



ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND  
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# The Way We Drink

The current attitudes & behaviours of New Zealanders  
(aged 12 plus) towards drinking alcohol

May 2004

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# Executive summary

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## Introduction & objectives

This report presents the results of a survey of New Zealanders, 12 years of age and more. 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.

## Method

This survey was completed between 4 June and 6 September 2003, with two specific population groups:

1. A nationally representative sample of n=626 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  $\pm 5.1\%$  (at the 95% confidence level).
2. A nationally representative sample of n=1,157 adults aged 18+. Results based on the total sample of adults are subject to a maximum margin of error of  $\pm 4.5\%$  (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 evenly distributed across three key ethnic groups – Māori, Pacific and all “other” ethnic groups (mostly Pakeha European). 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 back by ethnicity, as well as age and gender, to 2001 Census benchmarks.

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.

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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

<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.

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 ALAC's Youth Drinking Monitor that has now been conducted successfully for over five years. Once randomly selected, up to eight 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 46%, and for adults 30%. 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.

Finally, we have examined the results for both young people and adults with similar surveys conducted in New Zealand, and are confident that both the survey is a consistent and accurate reflection of New Zealand's current attitudes and behaviours with respect to alcohol.

## 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 (comradeship, sense of belonging, confidence, etc.).
- *Uncontrolled Binge Drinkers* – young people, 12-17, who drink more regularly (at least once every week), and binge frequently with the specific intent of getting drunk.
- *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>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 only a few times a year.
- *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 are the most likely to agree that they inhibit their drinking because of concerns with the long-term physical and mental effects of drinking, and family and work commitments.
- *Uninhibited Binge Drinkers* – adults, 18+ who are less concerned with the effects of their drinking and 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:

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

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

Over two-fifths of all people 12+ (41%) 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%) admit they, *Drink to get drunk*.

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

One-quarter of all current drinkers 12+ (26%) disagree with the statement, *I try not to drink so much I forget what I was doing or what happened*.

Almost one-quarter of all current drinkers 12+ (24%) 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 well-being*.

Over two-fifths of all current drinkers 18+ (42%) disagree with the statement, *I am concerned about the long-term effects of alcohol on my mental well-being*.

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

Although two-thirds of parents (63%) report they set strict rules about (their) children drinking alcohol, 21% admit that they do not. However, only one-half (52%) agree 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.**

Over two-fifths of all current drinkers 12+ (42%) agree with the statement, *When I drink alcohol it is easier to meet and get to know people.*

Two-thirds of all current drinkers 12+ (67%) agree with the statement, *Alcohol helps me wind down and relax.*

## **Comparisons between young people & adults**

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

The overwhelming conclusion is that young people who currently drink are more likely than adults to agree with the statements relating to the benefits of drinking alcohol, and more likely than adults to disagree with statements relating to the factors that inhibit drinking.

Their state of mind is best summed up in the number that condone drunkenness (59% of all young people, 12-17 agree with the statement, *It's OK to get drunk as long as it's not every day*), as well as the fact that 25% of young people who currently drink admit they do so "to get drunk".

Table 1: Comparisons between young people & adults

	Young people, 12-17	Adults, 18+	All people, 12+
<b>Relative size</b>			
<i>Population estimate<sup>4</sup></i>	335,000	2,725,000	3,060,000
<b>General attitudes</b>			
<i>It's never OK to get drunk</i>	36% agree (61% disagree)	47% agree (48% disagree)	46% agree (49% disagree)
<i>It's OK to get drunk as long as it's not everyday</i>	59% agree (38% disagree)	39% agree (59% disagree)	41% agree (57% disagree)
<i>I drink to get drunk (based on current drinkers)</i>	25% agree (71% disagree)	8% agree (90% disagree)	9% agree (88% disagree)
<b>Benefits of drinking</b> (based on current drinkers)			
<i>Alcohol helps me wind down and relax</i>	59% agree (39% disagree)	68% agree (28% disagree)	67% agree (32% disagree)
<i>I enjoy the buzz I get when I drink alcohol</i>	62% agree (34% disagree)	45% agree (49% disagree)	46% agree (48% disagree)
<i>When I drink alcohol it is easier to meet and get to know people</i>	62% agree (35% disagree)	39% agree (54% disagree)	41% agree (53% disagree)
<i>Having a drink with friends &amp; family gives me a sense of belonging</i>	44% agree (53% disagree)	31% agree (65% disagree)	32% agree (64% disagree)
<i>I feel more confident when I drink alcohol</i>	45% agree (53% disagree)	27% agree (68% disagree)	28% agree (67% disagree)
<i>Everything seems happier when I drink alcohol</i>	49% agree (48% disagree)	24% agree (69% disagree)	25% agree (68% disagree)

Continued

<sup>4</sup> Mid-point estimate based on 2001 Census of Population and Dwellings.

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

	Young people, 12-17 <sup>5</sup>	Adults, 18+ <sup>5</sup>	All people, 12+ <sup>5</sup>
<b>Inhibitors to drinking</b> (based on current drinkers)			
<i>I limit the amount of alcohol I drink when I have to drive</i>	61% agree (7% disagree)	90% agree (3% disagree)	88% agree (3% disagree)
<i>I limit the amount of alcohol I drink so that it doesn't affect my work</i>	na	72% agree (14% disagree)	na
<i>I limit the amount of alcohol I drink because of responsibilities to my family</i>	na	71% agree (20% disagree)	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)	70% agree (23% disagree)	70% agree (23% disagree)
<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)	68% agree (24% disagree)	69% agree (24% disagree)
<i>I try not to drink so much I forget what I was doing or what happened</i>	67% agree (30% disagree)	61% agree (26% disagree)	62% agree (27% disagree)
<i>I am concerned about the long-term effects of alcohol on my physical well-being</i>	na	52% agree (38% disagree)	na
<i>I limit the amount of alcohol I drink so that it doesn't affect my physical performance</i>	74% agree (24% disagree)	na	na
<i>I can afford as much alcohol as I want</i>	24% agree (74% disagree)	49% agree (48% disagree)	47% agree (49% disagree)
<i>I am concerned about the long-term effects of alcohol on my mental well-being</i>	na	46% agree (42% disagree)	na
<i>I limit the amount of alcohol I drink so that it doesn't affect my mental performance</i>	78% agree (20% disagree)	na	na
<i>I limit the amount of alcohol I drink because of other financial commitments</i>	na	46% agree (45% disagree)	na
<i>I am <u>not</u> concerned about the long-term effects of alcohol on my physical appearance</i>	26% agree (70% disagree)	na	na
<i>I am concerned about the long-term effects of alcohol on my physical appearance</i>	na	39% agree (48% disagree)	na
<i>I worry about getting into a sexual situation that I might later regret if I drink too much</i>	71% agree (27% disagree)	34% agree (48% disagree)	36% agree (47% disagree)
<i>I am concerned about getting caught up in arguments or fights if I drink too much</i>	61% agree (37% disagree)	33% agree (54% disagree)	35% agree (53% disagree)
<i>I limit the amount of alcohol I drink because of religious beliefs or commitments</i>	25% agree (72% disagree)	15% agree (74% disagree)	15% agree (74% disagree)

Continued

<sup>5</sup> Statements marked "na" were not asked of either the Young people or Adult samples, accordingly.

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

	Young people, 12-17	Adults, 18+	All people, 12+
<b>Drinking behaviour</b>			
<i>Have ever tried alcohol, even a sip?</i>	82%	96%	94%
<i>Current drinker</i>	52%	81%	78%
<i>Drink everyday/almost everyday</i>	3%	16%	15%
<i>Drink 2-3 times a week</i>	10%	26%	25%
<i>Drink once a week</i>	15%	22%	21%
<i>Drink once every 2 weeks</i>	19%	10%	11%
<i>Less frequently</i>	53%	27%	28%
<i>Glasses drunk last drinking occasion (based on current drinkers)</i>			
<i>5 or more<sup>6</sup></i>	33% (38% males, 27% females)	na	na
<i>7 or more<sup>7</sup></i>	na	18% (23% males, 13% females)	na

<sup>6</sup> Based on an agreed "marker" of binge or risky drinking for young people.

<sup>7</sup> Based on an agreed "marker" of binge or risky drinking for adults.

## 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.

It is a coincidence that four segments were identified for both young people and adults. Based on the unique characteristics of each segment, each segment has been given a descriptive name or label to encapsulate 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. Table 2 shows how the survey-based proportions translate into actual population numbers:

1. *Current Non-drinkers* – 50% of young people, 12-17, current non-drinkers. They tend to be under 13 and/or attend church.
2. *Supervised Drinkers* – 14% of young people, 12-17. They drink only a few times a year, at home, and mainly with their parents/whānau.
3. *Social Binge Drinkers* – 22% of young people, 12-17. 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* – 14% of young people, 12-17. They are typically male, drink more regularly than *Social Binge Drinkers* (at least once every week), and binge frequently with the intention of getting drunk.

Figure 1: Relative size of segments of young people

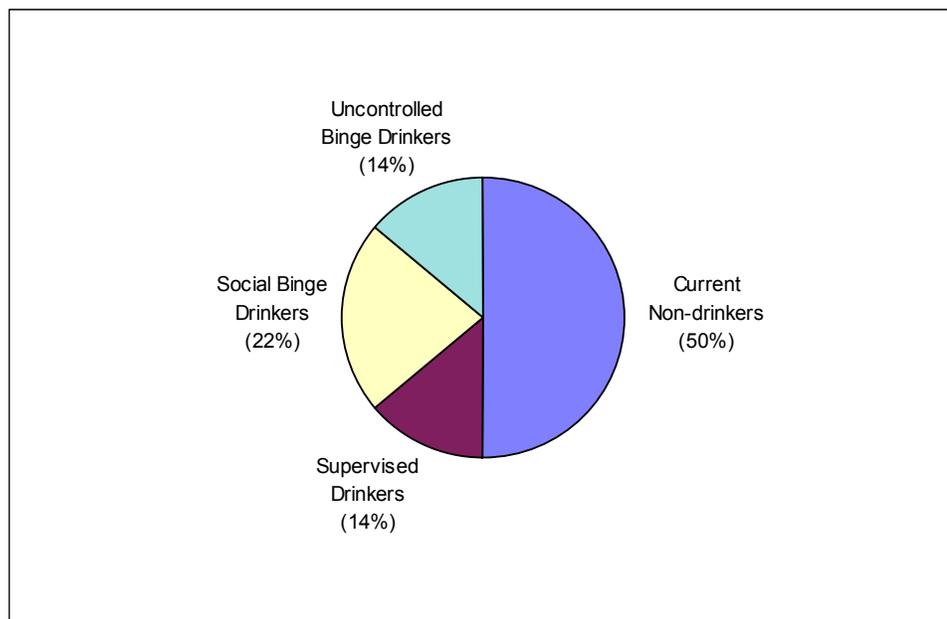


Table 2: Young people – segment size extrapolated to population size\*

Segment	Population numbers
Current Non-Drinkers	165,000
Supervised Drinkers	45,000
Social Binge Drinkers	75,000
Uncontrolled Binge Drinkers	50,000
	335,000

\* Mid-point estimate based on 2001 Census of Population and Dwellings.

### Segments of adults

As for young people, four segments have been identified for adults. Figure 2 shows the relative size of each of the four segments comprising adults, 18+. Table 3 shows how the survey-based proportions translate into actual population numbers:

1. *Non-Drinking Adults* – 19% of adults, 18+. They tend to be older (50+), retired, and/or attend church. Pacific people are more represented in this segment than any other group.
2. *Consciously Moderating Adults* – 29% of adults, 18+. They tend to be older (50+), female, and drink only a few times a year.
3. *Constrained Binge Drinkers* – 23% of adults, 18+. They tend to be younger (under 40), full-time wage and salary earners, and have (young) children in their households. They drink regularly (at least once every week) and binge, especially for the social benefits (comradeship, sense of belonging, confidence, etc.). However, they are the most likely to agree that they inhibit their drinking because of concerns with the long-term physical and mental effects of drinking, and family and work commitments.
4. *Uninhibited Binge Drinkers* – 29% of adults, 18+. They are predominantly Pakeha European, just as likely to be female as they are male, and just as likely to be under 40 as they are to be over 40. They tend to be full-time wage and salary earners, with above average incomes. They also have children in their households, but unlike the *Constrained Binge Drinkers*, they are less concerned with the effects of their 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

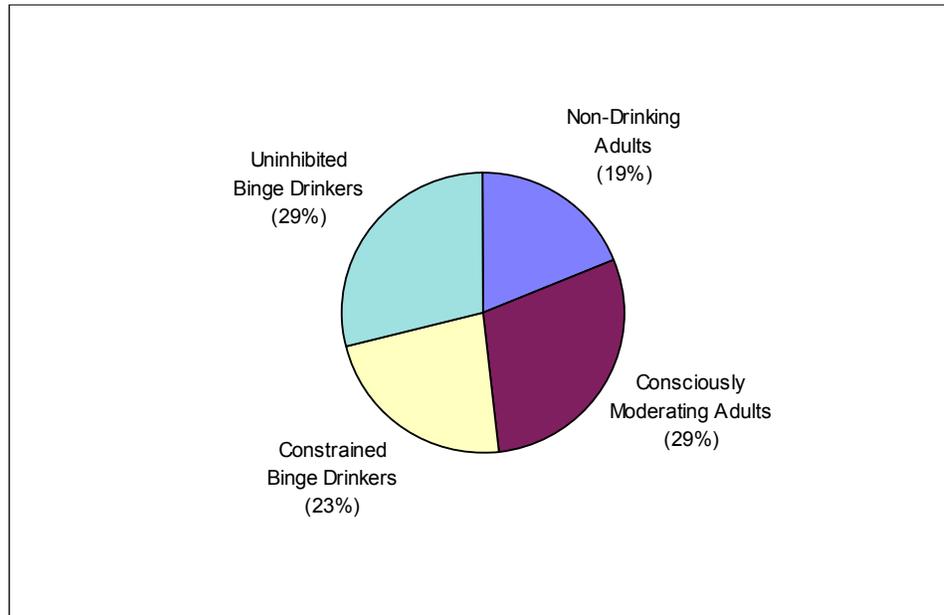


Table 3: Adults – segment size extrapolated to population size\*

Segment	Population numbers
Non-Drinking Adults	515,000
Consciously Moderating Adults	790,000
Constrained Binge Drinkers	635,000
Uninhibited Binge Drinkers	785,000
	2,725,000

\* Mid-point estimate based on 2001 Census of Population and Dwellings

## 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.

## Segments of young people

- As noted above, young *Supervised Drinkers* drink infrequently, only a few times a year, with their family/whānau. Most (58%) reported drinking less than two full glasses of alcohol on the last drinking occasion.

Evenly balanced in terms of gender, they tend to be 14+, and at school. They are concerned about the physical and mental effects of drinking too much alcohol, and especially about embarrassing themselves as a result of their drinking (including sexual situations) and having a hangover.

For example, 89% agree with the statement, *I limit the amount of alcohol I drink so that I don't do anything I would regret later.*

- In contrast, young *Social Binge Drinkers* drank more frequently than *Supervised Drinkers*, with almost two-thirds drinking every 2 weeks/month. While most drank up to 4 glasses on the last drinking occasion, 25% 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.

Drunkenness is condoned, as a normal part of drinking, despite agreeing with many of the inhibitor statements in the survey. For example, 82% agree with the statement, *I try not to drink so much I forget what I was doing or what happened.*

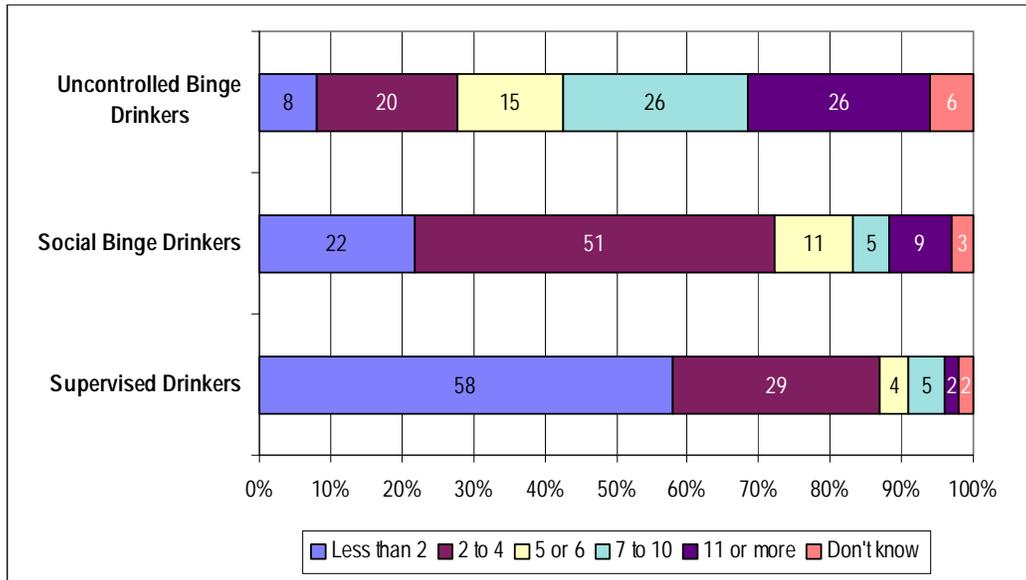
*Social Binge Drinkers* are evenly balanced in terms of gender, many are 16+, and most at school.

- Two-thirds of young *Uncontrolled Binge Drinkers* (65%) report they drink once every week if not more frequently. Two-thirds (67%) also report drinking five or more glasses on the last drinking occasion (15% 5-6, 26% 7-10, and 26% 11+). Many (61%) report they are drinking more this year than they were in the previous year.

Most are males (64%) and 16+, and Māori are over-represented at 28%. Compared to the other segments, one-third (33%) have either full or part-time employment. Twelve percent (12%) report purchasing alcohol themselves, although many are supplied by their parents (86% report being given alcohol by their parents in the last 6 months, to take to a social event independent of their parents).

At 92%, *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*, and compared to *Social Binge Drinkers* and *Supervised Drinkers*, they are the least likely to agree with the inhibitor statements. Drinking gives them greater confidence and by their own admission, something to do. They are the most likely to agree with the statement, *I drink to get drunk* (45%).

Figure 3: Number of drinks consumed by young people on the last drinking occasion



### 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 (67%) report drinking less than two full glasses of alcohol on the last drinking occasion, with another one-third (28%) reporting drinking only two or three drinks.

Most *Consciously Moderating Drinkers* are female (63%) and over 50 years of age (60%). Many are retired. Because of this demographic profile, they are the least likely segment to have children in the household. Personal incomes tend to be below the national average.

They are the least likely to condone drunkenness, with 73% agreeing with the statement, *It's never Ok to get drunk*. They consciously limit the amount of alcohol they consume, even in the company of friends and family. They are the least likely to identify benefits associated with drinking.

- Most *Constrained Binge Drinkers* report drinking at least weekly (64%), with about one-third drinking 7 or more glasses on the last drinking occasion (16% 7-10, 13% 11+).

Whilst almost one-half (48%) are 40+, this segment has the greatest proportion of 18-24 year olds (22%) and people who identify their occupation as students (12%). It also has the greatest proportion who identify as Māori (18%). This segment also has one of the greatest proportion of drinkers who live in households with children, especially children under 5.

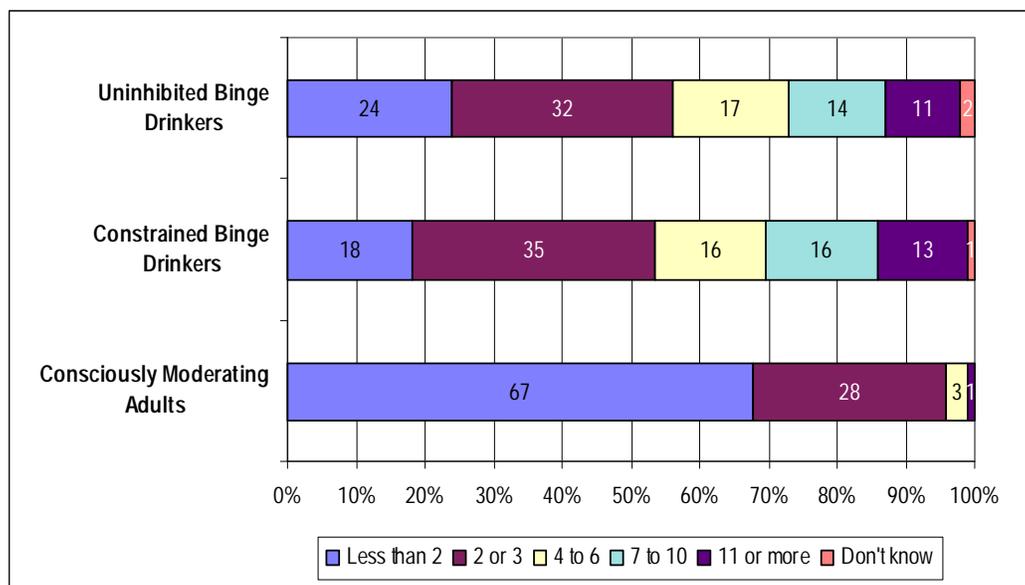
As noted, compared to other segments, *Constrained Binge Drinkers* drink because of the social aspects associated with drinking, although they limit their drinking because of concerns with the long-term effects of their drinking on their physical appearance, health and mental well-being. Work and family commitments also impact on their drinking behaviour. For example, they are most likely to agree with the statement, *I limit the amount of alcohol I drink because of responsibilities to my family* (85%), and they are the least likely to agree with the statement, *I can afford as much alcohol as I want* (37%).

- Over one-half (53%) of *Uninhibited Binge Drinkers* report they drink every day/2-3 times a week. A similar proportion of *Uninhibited Binge Drinkers* (25%) as *Constrained Binge Drinkers* report drinking 7 or more glasses (14% 7-10, 11% 11+).

This segment is evenly balanced in terms of gender, and has as many people under 40 as it has over 40. This, in turn, is reflected in the fact that many live in households with children (44%), while others live alone or as an older couple with no children (38%). Most *Uninhibited Binge Drinkers* are Pakeha European. Largely urban-based, *Uninhibited Binge Drinkers* have the highest personal and household incomes (49% have a household income that is \$70,000+).

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 appear to be less constrained, rating many of the inhibitor statements the lowest of all segments in terms of agreement. Their major concern is in terms of how their drinking may affect their work commitments.

Figure 4: Number of drinks consumed by adults on the last drinking occasion



# 1. Introduction and objectives

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## 1.1 Overview

The quantification of youth and adult drinking segments has been undertaken in order to describe the segments in terms of attitudes, behaviours, and demographic characteristics.

The main body of this report is devoted to a detailed description of each of the youth and adult segments in turn.

## 1.2 Youth-specific objectives

The Alcohol Advisory Council's (ALAC) mission is encapsulated in the statement: *More Moderation and Less Harm*. This reflects ALAC's vision of a society that *"experiences no alcohol-related harm; where whānau and families manage the use of alcohol in a way that ensures everyone, particularly children and young people, are kept safe."*<sup>8</sup>

In order to operationalise this mission statement, ALAC has identified three population groups as priority groups: young people (12-24 yrs), Māori, and Pacific people.

Simultaneously, ALAC has identified two priority intervention strategies that target youth: the supply and the provision of alcohol; and early intervention.

The specific key outcomes ALAC has identified for young people include:

- Delaying the onset of drinking (BRC's *ALAC Youth Drinking Monitor* for 2003, reports that the mean (average) age at which young people "really" start drinking is 13.6 years, which is almost a year younger than the average age at which young people were measured as "really" starting drinking in the 2002 Youth Monitor).
- Minimising the harm to those young people who drink (BRC's *ALAC Youth Drinking Monitor* for 2002, reports that almost one third of 14-17 year olds have at least one risky drinking occasion every week).
- Ensuring appropriate help is provided for young people who drink.

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<sup>8</sup> *ALAC Strategic Plan, 2002-2007*, p4.

A considerable amount of research has been undertaken, in New Zealand and internationally, with young people in general, and specifically, in relation to their drinking behaviour. Much of this research is quantitatively based; meaning that it focuses on measuring:

- Attitudes and behaviours (e.g. BRC's *ALAC Youth Drinking Monitors* (ongoing from 1997)).
- Impacts (e.g. the "*Stay-in-Play*" evaluation (benchmark 2001)).

Importantly, less research has been undertaken on a qualitative basis, to understand, for example:

- Why two-thirds (66%) of 12 to 17 year olds can be defined as "*current drinkers*".
- Why two-fifths (42%) of 12 to 17 year old current drinkers "*really*" started drinking when they were under 15.
- Why one-fifth (20%) of 12 to 17 year old current drinkers drink at least once a week.
- Why one-quarter (23%) of 12 to 17 year old current drinkers, drink to what ALAC considers to be in excess on their last drinking occasion.
- Why 30% of young people report that they responded positively to the messages communicated by the "*Stay-in-Play*" *Mahia-te-Mahi* initiative.

Without answers to these "why" questions, ALAC recognises that it is difficult to develop an effective Culture Change Programme targeting young people, and, particularly, one that specifically addresses and takes into account the following questions:

- How do young people (especially young people under 18) view their drinking?
- What differentiates a young person (especially a young person under 18) who is a "non-drinker", from one who drinks in "moderation", and, in turn, from one who is a "heavy", or "binge" drinker (aside from the known differences based on demographics, such as age)?
- What are these young people's respective "hot buttons"?

With these objectives in mind, BRC Marketing & Social Research was initially commissioned to undertake research with young people aimed at providing a "blueprint" for this Culture Change Programme. Two stages of research were commissioned:

1. An intensive qualitative stage, to identify and understand in-depth the dynamics underpinning young people's attitudes and behaviour towards alcohol in general, and specifically, identifying and understanding the "drivers" and inhibitors of change.
2. Based on the results of the qualitative stage, a quantitative stage, to segment young people into discreet segments, so that informed decisions could be made about optimising the Culture Change Programme.

The results of the qualitative stage have already been reported.

### 1.3 Adult-specific objectives

As a result of the initial qualitative research that was undertaken with youth to help inform this project, it became clear that young people's attitudes and behaviour towards alcohol were in part modelled by the attitudes and behaviour of adult New Zealanders. Therefore, ALAC decided to extend the project to cover adult as well as youth.

As for youth, two stages of research were commissioned; a qualitative stage and a quantitative stage. The results of the qualitative stage have already been reported.

As for young people, the overall objective of the quantitative stage of research was to segment adults into discreet groups based on their attitudes and behaviour towards alcohol.

More specifically, this meant that both the qualitative and quantitative research stages needed to satisfy the following research objectives :

- Identify and understand the perceived benefits that adult New Zealanders associate with their own drinking, and the relative importance of each benefit (e.g. social acceptance, relieving boredom).
  - Identify and understand the hooks and reinforcers associated with the benefits (e.g. everyone is doing it, not wanting to be left out).
- Identify and understand the down sides/concerns they have experienced as a consequence of their drinking, and the relative level of concern associated with each of these (e.g. violence, uncomfortable situations, trouble).
  - Understand what (if anything) they have done to remedy these concerns (modify their drinking).
  - Understand when (if ever) adult New Zealanders regard their own drinking as a "problem". What makes it a problem? Is it what happens or, for example, in what situations (e.g. at home, at work, etc.), with whom, and how much alcohol is involved? Or is it what happens in relation to other (competing) priorities (e.g. parent of children, leadership role in community, etc.)?

This includes understanding the relevance of, and adult New Zealanders' definition of, "heavy" and "binge" drinking (i.e. is this never, sometimes, always a problem?).
- Understand the relative importance of the pros and cons associated with drinking in terms of maintaining and changing behaviour.
- Understand what might prompt and reinforce delaying starting, moderation.
  - Explore the role of advertising, education, significant others (e.g. peers, other influencers) and other initiatives (e.g. PR).
  - Identify the elements of the optimal advertising (e.g. rational and emotional out take, tone, style etc.)
- Identify credible campaign sponsors, in particular reaction to ALAC.

## 2. Method

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### 2.1 Approach

As noted earlier, BRC Marketing & Social Research was initially commissioned to undertake research with young people aimed at providing a “blueprint” for a Culture Change Programme. As a result of the findings of the qualitative stage with youth, the decision was made to extend the project to cover adult New Zealanders. Given the timing of this decision, certain efficiencies were gained, meaning that it was possible to conduct, analyse and report on one quantitative stage involving both young people and adults.

As for previous surveys (e.g. the ALAC Youth Drinking Monitors) interviewing for this quantitative stage was conducted by telephone, with BRC interviewers calling randomly selected households and then, within selected households, randomly selecting a qualifying respondent.

The total sample of n=626 youth (12 to 17 inclusive) that was interviewed was approximately evenly distributed across Māori, Pacific and youth from “other” ethnic groups, to allow for the analysis of results to be completed by ethnicity<sup>9</sup>. Beyond this, quotas were also set in terms of gender. Weighting at the processing stage corrected for this stratification scheme, and ensured the total sample was representative of the New Zealand population of 12 to 17 year olds.

A further n=1,157 telephone interviews were conducted with adults aged 18+, with Māori and Pacific adults over-sampled to ensure greater precision in estimates for these sub-groups. Again, to reflect the actual population distribution in terms of ethnic sub-groups, results were weighted by ethnicity, as well as age and gender, to 2001 Census benchmarks. Appendix B contains a complete set of sample profile tables, based on unweighted data.

Youth interviews were conducted by telephone from BRC’s CATI facility in Wellington, between 4 and 30 June 2003, while adult interviews were conducted between 23 July and 6 September.

### 2.2 Sampling

Youth and adults were contacted as follows:

- At first, households were randomly selected.
- Then within selected households, the young person or adult who had his/her birthday next was selected to be interviewed. At least four attempts were made to interview the selected youth before they were substituted.

