



Store Mapper User Guide

Find & Display Local Retailer Data

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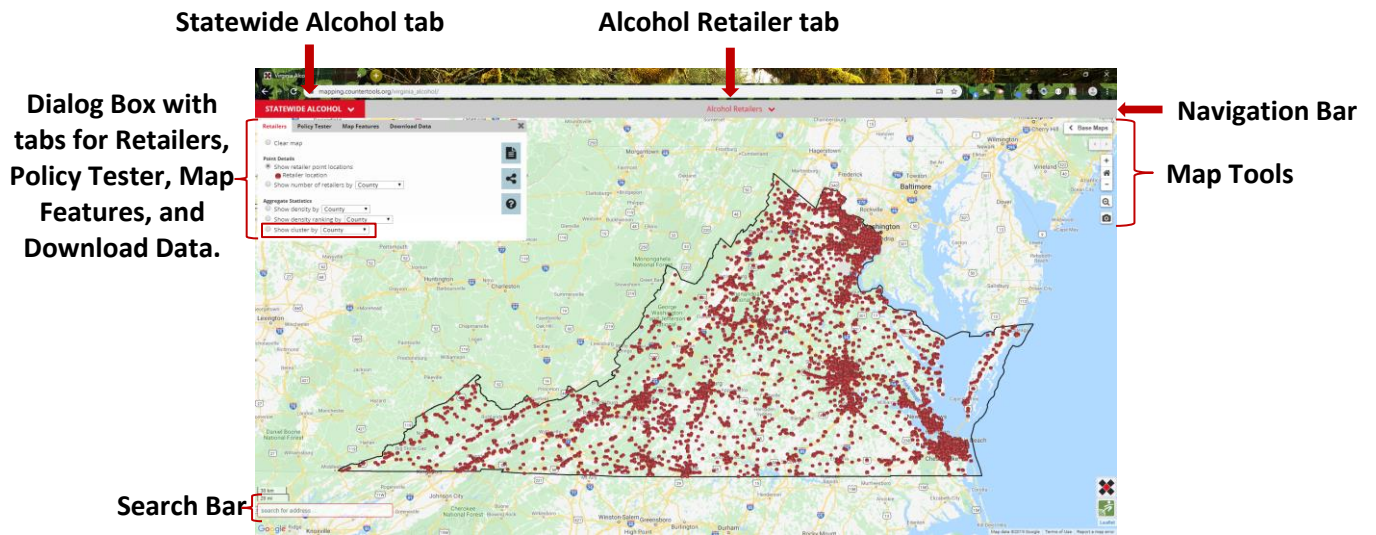
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****ADDENDUM TO THE USER GUIDE: VIRGINIA ALCOHOL MAPPER****

- The site url is https://mapping.countertools.org/virginia_alcohol/
- The main interface of the Alcohol Store Mapper will be comprised of the same four main elements of the Tobacco Store Mapper: *Map Tools*, *Navigation Bar*, *Dialog Box*, and the *Map*.
- Currently, the *Navigation Bar* on the Alcohol Store Mapper has the *Statewide Alcohol* tab for selecting a focus area and the *Alcohol Retailers* tab. The content within the *Dialog Box* functions the same as the content of the *Dialog Box* within the Tobacco Store Mapper (please reference the user guide for a complete description of functionality as they are essentially the same).
- The main difference is the term **cluster** in the *Aggregate Statistics* section. A **cluster** is defined as 50 or more retailers within 528 feet of another. Selecting the radio button next to *Show cluster by* and choosing a boundary from the dropdown, will display areas within the state that have clusters of alcohol retailers. Refer to the CDC’s Guide for Measuring Alcohol Outlet Density: <https://iogt.org/wp-content/uploads/2017/08/CDC-Guide-for-Measuring-Alcohol-Outlet-Density.pdf>



- The other difference in the Alcohol Store Mapper is in the *Policy Tester* section of the *Dialog Box*. Here, the distance for testing alcohol retailer distance from another alcohol retailer is 528 feet.



- To access the Tobacco Store Mapper from the Alcohol Store Mapper, and vice versa, just click on the down arrow next to *Alcohol Retailers* or *Tobacco Retailers* in the *Navigation Bar*.



Introduction/Purpose

The vision of the Store Mapper is to display data from multiple sources, lead you in investigating the relationships between those data and ultimately uncover compelling story maps to aid in policy-change efforts. The Store Mapper focuses on four main objectives to meet that vision:

1) Data Visualization

Where are tobacco retailers located? What is the variation in demographics in your area of interest (income, race, ethnicity, and age)? Where are parks and schools located? What tobacco retailers have had a state or federal compliance check and what was the outcome?

2) Data Analysis

What is the distribution of tobacco retailers in your area of interest? How does retailer density change from one neighborhood to another? Where are the tobacco retailers that are located near schools and parks? How would passing a policy to ban retailers near schools and parks change the overall disparity of retailer density? How has the rate of sales to minors changed over time?

3) Data Synthesis

Reports are generated to provide you with summary metrics for each type of analysis. The reports include summary metrics for your specified area of interest as well as comparison area (default: statewide) metrics and a map of your area of interest. Optionally, you can chose to include detailed demographic measures showing how metrics change in different types of neighborhoods (ex. as income increases, how does tobacco retailers density change), as well as a list of all retailers included in the analysis.

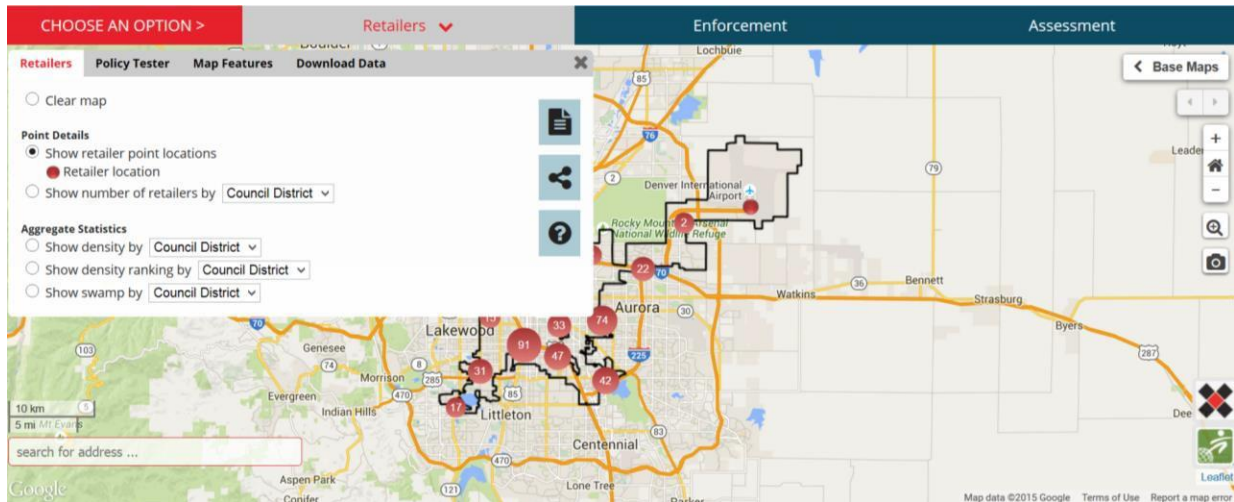
4) Data Access

Finally, the Store Mapper includes links for you to download all the raw tabular data used in analyses, including the full tobacco retailer list, state and federal compliance check lists, list of store assessment locations and survey outcomes, and census tract variables.

This user guide will provide technical instructions for how to use the Store Mapper. For more information on how to apply this data toward policy advocacy efforts, contact Counter Tools at help@countertools.org.

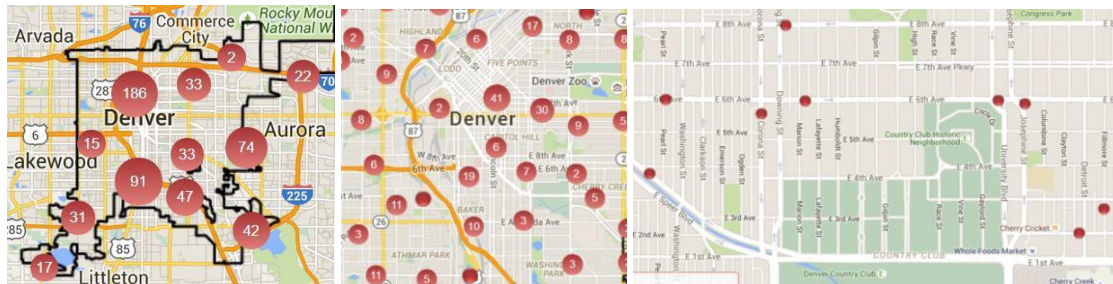
Site Tour

The Counter Tools Store Mapper main interface is comprised of four main elements: **map tools**, the **navigation bar**, the **dialog box**, and the **map**.



Map

The Store Mapper was designed to maximize map-viewing real estate by starting at a small scale (zoomed out with small amount of detail). The map displays tobacco retailer point locations as green or red dots on the map. The dots are aggregated into graduated symbols with the total number of retailers listed inside. These dots will divide into more detail as you zoom into the map until you zoom to the individual retailer location level.



Info-box

As you investigate your data, the dots on the map change to show the location of retailers that meet the criteria of your analysis. You can click on individual point locations to see an info box with name, address, and additional information. Two dropdown sections are included in each info box: Demographics and Policies/or Details.

Demographic provides a snapshot look at what the neighborhood quintiles are for the census tract within which this selected retailer is located. The second section provides details on policy, enforcement, or assessment information.

You will find four icons at the top left corner of the info box. The report icon produces a snapshot PDF report of a single retailer. The magnifying glass will zoom in to the street location of the tobacco retailer. The third button with a person standing in a circle will bring up a streets view of the map location in the lower right-hand corner of the map. You can close this street view by clicking "close" in the bottom right corner. The X button will close the info box.

7-ELEVEN STORE 24627A
580 JOSEPHINE ST
Denver CO 80206
DENVER County

- Demographics

Hispanic	1, Lowest
Black	1, Lowest
Native American	1, Lowest
Asian/Hawaiian/Pacific	3, Medium
Age 0 - 17	1, Lowest
Income	5, Highest

- Policies

Pharmacy	No
500' of Another Retailer	Yes
1000' of School	Yes

COUNTER TOOLS

Retailer Location
7-ELEVEN STORE 24627A

Summary

Retailer	Demographics	Policies
7-ELEVEN STORE 24627A 580 JOSEPHINE ST Denver CO 80206 DENVER County	Hispanic 1, Lowest Black 1, Lowest Native American 1, Lowest Asian/Hawaiian/Pacific 3, Medium Age 0 - 17 1, Lowest Income 5, Highest	Pharmacy No 500' of Another Retailer Yes 1000' of School Yes

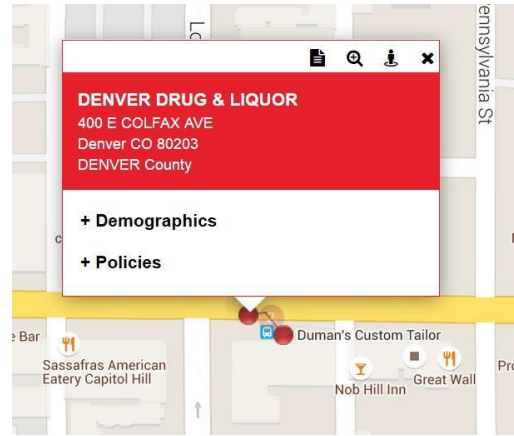
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Peña Blvd

Peña Blvd

Close

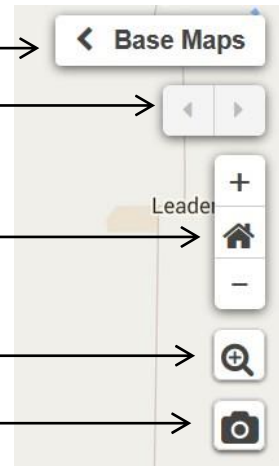
*Note: Some retailers are located at the exact same address. For example, retailers located in a strip mall often have the same address with varying suite numbers. In this case, a graduated dot will remain, no matter your zoom level, with the number of retailers at that location listed within the dot. Click on the dot and it will separate into the number of individual dots listed in the graduated symbol, allowing you to click on each to see the info-box information.



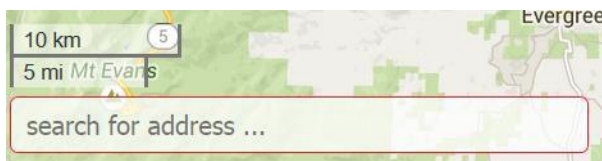
Map Tools

The Store Mapper features multiple tools and user-friendly map options. At the upper right corner there are five tools that change the Store Mapper's display. These map tools include the following:

1. **Base Maps:** allow you to choose to view the base reference map using satellite or street images.
2. **Previous and last extent buttons:** allow you to go back and forth between the zoomed extent of your current map view and previous zoomed extents.
3. **Home button and zoom-in (+) and zoom-out (-) buttons:** return to the statewide view with the home button or zoom in and out with the plus and minus buttons.
4. **Magnifying tool:** allows you to draw a rectangle in which to zoom.
5. **Camera:** allows you to take a screenshot of your current map view. Clicking this will open a popup with a link to a JPEG file of your current map screen.

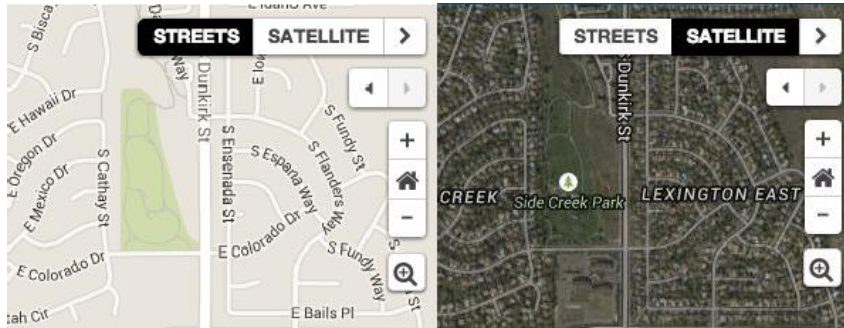


The next set of tools is located in the bottom left corner of the screen. The search bar allows you to look for specific addresses. The scale bar provides an approximate bracketed distance based on the level of your map zoom.



Base Map Options

The **Base Map** tool in the upper right-hand corner of the map. It allows you to choose to view the base reference map using satellite or street images.



Navigation Bar

At the top of the Store Mapper is a dark blue bar labeled “CHOOSE AN OPTION >” on the left-hand side. The **Navigation Bar** includes tabs for different categories of data: current tobacco retailers, enforcement check locations, and assessment locations. The tab currently selected is highlighted in gray.

