

Alcohol Home Delivery Study

Final Data Collection Report 2022

Jessica Neuwirth, Public Health & Consumer Protection Policy Analyst, OLCC

Julia Dilley, Principal/Epidemiologist, Rainier Theory



HUGE THANKS!

Local coordinators

- Lyndi Petty, Alcohol & Drug Prevention Coordinator, Washington County Department of Health & Human Services
- Clair Raujol, Addictions Prevention Coordinator, Multnomah County Health Department & Big Village Coalition
- Francis Pastorelle, Assistant Director of Residence Life, University of Oregon – University Housing

Advisory Team

- OHA Public Health: Vicky Buelow, Amanda Cue, Dr. Tom Jeanne
- Oregon ADPC: Dr. Reginald Richardson, Jill Gray
- Oregon State Police: Sgt. Timothy Plummer
- McMenamin's Pubs & Breweries: Conners McMenamin
- OLCC: Clint Foley.

Project funding

National Alcohol Beverage Control Association (NABCA)



Project Purpose

- **Research question:** Are good practices for alcohol distribution being following during home delivery of alcohol, especially by third-party delivery services?
- **How answers will be used:** Inform ongoing policymaking discussions about monitoring, regulation, education of licensees, enforcement
 - What to focus on
 - How to address identified needs
- **OLCC considerations:** does the agency have the resources/authority to address identified needs?



Project Methods

- **NOT intended for enforcement action, only observation**
- Focus: Home delivery of beer, wine, cider, and drinks-to-go by third party providers in Oregon
- Adult (ages 21-26) volunteers record information about what happened during a purchase that they planned or that would be “normal” for them
- Volunteers recruited through local partners in county health departments and graduate schools
- Methods were reviewed and the project determined as public health practice (not requiring ongoing scientific oversight) by the Oregon IRB

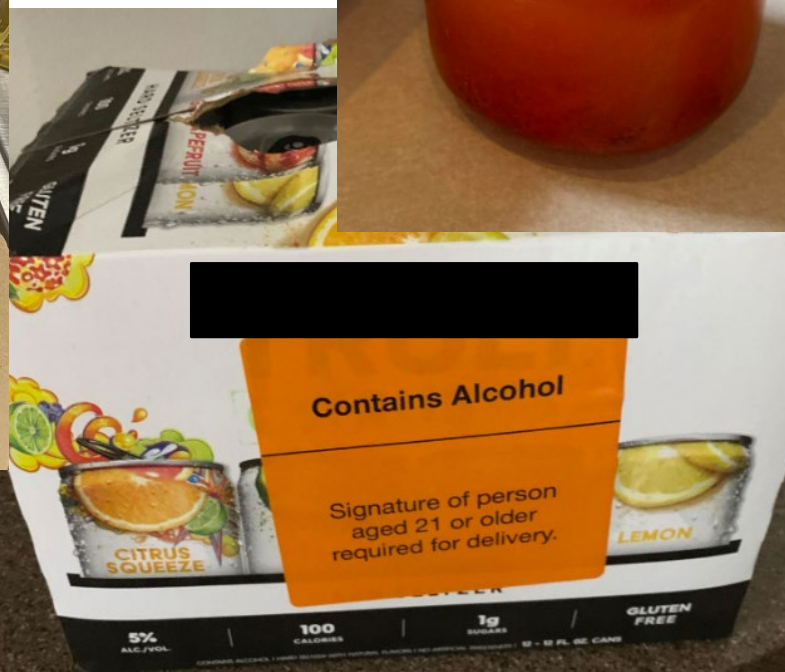
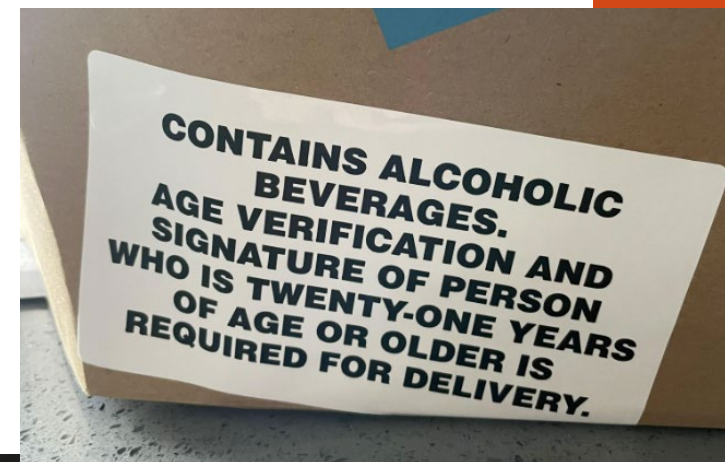
Eyes On Oregon Observations