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<sup>9</sup> Some initial focus was given to contacting male youth, due to the fact that they are more mobile and therefore less likely to be at home.

For the Pacific and “other” ethnic group sub-samples, households were randomly sampled from both Telecom’s electronic telephone directories, and to boost potential respondent numbers for the adult component, supplemented by a further pool of telephone numbers randomly generated in-house. Electoral Enrolment Centre’s Rolls were specifically used to facilitate the efficient contacting of Māori households.

Where the youth selected was under 15 years of age, interviewers completed an intermediary step by asking for the consent of their parent or caregiver. This is in accordance with the Code of Practice of the Market Research Society of New Zealand Inc.

A final response rate of 46% was achieved for the youth research, while a final response rate of 30% was achieved for the adult research. Our calculation method is an internationally recognised standard, approved by the American Association of Public Opinion Researchers, and derived by dividing the sum of respondents and refusals into the number of respondents. Importantly, our respondent recruitment approach comprised of the following features, designed to mitigate against achieving a non-representative sample:

- Consistent with all previous research for ALAC, the survey topic was kept deliberately general to minimise non-participation on the basis of the topic. Specifically, the introduction referred only to a survey about social issues to help develop health-related programmes for young people and adults. Not until the survey itself commenced was alcohol explicitly mentioned.
- For youth, the male aged 12 to 17 with the next birthday was first asked to participate, and if no males in this age range were resident in the household, females in the same age range asked to participate. For adults, younger males aged between 18 and 24 with the next birthday were first asked to participate, and if none were resident, females in the same age range asked to participate. Failing that, males aged 25 and older with the next birthday were sought, and if none were resident, females in the same age range asked to participate. These processes were adopted to maximise representation of typically difficult to reach audiences – males, and in particular young males.
- For youth aged between 12 and 14, in accordance with the Code of Practice of the Market Research Society, parental consent was obtained before proceeding with the interview.
- Up to eight contact attempts were made to households in which it was determined that a potentially eligible respondent was resident, before substituting with another telephone number.

Table 4 provides a detailed breakdown of response for youth and adults separately, in terms of eligible (both respondents and non-respondents) and ineligible contacts.

Table 4: Response Summary

	Youth No.	Adults No.
<b>Eligible:</b>		
Responding	626	1,157
Refusal	737	2,682
<b>Ineligible:</b>		
Fax machine/no such number	441	769
Business	115	342
Non-qualifier <sup>10</sup>	5,781	3,543
Already contacted	24	32
<b>Total</b>	<b>7,724</b>	<b>8,525</b>

## 2.3 Questionnaires & questionnaire development

A copy of the youth and adult questionnaires used in the interviewing are contained In Appendix E. Because the questionnaire used for the youth survey was administered for the purpose of both the Youth Monitor and the quantitative stage of the Youth Campaign Development research series, considerably more effort went into pre-testing, with n=49 pilot interviews conducted among youth. The purpose of piloting was not only to test the wording, flow and interpretation of questions, but also to undertake rudimentary analysis, in particular the extent to which batteries of attitude statements could be refined. This analysis resulted in some minor changes, in the main removing and/or combining attitude statements deemed to overlap with one another, as well as more standard refinement in terms of question wording and placement, and skip sequences.

Because the adult questionnaire was based largely on the youth questionnaire, pilot testing was not as extensive, however questions were appropriately modified to better suit the requirements of adult-oriented research.

## 2.4 Segmentation modelling

The quantitative segmentation of youth and adults followed an iterative approach, whereby a series of models was run in SPSS, independently for both youth and adults, after weighting (see Section 2.5, *Weighting*, for a full description of the weighting process). The models incorporated a combination of factor and cluster analysis, and were built around a range of attitudinal, behavioural and demographic variables (see Appendix C for a full list of variables on which the final models were based). Note that unlike the Youth Monitor behavioural segmentation, which is based on the 14 to 17 year old sub-sample of respondents, the analytic segmentation of youth was based on the entire sample of 12 to 17 year olds.

<sup>10</sup> Includes respondents outside the target age range (for youth, aged less than 12 or 18 and older; for adults, aged less than 18), and those for whom their combination of age, gender and ethnicity fell into a stratum that had already been filled.

All candidate variables were first binary-coded to ensure a common measurement scale for input to the model. Binary coding is a process that enables variables of mixed type (e.g. rating scales, yes/no responses, arbitrary numeric codes attached to a list of response options, etc.) to be simultaneously input to the model, and avoids invalidating analysis output because of inconsistent treatment of variables of mixed type. Binary coding involves the derivation of a series of unique variables associated with a given question, which take only the value 0 or 1. By way of illustration, for a simple “yes”/“no”/“don’t know” question, where “yes”=1 “no”=2, and “don’t know”=3, two unique variables that take the values 0 or 1 were created. The first variable is associated with “yes” responses, and takes the value 1 if the original response was “yes”; 0 otherwise. The second variable is associated with “no” responses, and takes the value 1 if the original response was “no”; 0 otherwise. Therefore by definition, respondents who reported “don’t know” for this question would be coded 0 for both the derived “yes” variable, and the derived “no” variable.

Next, for youth and adults separately, each successive model was critically examined in terms of both theoretical (i.e. fulfilling the statistical requirements of the modelling approaches employed) and practical (i.e. the segments were sufficiently different from one another, and were of sufficient size to be effectively targeted for social marketing purposes) feasibility.

#### **2.4.1 Final youth segmentation model**

The final youth segmentation model selected in order to best fulfil both theoretical and practical requirements is a four segment model, build around a range of attitudinal, behavioural and demographic variables (see Appendix C for a full list of variables on which the final model was based). This model simultaneously confirms the existence of the three segments identified in the initial qualitative stage (importantly, the same segments were identified for adults – see the next Section), but also identifies a fourth segment. Note that unlike the Youth Monitor behavioural segmentation, which was based on the 14 to 17 year old sub-sample of respondents, the current analytic segmentation was based on the entire sample of 12 to 17 year olds.

In order of lowest to highest “risk” profile, the qualitative stage identified the following youth drinking segments:

- *Delayed starters.*
- *Conscious Moderators.*
- *Uninhibited Binge Drinkers.*

The defining characteristics of the original three segments are described in detail in the full report on the qualitative research stage. The quantitative segmentation, however, identifies a fourth segment not evident during the qualitative stage, specifically *Supervised Drinkers*. Furthermore, reflecting greater insight into defining segment characteristics made possible by the quantitative segmentation of young people, we renamed segments as follows:

- *Delayed Starter* were relabelled *Current Non-Drinkers*, to clearly signal that this segment (in fact the largest of the four segments) is explicitly characterised by the fact that they are not (yet) drinking alcohol.
- *Conscious Moderators* were relabelled *Social Binge Drinkers*, in light of their tendency toward binge drinking, but for primarily social and comradeship reasons, and also characterised by the fact that relative to *Uncontrolled Binge Drinkers* (see below), they were more likely to agree with inhibitor statements.
- *Uninhibited Binge Drinkers* were relabelled *Uncontrolled Binge Drinkers*, primarily because they were least likely of all youth segments to agree with inhibitor statements, and most likely to agree with the more “extreme” statements designed to measure the benefits of drinking.

Figure 5 describes the four quantitative segments in terms of the *mean* number of drinks consumed on the last drinking occasion, while Figure 6 provides estimates of the relative and absolute size of each segment, for the 12 to 17 year old population.

Figure 5: Quantitative segmentation of young people in terms of drinking behaviour

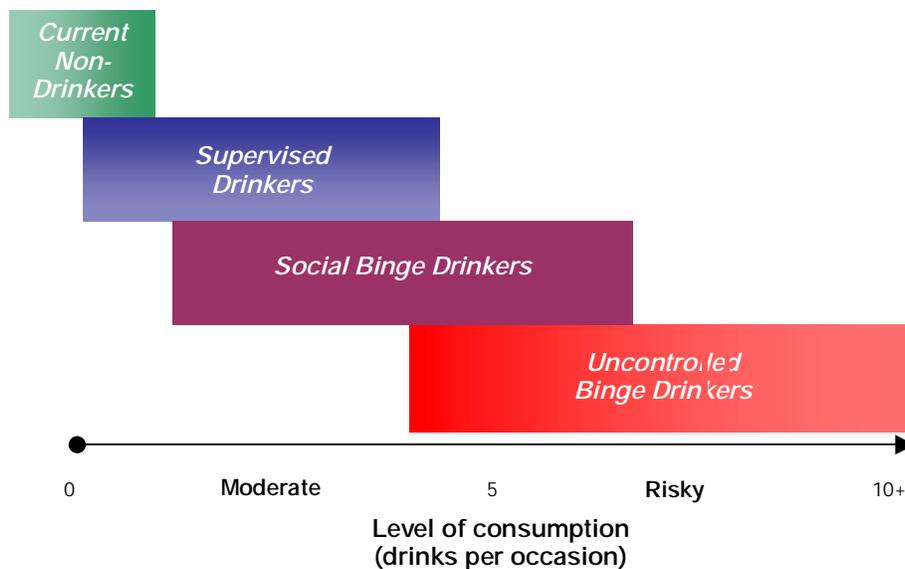
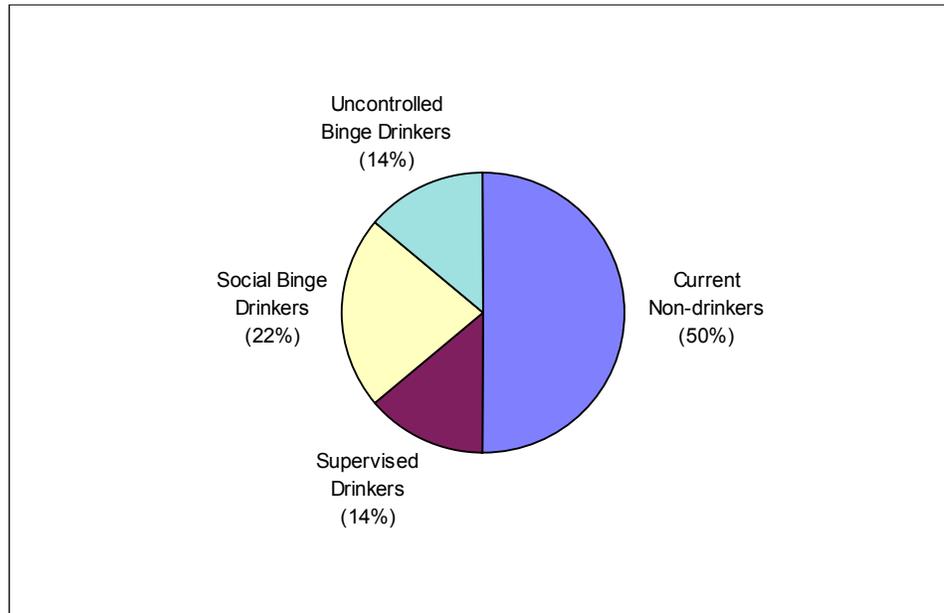


Figure 6: Relative size of youth drinking segments



#### 2.4.2 Final adult segmentation model

As for youth, the final adult segmentation model selected in order to best fulfil both theoretical and practical requirements is a four segment model, build around a range of attitudinal, behavioural and demographic variables (see Appendix C for a full list of variables on which the final model was based). This model simultaneously confirms the existence of the three segments identified in the initial qualitative stage, but as for youth also identifies a fourth segment.

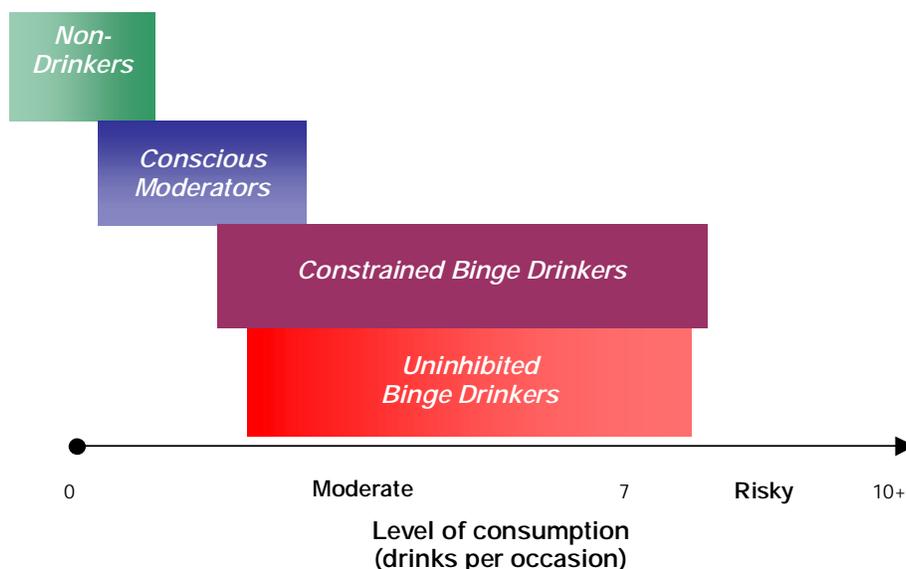
In order of lowest to highest "risk" profile, the qualitative stage identified the following adult drinking segments:

- *Non-drinkers* (analogous to the *Delayed Starter* segment among youth).
- *Conscious Moderators*.
- *Uninhibited Binge Drinkers*.

The defining characteristics of these three segments are described in detail in the final report on the adult qualitative research stage. The quantitative segmentation, however, identifies a fourth segment that further differentiates the *Uninhibited Binge Drinking* segment, by breaking it into two sufficiently unique segments – *Constrained Binge Drinkers* and *Uninhibited Binge Drinkers*. Although exhibiting similar behavioural characteristics, these two segments are primarily differentiated by demographic and attitudinal characteristics, and suggest *Constrained Binge Drinkers* do not exhibit as "reckless" a disregard for the downsides to, or negative consequences of, drinking heavily.

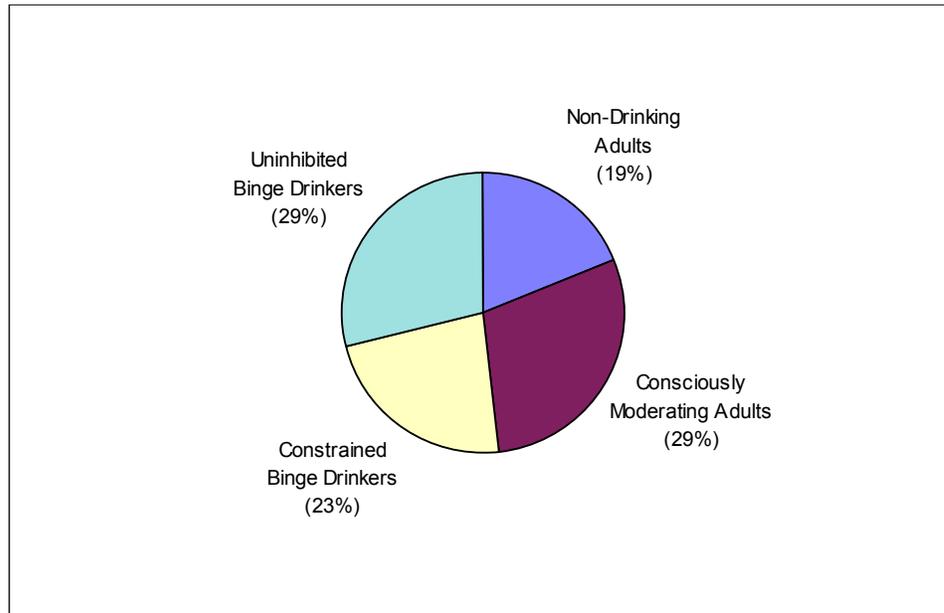
Figure 7 describes the four quantitative adult drinking segments in terms of the *mean* number of drinks consumed on the last drinking occasion<sup>11</sup>, while Figure 8 provides estimates of the relative and absolute size of each segment, for the New Zealand population of adults aged 18+.

Figure 7: Quantitative segmentation of adults in terms of drinking behaviour



<sup>11</sup> Although Figure 11 suggests the *typical* number of drinks consumed is similar for both the *Constrained Binge Drinkers* and *Uninhibited Binge Drinking* segments, it is important to note that the mean number of drinks has been used only to position segments in relative terms. The true strength of insight into drinking behaviours for each segment is gained by examining the *range* of drinks consumed by members of the different segments on a typical drinking occasion. Also, for *Constrained and Uninhibited Binge Drinkers*, the minimal difference in the average number of drinks consumed on the last occasion hides a range of important behavioural, attitudinal, and demographic differences that appropriately differentiate these segments.

Figure 8: Relative size of adult drinking segments



### 2.4.3 Model limitations

The decision to select four-segment models for both youth and adults was based on both theoretical and practical considerations. In particular, that segments be sufficiently large for social marketing purposes, which in this instance resulted in the decision to adopt four-segment models. Such relatively small numbers of segments can result in the sub-optimal outcome of individual respondents being placed into the same segment, who might, however, exhibit measurably different attitudinal, behavioural and demographic characteristics to one another (although not *as* different as members of other segments).

Because New Zealand is a very small consumer market, of necessity most segmentation models result in relatively few segments, that may not be as internally homogeneous as desired. By way of contrast, very large consumer markets such as the USA, can make practical use of segmentation models with many more distinct segments because the absolute size of a given segment remains relatively large. Further, because of the large number of segments overall, individual members of a given segment are considerably more likely to exhibit similar characteristics, i.e. segments are more internally homogeneous.<sup>12</sup>

<sup>12</sup> For example, in the USA, "one percenter" marketing involves developing consumer or social marketing strategies that target just one percent of the US population. Given approximately 215 million adults in the USA, this means a "one percenter" segment would comprise over 2 million adults – more often than not a feasible size for marketing activities customised for this segment. By contrast, a "one percenter" segment among New Zealand's approximately 2.75 million adults would comprise only 27,500 adults – clearly a segment of insufficient size for all practical purposes, and a primary reason we are constrained to derive models with fewer segments.

In the context of our four-segment models for youth and adults (in contrast to practically infeasible models with many more distinct segments), not all members of a particular segment will exhibit attitudes, behaviours and demographic characteristics consistent with the broader segment “norms”. For example, our models have placed some respondents into the *Uninhibited Binge Drinker* segments, who reported having never consumed five or more drinks on one occasion. This is of course a counter-intuitive outcome, however closer analysis of these small sub-samples has confirmed that if, for example, they exhibit atypical behaviour relative to the segment considered as a whole, their attitudes and demographic characteristics align much more closely to the segment “norms”. Equally important, the sub-sample sizes of segment members who exhibit atypical characteristics, are sufficiently small as to have no appreciable impact on the overall segment characteristics.

## 2.5 Weighting

At the processing stage, the interviewed sample of youth was weighted in order to ensure the sample used for analysis purposes was representative of the 12 to 17 year old population group covered by the survey. Similarly, the sample of adults was weighted to ensure it represented the population of adults aged 18+. This is a common practice in market research. The weighting parameters used for this were based on the 2001 Census of Dwellings and Population (Statistics New Zealand), and specifically related to the variables of age, gender and ethnicity for the age group in question.

As a result of the weighting, maximum margins of error are higher than what they would be had a simple random sample been assumed. Total sample and key sub-group maximum margins of error (at the 95% confidence level) are summarised for youth and adults separately, in Table 5.

**Table 5: Maximum margins of error**

Population sub-group	Youth Maximum MOE	Adults Maximum MOE
Total	±5.1%	±4.5%
Ethnicity		
Māori	±6.3%	±5.4%
Pacific Peoples	±7.9%	±6.8%
Other ethnic groups	±6.9%	±5.2%
Youth		
Current Non-Drinkers	±7.4%	
Supervised Drinkers	±14.1%	
Social Binge Drinkers	±10.5%	
Uncontrolled Binge drinkers	±12.6%	
Adults		
Non-Drinkers		±8.0%
Conscious moderators		±8.4%
Constrained Binge drinkers		±6.4%
Uninhibited Binge drinkers		±6.9%

## 2.6 Significance tests

Provided in this section are statistical tests of significance used to test the results presented in this report.

In accordance with convention, the following tests for statistical significance have been based on the "95% confidence interval". The 95% confidence interval is the range *around* the single survey-derived estimate that, were an infinite number of unique random samples drawn from the population of interest, we would expect 95% of the alternative estimates to fall into this range.

### Margin of error for a simple random sample estimate – small sample relative to population

The standard confidence interval formula is:

$$p \pm 1.96 \sqrt{\frac{p(1-p)}{n}}$$

where:  $p$  = the proportion (%) of interest  
 $n$  = the sample size

### Margin of error for a weighted sample estimate

A weighted sample is one in which two or more "strata" are formed, but sampled at differential rates. The standard confidence interval formula is:

$$p \pm 1.96 \sqrt{\sum_i w_i^2 \times \frac{p_i(1-p_i)}{n_i}}$$

where  $p$  = the proportion (%) of interest  
 $p_i$  = the proportion in stratum  $i$   
 $n_i$  = the sample size in stratum  $i$   
 $w_i$  = the *known* population proportion in stratum  $i$

### Margin of error for the difference between estimates from 2 independent samples

The confidence interval formula for comparing estimates from two independent simple random samples (i.e., two mutually exclusive groups that have no overlap with each other), is:

$$|p_1 - p_2| \pm 1.96 \sqrt{\frac{p_1(1-p_1)}{n_1} + \frac{p_2(1-p_2)}{n_2}}$$

where  $|\dots|$  denotes *absolute value*, i.e. ignores sign  
 $p_1$  = the proportion (%) of interest in sample 1  
 $p_2$  = the proportion (%) of interest in sample 2  
 $n_1$  = the size of sample 1  
 $n_2$  = the size of sample 2

If this confidence interval does not cross zero, i.e. the expression on the right hand side of the "±" sign is smaller than the difference between the two estimates ( $p_1$  and  $p_2$ ), then the difference is statistically significant.

## 2.7 Comparisons with previous research

Although very difficult to directly compare key findings from BRC's youth and adult surveys to other similar surveys (because of different target audiences, survey timing and methodologies, question wording, intent and response options, and analysis methods), broadly comparable results have been observed for a range of key variables. For example:

- In terms of trial - the 2003 BRC Adult Segmentation Survey estimated that 96% of adults aged 18 and over had ever tried alcohol, compared to 87% measured in the 2001 National Drug Survey,<sup>13</sup> for 15 to 45 year olds.
- In terms of current drinkers - the 2003 BRC Adult Segmentation Survey estimated that 81% of adults aged 18 and over were current drinkers, compared to 85% measured in both the 2000 National Alcohol Survey<sup>14</sup> and 2001 National Drug Survey.
- In terms of the frequency of drinking –the 2003 BRC Adult Segmentation Survey estimated that most drinkers drank at least weekly (56%), with 23% claiming they drank “about 2 or 3 times a week”. These findings are broadly consistent with a drinking frequency estimates in the 2000 National Alcohol Survey.
- In terms of changes in drinking patterns - the 2003 BRC Adult Segmentation Survey estimated that 8% of current drinkers were drinking more than they were a year ago, 58% were drinking the same amount, and 34% were drinking less. These findings are similar to the 17%, 50% and 33%, respectively, measured in the 2000 National Alcohol Survey.
- In terms of source of supply - among youth, the 2000 National Alcohol Survey estimated that 58% of 14 to 17 year olds had obtained alcohol from friends, and 46% from parents. Notwithstanding the fact the 2003 BRC Youth Survey had considerably more response options inclusive of “friends” in a general sense,<sup>15</sup> these findings are similar to those measured in this survey – 40% of 12 to 17 year olds had obtained alcohol from friends, and 53% from parents or caregivers.

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<sup>13</sup> 2001 National Drug Survey, Alcohol & Public Health Research Unit (APHRU), University of Auckland.

<sup>14</sup> 2000 National Alcohol Survey, Alcohol & Public Health Research Unit (APHRU), University of Auckland.

<sup>15</sup> For example, response options included “from a boyfriend/girlfriend”, “from friends 18 & over”, “from friends under 18”, “from a friend's brother or sister 18 & over”, “from a friend's brother or sister under 18”, “from a friend's parent(s)”.

## 2.8 Report structure

Section 3 provides a detailed summary of segment characteristics, in terms of attitudes, behaviours and demographics.

Section 4 extends the summary provided in Section 3, by examining in greater depth the characteristics of heavy drinkers in the more “at-risk” segments, specifically youth *Uncontrolled*, and adult *Constrained* and *Uninhibited Binge Drinkers*.

As discussed in the Executive Summary (and in greater depth in Section 3), less or more “at-risk” segments of youth are defined on the basis of whether or not they have drunk five or more drinks on any one occasion in the last two weeks.

Less or more “at risk” segments of adults are defined on the basis of whether or not they drink daily or at least two to three per week and consumed seven or more glasses on the last drinking occasion.

Section 5 provides a brief analysis of the results by Māori and Pacific youth and adults, given that these groups are defined as priority audiences in ALAC’s strategic plan.

Section 6 provides a summary of additional in-depth analysis of the demographic and behavioural characteristics of adult binge drinking segments (*Constrained* and *Uninhibited Binge Drinkers*), with respect to specific inhibitors to drinking measured to have relatively high levels of agreement, per se.

Finally, five appendices contain detailed information about:

- Complete cross-tabulations for youth and adults, by segment (Appendix A).
- The sample composition (Appendix B).
- The variables that contributed to the final segment models (Appendix C).
- A detailed analysis method for the in-depth analysis of inhibitors to adult binge drinking segments (Section 6) (Appendix D).
- Questionnaires and letters administered in the youth and adult surveys (Appendix E).

## 3. Detailed segment profiles

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### 3.1 Introduction

The primary output of the quantitative stage of the research is a quantitative segmentation of both young people and adults, based on their attitudes and beliefs about the benefits and inhibitors associated with alcohol, and also in terms of their behavioural and demographic characteristics.

As highlighted in the Executive Summary, when the target audiences are segmented in this way, we discovered four distinct segments for each of youth and adults:

- Youth:
  - *Current Non-Drinkers* (50%).
  - *Supervised Drinkers* (14%).
  - *Social Binge Drinkers* (22%).
  - *Uncontrolled Binge Drinkers* (14%).
- Adults:
  - *Non-Drinkers* (19%).
  - *Conscious Moderators* (29%).
  - *Constrained Binge Drinkers* (23%).
  - *Uninhibited Binge Drinkers* (29%).

The qualitative research concluded that the segmentations were best thought of as a continuum defined primarily by the volume of alcohol consumed in a typical drinking occasion. This continuum is characterised by *(Current) Non-Drinkers* at one extreme, at the other extreme *Uncontrolled/Uninhibited Binge Drinkers*, and in the middle *Conscious Moderators*. In general terms, this model applies equally to young people and adults.

Extending this primarily behavioural-based qualitative segmentation, the quantitative segmentation model was based not only on the behavioural characteristics of young people and adults, but also attitudes, beliefs and demographic characteristics.

On the primarily behavioural segmentation applied in the qualitative stage, it was not possible to discern any differences between the original segments in terms of ethnicity, geographic location, or gender were identified. However, quantification of the segments has now revealed some important and powerful segment differences, in terms of a combination of attitudes, beliefs, behaviour and demographic characteristics.

The key discriminating characteristics of each segment are summarised in Sections 3.2 to 3.8, while Appendix A contains a complete set of detailed cross-tabulations. Tables (Tables 6 and 7) summarising and comparing the segments follow.

Table 6a: Defining characteristics – youth drinking segments

	Current Non-Drinkers	Supervised Drinkers	Social Binge Drinkers	Uncontrolled Binge Drinkers
<b>Relative Size</b>				
<i>Proportion of population aged 12-17 years</i>	50%			9% <sup>16</sup>
<i>Population estimate<sup>17</sup></i>	165,000	45,000	75,000	30,000
<b>Drinking behaviour</b>				
<i>In general</i>	63% ever tried	100% ever tried	100% ever tried	100% ever tried
	Don't currently drink	57% drink a few times a year	63% drink once every 2 weeks/once a month	65% drink once every week
		79% drink mostly on weekends and holidays	79% drink mostly on weekends and holidays	79% drink mostly on weekends and holidays
	14%	59% mainly drink with their parents/whānau	62% mainly drink with their friends/schoolmates	91% mainly drink with their friends/schoolmates
		61% mainly drink at home	38% mainly drink at home/but 18% drink at friends' house w/out supervision/16% at their friends' home with supervision/11% at parties	29% mainly drink at parties/22% drink at friends' house w/out supervision/16% at their friends' home with supervision
		51% drinking about the same as last year, 23% more	49% drinking more than last year, & 29% have cut back	61% drinking more than last year

Continued...

<sup>16</sup> This proportion excludes the 20,000 *Uncontrolled Binge Drinkers* who are considered to be 'at the extreme' in terms of their drinking and are therefore more likely to be candidates for other programmes.

<sup>17</sup> Mid-point estimate based on 2001 *Census of Population and Dwellings*.

Table 6b (continued): Defining characteristics – youth drinking segments

	Current Non-Drinkers	Supervised Drinkers	Social Binge Drinkers	Uncontrolled Binge Drinkers
<i>Heavy drinking</i>		19% have ever binged	57% have ever binged	95% have ever binged
			32% have binged in last 2 weeks	63% have binged in last 2 weeks
			31% of bingers have binged more than once in last 2 weeks	67% of bingers have binged more than once in last 2 weeks
			41% of bingers mainly binge on beer/34% on RTDs/28% on full strength spirits	45% of bingers mainly binge on beer/30% on RTDs/29% on full strength spirits
<i>Supply</i>		67% mainly from parents	53% mainly from parents/24% from friends 18+	39% mainly from parents/39% from friends 18+
		5% given alcohol by parents to take to social function in last 6 months	31% given alcohol by parents to take to social function in last 6 months	86% given alcohol by parents to take to social function in last 6 months
		4% have bought alcohol themselves	5% have bought alcohol themselves	12% have bought alcohol themselves

Continued...

