



Alcohol Policy Interventions in New Zealand (APINZ) 2011: Pacific Drinkers



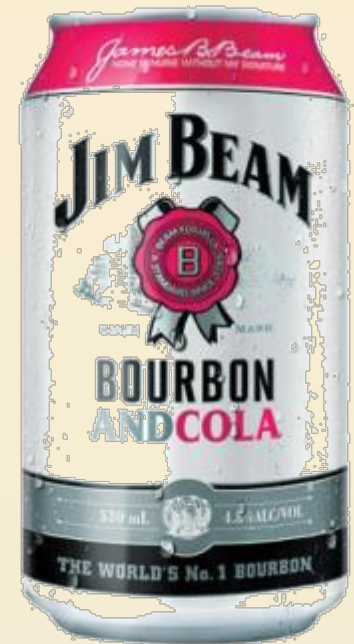
Lanuola Asiasiga
SHORE & Whariki Research Centre, Massey University

The sample



A drink is . . .

15 ml of absolute alcohol



How much alcohol was drunk

8.29 litres of absolute alcohol per drinker



10.3 litres



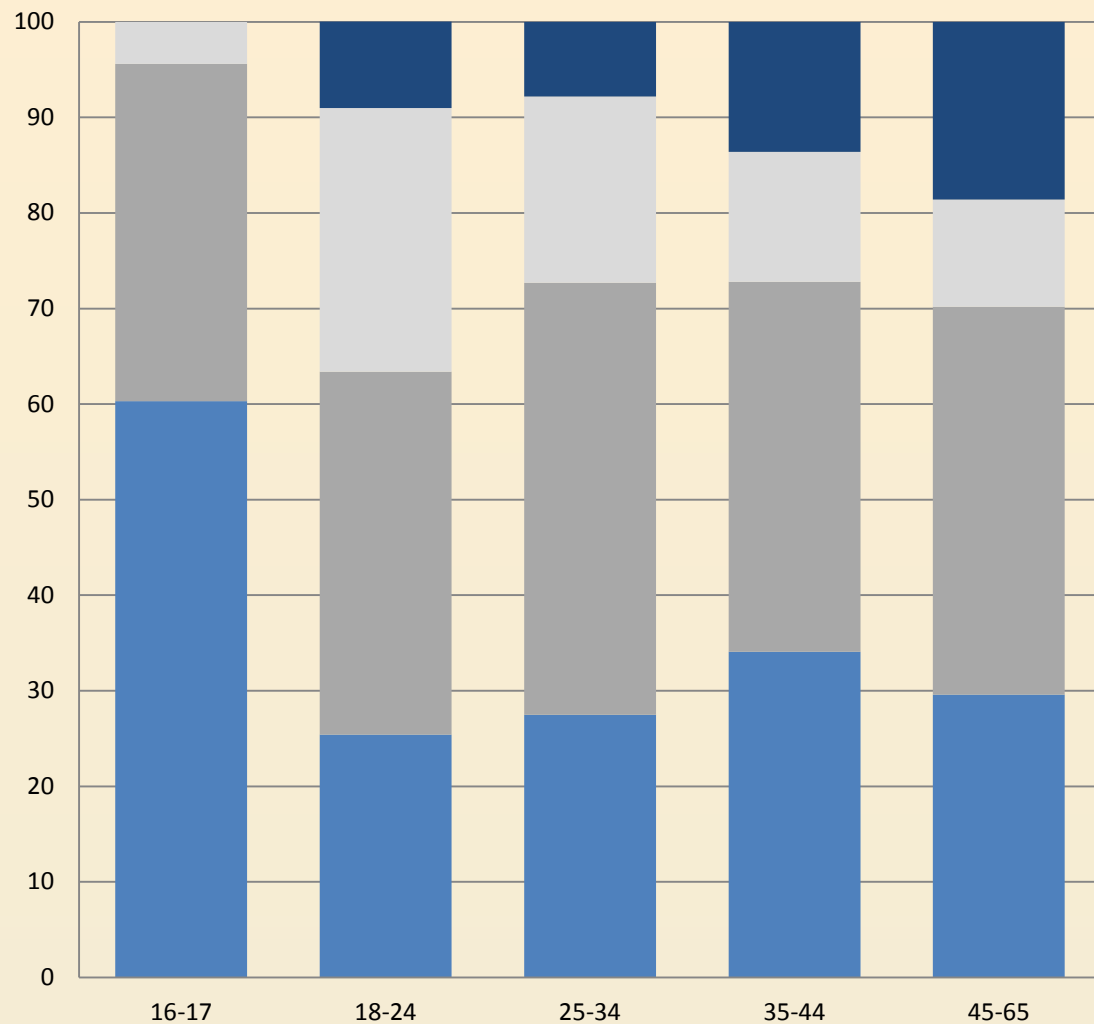
5.9 litres

18-24 year olds consumed the most

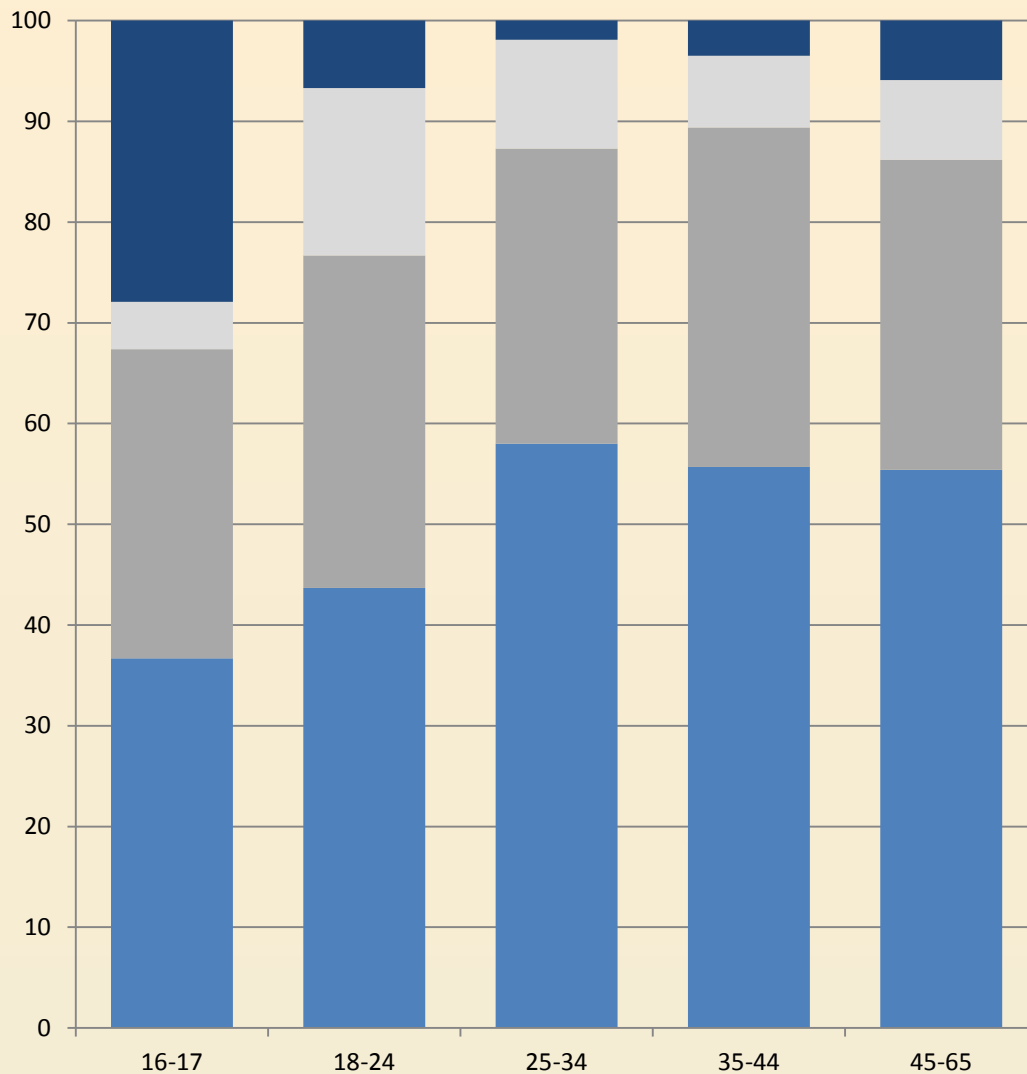


11.29 litres

