



# Research

## New Zealander's attitudes to alcohol

December 2019

## NEW ZEALANDER'S ATTITUDES TO ALCOHOL December 2019

- CLIENT:** NZ Alcohol Beverages Council
- POLL DATES:** Wednesday 13 to Thursday 21 November 2019. The median response was collected on Sunday 17 November 2019.
- TARGET POPULATION:** Adult New Zealanders.
- SAMPLE POPULATION:** Adult New Zealanders who are contactable on a landline or mobile phone.
- SAMPLE SIZE:** 1,000 respondents agreed to participate.
- SAMPLE SELECTION:** A random selection of 15,000 nationwide phone numbers.
- WEIGHTING:** The results are weighted to reflect the overall adult population in terms of gender, age, and area.
- SAMPLE ERROR:** Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.2%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted by Curia Market Research Limited in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

## Executive Summary

### Views on Alcohol

- 87% agree adults should be able to enjoy alcohol as part of social occasions.
- 39% agree the majority of New Zealanders drink moderately and responsibly and 25% disagree. However, Ministry of Health research shows the majority (80%) of New Zealanders drink moderately and responsibly.<sup>1</sup>
- 66% agree targeted education and support programmes are best way to reduce harmful drinking.
- 84% agree all of society has a role to play in reducing alcohol-related harm.
- 50% think the level of alcohol sponsorship of sport is about right, 7% think there should be more and 26% think it is too much.
- 56% say the current level of alcohol advertising is acceptable, 5% think there should be more and 28% say it is too high.
- 63% would support later closing hours for restaurants, café and bars in major cities if there was a local plan to make it safe and enjoyable for visitors and locals.

### General Knowledge

- 62% of respondents incorrectly thought that there were more 15 to 17-year-olds drinking than a decade ago. Only 27% correctly knew the proportion of 15 to 17-year-olds drinking in New Zealand has decreased.<sup>2</sup>
- 26% of respondents incorrectly thought there was no tax on alcohol except GST. 61% knew there were other taxes (e.g. excise tax) on alcohol.
- 51% of respondents incorrectly think New Zealanders drink more alcohol than most other countries. Only 36% correctly thought New Zealanders drink less alcohol than most other countries. New Zealanders actually consume less alcohol than the OECD average, and less than countries like Australia, UK, US, Ireland, Germany and France.<sup>3</sup>
- 51% of respondents incorrectly thought that drinking anything more than one glass of beer or wine a day is overall harmful to your health. Ministry of Health guidelines say two standard drinks for women per day (no more than 10 per week) and three for men (no more than 15 per week), with at least 2 alcohol free days.<sup>4</sup>
- Only 23% correctly knew there were 50% fewer drink driving convictions than a decade ago. 56% of respondents incorrectly thought that there were more drink driving convictions than a decade ago.<sup>5</sup>

<sup>1</sup> [https://minhealthnz.shinyapps.io/nz-health-survey-2018-19-annual-data-explorer/\\_w\\_1e052ea1/#!/explore-indicators](https://minhealthnz.shinyapps.io/nz-health-survey-2018-19-annual-data-explorer/_w_1e052ea1/#!/explore-indicators)

<sup>2</sup> [https://minhealthnz.shinyapps.io/nz-health-survey-2018-19-annual-data-explorer/\\_w\\_1e052ea1/#!/explore-indicators](https://minhealthnz.shinyapps.io/nz-health-survey-2018-19-annual-data-explorer/_w_1e052ea1/#!/explore-indicators)

<sup>3</sup> <https://data.oecd.org/healthrisk/alcohol-consumption.htm>. Alcohol consumption is defined as annual sales of pure alcohol in litres per person aged 15 years and older. The OECD average consumption is 8.9 litres/capita (aged 15 and over). New Zealand is at 8.8 litres/capita.

<sup>4</sup> <https://www.health.govt.nz/your-health/healthy-living/addictions/alcohol-and-drug-abuse/alcohol>

<sup>5</sup> <https://figure.nz/chart/t7LnxunuulXpkXA> Convictions reduced from 31,933 in 2009 to 16,295 in 2019.

<https://www.justice.govt.nz/justice-sector-policy/research-data/justice-statistics/data-tables/>

## Harm Reduction Measures

- Heavier fines for drunk and disorderly behaviour: 67% strongly or somewhat support
- Confiscating cars from repeat drink drivers: 84% strongly or somewhat support
- Increasing the tax on alcohol: 41% support, 31% oppose a tax increase, 10% net support
- Stop supermarkets from selling beer and wine: 28% support, 45% oppose the idea, 17% net support
- Alcohol education programmes in schools: 78% strongly or somewhat support
- Targeted support programmes for harmful drinkers: 81% strongly or somewhat support
- Allow Police to issue spot fines for minor alcohol related offences: 54% support
- Increasing the tax on alcohol so a drink costs 50% more: 21% support, 49% oppose.

## Social occasions with children at venues

Around two-thirds of respondents have or had children:

- 89% had taken children to a friend's house where adults have consumed alcohol
- 84% have consumed alcohol in their own home with children present
- 81% have taken children to a café or restaurant where alcohol is served
- 56% have taken their children to a sports match where alcohol is served
- 47% have taken their children to a bar or pub
- 38% have taken their children to a concert where alcohol is served.

I'm going to read out some statements other people have made. For each statement can you tell me whether or not you disagree or agree with the statement, specifically strongly disagree, somewhat disagree, somewhat agree or strongly agree?

**Adults should be able to enjoy alcohol as part of social occasions**

**Adults should be able to enjoy alcohol as part of social occasions**

		Count	Col %
Adults should be able to enjoy alcohol as part of social occasions	Strongly disagree	10	1%
	Somewhat disagree	11	1%
	Neither agree nor disagree	98	10%
	Somewhat agree	232	23%
	Strongly agree	651	64%
	Unsure/refuse	9	1%
	Total	1012	100%

87% of New Zealanders agreed that adults should be able to enjoy alcohol as part of social occasions, with only 2% disagreeing for a net agreement of +85%.

