

Attitudes and Behaviour towards Alcohol Survey 2009-2011

Report 1.3 – Attitudes and opinions
(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: 978-1-927224-67-0 (Online)

Citation: Research New Zealand. (2013). ALAC Attitudes and Behaviour towards Alcohol Survey 2009-2011: Report 1.3 – Attitudes and opinions (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: reports focused on drinking behaviour; reports on planning, actions and consequences; and reports on attitudes and opinions. This report focuses on adults aged 18 years or more, and their beliefs about drinking, drunkenness, and the nature of New Zealand's drinking issues.

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 HPA.

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.



research
NEW ZEALAND

Attitudes and Behaviour towards Alcohol Survey, 2009-2011
Report 1.3 – Attitudes and Opinions Towards Drinking (Adults, 18 years and over)

September 2013



Attitudes and Behaviour towards Alcohol Survey, 2009-2011
Report 1.3 – Attitudes and Opinions (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 Main findings	9
4.0 The New Zealand population in context	12
5.0 Beliefs about drinking and drunkenness, and New Zealand's 'drinking problem'	13
5.1 Beliefs about drunkenness	13
5.1.1 Beliefs about acceptable places to be drunk	16
5.2 Beliefs about discussing drinking habits with friends and family	17
5.3 Beliefs about New Zealand's 'drinking problem'	19
5.3.1 Does New Zealand have a 'drinking problem'?	19
5.3.2 The nature of New Zealand's 'drinking problem'	20
5.3.3 How serious is New Zealand's 'drinking problem'?	21
5.4 Beliefs about the age at which young people should be allowed to drink alcohol	23
6.0 Results by amount consumed on the last occasion	25
6.1 Beliefs about drunkenness	25
6.2 Beliefs about discussing drinking habits with friends and family	29
6.3 Beliefs about New Zealand's 'drinking problem'	31
6.4 Beliefs about the age at which young people should be allowed to drink	34
7.0 Changes since 2009	36
7.1 Changes in beliefs about drunkenness	36
7.1.1 Changes in beliefs about acceptable places to be drunk	36
7.2 Changes in beliefs about New Zealand's 'drinking problem'	38
7.2.1 Does New Zealand have a 'drinking problem'?	38
7.2.2 The nature of New Zealand's 'drinking problem'	38
7.2.3 How serious is New Zealand's 'drinking problem'?	40
7.3 Changes in beliefs about the age at which young people should be allowed to drink	41
Appendix A - Tabular results by Gender	43



1.0 Survey reports

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

Report (1.3) is based on adults' (aged 18 years or more) and focuses on attitudes and opinions towards the consumption of alcohol, including beliefs about drinking, drunkenness, and the nature of New Zealand's drinking issues. 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 and over, who have consumed <u>one to six standard drinks</u> on their last drinking occasion.
Medium level last occasion drinker	Adults, 18 years and over, who have consumed <u>seven to twelve standard drinks</u> on their last drinking occasion.
High level last occasion drinker	Adults, 18 years and over, 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:

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

For all three surveys, Māori and Pacific peoples were over-sampled, with additional quotas also set for age and gender. Consequently, the data for all surveys has been weighted so that results quoted on the basis of the total sample are representative of the total NZ population aged 18 years and over¹.

Results based on the total consolidated sample of n=5,747 are subject to a maximum margin of error of plus or minus 2.0 percent (at the 95 percent confidence level). Results based on the individual surveys and their sub-samples are subject to higher margins of error. For example, the results for the total sample for the 2011 Survey are subject to a maximum margin of error of plus or minus 3.2 percent (at the 95 percent confidence level). Only statistically significant² 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 drinkers³). 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 See Glossary for definitions.



3.1 Main findings

Drunkenness is seen as OK by one in four adults, 18 years of age or more

- While most adults disagreed with the statement, “It’s OK to get drunk, as long as it’s not every day” (60 percent), one in four respondents agreed with this statement (28 percent). Drunkenness was self-defined.
- Twenty-six percent of adults agreed with the statement that, “Drunkenness is acceptable in some situations”. Private homes, and particularly one’s own home (67 percent), a friend’s house (25 percent), or a family member’s house (16 percent), were most frequently identified as the places where it was considered acceptable to be drunk.

Many adults acknowledge that they could cause serious harm to themselves or others if intoxicated

- Fifty-five percent of adults agreed with the statement, “I am more likely to cause serious harm to myself if I get drunk” (55 percent).
 - Forty-three percent disagreed with this statement (35 percent), or were indifferent (seven percent).
- Forty-five percent, agreed with the statement, “I am more likely to cause serious harm to other people if I get drunk”.

Most adults recognise the importance of friends and family talking to each other about any concerns relating to their drinking habits

- Most adults agreed that, “Talking honestly to friends whose drinking is getting out of hand (was) important to do”. (89 percent).
- Ninety-one percent of adults also agreed with the statement, “It’s OK for my friends and family to talk to me about my drinking if they’re concerned about it”.
- While one-half of respondents agreed with the statement, “My friends and family would listen to me if I suggested they cut back on their drinking”, (53 percent), one in four disagreed with the statement (26 percent) and another 16 percent were indifferent.



Most adults agree that New Zealand has a drinking problem

- ▀ Eighty-one percent of adults agreed that New Zealand has a drinking problem.
- ▀ New Zealand's drinking problem was described in various ways. Most frequently, it was described as being a problem relating to "binge drinking or the way people drink" (37 percent) and "anti-social behaviour, violence and crime" associated with drinking (18 percent).
- ▀ Others described New Zealand's drinking problem as one relating to the "image and attitudes to drinking, as portrayed in the media and our culture generally" (25 percent).
- ▀ Some respondents specifically described the problem as one relating to "youth and young people's drinking" (30 percent), while others described it as a problem relating to "older people or parents not, for example, setting a good example or educating their children" (12 percent).
- ▀ Others described the problem as one relating to the "accessibility (or supply) of alcohol and issues to do with enforcement" (17 percent). This covered matters to do with liquor outlets, opening hours and price, as well as policing and penalties.

Over one-half of adults who believe New Zealand has a drinking problem, consider it to be the most/one of the most serious problems in New Zealand

- ▀ At a national level, over one-half described New Zealand's drinking problem as "New Zealand's most serious problem" (10 percent) or "one of the most serious" (46 percent). Forty-one percent described it as "one of many problems" and two percent described it as "really only a minor problem".
- ▀ Compared with the seriousness of New Zealand's drinking problem at a national level, fewer respondents described the problem as serious in their particular "local area or community". In this context, about one-third described New Zealand's drinking as the "most serious problem" (eight percent) or "one of the most serious" (27 percent) problems in their local area or community. Thirty percent described it as "one of many problems" and 28 percent described it as "really only a minor problem".



A number of positive changes have occurred in adults' attitudes and opinions towards alcohol since 2009

- ▀ Positive changes in the attitudes and opinions of Adults, 18 years of age or more between 2009 and 2010 in particular, largely stabilised in 2011. These include:
 - ▀ Significantly fewer adults, disagreeing that New Zealand has a drinking problem.
 - ▀ Significantly more adults describing the problem as one relating to “anti-social behaviour, violence and crime”; to the “accessibility (supply) of alcohol and issues to do with enforcement”; and to the “image and attitudes to alcohol … as portrayed in the media and our culture generally”.
 - ▀ During the same period, the extent to which the problem was viewed as one relating to youth and young people’s drinking varied.
- ▀ Significantly more of those who believe New Zealand has a drinking problem, agree that – at national level at least – it is the most or one of the most serious problems the country has.
- ▀ Significantly fewer adults agreed that it is acceptable to be drunk at social and family functions and events, and in friends’ homes.



