

# Attitudes and Behaviour towards Alcohol Survey 2009-2011

Report 1.1 - The alcohol drinking behaviour of  
adults, 18 years and over

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September 2013

## COMMISSIONING CONTACT'S COMMENTS:

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The HPA commission was managed by Dr Craig Gordon, Senior Researcher.

The Attitudes and Behaviour towards Alcohol Survey (ABAS) is undertaken every year by the HPA (formerly this survey was undertaken by the Alcohol Advisory Council of New Zealand) to provide information on the attitudes and behaviour of New Zealanders towards alcohol. This survey focuses on behaviour related to the last drinking occasion, including how much and what was drunk, the drinking location and purpose, consequences and help or assistance offered at that occasion. Attitudes and opinions in relation to getting drunk and the seriousness of the alcohol problem are also examined, along with non-drinkers and the role they play in the company of others who are drinking. The aim of the survey is to provide insight into the behaviours and attitudes of people in relation to alcohol.

Research New Zealand undertook the ABAS on the behalf of the HPA. A series of new reports were commissioned from Research New Zealand in May 2012 covering the 2009, 2010 and 2011 ABAS surveys. Final reports were received in May 2013. This new report series uses a three-year snapshot where data from the 2009, 2010 and 2011 surveys is combined (where possible) to improve the ability to provide breakdowns by age, gender and ethnicity. A section in the reports also examines changes over time where possible between the three survey years.

The reports are organised into three major groups: drinking behaviour; planning, actions and consequences; and attitudes and opinions. This report focuses on adults aged 18 years or more, and their alcohol-related drinking behaviour, particularly in relation to their last drinking occasion, including how much and what was consumed, where they were drinking, and whether they self-report getting drunk.

## REVIEW:

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The report has not undergone external peer review.

## ACKNOWLEDGEMENTS:

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The HPA would like to thank all those who participated in the ABAS surveys. The report was developed by Emanuel Kalafatelis, Katrina Magill, Hayley Stirling and Olivia Jones of Research New Zealand. Feedback on draft reports was provided by Margaret Chartres and Dr Sarah Wright of the HPA, and Grant Strachan, Monprose.

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Attitudes and Behaviour towards Alcohol Survey, 2009-2011  
Report 1.1 - The Alcohol Drinking Behaviour of adults, 18 years and over

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**September 2013**



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|                        |  |
|------------------------|--|
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# 1.0 Survey reports

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This report is based on the Attitudes and Behaviour towards Alcohol Surveys from 2009, 2010 and 2011.

Report (1.1) is based on the alcohol drinking behaviour of adults aged 18 years or more who identified themselves as drinkers. The report focuses on the last drinking occasion, including how much was consumed, where they were drinking, and whether they self-report getting drunk. It is part of three reports (Reports 1.1, 1.2 and 1.3) that focus on the drinking behaviours and attitudes towards alcohol of adults aged 18 years or more.

Below is a list of the intended outputs from these surveys.

| <b>Adults (aged 18 years or more)</b> |   |
|---------------------------------------|---|
| <i>Report 1.1</i>                     | The Alcohol Drinking Behaviour of Adults, 18 years or more                                  |
| <i>Report 1.2</i>                     | Planning, Actions and Consequences of The Last Drinking Occasion (Adults, 18 years or more) |
| <i>Report 1.3</i>                     | Attitudes and Opinions Towards Drinking (Adults, 18 years or more)                          |
| <b>Supplementary reports</b>          |   |
| <i>Report</i>                         | Methodology Report  |





## 2.0 Glossary of terms used in this report

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The following terms are used in this report.

### Adult drinkers and Non-drinkers

|                            |   |
|----------------------------|---|
| <b>Drinker/Non-drinker</b> | Drinkers are those who self-report that they consumed alcohol within the last four weeks or do consume alcohol but not within the last four weeks.<br>Non-drinkers are those who describe themselves as such. |
| <b>Standard drink</b>      | A standard drink contains 10 grams of pure alcohol.   |

### Types of drinkers (Adults) by amount consumed, last drinking occasion

|   |  |
|---|--|
| <b>Lower level last occasion drinker</b>  | Adults, 18 years or more, who have consumed <u>one to six standard drinks</u> on their last drinking occasion.       |
| <b>Medium level last occasion drinker</b> | Adults, 18 years or more, who have consumed <u>seven to twelve standard drinks</u> on their last drinking occasion.  |
| <b>High level last occasion drinker</b>   | Adults, 18 years or more, who have consumed <u>thirteen or more standard drinks</u> on their last drinking occasion. |

### Other terms

|   |   |
|---|---|
| <b>Health Promotion Agency (HPA)</b>          | Established on 1 July 2012. The functions of the Alcohol Advisory Council of New Zealand (ALAC) were transferred to the Health Promotion Agency on 1 July 2012.   |
| <b>Significant/ Statistically significant</b> | Survey results, including comparisons between surveys, have been tested for their significance at the 95 percent confidence level. This measures how confident we can be that a result is not due to chance, but genuinely reflects a characteristic of the population of interest. |
| <b>RTD</b>                                    | 'Ready to drink' alcohol drinks, combining a spirit with a carbonated soft drink in a bottle or can.  |



## 3.0 Executive summary

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This report is based on the consolidated results for three consecutive annual telephone surveys (2009 – 2011).

Specific details relating to each of these surveys are:

- Attitudes and Behaviour towards Alcohol Survey, 2011. This survey was completed in November-December 2011 with a nationally representative sample of n=2,132 adults, 18 years and over.
- Attitudes and Behaviour towards Alcohol Survey, 2010. This survey was completed in November-December 2010 with a nationally representative sample of n=1,806 adults, 18 years and over.
- Attitudes and Behaviour towards Alcohol Survey, 2009. This survey was completed in November-December 2009 with a nationally representative sample of n=1,809 adults, 18 years and over.

For all three surveys, Māori and Pacific peoples were over-sampled, with additional quotas also set for age and gender. Consequently, the data for all surveys has been weighted so that results quoted on the basis of the total sample are representative of the total NZ population aged 18 years or more<sup>1</sup>.

Results based on the total consolidated sample of n=5,747 are subject to a maximum margin of error of plus or minus 2.0 percent (at the 95 percent confidence level). Results based on the individual surveys and their sub-samples are subject to higher margins of error. For example, the results for the total sample for the 2011 Survey are subject to a maximum margin of error of plus or minus 3.2 percent (at the 95 percent confidence level). Only statistically significant<sup>2</sup> results have been reported in this report.

For the purposes of analysis and reporting, results have been examined by age, gender and by the amount of alcohol consumed on the last drinking occasion (i.e. Lower level drinkers, Medium level drinkers, and High level drinkers)<sup>3</sup>. Tables by age are presented in the body of this report. Tables by gender are presented in the Appendices.

A companion Survey Methodology Report provides more detailed information on the survey methodology.

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<sup>1</sup> The weighting parameters have been sourced from the 2006 Census of Population and Dwellings, Statistics New Zealand.

<sup>2</sup> See Glossary.

<sup>3</sup> See Glossary for definitions.



## 3.1 Main findings

### **Over three-quarters of adults, 18 years and over identify themselves as drinkers**

- Seventy eight percent of adults, 18 years and over self-identified as drinkers, 86 percent of whom report consuming alcohol on at least one day in the last four weeks. While the majority of adults are drinkers and have consumed alcohol in the last four weeks, the frequency with which they do this differs significantly.

For example, 23 percent of all drinkers had consumed alcohol on one or two days in the last four weeks; 19 percent on three or four days; and 23 percent on between five and 10 days. At the other extreme, six percent had consumed alcohol on every day in the last four weeks.

- Similarly, the volume of alcohol that is consumed on the most recent drinking occasion differs significantly between drinkers.

The volume of alcohol consumed is measured by asking respondents how many drinks they had on their most recent drinking occasion. As drinkers tend to under-report, the reported number is adjusted depending on the type of alcohol mainly consumed. On a calibrated basis, 52 percent consume up to and including the equivalent of three standard drinks, while 42 percent consume the equivalent of five standard drinks or more.

- Just as the frequency and the volume of alcohol consumed on the most recent drinking occasion differs significantly between drinkers, so do the types of alcohol consumed.

Forty percent of drinkers reported that wine or sparkling wine was the main drink type consumed on their most recent drinking occasion. The next most commonly mentioned drink types were ordinary strength beer (29 percent) and full strength spirits (13 percent).

### **On the most recent drinking occasion, one-in-three drinkers drank alcohol at medium to high levels**

- Based on the volume of alcohol consumed on the most recent drinking occasion, almost one-in-three (30 percent) drinkers had consumed at Medium to High levels (seven or more standard drinks on their last drinking occasion). On a total sample basis, this equates to 24 percent of New Zealand's adult population.

### **One-in-eight drinkers became intoxicated on their most recent drinking occasion**

- Twelve percent of drinkers reported they 'got drunk' on their most recent drinking occasion, one half of whom did so intentionally.



