

**Youth and Alcohol  
ALAC Youth Drinking Monitor**

August 2000

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1 August 2000 BRC # 1965

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# Executive Summary

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## Introduction

This report presents the results of the ALAC Youth Drinking Monitor for 2000; interviewing for which was completed between 17 March and 4 April with a total sample of 303 Youth aged between 14 and 18. As such, this survey continues the monitoring series commenced with the establishment of a Benchmark survey in 1997 to evaluate and give direction to ALAC's Youth Drinking Campaign.

It is important to note that the timing of this survey monitor was impacted by the timing of legislative changes to New Zealand's liquor laws (December 1999). This is because the changes specifically affected Youth access to alcohol by reducing the legal drinking age to 18, making both beer and wine available in supermarkets, and available for purchase on Sundays.

There is therefore a possibility that results reported in this survey monitor are, to a certain extent, a function of these legislative changes. Also possibly affecting comparisons with the results of the 1998 survey monitor, is the fact that the current monitor was undertaken during a different time (i.e. a non-examination period) of the school year (although we note this is the same time as the Benchmark survey in 1997).

Also undertaken at the same time as the current ALAC Youth Drinking Monitor is a Benchmark survey of parents' attitudes and behaviour to alcohol and their teenagers<sup>1</sup>, given that ALAC has extended the target audiences for its Youth Drinking Campaign to this influential group.

Where appropriate, questions have therefore been included in both surveys to make it possible to compare what parents claim they do in relation to their teenagers and alcohol, with what their teenagers believe they do.

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<sup>1</sup> *Youth and Alcohol. Benchmark survey of parental concern*, BRC Marketing & Social Research, March/April 2000.

## Summary of main findings

The main findings of the current ALAC Youth Drinking Monitor may be summarised as follows:

### ***The number drinking heavily has increased***

Only 13% of Youth, 14 to 18, define themselves as “Non-drinkers”. This is lower than the 25% recorded in 1998. The greater majority (87%) define themselves as **current drinkers**.

Compared to the results for the previous survey monitor in 1998 (31%), a significant increase is recorded in terms of the proportion of Youth, 14 to 18, who are now drinking heavily (40%) and who may therefore be categorised (in ALAC’s terms) as “**binge drinkers**”.

While “Heavier drinkers” tend to be male (56% cf. 48% for both other segments) and have a higher age profile (58% are 17 or 18 cf. 11% for “Non-drinkers”), a significant proportion are still 16 or less (42%). Another, key characteristic of this segment, is that a significantly greater proportion are Māori compared to their representation in the other two segments.

### ***Binge drinking continues to be prevalent amongst this age group***

Thirty nine percent (39%) of **current drinkers** reported they had binged at least once in the last two weeks (75% at least once in the last three months). This equates to 33% of all Youth, 14 to 18.

One half of those drinkers who have binged in the last two weeks claimed to have done so two or more times (50%). This equates to 19% of all Youth, 14 to 18.

This level of incidence (and frequency) remains unchanged from that recorded in 1998.

Most current drinkers claimed the amount they drink now is “about right” (73%). This is only marginally lower for the “Heavier drinkers” (65%) and importantly, only 29% of these drinkers claimed they have attempted to cut back in the last year.

Māori Youth were more likely than non-Māori Youth to have binged, and to agree that they were drinking too much, but less likely to claim they had attempted to cut back. To an extent, the same was true of male and older Youth.

### ***Significant numbers are experiencing negative alcohol-related outcomes***

Approximately half of those respondents who have tried drinking alcohol claimed they had suffered some form of memory loss (61%), vomited (54%) and/or got confused (48%).

Not surprisingly, “Heavier drinkers” were more likely to have experienced these particular outcomes and a wider range of other outcomes as well. For example, *hurt themselves, felt guilty or embarrassed, got into a fight, failed to attend school because they were ill*, and were involved in *drink driving*.

This was also the case for older Youth, although there were few differences by ethnicity or gender, with the exception of female Youth claiming they had found themselves in sexually compromising positions.

***A significant proportion of Youth claim its OK to get drunk occasionally***

Seventy percent (70%) of respondents claimed it is “OK to get drunk as long as it’s not too often”. This was higher for “Heavier drinkers” (87%), as it was for Māori Youth (77%) and older Youth (78%).

To an extent, this may be because there is some novelty associated with getting drunk. As a result, many respondents claimed their “friends enjoy getting drunk” (65%), or they themselves thought that “getting drunk is fun” (51%).

In fact, compared to the 1998 result (45%), a greater proportion claimed that “getting drunk is fun”.

***There is a good knowledge of “safety” strategies, although few are mentioned on an unprompted basis which involve parents***

Most respondents could name a wide range of ‘safety’ strategies, with the most frequently mentioned being, predictably, those to do with “limiting the volume consumed” (46%) and “staying with a group of friends” (42%). Māori Youth were less likely than non-Māori Youth to claim awareness of these strategies.

Importantly, few mentioned an unprompted basis any that involved parents (e.g. arranging transportation to and from social events).

***Overall, alcohol is not on teenagers’ (unprompted) agenda***

When asked in a totally unprompted way, what were their biggest “worries”, few respondents identified alcohol in any shape or form as a “worry”.

Furthermore, only 76% did so after prompting and this was even the case for “Heavier drinkers”. This may be because of the imagery associated with drinking.

***Parents are a source of alcohol***

Two thirds of current drinkers, 14 to 17 (66%) claimed they got their alcohol from their parents. (This equates to 56% of all Youth, 14 to 17.) This was especially the case for female and Māori Youth.

One third (31%) claimed their parents had given them alcohol to take to a social event that their parents were not attending, at least once in the last six months. This equates to 34% of all Youth, 14 to 17.

When specifically asked about the last occasion on which this happened, 72% of these respondents claimed their parents had given them the equivalent of five or more servings. This equates to 24% of all Youth, 14 to 17.

Although Māori Youth were less likely than non-Māori Youth to claim their parents had given them alcohol to take to a social event that they were not attending, those who claimed they did also reported their parents had given their greater volumes on average.

***Youth report a relatively low level of parental involvement/concern***

Less than one half of respondents claimed they had “discussions with their parents about drinking” (only 30% claimed this was “always” or “mostly” the case) or that they talked “about the kinds of things that can go wrong in situations where alcohol is present” (only 43%).

Furthermore, only 55% claimed their parents “set clear rules about alcohol use”.

Interestingly, an examination of the results to these and other statements measuring parental involvement in the Parents Benchmark survey, reveals that there is a mismatch between what teenagers claim their parents do and what parents themselves claim they do.

## Conclusions

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

- There are indications that **more liberal attitudes** towards alcohol are being adopted.
- This, in turn, is reflected in a **growing proportion of Youth bingeing**. This supports popular opinion and anecdotal evidence (e.g. from Police, youth groups, etc.) about teenagers and alcohol.
- More funding may be required to address this issue, but an important first step may be to understand (perhaps through qualitative research) what is driving this trend. Clearly, recent changes in legislation may be contributing to this trend.
- At the very least, this and other related trends need to be monitored.
- Finally, the decision to target the parents and caregivers of Youth is correct as they are one of the key providers of alcohol to Youth under 18 years of age. However, there is currently (but as expected) a relatively low level of involvement.

While they accept responsibility, there is an issue over accountability. Put simply, more parents need to “connect” with their teenagers.

# 1. Introduction and objectives

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## 1.1 Introduction

In April 1997, BRC Marketing & Social Research established a “benchmark” of the drinking behaviour of young people, 14 to 18 years of age. This survey was conducted just prior to the commencement of the Alcohol Advisory Council’s multi-media campaign targeted at reducing **binge drinking**<sup>2</sup> amongst Youth.

Key statistics which related to binge drinking amongst Youth were re-measured, again, in survey monitors conducted in November 1997 and in November 1998.

The survey monitor for 1999 was postponed due to the timing of the legislative changes to the drinking laws. These changes impacted especially on Youth access to alcohol as the legal drinking age was reduced to 18, and beer and wines became available in supermarkets and on Sundays.

This report presents the results of the postponed monitor, conducted early in 2000 (March/April).

It should be noted that the decision was made to include 18 year old teenagers in this monitor for comparative reasons. Given the change in the legal drinking age, this will need to be revised for the next monitor.

## 1.2 Objectives

The overall purpose of the current survey monitor was to continue measuring changes in Youth attitudes and behaviour towards binge drinking; thereby giving direction and focus to ALAC’s Youth Drinking Campaign.

More specifically, the questioning was focused on:

- The incidence and frequency with which Youth drink alcohol, with a particular focus on binge drinking.
- What sort of alcohol Youth are drinking and where they are buying it or accessing it from.
- The consequences Youth perceive there are as a result of drinking, and the negative binge outcomes they had personally experienced.
- Knowledge of “keeping safe” strategies when faced with the choice of drinking alcohol.
- Attitudes about drinking alcohol and drinking behaviour in general.

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<sup>2</sup> ALAC defines binge drinking for the age group in question as drinking five or more glasses of alcohol during any one drinking occasion.

- The concerns Youth have generally, and whether alcohol is a concern.
- Youth awareness of the new drinking legislation.
- Parental interaction with Youth in regard to alcohol, including their involvement in supervising alcohol use and providing alcohol, and their drinking behaviour.

## 2. Method

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### 2.1 Approach

As for previous survey monitors, the current ALAC Youth Drinking Monitor was conducted by telephone, with BRC interviewers calling randomly selected households and then, within selected households, randomly selecting Youth aged between 14 and 18 inclusive. Some initial focus was given to contacting male Youth due to the fact that they are more mobile and are therefore less likely to be at home.

A total sample of 303 Youth were interviewed between 17 March and 4 April. A minimum of three attempts were made to interview a particular Youth once they had been selected.

Where the Youth selected was under 15 years of age, interviewers completed an intermediary step by asking for the consent of their parent or caregiver. This is in accordance with the Code of Practice of the Market Research Society of New Zealand Inc.

As for previous survey monitors, quotas were set so that half the sample interviewed was Māori and the other half non-Māori. This was necessary so that the results for Māori Youth could be examined with confidence. To facilitate the expeditious contacting of Māori Youth, Māori households were contacted via the Electoral Enrolment Centre's enrolment databases, although some Māori households were contacted as a result of random dialling procedures.

It should be noted that the response rate for this survey monitor was very high at 71% and may be largely accounted for by the methods used to select households.

A copy of the questionnaire used in the interviewing is included in this report as an appendix.

At the processing stage, the interviewed sample was weighted in order to ensure the sample used for analysis purposes was representative of the population group covered by the survey monitor. This is a common practice in market research. The weighting parameters used for this were based on the 1996 Census of Dwellings and Population and specifically related to the variables of age, gender and ethnicity for the age group in question (Statistics New Zealand).

As a result of the weighting, the maximum sampling error for this survey monitor is plus or minus 6.6% at the 95% confidence level.

## 2.2 Questionnaire development

As the questionnaire used for this survey monitor was the same questionnaire used for previous survey monitors, pre-testing was done to test the new areas of questioning (e.g. questions relating to the legislative changes).

A pilot of six telephone interviews was carried out in mid March to ensure the wording of the questions were understood by young people (cognitive testing). This information was then used to revise and finalise the questionnaire.