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 or more. The following population statistics are based on the most recent Census (2006 Census of Population and Dwellings, 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). According to the 2006 Census, the population increased by eight percent from 2001 (the year of the previous Census) and by 11 percent from 1996 the year of the Census before that.

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

	Male		Female		Total	
	Pop's Count	Pop's %	Pop's Count	Pop's %	Pop's Count	Pop's %
Age						
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 Beliefs about drinking and drunkenness, and New Zealand's 'drinking problem'

This section of the report examines the opinions of adults, 18 years of age and over, with a particular emphasis placed on their beliefs about drunkenness and New Zealand's 'drinking problem'. Also presented are results relating to respondents' opinions about the age at which young people should be before they are allowed to drink.

The results are based on a consolidated sample of n=5,747 Adults, 18 years of age or more from the Attitudes and Behaviour towards Alcohol Surveys for 2009, 2010 and 2011. Commentary is also provided where there are significant differences by gender. Tables by gender are provided in Appendix A.

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 Beliefs about drunkenness

Respondents were read a number of statements about drinking alcohol and drunkenness, and asked to agree or disagree with each statement using a 5-point scale from 1='strongly disagree' to 5='strongly agree'. While most adults disagreed with the statement, *It's OK to get drunk, as long as it's not every day* (60 percent), one in four respondents agreed with the statement (28 percent) (Table 2). Note that this table and the others in this section are based on the 2011 Survey only. A change in response scale means that it is not possible to present the consolidated data for all three surveys.

Agreement with the statement, *It's OK to get drunk, as long as it's not every day*, was higher amongst younger adults (53 percent of respondents aged 18-24 and 45 percent of those aged 25-44 agreed with this statement, compared with 21 percent of those aged 45-64 and eight percent of those aged 65 and over).

There were no significant differences by gender.



Table 2: Agreement-disagreement with, It's OK to get drunk, as long as it's not every day, by age (2011)

It's OK to get drunk, as long as it's not everyday [2011]

	Total	18-24	25-44	45-64	65+
	Base = 2,132	%	%	%	%
Strongly disagree	37	14	25	51	57
Disagree	23	17	23	23	29
Neither disagree nor agree	11	13	15	9	3
Agree	22	40	30	12	6
Strongly agree	6	15	7	3	2
Don't know	1	1	0	2	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.

Twenty six percent of adults agreed with the statement, *Drunkenness is acceptable in some situations* (Table 3). Again, there are significant differences by age with those aged under 45 years more likely to agree that drunkenness is acceptable and those 45 years of age or more, more likely to disagree. There were no significant differences by gender.

Table 3: Agreement-disagreement with, Drunkenness is acceptable in some situations, by age (2011)

Drunkenness is acceptable in some situations [2011]

	Total	18-24	25-44	45-64	65+
	Base = 2,132	%	%	%	%
Strongly disagree	40	18	28	51	64
Disagree	24	23	24	26	23
Neither disagree nor agree	10	13	14	7	1
Agree	21	37	28	13	5
Strongly agree	5	9	5	2	4
Don't know	1	1	1	0	3
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.



As shown in Table 2, 55 percent of adult drinkers agreed that they would be more likely to cause serious harm to themselves if they were drunk. Respondents aged 25-44 were more likely than any other age group to disagree with this statement (44 percent).

There are no significant differences by gender.

Table 2: Agreement-disagreement with, I am more likely to cause serious harm to myself if I get drunk, by age (2011)

I am more likely to cause serious harm to myself if I get drunk [2011]

	Total	18-24	25-44	45-64	65+
	Base = 1,544*	450	496	330	268
	%	%	%	%	%
Strongly disagree	20	16	24	17	17
Disagree	15	17	20	11	9
Neither disagree nor agree	7	11	4	9	4
Agree	31	34	30	31	31
Strongly agree	24	19	19	29	27
Don't know	3	1	2	3	9
Refused	0	0	0	0	2
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.

Forty-five percent of adults agreed with the statement, *I am more likely to cause serious harm to other people if I get drunk* (Table 3). Agreement with this statement varied by age, with younger respondents less likely to agree than older respondents. For example, 35 percent of respondents aged 25-44 agreed with this statement, compared with 52 percent of those aged 65 and over.

There are no significant differences by gender.

Table 3: Agreement-disagreement with, I am more likely to cause serious harm to other people if I get drunk, by age (2011)

I am more likely to cause serious harm to other people if I get drunk [2011]

	Total	18-24	25-44	45-64	65+
	Base = 1,544*	450	496	330	268
	%	%	%	%	%
Strongly disagree	24	21	30	20	21
Disagree	22	26	27	17	14
Neither disagree nor agree	7	11	7	6	5
Agree	22	26	18	23	24
Strongly agree	23	15	17	31	28
Don't know	2	1	1	2	5
Refused	0	0	0	0	2
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.



5.1.1 **Beliefs about acceptable places to be drunk**

As noted in the previous sub-section, 26 percent of respondents agreed that it was acceptable to be drunk in some situations. These respondents were asked to identify these situations and places.

Private homes, and particularly one's own home (67 percent), a friend's house (25 percent), or a family member's house (16 percent), were most frequently identified as the places where it was acceptable to be drunk (Table 4). Twenty-four percent reported that it was acceptable to be drunk in a pub/bar and 20 percent at a social or family event/function.

Respondents aged 18-24 were more likely to identify friend's houses (42 percent) and nightclubs (21 percent) as acceptable places to be drunk, compared with those in the older age groups (for example, these two types of locations were identified by 12 percent and two respectively, by those aged 45-64). Older drinkers however, were more likely to report that it is acceptable to be drunk at home (71 percent of those aged 45-64, compared with 59 percent of those aged 18-24).

There are no significant differences by gender.

Table 4: Acceptable places to be drunk, by age (2009-2011)

Q62. Where, if anywhere, do you personally believe it is acceptable to be drunk?

	Total Base = 1,382*	18-24 % 628	25-44 % 504	45-64 % 219	65+ % 31
At home	67	59	69	71	76
Family member / relative's house	16	19	14	15	17
Friend's house	25	42	23	12	0
Pub/bar	24	30	27	9	25
Café or restaurant	2	3	2	0	15
Dance club/nightclub	10	21	8	2	8
Sports club	2	2	2	1	0
At work	1	1	2	0	0
Marae	0	0	0	0	0
Out and about (on the street, parks, malls, etc.)	1	2	1	1	0
Driving around	0	0	0	0	0
Social/family events or functions	20	22	20	22	0
Music/sports events [2009-2010]	1	1	2	0	0
Anywhere [2009-2010]	2	2	2	0	0
Controlled/safe environment / With family, friends or people I trust [2009-2011]	4	5	3	6	7
Other	9	9	8	12	7
Don't know	2	1	1	4	17

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on those who agree drunkenness is acceptable in some situations.



