California Department of PublicHealth | CALIFORNIA TOBACCO PREVENTION PROGRAM

Evaluating the Impact of Proposition 56 on Tobacco Use Among California Adults and Youth

Prepared in partnership with the California Department of Public Health's Tobacco Prevention Program by the University of California, San Diego

Authored by: Sara W. Yoeun, MPH, Brian Dang, MS, Matthew D. Stone, PhD, Thet Nwe Myo Khin, BS, Sara B. McMenamin, PhD, MPH, Yuyan Shi, PhD, Karen Messer, PhD, John P. Pierce, PhD, Dennis R. Trinidad, PhD, MPH

In November 2016, Californians voted to pass **Proposition 56** (i.e., the California Healthcare Research and Prevention Tobacco Tax Act), which raised the state tax rate on cigarettes and other tobacco products (including vape/vaping devices) to fund specific health care programs. Proposition 56 mandated that a portion of the tax revenue be allocated to the California Department of Public Health's Tobacco Prevention Program (CDPH/CTPP). Proposition 56 also required that CDPH/CTPP use a portion of these funds to focus on reducing disparities among priority populations disproportionately affected by the health consequences associated with tobacco use. This document is the first of three evaluations of Proposition 56 that examines tobacco variables of interest before and after its implementation. Future evaluations are planned for 2025 and 2027.

Although California voters approved Proposition 56 in November 2016, the law did not go into effect until April 1, 2017. Following enactment, funds from Proposition 56 were appropriated to the CDPH/CTPP on July 1, 2017. The gradual rollout of community programs and media

campaign efforts began in November 2017 and gained momentum in fiscal year 2018/19 with programs such as Statewide Coordinating Centers for Priority Populations and Regional Initiatives to Mobilize Communities and Reduce Tobacco-Related Disparities, becoming active in May 2018. However, as of this first wave of evaluation in December 2023, adult tobacco use and behavior data were available up to 2019, youth tobacco use and behavior data up to 2020, and population-level policy coverage up to 2022. Thus, with the lag between policy implementation and population-level effects on prevalence potentially being several years[i, ii] and with policy evaluations necessarily following the availability of data, the full extent of the impact of Proposition 56 on California's priority populations may not yet be evident from these early analyses.

This factsheet highlights disparities in California adult and high-school aged youth (i.e., youth) tobacco use by select priority populations both before and after the implementation of Proposition 56 using data from three population-based surveys: (1) the 2014/15 – 2019 Tobacco Use Supplement - Current Population Survey (TUS-CPS), (2) the 2015/16 – 2019/20 California Student Tobacco Survey (now known as the California Youth Tobacco Survey) (CSTS/CYTS), and (3) the 2018 – 2022 Policy Evaluation Tracking System (PETS). It should be noted that other tobacco control interventions were concurrently in effect throughout the state during the implementation of Proposition 56 (e.g., T21, local bans on flavored tobacco products) that may have impacted the findings reported in this factsheet. Further, this report presents changes in tobacco variables before and after the implementation of Proposition 56—findings are associations and should not be considered causal. Additional research and evaluation time will be necessary to fully understand the impact of Proposition 56 on disparities in tobacco-related factors among priority populations in California. The following CDPH/CTPP priority populations are highlighted: [iii, iv].

- Race and ethnicity (African American/Black, American Indian/Alaska Native, Asian, Hispanic/Latino, Native Hawaiian/Pacific Islander, White);
- Income (<$35,000, $35,000 - $74,999, >$75,000); and
- Geographic location (rural vs. urban areas).

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[i] Feliu A, Filippidis FT, Joossens L, Fong GT, Vardavas CI, Baena A, Castellano Y, Martínez C, Fernández E. Impact of tobacco control policies on smoking prevalence and quit ratios in 27 European Union countries from 2006 to 2014. Tob Control. 2019 Jan;28(1):101-109. doi: 10.1136/tobaccocontrol-2017-054119. Epub 2018 Feb 22. PMID: 29472445; PMCID: PMC6317447.

[ii] Hu TW, Bai J, Keeler TE, Barnett PG, Sung HY. The impact of California Proposition 99, a major anti-smoking law, on cigarette consumption. J Public Health Policy. 1994 Spring;15(1):26-36. PMID: 8027359.

[iii] No pre-Proposition 56 data specific to the adult LGBTQ+ population or adult population experiencing mental health challenges were available from the TUS-CPS dataset; therefore, related results were not included in this Fact Sheet.

[iv] No pre-Proposition 56 data specific to youth tobacco cessation were available from the CSTS dataset; therefore, related results were not included in this Fact Sheet.

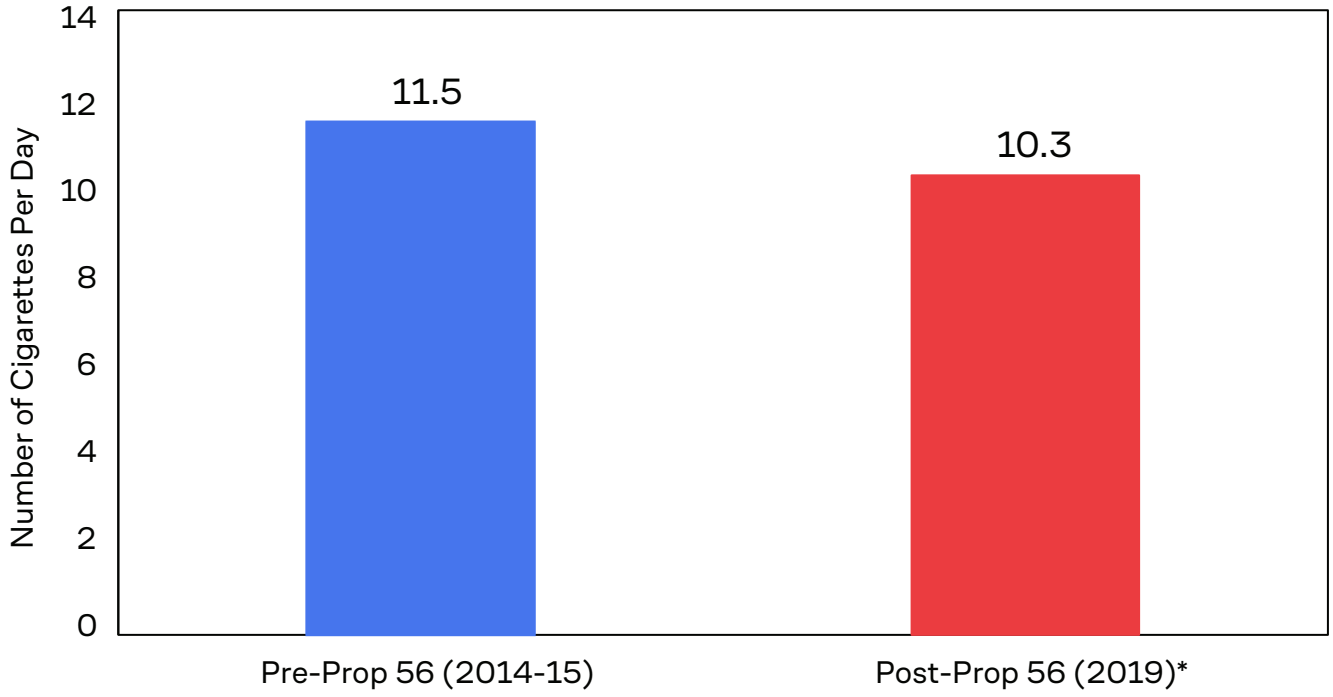
OVERALL CALIFORNIA POPULATION

TOBACCO USE PREVALENCE, PRE- AND POST-PROPOSITION 56

Current Cigarette Smoking Prevalence and Consumption Among Adults

- Cigarette smoking prevalence among adults in California decreased from 8.0% in 2014-15 to 7.2% in 2019, for an overall decline of 0.8%. Despite the data demonstrating a minor decline in cigarette smoking prevalence during the pre- and post-Proposition 56 time period, it is unclear if this decline was meaningful or just a natural fluctuation in the data (not shown in Figure 1 below).
- As shown in **Figure 1**, the average number of cigarettes smoked per day among adult daily smokers significantly declined from 11.5 in 2014-15 to 10.3 in 2019, for an overall reduction in 1.3 cigarettes smoked per day.

Figure 1: Cigarette Consumption Among Adult Daily Smokers, Pre- and Post-Proposition 56