Adult volunteers
ages 21-26
recorded their experiences of
beer, wine, cider, and drinks-to-go
home delivery in Oregon.

They recorded 106 orders from
the most used third party
vendors.

What was purchased



Examples of items purchased

Top left image note: "tobacco" sticker may have been a mistake or used for other reasons



“Main outcomes” defined

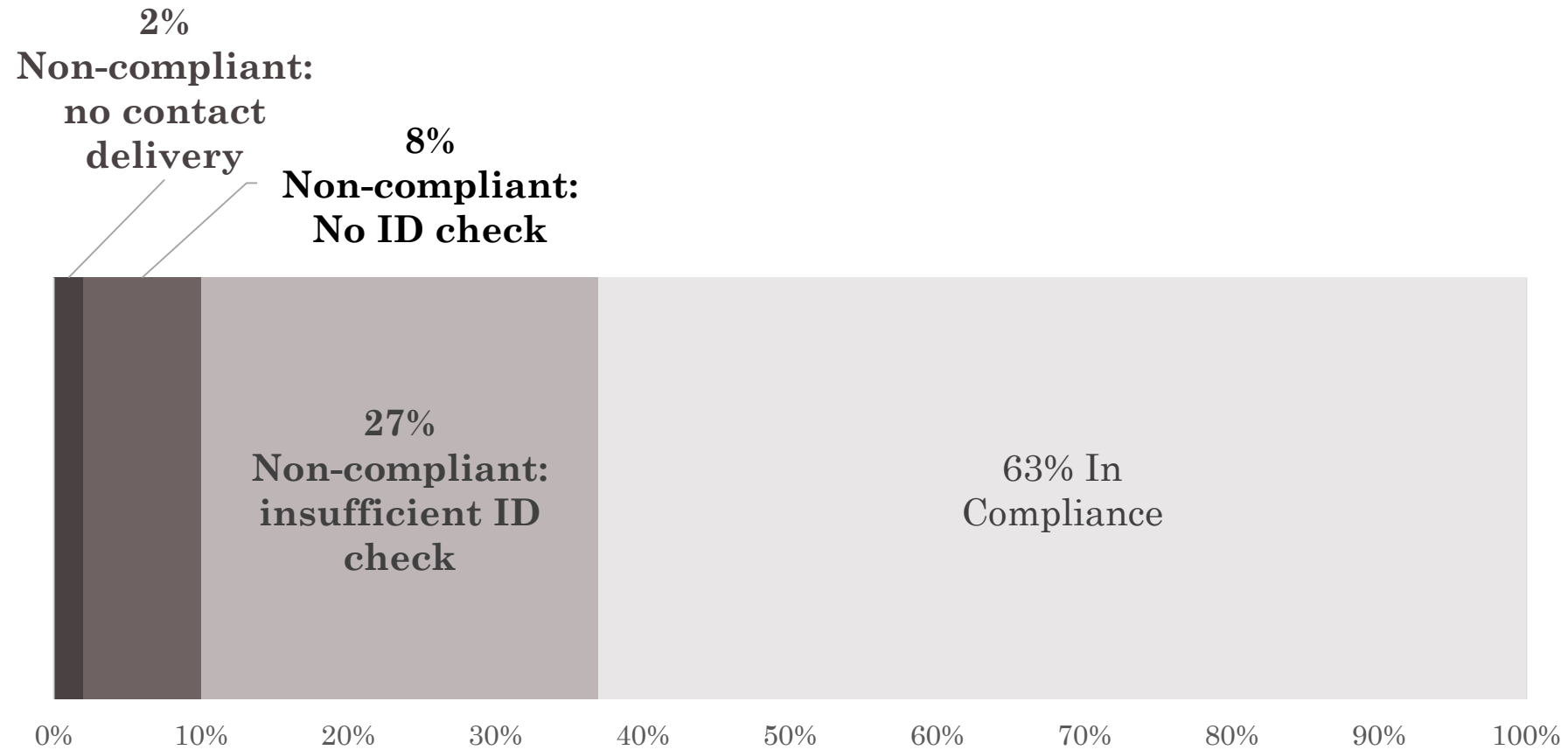
Non-compliant

- *No contact delivery*
- *No ID checked*
- *Insufficient ID check*

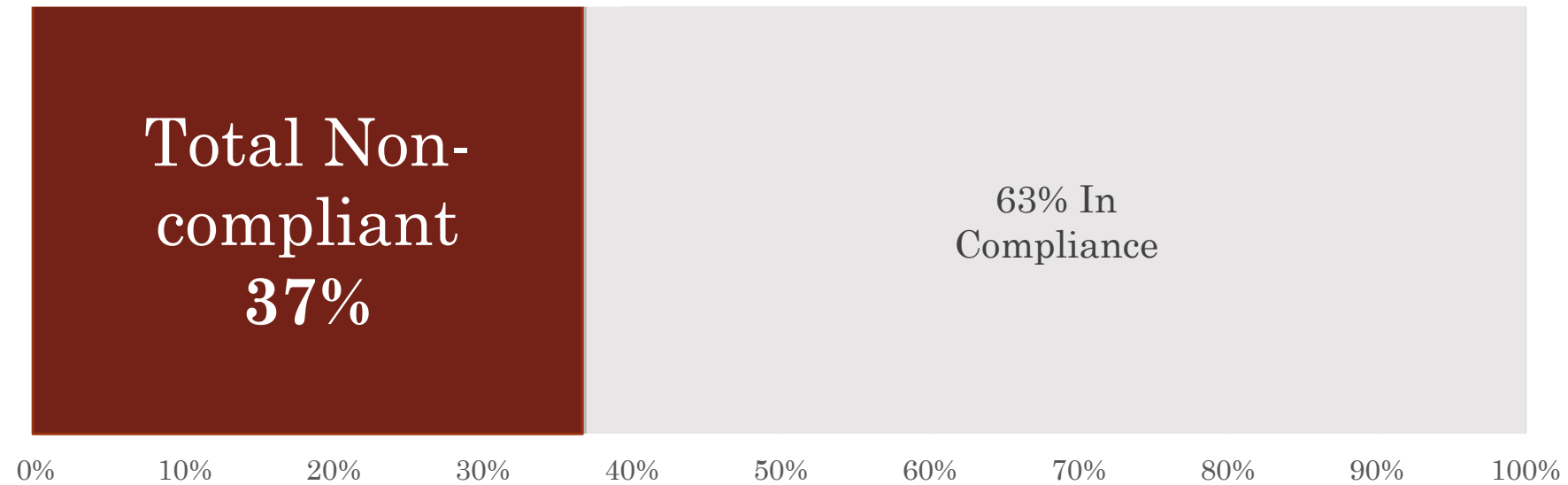
Compliant

- ID checked and DID appear to be carefully reviewed

Summary of Outcomes



Summary of Outcomes



Results

Delivery drivers did not check IDs consistently



1 in 3

alcohol deliveries were
non-compliant

Delivery drivers were less likely to check IDs of younger customers



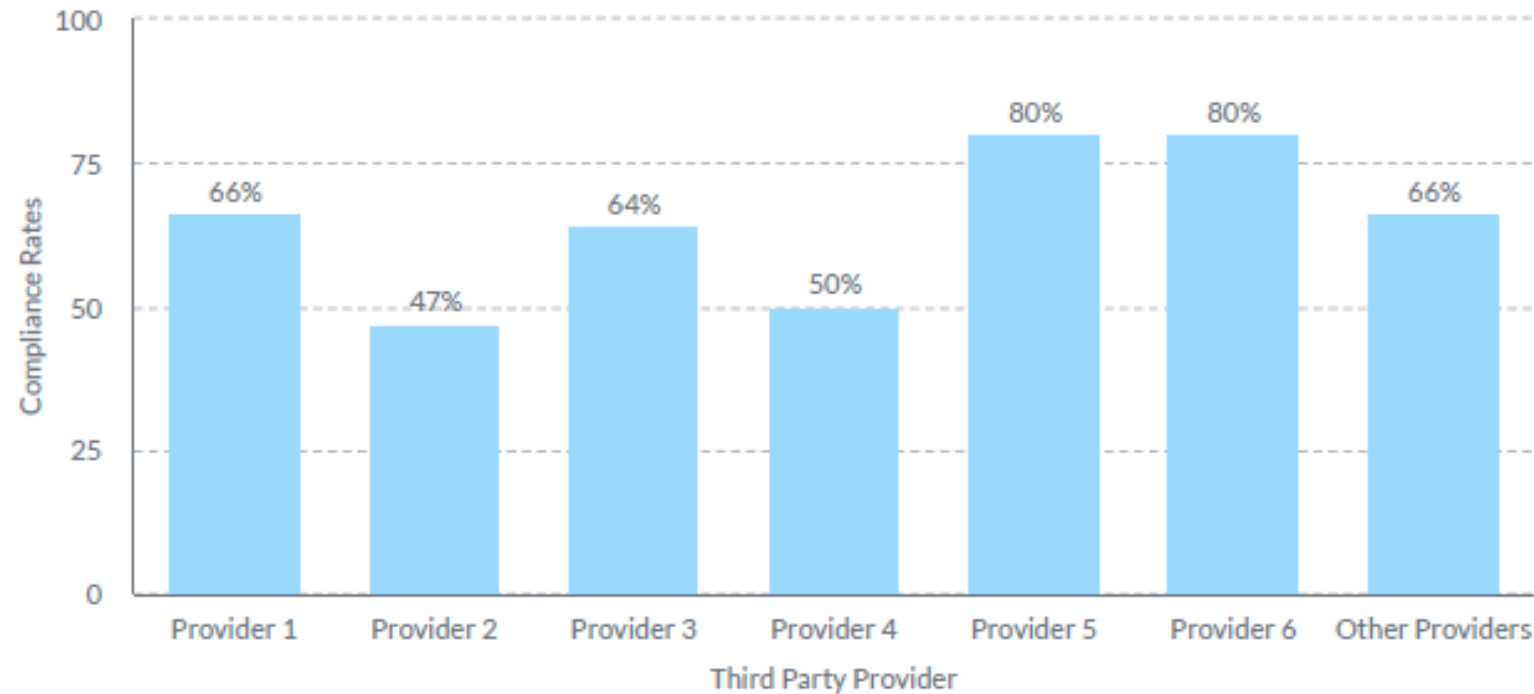
Among 21-23 year olds

46%

did not have their
IDs checked

Results

