





## Confidential

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ALAC Alcohol Monitor - Adults & Youth  
2008-09 Drinking Behaviours Report

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## 1.0 Introduction

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This report updates the previous drinking behaviours report produced for ALAC covering the 2005-06, 2006-07, and 2007-08 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 survey (conducted in November 2008) for each of these groups.<sup>1</sup> Therefore, while the reports for previous years are based on amalgamated results from quarterly monitors, this 2008-09 report is based on one point-in-time measure.

The results for adults aged 18 or older are based on a total sample of n=703 interviewed by telephone in November 2008. They are subject to a maximum margin of error of plus or minus 4.6 percent at the 95 percent confidence level.

The results for young people aged 12-17 are based on a total sample of n=496. They are subject to a maximum margin of error of plus or minus 4.8 percent at the 95 percent confidence level.

Where appropriate, the 2008-09 results have been compared to those for 2005-06, 2006-07, and 2007-08. Differences are only reported if they are statistically significant (at the 95 percent confidence level). Upward and downward arrows in tables indicate significant movements in comparison to the previous survey, or between subgroups in the current survey.

The results are also reported for Binge Drinkers, Moderate Drinkers, Māori and Pacific peoples, and for its communication target audiences (males 18-39 and females 18-39).

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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

<b>ALAC</b>	Alcohol Advisory Council.
<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>Adults/Young people/Youth</b>	For the purposes of analysis and reporting, adults and young people are distinguished from each other on the basis of the legal purchasing age of 18. That is, adults are defined as being 18 years of age or more, and young people as being aged between 12-17 years of age.
<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.
<b>“Binge” drinking occasion (Adult)</b>	ALAC uses a threshold of the equivalent of <u>seven</u> standard drinks consumed in one drinking session as an adult binge drinker occasion.
<b>“Binge” drinking occasion (Youth)</b>	ALAC uses a threshold of the equivalent of <u>five</u> standard drinks consumed in one drinking session to identify a youth binge drinker occasion.
<b>Segmentation</b>	Both adults and youth are grouped into either one of three “segments” based on whether they currently drink, and are a moderate or binge drinker (as defined above).
<b>“Moderate Drinker” (Adult)</b>	An adult Moderate Drinker is a person, 18 years or older, who currently drinks alcohol, but has <u>NOT</u> consumed seven or more standard drinks on the last occasion they drank alcohol, or on any occasion in the last two weeks.
<b>“Binge Drinker” (Adult)</b>	An adult Binge Drinker is a person, 18 years or older, who has consumed <u>seven</u> or more standard drinks on the last occasion they drank alcohol, or on any occasion in the last two weeks.
<b>“Moderate Drinker” (Youth)</b>	A young Moderate Drinker is a person, 12-17 years of age, who currently drinks alcohol, but has <u>NOT</u> consumed <u>five</u> or more standard drinks on the last occasion they drank alcohol, or on any occasion in the last two weeks.
<b>“Binge Drinker” (Youth)</b>	A young Binge Drinker is a person, 12-17 years of age, who has consumed five or more standard drinks on the last occasion they drank alcohol, or on any occasion in the last two weeks.
<b>Standard drink</b>	The New Zealand definition of a “standard” drink is 10 grams of alcohol.
<b>RTD</b>	“Ready to drink” alcohol drinks, combining a spirit with a carbonated soft drink.



## 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 2008-09 year.

### 2.1 Drinking prevalence, frequency, and volume

Based on the 2006 Census of Population and Dwellings, New Zealand's usually resident population was 4,027,947 people. This represents an increase of 8 percent from 2001 and 11 percent from 1996.

The total population comprises approximately 684,000 who are 11 years of age or younger, 364,000 who are aged 12-17 and 2,980,000 who are adults aged 18 years or older.

Consistent with previous years, the majority (87 percent) of adults 18 years or older who were interviewed in 2008-09 reported that they drink alcohol to some extent.

ALAC categorises adult Drinkers as "Binge Drinkers" if they have consumed seven or more standard drinks on the last occasion they drank alcohol, or on any occasion in the last two weeks<sup>2</sup>. On this basis, 25 percent of adults 18 years or older in 2008-09 can be classified as Binge Drinkers, 62 percent as Moderate Drinkers and 13 percent as Non-drinkers (see Table 1). These proportions are not significantly different from those measured in previous years.

The proportions for 2006-07 were, however, different from those measured in 2005-06, with more adults being identified as Drinkers. This is indicated in Table 1 by the upward arrow in the second column of the table, indicating a significant difference between these two years.

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<sup>2</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
	n=1845 %	n=1826 %	n=1353 %	n=703 %
<b>Non-Drinkers</b>	15	12↓	14	13
<b>Drinkers</b>	84	87↑	86	87
Moderate Drinkers	61	62	61	62
Binge Drinkers	23	25	25	25

Note that the proportions of Moderate Drinkers and Binge Drinkers may not add exactly to the total Drinkers figure due to rounding.

More detailed results are as follows (and as summarised in Table 2):

- u In terms of drinking frequency, adult Drinkers interviewed in 2008-09 reported consuming alcohol on 8.9 days per month on average – or approximately once every 3 days. This is similar to the average of 8.8 days in 2007-08, 8.7 days in 2005-06 and 8.9 days in 2006-07.
- u In terms of volumes consumed, almost two-thirds (63 percent) of all adult Drinkers in 2008-09 (or 55 percent of all adults 18 years or older) reported that they had ever consumed seven or more drinks on at least one occasion.<sup>3</sup> This is similar to the result for previous years (although note that the 2006-07 result of 64 percent was significantly higher than the 2005-06 result of 61 percent).
- u While most Binge Drinkers interviewed in 2008-09 (93 percent) reported ever drinking seven or more drinks on a single occasion, about half (51 percent) of Moderate Drinkers also reported this (Tables 3 and 4).
- u Despite the differences between these groups, the results for both Binge Drinkers and Moderate Drinkers have not changed significantly since 2005-06.
- u There are also differences in 2008-09 among the following groups:

  - u Māori adult Drinkers (88 percent) are more likely than Pacific adult Drinkers (63 percent) and Drinkers from other ethnic groups<sup>4</sup> (61 percent) to have reported ever drinking seven or more drinks on a single occasion.
  - u Females 18-39 (71 percent) were more likely than females 40 or older (37 percent) to have reported ever drinking seven or more drinks on a single occasion.

