

# **Oklahoma Underage Access to Alcohol Report 2025**



**OKLAHOMA**  
Mental Health &  
Substance Abuse



**OKLAHOMA**  
ABLE Commission

# STUDY PARTNERS

## **OKLAHOMA DEPARTMENT OF MENTAL HEALTH AND SUBSTANCE ABUSE SERVICES**

The Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) is responsible for the prevention and treatment of substance use and mental health problems in Oklahoma. Additionally, ODMHSAS partners with other organizations on the 2 Much 2 Lose (2M2L) initiative, which aims to decrease underage drinking and youth access to alcohol. ODMHSAS funded this study to determine the rate of illegal alcohol sales to underage youth, factors related to illegal sales, and to inform the development of preventive interventions.

## **OKLAHOMA ALCOHOLIC BEVERAGE LAWS ENFORCEMENT COMMISSION**

The Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission is responsible for ensuring compliance with the Oklahoma Alcoholic Beverage Control Act through regular inspections of licensed entities. Priority enforcement is directed toward the elimination of access to alcoholic beverages and tobacco products for underage persons. The Oklahoma ABLE Commission partnered with ODMHSAS to coordinate study compliance checks.

## EXECUTIVE SUMMARY

The purpose of the Oklahoma Underage Access to Alcohol Study was to determine the rate of illegal alcohol sales to underage buyers in the state of Oklahoma. Additionally, this study examined the characteristics of establishments that sell beer to underage buyers, as well as other factors that may be related to the sale of beer to the underage buyers and how these could relate to improving the required training for clerks/servers in Oklahoma.

Underage buyers, accompanied by Oklahoma Alcohol Beverage Law Enforcement (ABLE) Commission agents, attempted to purchase beer at 642 on-premise and off-premise establishments in Oklahoma. On-premise locations are those in which alcohol is purchased and consumed on the premises, such as restaurants. Off-premise locations are those in which alcohol is purchased and consumed elsewhere, such as convenience stores. Purchase attempts were made following instructions detailed in a protocol, and buyers completed a survey following each attempt. The survey included information about the establishment, the purchase attempt, the outcome of the sale, demographic information about the clerks/servers, date and time of attempt, whether or not the clerk/server verified their age, among other questions.

Overall, 16% of establishments throughout the state sold beer to underage buyers, with a range of 7% to 35% in different regions of the state, which is a decrease from 26% of retailers in 2023. The state compliance rate for this survey was 83.8%. Several factors and characteristics emerged as having a statistically significant relationship with the sale of beer to underage buyers.

- In all establishments, clerks/servers asked to see identification and verify the youth's age in 89% of attempts, an increase from 81.3% in 2023.
- On-premise alcohol consumption establishments had a sales rate of 22.1%, a decrease from 41.0% in 2023, while off-premise alcohol consumption establishments had a sales rate of 12.0%, a decrease from 16.5% in 2023.
- Of the clerks/servers checked, 87.8% had taken an ABLE approved employee alcohol training program and possessed a valid ABLE employee license.
- Clerks/servers who had taken an ABLE approved employee alcohol training program and possessed a valid ABLE employee license were nearly four times less likely to sell alcohol to the youth buyer than those who did not have the required training or license.
- Signage related to or promoting responsible sales of alcohol was confirmed to be present in 53% of establishments checked. When signage was present, sales occurred in only 7.6% of attempts, compared to 31.8% of attempts where signage was not present.

Overall, valuable information was gained during this survey to help inform the ODMHSAS, the ABLE Commission, local law enforcement, Responsible Beverage Sales & Service trainings, community coalitions and other stakeholders on what to improve upon on training efforts for clerks/servers and need for continuing statewide alcohol compliance checks.

# OKLAHOMA UNDERAGE ACCESS TO ALCOHOL REPORT

## PURPOSE

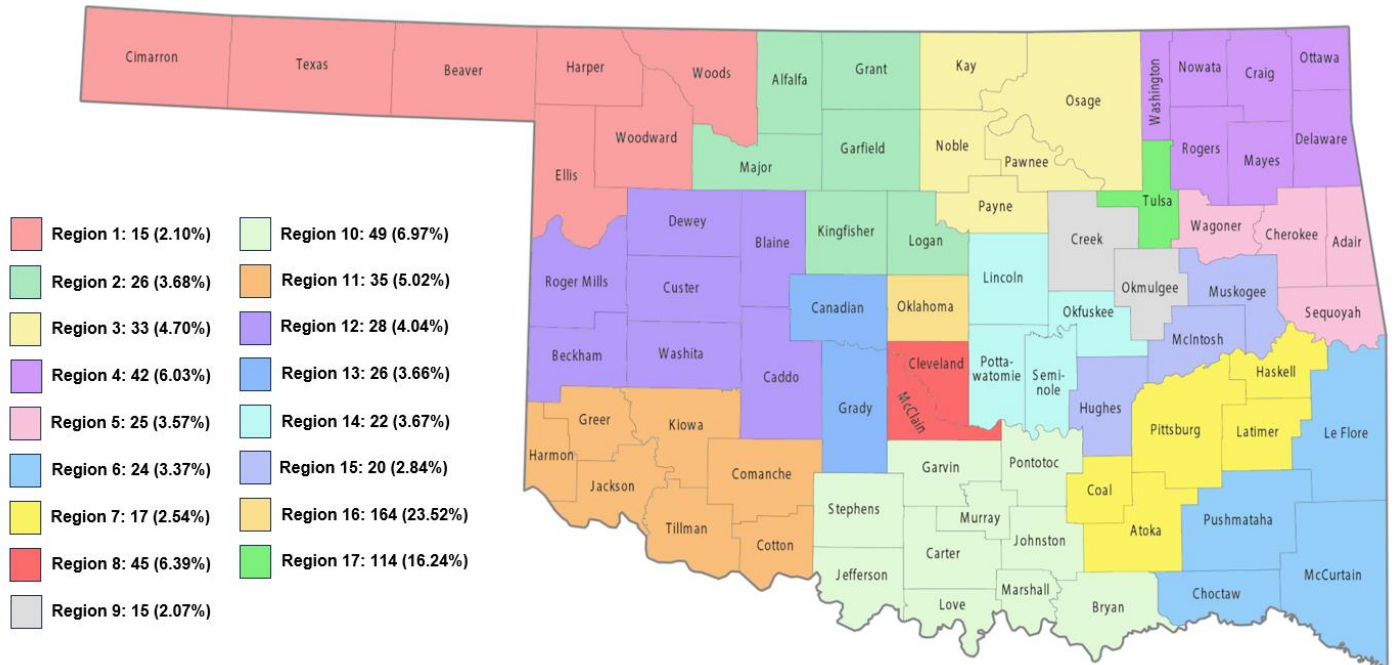
The 2025 Oklahoma Underage Access to Alcohol Study was the fifth of its kind conducted in the state. Previous studies were conducted in 2015, 2017, 2019, and 2023. The purpose of the Oklahoma Underage Access to Alcohol Study is to determine the frequency with which Oklahoma's licensed establishments sell alcohol to underage buyers. Researchers also examined the characteristics of the establishments and other factors that may be related to the sale of beer to underage buyers, such as clerks and servers checking for youth identification, clerk and server training status and whether alcohol can be consumed on or off premise.

## SAMPLE

A current list of Oklahoma establishments with licenses to sell beer in the state was obtained from the ABLE Commission in December 2024. The type of establishment (e.g., restaurant, convenience store) was not indicated on the list, so the ABLE Commission agents identified the type of establishment during the survey. Several types of establishments were removed from the list before the sample was drawn (e.g., private clubs, casinos), as they were not the focus of the study (see Appendix A for more information about excluded establishments).

A stratified sample was drawn from a final list containing 7,240 Oklahoma licensed and eligible establishments. A sample was randomly selected from 17 regions across the state based on the total desired sample (Figure 1). For example, 2.12% of the establishments were located in Region 1; therefore, 2.12% of the establishments in the sample were taken from Region 1. Within strata, establishments were selected by systematic random sampling, where the sample interval was determined based on the number of establishments within the stratum and the number needed. Using a random number generator in Microsoft Excel, the starting point was determined. A final sample of 700 establishments was provided to the Oklahoma ABLE Commission, of which 642 attempts were completed.

**Figure 1. ODMHSAS Regions, Number of Purchase Attempts (Percentage of Purchase Attempts)**



## BUYERS AND AGENTS

Twenty underage youth buyers were hired by ABLE to attempt to purchase beer at the establishments in the sample. Eleven youth buyers were female and nine youth buyers were male. There were two youth buyers aged 16 years, seven aged 17 years, three aged 18 years, seven aged 19 years, and one aged 20 years.

All buyers underwent an age perception screening in which 10 people were asked to estimate the potential buyers' ages. The average estimated age had to fall between 18 and 20 for the buyers to be considered for hire. In addition to the buyers, 17 Oklahoma ABLE Commission agents participated in the study. An agent accompanied each buyer during purchase attempts.

## SURVEY AND PROTOCOL

Purchase attempts were completed between February 2025 and June 2025. ABLE agents were provided with an online survey link using Qualtrics and access to paper forms (Appendix A) to record information about the purchase attempts, such as establishment characteristics, clerk characteristics, day and time of the attempt, and other factors that could affect whether beer was sold. The survey was completed following each purchase attempt.

A detailed protocol (Appendix B) was provided to Oklahoma ABLE Commission agents and underage buyers to guide them in how the attempts should be completed and to ensure consistency. Oklahoma ABLE Commission agents were trained by ODMHSAS Prevention Services staff before the survey was conducted. Youth buyers were educated on survey and purchase protocols by the ABLE agents conducting the compliance checks.

## PROCEDURE

For purchase attempts, underage buyers dressed as they usually would in a casual setting, wore minimal makeup, and did not drastically alter their appearance from the day of the age perception screening. To reduce confounding caused by differences among buyers, agents attempted to rotate buyers so that buyers completed purchase attempts with equal frequency, though this was not always possible.

Oklahoma ABLE Commission agents were responsible for driving the underage buyers to each location in the sample in unmarked state vehicles, making every effort to park where the vehicle and occupants would not be visible to individuals inside the establishment. The agent entered the location first, and the buyer entered a few minutes later. Buyers carried their state-issued identification and \$20 in cash. No wallets, purses, or other items were carried into the establishment. The survey form and all other study materials were left in the vehicle.

The buyer attempted to purchase a particular brand of beer and no other items. The procedure varied slightly for different types of establishments (see Appendix A for details). If the buyer was asked for their age or identification, they provided it. The buyer did nothing to entice a sale or encourage staff to make a sale.

If the attempt was successful (beer was sold to the underage buyer), the buyer exited the establishment, and the agent took over, explaining to the clerk or server the reason for the purchase attempt. The agent returned the beer, retrieved the cash used to pay for the beer, and issued a written violation.

