



ALCOHOL ADVISORY COUNCIL  
OF NEW ZEALAND  
KAUNIHERA WHAKATUPATO WAIPIRO O AOTEAROA

## SUBMISSION

### To the Liquor Advertising Review 2003

#### Introduction

1. This submission is from the Alcohol Advisory Council of New Zealand - Te Kaunihera Whakatūpato Waipiro O Aotearoa (ALAC), 36 Customhouse Quay, PO Box 5023, Wellington, New Zealand.
2. ALAC is a crown owned entity that operates under the Alcohol Advisory Council Act 1976.
3. ALAC's primary objective is the encouragement and promotion of moderation in the use of liquor, the discouragement and reduction of the misuse of liquor, and the minimisation of the personal, social, and economic harm resulting from the misuse of liquor. ALAC's mission statement is "more moderation less harm".
4. This document provides ALAC's comments on the issue of liquor advertising on radio and television and includes discussion on the related area of sponsorship.

#### Executive Summary

5. ALAC recommends that:
  - there be no further liberalisation of alcohol advertising in the broadcast media
  - the current 9.00pm watershed be changed to 9.30pm
  - there be a rationalisation of all alcohol advertising and that all current codes affecting alcohol advertising be aligned including sponsorship
  - there be regulation of all sponsorship
  - the realignment of alcohol advertising is addressed in the context of reducing alcohol related harm and aligns with work on:
    - the price and availability of alcohol
    - the enforcement of all current regulations on the sale and use of alcohol and
    - changing the acceptance of intoxication as a normal drinking practice in New Zealand.
6. The Review Committee will be aware of the considerable public concern regarding advertising per se and its perceived influence on the behaviour of some sections of the community.
7. While some of the evidence regarding a link between advertising and the drinking

behaviour of the whole population remains equivocal, the research on how young people respond to alcohol advertising and how the levels of advertising recall and liking for the ads themselves shape positive views of drinking in young people and consequently how much they themselves drink now and in the future is not (Casswell and Zhang 1998).

8. This in itself suggests that a ban on broadcast advertising should be considered if we can establish with more certainty the effect this would have on young people's drinking behaviours – both in terms of onset of drinking and patterns of drinking.
9. ALAC is of the view that any further liberalisation of broadcast advertising of alcohol would be unwise given emerging evidence of a link between alcohol advertising and the drinking culture in a country – particularly the drinking culture of the young. Culture change around alcohol consumption is essential if harm from alcohol is to be reduced.
10. However, given that the evidence is not completely unequivocal, ALAC's preference is for a rationalisation of the current self-regulation codes for broadcasting to include **all** liquor advertising and a strengthening of the regulatory focus on “new” media.
11. This approach would enable a greater degree of focus on **all** media and **all** forms of advertising, for example sponsorship, which has a major influence on young people and the culture of drinking in New Zealand.
12. Sponsorship of sporting events by alcohol producers continues to concern ALAC. While ALAC acknowledges that currently sponsorship by the liquor industry provides a lot of support for local and national sport and other New Zealand events, coverage of liquor sponsored events means there is added exposure of liquor brands. This is not sufficiently offset by moderation messages, where public health messages are up against large liquor marketing budgets.
13. Of particular concern is the growing sponsorship of media programmes by liquor producers, for example Lion Red Sport's Café. These programmes and their trailers enable significant brand exposure at times outside the allowed alcohol advertising time slot of 9.00pm and later.
14. Sponsorship is seen as a particularly effective way of connecting with population groups such as Māori and Pacific peoples that have relatively low levels of access to “new” media technology such as the Internet. The drinking patterns and amounts of these groups, particularly the young men, are the cause of considerable concern in terms of harmful alcohol use.
15. Further, the naming, packaging and marketing of alcoholic products should be included in a cross-industry regulatory approach.
16. ALAC would not support any recommendation that supports advertisements for low alcohol beer being able to emphasise the lower alcohol content.
17. ALAC acknowledges the difficulties that can arise for broadcasters with the increasing number of television channels on Sky that are broadcast out of Australia and contain Australian advertisements. We do not believe this is sufficient to justify changing the 9.00pm watershed to an 8.30pm one or allowing liquor advertisements

during the news and live sport and in certain circumstances between noon and 3pm weekdays for the reasons stated above.

