

CHARLESTON COUNTY POINT-OF-SALE MARKETING



POS DEFINED

The point of sale (POS) includes brick and mortar locations ("retailers") where products, like tobacco products, are marketed and sold. This includes convenience stores, gas stations, grocery stores, vape shops, liquor stores, discount stores etc.



TOBACCO MARKETING AT THE POS

- ✓ Leads to tobacco use initiation
- ✓ Makes it harder to quit smoking
- ✓ Exposes people to addictive and deadly tobacco products

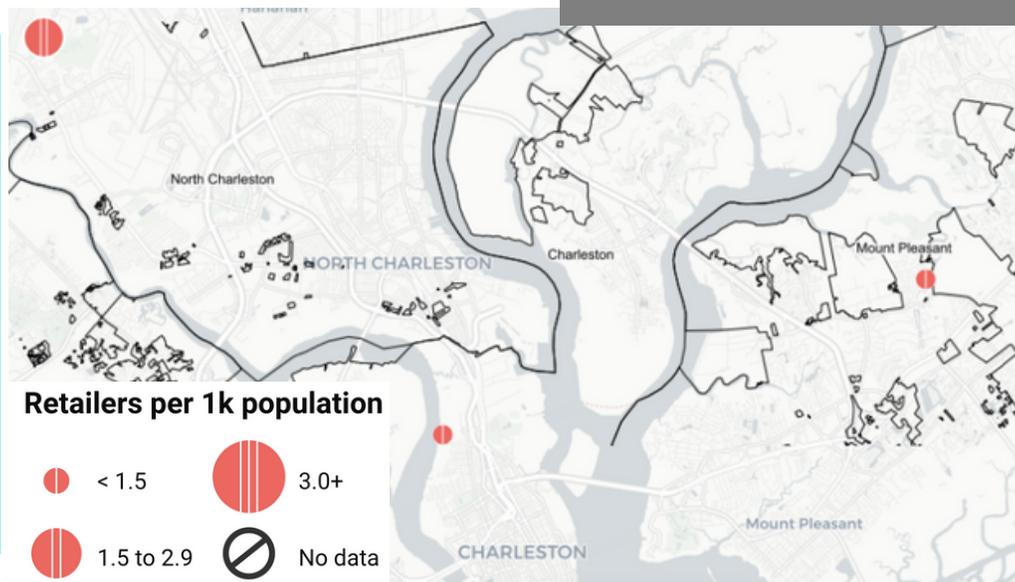
Charleston County Tobacco Retailer Snapshot

Tobacco retailers near (within 500 ft) other tobacco retailers

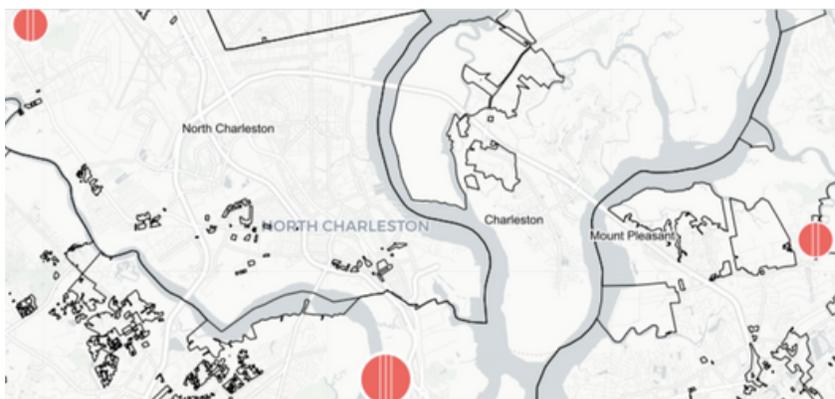


Charleston County has a large percentage of tobacco retailers near each other in the county overall which leads to a high availability of tobacco products.

The area of North Charleston has a higher population of minorities and those living at a low-income than the areas of Charleston and Mount Pleasant.



North Charleston has a higher density of tobacco retailers compared to Charleston and Mount Pleasant. Due to this, residents in North Charleston are more exposed to tobacco-related advertisements and tobacco products at the point of sale.



Charleston has a high amount of tobacco retailers and schools near each other which increases youth access.

2022 STORE ASSESSMENTS IN CHARLESTON COUNTY

133 Store Assessments

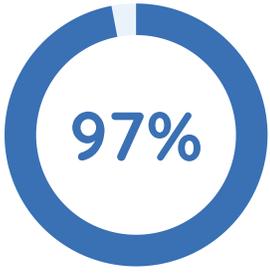
Percent of tobacco retailers visited who sold flavored tobacco products



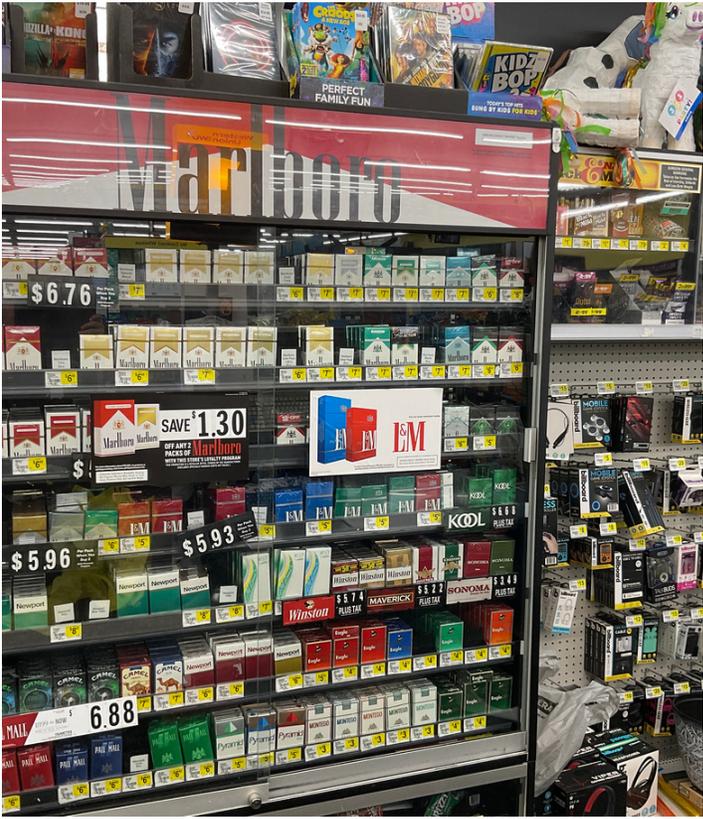
sold menthol cigarettes



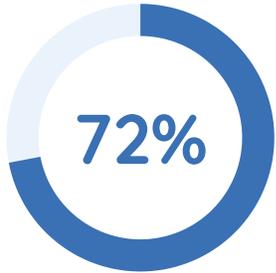
sold flavored e-cigarettes



sold flavored cigarillos, little cigars, or blunts



Percent of tobacco retailers visited with tobacco-related advertisements



had outdoor ads



had ads within 3 feet of the floor (kids eye-level)

Data in this infographic is only for tobacco retailers who could be fully assessed (e.g., not closed) and sold any type of tobacco product in 2022. Retailers that did not meet this criteria are not included. Each percentage is dependent on the amount of data available (or missing) for that particular measure. This infographic was created in September 2022.

