





## Confidential

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### ALAC Alcohol Monitor - Adults & Youth 2009-10 Drinking Behaviours Report

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## 1.0 Introduction

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This report updates the previous drinking behaviours reports produced for ALAC covering the 2005-06, 2006-07, 2007-08 and 2008-09 periods. The 2008-09 year saw a change in ALAC's monitoring programme, with a shift from quarterly monitors of youth and adults to a single annual survey for each of these groups.<sup>1</sup> As was the case in 2008-09, the 2009-10 annual survey was completed between November and December 2009, although the interviewing for previous years was completed on a continuous basis throughout the years in question.

The results for adults aged 18 or older are based on a total sample of n=1,809 interviewed by telephone in November and December 2009. They are subject to a maximum margin of error of plus or minus 2.3 percent at the 95 percent confidence level.

The results for young people aged 12-17 are based on a total sample of n=1,203, also interviewed by telephone. They are subject to a maximum margin of error of plus or minus 2.8 percent at the 95 percent confidence level.

Comparisons are made between the results for 2005-06, 2006-07, 2007-08 and 2008-09. Differences are **reported if they are statistically significant** (at the 95 percent confidence level), using upward and downward arrows in tables where significant changes have been recorded. Similar comparisons with the current 2009-10 results are not always possible because of changes in the way "Moderate Drinkers" and "Binge Drinkers" have been defined. However, comparisons are made between these groups of drinkers, as well as between "Drinkers" and "Non-drinkers", based on the 2009-10 results.

Please refer to the Glossary in Section 1.1 following for the definitions of "Drinkers" and Non-drinkers", and "Moderate Drinkers" and "Binge Drinkers".

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<sup>1</sup> The 2008-09 annual survey was also complemented by a number of surveys regularly monitoring ALAC's national marketing campaign. Those monitoring surveys have been reported on separately, and are not covered in this drinking behaviours report.



## 1.1 Glossary of terms used in this report

### Terms relating to binge drinking

<b>‘Binge’ drinking occasion (Adult)</b>	For the purposes of this survey, a threshold equivalent to <u>seven</u> standard drinks consumed in one drinking session is used as an indication of adult binge drinking.
<b>Segmentation</b>	Both adults and minors/youth are grouped into either one of three ‘segments’ based on whether they currently drink, and whether they are a “Moderate Drinker” or “Binge Drinker” (as defined above).

### Types of drinkers

<b>‘Drinker’/‘Non-drinker’</b>	A “Drinker” is a person who self-reports they currently consume alcohol. A “Non-drinker” is a person who self-reports that they do <u>NOT</u> drink alcohol (of any kind) now.
<b>‘Binge Drinker’ (Adult)</b>	An adult “Binge Drinker” is a person, 18/25 years or more, who has consumed <u>seven</u> or more standard drinks on the last occasion they drank alcohol. Previously, an adult drinker has been defined as a “Binge Drinker” if they consumed seven or more drinks on any occasion in the last two weeks. As this has historically had a marginal effect, it is no longer taken into account, resulting in a simplified definition of a “Binge Drinker”.
<b>‘Moderate Drinker’ (Adult)</b>	An adult “Moderate Drinker” is a person, 18/25 years or more <sup>2</sup> , who currently drinks alcohol, but did <u>NOT</u> consume <u>seven</u> or more standard drinks on their last drinking occasion. Previously, an Adult drinker has been defined as a “Moderate Drinker” if they did not consume seven or more drinks on any occasion in the last two weeks. As this has historically had a marginal effect on the proportions identified as “Binge Drinkers” or “Moderate Drinkers”, it is no longer taken into account, resulting in a simplified definition of a “Moderate Drinker”.
<b>‘Moderate Drinker’ (Minor/Youth)</b>	A young “Moderate Drinker” is a person, under 18/25 years of age, who currently drinks alcohol, but did <u>NOT</u> consume <u>five</u> or more standard drinks on their last drinking occasion. Previously, a young drinker has been defined as a “Moderate Drinker” if they did not consume five or more drinks on any occasion in the last two weeks. As this has historically had a marginal effect, it is no longer taken into account, resulting in a simplified definition of a “Moderate Drinker”.
<b>‘Binge Drinker’ (Minor/Youth)</b>	A young “Binge Drinker” is a person, under 18/25 years of age, who has consumed <u>five</u> or more standard drinks on the last occasion they drank alcohol. Previously, a young drinker has been defined as a “Binge Drinker” if they consumed five or more drinks on any occasion in the last two weeks. As this has historically had a marginal effect, it is no longer taken into account, resulting in a simplified definition of a “Binge Drinker”.

<sup>2</sup> 18 years of age reflects the legal purchasing age, whereas 25 years of age is the commonly used lower age limit for Young Adults, used by researchers and others in the health sector.



## Other terms

<b>ALAC</b>	Alcohol Advisory Council of New Zealand.
<b>Minors/Youth/ Adults</b>	<p>The following age-related groups have been used for the purposes of analysis and reporting in this report:</p> <ul style="list-style-type: none"><li>▫ Minors (12-14, 15-17 years)</li><li>▫ Youth (12-24 years); Adults (18 years or older)</li><li>▫ Adults (25 years or older).</li></ul> <p>Note, there is no upper age limit for Adults.</p>
<b>RTD</b>	'Ready to drink' alcohol drinks, combining a spirit with a carbonated soft drink in a bottle or can.
<b>'Significant'/'Statistically significant'</b>	Survey results, including comparisons between surveys, have been tested for their significance at the 95 percent confidence level, meaning that this is how confident we can be that the result is not due to chance but genuinely reflects a characteristic of the population of interest.
<b>Standard drink</b>	The New Zealand definition of a 'standard' drink is 10 grams of alcohol.



## 2.0 Profile of Adult Drinkers and Non-drinkers

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This section provides a profile of the New Zealand population of adults 18 or more as it relates to their drinking behaviour for the 2009-10 year.

### 2.1 Drinking prevalence, frequency, and volume

As at March 2010, the New Zealand resident population was approximately 4,362,000. Just over 1 million (1,088,000) were under 18 years of age (about 370,000 were aged between 12 and 17).

The majority (84 percent) of adults 18 years or older who were interviewed in 2009-10 reported that they drink alcohol to some extent. This is significantly lower than the proportion of adults who were defined as “Drinkers” in 2008-09 (87 percent).

