

**Youth and Alcohol
2003 ALAC Youth Drinking Monitor**

August 2003

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7 August 2003 BRC # 2664

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Executive summary

Introduction

This report presents the results for the 2003 ALAC Youth Drinking Monitor. This monitor is the sixth survey in a series commenced in 1997, designed to evaluate and provide direction for ALAC's youth strategy. In contrast to previous monitors, the current monitor "piggy-backed" on the concurrent quantitative stage of the Youth Campaign Development research programme, although this report presents findings for the Youth Monitor only, in a form similar to previous Youth Monitors to ensure ease of comparison.

Because of the demanding segmentation requirements for the Youth Campaign Development research, a considerably larger sample than the approximately 300 to 350 interviews secured for earlier Youth Monitors was required, specifically 626 interviews were conducted. The efficiencies that this approach delivered in terms of sample size has resulted in higher precision in 2003 Youth Monitor findings, and also the opportunity to report not just in terms of Māori and non-Māori, but Pacific youth as well (see Appendix B).

Interviewing for this survey took place between 4 and 30 June 2003. A total sample of 626 Youth aged between 12 and 17 were interviewed. As mentioned, unlike previous monitors, primarily for the benefit of the Youth Campaign Development research, the sample was evenly divided between Māori, Pacific and "other" youth, to allow for the examination of results in terms of the Māori and Pacific priority ethnic sub-groups, and also youth from "other" ethnic groups. Because of this deliberate over-sampling of Māori and Pacific youth, results were weighted by ethnicity, age and gender, to 2001 Census benchmarks.

Because this monitor is now the fourth survey conducted after the legal drinking age was lowered to 18 on 1 December 1999, 18-year-old teenagers were excluded from the 2003 Youth Monitor, as the impact of lowering the drinking age in December 1999 is now well understood. In fact, 18-year olds will be targeted in the upcoming quantitative research among the adult population.

Also included in the sample, for the third time, is a sample of 13-year-old teenagers, and for the first time, a sample of 12-year olds. The decision to include these young people was made in order to investigate the prevalence and frequency of risky drinking amongst this age group.

Consistent with the 2001 and 2002 surveys against which comparisons are made throughout this report, results for this survey are mainly based on 14-17 year olds. However, results for 12 and 13 year olds are also reported, where relevant.

Summary of main findings

The following table summarises the results for 14-17 year olds, in terms of a number of key indicators¹. For comparative purposes, results are also presented for the 2002 and 2001 surveys. Significant increases since 2002 are signalled with an upward pointing arrow (↑), and significant decreases with a downward pointing arrow (↓).

Note that the term, “risky drinking”, refers to drinking five or more glasses of alcohol during any one drinking occasion.

It should also be noted that the table expresses all results based on the total sample of 14-17 year olds. Figures may not correspond exactly with those presented in the body of this report, where they are sometimes based on the sub-sample of ‘current drinkers’.

Table 1: Key indicators, 2001, 2002 and 2003 surveys

	2003 14-17 year olds n=441 %	2002 14-17 year olds n=226 %	2001 14-17 year olds n=235 %
Trial:			
Ever tried alcohol (even a sip)	↓88	93	95
Ever had a <u>full</u> glass	↓72	83	80
Current drinking behaviour:			
% claiming first really started drinking under 15	↑42	34	42
Currently drink alcohol	↓66	82	79
Currently have a drink at least <u>once a week</u>	↓20	29	31
5 or more glasses drunk on the <u>last</u> drinking occasion	↓23	34	34
Risky drinking:			
Have had at least 1x risky drinking occasion in the last 2 weeks	↓20	29	32
Have had at least 1x risky drinking occasion in the last 3 months	na	49	54
Self-perception:			
Believe drinking more than last year	31	32	23
Believe drinking “far too much”/“too much”	na	20	14
Tried to cut back since last year	↑20	13	8
Sources of alcohol:			
Personally purchase	8	13	10
From own parents/caregivers	↓32	45	50
From friends	↓22	38	43
Parental involvement:			
Parents know you drink	↓55	67	67
Parents given alcohol to take to a social function	↓10	23	19
Parents given money to buy alcohol	na	7	5

¹ As noted earlier, 12 and 13 year olds are a secondary target audience and their results are therefore not included for the main analysis.

With these results in mind, the main findings of the current ALAC Youth Drinking Monitor may be summarised as follows.

- **A high proportion of 14-17 year olds are drinking regularly. Although significantly less than in 2002, there is evidence that the age at which young people first start really drinking is trending downwards.**

Almost all (88%, down from 93% in 2002) of 14-17 year olds claimed they had tried alcohol and 84% of these trialists had had a *full glass* at some stage or other (or 72% of all 14-17 year olds, down from 83% in 2002). Around three in five trialists (59%) claimed they had first started really drinking when they were under 15 (or 42% of all 14-17 year olds, up from 34% in 2002).

Māori 14-17 year olds (69%) were significantly more likely than both Pacific youth (46%) and youth of “other” ethnic groups (58%) to have really started drinking under 15 years of age.

Most of these 14-17 year olds (91%) claimed they were current drinkers (or 66% of all 14-17 year olds, down from 82% in 2002), with 29% claiming they drank at least once every week (or 20% of all 14-17 year olds, down from 29% in 2002).

- **Since 2001, proportions of “heavier drinkers” and “lighter drinkers” have decreased significantly, while the proportion of “non-drinkers” has increased significantly.**

The proportions of both “heavier drinkers” and “lighter drinkers” have decreased significantly since 2002 (25% in 2003 for “heavier drinkers”, down from 33% in 2002, 31% in 2001, and 35% in 2000; and 41% for “lighter drinkers”, down from 47% in 2002, 44% in 2001, and 49% in 2000). Conversely, there has been a compensating significant increase in the proportion of 14-17 year olds claiming to be current non-drinkers (34% in 2003, compared to 20% in 2002, 25% in 2001, and 16% in 2000).

- **Although some positive improvements since 2002, risky, or “binge” drinking remains prevalent.**

When asked about their last drinking occasion, 36% of 14-17 year old current drinkers claimed they had five or more glasses, or 23% of all 14-17 year olds. These results signal a significant decrease from 42% of 14-17 year old current drinkers in 2002 (or 34% of all 14-17 year olds).

In fact, 48% of current 14-17 year old drinkers claimed they had drunk this amount during at least one drinking occasion in the last two weeks (or 20% of all 14-17 year olds). This is a significant increase on the 35% of current 14-17 year olds who reported drinking five or more drinks on the last occasion in 2002.

Māori and Pacific 14-17 year old current drinkers were significantly more likely to have reported drinking five or more glasses on the last drinking occasion (48% for Māori and 45% for Pacific youth, compared to 30% for youth of “other” ethnic groups). Furthermore, almost one in three (29%) 14-17 year old current drinkers of Pacific ethnic origin reported drinking 10 or more glasses on the last drinking occasion. This is significantly higher than the 10% measured for youth of “other” ethnic groups, and also higher (although not significantly so) than the 21% measured for Māori youth.

- **The proportion of 14-17 year olds defined as “Heavier drinkers” or “Lighter drinkers” has decreased significantly since 2002, and the proportion of “Non-drinkers” has increased significantly. However, there is evidence of even more risky drinking behaviour among “Heavier drinkers”.**

When the frequency and amount drunk is taken into account (using ALAC’s definition of five or more glasses for risky drinking), 25% of all 14-17 year olds are defined as “Heavier drinkers”, 41% as “Lighter drinkers” and 34% as “Non-drinkers”. This compares positively to 33%, 47%, and 20% respectively, in 2002.

“Heavier drinkers” tend to have an older age profile in comparison to the other two segments, are significantly more likely to be male, Māori, and working (and relatedly, not studying). They are also significantly more likely to live in one parent/guardian households, significantly less likely to be active churchgoers, and slightly less likely to live in large towns/cities with a population of 30,000 or more.

When questioned about their last drinking occasion, half (50%) of the “Heavier drinkers” claimed they drunk nine or more glasses – more than the 41% measured in 2002, although not significantly more. Two in five (39%) drank more than 10 drinks on the last occasion (twice ALAC’s definition of heavy or excessive drinking), and a significant increase on the 23% measured in 2002.

Sixty-four percent (64%) of “Heavier drinkers” claimed they had drunk five or more glasses in at least one drinking occasion in the last two weeks, compared to 73% in 2002.

- **Despite a decrease in the proportion of all 14-17 year olds who reported trialling alcohol, almost half the current drinkers in this age group reported drinking more than last year.**

Almost half (47%) of 14-17 year old current drinkers claimed to be drinking *more* now than they were last year (or 31% of all 14-17 year olds, similar to the 32% measured in 2002, but significantly higher than the 23% measured in 2001).

Conversely, 25% of 14-17 year old current drinkers reported drinking less than in 2002 (or 16% of all 14-17 year olds, compared to 26% in 2002).

- **Drinking to excess, drink driving, and the adverse behavioural effects of drinking alcohol continue to be most often reported as a worry for young people.**

On an unprompted basis, 31% of 14-17 year old current drinkers mentioned “*drinking too much/comatose*” as a worry to them and other teenagers in relation to alcohol, compared to 39% in 2002. Other frequently mentioned concerns were:

- *Behavioural effects of drinking (change in behaviour)* – 29% of 14-17 year old current drinkers, compared to 27% in 2002.
- *Drink driving* – 20%, compared to 16% in 2002.
- *Violent/aggressive situations* – 20%, compared to 14% in 2002.

- **Parents and friends (in particular friends aged 18 and over) remain a key supply channel.**

The majority of 14-17 year old current drinkers (84%) claimed their parents knew they drank on the last occasion, similar to the 81% measured in 2002. This was significantly less likely to be reported by Pacific youth (55%), but no differences were measured with regard to Māori and “other” ethnic groups.

Most 14-17 year old current drinkers acquired their alcohol from their parents (49%, or 32% of all 14-17 year olds; compared to 55% and 45% respectively in 2002), and friends aged 18 and over (29%, or 19% of all 14-17 year olds). In addition, 8% of 14-17 year old current drinkers (5% of all 14-17 year olds) reported mainly obtaining alcohol from friends aged *less than 18*. In 2003, on a “net friends” basis, i.e. irrespective of whether under or over 18 years of age, 34% reported usually obtaining alcohol from friends, significantly lower than 49% measured in 2002 (or 22% and 38% in 2003 and 2002 respectively, for all 14-17 year olds).

However, 36% of current drinkers in this age group claimed that in the last six months, their parents had supplied them with alcohol to attend a social function they were going to without them (or 10% of all 14-17 year olds, significantly lower than the 23% measured in 2002). Furthermore, 84% of 14-17 year old current drinkers reported that their parents/caregivers knew they were drinking on the last occasion, similar to the 81% measured in 2002.

Fourteen to 17 year old Pacific current drinkers were less likely than other ethnic groups to have reported that their parents had supplied them with alcohol to take to a social function (18% among Pacific youth, compared to 32% of Māori and 37% of youth of “other” ethnic groups, although not significant differences due to the small sub-sample sizes that answered this question).

Also, for the first time in 2003, the *nature* of parent/guardian supervision on the last supervised drinking occasion was also measured. Approximately three-quarters (77%) of 14-17 year old current drinkers (or 40% of all 14-17 year olds) reported that they were supervised by their own parent(s)/guardian(s), while 23% reported having been supervised by someone else’s parent(s)/guardian(s).

- **Despite the continuing prevalence of risky drinking, young people report talking openly and honestly with parents about alcohol, coupled with a high awareness, perhaps even tolerance, of young people’s drinking.²**

The majority of 14-17 year old current drinkers (87%) agreed that *my parents talk openly and honestly with me about alcohol* (or 57% of all 14-17 year olds). Further, 81% agreed that *my parents don’t mind if I drink but I’m not allowed to get trashed*, 80% agreed that *my parents know that I drink and are OK about it*, 77% agreed that *my parents when I drink*, and just 33% disagreed that *my parents know that I drink alcohol but disapprove*.

With regard to statements designed to elicit an understanding of parental “control”, 81% of 14-17 year old current drinkers agreed that *my parents don’t mind if I drink alcohol but I’m not allowed to get trashed*, 62% agreed that both *I will get into trouble from my parents if I drink too much*, and *my parents worry about how much I drink*, and 60% agreed that *my parents set strict rules about me drinking alcohol*.

² This area of questioning has changed considerably since 2002, and as such there is no basis of comparison to previous Youth Monitors.

- **The perceived (or real) benefits of drinking alcohol appear to be balanced by a reasonable awareness of the negative consequences, or inhibitors, to drinking alcohol.³**

Two-thirds (68%) of 14-17 year old current drinkers agree that both *when I drink alcohol it is easier to meet and get to know people*, and *I enjoy the buzz I get when I drink alcohol*. Further, 65% agreed that *alcohol helps me wind down and relax*, and 55% agreed that both *it's easier to chat people up when I drink alcohol* and *everything seems happier when I drink alcohol*.

In terms of inhibitors to drinking alcohol, 86% of 14-17 year old current drinkers agreed that *I try not to pass out or throw up from drinking too much*, 82% agreed that *I am OK not drinking when I spend time with my friends who are drinking*, 80% agreed that *I limit the amount of alcohol I drink so that I don't do anything I would regret later*, and 77% agreed that *I limit the amount of alcohol I drink so that it doesn't affect my mental performance*.

- **Under-age drinkers purchasing alcohol remain unlikely to be asked for ID.**

When asked directly, 13% of 14-17 year old current drinkers claimed to purchase alcohol themselves (or 8% of all 14-17 year olds, compared to 13% in 2002).

As in 2002, bottle stores appear to be the main retail outlets used, with 83% of those claiming to personally purchase alcohol mentioning bottle stores as most often used. Among those who personally purchase alcohol, 29% are *always* or *mostly* asked for ID, however almost half (47%) reported *hardly ever* or *never* being asked for ID, a similar result to the 53% measured in 2002.

