



Alcohol-Related  
Harms Research

6 December 2011





## Alcohol-Related Harms Research

Report Prepared For:

**Community and Cultural Policy Unit,  
Auckland Council.**

**Client Contacts:** Antonia Butler, Mike Sinclair and Selina Joe  
**Nielsen Contacts:** Donald Sheppard and Sue Godinet  
**Date:** 6 December 2011  
**Ref No:** NZ100618

## Table of Contents

1. Executive Summary .....	4
2. Background and objectives .....	10
3. Reporting.....	14
4. Methodology.....	15
5. Drinking Behaviour.....	23
6. Community Attitudes to Drinking.....	34
7. Attitudinal Segmentation .....	45
8. Perceptions of Drinking in Auckland – Positive and Negative .....	58
9. Attitudes towards Places where People can Drink Alcohol .....	75
10. Attitudes towards Places where People can Purchase Alcohol .....	79
11. Attitudes towards the placement of Liquor Outlets .....	83
12. Attitudes towards Liquor Bans .....	84
13. Role of Auckland Council.....	92
Appendix 1 – Summary of Results by Geographical Area .....	104
Appendix 2 - Margin of Error Tables .....	111
Appendix 3 - Description of the Weighting.....	112
Appendix 4 - Survey Questionnaire .....	115
Appendix 5 – Survey Tables (prepared as a separate document)	

### **Opinion Statement**

**Nielsen certifies that the information contained in this report has been compiled in accordance with sound market research methods and principles, as well as proprietary methodologies developed by, or for, Nielsen. Nielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.**

## 1. Executive Summary

### 1.1 Background and Objectives

Auckland Council is currently developing an Alcohol Programme to enable a consistent region-wide approach to policy and planning to reduce alcohol-related harm, while preparing for the likely enactment of the Alcohol Reform Bill.

To assist in the development of the Alcohol Programme, Auckland Council commissioned Nielsen to undertake the Alcohol-Harm Research project, including:

1. An initial scoping phase – a review of relevant documentation and data
2. Initial quantitative research –involving a survey of 504 Auckland residents
3. Qualitative research –involving focus groups and depth interviews
4. Quantitative research –involving a survey of 2,125 Auckland residents.

The overall objective of the Alcohol-Related Harms Research project was to examine community perceptions of alcohol-related harm in Auckland’s communities, along with community expectations regarding how these issues should be addressed and Council’s role in alcohol management.

### 1.2 Summary of Key Findings

The qualitative research phase provided input into the main quantitative research survey of 2,215 Auckland residents and the interpretation of the findings. The summary of key findings below is based on the main quantitative survey.

**Drinking alcohol is prevalent in the Auckland community** with just over two-thirds (68%) having a drink over the last month and 18% claiming to be “non-drinkers”. The most common pattern of drinking is a moderate one. Just over half of the survey respondents (52%) typically have only one or two standard drinks when they have a drink. Around a third of people (34%) drink once a week or less often. However, binge drinking (consuming 7 or more drinks on one occasion) is also relatively common with 21% of people reporting this level of consumption in the last month and 52% at some time in the past.

**The most common place for Aucklanders to drink is their own home** (83% of those who have had a drink in the past month) followed by friends’ and family’s houses (53%). Cafes and restaurants (40%) are more common places to drink than bars and nightclubs (28%). Drinking in public places such as parks or beaches is relatively uncommon (2%).

**Two-thirds of Aucklanders state that the overall impact on life in Auckland of people drinking is negative** (66% gave a negative assessment, compared with 13% positive). Negative impacts are considered to include the impact of drinking on individuals and families, drunk driving, wider economic costs, violence, assaults and fighting.

**Less than half of Aucklanders agree with stated positive benefits of drinking.** Forty-five percent of the total sample agreed that alcohol enhances the experience of eating out and just over a third (38%) feel that pubs, bars and clubs play a role in bringing the community together. Just under half (45%) agree that it is good that the alcohol industry supports community and sporting groups through grants and funding.

**Most Aucklanders indicate concern about the impact of drinking**, particularly around youth drinking (even among youth themselves). For instance, 92% agreed that excessive drinking has a negative impact on individuals and families, 89% agreed that drunk driving has a very negative impact on the community and 84% agreed that drinking has wider economic costs to society via spending on ACC, police and hospitals etc. Seven out of ten (71%) believe that problems caused by alcohol are getting worse; a feeling voiced more frequently by older respondents aged 55 or more.

**Key places where negative impacts from drinking are perceived to occur include parks and public places, as well as bars and night clubs.** Almost two-thirds (64% rating 4 or 5 on a 5-point negative impact scale) perceive that negative impacts of drinking occur in parks and public places. Bars and night clubs (58%) and public events (56%) are considered other most common locations where negative impacts occur.

**South Auckland, the CBD and West Auckland are the key geographical areas** where negative impacts of drinking are perceived to occur. Negative impacts are most commonly perceived to occur in South Auckland (74% rating 4 or 5 on a 5-point negative impact scale), followed by the CBD (66%), West Auckland (55%), and Central Auckland excluding the CBD (50%).

**Despite recognising alcohol-related problems, attitudes to intervention are mixed, with a distinction drawn between a person's own drinking which is perceived as "responsible" (and therefore should not be restricted) and the actions of "a few irresponsible drinkers".** For instance, just under three-quarters of Aucklanders think 'it's too easy for people to get hold of alcohol' (74% agree), yet 55% agree that the 'actions of a few irresponsible drinkers should not be used as a reason to restrict responsible people from drinking'.

**Nevertheless, there is fairly strong support for regulation to control how people drink.** For example, respondents generally express some dissatisfaction with the "current rules" (50% disagree that *'laws and regulations to control how people drink are fine as they are'* and only 23% agree); and the *'inadequate enforcement of current rules'* (46% agree versus 26% disagree). In addition, there is a strong indication that people don't want local and central government agencies to under-emphasise drinking regulations (58% disagree that *'central or local government have more important things to get on with than worry about drinking regulations'* and only 20% agree).

**Regarding specific areas of intervention, there is very strong endorsement for limiting how easy it is for people to get hold of alcohol** (74% agree that 'it's too easy for people to get hold of alcohol'). In particular, only 28% agree that *'apart from a few locations, we should be able to drink where we want'* compared with 50% who disagree; and 32% agree that *'apart from a few locations, we should be able to buy alcohol from places we want'* compared to 42% who disagree.

**A majority (58%) feel the number of drinking places is about right, but nearly half (49%) feel the number of places people can buy alcohol is too high**, particularly in the South Auckland areas of Otara-Papatoetoe, Mangere-Otahuhu, and Manurewa. Small bottle stores are the most commonly noted outlets as being

too high in number.

**Aucklanders appear comfortable with liquor outlets being placed near business districts and shopping centres** (66% and 65% approve, respectively). However, they generally disapprove of outlets being placed near schools or kindergartens, medical facilities or places of worship.

**Liquor bans are acknowledged by most (70%) to be effective** in reducing a whole range of negative impacts and are favoured in many areas, particularly around playgrounds and in car parks and skate parks, where year-round bans are preferred. Aucklanders have mixed views about how liquor bans should be applied.

**Key groups seen to have a role in limiting alcohol-related harm include regulatory agencies and families and individuals themselves:**

<i>Who should be responsible for reducing negative impacts of drinking? (%)</i>			
<b>Regulatory agencies</b>		<b>Families and individuals</b>	
Police	74%	Family members	68%
Auckland Council	66%	Individuals/drinkers themselves	66%

Two-thirds (66%) feel Auckland Council has a responsibility for reducing the negative impacts of drinking in their local neighbourhood and community - in third equal place with individual drinkers themselves.

**Auckland Council's role in reducing the negative impacts of alcohol is seen as an important one.** Eighty percent of respondents rate Auckland Council's role as important (4 or 5 on an importance scale) with 52% rating this role as very important.

**There is fairly strong endorsement for the following Council roles defined as:**

- A **Custodian**, where the Council is involved in *'protecting community assets like parks, beaches and public buildings'* (89% consider important) and *'cleaning up litter and property damage caused by people who have been drinking'* (76% consider important)
- A **Guardian**, where Council takes a role in *'protecting people's safety'* (79% consider important)
- A **Law Maker & Law Enforcer**, where the Council is *'issuing and enforcing liquor licences'* (86% consider important), *'introducing liquor bans'* (83% consider important), and *'making new rules and regulations to limit excessive drinking'* (73% consider important)
- and to some extent, as a **Change Maker/ Community Worker**, where Council is *'working with community groups to reduce negative impacts of alcohol'* (79% consider important), and *'trying to change community attitudes to excessive drinking'* (71% consider important).

By contrast, *'looking after people when they are drunk'*, a **Carer** role, is not seen as important (only 26% rate this area as important). Nevertheless, only 22% of

those surveyed feel this role is not at all important.

Overall, the perception of Auckland Council performance in alcohol management activities is not rated highly (there is a high 'don't know' response), with 'protection of community assets' receiving the highest rating of performance (46% rating 4 or 5 on a 5-point performance scale). Note that the high level of 'don't know' responses to the questions on Auckland Council performance (ranging from 16% to 40% don't know on specific activities) indicates that there **is limited awareness or understanding about Council activities**.

From those who are able to rate Auckland Council's performance, **Council is seen to perform best in five areas: protecting community assets; cleaning up litter and property damage caused by people who have been drinking; encouraging a thriving entertainment and hospitality industry; introducing liquor bans; and, issuing and enforcing liquor licences**. Council's performance is less well rated in areas to do with education and community support.

Based on an **importance versus performance analysis** of Auckland Council roles in alcohol-related harm prevention, the indicated future focus for the Council is to:

- Maintain a role in protecting community assets, introducing liquor bans and cleaning up litter associated with drinking
- Further develop a role in issuing and enforcing liquor licences, making new rules and regulations to limit excessive drinking, and protecting people's safety
- Direct resources towards developing a stronger performance in alcohol education, and working with communities to change attitudes to excessive drinking

**Illustrating the range of opinions and behaviours across the Auckland community, the research has identified six segments**, differentiated by a range of attitudes and drinking behaviours.

- **Balance Seekers** (36%) are alcohol drinkers who want a balance between the positive aspects of drinking, its more negative elements and drinking interventions. In particular, as regular, moderate drinkers, they feel that 'the actions of a few irresponsible drinkers should not be used as a reason to restrict responsible people from drinking (67% c.f. 55% total sample).
- **Temperates** (29%) are like Balance Seekers in that they want a moderate approach to drinking interventions, but they drink less than Balance Seekers and their drinking behaviour is more temperate. They are also more likely to be personally opposed to drinking than Balance Seekers with 58% agreeing that '*Our society would be better if people didn't drink*' compared with 16% of Balance Seekers.
- **Conscious & Concerned** (14%) match the total population in their drinking patterns, but tend to have more concerns regarding alcohol-related harms and favour a more 'hands-on' approach to intervention, alcohol controls and regulation.
- **Disapprovers** (14%) tend to be non-drinkers who are fairly negative about drinking, being the most concerned about alcohol-related harm and the most

likely to favour more controls and regulation.

- **Socialisers** (6%) are second only to the Extreme Drinkers group in how much they drink. They share with Extreme Drinkers the least concern regarding alcohol-related harms and favour a more 'hands-off' approach to controls and regulation.
- As their name suggests, **Extreme Drinkers (2%)** are characterised by drinking large amounts of alcohol relatively frequently. 78% have had at least one 'binge drinking' occasion (consuming 7 or more drinks) in the last month.

Balance Seekers (36%) and Temperates (29%) make up the bulk of the sample (65%). These segments sit in the middle, having a fairly moderate attitude to alcohol and towards any interventions to limit alcohol-related harm. The remaining segments are most differentiated by their attitudes towards drinking, with Disapprovers and Conscious and Concerned being more negative towards drinking and Extreme Drinkers and Socialisers being more positive. There is less differentiation between the segments in their attitudes towards intervention regarding alcohol-related harms, with the Conscious and Concerned segment being most in favour of intervention.

### 1.3 Conclusions and Recommendations

The following conclusions and recommendations are based on the research findings:

#### 1. Demonstrate a fair and balanced approach

Two-thirds of the adult Auckland population (65%) have balanced attitudes towards alcohol (represented by the Balanced Seeker and Temperate segments identified in this research) and we recommend Auckland Council demonstrates a fair and balanced approach to intervention and alcohol-related harm. Four out of five Aucklanders consume alcohol at least occasionally, and when they drink, around two-thirds have 1-2 standard drinks on a typical occasion. However, the majority of Aucklanders consider that the overall impact of alcohol on the community is negative. Concern tends to be concentrated on the consequences of 'a few irresponsible drinkers' and the impact on individuals and families of violence, drunk driving and financial costs.

#### 2. Leverage strongly supported roles

Council should be seen to adopt a balanced approach with actions that deliver benefits as well as addressing harms. Overall, policies should position on Guardian (protecting people's safety), Custodian (protecting the region's parks, beaches and public buildings, and cleaning up litter and property damage caused by alcohol) and Law Maker/Law Enforcer roles (involving liquor licensing, liquor bans and regulations to limit excessive drinking).

The impact of drinking in public places (e.g. unsafe playgrounds for children/families etc.) is concerning to Auckland residents. In this respect the Council has an important Guardian role to play in reducing drinking in public places and helping people feel safer in the community.

### 3. Concentrate on tightening enforcement of existing rules

Around two-thirds of Auckland residents (68%) believe that enforcement of current rules is inadequate, suggesting a mandate for Council to improve enforcement of these regulations.

### 4. Adopt a moderate approach to intervention with attention to targeting irresponsible drinkers (particularly via liquor bans) and to addressing the number and density of liquor outlets

Liquor bans are strongly supported and easily understood as a mechanism to reduce a range of negative impacts caused by drinking. There is also fairly strong support for tighter restrictions around ease of access to alcohol, with 74% of respondents saying it is too easy for people to access alcohol and 68% saying that the number of places where people can purchase alcohol is too high.

### 5. Make the case for change

There is a need to present a strong case for change to citizens who are open to interventions, but currently not emotionally engaged with alcohol-related harm issues. Council needs to create a sense of urgency to earn the mandate to make changes - *'we're not going to take away the good times, but something has to be done about the harms'*.

### 6. Raise awareness, promote and communicate Council's roles and activities in relation to alcohol-related harms

A high proportion of Aucklanders are unaware of Auckland Council's roles in relation to alcohol-related harm, as evidenced by the high proportion of don't know responses when asked to assess Auckland Council's performance. There may also be a lack of understanding or confusion about Council's role in relation to other agencies. Therefore, we recommend that Council develops communication strategies to raise awareness regarding Council's roles and activities in reducing alcohol-related harms.

### 7. Mandate to work with the Community

Four in five Aucklanders consider that it is important for Auckland Council to work with community groups to reduce the negative impacts of alcohol.

## 2. Background and objectives

### 2.1 Background

#### The Alcohol Reform Bill

A review of New Zealand's alcohol laws has resulted in the Alcohol Reform Bill, which is currently being considered by central Government and is likely to be enacted early in 2012. The Bill will replace the Sale of Liquor Act 1989 and will make changes to licensing provisions, alcohol controls (liquor bans), and will provide for the development of alcohol policy which can include local level variation. Auckland Council provided a submission on the Bill which closed on 18 February 2011, incorporating input from the Community Safety Forum and the local boards.

This Bill gives local authorities stronger powers to decide licensing regimes, proposes splitting the purchase age to 18 for bars and 20 for supermarkets and liquor stores and extends the description of public places where drinking can be banned.

#### Auckland Council Alcohol Programme

Auckland Council is preparing an Alcohol Programme to rationalise and develop a consistent region-wide approach to policy and planning to reduce alcohol-related harm.

The Council has inherited different approaches to alcohol control and licensing from the previous councils, which include policies, bylaws and plans. The Council now has an opportunity to develop a standardised approach for the management of alcohol in Auckland that aligns with the council's strategic objective of strong, healthy communities.

The Alcohol Programme includes:

- Development of an Alcohol Framework – this framework will be a high-level overarching policy document that will guide the council's approach to alcohol-related policy development and initiatives. It will provide the basis for a consistent Auckland approach to alcohol policy and planning
- Development of Alcohol Control (liquor ban) Policy and Bylaw –this will involve the development of a region wide policy and bylaw to enable the council to impose alcohol controls (liquor bans) in public places across Auckland.
- Preparation for the development of a Local Alcohol Policy when the Alcohol Reform Bill is enacted. A local alcohol policy would apply to the Auckland region; however is likely to contain local variation particularly with regard to licensing matters

#### The Alcohol-Related Harms Research project

In order to successfully deliver the projects in the Alcohol Programme, Council must understand the community's perceptions about alcohol-related harm as well as expectations regarding Council's role in alcohol management.

Research findings will be used by Council's Community and Cultural Policy Unit to:

- inform the Alcohol Framework and assist with the prioritisation of projects
- support the formation of an Alcohol Control Policy and Bylaw approach
- complement the statistical evidence gathered through the Local Alcohol Policy research to inform local board and committee decision-making

- inform the communication strategies used throughout the development of the projects.

Auckland Council commissioned the Nielsen Company to undertake research amongst Auckland citizens to explore and measure their perceptions and attitudes in relation to alcohol and alcohol harm.

## 2.2 Research Stages

A four-stage approach was designed for the Alcohol-Related Harms Research project, utilising both qualitative and quantitative methodologies. The research programme ran between May and August 2011 and included:

1. An initial scoping phase - involving a review of relevant documentation and data
2. A separate small-scale, online 'scoping survey' of 504 Auckland citizens aged 16 years and over conducted by Nielsen in June 2011. Data from this survey was analysed and reported internally by the Council
3. Qualitative research - involving focus groups and depth interviews with citizens conducted in May/June 2011
4. Quantitative research - involving an online survey of 2,125 Auckland residents conducted in July/August 2011.

Full details of the project methodology are included in Section 4.

## 2.3 Overall Objectives

**The overall purpose of the Alcohol-Related Harms Research project was to investigate community perceptions of alcohol in Auckland's communities, both positive and negative, and to gain feedback on how the public believes Council should address issues relating to alcohol-related harm.**

This information will be used to inform the development of the Alcohol Programme.

## 2.4 Research Objectives

**Key research objectives** for the project were to:

- Gain an understanding of community perceptions of alcohol supply and consumption at a local and regional level (spatially and demographically)
- Gain an understanding of community perceptions of alcohol-related harm at a local and regional level (spatially and demographically), including determining whether communities perceive alcohol harm is an issue needing to be addressed
- Gain an understanding of what the community believes Council's role should be in alcohol management; as a regulatory body, advocate, educator and partner to communities and groups. This includes providing a broader understanding of community views and preferences for addressing harm and alcohol management regardless of who or which agency performs the role
- Inform the development of the alcohol programme by ensuring the findings are available in alignment with the wider alcohol programme project plans
- Inform communication strategies related to alcohol in the community

## 2.5 Qualitative Research Objectives

The **overall purpose** of the qualitative phase was to explore and scope community perceptions and attitudes, and inform the quantitative questionnaire design.

Specific **objectives** for the qualitative research phase were as follows:

### *Communities and alcohol*

- Evaluate Auckland residents' perceptions of alcohol:
  - Personal values and attitudes towards alcohol in their family, the general community of Auckland and specifically their own local community
  - Social norms associated with alcohol and influence of context

### *Communities and alcohol-related harm*

- Investigate perceptions of alcohol supply and consumption in Auckland and within communities
- Is there a perception of alcohol-related harm occurring in Auckland and within communities?
  - What constitutes 'alcohol-related harm' within the community
  - Personal definitions of alcohol-related harm
- Collate community and personal observations, experiences and examples
- Evaluate the range of attitudes and perceptions about alcohol-related harm within the community:
  - Issues and problems
  - Levels of concern
  - Related effects and implications
  - Extent of the issue/problem
  - Key groups responsible/at risk
  - The need for risk mitigation or intervention
- Key drivers and contributors to these perceptions
- Record resident-specific language on the issue relevant to developing the quantitative survey questionnaire

### *Alcohol-related harm and the Council/agencies*

- Evaluate potential approaches to reduce harm
- Investigate awareness and perceptions of current efforts to address alcohol-related harm by different agencies
  - Awareness and perception of who plays a role and what that role is
  - Perceptions of the effectiveness of current efforts
- Assess perceptions of Council's current role in addressing alcohol management in the community:
  - Current impression of Council's obligations and responsibilities
  - Awareness of current initiatives: regulations, advocacy, education, partnerships
  - Perceived performance/effectiveness
  - Feedback on specific initiatives/programmes
- Understand perceptions of the appropriate role and responsibilities of Council with respect to alcohol-related harm:
  - Perceptions and expectations of the appropriate role of Council
  - Drivers of community perceptions and expectations
  - Appropriate initiatives or interventions, e.g. regulations (licensing and bylaws), advocacy, education, partnerships
  - Key messages, images and positioning of communications regarding alcohol-related harm
  - Is there a mandate from communities for alcohol-related harm action and what are community priorities for action?

## 2.6 Quantitative Research Objectives

The overall purpose of the quantitative stage of the Alcohol-Harm research project was to provide a robust measure of perceptions relating to alcohol-related harm across Auckland, and in specific communities (including at the Local Board level) and to provide baseline measures for any future tracking.

Specific objectives of the quantitative research component were to:

- **Test and quantify** the hypotheses from **the Qualitative study**
- Ascertain attitudes and opinions about the **influence of drinking in general and in the community** as well as attitudes to intervention to help reduce the level of alcohol-related harm
- Conduct an **attitudinal segmentation** to understand and quantify the various attitudinal segments in the Auckland population
- Determine the perceived **overall impact of drinking alcohol** on life in Auckland
  - Is this impact positive or negative on the whole?
  - Assess where people perceive negative impacts to be happening
- Establish attitudes towards **liquor outlets** in Auckland, both where people can drink and where they can buy alcohol
  - Attitudes to the number and placement of outlets in their neighbourhood
- Record perceptions of **liquor bans**
  - Effectiveness of liquor bans in reducing problems caused by drinking in public places
  - Approval/disapproval of liquor bans in a range of locations
  - Preferred timing of liquor bans
- Ascertain the perceived **role of Auckland Council** in alcohol management
  - Compared to other agencies
  - Importance of Auckland Council's involvement in various activities and the Council's perceived performance in these areas
- Establish **demographic and personal alcohol consumption details.**

## 3. Reporting

### 3.1 Reporting overview

The **current document is the main research report**. It includes:

- An executive summary
- A description of the project background, objectives and methodology
- A detailed report on the findings from both a qualitative and quantitative perspective
- A series of Appendices including a Summary of Results by Geographical Area of Auckland, Margin of Error Tables, a Description of the Weighting and the Survey Questionnaire

In addition, a **Survey Tables report** has been prepared as a separate document.

### 3.2 Quantitative Reporting Protocols

Throughout the report, we report on the weighted results; however unweighted bases are shown. When analysing differences from the total, only **statistically significant** differences from the average are reported on. These are identified at the 95% confidence level.

Information regarding margins of error for particular sample sizes can be found in Appendix Two.

Small sample sizes, where results are indicative, are depicted as follows:

- Sample size n=31 to n=99 - a single asterisk \*
- Very small sample sizes n=30 or less - two asterisks \*\*

Where 'MA' is indicated, respondents were able to provide multiple answers. 'SA' denotes single-answer questions.

## 4. Methodology

### Part One: Qualitative Methodology

#### 4.1 Qualitative Methodology

A total of six focus groups and five in-depth interviews were conducted with a range of Auckland citizens between 31 May and 20 June 2011

Participants included a broad cross-section of citizens aged 18 or older from the nine broad territorial areas identified by Council in the research brief (including people from Great Barrier Island and Waiheke Island).

In addition, participants included:

- A mix of males and females
- A mix of different ethnicities and cultures approximated to the ethnic profile of Auckland (55% European and 45% non-European). Participants were also sampled on the basis of age and attitudes to alcohol in the community (see sampling structure in the following section).

Stimulus material for the focus groups and interviews was prepared in close consultation with Auckland Council.

Focus groups were conducted at either The Nielsen Company's Takapuna offices or in purpose-designed rooms in Kingsland, while depth interviews were conducted at respondents' homes and at Nielsen offices. Participants were given a cash koha for participating.

4.2  
Qualitative  
Sampling  
Structure

**Recruitment criteria**

Participants were recruited on the basis of their level of concern, their level of knowledge and engagement with alcohol-related harm and by age.

**Establishing their level of concern and knowledge/engagement**

At the time of recruitment, prospective participants were asked a series of questions regarding their level of concern and self-reported levels of knowledge/engagement about alcohol in the community. Based on their responses, they were then categorised as low, moderate or high. Placement into these categories was determined by the number of responses that fit into each category. For instance, if a person rated themselves as 'low concern' in at least two out of the three questions regarding concern, they were categorised as having low concern.

Low concern	Moderate concern	High concern
1A. I don't really think about alcohol in our community	1B. I have some concerns about alcohol in my community	1C. I am highly concerned about alcohol in my community
2A. The issue of alcohol in my community seems a bit over-rated	2B. The issue of alcohol in my community affects some people around me such as children or young people	2C. This issue of alcohol in my community impacts a wide range of people and has far reaching consequences
Low concern	Moderate concern	High concern
3A. Alcohol use is a personal issue and it is people's own problem to fix	3B. The issue of alcohol in my community is basically under control, and I don't know how I could be involved	3C. Agencies take the issue of alcohol in my community too lightly, and I support penalties for negative behaviours, such as drunk-driving
4A. I rarely notice information about alcohol in my community and don't really discuss it with those around me	4B. I occasionally hear or read about the subject of alcohol in my community and sometimes discuss it with those around me	4C. I actively seek out information on the subject of alcohol in my community and often discuss it with those around me
5A. I have very little personal experience or exposure to alcohol in my community	5B. I have some personal experience or exposure to alcohol in my community	5C. I have a lot of personal experience and exposure to alcohol in my community
6A. I don't really understand the role of agencies regarding alcohol in my community and am not interested in any initiatives	6B. I don't really understand the role of agencies regarding alcohol in my community and am not interested in any initiatives but I believe agencies should be involved	6C. I am knowledgeable about the role of agencies regarding alcohol in my community and am reasonably involved in initiatives about this

Participants who rated themselves as both highly concerned and highly knowledgeable/engaged were excluded from the focus groups to prevent them from dominating or alienating others in the group with more moderate perspectives. Such individuals instead participated in the one-on-one depth interviews. Two interviews were conducted with low concern/older citizens, to elicit views that some older people, who were heavy drinkers, may have felt inhibited sharing in a focus group setting.

Sample Framework - Qualitative Study			
Method	Level of Concern	Level of knowledge / engagement	Age
Group 1.	High	Moderate/Low	36+ years
Group 2.	Low	Moderate/Low	16-35 years
Group 3.	Medium	Moderate/Low	36+ years
Group 4.	High	Moderate/Low	16-35 years
Group 5.	Medium	Moderate/Low	16-35 years
Group 6.	Low	Moderate/Low	36+ years
Interview 1.	High	High	16-35 years
Interview 2.	High	High	36+ years
Interview 3.	High	High	36+ years
Interview 4	Low	Moderate/Low	36+ years
Interview 5	Low	Moderate/Low	36+ years

#### 4.3 Qualitative Analysis

All fieldwork was audio-taped and most was then transcribed. Analysis was conducted initially through the individual analysis of the data by the senior qualitative researchers involved and then through a series of in-house analysis workshops to bring together analysis and brainstorming themes.

## Part Two: Quantitative Methodology

#### 4.4 Quantitative Methodology

##### Method

Nielsen undertook an online survey of n=2,125 respondents aged 18 years or older from across the 21 Auckland local boards.

##### Source of the Sample

Survey participants were members of two online survey panels: the Survey Sampling International (SSI) panel and the Research Now panel. Panellists were sent a survey invitation and a link to the online questionnaire via a personalised email.

##### The Questionnaire

Questions were mainly pre-coded, rather than open-ended, with appropriate rating scales used to record residents' attitudes. To avoid ordering effects, the order of attitudinal statements in individual questions was randomised.

Wording in the questionnaire was normalised as much as possible to avoid bias, e.g. referring to "drinking" rather than "alcohol consumption". (A copy of the survey questionnaire is included as Appendix 4)

#### Interview Duration

Interviews lasted an average of 19 minutes.

#### Survey Timing

Fieldwork was conducted from 28 July to 10 August 2011.

### 4.5 Quotas and Weighting

#### Quotas

Quotas were set by **age** and **ethnicity** to reflect the make-up of the Auckland population aged 18 plus. Quotas of between 70 and 135 people were also set for 19 of the 21 **local board areas** to ensure local board sample sizes were sufficient to report on in a reliable manner. The exceptions were Waiheke Island and Great Barrier Island where numbers on the online panel were insufficient to ensure a reliable sample.

#### Weighting

Data was weighted to population figures from the **2006 Census** to ensure the best possible representation of the Auckland population aged 18 plus by age, gender, ethnicity and area. Technical details about the weighting are included in Appendix Three.

### 4.6 Sampling

#### Sample size and margin of error

2,125 Auckland residents aged 18 years or older were surveyed across the 21 Auckland Local Boards.

The predicted overall maximum margin of error for this sample is  $\pm 2.1\%$  ensuring very reliable results.

#### Industry screener

People were excluded from participating if they or their immediate family worked in the following areas:

- Sales, marketing, distribution, production, or large-scale purchasing of alcohol
- An alcohol-related government or non-government agency (e.g. Alcoholics Anonymous, ALAC, local government)
- Alcohol policing, health, or counselling (egg. police, psychiatrists or medical physicians)
- An Auckland Council employee working in an alcohol-related area (including staff and elected representatives such as councillors or local board members)

#### 4.7 Sample Details

The following tables provide a breakdown of the demographic composition of the sample in terms of gender, age, living situation, ethnicity, zone of Auckland and Local Board area. NB. Some sub-totals do not add to 100% due to rounding.

Gender	Unweighted n=	Unweighted %	Weighted %
Male	844	40	48
Female	1,281	60	52
<b>Total</b>	<b>2,125</b>	<b>100</b>	<b>100</b>

Age	Unweighted n=	Unweighted %	Weighted %
18-24	171	8	11
25-34	335	16	23
Total 18-34	506	24	35
35-44	450	21	20
45-54	424	20	20
Total 35-54	874	41	40
55-64	396	19	16
65+	349	16	10
Total 55+	745	35	26
<b>Total</b>	<b>2,125</b>	<b>100</b>	<b>100</b>

Living Situation	Unweighted n=	Unweighted %	Weighted %
Young couple - no children	152	7	9
Single/One person household	253	12	9
Living in a flat - not a family home	118	6	7
Total - No Family	523	25	25
Household with youngest child under five	298	14	16
Household with youngest child 5-15	372	18	19
Total - Young family	670	32	35
Household with youngest child over 15 (older family)	311	15	18
Middle age/older couple - no children at home	581	27	20
Other	40	2	2
<b>Total</b>	<b>2,125</b>	<b>100</b>	<b>100</b>

Ethnicity (multiple responses allowed)	Unweighted n=	Unweighted %	Weighted %
NZ European/Pakēha	1,575	74	52
European	154	7	6
Australian	22	1	1
South African	40	2	2
North American	20	1	1
<b>Total European</b>	<b>1,811</b>	<b>85</b>	<b>62</b>
Maori	101	5	8
Samoan	43	2	4
Tongan	11	1	1
Other Pacific peoples	36	2	3
<b>Total Pacific peoples</b>	<b>90</b>	<b>4</b>	<b>8</b>
Chinese	82	4	9
Korean	3	0	0
Other Asian	62	3	7
Indian	90	4	10
<b>Total Asian/Indian</b>	<b>237</b>	<b>11</b>	<b>26</b>
South American	2	0	0
Others	11	1	1

Local Board Area & Zone of Auckland	Unweighted n=	Unweighted %	Weighted %
Manurewa	100	5	5
Franklin	87	4	3
Otara-Papatoetoe	92	4	6
Papakura	71	3	3
Mangere-Otahuhu	70	3	5
<b>Total South Zone</b>	<b>405</b>	<b>19</b>	<b>22</b>
Whau	132	6	5
Henderson-Massey	130	6	7
Waitakere Ranges	118	6	3
<b>Total West Zone</b>	<b>380</b>	<b>18</b>	<b>15</b>
Hibiscus and Bays	136	6	6
Upper Harbour	130	6	3
Kaipatiki	130	6	6
Devonport-Takapuna	124	6	4
Rodney	70	3	4
<b>Total North Zone</b>	<b>590</b>	<b>28</b>	<b>23</b>
Albert-Eden	131	6	7

Waitemata	130	6	6
Orakei	130	6	6
Maungakiekie-Tamaki	125	6	5
Puketapapa	84	4	4
<b>Total Central Zone</b>	<b>600</b>	<b>28</b>	<b>28</b>
Waiheke	17	1	1
Great Barrier	1	0	0
<b>Total Gulf Zone</b>	<b>18</b>	<b>1</b>	<b>1</b>
Howick	132	6	9
<b>Total East Zone</b>	<b>132</b>	<b>6</b>	<b>9</b>

#### 4.8 Survey Limitations

When interpreting the survey results a number of potential limitations should be noted:

##### Seasonality

The survey was conducted in July/August 2011 in the winter and this may affect respondents' attitudes and reported drinking patterns. For instance, in the Qualitative research some participants reported drinking more in the summer holiday period.

