

Attitudes and Behaviour towards Alcohol Survey 2009-2011

Report 1.2 – Planning, actions and consequences of
the last drinking occasion (Adults, 18 years and over)

Report commissioned by Health Promotion Agency

September 2013

Report commissioned May 2012.

Final Report received May 2013.

Provider: Research New Zealand.

ISBN: 978-1-927224-66-3 (Online)

Citation: Research New Zealand. (2013). Attitudes and Behaviour towards Alcohol Survey 2009-2011: Report 1.2 – Planning, actions and consequences of the last drinking occasion (Adults, 18 years and over). Wellington: Health Promotion Agency.

This document is available at: www.hpa.org.nz

Any queries regarding this report should be directed to the Health Promotion Agency (HPA) at the following address:

enquires@hpa.org.nz

Health Promotion Agency
Level 4, ASB House
101 The Terrace
Wellington 6011

PO Box 2142
Wellington 6140
New Zealand

September 2013

COMMISSIONING CONTACT'S COMMENTS:

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 the planning for safe drinking, actions (help or assistance given) and consequences of the last drinking occasion. A section also presents information on non-drinkers and their involvement in the last occasion where others consumed alcohol that they attended.

REVIEW:

The report has not undergone external peer review.

ACKNOWLEDGEMENTS:

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.

COPYRIGHT:

The copyright owner of this publication is the HPA. The HPA permits the reproduction of material from this publication without prior notification, provided that fair representation is made of the material and the HPA is acknowledged as the source.

DISCLAIMER:

This research has been carried out by an independent party under contract or by instruction of the HPA. The views, observations and analysis expressed in this report are those of the authors and are not to be attributed to the HPA.



Attitudes and Behaviour towards Alcohol Survey, 2009-2011
Report 1.2 – Planning, Actions and Consequences of the Last Drinking Occasion
(Adults, 18 years and over)

September 2013

Attitudes & Behaviour towards Alcohol Survey, 2009-2011
Report 1.2 – Planning, Actions and Consequences of the Last Drinking Occasion
(Adults, 18 years and over)

PREPARED FOR Health Promotion Agency
PREPARED BY Emanuel Kalafatelis, Katrina Magill, Hayley Stirling and Olivia Jones
CONTACT DETAILS Emanuel Kalafatelis
Research New Zealand
Phone 04 499 3088
www.researchnz.com
PROJECT NUMBER #4260

Contents

Contents	7
1.0 Survey reports	6
2.0 Glossary of terms used in this report	7
3.0 Executive summary	8
3.1 <i>Main findings</i>	9
4.0 The New Zealand population in context	12
5.0 Planning for moderate and safe drinking	13
5.1 <i>Planning for safe drinking</i>	13
5.1.1 <i>Getting help and assistance</i>	15
5.1.2 <i>Consequences</i>	17
5.2 <i>Planning for guests' moderate and safe drinking</i>	20
5.2.1 <i>Providing help and assistance</i>	21
6.0 Results by amount consumed on the last occasion	24
6.1 <i>Planning for moderate and safe drinking</i>	24
6.1.1 <i>Getting help and assistance</i>	27
6.1.2 <i>Consequences</i>	30
6.2 <i>Planning for guests' moderate and safe drinking</i>	33
6.2.1 <i>Providing help and assistance</i>	35
7.0 Non-drinkers in drinking situations	38
7.1 <i>A profile of Non-drinkers</i>	38
7.2 <i>The most recent occasion Non-drinkers were in the company of others who were drinking</i>	41
7.2.1 <i>Location and occasion</i>	41
7.2.2 <i>Providing help and assistance</i>	43
Appendix A - Tabular results by Gender	46

1.0 Survey reports

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

Report (1.2) is based on the last drinking occasion of Adults, aged 18 and over who identified themselves as drinkers, and the last such occasion that was attended by adult non-drinkers. The report focuses on planning for moderate and safe drinking, help and assistance offered, and consequences of drinking. The report also includes a section on non-drinkers in drinking situations. 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.

Adults (aged 18 years or more)	
<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)
Supplementary reports	
<i>Report</i>	Methodology Report

2.0 Glossary of terms used in this report

The following terms are used in this report.

Adult drinkers and Non-drinkers

Drinker/Non-Drinker	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. Non-Drinkers are those who described themselves as such.
Standard drink	A standard drink contains 10 grams of pure alcohol.

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

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

Other terms

Health Promotion Agency (HPA)	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.
Significant/ Statistically significant	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.
RTD	'Ready to drink' alcohol drinks, combining a spirit with a carbonated soft drink in a bottle or can.

3.0 Executive summary

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 as follows:

- Attitudes & 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 of age or more.
- Attitudes & 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 of age or more.
- Attitudes & 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 of age or more.

For all three surveys, Māori and Pacific peoples were over-sampled, with additional quotas also set by 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 more¹.

Results based on the total consolidated sample of n=5,747 are subject to a maximum margin of error of plus or minus 2 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 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 drinkers²). 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.

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

² See Glossary.

3.1 Main findings

Less than half of adult drinkers do any planning prior to drinking to ensure they don't drink too much or become intoxicated

- u Forty-one percent of drinkers reported having done some planning in relation to their most recent drinking occasion to “make sure (they) didn't drink too much or get drunk, or to make sure (they) were safe if (they) did”.
- u Younger adults were most likely to report having made specific plans prior to drinking (73 percent of drinkers aged 18-24 and 70 percent of those aged 25-44 reported making plans).
- u Females were also more likely to plan than males (63 percent, compared with 58 percent of males).

Most of those who do make plans prior to drinking, plan to eat before or while they are drinking, or to limit how much they drink

- u Most of those who made plans intended to eat food before or while they consumed alcohol (70 percent) or to limit the amount of alcohol they would have (62 percent).
- u Females were more likely than males to have planned to do these things. For example, 75 percent had planned to eat food before or during the occasion, compared with 64 percent of males.

Most drinkers who make specific plans to make sure they don't get drunk or have too much to drink, or to be safe if they do, follow through with their intentions

- u As shown in Table 1, the majority of those who reported having planned to take specific steps during the last drinking occasion, followed through with their intentions. For example, of the 70 percent who planned to make sure they ate before or while they were drinking, 89 percent reported having done so.
- u The intentions least likely to have come about were in relation to those who planned to pace their drinking (79 percent of those who intended to do this, reported having done so) and those who planned to limit their drinking to low-alcohol drinks (78 percent followed through as intended).

Table 1: Personal planning – Intended actions and those actually undertaken (2011)

	Planned intentions	Actions undertaken
Base =	669*	**
	%	%
Plan to make sure you ate food before or while you were drinking	70	89
Plan to limit your drinking to low-alcohol drinks	20	78
Plan to limit how much alcohol you'd have	62	88
Plan how you would get home safely	51	91
Plan to have non-alcoholic drinks, including water, instead of alcohol	40	83
Plan to not leave too late	24	84
Plan to pace your drinking or have long breaks between drinks	48	79

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who stated they did some planning in relation to their most recent drinking occasion.

One-half of drinkers who become intoxicated are offered help and assistance, although for one-third this is after they have already had too much to drink

- u Twelve percent of drinkers reported that they “got drunk, or had too much to drink” on their most recent drinking occasion. Fifty percent of these drinkers reported being offered help or assistance from other people. This help and assistance was most frequently offered by friends (53 percent) and/or the respondents’ partner (20 percent).
- u Almost two-thirds reported having been offered help and assistance before they had become intoxicated (65 percent). The most commonly offered help and assistance was in the form of water or food (30 percent), a place to sleep (26 percent), assistance to get home (19 percent) and/or transportation home (16 percent).
- u Another eight percent had someone suggest they slow their drinking down, stop drinking (five percent) or had their drink taken away (three percent).

Almost one-half of drinkers who invite guests to their home make prior plans to make sure their guests don’t become intoxicated or to keep them safe if they do

- u On their most recent drinking occasion, 17 percent of drinkers consumed alcohol at their home with invited guests. Forty-seven percent of these drinkers reported that before anyone arrived at (their) home they had done some planning to make sure their guests didn’t drink too much or get drunk, or to make sure that they were safe if they did.
- u The most commonly mentioned plans included making sure food would be available (89 percent) or that non-alcoholic drinks would be available (75 percent), that people would be able to stay if they “got drunk” or had too much to drink (71 percent) or that transportation would be available to get them home if they “got drunk” or had too much to drink (70 percent).

- Others planned to limit how much alcohol would be available (41 percent), to not invite people who were ‘problem drinkers’ (41 percent) and/or planned to tell people about the expectations they had about them not “getting drunk” or having too much to drink (30 percent).

Most drinkers who make plans with regard to their guests, follow through with those plans

- As mentioned earlier, almost half of those who recently consumed alcohol at home with guests, reported making plans to manage their guest’s alcohol consumption. Table 2 shows that in the majority of cases, those plans were followed through. For example, of the 75 percent who planned to make sure there were non-alcoholic drinks available, 89 percent reported having done so.

