

**GOODWIN SIMON VICTORIA RESEARCH**  
**American Lung Association of California**  
**Center for Tobacco Policy & Organizing**  
**Conducted March 2008**

**Rural California Voter Study - Central Valley Region**  
**Aggregate Results**

**Number of Respondents = 315**

A. For starters, would you say that the best description of the community where you live is:

Urban -----TERMINATE  
 Suburban -----TERMINATE  
 A small town, or ----- 63%  
 Rural ----- 37  
 OTHER -----TERMINATE  
 NOT SURE -----TERMINATE

**TERMINATE IF ANYTHING BUT SMALL TOWN (PUNCH 1) OR RURAL (PUNCH 2)**

1. Now, I'd like to read you some possible priorities for state and local government in California. Please rate each one on a scale of 1 to 5. Use a 1 if you think it should be a very LOW priority for government, and a 5 if you think it should be a very HIGH priority, or any number in between.

	VERY LOW		VERY HIGH	DK
a. Reducing teen use of meth, or meth-amphetamines -----	4%	2%	6%	4%
			84%	1%
b. Reducing teen smoking -----	7	5	12	10
			66	1
c. Reducing teen use of alcohol -----	4	4	11	10
			71	1
d. Reducing teen use of chewing tobacco -----	7	4	14	11
			62	2

2. How easy or hard do you think it is for teenagers under age 18 to buy cigarettes at local retail stores in your area?

Very easy ----- 24%  
 Somewhat easy ----- 31  
 Somewhat hard ----- 21  
 Very hard ----- 10  
 Depends/Other ----- 3  
 DK/NA ----- 12

3. Now, many cities and counties in California require store owners to get a license to sell cigarettes. The license requirement imposes strong penalties on stores that sell cigarettes to minors, and also increases enforcement of this law. In general, would you support or oppose requiring store owners in your area to get a license if they want to sell cigarettes? (IF SUPPORT/OPPOSE ASK) "Is that strongly (support/oppose) or somewhat?"

	STR. <u>SUP</u>	S.W. <u>SUP</u>	S.W. <u>OPP</u>	STR. <u>OPP</u>	DK <u>NA</u>
License-----	70%	13%	6%	9%	3%

4. There are two parts to this proposed law to require store owners to get a license to sell cigarettes. 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.

	STR. <u>SUP</u>	S.W. <u>SUP</u>	S.W. <u>OPP</u>	STR. <u>OPP</u>	DK <u>NA</u>
a. To get a license to sell cigarettes, store owners would pay a fee of a few hundred dollars a year. Money from that fee would pay the cost of enforcing the law against selling cigarettes to minors -----	61%	16%	6%	15%	2%
b. Repeated violations of the law against selling cigarettes to minors would result in the store having its license to sell cigarettes suspended-----	71	15	5	9	1

5. Let me ask your views specifically about the possible fee that store owners would pay to get a license to sell cigarettes. Please tell me if you think each of the following fee levels is too high, too low, or about right.

	TOO <u>HIGH</u>	TOO <u>LOW</u>	ABOUT <u>RIGHT</u>	DK/ <u>NA</u>
a. 200 dollars a year-----	24%	28%	44%	5%
IF \$200 IS TOO LOW, ABOUT RIGHT, OR NOT SURE ASK 5B:				
b. 300 dollars a year (N=240) -----	31	28	33	8
IF \$300 IS TOO LOW, ABOUT RIGHT, OR NOT SURE ASK 5C				
c. 400 dollars a year (N=165) -----	23	19	43	14

6. Here's how the law works. Undercover law enforcement officials go with underage youth to stores where cigarettes are sold. These minors attempt to buy cigarettes at the store. If the store has two violations where it sells cigarettes to a minor, its license to sell cigarettes is suspended for 30 days. A third violation over a five-year period results in a 90 day suspension. Additional violations could lead to the store having its license revoked, meaning it can no longer sell cigarettes.

Do these punishments for selling cigarettes to a minor seem too harsh to you, too mild, or about right?

Too harsh-----	11%
Too mild-----	25
About right-----	62
Other-----	1
DK/NA-----	1

7. As you may know, some stores that sell cigarettes also sell pipes that can be used to smoke meth, a dangerous drug. What if the law said that you could not get a license to sell cigarettes if your store also sells meth pipes? If that were the case, would this make you more inclined, or less inclined to support requiring local store owners to get a license to sell cigarettes? (IF MORE/LESS INCLINED ASK): "Is that much more or somewhat (more/less) inclined?"

