
Alcohol Use in New Zealand Survey (AUiNZ) 2019/20

Māori results

Prepared for the Te Hiringa Hauora/Health Promotion Agency by:
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ALCOHOL USE IN NEW ZEALAND SURVEY (AUiNZ) 2019/20

MĀORI RESULTS

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EXECUTIVE SUMMARY

This report presents the results from the 2019/20 Alcohol Use in New Zealand Survey (AUiNZ) for respondents who identified as Māori. It focusses on providing detailed within-Māori comparisons rather than looking at inequities between Māori and non-Māori. Additional detail, including between ethnic group comparisons, can be found on our data explorer, Kupe <http://kupe.hpa.org.nz/>.

- Four out of five Māori adults (18+) have consumed alcohol in the last year (83%), and just under half (47%) have consumed alcohol in the last week.
- To reduce the long-term health risks from alcohol, Te Hīringa Hauora recommends that New Zealanders adhere to the low-risk alcohol drinking advice.
- In 2019/20 the majority of Māori adults (64%) followed the low-risk alcohol drinking advice (note this includes non-drinkers). In particular:
 - two-thirds of Māori adults (64%) drank at or below the recommended daily limit (no more than 2/3 standard drinks a day for females/males)
 - 82% drank at or below the recommended weekly limit (no more than 10/15 standard drinks a week for females/males)
 - nearly all Māori had at least two alcohol-free days a week (96%).
- In the last year, more than half of Māori respondents (57%) have experienced harm, either from their own or someone else's drinking. In particular, young Māori aged 18-24 (66%) and Māori females (61%) were more likely to have experienced harm from alcohol.
- Respondents reported that, on 16% of occasions where alcohol was consumed, very heavy drinking occurred (involving 10 or more standard drinks).
- Almost a third of Māori who drank alcohol in the last year (29%) said they had cut back on drinking in the last four weeks and a further 22% had thought about cutting back. Physical health and financial concerns were the most common reasons for cutting back on alcohol.

INTRODUCTION AND METHODOLOGY

The Alcohol Use in New Zealand Survey (AUiNZ) provides information about the attitudes and behaviours of New Zealanders towards alcohol. This is a nationwide survey of New Zealand residents aged 18 years and over, using a mix of self-completion methods. A total of 4,545 adults completed this survey between August 2019 and March 2020, including 1,285 Māori.

Detailed information about the survey approach and sample profile can be found in Appendix II and in the *Alcohol Use in New Zealand Survey 2019/20 Methodology Report*.

BACKGROUND

The aim of the survey is to monitor public attitudes and behaviour around alcohol, with robust representation of key sub-populations. In particular, Te Hiringa Hauora monitors and reports on adherence to its **low-risk alcohol drinking advice** (see page 9 for details).

Results will be used to develop and implement evidence-informed alcohol advice, policies, programmes, resources and other activities.



MEASURE ALCOHOL CONSUMPTION



MEASURE ALCOHOL-RELATED BEHAVIOURS



MEASURE ATTITUDES TOWARDS DRINKING

METHODOLOGY



Method

Respondents were invited to complete the survey either online or on paper. Potential respondents were selected from the Electoral Roll, which allowed for the inclusion of the majority of the population. Māori were oversampled to improve the precision of Māori results and to enable detailed sub-group analysis for Māori.



Fieldwork dates*

Wave 1: 2 August – 22 September 2019

Wave 2: 1 November 2019 – 6 January 2020

Wave 3: 31 January – 22 March 2020



Sample	Size (n=)	Margin of Error (95% CI)
Total	4,545	±1.5%
18-24 year-olds	930	±3.2%
Māori	1,285	±2.7%

*Fieldwork was completed before COVID-19 Alert Level 4 lockdown came into force at 11:59 pm Wednesday 25 March 2020.

NOTES TO THE REPORT

DEFINITIONS

Last-week drinker: A respondent who reported having a drink containing alcohol in the last 7 days.

Drinker: A respondent who reported having a drink containing alcohol in the last 12 months (including those who had a drink in the last 7 days).

Non-drinker: A respondent who reported that they have not had a drink containing alcohol in the last 12 months or have never had a drink.

WEIGHTING

Survey results for Māori are weighted to be representative of the Māori adult population according to age and gender. Weighting was based on StatsNZ 2018 Census results (for more details on weighting, please see the Methodology Report).

GENERALISABILITY OF FINDINGS

The proportion of respondents who consumed alcohol in the last year is slightly higher than reported through the 2019/20 NZ Health Survey (83% in the AUiNZ Survey compared with 81.5% in the NZ Health Survey). However, this difference may be explained by the inclusion of 15-17 year-olds in the NZ Health Survey. Results from the AUiNZ Survey are therefore likely to be generalisable to the NZ population.

BASE SIZES

All base sizes ($n=$) shown are unweighted base sizes. Due to a small number of respondents who skipped questions while completing the paper questionnaire, base sizes may vary slightly as they exclude those who did not answer a particular question.

ROUNDING

Due to the effects of rounding, percentages shown in charts may not always add to 100.

NOTES TO THE REPORT (CONTINUED)

REPORTING ON SIGNIFICANT DIFFERENCES

Please note, for simplicity the report commentary only highlights a difference between two results if this difference is:

1. Statistically significant (at the 95% confidence level); and
2. Greater than five percentage points (with the exception of comparing males to females or 18-24 year-olds to 25 and over).

Unless otherwise stated, significant differences are reported in comparison to all Māori respondents and are based on unadjusted rates. More detailed comparisons based on adjusted rates are available in our data explorer, Kupe <http://kupe.hpa.org.nz/>.

CALIBRATION TO STANDARD DRINKS

This survey aims to provide reliable measures of daily and weekly consumption, within the constraints of the methodology (self-completion) and acknowledging the limitations of people's ability to accurately recall and honestly report alcohol consumption. A standard drink contains 10g of pure alcohol, and is not usually the same as a glass of wine or beer poured in a bar or at home.

Respondents to this survey reported the number of drinks they had consumed based on the most commonly used drinks and drinking vessels, rather than being asked to report their consumption as a number of standard drinks. Therefore, a standard drink calibration ratio has been applied at the analysis stage to calibrate reported consumption to standard drinks. For further information on the calibration ratios, please see Appendix I.



ADDITIONAL ANALYSIS

This report is published alongside a separate report looking at results for all respondents. Detailed population breakdowns (by age, sex, ethnicity, deprivation and region) are also available on our data explorer, Kupe <http://kupe.hpa.org.nz/>.



TE HIRINGA HAUORA LOW-RISK ALCOHOL DRINKING ADVICE

In this report, reference is made to whether or not respondents adhered to the low-risk alcohol drinking advice promoted by Te Hiringa Hauora. This includes advice for reducing the long-term health risks from drinking (3 elements) and the risk of injury from drinking.