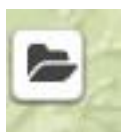
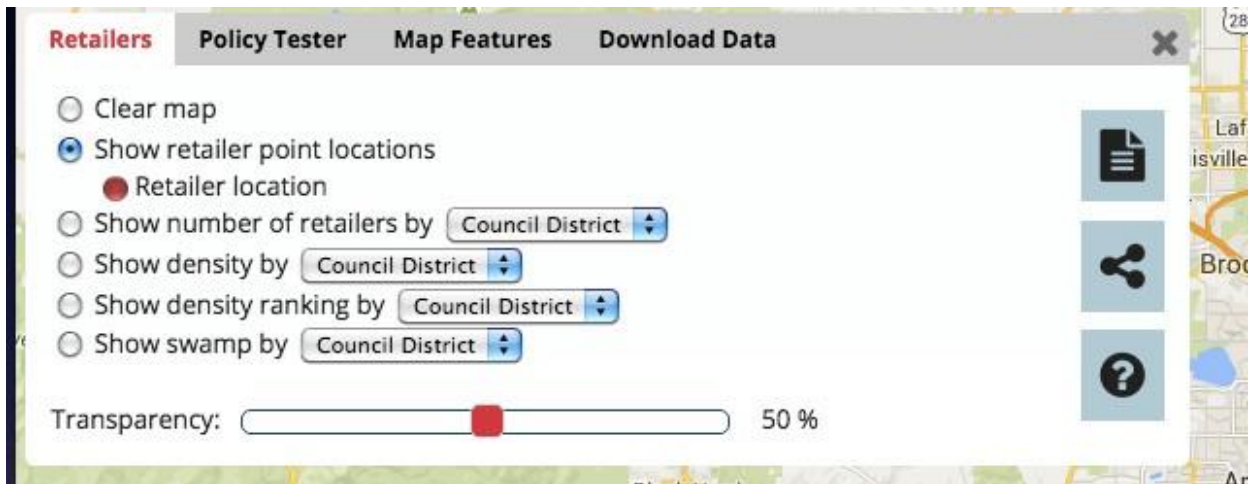
- The **Retailers** tab shows location and density of retailers and allows you to test before/after effects of different policies: banning retailers that have pharmacy counters, retailers within 500’ of another retailer, or retailers within a specified distance of youth-serving venues like parks and schools.
- The **Enforcement** tab shows locations of state and federally-run compliance checks. Violation rates are calculated and can viewed by year.
- The **Assessment** tab shows results of locally-gathered store assessment surveys. Up to ten survey questions about tobacco promotions, product availability, and product price are analyzed in the Store Mapper.



The functions of these tabs are described in detail in subsequent sections of this user guide.

Dialog Box

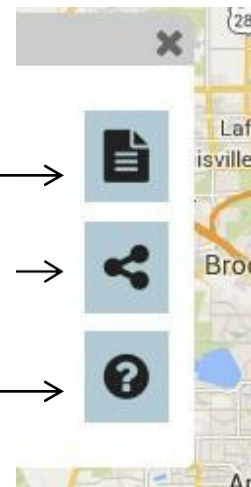
Clicking on any of the tabs on the **Navigation Bar** will open up the **Dialog Box** in the upper left-hand corner of the site. This box can be closed by clicking the X in the upper right-hand corner of the box.



To open the box again, click the small folder icon in the upper left-hand corner of the site.

When you are using the dialog box to analyze your data, there are three helpful features at the right-hand side of the **Dialog Box**.

- Generate a report: click the page icon to open a popup box to download a PDF of your analysis. *Generating different types of reports will be described in each of the following sections.* →
- Share the map: click the second icon to open a popup box with a URL link to the map that can be shared via Facebook, Twitter, email, or other communications channels →
- Help and instructions for using the Store Mapper: click the question mark to open a new tab in your browser with an overview of Store Mapper functions and a link to open this User Guide in PDF form. →



The **Dialog Box** is organized into folders that change slightly depending on the analysis category selected in the **Navigation Bar**. The box always contains tabs for **Map Features** and **Download Data** at the top.

Map Features



Map Features contains the legend and labels of base layers displayed on the map. If you turn on layers to view on the map, they will remain on until you uncheck them on the Map Features tab, even if you switch tabs on the navigation bar. The map layers include **Reference**, **Boundaries**, and **Demographics**. To expand a section of map layers, click on the title or the arrow next to the title.

Reference

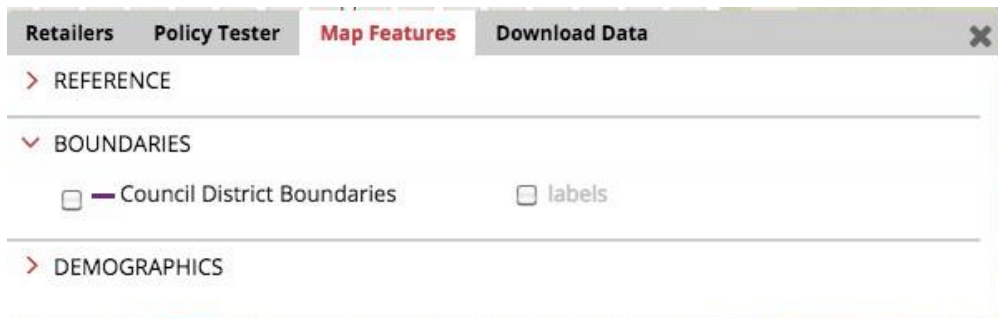
In this section, you can choose to show reference layers on the map. Reference layers can include many options but will at a minimum include school and park locations. To remove the display of reference features, deselect the checked boxes.



Boundaries

In this section, you can choose to show the outlines of various boundary layers and can choose the check on their labels. Boundary areas available will depend on your state.

To remove display of boundaries, deselect the checked boxes.

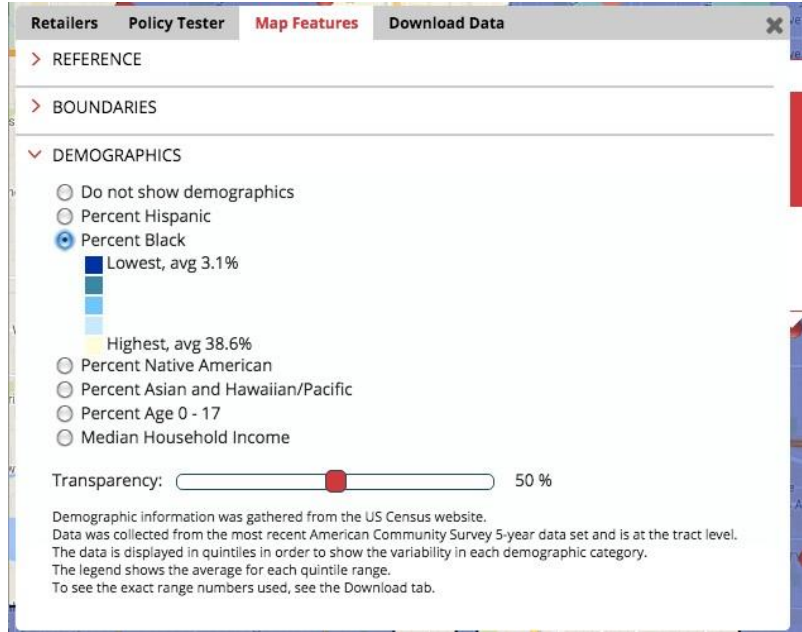


Demographics

In this layer, you can choose to show aggregated demographics by census tract boundary including:

- Percent Hispanic
- Percent Black
- Percent Native American
- Percent Asian and Hawaiian/Pacific Islander
- Percent Age 0-17
- Median Household Income

Click on the radio button beside a demographic category to make it visible on the map. After clicking the radio button, a legend will display below the demographic. Demographics will be represented by shaded colors. The highest percentage of the racial or age group, or the lowest median household income, will be in cream. Incrementally lower percentages of racial or age groups, or higher median household income, will be pale blue or dark blue.

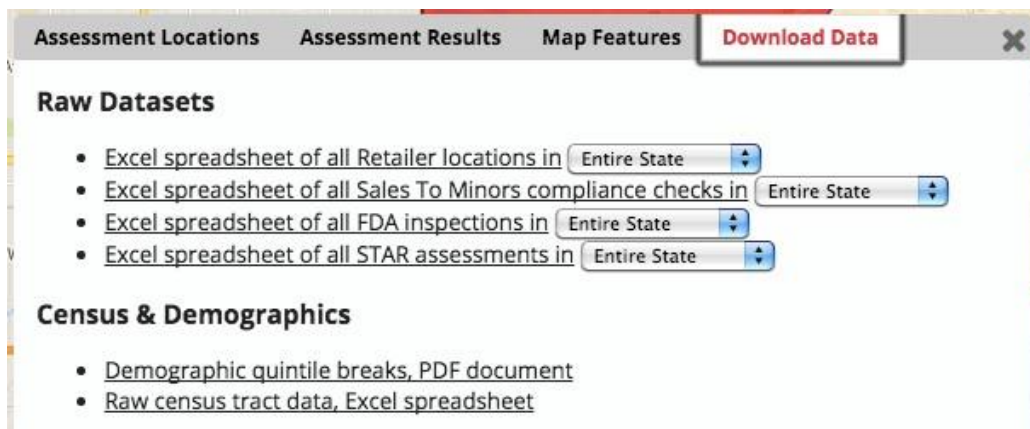


A transparency bar will also appear at the bottom of the **Dialog Box**. The bar defaults to 50% transparency. When the layer is displayed at 0% transparency, the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

To remove display of demographic options, select the top radio button for ***Do not show demographics***.

Download Data

The **Download Data** tab is your “home base” for complete raw data sets on tobacco retailers. Like the **Map Features** tab, it will always appear in your **Dialog Box**.



Under “Raw Datasets,” you can download the following lists:

- Excel spreadsheet of all retailer locations in a selected boundary area: includes the retailer name, street address and latitude and longitude coordinates, the retailer’s proximity to youth-serving venues, and the quintile of race/ethnicity, age, and income variables for the census tract each retailer is located within.
- Excel spreadsheet of all sales to minors compliance checks in a selected boundary area: includes retailer name, street address, latitude and longitude, date of check, and whether the location sold to a minor (yes/no). A separate row is included for each compliance check, so locations may be listed multiple times.
- Excel spreadsheet of all FDA inspections in a selected boundary area: includes retailer name, address, latitude and longitude, date of FDA inspection, and whether the location incurred a violation (yes/no). A separate row is included for each inspection, so locations may be listed multiple times.

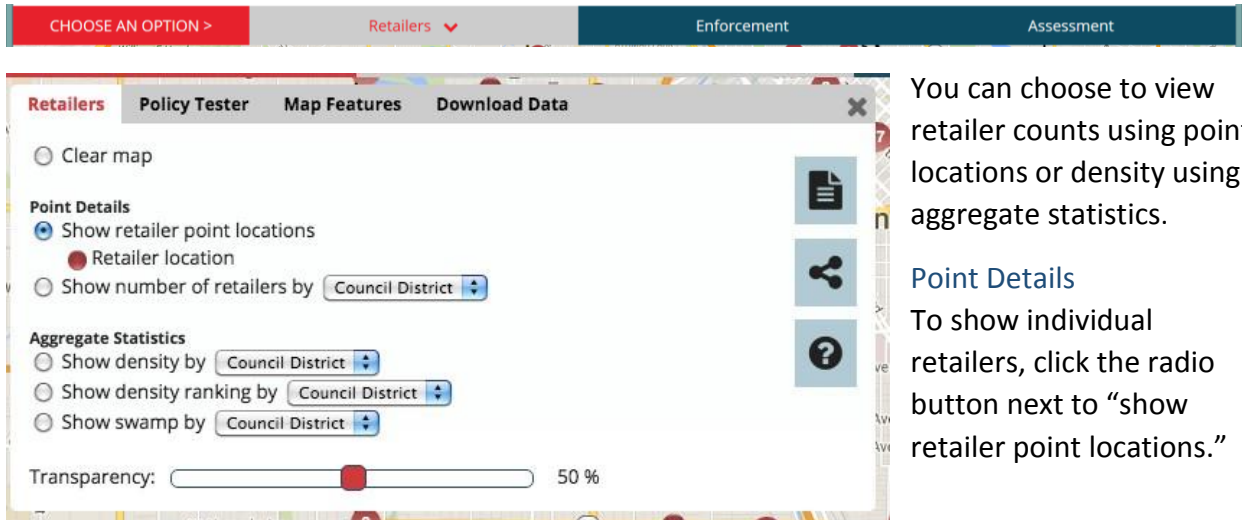
All data lists can be downloaded as full statewide lists or by a single unit from any boundary layer (ex. county, school district, city). For example, to download a list of retailers in a particular county, click the dropdown option next to ***Excel spreadsheet of all Retailer locations in*** and select County from the list of options. Another dropdown list will appear to the right with a list of all counties in your state. Select the county of your choice and then click the ***Excel spreadsheet of all Retailer locations in***:link. Only retailers in the selected geographic area will be included in the download.

Under “Census & Demographics,” you can also download the following:

- Demographic quintile breaks, PDF document: provides a one-page summary of quintile breaks for race, ethnicity, age, and income demographics at the tract level.
- Raw census tract data, Excel spreadsheet: includes raw data from the American Community Survey and 2010 Decennial Census at the tract level, as well as separate tabs with quintile breaks for demographics, retailer density, checks for sales to minors, and FDA inspections.

Tobacco Retailers

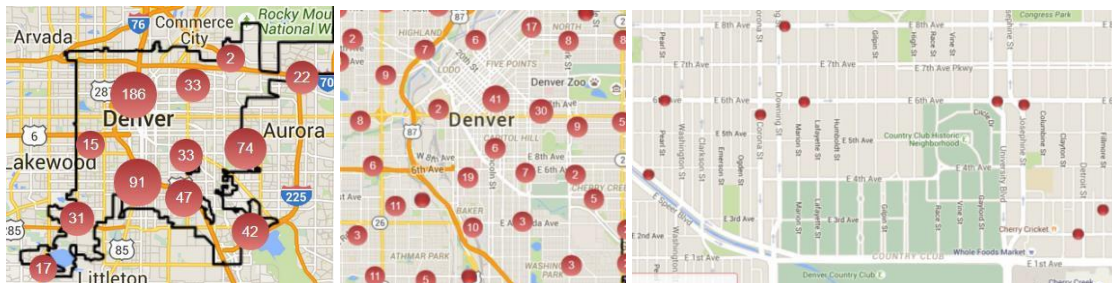
To the right of the red “Choose an option” box, you will find mapping options listed in the dark blue **Navigation Bar**. Clicking on **Retailers** will open the **Dialog Box** with a tab for **Retailers** and **Policy Tester**.



You can choose to view retailer counts using point locations or density using aggregate statistics.

Point Details
To show individual retailers, click the radio button next to “show retailer point locations.”

The map displays tobacco retailer point locations as red dots on the map. The dots are aggregated into graduated symbols with the total number inside. These dots will divide into more detail as you zoom into the map until you can look at individual retailer location.



To remove all retailer point locations from the Google reference map, click the first radio button labeled **Clear Map**.

Info Box

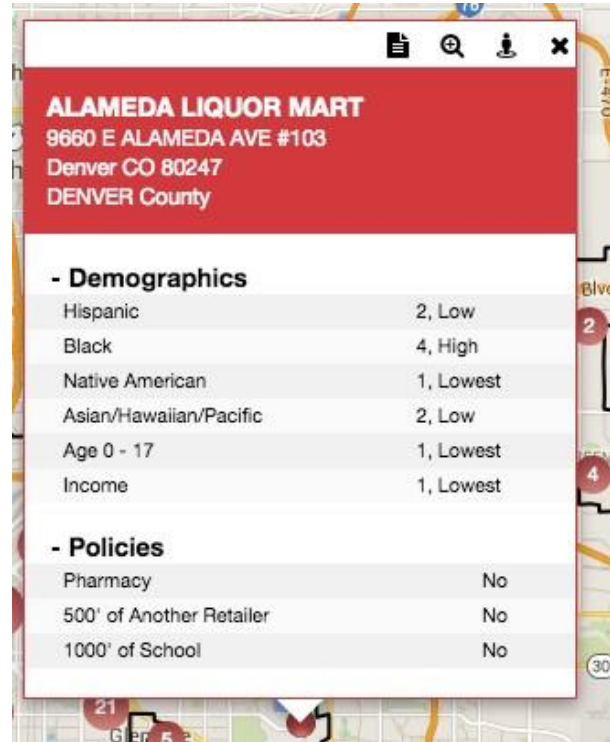
You can click on the red dot for each individual point locations to open an info box with name, address, and demographic and policy-related information.