	<u>MUCH</u> <u>MORE</u> <u>INC.</u>	<u>S.W</u> <u>MORE</u> <u>INC.</u>	<u>S.W.</u> <u>LESS</u> <u>INC.</u>	<u>MUCH</u> <u>LESS</u> <u>INC.</u>	<u>NO</u> <u>EFF.</u>	<u>DK/</u> <u>NA</u>
Pipe restriction -----	56%-----	14%-----	6%-----	11%-----	9%-----	4%

8. Now, which of these statements regarding this licensing law comes closer to your point of view:

A. All store owners that sell cigarettes should pay a fee to cover the cost of enforcing the law against selling tobacco to minors ----- 58%

**OR**

B. It's not fair to make all store owners that sell cigarettes pay the license fee. Only those caught breaking the law should pay the cost of enforcing the law ----- 36  
 Other----- 3  
 Depends ----- 1  
 DK/NA ----- 3

9. Now, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

	<u>STR.</u> <u>AGR</u>	<u>S.W.</u> <u>AGR</u>	<u>S.W.</u> <u>DIS</u>	<u>STR.</u> <u>DIS</u>	<u>DK/</u> <u>NA</u>
a. If a store repeatedly breaks the law by selling cigarettes to minors, then it should no longer have the right to sell cigarettes-----	79%-----	15%-----	1%-----	4%-----	1%
b. It's not fair to punish the store owners for selling cigarettes to minors. Instead, we should punish the clerks who made the sale, or the teenagers who bought the cigarettes ----	32-----	30-----	13-----	22-----	4
c. Because store owners make so much money from selling cigarettes, we can't trust them to police themselves. We need a strong enforcement system to stop the sale of cigarettes to minors-----	54-----	23-----	11-----	9-----	4
d. If you can make it harder for teenagers to buy cigarettes, that will reduce teen smoking -----	55-----	27-----	9-----	8-----	1
e. By enforcing laws against the sale of tobacco to minors, we can help reduce the use of meth and other hard drugs -----	39-----	25-----	12-----	18-----	6

**SPLIT SAMPLE A READ Q.10 THEN Q.11**  
**SPLIT SAMPLE B READ Q.11 THEN Q.10**

10. I'd like to share with you a couple of statements made by people who feel we need to require store owners to get a license to sell cigarettes. After you hear each statement, please tell me if you think it is a very important reason to require this license, a somewhat important reason, not that important, or not an important reason at all.

VERY S.W. NOT THAT NOT DK  
IMP IMP IMP IMP NA

**READ FIRST**

a. Studies have found that up to 40 percent of convenience stores in your area break the law by selling cigarettes to minors. This is a widespread practice in rural areas and small towns where licenses are not required-----49% ----32% ----- 10%----- 7% -----2%

**(ROTATE)**

- b. At present, most local governments in your area don't have the resources to enforce the ban on selling cigarettes to minors. A license requirement would give law enforcement the tools and funding needed to crack down on the sale of cigarettes to minors. -----46 -----31 ----- 11 -----11 -----1
- c. Forty-nine cities and counties in California now require store owners to get a license to sell cigarettes, and strongly enforce that law. In those places, sales of cigarettes to minors is down by nearly 70 percent. These laws work to reduce teen access to cigarettes -----57 -----30 -----6 -----6 -----1
- d. The research shows that if you can stop the easy sale of tobacco to minors, you can reduce the number of teenagers who smoke. These license laws work in reducing teen smoking -----54 -----30 -----7 -----8 -----1
- e. Teen smoking leads to heart disease, lung disease, and cancer later in life. There is no more effective way to improve the health of your community than to reduce smoking, especially among teens -----60 -----29 -----4 -----5 -----1
- f. Real enforcement of laws against the sale of cigarettes to minors sends a strong message to teenagers. It says that smoking is not OK for minors and that your community is not going to allow it -----52 -----31 -----8 -----8 -----1
- g. Cigarettes are the number one selling product in convenience stores. Store owners can afford to pay a few hundred dollars to get a license to sell cigarettes -----54 -----24 -----9 -----10 -----3
- h. You find cigarette license laws in many big cities, but not in small towns or rural areas, even though smoking rates are higher. A license law in your area would give local teenagers the same strong protection that teenagers in urban areas get -----51 -----29 -----7 -----10 -----3

11. Now, let me very quickly share with you some concerns raised by people who oppose the idea of requiring retail stores to get a tobacco retailer license. In deciding how you feel about this proposed law, how important would each of the following statements be to you? Very important, somewhat important, not that important, or not important at all. **(ROTATE)**

	VERY <u>IMP</u>	S.W. <u>IMP</u>	NOT THAT <u>IMP</u>	NOT <u>IMP</u>	DK <u>NA</u>
a. This license law threatens to put convenience stores out of business. They could lose their license to sell cigarettes for even minor violations of the law. In these tough economic times, this law would be closing down small businesses and costing us jobs -----	22%	22%	21%	33%	2%
b. Instead of blaming the stores, we should be holding the teenagers and the parents accountable. We don't need government punishing small business, we need parents to do their job -----	35	29	18	18	1
c. These laws put government in the business of trapping local retailers with phony sting operations. It's an example of government going way too far-----	22	24	23	29	3
d. Food stores in rural areas can be few and far between. If a law like this ends up shutting down many local small grocery stores, that forces people to drive long distances for basics like milk and eggs. It punishes everyone-----	20	27	22	29	2
e. Businesses already need a state license to sell tobacco. Adding a new layer of taxes and bureaucracy is too much-----	28	22	24	24	2

12. OK, having heard more, would you support or oppose requiring store owners in your area who want to sell cigarettes to get a license? (IF SUPPORT/OPPOSE ASK) "Is that strongly (support/oppose) or somewhat?"

