





ALAC Alcohol Monitor - Adults & Youth
2007-08 Drinking Behaviours Report

Prepared for Jo Fitzgerald, Margaret Geddes Chartres & Lynne Walsh
ALAC

Prepared by Shane Palmer
Katrina Fryer
Emanuel Kalafatelis

Contact Details Emanuel Kalafatelis
Research New Zealand
Phone 04 499 3088

Project number #3650



Contents

1.0	Introduction	4
2.0	Profile of Adult drinkers and non-drinkers	6
2.1	Drinking prevalence, frequency, and volume	6
2.2	Demographic characteristics of drinking segments	16
3.0	Profile of Youth drinkers and non-drinkers	20
3.1	Drinking prevalence, frequency, and volume	20
3.2	Demographic characteristics of drinking segments	30



1.0 Introduction

This report updates the drinking behaviours report produced for ALAC covering the 2005-06 and 2006-07 periods. Whereas the reports for these previous years are based on four quarterly monitors, this report is based on only three quarterly monitors (conducted in September 2007, December 2007 and March 2008) because of a change in the monitoring programme.

The results for adults aged 18 or more are based on a total sample of n=1,353 interviewed between September 2007 and March 2008. They are subject to a maximum margin of error of plus or minus 3.5 percent at the 95 percent confidence level.

The results for young people, aged 12-17, are based on a total sample of n=913. They are subject to a maximum margin of error of plus or minus 3.7 percent at the 95 percent confidence level.

Where appropriate, the 2007-08 results have been compared to those for 2005-06 and 2006-07. 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.

The results are also reported for ALAC's priority groups (Māori and Pacific peoples) and for its communication target audiences (males 18-39 and females 18-39).



1.1 Glossary of terms used in this report

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



2.0 Profile of Adult Drinkers and Non-drinkers

This section provides a profile of the New Zealand population of adults 18 or more as it relates to their drinking behaviour for the 2007-08 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 less, 364,000 who are aged between 12-17 and 2,980,000 who are adults aged 18 years or more.

Consistent with previous years, the majority (86 percent) of adults 18 years or more who were interviewed in 2007-08 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 weeks¹.

On this basis, 25 percent of adults 18 years or more can be classified as Binge Drinkers, 61 percent Moderate Drinkers and 14 percent Non-drinkers (see Table 1). These proportions are not significantly different from those measured in 2006-07.

The proportions for 2006-07 were, however, different from those measured in 2005-06, with more adults being recorded as "Drinkers". It is for this reason that there is an upward arrow in the second column of the table, indicating a significant difference between these two years.

¹ A standard drink contains 10 grams of alcohol. The reported volume of alcohol reported as being consumed is calibrated for the purposes of this categorisation. The calibration is based on a research which measures the actual volumes 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
	n=1845 %	n=1826 %	n=1353 %
Non-Drinkers	15	12↓	14
Drinkers	84	87↑	86
Moderate Drinkers	61	62	61
Binge Drinkers	23	25	25

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

More detailed results are as follows:

- ◆ In terms of drinking frequency, adult Drinkers interviewed in 2007-08 reported consuming alcohol on 8.8 days per month on average – or approximately once every 3 days (Table 2). This is similar to the average of 8.7 days in 2005-06 and 8.9 days in 2006-07.
- ◆ In terms of volumes consumed, almost two-thirds (67 percent) of all adult Drinkers (or 58 percent of all adults 18 years or more) in 2007-08 reported that they had ever consumed the equivalent of seven or more standard drinks on at least one occasion. This is similar to the result for 2006-07 (64 percent), which was significantly higher than the result for 2005-06 (61 percent).
 - ◆ While most Binge Drinkers interviewed in 2007-08 (93 percent) reported ever drinking the equivalent of seven or more standard drinks on a single occasion, over half (57 percent) of Moderate Drinkers also reported this (Tables 3 and 4).
 - ◆ Although this result for Moderate Drinkers is not significantly different from that recorded in 2006-07 (53 percent), it is significantly higher than that recorded the previous year in 2005-06 (49 percent). The results for Binge Drinkers have not changed in the last three years.
- ◆ There are also differences based on this year's results in the following:
 - ◆ Males 18-39 (86 percent) were more likely than other males, 40 plus (78 percent) to have reported ever drinking the equivalent of seven or more standard drinks on a single occasion.

Females 18-39 (76 percent) were more likely than females, 40 plus (38 percent) to have reported ever drinking the equivalent of seven or more standard drinks on a single occasion.

The results for males 18-39 are significantly higher than those for females 18-39.



- ◆ Māori (81 percent) and Pacific adult Drinkers (72 percent) are more likely than Drinkers from New Zealand European/other ethnic backgrounds (65 percent) to have reported ever drinking the equivalent of seven or more standard drinks on a single occasion.
- ◆ Parents of children 17 years of age or younger (72 percent) were more likely than other people (65 percent) to have reported ever drinking the equivalent of seven or more standard 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 73 percent of the parents of children 17 years of age or younger are aged between 30 and 49, compared to 21 percent of 'other people'.
- ◆ One-in-six Drinkers (16 percent, or 14 percent of all adults 18 years or more) interviewed in 2007-08 reported that they had consumed the equivalent of seven or more standard drinks on at least one occasion in the last two weeks. This is comparable to the results for 2005-06 and 2006-07 (both 18 percent).
- ◆ Over half (57 percent) of Binge Drinkers reported drinking the equivalent of seven or more standard drinks in the last two weeks, similar to the result for 2005-06 (65 percent) and 2006-07 (61 percent). By definition, no Moderate Drinkers reported this.
- ◆ As noted above, there were significant differences based on this year's results, by gender, ethnicity and whether or not the Drinker was the parent of a 12-17 year old child:

- ◆ Males 18-39 (28 percent) were more likely than other males, 40 plus (20 percent) to have reported drinking the equivalent of seven or more standard drinks in the last two weeks.