18. We already have the situation where the 9.00pm watershed is in the middle of a programme slot with a high number of young viewers.<sup>1</sup> Figures show that approximately one quarter of young people 10-18 are watching television in New Zealand between 6:00pm and 9:30pm. From 9:30pm the figures drops to 19%. Any relaxing of this would mean these viewers have greater exposure to alcohol-related advertisement.<sup>2</sup>
19. ALAC's recommends that the watershed be changed to 9.30pm.
20. ALAC does not support any move to allow heroes of the young to be used in liquor advertisements even where those advertisements purport to advocate moderate drinking. We are of the view that such use could confuse young people as it may appear that the use of alcohol is being promoted per se rather than the use of alcohol in moderation. The inclusion of such people in any liquor advertising has the potential to further entrench alcohol consumption and also send the message that alcohol is a normative part of society making the required drinking culture change more difficult to achieve.
21. ALAC is of the view that broadcasters are overly concerned about the impact of the current Promotion of Liquor Programme Code. We find it difficult to believe that documentary style programmes about hop farms, vineyards or beer, wine and spirit production could be viewed as promoting hazardous consumption of alcohol.
22. ALAC has the same view in relation to broadcasters expressed diffidence in filming sporting events, sports people and sports officials because of the need to avoid showing signs promoting liquor, hats and other promotion material including uniforms. We believe broadcasters are overstating the case.
23. As far as the broadcasting of some overseas programmes is concerned, many local programmes also feature liquor consumption as part of the story line. If the concern is real then broadcasters should require New Zealand production houses to omit alcohol-related story lines before programmes can be aired. Again, the case is overstated.

## **Submission**

### ***The Context in Which the Review is Taking Place***

#### *The Global Context*

24. In 2000, the World Health Organisation's (WHO) work on the global burden of disease showed that consumption of alcohol is directly responsible for 3.9% of all

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<sup>1</sup> See Appendix I for details of television viewing for young viewers.

<sup>2</sup> In Canada for example, statistics show that of all young people aged between 2 and 17, 1 in 5 will be watching television between 6.00pm and 9.30pm.

[http://www.cftpa.ca/government/pdfs/Stand\\_appC\\_Sept1001](http://www.cftpa.ca/government/pdfs/Stand_appC_Sept1001)

deaths in developed countries<sup>1</sup> and 9.2% of the burden of disease in the same countries.

25. At a recent conference on preventing substance abuse, a representative from the WHO presented a paper on the impacts of advertising on youth behaviour with alcohol.<sup>2</sup> Research completed by the WHO indicates that advertising:
  - impacts on youth behaviour – in particular their beliefs and expectations of life
  - creates an impression that drinking alcohol is a norm in **all** societies where that can only be considered true in developed societies such as New Zealand
  - contributes to an environment that is hostile to public health measures and messages.
26. An important message from this presentation was the **global nature** of the public health issues directly related to alcohol consumption. The paper concluded that:
  - the alcohol industry must be part of any solution
  - that current regulatory mechanisms relating to the advertising of alcohol should be reviewed and
  - more research should be carried out particularly around vulnerable populations and the impact advertising may have on their consumption patterns.
27. Importantly, the paper questioned the focus of current self-regulatory environments on the content of the alcohol advertisements and suggested that population exposure to alcohol advertisements may be more important particularly in the context of young people and drinking.

#### *The National Alcohol Strategy*

28. The National Alcohol Strategy (NAS) sits under the National Health Strategy and the National Drug Policy. Harm reduction is a key focus of the NAS, especially in relation to young people's use of alcohol. The NAS does not specifically refer to the advertising of alcohol.

