

# ALCOHOL ENVIRONMENT: PRODUCT AVAILABILITY



**Milwaukee County,  
Wisconsin**  
**140 retailer  
assessments**

The first step in understanding the alcohol retail landscape is to assess what types of stores are selling alcohol in your community and what types of alcohol they are selling. Limiting the availability of alcohol can help limit excessive drinking.[1]

## TYPES OF RETAILERS



**51%**  
Convenience



**7%**  
Drug or  
pharmacy



**19%**  
Beer, wine or  
liquor store



**19%**  
Grocery



**3%**  
Mass  
Merchandiser



**0.71%**  
Tobacco  
shop



**0%**  
Hookah  
lounge

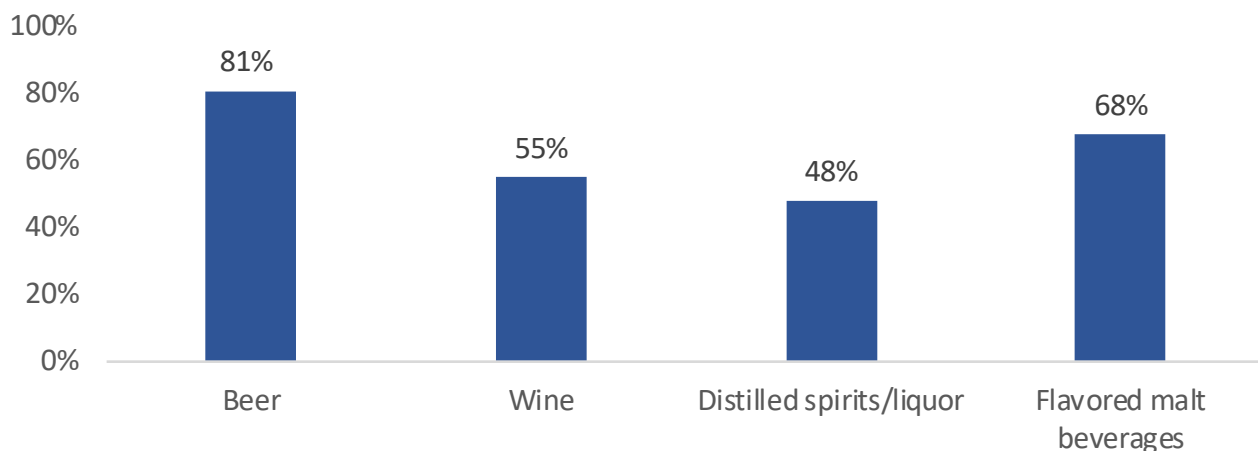


**0.71%**  
Vape  
shop



**0%**  
Other

## PRODUCTS SOLD



# ALCOHOL ENVIRONMENT: YOUTH APPEAL



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Prominent alcohol advertising and placement in stores can increase alcohol sales.[2] When youth are exposed to greater amounts of alcohol advertising, including product marketing and displays, youth drinking increases.[3][4] Alcohol sold in single-serving sizes are often available at price points more accessible to youth.

## SIZES



**65%**

of retailers sold  
single-serving or  
mini's of alcohol  
beverages



*Single-serving or mini's are defined as single bottles or cans that are smaller in size.*

## PLACEMENT

**64%**

of retailers displayed or advertised alcohol within  
3 feet or less of the floor (kids-eye-level)

**54%**

of retailers had non-alcohol beverages  
(soda, water or fruit juices) placed in the  
same or adjacent cooler as alcohol  
beverages

# DATA ANALYSIS AND VISUAL NOTES: ALCOHOL

## METHODOLOGY:

Data analysis and infographic creation was completed by Counter Tools.

Data collected across a 3-year time span (2017-2019) is represented in this infographic. This data for 2017-2019 has been combined/aggregated.

Pairwise deletion methodology (i.e., assessed available store data rather than only complete store data) was utilized; therefore, the total number of assessments summarized for each assessment item may vary depending on the amount of data that was available (or missing) for the particular assessment item.

## PRODUCT DESCRIPTIONS:

- Flavored malt beverages include: hard soda, hard tea, hard lemonade, and pre-mixed cocktails (such as Four Loko, Joose or Lime-a-Rita).
- Distilled spirits include: whiskey (Scotch, Canadian, Bourbon), vodka, rum, brandy, tequila, gin.

## REFERENCES:

**[1]** The Task Force on Community Preventive Services. Recommendations for reducing excessive alcohol consumption and alcohol-related harms by limiting alcohol outlet density. *American Journal of Preventive Medicine*. 2009; 37(6):570-571.

**[2]** Beverage Industry. POP proves its worth. *Beverage Industry* 2001;92:44—7, as cited in: Centers for Disease Control and Prevention. Point-of-purchase alcohol marketing and promotion by store type--United States, 2000-2001. *MMWR. Morbidity and mortality weekly report*. 2003 Apr 11;52(14):310. Available at: [www.cdc.gov/mmwr/preview/mmwrhtml/mm5214a4.htm](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5214a4.htm).

**[3]** L.B. Snyder, F.F. Milici, M. Slater, H. Sun, and Y. Strizhakova, "Effects of Alcohol Advertising Exposure on Drinking Among Youth," *Archives of Pediatrics and Adolescent Medicine* 160 (2006): 18-24

**[4]** P.L. Ellickson, R.L. Collins, K. Hambarsoomians, and D.R. McCaffrey, "Does Alcohol Advertising Promote Adolescent Drinking? Results From a Longitudinal Assessment," *Addiction* 100 (2005): 235-46.