

# The Way We Drink 2005 – Executive Summary

ALAC Occasional Publication No. 27



# The Way We Drink 2005

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## Introduction & objectives

This report presents the results of a survey of New Zealanders, 12 years of age and older, conducted in March and April 2005. Commissioned by the Alcohol Advisory Council, it was specifically undertaken in order to identify and segment the current attitudes (motivators and inhibitors) and behaviours of New Zealanders towards the consumption of alcohol.

The current survey also updates a similar segmentation study conducted between June and September 2003, following the launch of the first stage of a significant communications campaign in March 2005, designed to help positively influence attitudes and behaviours with regard to New Zealand's risky drinking culture, particularly as it relates to raising awareness that risky drinking is endemic in New Zealand and not necessarily "somebody else's problem" (alternatively, "not my problem"). Accordingly, as well as updating 2003 findings, the current survey also measured early impacts of the new communications campaign – the "See" campaign.

## Method

This survey was completed between 8 March and 11 April 2005, with two specific population groups:

1. A nationally representative sample of n=628 young people, aged between 12 and 17. Results based on this total sample of young people are subject to a maximum margin of error of  $\pm 4.3\%$  (at the 95% confidence level).
2. A nationally representative sample of n=659 adults aged 18+. Results based on the total sample of adults are subject to a maximum margin of error of  $\pm 5.5\%$  (at the 95% confidence level).

Young people were defined as being between the ages of 12 and 17. This was chosen on the basis that the minimum legal age for purchasing alcohol or being on licensed premises without parental supervision is 18 years. Twelve (12) was selected as the lower end of the range on the basis that earlier work<sup>1</sup> had suggested that the very young were, in some cases, also regularly consuming alcohol.

Respondents were selected on the basis that ALAC's priority ethnic groups – Māori and Pacific people, in addition to people of "other" ethnic groups (mostly Pakeha European) were sufficiently represented. This deliberate over-sampling of Māori and Pacific people was undertaken in order to ensure a sufficient number of Māori and Pacific people were interviewed to allow for their results to be examined with a reasonable degree of confidence. Results have been weighted in terms of ethnicity, as well as age and gender, to 2001 Census benchmarks.

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<sup>1</sup> The Alcohol Advisory Council has undertaken annual monitors of young people's drinking behaviour since 1997, and as part of these monitors has measured the age at which youth "really started drinking". Additionally, the Code of Practice of the Market Research Society of New Zealand Inc. requires parental permission to be obtained to interview children under 15 years of age. BRC felt that 12 was the youngest age at which parents would agree to their children being interviewed on the subject topic of the survey.

The development of the survey questionnaire was informed as a result of a comprehensive search of the literature and an in-depth qualitative research stage of research.<sup>2</sup> The questionnaire and associated methodological approach were also subjected to a thorough piloting or pre-testing phase.

All interviewing was completed by telephone, from BRC's CATI-enabled call centre.<sup>3</sup> Telephone interviewing was selected as the most cost-effective approach, based on our experience with both the 2003 Way We Drink study, and previous ALAC Youth Drinking Monitors that have now been conducted successfully for over five years. Once randomly selected, up to five attempts were made to contact and interview a given respondent, before they were substituted with another respondent.

The final response rate for young people was 28%, and for adults 17%. Our calculation method is an internationally recognised standard, approved by the American Association of Public Opinion Researchers.

Most of the non-response can be accounted for in terms of respondents who did not qualify for an interview on the basis of not meeting selection criteria (i.e. age, gender and ethnicity sub-groups we were required to represent), as opposed to outright refusal.

## Glossary

Particular terms used in this report have the following meaning:

- *Drink or glass* – a self-reported measure, which may or may not correspond with the official definition of a 'standard drink' (10g alcohol).
- *Binge or risky drinking* (with regard to young people, aged between 12 and 17) – where a young person reports they have consumed the equivalent of five (5) or more glasses of alcohol during a single drinking occasion.
- *Current Non-Drinkers* – young people, 12-17, who define themselves as non-drinkers.
- *Supervised Drinkers* – young people, 12-17, who drink only a few times a year, at home, and mainly with their parents/whānau.
- *Social Binge Drinkers* – young people, 12-17, who drink regularly (at least once every two weeks) and binge, mainly with their friends during weekends and holidays, and especially for the social benefits of doing so (comradship, sense of belonging, confidence, etc.).
- *Uncontrolled Binge Drinkers* – young people, 12-17, who drink more regularly (at least once every week), binge frequently with the specific intent of getting drunk, and do not appreciably moderate their drinking behaviour due to inhibitors to drinking.
- *Binge or risky drinking* (with regard to adults aged 18+) – where an adult reports they have consumed the equivalent of seven (7) or more glasses of alcohol during a single drinking occasion.

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<sup>2</sup> de Bonnaire, C., The development of a programme to delay starting and encourage moderate drinking. Stage one – Qualitative research, BRC Marketing & Social Research, April 2003.

de Bonnaire, C., Focusing on the adult population – The development of a programme to encourage moderate drinking. Qualitative research, BRC Marketing & Social Research, July 2003.

<sup>3</sup> CATI is an acronym for "Computer Assisted Telephone Interviewing". This means the survey questionnaire is in an electronic form, with interviewers reading the questions as they appear on the computer screen and immediately keying in the respondent's answers.

- *Non-Drinking Adults* – adults, 18+ who define themselves as non-drinkers.
- *Consciously Moderating Adults* – adults, 18+ who drink moderately and responsibly, actively moderate their drinking due to the influence of inhibitors such as adverse health effects, and work or family commitments, rarely drink beyond “binge” or “risky” drinking limits, and drink relatively infrequently.
- *Self-Controlling Moderating Adults* – adults, 18+ who also drink moderately and responsibly, however unlike *Consciously Moderating Adults* drink regularly (in fact, the most regular drinkers of all segments), and do not actively moderate their drinking due to the influence of inhibitors, because they are already “intrinsically” moderate in their drinking behaviour. Like *Consciously Moderating Adults*, they also rarely drink beyond “binge” or “risky” drinking limits.
- *Constrained Binge Drinkers* – adults, 18+ who drink regularly (at least once every week) and binge, especially for the social benefits of doing so (comradeship, sense of belonging, confidence, etc.). However, they actively moderate their drinking due to inhibitors such as adverse health effects, and work or family commitments.

*Uninhibited Binge Drinkers* – adults, 18+ who are less concerned with the effects of their drinking and considerably less inhibited than *Constrained Binge Drinkers*. They drink regularly (often every day) and binge, mainly to unwind, and for the “buzz” and enjoyment.

## **The current New Zealand drinking culture**

The current drinking culture is one that is characterised by the following survey findings (Table 1):

- **New Zealand is a society in which many people are tolerant of drunkenness.**

Not quite half of all people 12+ (47%, cf. 46% in 2003) agree with the statement, *It's never OK to get drunk*; conversely, 34% (cf. 49% in 2003) of all people 12+ disagree with this statement.

