

TOBACCO RETAILER LANDSCAPE

Retailer Characteristics



Pickens County
South Carolina



90 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

57%



grocery

12%



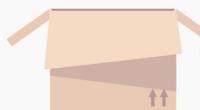
hookah lounge

0%



drug/pharmacy

4%



mass merchandiser

18%



e-cigarette/vape shop

4%



beer/wine/liquor

1%



tobacco shop

2%



other

1%

48%



of retailers

ACCEPT SNAP

30%



of retailers

ACCEPT WIC

87%



of retailers

SELL ALCOHOL

5%



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.

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

96%
cigarettes

19%
cigars

94%
cigarillos, little
cigars, blunts

43%
e-cigarettes

90%
smokeless



FLAVORED PRODUCTS SOLD

100%
of retailers
cigarillos, little
cigars, blunts

91%
of retailers
smokeless

89%
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/

TOBACCO RETAILER LANDSCAPE

Price, Promotions & Youth Appeal



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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

\$3.98
**CHEAPEST
CIGARETTE**

\$5.63
**NEWPORT
MENTHOL**

\$8.05
**BLU E-CIG
(DISPOSABLE)**

Retailers also had these price promotions
and low cost products



46%
of retailers
**ANY PRICE
PROMOTION**

95%
of retailers
**CIGARILLOS
<\$1**

17%
of retailers
**E-CIGARETTE
PROMOTIONS**

62%
of retailers
**SINGLE
CIGARILLOS**

TOBACCO RETAILER LANDSCAPE

Placement & Advertising



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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

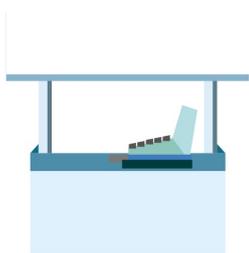
49% **ADS WITHIN
3FT. OF FLOOR**

of retailers had



59% **EXTERIOR
ADVERTISING**

of retailers had



TOBACCO PRODUCT PLACEMENT

46% **TOBACCO
NEAR CANDY**

of retailers had



9% **SELF-SERVICE
DISPLAYS**

of retailers had

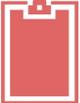


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TOBACCO RETAILER REDUCTION

Restricting tobacco sales in pharmacies

 **Pickens County
South Carolina**

 **102 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.

15
retailers have **A PHARMACY
COUNTER** 

 If retailer reduction
policy were enacted

**0.8 RETAILERS/
1000 PEOPLE** 

**0.7 RETAILERS/
1000 PEOPLE** 

TOBACCO RETAILER REDUCTION

1,000 ft. minimum distance from a school



Pickens County
South Carolina



102 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.

6
retailers are

**NEAR A
SCHOOL**



If retailer reduction
policy were enacted

0.8 RETAILERS/
1000 PEOPLE



0.8 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



Pickens County
South Carolina



102 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.

36
retailers are

**WITHIN 500 FT OF
ANOTHER RETAILER**



If retailer reduction
policy were enacted

0.9 RETAILERS/
1000 PEOPLE



0.6 RETAILERS/
1000 PEOPLE

NEW