

ALAC Youth Drinking Monitor (1997-2000)

May 2000
(Preliminary Report)

Background

The Youth Drinking Monitor conducted by BRC Marketing & Social Research tracks teenage drinking behaviour and attitudes toward alcohol.

This Monitor was first conducted in April 1997, with subsequent Monitors completed in November 1998, and most recently in April 2000.

The most recent Monitor involved talking to 300 young people (14 to 18 year olds) and suggests that teenage binge drinking has increased as a consequence of lowering the legal drinking age to 18 years. Additional research with this age group will be needed to confirm this trend.

Key findings

Heavy drinking levels have increased and fewer teenagers are “non-drinkers”.

Drinking levels

- 44% of teens are now drinking heavily¹ (up from 31% in 1998).
- Less teenagers are “non-drinkers”² (currently 14% compared with 25% in 1998). (Figure 1 and Table 1)
- 40% of heavy drinkers were only 15 or 16 years old. (Table 2).

¹ Heavier drinkers = those who reported drinking five or more glasses of alcohol on their last drinking occasion.

² Non drinkers = those who have never had a sip, never drank a full glass of alcohol, or no longer drink alcohol.

More teenagers are binge drinking.

Binge drinking

- 50% drank five or more glasses on their last drinking occasion (up from 40% in 1998). (Table 3)
- 17% drank more than 10 glasses.
- 44% drank more than 5 glasses in one session within the past fortnight (up from 32% in 1998). (Table 4)
- Of those who admitted binge drinking, 55% had done so on multiple occasions within the past fortnight. (Table 5).

Teenagers are experiencing serious consequences of heavy drinking.

Drinking outcomes

- 16% passed out. (Table 6)
- 61% experienced memory loss as a result of drinking too much alcohol (up from 46% in 1998).
- 55% threw up or vomited.
- 44% fell over, or injured themselves.
- 40% felt guilty or embarrassed about their actions while drinking.
- 20% have been involved in drink driving.

More teenagers think “getting drunk” is fun.

Attitudes to alcohol

- 70% say most of their friends enjoy getting drunk (up from 61% in 1998). (Table 7)
- 53% think getting drunk is fun (up from 45% in 1998).
- 25% drink to get drunk.
- 69% think getting drunk is embarrassing (down from 78% in 1998).
- 38% prefer non-alcoholic drinks at parties (down from 52% in 1998).

Parents and friends are the major suppliers of alcohol to under 18s.

Usual means of getting alcohol

- Parents are the major supplier of alcohol to under 18 year olds (58%). (Table 11)
- Friends are also buying alcohol for this group (57%).

Under 18s are still able to purchase alcohol.

Underage purchase of alcohol

- 20% of 16-17 year olds personally buy alcohol from licensed sellers. (Table 8)
- Only one third of teenagers buying alcohol are always asked for ID. (Table 9)

Parents are aware their teens are drinking.

Parental awareness

- 78% of teenagers say their parents know they are drinking. (Table 10)

Parents give teens alcohol to drink away from home.

Parental provision of alcohol

- 45% of 16-17 years olds are given alcohol by their parents, to drink without parental supervision. (Table 12)
- 10% of teenagers are given money, by their parents, to purchase alcohol to drink away from home. (Table 14)

Appendix: Results Tables

Figure 1 Comparative drinker type segmentation - Youth Drinking Monitor 1998 and 2000

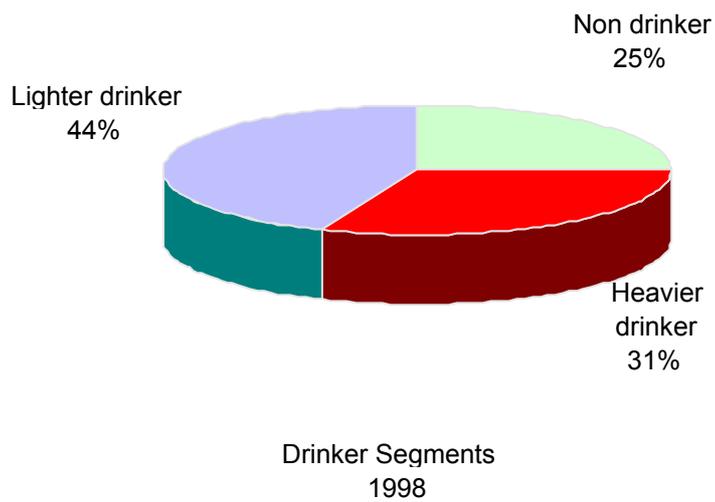
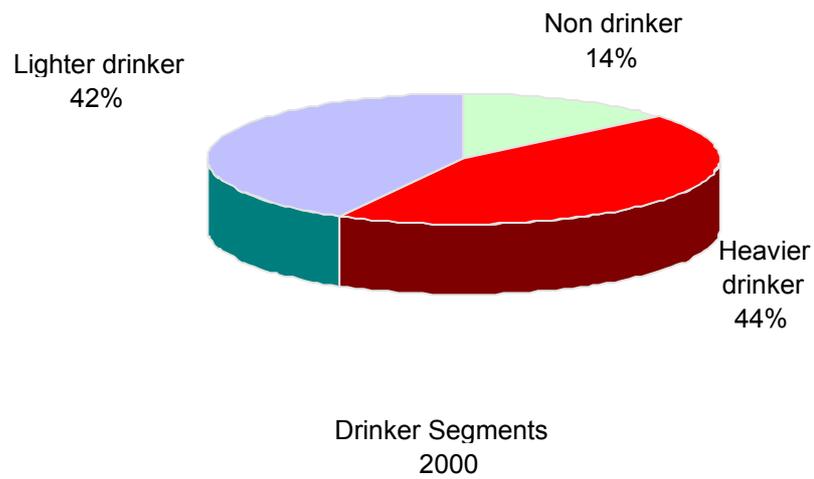


