*March 2015*

# Report on the Respect 21™ Responsible Retailing Program

## Background

The harm to adolescents due to alcohol use has been brought to national attention by the Institute of Medicine report *Preventing Underage Drinking: A Collective Responsibility*[1] and by the Surgeon General's *Call to Action to Prevent Underage Drinking*.[2]

The primary sources of alcoholic beverages for minors are acquaintances and friends, both under and over age 21,[3,4,5] plus parents and other adults.[6] Nonetheless, 15% to 30% of minors[7,8,9] report that they purchase alcoholic beverages from retailers directly, and many of these youth become the source of alcohol for their peers. Research has confirmed minors' ability to purchase alcoholic beverages, with or without fake IDs. [10,11,12,13,14,15,16]

Accordingly, the Institute of Medicine Report, the Surgeon General's report, and the Federal Trade Commission's *Report to Congress: Alcohol Marketing and Advertising*[17] have all emphasized the reduction of adolescent access to commercial alcohol sources as a key strategy for reducing the societal and personal costs of adolescent alcohol use.

In 2005, the Miller Brewing Company, now MillerCoors, asked the Responsible Retailing Forum ("RRForum") to develop a responsible retailing program that would assist licensees in checking IDs and preventing underage sales. In the three-tier system that characterizes the US alcohol industry, brewers and distillers (the 1st tier) distribute their beverages through a network of state distributors (the 2nd tier), who in turn sell to individual alcohol beverage licensees (the 3rd tier). Working through this network, the Respect 21™ Responsible Retailing Program was organized as a service that Miller distributors could provide to alcohol beverage licensees in their area.

The purpose of this report is to describe: 1) the development and evolution of the Respect 21 program, and 2) an evaluation of the program through 2013.

**The Development and Evolution of Respect 21**

Respect 21 was originally developed as a short-term program that distributors would conduct in a single community to assist their retailer business accounts in adopting effective best practices for preventing underage alcohol sales. The program's design was informed by *Best Practices for Responsible Retailing ("Best Practices Report")*,[18] a guidance document developed by Dr. Brad Krevor for the Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention (SAMHSA/CSAP). The *Best Practices Report* argued that public and private stakeholders should work cooperatively to assist retailers in adopting "responsible retailing"—the term for the various hiring, training, and supervisory practices and point-of-sale proto-cols and technologies that are part of a comprehensive system to achieve compliance with alcohol sales laws.

Participating distributors promoted Respect 21 to both off-premises retailers and serving establishments in each designated community. Licensees that enrolled in Respect 21 received a Self-Assessment Tool for examining their current responsible retailing practices, a *H.E.L.P. Guide* based upon the *Best Practices Report*, and signage for customers and staff to express a licensee's commitment to respect the age 21 minimum legal drinking age when selling or serving alcoholic beverages.

Importantly, Respect 21 also provides feedback on whether staff are verifying the age of young customers. The program employs Mystery Shoppers—young, legal-age customers, usually ages 21 to 24—who enter the store or on-premises serving establish-ment and attempt to purchase or be served an alcoholic beverage. If the clerk, server or bartender requests an ID, the Mystery Shopper presents a Green Card that explains the purpose of the visit and compliments staff for correctly verifying age. When no ID is requested, the Mystery Shopper presents a Red Card to the clerk (or to the manager on duty at a serving establishment) to signify that the staff member failed to verify the age of a young, unfamiliar customer.

Because the Mystery Shopper is old enough to purchase alcohol, failing to check ID creates no legal exposure for the staff or the licensee. Even so, the results of indivi-dual shops are kept confidential and therefore are known only to the licensee and RRForum.

A follow-up letter summarizing the Mystery Shopper's visit is mailed to the manager or owner-operator. Enclosed in each mailing is additional information on responsible retailing that the operator can employ with staff.

### *Early Respect 21 Projects*

<u>Waukesha, WI</u>

Respect 21 was first introduced in Waukesha, WI in September, 2005 through W.O.W. Distributors, with a formal launch involving Miller, W.O.W., retailers, and public officials.  A total of 33 off-premises retailers and taverns/restaurants participated in the program and received the Respect 21 materials and Mystery Shop visits over five consecutive months.

To evaluate the Waukesha project, RRForum conducted five baseline mystery shops (MS) at ten on-premises and ten off-premises licensees, using five different Mystery Shoppers between the ages of 22 and 24. For these shops, the Mystery Shoppers did not identify themselves, nor did owners or managers receive a feedback report (pre-intervention MS). Next, with the launch of the Respect 21 program, we conducted another round of five MS, this time providing feedback. Finally, after the Respect 21 program concluded, we conducted five additional shops, again without feedback about clerk or server performance (post-intervention MS).

To assess the program's impact, we compared the pre-intervention MS and post-intervention MS results. Pre-intervention, the clerk or server asked for ID 74% of the time. This figure rose to 87% for the post-intervention period, an 18% relative improvement. The rate that IDs were visually inspected also rose from 69% at baseline to 86% for the post-intervention period, a 25% relative improvement. In addition, ID authentication—meaning that the clerk or server physically held and examined the ID to confirm the date of birth and authenticity—increased from a rate of 26% to 30%, a 15% relative improvement.  In-person visits conducted by RRForum and Miller after the program ended revealed that licensees appreciated the program, but also that many of them were not aware of the *H.E.L.P. Guide* or referred to it infrequently.

The Waukesha program demonstrated a highly significant improvement in ID-checking behavior by staff and increased our confidence that the basic design of Respect 21 would prove to be effective. The Waukesha project did lead to one minor change in the evaluation protocol: since an experienced clerk, server, or bartender could determine a customer's age by looking at an ID without holding it, the research team determined that it would require Mystery Shoppers to record whether the employee requested and examined an ID but not whether the employee actually held it while doing so.

