

PASCO COUNTY TOBACCO DATA



5/26/2016

2015 County and State Data



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Pasco County Tobacco Data

INTRODUCTION

Pasco County is a large and diverse county that consists of 6 incorporated cities and towns along with 37 communities. Pasco County's population is comprised of 89.9 percent White, 5.3 percent Black or African American, 0.4 percent American Indian and Alaska Native, 2.3 percent Asian, 13.0 percent Hispanic or Latino. There is a higher percent of women (51.4%) compared to men (48.6%) and children under 5 years make up 5.1 percent of the population. Persons under the age of 18 are 20.6 percent of the total population, seniors 65 years and older constitute 22.2 percent and 52.1 percent for persons 19 to 64 years of age (Florida Census, 2014).

According to the 2016 County Health Rankings, Pasco County is currently ranked as 37th in health outcomes and 25th in health factors compared to 67 counties in the State of Florida. Health outcomes indicate how healthy a county is and the health factors define the different factors that impact the health of the county. Since 2013, Pasco County has improved their overall rankings however, tobacco rates still remain high.

SMOKING

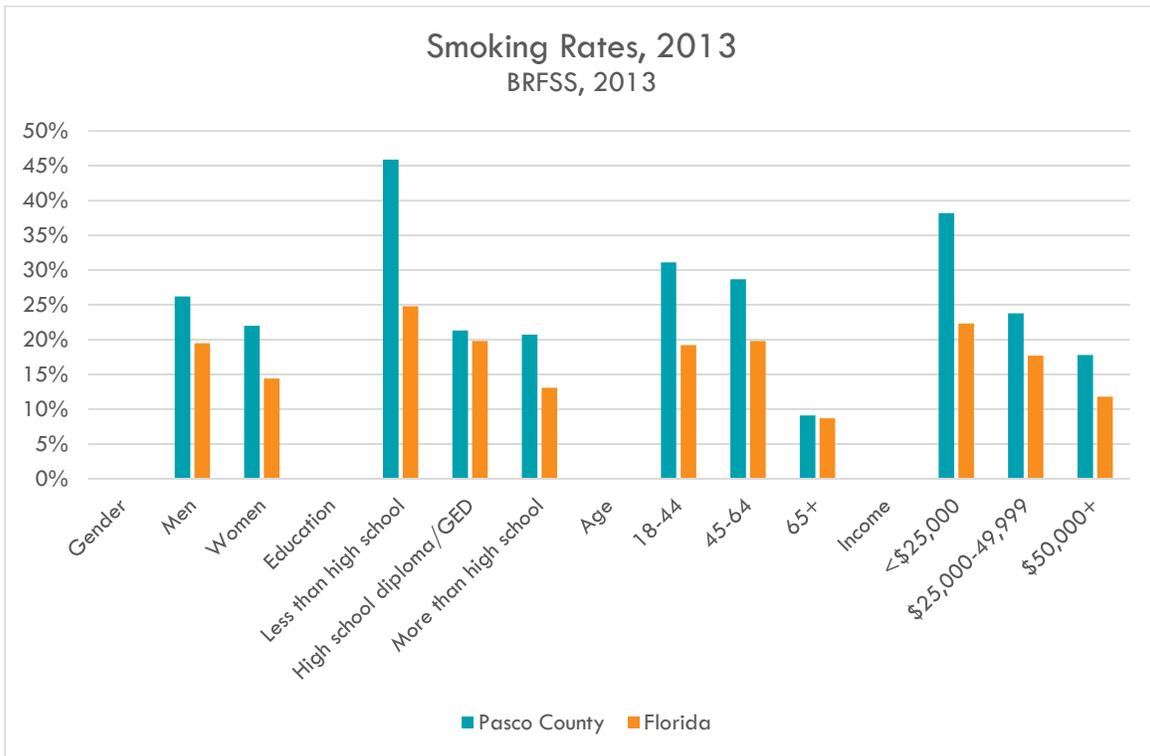
Adult Data

[Florida CHARTS](#) compiles Behavioral Risk Factor Surveillance System (BRFSS) data which indicates that 24 percent of Pasco County's Adults smoke, compared with the state's rate of 16.8 percent as of 2013. Smoking among women still remains high with a rate of 22.0 percent, and women who smoked while pregnant was above the state's rate at 14.2 percent, compared to 6.4 percent (Figure 2). The smoking rate for Pasco County residents who earn less than \$25,000 per year was significantly higher in 2013 than the state rate for the same group (38.2% and 22.3% respectively). Smoke rates by race are unreliable due to the low numbers of Non-Hispanic black, and Hispanic adults living in Pasco County.

TABLE 1- COUNTY AND STATE ADULT SMOKING RATES (BRFSS 2013)

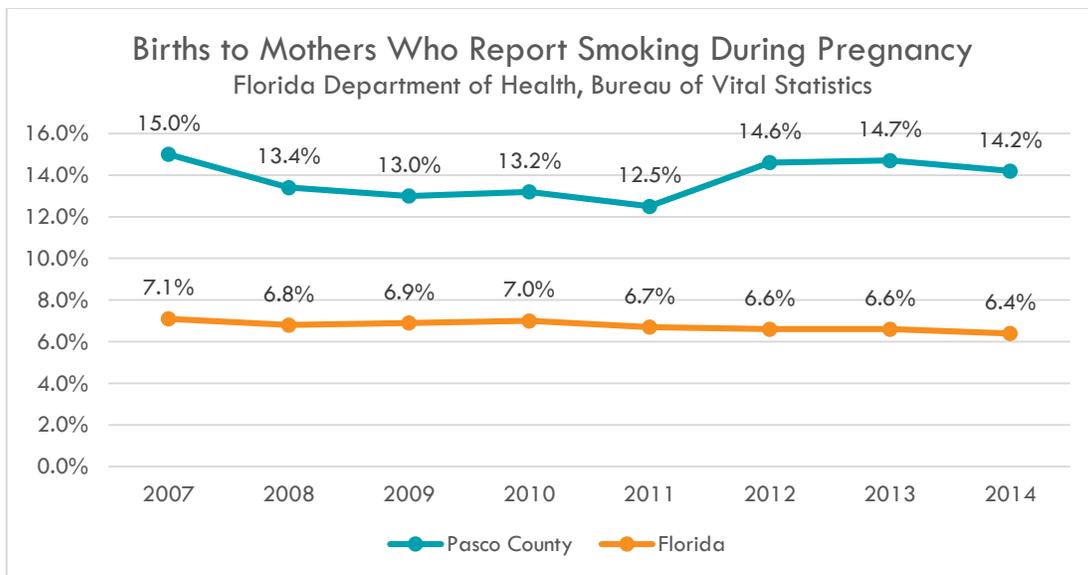
Smoking Rates, 2013		
	Pasco County	Florida
Gender		
Men	26.2%	19.5%
Women	22.0%	14.4%
Education		
Less than high school	45.9%	24.8%
High school diploma/GED	21.3%	19.8%
More than high school	20.7%	13.1%
Age		
18-44	31.1%	19.2%
45-64	28.7%	19.8%
65+	9.1%	8.7%
Income		
<\$25,000	38.2%	22.3%
\$25,000-49,999	23.8%	17.7%
\$50,000+	17.8%	11.8%

FIGURE 1-COUNTY AND STATE ADULT SMOKING RATES (BRFSS, 2013)



Pasco County has a significantly higher percentage of women who report smoking during a pregnancy (14.2%) than the state (6.4%).

FIGURE 2-COUNTY AND STATE BIRTHS TO MOTHERS WHO REPORT SMOKING DURING PREGNANCY (FDOH-BUREAU OF VITAL STATISTICS, 2007-2014)



Pasco County and Florida had similar rates of adults who have tried to quit smoking at least once in the past year (59.0% and 61.1%, respectively), but there is a noticeable difference in the percentage of men compared to women who make at least one quit attempt in the last year. The 2013 BRFSS data indicates that

while 65.4 percent of men make a quit attempt, only 52.1 percent of women try to quit. The percentage of women who make quit attempts in Pasco County is also less than women across Florida (62.1%).

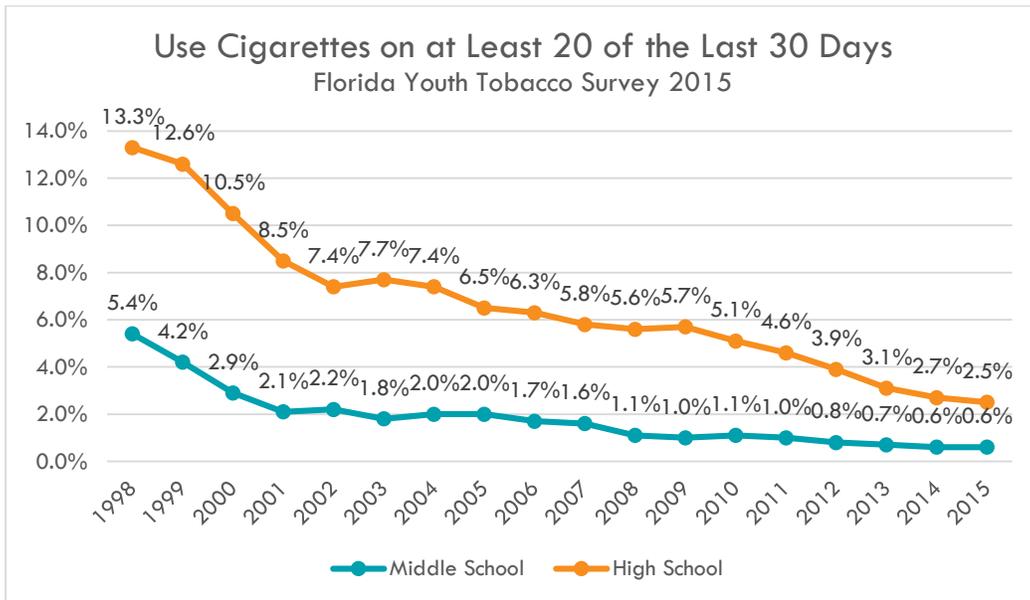
This gender difference is also seen in the percentage of adults who are former smokers. Overall, 29.5 percent of Pasco adults are former smokers which is similar to the 28.1 percent of Florida adults who are former smokers. However, only 24.9 percent of women, compared to 34.5 percent of men, in Pasco County are former smokers.

In Pasco County, 46.5 percent of adults have never smoked. This is much lower than the state rate of 55.0 percent. A gender difference can be seen for this measure as well with 53.1 percent of women having never smoked while only 39.3 percent of men have never smoked in Pasco County. The Pasco County rate for men and women is lower than the state rate of 60.7 percent and 48.9 percent.

Youth Data

County-level youth data on tobacco issues comes from the [Florida Youth Tobacco Survey](#). This survey is conducted every two-years on the county-level and annually on the state-level. Data available online encompasses youth ages 11-17 but data by student type (high school or middle school) is available upon request to the Department of Health. Pasco County youth have more comparable smoking rates than the state. Pasco County’s high school student’s smoking rate is 6.9 percent, compared to the state’s rate of 7.5 percent and Pasco County’s middle school student’s smoking rate is 2.9 percent, compared to the state’s rate of 2.3 percent (Florida Youth Tobacco Survey, 2014).

FIGURE 3-STATE YOUTH CIGARETTE USE (FYTS, 1998-2015)



The rates of frequent use of cigarettes (use on 20 or more of the last 30 days) have been steadily declining in Florida since 1998, with the current high school rate of 2.5 percent and middle school rate of 0.6 percent. This data is not available on the county-level.

TABLE 2-YOUTH PERCEPTIONS ON SMOKING (FYTS, 2014)

	Perceptions on Smoking			
	High School		Middle School	
	Pasco County	Florida	Pasco County	Florida
Thought using E-cigarettes is less harmful than smoking cigarettes	77.90%	71.10%	65.50%	64.70%
Thought using hookah is less harmful than cigarettes	59.00%	57.30%	31.20%	42.00%
Have never smoked a cigarette and will never smoke a cigarette	60.50%	60.70%	73.30%	72.60%
Definitely did not think that smokers have more friends	23.40%	25.30%	32.40%	31.70%
Definitely did not think that smoking helps young people "look cool" or "fit in"	69.60%	67.10%	70.50%	70.20%

A greater percentage of high school students than middle school students think that E-cigarettes and hookah are less harmful tobacco products than traditional cigarettes, but more middle school students than high school students assert that they have not and will not smoke cigarettes and do not think that smokers have more friends or that smoking helps young people “look cool” or “fit in.”

E-CIGARETTES

Within the last year, the state of Florida has seen an increase in electronic cigarettes use among youth. This behavior has increased by 326.7 percent among middle school students and by 409.0 percent among high school students between 2011 and 2015 according to the [2015 Florida Youth Tobacco Survey](#). Pasco County’s high school students for those who have used electronic cigarettes on one or more of the past 30 days (12.9%) is higher than the Florida rate of 10.8 percent. High School students also cite borrowing from someone as the most common way to obtain E-cigarettes (30.7%).

