

Tobacco Retailer Characteristics

The first step in understanding the tobacco retail landscape is to assess what types of stores are selling tobacco in your community. Tobacco retailers encompass many different store types, and some of these retailers accept SNAP and/or WIC, two federal programs that provide food assistance to lower income persons and families. Many tobacco retailers also display tobacco advertisements both inside and outside of their stores. Exposure to tobacco advertising and marketing is associated with increased tobacco use, including youth tobacco initiation [1, 2].


Williamsburg County, SC
Number of Assessments:

46

2018-
2019

TYPES OF TOBACCO RETAILERS ASSESSED


 **73.9%**
Convenience

 **2.2%**
Drug or
pharmacy

 **0%**
Alcohol

 **4.4%**
Grocery

 **13.0%**
Mass
merchandiser

 **2.2%**
Tobacco
shop

 **0%**
Hookah
lounge

 **0%**
Vape shop

 **4.4%**
Other

WIC AND SNAP

63.0%
of retailers
accepted SNAP



11.1%
of retailers
accepted WIC

EXTERIOR ADS

63.0%
of retailers had
exterior tobacco advertising



Product Availability

There are many different types of tobacco products available and advertised in stores. Many tobacco products are available in a variety of flavors, such as sweet, fruit, candy, mint, or menthol flavors as well as other foods, beverages, spices, and herbs. Flavored tobacco products are more appealing to youth and young adults [3] and play a significant role in youth initiation of tobacco use [4].

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PERCENT OF RETAILERS ASSESSED SELLING

Cigarettes

97.8%

E-cigarettes

32.6%

Smokeless tobacco

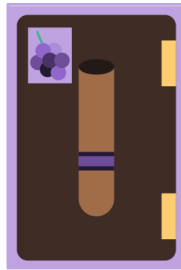
86.7%

Cigarillos, little cigars, or blunts

82.6%

Large cigars

13.3%



FLAVORED PRODUCTS

Menthol Cigarettes

97.7%

E-cigarettes

93.3%

Smokeless tobacco

92.3%

Cigarillos, little cigars, or blunts

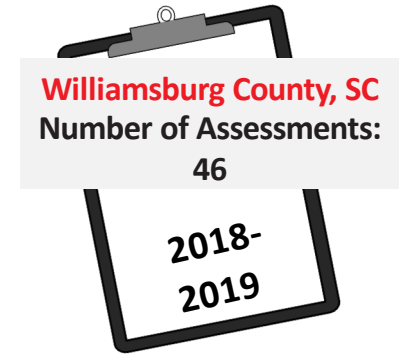
100%

Large cigars

71.4%

Price & Promotions

Increasing the price of cigarettes and other tobacco products is one of the most effective ways to reduce tobacco consumption and initiation and increase smoking cessation [5-8]. For every 10% increase in the price of cigarettes, adult smoking decreases by 3-5%, and youth smoking decreases by 6-7% [9]. However, price promotions such as multi-pack offers, discounts, and coupons may significantly decrease the cost of tobacco products.