Madison, WI

Respect 21 was next offered in Madison, WI beginning in August, 2006. As the home of the University of Wisconsin, Madison had long grappled with underage drinking and alcohol abuse. Alcohol law enforcement by the City of Madison was intensive. A collaborative effort by public health/prevention stakeholders and alcohol licensees to eliminate certain marketing practices associated with excessive drinking (e.g., "a penny a pitcher," "two for one" drinks) had resulted in a restraint-of-trade lawsuit by Madison law school students against the retailers, which made them wary.

The Respect 21 program in Madison was identical to the Waukesha program, but the evaluation design was pared down to pre-post mystery shops for only ten licensees, five on-premises and five off-premises. With some stores being closed at the time of their scheduled MS, we were able to conduct 45 pre-intervention and 48 post-intervention MS. In this case, the correct age-verification rate rose from 62% at baseline to 90%, a significant relative improvement of 45%.

Miami Beach, FL

Launched in October, 2007, the Respect 21 program in the South Beach district of Miami Beach was identical to the Waukesha and Madison programs and produced similar results. Pre-intervention, correct ID-checking occurred only 46% of the time. After we distributed the Respect 21 program materials, the first round of MS for the intervention period saw a rate of 82% correct age-verification, an impressive 78% relative improvement. This was immediately followed by rates that rose to between 92% and 96% for the subsequent MS, effectively doubling the pre-intervention rate. The overall pass rate for the intervention period was just over 82%.

We were unable to complete a sufficient number of post-intervention MS to report a reliable ID-checking rate for that time period. Given that, we elected to conduct supplemental telephone interviews with 11 licensees at the study's conclusion. The licensees reported being very satisfied with the program and saw it has having high value. Typical comments were "The program kept everyone on his toes," and "It made us more aware." The licensees suggested more frequent communications to licensees and revealed that the H.E.L.P. Guide was being underutilized.

## 6-Month Respect 21 Programs

With the success of these initial programs, RRForum set up a series of 6-month Respect 21 programs between 2008 and 2010. These programs had varying numbers of pre-intervention, intervention, and post-intervention Mystery Shops (MS).

The Respect 21 programs launched in 2008 included Albany, New York; Oklahoma City, Oklahoma; and York, Pennsylvania. The programs starting up in 2009 included La Crosse, Wisconsin; Minneapolis/St. Paul, Minnesota; Racine, Wisconsin; and State College, Pennsylvania. Those beginning in 2010 included: Lubbock, Texas (7-Eleven convenience stores); and Salt Lake City, Utah.

It should be noted here that there were also four abbreviated Respect 21 programs, each with one pre-intervention MS and four intervention MS, but no post-intervention MS. Three started in 2010: Bloomington-Normal, Illinois; Fort Myers, Florida; and Joliet, Illinois. In 2011, the five-MS program started up in Lubbock, Texas about one year after the initial program had concluded.

## 12-Month Respect 21 Programs

Discussions with sponsoring Miller distributors, participating licensees, and community stakeholders raised two important issues. First, since the need to check IDs and prevent underage sales is ongoing, could Respect 21 be in place for longer than six months? Second, since law enforcement, public health, and prevention agencies in the community may also be involved in efforts to reduce underage alcohol access and use, could Respect 21 establish partnerships with these stakeholders and contribute to their efforts?

As the early Respect 21 programs were being launched, RRForum received a Small Business Innovation Research (SBIR) award from the National Institute of Alcohol Abuse and Alcoholism (NIAAA), part of the National Institutes of Health, to develop a model for sustainable responsible retailing programs that could be employed by cities, states, or industry stakeholders.

The SBIR model and Respect 21 were similar, both being based upon RRForum's earlier research on effective responsible retailing practices. Major differences between the two models included the following:

- The SBIR model employed quarterly MS over a 12-month period, whereas the Respect 21 programs employed monthly MS for six months.

- The SBIR model published aggregate community-level results for each set of quarterly MS, with each licensee's mystery shop results remaining confidential.
- The SBIR model engaged state and local regulatory and law enforcement agencies to adapt the model to the specific needs and laws of each community.

Note that the SBIR model addressed the two recommendations that had been raised by Miller distributors.

Accordingly, in 2010 the company, now MillerCoors, reconfigured Respect 21 to be a 12-month, community-based program with quarterly Mystery Shops. A few sites that had completed the original 6-month program chose to to repeat Respect 21 with these changes. Then, in 2012, MillerCoors chose to employ Respect 21 principally in college and university communities where the challenges of underage alcohol use and abuse are both intense and chronic.

The first 12-month program started in 2010 in Madison, Wisconsin and continued for three years. The programs launched in 2011 included: Amarillo, Texas; Green Bay, Wisconsin, which continued for two years; Las Cruces, New Mexico; Salt Lake City, Utah, which continued for two years; and Waukesha, Wisconsin. In 2012, Respect 21 began in Abilene, Texas, and Lubbock, Texas moved to the 12-month program. Also in 2012, the Las Cruces program was expanded to also include Albuquerque and Rio Rancho.

Beginning in September 2012, MillerCoors elected to have RRForum start up new 12-month programs in cities and towns with a major university presence. Most of these longer programs started in 2012: Clemson, South Carolina; Colorado Springs, Colorado; Columbus, Ohio; East Lansing, Michigan; El Paso, Texas; Fayetteville, Arkansas; Hunting-ton, West Virginia; Knoxville, Tennessee; Memphis, Tennessee; Mobile, Alabama; Seattle, Washington; Storrs, Connecticut; Syracuse, New York; Tampa, Florida; Tempe, Arizona; Troy, Alabama; and Tuscaloosa, Alabama. Seven additional programs started in 2013: Auburn, Alabama; Austin, Texas; Berkeley, California; Bozeman, Montana; Eugene, Oregon; Laramie, Wyoming; and Lawrence, Kansas.

## *Summary*

Through 2013, Respect 21 has been implemented in the 51 communities listed in Table 1. The evaluations reported in the following section include Mystery Shopper data for 45 programs whose final round of post-intervention MS were completed by June 30, 2014.

