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ALAC Alcohol Monitor - Adults & Youth  
2005-06 Annual Report

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## 1.0 Introduction

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This report is based on the four quarterly monitors conducted for ALAC during 2005/06.

A total of n=1,845 adults were surveyed for the ALAC Alcohol Monitor (defined as people aged 18+) during the year.

Results based on this total sample and quoted in this report are subject to a maximum margin of error of plus or minus 2.9% at the 95% confidence level.

In addition to adults, n=1,210 young people were surveyed for the Monitor (defined as people aged 12-17 years of age) during the year.

Results based on this sample are subject to a maximum margin of error of plus or minus 3.3% at the 95% confidence level.

Comparisons have been made to the original surveys conducted in September 2003 and March 2005. In contrast to the quarterly surveys conducted in 2005/06, the September 2003 and March 2005 surveys were single point-in-time measures conducted for those respective years (that is, only one survey was conducted for each of those financial years).



## 2.0 Profile of Adult drinkers and non-drinkers

This section provides a profile of the New Zealand population of adults 18+ as it relates to their drinking behaviour, in the 2005-06 year overall.

### 2.1 Drinking prevalence, frequency, and volume

Table 1 summarises the key characteristics of the adult 18+ population in terms of their drinking behaviours. These characteristics are discussed below.

**Table 1: Profile of New Zealand adults 18+ –Behaviours**

	Total			2005-06 Quarters			
	2003 n=1157	2005 n=659	2005/06 Annual n=1845	Sept 05 n=462	Dec 05 n=468	Mar 06 n=464	Jun 06 n=451
<b>Drinking behaviours</b>							
Current drinker	81%	81%	85%	89%	84%	86%	80%
<u>Drinking days per month</u>							
2 or less (between once a fortnight and once a month, or less regularly)	27%	37%	30%	33%	29%	28%	33%
3 or 4 (between once a week and once a fortnight)	10%	23%	19%	18%	19%	15%	24%
5 or 6 (about every 5 or 6 days)	22%	10%	11%	11%	16%	10%	10%
7 to 15 (2-3 times a week)	26%	17%	20%	16%	21%	25%	14%
15 but less than 30 (at least every 2 <sup>nd</sup> day, but not every day)	16%	14%	9%	9%	9%	10%	7%
About 30 (every day)	na	na	9%	11%	7%	11%	7%
<u>Standard drinks consumed last occasion</u>							
Average drinks consumed	3.5	3.8	5.2	5.2	5.6	5.1	5.1
7+ drinks last occasion	18%	15%	21%	17%	24%	23%	17%
Ever consumed 7+ drinks	na	72%	61%	59%	65%	67%	55%
Consumed 7+ drinks in last two weeks	na	16%	18%	16%	20%	24%	15%
Drinking <u>more</u> than last year	8%	10%	10%	12%	13%	6%	7%
Drinking <u>less</u> than last year	34%	41%	31%	25%	25%	36%	39%
Drinking less for <u>specific</u> reason	na	na	56%	na	na	49%	64%
<b>Drink types consumed last occasion</b>							
Beer	35%	39%	32%	29%	35%	36%	28%
Wine	44%	36%	41%	44%	42%	40%	38%
Spirits	3%	15%	17%	19%	16%	15%	19%
RTDs	17%	9%	8%	6%	4%	8%	11%



Across the 2005-06 year, the majority (85%) of all adults 18+ reported that they drink alcohol to some extent.

