

**Youth and Alcohol  
Benchmark survey of parental concern**

July 2000

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18 July 2000 BRC #2012

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# Executive Summary

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## Introduction

ALAC has extended the focus of its Youth Drinking Campaign to include the parents and caregivers of teenagers. In this regard, a communications programme targeted at the parents of Youth, 14 to 18, was launched on Sunday, April 16 2000.

This report presents the results of a **Benchmark survey** of parents of 14 to 18 year old Youth conducted **prior** to the commencement of the campaign. As such, it provides a baseline for the evaluation of the campaign.

A total of 403 parents of teenagers were interviewed by telephone between 16 March and 5 April 2000, with specific quotas set in terms of ethnicity so that a large enough sample of Māori parents could be interviewed and their results analysed with confidence. At the processing stage, results were weighted in order to ensure they reflected the actual population of parents.

An important output of the Benchmark survey is to establish **key indicators** which will be used to track changes in parents' recognition of, and concern with alcohol as an issue for teenagers, feelings of empowerment in regard to dealing with teenagers and alcohol, and their level of involvement in this aspect of their teenagers' lives. Monitors will be conducted at appropriate intervals to track movement in these key performance indicators.

## Key findings

The main findings of the Parents Benchmark survey may be summarised as follows:

### ***Alcohol and teenagers is on parents' agenda in a wider context***

When respondents were asked "what is the greatest concern that parents have to deal with when their children become teenagers", more respondents first mentioned other issues (e.g. drugs and peer pressure) than alcohol per se.

However, what is clear is that alcohol is an issue that is considered in the context of wider concerns to do with **safety**; for example, in relation to drink driving, drugs, aggression, etc.

In fact, when considered in this way, alcohol was an issue, on an **unprompted** basis, for just less than one half of respondents (44%).

### ***Few parents are especially concerned with the issue***

Despite this, only 16% of respondents expressed any feeling of **real** concern. In fact, twice as many (32%) parents of 14 to 18 year old teenagers were not at all worried, with the great majority falling somewhere in between these two extremes.

Note that for the purposes of analysing this Benchmark survey respondents have been segmented into three groups or segments based on their level of concern; 32% have been classified as "Unconcerned", 27% "Somewhat concerned" and 41% "More concerned". Maori parents tended to be more concerned.

### ***There is a discrepancy between what parents think is happenin and what teenagers report is happening***

One of the possible reasons why there is such a relatively low level of concern is that a **relatively small proportion** of respondents believed their teenager was drinking to excess.

Although three-quarters (77%) acknowledged that their teenager drank alcohol, only 37% believed they binged. (We know from the ALAC Youth Drinking Monitor, that 64% of Youth report they binge at least once every three months.)

### ***Another reason may be because parents believe they have control of the situation, as they control their teenager's alcohol supply***

Two-thirds (64%) of the parents of 14 to 17 year olds who believed their teenager drank alcohol (50% of the parents of all 14 to 17 year olds) reported that they provided their teenager with alcohol and as such, they are their major suppliers. Fewer Maori parents (47%) reported supplying their teenagers with alcohol. As an aside, note that very few (11%) reported giving them money to buy alcohol (9% of the parents of all 14 to 17 year olds).

While this is not necessarily a bad result, given that they may be providing alcohol under quite controlled conditions, what is concerning is that almost one-third (31%) of those who believed their teenager drank (25% of the parents of all 14 to 17 year olds) reported that, on at least one occasion in the last six months, they had given their teenager alcohol to take to a social event they were not attending themselves. Fewer Maori parents were likely to do this (25% cf 31% for non-Maori).

Furthermore, many (49%) of these respondents (11% of the parents of all 14 to 17 year olds) had given them the equivalent of five or more servings on the last occasion they had done this. More Maori parents were likely to supply five or more servings compared with non-Maori parents (59% cf 49%).

***Some parents also believe that experiences with alcohol are an important rite of passage***

Another reason for the relatively low level of concern may be because there is a small, but not insignificant group of parents who believe that *getting drunk is part of having fun as a teenager* (16%) and that it is in fact *OK for their teenager to get drunk sometimes* (23%).

***Parents acknowledge that it is primarily their responsibility***

Against this background, it is important to note that, almost without exception, respondents agreed (92%) that the **primary** responsibility for helping teenagers learn how to handle alcohol responsibly belonged to parents.

***Parents overstate how well they are managing the situation***

However, in comparison to what their teenagers report they do, there is a tendency for parents to **overstate** how they are managing alcohol and their teenagers.

For example, parents claimed they discussed the subject of alcohol with their teenagers, set clear rules and limits, and curfews and discussed their socialising with the parents of their friends, but teenagers report they do this to a much lesser degree.

***There is a tendency to 'point the finger' when there are problems***

Whereas parents are prepared to accept responsibility for helping their teenagers learn how to handle alcohol responsibly, they are less likely to be accountable for any problems that arise.

As a result, when asked about the problems they might experience when trying to deal with their teenager in relation to alcohol, there was a tendency for respondents to blame other people than themselves; including their teenager, their partner and/or their teenager's friend's parents.

***Parents have a limited and fragmented view of the support channels available***

Consolidating matters further is the fact that parents have a very **limited and fragmented** view of the support channels and networks that are available to help them deal with alcohol and their teenager.

Either semi-formal sources of support (e.g. school, church, extended family) or formal and perhaps not particularly appropriate sources (e.g. AA, the Police) were most frequently mentioned.

There was only a very limited awareness of the Alcohol Helpline (4%) and ALAC's web page (3%).

***There is currently little use of support channels***

Parents' actual use of support channels of any nature, informal to formal, was limited with 79% having made no use of any channel whatsoever.

## Conclusions

The results of this Benchmark survey of parents supports ALAC's decision to extend the focus of its Youth Drinking Campaign aimed at Youth to include the parents and caregivers of teenagers.

Our key take-out is that there is a concerning proportion of parents who are not engaged with their teenager on the subject in question and that a sense of liberalism permeates the area (also evident in the current ALAC Youth Drinking Monitor).

Therefore, moving forward, key communication objectives/targets need to be:

1. **To increase understanding that binge drinking is a problem that parents should be concerned about and should be taking positive action about.** Acknowledging responsibility is not enough.
2. **To help increase awareness** that bingeing is more prevalent than parents currently think.
3. **To increase the proportion of parents** who place alcohol and teenagers on their agenda (currently 44% on an unprompted basis).
4. **To encourage parents to adopt better management practises** and accept responsibility for more affirmative action in regard to alcohol and their teenagers, and;
  - to not feel they have to overstate they are in control of the situation, and
  - that they are not alone - there are good models to follow and support channels available.
5. **To encourage parents to exercise constraint when supplying alcohol** to their teenagers,
  - specifically in social situations that they will not themselves attend, and
  - that volumes provided should more closely match those that are considered to come within safe limits.

# 1. Introduction and objectives

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## 1.1 Introduction

In recognition of the critical role played by adults in helping young people learn to handle alcohol responsibly, ALAC has extended the focus of its Youth Drinking Campaign to include parents and caregivers (hereafter referred to as “parents”).

A communications programme, which includes television and radio advertising has been developed to target the parents of Youth, 14 to 18. This campaign was launched on Sunday, April 16 2000.

This report presents the results of a Benchmark survey of parents of 14 to 18 year old Youth conducted prior to campaign inception. As such, the survey information provides a baseline measure of parental recognition and concern in relation to teenagers and alcohol against which campaign impact can be evaluated.

An important objective of the Benchmark survey is to establish key indicators which will be used to track changes in parents’ recognition of, and concern with alcohol as an issue for teenagers, feelings of empowerment in regard to dealing with teenagers and alcohol, and their level of involvement in this aspect of their teenagers’ lives<sup>1</sup>. Monitors will be conducted at appropriate intervals to track movement in these key performance indicators.

The Benchmark survey also segments parents according to their level of concern with their teenager in relation to alcohol. This will allow for results to be reviewed by each parental “concern” segment, thereby assisting with campaign targeting.

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<sup>1</sup> To an extent, measures are comparable with some undertaken in the Youth Alcohol Monitor.

## 1.2 Objectives

The specific objectives of this Benchmark survey are defined as follows:

- (Using the framework provided by the previous qualitative research<sup>2</sup>) to accurately quantify the **present situation** as it relates to parents of teenagers on the issue of alcohol and their teenagers.
- To develop **realistic goals and targets** based on the present situation.
- To provide a basis on which to track and evaluate how parents' attitudes, and hopefully their behaviour, in relation to their teenagers and alcohol **change over time**.

## 1.3 Output

In order to meet these objectives, the Benchmark survey questionnaire has been designed to:

- Measure the extent to which the issue of alcohol and teenagers is on parents' agenda.
- Identify how, and to what extent, this translates into affirmative action, if at all.
- Verify the parental segmentation identified by the qualitative research<sup>3</sup> (i.e. the three segment solution of "involved", "partially involved" and "uninvolved" parents).
- Identify the main issues inhibiting parents from taking affirmative action in this area (e.g. access to practical sources of information and advice, feelings of lack of empowerment, competing priorities).
- Identify how parents think teenagers are obtaining alcohol.
- Identify parental support channels; and identify how informed parents are about legislative changes.

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<sup>2</sup> *Ibid*, *Targeting Parents: Advertising Concept Pre-testing*, 25 November 1999.

<sup>3</sup> *Ibid*

## 2. Method

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### 2.1 Approach

This Benchmark survey is based on telephone interviews conducted with a total of 403 parents, or legal guardians, of teenagers aged 14 to 18 years. The interviewing was conducted between Thursday, 16 March and Wednesday, 5 April 2000, prior to the parent campaign beginning on Sunday, 16 April 2000.

Interviewing was carried out by fully supervised telephone interviewers, based at BRC Marketing & Social Research's centralised interviewing facility in Wellington.

Interviews were conducted between the hours of 3.00 p.m. and 8.30 p.m. weekdays and during the weekends. A minimum of three calls (an initial call plus three call backs as necessary) to a sampled household were completed at different times of day, in an effort to contact a person qualified to participate. On average interviews took between 15 and 20 minutes to complete.

Respondents were interviewed if they were the parent or caregiver of a teenager aged 14 to 18 years and the teenager lived within their household for at least two days per fortnight. This criterion was applied to ensure that parents and guardians with shared care arrangements were also included in the sample.

Where a respondent had more than one teenager in the age bracket 14 to 18 years, questions were asked in relation to the oldest child.

Specific quotas were set so that Māori parents were over-sampled. This was so that the results for Māori parents could be examined with confidence (see Section 2.3 following).

Telephone numbers were derived from a combination of random dialing and the Electoral Enrolment Centre's databases. In the case of the EEC's databases, used specifically to efficiently interview Māori parents, individuals identifying as Māori were first randomly selected and then their contact addresses were tele-matched, using a service provided by Telecom. At the first point of contact, they were then asked whether they qualified (i.e. they were the parent of a teenager).

At a secondary level, quotas were also set by parental gender and the age of the oldest teenager within the 14 to 18 year age bracket.

Because Māori were over-sampled, results have been weighted to reflect the actual population. This is a common procedure in market research. The weighting parameters for this procedure were obtained from Statistics New Zealand, and are based on the ethnicity and gender breakdown of parents with children aged 14 to 18 years inclusive<sup>4</sup>.

Based on qualifying respondents, the response rate for the survey was 23%. This is relatively low, but was largely influenced by the complexity of the stratified sampling approach adopted. It should, however be noted that the response rate for Māori parents was relatively higher (33%).

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<sup>4</sup> 1996 Census of Population and Dwellings, Statistics New Zealand.

## **2.2 Questionnaire development**

Prior to the finalisation of the questionnaire, cognitive pre-testing and piloting was conducted to ensure that questions were being correctly interpreted by respondents, and that the interview flowed appropriately. A total of 12 pilot surveys were conducted.

A copy of the questionnaire is included in this report as Appendix A.

It should be noted that, given one of the objectives of this Benchmark survey was to determine the extent to which alcohol and teenagers was an issue for parents, the interview was first introduced in general terms rather than one specifically on the issue of alcohol and teenagers.

## 2.3 Sample description

Following is a demographic description of the respondents interviewed for this benchmark. All figures are based on the **unweighted** sample.

|   | Total<br>Sample<br>n=403<br>% | Māori<br>parent<br>n=130<br>% | Non-Māori<br>parent<br>n=119<br>% |
|---|-------------------------------|-------------------------------|-----------------------------------|
| <b>Gender</b>                                   |                               |                               |                                   |
| Male  | 40                            | 37                            | 42                                |
| Female  | 60                            | 63                            | 58                                |
| Total   | 100                           | 100                           | 100                               |
| <b>Ethnicity (multiple response possible)</b>   |                               |                               |                                   |
| Māori   | 50                            | 100                           | 0                                 |
| NZ European                                     | 62                            | 38                            | 87                                |
| Other European                                  | 5                             | 3                             | 7                                 |
| Samoan  | 0                             | 0                             | 0                                 |
| Cook Island Māori                               | 1                             | 2                             | 0                                 |
| Tongan  | 0                             | 0                             | 0                                 |
| Niuean  | 0                             | 0                             | 0                                 |
| Other   | 3                             | 1                             | 5                                 |
| Total   | **                            | **                            | **                                |
| <b>Highest educational qualification</b>        |                               |                               |                                   |
| No school examinations                          | 20                            | 27                            | 13                                |
| School certificate                              | 21                            | 20                            | 21                                |
| 6 <sup>th</sup> Form Certificate                | 5                             | 4                             | 5                                 |
| University entrance or equivalent               | 6                             | 5                             | 7                                 |
| Trade Certificate or Advanced Trade Certificate | 10                            | 11                            | 10                                |
| Polytechnic Certificate or Diploma              | 15                            | 17                            | 13                                |
| Teacher's or Nurses' Certificate or Diploma     | 7                             | 6                             | 8                                 |
| University diploma below degree level           | 3                             | 3                             | 4                                 |
| University degree                               | 11                            | 8                             | 15                                |
| Other   | 2                             | 2                             | 2                                 |
| Total   | 100                           | 100                           | 100                               |
| <b>Employment status</b>                        |                               |                               |                                   |
| Self-employed                                   | 20                            | 15                            | 24                                |
| Full time salary or wage earner                 | 44                            | 42                            | 46                                |
| Part-time salary or wage earner                 | 20                            | 23                            | 18                                |
| Retired   | 1                             | 2                             | 0                                 |
| Full-time home-maker                            | 7                             | 10                            | 4                                 |
| Student   | 2                             | 2                             | 2                                 |
| Unemployed                                      | 1                             | 2                             | 0                                 |
| Other beneficiary                               | 5                             | 5                             | 4                                 |
| Total   | 100                           | 100                           | 100                               |

|   | Total<br>Sample<br>n=403<br>% | Māori<br>parent<br>n=130<br>% | Non-Māori<br>parent<br>n=119<br>% |
|---|-------------------------------|-------------------------------|-----------------------------------|
| <b>Occupation</b>                                       |                               |                               |                                   |
| Clerical or sales employee                              | 16                            | 16                            | 17                                |
| Semi-skilled worker                                     | 9                             | 9                             | 9                                 |
| Technical or skilled worker                             | 12                            | 10                            | 14                                |
| Business manager or executive                           | 13                            | 9                             | 16                                |
| Teacher, nurse, police, other trained<br>service worker | 28                            | 31                            | 26                                |
| Professional or senior govt official                    | 5                             | 2                             | 8                                 |
| Labourer, manual, agricultural or<br>domestic worker    | 16                            | 23                            | 8                                 |
| Farmer owner or manager                                 | 0                             | 0                             | 1                                 |
| Other (specify)   | 1                             | 1                             | 1                                 |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                    | <b>100</b>                        |
| <b>Personal gross income</b>                            |                               |                               |                                   |
| Under \$10,000  | 11                            | 13                            | 9                                 |
| \$10,000 but less than \$20,000                         | 19                            | 22                            | 17                                |
| \$20,000 but less than \$30,000                         | 19                            | 22                            | 16                                |
| \$30,000 but less than \$40,000                         | 21                            | 17                            | 25                                |
| \$40,000 but less than \$50,000                         | 11                            | 13                            | 10                                |
| \$50,000 but less than \$60,000                         | 4                             | 6                             | 2                                 |
| \$60,000 but less than \$70,000                         | 3                             | 2                             | 4                                 |
| \$70,000 but less than \$80,000                         | 1                             | 1                             | 1                                 |
| \$80,000 but less than \$90,000                         | 2                             | 1                             | 4                                 |
| \$90,000 but less than \$100,000                        | 1                             | 1                             | 2                                 |
| \$100,000 or more                                       | 1                             | 1                             | 2                                 |
| Don't know  | 1                             | 1                             | 1                                 |
| Refused   | 4                             | 4                             | 4                                 |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                    | <b>100</b>                        |
| <b>Marital status</b>                                   |                               |                               |                                   |
| Married/living with partner                             | 81                            | 79                            | 82                                |
| Separated, divorced, widowed                            | 16                            | 16                            | 17                                |
| Never married   | 3                             | 5                             | 1                                 |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                    | <b>100</b>                        |
| <b>Household income</b>                                 |                               |                               |                                   |
| Under \$10,000  | 0                             | 0                             | 1                                 |
| \$10,000 but less than \$20,000                         | 4                             | 7                             | 2                                 |
| \$20,000 but less than \$30,000                         | 8                             | 11                            | 5                                 |
| \$30,000 but less than \$40,000                         | 12                            | 12                            | 13                                |
| \$40,000 but less than \$50,000                         | 14                            | 14                            | 14                                |
| \$50,000 but less than \$60,000                         | 13                            | 13                            | 13                                |
| \$60,000 but less than \$70,000                         | 12                            | 13                            | 12                                |
| \$70,000 but less than \$80,000                         | 7                             | 6                             | 8                                 |
| \$80,000 but less than \$90,000                         | 7                             | 7                             | 7                                 |
| \$90,000 but less than \$100,000                        | 5                             | 6                             | 4                                 |
| \$100,000 or more                                       | 10                            | 4                             | 16                                |
| Don't know  | 2                             | 2                             | 2                                 |
| Refused   | 4                             | 4                             | 4                                 |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                    | <b>100</b>                        |

|               | Total<br>Sample<br>n=403<br>% | Māori<br>parent<br>n=130<br>% | Non-Māori<br>parent<br>n=119<br>% |
|---------------|-------------------------------|-------------------------------|-----------------------------------|
| <b>Area</b>   |                               |                               |                                   |
| Northland     | 6                             | 10                            | 1                                 |
| Auckland      | 24                            | 16                            | 32                                |
| Waikato       | 5                             | 6                             | 3                                 |
| Bay of Plenty | 13                            | 19                            | 7                                 |
| Gisborne      | 2                             | 4                             | 1                                 |
| Taranaki      | 4                             | 2                             | 5                                 |
| Hawkes Bay    | 7                             | 9                             | 5                                 |
| Manawatu      | 4                             | 4                             | 4                                 |
| Wairarapa     | 1                             | 1                             | 1                                 |
| Wanganui      | 2                             | 2                             | 2                                 |
| Wellington    | 11                            | 10                            | 11                                |
| Marlborough   | 1                             | 1                             | 1                                 |
| Nelson        | 2                             | 1                             | 2                                 |
| West Coast    | 0                             | 1                             | 0                                 |
| Christchurch  | 10                            | 7                             | 13                                |
| Timaru/Oamaru | 2                             | 2                             | 2                                 |
| Dunedin       | 4                             | 4                             | 3                                 |
| Invercargill  | 3                             | 3                             | 3                                 |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                    | <b>100</b>                        |

## 3. Segmentation of parents

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### 3.1 Segmentation approach

#### Campaign development research

Prior to the design of the ALAC parent campaign, qualitative research was conducted to identify how best to communicate with or engage parents about the issue of alcohol in relation to teenagers<sup>5</sup>.

This research identified three segments of parents according to their level of action or “behavioural involvement” with their teenagers on the subject of alcohol.

These segments were as follows:

- **“Uninvolved” parents** - parents who have not contemplated taking action, because they believe that alcohol is not an issue for their teenager, due to the age of their teenager, and/or their teenager’s supposed non-involvement with alcohol.
- **“Partially involved” parents** - these parents recognise that alcohol is an issue which needs to be addressed with their teenager, but have not taken action due to uncertainty about what action to take, and/or perceptions that action would be too difficult and/or ineffectual.
- **“Involved” parents** - parents currently taking action aimed at helping their teenager learn how to handle alcohol responsibly.

#### Benchmark segmentation

Given this qualitative segmentation, questions were designed and included in the Benchmark survey specifically to verify the segmentation. Careful analysis of these questions suggested that a segmentation of parents based on their level of action or “behavioural involvement” produced a limited solution in terms of clarity and discrimination.

In comparison, a segmentation based on the extent to which parents were **concerned** about their teenagers and alcohol produced a much clearer and more useful segmentation given ALAC’s overall objectives.

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<sup>5</sup> ALAC Youth Campaign: *What Are Parents looking For?*, 24 September 1999; *Targeting Parents: Advertising Concept Pre-testing*, 25 November 1999.

## 3.2 Segmentation results

In order to produce the segmentation of parents based on the extent to which they are concerned about their teenagers and alcohol, parents were asked how concerned they felt about **their own** teenager and alcohol. A scale of one to ten was used to gauge parents' level of concern; with a zero point indicating an absence of concern and 10 an extremely high level of concern.

The following table shows a wide range of responses (and, therefore, levels of concern) were given to this question, although **only a minority** (16%) of parents expressed **higher levels of concern**.

**Table 1: Level of concern**

*Q8. On a scale of zero to ten, how worried would you say you are about your teen and alcohol. Please let zero represent not at all worried and ten represent extremely worried.*

|                        | Total<br>sample<br>n=403<br>% | Total<br>sample<br>n=403<br>frequency |
|------------------------|-------------------------------|---------------------------------------|
| 0 (not at all worried) | 34                            | 91                                    |
| 1                      | 9                             | 37                                    |
| 2                      | 8                             | 30                                    |
| 3                      | 13                            | 41                                    |
| 4                      | 10                            | 36                                    |
| 5                      | 15                            | 67                                    |
| 6                      | 5                             | 23                                    |
| 7                      | 6                             | 21                                    |
| 8                      | 5                             | 23                                    |
| 9                      | 2                             | 6                                     |
| 10 (Extremely worried) | 3                             | 27                                    |
| Don't know             | 0                             | 1                                     |
| <b>Total</b>           | <b>100</b>                    | <b>403</b>                            |

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

After experimentation with different groupings, it was decided to base the parental segmentation on three segments as follows (note that one respondent was unable to be classified as this parent gave a "don't know" response to the question):

**Table 2: Parental "concern" segments**

|   | n=         | %          |
|---|------------|------------|
| 1. "Unconcerned" (rating of 0 - 1)        | 128        | 32         |
| 2. "Somewhat concerned" (rating of 2 - 4) | 107        | 27         |
| 3. "More concerned" (rating of 5 - 10)    | 167        | 41         |
| <b>Total</b>                              | <b>402</b> | <b>100</b> |

## 4. Segment profiles

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### 4.1 “More concerned” parents

Two-thirds (68%) of parents were categorised as being either “More” or “Somewhat concerned” about alcohol and their teenager.

Note that there are more “More concerned” parents (41% of the total sample) compared to “Somewhat concerned” parents (27% of the total sample).

It is however important to note that, as a group, given the way they have been defined, “More concerned” parents represent quite a **wide range** of parents. As noted above, 16% of this group rated their concern at a relatively high level, whereas most gave a mid-range rating to express their level of concern (26%).

#### Demographic profile

Compared to the parents in the other two segments, “More concerned” parents have the following demographic profile:

- They are more likely to be **female** (61% cf. “Somewhat concerned” parents at 53% and “Unconcerned” parents at 50%).
- They comprise a greater proportion of **Māori** parents (20% cf. “Somewhat concerned” parents at 10% and “Unconcerned” parents at 11%).
- They are more likely to have younger children in their household (i.e. under 14 years of age) and less likely to have older children (i.e. over 18 years of age). Fifty seven percent (57%) have children under 14 in their household (cf. 49% for “Unconcerned” parents) and 34% have children over 18 years of age (cf. 42% for “Unconcerned” parents).
- They are less likely to have tertiary qualifications. Nine percent (9%) have a university degree compared to 15% for “Unconcerned” parents. Forty two percent (42%) have **no school qualifications or only School Certificate**.
- Perhaps reflecting the disproportionate number of female and the relatively low educational attainment level, a greater proportion (33%) have **clerical or sales jobs or are semi-skilled workers** compared to “Somewhat concerned” parents (22%) and “Unconcerned” parents (24%).

### Own drinking behaviour

“Most concerned” parents reported a drinking profile which in terms of incidence and frequency, and volumes drunk, is similar to that of the parents in the other two segments.

They were likely to define themselves as either “light” (58%) or “medium” drinkers (25%), with over half (60%) drinking at least weekly or more frequently.

However, they were more likely than parents in the other two segments to describe the heaviest drinker in their household as either a “medium” (49%) or “heavy” drinker (5%). In comparison, only 33% of “Unconcerned” parents described the heaviest drinker in their household as a “medium” drinker and 2% a “heavy” drinker.

### Oldest teenage child

As noted earlier, where a respondent had more than one teenage child, 14 to 18, they were asked to respond to the interview in terms of the eldest.

When the age and gender profile of these children is examined, it would appear that a higher proportion of “More concerned” parents responded in terms of a male child (55% cf. 46% for “Unconcerned” parents). There is also a tendency for the child they responded in terms of to be older (i.e. 17 or 18) (41% cf. 37% for “Unconcerned” parents).

## 4.2 “Somewhat concerned” parents

At 27%, “Somewhat concerned” parents are slightly smaller in size than “Unconcerned” parents (32%).

### Demographic profile

Few demographic factors distinguish this segments compared to the parents in the other two segments. The following are the exceptions to this overall observation:

- A greater proportion tend to have educational qualifications above, but including University entrance level than parents in the other two segments. For example, 19% claim they have a University degree.
- To an extent this is reflected in the fact that a greater proportion than the parents in the other two segments are in full-time salary or wage earning positions (58% cf. 37% for “Unconcerned” and 48% for “More concerned” parents).
- A greater proportion than the parents in the other two segments identify themselves as *Business managers* (23% cf. 10% for “Unconcerned” and 13% for “More concerned” parents).
- Finally, personal and especially household incomes appear to be higher than for those of the parents in the other two segments. For example, 20% claim to have household incomes of \$100,000 or more compared to 14% for “Unconcerned” and 10% for “More concerned” parents.

### Own drinking behaviour

Compared to the parents in the other two segments, there are no distinguishing characteristics in this area. Most are drinkers (93%), 64% drink at least once a week or more frequently, and most (74%) have up to two glasses per sitting.

### Oldest teenage child

There are also few characteristics in terms of this area, although this segment has the largest proportion of teenagers who are 18 years of age (cf. 13% for “Unconcerned” and 18% for “More concerned” parents).

### 4.3 “Unconcerned” parents

“Unconcerned” parents comprise about one third of all parents (32%). It is important to note that, although this segment comprises “Unconcerned” parents, they may not be literally unconcerned. In fact, **they may be ‘unconcerned’ in the sense that they believe they are managing their teenager well in relation to alcohol.**

#### Demographic profile

Compared to the parents in the other two segments, “Unconcerned” parents have the following distinguishing characteristics:

- They are the largest group of **males** (50% cf. 47% for “Somewhat concerned” and 39% for “More concerned” parents).
- They account for the lowest proportion of parents in full-time salaried and waged positions (37% cf. 58% for “Somewhat concerned” and 48% for “More concerned” parents).
- They account for the largest proportion of *Teachers, nurses, Police and other trained service workers* (32% cf. 26% for “Somewhat concerned” and 23% for “More concerned” parents).
- Perhaps because of the relatively low proportion who have full-time jobs, “Unconcerned” parents account for the largest proportion with incomes less than \$20,000 (33% cf. 18% for “Somewhat concerned” and 24% for “More concerned” parents).

#### Own drinking behaviour

Together with “Somewhat” concerned parents, “Unconcerned” parents were more likely to describe the heaviest drinker in their household as a *Light drinker* (53%) or a *non-drinker* (10%).

There are no other distinguishing characteristics. Most are drinkers (83%), most drink at least once a week or more frequently (63%), and usually have up to two glasses per sitting (59%).

#### Oldest teenage child

Compared to the parents in the other two segments, “Unconcerned” parents were more likely to have answered the interview in terms of a teenager who was:

- **Young** (20% answered in relation to a 14 year old teenager cf. 14% for “Somewhat concerned” and 15% for “More concerned” parents).
- **Female** (54% cf. 45% for “Somewhat concerned” and 45% for “More concerned” parents).

## 4.4 Segment characteristics

The three parental “concern” segments are described in this section in terms of their:

- Personal demographics.
- Personal drinking behaviour.
- Household profile.

### Personal demographics

**Table 1. Gender (by parental “concern” segment)**

|        | Total sample<br>n=403 | Un-concerned<br>n=128 | Somewhat concerned<br>n=1106 | More concerned<br>n=167 |
|--------|-----------------------|-----------------------|------------------------------|-------------------------|
|        | %                     | %                     | %                            | %                       |
| Male   | 45                    | 50                    | 47                           | 39                      |
| Female | 55                    | 50                    | 53                           | 61                      |
| Total  | 100                   | 100                   | 100                          | 100                     |

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

**Table 2. Ethnicity (by parental “concern” segment)**

Q3. Thinking now about ethnicity, which of the following ethnic groups do you fit into? You can be more than one. Are you ...?

|                      | Total sample<br>n=403 | Un-concerned<br>n=128 | Somewhat concerned<br>n=107 | More concerned<br>n=167 |
|----------------------|-----------------------|-----------------------|-----------------------------|-------------------------|
|                      | %                     | %                     | %                           | %                       |
| Māori                | 14                    | 11                    | 10                          | 20                      |
| NZ European (Pakeha) | 80                    | 79                    | 83                          | 78                      |
| Other European       | 7                     | 8                     | 10                          | 4                       |
| Pacific Island       | 0                     | 2                     | 1                           | 0                       |
| Other                | 4                     | 5                     | 1                           | 6                       |
| Refused              | 0                     | 1                     | 0                           | 0                       |
| Total                | **                    | **                    | **                          | **                      |

\*\*Note: Totals may exceed 100% due to multiple response.

**Table 3. Highest educational qualification (by parental “concern” segment)**

*Q27. Finally, I just need to ask a few questions for classification purposes. Thinking about your education, which of these best describes your highest educational qualification?*

|   | Total<br>sample<br>n=403<br>% | Uncon-<br>cerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|---|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| No school examinations                          | 14                            | 17                             | 6                                   | 19                              |
| School Certificate                              | 22                            | 23                             | 19                                  | 23                              |
| 6 <sup>th</sup> Form Certificate                | 5                             | 4                              | 6                                   | 6                               |
| University entrance or equivalent               | 7                             | 3                              | 11                                  | 8                               |
| Trade Certificate or Advanced Trade Certificate | 11                            | 10                             | 12                                  | 11                              |
| Polytechnic Certificate or Diploma              | 13                            | 13                             | 11                                  | 15                              |
| Teacher's or Nurses' Certificate or Diploma     | 8                             | 10                             | 9                                   | 5                               |
| University diploma below degree level           | 4                             | 3                              | 5                                   | 3                               |
| University degree                               | 14                            | 15                             | 19                                  | 9                               |
| Other   | 2                             | 2                              | 2                                   | 3                               |
| <b>Total</b>                                    | <b>100</b>                    | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |

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

**Table 4. Employment status (by parental “concern” segment)***Q28. At present are you....?*

|   | Total<br>sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|---|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| Self-employed   | 24                            | 28                             | 16                                  | 25                              |
| Full-time salary or wage earner                           | 47                            | 37                             | 58                                  | 48                              |
| Part-time salary or wage earner (less than 30 hours/week) | 18                            | 20                             | 18                                  | 16                              |
| Retired   | 1                             | 2                              | 0                                   | 0                               |
| Full-time home-maker                                      | 5                             | 5                              | 5                                   | 3                               |
| Student   | 2                             | 1                              | 1                                   | 3                               |
| Unemployed  | 1                             | 2                              | 0                                   | 0                               |
| Other beneficiary   | 3                             | 5                              | 2                                   | 3                               |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |

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

**Table 5. Occupation (by parental “concern” segment)***Q29. And what is your current occupation (or your occupation prior to retirement)?*

|  | Sub<br>sample<br>n=264*<br>% | Un-<br>concerned<br>n=77*<br>% | Somewhat<br>concerned<br>n=78*<br>% | More<br>concerned<br>n=108*<br>% |
|--|------------------------------|--------------------------------|-------------------------------------|----------------------------------|
| Clerical or sales employee                           | 16                           | 18                             | 11                                  | 21                               |
| Semi-skilled worker                                  | 10                           | 6                              | 11                                  | 12                               |
| Technical or skilled worker                          | 13                           | 12                             | 16                                  | 12                               |
| Business manager or executive                        | 16                           | 10                             | 23                                  | 13                               |
| Business owner or self-employed                      | 0                            | 0                              | 0                                   | 0                                |
| Teacher, nurse, police, other trained service worker | 27                           | 32                             | 26                                  | 23                               |
| Professional or senior government official           | 7                            | 10                             | 4                                   | 7                                |
| Labourer, manual, agricultural or domestic worker    | 10                           | 12                             | 10                                  | 9                                |
| Farmer owner or manager                              | 1                            | 0                              | 0                                   | 2                                |
| Other  | 1                            | 0                              | 0                                   | 2                                |
| <b>Total</b>   | <b>100</b>                   | <b>100</b>                     | <b>100</b>                          | <b>100</b>                       |

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

\*Sub-sample: Excludes the self-employed, full-time home-makers, students, unemployed and other beneficiaries (Q28).

**Table 6. Personal income (by parental “concern” segment)**

Q30. And which of these best describes your personal income before tax? Please include any child support, benefits or other income support you may receive?

|                                  | Total sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=106<br>% | More<br>concerned<br>n=167<br>% |
|----------------------------------|----------------------------|--------------------------------|-------------------------------------|---------------------------------|
| Under \$10,000                   | 10                         | 12                             | 10                                  | 7                               |
| \$10,000 but less than \$20,000  | 16                         | 21                             | 8                                   | 17                              |
| \$20,000 but less than \$30,000  | 17                         | 12                             | 13                                  | 24                              |
| \$30,000 but less than \$40,000  | 25                         | 17                             | 32                                  | 26                              |
| \$40,000 but less than \$50,000  | 11                         | 13                             | 15                                  | 5                               |
| \$50,000 but less than \$60,000  | 3                          | 4                              | 0                                   | 5                               |
| \$60,000 but less than \$70,000  | 4                          | 4                              | 5                                   | 3                               |
| \$70,000 but less than \$80,000  | 2                          | 3                              | 2                                   | 0                               |
| \$80,000 but less than \$90,000  | 4                          | 1                              | 9                                   | 2                               |
| \$90,000 but less than \$100,000 | 2                          | 3                              | 3                                   | 0                               |
| \$100,000 or more                | 2                          | 2                              | 0                                   | 4                               |
| Don't know                       | 1                          | 3                              | 0                                   | 1                               |
| Refused                          | 4                          | 4                              | 2                                   | 5                               |
| <b>Total</b>                     | <b>100</b>                 | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |

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

**Table 7. Joint income (by parental “concern” segment)**

Q32. And which of these best describes the joint income of yourself and your partner before tax?

|                                  | Sub sample<br>n=324*<br>% | Un-<br>concerned<br>n=102*<br>% | Somewhat<br>concerned<br>n=88*<br>% | More<br>concerned<br>n=134*<br>% |
|----------------------------------|---------------------------|---------------------------------|-------------------------------------|----------------------------------|
| Under \$10,000                   | 1                         | 1                               | 0                                   | 0                                |
| \$10,000 but less than \$20,000  | 2                         | 3                               | 0                                   | 3                                |
| \$20,000 but less than \$30,000  | 6                         | 9                               | 6                                   | 2                                |
| \$30,000 but less than \$40,000  | 13                        | 7                               | 18                                  | 13                               |
| \$40,000 but less than \$50,000  | 14                        | 18                              | 7                                   | 18                               |
| \$50,000 but less than \$60,000  | 13                        | 13                              | 9                                   | 18                               |
| \$60,000 but less than \$70,000  | 12                        | 15                              | 11                                  | 9                                |
| \$70,000 but less than \$80,000  | 8                         | 6                               | 14                                  | 5                                |
| \$80,000 but less than \$90,000  | 7                         | 2                               | 11                                  | 7                                |
| \$90,000 but less than \$100,000 | 4                         | 4                               | 2                                   | 5                                |
| \$100,000 or more                | 15                        | 14                              | 20                                  | 10                               |
| Don't know                       | 2                         | 2                               | 0                                   | 3                                |
| Refused                          | 4                         | 5                               | 2                                   | 6                                |
| <b>Total</b>                     | <b>100</b>                | <b>100</b>                      | <b>100</b>                          | <b>100</b>                       |

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

\*Sub-sample: Excludes respondents not presently married or living with a partner (Q31).

