

Madison-Dane County 2013 Tobacco Vendor Compliance Report

Compliance Check Results:

313 tobacco vendors in Dane County and Madison were checked for sales to minors during 2013. These checks were done under the auspices of Wisconsin WINS- the Wisconsin Tobacco Prevention and Control Program that provides training, media and community outreach, and education to Wisconsin retailers. More details about WINS are online at www.wiwins.org

Vendors in the City of Madison had underage sales at a 12.1% rate, while the remainder of Dane County saw a 4 % underage sales rate. (Table 2)

The overall Madison-Dane County combined compliance rate for this period was 91%. That means that underage young people were able to successfully purchase tobacco 9% of the time. This number represents a 4 % decline over 2012. (Table 3)

Table 1

2013 Madison-Dane County tobacco vendor compliance			
Vendor Type	Number		%
	Checks	Sales	Compliance
Convenience-Gas	191	23	88.0
Liquor	26	1	96.0
Bowling Alley	3	0	100
Grocery	35	3	91.4
Pharmacy	10	1	90.0
Discount Tobacco	10	0	100
Restaurant	5	0	100
Tavern	23	0	100
Other	10	0	100
Total	313	28	91.0

Table 2

Historical data since 2008 for the City of Madison and Dane County								
	City of Madison				Dane County			
	Inspections	Sales	Compliance Rate	% Sold	Inspections	Sales	Compliance Rate	% Sold
2008	354	29	91.8	8.2	434	29	93.3	6.7
2009	126	10	92.1	7.9	276	17	93.9	6.1
2010	128	10	92.2	7.8	152	7	95.4	4.6
2011	130	22	83.1	16.9	170	13	92.35	7.7
2012	117	18	84.6	15.4	115	12	89.5	10.5
2013	191	23	87.9	12.1	122	5	96.7	4.0

Table 3

Historical Data - Madison Dane County Combined				
	Inspections	Sales	Compliance Rate	% Sold
2008	788	58	92.6	7.4
2009	402	27	93.3	6.7
2010	280	17	94.0	6.0
2011	300	35	88.3	11.7
2012	232	30	87.1	12.9
2013	313	28	91.0	9.0