



## **ALCOHOL PURCHASE STUDY\***

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## UNDERAGE ALCOHOL PURCHASE STUDY

This is the latest alcohol purchase study to be done in Mecklenburg County. The purpose of the studies is to determine how easy it is to purchase alcohol without providing legitimate identification.

A pool of potential buyers was recruited from students at UNC Charlotte. All students were required to be at least 21 years of age yet look under age. All buyers were asked to buy a 6-pack of a domestic beer without voluntarily offering identification. If asked, they were instructed to say they did not have any on them.

162 Mecklenburg County establishments with AK-Malt Beverage Off Premise permits were randomly selected from the list of locations listed on the ABC website [www.ncabc.com](http://www.ncabc.com). Purchase attempts were made between October 19 and November 5, 2010, at 149 locations<sup>†</sup> **20.8% (N=31) of the establishments sold alcohol without requiring identification.**

For comparison, a similar county-wide survey was completed in October, 2009 when 25.0% sold. An alcohol purchase study was also conducted in the early spring of 2009 in the University area and funded by UNC Charlotte. In that study 19.4% of the establishments visited sold without requiring identification. In 2008, 29.7% sold.

***The proportion of establishments selling alcohol without checking for identification county-wide has decreased from 25% in 2009 to 20.8% in 2010. The county-wide rate now compares favorably with the 19.4% sales in the University area.***

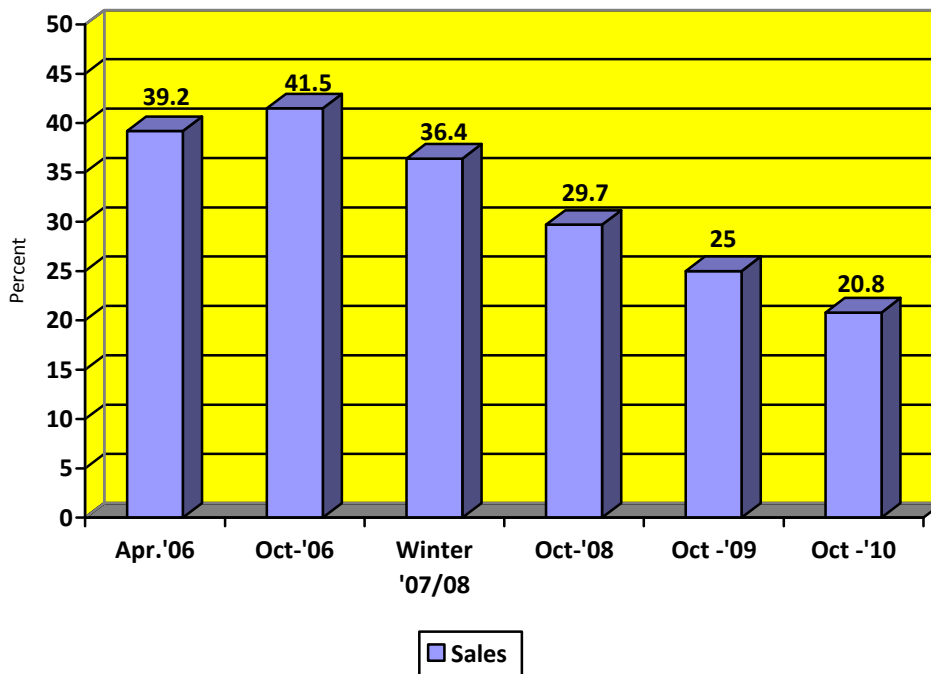
**Table 1 Percent of Sales 2009-2010**

Attempt Outcome	Mecklenburg County - 2009	University Area - 2009	Mecklenburg County Fall 2010
A sale was made without ID	28 (18.4%)	4 (11.1%)	18 (12.1%)
ID was asked for, none provided, sale anyway	10 (6.6%)	3 (8.3%)	13 (8.7%)
ID asked for, no sale	114 (75%)	28 (77.8%)	118 (79.2%)
Number of Attempts	152	35	149

<sup>†</sup>13 stores were either out of business, required a membership card for purchase, did not sell beer, or purchasers could not locate.

Our efforts to keep the issue of underage drinking in the forefront of store managers' trainings is apparent by the consistent decrease in the proportion of establishments that sell without requesting identification. It has been cut in half since the high of 41.5% in October 2006.

**Table 2 Percent of Sales 2006-2010**



**Problem Areas**

The establishments most likely to sell without checking for identification continue to be convenience stores that do not sell gas. This has been true for all of the studies. In this study 47.8% of convenience stores sold without checking. This type of establishment is followed by convenience stores that sell gas; 19% sold.

