

Attitudes and Behaviour towards Alcohol Survey 2010-2012

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

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The Health Promotion Agency's (HPA) commissioning of this research was managed by Dr Craig Gordon, Senior Researcher.

The HPA Attitudes and Behaviour towards Alcohol Survey (ABAS) is undertaken every year by HPA 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, any 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.

HPA commissioned Research New Zealand to undertake the ABAS in the field and produce a series of reports in June 2012. Final reports were received in March 2014. The report series uses a three-year snapshot with data from the 2010, 2011 and 2012 surveys 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 between the surveys from 2009.

The series of reports is 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 alcohol-related drinking behaviour, particularly in relation to their last drinking occasion, including how much and what was consumed, where they were drinking, and whether they self-report getting drunk.

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HPA Attitudes and Behaviour towards Alcohol Survey, 2010-2012
Report 1.1 – The alcohol drinking behaviour of adults, 18 years and over

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1.0 Survey reports

This is one of a suite of reports based on the HPA Attitudes and Behaviour towards Alcohol Surveys from 2010, 2011 and 2012.

This report (1.1) is based on the alcohol drinking behaviour of adults aged 18 years or more who identified themselves as drinkers. The report focuses on the last drinking occasion, including how much was consumed, where they were drinking, and whether they self-report getting drunk. It is one 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 the surveys focused on adults.

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 3</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 describe 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

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 (2010 – 2012).

Specific details relating to each of these surveys are:

- HPA Attitudes and Behaviour towards Alcohol Survey, 2012. This survey was completed between November 2012 and January 2013, with a nationally representative sample of n=2,120 adults, 18 years and over.
- HPA Attitudes and Behaviour towards Alcohol Survey, 2011. This survey was completed between November and December 2011, with a nationally representative sample of n=2,132 adults, 18 years and over.
- HPA Attitudes and Behaviour towards Alcohol Survey, 2010. This survey was completed between November and December 2010, with a nationally representative sample of n=1,806 adults, 18 years and over.

For all three surveys, Māori and Pacific peoples were over-sampled, with additional quotas also set for age and gender. Consequently, the data for all surveys has been weighted so that results quoted on the basis of the total sample are representative of the total NZ population aged 18 years or more¹.

Results based on the total consolidated sample of n=6,058 are subject to a maximum margin of error of plus or minus 1.7 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 2012 Survey are subject to a maximum margin of error of plus or minus 2.7 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 drinkers)³. 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

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

- Seventy-eight percent of adults, 18 years and over, self-identified as drinkers, 84 percent of whom reported consuming alcohol on at least one day in the last four weeks. While the majority of adults are drinkers and have consumed alcohol in the last four weeks, the frequency with which they do this differs significantly.

For example, while 15 percent of drinkers reported they had not consumed any alcohol in the last four weeks, an almost identical proportion (16 percent) reported consuming alcohol at least every second day.

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

The volume of alcohol consumed is measured by asking respondents how many drinks they had on their most recent drinking occasion. As drinkers tend to under-report, the reported number is adjusted depending on the type of alcohol mainly consumed. On a calibrated basis, on the most recent drinking occasion, 51 percent consume up to and including the equivalent of three standard drinks, while 44 percent consume the equivalent of five standard drinks or more.

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

Forty percent of drinkers reported that wine or sparkling wine was the main drink type consumed on their most recent drinking occasion. The next most commonly-mentioned drink types were ordinary strength beer (28 percent) and full-strength spirits (12 percent).

On the most recent drinking occasion, one-in-three adult drinkers drank alcohol at medium or higher levels

- Based on the volume of alcohol consumed on the most recent drinking occasion, almost one-in-three (31 percent) adult drinkers had consumed at Medium or High levels (seven or more standard drinks on their last drinking occasion). On a total sample basis, this equates to 25 percent of New Zealand's adult population.

One-in-eight adult drinkers 'drank too much' on their most recent drinking occasion

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



The proportion of adults, 18 years and over, who identify as drinkers has fluctuated over time

- The proportion of adults identified as drinkers decreased significantly in 2010 (from 84 percent in 2009 to 74 percent in 2010). Whilst the proportion of Medium to High level last occasion drinkers did not change, at that time there was a significant drop in Lower level consumption (Figure 1).

While the proportion of Medium to High level last occasion drinkers has remained consistent through into 2012, the proportion of Lower level last occasion drinkers has increased since 2010, while the proportion of Non-drinkers has decreased.

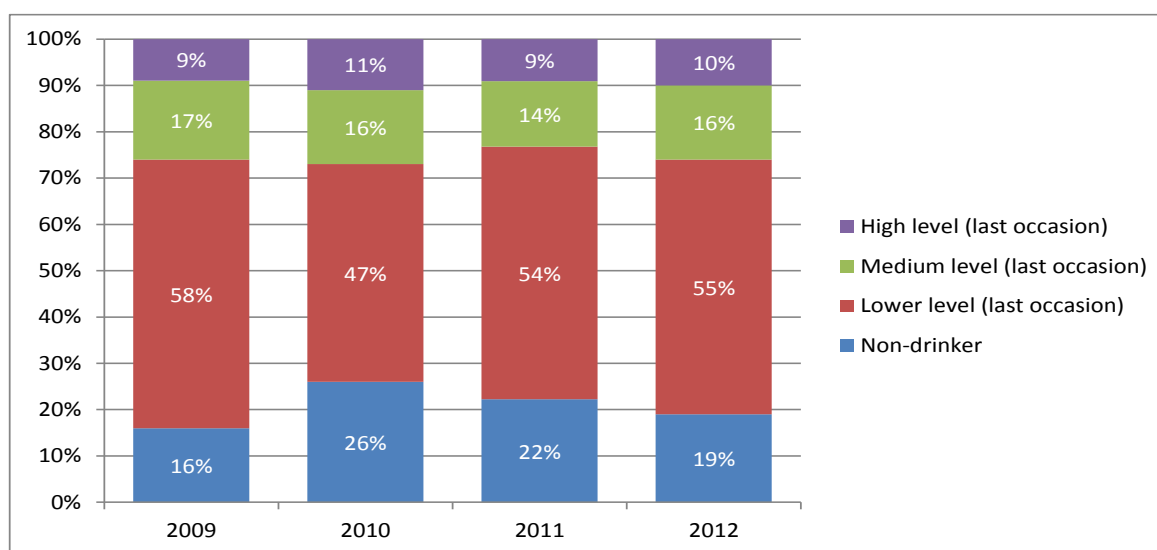
The proportions of Lower level drinkers and Non-drinkers has returned to levels similar to those recorded in 2009 (19 percent currently identify as Non-drinkers in 2012, compared with 16 percent in 2009; and 55 percent in 2012 report Lower levels of last occasion drinking, compared with 58 percent in 2009).

- Similar patterns were recorded in relation to the number of drinking occasions and the number of drinks being consumed per occasion.