The telephone questionnaire included the following groups of questions:

- *Teenagers' concerns* - To establish to what extent alcohol is a concern among teenagers in general, prompted and unprompted. To establish what concerns in regard to alcohol, teenagers may have. (Questions 2 to 4).
- *Drinking behaviour* - To establish whether the drinking behaviour of teenagers showed any signs of change towards moderation compared to previous surveys, respondents were asked about their past experiences with alcohol, how much they drank, how often they drank, incidence of binge drinking and whether they felt they were drinking more or less than they were previously. (Questions 5 to 11, 21 to 24).
- *Consequences* - To establish whether teenagers were aware of what can happen to them as a consequence of drinking alcohol and to record the incidence of binge drinking outcomes, teenagers were asked to describe what happened if they drank too much, and also how often they had experienced binge consequences, for example, *got into an argument or fight, got into trouble at home, saw or heard everything in a confused way*. (Questions 25 & 26).
- *Knowledge of strategies* - Respondents were asked what knowledge they had of strategies on how to keep themselves safe/out of trouble/look after themselves when drinking, for example, *make sure I stay with a group of friends, have money to get home*, etc. (Question 27).
- *Attitudes* - Respondents were asked their level of agreement or disagreement with a battery of attitudinal statements related to alcohol and drinking alcohol, for example, *most of my friends enjoy getting drunk, most of my friends encourage each other to take it easy*. (Question 28).
- *Parental involvement* - To establish parents' involvement with their teenagers in regard to alcohol, teenagers were asked a range of questions about their parents' involvement (e.g. provision of alcohol) and indirect supervision of their drinking situations. (Questions 29).
- *Demographics* - Demographic information about the respondent was collected, including information about other behaviours such as whether they regularly drive. (Questions 38 to 45).

## 2.3 Sample description

Following is a demographic description of the sample of 303 Youth who were interviewed for this survey monitor. It should be noted that this description is based on the **unweighted** sample.

**Table 1: Gender**

	Total sample n=303 %
Male	50
Female	51
Total	100

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

**Table 2: Age**

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

	Total sample n=303 %
14 years old	19
15 years old	21
16 years old	20
17 years old	20
18 years old	19
Total	100

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

**Table 3: Ethnicity**

*Q38. Can you please tell me which of these ethnic groups you fit into? You can belong to more than one.*

	Total sample n=303 %
Māori	51
NZ European	67
Other European	4
Samoan	1
Cook Island Māori	2
Tongan	0
Niuean	1
Other	4
Refused	1
Total	**

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

**Table 4: Educational status**

*Q39. Are you currently studying...?*

	Total sample n=303 %
At school/college	72
At university/polytechnic	11
<i>Not studying</i>	17
<b>Total</b>	<b>100</b>

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

**Table 5: Employment status**

*Q40. And do you have a paid job?*

	Total sample n=303 %
Part-time job	42
Full-time job	9
No job/between jobs	49
<b>Total</b>	<b>100</b>

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

**Table 6: Income status**

*Q41. And approximately how much money do you get on a weekly basis?*

	Total sample n=303 %
Less than \$10	9
\$10 - 19	16
\$20 - 29	14
\$30 - 49	15
\$50 - 99	21
\$100 - 199	9
\$200 or more	12
Nothing/ no money	3
Don't know	2
Refused	0
<b>Total</b>	<b>100</b>

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

**Table 7: Living situation***Q42. And which of the following best describes your living situation?*

	Total sample n=303 %
I live with both parents	72
I live <u>mostly</u> with one parent or guardian	20
My parents live apart and I live some of my time with each of them	3
I live away from my parents/guardians (e.g. boarding or flatting)	3
Other	2
<b>Total</b>	<b>100</b>

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

**Table 8: Drivers/ non-drivers***Q43. Do you regularly drive a car or ride a motorbike (as a driver)?*

	Total sample n=303 %
No, don't drive at all	47
No, don't drive regularly	14
A car	37
A motorbike	6
<b>Total</b>	<b>**</b>

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

**Table 9: Smoke cigarettes***Q44. Do you smoke cigarettes at present?*

	Total sample n=303 %
Yes	28
No	72
<b>Total</b>	<b>100</b>

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

**Table 10: Town, city, country area**

*Q45. Do you live in a town or city, or a country area?*

	Total sample n=303 %
Town or city	85
Country area	15
Total	100

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

**Table 11: Closest town or city**

*Q47. And lastly, what town or city do you live in or are closest to?*

	Total sample n=303 %
Northland	6
Auckland	23
Waikato	5
Bay of Plenty	13
Gisborne	3
Taranaki	6
Hawke's Bay	6
Manawatu	4
Wairarapa	1
Wanganui	2
Wellington	11
Nelson/Marlborough	2
West Coast	0
Christchurch	9
Timaru/Oamaru	3
Dunedin	4
Invercargill	3
Total	100

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

## **2.4 Analysis**

As has been the case for previous monitors, the main variable used to analyse the results of the current ALAC Youth Drinking Monitor is a variable based on drinking behaviour. This is explained more fully in Section 3, but basically has resulted in the creation of three groups of Youth; “Heavier drinkers”, “Lighter drinkers” and “Non-drinkers”.

It is important to note that some respondents were unable to be classified into one of these groups (n=8) and, therefore, this sometimes affects the size of sub-samples.

Where appropriate, results are also referred to by other analysis variables. For example, in the case of the section on alcohol purchasing by Youth (Section 5), age is used.

## 3. Segmentation of Youth

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### 3.1 Approach

To examine the results of the current ALAC Youth Drinking Monitor, the total sample has been analysed by gender, age and ethnicity. However, as mentioned in the previous section, the most insightful segmentation has been one based on **behaviour** (as for the original Benchmark and the previous survey monitors).

This behavioural segmentation takes into account whether Youth currently drank alcohol, and for drinkers, the amount of alcohol drunk on the last drinking occasion.

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

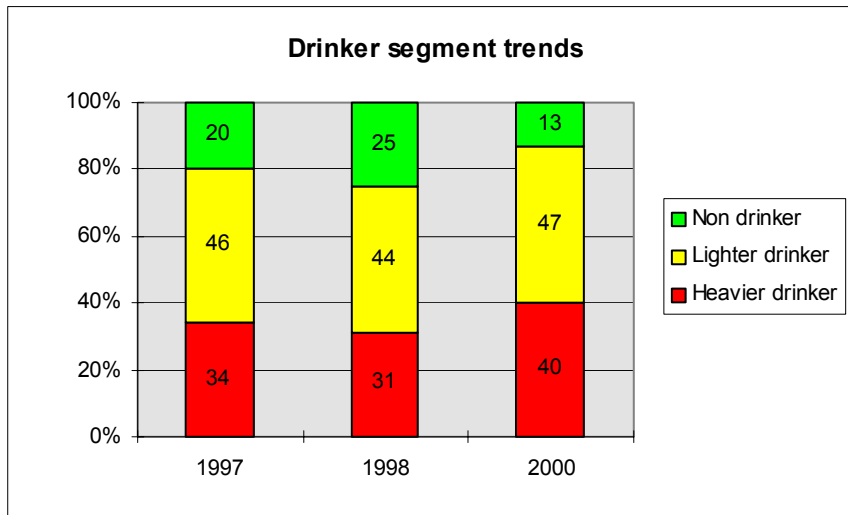
- **“Heavier drinkers”** - those who report drinking **five<sup>3</sup> or more** glasses of alcohol on their last drinking occasion.
- **“Lighter drinkers”** - those who report drinking less than five glasses of alcohol on their last drinking occasion.
- **“Non-drinkers”** - those who report they have either never had a sip or full glass of alcohol **or** they have previously tried alcohol, but no longer drink.

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<sup>3</sup> Drinking five or more glasses on one drinking occasion was used as the defining criteria for Heavier drinking in our analysis. Five or more glasses in a row is a definition used by ALAC to be binge drinking for youth.

Following is a graph which illustrates the binge drinking trend for the current 2000 survey monitor in comparison to the last monitor in 1998 and the Benchmark in 1997.

This shows a **significantly greater proportion** of “Heavier drinkers” and a **significantly lesser proportion** of “Non-drinkers” than the previous survey monitor and the Benchmark.



## 3.2 Segment profiles

### 3.2.1 “Heavier drinkers”

At 40%, “Heavier drinkers” represent the second largest group of young people, 14 to 18 years. They are only marginally smaller than the biggest group, “Lighter drinkers”.

#### Trend

A significantly greater proportion of Youth, 14 to 18, are now classified as “Heavier drinkers”. At 40%, this is significantly **greater** than the proportions recorded for the Benchmark survey (34%) and the monitor in 1998 (31%).

#### Drinking behaviour

Over half (51%) of “Heavier drinkers” claim to **drink alcohol at least weekly**.

When asked about the two week period prior to the monitor, 58% effectively claimed they had **binged**. One third of these binge drinkers (37%) claimed they had done so on three or more occasions. Eighty eight percent (88%) reported binge drinking at least once in the last three months.

#### Demographic characteristics

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

- There is slighter, but significant over-representation of **males** (56% cf. 48% for each of “Lighter” and “Non-drinkers”).
- A greater proportion of “Heavier drinkers” are found in the 17-18 year old age group (58% cf. 36% of “Lighter drinkers” and 11% of “Non-drinkers”). That is, they have an **older age profile**.
- There is a tendency for a greater proportion of this group to be **Māori** (24% cf. 14% for “Lighter drinkers”).
- Reflecting their older age profile, fewer are studying (only 62% are studying, compared to 75% of “Lighter drinkers” and 91% of “Non-drinkers” respectively).
- Consequently, they are more likely to be employed in full- or part-time jobs and have more available income than the other two groups. Nearly a third (32%) earn more than \$100 a week (cf. 15% of “Lighter drinkers” and 1% of “Non drinkers”)

#### Self perception

Sixty six percent (66%) of this group report they are drinking the **same or more** than they did in the past year. When asked how much they felt was right for them in terms of their drinking, 65% claimed they were drinking the “right amount”.

### Risk-related profile

“Heavier drinkers” are likely to engage in a number of other risk related behaviours including the following:

- Of potential concern given their drinking behaviour, is the fact that more than half of them **drive a car or motorbike** (59%) compared with 36% of “Lighter drinkers” and 27% of “Non-drinkers”. Note that 94% of “Heavier drinkers” are of a legal age to drive (cf. 78% of “Lighter drinkers” and 58% of “Non drinkers”).
- “Heavier drinkers” are more likely to **smoke cigarettes** (33% as compared to 23% of “Lighter drinkers” and 2% of “Non-drinkers”).
- Overall, this group reports **less adult supervision** while they are drinking.
- Of those “Heavier drinkers” who claim they feel they are drinking “too much” or “far too much”, only 29% claim to have tried to cut back their drinking, compared with 65% of “Lighter drinkers”.

Against this risk profile, “Heavier drinkers” are able to list the highest number of strategies to keep themselves safe while out at social occasions compared to the other two groups.

### **3.2.2 “Lighter drinkers”**

“Lighter drinkers” comprise 47% of young people in the age group, 14 to 18 and as such, are the largest group of Youth.

#### Trend

This segment appears to be stable in size.

#### Drinking behaviour

One third (33%) of “Lighter drinkers” report **drinking at least once a week** on average.

Furthermore, when asked about the two week period prior to the survey monitor, 23% effectively claimed they had **binged**. Almost two thirds, (63%) claimed that they had binged in the last three months.

#### Demographic characteristics

“Lighter drinkers” have a demographic profile which is similar to the general profile for the age group that is the subject of this survey monitor. However, one notable difference is the fact that they tend to be under-represented in terms of the proportion of Māori (14% cf. 24% for “Heavier drinkers”).

#### Self perception

Sixty six percent (66%) of this group report they are drinking the **same or less** than they did in the past year. When asked how they felt about the amount they were drinking now, 79% claimed they were drinking what they believed to be the “right amount”.

### Risk-related profile

“Lighter drinkers” appear to be both aware of the potential binge outcomes of drinking alcohol, but also **highly aware** of their own need to moderate their alcohol use. Of those “Lighter drinkers” who claimed they felt they were drinking too much or far too much, 65% had tried to cut back on their drinking (cf. 29% of “Heavier drinkers”).

Additionally, “Lighter drinkers” are **less likely** to engage in related risk behaviours. For example, 60% claim they do not drive at present (cf. 62% for “Non drinkers” and 32% for “Heavier drinkers”).

Nevertheless, 23% claim they smoke at present (cf. 2% for “Non drinkers” and 33% for “Heavier drinkers”).

### **3.2.3 “Non-drinkers”**

“Non-drinkers” are, at 13%, the smallest of the three groups of Youth, 14 to 18. As the number of “Non-drinkers” in the overall sample is therefore quite small, caution must be exercised when interpreting the results.

