

Point-of-Sale Store Assessment Results in Broward County

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The 4 P's of Marketing/Marketing Mix

Product

Price

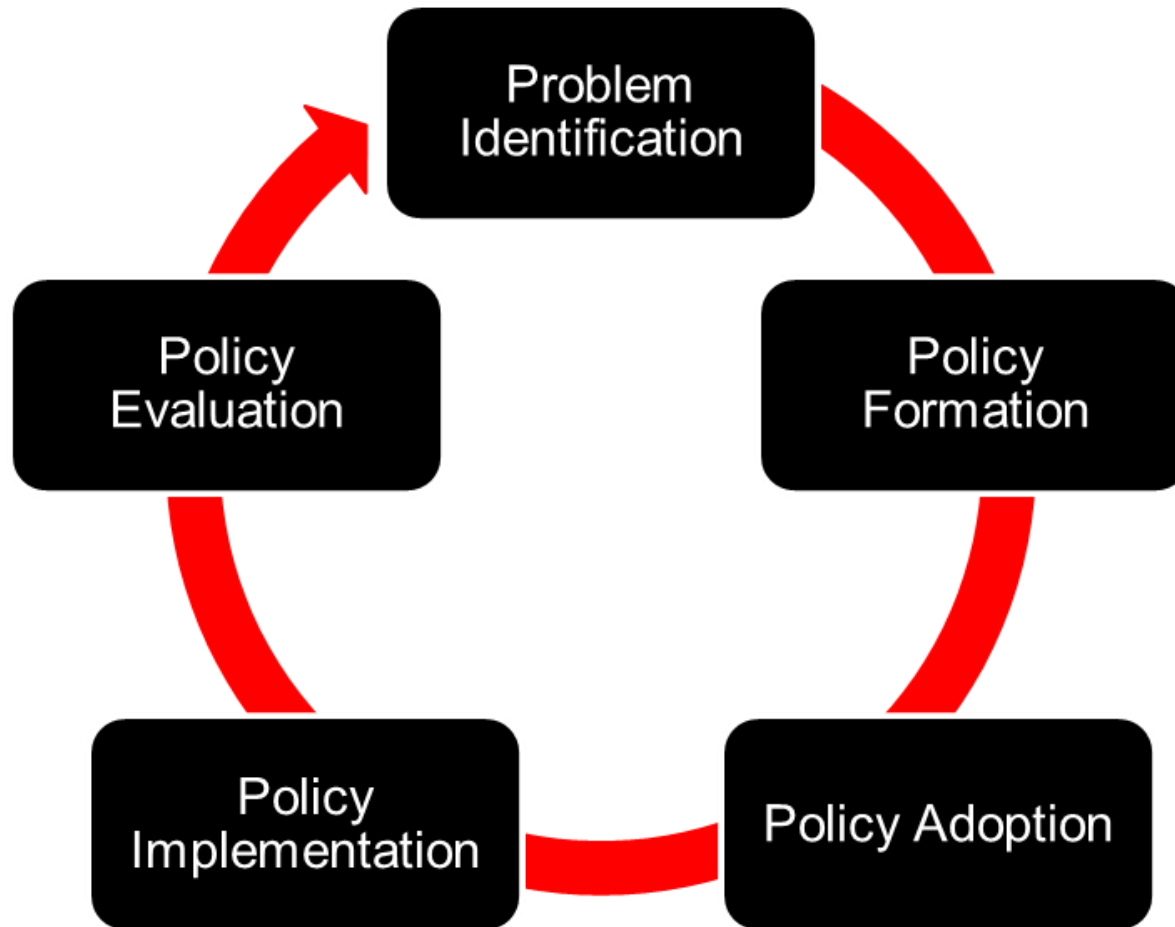
Placement

Promotion

Why POS Matters?

- Industry Marketing Spending
- Youth Tobacco Use Initiation
- Density and Proximity Issues
- Quit Attempts More Difficult

Problem ID & Policy Evaluation



Retailer Density

- Cluster of tobacco outlets in an area
- Measured as the number of retailers per 1,000 people
- Higher the density, the more retailers in a geographic area