For example, in 2009, 52 percent of drinkers reported consuming alcohol on at least five days or more over the last four weeks. This proportion decreased significantly in 2010 to 39 percent before increasing slightly to 40 percent in 2011 and then significantly increasing in 2012 to 47 percent.

Similarly, the volume of alcohol being consumed on the last drinking occasion decreased significantly in 2010 (compared to 2009), but in 2012 has returned to similar volumes to those in 2009.

Figure 1: Drinking levels (Non-drinkers and amount consumed last occasion, 18+) over time (2009-2012)



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



4.0 The New Zealand population in context

To help provide a context for the behavioural results reported in this report, this section provides a brief overview of the New Zealand adult population, 18 years and over. The following population statistics are based on the most recent Census (2013 Census of Population and Dwellings, Statistics New Zealand).

The estimated New Zealand population was 4,242,048 as at 5 March 2013; approximately 75 percent of which were adults aged 18 years or more (3,195,000).

Table 1 presents population data (based on the 2013 Census) for New Zealanders, by gender, based on the then total population of 3,195,000 people aged 18 years and over. The age categories shown are those used in the report.

Table 1: Population counts – New Zealand adults, 18+, by gender and age (2013 Census)*

	Male		Female		Total	
	Pop'n Count	Pop'n %	Pop'n Count	Pop'n %	Pop'n Count	Pop'n %
Age						
18-24	204,000	9.9	201,000	9.2	405,000	9.5
25-44	517,000	25.0	571,000	26.2	1,088,000	25.6
45-64	529,000	25.6	566,000	26.0	1,095,000	25.8
65+	279,000	13.5	328,000	15.1	607,000	14.3
Total	1,529,000	74.1	1,666,000	76.5	3,195,000	75.3
Total NZ Population	2,064,000		2,178,000		4,242,000	

*Population counts rounded to the nearest 1,000.



5.0 Drinking behaviour

This section of the report summarises the behaviour of adults, 18 years and over, with respect to their consumption of alcohol. The results are based on a consolidated sample of n=6,058 adults, 18 years and over, from the HPA Attitudes and Behaviour towards Alcohol Surveys for 2010, 2011 and 2012.

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

5.1 Drinking incidence and frequency

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

Adults 65 years of age or more were less likely to identify themselves as drinkers than those in the younger age groups. For example, 74 percent of adults aged 65 or more identified themselves as drinkers compared with 78 percent of those aged 18-24 and 45-64. Seventy-nine percent of adults aged 25-44 years also identified themselves as drinkers.

Males were more likely to identify themselves as drinkers than females (79 percent, compared with 76 percent).

Table 2: Proportion of adults, 18+, who are drinkers and Non-drinkers, by age (2010-2012)

	Total	18-24	25-44	45-64	65+
Base =	6,058	1,532	1,936	1,635	955
	%	%	%	%	%
Non-drinker	22	22	21	22	26
Drinker	78	78	79	78	74
Total	100	100	100	100	100

While 15 percent of drinkers explicitly reported not having consumed any alcohol at all in the past four weeks, most (84 percent) reported having consumed alcohol on at least one day in the past four weeks (Table 3).

Within the past four weeks, the reported frequency of drinking varied significantly. For example, while 15 percent of drinkers reported they had not consumed any alcohol in the last four weeks, 16 percent reported consuming alcohol at least every second day.

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



Males in general reported drinking alcohol more often than females (21 percent of male drinkers reported drinking at least once every two days during the past four weeks, compared with 15 percent of female drinkers).

Table 3: Number of days in the last four weeks drinkers, 18+, consumed an alcoholic drink, by age (2010-2012)

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

	Base =	Total 4,400*	18-24 1,159	25-44 1,486	45-64 1,131	65+ 624
		%	%	%	%	%
None		15	15	14	16	15
One		12	12	14	11	11
Two, i.e. about once a fortnight		11	14	12	11	7
3 or 4 days, i.e. between once a week and once a fortnight		18	23	17	18	15
5 or 6 days, i.e. about every 5 or 6 days		10	14	11	10	6
7 to 10 days, i.e. about every 3 or 4 days		12	13	14	10	10
11 to 15 days, i.e. about every 2 days		5	4	5	6	4
15 but less than 30 days, i.e. at least every second day – but not every day		9	3	9	9	12
About 30 days, i.e. every day		7	0	4	8	18
Don't know		1	1	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.

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

The number of (calibrated⁴) drinks consumed on the most recent drinking occasion ranged from the equivalent of one standard drink through to 'sixteen or more' standard drinks (Table 4).

On the most recent drinking occasion, 51 percent of drinkers consumed up to and including the equivalent of three standard drinks and 69 percent of drinkers consumed the equivalent of up to seven standard drinks. One in ten drinkers (10 percent) report consuming the equivalent of sixteen or more standard drinks on the most recent drinking occasion.

On their most recent drinking occasion, older drinkers consume significantly less alcohol than other age groups. For example, 11 percent of drinkers aged 65 or more reported consuming the equivalent of seven or more standard drinks on their most recent drinking occasion, compared with 54 percent of drinkers aged 18-24 years,

Male drinkers also reported consuming a higher number of drinks than females on their last drinking occasion (38 percent of males reported consuming the equivalent of seven or more standard drinks on their most recent drinking occasion, compared with 23 percent of females).

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



Table 4: Number of standard drinks consumed on last occasion, by age (2010-2012)

Q30. Number of drinks last occasion (calibrated)

	Total	18-24	25-44	45-64	65+
Base =	4,243*	1,087	1,453	1,094	609
	%	%	%	%	%
Less than two	12	8	9	16	14
Two	15	4	11	18	28
Three	24	16	23	26	32
Four	5	6	6	6	3
Five to six	13	11	12	15	12
Seven to nine	12	16	14	11	7
Ten to twelve	6	8	8	3	2
Thirteen to fifteen	3	6	4	2	1
Sixteen or more	10	24	12	4	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 drinkers who report how many drinks they had on their last drinking occasion.

5.2 Main drink types consumed (last occasion)

On their most recent drinking occasion, 40 percent of adult drinkers reported having mainly consumed wine. Ordinary strength beer (28 percent) and full-strength spirits, mixed or straight (12 percent), were the two next most commonly-mentioned beverages (Table 5).

Wine was most likely to be identified as the main drink type by older drinkers (62 percent of drinkers aged 65 or more reported mainly consuming wine on the last drinking occasion, compared with 16 percent of those aged 18-24).

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

- RTD's were identified by 21 percent of drinkers aged 18-24 as their main drink type compared with three percent of those aged 45-64 and two percent of those aged 65 years or more.
- Full strength spirits were identified by 19 percent of drinkers aged 18-24 as their main drink type compared with 12 percent of those aged 25-44, 11 percent of those aged 45-64 and seven percent of those aged 65 or more.

Half of all male drinkers (48 percent) reported mainly consuming ordinary strength beer during their most recent drinking occasion (compared with nine percent of female drinkers).