<sup>3</sup> This relates to Drinkers' own self-defined "drinks", rather than the calibrated "standard" drinks.

<sup>4</sup> "Other ethnic groups" includes New Zealand Europeans and other respondents that do not identify as either Māori or Pacific peoples.



- u Parents with children aged 15 years or under (68 percent) were more likely than other people (57 percent) to have reported ever drinking seven or more drinks on a single occasion. 'Other people' could include the parents of older children, as well as non-parents (both young and old). Note that 58 percent of the parents of children aged 15 years or under are aged between 30 and 49, compared to 24 percent of 'other people'.
  
- u One-in-six Drinkers (18 percent, or 16 percent of all adults 18 years or older) interviewed in 2008-09 reported that they had consumed seven or more drinks on at least one occasion in the last two weeks.<sup>5</sup> This is comparable to the results for 2007-08 (16 percent), 2006-07 (18 percent), and 2006-07 (also 18 percent).
  - u Over half (61 percent) of Binge Drinkers reported drinking the equivalent of seven or more drinks on at least one occasion in the last two weeks, similar to the result for both 2007-08 (57 percent) and 2006-07 (67 percent). However, significantly fewer Binge Drinkers reported this in 2008-09 compared to 2005-06 (71 percent). By definition, no Moderate Drinkers reported this.
  - u The only other significant differences based on this year's results were the following:
    - u Females 18-39 (13 percent) were more likely than females 40 or older (3 percent) to have reported drinking seven or more drinks in the last two weeks.

However, males 18-39 (35 percent) were significantly more likely to report this than females 18-39 (13 percent).
  
- u Based on the last occasion, adult Drinkers interviewed in 2008-09 reported consuming the equivalent of 6.2 standard drinks on average,<sup>6</sup> compared to 5.9, 5.4 and 5.2 standard drinks on average in 2007-08, 2006-07 and 2005-06, respectively. One-quarter (24 percent) of all adult Drinkers (or 21 percent of all adults 18 years or older) reported consuming the equivalent of seven or more standard drinks on the last occasion. This is similar to the results for 2007-08 and 2006-07 (both 24 percent), and 2005-06 (21 percent).
  - u Last occasion consumption differs greatly between Binge Drinkers and Moderate Drinkers (12.8 and 3.5 standard drinks on average in 2007-08, compared to 12.4 and 3.4 standard drinks respectively in 2007-08, 11.3 and 3.0 standard drinks respectively in 2006-07, and 11.2 and 3.0 standard drinks respectively in 2005-06). The 2008-09 average for Binge Drinkers is significantly higher than for previous years.<sup>6</sup>
  - u There are also differences based on this year's results among the following groups:

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<sup>5</sup> This relates to Drinkers' own self-defined "drinks", rather than calibrated "standard" drinks.

<sup>6</sup> Note that from September 07, we have calculated the number of standard drinks consumed using new calibration ratios determined in Research New Zealand's 2007 Calibration research. This may explain the increase in the average standard drinks calculation compared to 2006-07.



- Māori (8.9 standard drinks) and Pacific adult Drinkers (12.1 standard drinks) reported higher consumption rates for their last drinking occasion than Drinkers from other ethnic backgrounds (5.7 standard drinks).
- On a per last occasion basis, females 18-39 (6.5 standard drinks) reported higher consumption rates than females 40 or older (4.7 standard drinks). However, males 18-39 (8.3 standard drinks) reported higher rates than females 18-39 (6.5 standard drinks).
- Adult Drinkers' choices of alcohol have remained consistent since 2005-06. *Wine* remains the most frequently identified type of alcohol mainly consumed by adult Drinkers on the last occasion (44 percent), with one-third (36 percent) identifying *beer* as the alcohol they mainly consumed. Fewer adult Drinkers identified *spirits* (11 percent) and *RTDs/ready-to-drink or pre-mixed spirits* (7 percent) as being the alcohol they mainly consumed.
- Moderate Drinkers and Binge Drinkers differ in the types of alcohol they report drinking. In particular, Moderate Drinkers were more likely to report mainly drinking *wine* on the last occasion (53 percent compared to 21 percent of Binge Drinkers), with Binge Drinkers more likely to report mainly drinking *beer* (48 percent compared to 31 percent of Moderate Drinkers), and *spirits* (22 percent compared to 7 percent). This pattern of differences has been observed consistently over time.
- There are also differences based on 2008-09 results among the following groups:
  - Drinkers from New Zealand European/other ethnic backgrounds (47 percent) were more likely than Māori (25 percent) and Pacific adult Drinkers (24 percent) to have consumed *wine*.

However, Pacific Drinkers (24 percent) were more likely than Drinkers from New Zealand European/other ethnic backgrounds (10 percent) to have mainly consumed *spirits* on the last occasion.

- Males 18-39 (18 percent) were less likely than males 40 or older (30 percent) to have mainly consumed *wine* on the last drinking occasion, and more likely to have mainly consumed *RTDs* (seven percent and zero percent respectively).

Females 18-39 (46 percent) were less likely than females 40 or older (73 percent) to have mainly consumed *wine*, and more likely to have mainly consumed *spirits* (21 percent and 9 percent respectively) or *RTDs* (19 percent and seven percent respectively).



- Parents of children aged 15 or younger (38 percent) were less likely than other adults (51 percent) to have mainly consumed *wine* on the last drinking occasion, and more likely to have mainly consumed *RTDs* (10 percent compared to four percent).<sup>7</sup>
- In terms of where Drinkers drank on the most recent drinking occasion, adult Drinkers overall most frequently reported drinking *at home* (51 percent), or *at a friend or relative's house* (20 percent). Relatively fewer reported drinking *in a café/restaurant* (12 percent), or *in a pub* (five percent), or other locations.<sup>8</sup>
- Binge Drinkers in 2008-09 were more likely than Moderate Drinkers to report drinking at *pubs* (18 percent compared to 5 percent). The apparent difference between Binge Drinkers and Moderate Drinkers who reported drinking *at home* is not statistically significant.
- There only other significant difference based on this year's results was the following:
  - Females 18-39 were more likely than females 40 or older to report drinking in a pub on the last occasion (15 percent compared to zero percent). There were no other differences between these groups.
- Overall, 18 percent of all adult Drinkers in 2008-09 reported that, in their opinion, they got drunk on their last drinking occasion, including 10 percent who reported that they had planned to get drunk on that occasion.
- Binge Drinkers were more likely than Moderate Drinkers to report getting drunk on the last occasion (53 percent compared to four percent). The result for Binge Drinkers was significantly higher than in 2007-08 (37 percent).
- While one-third (32 percent) of Binge Drinkers reported planning to get drunk on that last occasion, only one percent of all Moderate Drinkers reported this.
- Other significant differences in this regard included the following:
  - Maori and Pacific adult Drinkers were more likely than Drinkers from other ethnic groups to report getting drunk on the last occasion (31 percent, 42 percent, and 16 percent, respectively).