The red top section of the info box lists the location name and address.

The white section of the box contains collapsed information on **Demographics** and **Policy**. To expand this information, click the plus sign to the left of the collapsed title or the title itself.

Demographics includes information about tract quintile where the retailer is located for percent Hispanic, Black, Native American, Asian/Hawaiian/Pacific Islander, youth ages 17 and under, and household income. Quintile 1 has the lowest percentage or income, and quintile 5 has the highest percentage or income.

Policies tells whether the retail has a pharmacy counter, is within 500' of another retailer, or is within 1000' of a school.



To collapse the **Demographic** or **Policies** information, click the title or the minus sign to the left of the title.



Four icons are included at the top left of the info box. The first button generates a summary report PDF for the retailer selected. The next button is the magnifying glass which will zoom the map view in to the street location of the tobacco retailer. The third button, with a person standing in a circle, will bring up a street view of the map location in the lower right-hand corner of the map. You can close this street view by clicking “close” in the bottom right corner. The X button will close the info box.

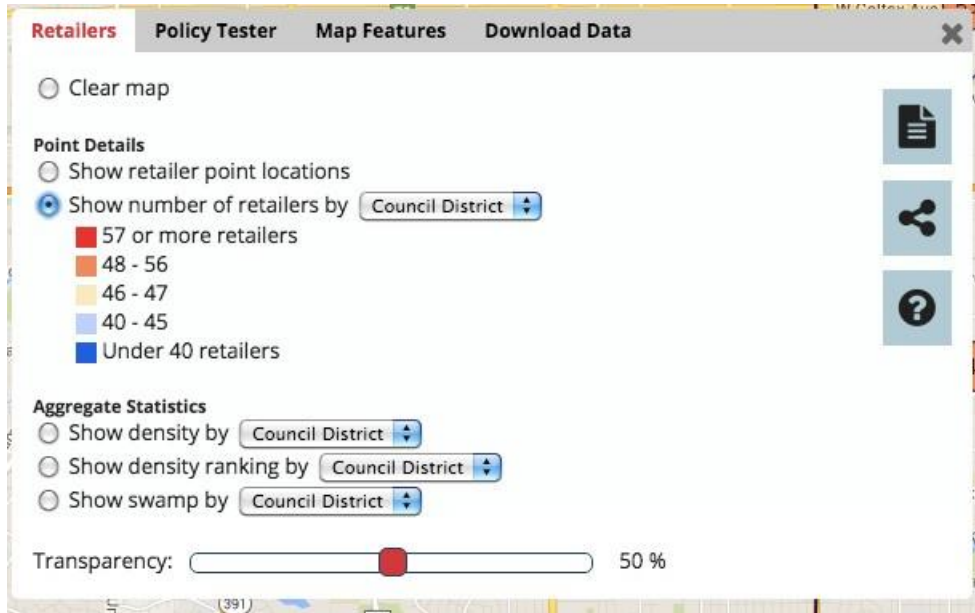


Number of Retailers by Geographic Boundary

Click the radio button next to **Show number of retailers by** to show the number of retailers by a certain boundary area. The area for analysis will depend on the data available for your state. Use the drop-down box to select one of the boundary areas, such as counties, zip codes, or census tracts.

After making your selection in the dropdown list, a legend will display below your selection and the map will redraw to show your selected results.

The data range for the center legend category, shaded as the cream color, includes the average number of locations. Any area shaded as pink or red has incrementally more retailers than this average number per selected geographic area. Areas shaded as pale blue or dark blue have incrementally fewer retailers than the average number.

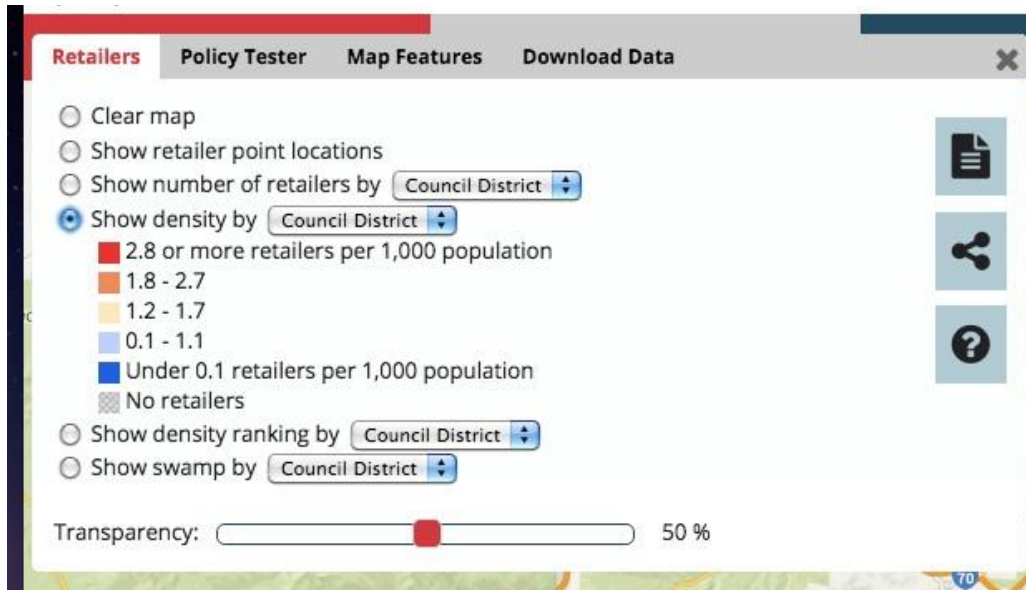


To remove all labels from the Google reference map, click the first radio button labeled **Clear Map**.

Density

Retailer density is calculated as the number of retailers per 1,000 residents. Population statistics are gathered from the most recent American Community Survey 5-year estimates and Decennial Census results. Density can be calculated for any boundary layer included in the mapper. The data range for the center category, shaded as the cream color, includes the statewide density average calculated using Census tracts. Any area shaded as pink or red has incrementally more retailers per 1,000 residents than the statewide average. Areas shaded as pale blue or dark blue have incrementally fewer retailers per 1,000 residents than the statewide average. If data is not available for an area, it is shaded with a gray crosshatch.

To show retailer density on the map, click the radio button next to **Show density by** to calculate retailer density by a certain geographic. Use the drop-down box to select one of the boundary areas, such as counties, zip codes, or census tracts. After making your selection in the dropdown list, a legend will display below your selection and the map will redraw to show your selected results.



A transparency bar is located at the bottom of the **Dialog Box**. The bar defaults to 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

To remove all shading from the Google reference map, click the first radio button labeled **Clear Map**.

Rank

You can compare the density of retailers within a certain boundary relative to other areas by clicking **Show density ranking by**. The map will show a number in the center of each boundary area. The number "1" represents the boundary area with the highest density or most retailers per 1,000 residents. Retailer density decreases as the rank number increases.

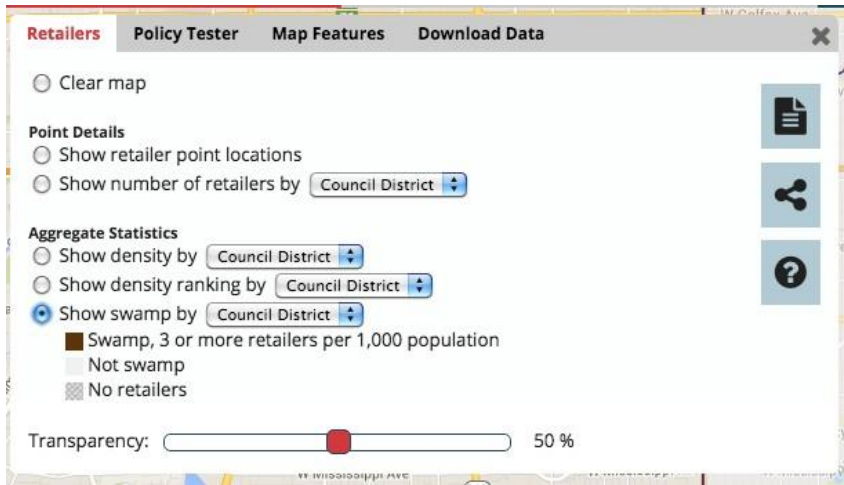
The density of retailers in each boundary areas will also be shown by the color shading underneath these numbers. See previous section on Density for more details.

Swamp

The national average retailer density is 1.5 retailers per 1,000 residents. Tobacco swamps are defined as areas with 3.0 tobacco retailers per 1,000 residents or more. These retailer swamps highlight areas with double or more the national average or in other words, with a dangerously high tobacco retailer density. It is important to note that this statistic is not meaningful in areas that are sparsely populated.

To show tobacco swamps by a boundary area, click the radio button **Show swamp by**. The areas for analysis will depend on the data available for your state. Use the drop-down box to select the boundary area, like counties, zip codes, or census tracts. The map will redraw showing

retailer swamps in each of the selected boundary areas. Swamps are shaded as dark brown, and areas not identified as swamps are white. Areas shaded gray have no retailers within the selected boundary area.



A transparency bar will also appear at the bottom of the **Dialog Box**. The bar defaults at 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

To remove all shading from the Google reference map, click the first radio button labeled **Clear Map**.

Report

You can generate a detailed PDF report of retailer point locations. On the right-hand side of the **Dialog Box**, click the page icon.



A popup box labeled “Generate a report” will open in the center of your screen.

There are two types of reports you can generate:

- Area of interest: provides a side-by-side comparison of a specific area of interest (ex. single county or school district) to another similar area or your state overall.
- Areas overview: gives a brief summary of all areas. This option is useful if you are interested in summary metrics for all counties as opposed to a single county.

AREA OF INTEREST REPORT

The **Select a Report Type** box defaults to the report that matches the tab from which you clicked the report icon. You can choose a different type of report from the dropdown if desired.

Next, select a boundary layer that matches your area of interest in the **Select the area to report** dropdown list. If you are interested in a specific county, you would select County from this dropdown and the second dropdown list will populate with a list of all counties in the state. Select your specific unit of interest from the second dropdown list.

The third option is **Select the second area for comparison** and defaults to Entire State. Every report includes side-by-side columns of metrics for comparison. The default option is to include statewide summary metrics as a comparison for your specific area of interest. Optionally, you can select another area unit for comparison (such as another county or council district).

Below these drop-down selections are two other options for your report:

- If you check the box labeled **Include retailer listing?**, your report will include a list of the names and addresses of all retailers in your selected report area.
- If you check the box labeled **Include demographic details?**, your report will include tables showing variation in retailer count and density according to race/ethnicity, percent youth, and median household income.

Once all of the report options are selected, click the blue button labeled **Generate Report**. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

Generate a Report X

▼ **AREA OF INTEREST REPORT**

Generate a PDF report for an area of interest.

Select a Report Type
Retailers and Density

Select the area to report
Council District Boundaries
1

Select the second area for comparison
Council District Boundaries
1

Include retailer listing?
 Include demographic details?

Generate Report


> **AREAS OVERVIEW REPORT**

Your Download is Ready X

[Click here to download](#)

EXAMPLE REPORT: RETAILER & DENSITY, AREA OF INTEREST REPORT

Retailer & Density Report summary measures include: total population, number of retailers, retailers density (# retailers per 1,000 ppl), and number of people per retailer. Additionally the report gives you the density rank for your selected area as well as listing areas similarly ranked.



Retailer & Density Report

1 vs. Entire State

		Density Metrics		
		Selected Area	Comparison Area	
		1	Entire State	
Density Ranking		# 3	-	
Total Population		46,735	619,297	
Number of Retailers		53	594	
Number of Retailers per 1,000 Population		1.1	1.0	
Number of People Per Retailer		881.8	1,042.6	
Ranked Similarly				
Rank	Area Name	Population	Retailers	Retailers Per 1k
# 1	9	51,460	90	1.7
# 2	8	54,017	89	1.6
# 3	1	46,735	53	1.1
# 4	7	56,964	57	1.0
# 5	3	49,272	48	1.0

If you selected ***Include retailer listing?***, a page will be added to the PDF report including all retailers in your selected report area.



Retailer & Density Report

1

List of Retailers			
Name	Address	City	Zip
TOAST! WINE AND SPIRITS	3828 WEST 23RD AVE	Denver	80211
7-ELEVEN 34330J	3810 FEDERAL BLVD	Denver	80211
7-ELEVEN STORE 16147B	2609 FEDERAL BLVD	Denver	80211
WALGREENS #04301	2975 FEDERAL	Denver	80211
CONOCO	4380 W 38TH AVE	Denver	80212
DIAMOND SHAMROCK CORNER STORE #4076	1945 FEDERAL BLVD	Denver	80203
PHILLIPS NO. 31254	4380 W 38TH AVE	Denver	80212

Lastly, if you selected ***Include demographic details?***, a separate page will be added listing each demographic variable by quintile and listing summary metrics for each category. Demographic detail tables are useful for identifying disparities in retailer density.



Retailer & Density Report

1 vs. Entire State

Retailers Count and Density By Demographic

	Selected Area 1				Comparison Area Entire State			
	Total Pop'n	Num Retailers	Retailers Per 1k	Pop'n Per Retailer	Total Pop'n	Num Retailers	Retailers Per 1k	Pop'n Per Retailer
Total	46,735	53	1.1	881.8	619,297	594	1.0	1,042.6
Percent Hispanic								
Q1 (0.8 - 7.7 %)	0	0	0.0	0.0	108,850	84	0.8	1,295.8
Q2 (7.7 - 13.8 %)	0	0	0.0	0.0	123,517	120	1.0	1,029.3
Q3 (13.8 - 29.6 %)	13,984	20	1.4	699.2	113,820	141	1.2	807.2
Q4 (29.6 - 55.8 %)	24,484	23	0.9	1,064.5	132,384	100	0.8	1,323.8
Q5 (55.8 - 82.7 %)	8,267	10	1.2	826.7	140,726	149	1.1	944.5
Percent Black								
Q1 (0.1 - 6.1 %)	31,406	40	1.3	785.2	300,941	302	1.0	996.5
Q2 (6.1 - 11 %)	14,916	12	0.8	1,243.0	121,688	147	1.2	827.8
Q3 (11 - 16.1 %)	0	0	0.0	0.0	31,401	37	1.2	848.7
Q4 (16.1 - 19.4 %)	0	0	0.0	0.0	29,264	18	0.6	1,625.8
Q5 (19.4 - 57.8 %)	413	1	2.4	413.0	136,003	90	0.7	1,511.1
Percent Native American								
Q1 (0 - 0.6 %)	3,005	6	2.0	500.8	92,108	75	0.8	1,228.1
Q2 (0.6 - 1.3 %)	4,168	1	0.2	4,168.0	155,326	140	0.9	1,109.5

AREA OVERVIEW REPORT

The **Select a Report Type** box defaults to the report that matches the tab from which you clicked the report icon. You can choose a different type of report from the dropdown if desired.

Next, select a boundary layer that matches your geographic scale of interest in the **Select the type of area** dropdown list. The report will generate summary measures for all units of the selected geography. For example, all school districts will be listed with accompanying summary metrics.

Generate a Report
✕

➤ AREA OF INTEREST REPORT

▼ AREAS OVERVIEW REPORT

Generate an PDF report listing a brief summary of all areas. Use this overview to quickly identify areas which may warrant a more detailed analysis.

Select a Report Type

Retailers and Density

Select the Type of Area

Council District Boundaries

Generate Report

Once all of the report options are selected, click the blue **Generate Report** button. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.



You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.