##### The online survey methodology

Online surveys are not fully representative of the total population.

Currently around 82% of the population have access to the Internet, so 18% of the population is not available to be surveyed online. Those who are not online tend to be skewed towards lower income and older people and have other attitudinal characteristics that make them different from the overall population (e.g. averse to technology).

Secondly we suspect that an online method is not good at capturing the extreme drinker segment, who are much more likely to be partying and drinking rather than responding to online surveys.

##### Self reporting of drinking behaviour

We asked a number of questions relating to residents' drinking patterns e.g. how many times they had a drink in the previous month. Their answers to these questions may be inaccurate for a number of reasons e.g.

- **Recalling what they did over the full month**—people are better at remembering what happened in the last week rather than the last month.
- **Providing socially acceptable answers** – while we believe in an online survey this is unlikely to be such a problem as when an interviewer asks the questions, people may under-report their actual drinking patterns to appear “more socially respectable”

# Report in Detail

## 5. Drinking Behaviour

### 5.1 Introduction

Survey participants were asked about their drinking behaviour, specifically:

- **Frequency of drinking:**

*Q. Thinking about the last month, did you drink any alcohol at all?*

*On how many days in the last month did you have an alcoholic drink of any kind?*

- **Level of consumption:**

*Q. How many standard drinks do you have on a **typical drinking occasion**? A “standard drink” is a whole can or bottle of beer, a glass of wine, a glass or tumbler of spirits mixed or straight, an RTD bottle, etc. An approximate answer is OK.*

*Q. And how many times last month would you say you **had 7 or more drinks of alcohol** on any one occasion?*

For those who said never in the last month: *Have you **ever drunk 7 or more drinks** on any one occasion?*

- **Location of drinking:**

*Q. Where have you had a drink in the last month?*

*Q. And where do you drink most often?*

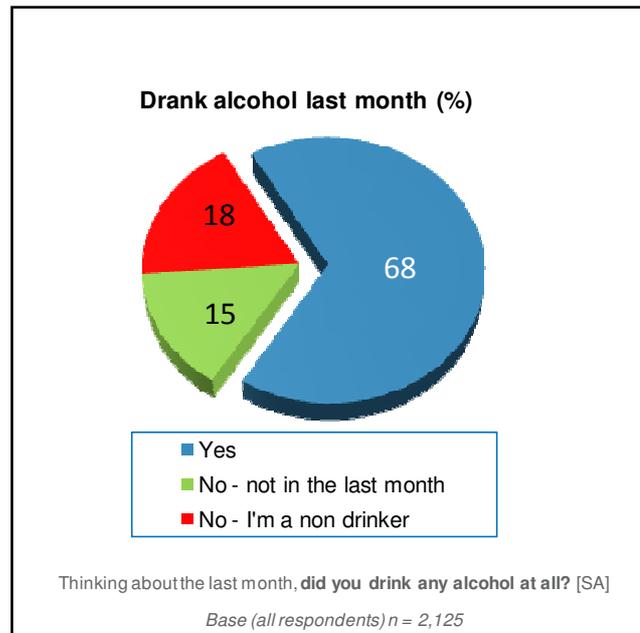
### 5.2 Frequency of Drinking

#### Key overall findings:

- **Just over two-thirds (68%) of Aucklanders drank alcohol in the last month.** The remainder were drinkers who had not drunk in the past month (15%) or ‘non-drinkers’ (18%). The total adds to more than 100% due to rounding.
- **‘Occasional drinkers’ represent 34% of the total sample**, drinking weekly or less often during the past month.
- **‘Regular’ and ‘very regular’ drinkers comprise 32% of the total sample** (21% drinking every 2-6 days in the past month, and 11% drinking at least every second day in the past month).
- **The most common mode of drinking is fairly moderate - occasional drinking (once a week or less) of one or two drinks per occasion** (22% of the total sample).

### Overall drinking levels

Just over two-thirds (68%) of residents had a drink in the last month, while 15% said that they drink alcohol but not in the last month. A further 18% stated that they are non-drinkers.



\* Results add to more than 100% due to rounding

### Overall drinking levels by demographics

Older people aged 65 plus were more likely to have had a drink in the last month as were NZ European/ Pakēha people (both 79%). By contrast, non-drinkers are relatively more likely to be Asian/Indian (29%) and relatively less likely to be NZ European/ Pakēha (11%).

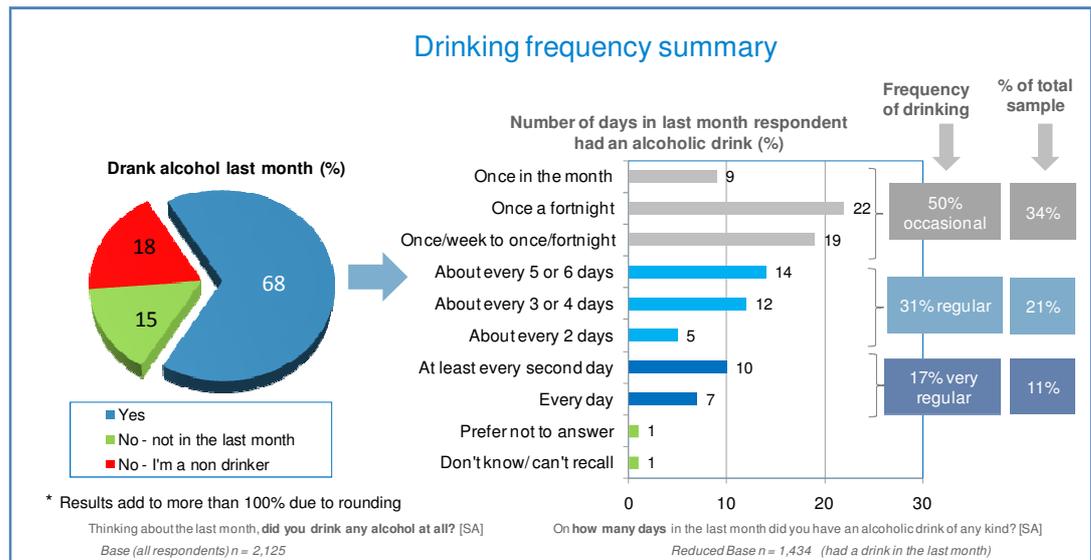
In terms of geographical areas, residents of the North zone (i.e. from North Shore City or Rodney District) were relatively more likely to have had a drink in the last month (74%) and the leading Local Board area for drinking in the last month was Devonport-Takapuna (80%).

Drinking levels	Significantly above average	Significantly below average
<b>Drank in the last month (68% overall average)</b>	<ul style="list-style-type: none"> <li>From Devonport-Takapuna (80%)</li> <li>Age 65 plus (79%)</li> <li>NZ European/Pakeha (79%)</li> <li>From Northzone (74%)</li> </ul>	<ul style="list-style-type: none"> <li>Aged 18-34 (62%)</li> <li>Asian/Indian (48%)</li> <li>Pacific people (46%)</li> </ul>
<b>Drink but not in the last month (15%)</b>	<ul style="list-style-type: none"> <li>Pacific people (28%)</li> <li>Asian/Indian (23%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European/Pakeha (10%)</li> <li>Age 65 plus (8%)</li> </ul>
<b>Not a drinker (18%)</b>	<ul style="list-style-type: none"> <li>From Otara-Papatoetoe (29%)</li> <li>Asian/Indian (29%)</li> <li>From Mangere-Otahuhu (29%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European/Pakeha (11%)</li> </ul>

### Drinking frequency in the last month

Of those residents who had a drink in the last month, half (50%) can be described as **occasional drinkers** (drinking once a month to once a week), with drinking once a fortnight being the most common response (22%).

Around three out of ten drinkers (31%) are **regular drinkers**, drinking about every two days to every six days. Finally, one in six (17%) are **very regular drinkers**, drinking at least daily or every second day.



### Drinking frequency in the last month by demographics

Older people aged 65 plus are significantly more likely to be very regular drinkers, drinking at least daily or every second day, compared with the 18 to 24 age group who are more likely to be occasional drinkers. Other very regular drinkers include empty nesters and those living in Devonport-Takapuna and Hibiscus and Bays.

Asian/Indian people are less likely to be regular or very regular drinkers.

Monthly consumption level	Significantly more likely	Significantly less likely
<b>Occasional (50%)</b> (once a week to once a month)	<ul style="list-style-type: none"> <li>Asian/Indian (74%)</li> <li>Maori (67%)</li> <li>Aged 18-24 (64%)</li> <li>Pacific people (64%)</li> <li>From Henderson-Massey (59%)</li> </ul>	<ul style="list-style-type: none"> <li>European/Pakeha (42%)</li> <li>From Maungakiekie-Tamaki (41%)</li> <li>Middle aged/older couple, no children at home (37%)</li> <li>Aged 65+ (28%)</li> </ul>
<b>Regular (31%)</b> (every two days to every six days)	<ul style="list-style-type: none"> <li>From Waitakere Ranges (46%)</li> </ul>	<ul style="list-style-type: none"> <li>Asian/Indian (13%)</li> </ul>
<b>Very regular (17%)</b> (daily or at least every second day)	<ul style="list-style-type: none"> <li>Aged 65+ (45%)</li> <li>Middle aged/older couple, no children at home (32%)</li> <li>From Hibiscus Bays (31%)</li> <li>From Devonport-Takapuna (28%)</li> </ul>	<ul style="list-style-type: none"> <li>Asian/Indian (8%)</li> <li>Aged 18-24 (3%)</li> </ul>

### 5.3 Level of Consumption

#### Key overall findings:

- Of those who had a drink in the last month, 63% can be described as 'light drinkers', drinking 1 or 2 standard drinks on a typical drinking occasion; a quarter (25%) are 'medium drinkers', drinking 3-4 drinks on a typical occasion; while one in ten (11%) are heavy drinkers, drinking 5 or more drinks on a typical occasion.

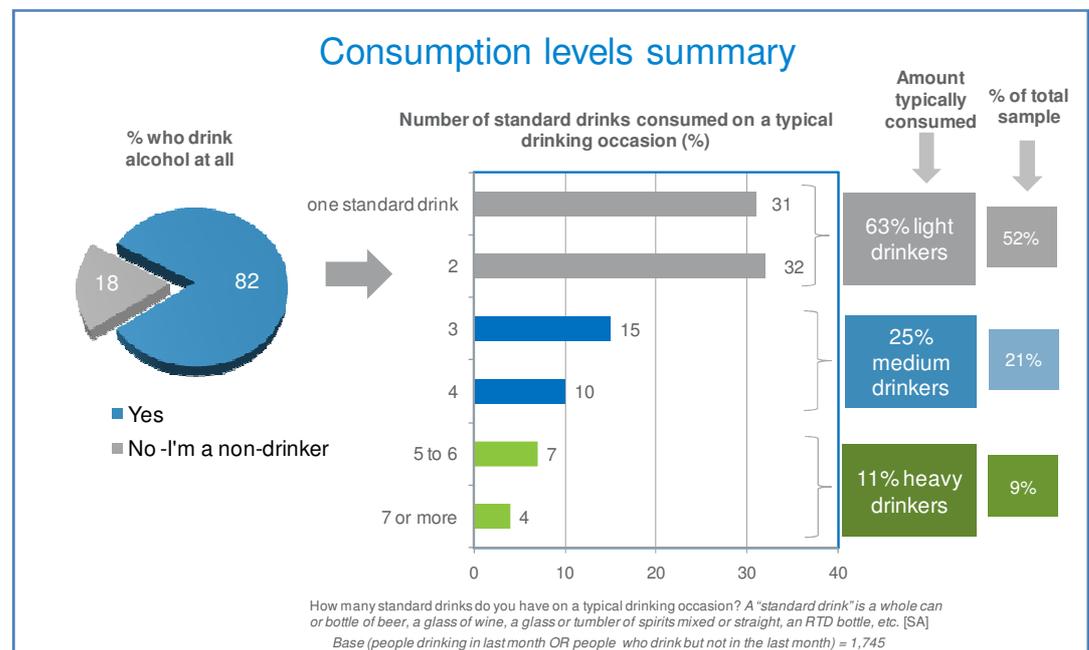
#### Typical alcohol consumption levels

All those who drink alcohol were given a description of a 'standard drink' and then asked how many drinks they consumed on a typical drinking occasion.

Almost two-thirds (63%) are **light drinkers**, consuming one or two standard drinks on a typical occasion. The proportion who have one drink is fairly similar to those who have two drinks (31% and 32% respectively).

A quarter (25%) are **medium drinkers**, having 3 or 4 drinks on a typical occasion.

A further 11% can be classified as **heavy drinkers**, typically having 5 or more drinks on a typical occasion. Of these, only 4% are habitual **binge drinkers**, typically having seven or more drinks. NB. This definition of a binge drinker is slightly at odds with the ALAC definition which relates to having 7 or more drinks *on the last occasion they drank* (we did not ask this question in the survey).



\* Results add to less than 100% due to rounding

### Typical alcohol consumption levels by demographics

In terms of **age**, older people aged 55 plus who drink are more likely to be light drinkers (78%) while young people aged 18 to 34 are more likely to be medium drinkers (30%). The heavy drinker group has a skew towards the youngest age group, 18 to 24 years (29%).

In terms of **ethnicity**, Asian/Indian drinkers are more likely to be light drinkers (73%); medium drinkers have relatively more Pacific and Maori people (35% and 30% respectively) while the heavy drinker group has a disproportionate skew towards Pacific people (35%).

Regarding **geographical location**, light drinkers are over-represented in Hibiscus and Bays while medium drinkers are more likely to live in South Auckland, in particular in Papakura and Manurewa; while heavy drinkers have their highest incidence in the Mangere-Otahuhu Local Board area.

NB. In the following table, the base is people who drink (non-drinkers are excluded).

Typical consumption levels	Significantly more likely	Significantly less likely
<b>Light (63%)</b> (one or two standard drinks)	<ul style="list-style-type: none"> <li>From Hibiscus and Bays (80%)</li> <li>Age 55 plus (78%)</li> <li>Asian/Indian (73%)</li> <li>Middle aged/older couple, no children at home (73%)</li> </ul>	<ul style="list-style-type: none"> <li>From South Auckland (54%)</li> <li>Age 18-34 (52%)</li> <li>Maori (46%)</li> <li>From Mangere-Otahuhu (40%)</li> <li>Pacific people (30%)</li> </ul>
<b>Medium (25%)</b> (three or four drinks)	<ul style="list-style-type: none"> <li>From Papakura (43%)</li> <li>From Manurewa (39%)</li> <li>Pacific people (35%)</li> <li>From South Auckland (32%)</li> <li>Maori (30%)</li> <li>Age 18-34 (30%)</li> </ul>	<ul style="list-style-type: none"> <li>Age 55 plus (19%)</li> <li>Asian/Indian (18%)</li> </ul>
<b>Heavy (11%)</b> (five or more drinks)	<ul style="list-style-type: none"> <li>Pacific people (35%)</li> <li>From Mangere-Otahuhu (33%)</li> <li>Age 18 to 24 (29%)</li> </ul>	<ul style="list-style-type: none"> <li>Age 55 plus (2%)</li> </ul>

*"I will work all day in the garden then I will sit down or I will go to work all day and work really hard then think oh I'll have a wine with my dinner. It's a reward kind of thing rather than drinking to get drunk as such"*

*"Up to two years ago I used to be the life of the party. Everybody loved me getting drunk but I had an operation so I sort of cut down. Now they say I am boring"*

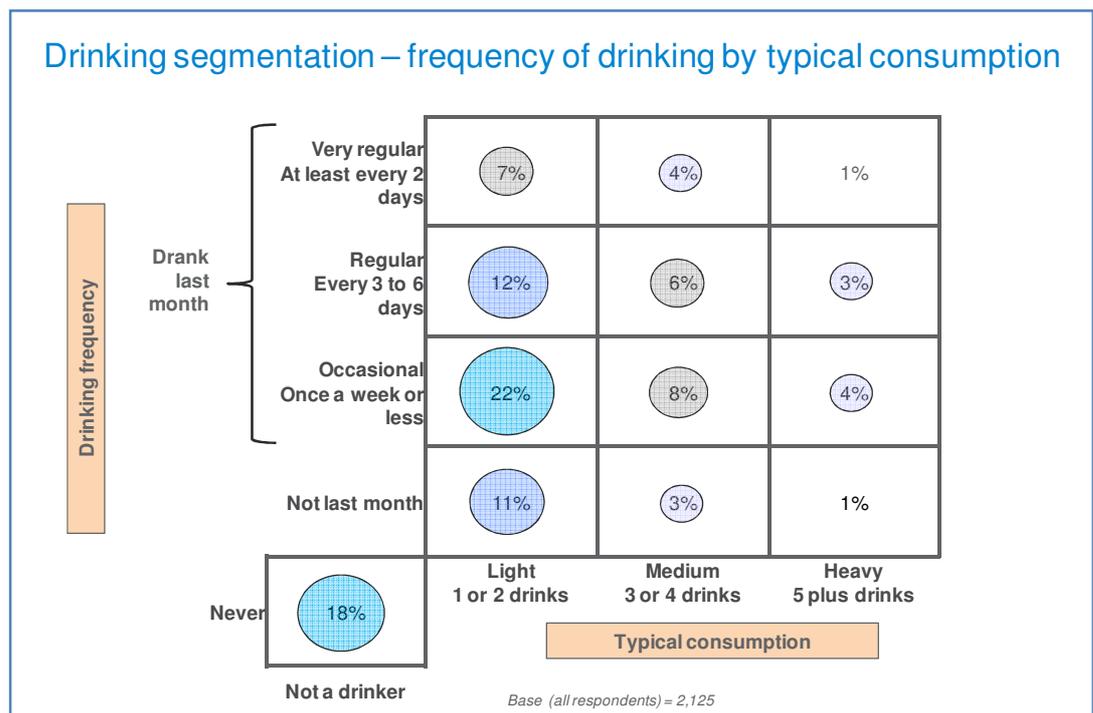
Source: Qualitative study May/June 2011

5.4  
Drinking  
Segmentation

Drinking segmentation – typical levels of consumption by frequency of drinking

The largest segment of the population (22%) is those who drank in the last month in a moderate way – i.e. having only one or two drinks, once a week or less. The next largest group is non-drinkers (18%).

Only 1% are both heavy and very regular drinkers, typically drinking 5 or more drinks at least every two days.



*“My husband gets home, it’s been a long week - we will often just have a glass. Sort of like its escape I guess, a let out with a glass of wine. Doesn’t have to be a special occasion”*

*“I’ve been doing some work on my kitchen, re-doing it basically and to reward myself I will just go down and buy a few beers. Had 3 beers and that was it. I don’t want to get any more. I’ve got a bottle of Bacardi sitting in the fridge. If I want to get drunk I would drink that but I don’t. For me it’s just a little reward, just a little drink”*

Source: Qualitative study May/June 2011

## 5.5 Binge Drinking

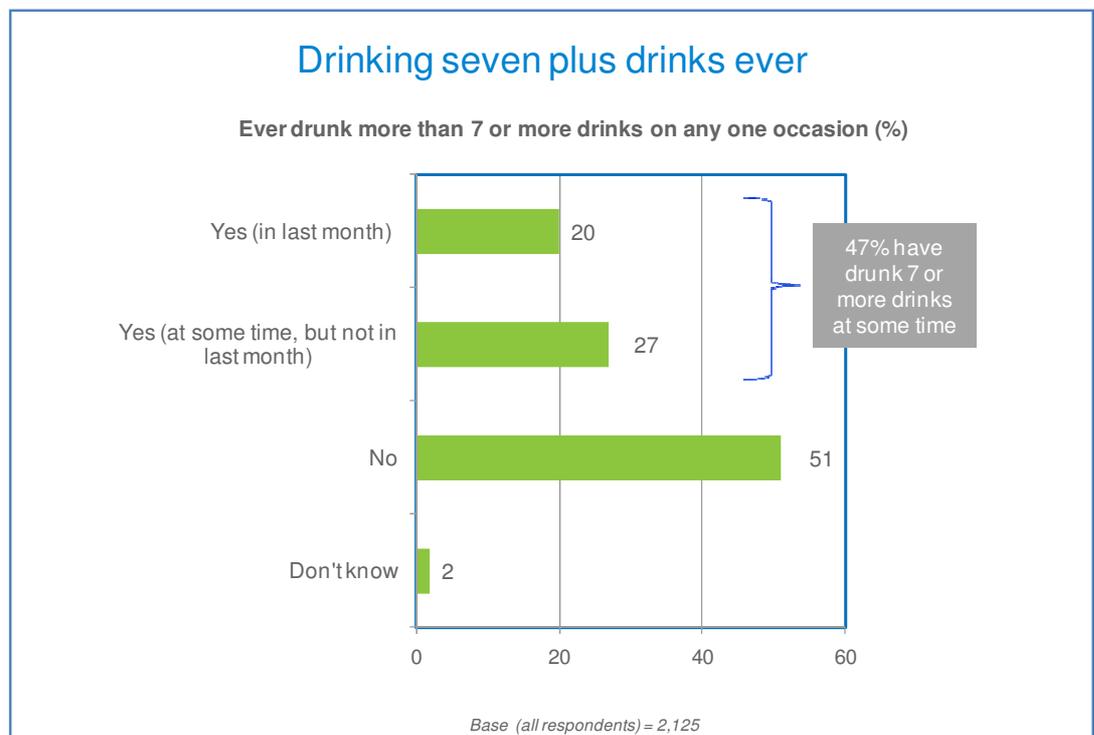
### Key overall findings:

- **Just under half of adult Aucklanders (47%) have drunk seven or more drinks on any one occasion at some time in their lives (defined as binge drinking).**
- **Twenty percent have drunk to this level on at least one occasion in the past month, but only a small proportion (3.8%) report consuming at this level on a regular or very regular basis (i.e. every 5 or 6 days or more frequently).**
- Bear in mind the timing of the survey in winter (July/August 2011). Conceivably, if the survey was conducted in the summer, more binge drinking may have been reported.

### Binge drinking ever

In this report “binge drinking” is defined as drinking seven or more drinks on one occasion.

Almost half (47%) of the population aged 18 or more say that they have had seven or more drinks on one occasion at some time in their lives.



*“Like I was 13 probably when I first got like really drunk and from then it was like ‘whoa, let’s do this all the time’ kind of thing”*

Source: Qualitative study May/June 2011

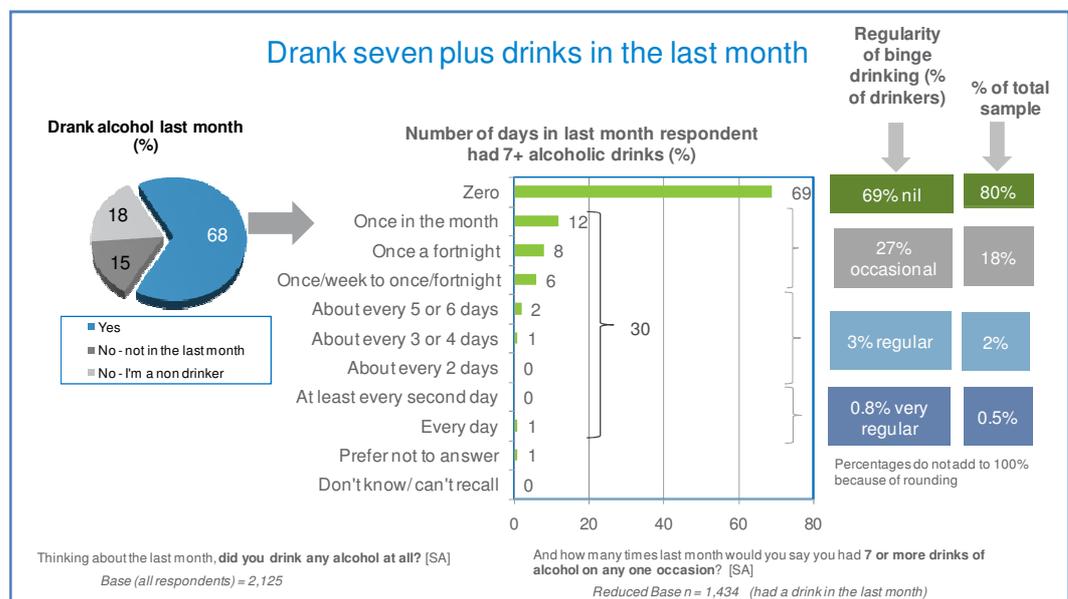
### Binge drinking ever by demographics

As the table below shows, the most likely groups to have ever drunk seven or more drinks on any one occasion include Maori and those from Maungakiekie-Tamaki (both 67%).

People who feel that drinking has an “overall positive impact on life in Auckland” are also relatively more likely to have drunk seven or more drinks at some point in their lives (refer to Section 8.3).

### Binge drinking in the last month

Around one in five Aucklanders (21%) had a binge drinking occasion in the last month. However 69% of drinkers in the last month had not consumed this amount on any occasion. Including non-drinkers and those who didn't drink in the last month, 80% of the adult population had not consumed seven or more drinks on any occasion in the last month.



### Binge drinking in the last month by demographics

Older people aged 55 or more were more likely **not** to have consumed 7 or more drinks in the previous month while younger people aged 18 to 34 were relatively more likely to have done this one to four times.

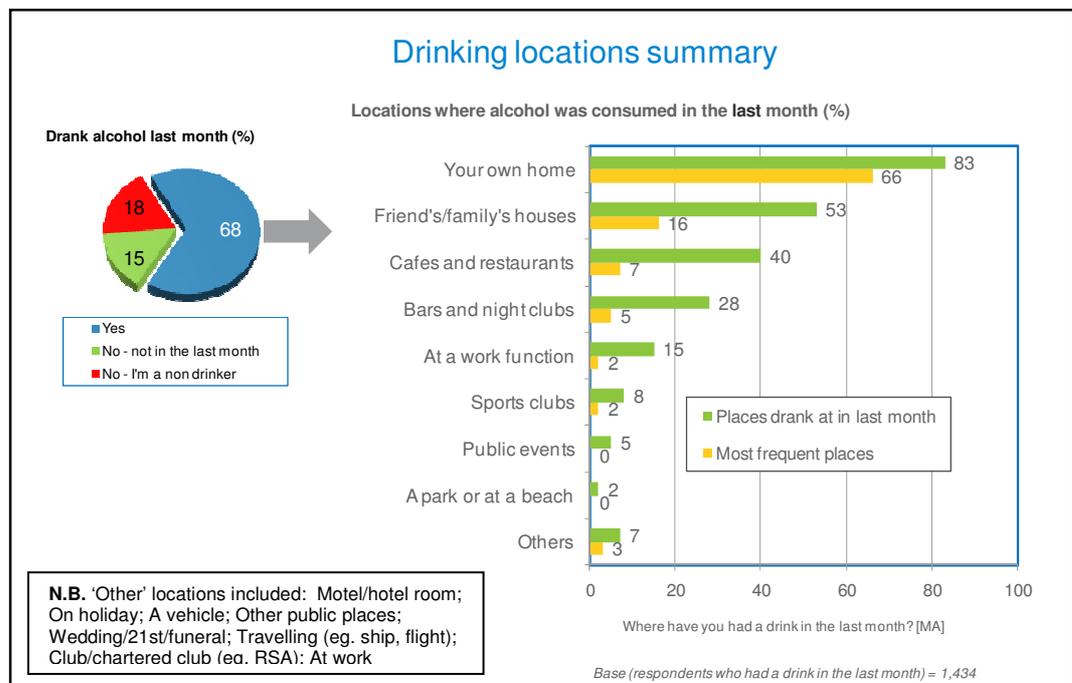
Samples for regular and very regular monthly binge drinkers were too small to analyse by demographics.

Occasions consumed 7 or more drinks in the last month (% of those who had a drink in the last month)	Significantly more likely	Significantly less likely
<b>Zero times</b> (69%)	<ul style="list-style-type: none"> <li>From Hibiscus and Bays (86%)</li> <li>Aged 55+ (83%)</li> <li>From Howick (80%)</li> <li>Middle aged/older couple, no children at home (78%)</li> <li>Female (76%)</li> </ul>	<ul style="list-style-type: none"> <li>Male (62%)</li> <li>From Mangere-Otahuhu (49%)</li> </ul>
<b>Occasional</b> Once to 4 times (27%)	<ul style="list-style-type: none"> <li>Pacific peoples (60%)</li> <li>From Manurewa (42%)</li> <li>Aged 18-34 (41%)</li> <li>Males (33%)</li> </ul>	<ul style="list-style-type: none"> <li>Females (21%)</li> <li>Middle aged/older couple, no children at home (19%)</li> <li>Aged 55+ (14%)</li> </ul>
<b>Regular</b> 5 -15 times (2%)	•Sample size too small to assess	
<b>Very regular</b> More than 15 times (0.8%)	•Sample size too small to assess	

## 5.6 Location of Drinking

### Key overall findings:

- **The most common place for Aucklanders to drink is at their own home** (83% of those who have drunk in the past month drank at home, and 66% cited home as the place they drink most often).
- **Drinking at friends' and family's houses is next most popular** (53% of those who have drunk in the past month drank at friends'/family's houses, and 16% cited this as the place they drink most often).
- **Cafes and restaurants (40%) are more common places to drink than bars and nightclubs (28%)**
- **Drinking in public places such as parks or beaches was relatively uncommon** (2% of mentions in the last month, with no mentions as the most frequent place for people to drink). NB. Later in the report drinking in public places is revealed as the main place where negative impacts are perceived to occur in Auckland, which is interesting given the very low level of reported drinking in these places.



*"Having a drink at home which is kind of like you've got home, you've done all your chores, you've ticked everything off the list, sit back, maybe if you've got a fire, put the fire on, that sort of thing, it's cosy"*

*"I have a very large family, so most weekends everyone's getting together and most of my sisters and brothers tend to drink quite heavily. It's sort of part of the culture, the hangi all the time, the big family get together, parties that usually last from Friday night through to Sunday that is extremely common"*

*"I'll have between 1 to 3 glasses of wine at a restaurant or maybe a cocktail or a special coffee at the end of the meal. That's about it really. You don't tend to over indulge in a restaurant. It often makes the atmosphere more relaxed depending on who you are dining with at a restaurant. It makes everyone sort of a little bit more relaxed after a glass of wine"*

*“A bar is a place where you can have a meeting for lunch and have a beer and maybe a light lunch and talk about, discuss business things without getting drunk, you are just basically having a beer over a lunch and it’s a business lunch, a light business lunch, whereas a pub is not the sort of place you will do that sort of thing”*

*“My husband worked for a company and they had a lot of workers in the factory type of situation and when it came to Christmas they used to just totally and utterly write themselves off at the Christmas party. They’d be a write off by about 10pm because it was free you know”*

*“I walk along Tamaki Drive a lot and in the summer time it’s just so nice when you walk along and see a couple sitting down with a pizza and a bottle of wine you know and it looks like a nice, social, harmless sort of situation”*

Source: Qualitative study May/June 2011

### Main drinking locations by demographics and drinking behaviour

In terms of **age**, older people aged 55 or more have a skew towards drinking at home, whereas younger people aged 18 to 34 are relatively more likely than other age groups to drink at friends’ or family’s houses and at bars or nightclubs.

In terms of **ethnicity**, NZ European/ Pakēha people are more likely to drink at home or at cafés or restaurants. Asian/Indian people are relatively less likely to drink at home, at friend’s or family’s houses or at cafés/restaurants. Pacific peoples are less likely to drink at home or at cafés/restaurants. Maori are less likely to drink at cafés/restaurants or at work functions.

Based on **where they live**, people from Devonport-Takapuna are more likely to drink at cafés/restaurants. Those who drink at bars or nightclubs are more likely to be from the Central zone than from South Auckland.

Based on their **drinking behaviour**, people who drink at least weekly are more likely to drink at friends’ or family’s houses and at cafés/restaurants. Almost all (97%) of those who drink at least once a week drink at home. Regular drinkers (having a drink every three to six days) are more likely than the average to drink at work functions.

Main drinking locations	Significantly more likely	Significantly less likely
<b>At home (83% overall)</b>	<ul style="list-style-type: none"> <li>• Drink at least weekly (97%)</li> <li>• Middle age/older couple - no children at home (91%)</li> <li>• Age 55 plus (88%)</li> <li>• NZ European/pakeha (88%)</li> </ul>	<ul style="list-style-type: none"> <li>• Age 18 to 34 (76%)</li> <li>• Pacific people (67%)</li> <li>• Asian/Indian (67%)</li> <li>• Drink once a week or less (70%)</li> </ul>
<b>Friend’s/family’s houses (53%)</b>	<ul style="list-style-type: none"> <li>• Age 18 to 34 (62%)</li> <li>• Drink at least weekly (65%)</li> </ul>	<ul style="list-style-type: none"> <li>• Drink once a week or less (43%)</li> <li>• Asian/Indian (41%)</li> </ul>
<b>Cafes/ restaurants (40%)</b>	<ul style="list-style-type: none"> <li>• From Devonport-Takapuna (56%)</li> <li>• Drink at least weekly (56%)</li> <li>• NZ European/pakeha (49%)</li> <li>• Middle age/older couple - no children at home (48%)</li> </ul>	<ul style="list-style-type: none"> <li>• Asian/Indian (23%)</li> <li>• Maori (19%)</li> <li>• Pacific people (17%)</li> </ul>
<b>Bars/ nightclubs (28%)</b>	<ul style="list-style-type: none"> <li>• From Waitemata (45%)</li> <li>• From Orakei (45%)</li> <li>• Age 18 to 34 (43%)</li> <li>• Younger singles and couples - no children at home (38%)</li> <li>• From Devonport-Takapuna (39%)</li> </ul>	<ul style="list-style-type: none"> <li>• Drink once a week or less (19%)</li> <li>• Middle age/older couple - no children at home (15%)</li> <li>• Age 55 plus (12%)</li> <li>• From Southern Zone (17%)</li> </ul>
<b>At work (15%)</b>	<ul style="list-style-type: none"> <li>• Drink every three to six days (21%)</li> <li>• Male (19%)</li> </ul>	<ul style="list-style-type: none"> <li>• Drink once a week or less (11%)</li> <li>• Female (11%)</li> <li>• Age 65 plus (5%)</li> <li>• Maori (4%)</li> </ul>

## 6. Community Attitudes to Drinking

### 6.1 Key Findings from the Qualitative Study

#### Auckland Communities and Alcohol

When consumed in moderation, alcohol is broadly acceptable in many Auckland communities. Perceived benefits of drinking extend beyond personal consumption to social benefits (e.g. facilitating togetherness, social lubrication and hospitality).