In addition, Maori and Pacific adult Drinkers were more likely than Drinkers from other ethnic groups to report *planning* to get drunk on that last occasion (16 percent, 21 percent, and 8 percent, respectively).

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<sup>7</sup> As noted earlier, 'Other people' could include the parents of older children, as well as non-parents (both young and old).

<sup>8</sup> Note that this question was introduced in December 2007 (and also asked in the March 2008 monitor of the 2007-08 year), and was not asked in previous years.



- Males 18-39 (36 percent) were more likely than males 40 or older (16 percent) to report getting drunk. This was also the case for females 18-39 (22 percent) compared to females 40 or older (five percent). The difference between males 18-39 and females 18-39 was also significant.

Males 18-39 (30 percent) were also more likely than males 40 or older (two percent) to report *planning to get drunk*, as were females 18-39 (11 percent) compared to females 40 or older (two percent). Again, the difference between males 18-39 and females 18-39 was also significant.

- Two-fifths (40 percent) of adult Drinkers in 2008-09 reported that they were drinking *less* this year than they were a year ago. However, half (49 percent) reported they were drinking *about the same amount*, and one-in-ten (9 percent) reported drinking *more*. These results are similar to those in 2007-08 (35 percent drinking *less*, 54 percent drinking *about the same*, and 10 percent drinking *more*), 2006-07 (35 percent drinking *less*, 55 percent drinking *about the same*, and 9 percent drinking *more*), and 2005-06 (31 percent drinking *less*, 59 percent drinking *about the same*, and 10 percent drinking *more*).

However, compared to 2005-06, the proportion who now report drinking less is significantly higher (31 percent in 2005-06 compared to 40 percent in 2008-09).

- There were no significant differences between Binge Drinkers and Moderate Drinkers in this regard in 2008-09.
- There are also differences based on this year's results among the following groups:
  - Māori (53 percent) and Pacific adult Drinkers (60 percent) were more likely than Drinkers from New Zealand European/other ethnic backgrounds (38 percent) to report drinking *less* this year.
  - Males 18-39 (17 percent) were more likely than males 40 or older (four percent) to report drinking *more* this year, while females 18-39 (48 percent) were more likely than females 40 or older (34 percent) to report drinking *less*.
- Of those who reported they were drinking *less* this year, 65 percent of adult Drinkers overall reported that this was as a result of a particular event or circumstance. Similar to previous surveys, these reasons most frequently related to *a change in health/diagnosed with health condition* (32 percent), *lifestyle changes* (14 percent), because they *don't enjoy drinking (as much) anymore* (14 percent), or *financial commitments* (11 percent).



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

	2005-06 Drinking Adults	2006-07 Drinking Adults	2007-08 Drinking Adults	2008-09 Drinking Adults
	n=1461	n=1484	n=1070	n=573
	%	%	%	%
<b>Drinking days per month (mean)</b>	8.7	8.9	8.8	8.9
<b>Standard drinks consumed last occasion</b>				
Average drinks consumed (mean)	5.2	5.4	5.9	6.2
7+ drinks last occasion	21	24	24	24
Ever consumed 7+ drinks	61	64 <sup>↑</sup>	67	63
Consumed 7+ drinks in last two weeks	18	18	16	18
Got drunk on last drinking occasion	na	na	12	18 <sup>↑</sup>
Planned to get drunk	na	na	9 <sup>^</sup>	10
Drinking more than last year	10	9	10	9
Drinking less than last year	31	35	35	40
Drinking less for specific reason*	56	59	62	65
<b>Drink types consumed last occasion</b>				
Beer	32	36 <sup>↑</sup>	34	36
Wine	41	44	43	44
Spirits	17	13 <sup>↓</sup>	14	11
RTDs	8	7	7	7
<b>Drinking location last occasion</b>				
At home	na	na	51 <sup>#</sup>	48
Friend / relative's home	na	na	17 <sup>#</sup>	21
Café / restaurant	na	na	10 <sup>#</sup>	10
Pubs	na	na	8 <sup>#</sup>	9

<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).

<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).



**Table 3: ALAC Monitor key indicators – Drinking behaviours (All Moderate Drinkers)**

	2005-06 Moderate Drinkers	2006-07 Moderate Drinkers	2007-08 Moderate Drinkers	2008-09 Moderate Drinkers
	n=933	n=930	n=674	n=376
	%	%	%	%
Drinking days per month (mean)	8.1	8.4	8.8	8.5
<u>Standard drinks consumed last occasion</u>				
Average drinks consumed (mean)	3.0	3.0	3.4	3.5
7+ drinks last occasion	0	0	0	0
Ever consumed 7+ drinks	49	53	57	51
Consumed 7+ drinks in last two weeks	0	0	0	0
Got drunk on last drinking occasion	na	na	2	4
Planned to get drunk	na	na	0 <sup>^</sup>	1
Drinking more than last year	7	8	8	8
Drinking less than last year	30	31	29	37 <sup>↑</sup>
Drinking less for specific reason*	58	58	60	60
<b>Drink types consumed last occasion</b>				
Beer	29	38 <sup>↑</sup>	30 <sup>↓</sup>	31
Wine	47	43	52 <sup>↑</sup>	53
Spirits	14	12	10	7
RTDs	7	7	6	7
<b>Drinking location last occasion</b>				
At home	na	na	56 <sup>#</sup>	51
Friend / relative's home	na	na	17 <sup>#</sup>	20
Café / restaurant	na	na	11 <sup>#</sup>	12
Pubs	na	na	5 <sup>#</sup>	5

<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).

