

Attitudes and Behaviour towards Alcohol Survey 2013/14 to 2015/16:

Bay of Plenty regional analysis

December 2017

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Executive Summary

The Attitudes and Behaviour towards Alcohol Survey (ABAS) is a national survey of people aged 15 years and over about alcohol consumption patterns, alcohol-related behaviour, consequences of consuming alcohol, and attitudes. Results from the 2013/14, 2014/15 and 2015/16 surveys were combined to allow analysis of subpopulation groups such as those living in geographic regions. Regional analysis of ABAS data has become of greater interest because the Sale and Supply of Alcohol Act (2012) requires locally specific data for the development of Local Alcohol Policies (LAPs).

This report presents descriptive results about alcohol-related behaviours, attitudes and experiences of 783 people aged 15 years and over living in the Bay of Plenty region.

Key findings from the Bay of Plenty region

- 62% of respondents reported consuming alcohol in the last four weeks. Of these:
 - 25% reported risky drinking behaviour¹
 - 20% reported at least one negative/harmful experience from drinking alcohol, most commonly “spent too much money on alcohol” (10%) and “did something embarrassing that you later regretted” (5%)
 - respondents in urban areas were more likely to report feeling “good, happy, or relaxed” (83%) or able to “de-stress, wind down” (75%), compared with those living in rural areas (73% and 66% respectively).
- Supermarkets (74%), bottle or liquor stores (41%), and restaurants/cafés (24%) were where respondents most often purchased alcohol in the last four weeks.
 - Fewer respondents purchased alcohol at bar/nightclubs (18%) or restaurants/cafés (24%), compared with the rest of New Zealand (23% and 32% respectively).
 - More respondents in urban areas purchased alcohol at bar/nightclubs (23%), compared with those in rural areas (11%).
- When asked about the sale and supply of alcohol in their community:
 - more respondents agreed that licensed premises were too close to public facilities like schools (41%), compared with the rest of New Zealand (34%)
 - fewer respondents agreed that the bars/pubs in their community had a good reputation (50%), compared with the rest of New Zealand (56%).

¹ “Risky drinking” defined as seven or more drinks on any one occasion in the last four weeks for those aged 18 years and over, and five or more drinks on any one occasion in the last four weeks for those aged 15 to 17 years.

Introduction

The Attitudes and Behaviour towards Alcohol Survey (ABAS) is a national survey of people aged 15 years and over about alcohol consumption patterns, alcohol-related behaviour, consequences of consuming alcohol, and attitudes. The survey focuses on behaviour in the previous month and on the last drinking occasion, and includes questions on a range of attitudes and opinions towards alcohol. Results from the survey are used to inform the planning and development of alcohol activities, policies and programmes that aim to reduce alcohol-related harm in New Zealand.

This report

This report presents descriptive results from the 2013/14, 2014/15, and 2015/16 ABAS for those respondents living in the Bay of Plenty region. Information is provided on Bay of Plenty respondents' drinking behaviour, attitudes to drinking, experiences as a result of drinking, purchasing behaviour, and other attitudes and opinions related to alcohol.

Regional analysis of data relating to alcohol-related behaviour and attitudes has become of greater interest because the Sale and Supply of Alcohol Act (2012) requires locally specific data for the development of Local Alcohol Policies (LAPs).

The main focus of this report is to describe and compare results for Bay of Plenty respondents. The drinking and alcohol purchasing behaviours are presented for those respondents who reported consuming alcohol in the last four weeks. Attitude results are reported for all respondents.

Method

The ABAS is a national survey of usually resident New Zealanders aged 15 years and over. For each survey year, approximately 4,000 people aged 15 years and over were surveyed over November, December, January, and February. In addition, an extra 196 Pacific respondents were surveyed in February 2016 as part of the 2015/16 ABAS.

The mode of the interview was Computer-Assisted Telephone Interviewing (CATI). Households were stratified into telephone directory regions. A random sample of telephone numbers was generated from all number ranges found in the White Pages using a Random Digit Dialling (RDD) approach.

