

STARS

University of Central Florida
STARS

Institute for Social and Behavioral Science (ISBS)

9-2016

2016 Alcohol Environmental Survey Report

Rachel K. Totaram

Mandi N. Barringer

Amy M. Donley

Find similar works at: <https://stars.library.ucf.edu/isbs>

University of Central Florida Libraries <http://library.ucf.edu>



STARS
Showcase of Text, Archives, Research & Scholarship



University of Central Florida

Institute for Social and Behavioral Science
Department of Sociology
University of Central Florida
Orlando, FL 32816

2016 Alcohol Environmental Survey Report September 2016

By:

Rachel K. Totaram, Mandi N. Barringer, MA,
and Amy M. Donley, PhD

2016 Alcohol Environmental Survey Report

The Survey

During the month of September 2016, the Institute for Social and Behavioral Science (ISBS) located 216 establishments that sell alcoholic beverages in the east and west areas of Orange County, Florida. Our survey team operated within the boundaries of east and west Orange County, as established by Orange County Government (orangecountyfl.net).

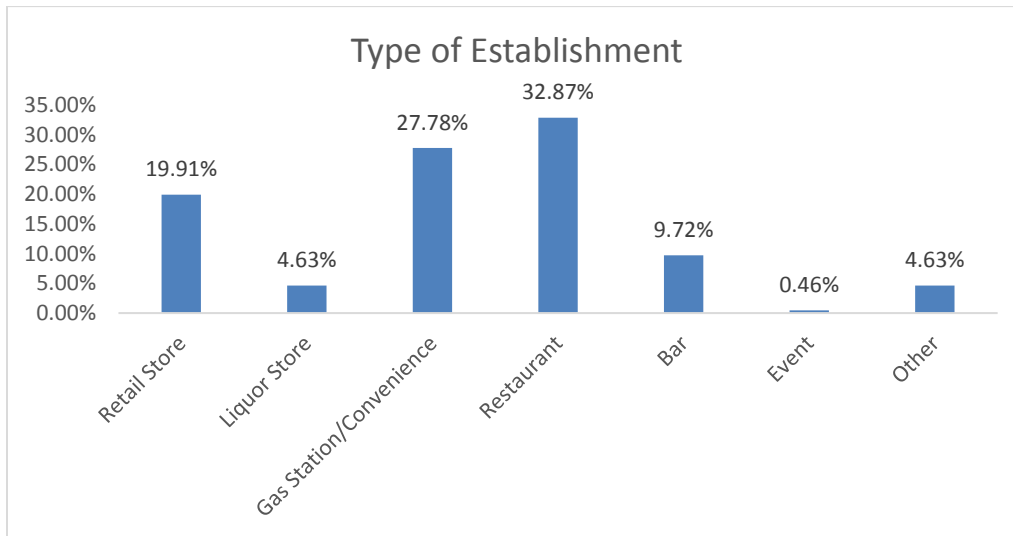
The ISBS survey team visually scanned the establishments to catalog alcohol advertising, accessories that encourage drinking, atmospheres which promote alcohol consumption, warning signs for alcohol usage, placement of alcoholic beverages, identification of patrons under 21 years of age, and promotions which encourage alcohol sales and consumption. The various establishments surveyed includes restaurants, liquor stores, gas stations/convenience stores, bars, and other establishments. The survey was developed and collected using Qualtrics software on tablet devices.

Results

The survey team collected basic information regarding the type of each establishment and the establishments' hours of operation. Results are as follows:

As shown in Graph 1, The majority of establishments were classified as restaurants (32.87%), followed by gas stations/convenience stores (27.78%), retail stores (19.91%), bars (9.72%), liquor stores (4.63%), other establishments (4.63%), and lastly, event establishments (.46%).

Graph 1. Types of Establishments



The opening times for the establishments range from 7:00am – 8:00pm and the closing times range from 3:00pm – 2:00am

The survey team visually scanned the establishments to answer various questions regarding advertisements with alcoholic branding. The following information shows the questions, the range of the minimum to the maximum number of advertisements, and the average number of advertisements for the establishments.

Inside the Store

Outside the Store

How many total ads are displayed inside the store?

Range: 0-240
Average: 11.06

How many total ads are displayed outside the store?

Range: 0-32
Average: 4.07

How many alcohol ads, if any, have celebrities in them?

Range: 0-1
Average: .01

How many alcohol ads, if any, have celebrities in them?

Range: 0
Average: 0

Compared to the total number of alcohol advertisements, it seems that very few advertisements displayed both inside and outside the surveyed establishments depict celebrities promoting alcohol. Alcohol companies may feel that there is little need to pay celebrities to promote the brand, as the alcohol brand itself promotes sales.

How many alcohol ads have sports stars in them?

Range: 0-2
Average: .04

How many alcohol ads have sports stars in them?

Range: 0-2
Average: .01

Additionally, the results from this question reveal a similar trend to the number of alcohol advertisements with celebrities in them.

How many alcohol ads have young people in them?

Range: 0-5
Average: .12

How many alcohol ads have young people in them?

Range: 0-2
Average: .01

How many signs contain alcohol related messages?

Range: 0-105
Average: 3.00

How many signs contain alcohol related messages?

Range: 0-20
Average: .73

How many alcohol brand logos are displayed?

How many alcohol brand logos are displayed?

Range: 0-45
Average: 5.29

Range: 0-26
Average: 1.27

Are the demos placed at or lower than five feet?

Yes: 39.58%
No: 60.42%

Are banners hung with alcohol advertisements?

