

# Wisconsin Retail Assessment Project

## Local Findings 2017-2019



From 2017 to 2019, the Tobacco-Free Columbia-Dane County Coalition participated in a statewide assessment of the tobacco retail environment. The coalition assessed 251 tobacco retailers in the following counties:

Columbia

Dane

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.

### Tobacco Advertising



More Dane County retailers place tobacco ads within 3' of the floor, where they are more likely to catch the attention of youth.

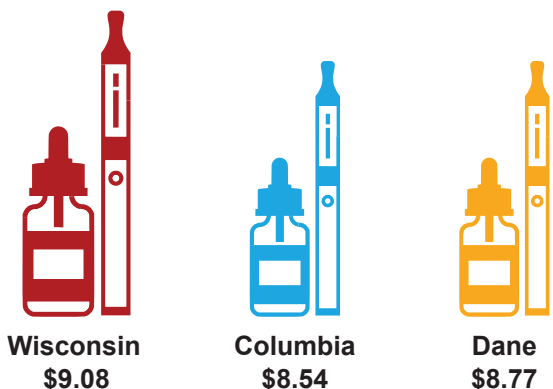
### Self-Service Displays



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

### Cheap E-Cigarettes

#### Cheapest Blu E-Cigarette



Cheaper e-cigarette prices and more promotions make vaping products more accessible to youth in these counties.

### FDA Violations



FDA inspections find more sales to minors in Dane County than the state average. This means that tobacco is easier for youth to access.