

Propensity for Illegal Alcohol Sales at Professional Sport Stadiums



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Outline

- Background of problem
- Study goals
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- Summary

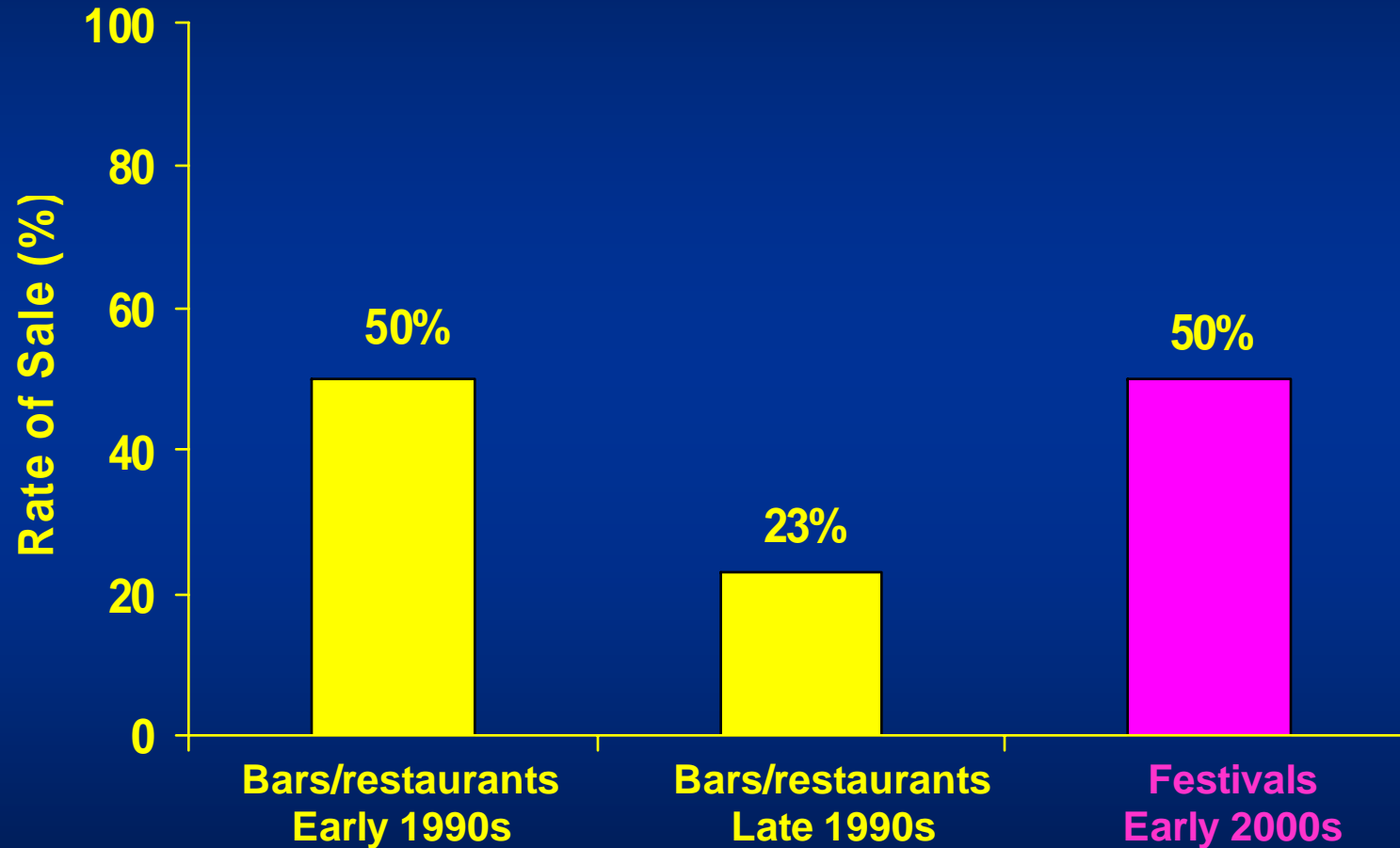


Background

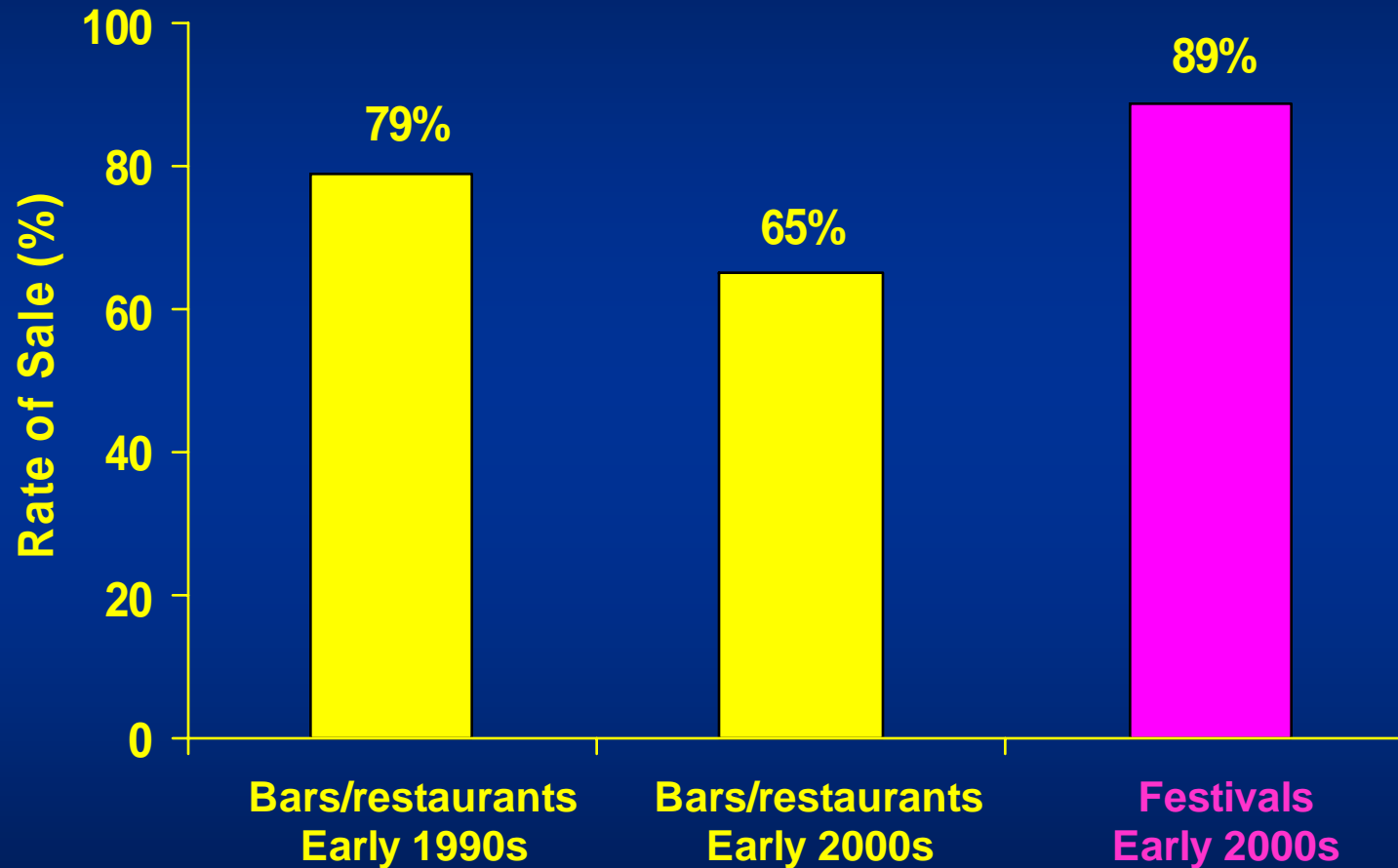
- Illegal to sell alcohol to:
 - Obviously intoxicated
 - Underage persons
- Previous research done on alcohol establishments (on-and-off sale) and community festivals
- No research done at professional sports stadiums



Propensity of sales to underage



Propensity of sales to intoxicated



Study goals

- Assess the likelihood of illegal alcohol sales at professional sports stadiums



Sample

- 16 stadiums
- 5 states
- Four types of sports:
 - Football
 - Baseball
 - Basketball
 - Hockey



Methods

- Conducted 318 purchase attempts at professional sports stadiums
 - 159 pseudo-underage
 - 159 pseudo-intoxicated
- Fall 2005 through late Fall 2006



Protocol

- Well-established protocol

Teams:

- One pseudo-underage buyer
- One pseudo-intoxicated buyer
- Three purchase attempts per buyer per game :
 - Two at booths
 - One in stands







Analyses

- Overall purchase rates
- Multivariate:
 - Dependent variables
 - Sales to underage and pseudo-intoxicated customers