Yes: 30.53%
No: 69.47%

Does any of the advertising include cartoons?

Yes: 4.63%
No: 95.37%

Are there displays for alcohol next to beach or picnic items?

Yes: 12.74%
No: 87.26%

What advertising affiliate, if any, sponsor the signage?

Radio stations: Zero radio stations sponsor the signage

T.V. networks: Two T.V. networks (ESPN and DirecTV) sponsor the signage

Specific companies: Fourteen specific companies (Barefoot, Liberty Creek, Tisdale Wine, folds of Honor, NFL, Igloo, Pepsi, Our Store, Pine Hills Citgo, Coca Cola, On The Move, TripAdvisor, Benny Gold, Ultra Golf) sponsor the signage

Is the signage bilingual?

Yes: 3.70%

If yes, what language? 6 advertisements are written in Spanish, 1 in Chinese, and 1 in Korean
No: 96.30%

Is there promotional gear available?

Yes: 4.63%

Free giveaways: 20% (n=2) For sale: 80% (n=8)

No: 95.37%

Are t-shirts or hats sold with beer logos on them in youth sizes?

Yes: 1.39%
No: 98.61%

Do they have merchandise next to alcoholic beverages that encourage drinking games? (e.g., deck of cards, ping-pong balls, shot glasses, etc.)

Yes: 8.80%
No: 91.20%

Are there people drinking outside?

Yes: 17.59%

No: 82.41%

Are there children and/or adolescents present?

Yes: 50.00%

No: 50.00%

Is the retail store or signage located within 1/ 2 a mile of any of the following?

School: 60.65%

Church: 62.96%

Recreational facility: 25.00%

Library: 27.31%

Other youth serving facility: 18.06%

Do they have entertainment/game nights? (e.g., karaoke, peer-pong, trivia, etc.)

Yes: 4.63%

No: 95.37%

Of the establishments that offer entertainment/game nights, are there any drink specials associated with these events?

Yes: 80%

No: 20%

Where is the alcohol located? Check all that apply.

Behind the register/counter: 36.11%

In the front: 19.91%

In the back: 50.00%

In the aisles: 35.65%

Are liquor-filled/alcohol flavored candies available?

Yes: 4.17%

No: 95.83%

Are there energy drinks with alcohol in them?

Yes: 16.20%

No: 83.80%

Of the establishments that provide energy drinks with alcohol in them, where are the energy drinks located? Check all that apply.

Behind the register/counter: 2.94%

With the other alcoholic beverages: 88.24%

In the same cooler with other energy drinks: 8.82%

In the aisles: 11.76%

Are single-serving beverages available?

Yes: 68.84%

No: 31.16%

If yes, where are the single-serving beverages located? Check all that apply.

Behind the register/counter: 36.49%

In the aisles: 27.70%

In the back: 50.68%

By the exit: 10.81%

How close in proximity is the alcohol to non-alcoholic items?

Less than 5 feet: 42.94%

Within eye sight 43.56%

In the same cooler: 13.50.%

Are IDS checked upon entry?

Yes: 10.75%

Sometimes: 0.93%

No: 88.32%

Are IDS checked with purchase?

Yes: 86.70%

Sometimes: 7.45%

No: 5.85%

Are IDs checked for all individuals in the party?

Yes: 21.28%

Sometimes: 29.79%

No: 48.94%

Are identifiers used for those who are 21 and over? (e.g., stamps, wristbands, etc.)

Yes: 2.78%

Sometimes: 2.31%

No: 94.91%

Does the establishment have an ID scanning machine?

Yes: 3.72%

No: 96.28%

Are underage events/nights sponsored?

Yes: 0%

No: 100%

If yes, how often:

Weekly: 0%

Monthly: 0%

Sporadically: 0%

If yes, what night(s) are these events held?

N/A

Promotions:

Are there promoters from a beer/liquor company present?

Yes: 3.26%

No: 96.74%

Is there a raffle offer for purchase of beer or wine?

Yes: 0.47%

No: 99.53%

Are there offers for volume discounts with any alcohol purchase?

Yes: 19.91%

No: 80.09%

Are there signs/posters for daily/weekly specials displayed?

Yes: 49.30%

No: 50.70%

Do they offer any of the following drink specials? Check all that apply.

Happy hour: 78.57%

Two for one: 35.71%

Ladies night: 19.64%

College night: 10.71%

Flip night: 0%

Upsize specials: 0%

Brand discount: 25.00%

Pitcher/bucket: 21.43%

Do they offer free samples?

Yes: 6.57%

No: 93.43%

Of those stores with signs, how many are inside the store?

	Count	Average	Language
1. Are there any alcohol control signs for age of sale restrictions?	331	0.420	English/Spanish
2. Are there any sign detailing the negative health effects of alcohol consumption?	139	0.175	English/Spanish
3. Are there any signs not permitting individuals under 21 to enter?	2	0.003	English/Spanish
4. Are there any signs that warn it is illegal to purchase alcohol for minors?	195	0.247	English/Spanish

Of those stores with signs, how many are outside the store?

	Count	Average	Language
1. Are there any alcohol control signs for age of sale restrictions?	70	0.089	English/Spanish
2. Are there any sign detailing the negative health effects of alcohol consumption?	12	0.015	English/Spanish
3. Are there any signs not permitting individuals under 21 to enter?	3	0.004	English/Spanish
4. Are there any signs that warn it is illegal to purchase alcohol for minors?	37	0.047	English/Spanish