

# TOBACCO RETAILERS PROFILE

## Portola

LOCATION: PLUMAS COUNTY

### PORTOLA SNAPSHOT



4 stores in Portola sell tobacco.<sup>1</sup>



100% of stores sell small pack or single cigars/cigarillos.<sup>2</sup>



25% of stores display tobacco price promotions.<sup>2</sup>



The lowest price in stores for cigarettes: \$6.99<sup>2</sup>



75% of stores sell flavored tobacco products.<sup>2</sup>

### Plumas County Residents Support Price Restrictions

- ◆ 85% agree that **cheap** tobacco products make it easier for youth to try them.<sup>3</sup>
- ◆ 58% support setting a **higher** minimum price for tobacco products.<sup>3</sup>
- ◆ 54% support the ban of **discounts** and selling **small packs** of tobacco products.<sup>3</sup>



#### Portola Population

Adults: **1,666**

Youth (0-17): **247**

Total residents: **1,913**<sup>1</sup>

#### Plumas County

##### Tobacco Use Rates:

- ◆ **23%** Adults use tobacco<sup>4</sup>
- ◆ **12.3%** Youth use tobacco<sup>5</sup>

#### Did you know?

Plumas County ranked **54 of 58** as one of the least healthy counties in California.<sup>6</sup>

For more information, visit:  
[healthcollaborative.org/](http://healthcollaborative.org/)  
[smoke-free-high-country](http://smoke-free-high-country)



**Sources:**

1. Stanford Prevention Research Center and Green Info Network. California Tobacco Health Assessment Tool-Mount Shasta. 2020. <https://cthat.org/#> [Accessed 2/2022].
2. Healthy Stores for a Healthy Communities. Siskiyou County Store Observational Data - 2021 Store Survey Update.
3. Healthy Stores for a Healthy Community. Siskiyou County Public Opinion Poll. 2019.
4. California Health Collaborative. Siskiyou, Plumas and Lassen Counties Public Opinion Polls. 2020.
5. Zhu S-H., et al. Results of the Statewide 2017-18 California Student Tobacco Survey. San Diego, California: Center for Research and Intervention in Tobacco Control (CRITC), University of California, San Diego. 2019.
6. County Health Rankings and Roadmaps. Siskiyou County. 2021. <https://www.countyhealthrankings.org/app/california/2021/rankings/siskiyou/county/outcomes/overall/snapshot> [Accessed 1/2022].

# TOBACCO RETAILERS PROFILE

## Susanville

LOCATION: LASSEN COUNTY

### SUSANVILLE SNAPSHOT



15 stores in Susanville sell tobacco.<sup>1</sup>



6 out of 15 stores are within 1000ft of schools.<sup>1</sup>



83% of stores sell small pack or single cigars/cigarillos.<sup>2</sup>



31% of stores display tobacco price promotions.<sup>2</sup>



The lowest price in stores for cigarettes: \$6.89<sup>2</sup>



92% of stores sell flavored tobacco products.<sup>2</sup>

### Lassen County Residents Support Price Restrictions

- ◆ 72% agree that **cheap** tobacco products make it easier for youth to try them.<sup>3</sup>
- ◆ 45% support setting a **higher** minimum price for tobacco products.<sup>3</sup>
- ◆ 41% support the ban of **discounts** and selling **small packs** of tobacco products.<sup>3</sup>

**Susanville**  
Population  
Adults: **2,829**  
Youth (0-17): **446**  
Total residents: **3,275**<sup>1</sup>

**Lassen County**  
Tobacco Use Rates:  
◆ **28%** Adults use tobacco<sup>4</sup>  
◆ **12.3%** Youth use tobacco<sup>5</sup>