Females 18-39 (18 percent) were more likely than females, 40 plus (4 percent) to have reported drinking the equivalent of seven or more standard drinks in the last two weeks.

The results for males 18-39 are significantly higher than those for females 18-39.

- ◆ Māori (28 percent) and Pacific adult Drinkers (38 percent) were more likely than Drinkers from New Zealand European/other ethnic backgrounds (14 percent) to have reported drinking the equivalent of seven or more standard drinks in the last two weeks.
- ◆ Parents of children 17 years of age or younger (20 percent) were more likely than other people (14 percent) to have reported drinking the equivalent of seven or more standard drinks in the last two weeks².

² As noted earlier, 'Other people' could include the parents of older children, as well as non-parents (both young and old).



- ◆ Based on the last occasion, adult Drinkers interviewed in 2007-08 reported consuming the equivalent of 5.9 standard drinks on average³, compared to 5.2 and 5.4 standard drinks on average in 2005-06 and 2006-07 respectively. One-quarter (24 percent) of all adult Drinkers (or 21 percent of all adults 18 years or more) reported consuming the equivalent of seven or more standard drinks on the last occasion. This is similar to the results for 2005-06 (21 percent) and 2006-07 (24 percent).

- ◆ Per last occasion consumption differs greatly between Binge Drinkers and Moderate Drinkers (12.4 and 3.4 standard drinks on average in 2007-08, compared to 11.2 and 3.0 standard drinks respectively in 2005-06, and 11.3 and 3.0 standard drinks respectively in 2006-07). The difference between the 2007-08 and 2006-07 results for Binge Drinkers is significant.

- ◆ There are also differences based on this year's results in the following:
 - ◆ On a per last occasion basis, males 18-39 (7.4 standard drinks) reported higher rates than males, 40 plus (5.2 standard drinks). This was also the case for females 18-39 (7.3 standard drinks) compared to females, 40 plus (4.5 standard drinks).

 - ◆ Māori (8.7 standard drinks) and Pacific adult Drinkers (10.6 standard drinks) reported higher consumption rates for their last drinking occasion than Drinkers from New Zealand European/other ethnic backgrounds (5.4 standard drinks).

 - ◆ Parents of 12-17 year olds (6.2 standard drinks) also reported higher rates than other people (5.7 standard drinks)⁴.

- ◆ The alcohol types of choice are relatively unchanged between 2005-06, 2006-07 and 2007-08. *Wine* remains the alcohol most frequently identified by adult drinkers as being mainly consumed on the last occasion (43 percent), with one-third (32 percent) identifying *beer* as the alcohol type they mostly consumed. However, fewer adult Drinkers identified *spirits* (14 percent) and *RTDs/ready-to-drink or pre-mixed spirits* (7 percent) as being mostly consumed.

- ◆ Patterns of alcohol consumed differ between Moderate Drinkers and Binge Drinkers. In particular, Moderate Drinkers were more likely to report mainly drinking *wine* on the last occasion (52 percent, compared to 21 percent of Binge Drinkers), with Binge Drinkers more likely to report mainly drinking *beer* (42 percent compared to 30 percent of Moderate Drinkers), *spirits* (24 percent compared to 10 percent), and *RTDs* (11 percent compared to 6 percent).

³ 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.

⁴ As noted earlier, 'Other people' could include the parents of older children, as well as non-parents (both young and old).



- ◆ There are also differences based on this year's results in the following:
 - ◆ Males 18-39 (66 percent) were more likely than males, 40 plus (50 percent) to have mainly consumed *beer* on the last drinking occasion, and less likely to have mainly consumed *wine* (19 percent and 30 percent respectively).

Females 18-39 (21 percent) were more likely than females, 40 plus (five percent) to have mainly consumed RTDs, and less likely to have mainly consumed wine (43 percent and 74 percent respectively).

- ◆ Māori (44 percent) and Pacific adult Drinkers (35 percent) were more likely than Drinkers from New Zealand European/other ethnic backgrounds (30 percent) to have mainly consumed *beer* on the last occasion. Drinkers from New Zealand European/other ethnic backgrounds (47 percent) were more likely than Māori (26 percent) and Pacific adult Drinkers (17 percent) to have consumed *wine*.

While relatively smaller in proportion, Māori and Pacific adult Drinkers were also more likely to have mainly consumed spirits (13 percent and 20 percent compared to 11 percent for Drinkers from New Zealand European/other ethnic backgrounds) and RTDs (11 percent, 19 percent compared to six percent for Drinkers from New Zealand European/other ethnic backgrounds).

