

Wisconsin Retail Assessment Project

Local Findings 2017-2019



From 2017 to 2019, the Southwest Alliance for Tobacco Prevention participated in a statewide assessment of the tobacco retail environment. The Alliance assessed 80 tobacco retailers in the following counties:

Grant

Lafayette

Rock

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.

FDA Violations



FDA inspections find more sales to minors in Grant and Lafayette Counties than the state average. This means that tobacco is easier for youth to access. (Rock County data is unavailable.)

Cheap 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, making them even more appealing to youth.

Cheap Menthols

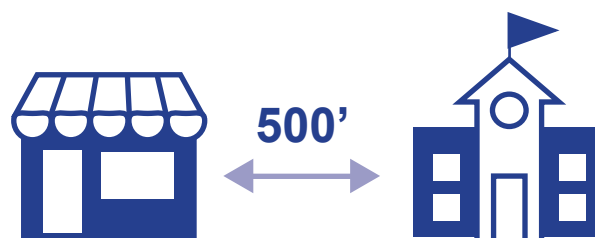
Cheapest Pack of Menthols



Wisconsin Grant Lafayette Rock

A pack of menthol cigarettes is cheaper here, making them more accessible. Menthols are easier to start smoking and harder to quit.

Tobacco Retailers Near Schools



More tobacco retailers here are located within 500' of a school, making tobacco more visible and accessible to youth.