A full description of methodology and other ABAS publications can be found at <http://www.hpa.org.nz/research-library/research-publications>.

Bay of Plenty regional analysis

In 2016, the 2013/14, 2014/15, 2015/16 ABAS datasets were combined to allow analysis of subpopulation groups within the dataset, such as those living in geographic regions. This Bay of Plenty regional analysis is the third regional analysis to be conducted using this survey, following release of results for the Auckland and Hawke's Bay regions.^{2,3}

A full description of the combined datasets methods can be found at <http://www.hpa.org.nz/research-library/research-publications>.

In total there were 12,206 responses across the 2013/14, 2014/15, and 2015/16 surveys. Of those, 783 responses were from the Bay of Plenty region (as shown in Table 1).

Table 1: Combined ABAS total sample size and Bay of Plenty region sample size

Year	Survey sample size	Bay of Plenty sample size
2013/14	4,001	265
2014/15	4,005	258
2015/16	4,200	260
Combined total	12,206	783

² Health Promotion Agency. (2016). *Attitudes and Behaviour towards Alcohol Survey 2013/14 to 2015/16: Auckland regional analysis*. Wellington: Health Promotion Agency.

³ Health Promotion Agency. (2017). *Attitudes and Behaviour towards Alcohol Survey 2013/14 to 2015/16: Hawke's Bay regional analysis*. Wellington: Health Promotion Agency.

All results presented in this report are weighted (adjusted) so that the estimated percentages are representative of New Zealand population, based on the population aged 15 years and over at the last Census (2013).

The confidence level for comparing estimates by subgroup was set at 95%. Results are presented as weighted estimates with error bars representing the 95% confidence intervals.

Testing for statistical differences (using logistic regression) was performed to compare responses from the Bay of Plenty region and the rest of New Zealand, urban and rural respondents in the Bay of Plenty region, and changes across the three survey years for Bay of Plenty respondents. The proportion of respondents who answered 'Don't know' to a question is reported when this was 5% or more.

Identification of regional location

Respondents were asked which of 16 regions they lived in, with those indicating they lived in the Bay of Plenty region being included in these analyses.

Differences across the three survey years

Comparisons over the three survey years were conducted for the Bay of Plenty region.⁴

Where there was no significant difference between the survey years, the estimate provided in these results can be interpreted as a representative average estimate for the time period 2013/14 to 2015/16.

Where there were significant differences between survey years, these are noted in the text. In these cases, caution needs to be taken in applying the estimate to the whole period of 2013/14 to 2015/16.

⁴ Note that differences between the three survey years for total New Zealand data are included in the Auckland regional report (Health Promotion Agency, 2016).

Results

Table 2 outlines demographic characteristics of respondents in the Bay of Plenty region.

Table 2: Demographic characteristics of Bay of Plenty ABAS respondents, 2013/14 to 2015/16

		Number	Percent (%)
Total		783	
Gender	Female	426	54.4
	Male	357	45.6
Prioritised ethnicity ⁵	Māori	190	24.3
	Pacific	17	2.2
	Asian	33	4.2
	European/ Other	543	69.3
Age	15-17	45	5.7
	18-24	64	8.2
	25-44	249	31.8
	45-64	227	29.0
	65+	198	25.3
Urban / rural	Urban	478	61.0
	Rural	296	37.8
	Don't know/ refused	9	1.1

The report focuses on differences between Bay of Plenty respondents and the rest of New Zealand. Where there were significant differences between rural and urban respondents, these are noted in the text.

⁵ Ethnicity was prioritised in the order of: Māori, Pacific, Asian, and European/Other.

Alcohol consumption in the last four weeks

The majority (71%) of respondents aged 15 years and over in the Bay of Plenty region reported consuming alcohol in the last year. This is the same as the rest of New Zealand.

Sixty-two percent of those living in the Bay of Plenty region reported consuming alcohol in the last four weeks. This is the same as the rest of New Zealand.