For the purposes of this survey, adult Drinkers are defined as “Binge Drinkers” if they have consumed the equivalent of seven or more standard drinks on the last occasion they drank alcohol<sup>3</sup>. This is a slightly different definition from that used in previous years when “Binge Drinkers” were identified on the basis that they consumed the equivalent of seven or more standard drinks on the last occasion they drank alcohol or did so on any occasion in the last two weeks.

The new definition brings ALAC’s approach more in-line with that of other jurisdictions (e.g. Australia), while also simplifying the process of identifying “Binge Drinkers”. However, direct comparisons between the results for 2009-10 and the results for previous years are now not possible, although the data is provided so to be aware of any trends between 2005-06 and 2008-09.

With this proviso in mind, 63 percent of adults 18 years or older in 2009-10 can be classified as “Moderate Drinkers” and 21 percent as “Binge Drinkers” (Table 1).

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<sup>3</sup> A standard drink contains 10 grams of alcohol. The volume of alcohol reported by respondents as being consumed on the last occasion is calibrated for the purposes of the categorisation of drinkers as Binge or Moderate Drinkers. The calibration approach is based on research which measures the actual volumes consumed by Drinkers, and compares this to the perceived number of “drinks” they have consumed.



Table 1: Classification of New Zealand adults 18+ based on their drinking behaviour

	2005-06 Adults Total	2006-07 Adults Total	2007-08 Adults Total	2008-09 Adults Total	2009-10 Adults Total
	n=1845 %	n=1826 %	n=1353 %	n=703 %	n=1809 %
<b>Non-Drinkers</b>	15	12↓	14	13	16↑
<b>Drinkers</b>	84	87↑	86	87	84↓
Moderate Drinkers	61	62	61	62	63
Binge Drinkers	23	25	25	25	21

Note that the proportions of Moderate Drinkers and Binge Drinkers may not add exactly to the total Drinkers figure due to rounding.  
 Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way “Moderate Drinkers” and “Binge Drinkers” have been defined.

More detailed results for adult “Drinkers” follow (summarised in Table 2, 3 and 4):

- v
 In terms of drinking frequency, adult “Drinkers” interviewed in 2009-10 reported consuming alcohol on 8.8 days per month on average – or approximately once every 3 days. This is a similar level to previous years which range between 8.7 – 8.9.
- v
 In 2009-10 an average of 5.9 drinks were consumed by “Drinkers” on their last drinking occasion. This result is similar to previous years. The average number of drinks consumed by “Moderate Drinkers” is 3.1 compared with 13.8 drinks for “Binge Drinkers”.
- v
 Overall, 25 percent of “Drinkers” had consumed at binge drinking levels (i.e. seven or more drinks) on their last drinking occasion. This result is similar to previous years.
  - v
 Over three-quarters reported they had consumed alcohol at this level at some stage in the past (78 percent).
- v
 Thirteen percent of “Drinkers” reported they got drunk on the last occasion and seven percent of “Drinkers” had planned to do so. Both these results are significantly lower than in 2008-09.
  - v
 Over one-third of “Binge Drinkers” had got drunk on their last drinking occasion (38 percent) compared with four percent of “Moderate Drinkers”.
  - v
 Twenty-one percent of “Binge Drinkers” had planned to get drunk compared with two percent of “Moderate Drinkers”.



- u Wine (42 percent) and beer (35 percent) continue to be the 'drinks of choice' for most "Drinkers", with little change compared to previous years.
  - u Spirits were the drink of choice for 15 percent of "Drinkers" on their last drinking occasion, and while this represents a significant increase on the results for 2008-09 (11 percent), this is similar to range found in previous years.
  - u However, a significantly greater proportion of "Binge Drinkers" mainly consumed spirits compared to "Moderate Drinkers" (32 percent cf. 10 percent).
  - u "Moderate Drinkers" are also less likely than "Binge Drinkers" to have mainly consumed beer (33 percent cf. 41 percent) and more likely to have mostly consumed wine (50 percent cf. 16 percent).
- u Most drinking occurs in people's own homes (52 percent), followed by a friend's/relative's home (16 percent). The latter is significantly lower than in 2008-09.
  - u "Moderate Drinkers" are more likely than "Binge Drinkers" to have drunk in their own home on their last drinking occasion (59 percent cf. 31 percent), while "Binge Drinkers" are more likely to have drunk in a friend's/relative's home (30 percent cf. 11 percent).
  - u "Binge Drinkers" are also more likely to have consumed alcohol in a pub (13 percent cf. seven percent for "Moderate Drinkers").



Table 2: ALAC Monitor key indicators – Drinking behaviours (All adult drinkers 18+)

	2005-06 Drinking Adults	2006-07 Drinking Adults	2007-08 Drinking Adults	2008-09 Drinking Adults	2009-10 Drinking Adults
	n=1461	n=1484	n=1070	n=573	n=1398
	%	%	%	%	%
Drinking days per month (mean)	8.7	8.9	8.8	8.9	8.8
<u>Standard drinks consumed last occasion</u>					
Average drinks consumed (mean)	5.2	5.4	5.9	6.2	5.9
7+ drinks last occasion	21	24	24	24	25
Ever consumed 7+ drinks	na	na	na	na	78**
Consumed 7+ drinks in last two weeks	18	18	16	18	na
Got drunk on last drinking occasion	na	na	12	18↑	13↓
Planned to get drunk	na	na	9^	10	7↓
Drinking more than last year	10	9	10	9	na
Drinking less than last year	31	35	35	40	na
Drinking less for specific reason*	56	59	62	65	na
<b>Drink types consumed last occasion</b>					
Beer	32	36↑	34	36	35
Wine	41	44	43	44	42
Spirits	17	13↓	14	11	15↑
RTDs	8	7	7	7	7
<b>Drinking location last occasion</b>					
At home	na	na	51#	48	52
Friend / relative's home	na	na	17#	21	16↓
Café / restaurant	na	na	10#	10	7
Pubs	na	na	8#	9	9

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09).

\* Caution: low base number of respondents - results are indicative only. ^ In 2007-08, asked in March 08 survey only.

# Based on drinkers who reported drinking less than last year.

# In 2007-08, based on drinkers in December 07 and March 08 Monitors only (n=695 total drinkers, n=447 Moderate Drinkers, n=248 Binge Drinkers).

\*\* Based on drinkers who have consumed in the last month. Comparable figures for previous years are not available because of questionnaire changes.