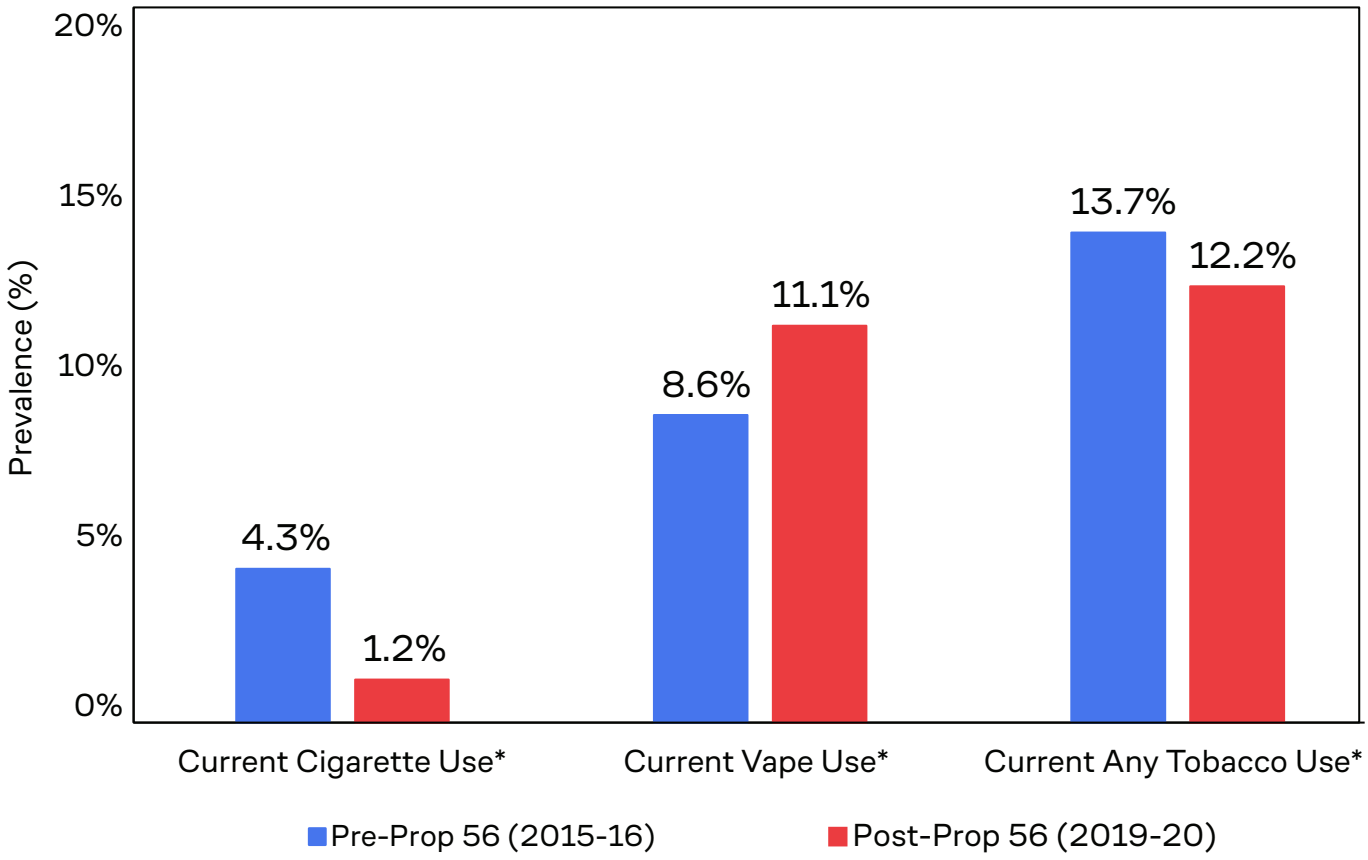
Data Source: The Tobacco Use Supplement to the Current Population Survey (TUS–CPS)

Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Adult current cigarette smoking is defined as respondents who indicated that they have smoked at least 100 cigarettes in their lifetime and currently smoke cigarettes every day or some days. Adult current cigarette consumption is measured by the number of cigarettes smoked per day among those who reported smoking every day.

Current Tobacco Use Among Youth

- As shown in **Figure 2**, current use of cigarettes among youth significantly declined from 4.3% in 2015-16 to 1.2% in 2019-20.
- The rate of overall youth vape/vaping prevalence significantly increased from 8.6% in 2015-16 to 11.1% in 2019-20 (**Figure 2**).
- Current use of any tobacco products among youth significantly declined pre- and post-Proposition 56, from 13.7% in 2015-16 to 12.2% in 2019-20 (**Figure 2**).

Figure 2: Current Cigarette, Vape, and Any Tobacco Use Among Youth, Pre- and Post-Proposition 56



Data Source: California Student Tobacco Survey (CSTS)

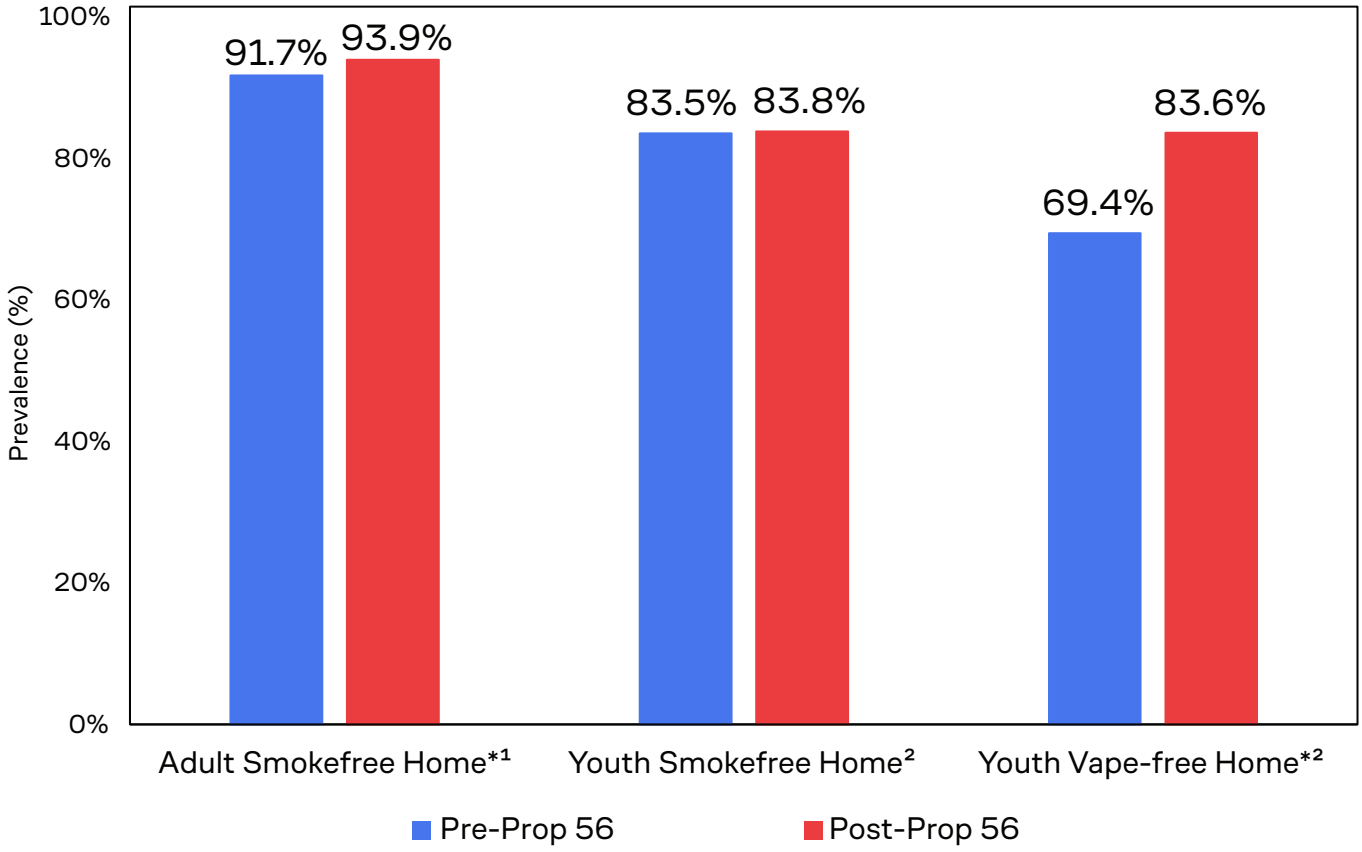
Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Youth current cigarette use is defined as those who reported smoking cigarettes within the last 30 days. Youth current vape/vaping use is defined as those who reported using e-cigarettes/vapes within the past 30 days. Youth current any tobacco use is defined as those who reported using any tobacco products (e.g., cigarettes, cigars, heated tobacco products, hookah, little cigars or cigarillos, smokeless tobacco products, or vapes) within the past 30 days.

SECONDHAND SMOKE AND VAPOR EXPOSURE, PRE- AND POST-PROPOSITION 56[v]

Living in a Home with a Cigarette Smokefree and/or Vape-free Rule

- As shown in **Figure 3**, among adults in California, the rate of having a cigarette smokefree rule in the home significantly increased from 91.7% in 2014-15 (pre-Proposition 56) to 93.9% in 2019 (post-Proposition 56).
- The passage of Proposition 56 was associated with a significant increase in youth living in homes with vape-free rules, from 69.4% in 2015-16 to 83.6% in 2019-20 (**Figure 3**).

Figure 3: Living in a Home with a Cigarette Smokefree and/or Vape-free Rule, Pre- and Post-Proposition 56



Data Source: [1]The Tobacco Use Supplement to the Current Population Survey (TUS–CPS)
[2]California Student Tobacco Survey (CSTS)

Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Adult smokefree home is defined as adult respondents who indicated that no one is allowed to smoke anywhere inside their home. Youth smokefree home is defined as youth respondents who indicated that no one is allowed to smoke anywhere inside their home. Youth vape-free home is defined as youth respondents who indicated no one is allowed to use vapes anywhere inside their home.