Table 2: Planning for guests - Intentions versus actuality (2011)

	Planned intentions	Actuality
Base =	166*	**
	%	%
Plan to limit how much alcohol would be available	41	81
Plan to make sure food would be available	89	90
Plan to make sure non-alcoholic drinks, including water, would be available	75	89
Plan to not invite people who are problem drinkers	41	92
Plan for people to stay if they got drunk or had too much to drink	71	83
Plan how they would get home if they got drunk or had too much to drink	70	88
Plan to tell people about the expectations you had about them not getting drunk or having too much to drink	30	84
Plan to have activities or things to do other than drink	53	89

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

Sub-sample based on drinkers who stated they did some planning for their guests in relation to their most recent drinking occasion.

Two-thirds of drinkers who invite guests to their home, offer help or assistance if their guests become intoxicated, although many do so after they have already had too much to drink

- Fourteen percent of drinkers who invited guests to their home reported that their guests became intoxicated or had too much to drink. Sixty-four percent offered those guests help or assistance.
- In terms of when they helped their guests, 59 percent reported having not intervened until after their guests had had too much to drink.

4.0 The New Zealand population in context

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

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

Table 3 presents population data (based on the 2006 Census) for New Zealanders, by gender, based on the then total population of 2,974,272 people aged 18 and older. The age categories shown are those used in the report.

Table 3: Population counts – New Zealand Adults, 18+ by gender and age (2006 Census)*

Age	Male		Female		Total	
	Pop's Count	Pop's %	Pop's Count	Pop's %	Pop's Count	Pop's %
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
Total	1,427,070	100	1,547,208	100	2,974,272	100
Total %	35%		38%		74%	

*Population counts rounded to the nearest 1,000.

5.0 Planning for moderate and safe drinking

This section of the report investigates the degree to which adult drinkers, aged 18 years or more, took steps to ensure their drinking (on the most recent occasion) was moderate and safe, or they took steps to help any guests drink at a moderate and safe level when they visited their home.

Due to changes in the way these questions were asked in 2011, results to section 5.1 are based on the n=1,545 adult drinkers from the 2011 Attitudes and Behaviour towards Alcohol Survey only. Subsequent results (in sections 5.11 to 5.22) are based on the consolidated sample of n=4,180 drinkers from the Attitudes and Behaviour towards Alcohol Surveys for 2009, 2010 and 2011.

The drinking behaviour of adults aged 18 years or more is presented in Report 1.1 and provides useful context for understanding the information presented in this report.

5.1 Planning for safe drinking

Report 1.1 provides important contextual information for understanding drinking patterns. Specifically that report shows that the most common drinking location for adults is in their own home (52 percent). On the most recent occasion, almost all drinkers consumed alcohol in the company of other people (94 percent), most frequently over lunch or dinner (33 percent), a BBQ (11 percent), a birthday (11 percent) or some other type of party or celebration (16 percent). Six percent of all adult drinkers planned to get drunk on their most recent drinking occasion. Although they had not all intended to do so, twice as many (12 percent of all adult drinkers) reported having 'got drunk or had too much to drink' on their most recent drinking occasion.

Against this background, all adult drinkers were asked if, in relation to their most recent drinking occasion, they had done any planning to "make sure (they) didn't drink too much or get drunk, or to make sure (they) were safe if (they) did".

Table 4 shows that 41 percent of drinkers had done some planning. This was most likely to be the case amongst younger drinkers (44 percent of drinkers aged 18-24 and 51 percent of those aged 25-44, compared with 25 percent of those aged 65 and over).

Planning was also more likely to occur amongst female drinkers than males (45 percent, compared with 36 percent).

Table 4: Level of planning related to the most recent drinking occasion by drinkers, 18+, by age (2011)

Q25. Before the last drinking occasion, did you do any planning to make sure you didn't drink too much or get drunk, or to make sure you were safe if you did?

	Total	18-24	25-44	45-64	65+
Base =	1,545*	451	496	330	268
	%	%	%	%	%
Yes	41	44	51	34	25
No	58	55	48	63	73
Don't know	2	1	1	3	2
Refused	0	0	0	0	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers.

Drinkers who reported having done some planning before their most recent drinking occasion to make sure they didn't get drunk or drink too much, were specifically asked what they had planned to do and what they had actually done.

Table 5 shows at least half of these drinkers had planned to make sure they ate food before or while they were drinking (70 percent), to limit how much alcohol they would have (62 percent) and/or and to have planned how they would get home safely (51 percent).

This table also shows the extent to which drinkers followed through with each of their planned intentions. Based on the 2011 Survey, the majority of those who planned to take specific steps, followed through with their intentions.

For example, of the 62 percent who planned to limit how much alcohol they consumed, 88 percent reported having done so.

Table 5: Extent to which intended plans were carried through, by drinkers, 18+ (2011)

Q20. And which of these, if any, did you plan to do? Did you... [2011]

Q21. And which of those did you do? [2011]

	Intended actions	Actions undertaken
Base =	699*	**
	%	%
Limit how much alcohol you had	62	88
Limit your drinking to low-alcohol drinks	20	78
Eat food before or while you were drinking	70	89
Have non-alcoholic drinks, including water, instead of alcohol	40	83
Pace your drinking or have long breaks between drinks	48	79
Get home safely	51	91
Leave before it got too late	36	84

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who stated they did some planning in relation to their most recent drinking occasion.

**Sub-samples vary (from n=191 to n=488) according to the number of respondents who intended to take each specific action.

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

5.1.1 Getting help and assistance

The 12 percent of adult drinkers who reported getting drunk or had too much to drink on their most recent drinking occasion (see Report 1.1) were asked if anyone they were with “suggested or tried to stop (them) from having too much to drink, or help (them) keep safe when they were drunk”.

Table 6 shows that 50 percent of drinkers, who had become intoxicated, were offered help or assistance and that this is significantly higher for young drinkers aged 18-24, in comparison to those aged 45-64 for example (37 percent).

There are no significant differences by gender.

Table 6: Extent to which drinkers, 18+ who became intoxicated or had too much to drink were offered assistance, by age (2009-2011)

Q35. Did anyone suggest or try to stop you from having too much to drink, or help keep you safe when you were drunk?

	Total	18-24	25-44	45-64	65+
Base =	838*	443	307	82	6**
	%	%	%	%	%
Yes	50	57	50	37	53
No	49	42	50	63	47
Don't know	0	0	0	0	0
Refused	0	1	0	0	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion.

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

Drinkers who were offered help and assistance were asked to identify who had provided that help and assistance. Those most frequently mentioned were friends (53 percent), their partner (20 percent) and/or other family members (23 percent) (Table 7).

There are a number of differences by age. For example, compared with the other age groups, drinkers aged 18-24 were more likely to have been offered help and assistance by a friend (63 percent) and less likely to have been offered help and assistance by a family member, or their partner (16 percent).

Females were more likely than males to have been offered help and assistance by a family member (30 percent compared with 15 percent).

Table 7: Who offered assistance to drinkers 18+ who became intoxicated or had too much to drink, by age (2009-2011)

Q37. And who did this?

	Base =	Total	18-24	25-44	45-64	65+
		501*	286	167	45	3**
		%	%	%	%	%
My partner		20	14	23	29	3
Other family member		23	16	25	30	54
Friend		53	63	55	12	0
Workmate		2	1	2	5	0
Boss		2	1	2	1	0
The host		3	1	5	0	0
Bar staff/owner		1	0	2	0	0
Other		11	11	10	15	43
No-one [2009 2010]		1	0	2	0	0
Don't know		2	1	0	12	3**

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

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

Table 8 shows that in approximately two-thirds of all cases (65 percent), help and assistance was provided prior to intoxication. This was more likely to occur with male drinkers (74 percent were offered help and assistance prior to intoxication, compared with 55 percent of females).

Table 8: At what point the help and assistance was offered, by age (2009-2011)

Q38. And did they do this...

	Base =	Total	18-24	25-44	45-64	65+
		501*	286	167	45	3**
		%	%	%	%	%
Once you'd already had too much to drink or before you got to that stage?		29	28	29	26	57
Don't know		65	68	64	59	43
Don't know		6	4	6	15	0
Total		100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

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

The specific nature of the help and assistance offered included offering them water or food (30 percent), a place for them to sleep (26 percent), offering them a ride home (19 percent), and/or actually arranging for them to get home (16 percent) (Table 9).

Table 9: Type of help and assistance offered, by age (2009-2011)

Q36. Did they...

	Total	18-24	25-44	45-64	65+
Base =	838*	443	307	82	6**
	%	%	%	%	%
Suggest you slow down your drinking	8	11	7	4	0
Suggest you stop drinking	5	7	4	2	0
Try to take your drink away	3	5	3	0	0
Offer you water or food	30	34	28	22	53
Offer to take you home	16	21	12	11	52
Arrange for you to get home	19	24	17	13	29
Offer a place for you to sleep	26	31	27	6	52
Or anything else?	3	2	4	0	0
Don't know	1	1	0	0	47
Refused	0	1	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

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

Table 10 shows that most drinkers who were intoxicated or had too much to drink and were given help and assistance, reported having taken the support that was provided (81 percent). This result is consistent by age and by gender.

Table 10: Whether assistance offered was taken by drinkers who became intoxicated or had too much to drink, 18+, by age (2009-2011)

Q39. Did you take this help or advice?