5.2 Beliefs about discussing drinking habits with friends and family

Respondents were also asked to agree or disagree with a number of statements about discussing drinking habits with friends and family. Note that the results presented here are based on the 2011 Survey only. A change in response scale means that it is not possible to present the consolidated data for all three surveys.

Table 5 shows that most respondents (89 percent) agreed that, *Talking honestly to friends whose drinking is getting out of hand (was) important to do*.

Adults 65 and over were less likely to agree with this statement (74 percent, compared with 94 percent of those aged 18-24, 94 percent of those aged 25-44 and 88 percent of those aged 45-64).

There are no significant differences by gender.

Table 5: Agreement-disagreement with, Talking honestly to friends whose drinking is getting out of hand is important for people to do, by age (2011)

Talking honestly to friends whose drinking is getting out of hand is important for people to do [2011]

Base =	Total	18-24	25-44	45-64	65+
	2,132	584	641	481	426
%	%	%	%	%	%
Strongly disagree	3	2	2	3	8
Disagree	3	2	1	3	6
Neither disagree nor agree	3	2	2	2	7
Agree	33	34	37	28	33
Strongly agree	56	60	57	60	41
Don't know	2	1	0	4	5
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.

Most adults (91 percent) also agreed with the statement, *It's OK for my friends and family to talk to me about my drinking if they're concerned about it* (Table 6).

Again, agreement with this statement differed by age, with 76 percent of those aged 65 and over agreeing with the statement, compared with 94 percent of those aged 18-24, 94 percent of those aged 25-44 and 92 percent of those aged 45-64.

There are no significant differences by gender.



Table 6: Agreement-disagreement with, It's OK for my friends and family to talk to me about my drinking if they're concerned about it, by age (2011)

It's OK for my friends and family to talk to me about my drinking if they're concerned about it [2011]

	Total	18-24	25-44	45-64	65+
	Base = 1,544*	450	496	330	268
	%	%	%	%	%
Strongly disagree	3	2	2	4	7
Disagree	2	2	1	3	4
Neither disagree nor agree	2	1	3	1	6
Agree	39	34	42	37	41
Strongly agree	52	60	52	55	35
Don't know	1	0	0	1	5
Refused	0	0	0	0	2
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.

Although the majority of adults reported that it was ok for friends and family to talk to them about their drinking, they were less likely to agree that friends and family would listen to them if they suggested they cut back on their drinking. Table 7 shows that while one-half of respondents agreed with the statement, *My friends and family would listen to me if I suggested they cut back on their drinking* (53 percent), one in four disagreed with the statement (26 percent) and another 16 percent were indifferent.

The older the respondent, the less likely they were to agree with this statement. For example, 63 percent of those aged 18-24 agreed that their friends and family would listen to them if they suggested they cut back on their drinking, compared with 44 percent of those aged 65 years or more.

There are no significant differences by gender.

Table 7: Agreement-disagreement with, My friends and family would listen to me if I suggested they cut back on their drinking, by age (2011)

My friends and family would listen to me if I suggested they cut back on their drinking [2011]

	Total	18-24	25-44	45-64	65+
	Base = 2,132	584	641	481	426
	%	%	%	%	%
Strongly disagree	9	9	6	9	13
Disagree	17	11	21	16	14
Neither disagree nor agree	16	14	14	19	13
Agree	32	42	35	29	26
Strongly agree	21	21	21	21	18
Don't know	6	3	3	5	15
Refused	0	0	0	1	1
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



5.3 Beliefs about New Zealand's 'drinking problem'

All respondents were asked questions about New Zealand's 'drinking problem', including questions about whether there is such a problem, what the problem actually is, and how serious it is.

5.3.1 Does New Zealand have a 'drinking problem'?

Table 8 shows that 81 percent of adults agreed that New Zealand has a drinking problem. Ten percent disagreed.

The older the respondent, the more likely they were to agree with this statement. For example, 72 percent of those aged 18-24 agreed that New Zealand has a drinking problem, compared with 89 percent of those aged 65 years or more.

While the overall proportion of males (79 percent) who believe New Zealand has a drinking problem is not significantly different from females (83 percent), females (54 percent) were more likely than males (46 percent) to 'strongly agree' that this was the case.

Table 8: Agreement-disagreement with, Does New Zealand have a drinking problem, by age (2009-2011)

Q63. Do you agree or disagree with the statement that New Zealand has a 'drinking problem'?

Base =	Total	18-24	25-44	45-64	65+
	5,747	1,696	1,884	1,541	626
%	%	%	%	%	%
Strongly disagree	3	3	3	3	2
Disagree	7	13	9	5	5
Neither agree nor disagree	6	10	7	5	3
Agree	31	40	33	28	23
Strongly agree	50	32	46	56	66
Don't know	2	3	2	2	2
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



5.3.2 The nature of New Zealand's 'drinking problem'

Respondents who agreed that New Zealand has a drinking problem were asked to describe the nature of the problem.

Table 9 shows that New Zealand's drinking problem was described in various ways. Most frequently, it was described as being a problem relating to "binge drinking or the way people drink" (37 percent) and "anti-social behaviour, violence and crime" associated with drinking (18 percent).

Others described New Zealand's drinking problem as one relating to the "image and attitudes to drinking ... as portrayed in the media and our culture generally" (25 percent).

Some respondents specifically described the problem as one relating to "youth and young people's drinking" (30 percent), while others described it as a problem relating to "older people or parents not, for example, setting a good example or educating their children" (12 percent).

Still others described the problem as one relating to the "accessibility (or supply) of alcohol and issues to do with enforcement" (17 percent). This covered matters to do with liquor outlets, opening hours and price, as well as policing and penalties.

Descriptions of New Zealand's drinking problem varied by age. For example, those aged under 45 years were more likely than those 45 years or more as a problem relating to "binge drinking or the way people drink", whereas older respondents were more likely than younger respondents to describe the problem as one relating to "youth and young people's drinking", "accessibility (or supply) of alcohol and issues to do with enforcement", and "older people or parents not, for example, setting a good example or educating their children".

Females were more likely than males to describe the problem as relating to "youth and young people's drinking" (34 percent compared with 25 percent) and a problem relating to "older people or parents not, for example, setting a good example or educating their children" (15 percent compared with nine percent).



Table 9: The nature of New Zealand's drinking problem, by age (2009-2011)

Q65 In your own words, what do you think New Zealand's "drinking problem" is about?

	Total Base = 4,561*	18-24 % 1,232	25-44 % 1,501	45-64 % 1,293	65+ % 535
Binge drinking or the way people drink (including alcoholism)	37	43	40	34	31
Youth or young people's drinking	30	21	28	31	37
Image and attitudes to drinking (e.g. in media or culture)	25	25	26	24	26
Accessibility and enforcement (e.g. outlets, opening hours, price, penalties, policing)	17	8	15	20	23
Older people/Parents (including setting an example or education)	12	7	11	14	15
Behaviour when drinking (e.g. violence, crime, anti-social behaviour)	18	20	17	19	17
Drinking age	9	4	10	9	8
Nothing better to do/bored/escape/stress economic situation (unemployment) [2011]	3	2	3	3	5
Specific ethnicities [2009]	0	0	0	0	0
"It's not the drinking. It's how we're drinking." [2009]	0	0	0	0	0
General comment [2009]	2	2	2	3	0
Other	8	7	7	8	13
Don't know	5	7	5	4	4
Refused	0	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on those who believe New Zealand has a 'drinking problem'.