**Table 3 Sales by Outlet type**

			Type of Outlet			
			Convenience Store(with gas)	Convenience (without gas)	Market/Small grocery	Supermarket
Sale	Sold	Count	14	11	1	4
		Percent	18.9%	47.8%	14.3%	13.3%
No Sale	Count	Count	60	12	6	26
		Percent	81.1%	52.2%	85.7%	86.7%
Total	Count	Count	74	23	7	30
		Percent	100.0%	100.0%	100.0%	100.0%

**Table 4 Sale by Type of Outlet (Con't)**

			Type of Outlet		
			Drugstore/ pharmacy	Wine shop	Total
Sale	Sold	Count	1	0	31
		Percent	7.1%	.0%	20.8%
No Sale	No Sale	Count	13	1	118
		Percent	92.9%	100.0%	79.2%
Total	Total	Count	14	1	149
		Percent	100.0%	100.0%	100.0%

*Zip codes*

*A few zip codes show higher proportion of sales. Since the stores were selected at random, not all zip codes are reflected and some have more stores than others, but the following table shows that of all the attempts and a given zip code.*

*To note:*

- 100% 28203 (3 of 3)*
- 50.0% 28206*
- 37.5% 28205*
- 31.8% 28206*
- 30.0% 28262*

**Table 5 Sales by Zip code**

			Sale		
			Sold	No Sale	Total
Zipcode 20208	Count	0	1	1	
	% within Zipcode	.0%	100.0%	100.0%	
28015	Count	0	1	1	
	% within Zipcode	.0%	100.0%	100.0%	
28078	Count	1	3	4	
	% within Zipcode	25.0%	75.0%	100.0%	
28105	Count	1	5	6	
	% within Zipcode	16.7%	83.3%	100.0%	

<b>28202</b>	<b>Count</b>	<b>3</b>	<b>0</b>	<b>3</b>
	<b>% within Zipcode</b>	<b>100.0%</b>	<b>.0%</b>	<b>100.0%</b>
28203	Count	0	2	2
	% within Zipcode	.0%	100.0%	100.0%
28204	Count	1	1	2
	% within Zipcode	50.0%	50.0%	100.0%
<b>28205</b>	<b>Count</b>	<b>3</b>	<b>13</b>	<b>16</b>
	<b>% within Zipcode</b>	<b>18.8%</b>	<b>81.3%</b>	<b>100.0%</b>
<b>28206</b>	<b>Count</b>	<b>3</b>	<b>7</b>	<b>10</b>
	<b>% within Zipcode</b>	<b>30.0%</b>	<b>70.0%</b>	<b>100.0%</b>
28207	Count	0	1	1
	% within Zipcode	.0%	100.0%	100.0%
<b>28208</b>	<b>Count</b>	<b>4</b>	<b>9</b>	<b>13</b>
	<b>% within Zipcode</b>	<b>30.8%</b>	<b>69.2%</b>	<b>100.0%</b>
28209	Count	0	5	5
	% within Zipcode	.0%	100.0%	100.0%
28211	Count	1	1	2
	% within Zipcode	50.0%	50.0%	100.0%
28212	Count	0	1	1
	% within Zipcode	.0%	100.0%	100.0%
28213	Count	0	5	5
	% within Zipcode	.0%	100.0%	100.0%
28214	Count	0	6	6
	% within Zipcode	.0%	100.0%	100.0%
28215	Count	0	2	2
	% within Zipcode	.0%	100.0%	100.0%
<b>28216</b>	<b>Count</b>	<b>3</b>	<b>5</b>	<b>8</b>
	<b>% within Zipcode</b>	<b>37.5%</b>	<b>62.5%</b>	<b>100.0%</b>
<b>28217</b>	<b>Count</b>	<b>5</b>	<b>5</b>	<b>10</b>
	<b>% within Zipcode</b>	<b>50.0%</b>	<b>50.0%</b>	<b>100.0%</b>
28226	Count	0	4	4
	% within Zipcode	.0%	100.0%	100.0%

28227	Count	1	11	12
	% within Zipcode	8.3%	91.7%	100.0%
<b>28262</b>	<b>Count</b>	<b>3</b>	<b>7</b>	<b>10</b>
	<b>% within Zipcode</b>	<b>30.0%</b>	<b>70.0%</b>	<b>100.0%</b>
28269	Count	1	6	7
	% within Zipcode	14.3%	85.7%	100.0%
28273	Count	1	7	8
	% within Zipcode	12.5%	87.5%	100.0%
28277	Count	0	3	3
	% within Zipcode	.0%	100.0%	100.0%
28278	Count	0	6	6
	% within Zipcode	.0%	100.0%	100.0%
28869	Count	0	1	1
	% within Zipcode	.0%	100.0%	100.0%
Total	Count	31	118	149
	% within Zipcode	20.8%	79.2%	100.0%

