

HIGHLIGHTS OF THE SANTA MARIA BUSINESS LEADERS' SURVEY
Leaders interviewed about Tobacco and Alcohol Advertising at Promotional Events
Santa Barbara County Local Lead Agency - Tobacco Prevention Settlement Program
JUNE 2003

What was our purpose?

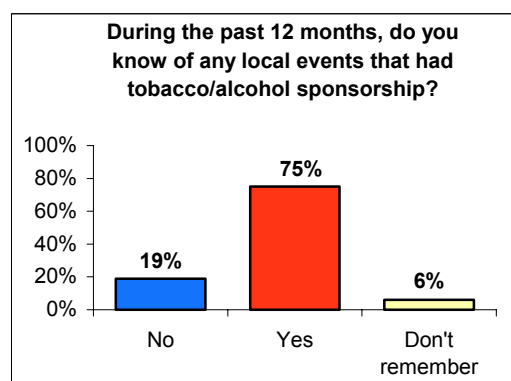
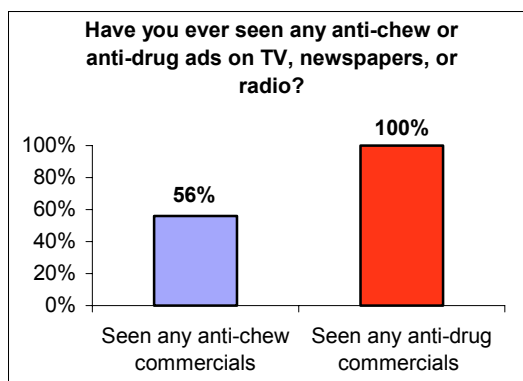
This survey was designed to obtain the views of Santa Maria business leaders about the influence of tobacco and alcohol advertising and their sponsorship/presence at promotional family events such as the Elks Rodeo. The surveys were conducted in May and June of 2003.

Who participated in the survey?

A total of 16 business leaders took part in this survey. Business leaders were selected for participation in the survey based on their company's previous advertisement in the program or sponsorship of the Elks Rodeo. Appointments with participants were made over the phone by three high school aged surveyors. These surveyors then conducted face-to-face interviews that lasted 10 to 20 minutes. Of the total number of businesses, 38% (n = 6) were involved in banking, 19% (n = 3) were service-oriented operations (e.g., restaurants, tourism), 6% (n = 1) were grocery stores, 25% (n = 4) were retail businesses, and 6% (n = 1) identified their business as being in another category. One interviewee chose not to identify the type of business they represented. Of the respondents, 8 were female (50%) and 8 were male (50%). The majority of the businesses stated that their main customer base was the adult population (63%) while a minority (31%) catered to both adults and children. None of the businesses stated that they catered mainly to children.

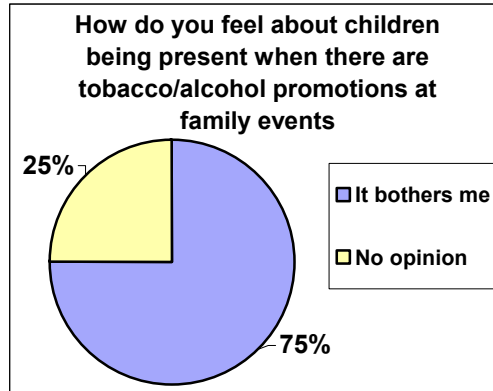
What did we find?

- The graph to the left below shows the percentage of respondents who have seen anti-chew or anti-drug commercials or ads in newspapers, radio, or TV.
- The graph below to the right shows the percentage of our respondents who indicated that they were aware of local events that had tobacco/alcohol sponsorship.
- The results show that 100% of our respondents were aware of education campaigns to limit drug use, but that a smaller proportion were aware of, or had seen ads or campaigns that targeted tobacco chewing.
- In addition, the majority of business leaders (75%) reported being aware of tobacco or alcohol sponsorships at local community events that have taken place within the past year.

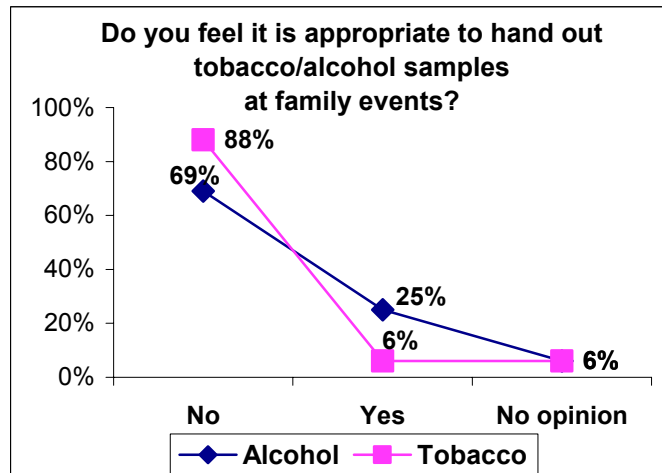


- The business leaders were also asked to give their estimate of the number of alcohol and tobacco sponsorships at community events. The results show that a majority of the respondents believed that alcohol- and tobacco-sponsored events occurred at least 'a little' to 'some' of the time.
- The business leaders were also asked how they felt about the possibility of children seeing many of the advertisements and samplings of tobacco or alcohol products at family events such as the Elks Rodeo. Those responses are represented in the statements and graphs that follow:

- The results below show that the vast majority of leaders (75%) said it bothered them to know that children may be exposed to such products at family events.



- Respondents were also asked whether they felt it was appropriate for alcohol or tobacco products to be handed out as samples and/or consolation prizes to family event or rodeo events. The results below show that the majority of business leaders (69%) felt it was inappropriate for alcohol to be used as consolation prizes at rodeo events and that an even bigger majority (88%) felt it was inappropriate to have tobacco samples handed out at community/family events.



- Respondents were also asked whether they would still attend family events where tobacco samples are distributed (e.g., local fairs, rodeos, etc.). The results below show that the respondents were about equally divided about whether they would continue to support such events by attending if there was continued distribution of these substances at events.

