

IMPACT OF CAMPAIGN ON BEHAVIOUR

Young people aged 15–25 years were asked a range of questions about aspects of their drinking behaviour, including:

- their age at initiation and experience of drunkenness;
- the volume and typicality of their alcohol consumption on the last occasion they were drinking; and
- their estimated alcohol consumption over the last three months.

Parents were asked about their children's drinking and experience of drunkenness, as well as their own drinking behaviour. Responses to these survey questions are discussed in this section.

4.1 Drinking experience

Young people aged 15–17 years were asked if they had ever had an alcoholic drink or even part of an alcoholic drink in their life, or if they had ever gotten drunk. Parents of 13–17 year-olds were asked if their 13–17 year-old children had ever had an alcoholic drink, or if they had ever been drunk. The results of these questions are illustrated in Figure 1 and Figure 2, overleaf.

Figure 1. Teenage drinking incidence (15–17 year-olds)

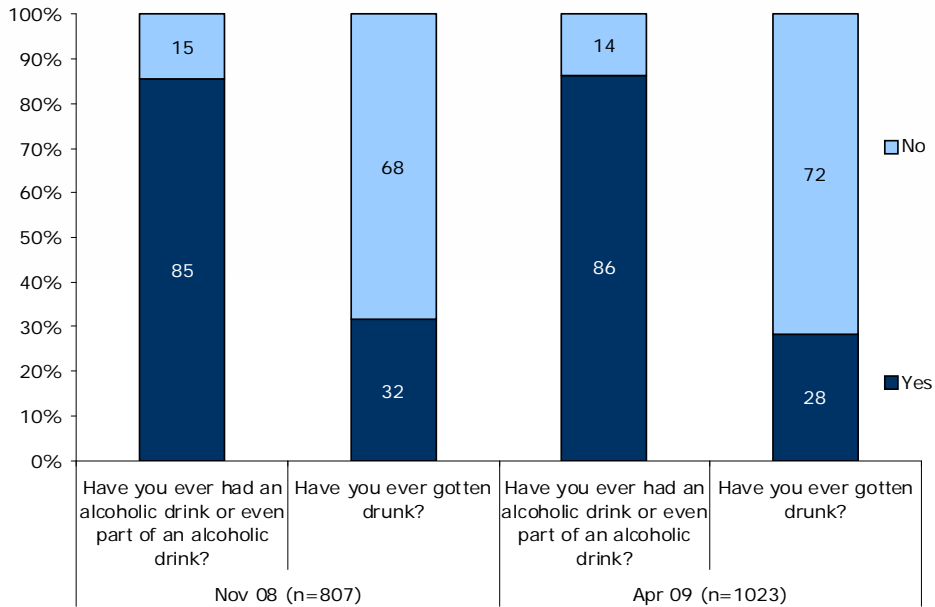


Figure 2. Impression of own child's drinking experience (Parents)

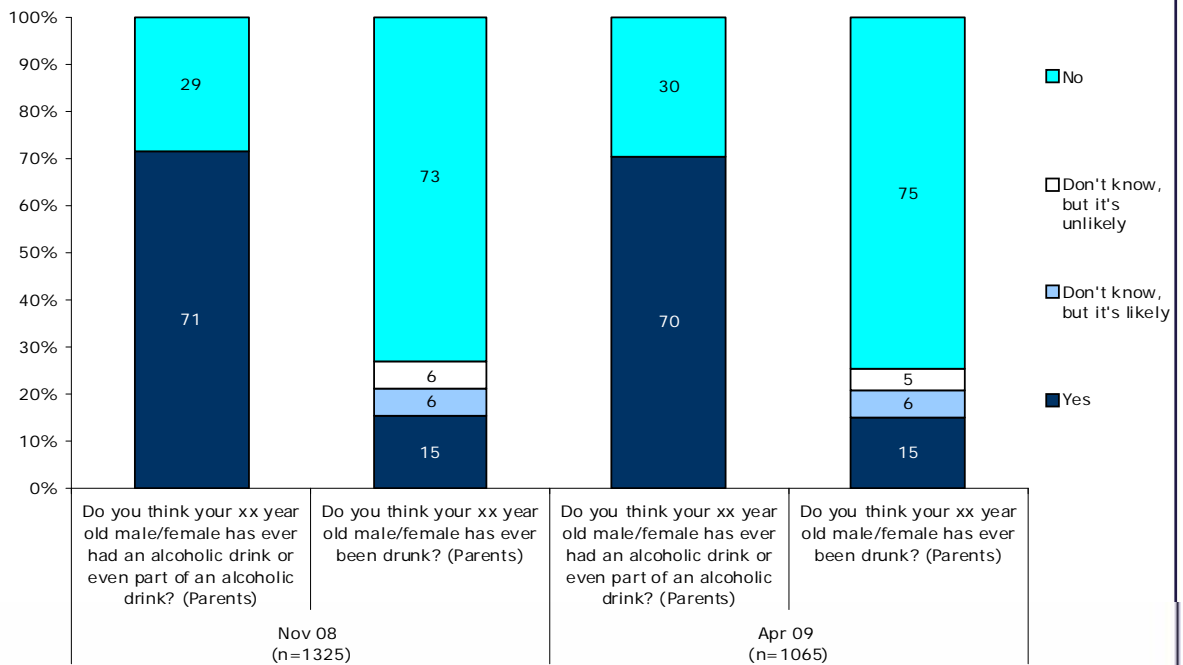


Figure 1 and Figure 2 show there were no significant differences in teenage drinking incidence or parent's impressions of their child's drinking between November 2008 and April 2009.

In the latest survey wave, 86% of 15–17 year-olds responded that they had ever had an alcoholic drink or part of an alcoholic drink in their lives and 28% indicated that they had ever been drunk. In this survey wave, 70% of parents indicated that they believed their child had consumed alcohol and 21% believed or thought it likely that their child had been drunk. It appears that parents surveyed in April 2009 slightly underestimated the extent to which their children had consumed alcohol (by 16%) and the extent to which they had gotten drunk (by 7%).

Young people aged 15–17 years were also asked to indicate how many alcoholic drinks they had consumed in their life, with the results displayed in Figure 3, below.

Figure 3. Drinking history (15–17 year-olds)

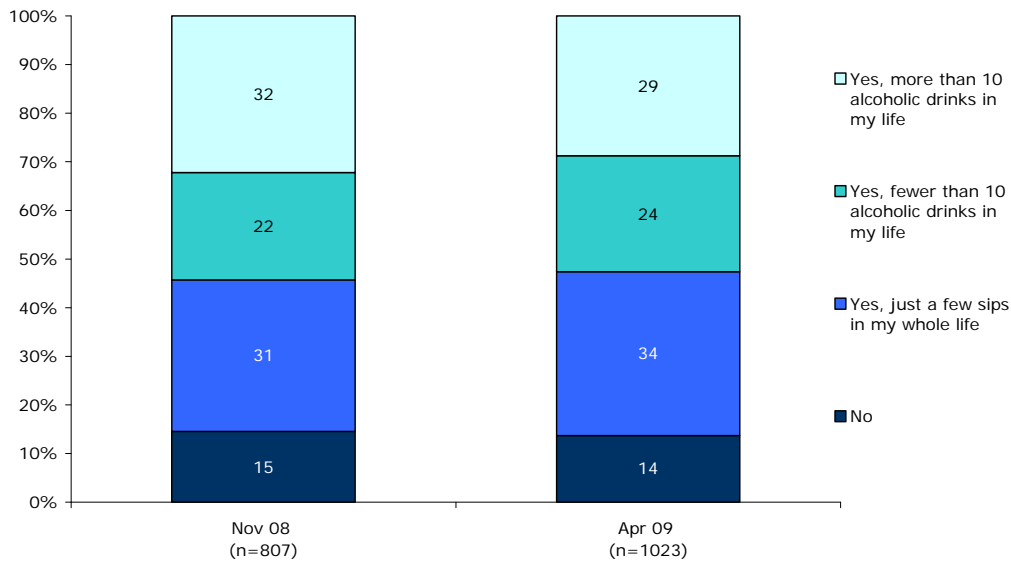


Figure 3 shows that drinking history among 15–17 year-olds did not change significantly between November 2008 and April 2009. In April 2009 the largest proportion of 15–17 year-olds (34%) said they had consumed just a few sips of alcohol in their life, 29% had consumed more than 10 drinks, 24% had consumed fewer than 10 drinks, and 14% had never had an alcoholic drink or even part of an alcoholic drink in their lives.

Young people aged 15–17 years who indicated that they had consumed more than just a few sips of alcohol in their life were asked at what age they had their first full drink of alcohol. The results are shown in Figure 4, below.

Figure 4. Age at first drink (15–17 year-olds)

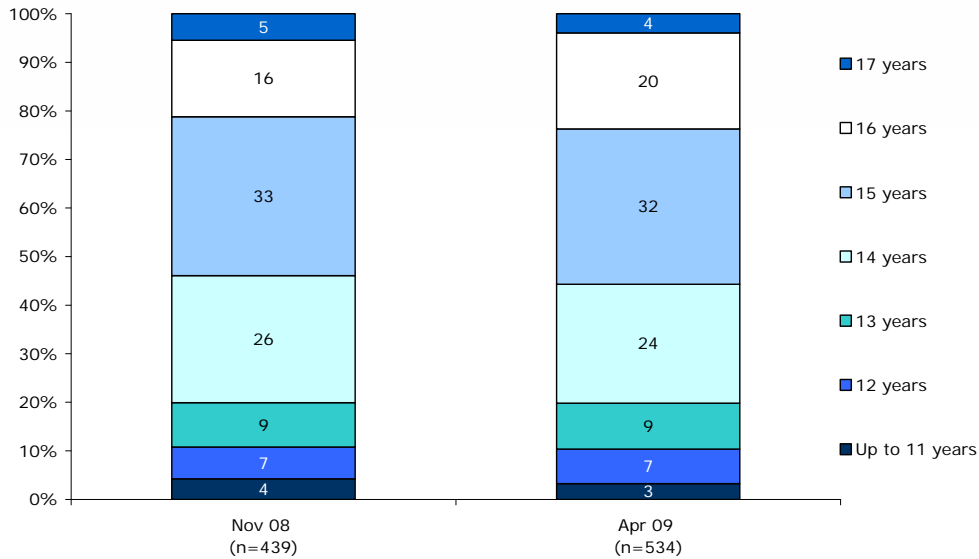
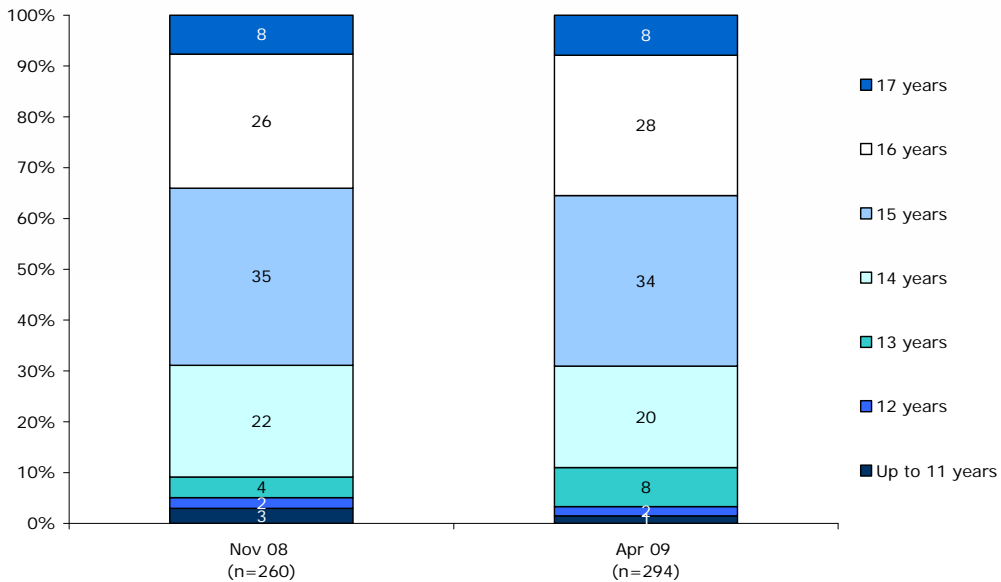


Figure 4 shows that, in April 2009, more than half (56%) of 15–17 year-olds who had consumed more than just a few sips of alcohol in their life had their first full drink at 14 or 15, with 19% having had their first drink at a younger age and 24% having had their first drink at an older age. These results did not vary significantly from those found in November 2008.

Young people aged 15–17 years who indicated they had ever been drunk in their life were asked at what age this first occurred. The results of this question are shown in Figure 5, overleaf.

Figure 5. Age of first intoxication (15–17 year-olds)



As illustrated in Figure 5, there was no significant difference between the age of first intoxication reported by 15–17 year-olds in November 2008 and in April 2009. The largest proportion (34%) of participants indicated that the first time they were drunk occurred at the age of 15. More than one third (36%) of 15–17 year-olds were first intoxicated at 16 or 17 years of age and almost one third (31%) first experienced being drunk before they were 15 years old. Comparing Figure 4 and Figure 5 suggests that the age at which teenagers first drink alcohol is often the same or similar to the age at which they first become intoxicated.

Of course, the absence of significant differences on these measures of drinking history is not surprising. Even if the campaign has had some effect on delaying the commencement of drinking and drinking to intoxication, it is still too early to pick up any such effect in the survey.

4.2 Recent drinking behaviour

Young people aged 15–25 years who had consumed more than a few sips of alcohol in their life were asked how often in the last three months they drank an alcoholic drink. The results are illustrated in Figure 6, below.

Figure 6. Drinking frequency (15–25 year-olds who have ever consumed alcohol)

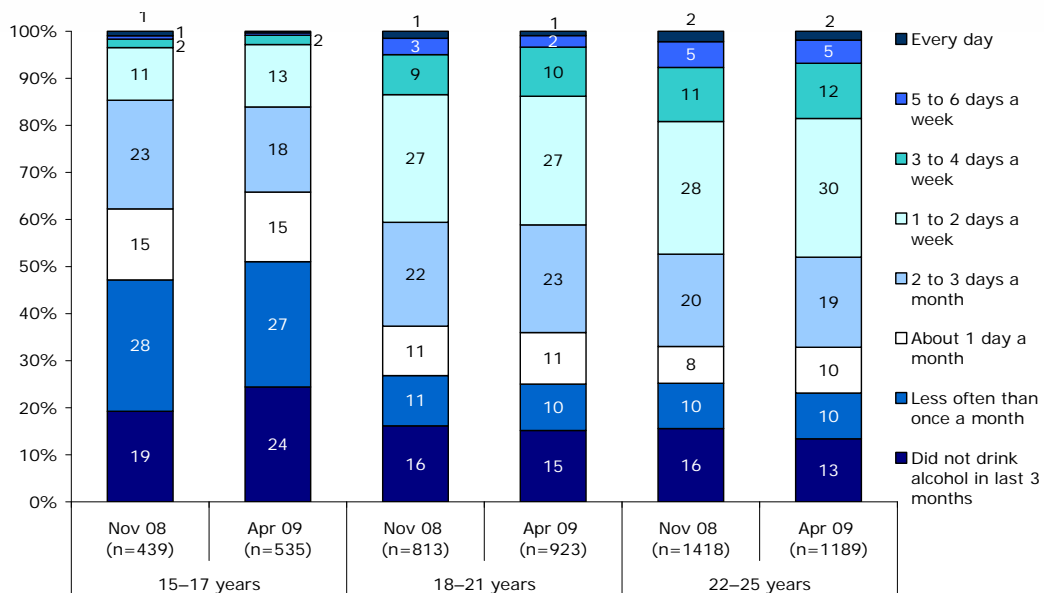


Figure 6 indicates that, as per November 2008, drinking frequency in April 2009 increased with age, with the largest percentage (27%) of 15–17 year-olds indicating that, in the last three months, they drank less often than once a month, while the largest proportion of 18–21 year-olds and 22–25 year-olds (27% and 30%, respectively) drank alcohol on one to two days per week. Nearly one quarter (24%) of 15–17 year-olds, 15% of 18–21 year-olds and 13% of 22–25 year-olds surveyed in April 2009 indicated that they had not had an alcoholic drink in the last three months. There were no significant differences in results between November 2008 and April 2009.