Advice for reducing long-term health risks from drinking

	1. Standard drinks <u>daily</u>	2. Standard drinks <u>per week</u>	3. Alcohol-free days <u>per week</u>
 Males	No more than 3	No more than 15	At least 2
 Females	No more than 2	No more than 10	

Advice for reducing the risk of injury from drinking

	Standard drinks <u>daily</u>
 Males	No more than 5
 Females	No more than 4

NOTE ON STANDARD DRINKS



A standard drink contains 10g of alcohol, it isn't usually the same as a glass of wine or beer poured in a bar or at home.

Further information can be found at www.alcohol.org.nz

GENERAL PATTERNS OF CONSUMPTION

MĀORI ALCOHOL CONSUMPTION

The majority of Māori respondents (83%) had consumed alcohol in the last year.

One in six Māori respondents had not consumed alcohol in the last year (17%). Non-drinkers were more likely to be aged 65 and over (32%).



Māori females (20%) were more likely to be non-drinkers than Māori males (13%).

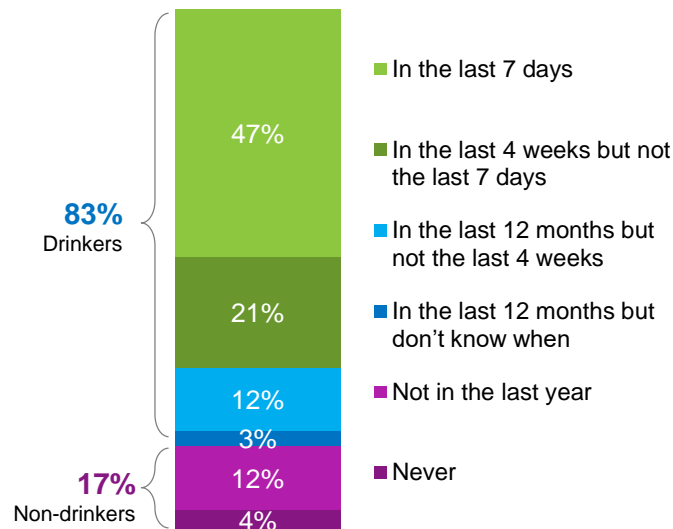
Last week drinkers

Around half (47%) of Māori respondents had consumed alcohol in the last week. Those who had consumed alcohol within the last week were more likely to live in areas of low deprivation.



Māori males were more likely to be last-week drinkers than Māori females (52% compared with 42%).

Timing of last alcoholic drink



Base: All Māori respondents (excluding don't know/can't recall) (n=1,265)
 Q1. When did you last have a drink containing alcohol?

MĀORI DAILY ALCOHOL CONSUMPTION

1. The low-risk alcohol drinking advice recommends having no more than 3 standard drinks per day for males, or no more than 2 standard drinks per day for females.

Two-thirds of all Māori respondents (64%) met the recommended daily drinking limit.*

Māori who live in the least deprived areas were less likely to meet the recommended daily limit, with 53% drinking at or below this level.

Last-week drinkers

Of those who consumed alcohol within the last week, 23% met the daily drinking limit. The average number of drinks consumed on each occasion was 5.6 standard drinks for Māori females and 6.5 for Māori males.



18-24 year-old Māori males consumed an average of 8.7 standard drinks per occasion compared with 6.0 per occasion for males aged 25 and over.

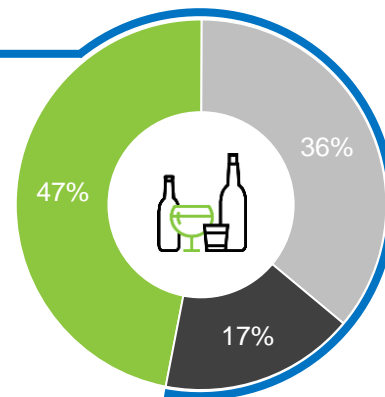


Similarly, younger (18-24 year-old) Māori females consumed more per occasion than Māori females aged 25 and over (an average of 7.0 standard drinks compared to 5.3).

Alcohol consumption in the last week

64% of Māori respondents met the daily drinking limits (23% of last-week drinkers)

- Drank in last week
- Did not drink in last week
- Non-drinker



Base: All Māori respondents (n=1,261)

* Note: This includes non-drinkers

MĀORI WEEKLY ALCOHOL CONSUMPTION

2. The low-risk alcohol drinking advice recommends having no more than 15 standard drinks a week for males, or no more than 10 standard drinks a week for females.

The majority of all Māori respondents (82%) met the recommended weekly alcohol consumption limit.*

This was similar across all groups (male/female, rural/urban and high/low deprivation).

Last-week drinkers

Among last-week drinkers, 62% drank at or below the weekly drinking limit. On average, males had 17.7 standard drinks in a week while females had 12.6 standard drinks in a week.



18-24 year-old Māori males drank an average of 20.3 standard drinks per week compared to 17.0 for Māori males aged 25 and over.

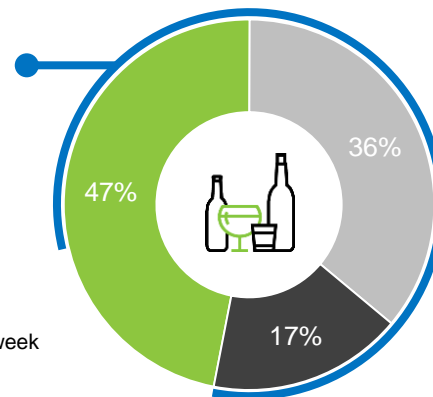


Similarly, 18-24 year-old Māori females drank more per week than Māori females aged 25 and over (an average of 13.2 standard drinks per week compared to 12.4).

Alcohol consumption in the last week

82% of Māori respondents met the weekly drinking limits (62% of last-week drinkers)

- Drank in last week
- Did not drink in last week
- Non-drinker



Base: All Māori respondents (n=1,261)

* Note: This includes non-drinkers

MĀORI FREQUENCY OF ALCOHOL CONSUMPTION

3. The low-risk alcohol drinking advice recommends having at least two alcohol-free days a week.

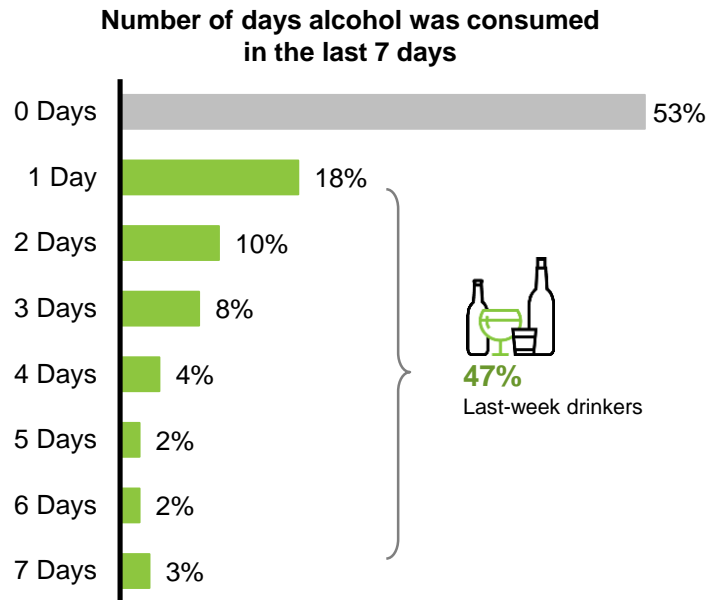
Nearly all Māori respondents (96%) had at least two alcohol-free days in the last week.*



Māori females were more likely to have at least two alcohol-free days (97%) than Māori males (94%).