Conversely, 58 percent of female drinkers reported mainly consuming wine (compared with 20 percent of male drinkers).



Table 5: Main type of alcoholic drink consumed on the last occasion, by age (2010-2012)

Q29. Still thinking about the last occasion you were drinking alcohol, what did you mainly drink?

	Total	18-24	25-44	45-64	65+
Base =	4,400*	1,159	1,486	1,131	624
	%	%	%	%	%
Low alcohol beer	4	4	4	5	4
Ordinary strength beer	28	26	31	29	19
Extra strength beer	1	1	2	1	1
Wine or sparkling wine	40	16	35	46	62
RTDs	8	21	9	3	2
Low alcohol spirits mixed or straight	3	6	2	2	2
Full strength spirits, mixed or straight	12	19	12	11	7
Liqueurs	2	2	2	1	1
Cider	1	1	2	0	0
Other	1	1	1	0	0
Don't know	1	1	0	1	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.

5.3 Drinking location and event (last occasion)

On their most recent drinking occasion, the most common drinking location for adult drinkers was in their own home (52 percent), followed by a friend's house (18 percent), pub/bar (10 percent), family member or relative's house (nine percent) and café or restaurant (six percent) (Table 6).

Older drinkers were more likely to report that they last consumed alcohol at home compared with younger drinkers. For example, 66 percent of drinkers aged 65 or more and 58 percent of those aged 45-64 reported that their most recent drinking occasion took place in the home, compared with 28 percent of drinkers aged 18-24.

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

- Forty-one percent of drinkers aged 18-24 reported that their most recent drinking occasion took place at a friend's house, compared with 12 percent of those aged 45-64 and six percent of those aged 65 or more.
- Twenty percent of drinkers aged 18-24 reported having most recently consumed alcohol in a pub/bar, compared with eight percent of drinkers aged 45-64 and six percent of those aged 65 or more.

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

When asked to describe the nature of their last drinking occasion, one-third (35 percent) reported that the drinking took place over a meal (dinner or lunch). Sixteen percent described the occasion as a party or celebration (Table 7).



One-in-four adult drinkers (26 percent) reported that their most recent drinking occasion took place 'for no particular reason'.

Older drinkers were more likely than younger drinkers to report that their most recent drinking occasion took place over a meal (51 percent of drinkers aged 65 or more and 39 percent of those aged 45-64 reported last consuming alcohol at a dinner or lunch, compared with 14 percent of drinkers aged 18-24).

Younger drinkers were more likely than older drinkers to describe their most recent drinking occasion as a party or celebration (26 percent of drinkers aged 18-24 reported most recently drinking at a party or celebration, compared with 12 percent of drinkers aged 45-64 and 11 percent of those aged 65 or more).

Although there were no significant gender differences in terms of drinking location, there were differences in the nature of the occasion. Female drinkers were more likely to report that they last had a drink over a meal than male drinkers (41 percent, compared with 29 percent). On the other hand, male drinkers were more likely than female drinkers to report that they last had a drink for 'no particular occasion' (31 percent, compared with 21 percent).

Table 6: Location where drinkers, 18+, last consumed an alcoholic drink, by age (2010-2012)

Q20. Where were you drinking?

	Base =	Total 4,400*	18-24 1,159	25-44 1,486	45-64 1,131	65+ 624
		%	%	%	%	%
My home		52	28	51	58	66
Family member or relative's house		9	6	10	9	7
Friend's house		18	41	19	12	6
Pub/bar		10	20	10	8	6
Café or restaurant		6	5	6	6	7
Dance club/nightclub		2	7	1	1	1
Sports club		2	1	2	2	5
At work		2	2	3	2	0
Marae		0	0	0	0	0
Out and about (on the street, parks, etc.)		1	4	2	1	0
Driving around		0	0	0	0	0
Community/Church hall or function centre		1	1	1	0	1
Other		6	5	6	6	7
Don't know		0	0	0	0	0
Refused		0	0	0	0	0

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



Table 7: Type of event where drinkers, 18+, last consumed an alcoholic drink, by age (2010-2012)

Q22. Was it ...?

	Total	18-24	25-44	45-64	65+
Base =	4,149*	1,141	1,409	1,044	555
	%	%	%	%	%
Dinner or lunch	35	14	34	39	51
A BBQ	11	12	16	8	4
Someone's birthday	11	21	10	7	9
Some other party or celebration	16	26	18	12	11
After work drinks	7	6	9	8	3
No particular occasion	26	26	22	31	26
Other	2	2	3	2	2
Don't know	0	0	0	0	1
Refused	0	0	0	0	0

The base numbers shown are unweighted counts.

Total may not sum to 100% because of multiple response.

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

5.4 Self-reported levels of intoxication (last occasion)

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

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

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

A similar proportion of male and female drinkers reported having 'got drunk' on their most recent drinking occasion (14 percent and 10 percent, respectively). Furthermore, a similar proportion of male and female drinkers reported having 'got drunk' intentionally (eight percent and five percent, respectively).



Table 8: Proportion of drinkers, 18+, who planned to 'get drunk' on their last drinking occasion, by age (2010-2012)

Q32. And did you plan to do this?

	Total	18-24	25-44	45-64	65+
Base =	4,400*	1,159	1,486	1,131	624
	%	%	%	%	%
Got drunk	12	28	16	6	2
Planned	(6)	(19)	(8)	(2)	(0)
Not planned	(6)	(9)	(8)	(3)	(1)
Not drunk	88	71	84	94	98
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 drinkers.

Lower levels of drinking (last occasion) for adults (18 years and over) is categorised as consuming less than seven standard drinks on the most recent drinking occasion. As shown in Table 9 most adult drinkers reported that they did not drink more than the equivalent of seven standard drinks on any occasion in the last four weeks (73 percent); 10 percent reported having done so once, while 16 percent had done so at least twice.

Younger drinkers were more likely than older drinkers to report having consumed the equivalent of seven standard drinks or more on any occasion in the last four weeks (52 percent of drinkers aged 18-24 reported having done this on at least one occasion, compared with 32 percent of those aged 25-44, 16 percent of those aged 45-64 and nine percent of those aged 65 or more).

Table 9: Number of times in last four weeks drinkers, 18+, consumed seven or more drinks on any one occasion, by age (2010-2012)

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

	Total	18-24	25-44	45-64	65+
Base =	4,400*	1,159	1,486	1,131	624
	%	%	%	%	%
Once	10	16	14	5	4
Twice	5	13	6	3	1
Three times	2	5	3	1	1
Four or more times	9	18	9	7	3
None	73	47	68	84	90
Don't know	1	1	1	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.



6.0 Last occasion drinking levels

This section of the report shows the extent to which adults (18 years and over) are drinking alcohol on their most recent drinking occasion. The results are based on a consolidated sample of n=6,058 adults from the HPA Attitudes and Behaviour towards Alcohol Surveys for 2010, 2011 and 2012.