The negative impacts of alcohol consumption are often pushed to the background. Intoxication can also be very normative, only coming to the foreground when it is associated with anti-social behaviours. Community intervention is therefore not prioritised; people feel that negative impacts can be managed by individuals.

Moderation and responsible drinking can be polarising: for some it brings health and enjoyment, for others, feelings of boredom and constraint.

#### Beliefs about Drinking

The qualitative research highlighted a number of different attitudes, values and norms relating to alcohol and alcohol consumption, as follows:

**When consumed moderately, alcohol ‘the product’ is acceptable.** Alcohol is generally not considered toxic – indeed some believe it to have health benefits. Reinforcing this belief some citizens note that alcohol is a natural product that has been used and consumed across the world for as long as we can remember. These perceptions are also strengthened by the fact that alcohol is an ‘everyday commodity’, widely available everywhere including in supermarkets.

**We’re more sophisticated now, we don’t want to go backwards.** Some Aucklanders believe that liberalising rules and regulations around alcohol (particularly around purchasing places and opening hours) have made the city more sophisticated and exciting and has facilitated greater personal convenience.

**“European drinking” is aspirational for some.** A minority of citizens compare the ‘typical’ New Zealand culture unfavourably with European countries (France, Italy, etc.) – often based on travel experiences, but also gleaned through anecdote and media.

*“I spent a good ten years in Europe but the traditions in Spain and France where they do have a big drinking culture are different - it’s a part of their culture. They are taught earlier, they start drinking wine at 12 or 13, with the family and how to respect wine and that sort of thing and learn how to drink it. They close earlier there. They close at 11pm at night and that’s the culture. They don’t need to stay open till 2am in the morning”*

Source: Qualitative study May/June 2011

**Drunkenness is expected and tolerated at many places/occasions.** While some (not all) citizens would *prefer* that people did not get drunk, overall tolerance for drunkenness is high. Places where drunkenness is tolerated include at home, bars, pubs, nightclubs, sports clubs, parties and celebrations.

**Under-age drinking is considered a common rite of passage for many.** Many citizens say that they are concerned about alcohol's harmful impacts on young people, but it is generally considered 'normal' for young people to drink before it is legal to do so. 'Sneaky drinking' as a teenager is often seen as a rite of passage, something to laugh and look back on - stealing alcohol from parents, drinking in parks/cars, getting older siblings/friends to purchase from bottle stores, making cocktails with whatever alcohol is available. In this context, many believe tighter controls will make no difference to under-age drinking - *'young people will get their hands on it whatever we do'*.

**Parental supply of alcohol is sanctioned by some,** particularly those who believe drinking shouldn't be 'taboo' and young people should be taught to 'handle' alcohol from an early age.

**New Zealanders are concerned about binge drinking.** Although drunkenness is expected and tolerated in Auckland communities, many citizens believe that New Zealanders drink excessively. This perception seems to be driven by ALAC campaign messages filtering into the public consciousness, media coverage of alcohol-related issues (including programmes like *Inside NZ*) and some personal experiences.

**Drugs are perceived as an increasing problem.** Many citizens believe that drug-use is becoming more prevalent in New Zealand, and note that alcohol is not the only drug causing harms (e.g. health impacts, dangerous driving, child neglect). This belief complicates citizens' responses to alcohol-related harm by placing greater weight on other issues that are also perceived to cause harm.

6.2  
Quantitative  
Survey  
Testing of  
Attitudes

Survey participants were asked about their attitudes:

- a) to **consuming alcohol**,
- b) to **actions or interventions around alcohol** in the community.

Participants were presented with attitudinal statements in the above two areas using a 5-point Likert agreement scale anchored by 'strongly disagree' (1) and 'strongly agree' (5).

*Q. People have different attitudes and opinions about the influence of drinking in general. How much do you agree or disagree with the following statements?*

• **Statements used to test attitudes towards consumption of alcohol were:**

- *We have a problem when it comes to drinking in our communities*
- *We have a problem in Auckland with youth and drinking*
- *I think the problems related to drinking are only getting worse*
- *Drinking makes socialising a lot more fun*
- *I like the feeling of being drunk*
- *I'd be embarrassed if my friends saw me drunk*
- *Our society would be better if people didn't drink*
- *Drinking is against my principles*

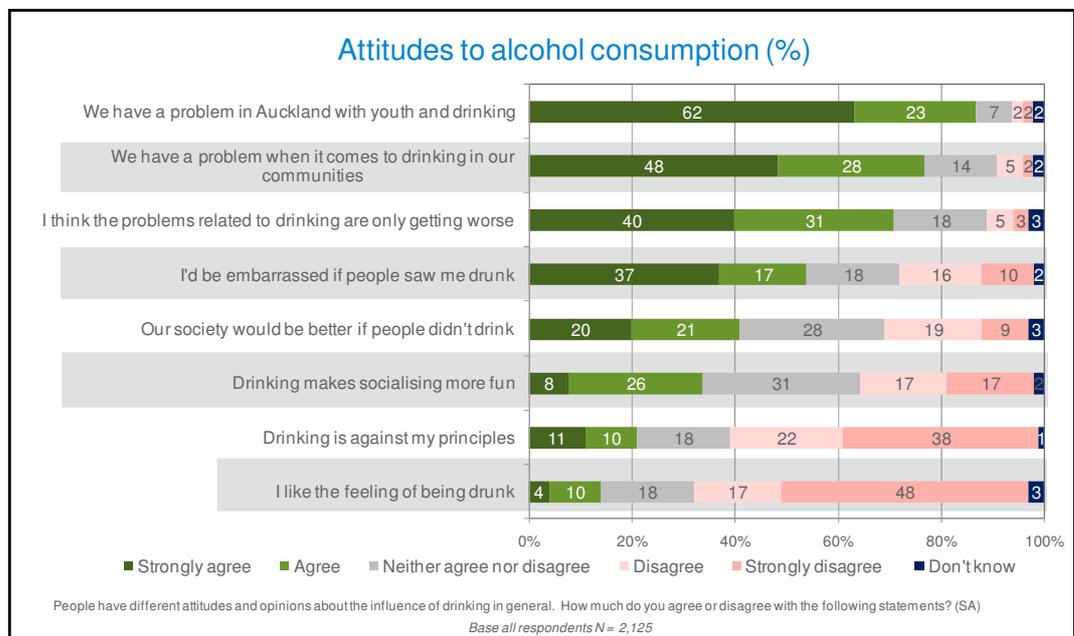
• **Statements used to test attitudes towards the actions or intervention were:**

- *It's too easy for people to get hold of alcohol*
- *Individuals should be left to make their own choices about drinking*
- *Apart from a few locations, we should be able to drink where we want*
- *Apart from a few places, we should be able to buy from places we want*
- *Laws and regulations to control how people drink are fine as they are*
- *Central or local government have more important things to get on with than worry about drinking regulations*
- *Problems with drinking are due to inadequate enforcement of current rules*
- *The actions of a few irresponsible drinkers should not be used as a reason to restrict responsible drinking*

### 6.3 Attitudes towards Alcohol Consumption

#### Key overall findings:

- **A very high proportion of Aucklanders indicate concern about the impact of drinking in Auckland:** 85% agree that there is 'a problem with youth and drinking in Auckland', 76% agree that 'we have a problem with drinking in our communities' and 71% agree that 'the problems are getting worse'.
- **However, the personal choice to drink is generally accepted:** only 21% agree that drinking is 'against their principles' (60% disagree) and 34% agree that 'drinking makes socialising more fun'.
- **Personal drunkenness is viewed somewhat negatively on the whole:** 65% don't like the feeling of being drunk and 54% would be embarrassed if their friends saw them drunk.
- **There are polarised views regarding whether drinking makes socialising more fun:** 34% agree versus 34% who disagree.



*"Most [drinking occasions] are positive to me as long as it's not taken over the limit. Certainly most of them are pretty positive. I've had good times having a drink at all of those situations and I've had some great laughs with some people that you wouldn't necessarily would have, had they not had a drink".*

Source: Qualitative study May/June 2011

## Attitudes to alcohol consumption by demographics and drinking behaviour

### 1. There is a drinking problem

Older people aged 55 or more were significantly more likely to agree that Auckland and its communities have a problem with drinking, a specific problem with youth and drinking, and that these problems are only getting worse.

In comparison, young people aged 25 to 34 are relatively less likely than the average to agree that there is problem with youth and drinking. However, 79% of this age group still agree with this statement.

Asian/Indian people are less likely to agree that there is a problem with drinking in our communities.

Very regular and regular drinkers are also less likely to agree there is problem with drinking in our communities.

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
<i>We have a problem in Auckland with youth and drinking (85% agree overall)</i>	<ul style="list-style-type: none"> <li>Age 55+ (92%)</li> <li>Middle age or older, no children at home (91%)</li> </ul>	<ul style="list-style-type: none"> <li>Age 25 to 34 (79%)</li> <li>From Devonport-Takapuna (74%)</li> <li>From Otara-Papatoetoe (69%)</li> <li>From Rodney (71%)</li> </ul>
<i>We have a problem with drinking in our communities (76% agree)</i>	<ul style="list-style-type: none"> <li>Age 55+ (82%)</li> </ul>	<ul style="list-style-type: none"> <li>Asian/Indian (69%)</li> <li>Very regular drinkers – every one to two days (67%)</li> <li>Regular drinkers (every 3 to 6 days) (67%)</li> </ul>
<i>The problems related to drinking are only getting worse (70% agree)</i>	<ul style="list-style-type: none"> <li>Age 55+ (80%)</li> </ul>	<ul style="list-style-type: none"> <li>Young with no family (63%)</li> <li>Regular drinkers (every 3 to 6 days) (62%)</li> <li>Very regular drinkers – every one to two days (61%)</li> <li>Typically drink 3 to 4 drinks per occasion (61%)</li> <li>Typically drink 5+ drinks per occasion (57%)</li> <li>Age 18 to 24 (57%)</li> </ul>

## 2. Attitudes involving temperance and control

Non-drinkers and Asian/Indian people are more likely than the average to agree to both statements - *Our society would be better if people didn't drink* and *Drinking is against my principles*.

Pacific people and those from West Auckland and Henderson-Massey are more likely to agree that *Drinking is against my principles*.

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
<i>Our society would be better if people didn't drink</i> (41%)	<ul style="list-style-type: none"> <li>Non-drinkers (74%)</li> <li>From Puketapapa (65%)</li> <li>Asian/Indian (55%)</li> <li>Age 55 to 64 (51%)</li> </ul>	<ul style="list-style-type: none"> <li>Age 35 to 54 (37%)</li> <li>Have not drunk 7 or more drinks on one occasion in the last month (34%)</li> <li>NZ European/Pakēha (34%)</li> <li>From Devonport-Takapuna (28%)</li> <li>Regular drinkers (every 3 to 6 days) (22%)</li> </ul>
<i>Drinking is against my principles</i> (21% agree)	<ul style="list-style-type: none"> <li>Non-drinkers (64%)</li> <li>From West Auckland (27%)</li> <li>Asian/Indian (37%)</li> <li>From Henderson-Massey (36%)</li> <li>Pacific people (33%)</li> <li>Feel that drinking has an overall negative impact on life in Auckland (27%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European/Pakēha (11%)</li> <li>Occasional drinker – once a month to once a week (10%)</li> <li>Feel that drinking has an overall positive impact on life in Auckland (7%)</li> <li>Typically drink 5 plus drinks per occasion (7%)</li> <li>Regular drinker - every three to six days (5%)</li> <li>Very regular drinker - every one or two days (4%)</li> </ul>

### 3. Attitudes to drunkenness and sociability

In terms of **age**, young people aged 18 to 24 and 25 to 34 are more likely to agree that drinking makes socialising more fun and to like the feeling of being drunk. They are also less likely to be embarrassed if their friends saw them drunk. By contrast, those aged 55 or more are the polar opposite of young people in their attitudes for all three of these statements.

In terms of **ethnicity**, NZ European/Pakēha are relatively more likely than Asian/Indian (48% versus 25%) to agree that drinking makes socialising more fun and less likely to be embarrassed if their friends saw them drunk.

**Males** are more likely than **females** to agree that drinking makes socialising more fun.

**Regular drinkers** have a similar pattern to young people, being more likely to agree that drinking makes socialising more fun and to like the feeling of being drunk and being less likely to be embarrassed if their friends saw them drunk. **Very regular drinkers** have a similar pattern but interestingly are not so positive about liking the feeling of being drunk.

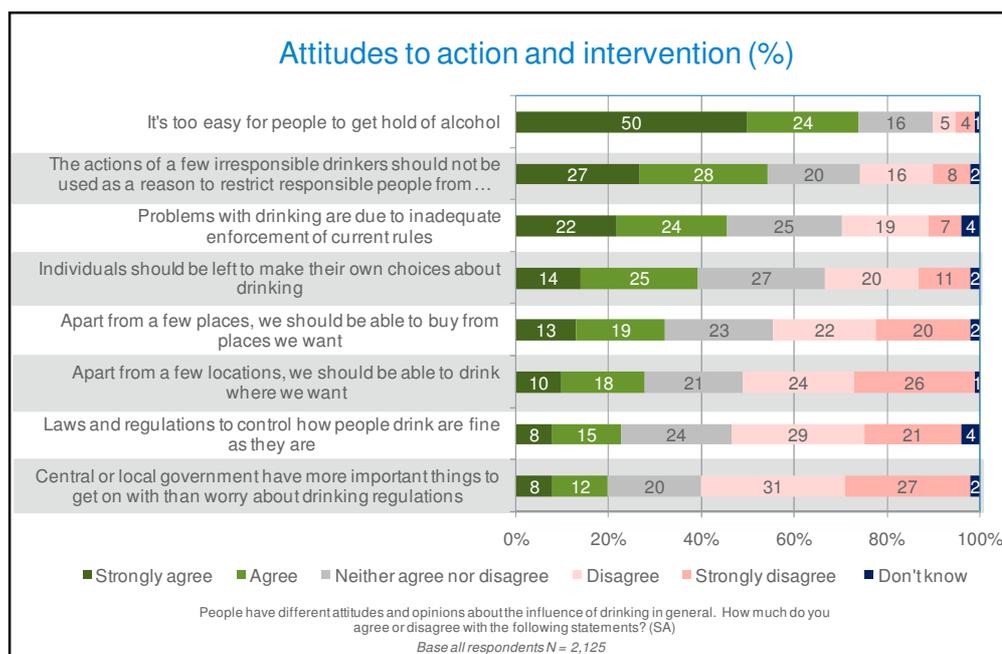
**Binge drinkers** are more likely to say they like the feeling of being drunk.

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
<i>Drinking makes socialising more fun</i> (34% agree)	<ul style="list-style-type: none"> <li>Typically drink 5+ drinks per occasion (64%)</li> <li>Very regular drinkers (every 1 to 2 days) (58%)</li> <li>Typically have 3 or 4 drinks (53%)</li> <li>From Devonport-Takapuna (46%)</li> <li>Age 18 to 24 (45%)</li> <li>Regular drinkers (every 3 to 6 days) (43%)</li> <li>Young, no family (43%)</li> <li>Drank in last month (42%)</li> <li>Male (39%)</li> <li>NZ European/Pakēha (38%)</li> <li>Age 25 to 34 (37%)</li> </ul>	<ul style="list-style-type: none"> <li>Female (28%)</li> <li>Light drinkers (once a week or less) (28%)</li> <li>Age 55 plus (26%)</li> <li>Asian/ Indian (25%)</li> <li>Did not drink in last month (21%)</li> <li>Non-drinkers (10%)</li> </ul>
<i>I'd be embarrassed if my friends saw me drunk</i> (54%)	<ul style="list-style-type: none"> <li>Non-drinkers (73%)</li> <li>Age 55+ (72%)</li> <li>From Upper Harbour (70%)</li> <li>Middle age/older couple - no children at home (67%)</li> <li>Asian/Indian (63%)</li> <li>Light drinkers – typically have 1 or 2 drinks (62%)</li> <li>Occasional drinkers – once per week or less (61%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European/Pakēha (50%)</li> <li>Regular drinkers (every 3 to 6 days) (45%)</li> <li>Young, no family (45%)</li> <li>From Waitemata (42%)</li> <li>Age 18 to 34 (38%)</li> <li>Medium drinkers – typically have 3 or 4 drinks per occasion (31%)</li> <li>Heavy drinkers – typically 5 plus drinks per occasion (26%)</li> </ul>
<i>I like the feeling of being drunk</i> (14% agree)	<ul style="list-style-type: none"> <li>Maori (37%)</li> <li>Drank 7 or more drinks in the last month one to four times (34%)</li> <li>Age 18 to 34 (24%)</li> <li>Young, no family (22%)</li> <li>Regular drinkers (every 3 to 6 days) (20%)</li> <li>Drank in the last month (18%)</li> </ul>	<ul style="list-style-type: none"> <li>Middle age/older couple - no children at home (8%)</li> <li>Age 55 plus (6%)</li> <li>Did not drink in the last month (5%)</li> </ul>

6.4  
Attitudes  
towards  
Action or  
Intervention

Key overall findings:

- **Mixed views are evident** in relation to actions and interventions regarding drinking
- **Many Aucklanders (55%) feel that the actions of a few irresponsible drinkers should not restrict responsible drinkers**
- **Most think it is too easy to get hold of alcohol (74% agree), and only a minority agree with complete freedom in terms of where people can purchase and drink alcohol.**
- They give implicit support for limiting the number of **liquor outlets** with 74% agreeing that it is too easy for people to get hold of alcohol. In addition 50% disagree that 'apart from a few locations we should be able to drink where we want', and 42% disagree that 'apart from a few places, we should be able to buy from places we want'.
- **Almost half of Aucklanders (46%) blame drinking problems on inadequate enforcement of existing rules**
- **However**, only a quarter (23%), agree that 'laws and regulations to control how people drink are fine as they are'



*"Well I guess I would say I have a high concern and I think that our drinking culture in New Zealand is going like really bad and people just don't know how to handle themselves. But, if changes were to be made I wouldn't want them to really affect me. It's kind of I'm in two minds about it yeah. And that I wouldn't want to have to change the way I live."*

Source: Qualitative study May/June 2011

### Analysis of agreement versus disagreement levels regarding action and intervention

- The range of mixed opinion regarding action and intervention is illustrated in the table below
- Three statements have **fairly high levels of net agreement**: *It's too easy for people to get hold of alcohol*; *The actions of a few irresponsible drinkers should not be used as a reason to restrict responsible people from drinking*; and *Problems with drinking are due to inadequate enforcement of current rules*.
- Two statements are quite polarised with **fairly even levels of those who agree and those who disagree**, namely: *Individuals should be left to make their own choices about drinking* and *Apart from a few places, we should be able to buy from places we want*
- Finally, three statements have **fairly high levels of net disagreement**: *Apart from a few locations, we should be able to drink where we want*; *Laws and regulations to control how people drink are fine as they are* and *Central or local government have more important things to get on with than worry about drinking regulations*
- From a policy perspective, there is:
  - very strong endorsement for Auckland Council limiting how easy it is to for people to get hold of alcohol; (net +65% agree)
  - a strong indication that people don't want local and central government agencies to under-emphasise drinking regulations (net 38% disagree)
  - strong support for making new rules (net 27% disagree that current rules are fine as they are) and enforcing current rules more strongly (net + 20% agree)

Statement	Agree %	Disagree %	Net Agree (Agree minus Disagree) %
It's too easy for people to get hold of alcohol	74	9	+ 65
The actions of a few irresponsible drinkers should not be used as a reason to restrict responsible people from drinking	55	24	+ 31
Problems with drinking are due to inadequate enforcement of current rules	46	26	+ 20
Individuals should be left to make their own choices about drinking	39	31	+ 8
Apart from a few places, we should be able to buy from places we want	32	42	- 10
Apart from a few locations, we should be able to drink where we want	28	50	- 22
Laws and regulations to control how people drink are fine as they are	23	50	- 27
Central or local government have more important things to get on with than worry about drinking regulations	20	58	- 38

## Attitudes towards action or intervention by demographics and drinking behaviour

Those who are more likely to agree with the four statements below relating to freedom from controls tend to be **more regular and heavier drinkers, including those who binge drink regularly**. For example, very regular drinkers are more likely than the average to agree with three of the four statements; and regular drinkers and people who had seven or more drinks per occasion one to four times in the last month are again more likely than the average to agree with three of these statements.

In terms of **ethnicity**, NZ European/Pakēha are more likely to agree that *The actions of a few irresponsible drinkers should not be used as a reason to restrict responsible drinking* and *Apart from a few locations, we should be able to drink where we want*. Maori people are more likely to agree that *Individuals should be left to make their own choices about drinking*.

In terms of **age**, people aged 65 or more are more likely to agree that *The actions of a few irresponsible drinkers should not be used as a reason to restrict responsible drinking* while those aged 45 to 54 are more likely to say *Apart from a few locations, we should be able to drink where we want*.

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
<i>The actions of a few irresponsible drinkers should not be used as a reason to restrict responsible drinking</i> (55% agree)	<ul style="list-style-type: none"> <li>Had 7+ drinks 5+ times in the last month (87%)</li> <li>Very regular drinkers – every 1-2 days (75%)</li> <li>Regular drinkers – every 3 to 6 days (70%)</li> <li>Typically drink 3-4 drinks (68%)</li> <li>Typically drink 5 plus drinks (66%)</li> <li>Drank in the last month (64%)</li> <li>Age 65+ (63%)</li> <li>NZ European/Pakēha (59%)</li> </ul>	<ul style="list-style-type: none"> <li>Asian/Indian (44%)</li> <li>Feel that drinking has an overall negative impact on life in Auckland (44%)</li> <li>A drinker but not in the last month (42%)</li> <li>Non-drinkers (26%)</li> </ul>
<i>Apart from a few places, we should be able to buy from places we want</i> (32% agree)	<ul style="list-style-type: none"> <li>Had 7+ drinks 5+ times in the last month (69%)</li> <li>Very regular drinkers – every 1-2 days (53%)</li> <li>Regular drinkers – every 3 to 6 days (43%)</li> <li>Drank in the last month (38%)</li> </ul>	<ul style="list-style-type: none"> <li>Non-drinkers (16%)</li> </ul>
<i>Apart from a few locations, we should be able to drink where we want</i> (28% agree)	<ul style="list-style-type: none"> <li>Had 7+ drinks 5+ times in the last month (70%)</li> <li>Typically drink 5 or more drinks per occasion (47%)</li> <li>Very regular drinkers – every 1-2 two days (47%)</li> <li>From Devonport-Takapuna (42%)</li> <li>Regular drinkers – every 3 to 6 days (38%)</li> <li>Age 45 to 54 (37%)</li> <li>From Northern Zone (North Shore City &amp; Rodney) (35%)</li> <li>Drank in the last month (34%)</li> <li>NZ European/Pakēha (33%)</li> </ul>	<ul style="list-style-type: none"> <li>Asian/Indian (20%)</li> <li>From Mangere-Otahuhu (12%)</li> <li>Non-drinkers (12%)</li> </ul>
<i>Individuals should be left to make their own choices about drinking</i> (39% agree)	<ul style="list-style-type: none"> <li>Had 7+ drinks 5+ times in the last month (68%)</li> <li>Typically have 3 or more drinks (67%)</li> <li>Maori (54%)</li> <li>Very regular drinkers – every one to two days (51%)</li> <li>Regular drinkers – every 3 to 6 days (47%)</li> <li>Had a drink in the last month (44%)</li> </ul>	<ul style="list-style-type: none"> <li>From Howick (28%)</li> <li>Non-drinkers (26%)</li> </ul>

Those who are more likely to agree with the two statements implying that regulations are fine as they are and that there are more important priorities for legislators tend to be **very regular drinkers** (who are significantly more likely to agree to both statements below).

**Very heavy drinkers** (typically drinking 5 or more drinks per occasion) and **binge drinkers in the last month** (people who had seven or more drinks per occasion at least once in the last month) are more likely to agree that *Laws and regulations to control how people drink are fine as they are*.

**Maori people** and those from **Otara-Papatoetoe** and **Devonport-Takapuna** are more likely to agree that *Central or local government have more important things to get on with than worry about drinking regulations*

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
<i>Laws and regulations to control how people drink are fine as they are</i> (23% agree)	<ul style="list-style-type: none"> <li>Had 7+ drinks 5+ times in the last month (42%)</li> <li>Very regular drinkers – every one to two days (35%)</li> <li>From Hibiscus and Bays (33%)</li> <li>Typically drink 5 or more drinks per occasion (32%)</li> <li>Drank 7 or more drinks in the last month one to four times (31%)</li> </ul>	<ul style="list-style-type: none"> <li>Non-drinkers (15%)</li> </ul>
<i>Central or local government have more important things to get on with than worry about drinking regulations</i> (20%)	<ul style="list-style-type: none"> <li>Had 7+ drinks 5+ times in the last month (36%)</li> <li>From Otara-Papatoetoe (36%)</li> <li>Maori (31%)</li> <li>From Devonport-Takapuna (29%)</li> <li>Typically drink 5 or more drinks per occasion (29%)</li> <li>Very regular drinkers (every 1 to 2 days) (27%)</li> <li>From South Auckland (27%)</li> </ul>	

**Non- drinkers** are more likely to agree that *It's too easy to get hold of alcohol* and that *Problems with drinking are due to inadequate enforcement of current rules*.

**Maori people** and those from **Puketapapa** are more likely to agree *It's too easy for people to get hold of alcohol*.

Those from **Franklin** and older people **aged 55 or more** are more likely to agree that *Problems with drinking are due to inadequate enforcement of current rules*.

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
<i>It's too easy for people to get hold of alcohol</i> (74% agree overall)	<ul style="list-style-type: none"> <li>From Puketapapa (88%)</li> <li>Maori (86%)</li> <li>Non-drinkers (85%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European/Pakēha (70%)</li> <li>From North zone (68%)</li> <li>Age 18 to 34 (67%)</li> <li>From Waitemata (62%)</li> <li>Typically have 3 or 4 drinks (67%)</li> <li>Regular drinkers – every 3 to 6 days (64%)</li> <li>Very regular drinkers (every 1 to 2 days) (63%)</li> <li>Drank 7 or more drinks in the last month one to four times (64%)</li> </ul>
<i>Problems with drinking are due to inadequate enforcement of current rules</i> (45% agree)	<ul style="list-style-type: none"> <li>From Franklin (63%)</li> <li>Non-drinkers (57%)</li> <li>Age 55+ (52%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European/Pakēha (41%)</li> <li>Regular drinkers – every 3 to 6 days (38%)</li> <li>Age 18 to 34 (38%)</li> <li>From Hibiscus and Bays (34%)</li> <li>From Waitemata (31%)</li> </ul>

## 7. Attitudinal Segmentation

### 7.1 Qualitative Development of the Attitudinal Segmentation

We developed an attitudinal segmentation derived from the 16 statements regarding attitudes towards drinking alcohol and towards intervention (as detailed in the previous Section). These statements were derived initially at a qualitative level, where it was apparent that citizen profiles appear to be defined by **two major dimensions**:

**Dimension 1: Attitudes to drinking.** Citizens fall along a spectrum ranging from high levels of acceptance and tolerance for alcohol (including excessive consumption), and lower levels of acceptance and tolerance. Key viewpoints held by people sitting at each end of the spectrum from the qualitative study are summarised in the table below:

High Acceptance of Alcohol and Excessive Consumption	Low Acceptance of Alcohol and Excessive Consumption
<p><b>“Getting drunk is okay, and/or the point”</b>  <i>It benefits me, it makes me feel better</i>  <i>It benefits Auckland / economy, makes it a better place to live</i>  <i>There’s nothing inherently wrong with being drunk</i>  <i>I don’t mind being around drunk people</i>  <i>Moderation is about denial, lack of vitality and vibrancy</i>  <i>Binge-drinking defines me</i></p>	<p><b>“You shouldn’t drink much, if at all”</b>  <i>It’s embarrassing, it’s stupid, I can’t understand it</i>  <i>I don’t like being around intoxicated people</i>  <i>I don’t like feeling that way</i>  <i>It causes problems, it costs the economy</i>  <i>Moderation defines me but I’m not a wouser</i>  <i>Binge-drinking internalised as negative</i>  <i>There’s too much advertising, it’s too cheap</i></p>

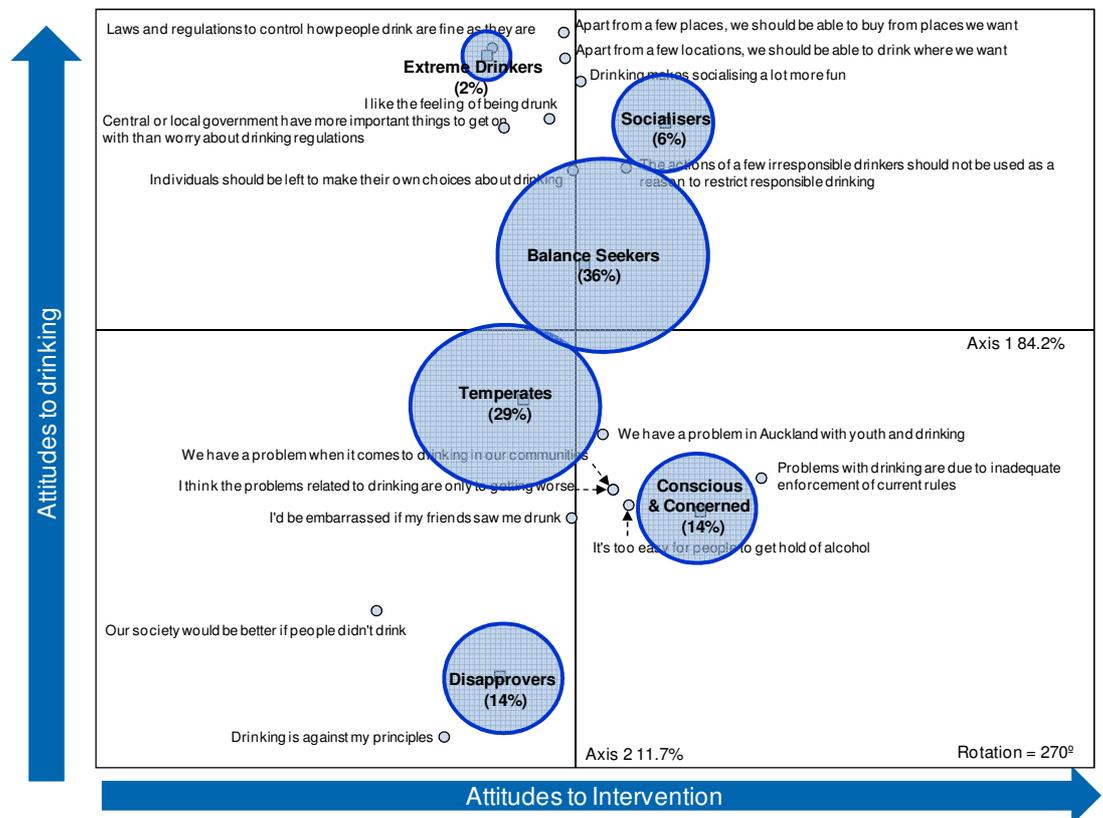
**Dimension 2: Attitudes to intervention.** Citizens tend to fall along a spectrum whereby some are more inwardly and short term focused, and others are more focused on other people/communities and the future. While all citizens approve of personal interventions, inwardly-focused citizens tend to prefer personal interventions only to deal with alcohol related harm, while outwardly-focused citizens believe wider intervention from communities, agencies and government is also needed. Key viewpoints held by people sitting at each end of the spectrum are summarised in the next table:

Favour Less Action/ Intervention	Favour More Action/ Intervention
<p><b>“Focus on individuals, and the here and now”</b>  <i>Short-term</i>  <i>Insular / Self-centred</i>  <i>My household / “Me”</i>  <i>Favour ‘hands-off’ intervention – prefer personal immediate interventions as the best way to tackle alcohol-related harm</i></p>	<p><b>“Look to the future and think about everyone”</b>  <i>Future focused</i>  <i>Bigger picture</i>  <i>My community / “We”</i>  <i>Favour ‘hands on’ intervention - Personal intervention as well as wider intervention by communities, social services and government</i></p>

## 7.2 Quantitative Segmentation

### Key overall findings:

- The **two-dimensional** resolution shown below explains 96% of the variance in responses (dimensions one and two accounting for 84% and 12% of the variance respectively). Dimensions are labelled **Attitudes to Drinking** and **Attitudes to Intervention**.
- **Six segments were identified:** Balance seekers (36%) and Temperates (29%) make up the bulk of the sample (65%). The remainder are composed of Conscious & Concerned (14%), Disapprovers (14%), Socialisers (6%) and Extreme Drinkers (2%). Nb. This total adds to more than 100% because of rounding.
- It is noteworthy that apart from the Conscious and Concerned segment, the **attitudes of each segment to intervention are fairly moderate** – in the middle between “hands off” and “hands on” intervention.