Table 3: ALAC Monitor key indicators – Drinking behaviours (All Moderate Drinkers, 18+)

	2005-06 Moderate Drinkers	2006-07 Moderate Drinkers	2007-08 Moderate Drinkers	2008-09 Moderate Drinkers	2009-10 Moderate Drinkers
	n=933	n=930	n=674	n=376	n=828
	%	%	%	%	%
Drinking days per month (mean)	8.1	8.4	8.8	8.5	7.5
<u>Standard drinks consumed last occasion</u>					
Average drinks consumed (mean)	3.0	3.0	3.4	3.5	3.1
7+ drinks last occasion	0	0	0	0	0
Ever consumed 7+ drinks	na	na	na	na	73**
Consumed 7+ drinks in last two weeks	0	0	0	0	na
Got drunk on last drinking occasion	na	na	2	4	4
Planned to get drunk	na	na	0 <sup>^</sup>	1	2
Drinking more than last year	7	8	8	8	na
Drinking less than last year	30	31	29	37 <sup>↑</sup>	na
Drinking less for specific reason*	58	58	60	60	na
<b>Drink types consumed last occasion</b>					
Beer	29	38 <sup>↑</sup>	30 <sup>↓</sup>	31	33
Wine	47	43	52 <sup>↑</sup>	53	50
Spirits	14	12	10	7	10
RTDs	7	7	6	7	6
<b>Drinking location last occasion</b>					
At home	na	na	56 <sup>#</sup>	51	59
Friend / relative's home	na	na	17 <sup>#</sup>	20	11
Café / restaurant	na	na	11 <sup>#</sup>	12	8
Pubs	na	na	5 <sup>#</sup>	5	7

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

<sup>↑</sup> symbol indicates that a result is significantly higher, and <sup>↓</sup> is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09).

<sup>^</sup> In 2007-08, asked in March 08 survey only.

\* Based on drinkers who reported drinking less than last year.

<sup>#</sup> In 2007-08, based on drinkers in December 07 and March 08 Monitors only (n=695 total drinkers, n=447 Moderate Drinkers, n=248 Binge Drinkers).

\*\* Based on drinkers who have consumed in the last month. Comparable figures for previous years are not available because of questionnaire changes.



Table 4: ALAC Monitor key indicators – Drinking behaviours (All Binge Drinkers, 18+)

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers	2008-09 Binge Drinkers	2009-10 Binge Drinkers
	n=528	n=554	n=396	n=197	n=570
	%	%	%	%	%
Drinking days per month (mean)	10.0	10.1	8.9	9.8	9.3
<u>Standard drinks consumed last occasion</u>					
Average drinks consumed (mean)	11.2	11.3	12.4	12.8	13.8
7+ drinks last occasion	77	83	84	82	100
Ever consumed 7+ drinks	na	na	na	na	100**
Consumed 7+ drinks in last two weeks	71	67	57	61	na
Got drunk on last drinking occasion	na	na	37	53 <sup>↑</sup>	38
Planned to get drunk	na	na	29 <sup>^</sup>	32	21
Drinking more than last year	17	10	14	14	na
Drinking less than last year	36	45	50	47	na
Drinking less for specific reason*	52	31	65	74	na
<b>Drink types consumed last occasion</b>					
Beer	39	34	42 <sup>↑</sup>	48	41
Wine	25	45	21 <sup>↓</sup>	21	16
Spirits	27	13	24 <sup>↑</sup>	22	32
RTDs	8	7	11 <sup>↑</sup>	9	11
<b>Drinking location last occasion</b>					
At home	na	na	39 <sup>#</sup>	42	31
Friend / relative's home	na	na	17 <sup>#</sup>	23	30
Café / restaurant	na	na	9 <sup>#</sup>	6	4
Pubs	na	na	14 <sup>#</sup>	18	13

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

<sup>↑</sup> symbol indicates that a result is significantly higher, and <sup>↓</sup> is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09).

<sup>^</sup> In 2007-08, asked in March 08 survey only.

\* Based on drinkers who reported drinking less than last year.

<sup>#</sup> In 2007-08, based on drinkers in December 07 and March 08 Monitors only (n=695 total drinkers, n=447 Moderate Drinkers, n=248 Binge Drinkers).

\*\* Based on drinkers who have consumed in the last month. Comparable figures for previous years are not available because of questionnaire changes.



## 2.2 Demographic characteristics of adult drinking segments

Table 5 compares adults who identify as “Non-drinkers” with those who identify as “Drinkers”:

- Compared with “Non-drinkers”, “Drinkers” are significantly more likely to be:
  - Younger (42 percent of “Drinkers” are aged between 18-39 years of age cf. 30 percent of “Non-drinkers”).
  - New Zealand European (85 percent cf. 76 percent). “Non-drinkers” are significantly more likely to be Pacific peoples (12 percent cf. four percent).
  - Have household incomes of \$50,000 or more (64 percent cf. 45 percent). This might be a function of an older age profile.
  - Found in medium-sized towns or large cities (71 percent cf. 61 percent).
- “Drinkers” are as likely to be male as they are female. However, “Non-drinkers” are significantly more likely to be female than male (65 percent cf. 35 percent).
- There are no significant differences between “Drinkers” and “Non-drinkers” in terms of household composition. Forty percent of “Drinkers” live in households in which children under 15 or younger also live, compared to 39 percent of “Non-drinkers”.

Tables 6 and 7 provide the demographic profiles for “Moderate Drinkers” and “Binge Drinkers”. Compared with “Moderate Drinkers”, “Binge Drinkers” are significantly more likely to be:

- Male (58 percent of “Binge Drinkers” cf. 47 percent of “Moderate Drinkers”).
- Younger (61 percent are aged between 18-39 years of age cf. 35 percent).
- Māori (20 percent cf. nine percent) or Pacific peoples (eight percent cf. two percent) and less likely to be New Zealand European (72 percent cf. 89 percent).
- Live in households in which children aged 15 or younger also live (45 percent cf. 39 percent). This might be a function of their younger age profile.
- Earn less than \$50,000 per annum (30 percent cf. 22 percent). This might be a function of their younger age profile.



- There are no significant differences between “Binge Drinkers” and “Moderate Drinkers” in terms of their geographic location. Seventy-one percent of “Binge Drinkers” live in medium-sized towns or large cities, which is the same for “Moderate Drinkers”.