- ◆ Parents of children 17 years of age or younger (36 percent) were more likely than other people (29 percent) to have mainly consumed *beer* on the last drinking occasion⁵. There were no other statistically significant differences for parents.
- ◆ In December 2007 and March 2008, all adult Drinkers were asked where they drank on the most recent drinking occasion. This was not asked in previous measures. Most of these adult Drinkers (51 percent) reported drinking *at home*, 17 percent *at a friend or relatives house*, and 8 percent *in a pub* (a total of 76 percent or three-quarters of all Drinkers)
- ◆ Binge Drinkers were less likely than Moderate Drinkers to report drinking *at home* (39 percent compared to 56 percent), and more likely to report drinking at *pubs* (14 percent compared to 5 percent), and at *social/family events or functions* (11 percent compared to 5 percent).

⁵ As noted earlier, 'Other people' could include the parents of older children, as well as non-parents (both young and old).



- ◆ There are also differences based on this year's results in the following:
 - ◆ Males 18-39 were less likely than males, 40 plus to drink *at home* (37 percent and 58 percent respectively) and more likely to do so at a *friend/relatives house* (19 percent and 10 percent respectively) or *at pubs* (16 percent and seven percent respectively).

Younger females, 18-39 were more likely than females, 40 plus to drink at a friend/relatives house (25 percent and 16 percent respectively) and at pubs (nine percent and one percent respectively) than at home (49 percent and 57 percent), although this is where most drinking is undertaken for all groups.

- ◆ Māori (46 percent) and Pacific adult Drinkers (42 percent) were less likely than Drinkers from New Zealand European/other ethnic backgrounds (52 percent) to report drinking at *home*. Pacific adult Drinkers were more likely to report drinking at a *friend/relatives house* (27 percent cf. 16 percent for Māori Drinkers and 17 percent for Drinkers from New Zealand European/other ethnic backgrounds).
- ◆ In March 2008 only, adult Drinkers were asked how many drinks (of the alcohol) they believed they would need to get drunk. Regardless of drink type, adult Drinkers reported they would need an average of 6.3 drinks (or 11.4 standard drinks) to get drunk. (Pacific Drinkers reported that they would need an average of 10.1 drinks (or 15.7 standard drinks) to get drunk, significantly more than the average number of drinks reported by Drinkers of other ethnic groups (6.1 drinks or 11.1 standard drinks).
- ◆ Overall, 12 percent of all adult Drinkers in 2007-08 reported that, in their opinion, they got drunk on their last drinking occasion. Nine percent of these people 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 (37 percent compared to 2 percent). More than one-quarter (29 percent) of Binge Drinkers had planned to get drunk on that occasion, although no Moderate Drinkers reported this.



- ◆ One-third (35 percent) of adult Drinkers in 2007-08 reported that they were drinking less this year than they were a year ago. However, just over half (54 percent) reported they were drinking *about the same amount*, and one-in-ten (10 percent) reported drinking *more*. These results are similar to those in 2005-06 (31 percent drinking *less*, 59 percent drinking *about the same*, and 10 percent drinking *more*) and 2006-07 (35 percent drinking *less*, 55 percent drinking *about the same*, and 9 percent drinking *more*).
- ◆ Despite their higher consumption levels, Binge Drinkers were more likely than Moderate Drinkers to report that they were drinking less this year (50 percent compared to 29 percent). However, they were also more likely to report drinking more (14 percent compared to 8 percent).
- ◆ There are also differences based on this year's results in the following:
 - ◆ Males 18-39 (44 percent) were more likely than males, 40 plus (33 percent) to report drinking less this year, and females 18-39 (43 percent) were more likely than females, 40 plus (26 percent) to report drinking less.
 - ◆ Māori (53 percent) and Pacific adult Drinkers (57 percent) were more likely than Drinkers from New Zealand European/other ethnic backgrounds (32 percent) to be drinking *less* this year.
- ◆ Of those who reported drinking less, 62 percent overall reported that this was as a result of a particular event or circumstance. As in previous surveys, these reasons most frequently related to *a change in health/diagnosed with health condition* (31 percent), or *financial commitments* (12 percent).



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

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

↑ 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).

[^] Asked in March 08 survey only.

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

[#] 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
	n=933	n=930	n=674
	%	%	%
Drinking days per month (mean)	8.1	8.4	8.8
Standard drinks consumed last occasion			
Average drinks consumed (mean)	3.0	3.0	3.4
7+ drinks last occasion	0	0	0
Ever consumed 7+ drinks	49	53	57
Consumed 7+ drinks in last two weeks	0	0	0
Got drunk on last drinking occasion	na	na	2
Planned to get drunk [^]	na	na	0
Drinking more than last year	7	8	8
Drinking less than last year	30	31	29
Drinking less for specific reason [*]	58	58	60
Drink types consumed last occasion			
Beer	29	38 [↑]	30 [↓]
Wine	47	43	52 [↑]
Spirits	14	12	10
RTDs	7	7	6
Drinking location last occasion[#]			
At home	na	na	56
Friend / relative's home	na	na	17
Café / restaurant	na	na	11
Pubs	na	na	5

[↑] 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).

[^] Asked in March 08 survey only.

^{*} Based on drinkers who reported drinking less than last year.

