





ALAC Alcohol Monitor - Adults & Youth 2006-07 Drinking Behaviours Report

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1.0 Introduction

This 2006-07 Drinking Behaviours report updates the report produced for 2005-06 year, and is based on the four quarterly monitors conducted for ALAC during 2006-07.

The ALAC Alcohol Monitor is conducted in September, December, March and June each year, with both youth aged 12-17 and adults aged 18+.

A total of n=1,826 adults 18+ were surveyed for the Adults Monitor during 2006-07. Results based on this total sample and quoted in this report are subject to a maximum margin of error of plus or minus 3.0% at the 95% confidence level.

In addition, n=1,204 young people aged 12-17 were surveyed for the Youth Monitor 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.

Where appropriate, the 2006-07 results have been compared to 2005-06 findings. In addition, where possible, comparisons have also been made to the original "Way We Drink" surveys conducted in September 2003 and March 2005. In contrast to the quarterly surveys conducted in the 2005-06 and 2006-07 years, 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				2006-07 Quarters			
	2003	2005	2005/06 Annual	2006-07 Annual	Sept 06	Dec 06	Mar 07	Jun 07
	n=1157	n=659	n=1845	n=1826	n=479	n=463	n=435	n=449
Drinking behaviours								
Current drinker	81%	81%	85%	88%	88%	90%	89%	85%
Drinking days per month								
2 or less (between once a fortnight and once a month, or less regularly)	27%	37%	30%	30%	37%	28%	24%	30%
3 or 4 (between once a week and once a fortnight)	10%	23%	19%	18%	19%	16%	17%	17%
5 or 6 (about every 5 or 6 days)	22%	10%	11%	12%	9%	14%	13%	12%
7 to 15 (2-3 times a week)	26%	17%	20%	19%	17%	18%	21%	22%
15 but less than 30 (at least every 2 nd day, but not every day)	16%	14%	9%	16%	12%	19%	20%	12%
About 30 (every day)	na	na	9%	5%	5%	3%	4%	5%
Standard drinks consumed last occasion								
Average drinks consumed	3.5	3.8	5.2	5.4	5.3	5.4	5.0	5.6
7+ drinks last occasion	18%	15%	21%	25%	24%	27%	21%	24%
Ever consumed 7+ drinks	na	72%	61%	64%	65%	65%	62%	67%
Consumed 7+ drinks in last two weeks	na	16%	18%	18%	14%	20%	18%	18%
Drinking more than last year	8%	10%	10%	9%	7%	10%	9%	11%
Drinking less than last year	34%	41%	31%	35%	33%	35%	32%	38%
Drinking less for specific reason	na	na	56%	59%	53%	62%	57%	63%
Drank more than intended on last occasion	na	na	na	12%	11%	13%	11%	14%
Got drunk as a result of drinking more than intended	na	na	na	7%	6%	8%	7%	8%
Drink types consumed last occasion								
Beer	35%	39%	32%	36%	38%	36%	39%	31%
Wine	44%	36%	41%	44%	41%	45%	46%	45%
Spirits	3%	15%	17%	13%	13%	12%	11%	12%
RTDs	17%	9%	8%	7%	5%	6%	3%	12%



In the 2006-07 year overall, the majority (88 percent) of all adults 18+ reported that they drink alcohol to some extent (no change from 85 percent in 2005-06).