## Fewer adults, 18 years and over identify as drinkers in 2011 than in 2009

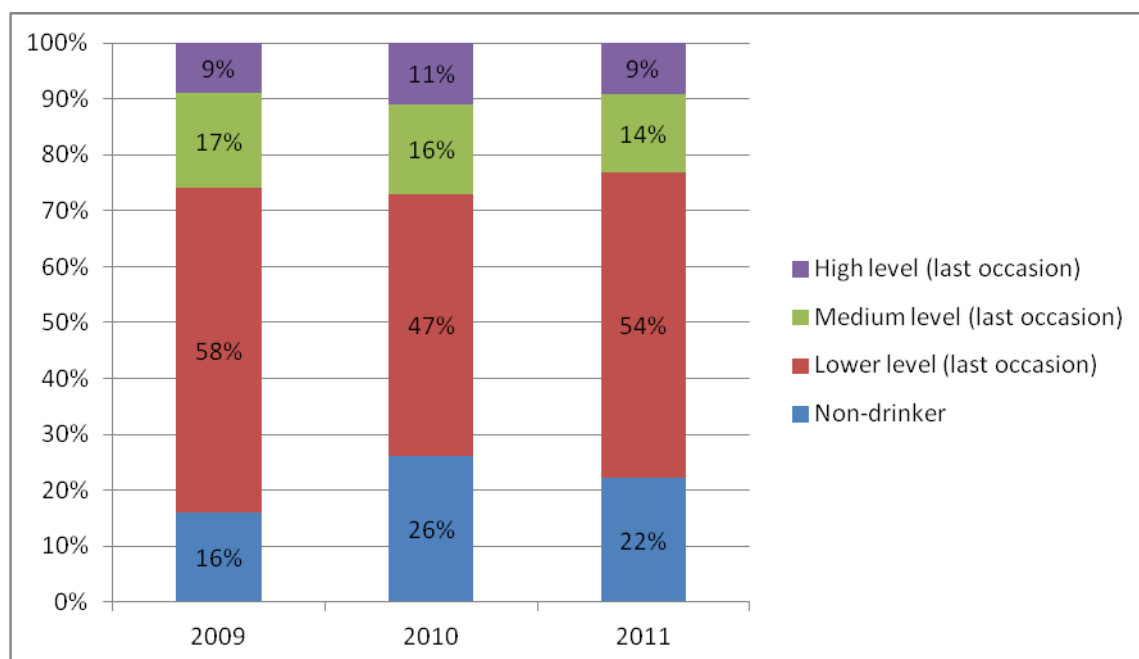
- The proportion of adults who identify as drinkers has fluctuated over time, although current levels are now significantly lower than those reported in 2009 (currently 78 percent, compared with 84 percent in 2009) (Figure 1).
- The proportion of drinkers consuming at Lower levels on the last drinking occasion is 54 percent in 2011 compared to 58 percent in 2009. The proportion of drinkers consuming at Medium levels on the last drinking occasion is 14 percent in 2011 compared to 17 percent in 2009. The proportion of drinkers consuming at High levels on the last drinking occasion has remained consistent between 2009 to 2011.
- Not only has the proportion of drinkers decreased over time, the number of days drinkers report having consumed alcohol in the last four weeks has also significantly decreased.

This is shown in an increase in the proportion of drinkers that report drinking no alcohol over the last four weeks (nine percent in 2009 to 15 percent in 2011), as well as an increase in the proportion of drinkers consuming an alcoholic drink on one-two days in the last four weeks (19 percent in 2009 to 24 percent in 2011).

- The number of drinks consumed per occasion has also trended downwards.

For example, the proportion of drinkers consuming the equivalent of one-two drinks per occasion has increased from 25 percent in 2009 to 30 percent in 2011.

**Figure 1: Drinking levels (non-drinkers and amount consumed last occasion) over time (2009-2011)**



\*Note, totals may not add to 100% exactly due to rounding.



## 4.0 The New Zealand population in context

To help provide a context for the behavioural results reported in this report, this section provides a brief overview of the New Zealand adult population, 18 years and over. The following population statistics are based on population estimates sourced from Statistics New Zealand (2012) and figures from the 2006 Census.

The estimated New Zealand population was 4,432,518 as at 17 April 2012; approximately 74 percent of which were adults aged 18 years or more (3,280,000).

Table 1 presents an overview of this demographic group by age and gender. The age categories shown are those used in the report.

**Table 1: Population counts – New Zealand adults, 18+ by gender and age (2006 Census)\***

|                | Male           |            | Female         |            | Total          |            |
|----------------|----------------|------------|----------------|------------|----------------|------------|
|                | Pop'n<br>Count | Pop'n<br>% | Pop'n<br>Count | Pop'n<br>% | Pop'n<br>Count | Pop'n<br>% |
| <b>Age</b>     |                |            |                |            |                |            |
| 18-24          | 192,999        | 14         | 192,075        | 12         | 385,077        | 13         |
| 25-44          | 542,001        | 38         | 592,254        | 38         | 1,134,255      | 38         |
| 45-64          | 470,928        | 33         | 488,415        | 32         | 959,337        | 32         |
| 65+            | 221,142        | 15         | 274,464        | 18         | 495,603        | 17         |
| <b>Total</b>   | 1,427,070      | 100        | 1,547,208      | 100        | 2,974,272      | 100        |
| <b>Total %</b> |                | 35%        |                | 38%        |                | 74%        |

\*Population counts rounded to the nearest 1,000.



## 5.0 Drinking behaviour

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This section of the report summarises the behaviour of adults, 18 years and over, with respect to their consumption of alcohol. The results are based on a consolidated sample of n=5,747 adults, 18 years and over from the Attitudes and Behaviour towards Alcohol Surveys for 2009, 2010 and 2011.

The results are presented for four age groups; 18-24, 25-44, 45-64 and 65 years or more. Commentary is also provided where there are significant differences by gender. Tables by gender are provided in Appendix A.

### 5.1 Drinking incidence and frequency

Table 2 (below) shows that 78 percent of adults identified themselves as drinkers.

Younger adults were more likely to identify themselves as drinkers than those in the older age groups. For example, 80 percent of adults aged 18-24 and 25-44 years identified themselves as drinkers compared with 76 percent of those aged 45-64 and 73 percent of those aged 65 or more.

Males were more likely to identify themselves as drinkers than females (81 percent, compared with 74 percent). This was most evident amongst the older drinkers (78 percent of males aged 65 or more identified themselves as drinkers, compared with 68 percent of females aged 65 or more).

**Table 2: Proportion of adults, 18+ who are drinkers and Non-drinkers, by age (2009-2011)**

|              | Total      | 18-24      | 25-44      | 45-64      | 65+        |
|--------------|------------|------------|------------|------------|------------|
| Base =       | 5,747      | 1,696      | 1,884      | 1,541      | 626        |
|              | %          | %          | %          | %          | %          |
| Non-drinker  | 22         | 20         | 20         | 24         | 28         |
| Drinker      | 78         | 80         | 80         | 76         | 73         |
| <b>Total</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

While 14 percent of drinkers explicitly reported having not consumed any alcohol at all in the past four weeks, most (86 percent) reported having consumed alcohol on at least one day in the past four weeks (Table 3).

Within the past four weeks, the reported frequency of drinking varied significantly. For example, while 14 percent of drinkers reported they had not consumed any alcohol in the last four weeks, 15 percent reported consuming alcohol at least every second day.

Older drinkers were more likely to report having consumed alcohol on a regular basis than those in the younger age groups (18 percent of drinkers aged 65 or more reported consuming alcohol every day over the past month, compared with one percent of those aged 18-24).



Males in general reported drinking alcohol more often than females (19 percent of male drinkers reported drinking at least once every two days during the past four weeks, compared with 11 percent of female drinkers).

**Table 3: Number of days in the last four weeks drinkers, adults 18+ consumed an alcoholic drink, by age (2009-2011)**

Q6. And on how many days in the last four weeks did you have an alcoholic drink of any kind?

|  | Base = | Total<br>4,180* | 18-24<br>1,323 | 25-44<br>1,448 | 45-64<br>1,018 | 65+<br>391 |
|--|--------|-----------------|----------------|----------------|----------------|------------|
|  |        | %               | %              | %              | %              | %          |
| None   |        | 14              | 14             | 13             | 14             | 15         |
| One  |        | 12              | 11             | 13             | 12             | 12         |
| Two, i.e. about once a fortnight   |        | 11              | 13             | 12             | 10             | 6          |
| 3 or 4 days, i.e. between once a week and once a fortnight                   |        | 19              | 23             | 19             | 19             | 19         |
| 5 or 6 days, i.e. about every 5 or 6 days                                    |        | 11              | 15             | 11             | 11             | 9          |
| 7 to 10 days, i.e. about every 3 or 4 days                                   |        | 12              | 14             | 15             | 10             | 7          |
| 11 to 15 days, i.e. about every 2 days                                       |        | 5               | 4              | 6              | 6              | 3          |
| 15 but less than 30 days, i.e. at least every second day - but not every day |        | 9               | 4              | 8              | 10             | 11         |
| About 30 days, i.e. every day  |        | 6               | 1              | 3              | 8              | 18         |
| Don't know   |        | 1               | 1              | 0              | 1              | 1          |
| <b>Total</b>   |        | <b>100</b>      | <b>100</b>     | <b>100</b>     | <b>100</b>     | <b>100</b> |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on those who identified as drinkers.

The number of (calibrated<sup>4</sup>) drinks consumed on the most recent drinking occasion ranged from the equivalent of one standard drink through to 'sixteen or more' standard drinks (Table 4).

There were two 'peaks' in terms of the volume of alcohol consumed on the most recent drinking occasion with 52 percent consuming up to and including the equivalent of three standard drinks and 42 percent consuming the equivalent of five standard drinks or more. Five percent of drinkers reported consuming the equivalent of four standard drinks.

While those in the older age groups tend to drink more frequently than younger drinkers, older drinkers consume significantly less alcohol per occasion. For example, 12 percent of drinkers aged 65 or more reported consuming the equivalent of seven or more standard drinks (i.e. at Medium to High levels) on their most recent drinking occasion compared with 54 percent of drinkers aged 18-24.

Male drinkers also reported consuming a higher number of drinks than females (35 percent of males reported consuming the equivalent of seven or more standard drinks on their most recent drinking occasion compared with 26 percent of females).

<sup>4</sup> Drinkers under-estimate the volume of alcohol they consume. This differs depending on the type of alcohol consumed, but on average they under-estimate by a factor of 100 percent. The Research New Zealand Alcohol Calibration Study (2009) provides the estimates that are used to calibrate respondents' volume-related answers for the purposes of accurately categorising drinkers as Lower, Medium or High.



**Table 4: Number of standard drinks consumed on last occasion, by age (2009-2011)**

*Q32. Number of drinks last occasion (calibrated)*

|                     | <b>Total</b>  | <b>18-24</b> | <b>25-44</b> | <b>45-64</b> | <b>65+</b> |
|---------------------|---------------|--------------|--------------|--------------|------------|
| <b>Base =</b>       | <b>4,039*</b> | <b>1,249</b> | <b>1,416</b> | <b>993</b>   | <b>381</b> |
|                     | <b>%</b>      | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>   |
| Less than two       | 12            | 9            | 11           | 15           | 14         |
| Two                 | 16            | 5            | 13           | 18           | 27         |
| Three               | 24            | 14           | 23           | 27           | 31         |
| Four                | 5             | 5            | 5            | 6            | 4          |
| Five to six         | 12            | 12           | 11           | 14           | 12         |
| Seven to nine       | 12            | 16           | 13           | 11           | 8          |
| Ten to twelve       | 6             | 9            | 8            | 4            | 3          |
| Thirteen to Fifteen | 3             | 6            | 3            | 1            | 0          |
| Sixteen or more     | 9             | 23           | 12           | 4            | 1          |
| <b>Total</b>        | <b>100</b>    | <b>100</b>   | <b>100</b>   | <b>100</b>   | <b>100</b> |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers who report how many drinks they had on their last drinking occasion.