Conclusions

Based on these main findings, the following conclusions may be drawn:

1. As in 2002, a high prevalence of risky drinking continues to exist amongst 14-17 year olds. There is, however, evidence of some positive shifts, particularly in terms of the proportions of young people defined as “Heavier drinkers” (significantly lower than in 2002) and “Non-drinkers” (significantly higher than in 2002), and also in terms of lower proportions of trialists. However, although a smaller segment than in previous years, there is also evidence that “Heavier drinkers” are exhibiting increasingly risky drinking behaviour, particularly in terms of quantities consumed.

This finding supports the key goal inherent in ALAC's 2002-07 Strategic Plan, specifically *“more moderation and less harm”*, and furthermore, is also consistent with the objective of reducing alcohol-related harm among young people – one of the identified priority groups. Related, there is evidence of a riskier drinking profile among Māori, and in some respects Pacific youth, again supporting the identification of Māori and Pacific peoples as priority groups in the 2002-07 Strategic Plan.

2. Given the indicative levels of trial among 12-13 year olds (and 13 year olds in 2002), and importantly evidence that the average age at which young people *really* start drinking is decreasing, the 2003 Youth Monitor confirms the appropriateness of ALAC's wider definition of youth, specifically 12-24 year olds.

³ Again, a completely revised set of attitude statements in 2003 has resulted in no basis of comparison to previous Youth Monitors.

3. Although there is evidence of a high level of “engagement” by parents and caregivers with young people on alcohol issues (e.g. reflected by high agreement to the statement *my parents talk openly and honestly with me about alcohol*), it is important to acknowledge that the similarly high awareness of young people’s drinking per se, may hide the fact that parents and caregivers are ignorant of the extent to which young people continue to exhibit risky drinking behaviour. Further, although to a significantly lesser extent than in 2002, parents remain the main supplier of alcohol to 14-17 year olds. Friends also remain a major source of supply of alcohol to 14-17 year olds, despite a positive downward trend since 2001 in the proportion of youth supplied alcohol by friends.

Also, despite a modest decrease in the proportion of 14-17 year olds who reported personally purchasing alcohol, consistent with previous years, a high proportion of them are *hardly ever* or *never* asked for ID.

These findings reaffirm another of ALAC’s strategic directions with respect to the supply of alcohol. Specifically, that retailers, parents and other third-parties (e.g. friends) are rightly identified as a target for promoting appropriate moderation and harm-minimisation messages with respect to the supply of alcohol to young people.

4. For the first time in 2003, we measured the level of agreement with attitude statements addressing both the benefits and inhibitors to drinking alcohol. Although a high proportion of young people agreed with statements aligned to the inhibitors to drinking alcohol, equally high proportions agreed with statements aligned to the benefits of drinking. Agreement did, however, tend to be higher for benefits relating to the more sociable/fun aspects of drinking, and lower for the more extreme ends of the benefit spectrum, e.g. *I drink to prove myself to my friends* and *I drink alcohol to escape from reality*.
5. As in previous years, results have been examined by various demographic characteristics, including ethnicity. Results suggest some important, and in many cases unfavourable differences with respect to Māori, and also some positive and negative differences with respect to Pacific youth.

Although we acknowledge Māori and Pacific peoples are identified target groups in the 2002-07 Strategic Plan, on the basis of findings from the current and previous years’ Youth Monitors, all ethnic groups would appear to warrant attention in terms of reducing alcohol harm for young people.

1. Introduction and objectives

1.1 Introduction

In April 1997, BRC Marketing & Social Research established a “benchmark” of the drinking behaviour of young people, 14 to 18 years of age. This survey was conducted just prior to the commencement of the Alcohol Advisory Council’s multi-media campaign targeted at reducing **risky drinking**⁴ amongst Youth.

Key statistics that related to drinking amongst Youth were re-measured, again, in surveys conducted in November 1997, November 1998, March 2000, March 2001, and April/May 2002.

The survey for 1999 was postponed due to the timing of the legislative changes to the drinking laws. These changes impacted especially on Youth access to alcohol as the legal drinking age was reduced to 18, and beer became available in supermarkets and on Sundays. This survey was eventually conducted early in 2000 (March/April).

It should be noted that a decision was made to continue to include 18-year-old teenagers in the 2000 survey for comparative reasons. This was also the case for the 2001 and 2002 surveys, however in light of detailed insight into the beliefs, behaviours and attitudes of 18-year olds, they were excluded from the scope of the 2003 Youth Monitor.⁵

Also included, for the third time, is a sample of 13-year-old teenagers, and for the first time, a sample of 12-year olds. The decision to include these young people was made in order to investigate the prevalence and frequency of risky drinking in this younger age group.

⁴ ALAC defines risky drinking for the age group in question as drinking five or more glasses of alcohol during any one drinking occasion.

⁵ It should be noted, however, that 18-year olds will be in-scope of the upcoming Adult quantitative survey, designed to inform Youth Campaign Development.

1.2 Objectives

Although a concurrent objective of the current survey was to inform the Youth Campaign, for the purposes of the ongoing Youth Monitor series the overall objective was to continue measuring changes in youth attitudes and behaviour towards risky drinking; thereby giving further direction and focus to ALAC's youth strategy.

More specifically, questions focused on:

- The incidence and frequency with which youth drink alcohol, with a particular focus on risky or "binge" drinking.
- The context in which alcohol is consumed, in particular measures designed to inform the incidence of risky drinking, and the extent to which there is parental involvement and/or supervision.
- Attitudes toward motivations and inhibitors to drinking alcohol, and drinking behaviour in general, but with particular regard to risky drinking.
- Attitudes toward parental involvement and concern with regard to youth drinking.
- The types of alcohol youth drink, and where they buy or access it.
- The extent to which alcohol per se, or the negative consequences of drinking alcohol, is a concern to youth.

2. Method

2.1 Approach

As for previous surveys, the 2003 ALAC Youth Drinking Monitor was conducted by **telephone**, with BRC interviewers calling randomly selected households and then, within selected households, randomly selecting Youth aged between 12 and 17 inclusive. Some initial focus was given to contacting male youth, due to the fact that they are more mobile and are therefore less likely to be at home.

Interviewing took place between 4 and 20 June 2002. The total sample of n=626 youth 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. 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.

2.2 Sampling

Youth were contacted as follows:

- At first, households were randomly selected.
- Then within selected households, the young person 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.

For the Pacific and “other” ethnic group sub-samples, households were randomly sampled from Telecom’s electronic telephone directories, while the 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 38% was achieved.

2.3 Questionnaire & questionnaire development

A copy of the questionnaire used in the interviewing is included in this report as an appendix. Because the questionnaire used for this survey was administered not only for the purpose of the Youth Monitor, but also the quantitative stage of the Youth Campaign Development research series, considerably more effort went into pre-testing, with n=49 pilot interviews conducted. 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.

2.4 Weighting

At the processing stage, the interviewed sample 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. 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, the maximum sampling error for total sample results, is $\pm 5.1\%$, at the 95% confidence level.

For estimates based on ethnic sub-samples, the following maximum margins of error apply (also at the 95% confidence level):

- Māori youth – $\pm 6.3\%$
- Pacific youth – $\pm 7.9\%$
- “Other” youth – $\pm 6.9\%$.

2.5 Analysis & presentation of the results

Previous surveys have been analysed based on a segmentation of the total sample of youth, taking into consideration their drinking frequency and the volume of alcohol consumed. This has also been the basis of the analysis on this occasion as well⁶.

This is explained more fully in Section 4, but briefly, the segmentation resulted in the creation of three groups of youth; “Heavier drinkers”, “Lighter drinkers” and “Non-drinkers”.

It is important to note that some respondents were unable to be classified into one of these groups (n=18) and, therefore, this sometimes affects the size of sub-samples.

Consistent with the 2001 and 2002 surveys against which comparisons are made throughout this report, results for this survey are mainly based on 14-17 year olds. However, results for 12 and 13 year olds are also reported separately.

⁶ Results were also examined separately by ethnicity, gender and age, and tabulations relating to this are contained in Appendixes B to D.

2.6 Significance tests

Provided below 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:

$$p \pm 1.96 * \text{sqrt}[p(1-p)/n],$$

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:

$$p \pm 1.96 * \text{sqrt}\{\sum[w_i^2 * p_i(1-p_i)/n_i]\},$$

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:

$$|p_1 - p_2| \pm 1.96 * \text{sqrt}[p_1(1-p_1)/n_1 + p_2(1-p_2)/n_2],$$

where |...| denotes *absolute value*, i.e. ignores sign
p₁ = the proportion (%) of interest in sample 1
p₂ = the proportion (%) of interest in sample 2
n₁ = the size of sample 1
n₂ = 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 (p₁ and p₂), then the difference is statistically significant.

3. Sample description

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

Table 2: Gender

	Total sample n=626 %	Sub sample 14-17 years n=441 %	Sub sample 12-13 years n=185 %
Male	51	51	50
Female	49	49	50
Total	100	100	100

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

Table 3: Age

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

	Total sample n=626 %	Sub sample 14-17 years n=441 %	Sub sample 12-13 years n=185 %
12 years old	16	0	45
13 years old	20	0	55
14 years old	16	25	0
15 years old	16	24	0
16 years old	17	27	0
17 years old	15	23	0
Total	100	100	100

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

Table 4: 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 14-17 years n=441 %	Sub sample 12-13 years n=185 %
Māori	20	21	18
Pacific Peoples	9	9	8
Other ethnic groups	71	70	74
Total	100	100	100

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

Table 5: Educational status*Q41. Which of these best describes your current employment or educational status?*

	Total sample n=626 %	Sub sample 14-17 years n=441 %	Sub sample 12-13 years n=185 %
At school	89	83	100
At university / polytechnic / private training establishment	4	7	0
Working full-time	3	5	0
Working part-time	11	15	5
Unemployed	4	5	4
Other	0	0	0
Total	**	**	**

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

Table 6: Living situation*Q36. Which of the following best describes your living situation?*

	Total sample n=626 %	Sub sample 14-17 years n=441 %	Sub sample 12-13 years n=185 %
I live with two parents, guardians, or parent and step-parent in one place	73	73	74
I live mostly with one parent or guardian	19	20	19
My parents, guardians live apart and I live some of the time with both parents, guardians, or parent and step-parent	5	4	7
I do not live with my parents/guardians	3	4	0
Total	100	100	100

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

Table 7: Town, city, country area*Q42. Which of these best describes where you live?*

	Total sample n=626 %	Sub sample 14-17 years n=441 %	Sub sample 12-13 years n=185 %
Rural area (under 1,000 population)	9	9	10
A small town (1,000 to 9,999 population)	14	13	16
A medium-sized town (10,000 to 29,999 population)	16	16	15
A large town or city (30,000 or more population)	59	60	57
Don't know	2	2	2
Total	100	100	100

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

Table 8: Region*Q43. In which of the following areas do you live?*

	Total sample n=626 %	Sub sample 14-17 years n=441 %	Sub sample 12-13 years n=185 %
Northland	3	3	3
Auckland	51	52	48
Waikato	4	4	4
Bay of Plenty	19	19	19
Gisborne	1	1	1
Taranaki	1	1	1
Hawke's Bay	0	1	0
Manawatu - Wanganui	2	1	4
Wellington -Wairarapa	8	9	7
Nelson	1	0	2
Marlborough	3	1	6
Canterbury	2	2	2
Otago	3	3	2
Southland	2	2	1
Total	100	100	100

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

Table 9: 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 14-17 years n=441 %	Sub sample 12-13 years n=185 %
Yes	37	35	40
No	63	65	59
Total	100	100	100

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

4. Segmentation of Youth

4.1 Approach

To examine the results of the current ALAC Youth Drinking Monitor in accordance with the current legislation, the total sample of 12 to 17 year old teenagers has been divided into two sub-groups:

- 12 to 13 year-old teenagers.
- 14 to 17 year old teenagers.

This report focuses mainly on presenting results for the **14 to 17 year old sub-group**. The 12 to 13 year-old sub-group is treated as a secondary group; the results for which are presented in contrast to the main group.

While some analysis of the results of the survey has been completed by age, gender and ethnicity, as mentioned in the previous section, the most insightful analysis has been based on a **behavioural** segmentation (as for the original “benchmark” and all previous surveys). This segmentation takes into account drinking frequency and volumes consumed.

The amount of alcohol drunk on the last drinking occasion is considered to be an estimate of usual drinking behaviour. “Heavier” and “Lighter drinkers” are distinguished on the basis of ALAC’s definition of risky drinking:

- **“Heavier drinkers”** - those who reported drinking **five⁷ or more** “glasses” of alcohol on their last drinking occasion.
- **“Lighter drinkers”** - those who reported drinking less than five “glasses” of alcohol on their last drinking occasion.
- **“Non-drinkers”** - those who reported they have either never had a sip or full “glass” of alcohol **or** they have previously tried alcohol, but no longer drink.