One-quarter of all people 12+ (27%, cf. 41% in 2003) agree with the statement, *It's OK to get drunk as long as it's not every day*.

Almost one-in-ten current drinkers 12+ (9%, no change from 9% observed in 2003) admit they, *Drink to get drunk*.

- **As a result, it is a society in which many current drinkers appear to exercise little self-control.**

Two-fifths of all current drinkers 12+ (39%, cf. 26% in 2003) disagree with the statement, *I try not to drink so much I forget what I was doing or what happened*.

Almost one-third of all current drinkers 12+ (29%, cf. 23% in 2003) disagree with the statement, *I limit the amount of alcohol I drink so that I don't wake up with a hangover*.

- **Also a society in which many adults who currently drink don't appear to be concerned about their physical or mental well-being because of their drinking.**

Over one-third of all current drinkers 18+ (38%) disagree with the statement, *I am concerned about the long-term effects of alcohol on my physical and mental well-being.*<sup>4</sup>

- **And a society in which many parents don't know about their children's drinking with respect to alcohol.**

Although three-quarters of parents (72%, cf. 63% in 2003) report they set strict rules about (their) children drinking alcohol, 11% (cf. 21% in 2003) admit that they do not. However, while a promising increase from just 52% in 2003, just two-thirds (66%) agree that they know when their children drink.

- **However, New Zealand is also a society in which the 'benefits' of alcohol as a 'social lubricant' and 'relaxant' are recognised.**

One-fifth of all current drinkers 12+ (21%, cf. 32% in 2003) agree with the statement, *Having a drink with friends and family gives me a sense of belonging.*

Almost one-third of all current drinkers 12+ (30%, cf. 42% in 2003) agree with the statement, *When I drink alcohol it is easier to meet and get to know people.*

Almost half of all current drinkers 12+ (46%, cf. 67% in 2003) agree with the statement, *Alcohol helps me wind down and relax.*

## Comparisons between young people & adults

Against this background, Table 1 compares the results for some key survey questions between young people and adults.

Consistent with the 2003 research, young people who currently drink are more likely than adults to agree with the statements relating to the benefits of drinking alcohol. Also, youth drinkers are at least as likely as adults to agree with statements relating to the factors that inhibit drinking.

Their state of mind is best summed up as follows:

- The number that condone drunkenness – 47% of all young people, 12-17 agree with the statement, *It's OK to get drunk as long as it's not every day*, compared to 59% in 2003.
- Also, that 14% of young people who currently drink admit they do so “to get drunk” (although a promising decrease from 25% in 2003; nevertheless a decrease that reflects a greater proportion of “neutral” responses, as the same proportion disagree – 71% for each of 2003 and 2005).

<sup>4</sup> In 2003, asked separately for physical and mental well-being, so results not directly comparable to 2005. Nevertheless, consistent with 2005 findings, in 2003 38% of all current drinkers 18+ disagreed that “*I am concerned about the long-term effects of alcohol on my physical well-being*”, and 42% disagreed that “*I am concerned about the long-term effects of alcohol on my physical well-being*”.

- And, that 10% of young people who currently drink admit they do so “to escape from reality” (compared to 13% in 2005).

**Table 1: Comparisons between young people & adults**

	Young people, 12-17		Adults, 18+		All people, 12+	
	2003	2005	2003	2005	2003	2005
<b>Relative size</b>						
<i>Population estimate<sup>5</sup></i>	350,000	355,000	2,830,000	2,880,000	3,180,000	3,235,000
<b>Societal indicators</b> (total population)						
<i>It's OK to get drunk as long as it's not everyday</i>	59% agree (38% disagree)	47% agree (32% disagree)	39% agree (59% disagree)	24% agree (62% disagree)	41% agree (57% disagree)	27% agree (59% disagree)
<i>It's never OK to get drunk</i>	36% agree (61% disagree)	33% agree (38% disagree)	47% agree (48% disagree)	49% agree (34% disagree)	46% agree (49% disagree)	47% agree (34% disagree)
<i>Drinking a small amount of alcohol every day is OK</i>	38% agree (60% disagree)	27% agree (49% disagree)	61% agree (36% disagree)	38% agree (33% disagree)	59% agree (39% disagree)	37% agree (35% disagree)
<i>Young people shouldn't drink alcohol until they are a responsible adult</i>	69% agree (31% disagree)	65% agree (17% disagree)	70% agree (26% disagree)	67% agree (15% disagree)	70% agree (26% disagree)	66% agree (16% disagree)
<b>Societal indicators</b> (current drinkers)						
<i>Unprompted agreement that "drinking too much/comatose" is an alcohol-related concern</i>	29% agree	35% agree	28% agree	29% agree	28% agree	30% agree
<i>Unprompted agreement that "violent/aggressive situations" are an alcohol-related concern</i>	20% agree	21% agree	20% agree	24% agree	20% agree	24% agree
<i>Unprompted agreement that "health-related harm, e.g. hangover, loss of memory, injury, etc." is an alcohol-related concern</i>	11% agree	16% agree	17% agree	17% agree	17% agree	17% agree
<i>Unprompted agreement that "negative effects on family harmony/dynamics, relationships, children" are an alcohol-related concern</i>	na	na	13% agree	12% agree	na	na
<i>Unprompted agreement that "negative effects on work/sport/study performance" are an alcohol-related concern</i>	na	na	1% agree	2% agree	na	na

<sup>5</sup> Mid-point estimate derived from 2001 Census of Population and Dwellings counts (March 2001), and a uniform increase of 3.8% applied to project September 2003 estimates, and 5.6% applied to project to March 2005 estimates (the timing of the 2003 and 2005 surveys, respectively).