Retailers Policy Tester Map Features Download Data

Clear map

Point Details

- Show retailer point locations
- Show number of retailers by City/Town

Aggregate Statistics

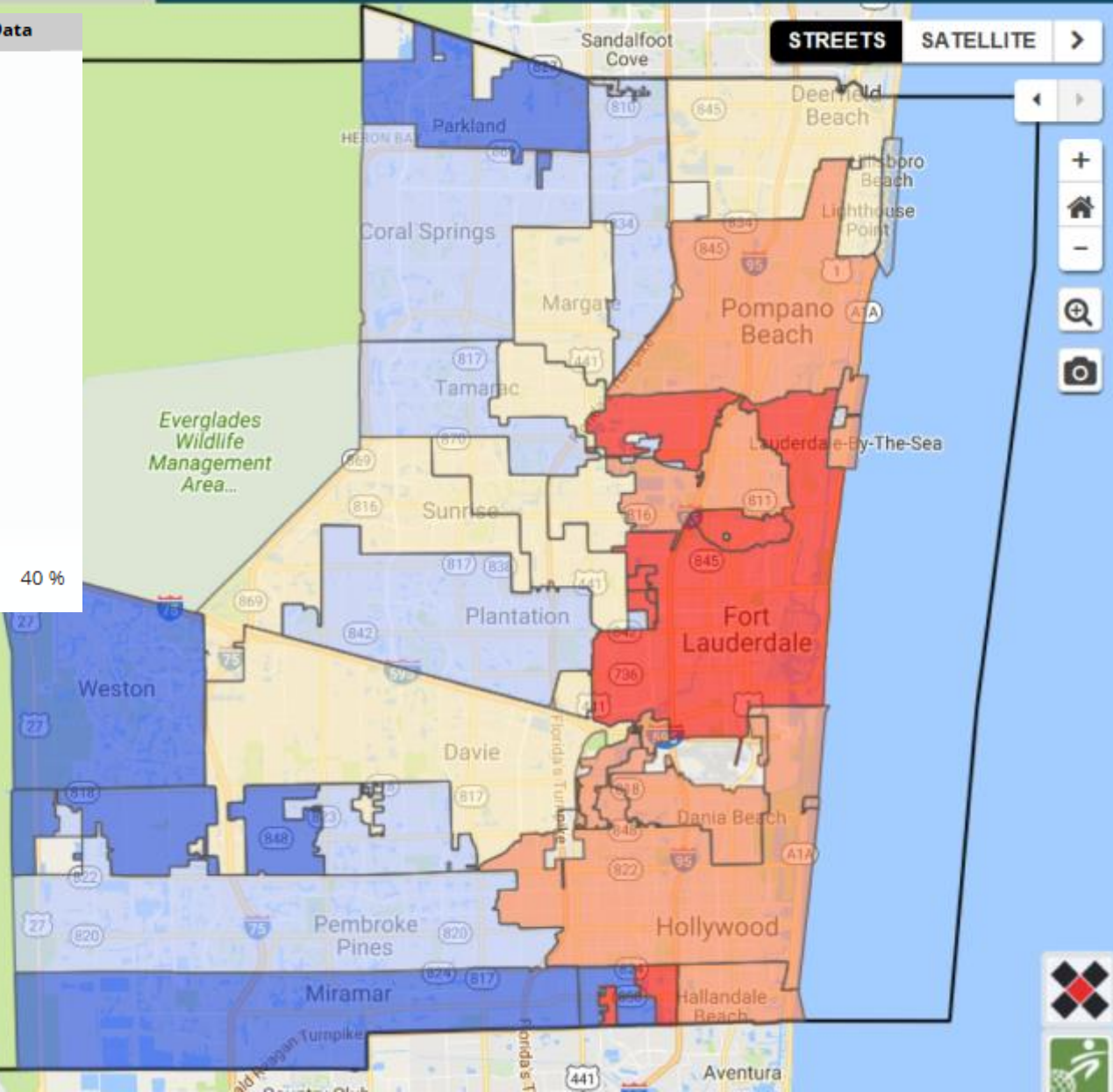
- Show density by City/Town
 - 2.3 and higher retailers per 1,000 population
 - 1.9 - 2.2
 - 1.0 - 1.8
 - 0.8 - 0.9
 - Under 0.8 retailers per 1,000 population
 - No retailers
- Show density ranking by City/Town
- Show swamp by City/Town

Transparency: 40 %

Everglades Wildlife Management Area...

