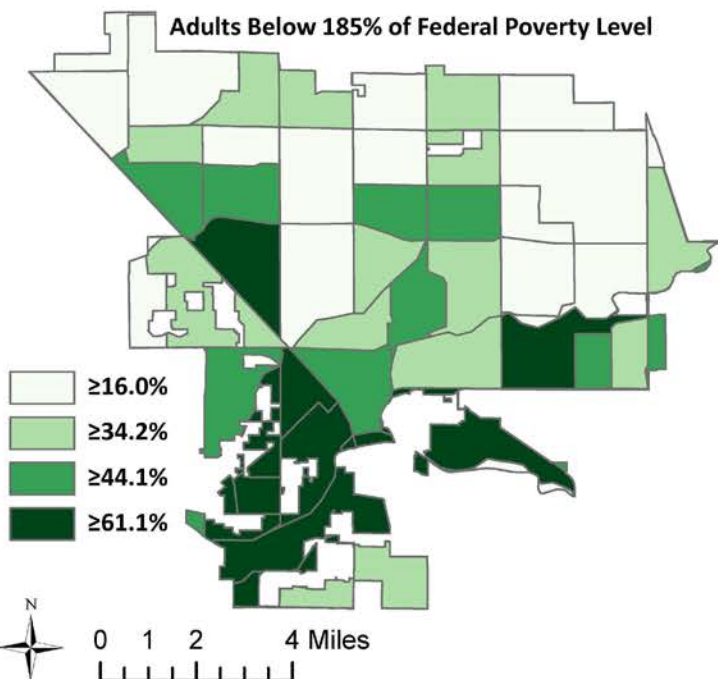
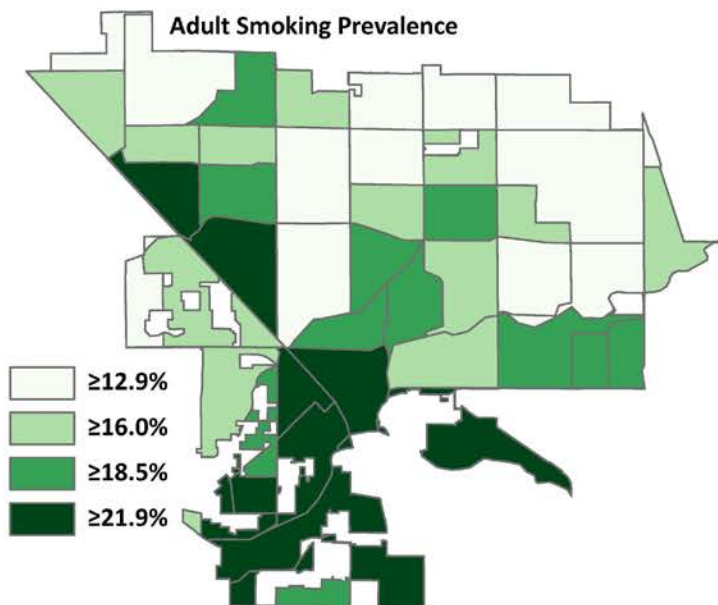
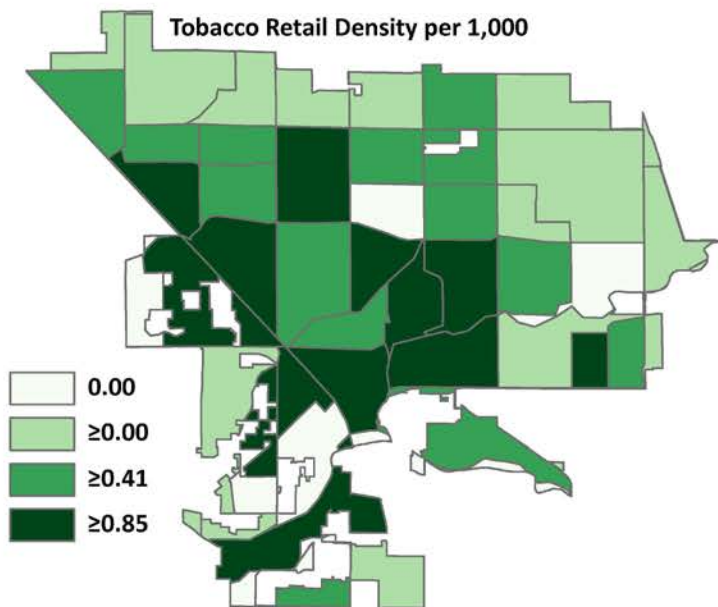


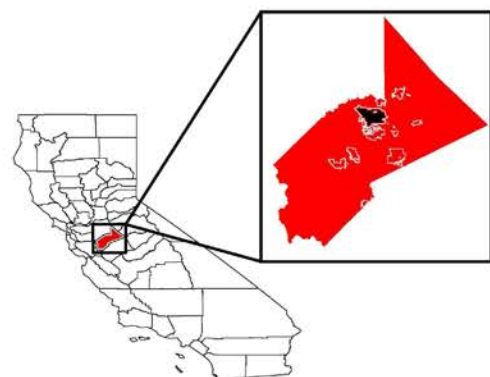
Tobacco Retail Exposure, Smoking Prevalence and Poverty in Modesto, CA



These maps show the geographic distribution of tobacco retail density per 1,000 population, adult smoking prevalence, and the percent of adults living below poverty. Census tracts with high tobacco retail density, high percent of adult smokers, and high poverty rates are predominantly located in the western and southern corridor of the city.

These maps demonstrate the need for tobacco prevention programs that address tobacco retailers to add an additional component that emphasizes the need to include programming sensitive to the needs of persons in poverty.

Note: Retail data used for this comparison was derived from a 2018 retailer list; assumptions are being made that the locations of the 2018 retailers were also tobacco retail locations in 2014.



Data Sources: CA Dept of Tax & Fee Administration, CA Dept of Public Health Nutrition Education & Obesity Prevention Branch, CDC BRFSS 2014, US Census Bureau ACS 2010-2014,

Stanislaus County Health Services Agency, Public Health Division, 2018
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