Table 6c (continued): Defining characteristics – youth drinking segments

	Current Non-Drinkers	Supervised Drinkers	Social Binge Drinkers	Uncontrolled Binge Drinkers
<i>Defining characteristics</i>		Most (57%) drink a few times a year	Most (63%) drink fortnightly/monthly	Most (65%) drink every week
		Most (59%) drink with their parents/whānau	Most (62%) drink with their friends/schoolmates	Most (91%) drink with their friends/schoolmates
		Most (61%) drink at home	Many (45%) drink at friends' home/parties	Many (67%) drink at friends' home/parties
			Most (49%) drinking more than last year, although 29% cutting back	Most (61%) drinking more than last year
			Most (57%) have binged	Almost all (95%) have binged
			Many bingers (32%) have binged in last 2 weeks	Most bingers (63%) have binged in last 2 weeks
				Most (86%) have been given alcohol to take to a social function by their parents in last 6 months
				12% have bought alcohol themselves

Continued...

Table 6d (continued): Defining characteristics – youth drinking segments

	Current Non-Drinkers	Supervised Drinkers	Social Binge Drinkers	Uncontrolled Binge Drinkers
<b>Demographic characteristics</b>				
<i>In general</i>	Evenly balanced by gender	Evenly balanced by gender	Evenly balanced by gender	64% males
	58% under 13	60% aged 14+	87% aged 14+ (45% 16+)	69% 16+
	70% Pakeha European/17% Māori/13% Pacific	77% Pakeha European/20% Māori	71% Pakeha European/23% Māori	68% Pakeha European/28% Māori
	96% at school	99% at school	83% at school	68% at school/19% working part-time/14% working full-time/12% at tertiary institution
	49% church goer	24% church goer	33% church goer	14% church goer
	62% live in a large town or city/16% medium sized town	61% live in a large town or city/13% medium sized town/19% small town	54% live in a large town or city/18% medium sized town/18% small town	57% live in a large town or city/15% medium sized town/12% small town/13% rural area
<b>Defining characteristics</b>	<b>Young in age</b>			<b>Old in age</b>
	13% Pacific	77% Pakeha European		28% Māori
	At school	At school	At school	33% in full or part-time work
	49% church goer			
				13% rural area
<b>General attitudes</b> (% agreeing)				
<i>It's OK to get drunk as long as it's not every day</i>	43%		82%	92%
<i>It's never OK to get drunk</i>	52%	36%		6%
<i>Drinking a small amount of alcohol every day is OK</i>	37%	34%		45%
<i>Young people should not drink alcohol until they are a responsible adult</i>	88%	69%		34%
<i>There is nothing good about drinking at lot of alcohol</i>	80%	87%		35%
<b>Defining characteristics</b>	<b>Most likely to be anti-drinking/binging</b>			<b>Most likely to condone heavy drinking/binging</b>

19%

Continued...

39%

49%

67%

Table 6e (continued): Defining characteristics – youth drinking segments

	Current Non-Drinkers	Supervised Drinkers	Social Binge Drinkers	Uncontrolled Binge Drinkers
<b>Presence/Absence of inhibitors</b> (% agreeing)				
<i>I limit the amount of alcohol I drink so that I don't wake up with a hangover</i>			85%	26%
<i>I try not to drink so much I forget what I was doing or what happened</i>			82%	39%
<i>The thought of putting on weight stops me from drinking too much</i>			44%	14%
<i>I am NOT concerned about the long-term effects of alcohol on my physical appearance</i>			32%	35%
<i>I limit the amount of alcohol I drink so that it doesn't affect my mental performance</i>			92%	42%
<i>I am NOT concerned about the long-term effects of alcohol on my internal organs (e.g. liver, brain)</i>	83%		23%	32%
<i>I limit the amount of alcohol I drink so that it doesn't affect my physical performance</i>	70%		85%	40%
<i>I am concerned about getting caught up in arguments or fights if I drink too much</i>	23%		69%	37%
<i>I limit the amount of alcohol I drink so that I don't do anything I would regret later</i>	9%		92%	45%
<i>I worry about getting into a sexual situation that I might later regret if I drink too much</i>	93%		74%	56%
<i>Getting hold of alcohol is not a problem</i>			79%	86%
<i>I can afford as much alcohol as I want</i>	15%		19%	33%
<i>I limit the amount of alcohol I drink because of religious beliefs or commitments</i>	93%		31%	7%
<i>I limit the amount of alcohol I drink when I have to drive</i>	72%		59%	63%
<b><u>Defining characteristics</u></b>	98%	Concerned about religious beliefs and commitments	Concerned about short-term effects/weight. Also concerned about religious beliefs and commitments	<u>Least</u> likely to mention inhibitors
	82%			
	40%			
	22%			
	33%			
	62%			

Continued...

Table 6f (continued): Defining characteristics – youth drinking segments

	Current Non-Drinkers	Supervised Drinkers	Social Binge Drinkers	Uncontrolled Binge Drinkers
<b>Benefits associated with drinking</b> (% agreeing)				
<i>Having a drink with friends/family give me a sense of belonging</i>			52%	45%
<i>I drink alcohol because everyone else I socialise with does</i>			45%	22%
<i>I would feel left out by my friends/family if I didn't drink as much alcohol as them</i>		17%	9%	
<i>I drink to prove myself to my friends</i>		2%	11%	3%
<i>I regularly play drinking games with friends/family</i>			25%	57%
<i>When I drink alcohol it is easier to meet and get to know people</i>	32%		74%	86%
<i>I feel more confident when I drink alcohol</i>	15%		49%	72%
<i>I'm more likely to engage in sexual activity when I drink alcohol</i>			35% 18%	58%
<i>Everything seems happier when I drink alcohol</i>			60%	65%
<i>I enjoy the buzz I get when I drink alcohol</i>			71%	89%
<i>Drinking alcohol gives me something to do</i>	7%		34%	57%
<i>Alcohol helps me wind down and relax</i>	18%		76%	71%
<i>I drink alcohol to escape from reality</i>	11%		14%	19%
<i>I drink to get drunk</i>			23%	45%
<b><u>Defining characteristics</u></b>	9%		Sense of belonging/socialising with friends/family	Sense of relaxation/enjoy the buzz. Increased confidence/ability to meet people
	14%			
	20%			
	5%			
	5%			

Table 7a: Defining characteristics – adult drinking segments

	Non-Drinkers	Conscious Moderators	Constrained Binge Drinkers	Uninhibited Binge Drinkers
<b>Relative Size</b>				
<i>Proportion of population aged 18 years plus years</i>	19%		22% <sup>18</sup>	<sup>19</sup>
<i>Population estimate<sup>20</sup></i>	515,000	790,000	589,000	683,000
<b>Drinking behaviour</b>				
<i>In general</i>	79% ever tried	100% ever tried	100% ever tried	100% ever tried
	Don't currently drink	Many (22%) drink only a few times a year	64% drink once a week	77% drink once a week
	29%		25%	22% drink every day/33% 2-3 times a week
		40% mainly drink with friends/43% with whānau/family	71% mainly drink with friends/21% with whānau/family	58% mainly drink with friends/31% with whānau/family
		69% drink at home	55% drink at home/15% at friends/13% at pub	59% drink at home/13% at friends/13% at pub
		16% tried to cut back in last year	39% tried to cut back in last year	15% tried to cut back in last year
<i>Heavy drinking</i>		1% drank 7+ glasses last drinking occasion	29% drank 7+ glasses last drinking occasion	25% drank 7+ glasses last drinking occasion

Continued...

<sup>18</sup> This proportion excludes the 46,000 *Social Binge Drinkers* who are considered to be 'at the extreme' in terms of their drinking and are therefore more likely to be candidates for other programmes.

<sup>19</sup> This proportion excludes the 102,000 *Uninhibited Binge Drinkers* who are considered to be 'at the extreme' in terms of their drinking and are therefore more likely to be candidates for other programmes.

<sup>20</sup> Mid-point estimate based on 2001 *Census of Population and Dwellings*.

Table 7b (continued): Defining characteristics – adult drinking segments

	Non-Drinkers	Conscious Moderators	Constrained Binge Drinkers	Uninhibited Binge Drinkers
<b>Demographic characteristics</b>				
<i>In general</i>	Evenly balanced by gender	63% females	55% males	Evenly balanced
	61% aged 40+ (47% aged 50+)	78% aged 40+ (60% aged 50%+)	61% under 40 (22% under 25)	52% under 40 (48% 40+)
	78% Pakeha European/11% Pacific	91% Pakeha European	76% Pakeha European/10% Māori/6% Pacific	89% Pakeha European
	49% full-time wage or salary earners/20% retired	43% full-time wage or salary earners/27% retired/17% part timers	69% full-time wage or salary earners/12% students	79% full-time wage or salary earners
	49% have children in household	36% have children in household/32% single/one person household	56% have children in household (17% have children under 5)	44% have children in household
	53% church goer	33% church goer	14% church goer	8% church goer
	43% have a personal income under \$30,000	49% have a personal income under \$30,000	58% have a personal income \$30,000+	66% have a personal income \$30,000+
	77% live in a large town or city	61% live in a large town or city/18% medium sized town/15% rural area	64% live in a large town or city/13% medium sized town/14% small town/9% rural areas	74% live in a large town or city/11% rural area
<b>Defining characteristics</b>	11% Pacific		10% Māori/6% Pacific	
	20% retired		69% full-time wage or salary earners	79% full-time wage or salary earners
			17% have children under 5	
	53% church goer			
	77% live in a large town or city	15% rural area		11% rural area

Continued...

Table 7c (continued): Defining characteristics – adult drinking segments

	Non-Drinkers	Conscious Moderators	Constrained Binge Drinkers	Uninhibited Binge Drinkers
<b>General attitudes</b> (% agreeing)				
<i>It's OK to get drunk as long as it's not every day</i>	22%		61%	61%
<i>It's never OK to get drunk</i>	71%			20%
<i>Drinking a small amount of alcohol every day is OK</i>	41%	62%		79%
<i>Young people should not drink alcohol until they are a responsible adult</i>	76%	78%		52%
<i>There is nothing good about drinking a lot of alcohol</i>	85%	87%		65%
<b>Defining characteristics</b>	<b>Most likely to be anti-drinking/binging</b>		<b>Most likely to support moderate behaviour</b>	<b>Most likely to condone heavy drinking/binging</b>
<b>Presence/Absence of inhibitors</b> (% agreeing)	73%	28%		
<i>I limit the amount of alcohol I drink so that I don't wake up with a hangover</i>		70% 55%	80%	61%
<i>I try not to drink so much I forget what I was doing or what happened</i>		77%	70%	54%
<i>The thought of putting on weight stops me from drinking too much</i>		77%	50%	11%
<i>I am concerned about the long-term effects of alcohol on my physical appearance</i>			69%	11%
<i>I am concerned about the long-term effects of alcohol on my physical well-being</i>			87%	22%
<i>I am concerned about the long-term effects of alcohol on my mental well-being</i>			76%	13%
<i>I am concerned about the long-term effects of alcohol on my internal organs (e.g. liver, brain)</i>	62%		87%	31%
<i>I limit the amount of alcohol I drink so that it doesn't affect my work</i>	24%		87%	64%
<i>I limit the amount of alcohol I drink so that I don't do anything I would regret later</i>	43%		78%	53%
<i>I am concerned about getting caught up in arguments or fights if I drink too much</i>	53%		55%	12%
<i>I worry about getting into a sexual situation that I might later regret if I drink too much</i>	54%		59%	12%
<i>I can afford as much alcohol as I want</i>	59%		37%	62%

Continued...

Table 7d (continued): Defining characteristics – adult drinking segments

	Non-Drinkers	Conscious Moderators	Constrained Binge Drinkers	Uninhibited Binge Drinkers
<i>I limit the amount of alcohol I drink even with friends, family or work colleagues who are drinking</i>			73%	63%
<i>I limit the amount of alcohol I drink because of religious beliefs or commitments</i>			18%	3%
<i>I limit the amount of alcohol I drink when I have to drive</i>			90%	92%
<i>I limit the amount of alcohol I drink because of responsibilities to my family</i>			85%	54%
<i>I limit the amount of alcohol I drink because of demands on my time</i>			74%	25%
<b><u>Defining characteristics</u></b>	88%	Concerned about religious beliefs and commitments	<b><u>Most</u> likely to mention inhibitors (especially physiological, family and work)</b>	<b><u>Least</u> likely to mention inhibitors</b>
	24%			

Continued...

88%

78%

44%

Table 7e (continued): Defining characteristics – adult drinking segments

	Non-Drinkers	Conscious Moderators	Constrained Binge Drinkers	Uninhibited Binge Drinkers
<b>Benefits associated with drinking</b> (% agreeing)				
<i>Having a drink with friends/family give me a sense of belonging</i>			37%	34%
<i>I drink alcohol because everyone else I socialise with does</i>			16%	13%
<i>I would feel left out by my friends/family if I didn't drink as much alcohol as them</i>		0%	7%	
<i>I regularly play drinking games with friends/family</i>		0%	10%	7%
<i>When I drink alcohol it is easier to meet and get to know people</i>			65%	46%
<i>I feel more confident when I drink alcohol</i>	24%		51%	34%
<i>Everything seems happier when I drink alcohol</i>	6%		41%	27%
<i>I enjoy the buzz I get when I drink alcohol</i>			64%	62%
<i>Drinking alcohol gives me something to do</i>			18% <sup>4%</sup>	9%
<i>Alcohol helps me wind down and relax</i>			77%	79%
<i>It's easier to initiate a sexual encounter when I drink alcohol</i>	12%		30%	24%
<i>I drink alcohol to escape from reality</i>	1%		13%	6%
<i>I drink to get drunk</i>	6%		14%	10%
<b><u>Defining characteristics</u></b>	12%		<b>Sense of belonging/socialising with friends/family/sense of happiness</b>	<b>Sense of relaxation/enjoy the buzz</b>
	2%			
	50%			
	5%			
	2%			
	0%			

## 3.2 Youth and Adult Non-drinkers

This section summarises the key defining characteristics of *Current Non-Drinkers* (youth) and *Non-Drinkers* (adults).

*Current Non-Drinkers* and *Non-drinkers* include those who do not drink at all or have only had the occasional sip of alcohol (although by virtue of the youth segment's young age profile it is probable that some of them will start drinking at some point in the future, hence the decision to also include the qualifying label "current"). For both youth and adults, this segment is primarily characterised by a belief that the downsides associated with drinking outweigh the benefits. Starting drinking may be delayed because of one or a number of inhibitors to drinking.

### Among youth:

- *Current Non-Drinkers* represent the **largest** youth drinking segment, estimated to comprise 50% of the population of 12 to 17 year olds.
- Projecting to the total population of 12 to 17 year olds (approximately 335,000), an estimated 165,000 12 to 17 year olds may be defined as *Current Non-Drinkers*.

### Among adults:

- *Non-Drinkers* represent the **smallest** adult drinking segment, estimated to comprise 19% of the adult population aged 18+.
- Projecting to the total adult population (approximately 2,725,000), an estimated 515,000 adults may be defined as *Non-Drinkers*.

### 3.2.1 Profile of youth Current Non-Drinkers

Young *Current Non-Drinkers* are more likely to:

- Be younger than other youth segments (average age of 13.6 years, compared to 14.4 years for all youth).
- Be still at school (96%, compared to 89% of all youth).
- Be of Pacific Island ethnic origin (13%, compared to 9% of all youth).
- Be living in two-parent households (either two parents/guardians, or a parent and step-parent) (78%, compared to 73% of all youth).
- Be active churchgoers (49%, compared to 37% of all youth).
- Agree with attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol, specifically:
  - *It's never OK to get drunk* (52% agree, compared to 36% of all youth).
  - *Young people shouldn't drink alcohol until they are a responsible adult* (88% agree, compared to 69% of all youth).
  - *There's nothing good about drinking a lot of alcohol* (80% agree, compared to 72% of all youth).

Young *Current Non-Drinkers* are less likely to:

- Have ever tried alcohol (63%, compared to 82% of all youth), or ever had a full glass of alcohol (16% of those who have ever tried alcohol, compared to 68% of all youth).
- Have parents or guardians who drink alcohol (although only slightly so), and among those whose parents/guardians *do* drink, more likely to report that their parents are light drinkers (67%, compared to 78% of all youth).
- Be in full or part-time work (1% and 6% respectively, compared to 3% and 11%, respectively, of all youth).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, specifically:
  - *It's OK to get drunk as long as it's not every day* (43% agree, compared to 59% of all youth).

### 3.2.2 Profile of adult Non-Drinkers

Adult *Non-Drinkers* are more likely to:

- Be of Pacific Island ethnic origin (11%, compared to 5% of all adults).
- Live in Auckland (most likely reflecting the over-representation of Pacific peoples in the adult *Non-Drinker* segment) (61%, compared to 44% of all adults).
- Be retired (20%, compared to 15% of all adults).
- Live in family households with children (49%, compared to 45 of all adults).
- Be active churchgoers (53%, compared to 25 of all adults).
- Agree with attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol, and statements about parental control, specifically:
  - *I don't mind if my children drink but they are not allowed to get drunk* (50% agree, compared to 38% of adults responsible for the care of children aged 12 to 17).
  - *I know that my children drink and I'm OK about it* (40% agree, compared to 31% of adults responsible for the care of children aged 12 to 17).
  - *I will reprimand or punish my children if they drink too much* (60% agree, compared to 52% of adults responsible for the care of children aged 12 to 17).
  - *It's never OK to get drunk* (71% agree, compared to 47% of all adults).
  - *Young people should not drink alcohol until they are a responsible adult* (76% agree, compared to 70% of all adults).

- *There is nothing good about drinking a lot of alcohol* (85% agree, compared to 78% of all adults).

Adult *Non-Drinkers* are less likely to:

- Have ever tried alcohol (79%, compared to 96% of all adults), or ever had a full glass of alcohol (72%, compared to 96% of adults who have ever tried alcohol).
- Be self-employed (7%, compared to 13% of all adults).
- Have a personal income of \$50,000 or more (18%, compared to 23% of all adults), or a household income of \$70,000 or more (25%, compared to 35% of couple and/or family households).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, specifically:
  - *Drinking a small amount of alcohol every day is OK* (41% agree, compared to 61% of all adults).

### 3.3 Supervised Drinkers (youth)

This section summarises the key defining characteristics of *Supervised Drinkers*, a youth drinking segment.

While *Supervised Drinkers* enjoy some of the benefits of drinking alcohol, they are aware of, and concerned about, the downsides of drinking either too much, or too much too often. Furthermore, after the *Current Non-Drinker* youth segment they exhibit the youngest age profile of youth segments that do currently drink alcohol, and are characterised by a relatively high degree of parental control and/or supervision, i.e. in addition to their own concerns about the negative effects of drinking too much, inhibitors in the form of parental control play an important role. Consequently, for this segment the perceived benefits of drinking are, on balance, slightly outweighed by the inhibitors.

As a consequence of their concerns about the downsides of alcohol and the limiting influence of a high degree of parental control and supervision, *Supervised Drinkers* drinking behaviour is controlled, either by stopping themselves from getting (too) intoxicated, and/or restricting the frequency with which they allow themselves to get intoxicated, or drunk, and/or via close parental control or supervision.

- *Supervised Drinkers* represent the smallest youth drinking segment, estimated to comprise 14% of the population of 12 to 17 year olds.
- Projecting to the total population of 12 to 17 year olds (approximately 335,000), an estimated 45,000 12 to 17 year olds may be defined as *Supervised Drinkers*.

On average, *Supervised Drinkers*:

- First started drinking regularly aged 13.7.
- Had one binge-drinking occasion in the last two weeks.
- Drank 2.1 drinks on the last drinking occasion. However, because the “average” hides the *range* across which *Supervised Drinkers* typically drink, it is informative to also illustrate the continuum across which the typical volume of alcohol is consumed:
  - One-quarter (24%) of *Supervised Drinkers* consumed only a sip/less than a full drink on the last drinking occasion.
  - Almost half (47%) consumed one or two drinks on the last drinking occasion.
  - Sixteen percent (16%) consumed three or four drinks on the last drinking occasion.
  - Eleven percent (11%) consumed five or more drinks on the last drinking occasion (compared to 24% of *Social Binge Drinkers*, and 66% of *Uncontrolled Binge Drinkers*).

*Supervised Drinkers* are more likely to:

- Be younger than other segments, with the exception of *Current Non-Drinkers* (average age of 14.6 years, compared to 14.4 years for all youth).
- Be still at school (99%, compared to 89% of all youth).
- Report drinking only a few times a year (57%, compared to 24% of youth who have ever tried alcohol).
- Drink in “controlled” or supervised settings:
  - With parents or guardians (59% mainly drink with parents/guardians, compared to 30% of youth who currently drink; 61% mainly drink at home with parent/guardian supervision, compared to 38% of youth who currently drink).
  - With the knowledge of parents or guardians (94% reported that their parents knew they were drinking on the last occasion, compared to 84% of youth who currently drink).
  - Usually obtain alcohol from a parent or guardian (67% usually obtain alcohol from a parent/guardian, compared to 53% of youth who currently drink).
- Have drunk wine on the last drinking occasion (22%, compared to 15% of youth who currently drink).
- Report peer pressure as a reason for drinking more than last year (18%, compared to 8% of youth who reported drinking more than last year).

- Agree with attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol, and statements about parental control, specifically:
  - *My parents set strict rules about me drinking alcohol* (66% agree, compared to 60% of youth who currently drink).
  - *I don't drink much because my parents don't let me go out enough* (49% agree, compared to 37% of youth who currently drink).
  - *I will get into trouble from my parents if I drink too much* (80% agree, compared to 66% of youth who currently drink).
  - *I limit the amount of alcohol I drink so that I don't wake up with a hangover* (83% agree, compared to 67% of youth who currently drink).
  - *I limit the amount of alcohol I drink so that it doesn't affect my physical performance* (93% agree, compared to 74% of youth who currently drink).
  - *I limit the amount of alcohol I drink so that it doesn't affect my mental performance* (93% agree, compared to 78% of youth who currently drink).
  - *I limit the amount of alcohol I drink so that I don't do anything I would regret later* (98% agree, compared to 80% of youth who currently drink).
  - *I am concerned about getting caught up in arguments or fights if I drink too much* (72% agree, compared to 61% of youth who currently drink).
  - *I worry about getting into a sexual situation that I might later regret if I drink too much* (82% agree, compared to 71% of youth who currently drink).
  - *I am OK not drinking when I spend time with my friends who are drinking* (84% agree, compared to 79% of youth who currently drink).
  - *There is nothing good about drinking a lot of alcohol* (87% agree, compared to 72% of youth who currently drink).

*Supervised Drinkers* are less likely to:

- Be of Pacific Island ethnic origin (3%, compared to 9% of all youth).
- Live in rural areas (4%, compared to 9% of all youth).
- Be active churchgoers (24%, compared to 37% of all youth).
- Have ever drunk five or more drinks on any occasion (19%, compared to 58% of youth who currently drink), or in the last two weeks (35% of *Supervised Drinkers* who have ever drunk five or more drinks on one occasion, compared to 47% of all youth who have ever drunk five or more drinks on one occasion).

- Have drunk five or more glasses on the *last* drinking occasion (11%, compared to 32% of youth who currently drink).
- On the last drinking occasion, have drunk ordinary strength beer (30%, compared to 39% of youth who currently drink) or RTDs (12%, compared to 19% of youth who currently drink).
- Buy alcohol themselves (4%, compared to 10% of all youth who currently drink).
- Obtain alcohol from friends (14% from friends aged 18 and over, compared to 26% of youth who currently drink; 3% from friends aged under 18, compared to 9% of youth who currently drink).
- Be given alcohol by a parent or guardian to take to a social function they were attending without their parents (5%, compared to 34% of youth usually supplied alcohol by parents/guardians).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, specifically:
  - *Having a drink with friends and family gives me a sense of belonging* (32% agree, compared to 44% of youth who currently drink).
  - *I drink alcohol because everyone else I socialise with does* (15% agree, compared to 30% of youth who currently drink).
  - *I regularly play drinking games with my friends* (7% agree, compared to 29% of youth who currently drink).
  - *When I drink alcohol it is easier to meet and get to know people* (18% agree, compared to 62% of youth who currently drink).
  - *I feel more confident when I drink alcohol* (11% agree, compared to 45% of youth who currently drink).
  - *It's easier to chat people up when I drink alcohol* (7% agree, compared to 52% of youth who currently drink).
  - *I am more likely to engage in sexual activity when I drink alcohol* (9% agree, compared to 34% of youth who currently drink).
  - *Everything seems happier when I drink alcohol* (14% agree, compared to 49% of youth who currently drink).
  - *I enjoy the buzz I get when drinking alcohol* (20% agree, compared to 62% of youth who currently drink).
  - *Drinking alcohol gives me something to do* (5% agree, compared to 33% of youth who currently drink).
  - *Alcohol helps me wind down and relax* (18% agree, compared to 59% of youth who currently drink).
  - *I drink to escape from reality* (5% agree, compared to 13% of youth who currently drink).

- *I drink to get drunk* (5% agree, compared to 25% of youth who currently drink).
- *I am not concerned about the long-term effects of alcohol on my physical appearance* (9% agree, compared to 26% of youth who currently drink).
- *I am not concerned about the long-term effects of alcohol on my internal organs* (15% agree, compared to 24% of youth who currently drink).
- *Getting hold of alcohol is not a problem* (40% agree, compared to 70% of youth who currently drink).
- *It's OK to get drunk as long as it's not every day* (43% agree, compared to 59% of youth who currently drink).

### 3.4 Conscious Moderators (adults)

This section summarises the key defining characteristics of *Conscious Moderators*, an adult drinking segment with some similarities to the *Supervised Drinker* and to a limited extent, *Social Binge Drinker*, youth segments.

While *Conscious Moderators* enjoy some of the benefits of drinking alcohol, similar to the *Supervised Drinker* and *Social Binge Drinker* youth segments, they are aware of, and concerned about, the downsides of drinking either too much, or too much too often.

The initial qualitative research defined the *Conscious Moderator* segment more in terms of how they control or moderate their drinking, rather than in terms of how much they actually drink. However, the quantitative research has identified a fourth adult drinking segment, revealing primarily attitudinal differences between adult *Constrained Binge Drinkers* and *Uninhibited Binge Drinkers*. On the other hand, the *Conscious Moderator* segment is differentiated from *Constrained Binge Drinkers* more in terms of actual behaviour (although not dismissing the role differences in attitude play in drawing a distinction between these segments).

Furthermore, the qualitative research confirmed that this segment had a balanced view of the benefits and negative consequences associated with alcohol. However, consistent with the previous comments, the identification of the *Constrained Binge Drinker* adult segment exhibiting markedly different behaviours, and although not as pronounced, a slightly different "mind set", means this segment is now characterised by believing that the perceived benefits of drinking are, on balance, outweighed by the inhibitors.

- *Conscious Moderators* represent the largest adult drinking segment, estimated to comprise 29% of the adult population aged 18+.
- Projecting to the total adult population (approximately 2,725,000), an estimated 790,000 adults may be defined as *Conscious Moderators*.

On average, adult *Conscious Moderators*:

- First started drinking regularly aged 19.2.
- In terms of drinking behaviour; drinking is polarised between those who drink regularly (34% drink daily or 'about 2 or 3 times a week') and those who drink irregularly (39% drink 'about once a month' or only a few times a year').
- Drank 1.5 drinks on the last drinking occasion. However, because the "average" hides the range across which adult *Conscious Moderators* typically drink, it is informative to also illustrate the continuum across which the typical volume of alcohol consumed exists:
  - One-tenth (12%) of *Conscious Moderators* consumed only a sip/less than a full drink on the last drinking occasion.
  - Three-quarters (75%) consumed one or two drinks on the last drinking occasion.
  - Eleven percent (10%) consumed three or four drinks on the last drinking occasion.
  - Two percent (2%) consumed five or more drinks on the last drinking occasion.
  - Only 1% consumed seven or more drinks on the last drinking occasion (compared to 29% of *Constrained Binge Drinkers* and 25% of *Uninhibited Binge Drinkers*).

Adult *Conscious Moderators* are more likely to:

- Be female (63%, compared to 52% of all adults).
- Be aged 50 years and older (60%, compared to 37% of all adults).
- Be retired (27%, compared to 15% of all adults).
- Live alone (32%, compared to 23%).
- Be active churchgoers (33%, compared to 25% of all adults).
- Drink only a few times a year (22%, compared to 11% of adults who have ever tried alcohol).
- Drink on *both* weekends/holidays and weekdays (50%, compared to 42% of adults who currently drink), but by virtue of the defining characteristics of this segment, drink moderately.
- Have drunk at most one glass on the last drinking occasion (67%, compared to 38% of adults who currently drink).
- Have drunk wine on the last drinking occasion (57%, compared to 44% of adults who currently drink).
- Drink with family (43%, compared to 32% of adults who currently drink), alone (13%, compared to 7% of adults who currently drink), and at home (69%, compared to 62% of adults who currently drink).