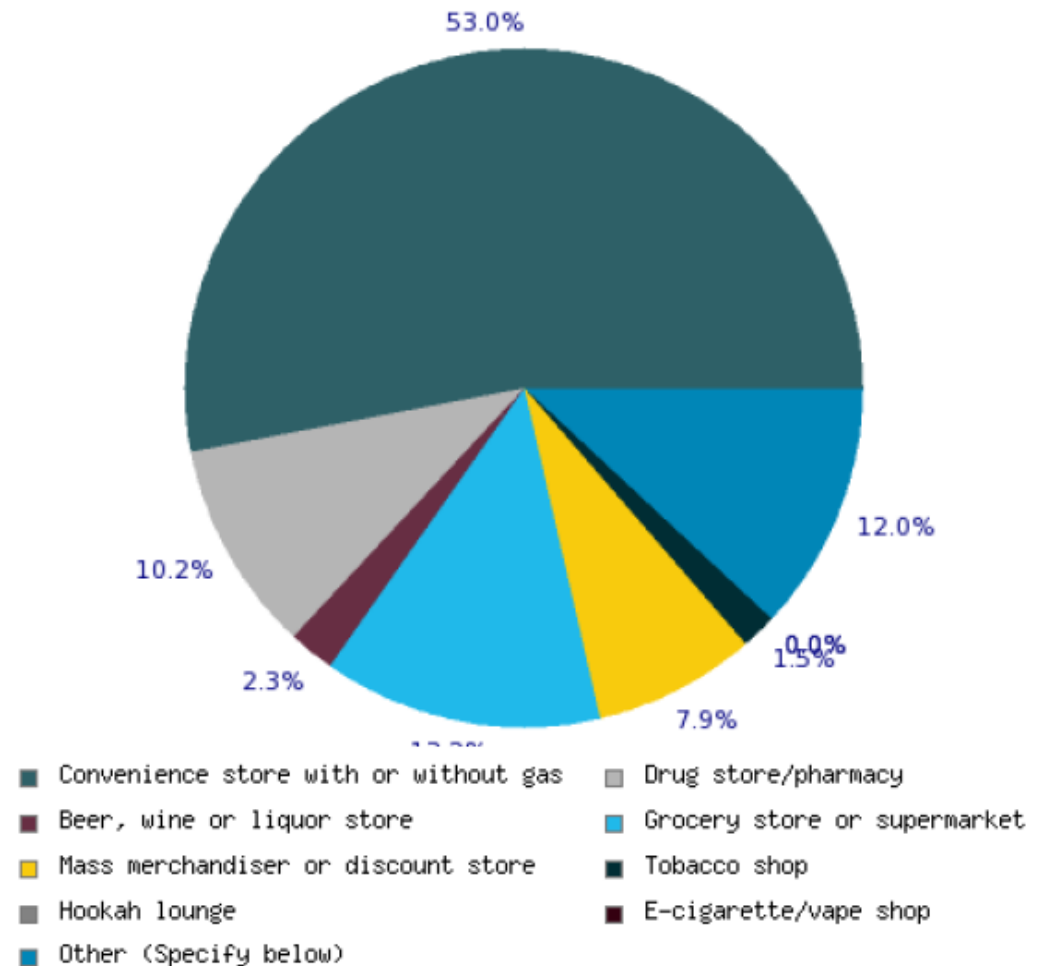
5 km
3 mi

search for address ...