<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).



**Table 4: ALAC Monitor key indicators – Drinking behaviours (All Binge Drinkers)**

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers	2008-09 Binge Drinkers
	n=528	n=554	n=396	n=197
	%	%	%	%
Drinking days per month (mean)	10.0	10.1	8.9	9.8
<u>Standard drinks consumed last occasion</u>				
Average drinks consumed (mean)	11.2	11.3	12.4	12.8
7+ drinks last occasion	77	83	84	82
Ever consumed 7+ drinks	93	91	93	93
Consumed 7+ drinks in last two weeks	71	67	57	61
Got drunk on last drinking occasion	na	na	37	53 <sup>↑</sup>
Planned to get drunk	na	na	29 <sup>^</sup>	32
Drinking more than last year	17	10	14	14
Drinking less than last year	36	45	50	47
Drinking less for specific reason*	52	31	65	74
<b>Drink types consumed last occasion</b>				
Beer	39	34	42 <sup>↑</sup>	48
Wine	25	45	21 <sup>↓</sup>	21
Spirits	27	13	24 <sup>↑</sup>	22
RTDs	8	7	11 <sup>↑</sup>	9
<b>Drinking location last occasion</b>				
At home	na	na	39 <sup>#</sup>	42
Friend / relative's home	na	na	17 <sup>#</sup>	23
Café / restaurant	na	na	9 <sup>#</sup>	6
Pubs	na	na	14 <sup>#</sup>	18

<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).

<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).



## 2.2 Demographic characteristics of adult drinking segments

As shown in Table 5, compared to adults who identify as Non-drinkers, Drinkers in 2008-09 are:

- More likely to be male (49 percent, compared to 36 percent of Non-drinkers).
- More likely to be younger (42 percent aged 18 to 39 years, compared to 35 percent of Non-drinkers). However, this difference is not statistically significant.
- More likely to be from New Zealand European/other ethnic backgrounds (87 percent compared to 65 percent of Non-drinkers), less likely to be Māori (10 percent compared to 21 percent of Non-drinkers), and less likely to be from a Pacific ethnic group (four percent compared to 13 percent of Non-drinkers).
- Equally likely to live in a household with children aged 15 or younger (38 percent compared to 37 percent of Non-drinkers).
- More likely to have higher incomes (65 percent have a combined household income of \$50,000 or more compared to 50 percent of Non-drinkers).
- Equally likely to live in a range of areas, including a large town or city (30,000 or more population) (60 percent compared to 56 percent of Non-drinkers), a medium-sized town (10,000 to 29,999 population) (14 percent compared to 12 percent of Non-drinkers), or a rural area or small town (less than 10,000 population) (26 percent compared to 25 percent of Non-drinkers).

This profile of Drinkers has remained the consistent across the last four years. However, there are some significant differences between Moderate and Binge adult Drinkers (Tables 6 and 7):

- Binge Drinking adults are significantly more likely than Moderate Drinkers to be male (69 percent compared to 42 percent of Moderate Drinkers).
- Binge Drinkers are typically younger than Moderate Drinkers (57 percent aged 18 to 39 compared to 35 percent of Moderate Drinkers).
- While most Binge Drinkers are from New Zealand European/other backgrounds, they are less likely than Moderate Drinkers to report this (77 percent compared to 91 percent of Moderate Drinkers). In contrast, Binge Drinkers are more likely than Moderate Drinkers to report being Māori (16 percent compared to 7 percent of Moderate Drinkers).



- While most Binge Drinkers and Moderate Drinkers live in large towns or cities (57 percent compared to 61 percent), Binge Drinkers are more likely to report living in a medium-sized town (19 percent compared to 11 percent).

**Table 5: ALAC Monitor key indicators – Demographic characteristics of All Adult Drinkers**

	2005-06 Drinking Adults	2006-07 Drinking Adults	2007-08 Drinking Adults	2008-09 Drinking Adults	2008-09 Non- Drinkers
	n=1461	n=1484	n=1070	n=573	n=130
	%	%	%	%	%
<b>Gender</b>					
Male	48	48	49	49↑	36
Female	52	52	52	51↓	64
<b>Age</b>					
18-39	43	43	41	42	35
40 or older	57	57	59	58	65
<b>Ethnicity</b>					
Māori	11	11	10	10↓	21
Pacific	4	5	4	4↓	13
New Zealand European/other	85	84	86	87↑	65
<b>Families with children</b>					
Children aged 15 or younger	36	41	35	38	37
No children aged 15 or younger	64	59	65	62	63
<b>Household Income</b>					
Less than \$50,000	40	35	30	25	35
\$50,000 or more	52	58	62	65↑	50
<b>Area Type</b>					
Rural (pop. under 1,000)	9	12	11	13	8
Small town (pop. 1,000 – 9,999)	13	15	13	13	17
Medium-sized town (pop. 10,000 – 29,999)	14	12	11	14	12
Large town/city (pop. 30,000+)	62	59	63	60	56

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, between Drinkers and Non-drinkers in the current year.



**Table 6: ALAC Monitor key indicators – Demographic characteristics of Moderate Drinkers**

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



**Table 7: ALAC Monitor key indicators – Demographic characteristics of Binge Drinkers**

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers	2008-09 Binge Drinkers	2008-09 Moderate Drinkers
	n=528	n=554	n=396	n=197	n=376
	%	%	%	%	%
<b>Gender</b>					
Male	45	59	58	69↑	42
Female	55	41	42	31↓	58
<b>Age</b>					
18-39	62	65	62	57↑	35
40 or older	39	34	38	43↓	65
<b>Ethnicity</b>					
Māori	19	17	19	16↑	7
Pacific	6	7	7	6	2
New Zealand European/other	76	76	74	77↓	91
<b>Families with children</b>					
Children aged 15 or younger	38	46	40	41	37
No children aged 15 or younger	62	54	60	59	63
<b>Household Income</b>					
Less than \$50,000	43	32	35	23	19
\$50,000 or more	50	60	57	68	72
<b>Area Type</b>					
Rural (pop. under 1,000)	10	11	8	10	14
Small town (pop. 1,000 – 9,999)	12	19	16	12	13
Medium-sized town (pop. 10,000 – 29,999)	16	12	15	19↑	11
Large town/city (pop. 30,000+)	61	59	61	57	61

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, between Binge and Moderate Drinkers in the current year.