There are six additional Respect 21 programs that could not be included in the analyses due to the program deviating from the MS schedule or to missing data: Cape

Girardeau, Missouri; Indianapolis, Indiana; Kalispell, Montana; Los Angeles, California; Milwaukee, Wisconsin; New York City, New York.

**Table 1: Respect 21 Programs (Initiated 2005-2013)**

| Alabama | Michigan | South Carolina |
|---|---|---|
| ▪ Auburn | ▪ East Lansing | ▪ Clemson |
| ▪ Mobile | Minnesota | Tennessee |
| ▪ Troy | ▪ Minneapolis/St. Paul | ▪ Knoxville |
| ▪ Tuscaloosa | Missouri | ▪ Memphis |
| Arizona | ▪ Cape Girardeau | Texas |
| ▪ Tempe | Montana | ▪ Abilene |
| Arkansas | ▪ Bozeman | ▪ Amarillo |
| ▪ Fayetteville | ▪ Kalispell | ▪ Austin |
| California | New Mexico | ▪ El Paso |
| ▪ Berkeley | ▪ Albuquerque | ▪ Lubbock |
| ▪ Los Angeles | ▪ Las Cruces | Utah |
| Colorado | ▪ Rio Rancho | ▪ Salt Lake City |
| ▪ Colorado Springs | New York | Washington |
| Connecticut | ▪ Albany | ▪ Seattle |
| ▪ Storrs | ▪ New York City | West Virginia |
| Florida | ▪ Syracuse | ▪ Huntington |
| ▪ Ft. Myers | Ohio | Wisconsin |
| ▪ Miami Beach | ▪ Columbus | ▪ Green Bay |
| ▪ Tampa | Oklahoma | ▪ La Crosse |
| Illinois | ▪ Oklahoma City | ▪ Madison |
| ▪ Bloomington/Normal | Oregon | ▪ Milwaukee |
| ▪ Joliet | ▪ Eugene | ▪ Racine |
| Indiana | Pennsylvania | ▪ Waukesha |
| ▪ Indianapolis | ▪ York | Wyoming |
| Kansas | ▪ State College | ▪ Laramie |
| ▪ Lawrence | | |

## Respect 21 Evaluations

Respect 21 has been evaluated over time by a research team consisting of Brad Krevor, Ph.D., of the RRForum; William DeJong, Ph.D., of the Boston University School of Public Health; Joel Grube, Ph.D., director of the Prevention Research Center, Pacific Institute for Research and Evaluation; and Steven Fournier, Ph.D. and Jeffrey Prottas, Ph.D., both of the Heller Graduate School, Brandeis University.

Collectively, our evaluation studies examined Respect 21's impact on ID-checking, licensees' beliefs and attitudes regarding the program, and community impacts. We also examined issues related to how often the MS should be conducted ("dosage") in order to achieve the maximum impact and how quickly any program effects might decay once the licensees no longer received feedback on the shops (post-intervention).

To this end, we conducted a series of analyses to examine the effects of Respect 21 on ID-checking over time. These analyses included data for 1,670 retailers nation-wide, which varied by type of community (campus community vs. non-campus community) and MS report frequency (quarterly vs. monthly). For each evaluation, our primary method of analysis was a multi-level logistic regression that took into account the fact that a set of outlets was in a particular community and that several MS had been conducted at each outlet.

### 2008-2010:  6-Month Programs

Our first analysis focused on 396 retailers in nine communities with a 6-month program between 2008 and 2010: Albany, NY; La Crosse, WI; Lubbock, TX; Minnea-polis/St. Paul, MN; Oklahoma City, OK; Racine, WI; Salt Lake City, UT; State College, PA; and York, PA.
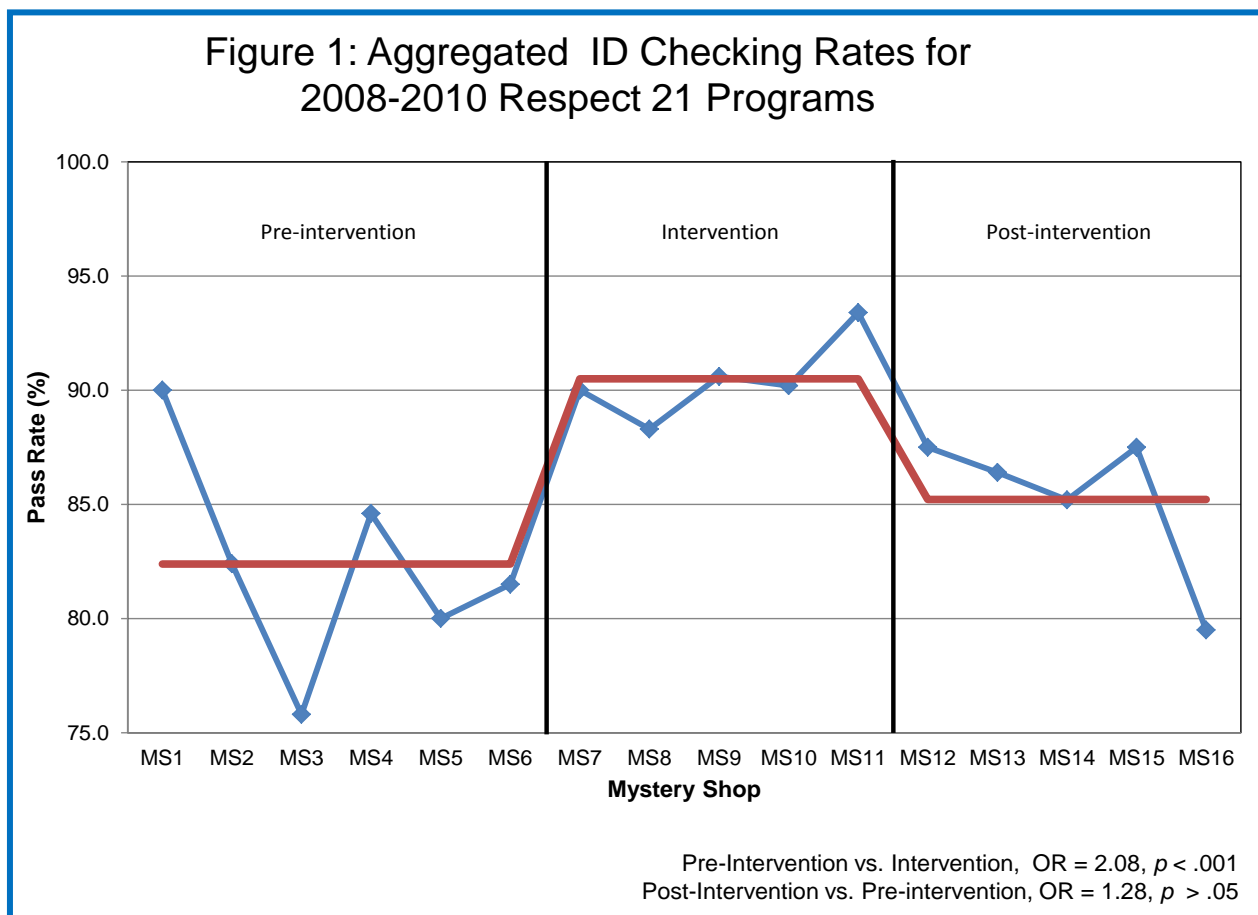
The Respect 21 program in these communities involved a total of 16 Mystery Shops at the selected outlets. The first six MS for the *pre-intervention/baseline period* occurred within a one-month period. The clerks or managers did not receive feedback until after the sixth MS. Thus, these first six data points represent what the aggregate ID-checking rates were before the program began.