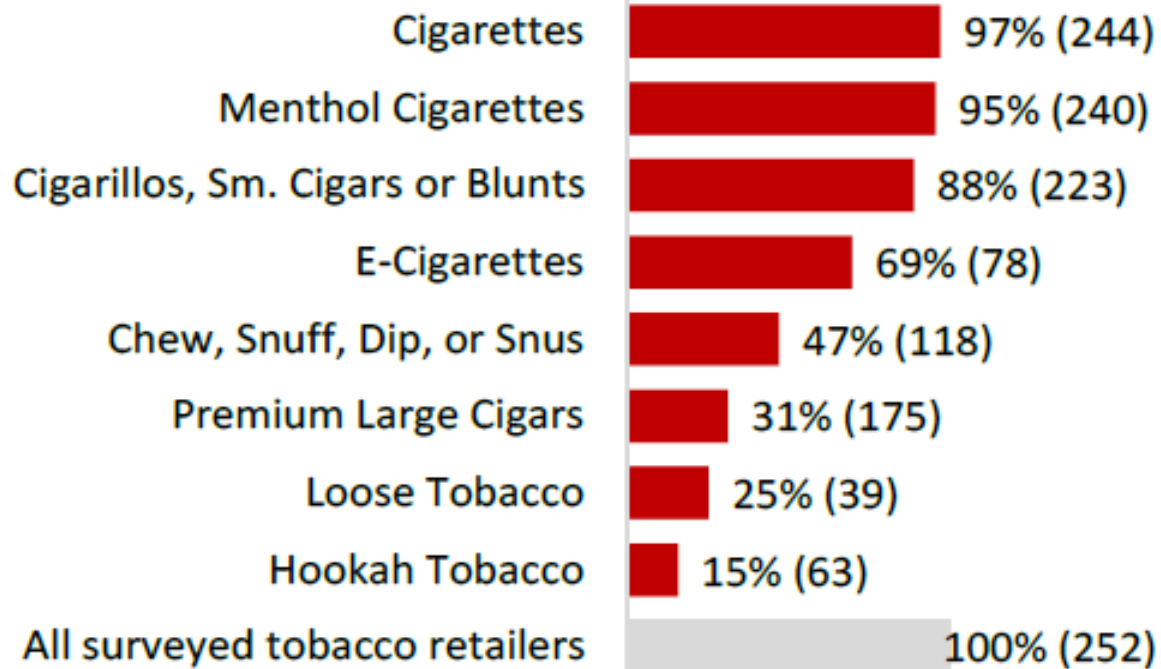


As of March 25, 2016

- 387 store assessments were completed in Broward County
 - 53% convenience store
 - 13% Grocery store
 - 12% Other
 - 10.2% Pharmacy store



Product



Products sold in surveyed tobacco retailers

Broward County

County vs. State

Tobacco Products Sold

	<u>Broward</u>		<u>v. Florida</u>	
Cigarettes	97% (244)		97% (3407)	
Menthol Cigarettes	95% (240)		95% (3358)	
Cigarillos / Little Cigars / Blunts	88% (223)		91% (3208)	
Premium Large Cigars	31% (78)		41% (1445)	
Chew, Moist/Dry Snuff, Dip, or Snus	47% (118)		72% (2524)	
E-Cigarettes	69% (175)		76% (2674)	
Hookah Tobacco	15% (39)		9% (305)	
Loose Tobacco	25% (63)		33% (1156)	
All surveyed tobacco retailers	100% (252)		100% (3528)	

