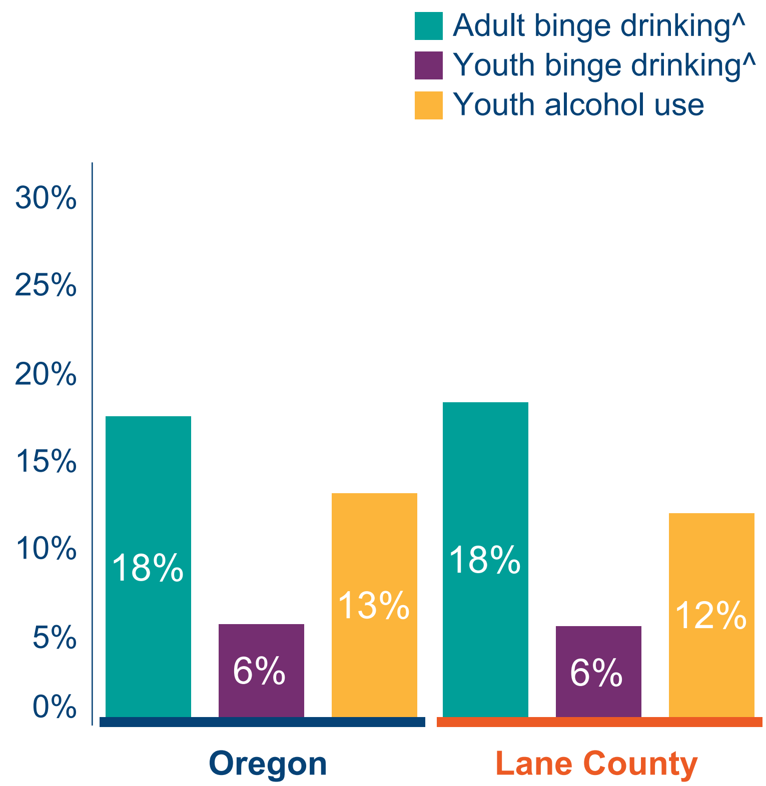
Lane County Alcohol Retail Snapshot

Assessing Oregon's retail environment

Across Oregon, alcoholic beverages are readily available, and people are regularly exposed to alcohol marketing. Increased exposure to advertising can increase drinking intentions, consumption and harmful drinking.[1] In Oregon, alcohol use among adults has been rising, and 2,500 people in Oregon die from alcohol-related causes every year.[2]

In early 2025, local health department staff, nonprofits and volunteers visited tobacco retailers across Oregon to collect data on the types of products available and how they are marketed and promoted. Additional information was gathered for tobacco retailers who also sold alcohol. Retailers included places where youth shop, like grocery stores, convenience stores and gas stations.

Alcohol use among adults[3] (2023) and youth[4] (2024)



^Binge drinking is consuming five or more drinks for men, or four or more drinks for women, on one occasion.

76 store assessments
completed in Lane County

95% of stores
assessed **sold alcohol** in Lane County

March 2026

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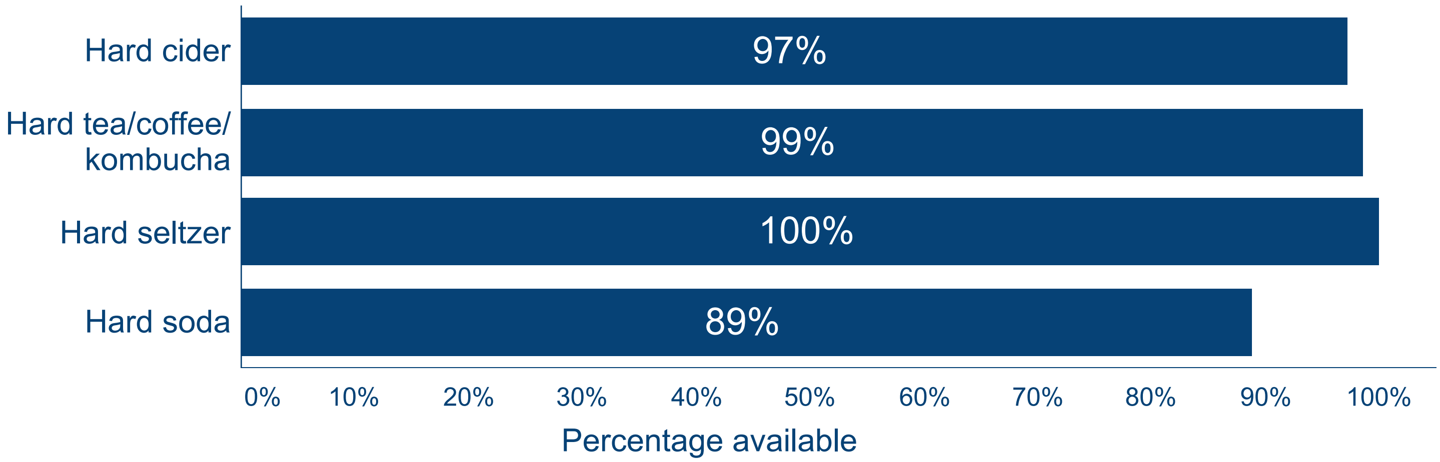
Counter Tools

Youth Appeal: Lane County

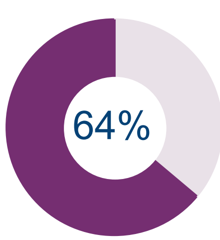
Availability of flavored alcohol products



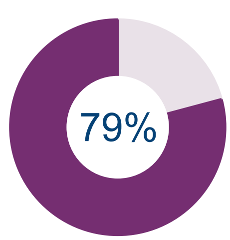
The retail environment often features alcohol advertisements at children’s eye level and products placed near candy, toys or other youth friendly products. Co-branded alcoholic beverages are alcoholic drinks that share the same or similar brand name, logo or packaging as a non-alcoholic beverage.