Risky drinking behaviour in the last four weeks

In this survey, HPA conservatively defined “risky drinking” as seven or more drinks on any one occasion in the last four weeks for those aged 18 years and over, and five or more drinks on any one occasion in the last four weeks for those aged 15 to 17 years.⁶ One-quarter (25%) of Bay of Plenty respondents who had consumed alcohol in the past four weeks reported risky drinking behaviour, which is similar to the rest of New Zealand (27%).

Number of drinks consumed on the last occasion

Respondents who had consumed two or more drinks on any one occasion in the last three months were asked about the last occasion they did so. The results in this section relate to this ‘last drinking occasion’.

Fifty-three percent of Bay of Plenty respondents reported drinking two or more alcoholic drinks on their last drinking occasion, similar to the rest of New Zealand (54%).

Of these drinkers, the majority consumed between two and four drinks (Table 3).

Table 3: Number of drinks consumed on the last occasion, 2013/14 to 2015/16

		Bay of Plenty (95% CI)	New Zealand (95% CI)
Number of drinks at the last drinking occasion	2 to 4 drinks	62% (57, 67)	61% (60, 63)
	5 to 7 drinks	17% (13, 21)	20% (19, 21)
	8+ drinks	21% (17, 26)	19% (18, 20)

Base: Those drinking two or more alcoholic drinks on their last drinking occasion (in the last three months), $n = 773$ (Bay of Plenty) and $n = 11,309$ (rest of New Zealand)

Source: ABAS 2013/14 to 2015/16

⁶ This definition of risky drinking is higher than HPA’s low-risk alcohol drinking advice for an occasion. See <http://www.alcohol.org.nz/help-advice/advice-on-alcohol/low-risk-alcohol-drinking-advice>

Experiences of drinking alcohol in the last four weeks

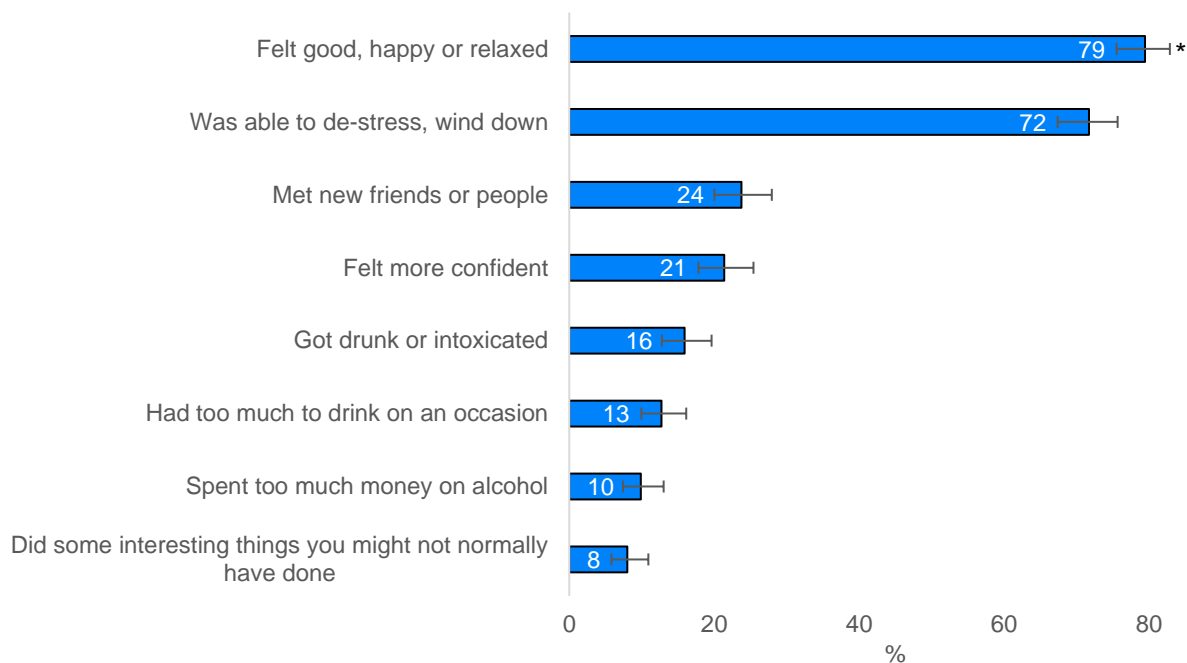
Respondents who reported drinking alcohol in the last four weeks were asked if they had personally experienced any of a range of consequences after drinking.