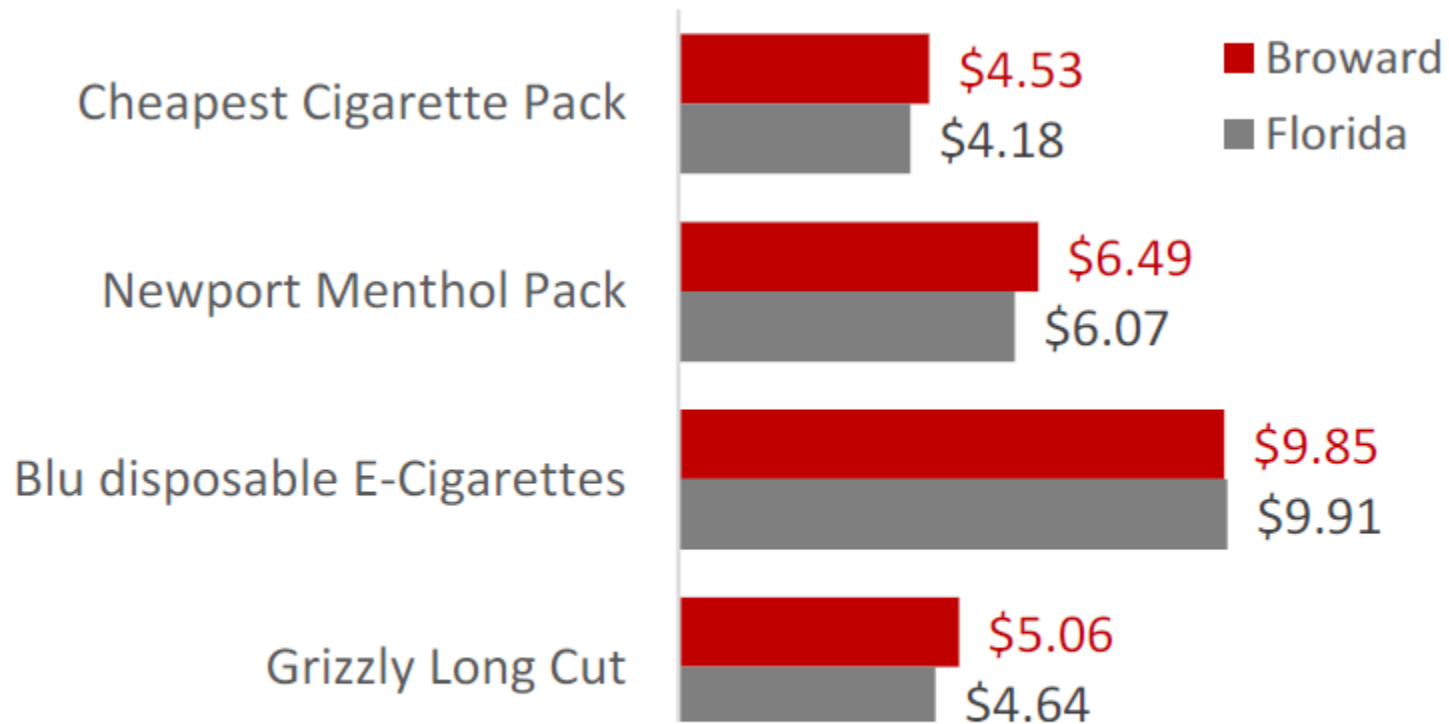
Flavored Products

Cigarillos / Little Cigars / Blunts	84% (212)		87% (3065)	
Premium Large Cigars	14% (35)		22% (790)	
Chew, Moist/Dry Snuff, Dip, or Snus	38% (97)		65% (2291)	
E-Cigarettes	64% (162)		68% (2414)	
Hookah Tobacco	15% (38)		8% (272)	
Loose Tobacco	14% (35)		17% (612)	

Advertised Outside Store

Cigarettes	37% (94)		62% (2186)	
Menthol Cigarettes	29% (73)		51% (1815)	
Cigarillos / Little Cigars / Blunts	23% (58)		28% (996)	
Premium Large Cigars	4% (9)		8% (274)	
Chew, Moist/Dry Snuff, Dip, or Snus	4% (11)		23% (807)	
E-Cigarettes	23% (58)		34% (1198)	

Price



Average cost of cheapest tobacco product
Broward County vs. Florida average.

County vs. State

Cigarillos

Single Cigarillos Sold

Cigarillos Advertised For Less Than \$1

Broward

74% (187)

73% (184)

v. Florida

72% (2545)

74% (2604)