- ◆ In terms of frequency, adult *drinkers* reported consuming alcohol on 8.7 days per month on average, in the 2005-06 year – or approximately once every 3.5 days. This figure was highest in March 06 (9.6 days per month on average), but was lower in June 06 (7.4 days per month on average).
- ◆ In terms of volumes consumed, two-thirds (61%) of all adult drinkers (or 52% of all adults 18+) in 2005-06 reported that they had *ever* consumed seven or more drinks on at least one occasion (significantly lower than in 72% in March 05). However, in the 2005-06 year significantly fewer drinkers reported this in June 06 than in March 06 or December 05 (55%, 67%, and 65%, respectively, and compared to 59% in September 05).
- ◆ Almost one-fifth (18%) of all drinkers (or 15% of all adults 18+) reported in 2005-06 that they had consumed seven or more drinks on at least one occasion in the *last two weeks*, compared to 16% (or 13% of all adults 18+) in March 05. This figure peaked in March 06 (24% of all drinkers), although was similarly high throughout 2005-06 (16% in September 05, 20% in December 05, 24% in March 06, and 15% in June 06).
- ◆ One-third (31%) of drinkers in 2005-06 reported that they were generally drinking *less* than they were last year (less than 41% in March 05, but comparable to 34% in 2003). Drinkers in June 06 and March 06 were more likely to report this than those in December 05 and September 05 (39%, 36%, 25%, and 25%, respectively). In contrast, 10% reported drinking *more* this year than last year (no change from previous annual measures), with this less likely in June 06 and March 06 compared to December 05 and September 05 (7%, 6%, 13%, and 12%, respectively).
- ◆ Of those who reported drinking less than last year, 56% reported that they had cut back for a specific reason, with this more likely in June 06 than in March 06 (64% cf. 49%) (this measure was first introduced in March 06).

## 2.2 Segmentation of drinkers and non-drinkers

Based on the above characteristics, adult New Zealanders have been segmented into distinct categories representing the extent to which they can be classed as drinkers or non-drinkers. This segmentation is based on adults' reported drinking behaviours, specifically the number of standard drinks consumed on the last occasion or within the last two weeks. This approach results in a three-segment model consisting of Non-Drinkers, Moderate Drinkers<sup>1</sup>, and Binge Drinkers<sup>2</sup>.

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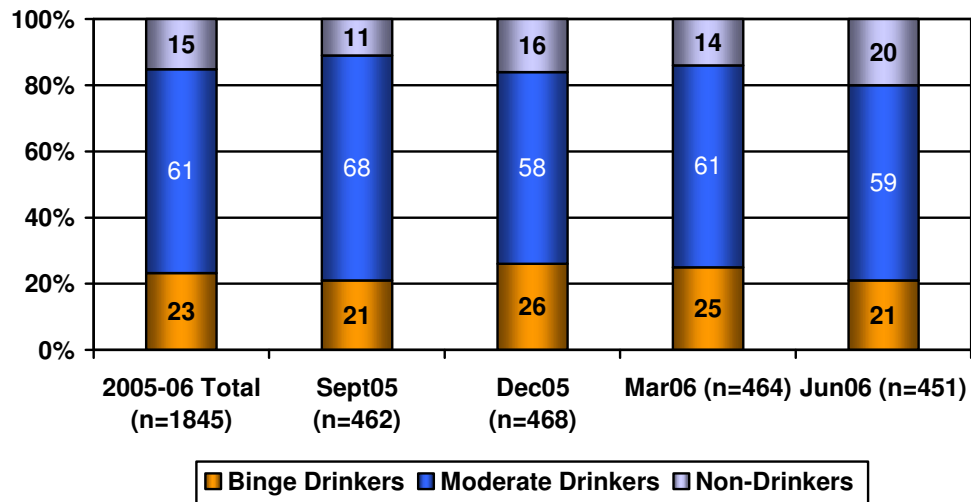
<sup>1</sup> Defined as adults 18+ who drank *less than seven* standard drinks on the last occasion and within the last two weeks.

<sup>2</sup> Defined as adults 18+ who drank *seven or more* standard drinks on the last occasion or within the last two weeks.



Figure 1 (below) shows the relative proportions of adults within each of the segments, for the 2005-06 year overall, and for each of the quarters of this year. Overall, 15% of adults 18+ are classified as Non-Drinkers, over half (61%) as Moderate Drinkers, and one-quarter (23%) as Binge Drinkers. The composition of these segments has remained consistent over the 2005-06 year (Figure 1).

**Figure 1: Segmentation of New Zealand adults 18+**



The current segment sizes are approximately similar to those observed in March 2005.



## 2.3 Demographic characteristics of drinking segments

The three adult segments differ in fundamental respects in terms of their demographic characteristics. This is particularly the case for Binge Drinkers, as shown in Table 2 and discussed below.