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

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

As stated earlier in this report, 78 percent of all adults identified themselves as drinkers, most of whom reported consuming alcohol on at least one day in the last four weeks (85 percent). Based on all drinkers, almost one-in-three (31 percent) had consumed the equivalent of seven or more drinks on their most recent drinking occasion; a Medium to High level of consumption.

As shown in Table 10, 22 percent of adults identified themselves as Non-drinkers, while around half (53 percent) consumed at a Lower level of consumption on the most recent drinking occasion, 15 percent at a Medium level and 10 percent at a High level. When only drinkers are considered (Non-drinkers are excluded), on the most recent drinking occasion, 69 percent were drinking at a Lower level of consumption, 18 percent at a Medium level and 13 percent at a High level.

Older adults were more likely to identify as Non-drinkers (26 percent of adults aged 65 and over, compared with 22 percent of those aged 18-24 and 45-64, and 21 percent of those aged 25-44).

Younger adults were more likely to be categorised as drinking at Medium or High levels of consumption on the most recent drinking occasion than older respondents. For example, 22 percent of adults aged 18-24 and 13 percent of those aged 25-44 consumed alcohol at a High level on their most recent drinking occasion, compared with five percent of those aged 45-64 and two percent of those aged 65 years or more.

Male drinkers were significantly more likely to be categorised as drinking at Medium or High levels of consumption on the most recent drinking occasion than female drinkers. More specifically, 17 percent of male drinkers consumed alcohol at a Medium level and 12 percent at a High level, compared with 14 percent and seven percent of female drinkers, respectively.



Table 11 shows that half of the adult drinkers who reported getting drunk or drinking too much on the last occasion, planned to do so (six percent planned to get drunk, and six percent got 'drunk' but did not plan to do so). While the proportion of people reporting getting 'drunk' increases with the amount consumed on the last drinking occasion (23 percent of Medium level drinkers and 50 percent of Higher level drinkers), the ratio of those reporting that they planned to do so remains similar for Lower level and Medium level last occasion drinkers.

Table 10: Drinking levels (Non-drinkers and amount consumed last occasion) for adults, 18+, by age (2010-2012)

	Base =	Total 6,058 %	18-24 1,532 %	25-44 1,936 %	45-64 1,635 %	65+ 955 %
Non-drinker		22	22	21	22	26
Lower level (last occasion)		53	34	48	61	64
Medium level (last occasion)		15	21	19	12	8
High level (last occasion)		10	22	13	5	2
Total		100	100	100	100	100

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

Table 11: Proportion of drinkers, 18+, who planned to 'get drunk' on their last drinking occasion, by age (2010-2012)

Q32. And did you plan to do this?

	Base =	Total 4,400* %	Lower level (last occasion) 2,439 %	Medium level (last occasion) 1,095 %	High level (last occasion) 866 %
Got drunk		12	2	23	50
Planned		6	1	11	28
Not planned		6	1	11	21
Not drunk		88	97	77	50
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.



7.0 Changes since 2009

This section of the report identifies and comments on significant changes since 2009 in the consumption of alcohol by adults, 18 years and over. The time series is based on the HPA Attitudes and Behaviour towards Alcohol Surveys for 2009, 2010, 2011 and 2012.

7.1 Changes in overall drinking

Tables 12 to Table 19 present results relating to the drinking behaviour of adults, 18 years and over, for the past four years. Behaviour is examined in the context of the last four weeks and the most recent drinking occasion.

The proportion of adults who identify themselves as drinkers has fluctuated over the four year period. In 2009, 84 percent of adults identified as drinkers. This proportion significantly decreased to 74 percent in 2010 before increasing to 78 percent in 2011 (the increase between 2010 and 2011 was not significant). At 81 percent, the 2012 result is significantly higher than that reported in 2010 but is similar to that reported in 2009.

The frequency with which drinkers report having consumed alcohol in the last four weeks also shows a similar pattern between 2009 and 2012.

- u In 2009, 52 percent of drinkers reported consuming alcohol on at least five days over the last four weeks. This proportion significantly decreased in 2010 to 39 percent and then increased slightly to 40 percent in 2011. In 2012, this proportion increased again to 47 percent. The current result is significantly higher than that recorded in 2010 and 2011, but similar to that in 2009.

The number of drinks consumed per occasion also shows a similar pattern.

- u In 2009, eight percent of drinkers reported consuming the equivalent of sixteen or more standard drinks on the last occasion. This proportion increased significantly to 13 percent in 2010, decreased slightly to 10 percent in 2011 and then increased again to 13 percent in 2012. Although the current result is significantly higher than that recorded in 2010, it is identical to that recorded in 2009.
- u Similarly, the proportion of adult drinkers consuming up to three standard drinks has significantly increased since 2010. In 2009, this proportion was 53 percent which significantly decreased to 45 percent in 2010. In 2011, a significant increase brought this proportion back to 53 percent and has remained at a similar level (51 percent) in 2012. The current result is significantly higher than the 2010 result but is comparable to the levels reported in 2009 and 2011.



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

There are no significant changes in the main types of alcohol consumed, with ordinary strength beer and wine continuing to be the drinks of choice. Note: the choice of alcohol for women and men is different (see section 5.2 and Appendix).

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

There have been some changes in terms of the type of event at which drinkers last consumed alcohol.

- In 2009, 34 percent of adult drinkers had alcohol with a meal on their last drinking occasion. This proportion significantly decreased significantly to 26 percent in 2010 before significantly increasing to 38 percent in 2011, and remaining at this level in 2012.
- The proportion of drinkers reporting that their last drinking occasion occurred for 'no particular reason' has fluctuated over the past four years. The difference between 2009 and 2010 was statistically significant (17 percent and 28 percent), as was the difference between 2011 and 2012 (20 percent and 29 percent). The 2012 result is significantly higher than that reported in 2009 and 2011.

Table 12: Number of adult, 18+, drinkers and Non-drinkers, by year

Base =	2009	2010	2011	2012
	1,809	1,806	2,132	2,120
	%	%	%	%
Non-drinker	16	26	22	19
Drinker	84	74	78	81
Total	100	100	100	100

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



Table 13: Number of days in the last four weeks drinkers, 18+, consumed an alcoholic drink, by year

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

	2009	2010	2011	2012
Base =	1,545	1,237	1,398	1,618
	%	%	%	%
None	9	17	15	14
One	9	13	14	11
Two, i.e. about once a fortnight	10	13	10	10
3 or 4 days, i.e. between once a week and once a fortnight	20	18	21	16
5 or 6 days, i.e. about every 5 or 6 days	12	10	11	9
7 to 10 days, i.e. about every 3 or 4 days	15	13	9	14
11 to 15 days, i.e. about every 2 days	8	4	4	6
15 but less than 30 days, i.e. at least every second day - but not every day	11	7	8	10
About 30 days, i.e. every day	6	5	8	8
Don't know	0	0	1	1
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.