The next five MS for the *intervention period* occurred monthly. The clerks or managers received feedback for all but the fifth MS, meaning that these five data points represent what the aggregate ID-checking rates were after the program launch.

The final five MS for the *post-intervention period* occurred within one month. Again, the clerks and managers did not receive feedback. These five data points represent what the aggregate ID-checking rates were once the program concluded. These data also allowed us to examine whether and how quickly the program effects would decay once the MS feedback was discontinued.

Figure 1 shows the percentage of clerks conducting appropriate ID-checking. The blue line shows the percentage passing each round of Mystery Shops; the red line shows the average for each of the study's three phases. Overall, the licensees in these Respect 21 programs had an average ID-checking rate of 82% for the pre-intervention period. These rates rose dramatically during the intervention period, reaching an average ID-checking of 92%. The ID-checking rate rose consistently across the intervention period, peaking at 93% for the last intervention MS.  Once the feedback ended, the rate of checking IDs rapidly declined, reaching 79% by the end of the post-intervention period.



Figure 1: Aggregated  ID Checking Rates for 2008-2010 Respect 21 Programs

Pre-Intervention vs. Intervention,  OR = 2.08, *p* < .001
Post-Intervention vs. Pre-intervention, OR = 1.28, *p*  > .05

The results of our analyses indicate that, overall, the likelihood of checking IDs was significantly greater during the intervention period relative to the pre-intervention period. The likelihood of checking IDs during the post-intervention phase did not differ significantly from the pre-intervention period. These findings make it clear that Respect 21 significantly improves ID-checking rates, but that any progress that is made is likely to be lost after the program is discontinued. The decision by MillerCoors to move from a 6-month to a 12-month program is supported by this evidence.

### 2010-2011: 5-Month Programs

The next analysis focused on 192 retailers in four communities with a 5-month program between 2010 and 2011: Bloomington/Normal, IL; Fort Myers, FL; Joliet, IL; and Lubbock, TX.  Because the effectiveness of Respect 21 had already been established, we eliminated the five pre- and 5 post-inspection MS. The *pre-intervention period* consisted of a single MS, for which the clerks or retailers received feedback. The *intervention period* involved four monthly MS with feedback. There were no post-intervention MS.

Figure 2 shows the aggregated data for these programs.  The pre-intervention ID-checking rate was 82%. The rate increased to an average of 88% during the intervention period, peaking at 95% for the final MS. There was some variability in the monthly pass rates during the intervention period, but the overall odds that a clerk would check ID was about 1.6 times greater after the Respect 21 started. Once again Respect 21 led to a large and statistically significant increase in appropriate age-verification by clerks and servers.