Vendor Compliance Rates



The survey is designed to produce objective and timely data and is not representative data for all third party provider deliveries in Oregon.



Non-compliance by Purchase or Volunteer Characteristics

- No differences by gender, race/ethnicity
- Differences by age group
 - **46%** for ages 21-23, vs. 32% for ages 24-26
- Differences by delivery setting
 - **44%** for apartment vs. 29% for house delivery
- Differences by time of delivery
 - **56%** for 6-10 pm, vs. 24% for 10am-2pm

Note: people with missing demographic information are not included (we said personal characteristics were optional to report)



Potential Risk: Scanners and Uploaded ID Images

- Scanning an ID (at delivery of the purchase)
 - “does the math” for the age of the person shown on the ID
 - Does not assure the person with the ID is the same person who is of legal age to purchase
- Uploading a copy of the ID (during the purchase)
 - Communicates that a person must be 21+ and have an ID to check
 - Does not assure the ID is the same as the person who is of legal age to purchase
 - Does not replace checking a physical ID (which could be altered in a photo)



What did we learn?

37% non-compliance: room for improvement

- Education may be needed that scanners/photos of ID are supportive but do not replace the need for ID checking

Some factors may reduce ID checking: Younger adult purchasers (21-23), apartment deliveries, evening/nighttime orders

- Policies to just check everyone, always reduce opportunities for biased decision-making

Third-party delivery services are using different practices: One third party provider has a photo uploaded at purchase, another third party provider has multiple text messages from the delivery agent

- Oversight may help to understand what they are doing, and support effective approaches