

# Healthy Stores for a Healthy Community (HSHC) Campaign Key Informant Interview and Public Opinion Survey Statewide Summary Results of Store Exterior Marketing



## 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 LLA's 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 # 8: Store Exterior Marketing 1.1.2

## 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). 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 retailer incentives among smokers and non-smokers).

The California Tobacco Control Program provided copies of the LLA progress reports, which included summaries of key informant interviews (KIIs) 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. 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 KIIs 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 an incentive program?
2. Does public opinion coincide with the opinion of key informants, especially policy makers, on this indicator?

## Results

While the Lee Law has restricted advertising from covering more than 33% of storefront windows, there continues to be a challenge on enforcement. There are also no restrictions on the contents of the advertise-

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ment. During the summer of 2014 several counties throughout the state of California asked the opinion on storefront advertising from the general public as well as key community leaders and decision makers. A total of 4 counties included a question on exterior marketing on their Public Intercept Survey and 35 counties asked their community leaders for their stance of support or opposition to reducing the percentage of storefront signage.

Napa, San Francisco, San Mateo and Solano posed questions regarding storefront advertising. Napa County posed the following question: “Currently, state law limits advertising for alcohol on windows and doors of stores to no more than 33% of the space. Would you support a policy that would reduce the maximum amount of space for alcohol advertising from 33% down to 15%?” The question was asked of 171 individuals, of which 117 (68%) supported reducing advertising from 33% to 15%, while 18 (11%) opposed and 36 (21%) had no opinion.

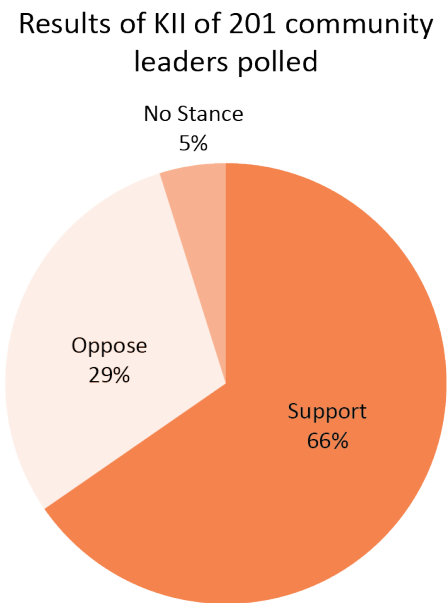
San Francisco County asked “Would you support or oppose strengthening existing sign laws that would reduce the overall amount of advertisements on storefront windows regardless of product?” San Francisco asked 195 county residents, of which 139 (71%) supported the policy change, 35 (18%) opposed, and 21 (11%) had no opinion.

San Mateo County asked “Current law prohibits stores from having more than 30% of their windows being covered with signage (advertising and information). Would you support or oppose greater enforcement of this law?” San Mateo polled 169 county residents, of which 124 (73%) supported the policy change, 9 (5%) opposed and 36 (21%) had no opinion.

Solano County asked “Stores often place advertising on their storefront windows and doors. Would you support or oppose a law limiting the amount of advertising on windows and doors to 20%?” Solano County polled 167 county residents, of which 128 (77%) supported the policy change, 25 (15%) opposed, and 14 (8%) had no opinion.

In conjunction with the Public Intercept Survey counties in California conducted a series of key informant interviews (KII) of community leaders and decision makers. 35 Counties included the following question in their (KII): “California’s ‘Lee law’ currently limits the amount of signage that alcohol retailers can display on their windows to no more than 33% of the storefront. Are you in favor of reducing storefront signage even further?”

The 35 counties received a total 201 respondents. The statewide results yielded 132 (66%) of key informants in favor of reducing signage, 59 (29%) opposed and 10 (5%) with no opinion.

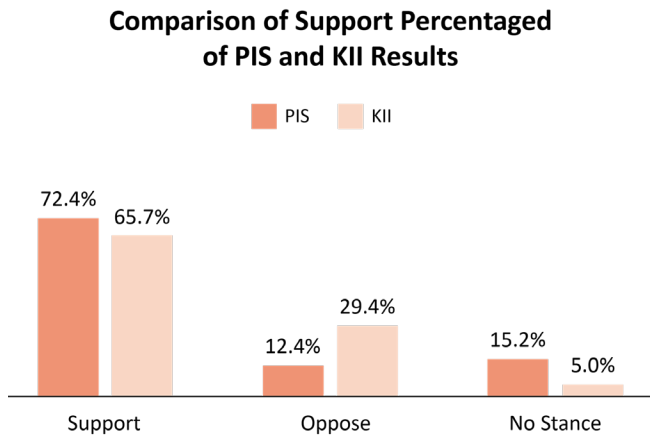


**Figure I. Statewide Key Informant Interview Results**

Of all the counties surveyed in the KII and PIS, Napa and Solano polled both the public and key community members. Napa county polled five community leaders, of which 2 (40%) supported a policy decreasing the percentage of signage, 1 (20%) opposed the policy and 2 (40%) had no opinion. Solano County polled three community leaders, 2 (66%) supported the policy, and 1 (33%) opposed the policy.

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Figure II. State wide comparison of PIS and KII results



**Conclusions**

Overall there is statewide support from both the public and community leaders for strengthening store exterior marketing regulations. The support is stronger with the public, while the opposition is stronger with community leaders at a statewide level.

**Limitations**

The largest limitation is the small number of Counties, which included Storefront Advertising in their Public Intercept Surveys. Secondly the lack of uniformity in the question makes a cross comparison difficult, however the questions were deemed similar enough to include in a statewide comparison.

**Appendix 1**

List of counties that asked about storefront advertise-  
ment

Key Informants	Public Opinion
Amador	Napa
City of Berkeley	San Francisco
El Dorado	San Mateo
Fresno	Solano
Inyo	
Kern	
King	
Lake	
Los Angeles	
Mariposa	
Mendocino	
Merced	
Modoc	
Mono	
Nevada	
City of Pasadena	
Placer	
Plumas	
Riverside	
Sacramento	
San Luis Obispo	
San Mateo	
Santa Barbara	
Santa Clara	
Sierra	
Solano	
Sutter	
Tehama	
Trinity	
Yuba	