5.3.3 How serious is New Zealand's 'drinking problem'?

Respondents who agreed that New Zealand has a drinking problem were also asked how serious they believed the problem was, using a scale where 1='New Zealand's most serious problem' and 4='really only a minor problem'. They were asked to respond to this question on the basis of how serious a problem it was at a national level and in their 'local area or community'.

At a national level, over one-half described the problem as a serious one. While 10 percent described it as "New Zealand's most serious problem", 46 percent considered it "one of the most serious" (Table 10).

Forty-one percent described it as "one of many problems", while two percent described it as "really only a minor problem".

Opinion about the seriousness of New Zealand's drinking problem at a national level correlates with age, with older respondents 65 years or age or more, more likely than all other age groups to describe the problem as serious (67 percent compared with 48 percent for those aged 18-24, 50 percent for those aged 25-44 and 50 percent for those aged 45-64).



Females were more likely than males to describe New Zealand's drinking problem at a national level as being serious (59 percent compared with 53 percent).

Table 10: The seriousness of New Zealand's drinking problem, by age (2009-2011)

Q64. How serious would you say this problem is? Would you say it is...

	Base = Total 4,561*	Total	18-24	25-44	45-64	65+
		%	%	%	%	%
New Zealand's most serious problem	10	6	7	14	13	
One of the most serious	46	42	43	46	54	
One of many problems	41	48	48	37	30	
Really only a minor problem	2	3	2	2	1	
Don't know	0	0	0	0	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 those who believe New Zealand has a 'drinking problem'.

Compared with the seriousness of New Zealand's drinking problem at a national level, fewer respondents described the problem as serious in their particular 'local area or community' (Table 11). Note that the results are based on the 2010-2011 Surveys.

In this context, eight percent described the problem as the "most serious problem" in their local area or community, while 27 percent regarded it as "one of the most serious". Another 30 percent described it as "one of many problems" in their community, while 28 percent described it as "really only a minor problem".

Opinion about the seriousness of New Zealand's drinking problem at a community level also correlates with age, however, in this context older respondents 65 years or age or more are less likely than all other age groups to describe the problem as serious (27 percent compared with 37 percent for those aged 18-24, 37 percent for those aged 25-44 and 36 percent for those aged 45-64).

There are no significant differences by gender.

Table 11: The seriousness of New Zealand's drinking problem (at a community level), by age (2010-2011)

Q64a. And what about the local area or community in which you live? Would you say it is... [2010 2011]

	Base = Total 3,174*	Total	18-24	25-44	45-64	65+
		%	%	%	%	%
The most serious problem	8	10	8	8	8	
One of the most serious	27	27	29	28	19	
One of many problems	30	30	31	33	25	
Really only a minor problem	28	30	28	24	37	
Don't know	6	3	4	7	12	
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 those who believe New Zealand has a 'drinking problem'.



5.4 Beliefs about the age at which young people should be allowed to drink alcohol

Respondents were asked to identify how old a young person should be before they are allowed to drink alcohol at home (under the guidance of their parent or a responsible adult). They were also asked to identify how old they should be before they can drink at places other than their home.

Table 12 shows that responses varied in terms of how old respondents felt a young person should be before they are allowed to drink at home, with 40 percent believing this should be 17 years of age or younger and 53 percent believing this should be 18 years of age or older. Note that the results are based on the 2010-2011 Surveys.

Results to this question varied significantly by age, with younger respondents 18-24 more likely to report that young people under 18 years of age should be allowed to drink at home under adult supervision (49 percent compared with 39 percent of those aged 25-44 and 38 percent of those aged 45-64).

There are no significant differences by gender.

Table 12: Beliefs about the age of initiation for young people drinking at home, by age (2010-2011)

Q71a. In your opinion, how old should someone be before they are allowed to drink at home, under the guidance of their parents or another responsible adult? [2010 2011]

Base =	Total	18-24	25-44	45-64	65+
	3,938	1,119	1,264	1,006	549
%	%	%	%	%	%
Younger than 12 years old	2	1	2	3	1
12 years old	1	1	1	1	3
13 years old	1	1	1	1	2
14 years old	2	2	2	3	2
15 years old	9	9	9	7	9
16 years old	18	24	17	18	15
17 years old	7	11	7	5	6
18 years old or more	52	45	56	53	45
People shouldn't drink at all (at any age)	3	1	2	3	6
Don't know	6	5	4	6	11
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



While respondents had varied opinions about the age at which young people should be before they are allowed to drink alcohol at home, the large majority felt they needed to be at least 18 years of age before they are allowed to drink at places other than their home (88 percent) (Table 13).

There are no significant differences by age or gender.

Table 13: Beliefs about the age of initiation for young people drinking at places other than home, by age (2010-2011)

Q71b. And how old should they be before they can drink at places other than home? [2010 2011]

Base =	Total	18-24	25-44	45-64	65+
	3,938	1,119	1,264	1,006	549
	%	%	%	%	%
Younger than 12 years old	0	0	0	0	1
12 years old	0	0	0	1	0
13 years old	0	0	0	0	0
14 years old	0	0	0	0	0
15 years old	0	1	1	0	0
16 years old	2	5	3	2	0
17 years old	2	5	2	1	0
18 years old or more	88	85	90	88	86
People shouldn't drink at all (at any age)	3	1	2	4	6
Don't know	3	2	2	4	7
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



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. beliefs about drunkenness and their beliefs about New Zealand's 'drinking problem') 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 drinkers 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 Beliefs about drunkenness

At 53 percent, High level last occasion drinkers were more likely to agree with the statement, *Drunkenness is acceptable in some situations* (compared with 16 percent of Non-drinkers, 24 percent of Low level and 42 percent of Medium level last occasion drinkers (Table 14)).

Table 14: Agreement-disagreement with, It's OK to get drunk, as long as it's not every day, by non-drinkers and amount consumed last occasion (2011)

It's OK to get drunk, as long as it's not everyday [2011]

Base =	Total 2,132	Amount consumed last occasion			
		Non-drinker 587	Lower level drinker 877	Medium level drinker 367	High level drinker 301
		%	%	%	%
Strongly disagree	37	55	37	24	14
Disagree	23	20	27	20	14
Neither disagree nor agree	11	8	11	13	13
Agree	22	11	20	33	44
Strongly agree	6	5	4	9	13
Don't know	1	2	1	0	1
Refused	0	0	0	0	1
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



High level last occasion drinkers were also more likely than the other drinker segments to agree with the statement that, *Drunkenness is acceptable in some situations* (44 percent) (Table 15). This compares with 17 percent for Non-drinkers, 23 percent for Low level and 33 percent for Medium level last occasion drinkers.