Areas Overview Report

Council District Boundaries

Retailers and Density

	Density Ranking	Total Population	Total Retailers	Retailers per 1K Pop
9	1	51,460	90	1.7
8	2	54,017	89	1.6
1	3	46,735	53	1.1
7	4	56,964	57	1.0
3	5	49,272	48	1.0
10	6	50,578	46	0.9
6	7	49,665	44	0.9
5	8	60,297	48	0.8
2	9	56,569	40	0.7
4	10	52,740	35	0.7
11	11	89,220	40	0.4

Policy Tester

The Store Mapper allows you to simulate the effects of three tobacco bans using the **Policy Tester** to identify retailers that meet specified criteria.

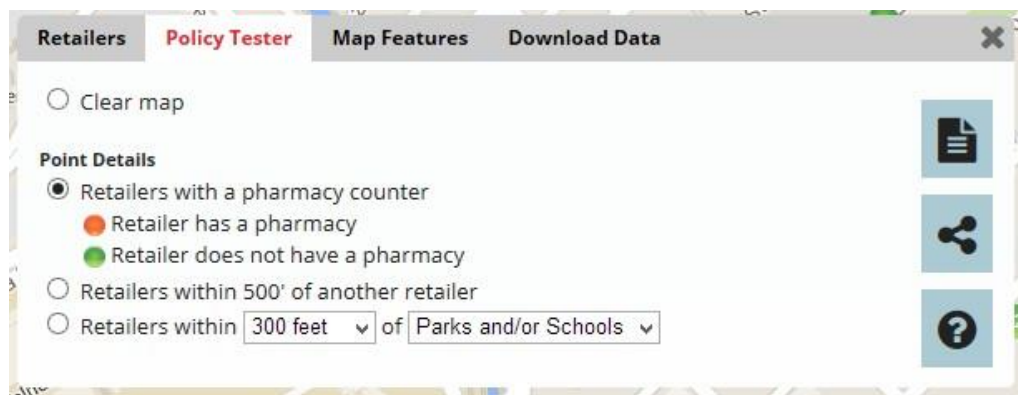
You can simulate a policy to:

1. Ban tobacco sales in pharmacies
2. Ban tobacco sales within 500' of another tobacco retailer
3. Ban tobacco sales within a specified distance of youth-serving venues like parks and schools

To use the **Policy Tester**, click on **Retailers** from the blue navigation bar, and then click on the second tab of the **Dialog Box** labeled **Policy Tester**.

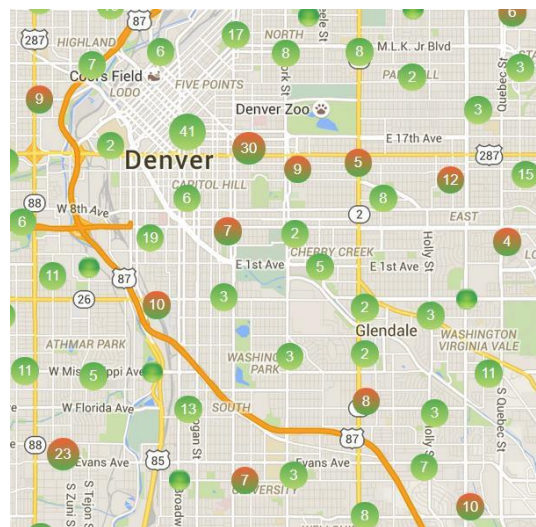
Pharmacy Retailers

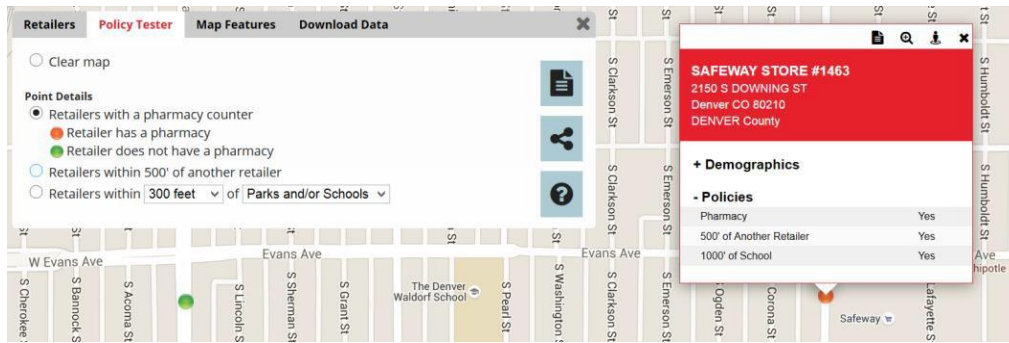
To identify pharmacy retailers, click the second radio button in the **Policy Tester** tab labeled “Retailers with a pharmacy counter.” Retailers meeting this criteria include dedicated pharmacies (ex. Walgreens, local drug stores), mass merchandizer stores with a pharmacy counter (ex. Costco, Walmart), and full service grocery stores with a pharmacy counter (ex. Safeway, Kroger, Harris Teeter).



After clicking the radio button, a map legend will display below your selection. The map redraws point locations for tobacco retailers that are also pharmacies as red dots, and retailers that are not pharmacies are represented with green dots. On the map, the dots are aggregated into graduated symbols with the total number inside. These dots will divide into more detail as you zoom into the map until you can look at individual retailer location.

If a policy were enacted banning the sale of tobacco in pharmacies, all of the red dots would be omitted from the map.





To remove all retailer point locations from the Google reference map, click the first radio button in the **Dialog Box** labeled **Clear Map**.

Report

You can generate a detailed PDF report of your analysis of a ban on tobacco sales in pharmacies. On the right-hand side of the **Dialog Box**, click the page icon.



A popup box labeled “Generate a report” will open in the center of your screen.

There are two types of reports you can generate:

- Area of interest: provides a side-by-side comparison of a specific area of interest to another similar area or your state overall.
- Areas overview: gives a brief summary of all areas. If you do not have an area of interest, the areas overview report can help you identify areas for more detailed analysis.

Click on the title of your desired report type or the arrow next to the title to expand a section of report options.

AREAS OF INTEREST REPORT

Because you are using the **Policy Tester** to display retailers that are also pharmacies, the default for “select a report type” will be “Policy, Pharmacy.”

Use the drop-down box below “select the area to report” to choose an area of interest. The area of interest for the report can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Next, choose a second area for comparison with your area of interest. The default area for comparison is your entire state, but you can use the drop-down box under “select the second area of comparison” to compare an area of the same type (city, county, school district, etc.) that you chose for your area of interest. If you select another area other than the entire state, a second drop-down box will appear with all areas of that type listed.

Below these drop-down selections are two other options for your report:

- If you check the box labeled “include retailer listing?”, your report will include a list of the names and addresses of pharmacies selling tobacco products that were identified by the **Policy Tester**.
- If you check the box labeled “include demographic details?”, your report will include a tables showing variation in retailer count and density according to race/ethnicity, age 17 and younger, and median household income. The tables will compare this data in the area of interest and the comparison area before and after the simulated ban.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

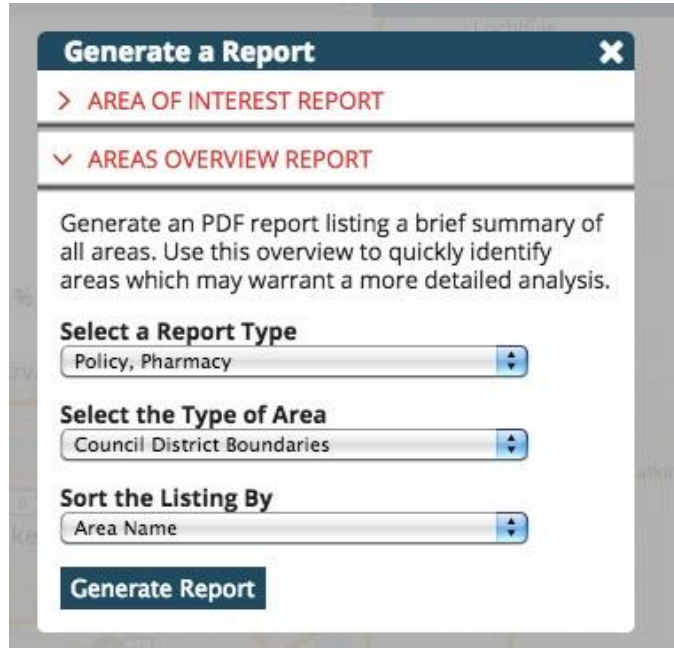
AREAS OVERVIEW REPORT

The screenshot shows a "Generate a Report" dialog box. At the top, it says "Generate a Report" with a close button (X). Below that, there is a section titled "AREA OF INTEREST REPORT" with a downward arrow. The text says "Generate a PDF report for an area of interest." There are three dropdown menus: "Select a Report Type" (set to "Policy, Pharmacy"), "Select the area to report" (set to "Council District Boundaries" with a sub-menu showing "1"), and "Select the second area for comparison" (set to "Council District Boundaries" with a sub-menu showing "1"). There are two checkboxes: "Include retailer listing?" (checked) and "Include demographic details?" (unchecked). A blue "Generate Report" button is at the bottom. Below the button is a section titled "AREAS OVERVIEW REPORT" with a rightward arrow.

Because you are using the **Policy Tester** to display retailers that are also pharmacies, the default for “select a report type” will be “Policy, Pharmacy.”

Use the drop-down box below “select the type of area” to choose a type of boundary area. This can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

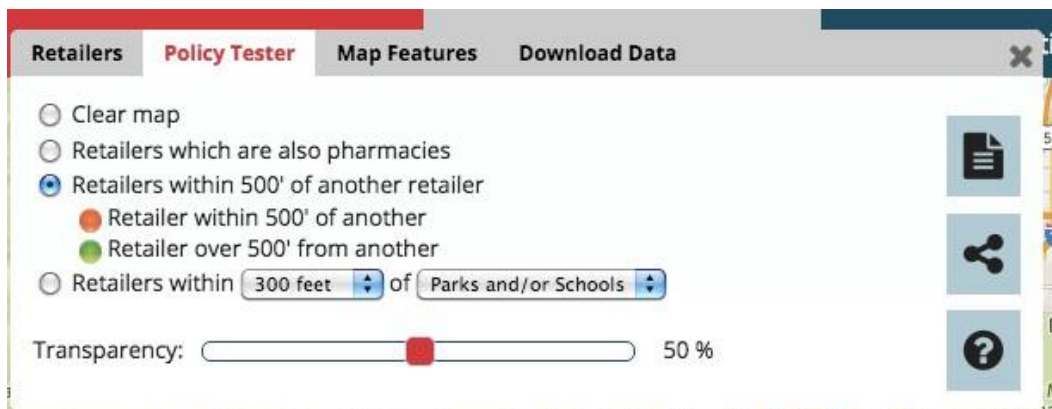


You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.



Near Another Retailer

To identify retailers that are near each other, click the third radio button in the **Policy Tester** tab labeled “Retailers within 500’ of another retailer.”



After clicking the radio button, a map legend will display below your selection. The map displays point locations for tobacco retailers that are within 500’ of another retailer as red dots, and retailers that are over 500’ from any other retailer are represented with green dots. On the map, the dots are aggregated into graduated symbols with the total number inside. These dots

will divide into more detail as you zoom into the map until you can look at individual retailer location.

If a policy were enacted banning tobacco sales within 500' of another retailer, retailers labeled with red dots would be affected.

To remove all retailer point locations from the Google reference map, click the first radio button in the **Dialog Box** labeled "clear map."

Report

You can generate a detailed PDF report of your analysis of tobacco sales near other retailers. On the right-hand side of the **Dialog Box**, click the page icon.



A popup box labeled "Generate a report" will open in the center of your screen.

There are two types of reports you can generate:

- **Area of interest:** provides a side-by-side comparison of a specific area of interest to another similar area or your state overall.
- **Areas overview:** gives a brief summary of all areas. If you do not have an area of interest, the areas overview report can help you identify areas for more detailed analysis.

Click on the title of your desired report type or the arrow next to the title to expand a section of report options.

AREAS OF INTEREST REPORT

Because you are using the **Policy Tester** to display tobacco sales near other retailers, the default for "select a report type" will be "Policy, within 500' of Another."

Use the drop-down box below “select the area to report” to choose an area of interest. The area of interest for the report can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Next, choose a second area for comparison with your area of interest. The default area for comparison is your entire state, but you can use the drop-down box under “select the second area of comparison” to compare an area of the same type (city, county, school district, etc.) that you chose for your area of interest. If you select another area other than the entire state, a second drop-down box will appear with all areas of that type listed.

Generate a Report [X]

▼ AREA OF INTEREST REPORT

Generate a PDF report for an area of interest.

Select a Report Type
Policy, Within 500' of Another

Select the area to report
Council District Boundaries
1

Select the second area for comparison
Council District Boundaries
1

Include retailer listing?
 Include demographic details?

Generate Report

> AREAS OVERVIEW REPORT

Below these drop-down selections are two other options for your report:

- If you check the box labeled “include retailer listing?”, your report will include a list of the names and addresses of retailers that were within 500’ of another retailer that were identified by the **Policy Tester**.
- If you check the box labeled “include demographic details?”, your report will include a tables showing variation in retailer count and density according to race/ethnicity, age 17 and younger, and median household income.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

AREAS OVERVIEW REPORT

Because you are using the **Policy Tester** to display tobacco sales near other retailers, the default for “select a report type” will be “Policy, Within 500’ of Another.”

Use the drop-down box below “select the type of area” to choose a type of boundary area. This can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Use the drop-down box below “sort the listing by” to choose how information about each boundary area will be ordered in the report. The default option is “area name,” but you can choose to sort using a variety of other variables. For your analysis of policy related to tobacco sales close to other retailers, it may be useful to select “percentage of retailers which are within 500’ of another” from the drop-down box.



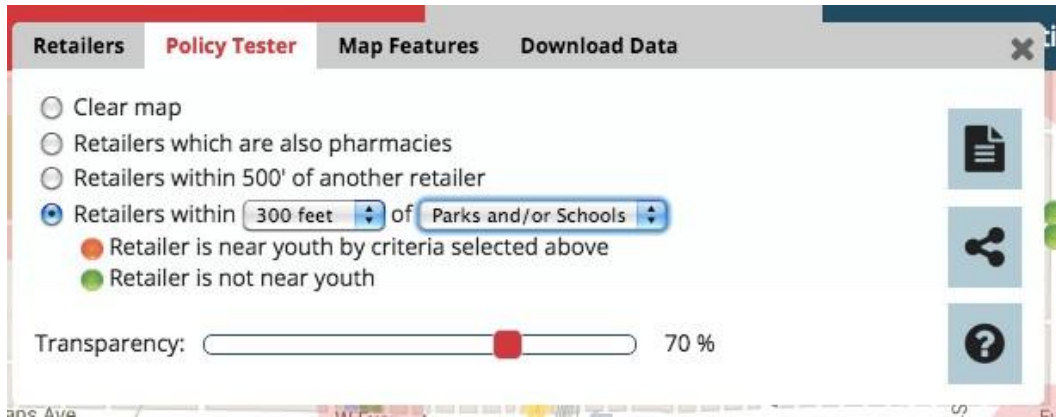
Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.



You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

Near Youth-Serving Venues

To identify retailers close to youth-serving venues, click the fourth radio button in the **Policy Tester** tab labeled “Retailers within [specified distance] of [parks and/or schools].”



The default distance used for this mapping function is 300 feet. Use the drop-down box to select a distance of 500 feet, 1000 feet, or ¼ mile. You can also use the second drop-down box to choose to view buffer distances from parks and/or schools, parks only, or schools only. The map will automatically update to your selection.