#### *Gender/race of Buyer*

- *Sales were more likely by male purchasers ( $p < .017$ )*
  - *Of all attempts, sales were made by males 36.1% of the time*
  - *Of all attempts for females, 15.6% were successful without identification*
- *There were NO difference in the race of the purchaser*

#### *Gender/race of seller*

- *There is no significant difference in the gender of the clerk. However, 25.6% of males sold compared with 15.2% of female clerks.*
- *There is no difference by race of the clerk*

#### ***Of all of the sales:***

***38.7% male clerk to female buyer***  
***29.0% male clerk to male buyer***  
***19.4% female clerk to female buyer***  
***12.9% female clerk to male buyer***

**List of stores selling and not selling in October 2010.**

**Table 6 Store that sold- October 2010**

<b>Outcome</b>	<b>Store</b>	<b>Location</b>
SALE	Amoco	1400 Ashley Rd Charlotte NC 28208
SALE	Arrowood Shell	7741 S Tryon St Charlotte NC 28217
SALE	Avenue Market	210 N Church St Charlotte 28202
SALE	Beatties Ford Mart	1121 Beatties Ford Rd Charlotte NC 28216
SALE	Bi-Lo	1620 Ashley Rd Charlotte NC 28208
SALE	Bitsy Bounty Food Mart	6307 The Plaza Charlotte NC 28217
SALE	Byrum's Food Mart	1727 Oakdale Rd Charlotte NC 28216
SALE	Centre St Mini Mart	404 Centre St Charlotte NC 28216
SALE	Compare Foods	818 Arrowood Rd Charlotte NC 28217
SALE	CVS	10515 Mallard Creek Rd Charlotte 28262
SALE	Doelarkeh	4227 Morris Field Dr Charlotte NC 28208
SALE	Down Town Convenience	1425 Kennon St Charlotte NC 28205
SALE	Exxon	5124 Central Ave Charlotte NC 28205
SALE	Exxon	9502 Mount Holly Huntersville Rd Huntersville NC 2
SALE	First Stop of Charlotte	501 Briar Creek Rd Charlotte 28205
SALE	Gateway Mini Mart	710 W. Trade St Charlotte 28202
SALE	Gee's Food Store	3600 Tuckaseegee Rd Charlotte NC 28208
SALE	Goat Wagon Groceries	120 N. Cedar St Charlotte 28202
SALE	Harris Teeter	2720 W. Mallard Creek Church Rd Charlotte 28262
SALE	K P Express Mart	2634 Statesville Ave Charlotte NC 28206
SALE	Kwik Stop	4000 N Graham St Charlote NC 28206
SALE	Los Dos Hermanos	409 W Craighead Rd Charlotte NC 28206
SALE	Osei Discount	9001 Nations Ford Rd Charlotte NC 28273
SALE	Petro Circle K	10409 Mallard Creek Rd Charlotte 28262
SALE	Petro Express	4500 Randolph Rd Charlotte NC 28211
SALE	Petro Express/ Marathon	605 Clanton Rd Charlotte NC 28217
SALE	Sam's Mart	4200 Statesville Rd Charlotte NC 28269
SALE	Target	1900 Matthews Township Pkwy Matthews NC 28105
SALE	Wilco	13354 Albermarle Rd Charlotte NC 28227
SALE	Woodies Sun Express	923 South Kings Dr Charlotte 28204
SALE	Xpress Mart	835 Clanton Rd Charlotte NC 28217

