

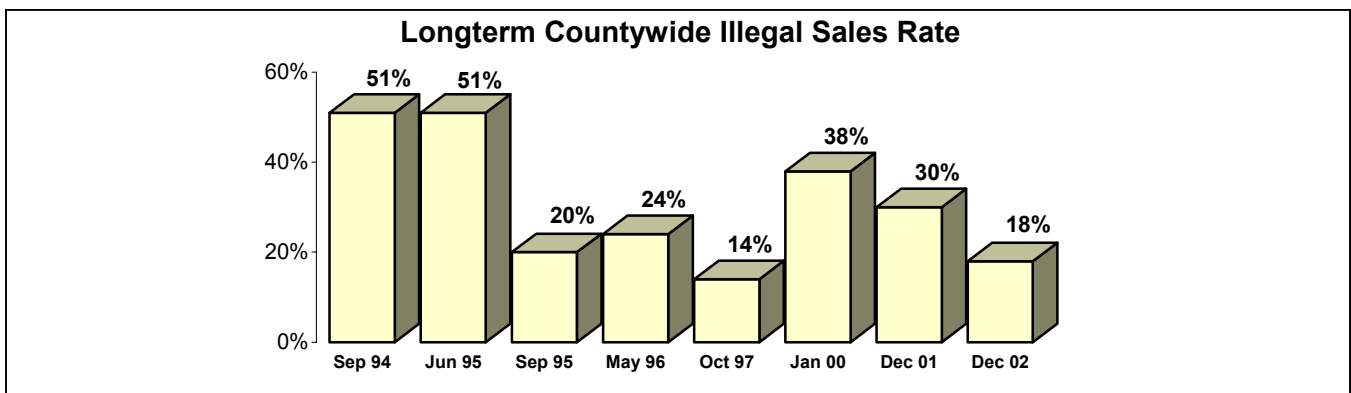
REDUCING UNDERAGE YOUTH ACCESS TO CIGARETTES:
 Results from the 2002 Underage Cigarette Purchases in Santa Barbara County

What was our method?

- The following report illustrates the results of the 2002 undercover youth tobacco purchase survey of 165 randomly selected retail outlets in Santa Barbara County (surveyed between December 2002 through January 2003).
- The Tobacco Prevention Program at the Santa Barbara County Public Health Department conducted the survey following a well-established protocol drawing upon over 700 previous underage tobacco purchases.
- The buys are conducted with youth(s) entering the store and attempting to buy tobacco. If a sale is made, stores are not fined or notified in any way.
- The survey provides data about illegal cigarette sales rates to youth.

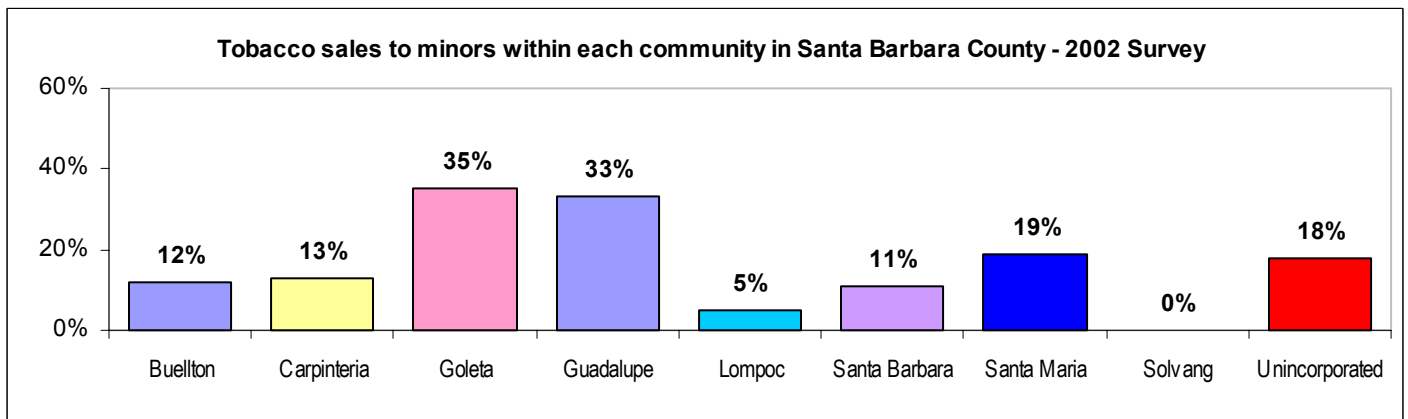
What did we find?