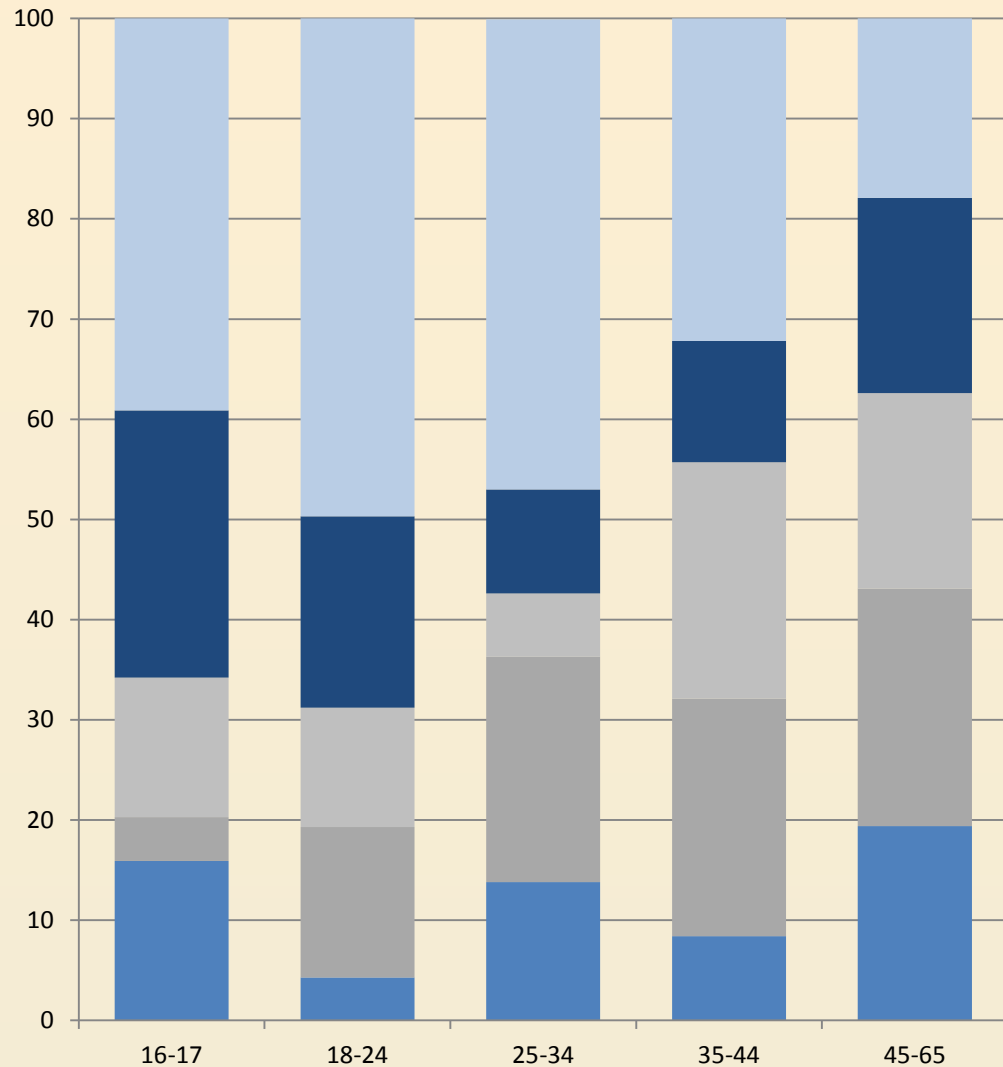
How often alcohol was drunk



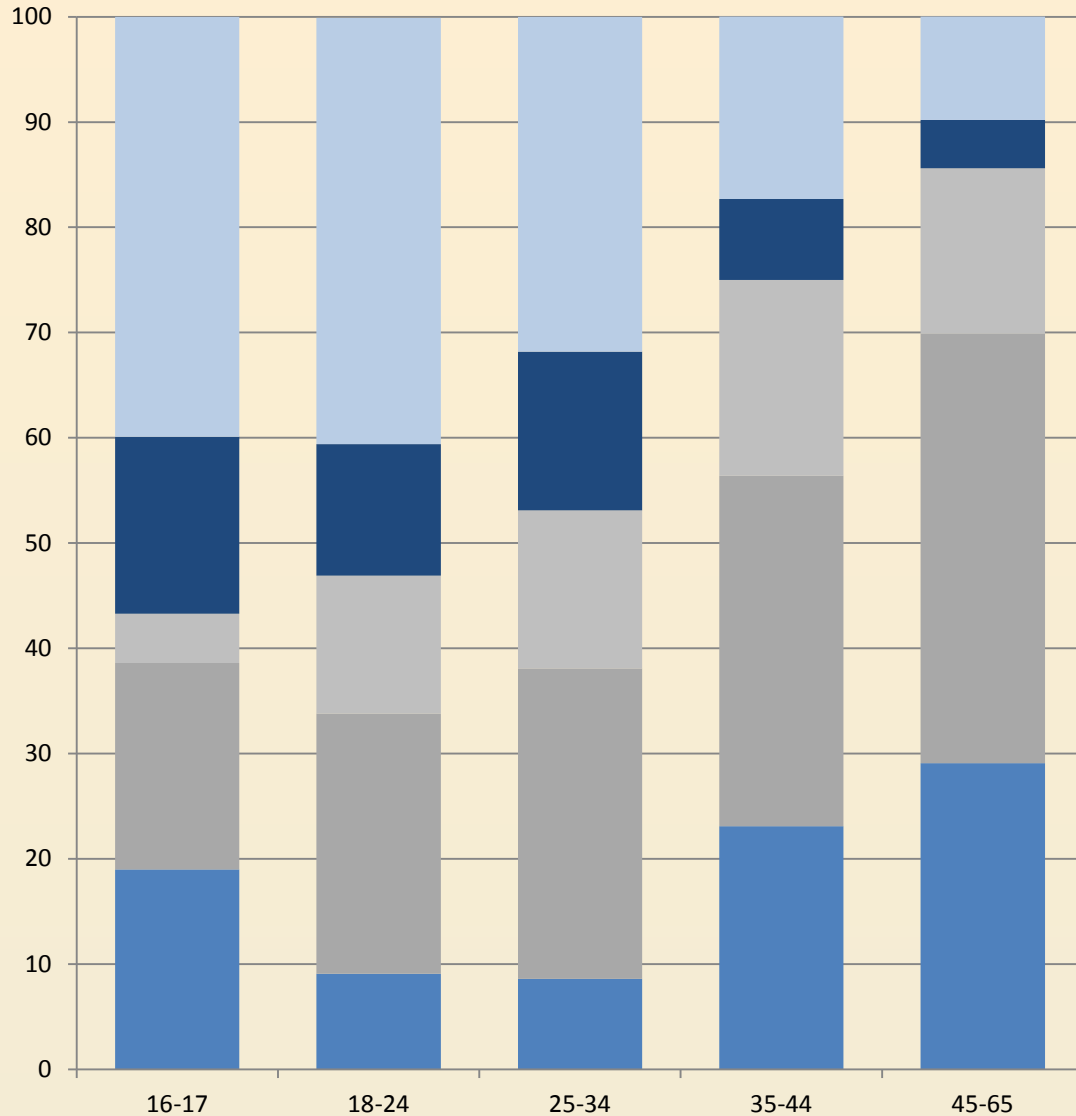
How often alcohol was drunk



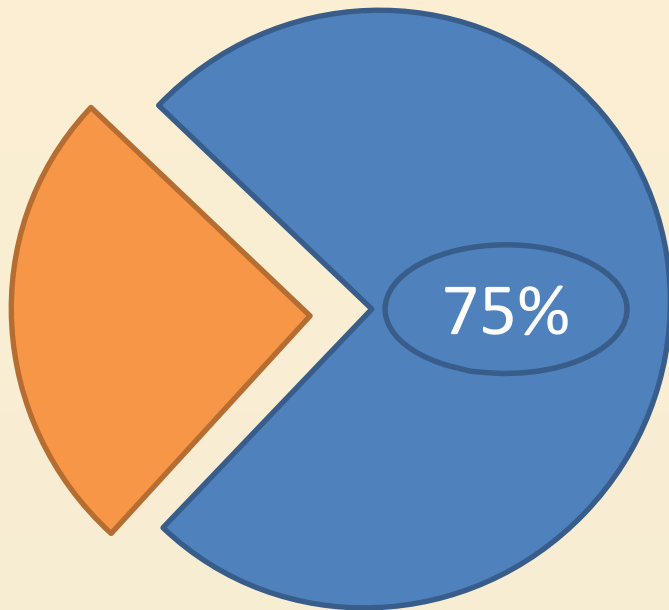
How much per occasion



How much per occasion



Preloading



Almost 60% of
preloaders drank 8
or more drinks

Drinkers at on-licensed locations



Pubs & bars



Restaurants, cafes



Nightclubs



Special events



Sports clubs

Alcohol purchased at on-licensed premises

63%



41%



37%



33%



