



Compliance with age limits

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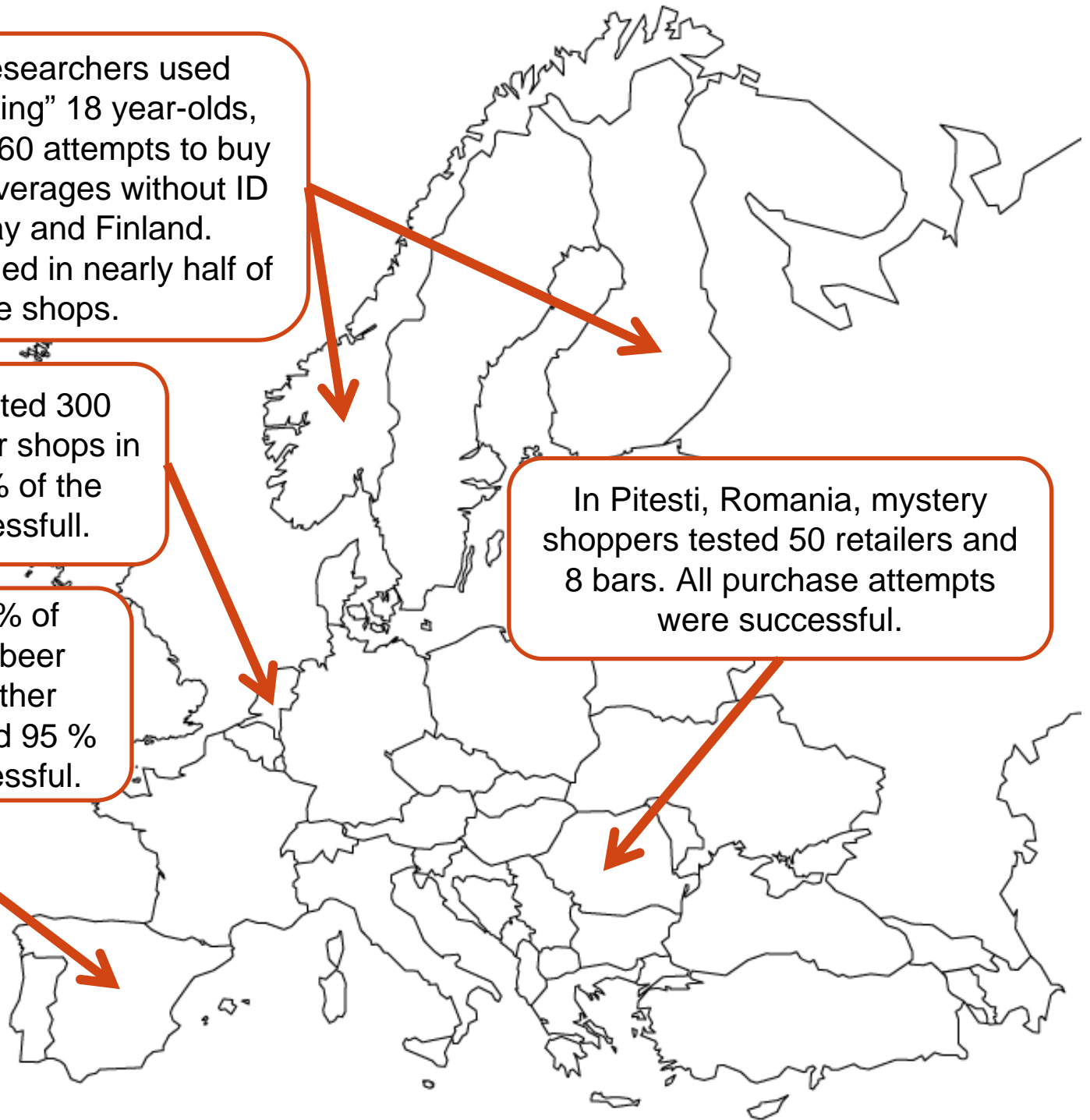


Alcohol researchers used "young looking" 18 year-olds, who made 460 attempts to buy alcoholic beverages without ID in Norway and Finland. They succeeded in nearly half of the shops.

Mystery shoppers visited 300 supermarkets and liquor shops in the Netherlands. 88% of the attempts were successful.

In Madrid, Spain, 61 % of purchase attempts of beer were successful. In other regions, between 85 and 95 % of attempts were successful.

In Pitesti, Romania, mystery shoppers tested 50 retailers and 8 bars. All purchase attempts were successful.





Active:

Country	Shops tested	Shops that sold	Number of tests	Successful purchases
Germany* 2008	11	9	11	9
Ukraine 2008	5	5	5	5
Slovakia 2008	16	14	16	14
Latvia 2008	7	6	7	6
Sweden 2003-2006	-	-	2 131	795 (37 %)
Norway 2008	485	280 (58 %)	1 176	446 (38 %)

Sources: Active

Numbers are not directly comparable

*Spirits only

Our conclusions

- There is a need to gather more information on this subject from other EU countries
- Age limits set by governments are not upheld by the beverage retailers
- The retailers have (in our tests) failed to comply with national laws on legal drinking/purchasing age
- **Controlling retailers' compliance with age limits is necessary in order to reduce alcohol related harm among young people**
- **Violations of the law should be sanctioned**

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