### 3.0 Profile of Young Drinkers and Non-drinkers

This section provides a profile of the New Zealand population of young people 12-17 as it relates to their drinking behaviour for the 2008-09 year.

#### 3.1 Drinking prevalence, frequency, and volume

Based on the 2006 Census of Population and Dwellings, approximately 364,000 New Zealanders were aged between 12-17 years of age (184,000 were aged between 12-14 and 180,000 between 15-17).

Consistent with previous years, half (50 percent) of young people aged 12-17 who were interviewed in 2008-09 reported that they drink alcohol to some extent (that is, more than just the occasional sip). ALAC categorises young Drinkers as “Binge Drinkers” if they have consumed five or more standard drinks on the last occasion they drank alcohol, or on any single occasion in the last two weeks.<sup>9</sup> This compares with a threshold of seven drinks for adult Drinkers (i.e. 18 years of age or older).

On this basis, 26 percent of New Zealand youth (aged 12-17 years) can be classified as Binge Drinkers, 24 percent as Moderate Drinkers and 50 percent as Non-drinkers (Table 8). These results are similar to those for previous years.

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

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

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

<sup>9</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.



If 18-24 year old youth are added to the 12-17 year old group identified above (377,000 according to the 2006 Census of Population & Dwellings), 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.

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

	12-14 Youth Total	15-17 Youth Total	18-24 Youth Total	12-24 Youth Total
	n=240 %	n=256 %	n=83 %	n=579 %
<b>Non-Drinkers</b>	70	29	12	30
<b>Drinkers</b>	30	71	88	70
Moderate Drinkers	22	27	50	38
Binge Drinkers	8	44	38	32

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 olds are as follows (Tables 10-12):

- Four-fifths (80 percent) of all youth interviewed in 2007-08 had at least tried alcohol (even just a sip) at some time. This is similar to the trial rates for 2007-08, 2006-07 and 2005-07 (83 percent, 81 percent, and 82 percent, respectively).
  - While males and females had similar trial rates (80 percent and 79 percent, respectively), the rates continue to differ by age. In 2008-09, older youth (aged 15-17) were more likely to have tried alcohol than younger youth (aged 12-14) (88 percent compared to 71 percent).
  - Pacific youth were significantly less likely than Māori and youth of other ethnic groups to report that they had ever tried alcohol (62 percent, 82 percent, and 81 percent).
- As mentioned above, half (50 percent) of all youth interviewed in 2008-09 described themselves as current Drinkers, similar to the results measured in 2007-08, 2006-05, and 2005-06 (52 percent, 52 percent, and 53 percent, respectively). In terms of frequency, young Drinkers in 2007-08 reported consuming alcohol on 2.5 days per month on average – or approximately once every 10 days (Table 10). This is similar to the results for previous years.
  - Drinking frequency remains higher among Binge Drinkers compared to Moderate Drinkers (3.5 and 1.5 days per month on average respectively) (Tables 11 and 12).

The result for Moderate Drinkers is similar to the results for previous years. However, the current result for Binge Drinkers is significantly higher than for both 2007-08 (4.2 days per month and 2006-07 (4.5 days per month), although similar to the result measured in 2005-06 (3.4 days per month).

- There are also differences based on this year's results among the following groups:
  - Older youth (aged 15-17) report drinking on significantly more days per month than those aged 12-14 (2.9 days per month compared to 1.6 days per month).



- u In terms of volumes consumed, over half (59 percent) of all young Drinkers interviewed in 2008-09 reported that they had ever consumed five or more drinks on at least one occasion (i.e. the threshold for binge or “risky” drinking among youth).<sup>10</sup> This is similar to the results for 2007-08, 2006-07, and 2005-06 (53 percent, 54 percent, and 50 percent of young Drinkers respectively).
- u The majority of Binge Drinkers (90 percent) reported ever drinking five or more drinks on a single occasion, and this is consistent with previous years (87 percent in 2007-08, 95 percent in 2006-07, and 91 percent in 2005-06). However, just one-quarter (24 percent) of Moderate Drinkers reported this (also comparable with 24 percent in 2007-08, 22 percent in 2006-07, and 28 percent in 2005-06).
- u There are also differences based on this year’s results among the following groups:
  - u Older youth Drinkers (aged 15-17) were more likely than 12-14 year old Drinkers to report ever consuming five or more drinks on a single occasion (71 percent compared to 29 percent).
  - u Pacific Drinkers were less likely than both Māori and Drinkers of other ethnic groups to report this (34 percent, 65 percent, and 59 percent, respectively).
  - u There were no differences by gender in this regard (59 percent of male Drinkers compared to 58 percent of female Drinkers).
- u In addition, just over one-fifth (23 percent) of youth Drinkers in 2008-09 reported that they had consumed five or more drinks on at least one occasion in the last two weeks.<sup>11</sup> This is comparable to previous years’ results for 2007-08 (22 percent), 2006-07 (25 percent), and 2005-06 (20 percent).
- u Almost half (44 percent) of Binge Drinkers reported drinking five or more drinks on at least one occasion in the last two weeks. While comparable to the result in 2007-08 (51 percent), this is significantly lower than 56 percent of Binge Drinkers in 2006-07.

By definition, no Moderate Drinkers reported this.

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<sup>10</sup> This relates to Drinkers’ own self-defined “drinks”, rather than calibrated “standard” drinks.

<sup>11</sup> This relates to Drinkers’ own self-defined “drinks”, rather than calibrated “standard” drinks.