Last-week drinkers

- Nearly all last-week drinkers (91%) had at least two alcohol-free days.
- 89% consumed alcohol on a weekend day (Friday-Sunday), while 57% consumed alcohol on a weekday (Monday-Thursday).



Base: All Māori respondents (n=1,265)
Q16. On which days did you have an alcoholic drink?

* Note: This includes non-drinkers

MĀORI ADHERENCE TO ADVICE (LONG-TERM HEALTH RISK)

Followed all three elements of the low-risk alcohol drinking advice (as outlined on the previous three pages).

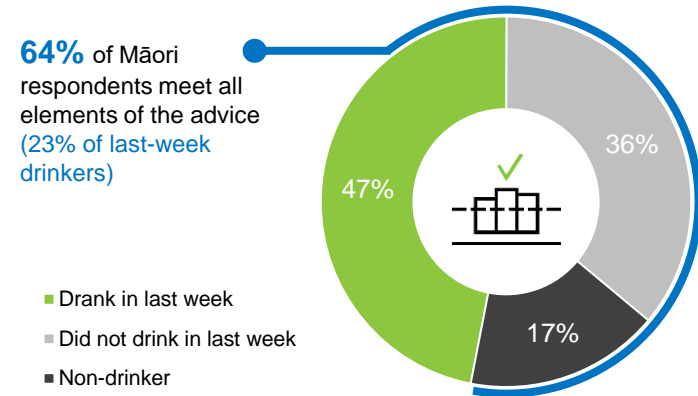
Two-thirds (64%) of Māori followed all three elements of the low-risk alcohol drinking advice.*

Māori living in the least deprived areas were less likely to follow the low-risk alcohol drinking advice (56%).

Last-week drinkers

Less than a quarter of last-week drinkers (23%) consumed alcohol within the low-risk drinking advice.

Alcohol consumption in the last week



Base: All Māori respondents (n=1,261)

* Note: This includes non-drinkers

SUMMARY OF MĀORI ADHERENCE TO ADVICE TO REDUCE LONG-TERM HEALTH RISKS FROM DRINKING

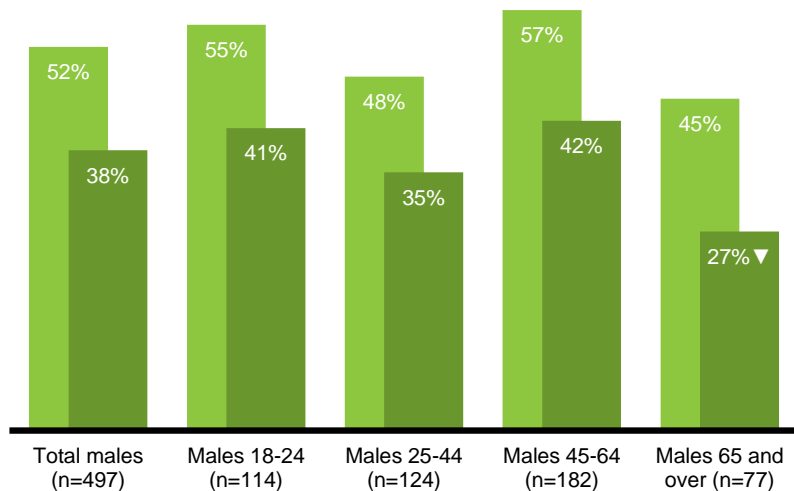
% who followed advice in the last week	All Māori respondents* (n=1,261-1,265)	Last-week drinkers (n=572-573)	18-24 year-old last-week drinkers (n=141)	25 and over last-week drinkers (n=431-432)
1. Less than 2 (females) or 3 (males) standard drinks per day	64%	23%	20%	24%
2. Less than 10 (females) or 15 (males) standard drinks per week	82%	62%	56%	64%
3. At least 2 alcohol-free days per week	96%	91%	94%	90%
Followed all 3 elements in the last week	64%	23%	19%	23%

* Note: This includes non-drinkers

ALCOHOL CONSUMPTION BY AGE AND GENDER – MĀORI



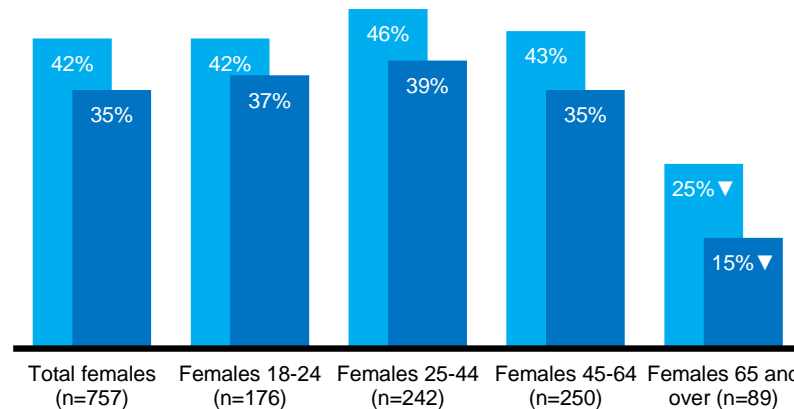
Male weekly alcohol consumption



■ % had a drink in the last 7 days
 ■ % do not meet all 3 elements of advice



Female weekly alcohol consumption



■ % had a drink in the last 7 days
 ■ % do not meet all 3 elements of advice

▲ ▼ significantly different to gender total

Base: All Māori respondents (excluding don't know/can't recall)

Q1. When did you last have a drink containing alcohol? And total number of **standard drinks** in the last week from 7-day consumption diary

MĀORI SINGLE OCCASION LIMIT TO REDUCE INJURY RISK

To reduce risk of injury, Te Hiringa Hauora recommends having no more than 5 standard drinks on any single occasion for males, or no more than 4 standard drinks on any single occasion for females.

The majority of all Māori respondents (73%) met the single occasion limit in the last week.*



Māori males were less likely to meet the single occasion limit (71%) compared to Māori females (76%).

