



Prescription for Change

How CALIFORNIANS REALLY FEEL ABOUT TOBACCO IN PHARMACIES...

Prescription for Change (formerly the Pharmacy Partnership) conducted several statewide surveys of pharmacists, pharmacy managers/owners and consumers on the issue of tobacco in pharmacies and chain drugstores. Here are a few of the findings:

- ◆ Four out of five or 80% of Californians surveyed OPPOSE advertising of tobacco products in drugstores & pharmacies and over two-thirds or 68% are AGAINST drugstores carrying tobacco products at all!
- ◆ Pharmacies and chain drugstores say they sell tobacco products as a "convenience" for their customers, yet only one in ten smokers or 9.8% strongly agree with the sales of tobacco products in drugstores.
- ◆ 96.8% of Adult California Consumers surveyed indicated that they would continue to patronize their pharmacy or drugstore as often or more often if it stopped selling tobacco products.
- ◆ The majority (78%) of California's independently-owned pharmacies do not carry tobacco products, yet almost all (98%) of the chain drugstores in California DO sell tobacco.
- ◆ Of the independently-owned pharmacies that have gone tobacco-free, 88% reported that they had experienced either NO LOSS or AN INCREASE in business since removing tobacco from their shelves.

All surveys conducted for Pharmacy Partnership by Cal State Fullerton Foundation, Social Science Research Center

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