



## New Zealanders say they're willing to give up the booze

Research New Zealand is supporting a NZ Drug Foundation initiative called "Febfast" ([www.febfast.org.nz](http://www.febfast.org.nz)). FebFast was established in Australia in 2007 and will be run in New Zealand this year for the first time. It is an annual education and awareness campaign that invites people to forgo alcohol consumption during February, and at the same time, raises funds to support not-for-profit services working with young people with alcohol and drug problems.

To support this initiative, Research New Zealand polled the general drinking public (approximately 80 percent of all adult New Zealanders) about their willingness to give up alcohol relative to giving up things such as their cell phones, the Internet, watching TV, cigarettes, coffee and so on.

Understandably, relatively few New Zealanders are willing to give up their car in favour of alcohol (just seven percent), and this falls into the same camp as seeing their friends (four percent) and sleeping (five percent).

At the other extreme, many are willing to give up their cigarettes (56 percent), social networking (49 percent) and even their coffee (30 percent) for alcohol.

In the middle ground are things such as mobile phones, the Internet, television and even sex, but for the most part, relatively few people are willing to give these up for alcohol.

"Of the 10 things we got people to consider whether they would trade-off in favour of alcohol, just two (cigarettes and social networking) were the ones that substantial numbers of people were willing to give up. This means that, when push comes to shove, we are prepared to give up the booze," said Research New Zealand Director, Emanuel Kalafatelis.

"Overall, this appears to be good news, and even better when you consider that when we asked people about how long they were prepared to give up drinking, most said it was for more than one month (73 percent)."

"However, what people say they will do and what they end up doing can be two very different things, so we'll have to wait until the end of February until we know how successful FebFast has been," said Mr Kalafatelis.

There are some interesting differences when the results are examined by various groups in the population. For example, people who can be classified as "heavy drinkers" on the basis that they drank seven or more glasses (for males) and five or more glasses (for



females) of alcohol on their last drinking occasion are less likely to give up alcohol for all 10 items than those who are more moderate drinkers.

*The Research New Zealand poll of 500 people aged 15 and over was conducted by telephone on 25–31 January 2011. The maximum margin of error for the sample as a whole is +/- 4.9 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organization, but as part of Research New Zealand's monthly survey of attitudes and opinions.*

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**Table 1: Proportion prepared to give up alcohol instead of....**

	Would give up xx to drink alcohol	Would <u>not</u> give up xx to drink alcohol	Male	Female
Base =	400*	400*	208	192
	%	%	%	%
Seeing your friends	4	96	95	97
Sleep	5	95	93	98
Car	7	93	91	96
Sex	14	86	<b>92</b>	<b>80</b>
Television	20	80	78	83
Internet	21	79	75	83
Mobile phone	25	75	72	79
Coffee	30	70	64	75
Social networking	49	51	48	55
Cigarettes	56	44	47	41
Total	**	**	**	**

Total may not sum to 100% due to rounding.

\*Sub-sample based on Drinkers interviewed as part of the January 2011 Omnibus survey and excludes *not applicable* and *would rather not say* responses.

**Table 2: Proportion prepared to give up alcohol instead of....**

	Would give up xx to drink alcohol	Would <u>not</u> give up xx to drink alcohol	15-34 years	35 – 54 years	55 years and over
Base =	400*	400*	68	145	187
	%	%	%	%	%
Seeing your friends	4	96	96	97	94
Sleep	5	95	94	97	94
Car	7	93	91	95	93
Sex	14	86	<b>94</b>	<b>89</b>	<b>70</b>
Television	20	80	86	78	76
Internet	21	79	85	80	69
Mobile phone	25	75	<b>87</b>	<b>77</b>	<b>58</b>
Coffee	30	70	64	73	72
Social networking	49	51	60	49	41
Cigarettes	56	44	41	50	39
Total	**	**	**	**	**

Total may not sum to 100% due to rounding.

\*Sub-sample based on Drinkers interviewed as part of the January 2011 Omnibus survey and excludes *not applicable* and *would rather not say* responses.



**Table 3: Proportion prepared to give up alcohol instead of....**

	Would give up xx to drink alcohol	Would <u>not</u> give up xx to drink alcohol	Heavy drinker	Moderate drinker
Base =	400*	400*	62	338
	%	%	%	%
Seeing your friends	4	96	93	96
Sleep	5	95	91	97
Car	7	93	83	96
Sex	14	86	89	85
Television	20	80	70	83
Internet	21	79	66	82
Mobile phone	25	75	72	76
Coffee	30	70	39	78
Social networking	49	51	38	55
Cigarettes	56	44	57	39
Total	**	**	**	**

Total may not sum to 100% due to rounding.

\*Sub-sample based on Drinkers interviewed as part of the January 2011 Omnibus survey and excludes *not applicable* and *would rather not say* responses.



**Table 4: Period of time prepared to give up alcohol**

*Q20. And for about how long would you be prepared to give up drinking alcohol?*

	Base =	Total 404*	Male 210	Female 194
		%	%	%
Less than one week		0	0	0
1-2 weeks		6	6	5
3-4 weeks		9	8	10
More than one month		73	77	68
Not prepared to give up alcohol at all		2	2	2
Don't know		10	5	14
Refused		0	0	0
Total		100	100	100

Total may not sum to 100% due to rounding.

\*Sub-sample based on Drinkers interviewed as part of the January 2011 Omnibus survey.

**Table 5: Period of time prepared to give up alcohol**

*Q20. And for about how long would you be prepared to give up drinking alcohol?*

	Base =	Total 404*	15-34 years 68	35 to 54 years 146	55 years and over 190
		%	%	%	%
Less than one week		0	0	0	1
1-2 weeks		6	3	7	7
3-4 weeks		9	8	12	8
More than one month		73	79	71	70
Not prepared to give up alcohol at all		2	1	1	4
Don't know		10	9	9	10
Refused		0	0	0	1
Total		100	100	100	100

Total may not sum to 100% due to rounding.

\*Sub-sample based on Drinkers interviewed as part of the January 2011 Omnibus survey.



**Table 6: Period of time prepared to give up alcohol**

*Q20. And for about how long would you be prepared to give up drinking alcohol?*

	Base =	Total 404* %	Heavy drinker 64 %	Moderate drinker 340 %
Less than one week		0	1	0
1-2 weeks		6	4	6
3-4 weeks		9	17	7
More than one month		73	62	76
Not prepared to give up alcohol at all		2	5	1
Don't know		10	12	9
Refused		0	0	0
Total		100	100	100

Total may not sum to 100% due to rounding.

\*Sub-sample based on Drinkers interviewed as part of the January 2011 Omnibus survey.

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