- ◆ In terms of frequency, adult *drinkers* reported consuming alcohol on 8.9 days per month on average, in the 2006-07 year – or approximately once every 3.5 days (compared to 8.7 days per month on average in 2005-06). While generally consistent throughout 2006-07, reported drinking frequency was highest in March 07 (10.0 days per month on average) and lowest in June 07 (8.4 days on average).
- ◆ In terms of volumes consumed, two-thirds (64 percent) of all adult drinkers (or 56 percent of all adults 18+) in 2006-07 reported that they had *ever* consumed seven or more drinks on at least one occasion. There is little change in this regard compared to 2005-06 overall (61 percent of all adult drinkers, or 52 percent of all adults 18+), but lower than 72 percent of adult drinkers in March 05. This indicator has remained consistent throughout the 2006-07 year, albeit with a peak of 67 percent in June 07.
- ◆ Almost one-fifth (18 percent) of all drinkers (or 16 percent of all adults 18+) reported in 2006-07 that they had consumed seven or more drinks on at least one occasion in the *last two weeks*, with no change compared to 18 percent of all drinkers (or 15 percent of all adults 18+) in 2005-06, and 16 percent of drinkers (or 13 percent of all adults 18+) in March 05. This indicator was also generally stable throughout 2006-07, but with a low of 14 percent in September 06 and a peak of 20 percent in December 2006.
- ◆ One-third (35 percent) of drinkers in 2006-07 reported that they were generally drinking *less* than they were last year (comparable to 31 percent in 2005-06, but less than 41 percent in March 05). There was little difference in this regard across the 2006-07 quarters, with a peak of 38 percent in June 07. In contrast, one-in-ten (9 percent) of drinkers in 2006-07 reported drinking *more* this year than last year (no change from 10 percent in 2005-06). Again, results were consistent across the 2006-07 quarters.
 - ◆ Of those who reported drinking less than last year, over half (59 percent) in 2006-07 reported that they had cut back for a specific reason (compared to 56 percent in 2005-06). This had increased from 53 percent in September 06 to 63 percent in June 07.
- ◆ About one-in-ten (12 percent) of all drinkers in 2006-07 reported that they had consumed more than they intended on the most recent occasion.¹
 - ◆ Having consumed more than they had intended on the last occasion, 7 percent of all drinkers in 2006-07 reported that they had got drunk as a result of this.¹

¹ This question was added in September 06, so comparisons cannot be made to previous years.

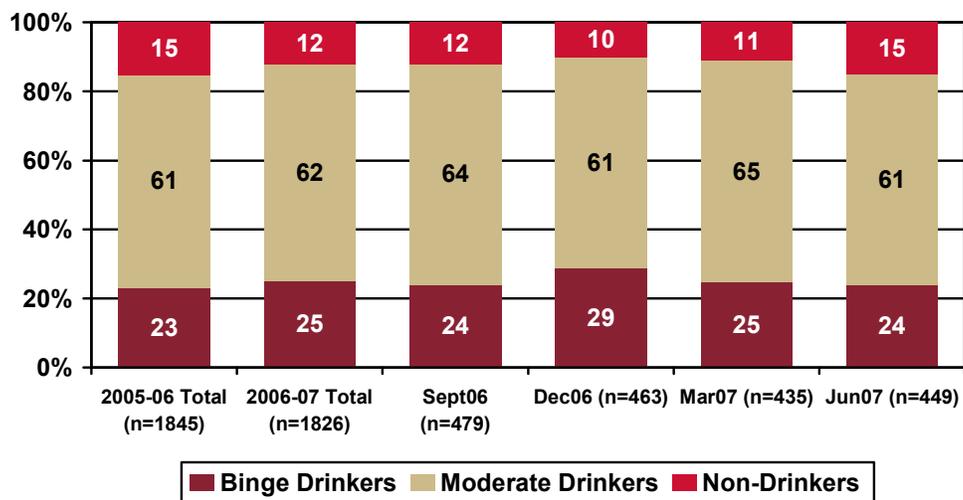


2.2 Segmentation of drinkers and non-drinkers

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 on any occasion within the last two weeks. This approach results in a three-segment model consisting of Non-Drinkers, Moderate Drinkers², and Binge Drinkers³.

Figure 1 (below) shows the relative proportions of adults within each of the segments, for the 2006-07 year overall, and for each of the quarters of this year (and compared to the 2005-06 annual average). Overall in 2006-07, 12 percent of adults 18+ are classified as Non-Drinkers, over half (62 percent) as Moderate Drinkers, and one-quarter (25 percent) as Binge Drinkers. The composition of these segments has remained consistent over the 2006-07 year, and has not changed compared to 2005-06 overall (Figure 1).

