



2014 Columbia County Tobacco Vendor Compliance Report

Table 1

Compliance Check Results:

137 tobacco retailers within Columbia County were checked for sales of tobacco products to minors in 2014.

These inspections resulted in 17 sales of a tobacco product for a compliance rate of 87.6%, or a 12.4% sales rate (Table 1).

2014 Columbia County Compliance Checks				
Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	66	10	15.2	84.8
Liquor	10	1	10	90
Grocery	13	0	0	100
Pharmacy	6	3	50	50
Department Store	9	1	11.1	88.9
Bar/Restaurant	23	2	8.7	91.3
Tobacco/Smoke Shop	4	0	0	100
Bowling Alley	2	0	0	100
Resort/Campground	4	0	0	100
Other	0	0	n/a	n/a
Total	137	17	12.4	87.6

The sales rate for 2014 in Columbia County is the highest it has been in five years (Table 2).

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

Table 2

Historical Data—Columbia County				
	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
2009	135	23	17.0	83.0
2010	62	1	1.6	98.4
2011	66	3	4.5	95.5
2012	50	2	4.0	96.0
2013	125	9	7.2	92.8
2014	137	17	12.4	87.6

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 and the Columbia County Health Department. More information is available online at www.wiwins.org.