Table 14: Number of standard drinks drinkers, 18+, consumed on last drinking occasion, by year

Q30. Number of drinks last occasion (calibrated)

	2009	2010	2011	2012
Base =	1,362*	1,184*	1,493*	1,566
	%	%	%	%
Less than two	11	11	12	12
Two	14	12	18	13
Three	28	22	23	26
Four	4	4	7	5
Five to six	12	15	11	13
Seven to nine	12	14	11	13
Ten to twelve	6	7	6	5
Thirteen to Fifteen	3	2	2	4
Sixteen or more	8	13	10	8
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 report how many drinks they had on their last drinking occasion.

Table 15: Proportion of drinkers, 18+, who planned to 'get drunk' on last drinking occasion, by year

Q32. And did you plan to do this?

	2009	2010	2011	2012
Base =	1,398*	1,237*	1,545*	1,618*
	%	%	%	%
Got intoxicated	13	16	12	12
Planned	7	7	6	6
Not planned	6	8	6	5
Not intoxicated	87	84	88	88
Don't know	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

*Sub-sample based on drinkers.



Table 16: Number of times in last four weeks drinkers, 18+, consumed seven or more drinks on any one occasion, by year

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

Base =	2009	2010	2011	2012
	1,398* %	1,237* %	1,545* %	1,618* %
Once	11	10	10	10
Twice	5	5	4	5
Three times	3	2	2	2
Four or more times	11	10	8	9
None	69	72	75	74
Don't know	0	1	0	1
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.

Table 17: Type of alcoholic drink drinkers, 18+, mostly consumed on last occasion, by year

Q29. Still thinking about the last occasion you were drinking alcohol, what did you mainly drink?

Base =	2009	2010	2011	2012
	1,398* %	1,237* %	1,545* %	1,618 %
Lower alcohol beer	3	3	6	5
Ordinary strength beer	32	29	27	28
Extra strength beer (e.g. Elephant Beer, Duvel, Chimay)	1	2	2	1
Wine or sparkling wine	42	37	40	41
RTDs ('Ready to Drinks' e.g. Archers, KGB, Vodka Cruiser, Tattoos, Smirnoff Ice, Woodstock and Cola)	7	7	9	7
Lower alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov/Moscow Light Vodka, Kentucky Gold)	2	3	3	2
Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff, Gin, 42 Below, Jack Daniels)	12	16	11	10
Liqueurs (e.g. Baileys)	1	1	1	2
Port or Sherry	0	0	0	3
Other	0	1	1	1
Don't know	0	0	0	1
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.



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

Q20. Where were you drinking?

Base =	2009	2010	2011	2012
	1,398*	1,237*	1,545*	1,618
	%	%	%	%
My home	52	50	53	54
Family member or relative's house	5	9	8	9
Friend's house	16	16	19	17
Pub/bar	9	7	14	10
Café or restaurant	7	5	7	5
Dance club/nightclub	1	2	3	1
Sports club	3	3	2	2
At work	2	3	2	2
Marae	0	0	0	0
Out and about (on the street, parks, etc.)	1	1	1	2
Driving around	0	0	0	0
Community/church hall or function centre	0	0	1	1
Other	4	3	4	9
Don't know	0	0	0	0
Refused	0	0	0	0

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

Table 19: Type of event where drinkers, 18+, last consumed an alcoholic drink, by year

Q22. Was it ...?

Base =	2009	2010	2011	2012
	1,335*	1,139*	1,392*	1,618
	%	%	%	%
Dinner or lunch	34	26	38	38
A BBQ	12	12	11	11
Someone's birthday	9	11	13	9
Some other party or celebration	14	13	20	16
After work drinks	8	8	7	7
No particular occasion	17	28	20	29
Other	6	2	1	3
Don't know	0	0	0	0
Refused	0	0	0	0

The base numbers shown are unweighted counts.
Total may exceed 100% because of multiple response.
*Sub-sample based on drinkers who were drinking with others on their last drinking occasion.

7.2 Changes in last occasion drinking levels

As noted in Section 7.1, the proportion of adults who identify themselves as drinkers has fluctuated over time, although current levels have now returned to those reported in 2009 (currently 81 percent, compared with 84 percent in 2009).

Table 19 shows the relative size of the drinking levels (Non-drinkers and amount consumed on the last drinking occasion) over the last four years. The drinking levels are defined by the number of



drinks reported as having been consumed on the most recent drinking occasion (calibrated to adjust for under-reporting and in terms of a standard drink of alcohol).

Sixteen percent of adults identified as Non-drinkers in 2009. This proportion significantly increased to 26 percent in 2010 before decreasing slightly to 22 percent in 2011. The current 2012 result is significantly lower than that recorded in 2010 (19 percent compared to 26 percent) but is at a similar level to that reported in 2009.

With regard to drinkers, the proportion consuming alcohol on the last drinking occasion at Medium and High levels of consumption has remained similar over the past four years. However, the proportion of Lower level last occasion drinkers has changed over time.

- v In 2009, 58 percent of adult last occasion drinkers reported consuming alcohol at Lower levels of consumption. This proportion significantly decreased to 47 percent in 2010 before increasing again to 54 percent in 2011. The current 2012 result (55 percent) is significantly higher than that recorded in 2010, but is similar to that recorded in 2009.

Table 19: Drinking levels (Non-drinkers and amount consumed last occasion) for adults, 18+, by year (2009-2012)

Base =	2009	2010	2011	2012
	1,809	1,806	2,132	2,120
	%	%	%	%
Non-drinker	16	26	22	19
Lower level (last occasion)	58	47	54	55
Medium level (last occasion)	17	16	14	16
High level (last occasion)	9	11	9	10
Total	100	100	100	100

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

Changes over time by age

Table 20 to Table 23 present the proportions of the drinking segments (Non-drinkers and amount consumed last occasion) over time and by age.

There are no significant changes in drinking levels by age group between 2009 and 2012.



Table 20: Drinking levels (Non-drinkers and amount consumed last occasion) for adults, 18-24 years, by year (2009-2012)

18-24 years old	2009	2010	2011	2012
Base =	577	535	584	413
	%	%	%	%
Non-drinker	11	27	21	17
Lower level (last occasion)	37	30	37	36
Medium level (last occasion)	26	21	20	23
High level (last occasion)	26	22	22	23
Total	100	100	100	100

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

Table 21: Drinking levels (Non-drinkers and amount consumed last occasion) for adults, 25-44 years, by year (2009-2012)

25-44 years old	2009	2010	2011	2012
Base =	620	623	641	672
	%	%	%	%
Non-drinker	13	22	21	18
Lower level (last occasion)	58	45	50	51
Medium level (last occasion)	19	18	16	20
High level (last occasion)	10	15	13	11
Total	100	100	100	100

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

Table 22: Drinking levels (Non-drinkers and amount consumed last occasion) for adults, 45-64 years, by year (2009-2012)

45-64 years old	2009	2010	2011	2012
Base =	535	525	481	629
	%	%	%	%
Non-drinker	21	28	22	18
Lower level (last occasion)	65	55	63	63
Medium level (last occasion)	12	13	13	13
High level (last occasion)	3	4	3	6
Total	100	100	100	100

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

Table 23: Drinking levels (Non-drinkers and amount consumed last occasion) for adults, 65 years or over, by year (2009-2012)

65+ years old	2009	2010	2011	2012
Base =	77	123	426	406
	%	%	%	%
Non-drinker	15	34	28	23
Lower level (last occasion)	70	49	64	67
Medium level (last occasion)	12	17	7	7
High level (last occasion)	3	0	1	3
Total	100	100	100	100

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



Changes over time by gender

As shown in Table 25 and Table 25, the proportion of males and females currently identifying as Non-drinkers is identical (both 19 percent). The proportions of males and females drinking at Medium or High levels on the last drinking occasion has also remained constant over time.