Table 15: Agreement-disagreement with, Drunkenness is acceptable in some situations, by non-drinkers and amount consumed last occasion (2011)

Drunkenness is acceptable in some situations [2011]

Base =	Total 2,132	Amount consumed last occasion			
		Non-drinker	Lower level drinker	Medium level drinker	High level drinker
		587	877	367	301
Strongly disagree	40	58	39	30	14
Disagree	24	17	27	26	23
Neither disagree nor agree	10	6	10	10	19
Agree	21	15	20	28	28
Strongly agree	5	2	3	5	16
Don't know	1	1	1	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.

High level last occasion drinkers who believed it was acceptable to be drunk in some situations, were also more likely than the other drinker segments to identify particular situations and more situations as acceptable places to be drunk (Table 16). For example, 23 percent identified a dance club or nightclub as an acceptable place, compared with less than 10 percent for all other segments.



Table 16: Acceptable places to be drunk, by non-drinkers and amount consumed last occasion (2009-2011)

Q62. Where, if anywhere, do you personally believe it is acceptable to be drunk?

	Base = Total 1,382*	Amount consumed last occasion			
		Non-drinker 235 %	Lower level drinker 483 %	Medium level drinker 320 %	High level drinker 344 %
At home	67	69	66	69	66
Family member / relative's house	16	9	16	15	21
Friend's house	25	14	24	28	32
Pub/bar	24	17	22	27	31
Café or restaurant	2	1	3	1	4
Dance club/nightclub	10	8	7	7	24
Sports club	2	1	2	1	4
At work	1	0	2	1	2
Marae	0	0	0	0	2
Out and about (on the street, parks, malls, etc.)	1	1	1	2	1
Driving around	0	0	0	0	0
Social/family events or functions	20	16	21	21	20
Music/sports events [2009 2010]	1	2	1	2	1
Anywhere [2009 2010]	2	0	1	3	3
Controlled/safe environment / With family, friends or people I trust [2009 2011]	4	5	5	3	3
Other	9	12	9	8	8
Don't know	2	4	2	3	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on those who agree drunkenness is acceptable in some situations.

Despite being more likely to condone drunkenness and state that it was acceptable to be drunk in some situations, High level last occasion drinkers were less likely than the other drinker segments to agree that they would harm themselves if they became drunk (Table 17). More specifically, less than one-half agreed with the statement that, *I am more likely to cause serious harm to myself if I get drunk* (43 percent). This compares with 57 percent for Low level and 51 percent for Medium level last occasion drinkers.



Table 17: Agreement-disagreement with, I am more likely to cause harm to myself if I get drunk, by amount consumed last occasion (2011)

I am more likely to cause serious harm to myself if I get drunk [2011]

Base =	Total 1,544*	Amount consumed last occasion		
		Lower level drinker 877	Medium level drinker 367	High level drinker 300
		%	%	%
Strongly disagree	20	18	20	29
Disagree	15	14	16	20
Neither disagree nor agree	7	6	10	7
Agree	31	32	28	30
Strongly agree	24	25	23	13
Don't know	3	4	2	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.

Similarly, despite being more likely to condone drunkenness and state that it was acceptable to be drunk in some situations, High level last occasion drinkers were less likely than the other drinker segments to agree that they would harm other people if they became drunk (Table 18). Twenty-nine percent agreed with the statement that, *I am more likely to cause serious harm to other people if I get drunk*. This compares with 50 percent for Low level and 34 percent for Medium level last occasion drinkers.

Table 18: Agreement-disagreement with, I am more likely to cause harm to other people if I get drunk, by amount consumed last occasion (2011)

I am more likely to cause serious harm to other people if I get drunk [2011]

Base =	Total 1,544*	Amount consumed last occasion		
		Lower level drinker 877	Medium level drinker 367	High level drinker 300
		%	%	%
Strongly disagree	24	22	32	26
Disagree	22	18	23	40
Neither disagree nor agree	7	7	9	4
Agree	22	24	16	18
Strongly agree	23	26	18	11
Don't know	2	2	1	0
Refused	0	1	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.



6.2 Beliefs about discussing drinking habits with friends and family

Most Low level (90 percent), Medium level (90 percent) and High level last occasion drinkers (96 percent) agreed that, *Talking honestly to friends whose drinking is getting out of hand (was) important to do* (Table 19). While this was also the case with Non-drinkers, they were less likely to state this (82 percent).

Table 19: Agreement-disagreement with, ‘Talking honestly to friends whose drinking is getting out of hand is important for people to do’, by non-drinkers and amount consumed last occasion (2011)

Talking honestly to friends whose drinking is getting out of hand is important for people to do [2011]

Base =	Total 2,132	Amount consumed last occasion		
		Non-drinker 587	Lower level drinker 877	Medium level drinker 367
		%	%	%
Strongly disagree	3	7	2	4
Disagree	3	3	3	3
Neither disagree nor agree	3	4	2	2
Agree	33	28	35	31
Strongly agree	56	54	55	59
Don't know	2	3	3	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

Most Low level (91 percent), Medium level (93 percent) and High level last occasion drinkers (90 percent) also agreed that, *It's OK for my friends and family to talk to me about my drinking if they're concerned about it* (Table 20).

Table 20: Agreement-disagreement with, It's OK for my friends and family to talk to me about my drinking if they're concerned about it, by amount consumed last occasion (2011)

It's OK for my friends and family to talk to me about my drinking if they're concerned about it [2011]

Base =	Total 1,544*	Amount consumed last occasion		
		Lower level drinker 877	Medium level drinker 367	High level drinker 300
		%	%	%
Strongly disagree	3	3	2	4
Disagree	2	2	2	3
Neither disagree nor agree	2	3	1	1
Agree	39	41	37	33
Strongly agree	52	50	56	57
Don't know	1	1	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.



Over half of all Low level (54 percent), Medium level (58 percent) and High level last occasion drinkers (57 percent) agreed that, *My friends and family would listen to me if I suggested they cut back on their drinking*. Non-drinkers were less likely to report this (45 percent) (Table 21).

Table 21: Agreement-disagreement with, My friends and family would listen to me if I suggested they cut back on their drinking, by non-drinkers and amount consumed last occasion (2011)

My friends and family would listen to me if I suggested they cut back on their drinking [2011]

Base =	Total 2,132	Amount consumed last occasion			
		Non- drinker	Lower level drinker	Medium level drinker	High level drinker
		%	%	%	%
Strongly disagree	9	10	7	11	10
Disagree	17	22	16	15	16
Neither disagree nor agree	16	17	17	12	12
Agree	32	23	34	37	36
Strongly agree	21	22	20	21	21
Don't know	6	6	6	3	3
Refused	0	0	1	1	0
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



6.3 Beliefs about New Zealand's 'drinking problem'

Non-drinkers were the most likely to agree that New Zealand has a drinking problem (89 percent). Approximately three quarters of each of the last occasion drinker segments also agreed with this (72 percent of Low level, 75 percent of Medium level and 72 percent of High level last occasion drinkers) (Table 22).

One in five High level last occasion drinkers (18 percent) disagreed that New Zealand has a drinking problem.

Table 22: Agreement-disagreement with, Does New Zealand have a drinking problem, by non-drinkers and amount consumed last occasion (2009-2011)

Q63. Do you agree or disagree with the statement that New Zealand has a 'drinking problem'?