**Table 8. Nearest town or city (by parental “concern” segment)***Q33. And lastly, what town or city do you live in or closest to?*

|               | Total<br>sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=106<br>% | More<br>concerned<br>n=165<br>% |
|---------------|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| Northland     | 2                             | 3                              | 1                                   | 3                               |
| Auckland      | 30                            | 31                             | 33                                  | 27                              |
| Waikato       | 3                             | 5                              | 4                                   | 1                               |
| Bay of Plenty | 9                             | 9                              | 4                                   | 14                              |
| Gisborne      | 1                             | 2                              | 0                                   | 1                               |
| Taranaki      | 5                             | 4                              | 2                                   | 10                              |
| Hawkes Bay    | 5                             | 5                              | 8                                   | 3                               |
| Manawatu      | 4                             | 5                              | 6                                   | 3                               |
| Wairarapa     | 1                             | 0                              | 3                                   | 0                               |
| Wanganui      | 2                             | 2                              | 1                                   | 3                               |
| Wellington    | 11                            | 9                              | 14                                  | 10                              |
| Marlborough   | 2                             | 2                              | 0                                   | 3                               |
| Nelson        | 2                             | 2                              | 1                                   | 3                               |
| West Coast    | 0                             | 0                              | 0                                   | 0                               |
| Christchurch  | 12                            | 10                             | 17                                  | 10                              |
| Timaru/Oamaru | 3                             | 3                              | 0                                   | 4                               |
| Dunedin       | 3                             | 5                              | 1                                   | 3                               |
| Invercargill  | 3                             | 5                              | 3                                   | 2                               |
| Total         | 100                           | 100                            | 100                                 | 100                             |

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

## Personal drinking behaviour

**Table 9. Description of own drinking behaviour (by parental “concern” segment)**

Q22. Now, I need to ask a few questions about you. How would you describe your own drinking behaviour? Would you say you are ...

|                  | Total sample<br>n=403<br>% | Un-concerned<br>n=128<br>% | Somewhat concerned<br>n=107<br>% | More concerned<br>n=167<br>% |
|------------------|----------------------------|----------------------------|----------------------------------|------------------------------|
| A light drinker  | 62                         | 62                         | 66                               | 58                           |
| A medium drinker | 24                         | 21                         | 25                               | 25                           |
| A heavy drinker  | 1                          | 0                          | 2                                | 1                            |
| Non-drinker      | 14                         | 17                         | 7                                | 16                           |
| <b>Total</b>     | <b>100</b>                 | <b>100</b>                 | <b>100</b>                       | <b>100</b>                   |

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

**Table 10. Frequency of consumption of alcohol (by current drinkers, by parental “concern” segment)**

Q23. At present, about how often do you have an alcoholic drink of any kind?

|                            | Sub sample<br>n=330*<br>% | Un-concerned<br>n=101*<br>% | Somewhat concerned<br>n=96*<br>% | More concerned<br>n=132*<br>% |
|----------------------------|---------------------------|-----------------------------|----------------------------------|-------------------------------|
| Almost everyday            | 18                        | 18                          | 16                               | 20                            |
| About twice a week         | 25                        | 23                          | 25                               | 28                            |
| About once a week          | 19                        | 22                          | 23                               | 12                            |
| About once every two weeks | 11                        | 3                           | 17                               | 13                            |
| About once a month         | 13                        | 18                          | 5                                | 15                            |
| Only a few times a year    | 14                        | 16                          | 15                               | 12                            |
| <b>Total</b>               | <b>100</b>                | <b>100</b>                  | <b>100</b>                       | <b>100</b>                    |

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

\*Sub-sample: Excludes parents who classified themselves as non-drinkers (Q22).

**Table 11. Amount of alcohol consumed on last drinking occasion (by current drinkers, by parental “concern” segment)**

Q24. The last time you had a drink, about how many “glasses” did you have? By “glass”, we mean, for example, a whole can or bottle of beer or a whole glass of wine.

|                           | Sub sample<br>n=330*<br>% | Un-concerned<br>n=101*<br>% | Somewhat concerned<br>n=96*<br>% | More concerned<br>n=132*<br>% |
|---------------------------|---------------------------|-----------------------------|----------------------------------|-------------------------------|
| Only one glass            | 42                        | 39                          | 47                               | 39                            |
| 2 glasses                 | 24                        | 20                          | 27                               | 26                            |
| 3 glasses                 | 8                         | 8                           | 9                                | 8                             |
| 4 glasses                 | 11                        | 14                          | 6                                | 12                            |
| <b>5 glasses</b>          | <b>4</b>                  | <b>6</b>                    | <b>6</b>                         | <b>1</b>                      |
| <b>6-7 glasses</b>        | <b>4</b>                  | <b>3</b>                    | <b>4</b>                         | <b>5</b>                      |
| <b>8-9 glasses</b>        | <b>1</b>                  | <b>0</b>                    | <b>0</b>                         | <b>1</b>                      |
| <b>10 or more glasses</b> | <b>5</b>                  | <b>8</b>                    | <b>1</b>                         | <b>7</b>                      |
| Don't know                | 0                         | 0                           | 0                                | 0                             |
| <b>Total</b>              | <b>100</b>                | <b>100</b>                  | <b>100</b>                       | <b>100</b>                    |

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

\*Sub-sample: Excludes parents who classified themselves as non-drinkers (Q22).

**Table 12. Heaviest drinker in the household (by parental “concern” segment)**

Q25. And how would you describe the **heaviest** drinker in your household? Would you say that person is ...

|                  | Total sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|------------------|----------------------------|--------------------------------|-------------------------------------|---------------------------------|
| A light drinker  | 47                         | 53                             | 54                                  | 36                              |
| A medium drinker | 41                         | 33                             | 39                                  | 49                              |
| A heavy drinker  | 4                          | 2                              | 4                                   | 5                               |
| Non-drinker      | 7                          | 10                             | 3                                   | 7                               |
| Don't know       | 1                          | 1                              | 0                                   | 2                               |
| <b>Total</b>     | <b>100</b>                 | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |

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

## Household profile

**Table 13. Marital status (by parental “concern” segment)**

Q31. And which of these categories best describes you?

|                              | Total sample<br>n=403 | Un-<br>concerned<br>n=128 | Somewhat<br>concerned<br>n=106 | More<br>concerned<br>n=167 |
|------------------------------|-----------------------|---------------------------|--------------------------------|----------------------------|
|                              | %                     | %                         | %                              | %                          |
| Married/living with partner  | 87                    | 88                        | 87                             | 87                         |
| Separated, divorced, widowed | 12                    | 10                        | 13                             | 12                         |
| Never married                | 1                     | 3                         | 1                              | 1                          |
| Total                        | 100                   | 100                       | 100                            | 100                        |

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

**Table 14. Number of children (by parental “concern” segment)**

Q1. First of all can you tell me how many children you are the parent or guardian of?

|                    | Total sample<br>n=403 | Un-<br>concerned<br>n=128 | Somewhat<br>concerned<br>n=107 | More<br>concerned<br>n=166 |
|--------------------|-----------------------|---------------------------|--------------------------------|----------------------------|
|                    | %                     | %                         | %                              | %                          |
| 1 Child            | 8                     | 6                         | 11                             | 7                          |
| 2 Children         | 36                    | 35                        | 35                             | 39                         |
| 3 Children         | 33                    | 40                        | 30                             | 28                         |
| 4 Children         | 16                    | 12                        | 19                             | 18                         |
| 5 or more children | 8                     | 6                         | 6                              | 7                          |
| Total              | 100                   | 100                       | 100                            | 100                        |

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

**Table 15. Age of children (by parental “concern” segment)**

Q1a. And can you tell me the age of each of these children?

|                   | Total sample<br>n=403 | Un-<br>concerned<br>n=128 | Somewhat<br>concerned<br>n=104 | More<br>concerned<br>n=164 |
|-------------------|-----------------------|---------------------------|--------------------------------|----------------------------|
|                   | %                     | %                         | %                              | %                          |
| 0-13 Years        | 54                    | 49                        | 53                             | 57                         |
| 14 Years          | 30                    | 37                        | 29                             | 25                         |
| 15 Years          | 29                    | 26                        | 33                             | 28                         |
| 16 Years          | 32                    | 30                        | 32                             | 35                         |
| 17 Years          | 24                    | 26                        | 18                             | 26                         |
| 18 Years          | 21                    | 17                        | 24                             | 23                         |
| 19 Years or older | 38                    | 42                        | 33                             | 34                         |
| Total             | **                    | **                        | **                             | **                         |

\*\* Totals may exceed 100% due to multiple response.

## 5. Parents' relationship with their teenagers and alcohol

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### 5.1 Focus on oldest teenager

Questions during the first part of the interview focused on teenagers in general in order to obtain an unprompted measure of the extent to which alcohol and teenagers was an issue, with the second part addressing parents' behaviour and experiences with their own teenager and alcohol.

Because of the potential for behaviour and experiences to vary across teenagers, parents were asked to base their responses upon their experience with their **oldest child** currently aged between 14 and 18 years of age.

There follows an age and gender profile of these teenagers.

**Table16. Age of oldest teenager, 14 to 18 (by parental "concern" segment)**

|              | Total sample<br>n=403 | Un-concerned<br>n=128 | Somewhat concerned<br>n=107 | More concerned<br>n=167 |
|--------------|-----------------------|-----------------------|-----------------------------|-------------------------|
|              | %                     | %                     | %                           | %                       |
| 14 years     | 16                    | 20                    | 14                          | 15                      |
| 15 years     | 21                    | 18                    | 25                          | 21                      |
| 16 years     | 25                    | 25                    | 26                          | 22                      |
| 17 years     | 21                    | 24                    | 14                          | 23                      |
| 18 years     | 17                    | 13                    | 21                          | 18                      |
| <b>Total</b> | <b>100</b>            | <b>100</b>            | <b>100</b>                  | <b>100</b>              |

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

**Table17. Gender of oldest teenager, 14 to 18 (by parental "concern" segment)**

|              | Total sample<br>n=403 | Un-concerned<br>n=128 | Somewhat concerned<br>n=107 | More concerned<br>n=167 |
|--------------|-----------------------|-----------------------|-----------------------------|-------------------------|
|              | %                     | %                     | %                           | %                       |
| Male         | 52                    | 46                    | 55                          | 55                      |
| Female       | 48                    | 54                    | 45                          | 45                      |
| <b>Total</b> | <b>100</b>            | <b>100</b>            | <b>100</b>                  | <b>100</b>              |

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

## **5.2 How much do parents think their teenagers drink?**

Overall, three-quarters of parents (77%) believed their teenager drank alcohol, and of this group of parents, half (49%) thought their teenager had drunk to excess at some point in time (this equates to 37% of parents overall).

There were some significant differences by parental “concern” segment. Not surprisingly, 85% of “More concerned” parents believed their teenager drank and 65% of these parents believed their teenager had drunk to excess. This compares with 63% and 26% of “Unconcerned” parents respectively.

These variations are also reflected in the results for different groups of parents based on the age of their teenager. The parents of male teenagers were also more likely to report that their teenager drank alcohol and had also drunk to excess.

It is important to compare these results with those in the current ALAC Youth Drinking Monitor (fieldwork for which was completed between 17 March and 4 April 2000). In this survey monitor of 303 Youth, 14 to 18, 87% identified themselves as current drinkers of alcohol. Furthermore, note that 75% of these drinkers claimed they had binged on at least one occasion in the three months prior to the survey (this equates to 64% of all Youth).

In other words, while the proportions believing/claiming to drink alcohol are similar, the proportions believing/claiming to have binged are quite different.

**Table 18. Reported levels of teenage drinking (by parental “concern” segment)**

*Q10. Do you think your teenager drinks alcohol?*

|                      | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|----------------------|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| Yes                  | 77                            | 63                             | <del>35</del> 85                    | <del>35</del> 85                |
| No                   | 22                            | <del>37</del> 37               | 14                                  | 14                              |
| Can't say/don't know | 1                             | 0                              | 2                                   | 1                               |
| Total                | 100                           | 100                            | 100                                 | 100                             |

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

**Table 19. Reported levels of teenage drinking (by age of teenager)**

*Q10. Do you think your teenager drinks alcohol?*

|                      | Total<br>Sample<br>n=403<br>% | Parents of<br>14-15 year<br>olds<br>n=157<br>% | Parents of<br>16-17 year<br>olds<br>n=175<br>% | Parent of 18<br>year olds<br>n=71<br>% |
|----------------------|-------------------------------|--|--|--|
| Yes                  | 77                            | 63   | <del>34</del> 84                               | <del>32</del> 92                       |
| No                   | 22                            | <del>35</del> 35                               | 16   | 7                                      |
| Can't say/don't know | 1                             | 2  | 0  | 0                                      |
| Total                | 100                           | 100  | 100  | 100                                    |

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

**Table 20. Reported level of excessive teenage drinking (by parents who believe teenager drinks, by parental “concern” segment)**

Q11. *And do you think your teenager has ever drunk too much alcohol?*

|                      | Sub-sample<br>n=299* | Un-concerned<br>n=76*  | Somewhat concerned<br>n=91* | More concerned<br>n=132* |
|----------------------|----------------------|------------------------|-----------------------------|--------------------------|
|                      | %                    | %                      | %                           | %                        |
| Yes                  | 49                   | 26                     | <del>3</del> <b>50</b>      | <del>3</del> <b>65</b>   |
| No                   | 46                   | <del>3</del> <b>69</b> | 47                          | 28                       |
| Can't say/don't know | 5                    | 5                      | 3                           | 7                        |
| Total                | 100                  | 100                    | 100                         | 100                      |

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

\*Sub-sample: Includes only those parents who believe their teenager drinks alcohol (Q10).

**Table 21. Reported level of excessive teenage drinking (by parents who believe teenager drinks, by age)**

Q11. *And do you think your teenager has ever drunk too much alcohol?*

|                      | Sub-sample<br>n=299* | Parents of 14-15 year olds<br>n=93* | Parents of 16-17 year olds<br>n=143* | Parents of 18 year olds<br>n=63* |
|----------------------|----------------------|-------------------------------------|--------------------------------------|----------------------------------|
|                      | %                    | %                                   | %                                    | %                                |
| Yes                  | 49                   | 31                                  | <del>3</del> <b>54</b>               | <del>3</del> <b>64</b>           |
| No                   | 46                   | <del>3</del> <b>66</b>              | 40                                   | 30                               |
| Can't say/don't know | 5                    | 3                                   | 6                                    | 8                                |
| Total                | 100                  | 100                                 | 100                                  | 100                              |

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

\*Sub-sample: Includes only those parents who believe their teenager drinks alcohol (Q10).

### 5.3 What do parents think about their teenagers drinking?

While most parents give fairly predictable answers to questions about whether teenagers should drink, etc., a small, but not insignificant proportion of respondents believed that *getting drunk is part of the fun of being a teenager* (16%) and that it is *OK for their teenager to get drunk sometimes* (23%).

Note that while there were few apparent differences by the parental “concern” segments, these beliefs were **more** likely to be held by the parents of:

- older teenagers (i.e. 18 year olds); and
- teenage males.

**Table 22. Attitudes towards alcohol in relation to own teenager (by parental “concern” segment)**

Q9. I'm now going to read out views of some parents about their teenager and alcohol, and I'd like you to let me know whether you agree or disagree with each statement in relation to your own teenager. Is that agree/disagree or strongly agree/disagree?

|   | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|---|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <b>It's okay for my teenager to get drunk sometimes</b>                       |                               |                                |                                     |                                 |
| Strongly agree  | 2                             | 2                              | 3                                   | 0                               |
| Agree   | 21                            | 16                             | 22                                  | 24                              |
| Neither   | 5                             | 5                              | 4                                   | 6                               |
| Disagree  | 29                            | 27                             | 27                                  | 32                              |
| Strongly disagree   | 44                            | 50                             | 44                                  | 37                              |
| Don't know  | 0                             | 0                              | 0                                   | 0                               |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |
| <b>Getting drunk is part of having fun as a teenager</b>                      |                               |                                |                                     |                                 |
| Strongly agree  | 4                             | 3                              | 4                                   | 4                               |
| Agree   | 12                            | 8                              | 12                                  | 17                              |
| Neither   | 3                             | 4                              | 2                                   | 4                               |
| Disagree  | 29                            | 25                             | 32                                  | 32                              |
| Strongly disagree   | 51                            | 61                             | 51                                  | 42                              |
| Don't know  | 1                             | 0                              | 0                                   | 1                               |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |
| <b>Teenagers should not drink at all</b>                                      |                               |                                |                                     |                                 |
| Strongly agree  | 7                             | 12                             | 3                                   | 6                               |
| Agree   | 6                             | 9                              | 3                                   | 5                               |
| Neither   | 5                             | 5                              | 4                                   | 5                               |
| Disagree  | 62                            | 56                             | 63                                  | 67                              |
| Strongly disagree   | 20                            | 18                             | 26                                  | 16                              |
| Don't know  | 0                             | 0                              | 0                                   | 1                               |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |
| <b>I set a good example for my teenager through my own drinking behaviour</b> |                               |                                |                                     |                                 |
| Strongly agree  | 52                            | 54                             | 52                                  | 50                              |
| Agree   | 40                            | 37                             | 39                                  | 43                              |
| Neither   | 3                             | 3                              | 3                                   | 3                               |
| Disagree  | 5                             | 6                              | 5                                   | 4                               |
| Strongly disagree   | 0                             | 0                              | 1                                   | 1                               |
| Don't know  | 1                             | 1                              | 0                                   | 0                               |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |

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

## 6. Where do parents think teenagers are getting alcohol from?

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### 6.1 Sources of supply

Results presented in this section of the report are based on the responses of the parents of **14 to 17 year olds who believed their teenager drank alcohol**. In other words, the parents of 18 year olds are excluded because it is now legally possible for 18 year olds to buy and drink alcohol in public places.

**Parents appear to be the greatest supplier** of alcohol to under 18 year olds, with over two-thirds of respondents reporting that their teenager received alcohol from a parent. This, of course, is not necessarily a bad result, in that some of these parents could be supplying under quite controlled conditions.

A greater proportion of “Unconcerned” parents (78%) and “Somewhat concerned” parents (70%) claimed they supplied alcohol to their teenagers than “More concerned” parents (48%).

In comparison, “More concerned” parents were more likely to claim their teenagers got their alcohol from their **friends** (45% cf. 25% for “Unconcerned” parents) or that they **bought it themselves** (24% cf. 9% for “Unconcerned” parents).

Aside from the parental “concern” segments, the results suggest that the parents of female teenagers and non-Māori parents are also more likely to supply alcohol to their teenager.

There would also appear to be significant differences by the age of the teenager concerned. For example, the parents of 14 to 15 year old teenagers were more likely to claim they supplied their teenager with alcohol (70%), whereas the parents of 16 to 17 year old teenagers were more likely to claim their teenager obtained their alcohol from their friends (24%).

Importantly, these results almost **mirror the results** obtained in the current ALAC Youth Drinking Monitor. Sixty six percent (66%) of current drinkers 14 to 17 years old claimed their parents supplied them with alcohol, and this was especially the case for younger drinkers.

Finally, note that a significant 31% of respondents claimed they had supplied alcohol to their teenager in the last 6 months, to take to a function they were **not** attending (and about half of these claimed they had given them the equivalent of five or more servings).

These results reflect exactly those in the Youth monitor, in which 31% of Youth reported that their parents had given them alcohol to take to a function that they were not also attending. However, a greater proportion of these teenagers reported that their parents had given them the equivalent of five or more servings (72%).

Note that the parents of female teenagers claimed they were more likely to have given their daughters alcohol to take to a social event that they were not attending, although the parents of male teenagers who had done the same were more likely to report having given their sons greater volumes to take.

Non-Māori parents were also more likely to claim they had given their teenager alcohol to take to a social event that they were not attending, although Māori parents who had supplied alcohol reported giving more in terms of volume.

**Table23. Sources of alcohol for teenagers (by parents who believe teenager drinks, by parental “concern” segment)**

Q12. How does your teenager currently obtain alcohol?

|                                   | Sub-Sample<br>n=263* | Un-concerned<br>n=68* | Somewhat concerned<br>n=82* | More concerned<br>n=132* |
|-----------------------------------|----------------------|-----------------------|-----------------------------|--------------------------|
|                                   | %                    | %                     | %                           | %                        |
| Teen buys it him/herself          | 18                   | 9                     | 3/20                        | 3/24                     |
| From his/her friends              | 37                   | 25                    | 3/39                        | 3/45                     |
| From a brother/sister             | 6                    | 7                     | 4                           | 6                        |
| From a parent                     | 64                   | 3/78                  | 3/70                        | 48                       |
| From a friends’ parents/siblings  | 10                   | 2                     | 16                          | 11                       |
| From another adult the teen knows | 3                    | 4                     | 6                           | 1                        |
| From a stranger                   | 0                    | 0                     | 1                           | 0                        |
| Teen steals it/ sneaks it         | 2                    | 0                     | 2                           | 4                        |
| Other                             | 5                    | 3                     | 4                           | 8                        |
| Don’t know                        | 4                    | 0                     | 3                           | 9                        |
| Total                             | **                   | **                    | **                          | **                       |

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

\*Sub-sample: Includes only those parents of teenagers aged between 14 and 17, who believed their teenager drinks alcohol (Q10).

**Table 24. Sources of alcohol for teenagers by age (by parents who believe teenager drinks, by age)**

Q12. How does your teenager currently obtain alcohol?

|                                   | Sub-Sample<br>n=299* | Parents of 14-15 year olds<br>n=93* | Parents of 16-17 year olds<br>n=143* | Parent of 18 year olds<br>n=63* |
|-----------------------------------|----------------------|-------------------------------------|--------------------------------------|---------------------------------|
|                                   | %                    | %                                   | %                                    | %                               |
| Teen buys it him/herself          | 19                   | 2                                   | 7                                    | 3/71                            |
| From his/her friends              | 37                   | 24                                  | 3/51                                 | 24                              |
| From a brother/sister             | 7                    | 5                                   | 6                                    | 9                               |
| From a parent                     | 63                   | 3/70                                | 3/67                                 | 44                              |
| From a friends’ parents/siblings  | 11                   | 8                                   | 14                                   | 4                               |
| From another adult the teen knows | 4                    | 1                                   | 6                                    | 1                               |
| From a stranger                   | 0                    | 1                                   | 0                                    | 0                               |
| Teen steals it/ sneaks it         | 2                    | 4                                   | 2                                    | 1                               |
| Other                             | 5                    | 8                                   | 4                                    | 5                               |
| Don’t know                        | 5                    | 3                                   | 7                                    | 2                               |
| Total                             | **                   | **                                  | **                                   | **                              |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

Table 25. Supply of alcohol to teenagers (by parents who believe teenager drinks, by parental “concern” segment)

Q14. And within the last six months, have you ever given your teenager alcohol to take to a social situation which you will not be attending?

|       | Sub-Sample<br>n=263* | Un-concerned<br>n=68* | Somewhat concerned<br>n=82* | More concerned<br>n=113* |
|-------|----------------------|-----------------------|-----------------------------|--------------------------|
|       | %                    | %                     | %                           | %                        |
| Yes   | 31                   | 25                    | 34                          | 28                       |
| No    | 69                   | 37                    | 60                          | 72                       |
| Total | 100                  | 100                   | 100                         | 100                      |

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

\*Sub-sample: Includes only those parents of teenagers aged between 14 and 17, who believed their teenager drinks alcohol (Q10).

Table 26. Supply of alcohol to teenagers by age (by parents who believe teenager drinks, by age)

Q14. And within the last six months have you ever given your teenager alcohol to take to a social situation which you will not be attending?

|       | Sub-Sample<br>n=299* | Parents of 14-15 year olds<br>n=93* | Parents of 16-17 year olds<br>n=143* | Parent of 18 year olds<br>n=63* |
|-------|----------------------|-------------------------------------|--------------------------------------|---------------------------------|
|       | %                    | %                                   | %                                    | %                               |
| Yes   | 31                   | 13                                  | 34                                   | 33                              |
| No    | 69                   | 87                                  | 59                                   | 67                              |
| Total | 100                  | 100                                 | 100                                  | 100                             |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

Table 27. Amount of alcohol supplied (by parents providing alcohol, by parental “concern” segment)

Q14a. The last time you did this, about how much alcohol did you give them?

| One serving = 15ml of alcohol | Sub-Sample<br>n=73* | Un-concerned<br>n=19* | Somewhat concerned<br>n=29* | More concerned<br>n=25* |
|-------------------------------|---------------------|-----------------------|-----------------------------|-------------------------|
|                               | %                   | %                     | %                           | %                       |
| 1 serving                     | 11                  | 21                    | 14                          | 0                       |
| 2 servings                    | 16                  | 27                    | 9                           | 19                      |
| 3 servings                    | 11                  | 0                     | 16                          | 14                      |
| 4 servings                    | 12                  | 2                     | 22                          | 7                       |
| 5 - 6 servings                | 42                  | 47                    | 32                          | 50                      |
| 7 - 8 servings                | 0                   | 0                     | 0                           | 0                       |
| 9 - 10 servings               | 1                   | 0                     | 0                           | 2                       |
| More than 10 servings         | 6                   | 3                     | 8                           | 9                       |
| Total                         | 100                 | 100                   | 100                         | 100                     |
| Mean                          | 4.3                 | 3.7                   | 4.2                         | 4.9                     |

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

\*Sub-sample: Includes only those respondents who believed that their teenager (who was aged between 14 and 17) drank alcohol, and that they had given their teenager alcohol to take out.

Caution: Results in this table are indicative due to low base numbers of respondents.

**Table 28. Amount of alcohol supplied (by parents providing alcohol, by age)***Q14a. The last time you did this, about how much alcohol did you give them?*

| One serving = 15ml of alcohol | Sub-Sample<br>n=81*<br>% | Parents of<br>14-15 year<br>olds<br>n=13*<br>% | Parents of<br>16-17 year<br>olds<br>n=48*<br>% | Parent of 18<br>year olds<br>n=20*<br>% |
|-------------------------------|--------------------------|--|--|---|
| 1 serving                     | 12                       | 0  | 15   | 8                                       |
| 2 servings                    | 15                       | 20   | 16   | 8                                       |
| 3 servings                    | 10                       | 15   | 11   | 10                                      |
| 4 servings                    | 11                       | 8  | 10   | 17                                      |
| 5 - 6 servings                | 41                       | 38   | 43   | 40                                      |
| 7 - 8 servings                | 0                        | 0  | 0  | 0                                       |
| 9 - 10 servings               | 3                        | 0  | 3  | 1                                       |
| More than 10 servings         | 7                        | 19   | 1  | 14                                      |
| Total                         | 100                      | 100  | 100  | 100                                     |
| Mean                          | 4.5                      | 5.3  | 4.0  | 5.1                                     |

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

\*Sub-sample: Includes only those respondents who had given their teenager alcohol to take out.

Caution: Results in this table are indicative due to low base numbers of respondents.

**Table 29. Type of alcohol supplied (by parents providing alcohol, by parental “concern” segment)***Q14b. What sort of alcohol was that?*

|                             | Sub-Sample<br>n=73*<br>% | Un-concerned<br>n=19*<br>% | Somewhat<br>concerned<br>n=29*<br>% | More<br>concerned<br>n=25*<br>% |
|-----------------------------|--------------------------|----------------------------|-------------------------------------|---------------------------------|
| Low alcohol beer            | 1                        | 1                          | 0                                   | 2                               |
| Ordinary beer-cans/stubbies | 45                       | 51                         | 48                                  | 39                              |
| Ordinary beer-750ml bottles | 0                        | 0                          | 0                                   | 0                               |
| Cider-750ml bottles         | 2                        | 0                          | 5                                   | 0                               |
| Wine-750ml bottles          | 16                       | 10                         | 18                                  | 18                              |
| Wine cooler-stubbie bottle  | 2                        | 0                          | 5                                   | 0                               |
| Alcoholic sodas             | 6                        | 1                          | 0                                   | 18                              |
| Alcoholic lemonades         | 0                        | 1                          | 0                                   | 0                               |
| RTD's                       | 24                       | 29                         | 30                                  | 14                              |
| Spirits-miniatures          | 2                        | 9                          | 0                                   | 0                               |
| Spirits-Standard bottle     | 1                        | 0                          | 0                                   | 2                               |
| Spirits-larger bottle       | 0                        | 0                          | 0                                   | 1                               |
| Liqueurs-standard bottle    | 0                        | 0                          | 1                                   | 0                               |
| Home brew                   | 2                        | 0                          | 0                                   | 6                               |
| Don't know                  | 2                        | 9                          | 0                                   | 0                               |
| Total                       | **                       | **                         | **                                  | **                              |

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

\*Sub-sample: Includes only those respondents who believed that their teenager (who was aged between 14 and 17) drank alcohol, and that they had given their teenager alcohol to take out.

**Table 30. Type of alcohol supplied (by parents providing alcohol, by age)***Q14b. What sort of alcohol was that?*

|                             | Sub-Sample<br>n=81*<br>% | Parents of<br>14-15 year<br>olds<br>n=13*<br>% | Parents of<br>16-17 year<br>olds<br>n=48*<br>% | Parent of 18<br>year olds<br>n=20*<br>% |
|-----------------------------|--------------------------|--|--|---|
| Low alcohol beer            | 1                        | 3  | 1  | 0                                       |
| Ordinary beer-cans/stubbies | 46                       | 55   | 49   | 33                                      |
| Ordinary beer-750ml bottles | 0                        | 0  | 0  | 1                                       |
| Cider-750ml bottles         | 2                        | 15   | 0  | 0                                       |
| Wine-750ml bottles          | 15                       | 0  | 17   | 19                                      |
| Wine cooler-stubbie bottle  | 2                        | 0  | 3  | 0                                       |
| Alcoholic sodas             | 6                        | 2  | 6  | 8                                       |
| Alcoholic lemonades         | 0                        | 2  | 0  | 0                                       |
| RTD's                       | 23                       | 26   | 17   | 37                                      |
| Spirits-miniatures          | 4                        | 0  | 6  | 0                                       |
| Spirits-Standard bottle     | 1                        | 0  | 1  | 1                                       |
| Spirits-larger bottle       | 0                        | 0  | 0  | 0                                       |
| Liqueurs-standard bottle    | 0                        | 2  | 0  | 0                                       |
| Home brew                   | 2                        | 0  | 3  | 0                                       |
| Don't know                  | 2                        | 0  | 3  | 0                                       |
| Total                       | **                       | **   | **   | **                                      |

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

\*Sub-sample: Includes only those respondents who believed that their teenager drank alcohol, and that they had given their teenager alcohol to take out.

## 6.2 Parents providing money for alcohol

Although many parents of 14 to 17 year old teenage drinkers reported they supplied them with alcohol (66%), very few actually provided them with money to buy alcohol (11%).

To an extent, this reflects the results of the ALAC Youth Drinking Monitor, with only 17% of Youth claiming to buy alcohol themselves.

**Table 31. Parents giving teenagers money for alcohol (by parents who believe their teenager drinks, by parental “concern” segment)**

*Q13. Within the past 6 months, have you given your teenager money to purchase alcohol to take to an event which you were not attending? If yes: The last time you did this, how much would you have given them?*

|                | Sub-Sample<br>n=263* | Un-concerned<br>n=68* | Somewhat concerned<br>n=82* | More concerned<br>n=113* |
|----------------|----------------------|-----------------------|-----------------------------|--------------------------|
|                | %                    | %                     | %                           | %                        |
| Less than \$10 | 4                    | 0                     | 5                           | 5                        |
| \$10-\$20      | 6                    | 1                     | 12                          | 5                        |
| \$21-30        | 0                    | 0                     | 0                           | 0                        |
| More than \$30 | 0                    | 0                     | 0                           | 0                        |
| Not applicable | 89                   | 97                    | 82                          | 88                       |
| Refused        | 2                    | 2                     | 0                           | 2                        |
| Total          | 100                  | 100                   | 100                         | 100                      |

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

\*Sub-sample: Includes only those parents of teenagers aged between 14 and 17, who believed their teenager drinks alcohol (Q10).

**Table 32. Parents giving teenagers money for alcohol (by parents who believe their teenager drinks, by age)**

*Q13. Within the past 6 months, have you given your teenager money to purchase alcohol to take to an event which you were not attending? If yes: The last time you did this, how much would you have given them?*

|                | Sub-Sample<br>n=299* | Parents of 14-15 year olds<br>n=93* | Parents of 16-17 year olds<br>n=143* | Parent of 18 year olds<br>n=63* |
|----------------|----------------------|-------------------------------------|--------------------------------------|---------------------------------|
|                | %                    | %                                   | %                                    | %                               |
| Less than \$10 | 3                    | 0                                   | 4                                    | 8                               |
| \$10-\$20      | 6                    | 2                                   | 9                                    | 4                               |
| \$21-30        | 0                    | 0                                   | 0                                    | 1                               |
| More than \$30 | 0                    | 0                                   | 0                                    | 0                               |
| Not applicable | 89                   | 97                                  | 85                                   | 87                              |
| Refused        | 1                    | 0                                   | 2                                    | 3                               |
| Total          | 100                  | 100                                 | 100                                  | 100                             |

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

## 7. Parents' role, getting help and support

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### 7.1 Putting concerns about alcohol into perspective

As noted earlier, the interview for the Benchmark survey was introduced as a general survey of parents and their teenagers, rather than in more specific terms, as a survey of parents on the subject of teenagers and alcohol.

With this in mind, a general question was asked in order to elicit what respondents believed was the “greatest concern(s)” that parents had to deal with when their children became teenagers. While 8% specifically mentioned alcohol first, it should be noted that other respondents mentioned concerns which **indirectly** related to alcohol; for example:

- 21% first mentioned a concern relating to drugs.
- 19% first mentioned a concern relating to peer pressure.

After other unprompted concerns are taken into account, almost one half of respondents specifically mentioned some specific or general concern relating to alcohol and teenagers (44%). This was more likely to be the case with “More concerned” parents (55% mentioned a specific or general concern about alcohol) compared to “Unconcerned” parents (30%).

Note that this is also more likely to be the case for the parents:

- of younger teenagers (i.e. 17 year olds and younger); and
- of male teenagers.

In comparison, there were no differences by the ethnicity of parents.

In other words, this places the subject of alcohol and teenagers **relatively high on parents' agenda**, especially when considered against the most frequently mentioned other concerns. On an unprompted basis:

- 59% mentioned a concern relating to drugs.
- 37% mentioned a concern relating to peer pressure.
- 36% mentioned a concern relating to school/education/etc.
- 25% mentioned a concern relating to employment opportunities.
- 21% mentioned a concern relating to sexual relationships.

Having established that alcohol and teenagers is on the agenda of at least some parents (just under one half), all respondents were asked to comment on how much of a concern particular aspects might be.

With only two exceptions, all of the eight aspects were rated as being “very concerning” by 50% or more respondents, with the highest rated being:

- Drink driving (79%).
- Taking drugs (76%).
- Becoming involved in a violent or aggressive situation (65%).
- Damaging their health (55%).
- Injuring themselves (52%).

While “drink driving” and “becoming involved in a violent or aggressive situation” were of universal concern, across all three parental “concern” segments, the following were of more concern to “Somewhat concerned” and “More concerned” parents:

- Taking drugs (78% of “Somewhat concerned” and 81% of “Concerned” parents).
- Damaging their health (58% of “Somewhat concerned” and 57% of “Concerned” parents).
- Injuring themselves (51% of “Somewhat concerned” and 62% of “Concerned” parents).

Note that, although there were few differences by the age of the teenager, the parents of teenage females were also concerned about their teenager becoming “sexually vulnerable”.

Note, also, that there were significant differences by ethnicity. Māori parents were more likely to claim they were concerned about everything; that is, with aggression, sexually vulnerability, cigarette smoking, drug taking and general damage to health, injury and (personal and/or family) embarrassment.

In general, these results suggest that the concern about alcohol and teenagers is less about alcohol per se and **more about the wider issue of general safety**, and as such, this conclusion supports one of the main findings of the earlier qualitative research.