**Adults should be able to enjoy alcohol as part of social occasions**

**BY Gender**

		Gender	
		Female	Male
		Col %	Col %
Adults should be able to enjoy alcohol as part of social occasions	Strongly disagree	1%	1%
	Somewhat disagree	2%	1%
	Neither agree nor disagree	10%	9%
	Somewhat agree	19%	27%
	Strongly agree	68%	60%
	Unsure/refuse	0%	2%
	Total	100%	100%

**Adults should be able to enjoy alcohol as part of social occasions**

**BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Adults should be able to enjoy alcohol as part of social occasions	Strongly disagree	0%	1%	3%
	Somewhat disagree	0%	1%	3%
	Neither agree nor disagree	10%	11%	9%
	Somewhat agree	29%	17%	21%
	Strongly agree	59%	70%	64%
	Unsure/refuse	2%	0%	1%
	Total	100%	100%	100%

## Adults should be able to enjoy alcohol as part of social occasions

### BY Area

		Area		
		Metro Col %	Provincial Col %	Rural Col %
Adults should be able to enjoy alcohol as part of social occasions	Strongly disagree	1%	1%	1%
	Somewhat disagree	1%	2%	1%
	Neither agree nor disagree	10%	6%	12%
	Somewhat agree	23%	29%	15%
	Strongly agree	64%	60%	70%
	Unsure/refuse	0%	2%	2%
	Total	100%	100%	100%

## Adults should be able to enjoy alcohol as part of social occasions

### BY Deprivation

		Deprivation		
		Least Deprived (1-3) Col %	Medium (4 - 7) Col %	Most Deprived (8-10) Col %
Adults should be able to enjoy alcohol as part of social occasions	Strongly disagree	1%	1%	1%
	Somewhat disagree	1%	1%	3%
	Neither agree nor disagree	12%	9%	6%
	Somewhat agree	30%	21%	18%
	Strongly agree	54%	67%	71%
	Unsure/refuse	2%	0%	2%
	Total	100%	100%	100%

## Adults should be able to enjoy alcohol as part of social occasions

### BY Drinking status

		Drinking status			
		Don't drink Col %	Drink occasionally Col %	Drink couple of times a week Col %	Drink most days Col %
Adults should be able to enjoy alcohol as part of social occasions	Strongly disagree	4%	1%	0%	0%
	Somewhat disagree	4%	0%	1%	0%
	Neither agree nor disagree	15%	12%	5%	2%
	Somewhat agree	28%	22%	15%	29%
	Strongly agree	48%	65%	79%	68%
	Unsure/refuse	1%	0%	0%	1%
	Total	100%	100%	100%	100%

76% of non-drinkers agree that adults should be able to enjoy alcohol as part of social occasions.

## The majority of New Zealanders drink moderately and responsibly

### The majority of New Zealanders drink moderately and responsibly

		Count	Col %
The majority of New Zealanders drink moderately and responsibly	Strongly disagree	71	7%
	Somewhat disagree	179	18%
	Neither agree nor disagree	346	34%
	Somewhat agree	216	21%
	Strongly agree	178	18%
	Unsure/refuse	22	2%
	Total	1012	100%

Only 39% agree that the majority of New Zealanders drink moderately and responsibly with 25% disagreeing for net agreement of +14%. Ministry of Health research shows the majority (80%) of New Zealanders drink moderately and responsibly.<sup>6</sup>

### The majority of New Zealanders drink moderately and responsibly

#### BY Gender

		Gender	
		Female	Male
		Col %	Col %
The majority of New Zealanders drink moderately and responsibly	Strongly disagree	9%	4%
	Somewhat disagree	22%	13%
	Neither agree nor disagree	31%	38%
	Somewhat agree	18%	25%
	Strongly agree	16%	19%
	Unsure/refuse	3%	1%
	Total	100%	100%

### The majority of New Zealanders drink moderately and responsibly

#### BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
The majority of New Zealanders drink moderately and responsibly	Strongly disagree	8%	7%	6%
	Somewhat disagree	18%	22%	11%
	Neither agree nor disagree	36%	33%	33%
	Somewhat agree	19%	20%	27%
	Strongly agree	16%	17%	20%
	Unsure/refuse	2%	1%	3%
	Total	100%	100%	100%

<sup>6</sup> <https://minhealthnz.shinyapps.io/nz-health-survey-2018-19-annual-data-explorer/ w 1e052ea1/#!/explore-indicators>

## The majority of New Zealanders drink moderately and responsibly

### BY Area

		Area		
		Metro Col %	Provincial Col %	Rural Col %
The majority of New Zealanders drink moderately and responsibly	Strongly disagree	8%	5%	6%
	Somewhat disagree	18%	14%	21%
	Neither agree nor disagree	34%	41%	27%
	Somewhat agree	20%	23%	23%
	Strongly agree	18%	15%	18%
	Unsure/refuse	1%	1%	5%
	Total	100%	100%	100%

## The majority of New Zealanders drink moderately and responsibly

### BY Deprivation

		Deprivation		
		Least Deprived (1-3) Col %	Medium (4 - 7) Col %	Most Deprived (8-10) Col %
The majority of New Zealanders drink moderately and responsibly	Strongly disagree	3%	9%	8%
	Somewhat disagree	21%	16%	16%
	Neither agree nor disagree	29%	35%	39%
	Somewhat agree	28%	19%	18%
	Strongly agree	18%	18%	16%
	Unsure/refuse	1%	3%	3%
	Total	100%	100%	100%

## The majority of New Zealanders drink moderately and responsibly

### BY Drinking status

		Drinking status			
		Don't drink Col %	Drink occasionally Col %	Drink couple of times a week Col %	Drink most days Col %
The majority of New Zealanders drink moderately and responsibly	Strongly disagree	13%	7%	5%	4%
	Somewhat disagree	19%	24%	12%	12%
	Neither agree nor disagree	31%	35%	41%	32%
	Somewhat agree	18%	16%	23%	30%
	Strongly agree	16%	16%	19%	20%
	Unsure/refuse	3%	2%	0%	3%
	Total	100%	100%	100%	100%

## **Targeted education and support programmes are the best way to reduce harmful drinking**

### **Targeted education and support programmes are the best way to reduce harmful drinking**

		Count	Col %
Targeted education and support programmes are the best way to reduce harmful drinking	Strongly disagree	33	3%
	Somewhat disagree	85	8%
	Neither agree nor disagree	217	21%
	Somewhat agree	332	33%
	Strongly agree	338	33%
	Unsure/refuse	6	1%
	Total	1012	100%

66% agree that targeted education and support programmes are the best way to reduce harmful drinking with 11% disagreeing for net agreement of +55%.

