

# Wisconsin Retail Assessment Project

## Local Findings 2017-2019



From 2017 to 2019, the Tobacco-Free Community Partnership participated in a statewide assessment of the tobacco retail environment. The Partnership assessed 133 tobacco retailers in the following counties:

Dodge

Jefferson

Waukesha

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



Jefferson County retailers are more likely to display tobacco products in front of the counter and advertise them within 3' of the floor, making them more visible and accessible to youth.

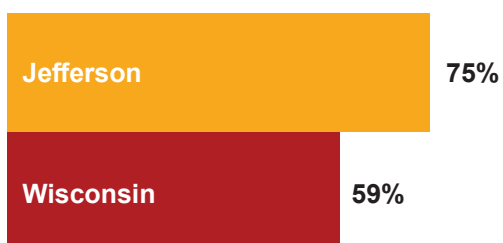
### Single Cigarillos



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

### Tobacco Price Promotions

#### Retailers With Any Price Promotions



More Jefferson County retailers offer price promotions on tobacco products, making it easier to start using tobacco and harder to quit.

### FDA Violations



FDA inspections find more sales to minors in Dodge and Waukesha Counties than the state average. This means that tobacco is easier for youth to access.