Figure 1: Segmentation of New Zealand adults 18+



² Defined as adults 18+ who drank *less than seven* standard drinks on the last occasion and on all occasions within the last two weeks.

³ Defined as adults 18+ who drank *seven or more* standard drinks on the last occasion or on at least one occasion within the last two weeks.



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 2006-07 adult segments – demographic characteristics

	Total		2006-07 Segments		
	2005-06 Annual	2006-07 Annual	Non-Drinkers	Moderate Drinkers	Binge Drinkers
	n=1845	n=1826	n=342	n=930	n=554
Gender					
Male	48%	48%	41%	44%	59%
Female	52%	52%	59%	56%	41%
Age					
18 to 29 years	22%	22%	22%	16%	36%
30+ years	78%	78%	78%	84%	64%
Ethnicity					
Maori	11%	11%	16%	7%	17%
Pacific peoples	4%	5%	14%	2%	7%
Other ethnic groups	85%	84%	70%	91%	76%
Income (personal or household)					
Less than \$50,000	48%	38%	51%	36%	35%
\$50,000 or more	52%	62%	49%	64%	65%
Drink types consumed (last occasion)					
Beer	32%	36%	na	32%	44%
Wine	41%	44%	na	50%	30%
Spirits	17%	13%	na	11%	17%
RTDs	8%	7%	na	6%	9%

Based on adults in 2006-07 overall:

- ◆ Binge Drinkers are more likely to be male (59 percent, compared to 44 percent of Moderate Drinkers and 41 percent of Non-Drinkers; no change from 58 percent, 45 percent and 43 percent, respectively in 2005-06).
- ◆ Binge Drinkers are typically younger than other adults. For example, about one-third (36 percent) of Binge drinking adults are under 30 years of age, compared to 16 percent of Moderate Drinkers and 22 percent of Non-Drinkers (with no change in this respect compared to 40 percent, 15 percent, and 23 percent, respectively, in 2005-06).



- ◆ However, the majority (64 percent) of Binge Drinkers are aged 30 years or older, although this is lower than the proportions of Moderate Drinkers (84 percent) and Non-Drinkers (78 percent) who are 30 years or older. Again, there is no change in this respect compared to 2005-06 (60 percent, 85 percent, and 77 percent, respectively).
- ◆ Binge Drinkers tend to be over-represented by Maori (17 percent, cf. 11 percent of the New Zealand population of adults 18+), particularly when compared to Moderate Drinkers (7 percent).
 - ◆ However, Non-Drinkers are also over-represented by Maori (16 percent).
- ◆ Binge Drinkers are also slightly over-represented by Pacific adults (7 percent, compared to 5 percent of all adults 18+), particularly when compared to Moderate Drinkers (2 percent).
 - ◆ However, Pacific adults are over-represented to a greater extent among Non-Drinkers (14 percent).
- ◆ Binge Drinkers and Moderate Drinkers both tend to have higher incomes than Non-Drinkers. For example, 65 percent of Binge Drinkers and 64 percent of Moderate Drinkers have personal or household incomes of \$50,000 or more, compared to 49 percent of Non-Drinkers (and 62 percent of all adults 18+).
 - ◆ Across the board, incomes have increased in 2006-07 compared to 2005-06. In 2005-06, 50 percent of Binge Drinkers, 58 percent of Moderate Drinkers, and 37 percent of Non-Drinkers reported personal or household incomes of \$50,000 or more (and 52 percent of all adults 18+).
- ◆ On the last drinking occasion, Binge Drinkers were most likely to mainly consume *beer* (44 percent, significantly higher than 32 percent of Moderate Drinkers), and *spirits* (17 percent, significantly higher than 11 percent of Moderate Drinkers). However, Moderate Drinkers were significantly more likely than Binge Drinkers to report mainly drinking *wine* (50 percent compared to 30 percent of Binge Drinkers). Similar (low) proportions of Moderate Drinkers and Binge Drinkers reported mainly drinking *RTDs* (6 percent compared to 9 percent).
 - ◆ Patterns of drinking consumption have not changed considerably since 2005-06 for either Binge Drinkers or Moderate Drinkers, with drinkers in 2005-06 mainly drinking *beer* (39 percent of Binge Drinkers compared to 29 percent of Moderate Drinkers), *wine* (25 percent compared to 47 percent), *spirits* (27 percent compared to 14 percent), and *RTDs* (8 percent compared to 7 percent).