#### Trend

Given the significant increase in the size of the “Heavier drinkers” segment and the stable size of the “Lighter drinkers” segment, this segment of “Non-drinkers” has shrunk. At 13%, this is significantly smaller than the proportions recorded for the Benchmark survey (20%) and the monitor in 1998 (25%).

#### Drinking behaviour

Ninety three percent (93%) of “Non-drinkers” had tried a sip of alcohol, but the majority had **not had** a full glass of alcohol (83%). “Non-drinkers” were not asked behavioural questions on alcohol use because they defined themselves as current “non-drinkers”.

#### Demographic characteristics

Compared to the two drinking segments, “Non-drinkers” have the following demographic characteristics:

- They have a **younger age profile**; 72% of them are 14 or 15 years old, compared with 40% of “Lighter drinkers” and 22% of “Heavier drinkers”.
- Compared to “Lighter drinkers” (14%), they comprise a higher proportion of **Māori** (25%) which is similar to the proportion for “Heavier drinkers” (24%).
- Reflecting their age profile, of all three groups, they have the highest proportion **still attending school/college** (91% cf. 75% for “Lighter drinkers” and 62% for “Heavier drinkers”).

- Also, fewer have part- or full-time jobs than those in the other segments (36% cf. 52% for “Lighter drinkers” and 67% for “Heavier drinkers”).
- Consequently (although not entirely, because they may be given pocket money), they have the **least amount of discretionary income** of all three groups. Almost one half (46%) have less than \$20 per week compared to only 25% for “Lighter drinkers” and 15% for “Heavier drinkers”.

#### Risk-related profile

Again reflecting their age profile, “Non-drinkers” have a relatively low risk profile:

- Almost two-thirds (62%) claim they **do not drive at present** (cf. 60% for “Lighter drinkers” and 32% for “Heavier drinkers”).
- Only 2% claim they smoke at present (cf. 23% for “Lighter drinkers” and 33% for “Heavier drinkers”).

### 3.3 Segment demographics

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

**Table 12: Gender (by youth drinking segment)**

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non-drinker n=42 %
Male	51	>56	48	48
Female	49	44	52	52
Total	100	100	100	100

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

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

**Table 13: Age (by youth drinking segment)**

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

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non-drinker n=42 %
14 years old	18	6	22	42
15 years old	19	16	18	30
16 years old	21	20	24	16
17 years old	21	>27	19	2
18 years old	21	>31	17	9
<i>Refused</i>	0	0	0	0
Total	100	100	100	100

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

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

**Table 14: Ethnicity (by youth drinking segment)**

Q38. Can you please tell me which of these ethnic groups you fit into? You can belong to more than one.

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non-drinker n=43 %
Māori	20	>24	14	>25
NZ European	80	81	84	69
Other European	4	3	7	0
Samoan	2	0	1	8
Cook Island Māori	2	4	0	1
Tongan	1	1	0	0
Niuean	1	0	1	4
Other	6	1	7	17
Refused	0	0	0	0
Total	**	**	**	**

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

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

**Table 15: Educational status (by youth drinking segment)**

Q39. Are you currently at school or college, university or polytechnic?

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non-drinker n=42 %
At school/college	72	62	>75	>91
At university/polytechnic	11	14	11	4
Not studying	17	24	14	4
Total	100	100	100	100

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

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

**Table 16: Employment status (by youth drinking segment)**

Q40. And do you have a paid job?

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non-drinker n=42 %
Part-time job	45	>51	43	36
Full-time job	11	16	9	0
No job/between jobs	45	33	48	>64
Total	100	100	100	100

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

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

**Table 17: Income (by youth drinking segment)***Q41. And approximately how much money do you get on a weekly basis?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
Less than \$10	8	5	9	14
\$10 - 19	16	10	16	32
\$20 - 29	14	8	17	19
\$30 - 49	13	14	12	17
\$50 - 99	22	25	22	14
\$100 - 199	9	14	7	0
\$200 or more	11	18	8	1
Nothing/ no money	4	2	6	0
Don't know	2	1	3	2
Refused	1	1	0	0
Total	100	100	100	100

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

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

**Table 18: Living situation (by youth drinking segment)***Q42. And which of the following best describes your living situation?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
I live with both parents	71	70	70	79
I live <u>mostly</u> with one parent or guardian	21	21	22	14
My parents live apart and I live some of my time with each of them	3	4	3	2
I live away from my parents/guardians (e.g. boarding or flatting)	2	3	0	4
Other	3	1	5	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.

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

**Table 19: Drivers (by youth drinking segment)***Q43. Do you regularly drive a car or ride a motorbike (as a driver)?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
No, don't drive at all	49	32	>60	>62
No, don't drive regularly	10	12	8	12
A car	38	54	30	18
A motorbike	6	5	6	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.

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

**Table 20: Cigarettes (by youth drinking segment)***Q44. Do you smoke cigarettes at present?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
Yes	25	>33	>23	2
No	75	67	77	98
<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.

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

**Table 21: Area - Rural/Urban (by youth drinking segment)***Q45. Do you live in a town or city, or a country area?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
Town or city	84	83	84	85
Country area	16	17	16	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.

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

**Table 22: Area - Closest town/city (by youth drinking segment)***Q47. And lastly, what town or city do you live in or are closest to?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
Northland	3	2	5	1
Auckland	28	28	25	36
Waikato	3	2	5	1
Bay of Plenty	9	10	7	12
Gisborne	2	3	1	1
Taranaki	8	4	9	10
Hawke's Bay	7	8	7	5
Manawatu	3	4	1	6
Wairarapa	1	2	0	1
Wanganui	2	2	2	0
Wellington	13	14	12	12
Nelson	2	2	1	4
West Coast	0	0	0	0
Christchurch	11	11	12	6
Timaru/Oamaru	4	3	5	0
Dunedin	3	2	3	4
Invercargill	3	2	4	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.

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

## 4. Drinking behaviour

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### 4.1 Trial and frequency of drinking

A slight increase in the numbers of Youth claiming to have experimented with alcohol is reported in this survey monitor. As this result is not significant, the next monitor will be used to confirm whether this is an emerging trend.

#### 4.1.1 Trial of alcohol

Ninety nine percent (99%) of all Youth 14 to 18 years reported having at least a **sip of alcohol** (cf. 95% in 1998). While this obviously applies to 100% of the two drinking groups as a result of the way in which they have been defined, note that the great majority of “Non-drinkers” also claimed to have had a sip. This may, of course, be under quite controlled parental supervision.

However, reflecting their status as “Non-drinkers”, 17% claimed to have ever had a “full” glass (18% in 1998). There were no differences by gender, age or ethnicity.

#### 4.1.2 Current drinkers

Eighty-seven percent (87%) of all Youth 14 to 18 years claimed to currently drink alcohol. As indicated in the previous section on the Segmentation, 40% of these teenagers may be classified as “Heavier drinkers” and 37% as “Lighter drinkers”, with the distinction being made on the number of drinks consumed on the last drinking occasion (i.e. five or more, as per ALAC’s definition of binge drinking).

Note that this figure of 87% compares with the 70% of parents who believe their teenager currently drinks alcohol (*Youth and Alcohol. Benchmark survey of parental concern, March/April 2000*).

There were no differences by gender, age or ethnicity.

### **4.1.3 Frequency of drinking alcohol**

Forty percent (40%) of Youth 14 to 18, who had had at least a full glass of alcohol at some stage, claimed to have an alcoholic drink at least once every week (cf. 38% in 1998).

This level of frequency is similar to those recorded in 1998. The figure of 40% equates with 36% of all Youth 14 to 18.

As expected, this is more likely to be the case amongst “Heavier drinkers” (51%) compared to “Lighter drinkers” (33%). Male Youth were also more regular drinkers than female Youth, as were the older age groups of Youth (i.e. 16-17, and 18 year olds).

There were no differences by ethnicity.

**Table 23: Ever tried alcohol (by youth drinking segment)**

Q5. The next few questions are about trying and using alcohol. Have you ever tried **alcohol**, even a sip? (This includes, beer, cider, wine, spirits, liqueurs and alcoholic lemonade and RTD's).

	2000 Total sample n=303 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	2000 Non- drinker n=43 %	1998 Total sample n=317 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %	1998 Non- drinker n=76 %
Yes	>99	100	100	93	95	100	100	79
No	1	0	0	7	5	0	0	21
Total	100	100	100	100	100	100	100	100

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

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

**Table 24: Ever had a full glass of alcohol (by youth drinking segment)**

Q6. Have you ever had a **full** "glass" of alcohol? By this, I mean a whole can or bottle of beer or a whole glass of wine.

	2000 Sub sample* n=296 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	2000 Non- drinker n=36 %	1998 Sub sample* n=301 %	1998 Heavier drinker n= %	1998 Lighter drinker n=123 %	1998 Non- drinker n=36 %
Yes	>90	100	100	17	84	100	100	18
No	10	0	0	83	0	0	0	82
Total	100	100	100	100	100	100	100	100

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

\*Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q5).

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

**Table 25: Frequency of drinking alcohol (by youth drinking segment)**

*Q8. At present, about how often do you have an alcoholic drink of any kind?*

	2000 Sub sample* n=269 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Sub sample* n=252 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
Almost everyday	3	➤6	0	2	2	2
About 2 or 3 times a week	13	➤16	11	10	18	6
About once a week	24	➤29	22	26	32	24
About once every two weeks	23	21	26	16	14	19
About once a month	16	15	16	26	25	29
Only a few times a year	18	12	23	15	9	20
Never drink alcohol now	2	0	0	4	0	0
Don't know	1	1	1	0	0	0
<b>Total</b>	<b>100</b>	<b>100</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.

\*Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q5) and have had a full glass (Q6).

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

## **4.2 Binge drinking**

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

Overall, the results suggest more Youth may have engaged in binge drinking with regard to their last drinking occasion and in the two week period leading up to this survey monitor. This is not however reflected in the results for the longer time period of three months.

We feel it is important to note that this may be because of the timing (early in 2000) of the survey monitor compared to the 1998 monitor for example (i.e. November is generally the examination period), and because of the fact that the changes in legislation may have made alcohol more accessible to some of the older teenagers in the age group 14 to 18.

However, we note the timing of the current survey monitor is similar to the timing of the Benchmark survey in April 1997.

### **4.2.1 Last drinking occasion**

Almost one half (46%) of those who drink claimed that they had consumed five or more glasses of alcohol on their last drinking occasion. This compares with 40% in 1998 and while this is not a significant difference, the next survey monitor will confirm whether this is an emerging trend.

The figure of 46% equates with 39% of all Youth 14 to 18.

Note that 38% of "Heavier drinkers" claimed they drunk nine or more glasses (cf. 39% in 1998) and 44% of "Lighter drinkers" drank between three and four glasses (cf. 44% in 1998).

Note that Māori Youth were also more likely to claim they had consumed greater volumes than non-Māori Youth on their last drinking occasion, as was the oldest age group of Youth (i.e. 18 year olds).

### **4.2.2 In the last two weeks**

A greater proportion of drinkers claimed they had drunk five or more glasses of alcohol on at least one occasion sometime in the last two weeks (39%) than was the case in 1998 (32%); effectively admitting to binge drinking. This equates with 33% of all Youth 14 to 18.

This appears to be the case for both “Heavier drinkers” (58% cf. 54%) and “Lighter drinkers” (23% cf. 17%), although these differences are not technically significant. There are, however, significant differences by gender, with male Youth more likely to have binged, as there are by ethnicity. Māori Youth were more likely to claim they had binged in the last two weeks.

The two older age groups (i.e. 16-17, 18 year olds) were also more likely to claim they had binged in the last two weeks.

Note that not only does the incidence of binge drinking during this time period appear to be higher, so does the frequency over all.

