



FINDINGS FROM THE MILWAUKEE TOBACCO RETAIL ASSESSMENTS PROJECT

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THE MILWAUKEE TOBACCO RETAIL ASSESSMENTS PROJECT

- Partnership between the state, local tobacco control groups, volunteers, Counter Tools, and UWM
 - City of Milwaukee Tobacco-Free Alliance
 - Tobacco-Free Suburban Milwaukee & Ozaukee Counties
 - The Wisconsin Tobacco Prevention and Poverty Network
 - The Wisconsin African American Tobacco Prevention Network
 - The Wisconsin Hispanic/Latino Tobacco Prevention Network
- Goal to document disparities in the tobacco retail environment in and around Milwaukee
- Conduct “store audits”

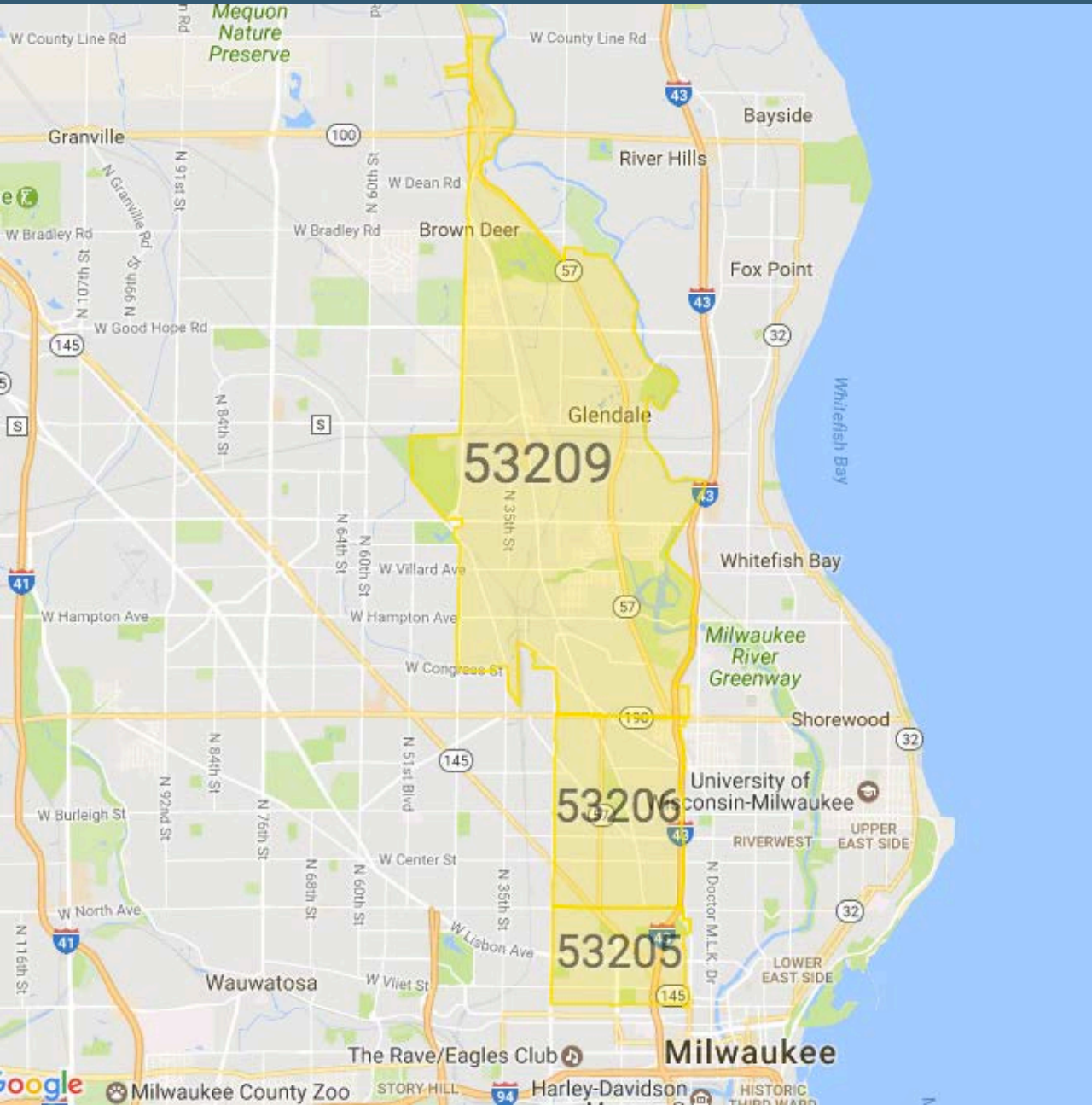
BACKGROUND

- Over 1,000 licensed tobacco retailers in Milwaukee County
- Tobacco industry spent over \$8 billion on tobacco marketing and promotion in 2015 (FTC 2017)
- The adult smoking rate in Milwaukee County is 20%; compared to 14% in Waukesha County and 17% statewide (County Health Rankings 2017).
- The WI smoking rate for African-Americans is 31% versus 17% average for the state (WI DHS 2017)

CHOOSING STORES

- Asked Milwaukee tobacco control networks and coalitions for suggested zip codes
- Selected zip codes with a clear predominant racial/ethnic group to capture disparities across the Milwaukee area
 - Three zip code clusters created
- Created list of licensed tobacco retailers (2016) in each zip code cluster
 - Grocery stores, convenience stores, liquor stores, drug stores, and tobacco stores