FIGURE 4-FLORIDA STUDENTS WHO EVER TRIED E-CIGARETTES (FYTS, 2011-2015)

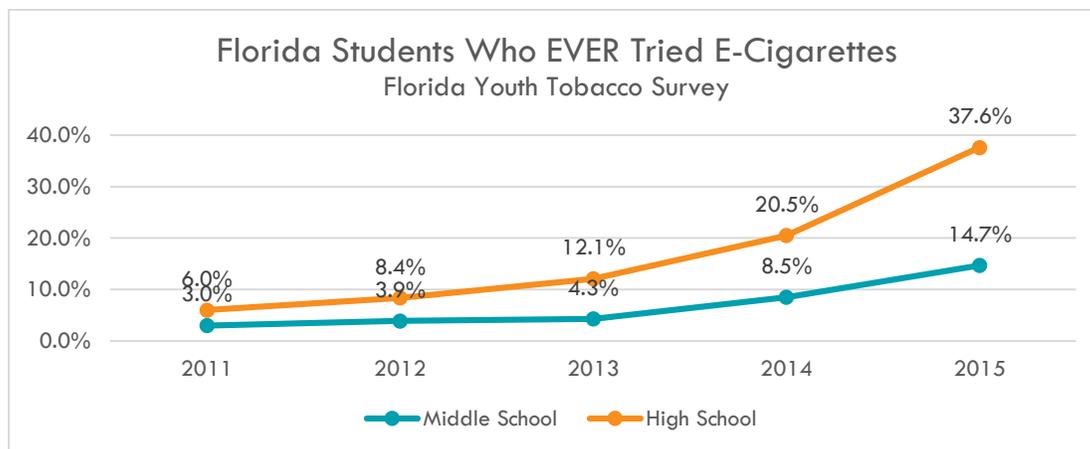


FIGURE 5-FLORIDA STUDENTS WHO CURRENTLY USE E-CIGARETTES (FYTS, 2011-2015)

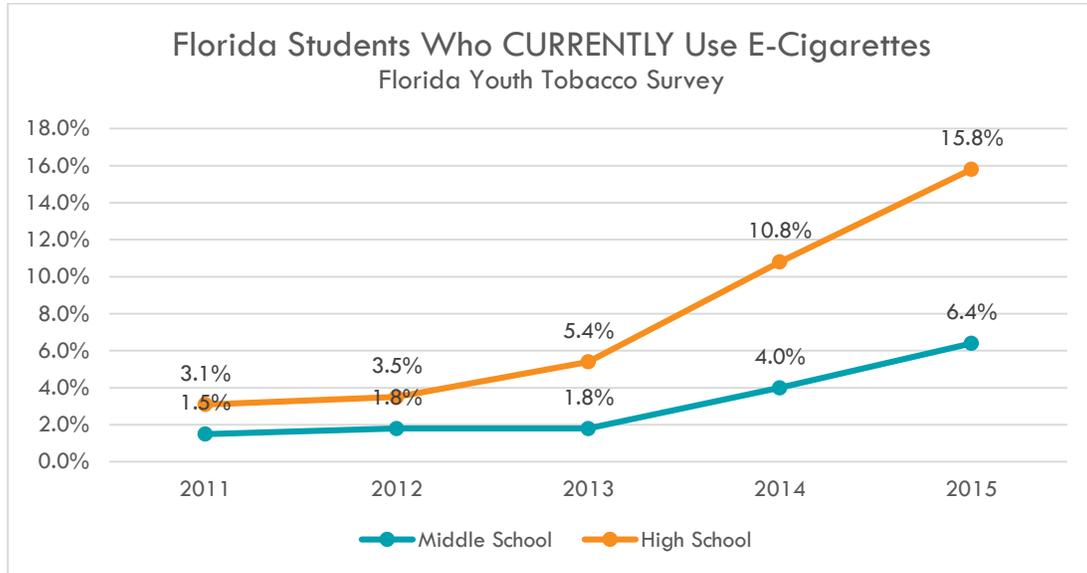


FIGURE 6-COUNTY AND STATE STUDENTS WHO USED E-CIGARETTES IN THE LAST 30 DAYS (FYTS, 2014)

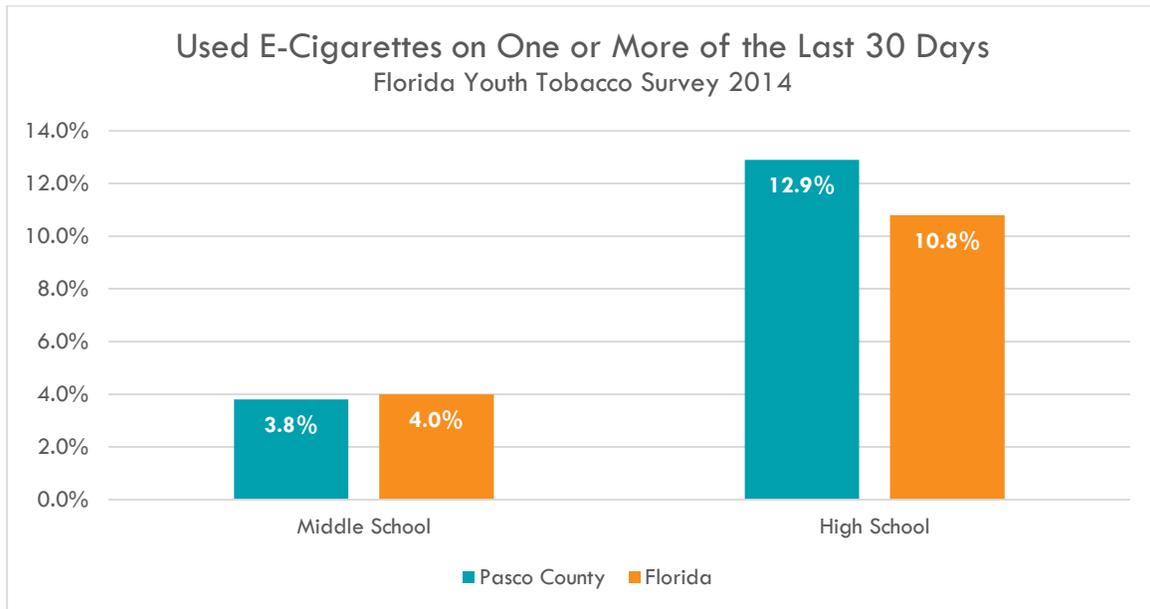


FIGURE 7-FLORIDA MIDDLE SCHOOL SOURCES OF E-CIGARETTES (FYTS 2015)

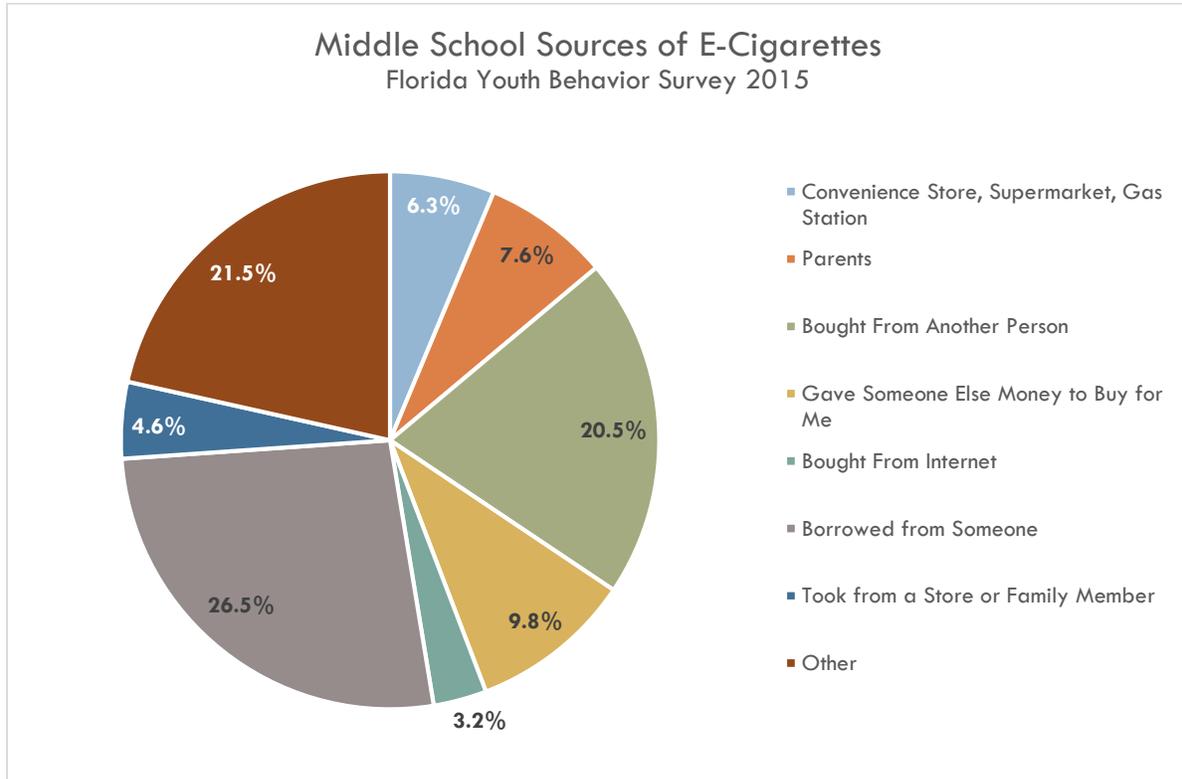
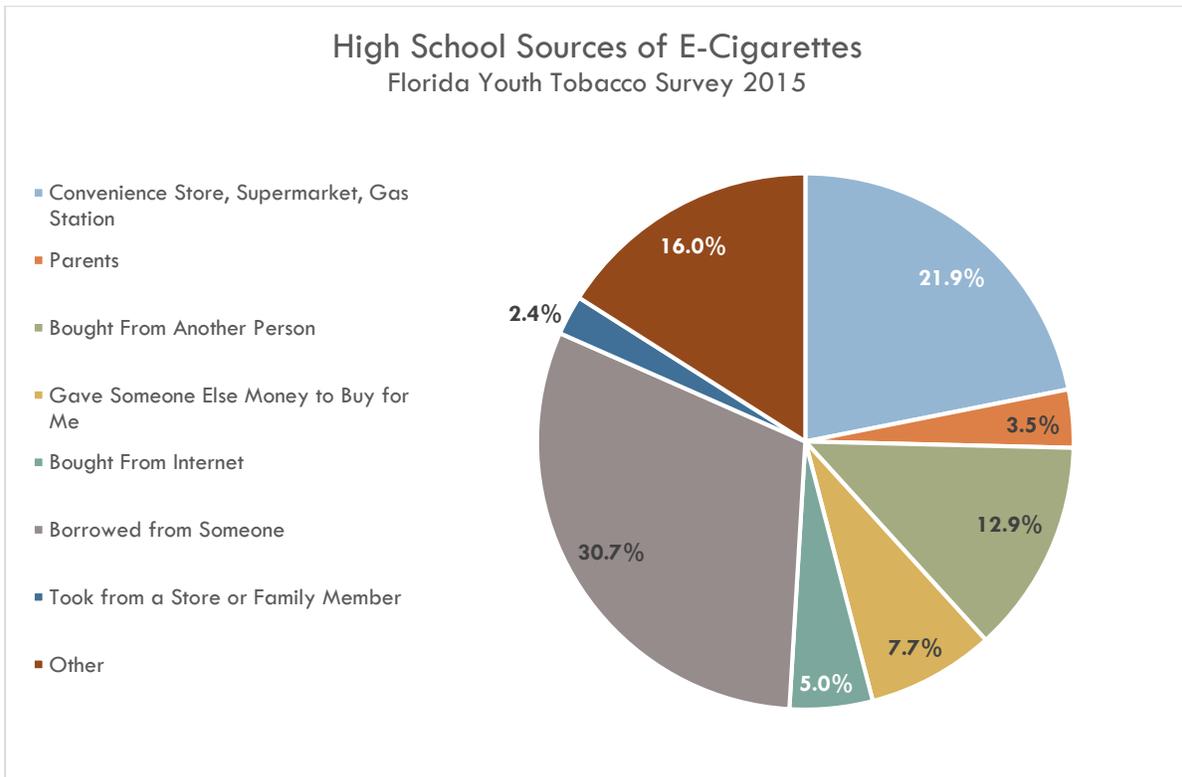


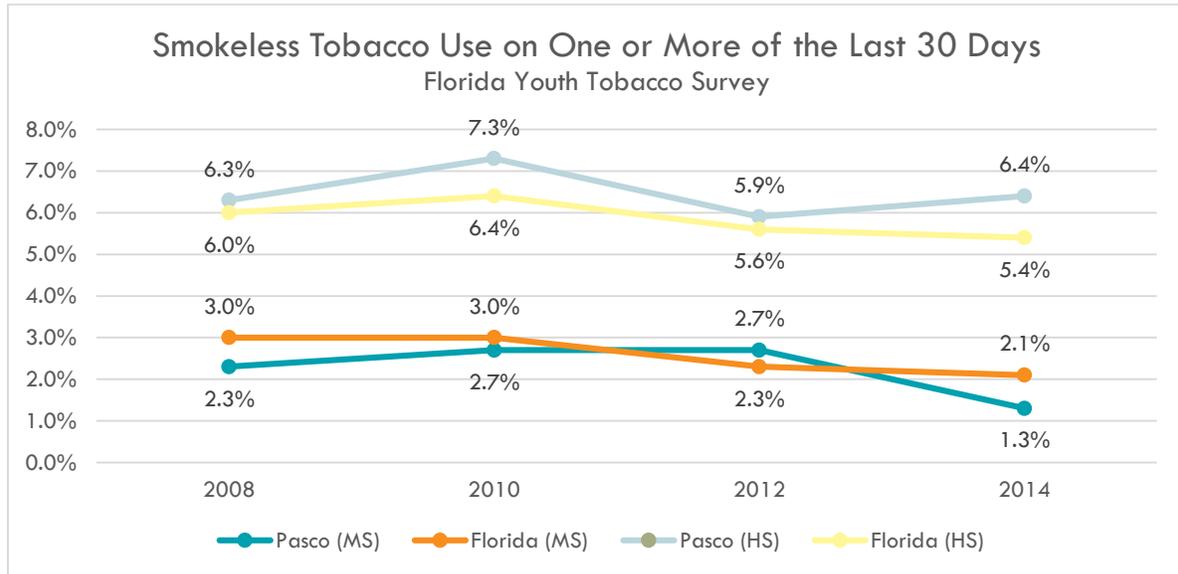
FIGURE 8-FLORIDA HIGH SCHOOL STUDENT SOURCES OF E-CIGARETTES (FYTS, 2015)



SMOKELESS TOBACCO

Smokeless tobacco use among Pasco County's youth (ages 11-17) is 3.8 percent for 2014 compared to the state rate of 3.3 percent (FYTS, 2014). This can be broken down into middle school and high school students who use smokeless tobacco at 1.3 percent and 6.4 percent, respectively, in Pasco County, compared to the Florida middle and high school rates of 2.1 percent and 5.4 percent.

FIGURE 9-COUNTY AND STATE SMOKELESS TOBACCO USE IN MIDDLE AND HIGH SCHOOL STUDENTS (FYTS, 2008-2014)



County-level data for smokeless tobacco use in adults is not available but the most recent data indicates that 3.0 percent of Florida adults use smokeless tobacco (BRFSS, 2011). This is similar to the nation rate of 21.2 percent. More men (5.4%) than women (0.8%) use smokeless tobacco in Florida.

SECONDHAND SMOKE

The 2015 Florida Youth Tobacco Survey indicates that middle and high school students across the state are exposed at home more than any other location and that the major source of that secondhand smoke is from parents. The locations of exposure and exposure locations for Florida students are summarized in Figures 10-13. The detailed locations and sources are not available on the county level.

According to the 2014 Florida Youth Tobacco Survey, 38.2 percent of middle school students were exposed to secondhand smoke in the last seven days in a room or car. This is higher than the state rate of 35.9 percent for the same group. High school students in Pasco County are exposed to secondhand smoke at significantly higher rates (46.7%) than Florida high school students (39.7%).

Smoking is allowed in the home of 10.3 percent of Pasco middle school students, higher than the state rate of 8.8 percent. This is the same for high school students in Pasco County where 10.4 percent live in home where smoking is allowed (state rate for this group is also 8.8%).

