

2022 California Synar Tobacco Purchase Survey

Introduction:

California's 2022 Synar Tobacco Purchase Survey (STPS) assessed the retailer violation rate for tobacco sales to youth and young adults under 21 years of age using decoys aged 18 to 20 years old.

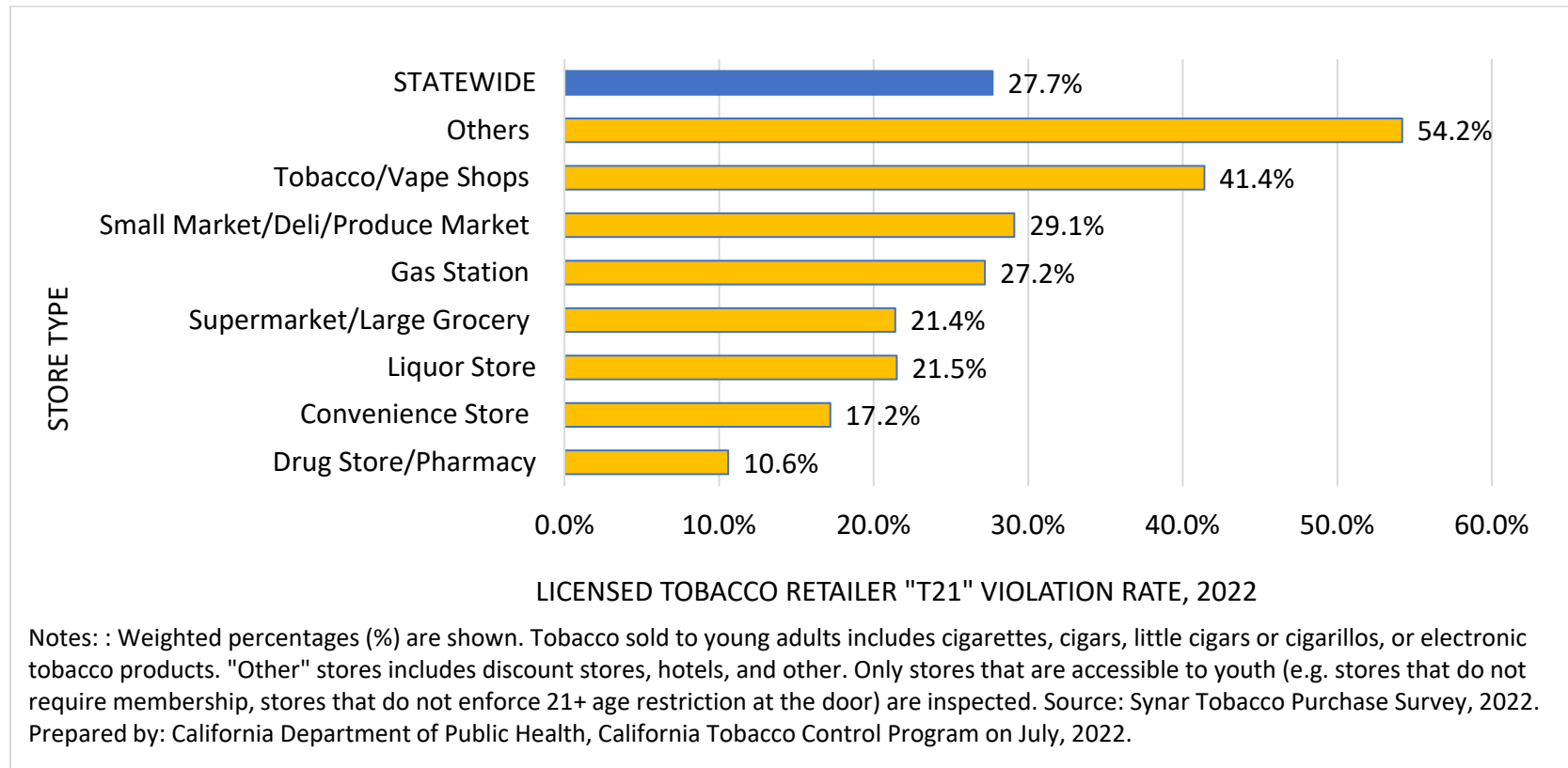
The Federal Substance Abuse Prevention and Treatment Block Grant (SABG) requires California to conduct a tobacco purchase survey and maintain a compliance rate of no more than 20% as specified in Section 1926 of Title XIX of the Federal Public Health Service Act (42 U.S.C. 300x-26) and Section 96.130 of Title 45 Code of Federal Regulations. Failure to maintain compliance with this requirement may result in a reduction of up to 10% of California's SABG funds. In federal fiscal year 2022, California's SABG funds totaled \$191.9 million.

