**Tobacco Retailer Density in Oakland**

**Retailer Fast Facts**

- **Oakland has 400 tobacco retailers**, 40 times more retailers than McDonald’s restaurants and 24 times more than Starbucks.

  ![McDonald's](image1)

  ![Starbucks](image2)

- **43.3% of tobacco retailers are within 500 feet of another tobacco retailer** (~1 city block); average distance between a tobacco retailer and its nearest competitor is **812 feet** (<2 city blocks).

**Density Described**

We can measure the density of tobacco retailers in several ways. Here, we compare three popular density measures (square mile, 10 roadway miles, and 1K population). Find the one that resonates best with you, your community, and other stakeholders.

Depending on the denominator—retailers per square mile, roadway miles, or population—density measures can look very different.

For each measure, we gathered data at the census tract level and found the median for all 30 ASPiRE CAB cities. See where your city falls.

**Density & Income Disparity**

Lower-income neighborhoods (census tracts) typically have higher tobacco retailer density than higher-income neighborhoods. Sometimes this depends on which measure of density is used.

Here is the median tobacco retailer density for tracts with the lowest and highest quartiles of household income in **Oakland**:

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One in six US adults lives in one of the 30 ASPIRE Community Advisory Board (CAB) cities. The cities vary with respect to state/local tobacco control policies and region. Products like this provide the 30 cities with readily usable snapshots of information on the consumer and built environments for tobacco in their cities and in comparison to the other cities. CAB representatives can use these products in communications with staff, policymakers, and other stakeholders.