### **Targeted education and support programmes are the best way to reduce harmful drinking BY Gender**

		Gender	
		Female	Male
		Col %	Col %
Targeted education and support programmes are the best way to reduce harmful drinking	Strongly disagree	2%	5%
	Somewhat disagree	6%	11%
	Neither agree nor disagree	24%	19%
	Somewhat agree	32%	34%
	Strongly agree	35%	32%
	Unsure/refuse	1%	0%
	Total	100%	100%

### **Targeted education and support programmes are the best way to reduce harmful drinking BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Targeted education and support programmes are the best way to reduce harmful drinking	Strongly disagree	4%	3%	3%
	Somewhat disagree	10%	9%	7%
	Neither agree nor disagree	23%	21%	20%
	Somewhat agree	34%	32%	33%
	Strongly agree	29%	35%	37%
	Unsure/refuse	0%	1%	1%
	Total	100%	100%	100%

## Targeted education and support programmes are the best way to reduce harmful drinking BY Area

		Area		
		Metro Col %	Provincial Col %	Rural Col %
Targeted education and support programmes are the best way to reduce harmful drinking	Strongly disagree	3%	2%	4%
	Somewhat disagree	9%	7%	7%
	Neither agree nor disagree	23%	22%	18%
	Somewhat agree	37%	29%	28%
	Strongly agree	27%	40%	42%
	Unsure/refuse	1%	1%	1%
	Total	100%	100%	100%

## Targeted education and support programmes are the best way to reduce harmful drinking BY Deprivation

		Deprivation		
		Least Deprived (1-3) Col %	Medium (4 - 7) Col %	Most Deprived (8-10) Col %
Targeted education and support programmes are the best way to reduce harmful drinking	Strongly disagree	6%	2%	2%
	Somewhat disagree	5%	10%	10%
	Neither agree nor disagree	16%	25%	18%
	Somewhat agree	36%	32%	30%
	Strongly agree	36%	30%	40%
	Unsure/refuse	1%	1%	0%
	Total	100%	100%	100%

## Targeted education and support programmes are the best way to reduce harmful drinking BY Drinking status

		Drinking status			
		Don't drink Col %	Drink occasionally Col %	Drink couple of times a week Col %	Drink most days Col %
Targeted education and support programmes are the best way to reduce harmful drinking	Strongly disagree	3%	5%	2%	2%
	Somewhat disagree	15%	7%	5%	9%
	Neither agree nor disagree	17%	25%	19%	20%
	Somewhat agree	30%	33%	34%	25%
	Strongly agree	34%	30%	40%	43%
	Unsure/refuse	0%	1%	1%	1%
	Total	100%	100%	100%	100%

## **All of society has a role to play in reducing alcohol-related harm**

### **All of society has a role to play in reducing alcohol-related harm**

		Count	Col %
All of society has a role to play in reducing alcohol-related harm	Strongly disagree	22	2%
	Somewhat disagree	36	4%
	Neither agree nor disagree	97	10%
	Somewhat agree	192	19%
	Strongly agree	660	65%
	Unsure/refuse	5	0%
	Total	1012	100%

84% agree that all of society has a role to play in reducing alcohol-related harm with 6% disagreeing for net agreement of +78%.

### **All of society has a role to play in reducing alcohol-related harm**

#### **BY Gender**

		Gender	
		Female	Male
		Col %	Col %
All of society has a role to play in reducing alcohol-related harm	Strongly disagree	2%	3%
	Somewhat disagree	3%	5%
	Neither agree nor disagree	8%	11%
	Somewhat agree	19%	19%
	Strongly agree	69%	61%
	Unsure/refuse	0%	1%
	Total	100%	100%

### **All of society has a role to play in reducing alcohol-related harm**

#### **BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
All of society has a role to play in reducing alcohol-related harm	Strongly disagree	1%	2%	4%
	Somewhat disagree	4%	3%	4%
	Neither agree nor disagree	11%	9%	8%
	Somewhat agree	20%	18%	18%
	Strongly agree	64%	67%	65%
	Unsure/refuse	0%	0%	1%
	Total	100%	100%	100%

### All of society has a role to play in reducing alcohol-related harm

#### BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
All of society has a role to play in reducing alcohol-related harm	Strongly disagree	2%	3%	2%
	Somewhat disagree	5%	2%	2%
	Neither agree nor disagree	8%	11%	13%
	Somewhat agree	22%	20%	11%
	Strongly agree	64%	63%	71%
	Unsure/refuse	0%	1%	1%
	Total	100%	100%	100%

### All of society has a role to play in reducing alcohol-related harm

#### BY Deprivation

		Deprivation		
		Least Deprived	Medium	Most Deprived
		(1-3)	(4 - 7)	(8-10)
		Col %	Col %	Col %
All of society has a role to play in reducing alcohol-related harm	Strongly disagree	3%	2%	1%
	Somewhat disagree	2%	4%	6%
	Neither agree nor disagree	11%	8%	12%
	Somewhat agree	14%	21%	20%
	Strongly agree	69%	65%	61%
	Unsure/refuse	1%	0%	1%
	Total	100%	100%	100%

### All of society has a role to play in reducing alcohol-related harm

#### BY Drinking status

		Drinking status			
		Don't drink	Drink occasionally	Drink couple of times a week	Drink most days
		Col %	Col %	Col %	Col %
All of society has a role to play in reducing alcohol-related harm	Strongly disagree	5%	1%	0%	4%
	Somewhat disagree	11%	2%	1%	6%
	Neither agree nor disagree	6%	4%	16%	9%
	Somewhat agree	23%	21%	13%	18%
	Strongly agree	56%	71%	68%	60%
	Unsure/refuse	0%	0%	1%	2%
	Total	100%	100%	100%	100%

I'm going to read out some statements people have made and for each statement can you tell me whether or not you think it is true or false.