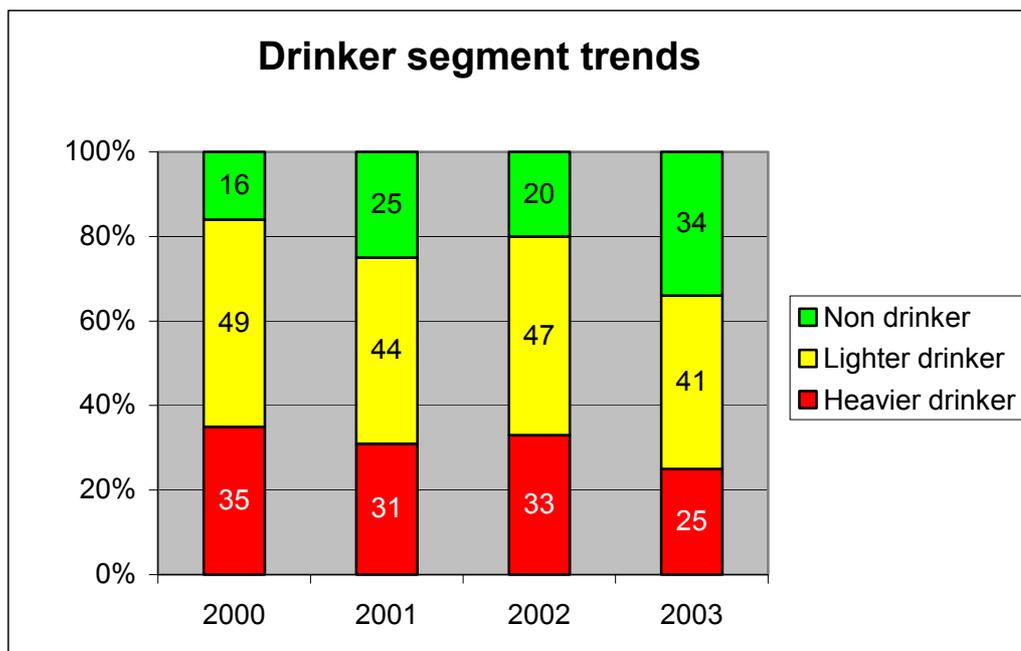
Following is a graph that illustrates the risky drinking trend for the current survey, for 14 to 17 year old teenagers, in comparison to the results for the monitor in 2002. This shows the following:

- Two thirds (64%) of 14-17 year olds defined as “current drinkers” (compared to 68% in 2002).
- One-quarter (25%) of 14-17 year olds defined as “Heavier drinkers” (compared to 33% in 2002).
- One-third (34%) of 14-17 year olds defined as “Non drinkers” (compared to 20% in 2002).

⁷ Drinking five or more glasses on one drinking occasion was used as the defining criteria for “heavier” drinking in our analysis. Five or more glasses in a row is used by ALAC to define risky drinking by Youth.

In terms of trends, there have been noticeable and significant changes in segment composition since 2002; most notably a significant increase in the proportion of “Non-drinkers”, and a significant decrease in the proportion of “Heavier drinkers” (see Figure 1). Combined decreases in the proportions of “Heavier drinkers” and “Lighter drinkers” have resulted in a significant decrease in the overall proportion of current drinkers in 2003 (64%) compared to 2002 (68%).

Figure 1: Proportions of 14-17 year olds in each Drinker segment



4.2 Segment profiles

4.2.1 “Heavier drinkers”

“Heavier drinkers” represent the smallest group of young people, 14 to 17 years at 25%, in 2003.

Trend

As mentioned previously, the proportion identifying as “heavier drinkers” has decreased significantly since 2002 (and also compared to 2000 and 2001).

Drinking behaviour

Two-thirds (66%) of “Heavier drinkers” claimed they first started drinking more than the occasional sip of alcohol when they were under 15. Over half (53%) claimed they currently drink at least once every week.

When questioned about their last drinking occasion, almost three quarters (73%) claimed they drunk seven or more glasses. Approximately two-fifths (39%) drank more than 10 (twice ALAC’s definition of risky drinking).

Almost two thirds (62%) claimed they had drunk five or more glasses in one drinking occasion at least once in the last two weeks. Among these young people, one fifth (21%) claimed to have drunk this quantity of alcohol on four or more occasions in the last two weeks.

Demographic characteristics

Demographically “Heavier drinkers” tend to differ from the other groups in terms of the following characteristics:

- In general, they have the oldest age profile, with three quarters (73%) in the 16-17 year old age group and 43% claiming to be 17 years of age. In comparison, 18% of “Lighter drinkers” and 15% of “Non-drinkers” are 17 years of age.
- Perhaps reflecting their age, “Heavier drinkers” are more likely than those in the other two segments to report that they work part- or full-time (33%, compared to 19% of “Light drinkers” and 11% of “Non-drinkers”. “Heavier drinkers” are also more likely than others to be engaged in tertiary-level study.
- While the majority of “Heavier drinkers” (and other segments) identify themselves among “other” (non-Māori and non-Pacific) ethnic groups, “Heavier drinkers” are more likely than others to be Māori (33%, compared to 19% of “Lighter drinkers” and 14% of “Non drinkers”). They are also more likely than others to be male, and less likely to report being an active churchgoer.

Self-perception

Over half (53%) claimed they were drinking *more* now than they were last year, not significantly different than in 2002 (59%). Conversely, one-third (33%) thought the amount they were drinking now was *less*, not significantly higher than 23% in 2002.

However, almost half (45%) claimed they had attempted to *cut back in the last year*, a slight decrease from 53% in 2002.

Nevertheless, they were most likely to agree with statements that emphasise the benefits of drinking alcohol, such as “*when I drink alcohol it is easier to meet and get to know people*”, “*I enjoy the buzz I get when I drink alcohol*”, and “*alcohol helps me wind down and relax*”. They are also least likely to agree with statements that emphasise the inhibitors to drinking alcohol, such as “*I try not to pass out or throw up from drinking too much*”, “*I limit the amount of alcohol I drink so that I don’t do anything I would regret later*”, and “*I limit the amount of alcohol I drink so that it doesn’t affect my mental performance*”.

Drinking context

“Heavier drinkers” are more likely than “Lighter drinkers” to drink with friends and schoolmates (89% cf. 54% respectively) rather than parents/caregivers (7% cf. 37%). They are also least likely to drink at home with parent/guardian supervision (15%), and tend to drink more often at parties (29%) and friend’s houses without supervision (23%).

Among “Heavier drinkers” currently living with parents/caregivers, 87% report that at least one parent drinks alcohol and, among these young drinkers, 72% report that both parents/caregivers drink. “Heavier drinkers” most frequently characterise their fathers as *moderate* drinkers (51%), and their mothers as *light* drinkers (72%).

4.2.2 “Lighter drinkers”

“Lighter drinkers” comprise 41% of young people in the age group 14 to 17, and as such are the largest group of Youth.

Trend

The proportion of “Lighter drinkers” reported in this year’s survey (41%) is not significantly different from the proportion reported in 2002 (47%), or 2001 (44%).

Drinking behaviour

Half (53%) of “Lighter drinkers” claimed they first started drinking more than the occasional sip of alcohol when they were under 15. One-fifth (19%) claimed they currently drink at least once every week.

When questioned about their last drinking occasion, two-thirds (67%) reported they had no more than two glasses of alcohol, and only 23% reported having five or more glasses during a single drinking occasion anytime in the last two weeks (not significantly different from 9% in 2002). For “Lighter drinkers” who had consumed this quantity, most (52%) had only done so once in the last two weeks. However, two-fifths (40%) admitted they had drunk five or more drinks in one occasion at least once in the past.

Demographic characteristics

Demographically “Lighter drinkers” tend to differ from the other groups in terms of the following characteristics:

- In general, they tend to be younger than “Heavier drinkers” but older than “Non drinkers”, with half (52%) in the 14-15 year old age group and only 18% claiming to be 17 years of age. In comparison, 43% of “Heavier drinkers” and 15% of “Non-drinkers” are 17 years of age.
- Compared to “Heavier drinkers”, “Lighter drinkers” are more likely to report that they are currently at school, and are similar to “Non drinkers” in this respect (91%, compared to 90% of “Non drinkers” and 62% of “Heavier drinkers”).
- “Lighter drinkers” are most likely to identify themselves among “other” (non-Māori and non-Pacific) ethnic groups, and are least likely to consider themselves as Pacific Islanders. They are also more likely than others to be female, and less likely than “Non drinkers” (but more likely than “Heavier drinkers”) to report being an active churchgoer.

Self-perception

Two-fifths (42%) of “Lighter drinkers” claimed they were drinking *more* now than they were last year, significantly more than in 2002 (25%). Conversely, one-fifth (22%) believed they were drinking less now than in the previous year, marginally non-significant compare to 2002 (37%).

One-fifth (22%) of “Lighter drinkers” claimed they had also tried to *cut back* in the last year (the small sample base for this question in 2002 limits comparison with this year’s result).

"Lighter drinkers" are less likely than "Heavier drinkers" to agree with statements that emphasise the benefits of drinking alcohol, such as "*when I drink alcohol it is easier to meet and get to know people*", "*I enjoy the buzz I get when I drink alcohol*", and "*alcohol helps me wind down and relax*". They are also more likely to agree with statements that emphasise the inhibitors to drinking alcohol, such as "*I try not to pass out or throw up from drinking too much*", "*I limit the amount of alcohol I drink so that I don't do anything I would regret later*", and "*I limit the amount of alcohol I drink so that it doesn't affect my mental performance*".

Drinking context

"Lighter drinkers" are most likely to drink with friends and schoolmates (54%), but to a lesser degree than "Heavier drinkers" (84%). One-third (37%) mainly drinks with parents/caregivers (significantly more than the 7% of "Heavier drinkers"). In terms of where they drink, "Lighter drinkers" most frequently drink at home with parent/guardian supervision (45%), and are less likely than "Heavier drinkers" to drink mainly at parties, or at friend's houses with or without adult supervision.

Among "Lighter drinkers" currently living with parents/caregivers, 88% report that at least one parent drinks alcohol and, among these young drinkers, 68% report that both parents/caregivers drink. "Lighter drinkers" typically characterise their fathers as either *light* (52%) or *moderate* drinkers (40%), and their mothers as *light* drinkers (78%).

4.2.3 "Non-drinkers"

"Non-drinkers" are, at 34%, the second largest of the three groups of Youth, aged 14 to 17.

Trend

This result is significantly higher than that in 2002 (20%), and also represents a higher result compared to 2001 (25%) and 2000 (16%).

Drinking behaviour

Only one-third (32%) of "Non-drinkers" claimed they have ever had a *full glass* of alcohol. By definition, they are currently not drinking.

Demographic characteristics

Demographically they tend to differ from the other groups in terms of the following characteristics:

- Overall, they tend to be the youngest segment. Two-thirds (64%) of "Non-drinkers" are 14 to 15 years old, with two-fifths (39%) aged 14 years (compared to 26% of "Lighter drinkers" and 8% of "Heavier drinkers").
- Given their youthful age, "Non-drinkers" are more likely to still be at school (90%) than working (11%) or studying at a tertiary education level (5%). They are very similar to "Lighter drinkers" in this regard, although quite distinct from "Heavier drinkers".

- "Non drinkers" are more likely to identify themselves among "other" (non-Māori and non-Pacific) rather than Māori or Pacific ethnic groups, and are least likely of the segments to consider themselves as Māori (14%). However, they are most likely among segments to identify as of Pacific Island ethnic origin. They are equally likely to be male and female, and are more likely than "Heavier" or "Lighter" drinkers to report being an active churchgoer. "Non drinkers" are also more likely than current drinkers to report that they live in a large town or city.
- "Non-drinkers" are least likely than the other two segments to identify as Māori (14%), and more likely to identify as having some "Other" ethnic background (13%). The base number for this segment is very small (n=40) and, therefore, caution must be exercised in interpreting this result.

Self-perception

"Non drinkers" are most likely of the segments to disagree that "it's OK to get drunk as long as it's not every day", and are most likely to agree that "it's never OK to get drunk", "young people shouldn't drink alcohol until they are a responsible adult", and "there's nothing good about drinking a lot of alcohol".

4.3 Segment demographics

Following is a demographic and socio-economic description of the three groups of Youth.

Table 10: Gender (by youth drinking segment)

	Sub sample 14-17 years n=423 %	Heavier drinker n=123 %	Lighter drinker n=146 %	Non- drinker n=154 %
Male	52	63	47	50
Female	48	37	53	50
Total	100	100	100	100

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

Table 11: Age (by youth drinking segment)

Q3. Can you tell me how old you are?

	Sub sample 14-17 years n=423 %	Heavier drinker n=123 %	Lighter drinker n=146 %	Non- drinker n=154 %
14 years old	26	8	26	39
15 years old	24	19	26	25
16 years old	27	30	30	22
17 years old	23	43	18	15
Total	100	100	100	100

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

Table 12: Ethnicity (by youth drinking segment)

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

	Sub sample 14-17 years n=423 %	Heavier drinker n=123 %	Lighter drinker n=146 %	Non- drinker n=154 %
Māori	21	33	19	14
Pacific peoples	9	7	4	17
Other ethnic groups	70	60	78	69
Total	**	**	**	**

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

Table 13: Educational status (by youth drinking segment)

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

	Sub sample 14-17 years n=423 %	Heavier drinker n=123 %	Lighter drinker n=146 %	Non- drinker n=154 %
At school	84	62	91	90
At university / polytechnic / private training establishment	7	18	2	5
Working full-time	5	13	4	1
Working part-time	15	20	15	10
Unemployed	5	7	3	5
Total	100	100	100	100

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

Table 14: Living situation (by youth drinking segment)

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

	Sub sample 14-17 years n=423 %	Heavier drinker n=123 %	Lighter drinker n=146 %	Non- drinker n=154 %
I live with two parents, guardians, or parent and step-parent in one place	74	63	75	80
I live mostly with one parent or guardian	18	26	18	13
My parents, guardians live apart and I live some of the time with both parents, guardians, or parent and step-parent	4	2	4	5
I do not live with my parents/guardians	4	8	3	2
Total	100	100	100	100

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

Table 15: Area - Rural/Urban (by youth drinking segment)

Q42. Which of these best describes where you live?