Zip Code Cluster A



138 licensed tobacco retailers (2016)*

Total population in 2015**: 82,102

1.7 tobacco retailers for every 1,000 people

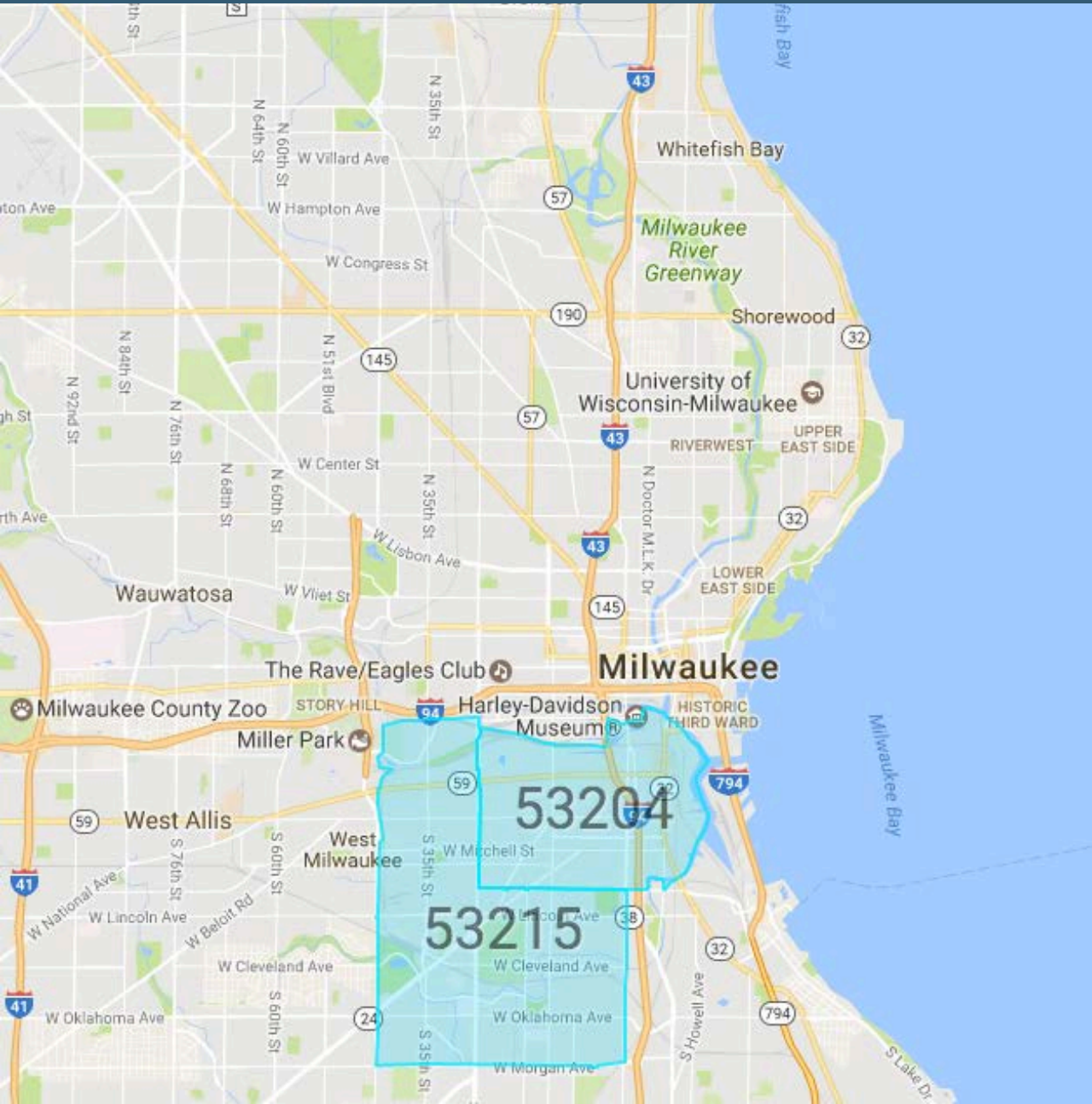
Average demographics across zip codes:

- **79% African American/Black**
- 16% White
- 4% Hispanic/Latino
- **36% below poverty level**

*excluding restaurants, bars, taverns, hookah lounges, golf courses, hotels and retailers known to be out of business