Young people aged 15–25 years who had consumed more than a few sips of alcohol in their life were presented with a list of 10 different alcoholic drinks and asked to indicate which ones they consumed on their last drinking occasion. The results of this question are shown by age group in Figure 7, below.

Figure 7. Drink types consumed (15–25 year-olds who drank alcohol in the last three months)

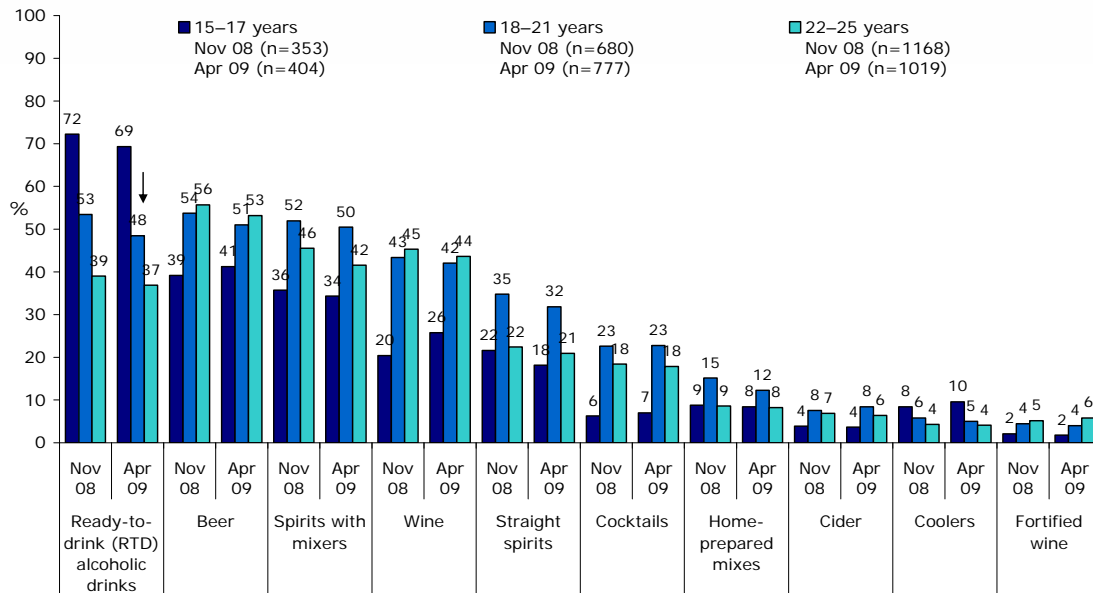


Figure 7 shows that the top four drink types consumed by 15–17 year-olds, 18–21 year-olds and 22–25 year-olds on their last drinking occasion¹¹ were the same for each age group, although the order of preference differed. Young people aged 15–17 years most commonly drank RTDs the last time they were drinking alcohol (selected by 69% in April 2009), followed by beer (41%), spirits with mixers (34%) and wine (26%). Among 18–21 year-olds, beer was most commonly consumed (51%), followed by spirits with mixers (50%), RTDs (48%) and wine (42%). Among 22–25 year-olds, beer was also the most commonly consumed alcohol type (53%), followed by wine (44%), spirits with mixers (42%) and RTDs (37%).

The only significant change between November 2008 and April 2009 was within the 18–21 year age group, where the proportion drinking RTDs on their last drinking occasion decreased from 53% to 48% (chi-square, $p=0.040$).

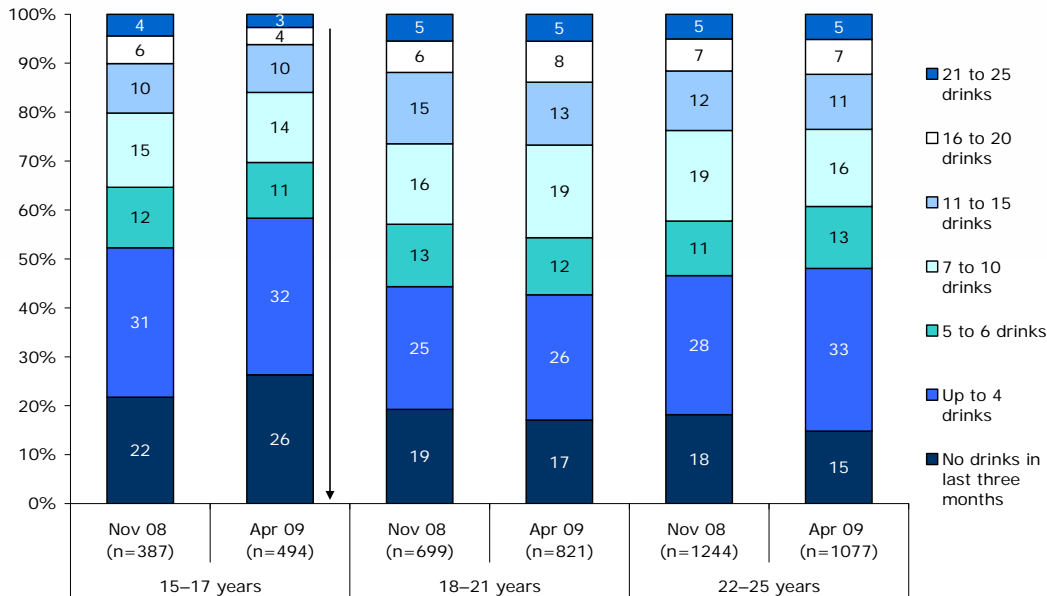
¹¹ A drinking occasion refers to a single session of drinking. This might include a drink at home at the end of the day or over dinner, or at a specific event, such as a party or a 'Friday night out'.

After indicating the types of alcohol consumed on their last drinking occasion, 15–25 year-olds who had consumed alcohol in the last three months were asked to record how many containers (glasses, bottles, cans and casks of different relevant sizes) of each of these types alcohol they consumed on this particular occasion. (For reference, the questionnaire is attached at Appendix A: Youth questionnaire April 2009.) These numbers were then converted into standard drinks based on standard drink conversion formulas for different alcohol types and container sizes provided by the Department of Health and Ageing. Responses coded as 'other' were back coded to the most reasonable drink type and size, where possible. Where this was not possible, the responses were treated as missing data.

In November 2008 and April 2009, those who reported consuming 26 or more standard drinks on their last drinking occasion were excluded from all analyses based on last occasion consumption. This was due to the implausibly high level of consumption reported by 15–25 year-olds for this occasion. In the November 2008 survey, 12% of 15–17 year-olds, 18% of 18–21 year-olds and 15% of 22–25 year-olds who drank alcohol in the last three months indicated drinking 26 or more standard drinks the last time they consumed alcohol. The corresponding figures in the April 2009 survey were 4%, 11% and 9%, with the lower figures due to the inclusion of the recap option. The calculated number of standard drinks for the majority of this portion of the sample in both waves was above the amount that could possibly have been consumed in one sitting. Therefore, those indicating they consumed 26 or more drinks the last time they consumed alcohol were excluded from the relevant analyses (reported in Figure 8, overleaf, and Figure 9, page 39).

Following these transformations, the total number of standard drinks for each respondent's last drinking occasion was calculated. The results are shown for all 15–25 year-olds who have ever had an alcoholic drink in Figure 8 and for only those who drank alcohol in the last three months in Figure 9.

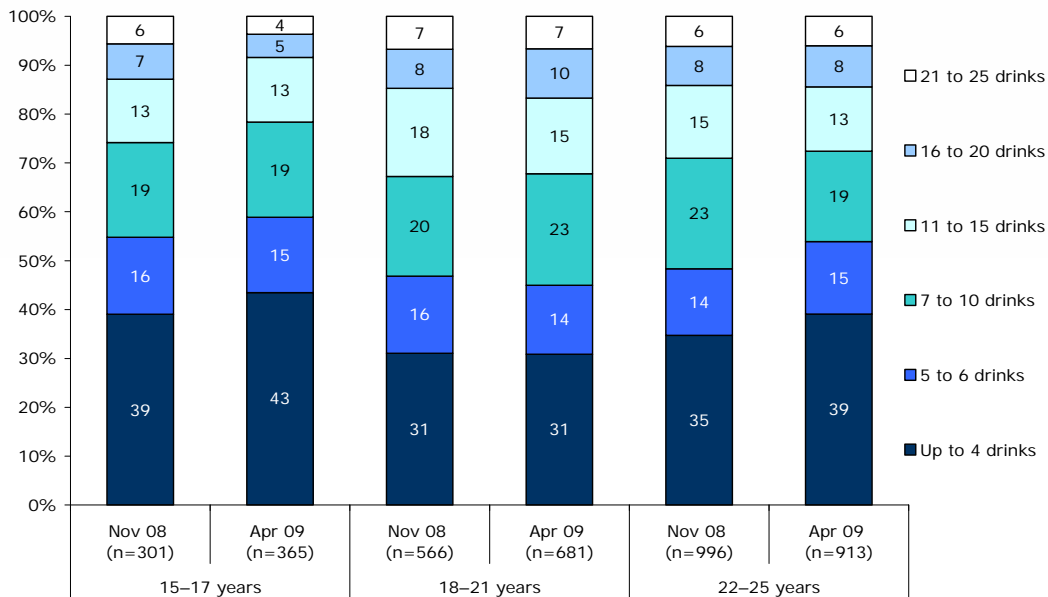
Figure 8. Number of standard drinks consumed on last occasion (15–25 year-olds who have ever had an alcoholic drink)



A significant difference was found between the number of standard drinks consumed on the last drinking occasion by 15–17 year-olds who have ever had an alcoholic drink in November 2008 and April 2009, as shown in Figure 8. There was a significant trend towards lower consumption in the latter wave among this group, with an increase from 22% to 26% among those who reported having no drinks in the past three months, and decreases in those who had had 21–25 standard drinks, 16–20 drinks, 7–10 drinks and 5–6 drinks (Kendall's tau-b, $p=0.028$). This finding may reflect the time of year in which the surveys were conducted. The November 2008 survey was conducted towards the end of the school year, a time of many celebrations for people this age, while the April 2009 survey was conducted towards the end of Term 1.

Among the other age groups, no significant differences were observed between November 2008 and April 2009.

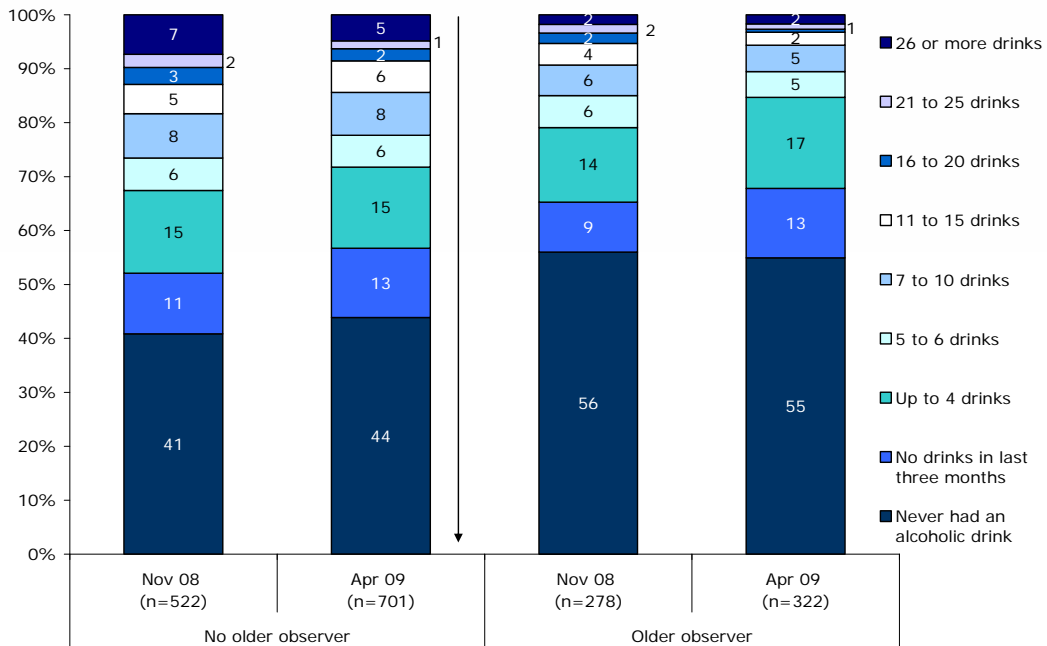
Figure 9. Number of standard drinks consumed on last occasion (15–25 year-olds who drank alcohol in last three months)



Among those who drank alcohol in the last three months, no significant differences in level of consumption were found between November 2008 and April 2009 (see Figure 9). The largest proportion within each age group reported drinking up to four standard drinks on their last drinking occasion in April 2009 (43% of 15–17 year-olds, 31% of 18–21 year-olds and 39% of 22–25 year-olds).

Young people aged 15–17 years were asked whether or not an observer was present when they completed the survey, and if so, whether this observer was younger or older than them, or about the same age. The number of standard drinks consumed on participants' last drinking occasion was analysed by whether or not participants were viewed by an older observer while completing the survey. The results are presented in Figure 10, overleaf.

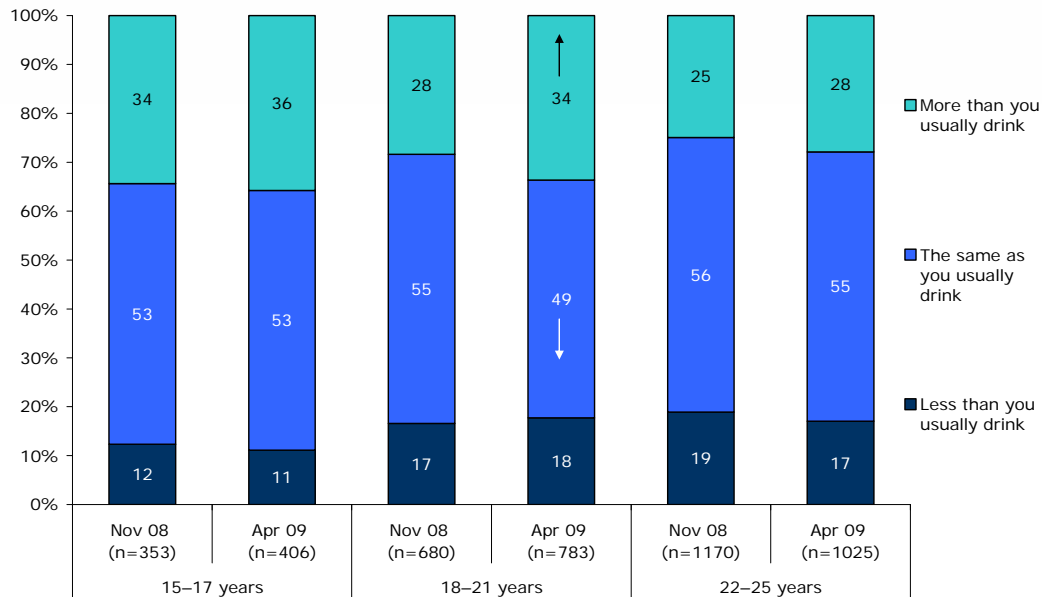
Figure 10. Standard drinks consumed on last occasion by whether or not observed by older person while completing the survey (15–17 year-olds)



As shown in Figure 10, in April 2009, 15–17 year-olds who were observed by an older person while completing the survey were more likely to report in April 2009 drinking fewer standard drinks on their last drinking occasion than those who were not observed (Kendall's tau-b, $p < 0.001$). These differences were primarily apparent at the extremes, with 28% of young people who were not observed reporting drinking more than four drinks the last time they were drinking, compared with 15% of those who were observed. Over half (55%) of 15–17 year-olds who were observed while completing the survey reported never having had an alcoholic drink compared with 44% of those who were not observed. There was a greater overall tendency for those who were not observed to report drinking at lower levels in April 2009 than in November 2008 (Kendall's tau-b, $p < 0.001$).