FIGURE 10-FLORIDA MIDDLE SCHOOL STUDENT SECONDHAND SMOKE EXPOSURE LOCATION (FYTS, 2015)

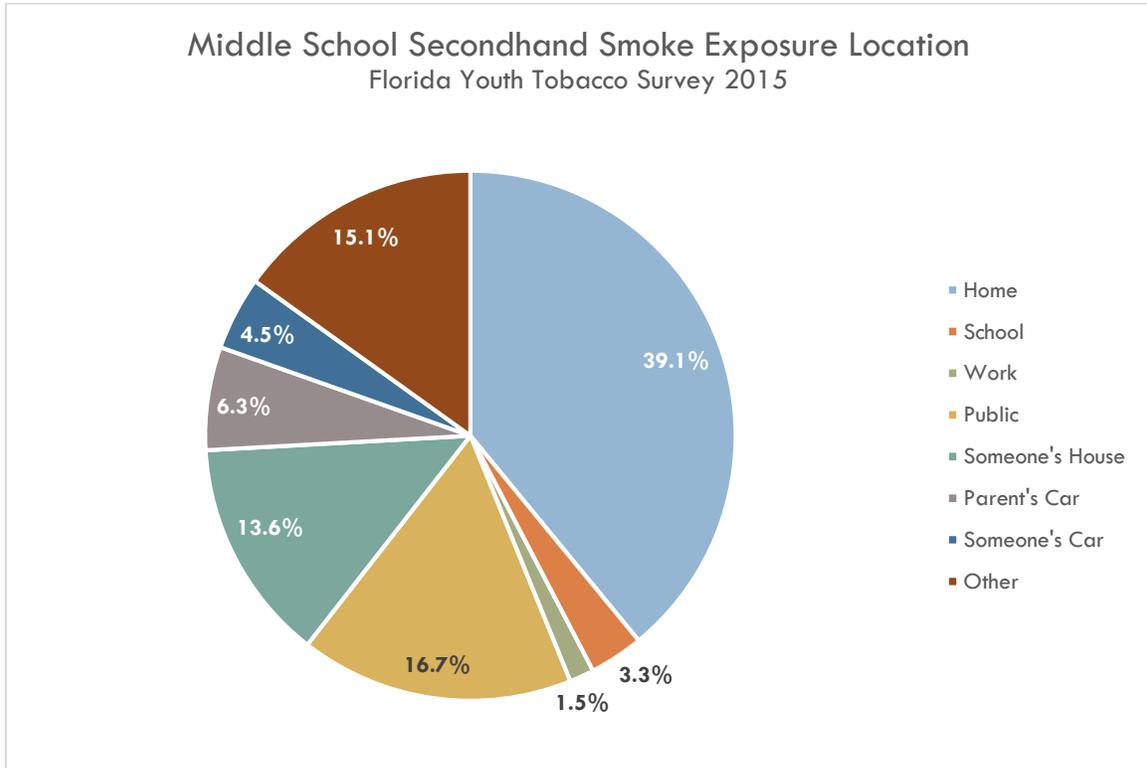


FIGURE 11-FLORIDA HIGH SCHOOL STUDENTS SECONDHAND SMOKE EXPOSURE LOCATION (FYTS, 2015)

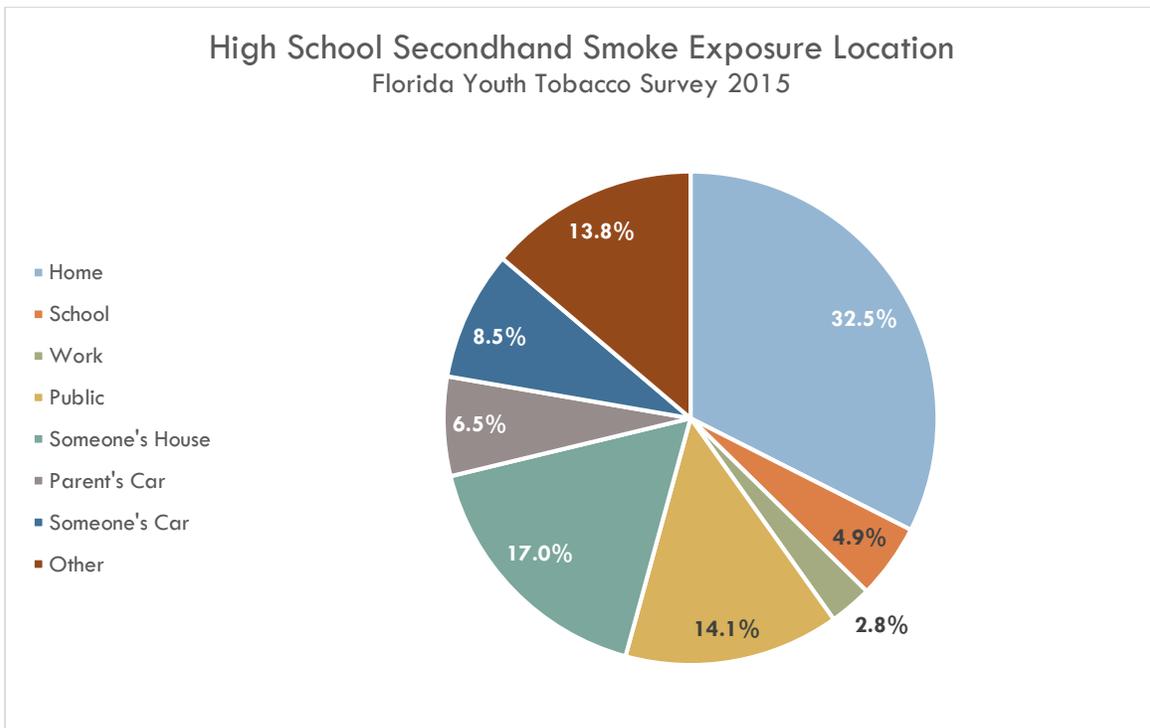


FIGURE 12-FLORIDA MIDDLE SCHOOL STUDENT SECONDHAND SMOKE EXPOSURE SOURCE

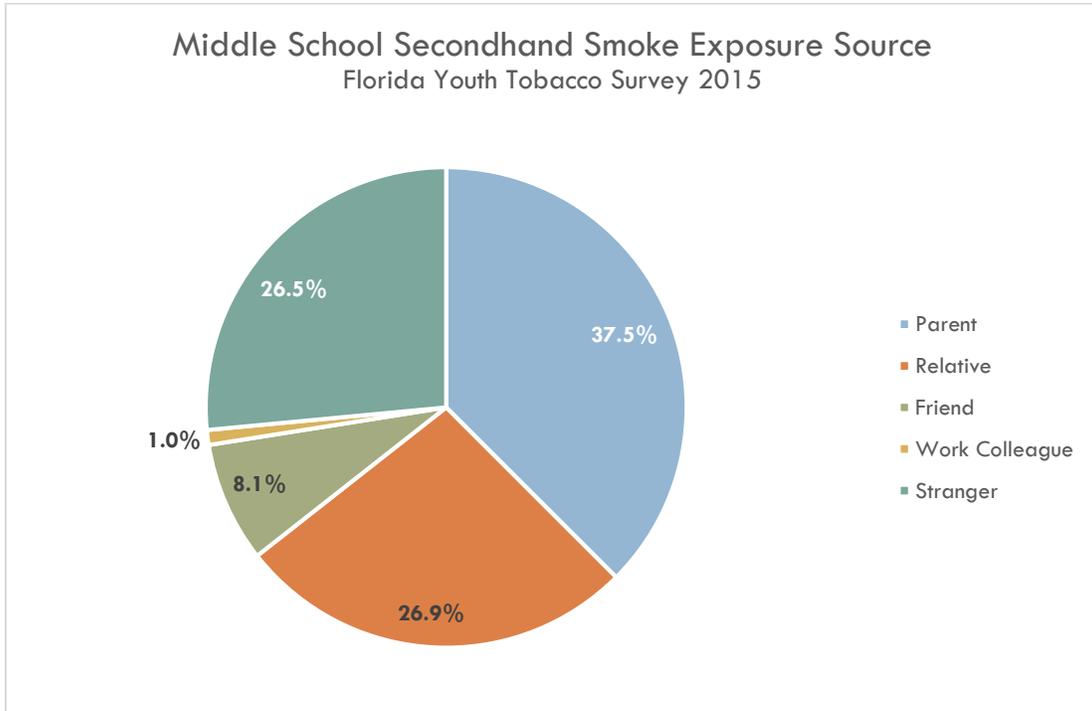
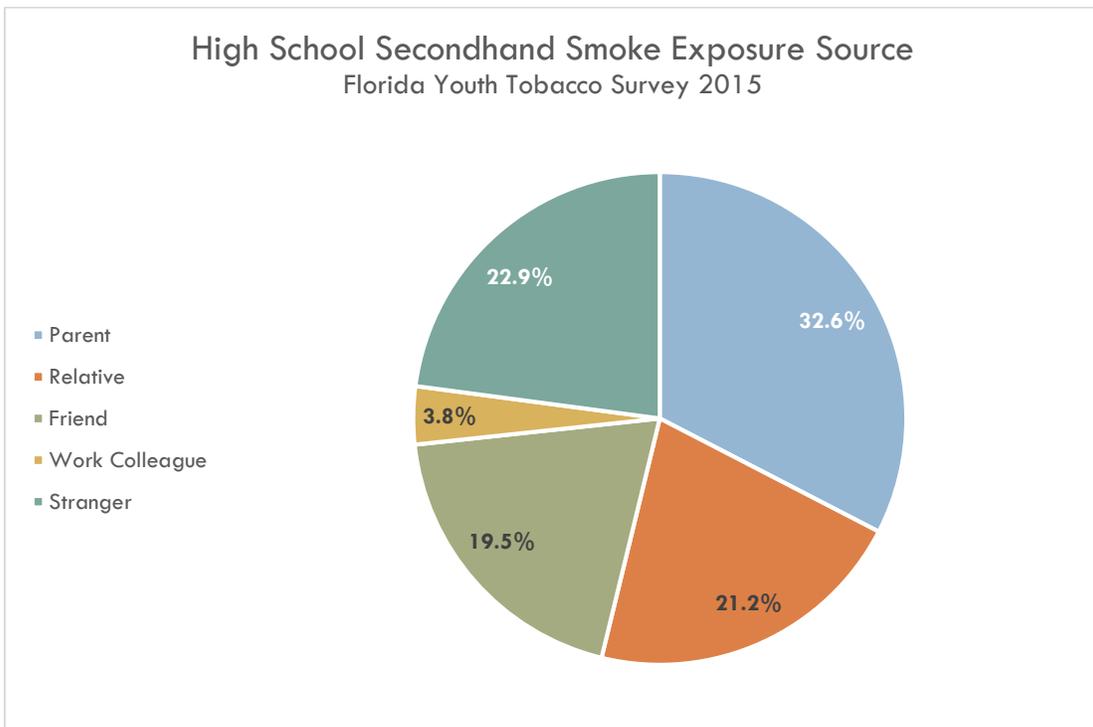


FIGURE 13-FLORIDA HIGH SCHOOL STUDENT SECONDHAND SMOKE EXPOSURE SOURCE



POINT OF SALE

The Pasco County Tobacco Prevention Program conducted surveillance of tobacco retailers in the county to obtain information about the point of sale environment for tobacco. This surveillance was coordinated through Counter Tools, an online tool used to collect and display data about tobacco retailers. The following information was collected using this tool.

Tobacco Retail License Information

Licensing Costs

Tobacco licenses are required to sell tobacco products in retail locations and are issued and regulated by the Florida Division of Alcoholic Beverages and Tobacco. Currently licenses cost \$50 to obtain and must be renewed annually for the same amount. [Florida Statute 569.003\(1\)c](#) defines the licensing requirements and stipulates that this fee cannot exceed \$50. [Florida Statute 569.003\(1\)d](#) specifies that for each month a license renewal is delinquent, a \$5 late fee will be added to the renewal fee and that tobacco and alcohol license applications should be applied for jointly. Retailers can be granted a temporary license while their application is reviewed and finalized.

Licensing Requirements

Tobacco retailers cannot sell tobacco products to anyone under the age of 18. Retailers must be at least 18 years of age and consents to inspection and search of the location covered by the permit without a warrant by the Division of Alcoholic Beverages and Tobacco, sheriffs, deputy sheriffs, or police officers to determine compliance with [Chapter 569](#) of the Florida Statutes. Retailers must also post a sign in their establishment "stating that the sale of tobacco products to persons under 18 years of age is unlawful" ([Florida Statute 569.14](#)). Retailers must also post educational material for employees and customers to assist in determining if a customer is of legal age to purchase tobacco products ([Florida Statute 569.14\(4\)](#)). These signs commonly read "If you were not born before this date (insert date and applicable year) you cannot buy tobacco products."

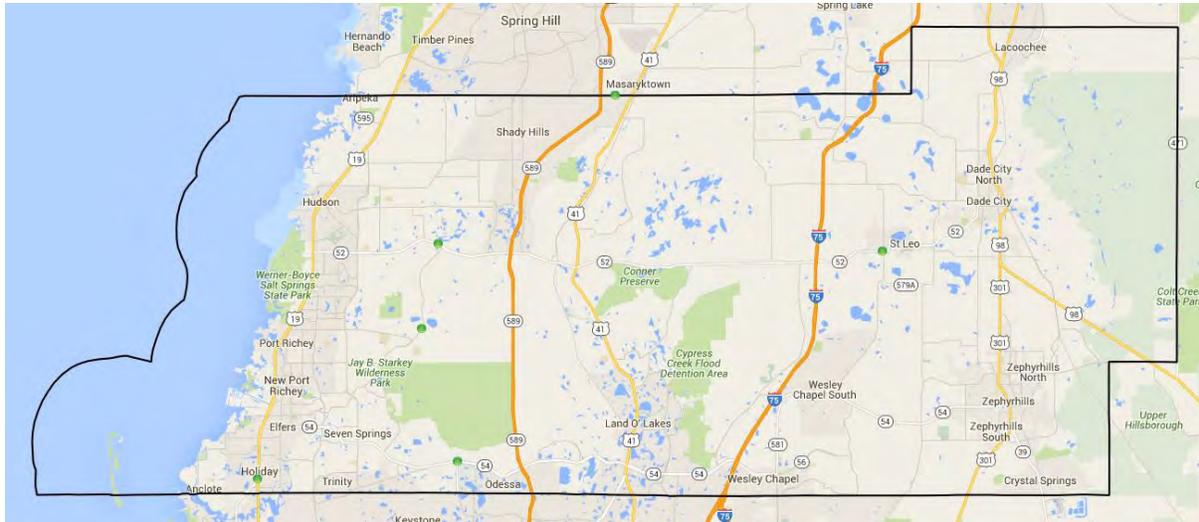
Licensing Enforcement

FLORIDA ENFORCEMENT

In accordance with [Florida Statute 569.005\(1\)](#), if a retailer is engaged in the sale of tobacco products without a tobacco retail license, they are guilty of a non-criminal violation subject to a fine that cannot exceed \$500. It is a second degree misdemeanor to sell, barter, or give anyone under the age of 18 any tobacco products, punishable by a fine of up to \$500 or imprisonment of up to 60 days. If any other violations are reported within a year of the first, the violation becomes a first degree misdemeanor, punishable by a fine of \$1,000 or up to 1 year in jail. The court can also impose up to \$1,000 in administrative fines for each violation that occurs ([Florida Statute 569.006](#)). Tobacco retail licenses may be suspended or revoked but the circumstances under which this can happen are not specified in the Florida Statutes.

