

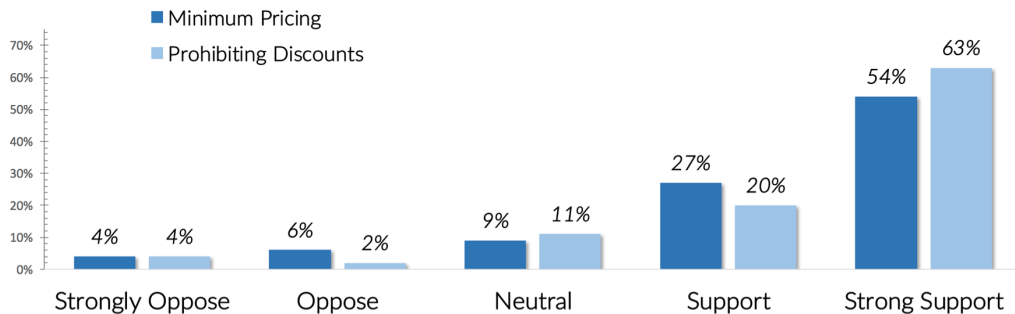
Survey Analysis: Minimum Pricing Policy

Youth Policy Leaders is helping underprivileged and vulnerable communities defend themselves from targeting by the tobacco industry. Our youth are leading the way to health equity by researching, designing, and advocating for new tobacco protections and policies for San Francisco County.

There is a direct link between tobacco pricing and its impact on public health. When tobacco costs more, less people start smoking and more people quit. For example, a 10% increase in price would be expected to reduce tobacco use by up to 4%. YPL is advocating two strategies that would complement state and federal excise taxes: (1) a minimum price for cigarettes and other tobacco products, and (2) a prohibition on industry discounting tactics.

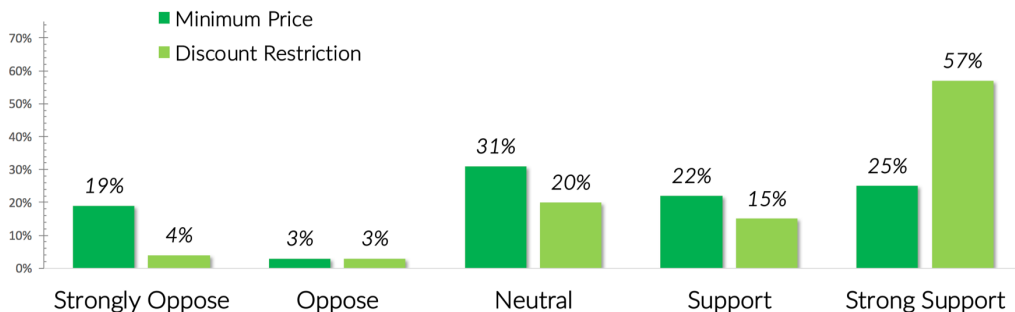
YPL youth surveyed 364 people across 20 neighborhoods, asking both youth and adults for their thoughts on price control policies for tobacco. Out of 150 adults, 83% supported a policy restricting discounts, while 81% supported setting a minimum price for all tobacco products in San Francisco.

Adult Support for Tobacco Control in San Francisco



Out of 214 youth aged 16-24, 82% supported a policy restricting discounts, but only 47% supported setting a minimum price for tobacco products.

Youth Support for Tobacco Control in San Francisco



Conclusion:

Regardless of age, ethnicity, or zip-code, the majority of youth and adults polled believe that tobacco companies target youth and that the tobacco industry should have price regulations in San Francisco.

We believe the differences in support for minimum pricing between youth and adults is due to the fact that youth are generally less familiar with concepts in economics and public policy.