
[ ] b. Little cigars and cigarillos are developed and marketed primarily to African Americans and Latinos to get them hooked on tobacco products. Eliminating single sales of these products can help reduce smoking rates among these groups ----- 28 -----28 -----32 -----12

16. Now, please tell me if you think each of the following two statements is a GOOD reason, or is NOT a good reason, to allow stores to continue selling individual little cigars and cigarillos. (IF GOOD REASON ASK: "Is it a VERY or SOMEWHAT good reason?" (ROTATE)

- [ ] a. These products are used less frequently than cigarettes, so requiring them to be bought in packages is a needless hassle for the customer ----- 32%-----28% ----25% ----14%

	VERY GOOD	SW GOOD	NOT GOOD	DK/ NA
[ ] b. It is wrong for the government to tell retailers how to sell certain products. This gives the government too much power -----	30	33	25	12

I have a few final questions for statistical purposes only.

17. Would you say that the best description of the community where you live is: **(READ)**

Urban -----	38%
Suburban -----	42
A small town, or -----	12
Rural -----	6
<b>(DON'T READ) OTHER -----</b>	<b>0</b>
<b>(DON'T READ) NOT SURE -----</b>	<b>2</b>

18. Is there a tobacco smoker, e-cigarette user, vaper, or juuler in your household?

Yes -----	40%
No -----	56
Not sure -----	4

19. Have you, yourself, smoked any tobacco in the past week?

Yes -----	25%
No -----	71
Not sure -----	4

20. Have you, yourself, vaped, juuled, or used an e-cigarette to smoke tobacco in the past week?

Yes -----	20%
No -----	79
Not sure -----	1

**IF NO OR DK ON Q.20 AND Q.21, ASK Q.22: (N = 302)**

21. Whether or not you are currently a smoker or vaper, have you ever been a regular tobacco smoker or vaper?

Yes -----	18%
No -----	80
Not sure -----	2

**ASK EVERYONE**

22. Do you have any children age 17 or younger?

Yes -----	23%
No -----	76
Prefer not to answer -----	1

23. Please check the response that best describes you currently:

Married-----	16%
In a civil union or domestic partnership----	4
In a relationship and living together -----	19
Single-----	55
Divorced -----	4
Widowed-----	2
Prefer not to answer -----	1

24. What is the highest degree or level of school you have completed?

High school degree or less -----	22%
Some college but no degree -----	26
An associate or two year degree-----	14
A bachelors' degree -----	26
A post-graduate or professional degree---	11
Prefer not to answer -----	2

25. Would you describe your race or ethnicity as:

African-American-----	11%
Hispanic/Latino -----	23
Asian-American-----	11
White or Caucasian-----	40
Native American -----	1
Multi-racial -----	10
Something else -----	1
Prefer not to answer/not sure -----	2

26. What is your current age? Mean 32.2\_\_\_\_\_

27. In which county in California do you live? (drop down with counties)

1 Alameda -----	4%	25 Modoc -----	0	49 Sonoma-----	0
2 Alpine-----	0	26 Mono-----	0	50 Stanislaus-----	1
3 Amador-----	0	27 Monterey-----	1	51 Sutter-----	0
4 Butte -----	2	28 Napa -----	0	52 Tehama-----	0
5 Calaveras-----	1	29 Nevada -----	0	53 Trinity-----	0
6 Colusa -----	0	30 Orange -----	4	54 Tulare -----	1
7 Contra Costa-----	2	31 Placer-----	0	55 Tuolumne -----	0
8 Del Norte-----	1	32 Plumas -----	0	56 Ventura -----	1
9 El Dorado-----	0	33 Riverside-----	6	57 Yolo-----	0
10 Fresno -----	3	34 Sacramento -----	9	58 Yuba-----	0
11 Glenn -----	0	35 San Benito-----	0		
12 Humboldt-----	0	36 San Bernardino-----	4		
13 Imperial-----	0	37 San Diego -----	7		
14 Inyo-----	0	38 San Francisco -----	5		
15 Kern -----	2	39 San Joaquin-----	0		
16 Kings-----	0	40 San Luis Obispo -----	0		
17 Lake -----	0	41 San Mateo-----	2		
18 Lassen-----	0	42 Santa Barbara -----	1		
19 Los Angeles -----	32	43 Santa Clara-----	3		
20 Madera -----	0	44 Santa Cruz -----	1		
21 Marin -----	0	45 Shasta -----	0		
22 Mariposa -----	0	46 Sierra -----	0		
23 Mendocino-----	0	47 Siskiyou -----	0		
24 Merced -----	2	48 Solano -----	1		