The Division of Alcoholic Beverages and Tobacco, the Department of Business and Professional Regulation, and any law enforcement officer certified under Florida Statutes 943.10(1), (6), or (8) can enforce the provisions of the Florida Statutes Chapter 569 regulating tobacco sales (Florida Statute 569.12(1)). Counties and municipalities may designate certain employees or agents as tobacco enforcement officers and determine what qualification these enforcement officers will have ([Florida Statute 569.12\(2\)\(a\)](#)). An annual report must be made annually to the legislature and the governor by the Division of Alcoholic Beverages and Tobacco that include data on the number and results of compliance visits to retailers, the number of violations involving tobacco sales without the proper permit, and the number of violations for selling tobacco products to those under the age of 18 ([Florida Statute 569.19](#)).

FIGURE 14-PASCO COUNTY SYNAR CHECKS



FEDERAL ENFORCEMENT

The Food and Drug Administration (FDA), which regulates tobacco products on a federal level, conducts its own compliance inspections and has its own penalty system for violations. The FDA provides money to each state to pay for compliance checks to be conducted in that state. Each state can choose who will receive that contract to conduct compliance checks. The most recent contract was provided on August 2015 for \$2,176,609.68 to the Information Systems and Networks Corporation, a third party vendor ([FDA Tobacco Retail Inspection Contracts](#)). Observed tobacco violations are then reported to the FDA. The FDA investigates the violation and enacts its own [penalty system](#) (Table 3). The FDA can pursue a no-tobacco-sale order against the retailer if they are found to have five or more violations in a 36-month timeframe ([FDA Compliance and Enforcement](#)). The compliance check information is publicly available on the [FDA website](#).

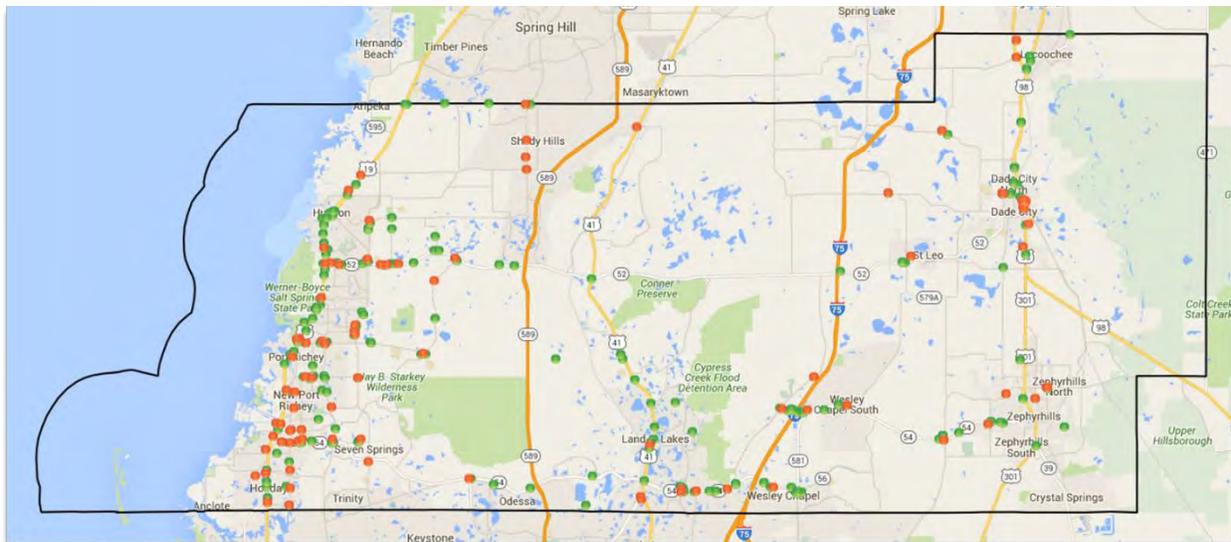
TABLE 3-FEDERAL PENALTIES

Violation	Penalty
1st	Fine of \$0.00 accompanied by a warning letter
2nd within a 12-month period	Up to \$250
3rd within a 24-month period	Up to \$500
4th within a 24-month period	Up to \$2,000
5th within a 36-month period	Up to \$5,000
6th or subsequent within a 48-month period	Up to \$11,000; determined on a case-by-case basis

FEDERAL VIOLATIONS

Of the 369 FDA inspections conducted in Pasco County in 2015, 96 inspections were failed. This indicates that the county’s inspection failure rate is 26 percent, higher than the state’s rate of 23 percent. Pasco County currently ranks 15th in the state for failed federal inspections.

FIGURE 15-PASCO COUNTY FDA COMPLIANCE CHECKS (ORANGE: FAILED INSPECTION, GREEN: PASSED INSPECTION)



Responsible Retailer Incentive

If retailers establish and implement procedures that work to ensure compliance with the Florida Statutes on tobacco sales, they can use this designation to potentially mitigate penalties imposed against them for violations ([Florida Statute 569.008\(2\) and \(3\)](#)).

General Retailer Information

There are 567 tobacco retailers in Pasco County, and of these 244 were designated to be surveyed by the Tobacco Prevention Program. Survey attempts were made on all assigned retailers but only yielded 199 usable surveys to analyze. Table 3 shows the various impediments to completing all assigned surveys. Of the 17 retailers that were found to not currently sell tobacco to customers, all but one were bars.

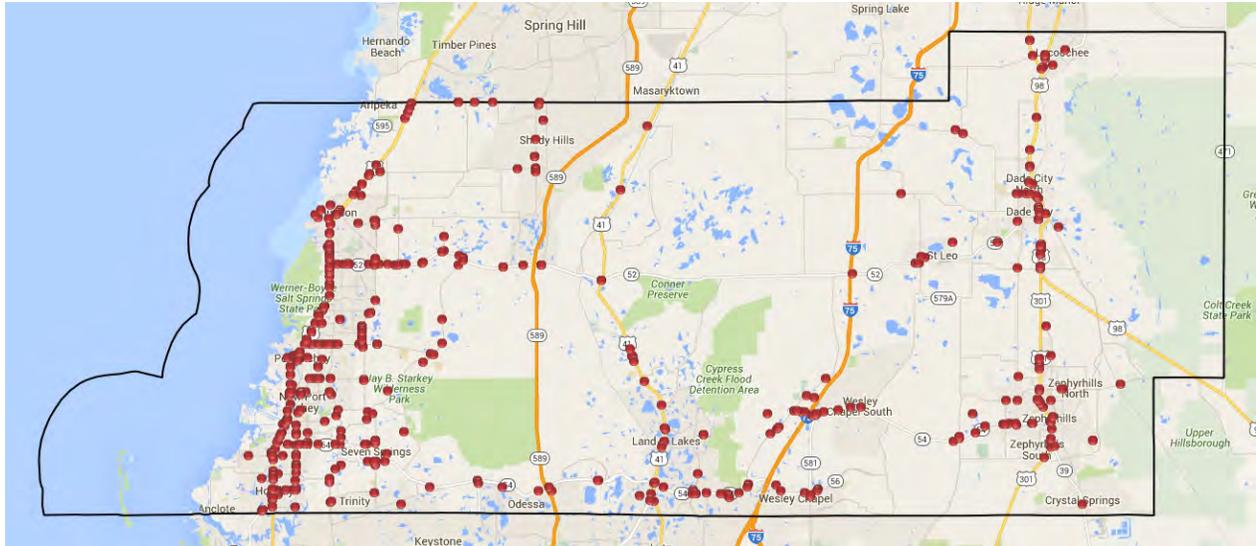
TABLE 4-REASONS FOR INCOMPLETE SURVEYS

Reason for incomplete survey	Number of retailers
Membership or fee required to enter	2
Retailer does not currently sell tobacco to consumers	17
Address was located but retailer not found	4
Could not locate retailer or address	1
Retailer closed during survey attempt	8
Retailer out of business	8
Surveyor refused survey-unsafe or uncomfortable retailer environment	5

Retailer Density

Pasco County has a retailer density of 1.2 retailers per 1,000 residents. This rate is slightly lower than the state density of 1.5 retailers per 1,000 people.

FIGURE 16- PASCO COUNTY TOBACCO RETAILERS



Density by Demographics

In Pasco County, the tobacco retailer density is higher than the average retailer density for areas with higher percentages of Hispanic, black, and lower income populations.

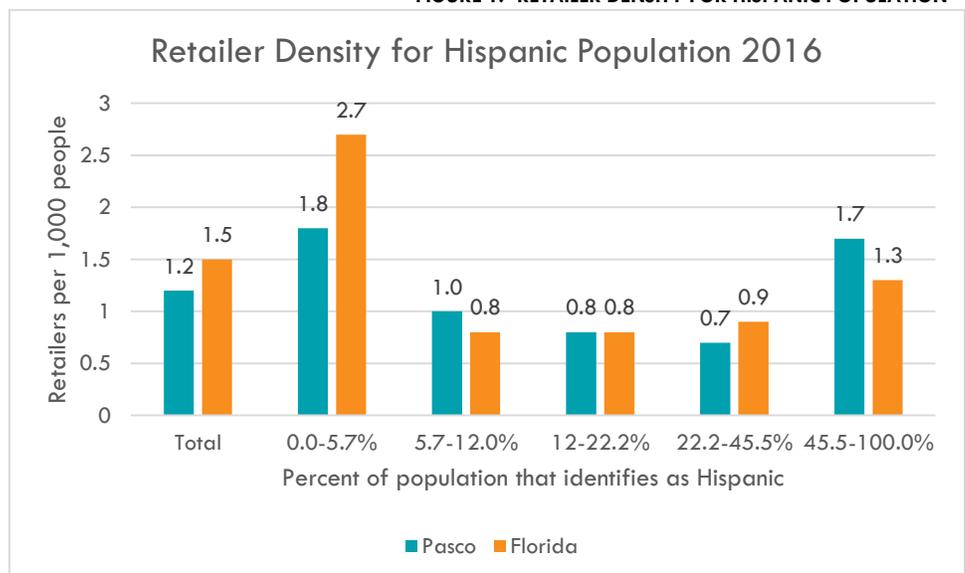
Figure 2 shows that the density of tobacco retailers is markedly increased in areas where the population is predominantly black. There are currently 3 tobacco retailers per 1,000 people in areas where the population is 54.2% or more black, more than double the county average of 1.2 per 1,000 people. This density is also notably higher than the state density for the same population (1.3 per 1,000 people).

Tobacco retailers are also denser in areas where the median household income is lower. Figure 3 shows that there are 1.9 retailers per 1,000 people in areas where the median household income is less than \$33,605.

Retailers near Youth, Schools, and Parks

There are 5.8 tobacco retailers per 1,000 youth (age <18) in Pasco County, which is less than the state density of 7.2 retailers per 1,000 youth. Of the 529 tobacco retailers in Pasco County, 5 percent (25 retailers) are within 1,000 ft. of a school. This is much lower than the state average of 13 percent. Only 4 percent of Pasco county

FIGURE 17-RETAILER DENSITY FOR HISPANIC POPULATION



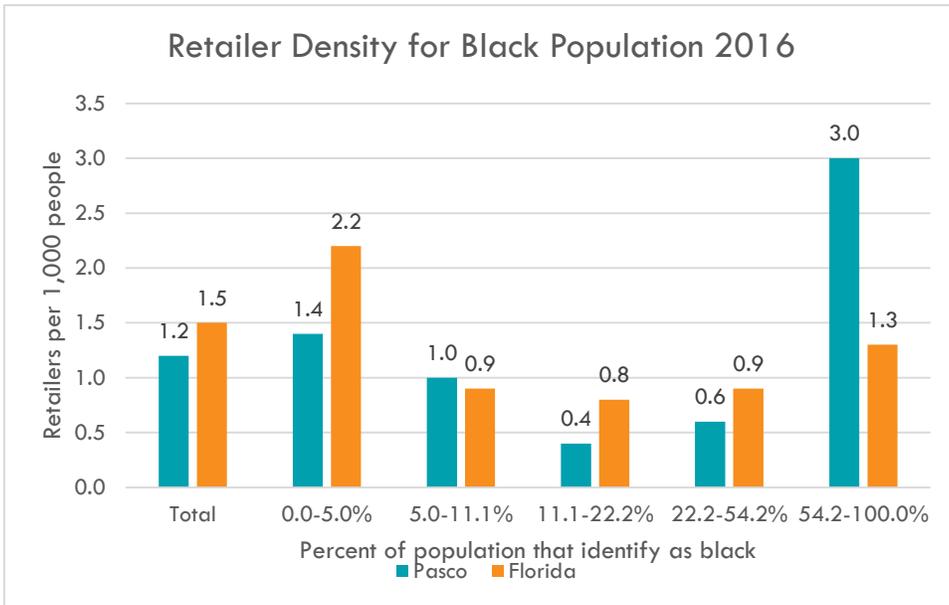


FIGURE 18-RETAILER DENSITY FOR BLACK POPULATION

tobacco retailers are within 1,000 ft. of a park, lower than the state average of 13percent.

Proximity to Other Retailers

Pasco County has a lower proportion of tobacco retailers than are within 500 ft. of another retailers than the state (59% to 66% respectively), but this close proximity of tobacco retailers to one another in the county is seen in higher rates in populations where there are more youth and

lower median household incomes. In areas where youth (age 0-17) make up more than a third of the population, 67 percent of tobacco retailers are within 500 ft. of another retailer. This is slightly higher than the state average of 61 percent for this population. In areas where the median household income is less than \$33,605, 68 percent of tobacco retailers are within 500 ft. of another retailer (similar to the state average of 69 percent for this population). Maps of retailer density in Pasco County and of retailer proximities to schools, parks, and other retailers can be found in Appendices I-VI.