** 2011-2015 American Community Survey 5-Year Estimates

Zip Code Cluster B



121 licensed tobacco retailers (2016)*

Total population in 2015**: 101,731

1.3 tobacco retailers for every 1,000 people

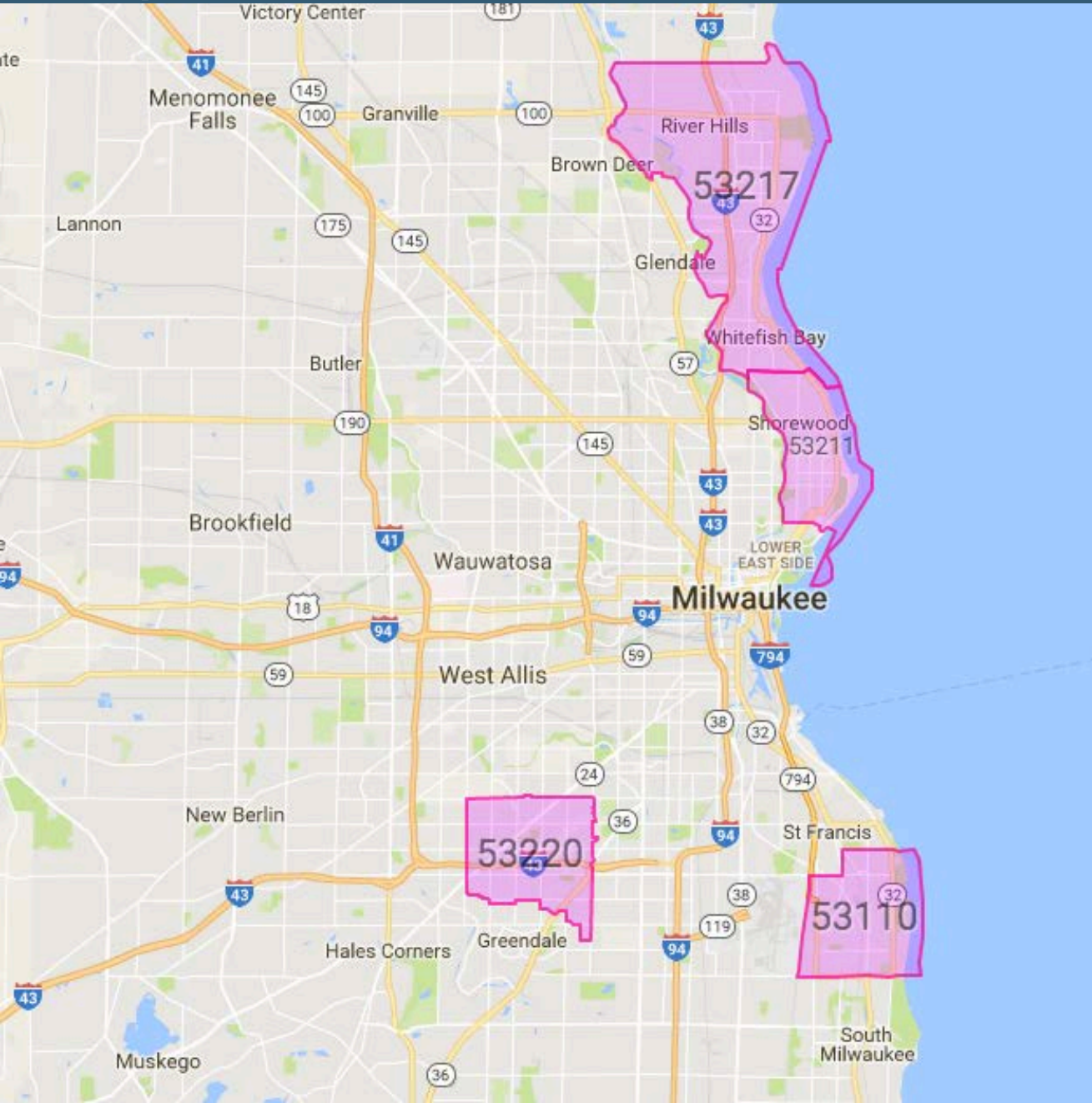
Average demographics across zip codes:

- 9% African American/Black
- **66% Hispanic/Latino**
- 57% White
- **36% below poverty level**

*excluding restaurants, bars, taverns, hookah lounges, golf courses, hotels and retailers known to be out of business

** 2011-2015 American Community Survey 5-Year Estimates

Zip Code Cluster C



73 licensed tobacco retailers (2016)*

Total population in 2010**: 109,622

0.8 tobacco retailers for every 1,000 people

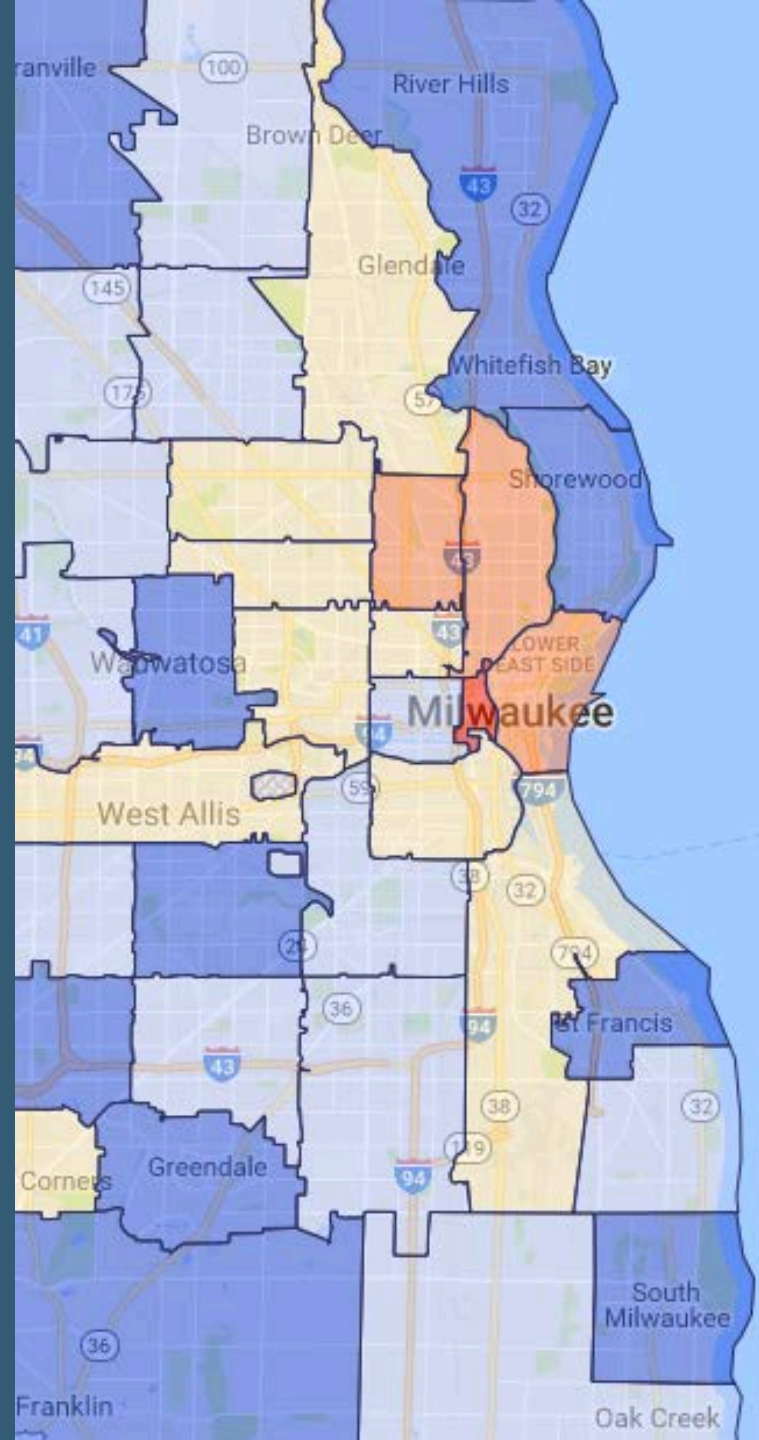
Average demographics across zip codes:

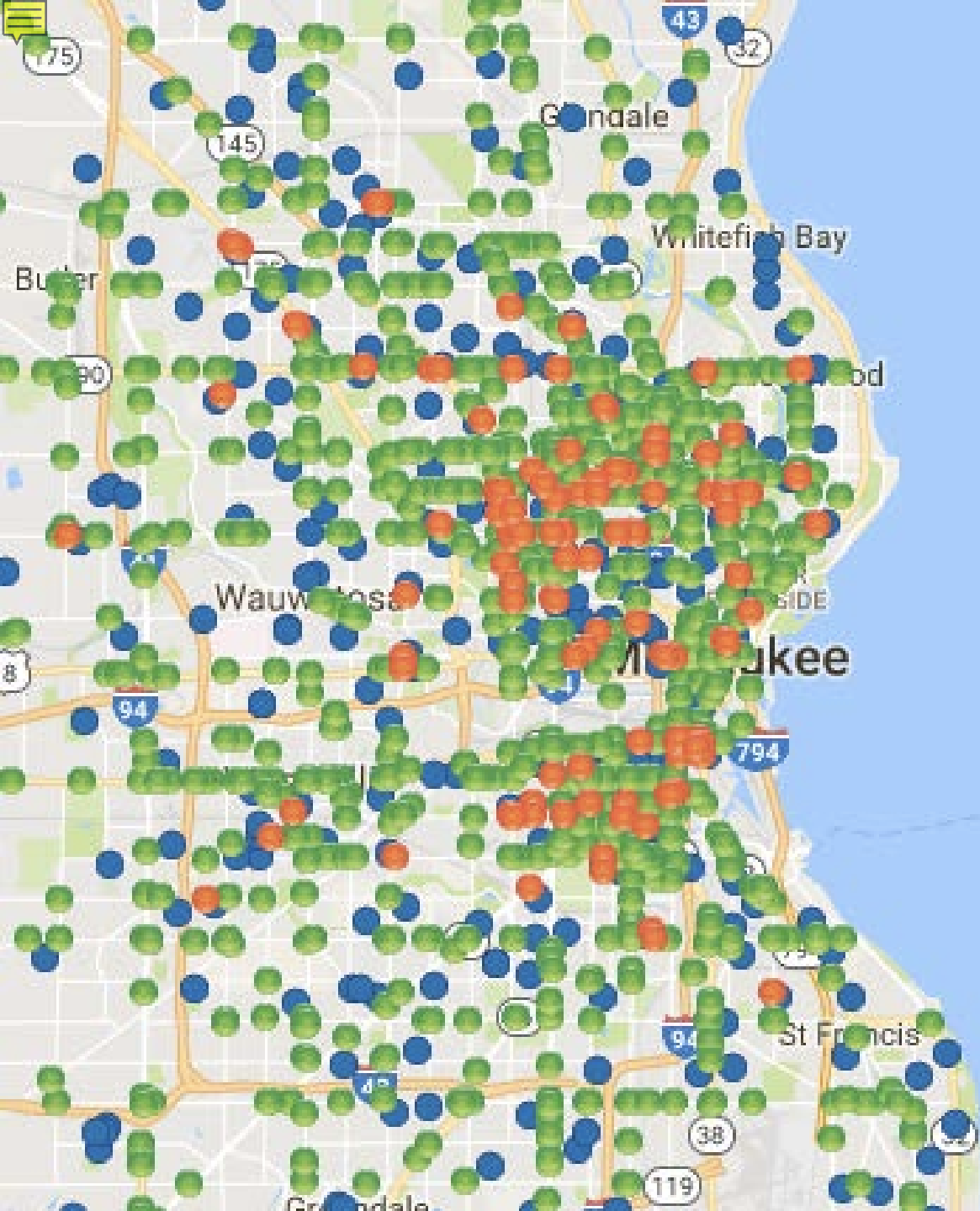
- 4% African American/Black
- **87% White**
- 8% Hispanic/Latino
- **14% below poverty level**

*excluding restaurants, bars, taverns, hookah lounges, golf courses, hotels and retailers known to be out of business

** 2011-2015 American Community Survey 5-Year Estimates

RETAILER DENSITY





RETAILERS BY SCHOOLS



DATA ON THE STORE AUDITS

- Random sample of 73 retailers taken within each cluster
- Data collection took place from July 2016 to September 2016
- 17 people conducted a total of 195 store audits