## 5.2 Main drink types consumed (last occasion)

On their most recent drinking occasion, 40 percent of adult drinkers reported having mainly consumed wine. Ordinary strength beer (29 percent) and full strength spirits mixed or straight (13 percent) were the two next most commonly mentioned beverages (Table 5).

Wine was most likely to be identified as the main drink type by older drinkers (59 percent of drinkers aged 65 or more reported mainly consuming wine on the last drinking occasion, compared with 17 percent of those aged 18-24).

Young adult drinkers were more likely to have consumed mainly RTD's and full strength spirits on their most recent drinking occasion, compared with older drinkers:

- RTD's were identified by 22 percent of drinkers aged 18-24 as their main drink type compared with three percent of those aged 45 and over.
- Full strength spirits were identified by 20 percent of drinkers aged 18-24 as their main drink type compared with around one-in-ten of those aged 25-44 (12 percent), 45-64 (11 percent) and 65 or more (10 percent).

Half of all male drinkers (50 percent) reported mainly consuming ordinary strength beer during their most recent drinking occasion (compared with eight percent of female drinkers).

Conversely, 59 percent of female drinkers reported mainly consuming wine (compared with 21 percent of male drinkers).

**Table 5: Main type of alcoholic drink consumed on the last occasion, by age (2009-2011)**

*Q31. Still thinking about the last occasion you were drinking alcohol, what did you mainly drink?*

|   | <b>Total</b>  | <b>18-24</b> | <b>25-44</b> | <b>45-64</b> | <b>65+</b> |
|---|---------------|--------------|--------------|--------------|------------|
| <b>Base =</b>                           | <b>4,180*</b> | <b>1,323</b> | <b>1,448</b> | <b>1,018</b> | <b>391</b> |
|   | <b>%</b>      | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>   |
| Low alcohol beer                        | 4             | 3            | 4            | 5            | 4          |
| Ordinary strength beer                  | 29            | 29           | 32           | 30           | 18         |
| Extra strength beer                     | 1             | 1            | 1            | 1            | 1          |
| Wine or sparkling wine                  | 40            | 17           | 37           | 46           | 59         |
| RTDs                                    | 8             | 22           | 9            | 3            | 3          |
| Low alcohol spirits mixed or straight   | 3             | 6            | 2            | 2            | 2          |
| Full strength spirits mixed or straight | 13            | 20           | 12           | 11           | 10         |
| Liqueurs                                | 1             | 1            | 2            | 1            | 1          |
| Port or sherry                          | 0             | 0            | 0            | 0            | 2          |
| Other                                   | 0             | 1            | 1            | 0            | 0          |
| Don't know                              | 0             | 1            | 0            | 0            | 0          |
| <b>Total</b>                            | <b>100</b>    | <b>100</b>   | <b>100</b>   | <b>100</b>   | <b>100</b> |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers.



### 5.3 Drinking location and event (last occasion)

On their most recent drinking occasion, the most common drinking location for adult drinkers was in their own home (52 percent), followed by a friend's house (17 percent), pub/bar (10 percent), family member or relative's house (eight percent) and café or restaurant (seven percent) (Table 6).

Older drinkers were more likely to report that they last consumed alcohol at home compared with younger drinkers. For example, 67 percent of drinkers aged 65 or more and 57 percent of those aged 45-64 reported that their most recent drinking occasion took place in the home compared with 28 percent of drinkers aged 18-24.

In contrast, younger drinkers were more likely to have consumed alcohol outside of the home.

- Thirty-seven percent of drinkers aged 18-24 reported that their most recent drinking occasion took place at a friend's house compared with 11 percent of those aged 45-64 and seven percent of those aged 65 or more.
- Seventeen percent of drinkers aged 18-24 reported having most recently consumed alcohol in a pub/bar compared with five percent of drinkers aged 65 or more and eight percent of those aged 45-64.

There were no significant differences in this regard based on gender.

Most adult drinkers consumed alcohol in the company of other people on their last drinking occasion (94 percent). When asked to describe the nature of that occasion, one-third (33 percent) reported that the drinking took place over a meal (i.e. dinner or lunch). Sixteen percent described the occasion as a party or celebration (Table 7).

One-in-five adult drinkers (21 percent) reported that their most recent drinking occasion took place 'for no particular reason'.

Older drinkers were more likely than younger drinkers to report that their most recent drinking occasion took place over a meal (44 percent of drinkers aged 65 or more and 41 percent of those aged 45-64 reported last consuming alcohol at a dinner or lunch compared with 12 percent of drinkers aged 18-24).

Younger drinkers were more likely than older drinkers to describe their most recent drinking occasion as a party or celebration (24 percent of drinkers aged 18-24 reported most recently drinking at a party or celebration, compared with 11 percent of drinkers aged 45-64 and 10 percent of those aged 65 or more).



Although there were no significant gender differences in terms of drinking location, there were differences in the nature of the occasion. Female drinkers were more likely to report that they last had a drink over a meal than male drinkers (40 percent, compared with 27 percent). On the other hand, male drinkers were more likely than female drinkers to report that they last had a drink for 'no particular occasion' (25 percent, compared with 17 percent).

**Table 6: Location drinkers, 18+ last consumed an alcoholic drink, by age (2009-2011)**

*Q22. Where were you drinking?*

|  | Base = | Total  | 18-24 | 25-44 | 45-64 | 65+ |
|--|--------|--------|-------|-------|-------|-----|
|  |        | 4,180* | 1,323 | 1,448 | 1,018 | 391 |
|  |        | %      | %     | %     | %     | %   |
| My home                                    |        | 52     | 28    | 51    | 57    | 67  |
| Family member or relative's house          |        | 8      | 6     | 8     | 8     | 7   |
| Friend's house                             |        | 17     | 37    | 18    | 11    | 7   |
| Pub/bar                                    |        | 10     | 17    | 11    | 8     | 5   |
| Café or restaurant                         |        | 7      | 6     | 7     | 7     | 6   |
| Dance club/nightclub                       |        | 2      | 5     | 1     | 1     | 1   |
| Sports club                                |        | 3      | 1     | 2     | 3     | 5   |
| At work                                    |        | 2      | 3     | 3     | 2     | 0   |
| Marae                                      |        | 0      | 0     | 0     | 0     | 0   |
| Out and about (on the street, parks, etc.) |        | 1      | 3     | 1     | 1     | 0   |
| Driving around                             |        | 0      | 0     | 0     | 0     | 0   |
| Community/Church hall or function centre   |        | 1      | 0     | 1     | 1     | 0   |
| Other                                      |        | 4      | 3     | 4     | 4     | 5   |
| Don't know                                 |        | 0      | 0     | 0     | 0     | 0   |
| Refused                                    |        | 0      | 0     | 0     | 0     | 0   |

The base numbers shown are unweighted counts.  
Total may exceed 100% because of multiple response.  
\*Sub-sample based on drinkers.

**Table 7: Type of event where drinkers, 18+ last consumed an alcoholic drink, by age (2009-2011)**

*Q24. Was it ...?*

|                                 | Base = | Total  | 18-24 | 25-44 | 45-64 | 65+ |
|---------------------------------|--------|--------|-------|-------|-------|-----|
|                                 |        | 3,866* | 1,299 | 1,343 | 908   | 316 |
|                                 |        | %      | %     | %     | %     | %   |
| Dinner or lunch                 |        | 33     | 12    | 31    | 41    | 49  |
| A BBQ                           |        | 11     | 12    | 15    | 9     | 4   |
| Someone's birthday              |        | 11     | 20    | 10    | 8     | 10  |
| Some other party or celebration |        | 16     | 24    | 18    | 11    | 10  |
| After work drinks               |        | 8      | 6     | 9     | 9     | 2   |
| No particular occasion          |        | 21     | 25    | 18    | 21    | 22  |
| Other                           |        | 3      | 2     | 3     | 4     | 4   |
| Don't know                      |        | 0      | 0     | 0     | 0     | 1   |
| Refused                         |        | 0      | 0     | 0     | 0     | 0   |

The base numbers shown are unweighted counts.  
Total may not sum to 100% because of multiple response.  
\*Sub-sample based on drinkers who were drinking with others on their last drinking occasion.



## 5.4 Self-reported levels of intoxication (last occasion)

All adult drinkers were asked if they 'got drunk' (got drunk or had too much to drink) on their most recent drinking occasion and if they had planned to do so. Table 8 (below) shows that 12 percent of drinkers reported having 'got drunk' on their most recent drinking occasion, one-half of whom had done so intentionally.

Younger drinkers are more likely to report having 'got drunk' on their most recent drinking occasion than older drinkers (28 percent of drinkers aged 18-24 reported 'getting drunk', compared with 16 percent of those aged 25-44, six percent of those aged 45-64 and two percent of those aged 65 or more).

Younger drinkers are also more likely to have planned to become intoxicated on their most recent drinking occasion (19 percent of drinkers aged 18-24, compared with zero percent of drinkers aged 65 or more).

A similar proportion of male and female drinkers reported having 'got drunk' on their most recent drinking occasion (13 percent and 12 percent, respectively). Furthermore, a similar proportion of male and female drinkers reported having 'got drunk' intentionally (seven percent and six percent respectively).

**Table 8: Proportion of drinkers, 18+ who planned to 'get drunk' on their last drinking occasion, by age (2009-2011)**

*Q34. And did you plan to do this?*

|               | <b>Total</b>  | <b>18-24</b> | <b>25-44</b> | <b>45-64</b> | <b>65+</b> |
|---------------|---------------|--------------|--------------|--------------|------------|
| <b>Base =</b> | <b>4,180*</b> | <b>1,323</b> | <b>1,448</b> | <b>1,018</b> | <b>391</b> |
|               | <b>%</b>      | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>   |
| Got drunk     | 12            | 28           | 16           | 6            | 2          |
| Planned       | 6             | 19           | 8            | 2            | 0          |
| Not planned   | 6             | 9            | 9            | 3            | 2          |
| Not drunk     | 87            | 71           | 83           | 94           | 98         |
| Don't know    | 0             | 0            | 1            | 0            | 0          |
| <b>Total</b>  | <b>100</b>    | <b>100</b>   | <b>100</b>   | <b>100</b>   | <b>100</b> |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers.

Lower levels of drinking (last occasion) for adults (18 years and over) is categorised as consuming less than seven standard drinks on the most recent drinking occasion. As shown in (Table 9) most adult drinkers reported that they did not drink more than the equivalent of seven standard drinks on any occasion in the last four weeks (72 percent), 10 percent reported having done so once, while 18 percent had done so at least twice.