Base =	Total 5,747	Amount consumed last occasion			
		Non-drinker 1,567	Lower level drinker 2,197	Medium level drinker 1,053	High level drinker 930
		%	%	%	%
Strongly disagree	3	1	3	4	4
Disagree	7	3	8	10	14
Neither agree nor disagree	6	4	6	9	8
Agree	31	28	30	36	36
Strongly agree	50	61	52	39	36
Don't know	2	3	2	3	3
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

- There are some differences in opinion across the drinker segments in terms of the nature of New Zealand's drinking problem.

- Non-drinkers are more likely to describe the problem as one relating to "anti-social behaviour, violence and crime" associated with drinking (22 percent).

- Low level last occasion drinkers are more likely than Medium and High level last occasion drinkers to relate New Zealand's drinking problem to New Zealand's "image and attitudes to drinking ... as portrayed in the media and our culture generally" (28 percent).



Table 23: The nature of New Zealand's drinking problem, by non-drinkers and amount consumed last occasion (2009-2011)

Q65 In your own words, what do you think New Zealand's "drinking problem" is about?

Base =	Total 4,561*	Amount consumed last occasion			
		Non-drinker 1,343	Lower level drinker 1,771	Medium level drinker 781	High level drinker 666
		%	%	%	%
Binge drinking or the way people drink (including alcoholism)	37	32	37	42	40
Youth or young people's drinking	30	29	30	28	32
Image and attitudes to drinking (e.g. in media or culture)	25	24	28	22	16
Accessibility and enforcement (e.g. outlets, opening hours, price, penalties, policing)	17	18	19	14	14
Older people/Parents (including setting an example or education)	12	13	12	12	15
Behaviour when drinking (e.g. violence, crime, anti-social behaviour)	18	22	16	19	16
Drinking age	9	9	8	8	12
Nothing better to do/bored/escape/stress economic situation (unemployment) [2011]	3	3	4	3	2
Specific ethnicities [2009]	0	0	0	0	0
"It's not the drinking. It's how we're drinking." [2009]	0	0	0	1	0
General comment [2009]	2	2	2	1	2
Other	8	8	8	8	8
Don't know	5	5	4	6	5
Refused	0	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on those who believe New Zealand has a 'drinking problem'.



At a national level, Non-drinkers (64 percent) and Low level last occasion drinkers (58 percent) were more likely than Medium level (42 percent) and High level drinkers (41 percent) to consider the problem as "New Zealand's most serious problem" or "one of the most serious" (Table 24).

Table 24: The seriousness of New Zealand's drinking problem, by non-drinkers and amount consumed last occasion (2009-2011)

Q64. How serious would you say this problem is? Would you say it is...

Base =	Total 4,561* %	Amount consumed last occasion			
		Non-drinker 1,343 %	Lower level drinker 1,771 %	Medium level drinker 781 %	High level drinker 666 %
New Zealand's most serious problem	10	15	10	7	8
One of the most serious	46	49	48	38	33
One of many problems	41	33	40	52	57
Really only a minor problem	2	2	1	3	2
Don't know	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 those who believe New Zealand has a 'drinking problem'.

In contrast, all drinker segments rated the problem more or less equally at a community level (Table 25). For example, 39 percent of Non-drinkers considered it was the most/one of the most serious in their community, compared with 33 percent of Low level, 35 percent of Medium level and 39 percent of High level last occasion drinkers.

Table 25: The seriousness of New Zealand's drinking problem (at a community level), by non-drinkers and amount consumed last occasion (2009-2011)

Q64a. And what about the local area or community in which you live? Would you say it is... [2010 2011]

Base =	Total 3,174* %	Amount consumed last occasion			
		Non-drinker 986 %	Lower level drinker 1,217 %	Medium level drinker 534 %	High level drinker 437 %
The most serious problem	8	12	6	8	11
One of the most serious	27	27	27	27	28
One of many problems	30	28	30	36	28
Really only a minor problem	28	27	30	25	27
Don't know	6	6	7	5	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 those who believe New Zealand has a 'drinking problem'



6.4 Beliefs about the age at which young people should be allowed to drink

Non-drinkers had significantly different views from the three last occasion drinker segments in terms of the age at which young people should be allowed to drink alcohol at home (Table 26). Two-thirds (68 percent) of Non-drinkers felt that young people should be at least 18 years of age before they started drinking at home, while nine percent explicitly stated they should not drink at all. In comparison, 47 percent of Low level, 46 percent of Medium level, and 46 percent of High level last occasion drinkers felt they needed to be at least 18 years of age.

Table 26: Beliefs about the age of initiation for young people drinking at home, by non-drinkers and amount consumed last occasion (2010-2011)

Q71a. In your opinion, how old should someone be before they are allowed to drink at home, under the guidance of their parents or another responsible adult? [2010 2011]

Base =	Total 3,938	Amount consumed last occasion			
		Non-drinker 1,156	Lower level drinker 1,466	Medium level drinker 712	High level drinker 604
Younger than 12 years old	2	1	2	3	1
12 years old	1	1	2	1	1
13 years old	1	0	2	1	2
14 years old	2	1	3	2	2
15 years old	9	3	11	10	8
16 years old	18	7	19	26	29
17 years old	7	3	9	7	7
18 years old or more	52	68	47	46	46
People shouldn't drink at all (at any age)	3	9	1	0	1
Don't know	6	8	6	5	3
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



In comparison, Low level (82 percent), Medium level (90 percent) and High level last occasion drinkers (89 percent) were just as likely as Non-drinkers (82 percent) to believe that young people needed to be at least 18 years of age before they are allowed to drink at places other than their home (Table 27).

Table 27: Beliefs about the age of initiation for young people drinking at places other than home, by non-drinkers and amount consumed last occasion (2010-2011)

Q71b. And how old should they be before they can drink at places other than home? [2010 2011]

Base =	Total 3,938	Amount consumed last occasion			
		Non-drinker 1,156	Lower level drinker 1,466	Medium level drinker 712	High level drinker 604
		%	%	%	%
Younger than 12 years old	0	0	0	0	0
12 years old	0	0	0	0	0
13 years old	0	0	0	0	0
14 years old	0	0	0	0	0
15 years old	0	0	1	0	0
16 years old	2	1	3	3	4
17 years old	2	1	2	3	3
18 years old or more	88	82	90	90	89
People shouldn't drink at all (at any age)	3	11	1	1	1
Don't know	3	5	3	2	2
Total	100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



7.0 Changes since 2009

This section of the report identifies and comments on significant changes since 2009 in the beliefs of Adults, 18 years of age or more.

The time series is based on the Attitudes and Behaviour towards Alcohol Surveys for 2009, 2010 and 2011.

7.1 Changes in beliefs about drunkenness

As noted in Section 5.1, time series relating to adults' beliefs about drunkenness and beliefs about discussing drinking habits with friends and family are not presented here because of a change in response scale. The data presented in Section 5.1 are based on the 2011 Survey.

7.1.1 Changes in beliefs about acceptable places to be drunk

Table 28 shows that there have been some significant changes in the opinions of adults with regard to the places in which it is acceptable to get drunk. For example, between 2009 and 2010, there was a significant decrease in the acceptability of being drunk at social and family events or functions (from 24 percent in 2009 to 14 percent in 2010). This stabilised in 2011 (15 percent).

Over the same two-year period, there was also a significant decrease in acceptability in relation to friends' homes (from 27 percent in 2009 to 22 percent in 2010). This similarly stabilised in 2011 (21 percent).

