

TOBACCO RETAILER LANDSCAPE

Retailer Characteristics



Greenville County
South Carolina



212 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

62%



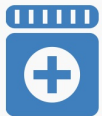
grocery

12%



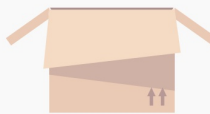
hookah lounge

0%



drug/pharmacy

8%



mass merchandiser

3%



e-cigarette/vape shop

1%



beer/wine/liquor

2%



tobacco shop

5%



other

8%

61%
of retailers
ACCEPT SNAP



27%
of retailers
ACCEPT WIC



83%
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

91%
cigarillos, little
cigars, blunts

7%
cigars

59%
e-cigarettes

91%
smokeless



FLAVORED PRODUCTS SOLD

100%
of retailers
cigarillos, little
cigars, blunts

97%
of retailers
smokeless

85%
of retailers
e-cigarettes

TOBACCO RETAILER LANDSCAPE

Price, Promotions & Youth Appeal



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212 retailer
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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

\$3.99
**CHEAPEST
CIGARETTE**

\$5.71
**NEWPORT
MENTHOL**

\$8.70
**BLU E-CIG
(DISPOSABLE)**

Retailers also had these price promotions
and low cost products



90%
of retailers
**ANY PRICE
PROMOTION**

99%
of retailers
**CIGARILLOS
<\$1**

6%
of retailers
**E-CIGARETTE
PROMOTIONS**

95%
of retailers
**SINGLE
CIGARILLOS**

TOBACCO RETAILER LANDSCAPE

Placement & Advertising



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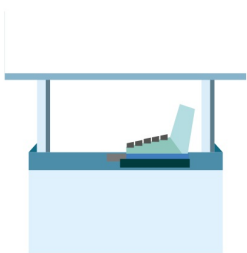
In 2014, the Federal Trade Commission reported that the tobacco industry spent \$294 million on promotional allowances in an effort to strategically control the placement and advertising of tobacco. Retailers may place tobacco products and advertising at the eye level of children, near candy, or even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

TOBACCO PRODUCT ADVERTISING

9% **ADS WITHIN
3FT. OF FLOOR**



45% **EXTERIOR
ADVERTISING**



TOBACCO PRODUCT PLACEMENT

2% **TOBACCO
NEAR CANDY**



7% **SELF-SERVICE
DISPLAYS**



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TOBACCO RETAILER REDUCTION


Restricting tobacco sales in pharmacies

 **Greenville County
South Carolina**

 **544 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.

61
retailers have
**A PHARMACY
COUNTER** 

 If retailer reduction
policy were enacted

**1.2 RETAILERS/
1000 PEOPLE** 

**1.0 RETAILERS/
1000 PEOPLE** 

TOBACCO RETAILER REDUCTION

1000 ft. minimum distance from a school



**Greenville County
South Carolina**



**544 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.

35
retailers are **NEAR A
SCHOOL** 



If retailer reduction
policy were enacted

**1.2 RETAILERS/
1000 PEOPLE**



**1.0 RETAILERS/
1000 PEOPLE**

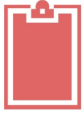


TOBACCO RETAILER REDUCTION

500 ft. minimum distance between retailers



**Greenville County
South Carolina**



**544 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.

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



If retailer reduction
policy were enacted

**1.2 RETAILERS/
1000 PEOPLE**



**0.6 RETAILERS/
1000 PEOPLE**