Younger drinkers were more likely than older drinkers to report having consumed the equivalent of seven standard drinks or more on any occasion in the last four weeks (53 percent of drinkers aged 18-24 reported having done this on at least one occasion, compared with 32 percent of those aged 25-44, 17 percent of those aged 45-64 and 11 percent of those aged 65 or more).

**Table 9: Number of times in last four weeks drinkers, 18+ consumed seven or more drinks on any one occasion, by age (2009-2011)**

*Q7. And how many times in the last 4 weeks would you say you had seven or more drinks of alcohol on any one occasion?*

|                    | <b>Total</b>  | <b>18-24</b> | <b>25-44</b> | <b>45-64</b> | <b>65+</b> |
|--------------------|---------------|--------------|--------------|--------------|------------|
| <b>Base =</b>      | <b>4,180*</b> | <b>1,323</b> | <b>1,448</b> | <b>1,018</b> | <b>391</b> |
|                    | <b>%</b>      | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>   |
| Once               | 10            | 14           | 14           | 6            | 4          |
| Twice              | 5             | 11           | 5            | 3            | 2          |
| Three times        | 3             | 6            | 3            | 1            | 1          |
| Four or more times | 10            | 22           | 10           | 7            | 3          |
| None               | 72            | 46           | 68           | 83           | 88         |
| Don't know         | 1             | 1            | 0            | 0            | 1          |
| <b>Total</b>       | <b>100</b>    | <b>100</b>   | <b>100</b>   | <b>100</b>   | <b>100</b> |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers.



## 6.0 Last occasion drinking levels

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This section of the report shows the extent to which adults (18 years and over) are drinking alcohol on their most recent drinking occasion. The results are based on a consolidated sample of n=5,747 adults from the Attitudes and Behaviour towards Alcohol Surveys for 2009, 2010 and 2011.

### 6.1 Last occasion drinking levels: ‘Lower’, ‘Medium’ and ‘High’

Adult drinkers who consume the equivalent of one to six standard drinks on the last drinking occasion are categorised as drinking at a Lower level of consumption, whereas those drinking the equivalent of seven to 12 standard drinks are categorised as drinking at a Medium level of consumption, and those drinking the equivalent of 13 or more standard drinks as drinking at a High level of consumption.

As stated earlier in this report, 78 percent of all adults identified themselves as drinkers, most of whom reported consuming alcohol on at least one day in the last four weeks (86 percent). Based on all drinkers, almost one-in-four (24 percent) had consumed the equivalent of seven or more drinks on their most recent drinking occasion; a Medium to High level of consumption.

As shown in Table 10, 22 percent of adults identified themselves as Non-drinkers, while around half (53 percent) consumed at a Lower level of consumption on the most recent drinking occasion, 15 percent at a Medium level and around one-in-ten (nine percent) at a High level. Of all drinkers on the most recent drinking occasion, 70 percent were drinking at a Lower level of consumption, 18 percent at a Medium level and 12 percent at a High level.

Older adults were more likely to identify as Non-drinkers (28 percent of adults aged 65 and over, compared with 20 percent of those aged 18-44).

Younger adults were more likely to be categorised as drinking at Medium or High levels of consumption on the most recent drinking occasion than older respondents. For example, 23 percent of adults aged 18-24 and 12 percent of those aged 25-44 consumed alcohol at a High level on their most recent drinking occasion compared with three percent of those aged 45-64 and one percent of those aged 65 years or more.

Male drinkers were significantly more likely to be categorised as drinking at Medium or High levels of consumption on the most recent drinking occasion than female drinkers. More specifically, 18 percent of male drinkers consumed alcohol at a Medium level and 11 percent at a High level, compared with 13 percent and seven percent of female drinkers, respectively.



**Table 10: Drinking levels (non-drinkers and amount consumed last occasion) for adults, 18+, by age (2009-2011)**

|                              | <b>Total</b> | <b>18-24</b> | <b>25-44</b> | <b>45-64</b> | <b>65+</b> |
|------------------------------|--------------|--------------|--------------|--------------|------------|
| <b>Base =</b>                | <b>5,747</b> | <b>1,696</b> | <b>1,884</b> | <b>1,541</b> | <b>626</b> |
|                              | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>   |
| Non-drinker                  | 22           | 20           | 20           | 24           | 28         |
| Lower level (last occasion)  | 53           | 35           | 50           | 60           | 62         |
| Medium level (last occasion) | 15           | 22           | 18           | 13           | 9          |
| High level (last occasion)   | 9            | 23           | 12           | 3            | 1          |
| <b>Total</b>                 | <b>100</b>   | <b>100</b>   | <b>100</b>   | <b>100</b>   | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.



## 7.0 Changes since 2009

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This section of the report identifies and comments on significant changes since 2009 in the consumption of alcohol by adults, 18 years and over. The time series is based on the Attitudes and Behaviour towards Alcohol Surveys for 2009, 2010 and 2011.

### 7.1 Changes in overall drinking

Table through to Table 16 (overleaf) present results relating to the drinking behaviour of adults, 18 years and over for the past three years. Behaviour is examined in the context of the last four weeks and on the most recent drinking occasion.

The proportion of adults who identify themselves as drinkers has fluctuated over the three year period, although current levels are now significantly lower than those reported in 2009 (currently 78 percent, compared with 84 percent in 2009).

Not only has the proportion of drinkers decreased over time, the reported frequency of drinking over the last four weeks has also significantly decreased. For example, 24 percent of drinkers reported having consumed alcohol once or twice in the last four weeks (up from 19 percent in 2009). Additionally, the number of drinkers reporting that they consumed no alcohol in the past four weeks has increased from nine percent in 2009 to 15 percent in 2011.

The number of drinks consumed on the last drinking occasion has also trended downwards. For example, the proportion of drinkers consuming the equivalent of one to two standard drinks on the last drinking occasion has increased from 25 percent in 2009 to 30 percent in 2011. The proportion drinking the equivalent of 13 standard drinks or more has remained the same (11 percent in 2009 and 12 percent in 2011).

Despite these changes, there are no significant differences over time in the proportions getting drunk on the last drinking occasion or doing so intentionally, or in the extent to which drinkers report having consumed the equivalent of seven or more standard drinks on any occasion in the last four weeks.

Whilst wine and beer continue to be the main types of alcohol consumed on the last drinking occasion, the proportion mainly drinking ordinary strength beer has decreased from 32 percent in 2009 to 27 percent in 2011.

There are no changes in terms of locations for the last drinking occasion, with the home continuing to predominate.

There have been some changes in terms of the type of event at which drinkers last consumed alcohol, with more drinking occurring in party situations. For example, in 2009, nine percent reported drinking at someone's birthday party, while this increased to 13 percent in 2011.





**Table 11: Number of adult, 18+ drinkers and Non-drinkers, by year**

|              | Total sample | 2009       | 2010       | 2011       |
|--------------|--------------|------------|------------|------------|
| Base =       | 5,747        | 1,809      | 1,806      | 2,132      |
|              | %            | %          | %          | %          |
| Non-drinker  | 22           | 16         | 26         | 22         |
| drinker      | 78           | 84         | 74         | 78         |
| <b>Total</b> | <b>100</b>   | <b>100</b> | <b>100</b> | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.

**Table 12: Number of days in the last four weeks drinkers, 18+ consumed an alcoholic drink, by year**

*Q6. And on how many days in the last 4 weeks did you have an alcoholic drink of any kind?*

|  | Base = | Total      | 2009       | 2010       | 2011       |
|--|--------|------------|------------|------------|------------|
|  |        | 4,180*     | 1,545      | 1,237      | 1,398      |
|  |        | %          | %          | %          | %          |
| None   |        | 14         | 9          | 17         | 15         |
| One  |        | 12         | 9          | 13         | 14         |
| Two, i.e. about once a fortnight   |        | 11         | 10         | 13         | 10         |
| 3 or 4 days, i.e. between once a week and once a fortnight                   |        | 19         | 20         | 18         | 21         |
| 5 or 6 days, i.e. about every 5 or 6 days                                    |        | 11         | 12         | 10         | 11         |
| 7 to 10 days, i.e. about every 3 or 4 days                                   |        | 12         | 15         | 13         | 9          |
| 11 to 15 days, i.e. about every 2 days                                       |        | 5          | 8          | 4          | 4          |
| 15 but less than 30 days, i.e. at least every second day - but not every day |        | 9          | 11         | 7          | 8          |
| About 30 days, i.e. every day  |        | 6          | 6          | 5          | 8          |
| Don't know   |        | 1          | 0          | 0          | 1          |
| <b>Total</b>   |        | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.  
\*Sub-sample based on drinkers.



**Table 11: Number of standard drinks drinkers, 18+ consumed on last drinking occasion, by year**

*Q32. Number of drinks last occasion (calibrated)*

|                     | <b>Total</b>  | <b>2009</b>   | <b>2010</b>   | <b>2011</b>   |
|---------------------|---------------|---------------|---------------|---------------|
| <b>Base =</b>       | <b>4,039*</b> | <b>1,362*</b> | <b>1,184*</b> | <b>1,493*</b> |
|                     | <b>%</b>      | <b>%</b>      | <b>%</b>      | <b>%</b>      |
| Less than two       | 12            | 11            | 11            | 12            |
| Two                 | 16            | 14            | 12            | 18            |
| Three               | 24            | 28            | 22            | 23            |
| Four                | 5             | 4             | 4             | 7             |
| Five to six         | 12            | 12            | 15            | 11            |
| Seven to nine       | 12            | 12            | 14            | 11            |
| Ten to twelve       | 6             | 6             | 7             | 6             |
| Thirteen to Fifteen | 3             | 3             | 2             | 2             |
| Sixteen or more     | 9             | 8             | 13            | 10            |
| <b>Total</b>        | <b>100</b>    | <b>100</b>    | <b>100</b>    | <b>100</b>    |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers who report how many drinks they had on their last drinking occasion.

**Table 12: Proportion of drinkers, 18+ who planned to 'get drunk' on last drinking occasion, by year**

*Q34. And did you plan to do this?*

|                 | <b>Total</b>  | <b>2009</b>   | <b>2010</b>   | <b>2011</b>   |
|-----------------|---------------|---------------|---------------|---------------|
| <b>Base =</b>   | <b>4,180*</b> | <b>1,398*</b> | <b>1,237*</b> | <b>1,545*</b> |
|                 | <b>%</b>      | <b>%</b>      | <b>%</b>      | <b>%</b>      |
| Got intoxicated | 12            | 13            | 16            | 12            |
| Planned         | 6             | 7             | 7             | 6             |
| Not planned     | 6             | 6             | 8             | 6             |
| Not intoxicated | 87            | 87            | 84            | 88            |
| Don't know      | 0             | 0             | 0             | 0             |

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers.