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 2006-07 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				2006-07 Quarters			
	2003 n=1157	2005 n=659	2005-06 Annual n=1210	2006-07 Annual n=1204	Sept 06 n=300	Dec 06 n=305	Mar 07 n=304	Jun 07 n=295
<u>Drinking behaviours</u>								
Ever tried alcohol	82%	80%	82%	81%	84%	79%	80%	79%
Current drinker	49%	47%	53%	52%	50%	49%	55%	53%
Average age "really" started drinking	13.8	14.0	13.9	13.8	14.0	13.8	13.8	13.8
<u>Drinking days per month</u>								
2 or less (between once a fortnight and once a month, or less regularly)	na	61%	67%	60%	57%	54%	62%	66%
3 or 4 (between once a week and once a fortnight)	na	16%	20%	19%	25%	21%	18%	15%
5 or 6 (about every 5 or 6 days)	na	10%	4%	8%	9%	10%	6%	9%
7 to 15 (2-3 times a week)	na	9%	6%	8%	7%	7%	11%	4%
15 but less than 30 (at least every 2 nd day, but not every day)	na	2%	1%	1%	0%	4%	0%	0%
About 30 (every day)	na	na	0%	1%	0%	3%	0%	1%
<u>Standard drinks consumed last occasion</u>								
Average drinks consumed	3.5	3.8	5.4	6.1	6.1	6.7	5.5	6.3
5+ drinks last occasion	32%	38%	37%	41%	45%	48%	36%	36%
Ever consumed 5+ drinks	58%	56%	50%	54%	54%	53%	55%	56%
Consumed 5+ drinks in last two weeks	27%	25%	20%	26%	29%	28%	24%	26%
Drinking more than last year	45%	49%	45%	42%	43%	49%	45%	32%
Drinking less than last year	25%	21%	24%	27%	24%	21%	31%	31%
Drank more than intended on last occasion	na	na	na	17%	14%	19%	19%	15%
Got drunk as a result of drinking more than intended	na	na	na	11%	10%	14%	10%	9%



Across the 2006-07 year, approximately half (52 percent) of all youth 12-17 reported that they drink alcohol to some extent. There has been little change in this respect compared to previous years (including 53 percent in 2005-06).

- ◆ The majority (81 percent) of all youth in 2006-07 had at least *tried* alcohol (even just a sip) at some time (no change from 82 percent in 2005-06).
 - ◆ On average, current youth drinkers report that they “really” started drinking at about the age of 14. This is a consistent trend that has been observed over many years.
- ◆ In terms of frequency, youth *drinkers* reported consuming alcohol on 3.1 days per month on average, in the 2006-07 year – or approximately once every 10 days. There is little change in this regard compared to 2.5 days per month on average in 2005-06.
- ◆ In terms of volumes consumed, half (54 percent) of all youth drinkers (or 29 percent of all youth) in 2006-07 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) (compared to 20 percent of youth drinkers or 28 percent of all youth in 2005-06). This indicator has remained consistent over the 2006-07 quarters.
- ◆ One-quarter (26 percent) of all youth drinkers (or 13 percent of all youth) reported in 2006-07 that they had consumed five or more drinks on at least one occasion in the *last two weeks* (slightly higher than 20 percent of youth drinkers in 2005-06, but consistent with 25 percent of drinkers in March 05, and 27 percent of drinkers in 2003). This figure has also remained consistent throughout 2006-07, peaking at 29 percent in September 06, with a low of 24 percent in March 07.
- ◆ Two-fifths (42 percent) of youth drinkers reported in 2006-07 that they were drinking *more* this year than last year (compared to 45 percent in 2005-06, and 49 percent in March 2005). Throughout the 2006-07 quarters, this indicator reached a peak of 49 percent in December 06, but dropped to 32 percent in June 07.
 - ◆ In contrast, one-quarter (27 percent) of youth drinkers reported that they were drinking *less* in 2006-07 than last year (similar to 24 percent in 2005-06). While as low as 21 percent in December 06, this figure increased to 31 percent in March 07 and June 07.

