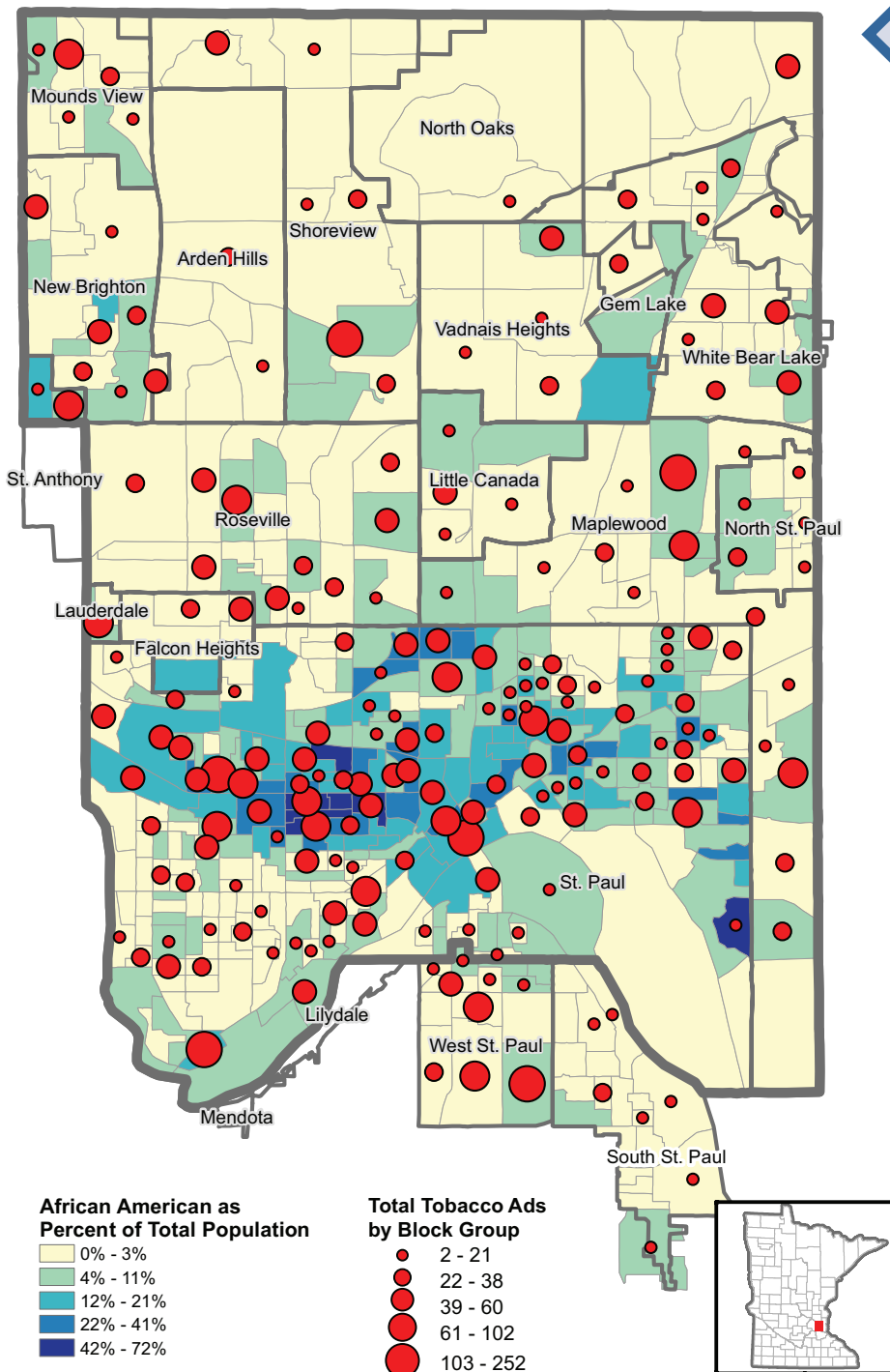


Ramsey County, Minnesota

Point-of-Sale Tobacco Advertising and African-American Population



In the summer of 2007, Ramsey Tobacco Coalition staff completed a census of nearly all of the establishments, including stores, restaurants, bars, and other entertainment venues in Ramsey County, and neighboring Dakota County cities of West St. Paul and South St. Paul, which held licenses to sell tobacco (652 total establishments). Information on the amount of tobacco advertising was collected and compared to neighborhood demographics.

In this map, there is a red dot in each US Census 2000 block group in our study area. The size of the dot indicates how much advertising was observed with larger dots meaning more advertising.

The shade of the each block group indicates what proportion of the block group's population is African American (see key in lower left). As this map demonstrates, block groups with a higher African American population also had more tobacco advertising.

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