

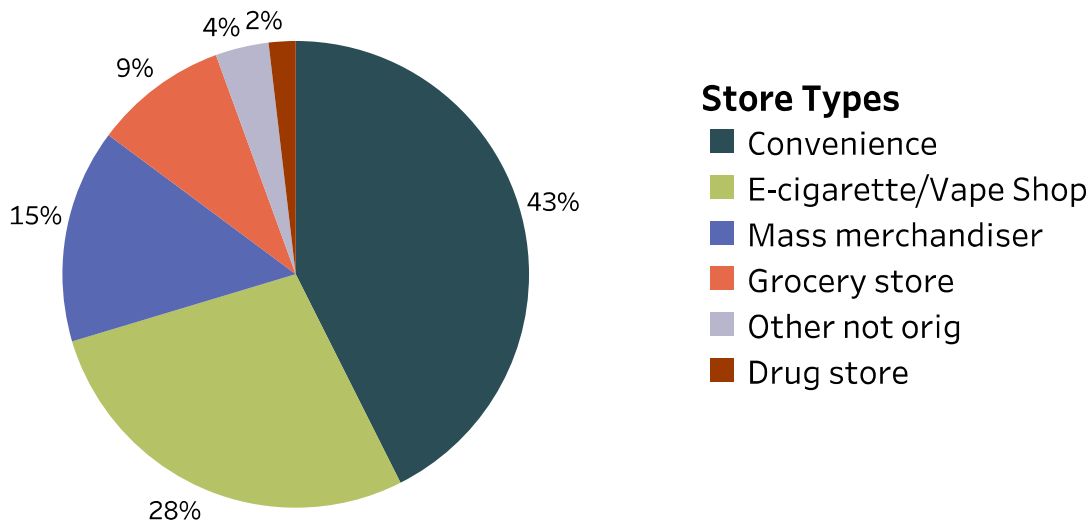
Retailer Characteristics

Surry County

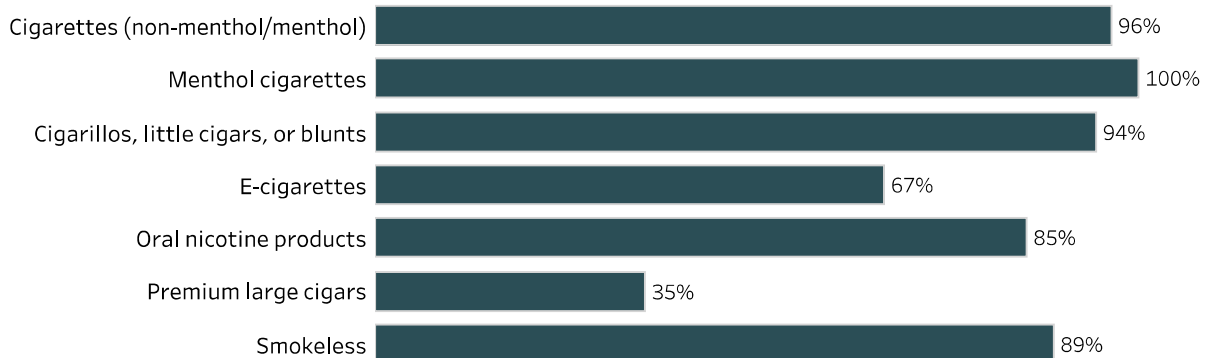
The first step in understanding the tobacco retail landscape is to assess what types of stores are selling tobacco in your community. Many commercial tobacco retailers sell a variety of product types and display advertisements both inside and outside of their stores. Exposure to commercial tobacco advertising and marketing is associated with increased use, including youth initiation [1,2]. Licensing and zoning are two of the most lasting strategies to impact the density, type and location of commercial tobacco retailers. Of the 54 retailers assessed, 69% had exterior tobacco advertising.

