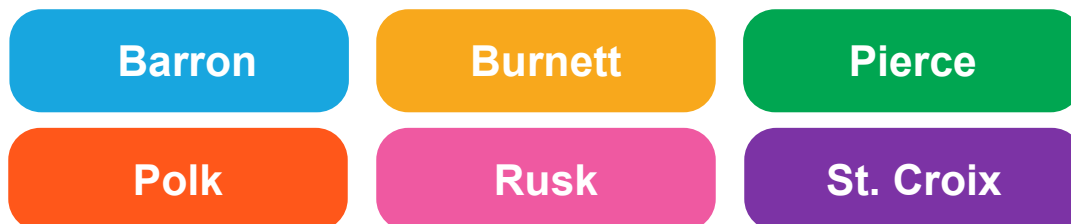


Wisconsin Retail Assessment Project

Local Findings 2017-2019

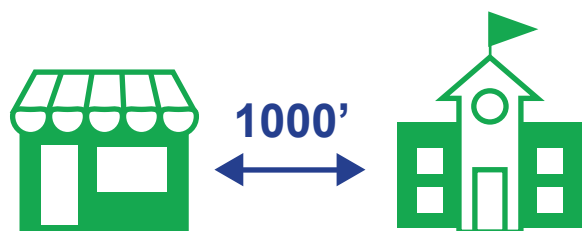


From 2017 to 2019, Western Wisconsin Working for Tobacco-Free Living participated in a statewide assessment of the tobacco retail environment. The coalition assessed 109 tobacco retailers in the following counties:



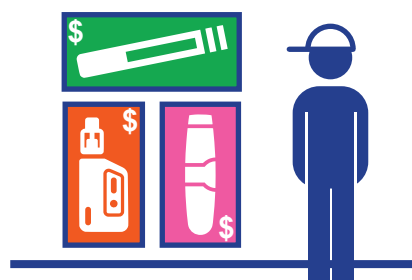
The findings highlight information on tobacco products, prices, placement, and promotion. Research links these marketing tactics to increased youth tobacco initiation and access, as well as decreases in quit attempts. Comparing county-level data to state averages below shows where youth and tobacco users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

Tobacco Retailers Near Schools



More tobacco retailers in Pierce County are located within 1000' of a school, making tobacco more visible and accessible to youth.

Targeting Youth



Retailers in Pierce, Polk, and Rusk Counties are more likely to place tobacco ads within 3' of the floor and display tobacco products in front of the counter, catching the attention of youth.

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, making them even more appealing to youth.

FDA Violations



FDA inspections find more sales to minors in Barron, Burnett, Polk, and Rusk Counties than the state average. This means that tobacco is easier for youth to access.