AVERAGE REPORTED PRICES



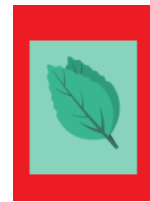
\$4.29

Cheapest cigarette pack



\$9.13

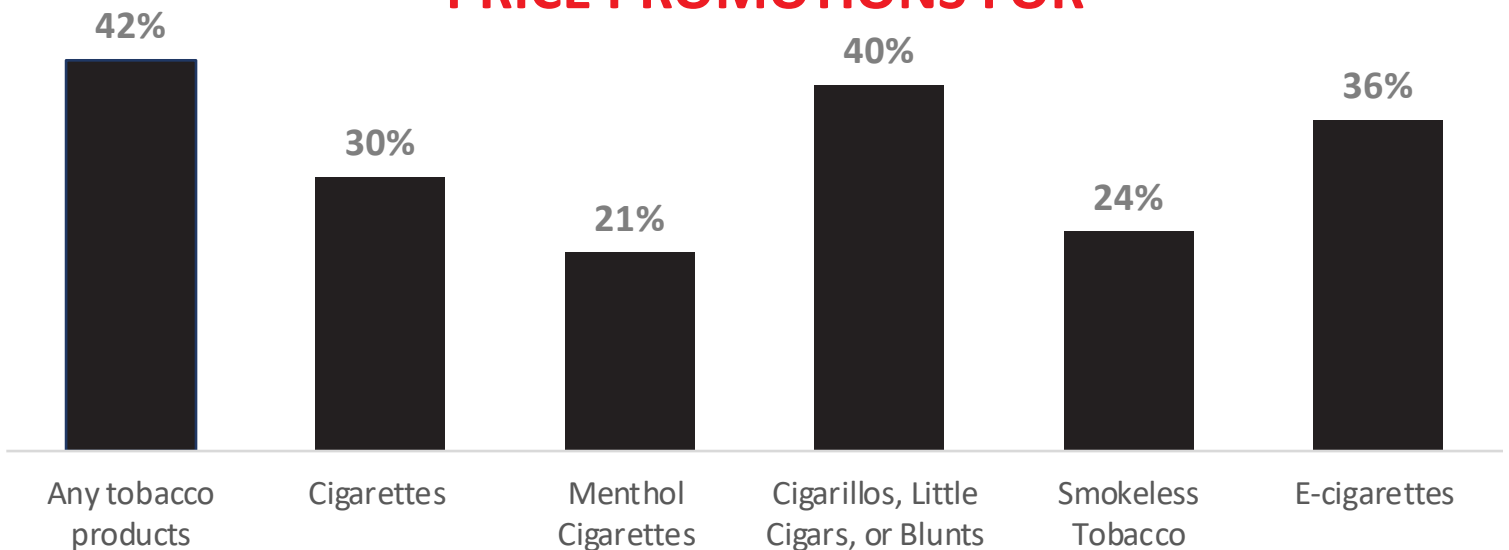
Blu disposable menthol
e-cigarette



\$5.81

Newport menthol pack

PERCENT OF RETAILERS ASSESSED WITH PRICE PROMOTIONS FOR



Youth Appeal

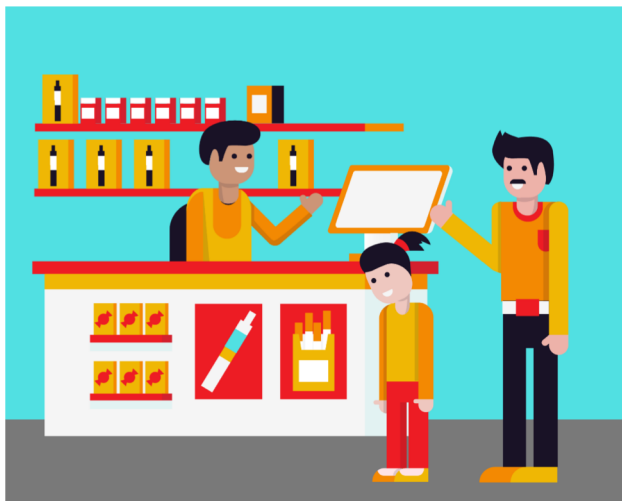
The tobacco industry relies on recruiting youth to replace the 480,000 people in the US who die each year due to the use of their products [10, 11]. While the 1998 Master Settlement Agreement prohibits tobacco companies from directly targeting youth with mascots like Joe Camel [12], their products are still designed and marketed in ways that are appealing to kids. The tobacco industry sells products in sweet, candy-like flavors and at cheap prices; markets products in kids' direct line of sight; and places tobacco products where youth can easily reach.

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2018-
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PERCENT OF RETAILERS ASSESSED WITH



8.9% tobacco product advertisements within 3 feet of the floor (i.e., kid's eye-level)

2.2% tobacco products near youth-oriented products

2.6% self-service displays

PERCENT OF RETAILERS ASSESSED SELLING

92.1% cigarillos, little cigars, or blunts for less than \$1

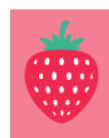
89.5% single cigarillos, little cigars, or blunts

FLAVORED PRODUCTS



97.7% menthol cigarettes

100% flavored cigarillos, little cigars, or blunts



93.3% flavored e-cigarettes

92.3% flavored smokeless tobacco

Analysis and Visual Notes

DATA ANALYSIS DETAILS

Data analysis was completed by Counter Tools. Available store data rather than only complete store data was utilized in analysis; 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.

DATA PRESENTATION DETAILS

- Chew, snuff, dip, or snus are characterized as smokeless tobacco products.
- The presence of tobacco products within 3 feet of the floor is operationalized as kid's eye-level.
- "Youth-oriented products" include products such as candy, gum, toys, stuffed animals, etc.
- Blu disposable e-cigarette is a specific brand of e-cigarettes.
- Newport Menthol is a specific brand of cigarettes.
- Flavored products may include flavors such as peach, grape, cherry, mint, menthol, wintergreen, etc.
- Average reported prices reflect those of retailers both selling *and* reporting the price of said product.
- Self-service displays refer to tobacco products that are openly displayed or stored in a manner that is physically accessible to the purchaser without needing the assistance of the store clerk/ employee (e.g., open or unlocked racks, shelves, counter-top displays, vending machines).

CITATIONS

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