Alcohol Retail Marketing and Product Availability in Oregon

This report describes how Oregonians are exposed to alcohol products and marketing in places they shop every day.

Summary of Statewide Report

Across Oregon and the United States, people are exposed to extensive alcohol marketing. The alcohol industry spends nearly $3.5 billion nationally to promote its products each year. In Oregon, alcohol use among adults has been rising, and the rate of deaths directly related to alcohol is nearly double the national average.

Underage drinking is a serious public health problem, and alcohol marketing makes it worse. Alcohol is the most commonly used drug among youth in the United States, and underage drinking increases the risk of alcohol use disorder later in life.

To create a current picture of what alcohol retail marketing looks like across the state, Oregon Health Authority (OHA) conducted the Tobacco and Alcohol Retail Assessment in 2018. Local health department staff, nonprofits, tribes and volunteers visited nearly 2,000 retailers. The assessment exposed the ways in which the alcohol industry advertises and markets to Oregonians, particularly youth, through flavored products and low prices.

Communities can take steps to limit youth access to alcohol and reduce excessive drinking by changing the rules for where and when alcohol can be sold.

Consider These Assessment Findings

Assessment findings provide a snapshot of tobacco retailers that sell alcohol across Oregon.

- 1 in 2 retailers advertised alcohol outside the store
- 1 in 4 retailers that sold beer had large beer displays at the entrance to the store
- 73 percent had alcohol advertisements inside the store
- 50 percent displayed alcohol products within 12 inches of items such as toys and candy
- 17 percent of retailers that sold beer cross-promoted products with universities

WHAT IS THE ALCOHOL AND OTHER DRUG PREVENTION AND EDUCATION PROGRAM (ADPEP)?

The Oregon Health Authority Alcohol and Other Drug Prevention and Education Program (ADPEP) works collaboratively with every Oregon county and tribe to implement alcohol and other drug prevention and education programs. ADPEP is grounded in best practices for prevention and seeks to make sustainable community change to reduce harms related to alcohol and other drugs.
Washington County Alcohol Marketing Snapshot

County Alcohol Assessment Overview

Across Oregon, teams visited nearly 2,000 grocery stores, convenience stores, gas stations, pharmacies and other retailers. All retailers assessed sold tobacco and allowed youth under 18 to shop in their stores.

Findings on Alcohol Marketing and Advertising in Washington County

In Washington County, survey teams assessed 209 tobacco retailers that sold alcohol.

- 4 in 9 advertised alcohol products outside the store
- 83 percent sold sweet, flavored alcohol products (i.e., alcopops)
- 40 percent sold alcohol products within 12 inches of toys and candy
- 5 in 9 offered price promotions on alcohol products
- 8 percent of retailers that sold beer cross-promoted products with universities

To Find Out More, Check Out the Resources Below:


Alcohol Use Among Adults (2018) and Youth (2019)

Countering Alcohol Marketing and Advertising

Communities can take steps to limit youth access to alcohol and reduce excessive drinking by changing the rules for where and when alcohol can be sold.

- **Zoning and Business Licensing Restrictions** – Zoning restrictions can limit the number of retailers in an area, require a minimum distance between retailers or prohibit retail locations near schools or other areas youth frequent.
- **Sales Restriction Policies** – Limiting the hours or days when alcohol can be sold is another tool that may be applied to bars, restaurants, retail stores or liquor stores.

For more information from OHA about alcohol and how it impacts Oregon:

- Read the Statewide Tobacco Retail Assessment report, available at: [https://smokefreeoregon.com/retailassessment/](https://smokefreeoregon.com/retailassessment/)
- Visit Place Matters Oregon at: [https://placemattersoregon.com/](https://placemattersoregon.com/)