[#] 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
	n=528	n=554	n=396
	%	%	%
Drinking days per month (mean)	10.0	10.1	8.9
Standard drinks consumed last occasion			
Average drinks consumed (mean)	11.2	11.3	12.4
7+ drinks last occasion	77	83	84
Ever consumed 7+ drinks	93	91	93
Consumed 7+ drinks in last two weeks	71	67	57
Got drunk on last drinking occasion	na	na	37
Planned to get drunk [^]	na	na	29
Drinking more than last year	17	10	14
Drinking less than last year	36	45	50
Drinking less for specific reason [*]	52	31	65
Drink types consumed last occasion			
Beer	39	34	42 [↑]
Wine	25	45	21 [↓]
Spirits	27	13	24 [↑]
RTDs	8	7	11 [↑]
Drinking location last occasion[#]			
At home	na	na	39
Friend / relative's home	na	na	17
Café / restaurant	na	na	9
Pubs	na	na	14

[↑] 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).

[^] Asked in March 08 survey only.

^{*} Based on drinkers who reported drinking less than last year.

[#] 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

Compared to adults who identify as Non-drinkers, Drinkers are:

- ◆ More likely to be male (49 percent, compared to 38 percent of Non-drinkers) (Table 5).
- ◆ More likely to be younger (41 percent aged 18 to 39 years, compared to 35 percent of Non-drinkers).
- ◆ More likely to be from New Zealand European/other ethnic backgrounds (86 percent compared to 71 percent of Non-drinkers), equally likely to be Māori (10 percent compared to 13 percent of Non-drinkers), but less likely to be from a Pacific ethnic group (4 percent compared to 16 percent of Non-drinkers).
- ◆ Equally likely to live in a household with children aged 15 or younger (35 percent compared to 34 percent of Non-drinkers).
- ◆ More likely to have higher incomes (62 percent have a combined household income of \$50,000 or more compared to 40 percent of Non-drinkers).
- ◆ More likely to live in a large town or city (30,000 or more population) (63 percent compared to 55 percent of Non-drinkers) or a rural area or small town (less than 1,000 population) (11 percent compared to 6 percent of Non-drinkers), but less likely to live in a medium-sized town (10,000 to 29,999 population) (11 percent compared to 19 percent of Non-drinkers).

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

- ◆ Adults who are Binge Drinkers are significantly more likely than Moderate Drinkers to be male (58 percent compared to 46 percent of Moderate Drinkers).
- ◆ Binge Drinkers are younger than Moderate Drinkers (62 percent aged 18 to 39 compared to 33 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 (74 percent compared to 91 percent of Moderate Drinkers). In contrast, Binge Drinkers are more likely than Moderate Drinkers to report being Māori (19 percent compared to 7 percent of Moderate Drinkers) or Pacific (7 percent compared to 2 percent of Moderate Drinkers).



- ◆ Binge Drinkers (40 percent) are more likely than Moderate Drinkers (33 percent) to have children in their household that are 15 or under.
- ◆ Moderate Drinkers are more likely than Binge Drinkers to report a household income of \$50,000 or more (64 percent compared to 57 percent of Binge Drinkers).

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

	2005-06 Drinking Adults	2006-07 Drinking Adults	2007-08 Drinking Adults	2007-08 Non - Drinkers
	n=1461	n=1484	n=1070	n=283
	%	%	%	%
Gender				
Male	48	48	49↑	38
Female	52	52	52↓	62
Age				
18-39	43	43	41↑	35
40 or older	57	57	59↓	65
Ethnicity				
Māori	11	11	10	13
Pacific	4	5	4	16
New Zealand European/other	85	84	86↑	71
Families with children				
Children aged 15 or younger	36	41	35	34
No children aged 15 or younger	64	59	65	66
Household Income				
Less than \$50,000	40	35	30↓	46
\$50,000 or more	52	58	62↑	40
Area Type				
Rural (pop. under 1,000)	9	12	11↑	6
Small town (pop. 1,000 – 9,999)	13	15	13	18
Medium-sized town (pop. 10,000 – 29,999)	14	12	11↓	19
Large town/city (pop. 30,000+)	62	59	63↑	55

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



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

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



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

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers	2007-08 Moderate Drinkers
	n=528	n=554	n=396	n=674
	%	%	%	%
Gender				
Male	45	59	58↑	46↓
Female	55	41	42↓	54↑
Age				
18-39	62	65	62↑	33↓
40 or older	39	34	38↓	67↑
Ethnicity				
Māori	19	17	19↑	7↓
Pacific	6	7	7	2
New Zealand European/other	76	76	74↓	91↑
Families with children				
Children aged 15 or younger	38	46	40↑	33↓
No children aged 15 or younger	62	54	60↓	67↑
Household Income				
Less than \$50,000	43	32	35	28
\$50,000 or more	50	60	57↓	64↑
Area Type				
Rural (pop. under 1,000)	10	11	8	12
Small town (pop. 1,000 – 9,999)	12	19	16	12
Medium-sized town (pop. 10,000 – 29,999)	16	12	15	10
Large town/city (pop. 30,000+)	61	59	61	64

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



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 2007-08 year.

3.1 Drinking prevalence, frequency, and volume

Based on the 2006 Census of Population and Dwellings, approximately 364,000 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, over one-half (52 percent) of young people aged 12-17 who were interviewed in 2007-08 reported that they drink alcohol to some extent. 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 occasion in the last two weeks⁶. This compares with a threshold of seven drinks for adult Drinkers (i.e. 18 years of age or more).

On this basis, 24 percent of New Zealand youth (aged 12-17 years) can be classified as Binge Drinkers, 28 percent as Moderate Drinkers and 48 percent as Non-drinkers (Table 8). These results are similar to those for 2005-06 and 2006-07.

