

**Healthy Stores for a Healthy Community (HSHC)  
Campaign Key Informant Interview and Public Opinion  
Survey Statewide Summary Results of Minimum  
Package/Volume Size of Tobacco Products (1.2.7)**

By

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## Introduction

In Spring 2014 Local Lead Agencies (LLAs) funded by the California Tobacco Control Program conducted public opinion polls and key informant interviews with policy makers and retailers to better understand public sentiment on their Healthy Stores for a Healthy Community retail objective. This data was collected by 61 LLAs on one or more of 10 retail indicators for the Healthy Stores for a Healthy Communities Campaign.

Indicator	Number of LLAs funded to obtain objectives in the 2014-17 funding cycle
1. Tobacco Retail Licensing (3.2.1)	21
2. Content Neutral Advertising on Storefronts (1.1.18)	13
3. Menthol and Other Flavored Products (3.2.9)	9
4. Tobacco Retailer Density/Zoning (3.2.2)	8
5. Tobacco Free Pharmacies and Health Care Providers (3.2.7)	4
6. Minimum package/Volume size (1.2.7)	3
7. Tobacco Product Definition Update (3.2.12)	3
8. Store Exterior Marketing (1.1.2)	2
9. Healthy retailer Licensing (1.2.9)	2
10. Healthy Community/Retailer Incentives (1.2.8)	1

This report summarizes the results from Indicator # 6: Minimum Package/Volume Size (1.2.7).

## Methods

The Tobacco Control Evaluation Center (TCEC) aggregated data from LLA's public opinion surveys (POS) on each of these 10 indicators (not all LLA's asked questions related to these indicators), and conducted a descriptive statistical analysis of the aggregated data using Strata, a statistical software package. Survey data was pulled from TCEC's master account with Survey Analytics, which stores all data collected by LLAs using the SurveyPocket mobile data collection app. Because LLAs did not ask the same set of questions on demographics or smoking status, TCEC was unable to complete any sub-group analyses (i.e., comparison of support for ENDD legislation).

The California Tobacco Control Program provided copies of the LLA progress reports which included summaries of key informant interviews (KII's) conducted with policy makers and other local key informants. The summaries were loaded onto NVIVO, a qualitative analysis software package, and coded

by the key indicators as well as related emerging themes. Many key informant interviews also included closed-ended questions on support or opposition to tobacco control legislation for retailers. We entered responses to the closed-ended questions into Excel in order to calculate descriptive statistics. Progress report summaries varied in length, detail, and presentation, and so TCEC was not able to discern with any accuracy the various roles of the KII respondents. We can only report that KII respondents included a variety of local policy makers and leaders, including city council members, county board of supervisors, leaders of religious and non-profit organizations, and tobacco retail owners and managers.

TCEC analyzed the results of the POS and KII's using a mixed methods approach, analyzing them jointly to answer the following research questions for each indicator:

1. What are the opinions of the public and key informants about legislation regarding this indicator?
2. Does public opinion coincide with the opinion of key informants, especially policy makers, on this indicator?
3. What factors, according to the public and/or policy makers, constitutes barriers and what would facilitate the adoption of policies related to this indicator?

## Results

The purpose of the minimum package/volume size indicator is to measure the number of jurisdictions covered by a public policy that establishes a minimum package or volume size for tobacco products (e.g., cigarettes, cigars, smokeless tobacco, dissolvable tobacco, pipe tobacco) and/or that eliminates the sale and distribution of individual or small unit packages of tobacco products. The goal of the HSHC campaign is to increase the number of jurisdictions that legislate type and volume size of tobacco products.

Analysis of the POS and KII data was analyzed separately here.

### **Key Informant Interviews (KII) on Minimum Package/Volume Size Tobacco products**

Thirty-one (31) Counties or Local Lead Agencies (LLA) interviewed key informants to gauge their thoughts on regulating the type and package size of tobacco products that can be sold. For example, limiting the

ability to purchase single cigarettes or cigarillos, which are attractive to the youth as well as easier to buy due to price. Of the 185 key informants that were interviewed, 116 (63%) key informants were in favor of regulating the type and package size of tobacco products that can be sold. Although we cannot say for certain that the informants would be in favor of regulating just package size of tobacco products because of the phrasing of the question, based on the comments of the informants it would be safe to think that if asked about the regulation of package size alone responses would be similar.