If the attempt was unsuccessful (beer was not sold to the underage buyer), the buyer left the location without any further contact with the staff. The agents then approached the staff to identify themselves as ABLE Commission agents and determined whether that staff member had proper employee alcohol training. If the staff member did not have proper training, the staff member was issued a violation from ABLE Commission agents.

## BUYER AND AGENT CHARACTERISTICS

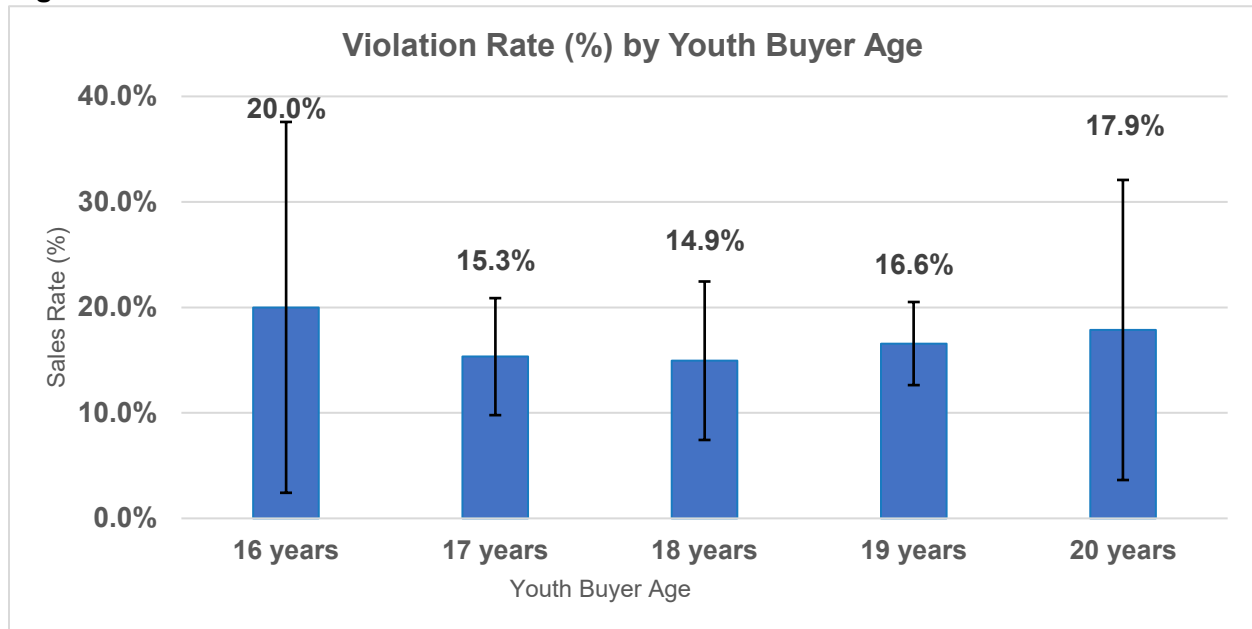
Individual youth buyers completed between 0.9% and 14.9% of the surveys. Though agents made every effort to complete purchase attempts with each buyer equally, it was difficult due to the youth buyers' schedules, which led to a statistically significant difference between the number of purchase attempts among youth buyers,  $\chi^2(19) = 274.88$ ,  $p < .0001$ .

Female buyers completed 55.8% of purchase attempts, of which 15.9% were successful. Male buyers completed 44.2% of purchase attempts, of which 16.5% were successful. There was not a statistically significant difference in the number of successful attempts by male and female buyers,  $\chi^2(1) = 0.05$ ,  $p = .803$ .

When looking at youth buyer age and purchase attempts, those aged 19 years made 53.6% of all attempts, followed by those aged 17 years with 25.4% of all attempts. When determining if there was a relationship between youth buyer age and successful purchase rate, those aged 16 years had the highest success rate at 20%. All other ages were between 14.9% and 17.9%.

There was not a statistically significant difference between successful purchase rate and youth buyer age, as seen below in Figure 2,  $\chi^2(4) = 0.49$ ,  $p = .974$ .

**Figure 2**

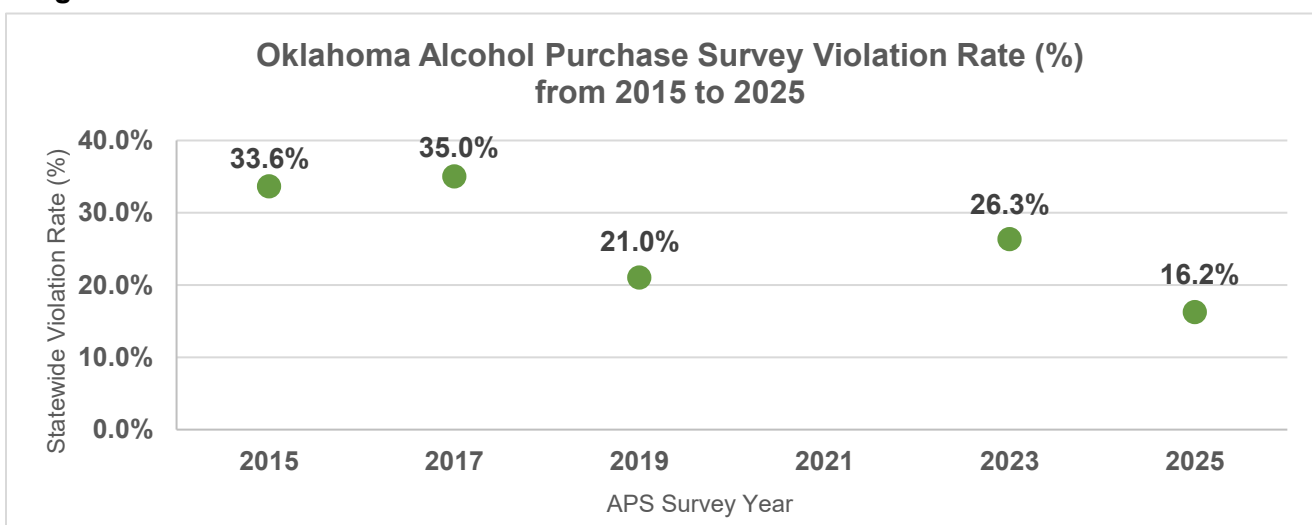


There were 22 ABLE agents that completed the Alcohol Purchase Survey, with each agent completing between 0.2% and 7% of the surveys. Many regions surveyed required extensive travel, and agents' additional ABLE Commission responsibilities led to a statistically significant difference in the number of purchase attempts between agents,  $\chi^2(22) = 319.12$ ,  $p < .0001$ .

## REGIONAL AND STATEWIDE OUTCOMES

Overall, the sales rate for all purchase attempts made statewide was 16.2%, which was a decrease of 10 percentage points from 2023, as seen below in Figure 3, and a 51% decrease in violation rate since 2015. Please note that the Alcohol Purchase Study was not completed in 2021 due to COVID-19.

**Figure 3**

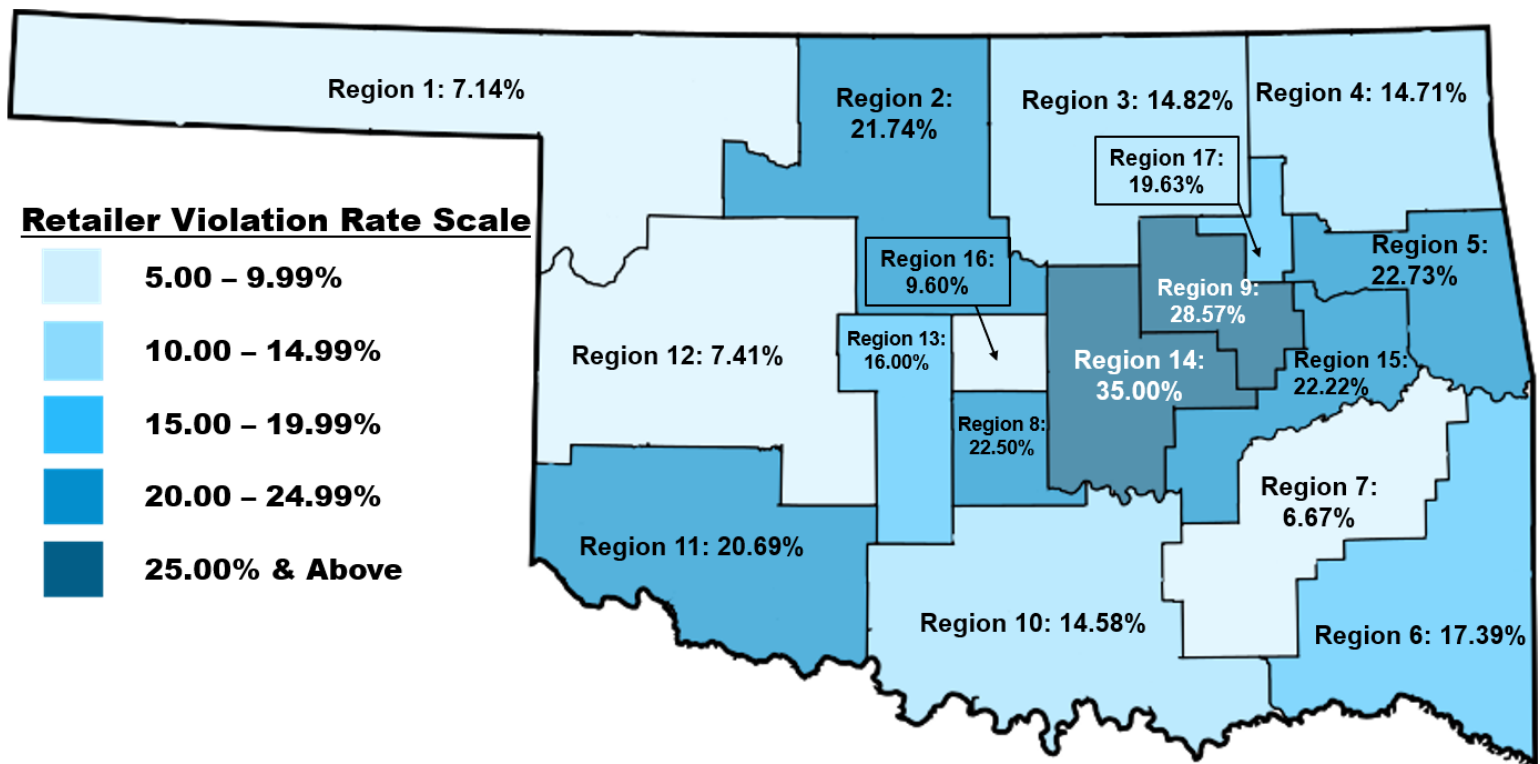


Regional sales rates varied significantly, from 6.67% to 35.00% (Figure 4). The majority of successful sales occurred in Region 9 (28.57%) and Region 14 (35.00%), which were higher than many other regions in the state. There was not a statistically significant difference between regions and their sales rates,  $\chi^2(16) = 19.58$ ,  $p = 0.239$ .