Average Price

Cheapest Cigarette Pack

Newport Menthol Pack

Blu disposable E-Cigarettes

Grizzly Long Cut

\$4.53

\$6.49

\$9.85

\$5.06

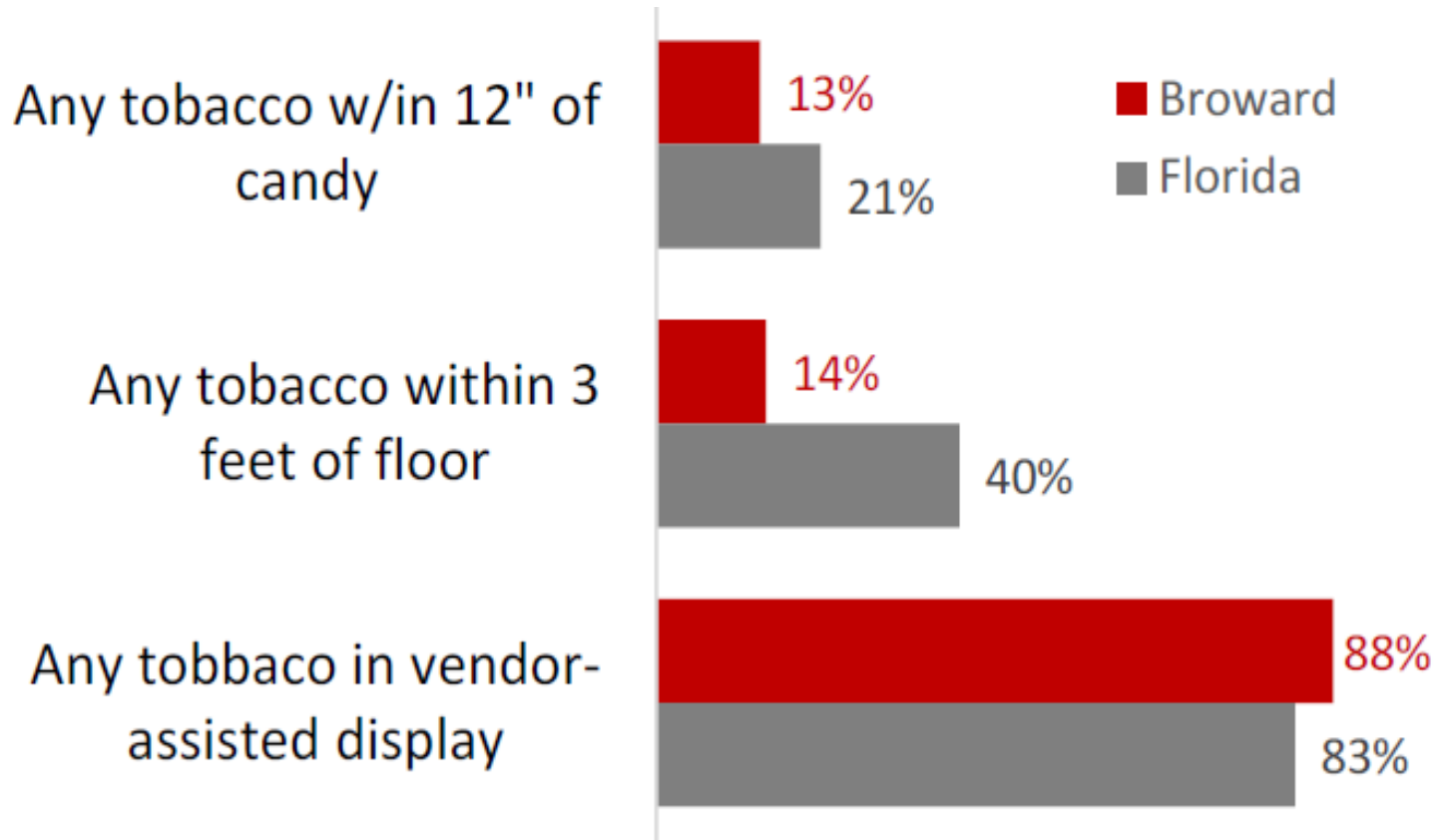
\$4.18

\$6.07

\$9.91

\$4.64

Placement

















Tobacco product placement











Broward County vs. Florida average.

County vs. State















Products Within 3 Feet of Floor

	<u>Broward</u>	<u>v. Florida</u>
Cigarettes (menthol or non-menthol)	11% (27) 	29% (1036) 
Cigarillos / Little Cigars / Blunts	6% (16) 	22% (776) 
Premium Large Cigars	1% (2) 	8% (273) 
Chew, Moist/Dry Snuff, Dip, or Snus	0% (1) 	11% (387) 
E-Cigarettes	6% (14) 	14% (481) 
Hookah Tobacco	- (0) 	1% (43) 
Loose Tobacco	0% (1) 	5% (167) 