However among male adults:

- ∪ The proportion identifying as Non-drinkers has remained similar between 2010 and 2012 (between 19 and 22 percent). These three years are significantly higher than that observed in 2009 (12 percent).
- ∪ In 2009, 56 percent of male adult drinkers were Lower level last occasion drinkers. In 2010, this significantly decreased to 45 percent, and increased to 52 percent in 2011 and 51 percent in 2012. The current 2012 level is significantly higher than that observed in 2010.

Among female adults:

- ∪ The proportion of adult females identifying as Non-drinkers was 20 percent in 2009. This significantly increased to 29 percent in 2010 before decreasing to 23 percent in 2011 and again to 19 percent in 2012. The current 2012 result is significantly lower than the 2010 result.
- ∪ In 2009, 60 percent of female adult drinkers were Lower level last occasion drinkers. In 2010, this significantly decreased to 48 percent, before significantly increasing to 57 percent in 2011 and 59 percent in 2012. The current 2012 result is significantly higher than the 2010 result.

Table 24: Drinking level (Non-drinkers and amount consumed last occasion) by males and year for adults, 18+

Base =	Males			
	2009	2010	2011	2012
	893	867	1,013	963
	%	%	%	%
Non-drinker	12	22	21	19
Lower level (last occasion)	56	45	52	51
Medium level (last occasion)	21	20	15	17
High level (last occasion)	11	14	12	13
Total	100	100	100	100

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



Table 25: Drinking level (Non-drinkers and amount consumed last occasion) by females and year for adults, 18+

Base =	Females			
	2009	2010	2011	2012
	916	939	1,119	1,157
	%	%	%	%
Non-drinker	20	29	23	19
Lower level (last occasion)	60	48	57	59
Medium level (last occasion)	13	14	13	15
High level (last occasion)	8	9	7	7
Total	100	100	100	100

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

7.3 Reported changes in drinking behaviour

Cutting back

Adult drinkers in the 2012 Survey were asked if they had 'thought about cutting back on how much they drink' in the last 12 months and, if they had, 'what steps, if any, they had taken to cut back'. Table 26 below shows that approximately one-third of drinkers had thought about cutting back and that this was higher amongst those in the younger age groups (e.g. 42 percent for drinkers aged 18-24) than in the older age groups (e.g. 20 percent for drinkers aged 65 or more).

Those drinking at a High level (52 percent) and a Medium level (47 percent) of consumption on the last drinking occasion were more likely to report having thought about cutting back, compared with those drinking at Lower level on the last drinking occasion (27 percent).

Table 26: Extent to which adult drinkers, 18+, have thought about cutting back, by age (2012)

Q40. In the last 12 months, have you thought about cutting back on how much you drink?

Base=	Total	18-24	25-44	45-64	65+
	3,163*	773	1,030	808	552
	%	%	%	%	%
Yes	34	42	40	28	20
No	66	58	60	71	80
Don't know	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.
*Sub-sample based on drinkers.

Those who had thought about cutting back on how much they drink were asked (on an unprompted basis) what, if any, steps they had taken in this regard. The large majority (81 percent) reported having taken some form of action; most frequently, this was to 'drink less often or frequently' (56 percent) (Table 27). Another 13 percent reported they were drinking less per occasion.



Table 27: Specific steps taken by adult drinkers, 18+, who have thought about cutting back, by age (2010-2012)

Q41. And what steps, if any, have you taken to cut back?

	Base=	Total 1,192*	18-24 377	25-44 435	45-64 266	65+ 114
		%	%	%	%	%
Drink less often/frequently		56	57	53	61	49
Drink less on a single occasion		13	10	14	13	17
Drink lower strength alcohol		3	3	3	1	5
Drink slower or pace myself		5	5	4	5	8
Start doing things like drink water or eat food, to avoid getting intoxicated		8	4	9	8	5
Looked for information on how to cut back or services that could help me		1	0	1	1	2
Talked to someone about my drinking		1	1	2	0	3
Bought less alcohol		4	4	5	4	1
Stopped drinking/don't buy alcohol any more		2	2	2	2	0
Choosing alternatives over drinking (e.g. sober driver, work more hours, exercise, staying home)		3	6	3	2	0
Other		7	8	7	4	7
Nothing in particular		18	17	19	16	23
Don't know		1	1	1	1	2

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

When prompted, approximately one-third of all drinkers reported having decided to take some form of moderating action following their most recent drinking occasion (respondents can select more than one moderating action) (Table 29). Younger people reported taking some form of moderating action after their last drinking occasion more often than older people. The Table shows that most frequently this was to 'drink water or eat food to avoid getting drunk' (18 percent) or that they had 'decided to drink less' (12 percent).

People on the last drinking occasion who consumed alcohol at a High level (23 percent) and those at a Medium level (19 percent) were more likely than those drinking at Lower levels (eight percent) to report having decided to drink less.

Table 29: Reported actions taken after last drinking occasion, adult drinkers, 18+, by age (2012)

Q39. After that drinking occasion, did you do any of the following?

	Base=	Total 3,163*	18-24 773	25-44 1,030	45-64 808	65+ 552
		%	%	%	%	%
Think about how you drink		9	13	9	10	5
Think about cutting back how much you drink		8	11	10	6	5
Decide to drink water or eat food, to avoid getting drunk next time		18	26	20	15	10
Decide to drink less than you used to		12	18	13	10	8
Other		1	0	1	1	2
None of the above		69	59	67	72	78
Don't know		0	0	0	1	1

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



Drinking more or less

Table 28 shows that most adult drinkers reported they were now 'drinking less' (38 percent), or 'about the same' (53 percent) as they were this time last year. Eight percent reported they were now 'drinking more'.

In general, younger drinkers (e.g. 45 percent of drinkers aged 18-24) were more likely to report that they are now drinking less compared with older drinkers (31 percent of those aged 65 or more).

Male drinkers were also more likely (42 percent) than females (35 percent) to report drinking less.