### 7.3 Segment Descriptions

Individual segments can be described as follows:

#### Balance Seekers (36%)

- **Balance Seekers** represent over a third of the adult Auckland population (36%) – the reason for their name is because they want a balance between the positive aspects of drinking and its more negative elements. This segment represents the largest group of regular drinkers. Balance Seekers all drank alcohol in the last month (c.f. 68% of total sample) and they typically drink every three to six days. They want a moderate approach to intervention. Two-thirds of this segment (67% c.f. 55% of total sample) feel that *‘the actions of a few irresponsible drinkers should not be used as a reason to restrict responsible people from drinking’*.
- They are:
  - Equally male or female
  - The same average age as the total sample (44 years)
  - More likely to be NZ European (67% compared to 52%)
- Balance Seekers are in general more positive about drinking and see fewer issues than Temperates or Conscious & Concerned.
- Insights into this segment based on qualitative research include:
  - They display a very high acceptance of drinking, seeing it as one of life’s pleasures, part of civilised society. Associations with drinking are mainly positive – it is seen to facilitate sociability and relaxation, and is often used as an end-of-day reward
  - They avoid intoxication and place limits on their drinking, but are not strongly condemning of people who get drunk. They recognise community impacts/harms from alcohol but these are not at the forefront of their minds
  - They drink regularly, sometimes habitually (e.g. end of day drinks) and drinking is closely linked with food and socialising – they rarely drink large amounts of alcohol without food. Personal intoxication is occasional and unintended
  - They tend to be moderate sensation seekers, but not risk takers – they have some drinking rules they stick to (e.g. sober driver, don’t drink with colleagues, etc.)
  - They view intoxicated people as distasteful, but do not highly condemn them
  - They tend to be quite conservative but not entirely driven by social acceptance – they feel comfortable in their own skin. They like to make their own minds up about issues, but are open to persuasion by facts/evidence
  - They appear quite media driven, in terms of their focus of concern
  - They are open to some degree of public intervention to limit alcohol-related harm, but resist actions that limit their personal convenience and freedom of choice.
  - They are unlikely to have experienced a major personal crisis caused by alcohol, and/or personal addiction to alcohol.

*“It’s that whole self-regulating thing. We can keep it under control.”*

*“I drink most days, but try to have at least one AFD a week, Alcohol Free Day. But all my friends and acquaintances and most of my family, we drink, not to excess but we drink sometimes a fair amount ... But in terms of the effect on the community I know that the people I associate with have a responsible attitude towards alcohol in the main.”*

Source: Qualitative study May/June 2011

### Temperates (29%)

- **Temperates** (29%) are like Balance Seekers in that they want a moderate approach to drinking interventions, but they drink less than Balance Seekers and their drinking behaviour is more temperate.
- Temperates are:
  - Equally male or female;
  - They have the youngest average age of all the segments (39 years compared to the average of 44 years);
  - Less likely to be NZ European (40% compared to 52% of the total sample) and more likely to be Asian/Indian (42% compared to 27% of the sample);
  - Less likely to be middle aged/older with no children at home (15% compared to 20% of the sample).
  - Temperates are moderate in their drinking behaviour being second least likely to have had a drink last month (41%) or to have consumed seven or more drinks on one occasion (17%).
- They tend to drink moderately and also want moderate levels of intervention – their key attribute is moderation.

### Conscious & Concerned (14%)

- **Conscious & Concerned** (14%) match the total population in their drinking patterns, but tend to have more concerns regarding alcohol-related harms (100% of this group feel that ‘we have a problem when it comes to drinking in our communities’ and 92% think that ‘the problems related to drinking are only getting worse’). This segment therefore favours a more ‘hands-on’ approach to controls and regulation.
- They are:
  - More likely to be female (58% compared to 52% of the total sample)
  - The oldest age group (average 48 years)
  - More likely to be Maori/Pacific peoples (23% compared to 15%)
- Their drinking patterns match the total population in most respects. They tend to only drink occasionally (53% of those who had a drink in the last month drank once a week to once in the month).
- Insights into this segment based on qualitative research include:
  - They are very concerned about the harmful impact alcohol has on society, sometimes as a result of significant personal issues around alcohol.

However they do not wish to see alcohol banned, or drinkers stopped from enjoying themselves safely. They engage with social issues and are open to public interventions to tackle these issues.

- Some Conscious and Concerned have spoken out against alcohol-related harm in the past (e.g. written a letter to council about placement of outlets) but generally many in this profile appear afraid to speak out in case they are seen as annoying fellow citizens or wanting to stop their fun
- Many in this group, have a high level of vigilance about others' drinking and when circumstances permit will quietly counsel family and friends on their drinking behaviour. They are keen to talk to people about drinking concerns
- They have some positive associations with alcohol (relaxing, joviality), but also strong negative associations (personality changes, aggression, danger and 'dark sides')
- They are reasonably comfortable in drinking environments but find intoxication distasteful and sometimes upsetting
- They tend to be independent thinkers, who take an interest in society and social issues and they are supportive of greater public interventions to prevent alcohol-related harm.
- They are prepared to take a level of responsibility at a personal and community level. Some have had strong parental norms for moderation which they have taken into adulthood.
- They avoid intoxication and have strong rules around their personal drinking limits
- They are likely to have transitioned from other segments due to personal crises caused by alcohol, and/or personal addiction to alcohol.

*"I don't drink that often but when I do I usually get tipsy at least but I wouldn't get drunk because I see all my friends getting drunk and they just do stupid things. Like for example my cousin he got drunk and now he has a kid."*

*"I just feel like I have to look out for everyone. Someone's got to be in charge I guess."*

*"I am going to become an activist this year. Write letters and speak up. Something to help society and the environment."*

Source: Qualitative study May/June 2011

### Disapprovers (14%)

- Disapprovers tend to be non-drinkers who are fairly negative about drinking, being the most concerned about alcohol-related harm and the most likely to favour more controls and regulation.
- Disapprovers are:
  - More likely to be female (67% versus 52% overall)
  - Of a similar average age (48 years) to the total sample

- Less likely to be NZ European (36%) and more likely to be Asian/Indian (37%)
- Come from any type of household.
- Disapprovers are the least likely segment to drink (only 19% in the last month) and if they do, they are the most likely to only consume 1 or 2 drinks (84%)
- Insights into this segment from qualitative research include:
  - This group of citizens drink little, if any, alcohol, and certainly does not get intoxicated.
  - They believe many of society's problems are caused by alcohol, and ideally they would like to see it banned. This view may reflect religious backgrounds that prohibit drinking, or personal experience of significant alcohol-related harm
  - They strongly approve of public interventions to limit the availability and negative impact of alcohol
  - They struggle to see any positive sides to alcohol and their emotional associations with drinking are strongly negative – dangerous, ugly, evil, etc. Some may personalise alcohol – “It’s a demon, it tricks you”
  - They find New Zealand’s drinking culture deeply concerning and upsetting, and loudly condemn it
  - Some think broadly about the effects of alcohol, linking personal harms to community harms (e.g. money spent on alcohol can cause crime) or they see the wider impacts on communities they care about (e.g. seen as a destructive force in the Maori community)
  - They support any and all interventions that reduce alcohol’s influence and presence in New Zealand society and they are prepared to take action at personal and community levels
  - They tend to avoid drinking environments and prefer socialising with other non-drinkers

*“Alcohol for me is the root of all evil... Basically it’s the route to lots of trouble and most of crime is propagated through alcohol, so I feel alcohol can be the root cause for lots of trouble in society”*

*“It makes me angry ... I know so many people who’ve gone to prison because of alcohol related things. My kid’s dad went to prison for drink driving so it’s hit my whole family pretty hard.”*

Source: Qualitative study May/June 2011

### Socialisers (6%)

- **Socialisers** (6%) are second only to the Extreme Drinkers group in how much they drink. They share with Extreme Drinkers the least concern regarding alcohol-related harm and favour a more ‘hands-off’ approach to controls and regulation.

- Socialisers are:
  - More likely to be male (63%)
  - Of average age
  - More likely to be NZ European (67% versus 52% overall) and less likely to be Asian/Indian (8% compared with 27% overall)
- They tend to drink quite regularly with 75% drinking more often than once per week and binge drinking is reasonably common amongst this group (57% had consumed seven or more drinks on at least one occasion in the last month)
- Insights into this segment based on qualitative research include:
  - Sharing many of the same characteristics as those fitting the 'Extreme Drinking' profile.
  - They are highly accepting of alcohol and excessive consumption and frequently drink to get drunk.
  - They tend to be sensation seekers, enjoying the 'buzz' and 'altered mind-state' that alcohol provides
  - They are highly driven to socialise, fit in and be accepted – peer pressure is hugely influential
  - They attach strong positive associations to drinking – it is seen as facilitating fun, fitting in and belonging, sex, and entertainment. Moderation may be seen as 'boring', and for 'older people'
  - Older members of this segment may show signs of moderating their drinking – this is sometimes driven by having children, more work responsibilities, but also internal drivers about wanting to 'grow up' and act more responsibly
  - They enjoy heavy drinking lifestyle where drunkenness is frequent, although not always a goal. Moderate drinking is less frequent. They start drinking around 13-16 years, following the lead of siblings and peers
  - Some have experienced personal harms from alcohol (e.g. hospitalisation, accidents, violence) – they may modify behaviour slightly following these incidents, but overall are still committed to a social life that centres around alcohol.

*"The positive side ... it's like trippy and bright and quite fun and abstract"*

*"I feel like as I'm getting older it's not that acceptable for me to behave that way anymore, I can't get, you know, drunk off my face, so I'm trying to, not do it that often. You know I need to just tone it down. I need to ease off."*

Source: Qualitative study May/June 2011

### Extreme Drinkers (2%)

- As their name suggests, **Extreme Drinkers** are characterised by drinking large amounts of alcohol relatively frequently. 78% had 7 or more drinks on one occasion in the last month. Due to the small number of **Extreme Drinkers**, only a few significant demographic differences are apparent e.g. Extreme Drinkers are:

- more likely to be male (65%) and less likely to be female (35%)
- less likely to be Asian/Indian (6%).
- Their drinking patterns are the most extreme of any segment – people in this segment are most likely to drink very regularly i.e. every one to two days (73% vs. 36% for Socialisers), and the most likely to binge drink (78% compared with 57% of Socialisers).
- While this segment represents the polar-opposite perspective to Disapprovers, Extreme Drinkers are in some ways more concerned about drinking than the Socialiser segment (being more likely to agree that ‘our society would be better if people didn’t drink’ than the Socialisers).
- Insights into this segment based on qualitative research include:
  - A tendency to be sensation seekers – therefore find value in the ‘buzz’ and ‘altered mind-state’ that alcohol provides
  - Tend to be risk-takers – excessive consumption fuels their desire to push boundaries, break rules, stand out from the crowd
  - Attach strong positive associations to drinking – it is seen as facilitating excitement, sex, and entertainment. Moderation is seen as ‘boring’, and for ‘older people’. Older members of this segment may agree in principle with the idea of moderation but may not be able to sustain moderate drinking behaviours
  - Characterised by a heavy drinking lifestyle where binge drinking is very frequent and drunkenness is a goal. Moderate drinking is infrequent and resisted. Binge-drinking may be denied
  - Tend to start drinking around 13-16 years, some quite heavily and frequently. Most were involved in ‘sneaky’ drinking as minors, which they enjoyed and found exciting – stealing alcohol from parents, dodging police in parks, and so on
  - Some have experienced significant personal harms from alcohol (e.g. hospitalisation, accidents, violence), but they tend to minimise these incidents and do not change behaviour or attitudes as a result
  - Some show signs of alcohol addiction, and it is likely that health impacts from alcohol could be prevalent in older age groups.

*“It makes you feel invincible, do anything and it won’t matter and then the next morning”*

*“We drink to get wasted”*

Source: Qualitative study May/June 2011

## 7.4 Comparing the Segments

### Comparing the Segments by Drinking Behaviour & Consumption

All of the **Balance Seekers** drank in the last month, typically having a drink every three to six days.

**Temperates** are second least likely (after **Disapprovers**) to have had a drink last month or to have consumed seven or more drinks on one occasion. If they did drink in the last month, they did so occasionally (39% drank once a week to once in the month).

The **Conscious & Concerned group** match the total population in their drinking patterns in most respects. Again they tend to only drink occasionally (53% drank once a week to once in the month).

**Disapprovers** are the least likely to drink and if they do, they are most likely to only consume 1 or 2 drinks on an occasion.

**Socialisers** are second only to the **Extreme Drinkers** group in how much they drink. However, compared with Extreme Drinkers, Socialisers are less likely to drink very regularly i.e. every one to two days (36% vs. 73%) and less likely to binge drink (57% in the last month compared with 78% of Extreme Drinkers)

Segments by drinking behaviour & consumption							
	Total	Balance Seekers	Temperate	Conscious & Concerned	Disapprovers	Socialisers	Extreme Drinkers
Segment Size		36%	29%	14%	14%	6%	2%
I'm a non-drinker	15%	0%	30%	9%	56%	2%	0%
I do drink alcohol but not in the last month	18%	0%	30%	15%	25%	10%	0%
Drank alcohol in last month	68%	100%	41%	76%	19%	88%	100%
Drank occasionally last month (once a week to once a month)	34%	35%	39%	53%	16%	13%	24%
Drank regularly last month (every three to six days)	21%	46%	0%	14%	3%	39%	3%
Drank very regularly last month (every one to two days)	11%	17%	2%	9%	0%	36%	73%
Typically drink 1-2 drinks	63%	60%	72%	68%	84%	45%	20%
Typically drink 3-4 drinks	25%	27%	19%	21%	16%	36%	48%
Typically drink 5+ drinks	11%	12%	9%	12%	2%	19%	33%
Drank 7+ drinks per occasion in the last month	31%	31%	17%	30%	6%	57%	78%

**KEY:**   Significantly more than the average   Significantly less than the average

### Comparing the segments by key demographics

Both the **Disapprovers** and **Conscious & Concerned** segments are more likely to be female, while **Socialisers** and **Extreme Drinkers** are more likely to be male.

**Conscious & Concerned** are the oldest group (average age 48) while the Temperate segment is the youngest (average age 39).

Both **Socialisers** and **Balance Seekers** have high proportions of NZ European people, whereas Maori and Pacific peoples feature in the **Conscious & Concerned** segment. Asian/Indian people are relatively more likely to be in the **Temperate** and **Disapprovers** segments, and less likely to be Socialisers or Extreme Drinkers.

Segments by key demographics							
	Total	Balance Seekers	Temperate	Conscious & Concerned	Disapprovers	Socialisers	Extreme Drinkers
Segment Size		36%	29%	14%	14%	6%	2%
Male	48%	51%	48%	42%	33%	63%	65%
Female	52%	49%	52%	58%	67%	37%	35%
Mean age	44	44	39	48	45	45	43
NZ European/pakeha	52%	67%	40%	50%	36%	67%	57%
Maori/Pacific	15%	10%	14%	23%	19%	17%	18%
Asian/Indian	27%	15%	42%	26%	37%	8%	6%

KEY:   Significantly more than the average   Significantly less than the average

## Comparing the segments' attitudes to alcohol

As might be expected, **Socialisers** and **Extreme Drinkers** express the most positive attitudes towards alcohol. Both these segments are significantly more likely to agree that *'drinking makes socialising more fun'* and that they *'like the feeling of being drunk'*. They are generally less likely to agree with the negative statements about alcohol. However, note that **Extreme Drinkers** are in some ways more concerned about drinking than the **Socialiser** segment (e.g. being more inclined to agree that *'our society would be better if people didn't drink'*) – only 1% of Socialisers agree with this statement.

In contrast, **Disapprovers** (56% are non-drinkers) are significantly more likely to express negative attitudes towards drinking, with 99% agreeing that *'our society would be better if people didn't drink'*. **Conscious & Concerned**, who generally match the total population in their drinking habits, are significantly more likely to agree that there is a drinking problem in our communities, that *'we have a problem in Auckland with youth and drinking'* and these problems are only getting worse. As previously stated (Section 7.3), this segment is significantly more likely to be female and older with Maori and Pacific peoples over-represented in this segment.

Representing the majority of Auckland residents, the views of **Balance Seekers** and **Temperates** generally reflect the total sample. However, **Balance Seekers** tend to have more positive attitudes about drinking and see fewer issues than the **Temperates**.

Attitudes of Each Segment to Alcohol (% agree)							
Statement	Total agree %	Balance Seekers (n=868)	Temperate (n=553)	Conscious & Concerned (n=259)	Disapprovers (n=235)	Socialisers (n=166)	Extreme Drinkers (n=44)
We have a problem in Auckland with youth and drinking	85	83	81	96	97	77	77
We have a problem when it comes to drinking in our communities	76	74	65	100	98	50	57
I think the problems related to drinking are only getting worse	70	60	70	92	93	47	41
I'd be embarrassed if people saw me drunk	54	44	55	63	80	38	43
Our society would be better if people didn't drink	41	16	58	27	99	1	47
Drinking makes socialising more fun	33	47	20	27	6	67	100
Drinking is against my principles	21	5	27	15	61	4	6
I like the feeling of being drunk	14	18	11	9	7	25	47

**KEY:**   Significantly more than the average   Significantly less than the average

### Comparing the segments' attitudes to intervention

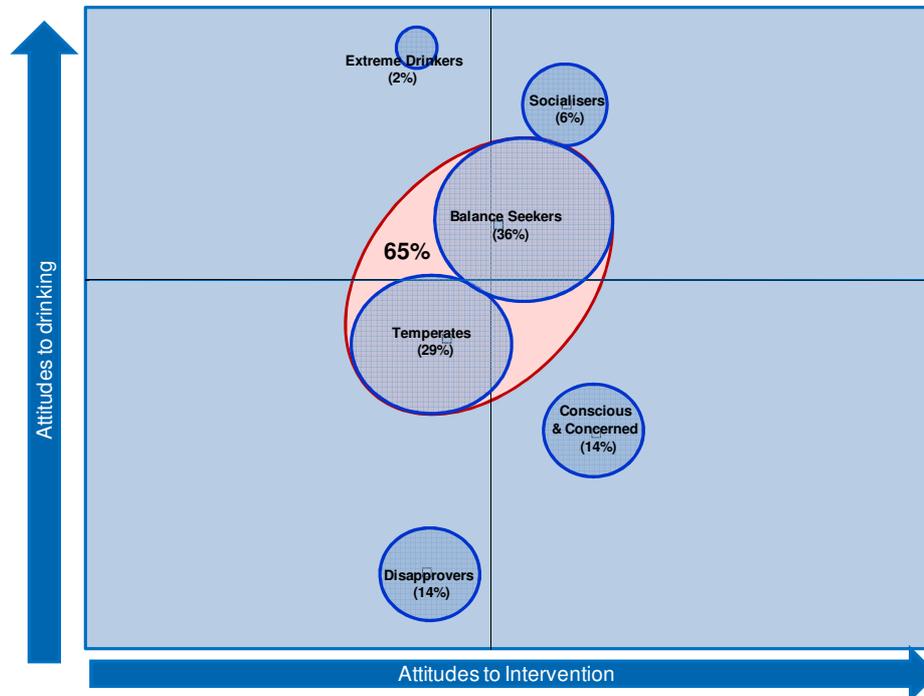
**Extreme Drinkers** and **Socialisers** tend to be in the 'hands-off' group, resistant to intervention and controls. By contrast, the **Disapprovers** and **Conscious & Concerned** favour 'hands-on' controls and regulation.. The drinking habits of the **Conscious & Concerned** tend to reflect the total population, yet 88% agree that 'problems with drinking are due to inadequate enforcement of current rules'.

Attitudes of each Segment to Intervention (% agree)							
Statement	Total	Balance Seekers (n=868)	Temperate (n=553)	Conscious & Concerned (n=259)	Disapprovers (n=235)	Socialisers (n=166)	Extreme Drinkers (n=44)
It's too easy for people to get hold of alcohol	74	66	74	92	95	52	45
The actions of a few irresponsible drinkers should not be used as a reason to restrict responsible people from drinking	54	67	48	46	20	90	90
Problems with drinking are due to inadequate enforcement of current rules	45	24	44	88	57	73	16
Individuals should be left to make their own choices about drinking	40	46	34	29	23	72	90
Apart from a few places, we should be able to buy from places we want	33	41	26	17	9	76	100
Apart from a few locations, we should be able to drink where we want	28	35	25	18	5	62	75
Laws and regulations to control how people drink are fine as they are	22	22	22	0	12	68	81
Central or local government have more important things to get on with than worry about drinking regulations	20	21	19	9	14	44	59

**KEY:**   Significantly more than the average   Significantly less than the average

### 7.5 Targeting the Segments

With two-thirds of the adult population (65%) coming from the two largest segments, Balance Seekers and Temperates, we recommend that Auckland Council concentrates on these segments. NB. Both of these segments are in the centre in terms of their attitudes, with both groups favouring a moderate approach to intervention.



Both of these segments acknowledge that there are problems in Auckland related to drinking:

Statement	Balance Seekers % agree	Temperates % agree
We have a problem in Auckland with youth and drinking	83	81
We have a problem when it comes to drinking in our communities	74	65
I think the problems related to drinking are only getting worse	60	70

However, in some areas their attitudes to intervention differ and Auckland Council's challenge will be to balance its response to these viewpoints: e.g.

Statement	Balance Seekers % agree	Temperates % agree
Apart from a few locations, we should be able to drink where we want	35	25
Apart from a few places, we should be able to buy from places we want	41	26
Individuals should be left to make their own choices about drinking	46	34
Problems with drinking are due to inadequate enforcement of current rules	24	44

**KEY:**  Significantly more than the average  Significantly less than the average

## 8. Perceptions of Drinking in Auckland – Positive and Negative

### 8.1 Qualitative Findings re Attitudes to Drinking in Auckland

#### Context for People's Attitudes

**Aucklanders can be quite insular**, either by nature (inwardly focused) or reflecting the size and demographic composition of the city. This insularity makes it possible for people to feel emotionally distant from things that occur outside their homes / neighbourhoods, including alcohol-related issues. It also makes it easier for people to separate their personal drinking behaviour / drunkenness from wider societal harms.

**Citizens' overall levels of concern about alcohol-related harm may be driven by personal experience**, but this is not always the case. For some, a serious crisis caused by alcohol (e.g. alcohol addiction, accident/ death) precipitates a step-change in the level of concern they feel. They develop a strong emotional response to alcohol and an ability to identify a much broader range of harms to individuals and communities. Others, often in younger age groups, simply recover from alcohol-related crises but do not internalise what they have learnt.

**The media is hugely influential** in driving citizens' perceptions of alcohol-related harms in communities. Local and national news stories are often reflected in top-of-mind concerns – e.g. liquor store hold-ups, deaths of teenagers. Shows like Inside NZ, 24 hours, Police and 111-Emergency also hold a light to the ugly side of our binge drinking culture and associated harms. ALAC campaigns appear to have filtered into the public consciousness, with many citizens able to quote key slogans such as 'It's not the drinking' or 'Ease up on the Drinking'.

#### Perceived Benefits of Alcohol

Citizens identify a range of alcohol-related benefits which underpin their drinking behaviour and views about the role and importance of alcohol in personal and social settings.

Most common perceived benefits broadly fall into two main categories:

1. **Personal benefits** include people's physical response to alcohol (feeling energised, feeling a 'buzz', feeling 'out of it', health benefits etc.) and their emotional response (feeling more socially confident, feeling energised, and so on).
2. **Social benefits** reflect the key part that alcohol plays in social gatherings and occasions. At a social level, drinking is seen to facilitate togetherness and belonging, shared experiences and rituals, social lubrication and hospitality.

#### Alcohol-related Harms

**There is universal agreement that alcohol has negative impacts and consequences, but lower agreement that these impacts are necessarily harmful.** This reflects Aucklanders' strong attachment to alcohol, and a desire to push the 'shadow side' of alcohol to the background. This translates to a lack of urgency and conviction about the need for community-based harm prevention measures.

**Some harms are not viewed as such by certain segments of society** – they may even be aspirational, particularly amongst the Extreme Drinker and Socialiser segments; for example, cat and mouse games with the police, street fights, accidents and falls. These harms may be viewed as part of the excitement and entertainment of drinking, providing participants with badges of honour and courage, and seen as part of the normal rite of passage for young drinkers.

*"One of my flatmates chipped half his tooth off, on the corner of a pool. Another guy fell down a sort of a bank, retaining wall and broke a leg ... It is actually kind of funny, mostly*

*because the people it does happen to you know they laugh about it and yeah they soon bounce back reasonably well” (“Socialiser”)*

*“I mean almost every night in town if you go out you’ll see a fight ... 90% of the time.... I mean none of my friends are ever in the fight but when you see them ... just wait for the police to come, it’s kind of funny.” “I’ve got that mentality myself (laughter) someone’s getting hurt - let’s go watch.” (“Socialiser”)*

Source: Qualitative study May/June 2011

**Some harms may be disputed as being alcohol-related**, particularly environmental harms. For example vandalism, graffiti, and damaged property may be attributed to young people ‘just being silly’, or ‘artistic expression’.

*“I don’t think alcohol makes crimes”*

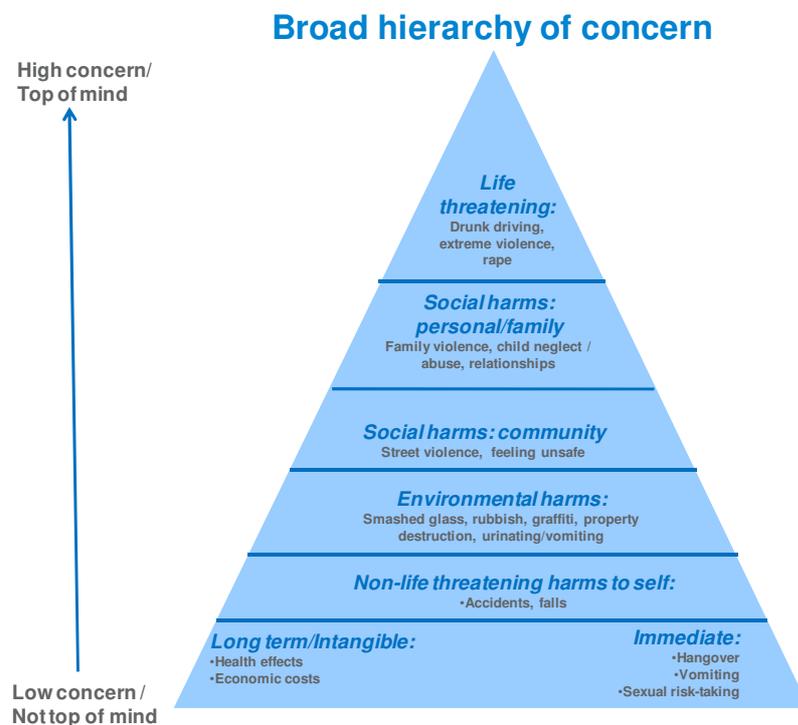
Source: Qualitative study May/June 2011

**Young people are generally perceived as being at greater risk of harms** than other groups. Unsurprisingly, people with teenage children are particularly concerned about underage drinking. Media coverage of underage drinking issues also feeds people’s concern about this audience.

**A disempowered mind-set is common** – the overall scope of the problem feels hopeless, overwhelming or uncontrollable. Detachment and avoidance is also common – it is simply more comfortable to avoid thinking about harms.

**There is a hierarchy of perceived harms** reflecting the level of concern people have. Key points to note are:

- Harms which are life-threatening are of greatest concern to citizens, followed by harms which severely affect the safety and care of families and young people.
- Social harms in the community (street violence, feeling unsafe) are of concern to Aucklanders, and seen as an area for council to tackle
- Environmental harms are not top-of-mind for many citizens, and may not actually be linked to alcohol.



## 8.2 Perceived Impact of Drinking in Auckland

Survey participants were asked to rate the extent to which people drinking has an **overall positive or negative impact on life in Auckland**, using a 7-point scale from 'very negative' to 'very positive'.

*Q. Overall, when weighing up all the positives and negatives that come from people drinking, do you consider it to have a positive or negative impact on life in Auckland?*

They were also asked about their views on the **positive and negative impacts of drinking**, by rating their agreement with a series of attitudinal statements using a 5-point scale from 'strongly agree' to 'strongly disagree'.

*Q. People have different attitudes and opinions about the influence of drinking in the community. How much do you agree or disagree with the following statements?*

- **Positive** statements included:
  - *It's good that the alcohol industry supports community and sporting groups through grants and funding*
  - *Having a drink enhances the experience of eating out*
  - *Pubs, bars and clubs play a role in bringing our community together*
  - *I like having a drink at my local club, e.g. sports club, RSA, etc.*
  - *The sale of alcohol supports employment opportunities*
  - *Drinking is part of Auckland being a sophisticated city*
  - *Drinking adds to the fun and excitement of living in Auckland*
- **Negative** statements included:
  - *Drunk driving has a very negative impact on the community*
  - *Excessive drinking has a negative impact on individuals and families, e.g. domestic violence, health and financial cost*
  - *Drinking has wider economic costs to society via spending on ACC, police and hospitals, etc.*
  - *Violence, assaults and fighting usually involve drunk people*
  - *I don't feel safe on the streets when people have been drinking*
  - *Drunk people often cause damage in my neighbourhood (e.g. smashed glass, property damage and graffiti)*
  - *Drunk people urinating in public, vomiting or being loud is common in the community*

Survey participants were also asked for views about **where negative impacts from alcohol may be occurring in Auckland**. A 5-point negative impact rating scale was used, from 1='Extremely negative impact' to 5='No negative impact':

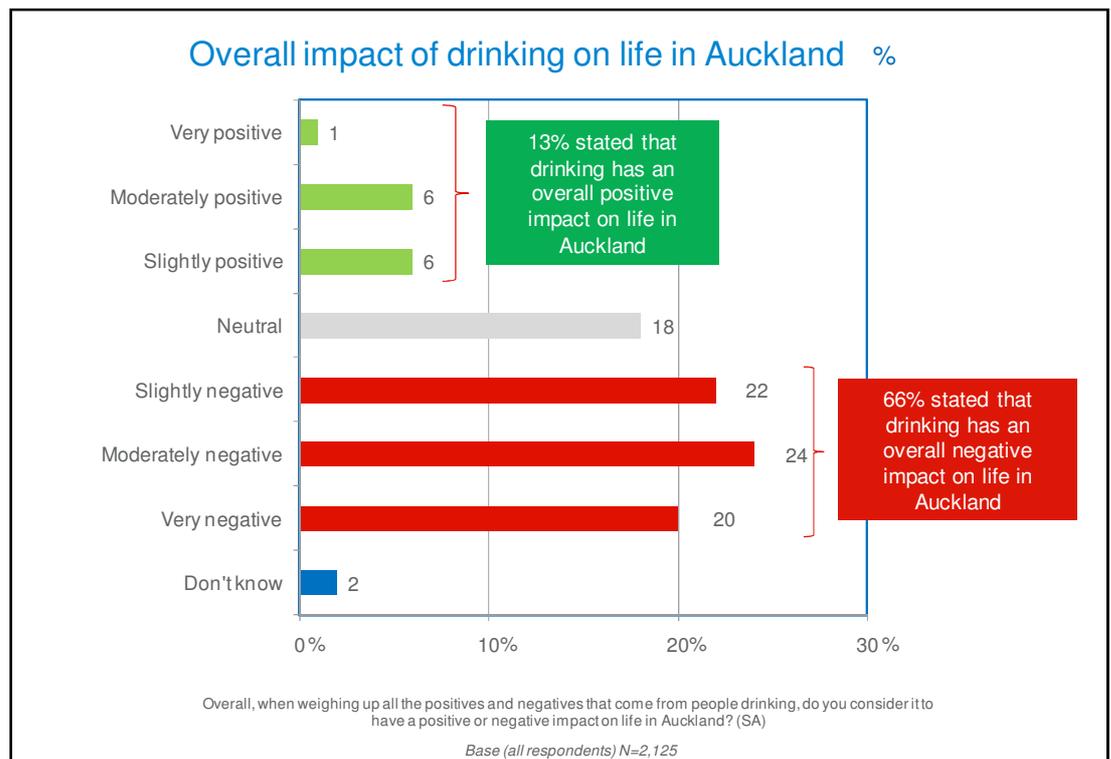
*Q. Thinking in general about where negative impacts of drinking may be happening in Auckland, how much impact, if any, occurs in the following places and venues?*

- **Places and venues:** Parks and public places; Bars and nightclubs; Public events; People's homes; Sports clubs; Cafes and restaurants
- **Geographical areas:** Central Auckland CBD, i.e. the inner suburbs; Central Auckland excluding the CBD; The North Shore; Eastern suburbs; South Auckland, West Auckland; Other major town centres outside the CBD; Rural areas of Auckland; My suburb in particular

8.3  
Perceived  
Overall  
Impact and  
Influences of  
Drinking in  
Auckland

Key findings:

- **The majority of Aucklanders believe drinking’s overall impact on life in Auckland is negative, rather than positive** - 66%negative, compared with 13%positive. Indeed one in five of those surveyed (20%) believe the overall impact of drinking is very negative. And, although 13% in total see drinking’s overall impact as positive, only 1% feel that this impact is very positive.
- **A majority also agree that drinking is associated with a range of negative influences:**
  - Three quarters (75%), on average, agree with various negative factors rated
  - Particular areas where Aucklanders believe drinking has a negative impact include: impact on individuals and families, drunk driving, wider economic costs, and in relation to violence, assaults and fighting
- **Benefits viewed most positively are the alcohol industry’s support for community and sporting groups, and drinking enhancing the experience of dining out (both 45% agree).**



*“One person’s actions what they do to themselves, is probably their business but when it starts to affect others, then it’s a problem.”*

Source: Qualitative study May/June 2011

## Perceived overall impact of drinking on life in Auckland by demographics, segment groupings and drinking behaviour

Three segments are significantly more likely to feel drinking has an overall negative impact in Auckland: the Disapprovers, Conscious & Concerned and Temperates. By contrast, two segments are relatively more positive about the effects of drinking: the Balance Seekers and Socialisers, although they are still negative overall.

