

# Wisconsin Retail Assessment Project

## Local Findings 2017-2019



From 2017 to 2019, the re:THiNK coalition participated in a statewide assessment of the tobacco retail environment. The coalition assessed 94 tobacco retailers in the following counties:

Manitowoc

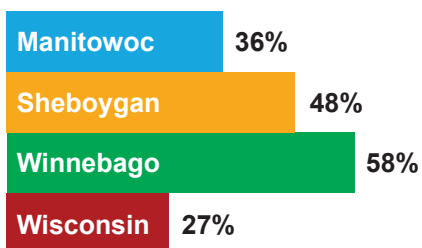
Sheboygan

Winnebago

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 Price Promotions

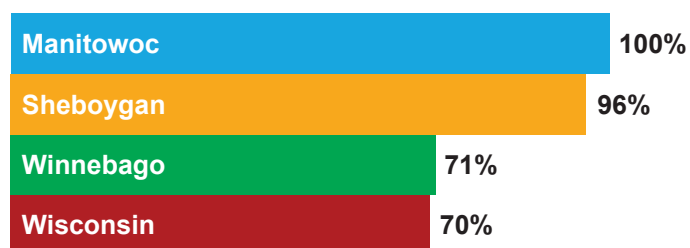
#### Retailers With E-cigarette Price Promotions



Price promotions on **all tobacco products**, including e-cigarettes, exceed state averages. This makes it easier to start using tobacco and harder to quit.

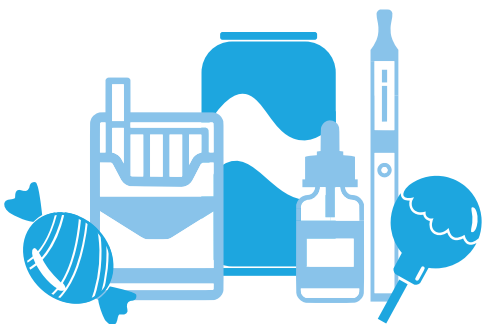
### Cheap, Single Cigarillos

#### Retailers Selling 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



Manitowoc County retailers are **twice as likely** to place tobacco products within 12" of candy and advertise tobacco within 3' of the floor, making them more likely to catch the attention of youth.

### Self-Service Displays



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