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
	n=1210 %	n=1204 %	n=913 %
Non-Drinkers	47	48	48
Drinkers	53	52	52
Moderate Drinkers	32	29	28
Binge Drinkers	21	23	24

⁶ A standard drink contains 10 grams of alcohol. The reported volume of alcohol reported as being consumed is calibrated for the purposes of this categorisation. The calibration is based on a research which measures the volumes consumed.



More detailed results are as follows:

- ◆ Four-fifths (83 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 2005-06 and 2006-07 (82 and 81 percent respectively).
 - ◆ While males and females had similar trial rates (both 83 percent), the rates differ by age. Older youth (15-17) were more likely to have tried alcohol than younger youth (12-14) (92 percent compared to 74 percent).
 - ◆ Pacific youth were significantly less likely than Māori and youth of European/other ethnic groups to report that they had ever tried alcohol (58 percent, 82 percent, and 87 percent).
- ◆ As described above, just over one-half (52 percent) of all youth interviewed in 2007-08 described themselves as current Drinkers, and this was similar to the result for 2005-06 and 2006-07 (53 and 52 percent respectively). In terms of frequency, young Drinkers in 2007-08 reported consuming alcohol on 2.9 days per month on average – or approximately once every 10 days (Table 9). This is similar to the results for 2005-06 and 2006-07 (2.7 and 3.1 days per month on average respectively).
 - ◆ Drinking frequency is higher among Binge Drinkers compared to Moderate Drinkers (4.2 and 1.7 days per month on average respectively) (Tables 10 and 11). The result for Moderate Drinkers is similar to the results for 2005-06 (1.8 days per month) and 2006-07 (2.0 days per month). The result for Binge Drinkers is also similar to that for 2006-07 (4.5 days per month), although the results for the last two years have been significantly higher than the result for 2005-06 (3.4 days per month).
 - ◆ There are also differences based on this year's results in the following:
 - ◆ Gender (3.1 days per month for males and 2.5 days per month for females).
 - ◆ Age (3.5 days per month for 15-17 year olds and 1.3 days per month for 12-14 year olds).
 - ◆ Ethnicity (3.1 days per month for Māori, 3.0 days per month for Pacific youth and 2.8 days per month for youth of European/other ethnic groups).



- ◆ In terms of volumes consumed, just over half (53 percent) of all young Drinkers interviewed in 2007-08 reported that they had ever consumed the equivalent of five or more standard drinks on at least one occasion (i.e. the threshold for binge or “risky” drinking among youth). This is similar to the results for 2005-06 and 2006-07 (50 percent and 54 percent of young Drinkers respectively).
- ◆ While most Binge Drinkers (87 percent) reported ever drinking the equivalent of five or more standard drinks on a single occasion (91 percent in 2005-06 and significantly lower than 95 percent in 2006-07), just one-quarter (24 percent) of Moderate Drinkers reported this (28 percent in 2005-06 and 22 percent in 2006-07).
- ◆ There are also differences based on this year’s results in the following:
 - ◆ Age (68 percent of 15-17 year olds reported ever drinking the equivalent of five or more standard drinks on a single occasion compared to 19 percent of 12-14 year olds).
 - ◆ Ethnicity (66 percent of Māori reported ever drinking the equivalent of five or more standard drinks on a single occasion, compared to 53 percent of Pacific youth and 49 percent of youth of European/other ethnic groups).
 - ◆ There are no differences by gender (55 percent of males reported ever drinking the equivalent of five or more standard drinks on a single occasion compared to 51 percent of females).
- ◆ In addition, just over one-fifth (22 percent) of young Drinkers interviewed in 2007-08 reported that they had consumed the equivalent of five or more standard drinks on at least one occasion in the last two weeks. This is also comparable to the results for 2005-06 (20 percent) and 2006-07 (25 percent).
- ◆ Almost one-half (48 percent) of Binge Drinkers reported drinking the equivalent of five or more standard drinks in the last two weeks (compared to 52 percent in 2005-06 and 56 percent in 2006-07). By definition, no Moderate Drinkers reported this.
- ◆ There are also differences based on this year’s results in the following:
 - ◆ Gender (25 percent of males reported drinking the equivalent of five or more standard drinks in the last two weeks compared to 19 percent of females).
 - ◆ Age (30 percent of 15-17 year olds reported drinking the equivalent of five or more standard drinks in the last two weeks compared to four percent of 12-14 year olds).
 - ◆ Ethnicity (33 percent of Māori reported drinking the equivalent of five or more standard drinks in the last two weeks, compared to 17 percent of Pacific youth and 20 percent of youth of European/other ethnic groups).