Figure 2: Aggregated ID Checking Rates for 2010-2011 5-Month Respect 21 Programs

Pre-Intervention vs. Intervention, OR = 1.61, $p < .03$
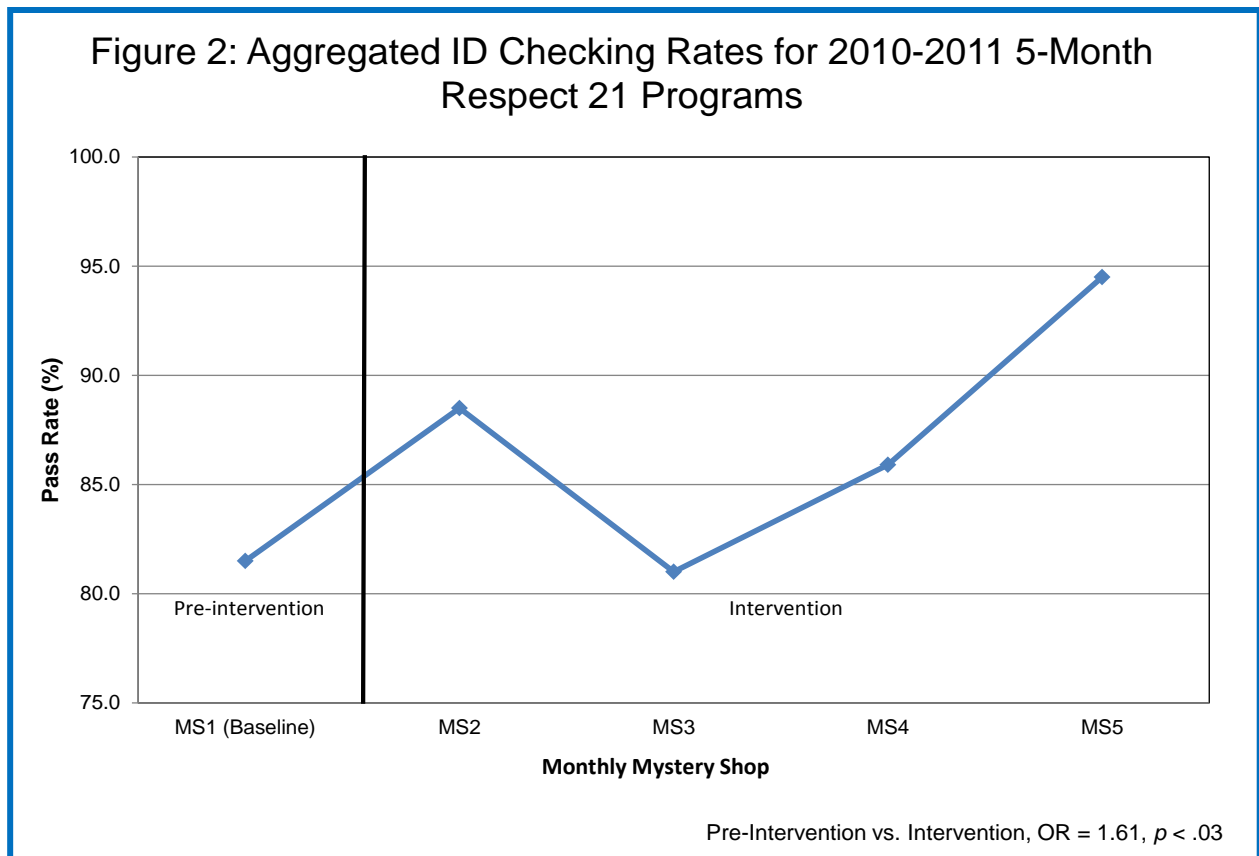
## *2010-2013: 12-Month Programs*

MillerCoors reconfigured Respect 21 in 2010 as a 12-month program with feed-back given to licensees on a quarterly basis. The next analysis focused on 562 outlets (half off-premises retailers, half on-premises serving establishments) in 10 communities whose programs operated between 2010 and 2013: Abilene, TX; Albuquerque, NM; Amarillo, TX; Green Bay, WI; Las Cruces, NM; Lubbock, TX; Madison, WI; Salt Lake City, UT; Rio Rancho, NM; Waukesha, WI. The *pre-intervention period* consisted of a single MS, for which the clerks or retailers received feedback. The *intervention period* involved three quarterly MS with feedback. There were no post-intervention MS.
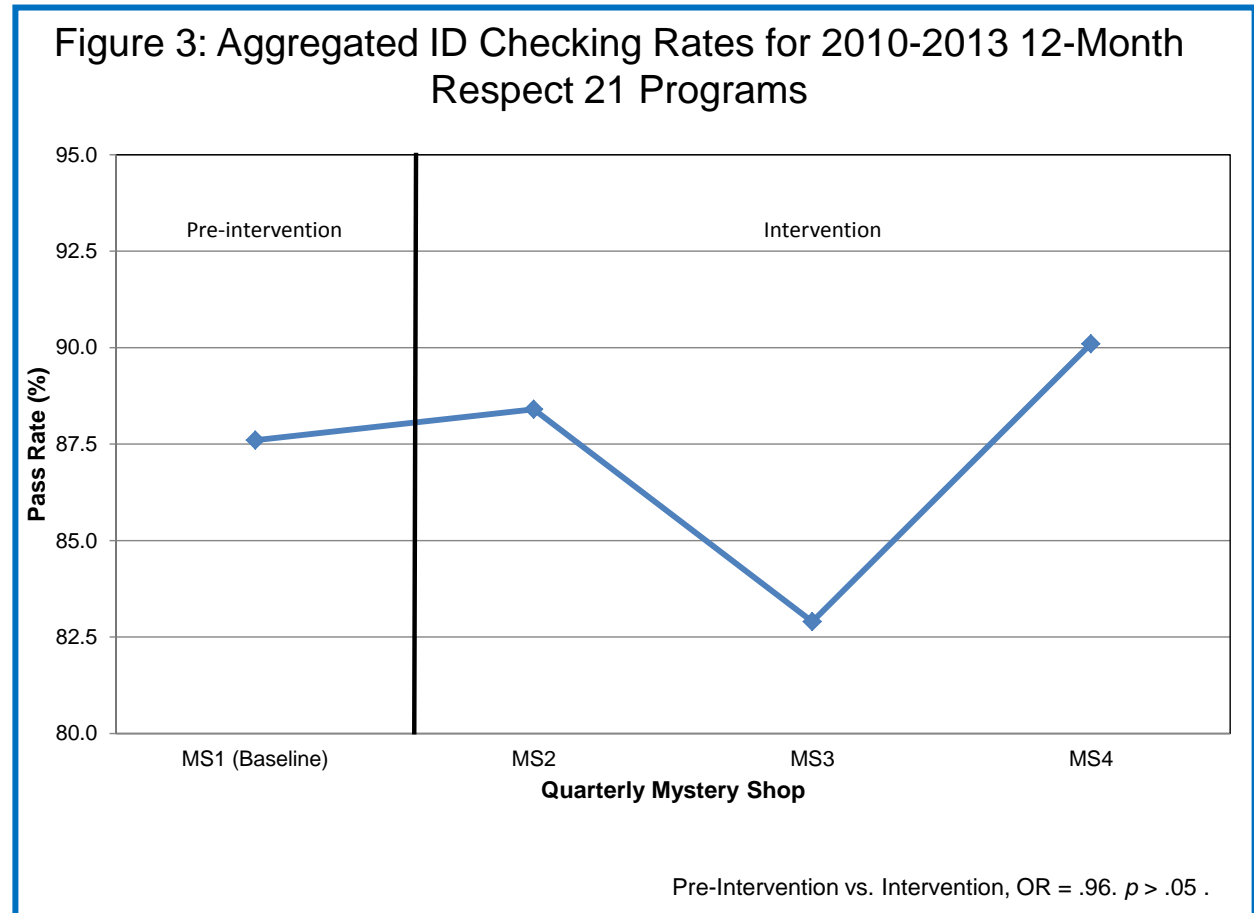
As shown in Figure 3, the improvement in ID-checking was much less dramatic than for the previous Respect 21 programs. The pre-intervention ID-checking rate was 88%, while the average rate across the three quarterly MS for the intervention period was 87%, peaking at 90% at the final MS.



