

# TOBACCO RETAILER LANDSCAPE

## Retailer Characteristics



Berkeley County  
South Carolina



97 retailer  
assessments

The first step in changing the tobacco retail landscape in your state and community is to familiarize yourself with tobacco retailers. Let's start by assessing some basic tobacco retailer characteristics such as store type and whether retailers accept SNAP and/or WIC, two federal programs that assist low-income families.

## TOBACCO RETAILER STORE TYPES IN YOUR COUNTY



convenience

56%



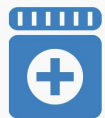
grocery

18%



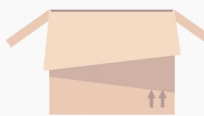
hookah lounge

0%



drug/pharmacy

3%



mass merchandiser

15%



e-cigarette/vape shop

0%



beer/wine/liquor

2%



tobacco shop

1%



other

5%

82%



of retailers

ACCEPT SNAP

54%



of retailers

ACCEPT WIC

93%



of retailers

SELL ALCOHOL

8%



of FDA retailer visits had

A VIOLATION



Assessment data was collected February-July 2017. NA=assessment item not asked. FDA enforcement data was collected between 2011-2016. Pairwise deletion methodology (i.e. assessed available store data rather than only complete store data) were utilized; therefore, the total number of assessments summarized for each assessment item may vary, depending on the amount of data that was available (or missing) for the particular assessment item. For more information, please visit [countertools.org](http://countertools.org).

# TOBACCO RETAILER LANDSCAPE

## Product Availability & Youth Appeal



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There are many tobacco products available and advertised in stores. Several of these products may come in a variety of flavors that can appeal to youth.

## PERCENT OF RETAILERS SELLING PRODUCTS

99%  
cigarettes

20%  
cigars

96%  
cigarillos, little  
cigars, blunts

82%  
e-cigarettes

94%  
smokeless



## FLAVORED PRODUCTS SOLD

100%  
of retailers  
cigarillos, little  
cigars, blunts

99%  
of retailers  
smokeless

100%  
of retailers  
e-cigarettes



Assessment data was collected February-July 2017. NA=assessment item not asked. The denominator of flavored products sold is of retailers that sold these products (flavored or not). Pairwise deletion methodology (i.e. assessed available store data rather than only complete store data) were utilized; therefore, the total number of assessments summarized for each assessment item may vary, depending on the amount of data that was available (or missing) for the particular assessment item. References: [https://www.cdc.gov/tobacco/data\\_statistics/sgr/2012/](https://www.cdc.gov/tobacco/data_statistics/sgr/2012/)

# TOBACCO RETAILER LANDSCAPE

## Price, Promotions & Youth Appeal



Berkeley County  
South Carolina



97 retailer  
assessments

Increasing the price of cigarettes is associated with lower initiation, higher cessation and lower overall consumption. However, the tobacco industry spends over 80% of their point-of-sale marketing dollars on strategies to reduce the price of tobacco. Additionally, youth populations are especially price-sensitive to the cost of tobacco.



Retailers advertised products at these average prices

**\$3.73**  
**CHEAPEST  
CIGARETTE**

**\$5.64**  
**NEWPORT  
MENTHOL**

**\$8.12**  
**BLU E-CIG  
(DISPOSABLE)**

Retailers also had these price promotions and low cost products



**41%**  
of retailers  
**ANY PRICE  
PROMOTION**

**81%**  
of retailers  
**CIGARILLOS  
<\$1**

**8%**  
of retailers  
**E-CIGARETTE  
PROMOTIONS**

**90%**  
of retailers  
**SINGLE  
CIGARILLOS**

# TOBACCO RETAILER LANDSCAPE

## Placement & Advertising



Berkeley County  
South Carolina



97 retailer  
assessments

In 2014, the Federal Trade Commission reported that the tobacco industry spent \$294 million on promotional allowances in an effort to strategically control the placement and advertising of tobacco. Retailers may place tobacco products and advertising at the eye level of children, near candy, or even in self-service displays.

## TOBACCO PRODUCT ADVERTISING

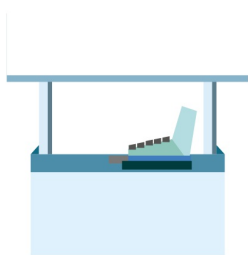
12% **ADS WITHIN  
3FT. OF FLOOR**

of retailers had



37% **EXTERIOR  
ADVERTISING**

of retailers had



## TOBACCO PRODUCT PLACEMENT

14% **TOBACCO  
NEAR CANDY**

of retailers had



7% **SELF-SERVICE  
DISPLAYS**

of retailers had



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# TOBACCO RETAILER REDUCTION


## Restricting tobacco sales in pharmacies

 **Berkeley County  
South Carolina**

 **223 Tobacco  
Retailers**

The display and availability of tobacco products in pharmacies, which are perceived as "healthy" stores, suggests that tobacco is a safe and acceptable product. Restrictions on the sale of tobacco products in pharmacies are supported both by the pharmacy community and the general public. One option to reduce tobacco retailers is to prohibit tobacco product sales in stores with pharmacy counters.

**16**  
retailers have **A PHARMACY  
COUNTER** 

 If retailer reduction policy were enacted

**1.2 RETAILERS/  
1000 PEOPLE** 

**1.1 RETAILERS/  
1000 PEOPLE** 



# TOBACCO RETAILER REDUCTION

1000 ft. minimum distance from a school



**Berkeley County  
South Carolina**



**223 Tobacco  
Retailers**

Tobacco retailers near schools often have greater amounts of tobacco advertisements, increasing youth exposure to tobacco marketing, and greater access to tobacco products. Prohibiting retailers within 1,000 feet of schools may reduce tobacco retailer density.

**24**  
retailers are

**NEARA  
SCHOOL**



If retailer reduction policy were enacted

**1.2 RETAILERS/  
1000 PEOPLE**



**1.1 RETAILERS/  
1000 PEOPLE**



For more information, please visit [counter-tools.org](https://www.counter-tools.org). References: <https://www.ncbi.nlm.nih.gov/pubmed/15333890>; <https://www.ncbi.nlm.nih.gov/pubmed/17291176>; Luke DA, Ribisl KM, Smith C, Sorg AA. Family Smoking Prevention And Tobacco Control Act: banning outdoor tobacco advertising near schools and playgrounds. Am J Prev Med 2011 Mar;40(3):295-302.

# TOBACCO RETAILER REDUCTION

500 ft. minimum distance between retailers



**Berkeley County  
South Carolina**



**223 Tobacco  
Retailers**

Tobacco retailer density is higher in U.S. communities with lower median household incomes and/or a higher percentage of African American or Latino families. Requiring a minimum distance between retailers (500 feet) may reduce retailer clustering in communities where retailer density is already highest.

**110** WITHIN 500 FT OF  
retailers are **ANOTHER RETAILER**



If retailer reduction policy were enacted

**1.3 RETAILERS/  
1000 PEOPLE**



**0.6 RETAILERS/  
1000 PEOPLE** **NEW**