



## Alcohol Compliance Project

### **Background**

The combined 2021 KIP (Kentucky Incentives for Prevention) Report for Grant County Schools and Williamstown Independent Schools indicates 30 Day Alcohol Use among 12th graders is 23.8%, higher than both the regional and state rates at 22.5% and 21.3% respectively. Champions for a Drug-Free Grant County regularly requests and publishes compliance check data on a quarterly basis. However, as Kentucky's Department of Alcoholic Beverage Control (ABC) has not conducted compliance checks in Grant County since February 2020, the coalition has not been able determine to what extent retailers are checking identification prior to selling alcohol. In response the coalition conducted non-enforcement based compliance checks of alcohol retailers and restaurants to include drive thru and self-checkout options.

### **Methodology**

Three individuals (one male, two females) over the age of 21 that live outside of Grant County were chosen by a review panel of three individuals aged 20-70 to conduct the non-enforcement based compliance checks. Retail establishments were identified through license records obtained from the Kentucky Alcohol Beverage Commission, a total of 38 outlets were identified with two currently not selling alcohol due to new ownership/management, one no longer selling alcohol, and one permanently closed - resulting in a total of 34 outlets included in the study. Recruits were trained to conduct non-enforcement based compliance checks by Epiphany Community Services utilizing the following methodology:

#### Buyer Protocol

- Participants did not lie to obtain the alcohol.
- Participants did not have an ID with them.
- Participants did not try to “trick” the person to sell them alcohol i.e. use phrases like “What, I do not look 21?”, or “Come on, I left it at home”.
- Participants did not “flirt” with the person selling the alcohol.
- Participants did not attempt to appear younger or older than their age i.e. wear clothing they would not normally wear or act differently than they typically would.

#### Purchasing Protocol

During buying process, the “purchaser” engaged in the following behavior:

- Went directly to the location of alcohol.
- Picked either an individual serving, six pack, or some variation of alcoholic beverage.
- Took the choice to the cash register.
- If asked for ID, they stated that they forgot it
- If they refused to sell, they said thank you and left the store.
- If they do not ask for ID, they completed the purchase and left the store.

#### Documentation Protocol (online and paper pencil versions provided)

After the attempted purchase the following information was recorded:

- Date, time, and location (name and address) of the place of attempted purchase.
- Gender and approximate age of the person selling alcohol.
- If they asked for ID.
- If they sold alcohol.
- The type of alcohol was purchased and cost (per receipt if applicable).

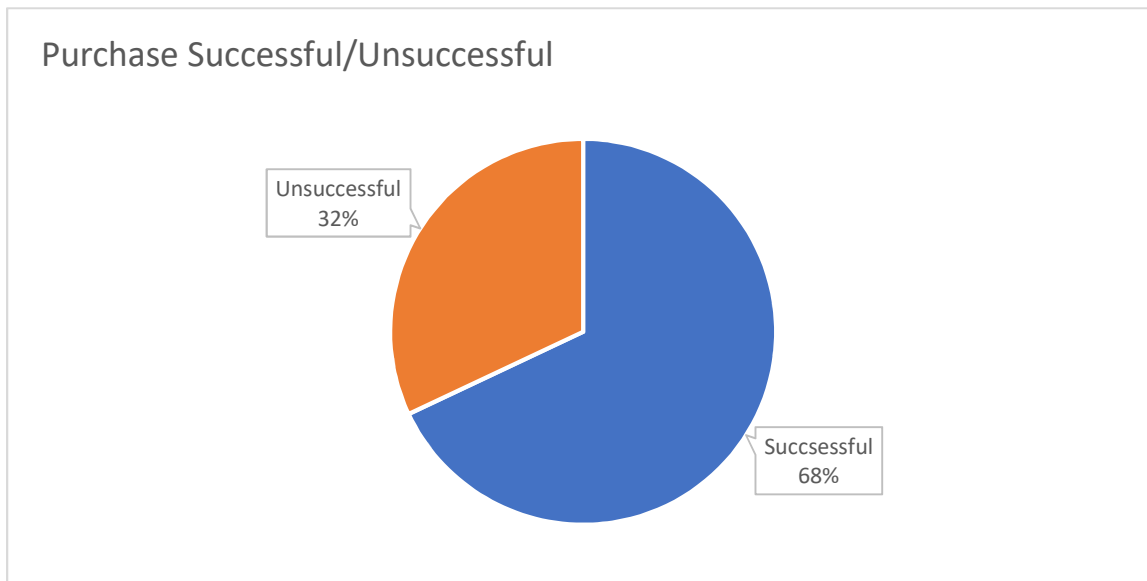
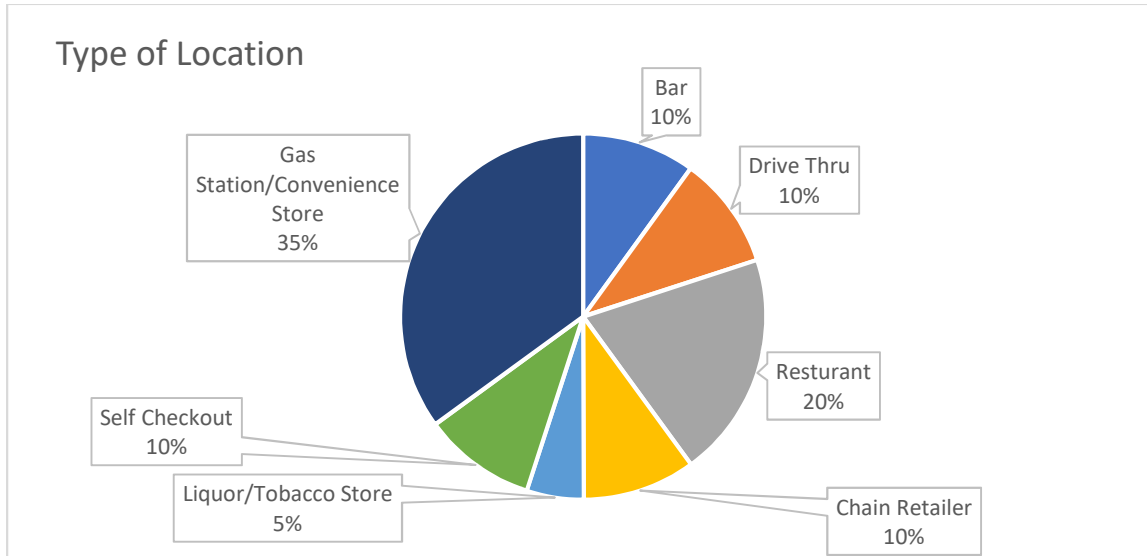
#### Follow Up