Twenty seven percent (27%) of all binge drinkers claimed they had binged three or more times (cf. 24% in 1998). Not surprisingly given the way they have been defined, this appeared to be the case for “Heavier drinkers” (37% cf. 28% in 1998), although the reverse applies in the case of “Lighter drinkers” (4% cf. 16% in 1998). Base numbers are small, so these results should be treated as indicative only.

Again, Male Youth, Māori Youth and older Youth were more likely to have binged frequently than their counterparts.

### **4.2.3 In the last three months**

Three quarters of all drinkers (75%) claimed they had binged on at least one occasion during the last three months (cf. 63% in 1998). This equates with 64% of all Youth 14 to 18.

Note that a greater proportion of “Lighter drinkers” (63% cf. 44% in 1998) claimed this to be the case than “Heavier drinkers” (88% cf. 93% in 1998).

As for the two-week period, Māori Youth were more likely to claim they had binged in the last three months.

The frequency of binge drinking remains unchanged, with 30% of all drinkers binging six times or more (31% in 1998).

### **4.2.4 Parents’ beliefs**

We do not have questions which enable us to directly compare teenagers’ reported level of binging with parents’ opinions.

However, we know that 46% of current drinkers (39% of all Youth 14 to 18) consumed more than five glasses on their last drinking occasion, 39% of drinkers reported having done this at least once in the last two weeks (33% of all Youth 14 to 18), and 75% of drinkers reported having done this at least once in the last three months (64% of all Youth 14 to 18).

In comparison, 37% of all parents of teenagers 14 to 18 believed their teenager had drunk to excess. In other words, there is a **mismatch** between what parents believe is the case and what teenagers report they are doing.

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

Q11. Thinking about the **last time** you drank at least one full “glass” of alcohol.

Remember, that’s a whole can or bottle of beer, a glass of wine, etc. About how many glasses did you drink?

	2000 Sub sample* n=260 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Sub sample* n=241 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
Only one glass	17	0	32	16	0	26
2 glasses	13	0	25	20	0	34
3 glasses	14	0	<b>27</b>	13	0	22
4 glasses	9	0	<b>17</b>	9	0	15
5-6 glasses	17	<b>&gt;38</b>	0	20	48	0
7-8 glasses	11	<b>&gt;24</b>	0	5	12	0
9-10 glasses	5	<b>&gt;10</b>	0	7	18	0
More than 10 glasses	13	<b>&gt;28</b>	0	8	21	0
Don't know	2	0	0	2	1	0
<b>Total</b>	<b>100</b>	<b>100</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.

\*Includes only those who said they had tried alcohol (Q5/6) and still drink alcohol (Q8).

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

*Q9. Have you drunk 5 or more drinks in a row anytime in the last 2 weeks? By a drink, I mean a whole can or bottle of beer or a whole glass of wine.*

	2000 Sub sample* n=259 %	2000 Heavier drinker n=128 %	2000 Lighter drinker n=123 %	1998 Sub sample* n=241 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
Yes	39	>58	23	32	54	17
No	61	42	77	68	46	83
Total	100	100	100	100	100	100

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

\*Includes only those who have tried alcohol (Q5/6) and still drink alcohol (Q8).

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

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

	2000 Sub sample* n=115 %	2000 Heavier drinker n=80 %	2000 Lighter drinker n=30 %	1998 Sub sample* n=77 %	1998 Heavier drinker n=51 %	1998 Lighter drinker n=24 %
Once	50	45	62	55	53	60
Twice	23	18	35	21	20	24
Three or more times	27	>37	4	24	28	16
Don't know	0	0	0	1	0	0
Total	100	100	100	100	100	100

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

\*Includes only those who are current drinkers (Q8) and who claim they have had 5 or more alcoholic drinks in one session in the last 2 weeks (Q9).

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

**Table 29: Binge drinking in the past three months (by youth drinking segment)**

*Q10. Have you drunk 5 or more drinks in a row anytime in the last 3 months?*

	2000 Sub sample* n=260 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Sub sample* n=241 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
Yes	75	>88	63	63	93	44
No/ Don't know	25	12	37	36	7	50
Total	100	100	100	100	100	100

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

\*Includes only those who are current drinkers (Q8) and those who claim they have had 5 or more alcoholic drinks in one session in the last 2 weeks (Q9).

**Table 30: Frequency of binge drinking in past three months (by youth drinking segment)**

*Q10a. How many times in the last 3 months did you do that? That is, drink 5 or more drinks in a row.*

	2000 Sub sample* n=201 %	2000 Heavier drinker n=115 %	2000 Lighter drinker n=77 %	1998 Sub sample* n=152 %	1998 Heavier drinker n=82 %	1998 Lighter drinker n=62 %
One	26	19	33	23	18	32
Two	16	14	18	22	18	29
Three to five times	25	22	30	21	26	18
Six to ten times	15	18	12	16	17	15
More than ten times	15	>22	6	15	20	6
Don't know	4	5	1	5	0	0
Total	100	100	100	100	100	100

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

\*Includes only those who are current drinkers (Q8), those who have binged in the last 2 weeks (Q9) and those who have binged in the last 3 months (Q10).

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

### 4.3 Drink types

As has been the case in previous survey monitors, the **drinks of choice** for teenagers continue to be:

- Wine or sparkling wine (86% of drinkers report they have drunk a full glass at some stage).
- Ordinary strength beer (85%).
- Spirits, mixed or straight, with coke or lemonade (79%).
- RTD's (76%).

"Heavier drinkers" continue to have a **wider repertoire of drinks** than "Lighter drinkers". In addition to the drink types listed above, over two-thirds of "Heavier drinkers" have also tried alcoholic sodas, liqueurs, low alcohol beer and alcoholic lemonades.

Compared to previous survey monitors, there have been few significant changes in what teenagers report drinking. The following are not significant, but may be indicative of emerging trends.

Most prominent is the higher rate of trial for "ready to drink" beverages up by 11%, from 65% in 1998 to 76% in 2000 and the gradual decline in similar but now less "trendy" drinks such as alcoholic sodas (61%, down from 65% in 1998) and alcoholic lemonades (56%, down from 62% in 1998).

The growing trend for spirits mixed with soft drinks, marketed as RTD's, may also be sparking a trend for Youth to prefer these more generally or to make their own: 79% claimed they had tried at least a full glass of "spirits mixed or straight" (cf. 73% in 1998).

Fewer "Lighter drinkers" (66% cf. 75% in 1998) and "Heavier drinkers" (48% cf. 55% in 1998) claimed to have tried alcoholic lemonades. This might reflect the wider range of sweet alcoholic alternatives, such as RTD's, now available on the market since the time of the last monitor.

Beverages with a higher percentage of alcohol in them seem to be slightly more popular overall; for example, spirits, mixed or straight (79% cf. 73% in 1998), extra strength beer (27% cf. 23% in 1998), and port or sherry (29% cf. 24% in 1998).

In contrast, cider appears to be less popular (tried by fewer "Heavier drinkers", 38% cf. 53% in 1998).

To an extent, gender appears to be a determinant of the drink types tried. For example, male Youth were more likely to claim they had drunk beer (of all types) and female Youth more likely to claim they had drunk RTD's and wine coolers.

Māori Youth were also more likely to have tried sweeter drinks (e.g. RTD's, alcoholic lemonades, etc.) than non-Māori Youth.

In general, older Youth had a much wider repertoire of drinks than younger Youth.

**Table 31: Types of alcohol tried (by youth drinking segment)**

*Q7. Which of these types of alcohol have you ever had a full "glass" of? Is there anything else I haven't already said?*

	2000 Sub sample* n=269 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Sub sample* n=252 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
Wine or sparkling wine	86	90	84	84	86	82
Ordinary strength beer	85	89	83	84	93	81
Spirits mixed or straight (e.g. with coke or lemonade)	79	91	68	73	89	64
RTD's (Ready To Drinks, e.g. Stollies, Mule, Rum and Cola)	76	83	68	65	84	56
Alcoholic sodas (e.g. Sub zero, Vault)	61	74	52	65	75	62
Low alcohol beer	59	67	53	65	74	60
Liqueurs (e.g. Baileys)	57	69	45	60	71	52
Alcoholic lemonades (e.g. Stinger, Two Dogs)	56	66	48	62	75	54
Wine cooler	39	45	34	44	51	41
Cider	34	38	32	39	53	32
Home brew	34	39	29	33	43	24
Port or sherry	29	34	26	24	31	19
Extra strength beer (e.g. Elephant Beer)	27	36	21	23	34	16
Other	3	1	5	1	1	1
Don't know	0	0	0	0	0	0
Total	**	**	**	**	**	**

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

\*Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q5) and have had a full glass (Q6).

## 4.4 Drinking trends

One-third (33%) of all drinkers claimed they were now drinking “more” than they were in the previous year. This figure equates with 21% of all Youth 14 to 18.

This appears to be a significant decrease from the proportion claiming to be drinking “more” in the 1998 survey monitor (48%). On the surface, this appears to contradict the increases recorded in the proportion of “Heavier drinkers”, etc.

Decreases are recorded for both drinking groups; “Heavier drinkers” (30% cf. 59% in 1998) and “Lighter drinkers” (34% cf. 40%).

Conversely, a greater proportion of “Heavier drinkers” (33% cf. 20% in 1998) and “Lighter drinkers” (27% cf. 22%) now claim to be drinking “less”.

As a result, 73% of drinkers claimed they were drinking “about the right amount” (70% in 1998), although 20% claimed they were either drinking “far too much” or “too much”. This is especially the case amongst the “Heavier drinkers” (29% cf. 28% in 1998).

Significantly, almost one half (41%) claimed to have “tried to cut back” their drinking in the last year (cf. 45% in 1998). Note that the base numbers here are small and therefore the results should be treated as indicative only.

While about the same proportion of Māori Youth (36%) as non-Māori Youth (32%) claimed they were drinking “more” compared to the same time last year, Māori Youth (33%) were more likely to claim they were drinking too much compared to non-Māori Youth (18%). They were not however any more likely to claim they had tried cutting back (36% for Māori Youth cf. 43% for non-Māori Youth).

**Table 32: Drinking more or less than last year (by youth drinking segment)**

Q21. And would you say you are **now** drinking more, less or about the same amount of alcohol as you did in the past year?

	2000 Sub sample* n= 260 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Sub sample* n=241 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
More	33	30	34	48	59	40
Same	37	36	39	29	21	34
Less	30	33	27	21	20	22
Did not drink alcohol last year	1	1	1	2	1	3
Don't know	0	0	0	0	0	0
Total	100	100	100	100	100	100

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

\*Includes only those who are current drinkers (Q8).

**Table 33: Perception of drinking level (by youth drinking segment)**

*Q22. Thinking about how much you drink now, compared with how much you feel is right for you in general, would you say that you are drinking...*

	2000 Sub sample* n=260 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Sub sample* n=252 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
Far too much	1	3	0	2	4	1
Too much	19	26	13	20	24	19
About the right amount	73	65	79	70	69	69
Too little	6	4	7	7	2	11
Far too little	1	2	1	1	0	1
Don't know	0	0	0	0	1	0
Total	100	100	100	100	100	100

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

\*Includes only those who are current drinkers (Q8).

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

*Q23. Have you tried to cut back your drinking in the last year?*

	2000 Sub sample* n=65 %	2000 Heavier drinker n=44 %	2000 Lighter drinker n=19 %	1998 Sub sample* n=55 %	1998 Heavier drinker n=27 %	1998 Lighter drinker n=28 %
Yes	41	29	>65	45	44	46
No	59	71	35	55	56	54
Total	100	100	100	100	100	100

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

\*Includes only those who are current drinkers (Q8) and claim they have drunk too much or far too much (Q22).

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

## 4.5 Experiences as a result of drinking

Most Youth (83%) who had tried alcohol at some stage claimed to have experienced some negative outcome as a result. Over, or almost, half claimed that at some stage they:

- Could not remember things or what they did (61%).
- Threw up or vomited (54%).
- Saw or heard things in a confused way (48%).