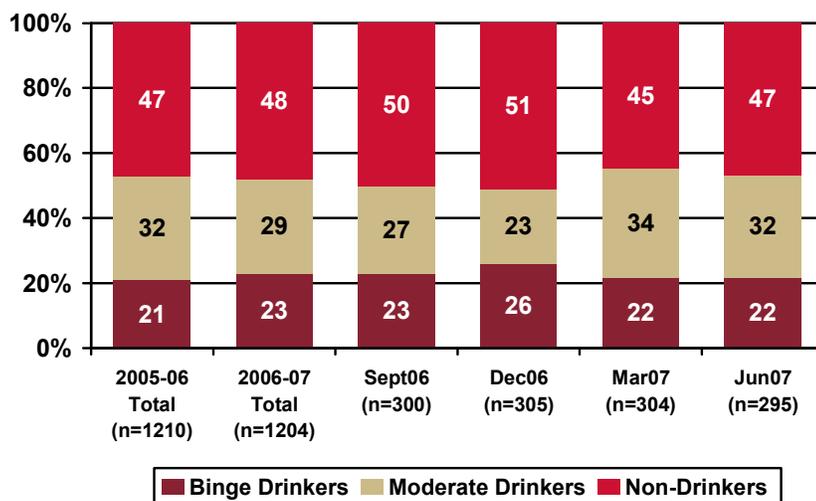


3.2 Segmentation of drinkers and non-drinkers

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 on any occasion within the last two weeks. This approach resulted in a three-segment model consisting of Non-Drinkers, Moderate Drinkers⁴, and Binge Drinkers⁵.

Figure 2 (below) shows the relative proportions of youth within each of the segments, for the 2006-07 year overall, and for each of the quarters of this year (and compared to the 2005-06 annual average). Overall, half (48 percent) of youth are classified as Non-Drinkers, one-third (29 percent) as Moderate Drinkers, and one-fifth (23 percent) as Binge Drinkers. The composition of these segments has remained consistent throughout 2006-07, and remains similar to that observed in 2005-06 (Figure 2).

Figure 2: Segmentation of New Zealand youth 12-17



⁴ Defined as youth 12-17 who drank *less than five* standard drinks on the last occasion and on all occasions within the last two weeks.

⁵ Defined as youth 12-17 who drank *five or more* standard drinks on the last occasion or on at least one occasion within the last two weeks.