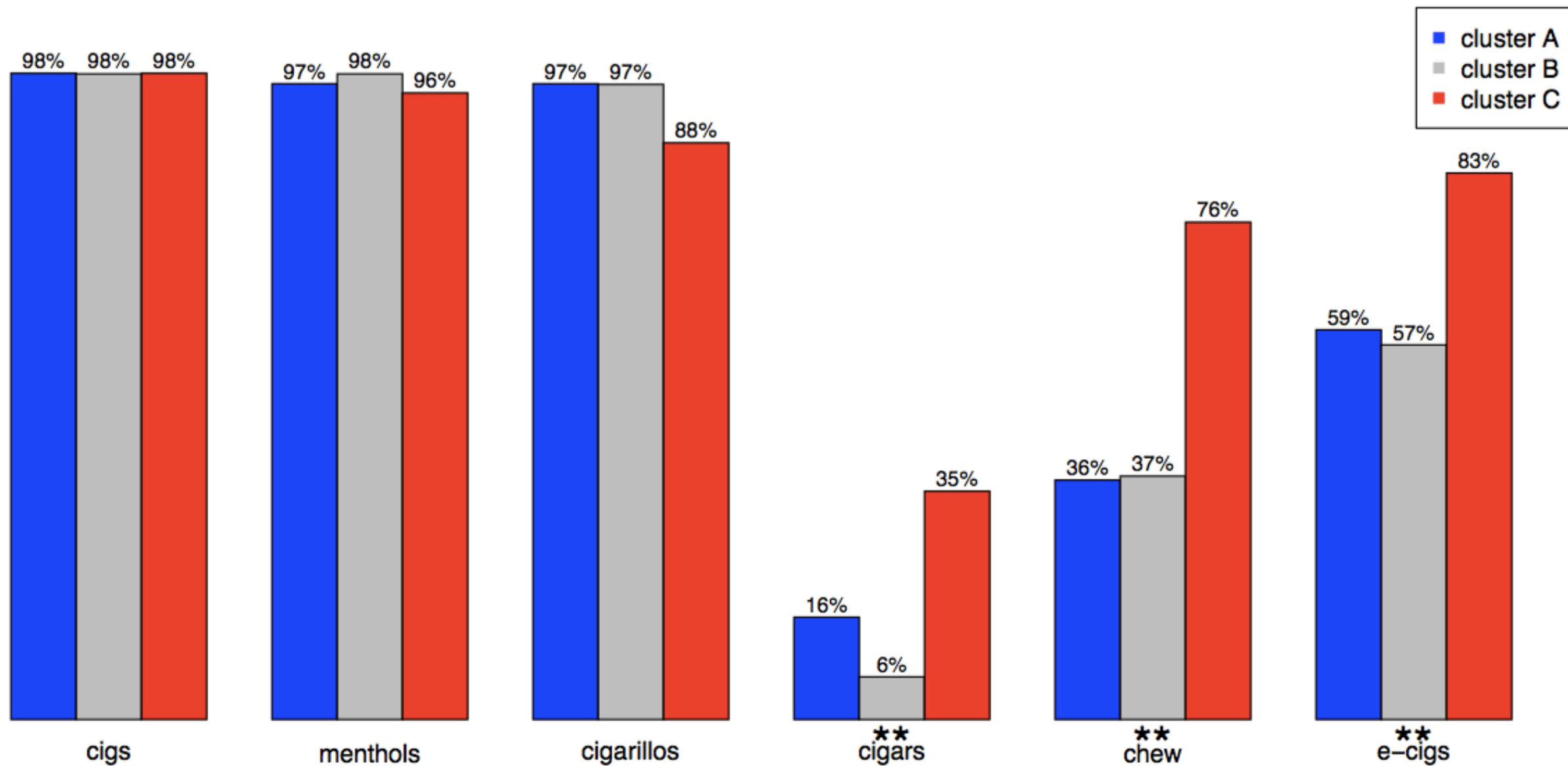
METHODS - ANALYSIS

- Logical checks to clean up data entry errors
- Tested for “statistically significant” differences using a Chi-square test
 - Assessed evidence using 2 thresholds:
 - * = “suggestive”
 - ** = “statistically significant”