	Sub sample 14-17 years n=423 %	Heavier drinker n=123 %	Lighter drinker n=146 %	Non- drinker n=154 %
Rural area (under 1,000 population)	9	11	6	10
A small town (1,000 to 9,999 population)	13	15	19	5
A medium sized town (10,000 to 29,999 population)	16	18	16	16
A large town or city (30,000 or more population)	60	52	58	69
Don't know	2	4	1	0
Total	100	100	100	100

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

Table 16: Region (by youth drinking segment)

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

	Sub sample 14-17 years n=423 %	Heavier drinker n=123 %	Lighter drinker n=146 %	Non- drinker n=154 %
Northland	3	4	3	2
Auckland	53	48	47	63
Waikato	4	6	2	5
Bay of Plenty	19	19	26	12
Gisborne	1	0	0	1
Hawkes Bay	1	1	1	1
Taranaki	1	0	1	0
Manawatu - Wanganui	1	0	1	1
Wellington-Wairarapa	9	5	10	10
Marlborough	1	3	0	1
Canterbury	2	4	2	1
Otago	3	3	4	3
Southland	3	7	2	0
Total	100	100	100	100

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

Table 17: Churchgoing status

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

	Sub sample 14-17 years n=423 %	Heavier drinker n=123 %	Lighter drinker n=146 %	Non- drinker n=154 %
Yes	36	18	28	58
No	64	82	72	42
Total	100	100	100	100

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

5. Drinking behaviour

5.1 Trial and frequency of drinking

5.1.1 Trial of alcohol

Most (88%) of all Youth 14 to 17 years reported having at least a **sip of alcohol**. While remaining high compared to previous years, this is appreciably lower than the 93% recorded in 2002.

While this obviously applies to 100% of the two drinking groups as a result of the way in which they have been defined, note that approximately two thirds of “Non-drinkers” also claimed to have ever had a sip of alcohol (65%).

Note, also, that 69% of 12 to 13 year-olds claimed this was the case. Although this is significantly lower than the 88% of 13 year-olds in 2002, this finding represents a substantial number of young people of this age who have ever tried alcohol. Of course, the 12 to 13 year-olds’ trial may have been under quite controlled parental supervision.

Although many “Non-drinkers” have tried alcohol, note that only 32% claim to have ever had a “full” glass. While double the 16% of “Non-drinkers” reporting this in 2002, note that the small sub-sample sizes for these groups (n=40 and n=93 in 2002 and 2003, respectively) render this difference non-significant. In contrast, and as expected given the way they have been defined, 100% of both “Heavier drinkers” and “Lighter drinkers” report having ever had a full glass of alcohol.

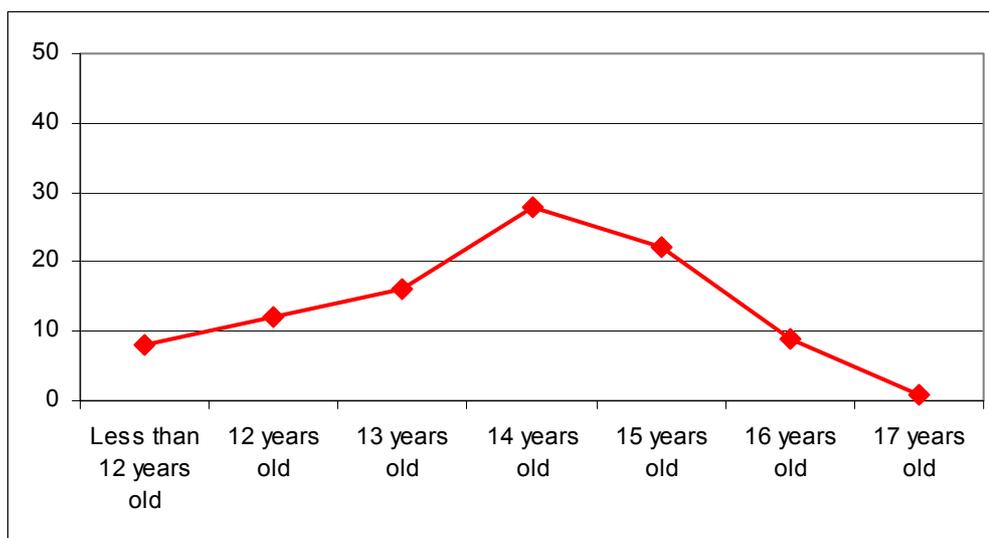
5.1.2 Age when first started

Overall, 28% of the trialists within the 14-17 year old age group reported they were under the age of 14 when they started drinking more than the occasional sip of alcohol (Figure 2). This result is significantly higher than that for 2002 (16%), although more similar to the 2001 level (27%). For the entire sample, the mean (average) age of starting to drink more than the occasional sip is 13.6 years, compared to 14.5 years measured in 2002.⁸

At the opposite end of the scale, 12% (15% in 2002) of the trialists amongst the 14-17 year old age group claimed they had not started drinking more than the occasional sip until they were at least 16 years of age.

⁸ This comparison against 2002 results should be treated with caution because of a change in questionnaire design. Specifically, the lower age categories “Before I was 10 years old”, “10 years old”, and “11 years old” were removed for the 2003 survey.

Figure 2: Age when first started drinking



5.1.3 Current drinkers

Almost all of the trialists (91%) amongst the 14-17 year old age group claimed they **currently drank alcohol** (significantly lower than 97% in 2002). (Note that for the purposes of this exercise, “trialists” are defined as having trialled alcohol and having had at least one full glass.) This means that 66% of the total sample of 14-17 year olds can be defined as ‘current drinkers’ (significantly lower than 81% in 2002, and 79% in 2001).

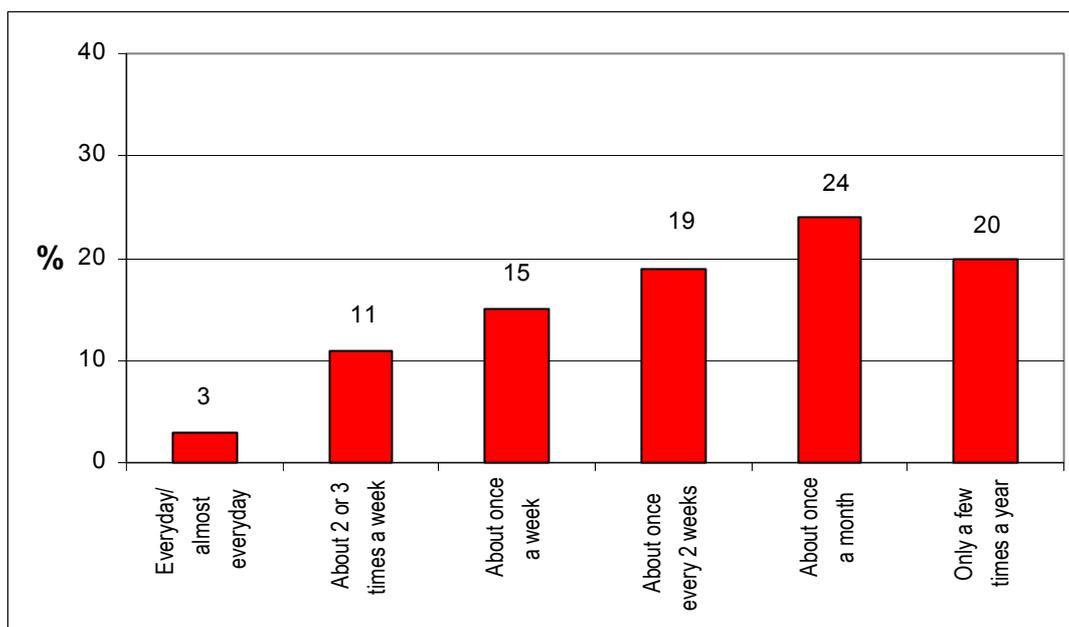
Current drinkers have, in turn, been categorised as “Heavier drinkers” or “Lighter drinkers”, depending on the number of drinks consumed on the last drinking occasion (i.e. five or more, as per ALAC’s definition of risky drinking). Compared to more recent years, in 2003 there is a greater tendency for current drinkers to be “Lighter drinkers” (63%, compared to 59% in 2002) more so than “Heavier drinkers” (37%, compared to 41% in 2002).

Note that, 92% of 12 to 13 year-old “trialists” claimed they currently drank alcohol (cf. 90% of 13 year olds in 2002).

5.1.4 Frequency of drinking alcohol

Overall, 28% of 14-17 year old current drinkers (or 20% of all current drinkers) claimed they drank at least once every week. This compares with 34% in 2002, but is not significantly lower. Note that 12% claimed they drank “two or three times a week” or “almost everyday” as the following graph shows (cf. 9% in 2002).

Figure 3: Frequency of drinking alcohol



Not surprisingly, 53% of the “Heavier drinkers” claimed they drank alcohol at least once every week compared to 19% of “Lighter drinkers” (51% and 24% in 2002, respectively). Approximately one-quarter (28%) of “Heavier drinkers” claimed they drank “two or three times a week”, twice the 14% of “Heavier drinkers” who claimed this in 2002 (although the difference is marginally short of significance), but similar to 25% of “Heavier drinkers” in 2001.

5.1.5 Drink types

In terms of what types of alcohol were consumed on the last drinking occasion, the most popular drinks for 14-17 year old trialists were ordinary strength beer (37%), RTDs (20%), low alcohol spirits (19%), and full strength spirits (15%). Overall, “Heavier drinkers” were more likely than “Lighter drinkers” to have consumed most beverages, with the most popular drinks for each segment including ordinary strength beer (45% and 31% of “Heavier” and “Lighter” drinkers, respectively), RTDs (23% cf. 19%), full strength spirits (21% cf. 10%) and low alcohol spirits (18% cf. 19%). Also, on average “Heavier drinkers” drank a significantly greater range of drinks on the last drinking occasion, compared to “Lighter drinkers”.

Compared to 14-17 year old drinkers, 12-13 year trialists were less likely to drink RTDs (12%) and low alcohol spirits (5%) but were more likely to drink ordinary strength beer (49%) and wine or sparkling wine (22%).

Table 18: Ever tried alcohol (by youth drinking segment)

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.

	2003 Sub sample 14-17 years n=441 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Non- drinker n=154 %	2003 Sub sample 12-13 years n=185 %	2002 Sub sample 14-17 years n=226 %	2002 Sub sample 13 years n=68 %
Yes	88	100	100	65	69	93	88
No	12	0	0	35	31	7	12
Total	100	100	100	100	100	100	100

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

Table 19: Ever had a full glass of alcohol (by youth drinking segment)

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?

	2003 Sub sample 14-17 years n=380 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Non- drinker n=93 %	2003 Sub sample 12-13 years n=119 %	2002 Sub sample, 14-17 years n=212 %	2002 Sub sample, 13 years n=53 %
Yes	84	100	100	32	33	88	33
No	16	0	0	68	67	12	64
Don't know	0	0	0	0	0	0	3
Total	100	100	100	100	100	100	100

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

*Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q6).

Table 20: Age started drinking

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

	2003 Sub sample 14-17 years n=316 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Non- drinker n=29* %	2003 Sub sample 12-13 years n=40* %
Before I was 12 years old	6	4	7	10	20
12 years old	5	7	4	0	57
13 years old	17	21	12	32	11
14 years old	31	34	30	27	5
15 years old	25	29	27	7	5
16 years old	11	5	14	15	1
17 years old	1	0	3	0	0
Not really drinking (now)	2	0	3	9	1
Don't know	1	0	0	1	1
Total	100	100	100	100	100

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

**Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q6), or had a "full glass" (Q7).

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

Table 21: Frequency of drinking alcohol (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=316 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Non- drinker n=29* %	2003 Sub sample 12-13 years n=40* %	2002 Sub sample, 14-17 years n=190 %	2002 Sub sample, 13 years n=20* %
Everyday / Almost everyday	3	4	2	0	0	0	0
About 2 or 3 times a week	11	28	3	0	0	9	4
About once a week	15	21	14	0	8	25	0
About once every two weeks	19	17	21	0	6	28	14
About once a month	24	17	33	0	31	18	31
Only a few times a year	20	13	28	0	47	17	41
Never drink alcohol now	9	0	0	100	8	3	11
Total	100	100	100	100	100	100	100

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

**Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q6) and have had a full glass (Q7).

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

Table 22: Drink type(s) last drinking occasion (by youth drinking segment)

Q18b. What did you mainly drink?

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
Low alcohol beer	5	4	6	1
Ordinary strength beer	37	45	31	49
Extra strength beer (e.g. Elephant beer, Duvel, Chimay)	1	2	0	1
Cider	1	2	0	0
Wine or sparkling wine	14	6	18	22
Wine cooler	2	2	0	0
RTDS ("Ready to Drink" e.g. Stollies, Purple Guaranas, KGBs)	20	23	19	12
Low alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov / Moscow Light vodka, Kentucky Gold)	19	18	19	5
Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff vodka, gin)	15	21	10	12
Liqueurs (e.g. Baileys)	1	2	0	0
Port or sherry	1	2	0	0
Home Brew	1	2	0	5
Other	0	0	0	0
Don't know	3	1	4	0
Total	**	**	**	**

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

**Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q6), or had a "full glass" (Q7).

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

5.2 Drinking context

The context in which young drinkers consume alcohol has been examined in terms of when, with whom, and where they typically drink.

Overall, young drinkers are most likely to drink alcohol on weekends and holidays; this is the case for both 14-17 trialists (83%) and 12-13 trialists (72%), and for both "Heavier drinkers" (80%) and "Lighter drinkers" (84%).

Two-thirds (66%) of 14-17 year old trialists mainly drink alcohol with friends and schoolmates, although this is significantly more likely for "Heavier drinkers" (89%) than for "Lighter drinkers" (54%). In contrast, only one-quarter (26%) of 14-17 year drinkers mainly drink with parents/caregivers or other family members, with "Lighter drinkers" more likely than "Heavier drinkers" to do so (37% and 7%, respectively). As for "Lighter" 14-17 year old drinkers, 12-13 year old trialists are more likely to drink with family members (52%) than with friends/schoolmates (32%).

