

Stop Youth Access to Tobacco! Campaign

The Stay Safe Youth Coalition is trying to get a tobacco retail license ordinance adopted in the City of Daly City. Tobacco retail licenses have been shown to be an effective way to reduce rates of youth access to tobacco. For the last 100 years, it has been unlawful to sell tobacco products to youth 18 and under. Currently, approximately **one out of four stores in Daly City sell cigarettes to youth!** By supporting the campaign efforts, you are supporting a tobacco free environment for all youth in Daly City.

Data Collection

The following report contains results from two surveys conducted by the youth in SSYC. Youth Purchase Surveys were implemented in October of 2006. After training and strict protocols, youth under the age of 18 walked into stores and attempted to purchase cigarettes. The second survey, the Public Opinion Survey, was implemented in July of 2006. In this survey residents of Daly City were asked several questions regarding their opinions about tobacco laws, the responsibility of tobacco merchants, and youth access to tobacco. Coalition members spent a week interviewing residents at various 'popular spots' in Daly City including Albertson's, Blockbuster, Westlake Area, Century 20 Movie Theatres, Daly City BART, and the Serramonte area. Please read this report and help support our campaign.

Public Opinion Survey Results

How hard do you think it is for youth to buy tobacco products in Daly City?

94% Easy
6% Medium
0% Hard

Do you think merchants in our community should be held responsible for selling tobacco to minors?

88% Yes
12% No

156 Daly City Residents Responded

YLI
PUBLIC OPINION SURVEYS

Do you think merchants should pay a yearly fee to sell tobacco in order to help fund enforcement of tobacco laws?

77% Yes
23% No

14% Under 18
86% Over 18

If a merchant is caught selling tobacco to minors, should their privilege to sell tobacco be suspended?

86% Yes
14% No

Do you think it's important to enforce laws that prohibit the sale of tobacco to minors?

82% Very important
12% Somewhat important
6% Not important

Youth Purchase Survey Results

Youth Purchases	Number of stores	Number of buys	Youth purchase Rate
October 2006	38	10	24.5%

Key Findings

- Approximately 1 in 4 stores (24.5%) sell tobacco to minors.
- 94% of the Daly City residents think it is easy for youth to buy tobacco products in Daly City.
- 86% of residents think that merchants should have their selling privileges suspended if they are caught selling to minors
- 82% of Daly City residents think that it is VERY important to enforce laws that prohibit the sale of tobacco to minors.
- 77% of residents think that merchants should pay a yearly fee to sell tobacco to help pay for enforcing tobacco laws.

Contact Info

***To learn more about our efforts,
or to become involved, please call:***

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