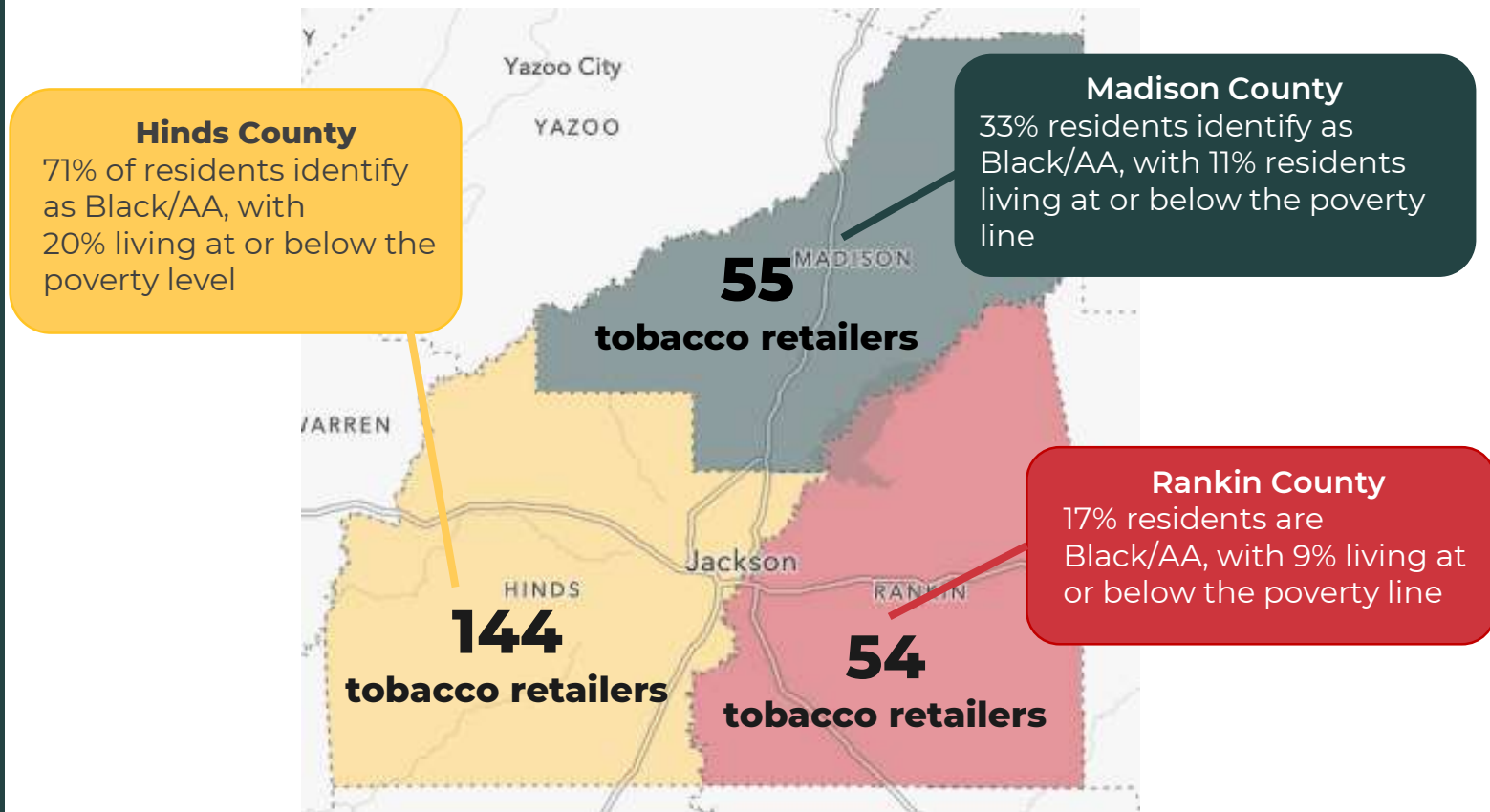


Tobacco Retailers in Jackson, MS

The Jackson Metro Statistical Area consists of three counties:



Hinds County, compared to neighboring Rankin and Madison counties, has a higher % of Black residents and a higher % of residents who fall below the federal poverty line.

It is easier for a Hinds county resident to encounter a tobacco retailer. Hinds County's tobacco retailer density is 1.7 and 1.2 times higher than the adjacent counties.

How many tobacco retailers are there per 10,000 individuals?



Tobacco Retailer Density Explained

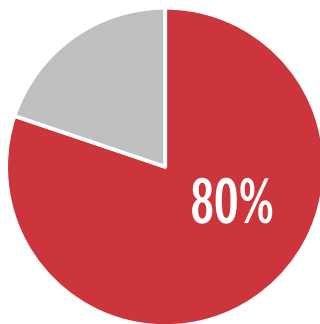
Retailer density is calculated by counting the number of retailers within each county divided by the total population. Here it is represented as Retailers per 10,000 individuals. Tobacco Retailer locations were retrieved from the Mississippi Business Database by filtering for NAICS codes that were likely tobacco retailers. Demographic data is from the US Census and retrieved from ESRI.

Tobacco Retailers and Schools in Jackson, MS

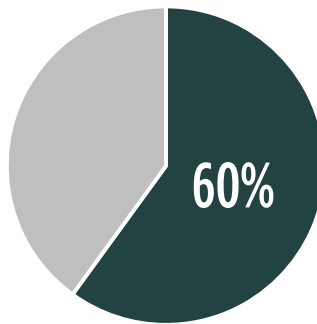
Tobacco retailer density doesn't just affect adults. Mississippi currently does not have any legislation on the books regarding proximity of retailers to schools. Research has shown that regulating proximity and density of retailers to schools can help reduce adolescent smoking initiation.

In Hinds County, students at 80% of schools can walk to a tobacco retailer (within 1 mile); 13% of schools are within 1000 feet of the nearest retailer.

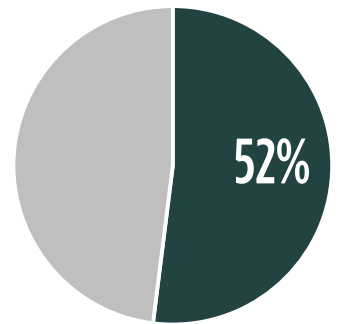
% of Schools within a 1 mile to the nearest tobacco retailer



Hinds County



Madison County



Rankin County

Want to see how your neighborhood stacks up?

[Click here](#) or scan the QR code to view an interactive map of tobacco retailers and schools to learn more about your community



Project BAT (Black people Against Tobacco) engages Black community members in Jackson, MS to fight tobacco use by changing how people view, accept, and utilize tobacco by developing and implementing community-crafted interventions and media campaigns, as well as by building the community's capacity to educate community members, legislatures, and municipalities on tobacco control issues and policy interventions to address the devastating impact that tobacco (especially menthol and other flavored tobacco products) has on the Black community.