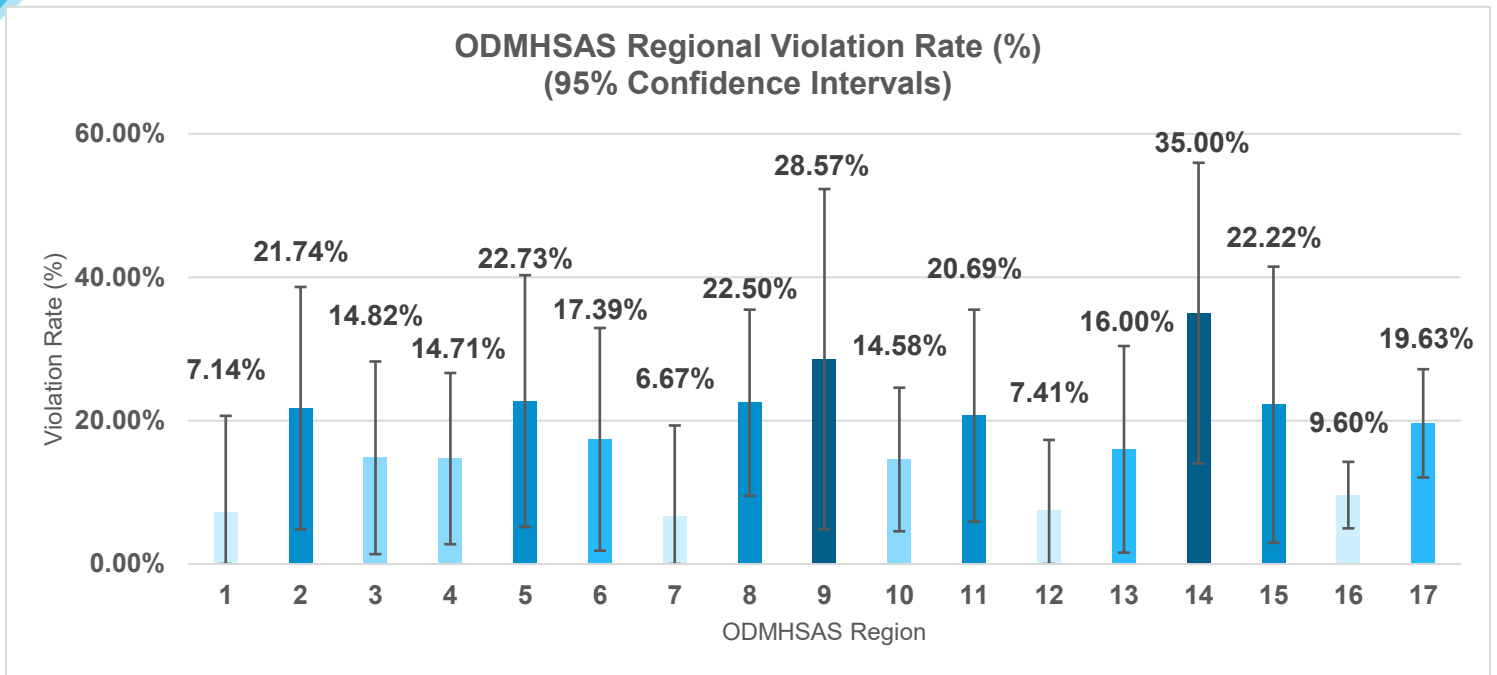
Figure 4 below shows violation rates by region, and Figure 5 shows the regional rates side by side with their respective 95% confidence intervals. Several regions showed decreases in violation rates compared to those observed in the 2023 Alcohol Purchase Survey, including:

- **Region 7:** 2023 RVR, 22.2%; 2025 RVR, 6.67%
- **Region 16:** 2023 RVR, 36.7%; 2025 RVR, 9.60%
- **Region 17:** 2023 RVR, 32.5%; 2025 RBR, 19.63%

Figure 4

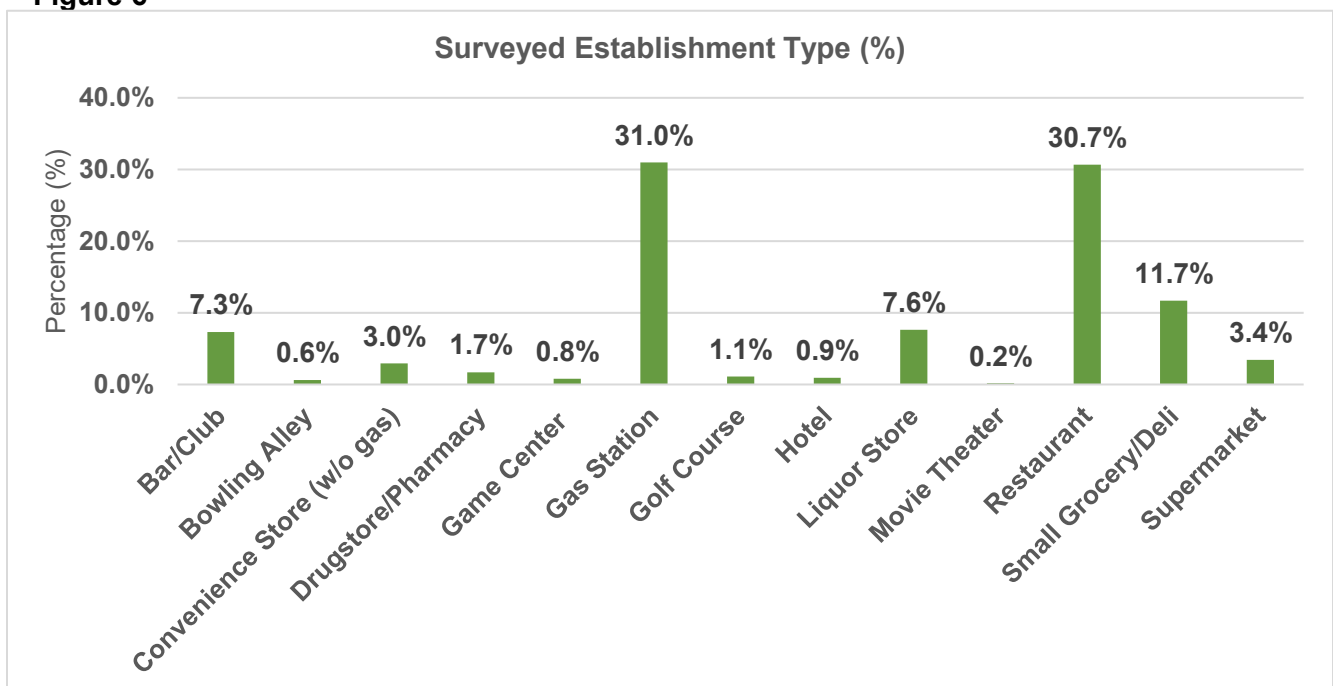




**Figure 5**

### ESTABLISHMENT CHARACTERISTICS

The distribution of purchase attempts by establishment type can be seen in Figure 6. When examining where most purchase attempts occurred, convenience stores with gas (31.0%) had the most attempts, followed by restaurants (30.7%). Additional establishment types were included in this survey to account for alcohol availability in all Oklahoma communities.

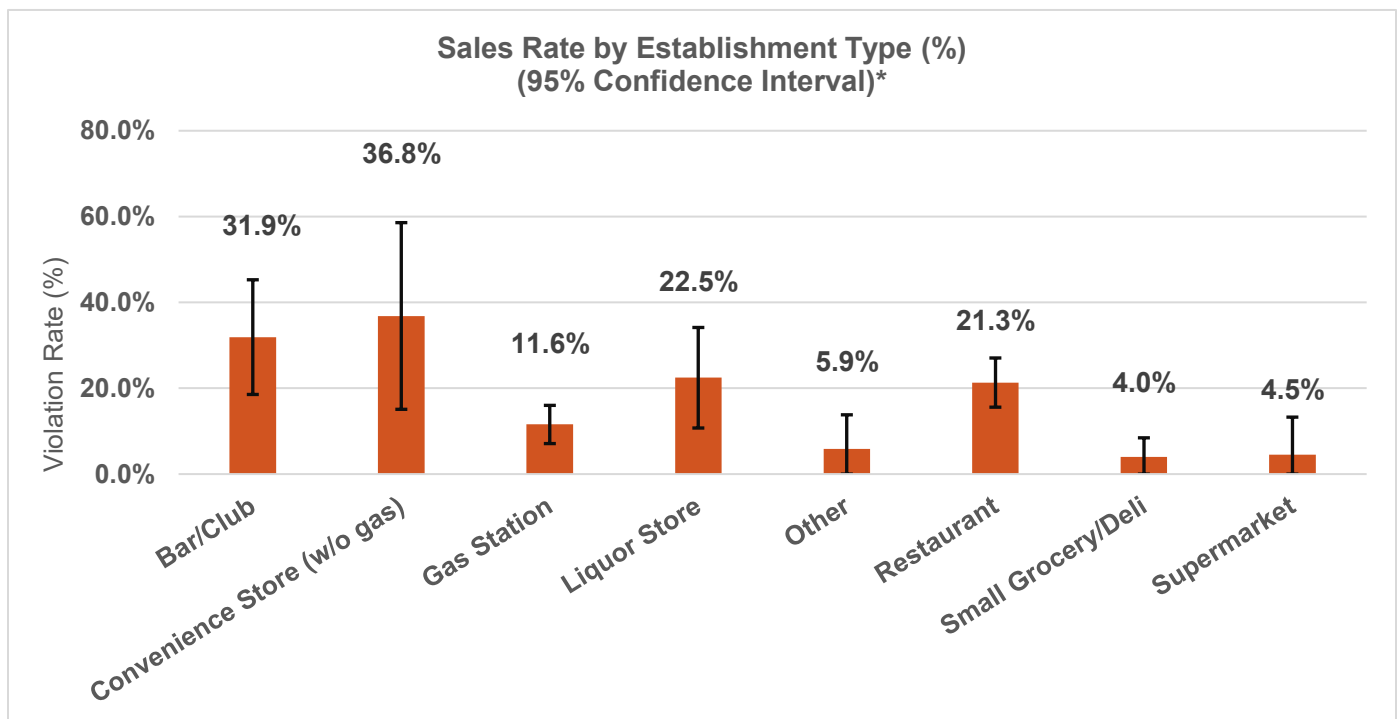
**Figure 6**

When sales were broken down by establishment type, convenience stores had the highest sales rate at 36.8%, followed by bars and clubs with a sales rate of 31.9%. Because several establishment types had fewer than 10 checks total, researchers could not identify a statistically significant difference between different establishment types and their corresponding sales rates.