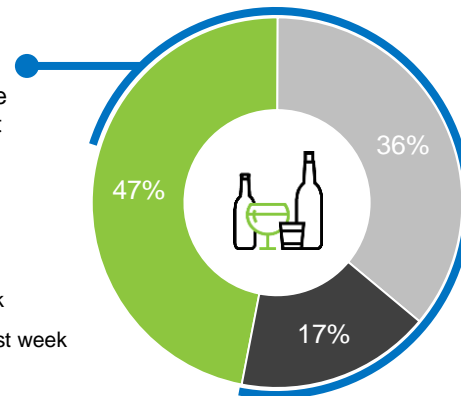
Last-week drinker

Among Māori last-week drinkers, 43% drank at or below the single occasion limit.

Alcohol consumption in the last week

73% of Māori respondents met the single occasion limit (43% of last-week drinkers)

- Drank in last week
- Did not drink in last week
- Non-drinker



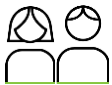
Base: Māori respondents (n=1,261)

* Note: This includes non-drinkers

INSTANCES OF VERY HEAVY DRINKING, AMONG MĀORI LAST-WEEK DRINKERS

27% of Māori last-week drinkers consumed 10 or more standard drinks in a single occasion in the last week.

Of the total number of drinking occasions reported in the last week, 16% involved the consumption of 10 or more standard drinks.

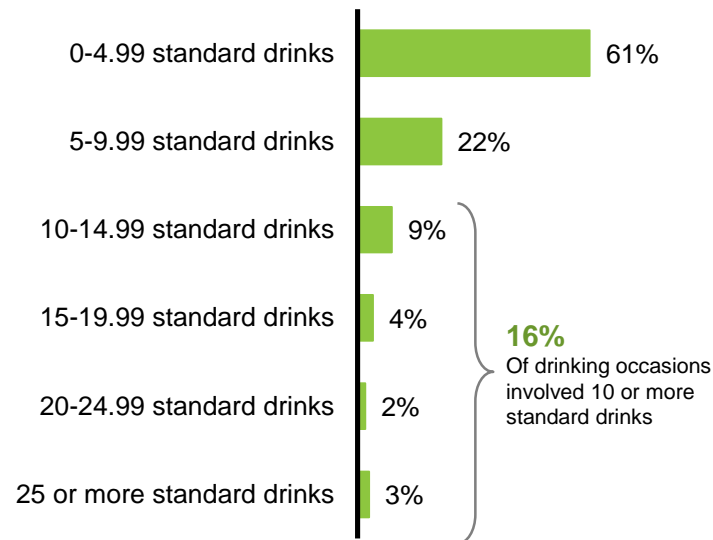


Māori males (31%) were more likely to drink 10 or more standard drinks in a single occasion than Māori females (24%).



18-24 year-old Māori (38%) were more likely to drink 10 or more standard drinks in a single occasion compared to Māori aged 25 and over (24%).

Number of standard drinks consumed in a single day, by last-week drinkers



Base: $n=1,416$ drinking occasions ($n=572$ Māori last-week drinkers consumed alcohol on an average of 2.5 occasions in a week). The difference between the summed score (16%) and the individual scores is to do with rounding.

DRINKING BEHAVIOURS AND CUTTING BACK

FREQUENCY OF GETTING DRUNK WHEN DRINKING, AMONG MĀORI

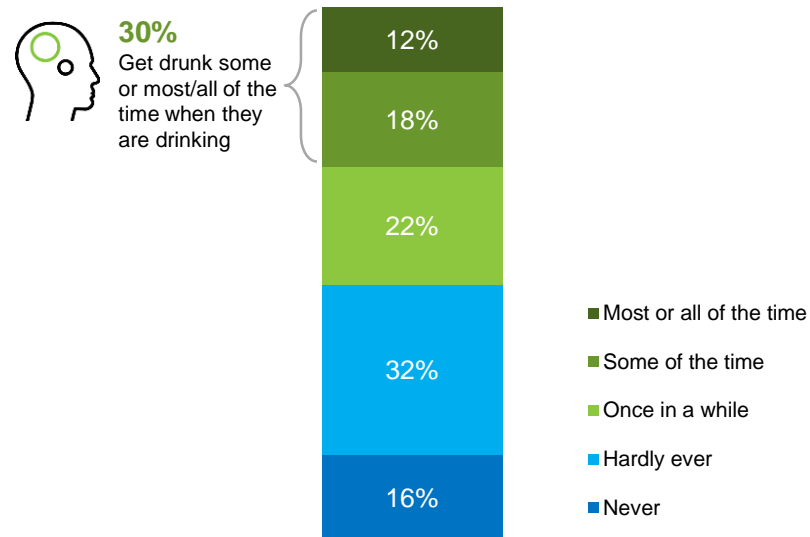
The majority of Māori drinkers (70%) got drunk only once in a while, hardly ever or never.

A third (30%) of Māori drinkers got drunk* some or most/all of the time.



Māori 18-24 year-olds were more likely to get drunk some or most/all of the time (51%) compared to those aged 25 and over (25%).

How often people get drunk when they are drinking



Base: Māori drinkers (n=1,030)

Q9. How often do you get drunk when you are drinking?

*By 'drunk' we mean any of the following: feeling more confident and chatty, having slower reaction times, losing coordination and have trouble remembering things, mood changes (unhappiness or increased wellbeing) or having a hangover the next day.

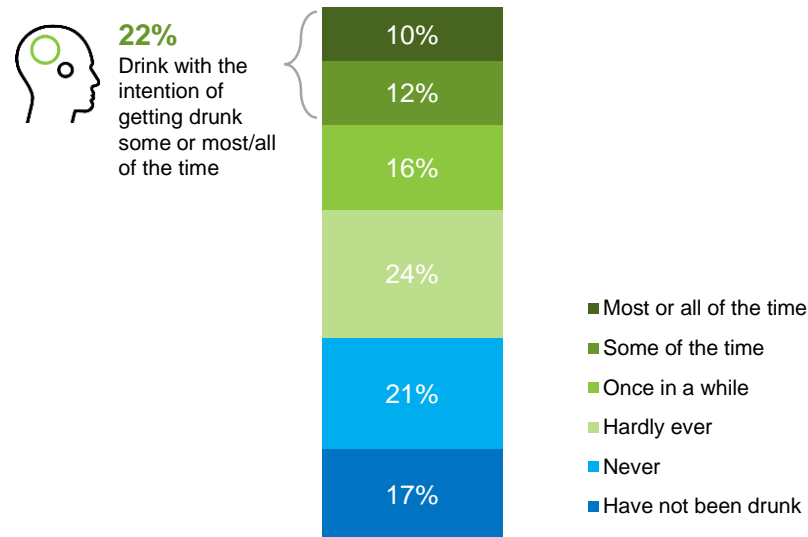
DRINKING WITH THE INTENTION OF GETTING DRUNK, AMONG MĀORI

The majority of Māori drinkers did not drink with the intention of getting drunk, with one in five (22%) saying they intended to get drunk* some or most/all of the time.



18-24 year-old Māori were more likely to intend to get drunk (44%) compared to those aged 25 and over (17%).

