

# Wisconsin Retail Assessment Project

## Local Findings 2017-2019



From 2017 to 2019, the Northwoods Tobacco-Free Coalition participated in a statewide assessment of the tobacco retail environment. The coalition assessed 86 tobacco retailers in the following counties:

Lincoln

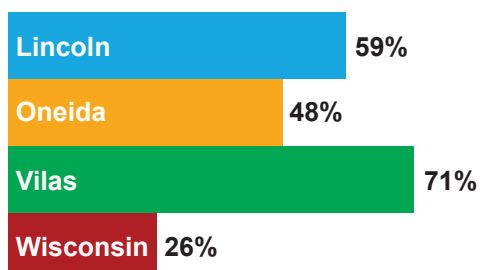
Oneida

Vilas

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.

### Advertising Placement

#### Retailers Placing Ads Within 3' of Floor



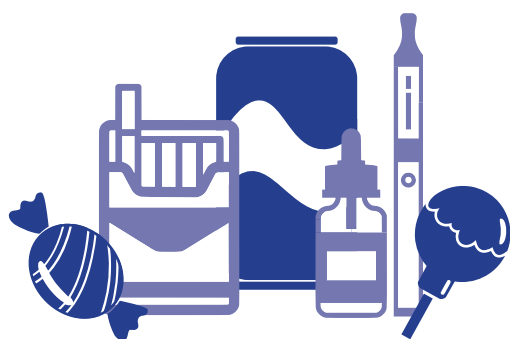
It's more common for retailers here to place tobacco ads within 3' of the floor, where they are more likely to catch the attention of youth.

### 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.

### Targeting Youth



Retailers here are more likely to place tobacco products within 12" of candy, making them more visible and appealing to youth.

### FDA Violations



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