



# Annual report 2019

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

[skjenkekontrollen.no](http://skjenkekontrollen.no)



## 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 sale of alcohol. This is the reason why we can publish this report with thorough results. Our volunteers deserve a sincere thank you.

The alcohol law is clear: sale of alcoholic beverages to minors should not take place. This is something that should be easy to overhaul. 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 our attempts resulted in sales. This is not good enough.

Alcohol is no ordinary commodity, and sales of alcoholic beverages comes with a big responsibility. Our report shows that this responsibility is not taken seriously enough. Age regulations is one of the most crucial alcohol political means that we have. However, this measure is undermined when stores and employees do not take their part of the responsibility.

Youth are in an extra vulnerable phase of their lives, and they are especially vulnerable when alcohol enters the picture. As in previous years, girls are allowed to buy alcoholic beverages in more attempts than boys. If you are a girl, you are 63% more likely to get to buy alcohol when underage, compared to boys. It is difficult to say exactly why, but it proves that the current system is vulnerable and easy to trick.

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 this year they have experienced a turn in the results. They have very good routines for age controls, but in 2019 they sold alcohol to our minors in just over 11 % of the attempts. In 2018 they sold in less than 2 % of our attempts. This does not mean that they have become worse at checking IDs, it just proves that even their system is vulnerable. 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 results from 2019 show that youth must continue shouting out loud so that our politicians finally see that they must address the illegal sales of alcohol to minors. We hope that this report will motivate and engage for further work.

Happy reading!

**Christina Babington**  
Board leader, Juvente



Foto: Wesenberg / kolonihaven.no

## SUMMARY

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.

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. 18,5 % of these attempts resulted in sales. Juvente has controlled all the counties in Norway, and a total of 116 municipalities.

The aim of the campaign is to put focus on the fact that minors can easily get their hands on alcohol through ordinary sales outlets in Norway, Juvente's controls are not research, but they are part of a political campaign aimed at showcasing the problems we experience related to sales of alcoholic beverages. It is important to us to emphasise that

municipalities and stores have a responsibility when it comes to avoid these sales from taking place.

Our controls are carried out so that a minor and a person of age go to a store or state-run liquor store. The minor goes inside while the person of age waits outside or in sight of the register. The minor picks up 1-6 units of alcohol and something else (a snack or similar) and goes to the register. We make no attempts to look older than we are, and we do not use fake IDs. At the register we never lie about our age, we simply say that we forgot our ID at home, if asked, and ask if we can buy it anyways. The person at the register should say no to this, but on several occasions, they let it slide. The person of age writes in a report whether the attempt ended in sale or not. We collect all the information and create the report you are reading (this being a very short version of it). For a full overview over the results from 2008-2019, see [www.skjenkekontrollen.no](http://www.skjenkekontrollen.no).

Put short, the demands of this campaign are:

- Common obligation to show ID for everyone.
- More and better controls of sales and licences surrounding alcohol, with a special focus on sales to minors.
- Sales to minors should lead to immediate loss of licences.
- We need formalised experiments with provoked sales to minors in the routine controls run by the individual municipalities.



## RESULTS FROM 2019

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.

