

BACR Youth Policy Leaders

April 2017 Survey Insights

- Background information
- Designing the survey
- Findings and analysis
- Lessons learned

Activity Description

The standardized poll will be administered to 150 youth and 150 adults and will contain questions about: support for a minimum pricing law and its perceived impact on the survey respondent's behavior related to purchasing the products.

The Project Evaluator will work with the youth volunteers to design the poll to also ask additional questions about survey respondents':

- patterns of initiation and use of tobacco/ENDDs
- feelings about their tobacco/ENDDs use
- what facilitates their tobacco/ENDDs utilization
- barriers to quitting

Questions will also be asked about respondent's exposure and reaction to media and/or other educational efforts related to minimum pricing of tobacco/ENDDs.

Sample Size: 300

Data Collection Method: Face-to-face

Method to Analyze Findings: Survey data will be analyzed to determine level of support for minimum pricing policies. Results of the poll will be analyzed using normative statistics, frequencies, mean and standard deviation. The analysis will include differences between youth/adults, and depict changes on all survey items, and take particular note of changes in purchase behavior as media and other educational efforts are underway.

Designing the Survey

- Gathering qualitative and quantitative data.
 - Quantitative data helps us discover facts by measuring things with numbers and statistical analysis.
 - Qualitative data helps us understand human behavior by using interviews and observations to record the informant's perspective.

Section 1: Identifying the informant's smoking history

- These questions give us both qualitative and quantitative data, although our final analysis will try to reduce all responses down to numbers.

Section 2: Discovering the informant's opinions

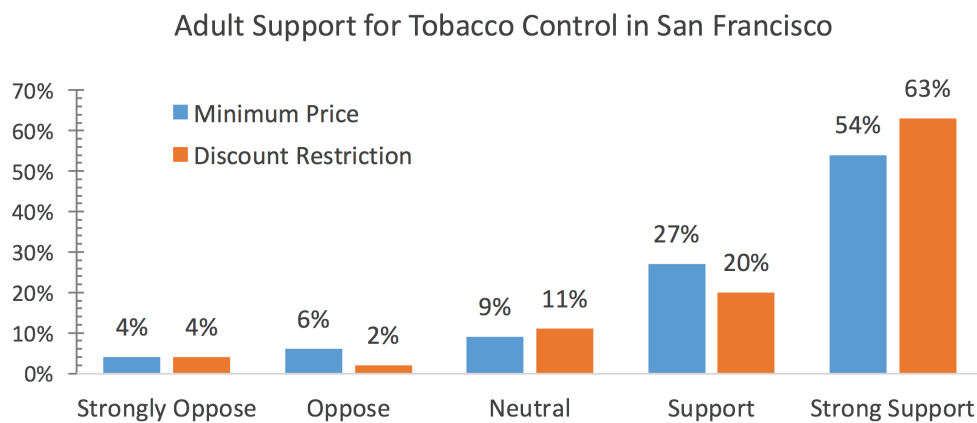
- *Do you use tobacco coupons?*
 - This probably should have been put in Section 1.
- *Do you believe tobacco companies target youth?*
 - This is the first of three questions about the informant's attitude toward our policy proposals. We believe the public's opinion on this subject should inform support for minimum pricing policy.
- *Would you support a policy that sets a minimum price for tobacco products?*
- *Would you support a policy that limits tobacco promotions and coupons?*
 - We used a five-part version of the "Likert" rating scale to poll public opinion.

Section 3: Demographic data

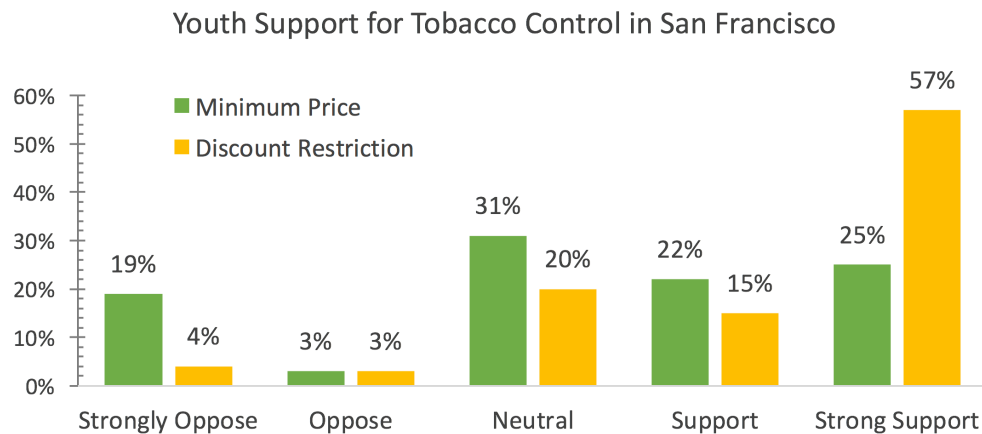
- *Age, zip-code, neighborhood, gender, and ethnicity*
 - We figured it could be useful to know which communities our informants represented. Communities can exist based on individual identity as well as geographic location.

Analysis of Findings

- We polled 364 people in San Francisco 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.



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



- Regardless of age, ethnicity, or zip-code, the majority of both 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 difference in support for minimum pricing policy between youth and adults is due to the complexity of the concept and the fact that youth are generally less familiar with economics and public policy.

Lessons Learned

- Choosing a location
 - We recommend you spend a lot of time thinking about where you are going to conduct your survey. For example, if you need to track the opinions of local residents, stay away from areas with lots of commuters and tourists.
 - Spreading out will help you diversify your data and make it more influential to key stakeholders and decision-makers.
- Refining your approach
 - Most people will not want to talk to you, especially if you have a clipboard. You can help your odds by developing a quick and informative introduction.
 - We practiced on each other before going into the field and developed the following approach: *Do you have less than a minute to answer some questions about tobacco use in San Francisco?*
 - Think about who you're approaching before you do so, match their speed, and try to seem curious and helpful rather than eager and sales-pitchy.
- Handling rejection
 - As mentioned, most people will not want to talk to you, so persistence is key. A positive attitude is also important and it can be challenging to maintain.