#### *ALAC's Strategic Direction*

29. ALAC's primary legislative objective is the encouragement and promotion of moderation in the use of liquor, the reduction and discouragement of the misuse of liquor, and the minimisation of the personal, social, and economic harm resulting from the misuse of liquor.
30. ALAC is of the view that our legislative objective will be achieved through a strategy that deals with the price of alcohol, access to alcohol, enforcement of the legislation dealing with the sale of alcohol and community action to change behaviour.

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<sup>1</sup> This includes countries such as New Zealand, Australia, the US, Britain, most European countries, Canada and so on. 3.9% equates to 13.491 million deaths; 9.2% equates to 214.213 million people affected by diseases related to alcohol use. Men by far outnumber women in terms of death and disease related to alcohol at 8% and 14% respectively.

<sup>2</sup> "Drinking it in: Alcohol Marketing to young people" presented by Leanne Riley, WHO Switzerland, NDRI Conference, "Preventing Substance Use, Risky Use and Harm: What is Evidence-based Policy?" Fremantle 24-27 February 2003.

31. It is vital, therefore, that we consider the combined impact that advertising and sponsorship may have on the achievement of the price, access, enforcement and community action strategies.
32. Advertising and sponsorship must be balanced by moderation activities for ALAC to fulfil its legislative requirements and for government to achieve its social aims and objectives.

*New Zealand and Alcohol*

33. Devlin et al (1997) estimated that the sum of social costs in New Zealand from alcohol consumption ranged from \$1 billion to \$4 billion in the 1991 year. These costs include such things as lost production, reduced working efficiency, excess unemployment as well as direct costs related to hospitals, ACC and policing.
34. In 2002, Brian Easton in his paper "Taxing Harm: Modernising Alcohol Excise Duties" suggests that alcohol misuse reduces effective GDP by 4%, may well reduce the effective size of the unmeasured (informal) economy by a similar amount, and has also reduced the welfare of New Zealanders via additional mortality and morbidity by 2% and the population of New Zealand by 0.8%.
35. Contrary to industry claims that aggregate consumption is decreasing, consumption after falling steadily since 1991 has in fact increased over the last two years. Further, the total volume of alcoholic beverage available for consumption rose by 4.2% in the December 2002 year.
36. Since 1995, increases in drinking have occurred across all groups. Of greatest concern is the sharp increase in the numbers of young drinkers who are drinking large quantities of alcohol on each drinking occasion. The following information provides a snapshot of current drinking in New Zealand:<sup>1</sup>
  - drinking by women and men has increased since 1995 – for women there has been a move from two to four drinks per occasion for men a move from four to five drinks per occasion in 2000
  - approximately 79 % of 14–17-year-olds currently drink alcohol, with 42 % indicating that initiation was before the age of 15 years
  - about 31 % of those aged 14–17 years drink alcohol every week, with about one-third of this group drinking heavily
  - approximately 90 % of 18–24-year-olds drink alcohol
  - young men aged 18–24 years are disproportionately heavy drinkers, and are most likely to consume six or more drinks in a single session
  - around 23 % of deaths in the 15–24-year-old age group were attributable to alcohol (33 female and 95 male deaths (using 1996 data)
  - New Zealand alcohol consumption is similar to Australia, except for 15–17-year-old New Zealand women who consume more than their Australian counterparts
  - in 1995, a national survey found at ages 14–29 years, 86 % of Māori aged 15–29 years were drinkers
  - Māori aged 14–18 were more likely to be defined as heavier drinkers than their non-Maori counterparts.

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<sup>1</sup> Further information on these trends is available in Appendix 2.

37. As can be seen from these figures, the most obvious trend is the increasing use of alcohol by young people, particularly those aged between 14 and 17 years. Of particular concern is the early onset of their drinking. While it is not currently possible to directly connect liquor advertising with the trends of early onset and heavy drinking patterns, there is enough evidence to encourage a conservative approach to be taken towards advertising.

