

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

August 2003

Youth and Alcohol

2003 ALAC Youth Drinking Monitor

August 2003

Prepared for: Sandra Kirby, Margaret Geddes & Belinda Airey,
Alcohol Advisory Council of New Zealand.

Prepared by: Emanuel Kalafatelis, Pete McMillen &
Shane Palmer, BRC Marketing & Social Research

For further information: Pete McMillen or Emanuel Kalafatelis
please contact: BRC Marketing & Social Research

20 August 2003 BRC # 2664

Contents

Executive summary	4
1. Introduction and objectives	11
1.1 Introduction	11
1.2 Objectives	12
2. Method	13
2.1 Approach	13
2.2 Sampling	13
2.3 Questionnaire & questionnaire development	14
2.4 Weighting	14
2.5 Analysis & presentation of the results	14
2.6 Significance tests	15
3. Sample description	16
4. Segmentation of Youth	19
4.1 Approach	19
4.2 Segment profiles	20
4.3 Segment demographics	24
5. Drinking behaviour	27
5.1 Trial and frequency of drinking	27
5.2 Drinking context	32
5.3 Risky drinking	34
5.4 Drinking trends	37
6. Purchasing and accessing alcohol	41
6.1 Sources of alcohol	41
6.2 Personally purchasing alcohol	41
6.3 Ease of access to alcohol	42
6.4 Parental involvement and supervision	46
7. Benefits and inhibitors to drinking alcohol	49
7.1 Benefits of/motivations to drink	50
7.2 Inhibitors to drinking	51
8. Concerns about drinking	60
9. Parent & caregiver characteristics	63
9.1 Parents' drinking behaviour	63
9.2 Parental involvement	65
Appendix A: Questionnaire	
Appendix B: Results by ethnicity (tabulations)	
Appendix C: Results by gender (tabulations)	
Appendix D: Results by age (tabulations)	