**Table 33. Greatest concern for parents of teenagers, first mentioned (by parental “concern” segment)**

*Q5a: In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers?*

|  | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=166<br>% |
|--|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| School/education/qualifications in general                         | 7                             | 6                              | 8                                   | 8                               |
| Employment opportunities (full/part-time)                          | 6                             | 5                              | 8                                   | 6                               |
| The <u>cost</u> of an education                                    | 0                             | 0                              | 0                                   | 0                               |
| Peer pressure (e.g. feeling forced to smoke, drink, do drugs etc.) | 19                            | 18                             | 21                                  | 19                              |
| Self image/ self confidence/ self esteem/ mental health etc.       | 3                             | 3                              | 2                                   | 4                               |
| Teenage suicide  | 2                             | 3                              | 0                                   | 2                               |
| Sexual relationships   | 3                             | 3                              | 2                                   | 4                               |
| Teenage pregnancy  | 1                             | 0                              | 0                                   | 3                               |
| Sexually transmitted diseases                                      | 0                             | 0                              | 0                                   | 1                               |
| Difficulties communicating with their teenagers                    | 2                             | 2                              | 4                                   | 1                               |
| Difficulties enforcing rules with their teenagers                  | 1                             | 2                              | 1                                   | 0                               |
| Dangerous driving (e.g. speed, alcohol)                            | 2                             | 2                              | 0                                   | 3                               |
| Staying out too late/breaking curfews                              | 0                             | 0                              | 0                                   | 0                               |
| Alcohol generally  | 8                             | 3                              | 10                                  | 11                              |
| Drugs and drug related issues                                      | 21                            | 22                             | 19                                  | 21                              |
| Other  | 24                            | 32                             | 25                                  | 15                              |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                     | <b>100</b>                          | <b>100</b>                      |

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

**Table 34. Total concerns for parents of teenagers, all mentioned (by parental “concern” segment)**

*Q5a: In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers? AND*

*Q5b. What are the other concerns parents have to deal with in relation to teenagers?*

|  | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|--|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| School/education/qualifications in general                         | 36                            | 38                             | 37                                  | 33                              |
| Employment opportunities (full/part-time)                          | 25                            | 22                             | 29                                  | 23                              |
| The <u>cost</u> of an education                                    | 3                             | 4                              | 3                                   | 2                               |
| Peer pressure (e.g. feeling forced to smoke, drink, do drugs etc.) | 37                            | 38                             | 36                                  | 38                              |
| Self image/ self confidence/ self esteem/ mental health etc.       | 14                            | 14                             | 17                                  | 12                              |
| Teenage suicide  | 5                             | 6                              | 2                                   | 6                               |
| Sexual relationships   | 21                            | 23                             | 21                                  | 18                              |
| Teenage pregnancy  | 6                             | 4                              | 3                                   | 9                               |
| Sexually transmitted diseases                                      | 4                             | 5                              | 2                                   | 5                               |
| Difficulties communicating with their teenagers                    | 7                             | 9                              | 8                                   | 6                               |
| Difficulties enforcing rules with their teenagers                  | 5                             | 5                              | 5                                   | 6                               |
| Dangerous driving (e.g. speed, alcohol)                            | 14                            | 11                             | 11                                  | 20                              |
| Staying out too late/breaking curfews                              | 2                             | 1                              | 0                                   | 5                               |
| Alcohol-related damage to teenager's physical health               | 2                             | 0                              | 0                                   | <del>3</del> <b>4</b>           |
| Alcohol-related damage to teenager's mental health                 | 0                             | 0                              | 0                                   | <del>3</del> <b>0</b>           |
| Alcohol-related sexual vulnerability                               | 2                             | 1                              | 2                                   | <del>3</del> <b>3</b>           |
| Alcohol-related violence or aggression                             | 1                             | 0                              | 1                                   | <del>3</del> <b>1</b>           |
| Alcohol generally  | 40                            | 30                             | 32                                  | <del>3</del> <b>55</b>          |
| Drugs and drug related issues                                      | 59                            | 56                             | 61                                  | 61                              |
| Others   | 54                            | 55                             | 61                                  | 47                              |
| None   | 5                             | 5                              | 7                                   | 5                               |
| Don't know   | 1                             | 0                              | 2                                   | 1                               |
| <b>Total</b>   | <b>**</b>                     | <b>**</b>                      | <b>**</b>                           | <b>**</b>                       |

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

**Table 35. Specific (prompted) concerns about teenagers and alcohol (by parental “concern” segment)**

Q6. Now I’m going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.

|  | Total<br>Sample<br>n=403<br>%<br>concerned* | Un-<br>concerned<br>n=128<br>%<br>concerned* | Somewhat<br>concerned<br>n=107<br>%<br>concerned* | More<br>concerned<br>n=167<br>%<br>concerned* |
|--|---|--|---|---|
| Drink driving (as either the passenger or driver)      | 79  | 76   | 76  | 75  |
| Taking drugs   | 76  | 70   | <del>78</del>                                     | <del>81</del>                                 |
| Becoming involved in a violent or aggressive situation | 65  | 67   | 61  | 67  |
| Damaging their health                                  | 55  | 48   | <del>58</del>                                     | <del>57</del>                                 |
| Injuring themselves                                    | 52  | 43   | <del>51</del>                                     | <del>62</del>                                 |
| Becoming more sexually vulnerable                      | 46  | 50   | 46  | 42  |
| Smoking cigarettes                                     | 41  | 42   | 39  | 42  |
| Embarrassing themselves or their family                | 10  | 8  | 10  | 13  |

\* Percentage feeling ‘very concerned’ or ‘concerned’.

**Table 36. Specific (prompted) concerns about teenagers and alcohol (by parental “concern” segment)**

*Q6. Now I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.*

|   | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|---|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <b>Drink driving (as either the passenger or driver)</b>      |                               |                                |                                     |                                 |
| Very concerned  | 79                            | 76                             | 76                                  | 75                              |
| Concerned   | 15                            | 15                             | 19                                  | 11                              |
| Neither   | 1                             | 0                              | 2                                   | 0                               |
| Not concerned   | 3                             | 6                              | 2                                   | 3                               |
| Not concerned at all  | 2                             | 3                              | 2                                   | 1                               |
| Don't know  | 0                             | 0                              | 0                                   | 0                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |
| <b>Taking drugs</b>   |                               |                                |                                     |                                 |
| Very concerned  | 76                            | 70                             | 78                                  | 81                              |
| Concerned   | 16                            | 13                             | 20                                  | 16                              |
| Neither   | 1                             | 2                              | 0                                   | 1                               |
| Not concerned   | 4                             | 9                              | 2                                   | 1                               |
| Not concerned at all  | 2                             | 5                              | 0                                   | 0                               |
| Don't know  | 1                             | 0                              | 0                                   | 1                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |
| <b>Becoming involved in a violent or aggressive situation</b> |                               |                                |                                     |                                 |
| Very concerned  | 65                            | 67                             | 61                                  | 67                              |
| Concerned   | 23                            | 20                             | 24                                  | 25                              |
| Neither   | 1                             | 0                              | 2                                   | 0                               |
| Not concerned   | 9                             | 8                              | 12                                  | 7                               |
| Not concerned at all  | 2                             | 4                              | 2                                   | 0                               |
| Don't know  | 0                             | 0                              | 0                                   | 1                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |
| <b>Damaging their health</b>                                  |                               |                                |                                     |                                 |
| Very concerned  | 55                            | 48                             | 58                                  | 57                              |
| Concerned   | 31                            | 29                             | 29                                  | 36                              |
| Neither   | 2                             | 4                              | 0                                   | 0                               |
| Not concerned   | 8                             | 9                              | 10                                  | 6                               |
| Not concerned at all  | 4                             | 9                              | 2                                   | 0                               |
| Don't know  | 0                             | 0                              | 0                                   | 1                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |
| <b>Injuring themselves</b>                                    |                               |                                |                                     |                                 |
| Very concerned  | 52                            | 43                             | 51                                  | 62                              |
| Concerned   | 35                            | 37                             | 35                                  | 33                              |
| Neither   | 2                             | 4                              | 2                                   | 0                               |
| Not concerned   | 9                             | 10                             | 12                                  | 4                               |
| Not concerned at all  | 2                             | 6                              | 0                                   | 0                               |
| Don't know  | 0                             | 0                              | 0                                   | 0                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |

**Table 37. Specific (prompted) concerns about teenagers and alcohol (by parental “concern” segment) continued**

*Q6. Now I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.*

|  | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|--|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <b>Becoming more sexually vulnerable</b>       |                               |                                |                                     |                                 |
| Very concerned                                 | 46                            | 50                             | 46                                  | 42                              |
| Concerned                                      | 44                            | 37                             | 45                                  | 50                              |
| Neither  | 2                             | 3                              | 2                                   | 0                               |
| Not concerned                                  | 7                             | 8                              | 7                                   | 6                               |
| Not concerned at all                           | 1                             | 2                              | 1                                   | 1                               |
| Don't know                                     | 1                             | 0                              | 0                                   | 1                               |
| Total  | 100                           | 100                            | 100                                 | 100                             |
| <b>Smoking cigarettes</b>                      |                               |                                |                                     |                                 |
| Very concerned                                 | 41                            | 42                             | 39                                  | 42                              |
| Concerned                                      | 41                            | 36                             | 41                                  | 46                              |
| Neither  | 1                             | 2                              | 0                                   | 2                               |
| Not concerned                                  | 10                            | 10                             | 16                                  | 6                               |
| Not concerned at all                           | 6                             | 8                              | 4                                   | 4                               |
| Don't know                                     | 1                             | 1                              | 0                                   | 0                               |
| Total  | 100                           | 100                            | 100                                 | 100                             |
| <b>Embarrassing themselves or their family</b> |                               |                                |                                     |                                 |
| Very concerned                                 | 10                            | 8                              | 10                                  | 13                              |
| Concerned                                      | 40                            | 34                             | 42                                  | 44                              |
| Neither  | 6                             | 1                              | 4                                   | 11                              |
| Not concerned                                  | 28                            | 33                             | 31                                  | 20                              |
| Not concerned at all                           | 15                            | 22                             | 11                                  | 11                              |
| Don't know                                     | 1                             | 1                              | 1                                   | 2                               |
| Total  | 100                           | 100                            | 100                                 | 100                             |

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

## 7.2 Whose problem is teenage drinking?

When asked who had **primary** responsibility for helping teenagers learn about how to handle alcohol responsibly, almost all respondents (92%) claimed that parents and guardians had this responsibility.

Note there were no significant differences by the parental “concern” segments, or by the age or gender of the teenager, or by ethnicity.

**Table 38. Responsibility for helping teenagers learn to handle alcohol responsibly (by parental “concern” segment)**

*Q7. And in your opinion, who do you believe should play the most important role in helping teenagers learn how to handle alcohol responsibly?*

|                                | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | Highly<br>concerned<br>n=167<br>% |
|--------------------------------|-------------------------------|--------------------------------|-------------------------------------|-----------------------------------|
| Parents/guardians              | 92                            | 93                             | 93                                  | 91                                |
| Teachers/schools               | 1                             | 0                              | 2                                   | 1                                 |
| Church                         | 0                             | 0                              | 0                                   | 0                                 |
| Whanau/extended family         | 2                             | 1                              | 2                                   | 1                                 |
| Other community organisations  | 1                             | 1                              | 0                                   | 0                                 |
| Other government organisations | 1                             | 0                              | 0                                   | 1                                 |
| Other                          | 4                             | 4                              | 3                                   | 4                                 |
| Don't know                     | 1                             | 0                              | 0                                   | 1                                 |
| <b>Total</b>                   | <b>100</b>                    | <b>100</b>                     | <b>100</b>                          | <b>100</b>                        |

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

### 7.3 What are parents doing about their teenagers drinking?

Having established that the great majority of respondents believed that parents and guardians were primarily responsible for helping teenagers learn about how to handle alcohol responsibly, respondents were then asked what actions they personally took in this regard.

To facilitate response, ALAC's guidelines<sup>6</sup> were translated into groups of statements and respondents were asked to indicate the extent to which they did each with their teenager:

- Communication/Discussion.
- Rules about alcohol.
- Socialising
- Co-ordinating with other adults.

It should be noted that the same groups of statements were used (with slight modification) in the ALAC Youth Drinking Monitor, in order to provide a basis for comparison. In general, the following should be noted:

- there is an **imbalance** between what parents claim they do and what Youth report they do;
- "More concerned" parents appeared to be **less likely** to engage in certain behaviours, compared for example to "Unconcerned" parents. As noted earlier, in the section describing the segments, "Unconcerned" parents may be unconcerned because they believe they are effectively managing the issue of alcohol with their teenagers;
- also note that the older the teenager, the less likely are parents to engage in certain behaviours. In general, the parents of younger teenagers (i.e. 14 to 15 year olds) claimed they were more likely to engage in discussion, set rules and guidelines, etc.; and
- this was not, however, the case in terms of the gender of the teenager, or ethnicity. There were no differences by these variables.

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<sup>6</sup> ALAC web-site ([www.alcohol.org.nz](http://www.alcohol.org.nz)); or ALAC publication "Alcohol and Your Kids" (Y03/Dec99).

## Communication/Discussion

All results quoted here and the following sections are for the proportion of respondents reporting they *always* or *mostly* did the behaviour in question. This is because we consider this to be the ideal.

Overall, 86% of respondents reported they *mostly* or *always* talked with their teenagers about what is going on in their lives, but slightly lower proportions directly addressed alcohol. Although 77% reported frequently trying to make their teenagers aware of the dangers of alcohol-related situations, just 64% reported *always* or *mostly* discussing alcohol-related issues.

There were no differences by the three parental “concern” segments, although “More concerned” parents more frequently indicated they *always* or *mostly* had discussions with their teenager about alcohol related issues (71% cf. 61% for “Unconcerned” parents).

It is important to compare these results with the opinions of Youth. For example, only 55% of respondents in the ALAC Youth Drinking Monitor claimed their parents *always* or *mostly* talked to them about what was going on in their lives. Furthermore, only 43% claimed their parents *always* or *mostly* talked to them about the kinds of things that can go wrong in situations where alcohol is available and only 30% claimed their parents *always* or *mostly* had discussions with them about drinking.

### Rules about alcohol

Three-quarters of respondents (75%) reported they *always* or *mostly* set clear rules for their teenager about alcohol use, but less than one half claimed they *always* or *mostly* set limits on how much their teenager could drink (43%) or that they mustn’t drink when they went out (33%).

Again, there were few significant differences between the three parental “concern” segments. For example, despite the younger age profile of the teenagers of the “More concerned” parents, only 32% reported they *always* or *mostly* told their teenager not to drink when they went out (cf. 44% for “Unconcerned” parents).

Again, parents appeared to overstate the situation. Only 55% of respondents in the ALAC Youth Drinking Monitor claimed their parents *always* or *mostly* set clear rules about alcohol use, and 28% claimed their parents *always* or *mostly* set a limit on how much they could drink.

## Socialising

Almost all respondents claimed they *always* or *mostly* got to know their teenager's friends (92%), where they were going and who with when they went out (90%) and what the transportation arrangements would be (90%).

However, fewer respondents claimed they *always* or *mostly* set curfews (62%), picked their teenager up from social functions (58%) and had an arrangement that, when they had returned home after a night out, they would tell them they were safely home (74%).

There were some interesting differences by the parental "concern" segments, with "Unconcerned" parents more likely to claim they *always* or *mostly* set curfews (68% cf. 57% for "More concerned" parents), and more likely to claim they *always* or *mostly* picked up their teenager (68% cf. 51% for "More concerned" parents).

Again, lower proportions of Youth reported that this was what their parent actually did. For example, less than one half claimed that their parent *always* or *mostly* set a curfew (46%), or that they had an arrangement whereby they told their parent they were home safely (63%). An even lower proportion claimed their parents *always* or *mostly* got to know their friends (78%).

## Co-ordinating with other adults

Almost two-thirds of respondents claimed they *always* or *mostly* checked that there was adult supervision at social functions their teenager was attending where alcohol would be available (64%).

However, less than one half of respondents claimed they *always* or *mostly* contacted the parent host of parties their teenager attended (41%) and reflecting this, less than half reported they *always* or *mostly* talked to the parents of their friends about the parties their teenagers were attending (47%).

There were significant differences by the parental "concern" segments, with "More concerned" parents less likely to claim they *always* or *mostly* did these behaviours than, for example, "Unconcerned" parents.

Again, parents appeared to be overstating what they did according to the results of the ALAC Youth Drinking Monitor. Only 20% of Youth claimed that their parents *always* or *mostly* contacted to the parent hosts of parties they were attending, and only 24% claimed they *always* or *mostly* talked to their friends' parents about the parties they were attending.

**Table 39. Actions taken in regard to teenager and alcohol (by parental “concern” segment)**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|  | Youth Drinking Monitor<br>n=303<br>%* | Total Sample<br>n=403<br>%* | Un-concerned<br>n=128<br>%* | Somewhat concerned<br>n=107<br>%* | More concerned<br>n=167<br>%* |
|--|---------------------------------------|-----------------------------|-----------------------------|-----------------------------------|-------------------------------|
| <b>Communication/Discussion</b>  |                                       |                             |                             |                                   |                               |
| I talk to my teenager about what is going on in their life   | 53                                    | 86                          | <del>3/93</del>             | 85                                | 80                            |
| I talk to my teenager about the kind of things that can go wrong in situations where alcohol is present            | 43                                    | 77                          | 76                          | 78                                | 77                            |
| I have discussions with my teenager about alcohol related issues   | nm                                    | 64                          | 61                          | 59                                | <del>3/71</del>               |
| <b>Rules about alcohol</b>   |                                       |                             |                             |                                   |                               |
| I set clear rules for my teenager about alcohol use  | 55                                    | 75                          | 80                          | 67                                | 77                            |
| Before my teenager attends an event where alcohol will be present, I set a limit on how much my teenager can drink | 28                                    | 43                          | 39                          | 48                                | 41                            |
| I make it a rule that my teen mustn't drink alcohol when they go out   | nm                                    | 33                          | <del>3/44</del>             | 22                                | 32                            |
| <b>Socialising</b>   |                                       |                             |                             |                                   |                               |
| I get to know my teenager's friends  | 78                                    | 92                          | 94                          | 90                                | 91                            |
| My teenager and I agree on arrangements about transportation to and from an event before they go out               | 79                                    | 90                          | <del>3/94</del>             | 93                                | 83                            |
| When my teenager goes out, I know where he/she is going and who with   | nm                                    | 90                          | <del>3/97</del>             | 89                                | 82                            |
| My teenager has to let me know when he or she is safely home at night  | 63                                    | 74                          | <del>3/81</del>             | 73                                | 70                            |
| I set a curfew before my teenager goes out at night  | 46                                    | 62                          | <del>3/78</del>             | 62                                | 57                            |
| I pick my teen up from evening social functions which he/she has attended  | nm                                    | 58                          | <del>3/66</del>             | 55                                | 51                            |
| <b>Co-ordinating with other adults</b>   |                                       |                             |                             |                                   |                               |
| I ensure that my teenager has adult supervision in situations where alcohol is present                             | 44                                    | 64                          | <del>3/76</del>             | 62                                | 55                            |
| I talk to the parents of my teenager's friends about events or parties they are going to                           | 25                                    | 47                          | <del>3/52</del>             | 44                                | 45                            |
| Before my teenager attends a party, I contact the parent host of that party  | 30                                    | 41                          | <del>3/53</del>             | 39                                | 32                            |

\*Proportion saying they 'always' or 'mostly' do this.

**Table 40. Actions taken in regard to teenager and alcohol by age of teenager (by age group)**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|   | Total Sample<br>n=403<br>%* | Parents of<br>14-15 year<br>olds<br>n=157<br>%* | Parents of<br>16-17 year<br>olds<br>n=175<br>%* | Parent of 18<br>year olds<br>n=71<br>%* |
|---|-----------------------------|---|---|---|
| <b>Communication/Discussion</b>   |                             |   |   |   |
| I talk to my teenager about what is going on in their life.   | 86                          | 3/87  | 90  | 77                                      |
| I talk to my teenager about the kind of things that can go wrong in situations where alcohol is present.            | 77                          | 3/80  | 78  | 67                                      |
| I have discussions with my teenager about alcohol related issues.   | 64                          | 3/65  | 65  | 59                                      |
| <b>Rules about alcohol</b>  |                             |   |   |   |
| I set clear rules for my teenager about alcohol use.  | 75                          | 3/82  | 76  | 58                                      |
| Before my teenager attends an event where alcohol will be present, I set a limit on how much my teenager can drink. | 43                          | 3/55  | 40  | 20                                      |
| I make it a rule that my teen mustn't drink alcohol when they go out.   | 33                          | 3/53  | 24  | 13                                      |
| <b>Socialising</b>  |                             |   |   |   |
| I get to know my teenager's friends.  | 92                          | 3/91  | 97  | 83                                      |
| My teenager and I agree on arrangements about transportation to and from an event before they go out.               | 90                          | 3/95  | 91  | 77                                      |
| When my teenager goes out, I know where he/she is going and who with.   | 90                          | 3/96  | 81  | 74                                      |
| My teenager has to let me know when he or she is safely home at night.  | 74                          | 3/79  | 70  | 51                                      |
| I set a curfew before my teenager goes out at night.  | 62                          | 3/75  | 64  | 30                                      |
| I pick my teen up from evening social functions which he/she has attended.  | 58                          | 3/83  | 45  | 37                                      |
| <b>Co-ordinating with other adults</b>  |                             |   |   |   |
| I ensure that my teenager has adult supervision in situations where alcohol is present.                             | 64                          | 3/82  | 60  | 33                                      |
| I talk to the parents of my teenager's friends about events or parties they are going to.                           | 47                          | 3/63  | 44  | 25                                      |
| Before my teenager attends a party, I contact the parent host of that party.  | 41                          | 3/55  | 39  | 19                                      |

\*Proportion saying they 'always' or 'mostly' do this.

**Table 41. Actions taken in regard to teenager and alcohol (by parental “concern” segment)**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|  | Total Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|--|----------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <b>I talk to my teenager about what is going on in their life</b>  |                            |                                |                                     |                                 |
| Always   | 56                         | 37                             | 48                                  | 48                              |
| Mostly   | 30                         | 21                             | 37                                  | 32                              |
| Sometimes  | 12                         | 6                              | 13                                  | 18                              |
| Not often  | 1                          | 0                              | 0                                   | 2                               |
| Never  | 1                          | 0                              | 2                                   | 0                               |
| Don't know/not applicable  | 0                          | 0                              | 0                                   | 0                               |
| Total  | 100                        | 100                            | 100                                 | 100                             |
| <b>I have discussions with my teenager about alcohol related issues</b>  |                            |                                |                                     |                                 |
| Always   | 37                         | 41                             | 33                                  | 37                              |
| Mostly   | 27                         | 20                             | 27                                  | 34                              |
| Sometimes  | 27                         | 31                             | 26                                  | 25                              |
| Not often  | 6                          | 3                              | 12                                  | 4                               |
| Never  | 1                          | 2                              | 1                                   | 0                               |
| Don't know/not applicable  | 2                          | 3                              | 2                                   | 0                               |
| Total  | 100                        | 100                            | 100                                 | 100                             |
| <b>I set clear rules for my teenager about alcohol use</b>   |                            |                                |                                     |                                 |
| Always   | 57                         | 64                             | 53                                  | 55                              |
| Mostly   | 18                         | 16                             | 14                                  | 22                              |
| Sometimes  | 11                         | 4                              | 17                                  | 12                              |
| Not often  | 4                          | 2                              | 3                                   | 7                               |
| Never  | 7                          | 11                             | 8                                   | 3                               |
| Don't know/not applicable  | 3                          | 4                              | 5                                   | 0                               |
| Total  | 100                        | 100                            | 100                                 | 100                             |
| <b>I make it a rule that my teen mustn't drink alcohol when they go out</b>                                    |                            |                                |                                     |                                 |
| Always   | 24                         | 35                             | 14                                  | 23                              |
| Mostly   | 9                          | 9                              | 8                                   | 9                               |
| Sometimes  | 13                         | 8                              | 14                                  | 17                              |
| Not often  | 14                         | 6                              | 20                                  | 16                              |
| Never  | 34                         | 32                             | 40                                  | 31                              |
| Don't know/not applicable  | 6                          | 10                             | 4                                   | 4                               |
| Total  | 100                        | 100                            | 100                                 | 100                             |
| <b>I talk to my teenager about the kind of things that can go wrong in situations where alcohol is present</b> |                            |                                |                                     |                                 |
| Always   | 57                         | 62                             | 51                                  | 57                              |
| Mostly   | 20                         | 14                             | 27                                  | 20                              |
| Sometimes  | 18                         | 14                             | 20                                  | 21                              |
| Not often  | 2                          | 6                              | 0                                   | 0                               |
| Never  | 2                          | 2                              | 2                                   | 1                               |
| Don't know/not applicable  | 1                          | 3                              | 0                                   | 0                               |
| Total  | 100                        | 100                            | 100                                 | 100                             |

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

**Table 42. Actions taken in regard to teenager and alcohol (by parental “concern” segment) - continued**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|   | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|---|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <b>I ensure that my teenager has adult supervision in situations where alcohol is present</b>                             |                               |                                |                                     |                                 |
| Always  | 44                            | <del>3</del> <sup>63</sup>     | 39                                  | 31                              |
| Mostly  | 20                            | <del>4</del> <sup>13</sup>     | 23                                  | 24                              |
| Sometimes   | 13                            | 8                              | 15                                  | 15                              |
| Not often   | 11                            | 4                              | 12                                  | 15                              |
| Never   | 9                             | 5                              | 9                                   | 12                              |
| Don't know/not applicable   | 4                             | 6                              | 2                                   | 3                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |
| <b>Before my teenager attends an event where alcohol will be present, I set a limit on how much my teenager can drink</b> |                               |                                |                                     |                                 |
| Always  | 31                            | 34                             | 35                                  | 24                              |
| Mostly  | 12                            | 5                              | 13                                  | 17                              |
| Sometimes   | 5                             | 3                              | 5                                   | 6                               |
| Not often   | 8                             | 4                              | 7                                   | 11                              |
| Never   | 29                            | 25                             | 30                                  | 32                              |
| Don't know/not applicable   | 16                            | 28                             | 10                                  | 10                              |
| Total   | 100                           | 100                            | 100                                 | 100                             |
| <b>Before my teenager attends a party, I contact the parent host of that party</b>  |                               |                                |                                     |                                 |
| Always  | 31                            | <del>3</del> <sup>44</sup>     | 22                                  | 26                              |
| Mostly  | 10                            | <del>9</del>                   | 17                                  | 6                               |
| Sometimes   | 20                            | 13                             | 22                                  | 23                              |
| Not often   | 9                             | 3                              | 8                                   | 16                              |
| Never   | 21                            | 20                             | 21                                  | 23                              |
| Don't know/not applicable   | 9                             | 10                             | 9                                   | 7                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |
| <b>My teenager and I agree on arrangements about transportation to and from an event before they go out</b>               |                               |                                |                                     |                                 |
| Always  | 80                            | <del>8</del> <sup>89</sup>     | 82                                  | 70                              |
| Mostly  | 10                            | <del>5</del>                   | 11                                  | 13                              |
| Sometimes   | 4                             | 1                              | 4                                   | 6                               |
| Not often   | 2                             | 0                              | 0                                   | 6                               |
| Never   | 3                             | 4                              | 2                                   | 3                               |
| Don't know/not applicable   | 1                             | 1                              | 1                                   | 2                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |
| <b>When my teenager goes out, I know where he/she is going and who with</b>   |                               |                                |                                     |                                 |
| Always  | 69                            | <del>8</del> <sup>87</sup>     | 71                                  | 49                              |
| Mostly  | 21                            | <del>10</del>                  | 19                                  | 33                              |
| Sometimes   | 7                             | 1                              | 7                                   | 13                              |
| Not often   | 2                             | 0                              | 3                                   | 4                               |
| Never   | 1                             | 1                              | 0                                   | 2                               |
| Don't know/not applicable   | 0                             | 0                              | 0                                   | 0                               |
| Total   | 100                           | 100                            | 100                                 | 100                             |

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

**Table 43. Actions taken in regard to teenager and alcohol (by parental “concern” segment) - continued**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|   | Total Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|---|----------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <b>I set a curfew before my teenager goes out at night</b>                                      |                            |                                |                                     |                                 |
| Always  | 51                         | 3/56                           | 53                                  | 44                              |
| Mostly  | 11                         | 3/42                           | 9                                   | 13                              |
| Sometimes   | 11                         | 5                              | 18                                  | 12                              |
| Not often   | 6                          | 6                              | 3                                   | 7                               |
| Never   | 17                         | 16                             | 13                                  | 20                              |
| Don't know/not applicable   | 4                          | 6                              | 3                                   | 3                               |
| Total   | 100                        | 100                            | 100                                 | 100                             |
| <b>My teenager has to let me know when he or she is safely home at night</b>                    |                            |                                |                                     |                                 |
| Always  | 65                         | 3/70                           | 67                                  | 59                              |
| Mostly  | 9                          | 3/41                           | 6                                   | 11                              |
| Sometimes   | 4                          | 4                              | 5                                   | 3                               |
| Not often   | 4                          | 0                              | 5                                   | 8                               |
| Never   | 11                         | 7                              | 11                                  | 14                              |
| Don't know/not applicable   | 7                          | 8                              | 6                                   | 6                               |
| Total   | 100                        | 100                            | 100                                 | 100                             |
| <b>I pick my teen up from evening social functions which he/she has attended</b>                |                            |                                |                                     |                                 |
| Always  | 34                         | 3/44                           | 25                                  | 31                              |
| Mostly  | 24                         | 3/24                           | 30                                  | 20                              |
| Sometimes   | 24                         | 17                             | 31                                  | 25                              |
| Not often   | 6                          | 5                              | 3                                   | 10                              |
| Never   | 10                         | 9                              | 8                                   | 12                              |
| Don't know/not applicable   | 2                          | 2                              | 3                                   | 2                               |
| Total   | 100                        | 100                            | 100                                 | 100                             |
| <b>I get to know my teenager's friends</b>  |                            |                                |                                     |                                 |
| Always  | 58                         | 71                             | 51                                  | 52                              |
| Mostly  | 34                         | 24                             | 39                                  | 39                              |
| Sometimes   | 6                          | 3                              | 9                                   | 6                               |
| Not often   | 1                          | 1                              | 0                                   | 2                               |
| Never   | 1                          | 0                              | 0                                   | 2                               |
| Don't know/not applicable   | 0                          | 0                              | 0                                   | 0                               |
| Total   | 100                        | 100                            | 100                                 | 100                             |
| <b>I talk to the parents of my teenager's friends about events or parties they are going to</b> |                            |                                |                                     |                                 |
| Always  | 27                         | 32                             | 21                                  | 27                              |
| Mostly  | 20                         | 20                             | 23                                  | 18                              |
| Sometimes   | 31                         | 23                             | 41                                  | 32                              |
| Not often   | 9                          | 9                              | 8                                   | 9                               |
| Never   | 10                         | 12                             | 6                                   | 11                              |
| Don't know/not applicable   | 3                          | 3                              | 2                                   | 3                               |
| Total   | 100                        | 100                            | 100                                 | 100                             |

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

## **7.4 Problems parents are having dealing with teenagers and alcohol**

In the previous section, we reported that there were significant differences in terms of what parents were reporting they were doing in relation to their teenager and alcohol, and what Youth reported their parents were doing.

We also reported that there were significant differences between the three parental “concern” segments. “More concerned” parents were less likely to engage in certain behaviours compared to “Unconcerned” parents.

Against this background, when parents were asked about the problems they experienced broaching the subject of alcohol with their teenagers and/or enforcing their rules, etc., most respondents effectively claimed they were not the ones with the problems; the problems were experienced by others:

- either the teenager him/herself
- the other parent; or
- the parents of their teenager’s friends.

Not surprisingly, “More concerned” parents were more likely to claim that this was the case than, for example, “Unconcerned” parents. These parents were also more likely to claim they had difficulties approaching their teenager to talk about alcohol-related issues (15% claimed this was *mostly* or *sometimes* an issue cf. 4% for “Unconcerned” parents).

In general, it would also appear that the parents of males were more likely to claim they had problems, although there were few differences by the age of the teenager, or ethnicity.

**Table 44. Problems encountered by parents in regard to their teenager and alcohol  
(by parental “concern” segment)**

Q16. I'm now going to read out some statements about problems that some parents have encountered when dealing with their teenager in relation to alcohol. As I read out each statement, please say whether you always, mostly, sometimes, not often or never encounter this problem with your own teen.

|  | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|--|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <b>I have difficulty approaching my teenager to talk about alcohol related issues.</b>               |                               |                                |                                     |                                 |
| Always   | 0                             | 0                              | 0                                   | 3/0                             |
| Mostly   | 1                             | 0                              | 0                                   | 3/2                             |
| Sometimes  | 7                             | 4                              | 4                                   | 3/13                            |
| Not often  | 9                             | 4                              | 11                                  | 12                              |
| Never  | 82                            | 90                             | 84                                  | 73                              |
| Don't know/not applicable  | 1                             | 2                              | 0                                   | 0                               |
| Total  | 100                           | 100                            | 100                                 | 100                             |
| <b>I set rules for my teenager about alcohol but their other parent lets them break those rules.</b> |                               |                                |                                     |                                 |
| Always   | 1                             | 0                              | 0                                   | 3/3                             |
| Mostly   | 2                             | 0                              | 0                                   | 3/4                             |
| Sometimes  | 17                            | 10                             | 10                                  | 3/30                            |
| Not often  | 9                             | 6                              | 13                                  | 8                               |
| Never  | 55                            | 69                             | 56                                  | 39                              |
| Don't know/not applicable  | 17                            | 14                             | 21                                  | 15                              |
| Total  | 100                           | 100                            | 100                                 | 100                             |
| <b>I set rules for my teenager about alcohol but he/she breaks them.</b>                             |                               |                                |                                     |                                 |
| Always   | 2                             | 0                              | 1                                   | 3/4                             |
| Mostly   | 2                             | 0                              | 0                                   | 3/6                             |
| Sometimes  | 17                            | 3                              | 15                                  | 3/33                            |
| Not often  | 15                            | 10                             | 15                                  | 20                              |
| Never  | 55                            | 77                             | 59                                  | 29                              |
| Don't know/not applicable  | 9                             | 10                             | 9                                   | 8                               |
| Total  | 100                           | 100                            | 100                                 | 100                             |
| <b>It's hard to set rules because my teenager's friends have parents who are more lenient.</b>       |                               |                                |                                     |                                 |
| Always   | 4                             | 3                              | 2                                   | 3/8                             |
| Mostly   | 8                             | 4                              | 3                                   | 3/14                            |
| Sometimes  | 19                            | 12                             | 24                                  | 3/21                            |
| Not often  | 14                            | 9                              | 18                                  | 14                              |
| Never  | 44                            | 57                             | 38                                  | 37                              |
| Don't know/not applicable  | 12                            | 14                             | 15                                  | 6                               |
| Total  | 100                           | 100                            | 100                                 | 100                             |

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

## **7.5 Where to go for help?**

Respondents were asked to identify the people or organisations (including the Alcohol Helpline) that they could utilise for support in dealing with their teenager and alcohol-related issues.

First of all, it should be noted that a wide range of answers was given to the question, with few 'sources' being identified by significant proportions of parents. There were few differences by the parental "concern" segments, or by the age of the teenager, or by the gender of the teenager.

Most sources were either of the semi-formal nature (e.g. school at 27% and church at 11%), or very formal and possibly not the most appropriate (e.g. AA at 33% and the Police at 11%).

In comparison, few identified people immediately around them (e.g. a partner at 2% or friend at 5%). The exception to this were Māori who more frequently identified their 'extended family' as a support channel.

Finally, note that relatively minor proportions of respondents also identified the Alcohol Helpline (4%) and ALAC's web page (3%) as a source.

**Table 45. Awareness of sources of support for dealing with teenagers and alcohol  
(by parental “concern” segment)**

*Q17. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. What people or organisations could you go to if you needed support dealing with your teenager about alcohol related issues? Can you think of any other options?*

|                                 | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|---------------------------------|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <u>Informal sources:</u>        |                               |                                |                                     |                                 |
| The teen’s other parent         | 2                             | 2                              | 0                                   | 4                               |
| Friends                         | 5                             | 8                              | 2                                   | 5                               |
| Extended family                 | 7                             | 10                             | 5                                   | 5                               |
| Other parents                   | 5                             | 4                              | 5                                   | 7                               |
| Books                           | 1                             | 0                              | 2                                   | 0                               |
| <u>Semi-formal sources:</u>     |                               |                                |                                     |                                 |
| The school                      | 27                            | 25                             | 24                                  | 30                              |
| The church                      | 11                            | 15                             | 10                                  | 7                               |
| The marae                       | 0                             | 0                              | 0                                   | 0                               |
| <u>Formal sources:</u>          |                               |                                |                                     |                                 |
| AA                              | 33                            | 38                             | 29                                  | 31                              |
| The Police                      | 11                            | 11                             | 10                                  | 12                              |
| Citizens Advice Bureau          | 8                             | 9                              | 9                                   | 5                               |
| DARE                            | 5                             | 2                              | 8                                   | 5                               |
| Toughlove Parent Support Groups | 4                             | 2                              | 4                                   | 7                               |
| Personal Help Services          | 1                             | 2                              | 0                                   | 1                               |
| Barnardos                       | 0                             | 0                              | 0                                   | 0                               |
| Relationship Services           | 1                             | 1                              | 0                                   | 1                               |
| <u>ALAC-related sources:</u>    |                               |                                |                                     |                                 |
| The Alcohol Helpline            | 4                             | 5                              | 2                                   | 3                               |
| ALAC web page                   | 3                             | 1                              | 3                                   | 6                               |
| Other                           | 44                            | 41                             | 44                                  | 48                              |
| None                            | 3                             | 6                              | 3                                   | 0                               |
| Don’t know                      | 15                            | 10                             | 17                                  | 18                              |
| <b>Total</b>                    | <b>**</b>                     | <b>**</b>                      | <b>**</b>                           | <b>**</b>                       |

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

## **7.6 Experience of support channels**

Given the earlier results for the awareness of people or organisations that parents could utilise for support in dealing with their teenager and alcohol-related issues, most respondents claimed they had not utilised any of these support channels (79%).

This was more likely to be the case amongst “Unconcerned” parents (86% cf. than for “Somewhat concerned” (85%) and “More concerned” parents (70%) ). There were no differences by the age of the teenager, or by the gender of the teenager, or by ethnicity.

This means that “More concerned” parents have made use of support channels, but it is not obvious from the results what these are. Note, also, that this segment also recorded a relatively high ‘don’t know’ level.

