

## Madison-Dane County 2010 Tobacco Vendor Compliance Report

### Compliance Check Results:

In 2010 tobacco vendors in Dane County and Madison were checked for sales to minors. 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 retailers. More details about WINS are online at [www.wiwins.org](http://www.wiwins.org).

The overall compliance rate for this period was 94 % --- the fourth straight year of increased compliance. (Table 3) However, this also means that underage young people were able to successfully purchase tobacco 7.4% of the time. Vendors in the City of Madison had underage sales at a 7.8 % rate, while the remainder of Dane County saw a 4.6 % underage sales rate. (Table 2)

Table 1

2010 Madison-Dane County tobacco vendor compliance			
Vendor Type	Number		%
	Checks	Sales	Compliance
Convenience and Gas Stores	137	6	95.7
Liquor	22	0	100
Bowling Alley	9	0	100
Grocery	28	2	92.9
Hotel	2	0	100
Drugstore	25	5	80
Discount Tobacco	9	3	66.6
Restaurant	12	0	100
Tavern	52	1	98
Other	4	0	100
<b>Total</b>	<b>280</b>	<b>17</b>	<b>94%</b>

Table 2

Historical data since 2004 for the City of Madison and Dane County								
	City of Madison				Dane County			
	Inspections	Sales	Compliance Rate	% Sold	Inspections	Sales	Compliance Rate	% Sold
2004	575	34	93.9	6.1	456	58	87.0	13.0
2005	610	112	81.7	18.3	472	34	92.8	7.2
2006	463	85	81.7	18.3	452	93	79.5	20.5
2007	333	27	91.9	8.1	419	61	85.5	14.5
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

Table 3

Historical Data - Madison Dane County Combined				
	Inspections	Sales	Compliance Rate	% Sold
2004	1031	92	91.1	8.9
2005	1082	146	86.5	13.5
2006	915	178	80.5	19.5
2007	752	88	88.3	11.7
2008	788	58	92.6	7.4
2009	402	27	93.3	6.7
2010	280	17	94.0	6.0