**Table 2: Comparison of 2005-06 adult segments – demographic characteristics**

	Total	Segments		
	2005/06 Annual	Non-Drinkers	Moderate Drinkers	Binge Drinkers
	n=1845	n=462	n=468	n=451
<b>Gender</b>				
Male	48%	43%	45%	58%
Female	52%	57%	55%	42%
<b>Age</b>				
18 to 29 years	22%	23%	15%	40%
30+ years	78%	77%	85%	60%
<b>Ethnicity</b>				
Maori	11%	13%	8%	19%
Pacific peoples	4%	11%	2%	6%
Other ethnic groups	85%	76%	91%	76%
<b>Income (personal or household)</b>				
Less than \$50,000	48%	63%	42%	50%
\$50,000 or more	52%	37%	58%	50%
<b>Drink types consumed (last occasion)</b>				
Beer	32%	na	29%	39%
Wine	41%	na	47%	25%
Spirits	17%	na	14%	27%
RTDs	8%	na	7%	8%

- ◆ Binge Drinkers are more likely to be male (58%, cf. 45% of Moderate Drinkers and 43% of Non-Drinkers).
- ◆ Binge Drinkers are typically younger than other adults. For example, two-fifths (40%) of Binge drinking adults are under 30 years of age, compared to 15% of Moderate Drinkers and 23% of Non-Drinkers.
  - ◆ However, the majority (60%) of Binge Drinkers are aged 30 years or older (although lower than the proportions of Moderate Drinkers (85%) and Non-Drinkers (77%) who are 30 years or older).





- ◆ Binge Drinkers tend to be over-represented by Maori (19%, cf. 11% of the New Zealand population of adults 18+), particularly when compared to Moderate Drinkers (8%) and Non-Drinkers (13%).
  
- ◆ Binge Drinkers are also slightly over-represented by Pacific adults (6%, compared to 4% of all adults 18+), particularly when compared to Moderate Drinkers (2%).
  - ◆ However, Pacific adults are also over-represented among Non-Drinkers (11%).
  
- ◆ Moderate Drinkers and Binge Drinkers tend to have higher incomes than Non-Drinkers. For example, 58% of Moderate Drinkers and 50% of Binge Drinkers have personal or household incomes of \$50,000 or more, compared to 37% of Non-Drinkers (and 52% of all adults 18+).
  
- ◆ On the last drinking occasion, Binge Drinkers were most likely to mainly consume *beer* (39%, significantly higher than 29% of Moderate Drinkers), *spirits* (27%, significantly higher than 14% of Moderate Drinkers), and *wine* (25%, significantly lower than 47% of Moderate Drinkers).



## 3.0 Profile of Youth drinkers and non-drinkers

This section provides a profile of the New Zealand population of youth aged 12-17, as it relates to their drinking behaviour in the 2005-06 year overall.

### 3.1 Drinking prevalence, frequency, and volume

Table 3 summarises the key characteristics of the youth 12-17 population in terms of their drinking behaviours. These characteristics are discussed below.

**Table 3: Profile of New Zealand youth 12-17 –Behaviours**

	Total			2005-06 Quarters			
	2003 n=1157	2005 n=659	2005/06 Annual n=1210	Sept 05 n=307	Dec 05 n=300	Mar 06 n=303	Jun 06 n=300
<b>Drinking behaviours</b>							
Ever tried alcohol	82%	80%	82%	81%	85%	82%	78%
<b>Current drinker</b>	49%	47%	53%	51%	58%	54%	48%
Average age "really" started drinking							
<b>Drinking days per month</b>							
2 or less (between once a fortnight and once a month, or less regularly)	na	61%	67%	67%	67%	66%	67%
3 or 4 (between once a week and once a fortnight)	na	16%	20%	19%	21%	21%	20%
5 or 6 (about every 5 or 6 days)	na	10%	4%	7%	4%	1%	6%
7 to 15 (2-3 times a week)	na	9%	6%	5%	5%	6%	6%
15 but less than 30 (at least every 2 <sup>nd</sup> day, but not every day)	na	2%	1%	0%	1%	2%	0%
About 30 (every day)	na	na	0%	0%	0%	0%	0%
<b>Standard drinks consumed last occasion</b>							
Average drinks consumed	3.5	3.8	5.4	4.9	5.0	6.3	5.5
5+ drinks last occasion	32%	38%	37%	31%	34%	40%	39%
<b>Ever consumed 5+ drinks</b>	58%	56%	50%	45%	52%	51%	53%
Consumed 5+ drinks in <b>last two weeks</b>	27%	25%	20%	23%	18%	20%	22%
Drinking <b>more</b> than last year	45%	49%	45%	50%	42%	37%	53%
Drinking <b>less</b> than last year	25%	21%	24%	24%	27%	27%	16%

Across the 2005-06 year, approximately half (53%) of all youth 12-17 reported that they drink alcohol to some extent.