**Table 46. Utilised sources of support for dealing with teenagers and alcohol (by parental “concern” segment)**

Q17b. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. ... Which of these have you actually used?

|                                 | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=126<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=165<br>% |
|---------------------------------|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| <u>Informal sources:</u>        |                               |                                |                                     |                                 |
| Friends                         | 1                             | 1                              | 2                                   | 0                               |
| Extended family                 | 1                             | 0                              | 1                                   | 1                               |
| Other parents                   | 1                             | 1                              | 0                                   | 3                               |
| <u>Semi-formal sources:</u>     |                               |                                |                                     |                                 |
| The school                      | 3                             | 3                              | 2                                   | 4                               |
| The church                      | 1                             | 1                              | 3                                   | 0                               |
| <u>Formal sources:</u>          |                               |                                |                                     |                                 |
| Personal Help Services          | 1                             | 0                              | 1                                   | 1                               |
| Citizens Advice Bureau          | 1                             | 2                              | 0                                   | 1                               |
| Toughlove Parent Support Groups | 1                             | 0                              | 0                                   | 2                               |
| AA                              | 1                             | 0                              | 1                                   | 2                               |
| The Police                      | 0                             | 0                              | 0                                   | 1                               |
| <u>ALAC-related sources:</u>    |                               |                                |                                     |                                 |
| The Alcohol Helpline            | 0                             | 1                              | 0                                   | 0                               |
| ALAC web page                   | 0                             | 0                              | 0                                   | 0                               |
| Other                           | 8                             | 6                              | 1                                   | 10                              |
| None                            | 79                            | 86                             | 85                                  | 70                              |
| Don't know                      | 7                             | 4                              | 6                                   | 9                               |
| <b>Total</b>                    | <b>**</b>                     | <b>**</b>                      | <b>**</b>                           | <b>**</b>                       |

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

## 8. Knowledge of legislation

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### 8.1 Legal drinking age

The majority of respondents (98%) were aware that 18 is now the legal age for purchasing alcohol and importantly, only 1% of parents believed the legal drinking age was less than 18 years. However, knowledge of the finer points of the new drinking legislation was markedly lower.

One-third (30%) of respondents were not aware of the situations in which under 18 year olds could legally be supplied with alcohol, and 15% believed that there were no circumstances in which alcohol could legally be supplied to under 18 year olds.

Forty-two percent (43%) of respondents knew that under 18 year olds could be given alcohol by their parent or legal guardian, but only 11% were aware that an under 18 year old could legally receive alcohol at private functions.

Understanding of the situations in which under 18 year olds could drink away from private premises was similarly low. The majority of respondents (60%) believed that there were no circumstances in which this was permissible, and a further 26% were unsure.

Note that, although the parents of younger teenagers were less likely to claim they didn't know in what situations under 18 year olds could drink away from private premises, they were more likely to claim there were no such situations. Māori parents were generally less knowledgeable than non-Māori parents.

There were no differences between parents on the basis of the gender of their teenager.

Just 11% of all parents knew that under 18 year olds were allowed to drink in public places if accompanied by their parent, or legal guardian.

These results are interesting given the proportion of respondents who reported they had given their 14 to 17 year old teenager alcohol to take to a social event they were themselves not attending.

**Table 47. Legal drinking age (by parental “concern” segment)**

Q18. I’m going to ask a few questions now about alcohol and the law. Do you know how old people need to be before they can buy alcohol or be supplied with alcohol in NZ?

|                    | Total Sample<br>n=403<br>% | Un-concerned<br>n=128<br>% | Somewhat concerned<br>n=107<br>% | More concerned<br>n=167<br>% |
|--------------------|----------------------------|----------------------------|----------------------------------|------------------------------|
| Less than 18 years | 1                          | 1                          | 0                                | 0                            |
| 18 years           | 398                        | 96                         | 99                               | 97                           |
| 19 years           | 0                          | 1                          | 0                                | 0                            |
| 20 years           | 1                          | 2                          | 1                                | 0                            |
| Over 20 years      | 1                          | 0                          | 0                                | 2                            |
| Don’t know         | 0                          | 0                          | 0                                | 1                            |
| <b>Total</b>       | <b>100</b>                 | <b>100</b>                 | <b>100</b>                       | <b>100</b>                   |

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

**Table 48. Legal supply of alcohol to under 18 year olds (by parental “concern” segment)**

Q19. And do you know if there are any situations where under 18 years old can legally be supplied with alcohol?

|  | Total Sample<br>n=403<br>% | Un-concerned<br>n=128<br>% | Somewhat concerned<br>n=107<br>% | More concerned<br>n=167<br>% |
|--|----------------------------|----------------------------|----------------------------------|------------------------------|
| <b>Correct responses</b>   |                            |                            |                                  |                              |
| When it is given to them by their parent or legal guardian                                       | 343                        | 39                         | 41                               | 50                           |
| When it is given to them at a private function (e.g. a wedding, 21 <sup>st</sup> birthday party) | 11                         | 8                          | 12                               | 13                           |
| <b>Incorrect responses</b>   |                            |                            |                                  |                              |
| If it is given to them by an older family member   | 2                          | 1                          | 3                                | 1                            |
| If it is given to them by an adult   | 2                          | 3                          | 1                                | 3                            |
| In a restaurant or café where there is food  | 8                          | 7                          | 7                                | 10                           |
| Other  | 5                          | 4                          | 3                                | 7                            |
| None/There are no exceptions to the law  | 15                         | 22                         | 12                               | 11                           |
| Don’t know   | 30                         | 27                         | 36                               | 27                           |
| <b>Total</b>   | <b>**</b>                  | <b>**</b>                  | <b>**</b>                        | <b>**</b>                    |

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

**Table 49. Under 18 year olds drinking alcohol in public places (by parental “concern” segment)**

*Q20. And do you know whether under 18 year olds are allowed to drink alcohol away from private premises. This means places like public parks, streets, beaches or anywhere that is not privately owned.*

*Are there any special conditions associated with that?*

*Are there any exceptions to that?*

|  | Total Sample<br>n=403<br>% | Un-concerned<br>n=128<br>% | Somewhat concerned<br>n=107<br>% | More concerned<br>n=167<br>% |
|--|----------------------------|----------------------------|----------------------------------|------------------------------|
| <b>Correct responses</b>   |                            |                            |                                  |                              |
| They are allowed if they are with a parent or guardian   | 11                         | 9                          | 14                               | 10                           |
| <b>Incorrect responses</b>   |                            |                            |                                  |                              |
| No, they are not allowed under any circumstances   | 60                         | 72                         | 49                               | 60                           |
| Yes, they can under any circumstances  | 0                          | 0                          | 0                                | 0                            |
| Yes, they can if they are with an adult (e.g. relative, friend, coach, teacher)                    | 0                          | 0                          | 0                                | 1                            |
| Yes, they can if the alcohol was legally supplied (i.e. given to them by their parent or guardian) | 1                          | 0                          | 0                                | 2                            |
| Other incorrect response   | 4                          | 0                          | 6                                | 5                            |
| Don't know   | 27                         | 18                         | 34                               | 27                           |
| <b>Total</b>   | <b>**</b>                  | <b>**</b>                  | <b>**</b>                        | <b>**</b>                    |

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

## 8.2 Proof of age

Parental awareness of acceptable types of identification for purchasing alcohol was relatively strong.

While 43% of respondents mentioned a non-specific form of photo identification, NZ photo drivers' licences and passports were cited by 67% and 28% of respondents respectively.

Almost one-quarter of respondents (23%) cited the HANZ card. The comparable figure from the ALAC Youth Drinking Monitor was 49%.

**Table 50. Proof of age (by parental “concern” segment)**

*Q21. And do you know what sort of identification is needed as proof of age for people wanting to buy alcohol?*

|                          | Total<br>Sample<br>n=403<br>% | Un-<br>concerned<br>n=128<br>% | Somewhat<br>concerned<br>n=107<br>% | More<br>concerned<br>n=167<br>% |
|--------------------------|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|
| Photo ID (non-specific)  | 43                            | 47                             | 45                                  | 37                              |
| NZ or overseas passport  | 28                            | 25                             | 28                                  | 31                              |
| NZ photo drivers license | 67                            | 72                             | 61                                  | 68                              |
| HANZ 18+ card            | 23                            | 17                             | 28                                  | 23                              |
| Other                    | 33                            | 31                             | 32                                  | 36                              |
| Don't know               | 4                             | 4                              | 6                                   | 3                               |
| Total                    | **                            | **                             | **                                  | **                              |

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

## Appendix A: Questionnaire

ID\_NUMBER: \_\_\_\_\_

AFTER INTERVIEW,  
PLEASE CIRCLE  
ONE CATEGORY IN  
EACH COLUMN

| A  | B                                      | C  |
|--|--|--|
| <b>Q99.2 Age of oldest teen</b>                      | <b>Q12</b>                             | <b>Q 13 <u>Respondent's</u><br/>Gender</b> |
| 14 years                      1                      | Maori                              1   | Male                              1        |
| 15 years                      2                      | Non Māori                      2       | Female                          2          |
| 16 years                      3                      | <i>Refused</i> 3                       |  |
| 17 years                      4                      |  |  |
| 18 years                      5                      |  |  |
| <i>Other</i> 6                                       |  |  |
| quota=80 of each age<br>category (not incl. 'other') | quota = 200 of each<br>ethnic category | quota=200 of each<br>category              |

### ALAC CAMPAIGN: PARENTS BENCHMARK

BRC Marketing & Social Research PN 2012

March 2000

Kia Ora/Good morning/afternoon/evening, my name's ... and I'm calling from BRC Marketing and Social Research in Wellington. We are conducting a survey about parents' opinions on a range of different topics relating to teenagers.

**AS NECESSARY:** It's for a non-profit organisation.

For this survey I need to speak to parents or guardians of children aged 14 to 18 years. Are there people meeting this criteria in your household?

Could I please talk to the parent who has their birthday next? This is so we can randomly select a person from all those who qualify.

**IF THE PERSON IS NOT AVAILABLE ASK:** When would be a good time to call back and speak to him/her? **RECORD DETAILS**

**REINTRODUCE AS NECESSARY**

We would like to speak to you and also, if possible, the child living in your household aged 14 to 18 with the next birthday. We would like to be able to interview you without this child over-hearing so that they won't know what the survey is about.

**AS NECESSARY:** I need to ask them the first few questions without them knowing the topic.

When would be a convenient time to do a 20 minute survey with you, when your child won't be able to listen in, or would now suit?

START TIME: \_\_\_\_\_

**BACKGROUND INFORMATION ONLY IF NEEDED:**

- This is genuine market research. I'm not selling anything.
- Information provided is confidential. We report summary results about groups; we do not identify which individuals have said what.
- We're not allowed to tell you who the client is, just as we're not allowed to identify you and your answers to the client.

To assess the quality of my interviewing, my Supervisor may listen to this call.

## **SECTION 1: QUALIFICATION QUESTIONS**

**9. First of all, can you please tell me how many children you are the parent or guardian of?**

---

|  |          |
|--|----------|
|  | Children |
|--|----------|

**9.1 Can you please tell me the age and gender of each of these children?**

| Q9 Children's Age |    | Q99.1 Children's Gender |        |
|-------------------|----|-------------------------|--------|
|                   |    | Male                    | Female |
| 0-13 years        | 1, |                         |        |
| 14 years          | 2, |                         |        |
| 15 years          | 3, |                         |        |
| 16 years          | 4, |                         |        |
| 17 years          | 5, |                         |        |
| 18 years          | 6, |                         |        |
| 19+ years         | 7, |                         |        |
| <i>Refused</i>    | 8  |                         |        |

**9.2 And can you tell me the age of the oldest 14-18 year old child you have living with you?**

IF ONLY ONE 14-18 YEAR OLD, CODE AGE IN BOX BELOW.  
COPY TO TRACKING BOX A.

| Q99.2 Age of oldest teen |   |
|--------------------------|---|
| 14 years                 | 1 |
| 15 years                 | 2 |
| 16 years                 | 3 |
| 17 years                 | 4 |
| 18 years                 | 5 |
| <i>Other</i>             | 6 |

**10.** CHECK AGE OF OLDEST 14-18 YEAR OLD CHILD CODED AT 99.2:

**Thinking about your \_\_\_\_\_ year old (age of oldest 14-18 year old), does this teenager live with you on a full-time basis?**

---

Yes ..... 1 Î Q11  
No ..... 2  
Don't know/refused..... 3 Î TERMINATE

**10.1 Does this teenager live in your household for at least 2 days every fortnight?**

Yes ..... 1  
No ..... 2 °  
Don't know/refused..... 3 ¼ TERMINATE

**10.2 And does this teenager spend 2 days or more per fortnight living with another parent/guardian?**

Yes ..... 1  
No ..... 2  
Don't know/refused..... 3

**11. Thinking now about ethnicity, which of the following ethnic groups do you fit into? You can be in more than one. Are you ...** READ

---

|                                |    |
|--------------------------------|----|
| Maori .....                    | 1, |
| NZ European (Pakeha) .....     | 2, |
| Other European .....           | 3, |
| Samoan.....                    | 4, |
| Cook Island Maori.....         | 5, |
| Tongan.....                    | 6, |
| Niuean.....                    | 7, |
| Other ( <b>SPECIFY</b> ) ..... | 8, |
| <i>Refused</i> .....           | 9, |

**12. CODING QUESTION ONLY.**

**IF MAORI IS CODED AT Q11, CODE MAORI BELOW. IF REFUSED IS CODED AT Q11, CODE REFUSED BELOW. OTHERWISE CODE AS NON-MAORI. COPY TO TRACKING BOX B.**

---

Maori.....1  
Non Maori .....2  
*Refused* .....3

**13. CODE RESPONDENT'S GENDER TO TRACKING BOX C.**

---

Male ..... 1  
Female..... 2

**CHECK ETHNICITY, GENDER AND AGE QUOTAS AND CONTINUE/TERMINATE**

**IF TERMINATED, SAY:** I'm sorry, but we've interviewed enough people in your category. But thank you very much for talking to me.

**IF NECESSARY, SAY:** By enough people in your category, I mean that we have interviewed enough people of your teens age and your ethnicity and gender for this survey.

## SECTION 2: AWARENESS AND BELIEFS ABOUT TEENAGERS AND ALCOHOL

Now, I'm going to ask some questions about a number of topics relating to children and teenagers. We're interested in getting a range of opinions and views from parents and there are no right or wrong answers; everyone's opinion counts.

When we report on the results, we will do this by grouping everyone's opinions together. This means that the answers you give me are completely confidential.

**13.1 In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers?** DO NOT READ. CODE GREATEST PROBLEM IN COL A.

**13.2 What are the other concerns parents have to deal with in relation to their teenagers?** DO NOT READ. CODE ALL OTHERS MENTIONED IN COLUMN B. IF NECESSARY: **And what about things to do with school/working/relationships/entertainment?**

|  | A<br>Greatest concern<br><u>CODE ONE</u> | B<br>Others<br>concerns<br><u>CODE</u><br><u>MANY</u> |
|--|--|---|
| a. School/Education/Qualifications in general  | 1  | 1,  |
| b. Getting a job (full-time/part-time)   | 2  | 2,  |
| c. The cost of an education (Uni/polytech/apprenticeships)   | 3  | 3,  |
| d. Strong peer pressure/being forced to do things to be allowed to stay in the group e.g., drink, smoke, do drugs etc. | 4  | 4,  |
| e. Self image/self confidence/self esteem/mental health/   | 5  | 5,  |
| f. Teen suicide  | 6  | 6,  |
| g. Sexual relationships  | 7  | 7,  |
| h. Teen pregnancy  | 8  | 8,  |
| i. Sexually transmitted diseases   | 9  | 9,  |
| j. Difficulties communicating with their teens   | 10                                       | 10,   |
| k. Difficulties enforcing rules with their teens   | 11                                       | 11,   |
| l. Dangerous driving (speed, alcohol)  | 12                                       | 12,   |
| m. Staying out too late/ breaking curfews  | 13                                       | 13,   |
| n. Alcohol related damage to teens physical health   | 14                                       | 14,   |
| o. Alcohol related damage to teens mental health   | 15                                       | 15,   |
| p. Alcohol related sexual vulnerability  | 16                                       | 16,   |
| q. Alcohol related violence or aggression  | 17                                       | 17,   |
| r. Alcohol generally   | 18                                       | 18,   |
| s. Drugs and drug related issues   | 19                                       | 19,   |
| t. Others _____  | 20                                       | 20,   |
| _____  |  |   |
| u. Others _____  | 21                                       | 21,   |
| _____  |  |   |
| v. Others _____  | 22                                       | 22,   |
| _____  |  |   |
| w. None  | 23                                       | 23,   |
| x. Refused   | 24                                       | 24,   |





14. **Now, I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol? PROMPT: Is that just concerned/not concerned or very concerned/not at all concerned? START AT \* AND READ. CODE ONE FOR EACH STATEMENT.**

---

|   | Very concerned | Concerned | Neither | Not concerned | Not at all concerned | Don't know |
|---|----------------|-----------|---------|---------------|----------------------|------------|
| a) Drink driving (as either the passenger or driver)      | 1              | 2         | 3       | 4             | 5                    | 6          |
| b) Becoming involved in a violent or aggressive situation | 1              | 2         | 3       | 4             | 5                    | 6          |
| c) Becoming more sexually vulnerable                      | 1              | 2         | 3       | 4             | 5                    | 6          |
| d) Damaging their health                                  | 1              | 2         | 3       | 4             | 5                    | 6          |
| e) Smoking cigarettes                                     | 1              | 2         | 3       | 4             | 5                    | 6          |
| f) Taking drugs   | 1              | 2         | 3       | 4             | 5                    | 6          |
| g) Injuring themselves                                    | 1              | 2         | 3       | 4             | 5                    | 6          |
| g) Embarrassing themselves or their family                | 1              | 2         | 3       | 4             | 5                    | 6          |

**15. And in your opinion, who do you believe should play the most important role in helping teenagers learn how to handle alcohol responsibly?** CODE ONE ONLY

---

|  |   |
|--|---|
| Parents/Guardians .....                              | 1 |
| Police .....   | 2 |
| Teachers/schools.....                                | 3 |
| Church .....   | 4 |
| Whanau/extended family .....                         | 5 |
| Other community organisation (please specify) .....  | 6 |
| <hr/>  |   |
| Other Government organisation (please specify) ..... | 7 |
| <hr/>  |   |
| Other (please specify).....                          | 8 |
| <hr/>  |   |
| <i>Don't know</i> .....                              | 9 |

### **SECTION 3: INVOLVEMENT WITH THEIR TEENAGER IN RELATION TO ALCOHOL**

I'd like you to start thinking now about **your oldest 14 - 18 year old who lives with you at least 2 days per fortnight**. I'd like you to answer the rest of the questions based on your experience with this teenager.



**17. I'm now going to read out views of some parents about their teenager and alcohol, and I'd like you to let me know whether you agree or disagree with each statement in relation to your own teenager?**

**PROMPT: Is that just agree/disagree or strongly agree/disagree?**

---

START AT \* AND READ. CODE ONE FOR EACH STATEMENT.

|  | Strongly agree | Agree | Neither | Disagree | Strongly disagree | Don't know |
|--|----------------|-------|---------|----------|-------------------|------------|
| a) It is OK for my teenager to get drunk sometimes.                        | 1              | 2     | 3       | 4        | 5                 | 6          |
| b) Getting drunk is part of having fun as a teenager.                      | 1              | 2     | 3       | 4        | 5                 | 6          |
| c) Teenagers should not drink at all.                                      | 1              | 2     | 3       | 4        | 5                 | 6          |
| d) I set a good example for my teenager through my own drinking behaviour. | 1              | 2     | 3       | 4        | 5                 | 6          |



## 18. Do you think your teenager drinks alcohol?

---

Yes ..... 1  
No ..... 2 0 1 Q23  
Can't say/don't know ..... 3 1/4

## 19. And do you think your teenager has ever drunk too much alcohol?

---

Yes ..... 1  
No ..... 2  
Can't say/don't know ..... 3

## 20. How does your teenager currently obtain alcohol? PROBE: Any other ways?

---

|  |     |
|--|-----|
| Teen buys it him/herself.....          | 1,  |
| From his/her friends.....              | 2,  |
| From a brother or sister.....          | 3,  |
| From a parent.....                     | 4,  |
| From a friend's parents/siblings.....  | 5,  |
| From another adult the teen knows..... | 6,  |
| From a stranger.....                   | 7,  |
| Teen steals it/sneaks it.....          | 8,  |
| Other.....                             | 9,  |
| Don't know.....                        | 10, |
| Refused.....                           | 11, |

**21. Within the past 6 months, have you given your teenager money to purchase alcohol to take to an event which you will not be attending? IF YES: The last time you did this, how much would you have given them?**

---

- Less than \$10 ..... 1
- \$10-20 ..... 2
- \$21-30 ..... 3
- More than \$30 ..... 4
- None/have not  
given money for alcohol ..... 5
- Don't know ..... 6
- Refused ..... 7



**22. And within the last six months have you ever given your teenager alcohol to take to a social situation which you will not be attending? IF YES: The last time you did this, about how much alcohol did you give them? What sort of alcohol was that?**

IF PARENT GAVE PORTION OF A BOTTLE (E.G. BOTTLE OF VODKA), ESTABLISH SIZE OF BOTTLE AND PORTION GIVEN.

|                   |   |      |
|-------------------|---|------|
| One-quarter, ¼    | = | 0.25 |
| One-third, 1/3    | = | 0.33 |
| One-half, ½       | = | 0.5  |
| Two-thirds, 2/3   | = | 0.66 |
| Three-quarters, ¾ | = | 0.75 |

| Alcohol type  | Quantity<br>(number/portion of cans<br>or bottles<br>e.g. 1, 0.5, 0.25, 6, 12) |
|---|--|
| Low alcohol beer  | 1,   |
| ORDINARY BEER   |  |
| Cans/stubbies etc.  | 2,   |
| 750 ml bottles  | 3,   |
| Flagon  | 4,   |
| Keg   | 5,   |
| Extra strength beer (e.g., Elephant Beer)   | 6,   |
| CIDER   |  |
| Stubbie bottles   | 7,   |
| 750ml bottles   | 8,   |
| WINE (STILL OR SPARKLING)   |  |
| 750ml bottle  | 9,   |
| Casks   | 10,  |
| WINE COOLER   |  |
| Stubbie bottle  | 11,  |
| Cask  | 12,  |
| Alcoholic sodas (e.g., "Sub Zero"; "Vault")   | 13,  |
| Alcoholic lemonades (e.g. "Stinger"; "Two Dogs")                                    | 14,  |
| RTD's (Ready To Drink's e.g. "Stollies" ,"Mule", Rum & Cola,<br>Kahlua & Milk etc.) | 15,  |
| SPIRITS   |  |
| Miniatures  | 16,  |
| Hip flask size (approx. 375mls)   | 17,  |
| Standard bottle ( approx. 750mls)   | 18,  |
| Larger bottle ( approx. 1125mls)  | 19,  |
| LIQUEURS (E.G., BAILEYS)  |  |
| Miniatures  | 20,  |
| Standard bottle (approx. 750mls)  | 21,  |
| Large bottle (approx. 1 litre)  | 22,  |
| Port or sherry  |  |

|  |     |
|--|-----|
| Standard bottle (approx. 750mls)       | 23, |
| Home brew                              | 24, |
| <i>Don't know</i>                      | 25, |
| <i>Other (please specify)</i> _____    | 26, |
| <i>Have not given teenager alcohol</i> | 27, |
| <i>Refused</i>                         | 28, |



**23. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never?**

START AT \* AND READ. CODE ONE FOR EACH STATEMENT.

|  | Always | Mostly | Some-times | Not often | Never | Don't know/not applicable |
|--|--------|--------|------------|-----------|-------|---------------------------|
| a) I talk to my teenager about what is going on in their life.   | 1      | 2      | 3          | 4         | 5     | 6                         |
| b) I have discussions with my teenager about alcohol related issues.   | 1      | 2      | 3          | 4         | 5     | 6                         |
| c) I set clear rules for my teenager about alcohol use.  | 1      | 2      | 3          | 4         | 5     | 6                         |
| d) I make it a rule that my teen mustn't drink alcohol when they go out.   | 1      | 2      | 3          | 4         | 5     | 6                         |
| e) I talk to my teenager about the kind of things that can go wrong in situations where alcohol is present.            | 1      | 2      | 3          | 4         | 5     | 6                         |
| f) I ensure that my teenager has adult supervision in situations where alcohol is present.                             | 1      | 2      | 3          | 4         | 5     | 6                         |
| g) Before my teenager attends an event where alcohol will be present, I set a limit on how much my teenager can drink. | 1      | 2      | 3          | 4         | 5     | 6                         |
| h) Before my teenager attends a party, I contact the parent host of that party.  | 1      | 2      | 3          | 4         | 5     | 6                         |
| i) My teenager and I agree on arrangements about transportation to and from an event before they go out.               | 1      | 2      | 3          | 4         | 5     | 6                         |
| j) When my teenager goes out, I know where he/she is going and who with.   | 1      | 2      | 3          | 4         | 5     | 6                         |
| k) I set a curfew before my teenager goes out at night.  | 1      | 2      | 3          | 4         | 5     | 6                         |
| l) My teenager has to let me know when he or she is safely home at night.  | 1      | 2      | 3          | 4         | 5     | 6                         |
| m) I pick my teen up from evening social functions which he/she has attended.  | 1      | 2      | 3          | 4         | 5     | 6                         |
| n) I get to know my teenagers friends.   | 1      | 2      | 3          | 4         | 5     | 6                         |
| o) I talk to the parents of my teenager's friends about events or parties they are going to.                           | 1      | 2      | 3          | 4         | 5     | 6                         |



**24. I'm now going to read out some statements about problems that some parents have encountered when dealing with their teenager in relation to alcohol. As I read out each statement, please say whether you always, mostly, sometimes, not often or never experience each problem with your own teen?**

---

START AT \* AND READ. CODE ONE FOR EACH STATEMENT.

|  | Always | Mostly | Some-<br>times | Not<br>often | Never | Don't<br>know/not<br>applicable |
|--|--------|--------|----------------|--------------|-------|---------------------------------|
| a) I have difficulty approaching my teenager to talk to them about alcohol related issues.       | 1      | 2      | 3              | 4            | 5     | 6                               |
| b) I set rules for my teenager about alcohol but their other parent lets them break those rules. | 1      | 2      | 3              | 4            | 5     | 6                               |
| c) I set rules for my teenager about alcohol but he/she breaks them.                             | 1      | 2      | 3              | 4            | 5     | 6                               |
| d) It's hard to set rules because my teenager's friends have parents who are more lenient.       | 1      | 2      | 3              | 4            | 5     | 6                               |

## **SECTION 4: AWARENESS AND USE OF SUPPORT AND ADVICE AVAILABLE**

**25. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. What people or organisations could you go to if you needed support dealing with your teenager about alcohol related issues?** Do NOT READ. CODE SUPPORT OPTIONS IN COL

**A. PROBE: Can you think of any other options?**

**25.1 Which of these have you actually used? Do NOT READ. CODE ALL ACTUALLY USED IN COLUMN B.**

|   | <b>A</b><br>Available<br><u>CODE MANY</u> | <b>B</b><br>Actually used<br><u>CODE MANY</u> |
|---|---|---|
| a. The teen's other parent  | 1,  | 1,  |
| b. Friends  | 2,  | 2,  |
| c. Extended family  | 3,  | 3,  |
| d. Other parents  | 4,  | 4,  |
| e. The school   | 5,  | 5,  |
| f. The marae  | 6,  | 6,  |
| g. The church   | 7,  | 7,  |
| h. The Alcohol Helpline   | 8,  | 8,  |
| i. Personal Help Services (a section in the front of phone books) | 9,  | 9,  |
| j. Barnardos  | 10,                                       | 10,   |
| k. Citizens Advice Bureau   | 11,                                       | 11,   |
| l. Relationship Services  | 12,                                       | 12,   |
| m. Stopping Violence  | 13,                                       | 13,   |
| n. Toughlove Parent Support Groups                                | 14,                                       | 14,   |
| o. Dare   | 15,                                       | 15,   |
| p. AA   | 16,                                       | 16,   |
| q. Books  | 17,                                       | 17,   |
| r. ALAC web page  | 18,                                       | 18,   |
| s. The Police   | 19,                                       | 19,   |
| t. Others _____   | 20,                                       | 20,   |
| _____   |   |   |
| u. Others _____   | 21,                                       | 21,   |
| _____   |   |   |
| v. Others _____   | 22,                                       | 22,   |
| _____   |   |   |
| w. <i>None</i>  | 23,                                       | 23,   |
| x. <i>Refused</i>   | 24,                                       | 24,   |
| y. <i>Don't know</i>  | 25,                                       | 25,   |

## **SECTION 5: KNOWLEDGE OF LEGISLATION**

**26. I'm going to ask a few questions now about alcohol and the law. Do you know how old people need to be before they can buy alcohol or be supplied with alcohol in NZ ?** DO NOT READ. CODE ONE

---

- Less than 18 years ..... 1
- 18 years ..... 2
- 19 years ..... 3
- 20 years ..... 4
- Over 20 years ..... 5
- Don't know ..... 6

**AS NECESSARY:** People need to be 18 years before that can buy alcohol in NZ.

## 27. And do you know if there are any situations where under 18 years olds can be legally supplied with alcohol?

---

### CORRECT RESPONSES

When it is given to them by their parent or legal guardian ..... 1,  
When it is given to them at a private function  
(e.g. a wedding, 21<sup>st</sup> birthday party) ..... 2,

### INCORRECT RESPONSES

If it is given to them by an older family member ..... 3,  
If it is given to them by an adult ..... 4,  
In a restaurant or café where there is food ..... 5,  
Other ..... 6,  
None/There are no exceptions to the law ..... 7,  
Don't know ..... 8,

**AS NECESSARY:** People under 18 years can only be supplied with alcohol if it is given to them by their parent or legal guardian or it is given to them at a private function like a wedding.

**28. And do you know whether under 18 year olds are legally allowed to drink alcohol away from private premises. This means places like public parks, streets, beaches or anywhere that is not privately owned.**

---

**IF YES, PROBE:** Are there any special conditions associated with that?

**IF NO, PROBE:** Are there any exceptions to that?

CORRECT RESPONSE

They are allowed if they are with their own

parent or guardian ..... 1,

INCORRECT

No, they are not allowed under any circumstances ..... 2,

Yes, they can under any circumstances ..... 3,

Yes, they can if they are not disturbing

the peace, making a nuisance of themselves etc. .... 4,

Yes, they can if they are with an adult (e.g. relative,

friend, coach, teacher) ..... 5,

Yes, they can if the alcohol was legally supplied

(i.e. given to them by their parent or guardian) ..... 6,

Other incorrect response ..... 7,

Don't know ..... 8,

Refused ..... 9,

**AS NECESSARY:** People under 18 years can only drink alcohol in public places if they are with their parent or guardian. The penalty for breaking this law is an instant fine of \$500.

## 29. And do you know what sort of identification is needed as proof of age for people wanting to buy alcohol?

---

Photo ID (non-specific).....1,  
NZ or overseas passport.....2,  
NZ photo drivers licence.....3,  
HANZ 18+ card .....4,  
Other (specify) .....5,

---

Don't know.....6,

**AS NECESSARY:** People can use a passport, NZ photo drivers licence or a HANZ 18+ card as id.

## **SECTION 6: CLASSIFICATION DETAILS**

**30. Now, I need to ask a few questions about you. How would you describe your own drinking behaviour? Would you say you are ...**

READ

---

- ... a light drinker ..... 1
- A medium drinker ..... 2
- A heavy drinker..... 3
- Non-drinker..... 4 **Q33**
- Don't know*..... 5
- Refused* ..... 6

### 31. At present, about how often do you have an alcoholic drink of any kind? READ

---

- Almost everyday ..... 1
- About twice a week..... 2
- About once a week ..... 3
- About once every two weeks..... 4
- About once a month ..... 5
- Only a few times a year ..... 6
- Don't know*..... 7
- Refused* ..... 8

**32. And on the last time you had a drink, about how many “glasses” did you have? By “glass”, we mean, for example, a whole can or bottle of beer or a whole glass of wine.**

---

- One glass ..... 1
- Two glasses.....2
- Three glasses .....3
- Four glasses .....4
- Five glasses.....5
- Six to seven glasses.....6
- Eight to nine glasses .....7
- Ten or more glasses .....8
- Don't know*.....9
- Refused* ..... 10

**33. And how would you describe the heaviest drinker in your household? Would you say that person is ...** READ

---

|                           |          |
|---------------------------|----------|
| ... a light drinker ..... | 1        |
| A medium drinker .....    | 2        |
| A heavy drinker.....      | 3        |
| Non-drinker.....          | 4 °      |
| <i>Don't know</i> .....   | 5 »Î Q35 |
| <i>Refused</i> .....      | 6 ¼      |

## 34. Who is that person in relation to your teenager?

---

|                               |   |
|-------------------------------|---|
| Parent/guardian .....         | 1 |
| Sister/brother* .....         | 2 |
| Aunt/Uncle .....              | 3 |
| Cousin .....                  | 4 |
| The teenager themselves ..... | 5 |
| Other (please specify) .....  | 6 |
| <hr/>                         |   |
| Refused .....                 | 7 |

- INCLUDES STEP, HALF OR FOSTER SIBLINGS

35. **Finally, I just need to ask a few questions for classification purposes. Thinking about your education, which of these best describes your highest educational qualification?** READ FROM SCHOOL CERTIFICATE

---

|   |    |
|---|----|
| <i>No school examinations</i> .....                   | 01 |
| School Certificate.....                               | 02 |
| 6th Form Certificate .....                            | 03 |
| University entrance or equivalent .....               | 04 |
| Trade Certificate or Advanced Trade Certificate ..... | 05 |
| Polytechnic Certificate or Diploma.....               | 06 |
| Teacher's or Nurses' Certificate or Diploma.....      | 07 |
| University diploma below degree level .....           | 08 |
| University degree .....                               | 09 |
| Other ( <b>SPECIFY</b> ) .....                        | 10 |

---

36. **At present, are you ...?** READ

---

- Self-employed.....1 Î **Q38**
- Full time salary or wage earner ....2
- Part-time salary or wage earner  
(less than 30 hrs/week) .....3
- Retired .....4
- Full-time home-maker..... 5<sup>0</sup>
- Student ..... 6» Î **Q38**
- Unemployed ..... 7»
- Other beneficiary ..... 8¼

37. **And what is your current occupation?** PROBE  
CLEAR ANSWER—IF RETIRED ASK FOR PREVIOUS OCCUPATION

---

|   |    |
|---|----|
| Clerical or sales employee.....                           | 01 |
| Semi-skilled worker.....                                  | 02 |
| Technical or skilled worker .....                         | 03 |
| Business manager or executive.....                        | 04 |
| Business owner or self-employed.....                      | 05 |
| Teacher, nurse, police, other trained service worker..... | 06 |
| Professional or senior government official.....           | 07 |
| Labourer, manual, agricultural or domestic worker .....   | 08 |
| Farmer owner or manager .....                             | 09 |
| Other ( <b>SPECIFY</b> ) .....                            | 10 |

---



38. **And which of these best describes your personal income before tax? Please include any child support, benefits or other income support you may receive.** READ

---

|  |    |
|--|----|
| Under \$10,000 .....                   | 01 |
| \$10,000 but less than \$20,000 .....  | 02 |
| \$20,000 but less than \$30,000 .....  | 03 |
| \$30,000 but less than \$40,000 .....  | 04 |
| \$40,000 but less than \$50,000 .....  | 05 |
| \$50,000 but less than \$60,000 .....  | 06 |
| \$60,000 but less than \$70,000 .....  | 07 |
| \$70,000 but less than \$80,000 .....  | 08 |
| \$80,000 but less than \$90,000 .....  | 09 |
| \$90,000 but less than \$100,000 ..... | 10 |
| \$100,000 or more.....                 | 11 |
| <i>Don't know</i> .....                | 12 |
| <i>Refused</i> .....                   | 13 |

39. **And which of these categories best describes you?** READ

---

Married/living with partner ..... 1  
Separated, divorced, widowed ... 2<sup>0</sup>  
Never Married..... 3» Î **Q41**  
*Refused* ..... 4¼

**40. And which of these best describes the joint income of yourself and your partner before tax?** READ

---

|  |    |
|--|----|
| Under \$10,000 .....                   | 01 |
| \$10,000 but less than \$20,000 .....  | 02 |
| \$20,000 but less than \$30,000 .....  | 03 |
| \$30,000 but less than \$40,000 .....  | 04 |
| \$40,000 but less than \$50,000 .....  | 05 |
| \$50,000 but less than \$60,000 .....  | 06 |
| \$60,000 but less than \$70,000 .....  | 07 |
| \$70,000 but less than \$80,000 .....  | 08 |
| \$80,000 but less than \$90,000 .....  | 09 |
| \$90,000 but less than \$100,000 ..... | 10 |
| \$100,000 or more.....                 | 11 |
| <i>Don't know</i> .....                | 12 |
| <i>Refused</i> .....                   | 13 |



41. **And lastly, what town or city do you live in or are closest to?** PRINT CLEARLY. PLEASE ASK FOR SPELLING IF YOU ARE UNSURE. IF YOU ARE UNABLE TO CODE OR UNSURE, SUPERVISOR WILL CHECK.

---

Town/city: \_\_\_\_\_

- Northland ..... 01
- Auckland ..... 02
- Waikato ..... 03
- Bay of Plenty ..... 04
- Gisborne ..... 05
- Taranaki ..... 06
- Hawkes Bay ..... 07
- Manawatu ..... 08
- Wairarapa ..... 09
- Wanganui ..... 10
- Wellington ..... 11
- Marlborough ..... 12
- Nelson ..... 13
- West Coast ..... 14
- Christchurch ..... 15
- Timaru/Oamaru ..... 16
- Dunedin ..... 17
- Invercargill ..... 18

## 42. May I please have your first name in case my supervisor needs to check on the quality of this interview?

---

RESPONDENT FIRST NAME: \_\_\_\_\_

**IF CHILD IS BEING INTERVIEWED ALSO . READ** Please don't tell (CHILD'S NAME) about the topic of the interview, as I need to ask them the first few questions without them knowing the topic.