Table 5: ALAC Monitor key indicators – Demographic characteristics of All Adult Drinkers, 18+

	2005-06 Drinking Adults	2006-07 Drinking Adults	2007-08 Drinking Adults	2008-09 Drinking Adults	2009-10 Drinking Adults	2009-10 Non- Drinkers
	n=1461	n=1484	n=1070	n=573	n=1398	n=411
	%	%	%	%	%	%
<b>Gender</b>						
Male	48	48	49	49	50	35
Female	52	52	52	51	50	65
<b>Age</b>						
18-39	43	43	41	42	42	30
40 or older	57	57	59	58	58	70
<b>Ethnicity*</b>						
Māori	11	11	10	10	12	13
Pacific	4	5	4	4	4	12
New Zealand European/other	85	84	86	87	85	76
<b>Families with children</b>						
Children aged 15 or younger	36	41	35	38	40	39
No children aged 15 or younger	64	59	65	62	60	61
<b>Household Income</b>						
Less than \$50,000	40	35	30	25	24	39
\$50,000 or more	52	58	62	65	64	45
<b>Area Type</b>						
Rural (pop. under 1,000)	9	12	11	13	na	na
Small town (pop. 1,000 – 9,999)	13	15	13	13	na	na
Medium-sized town (pop. 10,000 – 29,999)	14	12	11	14	na	na
Large town/city (pop. 30,000+)	62	59	63	60	na	na
Rural area or small town (pop. Under 10,000)	na	na	na	na	27	37
Medium-sized town or larger (pop. 10,000+)	na	na	na	na	71	61

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way “Moderate Drinkers” and “Binge Drinkers” have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09). Changes shown for 2009-2010 are between Drinkers and Non-drinkers.

\* Ethnicity results are based on a prioritised system of categorisation. Results for ethnicity, in other research reports for ALAC, are based on multiple response.



Table 6: ALAC Monitor key indicators – Demographic characteristics of Moderate Drinkers, 18+

	2005-06 Moderate Drinkers	2006-07 Moderate Drinkers	2007-08 Moderate Drinkers	2008-09 Moderate Drinkers	2009-10 Moderate Drinkers
	n=933	n=930	n=674	n=376	n=828
	%	%	%	%	%
<b>Gender</b>					
Male	43	44	46	42	47
Female	57	56	54	58	53
<b>Age</b>					
18-39	36	35	33	35	35
40 or older	64	66	67	65	65
<b>Ethnicity*</b>					
Māori	8	7	7	7	9
Pacific	2	2	2	2	2
New Zealand European/other	91	91	91	91	89
<b>Families with children</b>					
Children aged 15 or younger	39	39	33	37	39
No children aged 15 or younger	61	61	67	63	61
<b>Household Income</b>					
Less than \$50,000	37	34	28	19↓	22
\$50,000 or more	58	61	64	72↑	66
<b>Area Type</b>					
Rural (pop. under 1,000)	9	13	12	14	na
Small town (pop. 1,000 – 9,999)	14	13	12	13	na
Medium-sized town (pop. 10,000 – 29,999)	13	13	10	11	na
Large town/city (pop. 30,000+)	63	60	64	61	na
Rural area or small town (pop. Under 10,000)	na	na	na	na	27
Medium-sized town or larger (pop. 10,000+)	na	na	na	na	71

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09).

\* Ethnicity results are based on a prioritised system of categorisation. Results for ethnicity, in other research reports for ALAC, are based on multiple response.



Table 7: ALAC Monitor key indicators – Demographic characteristics of Binge Drinkers, 18+

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers	2008-09 Binge Drinkers	2009-10 Binge Drinkers	2009-10 Moderate Drinkers
	n=528	n=554	n=396	n=197	n=570	n=828
	%	%	%	%	%	%
<b>Gender</b>						
Male	45	59	58	69↑	58	47
Female	55	41	42	31↓	42	53
<b>Age</b>						
18-39	62	65	62	57	61	35
40 or older	39	34	38	43	39	65
<b>Ethnicity*</b>						
Māori	19	17	19	16	20	9
Pacific	6	7	7	6	8	2
New Zealand European/other	76	76	74	77	72	89
<b>Families with children</b>						
Children aged 15 or younger	38	46	40	41	45	39
No children aged 15 or younger	62	54	60	59	55	61
<b>Household Income</b>						
Less than \$50,000	43	32	35	23	30↑	22
\$50,000 or more	50	60	57	68	60↓	66
<b>Area Type</b>						
Rural (pop. under 1,000)	10	11	8	10	na	na
Small town (pop. 1,000 – 9,999)	12	19	16	12	na	na
Medium-sized town (pop. 10,000 – 29,999)	16	12	15	19	na	na
Large town/city (pop. 30,000+)	61	59	61	57	na	na
Rural area or small town (pop. Under 10,000)	na	na	na	na	28	27
Medium-sized town or larger (pop. 10,000+)	na	na	na	na	71	71

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09). Changes shown for 2009-2010 are between Binge Drinkers and Moderate Drinkers.

\* Ethnicity results are based on a prioritised system of categorisation. Results for ethnicity, in other research reports for ALAC, are based on multiple response.



## 3.0 Profile of Young Drinkers and Non-drinkers

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This section provides a profile of the New Zealand population of young people 12-17 as it relates to their drinking behaviour for the 2009-10 year.

### 3.1 Drinking prevalence, frequency, and volume

As at March 2010, the New Zealand resident population aged between 12 and 17 were approximately 370,000.

For the purposes of this survey, young Drinkers are categorised as “Binge Drinkers” if they have consumed five or more standard drinks on the last occasion they drank alcohol.<sup>4</sup> This compares with a threshold of seven drinks for adult Drinkers (i.e. 18 years of age or older).

As with adults, this is a slightly different definition from that used in previous years when “Binge Drinkers” were identified on the basis that they consumed five or more standard drinks on the last occasion they drank alcohol or did so on any occasion in the last two weeks.

The new definition brings ALAC’s approach more in-line with that of other jurisdictions (e.g. Australia), while also simplifying the process of identifying “Binge Drinkers”. However, direct comparisons with previous years are now not possible, although the data is provided so to be aware of any trends between 2005-06 and 2008-09.

On this basis, 15 percent of New Zealand youth (aged 12-17 years) can be classified as “Binge Drinkers”, 17 percent as “Moderate Drinkers” and 68 percent as “Non-drinkers” (Table 8).