Surry County assessed 54 retailers

Types of Retailers Assessed



Percent of Retailers Selling Commercial Tobacco Products



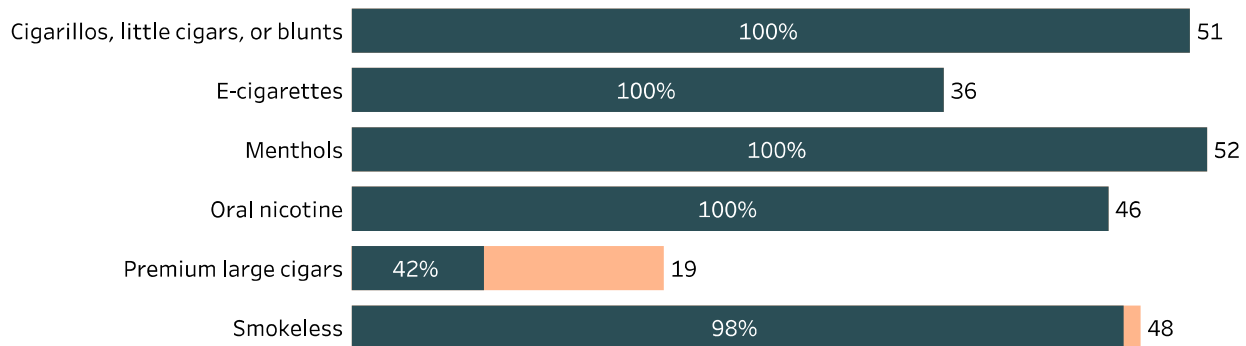
Flavors & Menthol

Surry County

The appeal of flavored e-cigarettes has fueled widespread use among youth, fostering addiction and posing a serious risk to the progress made in reducing youth tobacco consumption over the past several decades. Over 1.6 million youth, making up 7.8% of high school students and 3.5% of middle school students, are current e-cigarette users, with 430,000 middle and high school students vaping every day. Of those youth using e-cigarettes, 90% use flavored products [3]. Harmful flavored tobacco products like cigars, smokeless tobacco, and e-cigarettes attract both people who have never smoked as well as those who currently do with their colorful packaging, less harsh taste, and perception as less harmful to health than unflavored products [4]. Flavors like menthol make tobacco products easier to start, harder to quit, and tobacco companies have targeted its marketing to African Americans and other marginalized groups across the country for decades, contributing to disparities in tobacco product use and subsequent harm [5].

Surry County assessed 54 retailers

Percent of Tobacco Retailers Selling Flavored Products



Percentage with flavored product Retailers assessed selling product

Available in Mint, Menthol, & Wintergreen

Cigarillos, little cigars, or blunts	71%
E-cigarettes	100%
Oral nicotine	100%
Premium large cigars	38%
Smokeless	100%

Available in Flavors Other than Mint, Menthol, & Wintergreen

Cigarillos, little cigars, or blunts	98%
E-cigarettes	86%
Oral nicotine	93%
Premium large cigars	100%
Smokeless	77%

Price & Promotions

Surry County

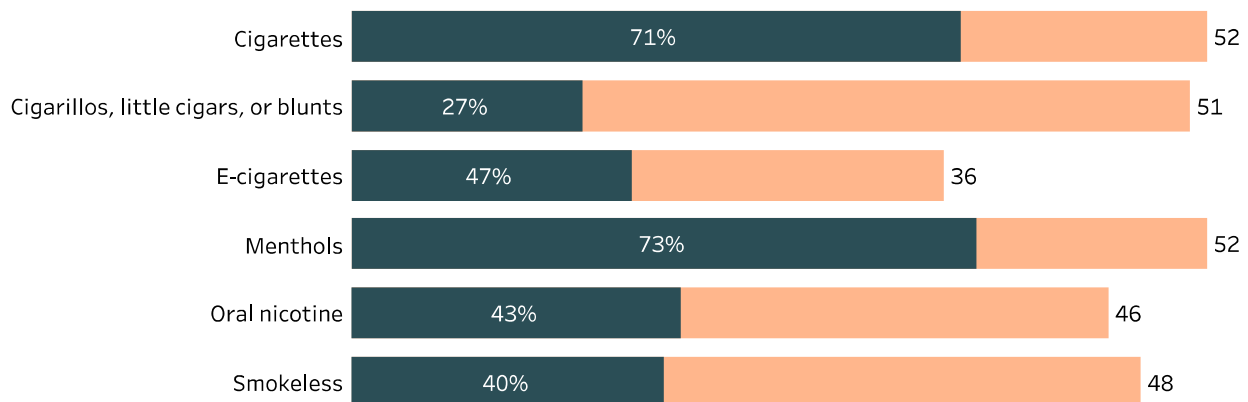
The tobacco industry uses price discounts and promotions to encourage tobacco and nicotine product purchases. Product price is strongly associated with the level of youth initiation and use of tobacco and nicotine products, and increased price can reduce initiation and use [6,7]. For every 10% increase in the price of cigarettes, adult smoking decreases by 3-5%, and youth smoking decreases by 6-7% [8].