Figure 7 below shows successful sales rates by establishment type and their corresponding confidence intervals. According to analysis, there was a difference in successful sales rates among different establishment types,  $\chi^2(1) = 35.97$ ,  $p < 0.0001$ .

Please note that the group marked 'other' represents establishments that had 11 or fewer checks during this survey, which included bowling alleys, drug stores and pharmacies, game centers, golf courses, hotels, and movie theaters. This grouping was done to accurately calculate the chi-square value.

**Figure 7**

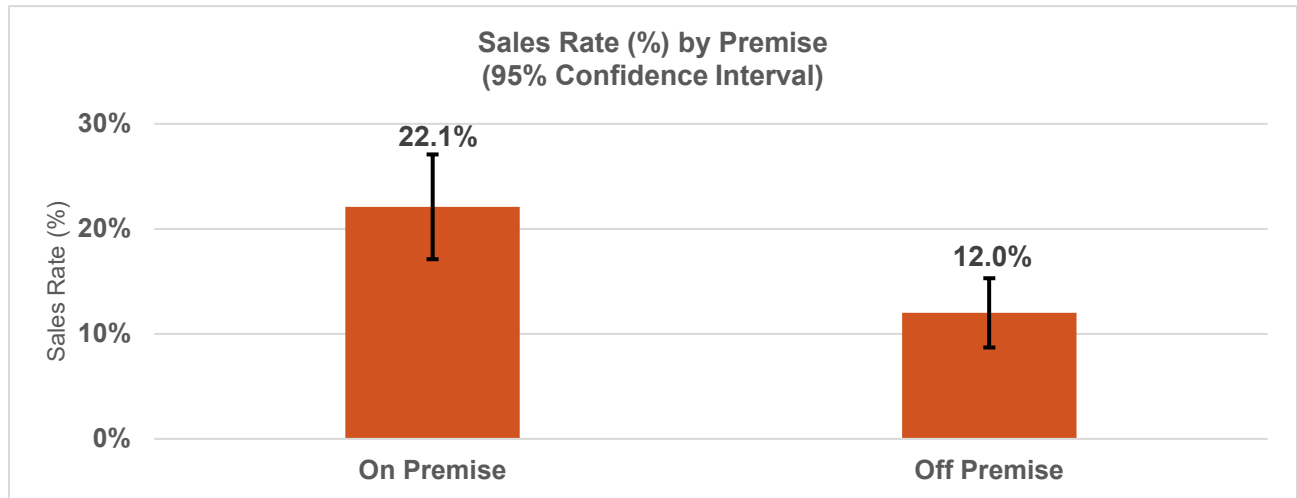


Establishments were also analyzed by on-premise alcohol consumption (such as restaurants or bars) versus off-premise consumption (such as grocery or liquor stores) for differences in successful buy rates. Of the 642 completed attempts, 58% were off-premise locations and 42% were on-premise locations.

There was a statistically significant difference when comparing sales rates at on- and off-premise locations. On-premise locations sold alcohol to minors at a rate of 22.1%, compared to off-premise establishments, where only 12.0% sold alcohol to youths, as shown in Figure 8,  $\chi^2(1) = 11.71$ ,  $p = 0.0007$ . Both on- and off-premise locations saw a decrease in overall sales

rates to youth buyers compared with 2023 rates, with the on-premise sales rate decreasing from 41% and the off-premise sales rate decreasing from 16.4%.

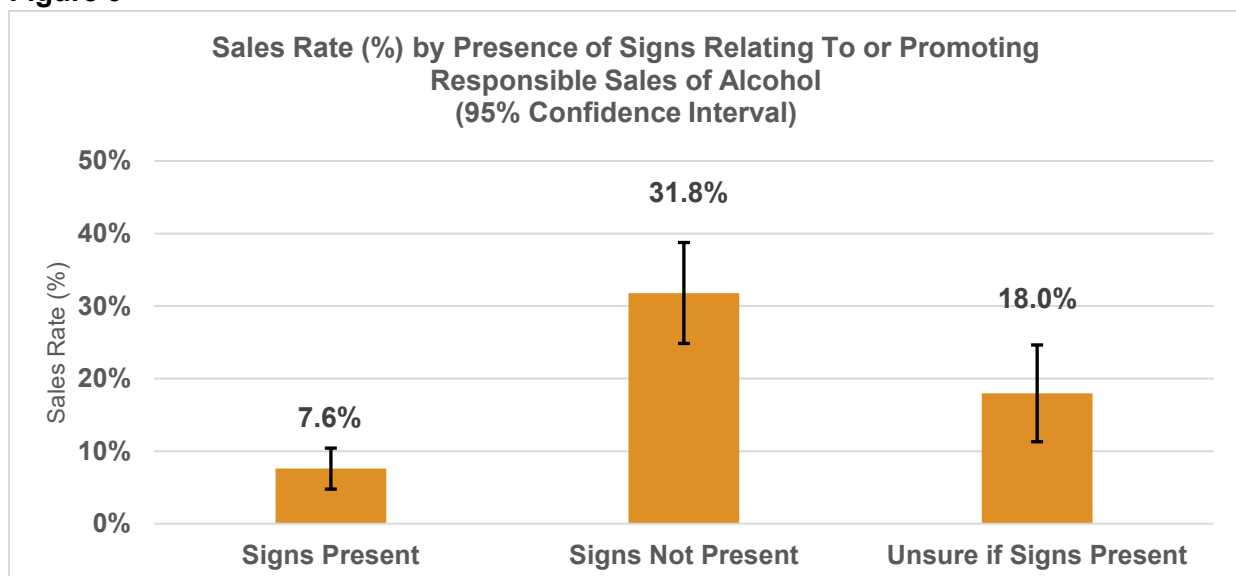
**Figure 8**



Another factor in establishments that was documented was determining if there was a relationship between having signage present related to or promoting responsible sales of alcohol and successful sales to a youth buyer. Signage was present in 53.1% of all establishments surveyed, not present in 26.9%, and unknown if present in 19.9%.

When signage was present, youth were only able to successfully purchase alcohol in 7.6% attempts, which was a significant difference from 2023 when the rate was 22.8%. When signage was not present, sales occurred in 31.8% of attempts, which was a decrease from 35.9% in 2023. There was a statistical difference when sales occurred in retailers where signage was present and when signage was not present, as seen in Figure 9,  $\chi^2(2) = 49.75, p < 0.0001$ .

**Figure 9**



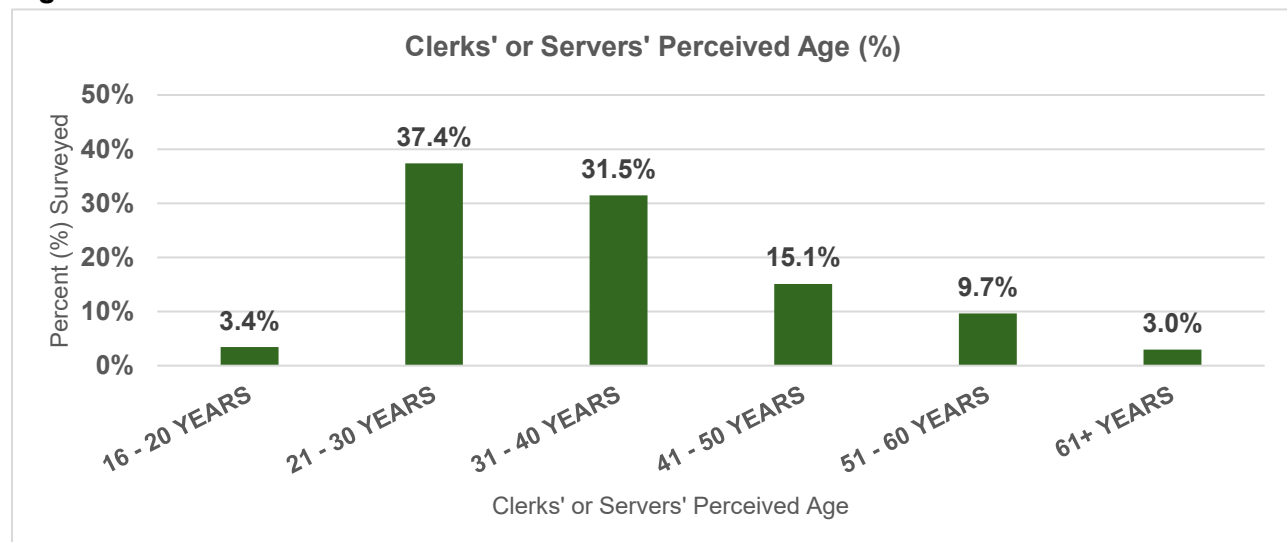
## CLERKS AND SERVERS

Out of the 642 establishments where the youth buyer documented the clerks' and servers' sex, 60.6% were female and 39.4% were male. Female clerks had a sales rate to youth buyers at 17.7%, while male clerks had a documented sales rate of 13.9%, showing no statistically significant difference between these two sexes selling alcohol,  $\chi^2(1) = 1.67$ ,  $p = 0.197$ .

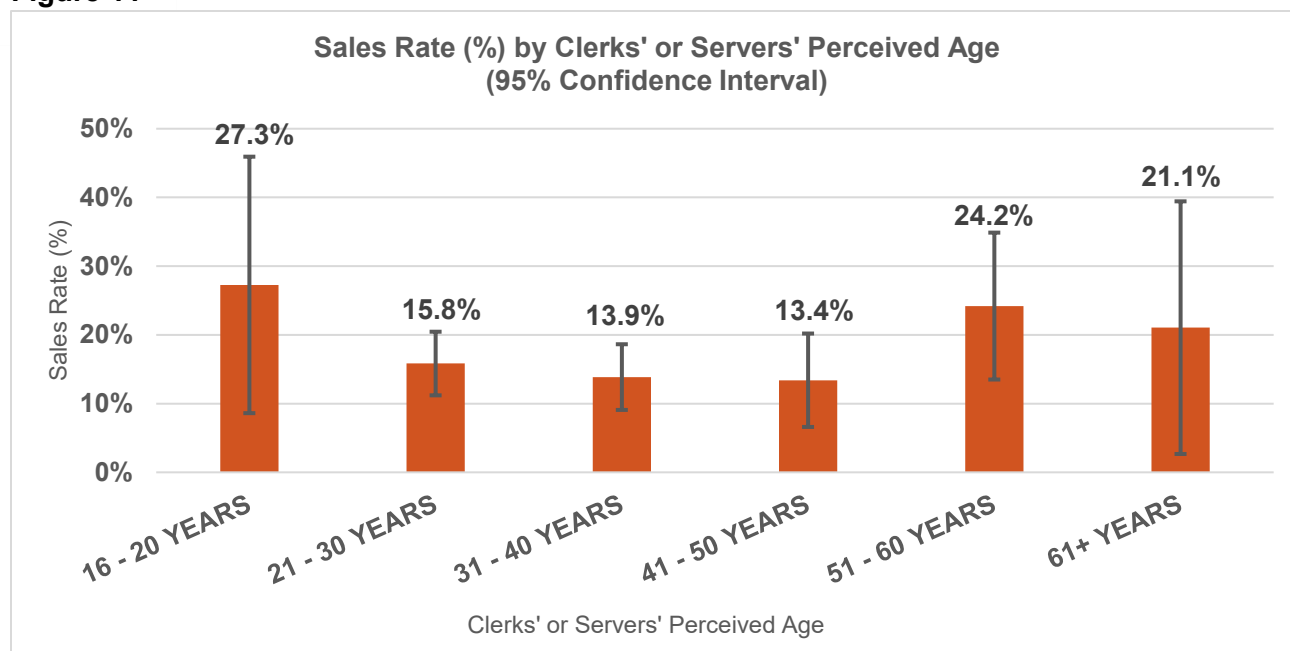
During this survey, buyers were also asked to estimate the age of the clerk or server with whom they interacted in each establishment. The perceived ages of the clerks and servers were examined to determine if there was a relationship between the age of the clerk or server and whether or not the sale was successful. Ages were split up between six different ranges, and buyers were instructed to select one age range that best represented the perceived age of their clerk or server.