### ***Term of Reference***

*Has there been a change in social attitudes towards alcohol?*

38. The assumption of a causal link between advertising and alcohol consumption is one reason for imposing restrictions on alcohol advertising. Internationally, all alcohol advertising is banned in many developed countries<sup>1</sup> although these bans vary in shape and form. These bans include sponsorship as shown by the recent article on the threat to Lion Nathan's sponsorship of Team New Zealand in light of European rules around alcohol advertising if the America's Cup was to be hosted in certain countries.
39. In our view, there has also been a national reversal in the public's attitude towards further liberalising attitudes towards alcohol. In particular, many public health commentators have expressed concern over what is viewed as deliberate targeting of young people by advertisers.
40. Regulatory frameworks must be seen in terms of their societal context – particularly the cultural role of alcohol –and prevailing political perspectives on both alcohol and addiction. ALAC believes that there are grave concerns being expressed publicly over the role that alcohol plays in New Zealand society in general and in the lives of young people in particular. This concern is reflected in government's recent positive response to a petition calling for warning labels on alcoholic products.
41. Recently, Government has charged publicly owned broadcasters with greater social responsibility which includes maintaining and observing a code of ethics that addresses the level and nature of advertising to which children are exposed. This is reflective of the government's general desire that publicly owned broadcasters at least strive to set and maintain high ethical standards.

The relationship between broadcast advertising and long-term liquor consumption trends

#### *Research*

42. Research into the influence of alcohol advertising on liquor consumption generally takes two forms:
- econometric studies which involve a statistical examination of the relationship between overall levels of alcohol consumption (typically in terms of sales) and

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<sup>1</sup> Norway permits no alcohol advertising at all; France does not permit television advertising; Belgium has no advertising on state television, bans on spirit advertising on commercial channels and all alcohol advertising on radio; Austria and Ireland ban broadcast advertising of spirits or of beverages above a particular alcohol content.(Hill and Casswell 2001)

overall levels of advertising (typically in terms of expenditure)

- consumer studies which examine how a person's drinking knowledge, attitudes and behaviour vary with their exposure to alcohol advertising.<sup>1</sup>
43. Recent research concludes that most econometric studies have methodological weaknesses that make it difficult to draw reliable conclusions, for example, uncontrollable variables such as income and the number of hours worked, gaps in advertising e.g. regional as opposed to national, not controlling for price and number of licensed premises and a lack of comprehensive data from the industry on advertising and promotional activities in all media (Cooke et al 2002).
  44. More weight is now being given to consumer studies particularly those that focus on behaviour change modelling, cognitive development, social influences, self image and the psychological factors that contribute to alcohol use. Overall these studies do suggest a link between advertising and young people's drinking.
  45. In essence, the more aware, familiar and appreciative young people are of alcohol advertising, the more likely they are to drink both now and in the future (Hill forthcoming 2003). While studies also reveal the complexity of the issue - with the interaction of consumer choice, advertising effect and marketing opportunism creating powerful dynamics – one thing is clear. The alcohol industry is moving with changes in youth culture, introducing heavily branded products to compete directly with each other and the underground market for illicit drugs
  46. Despite the self-regulation of broadcast advertising, alcohol advertising is a part of most young people's day-to-day world. The ever-present nature of alcohol advertising in a diverse range of media and indirect advertising through sponsorship, particularly of sport, mean that, even where restrictions exist, many young people are inevitably exposed to such material (Stockdale 2001).
  47. Branding is becoming a bigger issue and is an enormously important construct in commercial marketing that adds powerful emotional associations to the physical product. In many markets, especially those comprising young people, it is a key dimension of the marketer's offering (Hill forthcoming 2003).
  48. Research provides information about the increasingly sophisticated marketing mix which is aimed to attract, influence and recruit new generations of potential drinkers. The cumulative influence of alcohol advertising is shaping young people's perceptions of alcohol and drinking norms and predisposing them to drinking well before the legal purchase age. The impact of marketing on young people's beliefs and behaviours facilitates the recruitment of new cohorts of young people to the ranks of heavier drinkers and works against health promotion messages that must compete with sophisticated alcohol marketing (Babor 2003 forthcoming).