People from Puketapapa, non-drinkers, older people (aged 55 or more) and females are significantly more likely to agree that the overall impact of drinking is negative.

Statement	Significantly more likely to agree	Significantly less likely to agree
<b>Drinking has an overall negative impact on life in Auckland (66% agree overall)</b>	<ul style="list-style-type: none"> <li>Disapprover segment (93%)</li> <li>Conscious &amp; Concerned segment (85%)</li> <li>From Puketapapa (83%)</li> <li>Non-drinker (82%)</li> <li>Age 55+ (74%)</li> <li>Temperate segment (73%)</li> <li>Female (72%)</li> </ul>	<ul style="list-style-type: none"> <li>Male (61%)</li> <li>Had a drink in the last month (61%)</li> <li>Regular drinker every 3 to 6 days (55%)</li> <li>Balance Seeker segment (53%)</li> <li>From Maungakiekie-Tamaki (53%)</li> <li>Typically drink 3-4 drinks per occasion (53%)</li> <li>Typically drink 5+ drinks per occasion (50%)</li> <li>Very regular drinker (every 1 or 2 days) (41%)</li> <li>Socialisers (30%)</li> </ul>
<b>Drinking has an overall positive impact on life in Auckland (13% agree)</b>	<ul style="list-style-type: none"> <li>Socialiser segment (36%)</li> <li>Very regular drinker (every 1 or 2 days) (33%)</li> <li>From Maungakiekie-Tamaki (28%)</li> <li>Typically drink 3-4 drinks per occasion (26%)</li> <li>Regular drinker every 3 to 6 days (23%)</li> <li>Typically drink 5+ drinks per occasion (22%)</li> <li>Balance Seeker segment (22%)</li> <li>NZ European/ Pakēha (18%)</li> <li>Drank in the last month (18%)</li> <li>Male (18%)</li> </ul>	<ul style="list-style-type: none"> <li>Female (10%)</li> <li>Asian/Indian (6%)</li> <li>Temperate segment (6%)</li> <li>Conscious &amp; Concerned segment (6%)</li> <li>Disapprover segment (1%)</li> <li>Non-drinkers (4%)</li> </ul>

### 8.4 Perceived Positive Influences of Drinking

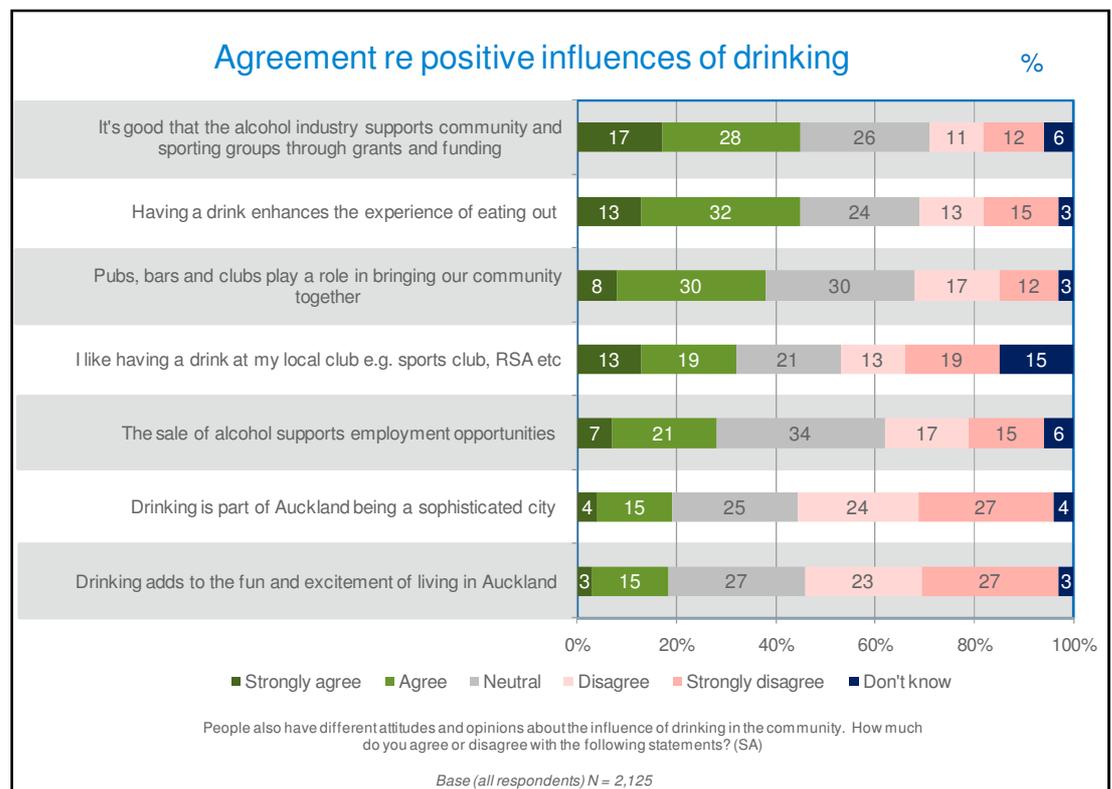
#### Key findings:

- On average, a minority of respondents (32%) agreed with a range of positive benefits associated with drinking in the community.

#### Main positive influences include:

- The alcohol industry supporting community and sporting groups through grants and funding (45% agree)
- Having a drink enhancing the experience of eating out (45% agree)
- Pubs, bars and clubs playing a role in bringing our community together (38% agree)

By contrast, only 18% agree (and 50% disagree) that *Drinking adds to the fun and excitement of living in Auckland*. Similarly only 19% agree (and 51% disagree) that *Drinking is part of Auckland being a sophisticated city*.



### Analysis of agreement versus disagreement levels regarding the positive influences of alcohol

- On balance, people **agree** with two positive statements about drinking: *Having a drink enhances the experience of eating out* and *It's good that the alcohol industry supports community and sporting groups through grants and funding*
- They are **ambivalent** about three positive statements: *Pubs, bars and clubs play a role in bringing our community together*; *I like having a drink at my local club e.g. sports club, RSA etc.* and *The sale of alcohol supports employment opportunities*
- They **disagree** with two statements: *Drinking is part of Auckland being a sophisticated city* and *Drinking adds to the fun and excitement of living in Auckland*

Statement	Agree %	Disagree %	Net Agree (Agree minus Disagree) %
Having a drink enhances the experience of eating out	45	28	+ 17
It's good that the alcohol industry supports community and sporting groups through grants and funding	45	23	+ 22
Pubs, bars and clubs play a role in bringing our community together	38	29	+ 9
I like having a drink at my local club e.g. sports club, RSA etc.	32	32	0
The sale of alcohol supports employment opportunities	28	32	- 4
Drinking is part of Auckland being a sophisticated city	19	51	- 32
Drinking adds to the fun and excitement of living in Auckland	18	50	- 32

## Perceived positive influences of drinking by demographics and drinking behaviour

**Drinking behaviour** has a fairly pronounced effect on how positive people are about the various influences of drinking i.e. people who had a drink in the last month and regular and very regular drinkers are significantly more likely to agree with a range of positive statements.

**NZ European / Pakēha** people are more likely to agree that *Having a drink enhances the experience of eating out; It's good that the alcohol industry supports community and sporting groups; Pubs, bars and clubs play a role in bringing our community together* and *The sale of alcohol supports employment opportunities*. By contrast, Asian/Indian people are less likely to agree with a range of positive influences of drinking.

Also, **females are less positive than males** regarding four of the seven statements listed below.

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
Having a drink enhances the experience of eating out (45% agree)	<ul style="list-style-type: none"> <li>Very regular drinker (every 1 to 2 days) (79%)</li> <li>Regular drinker (every 3 to six days) (63%)</li> <li>Had a drink in the last month (57%)</li> <li>NZ European / Pakēha (54%)</li> </ul>	<ul style="list-style-type: none"> <li>West Auckland zone (37%)</li> <li>Asian/ Indian (31%)</li> <li>From Mangere-Otahuhu (29%)</li> <li>From Henderson-Massey (28%)</li> <li>Pacific Island (28%)</li> <li>From Puketapapa (26%)</li> </ul>
It's good that the alcohol industry supports community and sporting groups through grants and funding (45% agree)	<ul style="list-style-type: none"> <li>From Waitakere Ranges (61%)</li> <li>Regular drinker (every 3 to six days) (56%)</li> <li>Very regular drinker (every 1 to 2 days) (55%)</li> <li>NZ European / Pakēha (51%)</li> <li>Had a drink in the last month (50%)</li> </ul>	<ul style="list-style-type: none"> <li>Central Auckland zone (39%)</li> <li>Asian/ Indian (36%)</li> <li>From Puketapapa (29%)</li> </ul>
Pubs, bars and clubs play a role in bringing our community together (38% agree)	<ul style="list-style-type: none"> <li>Drink more than once per week (50%)</li> <li>Had a drink in the last month (45%)</li> <li>NZ European / Pakēha (44%)</li> <li>Young, no family at home (44%)</li> </ul>	<ul style="list-style-type: none"> <li>Female (33%)</li> <li>Asian/ Indian (29%)</li> </ul>
I like having a drink at my local club e.g. sports club, RSA etc. (32% agree)	<ul style="list-style-type: none"> <li>Drink more than once per week (46%)</li> <li>Māori (44%)</li> <li>From Whau (42%)</li> <li>Had a drink in the last month (40%)</li> <li>Male (37%)</li> <li>NZ European / Pakēha (37%)</li> </ul>	<ul style="list-style-type: none"> <li>Female (27%)</li> <li>Asian/ Indian (18%)</li> </ul>
The sale of alcohol supports employment opportunities (28% agree)	<ul style="list-style-type: none"> <li>Drink more than once per week (40%)</li> <li>Young, no family at home (36%)</li> <li>Male (34%)</li> <li>NZ European / Pakēha (32%)</li> <li>Had a drink in the last month (32%)</li> </ul>	<ul style="list-style-type: none"> <li>Female (22%)</li> <li>Age 55 plus (21%)</li> </ul>
Drinking is part of Auckland being a sophisticated city (20% agree)	<ul style="list-style-type: none"> <li>Very regular drinker (every 1 to 2 days) (33%)</li> <li>Regular drinker (every 3 to six days) (28%)</li> <li>Male (25%)</li> <li>Had a drink in the last month (25%)</li> <li>Young, no family at home (25%)</li> </ul>	<ul style="list-style-type: none"> <li>Female (16%)</li> </ul>
Drinking adds to the fun and excitement of living in Auckland (19% agree)	<ul style="list-style-type: none"> <li>Very regular drinker (every 1 to 2 days) (33%)</li> <li>Regular drinker (every 3 to six days) (26%)</li> <li>Age 18 to 24 (28%)</li> <li>Young, no family at home (24%)</li> <li>Had a drink in the last month (23%)</li> </ul>	<ul style="list-style-type: none"> <li>Age 55 plus (10%)</li> </ul>

## Perceived positive influences of drinking by attitudinal segments

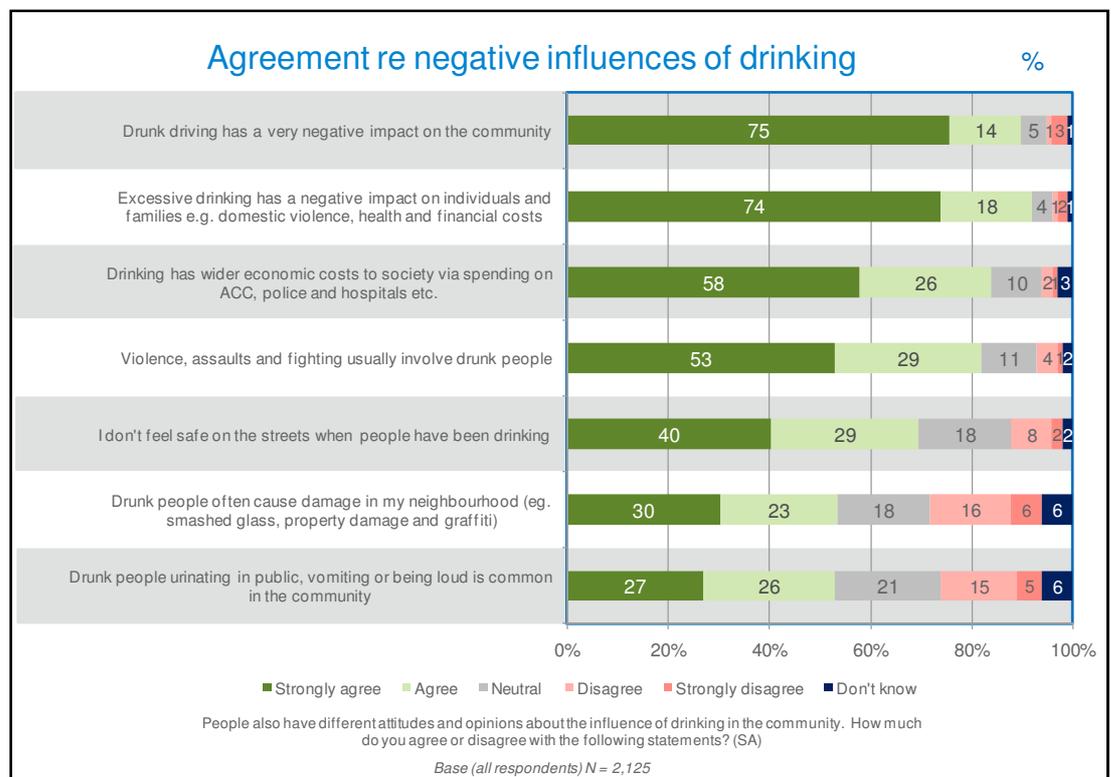
As the table below shows, in general Socialisers and Balance Seekers are more positive about the beneficial influences of drinking than Temperates and Disapprovers.

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
Having a drink enhances the experience of eating out (45% agree)	<ul style="list-style-type: none"> <li>Socialisers (72%)</li> <li>Balance Seekers (62%)</li> </ul>	<ul style="list-style-type: none"> <li>Conscious &amp; Concerned (35%)</li> <li>Temperate (34%)</li> <li>Disapprovers (15%)</li> </ul>
It's good that the alcohol industry supports community and sporting groups through grants and funding (45% agree)	<ul style="list-style-type: none"> <li>Socialisers (70%)</li> <li>Balance Seekers (53%)</li> </ul>	<ul style="list-style-type: none"> <li>Disapprovers (21%)</li> </ul>
Pubs, bars and clubs play a role in bringing our community together (38% agree)	<ul style="list-style-type: none"> <li>Socialisers (56%)</li> <li>Balance Seekers (49%)</li> </ul>	<ul style="list-style-type: none"> <li>Temperate (32%)</li> <li>Disapprovers (14%)</li> </ul>
I like having a drink at my local club e.g. sports club, RSA etc. (32% agree)	<ul style="list-style-type: none"> <li>Socialisers (55%)</li> <li>Balance Seekers (41%)</li> </ul>	<ul style="list-style-type: none"> <li>Temperate (22%)</li> <li>Disapprovers (12%)</li> </ul>
The sale of alcohol supports employment opportunities (28% agree)	<ul style="list-style-type: none"> <li>Socialisers (49%)</li> <li>Balance Seekers (36%)</li> </ul>	<ul style="list-style-type: none"> <li>Temperate (21%)</li> <li>Conscious &amp; Concerned (18%)</li> <li>Disapprovers (11%)</li> </ul>
Drinking is part of Auckland being a sophisticated city (20% agree)	<ul style="list-style-type: none"> <li>Socialisers (32%)</li> <li>Balance Seekers (26%)</li> </ul>	<ul style="list-style-type: none"> <li>Temperate (15%)</li> <li>Disapprovers (7%)</li> </ul>
Drinking adds to the fun and excitement of living in Auckland (19% agree)	<ul style="list-style-type: none"> <li>Socialisers (45%)</li> <li>Balance Seekers (25%)</li> </ul>	<ul style="list-style-type: none"> <li>Temperate (11%)</li> <li>Conscious &amp; Concerned (9%)</li> <li>Disapprovers (6%)</li> </ul>

### 8.5 Perceived Negative Influences of Drinking

There is **much higher agreement regarding the negative influences of drinking** – on average 75% of respondents agreed with these negative impacts.

- 92% agreed that excessive drinking has a negative impact on individuals and families.
- 89% agreed that drunk driving has a very negative impact on the community.
- 84% agreed that drinking has wider economic costs to society via spending on ACC, police and hospitals etc.
- 82% felt that violence, assaults and fighting usually involves drunk people.



### Analysis of agreement versus disagreement levels regarding the negative influences of alcohol

- All the statements about the negative impacts of drinking have strong levels of net agreement

Statement	Agree %	Disagree %	Net Agree (Agree minus Disagree) %
Excessive drinking has a negative impact on individuals and families e.g. domestic violence, health and financial costs	92	3	+ 89
Drunk driving has a very negative impact on the community	89	4	+ 85
Drinking has wider economic costs to society via spending on ACC, police and hospitals etc.	84	3	+ 81
Violence, assaults and fighting usually involve drunk people	82	5	+ 77
I don't feel safe on the streets when people have been drinking	69	10	+ 59
Drunk people urinating in public, vomiting or being loud is common in the community	53	20	+ 33
Drunk people often cause damage in my neighbourhood (e.g. smashed glass, property damage and graffiti)	53	22	+ 31

## Perceived negative influences of drinking by demographics, segment groupings and drinking behaviour

In terms of **age**, older people aged 55 or more are significantly more likely to agree that *Drunk driving has a very negative impact on the community*, that *Drinking has wider economic costs to society* and that *Violence, assaults and fighting usually involve drunk people*.

**Females** are more likely to agree that *Excessive drinking has a negative impact on individuals and families* and that *Drunk driving has a very negative impact on the community*.

**NZ European / Pakēha** people are more likely to acknowledge that *Drinking has wider economic costs to society* whereas **Asian/Indian** people are more likely to agree that *They don't feel safe on the streets when people have been drinking* and that *Drunk people often cause damage in my neighbourhood*.

From the perspective of **drinking behavior**, non-drinkers are more likely to agree that *They don't feel safe on the streets when people have been drinking*, that *Drunk people often cause damage in my neighbourhood* and that *Drunk people urinating in public, vomiting or being loud is common in the community*.

From the perspective of the **attitudinal segments**, Disapprovers and Conscious and Concerned are more likely to feel that *Drinking has wider economic costs to society*, *Violence, assaults and fighting usually involve drunk people*, *They don't feel safe on the streets when people have been drinking*, *Drunk people often cause damage in my neighbourhood* and *Drunk people urinating in public, vomiting or being loud is common in the community*. By contrast, Socialisers are less likely to agree with six of the seven negative impacts listed below.

Agreement levels	Significantly more likely to agree	Significantly less likely to agree
Excessive drinking has a negative impact on individuals and families e.g. domestic violence, health and financial costs (92% agree)	<ul style="list-style-type: none"> <li>Empty nesters (96%)</li> <li>Female (95%)</li> </ul>	<ul style="list-style-type: none"> <li>Male (87%)</li> <li>Socialisers (85%)</li> </ul>
Drunk driving has a very negative impact on the community (89% agree)	<ul style="list-style-type: none"> <li>Age 55 plus (93%)</li> <li>Female (92%)</li> </ul>	<ul style="list-style-type: none"> <li>Male (85%)</li> </ul>
Drinking has wider economic costs to society via spending on ACC, police and hospitals etc. (84% agree)	<ul style="list-style-type: none"> <li>Disapprovers (96%)</li> <li>Age 55 plus (94%)</li> <li>Conscious &amp; Concerned (91%)</li> <li>Empty nesters (91%)</li> <li>NZ European / Pakēha (87%)</li> </ul>	<ul style="list-style-type: none"> <li>Young, no family at home (77%)</li> <li>Age 25 to 34 (75%)</li> <li>From Waitemata (73%)</li> <li>Socialisers (72%)</li> </ul>
Violence, assaults and fighting usually involve drunk people (82% agree)	<ul style="list-style-type: none"> <li>Disapprovers (98%)</li> <li>Conscious &amp; Concerned (94%)</li> <li>From Franklin (92%)</li> <li>Empty nesters (89%)</li> <li>Age 55 plus (88%)</li> </ul>	<ul style="list-style-type: none"> <li>Young, no family at home (77%)</li> <li>Age 18 to 24 (73%)</li> <li>Age 25 to 34 (76%)</li> <li>Socialisers (72%)</li> </ul>
I don't feel safe on the streets when people have been drinking (70% agree)	<ul style="list-style-type: none"> <li>Disapprovers (91%)</li> <li>Non-drinker (85%)</li> <li>Conscious &amp; Concerned (84%)</li> <li>Asian/ Indian (83%)</li> <li>Female (76%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European / Pakēha (64%)</li> <li>Young, no family at home (64%)</li> <li>Had a drink in the last month (64%)</li> <li>Male (63%)</li> <li>Age 25 to 34 (63%)</li> <li>Drink at least once per week (57%)</li> <li>Balance Seekers (57%)</li> <li>Socialisers (47%)</li> </ul>
Drunk people often cause damage in my neighbourhood (eg. smashed glass, property damage and graffiti) (53% agree)	<ul style="list-style-type: none"> <li>From Mangere-Otahuhu (74%)</li> <li>Disapprovers (72%)</li> <li>Conscious &amp; Concerned (72%)</li> <li>Non-drinker (67%)</li> <li>Asian/ Indian (63%)</li> <li>From South Auckland (62%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European / Pakēha (46%)</li> <li>From North zone of Auckland (46%)</li> <li>From Devonport-Takapuna (41%)</li> <li>Drink at least once per week (41%)</li> <li>Balance Seekers (41%)</li> <li>Socialisers (40%)</li> </ul>
Drunk people urinating in public, vomiting or being loud is common in the community (53% agree)	<ul style="list-style-type: none"> <li>From Mangere-Otahuhu (75%)</li> <li>Disapprovers (72%)</li> <li>Conscious &amp; Concerned (72%)</li> <li>From Franklin (70%)</li> <li>From Otara-Papatoetoe (69%)</li> <li>Non-drinker (67%)</li> <li>From South Auckland (67%)</li> </ul>	<ul style="list-style-type: none"> <li>NZ European / Pakēha (46%)</li> <li>Drink at least once per week (43%)</li> <li>Balance Seekers (42%)</li> <li>Socialisers (39%)</li> <li>From Hibiscus and Bays (34%)</li> </ul>

**8.6  
 Places where  
 Negative  
 Impacts are  
 Perceived to  
 Occur**

**Qualitative findings**

Citizens generally view drinking in public and/or in unlicensed places as unacceptable unless in the context of a daytime meal, or a monitored event.

Citizens' views of different types of unlicensed drinking locations are summarised as follows:

- **Parks/beaches:** Considered appropriate for moderate drinking (e.g. a bottle of wine with a picnic). Younger participants see this as way of escaping parental supervision / police but some negative experiences are reported (e.g. feeling intimidated, broken bottles, etc.)
- **Inner-city/CBD streets:** Although drinking in inner-city streets is familiar to Socialiser and Extreme Drinker segments, and somewhat expected, many citizens consider it highly undesirable. This area is associated with a reasonable level of alcohol-related harm (brawls, fights, verbal abuse) caused by drunk people wandering between establishments and generally loitering. A number of citizens report feeling very intimidated by the atmosphere in the inner-city late at night.
- **Car-parks, bus-stops, streets:** Extreme Drinkers and under-age Socialisers tend to drink in these locations. Other segments generally consider them unsavoury, and inappropriate places for drinking, and associate them with a high expectation of binge drinking.

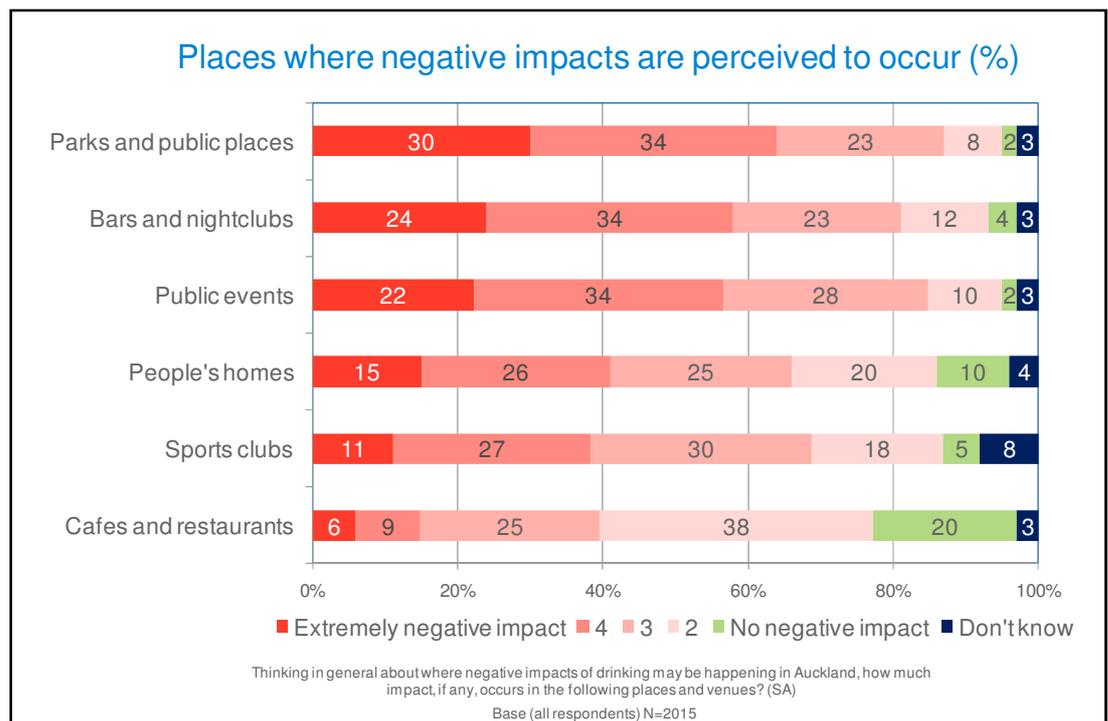
**Key quantitative survey findings:**

- Key places where negative impacts from drinking are perceived to occur include **parks and public places, bars and night clubs**
- **By contrast, cafés and restaurants are the venues with the lowest perceived negative impact**
- **Key geographical areas where negative impacts are perceived to occur include: South Auckland, the CBD and West Auckland** 74%, 66% and 55%, respectively rate these areas as being extremely or very negatively impacted by drinking.

Key venues and places where negative impacts are perceived to occur include:

- Parks and public places (64% 4 or 5 ratings on the negative impact scale)
- Bars and night clubs (58%)
- Public events (56%)

Cafés and restaurants have a much lower perceived negative impact (15% 4 or 5 ratings on the negative impact scale) and 20% see no negative impact at all from cafés and restaurants.



The fact that parks and public places are seen to have the most negative impact is interesting in that only 2% of those surveyed said they drank in parks or public places in the last month (refer to Section 5.6). Seeing parks and public places as the main place where negative impacts are perceived to occur may be due to a small unruly element of the community being highly visible and potentially intimidating when drinking in public places.

*"We've got a skateboard park not far from us ... at certain times of the day, my 6 year old, he's too scared to go there now even with parent's supervision because occasionally you do get the odd one sitting there with their bottles, it's alcohol but it's disguised and you can tell it's alcohol and so occasionally we will say to the local constable can you just patrol it because they are obviously drinking, their behaviour is stupid. Go out the next day and there's empty bottles around, it's graffitied, it's tagged, there's broken glass everywhere and it's just annoying for the rest of the community who want to use the same facilities but they are getting too scared to go up there because of these older ones who trash it. And yet what can you do?" (Conscious and Concerned segment)*

Source: Qualitative study May/June 2011

Factor analysis of the places where harms are perceived to occur revealed four groupings:

**1. Public places (average negativity level 60% i.e. 4 or 5 ratings)**

- Parks and public places
- Public events

**2. Clubs (average negativity level 48%)**

- Bars and night clubs
- Sports clubs

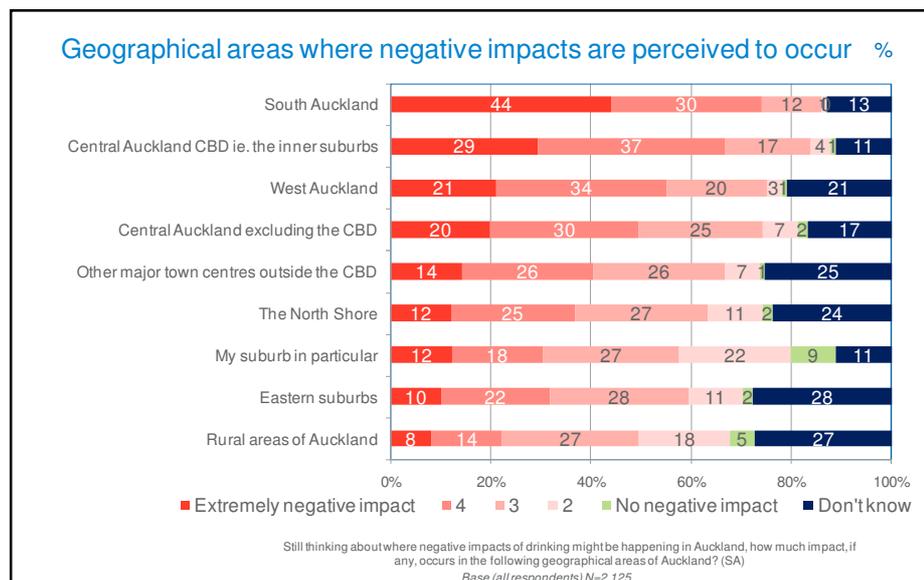
**3. People's homes (negativity level 41%)**

**4. Cafes and restaurants (negativity level 15%)**

Key **geographical areas** where negative impacts are perceived to occur include:

- **South Auckland (74% 4 or 5 rating on the negative impact scale)**
- **The CBD (66%)**
- **West Auckland (55%)**

By contrast, only 15% gave negative ratings of 4 or 5 on the scale to rural areas of Auckland. Note the relatively high level of 'don't know' responses for all of these geographical areas.



*"I've never lived anywhere except South Auckland, like Papakura is my whole life. It's obviously like localised because down my street there's a party going from Monday night to Sunday night and there are drunk people around. We have to lock our doors, there's robberies, there's domestic abuse, it happens every day in some areas"*

*"[The inner city] is pretty rowdy on a usual Friday and Saturday night, you get a lot of people drinking in the street and stuff like that and it's kind of like the accepted thing to do especially at the end of a working week...It took me awhile to get used to it yeah like the first time I went out I thought there's a lot of drunken idiots around but you kind of get used to it, it's all part and parcel of going out so you kind of have to accept that there's people that kind of aren't in control"*

Source: Qualitative study May/June 2011

## 9. Attitudes towards Places where People can Drink Alcohol

### 9.1 Introduction

#### Qualitative Insights

From the qualitative study, drinking is generally regarded as acceptable, safe and well-controlled in most licensed venues, particularly bars, clubs, restaurants, events, and stadiums.

Citizens' views of different types of licensed venues are summarised as follows:

- **Cafés and restaurants:** Considered highly acceptable and popular venues, with minimal concerns expressed.
- **Bars, nightclubs, pubs:** While more problems happen in these places, staff are assumed to be well-trained to not serve alcohol to minors or intoxicated people. It is expected that trouble-makers will be ejected swiftly, and incidents handled effectively.
- **Sports clubs (especially rugby):** Tend to be associated with more problematic behaviour than restaurants etc., with an overall culture/expectation of binge drinking. Some citizens believe this is exacerbated by staff who are less well-trained (or committed to) host responsibility, than those working in other venues.
- **Public events, stadiums and concerts:** Tend not to be associated with problematic drinking or wider harms. Citizens note that limited event time spans, drink prices and police presence tend to conflate to prohibit excessive consumption at these venues.

#### Survey Questions

In the main quantitative survey, participants were asked for their views about **the total number of places where people can drink in their neighbourhood**, including bars, restaurants, nightclubs, sports clubs and some cafes. If they considered the overall number of drinking places 'too high', or 'too low' people were asked to specify which kind of place.