In contrast, the acceptability of being drunk at home has fluctuated, and there has been no change in relation to pubs and bars, and dance clubs and nightclubs.



Table 28: Acceptable places to be drunk, by year

Q62. Where, if anywhere, do you personally believe it is acceptable to be drunk?

Base =	2009	2010	2011
	433	419	530
	%	%	%
At home	63	78	65
Family member / relative's house	16	16	17
Friend's house	31	25	23
Pub/bar	25	22	24
Café or restaurant	3	2	1
Dance club/nightclub	11	8	10
Sports club	4	1	1
At work	2	1	1
Marae	1	0	0
Out and about (on the street, parks, malls, etc.)	1	3	1
Driving around	0	0	0
Social/family events or functions	28	16	17
Music/sports events [2009 2010]	2	1	0
Anywhere [2009 2010]	4	2	0
Controlled/safe environment / With family, friends or people I trust [2009 2011]	10	0	4
Other	9	9	9
Don't know	2	1	2

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on those who agree drunkenness is acceptable in some situations.



7.2 Changes in beliefs about New Zealand's 'drinking problem'

7.2.1 Does New Zealand have a 'drinking problem'?

The proportion of adults agreeing that New Zealand has a drinking problem increased significantly between 2009 (77 percent) and 2010 (83 percent). This stabilised in 2011 (82 percent) (Table 29).

Table 29: Agreement-disagreement that, New Zealand has a drinking problem, by year

Q63. Do you agree or disagree with the statement that New Zealand has a 'drinking problem'?

Base =	2009	2010	2011
	1,809	1,806	2,132
	%	%	%
Strongly disagree	4	2	3
Disagree	10	8	7
Neither agree nor disagree	7	6	6
Agree	29	30	32
Strongly agree	48	52	50
Don't know	2	2	3
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

7.2.2 The nature of New Zealand's 'drinking problem'

Between 2009 and 2011 there have been significant changes in the way adults described New Zealand's drinking problem (Table 30).

For example, between 2009 (31 percent) and 2010 (25 percent), there was a significant decrease in the proportion of respondents describing the problem as one relating to "youth and young people's drinking", but this increased significantly to 34 percent in 2011.

Significant increases, from 2009 to 2010, were also recorded in terms of respondents viewing the problem as one relating to:

- "Anti-social behaviour, violence and crime" associated with drinking. Eleven percent described the problem in these terms in 2009, whereas 19 percent did so in 2010. This stabilised in 2011 (21 percent).
- "Accessibility (or supply) of alcohol and issues to do with enforcement". Fourteen percent described the problem in these terms in 2009, whereas 20 percent did so in 2010. This stabilised in 2011 (17 percent).



Consistently significant increases were also recorded in terms of respondents viewing the problem as one relating to the “image and attitudes to drinking … as portrayed in the media and our culture generally”. Twenty-one percent described the problem in these terms in 2009, 21 percent in 2010 and 32 percent in 2011.

Table 30: The nature of New Zealand's drinking problem, by year

Q65 In your own words, what do you think New Zealand's “drinking problem” is about?

Base =	2009	2010	2011
	%	%	%
Binge drinking or the way people drink (including alcoholism)	38	34	38
Youth or young people's drinking	31	25	34
Image and attitudes to drinking (e.g. in media or culture)	21	21	32
Accessibility and enforcement (e.g. outlets, opening hours, price, penalties, policing)	14	20	17
Older people/Parents (including setting an example or education)	11	13	13
Behaviour when drinking (e.g. violence, crime, anti-social behaviour)	11	19	21
Drinking age	7	7	11
Nothing better to do/bored/escape/stress economic situation (unemployment) [2011]	0	0	9
Specific ethnicities [2009]	0	0	0
"It's not the drinking. It's how we're drinking." [2009]	1	0	0
General comment [2009]	7	0	0
Other	5	9	9
Don't know	4	7	3
Refused	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on those who believe New Zealand has a 'drinking problem'.



7.2.3 How serious is New Zealand's 'drinking problem'?

Table 31 shows that between 2009 (52 percent) and 2010 (58 percent), there was a significant increase in the proportion of adults who believed New Zealand had a drinking problem, describing the problem – at a national level – as the most/one of the most serious problems. This stabilised in 2011 (57 percent).

Table 31: The seriousness of New Zealand's drinking problem, by year

Q64. How serious would you say this problem is? Would you say it is...

Base =	2009	2010	2011
	1,387	1,446	1,728
	%	%	%
New Zealand's most serious problem	6	11	13
One of the most serious	46	47	44
One of many problems	46	39	41
Really only a minor problem	1	3	2
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 those who believe New Zealand has a 'drinking problem'.

In comparison, between 2010 (39 percent) and 2011 (32 percent), there has been a significant decrease in the proportion describing it as the most/one of the most serious problem in their community (Table 332).

Table 332: The seriousness of New Zealand's drinking problem (at a community level), by year

Q64a. And what about the local area or community in which you live? Would you say it is... [2010 2011]

Base =	2010	2011
	1,446	1,728
	%	%
The most serious problem	9	7
One of the most serious	30	25
One of many problems	30	30
Really only a minor problem	26	30
Don't know	4	7
Total	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on those who believe New Zealand has a 'drinking problem'.



7.3 Changes in beliefs about the age at which young people should be allowed to drink

Table 33 shows that opinion relating to the age at which young people should be allowed to drink alcohol at home has changed between 2010 and 2011. In 2010, the majority of adults believed young people needed to be at least 18 years of age (63 percent). In 2011, this had decreased to 42 percent).

Table 33: Beliefs about the age of initiation for young people drinking at home, by year

Q71a. In your opinion, how old should someone be before they are allowed to drink at home, under the guidance of their parents or another responsible adult? [2010 2011]

Base =	2010	2011
	1,806	2,132
	%	%
Younger than 12 years old	2	2
12 years old	1	2
13 years old	0	2
14 years old	1	3
15 years old	5	11
16 years old	13	23
17 years old	8	6
18 years old or more	63	42
People shouldn't drink at all (at any age)	2	3
Don't know	5	6
Total	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



Table 34 shows that there has been no significant change in the opinions of respondents between the two years in terms of the age at which young people need to be before they are allowed to drink at places other than their home.

Table 34: Beliefs about the age of initiation for young people drinking at places other than home, by year

Q71b. And how old should they be before they can drink at places other than home? [2010 2011]

Base =	2010	2011
	%	%
Younger than 12 years old	0	0
12 years old	0	0
13 years old	0	0
14 years old	0	0
15 years old	0	1
16 years old	3	2
17 years old	2	2
18 years old or more	89	88
People shouldn't drink at all (at any age)	3	3
Don't know	3	4
Total	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



Appendix A - Tabular results by Gender



Table 37: Agreement-disagreement with, It's OK to get drunk, as long as it's not every day, by gender (2011)

It's OK to get drunk, as long as it's not everyday [2011]

Base =	Total	Male	Female
	2,132*	1,013	1,119
Strongly disagree	37	37	37
Disagree	23	24	23
Neither disagree nor agree	11	10	11
Agree	22	22	22
Strongly agree	6	6	5
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.