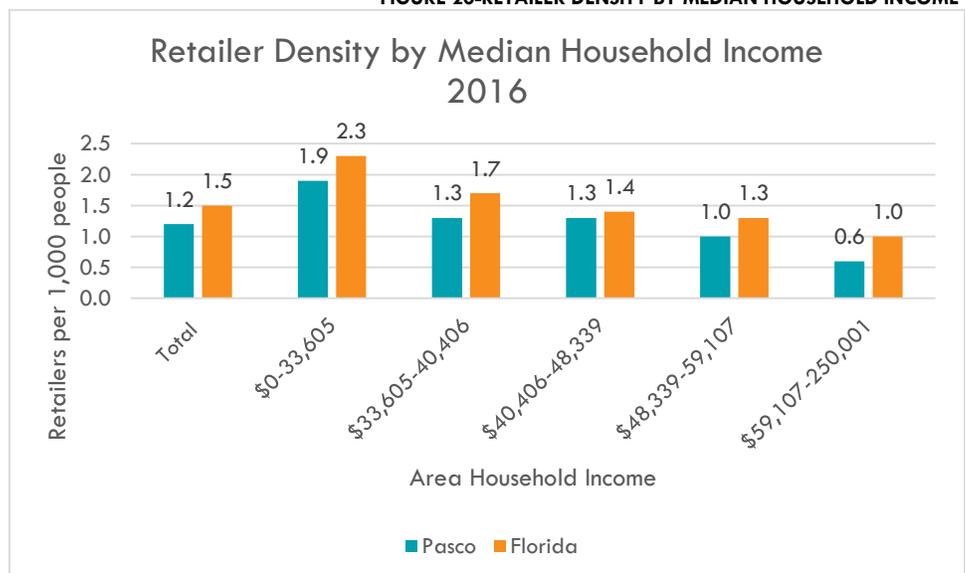
Retailer Information

Over half of the retailers surveyed were convenience stores. The next most common store type were stores that are considered mass merchandisers, like Wal-Mart, Dollar General, and Family Dollar. Of all retailers surveyed, only one stored tobacco products out of sight from customers. Nine out of 10 stores also sold alcohol, 11.7 percent had a pharmacy counter, 67 percent accepted SNAP benefits, and 10.7 percent accepted WIC benefits. This information is summarized in the table in Appendices VII and VIII.

Signage

Tobacco retailers are required to display certain signage in their establishment to comply with their license requirements. The signage evaluated through recent surveillance included the required “age of sale” sign and “We Card” signs. Almost 40 percent of the retailers surveyed did not have an “age of sale” sign displayed and 18 percent did not have the “We Card” signs posted.

FIGURE 20-RETAILER DENSITY BY MEDIAN HOUSEHOLD INCOME



Only 2 percent of retailers posted a graphic health warning.

Product Information

Surveillance conducted by the Pasco County Tobacco Prevention program evaluated product availability, product placement, product advertising, and prices and promotions on certain tobacco products.

Product Availability

The most commonly available tobacco products were cigarettes (menthol and regular), cigarillos, chew (dip, snus, snuff), and E-cigarettes. These product categories were available at over 80 percent of the retailers surveyed, with the exception of chew that was available at roughly 64 percent of retailers. The surveys also evaluated the availability of specific items including, Newport menthol cigarettes, Blu E-cigarettes, single cigarillos, and Grizzly Long Cut chew. Of the specific products evaluated by the surveys, all were commonly available. A chart summarizing the product availability can be found in Appendix IX.

Flavored tobacco availability was also assessed and the most commonly found flavored products were cigarillos, chew (dip, snus, snuff), e-cigarettes, and hookah. Loose tobacco was found in flavored varieties roughly 54 percent of the time. Flavored product availability is summarized in the chart in Appendix X.

Product Pricing

Prices were collected on the surveys for the cheapest pack of cigarettes offered, Newport menthol cigarettes, Blu E-cigarettes, and Grizzly Long Cut dip and are summarized in Table 5 below.

TABLE 5-SELECT TOBACCO PRODUCT PRICING

Tobacco Product Pricing	Price Range	Average Price
Cheapest pack of cigarettes	\$1.09-10	\$4.48
Newport menthol cigarettes	\$3.63-\$8.49	\$6.01
Blu E-cigarettes	\$4.49-14.99	\$10.02
Grizzly Long Cut	\$2.50-15.99	\$4.63

Product Promotions

Price promotions were commonly available for cigarettes (regular and menthol) and cigarillos. These promotions can include price discounts, multi-pack discounts, contests or sweepstakes. The most common products that were observed to have a promotion were regular and menthol cigarettes and cigarillos. Few observations were made of tobacco products being cross-promoted with cigarettes. Promotion information is summarized in Appendix XI and XII.

Product Placement

The surveys assessed whether or not tobacco products were placed within twelve inches of products appealing to children or minors. These products included toys, candy, gum, slushy/soda machines, or ice cream. The product category most commonly found near other products that appeal to children and minors was E-cigarettes. A chart summarizing the product placement information can be found in Appendix XII.

The survey assessed whether or not cigarillos, large premium cigars, E-cigarettes, hookah tobacco, and loose tobacco were placed in a vendor-assisted display. All of these products required vendor assistance to obtain for purchase. Appendix XIV.

Advertising Information

Outside Advertising

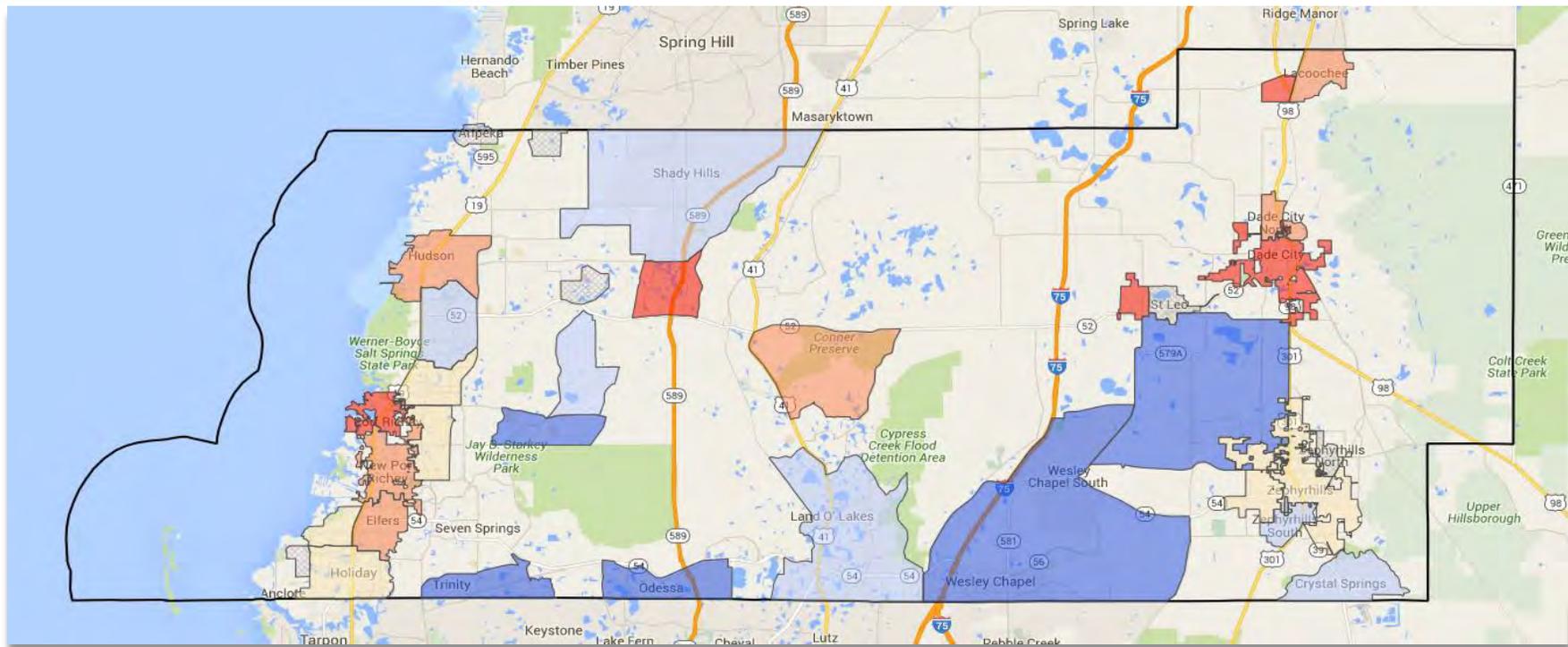
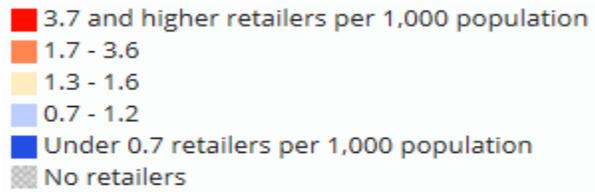
The most commonly observed ads placed outside of tobacco retail establishments were for cigarettes (regular and menthol), and alcohol. Outside advertisement information is summarized in Appendix XV.

Inside Advertisement Placement

It was uncommon to find ads for tobacco products placed within three feet of the floor inside tobacco retailer establishments, but the most commonly found advertisement was for cigarettes. Appendix XVI summarizes the inside advertisement information.