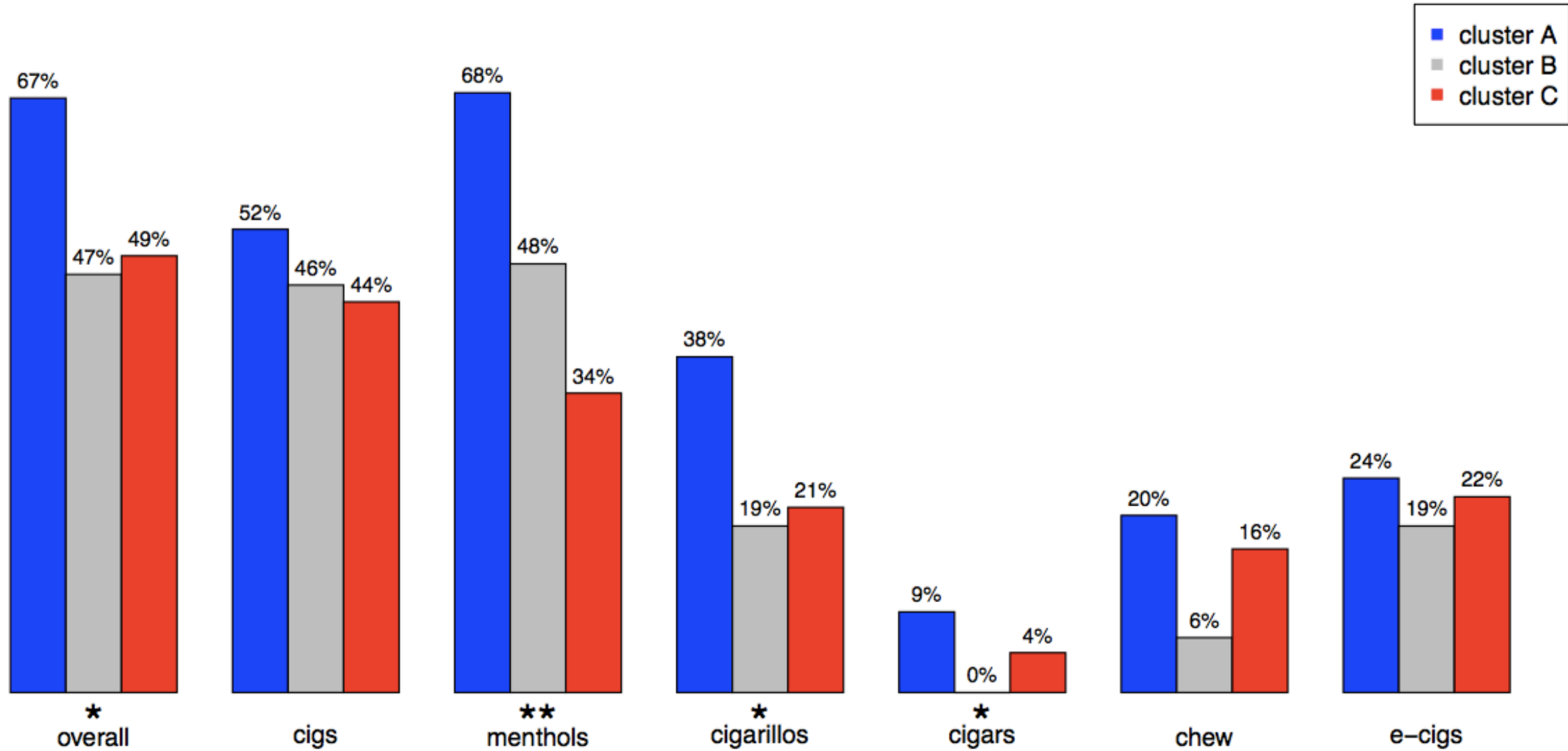
FINDINGS

- Cigarettes
- Menthols
- Small Cigars/Cigarillos
- E-Cigarettes

Items Sold



Outdoor Marketing



Marlboro

\$ **7.60**

Per Pack
When You Buy **2**
Plus tax where applicable.

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REWARDS INSIDE

belly Download the Free Belly App

CAMEL *Newport* *Winston*

\$ **7.00** \$ **7.48** \$ **6.70**

Per Pack
When You Buy **2**
Plus tax where applicable.

Per Pack
When You Buy **2**
Plus tax where applicable.

Per Pack
When You Buy **2**
Plus tax where applicable.

