



2015 City of Madison Tobacco/Nicotine Vendor Compliance Report

Compliance Check Results:

175 compliance checks within the City of Madison were conducted for sales of tobacco and nicotine products to minors in 2015. Twelve additional checks weren't investigated due to establishments being closed, deemed unsafe, or outside of normal business hours.

The inspections investigated resulted in 32 sales of a tobacco/nicotine product for a compliance rate of 82%, or an 18% sales rate (Table 1).

Table 1

2015 City of Madison Compliance Checks				
Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	88	16	18	82
Liquor	27	8	30	70
Grocery	14	0	0	0
Pharmacy	19	4	21	79
Department Store	4	0	0	100
Bar/Restaurant	8	0	0	100
Tobacco Shop	11	3	27	73
Vape Shop	4	1	25	75
Total	175	32	18	82

Figure 1

Historical Data: Sales Rate (%), 2009-2015



The sales rate for 2015 in the City of Madison is the same as it was in 2014, still the highest sales rates in over six years (Fig. 1).

The majority of tobacco and nicotine retailers in the City of Madison should be congratulated for consistently checking identification and refusing to sell to

minors. Retailers are the first line of defense in limiting youth access to tobacco.

Concerning Trends

E-Cigarette/E-Juice: Youth attempted to purchase nicotine e-juice on 8 separate occasions during 2015. During those 8 inspections, the inspector was able to purchase nicotine e-juice 3 separate times. This is cause for concern because these products are not regulated and the establishments that sell the products are not required to be licensed.

ID Checking: Of the 32 sales that occurred, the ID of the inspector was asked for and checked by the clerk 28 times. This is concerning because clerks are not correctly identifying the age of the youth purchasing tobacco and/or have not been properly trained to sell tobacco.

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.

This report was prepared by Nina Gregerson, TFCD—January 2016