Figure 3: Aggregated ID Checking Rates for 2010-2013 12-Month Respect 21 Programs

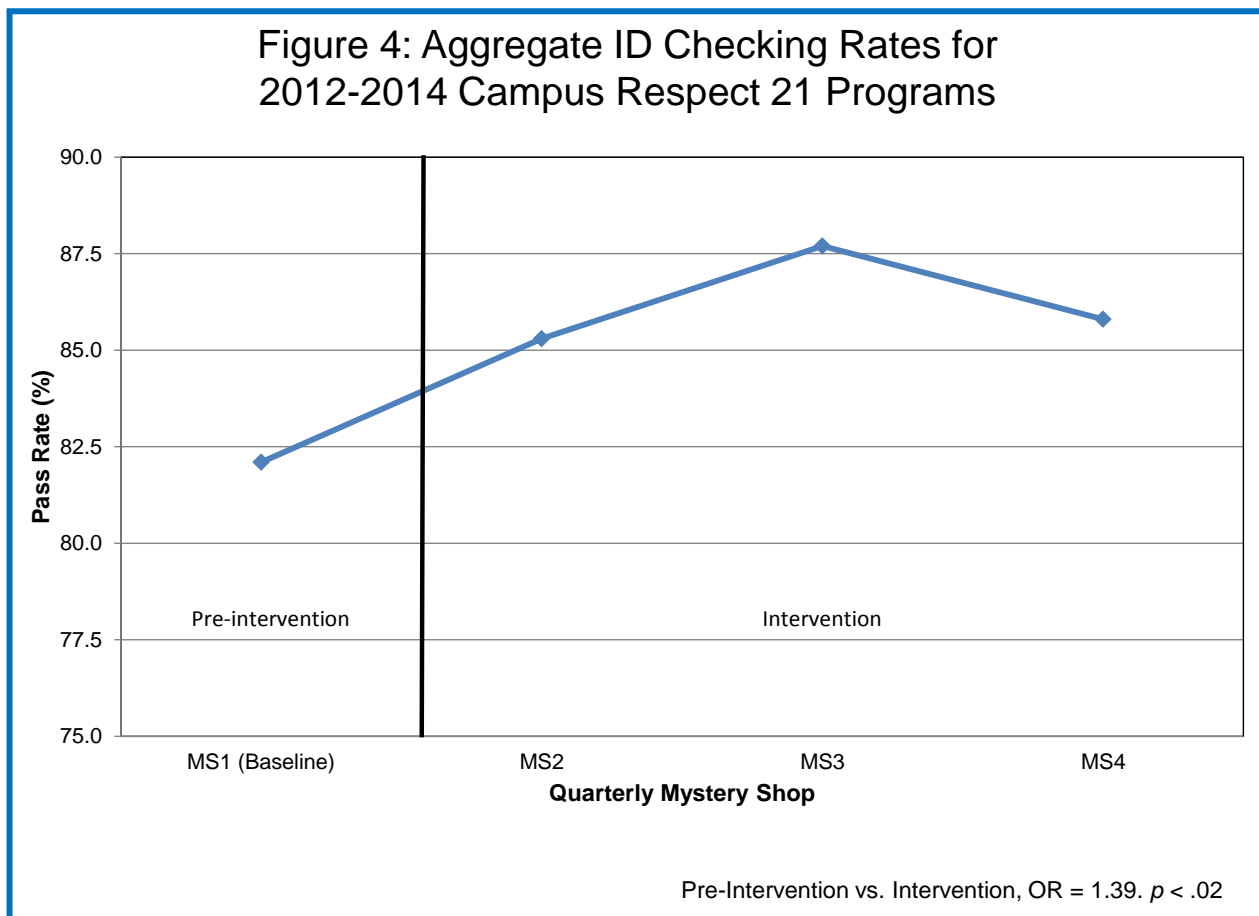Pre-Intervention vs. Intervention, OR = .96. *p* > .05 .

There are at least two possible explanations for these findings. First, it should be noted that the earlier programs involved monthly MS, whereas the 12-month programs employed quarterly shops.  Are quarterly MS too infrequent?  However, the evaluation of campus community-based Respect 21 programs (described below) employed quarterly MS and found a significant intervention effect. Second, the pre-intervention ID-checking rate for these 12-month programs was quite high. This may have created a "ceiling effect," meaning that, with a baseline rate of 88% there was little room for a dramatic improvement after Respect 21 started. The pre-intervention rates for the 6-month, and 12-month college programs was 82% in each case, 6% below that observed for the non-college 12-month programs.

## 2012-2014 Campus Community-Based Programs

Between 2012 and 2014, MillerCoors supported 12-month Respect 21 programs at a total of 622 outlets in 24 college and university communities : Auburn, AL; Austin, TX; Berkeley, CA; Bozeman, MT; Clemson, SC; Colorado Springs, CO; Columbus, OH; East Lansing, MI; El Paso, TX; Eugene, OR; Fayetteville, AR; Huntington, WV; Knoxville, TN; Laramie, WY; Lawrence, KS; Memphis, TN; Mobile, AL; Seattle, WA; Storrs, CT; Syracuse, NY; Tampa, FL; Tempe, AZ; Troy, AL; and Tuscaloosa, AL. The program consisted of one pre-intervention MS, followed by three quarterly MS during the intervention period.