Table 1: Drinker segmentation

	April 2000 n=303 %	November 1998 n=317 %	April 1997 n=514 %
Have never had a full glass of alcohol or have given up drinking	14	25	20
Lighter drinkers (1-4 glasses on last drinking occasion)	42	44	46
Heavier drinkers (5+ glasses on last drinking occasion)	44	31	34
Total	100	100	100

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

Table 2: Age of heavier drinkers

Q1. First of all could you tell me your age?

	April 2000 n=303 %	Heavier drinkers n=129 %
14 years old	19	8
15 years old	21	20
16 years old	20	20
17 years old	20	25
18 years old	19	27
<i>Refused</i>	0	0
Total	100	100

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

Table 3: Amount consumed on last drinking occasion

Q11. Thinking about the last time you drank at least one full "glass" of alcohol. Remember, that's a whole can or bottle of beer, a glass of wine, etc. About how many glasses did you drink?

	April 2000 n=260* %	November 1998 n=241* %	Benchmark April 1997 n=406* %
Only one glass	13	16	20
2 glasses	13	20	14
3 glasses	13	13	13
4 glasses	8	9	10
5-6 glasses	17	20	13
7-8 glasses	11	5	10
9-10 glasses	5	7	4
More than 10 glasses	17	8	15
<i>Don't know</i>	3	2	-
Total	100	100	100

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

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*Sub-sample: Current drinkers.

Table 4: Heavy drinking in the last two weeks

Q9. Have you drunk 5 or more drinks in a row anytime in the last 2 weeks?

	April 2000 n=260* %	November 1998 n=241* %	Benchmark April 1997 n=406* %
Yes	44	32	35
No	56	68	65
Total	100	100	100

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

*Sub-sample: Current drinkers.

Table 5: Heavy drinking in the last two weeks (frequency)

Q9a. How many times in the last 2 weeks did you do that? That is, drink 5 or more drinks in a row.

	April 2000 n=115* %	November 1998 n=77* %	Benchmark April 1997 n=144* %
Once	46	55	46
Twice	26	21	29
Three or more time	29	24	25
Don't know	0	1	0
Total	100	100	100

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

*Sub-sample: Current drinkers who said that they had consumed 5+ alcoholic drinks in one session in the last 2 weeks (Q9).

Table 6: Drinking outcomesQ26. Which of the following have **ever** happened to you as a result of drinking alcohol?

	April 2000 n=269* %	November 1998 n=252* %	Benchmark April 1997 n=427* %
You couldn't remember things or what you did	61	46	49
You threw up or vomited	55	56	55
You saw or heard everything in a confused way	48	46	47
You fell over or hurt yourself	44	43	45
You felt guilty/sorry/embarrassed about what you did	40	46	45
You got into an argument or fight	29	25	28
You felt so ill that you didn't go out, or to school, or to work	26	23	22
You got into trouble at home	25	20	19
You got a lift with a driver who had had too much to drink or drove a car yourself when you had had too much to drink	20	nm	nm
You passed out	16	nm	nm
You ended up in a sexual situation that you weren't happy about	16	13	16
You got into trouble with the law	12	10	11
You got into trouble with your school (university, employer etc.)	6	8	6
<i>None of these</i>	16	20	18
Total	**	**	**

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

*Sub-sample: Those who said they had tried a full glass of alcohol.

nm: not measured

Table 7: Attitudes toward alcohol

Q28. I'm now going to read out some statements about drinking alcohol. As I read out each statement, please say whether you agree or disagree with it?