Table 38: Agreement-disagreement with, Talking honestly to friends whose drinking is getting out of hand is important for people to do, by gender (2011)

Talking honestly to friends whose drinking is getting out of hand is important for people to do [2011]

Base =	Total	Male	Female
	2,132*	1,013	1,119
Strongly disagree	3	3	3
Disagree	3	3	3
Neither disagree nor agree	3	3	2
Agree	33	38	29
Strongly agree	56	52	60
Don't know	2	1	3
Refused	0	0	0
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

Table 39: Agreement-disagreement with, Drunkenness is acceptable in some situations, by gender (2011)

Drunkenness is acceptable in some situations [2011]

Base =	Total	Male	Female
	2,132*	1,013	1,119
Strongly disagree	40	37	43
Disagree	24	26	23
Neither disagree nor agree	10	10	9
Agree	21	22	20
Strongly agree	5	5	4
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.



Table 40: Agreement-disagreement with, I am more likely to cause serious harm to myself if I get drunk, by gender (2011)

I am more likely to cause serious harm to myself if I get drunk [2011]

Base =	Total	Male	Female
	1,544*	760	784
	%	%	%
Strongly disagree	20	20	19
Disagree	15	15	16
Neither disagree nor agree	7	7	6
Agree	31	35	28
Strongly agree	24	21	26
Don't know	3	2	4
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 41: Agreement-disagreement with, I am more likely to cause serious harm to other people if I get drunk, by gender (2011)

I am more likely to cause serious harm to other people if I get drunk [2011]

Base =	Total	Male	Female
	1,544*	760	784
	%	%	%
Strongly disagree	24	26	23
Disagree	22	23	21
Neither disagree nor agree	7	7	7
Agree	22	25	19
Strongly agree	23	18	27
Don't know	2	1	3
Refused	0	0	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 drinkers.

Table 42: Agreement-disagreement with, My friends and family would listen to me if I suggested they cut back on their drinking (2011)

My friends and family would listen to me if I suggested they cut back on their drinking [2011]

Base =	Total	Male	Female
	2,132*	1,013	1,119
	%	%	%
Strongly disagree	9	9	8
Disagree	17	16	18
Neither disagree nor agree	16	17	15
Agree	32	34	30
Strongly agree	21	20	21
Don't know	6	4	7
Refused	0	0	1
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.



Table 43: Agreement-disagreement with, It's OK for my friends and family to talk to me about my drinking if they're concerned about it, by gender (2011)

It's OK for my friends and family to talk to me about my drinking if they're concerned about it [2011]

Base =	Total	Male	Female
	1,544*	760	784
	%	%	%
Strongly disagree	3	5	2
Disagree	2	2	2
Neither disagree nor agree	2	2	3
Agree	39	43	35
Strongly agree	52	47	56
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 44: Acceptable places to be drunk, by gender (2009-2011)

Q62. Where, if anywhere, do you personally believe it is acceptable to be drunk?

Base =	Total	Male	Female
	1,382*	747	635
	%	%	%
At home	67	66	69
Family member / relative's house	16	15	17
Friend's house	25	26	23
Pub/bar	24	25	22
Café or restaurant	2	3	2
Dance club/nightclub	10	11	9
Sports club	2	3	1
At work	1	2	1
Marae	0	1	0
Out and about (on the street, parks, malls, etc.)	1	2	1
Driving around	0	0	0
Social/family events or functions	20	21	20
Music/sports events [2009 2010]	1	2	0
Anywhere [2009 2010]	2	2	1
Controlled/safe environment / With family, friends or people I trust [2009 2011]	4	3	6
Other	9	12	6
Don't know	2	2	3

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on those who agree drunkenness is acceptable in some situations.



Table 45: Agreement-disagreement with, New Zealand has a drinking problem, by gender (2009-2011)

Q63. Do you agree or disagree with the statement that New Zealand has a 'drinking problem'?

Base =	Total	Male	Female
	%	%	%
Strongly disagree	3	3	3
Disagree	7	9	6
Neither agree nor disagree	6	7	6
Agree	31	33	29
Strongly agree	50	46	54
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.

Table 46: The nature of New Zealand's drinking problem, by gender (2009-2011)

Q65 In your own words, what do you think New Zealand's "drinking problem" is about?

Base =	Total	Male	Female
	%	%	%
Binge drinking or the way people drink (including alcoholism)	37	38	36
Youth or young people's drinking	30	25	34
Image and attitudes to drinking (e.g. in media or culture)	25	24	26
Accessibility and enforcement (e.g. outlets, opening hours, price, penalties, policing)	17	16	19
Older people/Parents (including setting an example or education)	12	9	15
Behaviour when drinking (e.g. violence, crime, anti-social behaviour)	18	17	19
Drinking age	9	8	9
Nothing better to do/bored/escape/stress economic situation (unemployment) [2011]	3	3	3
Specific ethnicities [2009]	0	0	0
"It's not the drinking. It's how we're drinking." [2009]	0	0	0
General comment [2009]	2	2	2
Other	8	8	8
Don't know	5	5	4
Refused	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on those who believe New Zealand has a 'drinking problem'.



Table 47: The seriousness of New Zealand's drinking problem, by gender (2009-2011)

Q64. How serious would you say this problem is? Would you say it is...

Base =	Total	Male	Female
	4,561*	2,129	2,432
	%	%	%
New Zealand's most serious problem	10	11	10
One of the most serious	46	42	49
One of many problems	41	43	40
Really only a minor problem	2	3	1
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 those who believe New Zealand has a 'drinking problem'.

Table 48: The seriousness of New Zealand's drinking problem (at a community level), by gender (2010-2011)

Q64a. And what about the local area or community in which you live? Would you say it is... [2010 2011]

Base =	Total	Male	Female
	3,174*	1,468	1,706
	%	%	%
The most serious problem	8	8	8
One of the most serious	27	27	27
One of many problems	30	29	31
Really only a minor problem	28	29	28
Don't know	6	6	6
Total	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sub-sample based on those who believe New Zealand has a 'drinking problem'.



Table 49: Beliefs about the age of initiation for young people drinking at home, by gender (2010-2011)

Q71a. In your opinion, how old should someone be before they are allowed to drink at home, under the guidance of their parents or another responsible adult? [2010 2011]

Base =	Total	Male	Female
	3,938*	1,880	2,058
Younger than 12 years old	2	3	1
12 years old	1	2	1
13 years old	1	1	1
14 years old	2	3	2
15 years old	9	9	8
16 years old	18	17	19
17 years old	7	6	7
18 years old or more	52	51	52
People shouldn't drink at all (at any age)	3	3	2
Don't know	6	6	6
Total	100	100	100

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

Table 50: Beliefs about the age of initiation for young people drinking at places other than home, by gender (2010-2011)

Q71b. And how old should they be before they can drink at places other than home? [2010 2011]

Base =	Total	Male	Female
	3,938	1,880	2,058
Younger than 12 years old	0	0	0
12 years old	0	0	0
13 years old	0	0	0
14 years old	0	0	0
15 years old	0	1	0
16 years old	2	3	2
17 years old	2	2	1
18 years old or more	88	87	89
People shouldn't drink at all (at any age)	3	3	3
Don't know	3	3	4
Total	100	100	100

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