



## 2018 YOUNG ADULT TOBACCO PURCHASE SURVEY BUTTE COUNTY TOBACCO EDUCATION PROGRAM

### PURPOSE

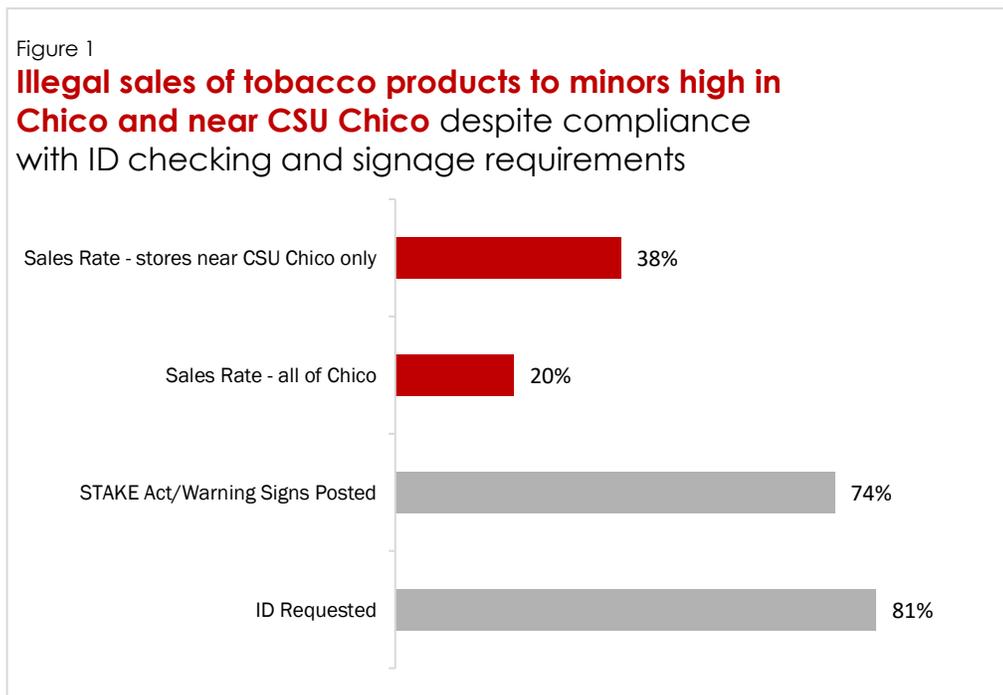
The purpose of conducting a survey of tobacco retailers in one jurisdiction of Butte County (Chico) is to assess illegal sales to young adults, and compliance with other local and state retail laws. The results presented herein will be compared to a survey conducted in year 3 of the project to determine if/how the rate of illegal sales to young adults has changed over time.

### PROCEDURE

The purchase attempt and the observational survey were conducted separately. The purchase attempt was conducted from April 25 – May 16, 2018, the Observations were done between May 5, 2018 and June 7, 2018. All investigations were done by a team of 6 young adults, ages 18-20 years old. These investigators attempted to purchase flavored tobacco products, typically flavored cigarillos or Camel Crush, and used the standard unconsummated buy protocol in which the young adults do not lie if asked about their age. After leaving the tobacco retail store, the survey was completed by the investigators using pen-to-paper then entered into an online database (Survey Analytics) by project staff. The survey data were then cleaned and analyzed by the project's Evaluation Consultant using descriptive statistics (e.g., frequencies and percentages).

### RESULTS

Year 1 data shows that there are a significant number of tobacco retailers selling tobacco products to underage minors. As indicated in Figure 1, despite the majority of retailers being in compliance with ID checking and signage requirements, illegal sales to minors was 20% in Chico. The illegal sales rate was even higher – a staggering 38% - in stores nearest CSU Chico.



When it comes to flavored tobacco products of various kinds, 94% of tobacco retailers in Chico carry them (Figure 2). Most stores carry menthol cigarettes, flavored chewing tobacco, flavored cigarillos and flavored cigars (94%, 92%, 88% and 80% respectively). Half or more carry flavored e-cigarettes (66%), flavored blunt wraps (62%) and flavored e-liquids (58%).