- ◆ Based on the *last occasion*, 44 percent of all young Drinkers reported consuming the equivalent of five or more standard drinks. This is similar to the results for 2005-06 and 2006-07 (37 percent and 41 percent respectively). With this in mind, the average number of standard drinks consumed is 5.6 across all young Drinkers⁷ (compared to 5.4 standard drinks in 2005-06 and 6.1 standard drinks in 2006-07).
 - ◆ Average consumption was significantly higher among young Binge Drinkers compared to Moderate Drinkers (9.4 and 2.1 standard drinks on average in 2007-08), with little change since 2005-06 (10.4 and 2.1 standard drinks respectively) and 2006-07 (11.0 and 2.0 standard drinks respectively).
 - ◆ There are also differences based on this year's results in the following:
 - ◆ Age (6.8 standard drinks for 15-17 year olds compared to 2.6 for 12-14 year olds).
 - ◆ Ethnicity (7.7 standard drinks on average for Māori, compared to 6.7 and 4.8 for Pacific youth and youth of European/other ethnic groups respectively).
 - ◆ There are no differences by gender (5.6 standard drinks for males and 5.5 for females).
- ◆ *Beer* (37 percent) and *RTDs* (35 percent) are the alcohol types mainly consumed by young Drinkers. In comparison, *spirits* (13 percent) and *wine* (12 percent) are consumed by relatively fewer youth. These results are generally similar to those for 2005-06 (40 percent, 27 percent, 19 percent and 12 percent respectively) and 2006-07 (34 percent, 36 percent, 13 percent and 14 percent respectively), although note the increase across the three years in terms of RTDs.
 - ◆ Differences between the drinking groups (Moderate Drinkers and Binge Drinkers) have also remained relatively consistent. Binge Drinkers are more likely than Moderate Drinkers to report mostly drinking *RTDs* (51 percent and 20 percent respectively, compared to 36 percent and 20 percent respectively in 2005-06 and 50 percent and 25 percent respectively in 2006-07).

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

⁷ 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.



- ◆ There are also differences based on this year's results in the following:
 - ◆ Gender (males are more likely than females to mainly report drinking *beer* – 51 percent and 19 percent respectively – and females are more likely than males to report mainly drinking *RTDs* – 45 percent and 26 percent respectively).
 - ◆ Age (15-17 year olds are more likely than 12-14 year olds to report mainly drinking *RTDs* (37 percent and 30 percent) and *spirits* (12 percent and five percent)).
 - ◆ Ethnicity (Māori and Pacific youth are more likely to report mainly drinking *RTDs* than youth of European/other ethnic groups (41 percent, 36 percent and 33 percent respectively)).
- ◆ In terms of where youth typically drink (asked in December 2007 and March 2008 only), young Drinkers were equally likely to report drinking *at home* on the last occasion (39 percent), or *at a friend or relative's house* (35 percent). Fewer reported drinking at parties (nine percent), or at *social/family events or functions* (eight percent).
- ◆ Young Binge Drinkers were half as likely as Moderate Drinkers to report drinking *at home* (25 percent compared to 50 percent) and more likely to report drinking *at a friend or relatives house* (45 percent compared to 27 percent).
- ◆ There are also differences based on this year's results in the following:
 - ◆ Age (15-17 year olds were more likely than 12-14 year olds to report drinking *at a friend/relatives house* (42 percent compared to 19 percent) and 12-14 year olds were more likely than 15-17 year olds report drinking *at home* (55 percent compared to 32 percent)).
 - ◆ There were no differences by age or ethnicity.
- ◆ One-fifth (19 percent) of young Drinkers interviewed in 2007-08 reported that, in their opinion, they got drunk on their last drinking occasion. This was not asked in 2005-06 and 2006-07.
 - ◆ This was more likely to be the case for young Binge Drinkers than for Moderate Drinkers (36 percent compared to 5 percent), and for 15-17 year olds compared to 12-14 year olds (27 percent compared to seven percent).
 - ◆ There were no differences by gender and ethnicity.



- ◆ Young drinkers who reported they got drunk were asked whether they had planned to do so. Almost two-thirds (61 percent) stated that this was the case. The small sub-sample size does not allow for any detailed analysis by demographic and other groups.
- ◆ One-fifth (21 percent) of young Drinkers in 2007-08 reported that they were drinking less this year than they were a year ago. A similar proportion (26 percent) reported they were drinking *about the same amount*, and almost half (47 percent) reported drinking *more*. This pattern of results is similar to that measured in 2005-06 (24 percent drinking *less*, 26 percent drinking *about the same*, and 45 percent drinking *more*) and 2006-07 (27 percent drinking *less*, 27 percent drinking *about the same*, and 42 percent drinking *more*).
- ◆ Young Binge Drinkers in 2007-08 were more likely than Moderate Drinkers to report drinking *more* this year (55 percent compared to 40 percent), a difference also observed in 2005-06 (57 percent compared to 37 percent) and 2006-07 (52 percent compared to 42 percent).
- ◆ There are also differences based on this year's results in the following:
 - ◆ Age (15-17 year olds were more likely than 12-14 year olds to state they were drinking *more* (51 percent compared to 37 percent)).
 - ◆ Gender (males were more likely than females to report drinking *more* (52 percent compared to 41 percent), and females were more likely than males to report drinking *less* (32 percent compared to 21 percent)).
 - ◆ Pacific youth were significantly less likely than Māori and youth of European/other ethnic groups to report drinking *more* in the last year (28 percent, 43 percent, and 50 percent, respectively). In addition, both Pacific and Māori youth were more likely than youth of European/other ethnic groups to report drinking *less* (38 percent, 29 percent, and 17 percent, respectively).
- ◆ Forty-four percent of young Drinkers who reported drinking less, said that this was because of a particular event or circumstance. A range of reasons was provided, including 15 percent who reported *lifestyle changes* (e.g. *don't go out as often, moved house, new friends*), 15 percent who reported they *don't feel like it/not interested*, 14 percent who reported a *change in health/health concerns*, and 13 percent who reported they *didn't enjoy it (as much) anymore*. The sub-sample sizes are too small to allow comparisons by groups of youth based on their age, gender or ethnicity.