Clerks and servers whose perceived age was between 21 and 30 years made up 37.4% of all purchase attempts, followed by those perceived to be between 31 and 40 years at 31.5%. The distribution of clerks' and servers' perceived age is pictured below in Figure 10.

**Figure 10**



Clerks and servers whose perceived age was between 16 and 20 years had the highest sales rate to youth buyers at 27.3%, which was significantly lower than the 2023 sales rate for that age range of 43.4%. Those whose age was perceived to be between 51 and 60 years had a violation rate of 24.2%, which increased slightly from the 2023 rate of 19.2%. There was not a statistically significant difference between the perceived age of the clerk or server and whether or not they sold alcohol to the youth buyer (Figure 11),  $\chi^2(5) = 6.63$ ,  $p = 0.249$ .

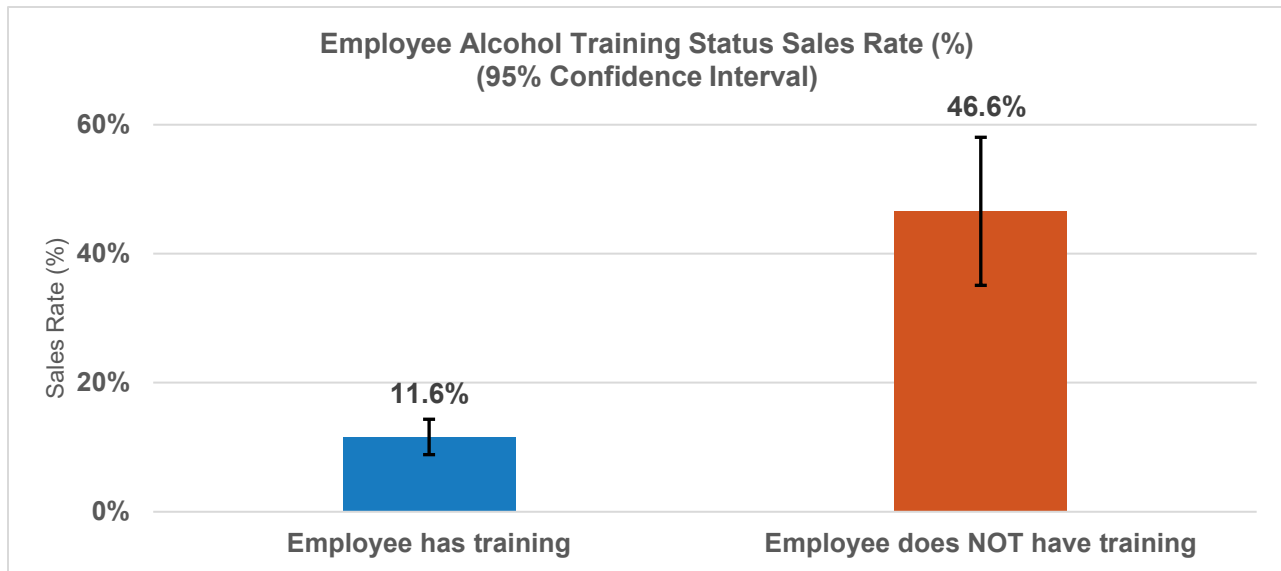
**Figure 11**

## REQUIRED EMPLOYEE ALCOHOL TRAINING

Individuals who are selling or serving alcohol in Oklahoma are required by law to have an individual employee alcohol license and complete an ABLE Commission-approved responsible alcohol sales and service training. An addition to the 2025 survey included ABLE agents asking clerks and servers about completing the required training and confirming their valid employee alcohol license on-site, regardless of whether a purchase attempt was successful. If the employee had no proof of an ABLE employee alcohol license, they were given a written violation regardless of whether a purchase attempt was successful.

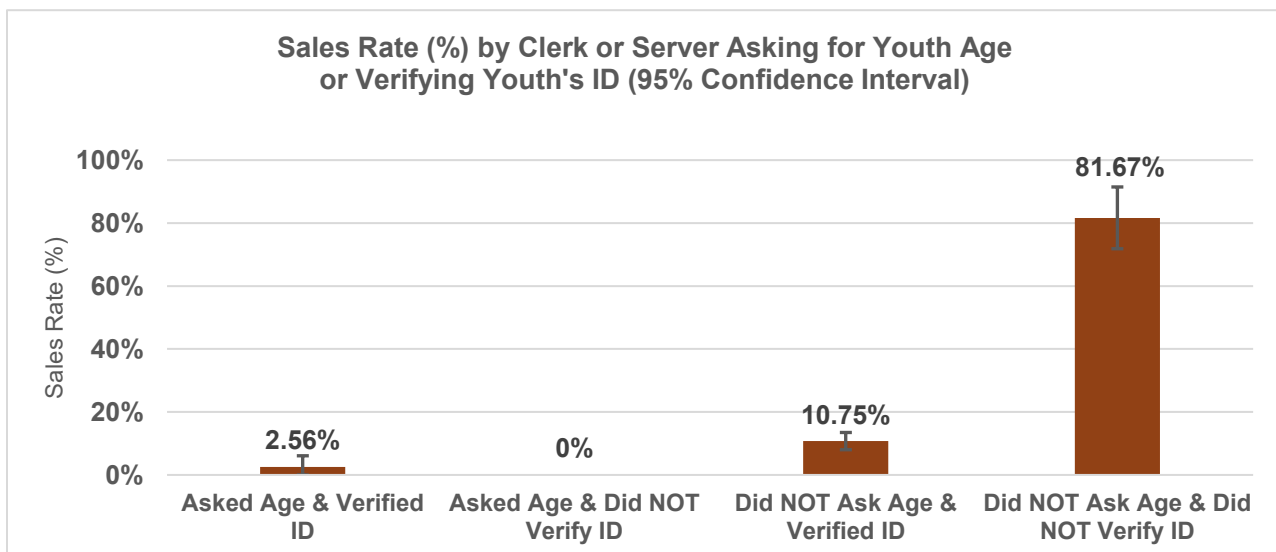
This was examined to determine if a relationship existed between not completing an approved responsible alcohol sales and service training and selling alcohol to youth buyers. Because this question was not required to be asked of clerks and servers unless they sold alcohol to the youth buyer in 2023, researchers were unable to compare this survey's data to 2023 data.

ABLE agents reported 12.2% of clerks and servers who were surveyed had not completed a responsible alcohol sales and service training and also did not possess an ABLE employee alcohol license. Those clerks and servers who did not complete the required employee alcohol training and did not possess an ABLE employee alcohol license were nearly four times more likely to sell alcohol to youth buyers than those who had completed the required training and possessed a valid ABLE employee alcohol license. As seen below in Figure 12, there is a statistically significant difference between the two employee types,  $\chi^2(1) = 58.77$ ,  $p < 0.0001$ .

**Figure 12**

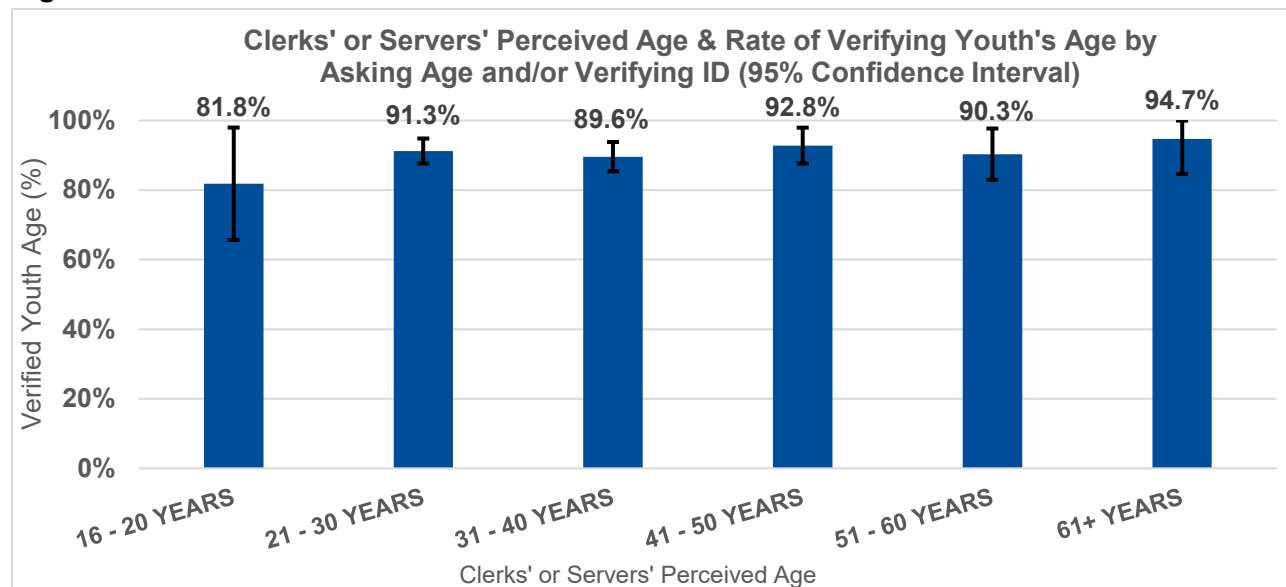
An important aspect of the required responsible alcohol sales and service training is learning how to recognize fake identification cards and be able to verify that the individual purchasing alcohol is 21 years or older. Of the 642 purchase attempts completed in 2025, clerks and servers asked to see identification and verify the youth's age 88% of the time, which was an increase from the 2023 rate of 81%.

As seen below in Figure 13, when a clerk or server did not ask the age of the youth or verify their identification (ID) through looking at their driver's license, sales occurred in 81.7% of purchase attempts. This represents a decrease from the 2023 rate of 93.5%. There was a statistically significant difference between a clerk or server asking the youth's age and/or verifying the youth's ID and sales to those youths,  $\chi^2(1) = 14.82, p < 0.0001$ .