Young people aged 15–25 years who had consumed alcohol in the last three months were asked to indicate how the amount of alcohol they consumed on their last drinking occasion compares with the amount they usually drink. The results are illustrated in Figure 11, below.

Figure 11. Last occasion compared to usual consumption (15–25 year-olds who drank alcohol in last three months)

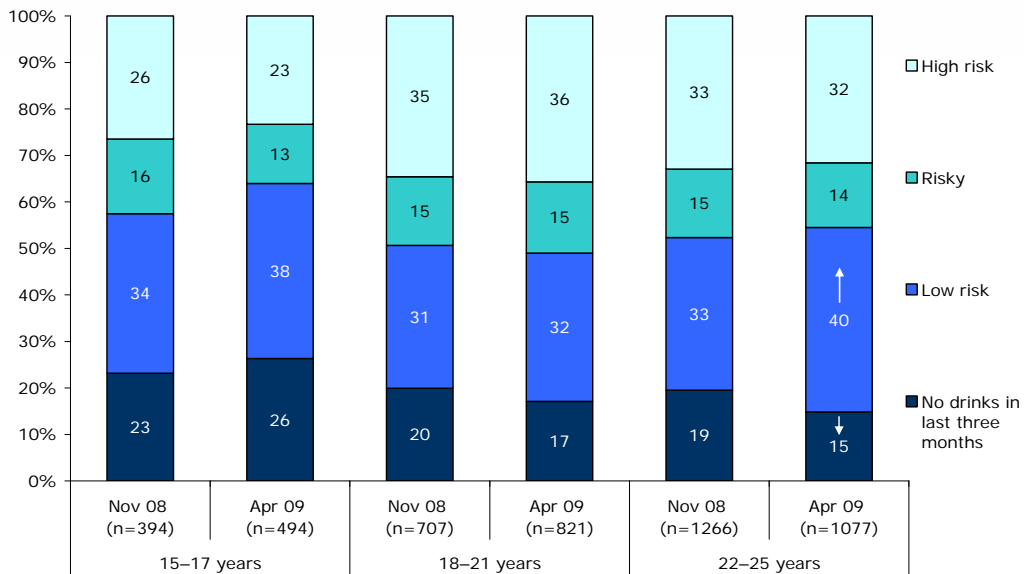


As evident in Figure 11, the largest proportions of young people who drank alcohol in the last three months within each age group reported that the amount of alcohol they consumed the last time they were drinking was the same as the amount that they usually drink, with around half of 15–17 year-olds (53%), 18–21 year-olds (49%) and 22–25 year-olds (55%) indicating this in April 2009. The only significant differences recorded between November 2008 and April 2009 were within the 18–21 year age group, with a significant decrease in the proportion reporting that the amount they drank on their last drinking occasion was the same as they usually drink (decreasing from 55% in November 2008 to 49% in April 2009, chi-square, $p=0.039$), and a corresponding increase in the proportion indicating that the amount they drank on their last drinking occasion was more than usual (increasing from 28% in November 2008 to 34% in April 2009, chi-square, $p=0.039$).

The short-term harm risk levels for males and females set out in the 2001 Australian Alcohol Guidelines (see page 17) were used to categorise the risk level of each participant's alcohol consumption. Low risk level drinking was defined as one to four drinks per drinking session for females and one to six drinks for males, risky drinking was between five and six drinks per session for females and seven and 10 drinks for males, high risk drinking was seven or more drinks per session for females and 11 or more drinks for males.

The risk level of the amount of alcohol consumed on 15–25 year-olds' last drinking occasion is shown by age group in Figure 12 (below). This figure includes all 15–25 year-olds who have ever had an alcoholic drink. The results for 15–25 year-olds who drank alcohol in the last three months are shown by age group in Figure 13 (overleaf).

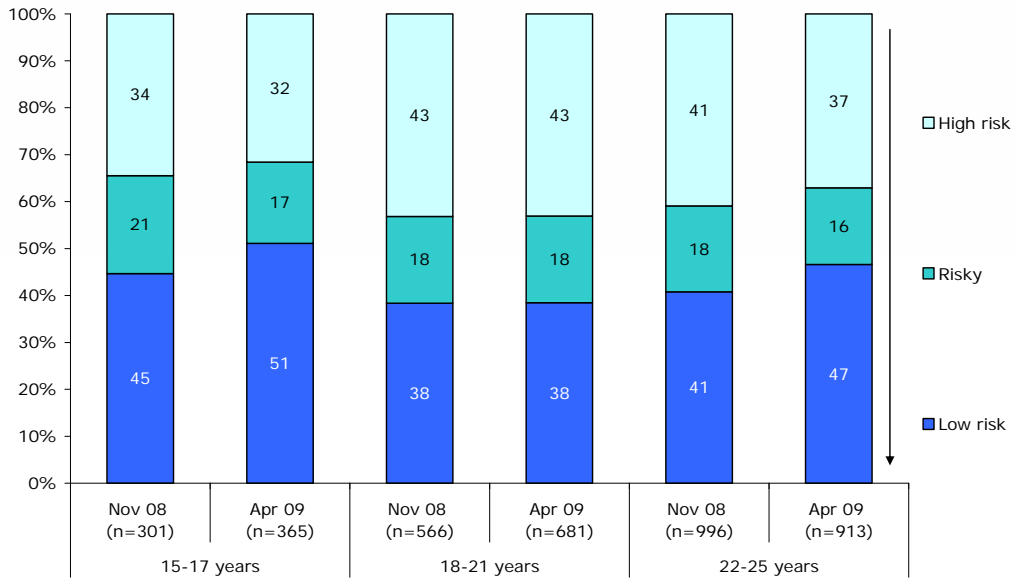
Figure 12. Risk level of last drinking occasion (15–25 year-olds who have ever had an alcoholic drink)



As shown in Figure 12, no significant differences were found between November 2008 and April 2009 in the risk level of alcohol consumed by 15–17 year-olds and 18–21 year-olds on their last drinking occasion. The largest proportions of 15–17 year-olds (38%) and 22–25 year-olds (40%) drank at low risk levels the last time they consumed alcohol, while the largest proportion of 18–21 year-olds (36%) drank at a high risk level, followed closely by low risk drinking (32%).

Significant differences between November 2008 and April 2009 were found in risk level results for 22–25 year-olds, with a significantly smaller proportion in April 2009 reporting having consumed no drinks in the three months prior to the survey than in November 2008 (decreasing from 19% to 15%, chi-square, $p=0.002$). There was a corresponding increase in the proportion of 22–25 year-olds reporting drinking at a low risk level the last time they were drinking (increasing from 33% to 40%, chi-square, $p=0.002$).

Figure 13. Risk level of last drinking occasion (15–25 year-olds that drank alcohol in last three months)



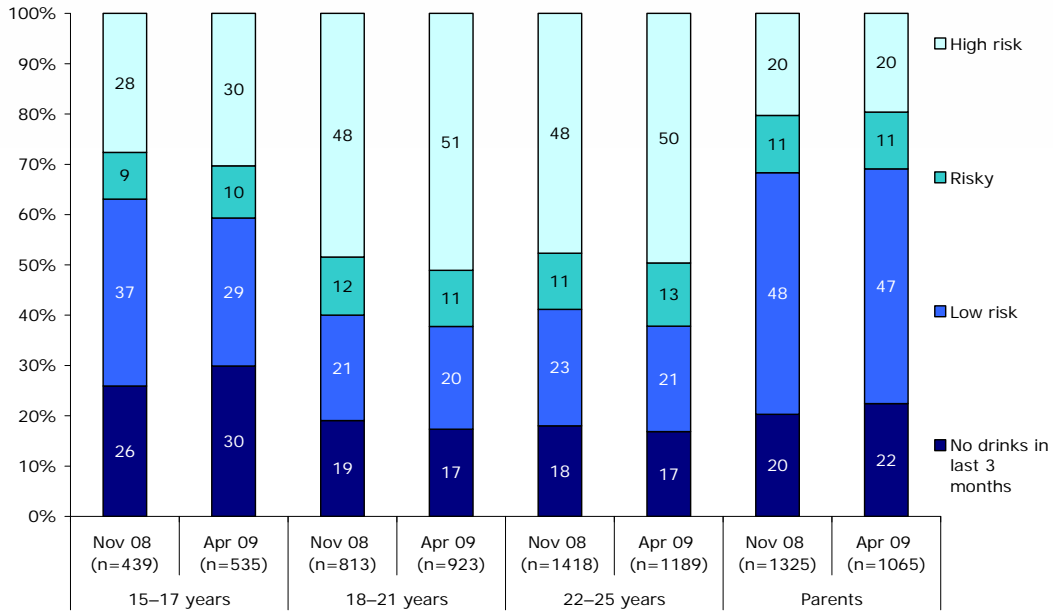
The risk level of last drinking occasion consumption is shown in Figure 13, for 15–25 year-olds who had an alcoholic drink in the last three months. Among 15–17 year-olds, the largest proportion of participants drank at a low risk level on that occasion, with 51% in April 2009 drinking at this level. Among 18–21 year-olds, the proportion drinking at a low risk level was 38%, while the proportion drinking at a high risk level was 43%. The risk level of last occasion drinking did not change significantly from November 2008 to April 2009 for 15–17 year-olds and 18–21 year-olds.

There was a significant shift observed among 22–25 year-olds towards drinking at a lower risk level on their last occasion in April 2009 than in November 2008 (Kendall’s tau-b, $p=0.020$). The proportion drinking at a low risk level increased from 41% in November 2008 to 47% in April 2009, while the proportion drinking at a risky level decreased from 18% to 16% and the proportion drinking at a high risk level decreased from 41% to 37%.

Young people aged 15–25 years and parents of 13–17 year-olds who drank alcohol in the last three months were asked to indicate how often in this period they usually consumed one to four, five to six, seven to 10, 11 to 15 and 15 or more standard drinks of alcohol in a day. These results were used to determine the risk level of each young person and parent’s alcohol consumption in the three months prior to being surveyed. An individual was classified as drinking at a risky level if they exceeded the risky level for their gender on one or more days in the last three months and high risk if they exceeded the high risk level on one or more days in the last three months. Figure 14 (overleaf) displays the risk level of last three months’ alcohol

consumption by age group for 15–25 year-olds who have ever had an alcoholic drink and for parents.

Figure 14. Highest risk level of last three months' drinking (15–25 year-olds who have ever had an alcoholic drink and parents)



As shown in Figure 14, no significant differences were found between November 2008 and April 2009 in the risk level of the last three months' alcohol consumption of 15–25 year-olds who had consumed alcohol in the last three months and parents. In April 2009, the proportion of young people drinking at risky or high risk levels in the last three months varied from 40% among 15–17 year-olds to 63% among 22–25 year-olds. A smaller proportion of parents of 13–17 year-olds (31%) reported drinking at risky or high risk levels.

Figure 15. Highest risk level of last three months' drinking (15–25 year-olds that drank alcohol in last three months and parents)

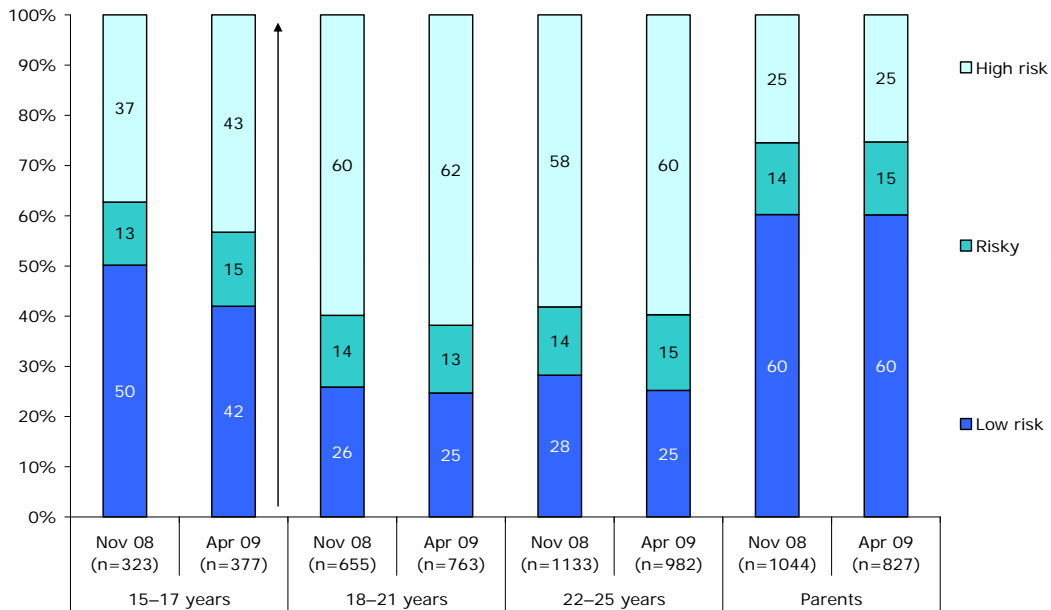


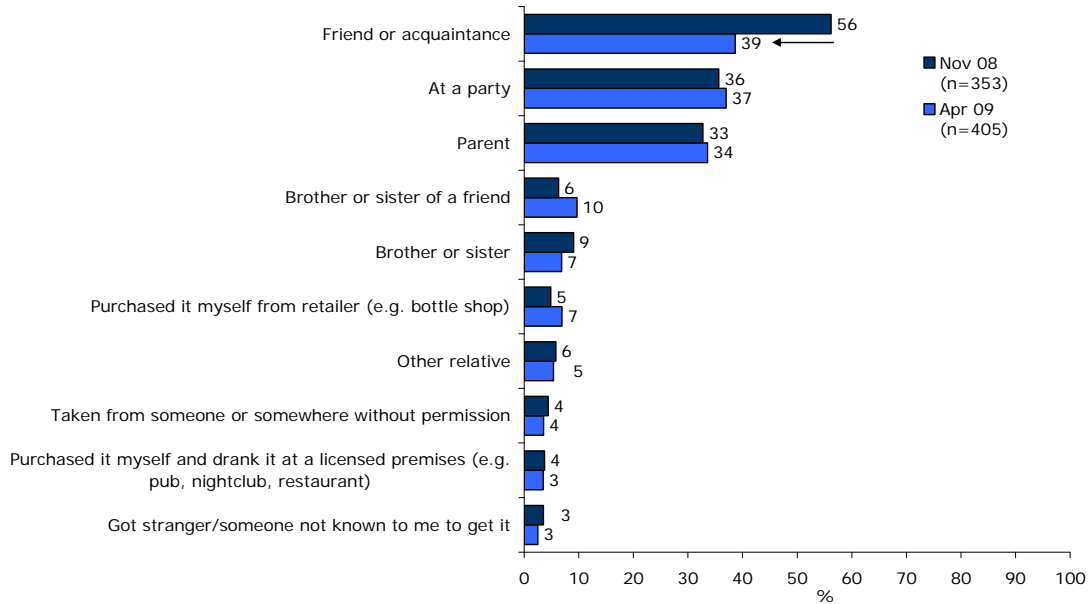
Figure 15 shows the risk level of the last three months' drinking for 15–25 year-olds who drank any alcohol in the last three months and parents of 13–17 year-olds. Among 15–17 year-olds who drank alcohol in the last three months, there was a significant shift towards a higher risk level of drinking between November 2008 and April 2009 (Kendall's tau-b, $p=0.041$). The proportion drinking at a low risk level in the three months prior to being surveyed dropped from 50% in November 2008 to 42% in April 2009, while the proportion drinking at a risky level increased from 13% to 15% and the proportion drinking at a high risk level increased from 37% to 43%.