The map will show a pink transparent buffer area drawn around each youth-serving venue to the specified distance. Schools will be shown with a blue school icon, and parks will be shown with a green shaded box. All retailers that are inside a buffer area are shown as red dots, and retailers outside any buffer zones are coded as green dots. On the map, the dots are aggregated into graduated symbols with the total number inside. These dots will divide into more detail as you zoom into the map until you can look at individual retailer location.

You can change the transparency of the buffer area using the transparency bar at the bottom of the **Dialog Box**. The bar defaults at 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

To remove all labels and shading from the Google reference map, click the first radio button labeled “clear map.”

To remove all retailer point locations from the Google reference map, click the first radio button in the **Dialog Box** labeled “clear map.”

Report

You can generate a detailed PDF report of your analysis of tobacco sales near youth-serving venues. On the right-hand side of the **Dialog Box**, click the page icon.



A popup box labeled “Generate a report” will open in the center of your screen.

There are two types of reports you can generate:

- Area of interest: provides a side-by-side comparison of a specific area of interest to another similar area or your state overall.

- Areas overview: gives a brief summary of all areas. If you do not have an area of interest, the areas overview report can help you identify areas for more detailed analysis.

Click on the title of your desired report type or the arrow next to the title to expand a section of report options.

AREAS OF INTEREST REPORT

Because you are using the **Policy Tester** to display tobacco sales near youth-serving venues, the default for “select a report type” will be “Policy, Near Youth.”

Use the drop-down box below “select the area to report” to choose an area of interest. The area of interest for the report can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Next, choose a second area for comparison with your area of interest. The default area for comparison is your entire state, but you can use the drop-down box under “select the second area for comparison” to compare an area of the same type (city, county, school district, etc.) that you chose for your area of interest. If you select another area other than the entire state, a second drop-down box will appear with all areas of that type listed.

Below these drop-down selections are two other options for your report:

- If you check the box labeled “include retailer listing?”, your report will include a list of the names and addresses of retailers within your selected distance from youth-serving venues that were identified by the **Policy Tester**.
- If you check the box labeled “include demographic details?”, your report will include a tables showing variation in retailer count and density according to race/ethnicity, age 17 and younger, and median household income. The tables will compare this data in the area of interest and the comparison area before and after the simulated ban.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

AREAS OVERVIEW REPORT

Because you are using the **Policy Tester** to display tobacco sales near youth-serving venues, the default for “select a report type” will be “Policy, Near Youth.”

Use the drop-down box below “select the type of area” to choose a type of boundary area. This can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Use the drop-down box below “sort the listing by” to choose how information about each boundary area will be ordered in the report. The default option is “area name,” but you can choose to sort using a variety of other variables. For your analysis of policy related to tobacco sales near youth-serving venues, it may be useful to select “percentage of retailers which are within 1000’ of a park or school” from the drop-down box.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.



Enforcement

To the right of the red “Choose an option” box, you will find mapping options listed in a dark blue navigation bar. Click on **Enforcement** to open the **Dialog Box**, which will be open to the **Sales to Minors** tab.

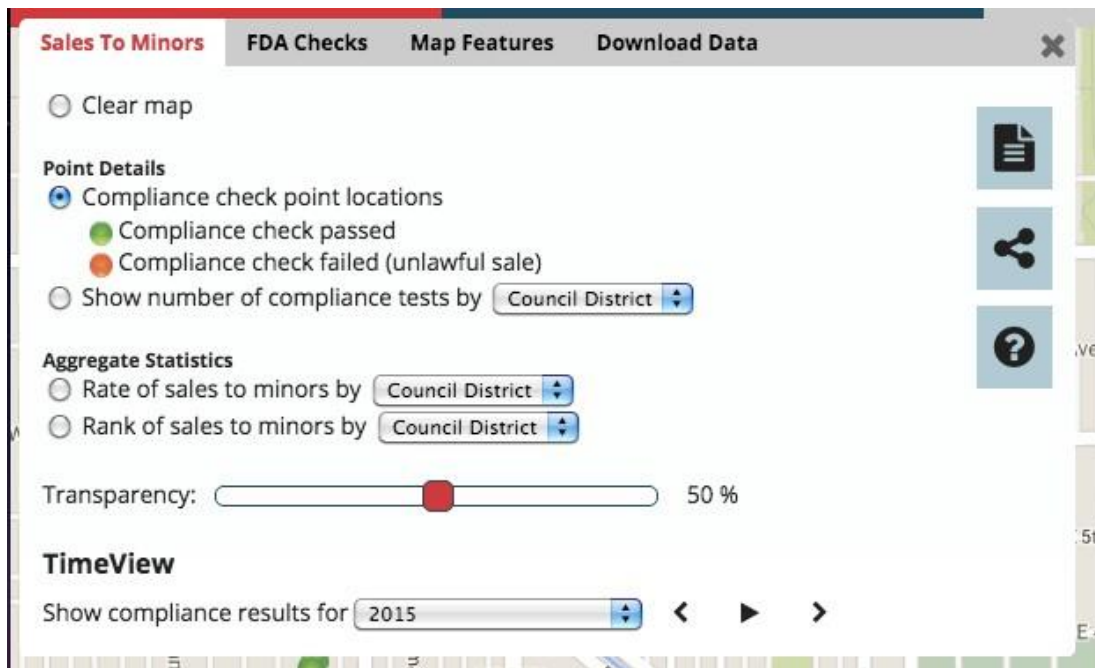
Sales to Minors

The **Sales to Minors** tab shows information about compliance checks for unlawful sales to minors conducted by law enforcement. You can choose to see retailer point details or aggregate statistics about these compliance checks.

Point Details

Point Locations

To see details about compliance checks at specific retailer locations, click the radio button labeled ‘compliance check point locations.’



After clicking the radio button, a map legend will display below your selection. The map displays point locations for tobacco retailers that passed the compliance check (did not make a sale to a minor) with green dots, and retailers that failed the compliance check (made an unlawful sale to a minor) with are represented with red dots. Note that by default, the map will only display compliance checks made in 2015; you should change the time period in the **TimeView** section of the **Dialog Box** to see data from other years. On the map, the dots are aggregated into graduated symbols with the total number inside. These dots will divide into more detail as you zoom into the map until you can look at individual retailer location.

Info Box

You can click on the dot for each individual point locations to open an info box with name, address, and details about compliance checks.

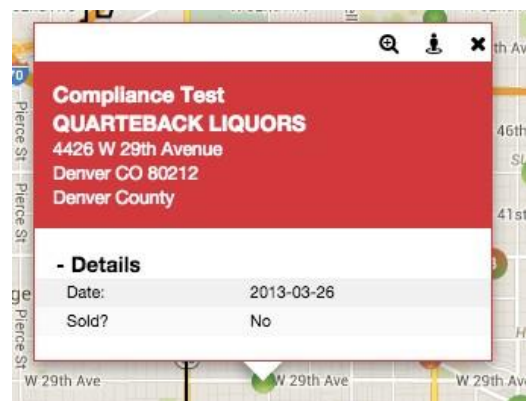
Three icons are also included at the top left of the info box.

At the top left of this info box, the magnifying glass will zoom in to the street location of the tobacco retailer. The second button with a person standing in a circle will bring up a street view of the map location in the lower right-hand corner of the map. You can close this street view by clicking “close” in the bottom right corner. The X button will close the info box.



The red top section of the info box lists the location name and address.

The white section of the box contains collapsed information on compliance checks at the retailer location. To expand this information, click the plus sign to the left of “Details” or the title itself.



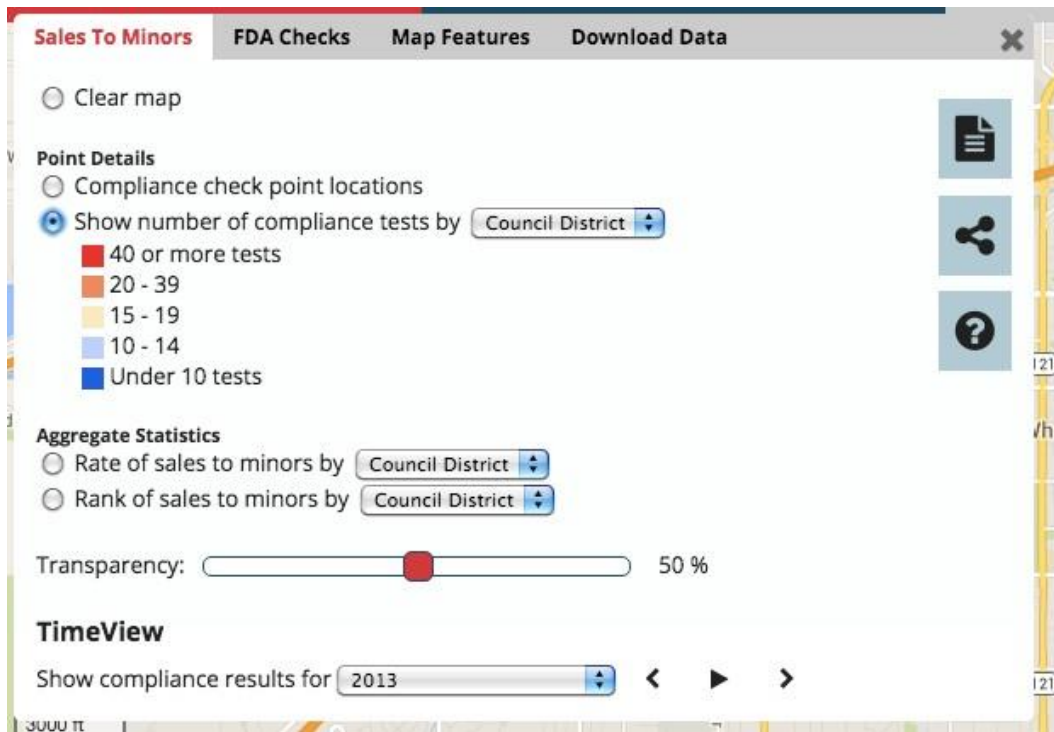
Under “Details,” you will see the date of a compliance check at that location and whether or not the retailer made a sale to a minor (yes/no). Note that if compliance checks were conducted at this location in multiple years, only the most recent date will be listed.

To remove all retailer point locations from the Google reference map, click the first radio button labeled “clear map.”

Number of Checks

You can also click the radio button next to “show number of compliance tests by” to show the number of compliance checks by a certain boundary area. The areas for analysis will depend on the data available for your state. Use the drop-down box to select the boundary area, like counties, zip codes, or census tracts.

After clicking the radio button, a legend will display below your selection. The data range for the center category, shaded as the cream color, includes the average number of compliance checks within your selected boundary area. Any area shaded as pink or red had incrementally more compliance checks than the average number per selected boundary area. Areas shaded as pale blue or dark blue had incrementally fewer compliance checks than the average number.



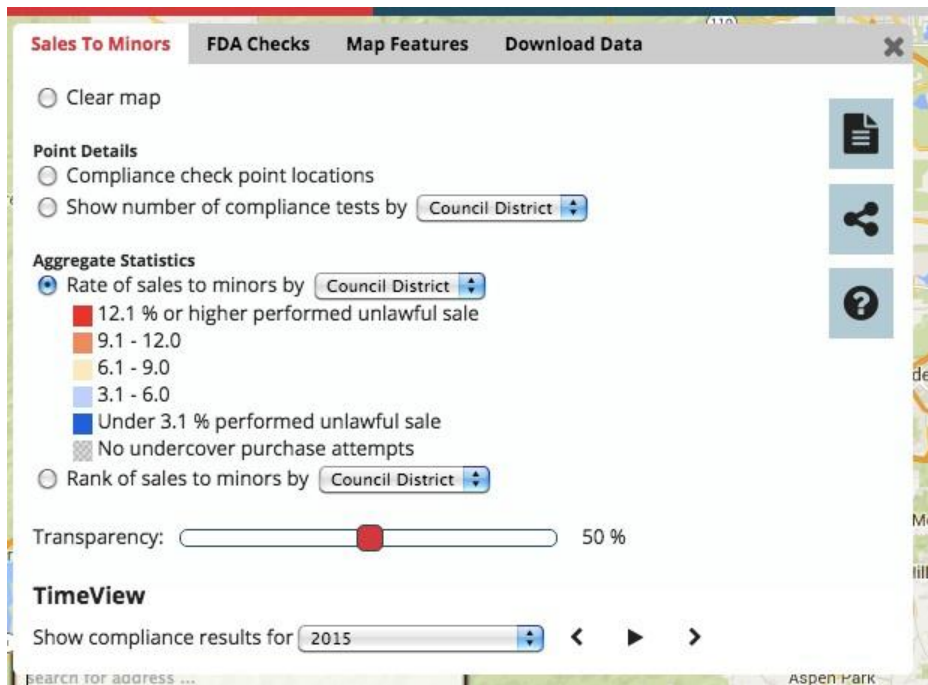
To remove all labels from the Google reference map, click the first radio button labeled “clear map.”

Aggregate Statistics

Rate of Sales

Click the radio button next to “rate of sales to minors by” to analyze compliance checks by rate of unlawful sale in a certain boundary area. The areas for analysis will depend on the data available for your state. Use the drop-down box to select the boundary area, like counties, zip codes, or census tracts.

After clicking the radio button, a legend will display below your selection.



The rate for each unit in the boundary area selected (each county, census tract, school district, etc.) is calculated and then divided into five categories. The data range for the center category, shaded as the cream color, includes the average rate of unlawful sales to minors. Any area shaded as pink or red has incrementally higher percentages of sales to minors than the average. Areas shaded as pale blue or dark blue have incrementally lower percentages of sales to minors than the average. If no compliance checks were conducted within a certain boundary area, it will not be shaded with any color.

A transparency bar will also appear at the bottom of the **Dialog Box**. The bar defaults at 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

Rank of Sales

You can also compare the rate of sales to minors within a certain boundary relative to other areas by clicking “rank of sales to minors by.” The map will show a number in the center of each boundary area. The number “1” represents the boundary area with the highest rate of sales to minors, and rate of sales to minors decreases as the rank number increases.

The rate of sales to minors in each boundary areas will also be shown by the color shading underneath these numbers. The rate for each unit in the boundary area selected (each county, census tract, school district, etc.) is calculated and then divided into five categories. The data range for the center category, shaded as the cream color, includes the average rate of unlawful sales to minors. Any area shaded as pink or red has incrementally higher percentages of sales to minors than the average. Areas shaded as pale blue or dark blue have incrementally lower

percentages of sales to minors than the average. If no compliance checks were conducted within a certain boundary area, it will not be shaded with any color.

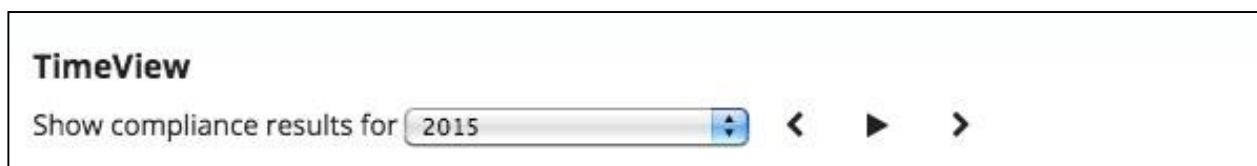
A transparency bar will also appear at the bottom of the **Dialog Box**. This bar will adjust the transparency of the shading for rate of sales, but not the rank numbers. The bar defaults at 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

TimeView

The **TimeView** can help you see the pattern of compliance checks over time. You can adjust the TimeView settings for any of the point details or aggregate statistics selections.

By default, the **TimeView** will be set to the most current year (2015), meaning that only locations where a compliance check were conducted in that year will be shown. Use the drop-down bar next to “show compliance results for” to select another year, or choose “ALL YEARS AGGREGATED” to information from all years of data available for your state. The map will automatically update when you change the selection.