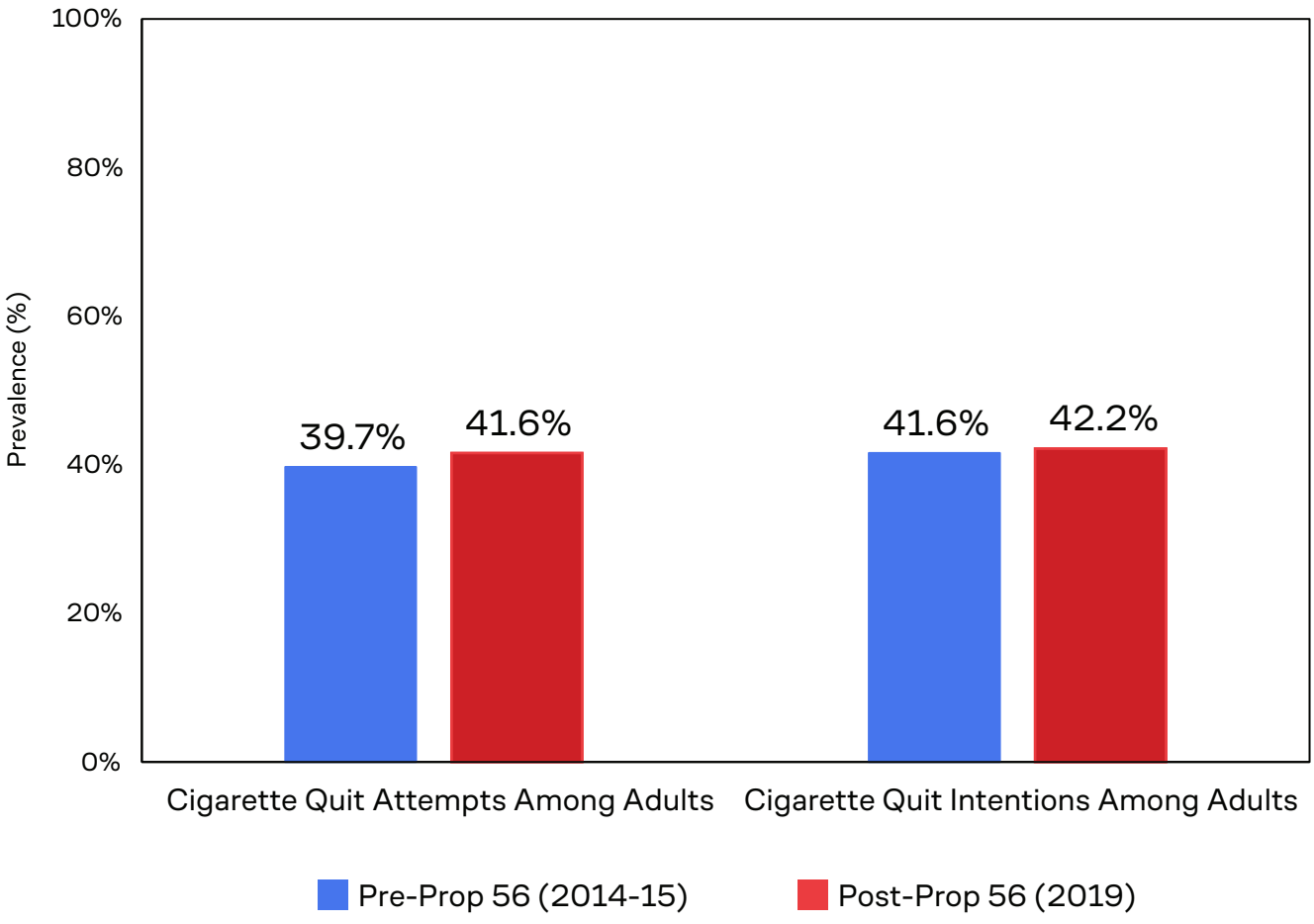
[v] The TUS-CPS did not contain any questions that directly assessed adult exposure to cigarette smoking or e-cigarette/vaping at home. In addition, the CSTS/CYTS did not contain any questions that directly assessed youth exposure to cigarette or e-cigarette/vaping at home during the Pre-Proposition 56 time period. Questions addressing the household policies related to smoking or e-cigarette/vaping inside the home are instead used as a proxy for household exposure to smoking and vaping.

CIGARETTE SMOKING CESSATION,[vi] PRE- AND POST-PROPOSITION 56

Quit Attempts and Quit Intentions

- As shown in **Figure 4**, the prevalence of adult smokers in California who indicated that they made a quit attempt within the past year remained stable between 2014-15 (39.7%) and 2019 (41.6%). Among adult smokers who intended to quit within the next 6 months, the rate was relatively stable at approximately 42% before and after the implementation of Proposition 56.
- Similarly, the cigarette quit ratio among adults was relatively flat between 2014-15 (64.6%) and 2019 (66.3%) (not shown in Figure 4 below).

Figure 4: Adult Cigarette Smoking Cessation, Pre- and Post-Proposition 56



Data Source: The Tobacco Use Supplement to the Current Population Survey (TUS–CPS)

Note: Adult cigarette quit attempts are defined as a current smoker who stopped smoking for one day or longer within the past 12 months. Adult cigarette quit intentions are defined as smokers who have reported seriously considering quitting or stopping smoking within the next 6 months.

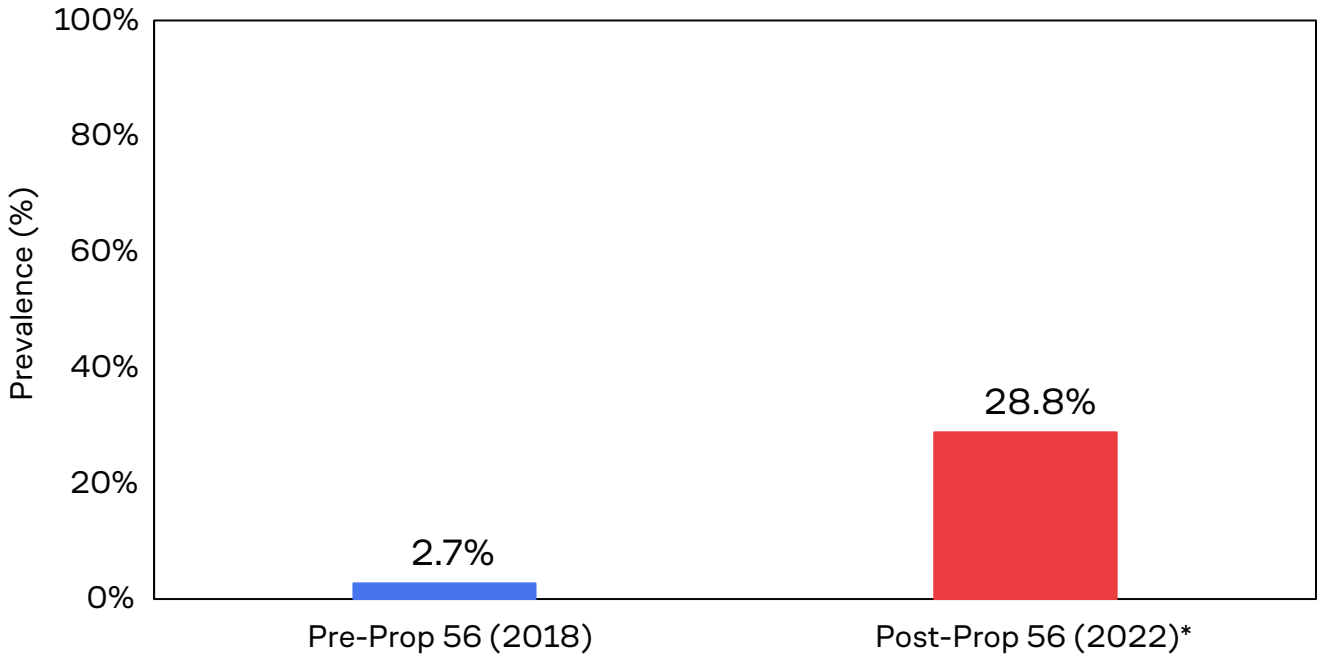
[vi] No CSTS/CYTS data (i.e., youth data) specific to vape/vaping cessation were available during the Pre-Proposition 56 time period; therefore, no results are highlighted on this factsheet.

POPULATION COVERAGE FOR LOCAL POLICIES,[vii] PRE- AND POST-PROPOSITION 56

Population Coverage for Local Policies Restricting Flavored Tobacco Sales

- A significant increase in local flavored tobacco policy population coverage was observed after the implementation of Prop 56. As shown in **Figure 5**, population coverage for local policies restricting flavored tobacco sales significantly increased from 2.7% in January 2018 (i.e., pre-Proposition 56) to 28.8% in January 2022 (i.e., post-Proposition 56).

Figure 5: Population Coverage for Local Policies Restricting Flavored Tobacco Sales, Pre- and Post-Proposition 56



Data Source: Policy Evaluation Tracking System (PETS)

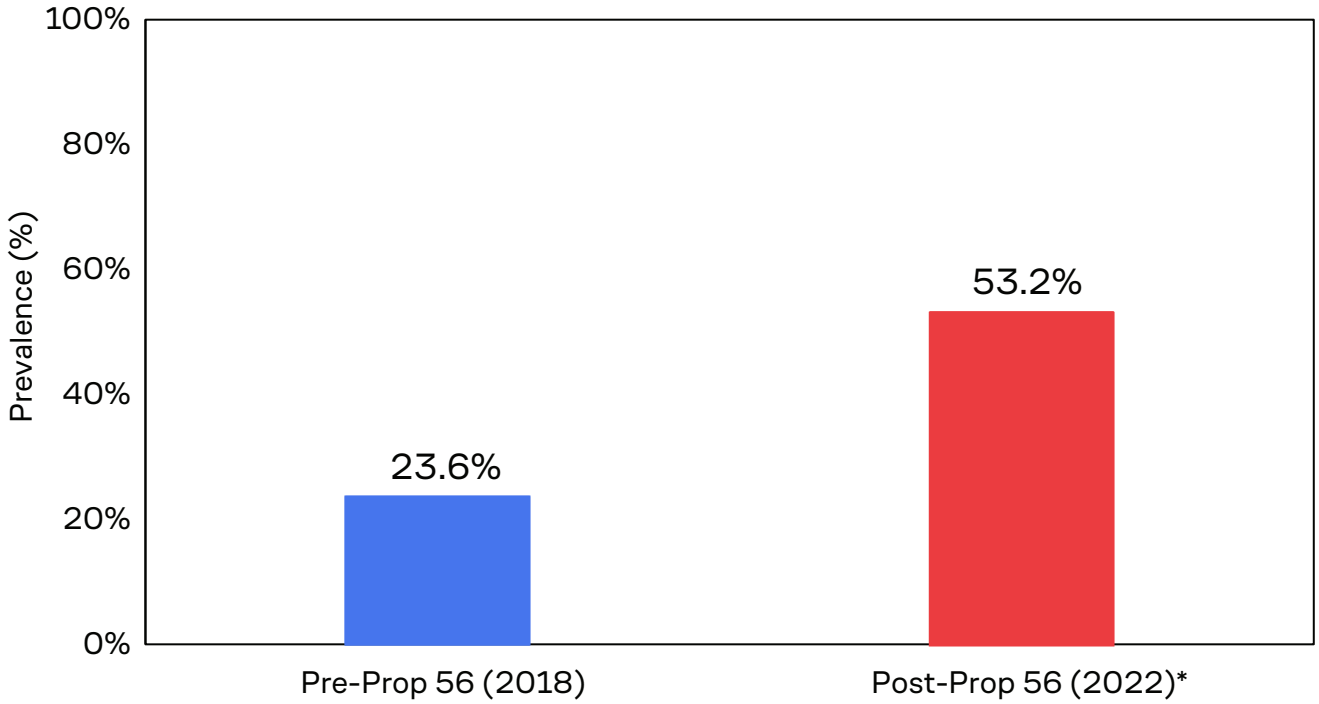
Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. A jurisdiction is defined to have a local restricted flavored tobacco policy if it enacted/implemented any policy that restricts or ends the sale of menthol-flavored tobacco leaf products, vaped products, or combustible or noncombustible tobacco products in any venue/location. Population coverage is defined as the state level proportion of the adult population living in jurisdictions with restricted flavored tobacco policies.