**Table 13: Number of times in last four weeks drinkers, 18+ consumed seven or more drinks on any one occasion, by year**

*Q7. And how many times in the last 4 weeks would you say you had seven or more drinks of alcohol on any one occasion?*

|                    | <b>Total</b>  | <b>2009</b>  | <b>2010</b>  | <b>2011</b>  |
|--------------------|---------------|--------------|--------------|--------------|
| <b>Base =</b>      | <b>4,180*</b> | <b>1,545</b> | <b>1,237</b> | <b>1,398</b> |
|                    | <b>%</b>      | <b>%</b>     | <b>%</b>     | <b>%</b>     |
| Once               | 10            | 11           | 10           | 10           |
| Twice              | 5             | 5            | 5            | 4            |
| Three times        | 3             | 3            | 2            | 2            |
| Four or more times | 10            | 11           | 10           | 8            |
| None               | 72            | 69           | 72           | 75           |
| Don't know         | 1             | 0            | 1            | 0            |
| <b>Total</b>       | <b>100</b>    | <b>100</b>   | <b>100</b>   | <b>100</b>   |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers.



**Table 14: Type of alcoholic drink drinkers, 18+ mostly consumed on last occasion, by year**

*Q31. Still thinking about the last occasion you were drinking alcohol, what did you mainly drink?*

|   | Base = | Total<br>4,180* | 2009<br>1,398* | 2010<br>1,237* | 2011<br>1,545* |
|---|--------|-----------------|----------------|----------------|----------------|
|   |        | %               | %              | %              | %              |
| Lower alcohol beer  |        | 4               | 3              | 3              | 6              |
| Ordinary strength beer  |        | 29              | 32             | 29             | 27             |
| Extra strength beer (e.g. Elephant Beer, Duvel, Chimay)   |        | 1               | 1              | 2              | 2              |
| Wine or sparkling wine  |        | 40              | 42             | 37             | 40             |
| RTDs ('Ready to Drinks' e.g. Archers, KGB, Vodka Cruiser, Tattoos, Smirnoff Ice, Woodstock and Cola)            |        | 8               | 7              | 7              | 9              |
| Lower alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov/Moscow Light vodka, Kentucky Gold) |        | 3               | 2              | 3              | 3              |
| Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff, Gin, 42 Below, Jack Daniels)                  |        | 13              | 12             | 16             | 11             |
| Liqueurs (e.g. Baileys)   |        | 1               | 1              | 1              | 1              |
| Port or sherry  |        | 0               | 0              | 0              | 0              |
| Other   |        | 0               | 0              | 1              | 1              |
| Don't know  |        | 0               | 0              | 0              | 0              |
| <b>Total</b>  |        | <b>100</b>      | <b>100</b>     | <b>100</b>     | <b>100</b>     |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers.

**Table 15: Location drinkers, 18+ last consumed an alcoholic drink, by year**

*Q22. Where were you drinking?*

|  | Base = | Total<br>4,180* | 2009<br>1,398* | 2010<br>1,237* | 2011<br>1,545* |
|--|--------|-----------------|----------------|----------------|----------------|
|  |        | %               | %              | %              | %              |
| My home                                    |        | 52              | 52             | 50             | 53             |
| Family member or relative's house          |        | 8               | 5              | 9              | 8              |
| Friend's house                             |        | 17              | 16             | 16             | 19             |
| Pub/bar                                    |        | 10              | 9              | 7              | 14             |
| Café or restaurant                         |        | 7               | 7              | 5              | 7              |
| Dance club/nightclub                       |        | 2               | 1              | 2              | 3              |
| Sports club                                |        | 3               | 3              | 3              | 2              |
| At work                                    |        | 2               | 2              | 3              | 2              |
| Marae                                      |        | 0               | 0              | 0              | 0              |
| Out and about (on the street, parks, etc.) |        | 1               | 1              | 1              | 1              |
| Driving around                             |        | 0               | 0              | 0              | 0              |
| Community/Church hall or function centre   |        | 1               | 0              | 0              | 1              |
| Other                                      |        | 4               | 4              | 3              | 4              |
| Don't know                                 |        | 0               | 0              | 0              | 0              |
| Refused                                    |        | 0               | 0              | 0              | 0              |

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers.



**Table 16: Type of event where drinkers, 18+ last consumed an alcoholic drink, by year**

*Q24. Was it ...?*

|                                 | <b>Total</b>  | <b>2009</b>   | <b>2010</b>   | <b>2011</b>   |
|---------------------------------|---------------|---------------|---------------|---------------|
| <b>Base =</b>                   | <b>3,866*</b> | <b>1,335*</b> | <b>1,139*</b> | <b>1,392*</b> |
|                                 | <b>%</b>      | <b>%</b>      | <b>%</b>      | <b>%</b>      |
| Dinner or lunch                 | 33            | 34            | 26            | 38            |
| A BBQ                           | 11            | 12            | 12            | 11            |
| Someone's birthday              | 11            | 9             | 11            | 13            |
| Some other party or celebration | 16            | 14            | 13            | 20            |
| After work drinks               | 8             | 8             | 8             | 7             |
| No particular occasion          | 21            | 17            | 28            | 20            |
| Other                           | 3             | 6             | 2             | 1             |
| Don't know                      | 0             | 0             | 0             | 0             |
| Refused                         | 0             | 0             | 0             | 0             |

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers who were drinking with others on their last drinking occasion.



## 7.2 Changes in last occasion drinking levels

As noted in Section 7.1, the proportion of adults who identify themselves as drinkers has fluctuated over time, although current levels are now significantly lower than those reported in 2009 (currently 78 percent, compared with 84 percent in 2009). Table 17 (below) shows the relative size of the drinking levels (non-drinkers and amount consumed on the last drinking occasion) over the last three years. The drinking levels are defined on the number of drinks reported as having been consumed on the most recent drinking occasion (calibrated to adjust for under-reporting and in terms of a standard drink of alcohol).

The proportion of Non-drinkers is now significantly higher in 2011 than it was in 2009 (22 percent and 16 percent respectively).

The proportion of drinkers consuming alcohol on the last drinking occasion for those consuming at

- Lower levels is 54 percent in 2011 compared with 58 percent in 2009.
- Medium levels is 14 percent in 2011 compared with 17 percent in 2009.
- High levels has remained consistent over the past three years (nine percent in 2011).

**Table 17: Drinking levels (non-drinkers and amount consumed last occasion) for adults, 18+, by year (2009-2011)**

|                              | <b>Total</b> | <b>2009</b>  | <b>2010</b>  | <b>2011</b>  |
|------------------------------|--------------|--------------|--------------|--------------|
| <b>Base =</b>                | <b>5,747</b> | <b>1,809</b> | <b>1,806</b> | <b>2,132</b> |
|                              | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>     |
| Non-drinker                  | 22           | 16           | 26           | 22           |
| Lower level (last occasion)  | 53           | 58           | 47           | 54           |
| Medium level (last occasion) | 15           | 17           | 16           | 14           |
| High level (last occasion)   | 9            | 9            | 11           | 9            |
| <b>Total</b>                 | <b>100</b>   | <b>100</b>   | <b>100</b>   | <b>100</b>   |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.



## Changes over time by age

Table 18 to Table 21 (below and overleaf) present the proportions of the drinking segments (non-drinkers and amount consumed last occasion) over time and by age.

There has been a significant increase in the proportion of Non-drinkers from 2009 to 2011 for some age groups.

- The proportion of 18-24 year olds identifying as Non-drinkers has almost doubled since 2009 (from 11 percent to 21 percent).
- Twenty-one percent of those aged 25-44 currently identify as Non-drinkers (up from 13 percent in 2009).

Changes for drinking levels on the last occasion are also different based on age group.

- For example, amongst those aged 18-24, the Medium level and High level last occasion drinker segments when combined have decreased from 52 percent in 2009 to 42 percent in 2011.
- For those aged 25-39, the Lower level and Medium level last occasion drinker segments when combined have decreased from 77 percent in 2009 to 66 percent in 2011.

**Table 18: Drinking levels (non-drinkers and amount consumed last occasion) for adults, 18-24 years, by year (2009-2011)**

|                              | Total Sample | 18-24      |            |            |            |
|------------------------------|--------------|------------|------------|------------|------------|
|                              |              | All 18-24  | 2009       | 2010       | 2011       |
| Base =                       | 5,747        | 1,696      | 577        | 535        | 584        |
|                              | %            | %          | %          | %          | %          |
| Non-drinker                  | 22           | 20         | 11         | 27         | 21         |
| Lower level (last occasion)  | 53           | 35         | 37         | 30         | 37         |
| Medium level (last occasion) | 15           | 22         | 26         | 21         | 20         |
| High level (last occasion)   | 9            | 23         | 26         | 22         | 22         |
| <b>Total</b>                 | <b>100</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.



**Table 19: Drinking levels (non-drinkers and amount consumed last occasion) for adults, 25-44 years, by year (2009-2011)**

|                              | Total Sample | 25-44      |            |            |            |
|------------------------------|--------------|------------|------------|------------|------------|
|                              |              | All 25-44  | 2009       | 2010       | 2011       |
| Base =                       | 5,747        | 1,884      | 620        | 623        | 641        |
|                              | %            | %          | %          | %          | %          |
| Non-drinker                  | 22           | 20         | 13         | 22         | 21         |
| Lower level (last occasion)  | 53           | 50         | 58         | 45         | 50         |
| Medium level (last occasion) | 15           | 18         | 19         | 18         | 16         |
| High level (last occasion)   | 9            | 12         | 10         | 15         | 13         |
| <b>Total</b>                 | <b>100</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.

**Table 20: Drinking levels (non-drinkers and amount consumed last occasion) for adults, 45-64 years, by year (2009-2011)**

|                              | Total Sample | 45-64      |            |            |            |
|------------------------------|--------------|------------|------------|------------|------------|
|                              |              | All 45-64  | 2009       | 2010       | 2011       |
| Base =                       | 5,747        | 1,541      | 535        | 525        | 481        |
|                              | %            | %          | %          | %          | %          |
| Non-drinker                  | 22           | 24         | 21         | 28         | 22         |
| Lower level (last occasion)  | 53           | 60         | 65         | 55         | 63         |
| Medium level (last occasion) | 15           | 13         | 12         | 13         | 13         |
| High level (last occasion)   | 9            | 3          | 3          | 4          | 3          |
| <b>Total</b>                 | <b>100</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.