Over half of 15–17 year-olds (58%), and three quarters of 18–21 year-olds (73%) and 22–25 (75%) year-olds drank at a risky or high risk level in the three months prior to being surveyed in April 2009. By comparison, 40% of parents drank at these levels in the three months prior to April 2009. The risk level of last three months' drinking did not change significantly between November 2008 and April 2009 for 18–21 year-olds, 22–25 year-olds and parents of 13–17 year-olds.

4.3 Obtaining alcohol

Young people aged 15–17 years who had consumed alcohol in the three months prior to the survey were asked how they obtained their alcohol the last time they were drinking. The results of this question are shown in Figure 16, below.

Figure 16. Sources through which alcohol was obtained on last drinking occasion (15–17 year-olds who drank alcohol in last three months)



As in November 2008, the method of obtaining alcohol most commonly reported by 15–17 year-olds in April 2009 who have consumed alcohol in the last three months was through a friend or acquaintance, as shown in Figure 16. However, the proportion indicating having done so in April 2009 was significantly smaller than the corresponding proportion in November 2008 (39%, compared to 56%, chi-square, $p < 0.001$). The next most common sources for alcohol in April 2009 remained parties (37%) and parents (34%).

Parents of 13–17 year-olds were asked to indicate under what circumstances they provided their 13–17 year-old teenager with alcohol in the three months prior to the survey. The proportion of parents indicating they provided alcohol to their children under different circumstances is illustrated in Figure 17, overleaf.

Figure 17. Circumstances in which alcohol was provided to 13–17 year-old children (Parents)

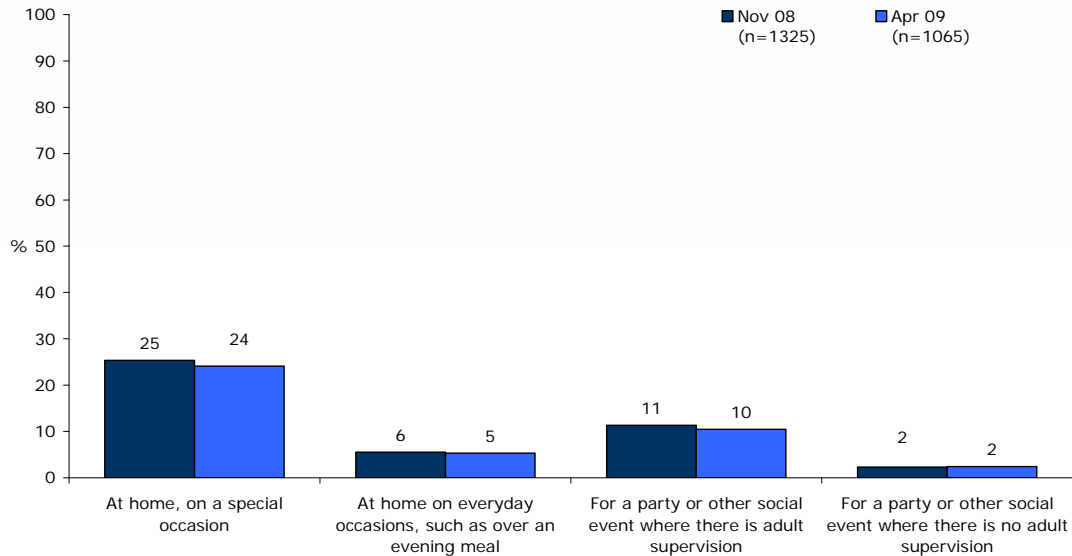


Figure 17 shows that there were no significant changes in responses to this question between November 2008 and April 2009, with the largest proportion of parents (24%) surveyed in April 2009 indicating they provided alcohol to their 13–17 year-old child to drink at home on a special occasion in the three months before the survey. Ten percent (10%) of parents surveyed in April 2009 gave their 13–17 year-old child alcohol to take to a party or other social event where there was adult supervision in the three months before the survey. Parents were less likely to have provided their children with alcohol at home on everyday occasions such as an evening meal (5%) or to take to parties where there is no adult supervision (2%).

4.4 Drinking strategies

Controlled drinking strategies

Young people aged 15–25 years who had consumed alcohol in the last three months were asked whether or not they had adopted certain alcohol-related behavioural strategies during this period. Nine different strategies were presented to participants. The results for the four more commonly adopted strategies are shown by age group in Figure 18 and the remaining five are shown by age group in Figure 19, both overleaf.

Figure 18. Most commonly adopted drinking strategies (15–25 year-olds who drank alcohol in last three months)

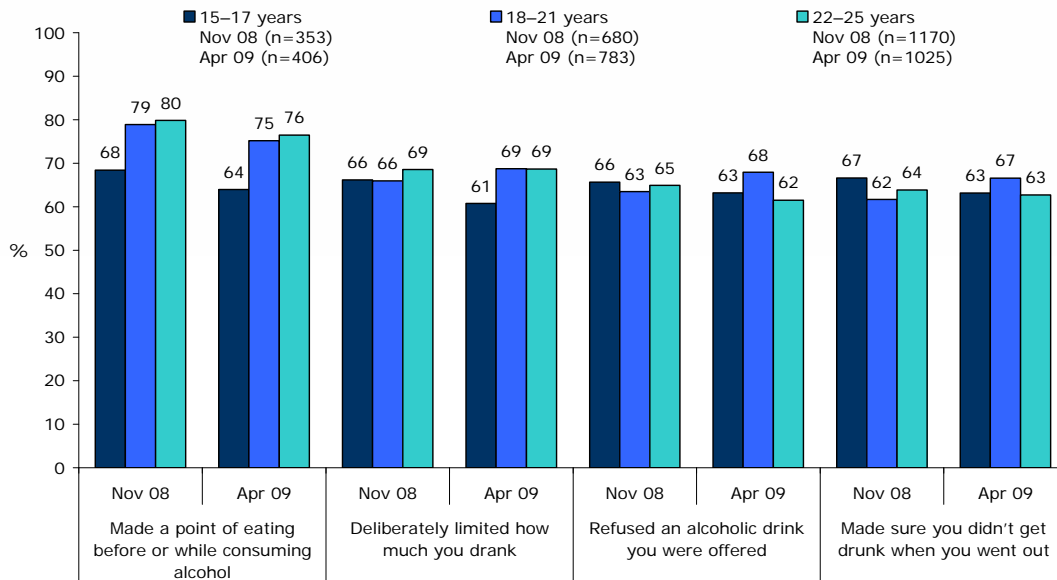


Figure 19. Less commonly adopted drinking strategies (15–25 year-olds who drank alcohol in last three months)

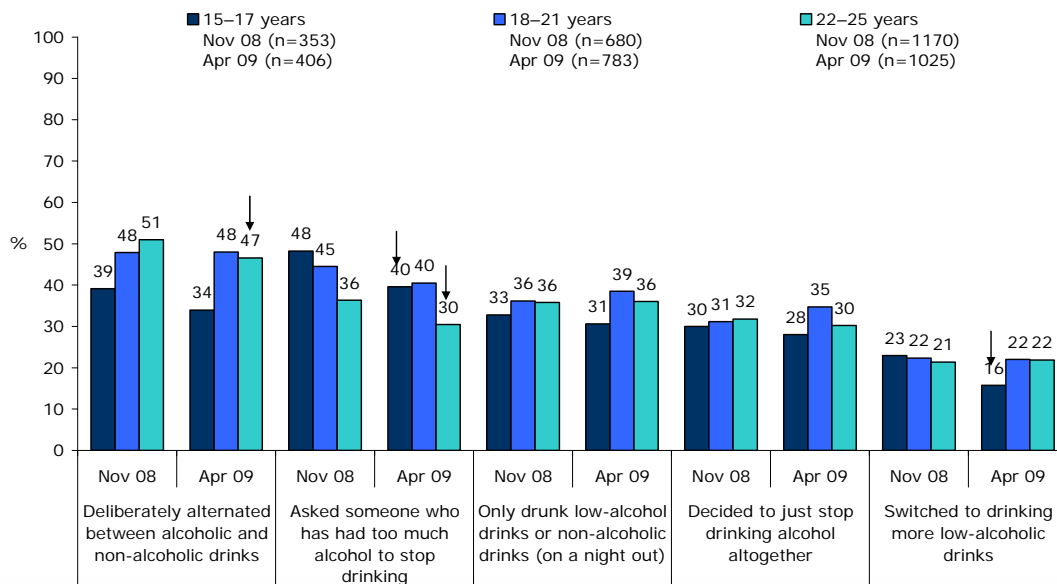


Figure 18 shows the strategy adopted by the largest proportion of 15–25 year-olds who drank alcohol in the last three months remained to make a point of eating before or while consuming alcohol, with the majority of 15–17 year-olds (64%), 18–21 year-olds (75%) and 22–25 year-olds (76%) indicating in April 2009 that they had done this in the three months prior to the survey. The next most commonly adopted strategies were deliberately limiting how much one

drank, refusing an alcoholic drink when it was offered and making sure one didn't get drunk when going out. There were no significant differences between November 2008 and April 2009 in responses to these four strategies.

Figure 19 (previous page) shows the five strategies less commonly adopted by 15–25 year-olds in April 2009. The strategy used by the smallest proportion of 15–25 year-olds was to switch to drinking more low-alcoholic drinks, practiced by one in six 15–17 year-olds (16%), and one in five 18–21 year-olds (22%), and 22–25 year-olds (22%) in the three months prior to the survey. Around one in three 15–25 year-olds who drank alcohol in the last three months (28% of 15–17 year-olds, 35% of 18–21 year-olds and 30% of 22–25 year-olds) reported deciding to stop drinking altogether.

There was a significant decrease between November 2008 and April 2009 in the proportion of 22–25 year-olds who indicated having deliberately alternated between alcoholic and non-alcoholic drinks (decreasing from 51% in November 2008 to 47% in April 2009, chi-square, $p=0.036$). There were also significant decreases in the proportion of 15–17 year-olds who had asked someone who had had too much alcohol to stop drinking (decreasing from 48% in November 2008 to 40% in April 2009, chi-square, $p=0.015$) and in the proportion of 22–25 year-olds who had adopted this strategy (decreasing from 36% in November 2008 to 30% in April 2009, chi-square, $p=0.004$). A significant decrease was also observed in the proportion of 15–17 year-olds who had switched to drinking more low-alcoholic drinks (decreasing from 23% in November 2008 to 16% in April 2009, chi-square, $p=0.012$). No significant differences were found between November 2008 and April 2009 in the proportion indicating that they had only drunk low-alcoholic or non-alcoholic beverages when they went out and the proportion that decided to stop drinking altogether.

Figure 20. Adoption of any drinking strategies (15–25 year-olds who drank alcohol in last three months)

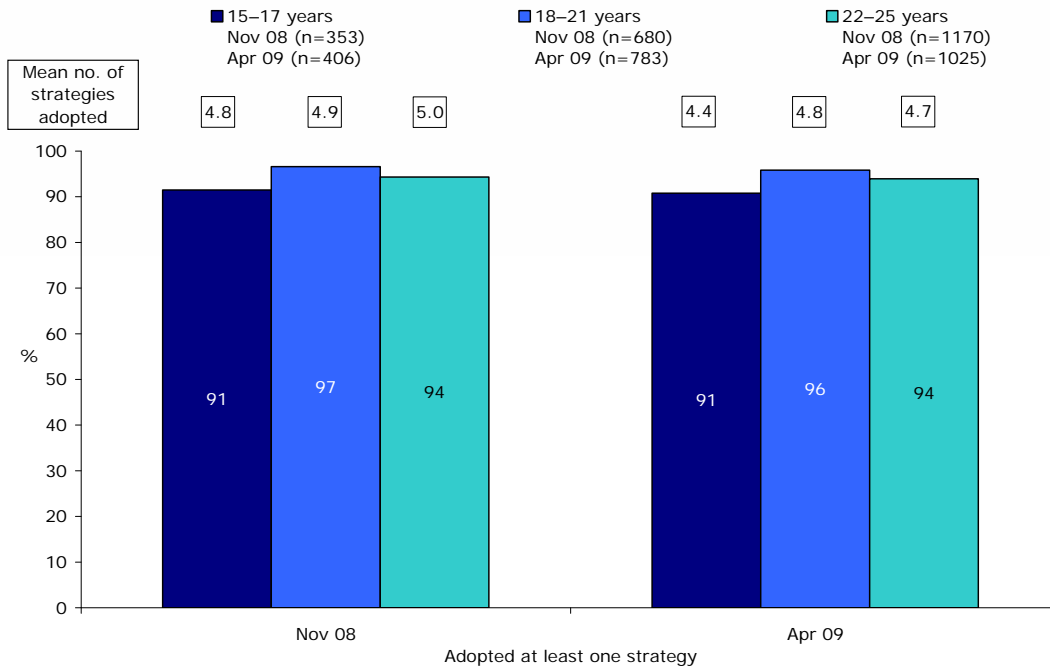
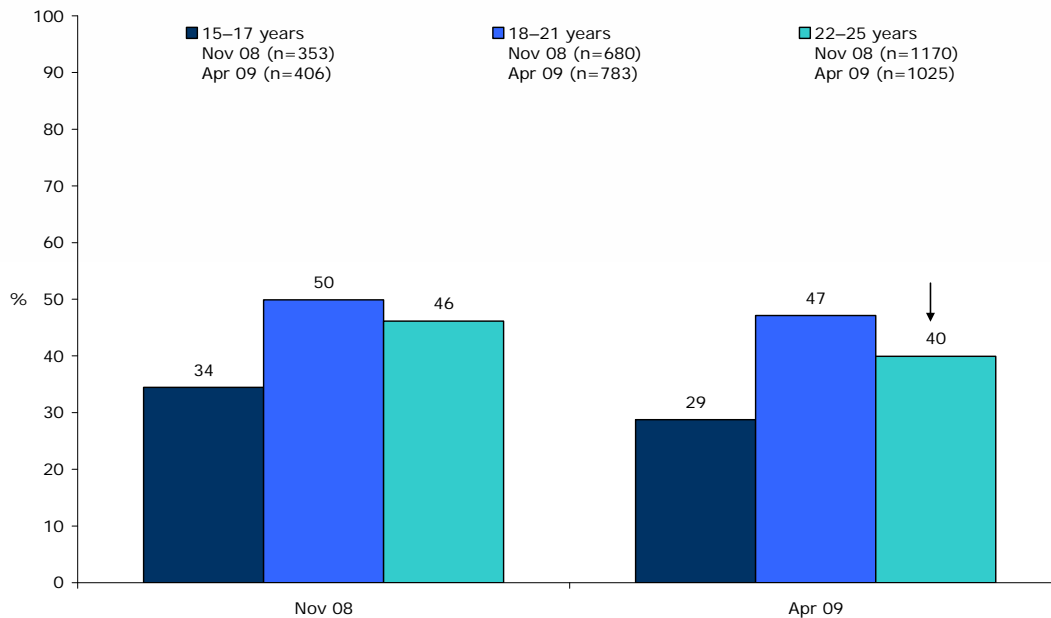


Figure 20 shows that in April 2009, 91% of 15–17 year-olds, 96% of 18–21 year-olds and 94% of 22–25 year-olds that drank alcohol in the last three months adopted within this period at least one of the nine alcohol-related behavioural strategies. This figure also shows that, in April 2009, 15–25 year-olds who drank alcohol in the three months prior to being surveyed adopted, on average, between four and five of the nine strategies during this period.