Amount purchased at on-licensed premises



Time of purchase after midnight



Location	Mid -2am	2 – 3am	3 – 4am	After 4
Nightclub	84%	58%	31%	13%
Pub/bar	34%	16%	7%	3%
Special	32%	14%	8%	4%

Prices paid at on-licensed premises

Location	Price paid (cents) per ml
Pubs/bars	40 cents
Night clubs	46 - 48 cents
Sports clubs	30 cents
Restaurants, cafes	46 – 48 cents
Theatres/movies	51 cents
Plane trips	40 cents
Sports events	46 – 48 cents
Special events	46 – 48 cents
Other clubs	30 cents

Price paid (cents) per ml of absolute alcohol by beverage

38c



38c



59c



36c



Non-licensed drinking locations

Locations	Percent (%)
Own home	78%
Someone else's home	71%
Work place	24%
Private motor vehicle	17%
Public place	20%
Marae	2%

Types of off-licensed outlets

Off-licensed outlet	Percent (%)
Bottle shop	74
Supermarket	51
Dairy	4
Internet	1
Telephone	0
Winery	2
Duty free shop	7

Types of alcohol purchased from off-licensed outlets

60%



37%



32%



31%



Frequency and quantity



Outlet	Frequency	Quantity
Bottle shop	Average 10 times	3 bottles of wine or 20 stubbies of beer
Supermarket	Average 8 times	2 bottles of wine or 12 stubbies of beer

Prices paid at off-licensed outlets

Location	Price paid (cents) per ml
Bottle shop	12 cents
Supermarket	12 cents
Dairy	13 – 14 cents
Internet	15 cents
Winery	15 cents
Duty free shop	9 cents

Summary

Cheap
alcohol at
off-licensed
outlets

Consumption
by 18-24
year olds

Preloading
by 18-34
year olds

Amount per
occasion by
18-34 year
olds