Overall, young drinkers are most likely to drink at home with parental supervision, although this is more likely for 12-13 year olds than for 14-17 year olds (53% and 35%, respectively). Among 14-17 year olds, while "Lighter drinkers" are also most likely to drink at home with adult supervision (45%, compared to only 15% of "Heavier drinkers"), "Heavier drinkers" are most likely to drink at parties (29%), at friends' houses *without* supervision (23%), and at friends' houses *with* supervision (20%).

Table 23: Main pattern of drinking (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
Mostly on weekends and holidays	83	80	84	72
Mostly on weekdays	3	1	3	10
A combination of both	14	20	12	13
Don't know	0	0	0	5
Total	100	100	100	100

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

**Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q6), or had a "full glass" (Q7).

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

Table 24: Who mainly drink alcohol with (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
Friends / schoolmates	66	89	54	32
Parents / caregivers, other whānau / family, e.g. aunts, uncles, grandparents	26	7	37	52
Workmates	1	1	1	0
Older siblings or family / whānau, e.g. cousins, who are teenagers / young adults	6	3	6	16
On my own	1	0	1	0
Total	100	100	100	100

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

**Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q6), or had a "full glass" (Q7).

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

Table 25: Where mainly drink alcohol (by youth drinking segment)

Q15. And where do you mainly drink alcohol?

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
At home with parent / guardian supervision	35	15	45	53
At home without parent / guardian supervision	6	5	7	5
Friends' house(s) with parent / guardian supervision	15	20	12	18
Friends' house(s) without parent / guardian supervision	17	23	13	7
Parties	18	29	12	9
Pubs	1	2	1	0
Cafes /restaurants	1	0	1	0
Dance clubs / nightclubs	0	1	0	0
Sports clubs	0	0	0	0
Out and about (on the street, parks, malls, etc.)	5	3	7	1
Other family	2	3	1	5
Don't know	0	1	0	0
Total	100	100	100	100

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

**Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q6), or had a "full glass" (Q7).

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

5.3 Risky drinking

Risky drinking was measured in relation to three time periods; the last drinking occasion, the last two weeks, and ever.

5.3.1 Last drinking occasion

Approximately one-third (36%) of 14-17 year old current drinkers (or 23% of all 14-17 year olds) claimed that they had consumed **five or more glasses of alcohol** on their last drinking occasion. This is lower (though not significantly) than 42% of 14-17 year olds in 2002.

One-in-seven (14%) of drinkers this age claimed they had consumed almost double this amount (i.e. two glasses or more) most recently (compared to 17% in 2002).

Given the way "Heavier drinkers" have been defined (i.e. drunk at least five glasses on the last drinking occasion), all of these young people, by definition, drunk at least 5 glasses on their last drinking occasion. Importantly, less than a half of them (39%) claimed they had drunk ten glasses or more most recently (no change from 41% in 2002).

In comparison, most of the "Lighter drinkers" claimed they had only drunk one or two glasses (58% cf. 61% in 2002). Most 12-13 year old drinkers had either had just one or two drinks (33% cf. 79% in 2001), or had less than a full glass (34%).

5.3.2 In the last two weeks

Reflecting the results for the 'last drinking occasion', significantly higher proportions of "Heavier drinkers" (64%) than "Lighter drinkers" (23%) claimed they had drunk "five or more drinks in a row anytime in the last two weeks" (73% and 9% respectively in 2002).

Overall, this applies to 48% of 14-17 year old current drinkers (or 20% of all 14-17 year olds), significantly more than 35% in 2002.

Note that 2% of all 12-13 year-olds claimed that they had drunk at least five drinks in the last two weeks.

14-17 year olds that had drunk to excess in the last two weeks, were asked how many times in that period they had done this. Half (55%) claimed they had drunk "five or more drinks in a row" twice or more within this timeframe (not significantly different than 49% in 2002).

While "Lighter drinkers", by definition, drink less overall than "Heavier drinkers", they do exhibit some risky drinking behaviour. Of the 9% of this segment who had drunk to excess at least once in the last two weeks, one-third (34%) had drunk this much at least twice during this period (although the small base size of this sample limits interpretation of this finding).

5.3.3 Ever

When current drinkers were asked if they had ever drunk five or more drinks on one occasion, three-fifths (62%) of 14-17 year old drinkers reported they had done this. Unsurprisingly, this was more common among "Heavier drinkers" (99%) than "Lighter drinkers" (40%) in this age group. Notably, almost one-third (30%) of 12-13 year olds claimed they had at some time drunk five or more drinks on one occasion.

Table 26: Consumption on last drinking occasion (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %	2002 Sub sample, 14-17 years n=186 %	2002 Sub sample, 13 years n=18* %
Less than a full glass, e.g. a sip	5	0	9	34	na	na
Only one glass	17	0	29	21	16	68
2 glasses	18	0	29	12	19	11
3 glasses	12	0	20	16	14	12
4 glasses	7	0	12	1	9	0
5-6 glasses	10	29	0	9	16	4
7-8 glasses	8	21	0	5	9	0
9-10 glasses	4	11	0	0	8	2
More than 10 glasses	15	39	0	1	9	0
Total	100	100	100	100	100	100

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

**Includes only those who said they had tried alcohol (Q6/7) and still drink alcohol (Q9).

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

Table 27: Excessive drinking in past two weeks (by youth drinking segment)

Q11. And have you drunk 5 or more drinks on one occasion any time in the last two weeks?

	2003 Sub sample 14-17 years n=190 %	2003 Heavier drinker n=120 %	2003 Lighter drinker n=57 %	2003 Sub sample 12-13 years n=9* %	2002 Sub sample, 14-17 years n=186 %	2002 Sub sample, 13 years n=18* %
Yes	48	64	23	34	35	6
No	52	35	77	66	64	94
Don't know	0	0	0	0	1	0
Total	100	100	100	100	100	100

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

**Includes only those who have tried alcohol (Q6/7) and still drink alcohol (Q9).

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

Table 28: Frequency of excessive drinking in past two weeks (by youth drinking segment)

Q12. How many times in the last 2 weeks did you do that? That is, drink 5 or more drinks in a row.

	2003 Sub sample 14-17 years n=93 %	2003 Heavier drinker n=72 %	2003 Lighter drinker n=13* %	2003 Sub sample 12-13 years n=2* %	2002 Sub sample, 14-17 years n=186 %	2002 Sub sample, 13 years n=18* %
Once	42	40	52	100	52	
Twice	20	22	8	0	26	
Three times	17	16	26	0		
Four times	9	13	0	0		
Five times	1	1	0	0		
Six times	2	3	0	0		
Seven times	0	0	0	0		
Eight to ten times	1	1	0	0		
More than 10 times	5	3	0	0		
Don't know	4	1	13	0	0	
Total	100	100	100	100	100	100

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

**Includes only those who are current drinkers (Q9) and who claim they have had 5 or more alcoholic drinks in one session in the last 2 weeks (Q11).

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

Table 29: Drink type(s) last excessive drinking occasion (by youth drinking segment)

Q13. What did you mainly drink?

	2003 Sub sample 14-17 years n=93 %	2003 Heavier drinker n=72 %	2003 Lighter drinker n=13* %	2003 Sub sample 12-13 years n=2* %
Low alcohol beer	3	4	0	0
Ordinary strength beer	47	50	34	0
Extra strength beer (e.g. Elephant beer, Duvel, Chimay)	2	3	0	0
Cider	2	3	0	0
Wine or sparkling wine	8	6	3	0
Wine cooler	2	3	0	0
RTDS ("Ready to Drink" e.g. Stollies, Purple Guaranas, KGBs)	28	29	29	49
Low alcohol spirits mixed or straight (e.g. Mississippi Moonshine, Kristov / Moscow Light vodka, Kentucky Gold)	13	13	13	0
Full strength spirits mixed or straight (e.g. Jim Beam, Smirnoff vodka, gin)	29	27	21	0
Liqueurs (e.g. Baileys)	4	5	0	0
Port or sherry	2	3	0	0
Home Brew	2	3	0	51
Total	**	**	**	**

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

**Includes only those who are current drinkers (Q9) and who claim they have had 5 or more alcoholic drinks in one session in the last 2 weeks (Q11).

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

Table 30: Excessive drinking ever (by youth drinking segment)Q10. Have you *EVER* drunk five or more drinks on one occasion?

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
Yes	62	99	40	30
No	37	1	60	70
Total	100	100	100	100

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

**Includes only those who said they had tried alcohol (Q6/7) and still drink alcohol (Q9).

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

5.4 Drinking trends

5.4.1 Drinking more, less or the same

About half (47%) of 14-17 year old current drinkers (or 31% of all 14-17 year olds) claimed they were now drinking “more” than they were in the previous year. There has been an increasing trend in the proportions of 14-17 year old drinkers claiming this over the last few years; while the 2003 figure is not significantly higher than the result for 2002 (39%), it has increased significantly from 2001 (29%).

“Heavier drinkers” are most likely to claim they were drinking “more” in 2003 (53%). While slightly lower compared to 2002 (59%), this remains higher than for 2001 (40%). However, one-third (33%) of “Heavier drinkers” claimed they were drinking less in 2003 (not significantly higher than 23% in 2002). At the other extreme, two-fifths (42%) of the “Lighter drinkers” claimed they were drinking “more” (significantly higher than 25% in 2002), however the majority claimed they were drinking “less” (22%) or about the “same” amount (33%).

Almost two-fifths (37%) of the 12-13 year-olds also claimed they were now drinking “more” than they were in the previous year. However, due to the small base sample sizes, this is not significantly higher than 24% in 2002. Notably, 34% and 24% of 12-13 year olds reported they were drinking “about the same” or less, respectively, in 2003.

5.4.2 Reasons for drinking more or less than last year

For 14-17 year old current drinkers who are now drinking more, the most frequently mentioned reasons for this increase in consumption are that they are:

- Now “socialising more” (44% cf. 45% of 12-13 year olds).
- “Older now, can handle it” (36% cf. 38% of 12-13 year olds).
- “Allowed to drink now” (12% cf. 3% of 12-13 year olds).

A similar pattern of reasons is evident for “Heavier drinkers” within the 14-17 year group, who claim they are “socialising more” (43% cf. 47% of “Lighter drinkers”), “I’m allowed to drink now” (23% cf. 4% of “Lighter drinkers”), and “it’s easier to get hold of” (23% cf. 1% of “Lighter drinkers”). A more salient reason for “Lighter drinkers” who are now drinking more is that they believe they are “older now, can handle it” (51% cf. 18% of “Heavier drinkers”).

Other than the reasons mentioned above, 12-13 year olds also admit that “peer pressure” has contributed to an increase in drinking, more so than for 14-17 year olds (20% vs. 6%, respectively – although the small sample size of 12-13 year olds limits comparison).

In terms of why young people are drinking less than last year, the most frequently mentioned reasons among 14-17 year drinkers who are drinking less include:

- “Because of other commitments (school, work, sports, etc)” (36% cf. 34% of 12-13 year olds).
- “I don’t enjoy it anymore/as much as I did” (28% cf. 31% of 12-13 year olds).
- “Personal safety/health reasons” (17% cf. 0% of 12-13 year olds).

Over half of 14-17 year old "Heavier drinkers" claimed they were drinking less “Because of other commitments” (56% cf. 17% of "Lighter drinkers"), with fewer reporting that “I don’t enjoy it anymore/as much as I did” (24% cf. 33% of "Lighter drinkers") and that “Personal safety/health reasons” now limited their drinking (19% cf. 17% of "Lighter drinkers").

5.4.3 Attempts to cut back

All current drinkers were asked if they had tried to cut back their drinking in the last year. The majority of 14-17 year old drinkers in 2003 reported they had not tried to cut back during this period (68%) Approximately one-third (30%) of these drinkers had tried to cut back in the last year. Note that changes in questionnaire design between 2002 and 2003 limit the comparability of results between these two years⁹.

Interestingly, "Heavier drinkers" were significantly more likely than "Lighter drinkers" to report they had tried to cut back their drinking in the last year (45% and 22% respectively). However, the majority of both "Heavier drinkers" and "Lighter drinkers" drinkers had not tried to cut back (55% and 75% respectively).

As for 14-17 year olds, 12-13 year old drinkers were more likely to have not tried to cut back (66%) than to have tried to do this (29%).

⁹ Note that the definition of those who were asked this question differed in 2002 compared to 2003. In 2002, this question was only asked of those who were current drinkers and claimed they had drunk too much or far too much (a question not asked in 2003).

Table 31: Drinking more or less than last year (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %	2002 Sub sample 14-17 years n=186 %	2002 Sub sample 13 years n=18* %
More	47	53	42	37	39	24
About the same	23	11	30	34	28	42
Less	25	33	22	24	31	14
Did not drink alcohol in the last year	4	2	5	0	1	20
Don't know	1	0	2	5	1	0
Total	100	100	100	100	100	100

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

**Includes only those who are current drinkers (Q9).

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

Table 32: Reasons for drinking more (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=132 %	2003 Heavier drinker n=61 %	2003 Lighter drinker n=60 %	2003 Sub sample 12-13 years n=11* %
Reasons for drinking <u>more</u>:				
Older now, can handle it	36	18	51	38
Because it's fun	9	8	8	0
Socialising more	44	43	47	45
Peer pressure	6	2	7	20
I'm allowed to drink now	12	23	4	3
It's easier to get hold of	10	23	1	0
Was not drinking last year	1	0	3	0
Other	3	3	4	0
Don't know	7	11	5	0
Total	**	**	**	**

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

Includes only those who are current drinkers (Q9) and drinking **more than last year (Q30).

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

Table 33: Reasons for drinking less (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=79 %	2003 Heavier drinker n=43* %	2003 Lighter drinker n=34* %	2003 Sub sample 12-13 years n=11* %
Reasons for drinking <u>less</u>:				
I don't enjoy it anymore/as much	28	24	33	31
Because of other commitments (school, work, sport, etc.)	36	56	17	34
Personal safety/health reasons	17	19	17	0
Now older/more mature	16	8	23	0
Other	10	7	11	27
Don't know	6	6	7	9
Total	**	**	**	**

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

Includes only those who are current drinkers (Q9) and drinking **less than last year (Q30).