	Total	18-24	25-44	45-64	65+
Base =	501*	286	167	45	3**
	%	%	%	%	%
Yes	81	81	82	78	97
No	14	16	15	5	3
Don't know	4	3	3	17	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

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

5.1.2 Consequences

The 12 percent of adult drinkers who reported getting drunk or having had too much to drink on their most recent drinking occasion, were asked what the consequences of their drunkenness were on that occasion.

Table 11 shows that most of the negative consequences were considered to be relatively short-term in their nature and involved hangovers, vomiting and some loss of memory (49 percent).

Less than five percent described physical or financial harm, or that their drinking had affected their other commitments (e.g. work), or personal relationships. Thirty-five percent reported no consequences as a result of becoming intoxicated on their most recent drinking occasion, while 10 percent stated the effects were positive (e.g. comradeship).

These results are relatively consistent by age and by gender, although younger drinkers aged 18-24 (31 percent) and those aged 25-44 (33 percent) who became intoxicated were more likely than older drinkers to report having experienced no negative effects.

There are no significant differences by gender.

Table 11: Consequences of drunkenness for those who became intoxicated or had too much to drink, by age (2009-2011)

Q40. What, if any, effects did you personally experience as a result of getting drunk on that occasion?

	Total	18-24	25-44	45-64	65+
Base =	886*	452	330	93	11**
	%	%	%	%	%
Short term effects of drinking (e.g. loss of memory, vomiting, or hangovers)	49	47	53	47	1
Did something embarrassing or humiliating that I later regretted	2	1	2	4	0
Had an argument I later regretted	1	1	0	0	1
Hurt myself (e.g. tripping, accidental harm)	2	4	0	1	0
Got into a fight (violence / aggression)	0	0	0	0	0
Spent too much on alcohol	2	3	2	1	0
Felt unsafe	0	0	0	0	0
Drink driving	0	1	0	0	0
Felt pressure from the people I was with (e.g. being forced to drink, smoke, do drugs, etc.)	0	0	0	0	0
Got into a regrettable sexual encounter	1	1	1	0	0
Negative effects on family relationships or children	1	0	1	0	0
Wasn't able to meet family responsibilities	0	0	0	0	0
Wasn't able to meet work commitments (e.g. called in sick)	1	0	0	3	0
Positive effects (laughter, good feeling, comradeship, etc.)	10	13	9	6	24
Other	6	5	6	4	13
None	35	31	33	40	62
Don't know	1	1	0	4	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

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

Table 12 shows that, as a result of becoming intoxicated on the most recent drinking occasion, many adult drinkers did “think about cutting back” (28 percent) or “think about how they drink” (26 percent).

Drinkers aged 25-44 were more likely to report having thought about cutting back compared, for example, with those aged 18-24 (32 percent and 22 percent respectively).

One-in-three (34 percent of those who reported having getting drunk or having had too much to drink on their most recent drinking occasion) subsequently decided to drink less than they used to.

There are no significant differences by gender.

Table 12: Prompted actions taken or considered by those who became intoxicated or had too much to drink, by age (2009-2011)

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

	Total	18-24	25-44	45-64	65+
Base =	866*	448	322	89	7**
	%	%	%	%	%
Think about how you drink	26	23	30	22	1
Think about cutting back how much you drink	28	22	32	25	24
Decide to drink water or eat food, to avoid getting drunk next time	31	25	34	33	25
Decide to drink less than you used to	34	29	36	35	44
Other	0	0	0	0	0
None of the above	42	48	38	40	53
Don't know	0	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion.

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

5.2 Planning for guests' moderate and safe drinking

On their most recent drinking occasion, 17 percent of adult drinkers consumed alcohol at their home with invited guests. In the 2011 Survey, these drinkers were asked if they had done any planning “before anyone arrived at (their) home ... to make sure they didn't drink too much or get drunk, or to make sure they were safe if they did”.

Table 13 shows that about one-half of these drinkers reported having done any planning before their guests arrived (47 percent). Young drinkers aged 18-24 (49 percent), those aged 25-44 (53 percent) and those aged 45-64 (50 percent) were more likely to have made plans than those aged 65 years of age or more (26 percent).

There are no significant differences by gender.

Table 13: Extent to which drinkers, 18+ did planning for invited guests, by age (2011)

Q28. Before anyone arrived at your home, did you do any planning to make sure they didn't drink too much or get drunk, or to make sure they were safe if they did?

	Total	18-24	25-44	45-64	65+
Base =	295*	71	106	64	54
	%	%	%	%	%
Yes	47	49	53	50	26
No	53	51	47	50	72
Don't know	1	0	0	0	2
Refused	0	0	0	0	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on drinkers who stated they did some planning for their guests in relation to their most recent drinking occasion.

Table 14 shows that those who had made plans, had considered what food (89 percent) and non-alcoholic beverages would be available (75 percent), where guests could sleep if they were too drunk to get home (71 percent), or how they might arrange for their guests to get home if they became intoxicated (70 percent).

Young drinkers aged 18-24 (70 percent) and those aged 25-44 (75 percent) were more likely to state they had considered inviting people to stay if they got drunk, than those aged 45-64 (67 percent) and those aged 65 years or more (61 percent).

Females were more likely than males to report having considered what food (96 percent compared with 80 percent) and non-alcoholic beverages would be available (80 percent compared with 68 percent).

This table also shows that to a large extent, those who made plans in relation to their guests, followed through with those plans.

For example, of the 89 percent who planned to make sure that food was available for their guests, 90 percent did so.

Further analysis by age and gender with regard to each specific intention has not been made due to the relatively small sub-sample sizes involved.

Table 14: Extent to which intended plans (in relation to guests) were carried through, by drinkers, 18+ and gender (2011)

Q29. And which of these, if any, did you plan to do? Did you...

Q30. And which of those did you do?

	Intended actions	Actions undertaken
Base =	166*	**
	%	%
Limit the amount of alcohol that was available	41	81
Made sure food was available	89	90
Made sure non-alcoholic drinks, including water, were available	75	89
Didn't invite people who are problem drinkers	41	92
Arranged for people to stay because they got drunk or had too much to drink	71	83
Arranged for people to get home because they got drunk or had too much to drink	70	88
Told people about the expectations you had about them not getting drunk or having too much to drink	30	84
Had activities or things to do other than drink	53	89

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who stated they did some planning in relation for their guests on their most recent drinking occasion.

**Sub-samples vary (from n=52 to n=136) according to the number of respondents who intended to take each specific action.

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

5.2.1 Providing help and assistance

Fourteen percent of drinkers, whose most recent drinking occasion involved having guests over to their home, reported that some of those guests had become intoxicated.

In the 2011 Survey, these drinkers were asked if they had “suggested or tried to stop them from having too much to drink, or help them keep safe when they were drunk”. Table 15 shows that 64 percent answered in the affirmative and that younger drinkers aged 18-24 (79 percent) and those aged 25-44 (65 percent) were more likely to report this than older drinkers.

There are no significant differences by gender.

Table 15: Extent to which drinkers, 18+ offered assistance to their guests, by age (2011)

Q48. Did you suggest or try to stop them from having too much to drink, or did you help keep them safe when they were drunk?

	Total	18-24	25-44	45-64	65+
Base =	130*	51	58	17**	4**
	%	%	%	%	%
Yes	64	79	65	46	32
No	35	21	35	51	68
Don't know	0	0	0	3	0
Refused	0	0	0	0	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who invited guests who got drunk.

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

Fifty-nine percent of drinkers who offered help and advice to their intoxicated guests reported doing so after the guests had had too much to drink (59 percent), although 40 percent offered help and assistance prior to intoxication (Table 16).

Young drinkers were more likely to offer their help and advice after their guests had become intoxicated (88 percent), compared with those aged 25-44 who were more likely to do so before they had got to that stage (55 percent).

There are no significant differences by gender.

Table 16: At what point drinkers, 18+ offered assistance to intoxicated guests (2011)

Q50. And did you do this...?

	Total	18-24	25-44	45-64	65+
Base =	91*	38	40	12**	1**
	%	%	%	%	%
Once they'd already had too much to drink or before they got to that stage?	59	88	43	72	100
Don't know	1	0	1	0	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who invited guests who got drunk and who offered help and assistance.

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

Table 17 shows that drinkers who offered help and advice to their intoxicated guests most frequently offered them water or food (35 percent), a place to sleep (33 percent) and/or arranged to get them home (29 percent).

Twenty-two percent suggested they slow down their drinking, while 14 percent suggested they stop drinking altogether.

Younger drinkers aged 18-24 were more likely than those aged 25-44 to suggest their guests stop drinking (25 percent compared with five percent), slow down their drinking (30 percent compared

with 18 percent). They were also more likely to have taken their guests drink away (25 percent compared with four percent).

Females were more likely than males to have offered their intoxicated guests water or food (45 percent compared with 24 percent), while males were more likely than females to suggest their guests stop drinking (20 percent compared with nine percent).

Table 17: What assistance drinkers, 18+ offered their intoxicated guests, by age (2011)

Q49. Did you ...?

	Total	18-24	25-44	45-64	65+
Base =	130*	51	58	17**	4**
	%	%	%	%	%
Suggest they slow down their drinking	22	30	18	33	0
Suggest they stop drinking	14	25	5	35	0
Take their drink away	8	25	4	5	0
Offer them water or food	35	44	39	16	0
Offer to take them home	18	31	19	3	0
Arrange for them to get home	29	28	35	5	32
Offer a place for them to sleep	33	48	35	13	0
Other	9	9	12	0	0
Don't know	1	1	1	3	68
Refused	0	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who invited guests who got drunk and who offered help and assistance.