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<sup>4</sup> A standard drink contains 10 grams of alcohol. The volume of alcohol reported by respondents as being consumed on the last occasion is calibrated for the purposes of the categorisation of drinkers as Binge or Moderate Drinkers. The calibration approach is based on research which measures the actual volumes consumed by Drinkers, and compares this to the perceived number of “drinks” they have consumed.



Table 8: Classification of New Zealand youth, 12-17, based on their drinking behaviour

	2005-06 Youth Total n=1210 %	2006-07 Youth Total n=1204 %	2007-08 Youth Total n=913 %	2008-09 Youth Total n=496 %	2009-10 Youth Total n=1203 %
<b>Non-Drinkers</b>	47	48	48	50	68
<b>Drinkers</b>	53	52	52	50	32
Moderate Drinkers	32	29	28	24	17
Binge Drinkers	21	23	24	26	15

Note: Young people are defined as those aged 12-17 years of age.

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

If 18-24 year old youth are added to the 12-17 year old group identified above, Table 9 shows the progression from a non-drinking status to a drinking status across the three age groups. The progression is most marked between the 12-14 and 15-17 year old age groups.

Note that the definition of a "Binge Drinkers" is based on the consumption of five or more standard drinks on the last occasion for 12-17 year olds and seven or more standard drinks on the last occasion for 18-24 year olds.

Table 9: Classification of New Zealand youth, 12-24, based on their drinking behaviour

	12-14 Youth Total n=596 %	15-17 Youth Total n=607 %	18-24 Youth Total n=577 %	12-24 Youth Total n=1780 %
<b>Non-Drinkers</b>	89	47	11	39
<b>Drinkers</b>	11	53	89	61
Moderate Drinkers	8	26	45	31
Binge Drinkers	3	27	44	30

Note: Young people are defined as those aged 12-24 years of age.



### 3.1.1 Detailed results for 12-17 year olds

More detailed results for 12-17 year old “Drinkers” are as follows (Tables 10-12). Although a stricter definition of young “Drinkers” is now used, there are relatively few differences when the results of previous years are compared with those of 2009-10:

- u On average, most 12-17 year old “Drinkers” consumed alcohol 3.2 days per month.
  - u Young “Moderate Drinkers” and young “Binge Drinkers” consumed alcohol as frequently as each other (an average of 3.1 days per month cf. an average of 3.2 days per month respectively). A more detailed breakdown is shown in Table 13.
- u Almost one-half of 12-17 year old “Drinkers” drank at binge levels on their last drinking occasion (47 percent), with an average of 7.3 drinks consumed. Sixty-two percent reported they had drunk at this level at some time in the past.
  - u Forty-four percent of young “Moderate Drinkers” reported they had drunk at binge levels at some time in the past compared to 100 percent of young “Binge Drinkers”. The later reflects the definition of young “Binge Drinkers”.
- u Over one-quarter of 12-17 year old “Drinkers” stated they got drunk on their last drinking occasion (28 percent), with 17 percent reporting they had set out to get drunk.
  - u Almost four times as many young “Binge Drinkers” got drunk on their last drinking occasion compared with young “Moderate Drinkers” (45 percent cf. 12 percent).
  - u Six times as many young “Binge Drinkers” compared to young “Moderate Drinkers” had planned to get drunk (30 percent cf. five percent).
- u Beer and RTD’s (both 36 percent) are the ‘drinks of choice’ for 12-17 year old “Drinkers”, with these types of alcohol most frequently identified as being mainly consumed on their last drinking occasion. Note, however, that 17 percent of young “Drinkers” stated they had mainly consumed spirits on the last drinking occasion.
  - u Beer (47 percent), rather than RTD’s (23 percent) are the ‘drinks of choice’ for young “Moderate Drinkers”.
  - u In comparison, RTD’s (51 percent) is the drink of choice for young “Binge Drinkers”, followed by beer (24 percent) and spirits (22 percent).



- Drinking most frequently occurs in friends' or relatives' homes (44 percent) or at home (33 percent), and typically in relation to a party of some type (56 percent).
- Young "Moderate Drinkers" are more likely to be drinking at home (50 percent).
- In comparison, young "Binge Drinkers" are more likely to be drinking at a friend's house (63 percent). They are also more likely to identify the event as 'just a drinking occasion' than "Moderate Drinkers" (19 percent cf. seven percent).



Table 10: ALAC Monitor key indicators – Youth drinking behaviours (All Youth Drinkers, 12-17)

	2005-06 All Drinking Youth n=651	2006-07 All Drinking Youth n=631	2007-08 All Drinking Youth n=474	2008-09 All Drinking Youth n=262	2009-10 All Drinking Youth n=338
	%	%	%	%	%
Drinking days per month (mean)	2.5	3.1	2.9	2.5	3.2
<u>Standard drinks consumed last occasion</u>					
Average drinks consumed (mean)	5.4	6.1	5.6	6.5	7.3
5+ drinks last occasion	37	41	44	39	47
Ever consumed 5+ drinks	na	na	na	na	62**
Consumed 5+ drinks in last two weeks	20	25	22	23	na
Got drunk on last drinking occasion	na	na	28	36	28
Planned to get drunk	na	na	17 <sup>^</sup>	18	17
Drinking more than last year	45	42	47	57	na
Drinking less than last year	24	27	21 <sup>↓</sup>	20	na
Drinking less for specific reason*	na	na	44	39	na
<b>Drink types consumed last occasion</b>					
Beer	40	34 <sup>↓</sup>	37	34	36
Wine	13	14	12	8	8
Spirits	19	13 <sup>↓</sup>	13	14	17
RTDs	27	36 <sup>↑</sup>	35	43	36
<b>Drinking location last occasion</b>					
At home	na	na	39 <sup>#</sup>	28 <sup>↓</sup>	33
Family member's home	na	na	na	na	9
Friend's house	na	na	na	na	44
Friend / relative's home	na	na	35 <sup>#</sup>	48 <sup>↑</sup>	na
<b>Drinking event</b>					
Birthday/other party	na	na	na	na	56
BBQ	na	na	na	na	16
(Just) A drinking occasion	na	na	na	na	13
Dinner/Dinner party	na	na	na	na	9

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-10 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

<sup>↑</sup> Symbol indicates that a result is significantly higher, and <sup>↓</sup> is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09).

<sup>^</sup> In 2007-08, asked in March 08 survey only.

\* Based on drinkers who reported drinking less than last year.

<sup>#</sup> In 2007-08, based on drinkers in December 07 and March 08 Monitors only (n=305 Drinkers overall).