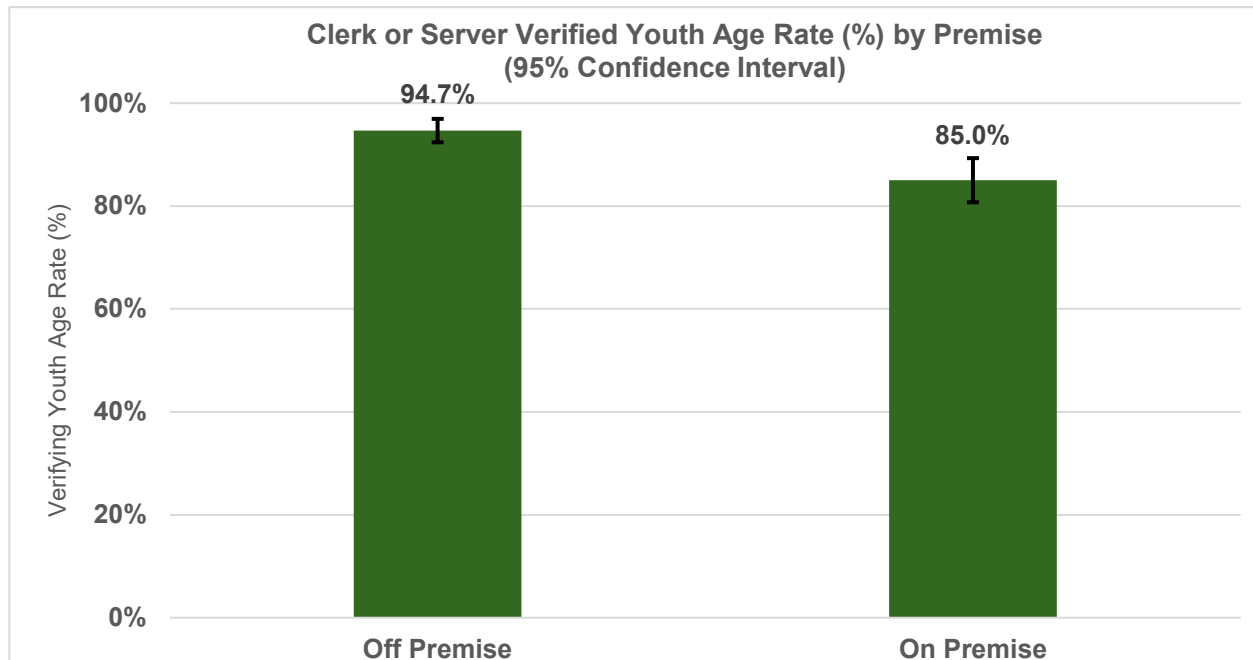
**Figure 13**

Clerks and servers whose perceived age was 61 years or older had the highest percentage of verifying the youth buyer's age by asking and/or verifying their ID at 94.7%, with those aged between 16 and 20 years having the lowest percentage at 81.8% of attempts, as seen in Figure 14. However, there was not a significant difference between perceived age ranges of the clerk and servers and asking to see the youth buyer's ID,  $\chi^2(5) = 3.29$ ,  $p = 0.655$ . Almost all age ranges saw an increase in the rate of verifying youth buyers' age since the 2023 APS.

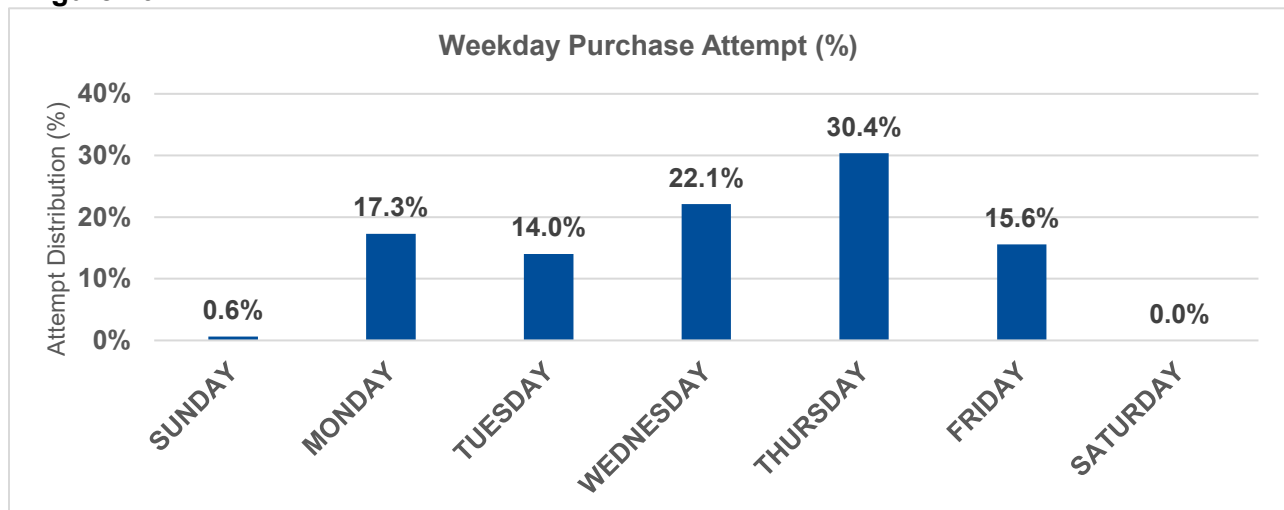
**Figure 14**



Also examined was the relationship between on-premise and off-premise establishments and whether or not the youth buyer's age was verified by checking their ID, as seen in Figure 15. In off-premise locations, the clerk or server verified the youth's age in 94.7% of attempts, and on-premise locations verified the youth's age in 85.0% of attempts, highlighting a statistical difference,  $\chi^2(1) = 137.82$ ,  $p < 0.0001$ . There was no statistical difference in sales rates when the youth buyer's age was verified by on-premise (49.2%) and off-premise retailers (57.7%),  $\chi^2(1) = 0.76$ ,  $p = 0.381$ .

**Figure 15**

Since Oklahoma alcohol laws changed in 2018, retailers are allowed to sell alcoholic beverages seven days a week, but in this survey, no purchase attempts were made on Saturdays. The days with the largest percentage of attempts were Thursdays (30.4%) and Wednesdays (22.1%), as shown in Figure 16.

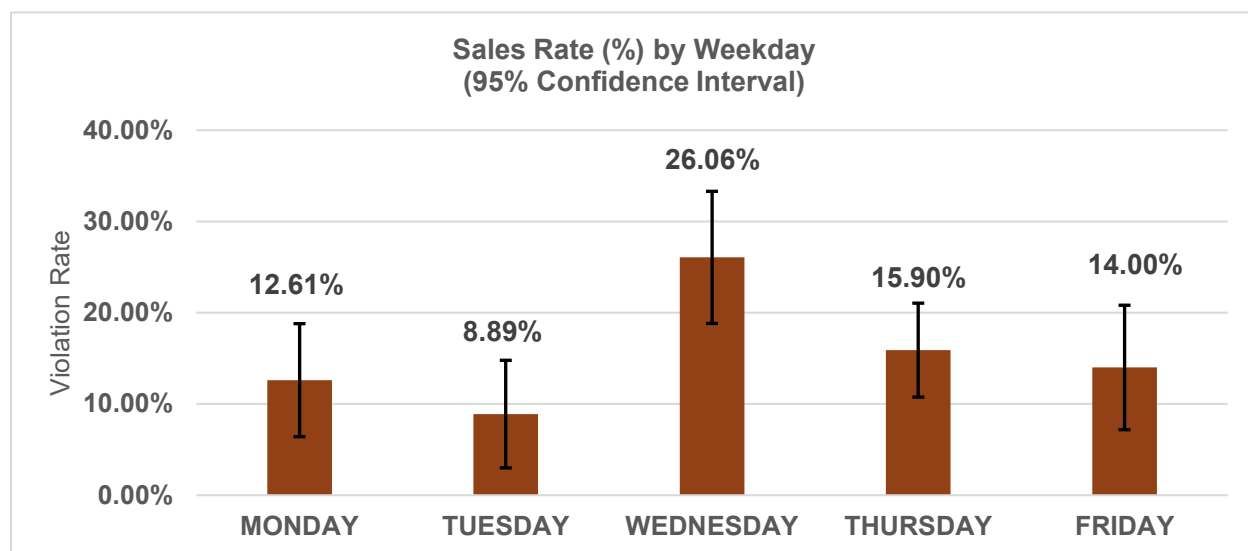
**Figure 16**

When analyzing which days had more successful alcohol purchases, Wednesdays had the highest successful purchases (26.1%), followed by Thursdays (15.9%) and Fridays (14.0%). There was a statistically significant difference between the days of the week and sales rates,  $\chi^2(4) = 15.05$ ,  $p = 0.005$ . Figure 17 shows the successful purchase sales rate broken down by weekdays attempted.



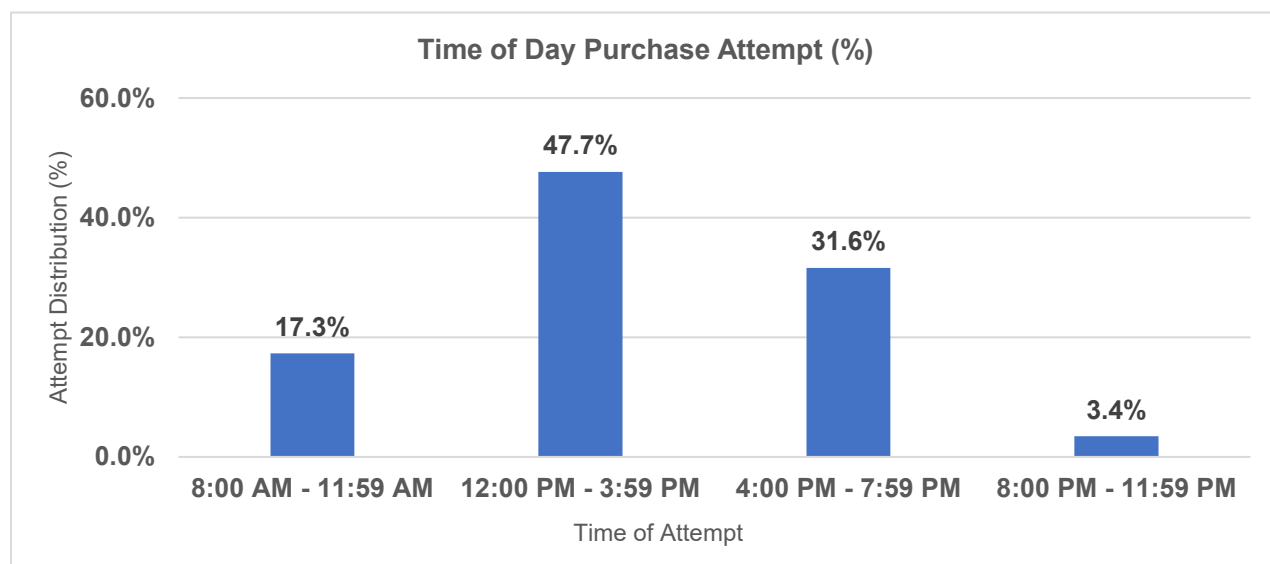
Note: Saturdays were left out of this analysis due to no purchase attempts being made, and Sundays were left out as there were no successful attempts made by the youth buyers.

