

## Madison–Dane County Tobacco Vendor Compliance Report 2007

### Compliance Check Results:

In 2007 tobacco vendors within Dane County and Madison were checked for sales to minors. The overall compliance rate for this period was 88.3 %. This is a significant increase in compliance compared to 2006. (Table 2) However, it also means that youth were able to successfully purchase tobacco 11.7% of the time. Vendors in the City of Madison sold to underage customers at a 8.1% rate, while the remainder of Dane County saw a 14.5% sales rate.

The ‘Other’ category includes places such as golf country clubs, novelty stores, breweries, and private clubs. Discount shops include outlet stores that specialize in selling tobacco products.

Table 1

| 2007 Madison–Dane County tobacco vendor compliance |               |              |                   |
|--|---------------|--------------|-------------------|
|  | Number        |              | %                 |
| <i>Vendor Type</i>                                 | <i>Checks</i> | <i>Sales</i> | <i>Compliance</i> |
| Convenience and Gas Stores                         | 336           | 57           | 83.0              |
| Liquor   | 76            | 7            | 90.8              |
| Bowling Alley                                      | 25            | 3            | 88.0              |
| Grocery  | 92            | 6            | 93.5              |
| Hotel  | 4             | 0            | 100               |
| Drugstore  | 58            | 4            | 93.1              |
| Discount   | 29            | 4            | 86.2              |
| Restaurant   | 26            | 2            | 92.3              |
| Tavern   | 85            | 4            | 95.3              |
| Other  | 28            | 1            | 96.4              |
| <b>Total</b>                                       | <b>752</b>    | <b>88</b>    | <b>88.3</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   |