

## **San Luis Obispo Licensing Survey Results Synopsis**

In an attempt to assess the level of community support for a tobacco licensing ordinance in the City of San Luis Obispo, a survey was conducted on Saturday, April 19, and Tuesday, April 21, 2003. The survey was conducted outside of Vons in San Luis Obispo. Survey participants were chosen randomly and the vast majority of people approached were more than willing to answer the survey question, presumably due to its brevity. After agreeing to participate in the survey, participants were given a small amount of background information about tobacco licensing. Participants were told that the licensing ordinance could help to reduce illegal sales to minors, due to increased accountability on the part of the storeowner. Also, because the ordinance would impose stricter penalties for selling to minors, storeowners would have more motivation to check for identification. Participants were then asked to answer the following question:

Would you support an ordinance that requires storeowners in the City of San Luis Obispo to obtain a license to sell tobacco?

- (5) Very Supportive
- (4) Somewhat Supportive
- (3) Neutral
- (2) Somewhat non-supportive
- (1) Very non-supportive

### **Results**

Two hundred five people were surveyed.

Very Supportive – 62.44% (128 people)  
Somewhat Supportive – 9.76 % (20 people)  
Neutral – 12.68% (26 people)  
Somewhat non-Supportive 3.41% (7 people)  
Very non-Supportive – 11.71% (24 people)