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

Finally, Table 18 shows that most drinkers who offered help or advice to their intoxicated guests reported that the guests took that help or advice (87 percent).

This is relatively consistent across all age groups and by gender.

Table 18: Whether assistance offered by drinkers, 18+ to their intoxicated guests was taken, by age (2011)

Q51. Did they take this help or advice?

	Total	18-24	25-44	45-64	65+
Base =	91*	38	40	12**	1**
	%	%	%	%	%
Yes	87	72	91	95	100
No	13	28	8	5	0
Don't know	0	0	1	0	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who invited guests who got drunk and who offered help and assistance.

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

6.0 Results by amount consumed on the last occasion

This section of the report examines the results presented in the previous section (i.e. the degree to which drinkers took steps to ensure their drinking was moderate and safe, or they took steps to help any guests drink at a moderate and safe levels when they visited their home) by segments based on the amount consumed on the last drinking occasion (i.e. Lower, Medium or High level last occasion drinkers).

The segments are based on the consolidated sample of n=4,180 drinkers, 18 years and over from the Attitudes and Behaviour towards Alcohol Surveys for 2009, 2010 and 2011.

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, at a High level of consumption.

The drinking behaviour of adults aged 18 years or more is presented in Report 1.1 and provides useful context for understanding the information presented in this report.

6.1 Planning for moderate and safe drinking

All drinkers were asked if, in relation to their most recent drinking occasion, they had done any planning to “make sure (they) didn’t drink too much or get drunk, or to make sure (they) were safe if (they) did”.

Table 19 shows that Medium and High level last occasion drinkers were more likely than Lower level last occasion drinkers to have done any planning prior to their most recent drinking occasion (56 percent and 55 percent respectively, compared with 34 percent of Lower level last occasion drinkers).

Table 19: Level of planning relating to the most recent drinking occasion by drinkers, 18+, by amount consumed last occasion (2011)

Q25. Before the last drinking occasion, did you do any planning to make sure you didn't drink too much or get drunk, or to make sure you were safe if you did?

	Amount consumed last occasion			
	Total 1545* %	Low level drinker 877 %	Medium level drinker 367 %	High level drinker 301 %
Yes	41	34	56	55
No	58	64	42	45
Don't know	2	2	1	1
Refused	0	0	0	0
Total	100	100	100	100

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

Adult drinkers who had done some planning were specifically asked what they had considered doing and what they had actually done.

Table 20 shows that Lower level last occasion drinkers were the most likely to have planned to limit how much alcohol they would have (72 percent compared with 60 percent of Medium level and 32 percent of High level last occasion drinkers). They were also more likely than High level last occasion drinkers to have planned to limit their drinking to non-alcoholic drinks (23 percent compared with eight percent).

Medium and High level last occasion drinkers were more likely to have planned how they would get home safely (62 percent and 65 percent respectively, compared with 43 percent of Lower level last occasion drinkers).

Table 20: Type of planning considered for the most recent drinking occasion, by amount consumed last occasion (2011)

Q26. And which of these, if any, did you plan to do? Did you...

	Amount consumed last occasion				
	Base =	Total 699* %	Low level drinker 330 %	Medium level drinker 207 %	High level drinker 162 %
Plan to limit how much alcohol you'd have		62	72	60	32
Plan to limit your drinking to low-alcohol drinks		20	23	22	8
Plan to make sure you ate food before or while you were drinking		70	69	76	68
Plan to have non-alcoholic drinks , including water, instead of alcohol		40	44	43	22
Plan to pace your drinking or have long breaks between drinks [2011]		48	45	58	41
Plan how you would get home safely		51	43	62	65
Plan to not leave too late		24	19	33	26
Plan what would happen if you got drunk or had too much to drink		36	31	44	40
Other (Specify)		3	2	5	4
Don't know		2	3	2	1
Refused		0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who stated they did some planning in relation to their most recent drinking occasion.

Table 21 shows that most drinkers who reported having made plans, also reported having followed through with those plans.

Of the 62 percent of drinkers who had planned to limit how much alcohol they would have, 88 percent reported following through with that plan. Those most likely to have followed through with their intentions in this regard were Low level last occasion drinkers (91 percent) and Medium level last occasion drinkers (89 percent). Less likely to do so were High level last occasion drinkers (62 percent).

Medium level last occasion drinkers were most likely to follow through with their plans to limit their drinking to low-alcohol drinks (94 percent, compared with 71 percent of Lower level and 78 percent of High level last occasion drinkers).

Table 21: Type of planning actually done in relation to the most recent drinking occasion by drinkers, 18+, by amount consumed last occasion (2011)

Q26. And which of these, if any, did you plan to do? Did you...

Q27. And which of those did you do?

	Planned intentions	Actuality	Amount consumed last occasion		
			Low level drinker	Medium level drinker	High level drinker
Base =	699*	**	**	**	**
	%	%	%	%	%
Plan to limit how much alcohol you'd have	62	88	91	89	62
Plan to limit your drinking to low-alcohol drinks	20	78	71	94	78
Plan to make sure you ate food before or while you were drinking	70	89	84	96	96
Plan to have non-alcoholic drinks , including water, instead of alcohol	40	83	79	89	89
Plan to pace your drinking or have long breaks between drinks	48	79	72	90	82
Plan how you would get home safely	51	91	85	98	96
Plan to not leave too late	24	84	82	85	85

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who stated they did some planning in relation to their most recent drinking occasion.

**Sub-samples vary (from n=32 to n=244) according to the number of respondents who intended to take each specific action.

6.1.1 Getting help and assistance

As noted in Report 1.1, 12 percent of drinkers reported that they ‘got drunk or had too much to drink’ on their most recent drinking occasion. These drinkers were asked if anyone they were with “suggested or tried to stop (them) from having too much to drink, or help (them) keep safe when they were drunk”.

Table 22 shows that over 40 percent of drinkers in all three last occasion drinker segments reported that someone did intervene, most often with regard to High level last occasion drinkers (56 percent).

Table 22: Extent to which people were offered assistance in relation to the most recent drinking occasion by drinkers, 18+, by amount consumed last occasion (2009-2011)

Q35. Did anyone suggest or try to stop you from having too much to drink, or help keep you safe when you were drunk?

	Amount consumed last occasion			
	Total	Lower level drinker	Medium level drinker	High level drinker
	Base = 838* %	87 %	266 %	485 %
Yes	50	49	44	56
No	49	51	55	44
Don't know	0	0	0	0
Refused	0	0	0	0
Total	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion.

Drinkers who were given help and assistance were asked to identify who it was that intervened. In the case of all three drinker segments, the most frequently reported person that offered help was a friend (43 percent to 56 percent) (Table 23). Lower level last occasion drinkers who had become intoxicated were more likely than High level last occasion drinkers to have been assisted by their partner (30 percent compared with 16 percent).

Table 23: Those who offered help and assistance to drinkers who became intoxicated or who had too much to drink, by amount consumed last occasion (2009-2011)

Q37. And who did this?

	Amount consumed last occasion			
	Total	Lower level drinker	Medium level drinker	High level drinker
	Base = 501* %	49 %	141 %	311 %
My partner	20	30	23	16
Other family member	23	27	15	27
Friend	53	43	56	53
Workmate	2	0	2	3
Boss	2	0	4	1
The host	3	0	2	5
Bar staff/owner	1	0	3	0
Other	11	16	16	8
No-one [2009 2010]	1	0	3	0
Don't know	2	0	1	3

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

Table 24 shows that two-thirds (65 percent) of those who became intoxicated or had too much to drink, were offered assistance before they became intoxicated. This applied to 68 percent of Medium level last occasion drinkers who had become intoxicated and 64 percent of High level last occasion drinkers.

Table 24: Point at which those who were intoxicated or had too much to drink were offered help and assistance by others, by amount consumed last occasion (2009-2011)

Q38. And did they do this...

	Amount consumed last occasion				
	Base =	Total	Lower level drinker	Medium level drinker	High level drinker
		501*	49	141	311
		%	%	%	%
Once you'd already had too much to drink or before you got to that stage?		29	30	26	31
Don't know		65	60	68	64
		6	10	6	5
Total		100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

While most were offered water or food, or a place to sleep, a significantly greater proportion of High level last occasion drinkers who had become intoxicated were told to slow down their drinking compared with Medium level last occasion drinkers (12 percent compared with five percent) or had their drink taken away (five percent compared with one percent) (Table 25). Significantly more High level drinkers than Lower and Medium level last occasion drinkers were also helped to get home (24 percent compared with 13 percent and 15 percent).

Table 25: Type of help and assistance offered to drinkers who became intoxicated or had too much to drink, by amount consumed last occasion (2009-2011)

Q36. Did they...

