

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

July 2000

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

July 2000

Prepared for: Jennifer Harris and Valerie Norton, Alcohol
Advisory Council

Prepared by: Corrine de Bonnaire, Katrina Fryer, Emanuel
Kalafatelis and Justine Whitfield

For further information Emanuel Kalafatelis
please contact: BRC Marketing & Social Research
Phone 04 499 3088

18 July 2000 BRC #2012

Contents

Executive Summary	4
1. Introduction and objectives	9
1.1 Introduction	9
1.2 Objectives	10
1.3 Output	10
2. Method	11
2.1 Approach	11
2.2 Questionnaire development	13
2.3 Sample description	14
3. Segmentation of parents	17
3.1 Segmentation approach	17
3.2 Segmentation results	18
4. Segment profiles	19
4.1 “More concerned” parents	19
4.2 “Somewhat concerned” parents	21
4.3 “Unconcerned” parents	22
4.4 Segment characteristics	23
5. Parents’ relationship with their teenagers and alcohol	31
5.1 Focus on oldest teenager	31
5.2 How much do parents think their teenagers drink?	32
5.3 What do parents think about their teenagers drinking?	35
6. Where do parents think teenagers are getting alcohol from?	37
6.1 Sources of supply	37
6.2 Parents providing money for alcohol	43
7. Parents’ role, getting help and support	44
7.1 Putting concerns about alcohol into perspective	44
7.2 Whose problem is teenage drinking?	51
7.3 What are parents doing about their teenagers drinking?	52
7.4 Problems parents are having dealing with teenagers and alcohol	60
7.5 Where to go for help?	62
7.6 Experience of support channels	64
8. Knowledge of legislation	66
8.1 Legal drinking age	66
8.2 Proof of age	69
Appendix A:	Questionnaire
Appendix B:	Results by age of teenager
Appendix C:	Results by gender of teenager
Appendix D:	Results by parental ethnicity (Māori and non-Māori)

