



## **JUNE 2019**

The tobacco industry has a long history of using flavored tobacco to target youth and communities of color. The majority of youth who start experimenting with tobacco begin with flavored tobacco.<sup>1</sup> Latinos show a higher use of flavored tobacco.<sup>2</sup> Latino communities experience an increased availability of tobacco products with average lower prices for single flavored cigar/cigarillo and higher density of tobacco retailers.<sup>3,4</sup> There are also considerable differences in smoking rates by gender with Latino men smoking nearly three times as much as Latina women.<sup>5</sup> These differences demonstrate the need to explore and further understand Latinos' attitudes and support for tobacco retail environment policies.

In July 2018, the American Lung Association Center for Tobacco Policy & Organizing commissioned a survey of California voters and focus groups to gauge attitudes surrounding tobacco retailer licensing and flavored tobacco policies. The following document highlights the results from Latino and Latina participants.

## **RESOURCES**

The Center for Tobacco Policy & Organizing has many resources available on tobacco retailer licensing ordinances including additional polling results, matrices, and other policy information available at [www.center4tobaccopolicy.org/tobacco-policy/tobacco-retail-environment/](http://www.center4tobaccopolicy.org/tobacco-policy/tobacco-retail-environment/).

For additional technical assistance on working with Latino communities please contact the Hispanic Latino Coordinating Center at the California Health Collaborative at <https://healthcollaborative.org/hlcc/> or The LOOP at [www.theloop.ucsf.edu/](http://www.theloop.ucsf.edu/).

# Summary of Key Findings

## 1. Latinos' Support for Tobacco Retailer Licensing

Latinos show general support for tobacco retailer licensing.

76%	Support requiring store owners to get a license to sell cigarettes and other tobacco products
80%	Favor a fee of a few hundred dollars a year that would be used to enforce the law against selling cigarettes to minors
92%	Agree that a store owner who repeatedly sells cigarettes to minors should have their license to sell tobacco products suspended



For me it is scarier especially having a teenager, not that my child would do that, but with all the different flavors it would be more appealing for young kids than ever before.

—Latina Woman



## 2. Latinos' Support for Additional Tobacco Retailer Policies

Support from Latina women compared to Latino men for the following policies was statistically significant, demonstrating a gendered divide on tobacco retailer issues within the Latino population.

Women's Support		Men's Support
83%	Support a law prohibiting any business located within 1,000 feet of a school from selling tobacco products*	60%
83%	Feel that stores that are currently located within 1,000 feet of a school should <b>NOT</b> be allowed to continue to sell tobacco products if such a law was adopted*	49%
71%	Support prohibiting coupons and discounts for tobacco products*	39%
71%	Feel tobacco retailers should be prohibited from selling flavored cigars, e-cigarettes, and smokeless tobacco*	35%



You realize how deadly [smoking is] and what happens when they [kids] are using products. Lung damage is irreversible.

—Latina Woman



## 3. Latinas as Strong Supporters

Latina women were the demographic with the highest percentage of strong supporters for tobacco retail environment policies, while Latino men were less likely to support these policies.

61%	of Latina women supported 4-5 out of 6 proposed policy measures
53%	of the Latino men only supported 1-3 out of 6 proposed policy measures

“...I am not going to turn a blind eye...little kids will see this [flavored tobacco]...I don’t understand why they would target people that aren’t old enough to smoke the products anyway.”  
 —Latino Man

#### 4. Latinos’ Support for Arguments in Favor of Tobacco Retailer Policies

Latinos show stronger support for the arguments favoring tobacco retailer policies. Below are the top “good reasons” to pass tobacco retailer licensing ordinances.

Women’s Support		Men’s Support
85%	Restricting tobacco retailers near schools will reduce illegal sales to minors	77%
84%	Restricting tobacco retailers near schools can reduce youth smoking	71%
81%	Prohibiting the sale of flavored tobacco can reduce youth smoking	74%
80%	Prohibiting sales of individual little cigars and cigarillos would discourage their use among young people and reduce youth smoking because they are inexpensive, often flavored, and marketed to young smokers.	68%
71%	Prohibiting sales of individual little cigars and cigarillos can help reduce smoking rates among African Americans and Latinos because they are developed and marketed primarily to these groups*	53%

\*Difference between Latina women and Latino men was statistically significant on a 90-95% confidence interval

#### Survey Methodology

This survey was conducted by Goodwin Simon Strategic Research. The main survey population included 577 voters drawn from a list of registered voters in California who have participated in recent elections or recently registered to vote. Results for the Latino voters was pulled from 119 participants, 54 Latino men and 63 Latina women. Interviews were completed online and by land line and wireless telephones, and in English and Spanish. Fielding took place between July 25 and August 5, 2018. The margin of error for the survey results is +/- 4% at a 95% confidence.

#### Focus Group Methodology

Goodwin Simon Strategic Research conducted focus groups to assess understanding of flavored tobacco products and gauge reactions to related policy proposals and messaging. Two groups were conducted in Fresno on June 28, 2018: one among Latina women and another among Latino men (both in English). Participants were recruited to ensure a mix of ages, education levels, political ideologies, non-smokers and smokers. To avoid a predominance of potential experts in the discussion, physicians were excluded from the groups. However, non-physician health care workers and cashiers were allowed in each group, with a maximum of one each. Note that the findings from these focus groups represent in-depth qualitative, not quantitative, research. As such, any numeric data presented from these findings is suggestive only and is not statistically generalizable to larger populations.

1. Ambrose, B.K., et al., Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014. JAMA,2015: p.1-3.
2. Behavioral Risk Factor Surveillance System 2013–2014. California Department of Public Health.
3. Healthy Stores for a Healthy Community, 2016. California Department of Public Health, California Tobacco Control Program
4. U.S. Census Bureau. American Community Survey, 2011-2015.
5. California Tobacco Facts and Figures 2018. California Department of Public Health, California Tobacco Control Program.