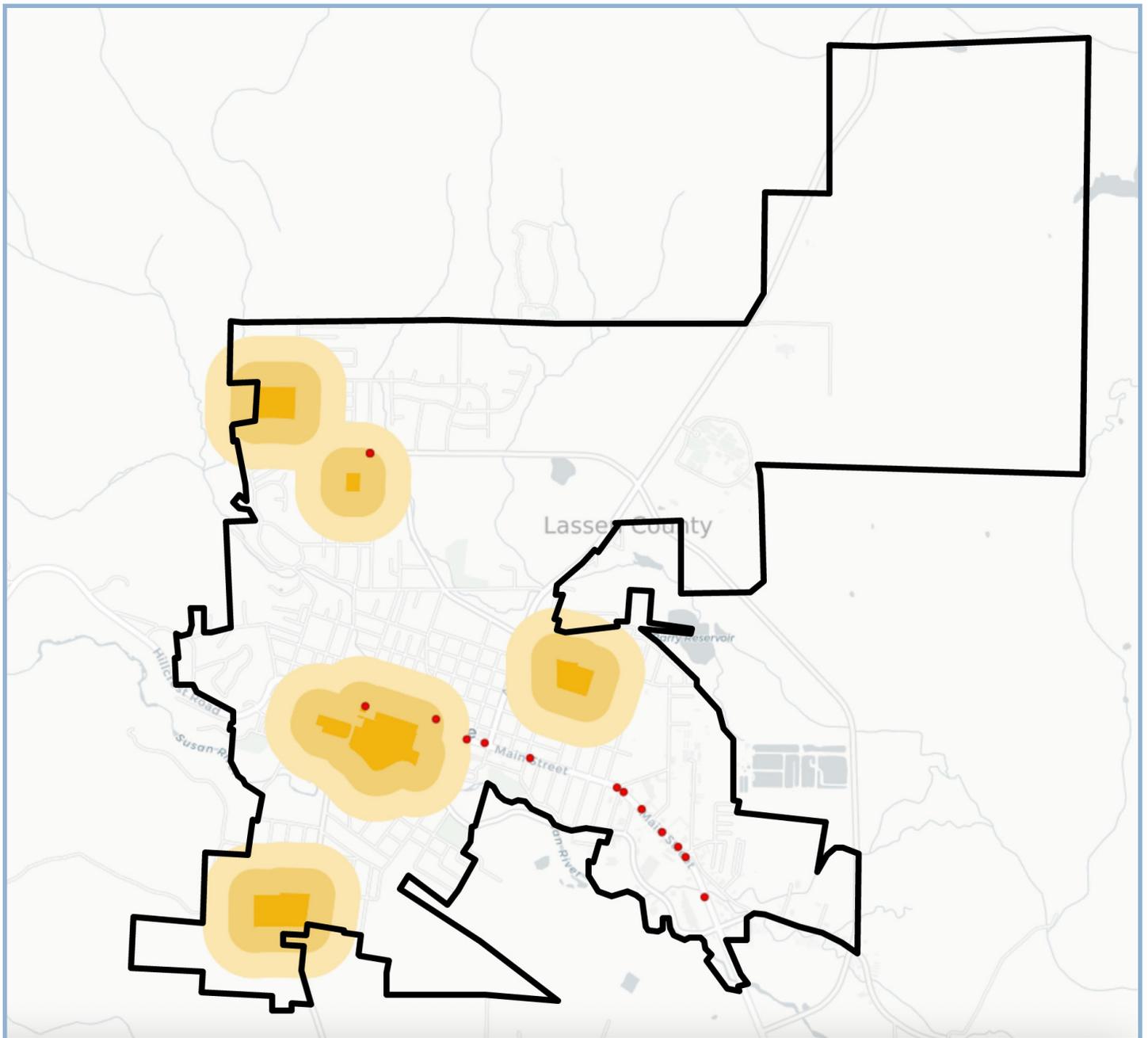
**Did you know?**  
Lassen County ranked **48 of 58** as one of the least healthy counties in California.<sup>6</sup>

See back page for a detailed map of tobacco retailer locations in Susanville.

For more information, visit:  
[healthcollaborative.org/smoke-free-high-country](http://healthcollaborative.org/smoke-free-high-country)



## Tobacco retailer locations Susanville



### Sources:

1. Stanford Prevention Research Center and Green Info Network. California Tobacco Health Assessment Tool-Mount Shasta. 2020. <https://cthat.org/#> [Accessed 2/2022].
2. Healthy Stores for a Healthy Communities. Siskiyou County Store Observational Data - 2021 Store Survey Update.
3. Healthy Stores for a Healthy Community. Siskiyou County Public Opinion Poll. 2019.
4. California Health Collaborative. Siskiyou, Plumas and Lassen Counties Public Opinion Polls. 2020.
5. Zhu S-H., et al. Results of the Statewide 2017-18 California Student Tobacco Survey. San Diego, California: Center for Research and Intervention in Tobacco Control (CRITC), University of California, San Diego. 2019.
6. County Health Rankings and Roadmaps. Siskiyou County. 2021. <https://www.countyhealthrankings.org/app/california/2021/rankings/siskiyou/county/outcomes/overall/snapshot> [Accessed 1/2022].

# TOBACCO RETAILERS PROFILE

## Mt. Shasta

LOCATION: SISKIYOU COUNTY

### MT. SHASTA SNAPSHOT



5 stores in Mt. Shasta sell tobacco.<sup>1</sup>



4 out of 5 stores are within 1000ft of schools.<sup>1</sup>



80% of stores sell small pack or single cigars/cigarillos.<sup>2</sup>



80% of stores display tobacco price promotions.<sup>2</sup>



The lowest price in stores for cigarettes: \$6.19<sup>2</sup>



80% of stores sell flavored tobacco products.<sup>2</sup>

### MT. SHASTA RESIDENTS SUPPORT PRICE RESTRICTIONS

- ◆ 78% agree that **cheap** tobacco products make it easier for youth to try them.<sup>3</sup>
- ◆ 59% support setting a **higher** minimum price for tobacco products.<sup>3</sup>
- ◆ 57% support the ban of **discounts** and selling **small packs** of tobacco products.<sup>3</sup>



#### MT. SHASTA POPULATION

Adults: **2829**

Youth (0-17): **446**

Total residents: **3,275**<sup>1</sup>

#### SISKIYOU COUNTY TOBACCO USE RATES:

- ◆ **22.5%** Adults use tobacco<sup>4</sup>
- ◆ **12.3%** Youth use tobacco<sup>5</sup>