- u There are also differences based on this year's results among the following groups:
  - u Older youth (aged 15-17) were more likely to report drinking five or more drinks on one occasion in the last two weeks, compared to 12-14 year olds (29 percent compared to 9 percent).
  - u Pacific Drinkers were less likely to report this than were Māori Drinkers and Drinkers of other ethnic groups (9 percent, 25 percent, and 23 percent, respectively).
- u Based on the *last occasion*, 39 percent of all youth Drinkers reported consuming the equivalent of five or more standard drinks. This is similar to the results for previous years. In particular, youth Drinkers consumed an average of 6.5 standard drinks on the last occasion (compared to 5.6 standard drinks in 2007-08, 6.1 standard drinks in 2006-07, and 5.4 standard drinks in 2005-06).<sup>12</sup>
- u By definition, average consumption was significantly higher among youth Binge Drinkers compared to Moderate Drinkers (10.5 and 2.0 standard drinks on average in 2008-09, compared to 9.4 and 2.1 standard drinks in 2007-08, 11.0 and 2.0 standard drinks in 2006-07, and 10.4 and 2.1 standard drinks in 2005-06).
- u There are also differences based on this year's results among the following groups:
  - u Older youth (aged 15-17) reported drinking a significantly greater number of standard drinks on the last occasion than did youth aged 12-17 (7.7 and 3.7 standard drinks, respectively).
  - u There was no difference in this regard between Māori, Pacific and Drinkers from other ethnic groups (7.7, 5.7, and 6.1 standard drinks on average, respectively).
  - u There were also no differences on the basis of gender (6.4 standard drinks for males compared to 6.6 standard drinks for females).

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<sup>12</sup> Note that from September 07, we have calculated the number of standard drinks consumed using new calibration ratios determined in Research New Zealand's 2007 Calibration research. This may explain the increase in the average standard drinks calculation compared to 2006-07.



- u In 2008-09, youth Drinkers overall most frequently reported mainly drinking *RTDs* (43 percent) and *Beer* (35 percent) on the last occasion. While the proportion reporting *RTDs* as their main drink is not statistically different in 2008-09 compared to 2007-08 (35 percent) or 2006-07 (36 percent), the current figure is significantly higher than in 2005-06 (27 percent).

In contrast, fewer youth Drinkers report mainly consuming *spirits* (14 percent) or *wine* (eight percent) on the last occasion.

- u Consistent differences have also been measured between Moderate Drinkers and Binge Drinkers. In particular, Binge Drinkers are more likely than Moderate Drinkers to report mostly drinking *RTDs* (51 percent compared to 34 percent, and compared to 51 percent and 20 percent respectively in 2007-08, 50 percent and 25 percent respectively in 2006-07, and 36 percent and 20 percent respectively in 2005-06). Note, however, the proportion of Moderate Drinkers who report drinking *RTDs* is significantly higher in 2008-09 than in previous years.

In contrast, Moderate Drinkers are more likely than Binge Drinkers to report mainly drinking *beer* (42 percent compared to 26 percent in 2008-09, and compared to 43 percent and 30 percent respectively in 2007-08, 40 percent and 27 percent respectively in 2006-07, and 47 percent and 28 percent respectively in 2005-06), and *wine* (12 percent compared to four percent, and compared to 19 percent and four percent respectively in 2007-08, 22 percent and 4 percent respectively in 2006-07, and 17 percent and seven percent respectively in 2005-06).

- u There are also differences in 2008-09 among the following groups:
  - u Males remain more likely than females to report mainly consuming *beer* (56 percent compared to 12 percent), while females are more likely than males to report mainly drinking *RTDs* (62 percent compared to 23 percent), and *wine* (12 percent compared to four percent).
  - u There were no such differences in 2008-09 on the basis of age, or ethnicity.



- u In terms of where youth typically drink, youth Drinkers overall in 2008-09 most frequently reported drinking *at a friend or relative's house* (48 percent) on the last occasion, with 28 percent drinking *at home* (39 percent), Fewer reported drinking at parties (12 percent), or at *social/family events or functions* (eight percent).
- u Youth Binge Drinkers were almost three-times less likely as Moderate Drinkers to report drinking *at home* (15 percent compared to 43 percent), but more likely to report drinking *at a friend or relatives house* (60 percent compared to 35 percent), or at *parties* (17 percent compared to six percent).
- u There are also differences in 2008-09 among the following groups:
  - u Older youth (aged 15-17) were more likely than 12-14 year olds to report drinking *at a friend/relatives house* (53 percent compared to 36 percent), and less likely to report drinking *at home* (21 percent compared to 45 percent) .
  - u There were no differences by age or ethnicity.
- u More than one-third (36 percent) of young Drinkers in 2008-09 reported that, in their opinion, they got drunk on their last drinking occasion (compared to 28 percent in 2007-08). This question was not asked in 2005-06 or 2006-07.
  - u Youth Binge Drinkers were more likely than Moderate Drinkers to report this in 2008-09 (64 percent compared to 5 percent).
  - u Older youth (aged 15-17) were more likely than 12-14 year olds to report this (23 percent compared to eight percent).
  - u There were no differences by gender and ethnicity.



- u In addition, one-fifth (18 percent) of youth Drinkers overall reported that they had planned to get drunk on that last occasion (compared to 17 percent in 2007-08).
- u Not surprisingly, Binge Drinkers were more likely than Moderate Drinkers to report this (34 percent compared to one percent).
- u There are also differences in 2008-09 among the following groups:
  - u Older youth (aged 15-17) were more likely to report this than those aged 12-17 (43 percent compared to 19 percent).
  - u Pacific Drinkers were less likely to report planning to get drunk than were Māori Drinkers and Drinkers from other ethnic groups (six percent, 20 percent, and 19 percent, respectively).
  - u There were no differences between males and females.
- u One-fifth (18 percent) of young Drinkers in 2008-09 reported that they were drinking less this year than they were a year ago. A similar proportion (20 percent) reported they were drinking *about the same amount*, and over half (57 percent) reported drinking *more*. While the proportion of youth Drinkers who report drinking *less* is comparable to previous years, the proportion who report drinking *more* is significantly higher in 2008-09 than in 2007-08 (47 percent), 2006-07 (42 percent), and 2005-06 (24 percent).
- u As in previous years, youth Binge Drinkers in 2008-09 were more likely than Moderate Drinkers to report drinking *more* this year (66 percent compared to 47 percent).
- u There are also differences in 2008-09 among the following groups:
  - u Older youth (aged 15-17) were more likely than 12-14 year olds to report they were drinking *more* (65 percent compared to 37 percent), and half as likely to report drinking *less* (16 percent compared to 30 percent).
  - u Pacific and Māori youth were more likely than youth of other ethnic groups to report drinking *less* (38 percent, 29 percent, and 15 percent, respectively). In contrast, Māori and Pacific youth were less likely than youth of other ethnic groups to report drinking *more* (26 percent, 41 percent, and 67 percent, respectively).
  - u There were no differences between males and females in this regard.