The most common experiences reported by Bay of Plenty respondents were “felt good, happy or relaxed” (79%) and “was able to de-stress, wind down” (72%) (Figure 1). For most experiences, there were few differences between subgroups. However, a significantly lower percentage of Bay of Plenty respondents reported “feeling good, happy or relaxed”, compared with the rest of New Zealand (79% and 83%, respectively). Further, in 2013/14 a smaller proportion of Bay of Plenty respondents reported they were “feeling good, happy or relaxed” compared with 2015/16 (72% and 84% respectively). Finally, there were two differences between urban and rural areas. A greater percentage of Bay of Plenty respondents in urban areas reported they were “feeling good, happy or relaxed” (83%), compared with those in rural areas of the Bay of Plenty region (73%). In addition, a greater percentage in urban areas reported they were “able to de-stress, wind down” (75%) compared with those in rural areas (66%).

For this report, HPA has categorised experiences as harmful where they may potentially result in harmful physical, social or emotional outcomes.⁷ However, these were not necessarily reported as harmful by the respondents. Twenty percent of Bay of Plenty respondents reported having at least one harmful experience from drinking alcohol in the last four weeks. This was the same as the rest of New Zealand. For Bay of Plenty respondents, the most common harmful experiences were “spent too much money on alcohol” (10%), “did something embarrassing that you later regretted” (5%) and “injured yourself accidentally” (5%). These experiences were not significantly different from the rest of New Zealand.

⁷ HPA has categorised the following experiences as potentially harmful for the purposes of this report: “Spent too much money on alcohol”; “Did something embarrassing that you later regretted”; “Drove a vehicle while being unsure of how much you were under the influence of alcohol”; “Injured yourself accidentally”; “Failed to meet family, work or study commitments or responsibilities”; “Felt unsafe or put yourself into a position where you felt unsafe or uncomfortable”; “Got into a fight”; “Got into a regrettable sexual encounter” (those aged 18+ only).

Figure 1: Most frequent experiences (reported by more than 5% of respondents) after drinking in the last four weeks, Bay of Plenty respondents, 2013/14 to 2015/16



Base: Living in Bay of Plenty region and drank alcohol in the last four weeks, $n = 482$

Source: ABAS 2013/14 to 2015/16

* Significantly different from the rest of New Zealand

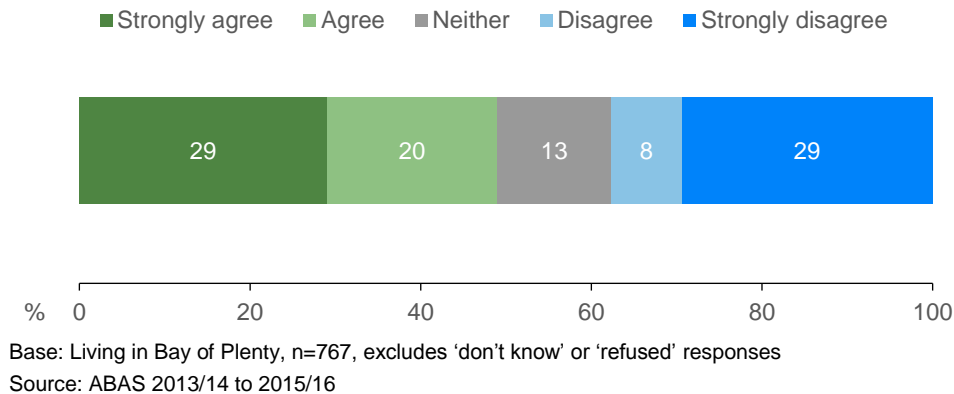
Attitudes to drinking alcohol

All respondents were asked for their level of agreement with the statement “binge drinking is part of kiwi culture”. No definition was provided for ‘binge drinking’; respondents defined this for themselves. Responses to this statement used a 5-point scale from *strongly agree* to *strongly disagree*.

