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## Retail Financial Impact of a Ban on Flavored Tobacco Products

### Calculation of Lost Annual Retail Sales Per Average Convenience Store

Flavored Large Cigars:	\$ 13,747
Flavored Small Cigars:	\$ 5,758
Flavored Moist Smokeless Tobacco:	\$ 25,402
Lost Sundry Product Sales:	\$ <u>5,710</u>
Total Lost Sales Per Convenience Store:	\$ <u>50,617*</u>

### Calculation of Total Lost Annual Retail Sales for All 258 St. Paul Retail Stores

\$50,617 Lost Sales/Store x 258\*\* Licensed Retail Stores: \$13,059,186

### Calculation of Lost Local Sales Tax Revenue by the City of St. Paul

\$13,059,186 in retail sales x .5% local St. Paul sales tax: \$ 65,296

### St. Paul Retail Compliance Check Results as Issued by the U.S. Food and Drug Administration for 2012-2015

852 Retail Tobacco Compliance Checks

821 Retail Stores Passed Compliance Checks (96.4% Compliance Passing Rate)

**\*Source:** The National Association of Tobacco Outlets, Inc. compiled the retail financial impact analysis figures presented above from actual flavored tobacco product sales volume data, volumetric sales data for St. Paul convenience stores, and sales loss estimates by consumer analytic firms. The data included sales from July, 2014 through July, 2015.

**\*\*Source:** St. Paul Department of Safety and Inspections, List of Cigarette and Tobacco Licensees as of November 9, 2015.