- Two-fifths (39 percent) of youth Drinkers who reported drinking less, said that this was because of a particular event or circumstance. These reasons most frequently included 18 percent who reported they *don't feel like it / cutting down*, 16 percent who cited *personal safety*, and 13 percent who reported *lifestyle changes (e.g. don't go out as often, moved house, new friends)*. The overall sub-sample size is too small to allow comparisons of youth subgroups based on age, gender or ethnicity.
- In terms of their usual sources of alcohol, youth Drinkers overall consistently state that *parents* are the most common source of alcohol (57 percent in 2008-09, compared to 62 percent in 2007-08, 65 percent in 2006-07, and 60 percent in 2005-06). The second most frequently mentioned source is older *friends aged 18 and over* (28 percent in 2008-09, compared to 27 percent in 2007-08, and 30 percent in both 2005-06 and 2006-07).
  - However, Binge Drinkers are consistently less likely than Moderate Drinkers to report accessing alcohol from *parents* (51 percent compared to 63 percent in 2008-09), and more likely to report accessing alcohol from older *friends aged 18 and over* (37 percent compared to 18 percent).
  - There are also differences based on this year's results among the following groups:
    - Older youth (aged 15-17) were more likely than 12-14 year olds to state they obtained their alcohol from friends 18 and over (34 percent compared to 13 percent).
    - Youth Pacific Drinkers were less likely than Māori and Drinkers from other ethnic groups to report obtaining their alcohol from either *parents* (33 percent, 54 percent, and 60 percent, respectively), or *friends aged 18 and over* (16 percent, 32 percent, and 28 percent, respectively). In contrast, Pacific youth were more likely to report getting their alcohol from *other family/whanau* (34 percent, compared to 22 percent of Maori youth and eight percent of youth from other ethnic groups).
    - There were no differences in 2008-09 on the basis of gender.
- On a prompted basis, six percent of young Drinkers in 2008-09 reported that they have purchased alcohol for themselves. This has not changed significantly since 2007-08 (nine percent), 2006-07 (7 percent), or 2005-06 (10 percent).
  - Young Binge Drinkers were more likely to report purchasing alcohol than Moderate Drinkers (10 percent compared to two percent, and compared to 15 percent and three percent respectively in 2007-08, 14 percent and one percent respectively in 2006-07, and 21 percent and three percent respectively in 2005-06).
  - In 2008-09, there were no differences in this regard on the basis of age, gender, or ethnicity.



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

	2005-06 All Drinking Youth	2006-07 All Drinking Youth	2007-08 All Drinking Youth	2008-09 All Drinking Youth
	n=651	n=631	n=474	n=262
	%	%	%	%
Drinking days per month (mean)	2.5	3.1	2.9	2.5
<b>Standard drinks consumed last occasion</b>				
Average drinks consumed (mean)	5.4	6.1	5.6	6.5
5+ drinks last occasion	37	41	44	39
Ever consumed 5+ drinks	50	54	53	59
Consumed 5+ drinks in last two weeks	20	25	22	23
Got drunk on last drinking occasion	na	na	28	36
Planned to get drunk	na	na	17 <sup>^</sup>	18
Drinking more than last year	45	42	47	57
Drinking less than last year	24	27	21 <sup>↓</sup>	20
Drinking less for specific reason*	na	na	44	39
<b>Drink types consumed last occasion</b>				
Beer	40	34 <sup>↓</sup>	37	34
Wine	13	14	12	8
Spirits	19	13 <sup>↓</sup>	13	14
RTDs	27	36 <sup>↑</sup>	35	43
<b>Drinking location last occasion</b>				
At home	na	na	39 <sup>#</sup>	28 <sup>↓</sup>
Friend / relative's home	na	na	35 <sup>#</sup>	48 <sup>↑</sup>
Parties	na	na	9 <sup>#</sup>	12
Social/family events	na	na	8 <sup>#</sup>	8

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

<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).



**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
	n=355	n=309	n=240	n=129
	%	%	%	%
Drinking days per month (mean)	1.8	2.0	1.7	1.5
<u>Standard drinks consumed last occasion</u>				
Average drinks consumed (mean)	2.1	2.0	2.1	2.0
5+ drinks last occasion	0	0	0	0
Ever consumed 5+ drinks	28	22	24	24
Consumed 5+ drinks in last two weeks	0	0	0	0
Got drunk on last drinking occasion	na	na	6	5
Planned to get drunk	na	na	1 <sup>^</sup>	1
Drinking more than last year	37	34	40	47
Drinking less than last year	27	25	22	24
Drinking less for specific reason*	na	na	17	23
<b>Drink types consumed last occasion</b>				
Beer	47	40	43	42
Wine	17	22	19	12
Spirits	13	8 <sup>↓</sup>	11	10
RTDs	20	25	20	34 <sup>↑</sup>
<b>Drinking location last occasion</b>				
At home	na	na	50 <sup>#</sup>	43
Friend / relative's home	na	na	27 <sup>#</sup>	35
Parties	na	na	8 <sup>#</sup>	6
Social/family events	na	na	9 <sup>#</sup>	8

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

<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).



**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
	n=296	n=322	n=234	n=133
	%	%	%	%
Drinking days per month (mean)	3.4	4.5	4.2	3.5
<b>Standard drinks consumed last occasion</b>				
Average drinks consumed (mean)	10.4	11.0	9.4	10.5
5+ drinks last occasion	93	92	96	95
Ever consumed 5+ drinks	91	95	87↓	90
Consumed 5+ drinks in last two weeks	57	65	51	44
Got drunk on last drinking occasion	na	na	55	64
Planned to get drunk	na	na	36^	34
Drinking more than last year	57	52	55	66
Drinking less than last year	19	30	20	17
Drinking less for specific reason*	na	na	27	na**
<b>Drink types consumed last occasion</b>				
Beer	28	27	30	26
Wine	7	4	4	4
Spirits	28	18	15	18
RTDs	36	50	51	51
<b>Drinking location last occasion</b>				
At home	na	na	25#	15
Friend / relative's home	na	na	45#	60
Parties	na	na	10#	17
Social/family events	na	na	7#	9

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

^ 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.