	Amount consumed last occasion				
	Base =	Total	Lower level drinker	Medium level drinker	High level drinker
		838*	87	266	485
		%	%	%	%
Suggest you slow down your drinking		8	6	5	12
Suggest you stop drinking		5	4	2	7
Try to take your drink away		3	2	1	5
Offer you water or food		30	19	30	32
Offer to take you home		16	10	14	18
Arrange for you to get home		19	13	15	24
Offer a place for you to sleep		26	25	21	30
Other		3	5	4	1
Don't know		1	0	1	1
Refused		0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

Finally, Table 26 shows that most drinkers in all three last occasion drinker segments (who became intoxicated or had too much to drink), reported having taken the help and assistance that was provided to them.

Table 26: Whether assistance offered was taken by Adult drinkers who became intoxicated or had too much to drink, by amount consumed last occasion (2009-2011)

Q39. Did you take this help or advice?

	Amount consumed last occasion			
	Total	Lower level drinker	Medium level drinker	High level drinker
Base =	501*	49	141	311
	%	%	%	%
Yes	81	86	78	83
No	14	4	18	14
Don't know	4	10	4	3
Total	100	100	100	100

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

*Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

6.1.2 Consequences

The 12 percent of drinkers who 'got drunk or had too much to drink' on their most recent drinking occasion (see Report 1.1) were asked to identify what, if any, effects they experienced as a result. Table 27 shows that most of the negative consequences were relatively short-term, involving hangovers, vomiting and some loss of memory. This was particularly the case amongst High level last occasion drinkers compared with Lower and Medium level last occasion drinkers (54 percent compared with 35 percent and 49 percent).

Note that between 28 percent and 51 percent of all last occasion drinker segments stated there were no consequences or effects as a result of them becoming intoxicated. Medium and High level last occasion drinkers were also more likely than Lower level last occasion drinkers to report experiencing positive effects (13 percent and 10 percent compared with six percent).

Table 27: Consequences/effects of drunkenness for those who became intoxicated or had too much to drink, by amount consumed last occasion (2009-2011)

Q40. What, if any, effects did you personally experience as a result of getting drunk on that occasion?

	Amount consumed last occasion			
	Base = Total 886* %	Lower level drinker 109 %	Medium level drinker 276 %	High level drinker 501 %
Short term effects of drinking (e.g. loss of memory, vomiting, or hangovers)	49	35	49	54
Did something embarrassing or humiliating that I later regretted	2	3	2	2
Had an argument I later regretted	1	1	0	1
Hurt myself (e.g. tripping, accidental harm)	2	0	1	3
Got into a fight (violence / aggression)	0	0	0	0
Spent too much on alcohol	2	0	2	2
Felt unsafe	0	0	0	0
Drink driving	0	0	0	0
Felt pressure from the people I was with (e.g. being forced to drink, smoke, do drugs, etc.)	0	0	0	0
Got into a regrettable sexual encounter	1	0	0	2
Negative effects on family relationships or children	1	1	0	1
Wasn't able to meet family responsibilities	0	0	0	0
Wasn't able to meet work commitments (e.g. called in sick)	1	0	0	1
Positive effects (laughter, good feeling, comradeship, etc.)	10	6	13	10
Other	6	7	3	7
None	35	51	34	28
Don't know	1	4	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who got drunk on their most recent drinking occasion.

Table 28 shows that, although a large proportion of drinkers reported short-term or no negative consequences as a result of becoming intoxicated or having had too much to drink, 28 percent had thought about cutting back and 34 percent had decided to drink less.

The extent to which these were mentioned was similar across all last occasion drinking segments.

Table 28: Prompted actions or thoughts taken by those who became intoxicated or had too much to drink, by amount consumed last occasion (2009-2011)

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

	Amount consumed last occasion			
	Total	Lower level drinker	Medium level drinker	High level drinker
Base =	866*	92	276	498
	%	%	%	%
Think about how you drink	26	17	29	26
Think about cutting back how much you drink	28	22	27	30
Decide to drink water or eat food, to avoid getting drunk next time	31	31	34	28
Decide to drink less than you used to	34	31	33	36
Other (Specify)	0	0	0	0
None of the above	42	48	40	42
Don't know	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who got drunk on their most recent drinking occasion.

6.2 Planning for guests' moderate and safe drinking

On their most recent drinking occasion, 17 percent of drinkers consumed alcohol at their home with invited guests (see Report 1.1).

In the 2011 Survey, these drinkers were asked if they had done any planning “before anyone arrived at (their) home, to make sure they didn’t drink too much or get drunk, or to make sure they were safe if they did”. Table 29 shows High level last occasion drinkers were most likely to report having done some planning before their guests arrived (74 percent), compared with Lower level (40 percent) and Medium level last occasion drinkers (48 percent).

Table 29: Extent to which drinkers, 18+ did planning for invited guests, by amount consumed last occasion (2011)

Q28. Before anyone arrived at your home, did you do any planning to make sure they didn't drink too much or get drunk, or to make sure they were safe if they did?

	Amount consumed last occasion			
	Total	Lower level drinker	Medium level drinker	High level drinker
Base =	295*	145	82	68
	%	%	%	%
Yes	47	40	48	74
No	53	60	52	25
Don't know	1	1	0	1
Refused	0	0	0	0
Total	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on drinkers who stated they did some planning for their guests in relation to their most recent drinking occasion.

Drinkers who stated they had done some planning before their guests had arrived were specifically asked what they had considered doing and what they had actually done.

Table 30 shows that, most frequently, drinkers reported having considered what food (89 percent) and non-alcoholic beverages would be available (75 percent), whether they would invite people to stay if they became intoxicated (71 percent) and/or what assistance they would provide to help them get home (70 percent).

Although High level last occasion drinkers were more likely to report having done some form of planning in relation to their guests before the most recent drinking occasion, they were less likely to have considered making non-alcoholic beverages available (51 percent compared with 78 percent for Lower level last occasion drinkers), having other activities available other than drinking (33 percent compared with 56 percent for Lower level last occasion drinkers, for example), to consider whether or not to invite known ‘problem drinkers’ (25 percent compared with 47 percent for Lower level last occasion drinkers), and whether to tell guests about the expectations they had

about them not drinking too much (15 percent compared with 34 percent for Lower level last occasion drinkers).

Table 30: Type of planning considered for guests by drinkers, 18+, by amount consumed last occasion (2011)

Q29. And which of these, if any, did you plan to do? Did you...

	Total	Amount consumed last occasion		
		Lower level drinker	Medium level drinker	High level drinker
Base =	166*	71	51	44
	%	%	%	%
Plan to limit how much alcohol would be available	41	44	49	25
Plan to make sure food would be available	89	87	92	91
Plan to make sure non-alcoholic drinks, including water, would be available	75	78	91	51
Plan to not invite people who are problem drinkers	41	47	43	25
Plan for people to stay if they got drunk or had too much to drink	71	67	80	70
Plan how they would get home if they got drunk or had too much to drink	70	66	83	68
Plan to tell people about the expectations you had about them not getting drunk or having too much to drink	30	34	37	15
Plan to have activities or things to do other than drink	53	56	68	33
Other	9	11	12	2
Don't know	1	1	1	1
Refused	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who stated they did some planning for their guests in relation to their most recent drinking occasion.

Table 31 shows the activities that drinkers actually did, in relation to their most recent drinking occasion to ensure their guests did not drink too much/"get drunk" or remained safe if they did (i.e. after prompting).

For example, of the 89 percent who planned to make sure that food was available for their guests, 90 percent did so.

Further analysis by last occasion drinking segment with regard to each specific intention has not been made due to the relatively small sub-sample sizes involved.

Table 31: Extent to which intended plans with regard to guests were carried through, adults 18+ (2011)

Q30. And which of those did you do? [2011]

	Planned intentions	Actuality
Base =	166*	**
	%	%
Limit the amount of alcohol that was available	41	81
Made sure food was available	89	90
Made sure non-alcoholic drinks, including water, were available	75	89
Didn't invite people who are problem drinkers	41	92
Arranged for people to stay because they got drunk or had too much to drink	71	83
Arranged for people to get home because they got drunk or had too much to drink	70	88
Told people about the expectations you had about them not getting drunk or having too much to drink	30	84
Had activities or things to do other than drink	53	89

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who stated they did some planning for their guests in relation to their most recent drinking occasion.

**Sub-samples vary (from n=52 to n=136) according to the number of respondents who intended to take each specific action.

6.2.1 Providing help and assistance

Fourteen percent of drinkers, who had invited guests to their house on their most recent drinking occasion, reported that some of these guests had consumed too much alcohol or had become intoxicated (see Report 1.1). In the 2011 Survey, these drinkers were asked if they had “suggested or tried to stop them from having too much to drink, or help them keep safe when they were drunk”.

Table 32 shows that there are no significant differences between the three last occasion drinker segments in terms of the extent to which they offered support to any guests who had become intoxicated.

That is, High level last occasion drinkers were as likely to offer assistance as were Lower and Medium level last occasion drinkers (77 percent, 61 percent and 56 percent respectively).

Table 32: Extent to which drinkers, 18+ offered assistance to their guests, by amount consumed last occasion (2011)

Q48. Did you suggest or try to stop them from having too much to drink, or did you help keep them safe when they were drunk?

	Amount consumed last occasion			
	Total	Lower level drinker	Medium level drinker	High level drinker
Base =	130*	29**	47	54
	%	%	%	%
Yes	64	61	56	77
No	35	38	44	23
Don't know	0	1	0	0
Refused	0	0	0	0
Total	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who invited guests who got drunk.