**AS NECESSARY:** The survey for your child is slightly different but it deals with the same overall topic.

Thank you very much for your help. If you have enquiries about this survey, please ring the project manager, Justine Whitfield, on our toll-free number: 0800 500 168. (Wellington respondents 499-3088)

STOP TIME: \_\_\_\_\_

DURATION: \_\_\_\_\_ minutes USE "STOP TIME" ABOVE & "START TIME" ON FRONT PAGE

DATE: \_\_\_/\_\_\_/00

INTERVIEWER INITIALS: \_\_\_\_\_ PRINT NEATLY SO THAT DATA ENTRY CAN READ EASILY.

INTERVIEWER NUMBER: \_\_\_\_\_ PRINT NEATLY SO THAT DATA ENTRY CAN READ EASILY.

RESPONDENT NAME: \_\_\_\_\_

PHONE NUMBER:(0\_\_\_\_) \_\_\_\_\_

ID NUMBER: \_\_\_\_\_ Yes ID Number matches front Page

**(CHECK BOX IF ID NUMBER ABOVE IS IDENTICAL TO ID NUMBER ON FRONT PAGE)**

**HAVE YOU REMEMBERED TO CODE CATEGORIES ON FRONT PAGE?** Yes

"I certify that this is a true and accurate record of the interview conducted by me in full accordance with the Market Research Code of Practice."

INTERVIEWER SIGNATURE: \_\_\_\_\_

SUPERVISOR CHECK INITIALS: **\_\_PRINT NEATLY SO THAT DATA ENTRY CAN READ EASILY**

## Appendix B: Results by age of teenager

### Personal demographics

**Table 51. Highest educational qualification**

*Q27. Finally, I just need to ask a few questions for classification purposes. Thinking about your education, which of these best describes your highest educational qualification?*

|   | Total Sample<br>n=403<br>% | Parent of 14-15 year old<br>n=157<br>% | Parent of 16-17 year old<br>n=175<br>% | Parent of 18 year old<br>n=71<br>% |
|---|----------------------------|--|--|------------------------------------|
| No school examinations                          | 14                         | 19                                     | 12                                     | 10                                 |
| School Certificate                              | 22                         | 16                                     | 23                                     | 31                                 |
| 6 <sup>th</sup> Form Certificate                | 5                          | 5                                      | 8                                      | 0                                  |
| University entrance or equivalent               | 7                          | 9                                      | 6                                      | 8                                  |
| Trade Certificate or Advanced Trade Certificate | 11                         | 10                                     | 12                                     | 9                                  |
| Polytechnic Certificate or Diploma              | 13                         | 14                                     | 12                                     | 14                                 |
| Teacher's or Nurses' Certificate or Diploma     | 8                          | 8                                      | 7                                      | 9                                  |
| University diploma below degree level           | 4                          | 5                                      | 2                                      | 5                                  |
| University degree                               | 14                         | 11                                     | 17                                     | 12                                 |
| Other   | 2                          | 3                                      | 2                                      | 0                                  |
| <b>Total</b>                                    | <b>100</b>                 | <b>100</b>                             | <b>100</b>                             | <b>100</b>                         |

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

**Table 52. Employment status**

*Q28. At present are you....?*

|   | Total Sample<br>n=403<br>% | Parent of 14-15 year old<br>n=157<br>% | Parent of 16-17 year old<br>n=175<br>% | Parent of 18 year old<br>n=71<br>% |
|---|----------------------------|--|--|------------------------------------|
| Self-employed   | 24                         | 13                                     | 26                                     | 41                                 |
| Full-time salary or wage earner                         | 47                         | 51                                     | 47                                     | 42                                 |
| Part-time salary or wage earner (less than 30 hrs/week) | 18                         | 20                                     | 18                                     | 13                                 |
| Retired   | 1                          | 1                                      | 0                                      | 0                                  |
| Full-time home-maker                                    | 5                          | 6                                      | 5                                      | 1                                  |
| Student   | 2                          | 3                                      | 1                                      | 1                                  |
| Unemployed  | 1                          | 2                                      | 0                                      | 0                                  |
| Other beneficiary                                       | 3                          | 4                                      | 3                                      | 1                                  |
| <b>Total</b>  | <b>100</b>                 | <b>100</b>                             | <b>100</b>                             | <b>100</b>                         |

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

**Table 53. Occupation***Q29. And what is your current occupation?*

|   | Sub<br>sample<br>n=264* | Parent of<br>14-15 year<br>old<br>n=105* | Parent of<br>16-17 year<br>old<br>n=114* | Parent of 18<br>year old<br>n=45* |
|---|-------------------------|--|--|-----------------------------------|
|   | %                       | %  | %  | %                                 |
| Clerical or sales employee                              | 16                      | 14                                       | 17                                       | 20                                |
| Semi-skilled worker                                     | 10                      | 11                                       | 10                                       | 6                                 |
| Technical or skilled worker                             | 13                      | 9  | 19                                       | 7                                 |
| Business manager or executive                           | 16                      | 15                                       | 16                                       | 17                                |
| Teacher, nurse, police, other trained service<br>worker | 27                      | 31                                       | 24                                       | 23                                |
| Professional or senior government official              | 7                       | 7  | 8  | 0                                 |
| Labourer, manual, agricultural or domestic<br>worker    | 10                      | 12                                       | 6  | 17                                |
| Farmer owner or manager                                 | 1                       | 0  | 0  | 5                                 |
| Other   | 1                       | 0  | 0  | 5                                 |
| <b>Total</b>  | <b>100</b>              | <b>100</b>                               | <b>100</b>                               | <b>100</b>                        |

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

\*Sub-sample: Excludes full-time home-makers, students, unemployed and other beneficiaries (Q28)

**Table 54. Personal income***Q30. And which of these best describes your personal income before tax? Please include any child support, benefits or other income support you may receive?*

|                                  | Total<br>Sample<br>n=403 | Parent of<br>14-15 year<br>old<br>n=157 | Parent of<br>16-17 year<br>old<br>n=175 | Parent of<br>18 year old<br>n=71 |
|----------------------------------|--------------------------|---|---|----------------------------------|
|                                  | %                        | %                                       | %                                       | %                                |
| Under \$10,000                   | 10                       | 14                                      | 10                                      | 1                                |
| \$10,000 but less than \$20,000  | 16                       | 15                                      | 17                                      | 12                               |
| \$20,000 but less than \$30,000  | 17                       | 20                                      | 16                                      | 13                               |
| \$30,000 but less than \$40,000  | 25                       | 24                                      | 27                                      | 23                               |
| \$40,000 but less than \$50,000  | 11                       | 9                                       | 12                                      | 12                               |
| \$50,000 but less than \$60,000  | 3                        | 1                                       | 3                                       | 9                                |
| \$60,000 but less than \$70,000  | 4                        | 2                                       | 4                                       | 6                                |
| \$70,000 but less than \$80,000  | 2                        | 2                                       | 1                                       | 0                                |
| \$80,000 but less than \$90,000  | 4                        | 4                                       | 3                                       | 5                                |
| \$90,000 but less than \$100,000 | 2                        | 0                                       | 4                                       | 3                                |
| \$100,000 or more                | 2                        | 2                                       | 0                                       | 6                                |
| Don't know                       | 1                        | 3                                       | 1                                       | 0                                |
| Refused                          | 4                        | 3                                       | 3                                       | 9                                |
| <b>Total</b>                     | <b>100</b>               | <b>100</b>                              | <b>100</b>                              | <b>100</b>                       |

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

**Table 55. Joint income***Q32. And which of these best describes the joint income of yourself and your partner before tax?*

|                                  | Sub<br>sample<br>n=325*<br>% | Parent of<br>14-15 year<br>old<br>n=131*<br>% | Parent of<br>16-17 year<br>old<br>n=136*<br>% | Parent of 18<br>year old<br>n=58*<br>% |
|----------------------------------|------------------------------|---|---|--|
| Under \$10,000                   | 1                            | 1   | 0   | 0                                      |
| \$10,000 but less than \$20,000  | 2                            | 1   | 5   | 0                                      |
| \$20,000 but less than \$30,000  | 6                            | 6   | 5   | 5                                      |
| \$30,000 but less than \$40,000  | 13                           | 17  | 10  | 10                                     |
| \$40,000 but less than \$50,000  | 14                           | 17  | 14  | 10                                     |
| \$50,000 but less than \$60,000  | 13                           | 13  | 13  | 15                                     |
| \$60,000 but less than \$70,000  | 12                           | 7   | 15  | 12                                     |
| \$70,000 but less than \$80,000  | 8                            | 6   | 10  | 6                                      |
| \$80,000 but less than \$90,000  | 7                            | 10  | 5   | 4                                      |
| \$90,000 but less than \$100,000 | 4                            | 3   | 5   | 4                                      |
| \$100,000 or more                | 15                           | 13  | 12  | 24                                     |
| Don't know                       | 2                            | 3   | 2   | 0                                      |
| Refused                          | 4                            | 3   | 3   | 10                                     |
| <b>Total</b>                     | <b>100</b>                   | <b>100</b>                                    | <b>100</b>                                    | <b>100</b>                             |

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

\*Sub-sample: Excludes respondents not presently married or living with a partner (Q31).

**Table 56. Nearest town or city***Q33. And lastly, what town or city do you live in or closest to?*

|               | Sub<br>Sample<br>n=400<br>% | Parent of<br>14-15 year<br>old<br>n=155*<br>% | Parent of<br>16-17 year<br>old<br>n=174<br>% | Parent of<br>18 year old<br>n=71<br>% |
|---------------|-----------------------------|---|--|---------------------------------------|
| Northland     | 2                           | 4   | 1  | 0                                     |
| Auckland      | 30                          | 26  | 34   | 31                                    |
| Waikato       | 3                           | 4   | 3  | 4                                     |
| Bay of Plenty | 9                           | 7   | 12   | 7                                     |
| Gisborne      | 1                           | 0   | 2  | 1                                     |
| Taranaki      | 5                           | 10  | 3  | 0                                     |
| Hawkes Bay    | 5                           | 5   | 5  | 9                                     |
| Manawatu      | 4                           | 5   | 2  | 8                                     |
| Wairarapa     | 1                           | 0   | 1  | 3                                     |
| Wanganui      | 2                           | 3   | 2  | 0                                     |
| Wellington    | 11                          | 13  | 9  | 11                                    |
| Marlborough   | 2                           | 3   | 1  | 0                                     |
| Nelson        | 2                           | 1   | 3  | 3                                     |
| West Coast    | 0                           | 0   | 0  | 0                                     |
| Christchurch  | 12                          | 8   | 15   | 14                                    |
| Timaru/Oamaru | 3                           | 1   | 3  | 3                                     |
| Dunedin       | 3                           | 4   | 2  | 3                                     |
| Invercargill  | 3                           | 5   | 1  | 3                                     |
| <b>Total</b>  | <b>100</b>                  | <b>100</b>                                    | <b>100</b>                                   | <b>100</b>                            |

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

**Table 57. Ethnicity**

Q3. Thinking now about ethnicity, which of the following ethnic groups do you fit into? You can be more than one. Are you ...?

|                      | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|----------------------|-------------------------------|--|--|---------------------------------------|
| Māori                | 14                            | 15   | 13   | 16                                    |
| NZ European (Pakeha) | 80                            | 80   | 81   | 74                                    |
| Other European       | 7                             | 8  | 5  | 11                                    |
| Pacific Island       | 0                             | 0  | 1  | 3                                     |
| Other                | 4                             | 4  | 5  | 3                                     |
| Refused              | 0                             | 1  | 0  | 0                                     |
| Total                | **                            | **   | **   | **                                    |

\*\*Note: Totals may exceed 100% due to multiple response.

**Table 58. Gender**

|        | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--------|-------------------------------|--|--|---------------------------------------|
| Male   | 45                            | 40   | 49   | 56                                    |
| Female | 55                            | 60   | 51   | 54                                    |
| Total  | 100                           | 100  | 100  | 100                                   |

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

## Household profile

**Table 59. Marital status**

*Q31. And which of these categories best describes you?*

|                              | Total<br>Sample<br><br>n=403<br>% | Parent of<br>14-15 year<br>old<br><br>n=157<br>% | Parent of<br>16-17 year<br>old<br><br>n=175<br>% | Parent of<br>18 year old<br><br>n=71<br>% |
|------------------------------|-----------------------------------|--|--|---|
| Married/living with partner  | 87                                | 86   | 86   | 90  |
| Separated, divorced, widowed | 12                                | 12   | 12   | 10  |
| Never married                | 1                                 | 2  | 2  | 0   |
| <b>Total</b>                 | <b>100</b>                        | <b>100</b>                                       | <b>100</b>                                       | <b>100</b>                                |

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

**Table 60. Number of children**

*Q1. First of all can you tell me how many children you are the parent or guardian of?*

|                    | Total<br>Sample<br><br>n=403<br>% | Parent of<br>14-15 year<br>old<br><br>n=157<br>% | Parent of<br>16-17 year<br>old<br><br>n=175<br>% | Parent of<br>18 year old<br><br>n=71<br>% |
|--------------------|-----------------------------------|--|--|---|
| 1 Child            | 8                                 | 6  | 11   | 3   |
| 2 Children         | 36                                | 45   | 33   | 26  |
| 3 Children         | 3                                 | 29   | 35   | 33  |
| 4 Children         | 16                                | 15   | 14   | 26  |
| 5 or more children | 8                                 | 4  | 6  | 11  |
| <b>Total</b>       | <b>100</b>                        | <b>100</b>                                       | <b>100</b>                                       | <b>100</b>                                |

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

## Personal drinking profile

**Table 61. Description of own drinking behaviour**

Q22. Now, I need to ask a few questions about you. How would you describe your own drinking behaviour? Would you say you are....

|                  | Total Sample<br>n=403<br>% | Parent of 14-15 year old<br>n=157<br>% | Parent of 16-17 year old<br>n=175<br>% | Parent of 18 year old<br>n=71<br>% |
|------------------|----------------------------|--|--|------------------------------------|
| A light drinker  | 62                         | 65                                     | 58                                     | 64                                 |
| A medium drinker | 24                         | 19                                     | 28                                     | 24                                 |
| A heavy drinker  | 1                          | 0                                      | 2                                      | 0                                  |
| Non-drinker      | 14                         | 16                                     | 12                                     | 12                                 |
| Don't know       | 0                          | 0                                      | 0                                      | 0                                  |
| <b>Total</b>     | <b>100</b>                 | <b>100</b>                             | <b>100</b>                             | <b>100</b>                         |

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

**Table 62. Frequency of consumption of alcohol**

Q23. At present, about how often do you have an alcoholic drink of any kind?

|                            | Sub-Sample<br>n=330*<br>% | Parent of 14-15 year old<br>n=126*<br>% | Parent of 16-17 year old<br>n=145*<br>% | Parent of 18 year old<br>n=59*<br>% |
|----------------------------|---------------------------|---|---|-------------------------------------|
| Almost everyday            | 18                        | 14                                      | 20                                      | 19                                  |
| About twice a week         | 25                        | 28                                      | 29                                      | 11                                  |
| About once a week          | 19                        | 17                                      | 18                                      | 25                                  |
| About once every two weeks | 11                        | 10                                      | 13                                      | 10                                  |
| About once a month         | 13                        | 17                                      | 6                                       | 19                                  |
| Only a few times a year    | 14                        | 14                                      | 13                                      | 16                                  |
| <b>Total</b>               | <b>100</b>                | <b>100</b>                              | <b>100</b>                              | <b>100</b>                          |

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

\*Sub-sample: Excludes parents who classified themselves as non-drinkers (Q22).

**Table 63. Amount of alcohol consumed on last drinking occasion**

Q24. The last time you had a drink, about how many “glasses” did you have? By “glass”, we mean, for example, a whole can or bottle of beer or a whole glass of wine.

|                           | Sub-Sample<br>n=330*<br>% | Parent of<br>14-15 year<br>old<br>n=126*<br>% | Parent of<br>16-17 year<br>old<br>n=145*<br>% | Parent of<br>18 year old<br>n=59*<br>% |
|---------------------------|---------------------------|---|---|--|
| Only one glass            | 42                        | 44  | 40  | 44                                     |
| 2 glasses                 | 24                        | 21  | 27  | 26                                     |
| 3 glasses                 | 8                         | 10  | 9   | 3                                      |
| 4 glasses                 | 11                        | 9   | 9   | 17                                     |
| <b>5 glasses</b>          | <b>4</b>                  | <b>3</b>                                      | <b>5</b>                                      | <b>3</b>                               |
| <b>6-7 glasses</b>        | <b>4</b>                  | <b>5</b>                                      | <b>4</b>                                      | <b>4</b>                               |
| <b>8-9 glasses</b>        | <b>1</b>                  | <b>1</b>                                      | <b>1</b>                                      | <b>0</b>                               |
| <b>10 or more glasses</b> | <b>5</b>                  | <b>7</b>                                      | <b>5</b>                                      | <b>3</b>                               |
| Don't know                | 0                         | 0   | 0   | 0                                      |
| Total                     | 100                       | 100   | 100   | 100                                    |

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

\*Sub-sample: Excludes parents who classified themselves as non-drinkers (Q22).

**Table 64. Heaviest drinker in the household**

Q25. And how would you describe the **heaviest** drinker in your household? Would you say that person is.....

|                  | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|------------------|-------------------------------|--|--|---------------------------------------|
| A light drinker  | 47                            | 54   | 44   | 41                                    |
| A medium drinker | 41                            | 34   | 43   | 49                                    |
| A heavy drinker  | 4                             | 3  | 4  | 4                                     |
| Non-drinker      | 7                             | 8  | 6  | 6                                     |
| Don't know       | 1                             | 1  | 2  | 0                                     |
| Total            | 100                           | 100  | 100  | 100                                   |

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

## General concern about teenagers and alcohol

**Table 65. Greatest concern for parents of teenagers**

*Q5a: In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers?*

|  | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--|-------------------------------|--|--|---------------------------------------|
| School/education/qualifications in general                         | 7                             | 9  | 9  | 0                                     |
| Employment opportunities (full/part-time)                          | 6                             | 0  | 10   | 9                                     |
| The <u>cost</u> of an education                                    | 0                             | 0  | 0  | 0                                     |
| Peer pressure (e.g. feeling forced to smoke, drink, do drugs etc.) | 19                            | 19   | 20   | 18                                    |
| Self image/ self confidence/ self esteem/ mental health etc.       | 3                             | 4  | 2  | 5                                     |
| Teenage suicide  | 2                             | 3  | 1  | 0                                     |
| Sexual relationships   | 3                             | 6  | 2  | 0                                     |
| Teenage pregnancy  | 1                             | 0  | 2  | 1                                     |
| Sexually transmitted diseases                                      | 0                             | 1  | 0  | 0                                     |
| Difficulties communicating with their teenagers                    | 2                             | 3  | 0  | 6                                     |
| Difficulties enforcing rules with their teenagers                  | 1                             | 1  | 1  | 0                                     |
| Dangerous driving (e.g. speed, Alcohol)                            | 2                             | 2  | 2  | 1                                     |
| Staying out too late/breaking curfews                              | 0                             | 0  | 0  | 1                                     |
| Alcohol generally  | 8                             | 3  | 12   | 7                                     |
| Drugs and drug related issues                                      | 21                            | 16   | 19   | 32                                    |
| Other  | 24                            | 3  | 19   | 17                                    |
| None   | 0                             | 0  | 0  | 0                                     |
| Don't know   | 0                             | 0  | 0  | 3                                     |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                   | <b>100</b>                            |

Note: Total may not add to 100% exactly due to rounding.

**Table 66. Total concerns for parents of teenagers - (all mentioned)**

Q5a. In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers? AND

Q5b. What are the other concerns parents have to deal with in relation to teenagers?

|  | Total Sample<br>n=403<br>% | Parent of 14-15 year old<br>n=157<br>% | Parent of 16-17 year old<br>n=175<br>% | Parent of 18 year old<br>n=71<br>% |
|--|----------------------------|--|--|------------------------------------|
| School/education/qualifications in general                         | 36                         | 32                                     | 39                                     | 35                                 |
| Employment opportunities (full/part-time)                          | 25                         | 15                                     | 29                                     | 36                                 |
| The <u>cost</u> of an education                                    | 3                          | 0                                      | 5                                      | 3                                  |
| Peer pressure (e.g. feeling forced to smoke, drink, do drugs etc.) | 37                         | 37                                     | 39                                     | 35                                 |
| Self image/ self confidence/ self esteem/ mental health etc.       | 14                         | 21                                     | 9                                      | 14                                 |
| Teenage suicide  | 5                          | 5                                      | 5                                      | 6                                  |
| Sexual relationships   | 21                         | 19                                     | 21                                     | 24                                 |
| Teenage pregnancy  | 6                          | 4                                      | 7                                      | 6                                  |
| Sexually transmitted diseases                                      | 4                          | 5                                      | 3                                      | 5                                  |
| Difficulties communicating with their teenagers                    | 7                          | 6                                      | 5                                      | 15                                 |
| Difficulties enforcing rules with their teenagers                  | 5                          | 2                                      | 7                                      | 7                                  |
| Dangerous driving (e.g. speed, Alcohol)                            | 14                         | 9                                      | 16                                     | 19                                 |
| Staying out too late/breaking curfews                              | 2                          | 2                                      | 2                                      | 1                                  |
| Alcohol-related damage to teenager's physical health               | 2                          | 2                                      | 1                                      | 1                                  |
| Alcohol-related damage to teenager's mental health                 | 0                          | 0                                      | 0                                      | 0                                  |
| Alcohol-related sexual vulnerability                               | 2                          | 1                                      | 3                                      | 0                                  |
| Alcohol-related violence or aggression                             | 1                          | 1                                      | 0                                      | 1                                  |
| Alcohol generally  | 40                         | 38                                     | 45                                     | 29                                 |
| Drugs and drug related issues                                      | 59                         | 57                                     | 62                                     | 58                                 |
| Others   | 54                         | 60                                     | 48                                     | 55                                 |
| None   | 5                          | 8                                      | 5                                      | 1                                  |
| Don't know   | 1                          | 0                                      | 1                                      | 3                                  |
| <b>Total</b>   | <b>**</b>                  | <b>**</b>                              | <b>**</b>                              | <b>**</b>                          |

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

**Table 67. Concern about teenagers and alcohol (prompted)**

*Q6. Now I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.*

|   | Total<br>Sample<br><br>n=403<br>% | Parent of<br>14-15 year<br>old<br><br>n=157<br>% | Parent of<br>16-17 year<br>old<br><br>n=175<br>% | Parent of<br>18 year old<br><br>n=71<br>% |
|---|-----------------------------------|--|--|---|
| <b>Drink driving (as either the passenger or driver)</b>      |                                   |  |  |   |
| Very concerned  | 79                                | 84   | 76   | 78  |
| Concerned   | 15                                | 11   | 18   | 14  |
| Neither   | 1                                 | 1  | 0  | 3   |
| Not concerned   | 3                                 | 4  | 4  | 1   |
| Not concerned at all  | 2                                 | 0  | 2  | 5   |
| Don't know  | 0                                 | 0  | 0  | 0   |
| Total   | 100                               | 100  | 100  | 100                                       |
| <b>Becoming involved in a violent or aggressive situation</b> |                                   |  |  |   |
| Very concerned  | 65                                | 67   | 62   | 66  |
| Concerned   | 23                                | 23   | 27   | 13  |
| Neither   | 1                                 | 2  | 0  | 0   |
| Not concerned   | 9                                 | 8  | 7  | 17  |
| Not concerned at all  | 2                                 | 0  | 3  | 3   |
| Don't know  | 0                                 | 0  | 1  | 0   |
| Total   | 100                               | 100  | 100  | 100                                       |
| <b>Becoming more sexually vulnerable</b>                      |                                   |  |  |   |
| Very concerned  | 46                                | 55   | 43   | 33  |
| Concerned   | 44                                | 35   | 46   | 58  |
| Neither   | 2                                 | 1  | 3  | 0   |
| Not concerned   | 7                                 | 7  | 6  | 8   |
| Not concerned at all  | 1                                 | 1  | 1  | 1   |
| Don't know  | 1                                 | 0  | 1  | 0   |
| Total   | 100                               | 100  | 100  | 100                                       |
| <b>Damaging their health</b>                                  |                                   |  |  |   |
| Very concerned  | 55                                | 55   | 57   | 47  |
| Concerned   | 31                                | 30   | 32   | 33  |
| Neither   | 2                                 | 3  | 1  | 0   |
| Not concerned   | 8                                 | 10   | 6  | 12  |
| Not concerned at all  | 4                                 | 2  | 4  | 8   |
| Don't know  | 0                                 | 0  | 1  | 0   |
| Total   | 100                               | 100  | 100  | 100                                       |
| <b>Smoking cigarettes</b>                                     |                                   |  |  |   |
| Very concerned  | 41                                | 42   | 47   | 25  |
| Concerned   | 41                                | 39   | 39   | 52  |
| Neither   | 1                                 | 0  | 3  | 1   |
| Not concerned   | 10                                | 12   | 8  | 13  |
| Not concerned at all  | 6                                 | 6  | 4  | 9   |
| Don't know  | 1                                 | 1  | 0  | 0   |
| Total   | 100                               | 100  | 100  | 100                                       |

**Table 68. Concern about teenagers and alcohol (prompted) contd.**

*Q6. Now I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.*

|  | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--|-------------------------------|--|--|---------------------------------------|
| <b>Taking drugs</b>                            |                               |  |  |                                       |
| Very concerned                                 | 76                            | 79   | 74   | 78                                    |
| Concerned                                      | 16                            | 14   | 19   | 14                                    |
| Neither  | 1                             | 1  | 2  | 0                                     |
| Not concerned                                  | 4                             | 6  | 4  | 3                                     |
| Not concerned at all                           | 2                             | 0  | 2  | 5                                     |
| Don't know                                     | 1                             | 1  | 0  | 0                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>Injuring themselves</b>                     |                               |  |  |                                       |
| Very concerned                                 | 52                            | 53   | 54   | 45                                    |
| Concerned                                      | 35                            | 32   | 33   | 46                                    |
| Neither  | 2                             | 3  | 2  | 0                                     |
| Not concerned                                  | 9                             | 10   | 10   | 3                                     |
| Not concerned at all                           | 2                             | 2  | 1  | 6                                     |
| Don't know                                     | 0                             | 0  | 0  | 0                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>Embarrassing themselves or their family</b> |                               |  |  |                                       |
| Very concerned                                 | 10                            | 13   | 7  | 14                                    |
| Concerned                                      | 40                            | 45   | 39   | 29                                    |
| Neither  | 6                             | 4  | 8  | 3                                     |
| Not concerned                                  | 28                            | 23   | 33   | 26                                    |
| Not concerned at all                           | 15                            | 14   | 12   | 25                                    |
| Don't know                                     | 2                             | 1  | 1  | 3                                     |
| Total  | 100                           | 100  | 100  | 100                                   |

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

## Involvement with own teenager and alcohol

**Table 69. Reported levels of teenage drinking by age**

*Q10. Do you think your teenager drinks alcohol?*

|                      | Total Sample<br>n=403<br>% | Parents of 14-15 year olds<br>n=157<br>% | Parents of 16-17 year olds<br>n=175<br>% | Parent of 18 year olds<br>n=71**<br>% |
|----------------------|----------------------------|--|--|---------------------------------------|
| Yes                  | 77                         | 63                                       | 84                                       | 92                                    |
| No                   | 22                         | 35                                       | 16                                       | 7                                     |
| Can't say/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: Results are indicative due to low base number of respondents (<100)

**Table 70. Reported level of excessive teenage drinking by age**

*Q11. And do you think your teenager has ever drunk too much alcohol?*

|                      | Sub-sample<br>n=299*<br>% | Parents of 14-15 year olds**<br>n=93*<br>% | Parents of 16-17 year olds<br>n=143*<br>% | Parents of 18 year olds**<br>n=63*<br>% |
|----------------------|---------------------------|--|---|---|
| Yes                  | 49                        | 31   | 54  | 64                                      |
| No                   | 46                        | 66   | 40  | 30                                      |
| Can't say/don't know | 5                         | 3  | 6   | 6                                       |
| Total                | 100                       | 100  | 100                                       | 100                                     |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

\*\*Caution: Results are indicative due to low base number of respondents (<100)

**Table 71. Concern about own teenager and alcohol by age**

*Q8. On a scale of zero to ten, how worried would you say you are about your teen and alcohol? Please let zero represent not at all worried and ten represent extremely worried.*

|                         | Total Sample<br>n=403<br>% | Parents of 14-15 year olds<br>n=157<br>% | Parents of 16-17 year olds<br>n=175<br>% | Parent of 18 year olds<br>n=71**<br>% |
|-------------------------|----------------------------|--|--|---------------------------------------|
| 0-1: Unconcerned        | 34                         | 35                                       | 37                                       | 26                                    |
| 2-4: Somewhat concerned | 41                         | 31                                       | 27                                       | 36                                    |
| 5-10: Highly concerned  | 36                         | 34                                       | 35                                       | 36                                    |
| Total                   | 100                        | 100                                      | 100                                      | 100                                   |

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

\*\*Caution: Results are indicative due to low base number of respondents (<100)

**Table 72. Responsibility for helping teenagers learn to handle alcohol responsibly**

*Q7. And in your opinion, who do you believe should play the most important role in helping teenagers learn how to handle alcohol responsibly?*

|                                | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--------------------------------|-------------------------------|--|--|---------------------------------------|
| Parents/guardians              | 92                            | 93   | 92   | 93                                    |
| Teachers/schools               | 1                             | 0  | 1  | 0                                     |
| Church                         | 0                             | 0  | 0  | 0                                     |
| Whanau/extended family         | 2                             | 2  | 1  | 3                                     |
| Other community organisations  | 1                             | 1  | 0  | 0                                     |
| Other Government organisations | 1                             | 0  | 1  | 0                                     |
| Other                          | 4                             | 4  | 4  | 3                                     |
| Don't know                     | 0                             | 0  | 0  | 1                                     |
| <b>Total</b>                   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                   | <b>100</b>                            |

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

**Table 73. Attitudes toward alcohol in relation to their own teenager**

*Q9. I'm now going to read out views of some parents about their teenager and alcohol, and I'd like you to let me know whether you agree or disagree with each statement in relation to your own teenager. Is that agree/disagree or strongly agree/disagree?*

|  | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--|-------------------------------|--|--|---------------------------------------|
| <b>It's okay for my teenager to get drunk sometimes.</b>                       |                               |  |  |                                       |
| Strongly agree   | 2                             | 2  | 1  | 3                                     |
| Agree  | 21                            | 14   | 24   | 27                                    |
| Neither  | 5                             | 1  | 6  | 11                                    |
| Disagree   | 29                            | 20   | 32   | 39                                    |
| Strongly disagree  | 44                            | 63   | 37   | 20                                    |
| Don't know   | 0                             | 0  | 0  | 0                                     |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                   | <b>100</b>                            |
| <b>Getting drunk is part of having fun as a teenager.</b>                      |                               |  |  |                                       |
| Strongly agree   | 4                             | 3  | 3  | 8                                     |
| Agree  | 12                            | 10   | 14   | 14                                    |
| Neither  | 3                             | 0  | 6  | 3                                     |
| Disagree   | 29                            | 18   | 37   | 34                                    |
| Strongly disagree  | 51                            | 69   | 40   | 41                                    |
| Don't know   | 1                             | 0  | 1  | 0                                     |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                   | <b>100</b>                            |
| <b>Teenagers should not drink at all.</b>                                      |                               |  |  |                                       |
| Strongly agree   | 7                             | 9  | 7  | 3                                     |
| Agree  | 6                             | 6  | 6  | 4                                     |
| Neither  | 5                             | 7  | 3  | 6                                     |
| Disagree   | 62                            | 64   | 58   | 67                                    |
| Strongly disagree  | 20                            | 13   | 25   | 20                                    |
| Don't know   | 0                             | 0  | 1  | 0                                     |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                   | <b>100</b>                            |
| <b>I set a good example for my teenager through my own drinking behaviour.</b> |                               |  |  |                                       |
| Strongly agree   | 52                            | 51   | 52   | 53                                    |
| Agree  | 40                            | 43   | 40   | 3                                     |
| Neither  | 3                             | 2  | 2  | 8                                     |
| Disagree   | 5                             | 2  | 6  | 7                                     |
| Strongly disagree  | 0                             | 1  | 0  | 0                                     |
| Don't know   | 1                             | 1  | 0  | 0                                     |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                   | <b>100</b>                            |

**Table 74. Actions taken in regard to teenager and alcohol**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|   | Total Sample<br>n=403<br>% | Parent of 14-15 year old<br>n=157<br>% | Parent of 16-17 year old<br>n=175<br>% | Parent of 18 year old<br>n=71<br>% |
|---|----------------------------|--|--|------------------------------------|
| <b>I talk to my teenager about what is going on in their life.</b>  |                            |  |  |                                    |
| Always  | 56                         | 56                                     | 59                                     | 51                                 |
| Mostly  | 30                         | 31                                     | 31                                     | 26                                 |
| Sometimes   | 12                         | 11                                     | 11                                     | 19                                 |
| Not often   | 1                          | 0                                      | 0                                      | 4                                  |
| Never   | 1                          | 1                                      | 0                                      | 0                                  |
| Total   | 100                        | 100                                    | 100                                    | 100                                |
| <b>I have discussions with my teenager about alcohol related issues.</b>  |                            |  |  |                                    |
| Always  | 37                         | 37                                     | 37                                     | 36                                 |
| Mostly  | 27                         | 28                                     | 28                                     | 23                                 |
| Sometimes   | 27                         | 23                                     | 31                                     | 27                                 |
| Not often   | 6                          | 7                                      | 3                                      | 13                                 |
| Never   | 1                          | 2                                      | 0                                      | 0                                  |
| Don't know/not applicable   | 2                          | 3                                      | 1                                      | 0                                  |
| Total   | 100                        | 100                                    | 100                                    | 100                                |
| <b>I set clear rules for my teenager about alcohol use.</b>   |                            |  |  |                                    |
| Always  | 57                         | 70                                     | 54                                     | 39                                 |
| Mostly  | 18                         | 12                                     | 22                                     | 19                                 |
| Sometimes   | 11                         | 4                                      | 14                                     | 19                                 |
| Not often   | 4                          | 2                                      | 4                                      | 8                                  |
| Never   | 7                          | 8                                      | 4                                      | 14                                 |
| Don't know/not applicable   | 3                          | 5                                      | 3                                      | 0                                  |
| Total   | 100                        | 100                                    | 100                                    | 100                                |
| <b>I make it a rule that my teen mustn't drink alcohol when they go out.</b>                                    |                            |  |  |                                    |
| Always  | 24                         | 45                                     | 15                                     | 4                                  |
| Mostly  | 9                          | 8                                      | 9                                      | 9                                  |
| Sometimes   | 13                         | 12                                     | 14                                     | 13                                 |
| Not often   | 14                         | 9                                      | 19                                     | 10                                 |
| Never   | 34                         | 15                                     | 38                                     | 63                                 |
| Don't know/not applicable   | 6                          | 10                                     | 5                                      | 1                                  |
| Total   | 100                        | 100                                    | 100                                    | 100                                |
| <b>I talk to my teenager about the kind of things that can go wrong in situations where alcohol is present.</b> |                            |  |  |                                    |
| Always  | 57                         | 64                                     | 53                                     | 52                                 |
| Mostly  | 20                         | 16                                     | 25                                     | 15                                 |
| Sometimes   | 18                         | 14                                     | 19                                     | 27                                 |
| Not often   | 2                          | 3                                      | 1                                      | 4                                  |
| Never   | 2                          | 1                                      | 1                                      | 3                                  |
| Don't know/not applicable   | 1                          | 3                                      | 0                                      | 0                                  |
| Total   | 100                        | 100                                    | 100                                    | 100                                |

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

**Table 75. Actions taken in regard to teenager and alcohol (continued)**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|  | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--|-------------------------------|--|--|---------------------------------------|
| <b>I ensure that my teenager has adult supervision in situations where alcohol is present.</b>                             |                               |  |  |                                       |
| Always   | 44                            | 63   | 36   | 26                                    |
| Mostly   | 20                            | 19   | 24   | 7                                     |
| Sometimes  | 13                            | 5  | 18   | 17                                    |
| Not often  | 11                            | 6  | 12   | 16                                    |
| Never  | 9                             | 3  | 5  | 32                                    |
| Don't know/not applicable  | 4                             | 4  | 5  | 0                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>Before my teenager attends an event where alcohol will be present, I set a limit on how much my teenager can drink.</b> |                               |  |  |                                       |
| Always   | 31                            | 46   | 23   | 17                                    |
| Mostly   | 12                            | 9  | 17   | 3                                     |
| Sometimes  | 5                             | 2  | 7  | 5                                     |
| Not often  | 8                             | 3  | 9  | 13                                    |
| Never  | 29                            | 14   | 30   | 58                                    |
| Don't know/not applicable  | 16                            | 24   | 14   | 3                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>Before my teenager attends a party, I contact the parent host of that party.</b>  |                               |  |  |                                       |
| Always   | 31                            | 45   | 26   | 13                                    |
| Mostly   | 10                            | 10   | 13   | 6                                     |
| Sometimes  | 20                            | 16   | 22   | 21                                    |
| Not often  | 9                             | 3  | 13   | 13                                    |
| Never  | 21                            | 11   | 21   | 47                                    |
| Don't know/not applicable  | 9                             | 17   | 5  | 1                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>My teenager and I agree on arrangements about transportation to and from an event before they go out.</b>               |                               |  |  |                                       |
| Always   | 80                            | 88   | 81   | 62                                    |
| Mostly   | 10                            | 7  | 10   | 15                                    |
| Sometimes  | 4                             | 2  | 3  | 10                                    |
| Not often  | 2                             | 0  | 4  | 2                                     |
| Never  | 3                             | 0  | 3  | 9                                     |
| Don't know/not applicable  | 1                             | 2  | 0  | 3                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>When my teenager goes out, I know where he/she is going and who with.</b>   |                               |  |  |                                       |
| Always   | 69                            | 81   | 67   | 47                                    |
| Mostly   | 21                            | 15   | 24   | 27                                    |
| Sometimes  | 7                             | 3  | 5  | 21                                    |
| Not often  | 2                             | 1  | 2  | 5                                     |
| Never  | 1                             | 0  | 2  | 1                                     |
| Total  | 100                           | 100  | 100  | 100                                   |