Negative drinking strategies

One negative behavioural strategy, drinking to get drunk, was presented to participants along with the nine more positive strategies displayed in Figure 18 and Figure 19. As for the other strategies, this was presented only to those who had consumed alcohol in the past three months. The proportion of 15–25 year-olds who indicated that they had deliberately drunk to get drunk in the three months prior to the survey is shown by age group in Figure 21, overleaf.

Figure 21. Drinking to get drunk (15–25 year-olds who drank alcohol in last three months)



As shown in Figure 21, there was a significant decrease across survey waves in the proportion of 22–25 year-olds who had consumed alcohol in the last three months that deliberately drank to get drunk at any time during that period, from 46% in November 2008 to 40% in April 2009 (chi-square, $p=0.003$). Across the other age groups, results in April 2009 were not significantly different from those obtained in November 2008, with more than a quarter of 15–17 year-olds (29%) and almost half of 18–21 year-olds (47%) indicating in April 2009 that they had drank to get drunk in the past three months.

Intended controlled drinking strategies

Young people aged 15–25 who had consumed alcohol in the past three months were then asked if they intended to adopt or at least try to adopt any of the strategies presented in the survey in the next three months. The results for the four strategies young people most commonly intend to adopt to reduce the likelihood of experiencing the negative effects of alcohol consumption are shown by age group in Figure 22 (overleaf) and the remaining five are shown by age group in Figure 23 (also overleaf).

Figure 22. Most popular intended drinking strategies (15–25 year-olds who have consumed alcohol in last three months)

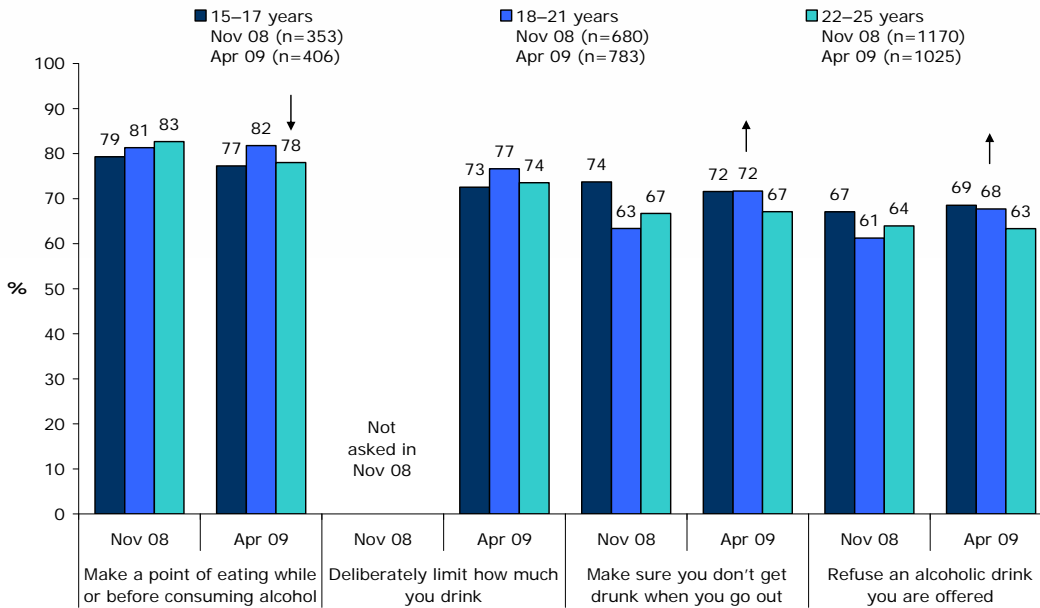
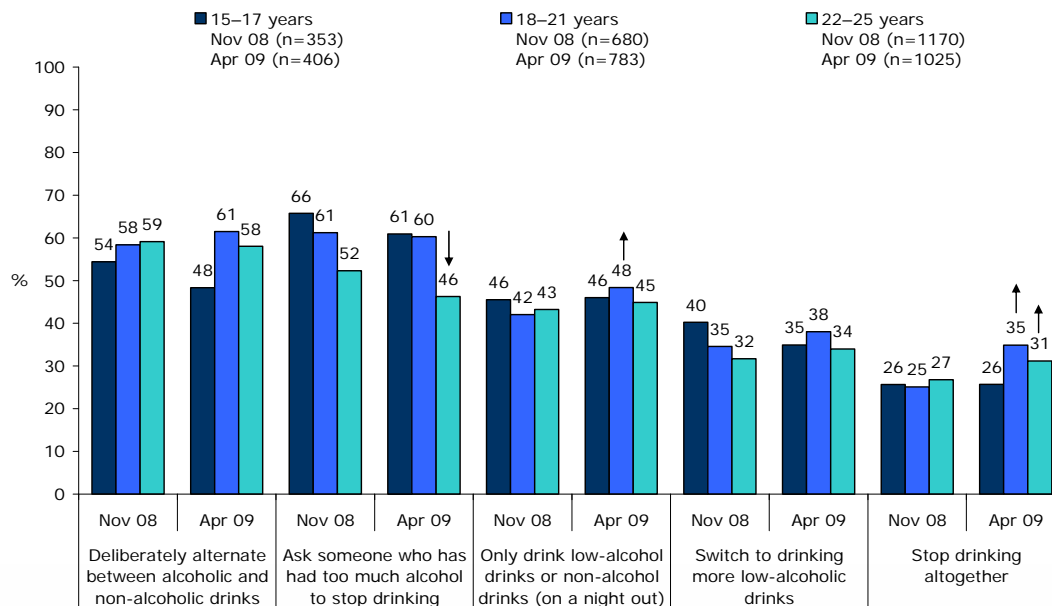


Figure 23. Less popular intended drinking strategies (15–25 year-olds who have consumed alcohol in last three months)



As illustrated in Figure 22, the most popular intended drinking strategy among 15–25 year-olds who drank alcohol in the last three months was to make a point of eating before consuming alcohol, with 77% of 15–17 year-olds, 82% of 18–21 year-olds, and 78% of 22–25 year-olds planning to do this over the next three months. There was a significant decrease from

November 2008 to April 2009 in the proportion of 22–25 year-olds who intend to make a point of eating before drinking alcohol (decreasing from 83% to 78%, chi-square, $p=0.005$). Significant increases were observed among 18–21 year-olds who intend to make sure they don't get drunk when they go out (increasing from 63% to 72%, chi-square, $p=0.001$), and among 18–21 year-olds who plan to refuse an alcoholic drink when it is offered (increasing from 61% to 68%, chi-square, $p=0.009$). One drinking strategy, 'deliberately limit how much you drink' was not asked in November 2008, but in April 2009, it was found that almost three quarters of 15–17 year-olds (73%), 18–21 year-olds (77%) and 22–25 (74%) year-olds intended to adopt or try to adopt this strategy in the next three months.

Figure 23 shows a significant decrease in the proportion of 22–25 year-olds who intend to ask someone who has had too much alcohol to stop drinking at some point in the next three months (decreasing from 52% in November 2008 to 46% in April 2009, chi-square, $p=0.005$), and an increase in the proportion of 18–21 year-olds who plan to only drink low-alcohol drinks or non-alcohol drinks when they go out (increasing from 42% in November 2008 to 48% in April 2009, chi-square, $p=0.013$). The proportions of 18–21 year-olds and 22–25 year-olds who intend to stop drinking altogether in the next three months increased significantly from November 2008 to April 2009 (from 25% to 35% among 18–21 year-olds and from 27% to 31% among 22–25 year-olds, chi-square, $p=0.013$).

No significant differences were observed between November 2008 and April 2009 in intentions to deliberately alternate between alcoholic and non-alcoholic drinks and to switch to drinking more low-alcoholic drinks.

Intended negative drinking strategies

Along with the nine positive strategies, 15–25 year-olds who drank alcohol in the last three months were asked whether they intended to drink to get drunk at all in the next three months. The proportions within each age group that intend to do this are illustrated in Figure 24, overleaf.

Figure 24. Intention to get drunk (15–25 year-olds who drank alcohol in last three months)

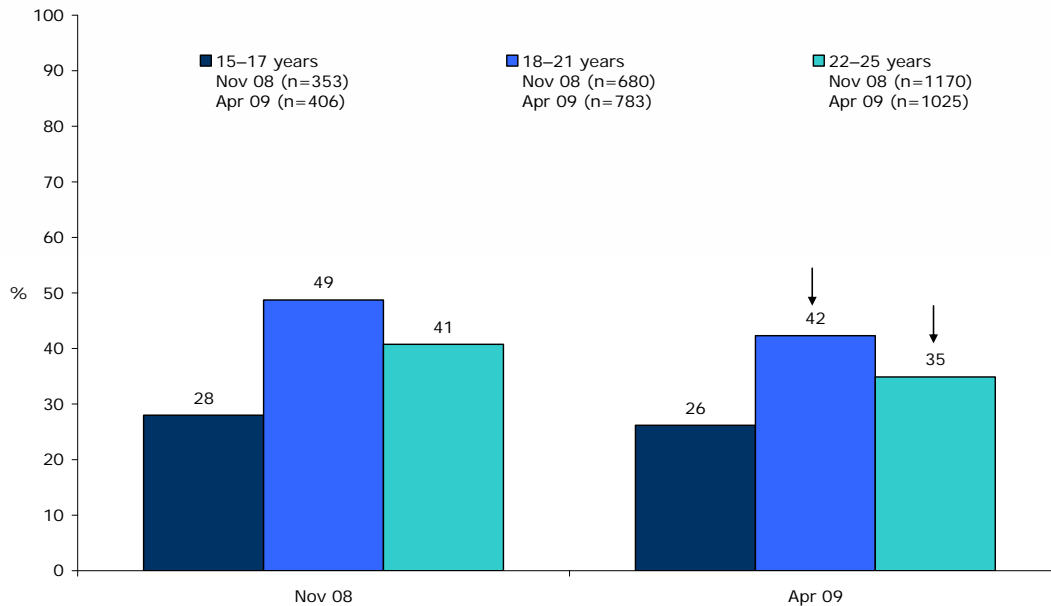


Figure 24 shows significant decreases in the proportions of 18–21 year-olds (from 49% in November 2008 to 42% in April 2009, chi-square, $p=0.012$) and 22–25 year-olds (from 41% in November 2008 to 35% in April 2009, chi-square, $p=0.005$) who indicated an intention to drink to get drunk in the next three months. The proportion of 15–17 year-olds who intended to get drunk did not change significantly between November 2008 and April 2009.

4.5 Frequency of negative experiences

All young people aged 15–25 years were asked to indicate how frequently each of 13 alcohol-related consequences (the result of the actions of others as well as their own actions as drinkers) had occurred to them within the three months prior to the survey. Consequences that are the result of the actions of others who have had too much to drink are shown by age and survey wave for all young people aged 15–25 years in Figure 25 to Figure 27 (pages 55 to 56), in order of frequency of experience. Consequences that are the result of one’s own actions when drinking are shown by age and survey wave for 15–25 year-olds who drank alcohol in the last three months in Figure 28 to Figure 31 (pages 57 to 60), in order of frequency of experience.

Figure 25. Negative consequences of others' drinking (1st, 2nd) (15–25 year-olds)

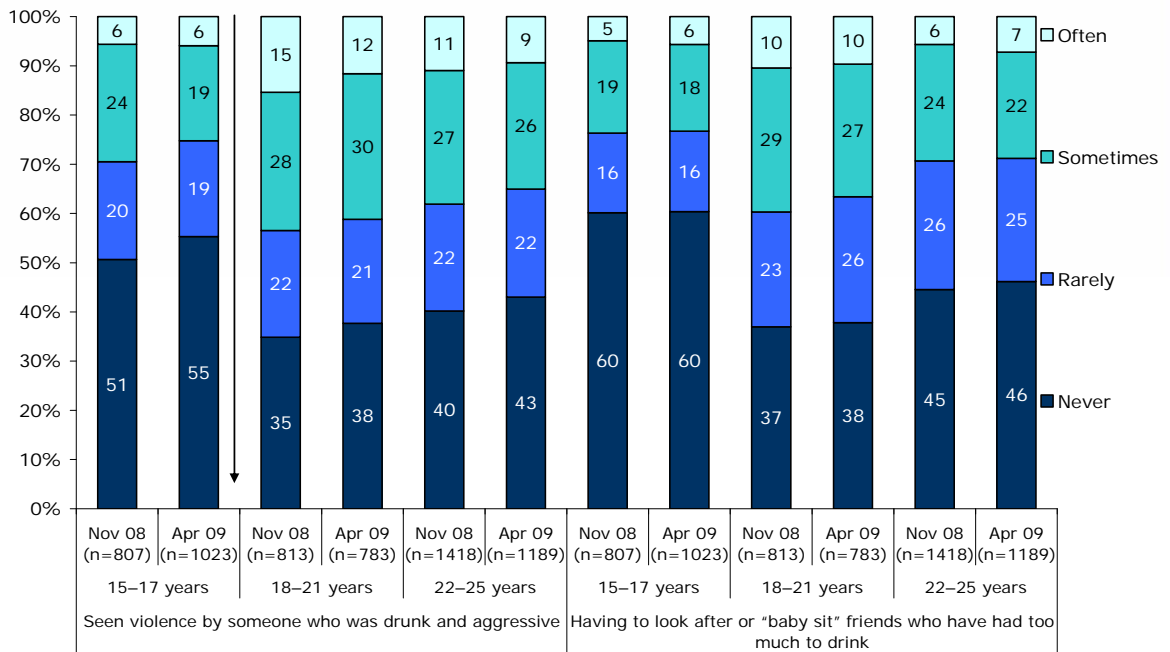


Figure 25 shows that, in April 2009, 25% of 15–17 year-olds, 42% of 18–21 year-olds and 35% of 22–25 year-olds had seen violence by someone who was drunk and aggressive sometimes or often in the three months prior to being surveyed. There was a significant overall decrease in the likelihood of having seen violence by someone who was drunk and aggressive from November 2008 to April 2009 among 15–17 year-olds (Kendall's tau-b, $p=0.039$)¹².

In April 2009, 24% of 15–17 year-olds, 37% of 18–21 year-olds and 29% of 22–25 year-olds had experienced having to look after or 'baby sit' friends who had too much to drink sometimes or often in the three months prior to being surveyed.