Examples include Hard Mountain Dew, Spiked Simply Lemonade or Topo Chico Hard Seltzer. These products can be particularly appealing to youth who are already familiar with the brands' non-alcoholic products.

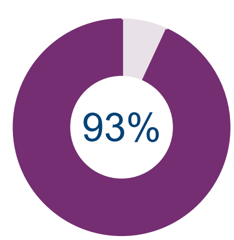
Percentage of stores using common marketing strategies that appeal to youth



Alcoholic beverages within 12 inches of youth products



Alcohol ads within 3 feet of the floor



Sold co-branded alcoholic beverages

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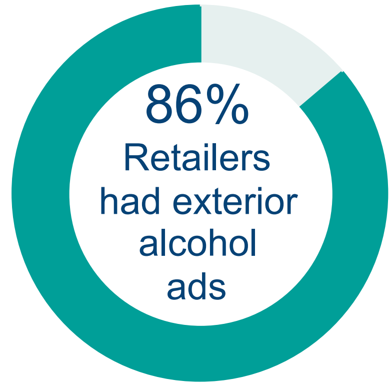
Pricing and Promotion: Lane County

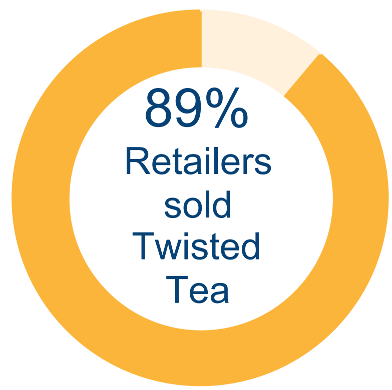
Alcohol is heavily advertised in Oregon stores

Increased exposure to advertising can lead to increased alcohol consumption.[1] Research shows that stores advertise alcohol more heavily in neighborhoods with more youth of color compared to mostly white neighborhoods.[5]



Large, single-serve alcohol is available at low prices

The price of alcohol is one of the biggest determinants of consumption.[6] Alcoholic beverages often contain multiple standard drinks in a single non-resealable container. These products are inexpensive, come in a variety of flavors and are sold in the types of stores young people frequent.



Cheapest average advertised price of Twisted Tea 5% ABV

$4.02

=

Two standard alcoholic drinks in one 24 oz single-serve container

$2.01

per standard alcoholic drink

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Countering Alcohol Marketing and Advertising

Recommendations

Limit access and density
Communities can take steps to limit access to alcohol and reduce excessive alcohol use by changing the rules for when and where alcohol can be sold. The concentration of alcohol retail outlets in a given area is called alcohol outlet density. Alcohol outlet density can be regulated at the local level through zoning and business licensing laws. Limiting the hours or days when alcohol can be sold is another tool that can be applied to bars, restaurants, retail stores or liquor stores.

Increase the price of alcohol
Increasing the price of alcohol by raising alcohol taxes is an effective strategy for reducing excessive alcohol consumption and related harms. Other strategies to increase prices include setting minimum unit prices or restricting the redemption of coupon or other discounts. Dedicating a portion of new revenues generated by price increases to effective prevention and treatment programs could further amplify reductions in excessive alcohol consumption and related harms.

Maintain state control
The Oregon Liquor and Cannabis Commission (OLCC) is the agency responsible for regulating the sale and service of distilled spirits in Oregon. State control establishes a structured market and determines the pricing and availability of distilled spirits products. Through this structure, the OLCC generates significant non-tax revenue that is distributed to state and local programs, including schools and public health programs. The repeal of a state control model (known as privatization) commonly leads to an increase in the number of alcohol retail outlets and increased alcohol consumption.

Other Options

Learn about and get involved in the regulatory landscape
Oregon Administrative Rules (OARs) determine how the OLCC interpret and implement state alcohol laws. The process of developing or modifying OARs is called rulemaking. Rules related to alcohol include licensing requirements, service permits, minor access and possession, host liability and delivery regulations. Individuals and communities can participate in the rulemaking process by submitting public comments on rules, petitioning for new or improved rules, or serving on a Rules Advisory Committee.

Citations

1. Sargent JD, Babor TF. The relationship between exposure to alcohol marketing and underage drinking is causal. J Stud Alcohol Drugs Suppl. 2020;Suppl 19:113–124. doi:10.15288/jsads.2020.s19.113.
2. Oregon Health Authority. Workbook: SHIP. Salem (OR): Oregon Health Authority; [accessed 2025 Dec 8]. Available from: https://visual-data.dhsoha.state.or.us/t/OHA/views/SHIPv2/dash47alcohol-SHIP
3. Oregon Behavioral Risk Factor Surveillance System (BRFSS). 2023. Oregon Health Authority; 2023.
4. Oregon Student Health Survey. 2024. Oregon Health Authority; 2024.
5. Pasch KE, Komro KA, Perry CL, Hearst MO, Farbakhsh K. Does outdoor alcohol advertising around elementary schools vary by the ethnicity of students in the school? Ethn Health. 2009 Apr;14(2):225–236. doi:10.1080/13557850802307809. PMID:18821155; PMCID:PMC2658768.
6. Community Preventive Services Task Force. Preventing excessive alcohol consumption: increasing alcohol taxes. Atlanta (GA): The Guide to Community Preventive Services; 2007 June.

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