- ◆ The majority (82%) of all youth had at least *tried* alcohol (even just a sip) at some time.
- ◆ In terms of frequency, youth *drinkers* reported consuming alcohol on 2.5 days per month on average, in the 2005-06 year – or approximately once every 12 days. This figure has remained consistent across the 2005-06 quarters.
- ◆ In terms of volumes consumed, half (50%) of all youth drinkers (or 28% of all youth) in 2005-06 reported that they had *ever* consumed five or more drinks on at least one occasion (the accepted threshold for binge or “risky” drinking among youth). This has not changed significantly over the 2005-06 quarters (45% September 05, 52% December 05, 51% March 06, and 53% June 06).
- ◆ One-fifth (20%) of all youth drinkers (or 11% of all youth) reported in 2005-06 that they had consumed five or more drinks on at least one occasion in the *last two weeks*, compared to 25% of drinkers (or 13% of all youth) in March 05. This figure has remained consistent overall throughout 2005-06 (23% of drinkers in September 05, 18% in December 05, 20% in March 05, and 22% in June 06).
- ◆ Almost half (45%) of youth drinkers reported in 2005-06 that they were drinking *more* this year than last year. Despite some fluctuations across quarters, this figure has not changed markedly from September 05 to June 06 (50% cf. 53%).
  - ◆ In contrast, one-quarter (24%) of youth drinkers reported that they were drinking less in 2005-06 than last year. While remaining consistent through most of the year, the June 06 figure was significantly lower than in previous quarters (16%, compared to 27% March 06, 27% December 05, and 24% September 05).

### 3.2 Segmentation of drinkers and non-drinkers

Based on the above characteristics, New Zealand youth aged 12-17 have been segmented into distinct categories representing the extent to which they can be classed as drinkers or non-drinkers, using the same model as that used to segment the adult 18+ population. As for adults, this segmentation is based on the reported drinking behaviours of youth, specifically the number of standard drinks consumed on the last occasion or within the last two weeks. This approach resulted in a three-segment model consisting of Non-Drinkers, Moderate Drinkers<sup>3</sup>, and Binge Drinkers<sup>4</sup>.

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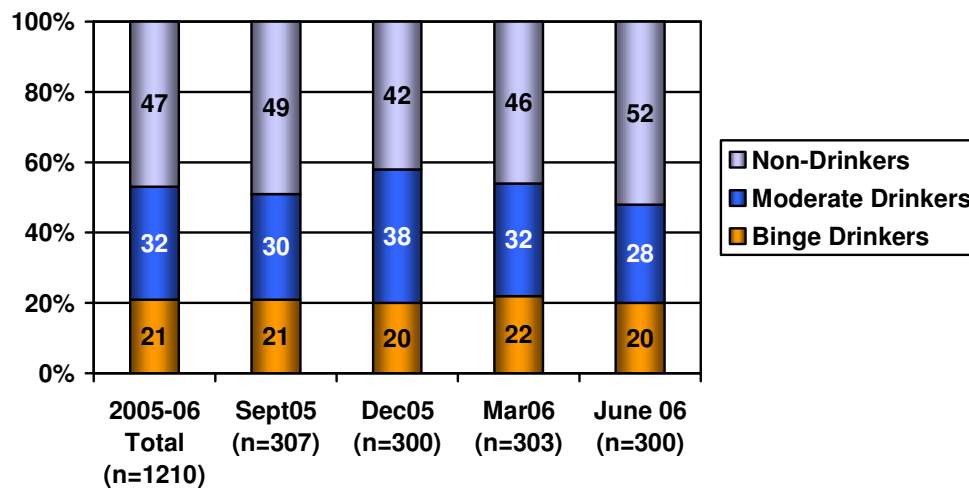
<sup>3</sup> Defined as youth 12-17 who drank *less than five* standard drinks on the last occasion and within the last two weeks.