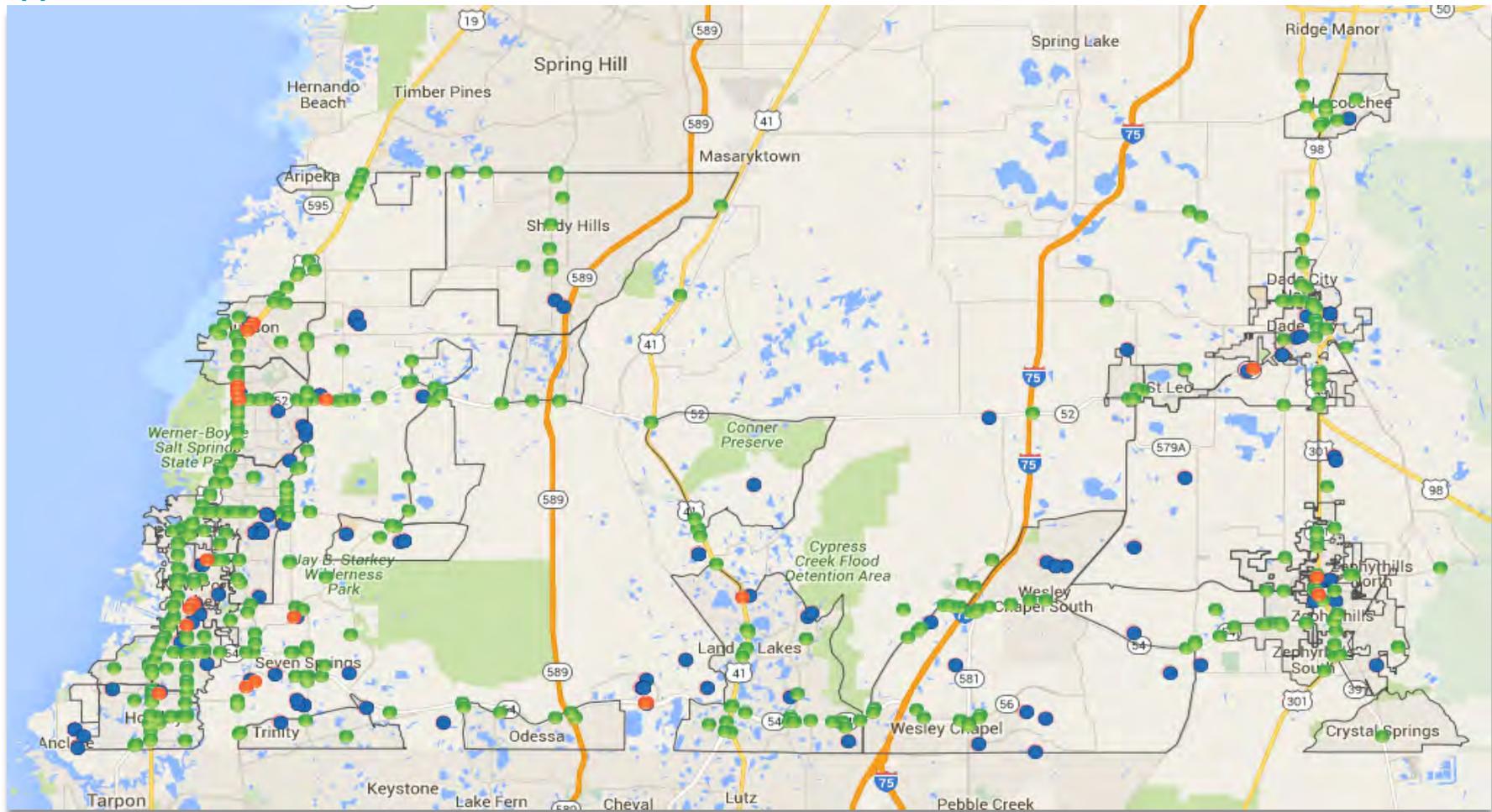
APPENDICES

Appendix I-Pasco County Retailer Density Map



Source: Counter Tools

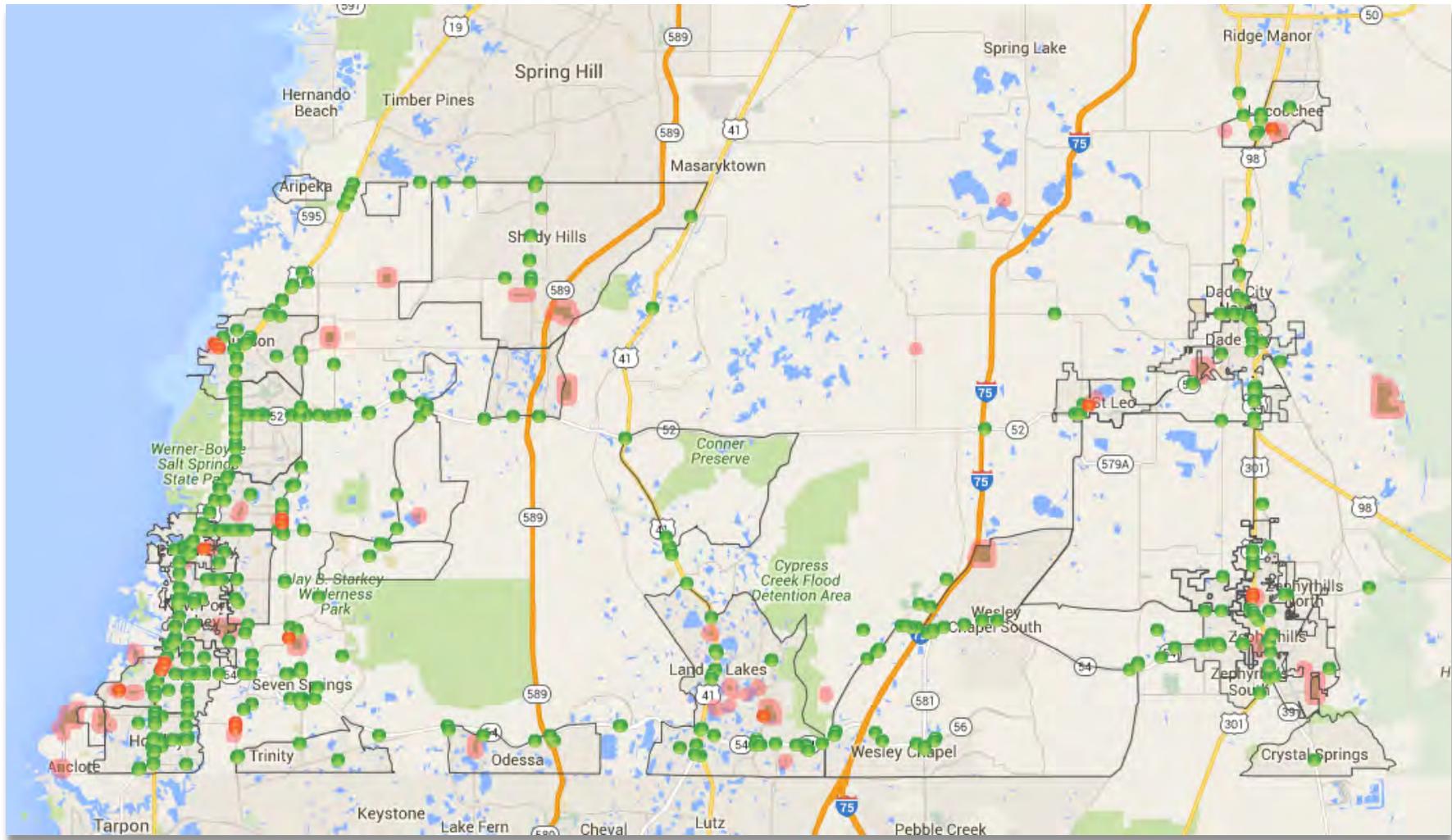
Appendix II-Retailers within 1,000 ft. of a School



Orange dot: retailer within 1,000 ft. of a school; **green dot:** retailer farther than 1,000 ft. from a school; **blue dot:** school

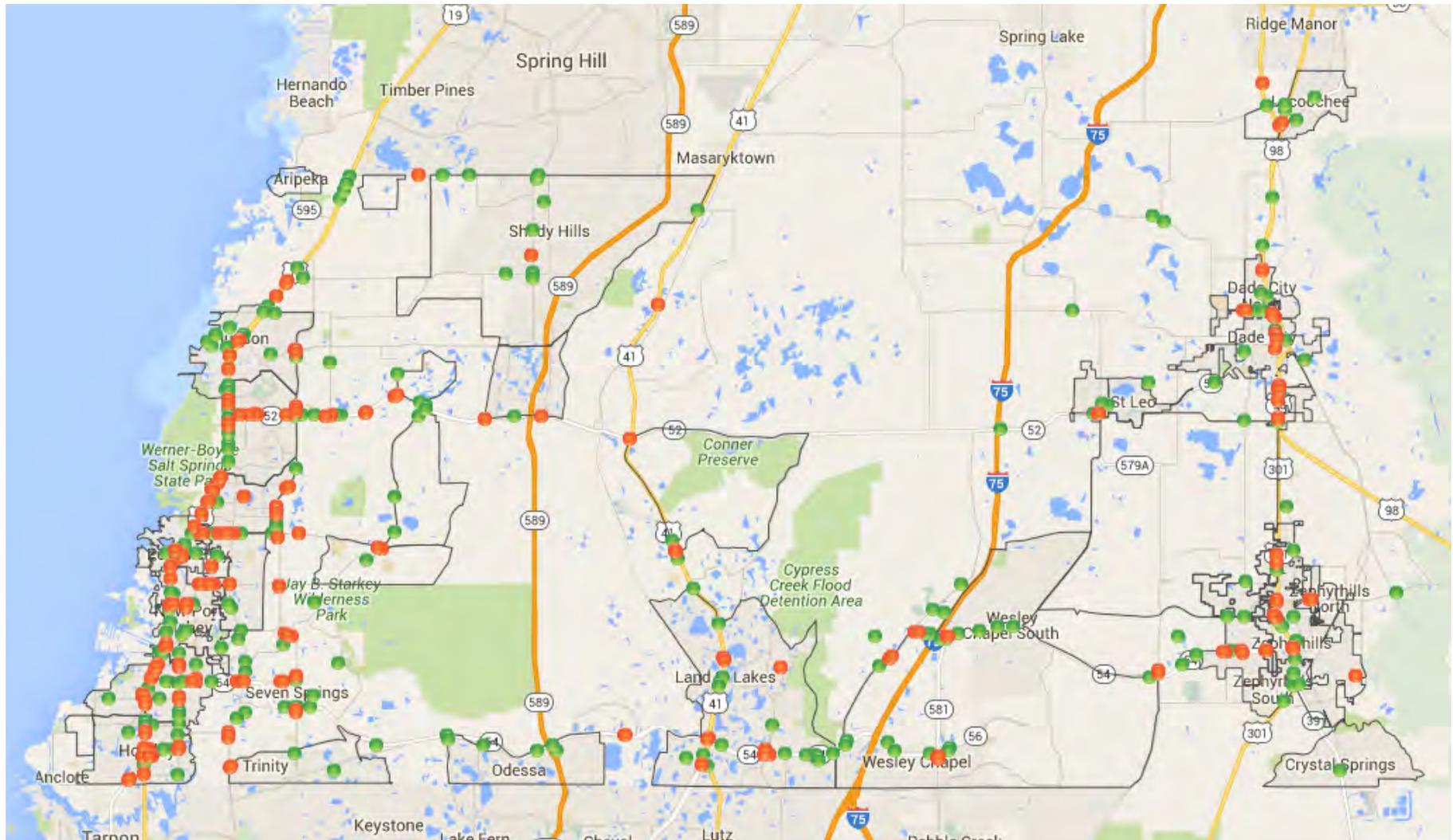
Source: Counter Tools

Appendix III-Retailers within 1,000 ft. of a Park



Orange dot: retailer within 1,000 ft. of a park; **green dot:** retailer farther than 1,000 ft. of a park; **red shaded area:** park
Source: Counter Tools

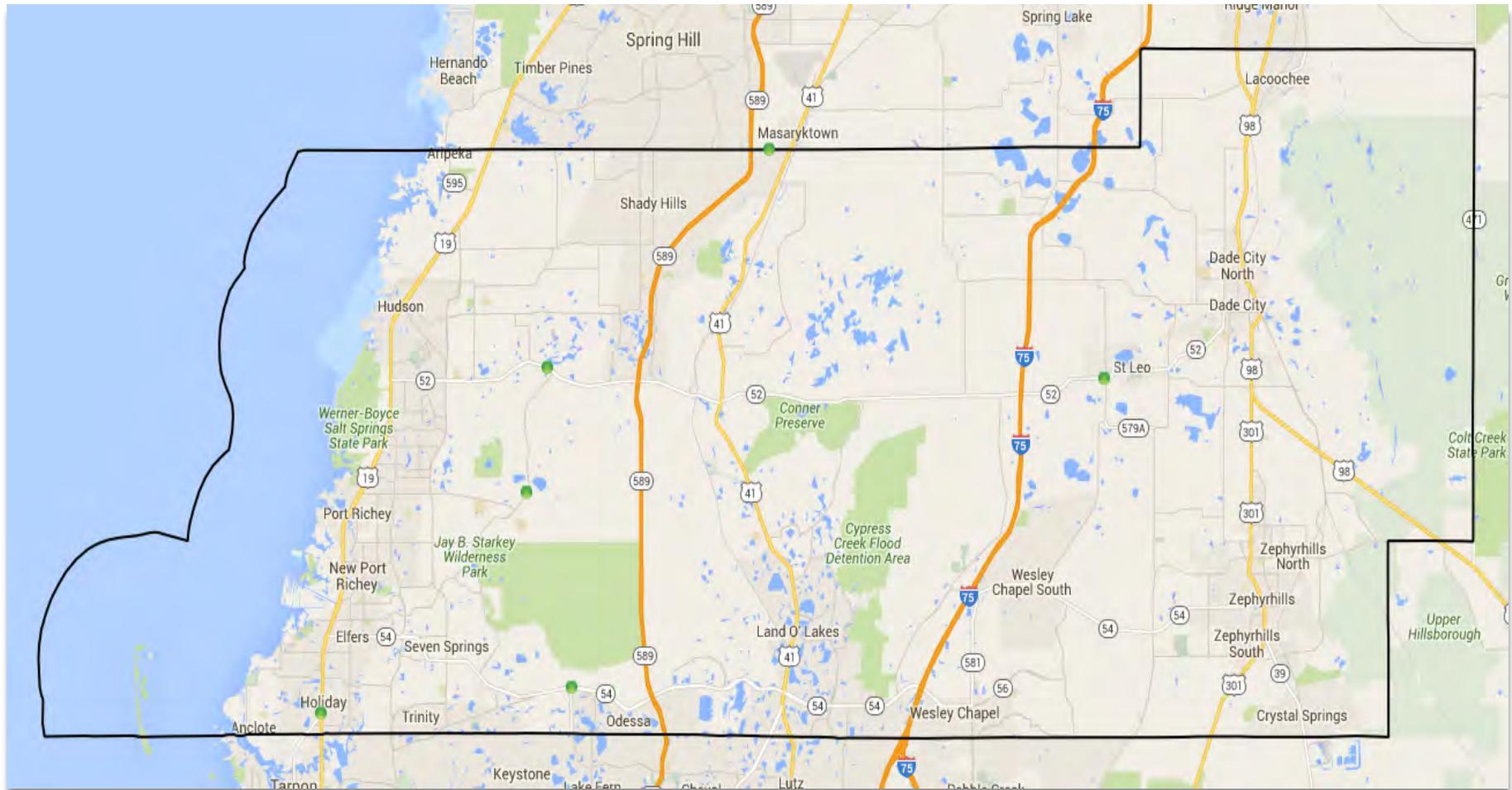
Appendix IV-Retailers within 500 ft. of another Retailer



Orange dot: retailer within 500 ft. of another retailer; **green dot:** retailer farther than 500 ft. of another retailer

Source: Counter Tools

Appendix V-Florida Division of Alcoholic Beverages and Tobacco Checks

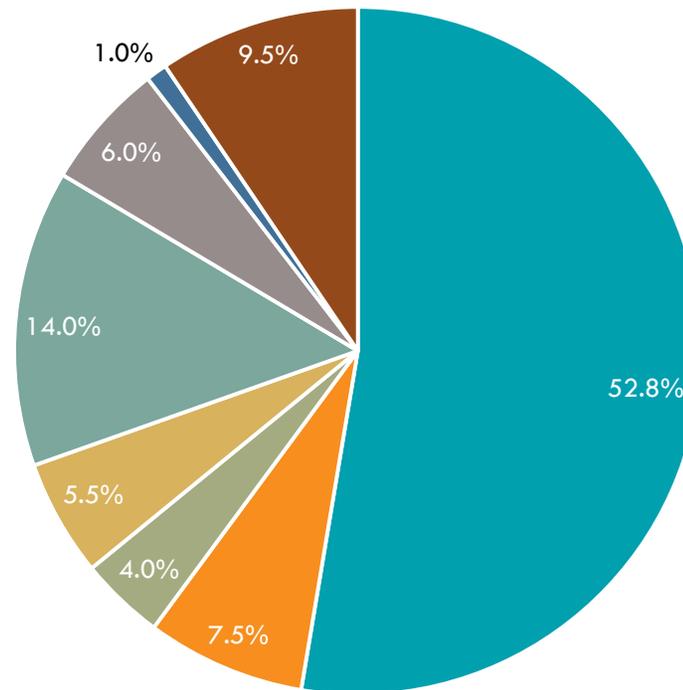


Green dot: passed compliance check

Source: Counter Tools

Appendix VII-Retailer Types Observed

- Convenience store with or without gas (e.g., 7-Eleven, Exxon, Wawa)
- Drug store/pharmacy (e.g., Walgreens, Rite Aid, local pharmacy)
- Beer, wine, liquor store (e.g., ABC)
- Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Publix, Winn Dixie)
- Mass merchandiser (e.g., WalMart, Costco, BJ's, Sam's Club) or discount store (e.g., Dollar General, Family Dollar)
- Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, or other tobacco shops)
- E-cigarette/vape shop
- Other, e.g., donut shop, bait & tackle