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

**Table 76. Actions taken in regard to teenager and alcohol (continued)**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|  | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--|-------------------------------|--|--|---------------------------------------|
| <b>I set a curfew before my teenager goes out at night.</b>                                      |                               |  |  |                                       |
| Always   | 51                            | 69   | 47   | 24                                    |
| Mostly   | 11                            | 6  | 17   | 6                                     |
| Sometimes  | 11                            | 6  | 14   | 15                                    |
| Not often  | 6                             | 5  | 5  | 8                                     |
| Never  | 17                            | 8  | 13   | 42                                    |
| Don't know/not applicable  | 4                             | 5  | 3  | 6                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>My teenager has to let me know when he or she is safely home at night.</b>                    |                               |  |  |                                       |
| Always   | 65                            | 73   | 67   | 43                                    |
| Mostly   | 9                             | 6  | 13   | 8                                     |
| Sometimes  | 4                             | 2  | 0  | 16                                    |
| Not often  | 4                             | 2  | 6  | 6                                     |
| Never  | 11                            | 6  | 9  | 26                                    |
| Don't know/not applicable  | 7                             | 10   | 6  | 0                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>I pick my teen up from evening social functions which he/she has attended.</b>                |                               |  |  |                                       |
| Always   | 34                            | 55   | 23   | 16                                    |
| Mostly   | 24                            | 28   | 22   | 21                                    |
| Sometimes  | 24                            | 10   | 32   | 32                                    |
| Not often  | 6                             | 2  | 10   | 4                                     |
| Never  | 10                            | 3  | 9  | 26                                    |
| Don't know/not applicable  | 2                             | 2  | 3  | 0                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>I get to know my teenager's friends.</b>  |                               |  |  |                                       |
| Always   | 58                            | 62   | 59   | 50                                    |
| Mostly   | 34                            | 29   | 38   | 33                                    |
| Sometimes  | 6                             | 7  | 3  | 11                                    |
| Not often  | 1                             | 1  | 0  | 3                                     |
| Never  | 1                             | 0  | 0  | 3                                     |
| Don't know/not applicable  | 0                             | 0  | 0  | 0                                     |
| Total  | 100                           | 100  | 100  | 100                                   |
| <b>I talk to the parents of my teenager's friends about events or parties they are going to.</b> |                               |  |  |                                       |
| Always   | 27                            | 43   | 17   | 20                                    |
| Mostly   | 20                            | 20   | 27   | 5                                     |
| Sometimes  | 31                            | 22   | 38   | 36                                    |
| Not often  | 9                             | 3  | 11   | 18                                    |
| Never  | 10                            | 8  | 7  | 21                                    |
| Don't know/not applicable  | 3                             | 5  | 1  | 0                                     |
| Total  | 100                           | 100  | 100  | 100                                   |

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

**Table 77. Problems encountered by parents in regard to their teenager and alcohol**

Q16. I'm now going to read out some statements about problems that some parents have encountered when dealing with their teenager in relation to alcohol. As I read out each statement, please say whether you always, mostly, sometimes, not often or never encounter this problem with your own teen.

|  | Total Sample<br>n=403<br>% | Parent of 14-15 year old<br>n=157<br>% | Parent of 16-17 year old<br>n=175<br>% | Parent of 18 year old<br>n=71<br>% |
|--|----------------------------|--|--|------------------------------------|
| <b>I have difficulty approaching my teenager to talk about alcohol related issues.</b>               |                            |  |  |                                    |
| Always   | 0                          | 0                                      | 0                                      | 1                                  |
| Mostly   | 1                          | 0                                      | 1                                      | 0                                  |
| Sometimes  | 7                          | 8                                      | 7                                      | 5                                  |
| Not often  | 9                          | 6                                      | 11                                     | 12                                 |
| Never  | 82                         | 84                                     | 81                                     | 82                                 |
| Don't know/not applicable  | 1                          | 2                                      | 0                                      | 0                                  |
| Total  | 100                        | 100                                    | 100                                    | 100                                |
| <b>I set rules for my teenager about alcohol but their other parent lets them break those rules.</b> |                            |  |  |                                    |
| Always   | 1                          | 2                                      | 1                                      | 0                                  |
| Mostly   | 2                          | 0                                      | 1                                      | 5                                  |
| Sometimes  | 17                         | 14                                     | 20                                     | 18                                 |
| Not often  | 9                          | 6                                      | 14                                     | 4                                  |
| Never  | 55                         | 55                                     | 51                                     | 63                                 |
| Don't know/not applicable  | 17                         | 23                                     | 14                                     | 10                                 |
| Total  | 100                        | 100                                    | 100                                    | 100                                |
| <b>I set rules for my teenager about alcohol but he/she breaks them.</b>                             |                            |  |  |                                    |
| Always   | 2                          | 1                                      | 2                                      | 4                                  |
| Mostly   | 2                          | 1                                      | 1                                      | 8                                  |
| Sometimes  | 17                         | 12                                     | 19                                     | 21                                 |
| Not often  | 15                         | 15                                     | 18                                     | 9                                  |
| Never  | 55                         | 54                                     | 55                                     | 56                                 |
| Don't know/not applicable  | 9                          | 16                                     | 6                                      | 3                                  |
| Total  | 100                        | 100                                    | 100                                    | 100                                |
| <b>It's hard to set rules because my teenager's friends have parents who are more lenient.</b>       |                            |  |  |                                    |
| Always   | 4                          | 3                                      | 5                                      | 6                                  |
| Mostly   | 8                          | 18                                     | 7                                      | 7                                  |
| Sometimes  | 19                         | 15                                     | 23                                     | 16                                 |
| Not often  | 14                         | 13                                     | 13                                     | 16                                 |
| Never  | 44                         | 47                                     | 43                                     | 41                                 |
| Don't know/not applicable  | 12                         | 14                                     | 8                                      | 14                                 |
| Total  | 100                        | 100                                    | 100                                    | 100                                |

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

## Supply of alcohol to teenagers

**Table 78. Sources of alcohol for teenagers**

*Q12. How does your teenager currently obtain alcohol?*

|                                   | Sub-Sample<br>n=299*<br>% | Parents of<br>14-15 year<br>olds<br>n=93*<br>% | Parents of<br>16-17 year<br>olds<br>n=143*<br>% | Parent of 18<br>year olds<br>n=63*<br>% |
|-----------------------------------|---------------------------|--|---|---|
| Teen buys it him/herself          | 19                        | 2  | 7   | 71                                      |
| From his/her friends              | 37                        | 24   | 51  | 24                                      |
| From a brother/sister             | 7                         | 5  | 6   | 9                                       |
| From a parent                     | 63                        | 70   | 67  | 44                                      |
| From a friends' parents/siblings  | 10                        | 8  | 14  | 4                                       |
| From another adult the teen knows | 4                         | 1  | 6   | 1                                       |
| From a stranger                   | 0                         | 1  | 0   | 0                                       |
| Teen steals it/ sneaks it         | 2                         | 4  | 2   | 1                                       |
| Other                             | 5                         | 8  | 4   | 5                                       |
| Don't know                        | 5                         | 3  | 7   | 2                                       |
| Total                             | **                        | **   | **  | **                                      |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 79. Parents giving teenagers money for alcohol**

*Q13. Within the past 6 months, have you given your teenager money to purchase alcohol to take to an event which you were not attending? If yes: The last time you did this, how much would you have given them?*

|                                       | Sub-Sample<br>n=299*<br>% | Parents of<br>14-15 year<br>olds<br>n=93*<br>% | Parents of<br>16-17 year<br>olds<br>n=143*<br>% | Parent of 18<br>year olds<br>n=63*<br>% |
|---------------------------------------|---------------------------|--|---|---|
| Less than \$10                        | 3                         | 0  | 4   | 6                                       |
| \$10-\$20                             | 6                         | 2  | 9   | 4                                       |
| \$21-30                               | 0                         | 0  | 0   | 1                                       |
| More than \$30                        | 0                         | 0  | 0   | 0                                       |
| None/have not given money for alcohol | 89                        | 97   | 85  | 87                                      |
| Don't know                            | 1                         | 0  | 2   | 3                                       |
| Total                                 | 100                       | 100  | 100   | 100                                     |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 80. Supply of alcohol to teenagers**

*Q14. And within the last six months have you ever given your teenager alcohol to take to a social situation which you will not be attending?*

|       | Sub-Sample<br>n=299*<br>% | Parents of<br>14-15 year<br>olds<br>n=93*<br>% | Parents of<br>16-17 year<br>olds<br>n=143*<br>% | Parent of 18<br>year olds<br>n=63*<br>% |
|-------|---------------------------|--|---|---|
| Yes   | 31                        | 13   | 41  | 33                                      |
| No    | 69                        | 87   | 59  | 67                                      |
| Total | 100                       | 100  | 100   | 100                                     |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 81. Amount of alcohol supplied by age**

*Q14a. The last time you did this, about how much alcohol did you give them?*

| One serving = 15ml of alcohol | Sub-Sample<br>n=81*<br>% | Parents of<br>14-15 year<br>olds<br>n=13*<br>% | Parents of<br>16-17 year<br>olds<br>n=48*<br>% | Parent of 18<br>year olds<br>n=20*<br>% |
|-------------------------------|--------------------------|--|--|---|
| 1 serving                     | 12                       | 0  | 15   | 8                                       |
| 2 servings                    | 15                       | 20   | 16   | 8                                       |
| 3 servings                    | 10                       | 15   | 11   | 10                                      |
| 4 servings                    | 11                       | 8  | 10   | 17                                      |
| 5 - 6 servings                | 41                       | 38   | 43   | 39                                      |
| 7 - 8 servings                | 0                        | 0  | 0  | 0                                       |
| 9 - 10 servings               | 3                        | 0  | 3  | 1                                       |
| More than 10 servings         | 5                        | 19   | 1  | 14                                      |
| Total                         | 100                      | 100  | 100  | 100                                     |
| Mean                          | 4.5                      | 5.3  | 4.0  | 5.1                                     |

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

\*Sub-sample: Includes only those respondents who had given their teenager alcohol to take out.

Caution: Results in this table are indicative due to low base numbers of respondents (<100).

**Table 82. Type of alcohol supplied***Q14b. What sort of alcohol was that?*

|                             | Sub-Sample<br>n=81*<br>% | Parents of<br>14-15 year<br>olds<br>n=13*<br>% | Parents of<br>16-17 year<br>olds<br>n=48*<br>% | Parent of 18<br>year olds<br>n=20*<br>% |
|-----------------------------|--------------------------|--|--|---|
| Low alcohol beer            | 1                        | 3  | 1  | 0                                       |
| Ordinary beer-cans/stubbies | 46                       | 55   | 49   | 33                                      |
| Ordinary beer-750ml bottles | 0                        | 0  | 0  | 1                                       |
| Cider-750ml bottles         | 2                        | 15   | 0  | 0                                       |
| Wine-750ml bottles          | 15                       | 0  | 17   | 19                                      |
| Wine cooler-stubbie bottle  | 2                        | 0  | 3  | 0                                       |
| Alcoholic sodas             | 6                        | 2  | 6  | 8                                       |
| Alcoholic lemonades         | 0                        | 2  | 0  | 0                                       |
| RTD's                       | 23                       | 26   | 17   | 37                                      |
| Spirits-miniatures          | 4                        | 0  | 6  | 0                                       |
| Spirits-Standard bottle     | 1                        | 0  | 1  | 0                                       |
| Spirits-larger bottle       | 0                        | 0  | 0  | 0                                       |
| Liqueurs-standard bottle    | 0                        | 2  | 0  | 0                                       |
| Home brew                   | 2                        | 0  | 3  | 0                                       |
| Don't know                  | 2                        | 0  | 3  | 0                                       |
| Total                       | **                       | **   | **   | **                                      |

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

\*Sub-sample: Includes only those respondents who had given their teenager alcohol to take out.

Caution: Results in this table are indicative due to low base numbers of respondents (<100).

## Support channels - awareness and usage

**Table 83. Awareness of sources of support for dealing with teenagers and alcohol**

*Q17a. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. What people or organisations could you go to if you needed support dealing with your teenager about alcohol related issues? Can you think of any other options?*

|                                 | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|---------------------------------|-------------------------------|--|--|---------------------------------------|
| The teen's other parent         | 2                             | 2  | 3  | 0                                     |
| Friends                         | 5                             | 3  | 6  | 8                                     |
| Extended family                 | 7                             | 11   | 5  | 4                                     |
| Other parents                   | 5                             | 10   | 2  | 3                                     |
| The school                      | 27                            | 31   | 31   | 7                                     |
| The marae                       | 0                             | 0  | 0  | 0                                     |
| The church                      | 11                            | 13   | 8  | 11                                    |
| The Alcohol Helpline            | 4                             | 5  | 4  | 1                                     |
| Personal Help Services          | 1                             | 1  | 0  | 1                                     |
| Barnardos                       | 0                             | 0  | 0  | 0                                     |
| Citizens Advice Bureau          | 8                             | 5  | 9  | 11                                    |
| Relationship Services           | 1                             | 1  | 1  | 0                                     |
| Toughlove Parent Support Groups | 4                             | 2  | 6  | 5                                     |
| DARE                            | 5                             | 6  | 5  | 3                                     |
| AA                              | 33                            | 30   | 34   | 36                                    |
| Books                           | 1                             | 0  | 1  | 0                                     |
| ALAC web page                   | 3                             | 5  | 2  | 3                                     |
| The Police                      | 11                            | 11   | 12   | 9                                     |
| Other                           | 44                            | 45   | 43   | 45                                    |
| None                            | 3                             | 4  | 2  | 3                                     |
| Don't know                      | 15                            | 16   | 14   | 15                                    |
| <b>Total</b>                    | <b>**</b>                     | <b>**</b>                                    | <b>**</b>                                    | <b>**</b>                             |

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

**Table 84. Utilised sources of support for dealing with teenagers and alcohol**

*Q17b. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. ... Which of these have you actually used?*

|                                 | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|---------------------------------|-------------------------------|--|--|---------------------------------------|
| Friends                         | 1                             | 0  | 2  | 0                                     |
| Extended family                 | 1                             | 1  | 1  | 0                                     |
| Other parents                   | 1                             | 3  | 0  | 3                                     |
| The school                      | 3                             | 3  | 4  | 1                                     |
| The marae                       | 0                             | 0  | 0  | 0                                     |
| The church                      | 1                             | 3  | 1  | 0                                     |
| The Alcohol Helpline            | 0                             | 1  | 0  | 0                                     |
| Personal Help Services          | 1                             | 0  | 1  | 1                                     |
| Citizens Advice Bureau          | 1                             | 0  | 2  | 0                                     |
| Toughlove Parent Support Groups | 1                             | 0  | 1  | 2                                     |
| AA                              | 1                             | 1  | 0  | 3                                     |
| ALAC web page                   | 0                             | 0  | 0  | 0                                     |
| The Police                      | 0                             | 0  | 0  | 0                                     |
| Other                           | 6                             | 6  | 5  | 7                                     |
| None                            | 79                            | 83   | 78   | 80                                    |
| Don't know                      | 7                             | 3  | 9  | 8                                     |
| <b>Total</b>                    | <b>**</b>                     | <b>**</b>                                    | <b>**</b>                                    | <b>**</b>                             |

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

## Knowledge of legislation

**Table 85. Legal drinking age**

*Q18. I'm going to ask a few questions now about alcohol and the law. Do you know how old people need to be before they can buy alcohol or be supplied with alcohol in NZ?*

|                    | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--------------------|-------------------------------|--|--|---------------------------------------|
| Less than 18 years | 1                             | 0  | 1  | 0                                     |
| 18 years           | 98                            | 98   | 97   | 97                                    |
| 19 years           | 0                             | 0  | 0  | 1                                     |
| 20 years           | 1                             | 1  | 0  | 1                                     |
| Over 20 years      | 1                             | 0  | 1  | 0                                     |
| Don't know         | 0                             | 0  | 0  | 0                                     |
| <b>Total</b>       | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                   | <b>100</b>                            |

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

**Table 86. Legal supply of alcohol to under 18 year olds**

*Q19. And do you know if there are any situations where under 18 years old can legally be supplied with alcohol?*

|  | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--|-------------------------------|--|--|---------------------------------------|
| <b>Correct responses</b>   |                               |  |  |                                       |
| When it is given to them by their parent or legal guardian                                       | 43                            | 45   | 41   | 45                                    |
| When it is given to them at a private function (e.g. a wedding, 21 <sup>st</sup> birthday party) | 11                            | 8  | 14   | 11                                    |
| <b>Incorrect responses</b>   |                               |  |  |                                       |
| If it is given to them by an older family member   | 2                             | 3  | 1  | 0                                     |
| If it is given to them by an adult   | 2                             | 2  | 3  | 3                                     |
| In a restaurant or café where there is food  | 8                             | 5  | 10   | 9                                     |
| Other  | 5                             | 5  | 5  | 4                                     |
| None/There are no exceptions to the law  | 15                            | 18   | 13   | 13                                    |
| Don't know   | 30                            | 27   | 32   | 29                                    |
| <b>Total</b>   | <b>**</b>                     | <b>**</b>                                    | <b>**</b>                                    | <b>**</b>                             |

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

**Table87. Under 18 year olds drinking alcohol in public places**

*Q20. And do you know whether under 18 year olds are allowed to drink alcohol away from private premises. This means places like public parks, streets, beaches or anywhere that is not privately owned.*

*Are there any special conditions associated with that?*

*Are there any exceptions to that?*

|  | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--|-------------------------------|--|--|---------------------------------------|
| <b>Correct responses</b>   |                               |  |  |                                       |
| They are allowed if they are with a parent or guardian   | 11                            | 12   | 10   | 10                                    |
| <b>Incorrect responses</b>   |                               |  |  |                                       |
| No, they are not allowed under any circumstances   | 60                            | 64   | 59   | 55                                    |
| Yes, they can under any circumstances  | 0                             | 0  | 0  | 0                                     |
| Yes, they can if they are with an adult (e.g. relative, friend, coach, teacher)                    | 0                             | 0  | 0  | 0                                     |
| Yes, they can if the alcohol was legally supplied (i.e. given to them by their parent or guardian) | 1                             | 0  | 1  | 0                                     |
| Other incorrect response   | 4                             | 4  | 4  | 0                                     |
| Don't know   | 27                            | 21   | 28   | 35                                    |
| <b>Total</b>   | <b>**</b>                     | <b>**</b>                                    | <b>**</b>                                    | <b>**</b>                             |

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

**Table88. Proof of age**

*Q21. And do you know what sort of identification is needed as proof of age for people wanting to buy alcohol?*

|                          | Total<br>Sample<br>n=403<br>% | Parent of<br>14-15 year<br>old<br>n=157<br>% | Parent of<br>16-17 year<br>old<br>n=175<br>% | Parent of<br>18 year old<br>n=71<br>% |
|--------------------------|-------------------------------|--|--|---------------------------------------|
| Photo ID (non-specific)  | 43                            | 45   | 39   | 48                                    |
| NZ or overseas passport  | 28                            | 17   | 31   | 44                                    |
| NZ photo drivers license | 67                            | 64   | 72   | 63                                    |
| HANZ 18+ card            | 23                            | 17   | 22   | 35                                    |
| Other                    | 33                            | 38   | 30   | 32                                    |
| Don't know               | 4                             | 7  | 2  | 3                                     |
| <b>Total</b>             | <b>**</b>                     | <b>**</b>                                    | <b>**</b>                                    | <b>**</b>                             |

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

## Appendix C: Results by gender of teenager

### Personal demographics

**Table 89. Highest educational qualification**

*Q27. Finally, I just need to ask a few questions for classification purposes. Thinking about your education, which of these best describes your highest educational qualification?*

|   | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|---|----------------------------|--|--|
| No school examinations                          | 14                         | 14                                     | 15                                       |
| School Certificate                              | 22                         | 21                                     | 22                                       |
| 6 <sup>th</sup> Form Certificate                | 5                          | 6                                      | 4  |
| University entrance or equivalent               | 7                          | 7                                      | 8  |
| Trade Certificate or Advanced Trade Certificate | 11                         | 9                                      | 12                                       |
| Polytechnic Certificate or Diploma              | 13                         | 12                                     | 14                                       |
| Teacher's or Nurses' Certificate or Diploma     | 8                          | 8                                      | 8  |
| University diploma below degree level           | 4                          | 4                                      | 3  |
| University degree                               | 14                         | 17                                     | 11                                       |
| Other   | 2                          | 3                                      | 1  |
| <b>Total</b>                                    | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

**Table 90. Working status**

*Q28. At present are you....?*

|   | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|---|----------------------------|--|--|
| Self-employed   | 24                         | 25                                     | 23                                       |
| Full-time salary or wage earner                         | 47                         | 50                                     | 44                                       |
| Part-time salary or wage earner (less than 30 hrs/week) | 18                         | 17                                     | 18                                       |
| Retired   | 1                          | 0                                      | 1  |
| Full-time home-maker                                    | 5                          | 3                                      | 6  |
| Student   | 2                          | 2                                      | 2  |
| Unemployed  | 1                          | 0                                      | 1  |
| Other beneficiary                                       | 3                          | 3                                      | 4  |
| <b>Total</b>  | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

**Table 91. Occupation***Q29. And what is your current occupation?*

|  | Sub sample<br>n=343*<br>% | Parents of male teenager<br>n=178*<br>% | Parents of female teenager<br>n=159*<br>% |
|--|---------------------------|---|---|
| Clerical or sales employee                           | 12                        | 17                                      | 15  |
| Semi-skilled worker                                  | 7                         | 8                                       | 11  |
| Technical or skilled worker                          | 10                        | 10                                      | 16  |
| Business manager or executive                        | 12                        | 16                                      | 15  |
| Teacher, nurse, police, other trained service worker | 20                        | 31                                      | 23  |
| Professional or senior government official           | 5                         | 9                                       | 3   |
| Labourer, manual, agricultural or domestic worker    | 7                         | 7                                       | 14  |
| Farmer owner or manager                              | 1                         | 0                                       | 2   |
| Other  | 1                         | 0                                       | 2   |
| <b>Total</b>   | <b>100</b>                | <b>100</b>                              | <b>100</b>                                |

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

\*Sub-sample: Excludes full-time home-makers, students, unemployed and other beneficiaries (Q28).

**Table 92. Personal income***Q30. And which of these best describes your personal income before tax? Please include any child support, benefits or other income support you may receive?*

|                                  | Total sample<br>n=403<br>% | Parent of male teenager<br>n=203<br>% | Parent of female teenager<br>n=192<br>% |
|----------------------------------|----------------------------|---------------------------------------|---|
| Under \$10,000                   | 10                         | 9                                     | 11                                      |
| \$10,000 but less than \$20,000  | 16                         | 16                                    | 16                                      |
| \$20,000 but less than \$30,000  | 17                         | 18                                    | 15                                      |
| \$30,000 but less than \$40,000  | 25                         | 29                                    | 22                                      |
| \$40,000 but less than \$50,000  | 11                         | 12                                    | 9                                       |
| \$50,000 but less than \$60,000  | 3                          | 2                                     | 4                                       |
| \$60,000 but less than \$70,000  | 4                          | 1                                     | 7                                       |
| \$70,000 but less than \$80,000  | 2                          | 1                                     | 2                                       |
| \$80,000 but less than \$90,000  | 4                          | 4                                     | 3                                       |
| \$90,000 but less than \$100,000 | 2                          | 3                                     | 1                                       |
| \$100,000 or more                | 2                          | 4                                     | 0                                       |
| Don't know                       | 1                          | 0                                     | 3                                       |
| Refused                          | 4                          | 2                                     | 6                                       |
| <b>Total</b>                     | <b>100</b>                 | <b>100</b>                            | <b>100</b>                              |

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

**Table 93. Joint income***Q32. And which of these best describes the joint income of yourself and your partner before tax?*

|                                  | Sub<br>sample<br>n=321*<br>% | Parents of<br>male<br>teenager<br>n=166*<br>% | Parents of<br>female<br>teenager<br>n=155*<br>% |
|----------------------------------|------------------------------|---|---|
| Under \$10,000                   | 1                            | 1   | 0   |
| \$10,000 but less than \$20,000  | 2                            | 3   | 1   |
| \$20,000 but less than \$30,000  | 6                            | 6   | 5   |
| \$30,000 but less than \$40,000  | 13                           | 13  | 12  |
| \$40,000 but less than \$50,000  | 14                           | 13  | 16  |
| \$50,000 but less than \$60,000  | 13                           | 12  | 16  |
| \$60,000 but less than \$70,000  | 12                           | 11  | 11  |
| \$70,000 but less than \$80,000  | 8                            | 13  | 3   |
| \$80,000 but less than \$90,000  | 7                            | 5   | 9   |
| \$90,000 but less than \$100,000 | 4                            | 4   | 3   |
| \$100,000 or more                | 15                           | 17  | 12  |
| Don't know                       | 2                            | 0   | 4   |
| Refused                          | 4                            | 2   | 7   |
| <b>Total</b>                     | <b>100</b>                   | <b>100</b>                                    | <b>100</b>                                      |

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

\*Sub-sample: Includes only those respondents who were married or living with a partner.

**Table 94. Nearest town or city***Q33. And lastly, what town or city do you live in or closest to?*

|               | Total<br>sample<br>n=403<br>% | Parents of<br>male<br>teenager<br>n=203<br>% | Parents of<br>female<br>teenager<br>n=192<br>% |
|---------------|-------------------------------|--|--|
| Northland     | 2                             | 2  | 3  |
| Auckland      | 30                            | 30   | 29   |
| Waikato       | 3                             | 2  | 5  |
| Bay of Plenty | 9                             | 7  | 12   |
| Gisborne      | 1                             | 2  | 1  |
| Taranaki      | 5                             | 5  | 6  |
| Hawkes Bay    | 5                             | 6  | 4  |
| Manawatu      | 4                             | 4  | 5  |
| Wairarapa     | 1                             | 1  | 1  |
| Wanganui      | 2                             | 3  | 1  |
| Wellington    | 11                            | 9  | 13   |
| Marlborough   | 2                             | 0  | 3  |
| Nelson        | 2                             | 4  | 1  |
| West Coast    | 0                             | 0  | 0  |
| Christchurch  | 12                            | 13   | 11   |
| Timaru/Oamaru | 3                             | 3  | 2  |
| Dunedin       | 3                             | 4  | 2  |
| Invercargill  | 3                             | 4  | 3  |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                     |

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

**Table 95. Ethnicity**

Q3. Thinking now about ethnicity, which of the following ethnic groups do you fit into? You can be more than one. Are you ...?

|                      | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|----------------------|----------------------------|--|--|
| Māori                | 14                         | 14                                     | 14                                       |
| NZ European (Pakeha) | 80                         | 82                                     | 78                                       |
| Other European       | 7                          | 6                                      | 8  |
| Samoan               | 0                          | 0                                      | 0  |
| Cook Island Māori    | 0                          | 0                                      | 0  |
| Tongan               | 0                          | 0                                      | 0  |
| Niuen                | 0                          | 0                                      | 1  |
| Other                | 4                          | 4                                      | 5  |
| Refused              | 0                          | 0                                      | 1  |
| <b>Total</b>         | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

**Table 96. Gender**

|              | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--------------|----------------------------|--|--|
| Male         | 45                         | 43                                     | 47                                       |
| Female       | 55                         | 57                                     | 53                                       |
| <b>Total</b> | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

## Household profile

**Table 97. Marital status**

*Q31. And which of these categories best describes you?*

|                              | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|------------------------------|----------------------------|--|--|
| Married/living with partner  | 87                         | 90                                     | 85                                       |
| Separated, divorced, widowed | 12                         | 8                                      | 14                                       |
| Never married                | 1                          | 2                                      | 1  |
| <b>Total</b>                 | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

**Table 98. Number of children**

*Q1. First of all can you tell me how many children you are the parent or guardian of?*

|                    | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--------------------|----------------------------|--|--|
| 1 Child            | 8                          | 8                                      | 7  |
| 2 Children         | 36                         | 36                                     | 37                                       |
| 3 Children         | 32                         | 33                                     | 31                                       |
| 4 Children         | 16                         | 18                                     | 15                                       |
| 5 or more children | 8                          | 5                                      | 9  |
| <b>Total</b>       | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

## Personal drinking profile

**Table 99. Description of own drinking behaviour**

*Q22. Now, I need to ask a few questions about you. How would you describe your own drinking behaviour? Would you say you are...*

|                  | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|------------------|----------------------------|--|--|
| A light drinker  | 62                         | 67                                     | 55                                       |
| A medium drinker | 24                         | 20                                     | 29                                       |
| A heavy drinker  | 1                          | 1                                      | 0  |
| Non-drinker      | 14                         | 12                                     | 15                                       |
| Total            | 100                        | 100                                    | 100                                      |

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

**Table 100. Frequency of consumption of alcohol**

*Q23. At present, about how often do you have an alcoholic drink of any kind?*

|                            | Sub sample<br>n=329*<br>% | Parents of male teenager<br>n=168*<br>% | Parents of female teenager<br>n=156*<br>% |
|----------------------------|---------------------------|---|---|
| Almost everyday            | 18                        | 14                                      | 21  |
| About twice a week         | 25                        | 26                                      | 25  |
| About once a week          | 19                        | 22                                      | 16  |
| About once every two weeks | 11                        | 12                                      | 9   |
| About once a month         | 13                        | 12                                      | 13  |
| Only a few times a year    | 14                        | 14                                      | 15  |
| Total                      | 100                       | 100                                     | 100                                       |

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

\*Sub-sample: Excludes parents who classified themselves as non-drinkers (Q22).

**Table 101. Amount of alcohol consumed on last drinking occasion**

Q24. The last time you had a drink, about how many “glasses” did you have? By “glass”, we mean, for example, a whole can or bottle of beer or a whole glass of wine.

|                             | Sub sample<br>n=329*<br>% | Parents of male teenager<br>n=168*<br>% | Parents of female teenager<br>n=156*<br>% |
|-----------------------------|---------------------------|---|---|
| Only one glass              | 42                        | 45                                      | 39  |
| 2 glasses                   | 24                        | 26                                      | 23  |
| 3 glasses                   | 8                         | 7                                       | 11  |
| 4 glasses                   | 11                        | 10                                      | 12  |
| <b>5 glasses</b>            | <b>4</b>                  | <b>6</b>                                | <b>3</b>                                  |
| <b>6-7 glasses</b>          | <b>4</b>                  | <b>3</b>                                | <b>4</b>                                  |
| <b>8-9 glasses</b>          | <b>1</b>                  | <b>1</b>                                | <b>1</b>                                  |
| <b>More than 10 glasses</b> | <b>5</b>                  | <b>3</b>                                | <b>8</b>                                  |
| <i>Don't know</i>           | 0                         | 0                                       | 0   |
| <b>Total</b>                | <b>100</b>                | <b>100</b>                              | <b>100</b>                                |

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

\*Sub-sample: Excludes parents who classified themselves as non-drinkers (Q22).

**Table 102. Heaviest drinker in the household**

Q25. And how would you describe the **heaviest** drinker in your household? Would you say that person is.....

|                  | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|------------------|----------------------------|--|--|
| A light drinker  | 47                         | 49                                     | 44                                       |
| A medium drinker | 41                         | 39                                     | 44                                       |
| A heavy drinker  | 4                          | 4                                      | 4  |
| Non-drinker      | 7                          | 6                                      | 8  |
| Don't know       | 1                          | 1                                      | 1  |
| <b>Total</b>     | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

## General concern about teenagers and alcohol

**Table 103. Greatest concern for parents of teenagers**

*Q5a: In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers?*

|   | Total<br>sample<br><br>n=403<br>% | Parents of<br>male<br>teenager<br><br>n=203<br>% | Parents of<br>female<br>teenager<br><br>n=192<br>% |
|---|-----------------------------------|--|--|
| School/education/qualifications in general                            | 7                                 | 7  | 8  |
| Employment opportunities (full/part-time)                             | 6                                 | 5  | 7  |
| The <u>cost</u> of an education                                       | 0                                 | 0  | 0  |
| Peer pressure (e.g. feeling forced to smoke, drink,<br>do drugs etc.) | 19                                | 23   | 16   |
| Self image/ self confidence/ self esteem/ mental<br>health etc.       | 3                                 | 3  | 3  |
| Teenage suicide   | 2                                 | 2  | 0  |
| Sexual relationships  | 3                                 | 1  | 5  |
| Teenage pregnancy   | 1                                 | 0  | 2  |
| Sexually transmitted diseases   | 0                                 | 0  | 1  |
| Difficulties communicating with their teenagers                       | 2                                 | 3  | 2  |
| Difficulties enforcing rules with their teenagers                     | 1                                 | 1  | 0  |
| Dangerous driving (e.g. speed, Alcohol)                               | 2                                 | 3  | 2  |
| Staying out too late/breaking curfews                                 | 0                                 | 0  | 0  |
| Alcohol generally   | 8                                 | 10   | 6  |
| Drugs and drug related issues   | 21                                | 20   | 22   |
| Other   | 24                                | 21   | 27   |
| None  | 0                                 | 0  | 0  |
| Don't know  | 0                                 | 1  | 0  |
| <b>Total</b>  | <b>100</b>                        | <b>100</b>                                       | <b>100</b>   |

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

**Table 104. Total concerns for parents of teenagers - (all mentioned)**

Q5a: In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers? AND

Q5b. What are the other concerns parents have to deal with in relation to teenagers?

|  | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--|----------------------------|--|--|
| School/education/qualifications in general                         | 36                         | 39                                     | 33                                       |
| Employment opportunities (full/part-time)                          | 25                         | 24                                     | 26                                       |
| The <u>cost</u> of an education                                    | 3                          | 3                                      | 3  |
| Peer pressure (e.g. feeling forced to smoke, drink, do drugs etc.) | 37                         | 40                                     | 33                                       |
| Self image/ self confidence/ self esteem/ mental health etc.       | 14                         | 16                                     | 12                                       |
| Teenage suicide  | 5                          | 4                                      | 6  |
| Sexual relationships   | 21                         | 19                                     | 22                                       |
| Teenage pregnancy  | 6                          | 2                                      | 10                                       |
| Sexually transmitted diseases                                      | 4                          | 1                                      | 7  |
| Difficulties communicating with their teenagers                    | 7                          | 10                                     | 5  |
| Difficulties enforcing rules with their teenagers                  | 5                          | 6                                      | 5  |
| Dangerous driving (e.g. speed, Alcohol)                            | 14                         | 13                                     | 15                                       |
| Staying out too late/breaking curfews                              | 2                          | 3                                      | 1  |
| Alcohol-related damage to teenager's physical health               | 2                          | 2                                      | 2  |
| Alcohol-related damage to teenager's mental health                 | 0                          | 0                                      | 0  |
| Alcohol-related sexual vulnerability                               | 2                          | 1                                      | 3  |
| Alcohol-related violence or aggression                             | 1                          | 1                                      | 1  |
| Alcohol generally  | 40                         | 43                                     | 36                                       |
| Drugs and drug related issues                                      | 59                         | 62                                     | 57                                       |
| Others   | 54                         | 52                                     | 55                                       |
| None   | 5                          | 5                                      | 6  |
| Don't know   | 1                          | 2                                      | 0  |
| <b>Total</b>   | <b>**</b>                  | <b>**</b>                              | <b>**</b>                                |

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

**Table 105. Concern about teenagers and alcohol (prompted)**

*Q6. Now I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.*

|   | Total<br>sample<br>n=403<br>% | Parents of<br>male<br>teenager<br>n=203<br>% | Parents of<br>female<br>teenager<br>n=192<br>% |
|---|-------------------------------|--|--|
| <b>Drink driving (as either the passenger or driver)</b>      |                               |  |  |
| Very concerned  | 79                            | 76   | 83   |
| Concerned   | 15                            | 15   | 15   |
| Neither   | 1                             | 1  | 0  |
| Not concerned   | 3                             | 5  | 1  |
| Not concerned at all  | 2                             | 3  | 1  |
| Don't know  | 0                             | 0  | 0  |
| Total   | 100                           | 100  | 100  |
| <b>Becoming involved in a violent or aggressive situation</b> |                               |  |  |
| Very concerned  | 65                            | 63   | 68   |
| Concerned   | 23                            | 24   | 21   |
| Neither   | 1                             | 0  | 1  |
| Not concerned   | 9                             | 11   | 7  |
| Not concerned at all  | 2                             | 2  | 2  |
| Don't know  | 0                             | 0  | 0  |
| Total   | 100                           | 100  | 100  |
| <b>Becoming more sexually vulnerable</b>                      |                               |  |  |
| Very concerned  | 46                            | 38   | 55   |
| Concerned   | 44                            | 53   | 34   |
| Neither   | 2                             | 2  | 1  |
| Not concerned   | 7                             | 6  | 8  |
| Not concerned at all  | 1                             | 1  | 1  |
| Don't know  | 1                             | 0  | 1  |
| Total   | 100                           | 100  | 100  |
| <b>Damaging their health</b>                                  |                               |  |  |
| Very concerned  | 55                            | 54   | 56   |
| Concerned   | 31                            | 33   | 30   |
| Neither   | 2                             | 0  | 3  |
| Not concerned   | 8                             | 8  | 8  |
| Not concerned at all  | 4                             | 4  | 4  |
| Don't know  | 0                             | 0  | 0  |
| Total   | 100                           | 100  | 100  |
| <b>Smoking cigarettes</b>                                     |                               |  |  |
| Very concerned  | 41                            | 38   | 43   |
| Concerned   | 41                            | 40   | 44   |
| Neither   | 1                             | 2  | 1  |
| Not concerned   | 10                            | 11   | 9  |
| Not concerned at all  | 6                             | 8  | 3  |
| Don't know  | 1                             | 1  | 0  |
| Total   | 100                           | 100  | 100  |