Forty-nine percent of Bay of Plenty respondents agreed or strongly agreed that “binge drinking is part of kiwi culture” (Figure 2).

There were no significant differences in level of agreement between those in the Bay of Plenty region and the rest of New Zealand.

Figure 2: Responses to the statement “binge drinking is part of kiwi culture” in Bay of Plenty region, 2013/14 to 2015/16



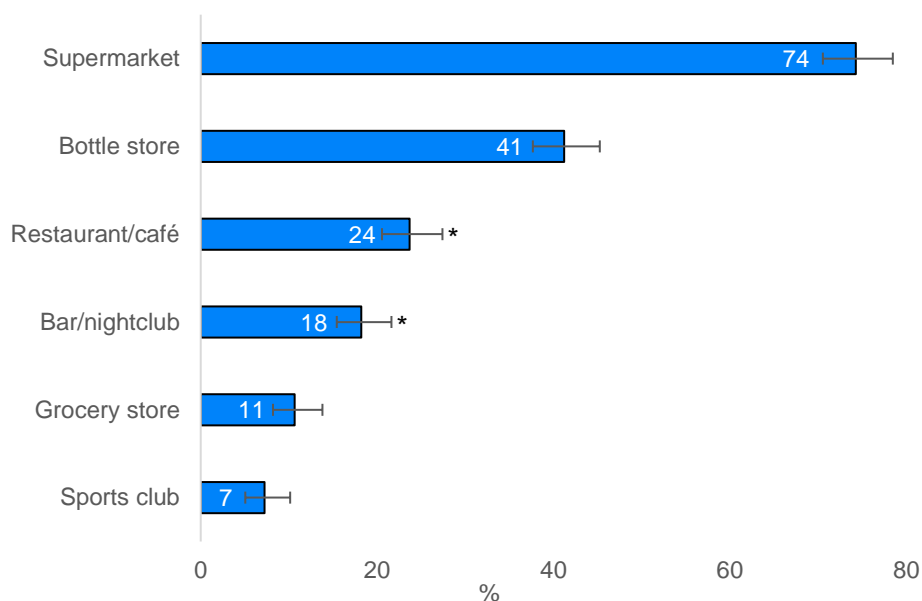
Location where alcohol is purchased

Respondents who reported having purchased alcohol in the last four weeks were asked where they had purchased alcohol. Respondents could report multiple locations.

For Bay of Plenty respondents, the supermarket, bottle or liquor store and restaurant/café were the most frequently reported places to purchase alcohol (see Figure 3).

There were some significant differences in purchasing locations over the last four weeks between Bay of Plenty respondents and those in the rest of New Zealand. A smaller proportion of Bay of Plenty respondents purchased alcohol at bar/nightclubs (18%) and at restaurant/café (24%), compared with the rest of New Zealand (23% purchased at bar/nightclubs; 32% at restaurant/café). Not surprisingly, a greater proportion of Bay of Plenty residents in urban areas purchased alcohol at bar/nightclubs compared with those in rural areas (23% compared with 11% respectively).

Figure 3: Frequently reported locations for purchasing alcohol in the last four weeks, Bay of Plenty respondents, 2013/14 to 2015/16



Base: Living in Bay of Plenty and purchased alcohol in the last four weeks, $n = 392$

Source: ABAS 2013/14 to 2015/16

* Significantly different from the rest of New Zealand

Sale and supply of alcohol in the community

All respondents were asked for their level of agreement with three statements relating to the sale and supply of alcohol in their community (see Figure 4). Responses to these statements used a 5-point scale from *strongly agree* to *strongly disagree*. In this report, *strongly agree* and *agree* responses have been combined to an overall *agree* category.