\*\* Based on drinkers who have consumed in the last month. Comparable figures for previous years are not available because of questionnaire changes.



Table 11: ALAC Monitor key indicators – Youth Drinking behaviours (Moderate Drinkers, 12-17)

	2005-06 Moderate Drinkers	2006-07 Moderate Drinkers	2007-08 Moderate Drinkers	2008-09 Moderate Drinkers	2009-10 Moderate Drinkers
	n=355	n=309	n=240	n=129	n=153
	%	%	%	%	%
Drinking days per month (mean)	1.8	2.0	1.7	1.5	3.1
<u>Standard drinks consumed last occasion</u>					
Average drinks consumed (mean)	2.1	2.0	2.1	2.0	2.4
5+ drinks last occasion	0	0	0	0	0
Ever consumed 5+ drinks	na	na	na	na	44**
Consumed 5+ drinks in last two weeks	0	0	0	0	na
Got drunk on last drinking occasion	na	na	6	5	12
Planned to get drunk	na	na	1 <sup>^</sup>	1	5
Drinking more than last year	37	34	40	47	na
Drinking less than last year	27	25	22	24	na
Drinking less for specific reason*	na	na	17	23	na
<b>Drink types consumed last occasion</b>					
Beer	47	40	43	42	47
Wine	17	22	19	12	13
Spirits	13	8↓	11	10	13
RTDs	20	25	20	34↑	23
<b>Drinking location last occasion</b>					
At home	na	na	50 <sup>#</sup>	43	50
Family member/relative's house	na	na	na	na	10
Friend's house	na	na	na	na	27
Friend / relative's home	na	na	27 <sup>#</sup>	35	na
<b>Drinking event</b>					
Birthday/other party	na	na	na	na	48
BBQ	na	na	na	na	20
Dinner/Dinner party	na	na	na	na	14
(Just) A drinking occasion	na	na	na	na	7

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09).

<sup>^</sup> In 2007-08, asked in March 08 survey only.

\* Based on drinkers who reported drinking less than last year.

<sup>#</sup> In 2007-08, based on drinkers in December 07 and March 08 Monitors only (n=155 Moderate Drinkers overall).

\*\* Based on drinkers who have consumed in the last month. Comparable figures for previous years are not available because of questionnaire changes.



Table 12: ALAC Monitor key indicators – Youth Drinking behaviours (Binge Drinkers, 12-17)

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers	2008-09 Binge Drinkers	2009-10 Binge Drinkers	2009-10 Moderate Drinkers
	n=296	n=322	n=234	n=133	n=185	n=153
	%	%	%	%	%	%
Drinking days per month (mean)	3.4	4.5	4.2	3.5	3.2	3.1
<b>Standard drinks consumed last occasion</b>						
Average drinks consumed (mean)	10.4	11.0	9.4	10.5	12.0↑	2.4
5+ drinks last occasion	93	92	96	95	100	0
Ever consumed 5+ drinks	na	na	na	na	100**	44**
Consumed 5+ drinks in last two weeks	57	65	51	44	na	na
Got drunk on last drinking occasion	na	na	55	64	45↑	12
Planned to get drunk	na	na	36 <sup>^</sup>	34	30↑	5
Drinking more than last year	57	52	55	66	na	na
Drinking less than last year	19	30	20	17	na	na
Drinking less for specific reason*	na	na	27	na**	na	na
<b>Drink types consumed last occasion</b>						
Beer	28	27	30	26	24	47↑
Wine	7	4	4	4	2	13
Spirits	28	18	15	18	22↑	13
RTDs	36	50	51	51	51↑	23
<b>Drinking location last occasion</b>						
At home	na	na	25 <sup>#</sup>	15	13	50↑
Family member/relative's house	na	na	na	na	9	10
Friend's house	na	na	na	na	63↑	27
Friend / relative's home	na	na	45 <sup>#</sup>	60	na	na
<b>Drinking event</b>						
Birthday/other party	na	na	na	na	64↑	48
BBQ	na	na	na	na	12	20↑
Dinner/Dinner party	na	na	na	na	4	14↑
(Just) A drinking occasion	na	na	na	na	19↑	7

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09). Changes shown for 2009-2010 are between Binge and Moderate Drinkers.

<sup>^</sup> In 2007-08, asked in March 08 survey only.

\* Based on drinkers who reported drinking less than last year.

\*\* Subsample too small to report this result.

<sup>#</sup> In 2007-08, based on drinkers in December 07 and March 08 Monitors only (n=150 Binge Drinkers).

\*\* Based on drinkers who have consumed in the last month. Comparable figures for previous years are not available because of questionnaire changes.



Table 13: Drinking frequency (All Youth Drinkers, 12-17)

Q25. Thinking about the last month, on how many days did you have an alcoholic drink of any kind?

	2005-06 Annual Sub sample n=651*	2006-07 Annual Sub sample n=631*	2007-08 Annual Sub sample n=474*	2008-09 Annual Sub sample n=262*	2009-10 Annual Sub sample n=338*	Segment		Ethnicity			Gender	
						Moderate Drinkers n=153	Binge Drinkers n=185	Māori n=141	Pacific Island n=65	Other ethnic groups n=132	Male n=171	Female n=169
	%	%	%	%	%	%	%	%	%	%	%	%
1 or 2, i.e. between once a fortnight and once a month	42	39	43	49	35	12	20	36	45	34	34	36
3 or 4, i.e. between once a week and once a fortnight	20	19	18	19	25	17	22	23	11	26	25	24
5 or 6, i.e. about every 5 or 6 days	4	8	8	6	7	21	29	6	6	8	10	5
7 to 10, i.e. about every 3 or 4 days	4	6	6	7	2	8	6	3	5	2	1	2
11 to 15, i.e. about every 2 days	2	2	2	1	1	3	1	3	3	1	2	1
15 but less than 30, i.e. at least every second day - but not everyday	1	1	1	0	1	0	2	3	0	0	1	0
About 30, i.e. every day	0	1	0	0	0	0	0	0	0	0	0	0
None - in the last month	25	21	20	18	29	39	18	26	26	29	27	30
None - never drink alcohol now	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	2	2	2	1	1	1	0	1	5	1	0	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Total may not sum to 100% due to rounding.

\*Sub-sample based on youth drinkers.



## 3.2 Age of initiation

Table 14 shows the year of initiation for young “Drinkers” based on the question, “About how old were you when you started drinking more than the occasional sip of alcohol?”

