

Wisconsin Retail Assessment Project

Local Findings 2017-2019



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

Ashland

Douglas

Sawyer

Bayfield

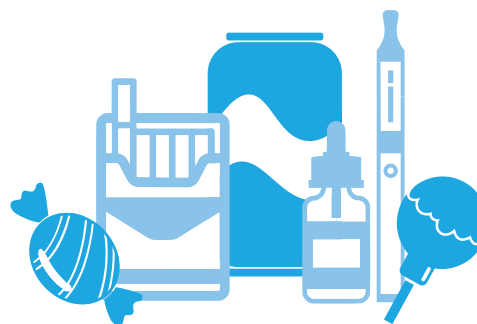
The findings highlight information on tobacco products, prices, placement, and promotion. Research links these marketing tactics to increased youth tobacco initiation and access, as well as decreases in quit attempts. Comparing county-level data to state averages below shows where youth and tobacco users are most vulnerable.

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 flavored, which makes them even more appealing to youth.

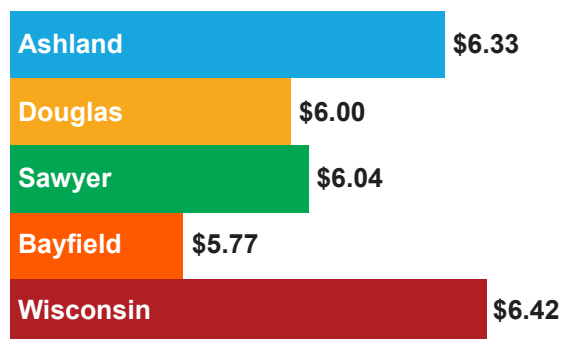
Targeting Youth



More Ashland County retailers place tobacco products within 12" of candy and display them in front of the counter, making them more visible and accessible to youth.

Cheap Tobacco Prices

Cheapest Cigarette Pack



Tobacco retailers here tend to have cheaper cigarettes and more price promotions, making it easier to start using tobacco and harder to quit.

FDA Violations



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