Figure 26 (overleaf) shows that, in April 2009, 14% of 15–17 year-olds and 23% of 18–21 year-olds and 22–25 year-olds received unwanted sexual advances from someone who was drunk sometimes or often in the three months prior to being surveyed. Similarly, 14% of 15–17 year-olds, 22% of 18–21 year-olds and 18% of 22–25 year-olds were verbally abused or threatened by someone who was drunk sometimes or often in this period.

¹² There was also a significant overall decrease in the likelihood of having seen violence by someone who was drunk and aggressive from November 2008 to April 2009 among 22–25 year-olds who drank alcohol in the last three months (Kendall's tau-b, $p=0.034$).

Figure 26. Negative consequences of others' drinking (3rd, 4th) (15–25 year-olds)

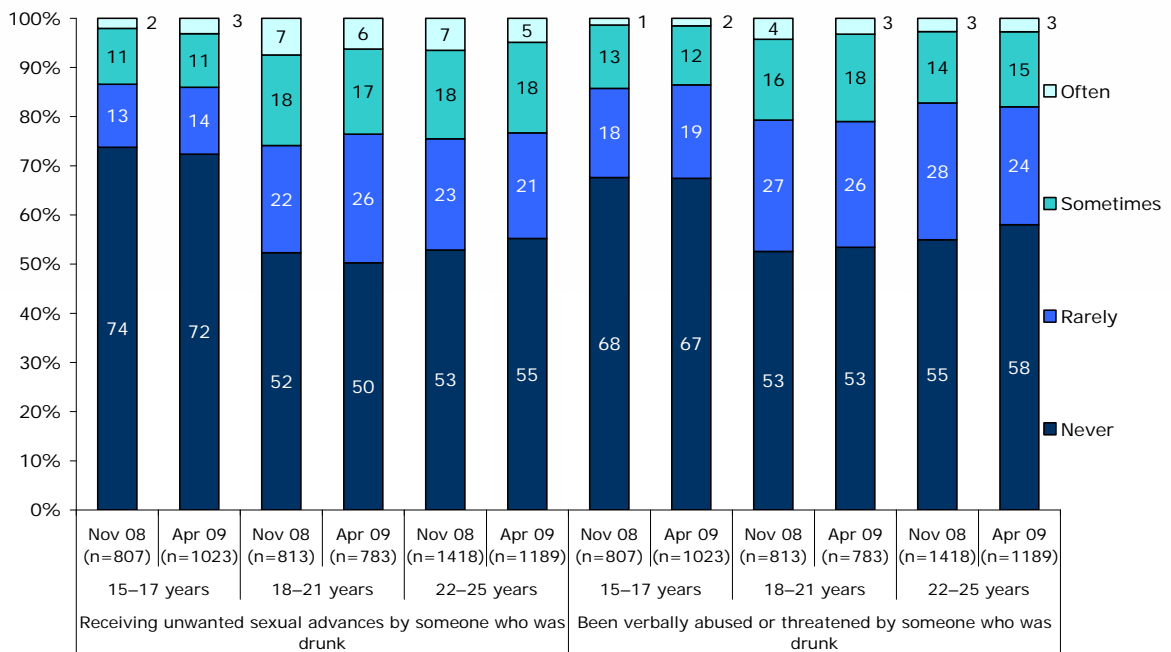
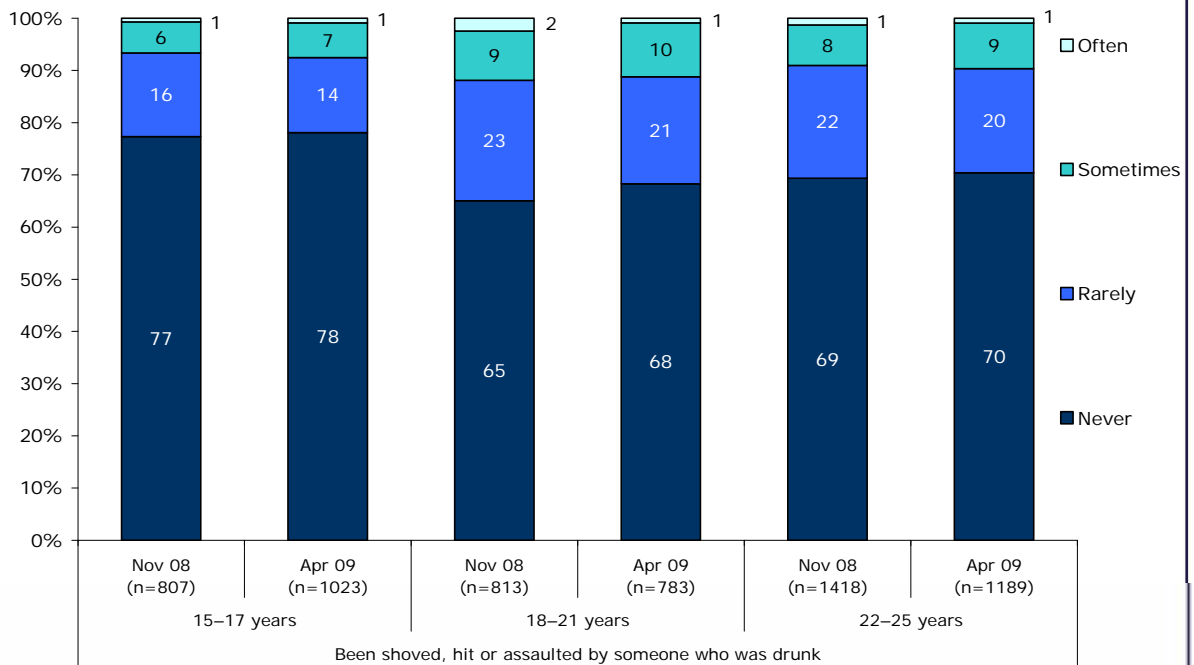


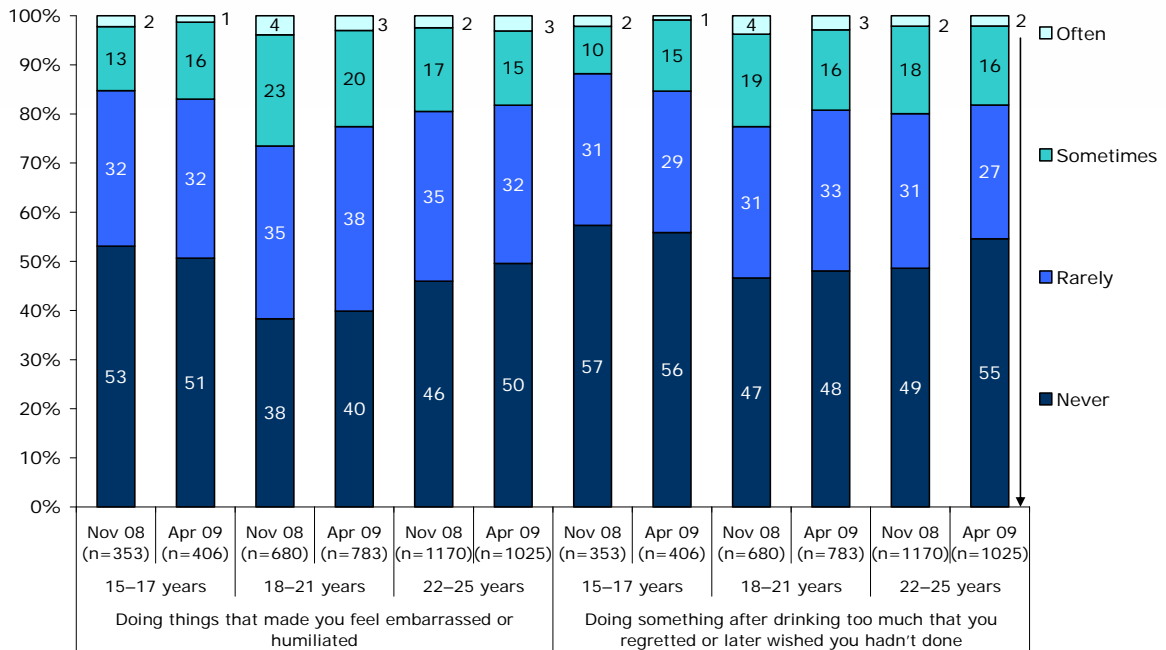
Figure 27. Negative consequences of others' drinking (5th) (15–25 year-olds)



In April 2009, 8% of 15–17 year-olds, 11% of 18–21 year-olds and 10% of 22–25 year-olds were shoved, hit or assaulted by someone who was drunk sometimes or often in the three months prior to being surveyed (see Figure 27).

The next series of Figures illustrate the frequency with which negative consequences of one's own drinking were experienced by 15–25 year-olds who drank alcohol in the last three months, ordered from most to least frequently experienced overall.

Figure 28. Negative consequences of own drinking (1st, 2nd) (15–25 year-olds who drank alcohol in last three months)



As illustrated in Figure 28, in April 2009, 17% of 15–17 year-olds, 23% of 18–21 year-olds and 18% of 22–25 year-olds who drank alcohol in the last three months sometimes or often in this period did things that made them feel embarrassed or humiliated as a result of drinking too much.

In April 2009, 16% of 15–17 year-olds, 19% of 18–21 year-olds and 18% of 22–25 year-olds who drank alcohol in the last three months sometimes or often did something after drinking too much that they regretted or later wished they hadn't done. There was a significant overall decrease from November 2008 to April 2009 in the frequency with which 22–25 year-olds who had consumed alcohol in the past three months experienced this consequence of their own drinking (Kendall's tau-b, $p=0.013$).

Figure 29. Negative consequences of own drinking (3rd, 4th) (15–25 year-olds who drank alcohol in last three months)

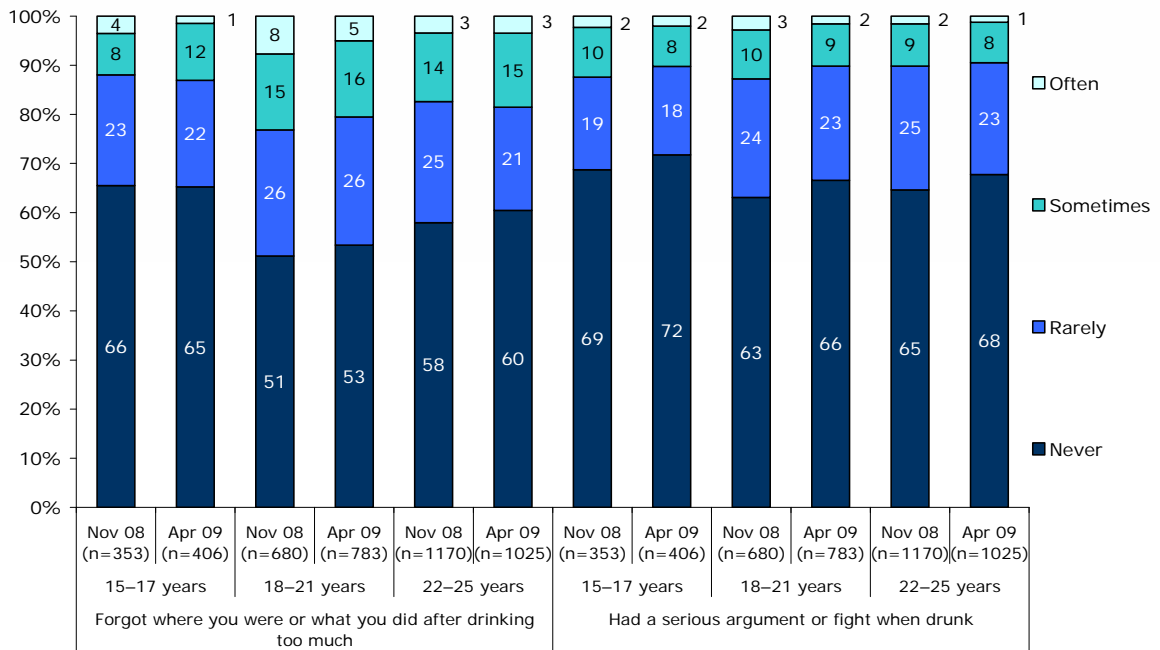
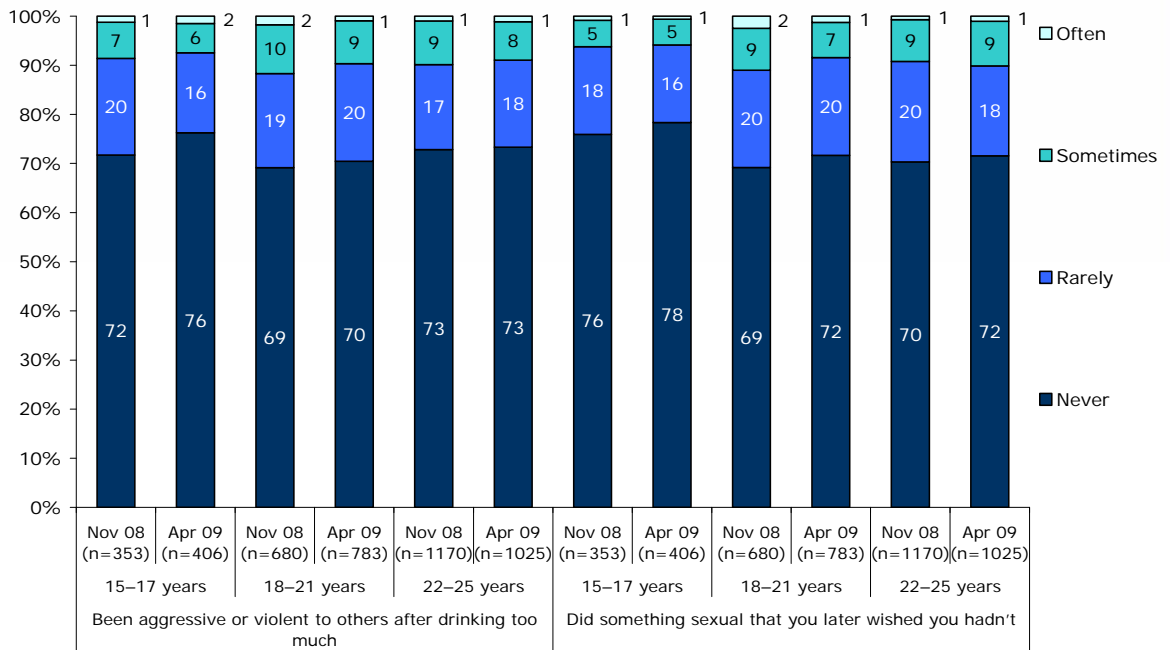


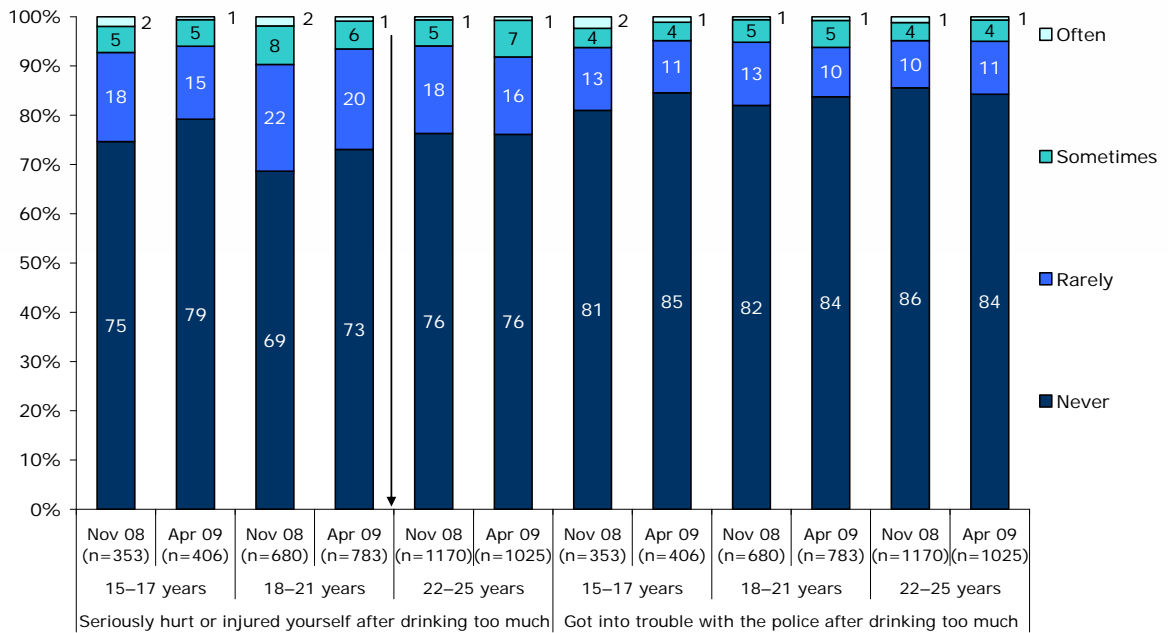
Figure 29 shows that, in April 2009, 13% of 15–17 year-olds, 21% of 18–21 year-olds and 18% of 22–25 year-olds who drank alcohol in the last three months sometimes or often in this period forgot where they were or what they did after drinking too much. Smaller proportions (10% of 15–17 year-olds, 11% of 18–21 year-olds and 9% of 22–25 year-olds who drank alcohol in the last three months) sometimes or often in the last three months had a serious argument or a fight when they were drunk.