**Table 1 (continued): Comparisons between young people & adults**

	Young people, 12-17		Adults, 18+		All people, 12+	
	2003	2005	2003	2003	2005	2003
<b>Personal indicators</b> (total population)						
<i>I am more likely to cause serious harm to <u>myself</u> if I get drunk</i>	na	64% agree (19% disagree)	na	63% agree (23% disagree)	na	64% agree (22% disagree)
<i>I am more likely to cause serious harm to <u>other people</u> if I get drunk</i>	na	58% agree (26% disagree)	na	60% agree (29% disagree)	na	60% agree (28% disagree)
<i>Net serious harm measure</i>	na	73%	na	74%	na	74%
<b>Personal indicators – benefits</b> (current drinkers)						
<i>Having a drink with friends &amp; family gives me a sense of belonging</i>	44% agree (53% disagree)	30% agree (41% disagree)	31% agree (65% disagree)	21% agree (64% disagree)	32% agree (64% disagree)	21% agree (62% disagree)
<i>When I drink alcohol it is easier to meet and get to know people</i>	62% agree (35% disagree)	42% agree (41% disagree)	39% agree (54% disagree)	29% agree (54% disagree)	41% agree (53% disagree)	30% agree (53% disagree)
<i>I feel more confident when I drink alcohol</i>	45% agree (53% disagree)	33% agree (48% disagree)	27% agree (68% disagree)	21% agree (63% disagree)	28% agree (67% disagree)	22% agree (62% disagree)
<i>Everything seems happier when I drink alcohol</i>	49% agree (48% disagree)	36% agree (43% disagree)	24% agree (69% disagree)	16% agree (63% disagree)	25% agree (68% disagree)	18% agree (62% disagree)
<i>I enjoy the buzz I get when I drink alcohol</i>	62% agree (34% disagree)	45% agree (33% disagree)	45% agree (49% disagree)	30% agree (51% disagree)	46% agree (48% disagree)	31% agree (50% disagree)
<i>Alcohol helps me wind down and relax</i>	59% agree (39% disagree)	33% agree (43% disagree)	68% agree (28% disagree)	47% agree (31% disagree)	67% agree (32% disagree)	46% agree (32% disagree)
<i>I drink alcohol to escape from reality</i>	13% agree (86% disagree)	10% agree (78% disagree)	7% agree (92% disagree)	6% agree (88% disagree)	7% agree (91% disagree)	7% agree (87% disagree)
<i>I drink to get drunk</i>	25% agree (71% disagree)	14% agree (71% disagree)	8% agree (90% disagree)	9% agree (84% disagree)	9% agree (88% disagree)	9% agree (84% disagree)
<i>% personally affected by or involved in “drinking too much/comatose”</i>	na	36	na	48	na	47

**Table 1 (continued): Comparisons between young people & adults**

	Young people, 12-17		Adults, 18+		All people, 12+	
	2003	2005	2003	2003	2005	2003
<b>Personal indicators – inhibitors</b> (current drinkers)						
<i>I am concerned about getting caught up in arguments or fights if I drink too much</i>	61% agree (37% disagree)	53% agree (28% disagree)	33% agree (54% disagree)	32% agree (54% disagree)	35% agree (53% disagree)	33% agree (52% disagree)
% <i>personally affected</i> by or involved in “violent/aggressive situations”	na	29	na	46		45
<i>I limit the amount of alcohol I drink so that I don’t do anything I would regret later</i>	80% agree (18% disagree)	73% agree (14% disagree)	68% agree (24% disagree)	56% agree (30% disagree)	69% agree (24% disagree)	58% agree (29% disagree)
<i>I try not to drink so much I forget what I was doing or what happened</i>	67% agree (30% disagree)	57% agree (25% disagree)	61% agree (26% disagree)	48% agree (40% disagree)	62% agree (27% disagree)	49% agree (39% disagree)
<i>I am concerned about the long-term effects of alcohol on my physical and mental well-being<sup>6</sup></i>	na	na	na	47% agree (38% disagree)	na	na
<i>I limit the amount of alcohol I drink so that I don’t wake up with a hangover</i>	67% agree (32% disagree)	58% agree (24% disagree)	70% agree (23% disagree)	54% agree (29% disagree)	70% agree (23% disagree)	54% agree (29% disagree)
<i>I am concerned about the long-term effects of alcohol on my internal organs, e.g. liver, brain</i>	na	61% agree (24% disagree)	57% agree (33% disagree)	51% agree (33% disagree)	na	52% agree (32% disagree)
% <i>personally affected</i> by or involved in “health-related harm, e.g. hangover, loss of memory, injury, etc.”	na	42	na	56	na	55
<i>I limit the amount of alcohol I drink because of responsibilities to my family</i>	na	na	71% agree (20% disagree)	64% agree (22% disagree)	na	na
% <i>personally affected</i> by or involved in “negative effects on family harmony/dynamics, relationships, children”	na	na	na	37	na	na
% <i>personally affected</i> by or involved in “dealing with my children’s drinking”	na	na	na	13	na	na
% <i>personally affected</i> by or involved in “dealing with my husband’s/wife’s drinking”	na	na	na	19	na	na
<i>I limit the amount of alcohol I drink so that it doesn’t affect my work</i>	na	na	72% agree (14% disagree)	58% agree (25% disagree)	na	na
% <i>personally affected</i> by or involved in “negative effects on work/sport/study performance”	na	na	na	27	na	na
<i>I limit the amount of alcohol I drink because of financial commitments</i>	na	na	46% agree (45% disagree)	38% agree (43% disagree)	na	na
% <i>personally affected</i> by or involved in “spending too much on alcohol”	na	na	na	43	na	na

<sup>6</sup> In 2003, asked separately for physical and mental well-being, so results not comparable to 2005.

**Table 1 (continued): Comparisons between young people & adults**

	Young people, 12-17		Adults, 18+	
	2003	2005	2003	2005
<b>Child-related indicators</b> (12-17 year olds and parents/caregivers of 12-17 year olds)				
<i>I worry about how much my children drink</i>	na	na	28% agree (38% disagree)	30% agree (54% disagree)
<i>My parents worry about how much I drink</i>	65% agree (34% disagree)	53% agree (30% disagree)	na	na
<i>I set strict rules about my children drinking alcohol</i>	na	na	63% agree (21% disagree)	72% agree (11% disagree)
<i>My parents set strict rules about me drinking</i>	60% agree (37% disagree)	59% agree (20% disagree)	na	na
<i>I don't mind if my children drink alcohol but they are not allowed to get drunk</i>	na	na	38% agree (56% disagree)	39% agree (45% disagree)
<i>My parents don't mind if I drink alcohol but I'm not allowed to get trashed</i>	83% agree (16% disagree)	66% agree (24% disagree)	na	na
<i>I will reprimand or punish my children if they drink too much</i>	na	na	52% agree (32% disagree)	59% agree (19% disagree)
<i>I will get into trouble from my parents if I drink too much</i>	66% agree (33% disagree)	63% agree (24% disagree)	na	na
<i>Unprompted agreement that "dealing with my children's drinking" is an alcohol-related concern</i>	na	na	2	8
<i>% personally affected by or involved in "dealing with my children's drinking" as an alcohol-related concern</i>	na	na	na	13
<i>Unprompted agreement that "dealing with parents/caregivers concerns about alcohol" is an alcohol-related concern</i>	4	6	na	na
<i>% personally affected by or involved in "dealing with parents/caregivers concerns about alcohol" as an alcohol-related concern</i>	na	45	na	na