[vii] Note: No significant changes were found for population coverage for local policies related to multi-unit housing or local secondhand smoking policies during the pre- and post-Proposition 56 time period; therefore, no related results are highlighted on this factsheet

Population Coverage for Local Tobacco Retail Sales Policies

- A significant increase in population coverage for local tobacco retail sales policies was observed pre- to-post-Prop 56 funding. As shown in **Figure 6**, population coverage for local tobacco retail sales significantly increased from 23.6% in January 2018 (i.e., pre-Proposition 56) to 53.2% in January 2022 (i.e., post-Proposition 56).

Figure 6: Population Coverage for Local Tobacco Retail Sales Policies, Pre- and Post-Proposition 56



Data Source: Policy Evaluation Tracking System (PETS)

Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. A jurisdiction is defined to have a local tobacco retail sales policy if it enacted/implemented any policy that restricts free samples, discounts on tobacco products, sale of tobacco or electronic smoking devices, or establishes a tobacco-free pharmacy, minimum price, or minimum pack size. Population coverage is defined as the state level proportion of the adult population living jurisdictions with local tobacco retail sales policies.

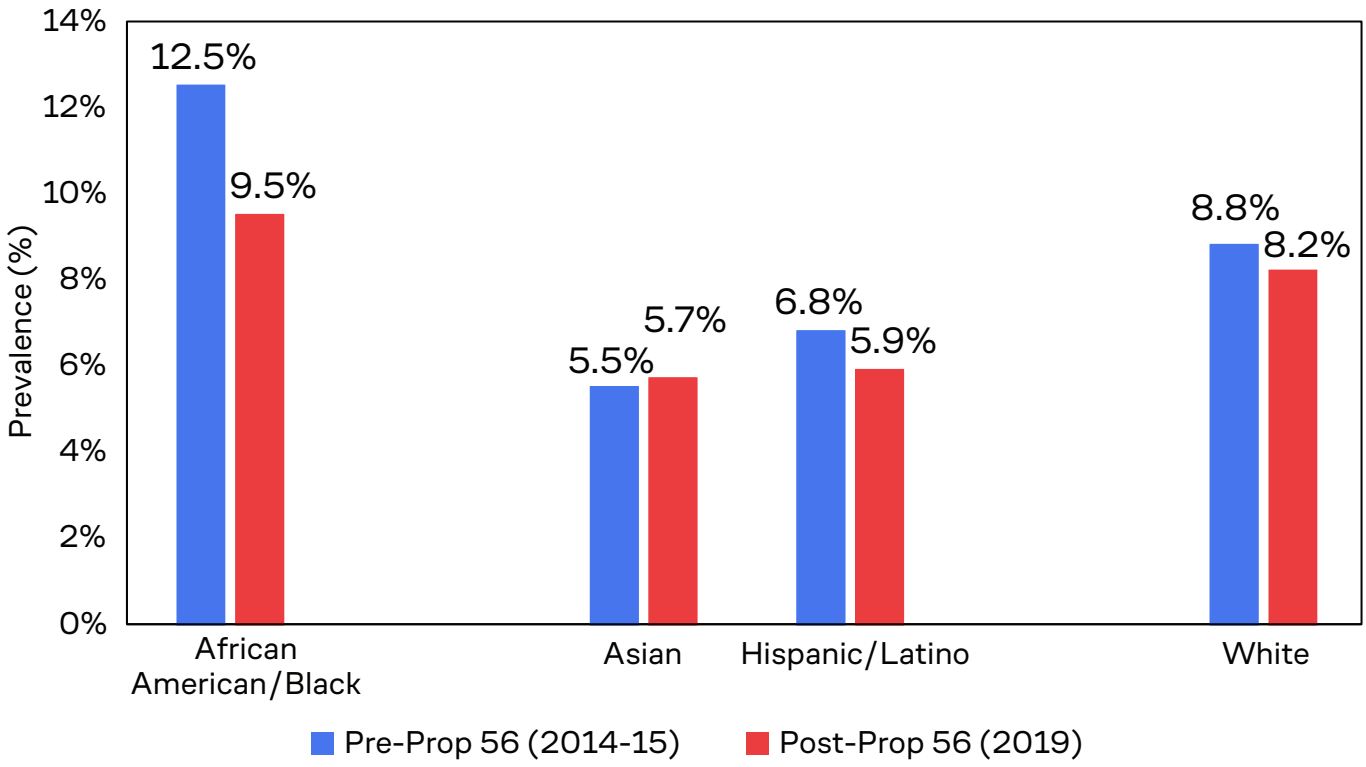
REDUCING DISPARITIES ACROSS PRIORITY POPULATIONS

REDUCING DISPARITIES BY RACE AND ETHNICITY, PRE- AND POST-PROPOSITION 56

Current Cigarette Smoking Among Adults by Race and Ethnicity

- There were no significant changes in cigarette smoking by race and ethnicity during the pre- to post-Proposition 56 time period (**Figure 7**). However, there were some indications that the gap in cigarette smoking may be closing for specific racial and ethnic groups[viii]: the difference in cigarette smoking prevalence between White and Black adults in 2014-15 was significant at 3.7%, which dropped to 1.3% by 2019, and was no longer significant. It's important to note that results for American Indians/Alaska Natives and Native Hawaiians/Pacific Islanders were suppressed due to unstable estimates.

Figure 7: Cigarette Smoking Among Adults by Race and Ethnicity, Pre- and Post-Proposition 56



Data Source: The Tobacco Use Supplement to the Current Population Survey (TUS-CPS)

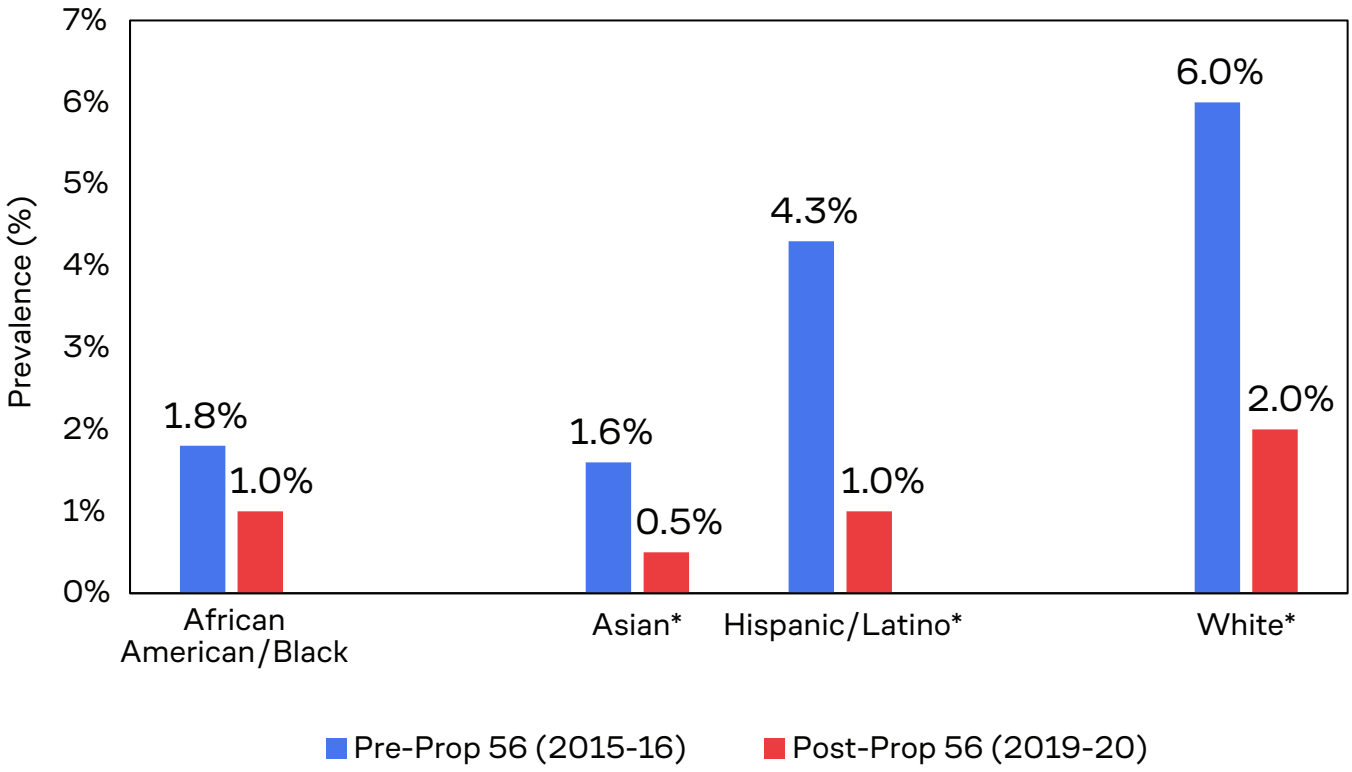
Note: Adult current cigarette smoking is defined as respondents who indicated that they have smoked at least 100 cigarettes in their lifetime and currently smoke cigarettes every day or some days. Results for American Indians/Alaska Natives and Native Hawaiians/Pacific Islanders were suppressed due to unstable estimates.