How often people drink with the intention of getting drunk



Base: Māori drinkers (n=1,026)

Q10. How often do you drink with the intention of getting drunk?

*By 'drunk' we mean any of the following: feeling more confident and chatty, having slower reaction times, losing coordination and have trouble remembering things, mood changes (unhappiness or increased wellbeing) or having a hangover the next day.

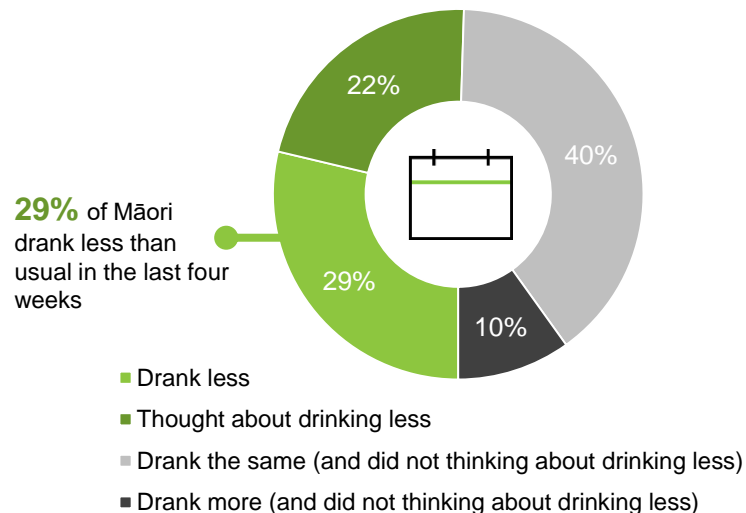
MĀORI CUTTING BACK ON DRINKING

29% of Māori drinkers said they had cut back on drinking in the last 4 weeks.

Those who have cut back on drinking were more likely to be aged 65 and over (39%).

A further 22% of Māori drinkers thought about drinking less, but did not.

Drinking in the last four weeks



Base: Māori drinkers (n=1,020)

Q4. Thinking about how often and how much you drank in the last 4 weeks, was this about the same as you would usually drink, or did you drink more or less than usual?

Q5. Over the last 4 weeks, did you think about drinking less?

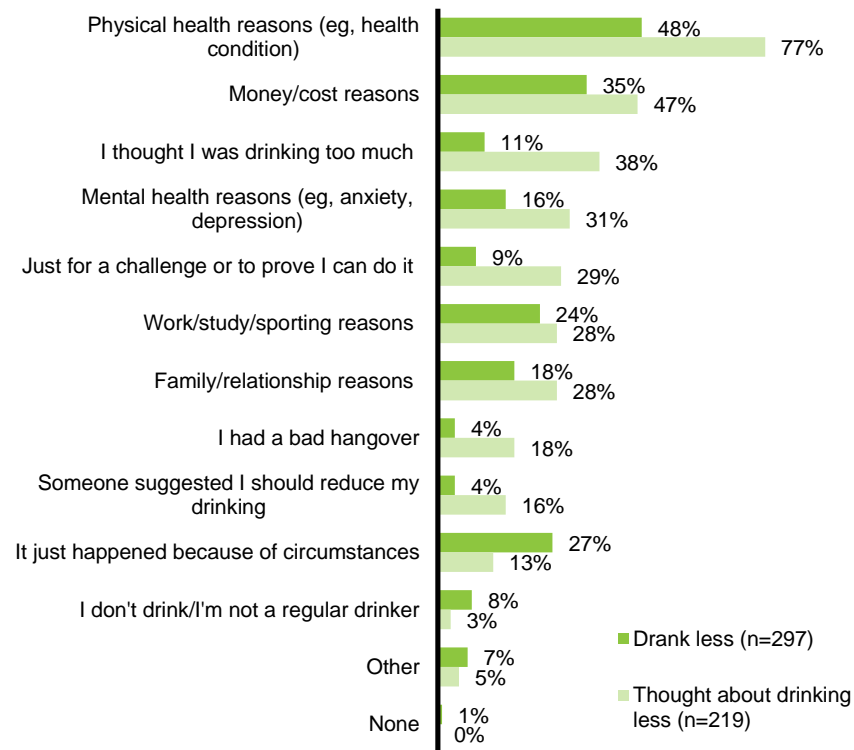
MĀORI TRIGGERS FOR CUTTING BACK ON DRINKING

Physical health was the main reason given by both those who had drunk less (48%) and those who thought about drinking less (77%).

Of those who did drink less, the other most common reasons were *money/cost* (35%) and *it just happened because of circumstances* (27%).

Those who thought about drinking less also stated that *money/cost* (47%) and *I thought I was drinking too much* (38%) were reasons for wanting to drink less.

Reasons why Māori drank less or thought about drinking less



Base: Māori respondents who drank less or thought about drinking less (n=516)
Q6. Please select all the reasons why you drank less/thought about drinking less?

ATTITUDES TOWARDS DRINKING AND INFLUENCES ON DRINKING

MĀORI SOCIAL ATTITUDES TO DRINKING

The majority (87%) of Māori drinkers sometimes chose not to drink at social occasions; however, 45% said they enjoyed social occasions more when they drank.

Māori males were more likely to say:

- *having a drink at social occasions is an important part of my lifestyle* (31% compared with 24% of females)
- *I enjoy social occasions more when I drink* (49% compared with 40% of females).

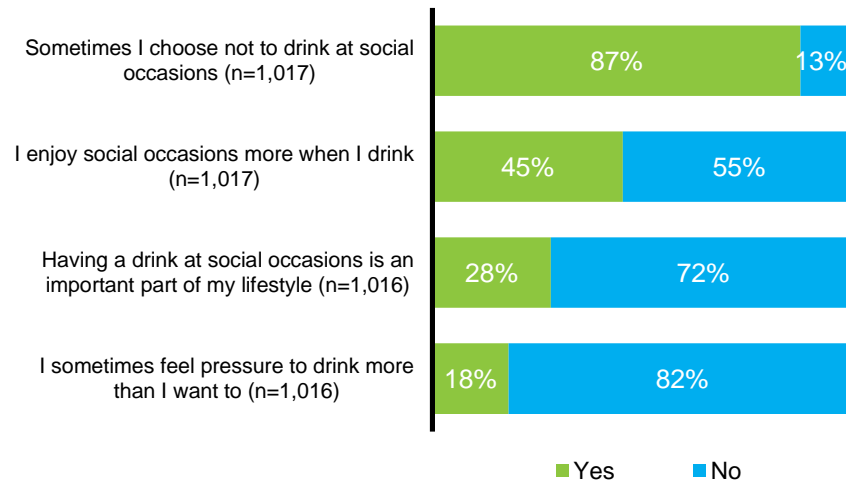


18-24 year-old Māori were more likely to say *sometimes feel pressure to drink more than I want to* (24%) compared with Māori aged 25 and over (16%).

Younger Māori were also more likely to say *I enjoy social occasions more when I drink* (52% compared to 43%).