*Q. Thinking about the places where people can drink, including bars, restaurants, nightclubs, sports clubs and some cafes, overall is the total number of places where people can drink in your neighbourhood...? [scale from 'much too low' to 'much too high']*

*Q. Specifically which types of places where people can drink have a ["much too low" or "much too high"] number in your neighbourhood?*

9.2  
Number and  
Type of  
Drinking  
Places

Key findings:

- **Around six in ten Aucklanders (58%) are happy with the total number of drinking places** in their neighbourhood (its “about right”)
- **Around three in ten (28%) consider the number of drinking places too high. Bars are most frequently mentioned** by people who think there are too many drinking places (83%), followed by night clubs (58%) and sports clubs (52%)
- **Only 7% consider the number of drinking places is too low.**



## Attitudes to the number of drinking places by demographics, drinking behaviour and attitudinal segment

Those who feel there are too many drinking places in their neighbourhood are more likely to be non-drinkers, of Pacific Island ethnicity and aged 55 or more.

Segments who particularly feel there are too many drinking places include Disapprovers and Conscious and Concerned.

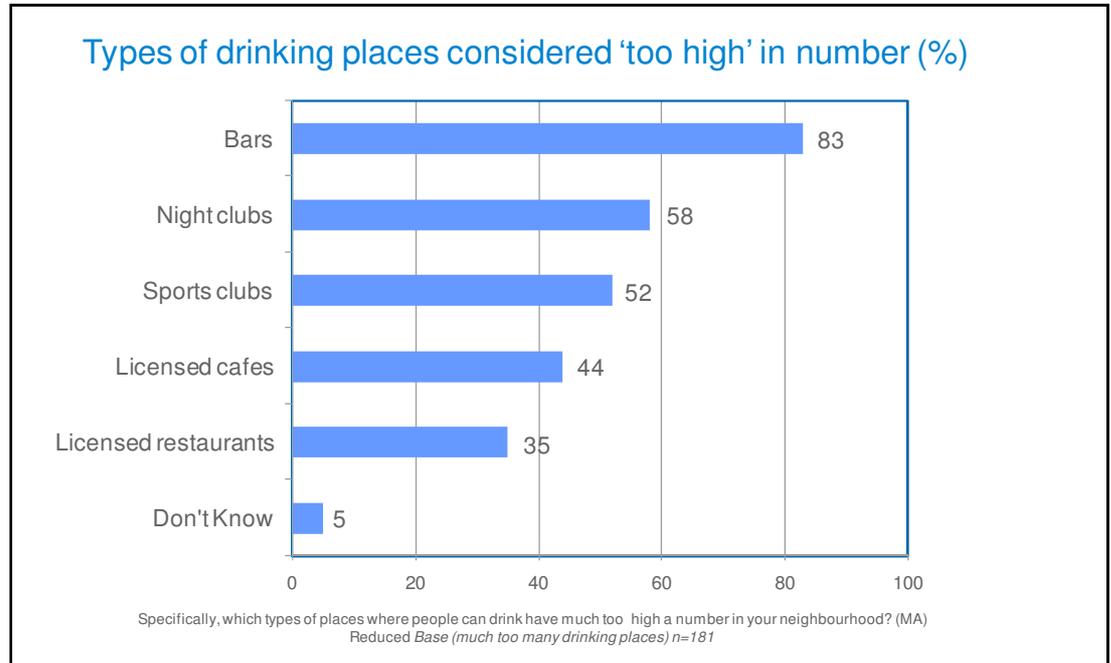
Geographically, residents of the following areas are more likely to feel there are too many drinking places in their neighbourhood:

- Manurewa
- Otara-Papatoetoe
- South Auckland in general
- Waitemata.

Statement	Significantly more likely to say 'too many drinking places'	Significantly less likely to say 'too many drinking places'
Too many drinking places in Auckland (28% overall) – total of 'much too high' and 'too high'	<ul style="list-style-type: none"> <li>• Disapprover segment (69%)</li> <li>• From Manurewa (56%)</li> <li>• Non-drinkers (53%)</li> <li>• From Otara-Papatoetoe (44%)</li> <li>• From Waitemata (43%)</li> <li>• From South Auckland (42%)</li> <li>• Pacific Island ethnicity (42%)</li> <li>• Conscious &amp; Concerned segment (42%)</li> <li>• Age 55 plus (35%)</li> </ul>	<ul style="list-style-type: none"> <li>• NZ European/Pakēha (22%)</li> <li>• Drank in last month (20%)</li> <li>• From North zone (20%)</li> <li>• Typically drink 3-4 drinks per occasion (20%)</li> <li>• From Devonport-Takapuna (16%)</li> <li>• Regular drinker every 3 to 6 days (16%)</li> <li>• Typically drink 5 plus drinks per occasion (16%)</li> <li>• From Hibiscus and Bays (14%)</li> <li>• Balance Seekers (13%)</li> <li>• From Waitakere Ranges (12%)</li> <li>• Socialisers (9%)</li> <li>• Very regular drinker (every one to two days) (9%)</li> </ul>

### Types of drinking places considered 'too high' in number

Bars, night clubs and sports clubs were the most frequently mentioned examples of drinking places which are 'too high' in number.



### Geographical areas where these drinking places are too high in number

No significant differences were identified i.e. only 181 people said there were too many drinking places. So, when this total was broken down by the types of venues nominated and various areas of Auckland, the sample sizes were too small to identify significant differences by area of Auckland.

## 10. Attitudes towards Places where People can Purchase Alcohol

### 10.1 Introduction

#### Qualitative Findings

From the qualitative study, spontaneous concern about where people can purchase alcohol lies around the density and perceived lack of controls at stand-alone outlets. Citizens' views of different types of unlicensed drinking locations are summarised as follows:

- **Supermarkets:** Highly popular purchasing places, used by all segments and valued for offering convenience (opening hours and locations), and a wide choice-set of drinks. Most citizens feel safe and secure purchasing alcohol from supermarkets – they are not associated with intoxicated purchasers, are generally free of alcohol-related environmental harms (litter, broken glass, etc.), and the fact that they sell food alongside alcohol is also regarded positively. Supermarket staff are considered unlikely to sell alcohol to minors. Citizens from 'Conscious Concerned' and 'Disapprover' groups may express concern that supermarkets make alcohol too accessible through low prices.
- **Large liquor chains:** Popular purchasing places, used by most and considered to offer the widest choice-set of alcohol (including spirits, RTDs etc.). Generally considered unlikely to sell to minors, and not strongly linked to alcohol-related harms.
- **Small stand-alone outlets and suburban dairies:** Valued for their convenience, but considered most likely to be associated with alcohol-related harm. Many consider these purchasing places more likely to sell to minors, due to having less well-trained, well-managed staff and being vulnerable to financial pressures which may encourage 'turning a blind eye'. The density of these types of outlets is widely considered too high – citizens express concern that people will be 'reminded' or 'tempted' to drink alcohol more often. They are also seen as susceptible to robberies due to their small size and low staffing. The external appearance of some stand-alone outlets contributes to sense of community risk (e.g. mesh windows, pavement not kept clear of rubbish/glass). NB. The quantitative findings following show more acceptance of dairies than small stand-alone liquor outlets.

#### Survey Questions

In the main quantitative survey participants were asked for views about the **total number of places where people can purchase alcohol in their neighbourhood:**

*Q. Now thinking about the places where people can purchase alcohol. This includes supermarkets, large 'chain' liquor stores, small bottle stores, and some dairies, overall, is the total number of places where people can purchase alcohol in your neighbourhood? [scale from 'much too low' to 'much too high']*

*Q. Specifically which types of places where people can purchase alcohol have a ["much too low" or "much too high"] number in your neighbourhood?*

10.2  
Number and  
Type of  
Purchasing  
Places

Key findings:

- **Half of Aucklanders (49%) think the number of purchasing places in their neighbourhood is too high**, compared with 43% who think the number is 'about right'.
- **Very few people (6%) think the number of places where they can purchase alcohol is too low**
- **Small bottle stores are most frequently mentioned by people who think there are too many purchasing places (85%), followed by supermarkets (63%) and large chain liquor outlets (58%).**



## Attitudes to the number of places to purchase alcohol by demographics, drinking behaviour and attitudinal segment

The pattern of those who feel there are too many purchasing places is quite similar to the pattern for drinking places.

Those who feel there are too many places to buy alcohol in their neighbourhood are more likely to be non-drinkers, of Pacific Island ethnicity and aged 55 or more.

Segments who particularly feel there are too many places to purchase alcohol include Disapprovers and Conscious and Concerned.

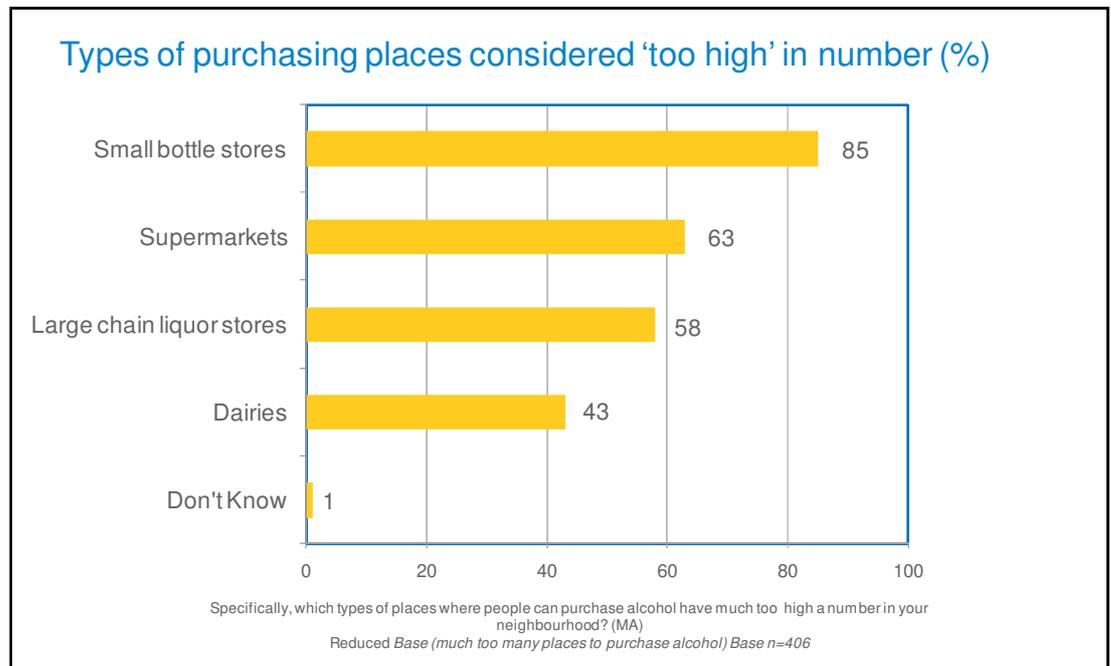
Geographically, residents of the following areas are more likely to feel there are too many places to purchase alcohol in their neighbourhood:

- Puketapapa
- South Auckland in general
- Mangere-Otahuhu.

Statement	Significantly more likely to say 'too many places to purchase alcohol'	Significantly less likely to say 'too many places to purchase alcohol'
There are too many places to purchase alcohol in Auckland (49% agree overall – total 'much too high' and 'too high')	<ul style="list-style-type: none"> <li>• From Manurewa (83%)</li> <li>• Disapprover segment (80%)</li> <li>• From Otara-Papatoetoe (74%)</li> <li>• From Puketapapa (71%)</li> <li>• Non-drinkers (69%)</li> <li>• Conscious &amp; Concerned segment (68%)</li> <li>• From South Auckland (68%)</li> <li>• Pacific Island ethnicity (67%)</li> <li>• From Mangere-Otahuhu (64%)</li> <li>• Feels drinking has an overall negative impact on life in Auckland (59%)</li> <li>• Age 55 plus (56%)</li> </ul>	<ul style="list-style-type: none"> <li>• Drank in last month (44%)</li> <li>• From North zone (41%)</li> <li>• Age 25 to 34 (40%)</li> <li>• Typically drink 3-4 drinks per occasion (40%)</li> <li>• Age 18 to 24 (38%)</li> <li>• Balance Seeker segment (37%)</li> <li>• Regular drinker every 3 to 6 days (37%)</li> <li>• Other European ethnicity (37%)</li> <li>• Very regular drinker (every one to two days) (33%)</li> <li>• Feels drinking has an overall negative impact on life in Auckland (33%)</li> <li>• From Orakei (32%)</li> <li>• From Henderson-Massey (30%)</li> <li>• From Whau (32%)</li> <li>• From West Auckland (28%)</li> <li>• From Rodney (24%)</li> <li>• Socialiser segment (22%)</li> <li>• From Waitakere Ranges (16%)</li> </ul>

### Types of purchasing places considered 'too high' in number

Small bottle stores, supermarkets and large chain liquor stores were the most frequently mentioned purchasing drinking places considered 'too high' in number.



*"The little liquor stores are all around the place and I tend to wonder who their clientele actually is because a lot of people buy their alcohol at the supermarket so the people that go to these little liquor stores are probably people that maybe shouldn't be buying alcohol because they are under-age and in desperation for a sale these people are selling to kids."*

Source: Qualitative study May/June 2011

### Geographical areas where these purchasing places are considered too high in number

Only one significant difference was found: People from the North Auckland zone (North Shore City and Rodney) were more likely than the average to say there are too many supermarkets (80% versus 63% overall).

As with drinking places, the sample sizes for specific zones and local board areas were too small to reveal other significant differences for purchasing places considered too high in number.

# 11. Attitudes towards the placement of Liquor Outlets

## 11.1 Preferred Placement of Liquor Outlets

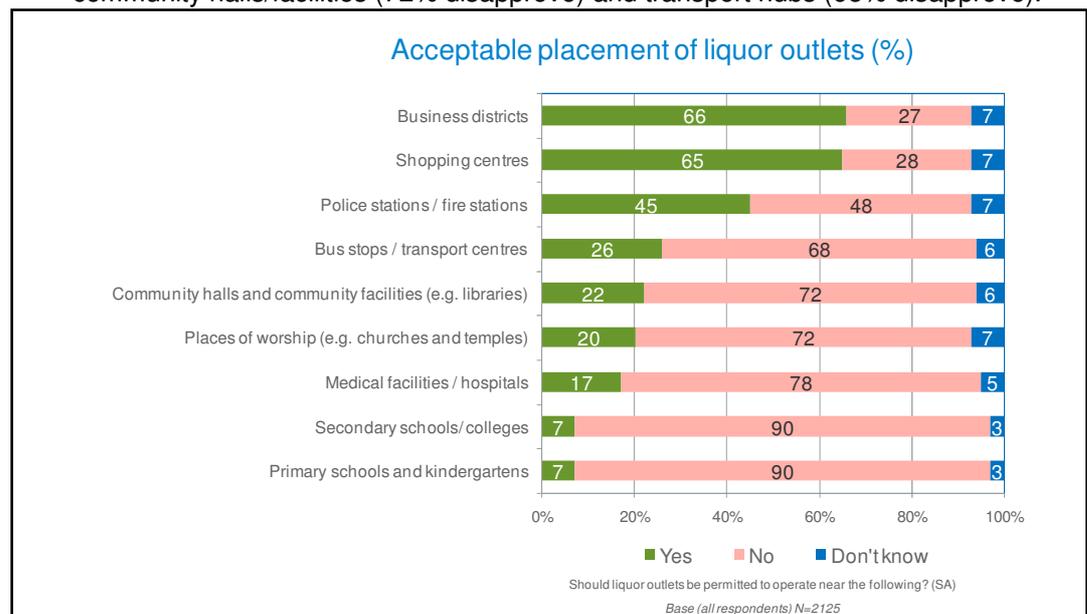
### Introduction

All those surveyed were asked *Should liquor outlets be permitted to operate near to the following?*

- Primary schools and kindergartens
- Secondary schools/ colleges
- Places of worship (e.g. churches and temples)
- Community halls and community facilities (e.g. libraries)
- Medical facilities / hospitals
- Shopping centres
- Bus-stops / transport centres
- Business districts
- Police stations / fire stations

### Key findings:

- **Overall, Aucklanders have quite strong opinions about the placement of liquor outlets**
- **Two thirds of Aucklanders are comfortable with liquor outlets being placed near business districts and shopping centres** (66% and 65% approve, respectively)
- **There are split views about whether liquor outlets should be placed near police/fire stations** (45% approve, 48% disapprove)
- **Aucklanders generally disapprove of liquor outlets being placed in the vicinity of public transport centres, schools, community and medical facilities and places of worship.** Strongest opposition was expressed towards outlets being placed near schools or kindergartens (90% disapprove). There is considerable disapproval for outlets being placed near medical facilities (78% disapprove), places of worship and community halls/facilities (72% disapprove) and transport hubs (68% disapprove).



## 12. Attitudes towards Liquor Bans

### 12.1 Qualitative Findings

#### Qualitative Findings

From the qualitative study, problem limitation strategies are most commonly suggested as a means of reducing alcohol-related harm. The most frequent unprompted suggestion is **liquor bans**, followed by 'getting drunks off the streets'.

Most are aware that council implements liquor bans, but there is confusion about enforcement - i.e. whether Police or council has primary responsibility, and what this entails.

Alcohol bans are supported by most citizens, primarily as a means to reduce environmental harms and increase public safety.

There are mixed views about council's performance regarding alcohol bans:

- Some have noticed a rise in alcohol bans / signage in recent times, and a number can cite places that have been 'cleaned up' (e.g. Otahuhu town centre)
- Others see evidence of a lack of enforcement (e.g. Grey Lynn)

12.2  
Survey  
Questions  
about Liquor  
Bans

Survey participants were asked about their attitudes towards liquor bans, including:

- **Agreement that liquor bans can reduce problems in public places** (using a 5-point scale from 'strongly disagree' to 'strongly agree')
 

*Q. Now we'd like your view on **liquor bans** - these are bans that prevent people from drinking alcohol in certain public places, to try and limit problems. Bans are put in place by Auckland Council, and enforced by police. Overall, how much do you agree or disagree that liquor bans reduce problems caused by alcohol in public places?*
- **Effectiveness of liquor bans in reducing specific problems**, including: offensive behaviour; feeling unsafe in public areas; threats to personal safety; excessive noise; littering and property damage; and crime (using a 5-point scale from 'very effective' to 'not effective')
 

*Q. Liquor bans may be put in place by the Auckland Council for a number of different reasons. From the following list, how effective would a liquor ban be in reducing the following?*
- **Approval of liquor bans being used in different locations**, including: playgrounds, car parks, skate parks, local parks and reserves, streets surrounding major stadiums, regional parks and reserves, town centres/shopping and business areas; and beaches
 

*Q. Please rate how much you approve or disapprove of liquor bans being used in the following locations.*
- **Preference for different ways of applying liquor bans specific to events; and specific to location/region**

*Q. Liquor bans may be different from place to place. For example, some liquor bans prevent people from drinking at certain places 24-hours a day, 7 days a week. Other liquor bans only apply at certain times of day (e.g. after dark) or during specific seasons and holiday periods. Thinking about Auckland as a whole, do you believe council should..?*

*Apply consistent times for liquor bans in all locations*

*Apply consistent times for liquor bans for similar types of locations (e.g. all parks)*

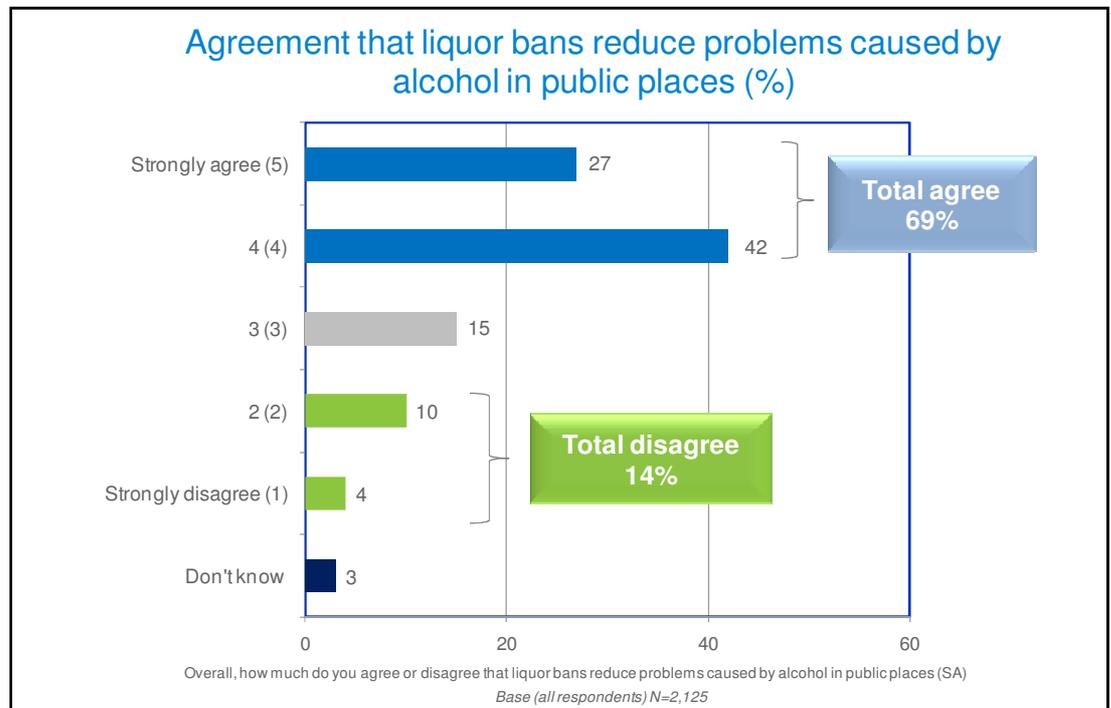
*Apply different times based on when problems are occurring in a particular place*

*b) For [liquor ban areas approved by respondents e.g. 'Regional parks and Reserves'], what would be the best times for a liquor ban?*

12.3  
Effectiveness  
of Liquor  
Bans in  
General

Key Findings:

- **Aucklanders generally consider liquor bans to be effective.** Almost seven out of ten (69%) agree that liquor bans reduce problems caused by alcohol in public places.



**Agreement that liquor bans reduce problems by demographics, drinking behaviour and attitudinal segment**

Non-drinkers, the Disapprover segment and those who feel that drinking has an overall negative impact on life in Auckland are significantly more likely to agree that liquor bans reduce problems.

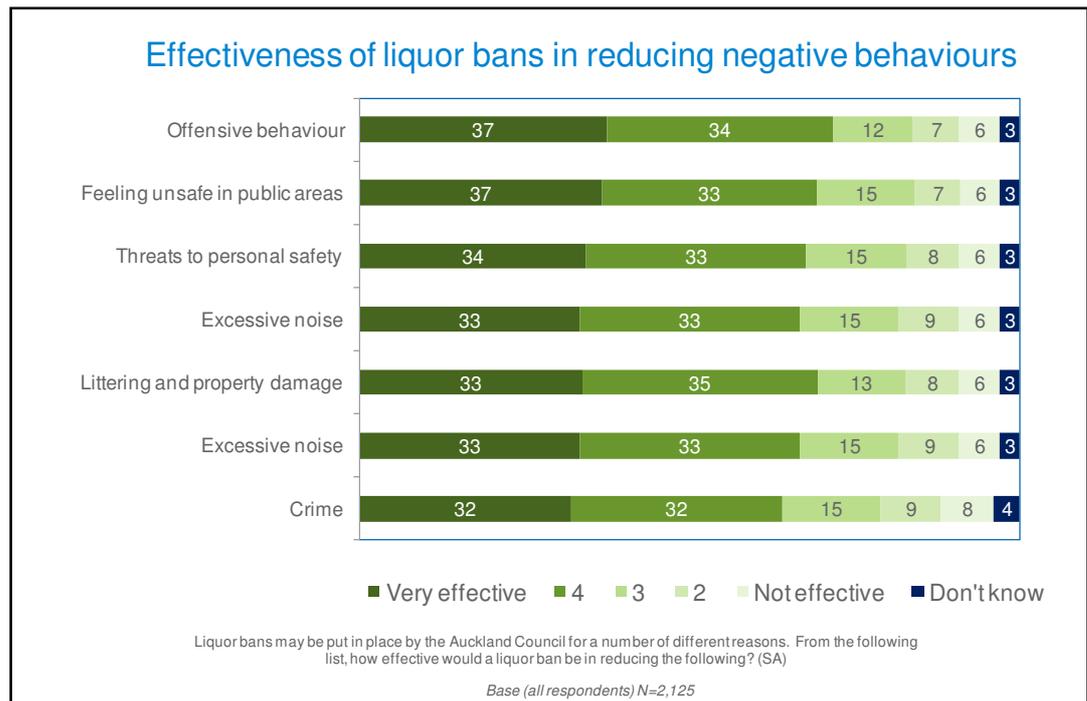
By contrast, those who are positive about the impact of drinking on life in Auckland and heavy drinkers including the Extreme Drinker segment show lower levels of agreement.

Statement	Significantly more likely to agree	Significantly less likely to agree
Liquor bans reduce problems caused by alcohol in public places (69% agree overall)	<ul style="list-style-type: none"> <li>• Non-drinkers (79%)</li> <li>• Disapprover segment (77%)</li> <li>• Feel drinking has an overall negative impact on life in Auckland (73%)</li> </ul>	<ul style="list-style-type: none"> <li>• Feel drinking has an overall positive impact on life in Auckland (62%)</li> <li>• Drank 7 or more drinks in the last month one to four times (60%)</li> <li>• Typically drink 5 or more drinks per occasion (53%)</li> <li>• Extreme drinker segment (43%)</li> </ul>

**12.4 Effectiveness of Liquor Bans in Reducing Specific Negative Behaviours**

Liquor bans are considered effective in reducing a wide range of negative impacts caused by alcohol.

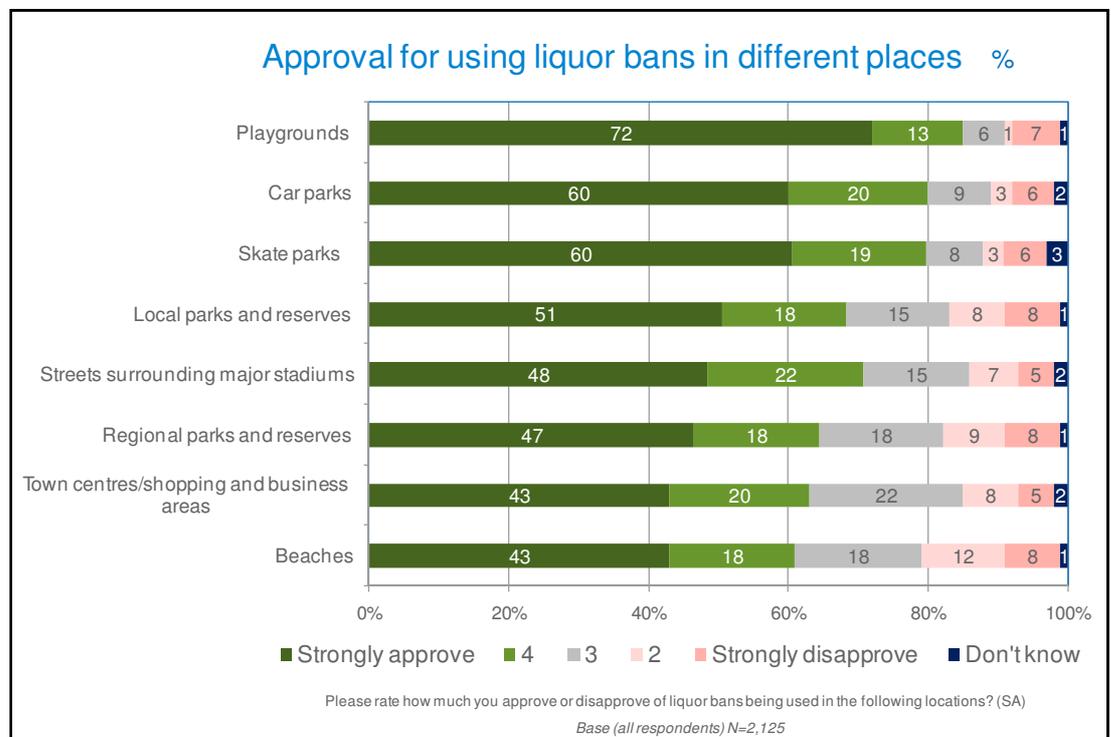
Very similar effectiveness ratings were given for liquor bans reducing a range of negative behaviours, ranging from 64% 4 or 5 ratings on the effectiveness scale for **reducing crime** to 71% for **reducing offensive behaviour**.



## 12.5 Locations and Types of Liquor Bans

### Key findings:

- **Aucklanders generally approve of liquor bans being used in a wide range of public spaces**
- **Main areas where people approve of using liquor bans include playgrounds (85% ratings of 4 or 5 on the approval scale), car parks (80% approval) and skate parks (79% approval)**
- **However, Aucklanders have mixed views about how liquor bans should be applied** - roughly equal preference is given to consistent times for all locations; consistent times for similar types of locations; and different times based on when problems are occurring in a particular place.



*"I live near Kell Park in Albany which is absolutely beautiful and there are broken bottles and rubbish left around and the guy who looks after the park is really good but you've got children there and cut feet etc. and I was thinking the other day when I was walking through and there were these cans on the ground, wouldn't it be great if this was an alcohol free zone. And then I thought, well that's probably not right because what if you want to go up there and have a picnic with your family with a glass of wine. You should be able to do that. So if you have a blanket ban it actually impacts on the whole community on sensible people."*

Source: Qualitative study May/June 2011

Factor analysis of the places where people approve of the use of liquor bans showed four groupings:

1. **Recreational facilities (average approval level 82% i.e. 4 or 5 ratings)**
  - Playgrounds
  - Skate parks
2. **Car parks (approval level 82%)**
3. **Urban areas (average approval level 67%)**
  - Town centres/shopping and business areas
  - Streets surrounding major stadiums
4. **Parks and beaches (average approval level 65%)**
  - Regional parks and reserves
  - Local parks and reserves
  - Beaches

#### How liquor bans should be applied

Survey participants were given three options describing how liquor bans could be applied and the results are unclear as to which of these options is preferred.

Roughly equal preference is given to consistent times for all locations (32% approve); consistent times for similar types of locations (31%) and different times based on when problems are occurring in a particular place (30%).



## How liquor bans should be applied by demographics, drinking behaviour and attitudinal segment

Asian/Indian people are more in favour of *Applying consistent times for liquor bans in all locations* whereas NZ European people tend to favour more targeted bans such as *Consistent times for liquor bans for similar types of locations* and *Different times based on when problems are occurring in a particular place*.

Disapprovers are strongly in favour of blanket liquor bans (63% approval).

Some Local Board areas have different preferences:

- People from Otara-Papatoetoe, Mangere-Otahuhu and Puketapapa prefer *Applying consistent times for liquor bans in all locations*
- Those from Maungakiekie-Tamaki prefer *Consistent times for liquor bans for similar types of locations*
- Respondents from Devonport-Takapuna prefer *Different times based on when problems are occurring in a particular place*.

Ways of applying liquor bans	Significantly more in favour of each way to apply liquor bans	Significantly less in favour of each way to apply liquor bans
<b>Apply consistent times for liquor bans in all locations (32% overall)</b>	<ul style="list-style-type: none"> <li>• Disapprovers (63%)</li> <li>• From Otara-Papatoetoe (50%)</li> <li>• Non-drinker (53%)</li> <li>• From Mangere-Otahuhu (52%)</li> <li>• From Puketapapa (48%)</li> <li>• Asian/Indian (44%)</li> <li>• South zone (42%)</li> <li>• Conscious &amp; Concerned (41%)</li> </ul>	<ul style="list-style-type: none"> <li>• North zone (26%)</li> <li>• Had a drink in the last month (26%)</li> <li>• NZ European/ Pakeha (24%)</li> <li>• Regular drinker (every 3 to 6 days) (21%)</li> <li>• Balance seekers (20%)</li> <li>• From Hibiscus and Bays (19%)</li> <li>• From Maungakiekie -Tamaki (17%)</li> <li>• From Rodney (15%)</li> <li>• Very regular drinker (every one to two days) (15%)</li> </ul>
<b>Apply consistent times for liquor bans for similar types of locations (e.g. all parks) (31%)</b>	<ul style="list-style-type: none"> <li>• From Maungakiekie -Tamaki (43%)</li> <li>• Light drinker – typically drink 1-2 drinks (38%)</li> <li>• Balance seekers (37%)</li> <li>• NZ European/ Pakeha (35%)</li> </ul>	<ul style="list-style-type: none"> <li>• Non-drinker (23%)</li> <li>• Disapprovers (18%)</li> </ul>
<b>Apply different times based on when problems are occurring in a particular place (30%)</b>	<ul style="list-style-type: none"> <li>• Socialisers (47%)</li> <li>• From Devonport-Takapuna (43%)</li> <li>• Very regular drinker (every one to two days) (44%)</li> <li>• Regular drinker (every 3 to 6 days) (40%)</li> <li>• Medium drinker – typically have 3-4 drinks (38%)</li> <li>• Balance seekers (37%)</li> <li>• Age 55 plus (36%)</li> <li>• North zone (36%)</li> <li>• NZ European/ Pakeha (35%)</li> <li>• Had a drink in the last month (35%)</li> </ul>	<ul style="list-style-type: none"> <li>• South zone (22%)</li> <li>• Asian/Indian (21%)</li> <li>• Age 18 to 24 (21%)</li> <li>• Maori (19%)</li> <li>• Non-drinkers (18%)</li> <li>• Pacific people (17%)</li> <li>• From Otara-Papatoetoe (16%)</li> <li>• From Mangere-Otahuhu (13%)</li> <li>• Disapprovers (13%)</li> </ul>

### Most common recommended types of liquor bans by area

Those who approved of liquor bans in particular areas were asked what types of bans they preferred. NB. They could give multiple answers to this question.

