

# Wisconsin Retail Assessment Project

## Local Findings 2017-2019



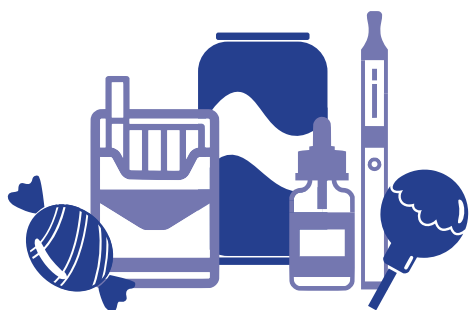
From 2017 to 2019, the Tobacco-Free Coalition of Central Wisconsin participated in a statewide assessment of the tobacco retail environment. The coalition assessed 90 tobacco retailers in the following counties:

Marathon

Portage

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.

### Targeting Youth



Tobacco retailers here are more likely to place tobacco products within 12" of candy, making them more likely to catch the attention of youth.

### Self-Service Displays



More tobacco retailers here choose to display tobacco products in front of the counter, making it easier for minors to purchase tobacco.

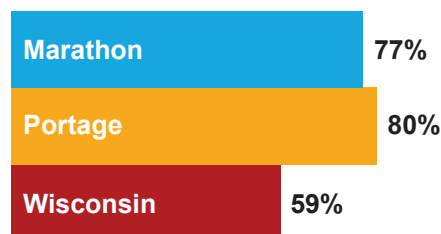
### Cheap, Single Cigarillos



It's easier here to buy single cigarillos and cigarillos for less than \$1, making them a cheap entry to tobacco use. Cigarillos are also flavored, making them even more appealing to youth.

### Tobacco Price Promotions

#### Retailers With Any Price Promotions



Price promotions on all tobacco products exceed state averages in these counties. This makes it easier to start using tobacco and harder to quit.