	April 2000 n=303 % agreeing	November 1998 n=317 % agreeing	Benchmark April 1997 n=514 % agreeing
Control			
I can say "no" to alcohol if I don't want to drink.	97	98	95
I can stop drinking when I feel like I have had enough.	90	87	81
When I'm drinking, I know the point at which I lose it.	69	68	68
Purpose			
It's OK to get drunk as long as it's not too often.	73	70	60
Most of my friends enjoy getting drunk.	70	61	63
Getting drunk is fun.	53	45	42
If I'm going to drink, I usually drink to get drunk.	25	20	19
Image			
Drinking too much alcohol can damage your image or what people think of you.	84	86	84
People who get drunk embarrass themselves.	69	78	69
Social			
Drinking makes people feel more comfortable at parties and in other social settings.	73	79	73
I feel left out if I don't drink as much alcohol as everyone else.	13	16	18
Moderation			
Staying sober is OK	97	97	nm
Sometimes I like to do things with friends that don't involve alcohol at all.	97	97	nm
I believe my parents set a good example to me through their own drinking behaviour.	86	nm	nm
My parents understand my point of view when it comes to alcohol.	70	nm	nm
My parents talk to me about drinking too much alcohol	nm	63	nm
I prefer to drink when there is food available.	66	72	nm
Most of my friends encourage each other to "take it easy".	62	68	nm
I prefer to drink mainly non-alcoholic drinks at parties.	38	52	nm

nm: not measured

Table 8: Personal purchases of alcohol

Q17. Do you ever buy alcohol yourself? By this I mean you personally asking for and handing over money for it. Where do you most often buy alcohol?

	April 2000 n=260* %	14 -15 years n=96* %	16 -17 years n=117* %	18 years n=56* %
A pub	5	0	4	15
Cafe/Restaurant	0	0	0	0
Dance club/Nightclub	1	0	1	2
Bottle store	18	3	13	56
Supermarket	3	1	1	11
Sports club	1	0	0	5
Party or event licensed to sell alcohol	0	0	0	0
Other	0	0	1	0
Don't buy alcohol	70	96	78	11
Refused	0	0	1	0
Don't know	1	0	3	0
Total	100	100	100	100

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

*Sub-sample: Current drinkers.

Table 9: Requests for ID when purchasing alcohol

Q18. When trying to buy alcohol, how often are you asked to show ID? Would it be?

	April 2000 n=74* %	14 -15 years n=4* %	16 -17 years n=21* %	18 years n=49* %
Always	32	25	14	41
Most times	18	0	24	16
Sometimes	19	25	38	10
Hardly ever	14	0	10	16
Never	18	50	14	16
Total	100	100	100	100

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

*Sub-sample: Current drinkers who personally purchase alcohol.

Caution: low base numbers of respondents-results are indicative only

Table 10: Parents' knowledge of teenagers' drinking

Q12. And did a parent or guardian know that you were drinking alcohol? (on last drinking occasion)

	April 2000 n=260* %	14 -15 years n=93* %	16 -17 years n=112 %	18 years n=55* %
Yes	78	77	78	78
No	21	23	21	18
<i>Don't know</i>	2	0	2	4
Total	100	100	100	100

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

*Sub-sample: Current drinkers.

Caution: low base numbers of respondents-results are indicative only

Table 11: How alcohol is usually obtained

Q13. And when you drink alcohol, how do you usually get it?

	April 2000 n=269* %	14 -15 years n=96* %	16 -17 years n=117 %	18 years n=56* %
I buy it myself	24	3	11	88
From friends	50	49	63	23
From a brother or sister	9	8	12	2
From parents	52	56	59	30
From a friend's parents/siblings	14	15	16	7
>>From another adult I know	5	9	3	4
From a stranger	1	3	0	0
Steal it/sneak it	1	1	1	0
Other	7	6	7	9
<i>Don't know</i>	0	1	0	0
Total	**	**	**	**

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

*Sub-sample: Current drinkers.

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Table 12: Parents giving their teenagers alcohol

Q15. In the last six months have your parents given you alcohol to take to a social function that you were going to without them?

	April 2000 n=260* %	14 -15 years n=93* %	16 -17 years n=112* %	18 years n=55* %
Yes	30	16	45	25
No	70	84	55	75
Total	100	100	100	100

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

*Sub-sample: Current drinkers.

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Table 13: Type of alcohol given by parents

Q16. The last time they did this, what sort of alcohol were you given?

	April 2000 n=79* %	14 -15 years n=15* %	16 -17 years n=50* %	18 years n=14* %
Beer or cider	47	76	42	36
Wine or wine cooler	23	0	26	36
Spirits, liqueurs, alcoholic sodas, RTDs	32	20	37	28
Don't know	3	0	2	8
Total	**	**	**	**

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

*Sub-sample: Current drinkers.

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Table 14: Money given to teenager by parents to purchase alcohol

Q14. In the last 6 months have your parents given you money to buy alcohol to take to an event you were going to without them? If yes: The last time they did this, how much would they have given you?

	April 2000 n=260* %	14 -15 years n=93* %	16 -17 years n=112* %	18 years n=55* %
\$10-20	7	2	10	7
\$21-30	2	2	1	4
More than \$30	2	1	4	2
None - Parents have not given money for purchase of alcohol	88	95	83	87
Don't know	1	0	2	0
Refused	0	0	1	0
Total	100	100	100	100

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

*Sub-sample: Current drinkers.

Caution: low base numbers of respondents-results are indicative only