**Table 21: Drinking levels (non-drinkers and amount consumed last occasion) for adults, 65 years or over, by year (2009-2011)**

|                              | Total Sample | 65+        |            |            |            |
|------------------------------|--------------|------------|------------|------------|------------|
|                              |              | All 65+    | 2009       | 2010       | 2011       |
| Base =                       | 5,747        | 626        | 77         | 123        | 426        |
|                              | %            | %          | %          | %          | %          |
| Non-drinker                  | 22           | 28         | 15         | 34         | 28         |
| Lower level (last occasion)  | 53           | 62         | 70         | 49         | 64         |
| Medium level (last occasion) | 15           | 9          | 12         | 17         | 7          |
| High level (last occasion)   | 9            | 1          | 3          | 0          | 1          |
| <b>Total</b>                 | <b>100</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.



## Changes over time by gender

As shown in Table 22 and Table 23, the proportion of males and females currently identifying as Non-drinkers is very similar (21 percent and 23 percent respectively).

The proportion of males identifying as Non-drinkers, whilst similar to 2010 (21 percent in 2011, compared with 22 percent in 2010) is significantly higher than it was in 2009 (12 percent).

In contrast, the proportion of male Medium level last occasion drinkers has decreased (from 21 percent to 15 percent).

The proportion of females identifying as Non-drinkers has fluctuated somewhat over the past three years, but is currently similar to what it was in 2009 (currently 23 percent, compared with 20 percent in 2009).

The proportion of females drinking at Medium to High levels on the last drinking occasion has remained constant over time.

**Table 22: Drinking level (non-drinkers and amount consumed last occasion) by males and year for adults, 18+**

|                              | Total Sample | Males      |            |            |            |
|------------------------------|--------------|------------|------------|------------|------------|
|                              |              | All Males  | 2009       | 2010       | 2011       |
| Base =                       | 5,747        | 2,773      | 893        | 867        | 1,013      |
|                              | %            | %          | %          | %          | %          |
| Non-drinker                  | 22           | 19         | 12         | 22         | 21         |
| Lower level (last occasion)  | 53           | 52         | 56         | 45         | 52         |
| Medium level (last occasion) | 15           | 18         | 21         | 20         | 15         |
| High level (last occasion)   | 9            | 11         | 11         | 14         | 12         |
| <b>Total</b>                 | <b>100</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.

**Table 23: Drinking level (non-drinkers and amount consumed last occasion) by females and year for adults, 18+**

|                              | Total Sample | Females     |            |            |            |
|------------------------------|--------------|-------------|------------|------------|------------|
|                              |              | All Females | 2009       | 2010       | 2011       |
| Base =                       | 5,747        | 2,974       | 916        | 939        | 1,119      |
|                              | %            | %           | %          | %          | %          |
| Non-drinker                  | 22           | 26          | 20         | 29         | 23         |
| Lower level (last occasion)  | 53           | 54          | 60         | 48         | 57         |
| Medium level (last occasion) | 15           | 13          | 13         | 14         | 13         |
| High level (last occasion)   | 9            | 7           | 8          | 9          | 7          |
| <b>Total</b>                 | <b>100</b>   | <b>100</b>  | <b>100</b> | <b>100</b> | <b>100</b> |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.





## 7.3 Reported changes in drinking behaviour

### Cutting back

Adult drinkers in the 2011 Survey were asked if they had ‘thought about cutting back on how much they drink’ in the last 12 months and if they had, ‘what steps, if any, they had taken to cut back’. Table 24 below shows that approximately one-third of drinkers had thought about cutting back and that this was higher amongst those in the younger age groups (e.g. 44 percent for drinkers aged 18-24) than in the older age groups (e.g. 19 percent for drinkers aged 65 or more).

Male adult drinkers (39 percent) were also more likely than female drinkers (31 percent) to report having thought about cutting back, as were those drinking at a high level of risk (54 percent) and a moderate level of risk (47 percent) compared with those drinking at lower risk levels (29 percent).

**Table 24: Extent to which adult drinkers 18+ have thought about cutting back, by age (2011)**

*Q42. In the last 12 months, have you thought about cutting back on how much you drink?*

|              | <b>Total</b>  | <b>18-24</b> | <b>25-44</b> | <b>45-64</b> | <b>65+</b> |
|--------------|---------------|--------------|--------------|--------------|------------|
| <b>Base=</b> | <b>1,545*</b> | <b>451</b>   | <b>496</b>   | <b>330</b>   | <b>268</b> |
|              | <b>%</b>      | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>   |
| Yes          | 35            | 44           | 45           | 27           | 19         |
| No           | 65            | 56           | 55           | 73           | 81         |
| Don't know   | 0             | 0            | 0            | 0            | 0          |
| <b>Total</b> | <b>100</b>    | <b>100</b>   | <b>100</b>   | <b>100</b>   | <b>100</b> |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers.

Those who had thought about cutting back on how much they drink were asked (on an unprompted basis) what if any steps they had taken in this regard. The large majority (82 percent) reported having taken some form of action; most frequently, this was to ‘drink less often or frequently’ (62 percent) (Table 25). Another 12 percent reported they were drinking less per occasion.



**Table 25: Specific steps taken by adult drinkers 18+ who have thought about cutting back, by age (2009-2011)**

*Q43. And what steps, if any, have you taken to cut back?*

|   | Base=<br>Total<br>628* | 18-24<br>233 | 25-44<br>231 | 45-64<br>111 | 65+<br>53 |
|---|------------------------|--------------|--------------|--------------|-----------|
|   | %                      | %            | %            | %            | %         |
| Drink less often/frequently   | 62                     | 61           | 59           | 72           | 51        |
| Drink less on a single occasion   | 12                     | 8            | 14           | 12           | 9         |
| Drink lower strength alcohol  | 2                      | 2            | 2            | 1            | 8         |
| Drink slower or pace myself   | 5                      | 5            | 5            | 6            | 6         |
| Start doing things like drink water or eat food, to avoid getting intoxicated | 8                      | 4            | 11           | 6            | 3         |
| Looked for information on how to cut back or services that could help me      | 0                      | 0            | 0            | 0            | 2         |
| Talked to someone about my drinking   | 2                      | 1            | 3            | 0            | 3         |
| Other   | 8                      | 11           | 8            | 4            | 8         |
| Nothing in particular   | 16                     | 18           | 15           | 15           | 22        |
| Don't know  | 2                      | 1            | 2            | 2            | 3         |

The base numbers shown are unweighted counts.  
Total may exceed 100% because of multiple response.  
\*Sub-sample based on drinkers had thought about cutting back.

When prompted, approximately one-third of all drinkers reported having decided to take some form of moderating action following their most recent drinking occasion. This was most likely amongst respondents in the younger age groups (e.g. 39 percent for drinkers aged 18-24) than in the older age groups (e.g. 20 percent for drinkers aged 65 or more) (Table 26). The table shows that most frequently this was to 'drink water or eat food to avoid getting drunk' (17 percent) or that they had 'decided to drink less' (13 percent).

People on the last drinking occasion who consumed alcohol at a High level (28 percent) and those at a Medium level (23 percent) were more likely than those drinking at Lower levels (eight percent) to report having decided to drink less.

**Table 26: Reported actions taken after last drinking occasion, adult drinkers 18+, by age (2011)**

*Q41. After that drinking occasion, did you do any of the following?*

|   | Base=<br>Total<br>1,545* | 18-24<br>451 | 25-44<br>496 | 45-64<br>330 | 65+<br>268 |
|---|--------------------------|--------------|--------------|--------------|------------|
|   | %                        | %            | %            | %            | %          |
| Think about how you drink   | 9                        | 11           | 9            | 9            | 3          |
| Think about cutting back how much you drink                         | 9                        | 11           | 12           | 7            | 5          |
| Decide to drink water or eat food, to avoid getting drunk next time | 17                       | 20           | 20           | 17           | 8          |
| Decide to drink less than you used to                               | 13                       | 17           | 16           | 10           | 8          |
| Other   | 1                        | 1            | 1            | 1            | 2          |
| None of the above   | 69                       | 61           | 66           | 70           | 80         |
| Don't know  | 1                        | 0            | 0            | 1            | 0          |

The base numbers shown are unweighted counts.  
Total may exceed 100% because of multiple response.  
\*Sub-sample based on drinkers.



## Drinking more or less

Table 27 (below) shows that most adult drinkers reported they were now 'drinking less' (40 percent) or 'about the same' (51 percent) as they were this time last year. Eight percent reported they were now 'drinking more'.

In general, younger drinkers (e.g. 47 percent of drinkers aged 18-24) were more likely to report that they are now drinking less compared with older drinkers (32 percent of those aged 65 or more).

Male drinkers were also more likely (46 percent) than females (33 percent) to report drinking less.

Although drinking at High levels on their most recent drinking occasion, 56 percent of High level last occasion drinkers were more likely to report drinking less now than they were 12 months ago, compared with last occasion Medium level drinkers (38 percent) and Lower level drinkers (37 percent).

**Table 27: Current drinking levels compared with last year, adult drinkers 18+, by age (2011)**

*Q44. Would you say you are now drinking more, less, or about the same amount of alcohol as you were this time last year?*

|                | Base= | Total<br>1,545*<br>% | 18-24<br>451<br>% | 25-44<br>496<br>% | 45-64<br>330<br>% | 65+<br>268<br>% |
|----------------|-------|----------------------|-------------------|-------------------|-------------------|-----------------|
| More           |       | 8                    | 22                | 9                 | 4                 | 1               |
| About the same |       | 51                   | 30                | 49                | 54                | 67              |
| Less           |       | 40                   | 47                | 40                | 40                | 32              |
| Don't know     |       | 2                    | 0                 | 2                 | 2                 | 1               |
| <b>Total</b>   |       | <b>100</b>           | <b>100</b>        | <b>100</b>        | <b>100</b>        | <b>100</b>      |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sample based on drinkers.

As shown in Table 28 overleaf, those who are now drinking less than last year most commonly attributed this to health-related reasons (19 percent), financial reasons (18 percent) or because of a lack of enjoyment (17 percent).

