



## 2014 Madison & Dane County Tobacco Vendor Compliance Report

### Compliance Check Results:

330 tobacco retailers within Madison and Dane County were checked for sales of tobacco products to minors in 2014. A total of 51 underage sales were made resulting in an overall sales rate of 15.5% in both the City of Madison and Dane County (Table 1). 2014 saw the highest tobacco sales to minors' rate in over 6 years (Table 2). It is also important to point out that the highest sales rate among vendors was pharmacies—with all sales except one occurring at Walgreens stores.

The City of Madison had a sales rate of 17.9%, while the rest of Dane County had a sales rate of 13.2%. Even when separated out, these are the highest sales rates that have occurred in over 6 years in both jurisdictions (Table 3).

The majority of tobacco retailers in the City of Madison and Dane County that passed their inspections should be congratulated for consistently checking identification and refusing to sell tobacco to minors. Tobacco retailers are the first line of defense in limiting youth access to tobacco.

Table 1

2014 Madison & Dane County Compliance Checks				
Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	189	30	15.9	84.1
Liquor	32	4	12.5	87.5
Grocery	34	5	14.7	85.3
Pharmacy	35	11	31.4	68.6
Department Store	9	0	0	100
Bar/Restaurant	19	0	0	100
Tobacco/Smoke Shop	10	0	0	100
Bowling Alley	0	0	n/a	n/a
Resort/Campground	0	0	n/a	n/a
Other	1	1	100	0
<b>Total</b>	<b>329</b>	<b>51</b>	<b>15.5</b>	<b>84.5</b>

Table 2

Historical Data—Madison & Dane County Combined				
	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
2008	788	58	7.4	92.6
2009	402	27	6.7	93.3
2010	280	17	6.0	94.0
2011	300	35	11.7	88.3
2012	232	30	12.9	87.1
2013	313	28	9.0	91.0
2014	329	51	15.5	84.5

Wisconsin WINS is a program of the Wisconsin Tobacco Prevention and Control Program and provides training, media and community outreach, and education to tobacco retailers. Funding for this program was provided by the state of Wisconsin. More information is available online at [www.wiwins.org](http://www.wiwins.org).

Table 3

Historical data—Madison and Dane County Separated								
City of Madison					Dane County (excluding Madison)			
	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
2008	354	29	8.2	91.8	434	29	6.7	93.3
2009	126	10	7.9	92.1	276	17	6.1	93.9
2010	128	10	7.8	92.2	152	7	4.6	95.4
2011	130	22	16.9	83.1	170	13	7.7	92.35
2012	117	18	15.4	84.6	115	12	10.5	89.5
2013	191	23	12.1	87.9	122	5	4.0	96.7
2014	162	29	17.9	82.1	167	22	13.2	86.8

*This report was prepared by Nina Gregerson, TFCDC—January 2015*