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

Table 34: Attempts made to cut back drinking (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %	2002 Sub sample 14- 17 years n=52 %	2002 Sub sample 13 years n=2* %
Yes	30	45	22	29	56	50
No	68	55	75	66	44	50
Don't know	2	0	3	5	0	0
Total	100	100	100	100	100	100

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

**Includes only those who are current drinkers (Q9).

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

6. Purchasing and accessing alcohol

6.1 Sources of alcohol

Parents (50%) and *friends aged 18 and over* (29%) were identified most frequently as sources of alcohol by 14-17 year old current drinkers. Expressed as a proportion of all 14-17 year olds, these figures are 32% and 18% respectively.

On an unprompted basis, 5% admitted they purchased alcohol themselves (9% in 2002), although when asked directly, more claimed they did (see Section 6.2 following).

While “Heavier drinkers” frequently identified their *parents* as a source (37%), they were less likely to do so than “Lighter drinkers” (58%). In contrast, they were more likely to identify *friends aged 18 and over* (39% cf. 23% of “Lighter drinkers”), *friend’s parents* (14% cf. 6% of “Lighter drinkers”), *buy alcohol themselves* (13% cf. zero percent of lighter drinkers, on an unprompted basis), and *other family/whānau* (12% cf. 5% of “Lighter drinkers”).

As expected, 12 and 13-year-olds were most likely to claim they obtained their alcohol from their *parents* (72%) and zero percent claimed they bought it for themselves.

6.2 Personally purchasing alcohol

As stated above, on an unprompted basis 5% of 14-17 year current drinkers claimed they bought alcohol themselves.

However, when asked on a prompted basis, a further 8% claimed they bought alcohol themselves, such that the total (unprompted and prompted) proportion of 14-17 year-old current drinkers who reported buying alcohol themselves is 13% (down from 18% in 2002). As expected, “Heavier drinkers” (24%, cf. 30% in 2002) were more likely than “Lighter drinkers” (5% cf. 9% in 2002) to have reported purchasing alcohol themselves. The proportion claiming to buy alcohol themselves equates to 8% based on the total sample of 14-17 year olds, cf. 15% in 2002.

Zero percent of 12 and 13-year-olds claimed they purchased alcohol when asked on a prompted basis, compared to 2% in 2002.

Among 14-17 year-olds who reported that they purchase alcohol themselves, *Bottle stores/off licenses* (82%, or 11% of 14-17 year-old current drinkers) was most frequently mentioned as the outlet from which alcohol was purchased.

6.3 Ease of access to alcohol

Fourteen to seventeen year old current drinkers who claimed they bought alcohol for themselves were asked a series of questions relating to these purchasing occasions; specifically, whether they were asked for ID, etc.

As the number of 14-17 year old current drinkers who personally purchase alcohol is relatively small (n=35), the results need to be treated with caution because the base numbers are also very small.

However, although some improvement since 2002, the results suggest that these young people are often not being asked for ID (41% claimed they are *hardly ever* or *never asked*, cf. 53% in 2002).

Respondents were also asked the extent to which they are asked to show ID when attempting to personally purchase alcohol. Just 7% (cf. 17% in 2002) reported that they are *always* asked, and a further 25% (cf. 21% in 2002) reported that they are *mostly* asked. In contrast, 25% (cf. 31% in 2002) reported being *hardly ever* asked, and 16% (cf. 22% in 2002) reported that they are *never* asked.

In terms of the “success” in obtaining the alcohol these young people attempt to purchase, one-quarter (26%, cf. 36% in 2002) reported that they *always* get the alcohol they attempt to purchase, and 40% (cf. 41% in 2002) reported that they *mostly* get it. In contrast, zero percent (cf. 8% in 2002) reported that they *never* get the alcohol they attempt to purchase.

Regarding the use of false ID or someone else’s ID, one-quarter (28%, cf. 31% in 2002), reported that they had ever used false ID or someone else’s ID to buy alcohol. In terms of the “success” in obtaining the alcohol these young people attempt to purchase using false or someone else’s ID, one-third (33%, cf. 63% in 2002) reported that they *always* get the alcohol they want.¹⁰

¹⁰ Note: these results are based on **very** small sub-sample sizes – n=6 in 2003 and n=7 in 2002.

Table 35: Sources of alcohol (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %	2002 Sub sample 14-17 years n=186 %	2002 Sub sample 13 years n=18* %
I buy it myself	5	13	0	0	9	0
From a boyfriend / girlfriend	3	5	2	0	na	na
From friends	na	na	na	na	49	4
From friends 18 & over	29	39	23	6	na	na
From friends under 18	8	8	8	12	na	na
From a brother or sister	na	na	na	na	10	12
From a brother or sister 18 & over	5	5	4	1	na	na
From a brother or sister under 18	1	4	0	0	na	na
From a friend's parents/ siblings	na	na	na	na	13	2
From a friends brother or sister 18 & over	4	5	4	0	na	na
From a friends brother or sister under 18	1	2	0	0	na	na
From parents	49	37	58	72	55	81
From other family / whānau	8	12	5	14	na	na
From a friends parent(s)	9	14	6	1	na	na
From another adult I know	1	3	0	1	3	12
From a stranger	1	2	0	0	2	0
Steal it/sneak it	0	0	0	0	0	0
Other	2	1	2	0	5	2
Don't know	1	1	1	0	0	0
Total	**	**	**	**	**	**

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

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

**Current drinkers only.

Table 36: Whether personally purchase alcohol (by youth drinking segment)

Q23. Do you ever buy alcohol yourself?

	2003 Sub sample 14-17 years n=272 %	2003 Heavier drinker n=110 %	2003 Lighter drinker n=144 %	2003 Sub sample 12-13 years n=32* %
Yes	8	11	5	0
No	92	89	95	100
Total	100	100	100	100

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

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

**Current drinkers only, who buy alcohol themselves (Q19/23).

Table 37: Personal purchase of alcohol (by youth drinking segment)*Q24. Where do you most often buy alcohol?*

	2003 Sub sample 14-17 years n=38 %	2003 Heavier drinker n=25* %	2003 Lighter drinker n=10* %	2002 Sub sample 14-17 years n=186 %	2002 Sub sample 13 years n=18* %
A pub	1	1	0	0	0
Café restaurant	0	0	0	0	na
Dance club / Night-club	11	17	0	0	0
Bottle store / Off licence	83	78	92	11	0
Supermarket	3	4	0	3	0
Sports club	1	0	3	0	0
Party or event licensed to sell alcohol	0	0	0	na	na
Other	1	0	5	1	0
Don't buy alcohol	na	na	na	82	98
Refused	na	na	na	1	2
Don't know	0	0	0	1	0
Total	100	100	100	100	100

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

*Caution: Low base numbers of respondents—results are indicative only.

**Current drinkers only, who buy alcohol themselves (Q19/23). Excludes 12-13 year olds in 2003 because none reported personally purchasing alcohol.

Table 38: Asked for ID*Q25. When trying to buy alcohol, how often are you asked to show ID? Would it be...*

	2003 Sub sample 14-17 years n=38 %	2002 Sub-sample 14-17 years n=29* %
Always	6	17
Mostly	23	21
Sometimes	24	10
Hardly ever	26	31
Never	21	22
Total	100	100

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

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

**Current drinkers only, who buy alcohol themselves (Q19/23).

Table 39: Frequency of actually buying alcohol*Q26. And when you personally try to buy alcohol, do you get it...?*

	2003 Sub sample 14-17 years n=38 %
Always	30
Mostly	37
Sometimes	15
Hardly ever	12
Never	0
Don't know	6
Total	100

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

**Current drinkers only, who buy alcohol themselves (Q19/23).

Table 40: Used false ID*Q27. Have you ever used false ID or someone else's ID to buy alcohol?*

	2003 Sub sample 14-17 years n=38 %
Yes	26
No	74
Total	100

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

**Current drinkers only, who buy alcohol themselves (Q19/23).

Table 41: Successfully purchase alcohol using false ID*Q28. How often are you able to successfully buy alcohol using false ID or someone else's ID?*

	2003 Sub sample 14-17 years n=6* %
Always	33
Mostly	45
Sometimes	0
Hardly ever	0
Never	0
Don't know	22
Total	100

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

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

**Current drinkers only, who buy alcohol themselves (Q19/23).

6.4 Parental involvement and supervision

6.4.1 Provision of alcohol

Among 14-17 year-olds who are usually provided alcohol by parents, approximately one-third (36%, cf. 28% in 2002) reported that, in the last six months, their parents had given them alcohol to take to a social function that they were not attending. This was more likely to be reported by “Heavier drinkers” (72%, cf. 40% in 2002) than “Lighter drinkers” (21%, cf. 20% in 2002).

6.4.2 Parental supervision

Among current drinkers, 84% of 14-17 year olds reported that on the last drinking occasion, a parent or guardian was aware that they were drinking. This was slightly more likely to be the case among “Heavier drinkers” (89%), compared to “Lighter drinkers” (82%). Among those for whom a parent or guardian knew they were drinking on the last occasion, 77% reported that they were supervised by their own parent(s) or guardian(s), and the remaining 23% were supervised by someone else’s parent(s) or guardian(s).

In terms of supervision when drinking at home, 13% of 14-17 year olds reported that they never drink at home, however:

- 29% reported that they are supervised by parent(s) or guardian(s) *all of the time*.
- 34% reported that they are supervised *most of the time*.
- 16% reported that they are supervised *some of the time*.
- 6% reported that they are *hardly ever* supervised, and 3% that they are *never* supervised.

Respondents who reported that their parents or caregivers had supplied them with alcohol to take to a social function in the last six months (see Section 6.4.1), were also asked whether there was parental supervision at the last function they went to. Among the 36% of 14-17 year olds who are usually provided alcohol by a parent or caregiver, and who’s parents or caregivers had provided them with alcohol to take to a social function, 84% reported that there was adult supervision at the last social function. There were no significant differences with regard to drinking segment.

The final area of questioning with respect to parental supervision was about the nature of supervision at the last social occasion. Among 14-17 year olds who last attended a social function with parental supervision, 53% reported that the nature of supervision was “*not actively supervising, but would get involved if necessary*”, while 47% reported “*actively supervising, e.g. serving food, monitoring behaviour and drinking*”. Again, there were no significant differences with regard to drinking segment.

Table 42: Parents providing children with alcohol (by youth drinking segment)

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?*

	2003 Sub sample 14-17 years n=117 %	2003 Heavier drinker n=41 %	2003 Lighter drinker n=70 %	2003 Sub sample 12-13 years n=21* %	2002 Sub sample 14- 17 years n=186 %	2002 Sub sample 13 years n=18* %
Yes	36	72	21	24	28	2
No	64	27	79	76	72	98
Don't know	0	1	0	0		
Total	100	100	100	100	100	100

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

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

**Includes only those who have tried alcohol (Q11/12) and still drink alcohol (Q15).

Table 43: Parental awareness of young person drinking on last occasion (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %	2002 Sub sample 14- 17 years n=186 %	2002 Sub sample 13 years n=18* %
Yes	84	89	82	87	81	86
No	16	11	18	13	17	4
Don't know	0	0	0	0	2	10
Total	100	100	100	100	100	100

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

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

**Includes only those who have tried alcohol (Q11/12) and still drink alcohol (Q15).

Table 44: Nature of parental supervision on last supervised drinking occasion (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=229 %	2003 Heavier drinker n=107 %	2003 Lighter drinker n=112 %	2003 Sub sample 12-13 years n=27* %
My parent(s)/guardian(s)	77	73	81	92
Someone else's parent(s)/ guardian(s)	23	27	19	8
Total	100	100	100	100

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

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

**Includes only those who have tried alcohol (Q11/12) and still drink alcohol (Q15).

Table 45: Adult supervision at social functions with alcohol

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

	2003 Sub sample 14-17 years n=40 %	2003 Heavier drinker n=21* %	2003 Lighter drinker n=16* %	2003 Sub sample 12-13 years n=5* %
Yes	84	80	88	100
No	15	18	12	0
Don't know	1	2	0	0
Total	100	100	100	100

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

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

**Includes only those who have tried alcohol (Q11/12) and still drink alcohol (Q15).

Table 46: Type of adult supervision at social functions

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

	2003 Sub sample 14-17 years n=33 %	2003 Heavier drinker n=16* %	2003 Lighter drinker n=14* %	2003 Sub sample 12-13 years n=5* %
Not actively supervising but would get involved if necessary, e.g. mostly keeping to themselves in another place / room / part of the house	53	51	52	0
Actively supervising, e.g. serving food, monitoring behaviour and drinking	47	49	48	100
Total	100	100	100	100

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

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

**Includes only those who have tried alcohol (Q11/12) and still drink alcohol (Q15).

7. Benefits and inhibitors to drinking alcohol

In order to better understand the underlying motivations and inhibitors to drinking alcohol, young people were presented a battery of attitudinal statements, and asked the extent to which they agreed or disagreed with each statement.

It is important to note that these statements were designed primarily to serve the needs of the Youth Campaign Development strategy, building upon findings from the initial qualitative research stage. As such, statements were carefully constructed to reflect the needs of the segmentation study, so there is no basis of comparison to previous Youth Monitors. Accordingly, findings are presented here for only the 2003 survey, and only in terms of the extent of agreement or disagreement with these statements. The separate Youth Campaign Development Quantitative Segmentation report will present these findings in significantly more detail.