**Table 1 (continued): Comparisons between young people & adults**

	Young people, 12-17		Adults, 18+		All people, 12+	
	2003	2005	2003	2003	2005	2003
<b>Drinking behaviour</b> (total population)						
<i>Have ever tried alcohol, even a sip?</i>	82%	80%	96%	96%	94%	95%
<i>Current drinker</i>	52%	53%	81%	81%	78%	78%
<i>15 or more drinking days per month (2005) / drink everyday/almost everyday (2003)</i> <sup>7</sup>	3%	2%	16%	14%	15%	13%
<i>7 to 15 drinking days per month (2005) / drink 2-3 times a week (2003)</i>	10%	9%	26%	17%	25%	16%
<i>5 or 6 drinking days per month (2005) / drink once a week (2003)</i>	15%	11%	22%	10%	21%	10%
<i>3 or 4 drinking days per month (2005) / drink once every 2 weeks (2003)</i>	19%	17%	10%	23%	11%	22%
<i>Up to 2 drinking days per month (2005) / less frequently than once every 2 weeks (2003)</i>	53%	61%	27%	37%	28%	39%
<i>Drinking <u>more</u> than last year (%)</i>	45%	49%	8%	10%	10%	13%
<i>Drinking <u>less</u> than last year (%)</i>	25%	21%	34%	41%	33%	39%
<b>Drinks consumed last occasion</b> (current drinkers) <sup>8</sup>						
<i>5 or more</i> <sup>9</sup>	33% (38% males, 27% females)	37% (44% males, 30% females)	na	na	na	na
<i>7 or more</i> <sup>10</sup>	na	na	18% (23% males, 13% females)	15% (18% males, 11% females)	na	na

<sup>7</sup> New classification used in 2005, so results not directly comparable to 2003 results.

<sup>8</sup> In 2003, this question was asked in relation to self-defined "drinks"; in 2005, this question was asked in relation to "standard" drinks. Therefore, results for 2003 and 2005 are not directly comparable.

<sup>9</sup> Based on an agreed "marker" of binge or risky drinking for young people.

<sup>10</sup> Based on an agreed "marker" of binge or risky drinking for adults.

## “See” communications campaign impact

In addition to the findings illustrated in the previous section, Table 2 highlights key findings arising from new lines of questioning included in 2005, in order to evaluate the impact of the “See” campaign.<sup>11</sup> As well as findings for the total adult population, findings for the following key target audiences have also been reported:

- Males and females aged 18 to 39 years.
- Parents/caregivers of children aged 15 years or less.
- Māori and Pacific peoples.

It is evident from Table 2 that the “See” campaign is already having a promising impact, for example:

- On an unprompted basis, two-thirds (68%) of adults were able to recall advertising or information about New Zealander’s drinking habits.
  - After prompting, over four-fifths (83%) of adults recalled advertising or information about New Zealander’s drinking habits.
- In terms of what was seen, heard or read, on an unprompted basis:
  - One-quarter (25%) recalled general advertising or information about youth drinking.
  - One-in-ten (8%) recalled the TVC with a sober young woman who’s drunk other (also recalled as her twin) arrives home and starts to cry, unable to remember what the matter is. Promisingly, both the female and male 18 to 39 year old target audiences were significantly more likely to recall this message (15% and 17%, respectively). Similarly, Māori were more likely to have reported recalling this message (13%).
  - Six percent (6%) recalled a TV documentary about binge drinking (significantly higher among 18 to 39 year old females, quite probably reflecting recall of the Documentary New Zealand programme about the rise in binge drinking among females).
  - One-in-ten 18 to 39 year old males (10%, cf. 4% overall) recalled the TVC with a sober young man playing Playstation when his drunk other (twin) knocks on the door with fish and chips, stumbles inside and cracks his head. Furthermore, 8% of Māori recalled this message.
  - Eight percent (8%) of 18 to 39 year old males and 4% of parents of children aged 15 years or less (cf. 2% overall), recalled the TVC with a sober man woken from bed by his drunk other (twin) urinating in the backyard and singing loudly after a Karaoke session. Furthermore, 7% of Māori recalled this message.
- With regard to the key message, *“It’s not the drinking, it’s how we’re drinking”*, on an unprompted basis, 7% recalled this message. Importantly, significantly higher proportions of 18 to 39 year old males and females, and Māori, recalled this message (13%, 11% and 13%, respectively).

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<sup>11</sup> As mentioned earlier, the “See” campaign was designed to positively influence attitudes and behaviours with regard to New Zealand’s risky drinking culture.

- After prompting, almost half (47%) of adults recalled this message. Importantly, higher among Māori and Pacific peoples (both 54%).
- However, in terms of relevance to key target audiences, there is evidence that for the most part the “See” campaign is perceived to be targeting younger drinkers, for example:
  - Two-fifths (41%) consider the campaign relevant to *young adults – between 18 and 24 years*, and reported by slightly higher proportions of key target audiences (44% among 18 to 39 year old males; 47% among 18 to 39 year old females; 44% among parents/caregivers of children aged 15 years or less; 46% among Māori; 50% among Pacific peoples).
  - One-third (34%) consider the campaign relevant to *young people – under 18 years*.
  - Nevertheless, almost one-quarter (22%) consider the campaign relevant to all ages – adults and young people, and one-fifth (19%) consider it relevant to all adults – 18 years and older.
- With regard to parents/guardians of young people/teenagers, on an unprompted basis just 3% considered the campaign relevant to this audience.
- Furthermore, the campaign is overwhelmingly perceived to be targeted at all ethnic groups, with two-thirds (64%) reporting that it is relevant to all ethnic groups.
  - Conversely, just 13% considered the campaign to be targeted at Māori (15% among Māori, and 19% among Pacific Peoples).
  - One-in-ten (10%) considered the campaign to be targeted at Pacific peoples (23% among Pacific Peoples).
  - Twelve percent (12%) considered the campaign to be targeted at NZ European/Pakeha.

In general terms, the above findings point toward growing success of the campaign, and already appear to be underpinned by some positive shifts in attitudes since 2003 (i.e. evidence of the “See” campaign already influencing people to “Think” about their own and others’ drinking). For example:

- Since 2003, a significant decrease in the proportion of New Zealanders aged 12+ who agree that *“It’s OK to get drunk as long as it’s not everyday”*.
- For many benefits of drinking statements, increases in the proportion of current drinkers reporting neutral responses, at the expense of agreement (that is, while disagreement has remained relatively stable, levels of agreement have shifted toward a more neutral position).
- Similarly, for many inhibitors to drinking statements, increases in the proportion of current drinkers reporting neutral responses, also at the expense of agreement. In this case, it is hypothesised that increased awareness of (that is, “thinking”) about New Zealander’s drinking habits, may be compelling people to be more open and honest about their own drinking habits, i.e. not as likely to exhibit socially desirable patterns of response.

