

MARINETTE AND MENOMINEE COUNTY NICOTINE ENVIRONMENTAL SCANS

2023



CATALYST
EVALUATION GROUP, LLC



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Methodology

Coalition members from the data workgroup Communities that Care of Marinette and Menominee Counties performed a series of nicotine environmental scans in October 2023. Locations ranged from tobacco shops to mass merchandisers. Scans included questions on advertising, product placement and health warning placement.

Scans were put into Survey Monkey format to be consolidated and analyzed for trends. In total, 59 environmental scans for nicotine were completed across both counties. This data will help guide strategies around retail access for nicotine products, including e-cigarettes, in the communities. Individual-level environmental scans may also guide coalition members into one-on-one conversations with locations about how to better safeguard against selling to underage individuals.



Location

Location of Nicotine Environmental Scans, 2023

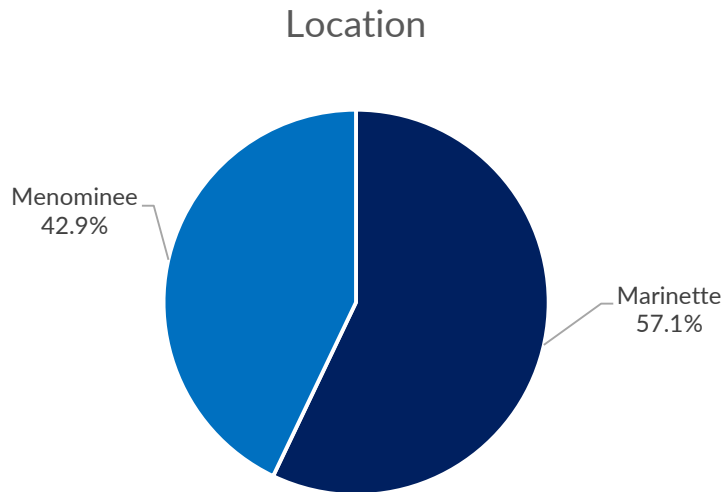


Figure 1. Location of Nicotine Environmental Scans, 2023



Type of Store

Type of Store for Nicotine Environmental Scans, 2023

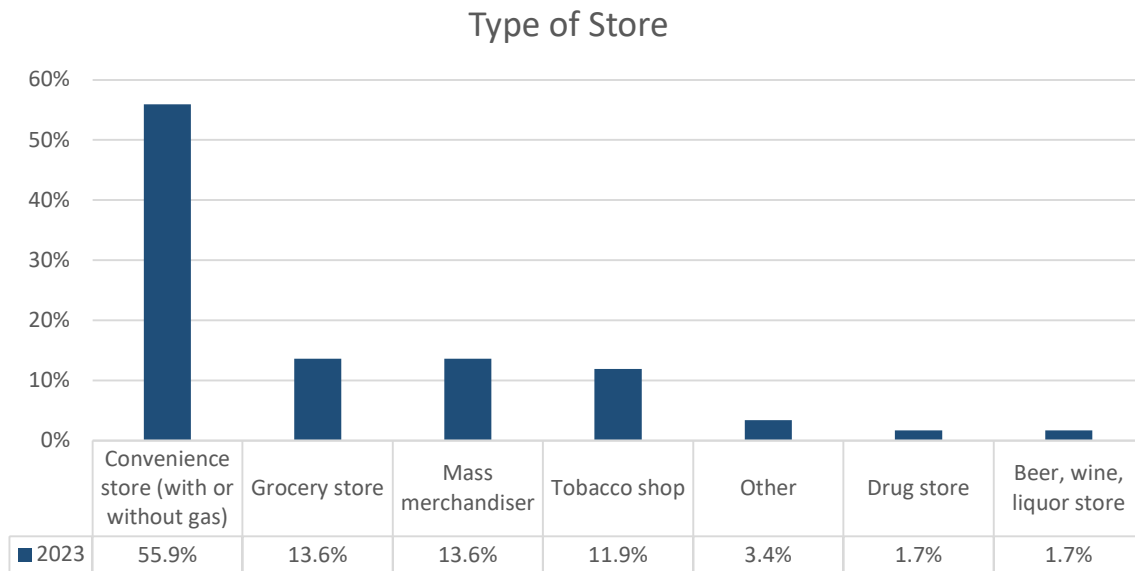


Figure 2. Type of Store for Nicotine Environmental Scans, 2023



Advertisements Visible Outside

Advertisements Visible Outside, Nicotine Environmental Scans, 2023

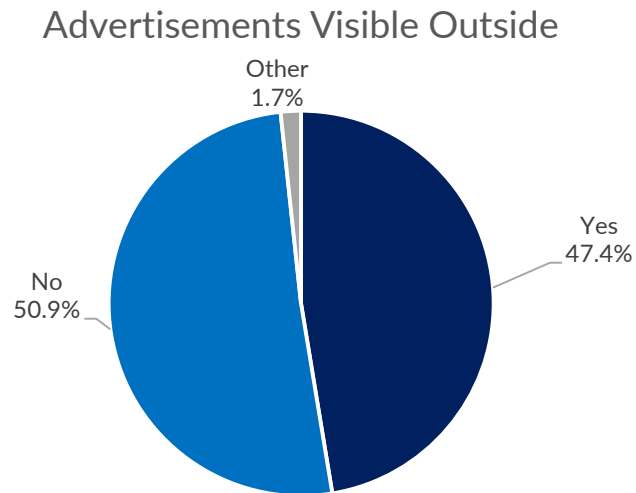


Figure 3. Advertisements Visible Outside, Nicotine Environmental Scans, 2023

Advertisements were visible outside the store displayed on doors, windows, gas station pumps or lamp posts about half the time. Sometimes these ads were specific to alcohol and not necessarily nicotine. For convenience stores specifically, ads were outside the store 48.5% of the time. Advertisements occurred in all scans for tobacco shops.