**The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago?**

**The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago**

		Count	Col %
The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago	True	273	27%
	False	626	62%
	Unsure/Refuse	112	11%
	Total	1012	100%

62% (+1% from 2018) of respondents thought there were more 15 to 17-year-olds drinking than a decade ago.

The Ministry of Health's 2018/2019 NZ Health Survey found 58% of 15 to 17-year-olds had consumed alcohol in the last year. The Ministry's 2006/07 alcohol and drug use survey found 75% of 15 to 17-year-olds had consumed alcohol in the last year. So, the proportion of 15 to 17-year-olds drinking has dropped by a quarter in the last decade – yet 62% think it has increased or stayed the same.

**The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago**

**BY Gender**

		Gender	
		Female	Male
		Col %	Col %
The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago	True	26%	28%
	False	63%	61%
	Unsure/Refuse	11%	11%
	Total	100%	100%

**The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago**

**BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago	True	28%	28%	24%
	False	63%	63%	59%
	Unsure/Refuse	9%	9%	17%
	Total	100%	100%	100%

**The proportion of 15 to 17-year-olds who drink alcohol today significantly fewer than a decade ago**

**BY Area**

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago	True	29%	22%	28%
	False	61%	64%	61%
	Unsure/Refuse	10%	14%	11%
	Total	100%	100%	100%

**The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago**

**BY Deprivation**

		Deprivation		
		Least Deprived	Medium	Most Deprived
		(1-3)	(4 - 7)	(8-10)
		Col %	Col %	Col %
The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago	True	28%	29%	18%
	False	65%	59%	67%
	Unsure/Refuse	6%	13%	14%
	Total	100%	100%	100%

**The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago**

**BY Drinking status**

		Drinking status			
		Don't drink	Drink occasionally	Drink couple of times a week	Drink most days
		Col %	Col %	Col %	Col %
The proportion of 15 to 17-year-olds who drink alcohol today is significantly fewer than a decade ago	True	31%	20%	29%	26%
	False	60%	70%	56%	59%
	Unsure/Refuse	8%	10%	15%	15%
	Total	100%	100%	100%	100%

## **There is no tax on alcohol except GST**

### **No tax on alcohol except GST**

		Count	Col %
No tax on alcohol except GST	True	260	26%
	False	621	61%
	Unsure/Refuse	131	13%
	Total	1012	100%

26% of respondents incorrectly thought there was no tax on alcohol apart from GST.

### **No tax on alcohol except GST**

#### **BY Gender**

		Gender	
		Female	Male
		Col %	Col %
No tax on alcohol except GST	True	29%	22%
	False	52%	73%
	Unsure/Refuse	19%	6%
	Total	100%	100%

### **No tax on alcohol except GST**

#### **BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
No tax on alcohol except GST	True	32%	23%	20%
	False	56%	64%	65%
	Unsure/Refuse	12%	13%	14%
	Total	100%	100%	100%

### **No tax on alcohol except GST**

#### **BY Area**

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
No tax on alcohol except GST	True	27%	25%	23%
	False	60%	67%	59%
	Unsure/Refuse	13%	8%	18%
	Total	100%	100%	100%

**No tax on alcohol except GST  
BY Deprivation**

		Deprivation		
		Least Deprived (1-3)	Medium (4 - 7)	Most Deprived (8-10)
		Col %	Col %	Col %
No tax on alcohol except GST	True	20%	28%	29%
	False	70%	59%	55%
	Unsure/Refuse	10%	13%	16%
	Total	100%	100%	100%

**No tax on alcohol except GST  
BY Drinking status**

		Drinking status			
		Don't drink	Drink occasionally	Drink couple of times a week	Drink most days
		Col %	Col %	Col %	Col %
No tax on alcohol except GST	True	22%	29%	20%	26%
	False	54%	58%	73%	64%
	Unsure/Refuse	24%	13%	7%	10%
	Total	100%	100%	100%	100%

## **New Zealanders drink more alcohol than most other countries**

### **New Zealanders drink more alcohol than most other countries**

		Count	Col %
New Zealanders drink more alcohol than most other countries	True	520	51%
	False	365	36%
	Unsure/Refuse	126	12%
	Total	1012	100%

51% of respondents (up 4% from 2018) think New Zealanders drink more alcohol than most other countries. Only 36% were correct. New Zealanders actually consume less alcohol than the OECD average.<sup>7</sup>

### **New Zealanders drink more alcohol than most other countries**

#### **BY Gender**

		Gender	
		Female	Male
		Col %	Col %
New Zealanders drink more alcohol than most other countries	True	57%	45%
	False	32%	41%
	Unsure/Refuse	11%	14%
	Total	100%	100%

### **New Zealanders drink more alcohol than most other countries**

#### **BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
New Zealanders drink more alcohol than most other countries	True	56%	54%	42%
	False	31%	37%	43%
	Unsure/Refuse	13%	10%	15%
	Total	100%	100%	100%

### **New Zealanders drink more alcohol than most other countries**

#### **BY Area**

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
New Zealanders drink more alcohol than most other countries	True	52%	48%	54%
	False	34%	40%	37%
	Unsure/Refuse	14%	12%	9%
	Total	100%	100%	100%

<sup>7</sup> <https://data.oecd.org/healthrisk/alcohol-consumption.htm>. Alcohol consumption is defined as annual sales of pure alcohol in litres per person aged 15 years and older. The OECD average consumption is 8.9 litres/capita (aged 15 and over). New Zealand is at 8.8 litres/capita.