**Table 7 Stores that did not sell –October 2010**

<b>Outcome</b>	<b>Store</b>	<b>Location</b>
No Sale	A to Zee Food Store	3201 Beatties Ford Rd Charlotte NC 28216
No Sale	Al's Mini Mart	2325 Toomey Ave Charlotte NC 28203
No Sale	Amoco	5045 Ridge Rd Charlotte 28269
No Sale	Amoco	18405 Statesville Rd Charlotte NC 28078
No Sale	Amoco	9935 Ballantyne Commons Pkwy Charlotte NC 28277
No Sale	Amoco	8425 Wilkinson Blvd Charlotte NC 28214
No Sale	Atlantic Supermarket	6407 South Blvd Charlotte NC 28217
No Sale	B P Food Shop	426 Westinghouse Blvd Charlotte NC 28273
No Sale	Beatties Ford Market	3664 Beatties Ford Rd Charlotte NC 28216
No Sale	Benys Mart	2103 N Graham St Charlotte NC 28206
No Sale	Bi-Lo	12810 York Rd Charlotte NC 28273
No Sale	Brawleys Beverage	4620 Park Rd Charlotte NC 28209
No Sale	Cashions Quik Stop 4	19925 South Main St Cornelius NC 28278
No Sale	Central Food Mart	4633 Central Ave Charlotte NC 28205
No Sale	Circle K	5335 Prosperity Church Rd Charlotte 28269
No Sale	Circle K	7214 The Plaza Charlotte NC 28215
No Sale	Circle K	7301 The Plaza Charlotte NC 28215
No Sale	Circle K	1300 West Sugar Creek Rd Charlotte NC 28262
No Sale	Circle K	507 Little Rock Rd Charlotte NC 28214
No Sale	Compare Foods	3112 Milton Rd Charlotte NC 28215
No Sale	CVS	11430 N Tryon St Charlotte 28262
No Sale	CVS	8420 Steele Creek Rd Charlotte NC 28273
No Sale	CVS	1305 Matthews Township Pkwy 28105
No Sale	CVS	Matthews Mint Hill Rd Matthews NC 28105
No Sale	CVS	19305 W Catawba Ave Cornelius NC 28078
No Sale	CVS	9308 Kendall Dr Charlotte NC 28214
No Sale	CVS	4100 Carmel Rd Charlotte NC 28226
No Sale	Dens Mart	2235 The Plaza Charlotte NC 28205
No Sale	Express Grocery	2421 Central Ave Charlotte NC 28205
No Sale	Express Stop	2947 Gibbon Rd Charlotte NC 28269
No Sale	Exxon	10023 N Tryon St Charlotte 28262
No Sale	Exxon	8924 Pineville Matthews Rd Charlotte NC 28226
No Sale	Exxon	5200 Piper Station Dr Charlotte NC 28277
No Sale	Exxon	1700 Windsor Square Dr Matthews NC 28105
No Sale	Exxon	S Tryon St Charlotte NC 28273
No Sale	Exxon	12710 S Tryon St Charlotte NC 28273
No Sale	Exxon	4300 N Graham St Charlotte NC 28206
No Sale	Exxon	5701 Old Providence Rd Charlotte NC 28226
No Sale	Fast Track	502 Gilead Rd Huntersville NC 28078
No Sale	Food Lion	9100 S. Tryon St Charlotte NC 28273



No Sale	Food Lion	8118 Blair Rd Mint Hill NC 28227
No Sale	Food Lion	2931 East WT Harris Blvd Charlotte NC 28213
No Sale	Food Lion	1704 Harris Houston Rd Charlotte NC 28262
No Sale	Food Lion	9230 Moores Chapel Rd Charlotte NC 28214
No Sale	Food Lion	7400 Candlewyck Ln Charlotte NC 28226
No Sale	Food Store and Sandwich S	3241 Sam Drenan Rd Charlotte NC 28205
No Sale	Fullwood Express	11229 E Independence Blvd Matthews NC 28105
No Sale	G M Food Mart	9256 Albemarle Rd Charlotte NC 28227
No Sale	G T R Convenience	9135 Trinity Rd Charlotte NC 28216
No Sale	Giant Penny Grocery	3330 The Plaza Charlotte NC 28205
No Sale	Hari Express	4200 Brookshire Blvd Charlotte NC 28216
No Sale	Harris Teeter	5810 Prosperity Church Rd Charlotte 28269
No Sale	Harris Teeter	5030 Park Rd Charlotte NC 28209
No Sale	Harris Teeter	16625 Lancaster Hwy Charlotte NC 28277
No Sale	Harris Teeter	7852 Rea Rd Charlotte NC 28277
No Sale	Harris Teeter	13000 S Tryon St Charlotte NC 28278
No Sale	India Town	2809 W Sugar Creek Rd Charlotte NC 28262
No Sale	Jamies Quik Stop	2624 Sam Wilson Rd Charlotte NC 28214
No Sale	Kings Mart	2601 Tuckaseegee Rd Charlotte NC 28208
No Sale	Kwick Mart	10308 Albemarle Rd Mint Hill NC 28227
No Sale	Kwik Trip	2214 Statesville Ave Charlotte NC 28206
No Sale	Lawyers Food Mart	8505 Lawyers Rd Charlotte NC 28227
No Sale	Le Ma Food Mart	2301 The Plaza Charlotte NC 28205
No Sale	Lowes Food	13108 Eastfield Rd Huntersville NC 28078
No Sale	Lowes Food	8445 Davis Lake Pkwy Charlotte NC 28269
No Sale	Mas Por Menos	4805 South Blvd Charlotte NC 28217
No Sale	Osei Discount	2820 L D Parker Dr Charlotte NC 28206
No Sale	P C Mart	211 E. Woodlawn Rd Charlotte NC 28217
No Sale	Parkwood Food Mart	1121 Parkwood Charlotte NC 28205
No Sale	Perry's Mart	6727 Wilgrove Mint Hill Rd Mint Hill NC 28227
No Sale	Petro	6229 W Sugar Creek Rd Charlotte NC 28269
No Sale	Petro Express	10000 N Tryon St Charlotte 28262
No Sale	Petro Express	7208 E Independence Blvd Charlotte NC 28227
No Sale	Petro Express	8008 Harris Station Blvd Charlotte NC 28213
No Sale	Petro Express	3800 Wilkinson Blvd Charlotte NC 28208
No Sale	Pit Stop	9100 Lawyers Rd Charlotte NC 28227
No Sale	Pitt Stop	14601 Statesville Rd Huntersville NC 28078
No Sale	Plaza Seafood and Grocery	2519 The Plaza Charlotte NC 28205
No Sale	Quik N Ezee	2650 West Blvd Charlotte NC 28208
No Sale	Quik Shoppe	11924 Elm Ln Charlotte NC 28277
No Sale	Red Ball	2521 N Graham St Charlotte NC 28206
No Sale	Red Star	4100 The Plaza Charlotte NC 28205
No Sale	Rite Aid	2215 W. Arrowood Rd Charlotte NC 28217
No Sale	Rite Aid	4133 Park Rd Charlotte NC 28209
No Sale	Rite Aid	334 S Sharon Amity Rd Charlotte NC 28211

