

2026 LIVERMORE TOBACCO RETAILER SURVEY

Findings & Next Steps

Findings based on a sample of 57 completed Livermore tobacco retailer visits by LGBTQ Minus Tobacco and the Alameda County Public Health Department.



VAPES

30% of tobacco retailers sell e-cigarettes or e-liquids, including JUUL products.



Current law says vaping devices and unflavored e-liquids with FDA authorization may still be sold.



BRIGHT IDEA: End the sale of all e-cigarettes and e-liquids with no exemptions.

STORES NEAR YOUTH

34 tobacco retailers are within 1,000 feet of a youth-populated area such as a school, park, or daycare center.



Current law says no *new* tobacco retailers may set up within 1,000 feet of a youth-populated area.



BRIGHT IDEA: Set a wind-down period for all retailers near youth-populated areas to stop selling tobacco.

FLAVORS

21% of tobacco retailers sell tobacco with flavors including “sweet” or “chill.”

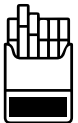


Current law says tobacco products in flavors like candy, fruit, mint, spice, or alcohol cannot be sold.



BRIGHT IDEA: Clarify product descriptions that count as flavors under Livermore law.

CHEAP TOBACCO



Cigarettes were sold at 98% of tobacco retailers for as cheap as **\$3.03 after tax.**



Single cigarillos were sold at 86% of tobacco retailers for as cheap as **\$1.09 after tax.**



Nicotine pouches were sold at 91% of tobacco retailers for as cheap as **\$1.71 after tax.**



Price promotions, discounts, or coupons were seen at **61% of tobacco retailers.**



BRIGHT IDEAS: Bay Area cities have set minimum pricing and package size standards and ended redemption of discounts for tobacco products. Some cities have ended the sale of nicotine pouches, which have strong youth appeal.



“Can’t we just phase out tobacco sales?” Yes! Four California cities have already done it. Three more set an end to filtered cigarette and cigar sales in 2027. Continuing tobacco sales cost Livermore residents an estimated \$130 million each year in healthcare burdens and economic losses.



SCAN HERE to send a statement of concern to Livermore City Council based on these findings.