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

Those who did offer help and assistance to their intoxicated guests were more likely to do so after the guests had already had too much to drink (59 percent) (Table 33).

Given the small sub-sample sizes, comparisons between the three last occasion drinker segments are indicative only.

Table 33: When drinkers, 18+ offered assistance to intoxicated guests, by amount consumed last occasion (2011)

Q50. And did you do this...?

	Amount consumed last occasion			
	Total	Lower level drinker	Medium level drinker	High level drinker
Base =	91*	18**	34	39
	%	%	%	%
Once they'd already had too much to drink or before they got to that stage?	59	31	71	68
Don't know	40	69	29	30
Refused	1	0	0	2
Total	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who invited guests who got drunk.

Table 34 shows that drinkers who did offer help and assistance to an intoxicated guest, most frequently offered them water or food (35 percent), a place to sleep (33 percent) or arranged to get them home (29 percent).

There are few significant differences between the three last occasion drinker segments, given the small sub-sample sizes.

Table 34: What assistance drinkers, 18+ offered their intoxicated guests, by amount consumed last occasion (2009-2011)

Q49. Did you ...?

	Amount consumed last occasion				
	Base =	Total	Lower level drinker	Medium level drinker	High level drinker
		130*	29**	47	54
		%	%	%	%
Suggest they slow down their drinking		22	18	28	19
Suggest they stop drinking		14	7	11	22
Take their drink away		8	9	3	14
Offer them water or food		35	50	30	30
Offer to take them home		18	26	13	18
Arrange for them to get home		29	42	21	28
Offer a place for them to sleep		33	37	23	42
Other		9	5	2	22
Refused		0	0	0	0

The base numbers shown are unweighted counts.
 Total may exceed 100% because of multiple responses.
 *Sub-sample based on drinkers who invited guests who got drunk.

Finally, Table 35 shows that in most cases, the help and assistance offered to guests who had become intoxicated or had too much to drink, was accepted (87 percent) (Table 35). This was the case for all three last occasion drinker segments.

Table 35: Whether support offered by drinkers, 18+ to their intoxicated guests was taken, by amount consumed last occasion (2011)

Q51. Did they take this help or advice?

	Amount consumed last occasion				
	Base =	Total	Lower level drinker	Medium level drinker	High level drinker
		91*	18**	34	39
		%	%	%	%
Yes		87	97	86	80
No		13	3	12	20
Don't know		0	0	1	0
Total		100	100	100	100

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

7.0 Non-drinkers in drinking situations

This section of the report investigates the actions of adults, 18 and over who described themselves as Non-drinkers, when in the company of others who are drinking, and the steps they take to help others moderate their drinking and keep them safe.

The results are based on a consolidated sample of n=1,567 Non-drinkers, 18 years of age or more from the Attitudes and Behaviours towards Alcohol Surveys for 2009, 2010 and 2011.

7.1 A profile of Non-drinkers

Twenty-two percent of adults, 18 years and over identified themselves as Non-drinkers.

Non-drinkers are more likely to be female than male (60 percent are female compared with 52 percent of all adults), to have an older age profile (20 percent are aged 65 and over compared with 16 percent of all adults), and to have annual incomes of less than \$30,000 (31 percent compared with 23 percent of all adults).

Table 36 shows that 43 percent of Non-drinkers reported having been a drinker at some stage in the past. This was more likely to be the case for those aged 25-44, 45-64 and 65 years or more compared with those aged 18-24 (44 percent, 50 percent and 45 percent compared with 21 percent).

Males more than females were also more likely to report having been a drinker in the past (54 percent compared with 36 percent).

Table 36: Whether Adult Non-drinkers, 18+ had ever been a drinker, by age (2009-2011)

Q52. Have you ever been a drinker? [2010 2011]

	Total	18-24	25-44	45-64	65+
Base =	1,157*	283	312	353	209
	%	%	%	%	%
Yes	43	21	44	50	45
No	57	79	56	50	55
Don't know	0	0	0	0	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on Non-drinkers.

In the 2010 and 2011 Surveys, all Non-drinkers, regardless of whether they had been drinkers at some stage in the past, were asked why they had given up drinking or why they had not started drinking. Table 37 shows that most of these adults reported having given up or not started drinking for health-related reasons (26 percent), because of the taste of the alcohol (25 percent), or for religious reasons (22 percent).

Less than 10 percent had given up or not started drinking because of bad experiences in the past (nine percent), family commitments (nine percent), cost/financial pressure (seven percent), because they wanted to be a good role model (three percent), and/or because of work commitments (one percent).

Non-drinkers aged 18-24 were less likely than those in the older age groups to attribute their non-drinking stance to health-related reasons (15 percent, compared with 31 percent of those aged 65 years or more). In contrast, younger respondents 18-24 were more likely to state they had given up or not started because of religious reasons (31 percent compared with 10 percent of those aged 65 years or more).

Females were more likely than males to report having stopped drinking or not starting because they did not like the taste of alcohol, or how it made them feel (30 percent compared with 17 percent).

Males were more likely than females to report having stopped drinking or not starting because of bad experiences in the past (13 percent compared with seven percent).

Table 37: Reasons why Adult Non-drinkers, 18+ have stopped/never started drinking, by age (2009-2011)

Q52a. Are there any particular reasons why you are [now] a non-drinker? [2010 2011]

	Total	18-24	25-44	45-64	65+
Base =	1,157*	283	312	353	209
	%	%	%	%	%
Health-related reasons (e.g. physical and mental well-being)	26	15	21	33	31
Age (i.e. too old to drink)	3	0	3	2	4
Family commitments	9	12	9	11	6
Work commitments	1	1	1	2	1
Religious reasons	22	31	29	21	10
Bad experiences in the past (e.g. arguments and fights, unwanted sexual encounters)	9	4	8	10	13
Cost and financial pressure	7	3	6	8	9
Don't like the taste/way it makes me feel	25	23	19	29	29
To help my friends who drink (e.g. be a sober driver)	1	1	1	1	0
To be a good role model to others	3	2	3	2	5
Had a drinking problem	3	2	3	3	2
Negative effects/other peoples negative behaviour	11	11	7	10	19
Not interested/not a part of my life/can't be bothered	12	14	11	12	11
Other	6	5	7	2	10
None/No reasons	8	9	9	7	6
Don't know	0	0	1	0	0
Refused	0	0	0	0	1

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on Non-drinkers.

7.2 The most recent occasion Non-drinkers were in the company of others who were drinking

7.2.1 Location and occasion

Non-drinkers were asked to identify the location and situation in which they were most recently in the company of others who were drinking. Unlike in the case of drinkers, whose most recent drinking occasion was likely to have occurred in their home (52 percent), Non-drinkers in the company of others who were drinking reported being in a variety of different locations; including a family member's home (19 percent), a friend's home (17 percent) or their own home (15 percent), or a café or restaurant (13 percent) (Table 38).

Non-drinkers aged 18-24 were more likely to report being at a friend's house where alcohol was being consumed, than older Non-drinkers (34 percent, compared with 21 percent of those aged 25-64 and six percent of those aged 65 and over).

Male Non-drinkers were more likely than female Non-drinkers to have been in a sports club (eight percent compared with one percent).

Table 38: Location in which Non-drinkers, 18+ were with others where alcohol was being consumed, by age (2009-2011)

Q54. And where were you?

	Base =	Total	18-24	25-44	45-64	65+
		1,418*	344	410	464	200
		%	%	%	%	%
My home		15	13	15	13	22
Family member / relative's house		19	15	20	20	16
Friend's house		17	34	21	12	6
Pub/bar		7	5	9	7	5
Café or restaurant		13	9	11	15	18
Dance club/nightclub		2	2	3	1	0
Sports club		4	1	2	5	7
At work		5	5	7	6	4
Marae		0	0	0	1	0
Out and about (on the street, parks, etc.)		3	4	3	3	1
Driving around		0	1	0	0	0
Community/Church hall or function centre		5	6	4	4	5
Other		8	5	5	11	10
Don't know		2	1	0	3	6
Total		100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on Non-drinkers who were in the company of others who were drinking.

Twenty percent of Non-drinkers in the company of others who were drinking, were at a dinner or lunch. Seventeen percent were at someone's birthday and 21 percent at another type of party or celebration (Table 39).

Non-drinkers aged 18-24 were more likely than older Non-drinkers to report being at someone's birthday on the most recent drinking occasion (33 percent, compared with 18 percent of those aged 24-44, 16 percent of those aged 45-64, and nine percent of those aged 65 years or more).

Female Non-drinkers were more likely than males to be in the company of drinkers during lunch or dinner (24 percent compared with 15 percent of males), while males were more likely to have been at after work drinks (12 percent compared with six percent of females).

Table 39: Type of event at which Non-drinkers, 18+ were with others where alcohol was being consumed, by age (2009-2011)

Q53. Thinking about the last occasion you were with other people who were drinking, was it...

	Total	18-24	25-44	45-64	65+
Base =	1,568*	374	436	523	235
	%	%	%	%	%
Dinner or lunch	20	12	19	21	24
A BBQ	10	8	15	8	4
Someone's birthday	17	33	18	16	9
Some other party or celebration	21	20	20	22	24
After work drinks	8	8	10	9	3
No particular occasion	7	7	5	7	13
Other	5	2	3	8	6
Have never been to an occasion where other people were drinking	9	11	8	7	11
Don't know	2	0	1	2	6
Refused	0	0	0	0	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on Non-drinkers who were in the company of others who were drinking.