**New Zealanders drink more alcohol than most other countries  
BY Deprivation**

		Deprivation		
		Least Deprived (1-3) Col %	Medium (4 - 7) Col %	Most Deprived (8-10) Col %
New Zealanders drink more alcohol than most other countries	True	58%	48%	52%
	False	31%	38%	39%
	Unsure/Refuse	11%	14%	9%
	Total	100%	100%	100%

**New Zealanders drink more alcohol than most other countries  
BY Drinking status**

		Drinking status			
		Don't drink Col %	Drink occasionally Col %	Drink couple of times a week Col %	Drink most days Col %
New Zealanders drink more alcohol than most other countries	True	54%	56%	48%	48%
	False	39%	37%	38%	33%
	Unsure/Refuse	7%	8%	14%	19%
	Total	100%	100%	100%	100%

## Drinking anything more than a glass of beer or wine per day is overall harmful to your health

### More than a glass a day of beer/wine is harmful

		Count	Col %
More than a glass a day of beer/wine is harmful	True	516	51%
	False	421	42%
	Unsure/Refuse	75	7%
	Total	1012	100%

51% (+2% from 2018) of respondents think more than one drink a day is harmful when in fact the Ministry of Health guidelines say two standard drinks for women per day (no more than 10 per week) and three for men (no more than 15 per week), with at least 2 alcohol free days.<sup>8</sup>

### More than a glass a day of beer/wine is harmful

#### BY Gender

		Gender	
		Female	Male
		Col %	Col %
More than a glass a day of beer/wine is harmful	True	60%	41%
	False	34%	51%
	Unsure/Refuse	7%	8%
	Total	100%	100%

### More than a glass a day of beer/wine is harmful

#### BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
More than a glass a day of beer/wine is harmful	True	51%	55%	45%
	False	37%	41%	49%
	Unsure/Refuse	11%	4%	6%
	Total	100%	100%	100%

### More than a glass a day of beer/wine is harmful

#### BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
More than a glass a day of beer/wine is harmful	True	52%	47%	54%
	False	38%	48%	42%
	Unsure/Refuse	10%	5%	4%
	Total	100%	100%	100%

<sup>8</sup> <https://www.health.govt.nz/your-health/healthy-living/addictions/alcohol-and-drug-abuse/alcohol>

**More than a glass a day of beer/wine is harmful  
BY Deprivation**

		Deprivation		
		Least Deprived (1-3)	Medium (4 - 7)	Most Deprived (8-10)
		Col %	Col %	Col %
More than a glass a day of beer/wine is harmful	True	60%	46%	53%
	False	36%	45%	40%
	Unsure/Refuse	3%	10%	6%
	Total	100%	100%	100%

**More than a glass a day of beer/wine is harmful  
BY Drinking status**

		Drinking status			
		Don't drink	Drink occasionally	Drink couple of times a week	Drink most days
		Col %	Col %	Col %	Col %
More than a glass a day of beer/wine is harmful	True	59%	62%	40%	38%
	False	38%	34%	56%	59%
	Unsure/Refuse	3%	4%	4%	3%
	Total	100%	100%	100%	100%

## The number of New Zealanders convicted of drink driving is 50% fewer than a decade ago

### Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago

		Count	Col %
Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago	True	228	23%
	False	565	56%
	Unsure/Refuse	219	22%
	Total	1012	100%

Only 23% (-1% from 2018) of respondents correctly thought the number of drink driving convictions was 50% fewer than a decade ago. Convictions reduced from 31,933 in 2009 to 16,295 in 2019. (<https://figure.nz/chart/t7LnxunuulXpkXA>)

### Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago BY Gender

		Gender	
		Female	Male
		Col %	Col %
Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago	True	20%	25%
	False	62%	49%
	Unsure/Refuse	17%	26%
	Total	100%	100%

### Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago	True	22%	24%	22%
	False	57%	56%	54%
	Unsure/Refuse	21%	20%	25%
	Total	100%	100%	100%

### Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago BY Area

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago	True	23%	27%	16%
	False	50%	60%	66%
	Unsure/Refuse	27%	13%	19%
	Total	100%	100%	100%

**Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago  
BY Deprivation**

		Deprivation		
		Least Deprived (1-3)	Medium (4 - 7)	Most Deprived (8-10)
		Col %	Col %	Col %
Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago	True	25%	24%	14%
	False	51%	55%	67%
	Unsure/Refuse	24%	21%	19%
	Total	100%	100%	100%

**Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago  
BY Drinking status**

		Drinking status			
		Don't drink	Drink occasionally	Drink couple of times a week	Drink most days
		Col %	Col %	Col %	Col %
Number of New Zealanders convicted of drink driving is 50% fewer than a decade ago	True	29%	21%	26%	29%
	False	55%	64%	53%	44%
	Unsure/Refuse	16%	15%	21%	27%
	Total	100%	100%	100%	100%

I'm now going to read you out some measures that other people have advocated would reduce alcohol-related harm. For each measure can you tell me if you would strongly oppose, somewhat oppose, somewhat support or strongly support the measure.

- Heavier fines for drunk and disorderly behaviour
- Confiscating cars from repeat drink drivers
- Increasing the tax on alcohol
- Stop supermarkets from selling beer and wine
- Alcohol education programmes in schools
- Allow Police to issue spot fines for minor alcohol related offences
- Increasing the tax on alcohol so a drink costs 50% more

The support (strongly support and somewhat support), in order, for each measure is:

1. Confiscating cars from repeat drink drivers: 84%
2. Targeted support programmes for harmful drinkers: 81%
3. Alcohol education programmes in schools: 78%
4. Heavier fines for drunk and disorderly behaviour: 67%
5. Allow Police to issue spot fines for minor alcohol related offences: 54%
6. Increasing the tax on alcohol: 41% support; 31% oppose; 10% net support
7. Stop supermarkets from selling beer and wine: 28% support; 45% oppose; 17% net support
8. Increasing the tax on alcohol so a drink costs 50% more: 21% support; 49% oppose

		Count	Col %
Heavier fines for drunk and disorderly behaviour	Strongly oppose	34	3%
	Somewhat oppose	81	8%
	Neutral	161	16%
	Somewhat support	187	19%
	Strongly support	489	48%
	Unsure/refuse	59	6%
Confiscate cars from repeat drink drivers	Strongly oppose	21	2%
	Somewhat oppose	24	2%
	Neutral	65	6%
	Somewhat support	104	10%
	Strongly support	752	74%
	Unsure/refuse	45	4%
Increasing the tax on alcohol	Strongly oppose	148	15%
	Somewhat oppose	160	16%
	Neutral	219	22%
	Somewhat support	165	16%
	Strongly support	254	25%
	Unsure/refuse	66	7%