Social attitudes to drinking



Base: Māori drinkers

Q3. Please indicate which of the following apply to you.

INFLUENCES ON MĀORI DRINKING

In the majority of cases, Māori respondents reported that other people had no influence on their drinking (62%-71%).

In some instances, Māori respondents reported that others had an influence on alcohol consumption. A third (33%) of Māori respondents said their friends influence them to drink more, with work colleagues having the second highest influence on drinking more (19%).

Family/whānau or partners were more likely to influence respondents to drink less.



Māori males were more likely to be influenced to drink more by work colleagues and sports, activity or hobby clubs.

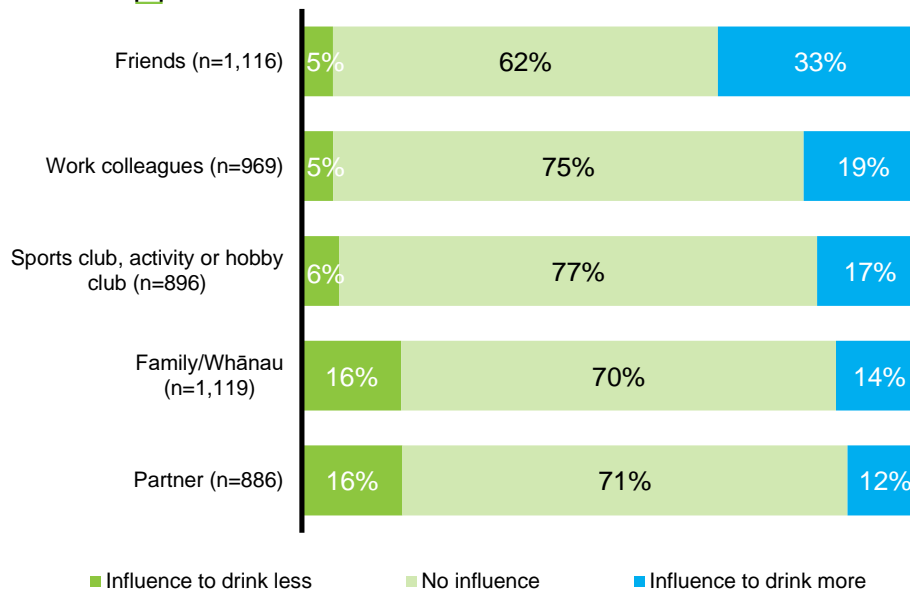
Māori females were more likely to be influenced to drink more by their family/whānau.



Young Māori aged 18-24 years-old were most likely to be influenced to drink more by friends (51%) and work colleagues (25%).



Influences on how much and how often Māori drink



Base: All Māori respondents (excluding not applicable)
 Q20. How much influence would you say each of the following currently has on how much and how often you drink?

MĀORI ATTITUDES TO DRINKING

Nine out of ten (90%) Māori drinkers were comfortable with how much they drank.

The majority of Māori drinkers (83%) said they would tell someone close to them if they thought they were drinking too much.

Almost a third (30%) said they *sometimes really need a drink*.



Māori females were more likely to say they sometimes really need a drink (32%) compared with Māori males (27%).

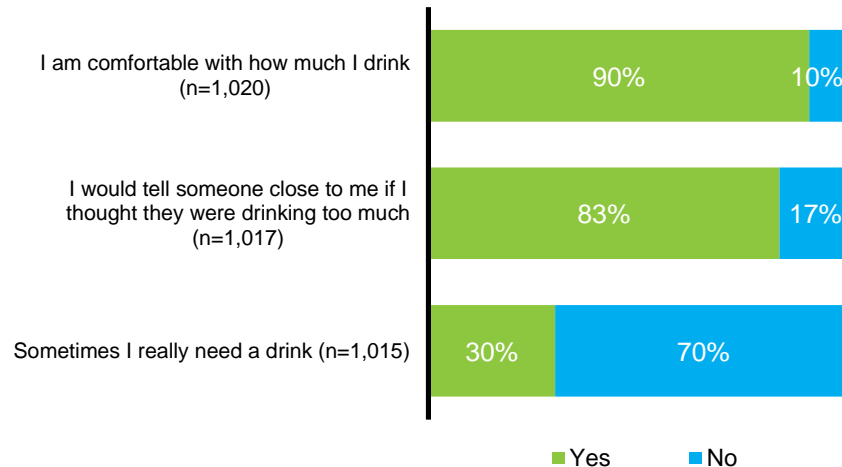
They were also more likely to say they would tell someone close to them if they thought they were drinking too much (86%) compared with Māori males (81%).



18-24 year-old Māori were more likely to be comfortable with how much they drink (95%) compared with Māori aged 25 and over (88%).



Attitudes to drinking



Base: Māori drinkers

Q3. Please indicate which of the following apply to you.

CONCERN RAISED ABOUT DRINKING, AMONG MĀORI

13% of Māori drinkers said someone had raised concern about their drinking in the last year.

Concern about drinking usually came from someone close (9%), while 2% said it had been a doctor or health worker and a further 2% said both had raised concern.

Of the 13% of people who had raised concern about drinking in the last year, Māori males (16%) were more likely to have had concern raised about their drinking than Māori females (9%).

Last-week drinkers

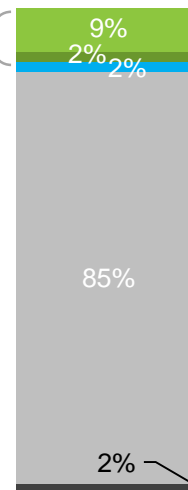
Māori last-week drinkers who did not meet the low-risk alcohol drinking advice were more likely to say someone had raised concern about their drinking (18%) than those who drank within the recommended limits (3%).

Among those who did not meet the advice, 16% had concern raised by someone close and 4% had concern raised by a doctor or health worker.



Concern raised about how much they are drinking

13% have had someone raise concern about their drinking



- Yes, only someone close to me
- Yes, only a doctor or health worker
- Yes, both someone close to me and a doctor or healthworker
- No
- Can't recall

Base: Māori drinkers (n=1,028)

Q11. In the last 12 months, has anyone raised concerns with how much you are drinking?

HARMS FROM OWN AND OTHERS' DRINKING

TOTAL HARM EXPERIENCED FROM ALCOHOL, AMONG MĀORI

In the last 12 months, more than half (57%) of Māori respondents had experienced harm, either from their own or someone else's drinking.

Māori respondents were more likely to have experienced harm from someone else's drinking (48%) than their own drinking (41%).

Māori who live in the least deprived areas were less likely to have experienced harm from alcohol (50%).

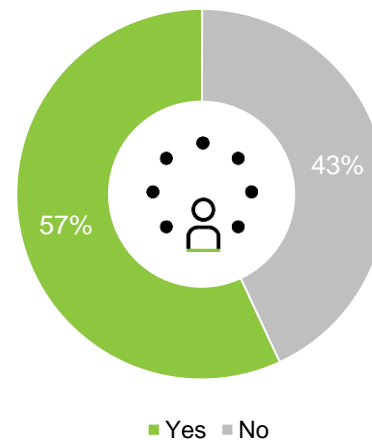


Māori females were more likely to experience harm from alcohol than Māori males (61% compared with 53%).