**Table 106. Concern about teenagers and alcohol (prompted) contd..**

Q6. Now I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.

|  | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--|----------------------------|--|--|
| <b>Taking drugs</b>                            |                            |  |  |
| Very concerned                                 | 76                         | 76                                     | 77                                       |
| Concerned                                      | 16                         | 16                                     | 16                                       |
| Neither  | 1                          | 1                                      | 1  |
| Not concerned                                  | 4                          | 4                                      | 4  |
| Not concerned at all                           | 2                          | 1                                      | 3  |
| Don't know                                     | 1                          | 1                                      | 0  |
| Total  | 100                        | 100                                    | 100                                      |
| <b>Injuring themselves</b>                     |                            |  |  |
| Very concerned                                 | 52                         | 51                                     | 53                                       |
| Concerned                                      | 35                         | 35                                     | 35                                       |
| Neither  | 2                          | 1                                      | 3  |
| Not concerned                                  | 9                          | 11                                     | 6  |
| Not concerned at all                           | 2                          | 2                                      | 2  |
| Don't know                                     | 0                          | 0                                      | 0  |
| Total  | 100                        | 100                                    | 100                                      |
| <b>Embarrassing themselves or their family</b> |                            |  |  |
| Very concerned                                 | 10                         | 8                                      | 13                                       |
| Concerned                                      | 40                         | 40                                     | 40                                       |
| Neither  | 6                          | 7                                      | 4  |
| Not concerned                                  | 28                         | 27                                     | 27                                       |
| Not concerned at all                           | 15                         | 16                                     | 14                                       |
| Don't know                                     | 2                          | 1                                      | 2  |
| Total  | 100                        | 100                                    | 100                                      |

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

## Involvement with own teenager and alcohol

**Table 107. Parental views regarding their own teenager drinking alcohol**

*Q10. Do you think your teenager drinks alcohol?*

|                      | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|----------------------|----------------------------|--|--|
| Yes                  | 77                         | 84                                     | 72                                       |
| No                   | 22                         | 16                                     | 26                                       |
| Can't say/don't know | 1                          | 0                                      | 2  |
| Total                | 100                        | 100                                    | 100                                      |

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

**Table 108. Reported level of excessive teenage drinking**

*Q11. And do you think your teenager has ever drunk too much alcohol?*

|                      | Sub Sample<br>n=297*<br>% | Parents of male teenager<br>n=163*<br>% | Parents of female teenager<br>n=134*<br>% |
|----------------------|---------------------------|---|---|
| Yes                  | 49                        | 55                                      | 40  |
| No                   | 46                        | 39                                      | 55  |
| Can't say/don't know | 5                         | 5                                       | 5   |
| Total                | 100                       | 100                                     | 100                                       |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 109. Concern about own teenager and alcohol**

*Q8. On a scale of zero to ten, how worried would you say you are about your teen and alcohol? Please let zero represent not at all worried and ten represent extremely worried.*

|                              | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|------------------------------|----------------------------|--|--|
| 0: Not at all concerned      | 24                         | 22                                     | 26                                       |
| 1-3: Low level of concern    | 31                         | 30                                     | 31                                       |
| 4-6: Medium level of concern | 30                         | 32                                     | 25                                       |
| 7-10: High level of concern  | 16                         | 16                                     | 16                                       |
| Total                        | 100                        | 100                                    | 100                                      |

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

**Table 110. Responsibility for helping teenagers learn to handle alcohol responsibly**

*Q7. And in your opinion, who do you believe should play the most important role in helping teenagers learn how to handle alcohol responsibly?*

|                                | Total<br>sample<br>n=403<br>% | Parents of<br>male<br>teenager<br>n=203<br>% | Parents of<br>female<br>teenager<br>n=192<br>% |
|--------------------------------|-------------------------------|--|--|
| Parents/guardians              | 92                            | 94   | 91   |
| Teachers/schools               | 1                             | 1  | 0  |
| Church                         | 0                             | 0  | 0  |
| Whanau/extended family         | 2                             | 2  | 1  |
| Other community organisations  | 1                             | 1  | 0  |
| Other Government organisations | 1                             | 0  | 1  |
| Other                          | 4                             | 2  | 6  |
| Don't know                     | 0                             | 0  | 1  |
| Total                          | 100                           | 100  | 100  |

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

**Table 111. Attitudes toward alcohol in relation to their own teenager**

*Q9. I'm now going to read out views of some parents about their teenager and alcohol, and I'd like you to let me know whether you agree or disagree with each statement in relation to your own teenager. Is that agree/disagree or strongly agree/disagree?*

|  | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--|----------------------------|--|--|
| <b>It's okay for my teenager to get drunk sometimes.</b>                       |                            |  |  |
| Strongly agree   | 2                          | 2                                      | 1  |
| Agree  | 21                         | 25                                     | 17                                       |
| Neither  | 5                          | 6                                      | 5  |
| Disagree   | 29                         | 28                                     | 30                                       |
| Strongly disagree  | 44                         | 39                                     | 48                                       |
| Don't know   | 0                          | 0                                      | 0  |
| <b>Total</b>   | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |
| <b>Getting drunk is part of having fun as a teenager.</b>                      |                            |  |  |
| Strongly agree   | 4                          | 3                                      | 5  |
| Agree  | 12                         | 13                                     | 12                                       |
| Neither  | 3                          | 5                                      | 1  |
| Disagree   | 29                         | 30                                     | 29                                       |
| Strongly disagree  | 51                         | 49                                     | 52                                       |
| Don't know   | 1                          | 0                                      | 1  |
| <b>Total</b>   | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |
| <b>Teenagers should not drink at all.</b>                                      |                            |  |  |
| Strongly agree   | 7                          | 7                                      | 6  |
| Agree  | 6                          | 4                                      | 7  |
| Neither  | 5                          | 3                                      | 7  |
| Disagree   | 62                         | 63                                     | 63                                       |
| Strongly disagree  | 20                         | 23                                     | 16                                       |
| Don't know   | 0                          | 0                                      | 0  |
| <b>Total</b>   | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |
| <b>I set a good example for my teenager through my own drinking behaviour.</b> |                            |  |  |
| Strongly agree   | 52                         | 56                                     | 48                                       |
| Agree  | 40                         | 37                                     | 41                                       |
| Neither  | 3                          | 4                                      | 3  |
| Disagree   | 5                          | 3                                      | 6  |
| Strongly disagree  | 0                          | 0                                      | 0  |
| Don't know   | 1                          | 0                                      | 1  |
| <b>Total</b>   | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

**Table 112. Actions taken in regard to teenager and alcohol**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|   | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|---|----------------------------|--|--|
| <b>I talk to my teenager about what is going on in their life.</b>  |                            |  |  |
| Always  | 56                         | 56                                     | 57                                       |
| Mostly  | 30                         | 33                                     | 27                                       |
| Sometimes   | 12                         | 11                                     | 14                                       |
| Not often   | 1                          | 0                                      | 1  |
| Never   | 1                          | 0                                      | 1  |
| Total   | 100                        | 100                                    | 100                                      |
| <b>I have discussions with my teenager about alcohol related issues.</b>  |                            |  |  |
| Always  | 37                         | 37                                     | 37                                       |
| Mostly  | 27                         | 26                                     | 29                                       |
| Sometimes   | 27                         | 28                                     | 26                                       |
| Not often   | 6                          | 6                                      | 6  |
| Never   | 1                          | 1                                      | 1  |
| Don't know/not applicable   | 2                          | 2                                      | 1  |
| Total   | 100                        | 100                                    | 100                                      |
| <b>I set clear rules for my teenager about alcohol use.</b>   |                            |  |  |
| Always  | 57                         | 60                                     | 54                                       |
| Mostly  | 18                         | 17                                     | 17                                       |
| Sometimes   | 11                         | 11                                     | 11                                       |
| Not often   | 4                          | 4                                      | 4  |
| Never   | 7                          | 5                                      | 10                                       |
| Don't know/not applicable   | 3                          | 2                                      | 4  |
| Total   | 100                        | 100                                    | 100                                      |
| <b>I make it a rule that my teen mustn't drink alcohol when they go out.</b>                                    |                            |  |  |
| Always  | 24                         | 25                                     | 23                                       |
| Mostly  | 9                          | 6                                      | 11                                       |
| Sometimes   | 13                         | 16                                     | 11                                       |
| Not often   | 14                         | 12                                     | 17                                       |
| Never   | 34                         | 37                                     | 32                                       |
| Don't know/not applicable   | 6                          | 4                                      | 6  |
| Total   | 100                        | 100                                    | 100                                      |
| <b>I talk to my teenager about the kind of things that can go wrong in situations where alcohol is present.</b> |                            |  |  |
| Always  | 57                         | 61                                     | 54                                       |
| Mostly  | 20                         | 18                                     | 22                                       |
| Sometimes   | 18                         | 18                                     | 18                                       |
| Not often   | 2                          | 0                                      | 3  |
| Never   | 2                          | 2                                      | 1  |
| Don't know/not applicable   | 1                          | 1                                      | 1  |
| Total   | 100                        | 100                                    | 100                                      |

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

**Table 113. Actions taken in regard to teenager and alcohol (continued)**

*Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.*

|  | Total<br>sample<br><br>n=403<br>% | Parents of<br>male<br>teenager<br>n=203<br>% | Parents of<br>female<br>teenager<br>n=192<br>% |
|--|-----------------------------------|--|--|
| <b>I ensure that my teenager has adult supervision in situations where alcohol is present.</b>                             |                                   |  |  |
| Always   | 44                                | 45   | 44   |
| Mostly   | 20                                | 18   | 22   |
| Sometimes  | 13                                | 13   | 14   |
| Not often  | 11                                | 10   | 11   |
| Never  | 9                                 | 11   | 6  |
| Don't know/not applicable  | 4                                 | 4  | 3  |
| Total  | 100                               | 100  | 100  |
| <b>Before my teenager attends an event where alcohol will be present, I set a limit on how much my teenager can drink.</b> |                                   |  |  |
| Always   | 31                                | 29   | 32   |
| Mostly   | 12                                | 11   | 13   |
| Sometimes  | 5                                 | 7  | 3  |
| Not often  | 8                                 | 9  | 6  |
| Never  | 29                                | 30   | 29   |
| Don't know/not applicable  | 16                                | 15   | 17   |
| Total  | 100                               | 100  | 100  |
| <b>Before my teenager attends a party, I contact the parent host of that party.</b>  |                                   |  |  |
| Always   | 31                                | 31   | 31   |
| Mostly   | 10                                | 11   | 10   |
| Sometimes  | 20                                | 22   | 17   |
| Not often  | 9                                 | 11   | 8  |
| Never  | 21                                | 19   | 25   |
| Don't know/not applicable  | 9                                 | 7  | 9  |
| Total  | 100                               | 100  | 100  |
| <b>My teenager and I agree on arrangements about transportation to and from an event before they go out.</b>               |                                   |  |  |
| Always   | 80                                | 78   | 83   |
| Mostly   | 10                                | 9  | 11   |
| Sometimes  | 4                                 | 5  | 2  |
| Not often  | 2                                 | 3  | 1  |
| Never  | 3                                 | 4  | 2  |
| Don't know/not applicable  | 1                                 | 1  | 1  |
| Total  | 100                               | 100  | 100  |
| <b>When my teenager goes out, I know where he/she is going and who with.</b>   |                                   |  |  |
| Always   | 69                                | 61   | 75   |
| Mostly   | 21                                | 28   | 14   |
| Sometimes  | 7                                 | 7  | 7  |
| Not often  | 2                                 | 2  | 2  |
| Never  | 1                                 | 2  | 0  |
| Total  | 100                               | 100  | 100  |

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

**Table 114. Actions taken in regard to teenager and alcohol (continued)**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|  | Total<br>sample<br>n=403<br>% | Parents of<br>male<br>teenager<br>n=203<br>% | Parents of<br>female<br>teenager<br>n=192<br>% |
|--|-------------------------------|--|--|
| <b>I set a curfew before my teenager goes out at night.</b>                                      |                               |  |  |
| Always   | 51                            | 51   | 51   |
| Mostly   | 11                            | 13   | 10   |
| Sometimes  | 11                            | 11   | 12   |
| Not often  | 6                             | 6  | 6  |
| Never  | 17                            | 19   | 14   |
| Don't know/not applicable  | 4                             | 1  | 7  |
| Total  | 100                           | 100  | 100  |
| <b>My teenager has to let me know when he or she is safely home at night.</b>                    |                               |  |  |
| Always   | 65                            | 67   | 64   |
| Mostly   | 9                             | 10   | 9  |
| Sometimes  | 4                             | 5  | 2  |
| Not often  | 4                             | 5  | 4  |
| Never  | 11                            | 9  | 12   |
| Don't know/not applicable  | 7                             | 4  | 9  |
| Total  | 100                           | 100  | 100  |
| <b>I pick my teen up from evening social functions which he/she has attended.</b>                |                               |  |  |
| Always   | 34                            | 34   | 33   |
| Mostly   | 24                            | 23   | 25   |
| Sometimes  | 24                            | 23   | 25   |
| Not often  | 6                             | 4  | 9  |
| Never  | 10                            | 14   | 6  |
| Don't know/not applicable  | 2                             | 3  | 1  |
| Total  | 100                           | 100  | 100  |
| <b>I get to know my teenager's friends.</b>  |                               |  |  |
| Always   | 58                            | 59   | 57   |
| Mostly   | 34                            | 36   | 33   |
| Sometimes  | 6                             | 4  | 7  |
| Not often  | 1                             | 0  | 2  |
| Never  | 1                             | 0  | 1  |
| Don't know/not applicable  | 0                             | 0  | 0  |
| Total  | 100                           | 100  | 100  |
| <b>I talk to the parents of my teenager's friends about events or parties they are going to.</b> |                               |  |  |
| Always   | 27                            | 26   | 28   |
| Mostly   | 20                            | 22   | 19   |
| Sometimes  | 31                            | 33   | 30   |
| Not often  | 9                             | 9  | 9  |
| Never  | 10                            | 10   | 10   |
| Don't know/not applicable  | 3                             | 0  | 4  |
| Total  | 100                           | 100  | 100  |

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

**Table 115. Problems encountered by parents in regard to their teenager and alcohol**

*Q16. I'm now going to read out some statements about problems that some parents have encountered when dealing with their teenager in relation to alcohol. As I read out each statement, please say whether you always, mostly, sometimes, not often or never encounter this problem with your own teen..*

|  | Total<br>sample<br>n=403<br>% | Parents of<br>male<br>teenager<br>n=203<br>% | Parents of<br>female<br>teenager<br>n=192<br>% |
|--|-------------------------------|--|--|
| <b>I have difficulty approaching my teenager to talk about alcohol related issues.</b>               |                               |  |  |
| Always   | 0                             | 0  | 0  |
| Mostly   | 1                             | 0  | 1  |
| Sometimes  | 7                             | 5  | 9  |
| Not often  | 9                             | 6  | 12   |
| Never  | 82                            | 86   | 77   |
| Don't know/not applicable  | 1                             | 2  | 0  |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                     |
| <b>I set rules for my teenager about alcohol but their other parent lets them break those rules.</b> |                               |  |  |
| Always   | 1                             | 1  | 1  |
| Mostly   | 2                             | 2  | 1  |
| Sometimes  | 17                            | 18   | 17   |
| Not often  | 9                             | 8  | 10   |
| Never  | 55                            | 52   | 57   |
| Don't know/not applicable  | 17                            | 19   | 14   |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                     |
| <b>I set rules for my teenager about alcohol but he/she breaks them.</b>                             |                               |  |  |
| Always   | 2                             | 0  | 4  |
| Mostly   | 2                             | 1  | 3  |
| Sometimes  | 17                            | 24   | 11   |
| Not often  | 15                            | 16   | 15   |
| Never  | 55                            | 47   | 62   |
| Don't know/not applicable  | 9                             | 12   | 6  |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                     |
| <b>It's hard to set rules because my teenager's friends have parents who are more lenient.</b>       |                               |  |  |
| Always   | 4                             | 4  | 4  |
| Mostly   | 8                             | 10   | 5  |
| Sometimes  | 19                            | 21   | 18   |
| Not often  | 14                            | 17   | 11   |
| Never  | 44                            | 34   | 53   |
| Don't know/not applicable  | 12                            | 14   | 9  |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>                                   | <b>100</b>                                     |

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

## Supply of alcohol to teenagers

**Table 116. Parental views regarding how their own teenager obtains alcohol**

*Q12. How does your teenager currently obtain alcohol? Probe*

|                                   | Sub<br>Sample<br><br>n=297*<br>% | Parents of<br>male<br>teenager<br><br>n=163*<br>% | Parents of<br>female<br>teenager<br><br>n=134*<br>% |
|-----------------------------------|----------------------------------|---|---|
| Teen buys it him/herself          | 19                               | 21  | 16  |
| From his/her friends              | 37                               | 33  | 42  |
| From a brother/sister             | 7                                | 6   | 8   |
| From a parent                     | 63                               | 59  | 68  |
| From a friends' parents/siblings  | 10                               | 10  | 10  |
| From another adult the teen knows | 4                                | 3   | 5   |
| From a stranger                   | 0                                | 0   | 1   |
| Teen steals it/ sneaks it         | 2                                | 4   | 0   |
| Other                             | 5                                | 3   | 8   |
| Don't know                        | 5                                | 6   | 2   |
| <b>Total</b>                      | <b>**</b>                        | <b>**</b>   | <b>**</b>   |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 117. Parents giving teenagers money for alcohol**

*Q13. Within the past 6 months, have you given your teenager money to purchase alcohol to take to an event which you were not attending? If yes: The last time you did this, how much would you have given them?*

|  | Sub<br>Sample<br><br>n=297*<br>% | Parents of<br>male<br>teenager<br><br>n=163*<br>% | Parents of<br>female<br>teenager<br><br>n=134*<br>% |
|--|----------------------------------|---|---|
| Less than \$10                                 | 3                                | 2   | 5   |
| \$10-\$20                                      | 6                                | 6   | 5   |
| \$21-30  | 0                                | 0   | 0   |
| More than \$30                                 | 0                                | 0   | 0   |
| None/Have not given teenager money for alcohol | 89                               | 90  | 87  |
| Refused  | 1                                | 1   | 2   |
| <b>Total</b>                                   | <b>100</b>                       | <b>100</b>  | <b>100</b>  |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 118. Parent supply of alcohol to children**

*Q14. And within the last six months have you ever given your teenager alcohol to take to a social situation which you will not be attending?*

|       | Sub Sample<br>n=294*<br>% | Parents of male teenager<br>n=161*<br>% | Parents of female teenager<br>n=133*<br>% |
|-------|---------------------------|---|---|
| Yes   | 31                        | 29                                      | 34  |
| No    | 69                        | 71                                      | 66  |
| Total | 100                       | 100                                     | 100                                       |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 119. Amount of alcohol supplied**

*Q14a. The last time you did this, about how much alcohol did you give them?*

| One serving = 15ml of alcohol | Sub Sample<br>n=81*<br>% | Parents of male teenager<br>n=38*<br>% | Parents of female teenager<br>n=43*<br>% |
|-------------------------------|--------------------------|--|--|
| 1 serving                     | 12                       | 8                                      | 16                                       |
| 2 servings                    | 15                       | 17                                     | 14                                       |
| 3 servings                    | 10                       | 8                                      | 14                                       |
| 4 servings                    | 11                       | 4                                      | 19                                       |
| 5 - 6 servings                | 41                       | 52                                     | 30                                       |
| 7 - 8 servings                | 0                        | 0                                      | 0  |
| 9 - 10 servings               | 3                        | 5                                      | 1  |
| More than 10 servings         | 5                        | 7                                      | 9  |
| Total                         | 100                      | 100                                    | 100                                      |
| Mean                          | 4.4                      | 4.8                                    | 4.2                                      |

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

\*Sub-sample: Includes only those respondents who had given their teenager alcohol to take out.

Caution: Results in this table are indicative due to low base numbers of respondents (<100).

**Table 120. Type of alcohol supplied***Q14b. What sort of alcohol was that?*

|                             | Sub<br>Sample<br>n=81*<br>% | Parents of<br>male<br>teenager<br>n=38*<br>% | Parents of<br>female<br>teenager<br>n=43*<br>% |
|-----------------------------|-----------------------------|--|--|
| Low alcohol beer            | 1                           | 2  | 0  |
| Ordinary beer-cans/stubbies | 46                          | 67   | 24   |
| Ordinary beer-750ml bottles | 0                           | 0  | 1  |
| Cider-750ml bottles         | 2                           | 0  | 4  |
| Wine-750ml bottles          | 15                          | 11   | 20   |
| Wine cooler-stubbie bottle  | 2                           | 0  | 4  |
| Alcoholic sodas             | 6                           | 4  | 8  |
| Alcoholic lemonades         | 0                           | 0  | 1  |
| RTD's                       | 23                          | 5  | 42   |
| Spirits-miniatures          | 4                           | 4  | 4  |
| Spirits-Standard bottle     | 1                           | 1  | 1  |
| Spirits-larger bottle       | 0                           | 0  | 1  |
| Liqueurs-standard bottle    | 0                           | 0  | 1  |
| Home brew                   | 2                           | 4  | 0  |
| Don't know                  | 2                           | 4  | 0  |
| Total                       | **                          | **   | **   |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

## Support channels- awareness and usage

**Table 121. Awareness of sources of support for dealing with teenagers and alcohol**

*Q17. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. What people or organisations could you go to if you needed support dealing with your teenager about alcohol related issues? Can you think of any other options?*

|                                 | Total<br>sample<br>n=403<br>% | Parents of<br>male<br>teenager<br>n=203<br>% | Parents of<br>female<br>teenager<br>n=192<br>% |
|---------------------------------|-------------------------------|--|--|
| The teen's other parent         | 2                             | 1  | 3  |
| Friends                         | 5                             | 3  | 8  |
| Extended family                 | 7                             | 5  | 9  |
| Other parents                   | 5                             | 8  | 3  |
| The school                      | 27                            | 26   | 27   |
| The marae                       | 0                             | 0  | 0  |
| The church                      | 11                            | 9  | 11   |
| The Alcohol Helpline            | 4                             | 3  | 5  |
| Personal Help Services          | 1                             | 0  | 2  |
| Barnardos                       | 0                             | 0  | 0  |
| Citizens Advice Bureau          | 8                             | 7  | 8  |
| Relationship Services           | 1                             | 1  | 1  |
| Toughlove Parent Support Groups | 4                             | 5  | 4  |
| DARE                            | 5                             | 6  | 3  |
| AA                              | 33                            | 32   | 34   |
| Books                           | 1                             | 0  | 1  |
| ALAC web page                   | 3                             | 4  | 3  |
| The Police                      | 11                            | 11   | 11   |
| Other                           | 44                            | 39   | 48   |
| None                            | 3                             | 4  | 2  |
| Don't know                      | 15                            | 16   | 13   |
| Total                           | **                            | **   | **   |

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

**Table 122. Utilised sources of support for dealing with teenagers and alcohol**

*Q17a. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. ... Which of these have you actually used?*

|                                 | Total<br>sample<br>n=403<br>% | Parents of<br>male<br>teenager<br>n=203<br>% | Parents of<br>female<br>teenager<br>n=192<br>% |
|---------------------------------|-------------------------------|--|--|
| Friends                         | 1                             | 0  | 2  |
| Extended family                 | 1                             | 1  | 1  |
| Other parents                   | 1                             | 2  | 1  |
| The school                      | 3                             | 2  | 4  |
| The marae                       | 0                             | 0  | 0  |
| The church                      | 1                             | 1  | 1  |
| The Alcohol Helpline            | 0                             | 0  | 1  |
| Personal Help Services          | 1                             | 0  | 1  |
| Citizens Advice Bureau          | 1                             | 2  | 0  |
| Toughlove Parent Support Groups | 1                             | 0  | 1  |
| AA                              | 1                             | 1  | 1  |
| ALAC web page                   | 0                             | 0  | 0  |
| The Police                      | 0                             | 1  | 0  |
| Other                           | 6                             | 6  | 6  |
| None                            | 79                            | 82   | 79   |
| Don't know                      | 7                             | 6  | 8  |
| <b>Total</b>                    | <b>**</b>                     | <b>**</b>                                    | <b>**</b>                                      |

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

## Knowledge of legislation

**Table 123. Legal age of purchasing alcohol**

*Q18. I'm going to ask a few questions now about alcohol and the law. Do you know how old people need to be before they can buy alcohol or be supplied with alcohol in NZ?*

|                    | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--------------------|----------------------------|--|--|
| Less than 18 years | 1                          | 1                                      | 0  |
| 18 years           | 98                         | 98                                     | 97                                       |
| 19 years           | 0                          | 0                                      | 1  |
| 20 years           | 1                          | 1                                      | 1  |
| Over 20 years      | 1                          | 0                                      | 1  |
| Don't know         | 0                          | 0                                      | 0  |
| <b>Total</b>       | <b>100</b>                 | <b>100</b>                             | <b>100</b>                               |

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

**Table 124. Situations for under 18 year olds to be supplied with alcohol**

*Q19. And do you know if there are any situations where under 18 years old can legally be supplied with alcohol?*

|  | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--|----------------------------|--|--|
| <b>Correct responses</b>   |                            |  |  |
| When it is given to them by their parent or legal guardian                                       | 43                         | 44                                     | 44                                       |
| When it is given to them at a private function (e.g. a wedding, 21 <sup>st</sup> birthday party) | 11                         | 14                                     | 8  |
| <b>Incorrect responses</b>   |                            |  |  |
| If it is given to them by an older family member   | 2                          | 3                                      | 1  |
| If it is given to them by an adult   | 2                          | 2                                      | 3  |
| In a restaurant or café where there is food  | 8                          | 9                                      | 7  |
| Other  | 5                          | 6                                      | 3  |
| None/There are no exceptions to the law  | 15                         | 13                                     | 17                                       |
| Don't know   | 30                         | 31                                     | 29                                       |
| <b>Total</b>   | <b>**</b>                  | <b>**</b>                              | <b>**</b>                                |

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

**Table 125. Law on under 18 year olds drinking alcohol in public places**

*Q20. And do you know whether under 18 year olds are allowed to drink alcohol away from private premises. This means places like public parks, streets, beaches or anywhere that is not privately owned.*

*Are there any special conditions associated with that?*

*Are there any exceptions to that?*

|  | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--|----------------------------|--|--|
| <b>Correct responses</b>   |                            |  |  |
| They are allowed if they are with a parent or guardian   | 11                         | 13                                     | 8  |
| <b>Incorrect responses</b>   |                            |  |  |
| No, they are not allowed under any circumstances   | 60                         | 60                                     | 62                                       |
| Yes, they can under any circumstances  | 0                          | 0                                      | 0  |
| Yes, they can if they are with an adult (e.g. relative, friend, coach, teacher)                    | 0                          | 0                                      | 0  |
| Yes, they can if the alcohol was legally supplied (i.e. given to them by their parent or guardian) | 1                          | 1                                      | 0  |
| Other incorrect response   | 4                          | 4                                      | 3  |
| Don't know   | 26                         | 25                                     | 28                                       |
| Total  | **                         | **                                     | **                                       |

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

**Table 126. Proof of age when purchasing alcohol**

*Q21. And do you know what sort of identification is needed as proof of age for people wanting to buy alcohol?*

|                          | Total sample<br>n=403<br>% | Parents of male teenager<br>n=203<br>% | Parents of female teenager<br>n=192<br>% |
|--------------------------|----------------------------|--|--|
| Photo ID (non-specific)  | 43                         | 46                                     | 39                                       |
| NZ or overseas passport  | 28                         | 30                                     | 25                                       |
| NZ photo drivers license | 67                         | 64                                     | 73                                       |
| HANZ 18+ card            | 23                         | 22                                     | 23                                       |
| Other                    | 33                         | 33                                     | 34                                       |
| Don't know               | 4                          | 4                                      | 4  |
| Total                    | **                         | **                                     | **                                       |

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

## Appendix D: Results by parental ethnicity (Māori and non-Māori)

### Personal demographics

**Table 127. Highest educational qualification**

*Q27. Finally, I just need to ask a few questions for classification purposes. Thinking about your education, which of these best describes your highest educational qualification?*

|   | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|---|-------------------------------|---------------------|-------------------------|
| No school examinations                          | 14                            | 27                  | 12                      |
| School Certificate                              | 22                            | 19                  | 22                      |
| 6 <sup>th</sup> Form Certificate                | 5                             | 4                   | 6                       |
| University entrance or equivalent               | 7                             | 5                   | 8                       |
| Trade Certificate or Advanced Trade Certificate | 11                            | 11                  | 11                      |
| Polytechnic Certificate or Diploma              | 13                            | 16                  | 13                      |
| Teacher's or Nurses' Certificate or Diploma     | 8                             | 5                   | 8                       |
| University diploma below degree level           | 4                             | 2                   | 4                       |
| University degree                               | 14                            | 8                   | 15                      |
| Other   | 2                             | 1                   | 2                       |
| <b>Total</b>                                    | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 128. Employment status**

*Q28. At present are you....?*

|   | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|---|-------------------------------|---------------------|-------------------------|
| Self-employed   | 24                            | 16                  | 25                      |
| Full-time salary or wage earner                         | 47                            | 42                  | 48                      |
| Part-time salary or wage earner (less than 30 hrs/week) | 18                            | 22                  | 17                      |
| Retired   | 1                             | 2                   | 1                       |
| Full-time home-maker                                    | 5                             | 9                   | 4                       |
| Student   | 2                             | 2                   | 2                       |
| Unemployed  | 1                             | 2                   | 1                       |
| Other beneficiary                                       | 3                             | 5                   | 3                       |
| <b>Total</b>  | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 129. Occupation***Q29. And what is your current occupation?*

|   | Sub<br>sample<br>n=264* | Māori<br>n=133* | Non-Māori<br>n=131* |
|---|-------------------------|-----------------|---------------------|
|   | %                       | %               | %                   |
| Clerical or sales employee                              | 12                      | 15              | 17                  |
| Semi-skilled worker                                     | 7                       | 9               | 10                  |
| Technical or skilled worker                             | 10                      | 11              | 14                  |
| Business manager or executive                           | 12                      | 9               | 17                  |
| Business owner or self-employed                         | 26                      |                 |                     |
| Teacher, nurse, police, other trained service<br>worker | 20                      | 30              | 26                  |
| Professional or senior government official              | 5                       | 2               | 7                   |
| Labourer, manual, agricultural or domestic worker       | 7                       | 23              | 8                   |
| Farmer owner or manager                                 | 1                       | 0               | 1                   |
| Other   | 1                       | 1               | 1                   |
| <b>Total</b>  | <b>100</b>              | <b>100</b>      | <b>100</b>          |

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

\*Sub-sample: Excludes full-time homemakers, students, unemployed and beneficiaries.

**Table 130. Personal income**

*Q30. And which of these best describes your personal income before tax? Please include any child support, benefits or other income support you may receive?*

|                                  | Total<br>sample<br>n=403 | Māori<br>n=200 | Non-Māori<br>n=203 |
|----------------------------------|--------------------------|----------------|--------------------|
|                                  | %                        | %              | %                  |
| Under \$10,000                   | 10                       | 12             | 10                 |
| \$10,000 but less than \$20,000  | 16                       | 21             | 15                 |
| \$20,000 but less than \$30,000  | 17                       | 21             | 16                 |
| \$30,000 but less than \$40,000  | 25                       | 17             | 26                 |
| \$40,000 but less than \$50,000  | 11                       | 13             | 11                 |
| \$50,000 but less than \$60,000  | 3                        | 6              | 3                  |
| \$60,000 but less than \$70,000  | 4                        | 2              | 4                  |
| \$70,000 but less than \$80,000  | 2                        | 1              | 2                  |
| \$80,000 but less than \$90,000  | 4                        | 1              | 4                  |
| \$90,000 but less than \$100,000 | 2                        | 1              | 2                  |
| \$100,000 or more                | 2                        | 1              | 2                  |
| Don't know                       | 1                        | 0              | 2                  |
| Refused                          | 4                        | 3              | 4                  |
| <b>Total</b>                     | <b>100</b>               | <b>100</b>     | <b>100</b>         |

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

**Table 131. Joint income***Q32. And which of these best describes the joint income of yourself and your partner before tax?*

|                                  | Sub<br>sample<br>n=325* | Māori<br>n=159* | Non-Māori<br>n=166* |
|----------------------------------|-------------------------|-----------------|---------------------|
|                                  | %                       | %               | %                   |
| Under \$10,000                   | 1                       | 1               | 1                   |
| \$10,000 but less than \$20,000  | 2                       | 7               | 2                   |
| \$20,000 but less than \$30,000  | 6                       | 10              | 5                   |
| \$30,000 but less than \$40,000  | 13                      | 12              | 13                  |
| \$40,000 but less than \$50,000  | 14                      | 14              | 14                  |
| \$50,000 but less than \$60,000  | 13                      | 14              | 13                  |
| \$60,000 but less than \$70,000  | 12                      | 13              | 11                  |
| \$70,000 but less than \$80,000  | 8                       | 6               | 8                   |
| \$80,000 but less than \$90,000  | 7                       | 7               | 7                   |
| \$90,000 but less than \$100,000 | 4                       | 6               | 4                   |
| \$100,000 or more                | 15                      | 5               | 16                  |
| Don't know                       | 2                       | 2               | 2                   |
| Refused                          | 4                       | 4               | 4                   |
| <b>Total</b>                     | <b>100</b>              | <b>100</b>      | <b>100</b>          |

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

\*Sub-sample: Includes only those respondents who were married or living with a partner.

**Table 132. Nearest town or city***Q33. And lastly, what town or city do you live in or closest to?*

|               | Total<br>Sample<br>n=403 | Māori<br>n=200 | Non-Māori<br>n=203 |
|---------------|--------------------------|----------------|--------------------|
|               | %                        | %              | %                  |
| Northland     | 2                        | 10             | 1                  |
| Auckland      | 30                       | 16             | 33                 |
| Waikato       | 3                        | 6              | 3                  |
| Bay of Plenty | 9                        | 19             | 8                  |
| Gisborne      | 1                        | 3              | 1                  |
| Taranaki      | 5                        | 2              | 6                  |
| Hawkes Bay    | 5                        | 9              | 5                  |
| Manawatu      | 4                        | 3              | 5                  |
| Wairarapa     | 1                        | 0              | 1                  |
| Wanganui      | 2                        | 2              | 2                  |
| Wellington    | 11                       | 10             | 11                 |
| Marlborough   | 2                        | 1              | 2                  |
| Nelson        | 2                        | 1              | 2                  |
| West Coast    | 0                        | 1              | 0                  |
| Christchurch  | 12                       | 7              | 13                 |
| Timaru/Oamaru | 3                        | 2              | 3                  |
| Dunedin       | 3                        | 4              | 3                  |
| Invercargill  | 3                        | 3              | 3                  |
| <b>Total</b>  | <b>100</b>               | <b>100</b>     | <b>100</b>         |

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

**Table 133. Ethnicity**

Q3. Thinking now about ethnicity, which of the following ethnic groups do you fit into? You can be more than one. Are you ...?

|                      | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|----------------------|-------------------------------|---------------------|-------------------------|
| Maori                | 50                            | 100                 | 0                       |
| NZ European (Pakeha) | 62                            | 38                  | 87                      |
| Other European       | 5                             | 3                   | 7                       |
| Pacific Island       | 1                             | 2                   | 0                       |
| Other                | 3                             | 1                   | 5                       |
| Refused              | 0                             | 0                   | 0                       |
| Total                | **                            | **                  | **                      |

\*\*Note: Totals may exceed 100% due to multiple response.

\*Figures presented in the total sample column are weighted in all tables including this one.