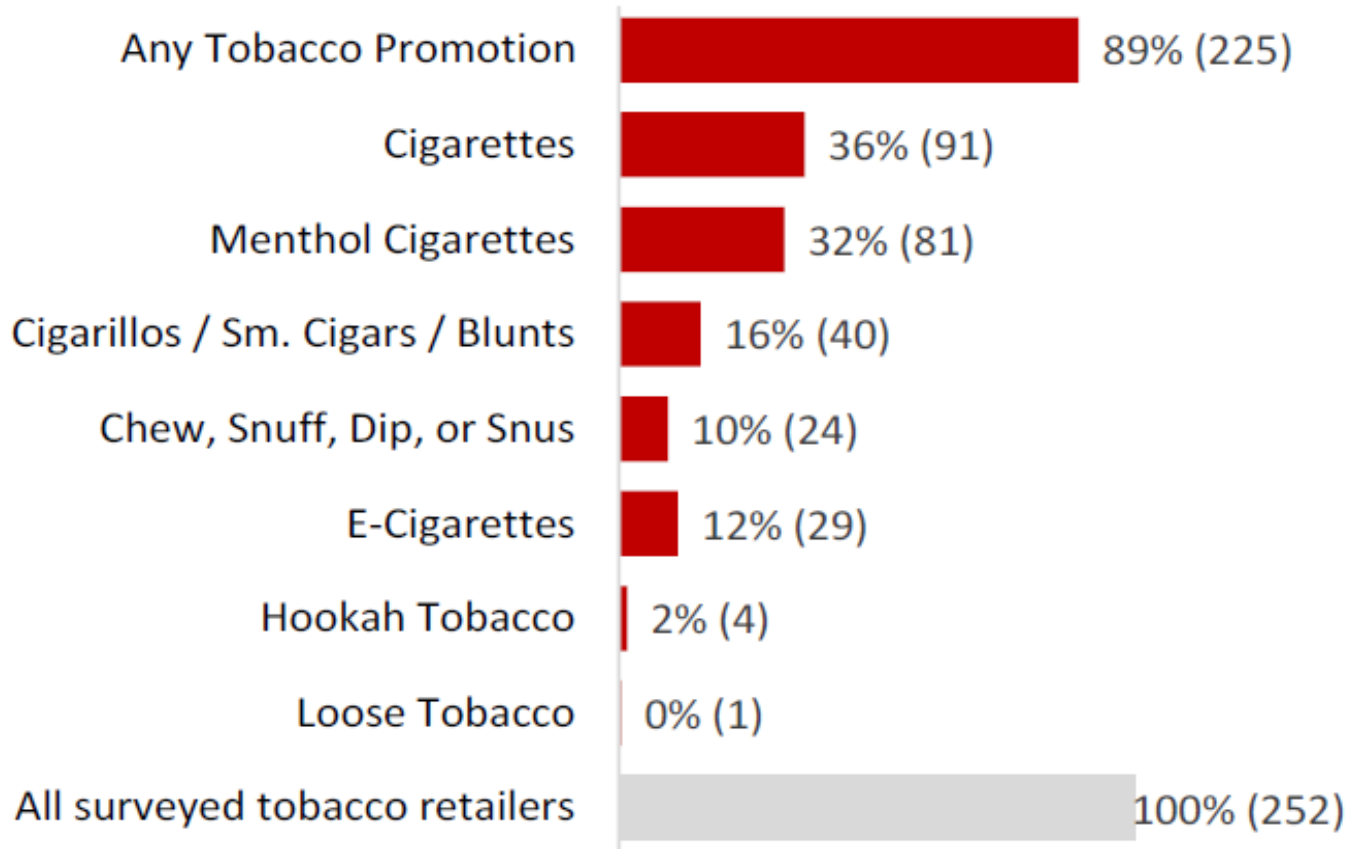
Vendor Assisted Displays

Cigarillos / Little Cigars / Blunts	81% (205) 	75% (2638) 
Premium Large Cigars	25% (64) 	31% (1089) 
E-Cigarettes	61% (154) 	63% (2221) 
Hookah Tobacco	14% (35) 	6% (216) 
Loose Tobacco	21% (53) 	23% (825) 

Products w/in 12" of Toys, Candy, Gum, etc.

Cigarettes (menthol or non-menthol)	8% (21) 	15% (516) 
Cigarillos / Little Cigars / Blunts	8% (21) 	13% (442) 
Premium Large Cigars	1% (2) 	3% (107) 
Chew, Moist/Dry Snuff, Dip, or Snus	1% (3) 	5% (160) 
E-Cigarettes	9% (23) 	13% (474) 
Hookah Tobacco	0% (1) 	1% (36) 
Loose Tobacco	1% (3) 	1% (51) 

Promotion



Tobacco promotions among surveyed retailers

Broward County

County vs. State

Price Promotions

	<u>Broward</u>		<u>v. Florida</u>	
Cigarettes	36% (91)		52% (1852)	
Menthol Cigarettes	32% (81)		45% (1582)	
Cigarillos / Little Cigars / Blunts	16% (40)		42% (1494)	
Chew, Moist/Dry Snuff, Dip, or Snus	10% (24)		27% (945)	
E-Cigarettes	12% (29)		18% (632)	
Hookah Tobacco	2% (4)		1% (37)	
Loose Tobacco	0% (1)		3% (122)	
Any Tobacco Promotion	89% (225)		89% (3129)	
All surveyed tobacco retailers	100% (252)		100% (3528)	

Cross-Product Promotions with Cigarettes

Chew, Moist/Dry Snuff, Dip, or Snus	- (0)		2% (74)	
E-Cigarettes	0% (1)		2% (71)	
Hookah Tobacco	- (0)		0% (7)	
Loose Tobacco	- (0)		1% (19)	