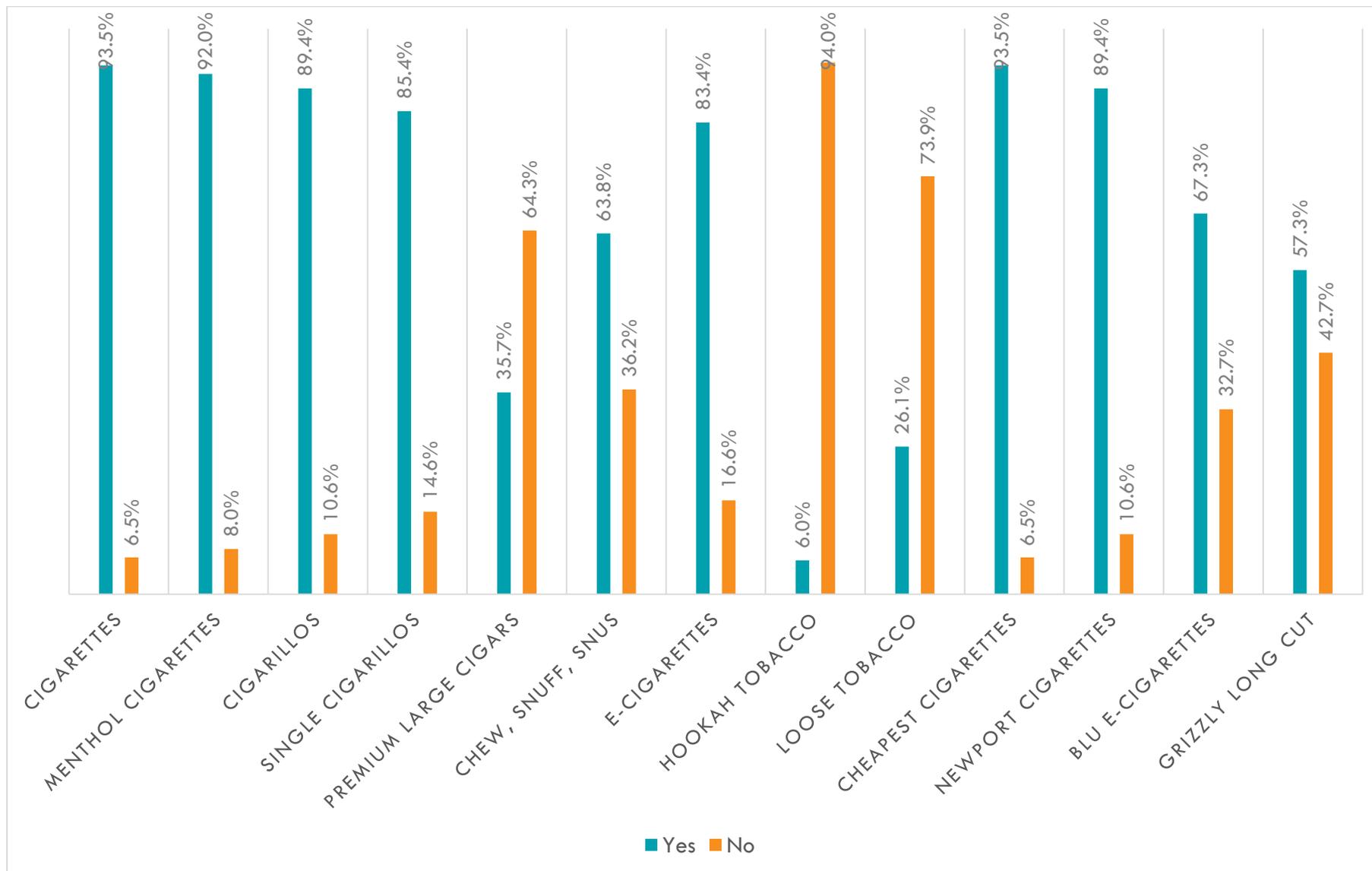
Source: POS Surveys

Appendix VIII-Retailer Information

Retailer Information	
Displayed tobacco where it was visible to customers	99.5%
Displayed a graphic health warning	2%
Did not display an “age of sale” sign	39.7%
Did not display “We Card” signs	18.1%
Pharmacy counter	11.7%
Sold alcohol	90%
Accepted SNAP/EBT benefits	67%
Accepted WIC benefits	10.7%

Source: POS Surveys

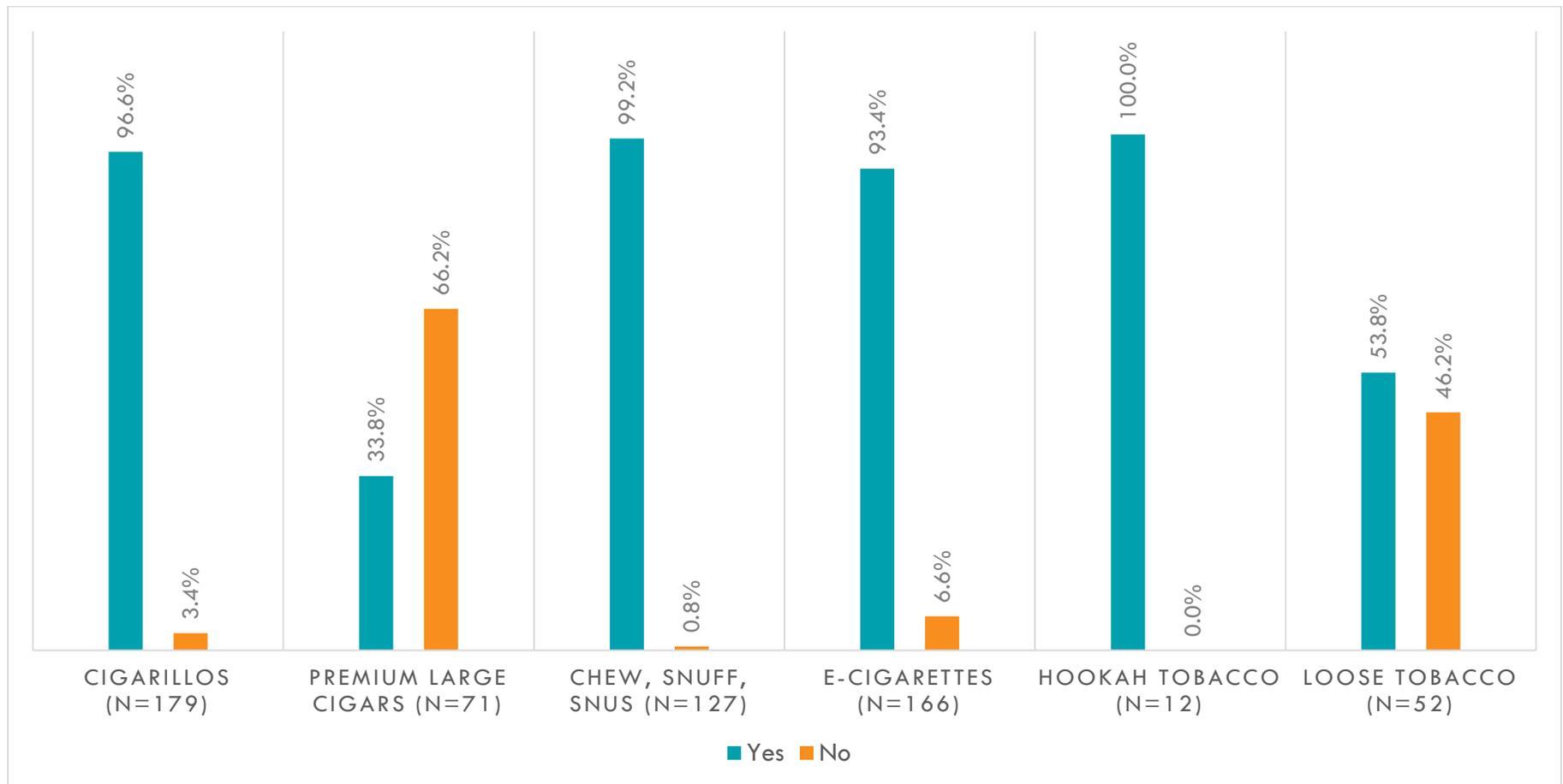
Appendix IX-Product Availability



*Single cigarillo availability was only reported on 179 of the 199 available surveys.

Source: POS Surveys

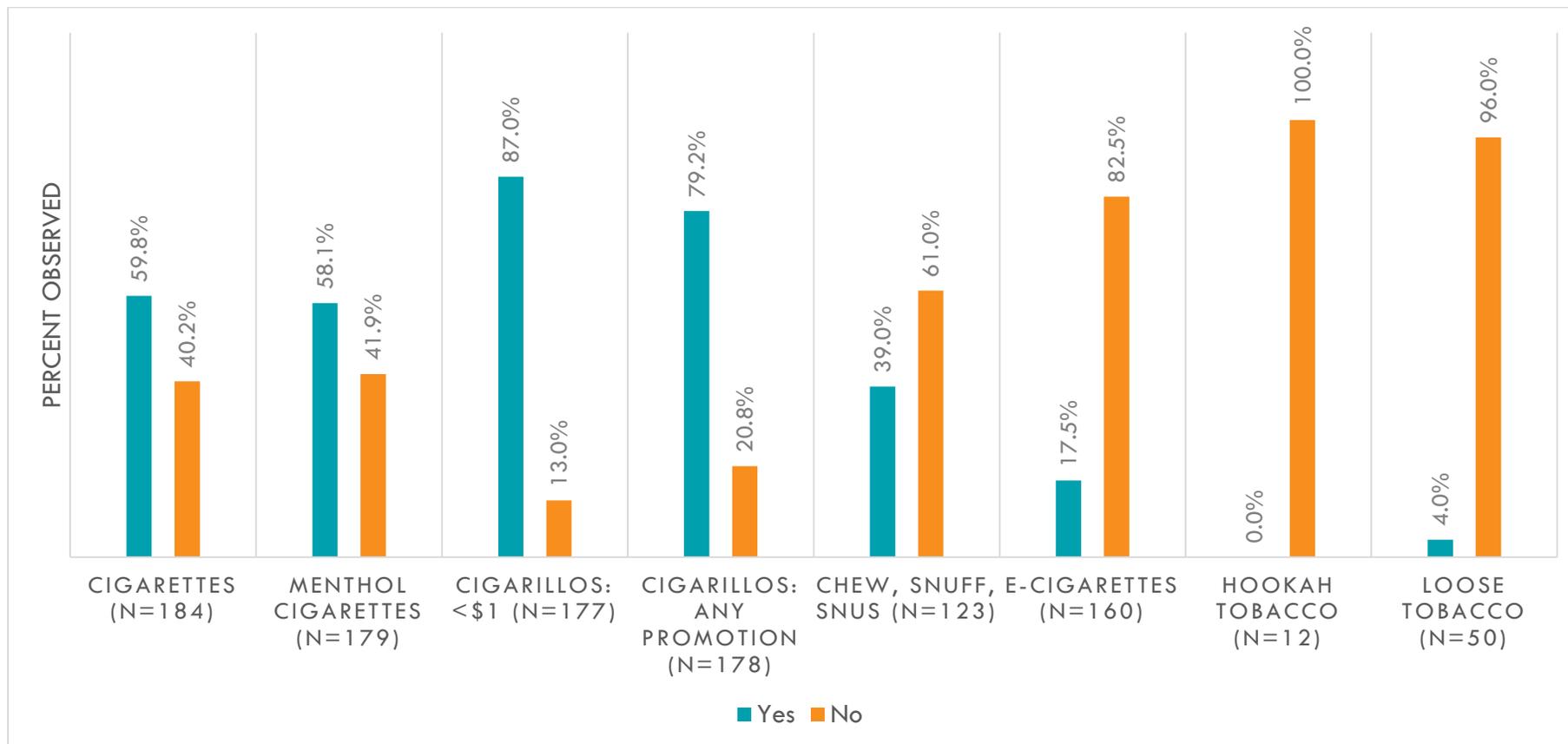
Appendix X-Flavored Tobacco Availability



N=#: survey responses used to calculate availability.

Source: POS Surveys

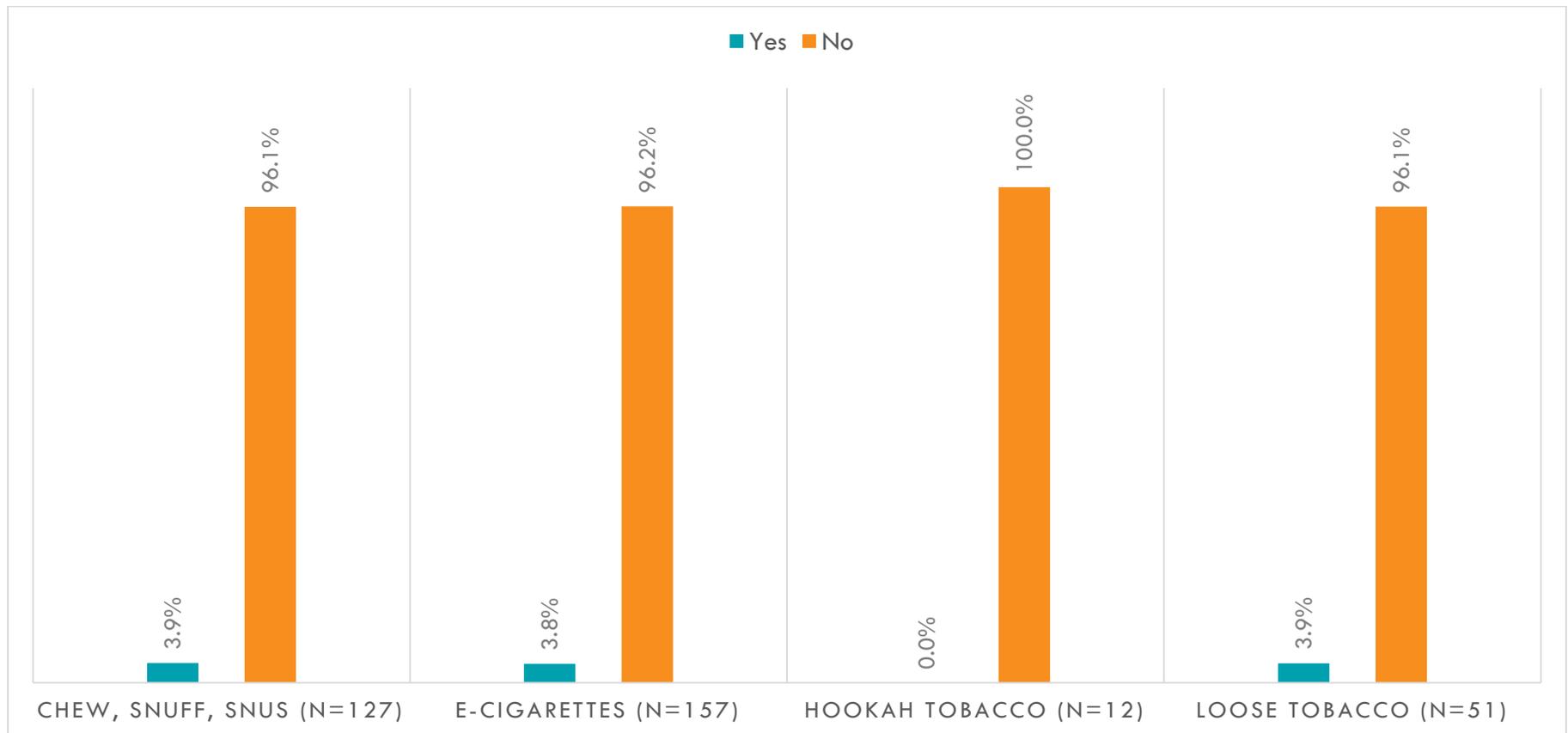
Appendix XI-Tobacco Product Price Promotions