Table 2: Communications and information awareness and knowledge (2005 “See” campaign)

	Total adults	2005 “See” campaign target audiences (adults)			Ethnicity (adults)			SES (personal income) (adults)		
		Males 18-39	Females 18-39	Parents of kids up to 15	Māori	Pacific	Other	Low (less than \$20k)	Medium (\$20-50k)	High (more than 50k)
<b><u>Unprompted awareness of “New Zealander’s drinking habits” publicity</u></b>	68	63	67	65	68	68	68	73	68	67
<b><u>Total awareness of “New Zealander’s drinking habits” publicity</u></b>	83	82	85	81	84	84	83	85	87	78
<b><u>Unprompted recall of advertising / information:</u></b>										
<i>Something about youth drinking (general)</i>	25	21	19	25	14	16	27	19	25	35
<i>Something about New Zealand’s binge drinking culture</i>	12	13	7	13	7	14	12	6	12	21
<i>Sober young woman who’s drunk other/“twin” arrives home and starts to cry, unable to remember what the matter is</i>	8	17	15	11	13	9	7	9	9	4
<i>TV documentary about binge drinking</i>	6	2	12	4	7	4	6	3	6	11
<i>Sober young man playing Playstation when his drunk other/“twin” knocks on the door with fish and chips, stumbles inside and cracks his head</i>	4	10	6	4	8	3	3	4	5	1
<i>Sober man woken from bed by his drunk other/“twin” urinating in the backyard and singing loudly after a Karaoke session</i>	2	8	4	4	7	3	2	4	1	4
<b><u>Unprompted key message recall:</u></b>										
<i>Drinking/alcohol causes harm/health &amp; safety effects</i>	14	14	12	17	16	16	13	11	15	16
<i>Messages about youth drinking (general)</i>	14	13	12	12	9	14	15	11	16	18
<i>Don’t drink too much / drink in moderation / be careful with alcohol</i>	13	19	11	15	16	12	12	14	13	12
<i>General messages about binge drinking / New Zealand drinking culture</i>	10	6	8	5	8	4	10	10	8	13
<i>“It’s not the drinking; it’s how we’re drinking”</i>	7	13	11	8	13	9	7	8	9	4
<i>Know how much alcohol you’re really drinking</i>	5	9	5	8	8	5	5	8	4	6
<b><u>Total recall of “It’s not the drinking; it’s how we’re drinking” message</u></b>	47	46	46	45	54	54	45	44	56	37

**Table 2 (continued): Communications and information awareness and knowledge (2005 “See” campaign)**

	Total adults	2005 “See” campaign target audiences (adults)			Ethnicity (adults)			SES (personal income) (adults)		
		Males 18-39	Females 18-39	Parents of kids up to 15	Māori	Pacific	Other	Low (less than \$20k)	Medium (\$20-50k)	High (more than 50k)
<b>Advertising and information considered relevant to:</b>										
<b>Age groups:</b>										
<i>All ages – adults and young people</i>	22	14	17	21	16	15	24	21	21	28
<i>All adults – 18 years and older</i>	19	19	16	19	18	8	20	10	21	26
<i>Parents/guardians of young people/teenagers</i>	3	5	5	4	2	4	3	1	3	4
<i>Older adults – 25 years and older</i>	14	22	15	14	22	19	13	13	11	21
<i>Young people – under 18 years</i>	34	26	30	31	32	38	34	28	31	25
<i>Young adults – between 18 and 25 years</i>	41	44	47	44	46	50	40	48	43	30
<b>Ethnic groups:</b>										
<i>Māori</i>	13	12	14	13	15	19	13	14	11	14
<i>Pacific peoples</i>	10	10	10	10	12	23	8	10	10	6
<i>NZ European / Pakeha</i>	12	10	18	13	12	8	13	18	8	17
<i>All ethnic groups</i>	64	71	62	64	69	58	64	64	70	60

## The segments

Different segmentation solutions were produced for each of young people, 12-17, and adults aged 18 years and older, with both solutions being chosen on the basis that they accounted for most of the variance in the data. That is, they accounted for most of the difference between respondents.

Consistent with the 2003 study, a four segment solution was identified as best representing youth. However, a five segment model was identified as best representing adults, in contrast to the four segment model identified in 2003. Accordingly, in order to better align 2003 and 2005 segment-based findings, the 2003 adult segmentation model has been revised on the basis of five segments (four currently drinking segments, and the Adult Non-Drinker segment).

Based on the unique characteristics of each segment, each segment has been given a descriptive name or label to capture the 'essence' of the segment.

### Segments of young people

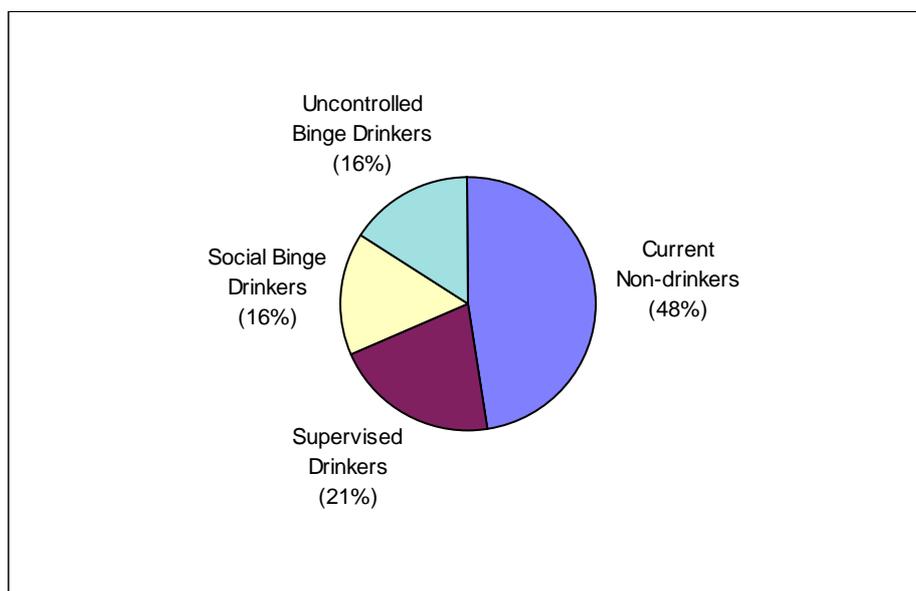
Figure 1 shows the relative size of each of the four segments comprising young people, 12-17. Importantly, these relative segment sizes are similar to those identified in 2003. Table 3 shows how the 2005 survey-based proportions translate into actual population numbers, compared to 2003 counts<sup>12</sup>:

1. *Current Non-drinkers* – 48% of young people, 12-17 (no appreciable change from 50% in 2003). They tend to be under 13 and/or attend church.
2. *Supervised Drinkers* – 21% of young people, 12-17 (up from 14% in 2003). They drink only fortnightly or less frequently, typically at home, and mainly with their parents/whānau.
3. *Social Binge Drinkers* – 16% of young people, 12-17 (down from 22% in 2003). They drink regularly (at least once every two weeks) and binge, mainly with their friends during weekends and holidays, and especially for the social benefits (comradeship, sense of belonging, confidence, etc.).
4. *Uncontrolled Binge Drinkers* – 16% of young people, 12-17 (no appreciable change from 14% in 2003). They are typically male, drink more regularly than *Social Binge Drinkers* (at least once every week), and binge frequently to enjoy the physical “buzz” or with the intention of getting drunk.