- Report “don’t know” or “not applicable” to statements designed to measure the strength of agreement with aspects relating to parental control, with the exception of a higher than average level of agreement with the statement, *I set strict rules about my children drinking alcohol* (72% agree, compared to 63% of adults responsible for the care of 12 to 17 year olds). Because respondents were only asked this series of questions if they were the parent or caregiver of 12 to 17 year olds, this finding suggests that *Conscious Moderators* are either certain their children don’t drink, or not aware that their children drink.
- Agree with attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol, specifically:<sup>21</sup>
  - *I am concerned about the long-term effects of alcohol on my mental well-being* (54% agree, compared to 46% of adults who currently drink).
  - *I limit the amount of alcohol I drink so that I don't do anything I would regret later* (74% agree, compared to 68% of adults who currently drink).
  - *I limit the amount of alcohol I drink even with friends, family or work colleagues who are drinking* (88% agree, compared to 75% of adults who currently drink).
  - *I limit the amount of alcohol I drink because of religious beliefs or commitments* (24% agree, compared to 15% of adults who currently drink).
  - *It's never OK to get drunk* (73% agree, compared to 47% of all adults).
  - *Young people should not drink alcohol until they are a responsible adult* (78% agree, compared to 70% of all adults).
  - *There is nothing good about drinking a lot of alcohol* (87% agree, compared to 78% of all adults).

Adult *Conscious Moderators* are less likely to:

- Be of Māori (7%, compared to 11% of all adults) or Pacific Island ethnic origin (2%, compared to 5% of all adults).
- Be full-time salary or wage earners (29%, compared to 48% of all adults).
- Live in family households with children (36%, compared to 45% of all adults).
- Have a personal income of \$50,000 or more (19%, compared to 23% of all adults), or a household income of \$70,000 or more (30%, compared to 35% of couple and/or family households).

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<sup>21</sup> Note that high proportions of *Conscious Moderators* also reported “don’t know” or “not applicable” to statements relating to the inhibitors to drinking alcohol, which by definition reduces the proportion that can either agree or disagree with such statements. This finding again confirms that the inhibitors to or the downsides of drinking are to a larger extent irrelevant to *Conscious Moderators*, relative to other adult drinking segments.

- Have drunk seven or more drinks on the last drinking occasion (1%, compared to 19% of adults who currently drink).
- Have drunk beer on the last drinking occasion (19%, compared to 32% of adults who currently drink).
- Report that they are drinking more than they were last year (2%, compared to 8% of adults who currently drink).
- Report that they have tried to cut back the amount they drink in the last year (although probably influenced by the fact that this segment is already characterised by drinking moderately and probably with little need to reduce the amount they drink) (16%, compared to 22% of adults who currently drink).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, specifically:
  - *I drink alcohol because everyone else I socialise with does* (6% agree, compared to 11% of adults who currently drink).
  - *When I drink alcohol it is easier to meet and get to know people* (12% agree, compared to 39% of adults who currently drink).
  - *I feel more confident when I drink alcohol* (1% agree, compared to 27% of adults who currently drink).
  - *Everything seems happier when I drink alcohol* (6% agree, compared to 24% of adults who currently drink).
  - *I enjoy the buzz I get when I drink alcohol* (12% agree, compared to 45% of adults who currently drink).
  - *Drinking alcohol gives me something to do* (2% agree, compared to 9% of adults who currently drink).
  - *Alcohol helps me wind down and relax* (50% agree, compared to 68% of adults who currently drink).
  - *It's easier to initiate a sexual encounter when I drink alcohol* (5% agree, compared to 19% of adults who currently drink).
  - *I drink alcohol to escape from reality* (2% agree, compared to 7% of adults who currently drink).
  - *I drink to get drunk* (zero percent agree, compared to 8% of adults who currently drink).
  - *It's OK to get drunk as long as it's not every day* (8% agree, compared to 39% of all adults).

### 3.5 Social Binge Drinkers (youth)

While young *Social Binge Drinkers* enjoy the benefits of drinking alcohol, in particular the social aspects of drinking, they are to some extent aware of, and concerned about, the downsides of drinking either too much, or too much, too often. Consequently, for this segment there is a fine balance between the perceived benefits and the inhibitors to drinking.

As a consequence of their concerns about the downsides of alcohol, youth *Social Binge Drinkers* sometimes control their drinking, either by stopping themselves from getting (too) intoxicated, and/or restricting the frequency with which they allow themselves to get intoxicated, or drunk. Like *Supervised Drinkers*, they are also characterised by a degree of parent control and/or supervision.

Although many young *Social Binge Drinkers* drink in moderation (i.e. less than five drinks on any one occasion), among youth they are more likely to binge drink relative to *Supervised Drinkers*, or importantly, the adult *Conscious Moderator* segment (see previous Section). This helps explain the fine balance that exists between the perceived benefits of and inhibitors to drinking, as distinct from adult *Conscious Moderators*, for whom the negative consequences of, or inhibitors to, drinking to excess certainly outweigh the benefits.

- Young *Social Binge Drinkers* represent the second largest youth drinking segment, estimated to comprise 22% of the population of 12 to 17 year olds.
- Projecting to the total population of 12 to 17 year olds (approximately 335,000), an estimated 75,000 12 to 17 year olds may be defined as *Social Binge Drinkers*.

On average, young *Social Binge Drinkers*:

- First started drinking regularly aged 14.0.
- Had 2.3 binge drinking occasions in the last two weeks.
- Drank 3.7 drinks on the last drinking occasion. However, because the “average” hides the range across which young *Social Binge Drinkers* typically drink, it is informative to also illustrate the continuum across which the typical volume of alcohol is consumed:
  - Five percent (5%) of young *Social Binge Drinkers* consumed only a sip/less than a full drink on the last drinking occasion.
  - Two-fifths (41%) consumed one or two drinks on the last drinking occasion.
  - One-quarter (27%) consumed three or four drinks on the last drinking occasion.
  - One-quarter (24%) consumed five or more drinks on the last drinking occasion (compared to 11% of *Supervised Drinkers*, and 66% of *Uncontrolled Binge Drinkers*).

Young *Social Binge Drinkers* are more likely to:

- Be older than other youth drinking segments, with the exception of *Uninhibited Binge Drinkers* (average age of 15.1 years, compared to 14.4 years for all youth).
- Be living with one parent or guardian (25%, compared to 19% of all youth).
- Be attending a university, polytech., or a private training establishment (7%, compared to 4% of all youth).
- Be working full- or part-time (5% and 18% respectively, compared to 3% and 11%, respectively, for all youth).
- Live in the South Island (14%, compared to 11% of all youth).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, in particular benefits associated with moderate drinking (fun, friendship, acceptance, relaxation):
  - *Having a drink with friends and family gives me a sense of belonging* (52% agree, compared to 44% of youth who currently drink).
  - *I drink alcohol because everyone else I socialise with does* (45% agree, compared to 30% of youth who currently drink).
  - *I drink to prove myself to my friends* (11% agree, compared to 6% of youth who currently drink).
  - *When I drink alcohol it is easier to meet and get to know people* (74% agree, compared to 62% of youth who currently drink).
  - *It's easier to chat people up when I drink alcohol* (60% agree, compared to 52% of youth who currently drink).
  - *Everything seems happier when I drink alcohol* (60% agree, compared to 49% of youth who currently drink).
  - *I enjoy the buzz I get when I drink alcohol* (71% agree, compared to 62% of youth who currently drink).
  - *Alcohol helps me wind down and relax* (76% agree, compared to 59% of youth who currently drink).
  - *Getting hold of alcohol is not a problem* (79% agree, compared to 70% of youth who currently drink).
  - *It's OK to get drunk as long as it's not every day* (82% agree, compared to 59% of all youth).

- However, reflecting the perceived balance between the benefits and the downsides of drinking among this segment, young *Social Binge Drinkers* are also more likely than other youth drinking segments (in particular *Uncontrolled Binge Drinkers*) to agree with specific attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol, specifically:<sup>22</sup>
  - *I limit the amount of alcohol I drink so that I don't wake up with a hangover* (85% agree, compared to 67% of youth who currently drink).
  - *I try not to pass out or throw up from drinking too much* (90% agree, compared to 83% of youth who currently drink).
  - *I try not to drink so much I forget what I was doing or what happened* (82% agree, compared to 67% of youth who currently drink).
  - *The thought of putting on weight stops me from drinking too much* (44% agree, compared to 30% of youth who currently drink).
  - *I limit the amount of alcohol I drink so that it doesn't affect my physical performance* (85% agree, compared to 74% of youth who currently drink).
  - *I limit the amount of alcohol I drink so that it doesn't affect my mental performance* (92% agree, compared to 78% of youth who currently drink).
  - *I limit the amount of alcohol I drink so that I don't do anything I would regret later* (92% agree, compared to 80% of youth who currently drink).
  - *I am concerned about getting caught up in arguments or fights if I drink too much* (69% agree, compared to 61% of youth who currently drink).

Young *Social Binge Drinkers* are less likely to:

- Be at school (83%, compared to 89% of all youth).
- Have shared living arrangements with two parents or guardians who live apart (2%, compared to 5% of all youth).
- Drink as regularly, or as large a volume, as young *Uncontrolled Binge Drinkers* (15% drink at least once a week, compared to 65% of *Uncontrolled Binge Drinkers*, and 25% of all youth who currently drink).

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<sup>22</sup> It is important to note that although young *Social Binge Drinkers* exhibit higher than average agreement with statements built around the inhibitors to, or negative effects of, drinking, the average is to a large extent dragged down by very low levels of agreement among *Uncontrolled Binge Drinkers* (see Section 3.7). It is also possible that the generally higher levels of agreement with these statements relative to *Supervised Drinkers* may be a consequence of them being more likely to have personally experienced the downsides to risky or binge drinking, relative to the naivety of *Supervised Drinkers*.

- Agree with *some* of the attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol (again consistent with their balanced view of the benefits of and downsides to drinking), specifically:
  - *It's never OK to get drunk* (19% agree, compared to 36% of youth who currently drink).
  - *Young people shouldn't drink until they are a responsible adult* (49% agree, compared to 69% of youth who currently drink).

### 3.6 Constrained Binge Drinkers (adults)

While adult *Constrained Binge Drinkers* enjoy the benefits of drinking alcohol, in particular the social aspects of drinking, they are aware of, and concerned about, the downsides of drinking either too much, or too much, too often. Consequently, for this segment there is a balance between the perceived benefits and the inhibitors to drinking, although in contrast to the youth *Social Binge Drinker* segment, generally tending more toward a mind set in which the benefits of drinking outweigh the negative consequences of, or inhibitors to, drinking heavily.

As a consequence of these concerns about the downsides of alcohol, but tempered by the fact that for many in this segment the benefits of drinking outweigh the inhibitors, adult *Constrained Binge Drinkers* generally control their drinking, either by stopping themselves from getting (too) intoxicated, and/or restricting the frequency with which they allow themselves to get intoxicated, or drunk. However, it is overwhelmingly *attitudes* that differentiate this segment from adult *Uninhibited Binge Drinkers* (see next Section), with significantly stronger agreement with statements designed to measure attitudes toward the negative consequences of drinking heavily, compared to adult *Uninhibited Binge Drinkers*.

Adult *Constrained Binge Drinkers* do not typically drink in moderation when they do drink (i.e. are generally as likely as *Uninhibited Binge Drinkers* to drink seven or more drinks on any one occasion). However, although behaviourally they are not readily differentiated from *Uninhibited Binge Drinkers*, they are in terms of attitudes to drinking, in particular higher agreement with statements designed to elicit attitudes toward the negative consequences of, or inhibitors to, drinking heavily.

For this reason, as discussed in the Executive Summary, in contrast to the adult *Uninhibited Binge Drinker* segment, we believe the adult *Constrained Binge Drinker* segment is a priority target audience in terms of any social marketing activity. This is not only because they have a mind set predisposed to being receptive to "*More Moderation and Less Harm*" messages (relative to the entrenched attitudes and behaviours exhibited by adult *Uninhibited Binge Drinkers*), but are a critically important audience to influence desirable attitudinal and behavioural change, because of the likelihood that they are role modelling undesirable behaviours for young people.

- *Constrained Binge Drinkers* represent the second smallest adult drinking segment, estimated to comprise 23% of the adult population aged 18+.
- Projecting to the total adult population (approximately 2,725,000), an estimated 635,000 adults may be defined as *Constrained Binge Drinkers*.

On average, adult *Constrained Binge Drinkers*:

- First started drinking regularly aged 17.2.
- Had 2.2 binge drinking occasions in the last two weeks.
- Drank 4.8 drinks on the last drinking occasion. However, because the "average" hides the *range* across which adult *Constrained Binge Drinkers* typically drink, it is informative to also illustrate the continuum across which the typical volume of alcohol consumed exists:
  - Two-fifths (40%) of adult *Constrained Binge Drinkers* consumed one or two drinks on the last drinking occasion.
  - Three-fifth (29%) consumed three to six drinks on the last drinking occasion.
  - Three-fifths (29%) consumed seven or more drinks on the last drinking occasion (compared to 1% of *Conscious Moderators*, and 25% of *Uninhibited Binge Drinkers*).

Adult *Constrained Binge Drinkers* are more likely to:

- Be male (55%, compared to 48% of all adults).
- Be aged between 18 and 24 years of age (22%, compared to 13% of all adults).
- Be Māori (18%, compared to 11% of all adults).
- Be studying (12%, compared to 6% of all adults).
- Live in family households with children (56%, compared to 45% of all adults).
- Drink mostly on weekends and holidays (72%, compared to 52% of adults who currently drink). Reflecting the segment's relatively heavy drinking profile, this suggests a tendency toward binge drinking behaviour.
- Have drunk seven or more drinks on the last drinking occasion (29%, compared to 19% of adults who currently drink).
- Drink with friends and/or flatmates (71%, compared to 55% of adults who currently drink).
- Drink in pubs or bars (13%, compared to 9% of adults who currently drink).

- Have drunk beer on the last drinking occasion (40%, compared to 32% of adults who currently drink).
- Express concern about the negative consequences of drink driving (44% reported drink driving as a concern to them, compared to 35% of adults who currently drink).
- Have tried to cut back the amount they drink since last year (39%, compared to 22% of adults who currently drink).
- In contrast to the irrelevance (or ignorance) among *Conscious Moderators*, the adult *Constrained Binge Drinker* segment is actually more likely to agree with certain attitudinal statements about parental control, specifically:
  - *I know that my children drink alcohol but I disapprove* (24% agree, compared to 15% of adults responsible for the care of children aged 12 to 17 years).
  - *I don't mind if my children drink but they are not allowed to get drunk* (65% agree, compared to 38% of adults responsible for the care of children aged 12 to 17 years).
  - *I know that my children drink and I'm OK about it* (49% agree, compared to 31% of adults responsible for the care of children aged 12 to 17 years).
  - *I know when my children drink* (75% agree, compared to 52% of adults responsible for the care of children aged 12 to 17 years).
  - *I worry about how much my children drink* (44% agree, compared to 28% of adults responsible for the care of children aged 12 to 17 years).
  - *Young people shouldn't drink until they are a responsible adult* (77% agree, compared to 70% of all adults).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, including a mix of benefits associated with both moderate (fun, friendship, acceptance, relaxation) and binge drinking (excitement, intimacy, achievement, escape):
  - *Having a drink with friends and family gives me a sense of belonging* (37% agree, compared to 31% of adults who currently drink).
  - *When I drink alcohol it is easier to meet and get to know people* (65% agree, compared to 39% of adults who currently drink).
  - *I feel more confident when I drink alcohol* (51% agree, compared to 27% of adults who currently drink).
  - *Everything seems happier when I drink alcohol* (41% agree, compared to 24% of adults who currently drink).
  - *I enjoy the buzz I get when I drink alcohol* (64% agree, compared to 45% of adults who currently drink).
  - *Drinking alcohol gives me something to do* (18% agree, compared to 9% of adults who currently drink).

- *Alcohol helps me wind down and relax* (77% agree, compared to 68% of adults who currently drink).
- *It's easier to initiate a sexual encounter when I drink alcohol* (30% agree, compared to 19% of adults who currently drink).
- *I drink alcohol to escape from reality* (13% agree, compared to 7% of adults who currently drink).
- *I drink to get drunk* (14% agree, compared to 8% of adults who currently drink).
- *It's OK to get drunk as long as it's not every day* (61% agree, compared to 39% of all adults).
- However, reflecting the balance between the benefits and the downsides of drinking among this segment (although tending toward a mind set in which the benefits of drinking outweigh the negative consequences of, or inhibitors to, drinking heavily), adult *Constrained Binge Drinkers* are more likely than other adult drinking segments (specifically *Uninhibited Binge Drinkers* as discussed previously) to agree with specific attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol, specifically:
  - *I limit the amount of alcohol I drink so that I don't wake up with a hangover* (80% agree, compared to 70% of adults who currently drink).
  - *I try not to drink so much I forget what I was doing or what happened* (70% agree, compared to 61% of adults who currently drink).
  - *The thought of putting on weight stops me from drinking too much* (50% agree, compared to 27% of adults who currently drink).
  - *I am concerned about the long-term effects of alcohol on my physical appearance* (69% agree, compared to 39% of adults who currently drink).
  - *I am concerned about the long-term effects of alcohol on my physical well-being* (87% agree, compared to 52% of adults who currently drink).
  - *I am concerned about the long-term effects of alcohol on my mental well-being* (76% agree, compared to 46% of adults who currently drink).
  - *I am concerned about the long-term effects of drinking on my internal organs* (87% agree, compared to 57% of adults who currently drink).
  - *I limit the amount of alcohol I drink so that it doesn't affect my work* (87% agree, compared to 72% of adults who currently drink).
  - *I limit the amount of alcohol I drink so that I don't do anything I would regret later* (78% agree, compared to 68% of adults who currently drink).

- *I am concerned about getting caught up in arguments or fights if I drink too much* (55% agree, compared to 33% of adults who currently drink).
- *I worry about getting into a sexual situation that I might later regret if I drink too much* (59% agree, compared to 34% of adults who currently drink).
- *I limit the amount of alcohol I drink because of responsibilities to my family* (85% agree, compared to 71% of adults who currently drink).
- *I limit the amount of alcohol I drink because of demands on my time* (60% agree, compared to 44% of adults who currently drink).
- *I limit the amount of alcohol I drink because of other financial commitments* (74% agree, compared to 46% of adults who currently drink).

Adult *Constrained Binge Drinkers* are less likely to:

- Be aged 50 years and older (15%, compared to 37% of all adults).
- Be retired (4%, compared to 15% of all adults).
- Be active churchgoers (14%, compared to 25% of all adults).
- Drink at home (55%, compared to 62% of adults who currently drink).
- Agree that:
  - *I can afford as much alcohol as I want* (37% agree, compared to 49% of adults who currently drink).
  - *It's never OK to get drunk* (28% agree, compared to 47% of all adults).

### **3.7 Uncontrolled Binge Drinkers (youth)**

Youth *Uncontrolled Binge Drinkers* are characterised by consciously setting out to get drunk, or alternatively passively accept a high state of intoxication, or drunkenness, as an inevitable (and enjoyable) consequence of (most, if not all) their drinking.

It is certain that some *Uncontrolled Binge Drinkers* (both youth and adults but for obvious tolerance reasons more likely adults – see Section 3.8) have developed the capacity to drink significant amounts of alcohol. In fact, for the more “seasoned” *Uncontrolled Binge Drinkers*, five, six, or seven drinks are regarded as just enough to get you “tidily”.

Youth *Uncontrolled Binge Drinkers* can be further differentiated by the fact that the benefits associated with drinking significant amounts of alcohol outweigh any perceived, or experienced, downsides.

- Youth *Uncontrolled Binge Drinkers* represent the second smallest youth drinking segment, estimated to comprise 14% of the population of 12 to 17 year olds.
- Projecting to the total population of 12 to 17 year olds (approximately 335,000), an estimated 50,000 12 to 17 year olds may be defined as *Uncontrolled Binge Drinkers*.

On average, young *Uncontrolled Binge Drinkers*:

- First started drinking regularly aged 13.6.
- Had 2.7 binge drinking occasions in the last two weeks.
- Drank 7.1 drinks on the last drinking occasion. However, because the “average” hides the *range* across which young *Uncontrolled Binge Drinkers* typically drink, it is informative to also illustrate the continuum across which the typical volume of alcohol is consumed:
  - Three percent (3%) of young *Uncontrolled Binge Drinkers* consumed only a sip/less than a full drink on the last drinking occasion.
  - Fourteen percent (14%) consumed one or two drinks on the last drinking occasion.
  - Eleven percent (11%) consumed three or four drinks on the last drinking occasion.
  - Two-thirds (66%) consumed five or more drinks on the last drinking occasion (compared to 11% of *Supervised Drinkers*, and 24% of *Social Binge Drinkers*).

Young *Uncontrolled Binge Drinkers* are more likely to:

- Be older than other youth drinking segments (average age of 15.9 years, compared to 14.4 years for all youth).
- Be male (64%, compared to 51% of all youth).
- Be Māori (28%, compared to 20% of all youth).
- Live with one parent or guardian (25%, compared to 19% of all youth).
- Live in the South Island (16%, compared to 11% of all youth).
- Be the children of parents/caregivers who also drink (87%, compared to 78% of all youth), and who typically drink either “moderately” or “heavily”:
  - 61% reported that their father drinks moderately, compared to 39% of youth whose father drinks.
  - 12% reported that their father drinks heavily, compared to 6% of youth whose father drinks.
  - 34% reported that their mother drinks moderately, compared to 23% of youth whose mother drinks.

- Work full- or part-time (14% and 19% respectively, compared to 3% and 11%, respectively, for all youth).
- Be at university, polytechnic or another training establishment (12%, compared to 4% of all youth).
- Be binge drinkers, and frequent binge drinkers (95% have ever drunk five or more drinks on one occasion, compared to 58% of youth who currently drink; 63% have drunk five or more drinks on one occasion in the last two weeks, compared to 47% of youth who have ever drunk five or more drinks on one occasion).
- Be drinkers of a wide range of alcohol types, but predominantly beer (48% drank beer on the last occasion, compared to 39% of youth who currently drink).
- Drink with friends (91% mainly drink with friends, compared to 61% of youth who currently drink).
- Personally purchase alcohol (23%, compared to 10% of youth who currently drink).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, including a mix of benefits associated with both moderate (fun, friendship, acceptance, relaxation) and binge drinking (excitement, intimacy, achievement, escape):
  - *I regularly play drinking games with my friends* (57% agree, compared to 29% of youth who currently drink).
  - *When I drink alcohol it is easier to meet and get to know people* (86% agree, compared to 62% of youth who currently drink).
  - *I feel more confident when I drink alcohol* (72% agree, compared to 45% of youth who currently drink).
  - *It's easier to chat people up when I drink alcohol* (83% agree, compared to 52% of youth who currently drink).
  - *I'm more likely to engage in sexual activity when I drink alcohol* (58% agree, compared to 34% of youth who currently drink).
  - *Everything seems happier when I drink alcohol* (65% agree, compared to 49% of youth who currently drink).
  - *I enjoy the buzz I get when I drink alcohol* (89% agree, compared to 62% of youth who currently drink).
  - *Drinking alcohol gives me something to do* (57% agree, compared to 33% of youth who currently drink).
  - *Alcohol helps me wind down and relax* (71% agree, compared to 59% of youth who currently drink).
  - *I drink alcohol to escape from reality* (19% agree, compared to 13% of youth who currently drink).

- *I drink to get drunk* (45% agree, compared to 25% of youth who currently drink).
- *Getting hold of alcohol is not a problem* (86% agree, compared to 70% of youth who currently drink).
- *I can afford as much alcohol as I want* (33% agree, compared to 24% of youth who currently drink).
- *It's OK to get drunk as long as it's not every day* (92% agree, compared to 59% of all youth).

Young *Uncontrolled Binge Drinkers* are less likely to:

- Be of Pacific Island ethnic origin (4%, compared to 9% of all youth).
- At school (68%, compared to 89% of all youth).
- Live with two parents or guardians (58%, compared to 73% of all youth).
- Be active churchgoers (14%, compared to 37% of all youth).
- Agree with attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol, and statements about parental control, specifically:
  - *My parents set strict rules about me drinking alcohol* (31% agree, compared to 60% of youth who currently drink).
  - *My parents know that I drink alcohol but disapprove* (26% agree, compared to 33% of youth who currently drink).
  - *My parents don't mind if I drink alcohol but I'm not allowed to get trashed* (68% agree, compared to 83% of youth who currently drink).
  - *My parents know when I drink* (68% agree, compared to 78% of youth who currently drink).
  - *I don't drink much because my parents don't let me go out enough* (13% agree, compared to 37% of youth who currently drink).
  - *I will get into trouble from my parents if I drink too much* (33% agree, compared to 66% of youth who currently drink).
  - *My parents talk openly and honestly with me about alcohol* (79% agree, compared to 84% of youth who currently drink).
  - *I limit the amount of alcohol I drink so that I don't wake up with a hangover* (26% agree, compared to 67% of youth who currently drink).
  - *I try not to pass out or throw up from drinking too much* (70% agree, compared to 83% of youth who currently drink).
  - *I try not to drink so much I forget what I was doing or what happened* (39% agree, compared to 67% of youth who currently drink).
  - *The thought of putting on weight stops me from drinking too much* (14% agree, compared to 30% of youth who currently drink).

- *I am concerned about the long-term effects of alcohol on my physical appearance* (57% agree, compared to 70% of youth who currently drink).
- *I am concerned about the long-term effects of alcohol on my internal organs* (65% agree, compared to 75% of youth who currently drink).
- *I limit the amount of alcohol I drink so that it doesn't affect my physical performance* (40% agree, compared to 74% of youth who currently drink).
- *I limit the amount of alcohol I drink so that it doesn't affect my mental performance* (42% agree, compared to 78% of youth who currently drink).
- *I limit the amount of alcohol I drink so that I don't do anything I would regret later* (45% agree, compared to 80% of youth who currently drink).
- *I am concerned about getting caught up in arguments or fights if I drink too much* (37% agree, compared to 61% of youth who currently drink).
- *I worry about getting into a sexual situation that I might later regret if I drink too much* (56% agree, compared to 71% of youth who currently drink).
- *I am OK not drinking when I spend time with my friends who are drinking* (68% agree, compared to 79% of youth who currently drink).
- *I limit the amount of alcohol I drink because of religious beliefs or commitments* (7% agree, compared to 25% of youth who currently drink).
- *It's never OK to get drunk* (5% agree, compared to 36% of all youth).
- *Young people shouldn't drink alcohol until they are a responsible adult* (34% agree, compared to 69% of all youth).
- *There is nothing good about drinking a lot of alcohol* (35% agree, compared to 72% of youth who currently drink).

### **3.8 Uninhibited Binge Drinkers (adults)**

Adult *Uninhibited Binge Drinkers* are characterised by consciously or passively accepting a high state of intoxication, or drunkenness, as an inevitable (and enjoyable) consequence of (most, if not all) their drinking.

It is certain that some *Uninhibited Binge Drinkers* (both youth and adults but for obvious tolerance reasons more likely adults) have developed the capacity to drink significant amounts of alcohol, and it is probable that some are alcohol-dependent. In fact, for the more "seasoned" *Uncontrolled Binge Drinkers*, five, six, or seven drinks are regarded as just enough to get you "tidily".

Adult *Uninhibited Binge Drinkers* can be further differentiated by the fact that the benefits associated with drinking significant amounts of alcohol outweigh any perceived, or experienced, downsides.

It is this characteristic that most importantly differentiates the segment from the *Constrained Binge Drinker* segment, despite similar *behavioural* findings for the two segments. Specifically, *Uninhibited Binge Drinkers* reported considerably lower levels of agreement with attitudinal statements designed to measure agreement with inhibitors to, or the negative consequences of drinking alcohol.

Importantly however, the *Uninhibited Binge Drinker* segment is not characterised by higher levels of agreement with attitudinal statements that measure the benefits of drinking, compared to the *Constrained Binge Drinker* segment. Considered together, these seemingly at-odds findings may suggest a degree of ignorance or even self-delusion, in the sense that *Uninhibited Binge Drinkers* appear characterised by a high degree of "entrenched" binge (or at least heavy or risky) drinking with little to no appreciation of the benefits of drinking (moderately), but at the same time recognise few of the negative consequences of drinking heavily (with the notable exception of drink-driving).

- *Uninhibited Binge Drinkers* represent the second largest adult drinking segment, estimated to comprise 29% of the adult population aged 18+.
- Projecting to the total adult population (approximately 2,725,000), an estimated 785,000 adults may be defined as *Uninhibited Binge Drinkers*.

On average, *Uninhibited Binge Drinkers*:

- First started drinking regularly aged 16.6.
- Most (53%) drink everyday (22%) or 'about 2-3 times a week' (31%).
- Drank 4.3 drinks on the last drinking occasion. However, because the "average" hides the *range* across which adult *Uninhibited Binge Drinkers* typically drink, it is informative to also illustrate the continuum across which the typical volume of alcohol consumed exists:
  - Almost half (44%) of adult *Uninhibited Binge Drinkers* consumed one or two drinks on the last drinking occasion.
  - One-sixth (17%) consumed three or four drinks on the last drinking occasion.
  - Ten percent (10%) consumed five or six drinks on the last drinking occasion.
  - One-quarter (25%) consumed seven or more drinks on the last drinking occasion (compared to 1% of *Conscious Moderators*, and 29% of *Constrained Binge Drinkers*).

*Uninhibited Binge Drinkers* are more likely to:

- Be male (53%, compared to 48% of all adults).
- Be full-time salary or wage earners (64%, compared to 48% of all adults).
- Have a personal income of \$50,000 or more (29%, compared to 23% of all adults), or a household income of \$70,000 or more (49%, compared to 35% of couple and/or family households).
- Drink regularly (every day, or at least two or three times a week) (77% drink at least weekly, compared to 56% of adults who have ever tried alcohol).
- Have drunk seven or more drinks on the *last* drinking occasion (25%, compared to 19% of adults who currently drink).
- Have drunk ordinary strength beer (38%, compared to 32% of adults who currently drink) or wine (42%, compared to 44% of adults who currently drink) on the *last* drinking occasion.
- Drink in pubs and bars (13%, compared to 9% of adults who currently drink).
- Report drinking more than they were last year (13%, compared to 8% of adults who currently drink).
- Agree with specific attitudinal statements designed to measure agreement with the benefits of drinking alcohol:
  - *I enjoy the buzz I get when I drink alcohol* (62% agree, compared to 45% of adults who currently drink).
  - *Alcohol helps me wind down and relax* (79% agree, compared to 68% of adults who currently drink).
  - *I can afford as much alcohol as I want* (62% agree, compared to 49% of adults who currently drink).