[viii] Race and ethnicity classifications were determined using definitions from the relevant datasets (TUS-CPS, CSTS-CYTS, and PETS). Race and ethnicity is derived from a six-level categorical variable. Respondents were asked to identify as: (1) African American/Black, (2) American Indian/Alaska Native, (3) Asian, (4) Native Hawaiian or Other Pacific Islander, (5) Latino/Hispanic, or (6) White. Respondents who reported any Hispanic or Latino ethnicity were classified as Hispanic or Latino. All other race categories are single-race non-Hispanic or non-Latino.

Current Cigarette Smoking Among Youth by Race and Ethnicity

- Current cigarette smoking prevalence among youth in California has declined for all racial and ethnic groups during the pre- and post-Proposition 56 time period. Statistically significant declines were seen among Asian (from 1.6% in 2015-16 to 0.5% in 2019-20), Hispanic/Latino (from 4.3% in 2015-16 to 1.0% in 2019-20), and White youth (from 6.0% in 2015-16 to 2.0% in 2019-20), in particular (**Figure 8**). It's important to note that results for American Indians/Alaska Natives and Native Hawaiians/Pacific Islanders were suppressed due to unstable estimates.

Figure 8: Current Cigarette Smoking Among Youth by Race and Ethnicity, Pre- and Post-Proposition 56



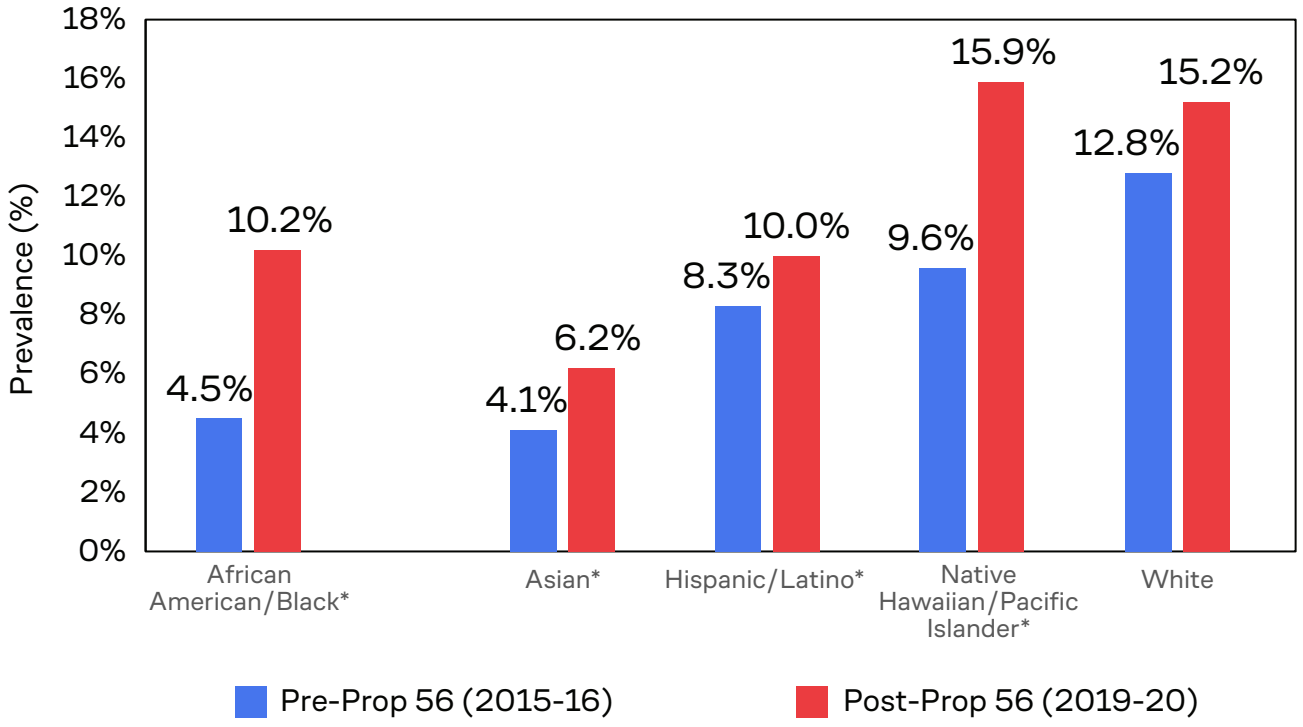
Data Source: California Student Tobacco Survey (CSTS)

Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Youth current cigarette use is defined as those who reported smoking cigarettes within the last 30 days. Results for American Indians/Alaska Natives and Native Hawaiians/Pacific Islanders were suppressed due to unstable estimates.

Current E-Cigarette/Vaping Among Youth by Race and Ethnicity

- Current e-cigarette/vaping prevalence among youth in California increased across all racial and ethnic groups between the pre- and post-Proposition 56 time period. Statistically significant increases were seen among African American/Black (from 4.5% to 10.2%), Asian (from 4.1% to 6.2%), Hispanic/Latino (from 8.3% to 10.0%), and Native Hawaiian/Pacific Islander youth (from 9.6% to 15.9%) (**Figure 9**). It's important to note that results for American Indians/Alaska Natives were suppressed due to unstable estimates.

Figure 9: Current E-Cigarette/Vaping Among Youth by Race and Ethnicity, Pre- and Post-Proposition 56



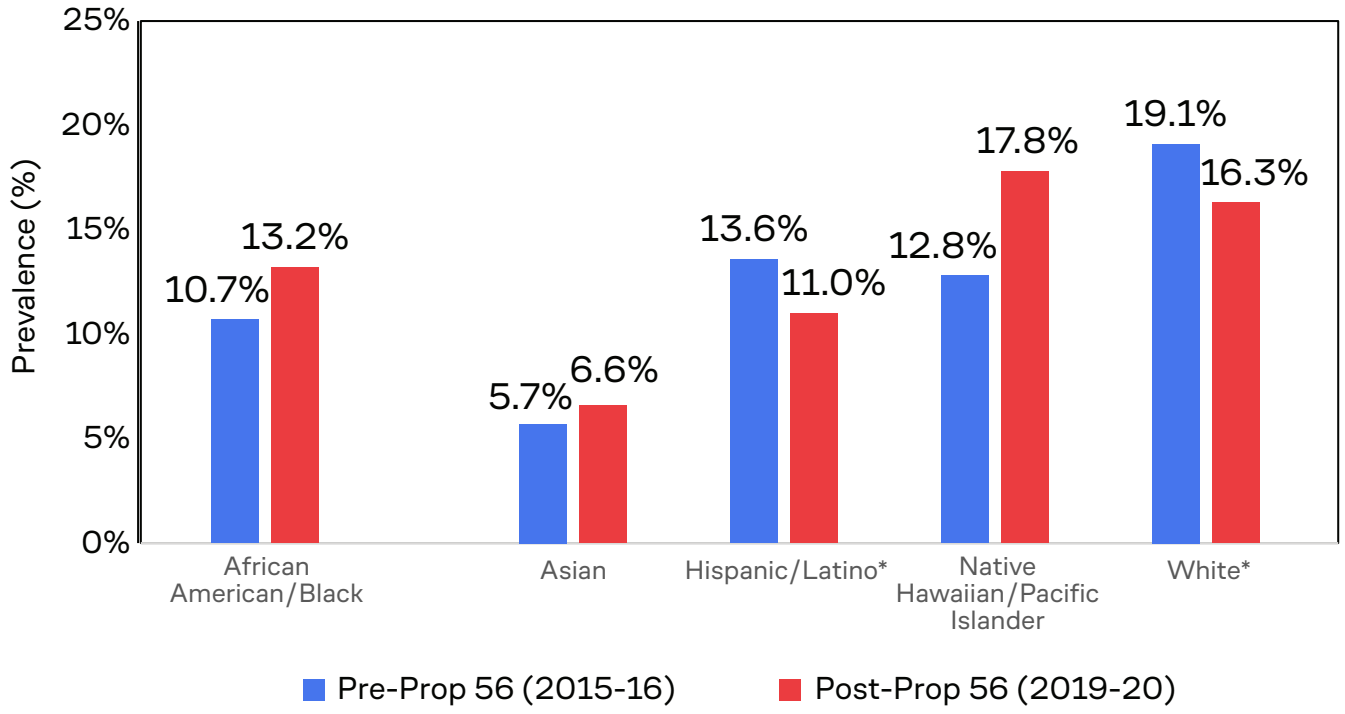
Data Source: California Student Tobacco Survey (CSTS)

Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Youth current e-cigarette/vape use is defined as those who reported using e-cigarettes/vapes within the past 30 days. Results for American Indians/Alaska Natives were suppressed due to unstable estimates.