Not surprisingly, a greater proportion of “Heavier drinkers” claimed they had ever experienced these outcomes. For example, in comparison to “Lighter drinkers”, the following proportions of “Heavier drinkers”:

- Could not remember things or what they did (as a result of drinking) (70% cf. 52% for “Lighter drinkers”).
- Threw up or vomited (62% cf. 46%).
- Saw or heard things in a confused way (54% cf. 44%).
- Fallen over and/or hurt themselves (52% cf. 31%).
- Got into an argument or fight (35% cf. 20%).

Note, also, that 24% of “Heavier drinkers” claimed they had driven a car after they had too much to drink, or they had been given a lift by a driver who had had too much to drink. This outcome was first measured in the current survey monitor.

The same applies in the case of an outcome relating to passing out. Twenty one percent (21%) of “Heavier drinkers” claimed this had happened to them. And while small, in proportional terms, 19% of “Heavier drinkers” also claimed they had got themselves into unpleasant sexual situations.

Alcohol-related experiences appear to be similar by gender, with some notable exceptions. Male Youth were more likely to claim they had got into arguments and fights, whereas there was a tendency for female Youth to claim they had got into compromising sexual situations. They were also more likely to claim they felt guilty about their actions.

Not surprisingly, older Youth (i.e. 16-17, 18 year olds) appear to have experienced a wider range of alcohol-related outcomes. In comparison, there were no differences by ethnicity.

Most of these results are similar to the results for the previous monitor. However, the one notable exception to this is the significant increase in the proportion claiming they could not remember things or what they did (61% cf. 46% in 1998). This equates to 52% of all Youth 14 to 18.

**Table 35: Drinking outcomes (by youth drinking segment)**

Q26. Which of the following have ever happened to you as a result of drinking alcohol?

	2000 Sub sample* n=261 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Sub sample* n= 252 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
You couldn't remember things or what you did/ were unable to remember periods of time	61	>70	52	46	66	34
You threw up or vomited	54	>62	46	56	71	47
You saw or heard everything in a confused way	48	>54	44	46	60	37
You fell over or hurt yourself	41	>52	31	43	60	32
You felt guilty/embarrassed or sorry about what you did	40	>46	34	46	60	37
You got into an argument or fight	27	>35	20	25	33	18
You felt so ill that you didn't go out, or to school, or to work	24	>31	17	23	34	15
You got into trouble at home	24	26	21	20	26	16
You got a lift with a driver who had had too much to drink or drove a car yourself when you had had too much to drink	18	>24	14	nm	nm	nm
You passed out	17	>21	13	nm	nm	nm
You ended up in a sexual situation that you weren't happy about	15	19	11	13	16	10
You got into trouble with the law	13	17	9	10	16	6
You got into trouble with your school (university, employer, etc.)	6	7	5	8	15	4
None of these	17	4	30	20	2	30
Total	**	**	**	**	**	**

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

\*Includes only those who claim they have tried (or don't know if they have tried) alcohol, even a sip (Q5).

nm= results not measured at this time.

## 4.6 Staying safe: knowledge of strategies

Most teenagers knew of at least some “strategies” that they could use to keep safe when attending functions where alcohol was available. The most frequently mentioned related to limiting the amount of alcohol drunk (46%), although one-fifth (22%) actually suggested that one strategy was simply **not** to drink alcohol at all. This was the case for **both** “Heavier drinkers” (17%) and “Lighter drinkers” (18%), but especially “Non-drinkers” (55%).

In terms of the strategies known, there were relatively few differences between “Heavier” and “Lighter drinkers”. In addition to those listed above, other strategies frequently mentioned included:

- Staying with a group of friends (42%, but mentioned especially by “Heavier drinkers” at 55%).
- Not drinking and driving (21%) or arranging a designated driver (20%).

It is significant that less frequently mentioned strategies included a number relating to parents; for example:

- Informing parents where they were going (7%).
- Arranging to be picked up by a parent (7%).

Overall, female Youth were more likely than male Youth to identify strategies, with the most notable being not to drink and staying safe by being with a group of friends. Non-Māori Youth were also more likely to identify strategies than Māori Youth, and while there were also some differences by age (viz. that older Youth appeared to be more aware than younger Youth of strategies), these differences were not as apparent.

**Table 36: Knowledge of strategies for staying safe (by youth drinking segment)**

*Q27. Thinking about when you go to parties and do other things with your friends that involve drinking alcohol, what are some of the ways you can stay safe? Are there any other things you can do?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=43 %
Only a few drinks/don't get really drunk/Don't drink too much	46	>44	>53	31
Make sure that I <u>stay</u> with a group of friends/With a friend	42	>55	33	38
Make sure one person stays sober	24	>27	27	5
Don't (alcoholic) drink at all	22	17	18	>55
Don't drink and drive/ don't get in a car with a drunk driver	21	25	18	17
Arrange a designated driver	20	>22	>21	12
Drink slowly	10	10	10	8
Eat at the same time/ I don't drink on an empty stomach	10	5	14	12
Don't go to parties where people are unknown	9	9	9	14
Take own alcoholic drinks (so not spiked)	9	6	12	6
Have money to get home	8	14	5	0
Tell my parents/Family where I will be	7	7	7	8
Arrange to be picked up by parents/family	7	8	10	6
Drink non-alcoholic drinks as well	7	8	6	6
Don't drink anything given to me by someone I don't know/Trust	5	5	5	1
Don't mix with people who are drunk	5	6	5	4
Drink low alcohol drinks (or extra coke/juice/water in the drink)	4	2	6	1
Don't try/use drugs	1	0	0	6
Don't drink spirits/rocket fuel	1	0	1	0
Don't go to bars/Pubs/Discos (licensed premises)	1	0	1	0
Take non-alcoholic drinks with me	0	0	0	1
Other	40	38	41	40
Don't know of any	2	2	1	3
Total	**	**	**	**

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

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

## 5. Purchasing and accessing alcohol

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### 5.1 Sources of alcohol

It should be noted that the following analysis by the two drinking groups is based on **current drinkers 14 to 17 years old**. That is, 18 year olds are excluded because the legal drinking age is now 18. Comparable tables are also provided, based on an analysis by age groups (viz. 14-15, 16-17, and 18 year olds).

When 14 to 17 year old drinkers were asked where they got their alcohol from, a small but not insignificant proportion claimed they bought it themselves (9%). Most (61%) claimed they obtained it from their peers (friends) and, again, this was more frequently the case for "Heavier drinkers" (71%).

A slightly greater proportion claimed they obtained their alcohol from their parents (66%) and in contrast to the earlier results, this was especially the case for the "Lighter drinkers" (74%). Female Youth were also more likely to claim they had obtained alcohol from their parents, as were non-Māori Youth. This was confirmed by the parents' Benchmark survey.

While there were few differences by age, it should be noted that 16-17 year olds were more likely than 14-15 year olds to claim they obtained alcohol from their parents.

The figure of 66% compares almost exactly with the proportion of parents reporting that they supplied alcohol to their teenage children.

**Table 37: Sources of alcohol (by youth drinking segment)***Q13. And when you drink alcohol, where do you get it?*

	Sub sample* n=205 %	Heavier drinker n=94 %	Lighter drinker n=103 %
I buy it myself	9	10	7
From friends	61	>71	54
From a brother or sister	10	10	9
From parents	66	58	>74
From a friend's parents/ siblings	18	23	14
From another adult I know	4	2	6
From a stranger	1	1	0
Steal it/sneak it	0	1	0
Other	6	8	5
Don't know	1	0	1
Total	**	**	**

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

\*Current drinkers aged below 18 years.

**Table 38: Sources of alcohol by age group (by age group)***Q13. And when you drink alcohol, where do you get it?*

	Sub sample* n=261 %	14-15 years n=96 %	16-17 years n=117 %	18 years n=56 %
I buy it myself	27	1	13	88
From friends	51	48	>67	24
From a brother or sister	8	7	12	3
From parents	57	>64	>64	32
From a friend's parents/ siblings	15	17	18	6
From another adult I know	3	7	2	1
From a stranger	0	1	0	0
Steal it/sneak it	0	0	0	0
Other	6	6	7	7
Don't know	1	2	0	0
Refused	2	1	3	3
Total	**	**	**	**

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

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

## 5.2 Personal purchase

Eighty three percent (83%) of drinkers aged 14 to 17 claimed they never bought alcohol for themselves. As this results in a very small sub-sample of purchasers, the results in some of the following tables should be treated as indicative only.

Note the very small proportion reporting they make purchases from supermarkets (1%) relative to bottle stores (9%).

**Table 39: Personal purchase of alcohol (by youth drinking segment)**

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

	Sub sample* n=205 %	Heavier drinker n=94 %	Lighter drinker n=103 %
A pub	3	2	3
Dance club/Night-club	1	2	0
Bottle store	>9	12	7
Supermarket	>1	0	2
Sports club	0	0	0
Other	1	0	1
Don't buy alcohol	>83	81	85
Refused	0	1	0
Don't know	2	2	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.

\*Current drinkers aged below 18 years.

**Table 40: Personal purchase of alcohol by age group (by age group)**

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

	Sub sample* n=260 %	14-15 years n=93 %	16-17 years n=112 %	18 years n=55 %
A pub	6	0	4	15
Dance club/Night-club	1	0	1	1
Bottle store	>20	1	15	>54
Supermarket	>4	0	1	12
Sports club	1	0	0	6
Other	1	0	1	0
Don't buy alcohol	>67	>98	>73	12
Refused	0	0	0	0
Don't know	1	0	3	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.

\*Current drinkers aged 14 to 18.

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

**Table 41: Requests for ID when purchasing alcohol (by youth drinking segment)**

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

	Sub sample* n=25 %	Heavier drinker n=13 %	Lighter drinker n=11 %
Always	18	12	24
Most times	11	23	0
Sometimes	45	50	42
Hardly ever	7	3	11
Never	19	12	24
Total	100	100	100

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

\* Current drinkers aged below 18 years, who buy alcohol (Q17)

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

**Table 42: Requests for ID when purchasing alcohol by age group (by age group)**

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

	Sub sample n=74 %	14-15 years n=4 %	16-17 years n=21 %	18 years n=49 %
Always	38	25	17	49
Most times	12	0	11	13
Sometimes	23	25	46	11
Hardly ever	12	0	7	15
Never	15	50	17	13
Total	100	100	100	100

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

\*Current drinkers aged 14 to 18 who buy alcohol (Q17).

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

**Table 43: Success in purchasing alcohol (by youth drinking segment)**

*Q19. When you buy alcohol , do you get it?...*

	Sub sample* n=25 %	Heavier drinker n=13 %	Lighter drinker n=11 %
Always	26	18	32
Most times	32	27	37
Sometimes	40	50	32
Hardly ever	3	6	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.

\*Current drinkers aged below 18 years, who buy alcohol (Q17)

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

**Table 44: Success in purchasing alcohol by age group (by age group)**

*Q19. When you buy alcohol do you get it...*

	Sub sample* n=74 %	14-15 years n=4 %	16-17 years n=21 %	18 years n=49 %
Always	61	25	26	80
Most times	20	50	30	14
Sometimes	18	25	41	6
Hardly ever	1	0	3	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.

\*Current drinkers aged 14 to 18 who buy alcohol (Q17).

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

**Table 45: False identification (by youth drinking segment)**

*Q20. And do you get away with false identification or someone else's identification...*

	Sub sample* n=25 %	Heavier drinker n=13 %	Lighter drinker n=11 %
Every time you try	8	3	13
Most times	11	12	11
Some times	12	12	13
Never	25	27	21
Don't use false ID/someone else's ID	44	47	42
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

\*Current drinkers aged below 18 years, who buy alcohol (Q17)

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

**Table 46: False identification by age group (by age group)**

*Q20. And do you get away with false identification or someone else's identification...*

	Sub sample* n=74 %	14-15 years n=4 %	16-17 years n=21 %	18 years n=49 %
Every time you try	8	25	7	8
Most times	10	0	12	10
Some times	5	25	12	1
Never	18	25	25	14
Don't use false ID/someone else's ID	59	25	45	68
<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.

