

Wisconsin Retail Assessment Project

Local Findings 2017-2019

From 2017 to 2019, the South Central Wisconsin Tobacco-Free Coalition participated in a statewide assessment of the tobacco retail environment. The coalition assessed 84 tobacco retailers in the following counties:

Adams

Juneau

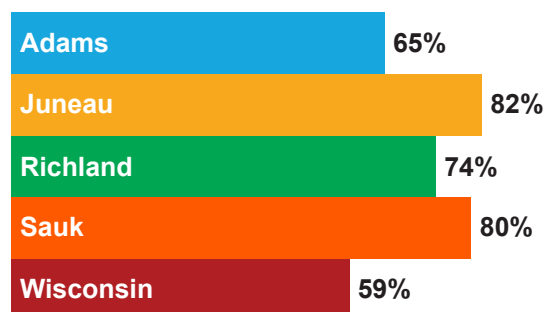
Richland

Sauk

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 Any Price Promotions



Retailers here are more likely to have price promotions on their tobacco products, making it easier to start using tobacco and harder to quit.

FDA Violations



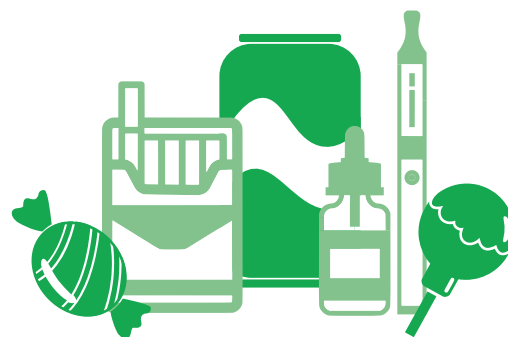
FDA inspections find more sales to minors in Adams and Richland Counties than the state average. This means that tobacco is easier for youth to access.

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



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