Their predominant answers were to apply year-round 24hour bans, particularly for playgrounds (93%), skate parks (88%) and car parks (84%).

Preferred types of ban	Regional parks & reserves	Local parks and reserves	Town centres/ shopping & business districts	Beaches	Streets surrounding major stadiums	Car parks	Play grounds	Skate parks
	%	%	%	%	%	%	%	%
<b>By time of year</b>								
Year round 24 hour ban	55	59	59	52	50	<b>84</b>	<b>93</b>	<b>88</b>
Seasonal ban e.g. during holiday periods or summer months	15	13	6	20	16	2	2	4
<b>Week day or weekend</b>								
Week day ban (Monday to Friday)	5	6	10	3	5	4	3	3
Weekend ban	10	10	10	7	14	5	3	5
<b>By time of day</b>								
Night time only	22	22	19	24	15	8	3	5
Afternoon and night-time	9	10	8	9	15	5	2	3
<b>Base (weighted) n=</b>	1365	1463	1342	1293	1496	1692	1805	1693

## 13. Role of Auckland Council

### 13.1 Key Findings from the Qualitative Study

#### Auckland Council's Role in Alcohol Management

The different roles of Council in the context of alcohol are discussed below.

- In its **Custodian** role, the Council is expected to *protect* the city's environment and assets. The Council is also considered responsible for *cleaning up mess* caused by alcohol, encouraging norms around 'zero tolerance' for destructive behaviour.
- In its role as **Guardian**, citizens expect Council to protect people's personal safety, and their assets. This encompasses measures designed to reduce street violence and environments that feel unsafe to many members of the general public.

*"I think it's part of their role to make the city a place where we all feel safe not just a small percentage so it's a city for everybody to enjoy the outdoor spaces, the city itself that sort of thing."*

Source: Qualitative study May/June 2011

- A third sub-role as a **Carer** was hypothesised in the Qualitative study but had only limited support in the Quantitative survey. Measures that help vulnerable drunk people (e.g. getting them home safely) and facilitate access to social support services if they have problems caused by drinking is not generally seen as an obvious responsibility of Council.
- In its **Law Enforcer** role, Auckland Council is expected to stringently monitor licensees and apply tough penalties when they are non-compliant, particularly around selling alcohol to minors. Enforcement of alcohol bans is also prioritised by citizens.
- As a **Law Maker** Auckland Council would introduce tighter controls and restrictions. 'Conscious Concerned' and 'Disapprover' citizens are in favour, but other citizens may resist these measures feeling that responsible drinkers are being unfairly penalised.

*"I think it's just a shame that we have to go to be so over regulated but it's just as you say I think we would cope. It's just like bringing in half sized rubbish tins, everyone went no, no we can't put our rubbish into that, we've all coped. Human beings are amazing."*

Source: Qualitative study May/June 2011

- As a **Change Maker**, the Council is expected to play a role in changing social norms around drinking in Auckland. Some worry about duplication of efforts and wasting ratepayers' money.

*"I think about the 'broken window effect' - the council has to make sure everything is spick and span and if it doesn't it starts getting derelict and stuff will happen, qualms will happen."*

*"It's nice to see they are trying. But like it's my body - I know what I can handle; I don't want you telling me."*

*"Education to me is important. Controlling it is almost saying well we are going to be the nasty Police and you can't do this so you're being told what you can and can't do. If you can educate beforehand then you can make that solemn choice yourself. We don't want to be in a Police state, want to be in a State of choice."*

Source: Qualitative study May/June 2011

### Council's role relating to private versus public consumption of alcohol

Citizens reveal broad distinctions in attitudes/norms relating to whether consumption occurs in private versus public locations, and licensed versus unlicensed locations.

The Council is generally seen to have a responsibility for alcohol management in **public locations** – the home is seen as off-limits. While at-home drinking clearly has public consequences (pre-loading, drink driving, out-of-control parties, etc.), citizens tend to be resistant to council trying to influence what happens in private settings.

### Role of Auckland Council vis-à-vis other agencies

The agency most frequently mentioned as having a role in preventing alcohol-related harm is the **Police**. In addition to law enforcement and dealing with criminals, citizens look to the Police to create a sense of safety through their presence – being visible on the streets and at events, 'walking the beat' in places where drinking and/or drunkenness is prevalent. To a lesser extent, citizens believe the Police should be involved in community-based, preventative initiatives – facilitating communities to prevent and manage harm at a local level.

**Auckland Council** is the next most frequently mentioned organisation seen to have a role in alcohol management in Auckland. Council's regulator role (licences and alcohol bans) is the most well-known and understood role.

Most other agencies are not mentioned spontaneously by citizens. Other comments made include:

- ALAC is not well known at an organisational level, but most are aware of its campaigns, and support key tactics / messages. There is no mention of other alcohol-focused agencies, e.g. Alcohol Watch
- Central government is considered to have a role to play with educating school-age children, but citizens are unaware of any specific initiatives being undertaken
- Social and health services, at government and local level, are assumed to have a role in alcohol management mainly around managing existing problems, rather than harm prevention.

13.2  
 Survey  
 Questions  
 about  
 Council's  
 Role

Survey participants were asked to provide opinions about the role of Auckland Council in minimising alcohol-related harm, specifically:

- **Who should be responsible for reducing any negative impacts**

*Q. In general who do you think should be responsible for reducing any negative impacts related to drinking in your local neighbourhood and community?*

- **Importance of Auckland Council's role in reducing negative impacts** (using a 5-point scale from 'very important' to 'important')

*Q. How important is Auckland Council's role in reducing negative impacts related to alcohol?*

- **Importance of Auckland Council's role/involvement in a range of activities**, including: protecting community assets; liquor licences; liquor bans; protecting people's safety; working with community groups; making new rules and regulations; cleaning up litter/property damage; changing community attitudes; alcohol education; encouraging a thriving entertainment and hospitality industry; and looking after people when they are drunk (using a 5-point scale from 'very important' to 'not at all important')

*Q. Next, we'd like to ask your opinions about Auckland Council's roles regarding alcohol. How would you rate the importance of Auckland Council's involvement in the following activities?*

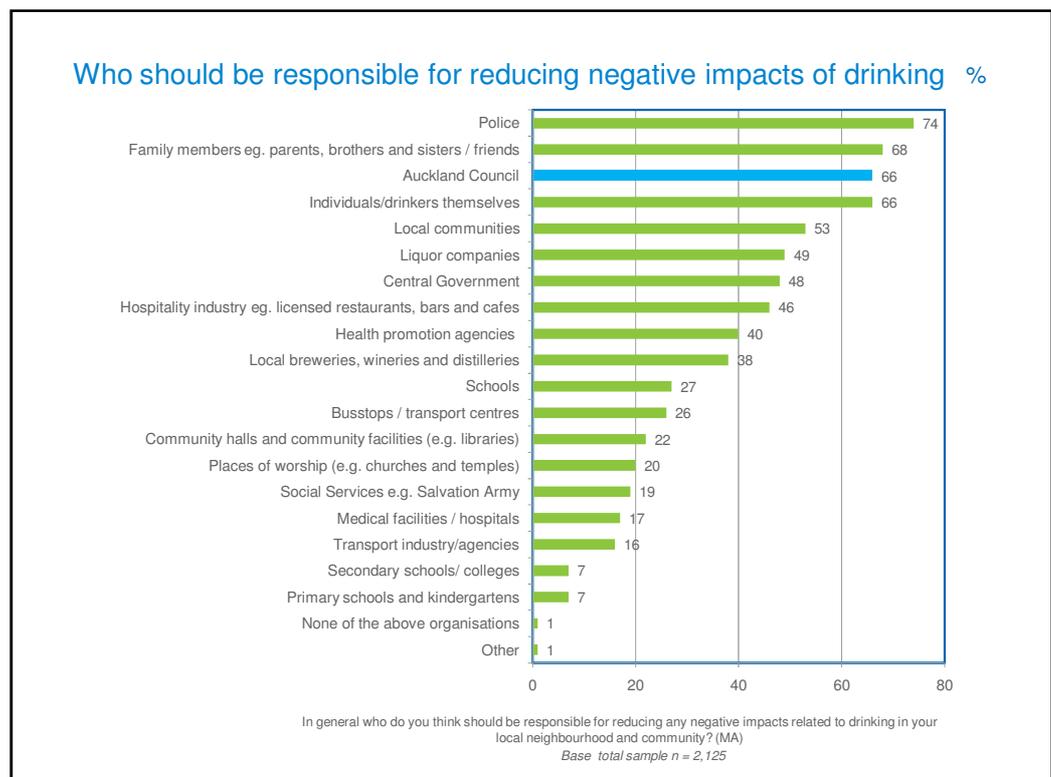
### 13.3 Responsibility for Reducing Negative Impacts of Alcohol

#### Key findings:

- Four key groups are seen to have a role in limiting alcohol-related harm including regulatory agencies and families and individuals/drinkers themselves:

Who should be responsible for reducing negative impacts of drinking? (%)			
Regulatory agencies		Families and individuals	
Police	74%	Family members	68%
Auckland Council	66%	Individuals/drinkers themselves	66%

- Two-thirds (66%) feel Auckland Council has a responsibility for reducing the negative impacts of drinking in their local neighbourhood and community.
- There are also significant levels of support for local communities (53%), liquor companies (49%), the hospitality industry (46%) and Central government (48%) also being involved.
- 80% rate Auckland Council's role as important in reducing negative impacts (4 or 5 on an importance scale) with 52% rating the Council's role as "very important".
- There is fairly strong endorsement for most of the Council roles tested, particularly protecting community assets, liquor licences, liquor bans and protecting people's safety. The only role that received only limited support is 'looking after people when they are drunk'.



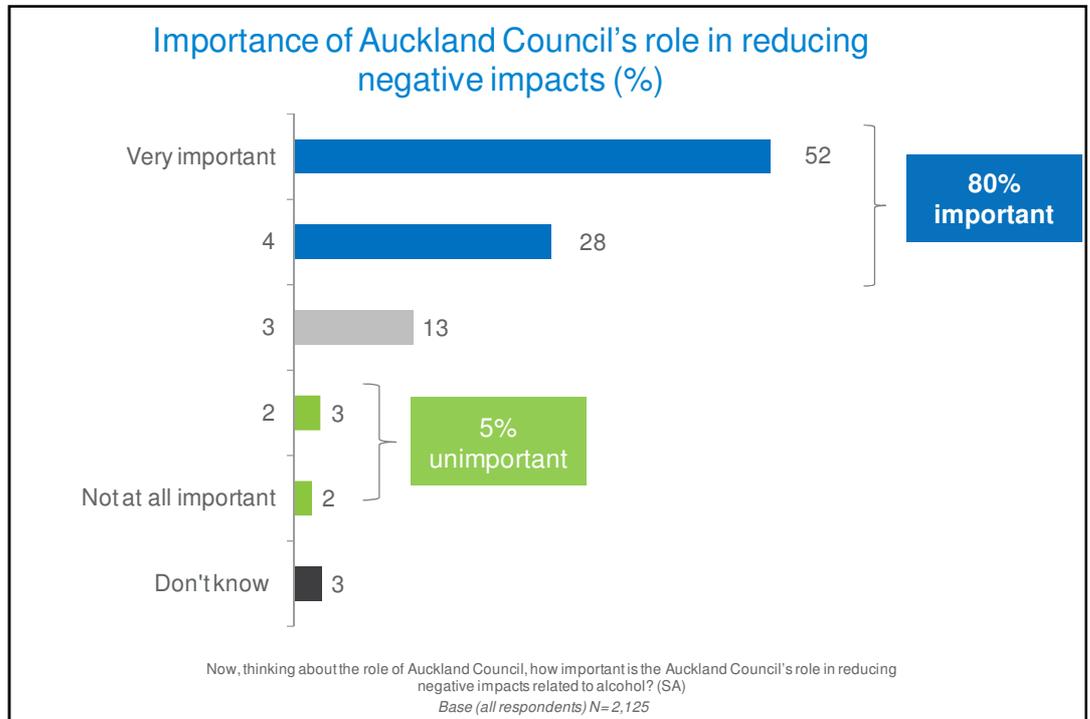
**Believing Auckland Council has a responsibility for reducing any negative impacts by demographics, drinking behaviour and attitudinal segments**

The Conscious and Concerned segment has a higher proportion of people who feel the Council has a responsibility in this area (76% versus 66% overall).

Statement	Significantly more likely to agree Auckland Council has a role	Significantly less likely to agree Auckland Council has a role
<p><b>Auckland Council should be responsible for reducing any negative impacts related to drinking in your local neighbourhood and community (66% agree overall)</b></p>	<ul style="list-style-type: none"> <li>Conscious and concerned segment (76%)</li> </ul>	<ul style="list-style-type: none"> <li>Very regular drinkers (every one to two days) (58%)</li> <li>Feel that overall drinking has a positive impact on life in Auckland (58%)</li> </ul>

### 13.4 Importance of Auckland Council's Role

The vast majority (80%) rate Auckland Council's role in reducing the negative impacts relating to alcohol as important, with 52% rating this role as very important. Only 5% rate this role as unimportant.



### Importance of Council's role in reducing negative impacts by demographics, drinking behaviour and attitudinal segments

Two segments are more inclined to rate Council's role as important: the Conscious & Concerned and Disapprovers.

Also, those from Albert-Eden and Whau Local Board areas see Council's role as relatively more important while residents from North Auckland and Rodney Local Board are significantly less likely to rate Auckland Council's role as important.

Statement	Significantly more likely to agree Auckland Council's role is important	Significantly less likely to agree Auckland Council's role is important
Auckland Council has an important role in reducing any negative impacts related to drinking (80% 4 or 5 on importance scale overall)	<ul style="list-style-type: none"> <li>From Franklin (94%)</li> <li>Disapprover segment (93%)</li> <li>Conscious and concerned segment (91%)</li> <li>From Albert-Eden (91%)</li> <li>From Whau (91%)</li> </ul>	<ul style="list-style-type: none"> <li>Drank 7 or more drinks more than 4 times in the last month (63%)</li> <li>From Rodney (61%)</li> <li>Extreme Drinker segment (53%)</li> </ul>

### 13.5 Importance of Specific Auckland Council Roles

As shown in the chart below, the most important specific roles for council are seen to involve:

Most important specific roles	Type of Role
Protecting community assets like parks, beaches and public buildings (89% 4 or 5 rating on the 5-point importance scale)	<b>Custodian</b>
Issuing and enforcing liquor licenses (86%)	<b>Law enforcer</b>
Introducing liquor bans (83%)	<b>Law maker</b>
Protecting people's safety (79%)	<b>Guardian</b>
Working with community groups to reduce negative impacts of alcohol (79%)	<b>Change maker</b>

By contrast, *looking after people when they are drunk*, a **Carer** role, is not seen as so important (14% very important). Nevertheless, only 22% of those surveyed feel this role is not at all important.

The importance of Council *working with community groups to reduce negative impacts of alcohol* and *trying to change community attitudes to excessive drinking* reflects the Qualitative finding that the home is seen as off-limits for Council intervention (see page 93). Residents want Council to work at a community level rather than having a direct role in people's personal lives.



#### Importance of Council Roles - Significant differences by zone of Auckland

South Auckland residents generally see a stronger role for Council in alcohol education (72% c.f. 64% total sample).

### Importance of Council Roles - Significant differences by Local Board Area

All **Franklin residents** feel it is important for Auckland Council to protect community assets like parks, beaches and public buildings (100%) and almost all agree that Council should issue and enforce liquor licenses (98%), work on liquor bans (96%) and work with community groups to reduce negative impacts of alcohol (91%).

**Albert-Eden residents** are significantly more likely to rate the importance of Auckland Council in issuing and enforcing liquor licences (95%).

**Puketapapa residents** are significantly more likely to rate the importance of Auckland Council in making new rules and regulations to limit excessive drinking (89% c.f. 73% of the total).

Consistent with the findings in the previous section, **Rodney local board residents** generally view a more limited role for Auckland Council. Rodney residents are significantly less likely to rate the importance of Council in: issuing and enforcing liquor licensing (70%); liquor bans (61%); alcohol education (43%); protecting people's safety (59%); and cleaning up drinking-related litter and property damage (55%).

Nearby North Auckland residents of the **Devonport-Takapuna** local board are significantly less likely to rate the importance of Auckland Council in liquor bans (73%) and making new rules and regulations to limit excessive drinking (62%).

**Orakei local board residents** are less likely to rate the importance of Auckland Council in protecting parks, beaches and public buildings (78%) or issuing and enforcing liquor licences (72%).

**13.6  
Rating of  
Auckland  
Council's  
Performance**

**Introduction**

Survey participants were also asked to rate Auckland Council's **performance** in these areas using a five-point scale from Very poor to Very good.

*Q. And how would you rate the current performance of Auckland Council in the following activities?*

**Key findings:**

- **Many Aucklanders are unable to rate Auckland Council's performance in specific activities related to limiting alcohol-related harm.** 'Don't know' responses range from 16 to 40% for each area tested
- **Top-rated areas of Council's performance are protecting community assets (39% 4 or 5 ratings), cleaning up litter and property damage (38%) and introducing liquor bans (35%)**
- **We consider these ratings are relatively poor with room for improvement. Lifting these ratings will be assisted by raising awareness of what Council does in this area.**

**Don't know responses when rating Auckland Council's performance**

There was a relatively high level of 'don't know' responses regarding Auckland Council's performance. This is an indication of limited awareness of many council activities.

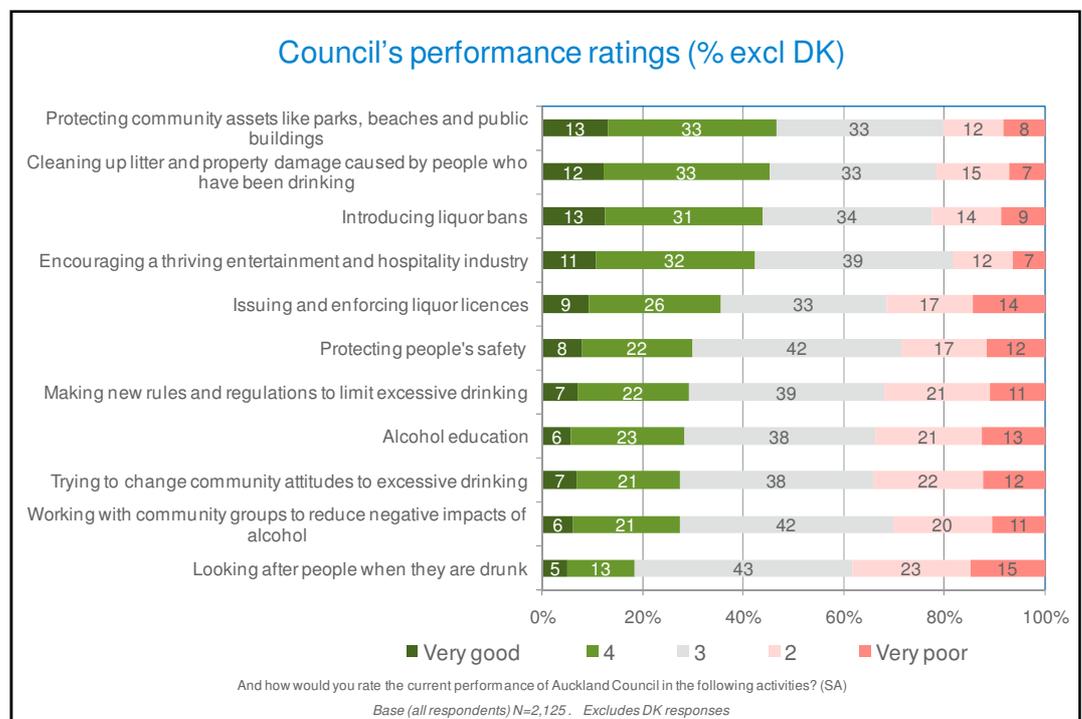
Areas rated	Level of 'don't know' responses %
Looking after people when they are drunk	40
Working with community groups to reduce negative impacts of alcohol	32
Alcohol education and awareness raising	29
Trying to change community attitudes to excessive drinking	27
Making new rules and regulations to limit excessive drinking	27
Issuing and enforcing liquor licences	24
Encouraging a thriving entertainment and hospitality industry	24
Protecting people's safety	23
Introducing liquor bans	20
Cleaning up litter and property damage caused by people who have been drinking	18
Protecting community assets like parks, beaches and public buildings	16

Given this high level of 'don't know' responses, it is likely that current performance ratings are influenced by residents' lack of knowledge and personal experience of Auckland Council's work in this area as revealed in the qualitative study. Nielsen's experience in undertaking other surveys of local government performance shows that people who have *direct personal experiences* of Auckland Council services are likely to rate their service experiences higher than those who base their assessments on *indirect perceptions*. This may explain why so many of the following ratings are centred at 3 on the 5-point scale.

### Performance ratings for Auckland Council excluding don't know responses

To provide a fair basis of comparison for the various performance ratings, 'don't know' responses are excluded in the following analysis. The Council was rated most positively in four areas:

Most positive performance ratings	Type of Role
Protecting community assets like parks, beaches and public buildings (46% 4 or 5 ratings on the 5-point performance scale)	Custodian
Cleaning up litter and property damage caused by people who have been drinking (45%)	Custodian
Introducing liquor bans (44%)	Law maker
Encouraging a thriving entertainment and hospitality industry (43%)	Change maker



### Perceived Performance of Council in Specific Areas - Significant differences by zone of Auckland

There were no statistically significant differences in ratings for Council across the zones of Auckland.

### Perceived Performance of Council in Specific Areas - Significant differences by Local Board Area

**Orakei residents** gave the Council relatively positive ratings for *Protecting community assets like parks, beaches and public buildings* (49% positive ratings); *Trying to change community attitudes to excessive drinking* (35%); *Working with community groups to reduce negative impacts of alcohol* (30%) and *Looking after people when they are drunk* (21%)

**Albert-Eden residents** are significantly less likely to positively rate Auckland Council's performance in *issuing and enforcing liquor licences* (23%). Bear in mind this is a highly important area for Albert-Eden residents, as noted in the previous section.

**13.7 Strategic Matrix: Importance versus Performance for each Role**

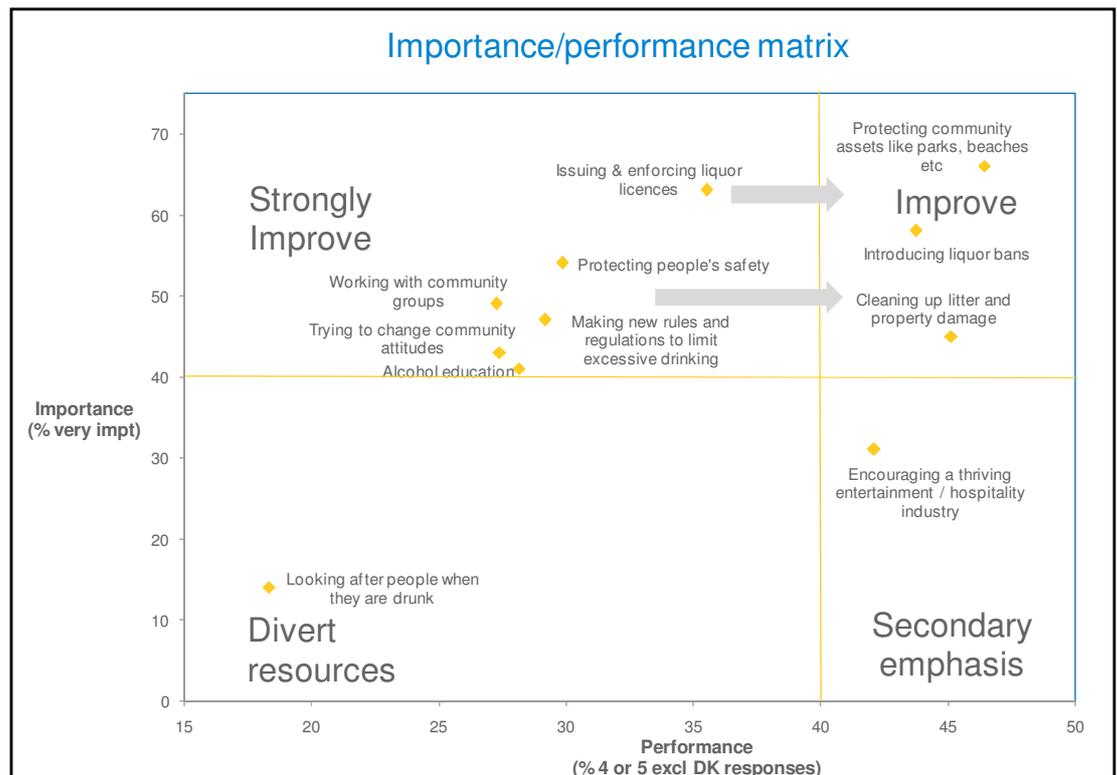
The matrix diagram below summarises Auckland Council roles in alcohol-related harm prevention in terms of perceived **importance** (on the x-axis) and **performance** (on the y-axis). NB. To provide a valid comparison between the roles involved, the bases for the performance ratings exclude ‘don’t know’ ratings.

Four quadrants are shown on the matrix:

- **Improve:** Roles that receive high importance and high performance ratings
- **Strongly Improve:** Roles that receive high importance and lower performance ratings
- **Secondary emphasis:** Roles that receive average importance and average performance ratings
- **Divert resources:** Roles that receive very low importance and lower performance ratings

Based on this analysis, the indicated focus for Auckland Council should be to:

- Improve performance in protecting community assets, introducing liquor bans and cleaning up litter associated with drinking
- Strongly improve in issuing and enforcing liquor licences, making new rules and regulations to limit excessive drinking, and protecting people’s safety
- Direct resources towards developing a stronger performance in alcohol education, and working with communities to change attitudes towards excessive drinking



**An important note**

Where improvement is indicated, as there are relatively high levels of “don’t know” responses in many areas, this may involve improving community **perceptions** of the Council’s performance via **good communication of what the Council does** in areas such as liquor licensing rather than necessarily changing current activities.

# Appendices

## Appendix 1 – Summary of Results by Geographical Area

**Introduction** The following tables provide a perspective on how the results from the Alcohol-Related Harm survey differ by Zone of Auckland and by Local Board area.

**Results from nineteen Local Board areas can be categorised into six zones analysed as follows:**

Local Board Areas
<b>North Zone</b>
Hibiscus and Bays
Upper Harbour
Kaipatiki
Devonport-Takapuna
Rodney
<b>West Zone</b>
Whau
Henderson-Massey
Waitakere Ranges
<b>Central Zone</b>
Albert-Eden
Waitemata
Orakei
Maungakiekie-Tamaki
Puketapapa
<b>South Zone</b>
Manurewa
Franklin
Otara-Papatoetoe
Papakura
Mangere-Otahuhu
<b>Gulf Zone</b>
Waiheke Island
Great Barrier Island
<b>East Zone</b>
Howick

Attitudes to Drinking by Area of Auckland

Attitudes	Total Auckland agree %	Areas significantly more likely to agree	Areas significantly less likely to agree
We have a problem in Auckland with youth and drinking	85		Devonport-Takapuna (74%) Otara-Papatoetoe (69%) Rodney (71%)
We have a problem when it comes to drinking in our communities	76		
I think the problems related to drinking are only getting worse	70		
I'd be embarrassed if people saw me drunk	54	Upper Harbour (70%)	Waitemata (42%)
Our society would be better if people didn't drink	41	Puketapapa (65%)	Devonport-Takapuna (28%)
Drinking makes socialising more fun	33	Devonport-Takapuna (46%)	
Drinking is against my principles	21	<b>West zone (27%)</b> Henderson-Massey (36%)	
I like the feeling of being drunk	14		

### Attitudes to Intervention by Area of Auckland

Attitudes	Total Auckland agree %	Areas significantly more likely to agree	Areas significantly less likely to agree
It's too easy for people to get hold of alcohol	74	Puketapapa (88%)	<b>North zone (68%)</b> <b>Waitakere Ranges (67%)</b> Waitemata (62%)
The actions of a few irresponsible drinkers should not be used as a reason to restrict responsible people from drinking	54		
Problems with drinking are due to inadequate enforcement of current rules	45	Franklin (63%)	Waitemata (31%)
Individuals should be left to make their own choices about drinking	40		Howick (28%)
Apart from a few places, we should be able to buy from places we want	33		
Apart from a few locations, we should be able to drink where we want	28	Devonport-Takapuna (42%)	Mangere-Otahuhu (12%)
Laws and regulations to control how people drink are fine as they are	22	Hibiscus and Bays (33%)	
Central or local government have more important things to get on with than worry about drinking regulations	20	<b>South zone (27%)</b> Otara-Papatoetoe (36%) Devonport-Takapuna (29%)	

### Membership of Attitudinal Segments by Area of Auckland

Segment	Total Auckland %	Areas with significantly more people in this segment	Areas with significantly less people in this segment
Balance Seekers	36	Hibiscus and Bays (49%)	
Temperates	29		
Conscious & Concerned	12		
Disapprovers	14		Devonport-Takapuna (4%)
Socialisers	6	Manurewa (13%)	
Extreme Drinkers	2	Devonport-Takapuna (7%)	

### Perceived Overall Impact of Drinking on Life in Auckland by Area of Auckland

Overall impact	Total Auckland %	Areas with significantly more responses	Areas with significantly less responses
Positive	14	Maungakiekie-Tamaki (28%)	
Neutral	18		
Negative	66	Puketapapa (83%)	Maungakiekie-Tamaki (53%)

**Perceived Benefits of Drinking by Area of Auckland**

Benefits (only benefits where significant differences exist are shown)	Total Auckland % agree	Areas significantly more likely to agree	Areas significantly less likely to agree
Having a drink enhances the experience of eating out	45		<b>West zone (37%)</b> Mangere-Otahuhu (29%) Henderson-Massey (28%) Puketapapa (26%)
I like having a drink at my local club e.g. sports club, RSA etc.	32	Whau (42%)	
It's good that the alcohol industry supports community and sporting groups through grants and funding	45	Waitakere Ranges (61%)	<b>Central zone (39%)</b> Puketapapa (29%)

**Perceived Negative Impacts of Drinking By Area of Auckland**

Negative Impacts (only impacts where significant differences exist are shown)	Total Auckland % agree	Areas significantly more likely to agree	Areas significantly less likely to agree
Drinking has wider economic costs to society via spending on ACC, police and hospitals etc.	84		Waitemata (73%)
Violence, assaults and fighting usually involve drunk people	82	Franklin (92%)	
Drunk people often cause damage in my neighbourhood (e.g. smashed glass, property damage and graffiti)	53	<b>South zone (62%)</b> Mangere-Otahuhu (74%)	Devonport-Takapuna (41%)
Drunk people urinating in public, vomiting or being loud is common in the community	53	<b>South zone (67%)</b> Mangere-Otahuhu (75%) Franklin (70%) Otara-Papatoetoe (69%)	<b>North zone (46%)</b> Hibiscus and Bays (34%)

**Places Where Negative Impacts Occur by Area of Auckland**

Places where negative impacts occur	Total Auckland (negative impact 4 or 5) %	Areas with significantly more mentions	Areas with significantly less mentions
Parks and public places	64		Waitakere Ranges (48%) Waitemata (52%)
Bars and night clubs	58		Orakei (43%)
Public events	56		Waitemata (43%)
People's homes	42	Mangere-Otahuhu (59%)	
Sports clubs	39		
Cafes and restaurants	15		Waitakere Ranges (6%)

**Geographical Areas Where Negative Impacts Occur by Area of Auckland**

Geographical areas where negative impacts occur	Total Auckland (negative impact 4 or 5) %	Areas with significantly more mentions	Areas with significantly less mentions
North Shore	37		
West Auckland	55		
Eastern suburbs	31		Devonport-Takapuna (20%)
Central Auckland excl. the CBD	49		
Central Auckland CBD	66		
Other major town centres	40		Hibiscus and Bays (28%)
South Auckland	73		
Rural areas of Auckland	22	<b>South zone (30%)</b>	
My suburb	30	<b>South zone (50%)</b> Mangere-Otahuhu (67%) Manurewa (57%) Otara-Papatoetoe (42%) Waitemata (41%)	<b>East zone (18%)</b> <b>North zone (18%)</b> Devonport-Takapuna (19%) Howick (18%) Albert-Eden (17%) Hibiscus and Bays (13%) Upper Harbour (11%)

**Attitudes to the Number of Places Where People Can Drink Alcohol by Area of Auckland**

Number of places where people can drink alcohol	Total Auckland %	Areas with significantly more mentions	Areas with significantly less mentions
Too Low	7	<b>West zone (13%)</b> Waitakere Ranges (19%)	
About right	58	<b>North zone (69%)</b> Hibiscus and Bays (81%) Devonport-Takapuna (71%)	<b>South zone (43%)</b> Waitemata (45%) Otara-Papatoetoe (41%) Manurewa (31%)
Too high	28	<b>South zone (42%)</b> Manurewa (56%) Otara-Papatoetoe (40%) Waitemata (43%)	<b>North zone (20%)</b> Devonport-Takapuna (16%) Hibiscus and Bays (14%) Waitakere Ranges (12%)

**Attitudes to the Number of Places Where People Can Purchase Alcohol by Area of Auckland**

Number of places where people can purchase alcohol	Total Auckland %	Areas with significantly more mentions	Areas with significantly less mentions
Too Low	6	<b>West zone (17%)</b> Waitakere Ranges (24%) Henderson-Massey (20%)	<b>South zone (1%)</b>
About right	43	<b>North zone (53%)</b> <b>West zone (51%)</b> Rodney (70%) Orakei (63%) Devonport-Takapuna (58%) Whau (57%)	<b>South zone (27%)</b> Puketapapa (27%) Otara-Papatoetoe (19%) Manurewa (10%)
Too high	49	<b>South zone (68%)</b> Manurewa (83%) Otara-Papatoetoe (72%) Puketapapa (71%) Mangere-Otahuhu (64%)	<b>North zone (41%)</b> <b>West zone (28%)</b> Henderson-Massey (30%) Orakei (32%) Whau (32%) Rodney (24%) Waitakere Ranges (16%)

### Unacceptable Placement of Liquor Outlets by Area of Auckland

Unacceptable placement of liquor outlets	Total Auckland % un-acceptable	Areas with significantly more mentions	Areas with significantly less mentions
In business districts	27	Manurewa (44%) Otara-Papatoetoe (40%)	
In shopping centres	28	<b>West zone (37%)</b> Manurewa (45%)	<b>North zone (21%)</b> Devonport-Takapuna (16%)
Near police stations / fire stations	48		<b>Central zone (41%)</b> Albert-Eden (29%)
Near bus stops / transport centres	68	<b>South zone (75%)</b> Mangere-Otahuhu (82%)	Orakei (54%) Maungakiekie-Tamaki (52%)
Near community halls and community facilities (e.g. libraries)	72	<b>South zone (79%)</b> Manurewa (87%)	Waitemata (57%) Waitakere Ranges (55%)
Near places of worship (e.g. churches and temples)	72	<b>South zone (80%)</b> Otara-Papatoetoe (86%)	
Near medical facilities / hospitals	78		
Near secondary schools/ colleges	90		Orakei (79%)
Near primary schools and kindergartens	90		Orakei (80%)

### Attitudes to Liquor Bans by Area of Auckland

Liquor bans reduce alcohol-related problems	Total Auckland % agree	Areas more likely to agree/disagree	Areas less likely to agree/ disagree
Agree	68		
Disagree	14	Otara-Papatoetoe (23%)	Hibiscus and Bays (3%)

### Importance of Auckland Council's Role in Reducing the Negative Impacts of Drinking

Importance of Auckland Council's role	Total Auckland %	Areas with significantly more mentions	Areas with significantly less mentions
Important	80	Albert-Eden (91%) Whau (91%)	<b>North zone (73%)</b> Rodney (61%)
Neither important nor unimportant	13		Franklin (4%)
Unimportant	5	<b>North (8%)</b> Rodney (13%)	

**Importance of Specific Roles for Auckland Council in Reducing the Negative Impacts of Drinking**

Importance of specific Council roles (only those roles where significant differences exist are shown)	Total Auckland % important	Areas with significantly more mentions	Areas with significantly less mentions
Protecting community assets like parks, beaches and public buildings	89		Orakei (78%)
Issuing and enforcing liquor licences	85	Albert-Eden (95%)	Orakei (72%) Rodney (70%)
Introducing liquor bans	82	Franklin (96%)	Devonport-Takapuna (73%) Rodney (61%)
Protecting people's safety	79		Rodney (59%)
Working with community groups to reduce negative impacts of alcohol	78		Waitakere Ranges (67%)
Cleaning up litter and property damage caused by people who have been drinking	75		Rodney (55%)
Making new rules and regulations to limit excessive drinking	73	Puketapapa (89%)	Devonport-Takapuna (62%)
Alcohol education	64	<b>South zone (72%)</b>	Rodney (43%)

**Performance of Auckland Council in reducing the negative impacts of drinking**

Performance of Auckland Council (only those roles where significant differences exist are shown)	Total Auckland % good & very good	Areas rated significantly more positively	Areas rated significantly less positively
Working with community groups to reduce negative impacts of alcohol	19	Orakei (30%) Whau (29%)	<b>North zone (14%)</b>
Looking after people when they are drunk	11	Orakei (21%)	
Trying to change community attitudes to excessive drinking	19	Orakei (35%)	

## Appendix 2 - Margin of Error Tables

**Margin of Error Tables** The table below shows the margin of error that can be expected for different sub-sample sizes, at the 95% confidence level. For example, if a particular answer is around 15% of a sub-sample of 500, 95 times out of 100 the actual figure will be within 3.1 percentage points of the given figure.

