

Tobacco Advertising at the Point of Sale

Rapides Parish

What does Point of Sale (POS) mean?

The tobacco industry spends billions of dollars each year promoting their products in retail stores (at the point of sale), where most people buy their tobacco products.

Why does POS matter?

Youth often visit convenience stores and evidence shows that tobacco point of sale marketing influences smoking behavior in youth. Tobacco companies also promote disparities by targeting certain communities, including ethnic minorities, with their ads.

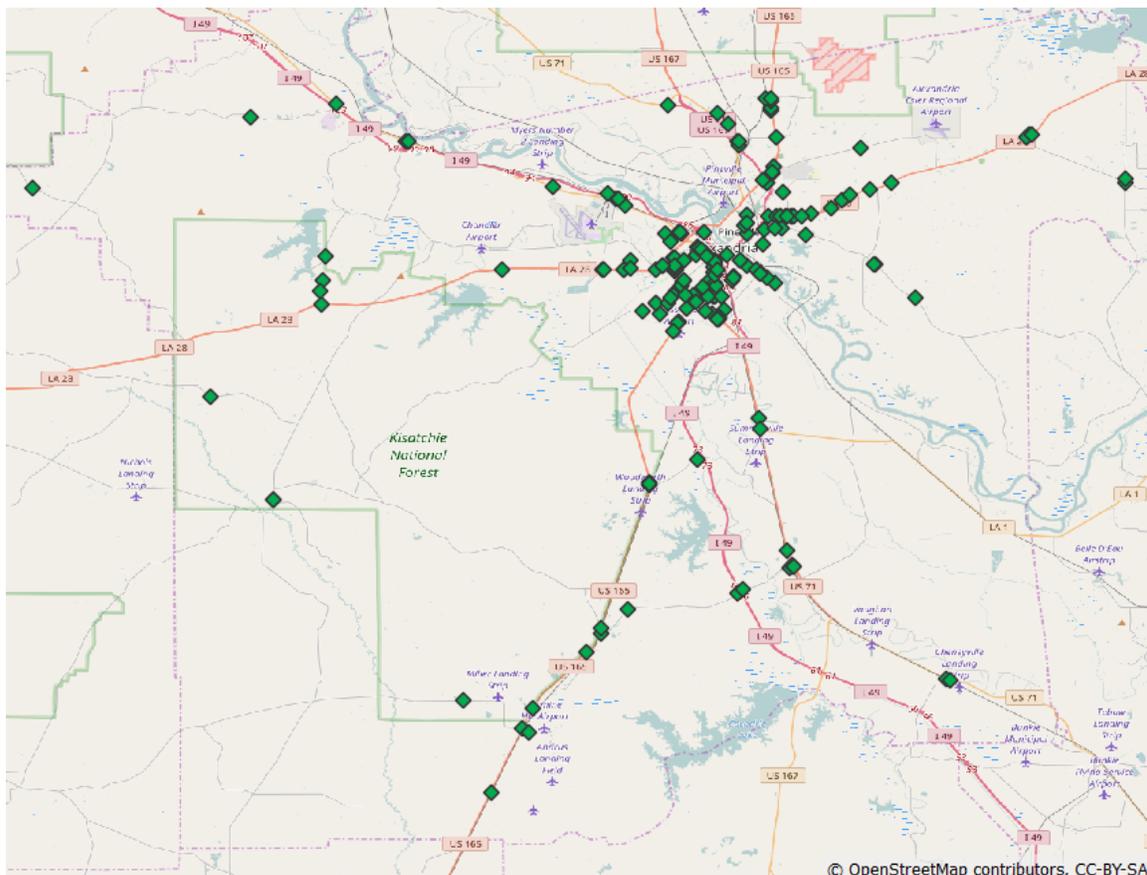
What can we do?

Information on point of sale strategies in local areas can be used to educate the public and support policies to reduce exposure to tobacco products and marketing.

The Rapides Parish tobacco point of sale assessment was conducted by the TFL Evaluation division in 2016. Individual store assessments measured the marketing and availability of tobacco products in retail outlets. A key goal of the project was to map and examine marketing tactics and availability of tobacco products in Rapides Parish to inform tobacco-related education and policy efforts. Trained, local data collectors visited tobacco retailers and completed store assessments measuring the marketing and availability of tobacco products in each store. Information about tobacco advertising was collected at 165 convenience stores, grocery stores, pharmacies, discount stores, and supermarkets across the parish.

Data Collection

Trained data collectors visited 165 tobacco retailers in the spring of 2016. Store locations are displayed on the map below.



Tobacco Product Availability

- Number of stores that sold tobacco: 165
- 100% sold regular cigarettes
- 98% sold menthol cigarettes
- 98% sold little cigars/cigarillos
- 86% sold chew/spit tobacco
- 77% sold vaping products

Tobacco Advertising



108 stores (65%) had at least 1 exterior tobacco ad.

57 stores had 10 or more exterior tobacco ads.



164 stores (99%) had at least 1 interior tobacco ad.

Of the 164 stores that had interior ads, the average number of ads per store was 33.

117 stores (71%) had at least 1 tobacco ad targeting youth (ad placed under 36 inches or near candy/toys).
