

# Wisconsin Retail Assessment Project

## Local Findings 2017-2019



From 2017 to 2019, the KRW Tobacco-Free Coalition participated in a statewide assessment of the tobacco retail environment. The coalition assessed 83 tobacco retailers in the following counties:

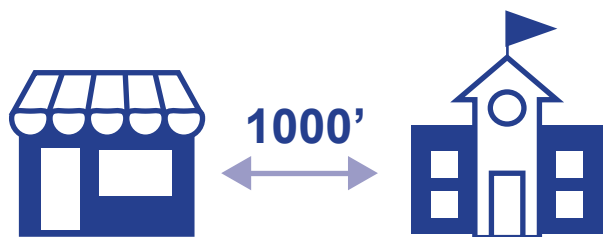
Kenosha

Racine

Walworth

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 Retailers Near Schools



More tobacco retailers here are located within 1000' of a school, making tobacco more visible and accessible to youth.

### Self-Service Displays



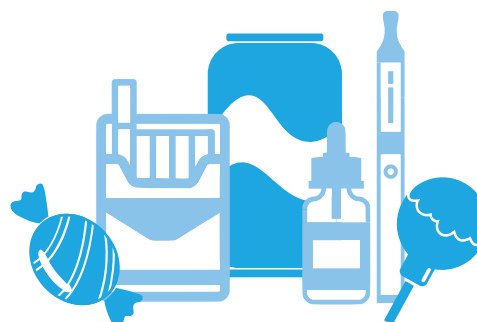
Retailers here are more likely to display tobacco products in front of the counter, making it easier for minors to purchase tobacco.

### FDA Violations



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

### Targeting Youth



Kenosha County retailers are almost **twice as likely** to place tobacco products within 12" of candy, making them more likely to catch the attention of youth.