

# Results from the 2009 Youth Tobacco Purchase Survey

TOBACCO SALES TO MINORS FALL TO ALL-TIME LOW

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Findings from the 2009 Youth Tobacco Purchase Survey (YTPS) show that the rate of illegal tobacco sales to minors dropped from 12.6 percent to 8.6 percent, the lowest rate since the California Department of Public Health first started monitoring the illegal sales to minors in 1995.

As part of the Stop Tobacco Access to Kids Enforcement (STAKE) Act, CDPH monitors and assesses California's illegal sales rate to minors and conducts ongoing compliance checks. The assessment of the illegal sales rate to minors is done via the annual scientific YTPS. Random onsite inspections are conducted at retail sites with assistance from youth decoys 15 and 16 years of age.

The 2009 survey found that retail outlets commonly associated with the selling of tobacco products, such as grocery, drug, tobacco, liquor, or gas stations, sold at an all-time low of 8.5 percent. Drugstores/pharmacies had the lowest rate of illegal sales a 2.3 percent. Despite the overall drop in illegal sales statewide, the survey found sales in certain retail outlets remain high. Non-traditional retail stores, such as doughnut shops, discount stores, or deli/meat markets, were found on average to sell tobacco to minors at 13 percent. The highest rate of illegal sales occurred at doughnut shops at 21.6 percent and tobacco shops at 21.1 percent.

70.9 percent of stores surveyed had the STAKE Act age-of-sale warning signs posted, which is higher than the 2008 rate of 52.3 percent.

The decline in illegal sales is attributed to a variety of factors including the increased price of cigarettes, strong local tobacco retailers licensing laws, state and local enforcement plus ongoing public education via media ads placed on television and on major motion picture DVDs. The California STAKE Act requires that tobacco retailers post a warning sign at each point-of-sale stating that selling tobacco to persons under 18 years of age is illegal and subject to penalties. Customers may call (1-800-5 ASK-4-ID) to report underage tobacco sales.

[2009 YTPS Press Release](#)

[Sales charts](#)

Learn more about California's anti-tobacco efforts visit: [www.TobaccoFreeCA.com](http://www.TobaccoFreeCA.com)