- ◆ In terms of their usual sources of alcohol, *parents* remain the most common source of alcohol supply for youth overall (62 percent in 2007-08, compared to 60 percent in 2005-06 and 65 percent in 2006-07). Older *friends aged 18 and over* also remain a frequent source (27 percent overall in 2007-08, compared to 30 percent in both 2005-06 and 2006-07).
- ◆ While Moderate Drinkers were significantly more likely than Binge Drinkers to report *parents* as a source of supply (65 percent compared to 59 percent), this has changed downwards since 2005-06 and 2006-07, when 69 percent and 65 percent of Moderate Drinkers respectively reported their *parents* as a source. The result for Binge Drinkers is similar to that for 2005-06 and 2006-07 (46 percent and 51 percent respectively).
- ◆ Binge Drinkers remain significantly more likely than Moderate Drinkers to report *friends 18 and over* as a source (39 percent and 17 percent respectively, compared to 44 percent and 21 percent respectively in 2005-06 and 49 percent and 16 percent respectively in 2006-07).
- ◆ There are also differences based on this year's results in the following:
 - ◆ Age (15-17 year olds were more likely than 12-14 year olds to state they were obtained their alcohol from *friends 18 and over* (33 percent compared to 13 percent)).
 - ◆ Gender (males were more likely than females to state they were obtained their alcohol from *friends 18 and over* (31 percent compared to 21 percent)).
 - ◆ Young Pacific Drinkers remain significantly less likely than Māori Drinkers and young Drinkers of European/other ethnic groups to report their *parents* as supplying their alcohol (21 percent, 57 percent and 69 percent respectively). In contrast, Pacific youth were significantly more likely to report getting their alcohol from *other family/whānau* (other than parents or siblings) (25 percent, 10 percent and 3 percent respectively), although they were just as likely to report *friends 18 and over* (27 percent, 32 percent, and 25 percent respectively).
- ◆ On a prompted basis, one-in-ten (nine percent) young Drinkers interviewed in 2007-08 reported that they have purchased alcohol for themselves. This has not changed since 2005-06 (10 percent) and 2006-07 (7 percent).
- ◆ Young Binge Drinkers were more likely to report purchasing alcohol than Moderate Drinkers (15 percent and three percent respectively, compared to 21 percent and three percent respectively in 2005-06 and 14 percent and one percent respectively in 2006-07).



- ◆ There are also differences based on this year's results in the following:
 - ◆ Age (15-17 year olds were more likely than 12-14 year olds to state that they purchased alcohol themselves (11 percent compared to three percent)).
 - ◆ Young Māori and Pacific Drinkers were also more likely than youth of European/other ethnic groups to report this (16 percent, 13 percent and six percent respectively).
 - ◆ There were no differences by gender.

Table 9: ALAC Monitor key indicators – Youth drinking behaviours (All Youth, 12-17)

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

[^] Asked in March 08 survey only.

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

[#] Based on drinkers in December 07 and March 08 Monitors only.



Table 10: ALAC Monitor key indicators – Youth Drinking behaviours (Moderate Drinkers)

	2005-06 Moderate Drinkers	2006-07 Moderate Drinkers	2007-08 Moderate Drinkers
	n=355	n=309	n=240
	%	%	%
Drinking days per month (mean)	1.8	2.0	1.7
Standard drinks consumed last occasion			
Average drinks consumed (mean)	2.1	2.0	2.1
5+ drinks last occasion	0	0	0
Ever consumed 5+ drinks	28	22	24
Consumed 5+ drinks in last two weeks	0	0	0
Got drunk on last drinking occasion	na	na	5
Planned to get drunk [^]	na	na	1
Drinking more than last year	37	34	40
Drinking less than last year	27	25	22
Drinking less for specific reason [*]	na	na	17
Drink types consumed last occasion			
Beer	47	40	43
Wine	17	22	19
Spirits	13	8↓	11
RTDs	20	25	20
Drinking location last occasion[#]			
At home	na	na	50
Friend / relative's home	na	na	27
Parties	na	na	8
Social/family events	na	na	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.).

[^] Asked in March 08 survey only.

^{*} Based on drinkers who reported drinking less than last year.

[#] Based on drinkers in December 07 and March 08 Monitors only.



Table 11: ALAC Monitor key indicators – Youth Drinking behaviours (Binge Drinkers)

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers
	n=296	n=322	n=234
	%	%	%
Drinking days per month (mean)	3.4	4.5	4.2
<u>Standard drinks consumed last occasion</u>			
Average drinks consumed (mean)	10.4	11.0	9.4
5+ drinks last occasion	93	92	96
Ever consumed 5+ drinks	91	95	87↓
Consumed 5+ drinks in last two weeks	57	65	51
Got drunk on last drinking occasion	na	na	36
Planned to get drunk [^]	na	na	36
Drinking more than last year	57	52	55
Drinking less than last year	19	30	20
Drinking less for specific reason [*]	na	na	27
Drink types consumed last occasion			
Beer	28	27	30
Wine	7	4	4
Spirits	28	18	15
RTDs	36	50	51
Drinking location last occasion[#]			
At home	na	na	25
Friend / relative's home	na	na	45
Parties	na	na	10
Social/family events	na	na	7

↑ 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.).