N=#: surveys reporting price promotion information

Source: POS Surveys

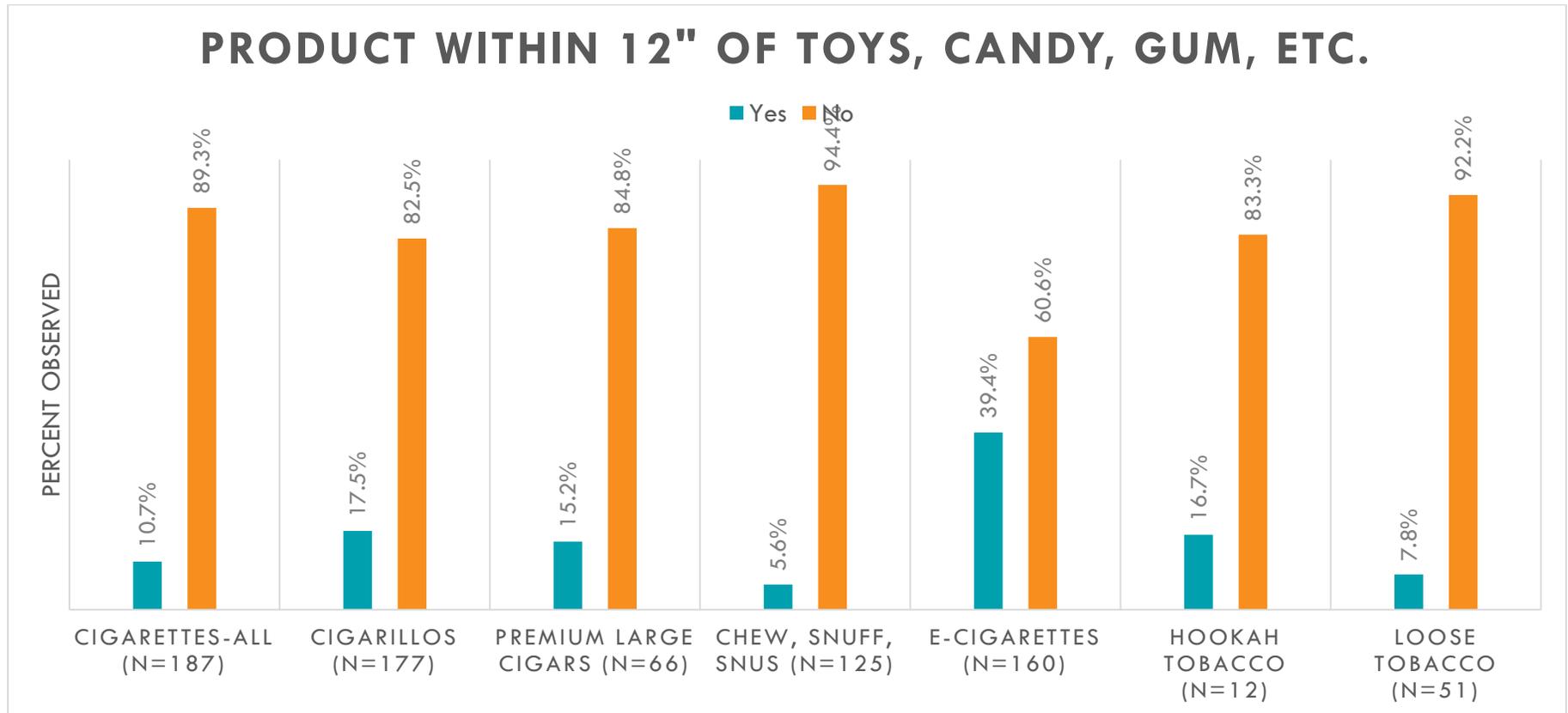
Appendix XII-Cross-Product Promotions with Cigarettes



N=#: surveys reporting price promotion information

Source: POS Surveys

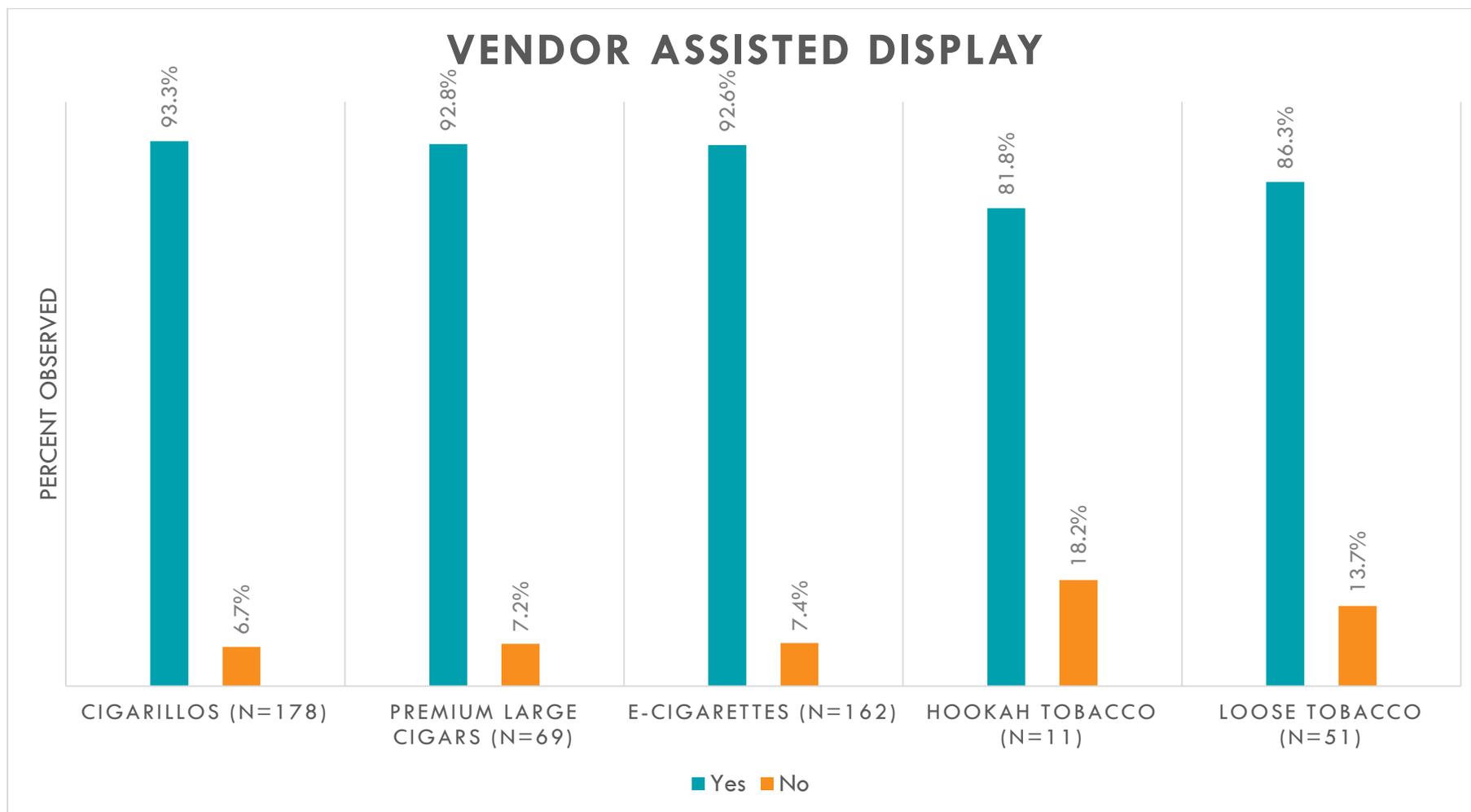
Appendix XIII-Product Placement near Toys, Candy, Gum, Etc.



N=#: surveys reporting price promotion information

Source: POS Surveys

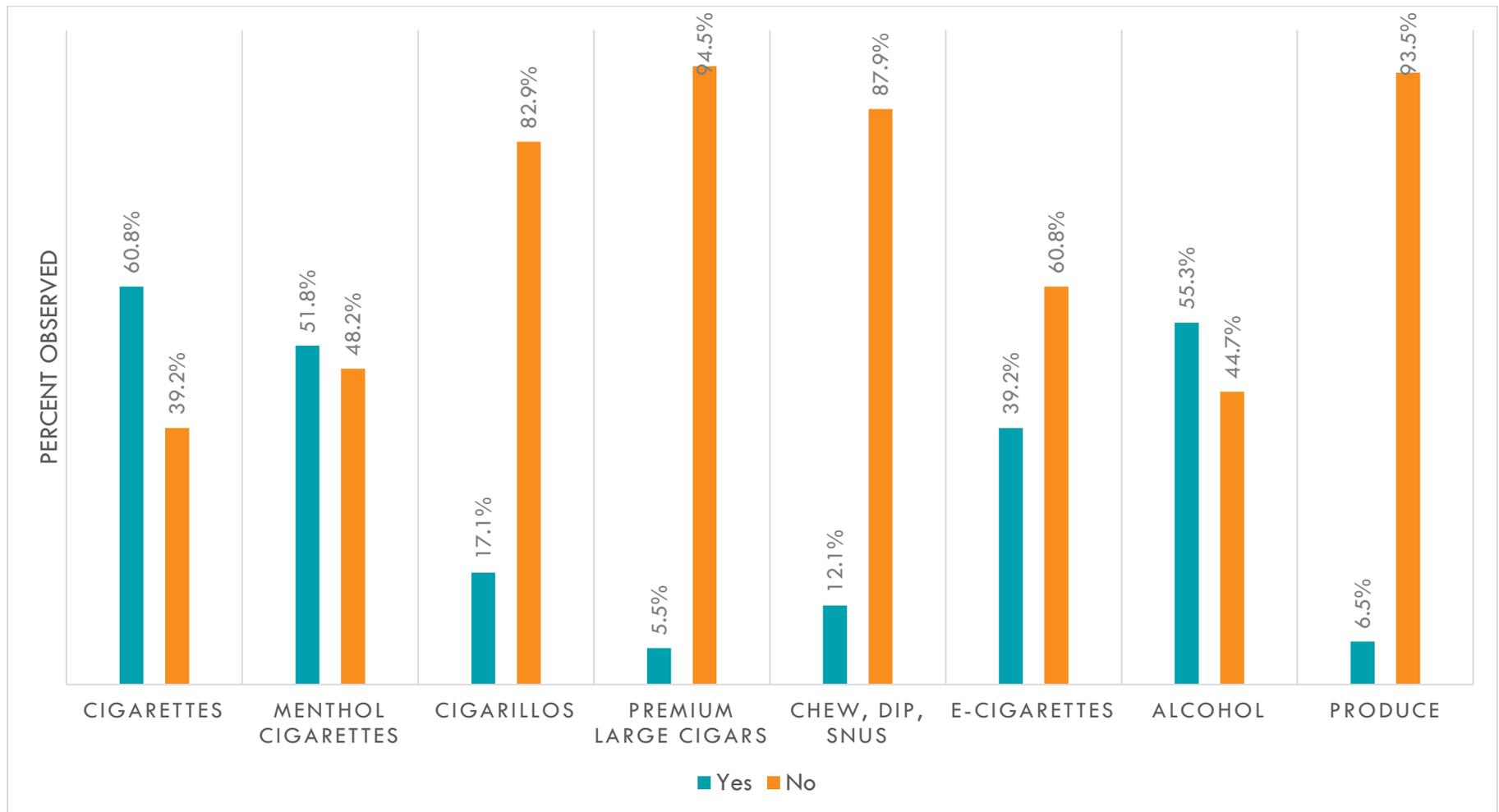
Appendix XIV-Vendor-Assisted Display



N=#: surveys reporting price promotion information

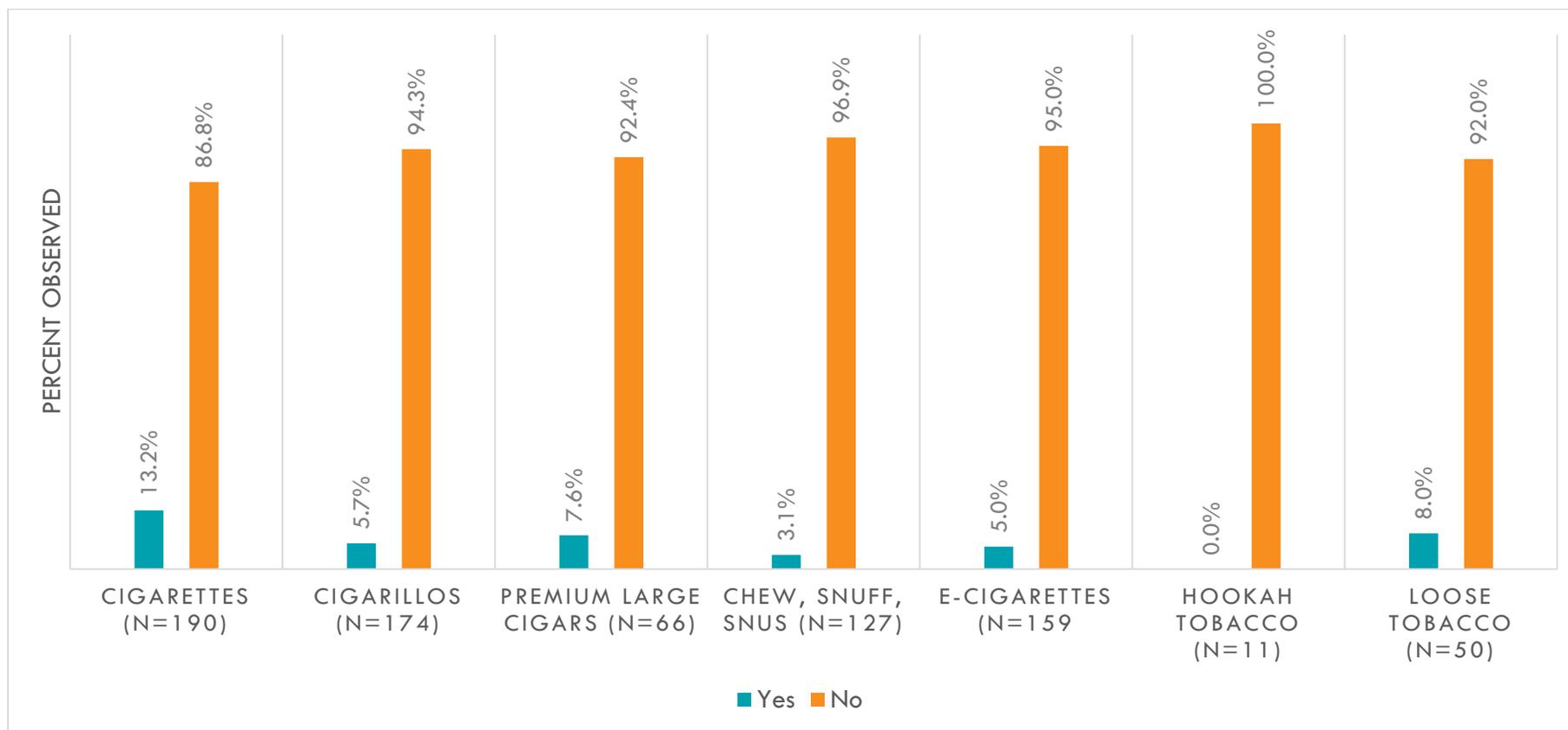
Source: POS Surveys

Appendix XV-Outside Advertising



Source: POS Surveys

Appendix XVI-Advertisement Placement below 3 ft. inside Establishment



N=#: surveys reporting price promotion information

Source: POS Surveys