Surry County assessed 54 retailers

Average Cheapest Advertised Price



Percent of Tobacco Retailers with Price Promotions by Product Type



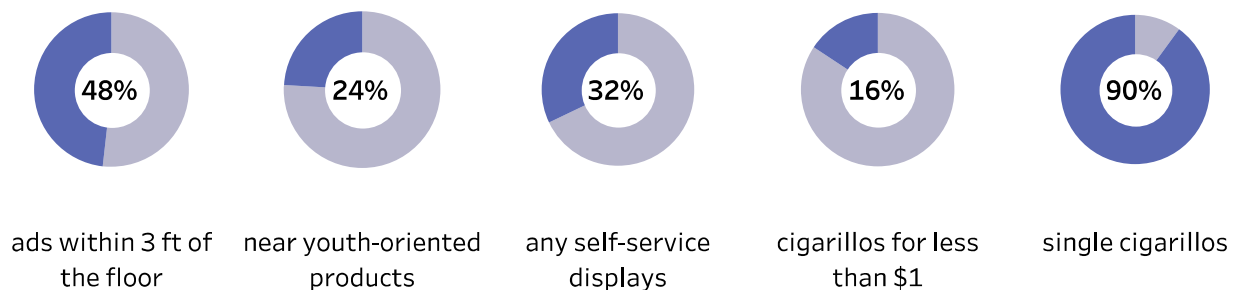
■ Percentage with promotions
 ■ Retailers assessed selling product

Youth Appeal Surry County

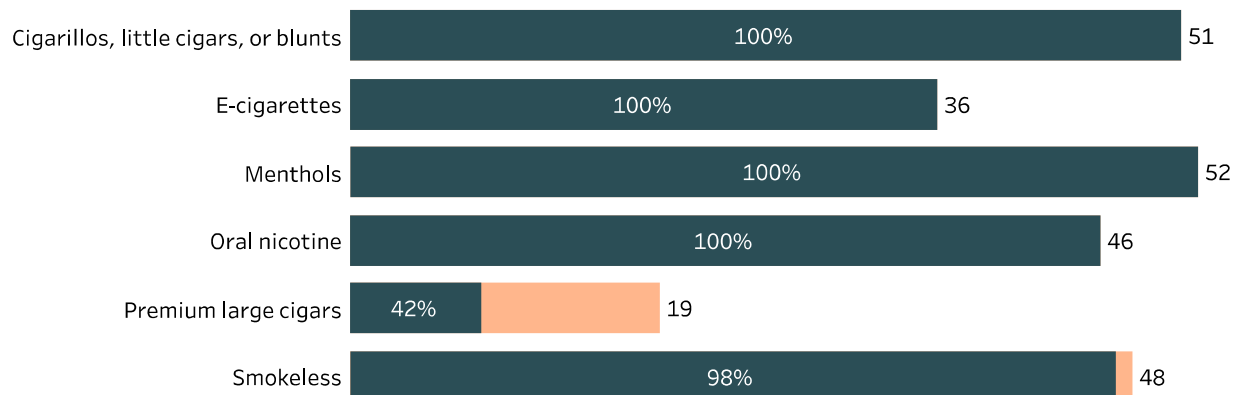
The tobacco industry relies on recruiting youth to replace the 490,000 people in the US who die each year due to the use of their products [9,10]. The retail store is the primary place youth are exposed to tobacco marketing. The tobacco industry sells products in sweet, candy-like flavors and at cheap prices; markets products in kids' direct line of sight; and places tobacco products where youth can easily reach. Research shows that schools with more stores within walking distance have higher smoking prevalence than schools with fewer retailers nearby [2]. Tobacco 21 and tobacco retail licensing serve as preventative measures to protect youth from harmful tobacco products.

Surry County assessed 54 retailers

Percentage of Retailers Appealing to Youth



Percent of Tobacco Retailers Selling Flavored Products



Percentage with flavored product Retailers assessed selling product

Methods & Citations

Data presentation details

- Convenience Stores may include retailers with or without gas such as 7-Eleven, Quik Trip, Circle K, etc.
- Mass Merchandisers may include retailers such as Family Dollar, Sam's Club, Walmart, etc.
- The presence of tobacco products within 3 feet of the floor is operationalized as kid's eye-level.
- "Youth-oriented products" include products such as candy, gum, toys, stuffed animals, etc.
- Flavored products may include flavors such as peach, grape, cherry, mint, menthol, wintergreen, etc.
- Newport Menthol is a specific brand of cigarettes.
- Average reported prices reflect those of retailers both selling and reporting the price of said product.
- Self-service displays refer to tobacco products that are openly displayed or stored in a manner that is physically accessible to the purchaser without needing the assistance of the store clerk/ employee (e.g., open or unlocked racks, shelves, counter-top displays, vending machines).

Data analysis details

Tobacco prevention and control advocates in Surry County partnered with Counter Tools in 2025 to conduct environmental scans of a select number of tobacco retailers within their communities. Scans completed in Surry County included a purposeful representative sample of tobacco retailers near schools, with a specific focus on vape retailers within specified zip codes. Counter Tools analyzed data and created these infographics in July 2025 using Tableau. Not all assessment visits collected were considered eligible. The eligibility criteria includes all assessment visits where "Can you visit the store?" and "Is tobacco sold here?" is "Yes". All **available** store data rather than only complete store data was utilized in the analysis; therefore, the total number of assessments summarized for each assessment variable may vary depending on the amount of data that was available (or missing) for the particular assessment variable.

Citations

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