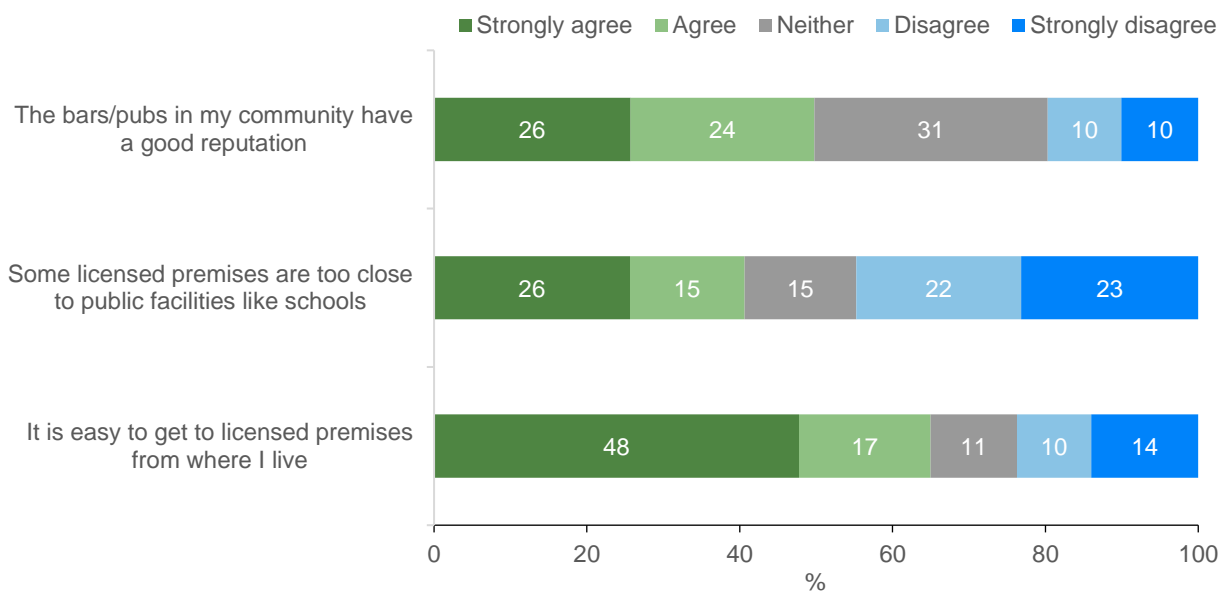
Sixty-five percent of Bay of Plenty respondents agreed that “it is easy to get to licensed premises from where I live”. This was not significantly different from the rest of New Zealand (67%). Not surprisingly, a greater percentage of Bay of Plenty respondents in urban areas agreed with this statement (70%), compared with those in rural areas of the Bay of Plenty region (57%). In 2013/14 a smaller proportion of Bay of Plenty respondents agreed with this statement compared with 2015/16 (58% and 67% respectively).

Forty-one percent of Bay of Plenty respondents agreed that “some licensed premises are too close to public facilities like schools”, which was greater than the proportion from the rest of New Zealand (34%).⁸ There was no significant difference across the three survey years for Bay of Plenty respondents.

⁸ 6% of Bay of Plenty respondents and 6% of the rest of New Zealand answered ‘Don’t know’ to this question (about whether some licensed premises are too close to public facilities like schools).

Fifty percent of Bay of Plenty respondents agreed that “the bars/pubs in my community have a good reputation”, a smaller proportion than from the rest of New Zealand (56%).⁹

Figure 4: Level of agreement with three statements about the sale and supply of alcohol, Bay of Plenty respondents, 2013/14 to 2015/16



Base: Living in Bay of Plenty. Excludes those who said ‘don’t know’ or ‘refused’ (It is easy to get to licensed premises from where I live n=760; Some licensed premises are too close to public facilities like schools n = 735; The bars/pubs in my community have a good reputation n = 662)

Source: ABAS 2013/14 to 2015/16

Knowledge/awareness of council processes about sale and supply of alcohol

The Eastern Bay of Plenty (Kawerau, Ōpōtiki and Whakatāne District Councils) local alcohol policy came into effect in March 2016. The Tauranga and Western Bay of Plenty (Tauranga and Western Bay Councils) local alcohol policy came into effect in November 2015.