Māori 18-24 year-olds were more likely to experience harm (66%) from alcohol than those aged 25 and over (55%).

Experienced harm from their own or someone else's drinking in the last 12 months



Base: All Māori respondents (n=1,285)

Q23. Please select all of the following that you have experienced over the last 12 months because of your drinking?

Q24. Please select all of the following that you have experienced over the last 12 months because of another person's drinking?

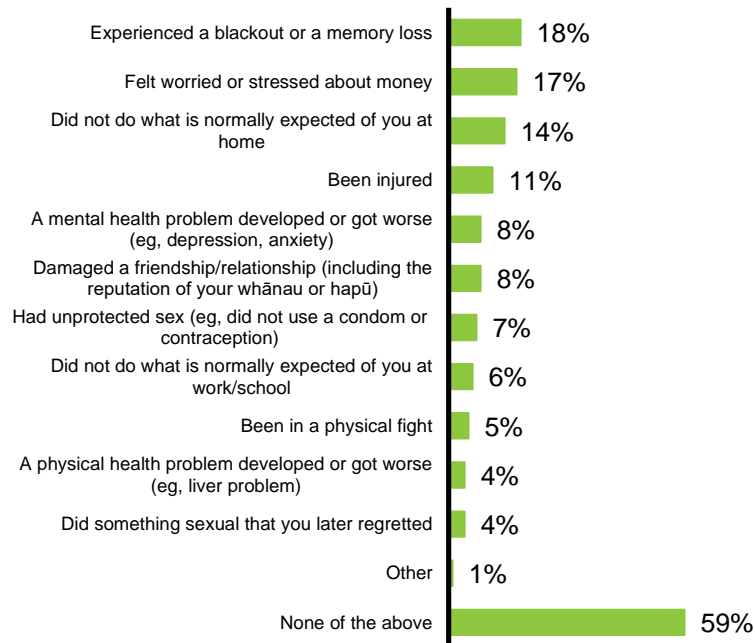
MĀORI EXPERIENCES OF HARM FROM OWN DRINKING

Two out of five (41%) Māori drinkers had experienced harm from their own drinking in the last 12 months. The most common harm was experiencing a *blackout or a memory loss* (18%).



Māori 18-24 year-olds were more likely to have experienced harm from their own drinking (53%) compared to older Maori aged 25 and over (38%).

Types of harm experienced from own drinking in last 12 months



Base: Māori drinkers (n=1,011)

Q23. Please select all of the following that you have experienced over the last 12 months because of your drinking?

MĀORI TOP THREE HARMS FROM OWN DRINKING

The most common harms experienced from drinkers' own drinking were *experiencing a blackout or memory loss or feeling worried or stressed about money*.

	Māori 18-24 (n=254)	Māori 25-44 (n=304)	Māori 45-64 (n=344)	Māori 65+ (n=109)	Māori Males (n=409)	Māori Females (n=594)
1	Experienced a blackout or memory loss (26%)	Experienced a blackout or memory loss (23%)	Felt worried or stressed about money (17%)	Felt worried or stressed about money (10%)	Felt worried or stressed about money (19%)	Experienced a blackout or memory loss (19%)
2	Felt worried or stressed about money (20%)	Did not do what is normally expected of you at home (18%)	Did not do what is normally expected of you at home (11%)	A physical health problem developed or got worse (e.g. liver problem) (5%)	Experienced a blackout or memory loss (17%)	Felt worried or stressed about money (15%)
3	Been injured (19%)	Felt worried or stressed about money (17%)	Experienced a blackout or memory loss (10%)	Damaged a friendship/relationship (including the reputation of your whānau or hapū) (5%)	Did not do what is normally expected of you at home (16%)	Did not do what is normally expected of you at home (12%)

Base: Māori drinkers (n=1,011)

Q23. Please select all of the following that you have experienced over the last 12 months because of your drinking?

MĀORI EXPERIENCES OF HARM FROM OTHERS' DRINKING

Almost half of all Māori respondents (48%) have experienced harm from someone else's drinking in the last 12 months.

The most common harm was *feeling worried or stressed about another person's drinking* (27%) followed by *feeling unsafe in a public place* (19%).

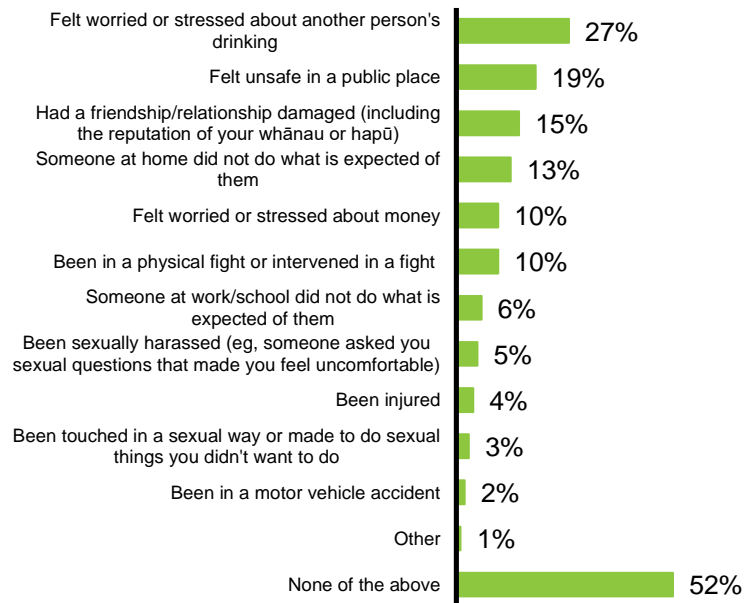


Māori females were more likely to have experienced harm from someone else's drinking (54%) compared with Māori males (42%).



Māori 18-24 year-olds were more likely to have experienced harm from someone else's drinking (58%) compared to Māori aged 25 and over (46%).

Types of harm experienced from others' drinking in last 12 months



Base: All Māori respondents (n=1,268)

Q24. Please select all of the following that you have experienced over the last 12 months because of another person's drinking?

MĀORI TOP THREE HARMS FROM OTHERS' DRINKING

Māori were most likely to say they had *felt worried or stressed about another person's drinking*. This was consistent across all age groups and gender.