No Sale	Rite Aid	544 Providence Rd Charlotte NC 28207
No Sale	Rose Mini Mart	515 S Hoskins Rd Charlotte NC 28208
No Sale	Sam's Mart	668 W. John St Matthews NC 28105
No Sale	Sam's Mart	6233 Albemarle Rd Charlotte NC 28212
No Sale	Sam's Mart	7008 Albemarle Rd Charlotte NC 28227
No Sale	Sam's Mart	4601 Statesville Rd Charlotte NC 28269
No Sale	Sav Way Foods	4459 Central Ave Charlotte NC 28205
No Sale	Shamrock Discount Mart	1832 Shamrock Dr Charlotte NC 28205
No Sale	Silver Express	5115 N Tryon St Charlotte NC 28213
No Sale	Sunny Food Mart	3218 Tuckaseegee Rd Charlotte NC 28208
No Sale	Swami Mart	3040 South Blvd Charlotte NC 28209
No Sale	Target	9531 South Blvd Charlotte NC 28273
No Sale	Target	8901 Sam Furr Rd Huntersville NC 28078
No Sale	Target	8830 Albemarle Rd Charlotte NC 28227
No Sale	Texaco	2605 Central Ave Charlotte NC 28205
No Sale	Thomasboro Grocery	235 Bradford Dr Charlotte NC 28208
No Sale	Trader Joes	1133 Metropolitan Ave Charlotte 28204
No Sale	Tyson's Grocery	415 Remount Rd Charlotte NC 28203
No Sale	Walgreens	8538 N Tryon St Charlotte 28262
No Sale	Walgreens	9848 Gilead Rd Huntersville NC 28078
No Sale	Walmart	3304 Eastway Dr Charlotte NC 28205
No Sale	Walmart	9820 Callabridge Ct Charlotte NC 28216
No Sale	Walmart	3240 Wilkinson Blvd Charlotte NC 28208
No Sale	Waynes Super Mart	2050 N Graham St Charlotte NC 28206
No Sale	West Blvd Grocery	1601 Remount Rd Charlotte NC 28208
No Sale	West Side C Store	1808 Rozzelles Ferry Rd Charlotte NC 28208
No Sale	Wilco	10925 University City Blvd Charlotte 28213
No Sale	Xpress Mart	2601 South Blvd Charlotte NC 28209
No Sale	Xpress Mart	7837 Nations Ford Rd Charlotte NC 28217
No Sale	Xpress Mart	1920 Central Ave Charlotte NC 28205
No Sale	Xpress Mart	2700 N Tryon St Charlotte NC 28206
No Sale	Xpress Mart	9101 Old Concord Rd Charlotte NC 28213
No Sale	Xpress Mart	4515 Little Rock Rd Charlotte NC 28214