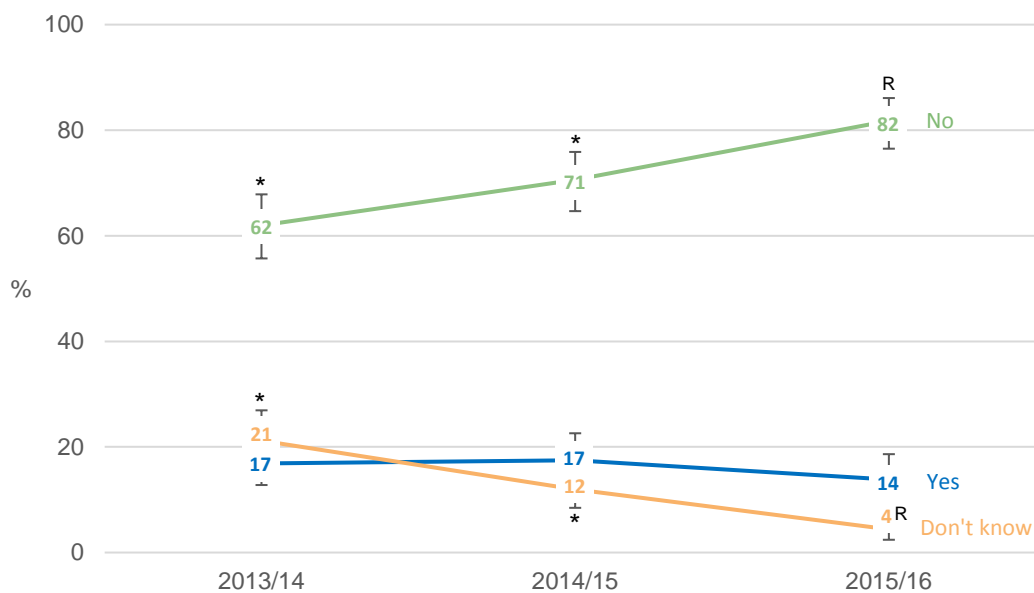
Overall, 16% of Bay of Plenty respondents reported knowing that their local council was going or had gone through a planning process, including talking with people, about the sale and supply and consumption of alcohol in their community. Seventy-one percent answered “No” (they didn’t know), while a further 13% responded “don’t know” (presumably indicating uncertainty). There were no significant differences in level of knowledge or awareness compared with the rest of New Zealand.

There were significant differences in levels of knowledge or awareness about the council process in Bay of Plenty respondents across the three survey years (Figure 5). In 2013/14 and 2014/15, a smaller proportion of Bay of Plenty respondents reported they were unaware that their local council

⁹ 15% of Bay of Plenty respondents answered ‘Don’t know’ to this question (about whether bars/pubs in my community have a good reputation), compared to 13% of the rest of New Zealand. However, this difference is not enough to explain the difference in agreement between Bay of Plenty and the rest of New Zealand.

was going or had gone through a process about the sale and supply and consumption of alcohol in their community (62% and 71%, respectively), compared with 2015/16 (82%). Conversely, in 2013/14 and 2014/15, a greater proportion of Bay of Plenty respondents reported that they did not know that their local council had gone through a process (21% and 12% respectively), compared with 2015/16 (4%).

Figure 5: Differences across the three survey years in knowledge/awareness of council planning around the sale and supply and consumption of alcohol in the community, Bay of Plenty respondents 2013/14 to 2015/16



Base: Living in Bay of Plenty, n = 783.

Source: ABAS 2013/14 to 2015/16

* Significantly different from the reference group (R; 2015/16)