Although drinking at High levels on their most recent drinking occasion, 54 percent of High level (last occasion) drinkers were more likely to report drinking less now than they were 12 months ago, compared with Medium level (last occasion) drinkers (39 percent) and Lower level (last occasion) drinkers (35 percent).

Table 28: Current drinking levels compared with last year, adult drinkers, 18+, by age (2012)

Q42. Would you say you are now drinking more, less, or about the same amount of alcohol as you were this time last year?

	Base=	Total 3,163*	18-24 773	25-44 1,030	45-64 808	65+ 552
		%	%	%	%	%
More		8	25	9	3	1
About the same		53	30	48	62	67
Less		38	45	42	34	31
Don't know		1	0	2	1	1
Total		100	100	100	100	100

The base numbers shown are unweighted counts.

Total may not sum to 100% due to rounding.

*Sample based on drinkers.

As shown in Table 29, those who are now drinking less than last year most commonly attributed this to health-related reasons (20 percent), a lack of enjoyment (17 percent) or financial reasons (16 percent).

Older drinkers were more likely to report drinking less for health-related reasons than younger drinkers (this was mentioned by 27 percent of drinkers aged 65 and over and 26 percent of those aged 45-64 who are now drinking less, compared with 13 percent of those aged 18-24 and 18 percent of those aged 25-44).

In comparison, drinkers aged 25-44 were more likely to report having cut back on their drinking because it was interfering with their family commitments and responsibilities (13 percent, compared with six percent of those aged 18-24, three percent of those aged 45-64 and one percent of those aged 65 and over).

Health-related reasons were also given by a higher proportion of Lower level (last occasion) drinkers (23 percent) than High level (last occasion) drinkers (12 percent). Those who had cut back but were still drinking at High levels of alcohol consumption on the most recent drinking



occasion were more likely to report drinking less because of financial commitments (23 percent compared with 13 percent of Lower level drinkers).

Table 29: Reasons why adult drinkers, 18+, are now drinking less than last year, by age (2012)

Q44. For what particular reasons are you drinking less?

	Base=	Total 1,427*	18-24 394	25-44 501	45-64 331	65+ 201
		%	%	%	%	%
Became/planning to become pregnant		3	4	6	1	0
Wanting to lose weight		8	3	10	9	6
Change in health status/diagnosed with health condition/issue/other health concerns		20	13	18	26	27
Personal safety reasons		4	9	2	4	3
Decided I was too old to drink so much		8	5	5	10	13
Not able to meet family commitments/responsibilities		8	6	13	3	1
Encouraged by family or friends		2	4	3	1	2
Financial commitments (mortgage, car, household expenses, etc.)		16	14	19	13	16
I don't enjoy it anymore/as much		17	17	13	21	18
Impact on pastimes and recreation/sports commitments		1	2	2	1	0
Not able to meet work/study commitments		6	15	6	5	1
Don't go out as much/less occasions		5	8	4	6	5
Other		20	19	22	18	26
None		2	0	2	2	1
Don't know		3	3	3	3	4
Refused		1	0	1	2	2

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

Table 30 shows that the most frequently mentioned reason given by those who were now drinking more than they were last year was a change in their personal circumstances (20 percent). This could have been in relation to their family or work and was most likely to be given as a reason by those aged 25-44 (31 percent) or those aged 45-64 (35 percent).

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



Table 30: Reasons why adult drinkers, 18+, are now drinking more than last year, by age (2012)

Q43. For what particular reasons are you drinking more?

	Total	18-24	25-44	45-64	65+
Base=	277*	173	74	26**	4**
	%	%	%	%	%
Change in personal circumstances (e.g. family or work situation) has caused stress/worry	20	6	31	35	0
Earthquakes in Christchurch	1	1	0	1	0
New friends and acquaintances	8	8	7	9	0
Going out more	12	16	10	8	0
Entertaining more	2	2	2	0	0
Can afford to	2	2	2	0	0
More readily available (e.g. closer outlet)	4	6	4	1	0
Developed a taste for alcohol/new type of drink	3	3	3	0	41
Have become 18 years of age	17	41	0	0	0
I feel it is expected of me/peer pressure	1	0	2	0	0
Related to caring for children (e.g. was pregnant, was breastfeeding, had young children)	9	0	19	0	0
Couldn't drink at all/much last year	6	4	7	10	0
Other	37	27	45	48	4
No reason	2	3	0	8	0
Don't know	5	7	4	0	55
Refused	0	0	0	0	0

The base numbers shown are unweighted counts.

Total may exceed 100% because of multiple response.

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

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



Appendix A – Tabular results by Gender



Table 31: Proportion of adults, 18+, who are drinkers and Non-drinkers, by gender (2010-2012)

	Total	Male	Female
Base =	6,058	2,843	3,215
	%	%	%
Non-drinker	22	21	24
Drinker	78	79	76
Total	100	100	100

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

Table 32: Number of days in the last four weeks drinkers, 18+, consumed an alcoholic drink of any kind, by gender (2010-2012)

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

	Total	Male	Female
Base =	3,598*	1,809	1,789
	%	%	%
One	15	12	18
Two, i.e. about once a fortnight	13	13	13
3 or 4 days, i.e. between once a week and once a fortnight	21	19	24
5 or 6 days, i.e. about every 5 or 6 days	12	13	11
7 to 10 days, i.e. about every 3 or 4 days	14	15	14
11 to 15 days, i.e. about every 2 days	6	6	6
15 but less than 30 days, i.e. at least every second day - but not every day	10	11	9
About 30 days, i.e. every day	8	10	6
Don't know	1	1	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 those who have consumed any alcohol in the last 4 weeks.

Table 33: Number of times in last four weeks drinkers, 18+, consumed seven or more drinks on any one occasion, by gender (2010-2012)

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

	Total	Male	Female
Base =	3,598*	1,809	1,789
	%	%	%
Once	11	13	10
Twice	6	6	6
Three or more times	13	19	7
None	69	61	76
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 those who have intoxicated any alcohol in the last 4 weeks.



Table 34: Location where drinkers, 18+, last consumed an alcoholic drink, by gender (2010-2012)

Q20. Where were you drinking?

	Base =	Total 4,400*	Male 2,128	Female 2,272
		%	%	%
My home		52	55	50
Family member or relative's house		9	6	12
Friend's house		18	16	19
Pub/bar		10	11	10
Café or restaurant		6	4	8
Dance club/nightclub		2	2	2
Sports club		2	3	2
At work		2	3	2
Marae		0	0	0
Out and about (on the street, parks, etc.)		1	2	1
Driving around		0	0	0
Community/church hall or function centre		1	0	1
Other		6	7	5
Don't know		0	0	0
Refused		0	0	0

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

Table 35: Type of event where drinkers, 18+, last consumed an alcoholic drink, by gender (2010-2012)

Q22. Was it ...?