Figure 30. Negative consequences of own drinking (5th, 6th) (15–25 year-olds who drank alcohol in last three months)



As shown in Figure 30, in April 2009, around one in ten 15–17 year-olds (8%), 18–21 year-olds (10%) and 22–25 year-olds (9%) who consumed alcohol in the last three months sometimes or often in this period were aggressive or violent to others after drinking too much. Similar proportions (6% of 15–17 year-olds, 8% of 18–21 year-olds and 10% of 22–25 year-olds who drank alcohol in the last three months) sometimes or often in the last three months did something sexual that they later wished they had not done.

Figure 31. Negative consequences of own drinking (7th, 8th) (15–25 year-olds who drank alcohol in last three months)



As shown in Figure 31, in April 2009, fewer than one in ten 15–17 year-olds (6%), 18–21 year-olds (7%) and 22–25 year-olds (8%) who consumed alcohol in the last three months sometimes or often in this period seriously hurt or injured themselves after drinking too much. There was a significant overall decrease from November 2008 to April 2009 in the frequency with which 18–21 year-olds who experienced this after drinking too much (Kendall's tau-b, $p=0.038$).

In April 2009, 15–25 year-olds that drank alcohol in the previous three months least frequently experienced getting into trouble with the police after drinking too much, with 5% of 15–17 year-olds, 6% of 18–21 year-olds and 5% of 22–25 year-olds experiencing this sometimes or often in the three months prior to being surveyed.

4.6 Discussions about alcohol

Young people aged 15–25 years were asked a series of questions to determine whether they had had any discussions about alcohol in the previous three months, what prompted these conversations, who participated in them, and what was discussed.

Parents of 13–17 year-olds were asked whether they had any discussions in the previous three months with their child about alcohol, what prompted these discussions and what was discussed.

Responses to these questions are discussed in this section.

Figure 32. Discussions about alcohol (Parents)

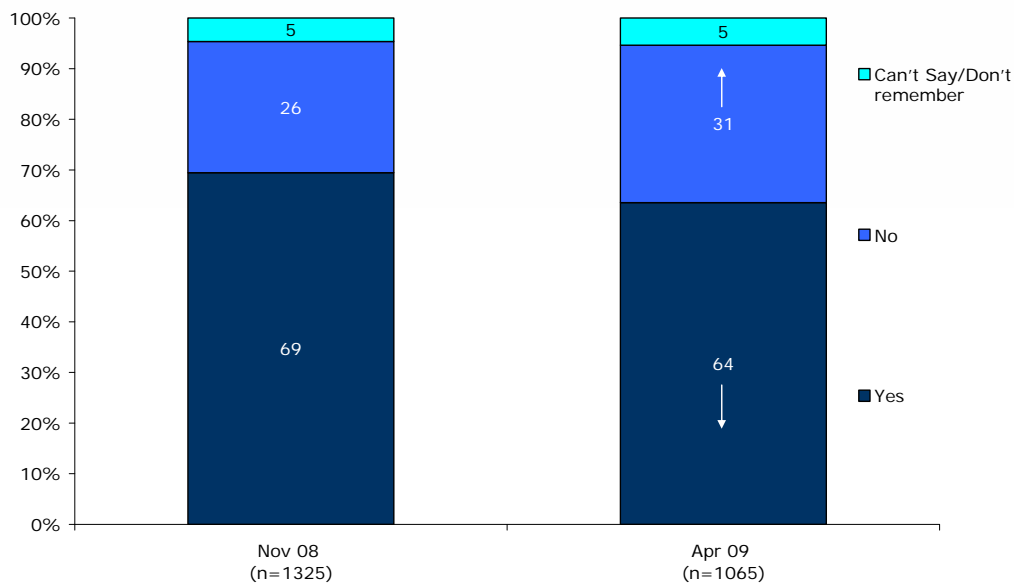
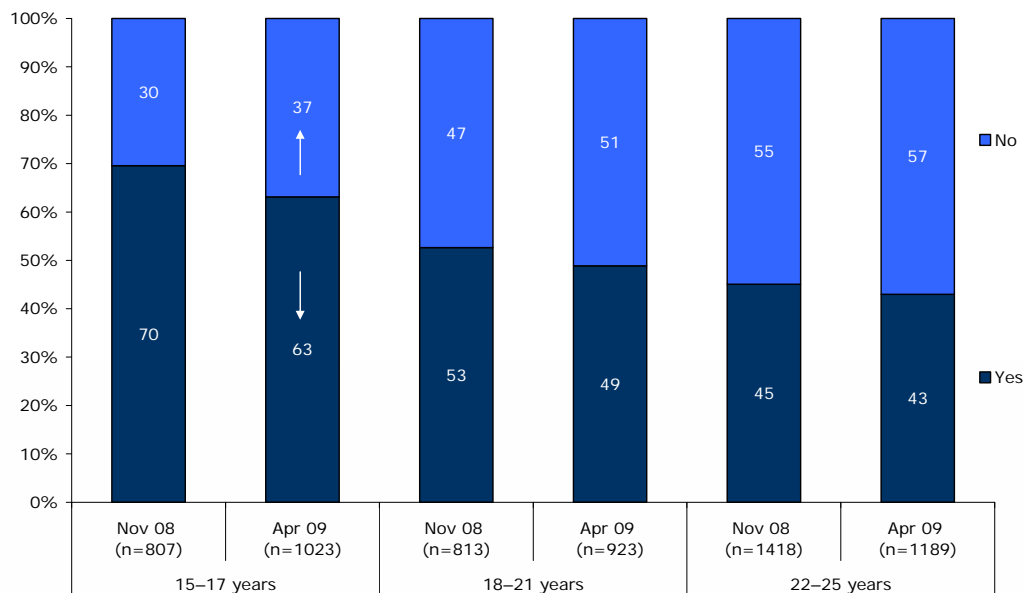


Figure 32 illustrates the proportions of parents in November 2008 and April 2009 having had conversations with their 13–17 year-old children about alcohol in the three months prior to being surveyed. In general, fewer parents reported having discussed alcohol with their children in April 2009 than in November 2008 (decreasing from 69% of parents in November 2008 to 64% in April 2009, chi-square, $p=0.010$).

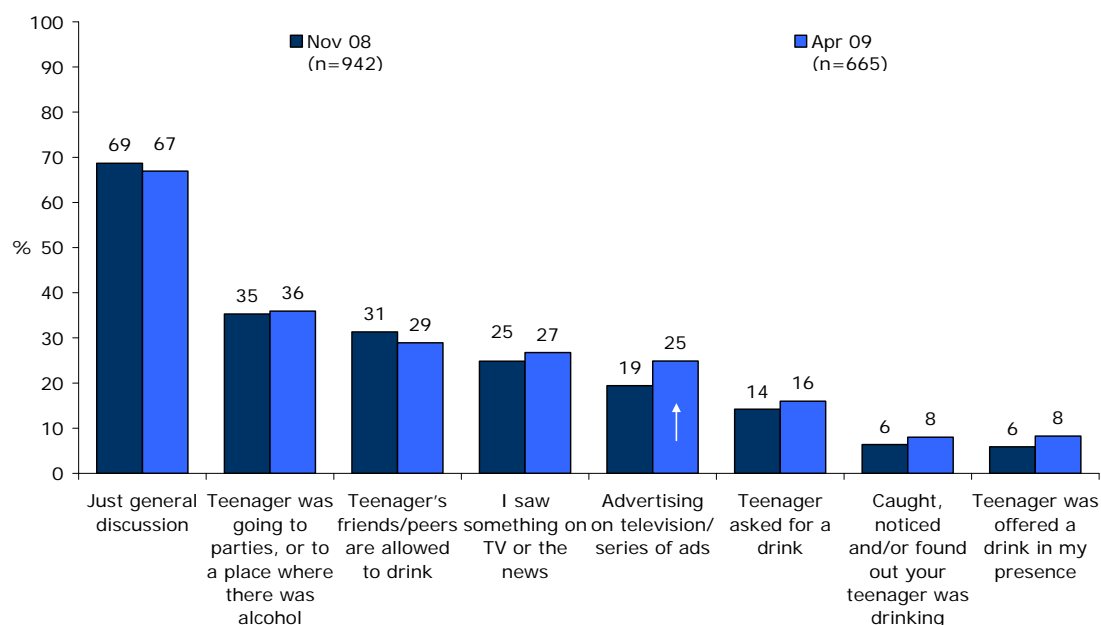
Figure 33. Discussions about alcohol (15–25 year-olds)



As shown in Figure 33 (previous page), in April 2009, almost two thirds of 15–17 year-olds (63%), half of those aged 18–21 years (49%) and around two in five 22–25 year-olds (43%) indicated they had had discussions in the last three months about the negative things that can happen when someone drinks alcohol. There was a significant decrease from November 2008 to April 2009 in the proportion of 15–17 year-olds that discussed the negative consequences of drinking alcohol with someone in the three months prior to being surveyed (decreasing from 70% in November 2008 to 63% in April 2009, chi-square, $p < 0.001$).

Parents who indicated that they had discussions with their teenager about alcohol in the three months prior to the survey were asked to indicate what prompted these discussions. Their responses are shown in Figure 34, below.

Figure 34. Discussion prompts (Parents who discussed alcohol)



The majority of discussions that parents had with their children about alcohol arose in the course of general discussion (67% in the April 2009) (see Figure 34). The child going to parties or to a place where there would be alcohol was the next most common prompt for parents to discuss alcohol with their children (36%), followed by the child's friends or peers being allowed to drink (29%), and seeing something on TV or the news (29%).

There was a significant increase in the proportion of parents indicating that advertising or a series of ads on television served as the prompt for a discussion about alcohol, increasing from 19% in November 2008 to 25% in April 2009 (chi-square, $p = 0.012$). No other significant differences were found between responses in November 2008 and April 2009.

Young people aged 15–25 years who indicated that they had discussions in the three months prior to the survey about the negative consequences of drinking alcohol were also asked to indicate what prompted these discussions. These results are shown by age group in Figure 35 and Figure 36 (both below), ordered from most to least common responses.

Figure 35. Most common discussion prompts (15–25 year-olds who discussed alcohol)

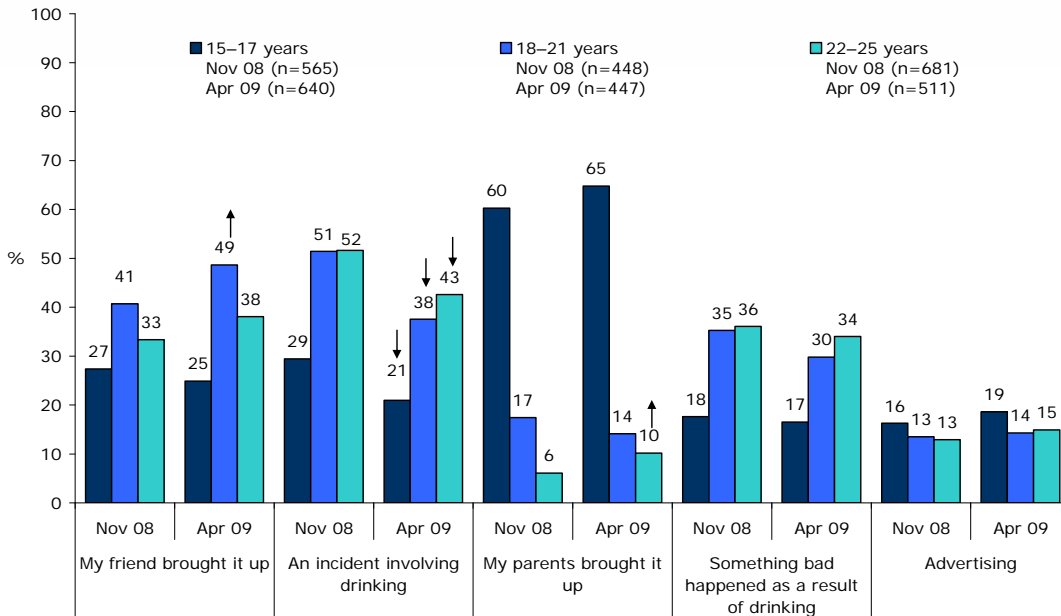
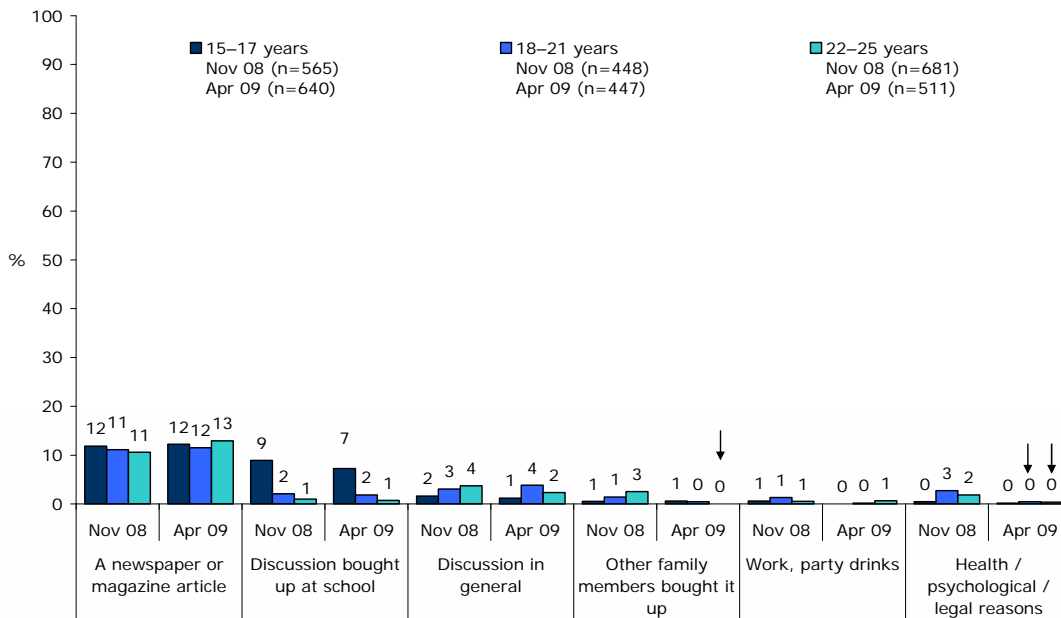


Figure 36. Less common discussion prompts (15–25 year-olds who discussed alcohol)



In April, 2009, the most common prompt for 15–17 year-olds to discuss the consequences of alcohol consumption was their parents (65%), as shown in Figure 35 (previous page). The most common discussion prompts for 18–21 year-olds were friends (49%), followed by an incident involving drinking (38%) and something bad happening as a result of drinking (30%). Among 22–25 year-olds, the most common prompts were an incident involving drinking (43%), friends (38%), and something bad happening as a result of drinking (34%).