#### DID YOU KNOW?

Siskiyou County ranked **56 of 58** as one of the least healthy counties in California.<sup>6</sup>

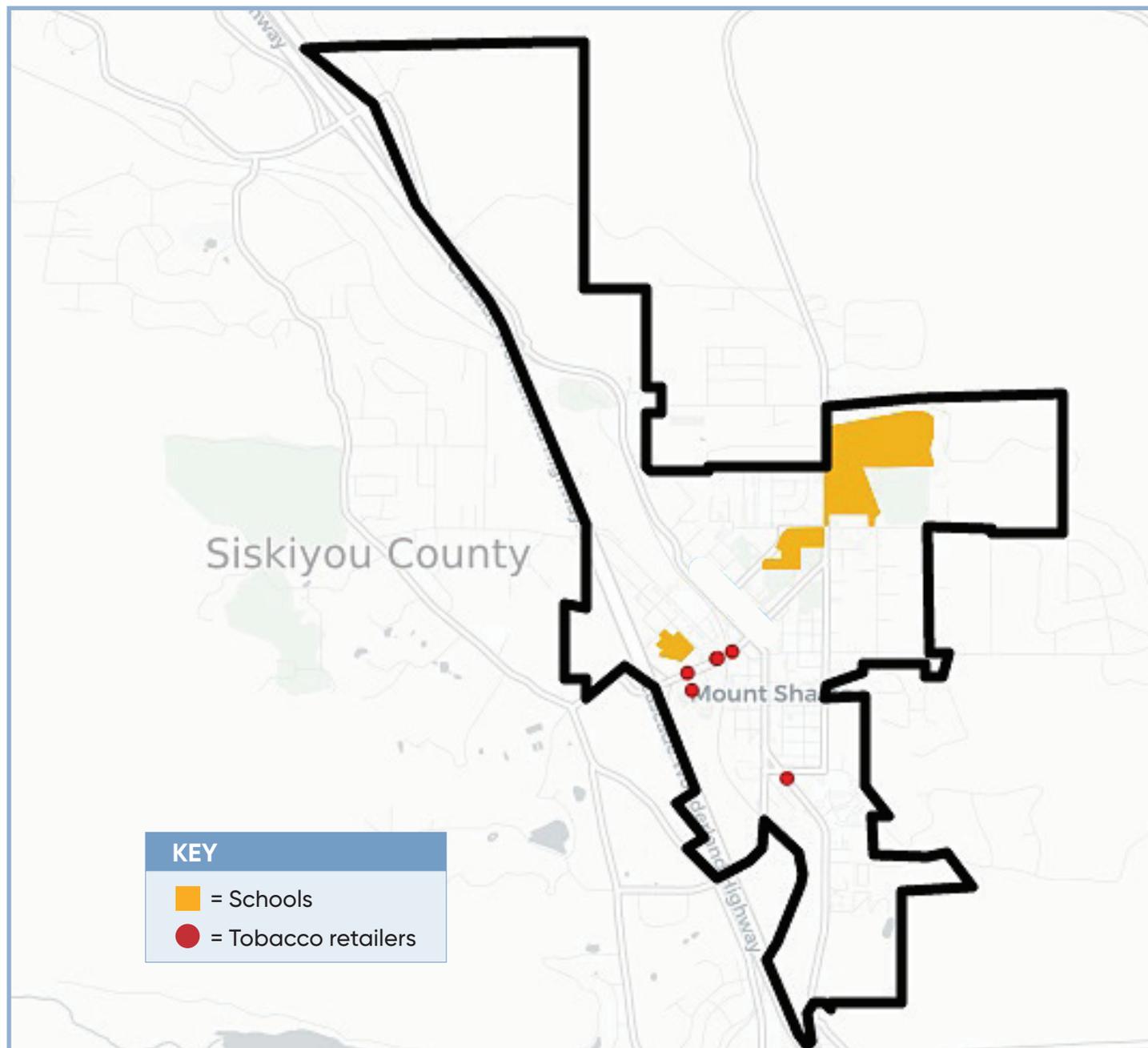
See back page for a detailed map of tobacco retailer locations in Mt. Shasta.

For more information, visit:  
[healthcollaborative.org/smoke-free-high-country](http://healthcollaborative.org/smoke-free-high-country)



Lassen • Plumas • Siskiyou

## TOBACCO RETAILER LOCATIONS IN MT. SHASTA



### Sources:

1. Stanford Prevention Research Center and Green Info Network. California Tobacco Health Assessment Tool-Mount Shasta. 2020. <https://cthat.org/#> [Accessed 2/2022].
2. Healthy Stores for a Healthy Communities. Siskiyou County Store Observational Data - 2021 Store Survey Update.
3. Healthy Stores for a Healthy Community. Siskiyou County Public Opinion Poll. 2019.
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6. County Health Rankings and Roadmaps. Siskiyou County. 2021. <https://www.countyhealthrankings.org/app/california/2021/rankings/siskiyou/county/outcomes/overall/snapshot> [Accessed 1/2022].