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



## 3.2 Demographic characteristics of drinking segments

Compared to 12-17 year old youth who identify as Non-drinkers, youth Drinkers in 2008-09 are:

- Equally likely to be male (49 percent, compared to 53 percent of Non-drinkers) (Table 13).
- More likely to be aged 15-17 years of age (71 percent of Drinkers compared to 30 percent of Non-drinkers).
- Less likely to be from New Zealand European/other ethnic backgrounds (66 percent compared to 75 percent of Non-drinkers), equally likely to be from a Pacific ethnic group (eight percent compared to nine percent of Non-drinkers), but more likely to be Māori (26 percent compared to 16 percent of Non-drinkers).
- Equally likely to report living with two parents or guardians (79 percent compared to 86 percent of Non-drinkers), but more likely to report living with one parent or guardian (13 percent compared to seven percent of Non-drinkers).
- More likely to report that at least one of their parents/guardians drinks alcohol (89 percent compared to 80 percent of Non-drinkers), but equally likely to report that *both* parents/guardians drink (70 percent compared to 71 percent of Non-drinkers).
- Less likely to report currently being at *school* (88 percent compared to 98 percent of Non-drinkers), and more likely to report *working part-time* (25 percent compared to eight percent).
- Equally likely to be living in *large towns or cities (30,000 or more population)* (41 percent, compared to 42 percent of Non-drinkers), or smaller types of areas (58 percent compared to 54 percent of Non-drinkers).

The profile of Drinkers has remained consistent since 2005-06.

In 2008-09, differences between Moderate and Binge youth Drinkers include the following (Tables 14 and 15):

- Binge Drinkers tend to be older than Moderate Drinkers (85 percent are aged 15 to 17 years compared to 54 percent of Moderate Drinkers).
- Binge Drinkers are less likely than Moderate Drinkers to report living with two parents/guardians (72 percent compared to 86 percent), and more likely to report living with one parent/guardian (18 percent compared to 8 percent).
- No other differences between Binge Drinkers and Moderate Drinkers were statistically significant in 2008-09.



**Table 13: 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	2008-09 Non- Drinkers
	n=651	n=631	n=474	n=262	n=234
	%	%	%	%	%
<b>Gender</b>					
Male	52	50	55	49	53
Female	48	50	45	51	47
<b>Age</b>					
12-14	32	32	29	30↓	71
15-17	68	68	71	70↑	29
<b>Ethnicity</b>					
Māori	21	21	21	26↑	16
Pacific	6	7	8	8	9
New Zealand European/other	73	72	71	66↓	75
<b>Household type</b>					
Live with two parents/guardians	81	80	75	79	86
Live with one parent/guardian	12	16	19	13↑	7
<b>Parental drinking</b>					
At least one parent drinks	91	89	85	89↑	80
Both parents drink	68	73	67	70	71
<b>Educational/employment status</b>					
At school	86	90	88	88↓	98
In tertiary training	3	3	4	4	0
Working full-time	8	4	5	2	0
Working part-time	22	21	27	25↑	8
<b>Area type</b>					
Rural (pop. Under 1,000)	14	12	13	19	13
Small town (pop. 1,000 – 9,999)	21	19	21	20	20
Medium-sized town (pop 10,000 – 29,999)	17	20	22	19	21
Large town/city (pop, 30,000+)	43	48	40	41	42

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, between Drinkers and Non-drinkers in the current year.



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



**Table 15: 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	2008-09 Moderate Drinkers
	n=296	n=322	n=234	n=133	n=129
	%	%	%	%	%
<b>Gender</b>					
Male	48	46	55	47	51
Female	52	54	45	53	49
<b>Age</b>					
12-14	14	13	10	15↓	45
15-17	86	87	90	85↑	54
<b>Ethnicity</b>					
Māori	27	28	26	26	26
Pacific	8	7	9	5	10
New Zealand European/other	65	65	65	69	63
<b>Household type</b>					
Live with two parents/guardians	75	78	72	72↓	86
Live with one parent/guardian	17	18	22	18↑	8
<b>Parental drinking</b>					
At least one parent drinks	87	88	82	90	89
Both parents drink	63	68	62	66	74
<b>Educational/employment status</b>					
At school	77	83	81	86	90
In tertiary training	6	3	5	5	2
Working full-time	12	7	9	4	0
Working part-time	27	25	29	29	21
<b>Area type</b>					
Rural (pop. Under 1,000)	13	12	15	17	21
Small town (pop. 1,000 – 9,999)	24	17	23	16	24
Medium-sized town (pop 10,000 – 29,999)	23	21	22	20	18
Large town/city (pop. 30,000+)	36	49	38	46	36

↑ symbol indicates that a result is significantly higher, and ↓ is significantly lower, between Binge and Moderate Drinkers in the current year.



Table 16 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 males age groups mirror those for the three female groups, with the differences not statistically significant.

**Table 16: 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=579	n=124	n=120	n=46	n=116	n=136	n=37
	%	%	%	%	%	%	%
<b>Segments</b>							
Non-Drinkers	30	69	32	8	72	25	17
Moderate Drinkers	38	22	27	50	21	27	50
Binge Drinkers	32	9	40	41	7	48	33

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

Tables 17-19 show the same progression based on ethnicity.

**Table 17: 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=168	n=86	n=82	n=69	n=82	n=17*	n=99
	%	%	%	%	%	%	%
<b>Segments</b>							
Non-drinkers	28	23	34	58	13	18	16
Moderate Drinkers	27	32	22	30	30	24	26
Binge Drinkers	45	46	44	12	56	59	58

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

\*Low sub-sample, results are indicative only.



**Table 18: 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=128	n=60	n=68	n=46	n=50	n=32*	n=82
	%	%	%	%	%	%	%
<b>Segments</b>							
Non-drinkers	42	46	38	57	48	31	37
Moderate Drinkers	29	26	33	33	28	28	28
Binge Drinkers	29	28	29	11	24	41	35

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

\*Low sub-sample, results are indicative only.

**Table 19: 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=283	n=144	n=139	n=125	n=124	n=34*	n=158
	%	%	%	%	%	%	%
<b>Segments</b>							
Non-drinkers	30	27	33	76	31	9	16
Moderate Drinkers	41	42	41	18	26	59	49
Binge Drinkers	29	31	29	6	44	32	36

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

\*Low sub-sample, results are indicative only.