Most young “Drinkers” report having started drinking more than the occasional sip by the time they were 15 years of age (70 percent). However, 21 percent state this was the case by the age of 13 – a result which applies to both gender groups and all three ethnic groups. However, note that relatively larger proportions of Pacific youth and females become “drinkers” when they are older.



Table 14: Age when started “really” drinking

	2005-06 Annual Sub sample n=651* %	2006-07 Annual Sub sample n=631* %	2007-08 Annual Sub sample n=474* %	2008-09 Annual Sub sample n=262* %	2009-10 Annual Sub sample n=338* %	Segment		Ethnicity			Gender	
						Moderate Drinkers n=153 %	Binge Drinkers n=185 %	Māori n=141 %	Pacific Island n=65 %	Other ethnic groups n=132 %	Male n=171 %	Female n=167 %
						Before I was 12 years old	4	9	6	3	2	3
12 years old	11	11	8	9	3	4	2	4	10	2	4	2
13 years old	20	18	16	15	16	18	15	17	5	17	16	17
14 years old	23	24	23	25	21	24	18	22	17	21	23	20
15 years old	25	24	31	24	28	21	35	32	27	27	30	26
16 years old	13	11	12	17	25	26	24	19	32	26	20	31
17 years old	1	2	3	4	4	3	4	2	6	4	4	3
Don't know	2	1	1	2	1	1	1	1	1	2	3	0
Total	100	100	100	100	100	100	100	100	100	100	100	100
Average	13.9	13.8	14.1	14.3	14.6	14.5	14.8	14.5	14.8	14.7	14.6	14.7

Total may not sum to 100% due to rounding.

\*Sub-sample based on youth drinkers.



### 3.3 Demographic characteristics of drinking segments

Table 15-17 compares 12-17 year old youth who identify as young “Non-drinkers” with young “Drinkers”:

- Compared with young “Non-drinkers”, young “Drinkers” are significantly more likely to be:
  - Older (i.e. 15-17 years of age) (85 percent cf. 34 percent).
  - Live in households with two parents/guardians (78 percent), both of whom drink alcohol (60 percent). While “Non-drinkers” also live in households with two parents/guardians (83 percent), only one of their parents/guardians is likely to drink alcohol (80 percent).
  - Working part-time (19 percent cf. six percent) and be in tertiary training (eight percent cf. one percent). This is a function of their older age profile.
- There are no significant differences between young “Drinkers” and young “Non-drinkers” in terms of:
  - Gender - Young “Drinkers” are just as likely to be male as they are females (51 percent cf. 49 percent). This is similar to the gender profile for young “Non-drinkers” (50 percent cf. 50 percent respectively).
  - Ethnicity - Both young “Drinkers” and young “Non-drinkers” are likely to be New Zealand European (74 percent cf. 70 percent respectively) and Māori (22 percent cf. 20 percent respectively). However, young “Non-drinkers” are significantly more likely than young “Drinkers” to be Pacific (10 percent cf. four percent).
  - Both young “Drinkers” and young “Non-drinkers” are significantly more likely to be living in medium-sized towns or large cities (53 percent cf. 59 percent respectively).

Tables 16 and 17 provide the demographic profiles for young “Moderate Drinkers” and young “Binge Drinkers”. Compared with young “Moderate Drinkers”, young “Binge Drinkers” are significantly more likely to be:

- Young “Binge Drinkers” are more likely than “Moderate Drinkers” to be aged 15-17 (88 percent cf. 77 percent). This reflects the general age profile of “Drinkers”.
- Young “Binge Drinkers” are more likely than “Moderate Drinkers” to be Māori (31 percent cf. 14 percent). In contrast, young “Moderate Drinkers” are more likely to be New Zealand European (82 percent cf. 64 percent).



- u Young “Moderate Drinkers” are more likely than “Binge Drinkers” to be at school (90 percent cf. 80 percent), although “Binge Drinkers” are more likely to be working part-time (25 percent cf. 18 percent). Again, this reflects the general age profile of “Drinkers”.



Table 15: ALAC Monitor key indicators – Demographic characteristics of Youth Drinkers, 12-17

	2005-06 All Youth Drinkers	2006-07 All Youth Drinkers	2007-08 All Youth Drinkers	2008-09 All Youth Drinkers	2009-10 All Youth Drinkers	2009-10 Non- Drinkers
	n=651	n=631	n=474	n=262	n=338	n=865
	%	%	%	%	%	%
<b>Gender</b>						
Male	52	50	55	49	51	50
Female	48	50	45	51	49	50
<b>Age</b>						
12-14	32	32	29	30	15	66
15-17	68	68	71	70	85	34
<b>Ethnicity*</b>						
Māori	21	21	21	26	22	20
Pacific	6	7	8	8	4	10↑
New Zealand European/other	73	72	71	66	74	70
<b>Household type</b>						
Live with two parents/guardians	81	80	75	79	78	83
Live with one parent/guardian	12	16	19	13	16	14
<b>Parental drinking</b>						
At least one parent drinks	91	89	85	89	22	80↑
Both parents drink	68	73	67	70	60↑	56
<b>Educational/employment status</b>						
At school	86	90	88	88	81	97↑
In tertiary training	3	3	4	4	8	1
Working full-time	8	4	5	2	4	0
Working part-time	22	21	27	25	19↑	6
<b>Area type</b>						
Rural (pop. Under 1,000)	14	12	13	19	na	na
Small town (pop. 1,000 – 9,999)	21	19	21	20	na	na
Medium-sized town (pop 10,000 – 29,999)	17	20	22	19	na	na
Large town/city (pop. 30,000+)	43	48	40	41	na	na
Rural area or small town (pop. Under 10,000)	na	na	na	na	45	37
Medium-sized town or larger (pop. 10,000+)	na	na	na	na	53	59

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09). Changes shown for 2009-2010 are between Drinkers and Non-drinkers.

\* Ethnicity results are based on a prioritised system of categorisation. Results for ethnicity, in other research reports for ALAC, are based on multiple response.