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<sup>1</sup> Cooke, E., Hastings, G., and Anderson. *S Desk Research to Examine the Influence of Marketing and Advertising by the Alcohol Industry on Young People's Alcohol Consumption Research* prepared for the World Health Organisation by the Centre for Social Marketing at the University of Strathclyde, march 2002

### ***Marketing and Alcohol Consumption by Young People***

49. Prevailing practices and values have a stronger influence on young people than most formal educational initiatives. This is in part because prevailing practices and values reflect common perception rather than trying to change common perceptions about alcohol (Newman 2001).
50. The media, like so many influences, plays both a predisposing role and, to the extent that they teach skills, an enabling role. Yet their significant role as a reinforcing factor is often overlooked. The worldwide web increasingly involves students in a world of multiple advertisements and largely unregulated information (Newman 2001).
51. These media provide various opportunities for learning about drinking. Drinking can be referenced in the words of songs, articles in magazines, scenes in television and movies, topics of talk programmes, advertisements, chatroom discussions and Internet bulletin boards.
52. Television and radio advertisements typically depict situations involving alcohol in a positive manner. The individuals tend to be young, attractive, well to do and male more often than female. Alcohol use is portrayed as a natural, pleasant part of everyday life with few negative consequences suggesting that alcohol is a “constant and harmless part of everyday life” (Newman 2001).
53. Advertising is based on careful marketing studies and on message and image testing and involves close attention to message design. There is little doubt that the media diet available to young people can influence their knowledge, attitudes and practices. The unanswered questions are who is influenced, to what degree and how should society respond.

### ***Māori***

54. Little is known of the link between advertising and alcohol consumption for Māori people. What is known is that statistically young Māori men are the highest consumers of alcohol in New Zealand. We do not have any evidence as to whether or not advertising per se influences this statistic as little or no research on the impact of advertising on indigenous people's has been carried out and even where this work has been done it is very difficult to transpose the results of research from one indigenous group to another. Very often the similarity ends with the fact that both groups are indigenous.
55. What we do know however is that advertisers are acutely aware of the growing Māori population – both in terms of numbers and status. There is a burgeoning middle class Māori market developing and advertisers are researching effective ways of reaching this market.
56. As advertisers develop new ways of connecting with markets they previously ignored, public health messages must also be developed to successfully compete with messages that alcohol consumption is expected and normal in our society. In terms of resource, advertisers have an advantage. What is an already difficult task

– reaching marginalised populations with public health messages that they can connect with – is made more difficult in the face of mass media advertising.

### ***Pacific People***

57. Again, we know little of the link between advertising and alcohol consumption for Pacific people. We do know that young Pacific men tend to develop harmful drinking patterns from drinking in groups rather than on their own. We also know that Pacific people have a high participation rate in sporting activity and alcohol is often associated with sponsorship of that activity. This tends to imply that advertising linking sporting activity and alcohol might influence product choice as well as drinking patterns for Pacific people.
58. As with Māori, advertisers are developing their product so that it has greater appeal to another burgeoning part of New Zealand society – Pacific people.
59. ALAC has considerable concern with the effect of advertisements offering low-priced alcohol. While more Pacific (and Māori) people are improving their socio-economic position, the majority are still vulnerable to advertising that focuses on larger volumes for a lower price.
60. Statistics indicate that Māori and Pacific young people will make up to 40% of New Zealand's youth population by 2040. This factor should be taken into account when considering the outcome of the review of alcohol advertising on radio and television.

