Annual report 2019

The results from minors’ attempts to buy alcohol in grocery stores and state-run liquor stores 2019

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When will we be taken seriously?

Throughout the whole year, volunteers in Juvente have spent thousands of hours traveling the country to control grocery stores and state-run liquor stores (also referred to as wine monopolies) to see if they comply with the rules regarding responsible sales of alcohol. This is something that should be easy to uphold. Still though, Juvente has uncovered thousands of sales to minors since 2007. We have seen an improvement, meaning a decrease in sales to minors from the time the project started. However, in 2019 as many as 18,5% of these attempts resulted in sales. This does not mean that they have overhold. Still though, Juvente has uncovered through this bad routines and uncovers through this bad routines and violations of the law when it comes to sale of alcoholic beverages. The campaign has run since 2007, and every year we publish our annual report. The campaign goes into its 13th year in 2020.

During 2019 minors in Juvente tested to see if they were allowed to buy alcohol in stores all over the country in a total of 1393 attempts. In 2018 they sold alcohol to minors in just over 11 % of the attempts. This year it is especially one estate that differs from previous years. The wine monopoly has traditionally been the very best at age controls, but in 2019 they sold alcohol to alcohol when underage, compared to the year before. It is obvious that an estimate-based system based on looks and appearance does not work. There are several measures we can implement to end the illegal alcohol sale to minors. This is why, together with several other measures, we suggest that everyone, no matter age, should show IDs when buying age-restricted alcoholic products.

The alcohol buying campaign is a political campaign aiming to discover sales of alcohol to minors in grocery stores and wine monopolies throughout the country. The youth organisation Juvente is behind the campaign and uncovers through this bad routines and violations of the law when it comes to sale of alcoholic beverages. The campaign has run since 2007, and every year we publish our annual report. The campaign goes into its 13th year in 2020.

The results from 2019 show that youth must continue shouting out loud so that our politicians finally see that they must address this illegal sales of alcohol to minors. We hope that this report will motivate and engage for further work.

Christina Babington
Board leader, Juvente

Summary

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In 2019 members of Juvente have controlled stores all over Norway, in all counties. Everyone participating in the controls are between 13 and 16 years of age, with exemption from the ones controlling the state-run liquor stores. They are 17 years old, buying age restricted products in which you should be 20 years of age to be able to buy. In total, Juvente has undertaken 1393 controls in 2019. In 18,5 % of the attempts, minors were allowed to buy alcoholic beverages.

Age and sex
If you divide the sales attempts of 2019 by sex, you see that boys got to buy alcoholic beverages in 12,09 % of their attempts. Girls got to buy in 19,71 % of their attempts. That means that girls are 63 % more likely to be able to buy alcohol than boys. In 2018 it was 77 % more likely for a girl to get to buy than a boy. In 2019 we see that both girls and boys are less likely to get to buy alcoholic beverages than the previous year.

The various chain-stores
During 2019, 1393 controls were made in 15 different chains and independent stores. This includes the state-run liquor stores. Some individual stores have been controlled multiple times, while others have only been controlled once. Statistically the probability for selling to a minor is higher if controlled multiple times. This is something to keep in mind while reading the results.

SPAR is the chain that is the worst at age controls with sales in 26 % of the attempts. Thereafter you find Rema 1000 which sold in 21 % of the attempts. Matronkinen and Nærbudiken sold in 20 % of the attempts, and thereafter follows Coop with a sales rate of 19,6 %.

Meny is the chain that proved to be the best at age controls in 2019. Minors only got to buy in 6% of the attempts. This makes Meny the best chain store, and it shows that they have cut sales to minors with more than half from the previous year. In 2018 they sold in 14 % of the attempts.

Traditionally, the wine monopoly (state-run liquor stores) have been at the top when it comes to Juvente’s controls. And we have multiple times talked about their routines as best practice. In 2018 they sold to one of our minors in only 1 out of 53 attempts. In 2019 we got to buy alcoholic products with more than 22 % of alcohol content in 9 out of 80 sales.

RESULTS FROM 2019
Counties and age controls
In 2019 we visited and controlled all counties. Nordland is the most controlled county, followed by Troms og Finnmark. In the latter we did 229 controls, whilst in the first we did 264 controls.

The county with the most sales in all of Norway is Troms og Finnmark, with sales in 28.82% of the attempts. Then follows Møre og Romsdal with sales in 25% of the attempts. However, there were a lot fewer controls in this county, so this needs to be taken into consideration.

Unfortunately, we only had six controls in Oslo in 2019, and we therefore believe that the sales percentage would have been higher than 0% if controlled more. When taking only the counties controlled more than 100 times into consideration, Agder is proving to be the best county with sales in only 9.84% of the attempts.

Best county 2019: Agder

The alcohol buying campaign has run annually since 2007. From 2007 to 2019 Juvente has conducted a total of 12 596 controls. As many as 3179 attempts have resulted in sales, something that shows that Juvente’s minors have been able to buy alcohol in 25 % of the attempts over the years.

Yearly variations
The annual number of controls have varied over the times. This is reflected in the results that can be found on this page. The results are also affected by the age of the ones conducting the controls, as we some years have more 13-year olds than 16-year olds, and vice versa. However, in some years we see that the younger ones are allowed to buy more than the older ones. We do not have an explanation for this.

As girls tend to get to buy more than boys, we see a reduction in sales the years where we have had more active boys than girls. We find it problematic that girls to a lesser extent are asked to show ID. Even though girls may seem more mature than boys at the same age, they are still both minors. This is one of the reasons why we believe that we should implement that everyone must show ID upon buying alcoholic beverages.

The most important thing that our controls show is that minors get to buy alcohol in a relatively high percentage of the times, and if they try several times the chances are higher. This is in violation with the law and needs to be addressed.

Development in sales
Since Juvente started conducting the alcohol buying campaign in 2007 we see a decreasing tendency in sales to minors. In 2007 as many as forty percent of the attempts resulted in sales and in 2019 only 18.5% percent of the attempts resulted in sales. We are please to see the changes; however, the percentage is still disturbingly high.

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What can we learn from the alcohol buying campaign?

• Good routines have to be implemented and respected.

• By removing the current system based on looks and appearance we remove the current problems.


Annual report 2019 for the Alcohol Buying Campaign by Juvente.

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The alcohol buying campaign is financed with funding from the Norwegian Directorate of Health.
Juvente Norway is a politically and religiously independent youth organization for young Norwegians between 13 and 26 years of age. All Juvente activities are for youth and by youth and Juvente gathers young people who want to create a world of human dignity and solidarity, without the hindrance of harmful substances.

Juvente works with prevention, policy advocacy, development work as well as the creation of inclusive, safe and fun youth environments all over Norway.

Juvente provides young people with a platform and the tools needed to get involved in the questions that young Norwegians care about. Juvente offers young people the opportunity to create, take responsibility for and test leading in organizing exciting events, activities and projects.