**Figure 17**



When examining the time of day, most purchase attempts by youth buyers were between noon and 3:59 p.m. (47.7%), as seen in Figure 18.

**Figure 18**

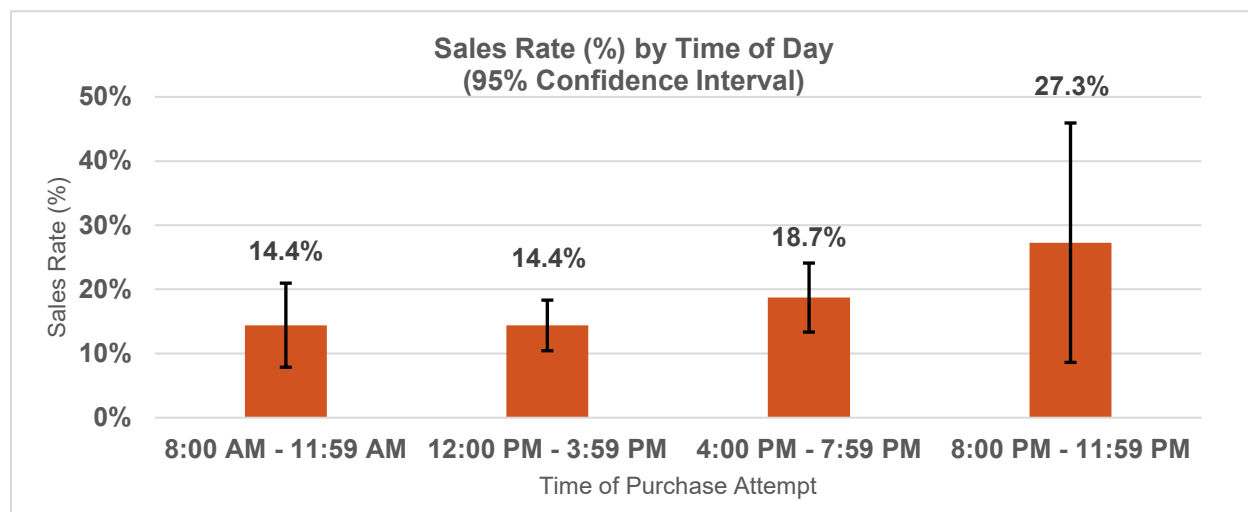


Although alcohol was more likely to be sold to youth buyers between 8 p.m. and 11:59 p.m. (27.3%), the other time ranges were between 14.4% and 18.7%, excluding midnight to 7:59

a.m.<sup>1</sup> There was not a significant difference between the time of day and successful purchases made by youths,  $\chi^2(3) = 3.94$ ,  $p = 0.268$ .

One point of interest, as shown in Figure 19, was while the 8 p.m. to 11:59 p.m. time frame only accounted for 3.4% of total attempts, it had the highest sales rate at 27.3%. This was also seen in the 2023 Alcohol Purchase Survey.

**Figure 19**



<sup>1</sup> Oklahoma law does not prohibit the sale of beer for off-premise consumption on Sundays or holidays as customers may purchase alcohol between the hours of 6 a.m. to 2 a.m. Alcohol can be sold in on-premise consumption locations between 8 a.m. and 2 a.m. Some counties still prohibit the purchase of alcohol on Sundays for on-premise, off-premise or both types of locations.

## CONCLUSION AND RECOMMENDATIONS

The Oklahoma Underage Access to Alcohol Study was based on data collected from 642 attempted purchases of alcohol made by underage buyers at on-premise and off-premise establishments throughout Oklahoma. The purpose of the study was to identify factors and characteristics related to whether alcohol is sold to underage youth.

The overall compliance rate for the state was 83.8% (sales rate of 16.2%), a significant increase from the 2023 survey compliance rate of 73.7% (sales rate of 26.3%). Regional compliance rates ranged from 65.0% and 93.3% (sales rates between 35.0% and 7.14%).

Youth buyer characteristics were examined to determine whether there was a relationship between these factors and the outcome of the purchase attempt. Even though female buyers attempted nearly three-fourths of the purchases, there was no difference in successful purchases between female and male youth.

Several establishment-related factors were also considered. Although there was a decrease among both on- and off-premise establishments from the 2023 study, on-premise establishments were again statistically more likely to sell alcohol than off-premise establishments, with a non-compliance rate of 22.1%. There was a statistical difference between on-premise and off-premise establishments in checking youth identification. Off-premise locations were more likely to verify youth age, with 94.6% of attempts involving either asking the youth or verifying their identification, compared with 85.0% of on-premise establishments. This pattern matched the 2023 study.

Signage related to or promoting responsible sales of alcohol was examined. Signage was observed in 53.1% of all surveyed establishments. Successful purchase attempts were more likely to occur when signage was not visibly present, with 31.8% of successful purchases in those locations.

Clerk and server factors were also examined. There was no significant difference in the sales rates between male and female clerks. Clerks and servers verified the youth's age in 90.6% of all attempts, a significant increase from 81.3% seen in 2023. When clerks or servers did not verify age, successful sales occurred in 81.7% of attempts, a decrease from 93.5% in 2023.

The perceived age of the clerk or server by the buyer was not a significant factor. Clerks and servers perceived to be 16 to 20 years old had the highest percentage of sales to youth but represented a small sample. This age group also had the lowest rate of verifying youth age. Clerks and servers perceived to be 21 to 30 and 31 to 40 years old had higher sales rates to the youth even after verifying their age (34.7% and 30.6%).

The day of the week and the time of the day was also examined. There was no statistically significant relationship between the time of day and successful purchase attempts. Alcohol was most likely to be sold to a youth buyer between 8:00 p.m. and 11:59 p.m, though this time frame accounted for 3.4% of total attempts. There was a statistical difference between the day of the week and sales rates, with Wednesdays having higher sales compared with other weekdays. No attempts were made on Saturdays, and no sales occurred during the four attempts made on

Sunday. Future studies may benefit from including at least 20% of attempts after 8 p.m., as research suggests underage youth may have higher success later in the day.

Employees of establishments licensed to sell alcohol in Oklahoma must undergo training on responsible alcohol sales. The results highlight areas for focus in this training and the need for continued training for all employees. Business owners should ensure their employees have proper training and a valid ABLE employee alcohol license. Efforts should focus on on-premise clerks and servers emphasizing age verification. When clerks or servers requested proof of age, there was a significantly lower chance of sales to underage buyers. Training should also focus on scanning IDs, understanding current Oklahoma alcohol laws, and consequences of selling to underage youth. Using these findings to guide training and prevention efforts may further decrease sales to underage buyers in Oklahoma.

## APPENDIX A

Appendix A contains the survey used in the Oklahoma Underage Access to Alcohol Study. Oklahoma ABLE Commission agents used an online form with paper copies as backup. Underage buyers and ABLE agents entered survey data into an online system. This appendix also contains the survey instructions provided to ensure consistent completion for each purchase attempt.

### Alcohol Purchase Survey Form Instructions 2025

*The form should be filled out online following the purchase attempt.*

#### Location Information

*Location Name, Address, City, and Region:*

The location's name, address, city, and region, will have a drill-down list. Choose the ABLE Commission region the establishment is in, this will populate the counties associated with that region. Based on your selections, cities associated with the selected counties will population, then zip codes and finally the name of the establishment, followed by the ABLE Commission Alcohol License number.

*Type of Business:*

Indicate the type of business by checking one of the boxes that best fits. If there's not an option listed that best fits the type of establishment, please check **Other** and write in a description.

For consistency, here are some guidelines and information about what type to choose for locations for which you may be uncertain.

- If the primary purpose of the location is to serve alcohol and no food (or only a small menu is available), please select **Bar/Club**. If the location has a bar, but the primary purpose of the location is to serve food (e.g., Chili's or other bar & grill locations), please select **Restaurant**. Breweries should be marked as **Bar/Club**.
- If the location is a big chain grocery store, such as Target or Walmart, please select **Supermarket**. If the location is a smaller, local grocery store, please select **Small Grocery/Deli**.
- There could be confusion between a Small Grocery/Deli and a convenience store. Typically, if the store has a produce section, you can call it a **Small Grocery/Deli**. Otherwise, select **Convenience Store**. So, for example, a Dollar General Store doesn't have a produce section, so it would be a **Convenience Store without Gas**.
- Party stores should be marked as **Other** and the description should say 'party supply store' or something similar.
- Stores that sell cigarettes, cigars, or other tobacco products, and vapor stores should be marked as **Other** and the description should say 'tobacco shop' or 'vapor store' or something similar.
- CVS, Walgreens, and other drug stores and pharmacies, whether large or small, should be marked **Drugstore/Pharmacy**.

There are several location types that we are not interested in surveying. If the location you visit is one of these types, you will not survey the location. On the survey, you will mark **No** on the question, "*Was a purchase attempt made?*" and you will mark **Not a location type we are surveying** for the reason. Here's a list of location types we will not survey:

- Strip clubs/gentlemen's clubs
- RV parks/campgrounds
- Golf courses
- Parks
- Private clubs (e.g. Elks Lodge)/country clubs
- Marinas
- Catering businesses
- Event centers/sports arenas
- Wineries/vineyards
- Resorts
- Classes (e.g., wine and painting-type classes)
- Water parks
- Hotels/motels
- Universities
- Bait & tackle shops
- Movie theaters/cinemas/comedy clubs
- Sporting goods stores
- Zoos
- Casinos
- Speedways/race tracks
- Bed & breakfasts
- Game centers (e.g., Chuck E Cheese, Hey Day)
- Skating rinks
- Salons & spas
- Drive thru liquor or convenience stores
- Assisted living facilities

### **Agent & Buyer Information**

Please enter in the name of the buyer and the name of the accompanying ABLE agent.

### **Purchase Attempt**

#### *Attempt Made*

The question "*Was a purchase attempt made?*" is asking whether or not you actually went into the establishment and attempted to purchase beer. If you did attempt to purchase beer, regardless of the outcome, select **Yes**. If you were unable to enter the location or did enter the location but did not attempt to purchase beer, select **No**.