Current Any Tobacco Use Among Youth by Race and Ethnicity

- Hispanic/Latino and White youth experienced significant declines in the current use of any tobacco products during this pre-post-Proposition 56 period (from 13.6% to 11.0% among Hispanics/Latino youth and from 19.1% to 16.3% among White youth). Native Hawaiian/Pacific Islander youth experienced a significant increase in such rates (from 12.8% in 2015-16 to 17.8% in 2019-20) (**Figure 10**). It's important to note that results for American Indians/Alaska Natives were suppressed due to unstable estimates.

Figure 10: Current Any Tobacco Use Among Youth by Race and Ethnicity, Pre- and Post-Proposition 56



Data Source: California Student Tobacco Survey (CSTS)

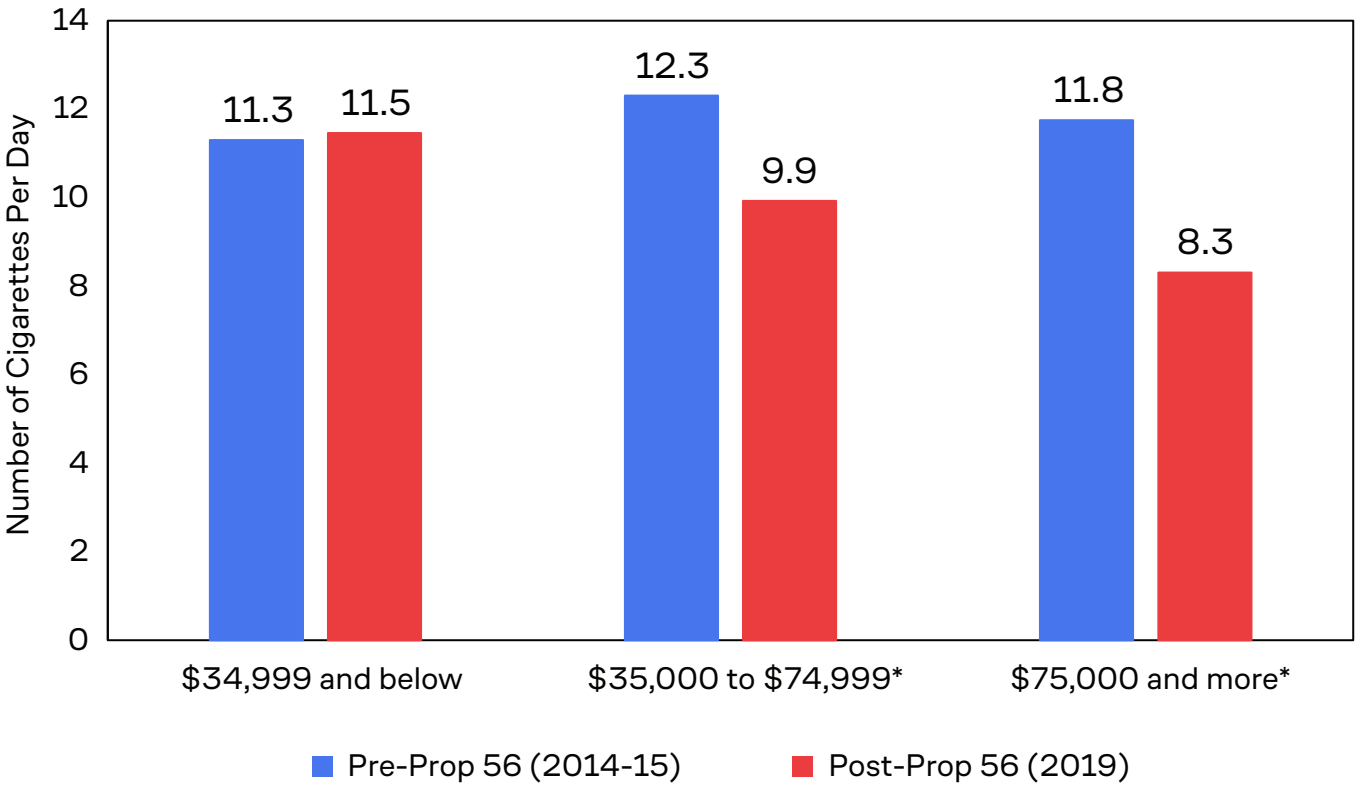
Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Youth current any tobacco use is defined as those who reported using any tobacco products (e.g., cigarettes, cigars, heated tobacco products, hookah, little cigars or cigarillos, smokeless tobacco products, or vapes) within the past 30 days. Results for American Indians/Alaska Natives were suppressed due to unstable estimates.

REDUCING DISPARITIES BY INCOME, PRE- AND POST-PROPOSITION 56

Current Cigarette Consumption Among Adults by Income

- A decline in cigarette consumption among current daily smokers earning >$35,000 is positively associated with the passing of Proposition 56 (**Figure 11**). From 2014-15 to 2019, daily adult smokers earning $35,000 to $74,999 per year[ix] saw a significant reduction in the average number of cigarettes smoked per day, from 12.3 to 9.9. In addition, the number of cigarettes smoked per day among those earning >$75,000 significantly decreased from 11.8 to 8.3, post-Proposition 56. There was no decline in cigarette consumption among adult smokers earning $34,999 and below.

Figure 11: Cigarette Consumption Among Adults by Income, Pre- and Post-Proposition 56



Data Source: The Tobacco Use Supplement to the Current Population Survey (TUS-CPS)

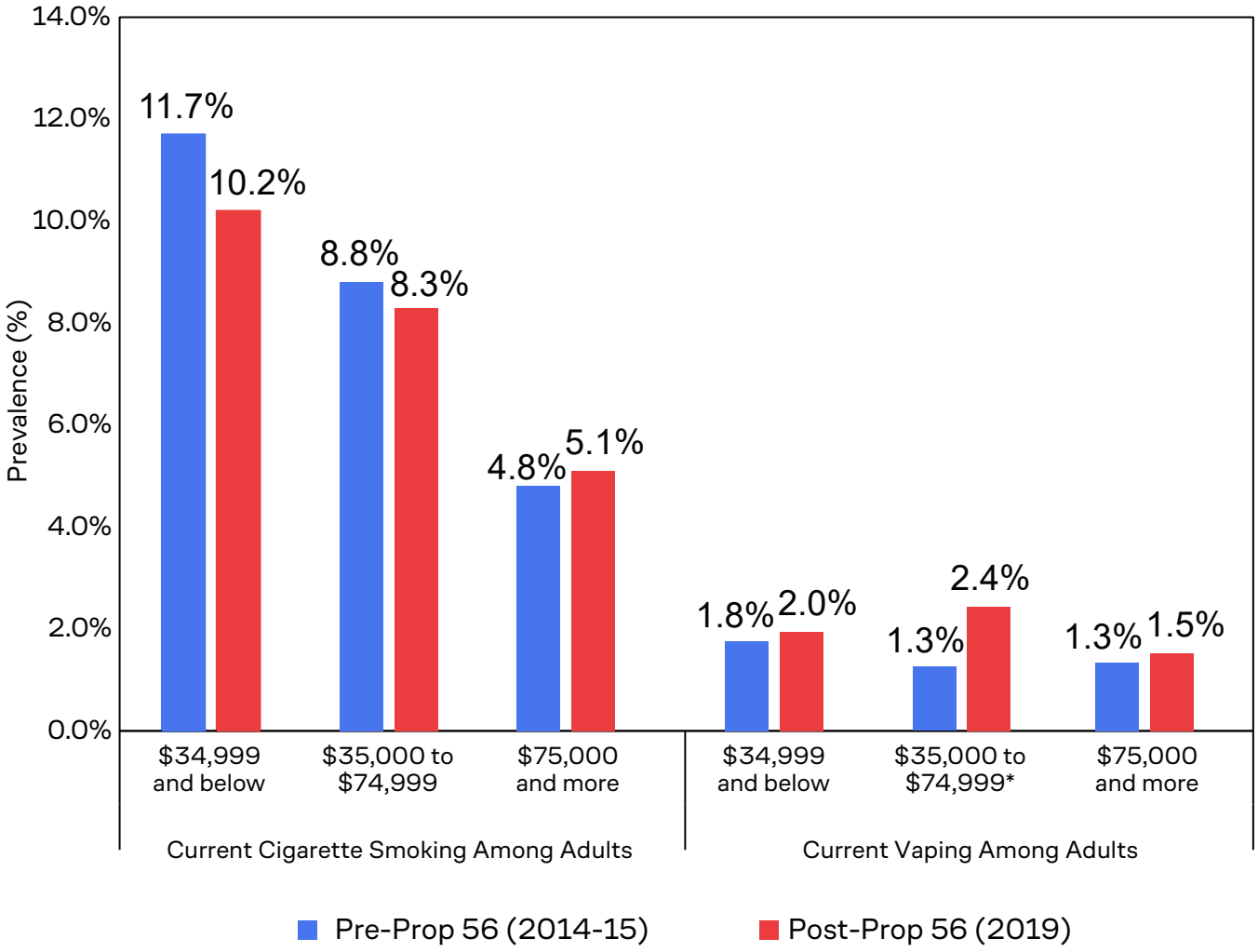
Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Adult current cigarette consumption is measured by the number of cigarettes smoked per day among those who reported smoking every day.

[ix] Income classifications were determined using definitions from the relevant datasets (TUS-CPS, CSTS-CYTS). Specific to the TUS-CPS, income is derived from a 3-level categorical variable related to the following question: "What is the household's total combined income over the past 12 months?" Response options include "$34,000 and below," "$35,000 to $74,999," or "$75,000 or more."

Current Vape Use Among Adults by Income

- As shown in **Figure 12**, from 2014-15 to 2019, there was a statistically significant increase in vape use among adults whose annual income ranged between $35,000 to $74,999 from 1.3% to 2.4%, respectively, from pre- to post-Proposition 56. There were no significant declines in current cigarette smoking among adults by income pre- and post-Proposition 56.