A regionally stratified, random sample of California licensed tobacco retail outlets was sampled. The 2022 STPS began inspections in April 2022 and concluded in June 2022. 1111 outlets were successfully surveyed. Decoys were instructed to attempt to purchase either vaping products, cigarettes, little cigars/cigarillos, cigars, or smokeless tobacco, in that order.

Results:

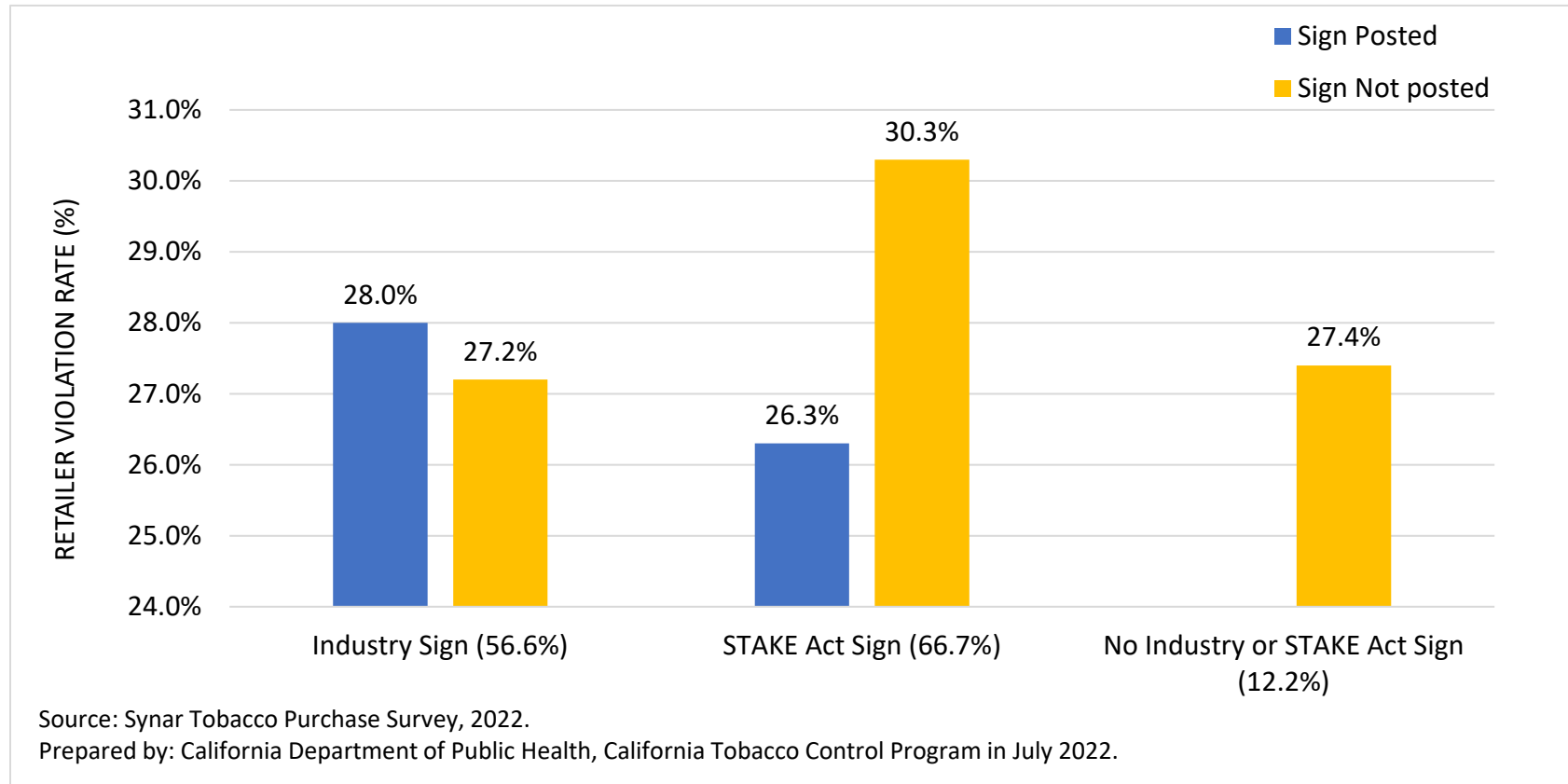
The statewide retailer violation rate was 27.7% (Figure 1). Drug stores/pharmacies and convenience stores had a much lower violation rate than the state average (10.6% and 17.2%, respectively). Small market/deli/produce market (29.1%), tobacco stores/smoke shops (41.4%), and other stores, like hotels, discount stores, restaurants (54.2%) had a higher violation rate than the statewide average.