### **Conclusion**

61. In conclusion ALAC makes the following recommendations:

#### **Liberalisation of Liquor Advertising on Radio and Television**

- there should be no further liberalisation of broadcast advertising of alcohol given emerging evidence of a link between alcohol advertising and drinking culture in a country
- there should be a rationalisation of the current self-regulation codes for broadcasting to include all liquor advertising and to strengthen the regulatory focus on “new” media. This approach would enable a greater degree of focus on all media and all forms of advertising, for example sponsorship, that has the greatest influence on young people and the culture of drinking in New Zealand.
- the naming, packaging and marketing of alcoholic products should be included in a cross-industry regulatory approach to promotion marketing and advertising

#### **Research**

- further research must be completed particularly research that focuses on behaviour change modelling, cognitive development, social influences, self image and the psychological factors that contribute to alcohol use and the

link, if any with alcohol advertising

- this research must include the impact of alcohol advertising on Māori and other groups in New Zealand society

#### **Low Alcohol Products**

- it is too early at this stage for ALAC to support any recommendation that supports advertisements for low alcohol beer being able to emphasise the lower alcohol content

#### **9.00pm watershed**

- ALAC does not believe there are sufficient reasons to justify changing the 9.00pm watershed to an 8.30pm one or allowing liquor advertisements during the news, live sport and in certain circumstances between noon and 3pm weekdays for the reasons stated above (paragraph 13)
- the watershed for alcohol advertising on television should be 9.30pm

#### **Sponsorship**

- programme sponsorship must be included in the regulatory framework dealing with alcohol advertising

#### **Heroes of the Young**

- ALAC would not support any move to allow heroes of the young to be used in liquor advertisements advocating moderate drinking. Inclusion of such people in any liquor advertising has the potential to further entrench alcohol as a normative part of society

#### **Moderation messages**

- there should be an increase in moderation messages via the broadcast media in order to offset the existing imbalance between the advertising of alcohol and public health messages promoting moderation where currently, exposure of brands through sponsorship is not a consideration

62. With regard to the current Promotion of Liquor Programme Code, we make the following observations:

- ALAC is of the view that broadcasters are overly concerned about the impact of the current Promotion of Liquor Programme Code. We find it difficult to believe that documentary style programmes about hop farms, vineyards or beer, wine and spirit production could be viewed as promoting the consumption of alcohol.
- ALAC has the same opinion in relation to broadcasters apparent diffidence in filming sporting events, sports people and sports officials because of the need to avoid showing signs promoting liquor, hats and other promotion material including uniforms. We believe broadcasters are overstating the

case

- as far as broadcasting of some overseas programmes is concerned, many local programmes also feature liquor consumption as part of the story line – these do not appear to concern broadcasters and ALAC again believes that broadcasters are overstating the case. We suggest that this could be addressed as part of the work in rationalising the regulation of all alcohol advertising and sponsorship.

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## NIELSEN MEDIA RESEARCH: DATALINE SERVICE