Figure 12: Current Tobacco Use Among Adults by Income, Pre- and Post-Proposition 56



Data Source: The Tobacco Use Supplement to the Current Population Survey (TUS-CPS)

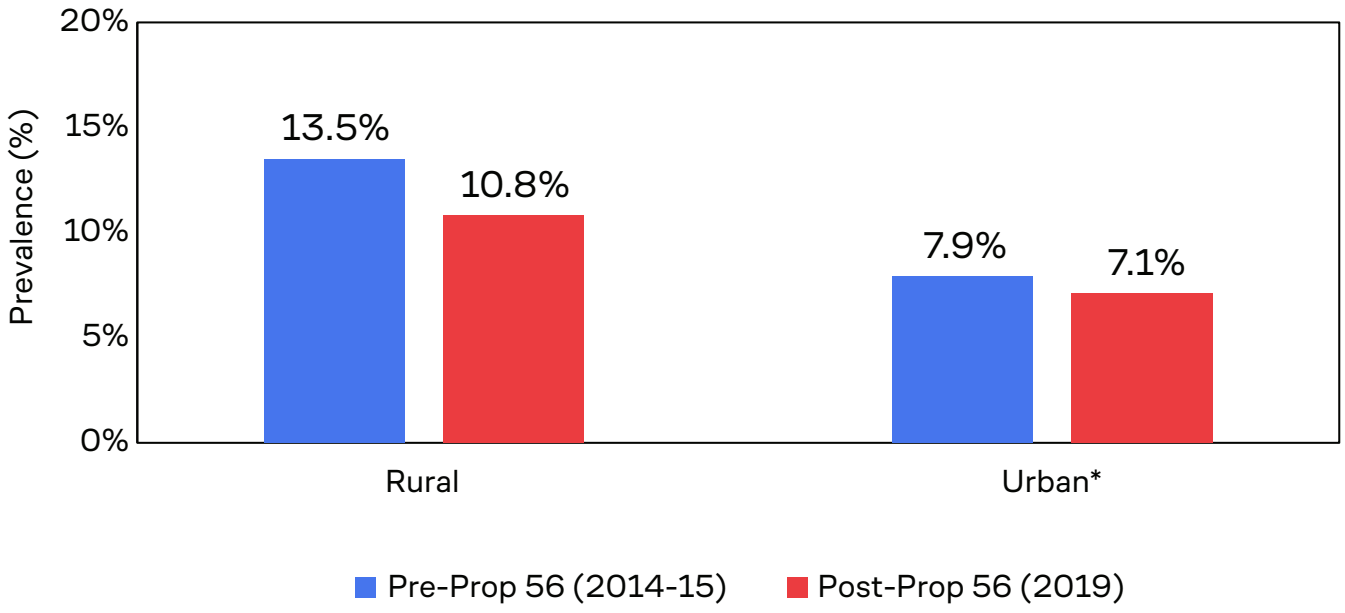
Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Adult current cigarette smoking is defined as respondents who indicated that they have smoked at least 100 cigarettes in their lifetime and currently smoke cigarettes every day or some days. Adult current vape/vaping is defined as respondents who reported having used vapes even once and currently vape every day or some days.

REDUCING DISPARITIES BY GEOGRAPHIC LOCATION, PRE- AND POST-PROPOSITION 56

Current Cigarette Smoking Among Adults by Geographic Location

- There were no significant declines in current cigarette smoking among adults by geographic location from pre- to post-Proposition 56 (**Figure 13**). However, adult smokers living in rural areas[x] had significantly higher rates of cigarette smoking in 2014-15 compared to those living in urban areas (difference = 5.6%). By 2019, the gap narrowed such that there was a smaller difference in cigarette smoking between rural and urban adult smokers (difference = 3.7%).

Figure 13. Current Cigarette Smoking Among Adults by Geographic Location, Pre- and Post-Proposition 56



Data Source: The Tobacco Use Supplement to the Current Population Survey (TUS-CPS)

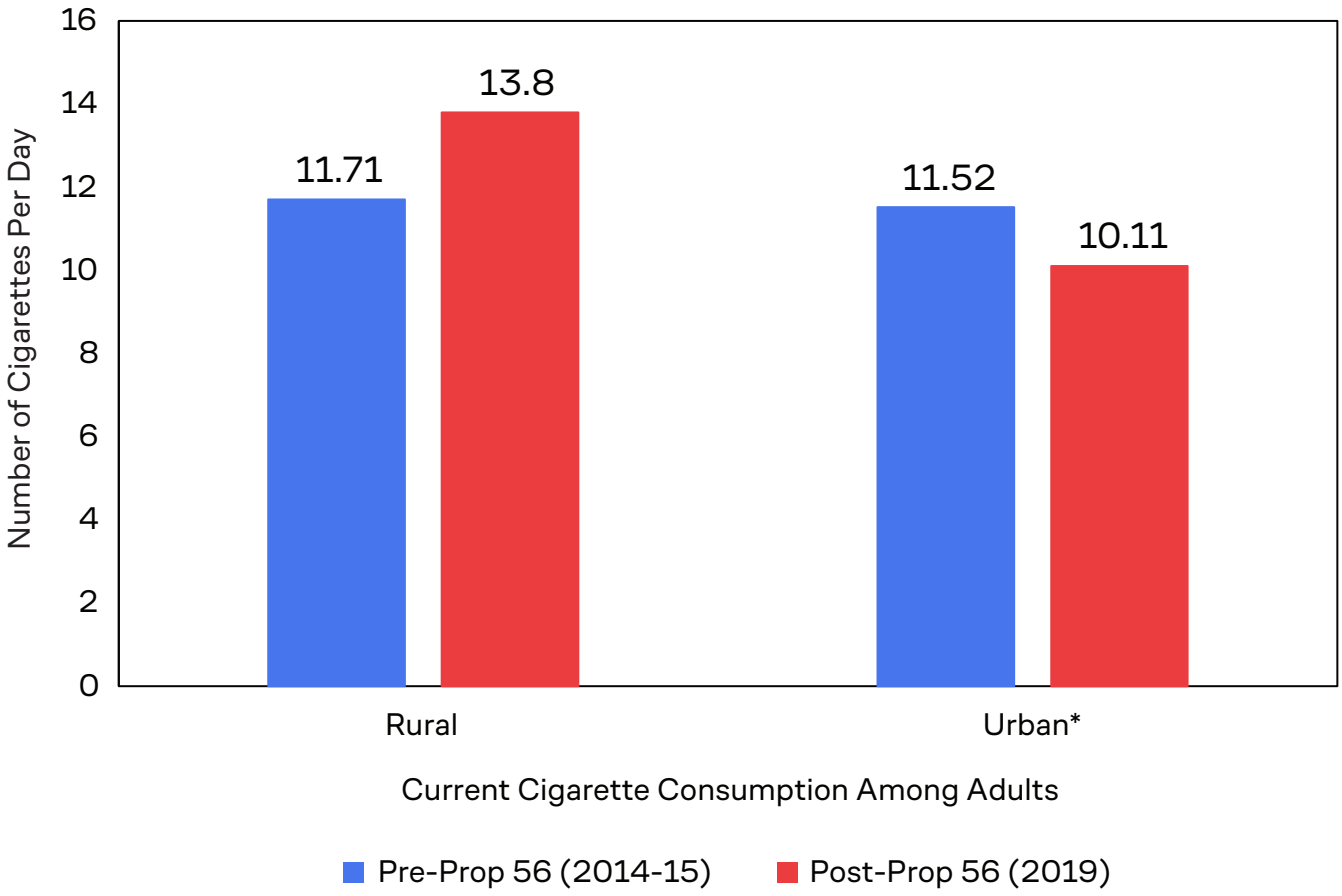
Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Adult current cigarette smoking is defined as respondents who indicated that they have smoked at least 100 cigarettes in their lifetime and currently smoke cigarettes every day or some days.

[x] Geographic location classifications were determined using definitions from the relevant datasets (TUS-CPS, CSTS/CYTS, PETS). Specific to the TUS-CPS, location is derived from a 2-level categorical question based on respondent's county of residence (urban vs. rural). Respondents were classified as living in either a metropolitan or non-metropolitan area, according to the US Census Bureau definitions (i.e., based on their proximity to a densely populated urban core). Some respondents were unable to be classified as their counties were not large enough to guarantee protection from deidentification and thus excluded from the analyses. Specific to the CSTS-CYTS, location was derived from the National Center for Education Statistics (NCES) definition of rurality which was used to code all respondents based on the rurality of their school's location. Options were collapsed into "urban" or "rural" areas. Specific to the PETS, location is ascertained from the U.S. Census Bureau 2016-2020 American Community Survey (categories include "Rural" and "Urban"). Rural and urban status were determined by population density per square mile (0-499: Rural, 500+: Urban).

Cigarette Consumption Among Adults by Geographic Location

- As shown in **Figure 14**, there was a significant decline in the average number of cigarettes smoked per day among adults residing in urban areas after the passing of Proposition 56, from 11.5 in 2014-15 to 10.1 in 2019. There was an increase in cigarette consumption among adults residing in rural areas pre- and post-Proposition 56; however, this was increase was not significant.