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<sup>12</sup> See Footnote 5.

**Figure 1: Relative size of segments of young people**



**Table 3: Young people – segment size extrapolated to population size<sup>13</sup>**

Segment	2005 Population numbers	2003 Population numbers
Current Non-Drinkers	169,000	173,000
Supervised Drinkers	73,000	48,000
Social Binge Drinkers	58,000	78,000
Uncontrolled Binge Drinkers	55,000	50,000
	350,000*	355,000*

\* Total may not sum exactly due to rounding.

### Segments of adults

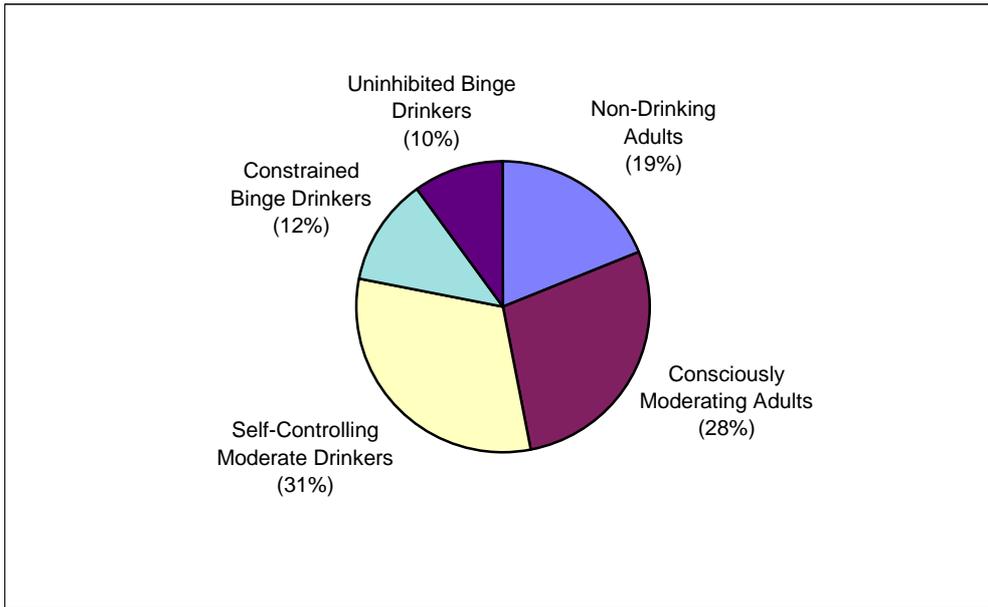
Five segments have been identified for adults. Figure 2 shows the relative size of each of the five segments comprising adults, 18+. Table 4 shows how the 2005 survey-based proportions translate into actual population numbers:

1. *Non-Drinking Adults* – 19% of adults, 18+. They tend to be older (50+), retired (least likely to be in full-time employment), lower income, and/or attend church. Pacific people are over-represented in this segment. Overall, their attitudinal, behavioural and demographic characteristics are similar to 2003.
2. *Consciously Moderating Adults* – 28% of adults, 18+ (compared to 20% in 2003). They tend to be older adults (40+), evenly balanced in terms of gender, and drink only weekly or less frequently. They are uniquely characterised by the fact that they actively moderate their drinking due to the influence of inhibitors, such as adverse health effects, work and family commitments. Conversely, they report the lowest levels of agreement with statements relating to the benefits of drinking.

<sup>13</sup> See Footnote 5.

3. *Self-controlling Moderate Drinkers* – 31% of adults, 18+. They have the oldest age profile among segments of adults, evenly balanced in terms of gender, have the highest personal incomes, and most likely to be self-employed. While they are the most regular drinkers (drinking on approximately 7.6 days per month), they typically drink significantly less per occasion than either Constrained Binge Drinkers or Uninhibited Binge Drinkers. They express the lowest levels of agreement with inhibitor statements, however most likely reflecting a lack of personal relevance, because their drinking is, and has remained so for a long time, moderate and measured. Similarly, they exhibit equally low levels of agreement with statements relating to the benefits of drinking.
4. *Constrained Binge Drinkers* – 23% of adults, 18+. The youngest of the adult drinking segments (under 40), more likely to identify as Māori and/or Pacific, have (young) children in their households, and most likely to identify as students or unemployed. They tend toward lower incomes, drink regularly (at least once every week), on weekends and holidays, and binge, especially for the social benefits (comradeship, sense of belonging, confidence, etc.). However, like *Conscious Moderators*, they are more likely to agree that they inhibit their drinking because of concerns about adverse health impacts, and family and work commitments. They are the least likely of all adult drinking segments to drink on weekdays.
5. *Uninhibited Binge Drinkers* – 29% of adults, 18+. They are most likely to identify as Māori, significantly more likely to be male, and on balance older than *Constrained Binge Drinkers* (although not as old as *Conscious* or *Self-Controlling Moderating Drinkers*). They are typically full or part-time wage and salary earners, with average income levels. They are also more likely to have children in their households, but unlike the *Constrained Binge Drinkers*, they are less concerned with the negative effects of their drinking, and do not as readily identify with the benefits of drinking. They drink regularly (often every day) and binge, mainly to unwind, and for the “buzz” and enjoyment.

**Figure 2: Relative size of adult drinking segments**



**Table 4: Adults – segment size extrapolated to population size<sup>14</sup>**

Segment	2005 Population numbers	2003 Population numbers
Non-Drinking Adults	559,000	535,000
Consciously Moderating Adults	792,000	577,000
Self-controlling Moderate Drinkers	901,000	623,000
Constrained Binge Drinkers	354,000	529,000
Uninhibited Binge Drinkers	274,000	563,000
	2,880,000*	2,830,000*

\* Total may not sum exactly due to rounding.

## Segment characteristics

To illustrate some of the more important characteristics of the young drinking segments, Figure 3 shows the number of drinks consumed on the last drinking occasion by each segment. In comparison, Figure 4 shows the number of drinks consumed by each of the adult drinking segments on their last drinking occasion.

The key differentiating characteristics for young people and adults in turn, are summarised in the following sections.

<sup>14</sup> See Footnote 5.

## Segments of young people

- As noted above, young Supervised Drinkers drink infrequently, only fortnightly or monthly (34% did not drink at all in the last month), with their family/whānau. Most (69%) reported drinking two or fewer “standard” drinks of alcohol on the last drinking occasion.