Stop supermarkets selling beer and wine	Strongly oppose	268	27%
	Somewhat oppose	185	18%
	Neutral	208	21%
	Somewhat support	69	7%
	Strongly support	210	21%
	Unsure/refuse	72	7%
Alcohol education programmes in schools	Strongly oppose	22	2%
	Somewhat oppose	36	4%
	Neutral	102	10%
	Somewhat support	181	18%
	Strongly support	605	60%
	Unsure/refuse	67	7%
Targeted support programmes for harmful drinkers	Strongly oppose	18	2%
	Somewhat oppose	9	1%
	Neutral	85	8%
	Somewhat support	160	16%
	Strongly support	656	65%
	Unsure/refuse	84	8%
Spot fines for alcohol related nuisance	Strongly oppose	106	11%
	Somewhat oppose	71	7%
	Neutral	175	17%
	Somewhat support	215	21%
	Strongly support	329	33%
	Unsure/refuse	115	11%
Increase tax so a drink costs 50% more	Strongly oppose	278	27%
	Somewhat oppose	221	22%
	Neutral	190	19%
	Somewhat support	76	7%
	Strongly support	141	14%
	Unsure/refuse	106	10%

	Gender		
	Female	Male	Total
	Mean	Mean	Mean
Heavier fines for drunk and disorderly behaviour	81%	72%	77%
Confiscate cars from repeat drink drivers	95%	84%	90%
Increasing the tax on alcohol	64%	45%	56%
Stop supermarkets selling beer and wine	47%	40%	44%
Alcohol education programmes in schools	87%	82%	85%
Targeted support programmes for harmful drinkers	91%	85%	88%
Spot fines for alcohol related nuisance	71%	61%	66%
Increase tax so a drink costs 50% more	45%	30%	38%

This shows the weighted average support for each proposition where strongly oppose is weighted 0%, somewhat oppose 25%, neutral 50%, somewhat support 75% and strongly support 100%.

	Age		
	18 - 40	41 - 60	61+
	Mean	Mean	Mean
Heavier fines for drunk & disorderly behaviour	73%	78%	79%
Confiscate cars from repeat drink drivers	89%	91%	90%
Increasing the tax on alcohol	55%	57%	55%
Stop supermarkets selling beer & wine	35%	49%	49%
Alcohol education programmes in schools	83%	86%	85%
Targeted support programmes for harmful drinkers	89%	88%	89%
Spot fines for alcohol related nuisance	65%	66%	68%
Increase tax so a drink costs 50% more	41%	35%	41%

Under 40s more opposed to the idea of stopping beer and wine sales in supermarkets.

	Area		
	Metro	Provincial	Rural
	Mean	Mean	Mean
Heavier fines for drunk & disorderly behaviour	75%	79%	77%
Confiscate cars from repeat drink drivers	90%	90%	89%
Increasing the tax on alcohol	57%	55%	53%
Stop supermarkets selling beer & wine	42%	48%	43%
Alcohol education programmes in schools	83%	84%	88%
Targeted support programmes for harmful drinkers	89%	90%	87%
Spot fines for alcohol related nuisance	63%	72%	69%
Increase tax so a drink costs 50% more	38%	40%	37%

	Deprivation		
	Least Deprived (1-3)	Medium (4 - 7)	Most Deprived (8-10)
	Mean	Mean	Mean
Heavier fines for drunk & disorderly behaviour	74%	78%	78%
Confiscate cars from repeat drink drivers	88%	91%	91%
Increasing the tax on alcohol	55%	56%	57%
Stop supermarkets selling beer & wine	45%	42%	45%
Alcohol education programmes in schools	86%	83%	88%
Targeted support programmes for harmful drinkers	89%	88%	89%
Spot fines for alcohol related nuisance	66%	65%	72%
Increase tax so a drink costs 50% more	38%	38%	40%

	Drinking status				
	Don't drink	Drink occasionally	Drink couple of times a week	Drink most days	Unsure
	Mean	Mean	Mean	Mean	Mean
Heavier fines for drunk & disorderly behaviour	82%	79%	74%	72%	65%
Confiscate cars from repeat drink drivers	97%	91%	88%	87%	75%
Increasing the tax on alcohol	72%	59%	42%	49%	52%
Stop supermarkets selling beer & wine	67%	43%	35%	28%	45%
Alcohol education programmes in schools	87%	87%	85%	86%	58%
Targeted support programmes for harmful drinkers	91%	90%	85%	87%	82%
Spot fines for alcohol related nuisance	72%	68%	59%	64%	80%
Increase tax so a drink costs 50% more	58%	40%	26%	28%	32%

## Do you think the level of alcohol sponsorship and support of sport in New Zealand is...?

### Level of alcohol sponsorship

		Count	Col %
Level of alcohol sponsorship	About right	505	50%
	Too much	266	26%
	Not enough	67	7%
	Unsure	174	17%
	Total	1012	100%

50% (+1% from 2018) of respondents think the level of alcohol sponsorship of sport is about right, and 26% (-17% from 2018) think it is too much.