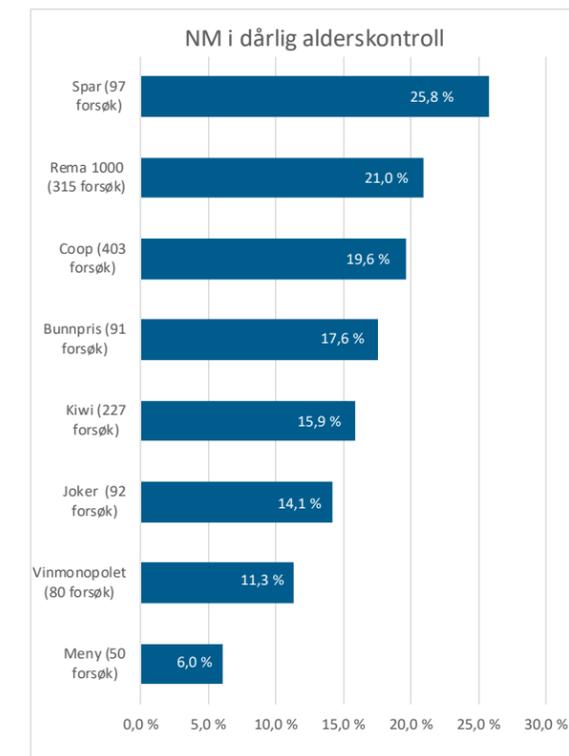
### Age and sex

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. Matkroken and Nærbutikken 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.

«Girls are 63% more likely to be able to buy alcohol than boys»

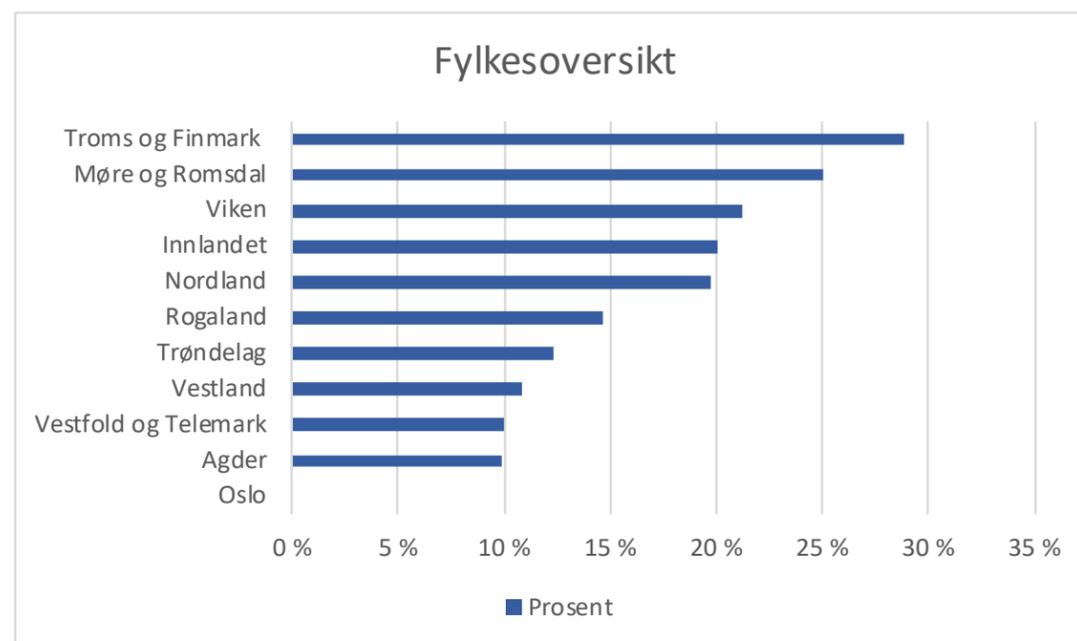


### Counties and age controls

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.



## Development throughout the years

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 seen 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

År	Kjøpsforsøk	Kontroller per butikk (snitt)
2007	517	2,16
2008	1176	2,42
2009	348	1,68
2010	558	1,89
2011	677	2,48
2012	972	2,38
2013	873	2,03
2014	1341	1,49
2015	1801	1,75
2016	711	1,22
2017	1240	1,27
2018	1475	1,15
2019	1393	1,49

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.

### 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.



Foto: Lene Neverdal/Juvente

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Annual report 2019 for the Alcohol Buying Campaign by Juvente.

Contact information:  
Address: Juvente, Torggata 1, 0181 OSLO  
Email: [juvente@juvente.no](mailto:juvente@juvente.no)  
Phone: 23 21 45 50  
Webpage: [skjenkekontrollen.no](http://skjenkekontrollen.no) / [juvente.no](http://juvente.no)

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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.



**juvente.no!**



# Juvente