Another way to visualize the trends in compliance check data over time is through the slideshow function. To the right of the drop-down box for selecting years of data is a large black “play” triangle with two smaller arrows going in opposite directions. Click the play triangle to view changes in data by year automatically like a slideshow. Once you begin the slideshow, you can click the black “pause” box to stop at any time. You can also advance the slideshow one year at a time by clicking the small arrow on the right, or go back in time using the small arrow on the left. The drop-down box will always show the year corresponding with the data you are viewing.



Report

You can generate a detailed PDF report of your analysis of compliance checks for sales to minors. On the right-hand side of the **Dialog Box**, click the page icon.



A popup box labeled “Generate a report” will open in the center of your screen.

There are two types of reports you can generate:

- Area of interest: provides a side-by-side comparison of a specific area of interest to another similar area or your state overall.
- Areas overview: gives a brief summary of all areas. If you do not have an area of interest, the areas overview report can help you identify areas for more detailed analysis.

Click on the title of your desired report type or the arrow next to the title to expand a section of report options.

AREAS OF INTEREST REPORT

Because you are using the **Sales to Minors** tab to display tobacco sales near youth-serving venues, the default for “select a report type” will be “Sales to Minors.”

Use the drop-down box below “select the area to report” to choose an area of interest. The area of interest for the report can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Next, choose a second area for comparison with your area of interest. The default area for comparison is your entire state, but you can use the drop-down box under “select the second area of comparison” to compare an area of the same type (city, county, school district, etc.) that you chose for your area of interest. If you select another area other than the entire state, a second drop-down box will appear with all areas of that type listed.

You can also choose the time period of data included in your report using the “filter by year” drop-down box. The default selection will be the most recent year of data (2015), but you can also select “ALL YEARS AGGREGATED” or another year.

Below these drop-down selections are two other options for your report:

- If you check the box labeled “include retailer listing?”, your report will include a list of the names and addresses of retailers where compliance checks were conducted.
- If you check the box labeled “include demographic details?”, your report will include a tables showing variation in sales to minors according to race/ethnicity, age 17 and younger, and median household income.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.


You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

AREAS OVERVIEW REPORT

Because you are using the **Sales to Minors** tab to display tobacco sales near youth-serving venues, the default for “select a report type” will be “Sales to Minors.”

Use the drop-down box below “select the type of area” to choose a type of boundary area. This can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Use the drop-down box below “sort the listing by” to choose how information about each boundary area will be ordered in the report. The default option is “area name,” but you can choose to sort using a variety of other variables. For your analysis of compliance checks, it may be useful to select “sales to minors compliance checks, total number performed” or “sales to minors compliance checks, failure rate over all years” from the drop-down box.



Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.



You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

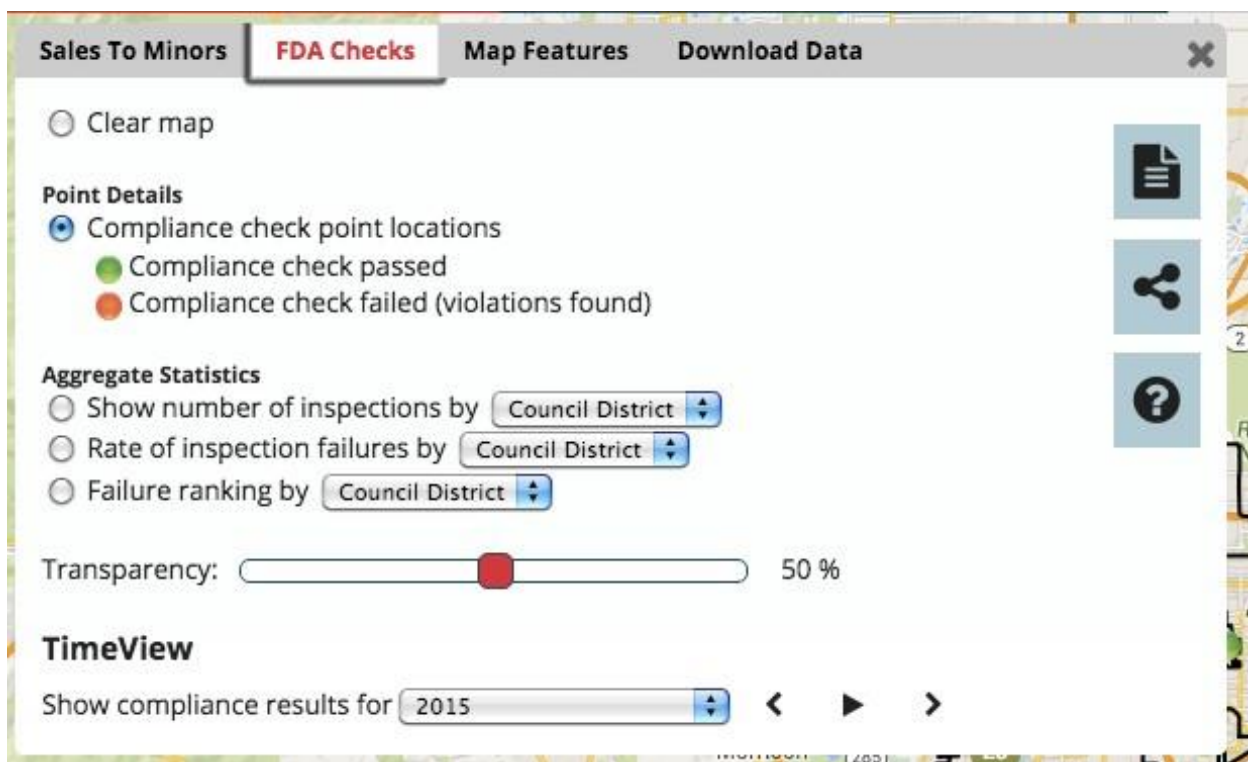
FDA Inspection

The **FDA Inspection** tab shows information about compliance check inspections conducted by the Federal Drug Administration (FDA). The FDA conducts two types of tobacco retailer inspections: youth access and advertising and labeling compliance checks. The data is publicly available at the FDA TIMS website. You can choose to see retailer point details or aggregate statistics about these

Point Details

Point Locations

To see details about compliance checks at specific retailer locations, click the radio button labeled 'compliance check point locations.'



After clicking the radio button, a map legend will display below your selection. The map displays point locations for tobacco retailers that passed the compliance check (did not make a sale to a minor) with green dots, and retailers that failed the compliance check (violation found) with are represented with red dots. Note that by default, the map will only display compliance checks made in 2015; you should change the time period in the **TimeView** section of the **Dialog Box** to see data from other years. On the map, the dots are aggregated into graduated symbols with

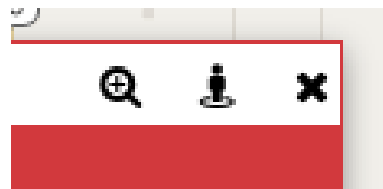
the total number inside. These dots will divide into more detail as you zoom into the map until you can look at individual retailer location.

Info Box

You can click on the dot for each individual point locations to open an info box with name, address, and details about FDA inspections.

Three icons are also included at the top left of the info box.

At the top left of this info box, the magnifying glass will zoom in to the street location of the tobacco retailer. The second button with a person standing in a circle will bring up a street view of the map location in the lower right-hand corner of the map. You can close this street view by clicking “close” in the bottom right corner. The X button will close the info box.



The red top section of the info box lists the location name and address.

The white section of the box contains collapsed information on inspections at the retailer location and its demographic location. To expand this information, click the plus sign to the left of “Details” or “Location Demographics” titles, or the title itself.

Under “Details,” you will see the date of the inspection check at that location and whether or not the retailer had a violation (yes/no). Note that if compliance checks were conducted at this location in multiple years, only the most recent date will be listed.



“Demographics” includes information about which quintile the retailer is located in for percent Hispanic, Black, Native American, Asian/Hawaiian/Pacific Islander, youth ages 17 and under, and household income. Quintile 1 has the lowest percentage, and quintile 5 has the highest percentage.

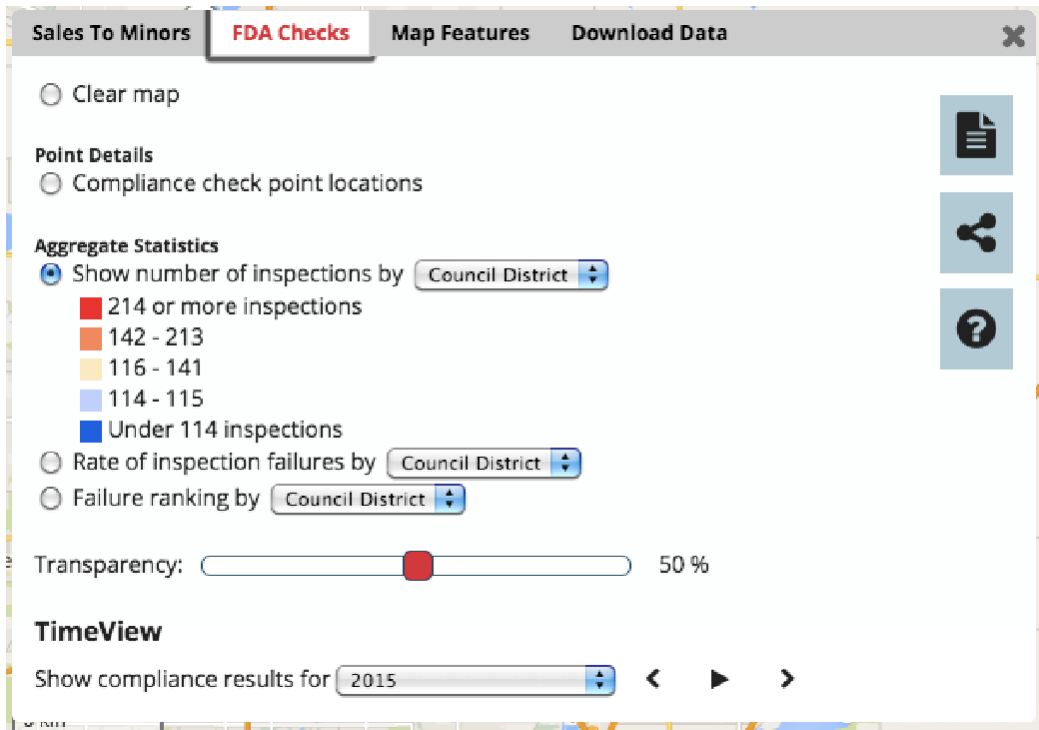
To remove all retailer point locations from the Google reference map, click the first radio button labeled “clear map.”

[Aggregate Statistics](#)

[Number of Checks](#)

You can also click the radio button next to “show number of inspections by” to show the number of FDA inspections by a certain boundary area. The areas for analysis will depend on the data available for your state. Use the drop-down box to select the boundary area, like counties, zip codes, or census tracts.

After clicking the radio button, a legend will display below your selection. The data range for the center category, shaded as the cream color, includes the average number of inspections within your selected boundary area. Any area shaded as pink or red had incrementally more inspections than the average number per selected boundary area. Areas shaded as pale blue or dark blue had incrementally fewer inspections than the average number.

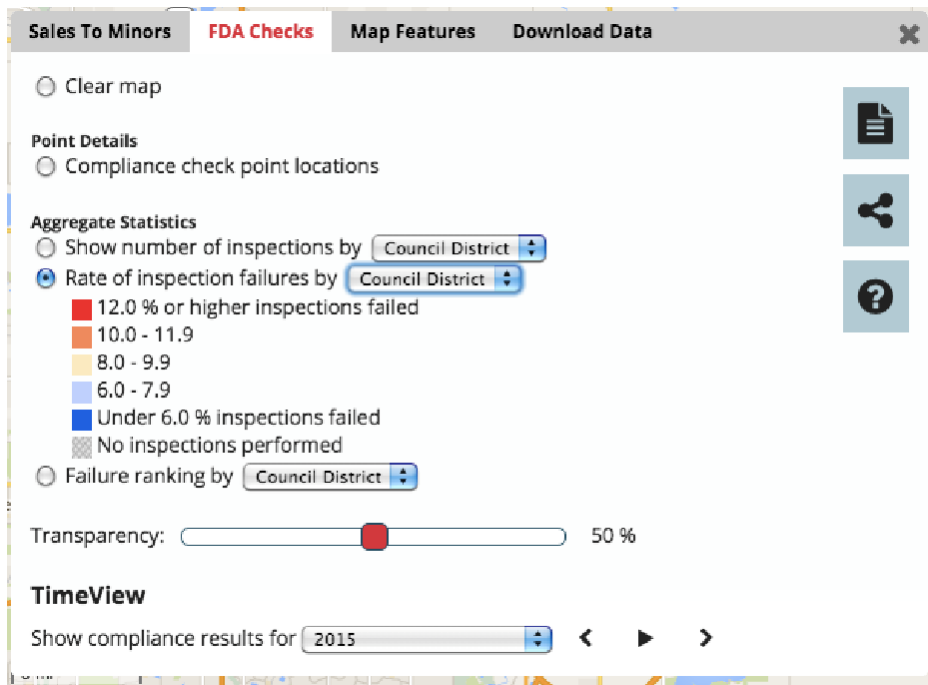


To remove all labels from the Google reference map, click the first radio button labeled “clear map.”

Rate of Inspection Failures

Click the radio button next to “rate of inspection failures by” to analyze inspections by failure rate in a certain boundary area. The areas for analysis will depend on the data available for your state. Use the drop-down box to select the boundary area, like counties, zip codes, or census tracts.

After clicking the radio button, a legend will display below your selection.



The rate for each unit in the boundary area selected (each county, census tract, school district, etc.) is calculated and then divided into five categories. The data range for the center category, shaded as the cream color, includes the average rate of inspection failures. Any area shaded as pink or red has an incrementally higher rate of inspection failures than the average. Areas shaded as pale blue or dark blue have incrementally lower rates of inspection failures than the average. If no inspections were conducted within a certain boundary area, it will not be shaded with any color.

A transparency bar will also appear at the bottom of the **Dialog Box**. The bar defaults at 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

Failure Ranking

You can also compare the FDA inspection failure rate within a certain boundary relative to other areas by clicking the radio button next to “failure ranking by.” The map will show a number in the center of each boundary area. The number “1” represents the boundary area with the highest rate of sales to minors, and rate of sales to minors decreases as the rank number increases.

The inspection failure rate in each boundary areas will also be shown by the color shading underneath these numbers. The rate for each unit in the boundary area selected (each county, census tract, school district, etc.) is calculated and then divided into five categories. The data range for the center category, shaded as the cream color, includes the average inspection failure rate. Any area shaded as pink or red has an incrementally higher inspection failure rate.

Areas shaded as pale blue or dark blue have incrementally lower inspection failure rate than the average. If no inspections were conducted within a certain boundary area, it will not be shaded with any color.

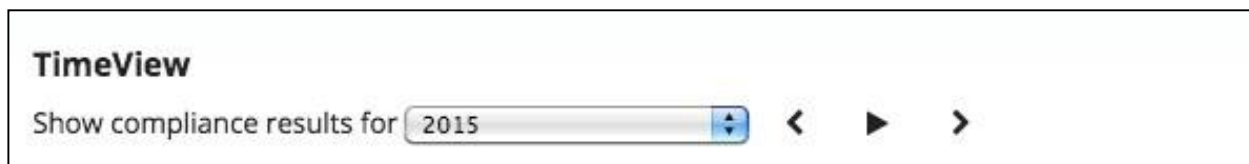
A transparency bar will also appear at the bottom of the **Dialog Box**. This bar will adjust the transparency of the shading for rate of sales, but not the rank numbers. The bar defaults at 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

TimeView

TimeView can help you see the pattern of inspections over time. You can adjust the TimeView settings for any of the point details or aggregate statistics selections.