\*Current drinkers aged 14 to 18 who buy alcohol (Q17).

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

### 5.3 Parental provision of alcohol

Most drinkers claimed their parents know they are drinking alcohol (81%). In fact, a small but not insignificant proportion claimed their parents had given them money to purchase alcohol, at least some time in the last six months (9%).

However, as we noted earlier, parents are more likely to provide their teenage children with alcohol. In fact, it should be noted that, on at least one occasion in the last six months, 31% of drinkers claimed their parents have given them alcohol to take to a social occasion that their parents were not also attending (note that female Youth were more likely to claim this was the case, as were 16-17 year olds). This reflects exactly (31%) the proportion of parents reporting to have done this.

On the last occasion this occurred, most drinkers claimed their parents gave them ordinary beer, wine or RTD's, but 72% reported their parents gave the equivalent of five or more servings. This is much higher than the comparable figure of 49% from the parents' Benchmark survey.

It should be noted there were significant differences by gender, with more female Youth reporting their parents had given them alcohol to take to a social event that their parents were also not attending. Also, their parents were more likely to give them wine and RTD's, whereas beer was more likely to be given by parents to their sons.

While there were no differences between Māori and non-Māori Youth in terms of the extent to which parents had given them alcohol to take to social events that their parents were also not attending, Māori Youth more likely reported being given beer and greater volumes as a result.

**Table 47: Parents' knowledge of teenagers' drinking (by youth drinking segment)**

*Q12. And did a parent or guardian know that you were drinking alcohol?*

	Sub sample* n=260 %	Heavier drinker n=129 %	Lighter drinker n=123 %
Yes	81	80	83
No	18	19	16
Don't know	2	2	1
Total	100	100	100

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

\*Includes only those who have tried alcohol (Q5/6) and still drink alcohol (Q8).

**Table 48: Parents giving money to teenagers for alcohol (by youth drinking segment)**

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

	Sub sample* n=260 %	Heavier drinker n=129 %	Lighter drinker n=123 %
\$10 - 20	7	9	5
\$21 - 30	1	1	1
More than \$30	1	1	1
None/ have not been given money for alcohol	>89	89	90
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.

\*Includes only those who have tried alcohol (Q5/6) and still drink alcohol (Q8).

**Table 49: Parents providing children with alcohol (by youth drinking segment)**

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

	Sub sample* n=260 %	Heavier drinker n=129 %	Lighter drinker n=123 %
Yes	>31	33	30
No	69	67	70
Total	100	100	100

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

\*Includes only those who have tried alcohol (Q5/6) and still drink alcohol (Q8).

**Table 50: Types of alcohol provided by parents (by youth drinking segment)**

*Q16. The last time they did this ... what sort of alcohol was it?*

	Sub sample* n=79 %	Heavier drinker n=45 %	Lighter drinker n=33 %
Ordinary beer - cans/stubbies, etc.	33	29	33
Ordinary beer - 750ml bottles	1	1	1
Extra strength beer	2	4	2
Cider - stubbie bottles	2	0	4
Cider - 750ml bottles	3	4	3
Wine - 750ml bottles	26	37	16
Wine cooler - stubbie bottle	4	4	4
Alcoholic sodas	1	1	0
RTD's	20	17	23
Spirits - miniatures	6	4	8
Spirits - hip flask size	2	0	4
Spirits - standard bottle	1	1	0
Spirits - larger bottle	1	2	0
Liqueurs - standard bottle	1	0	1
Don't know	3	0	4
Total	**	**	**

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

\*Includes only those who have tried alcohol (Q5/6) and still drink alcohol (Q8) and who had been given alcohol by a parent to take to an event (Q15).

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

**Table 51: Volume of alcohol provided by parents (by youth drinking segment)**

*Q16. The last time they did this, how much did they give you?*

One serving = 15ml of alcohol	Sub sample*	Heavier drinker	Lighter drinker
	n=79 %	n=45 %	n=33 %
1 serving	5	6	4
2 servings	7	11	4
3 servings	4	0	9
4 servings	11	4	18
5-6 servings	40	38	42
7-8 servings	7	4	10
9-10 servings	7	>10	4
More than 10 servings	18	>27	9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Mean**</b>	<b>6.9</b>	<b>8.0</b>	<b>5.9</b>

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

\*Includes only those who have tried alcohol (Q5/6) and still drink alcohol (Q8) and who had been given alcohol by a parent to take to an event (Q15)

\*\* Mean calculated excluding extreme values (3 cases where volume given was 35 servings or more).

## 6. Attitudes to alcohol

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In order to monitor signs of change in teenagers' attitudes about alcohol, teenagers were asked whether they agreed or disagreed with a series of statements about drinking alcohol, socialising in situations where alcohol is available, and drinking in moderation.

### **Control**

- I can say "no" to alcohol if I don't want to drink
- I can stop drinking when I feel like I have had enough
- When I'm drinking, I know the point at which I'd lose it

### **Purpose**

- It's OK to get drunk as long as it's not too often
- Most of my friends enjoy getting drunk
- Getting drunk is fun
- If I'm going to drink, I usually drink to get drunk

### **Image**

- Drinking too much alcohol can damage your image or what people think of you
- People who get drunk embarrass themselves

### **Perception of parents**

- I believe my parents set a good example to me through their own drinking behaviour
- My parents understand my point of view when it comes to alcohol

### **Social**

- Drinking makes people feel more comfortable at parties and in other social settings
- I feel left out if I don't drink as much as everyone else

### **Moderation**

- Staying sober is OK
- At times I prefer to do things with friends that don't involve alcohol at all
- I prefer to drink when there is food available
- Most of my friends encourage each other to "take it easy"
- I prefer to drink mainly non-alcoholic drinks at parties

The key points to note are as follows:

- Despite the fact that most teenagers agreed that "drinking too much alcohol could damage their image or what people thought about them" (84%) and that "they could stop drinking when they felt they had had enough" (93%), many continue to agree with statements about the fun of getting drunk;
  - ⇒ Most of my friends enjoy getting drunk (65% "agreed" or "strongly agreed").
  - ⇒ Getting drunk is fun (51%).

- Of major concern is the 70% who claimed that “it’s okay to get drunk as long as it’s not too often (also 70% in 1998). Not surprisingly, this was especially the case for the “Heavier” than the “Lighter drinkers”, with 87% claiming “it’s okay to get drunk (occasionally)”. Interestingly, 79% of “Heavier drinkers” claimed their “parents understand their point of view when it comes to alcohol”.
- There are also some significant differences by gender, with male Youth and older Youth more likely to express the view that drinking alcohol is fun, etc. and female Youth promoting moderation. Māori Youth were also more likely to claim that their friends enjoyed getting drunk.
- Relatively few differences are apparent between the current survey monitor and the 1998 survey monitor. The exceptions are:
  - ⇒ A greater proportion claiming that “getting drunk is fun” (51% cf. 45% in 1998), and especially both drinking groups.
  - ⇒ A lower proportion claiming that “people who get drunk embarrass themselves” (69% cf. 78% in 1998).
  - ⇒ A lower proportion claiming that they “prefer to drink mainly non-alcoholic drinks at social occasions” (40% cf. 52% in 1998).

These results need to be considered in the light of a number of significant attitudinal results for parents; namely:

- 23% of parents believing that “it is OK for their teenager to get drunk sometimes”.
- 16% believing that “getting drunk is part of the fun of being a teenager”.

**Table 52: Level of agreement or disagreement with attitudinal statements (by youth drinking segment)**

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

	2000 Total sample n=303 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Total sample n=317 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
	agreeing	agreeing	agreeing	agreeing	agreeing	agreeing
<b>Control</b>						
I can say "no" to alcohol if I don't want to drink	97	96	99	98	95	98
I can stop drinking when I feel like I have had enough	93	93	90	87	91	91
When I'm drinking, I know the point at which I'd lose it	68	➤78	68	68	83	74
<b>Purpose</b>						
It's OK to get drunk as long as it's not too often	70	➤87	66	70	85	75
Most of my friends enjoy getting drunk	65	➤80	61	61	81	60
Getting drunk is fun	51	➤66	52	45	74	45
If I'm going to drink, I usually drink to get drunk	22	➤39	12	20	34	14
<b>Image</b>						
Drinking too much alcohol can damage your image or what people think of you	84	79	➤88	86	85	87
People who get drunk embarrass themselves	69	63	➤72	78	76	76

Note: % agreeing is a combination of *agree* and *strongly agree* responses. Nm= not measured at this time.

**Table 52: (cont.) Level of agreement or disagreement with attitudinal statements (by youth drinking segment)**

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

	2000 Total sample n=303 %	2000 Heavier drinker n=129 %	2000 Lighter drinker n=123 %	1998 Total sample n=317 %	1998 Heavier drinker n=97 %	1998 Lighter drinker n=144 %
	agreeing	agreeing	agreeing	agreeing	agreeing	agreeing
<b>Perception of parents</b>						
I believe my parents set a good example to me though their own drinking behaviour	87	79	>94	nm	nm	nm
My parents understand my point of view when it comes to alcohol	73	75	74	nm	nm	nm
My parents talk to me about drinking too much alcohol	nm	nm	nm	63	60	64
<b>Social</b>						
Drinking makes people feel more comfortable at parties and in other social situations	75	83	75	79	88	74
I feel left out if I don't drink as much as everyone else	12	15	11	16	21	14
<b>Moderation</b>						
Staying sober is OK	97	94	100	97	99	97
At times I prefer to do things with friends that don't involve alcohol at all	98	96	100	97	97	97
I prefer to drink when there is food available	69	64	>75	72	69	80
Most of my friends encourage each other to "take it easy"	63	57	>65	68	75	66
I prefer to drink mainly non-alcoholic drinks at social occasions	40	24	40	52	25	51

Note: % agreeing is a combination of *agree* and *strongly agree* responses. Nm= not measured at this time.

## 7. Is alcohol on teenagers' agenda?

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Having reported on teenagers' behaviour and attitudes towards alcohol in the previous sections, this section focuses on whether or not alcohol is a concern for teenagers, and what concerns they have in relation to alcohol.

In order to measure whether alcohol is a concern for teenagers, respondents were first asked, in a **totally unprompted manner**, what were their "biggest worries" in general.

To ensure specificity of the concerns relating to alcohol, answers given by respondents were coded into four groups accordingly by interviewers; alcohol related damage to physical health, alcohol related damage to mental health, alcohol related sexual vulnerability and alcohol related violence or aggression. Those who made a non-specific comment about alcohol were coded into the "alcohol in general" category later.

The "worry" first mentioned most frequently by respondents related to "getting a job" (28%) or some general reference to "school/education/qualifications" (16%).

Significantly, only 2% specifically mentioned top-of-mind that their "biggest worry" related to alcohol, although it could be argued that some of the other "worries" mentioned top-of-mind relate to alcohol (e.g. peer pressure, self image, sexual relationships).

This situation remains unchanged when all "worries" mentioned on an unprompted basis are taken into account and note that there were few differences by the three groups. That is, the two drinker groups were no more likely than "Non-drinkers" to claim that alcohol was a "worry". There were also no differences by ethnicity.

However, there was a tendency for female Youth to more frequently identify alcohol as a worry on an unprompted basis than males. This also appeared to be the case for Māori Youth and for older Youth.

**After prompting**, the proportion agreeing that "alcohol is an issue that teenagers have to deal with" rose significantly to 76%. Again, there are no differences by the three groups.

Having established that alcohol was of concern, respondents were asked to identify what in particular was concerning. The most frequently mentioned concern top-of-mind was "drinking too much/becoming comatose" (25%), followed by "drink driving" (13%). To an extent, this reflects the results for the outcomes question (see section 4.5), in that the most frequently mentioned outcome experienced was not being able to remember things as a result of drinking.

Relatively few respondents first mentioned concerns relating to aggression or sexual harassment. While there is some mention of these concerns, after all concerns mentioned are taken into account, by far the most frequently given remained the two first mentioned; “drinking too much/becoming comatose” (40%), followed by “drink driving” (27%).