Table 16: ALAC Monitor key indicators – Demographic characteristics of Moderate Drinkers, 12-17

	2005-06 Moderate Drinkers	2006-07 Moderate Drinkers	2007-08 Moderate Drinkers	2008-09 Moderate Drinkers	2009-10 Moderate Drinkers
	n=355	n=309	n=240	n=129	n=153
	%	%	%	%	%
<b>Gender</b>					
Male	55	55	55	51	52
Female	45	45	45	49	48
<b>Age</b>					
12-14	44	51	46	45	23
15-17	57	49	54	54	77
<b>Ethnicity*</b>					
Māori	17	17	16	26	14
Pacific	5	5	8	10	3
New Zealand European/other	77	78	76	63	82
<b>Household type</b>					
Live with two parents/guardians	84	82	78	86	90
Live with one parent/guardian	9	14	15	8	9
<b>Parental drinking</b>					
At least one parent drinks	90	89	87	89	96
Both parents drink	71	78	72	74	71
<b>Educational/employment status</b>					
At school	92	97	95	90	90
In tertiary training	2	0	3	2	4
Working full-time	19	1	2	0	3
Working part-time	2	19	25	21	18
<b>Area type</b>					
Rural (pop. Under 1,000)	14	13	17	21	na
Small town (pop. 1,000 – 9,999)	19	20	24	24	na
Medium-sized town (pop 10,000 – 29,999)	14	18	22	18	na
Large town/city (pop. 30,000+)	48	48	36	36	na
Rural area or small town (pop. Under 10,000)	na	na	na	na	45
Medium-sized town or larger (pop. 10,000+)	na	na	na	na	54

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-10 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09).

\* Ethnicity results are based on a prioritised system of categorisation. Results for ethnicity, in other research reports for ALAC, are based on multiple response.



Table 17: ALAC Monitor key indicators – Demographic characteristics of Binge Drinkers, 12-17

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers	2008-09 Binge Drinkers	2009-10 Binge Drinkers	2009-10 Moderate Drinkers
	n=296	n=322	n=234	n=133	n=185	n=153
	%	%	%	%	%	%
<b>Gender</b>						
Male	48	46	55	47	53	52
Female	52	54	45	53	47	48
<b>Age</b>						
12-14	14	13	10	15↓	12	23↑
15-17	86	87	90	85↑	88↑	77
<b>Ethnicity*</b>						
Māori	27	28	26	26	31↑	14
Pacific	8	7	9	5	5	3
New Zealand European/other	65	65	65	69	64	82↑
<b>Household type</b>						
Live with two parents/guardians	75	78	72	72	82	90↑
Live with one parent/guardian	17	18	22	18	13	9
<b>Parental drinking</b>						
At least one parent drinks	87	88	82	90	94	96
Both parents drink	63	68	62	66	67	71
<b>Educational/employment status</b>						
At school	77	83	81	86	80	90
In tertiary training	6	3	5	5	7	4
Working full-time	12	7	9	4	5	3
Working part-time	27	25	29	29	25↑	18
<b>Area type</b>						
Rural (pop. Under 1,000)	13	12	15	17	na	na
Small town (pop. 1,000 – 9,999)	24	17	23	16	na	na
Medium-sized town (pop 10,000 – 29,999)	23	21	22	20	na	na
Large town/city (pop. 30,000+)	36	49	38	46	na	na
Rural area or small town (pop. Under 10,000)	na	na	na	na	46	45
Medium-sized town or larger (pop. 10,000+)	na	na	na	na	52	54

Note: Comparisons between years should only be made between 2005-06 and 2008-09. Comparisons with 2009-20 should not be made because of a change in the way "Moderate Drinkers" and "Binge Drinkers" have been defined.

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, than for the previous survey (i.e. 2006-07 compared to 2005-06, 2007-08 compared to 2006-07, and 2007-08 compared to 2008-09). Changes shown for 2009-2010 are between Binge Drinkers and Moderate Drinkers.

\* Ethnicity results are based on a prioritised system of categorisation. Results for ethnicity, in other research reports for ALAC, are based on multiple response.



Table 18 provides a further breakdown of drinking behaviours for young people aged 12-24, by age and gender. This shows the progression from a non-drinking status to a drinking status for the three age groups. The results for the three male age groups mirror those for the three female groups, with the differences not statistically significant.

Table 18: Classification of New Zealand youth, 12-24, based on their drinking behaviour, by age and gender

	All Youth	Males			Females		
		12-14 years	15-17 years	18-24 years	12-14 years	15-17 years	18-24 years
	n=1780	n=301	n=305	n=276	n=295	n=302	n=301
	%	%	%	%	%	%	%
<b>Segments</b>							
Non-Drinkers	39	88	46	11	90	49	11
Moderate Drinkers	31	7	27	45	8	25	45
Binge Drinkers	30	4	27	44	2	26	44

Note: Young people are defined as those aged 12-24 years of age.



Tables 19-21 show the same progression based on ethnicity.

Table 19: Classification of Māori New Zealand youth, 12-24, based on their drinking behaviour, by age and gender

	All Māori	Male	Female	12-14	15-17	18-24	15-24
	n=567	n=273	n=294	n=202	n=198	n=167	n=365
	%	%	%	%	%	%	%
<b>Segments</b>							
Non-drinkers	41	43	39	91	38	12	21
Moderate Drinkers	20	20	21	4	20	31	27
Binge Drinkers	39	37	40	5	41	57	52

Note: Young people are defined as those aged 12-24 years of age.  
\*Low sub-sample, results are indicative only.

Table 20: Classification of Pacific New Zealand youth, 12-24, based on their drinking behaviour, by age and gender

	Pacific Total	Male	Female	12-14	15-17	18-24	15-24
	n=611	n=307	n=304	n=193	n=207	n=211	n=418
	%	%	%	%	%	%	%
<b>Segments</b>							
Non-drinkers	55	55	56	96	72	24	40
Moderate Drinkers	16	15	16	2	11	26	21
Binge Drinkers	29	30	28	2	16	50	39

Note: Young people are defined as those aged 12-24 years of age.  
\*Low sub-sample, results are indicative only.

Table 21: Classification of New Zealand youth of 'European/other' ethnicities (not Māori or Pacific), 12-24, based on their drinking behaviour, by age and gender

	European/ Other Total	Male	Female	12-14	15-17	18-24	15-24
	n=602	n=302	n=300	n=201	n=202	n=199	n=401
	%	%	%	%	%	%	%
<b>Segments</b>							
Non-drinkers	37	37	37	88	47	10	22
Moderate Drinkers	36	36	36	9	29	50	44
Binge Drinkers	27	28	27	3	24	40	35

Note: Young people are defined as those aged 12-24 years of age.  
\*Low sub-sample, results are indicative only.