All locations were sent a letter notifying them of their ‘pass’/‘fail’ status with details involving the compliance check. The locations that sold have also received an in-person follow up with resources - We Card Age Verification tools and KY ABC Server Training in Alcohol Regulation

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(STAR) Vouchers at no cost to them. Further, a copy of the final report of the study will be sent to all local governments – City Councils and the Fiscal Court – and this information will be shared with the general public through a media release in the Grant County News as well as the coalition’s website and social media outlets.

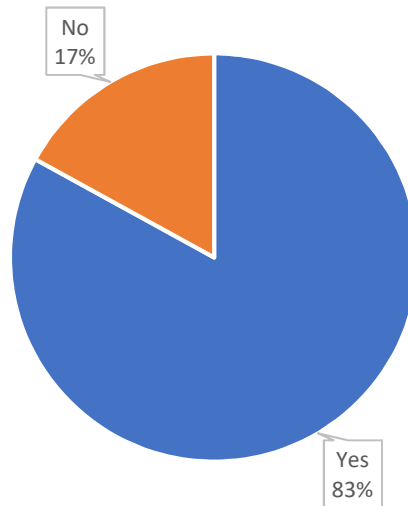
### Results



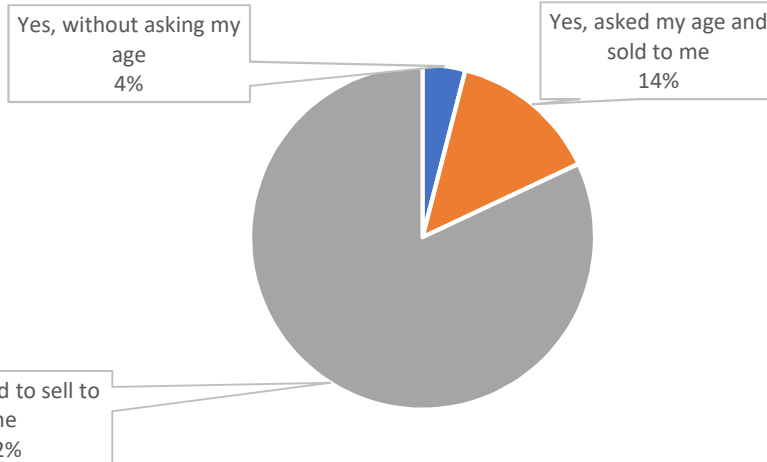
- 2 of 3 drive thrus sold.
- 100% of tobacco/liquor stores sold.
- 1 of 4 stores with self-checkout sold.
- 5 of 11 gas station/convenience stores sold.
- 1 of 8 restaurants sold.
- Of those who sold, 9 were between the hours of 5-7 pm