From November 2008 to April 2009, there were significant decreases among all age groups in the proportions indicating their discussions were prompted by an incident involving drinking, decreasing from 29% to 21% for 15–17 year-olds (chi-square, $p=0.001$), from 51% to 38% for 18–21 year-olds (chi-square, $p<0.001$), and from 52% to 43% for 22–25 year-olds (chi-square, $p=0.002$). There was a significant increase from November 2008 to April 2009 in the proportion of 18–21 year-olds indicating their discussions about alcohol were prompted by a friend bringing it up (increasing from 41% to 49%, chi-square, $p=0.018$). There was also a significant increase in the proportion of 22–25 year-olds whose parents were the prompt for discussions about alcohol (increasing from 6% in November 2008 to 10% in April 2009, chi-square, $p=0.011$).

Figure 36 (previous page) shows the six least common discussion prompts. Among these, newspaper or magazine articles were mentioned by around one in ten 15–17 (12%), 18–21 year-olds (12%) and 22–25 year-olds (13%), while fewer than one in ten in each age group reported being prompted by any of the other events. Significant decreases were found in the proportions of 18–21 year-olds (3% to 0%, chi-square, $p=0.007$) and 22–25 year-olds (2% to 0%, chi-square, $p=0.020$) citing health/psychological/legal reasons as prompting discussions about alcohol. The proportion of 22–25 year-olds who reported other family members bringing alcohol up as the prompt for their discussion also decreased significantly from 3% in November 2008 to 0% in April 2009 (chi-square, $p<0.001$).

Young people aged 15–25 years who discussed alcohol with someone in the last three months were asked to indicate with whom they had this discussion. Their responses are shown in Figure 37, overleaf.

Figure 37. Discussion participants (15–25 year-olds who discussed alcohol)

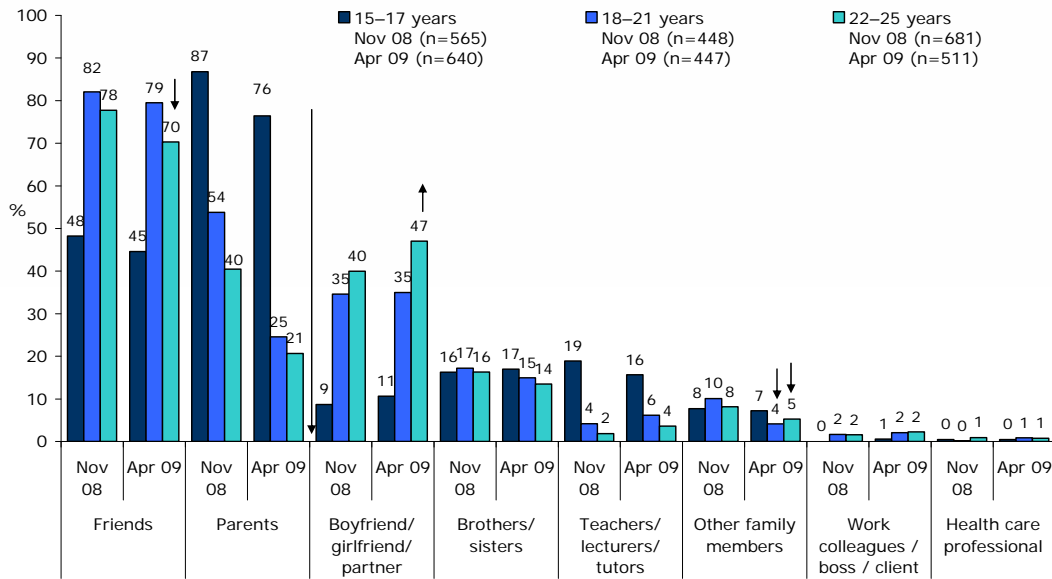


Figure 37 shows the people with whom young people aged 15–25 had discussed the negative consequences of alcohol in the last three months. As in November 2008, 15–17 year-olds most commonly had these discussions with their parents (76%), followed by their friends (45%). For 18–21 year-olds, discussions were most commonly held with friends (79%) followed by a boyfriend, girlfriend or partner (35%) and parents (25%). Among 22–25 year-olds, discussions were most commonly held with friends (70%), followed by a boyfriend/girlfriend/partner (47%).

Several significant changes between November 2008 and April 2009 were noted. There was a significant decline in the proportion of 22–25 year-olds who discussed alcohol with their friends (from 78% to 70%, chi-square, $p=0.005$), and a significant decline in all age groups in the proportion discussing alcohol with their parents (from 87% to 76% among 15–17 year-olds, chi-square, $p<0.001$; from 54% to 25% among 18–21 year-olds, chi-square, $p<0.001$; and from 40% to 21% among 22–25 year-olds, chi-square, $p<0.001$). In addition, there was a significant increase in the proportion of 22–25 year-olds who discussed alcohol with their boyfriend, girlfriend or partner, from 40% in November 2008 to 47% in April 2009 (chi-square, $p=0.019$), and a decrease in the proportion of 18–21 and 22–25 year-olds who discussed alcohol with other family members (from 10% to 4% for 18–21 year-olds, chi-square, $p<0.001$; and from 8% to 5% for 22–25 year-olds, chi-square, $p=0.035$).

Figure 38. Discussion content (Parents who discussed alcohol)

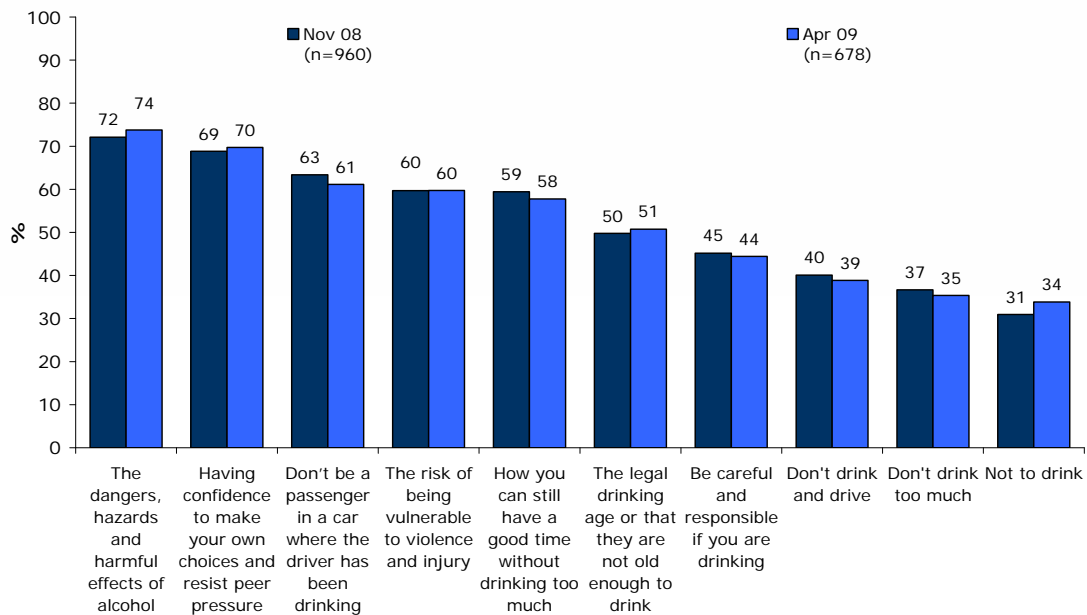


Figure 38 illustrates the main content of discussions about alcohol that parents had with their children aged 13–17 years in the three months prior to being surveyed. As in November 2008, the topics of discussion mentioned by the majority of parents were the dangers, hazards and harmful effects of alcohol (74%), having confidence to make your own choices and resist peer pressure (70%), avoiding being a passenger in a car where the driver has been drinking (61%), the risk of being vulnerable to violence and injury (60%), and how you can still have a good time without drinking too much (58%). There were no significant differences between November 2008 and April 2009 in the alcohol-related issues that parents discussed with their children.

Young people aged 15–25 years who indicated that they had discussed alcohol with others in the last three months were also asked what they spoke about. The results are shown in Figure 39 and Figure 40 (both overleaf), ordered from most to least commonly mentioned.

Figure 39. Most common discussion topics (15–25 year-olds who discussed alcohol)

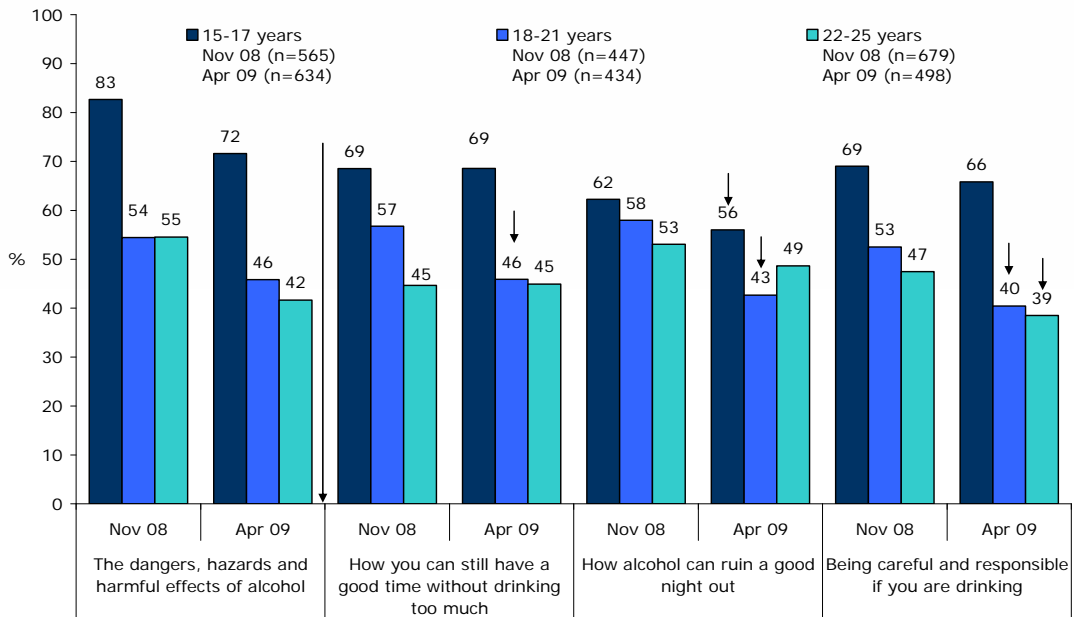


Figure 40. Less common discussion topics (15–25 year-olds who discussed alcohol)

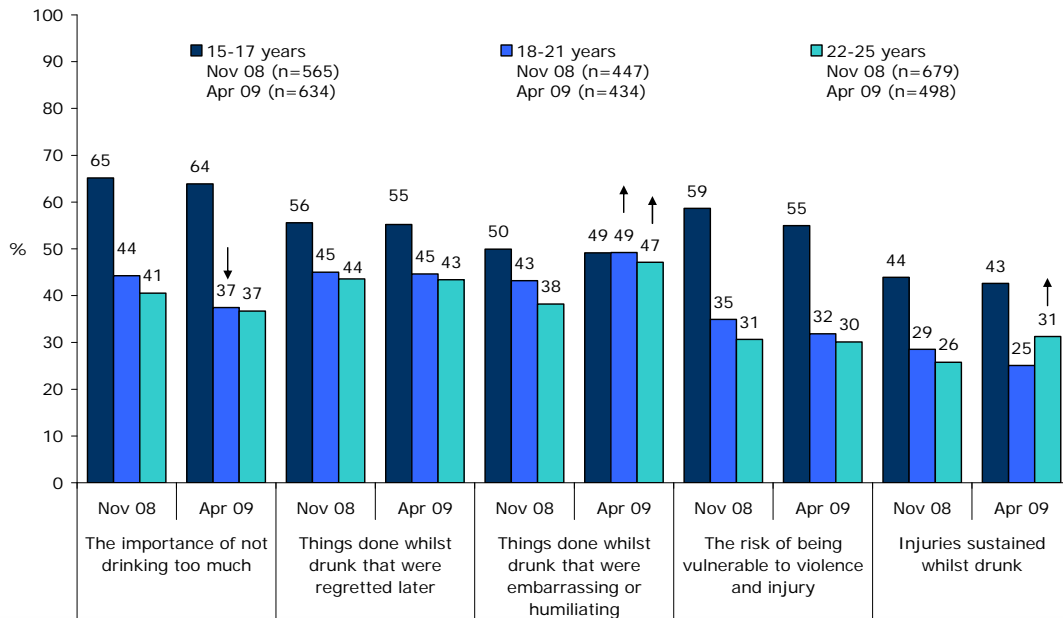


Figure 39 shows several significant changes in conversation topics between November 2008 and April 2009. There was a significant decrease across the two survey waves in the proportion within each age group discussing the dangers, hazards and harmful effects of alcohol, decreasing from 83% to 72% among 15–17 year-olds, from 55% to 46% among 18–21 year-olds, and from 55% to 42% among 22–25 year-olds (Kendall's tau-b, $p < 0.001$).

The proportion of 18–21 year-olds discussing how you can still have a good time without drinking too much decreased significantly from 57% in November 2008 to 46% in April 2009 (chi-square, $p=0.001$), as did the proportions of 15–17 and 18–21 year-olds discussing how alcohol can ruin a good night out (decreasing from 62% to 56% among 15–17 year-olds, chi-square, $p=0.028$; and from 58% to 43% among 18–21 year-olds (chi-square, $p<0.001$).

In addition, discussions about being careful and responsible if you are drinking decreased from November 2008 to April 2009 among 18–21 year-olds (from 53% to 40%, chi-square, $p<0.001$) and 22–25 year-olds (from 47% to 39%, chi-square, $p=0.002$).

Figure 40 (previous page) also shows some significant differences between November 2008 and April 2009 in the proportions discussing the five less common alcohol-related topics, with the proportion of 18–21 year-olds discussing the importance of not drinking too much decreasing from 44% to 37% (chi-square, $p=0.038$), and the proportion discussing things done whilst drunk that were embarrassing or humiliating increasing from 43% to 49% (chi-square, $p=0.002$). The proportions of 22–25 year-olds discussing things done whilst drunk that were embarrassing or humiliating, and injuries sustained whilst drunk increased significantly (from 38% to 47%, chi-square, $p=0.002$, for the former, and from 26% to 31%, chi-square, $p=0.036$, for the latter).