The following chart illustrates Santa Barbara countywide illegal tobacco sales rates from June 1995 to December 2002.



Finding 1: Data have ranged from a high of 51% to a low of 14%. These data provide a framework to gauge the current 2002 buy rate of 18%.

The next table gives a detailed breakdown of 2002 buy rates for specific communities (South County unincorporated areas include Isla Vista, Montecito, and Summerland; North County unincorporated areas include Santa Ynez, Los Olivos, Los Alamos, and Orcutt).



Finding 2: The bar chart above shows the percentage of tobacco sales to minors within each community in Santa Barbara County. Goleta, Guadalupe, and Santa Maria had the highest illegal sale rates (35%, 33%, and 19%, respectively). The communities of Buellton (12%), Lompoc (5%), and Solvang (0%) had the lowest illegal sale rates. Santa Barbara (11%), Carpinteria (13%) and the unincorporated areas (i.e., Orcutt, Los Alamos) had lower sale rates (18%) compared to the two highest buy communities. The buy rates in some communities this year were lower than last year (e.g., Unincorporated areas, Santa Maria, Lompoc, Carpinteria, & Buellton).

In 2000, we developed a longitudinal follow-up survey design that would track the same stores over a 4-year period to more accurately assess sales trends. The baseline survey began in Jan 2000, with scheduled follow-ups in Dec 2001 and Jan 2002. The establishments that sold to under-aged youth in the January 2000 baseline survey were identified as “high-risk” stores. In addition, we randomly selected 30% of the remaining retail establishments that were not shopped or did not sell tobacco in the 2000 buy. This second group was included as a comparison group and identified as “low-risk.” This resulted in a survey of 165 stores, representing about 47% (or about half) of the 348 known retailers in the county. This sample of outlets was used in subsequent underage tobacco purchase surveys.

The table below represents the trends of illegal sales rates between the “high-risk” and “low-risk” groups over the three underage youth surveys between 2000-2002.

“High-risk” stores (89 stores who sold in baseline survey 2000)	
• Percentage who re-sold again in 2001 (a total of 26 stores)	29%
• Percentage who re-sold again in 2002 (a total of 19 stores)	23%
“Low-risk” stores (33% of 259 stores that did not sell or not shopped in 2000 = 81 stores)	
• Percentage who sold to underage minors in 2001 (a total of 24 stores)	29%
• Percentage who sold to underage minors in 2002 (a total of 10 stores)	12%

Figure 4: The results from the table above shows that in both the “high-risk” and “low-risk” groups, the rate of illegal sales dropped in the follow-up year 2002 compared to the baseline year 2001. However, the drop was greater among the “low-risk” stores than the “high-risk” stores.

Another factor that we examined was the rate of illegal sales across both licensed and unlicensed communities. The next table presents the data of tobacco sales to underage youth in the 3 communities that require licensing to sell tobacco (Goleta, the Unincorporated areas, and Santa Barbara) and the remaining 7 communities that do not require such licensing (Buellton, Carpinteria, Guadalupe, Lompoc, Santa Maria, and Solvang).

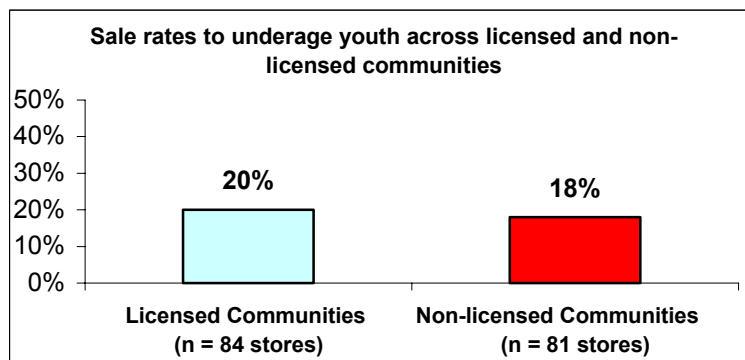


Figure 5: The table above shows that the rate of illegal sales across both licensed and non-licensed communities was essentially the same.

What does the data tell us?

- The data from these undercover buys tells us that while there are some drops in illegal sales to minors over a period of time, these rates do not stay low and that there is a consistent trend where a significant proportion of stores each year sell to underage youth. Moreover, in a recent undercover buy conducted by the Sheriff’s Department (the PC308.a Enforcement law), the illegal sales rate was extremely high (insert percentage number?). Thus, this suggests that there needs to be long-term consequences for merchants in order to bring them in better compliance with the laws.