

Youth Tobacco Purchase Survey

Santa Cruz County

August 2010

Sales rate to minors is up!

The countywide rate has increased from 17% to 27% between March 2008 and August 2010. This is 3X higher than the current statewide rate. The rate for the unincorporated area is the highest in the county: 42%.

Stores Near School

At least 19 stores that sold are within walking distance to a school. Language can be included in a tobacco retail licensing ordinance to limit retailers near schools.

2010 Sales rate by jurisdiction

Location	% Stores sold tobacco to a minor
Countywide	27%
Unincorporated area	42%
Santa Cruz	26%
Capitola	18%
Watsonville	10%

2010 Unincorporated Area by Neighborhoods

Unincorporated Neighborhoods	% Stores sold tobacco to a minor
Live Oak	47%
Soquel	67%
Aptos & La Selva	50%
Freedom & Corralitos	45%
San Lorenzo Valley	20%