Older drinkers were more likely to report drinking less because of health-related reasons than younger drinkers (this was mentioned by 29 percent of drinkers aged 45 and over who are now drinking less, compared with 11 percent of those aged 18-24 and 13 percent of those aged 25-44).

In comparison, drinkers aged 25-44 were more likely to report having cut back on their drinking because of financial reasons (25 percent, compared with 16 percent of those aged 18-24 and 14 percent of those aged 45-54).

Health-related reasons were also given by a higher proportion of Lower level last occasion drinkers (22 percent) than High level last occasion drinkers (11 percent). Those who had cut back but were still drinking at High levels of alcohol consumption on the most recent drinking occasion



were more likely to report drinking less because of financial commitments (30 percent compared with Lower level drinkers).

**Table 28: Reasons why adult drinkers 18+ are now drinking less than last year, by age (2011)**

*Q46. For what particular reasons are you drinking less?*

|   | Base=<br>Total<br>742*<br>% | 18-24<br>245<br>% | 25-44<br>248<br>% | 45-64<br>152<br>% | 65+<br>97<br>% |
|---|-----------------------------|-------------------|-------------------|-------------------|----------------|
| Became/Planning to become pregnant  | 3                           | 5                 | 4                 | 2                 | 0              |
| Wanting to lose weight  | 7                           | 1                 | 10                | 7                 | 5              |
| Change in health status/diagnosed with health condition/issue/other health concerns | 19                          | 11                | 13                | 29                | 29             |
| Personal safety reasons   | 5                           | 11                | 2                 | 5                 | 4              |
| Decided I was too old to drink so much  | 7                           | 3                 | 5                 | 9                 | 13             |
| Not able to meet family commitments / responsibilities                              | 8                           | 5                 | 14                | 3                 | 2              |
| Encouraged by family or friends   | 4                           | 7                 | 5                 | 1                 | 4              |
| Financial commitments (mortgage, car, household expenses, etc.)                     | 18                          | 16                | 25                | 14                | 14             |
| I don't enjoy it anymore/as much  | 17                          | 22                | 13                | 18                | 24             |
| Impact on pastimes and recreation/sports commitments                                | 1                           | 3                 | 2                 | 0                 | 0              |
| Seen advertising ('It's not the drinking, it's how we're drinking')                 | 0                           | 0                 | 0                 | 0                 | 1              |
| Not able to meet work/study commitments   | 6                           | 10                | 5                 | 8                 | 0              |
| Don't go out as much/less occasions   | 3                           | 7                 | 1                 | 4                 | 0              |
| Other   | 12                          | 12                | 16                | 3                 | 21             |
| None  | 1                           | 0                 | 1                 | 2                 | 0              |
| Don't know  | 2                           | 3                 | 3                 | 2                 | 0              |
| Refused   | 2                           | 0                 | 1                 | 4                 | 3              |

The base numbers shown are unweighted counts.  
 Total may exceed 100% because of multiple response.  
 \*Sub-sample based on drinkers who are now drinking less alcohol.

Table 29 overleaf shows that the most frequently mentioned reason given by those who were now drinking more than they were last year was because of a change in their personal circumstances (34 percent). This could have been in relation to their family or work and was most likely to be given as a reason by those aged 25-44 (53 percent) or those aged 45-65 (50 percent).

Younger drinkers 18-24 were also more likely to report drinking more because they had 'become 18 years of age' (38 percent).

Care should be taken when interpreting some of these results because of the small sub-sample sizes.



**Table 29: Reasons why adult drinkers 18+ are now drinking more than last year, by age (2011)**

*Q45. For what particular reasons are you drinking more?*

|  | <b>Total</b> | <b>18-24</b> | <b>25-44</b> | <b>45-64</b> | <b>65+</b> |
|--|--------------|--------------|--------------|--------------|------------|
| <b>Base=</b>   | <b>149*</b>  | <b>95</b>    | <b>35</b>    | <b>16**</b>  | <b>3**</b> |
|  | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>     | <b>%</b>   |
| Change in personal circumstances (e.g. family or work situation) has caused stress/worry | 34           | 7            | 53           | 50           | 0          |
| Earthquakes in Christchurch  | 1            | 2            | 0            | 2            | 0          |
| New friends and acquaintances  | 3            | 8            | 1            | 0            | 0          |
| Going out more   | 9            | 17           | 6            | 0            | 0          |
| Entertaining more  | 0            | 1            | 0            | 0            | 0          |
| Rugby World Cup-related  | 0            | 0            | 0            | 2            | 0          |
| Can afford to  | 0            | 0            | 0            | 0            | 0          |
| More readily available (e.g. closer outlet)  | 7            | 5            | 12           | 1            | 0          |
| Developed a taste for alcohol/new type of drink  | 5            | 3            | 6            | 0            | 80         |
| Have become 18 years of age  | 15           | 38           | 0            | 0            | 0          |
| Other  | 26           | 34           | 16           | 33           | 10         |
| No reason  | 4            | 3            | 0            | 15           | 0          |
| Don't know   | 5            | 7            | 6            | 0            | 10         |
| Refused  | 0            | 0            | 0            | 0            | 0          |

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers who are now drinking more alcohol.

\*\*Caution: low base number of respondents - results are indicative only.



## **Appendix A - Tabular results by Gender**

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**Table 30: Proportion of adults, 18+ who are drinkers and Non-drinkers by gender (2009-2011)**

|               | <b>Total</b> | <b>Male</b>  | <b>Female</b> |
|---------------|--------------|--------------|---------------|
| <b>Base =</b> | <b>5,747</b> | <b>2,773</b> | <b>2,974</b>  |
|               | <b>%</b>     | <b>%</b>     | <b>%</b>      |
| Non-drinker   | 22           | 19           | 26            |
| Drinker       | 78           | 81           | 74            |
| <b>Total</b>  | <b>100</b>   | <b>100</b>   | <b>100</b>    |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.

**Table 31: Number of days in the last four weeks drinkers, 18+ consumed an alcoholic drink of any kind by gender (2009-2011)**

*Q6. And on how many days in the last 4 weeks did you have an alcoholic drink of any kind?*

|  | <b>Total</b>  | <b>Male</b>  | <b>Female</b> |
|--|---------------|--------------|---------------|
| <b>Base =</b>  | <b>3,493*</b> | <b>1,811</b> | <b>1,682</b>  |
|  | <b>%</b>      | <b>%</b>     | <b>%</b>      |
| One  | 14            | 12           | 17            |
| Two, i.e. about once a fortnight   | 12            | 12           | 13            |
| 3 or 4 days, i.e. between once a week and once a fortnight                   | 22            | 20           | 25            |
| 5 or 6 days, i.e. about every 5 or 6 days                                    | 13            | 14           | 11            |
| 7 to 10 days, i.e. about every 3 or 4 days                                   | 14            | 15           | 13            |
| 11 to 15 days, i.e. about every 2 days                                       | 6             | 6            | 7             |
| 15 but less than 30 days, i.e. at least every second day - but not every day | 10            | 12           | 8             |
| About 30 days, i.e. every day  | 7             | 10           | 5             |
| Don't know   | 1             | 1            | 1             |
| <b>Total</b>   | <b>100</b>    | <b>100</b>   | <b>100</b>    |

The base numbers shown are unweighted counts.  
Total may not sum to 100% due to rounding.

\*Sub-sample based on those who have intoxicated any alcohol in the last 4 weeks.



**Table 32: Number of times in last four weeks drinkers, 18+ consumed seven or more drinks on any one occasion by gender (2009-2011)**

*Q7. And how many times in the last 4 weeks would you say you had seven or more drinks of alcohol on any one occasion?*

|                     | Base = | Total<br>3,493* | Male<br>1,811 | Female<br>1,682 |
|---------------------|--------|-----------------|---------------|-----------------|
|                     |        | %               | %             | %               |
| Once                |        | 12              | 13            | 10              |
| Twice               |        | 6               | 6             | 5               |
| Three or more times |        | 14              | 19            | 8               |
| None                |        | 68              | 61            | 76              |
| Don't know          |        | 1               | 0             | 1               |
| Refused             |        | 0               | 0             | 0               |
| <b>Total</b>        |        | <b>100</b>      | <b>100</b>    | <b>100</b>      |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on those who have intoxicated any alcohol in the last 4 weeks.

**Table 33: Location drinkers, 18+ last consumed an alcoholic drink by gender (2009-2011)**

*Q22. Where were you drinking?*

|  | Base = | Total<br>4,180* | Male<br>2,097 | Female<br>2,083 |
|--|--------|-----------------|---------------|-----------------|
|  |        | %               | %             | %               |
| My home                                    |        | 52              | 53            | 51              |
| Family member or relative's house          |        | 8               | 5             | 10              |
| Friend's house                             |        | 17              | 16            | 18              |
| Pub/bar                                    |        | 10              | 11            | 9               |
| Café or restaurant                         |        | 7               | 5             | 8               |
| Dance club/nightclub                       |        | 2               | 2             | 1               |
| Sports club                                |        | 3               | 4             | 1               |
| At work                                    |        | 2               | 3             | 1               |
| Marae                                      |        | 0               | 0             | 0               |
| Out and about (on the street, parks, etc.) |        | 1               | 2             | 0               |
| Driving around                             |        | 0               | 0             | 0               |
| Community/Church hall or function centre   |        | 1               | 0             | 1               |
| Other                                      |        | 4               | 4             | 4               |
| Don't know                                 |        | 0               | 0             | 0               |
| Refused                                    |        | 0               | 0             | 0               |

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers only.





**Table 34: Type of event where drinkers, 18+ last consumed an alcoholic drink by gender (2009-2011)**

*Q24. Was it ...?*

|                                 | Base = | Total<br>3,866* | Male<br>1,890 | Female<br>1,976 |
|---------------------------------|--------|-----------------|---------------|-----------------|
|                                 |        | %               | %             | %               |
| Dinner or lunch                 |        | 33              | 27            | 40              |
| A BBQ                           |        | 11              | 13            | 10              |
| Someone's birthday              |        | 11              | 9             | 13              |
| Some other party or celebration |        | 16              | 15            | 17              |
| After work drinks               |        | 8               | 11            | 5               |
| No particular occasion          |        | 21              | 25            | 17              |
| Other                           |        | 3               | 4             | 3               |
| Don't know                      |        | 0               | 0             | 0               |
| Refused                         |        | 0               | 0             | 0               |

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers who were drinking with others on their last drinking occasion.