Attitudinal statements designed to measure agreement with a range of benefits of drinking alcohol were:

- *Having a drink with friends and family gives me a sense of belonging*
- *I drink alcohol because everyone else I socialise with does*
- *I would feel left out by my friends if I didn't drink as much alcohol as them*
- *I drink to prove myself to my friends*
- *I regularly play drinking games with my friends*
- *When I drink alcohol it is easier to meet and get to know people*
- *I feel more confident when I drink alcohol*
- *It's easier to chat people up when I drink alcohol*
- *I am more likely to engage in sexual activity when I drink alcohol*
- *Everything seems happier when I drink alcohol*
- *I enjoy the buzz I get when I drink alcohol*
- *Drinking alcohol gives me something to do*
- *Alcohol helps me wind down and relax*
- *I drink alcohol to escape from reality*
- *I drink to get drunk*

Attitudinal statements designed to measure agreement with a range of inhibitors to drinking alcohol were:

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

7.1 Benefits of/motivations to drink

The highest levels of agreement with statements relating to the benefits of, or motivations to drink, were as follows:

- Two-thirds (68%) of 14-17 year olds agreed with the statements "*when I drink alcohol it is easier to meet and get to know people*" and "*I enjoy the buzz I get when I drink alcohol*". This was more likely the case among "Heavier drinkers" (85% and 77% agreed, respectively), but significantly less likely among 12-13 year olds (28% and 27% agreed, respectively).
- Sixty-five percent (65%) agreed that "*alcohol helps me wind down and relax*". Again, this was more likely the case among "Heavier drinkers" (75%), and again less likely among 12-13 year olds (28%).
- Fifty-five percent (55%) agreed that "*it's easier to chat people up when I drink alcohol*" and "*everything seems happier when I drink alcohol*". Once again, "Heavier drinkers" were more likely to agree with these statements (73% and 69%, respectively), and 12-13 year olds less likely to agree (35% and 16%, respectively).

In contrast, the highest levels of disagreement with statements relating to the benefits of, or motivations to drink, were as follows:

- Ninety-four percent (94%) of 14-17 year olds disagreed with the statement *“I drink to prove myself to my friends”*, with no significant differences detected with respect to drinking segment or age.
- Eighty-six percent (86%) disagreed with the statements *“I would feel left out by my friends if I didn’t drink as much alcohol as them”* and *“I drink alcohol to escape from reality”*. Importantly, no significant differences were detected with respect to drinking segment, however 12-13 year olds were less likely to disagree with the first statement (68% disagreed; conversely 32% agreed), but were not significantly different to the older age group with respect to the second statement.
- Sixty-nine percent (69%) disagreed with the statements *“I drink alcohol because everyone else I socialise with does”* and *“I drink to get drunk”*. In terms of drinking segment, “Heavier drinkers” were more likely to disagree with the first statement (78%) but significantly less likely to disagree with the second statement (51%; conversely 42% agreed). In terms of age, 12-13 year olds were slightly more likely to disagree that *“I drink alcohol because everyone else I socialise with does”* (75%) and similarly more likely to disagree that *“I drink to get drunk”* (92%).

7.2 Inhibitors to drinking

The highest levels of agreement with statements relating to the inhibitors to drinking were as follows:

- Eighty-six percent (86%) of 14-17 year olds agreed with the statement *“I try not to pass out or throw up from drinking too much”*. “Heavier drinkers” were less likely to agree with this statement (81%), and younger 12-13 year old drinkers were also less likely to agree (69%).
- Eighty-two percent (82%) agreed that *“I am OK not drinking when I spend time with my friends who are drinking”*. No differences were evident with respect to drinking segment, however again 12-13 year old drinkers were less likely to agree (65%).
- Four-fifths (80%) agreed that *“I limit the amount of alcohol I drink so that I don’t do anything I would regret later”*, with “Heavier drinkers” significantly less likely to agree (64%), and younger drinkers more likely to agree (88%).
- Seventy-seven percent (77%) agreed that *“I limit the amount of alcohol I drink so that it doesn’t affect my mental performance”*. “Heavier drinkers” were significantly less likely to agree with this statement (62%), while 12-13 year olds were slightly more likely (84%).

The highest levels of disagreement with statements relating to the inhibitors to drinking were as follows:

- Three-quarters (75%) disagreed that *“I am not concerned about the long-term effects of alcohol on my internal organs”*. “Heavier drinkers” were significantly less likely to agree with this statement (64%), however no differences were detected with respect to age.
- Seventy-two percent (72%) disagreed that *“I limit the amount of alcohol I drink because of religious beliefs or commitments”*. There was a slightly higher level of disagreement among “Heavier drinkers” (79%), however no differences were detected with respect to age.
- Seventy-one percent (71%) disagreed that *“the thought of putting on weight stops me drinking too much”* and *“I can afford as much alcohol as I want”*. There were no differences detected with respect to drinking segment for either of these statements, however interestingly, 12-13 year old drinkers were significantly less likely to disagree that *“the thought of putting on weight stops me drinking too much”* (49%), and also significantly less likely to disagree that *“I can afford as much alcohol as I want”*. Collectively, these findings probably signal a higher likelihood of alcohol being more-or-less irrelevant to the majority of 12-13 year olds, than they do a “cavalier” attitude to the physical and financial burden alcohol can present.

Table 47: Attitudes toward drinking

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

	2003 Sub sample 14-17 years n=441 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Non drinker n=154 %	2003 Sub sample 12-13 years n=185 %
It's OK to get drunk as long as it's not every day					
Agree	69	84	77	47	41
Neither agree or disagree	1	3	0	1	1
Disagree	28	13	21	49	56
Don't know / Not applicable	1	0	1	3	1
Total	100	100	100	100	100
It's never OK to get drunk					
Agree	27	7	22	50	51
Neither agree or disagree	2	0	3	3	4
Disagree	70	92	76	46	44
Don't know / Not applicable	1	0	0	1	2
Total	100	100	100	100	100
Drinking a small amount of alcohol every day is OK					
Agree	37	34	44	30	41
Neither agree or disagree	0	1	0	0	0
Disagree	62	65	56	67	58
Don't know / Not applicable	1	0	0	3	1
Total	100	100	100	100	100
Young people shouldn't drink alcohol until they are a responsible adult					
Agree	59	44	52	81	85
Neither agree or disagree	0	1	0	0	1
Disagree	40	55	48	18	14
Don't know / Not applicable	0	0	0	1	0
Total	100	100	100	100	100
There is nothing good about drinking a lot of alcohol					
Agree	66	54	67	75	82
Neither agree or disagree	2	1	2	2	0
Disagree	32	45	31	21	18
Don't know / Not applicable	1	0	0	2	0
Total	100	100	100	100	100

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

Table 48: Beliefs about benefits of drinking

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
Having a drink with friends and family gives me a sense of belonging				
Agree	46	45	48	35
Neither agree or disagree	2	1	3	1
Disagree	51	54	49	64
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I drink alcohol because everyone else I socialise with does				
Agree	31	22	35	25
Neither agree or disagree	1	0	1	0
Disagree	68	78	64	75
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I would feel left out by my friends if I didn't drink as much alcohol as them				
Agree	11	8	11	32
Neither agree or disagree	3	2	3	0
Disagree	86	90	84	68
Don't know / Not applicable	0	0	1	0
Total	100	100	100	100
I drink to prove myself to my friends				
Agree	6	4	6	10
Neither agree or disagree	1	0	2	0
Disagree	93	96	93	90
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I regularly play drinking games with my friends				
Agree	33	53	20	9
Neither agree or disagree	0	0	0	5
Disagree	66	46	79	86
Don't know / Not applicable	0	1	0	0
Total	100	100	100	100
When I drink alcohol it is easier to meet and get to know people				
Agree	68	85	58	28
Neither agree or disagree	1	1	2	5
Disagree	30	14	39	66
Don't know / Not applicable	1	0	1	0
Total	100	100	100	100

continued...

Table 48: (continued)

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
I feel more confident when I drink alcohol				
Agree	47	62	37	37
Neither agree or disagree	1	0	2	0
Disagree	52	38	60	63
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
It's easier to chat people up when I drink alcohol				
Agree	55	73	44	35
Neither agree or disagree	3	1	5	5
Disagree	41	25	52	59
Don't know / Not applicable	0	1	0	1
Total	100	100	100	100
I am more likely to engage in sexual activity when I drink alcohol				
Agree	36	50	27	27
Neither agree or disagree	2	4	0	5
Disagree	62	46	71	68
Don't know / Not applicable	1	0	2	0
Total	100	100	100	100
Everything seems happier when I drink alcohol				
Agree	55	69	47	16
Neither agree or disagree	2	1	2	5
Disagree	43	29	51	79
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I enjoy the buzz I get when I drink alcohol				
Agree	69	77	63	27
Neither agree or disagree	2	0	3	2
Disagree	29	23	33	65
Don't know / Not applicable	1	0	1	5
Total	100	100	100	100
Drinking alcohol gives me something to do				
Agree	34	49	24	26
Neither agree or disagree	1	2	0	1
Disagree	66	49	76	73
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100

continued...

Table 48: (continued)

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
Alcohol helps me wind down and relax				
Agree	64	75	59	28
Neither agree or disagree	3	3	3	0
Disagree	33	22	38	72
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I drink alcohol to escape from reality				
Agree	14	18	11	9
Neither agree or disagree	0	1	0	1
Disagree	86	82	88	89
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I drink to get drunk				
Agree	28	42	16	8
Neither agree or disagree	4	6	3	0
Disagree	68	51	79	92
Don't know / Not applicable	1	0	1	0
Total	100	100	100	100

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

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

**Includes only those who have tried alcohol (Q11/12) and still drink alcohol (Q15).

Table 49: Beliefs about inhibitors to drinking

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

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
I limit the amount of alcohol I drink so that I don't wake up with a hangover				
Agree	66	49	79	76
Neither agree or disagree	1	0	1	0
Disagree	32	50	20	24
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I try NOT to pass out or throw up from drinking too much				
Agree	85	81	89	69
Neither agree or disagree	1	0	1	0
Disagree	14	19	9	31
Don't know / Not applicable	1	0	1	0
Total	100	100	100	100
I try NOT to drink so much I forget what I was doing or what happened				
Agree	68	61	74	56
Neither agree or disagree	4	6	2	0
Disagree	27	32	23	43
Don't know / Not applicable	1	1	0	1
Total	100	100	100	100
The thought of putting on weight stops me from drinking too much				
Agree	27	26	29	45
Neither agree or disagree	1	0	1	5
Disagree	71	73	70	49
Don't know / Not applicable	0	1	0	0
Total	100	100	100	100
I am NOT concerned about the long-term effects of alcohol on my physical appearance				
Agree	28	35	26	14
Neither agree or disagree	2	5	0	0
Disagree	68	60	72	81
Don't know / Not applicable	1	0	1	5
Total	100	100	100	100
I am NOT concerned about the long-term effects of alcohol on my internal organs, e.g. liver, brain				
Agree	23	33	17	29
Neither agree or disagree	1	3	0	0
Disagree	76	64	82	71
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100

continued...

Table 49: (continued)

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
I limit the amount of alcohol I drink so that it doesn't affect my physical performance, e.g. sport, work				
Agree	73	63	79	85
Neither agree or disagree	2	1	3	0
Disagree	25	36	18	15
Don't know / Not applicable	0	0	1	0
Total	100	100	100	100
I limit the amount of alcohol I drink so that it doesn't affect my mental performance, e.g. study, ability to concentrate				
Agree	77	62	86	84
Neither agree or disagree	2	0	3	0
Disagree	21	37	11	16
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I limit the amount of alcohol I drink so that I don't do anything I would regret later				
Agree	80	64	90	88
Neither agree or disagree	2	1	3	0
Disagree	18	35	7	12
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I am concerned about getting caught up in arguments or fights if I drink too much				
Agree	62	55	66	62
Neither agree or disagree	2	1	0	10
Disagree	37	44	33	28
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
I worry about getting into a sexual situation that I might later regret if I drink too much				
Agree	71	68	72	74
Neither agree or disagree	2	1	2	0
Disagree	27	31	25	26
Don't know / Not applicable	1	0	1	0
Total	100	100	100	100
Getting hold of alcohol is not a problem				
Agree	74	79	72	47
Neither agree or disagree	1	0	1	0
Disagree	23	21	25	48
Don't know / Not applicable	1	0	2	5
Total	100	100	100	100

continued...

Table 49: (continued)

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
I can afford as much alcohol as I want				
Agree	27	30	24	8
Neither agree or disagree	1	3	0	0
Disagree	71	67	74	92
Don't know / Not applicable	1	0	1	0
Total	100	100	100	100
I am OK NOT drinking when I spend time with my friends who are drinking				
Agree	82	82	82	65
Neither agree or disagree	1	2	0	0
Disagree	16	16	16	34
Don't know / Not applicable	1	0	1	1
Total	100	100	100	100
I limit the amount of alcohol I drink because of religious beliefs or commitments				
Agree	24	17	29	30
Neither agree or disagree	1	1	0	0
Disagree	72	79	67	70
Don't know / Not applicable	3	3	3	0
Total	100	100	100	100
I limit the amount of alcohol I drink when I have to drive				
Agree	62	65	60	57
Neither agree or disagree	1	0	1	0
Disagree	7	10	5	6
Don't know / Not applicable	31	24	34	37
Total	100	100	100	100

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

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

**Includes only those who have tried alcohol (Q11/12) and still drink alcohol (Q15).

8. Concerns about drinking

In 2002, respondents were asked on an unprompted basis what issues concerned them as young people, with alcohol-related issues being just one potential concern in this wider context. In 2003 this line of questioning was discarded in favour of questions asking directly about young people's alcohol-related concerns. This was asked on both a top-of-mind (first mentioned) and "other" unprompted basis, with the key findings summarised below.