	Māori 18-24 (n=294)	Māori 25-44 (n=368)	Māori 45-64 (n=439)	Māori 65+ (n=167)	Māori Males (n=494)	Māori Females (n=763)
1	Felt worried or stressed about another person's drinking (31%)	Felt worried or stressed about another person's drinking (28%)	Felt worried or stressed about another person's drinking (26%)	Felt worried or stressed about another person's drinking (24%)	Felt worried or stressed about another person's drinking (22%)	Felt worried or stressed about another person's drinking (33%)
2	Felt unsafe in a public place (28%)	Felt unsafe in a public place (19%)	Felt unsafe in a public place (17%)	Felt unsafe in a public place (11%)	Felt unsafe in a public place (16%)	Felt unsafe in a public place (22%)
3	Had a friendship/relationship damaged (including the reputation of your whānau or hapū) (18%)	Had a friendship/relationship damaged (including the reputation of your whānau or hapū) (16%)	Someone at home did not do what is expected of them (14%)	Had a friendship/relationship damaged (including the reputation of your whānau or hapū) (9%)	Been in a physical fight or intervened in a fight (10%)	Had a friendship/relationship damaged (including the reputation of your whānau or hapū) (19%)

Base: All Māori respondents (n=1,268)

Q24. Please select all of the following that you have experienced over the last 12 months because of another person's drinking?

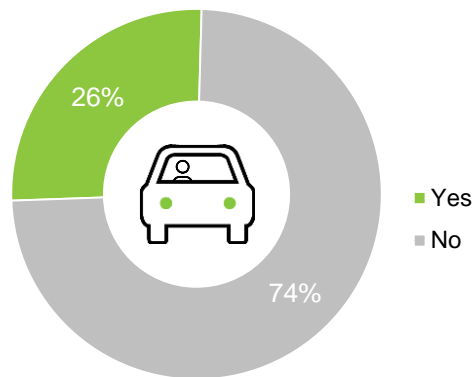
MĀORI DRINK-DRIVING

19% of all Māori respondents said they sometimes drove when they were not 100% sure they were under the legal driving limit.

Those who said this were more likely to live in a rural area (25%) or to be male (24%).

In the last year, one in four Māori drinkers (26%) said they had driven after drinking any alcohol. Among all Māori respondents, 15% had been in a vehicle with a driver who had been drinking.

Driven after drinking
(even if you may have been under the legal limit)

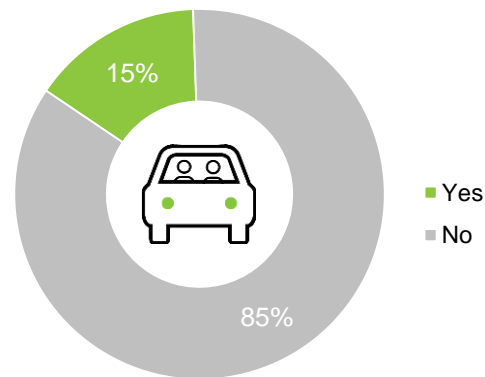


Māori males were more likely to have driven after drinking (30%) compared with Māori females (22%).

Base: Māori drinkers (n=1,011)

Q23. Please select all of the following that you have experienced over the last 12 months because of your drinking?

Been in a vehicle after the driver had been drinking
(even if they may have been under the legal limit)



Māori 18-24 year-olds were more likely to have been in a vehicle after the driver had been drinking (20%) compared with Māori aged 25 and over (14%).

Base: All Māori respondents (n=1,268)

Q24. Please select all of the following that you have experienced over the last 12 months because of another person's drinking?

APPENDIX I: CALIBRATION DETAILS

CAPTURING ALCOHOL CONSUMPTION ACCURATELY

BACKGROUND

This survey aims to provide reliable measures of daily and weekly consumption, within the constraints of the methodology (self-completion) and acknowledging the limitations of people's ability to accurately recall and honestly report alcohol consumption. It has been acknowledged that reporting consumption in standard drink measures is too hard for respondents. The concept of standard drinks is generally not understood or reported correctly by respondents, and many find the task of calculating their alcohol consumption in terms of standard drinks (even with guidelines provided) too difficult. Therefore, for this survey, the decision was made to collect alcohol consumption information in terms of 'number of drinks/glasses' and provide guidelines in the form of an illustration.

A standard drink calibration ratio has then been applied at the analysis stage to each drink to calibrate reported consumption to standard drinks. These ratios were determined through research on actual pour volumes and alcohol sales data on the most commonly drunk alcohol bottle volumes and strengths. The ratios for each drink type and volume are shown in the table below. See the Methodology Report for further information about the questionnaire and calibration study.

STANDARD DRINK CALIBRATION RATIOS

	BEER		WINE	CIDER	SPIRITS		
Alcohol type	Can / bottle	Pint	Glass	Can / bottle	RTD can / bottle	Cocktail	Shot / shot with mixer
Volume	330ml	450ml	150ml	330ml	250ml and 330ml	-	30ml
Alcohol content	4.5%	4.5%	13%	5%	7% and 5%	-	40%
Standard drinks	1.2	1.6	1.5	1.3	1.4	1.8	1

APPENDIX II: MĀORI SAMPLE PROFILE

GENDER AND AGE

GENDER

	Unweighted count (n=)	Weighted %
Male	503	48%
Female	770	51%
Gender diverse	8	1%

Base: All Māori respondents
Q31. Are you...

AGE

	Unweighted count (n=)	Weighted %
18-24 years	297	19%
25-44 years	369	40%
45-64 years	442	31%
65 and over	177	10%

Base: All Māori respondents
Age as stated in the Electoral Roll

REGION



	Unweighted count (<i>n</i> =)	Weighted %
Upper North Island (excluding Auckland)	460	34%
Auckland	318	25%
Lower North Island	358	30%
South Island	149	12%
<i>NET</i> : Urban	1,044	82%
<i>NET</i> : Rural	241	18%

Base: All Māori respondents
Location as stated in the Electoral Roll

DEPRIVATION INDEX

ABOUT THE INDEX

The University of Otago compile and release the New Zealand Deprivation Index (NZDep).

The NZDep is an area-based measure of socioeconomic deprivation in New Zealand. It measures the level of deprivation for people living in each of a number of small areas (meshblocks or statistical area units). It is based on nine variables from the 2018 census.

NZDep is often presented in deciles from 1-10

- 1 represents people living in the least deprived 10 percent of small areas.
- 10 represents people living in the most deprived 10 percent of small areas.

For our analysis NZDep deciles have been grouped into low (1-3), medium (4-7) and high deprivation (8-10).

Note: NZDep deciles should not be confused with school deciles which range from 1 (most deprived school catchment area) to 10 (least deprived school catchment area)



NEW ZEALAND DEPRIVATION INDEX

	Unweighted count (n=)	Weighted %
Low deprivation (1-3)	234	18%
Medium deprivation (4-7)	415	32%
High deprivation (8-10)	636	50%

Base: All Māori respondents

Location as stated in the Electoral Roll

The image features the Nielsen logo in white, centered on a vibrant green background with a wavy, undulating texture. The logo consists of the word "nielsen" in a lowercase serif font, with a small dot above the letter 'i'. Below the word is a horizontal line of eight white dots, each aligned with a letter in the word above.

nielsen

This artwork was created using Nielsen data.

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