By default, the **TimeView** will be set to the most current year (2015), meaning that only locations where a compliance check were conducted in that year will be shown. Use the drop-down bar next to “show compliance results for” to select another year, or choose “ALL YEARS AGGREGATED” to information from all years of data available for your state. The map will automatically update when you change the selection.

Another way to visualize the trends in inspection data over time is through the slideshow function. To the right of the drop-down box for selecting years of data is a large black “play” triangle with two smaller arrows going in opposite directions. Click the play triangle to view changes in data by year automatically like a slideshow. Once you begin the slideshow, you can click the black “pause” box to stop at any time. You can also advance the slideshow one year at a time by clicking the small arrow on the right, or go back in time using the small arrow on the left. The drop-down box will always show the year corresponding with the data you are viewing.



Report

You can generate a detailed PDF report of your analysis of FDA inspections. On the right-hand side of the **Dialog Box**, click the page icon.



A popup box labeled “Generate a report” will open in the center of your screen.

There are two types of reports you can generate:

- Area of interest: provides a side-by-side comparison of a specific area of interest to another similar area or your state overall.
- Areas overview: gives a brief summary of all areas. If you do not have an area of interest, the areas overview report can help you identify areas for more detailed analysis.

Click on the title of your desired report type or the arrow next to the title to expand a section of report options.

AREAS OF INTEREST REPORT

Because you are using the **FDA Checks** tab to display tobacco sales near youth-serving venues, the default for “select a report type” will be “FDA Inspections.”

Use the drop-down box below “select the area to report” to choose an area of interest. The area of interest for the report can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Next, choose a second area for comparison with your area of interest. The default area for comparison is your entire state, but you can use the drop-down box under “select the second area of comparison” to compare an area of the same type (city, county, school district, etc.) that you chose for your area of interest. If you select another area other than the entire state, a second drop-down box will appear with all areas of that type listed.

You can also choose the time period of data included in your report using the “filter by year” drop-down box. The default selection will be the most recent year of data (2015), but you can also select “ALL YEARS AGGREGATED” or another year.

Below these drop-down selections are two other options for your report:

- If you check the box labeled “include retailer listing?”, your report will include a list of the names and addresses of retailers where inspections were conducted.
- If you check the box labeled “include demographic details?”, your report will include a tables showing inspection failure rates according to race/ethnicity, age 17 and younger, and median household income.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

AREAS OVERVIEW REPORT

Use the drop-down box below “select the type of area” to choose a type of boundary area. This can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Use the drop-down box below “sort the listing by” to choose how information about each boundary area will be ordered in the report. The default option is “area name,” but you can choose to sort using a variety of other variables. For your analysis of FDA inspections, it may be useful to select “FDA inspections, total number performed” or “FDA inspections, failure rate over all years” from the drop-down box.

Generate a Report X

> AREA OF INTEREST REPORT

▼ AREAS OVERVIEW REPORT

Generate an PDF report listing a brief summary of all areas. Use this overview to quickly identify areas which may warrant a more detailed analysis.

Select a Report Type
FDA Inspections

Select the Type of Area
Council District Boundaries

Sort the Listing By
Area Name

Generate Report

The full options for sorting your report include:

- Area name
- Area population
- Number of retailers
- Retailers per 1,000 population (overall, or in areas of very low percent Hispanic, Black, Native American, Asian and Hawaiian/Pacific Islander, age 17 and under, median household income)
- Sales to minors compliance checks (by total number performed or failure rate over all years)
- FDA inspections (by total number performed or failure rate over all years)
- Percentage of retailers which are pharmacies
- Percentage of retailers which are within 500’ of another
- Percentage of retailers which are within 1000’ of a park or school

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.



You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

Assessments

To the right of the red “Choose an option” box, you will find mapping options listed in a dark blue navigation bar. Click on **Assessment** to open the **Dialog Box**, which will be open to the **Assessment Locations** tab.

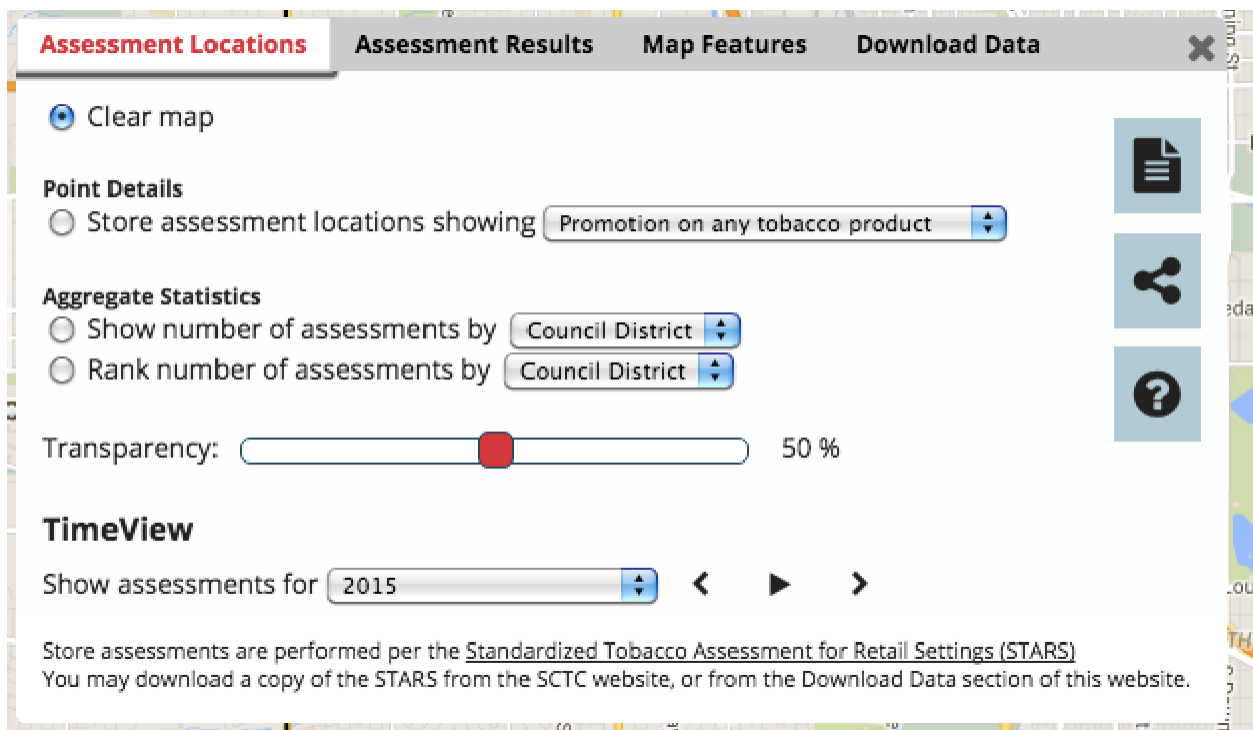
Assessment Locations

The **Assessment Locations** tab shows information your state has collected through store audits of the tobacco retail environment, including price promotions, product availability, and product prices. Store assessments collect data following the Standardized Tobacco Assessment for Retail Settings (STARS). You can choose to see retailer point details or aggregate statistics about these assessments.

Point Details

Store Assessment Locations

To see details about assessments at specific retailer locations, click the radio button labeled “store assessment locations.”



Use the drop-down box to view assessment information on one of the following 10 question items:

- Promotions:
 - Promotion on any tobacco product
 - Promotion on menthols
 - Promotion on cigarillos

- Promotion on e-cigs
- Promotion on smokeless tobacco
- Product Availability
 - Availability of flavored cigars
 - Availability of cigarillo singles
- Product Price
 - Price of least expensive cigarette
 - Price of Newport menthols
 - Price of Blu disposable e-cigs

After clicking the radio button, a map legend will display that matches the assessment item you have selected. The map displays point locations for tobacco retailers that had a promotion in effect or a product available with red dots, and retailers that did not offer a promotion or have the selected product available are represented with green dots. Note that by default, the map will only display data from assessments made in 2015; you should change the time period in the **TimeView** section of the **Dialog Box** to see data from other years. On the map, the dots are aggregated into graduated symbols with the total number inside. These dots will divide into more detail as you zoom into the map until you can look at individual retailer location.

Info Box

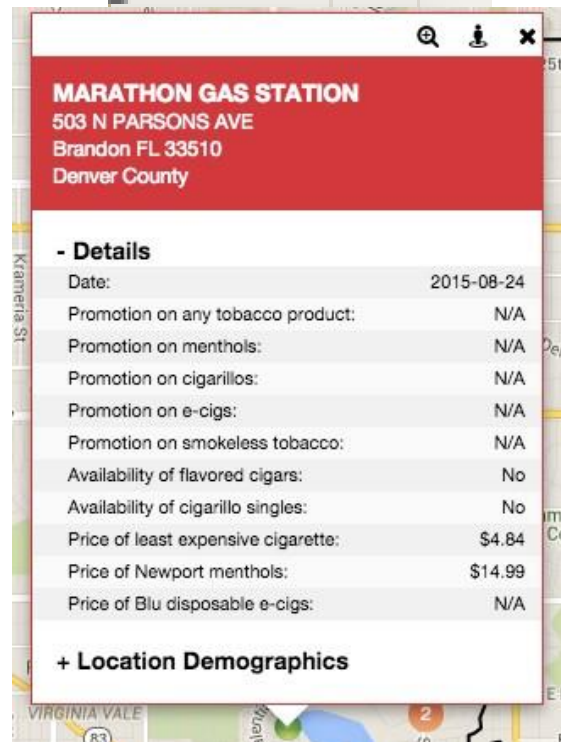
You can click on the dot for each individual retail locations to open an info box with name, address, details about assessments, and location demographics.

Three icons are also included at the top left of the info box.

At the top left of this info box, the magnifying glass will zoom in to the street location of the tobacco retailer. The second button with a person standing in a circle will bring up a street view of the map location in the lower right-hand corner of the map. You can close this street view by clicking “close” in the bottom right corner. The X button will close the info box.

The red top section of the info box lists the location name and address.

The white section of the box contains collapsed information on assessments and demographics at the retailer location. To expand this information, click the plus sign to the left of “Details” or “Location Demographics,” or click the title itself.



Under “Details,” you will see the date of the assessment at that location and information collected on each of the 10 STARS assessment questions for promotions, product availability, and product price.

“Location Demographics” includes information about which quintile the retailer is located in for percent Hispanic, Black, Native American, Asian/Hawaiian/Pacific Islander, youth ages 17 and under, and household income. Quintile 1 has the lowest percentage, and quintile 5 has the highest percentage.

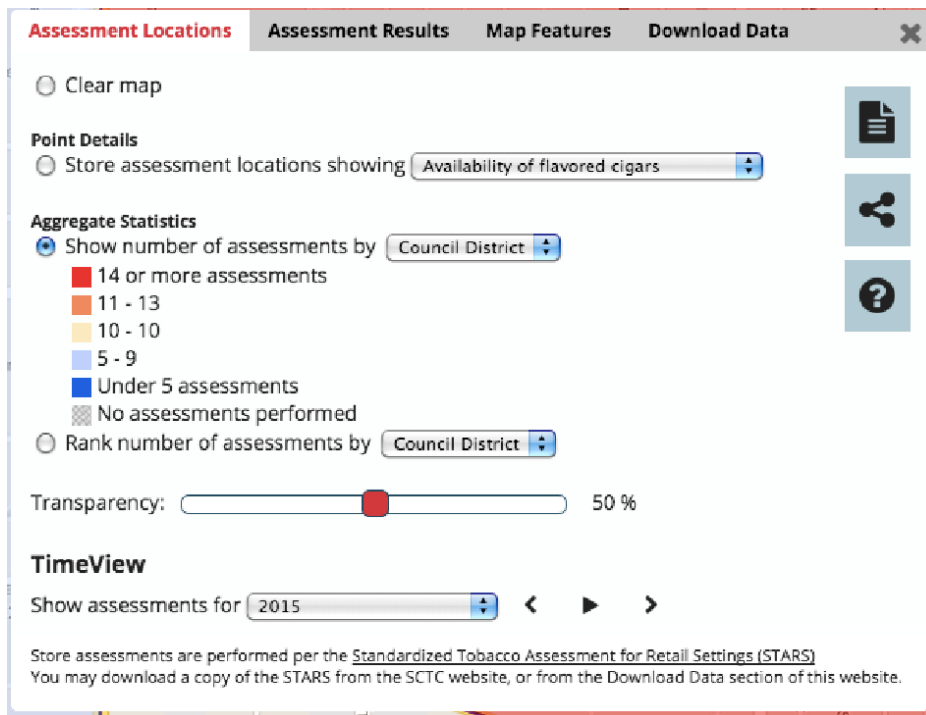
To remove all retailer point locations from the Google reference map, click the first radio button labeled “clear map.”

Aggregate Statistics

Number of Assessments

You can also click the radio button next to “show number of assessments” to show the number of assessments by a certain boundary area. The areas for analysis will depend on the data available for your state. Use the drop-down box to select the boundary area, like counties, zip codes, or census tracts.

After clicking the radio button, a legend will display below your selection. The data range for the center category, shaded as the cream color, includes the average number of assessments within your selected boundary area. Any areas shaded pink or red had incrementally more assessments than the average number per selected boundary area. Areas shaded pale blue or dark blue had incrementally fewer assessments than the average number.

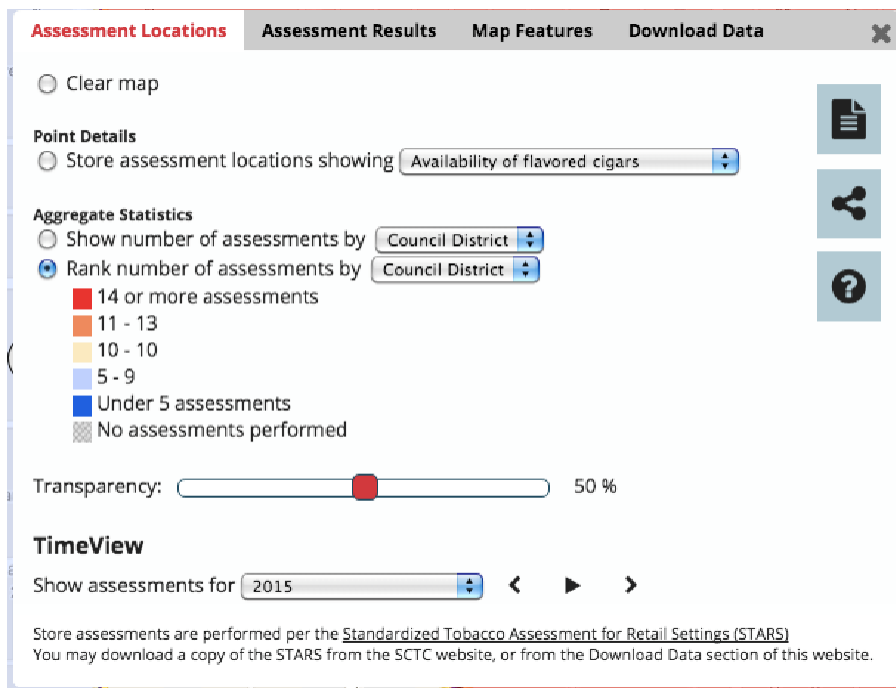


To remove all labels from the Google reference map, click the first radio button labeled “clear map.”

Rank Number of Assessments

You can also compare the number of assessments within a certain boundary relative to other areas by clicking “rank number of assessments.” The map will show a number in the center of each boundary area. The number “1” represents the boundary area with the most assessments conducted, and number of assessments decreases as the rank number increases.

