

Healthy Stores for a Healthy Community

2016 Data Findings for Santa Clara County



Public Opinion Poll Data Findings - Santa Clara County (SCC) ⁱ	Easy		Difficult		Don't know	
	2013	2016	2013	2016	2013	2016
Availability of products						
Cigarettes	84.1%	93.1%	6.9%	4.3%	9.1%	2.6%
E-cigarettes	44.1%	63.8%	22.9%	21.0%	33.1%	15.1%
Cigarillos	57.5%	71.9%	15.3%	13.7%	27.2%	14.4%
Chewing tobacco	61.8%	51.3%	15.8%	29.8%	22.4%	18.9%
Flavored tobacco	42.5%	54.1%	20.1%	30.0%	37.5%	15.9%
Beer	85.9%	94.6%	10.1%	4.3%	4.1%	1.2%
Malt liquor	77.0%	71.6%	13.0%	17.3%	10.1%	11.1%
Alcopops	61.5%	80.9%	17.2%	11.4%	21.3%	7.8%
Novelty alcoholic beverages	n/a	38.1%	n/a	40.4%	n/a	21.5%
Water	n/a	99.3%	n/a	0.7%	n/a	0.0%
Sugary drinks	98.8%	99.8%	0.7%	0.2%	0.5%	0.0%
Sports drinks	97.1%	97.2%	0.7%	2.4%	2.2%	0.5%
Energy drinks	96.2%	97.2%	0.7%	1.0%	3.1%	1.9%
Non-fat/low-fat milk	94.5%	78.3%	4.8%	20.8%	0.7%	1.0%
100% juice	77.8%	68.8%	18.7%	30.5%	3.6%	0.7%
Whole grain products	86.6%	74.9%	10.8%	24.8%	2.6%	0.2%
Fresh fruit	89.2%	91.0%	10.3%	9.0%	0.5%	0.0%
Fresh vegetables	89.2%	86.3%	10.8%	13.5%	0.0%	0.2%
Canned or frozen fruit	90.1%	93.6%	7.5%	4.7%	2.4%	1.7%
Canned or frozen vegetables	92.3%	94.3%	6.8%	4.3%	1.0%	1.4%

n/a = not asked in 2013

Product Types	Always allowed		Allowed only on the inside of the store		Allowed only on the outside of the store		Allowed, but only in places that are hard for children to see		Not allowed at all		Don't know	
	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016	2013	2016
Tobacco	12.5%	5.7%	16.3%	22.7%	1.7%	0.7%	36.9%	34.5%	30.7%	35.9%	1.9%	0.5%
Alcohol	13.0%	9.0%	21.8%	28.4%	1.9%	0.5%	41.5%	39.2%	20.4%	22.9%	1.4%	0.0%
Sugary drinks	34.3%	29.6%	23.0%	30.5%	2.9%	2.8%	23.5%	20.8%	14.4%	15.6%	1.9%	0.7%
Junk food	30.6%	27.7%	24.8%	32.2%	2.9%	2.8%	22.1%	19.9%	18.2%	17.0%	1.5%	0.5%

Healthy Stores for a Healthy Community 2016 Data Findings for Santa Clara County



Public Opinion Poll Data Findings - Santa Clara County ¹ Policy	Support		Oppose		Don't know	
	2013	2016	2013	2016	2013	2016
Ban pharmacies from selling tobacco	n/a	80.4%	n/a	18.2%	n/a	1.4%
Ban price discounts on tobacco products such as two packages for the price of one	56.7%	67.4%	33.3%	30.5%	10.0%	2.1%
Requiring storeowners to buy a local license to sell tobacco products including e-cigarettes.	71.7%	87.7%	17.7%	11.4%	10.7%	1.0%
Ban the sale of flavored tobacco products like menthol cigarettes and fruit flavored little cigars.	51.1%	62.0%	33.6%	33.1%	15.3%	5.0%
Prevent stores near schools from selling tobacco products including e-cigarettes.	84.7%	87.9%	11.9%	10.2%	3.4%	1.9%
Only allow the sale of tobacco products in adult-only tobacco stores.	n/a	82.7%	n/a	15.6%	n/a	1.7%
Illegal to sell small amounts of tobacco like single cigarillos or other tobacco products in packs of one.	n/a	61.2%	n/a	34.8%	n/a	4.0%
Limits where stores that sell tobacco can be located within a community (ex. within 500 ft. from existing tobacco retailers).	73.0%	74.5%	20.0%	19.9%	7.1%	5.7%
Ban marketing of unhealthy products in stores to children	74.3%	75.7%	20.8%	21.0%	4.9%	3.3%
Incentivize stores that adopt healthy changes such as reducing the number of unhealthy products and increasing health products.	78.3%	85.3%	11.9%	12.5%	9.7%	2.1%
Require a government safety warning label to be placed on beverages with added sugars?	n/a	91.7%	n/a	7.3%	n/a	1.0%

n/a = not asked in 2013

If a government safety warning label was included on all sugary drinks would you purchase fewer of those beverages?	Definitely yes	Probably yes	Probably no	Definitely no	Don't know
2013	n/a	n/a	n/a	n/a	n/a
2016	28.6%	49.2%	18.0%	3.1%	1.2%

n/a = not asked in 2013

If stores were rated for instance by giving 5 stars to the healthiest stores and 0 stars to the unhealthiest stores would you be more likely to shop at a store with a high rating?	Yes, I would be more likely to shop there	No, I would not be more likely to shop there	I am not sure if I would pay attention
2013	65.3%	8.1%	26.7%
2016	61.2%	8.8%	30.0%

¹ Only Santa Clara County residents participated in the survey. Surveys were collected in public places throughout Santa Clara County which included shopping plazas, libraries, and parks.