

2002 YOUTH TOBACCO PURCHASE SURVEY FACT SHEET



- California’s 2002 Youth Tobacco Purchase Survey reported a statewide illegal tobacco sales rate of 19.3 percent, the highest level in five years.
- In the last two years, California’s illegal sales of tobacco to minors increased 50.8 percent, from 12.8 percent in 2000 to 19.3 percent in 2002.
- Every type of retailer is guilty of selling tobacco to minors, from large grocery chains to “mom and pop” markets, gas stations and liquor stores.
- Retailers with the highest rate of illegal tobacco sales in 2002 (30 percent or above) included doughnut shops, discount/gift shops and deli/meat/produce markets, while supermarkets sold at the lowest rate of 8.5 percent.

TYPE OF OUTLET	2002 Illegal Tobacco Sales
Doughnut Shops.....	33.3 percent
Discount/Gift Shops.....	32.4 percent
Deli/Meat/Produce Markets.....	30.0 percent
Gas/Convenience Stores.....	22.0 percent
Liquor Stores.....	20.1 percent
“Other” Outlets.....	15.2 percent
Small Grocery/Convenience Stores.....	14.8 percent
Drug Stores/Pharmacies.....	14.6 percent
Gas Stations Only.....	11.5 percent
Supermarkets.....	8.5 percent

- Retailers that require clerks to verify the age of tobacco purchasers have consistently shown lower illegal sales. According to the 2002 Youth Tobacco Purchase Survey, more than 99 percent of clerks who asked youth for identification did not sell tobacco illegally.
- An alarming trend is illegal tobacco sales by non-traditional tobacco retailers such as doughnut shops, ice cream trucks and other “mobile” vendors.

SURVEY METHODOLOGY:

California’s 2002 Youth Tobacco Purchase Survey, a statewide scientific random survey of 744 tobacco retailers, was conducted from April to June 2002 by the Behavioral Health Institute, California State University, San Diego, for the California Department of Health Services, Tobacco Control Section.

A consummated (or “actual buy”) protocol was used, and the survey protocols and procedures were identical to those used in the 2001 survey. Youth participants were trained and ethnically representative of the neighborhood being sampled.