8.1.1 What are the key alcohol-related concerns?

On a top-of-mind basis, the most salient alcohol-related concern for 14-17 year old and 12-13 year old drinkers in 2003 were:

- "Drinking too much/becoming comatose" (20% of 14-17 year olds cf. 19% of 12-13 year olds).
- "Behavioural effects of drinking (change in behaviour)" (16% cf. 12%).
- "Drink driving" (14% cf. 10%).
- "Violent/aggressive situations" (10% cf. 14%).

A similar pattern of top-of-mind responses was evident for 14-17 year old "Heavier" and "Lighter" drinkers, whose main concerns were reported as "Drinking too much/becoming comatose" (22% and 17%, respectively), "Drink driving" (16% and 13%, respectively), "Behavioural effects of drinking (change in behaviour)" (13% and 19%, respectively), and "violent/aggressive situations" (13% and 8%, respectively).

Considering all unprompted mentions (combining first- and other-mentions), the most important alcohol-related concerns for young drinkers included the following:

- "Drinking too much/becoming comatose" (31% of 14-17 year olds cf. 20% of 12-13 year olds).
- "Behavioural effects of drinking (change in behaviour)" (29% cf. 39%).
- "Drink driving" (20% cf. 12%).
- "Violent/aggressive situations" (20% cf. 17%).

Some differences in this regard are apparent between "Heavier" and "Lighter" drinkers, with "Heavier drinkers" more concerned than "Lighter drinkers" about "drinking too much/becoming comatose" (41% cf. 25% respectively, a significant difference) and "violent/aggressive situations" (23% cf. 18% respectively). In contrast, "Lighter drinkers" tended to be more concerned than "Heavier drinkers" about "behavioural effects of drinking (change in behaviour)" (30% cf. 25%), and "sex/being with boys/girls when you're drunk" (17% cf. 19%), those these differences were non-significant.

Table 50: Concerns about alcohol (First mentioned) (by youth drinking segment)

Q33a. Thinking about alcohol, what sorts of things are a worry for you and other teenagers?

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
Drinking too much/comatose	20	22	17	19
Drink driving	14	16	13	10
Strong peer pressure/being forced to drink, smoke, do drugs, etc.	0	0	0	1
Violent/aggressive situations	10	13	8	11
Behavioural effects of drinking (change in behaviour)	16	13	19	21
Sex/Being with girls/guys when you are too drunk	7	6	8	1
Drinking and/or drugs in general	1	0	1	0
Spending too much on alcohol	2	5	0	0
Keeping safe when out drinking and partying	6	7	5	1
Dealing with parents / caregivers concerns about alcohol	1	1	1	6
Effects on health	4	3	4	0
Getting caught by Police	3	4	3	6
Spiked drinks	3	2	4	0
Getting into trouble (non-specific)	2	0	3	5
Other	0	0	0	0
None / No others	7	6	8	12
Don't know	5	2	6	5
Total	100	100	100	100

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

**Includes only those who have mentioned alcohol as an issue of concern (Q6/7).

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

Table 51: Concerns about alcohol (All mentioned) (by youth drinking segment)

Q33b. Do you have any other concerns about alcohol?

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
Drinking too much/comatose	31	41	25	20
Drink driving	20	20	21	12
Strong peer pressure/being forced to drink, smoke, do drugs, etc.	2	2	2	2
Violent/aggressive situations	20	23	18	17
Behavioural effects of drinking (change in behaviour)	29	25	30	39
Sex/Being with girls/guys when you are too drunk	14	9	17	1
Drinking and/or drugs in general	1	0	2	0
Spending too much on alcohol	3	7	0	0
Keeping safe when out drinking and partying	8	11	5	9
Dealing with parents / caregivers concerns about alcohol	3	1	5	7
Effects on health	11	6	13	10
Getting caught by Police	5	8	4	6
Spiked drinks	5	2	5	0
Getting into trouble (non-specific)	2	1	3	6
Other	4	5	3	2
None / No others	42	45	40	50
Don't know	7	3	9	5
Total	**	**	**	**

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

**Includes only those who have mentioned alcohol as an issue of concern (Q6/7).

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

9. Parent & caregiver characteristics

9.1 Parents' drinking behaviour

There is a general understanding that "environmental" factors play an important role in determining what teenagers and children in general believe are acceptable standards of behaviour. In particular, the home and family environment is considered to be a primary influence on young people. It is reasonable to assume that this applies as much to adolescent drinking behaviour as to other forms of behaviour. Therefore, in order to put teenagers' own drinking behaviour and attitudes into perspective, respondents were asked questions about their parents' drinking behaviour.

The following summarise the key results:

- Most 14-17 year olds (80%) claimed that at least one of their parents or guardians drink alcohol (compared to 74% of 12-13 year olds). Notably, among the 14-17 year old drinker segments, "Non-drinkers" were less likely than "Heavier" or "Lighter" drinkers to report that either of their parents drink (65%, 87%, and 88%, respectively).
- Among those young people who reported at least one of their parents were drinkers, 67% of 14-17 year olds claimed that both parents/caregivers drink, 20% claimed that only their father/male caregiver drinks, and 13% claimed that only their mother/female caregiver drinks. There were no differences compared to 12-13 year olds in this respect. However, small differences are apparent between the three drinker segments. In particular, "Non drinkers" were less likely than either "Lighter" or "Heavier" drinkers to report that both parents/caregivers drink (62%, 68%, and 72%, respectively), but were more likely than these latter groups to report that only their father/male caregiver drinks (25%, 20%, and 13%, respectively).
- Respondents who claimed both or only one of their parents drank were asked to describe whether their parents were *light*, *moderate* or *heavy drinkers*. Most of the 14-17 year olds whose fathers drank claimed their father was either a *light* (54%) or *moderate* (39%) drinker, while mothers tended to be more frequently described as *light* (76%) rather than *moderate* (22%) drinkers.
- Interestingly, characterisations of parental drinking also differed across the three drinking segments, but more so in descriptions of fathers than in descriptions of mothers.
 - In describing fathers' drinking behaviour, "Non drinkers" were more likely than either "Lighter" or "Heavier" drinkers to characterise fathers as *light* drinkers (72%, 52%, and 36%, respectively). However, "Heavier drinkers" were more likely than either "Lighter drinkers" and "Non drinkers" to characterise fathers as *moderate* drinkers (51%, 40%, and 25%, respectively) or as *heavy* drinkers (13%, 7%, and 2%, respectively).
 - In describing mothers' drinking behaviour, differences between segments were less pronounced, with most "Heavier", "Lighter" and "Non drinkers" characterising mothers as *light* drinkers (72%, 78%, and 82%, respectively).

Table 52: Whether either parent drinks alcohol

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

	2003 Sub sample 14-17 years n=4 %	2003 Heavier drinker n=113 %	2003 Lighter drinker n=139 %	2003 Non- drinker n=149 %	2003 Sub sample 12 13 years n=181 %
Yes	80	87	88	65	74
No	20	13	12	34	26
Don't know	0	0	0	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 in Q36 who live with parents or guardians.

Table 53: Drinking status of parents (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=309 %	2003 Heavier drinker n=92 %	2003 Lighter drinker n=120 %	2003 Non- drinker n=85 %	2003 Sub sample 12 13 years n=127 %	2002 Sub sample 14-17 years n=226 %	2002 Sub sample 13 years n=68 %
Both parents / caregivers drink	67	72	68	62	69	67	73
Only father / male caregiver drinks	20	13	20	25	19	15	19
Only mother / female caregiver drinks	13	15	11	13	11	9	1
Parents non-drinkers	na	na	na	na	na	8	6
Don't know	0	0	0	0	0	1	1
Total	100	100	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.
Caution: low base number of respondents—results are indicative only.

Table 54: Level of drinking - father (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=261 %	2003 Heavier drinker n=72 %	2003 Lighter drinker n=107 %	2003 Non- drinker n=72 %	2003 Sub sample 12 13 years n=113 %	2002 Sub sample 14-17 years n=178 %	2002 Sub sample 13 years n=58 %
Light drinker	54	36	52	72	55	56	44
Moderate drinker	39	51	40	25	39	40	48
Heavy drinker	7	13	7	2	4	3	7
Don't know	0	0	0	1	2	1	1
Total	100	100	100	100	100	100	100

Note: Components may not always add to 100% exactly because of rounding.
*Includes only those who said that both parents drink or their father drinks (Q38).

Table 55: Level of drinking - mother (by youth drinking segment)

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

	2003 Sub sample 14-17 years n=228 %	2003 Heavier drinker n=74 %	2003 Lighter drinker n=91 %	2003 Non- drinker n=55 %	2003 Sub sample 12-13 years n=99 %	2002 Sub sample 14-17 years n=164 %	2002 Sub sample 13 years n=47 %
Light drinker	76	72	78	82	71	72	83
Moderate drinker	22	25	20	17	26	27	17
Heavy drinker	2	3	2	0	2	1	0
Don't know	0	0	0	1	0	0	0
Total	100	100	100	100	100	100	100

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

*Includes only those who said that both parents drink or their mother drinks (Q38).

9.2 Parental involvement

With the forthcoming Adult Campaign Development survey designed to ask parents/caregivers about their perceived concerns of their children's drinking behaviour, the opportunity was taken in the present research to ask young people about their own perceptions of their parents' involvement. The following statements were used to measure young drinkers' opinions in this respect:

My parents set strict rules about me drinking alcohol.

My parents know that I drink alcohol but disapprove.

My parents don't mind if I drink alcohol but I'm not allowed to get trashed.

My parents know that I drink and are OK about it.

My parents know when I drink.

I don't drink much because my parents don't let me go out enough.

I will get into trouble from my parents if I drink too much.

My parents talk openly and honestly with me about alcohol.

My parents worry about how much I drink.

The highest levels of agreement with these statements were as follows:

- The majority (87%) of 14-17 year olds agreed that "My parents talk openly and honestly with me about alcohol", although significantly fewer 12-13 year olds (64%) agreed with this. However, there were no differences in agreement between drinking segments.
- Four-fifths (81%) agreed that "My parents don't mind if I drink alcohol but I'm not allowed to get trashed", with this being significantly more likely for "Lighter drinkers" (88%) than for "Heavier drinkers" (72%).
- Four-fifths (80%) agreed that "My parents know that I drink and are OK about it", with little or no differences compared to 12-23 year olds, or between "Heavier drinkers" and "Lighter drinkers".
- Approximately three-quarters (77%) agreed that "My parents know when I drink", with no differences between other groups.

- Three-fifths (62%) agreed that *“I will get into trouble from my parents if I drink too much”*, with this significantly more likely for 12-13 year olds (86%) and for "Lighter drinkers" (73%) compared to "Heavier drinkers" (45%).
- Three-fifths (62%) agreed that *“My parents worry about how much I drink”*, with agreement slightly higher among 12-13 year olds (79%) and "Heavier drinkers" (71%), but lower among "Lighter drinkers" (57%).
- Three-fifths (60%) agreed that *“My parents set strict rules about me drinking alcohol”*, although "Heavier drinkers" were significantly less likely than "Lighter drinkers" to agree that this is the case (45% and 68%, respectively).
- One-third (33%) agreed that *“My parents know that I drink alcohol but disapprove”*, with no other differences in this regard.
- One-third (33%) agreed that *“I don’t drink much because my parents don’t let me go out enough”*, with 12-13 year olds significantly more likely to agree (58%). "Lighter drinkers" were significantly more likely than "Heavier drinkers" to agree with this statement (39% and 20%, respectively).

Table 56: Attitudes to parental involvement in youth drinking (by youth drinking segment)

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.

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12-13 years n=32* %
My parents set strict rules about me drinking alcohol				
Agree	60	45	68	66
Neither agree or disagree	3	2	3	0
Disagree	37	53	28	34
Don't know / Not applicable	1	0	1	0
Total	100	100	100	100
My parents know that I drink alcohol but disapprove				
Agree	33	34	30	32
Neither agree or disagree	3	5	2	1
Disagree	63	61	67	61
Don't know/not applicable	1	0	2	6
Total	100	100	100	100
My parents don't mind if I drink alcohol but I'm not allowed to get trashed				
Agree	81	72	88	92
Neither agree or disagree	0	1	0	0
Disagree	18	27	12	8
Don't know / Not applicable	0	0	0	0
Total	100	100	100	100
My parents know that I drink and are OK about it				
Agree	80	84	77	77
Neither agree or disagree	2	4	1	5
Disagree	17	11	21	18
Don't know/not applicable	1	0	1	0
Total	100	100	100	100
My parents know when I drink				
Agree	77	80	77	87
Neither agree or disagree	3	4	2	0
Disagree	19	16	20	12
Don't know / Not applicable	1	0	1	1
Total	100	100	100	100
I don't drink much because my parents don't let me go out enough				
Agree	33	20	39	58
Neither agree or disagree	1	0	2	1
Disagree	65	79	58	34
Don't know/not applicable	1	0	1	6
Total	100	100	100	100

continued...

Table 56: (continued)

	2003 Sub sample 14-17 years n=287 %	2003 Heavier drinker n=123 %	2003 Lighter drinker n=146 %	2003 Sub sample 12 13 years n=32* %
I will get into trouble from my parents if I drink too much				
Agree	62	45	73	86
Neither agree or disagree	0	0	0	1
Disagree	36	55	25	12
Don't know / Not applicable	1	0	1	1
Total	100	100	100	100
My parents talk openly and honestly with me about alcohol				
Agree	87	86	89	64
Neither agree or disagree	0	0	0	0
Disagree	13	14	11	36
Don't know/not applicable	0	0	0	0
Total	100	100	100	100
My parents worry about how much I drink				
Agree	62	71	57	79
Neither agree or disagree	1	0	1	0
Disagree	37	29	42	21
Don't know / Not applicable	0	0	1	0
Total	100	100	100	100

Appendix A: Questionnaire

Appendix B: Results by ethnicity (tabulations)

Appendix C: Results by gender (tabulations)

Appendix D: Results by age (tabulations)