Figure 14: Cigarette Consumption Among Adults by Geographic Location, Pre- and Post-Proposition 56



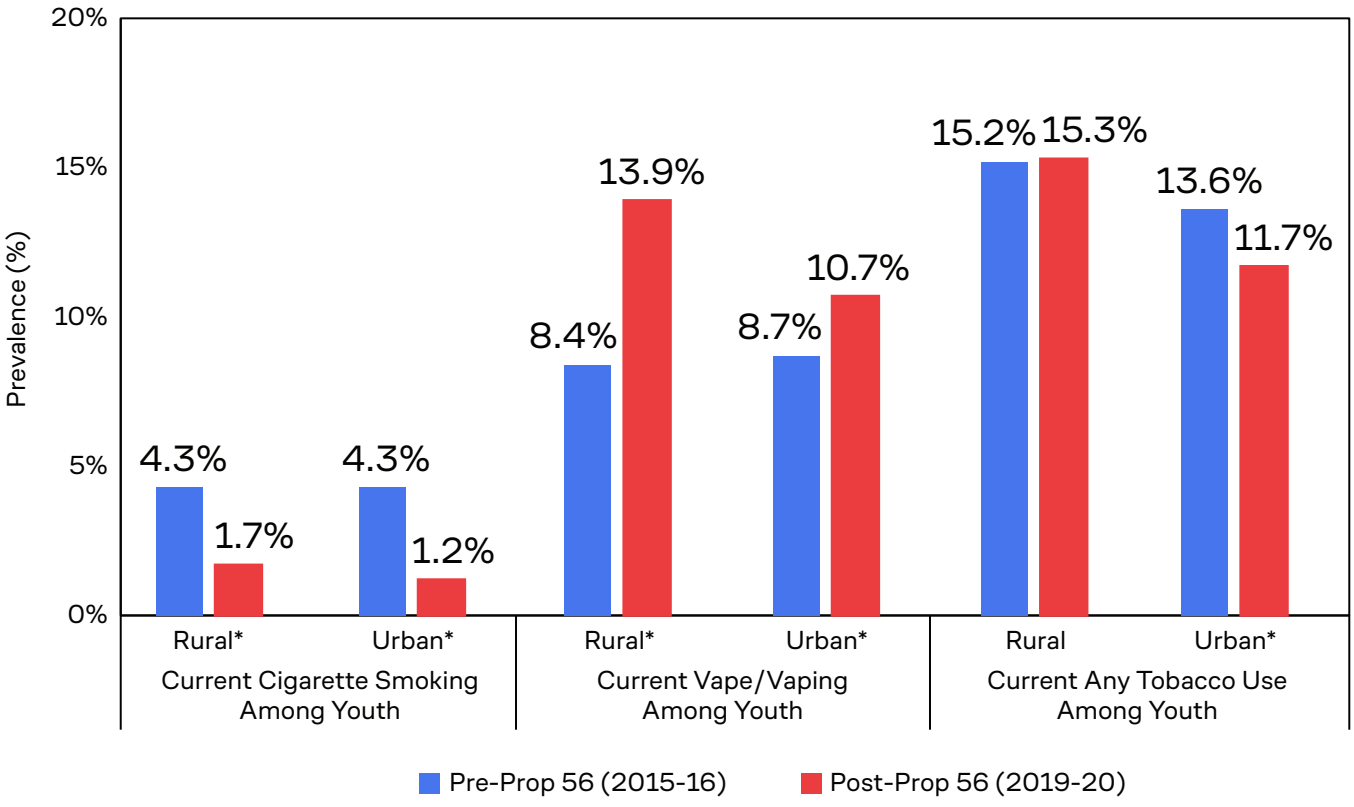
Data Source: The Tobacco Use Supplement to the Current Population Survey (TUS-CPS)

Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Adult current cigarette consumption is measured by the number of cigarettes smoked per day among those who reported smoking every day.

Current Tobacco Use Among Youth by Geographic Location

- Major declines in youth cigarette smoking were detected by geographic location pre- and post-Proposition 56. Among youth residing in urban areas, cigarette smoking prevalence significantly declined from 4.3% in 2015-16 to 1.2% in 2019-20 (**Figure 15**). Similarly, among youth residing in rural areas, cigarette smoking prevalence significantly declined from 4.3% in 2015-16 to 1.7% in 2019-20.
- As shown in **Figure 15**, rates of e-cigarette/vaping significantly increased from 8.7% in 2015-16 to 10.7% in 2019 -20 among youth residing urban areas. Similarly, rates of e-cigarette/vaping significantly increased from 8.4% in 2015-16 to 13.9% in 2019-20 among youth residing in rural areas. Thus, by 2019-20, the disparity in e-cigarette/vaping among youth between urban and rural youth had widened.
- Rates of any tobacco use among youth residing in urban areas significantly decreased from 13.6% in 2015-16 to 11.7% in 2019-20, while rates among youth residing in rural areas remained stable during this time period at approximately 15.3% (**Figure 15**). Thus, by 2019-20, the disparity in the use of any tobacco products between urban and rural youth had widened.

Figure 15: Current Tobacco Use Among Youth by Geographic Location, Pre- and Post-Proposition 56



Data Source: California Student Tobacco Survey (CSTS)

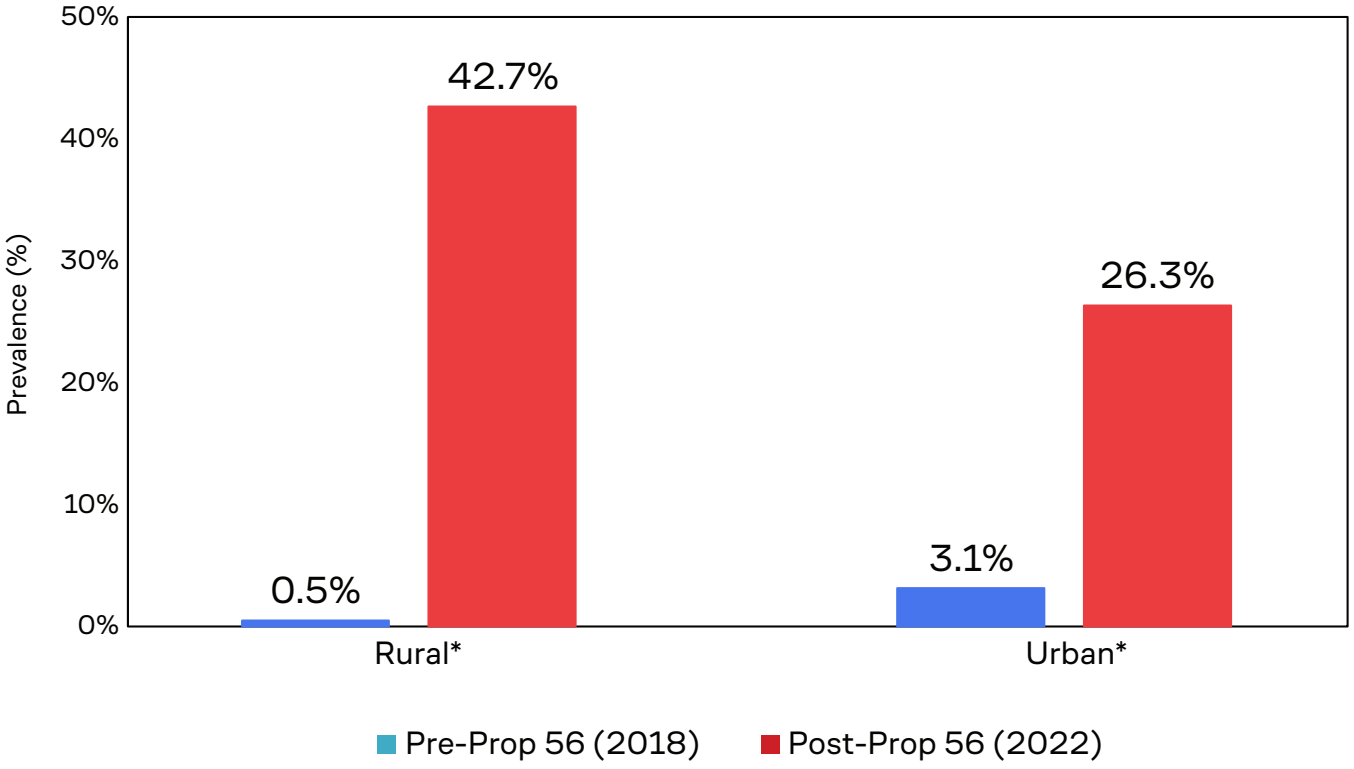
Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. Youth current cigarette use is defined as those who reported smoking cigarettes within the last 30 days. Youth current e-cigarette/vape use is defined as those who reported using e-cigarettes/vapes within the past 30 days. Youth current any tobacco use is defined as those who reported using any tobacco products (e.g., cigarettes, cigars, heated tobacco products, hookah, little cigars or cigarillos, smokeless tobacco products, or vapes) within the past 30 days.

POPULATION COVERAGE FOR LOCAL POLICIES BY GEOGRAPHIC LOCATION, PRE- AND POST-PROPOSITION 56

Population Coverage for Local Policies Restricting Flavored Tobacco Sales by Geographic Location

- **Figure 16** shows that there was a significant increase in population coverage restricting flavored tobacco sales among adults living in rural areas after the passing of Proposition 56, from 0.5% in January 2018 to 42.7% in July 2022. There was also a significant increase in population coverage restricting flavored tobacco sales among adults living in urban areas post-Proposition 56, from 3.1% in January 2018 to 26.3% in July 2022. Therefore, adults living in rural areas experienced a significantly greater rate of change compared to those living in urban areas, post-Proposition 56.

Figure 16: Population Coverage for Local Policies Restricting Flavored Tobacco Sales by Geographic Location, Pre- and Post-Proposition 56



Data Source: Policy Evaluation Tracking System (PETS)

Note: (*) Indicates a statistically significant change from Pre- to Post-Proposition 56. A jurisdiction is defined to have a local restricted flavored tobacco policy if it enacted/implemented any policy that restricts or ends the sale of menthol-flavored tobacco leaf products, vaped products, or combustible or noncombustible tobacco products in any venue/location. Population coverage is defined as the state level proportion of the adult population living in jurisdictions with restricted flavored tobacco policies.