*Uninhibited Binge Drinkers* are less likely to:

- Be aged 50 years and older (27%, compared to 37% of all adults).
- Be retired (9%, compared to 15% of all adults).
- Be active churchgoers (8%, compared to 25% of all adults).
- Report drinking less than they were last year (21%, compared to 34% of adults who currently drink).
- Have tried to cut back the amount they drink in the last year (15%, compared to 22% of adults who currently drink).

- Agree with attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol, and statements about parental control, specifically:
  - *I set strict rules about my children drinking alcohol* (53% agree, compared to 63% of adults responsible for the care of children aged 12 to 17 years).
  - *I know that my children drink but disapprove* (2% agree, compared to 15% of adults responsible for the care of children aged 12 to 17 years).
  - *I will reprimand or punish my children if they drink too much* (45% agree, compared to 52% of adults responsible for the care of children aged 12 to 17 years).
  - *I talk openly and honestly with my children about alcohol* (93% agree, compared to 97% of adults responsible for the care of children aged 12 to 17 years).
  - *I worry about how much my children drink* (21% agree, compared to 28% of adults responsible for the care of children aged 12 to 17 years).
  - *I limit the amount of alcohol I drink so that I don't wake up with a hangover* (61% agree, compared to 70% of adults who currently drink).
  - *I try not to drink so much I forget what I was doing or what happened* (54% agree, compared to 61% of adults who currently drink).
  - *The thought of putting on weight stops me from drinking too much* (11% agree, compared to 27% of adults who currently drink).
  - *I am concerned about the long-term effects of alcohol on my physical appearance* (11% agree, compared to 39% of adults who currently drink).
  - *I limit the amount of alcohol I drink so that it doesn't affect my physical well-being* (22% agree, compared to 52% of adults who currently drink).
  - *I limit the amount of alcohol I drink so that it doesn't affect my mental well-being* (13% agree, compared to 46% of adults who currently drink).
  - *I am concerned about the long-term effects of alcohol on my internal organs* (31% agree, compared to 57% of adults who currently drink).
  - *I limit the amount of alcohol I drink so that it doesn't affect my work* (64% agree, compared to 72% of adults who currently drink).
  - *I limit the amount of alcohol I drink so that I don't do anything I would regret later* (53% agree, compared to 68% of adults who currently drink).

- *I am concerned about getting caught up in arguments or fights if I drink too much* (12% agree, compared to 33% of adults who currently drink).
- *I worry about getting into a sexual situation that I might later regret if I drink too much* (12% agree, compared to 34% of adults who currently drink).
- *I limit the amount of alcohol I drink even with friends, family or work colleagues who are drinking* (63% agree, compared to 75% of adults who currently drink).
- *I limit the amount of alcohol I drink because of religious beliefs or commitments* (3% agree, compared to 15% of adults who currently drink).
- *I limit the amount of alcohol I drink because of responsibilities to my family* (54% agree, compared to 71% of adults who currently drink).
- *I limit the amount of alcohol I drink because of demands on my time* (34% agree, compared to 44% of adults who currently drink).
- *I limit the amount of alcohol I drink because of other financial commitments* (25% agree, compared to 46% of adults who currently drink).

## 4. A profile of “extreme” heavy drinkers

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In this Section we have extended the analysis presented in the Executive Summary and also Section 3, by providing a brief summary of the heavier drinking “extreme” youth *Uncontrolled*, and adult *Constrained* and *Uninhibited Binge Drinker* segments. This profile is characterised as follows:

- For youth, based only on those who reported at least two occasions in the last two weeks in which they consumed five or more drinks.
- For adults, based only on those who reported drinking daily or at least two to three times a week, and consumed seven or more drinks on the last occasion.

Less at-risk segments of youth and adults are of course less likely to have consumed alcohol at these considerably more risky levels. However, in order to inform a Culture Change Programme designed to encourage “*More Moderation and Less Harm*”, equally important is an understanding of the characteristics of those at the extreme ends of the riskier drinking segments, who because of their entrenched attitudes and possibly dependent behaviours, are less likely to be influenced by a social marketing programme.

Due to the substantially smaller sub-sample sizes that satisfy these extreme heavier drinking definitions, findings for youth *Supervised Drinkers* (n=0), youth *Social Binge Drinker* (n=8), and adult *Conscious Moderator* (n=1) segments, have not been summarised in this Section.

### 4.1 Youth Uncontrolled Binge Drinkers

On average, young *Uncontrolled Binge Drinkers* who have consumed five or more drinks on at least two occasions in the last two weeks:

- First started drinking regularly aged 13.4 (compared to 13.6 for all *Uncontrolled Binge Drinkers*).
- Had 3.5 occasions in the last two weeks in which they consumed five or more drinks (compared to 2.7 for all *Uncontrolled Binge Drinkers*).
- Drank 9.2 drinks on the last drinking occasion (compared to 7.1 for all *Uncontrolled Binge Drinkers*):
  - Seven percent (7%) consumed less than two drinks on the last drinking occasion (compared to 8% of all *Uncontrolled Binge Drinkers*).
  - One percent (1%) consumed between two and four drinks on the last drinking occasion (compared to 20% of all *Uncontrolled Binge Drinkers*).
  - One-tenth (10%) consumed five or six drinks on the last drinking occasion (compared to 15% of all *Uncontrolled Binge Drinkers*).

- One-third (34%) consumed between seven and ten drinks on the last drinking occasion (compared to 26% of all *Uncontrolled Binge Drinkers*).
- Almost half (45%) consumed eleven or more drinks on the last drinking occasion (compared to 26% of all *Uncontrolled Binge Drinkers*).

Compared to young *Uncontrolled Binge Drinkers* who have not consumed five or more drinks on at least two occasions in the last two weeks, *Uncontrolled Binge Drinkers* who have are more likely to:<sup>23</sup>

- Be older (average age of 16.6 years, compared to 15.9 years for all *Uncontrolled Binge Drinkers*).
- Be male (72%, compared to 64% of all *Uncontrolled Binge Drinkers*).
- Be drinking more than last year (72%, compared to 61% of all *Uncontrolled Binge Drinkers*).
- Drink at least weekly (94%, compared to 65% of all *Uncontrolled Binge Drinkers*, with 16% drinking every day or almost every day, compared to 7 % of all *Uncontrolled Binge Drinkers*).
- Drink on both weekends/holidays and weekdays (37%, compared to 18% of all *Uncontrolled Binge Drinkers*).
- Drink at parties (45%, compared to 29% of all *Uncontrolled Binge Drinkers*).
- Personally purchase alcohol (45%, compared to 23% of all *Uncontrolled Binge Drinkers*).
- Agree with certain attitudinal statements about parental control and involvement in their drinking, suggesting a tendency for the parents/guardians of this sub-sample of *Uncontrolled Binge Drinkers* to “tolerate”, possibly even condone, excessive drinking, specifically:
  - *My parents know that I drink and are OK about it* (94% agree, compared to 81% of all *Uncontrolled Binge Drinkers*).
  - *My parents know when I drink* (83% agree, compared to 68% of all *Uncontrolled Binge Drinkers*).
- Importantly, *Uncontrolled Binge Drinkers* who reported at least two occasions in the last two weeks in which they consumed five or more drinks, are more likely to agree with specific statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol.

<sup>23</sup> Note: the characteristics of these heavier drinking youth is based on a small sub-sample of n=38 youth *Uncontrolled Binge Drinkers*, so the characteristics summarised in this Section should be regarded as indicative only.

In light of the older age profile of this sub-segment, compared to the attitudes exhibited by the extreme end of the adult *Constrained Binge Drinking* segment continuum (characterised by their (relative) youth, e.g. over-represented among the 18 to 24 year olds), it is possible that a degree of at least attitudinal maturity exists in this sub-segment:

- *The thought of putting on weight stops me drinking so much* (24% agree, compared to 14% of all *Uncontrolled Binge Drinkers*).
- *I limit the amount of alcohol I drink so that it doesn't affect my physical performance* (55% agree, compared to 40% of all *Uncontrolled Binge Drinkers*).
- *I worry about getting into a sexual situation that I might later regret if I drink too much* (67% agree, compared to 56% of all *Uncontrolled Binge Drinkers*).
- *I am OK not drinking when spending time with my friends who are drinking* (88% agree, compared to 68% of all *Uncontrolled Binge Drinkers*).

Compared to young *Uncontrolled Binge Drinkers* who have not consumed five or more drinks on at least two occasions in the last two weeks, *Uncontrolled Binge Drinkers* who have are less likely to:

- At school (50%, compared to 68% of all *Uncontrolled Binge Drinkers*).
- Drink only on weekends and holidays (58%, compared to 75% of all *Uncontrolled Binge Drinkers*).
- Agree with certain attitudinal statements about parental control and involvement in their drinking, again suggesting a tendency for the parents/guardians of this sub-sample of *Uncontrolled Binge Drinkers* to "tolerate", possibly even condone, excessive drinking:
  - *My parents set strict rules about me drinking alcohol* (14% agree, compared to 31% of all *Uncontrolled Binge Drinkers*).
  - *My parents don't mind if I drink alcohol but I'm not allowed to get trashed* (45% agree, compared to 68% of all *Uncontrolled Binge Drinkers*).
  - *I will get into trouble from my parents if I drink too much* (16% agree, compared to 33% of all *Uncontrolled Binge Drinkers*).

## 4.2 Adult Constrained Binge Drinkers

On average, adult *Constrained Binge Drinkers* who drink at least every two to three days and consumed seven or more drinks on the last occasion:

- First started drinking regularly aged 16.0 (compared to 17.2 for all *Constrained Binge Drinkers*).
- Drank 10.1 drinks on the *last* drinking occasion (compared to 4.8 for all *Constrained Binge Drinkers*):
  - One-third (35%) consumed seven or eight drinks on the last drinking occasion (compared to 9% of all *Constrained Binge Drinkers*).
  - One-tenth (12%) consumed nine or ten drinks on the last drinking occasion (compared to 7% of all *Constrained Binge Drinkers*).
  - Over half (53%) consumed more than ten drinks on the last drinking occasion (compared to 13% of all *Constrained Binge Drinkers*).

Compared to adult *Constrained Binge Drinkers* who do not drink at least every two to three days, nor consumed seven or more drinks on the last occasion, *Constrained Binge Drinkers* who have, are more likely to:

- Be male (72%, compared to 55% of all *Constrained Binge Drinkers*).
- Be significantly younger (59% are aged between 18 and 24 years of age, compared to 22% of all *Constrained Binge Drinkers*).
- Be Māori (34%, compared to 18% of all *Constrained Binge Drinkers*).
- Have a shared living arrangement with friends/flatmates (33%, compared to 11% of all *Constrained Binge Drinkers*).
- Mainly drink with friends or flatmates (85%, compared to 71% of all *Constrained Binge Drinkers*).
- Be drinking more than last year (37%, compared to 9% of all *Constrained Binge Drinkers*).
- Have tried to cut back the amount they drink compared to last year (60%, compared to 39% of all *Constrained Binge Drinkers*).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, in particular benefits more aligned with binge drinking (excitement, intimacy, achievement, escape):
  - *I drink alcohol because everyone else I socialise with does* (28% agree, compared to 16% of all *Constrained Binge Drinkers*).
  - *I regularly play drinking games with my friends* (30% agree, compared to 10% of all *Constrained Binge Drinkers*).
  - *I enjoy the buzz I get when I drink alcohol* (81% agree, compared to 64% of all *Constrained Binge Drinkers*).
  - *Drinking alcohol gives me something to do* (52% agree, compared to 18% of all *Constrained Binge Drinkers*).

- *I drink alcohol to escape from reality* (22%, compared to 13% of all *Constrained Binge Drinkers*).
- *I drink to get drunk* (47% agree, compared to 14% of all *Constrained Binge Drinkers*).

Compared to adult *Constrained Binge Drinkers* who do not drink at least every two to three days, nor consumed seven or more drinks on the last occasion, *Constrained Binge Drinkers* who have, are less likely to:

- Be aged 50 years and older (2%, compared to 15% of all *Constrained Binge Drinkers*).
- Be of "other" ethnic origin (neither Māori nor Pacific) (60%, compared to 76% of all *Constrained Binge Drinkers*).
- Be retired (zero percent, compared to 4% of all *Constrained Binge Drinkers*).
- Mainly drink with whānau/family (7%, compared to 21% of all *Constrained Binge Drinkers*).
- Be drinking less than last year (31%, compared to 47% of all *Constrained Binge Drinkers*).
- Agree with attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol. Although considered as a whole *Constrained Binge Drinkers* were found to have comparatively higher levels of agreement with these statements, in contrast to the heavier drinking "extreme" sub-segment of adult *Uninhibited Binge Drinkers* (who exhibited slightly higher levels of agreement with these statements relative to the segment as a whole – see Section 4.3), the heavier drinking "extreme" sub-segment of *Constrained Binge Drinkers* is notably different in the sense that they reverse this trend.

As such, it is likely that this audience may not be as receptive to social marketing activity, and that other rehabilitative or intervention policies more likely to be effective:

- *I limit the amount of alcohol I drink so that I don't wake up with a hangover* (58% agree, compared to 80% of all *Constrained Binge Drinkers*).
- *The thought of putting on weight stops me from drinking too much* (39% agree, compared to 50% of all *Constrained Binge Drinkers*).
- *I limit the amount of alcohol I drink because of religious beliefs or commitments* (11% agree, compared to 18% of all *Constrained Binge Drinkers*).
- *I limit the amount of alcohol I drink because of responsibilities to my family* (75% agree, compared to 85% of all *Constrained Binge Drinkers*).
- *I limit the amount of alcohol I drink because of financial commitments* (63% agree, compared to 74% of all *Constrained Binge Drinkers*).

- *It is never OK to get drunk* (18% agree, compared to 28% of all *Constrained Binge Drinkers*).
- *Young people should not drink alcohol until they are a responsible adult* (61% agree, compared to 77% of all *Constrained Binge Drinkers*).
- *There is nothing good about drinking a lot of alcohol* (69% agree, compared to 77% of all *Constrained Binge Drinkers*).

### 4.3 Adult Uninhibited Binge Drinkers

On average, adult *Uninhibited Binge Drinkers* who drink at least every two to three days and consumed seven or more drinks on the last occasion:

- First started drinking regularly aged 16.0 years (compared to 16.6 years for all *Uninhibited Binge Drinkers*).
- Drank 9.5 drinks on the *last* drinking occasion (compared to 4.3 for all *Uninhibited Binge Drinkers*):
  - Almost half (46%) consumed seven or eight drinks on the last drinking occasion (compared to 10% of all *Uninhibited Binge Drinkers*).
  - One-fifth (19%) consumed nine or ten drinks on the last drinking occasion (compared to 4% of all *Uninhibited Binge Drinkers*).
  - One-third (36%) consumed more than ten drinks on the last drinking occasion (compared to 11% of all *Uninhibited Binge Drinkers*).

Compared to adult *Uninhibited Binge Drinkers* who do not drink at least every two to three days, nor consumed seven or more drinks on the last occasion, *Uninhibited Binge Drinkers* who have, are more likely to:

- Be male (59%, compared to 53% of all *Uninhibited Binge Drinkers*).
- Be aged 50 years and older (34%, compared to 27% of all *Uninhibited Binge Drinkers*). However, at the same time this sub-segment is also more likely to be aged between 18 and 24 years (20%, compared to 13% of all *Uninhibited Binge Drinkers*).
- Be of "other" ethnic origin (neither Māori nor Pacific) (96%, compared to 89% of all *Uninhibited Binge Drinkers*).
- Be full-time salary or wage earners (76%, compared to 64% of all *Uninhibited Binge Drinkers*).
- Have a shared living arrangement with friends/flatmates (19%, compared to 10% of all *Uninhibited Binge Drinkers*).
- Have a personal income of \$50,000 or more (35%, compared to 29% of all *Uninhibited Binge Drinkers*).

- (For those married or living with a partner) have a combined household income of \$70,000 or more (58%, compared to 49% of all *Uninhibited Binge Drinkers*).
- Mainly drink with friends or flatmates (72%, compared to 58% of all *Uninhibited Binge Drinkers*).
- Drink in pubs (24%, compared to 13% of all *Uninhibited Binge Drinkers*).
- Be drinking more than last year (35%, compared to 13% of all *Uninhibited Binge Drinkers*).
- Have tried to cut back the amount they drink compared to last year (27%, compared to 15% of all *Uninhibited Binge Drinkers*).
- Agree with attitudinal statements designed to measure agreement with the benefits of drinking alcohol, in particular benefits more aligned with binge drinking (excitement, intimacy, achievement, escape):
  - *I drink alcohol because everyone else I socialise with does* (21% agree, compared to 13% of all *Uninhibited Binge Drinkers*).
  - *I feel more confident when I drink alcohol* (50% agree, compared to 34% of all *Uninhibited Binge Drinkers*).
  - *Everything seems happier when I drink alcohol* (40%, compared to 27% of all *Uninhibited Binge Drinkers*).
  - *I enjoy the buzz I get when I drink alcohol* (81% agree, compared to 62% of all *Uninhibited Binge Drinkers*).
  - *Alcohol helps me wind down and relax* (92% agree, compared to 79% of all *Uninhibited Binge Drinkers*).
  - *I drink alcohol to escape from reality* (15% agree, compared to 6% of all *Uninhibited Binge Drinkers*).
  - *It's OK to get drunk as long as it's not every day* (81% agree, compared to 61% of all *Uninhibited Binge Drinkers*).
  - *Drinking a small amount every day is OK* (92% agree, compared to 79% of all *Uninhibited Binge Drinkers*).
- Agree with attitudinal statements designed to measure agreement with the inhibitors to, or negative consequences of drinking alcohol.

It is important, however, to acknowledge that these findings may primarily reveal an appreciation of the negative consequences of drinking heavily, only because this sub-segment already spends a comparatively larger amount of time drinking (heavily), and therefore better appreciates how their drinking detracts from, or compromises, other responsibilities and commitments:

- *I am concerned about the long-term effects of alcohol on my physical appearance* (17% agree, compared to 11% of all *Uninhibited Binge Drinkers*).
- *I am concerned about the long-term effects of alcohol on my physical well-being* (30% agree, compared to 22% of all *Uninhibited Binge Drinkers*).
- *I am concerned about the long-term effects of alcohol on my mental well-being* (24% agree, compared to 13% of all *Uninhibited Binge Drinkers*).
- *I am concerned about the long-term effects of alcohol on my internal organs* (73% agree, compared to 31% of all *Uninhibited Binge Drinkers*).
- *I limit the amount of alcohol I drink so that it doesn't affect my work* (82% agree, compared to 64% of all *Uninhibited Binge Drinkers*).
- *I limit the amount of alcohol I drink because of demands on my time* (48% agree, compared to 34% of all *Uninhibited Binge Drinkers*).

Compared to adult *Uninhibited Binge Drinkers* who do not drink at least every two to three days, nor consumed seven or more drinks on the last occasion, *Uninhibited Binge Drinkers* who have, are less likely to:

- Be Māori (3%, compared to 10% of all *Uninhibited Binge Drinkers*).
- Be aged 25 to 49 (46%, compared to 60% of all *Uninhibited Binge Drinkers*).
- Live in family households with children (25%, compared to 44% of all *Uninhibited Binge Drinkers*).
- Be active churchgoers (zero percent, compared to 8% of all *Uninhibited Binge Drinkers*).
- Mainly drink with whānau/family (13%, compared to 31% of all *Uninhibited Binge Drinkers*).
- Agree that *having a drink with friends and family gives me a sense of belonging* (22% agree, compared to 34% of all *Uninhibited Binge Drinkers*).
- Agree that *I limit the amount I drink even with friends, family, or work colleagues who are drinking* (52% agree, compared to 63% of all *Uninhibited Binge Drinkers*).
- Agree that *there is nothing good about drinking a lot of alcohol* (53% agree, compared to 65% of all *Uninhibited Binge Drinkers*).

## 5. Further analysis of Māori & Pacific Peoples

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As Māori and Pacific people are identified as priority groups in ALAC's current Strategic Plan, it is appropriate to briefly describe their results.

### 5.1 Māori and Pacific youth

#### 5.1.1 Māori youth

Compared to youth in general, Māori youth have the following defining characteristics. In general, they have a profile that matches the profile of a risky drinker:

- They are more likely to have tried alcohol (96% cf. 88%).
- They are more likely to have been early 'starters' (68% started drinking more than the occasional sip before they were 15 cf. 59%).
- They are less likely to be regular drinkers (22% drink at least once a week cf. 29%), but they are more likely to have ever binged (70% cf. 62%) and they are more likely to have binged in the last two weeks (51% cf. 48%).
- However, current drinkers who have binged in the last two weeks have only done this once during this period (59% cf. 42%).
- Current drinkers are however more likely to have drunk more than 10 glasses on the last drinking occasion (21% cf. 14%).

Table 8 below shows what proportion of each ethnic group are found in each of the youth segments. Given the defining characteristics outlined above, a significantly higher proportion of Māori youth (20%) are *Uncontrolled Binge Drinkers*. This is especially the case in comparison to Pacific Youth (7%).

In contrast, a significantly lower proportion (41%) are classified as *Current Non-drinkers*. Again, this is especially the case in comparison to Pacific youth (72%).

#### 5.1.2 Pacific youth

Pacific youth have the following defining characteristics in comparison to youth in general. These characteristics suggest that Pacific youth are polarised as either non or occasional drinkers, or regular and/or risky drinkers:

- They are less likely to have tried alcohol (64% cf. 88%).
- They are less likely to have ever had a full glass of alcohol (70% cf. 84%).
- They are more likely to state that they do not currently drink (14% cf. 9%) or drink only a few times a year (30% cf. 20%).
- Current drinkers are less likely to have been early 'starters' (46% started drinking more than the occasional sip before they were 15 cf. 59%).

- Although many are non or occasional drinkers, 29% of current drinkers drink at least once a week (comparable to all youth generally).
- Furthermore, current drinkers are more likely to have drunk more than 10 glasses on the last drinking occasion (29% cf. 14%).
- Although their rate of bingeing is comparable to all youth generally, amongst those who have bingeed in the last two weeks, many more have done so twice or more (72% cf. 55%).

As a result, and as noted earlier in relation to Māori youth, a significantly lower proportion (7%) are *Uncontrolled Binge Drinkers* (Table 8). Furthermore, a significantly lower proportion are *Supervised Drinkers* (5%) or *Social Binge Drinkers* (16%).

In contrast, a significantly higher proportion (72%) are classified as *Current Non-drinkers*.

**Table 8: Youth – segment size by ethnicity**

Segment	All Youth %	Māori Youth %	Pacific Youth %	Other Youth %
Current Non-Drinkers	50%	41%	72%	49%
Supervised Drinkers	14%	14%	5%	15%
Social Binge Drinkers	22%	25%	16%	22%
Uncontrolled Binge Drinkers	14%	20%	7%	14%
	100%	100%	100%	100%

## 5.2 Māori and Pacific adults

### 5.2.1 Māori adults

Compared to all adults in general, Māori adults have the following defining characteristics. Whilst Māori are less likely to be regular drinkers, when drinking does occur it tends to be heavy drinking:

- They are more likely to have been early ‘starters’ (16% started drinking more than the occasional sip before they were 15 cf. 9%).
- They are less likely to be regular drinkers (39% drink at least once a week cf. 56%), but current drinkers are also more likely to have drunk more than 10 glasses on the last drinking occasion (22% cf. 8%).

Table 9 below shows what proportion of each ethnic group are found in each of the adults segments. As a result of the defining characteristics outlined above, a significantly higher proportion (38%) are *Constrained Binge Drinkers*, and this is especially the case in comparison to Other adults (21%). As noted earlier, one of the defining characteristics of this segment is its lower socio-economic status.

In contrast, a significantly lower proportion (19%) are classified as *Conscious Moderators*. Again, this is especially the case in comparison to Other adults (31%).

## 5.2.2 Pacific adults

Compared to all adults in general, Pacific adults have the following defining characteristics. In general, this demographic appears to be polarised between those who are 'non-drinkers' and those who are relatively heavier drinkers:

- They are more likely to be 'non-drinkers' (46% cf. 19% of the total population).
- They are less likely to have been early 'starters' (32% did not start drinking more than the occasional sip until they were 20 cf. 28%).
- Current drinkers are less likely to be regular drinkers (33% drink at least once a week cf. 56%), but like Māori, current drinkers are also more likely to have drunk more than 10 glasses on the last drinking occasion (27% cf. 8%).

As a result of these defining characteristics, a significantly higher proportion (46%) are classified as *Non-Drinkers*. (Table 9) A significantly higher proportion (31%) are also classified as *Constrained Binge Drinkers*. As for Māori, this is likely to be because of this segment's lower socio-economic status.

In contrast, a significantly lower proportion (10%) are classified as *Uninhibited Binge Drinkers*. This is especially the case in comparison to Other adults (30%).

**Table 9: Adults – segment size by ethnicity**

Segment	All Adults %	Māori Adults %	Pacific Adults %	Other Adults %
Non-Drinkers	19%	18%	46%	18%
Conscious Moderators	29%	19%	14%	31%
Constrained Binge Drinkers	23%	38%	31%	21%
Uninhibited Binge Drinkers	29%	25%	10%	30%
	100%	100%	100%	100%

## 6. In-depth analysis of inhibitors to adult drinking

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In this section we summarise the findings arising from additional in-depth analysis of the adult *Constrained Binge Drinker* and *Uninhibited Binge Drinker* segments. This analysis was conducted on the basis of identifying key demographic and behavioural characteristics that more “sharply” described the above segments, in terms of higher than average levels of agreement to attitudes toward inhibitors to drinking.

The two objectives of this analysis were to:

1. Provide a detailed demographic and behavioural profile of adult “binge” drinkers with higher than average agreement to particular inhibitor statements.
2. Identify, if possible, common demographic/behavioural subgroups of adult “binge” drinkers with higher than average agreement to sets of two or more inhibitor statements.

### 6.1 Method

Two broad types of analysis were conducted to fulfil each of the above objectives in turn:

1. Analysis of individual demographic and behavioural variables (univariate analysis).
2. Analysis of multiple combinations of two or more variables (multivariate analysis).

Inhibitor statements selected for this analysis were chosen because, on a total segment basis (i.e. without regard to demographic or behavioural subgroups), they already exhibited relatively high levels of agreement, and might reasonably be considered appropriate “hooks” by which adult “binge” drinkers could be effectively reached by communications strategies and approaches.

A number of demographic and behavioural variables were assessed against each of these statements, separately for *Constrained Binge Drinkers* and *Uninhibited Binge Drinkers*, as follows:

- Gender, age, ethnicity, household composition, personal income, household income, residential area type/size, drinking frequency, and main drinking location.

As already mentioned, while the inhibitor statements used in these analyses were deliberately chosen because they had high overall agreement in the first instance, the main body of this report describes demographic and behavioural subgroups with higher-than-average agreement. In addition, because overall agreement was already high, in some cases there is actually no discrimination between subgroups – that is, most or all subgroups exhibit equally high levels of agreement.

A more detailed method description is contained in Appendix D.

## 6.2 Summary of findings

This section is separated into two broad sections that examine findings for *Constrained Binge Drinkers* and *Uninhibited Binge Drinkers* separately, to address each of the two analysis objectives. Specifically:

1. A demographic profile of adult “binge” drinkers more likely to agree with particular inhibitor statements.

This analysis stage confirmed that some statements are more readily agreed to by certain demographic/behavioural subgroups, at both a single variable level (Tables 10 and 11), and also for higher-order combinations of demographic and behavioural characteristics (Section 6.2.1.2).

2. Identify, if possible, common demographic/behavioural subgroups of adult “binge” drinkers more likely to agree with sets of two or more inhibitor statements.

Although this analysis stage did confirm certain single demographic and behavioural subgroups common to two or more statements (Section 6.2.2.1), statements were not generally agreed with by demographic and/or behavioural subgroups sharing two or more common characteristics (Section 6.2.2.2).