Products/Advertisements in Store

Products/Advertisements Present in Store, Nicotine Environmental Scans, 2023

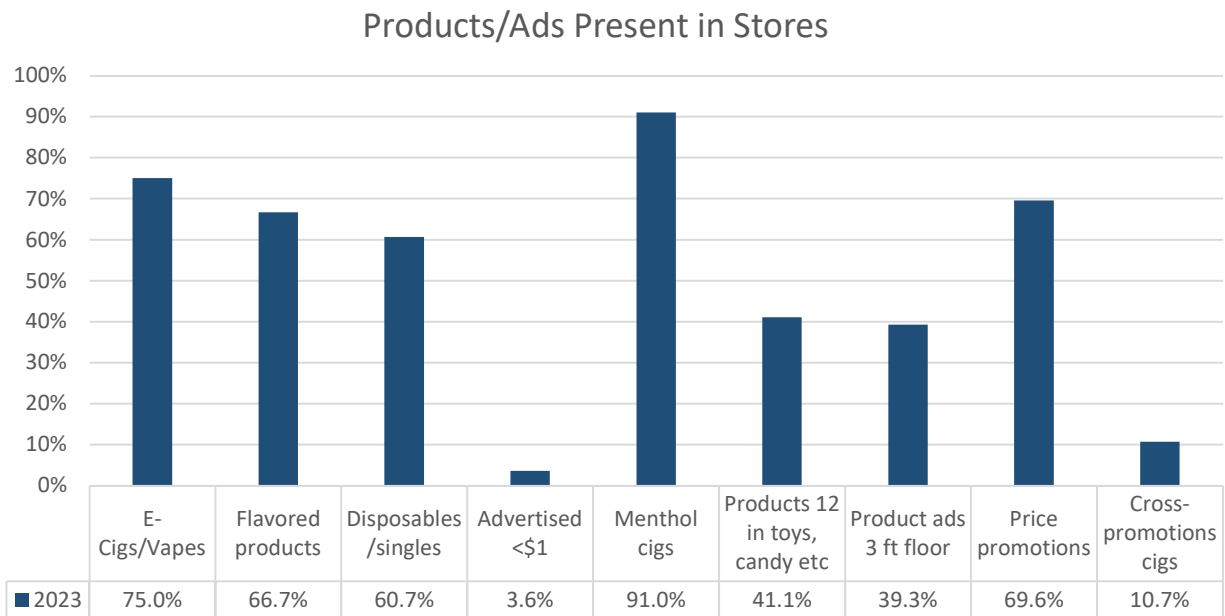


Figure 4. Products/Advertisements Present in Store, Nicotine Environmental Scans, 2023

Products and advertisements were present in stores most of the nicotine environmental scans. The majority (91.0%) had menthol cigarette products or ads. Many (41.1%) also had products within a foot of toys, candy, ice cream, etc. Price promotions were also present in many stores (69.9%).



Product Visibility

Product Visibility, Nicotine Environmental Scans, 2023

Product Visible to Customers

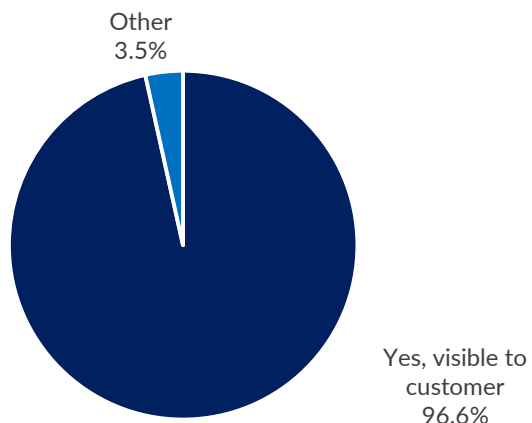


Figure 5. Product Visibility, Nicotine Environmental Scans, 2023

Products were always visible to the customer. In some cases, it was locked in a place noted for employees only but still visible. Typically, products were behind the counter but still in view of the customers. Of note, some tobacco shops were only accessible to those over 21 years of age though it was indicated that customers sometimes come in with infants or to buy products non-nicotine related.



Health Warning Visibility

Health Warnings Visible to Customers, Nicotine Environmental Scans, 2023

Health Warnings Visible to Customers

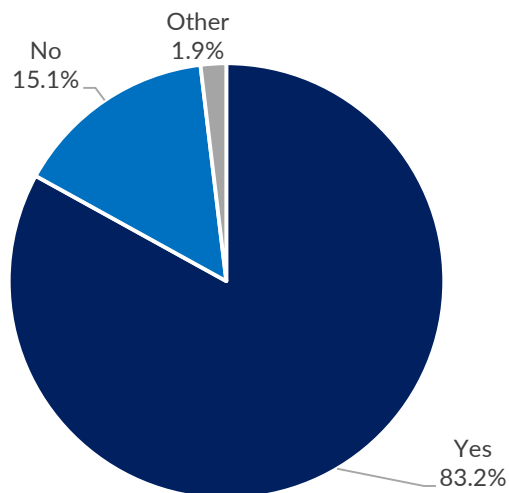


Figure 6. Health Warnings Visible to Customers, Nicotine Environmental Scans, 2023

Nearly all locations (83.2%) had visible health warning signs located near products either attached to the display signs or near the products. Of the few who did not have health warnings up, they included grocery stores, convenience stores and mass merchandisers. Tobacco shops always had health warnings displayed in the environmental scans completed.



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