

Wisconsin Retail Assessment Project

Local Findings 2017-2019



Public Health
Prevent. Promote. Protect.
Fond du Lac County
Health Department

From 2017 to 2019, the 5 Counties for Tobacco-Free Living coalition participated in a statewide assessment of the tobacco retail environment. The coalition assessed 97 tobacco retailers in the following counties:

Fond du Lac

Marquette

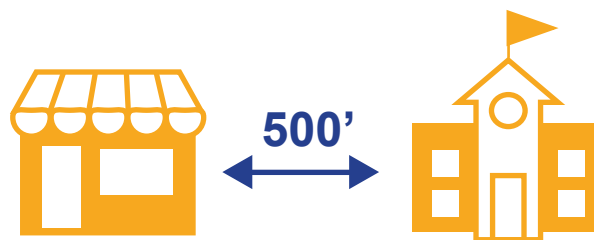
The findings highlight information on tobacco products, prices, placement, and promotion. Research links these marketing tactics to increased youth tobacco initiation and access, as well as decreases in quit attempts. Comparing county-level data to state averages below shows where youth and tobacco users are most vulnerable.

Self-Service Displays



Tobacco retailers here are **twice as likely** to display tobacco products in front of the counter, making it easier for minors to purchase tobacco.

Tobacco Retailers Near Schools



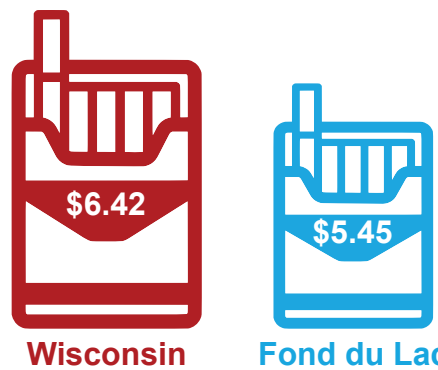
Marquette County tobacco retailers are almost **four times more likely** to be located within 500' of schools, making tobacco more visible and accessible to youth.

Single Cigarillos



It's easier here to buy single cigarillos, which makes them a cheap entry to tobacco use. Cigarillos are flavored, making them even more appealing to youth.

Cigarette Prices



A pack of cigarettes is much cheaper in Fond du Lac County, making it easier to start and harder to quit smoking.