7.2.2 Providing help and assistance

As Table 40 shows, 24 percent of Non-drinkers reported that on the most recent occasion in which they were in the company of drinkers, someone consumed too much alcohol or became intoxicated. This was more likely to be the case for those aged 18-24 (27 percent) and those aged 25-44 (32 percent), compared with those aged 45-64 (21 percent) and 65 years or more (13 percent).

There are no significant differences by gender.

Table 40: Extent to which Non-drinkers were in the company of others who became intoxicated, by age (2009-2011)

Q56. Did anyone you were with have too much to drink, or get drunk, on that occasion?

	Base =	Total 1,418*	18-24 344	25-44 410	45-64 464	65+ 200
		%	%	%	%	%
Yes		24	27	32	21	13
No		71	71	65	74	79
Don't know		4	1	3	5	8
Total		100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on Non-drinkers who were in the company of others who were drinking.

Those in the company of others who became intoxicated or had too much to drink, were asked if they provided any assistance or help. Table 41 shows that approximately two-thirds (65 percent) did provide help or assistance.

This was more likely to be reported by those aged 18-24, compared with those aged 25-44, 45-64 and 65 years or more (89 percent compared with 61 percent, 63 percent and 54 percent).

There are no significant differences by gender.

Table 41: Extent to which Non-drinkers assisted others who had become intoxicated, by age (2009-2011)

Q57. Did you suggest or try to stop them from having too much to drink, or did you help keep them safe when they were drunk?

	Base =	Total 512*	18-24 135	25-44 161	45-64 164	65+ 52
		%	%	%	%	%
Yes		65	89	61	63	54
No		35	11	38	37	46
Don't know		0	0	0	0	0
Refused		0	0	0	0	0
Total		100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on Non-drinkers who were in the company of others who were drinking.

Table 42 shows that 50 percent of Non-drinkers who provided help and assistance to someone who become intoxicated or had too much to drink, did so before that person had become intoxicated. Forty-two percent intervened after that person had had too much to drink.

Those aged 18-24 were most likely to have offered help and assistance after the person had become intoxicated (59 percent compared with 41 percent of those aged 25-44, 40 percent of those aged 45-64 and 32 percent of those aged 65 and over).

There are no significant differences by gender.

Table 42: When Non-drinkers assisted others who had become intoxicated, by age (2009-2011)

Q59. And did you do this...

	Base =	Total	18-24	25-44	45-64	65+
		379*	113	113	120	33
		%	%	%	%	%
Once they'd already had too much to drink or before they got to that stage?		43	59	41	40	32
Don't know		50	37	59	52	31
		7	4	0	8	38
Total		100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on Non-drinkers who were in the company of others who were drinking and offered help and assistance to an intoxicated Drinker.

Most frequently, the help and assistance offered by Non-drinkers involved arranging transportation to take them home (24 percent), taking them home themselves (29 percent), suggesting they slow down their drinking (25 percent) or suggesting they stop drinking altogether (20 percent) (Table 43).

As the table shows, those aged 18-24 were more likely than other Non-drinkers to suggest to the person that they stop drinking (47 percent, compared with 17 percent of those aged 25-44, 16 percent of those aged 45-64 and 17 percent of those aged 65 years or more).

There are no significant differences by gender.

Table 43: Type of assistance given by Non-drinkers who provided support to others who had become intoxicated, by age (2009-2011)

Q58. Did you ...?

	Base =	Total	18-24	25-44	45-64	65+
		512*	135	161	164	52
		%	%	%	%	%
Suggest they slow down their drinking		25	47	19	21	32
Suggest they stop drinking		20	47	17	16	17
Take their drink away		8	22	6	5	12
Offer them water or food		29	47	32	20	13
Offer to take them home		29	41	23	34	32
Arrange for them to get home		24	47	16	28	15
Offer a place for them to sleep		25	34	24	26	14
Other		2	1	3	2	2
Don't know		2	1	5	1	1
Refused		0	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on Non-drinkers who were in the company of others who were drinking and offered help and assistance to an intoxicated Drinker.

Finally, Table 44 shows that, most Non-drinkers who offered help and assistance to someone who had become intoxicated reported that the person in question had accepted their support (72 percent). This was more likely to be the case for those in the younger age groups (71 percent of those aged 18-24 and 86 percent of those aged 25-44) compared with those aged 45-64 (64 percent) and those aged 65 years and over (41 percent).

There are no significant differences by gender.

Table 44: Whether assistance offered by Non-drinkers to others who had become intoxicated was accepted, by age (2009-2011)

Q60. Did they take this help or advice?

	Base =	Total	18-24	25-44	45-64	65+
		379*	113	113	120	33
		%	%	%	%	%
Yes		72	71	86	64	41
No		26	29	12	34	58
Don't know		1	1	2	2	1
Total		100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on Non-drinkers who were in the company of others who were drinking and offered help and assistance to an intoxicated Drinker.

Appendix A - Tabular results by Gender

Table 45: Level of planning relating to the most recent drinking occasion by drinkers, 18+, by gender (2009-2011)

Q25. Before the last drinking occasion, did you do any planning to make sure you didn't drink too much or get drunk, or to make sure you were safe if you did?

	Total	Male	Female
Base =	3,673*	1,813	1,860
	%	%	%
Yes	61	58	63
No	38	41	36
Don't know	1	1	1
Refused	0	0	0
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers.

Table 46: Type of planning considered for the most recent drinking occasion by drinkers, 18+, by gender (2009-2011)

Q26. And which of these, if any, did you plan to do? Did you...

	Total	Male	Female
Base =	2,485*	1,184	1,301
	%	%	%
Plan to limit how much alcohol you'd have	54	51	57
Plan to limit your drinking to low-alcohol drinks	55	56	55
Plan to make sure you ate food before or while you were drinking	66	61	71
Plan to have non-alcoholic drinks , including water, instead of alcohol	41	35	47
Plan to pace your drinking or have long breaks between drinks [2011]	14	11	16
Plan how you would get home safely	52	50	54
Plan to not leave too late	26	25	26
Plan what would happen if you got drunk or had too much to drink	32	32	32
Other	2	2	1
Don't know	1	1	1
Refused	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who stated they did some planning in relation to their most recent drinking occasion.

Table 47: Extent to which people were offered assistance in relation to the most recent drinking occasion by drinkers, 18+, by gender (2009-2011)

Q35. Did anyone suggest or try to stop you from having too much to drink, or help keep you safe when you were drunk?

	Total	Male	Female
Base =	838*	442	396
	%	%	%
Yes	50	47	54
No	49	53	45
Don't know	0	0	0
Refused	0	0	0
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion.

Table 48: Who offered assistance to those who became intoxicated or had too much to drink, by gender (2009-2011)

Q37. And who did this?

	Total	Male	Female
Base =	501*	253	248
	%	%	%
My partner	20	19	21
Other family member	23	15	30
Friend	53	53	52
Workmate	2	3	2
Boss	2	4	0
The host	3	5	2
Bar staff/owner	1	2	0
Other	11	15	8
No-one [2009 2010]	1	2	0
Don't know	2	0	3

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

Table 49: At what point help and assistance was offered to Adults who became intoxicated or had too much to drink, by gender (2009-2011)

Q38. And did they do this...

	Total	Male	Female
Base =	501*	253	248
	%	%	%
Once you'd already had too much to drink or before you got to that stage?	29	21	37
Don't know	65	74	55
Don't know	6	4	8
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

Table 50: Type of assistance offered to Adults who became intoxicated or had too much to drink, by gender (2009-2011)

Q36. Did they...

	Total	Male	Female
Base =	838*	442	396
	%	%	%
Suggest you slow down your drinking	8	8	8
Suggest you stop drinking	5	5	5
Try to take your drink away	3	3	4
Offer you water or food	30	30	29
Offer to take you home	16	15	17
Arrange for you to get home	19	17	21
Offer a place for you to sleep	26	24	29
Other	3	3	3
Don't know	1	1	1
Refused	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

Table 51: Whether assistance offered was taken by Adults who became intoxicated or had too much to drink, by gender (2009-2011)

Q39. Did you take this help or advice?

	Total	Male	Female
Base =	501*	253	248
	%	%	%
Yes	81	80	83
No	14	19	10
Don't know	4	1	7
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion, and were offered assistance or help.

Table 52: Consequences/effects of drunkenness for those who became intoxicated or had too much to drink, by gender (2009-2011)

Q40. What, if any, effects did you personally experience as a result of getting drunk on that occasion?

Base =	Total 886*	Male 468	Female 418
	%	%	%
Short term effects of drinking (e.g. loss of memory, vomiting, or hangovers)	49	47	50
Did something embarrassing or humiliating that I later regretted	2	1	3
Had an argument I later regretted	1	0	1
Hurt myself (e.g. tripping, accidental harm)	2	2	1
Got into a fight (violence / aggression)	0	0	0
Spent too much on alcohol	2	3	1
Felt unsafe	0	0	0
Drink driving	0	0	0
Felt pressure from the people I was with (e.g. being forced to drink, smoke, do drugs, etc.)	0	0	0
Got into a regrettable sexual encounter	1	0	1
Negative effects on family relationships or children	1	1	0
Wasn't able to meet family responsibilities	0	0	0
Wasn't able to meet work commitments (e.g. called in sick)	1	0	1
Positive effects (laughter, good feeling, comradeship, etc.)	10	10	11
Other	6	6	5
None	35	37	32
Don't know	1	2	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

*Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion.

