

# Tobacco at the Point of Sale in Chesterfield County

The point of sale (POS) includes brick and mortar locations ("retailers") where products, like tobacco products, are marketed and sold. Examples are convenience stores, gas stations, grocery stores, liquor stores, vape shops, discount stores etc. What is available at the POS influences attitudes and behaviors.



Tobacco-related marketing at the POS leads to tobacco use initiation by youth, keeps people hooked to tobacco products, and makes it more difficult for current smokers to quit smoking.



The tobacco industry targets certain groups, like those living in rural areas and at a low-income, with specific tobacco-related marketing and tobacco products. This targeting leads to addiction, disability, disease, and death for these individuals.

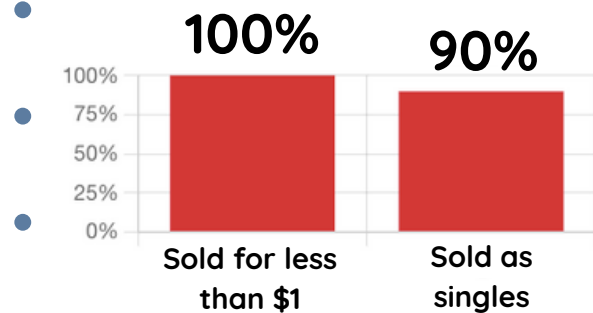
# 2022 Store Assessments Chesterfield County

In 2022, tobacco retailers were visited in Chesterfield County during store assessments. A total of 60 assessments were successfully completed. The results from these assessments show a high availability of flavored tobacco products, which make it easier to start and harder to quit smoking. Over half of the retailers visited had outdoor advertisements for tobacco products, which increases exposure to them. Menthol cigarettes had the most discounts of any tobacco product at the retailers visited, which makes them cheaper to buy.

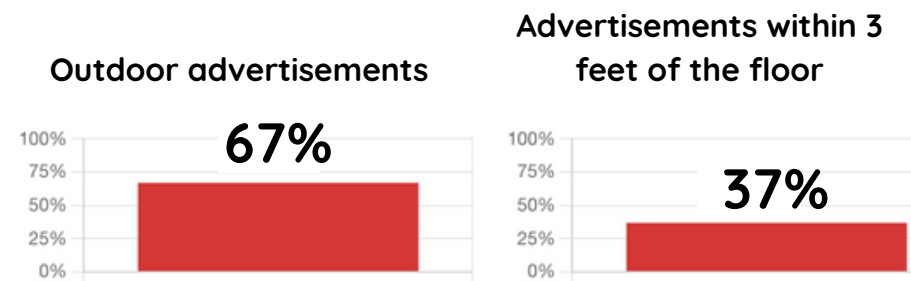
## Percent of tobacco retailers visited who sold flavored tobacco products



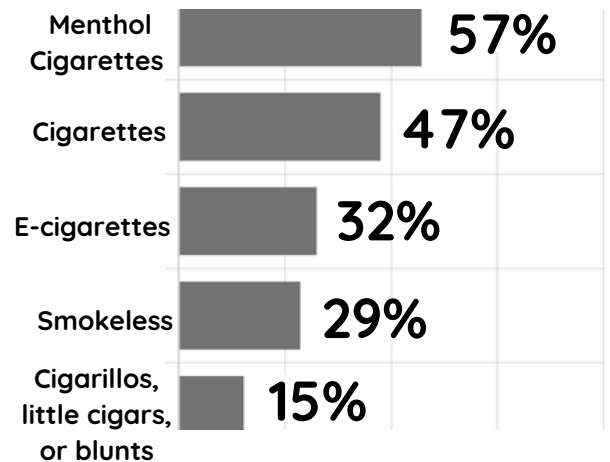
## Percent of tobacco retailers visited with cheap and single cigarillos, little cigars, or blunts



## Percent of tobacco retailers visited with tobacco-related advertisements



## Percent of tobacco retailers visited with price promotions (discounts)



Data in this infographic is only for tobacco retailers who could be fully assessed (e.g., not closed) and sold any type of tobacco product in 2022. Retailers that did not meet this criteria are not included. Each percentage is dependent on the amount of data available (or missing) for that particular measure. This infographic was created in September 2022.





# Photos of Tobacco Marketing at the Point of Sale Chesterfield County