Note, there are relatively few differences by the two drinking groups, although “Lighter drinkers” appeared to be more concerned about drink driving (30% cf. 22% for “Heavier drinkers”). “Non-drinkers” also appeared to be more concerned about “peer pressure” (24% cf. 17% for “Lighter drinkers” and 12% for “Heavier drinkers”).

There were no differences by gender or ethnicity, although older Youth (i.e. 18 years old) were less likely to claim alcohol was an issue.

**Table 53: Issues for teenagers (First mentioned) (by youth drinking segment)**

*Q2a. What is the biggest worry you and other teenagers have to deal with as you get older and take responsibility for yourself?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=43 %
Getting a job	28	28	28	29
School/Education/Qualifications in general	16	14	14	28
Strong peer pressure/being forced to do things to be allowed to stay in the group e.g., drink, smoke, do drugs etc.	7	7	8	8
Drugs or drug related issues	4	3	3	9
Self image/ self confidence/Self esteem/Mental health	2	3	2	0
Teen pregnancy	2	3	1	2
Difficulties communicating with my parents	2	4	0	0
Dangerous driving	2	3	1	0
The cost of an education	1	2	1	0
Sexual relationships	1	4	0	0
Alcohol related damage to my physical health	2	1	2	0
Alcohol related damage to my mental health	0	0	0	0
Alcohol related violence or aggression	0	0	0	1
Alcohol in general	1	0	2	0
Disagreeing with rules my parents set	0	0	0	1
Others	26	22	32	19
None	1	1	1	0
Don't know	5	4	6	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.

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

**Table 54: Issues for teenagers (All mentioned) (by youth drinking segment)**

Q2a. What is the biggest worry you and other teenagers have to deal with as you get older and take responsibility for yourself?

Q2b. What other worries do teenagers have to deal with? And what about things to do with school/working/relationships/entertainment?

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non-drinker n=43 %
Getting a job	49	49	45	62
School/Education/Qualifications in general	41	33	41	64
Strong peer pressure/being forced to do things to be allowed to stay in the group e.g., drink, smoke, do drugs etc.	23	18	24	33
Drugs or drug related issues	15	18	10	28
Sexual relationships	9	15	3	5
Self image/ self confidence/Self esteem/Mental health	7	9	3	14
The cost of an education	5	7	5	0
Teen pregnancy	5	6	5	2
Dangerous driving	5	6	4	0
Difficulties communicating with my parents	3	4	2	4
Teen suicide	1	0	1	0
Disagreeing with rules my parents set	1	0	2	1
Sexually transmitted diseases	0	0	0	1
Alcohol related damage to my physical health	4	5	5	1
Alcohol related damage to my mental health	3	2	3	4
Alcohol related sexual vulnerability	1	2	1	0
Alcohol related violence or aggression	2	0	3	2
Alcohol in general	6	6	8	4
Others	53	52	59	44
None	17	17	19	14
Don't know	10	8	9	13
Total	**	**	**	**

\*\*Total may exceed 100% because of multiple response.

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

**Table 55: Prompted awareness of alcohol as an issue (by youth drinking segment)**

Q3. What about alcohol, is this an issue you and other teenagers have to deal with?

	Sub sample* n=254 %	Heavier drinker n=113 %	Lighter drinker n=99 %	Non-drinker n=39 %
Yes	76	76	76	71
No	24	24	24	29
Total	100	100	100	100

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

\*Includes only those who have not mentioned alcohol as an issue of concern (Q2a&b).

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

**Table 56: Worries about alcohol (First mentioned) (by youth drinking segment)**

*Q4a Thinking about alcohol, what sorts of things are a worry for you and other teenagers?*

	Sub sample* n=234 %	Heavier drinker n=99 %	Lighter drinker n=98 %	Non- drinker n=29 %
Drinking too much/comatose	26	31	27	10
Drink driving	12	11	15	7
Strong peer pressure/being forced to drink, smoke, do drugs, etc.	7	4	5	28
Deciding whether to drink/deciding how much to drink	7	5	9	6
Violent/aggressive situations	5	8	5	0
Driving - having a car/Access to car/allowed to drive	4	2	5	0
Drinking (at all)	4	4	3	6
Drinking in general/Alcohol in general	4	5	5	3
Sex/Being with girls/guys when you are too drunk	2	2	3	0
Parties/socialising in general	1	0	0	6
Money (having enough)	1	2	0	0
Fitting in socially/being invited/Having friends	1	1	2	0
Keeping safe when out partying	1	2	0	0
Parents finding out about drinking	0	0	0	0
Being underage in a pub/getting caught underage	0	0	0	0
Drugs in general	1	0	0	6
Others	18	20	14	21
None	3	2	3	1
Don't know/refused	3	0	4	7
<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.

\*Includes only those who have mentioned alcohol as an issue of concern (Q2a&b, Q3).

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

**Table 57: Worries about alcohol (All mentioned) (by youth drinking segment)**

*Q4a and Q4b. Thinking about alcohol, what sorts of things are a worry for you and other teenagers? Anything else*

	Sub sample* n=234 %	Heavier drinker n=99 %	Lighter drinker n=98 %	Non- drinker n=29 %
Drinking too much/Comatose	40	48	42	18
Drink driving	27	21	30	33
Violent/aggressive situations	21	17	21	20
Strong peer pressure/Being forced to drink, smoke, do drugs etc.	16	13	15	33
Sex/Being with girls/Guys when you are too drunk	16	17	16	17
Drinking in general/Alcohol in general	10	12	11	15
Deciding whether to drink/deciding how much to drink	9	7	11	6
Drinking (at all)	7	10	6	11
Keeping safe when out partying	6	7	6	11
Watching out for/Staying with your mates	6	9	3	6
Fitting in socially/being invited/Having friends	5	4	6	11
Driving - having a car/access to car/Allowed to drive	5	2	8	1
Being underage in a pub/getting caught underage	5	5	4	6
Drugs in general	5	7	2	15
Money (having enough)	3	3	4	0
Parties/socialising in general	3	1	3	11
Dealing with parents	2	0	2	6
Drinking to get away from problems	2	1	4	0
Parents finding out about drinking	1	0	1	6
Sport	1	0	2	0
Staying out too late	0	0	1	0
Others	43	41	42	47
None	3	2	3	1
Don't know/Refused	3	0	4	7
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>

Total may exceed 100% because of multiple response.

\*Includes only those who have mentioned alcohol as an issue of concern (Q2a&b, Q3).

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

## 8. Knowledge of the legislation

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When asked what the legal age was for purchasing alcohol or being supplied with alcohol in New Zealand, teenagers demonstrated a high level of knowledge, with 97% correctly stating it was 18 years of age.

When asked if there were any exceptions to this (i.e. when under 18 year olds could be given alcohol), 54% correctly noted when given to them by a “parent or guardian”.

A greater proportion incorrectly responded when they were specifically asked if there were any exceptions **in relation to public places**. Many incorrectly stated there were no exceptions (58%), although a significant proportion also claimed they did not know (27%).

When asked what type of identification was required as proof of age, most responded in terms of a driver’s license (68%), although 49% also noted that acceptable proof was the HANZ 18+ card. Note, however, there were no significant differences by the three groups.

When specifically asked what they preferred in the form of identification, the overwhelming response was in favour of a driver’s license (65% cf. 18% for HANZ 18+ card). Again, there were no differences by the three groups.

**Table 58: Legal drinking age (by youth drinking segment)**

Q33. I'm going to ask you 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 n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non drinker n=42 %
Less than 18 years	1	0	1	0
18 years	>97	98	97	95
19 years	0	0	0	1
Over 20 years	1	1	1	0
Don't know	1	0	1	4
<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.

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

**Table 59: Exceptions to legal drinking age (by youth drinking segment)**

Q34. And do you know when under 18 year olds can be legally given alcohol?

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non drinker n=43 %
<b>Correct responses</b>				
When it is given to them by their parent or guardian	54	>56	>59	37
When it is given to them at a private function	10	10	12	4
<b>Incorrect responses</b>				
if it is given to them by an older family member/relative	2	0	2	8
If it is given to them by another adult (e.g. teacher, sports coach, friend's parent)	2	4	0	3
In a restaurant or cafe where there is food	2	3	1	0
Other	7	6	8	4
None/ There are no exceptions to the law	7	7	6	10
Don't know	30	29	28	34
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>

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

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

**Table 60: Drinking in public places (by youth drinking segment)**

Q35. 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.

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non drinker n=43 %
<b>Correct responses</b>				
They are allowed if they are with their own parent or guardian	10	7	11	11
<b>Incorrect responses</b>				
No, they are not allowed under any circumstances	58	>64	57	50
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)	1	1	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	5	5	0
Don't know	27	25	26	>35
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.  
Caution: low base number of respondents—results are indicative only.

**Table 61: Identification (by youth drinking segment)**

Q36. And do you know what sort of identification is needed as proof of age for people wanting to buy alcohol?

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non drinker n=43 %
Photo id (non specific)	39	45	39	24
NZ or overseas passport	36	43	30	40
NZ Photo drivers license	68	66	73	59
HANZ 18+ card	49	50	50	37
Other	25	25	23	30
Don't know	5	2	3	15
<b>Total</b>	<b>**</b>	<b>**</b>	<b>**</b>	<b>**</b>

Note: Total may exceed 100% because of multiple response.  
Caution: low base number of respondents—results are indicative only.

**Table 62: Teenagers' preferred types of identification (by youth drinking segment)**

*Q37. (under 18 year olds) When you are old enough to buy alcohol, what sort of identification would you most prefer to use as proof of your age? ( 18 year olds) What sort of identification would you most prefer to use as proof of your age when buying alcohol?*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non drinker n=42 %
Passport	4	2	5	1
Photo drivers license	65	69	66	54
HANZ 18+ card	18	18	19	9
Student card	6	4	8	4
Birth certificate	1	2	0	2
Other	4	2	1	19
Don't know	3	3	1	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.

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

## 9. Parental concern

### 9.1 Parents' drinking behaviour

There is a general understanding that “environmental” factors some times play an important role in determining what teenagers and children in general believe are acceptable standards of behaviour. Therefore, in order to put teenagers' own drinking behaviour and attitudes into perspective, respondents were asked questions about their parents' drinking behaviour.

The following results are noteworthy:

- While in the majority of cases, respondents claimed that both their parents drank alcohol (76% of “Heavier drinkers”, 81% of “lighter drinkers” and 72% of “Non-drinkers”), “Non-drinkers were more likely than the two drinker segments to claim that their parents were “non-drinkers” (18%).
- While most respondents claimed their father was either a “lighter drinker” (46%) or a “medium drinker” (46%), there was a tendency for “Heavier drinkers” to claim their father was a “heavy drinker” (12%) and for “Non-drinkers” to claim their father was a “non-drinker” (77%). To an extent, this was also the case in terms of respondents' mothers.

**Table 63: Drinking status of parents (by youth drinking segment)**

*Q30. Thinking about your parents. Do you parents drinking alcohol? (IF NECESSARY: Or just one of them. Or neither of them)*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non-drinker n=42 %
Both parents drink	78	76	81	72
Only father drinks	8	11	6	6
Only mother drinks	7	6	8	3
Parents non-drinkers	7	6	5	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.

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

**Table 64: Level of drinking - father (by youth drinking segment)***Q31. (If applicable) Would you say your father is a ...*

	Sub sample* n=243 %	Heavier drinker n=106 %	Lighter drinker n=104 %	Non- drinker n=28 %
Lighter drinker	46	44	40	77
Medium drinker	46	42	56	22
Heavy drinker	7	12	5	1
Don't know	1	2	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.

\*Includes only those who said that both parents drink or their father drinks (Q30).

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

**Table 65: Level of drinking - mother (by youth drinking segment)***Q32. (If applicable) Would you say your mother is a...*

	Sub sample* n=242 %	Heavier drinker n=102 %	Lighter drinker n=105 %	Non- drinker n=28 %
Lighter drinker	71	67	70	90
Medium drinker	27	32	27	10
Heavy drinker	2	1	3	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.