The number of assessments will also be shown by the color shading underneath these numbers. The data range for the center category, shaded as the cream color, includes the average number of assessments within your selected boundary area. Any areas shaded pink or red had incrementally more assessments than the average number per selected boundary area. Areas shaded pale blue or dark blue had incrementally fewer assessments than the average number.



A transparency bar will also appear at the bottom of the **Dialog Box**. The bar defaults at 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

To remove all labels and shading from the Google reference map, click the first radio button labeled “clear map.”

TimeView

TimeView can help you see the pattern of compliance checks over time. You can adjust the TimeView settings for any of the point details or aggregate statistics selections.

By default, the **TimeView** will be set to the most current year (2015), meaning that only locations where an assessment was conducted in that year will be shown. Use the drop-down bar next to “show assessment results for” to select another year, or choose “ALL YEARS AGGREGATED” to information from all years of data available for your state. The map will automatically update when you change the selection.

Another way to visualize the trends in compliance check data over time is through the slideshow function. To the right of the drop-down box for selecting years of data is a large black “play” triangle with two smaller arrows going in opposite directions. Click the play triangle to view changes in data by year automatically like a slideshow. Once you begin the slideshow, you can click the black “pause” box to stop at any time. You can also advance the slideshow one year at a time by clicking the small arrow on the right, or go back in time using the small arrow on the left. The drop-down box will always show the year corresponding with the data you are viewing.



Report

You can generate a detailed PDF report of your analysis of assessment data. On the right-hand side of the **Dialog Box**, click the page icon.



A popup box labeled “Generate a report” will open in the center of your screen.

There are two types of reports you can generate:

- Area of interest: provides a side-by-side comparison of a specific area of interest to another similar area or your state overall.
- Areas overview: gives a brief summary of all areas. If you do not have an area of interest, the areas overview report can help you identify areas for more detailed analysis.

Click on the title of your desired report type or the arrow next to the title to expand a section of report options.

AREAS OF INTEREST REPORT

Because you are using the **Assessment** tab, the default for “select a report type” will be “Store Assessment Locations & Results.”

Use the drop-down box below “select the area to report” to choose an area of interest. The area of interest for the report can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Next, choose a second area for comparison with your area of interest. The default area for comparison is your entire state, but you can use the drop-down box under “select the second area of comparison” to compare an area of the same type (city, county, school district, etc.) that you chose for your area of interest. If you select another area other than the entire state, a second drop-down box will appear with all areas of that type listed.

Generate a Report ✕

▼ **AREA OF INTEREST REPORT**

Generate a PDF report for an area of interest.

Select a Report Type
Store Assessment Locations & Results

Select the area to report
Council District Boundaries
1

Select the second area for comparison
Council District Boundaries
1

Filter by year
2015

Include retailer listing?
 Include demographic details?

Generate Report

> **AREAS OVERVIEW REPORT**

You can also choose the time period of data included in your report using the “filter by year” drop-down box. The default selection will be the most recent year of data (2015), but you can also select “ALL YEARS AGGREGATED” or another year.

Below these drop-down selections are two other options for your report:

- If you check the box labeled “include retailer listing?”, your report will include a list of the names and addresses of retailers where assessments were conducted.
- If you check the box labeled “include demographic details?”, your report will include a tables showing assessment locations according to race/ethnicity, age 17 and younger, and median household income.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

[AREAS OVERVIEW REPORT](#)

Because you are using the **Assessment** tab, the default for “select a report type” will be “Store Assessment Locations & Results.”

Use the drop-down box below “select the type of area” to choose a type of boundary area. This can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Use the drop-down box below “sort the listing by” to choose how information about each boundary area will be ordered in the report. The default option is “area name,” but you can choose to sort using a variety of other variables.

The full options for sorting your report include:

- Area name
- Area population
- Number of retailers
- Retailers per 1,000 population (overall, or in areas of very low percent Hispanic, Black, Native American, Asian and Hawaiian/Pacific Islander, age 17 and under, median household income)
- Sales to minors compliance checks (by total number performed or failure rate over all years)
- FDA inspections (by total number performed or failure rate over all years)
- Percentage of retailers which are pharmacies
- Percentage of retailers which are within 500’ of another
- Percentage of retailers which are within 1000’ of a park or school

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

Generate a Report X

> AREA OF INTEREST REPORT

▼ AREAS OVERVIEW REPORT

Generate an PDF report listing a brief summary of all areas. Use this overview to quickly identify areas which may warrant a more detailed analysis.

Select a Report Type

Store Assessment Locations & Results

Select the Type of Area

Council District Boundaries

Sort the Listing By

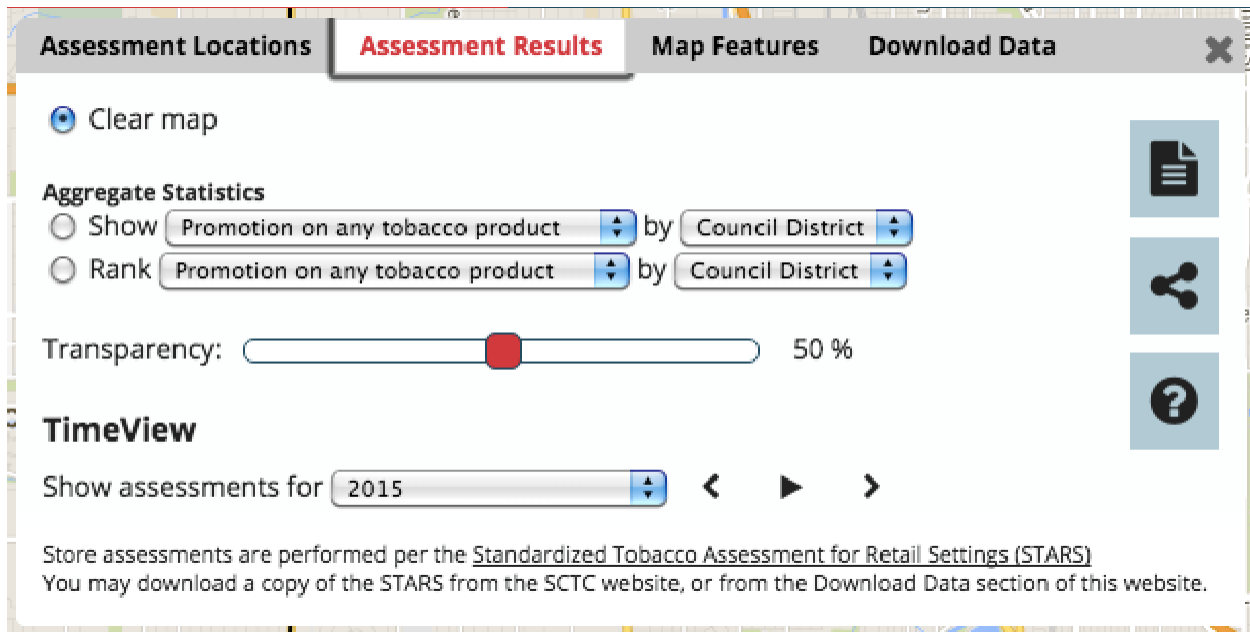
Area Name

Generate Report



Assessment Results

The **Assessment Results** tab shows aggregate statistics on the assessment question items by a certain geographic boundary.

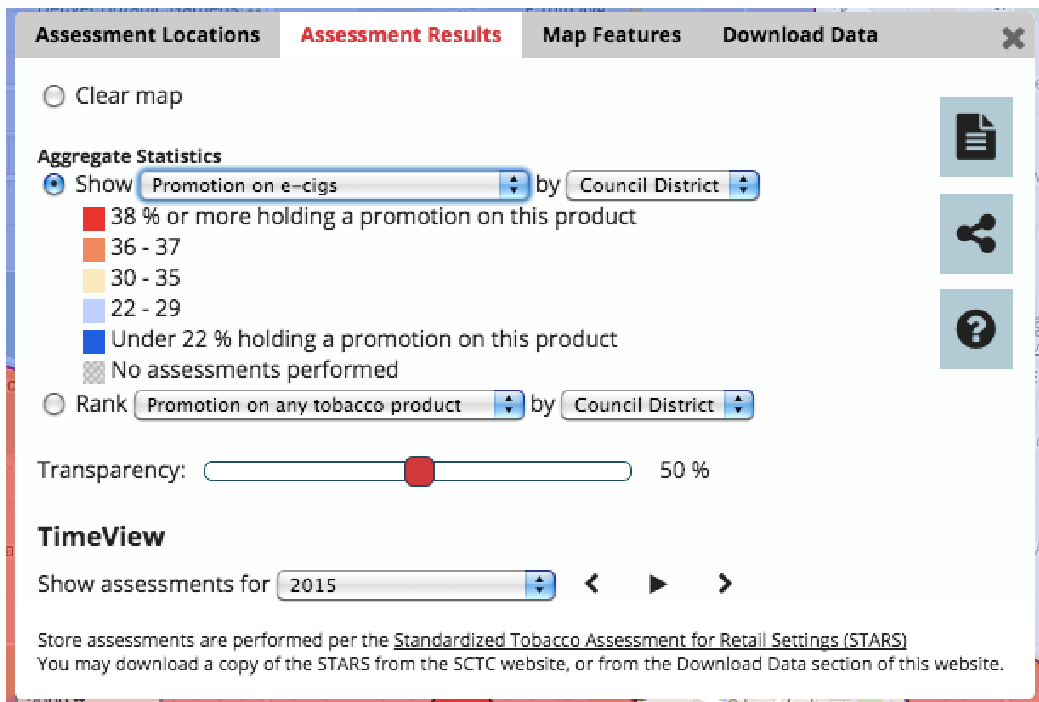


To show the aggregate percentage of stores assessed within a certain area that met a certain criteria, click the first radio button under “Aggregate Statistics.” Use the first drop-down box to choose an assessment question item from the following options:

- Promotions:
 - Promotion on any tobacco product
 - Promotion on menthols
 - Promotion on cigarillos
 - Promotion on e-cigs
 - Promotion on smokeless tobacco
- Product Availability
 - Availability of flavored cigars
 - Availability of cigarillo singles
- Product Price
 - Price of least expensive cigarette
 - Price of Newport menthols
 - Price of Blu disposable e-cigs

Use the second drop-down box to select a boundary area. The areas for analysis will depend on the data available for your state. Use the drop-down box to select the boundary area, like counties, zip codes, or census tracts.

After clicking the radio button, a legend will display below your selection. The data range for the center category, shaded as the cream color, includes the average percentage of assessment locations that met your selected criteria (had a price promotion or had a product available, or the average price), within your selected boundary area. Any area shaded as pink or red had incrementally higher percentages of promotions, percentages of products available, or product prices per selected boundary area. Areas shaded as pale blue or dark blue had incrementally lower percentages or prices than the average. By looking at the map, the actual average for each of your selected boundary areas is labeled in a circle (for example, the average percentage of locations assessed that had promotions on e-cigs in a certain county).



You can also compare assessment results within a certain boundary relative to other areas by clicking the radio button next to "rank" and choosing an assessment question item and boundary area from the drop-down boxes. The map will show a number in a gray circle in the center of each boundary area. The number "1" represents the boundary area with the highest rate of sales to minors, and rate of sales to minors decreases as the rank number increases. The average percentage of price promotions offered, products available, or price in that area will be shown by the color shading underneath these numbers.

You can also use the transparency bar at the bottom of the **Dialog Box** to change the intensity of the map shading. The bar defaults at 50% transparency. When the layer is displayed at 0% transparency the Google reference map is completely covered. To change the transparency of the layer, click the red slider on the bar and drag it in either direction.

To remove all labels from the Google reference map, click the first radio button labeled “clear map.”

TimeView

TimeView can help you see the pattern of assessments over time. You can adjust the TimeView settings for any of the aggregate statistics selections.

By default, the **TimeView** will be set to the most current year (2015), meaning that only locations where an assessment was conducted in that year will be shown. Use the drop-down bar next to “show assessments for” to select another year, or choose “ALL YEARS AGGREGATED” to see information from all years of data available for your state. The map will automatically update when you change the selection.

Another way to visualize the trends in inspection data over time is through the slideshow function. To the right of the drop-down box for selecting years of data is a large black “play” triangle with two smaller arrows going in opposite directions. Click the play triangle to view changes in data by year automatically like a slideshow. Once you begin the slideshow, you can click the black “pause” box to stop at any time. You can also advance the slideshow one year at a time by clicking the small arrow on the right, or go back in time using the small arrow on the left. The drop-down box will always show the year corresponding with the data you are viewing.



Report

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A popup box labeled “Generate a report” will open in the center of your screen.

There are two types of reports you can generate:

- Area of interest: provides a side-by-side comparison of a specific area of interest to another similar area or your state overall.
- Areas overview: gives a brief summary of all areas. If you do not have an area of interest, the areas overview report can help you identify areas for more detailed analysis.

Click on the title of your desired report type or the arrow next to the title to expand a section of report options.

AREAS OF INTEREST REPORT

Because you are using the **Assessment** tab, the default for “select a report type” will be “Store Assessment Locations & Results.”

Use the drop-down box below “select the area to report” to choose an area of interest. The area of interest for the report can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Next, choose a second area for comparison with your area of interest. The default area for comparison is your entire state, but you can use the drop-down box under “select the second area of comparison” to compare an area of the same type (city, county, school district, etc.) that you chose for your area of interest. If you select another area other than the entire state, a second drop-down box will appear with all areas of that type listed.

You can also choose the time period of data included in your report using the “filter by year” drop-down box. The default selection will be the most recent year of data (2015), but you can also select “ALL YEARS AGGREGATED” or another year.

Below these drop-down selections are two other options for your report:

- If you check the box labeled “include retailer listing?”, your report will include a list of the names and addresses of retailers where assessments were conducted.
- If you check the box labeled “include demographic details?”, your report will include a tables showing assessment locations according to race/ethnicity, age 17 and younger, and median household income.

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.

You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.

AREAS OVERVIEW REPORT

Because you are using the **Assessment** tab, the default for “select a report type” will be “Store Assessment Locations & Results.”

Use the drop-down box below “select the type of area” to choose a type of boundary area. This can be one unit of any boundary area included in the Store Mapper for your state. Common areas of interest are city, county, school district, and political district boundaries.

Use the drop-down box below “sort the listing by” to choose how information about each boundary area will be ordered in the report. The default option is “area name,” but you can choose to sort using a variety of other variables.

The full options for sorting your report include:

- Area name
- Area population
- Number of retailers
- Retailers per 1,000 population (overall, or in areas of very low percent Hispanic, Black, Native American, Asian and Hawaiian/Pacific Islander, age 17 and under, median household income)
- Sales to minors compliance checks (by total number performed or failure rate over all years)
- FDA inspections (by total number performed or failure rate over all years)
- Percentage of retailers which are pharmacies
- Percentage of retailers which are within 500’ of another
- Percentage of retailers which are within 1000’ of a park or school

Generate a Report [X]

> AREA OF INTEREST REPORT

▼ AREAS OVERVIEW REPORT

Generate an PDF report listing a brief summary of all areas. Use this overview to quickly identify areas which may warrant a more detailed analysis.

Select a Report Type
Store Assessment Locations & Results

Select the Type of Area
Council District Boundaries

Sort the Listing By
Area Name

Generate Report

Once all of the report options are selected, click the blue button labeled “Generate Report”. After the report has been generated, a popup box with “Your download is ready” will appear. Select the link “Click here to download.” A new browser window will open showing the report.



You can go back to the tab in your browser with the Store Mapper to create a new report, or you can click the “X” in the right-hand corner of the “Generate Report” popup box to return to the Store Mapper and continue your analysis.