

# Wisconsin Retail Assessment Project

## Local Findings 2017-2019



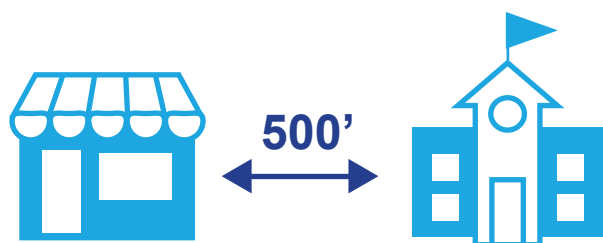
From 2017 to 2019, Tobacco-Free Suburban Milwaukee and Ozaukee Counties participated in a statewide assessment of the tobacco retail environment. The coalition assessed 676 tobacco retailers in the following counties:

Milwaukee

Ozaukee

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 Retailers Near Schools



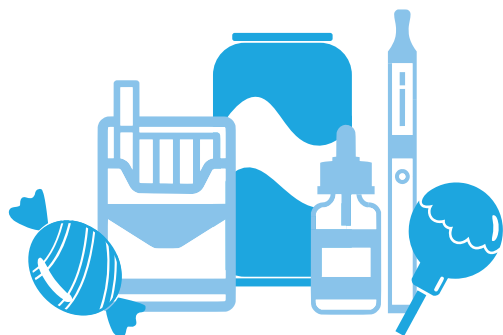
Milwaukee County tobacco retailers are **twice as likely** to be located within 500' of schools, making tobacco more visible and accessible to youth.

### Self-Service Displays



Retailers in Ozaukee County are more likely to display tobacco products in front of the counter, making it easier for minors to purchase tobacco.

### Targeting Youth



Tobacco retailers in Milwaukee County are more likely to place tobacco products within 12" of candy, making them more likely to catch the attention of youth.

### FDA Violations



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