\*Includes only those who said that both parents drink or their mother drinks (Q30).

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

## 9.2 Parental concern

The timing of this survey monitor coincided with the timing of a Benchmark survey with parents on the subject of alcohol and their teenagers. As the Benchmark survey focuses on the extent to which parents are **concerned** about alcohol and their teenagers, and what they do in this regard, where possible the same questions were asked in both surveys (with obvious changes made) in order to be able to compare between the two audiences.

Following are the results to a question which asked respondents to agree or disagree with a series of statements about what their parents did in relation to them and alcohol.

### ***Communication/Discussion***

My parents talk to me about what is going on in my life.

My parents have discussions with me about drinking.

My parents talk to me about the kinds of things that can go wrong in situations where alcohol is present.

### ***Rules about alcohol***

My parents set clear rules for me about alcohol use.

Before I go to an event where alcohol will be present, my parents set a limit on how much I can drink.

### ***Socialising***

Before I go out, my parents and I agree how I am going to get to and from the event I am going to.

When I have been out at night, I have to let my parents know once I am safely home.

My parents set a curfew before I go out at night.

I can get around the rules that my parents set by staying the night somewhere else.

### ***Co-ordinating with other adults***

In social situations which may involve alcohol my parents make sure that I am supervised by an adult.

My parents talk to my friends' parents about events or parties we are going to.

My parents get to know my friends

Before I go to a party, my parents contact the parents of my friend who is having the party.

The key points to note are as follows:

- Significantly less than 50% of respondents claimed that they “always” or “mostly” had “discussions with their parents about drinking” (30% claimed this was “always” or “mostly” the case) or that they “always” or “mostly” talked “about the kind of things that can go wrong in situations where alcohol is present” (43%).

Furthermore, only 25% of respondents claimed their “parents (“always” or “mostly”) talked to their friends’ parents about events or parties” they attend.

Significantly, there were few differences by the three groups of teenagers or by ethnicity. However, female Youth were more likely than male Youth to claim their parents actively managed this area with them, as were younger Youth (i.e. 14-15, 16-17 years old) compared to older Youth (i.e. 18 years old).

- About one half of respondents (55%) claimed their parents “always” or “mostly” “set clear rules about alcohol use”, although fewer claimed they “always” or “mostly” “set a clear limit on how much they could drink” (28%). Furthermore, while 79% claimed they “always” or “mostly” “agreed with their parents about “how they were going to get to and from a social event where alcohol was available”, less than one half (46%) claimed their parents “always” or “mostly” “set a curfew before they went out”.

Importantly, “Heavier drinkers” were less likely than either “Lighter drinkers” or “Non-drinkers” to claim that these types of rules and parameters applied to them. Furthermore, they were more likely to claim that “they could (“always” or “mostly”) get around the rules their parents set” (39%) than either “Lighter drinkers” (25%) and “Non-drinkers” (22%).

- Less than 50% of respondents (44%) claimed that their parents “always” or “mostly” “made sure that any parties they attended where alcohol was available were supervised by adults” and only 20% claimed their parents “always” or “mostly” “contacted the parents of any friend whose party they were attending”. Once again, “Heavier drinkers” were less likely to claim this was the case than either “Lighter drinkers” or “Non-drinkers”.

**Table 66: Actions taken by parents (based on proportion claiming to do the action “always” or “mostly” (by youth drinking segment)**

*Q29. Now I want to ask you some questions about your parents (or guardians). I’m going to read out a list of statements. As I read each statement, please say whether this is something that your parents do always, mostly, sometimes, not often or never.*

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non-drinker n=42 %
<b>Communication/Discussion</b>				
My parents talk to me about what is going on in my life	53	56	54	56
My parents have discussions with me about drinking	30	34	27	27
My parents talk to me about the kinds of things that can go wrong in situations where alcohol is present	43	46	40	41
<b>Rules about alcohol</b>				
My parents set clear rules for me about alcohol use	55	51	51	79
Before I go to an event where alcohol will be present, my parents set a limit on how much I can drink	28	23	32	37
<b>Socialising</b>				
Before I go out, my parents and I agree how I am going to get to and from the event I am going to	79	77	79	87
When I have been out at night, I have to let my parents know once I am safely home	63	53	66	79
My parents set a curfew before I go out at night	46	34	51	63
I can get around the rules that my parents set by staying the night somewhere else	30	39	25	22
<b>Co-ordinating with other parents</b>				
In social situations which may involve alcohol my parents make sure that I am supervised by an adult	44	30	52	61
My parents talk to my friends’ parents about events or parties we are going to	25	23	25	30
My parents get to know my friends	78	72	78	93
Before I go to a party, my parents contact the parents of my friend who is having the party	30	11	22	42

Percentages based on respondents claiming their parent did the action “always” or “mostly”.

**Table 67: Actions taken by parents (by youth drinking segment)**

Q29. Now I want to ask you some questions about your parents (or guardians). I'm going to read out a list of statements. As I read each statement, please say whether this is something that your parents do always, mostly, sometimes, not often or never.

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
<b>Communication/Discussion</b>				
<b>My parents talk to me about what is going on in my life</b>				
Always	27	25	28	28
Mostly	28	31	26	28
Sometimes	31	27	35	26
Not often	11	11	8	16
Never	4	5	3	2
Don't know/not applicable	0	0	0	0
Total	100	100	100	100
<b>My parents have discussions with me about drinking</b>				
Always	14	14	12	17
Mostly	16	20	15	10
Sometimes	40	41	46	17
Not often	19	14	18	36
Never	11	11	9	18
Don't know/not applicable	0	0	0	2
Total	100	100	100	100
<b>My parents talk to me about the kinds of things that can go wrong in situations where alcohol is present</b>				
Always	29	34	23	33
Mostly	14	12	17	8
Sometimes	37	37	38	37
Not often	9	7	9	15
Never	10	10	11	8
Don't know/not applicable	1	0	1	0
Total	100	100	100	100

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

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

**Table 66: (cont.) Actions taken by parents (by youth drinking segment)**

Q29. Now I want to ask you some questions about your parents (or guardians). I'm going to read out a list of statements. As I read each statement, please say whether this is something that your parents do always, mostly, sometimes, not often or never.

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
<b>Rules about alcohol</b>				
<b>My parents set clear rules for me about alcohol use</b>				
Always	37	34	34	➤52
Mostly	18	17	17	➤27
Sometimes	23	25	25	11
Not often	8	8	8	2
Never	13	14	15	6
Don't know/not applicable	2	2	2	2
Total	100	100	100	100
<b>Before I go to an event where alcohol will be present, my parents set a limit on how much I can drink</b>				
Always	18	11	22	➤28
Mostly	10	12	10	➤9
Sometimes	15	11	18	11
Not often	16	19	17	6
Never	36	47	31	23
Don't know/not applicable	4	1	3	24
Total	100	100	100	100
<b>Socialising</b>				
<b>I go out, my parents and I agree how I am going to get to and from the event I am going to</b>				
Always	67	59	70	➤79
Mostly	12	18	9	➤8
Sometimes	14	15	14	5
Not often	3	2	3	4
Never	4	6	3	4
Don't know/not applicable	1	0	1	0
Total	100	100	100	100
<b>When I have been out at night, I have to let my parents know once I am safely home</b>				
Always	48	40	50	➤66
Mostly	15	13	16	➤13
Sometimes	14	13	17	9
Not often	7	9	7	1
Never	15	21	10	8
Don't know/not applicable	2	3	0	4
Total	100	100	100	100

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

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

**Table 66: (cont.) Actions taken by parents (by youth drinking segment)**

Q29. Now I want to ask you some questions about your parents (or guardians). I'm going to read out a list of statements. As I read each statement, please say whether this is something that your parents do always, mostly, sometimes, not often or never.

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
<b>My parents set a curfew before I go out at night</b>				
Always	32	27	34	➤40
Mostly	14	7	17	➤23
Sometimes	19	20	18	21
Not often	10	9	12	3
Never	24	37	17	9
Don't know/not applicable	2	0	2	4
Total	100	100	100	100
<b>I can get around the rules that my parents set by staying the night somewhere else</b>				
Always	16	➤22	13	10
Mostly	14	➤17	12	12
Sometimes	30	28	36	17
Not often	13	9	15	15
Never	24	22	23	40
Don't know/not applicable	2	4	0	6
Total	100	100	100	100
<b>Co-ordinating with other parents in social situations which may involve alcohol my parents make sure I am supervised by an adult.</b>				
Always	25	16	➤30	➤37
Mostly	19	14	➤22	➤24
Sometimes	21	25	17	22
Not often	13	18	10	1
Never	20	26	18	5
Don't know/not applicable	3	1	2	12
Total	100	100	100	100
<b>My parents talk to my friends' parents about events or parties we are going to</b>				
Always	14	13	12	➤21
Mostly	11	10	13	➤9
Sometimes	31	21	39	37
Not often	18	21	15	19
Never	26	35	21	14
Don't know/not applicable	0	0	0	0
Total	100	100	100	100
<b>My parents get to know my friends</b>				
Always	54	50	57	➤53
Mostly	24	22	21	➤40
Sometimes	17	20	17	4
Not often	2	2	3	1
Never	3	6	1	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.

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

**Table 66: (cont.) Actions taken by parents (by youth drinking segment)**

Q29. Now I want to ask you some questions about your parents (or guardians). I'm going to read out a list of statements. As I read each statement, please say whether this is something that your parents do always, mostly, sometimes, not often or never.

	Total sample n=303 %	Heavier drinker n=129 %	Lighter drinker n=123 %	Non- drinker n=42 %
<b>Before I go to a party, my parents contact the parents of my friend who is having the party</b>				
Always	12	6	13	➤26
Mostly	8	5	9	➤16
Sometimes	13	11	14	19
Not often	14	14	13	12
Never	51	59	50	26
Don't know/not applicable	3	5	1	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.  
Caution: low base number of respondents—results are indicative only.

### **9.2.1 Comparison with parents' reported action**

The following table compares what Youth claimed their parents did with what parents themselves reported they did. Clearly, there are significant differences in all cases, with parents either overstating what they do, or teenagers under-reporting what their parents do.

The most significant differences are in terms of the following actions:

- My parents talk to my friends' parents about events or parties we are going to (25% of teenagers claimed their parents "always" or "mostly" did this compared to 47% of parents - differential of 88%).
- My parents talk to me about the kind of things that can go wrong in situations where alcohol is present (43% cf. 77% - differential of 79%).
- My parents talk to me about what is going on in my life (55% cf. 86% - differential of 56%)
- Before I go to an event where alcohol will be present, my parents set a limit on how much I can drink (28% cf. 43% - differential of 54%)

**Table 1. Actions taken by parents compared to teenager claims**

*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.*

	<i>Parents' Benchmark survey n=403 %*</i>	<i>Youth Drinking Monitor n=303 %*</i>
<b>Communication/Discussion</b>		
My parents talk to me about what is going on in my life	86	55
My parents have discussions with me about drinking	<i>nm</i>	30
My parents talk to me about the kind of things that can go wrong in situations where alcohol is present	77	43
<b>Rules about alcohol</b>		
My parents set clear rules for me about alcohol use	75	55
Before I go to an event where alcohol will be present, my parents set a limit on how much I can drink	43	28
<b>Socialising</b>		
Before I go out, my parents and I agree how I am going to get to and from the event I am going to	90	79
When I have been out at night, I have to let my parents know once I am safely home	74	63
My parents set a curfew before I go out at night	62	46
I can get around the rules that my parents set by staying the night somewhere else	<i>nm</i>	30
<b>Co-ordinating with other adults</b>		
In social situations which may involve alcohol my parents make sure that I am supervised by an adult	64	44
My parents talk to my friends' parents about events or parties we are going to	47	25
My parents get to know my friends	<i>nm</i>	78
Before I go to a party, my parents contact the parents of my friend who is having the party	41	30

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

## **Appendix A: Questionnaire**