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#### ID Checked



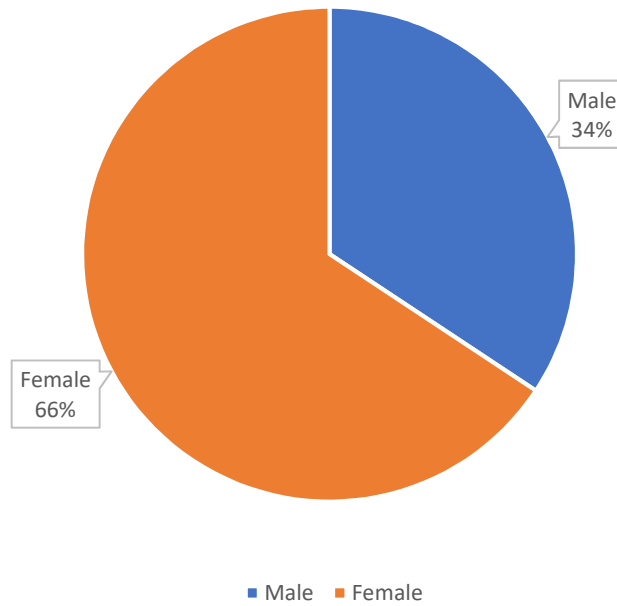
#### If the seller asked for an ID and you said you did not have one, did the seller proceed to sell to you or not?



- 5 asked for ID and still sold without an ID.
- 4 asked for ID, sold after asking age.
- 1 asked for ID, sold after NOT asking age.
- 1 did not ask for ID and sold after asking age.

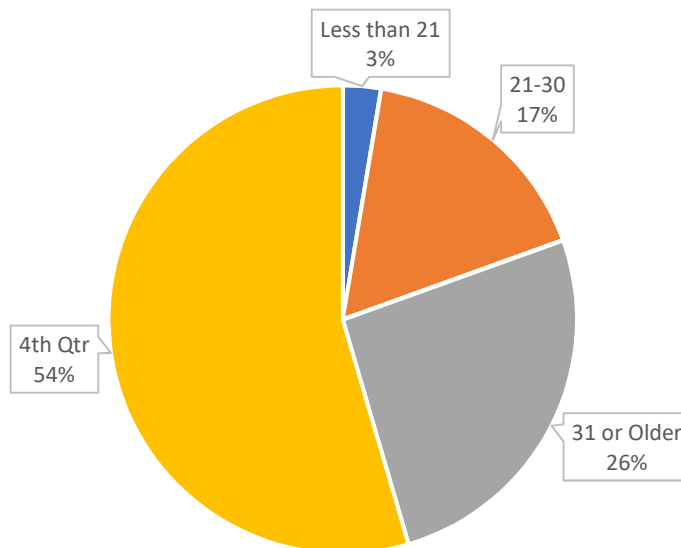
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Was the clerk male or female?



- The male was more likely to be carded than the females.
- Female servers were more likely to not ask for ID than male servers.

Age of Clerk



- Clerks over 31 years of age were more likely to sell regardless of asking for ID.
- Clerks over 31 were more likely to not ask for ID.



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### Conclusions

Alcohol outlets in Grant County represent a potential source of alcohol for those under 21. There is no state law that requires alcohol outlets to ascertain the age of the purchaser of alcohol through any means. However, most outlets who participated did card and did not sell alcohol. In some rare instances, when presented without an ID, some would ask for the age of the person(s) attempting purchase and accepting their word they were old enough and sold them alcohol. Those who did so were observed to have great hesitation prior to selling.

Contextual factors related to the purchase/non-purchase included, but are not limited to:

- Stores were not “busy” at time of purchase
- All stores had some sort of “We ID” signage
- Stores that used self-check outs were quick to bypass the check and balance processes in place.
- The gender and age of the “seller” were factors in the checking of ID and subsequent sale, females over the age of 31 were less likely to ask for ID and more likely to sell after asking for an ID. Further, the male purchaser was more likely to be carded and more likely to not be sold alcohol.

Overall, alcohol outlets do card and do not sell without proper identification, even though there is not state law mandating such practice.

### Recommendations

1. Work to pass standard guidance (policy) requiring all alcohol outlets determine age of purchaser through the use of government identification.
2. As part of employee orientation processes, provide responsible beverage service training.
3. Engage in regular “secret” shopping (compliance check) efforts to ensure employees are able to ascertain legal age of purchaser.
4. Make it harder for individuals to “bypass” safeguards built into self-checkout systems.
5. Reinforce employees to not sell alcohol when not presented a valid government issued identification.