

PSEUDO UNDERAGE LIQUOR SALES

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Thinking Drinking II

February 27, 2007

Background

- 2002 Auckland Pseudo Patrons Project
- Monitoring age verification practices of 200 licensed premises
- 61% of pseudo patrons able to purchase in licensed premises
- ICCWA replicated this research in metropolitan Perth

Statistics

- 11% of 12 – 17 year olds buying from liquor outlets
- Increases with age:
 - 11% of 16 year olds
 - 19% of 17 year olds

Purpose

- To ascertain
 - how often purchasers were asked to provide ID
 - how many successful purchases were able to be made

Research Teams

- 8 teams [purchaser & interviewer]
- Recruitment via local networks
- Screened by panel

Process

- Briefing by TNS prior to audits
- Teams drive to premise, purchaser walks in, interviewer observes
- Research protocol sheet

Journeys

- Audits conducted 4.30 – 9.30pm
Friday/Saturday
- Each venue visited twice [once by male purchaser, once by female purchaser]
- Purchasers did not carry ID
- Purchasers carried \$15
- Data collection took place over 6 weekends

Geographic coverage

Total number of premises selected by district and type

District	Liquor Stores	Drive-throughs / Bottleshops	Total venues
	N	N	N
A*	41	29	70
B*	NA	NA	38
C	40	18	58
D*	NA	NA	28
E	14	11	25
Total	-	-	219

Audits achieved

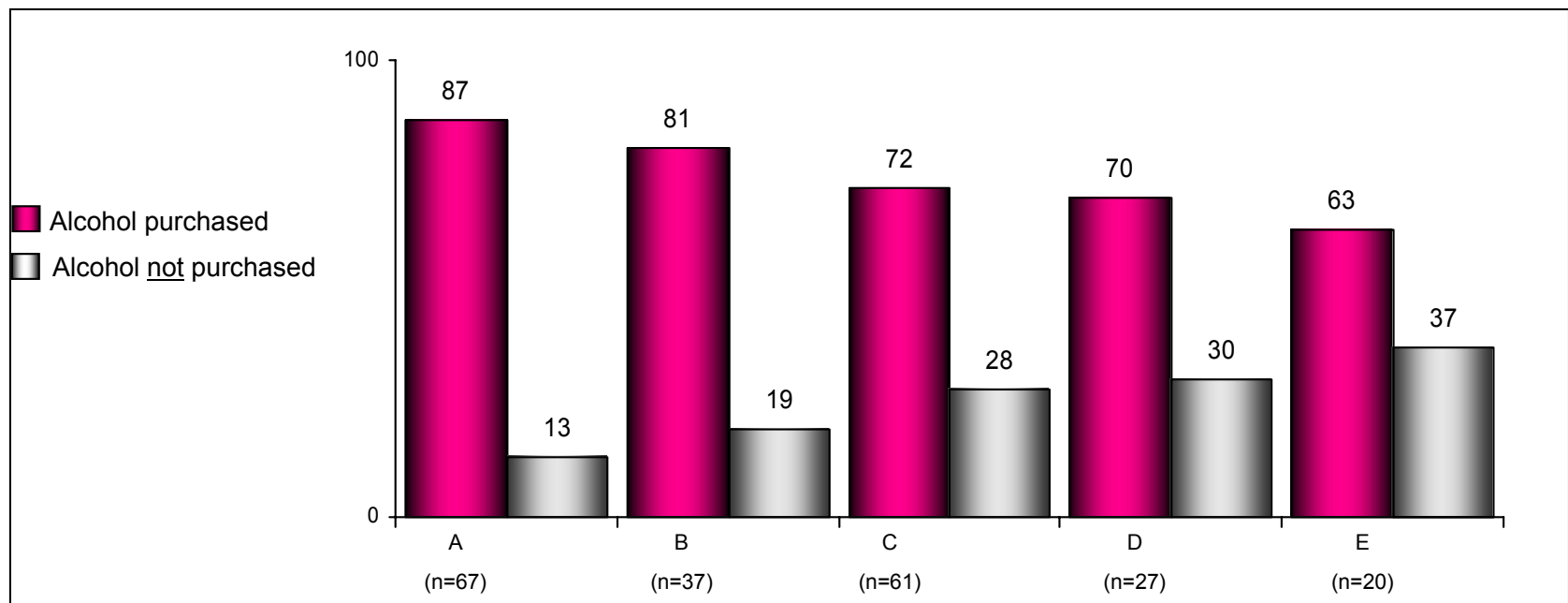
Table 2.1b: Number of audits completed by district and premise type