As in 2003, they are evenly balanced in terms of gender, tend to be 14+, and at school. They are concerned about the effects of alcohol on most aspects of their lives, including both short-term effects (e.g. embarrassing behaviour, hangovers, forgetting what they had been doing as a result of drinking), and more long-term or chronic effects (e.g. impacts on health, physical appearance, and weight).

For example, 94% agree with the statement, *I limit the amount of alcohol I drink so that I don't do anything I would regret later* (compared to 89% in 2003), and 83% agree with the statement, *I am concerned about the long-term effects of alcohol on my internal organs (e.g. liver, brain)*.

- In contrast, young Social Binge Drinkers drank more frequently than Supervised Drinkers, with almost two-thirds drinking on one to four days per month. While two-fifths (43%) drank up to 4 standard drinks on the last drinking occasion, half (52%) consumed 5 or more. As their name suggests, much of their drinking is undertaken socially, with their friends at parties and social events. Some of these events are supervised, others are not. They drink because everyone else is drinking. Supply does not appear to be an issue, with most obtaining their alcohol from parents, or from friends or siblings aged 18 or older.

Drunkenness is condoned, as a normal part of drinking, despite agreeing with many of the inhibitor statements in the survey. For example, 68% agree with the statement, *I enjoy the buzz I get when drinking* (compared to 71% in 2003), while 83% agree with the statement, *I limit the amount of alcohol I drink so that I don't do anything I would regret later* (compared to 92% in 2003).

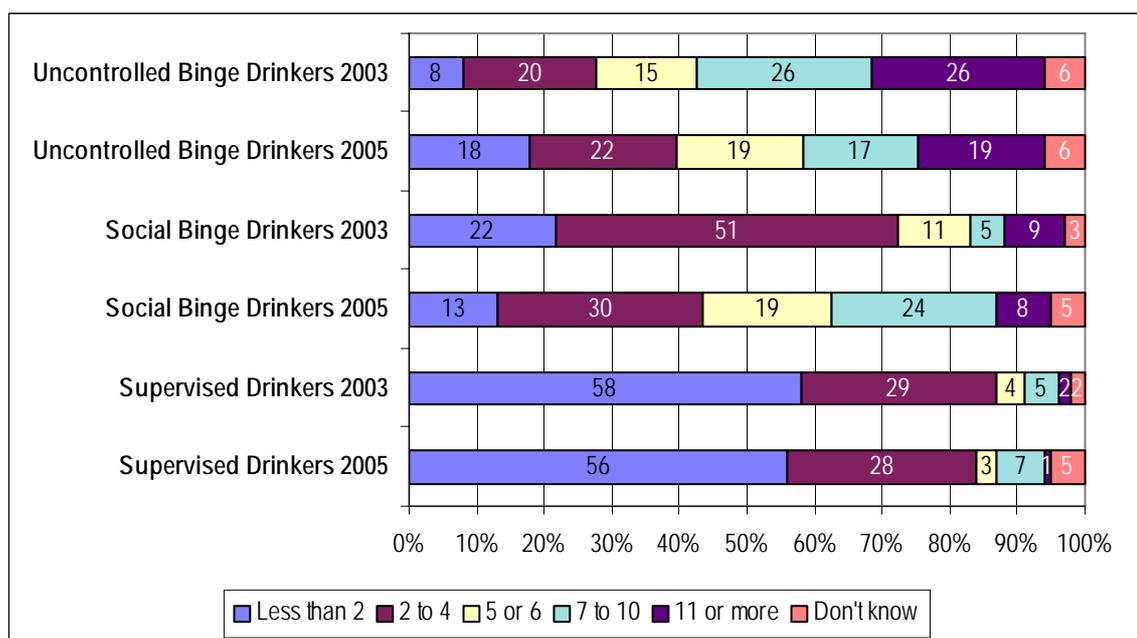
As in 2003, Social Binge Drinkers are evenly balanced in terms of gender, many are 16+, and most at school. Māori are over-represented in this segment (25% of all Social Binge Drinkers, compared to 23% in 2003).

- Two-fifths (42%) of young Uncontrolled Binge Drinkers report they drink once every week, if not more frequently. Half (54%) also report drinking five or more standard drinks on the last drinking occasion (18% 5-6, 11% 6-10, and 19% 10+). Many report that they are drinking more this year than they were in the previous year (60%, compared to 61% in 2003).

Most are males (65%, compared to 64% in 2003) and 16+ (58%, compared to 69% in 2003), and Māori are over-represented (20%, compared to 28% in 2003). Compared to the other segments, one-third have either full or part-time employment (31%, compared to 33% in 2003). One-in-ten (10%) report purchasing alcohol themselves (compared to 23% in 2003), although many are supplied by their parents (43% report being given alcohol by their parents in the last 6 months, to take to a social event independent of their parents, cf. 86% in 2003), with one-third typically obtaining alcohol from friends aged 18 or older (37%, compared to 39% in 2003).

Consistent with 2003 results, *Uncontrolled Binge Drinkers* are the most likely to agree with the statement, *It's OK to get drunk as long as it's not every day* (71%, compared to 92% in 2003), and compared to *Social Binge Drinkers* and *Supervised Drinkers*, they remain the least likely to agree with the inhibitor statements. Drinking gives them greater confidence, and they enjoy the physical “buzz” of drinking. They remain the most likely to agree with the statement, *I drink to get drunk* (27%, compared to 45% in 2003).

**Figure 3: Number of drinks consumed by young people on the last drinking occasion<sup>15</sup>**



### Segments of adults

- *Consciously Moderating Adults* report drinking either reasonably frequently (weekly) or infrequently (once a month/ a few times a year). Importantly, when they drink, most (39%, compared to 67% in 2003) report drinking less than two full glasses of alcohol on the last drinking occasion, with another two-fifths (42%, compared to 28% in 2003) reporting drinking only two or three drinks. That is, four-fifths (81%, compared to 95% in 2003) reported drinking at most three drinks on the last occasion.<sup>16</sup>

*Consciously Moderating Drinkers* are more likely to be female (54%, compared to 63% in 2003), and while older than *Constrained* and *Uninhibited Binge Drinkers* (33% aged 50+, compared to just 11% of *Constrained* and 18% of *Uninhibited Binge Drinkers*), they tend to be younger than *Self-Controlling Moderating* and *Non-Drinkers* (47% and 54%, respectively, aged 50+). Because of this demographic profile, they are less likely to have children in the household. They tend toward middle incomes.

<sup>15</sup> In 2003, this question was asked in relation to self-defined “drinks”; in 2005, this question was asked in relation to “standard” drinks. Therefore, results for 2003 and 2005 are not directly comparable.

<sup>16</sup> See Footnote 15.

They are most likely to report drinking less than last year (49%, compared to 38% in 2003), and apart from *Non-Drinkers* the least likely to condone drunkenness, with 67% agreeing with the statement, *It's never Ok to get drunk* (compared to 73% in 2003). They are most likely to limit the amount of alcohol they consume due to the influence of inhibitors such as adverse health effects, and work or family commitments, but at the same time the least likely to identify benefits associated with drinking.