**Table 1: Responses to Type and Package Size Regulation of Tobacco Products by Key Informants**

Do you support regulating the type and package size of tobacco products that can be sold (for instance, restricting flavored tobacco because it is attractive to young people or selling single cigarillos because youth can more easily afford them)?		
Yes	No	Neither*
116 (63%)	56 (30%)	13 (7%)

Neither\* = Neither/Unsure/Undecided/Don't Know/Refused/Maybe/Skipped

Comments from key informants include, “It would be harder for people to pay for a carton and it might help encourage quitting”. Another informant stated, “Increasing the package size [of tobacco products] to make it a little bit more expensive for children to afford them”. The informants see youth as the main benefactors from the proposed regulation of type and package size of tobacco products. An interesting comparison by an informant is the comparison to beer. “Yes. Another safety issue, compare it to alcohol, you cannot buy just one beer”, the informant states.

Although the majority of the comments were in support of regulating the type and package size of tobacco products sold, some comments were against the regulation. One key informant mentioned that there needs to be more consistency in regulation of products overall, then gave the example that a minimum package size exists for cigarettes but not for cigars/cigarillos. Another informant stated, “If tobacco is seen by youth as rebellious or as a trend, it doesn’t matter what you do to regulate the amount”. Finally, one informant responded, “No. It is the family’s responsibility to educate their children not to use tobacco.” There is an agreement among key informants that tobacco companies are targeting youth with flavored products and smaller packages but there is some disagreement about whether or not these products should be regulated or if individual responsibility and education should be relied upon to keep youth from using tobacco.

**Public Opinion Survey (POS) on Minimum Package/Volume Size of Tobacco Products**

Thirty-seven (37) Counties asked, “Would you support or oppose a law that makes it illegal to sell single cigarillos, or small amounts of other tobacco products?” a majority of the public was supportive of such law. Of the 4245 individuals who were polled from the public, 2217 (52%) were in support of this type of law.

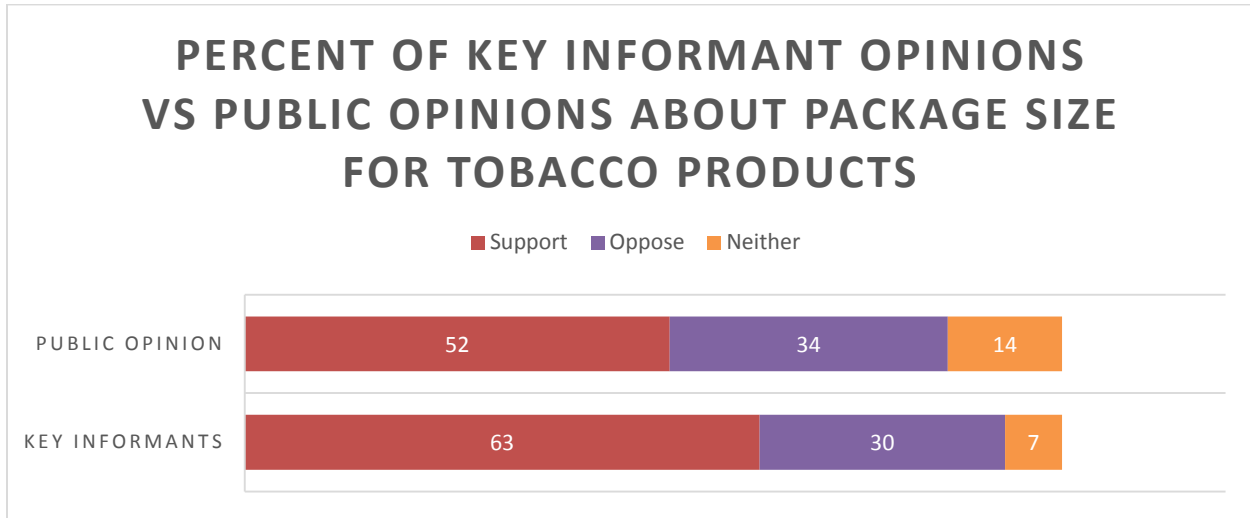
**Table 2: Response to a Law making it Illegal to Sell Single Cigarillos**

Would you support or oppose a law that makes it illegal to sell single cigarillos, or small amounts of other tobacco products?		
Support	Oppose	Don't Know
2217 (52%)	1433 (34%)	595 (14%)

**Does public opinion coincide with the opinion of key informants, especially policy makers, on this indicator?**

The question posed to key informants is not the same question that was asked to the public. The key informants were asked about the regulation of the type and package size of tobacco products sold while the public opinion question asked if they would support or oppose a law that makes it illegal to sell single cigarillos or small amounts of other tobacco products. Although the two questions differ, they both refer to the volume size and package size indicator. Examining the results with the indicator in mind, the public opinion and key informant opinion do coincide with each other.