Table 10: **Adult Constrained Binge Drinkers** – demographic and behavioural characteristics exhibiting **higher** than average agreement

Inhibitor “product” and statements	Gender	Age	Ethnicity	Household composition	Personal income	Household income	Town/city size	Drinking frequency	Main drinking location
<b>Care about health &amp; physical wellbeing</b>									
<i>“I limit the amount of alcohol I drink so that I don't wake up with a hangover”</i>	-	25+ (not 18-24)	Non-Māori	Families with kids 0-15	-	-	-	-	-
<i>“I am concerned about the long-term effects of alcohol on my physical well-being”</i>	Female	-	-	-	-	-	Small towns (<10,000); Large towns/cities (30,000+)	-	-
<i>“I am concerned about the long-term effects of alcohol on my internal organs, e.g. liver, brain”</i>	-	-	-	Young couples without kids; Single person households	-	-	-	-	-
<i>“I try not to drink so much I forget what I was doing or what happened”</i>	Female	-	-	-	-	-	-	-	-
<b>Care about the effect on work</b>									
<i>“I limit the amount of alcohol I drink so that it doesn't affect my work”</i>	-	25+ (not 18-24)	-	-	-	-	-	-	Home
<b>Care about the effect on family</b>									
<i>“I limit the amount of alcohol I drink because of responsibilities to my family”</i>	-	25+ (not 18-24)	Māori; Pacific Peoples	Families with kids 0-15	-	-	-	-	Home; Friends' houses
<b>Care about self-image</b>									
<i>“I limit the amount of alcohol I drink so that I don't do anything I would regret later”</i>	-	-	-	-	-	-	-	-	Home; Friends' houses
<b>Religious beliefs about alcohol</b>									
<i>“I limit the amount of alcohol I drink because of religious beliefs or commitments”</i>	-	-	Pacific Peoples	-	-	-	-	Less than weekly	-

Table 11: **Adult Uninhibited Binge Drinkers** – demographic and behavioural characteristics exhibiting **higher** than average agreement<sup>24</sup>

Inhibitor “product” and statements	Gender	Age	Ethnicity	Household composition	Personal income	Household income	Town/city size	Drinking frequency	Main drinking location
<b>Care about health &amp; physical wellbeing</b>									
<i>“I limit the amount of alcohol I drink so that I don't wake up with a hangover”</i>	Female	25-49	“Other” (non-Māori; not Pacific)	-	-	-	-	-	Home; Friends' houses
<i>“I try not to drink so much I forget what I was doing or what happened”</i>	Female	-	“Other” (non-Māori; not Pacific)	Flat/shared (non-family) households	-	-	-	-	
<b>Care about the effect on work</b>									
<i>“I limit the amount of alcohol I drink so that it doesn't affect my work”</i>	-	-	“Other” (non-Māori; not Pacific)	-	-	-	-	-	-
<b>Care about the effect on family</b>									
<i>“I limit the amount of alcohol I drink because of responsibilities to my family”</i>	-	25-49	-	Families with kids 0-15	- \$30,000+	-	-	-	Home; Friends' houses
<b>Care about self-image</b>									
<i>“I limit the amount of alcohol I drink so that I don't do anything I would regret later”</i>	No significantly discriminating demographic or behavioural characteristics								
<b>Religious beliefs about alcohol</b>									
<i>“I limit the amount of alcohol I drink because of religious beliefs or commitments”</i>	-	-	Pacific Peoples	-	-	-	-	-	-

<sup>24</sup> Due to overall low levels of agreement among Uninhibited Binge Drinkers with the statements *“I am concerned about the long-term effects of alcohol on my physical well-being”* and *“I am concerned about the long-term effects of alcohol on my internal organs”*, agreement to these statements was not further analysed.

## 6.2.1 A profile of demographic and behavioural subgroups with higher than average agreement

### 6.2.1.1 Single variable analysis

For each of *Constrained* and *Uninhibited Binge Drinkers* in turn, a profile of respondents more likely to have agreed with each inhibitor statement is presented below (with variables listed in hierarchical order of the “strength” of association).<sup>25</sup>

1. *I limit the amount of alcohol I drink so that I don't wake up with a hangover.*
  - *Constrained Binge Drinkers*
    - Age – higher agreement among people aged 25 years or older (i.e. not aged 18 to 24).
    - Ethnicity – non-Māori.
    - Household composition – Families with children aged 15 years or younger.
  - *Uninhibited Binge Drinkers*
    - Ethnicity – higher agreement among Other (non-Māori & non-Pacific) ethnicities.
    - Gender – female.
    - Main drinking location – people mainly drinking at home/friends' houses.
    - Age – people aged 25-49 years.
2. *I am concerned about the long-term effects of alcohol on my physical well-being.*
  - *Constrained Binge Drinkers*
    - Gender – higher agreement among females.
    - Town/city size – higher agreement among those living in small towns (1,000-9,999 people); also those living in large towns or cities (30,000+).
  - *Uninhibited Binge Drinkers*
    - Not further analysed due to low overall level of agreement.
3. *I am concerned about the long-term effects of alcohol on my internal organs.*
  - *Constrained Binge Drinkers*
    - Household composition – higher agreement among young couples without children, and single/one person households.
  - *Uninhibited Binge Drinkers*
    - Not further analysed due to low overall level of agreement.

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<sup>25</sup> Only those variables that were significantly related to the statement at the 95% level of confidence have been included, and are listed in hierarchical order (from most to least significant).

4. *I try not to drink so much I forget what I was doing or what happened.*
- *Constrained Binge Drinkers*
    - Gender – higher agreement among females.
  - *Uninhibited Binge Drinkers*
    - Ethnicity – higher agreement among Other (non-Māori & non-Pacific) ethnicities.
    - Household composition –flat/shared (non-family) households.
    - Gender – female.
5. *I limit the amount of alcohol I drink so that it doesn't affect my work.*
- *Constrained Binge Drinkers*
    - Main drinking location – higher agreement among those mainly drinking at home.
    - Age - people aged 25 years or older.
  - *Uninhibited Binge Drinkers*
    - Ethnicity – higher agreement among Other (non-Māori & non-Pacific) ethnicities.
6. *I limit the amount of alcohol I drink because of responsibilities to my family.*
- *Constrained Binge Drinkers*
    - Household composition – higher agreement among families with children aged 15 years or younger.
    - Age – people aged 25 years or older (i.e. not aged 18 to 24).
    - Ethnicity – Māori and Pacific groups.
    - Main drinking location –at home/friends' house.
  - *Uninhibited Binge Drinkers*
    - Household composition – higher agreement among families with children aged 15 years or younger.
    - Age – people aged 25-49 years.
    - Personal income – tend to higher income (\$30,000 or higher).
7. *I limit the amount of alcohol I drink so that I don't do anything I would regret later.*
- *Constrained Binge Drinkers*
    - Main drinking location – higher agreement among those mainly drinking at home/friends' houses.
  - *Uninhibited Binge Drinkers*
    - No significantly discriminating variables.

8. *I limit the amount of alcohol I drink because of religious beliefs or commitments.*

- *Constrained Binge Drinkers*
  - Ethnicity – higher agreement among Pacific Peoples.
  - Drinking frequency – tend to drink less often.
- *Uninhibited Binge Drinkers*
  - Ethnicity – higher agreement among Pacific Peoples.

#### 6.2.1.2 Multiple variable analysis<sup>26</sup>

1. *I limit the amount of alcohol I drink so that I don't wake up with a hangover.*

- *Constrained Binge Drinkers* (80% agreement overall) – Non-Māori females aged 25 years or older (86%).
- *Uninhibited Binge Drinkers* (61% agreement overall) – Respondents aged 25 years or older from small-to-medium sized towns, who mainly drink at home or friends' houses (89%); and people with higher personal incomes (\$30,000 or more) from large towns/cities who mainly drink at home or friends' houses (80%).

2. *I am concerned about the long-term effects of alcohol on my physical well-being.*

- *Constrained Binge Drinkers* (87% agreement overall) – No discriminating subgroups (primarily because of uniformly high level of overall agreement).
- *Uninhibited Binge Drinkers* (22% agreement overall) – Not further analysed due to low overall level of agreement.

3. *I am concerned about the long-term effects of alcohol on my internal organs.*

- *Constrained Binge Drinkers* (87% agreement overall) – Single person/young couples (98%).
- *Uninhibited Binge Drinkers* (31% agreement overall) – Not further analysed due to low overall level of agreement.

4. *I try not to drink so much I forget what I was doing or what happened.*

- *Constrained Binge Drinkers* (70% agreement overall) – Females who drink less frequently (i.e. less than once per week) (96%); and Males who drink less frequently (i.e. less than once per week), who mainly drink at home or friends' houses (84%).
- *Uninhibited Binge Drinkers* (54% agreement overall) – People with higher personal incomes (\$30,000 or more), who do not have children aged 15 years or younger (65%).

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<sup>26</sup> Because this part of the analysis was conducted on the basis of a simultaneous consideration of a range of demographic and behavioural variables, i.e. was deliberately designed to identify combinations of variables, key subgroups will not necessarily include the single variables identified in the previous section.

5. *I limit the amount of alcohol I drink so that it doesn't affect my work.*
  - *Constrained Binge Drinkers* (87% agreement overall) – No discriminating subgroups (primarily because of uniformly high level of overall agreement).
  - *Uninhibited Binge Drinkers* (64% agreement overall) – More frequent drinkers (once or more per week), who are not of Pacific ethnicity (69%).
6. *I limit the amount of alcohol I drink because of responsibilities to my family.*
  - *Constrained Binge Drinkers* (85% agreement overall) – People aged 30 years or more (93%).
  - *Uninhibited Binge Drinkers* (54% agreement overall) – People aged 30 years or more, and with children aged 15 years or younger (86%).
7. *I limit the amount of alcohol I drink so that I don't do anything I would regret later.*
  - *Constrained Binge Drinkers* (78% agreement overall) – People with no personal income (or with income loss) (94%); and those with an income of \$30-70,000 who mainly drink at home (81%); and those with an income of \$70,000 or more (100%).
  - *Uninhibited Binge Drinkers* (53% agreement overall) – People with higher incomes (\$30,000 or more), and single or shared (non-family) households, and who mainly drink at home or friends' houses (65%); and people with higher incomes (\$30,000 or more), who have children aged 15 years or younger, and who mainly drink at home or friends' houses (66%).
8. *I limit the amount of alcohol I drink because of religious beliefs or commitments.*
  - *Constrained Binge Drinkers* (18% agreement overall) – Pacific Island people with income less than \$50,000 (48%).
  - *Uninhibited Binge Drinkers* (3% agreement overall) – Not further analysed due to low overall level of agreement.

## **6.2.2 A profile of common demographic and behavioural subgroups with higher than average agreement with two or more inhibitor statements**

### **6.2.2.1 Single variable analysis**

There is limited commonality across statements when examining attributes individually, with the following groups exhibiting higher levels of agreement with at least two statements:

- *Constrained Binge Drinkers*
  - People aged 25 years or older – limiting alcohol so they don't wake up with a hangover and so alcohol doesn't affect their work and because of family responsibilities.
  - Families with children aged 15 years or younger - limiting alcohol so they don't wake up with a hangover and because of family responsibilities.

- Females – trying not to drink so much they forget what they were doing and concerned about effects on their physical well-being.
- People who mainly drink at home – limiting alcohol so it doesn't affect their work and so they don't do anything they would regret later.
- *Uninhibited Binge Drinkers*
  - NZ European/Other ethnic groups (Non-Māori/non-Pacific) - limiting alcohol so they don't wake up with a hangover and so they don't forget what they were doing and so it doesn't affect their work.
  - Females - limiting alcohol so they don't wake up with a hangover and so they don't forget what they were doing.

#### **6.2.2.2 Multiple variable analysis**

As indicated by the AnswerTree and multivariate cross-tabulation results, specific subgroup combinations do not appear to exhibit higher-than-average levels of agreement for more than one inhibitor statement, for either *Constrained* or *Uninhibited Binge Drinkers*.

## Appendix A: Detailed cross-tabulations

### Youth

Table 12: Gender

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Male	51	49	49	48	64
Female	49	51	51	52	36
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

Table 13: Age

Q3. First of all, can you tell me how old you are?

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
12 years	16	27	10	6	3
13 years	20	31	19	7	3
14 years	16	17	18	21	6
15 years	16	10	22	21	19
16 years	17	9	20	26	28
17 years	15	6	11	19	41
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

Table 14: Ethnicity

Q4. And which of the following ethnic groups do you belong to? You can belong to more than one

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Māori	20	17	20	23	28
Pacific peoples	9	13	3	6	4
Other ethnic groups	71	70	77	71	68
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 15: Education/employment status**

*Q41. Which of these best describes your current employment or educational status?*

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
At school	89	96	99	83	68
At university/polytech/private training establishment	4	2	1	7	12
Working full-time	3	1	0	5	14
Working part-time	11	6	14	18	19
Unemployed	4	5	1	5	5
Other	0	0	0	0	0
Total	**	**	**	**	**

Note: Total may exceed 100% because of multiple response.

**Table 16: Church-going status**

*Q44. Are you an active church-goer? By this I mean do you go to church at least once a month?*

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Yes	37	49	24	33	14
No	63	51	76	67	86
Don't know/Refused	0	0	1	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 17: Rural/urban location**

*Q42. Which of these best describes where you live?*

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Rural area (under 1,000 population)	9	11	4	7	13
A small town (1,000 - 9,999 population)	14	11	19	18	12
A medium-sized town (10,000 to 29,999 population)	16	16	13	18	15
A large town or city (30,000 or more population)	59	62	61	54	57
Don't know	2	1	3	3	3
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 18: Region**

*Q43. In which of the following areas do you live?*

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Northland	3	3	4	1	4
Auckland	51	57	38	51	40
Waikato	4	5	2	4	4
Bay of Plenty	19	13	30	19	28
Gisborne	1	1	1	0	0
Hawkes Bay	1	1	1	2	2
Taranaki	0	0	2	0	0
Manawatu – Wanganui	2	3	2	0	0
Wellington – Wairarapa	8	8	14	8	5
Tasman	0	0	0	0	0
Nelson	1	1	0	2	0
Marlborough	3	3	3	3	1
West Coast	0	0	0	0	0
Canterbury	2	1	0	1	6
Otago	3	2	3	4	5
Southland	2	1	1	4	4
Don't know	0	0	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 19: Attitudes to parental involvement in young people's drinking**

*Q29. Please tell me whether you agree or disagree with the following statements that other people have made about parents or guardians in relation to alcohol.*

	Sub Sample n=319* %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
<b><i>My parents set strict rules about me drinking alcohol</i></b>				
Agree	60	66	76	31
Neutral	2	2	1	4
Disagree	37	29	23	65
Don't know	1	2	0	0
Total	100	100	100	100
<b><i>My parents know that I drink alcohol but disapprove</i></b>				
Agree	33	34	37	26
Neutral	3	3	2	3
Disagree	63	60	59	71
Don't know	2	3	2	0
Total	100	100	100	100
<b><i>My parents don't mind if I drink alcohol but I'm not allowed to get trashed</i></b>				
Agree	83	90	89	68
Neutral	0	1	0	0
Disagree	16	10	11	30
Don't know	0	0	0	1
Total	100	100	100	100

continued...

Table 19 (continued):

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
<b><i>My parents know that I drink and are OK about it</i></b>				
Agree	79	78	79	81
Neutral	3	3	2	4
Disagree	17	20	18	14
Don't know	1	0	1	0
Total	100	100	100	100
<b><i>My parents know when I drink</i></b>				
Agree	78	87	80	68
Neutral	3	1	3	4
Disagree	18	12	16	28
Don't know	1	1	1	0
Total	100	100	100	100
<b><i>I don't drink much because my parents don't let me go out enough</i></b>				
Agree	37	49	44	13
Neutral	1	3	1	0
Disagree	60	45	53	87
Don't know	2	3	2	0
Total	100	100	100	100
<b><i>I will get into trouble from my parents if I drink too much</i></b>				
Agree	66	80	78	33
Neutral	0	0	0	0
Disagree	33	17	21	66
Don't know	1	3	0	1
Total	100	100	100	100
<b><i>My parents talk openly and honestly with me about alcohol</i></b>				
Agree	84	88	84	79
Neutral	0	0	0	0
Disagree	16	12	16	21
Don't know	0	0	0	0
Total	100	100	100	100
<b><i>My parents worry about how much I drink</i></b>				
Agree	65	61	68	62
Neutral	1	0	1	0
Disagree	34	38	30	37
Don't know	1	1	0	1
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 20: Attitudes toward the benefits of drinking alcohol**

*Q33. Please tell me whether you agree or disagree with the following statements that other people have made about the possible benefits of drinking alcohol.*

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
<b><i>Having a drink with friends and family gives me a sense of belonging</i></b>				
Agree	44	32	52	45
Neutral	2	2	3	1
Disagree	53	66	45	54
Don't know	0	0	0	0
Total	100	100	100	100
<b><i>I drink alcohol because everyone else I socialise with does</i></b>				
Agree	30	15	45	22
Neutral	0	0	1	0
Disagree	69	85	54	77
Don't know	0	0	0	0
Total	100	100	100	100
<b><i>I would feel left out by my friends if I didn't drink as much alcohol as them</i></b>				
Agree	14	17	9	18
Neutral	2	2	0	5
Disagree	83	81	89	77
Don't know	1	0	2	0
Total	100	100	100	100
<b><i>I drink to prove myself to my friends</i></b>				
Agree	6	2	11	3
Neutral	1	0	0	2
Disagree	93	98	89	94
Don't know	0	0	0	0
Total	100	100	100	100
<b><i>I regularly play drinking games with my friends</i></b>				
Agree	29	7	25	57
Neutral	1	0	0	3
Disagree	69	93	74	39
Don't know	0	0	1	0
Total	100	100	100	100
<b><i>When I drink alcohol it is easier to meet and get to know people</i></b>				
Agree	62	18	74	86
Neutral	2	0	4	0
Disagree	35	82	20	14
Don't know	1	0	2	0
Total	100	100	100	100
<b><i>I feel more confident when I drink alcohol</i></b>				
Agree	45	11	49	72
Neutral	1	0	2	1
Disagree	53	89	48	27
Don't know	0	0	0	1
Total	100	100	100	100

continued...

Table 20 (continued):

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
<b><i>It's easier to chat people up when I drink alcohol</i></b>				
Agree	52	7	60	83
Neutral	3	2	6	1
Disagree	44	90	34	16
Don't know	1	1	1	0
Total	100	100	100	100
<b><i>I am more likely to engage in sexual activity when I drink alcohol</i></b>				
Agree	34	9	35	58
Neutral	2	0	3	3
Disagree	63	91	60	39
Don't know	1	0	2	0
Total	100	100	100	100
<b><i>Everything seems happier when I drink alcohol</i></b>				
Agree	49	14	60	65
Neutral	2	0	2	5
Disagree	48	86	37	31
Don't know	0	0	0	0
Total	100	100	100	100
<b><i>I enjoy the buzz I get when I drink alcohol</i></b>				
Agree	62	20	71	89
Neutral	2	3	3	0
Disagree	34	74	25	11
Don't know	1	3	1	0
Total	100	100	100	100
<b><i>Drinking alcohol gives me something to do</i></b>				
Agree	33	5	34	57
Neutral	1	0	0	3
Disagree	66	95	65	40
Don't know	0	0	1	0
Total	100	100	100	100
<b><i>Alcohol helps me wind down and relax</i></b>				
Agree	59	18	76	71
Neutral	2	4	1	3
Disagree	39	78	23	26
Don't know	0	0	0	0
Total	100	100	100	100
<b><i>I drink alcohol to escape from reality</i></b>				
Agree	13	5	14	19
Neutral	1	0	1	1
Disagree	86	95	85	79
Don't know	0	0	0	1
Total	100	100	100	100

continued...

Table 20 (continued):

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
<b><i>I drink to get drunk</i></b>				
Agree	25	5	23	45
Neutral	3	1	1	9
Disagree	71	94	75	43
Don't know	1	0	0	2
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

Table 21: Attitudes toward the inhibitors to drinking alcohol

Q34. Please tell me whether you agree or disagree with the following statements about things that other people have said about limiting the amount of alcohol they drink.

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
<b><i>I limit the amount of alcohol I drink so that I don't wake up with a hangover</i></b>				
Agree	67	83	85	26
Neutral	1	1	1	1
Disagree	32	16	14	73
Don't know	0	1	0	0
Total	100	100	100	100
<b><i>I try NOT to pass out or throw up from drinking too much</i></b>				
Agree	83	84	90	70
Neutral	1	0	1	0
Disagree	16	16	8	29
Don't know	1	0	1	0
Total	100	100	100	100
<b><i>I try NOT to drink so much I forget what I was doing or what happened</i></b>				
Agree	67	70	82	39
Neutral	3	0	1	9
Disagree	30	28	16	53
Don't know	1	2	0	0
Total	100	100	100	100
<b><i>The thought of putting on weight stops me from drinking too much</i></b>				
Agree	30	23	44	14
Neutral	1	5	0	0
Disagree	68	72	55	86
Don't know	0	0	1	0
Total	100	100	100	100

continued....

Table 21 (continued):

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
<b><i>I am NOT concerned about the long-term effects of alcohol on my physical appearance</i></b>				
Agree	26	9	32	35
Neutral	2	0	0	5
Disagree	70	88	68	57
Don't know	2	3	0	3
Total	100	100	100	100
<b><i>I am NOT concerned about the long-term effects of alcohol on my internal organs, e.g. liver, brain</i></b>				
Agree	24	15	23	32
Neutral	1	0	0	3
Disagree	75	85	76	65
Don't know	0	0	1	0
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink so that it doesn't affect my physical performance, e.g. sport, work</i></b>				
Agree	74	93	85	40
Neutral	2	0	1	4
Disagree	24	7	13	56
Don't know	0	1	0	0
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink so that it doesn't affect my mental performance, e.g. study, ability to concentrate</i></b>				
Agree	78	93	92	42
Neutral	2	0	1	3
Disagree	20	7	6	55
Don't know	0	1	0	0
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink so that I don't do anything I would regret later</i></b>				
Agree	80	98	92	45
Neutral	2	0	1	4
Disagree	18	2	7	52
Don't know	0	0	0	0
Total	100	100	100	100
<b><i>I am concerned about getting caught up in arguments or fights if I drink too much</i></b>				
Agree	61	72	69	37
Neutral	2	3	2	0
Disagree	37	25	28	63
Don't know	0	0	1	0
Total	100	100	100	100

continued...

Table 21 (continued):

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
<b><i>I worry about getting into a sexual situation that I might later regret if I drink too much</i></b>				
Agree	71	82	74	56
Neutral	1	0	2	1
Disagree	27	15	23	43
Don't know	1	2	0	1
Total	100	100	100	100
<b><i>Getting hold of alcohol is not a problem</i></b>				
Agree	70	40	79	86
Neutral	1	2	0	0
Disagree	27	52	20	14
Don't know	2	6	0	0
Total	100	100	100	100
<b><i>I can afford as much alcohol as I want</i></b>				
Agree	24	22	19	33
Neutral	1	0	0	3
Disagree	74	78	80	62
Don't know	1	0	1	2
Total	100	100	100	100
<b><i>I am OK NOT drinking when I spend time with my friends who are drinking</i></b>				
Agree	79	84	84	68
Neutral	1	0	0	2
Disagree	19	15	14	30
Don't know	1	1	2	0
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink because of religious beliefs or commitments</i></b>				
Agree	25	33	31	7
Neutral	0	1	0	1
Disagree	72	63	66	91
Don't know	3	4	4	1
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink when I have to drive</i></b>				
Agree	61	62	59	63
Neutral	1	0	1	0
Disagree	7	1	4	16
Don't know	32	38	35	21
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 22: General attitudes toward alcohol**

*Q35. Please tell me whether you agree or disagree with the following general statements that other people have made about alcohol.*

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
<b><i>It's OK to get drunk as long as it's not every day</i></b>					
Agree	59	43	45	82	92
Neutral	1	1	3	0	3
Disagree	38	55	52	16	5
Don't know	1	2	0	1	0
Total	100	100	100	100	100
<b><i>It's never OK to get drunk</i></b>					
Agree	36	52	36	19	5
Neutral	3	3	2	4	0
Disagree	61	44	61	76	95
Don't know	1	2	1	0	0
Total	100	100	100	100	100
<b><i>Drinking a small amount of alcohol every day is OK</i></b>					
Agree	38	37	34	39	45
Neutral	0	0	0	0	1
Disagree	60	61	66	61	54
Don't know	1	2	0	0	0
Total	100	100	100	100	100
<b><i>Young people shouldn't drink alcohol until they are a responsible adult</i></b>					
Agree	69	88	69	49	34
Neutral	1	0	0	2	0
Disagree	31	12	31	49	65
Don't know	0	0	0	0	0
Total	100	100	100	100	100
<b><i>There is nothing good about drinking a lot of alcohol</i></b>					
Agree	72	80	87	67	35
Neutral	1	1	1	2	1
Disagree	27	18	12	31	64
Don't know	1	1	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 23: Ever tried alcohol**

*Q6. Have you ever tried alcohol, even a sip? This includes beer, wine, spirits, liqueurs and pre-mixed drinks such as Stollies, Purple Guaranas, KGB.*

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Yes	82	63	100	100	100
No	18	37	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 24: Ever had a full glass of alcohol**

*Q7. Have you ever had a full glass of alcohol? By this, I mean a whole can or bottle of beer, or a whole glass of wine?*

	Sub Sample n=499*	Current Non- Drinkers n=180	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%	%
Yes	68	16	100	100	100
No	32	84	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have ever tried alcohol.

**Table 25: Age first started drinking more than the occasional sip**

*Q8. About how old were you when you started drinking more than the occasional sip of alcohol?*

	Sub Sample n=356*	Current Non- Drinkers n=37**	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%	%
Before I was 12 years old	8	10	5	11	7
12 years old	12	6	27	7	9
13 years old	16	31	15	10	24
14 years old	29	24	21	30	37
15 years old	22	6	16	28	23
16 years old	9	13	10	13	1
17 years old	1	0	5	0	0
Not really drinking (now)	1	9	0	0	0
Don't know	1	1	1	1	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have ever had a full glass of alcohol.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 26: Frequency of drinking alcohol**

*Q9. AT PRESENT, about how often do you have an alcoholic drink of any kind?*

	Sub Sample n=356*	Current Non- Drinkers n=37**	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%	%
Everyday/almost everyday	2	0	0	1	7
About 2 or 3 times a week	9	0	5	2	27
About once a week	14	0	3	12	31
About once every two weeks	17	0	9	25	18
About once a month	25	0	25	38	13
Only a few times a year	24	0	57	21	4
Never drink alcohol now	9	100	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have ever had a full glass of alcohol.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 27: When alcohol is typically consumed**

*Q9a. When you drink alcohol, would it be mostly on weekends and holidays, mostly on weekdays, or a combination of both?*

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
Mostly on weekends and holidays	81	79	86	75
Mostly on weekdays	4	3	3	6
A combination of both	14	15	11	18
Don't know	1	4	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 28: Ever drunk five or more drinks on one occasion**

*Q10. Have you EVER drunk five or more drinks on one occasion?*

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
Yes	58	19	57	95
No	42	81	43	4
Don't know	0	0	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 29: Drunk five or more drinks on one occasion in the last two weeks**

*Q11. And have you drunk five or more drinks on one occasion any time in the last two weeks?*

	Sub Sample n=199*	Supervised Drinkers n=21**	Social Binge Drinkers n=89	Uncontrolled Binge Drinkers n=89
	%	%	%	%
Yes	47	35	32	63
No	53	65	68	37
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have ever drunk five or more drinks on one occasion.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 30: Number of times drunk five or more drinks on one occasion in the last two weeks**

*Q12. How many times in the last two weeks did you do that? That is, drink five or more drinks in a row.*

	Sub Sample n=95* %	Supervised Drinkers n=5** %	Social Binge Drinkers n=29** %	Uncontrolled Binge Drinkers n=61 %
Once	45	100	63	31
Twice	19	0	6	27
Three times	16	0	15	17
Four times	9	0	0	14
Five times	1	0	1	0
Six times	2	0	0	3
Seven times	0	0	0	0
Eight to ten times	1	0	0	1
More than ten times	5	0	8	4
Don't know	3	0	8	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have drunk five or more drinks on at least one occasion in the last two weeks.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 31: Main drink type(s) last binge drinking occasion**

*Q13. What did you mainly drink?*

	Sub Sample n=95* %	Supervised Drinkers n=5** %	Social Binge Drinkers n=29** %	Uncontrolled Binge Drinkers n=61 %
Low alcohol beer	3	0	0	4
Ordinary strength beer	44	49	41	45
Extra strength beer (e.g. Elephant Beer, Duvel, Chimay)	2	0	0	4
Cider	2	0	0	4
Wine or sparkling wine	8	0	11	7
Wine cooler	2	0	0	4
RTDs ("Ready to Drinks" e.g. Stollies, Purple Guaranas, KGBs)	29	0	34	30
Low alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov/Moscow Light vodka, Kentucky Gold)	12	8	5	16
Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff vodka, Gin)	27	0	28	29
Liqueurs (e.g. Baileys)	3	0	0	5
Port or sherry	2	0	0	4
Home brew	5	43	0	4
Other	0	0	0	0
Don't know	0	0	0	0
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on those who have drunk five or more drinks on at least one occasion in the last two weeks.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 32: Who mainly drink with**

*Q14. Who do you mainly drink alcohol with? Would it be...?*

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
Friends/schoolmates	61	30	62	91
Parents/caregivers, other whānau/family, e.g. aunts, uncles, grandparents	30	59	27	6
Workmates	1	0	1	1
Older siblings or family/whānau, e.g. cousins, who are teenagers/young adults	7	11	9	2
On my own	1	0	1	0
Don't know	0	1	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 33: Where mainly drink alcohol**

*Q15. And where do you mainly drink alcohol? Is that mainly with or without supervision from a parent or guardian?*

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
At home with parent/guardian supervision	38	61	38	16
At home without parent/guardian supervision	6	4	7	6
Friends' house(s) with parent/guardian supervision	15	13	16	16
Friends' house(s) without parent/guardian supervision	16	5	18	22
Parties	17	13	11	29
Pubs	1	0	0	4
Cafes/restaurants	1	0	1	0
Dance clubs/nightclubs	0	0	0	0
Sports clubs	0	0	0	0
Out and about (on the street, parks, malls, etc.)	5	1	6	5
Other family	2	3	2	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 34: Number of drinks last drinking occasion**

*Q17. Thinking about the last time you drank alcohol, about how many glasses did you drink.*

	Sub Sample n=319* %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Less than a full glass, e.g. a sip	10	24	5	3
Only one glass	18	34	17	5
Two glasses	17	13	24	9
Three glasses	13	13	19	4
Four glasses	6	3	8	7
Five or six glasses	10	4	11	15
Seven or eight glasses	7	4	4	16
Nine or ten glasses	3	1	1	10
More than ten glasses	12	2	9	26
Don't know	4	2	3	6
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 35: Whether parent/guardian knew about last drinking occasion**

*Q18. And on this occasion, did a parent or guardian know that you were drinking alcohol?*

	Sub Sample n=319* %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Yes	84	94	81	80
No	15	6	19	19
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 36: Whether own parent/guardian or someone else's knew about last drinking occasion**

*Q18a. Was this your parent(s)/guardian(s), or someone else's parent(s) or guardian(s) (e.g. a friend)?*

	Sub Sample n=256* %	Supervised Drinkers n=67 %	Social Binge Drinkers n=111 %	Uncontrolled Binge Drinkers n=78 %
My parent(s)/guardian(s)	79	85	82	69
Someone else's parent(s)/guardian(s)	21	15	18	31
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who reported a parent/guardian knew about the last drinking occasion.