	STR. <u>SUP</u>	S.W. <u>SUP</u>	S.W. <u>OPP</u>	STR. <u>OPP</u>	DK <u>NA</u>
License-----	65%	14%	3%	15%	2%

13. Changing the subject slightly for a second, I want to ask about your views on second-hand smoke. Second-hand smoke refers to tobacco smoke that is inhaled by people who are not smoking themselves, but are near people who are smoking. Would you say that second-hand smoke is or is not harmful to people who inhale it?

Is harmful <b>(ASK Q.14)</b> -----	86%
Is not harmful <b>(SKIP TO Q.15)</b> -----	10
DK/NA <b>(SKIP TO Q.15)</b> -----	4

**IF YES ON Q.13 ASK Q.14**

14. Would you say that second-hand smoke is very harmful to people who inhale it, somewhat harmful, or not too harmful? **(N=271)**

Very harmful-----	79%
Somewhat harmful-----	20
Not too harmful-----	0
DK/NA-----	1

**ASK EVERYONE**

15. Now, please tell me if you would be inclined to strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following possible laws that might limit public exposure to second hand smoke.

	<u>STR.</u> <u>SUP</u>	<u>S.W.</u> <u>SUP</u>	<u>S.W.</u> <u>OPP</u>	<u>STR.</u> <u>OPP</u>	<u>DK</u> <u>NA</u>
a. Prohibiting smoking in the downtown area of your town except for designated smoking areas-----	55%	16%	7%	20%	1%
b. Prohibiting smoking in outdoor common areas in apartment buildings, such as pools, hallways, and building entrances -----	51	17	12	18	3
c. Requiring all apartment buildings in your area to offer non-smoking sections, where all the apartments, balconies, and patios in that section are smoke-free. This would be similar to the way that hotels offer non-smoking floors-----	55	22	10	10	4
d. Prohibiting smoking in outdoor public areas like parks, trails, and recreation areas -----	40	18	15	24	2
e. Prohibiting smoking at outdoor events such as county fairs and rodeos except for designated smoking areas-----	49	22	11	17	1

I have a few final questions for statistical purposes only.

**ASK EVERYONE**

16. How would you describe yourself politically?

Liberal -----	14%
Middle Of The Road-----	40
or Conservative-----	42
DK/NA -----	4

17. Is there a tobacco smoker in your household?

Yes -----	22%
No-----	78
DK/NA -----	0

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

Yes ( <b>SKIP TO Q.20</b> ) -----	14%
No ( <b>ASK Q.19</b> ) -----	85
DK/NA ( <b>ASK Q.19</b> ) -----	1

**IF NO ON Q.19 ASK:**

19. Whether or not you are currently a smoker, have you ever been a regular tobacco smoker? (**N = 271**)

Yes -----	34%
No-----	63
Depends-----	1
DK/NA -----	2

**ASK EVERYONE**

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

Yes ----- 31  
No (**SKIP TO Q.22**)----- 68  
DK/NA (**SKIP TO Q.22**) ----- 2

**IF YES ON Q.20 ASK:**

21. Do you have any children age 13 to 17? (**n=97**)

Yes ----- 54%  
No----- 41  
DK/NA ----- 5

**ASK EVERYONE**

22. What is the last grade you completed in school?

Less than high school diploma ----- 6%  
High school diploma ----- 29  
Vocational, Technical or Trade School ----- 3  
Some college (includes junior or community college)----- 31  
College graduate----- 17  
Attended graduate school ----- 3  
Post college/professional ----- 10  
Don't Know ----- 0  
Refused ----- 2



Ethnicity/Race Codes

A Armenian ----- 0%  
B Persian----- 0  
C Chinese----- 0  
D Pacific Islander ----- 0  
E East Indian----- 0  
F Filipino ----- 0  
G Greek ----- 0  
H Jewish ----- 1  
I Italian----- 3  
J Jewish ----- 1  
K Korean ----- 0  
L Southeast Asian ----- 0  
M Anglo/Asian ----- 1  
N Japanese----- 0  
O Arabic----- 0  
P Portuguese ----- 2  
R Russian----- 0  
S Spanish ----- 26  
U Chinese/Korean/Vietnamese----- 0  
V Vietnamese ----- 0  
W Chinese/Korean ----- 0  
X Generic ----- 51  
Y Mixed----- 0  
Z Chinese/Vietnamese ----- 0

None/Blank ----- 15

Homeowners

Homeowner ----- 62%

Renter ----- 38

AGE: (Fill in): \_\_\_ \_\_\_ \_\_\_ (enter 999 if no age)

18-24 ----- 10%

25-34 ----- 10

35-44 ----- 12

45-54 ----- 19

55-64 ----- 22

65-74 ----- 15

75 or older ----- 12

No age ----- 0

Gender

Male ----- 48%

Female ----- 52

Party

Democrat (D) ----- 38%

Republican (R) ----- 46

Decline to State (DS) ----- 14

Other ----- 3

Split Sample

A ----- 50%

B ----- 50