



FLORIDA THREE-PAGE REPORT

DELIVERABLE 4.2.18

PREPARED BY COUNTER TOOLS



To: Counties in Florida
From: Counter Tools
Date: May 31, 2017
Subject: 3-page Report

Dear Florida county,

In preparation for new FY18 activities, Counter Tools has developed this 3-page Report for your county. This first page includes an overview of the report and recommendations on how it can be most useful in your efforts. The second page gives a summary of 10 measures from your store assessment data collected in the Store Audit Center for your specific county. The last page provides a color map of the retailer locations in your specific county.

Starting in July 2017, the counties in Florida will be segmented in a new way. This segmentation will include a Policy Pilot group and Continuing Education group.

The Policy Pilot group will be comprised of these counties: Alachua, Bay, Duval, Flagler, Gulf, Hardee, Hillsborough, Leon, Nassau, Saint Johns, Sarasota, and Seminole. This group will be pursuing tobacco retailer licensing ordinances. If your county is in this group, recommendations on how to utilize this report are provided below.

Recommendation Summary- Policy Pilot Group

- This report provides some vital information on where retailers are located, the number of retailers and what products are being sold at these retailers for your county. We recommend using this report as a basis for figuring out how many/what retailers a tobacco retailer licensing ordinance would affect and any specific plug-ins the ordinance should have (e.g., reduction in tobacco retailer density, advertising and product placement restrictions, price promotions and flavored product bans, Tobacco 21 provision etc.).

The Continuing Education group will be comprised of the remaining counties in Florida. This group will continue to work on point of sale (POS) initiatives such as coalition building and community education in preparation for future policy work. If your county is in this group, recommendations on how to utilize this report are provided below.

Recommendation Summary- Continuing Education Group

- The data found on Page 2 about price promotions, availability of flavored cigarillos and price of certain tobacco products will be most helpful when advocating in the community. We recommend incorporating numbers from this page into other materials such as letters to the editor, press releases, social media posts, etc. and presenting these numbers to key community members and stakeholders to build awareness and support.

Lastly, this report provides a good foundation for understanding your county data. We advise using this report alongside other visual and reporting functionality in the Store Mapper. These additional visuals and reports from the Store Mapper can be useful in painting a more complete picture of the retail environment in your county.

We hope this document is a helpful resource for your tobacco control efforts!

Kind regards,

Nina Baltierra, Director of Programs; and Jackie Boards, Interim FL Project Director



Hardee County vs. Florida

Summary for All Rounds Aggregated

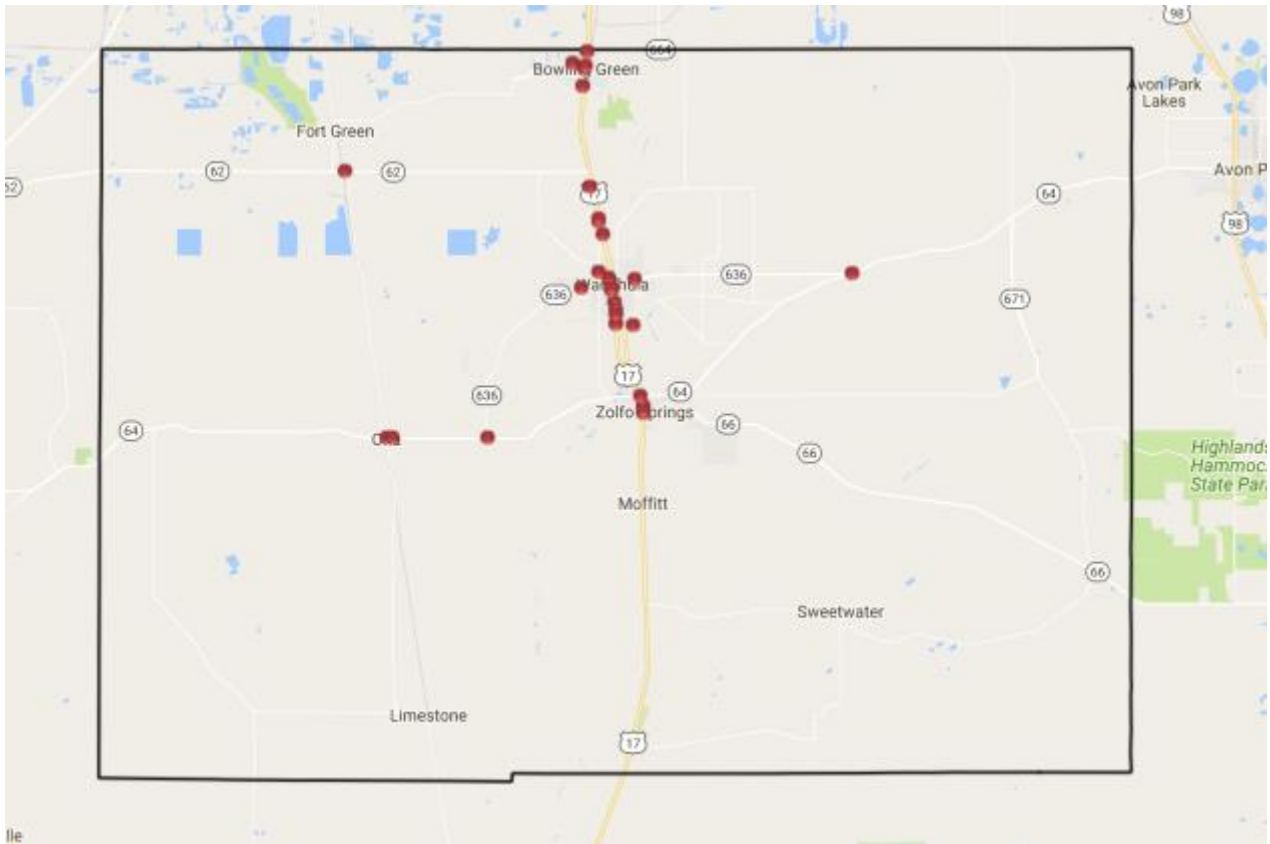
	Selected Area Hardee County	Comparison Area Florida
Total Population	28,320	19,308,975
Number of Retailers	35	26,442
Promotion of Cigarettes		
# Engaged in Promotion	19	3058
% Engaged in Promotion	61%	54%
Promotion of Menthol Cigarettes		
# Engaged in Promotion	12	2605
% Engaged in Promotion	40%	46%
Promotion of Cigarillos		
# Engaged in Promotion	19	2869
% Engaged in Promotion	70%	54%
Promotion of E-cigarettes		
# Engaged in Promotion	13	908
% Engaged in Promotion	93%	23%
Promotion of Smokeless Tobacco		
# Engaged in Promotion	14	1555
% Engaged in Promotion	74%	39%
Availability of Flavored Cigarillos		
# With Availability	27	5153
% With Availability	96%	97%
Availability of Single Cigarillos		
# With Availability	25	4411
% With Availability	89%	83%
Price of Cheapest Pack of Cigarettes (avg.)	\$4.23	\$4.25
Price of Newport (avg.)	\$6.24	\$6.20
Price of Blu Disposable (avg.)	\$9.52	\$9.70

Number of retailers does not equal number of assessments.

We used pairwise deletion methods (analyzed available store data rather than using only complete store data), so the total number of assessments summarized for each survey item will vary, depending on the amount of data that was available (or missing) for that particular survey item.

N/A = no data

For more detail on each measure, including county rankings, visit mapping.countertools.org/florida



Red dots represent retailer locations in Hardee County. For more information, access the Florida Store Mapper at: mapping.countertools.org/florida