**Table 37: Main drink type(s) last drinking occasion**

*Q18b. What did you mainly drink?*

	Sub Sample n=319* %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Low alcohol beer	5	11	2	4
Ordinary strength beer	39	30	38	48
Extra strength beer (e.g. Elephant Beer, Duvel, Chimay)	1	1	0	2
Cider	1	0	0	2
Wine or sparkling wine	15	22	14	10
Wine cooler	1	1	0	5
RTDs ("Ready to Drinks" e.g. Stollies, Purple Guaranas, KGBs)	19	12	22	21
Low alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov/Moscow Light vodka, Kentucky Gold)	17	15	16	19
Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff vodka, Gin)	14	5	16	20
Liqueurs (e.g. Baileys)	1	0	0	3
Port or sherry	1	0	0	2
Home brew	1	3	0	2
Other	0	1	0	0
Don't know	3	3	4	1
Total	**	**	**	**

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on current drinkers.

**Table 38: How usually obtain alcohol**

*Q19. How do you usually get the alcohol that you drink?*

	Sub Sample n=319* %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
I buy it myself	4	1	1	13
From a boyfriend/girlfriend	3	0	2	5
From friends 18 & over	26	14	24	39
From friends under 18	9	3	8	14
From a brother or sister 18 & over	4	3	6	3
From a brother or sister under 18	1	0	0	4
From a friend's brother or sister 18 & over	3	3	3	4
From a friend's brother or sister under 18	1	0	0	2
From parents	53	67	53	39
From other family/whānau	9	9	9	9
From a friend's parent(s)	8	5	8	10
From another adult I know	1	0	1	3
From a stranger	1	0	0	3
Steal it/sneak it	0	0	0	0
Other	1	3	1	1
Don't know	1	0	2	0
Total	**	**	**	**

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on current drinkers.

**Table 39: Extent of supervision when drinking at home**

*Q20. Thinking about parental supervision, when you drink alcohol at home are you supervised...?*

	Sub Sample n=319* %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Never drink alcohol at home	13	8	14	15
All of the time	31	55	29	10
Most of the time	36	28	41	35
Some of the time	13	5	10	26
Hardly ever	6	1	5	11
Never	2	2	1	5
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 40: Whether parents have supplied alcohol to take to a social function**

*Q21. And in the last six months have your parents given you alcohol to take to a social function that you were going to without them?*

	Sub Sample n=138* %	Supervised Drinkers n=42** %	Social Binge Drinkers n=65 %	Uncontrolled Binge Drinkers n=31** %
Yes	34	5	31	86
No	66	95	68	14
Don't know	0	0	1	0
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who are usually provided alcohol from a parent.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 41: Adult supervision at social function**

*Q22. Thinking about the last time your parents gave you alcohol to take to a social function, was there adult supervision at the function?*

	Sub Sample n=45* %	Supervised Drinkers n=3** %	Social Binge Drinkers n=19** %	Uncontrolled Binge Drinkers n=23** %
Yes	87	100	90	83
No	13	0	10	16
Don't know	1	0	0	2
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those whose parents have supplied alcohol to take to a social function.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 42: Nature of adult supervision at social function**

*Q22a. Which of the following best describes the kind of adult supervision at this function?*

	Sub Sample n=38* %	Supervised Drinkers n=3** %	Social Binge Drinkers n=17** %	Uncontrolled Binge Drinkers n=18** %
Not actively supervising but would get involved if necessary, e.g. mostly keeping to themselves in another place/room/part of the house	44	0	43	50
Actively supervising, e.g. serving food, monitoring behaviour and drinking	56	100	57	50
Other	0	0	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who reported adult supervision at a social function.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 43: Whether personally purchase alcohol (prompted)**

*Q23. Do you ever buy alcohol yourself? By this I mean you personally asking for and handing over the money for it?*

	Sub Sample n=304* %	Supervised Drinkers n=75 %	Social Binge Drinkers n=140 %	Uncontrolled Binge Drinkers n=89 %
Yes	7	4	5	12
No	93	96	95	88
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers who did not report personally purchasing alcohol on an unprompted basis.

**Table 44: Whether personally purchase alcohol**

*Q19/23. Do you ever buy alcohol yourself? By this I mean you personally asking for and handing over the money for it?*

	Sub Sample n=319* %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
Yes	10	4	6	23
No	90	96	94	77
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 45: Where alcohol is mostly purchased**

*Q24. Where do you most often buy alcohol?*

	Sub Sample n=38*	Supervised Drinkers n=6**	Social Binge Drinkers n=11**	Uncontrolled Binge Drinkers n=21**
	%	%	%	%
A pub	1	0	3	0
Café/restaurant	0	0	0	0
Dance club/nightclub	11	0	0	18
Bottle store/off licence	83	81	97	77
Supermarket	3	12	0	2
Sports club	1	7	0	0
Party or event licensed to sell alcohol	0	0	0	0
Other	1	0	0	2
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who personally purchase alcohol.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 46: Frequency of being asked for ID when personally purchasing alcohol**

*Q25. When trying to buy alcohol, how often are you asked to show ID? Would it be...?*

	Sub Sample n=38*	Supervised Drinkers n=6**	Social Binge Drinkers n=11**	Uncontrolled Binge Drinkers n=21**
	%	%	%	%
Always	6	0	21	1
Mostly	23	12	5	32
Sometimes	24	12	5	34
Hardly ever	26	57	35	16
Never	21	19	33	16
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who personally purchase alcohol.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 47: Frequency of which alcohol is successfully purchased**

*Q26. And when you personally try to buy alcohol, do you get it...?*

	Sub Sample n=38*	Supervised Drinkers n=6**	Social Binge Drinkers n=11**	Uncontrolled Binge Drinkers n=21**
	%	%	%	%
Always	30	19	30	32
Mostly	37	50	22	41
Sometimes	15	19	16	14
Hardly ever	12	12	10	13
Never	0	0	0	0
Don't know	6	0	21	0
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who personally purchase alcohol.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 48: Whether used false ID to personally purchase alcohol**

*Q27. Have you ever used false ID or someone else's ID to buy alcohol?*

	Sub Sample n=38* %	Supervised Drinkers n=6** %	Social Binge Drinkers n=11** %	Uncontrolled Binge Drinkers n=21** %
Yes	26	0	22	32
No	74	100	78	68
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who personally purchase alcohol.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 49: Frequency of successfully purchasing alcohol using false ID**

*Q28. How often are you able to successfully buy alcohol using false ID or someone else's ID?*

	Sub Sample n=6* %	Social Binge Drinkers n=1** %	Uncontrolled Binge Drinkers n=5** %
Always	33	0	42
Mostly	45	100	29
Sometimes	0	0	0
Hardly ever	0	0	0
Never	0	0	0
Don't know	22	0	29
Total	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who personally purchase alcohol using false ID.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 50: Whether drinking more, less or the same, compared to last year**

*Q30. Would you say you are now drinking more, less, or about the same amount of alcohol as you were this time last year?*

	Sub Sample n=319* %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
More	45	23	49	61
About the same	25	51	20	8
Less	25	16	29	28
Did not drink alcohol in the last year	3	7	1	3
Don't know	2	3	1	1
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 51: Reasons drinking more than last year**

*Q31. For what particular reasons are you drinking (more/less)?*

	Sub Sample n=143*	Supervised Drinkers n=21**	Social Binge Drinkers n=66	Uncontrolled Binge Drinkers n=56
	%	%	%	%
Older now, can handle it	36	42	46	22
Because it's fun	8	11	9	6
Socialising more	44	43	42	47
Peer pressure	8	18	8	4
I'm allowed to drink now	11	5	13	10
It's easier to get hold of	9	0	5	17
Was not drinking last year	1	5	1	0
Other	3	0	4	1
Don't know	6	1	2	13
Total	**	**	**	**

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on those drinking more than last year.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 52: Reasons drinking less than last year**

*Q31. For what particular reasons are you drinking (more/less)?*

	Total Sample n=90*	Supervised Drinkers n=16**	Social Binge Drinkers n=46**	Uncontrolled Binge Drinkers n=28**
	%	%	%	%
I don't enjoy it anymore/as much	29	52	27	19
Because of other commitments (school, work, sports, etc.)	35	16	31	55
Personal safety/health reasons	15	4	19	14
Now older/more mature	13	0	17	15
Other	12	25	8	11
Don't know	7	3	8	7
Total	**	**	**	**

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on those drinking less than last year.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 53: Whether tried to cut back drinking since last year**

*Q32. Have you tried to cut back your drinking in the last year?*

	Sub Sample n=319*	Supervised Drinkers n=76	Social Binge Drinkers n=144	Uncontrolled Binge Drinkers n=99
	%	%	%	%
Yes	30	26	30	33
No	68	69	68	66
Don't know	3	5	2	0
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 54: Concerns about alcohol**

Q33a/b/tot. Thinking about alcohol, what sorts of things are a worry for you and other teenagers?  
Do you have any other concerns about alcohol?

	First Mentioned n=319*	Total Mentioned n=319*	Supervised Drinkers		Social Binge Drinkers		Uncontrolled Binge Drinkers	
			First Mentioned n=76 %	Total Mentioned n=76 %	First Mentioned n=144 %	Total Mentioned n=144 %	First Mentioned n=99 %	Total Mentioned n=99 %
Drinking too much/comatose	19	29	22	30	21	30	15	28
Drink driving	13	19	13	15	10	18	20	24
Strong peer pressure/being forced to drink, smoke, do drugs etc.	0	2	0	3	1	2	0	2
Violent/aggressive situations	10	20	5	14	11	22	13	22
Behavioural effects of drinking (change in behaviour)	17	30	19	29	20	33	10	26
Sex/Being with girls/guys when you are too drunk	6	12	6	10	7	12	4	15
Drinking and/or drugs in general	1	1	2	3	0	0	0	0
Spending too much on alcohol	1	2	0	0	0	0	5	7
Keeping safe when out drinking and partying	5	8	9	10	4	7	5	7
Dealing with parents/caregivers concerns about alcohol	2	4	0	4	3	6	1	2
Effects on health	3	11	2	5	4	16	2	7
Getting caught by Police	4	5	1	1	4	6	5	8
Spiked drinks	3	4	0	1	4	5	3	5
Getting into trouble	2	3	0	1	2	2	5	5
Other	0	4	0	3	1	3	1	5
None/no others	8	43	9	44	7	41	9	46
Don't know	5	7	13	15	1	3	3	4
Total	100	**	100	**	100	**	100	**

Note: Components may not always add to 100% exactly because of rounding.

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on current drinkers.

**Table 55: Living situation**

Q36. Which of the following best describes your living situation?

	Total Sample n=626 %	Current Non-Drinkers n=307 %	Supervised Drinkers n=76 %	Social Binge Drinkers n=144 %	Uncontrolled Binge Drinkers n=99 %
I live with two parents, guardians, or parent and step-parent in one place	73	78	74	72	58
I live mostly with one parent or guardian	19	16	18	25	25
My parents, guardians live apart and I live some of the time with both parents, guardians, or parent and step-parent	5	5	6	2	6
I do not live with my parents/guardians	3	1	2	1	11
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 56: Whether parents/guardians drink alcohol**

*Q37. Do either of your parents or guardians drink alcohol?*

	Sub Sample n=600* %	Current Non-Drinkers n=298 %	Supervised Drinkers n=74 %	Social Binge Drinkers n=140 %	Uncontrolled Binge Drinkers n=88 %
Yes	78	67	91	89	87
No	22	32	9	11	13
Don't know	0	1	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who live with one or more parents/guardians.

**Table 57: Whether father, mother or both drink**

*Q38. And does your father, your mother, or both parents/guardians drink?*

	Sub Sample n=436* %	Current Non-Drinkers n=184 %	Supervised Drinkers n=64 %	Social Binge Drinkers n=115 %	Uncontrolled Binge Drinkers n=73 %
Both parents/caregivers drink	68	64	64	70	78
Only father/male caregiver drinks	20	24	19	18	11
Only mother/female caregiver drinks	13	12	17	12	11
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have at least one parent/guardian who drinks alcohol.

**Table 58: Drinking consumption – father**

*Q39. In your opinion, would you say that your father is a...*

	Sub Sample n=374* %	Current Non-Drinkers n=160 %	Supervised Drinkers n=51 %	Social Binge Drinkers n=103 %	Uncontrolled Binge Drinkers n=60 %
Light drinker	54	64	55	54	26
Moderate drinker	39	31	38	38	61
Heavy drinker	6	3	6	8	12
Don't know	1	2	1	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those whose father drinks.

**Table 59: Drinking consumption – mother**

*Q40. In your opinion, would you say that your mother is a...*

	Sub Sample n=327* %	Current Non-Drinkers n=129 %	Supervised Drinkers n=52 %	Social Binge Drinkers n=85 %	Uncontrolled Binge Drinkers n=61 %
Light drinker	74	79	72	76	63
Moderate drinker	23	20	28	20	34
Heavy drinker	2	0	0	5	3
Don't know	0	0	1	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those whose mother drinks.

## Adults

**Table 60: Gender**

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Male	48	48	37	55	53
Female	52	52	63	45	47
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 61: Age**

*Q3. Can you tell me which of these age groups you come into?*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
18-24 years old	13	13	4	22	13
25-29 years old	8	7	4	10	11
30-39 years old	23	19	15	29	28
40-49 years old	19	14	18	23	21
50 years or older	37	47	60	15	27
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 62: Ethnicity**

*Q4. And which of the following ethnic groups do you belong to? You can belong to more than one*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Māori	11	11	7	18	10
Pacific peoples	5	11	2	6	2
Other ethnic groups	84	78	91	76	89
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 63: Employment status**

*Q29. Which of these best describes you?*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Self-employed	13	7	15	12	15
Full time salary or wage earner	48	42	29	57	64
Part-time salary or wage earner (less than 30 hrs/week)	11	8	17	10	8
Retired	15	20	27	4	9
Full-time home-maker	4	5	5	3	2
Student	6	8	4	12	3
Unemployed	1	2	0	1	1
Other beneficiary	5	9	5	4	1
Total	**	**	**	**	**

Note: Total may exceed 100% because of multiple response.

**Table 64: Household composition**

*Q29a. Which of the following best describes your household?*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Young couple without children	7	6	4	9	9
Family household with youngest child under 5	12	14	6	17	13
Family household with youngest child 5 to 15	24	24	22	27	23
Family household with youngest child over 15	9	11	8	12	8
Older couple – no children or none living at home	16	12	25	11	14
Single/one person household	23	23	32	12	24
Flat/shared household – not a family household	7	7	2	11	10
Other family/related household	1	1	0	1	0
Other	0	0	1	0	0
Don't know	0	1	0	0	0
Refused	0	0	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 65: Church-going status**

*Q32. Finally, are you an active churchgoer, or do you regularly go to any other place of worship, for example a synagogue, mosque or temple?*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Yes	25	53	33	14	8
No	75	47	67	86	92
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 66: Personal income**

*Q29b. Which of these best describes your total personal income, before tax or anything else is taken out? Please include any child support, benefits or other income support you may receive. Would it be...?*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Loss or zero income	2	2	2	2	1
\$1 to less than \$10,000	6	10	4	7	4
\$10,000 to less than \$20,000	17	21	23	14	12
\$20,000 to less than \$30,000	16	13	20	17	14
\$30,000 to less than \$50,000	29	23	21	36	37
\$50,000 to less than \$70,000	15	15	11	15	18
\$70,000 to less than \$100,000	4	2	5	2	6
\$100,000 or more	4	1	3	5	5
Don't know	3	7	4	2	2
Refused	3	5	6	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 67: Household income**

*Q29c. And which of these best describes your total combined household income, before tax or anything else is taken out? Would it be...?*

	Sub Sample n=862* %	Non-Drinkers n=206 %	Conscious Moderators n=149 %	Constrained Binge Drinkers n=310 %	Uninhibited Binge Drinkers n=197 %
Loss or zero income	0	0	0	0	0
\$1 to less than \$10,000	1	2	0	2	1
\$10,000 to less than \$20,000	6	10	9	6	1
\$20,000 to less than \$30,000	9	9	12	6	9
\$30,000 to less than \$50,000	20	22	21	18	20
\$50,000 to less than \$70,000	19	21	14	28	15
\$70,000 to less than \$100,000	18	15	18	13	24
\$100,000 or more	17	10	12	20	25
Don't know	7	10	9	6	6
Refused	2	1	5	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub-sample based on those married or living with a partner.

**Table 68: Rural/urban status**

*Q30. Which of these best describes where you live?*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Rural area (under 1,000 population)	10	4	15	9	11
A small town (1,000 - 9,999 population)	8	10	6	14	5
A medium-sized town (10,000 to 29,999 population)	12	8	18	13	9
A large town or city (30,000 or more population)	68	77	61	64	74
Don't know	1	1	1	0	1
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 69: Region**

*Q43. In which of the following areas do you live?*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Northland	3	0	4	3	2
Auckland	44	61	40	41	40
Waikato	6	4	6	7	7
Bay of Plenty	7	5	7	11	4
Gisborne	3	4	1	5	4
Hawkes Bay	4	3	3	4	4
Taranaki	3	2	5	4	3
Manawatu – Wanganui	6	8	10	3	2
Wellington – Wairarapa	14	7	15	10	21
Tasman	0	0	1	0	0
Nelson	1	0	2	0	2
Marlborough	0	0	0	0	1
West Coast	1	0	0	0	2
Canterbury	4	2	2	7	4
Otago	3	2	3	5	3
Southland	0	0	0	0	1
Don't know	0	0	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 70: Attitudes to parental involvement in young people's drinking**

*Q20. I now want to read out some statements that other people have made about young people in relation to alcohol. As I read out each one, please tell me whether you agree or disagree with it.*

	Sub Sample n=192* %	Non-Drinkers n=48** %	Conscious Moderators n=43** %	Constrained Binge Drinkers n=64 %	Uninhibited Binge Drinkers n=37** %
<b><i>I set strict rules about my children drinking alcohol</i></b>					
Agree	63	59	72	66	53
Neutral	3	1	0	4	6
Disagree	21	24	1	29	33
Don't know	13	16	27	1	8
Total	100	100	100	100	100
<b><i>I know that my children drink alcohol but I disapprove</i></b>					
Agree	15	19	16	24	2
Neutral	3	6	1	0	5
Disagree	52	50	24	57	79
Don't know	30	25	59	19	15
Total	100	100	100	100	100
<b><i>I don't mind if my children drink alcohol but they are not allowed to get drunk</i></b>					
Agree	38	50	8	65	33
Neutral	2	0	0	0	6
Disagree	56	47	82	35	56
Don't know	5	3	10	0	6
Total	100	100	100	100	100

continued...

Table 70 (continued):

	Sub Sample n=192*	Non- Drinkers n=48**	Conscious Moderators n=43**	Constrained Binge Drinkers n=64	Uninhibited Binge Drinkers n=37**
	%	%	%	%	%
<b><i>I know that my children drink and I'm OK about it</i></b>					
Agree	31	40	5	49	32
Neutral	4	0	0	10	5
Disagree	36	43	34	32	37
Don't know	30	18	61	10	26
Total	100	100	100	100	100
<b><i>I know when my children drink</i></b>					
Agree	52	56	14	75	65
Neutral	0	0	0	0	1
Disagree	21	21	20	22	20
Don't know	27	23	66	4	14
Total	100	100	100	100	100
<b><i>My children don't drink much because I don't let them go out enough</i></b>					
Agree	21	21	18	21	23
Neutral	4	0	0	12	4
Disagree	43	49	28	57	40
Don't know	32	30	54	9	33
Total	100	100	100	100	100
<b><i>I will reprimand or punish my children if they drink too much</i></b>					
Agree	52	60	49	56	45
Neutral	1	0	1	0	4
Disagree	32	32	12	42	43
Don't know	14	9	37	2	8
Total	100	100	100	100	100
<b><i>I talk openly and honestly with my children about alcohol</i></b>					
Agree	97	97	98	100	93
Neutral	0	0	0	0	0
Disagree	1	2	1	0	0
Don't know	2	1	2	0	7
Total	100	100	100	100	100
<b><i>I worry about how much my children drink</i></b>					
Agree	28	25	23	44	21
Neutral	3	0	1	2	10
Disagree	38	45	15	45	51
Don't know	30	30	61	9	19
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those responsible for the care of young people aged 12 to 17 years.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 71: Attitudes toward the benefits of drinking alcohol**

*Q24. Now, I want to read some statements that other people have made about the possible benefits of drinking alcohol. As I read out each one, please tell me whether you agree or disagree with it.*

	Sub Sample n=894* %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
<b><i>Having a drink with friends and family gives me a sense of belonging</i></b>				
Agree	31	24	37	34
Neutral	2	1	3	2
Disagree	65	69	60	64
Don't know	2	5	0	0
Total	100	100	100	100
<b><i>I drink alcohol because everyone else I socialise with does</i></b>				
Agree	11	6	16	13
Neutral	1	1	1	1
Disagree	86	90	83	86
Don't know	1	3	0	0
Total	100	100	100	100
<b><i>I would feel left out by my friends or family if I didn't drink as much alcohol as them</i></b>				
Agree	3	0	7	4
Neutral	1	1	0	0
Disagree	95	94	93	96
Don't know	2	4	0	0
Total	100	100	100	100
<b><i>I regularly play drinking games with friends or family</i></b>				
Agree	5	0	10	7
Neutral	1	0	0	2
Disagree	89	90	86	90
Don't know	5	10	4	2
Total	100	100	100	100
<b><i>When I drink alcohol it is easier to meet and get to know people</i></b>				
Agree	39	12	65	46
Neutral	3	2	1	5
Disagree	54	80	34	45
Don't know	3	6	0	3
Total	100	100	100	100
<b><i>I feel more confident when I drink alcohol</i></b>				
Agree	27	1	51	34
Neutral	4	6	2	5
Disagree	68	91	47	61
Don't know	1	2	0	0
Total	100	100	100	100
<b><i>Everything seems happier when I drink alcohol</i></b>				
Agree	24	6	41	27
Neutral	6	6	6	6
Disagree	69	85	53	67
Don't know	1	3	0	0
Total	100	100	100	100

continued...



Table 71 (continued):

	Sub Sample n=894*	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%
<b><i>I enjoy the buzz I get when I drink alcohol</i></b>				
Agree	45	12	64	62
Neutral	4	6	3	2
Disagree	49	76	32	35
Don't know	3	6	1	2
Total	100	100	100	100
<b><i>Drinking alcohol gives me something to do</i></b>				
Agree	9	2	18	9
Neutral	1	2	1	1
Disagree	88	92	81	89
Don't know	2	3	0	1
Total	100	100	100	100
<b><i>Alcohol helps me wind down and relax</i></b>				
Agree	68	50	77	79
Neutral	3	6	1	1
Disagree	28	43	22	19
Don't know	1	1	0	1
Total	100	100	100	100
<b><i>It's easier to initiate a sexual encounter when I drink alcohol</i></b>				
Agree	19	5	30	24
Neutral	2	2	1	2
Disagree	74	85	68	69
Don't know	5	7	1	5
Total	100	100	100	100
<b><i>I drink alcohol to escape from reality</i></b>				
Agree	7	2	13	6
Neutral	0	0	1	0
Disagree	92	95	85	93
Don't know	1	2	0	0
Total	100	100	100	100
<b><i>I drink to get drunk</i></b>				
Agree	8	0	14	10
Neutral	1	0	2	2
Disagree	90	97	84	88
Don't know	1	3	0	0
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 72: Attitudes toward the inhibitors to drinking alcohol**

*Q27. As I read out each one, please tell me whether you agree or disagree with it.*

	Sub Sample n=894* %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
<b><i>I limit the amount of alcohol I drink so that I don't wake up with a hangover</i></b>				
Agree	70	70	80	61
Neutral	1	0	1	1
Disagree	23	14	18	36
Don't know	7	16	2	2
Total	100	100	100	100
<b><i>I try NOT to drink so much I forget what I was doing or what happened</i></b>				
Agree	61	62	70	54
Neutral	1	1	0	2
Disagree	26	13	24	41
Don't know	11	24	5	3
Total	100	100	100	100
<b><i>The thought of putting on weight stops me from drinking too much</i></b>				
Agree	27	24	50	11
Neutral	2	3	2	0
Disagree	63	53	46	88
Don't know	8	20	2	1
Total	100	100	100	100
<b><i>I am concerned about the long-term effects of alcohol on my physical appearance</i></b>				
Agree	39	43	69	11
Neutral	3	3	5	2
Disagree	48	32	22	84
Don't know	10	22	4	4
Total	100	100	100	100
<b><i>I am concerned about the long-term effects of alcohol on my physical well-being</i></b>				
Agree	52	53	87	22
Neutral	2	4	0	2
Disagree	38	25	10	74
Don't know	8	18	3	2
Total	100	100	100	100
<b><i>I am concerned about the long-term effects of alcohol on my mental well-being</i></b>				
Agree	46	54	76	13
Neutral	4	6	2	4
Disagree	42	22	18	81
Don't know	8	18	5	2
Total	100	100	100	100

continued....

Table 72 (continued):

	Sub Sample n=894* %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
<b><i>I am concerned about the long-term effects of alcohol on my internal organs, e.g. liver, brain</i></b>				
Agree	57	59	87	31
Neutral	3	5	1	2
Disagree	33	19	10	65
Don't know	7	17	3	2
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink so that it doesn't affect my work</i></b>				
Agree	72	66	87	64
Neutral	2	2	0	3
Disagree	14	7	7	27
Don't know	13	25	6	6
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink so that I don't do anything I would regret later</i></b>				
Agree	68	74	78	53
Neutral	1	1	2	1
Disagree	24	13	15	42
Don't know	7	11	5	3
Total	100	100	100	100
<b><i>I am concerned about getting caught up in arguments or fights if I drink too much</i></b>				
Agree	33	37	55	12
Neutral	1	2	2	0
Disagree	54	37	39	83
Don't know	11	24	5	4
Total	100	100	100	100
<b><i>I worry about getting into a sexual situation that I might later regret if I drink too much</i></b>				
Agree	34	35	59	12
Neutral	2	2	3	0
Disagree	48	32	28	82
Don't know	16	31	9	6
Total	100	100	100	100
<b><i>I can afford as much alcohol as I want</i></b>				
Agree	49	45	37	62
Neutral	1	3	1	0
Disagree	48	45	62	38
Don't know	2	6	0	0
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink even with friends, family or work colleagues who are drinking</i></b>				
Agree	75	88	73	63
Neutral	1	0	1	3
Disagree	19	1	22	34
Don't know	5	11	4	1
Total	100	100	100	100

continued...

Table 72 (continued):

	Sub Sample n=894* %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
<b><i>I limit the amount of alcohol I drink because of religious beliefs or commitments</i></b>				
Agree	15	24	18	3
Neutral	1	1	1	0
Disagree	74	56	76	91
Don't know	10	19	5	5
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink when I have to drive</i></b>				
Agree	90	88	90	92
Neutral	0	0	0	0
Disagree	3	1	6	3
Don't know	7	11	4	5
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink because of responsibilities to my family</i></b>				
Agree	71	78	85	54
Neutral	2	1	1	2
Disagree	20	6	13	39
Don't know	7	15	0	4
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink because of demands on my time</i></b>				
Agree	44	41	60	34
Neutral	2	3	1	2
Disagree	43	34	32	62
Don't know	10	21	7	2
Total	100	100	100	100
<b><i>I limit the amount of alcohol I drink because of other financial commitments</i></b>				
Agree	46	44	74	25
Neutral	2	2	2	1
Disagree	45	39	20	71
Don't know	8	15	4	3
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 73: General attitudes toward alcohol**

*Q28. As I read out each one, please tell me whether you agree or disagree with it.*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
<b><i>It's OK to get drunk as long as it's not every day</i></b>					
Agree	39	22	8	61	61
Neutral	1	1	2	1	0
Disagree	59	77	87	38	38
Don't know	1	0	2	0	1
Total	100	100	100	100	100
<b><i>It's never OK to get drunk</i></b>					
Agree	47	71	73	28	20
Neutral	3	4	3	3	1
Disagree	48	24	18	68	77
Don't know	2	0	5	0	2
Total	100	100	100	100	100
<b><i>Drinking a small amount of alcohol every day is OK</i></b>					
Agree	61	41	62	55	79
Neutral	2	1	2	1	2
Disagree	36	57	34	42	19
Don't know	1	2	2	2	0
Total	100	100	100	100	100
<b><i>Young people should not drink alcohol until they are a responsible adult</i></b>					
Agree	70	76	78	77	52
Neutral	2	1	3	3	1
Disagree	26	22	16	19	44
Don't know	2	1	3	0	3
Total	100	100	100	100	100
<b><i>There is nothing good about drinking a lot of alcohol</i></b>					
Agree	78	85	87	77	65
Neutral	2	2	0	4	2
Disagree	20	12	11	19	33
Don't know	0	0	1	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 74: Ever tried alcohol**

*Q6. Have you ever tried alcohol, even a sip? This includes beer, wine, spirits, liqueurs and pre-mixed drinks such as rum and coke, gin and tonic, etc.*

	Total Sample n=1157 %	Non-Drinkers n=263 %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Yes	96	79	100	100	100
No	4	21	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 75: Ever had a full glass of alcohol**

*Q7. Have you ever had a full glass of alcohol? By this, I mean a regular-size glass, bottle or can of beer, a standard glass of wine, etc.?*

	Sub Sample n=1082*	Non-Drinkers n=188	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%	%
Yes	96	72	100	100	100
No	4	28	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have ever tried alcohol.