**Table 35: Main type of alcoholic drink drinkers, 18+ consumed on last occasion by gender (2009-2011)**

*Q31. Still thinking about the last occasion you were drinking alcohol, what did you mainly drink?*

|   | Base = | Total<br>4,180* | Male<br>2,097 | Female<br>2,083 |
|---|--------|-----------------|---------------|-----------------|
|   |        | %               | %             | %               |
| Low alcohol beer  |        | 4               | 6             | 2               |
| Ordinary strength beer  |        | 29              | 50            | 8               |
| Extra strength beer (e.g. Elephant Beer, Duvel, Chimay)   |        | 1               | 2             | 0               |
| Wine or sparkling wine  |        | 40              | 21            | 59              |
| RTDs ('Ready to Drinks' e.g. Archers, KGB, Vodka Cruiser, Tattoos, Smirnoff Ice, Woodstock and Cola)          |        | 8               | 6             | 10              |
| Low alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov/Moscow Light vodka, Kentucky Gold) |        | 3               | 1             | 4               |
| Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff, Gin, 42 Below, Jack Daniels)                |        | 13              | 12            | 13              |
| Liqueurs (e.g. Baileys)   |        | 1               | 0             | 2               |
| Port or sherry  |        | 0               | 0             | 0               |
| Other   |        | 0               | 1             | 0               |
| Don't know  |        | 0               | 0             | 1               |
| <b>Total</b>  |        | <b>100</b>      | <b>100</b>    | <b>100</b>      |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers only.



**Table 36: Number of alcoholic drinks drinkers, 18+ consumed on last occasion by gender (2009-2011)**

*Q32. Number of drinks last occasion (calibrated)*

|                     | <b>Total</b>  | <b>Male</b>  | <b>Female</b> |
|---------------------|---------------|--------------|---------------|
| <b>Base =</b>       | <b>4,039*</b> | <b>2,023</b> | <b>2,016</b>  |
|                     | <b>%</b>      | <b>%</b>     | <b>%</b>      |
| Less than two       | 12            | 15           | 9             |
| Two                 | 16            | 8            | 24            |
| Three               | 24            | 22           | 26            |
| Four                | 5             | 7            | 3             |
| Five to six         | 12            | 12           | 13            |
| Seven to nine       | 12            | 13           | 11            |
| Ten to twelve       | 6             | 8            | 5             |
| Thirteen to Fifteen | 3             | 3            | 2             |
| Sixteen or more     | 9             | 11           | 8             |
| <b>Total</b>        | <b>100</b>    | <b>100</b>   | <b>100</b>    |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers who report how many drinks they had on their last drinking occasion.

**Table 37: Proportion of drinkers, 18+ who planned to get drunk on last occasion by gender (2009-2011)**

*Q34. And did you plan to do this?*

|                 | <b>Total</b>  | <b>Male</b>  | <b>Female</b> |
|-----------------|---------------|--------------|---------------|
| <b>Base =</b>   | <b>4,180*</b> | <b>2,097</b> | <b>2,083</b>  |
|                 | <b>%</b>      | <b>%</b>     | <b>%</b>      |
| Got intoxicated | 12            | 13           | 12            |
| Planned         | 6             | 7            | 6             |
| Not planned     | 6             | 6            | 6             |
| Not intoxicated | 87            | 86           | 88            |
| Don't know      | 0             | 0            | 0             |

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers only.

**Table 38: Amount consumed last occasion for adults 18+ by gender (2009-2011)**

*Q32 Segmentation based on amount consumed last occasion*

|  | <b>Total</b> | <b>Male</b>  | <b>Female</b> |
|--|--------------|--------------|---------------|
| <b>Base =</b>                          | <b>5,747</b> | <b>2,773</b> | <b>2,974</b>  |
|  | <b>%</b>     | <b>%</b>     | <b>%</b>      |
| Non-drinker                            | 22           | 19           | 26            |
| Lower level drinker (last occasion)    | 53           | 52           | 54            |
| Moderate level drinker (last occasion) | 15           | 18           | 13            |
| High level drinker (last occasion)     | 9            | 11           | 7             |
| <b>Total</b>                           | <b>100</b>   | <b>100</b>   | <b>100</b>    |

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



**Table 39: Reported action taken after last drinking occasion, adult drinkers 18+ by gender (2009-2011)**

*Q41. After that drinking occasion, did you do any of the following?*

|   | Base = | Total<br>1,545* | Male<br>761 | Female<br>784 |
|---|--------|-----------------|-------------|---------------|
|   |        | %               | %           | %             |
| Think about how you drink   |        | 9               | 9           | 8             |
| Think about cutting back how much you drink                               |        | 9               | 11          | 8             |
| Decide to drink water or eat food, to avoid getting intoxicated next time |        | 17              | 18          | 16            |
| Decide to drink less than you used to                                     |        | 13              | 15          | 11            |
| Other   |        | 1               | 1           | 1             |
| None of the above   |        | 69              | 66          | 72            |
| Don't know  |        | 1               | 1           | 1             |

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers.

**Table 40: Extent to which adult drinkers 18+ have thought about cutting back by gender (2009-2011)**

*Q42. In the last 12 months, have you thought about cutting back on how much you drink?*

|              | Base = | Total<br>1,545* | Male<br>761 | Female<br>784 |
|--------------|--------|-----------------|-------------|---------------|
|              |        | %               | %           | %             |
| Yes          |        | 35              | 39          | 31            |
| No           |        | 65              | 61          | 69            |
| Don't know   |        | 0               | 0           | 0             |
| <b>Total</b> |        | <b>100</b>      | <b>100</b>  | <b>100</b>    |

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers.

**Table 41: Specific steps taken by adult drinkers 18+ who have thought about cutting back by gender (2009-2011)**

*Q43. And what steps, if any, have you taken to cut back?*

|   | Base = | Total<br>628* | Male<br>345 | Female<br>283 |
|---|--------|---------------|-------------|---------------|
|   |        | %             | %           | %             |
| Drink less often/frequently   |        | 62            | 58          | 67            |
| Drink less on a single occasion   |        | 12            | 12          | 12            |
| Drink lower strength alcohol  |        | 2             | 4           | 1             |
| Drink slower or pace myself   |        | 5             | 6           | 5             |
| Start doing things like drink water or eat food, to avoid getting intoxicated |        | 8             | 9           | 7             |
| Looked for information on how to cut back or services that could help me      |        | 0             | 1           | 0             |
| Talked to someone about my drinking   |        | 2             | 1           | 2             |
| Other   |        | 8             | 11          | 5             |
| Nothing in particular   |        | 16            | 18          | 14            |
| Don't know  |        | 2             | 1           | 2             |

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers had thought about cutting back.



**Table 42: Current drinking levels compared with last year, adult drinkers 18+ by gender (2009-2011)**

*Q44. Would you say you are now drinking more, less, or about the same amount of alcohol as you were this time last year?*

|                | <b>Total</b>  | <b>Male</b> | <b>Female</b> |
|----------------|---------------|-------------|---------------|
| <b>Base =</b>  | <b>1,545*</b> | <b>761</b>  | <b>784</b>    |
|                | <b>%</b>      | <b>%</b>    | <b>%</b>      |
| More           | 8             | 7           | 9             |
| About the same | 51            | 45          | 56            |
| Less           | 40            | 46          | 33            |
| Don't know     | 2             | 1           | 2             |
| <b>Total</b>   | <b>100</b>    | <b>100</b>  | <b>100</b>    |

Total may not sum to 100% due to rounding.

\*Sub-sample based on drinkers only.

**Table 43: Reasons why adult drinkers 18+ are now drinking more than last year, by gender (2009-2011)**

*Q45. For what particular reasons are you drinking more?*

|  | <b>Total</b> | <b>Male</b> | <b>Female</b> |
|--|--------------|-------------|---------------|
| <b>Base =</b>  | <b>149*</b>  | <b>72</b>   | <b>77</b>     |
|  | <b>%</b>     | <b>%</b>    | <b>%</b>      |
| Change in personal circumstances (e.g. family or work situation) has caused stress/worry | 34           | 16          | 48            |
| Earthquakes in Christchurch  | 1            | 1           | 1             |
| New friends and acquaintances  | 3            | 6           | 1             |
| Going out more   | 9            | 16          | 4             |
| Entertaining more  | 0            | 0           | 0             |
| Rugby World Cup-related  | 0            | 1           | 0             |
| Can afford to  | 0            | 0           | 0             |
| More readily available (e.g. closer outlet)  | 7            | 5           | 9             |
| Developed a taste for alcohol/new type of drink  | 5            | 8           | 1             |
| Have become 18 years of age  | 15           | 19          | 11            |
| Other  | 26           | 29          | 23            |
| No reason  | 4            | 8           | 0             |
| Don't know   | 5            | 5           | 6             |
| Refused  | 0            | 0           | 0             |

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers who are now drinking more alcohol.



**Table 44: Reasons why adult drinkers 18+ are now drinking less than last year, by gender (2009-2011)**

*Q46. For what particular reasons are you drinking less?*

|   | Base = | Total<br>742* | Male<br>384 | Female<br>358 |
|---|--------|---------------|-------------|---------------|
|   |        | %             | %           | %             |
| Became/Planning to become pregnant  |        | 3             | 3           | 3             |
| Wanting to lose weight  |        | 7             | 6           | 9             |
| Change in health status/diagnosed with health condition/issue/other health concerns |        | 19            | 19          | 19            |
| Personal safety reasons   |        | 5             | 4           | 7             |
| Decided I was too old to drink so much  |        | 7             | 8           | 6             |
| Not able to meet family commitments / responsibilities                              |        | 8             | 7           | 8             |
| Encouraged by family or friends   |        | 4             | 3           | 4             |
| Financial commitments (mortgage, car, household expenses, etc.)                     |        | 18            | 21          | 16            |
| I don't enjoy it anymore/as much  |        | 17            | 15          | 20            |
| Impact on pastimes and recreation/sports commitments                                |        | 1             | 2           | 0             |
| Seen advertising ('It's not the drinking, it's how we're drinking')                 |        | 0             | 0           | 0             |
| Not able to meet work/study commitments   |        | 6             | 7           | 5             |
| Don't go out as much/less occasions   |        | 3             | 2           | 3             |
| Other   |        | 12            | 9           | 15            |
| None  |        | 1             | 2           | 0             |
| Don't know  |        | 2             | 3           | 1             |
| Refused   |        | 2             | 4           | 0             |

Total may exceed 100% because of multiple response.

\*Sub-sample based on drinkers who are now drinking less alcohol.