Table 53: Prompted actions or thoughts following occasion where Adults became intoxicated or had too much to drink, by gender (2009-2011)

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

	Total	Male	Female
Base =	866*	463	403
	%	%	%
Think about how you drink	26	25	27
Think about cutting back how much you drink	28	31	25
Decide to drink water or eat food, to avoid getting drunk next time	31	28	34
Decide to drink less than you used to	34	35	32
Other	0	0	0
None of the above	42	40	44
Don't know	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who were drinking with others and got drunk on their most recent drinking occasion.

Table 54: Extent to which Adult drinkers made plans to ensure invited guests would not get intoxicated or drink too much, or to make sure they were safe if they did, by gender (2011)

Q28. Before anyone arrived at your home, did you do any planning to make sure they didn't drink too much or get drunk, or to make sure they were safe if they did?

	Total	Male	Female
Base =	295*	136	159
	%	%	%
Yes	47	46	47
No	53	52	53
Don't know	1	1	0
Refused	0	0	0
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who stated they did some planning for their guests in relation to their most recent drinking occasion.

Table 55: Type of planning considered for guests by drinkers, 18+, by gender (2011)

Q29. And which of these, if any, did you plan to do? Did you...

	Total	Male	Female
Base =	166*	80	86
	%	%	%
Plan to limit how much alcohol would be available	41	34	45
Plan to make sure food would be available	89	80	96
Plan to make sure non-alcoholic drinks, including water, would be available	75	68	80
Plan to not invite people who are problem drinkers	41	20	56
Plan for people to stay if they got drunk or had too much to drink	71	58	80
Plan how they would get home if they got drunk or had too much to drink	70	69	71
Plan to tell people about the expectations you had about them not getting drunk or having too much to drink	30	26	33
Plan to have activities or things to do other than drink	53	50	56
Other	9	20	2
Don't know	1	2	0
Refused	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who stated they did some planning for their guests in relation to their most recent drinking occasion.

Table 56: Extent to which drinkers, 18+ offered assistance to their guests, by gender (2011)

Q48. Did you suggest or try to stop them from having too much to drink, or did you help keep them safe when they were drunk?

	Total	Male	Female
Base =	130*	55	75
	%	%	%
Yes	64	63	66
No	35	37	34
Don't know	0	0	1
Refused	0	0	0
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers who invited guests who got drunk.

Table 57: When drinkers, 18+ offered assistance to intoxicated guests, by gender (2011)

Q50. And did you do this...?

	Total	Male	Female
Base =	91*	34	57
	%	%	%
Once they'd already had too much to drink or before they got to that stage?	59	68	52
Don't know	40	32	46
Don't know	1	0	2
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on drinkers who invited guests who got drunk and who offered assistance and help.

Table 58: What assistance drinkers, 18+ offered their intoxicated guests, by gender (2011)

Q49. Did you ...?

	Total	Male	Female
Base =	130*	55	75
	%	%	%
Suggest they slow down their drinking	22	21	23
Suggest they stop drinking	14	20	9
Take their drink away	8	8	9
Offer them water or food	35	24	45
Offer to take them home	18	18	19
Arrange for them to get home	29	28	30
Offer a place for them to sleep	33	32	34
Other	9	10	9
None of the above	35	37	34
Don't know	1	1	2
Refused	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on drinkers who invited guests who got drunk and who offered assistance and help.

Table 59: Whether assistance offered by drinkers, 18+ to their intoxicated guests was taken, by gender (2011)

Q51. Did they take this help or advice?

	Total	Male	Female
Base =	91*	34	57
	%	%	%
Yes	87	84	88
No	13	15	12
Don't know	0	1	0
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on drinkers who invited guests who got drunk and who offered assistance and help.

Table 60: Whether Adult Non-drinkers, 18+ had ever been a drinker, by gender (2010-2011)

Q52. Have you ever been a drinker? [2010 2011]

	Base =	Total 1,157*	Male 500	Female 657
		%	%	%
Yes		43	54	36
No		57	46	64
Don't know		0	0	0
Total		100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on Non-drinkers.

Table 61: Reasons why Adult Non-drinkers, 18+ have stopped/never started drinking, by gender (2010-2011)

Q52a. Are there any particular reasons why you are [now] a non-drinker? [2010 2011]

	Base =	Total 1,157*	Male 500	Female 657
		%	%	%
Health-related reasons (e.g. physical and mental well-being)		26	29	24
Age (i.e. too old to drink)		3	3	2
Family commitments		9	11	8
Work commitments		1	2	1
Religious reasons		22	24	21
Bad experiences in the past (e.g. arguments and fights, unwanted sexual encounters)		9	13	7
Cost and financial pressure		7	9	6
Don't like the taste/way it makes me feel		25	17	30
To help my friends who drink (e.g. be a sober driver)		1	1	1
To be a good role model to others		3	3	3
Had a drinking problem		3	4	2
Negative effects/other peoples negative behaviour		11	9	12
Not interested/not a part of my life/can't be bothered		12	12	12
Other		6	5	7
None/No reasons		8	8	8
Don't know		0	1	0
Refused		0	1	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on Non-drinkers.

Table 62: Location in which Non-drinkers, 18+ were with others where alcohol was being consumed, by gender (2009-2011)

Q53. Thinking about the last occasion you were with other people who were drinking, was it...

	Base =	Total 1,568*	Male 677	Female 891
		%	%	%
Dinner or lunch		20	15	24
A BBQ		10	10	9
Someone's birthday		17	18	17
Some other party or celebration		21	20	22
After work drinks		8	12	6
No particular occasion		7	9	6
Other		5	8	3
Have never been to an occasion where other people were drinking		9	4	11
Don't know		2	3	2
Refused		0	0	0
Total		100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on Non-drinkers who were in the company of others who were drinking.

Table 63: Type of event at which Non-drinkers, 18+ were with others where alcohol was being consumed, by gender (2009-2011)

Q54. And where were you?

	Base =	Total 1,418*	Male 621	Female 797
		%	%	%
My home		15	14	16
Family member / relative's house		19	16	20
Friend's house		17	19	15
Pub/bar		7	6	8
Café or restaurant		13	11	15
Dance club/nightclub		2	2	1
Sports club		4	8	1
At work		5	7	4
Marae		0	0	0
Out and about (on the street, parks, etc.)		3	3	3
Driving around		0	0	0
Community/Church hall or function centre		5	4	5
Other		8	8	8
Don't know		2	2	2
Total		100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on Non-drinkers who were in the company of others who were drinking.

Table 64: Extent to which Non-drinkers were in the company of others who became intoxicated, by gender (2009-2011)

Q56. Did anyone you were with have too much to drink, or get drunk, on that occasion?

	Base =	Total	Male	Female
		1,418*	621	797
		%	%	%
Yes		24	26	23
No		71	69	74
Don't know		4	5	4
Total		100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on Non-drinkers who were in the company of others who were drinking.

Table 65: Extent to which Non-drinkers assisted others who had become intoxicated, by gender (2009-2011)

Q57. Did you suggest or try to stop them from having too much to drink, or did you help keep them safe when they were drunk?

	Base =	Total	Male	Female
		512*	246	266
		%	%	%
Yes		65	61	68
No		35	38	32
Don't know		0	0	0
Refused		0	0	0
Total		100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on Non-drinkers who were in the company of others who were drinking.

Table 66: Type of assistance given by Non-drinkers who provided support to others who had become intoxicated, by gender (2009-2011)

Q58. Did you ...?

	Total	Male	Female
Base =	512*	246	266
	%	%	%
Suggest they slow down their drinking	25	30	20
Suggest they stop drinking	20	20	20
Take their drink away	8	9	8
Offer them water or food	29	28	30
Offer to take them home	29	26	32
Arrange for them to get home	24	24	24
Offer a place for them to sleep	25	27	22
Or anything else?	2	2	3
None of the above	36	39	34
Don't know	2	5	0
Refused	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple responses.

* Sub-sample based on Non-drinkers who were in the company of others who were drinking and offered help and assistance to an intoxicated Drinker.

Table 67: When Non-drinkers assisted others who had become intoxicated, by gender (2009-2011)

Q59. And did you do this...

	Total	Male	Female
Base =	379*	181	198
	%	%	%
Once they'd already had too much to drink or before they got to that stage?	43	45	42
Don't know	7	9	5
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on Non-drinkers who were in the company of others who were drinking and offered help and assistance to an intoxicated Drinker.

Table 68: Whether assistance offered by Non-drinkers to others who had become intoxicated was accepted, by gender (2009-2011)

Q60. Did they take this help or advice?

	Base =	Total	Male	Female
		379*	181	198
		%	%	%
Yes		72	71	74
No		26	27	25
Don't know		1	2	1
Total		100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

* Sub-sample based on Non-drinkers who were in the company of others who were drinking and offered help and assistance to an intoxicated Drinker.