	Base =	Total 4,149*	Male 1,963	Female 2,186
		%	%	%
Dinner or lunch		35	29	41
A BBQ		11	13	10
Someone's birthday		11	9	12
Some other party or celebration		16	15	17
After work drinks		7	10	4
No particular occasion		26	31	21
Other		2	2	2
Don't know		0	0	0
Refused		0	0	0

The base numbers shown are unweighted counts.
Total may exceed 100% because of multiple response.
*Sub-sample based on drinkers who were drinking with others on their last drinking occasion.



Table 36: Main type of alcoholic drink drinkers, 18+, consumed on last occasion, by gender (2010-2012)

Q29. Still thinking about the last occasion you were drinking alcohol, what did you mainly drink?

	Base =	Total 4,400*	Male 2,128	Female 2,272
		%	%	%
Low alcohol beer		4	7	2
Ordinary strength beer		28	48	9
Extra strength beer (e.g. Elephant Beer, Duvel, Chimay)		1	2	1
Wine or sparkling wine		40	20	58
RTDs ('Ready to Drinks' e.g. Archers, KGB, Vodka Cruiser, Tattoos, Smirnoff Ice, Woodstock and Cola)		8	6	9
Low alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov/Moscow Light Vodka, Kentucky Gold)		3	2	3
Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff, Gin, 42 Below, Jack Daniels)		12	12	11
Liqueurs (e.g. Baileys)		2	1	2
Cider		1	1	1
Other		1	1	1
Don't know		1	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 only.

Table 39: Number of alcoholic drinks drinkers, 18+, consumed on last occasion, by gender (2010-2012)

Q30. Number of drinks last occasion (calibrated)

	Base =	Total 4,243*	Male 2,052	Female 2,191
		%	%	%
Less than two		12	14	10
Two		15	8	22
Three		24	23	25
Four		5	8	3
Five to six		13	11	14
Seven to nine		12	13	12
Ten to twelve		6	7	4
Thirteen to fifteen		3	3	3
Sixteen or more		10	12	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 report how many drinks they had on their last drinking occasion.



Table 37: Proportion of drinkers, 18+, who planned to get drunk on last occasion, by gender (2010-2012)

Q32. And did you plan to do this?

	Total	Male	Female
Base =	4,400*	2,128	2,272
	%	%	%
Got intoxicated	12	14	10
Planned	6	8	5
Not planned	6	6	5
Not intoxicated	88	85	90
Don't know	0	0	0

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

Table 38: Amount consumed on last occasion for adults, 18+, by gender (2010-2012)

Q30 Segmentation based on amount consumed last occasion

	Total	Male	Female
Base =	6,058	2,843	3,215
	%	%	%
Non-drinker	22	21	24
Lower level drinker (last occasion)	53	50	55
Moderate level drinker (last occasion)	15	17	14
High level drinker (last occasion)	10	12	7
Total	100	100	100

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

Table 39: Reported action taken after last drinking occasion, drinkers 18+, by gender (2010-2012)

Q39. After that drinking occasion, did you do any of the following?

	Total	Male	Female
Base =	3,163*	1,508	1,655
	%	%	%
Think about how you drink	9	10	9
Think about cutting back how much you drink	8	9	8
Decide to drink water or eat food, to avoid getting intoxicated next time	18	18	17
Decide to drink less than you used to	12	13	11
Other	1	1	1
None of the above	69	67	71
Don't know	0	0	0

Total may exceed 100% because of multiple response.
*Sub-sample based on drinkers.



Table 40: Extent to which drinkers, 18+, have thought about cutting back, by gender (2010-2012)

Q40. In the last 12 months, have you thought about cutting back on how much you drink?

	Base =	Total 3,163* %	Male 1,508 %	Female 1,655 %
Yes		34	36	32
No		66	64	68
Don't know		0	0	0
Total		100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers.

Table 41: Specific steps taken by drinkers, 18+, who have thought about cutting back, by gender (2010-2012)

Q41. And what steps, if any, have you taken to cut back?

	Base =	Total 1,192* %	Male 615 %	Female 577 %
Drink less often/frequently		56	54	57
Drink less on a single occasion		13	14	12
Drink lower strength alcohol		3	3	2
Drink slower or pace myself		5	5	5
Start doing things like drink water or eat food, to avoid getting intoxicated		8	8	8
Looked for information on how to cut back or services that could help me		1	1	1
Talked to someone about my drinking		1	1	1
Bought less alcohol		4	2	6
Stopped drinking/don't buy alcohol anymore		2	2	2
Choosing alternatives over drinking (e.g. staying home, exercise, etc.)		3	3	2
Other		7	8	5
Nothing in particular		18	18	18
Don't know		1	1	1

Total may exceed 100% because of multiple response.

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

Table 42: Current drinking levels compared with last year, drinkers 18+, by gender (2010-2012)

Q42. Would you say you are now drinking more, less, or about the same amount of alcohol as you were this time last year?

	Base =	Total 3,163* %	Male 1,508 %	Female 1,655 %
More		8	7	8
About the same		53	50	55
Less		38	42	35
Don't know		1	1	2
Total		100	100	100

Total may not sum to 100% due to rounding.

*Sub-sample based on drinkers only.



Table 43: Reasons why drinkers, 18+, are now drinking more than last year, by gender (2010-2012)

Q43. For what particular reasons are you drinking more?

	Base =	Total 277*	Male 129	Female 148
		%	%	%
Change in personal circumstances (e.g. family or work situation) has caused stress/worry		20	12	27
Earthquakes in Christchurch		1	0	1
New friends and acquaintances		8	9	6
Going out more		12	16	9
Entertaining more		2	2	2
Can afford to		2	3	1
More readily available (e.g. closer outlet)		4	4	5
Developed a taste for alcohol/new type of drink		3	4	2
Have become 18 years of age		17	21	14
I feel it is expected of me/peer pressure		1	0	2
Related to caring for children (e.g. pregnant, breastfeeding, had young children)		9	0	16
Couldn't drink at all/much last year		6	6	6
Other		37	36	39
No reason		2	4	0
Don't know		5	4	6
Refused		0	0	0

Total may exceed 100% because of multiple response.

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

Table 44: Reasons why drinkers, 18+, are now drinking less than last year, by gender (2010-2012)

Q44. For what particular reasons are you drinking less?

	Base =	Total 1,427*	Male 708	Female 719
		%	%	%
Became/planning to become pregnant		3	1	5
Wanting to lose weight		8	6	11
Change in health status/ diagnosed with health condition/issue/other health concerns		20	21	19
Personal safety reasons		4	3	5
Decided I was too old to drink so much		8	8	7
Not able to meet family commitments / responsibilities		8	7	9
Encouraged by family or friends		2	2	2
Financial commitments (mortgage, car, household expenses, etc.)		16	18	15
I don't enjoy it anymore/as much		17	15	18
Impact on pastimes and recreation/sports commitments		1	2	1
Not able to meet work/study commitments		6	7	5
Don't go out as much/less occasions		5	6	5
Other		20	18	23
None		2	2	2
Don't know		3	3	4
Refused		1	2	0

Total may exceed 100% because of multiple response.

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