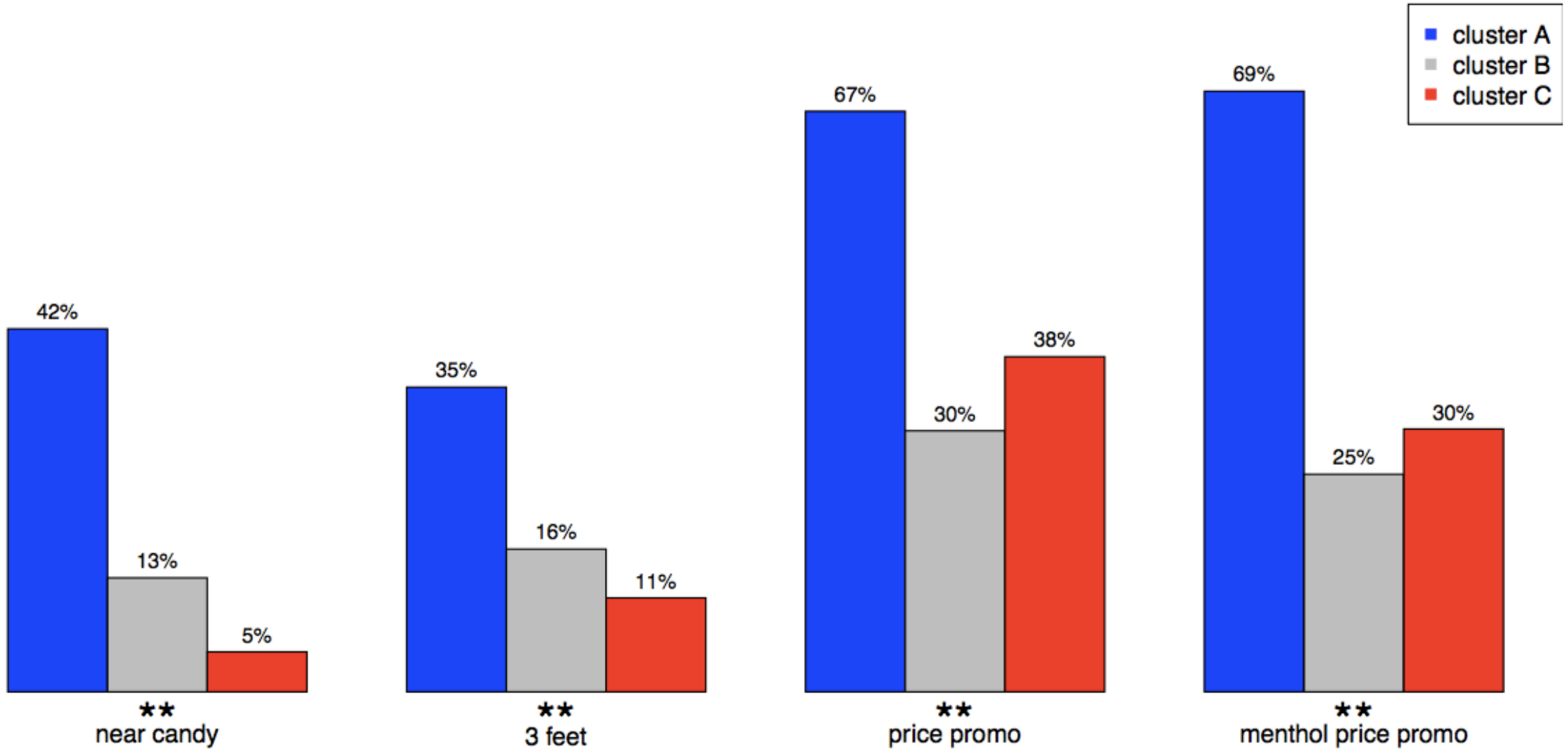
Excludes non-filtered cigarettes

Marlboro

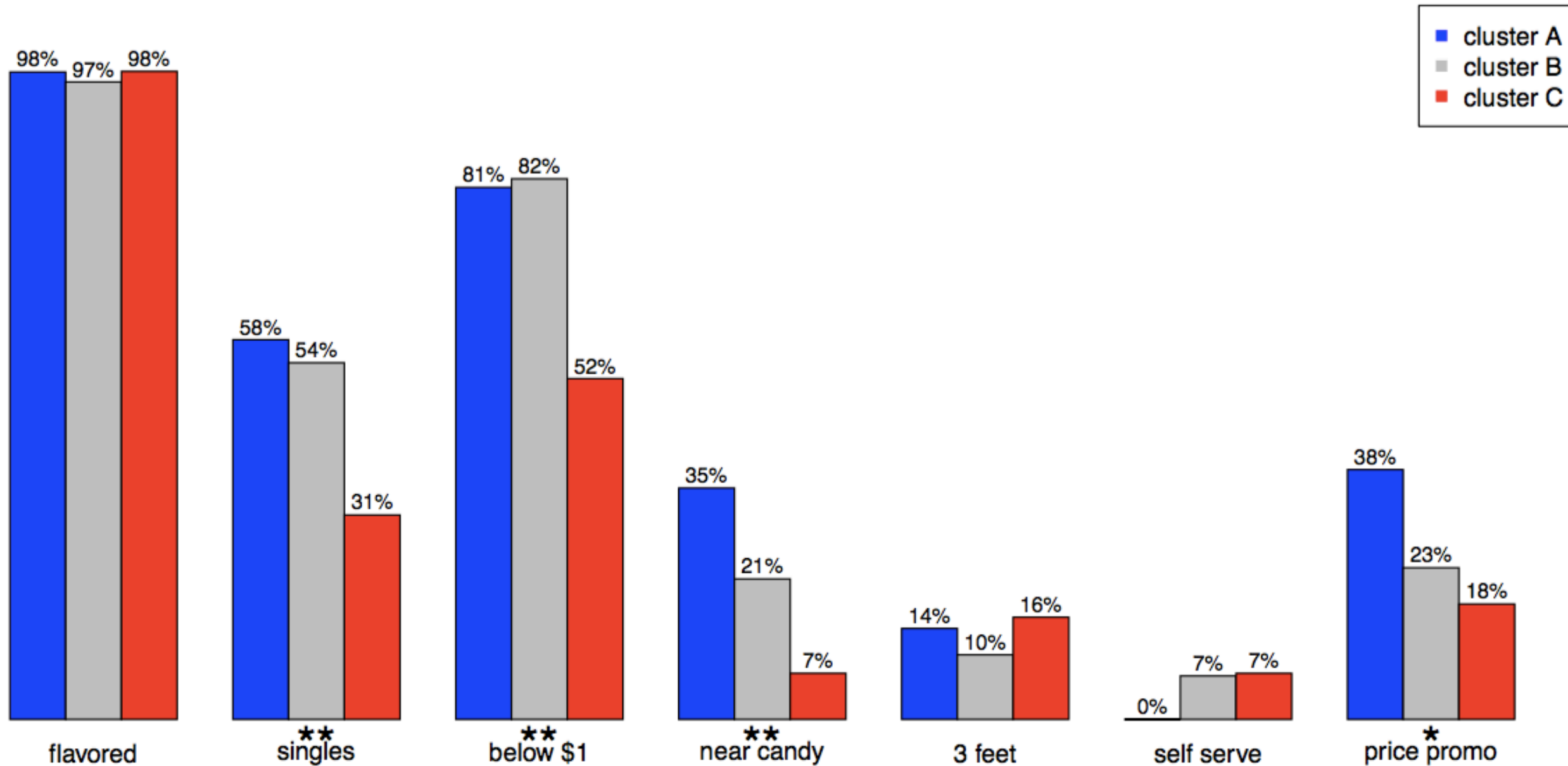
\$ **7.60**

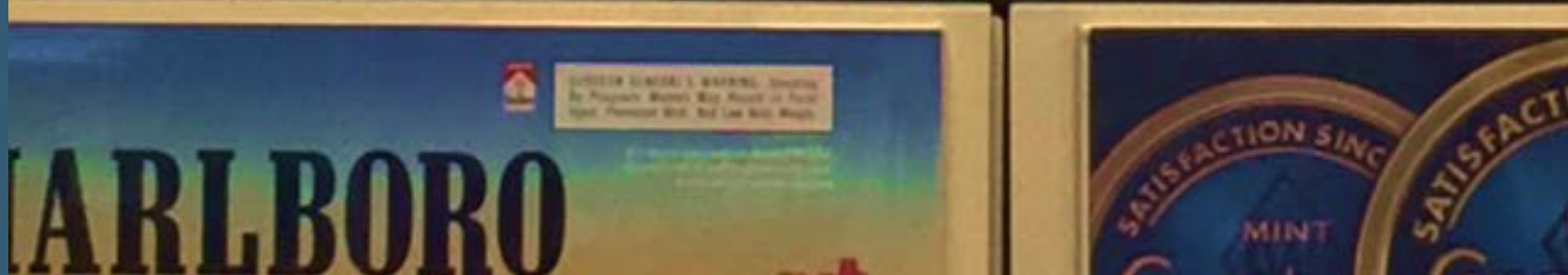
Per Pack
When You Buy **2**
Plus tax where applicable.