**Figure 1: Percent of Key Informant Opinions vs Public Opinions about Package Size for Tobacco Products**



\*Key Informant questions asks about support for regulating type and package size of tobacco products while public opinion poll asks about support for legislation package size of tobacco products.

### Anticipated barriers to legislation

There are a number of barriers that would hinder the adoption of policies related to package and volume size of tobacco products. One barrier to the adoption of policies related to package size and volume size is that there are inconsistencies in the regulation of products, as stated by a key informant. The informant went on to give the example that a minimum package size exists for cigarettes, but not cigars/cigarillos. Another key informant mentions that the city council's view is the biggest barrier to regulating the type of tobacco products and the package size. The greatest barriers to regulating tobacco, alcohol, food & beverage sales and advertising are "...competing priorities. Also hard to compete with tobacco industry giants", according to a key informant. Lastly, a key informant states that he believes a barrier to adopting policies that regulate sales and package size would be public opinion, in particular the small mom and pop shops. This is contrary to our public opinion survey which shows that the majority of the public would support a law that makes it illegal to sell single cigarillos, or small amounts of other tobacco products.

There are a few factors that key informants mentioned would facilitate the adoption of policies related to package and volume size of tobacco products. One informant mentions that a presentation on Ad

Campaigns and catchy packages was very educational. Another factor would be to hold cigars to the same standards as cigarettes. If cigarettes are regulated to 20 per pack, cigars should be held to the same standard.

## Study Limitations

One limitation to this study is that the data does not reflect the entire state. Only 31 of the 61 public health departments in the state asked the questions or had key informants that answered the question regarding minimum package/volume size on tobacco. Only 37 of the 61 public health departments had results for the public opinion survey. In addition, the respondents for the POS and KIIs were not selected randomly, and so the results do not necessarily represent the opinions of the public or policy makers in the counties where data was collected. Another limitation is that the both minimum package size and volume size were asked in the same question. Some respondents may be in favor of one and not the other, which can lead to “no” answer even if it is only for a portion of the question.

## Conclusion

Sixty-three percent (63%) of policy makers and opinion leaders support the idea of regulating the type and package size of tobacco products that can be sold. The city of Berkeley and Contra Costa County had 100% of their key informants support the idea of regulating the type of tobacco product and package size. In the public opinion survey, Merced County was the only county with 100% support in the public opinion poll for a law that makes it illegal to sell single cigarillos, or small amounts of other tobacco products. The perceived challenges and barriers include inconsistencies in the current regulations, views of policy makers, competing priorities and public opinion. Lastly, presentations of campaigns and holding cigars to the same regulations as cigarettes would facilitate the adoption of policies related to package and volume size of tobacco products.

## Appendix 1

### List of counties that asked about minimum package/volume size

Key Informants	Public Opinion
Alameda	Amador
City of Berkeley	City of Berkeley
Colusa	Butte
Contra Costa	Colusa
El Dorado	Contra Costa
Fresno	Imperial
Glenn	Inyo
Inyo	Kern
Kern	Kings
Kings	Lake
Madera	Lassen
Mariposa	City of Long Beach
Mendocino	Madera
Modoc	Mariposa
Mono	Merced
Nevada	Modoc
Orange	Nevada
City of Pasadena	City of Pasadena
Placer	Placer
Plumas	Plumas
Riverside	Riverside
Sacramento	Sacramento
San Luis Obispo	San Benito
Santa Cruz	San Bernardino
Sierra	San Diego
Siskiyou	San Francisco
Solano	San Luis Obispo
Sutter	San Mateo
Ventura	Santa Cruz
Yuba	Shasta
	Sierra
	Siskiyou
	Tehama
	Tulare
	Ventura
	Yolo
	Yuba