**Table 76: Age first started drinking more than the occasional SIP**

*Q8. About how old were you when you started drinking more than the occasional sip of alcohol?*

	Sub Sample n=1030*	Non-Drinkers n=136	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%	%
Before I was 12 years old	2	1	1	0	4
12 years old	0	2	0	1	0
13 years old	2	2	0	1	5
14 years old	5	5	1	7	6
15 years old	10	3	4	13	18
16 years old	15	8	6	21	21
17 years old	10	13	6	12	12
18 years old	21	21	20	27	17
19 years old	6	9	7	4	5
20 years old	28	29	54	14	13
Never really started drinking (more than the occasional sip)	1	6	0	0	0
Don't know	0	0	0	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have ever had a full glass of alcohol.

**Table 77: Frequency of drinking alcohol**

*Q9. AT PRESENT, about how often do you have an alcoholic drink of any kind?*

	Sub Sample n=1030*	Non-Drinkers n=136	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%	%
Everyday/almost everyday	14	0	12	12	22
About 2 or 3 times a week	23	0	22	23	31
About once a week	19	0	14	29	24
About once every two weeks	9	0	13	8	9
About once a month	12	0	17	17	8
Only a few times a year	11	0	22	10	7
Never drink alcohol now	12	100	0	0	0
Don't know	0	0	1	0	0
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on those who have ever had a full glass of alcohol.

**Table 78: When alcohol is typically consumed**

*Q10. When you drink alcohol, would it be mostly on weekends and holidays, mostly on weekdays, or a combination of both?*

	Sub Sample n=894*	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%
Mostly on weekends and holidays	52	39	72	49
Mostly on weekdays	5	9	3	3
A combination of both	42	50	24	48
Don't know	1	1	0	0
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 79: Who mainly drink with**

*Q15. Who do you mainly drink alcohol with? Would it be...?*

	Sub Sample n=894*	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%
Friends/flatmates	55	40	71	58
Whānau/family, e.g. husband/wife, parents, children, etc.	32	43	21	31
Workmates	5	4	5	4
On my own	7	13	2	5
Other	1	0	1	1
Don't know	0	0	0	0
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 80: Where mainly drink alcohol**

*Q16. And where do you mainly drink alcohol these days?*

	Sub Sample n=894*	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%
At home	62	69	55	59
Friends' house(s)	13	10	15	13
At work	1	1	3	0
Parties	1	2	1	0
Pubs	9	1	13	13
Cafes/restaurants	4	5	5	2
Dance clubs/nightclubs	4	4	5	3
Sports clubs	4	6	2	4
Out and about (on the street, parks, malls, etc.)	1	1	0	0
Other family	1	0	1	2
Other	1	0	0	1
Don't know	0	0	0	0
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 81: Number of drinks last drinking occasion**

*Q17. Thinking about the last time you drank alcohol, about how many standard glasses did you drink?*

	Sub Sample n=894* %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Less than a full glass, e.g. a sip	5	12	0	2
Only one glass	33	55	18	22
Two glasses	21	20	22	22
Three glasses	10	8	13	10
Four glasses	5	2	7	7
Five or six glasses	6	1	9	10
Seven or eight glasses	7	0	9	10
Nine or ten glasses	4	0	7	4
More than ten glasses	8	1	13	11
Don't know	1	0	1	2
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 82: Main drink type(s) last drinking occasion**

*Q18. What did you mainly drink?*

	Sub Sample n=894* %	Conscious Moderators n=208 %	Constrained Binge Drinkers n=397 %	Uninhibited Binge Drinkers n=289 %
Low alcohol beer	2	2	4	1
Ordinary strength beer	32	19	40	38
Extra strength beer (e.g. Elephant Beer, Duvel, Chimay)	1	0	1	2
Cider	0	1	0	0
Wine or sparkling wine	44	57	32	42
Wine cooler	1	2	0	0
RTDs ("Ready to Drinks" e.g. Stollies, Purple Guaranas, KGBs)	3	2	6	2
Low alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov/Moscow Light vodka, Kentucky Gold)	1	0	2	1
Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff vodka, Gin)	16	15	18	16
Liqueurs (e.g. Baileys)	2	3	4	1
Port or sherry	1	1	1	0
Home brew	0	0	1	0
Other	2	3	1	3
Total	**	**	**	**

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on current drinkers.

**Table 83: Whether drinking more, less or the same, compared to last year**

*Q21. Would you say you are now drinking more, less, or about the same amount of alcohol as you were this time last year?*

	Sub Sample n=894*	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%
More	8	2	9	13
About the same	58	61	44	65
Less	34	36	47	21
Did not drink alcohol in the last year	1	1	0	1
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 84: Reasons drinking more than last year**

*Q22. For what particular reasons are you drinking (more/less)?*

	Sub Sample n=115*	Conscious Moderators n=8**	Constrained Binge Drinkers n=61	Uninhibited Binge Drinkers n=46**
	%	%	%	%
Older now, can handle it	4	0	10	1
Because I enjoy drinking	11	0	6	16
Socialising more	34	79	35	27
Peer pressure	2	0	3	3
I'm allowed to drink now	6	0	8	6
It's easier to get hold of	1	0	2	1
Can afford it now	8	0	9	9
Stress release	8	9	3	10
Other	49	28	56	47
Don't know	10	0	3	15
Total	**	**	**	**

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on those who reported drinking more than last year.

\*\*Caution: low base number of respondents—results are indicative only.

**Table 85: Reasons drinking less than last year**

*Q22. For what particular reasons are you drinking (more/less)?*

	Sub Sample n=404*	Conscious Moderators n=90	Constrained Binge Drinkers n=215	Uninhibited Binge Drinkers n=99
	%	%	%	%
I don't enjoy it anymore/as much	17	18	16	15
Because of other commitments (school, work, sports, etc.)	16	10	17	22
Personal safety/health reasons	19	17	23	17
Getting old to drink so much	9	11	11	4
Responsibilities to children/family	8	11	7	4
Financial commitments (mortgage, car, household expenses, etc.)	14	18	14	10
Older/more mature/legally allowed	1	3	1	0
Lifestyle changes (e.g. don't go out as often, moved, new friends etc.)	11	8	11	14
Don't feel like it/not interested	4	7	4	0
Other	44	44	41	51
Don't know	8	11	7	3
Total	**	**	**	**

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on those who reported drinking less than last year.

**Table 86: Whether tried to cut back drinking since last year**

*Q23. Have you tried to cut back your drinking in the last year?*

	Sub Sample n=894*	Conscious Moderators n=208	Constrained Binge Drinkers n=397	Uninhibited Binge Drinkers n=289
	%	%	%	%
Yes	22	16	39	15
No	77	82	61	84
Don't know	1	1	0	0
Total	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

\*Sub sample based on current drinkers.

**Table 87: Concerns about alcohol**

Q25/Q26/Q26tot. Thinking about alcohol, what sorts of things are a worry for you and other teenagers?  
Do you have any other concerns about alcohol?

			Conscious Moderators		Constrained Binge Drinkers		Uninhibited Binge Drinkers	
	First Mentioned n=894* %	Total Mentioned n=894* %	First Mentioned n=208 %	Total Mentioned n=208 %	First Mentioned n=397 %	Total Mentioned n=397 %	First Mentioned n=289 %	Total Mentioned n=289 %
Drinking too much/comatose	16	28	20	30	15	28	12	25
Drink driving	18	35	13	32	23	44	19	31
Pressure from people I socialise with/being forced to drink, smoke, do drugs etc.	0	4	1	7	0	3	0	3
Violent/aggressive situations	7	20	5	19	10	21	7	20
Behavioural effects of drinking (change in behaviour)	8	26	8	26	11	27	7	25
Drinking and/or drugs in general	1	3	2	4	0	2	0	2
Spending too much on alcohol	1	7	1	5	1	7	1	8
Keeping safe when drinking and socialising	2	6	1	4	2	8	4	7
Dealing with my children's drinking	2	2	1	2	2	4	2	2
Dealing with my husband/wife/partner's drinking	0	1	1	1	0	1	0	0
Effects on health	5	17	3	15	6	20	6	17
Effects on work/study performance	0	1	1	3	0	0	0	1
Effects on family harmony/dynamics, relationships, children	3	13	4	16	3	12	1	9
Alcoholism/addiction	3	5	4	5	1	2	3	8
Age limit too low/lowering legal drinking age	4	7	5	8	4	6	3	6
Spiked drinks	1	2	0	1	1	3	2	2
Availability/ease of obtaining alcohol by underage drinkers	3	6	4	9	3	5	3	4
Underage drinking (not further defined)	4	7	5	8	3	5	4	8
Education about alcohol & its effects	na	1	na	1	na	0	na	1
Parenting/role models	na	1	na	1	na	0	na	1
Other	13	46	13	49	12	42	14	47
None/no others	6	27	7	23	2	23	8	33
Don't know	2	3	2	3	2	3	2	2
<b>Total</b>	<b>100</b>	<b>**</b>	<b>100</b>	<b>**</b>	<b>100</b>	<b>**</b>	<b>100</b>	<b>**</b>

Note: Components may not always add to 100% exactly because of rounding.

Note: Total may exceed 100% because of multiple response.

\*Sub sample based on current drinkers.

## Appendix B: Sample description

### Sample distribution of youth

Following is a demographic profile of the total sample of n=626 12 to 17 year olds who were interviewed for this survey, in terms of the four segments. It should be noted that this profile is based on the **unweighted** sample.

Table 88: Gender

	Total sample n=626 %	Sub-sample Current Non- Drinkers n=307 %	Sub-sample Supervised Drinkers n=76 %	Sub-sample Social Binge Drinkers n=144 %	Sub-sample Uncontrolled Binge Drinkers n=99 %
Male	52	53	46	50	58
Female	48	47	54	50	42
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

Table 89: Age

Q3. First of all, can you tell me how old you are?

	Total sample n=626 %	Sub-sample Current Non-Drinkers n=307 %	Sub-sample Supervised Drinkers n=76 %	Sub-sample Social Binge Drinkers n=144 %	Sub-sample Uncontrolled Binge Drinkers n=99 %
12 years old	13	23	7	4	1
13 years old	16	27	17	4	1
14 years old	17	18	14	21	10
15 years old	19	13	26	24	24
16 years old	19	9	22	28	30
17 years old	16	9	13	19	33
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

Table 90: Ethnicity

Q4. And which of the following ethnic groups do you belong to? You can belong to more than one.

	Total sample n=626 %	Sub-sample Current Non-Drinkers n=307 %	Sub-sample Supervised Drinkers n=76 %	Sub-sample Social Binge Drinkers n=144 %	Sub-sample Uncontrolled Binge Drinkers n=99 %
Māori	40	32	46	44	54
Pacific Peoples	27	37	13	22	14
Other ethnic groups	33	32	41	34	32
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 91: Educational status**

Q41. Which of these best describes your current employment or educational status?

	Total sample n=626 %	Sub-sample Current Non-Drinkers n=307 %	Sub-sample Supervised Drinkers n=76 %	Sub-sample Social Binge Drinkers n=144 %	Sub-sample Uncontrolled Binge Drinkers n=99 %
At school	88	95	97	82	65
At university/polytech./ private training establishment	6	2	3	9	15
Working full-time	4	0	0	6	13
Working part-time	11	5	14	16	19
Unemployed	4	4	1	6	4
Total	**	**	**	**	**

Note: Total may exceed 100% because of multiple response.

**Table 92: Living situation**

Q36. Which of the following best describes your living situation?

	Total sample n=626 %	Sub-sample Current Non-Drinkers n=307 %	Sub-sample Supervised Drinkers n=76 %	Sub-sample Social Binge Drinkers n=144 %	Sub-sample Uncontrolled Binge Drinkers n=99 %
I live with two parents, guardians, or parent and step-parent in one place	73	78	72	72	57
I live mostly with one parent or guardian	19	15	21	24	27
My parents, guardians live apart and I live some of the time with both parents, guardians, or parent and step-parent	5	6	5	3	6
I do not live with my parents/guardians	3	2	1	2	10
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 93: Town, city, country area**

Q42. Which of these best describes where you live?

	Total sample n=626 %	Sub-sample Current Non-Drinkers n=307 %	Sub-sample Supervised Drinkers n=76 %	Sub-sample Social Binge Drinkers n=144 %	Sub-sample Uncontrolled Binge Drinkers n=99 %
Rural area (under 1,000 population)	9	10	4	8	10
A small town (1,000 to 9,999 population)	15	12	17	19	15
A medium-sized town (10,000 to 29,999 population)	16	15	17	17	17
A large town or city (30,000 or more population)	58	60	61	53	56
Don't know	2	2	1	1	2
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 94: Region**

*Q43. In which of the following areas do you live?*

	Total sample n=626 %	Sub-sample Current Non-Drinkers n=307 %	Sub-sample Supervised Drinkers n=76 %	Sub-sample Social Binge Drinkers n=144 %	Sub-sample Uncontrolled Binge Drinkers n=99 %
Northland	4	4	7	1	5
Auckland	54	62	39	50	47
Waikato	5	5	4	7	4
Bay of Plenty	14	9	25	17	19
Gisborne	1	2	1	1	0
Hawke's Bay	2	1	3	3	3
Taranaki	0	0	1	1	1
Manawatu – Wanganui	2	3	4	1	0
Wellington – Wairarapa	9	9	11	8	7
Nelson	0	0	0	1	0
Marlborough	2	2	1	1	2
Canterbury	2	2	0	3	5
Otago	2	2	1	3	4
Southland	1	1	3	2	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 95: Church-going status**

*Q44. Are you an active churchgoer? Do you go to church at least once a month?*

	Total sample n=626 %	Sub-sample Current Non-Drinkers n=307 %	Sub-sample Supervised Drinkers n=76 %	Sub-sample Social Binge Drinkers n=144 %	Sub-sample Uncontrolled Binge Drinkers n=99 %
Yes	46	61	26	39	23
No	54	38	72	61	77
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

## Sample distribution of adults

Table 96: Gender

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Male	54	49	42	61	57
Female	46	51	58	39	43
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

Table 97: Age

Q3. First of all, can you tell me which of these age groups you come into?

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
18 to 24	39	33	18	52	43
25 to 29	8	8	6	9	8
30 to 39	21	20	20	20	24
40 to 49	14	13	19	13	14
50 or older	17	26	37	6	11
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

Table 98: Ethnicity

Q4. And which of the following ethnic groups do you belong to? You can belong to more than one.

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Māori	32	24	29	38	34
Pacific Peoples	22	39	15	25	9
Other ethnic groups	46	37	56	37	57
Total	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.

**Table 99: Employment status**

Q29. Firstly, which of these best describes you?

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Self-employed	9	8	12	8	10
Full-time salary or wage earner	50	38	38	55	62
Part-time salary or wage earner	13	12	18	12	9
Retired	6	10	15	1	3
Full-time homemaker	4	7	5	4	3
Student	16	18	12	21	11
Unemployed	2	3	1	2	3
Other beneficiary	5	9	4	4	2
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.

**Table 100: Household composition**

Q29a. Which of the following best describes your household?

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Young couple without children	7	5	5	9	9
Family household with youngest child under 5	19	22	15	20	17
Family household with youngest child 5 to 15	24	26	23	26	22
Family household with youngest child over 15	17	16	15	21	14
Other family/related household	1	2	1	1	1
Older couple – no children or none living at home	8	10	15	3	8
Single/one person household	12	11	21	7	13
Flat/shared household – not a family household	11	8	4	12	16
Other	0	0	0	1	0
Don't know	0	1	0	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 101: Personal income**

*Q29b. Which of these best describes your personal income, before tax or anything else is taken out?*

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Loss or zero income	2	2	2	2	1
\$1 to less than \$10,000	6	10	4	7	4
\$10,000 to less than \$20,000	17	21	23	14	12
\$20,000 to less than \$30,000	16	13	20	17	14
\$30,000 to less than \$50,000	29	23	21	36	37
\$50,000 to less than \$70,000	15	15	11	15	18
\$70,000 to less than \$100,000	4	2	5	2	6
\$100,000 or more	4	1	3	5	5
Don't know	3	7	4	2	2
refused	3	5	6	0	0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 102: Household income**

*Q29c. Which of these best describes your total combined household income, before tax or anything else is taken out?*

	Total sample n=862* %	Sub-sample Non-Drinkers n=206* %	Sub-sample Conscious Moderators n=149* %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Loss or zero income	1	1	1	1	1
\$1 to less than \$10,000	2	3	1	3	2
\$10,000 to less than \$20,000	6	9	9	7	2
\$20,000 to less than \$30,000	10	13	10	9	10
\$30,000 to less than \$50,000	18	20	23	15	18
\$50,000 to less than \$70,000	18	14	17	21	17
\$70,000 to less than \$100,000	15	10	15	14	20
\$100,000 or more	14	7	11	16	20
Don't know	15	20	11	15	11
refused	1	2	3	0	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

\* Based only on respondents who reported that they lived in a couple or family household (categories 1 to 6 in Q29a).

**Table 103: Town, city, country area**

Q30. Which of these best describes where you live?

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Rural area (under 1,000 population)	8	5	13	8	9
A small town (1,000 to 9,999 population)	9	10	8	11	7
A medium-sized town (10,000 to 29,999 population)	13	11	14	13	12
A large town or city (30,000 or more population)	69	73	65	68	70
Don't know	1	2	0	0	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 104: Region**

Q31. In which of the following areas do you live?

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Northland	2	1	3	3	3
Auckland	54	67	52	53	44
Waikato	7	4	7	7	9
Bay of Plenty	6	5	6	8	4
Gisborne	4	3	3	5	6
Hawke's Bay	3	3	3	4	2
Taranaki	3	1	3	4	2
Manawatu – Wanganui	3	4	6	3	2
Wellington – Wairarapa	12	8	11	10	20
Nelson	1	1	1	0	1
Marlborough	0	0	0	0	0
Canterbury	3	1	2	3	3
Otago	1	1	1	2	1
Southland	0	0	0	0	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

**Table 105: Church-going status**

Q32. Are you an active churchgoer? Do you go to church at least once a month?

	Total sample n=1,157 %	Sub-sample Non-Drinkers n=263 %	Sub-sample Conscious Moderators n=208 %	Sub-sample Constrained Binge Drinkers n=397 %	Sub-sample Uninhibited Binge Drinkers n=289 %
Yes	32	65	39	22	10
No	68	34	61	78	89
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Note: Components may not always add to 100% exactly because of rounding.

## **Appendix C: Final segment models contributing variables**

Provided below is a list of all input variables used in the final segment models for each of youth and adults separately:

### **Youth**

#### **Behavioural variables**

- Q6 – ever had a sip of alcohol.
- Q7 – ever had a full glass of alcohol.
- Q8 – age first started drinking more than the occasional sip of alcohol.
- Q9 – current frequency of drinking alcohol of any kind.
- Q9a – whether alcohol “typically” drunk on weekends, weekdays or a combination of both.
- Q10 – ever drunk five or more drinks on one occasion.
- Q11 – whether drunk five or more drinks in the last two weeks.
- Q12 – number of times drunk five or more drinks in the last two weeks.
- Q13 – type(s) of alcohol mainly drunk on the last occasion five or more drinks were consumed.
- Q14 – who mainly drink with.
- Q15 – where mainly drink alcohol.
- Q17 – number of drinks consumed on the last occasion.
- Q18 – whether parent/guardian aware alcohol was being drunk (last occasion).
- Q18a – whether own parent/guardian or someone else’s parent/guardian was aware alcohol was being drunk (last occasion).
- Q18b – type(s) of alcohol mainly drunk on the last occasion.
- Q19 – usual source(s) of alcohol.
- Q20 – extent of parental supervision when drinking alcohol at home.
- Q21 – whether parents supplied alcohol for a social function in the last six months.
- Q22 – whether adult supervision at the last social function for which parents supplied alcohol.
- Q23 – whether personally purchase alcohol.
- Q30 – whether drinking more/less/about the same as last year.
- Q32 – whether tried to cut back drinking in the last year.

#### **Attitudes to parental involvement (5-point agreement scale)**

- Q29a – my parents set strict rules about me drinking alcohol.
- Q29b – my parents know that I drink alcohol but disapprove.
- Q29c – my parents don’t mind if I drink alcohol but I’m not allowed to get trashed.
- Q29d – my parents know that I drink and are OK about it.
- Q29e – my parents know when I drink.
- Q29f – I don’t drink much because my parents don’t let me go out enough.
- Q29g – I will get into trouble from my parents if I drink too much.
- Q29h – my parents talk openly and honestly with me about alcohol.
- Q29i – my parents worry about how much I drink.

### **Attitudes toward the benefits of drinking (5-point agreement scale)**

- Q33a – having a drink with friends and family gives me a sense of belonging.
- Q33b – I drink alcohol because everyone else I socialise with does
- Q33c – I would feel left out by my friends if I didn't drink as much alcohol as them.
- Q33d – I drink to prove myself to my friends.
- Q33e – I regularly play drinking games with my friends.
- Q33f – when I drink alcohol it is easier to meet and get to know people.
- Q33g – I feel more confident when I drink alcohol.
- Q33h – It's easier to chat people up when I drink alcohol.
- Q33i – I am more likely to engage in sexual activity when I drink alcohol.
- Q33j – everything seems happier when I drink alcohol.
- Q33k – I enjoy the buzz I get when I drink alcohol.
- Q33l – drinking alcohol gives me something to do.
- Q33m – alcohol helps me wind down and relax.
- Q33n – I drink alcohol to escape from reality.
- Q33o – I drink to get drunk.

### **Attitudes toward the inhibitors to drinking (5-point agreement scale)**

- Q34a – I limit the amount of alcohol I drink so that I don't wake up with a hangover.
- Q34b – I try not to pass out or throw up from drinking too much.
- Q34c – I try not to drink so much I forget what I was doing or what happened.
- Q34d – the thought of putting on weight stops me from drinking too much.
- Q34e – I am not concerned about the long-term effects of alcohol on my physical appearance.
- Q34f – I am not concerned about the long-term effects of alcohol on my internal organs, e.g. liver, brain.
- Q34g – I limit the amount of alcohol I drink so that it doesn't affect my physical performance, e.g. sport, work.
- Q34h – I limit the amount of alcohol I drink so that it doesn't affect my mental performance, e.g. study, ability to concentrate.
- Q34i – I limit the amount of alcohol I drink so that I don't do anything I would regret later.
- Q34j – I am concerned about getting caught up in arguments or fights if I drink too much.
- Q34k – I worry about getting into a sexual situation that I might regret later if I drink too much.
- Q34l – getting hold of alcohol is not a problem.
- Q34m – I can afford as much alcohol as I want.
- Q34n – I am OK not drinking when I spend time with my friends who are drinking.
- Q34o – I limit the amount of alcohol I drink because of religious beliefs or commitments.
- Q34p – I limit the amount of alcohol I drink when I have to drive.

### **General attitudes and beliefs (5-point agreement scale)**

- Q35a – it's OK to get drunk as long as it's not every day.
- Q35b – it's never OK to get drunk.
- Q35c – drinking a small amount of alcohol every day is OK
- Q35d – young people shouldn't drink alcohol until they are a responsible adult.
- Q35e – there is nothing good about drinking a lot of alcohol.

### **Demographic variables**

- Q39 – whether father is light, moderate or heavy drinker.
- Q40 – whether mother is a light, moderate or heavy drinker.
- Q42 – whether resident in a rural area, or small, medium or large town/city.
- Q44 – whether an active church-goer.

## **Adult**

### **Behavioural variables**

- Q6 – ever had a sip of alcohol.
- Q7 – ever had a full glass of alcohol.
- Q8 – age first started drinking more than the occasional sip of alcohol.
- Q9 – current frequency of drinking alcohol of any kind.
- Q10 – whether alcohol “typically” drunk on weekends, weekdays or a combination of both.
- Q11 – ever drunk five or more drinks on one occasion.
- Q12 – whether drunk five or more drinks in the last two weeks.
- Q13 – number of times drunk five or more drinks in the last two weeks.
- Q14 – type(s) of alcohol mainly drunk on the last occasion five or more drinks were consumed.
- Q15 – who mainly drink with.
- Q16 – where mainly drink alcohol.
- Q17 – number of drinks consumed on the last occasion.
- Q18 – type(s) of alcohol mainly drunk on the last occasion.
- Q21 – whether drinking more/less/about the same as last year.
- Q23 – whether tried to cut back drinking in the last year.

### **Attitudes to parental involvement (5-point agreement scale)**

- Q20a – I set strict rules about my children drinking alcohol.
- Q20b – I know that my children drink alcohol but I disapprove.
- Q20c – I don't mind if my children drink alcohol but they are not allowed to get trashed.
- Q20d – I know that my children drink and I'm OK about it.
- Q20e – I know when my children drink.
- Q20f – My children don't drink much because I don't let them go out enough.
- Q20g – I will reprimand or punish my children if they drink too much.
- Q20h – I talk openly and honestly with my children about alcohol.
- Q20i – I worry about how much my children drink.

### **Attitudes toward the benefits of drinking (5-point agreement scale)**

- Q24a – having a drink with friends and family gives me a sense of belonging.
- Q24b – I drink alcohol because everyone else I socialise with does
- Q24c – I would feel left out by my friends or family if I didn't drink as much alcohol as them.
- Q24d – I regularly play drinking games with my friends.
- Q24e – when I drink alcohol it is easier to meet and get to know people.
- Q24f – I feel more confident when I drink alcohol.
- Q24g – everything seems happier when I drink alcohol.
- Q24h – I enjoy the buzz I get when I drink alcohol.
- Q24i – drinking alcohol gives me something to do.
- Q24j – alcohol helps me wind down and relax.
- Q24k – it's easier to initiate a sexual encounter when I drink alcohol.
- Q24l – I drink alcohol to escape from reality.
- Q24m – I drink to get drunk.

### **Attitudes toward the inhibitors to drinking (5-point agreement scale)**

- Q27a – I limit the amount of alcohol I drink so that I don't wake up with a hangover.
- Q27b – I try not to drink so much I forget what I was doing or what happened.
- Q27c – the thought of putting on weight stops me from drinking too much.
- Q27d – I am not concerned about the long-term effects of alcohol on my physical appearance.
- Q27e – I am concerned about the long-term effects of alcohol on my physical well-being.
- Q27f – I am concerned about the long-term effects of alcohol on my mental well-being.
- Q27g – I am concerned about the long-term effects of alcohol on my internal organs, e.g. liver, brain.
- Q27h – I limit the amount of alcohol I drink so that it doesn't affect my work.
- Q27i – I limit the amount of alcohol I drink so that I don't do anything I would regret later.
- Q27j – I am concerned about getting caught up in arguments or fights if I drink too much.
- Q27k – I worry about getting into a sexual situation that I might regret later if I drink too much.
- Q27l – I can afford as much alcohol as I want.
- Q27m – I limit the amount of alcohol I drink even with friends, family or work colleagues who are drinking.
- Q27n – I limit the amount of alcohol I drink because of religious beliefs or commitments.
- Q27o – I limit the amount of alcohol I drink when I have to driver.
- Q27p – I limit the amount of alcohol I drink because of responsibilities to my family.
- Q27q – I limit the amount of alcohol I drink because of demands on my time.
- Q27r – I limit the amount of alcohol I drink because of other financial commitments.

**General attitudes and beliefs (5-point agreement scale)**

- Q35a – it's OK to get drunk as long as it's not every day.
- Q35b – it's never OK to get drunk.
- Q35c – drinking a small amount of alcohol every day is OK
- Q35d – young people shouldn't drink alcohol until they are a responsible adult.
- Q35e – there is nothing good about drinking a lot of alcohol.

**Demographic variables**

- Q29 – employment status.
- Q29a – household composition.
- Q29b – personal income.
- Q29c – household income.
- Q30 – whether resident in a rural area, or small, medium or large town/city.
- Q32 – whether an active church-goer.

## **Appendix D: Method for in-depth analysis of inhibitors to adult drinking**

Univariate analyses were used to understand which demographic and/or behavioural variables were most strongly associated with each of the selected inhibitor statements. Each variable was individually cross-tabulated against each statement, and statistically significant associations measured via Chi-square tests of statistical significance. Because variables can be more or less significantly related to the statement, this provided a "hierarchy" of the variables with the strongest degrees of association with the statement, without the simultaneous influence of other variables.

Multivariate analyses were used to identify subgroups of adult Moderating and Uninhibited Binge Drinkers who exhibited higher than average agreement with the selected inhibitor statements. The SPSS "AnswerTree" statistical program was used, which hierarchically identifies the explanatory (or "predictor" or "independent") variables that best distinguish subgroup responses against a target (or "dependent") variable of interest, based on statistically significant differences. As such, it classifies subgroups that align to a greater (or lesser) extent with the variable of interest (levels of agreement with selected drinking inhibitor statements).

The subgroups identified by the AnswerTree analysis were also verified against further multivariate cross-tabulations, with AnswerTree results guiding selection of the relevant variables in each case.

## Appendix E: Introductory letters and questionnaires