<sup>4</sup> Defined as youth 12-17 who drank *five or more* standard drinks on the last occasion or within the last two weeks.



Figure 2 (below) shows the relative proportions of youth within each of the segments, for the 2005-06 year overall, and for each of the quarters of this year. Overall, half (47%) of youth are classified as Non-Drinkers, one-third (32%) as Moderate Drinkers, and one-fifth (21%) as Binge Drinkers. The composition of these segments has remained consistent over the 2005-06 year (Figure 2).

**Figure 2: Segmentation of New Zealand youth 12-17**





### 3.3 Demographic characteristics of drinking segments

The three youth segments differ in important respects in terms of their demographic characteristics, as shown in Table 4 and discussed below.

**Table 4: Comparison of 2005-06 youth segments – demographic characteristics**

	Total	Segments		
	2005/06 Annual	Non-Drinkers	Moderate Drinkers	Binge Drinkers
	n=1210	n=559	n=355	n=296
<b>Gender</b>				
Male	51%	50%	55%	48%
Female	49%	50%	45%	52%
<b>Age</b>				
12 to 14 years	52%	75%	43%	14%
15 to 17 years	48%	25%	57%	86%
<b>Ethnicity</b>				
Maori	20%	19%	17%	27%
Pacific peoples	9%	12%	5%	8%
Other ethnic groups	71%	69%	77%	65%
<b>Educational status</b>				
At school	91%	96%	92%	77%
Not at school	9%	4%	8%	23%
<b>Household composition</b>				
Two parent/guardian household	81%	81%	84%	75%
Other household	19%	19%	16%	25%
<b>Parental influence</b>				
Parent/guardian is drinker	83%	74%	92%	91%
Parent/guardian is non-drinker	17%	26%	8%	9%
<b>Drink types consumed (last occasion)</b>				
Beer	40%	na	47%	28%
Wine	13%	na	17%	7%
Spirits	19%	na	13%	28%
RTDs	27%	na	20%	36%
<b>Alcohol suppliers to young people</b>				
Parents	60%	na	69%	46%
Friends aged 18 & over	30%	na	21%	44%
Friends aged under 18	11%	na	11%	11%
Self-purchase by youth (prompted)	10%	na	3%	21%



- ◆ Unlike adults, youth Binge Drinkers are equally likely to be male (48%) or female (52%), with little difference between segments.
- ◆ Binge Drinkers are typically older than other youth. For example, the majority (86%) of Binge drinking youth are aged 15 to 17 years of age, compared to 57% of Moderate Drinkers and 25% of Non-Drinkers.
- ◆ Binge drinking youth tend to be over-represented by Maori (27%, cf. 20% of the New Zealand population of youth 12-17), particularly when compared to Moderate Drinkers (17%) and Non-Drinkers (19%).
- ◆ In contrast to adults, Binge Drinkers are not over-represented by Pacific youth (8%, compared to 9% of all youth 12-17). However, Pacific youth are more likely to be Non-Drinkers (12%).
- ◆ Reflecting their older age profile, Binge Drinkers are less likely than other youth to be attending school (77%, compared to 92% of Moderate Drinkers and 96% of Non-Drinkers).
- ◆ Both Binge Drinkers and Moderate Drinkers who live with a parent or guardian are more likely than Non-Drinkers to report that at least one of their parents/guardians is a drinker (91%, 92%, and 74%, respectively).
- ◆ On the last drinking occasion, youth Binge Drinkers were most likely to mainly consume *RTDs* (36%, significantly higher than 20% of Moderate Drinkers), beer (28%, significantly lower than 28% of Moderate Drinkers), and *spirits* (28%, significantly higher than 13% of Moderate Drinkers).
- ◆ Overall, youth drinkers most frequently report that their alcohol is supplied to them by *parents* (60%), *friends aged 18 and older* (30%) and, to a lesser extent, *friends aged under 18* (11%). Binge Drinkers are significantly less likely than Moderate Drinkers to report accessing their alcohol from parents (46% cf. 69%), but are significantly more likely to report getting alcohol from friends aged 18 and older (44% cf. 21%).
- ◆ In addition, one-in-ten (10%) of all youth drinkers reported that they have at some stage purchased alcohol themselves, although one-in-five (21%) Binge Drinkers reported this (significantly more than 3% of Moderate Drinkers).