- In contrast, *Self-controlling Moderating Adults* report drinking very frequently (compared to 12% overall, 20% reported drinking at least every second day), and most likely to report drinking at home (79%, compared to 65% in 2003). However, despite their very regular drinking patterns compared to *Consciously Moderating Adults*, when they do drink, the majority (65%) report drinking less than two standard drinks of alcohol on the last drinking occasion.

*Self-Controlling Moderating Drinkers* are equally likely to be male (51%) as female (49%) and apart from *Non-Drinkers*, the oldest adult segment (47% aged 50 years or older). Many are self-employed or work full-time, and of all the segments have the highest income profile (35% report personal incomes of \$50,000 or more, compared to 28% in 2003). Because of their age profile, they are the least likely segment to have children in the household.

What critically distinguishes *Self-Controlling Moderating Drinkers* from *Consciously Moderating Drinkers*, are their attitudes. Specifically, reflecting their long-term, controlled, regular but risk-free drinking behaviour, this segment exhibits the lowest levels of agreement to statements reflecting inhibitors to drinking, while *Consciously Moderating Drinkers* have the highest levels of agreement to inhibitor statements.

- Most *Constrained Binge Drinkers* report drinking frequently (on average 6.6 drinking days per month), with about one-third drinking 7 or more glasses on the last drinking occasion (18% 7-10, compared to 16% in 2003; 16% 11+, compared to 13% in 2003). Of all the segments, they are the most likely to report drinking on weekends and holidays (70%, compared to 67% in 2003).

Whilst almost one-half (46%) are aged 25 to 39, this segment has the greatest proportion of 18 to 24 year olds (43%, compared to 22% in 2003) and consequently the highest proportion who identify as students (22%, compared to 12% in 2003). Reflecting their age and employment/study characteristics, this segment is most likely to have lower incomes (32% report a personal income less than \$20,000, compared to 22% in 2003).

This segment has the second-highest proportion who identify as Māori (15%, compared to 18% in 2003), and a higher than average proportion also identify as Pacific (9%, compared to 6% in 2003). This segment also has the greatest proportion of drinkers who live in households with children aged 15 years or less (79%, compared to 52% in 2003).

As noted, compared to other segments, *Constrained Binge Drinkers* drink because of the social aspects associated with drinking, although they limit their drinking because of concerns with adverse health effects, their physical and mental well-being, and work and family commitments. For example, they are most likely to agree with the statement, *I limit the amount of alcohol that I drink so that I don't wake up with a hangover* (83%, compared to 76% in 2003), and *I limit the amount of alcohol I drink so that it doesn't affect my work* (84%, compared to 86% in 2003).

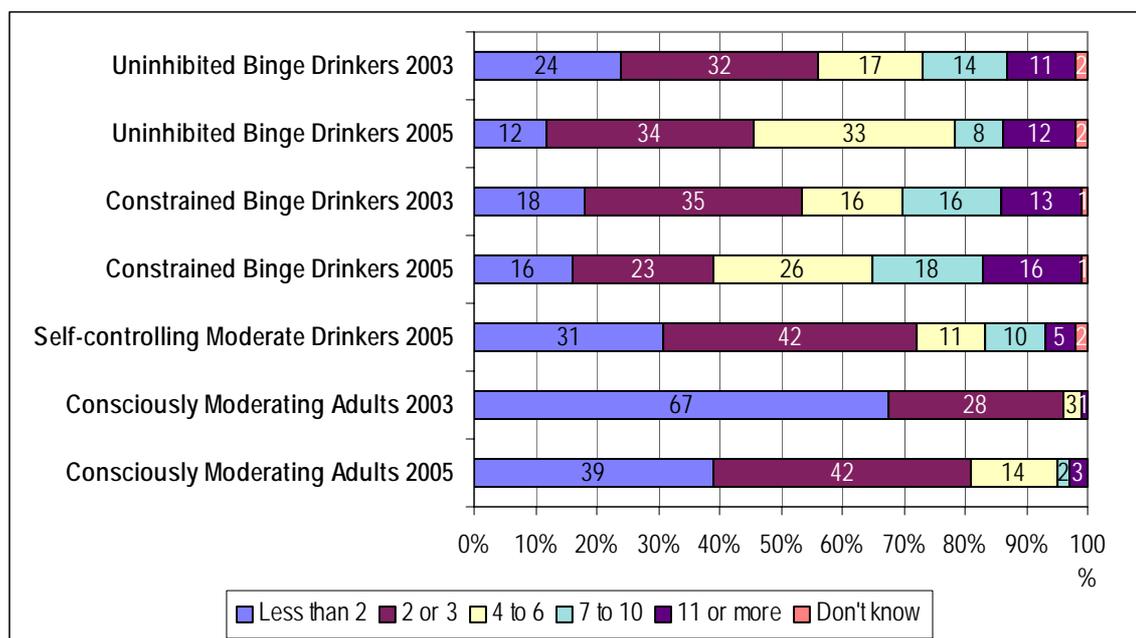
- *Uninhibited Binge Drinkers* drink less regularly than *Constrained Binge Drinkers* (on average 4.7 days per month, compared to 6.6 for *Constrained Binge Drinkers*). However, a similar proportion of *Uninhibited Binge Drinkers* (20%, compared to 25% in 2003) as *Constrained Binge Drinkers* report drinking 7 or more glasses on the last occasion (8% 7-10, compared to 14% in 2003; 12% 11+, compared to 11% in 2003).<sup>17</sup>

This segment is most likely to be male (65%, compared to 57% in 2003), and while not as young as *Constrained Binge Drinkers*, is the next most likely to be aged 18-24 (27%, compared to 20% in 2003). It is over-represented by (young) Māori (19%, compared to 10% in 2003), but Pacific people are no more or less likely to identify with this segment.

In terms of income, the segment has a very slight leaning toward higher incomes, although not as high as *Self-Controlling Moderating Drinkers*.

In many respects, *Uninhibited Binge Drinkers* are similar to *Constrained Binge Drinkers* in terms of the benefits they associate with drinking, placing particular emphasis on how alcohol helps them to “wind down and relax” and also the “buzz” they get when drinking. However, they are significantly less constrained in their attitudes toward drinking, and with the exception of the *Self-Controlling Moderating Drinker segment* (but for entirely different reasons), less likely to agree with many of the inhibitor statements.

Figure 4: Number of drinks consumed by adults on the last drinking occasion<sup>18</sup>



<sup>17</sup> See Footnote 15.

<sup>18</sup> In 2003, this question was asked in relation to self-defined “drinks”; in 2005, this question was asked in relation to “standard” drinks. Therefore, results for 2003 and 2005 are not directly comparable.