



2015 Dane County Tobacco/Nicotine Vendor Compliance Report

Table 1

Compliance Check Results:

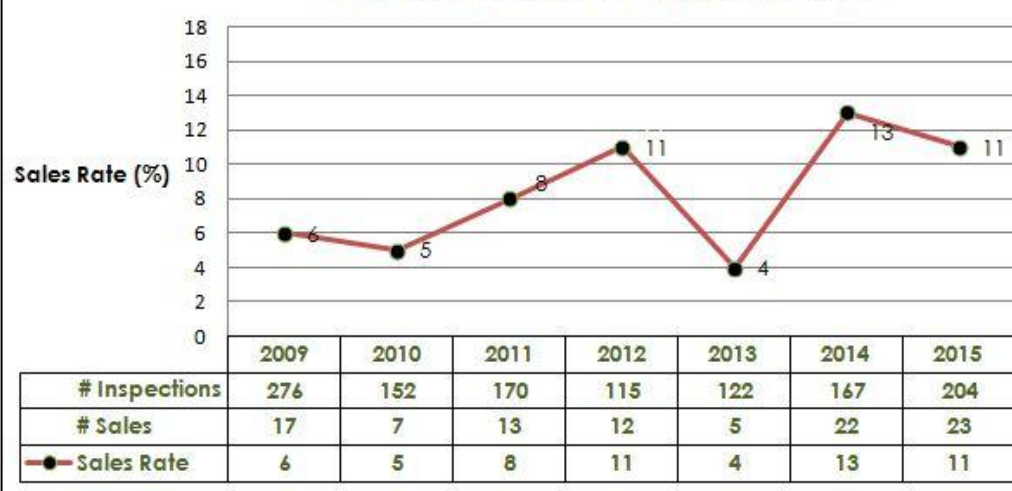
204 compliance checks within Dane County (excluding Madison) were conducted for sales of tobacco and nicotine products to minors in 2015. Thirteen additional checks weren't investigated due to establishments being closed, deemed unsafe, or outside of normal business hours.

The inspections investigated resulted in 23 sales of a tobacco/nicotine product for a compliance rate of 89%, or an 11% sales rate (Table 1).

2015 Dane County (excluding Madison) Compliance Checks				
Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	102	11	11	89
Liquor	24	4	17	83
Grocery	24	3	13	87
Pharmacy	13	1	8	92
Department Store	12	0	0	100
Bar/Restaurant	19	0	0	100
Tobacco Shop	2	0	0	100
Bowling Alley	1	0	0	100
Campground	1	1	100	0
Golf Course	1	0	0	100
Vape Shop	5	3	60	40
Total	204	23	11	89

Figure 1

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



The sales rate for 2015 in Dane County dropped by 2 percentage points from 2014 (Fig. 1).

The majority of tobacco and nicotine retailers in Dane County 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 5 separate occasions during 2015. During those 5 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 23 sales that occurred, the ID of the inspector was asked for and checked by the clerk 20 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.