### Level of alcohol sponsorship

#### BY Gender

		Gender	
		Female	Male
		Col %	Col %
Level of alcohol sponsorship	About right	44%	57%
	Too much	32%	20%
	Not enough	7%	6%
	Unsure	17%	17%
	Total	100%	100%

### Level of alcohol sponsorship

#### BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Level of alcohol sponsorship	About right	42%	59%	49%
	Too much	19%	26%	38%
	Not enough	8%	6%	6%
	Unsure	31%	9%	7%
	Total	100%	100%	100%

**Level of alcohol sponsorship  
BY Area**

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Level of alcohol sponsorship	About right	44%	57%	56%
	Too much	26%	25%	28%
	Not enough	8%	3%	6%
	Unsure	21%	14%	11%
	Total	100%	100%	100%

**Level of alcohol sponsorship  
BY Deprivation**

		Deprivation		
		Least Deprived	Medium	Most Deprived
		(1-3)	(4 - 7)	(8-10)
		Col %	Col %	Col %
Level of alcohol sponsorship	About right	50%	49%	53%
	Too much	31%	25%	24%
	Not enough	6%	8%	4%
	Unsure	14%	19%	18%
	Total	100%	100%	100%

**Level of alcohol sponsorship  
BY Drinking status**

		Drinking status			
		Don't drink	Drink occasionally	Drink couple of times a week	Drink most days
		Col %	Col %	Col %	Col %
Level of alcohol sponsorship	About right	43%	53%	61%	64%
	Too much	44%	27%	25%	29%
	Not enough	6%	8%	5%	5%
	Unsure	8%	12%	9%	2%
	Total	100%	100%	100%	100%

## Do you think the amount of alcohol advertising in New Zealand is...?

### Level of alcohol advertising

		Count	Col %
Level of alcohol advertising	Acceptable	563	56%
	Too high	279	28%
	Not enough	48	5%
	Unsure	122	12%
	Total	1012	100%

56% (no change from 2018) say the current level of alcohol advertising is acceptable, 28% (-15% from 2018) say it is too high and 5% (+3% from 2018) want more of it.

### Level of alcohol advertising

#### BY Gender

		Gender	
		Female	Male
		Col %	Col %
Level of alcohol advertising	Acceptable	56%	55%
	Too high	31%	24%
	Not enough	5%	5%
	Unsure	8%	16%
	Total	100%	100%

### Level of alcohol advertising

#### BY Age

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Level of alcohol advertising	Acceptable	49%	65%	53%
	Too high	19%	29%	39%
	Not enough	6%	4%	3%
	Unsure	26%	2%	5%
	Total	100%	100%	100%

**Level of alcohol advertising  
BY Area**

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Level of alcohol advertising	Acceptable	54%	51%	64%
	Too high	25%	35%	25%
	Not enough	6%	4%	2%
	Unsure	14%	9%	9%
	Total	100%	100%	100%

**Level of alcohol advertising  
BY Deprivation**

		Deprivation		
		Least Deprived	Medium	Most Deprived
		(1-3)	(4 - 7)	(8-10)
		Col %	Col %	Col %
Level of alcohol advertising	Acceptable	58%	54%	57%
	Too high	26%	25%	37%
	Not enough	2%	7%	1%
	Unsure	13%	14%	5%
	Total	100%	100%	100%

**Level of alcohol advertising  
BY Drinking status**

		Drinking status			
		Don't drink	Drink	Drink couple of	Drink most days
		Col %	occasionally	times a week	Col %
		Col %	Col %	Col %	Col %
Level of alcohol advertising	Acceptable	59%	57%	67%	67%
	Too high	38%	32%	21%	30%
	Not enough	2%	8%	5%	1%
	Unsure	2%	4%	6%	2%
	Total	100%	100%	100%	100%

**Would you support later closing hours for restaurants, cafes and bars in major cities if there was a local plan to make it safe and enjoyable for visitors and locals?**

**Support later closing hours if plan to make it safe**

		Count	Col %
Support later closing hours if plan to make it safe	Yes	637	63%
	No	225	22%
	Unsure/Refuse	150	15%
	Total	1012	100%

63% would support later closing hours accompanied by a local plan to increase safety.

**Support later closing hours if plan to make it safe**

**BY Gender**

		Gender	
		Female	Male
		Col %	Col %
Support later closing hours if plan to make it safe	Yes	62%	64%
	No	25%	19%
	Unsure/Refuse	13%	17%
	Total	100%	100%

**Support later closing hours if plan to make it safe**

**BY Age**

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Support later closing hours if plan to make it safe	Yes	55%	72%	62%
	No	17%	22%	31%
	Unsure/Refuse	28%	6%	8%
	Total	100%	100%	100%

**Support later closing hours if plan to make it safe**

**BY Area**

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Support later closing hours if plan to make it safe	Yes	58%	72%	65%
	No	23%	16%	27%
	Unsure/Refuse	19%	12%	8%
	Total	100%	100%	100%

**Support later closing hours if plan to make it safe  
BY Deprivation**

		Deprivation		
		Least Deprived (1-3) Col %	Medium (4 - 7) Col %	Most Deprived (8-10) Col %
Support later closing hours if plan to make it safe	Yes	60%	61%	74%
	No	23%	23%	19%
	Unsure/Refuse	17%	16%	6%
	Total	100%	100%	100%

**Support later closing hours if plan to make it safe  
BY Drinking status**

		Drinking status			
		Don't drink Col %	Drink occasionally Col %	Drink couple of times a week Col %	Drink most days Col %
Support later closing hours if plan to make it safe	Yes	72%	70%	68%	69%
	No	25%	23%	23%	24%
	Unsure/Refuse	3%	7%	9%	7%
	Total	100%	100%	100%	100%

## Do you have or have you had any children?

### Have/had children

		Count	Col %
Have/had children	Yes	654	65%
	No	265	26%
	Unsure/Refuse	93	9%
	Total	1012	100%

## I'm going to read out a list of venues and for each venue type can you tell me whether or not you ever went there with your children, when they were aged under 18?

- A licensed café or restaurant
- A sports match where alcohol was sold
- A pub or a bar
- A concert or performance where alcohol was sold
- At a friend's or relative's home where alcohol was consumed
- Had alcohol consumed in your own home when your children were home

		Count	Col %
Licensed cafe or restaurant	Yes	528	81%
	No	100	15%
	Unsure/Refuse	25	4%
Sports match where alcohol was sold	Yes	367	56%
	No	267	41%
	Unsure/Refuse	20	3%
Pub or bar	Yes	305	47%
	No	327	50%
	Unsure/Refuse	21	3%
Concert or performance where alcohol was sold	Yes	247	38%
	No	381	58%
	Unsure/Refuse	26	4%
Friend's place where alcohol was consumed	Yes	578	89%
	No	54	8%
	Unsure/Refuse	20	3%
Own place where alcohol was consumed	Yes	548	84%
	No	86	13%
	Unsure/Refuse	19	3%

Of respondents who have had children, the percentage saying they have had their children with them at each venue with alcohol is, in order:

1. Friend's Place 89%
2. Own Home 84%
3. Café/Restaurant 81%
4. Sports Match 56%
5. Pub/Bar 47%
6. Concert 38%

Only 3% of parents answered no to all six venues, i.e. they had never had their children at a venue where alcohol is available.