Figure 1. Tobacco Sales to Under 21 Years Old Young Adults by Store Type, 2022 Synar Tobacco Purchase Survey



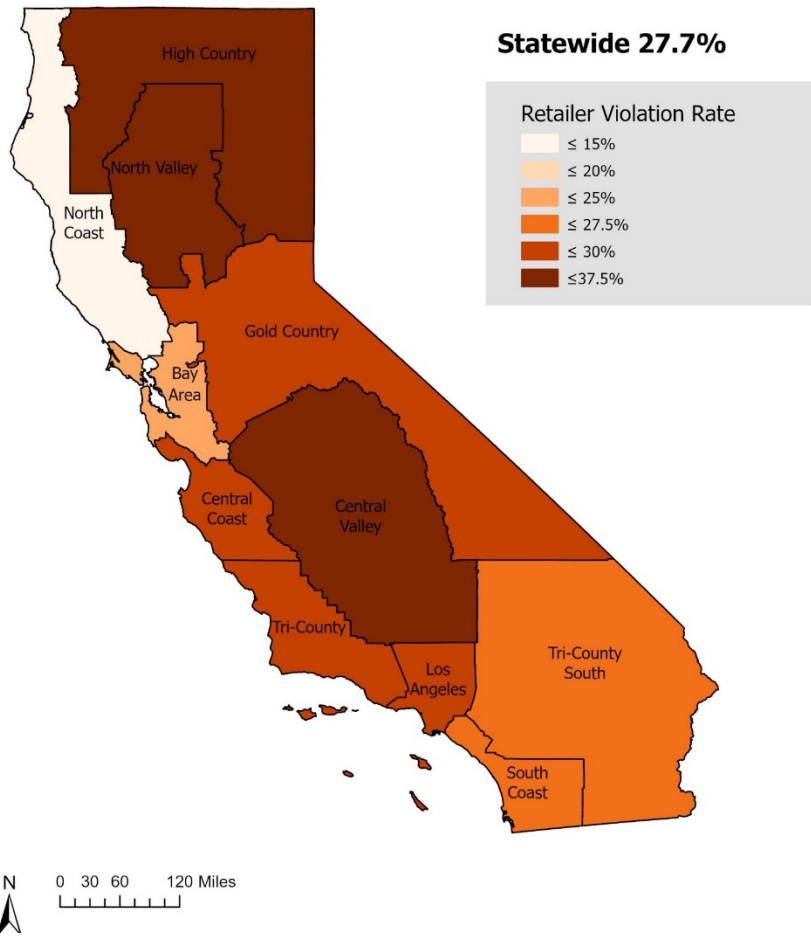
Posting of age-of-sales signs was also documented in the survey. The Stop Tobacco Access to Kids Enforcement (STAKE) Act requires tobacco retail outlets to post at the point of sale a minimum age-of-sale signage with the State’s 1-800-5 ASK-4-ID toll-free reporting number. Only 66.7% of retail outlets had the STAKE Act signs posted. The “We Card” and “Buying Tobacco for Minors Could Cost You” tobacco industry signs were also observed. 56.6% of retail outlets had tobacco industry signs posted. Stores that did not post STAKE ACT signs (30.3%) had a slightly higher violation rate than stores that did post STAKE ACT signs (26.3%) (Figure 2). Stores that did not post any signage had a 27.4% violation rate.

Figure 2. Retailer Violation Rate (%) by Signages, 2022 Synar Tobacco Purchase Survey



Categorizing the retail violation rate by region, it was found that High Country/North Valley and Central Valley had the highest violation rate (35.3% and 33.3%, respectively) compared to other regions (Figure 3). North Coast region has the lowest retailer violation rate (12.9%).

Figure 3. Retailer Violation Rate (%) by Region, 2022 Synar Tobacco Purchase Survey



Region	n	Retailer Violation Rate (%)	Counties
Central Coast	24	29.2	Monterey, San Benito, Santa Cruz
Tri County	41	29.3	San Luis Obispo, Santa Barbara, Ventura
Bay Area	157	23.6	Alameda, Contra Costa, Marin, San Francisco, San Mateo, Santa Clara, Solano
Los Angeles	301	29.6	Los Angeles
South Coast	166	25.3	Orange, San Diego
Central Valley	105	33.3	Fresno, Kern, Kings, Madera, Mariposa, Merced, Tulare
High Country/ North Valley	34	35.3	Butte, Colusa, Glenn, Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, Yuba
Gold Country	121	28.9	Alpine, Amador, Calaveras, El Dorado, Inyo, Mono, Nevada, Placer, Sacramento, San Joaquin, Stanislaus, Sutter, Tuolumne, Yolo
North Coast	31	12.9	Del Norte, Humboldt, Lake, Mendocino, Napa, Sonoma
Tri County South	131	26.0	Imperial, Riverside, San Bernardino

Source: Synar Tobacco Purchase Survey, 2022.

Prepared by: California Department of Public Health, California Tobacco Control Program in July 2022

Developed by the California Tobacco Control Program