District	Liquor Stores	Drive-throughs / Bottle shops	Total audits
	n	n	n
A	40	27	67
B	19	18	37
C	34	27	61
D	11	16	27
E	6	14	20
Total audits	110	102	212

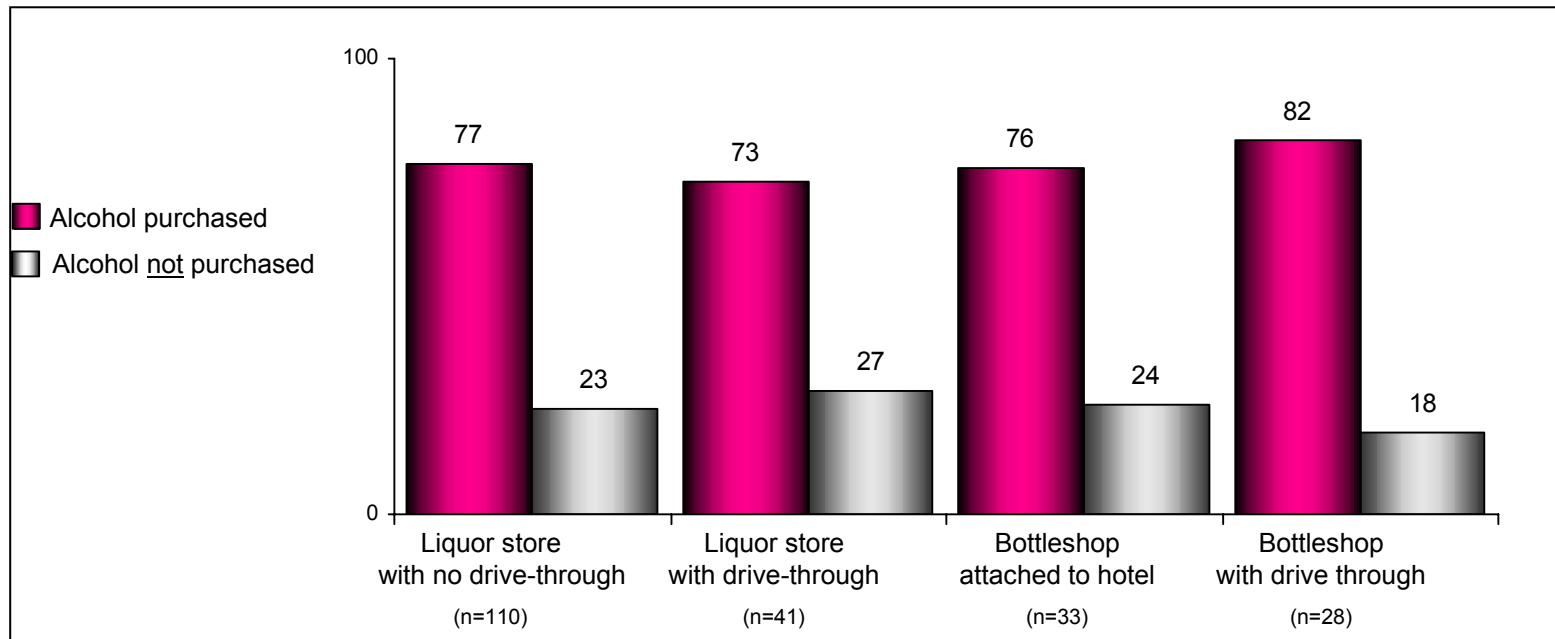
Liquor sales without ID

77% of premises sold alcohol to purchasers without verifying their age

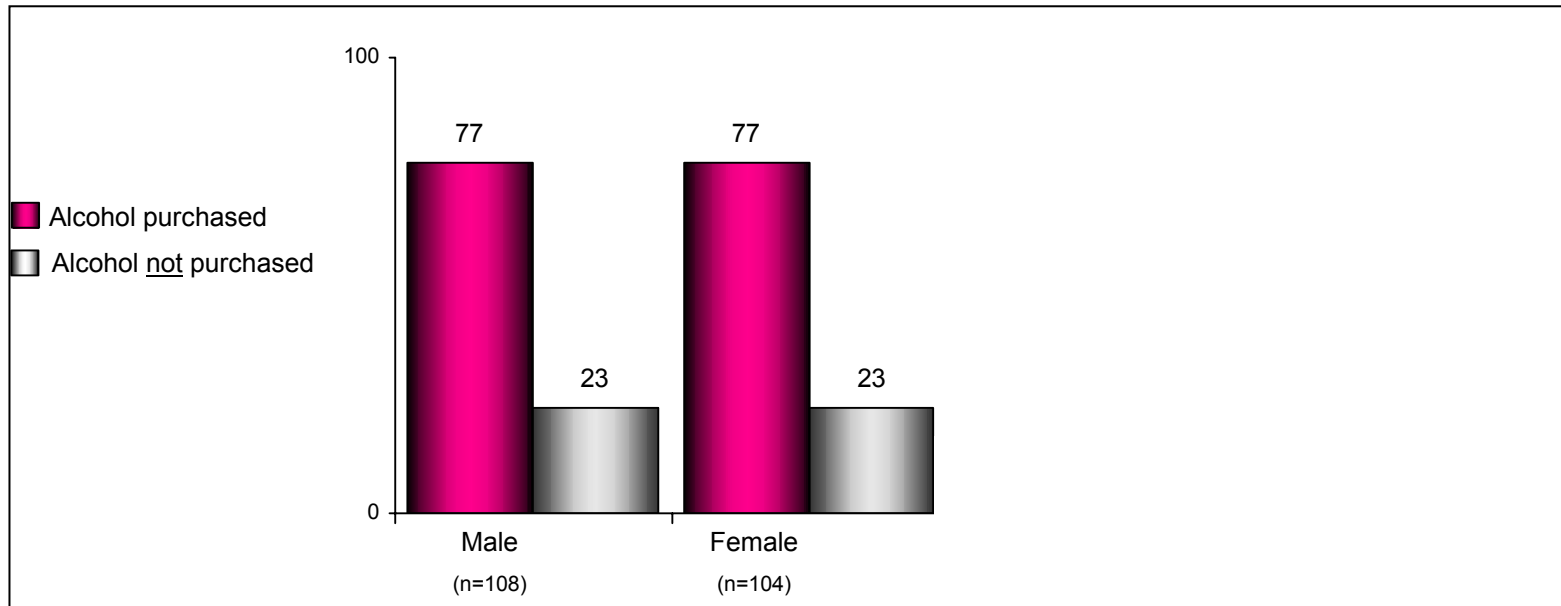
Alcohol purchased by district



Alcohol purchased by type of premise



Alcohol purchased by gender



What does the literature say?

Sales result from low and inconsistent levels of enforcement. Benefits are only realized if the law is enforced

The CMCA Project - USA

- Controlled purchase operations with police
- Citizen monitoring of outlets selling to underage young people
- Keg registration [purchasers provide ID, thus establishing liability for resulting problems at events where underage young people are drinking]

Solutions

- Enforcement
 - Controlled purchase operations
- Liquor outlets
 - Training
 - Support
- Community groups

Further information

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Thanks!