		Gender	
		Female	Male
		Col %	Col %
Licensed cafe or restaurant	Yes	78%	85%
	No	16%	14%
	Unsure/Refuse	6%	1%
Sports match where alcohol was sold	Yes	51%	63%
	No	43%	37%
	Unsure/Refuse	5%	0%
Pub or bar	Yes	42%	53%
	No	53%	46%
	Unsure/Refuse	6%	0%
Concert or performance where alcohol was sold	Yes	36%	40%
	No	57%	60%
	Unsure/Refuse	7%	0%
Friend's place where alcohol was consumed	Yes	85%	94%
	No	10%	6%
	Unsure/Refuse	5%	0%
Own place where alcohol was consumed	Yes	83%	86%
	No	12%	14%
	Unsure/Refuse	5%	0%

		Age		
		18 - 40	41 - 60	61+
		Col %	Col %	Col %
Licensed cafe or restaurant	Yes	67%	89%	78%
	No	20%	11%	19%
	Unsure/Refuse	13%	0%	3%
Sports match where alcohol was sold	Yes	42%	64%	55%
	No	45%	36%	44%
	Unsure/Refuse	13%	0%	1%
Pub or bar	Yes	28%	59%	42%
	No	59%	41%	57%
	Unsure/Refuse	13%	0%	1%
Concert or performance where alcohol was sold	Yes	33%	43%	34%
	No	54%	56%	64%
	Unsure/Refuse	13%	1%	2%
Friend's place where alcohol was consumed	Yes	71%	95%	91%
	No	16%	5%	8%
	Unsure/Refuse	13%	0%	1%
Own place where alcohol was consumed	Yes	71%	86%	88%
	No	16%	13%	11%
	Unsure/Refuse	13%	0%	0%

		Area		
		Metro	Provincial	Rural
		Col %	Col %	Col %
Licensed cafe or restaurant	Yes	80%	82%	81%
	No	13%	17%	18%
	Unsure/Refuse	7%	1%	1%
Sports match where alcohol was sold	Yes	61%	56%	47%
	No	34%	44%	52%
	Unsure/Refuse	6%	0%	1%
Pub or bar	Yes	48%	44%	46%
	No	46%	56%	53%
	Unsure/Refuse	6%	1%	1%
Concert or performance where alcohol was sold	Yes	37%	40%	38%
	No	57%	60%	60%
	Unsure/Refuse	7%	1%	1%
Friend's place where alcohol was consumed	Yes	85%	92%	93%
	No	10%	7%	6%
	Unsure/Refuse	6%	1%	1%
Own place where alcohol was consumed	Yes	80%	85%	90%
	No	14%	15%	9%
	Unsure/Refuse	5%	0%	1%

		Deprivation		
		Least Deprived (1-3) Col %	Medium (4 - 7) Col %	Most Deprived (8-10) Col %
Licensed cafe or restaurant	Yes	87%	82%	64%
	No	11%	12%	35%
	Unsure/Refuse	1%	6%	1%
Sports match where alcohol was sold	Yes	61%	55%	51%
	No	39%	40%	49%
	Unsure/Refuse	1%	5%	1%
Pub or bar	Yes	53%	47%	33%
	No	47%	47%	66%
	Unsure/Refuse	0%	5%	1%
Concert or performance where alcohol was sold	Yes	41%	37%	35%
	No	57%	57%	63%
	Unsure/Refuse	2%	6%	2%
Friend's place where alcohol was consumed	Yes	86%	90%	87%
	No	14%	5%	11%
	Unsure/Refuse	1%	5%	1%
Own place where alcohol was consumed	Yes	83%	85%	79%
	No	16%	10%	20%
	Unsure/Refuse	0%	5%	1%

		Drinking status				
		Don't drink	Drink	Drink couple	Drink	Unsure
		Col %	Col %	of times a	most days	Col %
				week		
				Col %	Col %	Col %
Licensed cafe or restaurant	Yes	78%	80%	90%	85%	26%
	No	20%	19%	9%	13%	0%
	Unsure/Refuse	1%	1%	1%	2%	74%
Sports match where alcohol was sold	Yes	50%	52%	66%	69%	26%
	No	50%	48%	33%	30%	0%
	Unsure/Refuse	0%	0%	1%	0%	74%
Pub or bar	Yes	26%	45%	55%	72%	25%
	No	74%	55%	43%	28%	1%
	Unsure/Refuse	0%	0%	1%	0%	74%
Concert or performance where alcohol was sold	Yes	26%	38%	40%	57%	25%
	No	74%	62%	57%	42%	1%
	Unsure/Refuse	0%	1%	3%	0%	74%
Friend's place where alcohol was consumed	Yes	87%	89%	96%	92%	26%
	No	12%	11%	3%	8%	0%
	Unsure/Refuse	0%	0%	1%	0%	74%
Own place where alcohol was consumed	Yes	71%	88%	96%	90%	1%
	No	29%	12%	4%	10%	25%
	Unsure/Refuse	0%	0%	1%	0%	74%

		Count	Col %
Drinking status	Don't drink	154	15%
	Drink occasionally	448	44%
	Drink couple of times a week	216	21%
	Drink most days	83	8%
	Unsure	111	11%
	Total	1012	100%

## MARGINS OF ERROR

The following maximum sampling margin of errors apply for each demographic group:

- All 3.1%
- Women 4.0%
- Men 4.9%
- Under 40s 9.8%
- 41 to 60 5.1%
- Over 60s 4.2%
- Metro 5.1%
- Provincial 5.9%
- Rural 5.2%
- Least deprived 6.1%
- Medium deprived 4.2%
- Most deprived 7.3%
- Don't drink 7.4%
- Drink occasionally 4.8%
- Drink couple/week 6.1%
- Drink most days 9.0%