 - Independent variables
 - Event characteristics
 - Purchase attempt characteristics
 - State



Independent variables

- **Event characteristics**
 - Time of day
 - Sport
 - Security present
 - Alcohol promotions/sales
 - Size of crowd
 - Number of intoxicated patrons
- **Purchase attempt characteristics**
 - Gender/age of seller
 - Before or during game
 - Location
- **State**



Results

Overall purchase rates (N=318):

– Pseudo-intoxicated = 74%

– Pseudo-underage = 18%



What predicts illegal alcohol sales

Illegal sales more likely in stands vs. at booth:

- Pseudo-underage:
30% vs. 13%
- Pseudo-intoxicated:
89% vs. 73%

For pseudo-underage in stands:

- Sales more likely if further from vendor
50% vs. 11%



Noticing Pseudo-intoxication

If vendor did not notice pseudo-intoxication:

Purchase rate = 100%

If vendor did notice pseudo-intoxication:

Purchase rate = 54%

Vendor more likely to notice intoxication at booth
vs. in stands:

At booth: noticed 71% of time

In stands: noticed 27% of time



Summary

- First study on illegal alcohol sales at professional sports stadiums
- Sales mirror what was happening in bars/restaurants in the early 1990s
- Illegal sales much more likely to occur in the stands than in the booths
- Greater rate of sale to intoxicated customers