#### *Reason No Attempt Made*

This question only applies if you answered **No** to the previous question because you were unable to enter the location or did enter the location but did not attempt to purchase beer. Please select the reason you did not make the attempt. If the reason is not listed, select **Other** and write in the reason. If you did make an attempt, skip this question.

***If you did not make a purchase attempt, you will stop the survey here and leave the remainder of the survey blank.***

#### *Location of Alcohol*

Please indicate where the alcohol is located within the location and check **all** that apply. For example, if some of the alcohol is behind the counter where only the clerk can access it and some is on shelves where customers can access it, please check the boxes marked **Locked cases or enclosed area** and **Open shelves or racks**. If alcohol is located in an area not indicated on the form, please check **Other** and write in a description of where the alcohol was located.

### *Signage*

Please indicate whether or not there were signs anywhere in the location related to underage drinking or sales of alcohol to minors. These signs may be on counters, the front door, windows, clerks (e.g., "We ID" pins) or in other areas throughout the location (e.g., on the bar).

### *Date, Day, and Time of Attempt*

Please select the date and time of the attempt on the online survey. The day of the week will automatically populate when the date is selected. Please make sure to indicate if the attempt was conducted in the a.m. or p.m.

### **Outcome of Purchase Attempt**

#### *Outcome*

Indicate whether or not the attempt was successful. A successful attempt is one in which the clerk intended to sell beer to the underage buyer, whether or not the sale was complete. An unsuccessful attempt is one in which the clerk refused to sell beer to the underage buyer (see Protocol). If the ABLE agent gives the location a warning, the attempt is considered a successful sale.

#### *Number of Clerks at Location*

Please note the number of clerks behind the counter at the location at the time the purchase was attempted. If the location is a bar or the buyer is seated at a bar within a restaurant, please indicate the number of people working behind the bar. If the location is a restaurant and the buyer is not seated at the bar, indicate the number of wait staff that waited on the buyer (typically will be 1).

#### *Number of Customers*

Please note the number of customers in line behind the buyer at the time of the purchase if the location was a grocery store, convenience store, or any other location at which the buyer had to stand in line to purchase the beer. If the location is a bar or club or some other location type where there are not customers in line, please leave this question blank.

### **Clerk's/Server's Information**

Please provide demographic information for the clerk with whom the buyer interacted, whether the attempt was successful or not. This information is gathered through your perception of the clerk/server. It is not necessary for this information to be accurate.

#### *Age, Gender, and Race/Ethnicity*

Make an approximation of the clerk's/server's age, indicate whether that clerk was male or female (or unknown if not sure), and make a guess as to his/her race/ethnicity. If a needed, please check the 'unknown' box for race/ethnicity and write in a description.

### Age & Identification

Please indicate whether or not the clerk/server with whom the buyer interacted asked the buyer their age and whether or not the clerk/server asked for the buyer's identification.

### Clerk/Server Training

***This section only needs to be completed if a sale was made.***

Please indicate whether or not the clerk/server was required to have training. If the clerk/server had a license previously, they are not required to have training. The ABLE agent will elicit this information from the clerk/server and will provide it to you.

If the clerk/server was required to have training or you are unsure if they were, indicate whether or not they actually had training. The ABLE agent will elicit this information from the clerk/server and will provide it to you.

If the clerk/server was required to have training and did have training, indicate the type of training the clerk/server completed. A list is provided. The ABLE agent will elicit this information from the clerk/server and will provide it to you.

### Survey Data Entry

Surveys may be completed on paper or the information can be entered directly into the online survey. If the surveys are completed on paper, they will need to be entered online within 24 hours of the buy. If the surveys are entered directly online, they should be entered after each attempt. Do not wait until after another attempt to complete the forms for the attempts, whether on paper or online. You can access the online survey by going to the following link or by scanning the QR code.

Enter the survey data into the online survey:

[https://odmhsas.co1.qualtrics.com/jfe/form/SV\\_2geUM5vxHPImNPo](https://odmhsas.co1.qualtrics.com/jfe/form/SV_2geUM5vxHPImNPo)



## APPENDIX B

Appendix B contains the protocol used in the Oklahoma Underage Access to Alcohol Study. The protocol was provided to the Oklahoma ABLE Commission agents and the underage buyers to ensure all attempts



were conducted consistently. Agents and buyers also participated in a training session in which the survey and protocol were discussed.

### **Alcohol Purchase Survey Protocol 2023**

The purpose of the Alcohol Purchase Survey is to obtain a statewide rate for sales of beer to minors. Purchases will be made at on-premise (alcohol is consumed on the premises, such as restaurants) and off-premise locations (alcohol is consumed off the premises, such as liquor stores) by adults between the ages of 18 and 20 with an accompanying Alcoholic Beverage Laws Enforcement (ABLE) Commission agent. The minors will attempt to purchase beer at retail package stores (liquor stores) and other establishments (e.g., restaurants, bars, bowling alleys). ABLE agents will present a Notice of Warning to establishments where successful purchase attempts are made.

#### **Buyer-related information:**

Buyers should be selected for attempts made in areas in which they are not known.

An attempt should be made to select buyers for purchase attempts with equal frequency.

Buyers should be 18-20 years old and appear to be 18-20 years old as determined by age perception testing.

Buyers should dress as they normally would in a casual setting and should not dress in ways that would make them appear older (e.g., suits, formal attire).

Buyers should wear minimal makeup.

Buyers should not drastically alter their appearance on the day of the purchase attempts from their appearance on the day of the age perception testing.

Prior to attempting purchases, buyers will be photographed by the ABLE agent assigned to the surveyor (once on each day). Photos will be labeled with the photographer's initials, date and time taken.

Buyers will be paid \$13 per hour and will be reimbursed for mileage over 30 miles (each way).

If buyers are not able to meet with ABLE agent at a scheduled time, they should give the agent adequate notice that they will not be there so the agent can schedule another buyer.

#### **Age perception testing:**

Potential buyers should be taken to a public location (e.g., Walmart, University of Oklahoma) where 10 random people will be asked to estimate the age of each buyer.

The raters should not be associated with this study in any way.

To be considered for hire and participation in this study, the average estimated age of each potential buyer will be 18-20 years old.

A photo should be taken of each potential buyer at the time of the age perception testing and kept on record by the ABLE Commission.

**Purchase attempts:**

Purchase attempts may be made at any time, though it's preferable for attempts to be made in the evenings and on weekends.

Purchase attempts should only be made at the locations on the list provided by E-TEAM. If a location is closed, does not sell beer, is unsafe, is a location we are not interesting in surveying (see Beer Purchase Survey Form Instructions), or if a purchase cannot be attempted for any other reason, the reason should be noted on the survey form and substitutions should **not** be made.

The ABLE agent overseeing the purchase attempt should drive the buyer to each of the locations in an unmarked vehicle.

Agents should park the vehicle where it is not visible to the interior of the location, if possible. Every effort should be made to ensure that the staff at the location will not see the buyer and agent together.

The agent should enter the location first. If the agent does not consider the location safe, he/she should exit the location and an attempt should not be made to purchase. If the agent does not exit the location within a few minutes, the buyer should assume the location is safe to enter and a purchase attempt should be made.

The buyer should carry his or her state-issued valid ID and cash only. No wallets, purses, or other items should be carried into the locations.

If the buyer is asked his/her age, he/she should answer honestly. If the buyer is asked for his/her identification, he/she should provide their state-issued identification.

Except for the Notice of Warning, which will not be visible during the purchase attempt, the survey form and all other items related to the study should remain in the vehicle during the attempts.

If, upon entering the location, the buyer recognizes someone they know in the location, they should not attempt the purchase. The reason for the abandoned attempt should be recorded on the survey form.

The buyer should not attempt to purchase any items (e.g., magazines, gum, candy) other than the product as directed by this protocol.

During the attempt, if the buyer is asked his or her age, he/she should answer honestly. If the buyer is asked to show identification, the buyer should show his/her state-issued ID.

During the attempt, the buyer will use the \$20 bill provided by the ABLE agent for the purchase attempt. Money will not be lost since the agent will retrieve the money back after each completed buy.

The buyer should do nothing to entice a sale or encourage the staff to make a sale.

If at any time prior to the purchase the buyer is asked to leave the location, the buyer will leave the location and abandon the purchase attempt.

Once the attempt has been made and the buyer and agent are back in the vehicle and at a safe location, the buyer should fill out the survey either on paper or online before attempting the next buy. (Note: If the survey is filled out on paper, the buyer will be responsible for entering that information into the online survey within 24 hours.)

**Bars, clubs, bowling alleys, and some restaurants:**

*For restaurants at which customers typically order food and drinks at the same time at the counter, please use the protocol below for 'Other restaurants.'*

The agent will remain in the location during the purchase attempt and remain in a position to observe the buyer. The buyer will enter the location and be seated at the bar if one is present. If a cover charge is required to gain entry to the location, the buyer should pay the cover charge and provide identification if asked. If the location does not contain a bar, the buyer will be seated at a table. The buyer should order a bottle of Bud Light from the bartender or server. If Bud Light is not available, the buyer should order a bottle of Corona. Once the beer is served, the buyer should touch the bottle containing the beer and exit the location. When the buyer is leaving the location, the agent should hand the keys to the vehicle to the buyer. The buyer should get in the vehicle and lock the doors. The agent will approach a staff member, explain the reason for the purchase, provide the Notice of Warning explaining the study, and retrieve any money paid for the beer and cover charges.

**Other restaurants:**

*Please use this protocol for restaurants at which customers typically order food and drinks at the same time at the counter.*

The agent will remain in the location during the purchase attempt and remain in a position to observe the buyer. The buyer will enter the location and approach the counter where food and drinks are ordered. The buyer should tell the clerk that they are waiting for the rest of their party to arrive and ask to order a bottle of Bud Light while they wait. If Bud Light is not available, the buyer should order a bottle of Corona. Once the beer is served, the buyer should touch the bottle containing the beer and exit the location. When the buyer is leaving the location, the agent should hand the keys to the vehicle to the buyer. The buyer should get in the vehicle and lock the doors. The agent will approach a staff member, explain the reason for the purchase, provide the Notice of Warning explaining the study, and retrieve any money paid for the beer.

**Off-premise locations (e.g., liquor stores, grocery stores, convenience stores):**

The buyer should enter the location and select a six-pack of Bud Light and take it to the counter for purchase. If Bud Light is not available, the buyer should select a six-pack of Corona. If possible, the buyers should purchase refrigerated products. The buyer should take the product to the cashier and allow the item to be rung up on the register. Once the cashier has rung up the item and has told the buyer the amount due, the buyer should exchange money with the cashier for the beer. Upon receiving the change, the buyer should pick up the beer and begin to exit the store with the beer and change. The buyer will hand the beer and change to the ABLE agent, then proceed to walk to the agent's vehicle. The agent will return the beer to the cashier, retrieve the money used for the purchase, and provide the Notice of Warning explaining the study.