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		2006-07 Segments		
	2005-06 Annual n=1210	2006-07 Annual n=1204	Non-Drinkers n=573	Moderate Drinkers n=309	Binge Drinkers n=322
Gender					
Male	51%	51%	51%	55%	46%
Female	49%	49%	49%	45%	54%
Age					
12 to 14 years	52%	52%	72%	51%	13%
15 to 17 years	48%	48%	28%	49%	87%
Ethnicity					
Maori	20%	20%	18%	17%	28%
Pacific peoples	9%	9%	12%	5%	7%
Other ethnic groups	71%	71%	70%	78%	65%
Educational status					
At school	91%	94%	97%	97%	83%
Not at school	9%	6%	3%	3%	17%
Household composition					
Two parent/guardian household	81%	82%	85%	82%	78%
Other household	19%	18%	15%	18%	22%
Parental influence					
Parent/guardian is drinker	83%	83%	75%	90%	90%
Parent/guardian is non-drinker	17%	17%	24%	10%	10%
Drink types consumed (last occasion)					
Beer	40%	34%	na	40%	27%
Wine	13%	14%	na	22%	4%
Spirits	19%	13%	na	8%	18%
RTDs	27%	36%	na	25%	50%
Alcohol suppliers to young people					
Parents	60%	65%	na	75%	51%
Friends aged 18 & over	30%	30%	na	16%	49%
Friends aged under 18	11%	9%	na	6%	12%
<i>Self-purchase by youth (prompted)</i>	10%	7%	na	1%	14%



- ◆ Unlike adults, youth Binge Drinkers are equally likely to be male (46 percent) or female (54 percent), with little difference between segments.
- ◆ Binge Drinkers are typically older than other youth. For example, the majority (87 percent) of Binge drinking youth are aged 15 to 17 years of age, compared to 49 percent of Moderate Drinkers and 28 percent of Non-Drinkers (and compared to 86 percent, 57 percent, and 25 percent, respectively, in 2005-06).
 - ◆ Alternatively, two-thirds (66 percent) of all 12-14 year olds report that they are Non-Drinkers, one-quarter (28 percent) are defined as Moderate Drinkers, and a minority (6 percent) are defined as Binge Drinkers. This profile contrasts with 15-17 year olds, among whom one-quarter (28 percent) are Non-Drinkers, a similar proportion (30 percent) are Moderate Drinkers, and two-fifths (42 percent) are Binge Drinkers.
- ◆ Binge drinking youth tend to be over-represented by Maori (28 percent, cf. 20 percent of the New Zealand population of youth 12-17), particularly when compared to Moderate Drinkers (17 percent) and Non-Drinkers (18 percent).
- ◆ In contrast to adults, Binge Drinkers are not over-represented by Pacific youth (7 percent, compared to 9 percent of all youth 12-17). However, Pacific youth are more likely to be Non-Drinkers (12 percent).
- ◆ Reflecting their older age profile, Binge Drinkers are less likely than other youth to be attending school (83 percent, compared to 97 percent of Moderate Drinkers and 97 percent 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 (90 percent, 90 percent, and 75 percent, respectively).
- ◆ On the last drinking occasion, youth Binge Drinkers were most likely to mainly consume *RTDs* (50 percent, significantly higher than 25 percent of Moderate Drinkers), beer (27 percent, significantly lower than 40 percent of Moderate Drinkers), and *spirits* (18 percent significantly higher than 13 percent of Moderate Drinkers). Only a minority of Binge Drinkers reported drinking *wine* (4 percent, significantly lower than 22 percent of Moderate Drinkers).
- ◆ Overall, youth drinkers most frequently report that their alcohol is supplied to them by *parents* (65 percent), *friends aged 18 and older* (30 percent) and, to a lesser extent, *friends aged under 18* (9 percent). However, there are important differences in this regard between Binge Drinkers and Moderate Drinkers. Specifically, half of all Binge Drinkers (51 percent) report accessing alcohol from *parents*, significantly less than Moderate Drinkers who report this (75 percent). In contrast, while half of all Binge Drinkers report getting alcohol from *friends aged 18 and older*, they are significantly more likely than Moderate Drinkers to report this (49 percent cf. 16 percent).



- ◆ In addition, about one-in-ten (7 percent) of all youth drinkers reported that they have at some stage purchased alcohol themselves, although this is significantly more likely for Binge Drinkers than for Moderate Drinkers (14 percent compared to 1 percent). This has not changed markedly since 2005-06 overall (21 percent of Binge Drinkers and 3 percent of Moderate Drinkers).