As shown in Figure 4 on the next page, the pre-intervention ID-checking rate was 82%, while the average rate across the three quarterly MS for the intervention period was 86%, a relative improvement of 5%. Overall, the odds of checking IDs were 1.4 times greater during the intervention period than before the intervention was implemented (OR = 1.39, $p$ < .02), a significant increase.  Overall, these findings and those for the 6-Month programs, suggest that quarterly MS reports can, in fact, lead to meaningful improvements in appropriate ID-checking behavior. It should be noted that the pre-intervention rate for this set of programs was less than the 88% rate for the 12-month programs, suggesting that a ceiling effect may well have hindered the effectiveness of those programs.

## Figure 4: Aggregate ID Checking Rates for 2012-2014 Campus Respect 21 Programs

Pre-Intervention vs. Intervention, OR = 1.39. $p < .02$

### Licensees' Beliefs and Attitudes Regarding Respect 21

In order to learn how licensees regard Respect 21, we conducted a telephone survey in November 2013 with retailers in three of the campus communities (Austin, TX; Columbus, OH; Tampa, FL) and three of the non-campus communities (Green Bay, WI; Las Cruces and Albuquerque, NM; and Lubbock, TX). For each site, we attempted to interview up to ten licensees, five representing off-premises retailers and five representing on-premises serving establishments. We were able to interview 59 respondents.

We asked the licensees to report how much value they placed upon the Respect 21 resources and materials they received, the mystery shop reports, and the Respect 21 program as a whole by using 10-point Likert scales (1 = lowest value and 10 = highest value). We also asked open-ended questions about what additional program-related resources they might find to be of value.

Across all six sites, licensees placed a very high value upon Respect 21. On the 10-point scale, on-premises establishments gave the program an average rating of 8.8, while off-premises retailers gave it an average rating of 8.7. This is an important finding. Since sales to minors are the principal concern of off-premises retailers, but only one of several concerns for serving establishments, it had been uncertain whether on-premises retailers would rate Respect 21 as highly as they did.

The series of tables beginning on page 12 display the survey findings for each of the six communities, the averages for the campus community sites and for the non-campus community sites, and the average across all six sites. Two additional findings from the surveys stand out:

First, there was some variability in how the licensees responded to the Respect 21 program. The vast majority reporting placing a very high value on the program, but a few appeared to be indifferent or to have a negative attitude. Looking into this further, we discovered that many of these negative responses came from establishments who staff had failed the MS and received a Red Card. This suggests the need to better differentiate the mystery shops from law enforcement inspections, emphasizing that a Red Card is not an indictment, but a signal that additional work is needed to improve staff performance prior to the next law enforcement inspection.

Second, the Respect 21 resources and materials made available to the retailers received very positive ratings, ranging between 7.1 and 8.8 on the 10-point scales. Across four related questions, the respondents from the non-campus communities issued higher ratings than those from the campus communities. In the open-ended comments, while a few licensees said they placed relatively little value on this information, many others asked that they be provided with even more resources and materials to help them communicate with both staff and customers about their establishment's commitment to responsible retailing.

On a scale of 1 – 10, in which 1= lowest and 10= highest value:
**How interested are you in getting more materials to use with staff about checking IDs?**

| SITE | ON-PREMISES | | OFF-PREMISES | |
|---|---|---|---|---|
| | # Respondents | Mean Score | # Respondents | Mean Score |
| Austin, TX | 5 | 5.6 | 5 | 8.8 |
| Columbus, OH | 5 | 9.2 | 5 | 4.4 |
| Tampa, FL | 5 | 5.0 | 7 | 7.9 |
| *Campus Sites* | *15* | *6.6* | *17* | *7.1* |
| Green Bay, WI | 5 | 4.2 | 6 | 8.5 |
| Las Cruces and Albuquerque, NM | 4 | 10.0 | 5 | 8.4 |
| Lubbock, TX | 2 | 10.0 | 5 | 9 |
| *Non-Campus Sites* | *11* | *7.4* | *16* | *8.6* |
| *All Sites* | *26* | *6.9* | *33* | *7.8* |

On a scale of 1 – 10, in which 1= lowest and 10= highest value:
**How useful did you find the materials about getting staff to check IDs?**

| SITE | ON-PREMISES | | OFF-PREMISES | |
|---|---|---|---|---|
| | # Respondents | Mean Score | # Respondents | Mean Score |
| Austin, TX | 5 | 7.0 | 5 | 9.6 |
| Columbus, OH | 5 | 10.0 | 5 | 5.2 |
| Tampa, FL | 5 | 6.2 | 7 | 8.7 |
| *Campus Sites* | *15* | *7.7* | *17* | *7.9* |
| Green Bay, WI | 5 | 8.2 | 6 | 9.3 |
| Las Cruces and Albuquerque, NM | 4 | 6.8 | 5 | 8.2 |
| Lubbock, TX | 2 | 10 | 5 | 8.6 |
| *Non-Campus Sites* | *11* | *8.0* | *16* | *8.8* |
| *All Sites* | *26* | *7.8* | *33* | *8.3* |

**On a scale of 1 – 10, in which 1= lowest and 10= highest value:**
*How useful did you find the materials you received about Best Practices for store policies?*

| SITE | ON-PREMISES | | OFF-PREMISES | |
|---|---|---|---|---|
| | # Respondents | Mean Score | # Respondents | Mean Score |
| Austin, TX | 5 | 8.2 | 5 | 9.2 |
| Columbus, OH | 5 | 8 | 5 | 5 |
| Tampa, FL | 5 | 7.8 | 7 | 7.9 |
| *Campus Sites* | *15* | *8.0* | *17* | *7.1* |
| Green Bay, WI | 5 | 5 | 6 | 8.2 |
| Las Cruces and Albuquerque, NM | 4 | 8.5 | 5 | 8.2 |
| Lubbock, TX | 2 | 10 | 5 | 8.4 |
| *Non-Campus Sites* | *11* | *8.5* | *16* | *8.3* |
| *All Sites* | *26* | *8.3* | *33* | *7.9* |