[^] Asked in March 08 survey only.

^{*} Based on drinkers who reported drinking less than last year.

[#] Based on drinkers in December 07 and March 08 Monitors only.



3.2 Demographic characteristics of drinking segments

Compared to youth who identify as Non-drinkers, youth Drinkers are:

- ◆ Equally likely to be male (55 percent, compared to 49 percent of Non-drinkers) (Table 12).
- ◆ More likely to be aged 15-17 years of age (71 percent are Drinkers compared to 29 percent of Non-drinkers).
- ◆ Equally likely to be from New Zealand European/other ethnic backgrounds (71 percent compared to 70 percent of Non-drinkers), equally likely to be Māori (21 percent compared to 16 percent of Non-drinkers), but less likely to be from a Pacific ethnic group (eight percent compared to 13 percent of Non-drinkers).
- ◆ Less likely to report living with two parents or guardians (75 percent compared to 86 percent of Non-drinkers), and more likely to report living with one parent or guardian (19 percent compared to 10 percent of Non-drinkers).
- ◆ More likely to report that at least one of their parents/guardians drinks alcohol (85 percent compared to 76 percent of Non-drinkers), and more likely to report that *both* parents/guardians drink (67 percent compared to 56 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 either *working part-time* (27 percent compared to 12 percent of Non-drinkers), or *working full-time* (5 percent compared to 1 percent for Non-drinkers).
- ◆ Equally likely to be living in *large towns or cities (30,000 or more population)* (38 percent, compared to 44 percent of Non-drinkers), or smaller types of areas (60 percent compared to 55 percent of Non-drinkers).

The profile of Drinkers has remained the same across the last three years. However, there are some notable differences between Moderate and Binge youth Drinkers (Tables 13 and 14):

- ◆ Binge Drinkers tend to be older than Moderate Drinkers (90 percent are aged 15 to 17 years compared to 54 percent of Moderate Drinkers).
- ◆ While most youth Binge Drinkers are from New Zealand European/other backgrounds, they are less likely than Moderate Drinkers to report this (65 percent compared to 74 percent of Moderate Drinkers). In contrast, like adults, Binge Drinkers are more likely than Moderate Drinkers to report being Māori (26 percent compared to 16 percent of Moderate Drinkers). However, they are equally likely to be from a Pacific ethnic group (9 percent compared to 8 percent of Moderate Drinkers).



- ◆ Moderate Drinkers are more likely than Binge Drinkers to report that both their parents/guardians drink (72 percent compared to 62 percent of Binge Drinkers).
- ◆ Binge Drinkers are less likely than Moderate Drinkers to report being at *school* (81 percent compared to 95 percent of Moderate Drinkers), and more likely to be *working full-time* (9 percent compared to 2 percent of Moderate Drinkers).

Table 12: ALAC Monitor key indicators – Demographic characteristics of Youth Drinkers

	2005-06 All Youth Drinkers n=651	2006-07 All Youth Drinkers n=631	2007-08 All Youth Drinkers n=474	2007-08 Non- Drinkers n=439
	%	%	%	%
Gender				
Male	52	50	55	49
Female	48	50	45	51
Age				
12-14	32	32	29	71
15-17	68	68	71	29
Ethnicity				
Māori	21	21	21	16
Pacific	6	7	8	13
New Zealand European/other	73	72	71	70
Household type				
Live with two parents/guardians	81	80	75	86
Live with one parent/guardian	12	16	19	10
Parental drinking				
At least one parent drinks	91	89	85	76
Both parents drink	68	73	67	56
Educational/employment status				
At school	86	90	88	98
In tertiary training	3	3	4	1
Working full-time	8	4	5	1
Working part-time	22	21	27	12
Area type				
Rural (pop. Under 1,000)	14	12	13	12
Small town (pop. 1,000 – 9,999)	21	19	21	20
Medium-sized town (pop 10,000 – 29,999)	17	20	22	23
Large town/city (pop. 30,000+)	43	48	40	44

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



Table 13: ALAC Monitor key indicators – Demographic characteristics of Moderate Drinkers

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



Table 14: ALAC Monitor key indicators – Demographic characteristics of Binge Drinkers

	2005-06 Binge Drinkers	2006-07 Binge Drinkers	2007-08 Binge Drinkers	2007-08 Moderate Drinkers
	n=296	n=322	n=234	n=240
	%	%	%	%
Gender				
Male	48	46	55	55
Female	52	54	45	45
Age				
12-14	14	13	10	46
15-17	86	87	90	54
Ethnicity				
Māori	27	28	26	16
Pacific	8	7	9	8
New Zealand European/other	65	65	65	76
Household type				
Live with two parents/guardians	75	78	72	78
Live with one parent/guardian	17	18	22	15
Parental drinking				
At least one parent drinks	87	88	82	87
Both parents drink	63	68	62	72
Educational/employment status				
At school	77	83	81	95
In tertiary training	6	3	5	3
Working full-time	12	7	9	2
Working part-time	27	25	29	25
Area type				
Rural (pop. Under 1,000)	13	12	15	17
Small town (pop. 1,000 – 9,999)	24	17	23	24
Medium-sized town (pop 10,000 – 29,999)	23	21	22	22
Large town/city (pop. 30,000+)	36	49	38	36

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