Cigarette Marketing Behavior

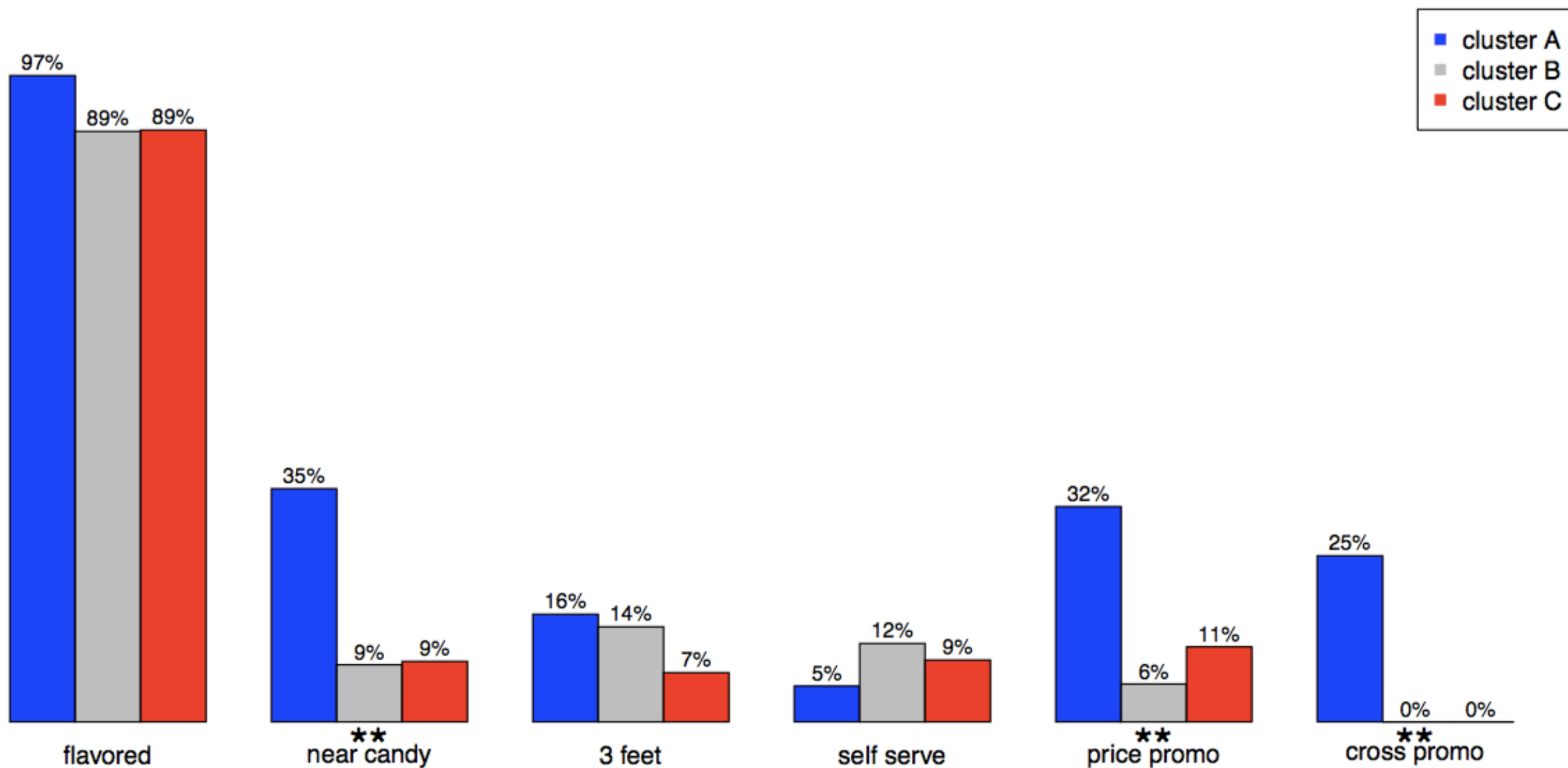


Cigarillo Marketing Behavior





E-Cig Marketing Behavior





THE JUST JUICE™ E-LIQUID BAR

Available in a variety of flavors in 24mg, 12mg and 0mg Nicotine strengths.

REGULAR TOBACCO MENTHOL
APPLE CHERRY
PEACH STRAWBERRY
MANGO GRAPE
CHOCOLATE WATERMELON

www.justjuiceusa.com

E-Liquids \$4.99

Flavor	Strength
Blueberry	24mg
Watermelon	24mg
Grape	24mg
Mango	24mg
Strawberry	24mg
Peach	24mg
Cherry	24mg
Apple	24mg
Menthol	24mg
Regular Tobacco	24mg

SUMMARY POINTS

- Tobacco is not marketed to the same degree or in the same way across Milwaukee
 - Initial 2017 data echo these trends
- Areas with more lower income/minority residents are targeted with more marketing for menthols
- Areas with more lower income/minority residents have more retailers per person and more retailers near schools
- Opportunity for policy action to protect youth

NEXT STEPS

- There are four main organizations working to reduce the burden of tobacco in Milwaukee:
 - WI African American Tobacco Prevention Network
 - WI Hispanic/Latino Prevention Network
 - WI Tobacco Prevention and Poverty Network
 - City of Milwaukee Tobacco Free Alliance

NEXT STEPS

- Ensure enforcement of current tobacco control laws
 - Content neutral advertising restrictions for retailer windows
 - Prohibition on sale of single cigarettes
- Explore documented best practices from other cities
 - Limiting tobacco retailer density, especially in terms of distance from schools
 - Addressing e-cigarettes and vaping in smoke-free workplace laws
 - Limiting youth access to e-cigarettes