SAMPLE PROPORTION	SAMPLE SIZE	5% OR 95%	10% OR 90%	15% OR 85%	20% OR 80%	25% OR 75%	30% OR 70%	35% OR 65%	40% OR 60%	45% OR 55%	50% maximum
		50	6.0	8.3	9.9	11.1	12.0	12.7	13.2	13.6	13.8
100	4.3	5.9	7.0	7.8	8.5	9.0	9.3	9.6	9.8	9.8	
150	3.5	4.8	5.7	6.4	7.0	7.4	7.6	7.8	8.0	8.0	
200	3.0	4.2	5.0	5.6	6.0	6.4	6.6	6.8	6.9	6.9	
250	2.7	3.7	4.4	5.0	5.4	5.7	5.9	6.1	6.2	6.2	
300	2.5	3.4	4.0	4.5	4.9	5.2	5.4	5.6	5.6	5.7	
400	2.1	2.9	3.5	3.9	4.2	4.5	4.7	4.8	4.9	4.9	
500	1.9	2.6	3.1	3.5	3.8	4.0	4.2	4.3	4.4	4.4	
600	1.7	2.4	2.9	3.2	3.5	3.7	3.8	3.9	4.0	4.0	
700	1.6	2.2	2.6	3.0	3.2	3.4	3.5	3.6	3.7	3.7	
800	1.5	2.1	2.5	2.8	3.0	3.2	3.3	3.4	3.4	3.5	
900	1.4	2.0	2.3	2.6	2.8	3.0	3.1	3.2	3.3	3.3	
1000	1.4	1.9	2.2	2.5	2.7	2.8	3.0	3.0	3.1	3.1	
1500	1.1	1.5		2.0		2.3		2.5	2.5	2.5	
2,125 (full sample)	0.9	1.3	1.5	1.7	1.8	1.9	2.0	2.1	2.1	2.1	

## Appendix 3 - Description of the Weighting

### Description of the Weighting

#### Introduction

The survey data was weighted to population figures from the **2006 Census** to ensure an accurate representation of respondents from this survey. This weighting was based on: **age, gender, ethnicity and location (both at the ward and local board level)**.

#### A Rim Weighting

We used a rim weighting, because the sample size is insufficient to weight using a cell-based weighting (i.e. numbers are insufficient when we look at interlocked cells for all locations e.g. ethnicity by age by gender by location) and also because we needed to weight both at the local board and ward level (see notes below).

The rims used match the population figures in three separate areas:

**Rim 1:** Age by gender by ethnicity

**Rim 2:** Age by gender by local board area

**Rim 3:** Ward population. **NB:** A key reason for including the ward rim as well as the local board rim was to manage the Waiheke and Great Barrier responses with very small sample sizes (n=17 and n=1 respectively) - we could not accurately weight these results at the local board level

#### Weighting Variables

**Age Groups:** Three groups: 18-34 yrs, 35-54 yrs and 55+ yrs; to get the precise proportions of young, medium, and senior residents.

**Gender:** Two groups: Male, Female

**Ethnicity:** Two groups: European / Non-European. We could not go finer than this, because of the sample size. Classification for each group is as follows, using Statistics New Zealand Census 2006 data:

**European** made up of NZ European/Pakēha, European, Australian, South African and North American (respondents who are both European and Non-European are classified as European)

**Non-European** made up of Maori, Samoan, Tongan, Other Pacific peoples, Chinese, Korean, Other Asian, Indian, South American and other ethnicity (Non-European includes only people who did not say European)

**Location:** Made up of 21 Local board areas within 13 Wards, as shown in the table below. **NB:** Attributing a respondent to a Board or Ward area was achieved at the individual respondent level based on the suburb they live in, according to lists provided by Council.

Location Classification	
Ward	Local Board
Albany	Hibiscus and Bays Upper Harbour
Albert-Eden-Roskill	Albert-Eden Puketapapa
Franklin	Franklin
Howick	Howick
Manukau	Mangere-Otahuhu Otara-Papatoetoe
Manurewa-Papakura	Manurewa Papakura Puketapapa
Maungakiekie - Tamaki	Maungakiekie-Tamaki
North Shore	Devonport-Takapuna Kaipatiki
Orakei	Orakei
Rodney	Rodney
Waitakere	Henderson-Massey Waitakere Ranges
Waitemata and Gulf	Great Barrier Waiheke Waitemata
Whau	Whau

### Maximum Weight Factors

We looked carefully at the weight factors involved for different sample groups and ensured the maximum weight factor involved was less than 6 and the minimum was 0.3. This was achieved by collapsing cells in six instances (see below) where the weight factors would have been relatively large.

Maximum and minimum weight factors for each rim were as follows:

Rim	Minimum weight factor	Maximum weight factor
<b>Rim 1:</b> Age by gender by ethnicity	<b>0.5</b> NZ European female aged 35 to 54	<b>5.1</b> Non-NZ European female aged 55 plus
<b>Rim 2:</b> Age by gender by local board area	<b>0.3</b> Upper Harbour male aged 55+	<b>5.2</b> Henderson-Massey male aged 18 to 34
<b>Rim 3:</b> Ward population	<b>0.8</b> Albany residents	<b>1.4</b> Howick residents

### Cells collapsed

For cells with low sample sizes (less than approx. 7 respondents) where the weighting factors would have been extreme, we collapsed the cells to the next largest grouping. There were six cases where cells were collapsed:

**Age/gender groups:** due to low sample size within local boards for this age/gender group.

#### By Local Board

Papakura            Male 18-34 collapsed into Male 35-54  
 Rodney             Male 18-34 into Male 35-55  
 Rodney             Female 18-34 into Female 35-55

**Local board:** due to low sample sizes in Waiheke Island (n=17) and Great Barrier (n=1), we collapsed three Board areas to the broader Ward area involved (i.e. Waitemata and Gulf):

Great Barrier	into Waitemata and Gulf
Waiheke	into Waitemata and Gulf
Waitemata	into Waitemata and Gulf

## Appendix 4 - Survey Questionnaire

Following is the survey Questionnaire:

Study ID	<u>ACALC2</u>	(101-106)	Resp. No.	_____	(107-109)
Interviewer No.	_____	(113-116)	Interview Length	_____	(117-118)
No. Of Queries	_____	(119-120)	Reference No.	_____	(121-124)

Q1	<b>Initial screening and demographic quota questions</b>	Code (125)	Route
	Do you live in the Auckland Region, that is from Wellsford in the North to Franklin in the South including the Gulf Islands eg. Waiheke Island and Great Barrier Island? [SA]		
	Yes .....		
No.....	2	CLOSE	

Q2	What is your <b>gender</b> ? [SA]	Code (126)	Route	
	Male.....			1
	Female.....			2

Q3	<b>Show as a drop-down box</b>	Code (127)	Route		
	How old are you? [SA]				
	Less than 18 .....			1	CLOSE
	18 .....			2	
	19 .....			3	
	20 .....			4	
	.....			5	
99 or more .....	6				

Q4	How would you best describe your <b>ethnicity</b> ? [MA] <i>PROBE Please select as many as apply.</i>	Code (128)	Route
	NZ European / Pakēha.....	01	
	Maori .....	02	
	Samoan .....	03	
	Tongan .....	04	
	Other Pacific peoples .....	05	
	Chinese .....	06	
	Korean .....	07	
	Other Asian .....	08	
	Indian .....	09	
	European .....	10	
	Australian .....	11	
	South African .....	12	
	North American .....	13	
	South American .....	14	
	Some other ethnicity (please specify) .....	98	
Q5	<b>Suburb of Auckland (will enable Local Board area quotas to be monitored)</b> From the following alphabetical list, in which suburb do you live? [SA] <i>PROBE If you cannot find your suburb, please select the nearest adjacent suburb</i>	Code (138)	Route
	.....	1	
Q6	<b>Industry screener</b> Do you or any members of your immediate family work in the following areas?[SA]	Code (139)	Route
	Sales, marketing, distribution, production, or large-scale purchasing of alcohol .....	1	CLOSE
	An alcohol-related government or non-government agency (eg. Alcoholics Anonymous, ALAC, local government) .....	2	CLOSE
	Alcohol policing, health, or counselling (eg. police, psychiatrists or medical physicians) .....	3	CLOSE
	An Auckland Council employee who works in an alcohol-related area (including staff and elected representatives such as councillors or local board members etc.) .....	4	CLOSE
	None of the above .....	5	

**INTRODUCTION**

This survey is about **drinking, i.e. drinking alcohol**

Whether or not you drink, we are interested in your opinions.

NB. There are no wrong or right answers and your answers will be amalgamated with hundreds of others, so what you say is totally anonymous. Your responses will be kept in strict confidence and if you would like to view our privacy statement, please click here: [Link](#)  
This survey should take you around 15 minutes to complete

Q7

**RANDOMISE STATEMENTS**

People have different attitudes and opinions about the influence of drinking in general.

How much do you agree or disagree with the following statements? [SA]

	Strongly disagree				Strongly agree	Don't know
(140)						
(R1) Drinking makes socialising a lot more fun .....	1	2	3	4	5	6
(141)						
(R2) Individuals should be left to make their own choices about drinking .....	1	2	3	4	5	6
(142)						
(R3) I'd be embarrassed if my friends saw me drunk .....	1	2	3	4	5	6
(143)						
(R4) I like the feeling of being drunk .....	1	2	3	4	5	6
(144)						
(R5) Our society would be better if people didn't drink .....	1	2	3	4	5	6
(145)						
(R6) Drinking is against my principles .....	1	2	3	4	5	6
(146)						
(R7) It's too easy for people to get hold of alcohol .....	1	2	3	4	5	6
(147)						
(R8) Apart from a few locations, we should be able to drink where we want .....	1	2	3	4	5	6
(148)						
(R9) Apart from a few places, we should be able to buy from places we want .....	1	2	3	4	5	6
(149)						
(R10) We have a problem in Auckland with youth and drinking .....	1	2	3	4	5	6
(150)						
(R11) We have a problem when it comes to drinking in our communities .....	1	2	3	4	5	6
(151)						
(R12) I think the problems related to drinking are only to getting worse .....	1	2	3	4	5	6
(152)						
(R13) Laws and regulations to control how people drink are fine as they are .....	1	2	3	4	5	6
(153)						
(R14) Problems with drinking are due to inadequate enforcement of current rules .....	1	2	3	4	5	6

	(154)					
Central or local government have more important things to get on with than worry (R15) about drinking regulations .....	1	2	3	4	5	6
	(155)					
The actions of a few irresponsible drinkers should not be used as a reason to restrict (R16) responsible drinking .....	1	2	3	4	5	6

**Q8 RANDOMISE STATEMENTS**  
People also have different attitudes and opinions about the influence of drinking in the community. How much do you agree or disagree with the following statements? [SA]

	Strongly disagree				Strongly agree	Don't know/Not applicable
	(156)					
Having a drink enhances the experience of (R1) eating out .....	1	2	3	4	5	6
	(157)					
Pubs, bars and clubs play a role in bringing (R2) our community together.....	1	2	3	4	5	6
	(158)					
I like having a drink at my local club eg. (R3) sports club, RSA etc.....	1	2	3	4	5	6
	(159)					
It's good that the alcohol industry supports community and sporting groups through (R4) grants and funding.....	1	2	3	4	5	6
	(160)					
The sale of alcohol supports employment (R5) opportunities.....	1	2	3	4	5	6
	(161)					
Drinking is part of Auckland being a (R6) sophisticated city.....	1	2	3	4	5	6
	(162)					
Drinking adds to the fun and excitement of (R7) living in Auckland.....	1	2	3	4	5	6
	(163)					
Drunk driving has a very negative impact on (R8) the community.....	1	2	3	4	5	6
	(164)					
I don't feel safe on the streets when people (R9) have been drinking .....	1	2	3	4	5	6
	(165)					
Violence, assaults and fighting usually (R10) involve drunk people .....	1	2	3	4	5	6
	(166)					
Drunk people often cause damage in my neighbourhood (eg. smashed glass, property (R11) damage and graffiti) .....	1	2	3	4	5	6
	(167)					
Drunk people urinating in public, vomiting or (R12) being loud is common in the community .....	1	2	3	4	5	6
	(168)					

Drinking has wider economic costs to society via spending on ACC, police and hospitals (R13) etc.....	1 (169)	2	3	4	5	6
Excessive drinking has a negative impact on individuals and families eg. domestic (R14) violence, health and financial costs .....	1	2	3	4	5	6

Q9	Overall, when weighing up all the positives and negatives that come from people drinking, do you consider it to have a positive or negative impact on life in Auckland? [SA]	Code (170)	Route
	Very negative.....	01	
	Moderately negative.....	02	
	Slightly negative.....	03	
	Neutral.....	04	
	Slightly positive.....	05	
	Moderately positive.....	06	
	Very positive.....	07	
	Don't know.....	99	

Q10	<b>RANDOMISE STATEMENTS</b> Thinking in general about <b>where</b> negative impacts of drinking may be happening in Auckland, how much impact, if any, occurs in the following <b>places and venues?</b> [SA]	No negative impact				Extreme negative impact	Don't know
	(226)						
	(R1) People's homes .....	1	2	3	4	5	6
	(227)						
	(R2) Public events .....	1	2	3	4	5	6
	(228)						
	(R3) Bars and night clubs .....	1	2	3	4	5	6
	(229)						
	(R4) Cafes and restaurants .....	1	2	3	4	5	6
	(230)						
	(R5) Parks and public places .....	1	2	3	4	5	6
	(231)						
	(R6) Sports clubs .....	1	2	3	4	5	6

Q11 <b>RANDOMISE STATEMENTS</b>		Still thinking about <b>where</b> negative impacts of drinking might be happening in Auckland, how much impact, if any, occurs in the following geographical areas of Auckland? [SA]					
	No negative impact				Extremely negative impact	Don't know	
	(232)						
(R1) The North Shore .....	1	2	3	4	5	6	
	(233)						
(R2) West Auckland .....	1	2	3	4	5	6	
	(234)						
(R3) Eastern suburbs .....	1	2	3	4	5	6	
	(235)						
(R4) Central Auckland excluding the CBD i.e. the inner suburbs of Auckland city .....	1	2	3	4	5	6	
	(236)						
(R5) Central Auckland CBD i.e. the inner suburbs of Auckland city .....	1	2	3	4	5	6	
	(237)						
(R6) Other major town centres outside the CBD .....	1	2	3	4	5	6	
	(238)						
(R7) South Auckland .....	1	2	3	4	5	6	
	(239)						
(R8) Rural areas of Auckland .....	1	2	3	4	5	6	
	(240)						
(R9) My suburb in particular .....	1	2	3	4	5	6	

Q12 Are there any other areas or suburbs where you see a negative impact of drinking in Auckland? [SA]		Code (241)	Route
Yes (please specify).....		1	
No.....		2	

**Liquor outlets**

Q13 Thinking about the <b>places where people can drink</b> , including bars, restaurants, nightclubs, sports clubs and some cafes. [SA]		Much too low	A bit too low	About right	A bit too high	Much too high	Don't know
	(242)						
Overall, is <b>the total number of places</b> where people can drink in your (R1) neighbourhood...? .....	1	2	3	4	5	6	

Q14	<b>FOR CODE 1 (Much too low) only OR CODE 5 (Much too high) from Q13only</b> Specifically which types of places <b>where people can drink</b> have a [insert either "much too low" for code 1 or "much too high" for code5] number in your neighbourhood? [MA]	Code (243)	Route
	Bars .....	01	
	Licensed restaurants .....	02	
	Licensed cafes .....	03	
	Night clubs .....	04	
	Sports clubs .....	05	
	Other (specify) .....	98	
	Don't Know .....	99	

Q15	Now thinking about the <b>places where people can purchase alcohol</b> . This includes supermarkets, large 'chain' liquor stores, small bottle stores, and some dairies. [SA]	Much too low	A bit too low	About right	A bit too high	Much too high	Don't know
		(253)					
		Overall, is the <b>total number of places</b> where people can purchase alcohol in your (R1) neighbourhood ...	1	2	3	4	5

Q16	<b>FOR CODE 1 (Much too low) only OR CODE 5 (Much too high) from Q15only</b> Specifically which types of places where people can purchase alcohol have a [insert either "much too low" for code 1 or "much too high" for code5] number in your neighbourhood? [MA]	Code (254)	Route
	Supermarkets .....	01	
	Large chain liquor stores .....	02	
	Small bottle stores .....	03	
	Dairies .....	04	
	Other (specify) .....	98	
	Don't Know .....	99	

Q17 **RANDOMISE STATEMENTS**  
Now we'd like your view on where liquor outlets could be located.  
Should liquor outlets be permitted to operate near to the following? [SA]

	Yes	No	Don't know
(R1) Primary schools and kindergartens .....	1 (264)	2	3
(R2) Secondary schools/ colleges .....	1 (265)	2	3
(R3) Places of worship (eg. churches and temples) .....	1 (266)	2	3
(R4) Community halls and community facilities (eg. libraries) .....	1 (267)	2	3
(R5) Medical facilities / hospitals .....	1 (268)	2	3
(R6) Shopping centres .....	1 (269)	2	3
(R7) Bus-stops / transport centres .....	1 (270)	2	3
(R8) Business districts .....	1 (271)	2	3
(R9) Police stations / fire stations .....	1 (272)	2	3

Q18 Now we'd like your view on **liquor bans** - these are bans that prevent people from drinking alcohol in certain public places, to try and limit problems. Bans are put in place by Auckland Council, and enforced by police.  
[SA]

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Don't know
Overall, how much do you agree or disagree that <b>liquor bans reduce problems caused by alcohol in public places?</b> .....	1 (273)	2	3	4	5	6

**Q19 RANDOMISE LIST**  
Liquor bans may be put in place by the Auckland Council for a **number of different reasons**. From the following list, how effective would a liquor ban be in reducing the following?[SA]

	Not effective				Very effective	Don't know
	(274)					
(R1) Littering and property damage .....	1	2	3	4	5	6
	(275)					
(R2) Excessive noise .....	1	2	3	4	5	6
	(276)					
(R3) Violence .....	1	2	3	4	5	6
	(277)					
(R4) Crime .....	1	2	3	4	5	6
	(278)					
(R5) Threats to personal safety .....	1	2	3	4	5	6
	(279)					
(R6) Offensive behaviour .....	1	2	3	4	5	6
	(280)					
(R7) Feeling unsafe in public areas .....	1	2	3	4	5	6

**Q20 RANDOMISE LIST**  
Please rate how much you **approve or disapprove of liquor bans** being used in the **following locations**[SA]

	Strongly disapprove				Strongly approve	Don't know
	(313)					
(R1) Regional parks and reserves .....	1	2	3	4	5	6
	(314)					
(R2) Local parks and reserves .....	1	2	3	4	5	6
	(315)					
(R3) Town centres/shopping and business areas .....	1	2	3	4	5	6
	(316)					
(R4) Beaches .....	1	2	3	4	5	6
	(317)					
(R5) Streets surrounding major stadiums .....	1	2	3	4	5	6
	(318)					
(R6) Car parks .....	1	2	3	4	5	6
	(319)					
(R7) Playgrounds .....	1	2	3	4	5	6
	(320)					

(R8) Skate parks .....	1	2	3	4	5	6
------------------------	---	---	---	---	---	---

<b>Q21</b>	Liquor bans may be <b>different from place to place</b> . For example, some liquor bans prevent people from drinking at certain places 24-hours a day, 7 days a week. Other liquor bans only apply at certain times of day (eg. after dark) or during specific seasons and holiday periods. Thinking about Auckland as a whole, do you believe council should... [SA]	Code (321)	Route
	Apply consistent times for liquor bans in <b>all locations</b> .....	01	
	Apply consistent times for liquor bans for <b>similar types of locations (eg. all parks)</b> .....	02	
	Apply different times based on when problems are occurring in a particular place .....	03	
	Other (specify) .....	98	
	Don't know .....	99	

**Q22 REPEAT QUESTION FOR EACH LIQUOR BAN AREA RATED 'STRONGLY APPROVE' OR 'APPROVE' AT Q20**  
**Please show this question once per area**  
**this is MA questions**  
 For [insert area mentioned at Q20 eg. 'Regional parks and Reserves'], what would be the best times for a liquor ban?  
 [SA]  
*PROBE Please choose the best combination of answers that matches what you want eg. you could choose a weekend **and** a night-time only ban*

	Regional parks and reserves	Local parks and reserves	Town centres/ shopping and business areas	Beaches	Streets surrounding major stadiums	Car parks	Playgrounds	Skate Parks
(331)								
(R1) Year round 24-hour ban .....	1	2	3	4	5	6	7	8
(332)								
Seasonal ban eg. during holiday periods, or summer months .....	1	2	3	4	5	6	7	8
(333)								
Week-day bans (Monday-Friday) (R3) .....	1	2	3	4	5	6	7	8
(334)								
(R4) Weekend bans .....	1	2	3	4	5	6	7	8
(335)								
(R5) Night-time only ban .....	1	2	3	4	5	6	7	8
(336)								
(R6) Afternoon and night-time ban .....	1	2	3	4	5	6	7	8
(461)								
(R99) Don't know .....	1	2	3	4	5	6	7	8

Q23	<b>RANDOMISE LIST EXCEPT 'OTHER' and 'none of the above'</b> Place 'other' above 'none' In general who do you think should be responsible for reducing any negative impacts related to drinking in your local neighbourhood and community? [MA] <i>PROBE Select all that apply</i>	Code (462)	Route
	Health promotion agencies eg. the sponsors of the drink driving advertising .....	01	
	Auckland Council .....	02	
	Local breweries, wineries and distilleries.....	03	
	Local communities .....	04	
	Family members eg. parents, brothers and sisters .....	05	
	Hospitality industry eg. licensed restaurants, bars and cafes .....	06	
	Individuals .....	07	
	Police .....	08	
	Schools .....	09	
	Social Services eg. Salvation Army .....	10	
	Central Government .....	11	
	Transport industry/agencies .....	12	
	Liquor companies.....	13	
	None of the above organisations .....	97	
	Other (specify) .....	98	

Q24	<b>ASK ALL</b> Now, thinking about the role of Auckland Council. [SA]	Not at all important				Very important	Don't know
	How important is Auckland Council's role in (R1) reducing negative impacts related to alcohol?	(472)					
		1	2	3	4	5	6

Q25 <b>RANDOMISE LIST</b>						
Next, we'd like to ask your opinions about Auckland Council's roles regarding alcohol. How would you rate the <b>importance</b> of Auckland Council's involvement in the following activities? [SA]						
	Not at all important				Very important	Don't know
	(473)					
(R1) Encouraging a thriving entertainment and hospitality industry .....	1	2	3	4	5	6
	(474)					
(R2) Protecting people's safety .....	1	2	3	4	5	6
	(475)					
(R3) Protecting community assets like parks, beaches and public buildings .....	1	2	3	4	5	6
	(476)					
(R4) Cleaning up litter and property damage caused by people who have been drinking ..	1	2	3	4	5	6
	(477)					
(R5) Looking after people when they are drunk ..	1	2	3	4	5	6
	(478)					
(R6) Introducing liquor bans .....	1	2	3	4	5	6
	(479)					
(R7) Issuing and enforcing liquor licences .....	1	2	3	4	5	6
	(480)					
(R8) Making new rules and regulations to limit excessive drinking .....	1	2	3	4	5	6
	(513)					
(R9) Trying to change community attitudes to excessive drinking .....	1	2	3	4	5	6
	(514)					
(R10) Alcohol education .....	1	2	3	4	5	6
	(515)					
(R11) Working with community groups to reduce negative impacts of alcohol .....	1	2	3	4	5	6

Q26 <b>RANDOMISE LIST</b> And how would you rate the current <b>performance</b> of Auckland Council in the following activities? [SA]						
	Very poor				Very good	Don't know
(516) Encouraging a thriving entertainment and (R1) hospitality industry .....	1	2	3	4	5	6
(517) (R2) Protecting people's safety .....	1	2	3	4	5	6
(518) Protecting community assets like parks, (R3) beaches and public buildings .....	1	2	3	4	5	6
(519) Cleaning up litter and property damage (R4) caused by people who have been drinking .....	1	2	3	4	5	6
(520) (R5) Looking after people when they are drunk .....	1	2	3	4	5	6
(521) (R6) Introducing liquor bans .....	1	2	3	4	5	6
(522) (R7) Issuing and enforcing liquor licences .....	1	2	3	4	5	6
(523) Making new rules and regulations to limit (R8) excessive drinking .....	1	2	3	4	5	6
(524) Trying to change community attitudes to (R9) excessive drinking .....	1	2	3	4	5	6
(525) (R10) Alcohol education and awareness raising .....	1	2	3	4	5	6
(526) Working with community groups to reduce (R11) negative impacts of alcohol .....	1	2	3	4	5	6

**Alcohol consumption and behaviour**

The following questions are about how you drink alcohol, if at all...

Q27	Thinking about the last month, <b>did you drink any alcohol at all?</b> [SA]	Code (527)	Route
	Yes .....	01	Q28
	No - not in the last month .....	02	Q32
	No - I'm a non-drinker .....	03	Q34
	Don't know/ can't recall .....	99	Q34

Q28	Place code 97 below code99 On <b>how many days</b> in the last month did you have an alcoholic drink of any kind? [SA] <i>PROBE If you don't know exactly, an educated guess is OK.</i>	Code (537)	Route
	Once .....	01	
	Twice, i.e. about once a fortnight .....	02	
	3 or 4 times, i.e. between once a week and once a fortnight .....	03	
	5 or 6 times, i.e. about every 5 or 6 days .....	04	
	7 to 10 times, i.e. about every 3 or 4 days .....	05	
	11 to 15 times, i.e. about every 2 days .....	06	
	15 but less than 30, i.e. at least every second day - but not every day .....	07	
	About 30, i.e. every day .....	08	
	Prefer not to answer .....	97	
	Don't know/ can't recall .....	99	

Q29	Place code 97 below code 99 And how many times last month would you say you had 7 or more drinks of alcohol on any one occasion?[SA]	Code (547)	Route
	Zero times .....	01	
	Once .....	02	
	Twice .....	03	
	3 or 4 times .....	04	
	5 or 6 times .....	05	
	7 to 10 times .....	06	
	11 to 15 times .....	07	
	15 but less than 30 .....	08	
	About 30, i.e. every day of the month .....	09	
	Prefer not to say.....	97	
	Don't know/ Can't recall.....	99	

Q30	<p><b>Where</b> have you had a drink in the last month? [MA]  <i>PROBE You can choose more than one answer below</i></p> <p>Your own home ..... 01</p> <p>Friend's/family's houses ..... 02</p> <p>Public events ..... 03</p> <p>Bars and night clubs ..... 04</p> <p>Cafes and restaurants ..... 05</p> <p>A vehicle ..... 06</p> <p>A park or at a beach ..... 07</p> <p>Other public places ..... 08</p> <p>Sports clubs ..... 09</p> <p>At a work function ..... 10</p> <p>Somewhere else (please specify ..... ) ..... 98</p>	Code (557)	Route
Q31	<p><b>Bring up all answers to Q30 to choose from</b>            And where do you drink most often? [SA]  <i>PROBE Please choose one answer</i></p> <p>.....</p>	Code (567)	Route
Q32	<p>How many standard drinks do you have on a <b>typical drinking occasion</b>? [SA]  <i>PROBE A "standard drink" is a whole can or bottle of beer, a glass of wine, a glass or tumbler of spirits mixed or straight, an RTD bottle, etc. An approximate answer is OK.</i></p> <p>One standard drink ..... 1</p> <p>2 ..... 2</p> <p>3 ..... 3</p> <p>4 ..... 4</p> <p>5-6 ..... 5</p> <p>7 or more ..... 6</p>	Code (568)	Route
Q33	<p><b>DO NOT SHOW FOR RESPONDENTS ANSWERING CODE 2-9 in Q29</b>            Have you ever drunk 7 or more drinks on any one occasion? [SA]</p> <p>Yes ..... 1</p> <p>No ..... 2</p> <p>Don't know ..... 3</p>	Code (569)	Route

Q34	<b>Final Demographic Question</b>	Code (571)	Route
	And finally which of the following best describes your <b>living situation</b> ? [SA]		
	Young couple - no children.....	01	
	Household with youngest child under 5 .....	02	
	Household with youngest child 5 to 15 .....	03	
	Household with youngest child over 15 .....	04	
	Middle Age/Older couple - no children at home .....	05	
	Single/One person household .....	06	
	Living in a flat - not a family home .....	07	
	Other (specify) .....	98	