**Table 134. Gender**

|        | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--------|-------------------------------|---------------------|-------------------------|
| Male   | 45                            | 41                  | 46                      |
| Female | 55                            | 59                  | 54                      |
| Total  | 100                           | 100                 | 100                     |

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

## Household profile

**Table 135. Marital status**

*Q31. And which of these categories best describes you?*

|                              | Total<br>sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|------------------------------|-------------------------------|---------------------|-------------------------|
| Married/living with partner  | 87                            | 79                  | 88                      |
| Separated, divorced, widowed | 12                            | 17                  | 11                      |
| Never married                | 1                             | 5                   | 1                       |
| <b>Total</b>                 | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 136. Number of children**

*Q1. First of all can you tell me how many children you are the parent or guardian of?*

|                    | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--------------------|-------------------------------|---------------------|-------------------------|
| 1 Child            | 8                             | 7                   | 8                       |
| 2 Children         | 36                            | 25                  | 38                      |
| 3 Children         | 32                            | 31                  | 33                      |
| 4 Children         | 16                            | 17                  | 16                      |
| 5 or more children | 8                             | 21                  | 6                       |
| <b>Total</b>       | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

## Personal drinking profile

**Table 137. Description of own drinking behaviour**

*Q22. Now, I need to ask a few questions about you. How would you describe your own drinking behaviour? Would you say you are....*

|                  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|------------------|-------------------------------|---------------------|-------------------------|
| A light drinker  | 62                            | 47                  | 64                      |
| A medium drinker | 24                            | 27                  | 23                      |
| A heavy drinker  | 1                             | 2                   | 1                       |
| Non-drinker      | 14                            | 23                  | 12                      |
| Don't know       | 0                             | 1                   | 0                       |
| <b>Total</b>     | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 138. Frequency of consumption of alcohol**

*Q23. At present, about how often do you have an alcoholic drink of any kind?*

|                            | Sub<br>sample<br>n=330*<br>% | Māori<br>n=153*<br>% | Non-Māori<br>n=177*<br>% |
|----------------------------|------------------------------|----------------------|--------------------------|
| Almost everyday            | 18                           | 6                    | 20                       |
| About twice a week         | 25                           | 14                   | 27                       |
| About once a week          | 19                           | 16                   | 19                       |
| About once every two weeks | 11                           | 18                   | 10                       |
| About once a month         | 13                           | 17                   | 12                       |
| Only a few times a year    | 14                           | 30                   | 12                       |
| <b>Total</b>               | <b>100</b>                   | <b>100</b>           | <b>100</b>               |

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

\*Sub-sample: Excludes non-drinkers (Q22).

**Table 139. Amount of alcohol consumed on last drinking occasion**

Q24. The *last time* you had a drink, about how many “glasses” did you have? By “glass”, we mean, for example, a whole can or bottle of beer or a whole glass of wine.

|                             | Sub<br>sample<br>n=330* | Māori<br>n=153* | Non-Māori<br>n=177* |
|-----------------------------|-------------------------|-----------------|---------------------|
|                             | %                       | %               | %                   |
| Only one glass              | 42                      | 16              | 46                  |
| 2 glasses                   | 24                      | 27              | 24                  |
| 3 glasses                   | 8                       | 10              | 8                   |
| 4 glasses                   | 11                      | 11              | 11                  |
| <b>5-6 glasses</b>          | <b>4</b>                | <b>7</b>        | <b>4</b>            |
| <b>7-8 glasses</b>          | <b>4</b>                | <b>5</b>        | <b>4</b>            |
| <b>9-10 glasses</b>         | <b>1</b>                | <b>3</b>        | <b>0</b>            |
| <b>More than 10 glasses</b> | <b>5</b>                | <b>19</b>       | <b>3</b>            |
| <i>Don't know</i>           | 0                       | 1               | 0                   |
| <b>Total</b>                | <b>100</b>              | <b>100</b>      | <b>100</b>          |

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

\*Sub-sample: Excludes non-drinkers (Q22).

**Table 140. Heaviest drinker in the household**

Q25. And how would you describe the **heaviest** drinker in your household? Would you say that person is.....

|                  | Total<br>Sample<br>n=403 | Māori<br>n=200 | Non-Māori<br>n=203 |
|------------------|--------------------------|----------------|--------------------|
|                  | %                        | %              | %                  |
| A light drinker  | 47                       | 39             | 49                 |
| A medium drinker | 41                       | 44             | 40                 |
| A heavy drinker  | 4                        | 6              | 3                  |
| Non-drinker      | 7                        | 10             | 7                  |
| Don't know       | 1                        | 1              | 1                  |
| <b>Total</b>     | <b>100</b>               | <b>100</b>     | <b>100</b>         |

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

## General concern about teenagers and alcohol

**Table 141. Greatest concern for parents of teenagers**

*Q5a: In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers?*

|  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|-------------------------------|---------------------|-------------------------|
| School/education/qualifications in general                         | 7                             | 8                   | 7                       |
| Employment opportunities (full/part-time)                          | 6                             | 4                   | 6                       |
| The <u>cost</u> of an education                                    | 0                             | 1                   | 0                       |
| Peer pressure (e.g. feeling forced to smoke, drink, do drugs etc.) | 19                            | 14                  | 20                      |
| Self image/ self confidence/ self esteem/ mental health etc.       | 3                             | 2                   | 3                       |
| Teenage suicide  | 2                             | 1                   | 2                       |
| Sexual relationships   | 3                             | 7                   | 2                       |
| Teenage pregnancy  | 1                             | 1                   | 1                       |
| Sexually transmitted diseases                                      | 0                             | 0                   | 0                       |
| Difficulties communicating with their teenagers                    | 2                             | 5                   | 2                       |
| Difficulties enforcing rules with their teenagers                  | 1                             | 2                   | 1                       |
| Dangerous driving (e.g. speed, Alcohol)                            | 2                             | 1                   | 2                       |
| Staying out too late/breaking curfews                              | 0                             | 1                   | 0                       |
| Alcohol generally  | 8                             | 7                   | 8                       |
| Drugs and drug related issues                                      | 21                            | 23                  | 20                      |
| Other  | 24                            | 23                  | 24                      |
| None   | 0                             | 1                   | 0                       |
| Don't know   | 0                             | 0                   | 1                       |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 142. Total concerns for parents of teenagers - (all mentioned)**

Q5a: *In your opinion, what is the greatest concern that parents have to deal with when their children become teenagers? AND*

Q5b. *What are the other concerns parents have to deal with in relation to teenagers?*

|  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|-------------------------------|---------------------|-------------------------|
| School/education/qualifications in general                         | 36                            | 41                  | 35                      |
| Employment opportunities (full/part-time)                          | 25                            | 21                  | 25                      |
| The <u>cost</u> of an education                                    | 3                             | 2                   | 3                       |
| Peer pressure (e.g. feeling forced to smoke, drink, do drugs etc.) | 37                            | 35                  | 38                      |
| Self image/ self confidence/ self esteem/ mental health etc.       | 14                            | 12                  | 15                      |
| Teenage suicide  | 5                             | 5                   | 5                       |
| Sexual relationships   | 21                            | 21                  | 21                      |
| Teenage pregnancy  | 6                             | 5                   | 6                       |
| Sexually transmitted diseases                                      | 4                             | 3                   | 4                       |
| Difficulties communicating with their teenagers                    | 7                             | 7                   | 8                       |
| Difficulties enforcing rules with their teenagers                  | 5                             | 5                   | 5                       |
| Dangerous driving (e.g. speed, Alcohol)                            | 14                            | 4                   | 16                      |
| Staying out too late/breaking curfews                              | 2                             | 2                   | 2                       |
| Alcohol-related damage to teenager's physical health               | 2                             | 1                   | 2                       |
| Alcohol-related damage to teenager's mental health                 | 0                             | 1                   | 0                       |
| Alcohol-related sexual vulnerability                               | 2                             | 2                   | 2                       |
| Alcohol-related violence or aggression                             | 1                             | 3                   | 0                       |
| Alcohol generally  | 40                            | 43                  | 39                      |
| Drugs and drug related issues                                      | 59                            | 54                  | 60                      |
| Others   | 54                            | 52                  | 54                      |
| None   | 5                             | 7                   | 5                       |
| Don't know   | 1                             | 1                   | 1                       |
| Total  | **                            | **                  | **                      |

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

**Table 143. Concern about teenagers and alcohol (prompted)**

Q6. Now I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.

|   | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|---|-------------------------------|---------------------|-------------------------|
| <b>Drink driving (as either the passenger or driver)</b>      |                               |                     |                         |
| Very concerned  | 79                            | 84                  | 79                      |
| Concerned   | 15                            | 11                  | 15                      |
| Neither   | 1                             | 1                   | 1                       |
| Not concerned   | 3                             | 3                   | 3                       |
| Not concerned at all  | 2                             | 1                   | 2                       |
| Total   | 100                           | 100                 | 100                     |
| <b>Becoming involved in a violent or aggressive situation</b> |                               |                     |                         |
| Very concerned  | 65                            | 74                  | 63                      |
| Concerned   | 23                            | 20                  | 23                      |
| Neither   | 1                             | 1                   | 1                       |
| Not concerned   | 9                             | 3                   | 10                      |
| Not concerned at all  | 2                             | 1                   | 2                       |
| Don't know  | 0                             | 1                   | 0                       |
| Total   | 100                           | 100                 | 100                     |
| <b>Becoming more sexually vulnerable</b>                      |                               |                     |                         |
| Very concerned  | 46                            | 62                  | 43                      |
| Concerned   | 44                            | 29                  | 46                      |
| Neither   | 2                             | 0                   | 2                       |
| Not concerned   | 7                             | 4                   | 7                       |
| Not concerned at all  | 1                             | 3                   | 1                       |
| Don't know  | 1                             | 2                   | 1                       |
| Total   | 100                           | 100                 | 100                     |
| <b>Damaging their health</b>                                  |                               |                     |                         |
| Very concerned  | 55                            | 70                  | 52                      |
| Concerned   | 31                            | 23                  | 33                      |
| Neither   | 2                             | 1                   | 2                       |
| Not concerned   | 8                             | 5                   | 9                       |
| Not concerned at all  | 4                             | 1                   | 4                       |
| Don't know  | 0                             | 0                   | 0                       |
| Total   | 100                           | 100                 | 100                     |
| <b>Smoking cigarettes</b>                                     |                               |                     |                         |
| Very concerned  | 41                            | 49                  | 40                      |
| Concerned   | 41                            | 32                  | 43                      |
| Neither   | 1                             | 2                   | 1                       |
| Not concerned   | 10                            | 12                  | 10                      |
| Not concerned at all  | 6                             | 5                   | 6                       |
| Don't know  | 1                             | 0                   | 1                       |
| Total   | 100                           | 100                 | 100                     |

**Table 144. Concern about teenagers and alcohol (prompted) contd..**

*Q6. Now I'm going to read out some statements about concerns some parents have in relation to teenage children and alcohol. As I read out each statement, please say how much of a concern you personally think each is in relation to teenagers and alcohol.*

|  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|-------------------------------|---------------------|-------------------------|
| <b>Taking drugs</b>                            |                               |                     |                         |
| Very concerned                                 | 76                            | 82                  | 75                      |
| Concerned                                      | 16                            | 11                  | 17                      |
| Neither  | 1                             | 0                   | 1                       |
| Not concerned                                  | 4                             | 5                   | 4                       |
| Not concerned at all                           | 2                             | 0                   | 2                       |
| Don't know                                     | 1                             | 0                   | 1                       |
| Total  | 100                           | 100                 | 100                     |
| <b>Injuring themselves</b>                     |                               |                     |                         |
| Very concerned                                 | 52                            | 69                  | 50                      |
| Concerned                                      | 35                            | 24                  | 37                      |
| Neither  | 2                             | 1                   | 2                       |
| Not concerned                                  | 9                             | 4                   | 9                       |
| Not concerned at all                           | 2                             | 2                   | 2                       |
| Total  | 100                           | 100                 | 100                     |
| <b>Embarrassing themselves or their family</b> |                               |                     |                         |
| Very concerned                                 | 10                            | 26                  | 8                       |
| Concerned                                      | 40                            | 41                  | 40                      |
| Neither  | 6                             | 4                   | 6                       |
| Not concerned                                  | 28                            | 19                  | 29                      |
| Not concerned at all                           | 15                            | 8                   | 16                      |
| Don't know                                     | 2                             | 1                   | 2                       |
| Total  | 100                           | 100                 | 100                     |

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

## Involvement with own teenager and alcohol

**Table 145. Parental views regarding their own teenager drinking alcohol**

*Q10. Do you think your teenager drinks alcohol?*

|                      | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|----------------------|-------------------------------|---------------------|-------------------------|
| Yes                  | 77                            | 71                  | 78                      |
| No                   | 22                            | 26                  | 21                      |
| Can't say/don't know | 1                             | 3                   | 1                       |
| <b>Total</b>         | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 146. Parental views regarding their own teenager drinking too much alcohol**

*Q11. And do you think your teenager has ever drunk too much alcohol?*

|                      | Sub<br>Sample<br>n=299*<br>% | Māori<br>n=141*<br>% | Non-Māori<br>n=158*<br>% |
|----------------------|------------------------------|----------------------|--------------------------|
| Yes                  | 49                           | 54                   | 48                       |
| No                   | 46                           | 39                   | 47                       |
| Can't say/don't know | 5                            | 7                    | 5                        |
| <b>Total</b>         | <b>100</b>                   | <b>100</b>           | <b>100</b>               |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 147. Concern about own teenager and alcohol**

*Q8. On a scale of zero to ten, how worried would you say you are about your teen and alcohol? Please let zero represent not at all worried and ten represent extremely worried.*

|                               | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|-------------------------------|-------------------------------|---------------------|-------------------------|
| 0: Not at all concerned       | 24                            | 9                   | 25                      |
| 1-3: Low level of concern     | 31                            | 23                  | 32                      |
| 4-6: Medium level of concern  | 30                            | 34                  | 29                      |
| 7-10: Higher level of concern | 16                            | 25                  | 15                      |
| <b>Total</b>                  | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 148. Responsibility for helping teenagers learn to handle alcohol responsibly**

*Q7. And in your opinion, who do you believe should play the most important role in helping teenagers learn how to handle alcohol responsibly?*

|                                | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--------------------------------|-------------------------------|---------------------|-------------------------|
| Parents/guardians              | 92                            | 90                  | 93                      |
| Teachers/schools               | 1                             | 2                   | 1                       |
| Church                         | 0                             | 1                   | 0                       |
| Whanau/extended family         | 2                             | 1                   | 2                       |
| Other community organisations  | 1                             | 1                   | 1                       |
| Other Government organisations | 1                             | 0                   | 1                       |
| Other                          | 4                             | 4                   | 4                       |
| Don't know                     | 0                             | 1                   | 0                       |
| <b>Total</b>                   | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 149. Attitudes toward alcohol in relation to their own teenager**

Q9. I'm now going to read out views of some parents about their teenager and alcohol, and I'd like you to let me know whether you agree or disagree with each statement in relation to your own teenager. Is that agree/disagree or strongly agree/disagree?

|  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|-------------------------------|---------------------|-------------------------|
| <b>It's okay for my teenager to get drunk sometimes.</b>                       |                               |                     |                         |
| Strongly agree   | 2                             | 1                   | 2                       |
| Agree  | 21                            | 25                  | 20                      |
| Neither  | 5                             | 3                   | 5                       |
| Disagree   | 29                            | 27                  | 29                      |
| Strongly disagree  | 44                            | 44                  | 44                      |
| Don't know   | 0                             | 0                   | 0                       |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>          | <b>100</b>              |
| <b>Getting drunk is part of having fun as a teenager.</b>                      |                               |                     |                         |
| Strongly agree   | 4                             | 2                   | 4                       |
| Agree  | 12                            | 14                  | 12                      |
| Neither  | 3                             | 3                   | 3                       |
| Disagree   | 29                            | 29                  | 29                      |
| Strongly disagree  | 51                            | 51                  | 51                      |
| Don't know   | 1                             | 0                   | 1                       |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>          | <b>100</b>              |
| <b>Teenagers should not drink at all.</b>                                      |                               |                     |                         |
| Strongly agree   | 7                             | 12                  | 7                       |
| Agree  | 6                             | 11                  | 5                       |
| Neither  | 5                             | 5                   | 5                       |
| Disagree   | 62                            | 60                  | 62                      |
| Strongly disagree  | 20                            | 11                  | 21                      |
| Don't know   | 0                             | 1                   | 0                       |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>          | <b>100</b>              |
| <b>I set a good example for my teenager through my own drinking behaviour.</b> |                               |                     |                         |
| Strongly agree   | 52                            | 53                  | 52                      |
| Agree  | 40                            | 32                  | 41                      |
| Neither  | 3                             | 2                   | 3                       |
| Disagree   | 5                             | 9                   | 4                       |
| Strongly disagree  | 0                             | 3                   | 0                       |
| Don't know   | 1                             | 1                   | 0                       |
| <b>Total</b>   | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

\*Percentage who 'agree' or 'strongly agree.'

**Table 150. Actions taken in regard to teenager and alcohol**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|   | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|---|-------------------------------|---------------------|-------------------------|
| <b>I talk to my teenager about what is going on in their life.</b>  |                               |                     |                         |
| Always  | 56                            | 55                  | 56                      |
| Mostly  | 30                            | 23                  | 31                      |
| Sometimes   | 12                            | 19                  | 11                      |
| Not often   | 1                             | 2                   | 1                       |
| Never   | 1                             | 0                   | 1                       |
| Don't know/not applicable   | 0                             | 1                   | 0                       |
| Total   | 100                           | 100                 | 100                     |
| <b>I have discussions with my teenager about alcohol related issues.</b>  |                               |                     |                         |
| Always  | 37                            | 42                  | 36                      |
| Mostly  | 27                            | 20                  | 28                      |
| Sometimes   | 27                            | 28                  | 27                      |
| Not often   | 6                             | 7                   | 6                       |
| Never   | 1                             | 2                   | 1                       |
| Don't know/not applicable   | 2                             | 2                   | 2                       |
| Total   | 100                           | 100                 | 100                     |
| <b>I set clear rules for my teenager about alcohol use.</b>   |                               |                     |                         |
| Always  | 57                            | 59                  | 57                      |
| Mostly  | 18                            | 13                  | 18                      |
| Sometimes   | 11                            | 12                  | 11                      |
| Not often   | 4                             | 6                   | 3                       |
| Never   | 7                             | 5                   | 7                       |
| Don't know/not applicable   | 3                             | 4                   | 3                       |
| Total   | 100                           | 100                 | 100                     |
| <b>I make it a rule that my teen mustn't drink alcohol when they go out.</b>                                    |                               |                     |                         |
| Always  | 24                            | 36                  | 22                      |
| Mostly  | 9                             | 6                   | 9                       |
| Sometimes   | 13                            | 12                  | 13                      |
| Not often   | 14                            | 12                  | 14                      |
| Never   | 34                            | 28                  | 35                      |
| Don't know/not applicable   | 6                             | 5                   | 6                       |
| Total   | 100                           | 100                 | 100                     |
| <b>I talk to my teenager about the kind of things that can go wrong in situations where alcohol is present.</b> |                               |                     |                         |
| Always  | 57                            | 59                  | 57                      |
| Mostly  | 20                            | 17                  | 21                      |
| Sometimes   | 18                            | 20                  | 18                      |
| Not often   | 2                             | 2                   | 2                       |
| Never   | 2                             | 1                   | 2                       |
| Don't know/not applicable   | 1                             | 1                   | 1                       |
| Total   | 100                           | 100                 | 100                     |

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

**Table 151. Actions taken in regard to teenager and alcohol (continued)**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|  | Total<br>Sample<br>n=403<br>%* | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|--------------------------------|---------------------|-------------------------|
| <b>I ensure that my teenager has adult supervision in situations where alcohol is present.</b>                             |                                |                     |                         |
| Always   | 44                             | 50                  | 44                      |
| Mostly   | 20                             | 13                  | 21                      |
| Sometimes  | 13                             | 15                  | 12                      |
| Not often  | 11                             | 6                   | 11                      |
| Never  | 9                              | 11                  | 8                       |
| Don't know/not applicable  | 4                              | 5                   | 4                       |
| Total  | 100                            | 100                 | 100                     |
| <b>Before my teenager attends an event where alcohol will be present, I set a limit on how much my teenager can drink.</b> |                                |                     |                         |
| Always   | 31                             | 34                  | 30                      |
| Mostly   | 12                             | 8                   | 12                      |
| Sometimes  | 5                              | 9                   | 4                       |
| Not often  | 8                              | 6                   | 8                       |
| Never  | 29                             | 25                  | 30                      |
| Don't know/not applicable  | 16                             | 19                  | 16                      |
| Total  | 100                            | 100                 | 100                     |
| <b>Before my teenager attends a party, I contact the parent host of that party.</b>  |                                |                     |                         |
| Always   | 31                             | 41                  | 29                      |
| Mostly   | 10                             | 6                   | 11                      |
| Sometimes  | 20                             | 12                  | 21                      |
| Not often  | 9                              | 6                   | 10                      |
| Never  | 21                             | 22                  | 21                      |
| Don't know/not applicable  | 9                              | 12                  | 8                       |
| Total  | 100                            | 100                 | 100                     |
| <b>My teenager and I agree on arrangements about transportation to and from an event before they go out.</b>               |                                |                     |                         |
| Always   | 80                             | 76                  | 81                      |
| Mostly   | 10                             | 8                   | 10                      |
| Sometimes  | 4                              | 8                   | 3                       |
| Not often  | 2                              | 3                   | 2                       |
| Never  | 3                              | 5                   | 3                       |
| Don't know/not applicable  | 1                              | 1                   | 1                       |
| Total  | 100                            | 100                 | 100                     |
| <b>When my teenager goes out, I know where he/she is going and who with.</b>   |                                |                     |                         |
| Always   | 69                             | 68                  | 69                      |
| Mostly   | 21                             | 19                  | 21                      |
| Sometimes  | 7                              | 9                   | 7                       |
| Not often  | 2                              | 1                   | 2                       |
| Never  | 1                              | 3                   | 1                       |
| Total  | 100                            | 100                 | 100                     |

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

**Table 152. Actions taken in regard to teenager and alcohol (continued)**

Q15. I'm now going to read out some statements about the steps that some parents take in regard to their teenager and alcohol. As I read out each statement, please say whether it is something you do always, mostly, sometimes, not often or never.

|  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|-------------------------------|---------------------|-------------------------|
| <b>I set a curfew before my teenager goes out at night.</b>                                      |                               |                     |                         |
| Always   | 51                            | 47                  | 52                      |
| Mostly   | 11                            | 8                   | 12                      |
| Sometimes  | 1                             | 15                  | 11                      |
| Not often  | 6                             | 6                   | 6                       |
| Never  | 17                            | 21                  | 16                      |
| Don't know/not applicable  | 4                             | 3                   | 4                       |
| Total  | 100                           | 100                 | 100                     |
| <b>My teenager has to let me know when he or she is safely home at night.</b>                    |                               |                     |                         |
| Always   | 65                            | 63                  | 65                      |
| Mostly   | 9                             | 9                   | 9                       |
| Sometimes  | 4                             | 7                   | 3                       |
| Not often  | 4                             | 5                   | 4                       |
| Never  | 11                            | 10                  | 11                      |
| Don't know/not applicable  | 7                             | 6                   | 7                       |
| Total  | 100                           | 100                 | 100                     |
| <b>I pick my teen up from evening social functions which he/she has attended.</b>                |                               |                     |                         |
| Always   | 34                            | 39                  | 33                      |
| Mostly   | 24                            | 14                  | 26                      |
| Sometimes  | 24                            | 24                  | 24                      |
| Not often  | 6                             | 7                   | 6                       |
| Never  | 10                            | 13                  | 9                       |
| Don't know/not applicable  | 2                             | 3                   | 2                       |
| Total  | 100                           | 100                 | 100                     |
| <b>I get to know my teenager's friends.</b>  |                               |                     |                         |
| Always   | 58                            | 59                  | 58                      |
| Mostly   | 34                            | 27                  | 35                      |
| Sometimes  | 6                             | 10                  | 5                       |
| Not often  | 1                             | 1                   | 1                       |
| Never  | 1                             | 2                   | 1                       |
| Don't know/not applicable  | 0                             | 1                   | 0                       |
| Total  | 100                           | 100                 | 100                     |
| <b>I talk to the parents of my teenager's friends about events or parties they are going to.</b> |                               |                     |                         |
| Always   | 27                            | 34                  | 26                      |
| Mostly   | 20                            | 15                  | 21                      |
| Sometimes  | 31                            | 28                  | 32                      |
| Not often  | 9                             | 6                   | 9                       |
| Never  | 10                            | 13                  | 9                       |
| Don't know/not applicable  | 3                             | 3                   | 3                       |
| Total  | 100                           | 100                 | 100                     |

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

**Table 153. Problems encountered by parents in regard to their teenager and alcohol**

*Q16. I'm now going to read out some statements about problems that some parents have encountered when dealing with their teenager in relation to alcohol. As I read out each statement, please say whether you always, mostly, sometimes, not often or never encounter this problem with your own teen..*

|  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|-------------------------------|---------------------|-------------------------|
| <b>I have difficulty approaching my teenager to talk about alcohol related issues.</b>               |                               |                     |                         |
| Always   | 0                             | 2                   | 0                       |
| Mostly   | 1                             | 3                   | 1                       |
| Sometimes  | 7                             | 6                   | 7                       |
| Not often  | 9                             | 9                   | 9                       |
| Never  | 82                            | 80                  | 82                      |
| Don't know/not applicable  | 1                             | 1                   | 1                       |
| Total  | 100                           | 100                 | 100                     |
| <b>I set rules for my teenager about alcohol but their other parent lets them break those rules.</b> |                               |                     |                         |
| Always   | 1                             | 4                   | 1                       |
| Mostly   | 2                             | 1                   | 2                       |
| Sometimes  | 17                            | 17                  | 17                      |
| Not often  | 9                             | 11                  | 9                       |
| Never  | 55                            | 54                  | 55                      |
| Don't know/not applicable  | 17                            | 14                  | 17                      |
| Total  | 100                           | 100                 | 100                     |
| <b>I set rules for my teenager about alcohol but he/she breaks them.</b>                             |                               |                     |                         |
| Always   | 2                             | 5                   | 1                       |
| Mostly   | 2                             | 3                   | 2                       |
| Sometimes  | 17                            | 17                  | 17                      |
| Not often  | 15                            | 6                   | 17                      |
| Never  | 55                            | 63                  | 53                      |
| Don't know/not applicable  | 9                             | 6                   | 10                      |
| Total  | 100                           | 100                 | 100                     |
| <b>It's hard to set rules because my teenager's friends have parents who are more lenient.</b>       |                               |                     |                         |
| Always   | 4                             | 5                   | 4                       |
| Mostly   | 8                             | 7                   | 8                       |
| Sometimes  | 19                            | 20                  | 19                      |
| Not often  | 14                            | 15                  | 13                      |
| Never  | 44                            | 40                  | 45                      |
| Don't know/not applicable  | 12                            | 14                  | 11                      |
| Total  | 100                           | 100                 | 100                     |

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

## Supply of alcohol to teenagers

**Table 154. Sources of alcohol for teenagers**

Q12. How does your teenager currently obtain alcohol?

|                                   | Sub<br>Sample<br>n=299* | Māori<br>n=141* | Non-Māori<br>n=158* |
|-----------------------------------|-------------------------|-----------------|---------------------|
|                                   | %                       | %               | %                   |
| Teen buys it him/herself          | 19                      | 20              | 19                  |
| From his/her friends              | 37                      | 35              | 37                  |
| From a brother/sister             | 7                       | 5               | 7                   |
| From a parent                     | 63                      | 47              | 65                  |
| From a friends' parents/siblings  | 10                      | 12              | 10                  |
| From another adult the teen knows | 4                       | 6               | 3                   |
| From a stranger                   | 0                       | 0               | 0                   |
| Teen steals it/ sneaks it         | 2                       | 4               | 2                   |
| Other                             | 5                       | 6               | 5                   |
| Don't know                        | 5                       | 6               | 4                   |
| Total                             | **                      | **              | **                  |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 155. Parents giving teenagers money for alcohol**

Q13. Within the past 6 months, have you given your teenager money to purchase alcohol to take to an event which you were not attending? If yes: The last time you did this, how much would you have given them?

|                | Sub<br>Sample<br>n=299* | Māori<br>n=141* | Non-Māori<br>n=158* |
|----------------|-------------------------|-----------------|---------------------|
|                | %                       | %               | %                   |
| Less than \$10 | 3                       | 1               | 4                   |
| \$10-\$20      | 6                       | 6               | 6                   |
| \$21-30        | 0                       | 1               | 0                   |
| More than \$30 | 0                       | 1               | 0                   |
| Don't know     | 89                      | 90              | 89                  |
| Refused        | 1                       | 1               | 1                   |
| Total          | 100                     | 100             | 100                 |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 156. Parent supply of alcohol to children**

*Q14. And within the last six months have you ever given your teenager alcohol to take to a social situation which you will not be attending?*

|       | Total<br>Sample<br>n=296* | Māori<br>n=138* | Non-Māori<br>n=158* |
|-------|---------------------------|-----------------|---------------------|
|       | %                         | %               | %                   |
| Yes   | 31                        | 25              | 32                  |
| No    | 69                        | 75              | 68                  |
| Total | 100                       | 100             | 100                 |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

**Table 157. Amount of alcohol supplied**

*Q14a. The last time you did this, about how much alcohol did you give them?*

| One serving = 15ml of alcohol | Sub-<br>Sample<br>n=81* | Māori<br>n=33* | Non-Māori<br>n=48* |
|-------------------------------|-------------------------|----------------|--------------------|
|                               | %                       | %              | %                  |
| 1 serving                     | 12                      | 3              | 13                 |
| 2 servings                    | 15                      | 13             | 15                 |
| 3 servings                    | 10                      | 9              | 11                 |
| 4 servings                    | 11                      | 9              | 12                 |
| 5 - 6 servings                | 41                      | 32             | 43                 |
| 7 - 8 servings                | 0                       | 0              | 0                  |
| 9 - 10 servings               | 3                       | 6              | 2                  |
| More than 10 servings         | 5                       | 30             | 4                  |
| Total                         | 100                     | 100            | 100                |
| Mean                          | 4.3                     | 6.3            | 4.2                |

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

\*Sub-sample: Includes only those respondents who had given their teenager alcohol to take out.

Caution: Results in this table are indicative due to low base numbers of respondents (<100).

**Table 158. Type of alcohol supplied**

*Q14b. What sort of alcohol was that?*

|                             | Sub-<br>Sample<br>n=81* | Māori<br>n=33* | Non-Māori<br>n=48* |
|-----------------------------|-------------------------|----------------|--------------------|
|                             | %                       | %              | %                  |
| Low alcohol beer            | 1                       | 9              | 0                  |
| Ordinary beer-cans/stubbies | 46                      | 41             | 47                 |
| Ordinary beer-750ml bottles | 0                       | 3              | 0                  |
| Cider-750ml bottles         | 2                       | 0              | 2                  |
| Wine-750ml bottles          | 15                      | 9              | 16                 |
| Wine cooler-stubbie bottle  | 2                       | 0              | 2                  |
| Alcoholic sodas             | 6                       | 3              | 6                  |
| Alcoholic lemonades         | 0                       | 3              | 0                  |
| RTD's                       | 23                      | 27             | 22                 |
| Spirits-miniatures          | 4                       | 0              | 4                  |
| Spirits-Standard bottle     | 1                       | 9              | 0                  |
| Spirits-larger bottle       | 0                       | 3              | 0                  |
| Liqueurs-standard bottle    | 0                       | 3              | 0                  |
| Home brew                   | 2                       | 0              | 2                  |
| Don't know                  | 2                       | 0              | 2                  |
| Total                       | **                      | **             | **                 |

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

\*Sub-sample: Includes only those parents who believed their teenager drinks alcohol (Q10).

## Support channels

**Table 159. Awareness of sources of support for dealing with teenagers and alcohol**

*Q17. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. What people or organisations could you go to if you needed support dealing with your teenager about alcohol related issues? Can you think of any other options?*

|                                 | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|---------------------------------|-------------------------------|---------------------|-------------------------|
| The teen's other parent         | 2                             | 1                   | 2                       |
| Friends                         | 5                             | 8                   | 5                       |
| Extended family                 | 7                             | 19                  | 5                       |
| Other parents                   | 5                             | 3                   | 6                       |
| The school                      | 27                            | 20                  | 28                      |
| The marae                       | 0                             | 2                   | 0                       |
| The church                      | 11                            | 16                  | 10                      |
| The Alcohol Helpline            | 4                             | 3                   | 4                       |
| Personal Help Services          | 1                             | 1                   | 1                       |
| Barnardos                       | 0                             | 0                   | 0                       |
| Citizens Advice Bureau          | 8                             | 3                   | 8                       |
| Relationship Services           | 1                             | 0                   | 1                       |
| Toughlove Parent Support Groups | 4                             | 8                   | 4                       |
| DARE                            | 5                             | 4                   | 5                       |
| AA                              | 33                            | 26                  | 34                      |
| Books                           | 1                             | 0                   | 1                       |
| ALAC web page                   | 3                             | 1                   | 4                       |
| The Police                      | 11                            | 14                  | 11                      |
| Other                           | 44                            | 52                  | 43                      |
| None                            | 3                             | 2                   | 3                       |
| Don't know                      | 15                            | 12                  | 15                      |
| Total                           | **                            | **                  | **                      |

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

**Table 160. Utilised sources of support for dealing with teenagers and alcohol**

*Q17a. Thinking now about the help and support available to parents dealing with teenagers and alcohol related issues. ... Which of these have you actually used?*

|                                 | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|---------------------------------|-------------------------------|---------------------|-------------------------|
| Friends                         | 1                             | 0                   | 1                       |
| Extended family                 | 1                             | 3                   | 0                       |
| Other parents                   | 1                             | 0                   | 2                       |
| The school                      | 3                             | 3                   | 3                       |
| The marae                       | 0                             | 1                   | 0                       |
| The church                      | 1                             | 3                   | 1                       |
| The Alcohol Helpline            | 0                             | 0                   | 0                       |
| Personal Help Services          | 0                             | 0                   | 1                       |
| Citizens Advice Bureau          | 1                             | 1                   | 1                       |
| Toughlove Parent Support Groups | 1                             | 1                   | 1                       |
| AA                              | 1                             | 1                   | 1                       |
| ALAC web page                   | 0                             | 1                   | 0                       |
| The Police                      | 0                             | 2                   | 0                       |
| Other                           | 6                             | 9                   | 6                       |
| None                            | 79                            | 74                  | 81                      |
| Don't know                      | 7                             | 5                   | 7                       |
| <b>Total</b>                    | <b>**</b>                     | <b>**</b>           | <b>**</b>               |

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

## Knowledge of legislation

**Table 161. Legal age of purchasing alcohol**

*Q18. I'm going to ask a few questions now about alcohol and the law. Do you know how old people need to be before they can buy alcohol or be supplied with alcohol in NZ?*

|                    | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--------------------|-------------------------------|---------------------|-------------------------|
| Less than 18 years | 1                             | 0                   | 1                       |
| 18 years           | 98                            | 96                  | 98                      |
| 19 years           | 0                             | 0                   | 0                       |
| 20 years           | 1                             | 1                   | 1                       |
| Over 20 years      | 1                             | 1                   | 1                       |
| Don't know         | 0                             | 3                   | 0                       |
| <b>Total</b>       | <b>100</b>                    | <b>100</b>          | <b>100</b>              |

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

**Table 162. Situations for under 18 year olds to be supplied with alcohol**

*Q19. And do you know if there are any situations where under 18 years old can legally be supplied with alcohol?*

|  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|-------------------------------|---------------------|-------------------------|
| <b>Correct responses</b>   |                               |                     |                         |
| When it is given to them by their parent or legal guardian                                       | 43                            | 30                  | 46                      |
| When it is given to them at a private function (e.g. a wedding, 21 <sup>st</sup> birthday party) | 11                            | 10                  | 11                      |
| <b>Incorrect responses</b>   |                               |                     |                         |
| If it is given to them by an older family member   | 2                             | 0                   | 2                       |
| If it is given to them by an adult   | 2                             | 3                   | 2                       |
| In a restaurant or café where there is food  | 8                             | 3                   | 9                       |
| Other  | 5                             | 4                   | 5                       |
| None/There are no exceptions to the law  | 15                            | 20                  | 14                      |
| Don't know   | 30                            | 41                  | 28                      |
| <b>Total</b>   | <b>**</b>                     | <b>**</b>           | <b>**</b>               |

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

**Table 163. Law on under 18 year olds drinking alcohol in public places**

*Q20. And do you know whether under 18 year olds are allowed to drink alcohol away from private premises. This means places like public parks, streets, beaches or anywhere that is not privately owned.*

*Are there any special conditions associated with that?*

*Are there any exceptions to that?*

|  | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--|-------------------------------|---------------------|-------------------------|
| <b>Correct responses</b>   |                               |                     |                         |
| They are allowed if they are with a parent or guardian   | 11                            | 9                   | 11                      |
| <b>Incorrect responses</b>   |                               |                     |                         |
| No, they are not allowed under any circumstances   | 60                            | 53                  | 62                      |
| Yes, they can under any circumstances  | 0                             | 0                   | 0                       |
| Yes, they can if they are with an adult (e.g. relative, friend, coach, teacher)                    | 0                             | 1                   | 0                       |
| Yes, they can if the alcohol was legally supplied (i.e. given to them by their parent or guardian) | 1                             | 2                   | 1                       |
| Other incorrect response   | 4                             | 3                   | 4                       |
| Don't know   | 26                            | 34                  | 25                      |
| <b>Total</b>   | <b>**</b>                     | <b>**</b>           | <b>**</b>               |

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

**Table 164. Proof of age when purchasing alcohol**

*Q21. And do you know what sort of identification is needed as proof of age for people wanting to buy alcohol?*

|                          | Total<br>Sample<br>n=403<br>% | Māori<br>n=200<br>% | Non-Māori<br>n=203<br>% |
|--------------------------|-------------------------------|---------------------|-------------------------|
| Photo ID (non-specific)  | 43                            | 41                  | 43                      |
| NZ or overseas passport  | 28                            | 31                  | 27                      |
| NZ photo drivers license | 67                            | 71                  | 67                      |
| HANZ 18+ card            | 23                            | 19                  | 23                      |
| Other                    | 33                            | 36                  | 33                      |
| Don't know               | 4                             | 5                   | 4                       |
| <b>Total</b>             | <b>**</b>                     | <b>**</b>           | <b>**</b>               |

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