Target : All People 10 to 18 years old

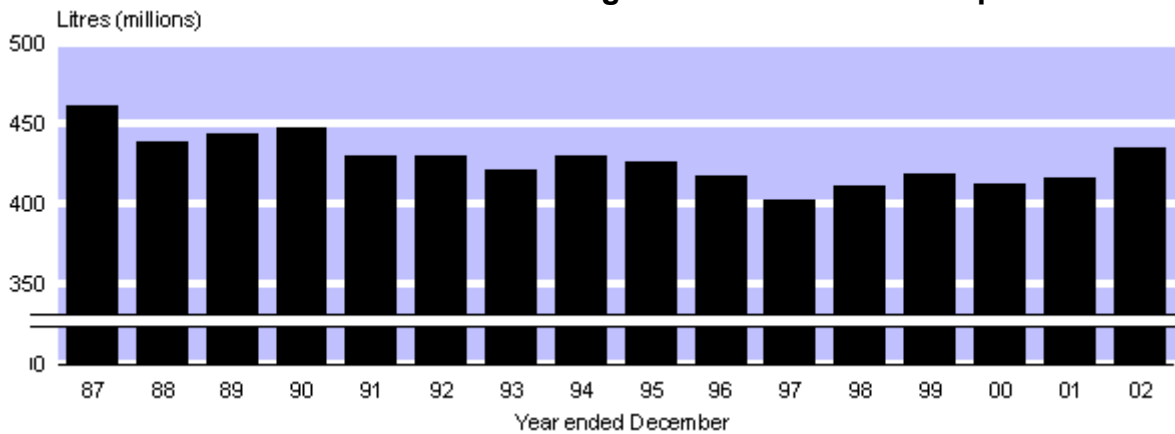
Channel : All Television

Potential Population		476,000		536,000	
Sample Size		150		159	
		1998		2002	
		1 Jan - 31 Dec		1 Jan - 31 Dec	
To	From	TVR	000s	TVR	000s
00:00	00:30	3.6%	17.0	4.0%	21.2
00:30	01:00	2.5%	11.7	3.1%	16.6
01:00	01:30	1.8%	8.6	2.4%	12.8
01:30	02:00	1.4%	6.5	1.8%	9.7
02:00	02:30	1.0%	4.4	1.4%	7.3
02:30	03:00	0.7%	3.3	1.2%	6.1
03:00	03:30	0.6%	2.9	1.1%	5.5
03:30	04:00	0.5%	2.5	0.9%	4.9
04:00	04:30	0.5%	2.3	0.9%	4.7
04:30	05:00	0.4%	2.1	0.8%	4.4
05:00	05:30	0.4%	2.0	0.8%	4.5
05:30	06:00	0.3%	1.7	0.8%	4.2
06:00	06:30	0.5%	2.3	1.0%	5.3
06:30	07:00	1.1%	5.4	1.8%	9.7
07:00	07:30	3.1%	14.8	4.1%	22.0
07:30	08:00	4.9%	23.1	6.5%	34.5
08:00	08:30	5.0%	23.7	6.8%	36.3
08:30	09:00	4.6%	21.6	6.2%	33.1
09:00	09:30	4.7%	22.1	5.9%	31.5
09:30	10:00	4.9%	23.1	5.8%	31.1
10:00	10:30	4.4%	20.7	5.3%	28.1
10:30	11:00	4.1%	19.7	4.9%	26.0
11:00	11:30	4.2%	19.7	5.0%	26.4
11:30	12:00	4.3%	20.6	5.2%	27.7
12:00	12:30	4.9%	23.2	5.2%	27.8
12:30	13:00	5.3%	25.2	5.4%	28.7
13:00	13:30	5.7%	27.1	5.6%	30.1
13:30	14:00	5.9%	27.8	5.8%	31.1
14:00	14:30	6.1%	28.8	5.8%	31.1
14:30	15:00	6.6%	31.2	6.2%	33.0
15:00	15:30	6.4%	30.3	7.2%	38.7
15:30	16:00	9.0%	42.6	10.4%	55.4
16:00	16:30	11.8%	55.9	13.1%	70.1
16:30	17:00	13.9%	66.2	15.4%	82.3
17:00	17:30	16.9%	80.3	16.8%	90.0
17:30	18:00	19.6%	93.1	17.8%	95.0
18:00	18:30	24.3%	115.5	23.0%	122.9
18:30	19:00	27.9%	133.0	25.1%	134.3
19:00	19:30	28.8%	137.1	28.8%	154.0
19:30	20:00	30.0%	142.5	29.9%	160.2
20:00	20:30	29.6%	140.9	29.7%	159.2
20:30	21:00	25.5%	121.2	26.0%	139.3
21:00	21:30	23.7%	112.9	23.7%	127.3
21:30	22:00	19.7%	93.7	19.3%	103.2
22:00	22:30	15.9%	75.8	15.9%	85.0
22:30	23:00	10.8%	51.4	11.1%	59.5
23:00	23:30	7.6%	36.0	7.5%	40.0
23:30	00:00	5.2%	24.6	5.3%	28.5