**On a scale of 1 – 10, in which 1= lowest and 10= highest value:**
*How interested are you in more materials on policies and practices?*

| SITE | ON-PREMISES | | OFF-PREMISES | |
|---|---|---|---|---|
| | # Respondents | Mean Score | # Respondents | Mean Score |
| Austin, TX | 5 | 6.6 | 5 | 8.8 |
| Columbus, OH | 5 | 8 | 5 | 4.8 |
| Tampa, FL | 5 | 7 | 7 | 6.7 |
| *Campus Sites* | *15* | *7.2* | *17* | *6.8* |
| Green Bay, WI | 5 | 4.2 | 6 | 7.2 |
| Las Cruces and Albuquerque, NM | 4 | 9.5 | 5 | 9.2 |
| Lubbock, TX | 2 | 9.5 | 5 | 8.4 |
| *Non-Campus Sites* | *11* | *7.1* | *16* | *8.2* |
| *All Sites* | *26* | *7.1* | *33* | *7.7* |

**On a scale of 1 – 10, in which 1= lowest and 10= highest value:**
***How valuable did you find the overall Respect 21 program?***

| SITE | ON-PREMISES | | OFF-PREMISES | |
|---|---|---|---|---|
| | # Respondents | Mean Score | # Respondents | Mean Score |
| Austin, TX | 5 | 8.6 | 5 | 10.0 |
| Columbus, OH | 5 | 9.0 | 5 | 6.6 |
| Tampa, FL | 5 | 9.4 | 7 | 8.9 |
| *Campus Sites* | *15* | *9.0* | *17* | *8.5* |
| Green Bay, WI | 5 | 7.2 | 6 | 9.0 |
| Las Cruces and Albuquerque, NM | 4 | 9.5 | 5 | 8.0 |
| Lubbock, TX | 2 | 10.0 | 5 | 9.6 |
| *Non-Campus Sites* | *11* | *8.5* | *16* | *8.9* |
| *All Sites* | *26* | *8.8* | *33* | *8.7* |

**On a scale of 1 – 10, in which 1= lowest and 10= highest value:**
***How much would you like to see the program continue?***

| SITE | ON-PREMISES | | OFF-PREMISES | |
|---|---|---|---|---|
| | # Respondents | Mean Score | # Respondents | Mean Score |
| Austin, TX | 5 | 8.0 | 5 | 9.8 |
| Columbus, OH | 5 | 9.4 | 4 | 4.8 |
| Tampa, FL | 5 | 10.0 | 7 | 9.7 |
| *Campus Sites* | *15* | *9.1* | *16* | *8.8* |
| Green Bay, WI | 5 | 4.8 | 5 | 10 |
| Las Cruces and Albuquerque, NM | 4 | 10.0 | 5 | 9.4 |
| Lubbock, TX | 2 | 10.0 | 5 | 10 |
| *Non-Campus Sites* | *11* | *7.6* | *15* | *9.8* |
| *All Sites* | *26* | *8.4* | *31* | *9.3* |

### *Community Impacts*

Although the Respect 21 program was designed to assist licensees in checking IDs and preventing underage sales, the evaluation also revealed other community-level impacts.

Interviews with licensees in Waukesha disclosed that licensees who were not participating in Respect 21 also intensified their ID-checking conduct. Although the evidence for this was anecdotal, a study of mystery shop programs conducted by RRForum with a national chain found that retail outlets that did not receive mystery shop reports, but knew that mystery shops were being conducted in other stores in their vicinity, showed a marked improvement in checking IDs.[19] Similarly, a study of impacts of law enforcement compliance checks found that age-verification improved, briefly, among other retailers in the immediate vicinity where compliance checks were conducted.[20]

Several communities implemented Respect 21 as a response to alcohol problems unrelated to ID-checking. In Madison, WI, chronically inebriated customers were creating a public nuisance in parts of downtown Madison and the city was considering a product ban on certain malt beverages and containers favored by these customers. Respect 21 was launched not as a way of curtailing the problem of chronically inebriated customers, but rather, as a way to enhance and demonstrate the professionalism of alcohol licensees.

In La Crosse, WI, the police department had begun aggressive enforcement of underage access and consumption in an effort to address risky behavior by students attending the local university. But retailers and the Tavern League Association felt alienated from the process. As a way of reducing the mistrust and division, MillerCoors and the local Tavern League chapter conducted a meeting with over 300 local clerks and bartenders that provided TIPS training. And the Respect 21 program was implemented as a way to demonstrate the commitment of retailers to responsible retailing and keeping alcohol out of the hands of minors.

Respect 21 also impacted alcohol licensing and law enforcement agencies. In Green Bay, WI, the Best Practices that Respect 21 received were also distributed by the Green Bay licensing commission to all new alcohol beverage licensee applicants, who agreed to incorporate these Best Practices into their in-house policies.

## Conclusion

Alcohol retailers expect staff to check ID for any customer who appears to be younger than a specific trigger age, typically age 30. A key component of Respect 21 is the feedback provided to licensees on actual staff conduct when serving a young, unfamiliar customer whose ID should be carefully examined.

The mystery shop reports—coupled with the accompanying resources and educational materials that—prompt managers to review the performance results with all staff, reinforce the importance of checking IDs, and underscore that staff conduct is, in fact, being observed and reported back to management, while also encouraging them to review their responsible retailing policies and protocols.

The evaluation results we summarized in this report demonstrate that the Respect 21 program has been successful in increasing ID-checking by both clerks and servers, is favorably viewed by the vast majority of retailers, and has stimulated broader community impacts that support the goal of MillerCoors to reduce illegal alcohol sales to minors.

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