Clear map

Point Details

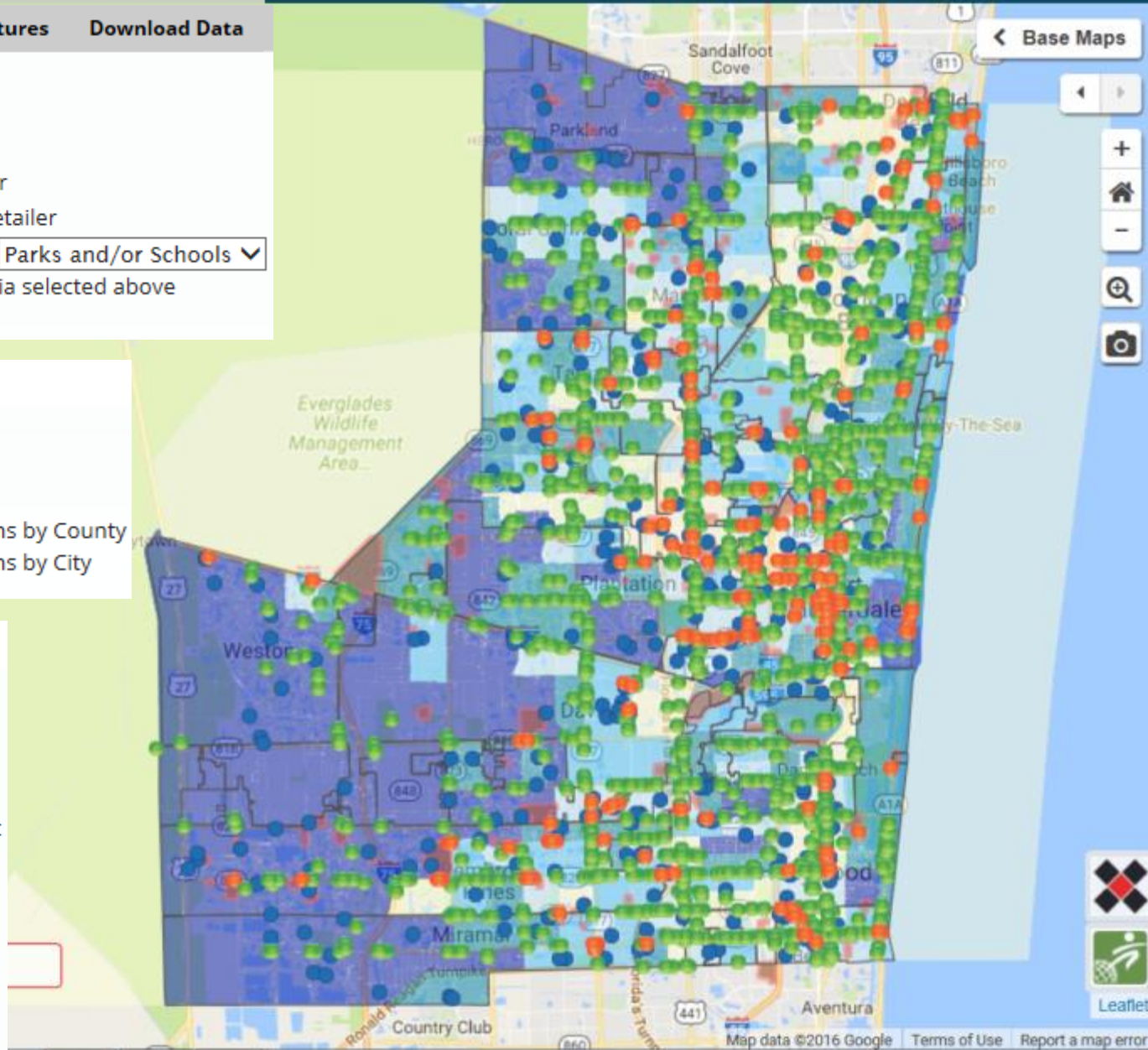
- Retailers with a pharmacy counter
- Retailers within 500' of another retailer
- Retailers within 500 feet of Parks and/or Schools
 - Retailer is near youth by criteria selected above
 - Retailer is not near youth

REFERENCE

- Broward County Boundary
- Parks
- Schools
- Flavored Tobacco-ban Resolutions by County
- Flavored Tobacco-ban Resolutions by City

DEMOGRAPHICS

- Do not show demographics
- Percent Hispanic
- Percent Black
- Percent Native American
- Percent Asian and Hawaiian/Pacific
- Percent Age 0 - 17
- Median Household Income
 - Lowest, avg \$27,950
 - Highest, avg \$96,548



References

Counter Tobacco

<http://countertobacco.org/>

Counter Tools

<http://countertools.org/>

Florida Mapper

<https://mapping.countertools.org/florida/>

Photo sources

http://countertobacco.org/sites/default/files/imagecache/scaled_600x480/submittedphotos/IMG_6001.JPG

http://countertobacco.org/sites/default/files/imagecache/scaled_600x480/submittedphotos/Schnucks%20cigarettes.jpg

Thank you for your attention!



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