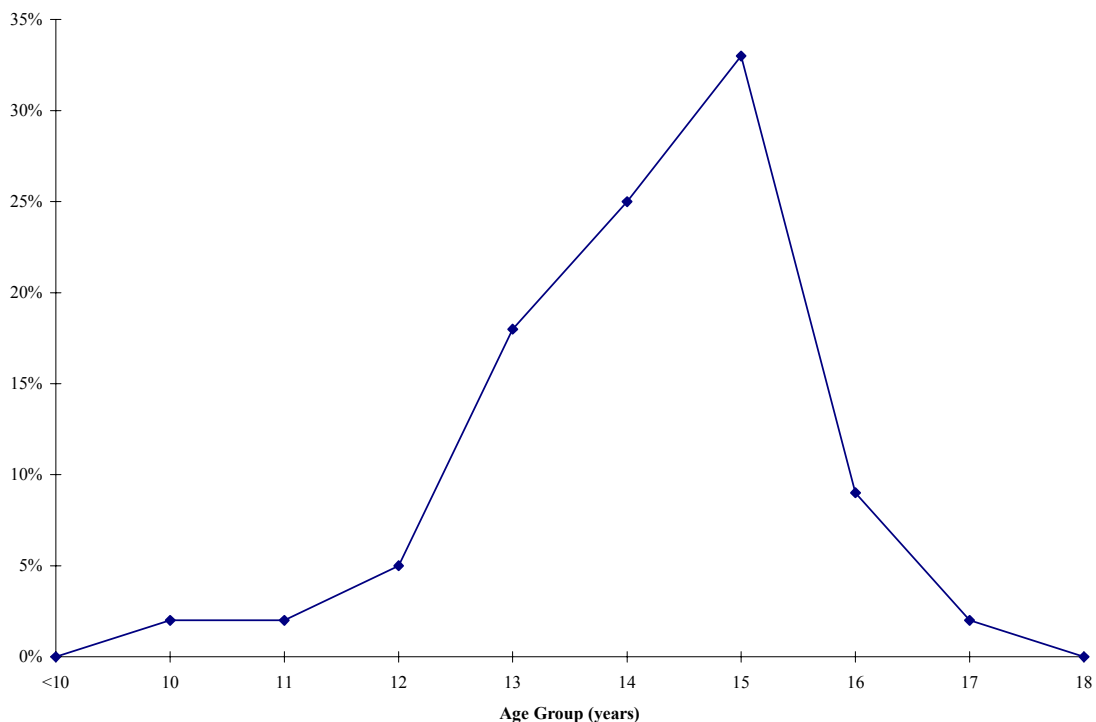
## Appendix 2

- The total volume of alcoholic beverage available for consumption rose 4.6 percent in the December 2002 year.
- The volume of wine available for consumption increased by 10.6 percent in the December 2002 year.
- Spirits and spirit-based drinks available for consumption rose 9.6 percent in the December 2002 year.
- The total volume of beer available for consumption rose 2.7 percent in the December 2002 year.

### Total Volume of All Alcoholic Beverage Available for Consumption



### Age when started drinking, 14–17-year-olds, 2001



Source of data: Kalafatelis & Fryer 2001

Note: this excludes six percent who said they hadn't started drinking

## Frequency of drinking alcohol by ethnicity 14 to 18 year olds, 2000

Q8. At present, about how often do you have an alcoholic drink of any kind?

	Sub sample n=269*	Māori n=136*	Non Māori n=133*
	%	%	%
Almost everyday	3	2	3
About 2 or 3 times a week	13	16	12
About once a week	24	25	24
About once every two weeks	23	17	24
About once a month	16	20	15
Only a few times a year	18	15	19
Never drink alcohol now	2	5	2
Don't know	1	0	2
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample includes only those who have tried alcohol (Q5/6).

**Source of data: Kalafatelis 2000**