



**WHANGAREI**  
DISTRICT COUNCIL

**VERSUS**  
RESEARCH

**Whangarei District Council**

**Local Alcohol Policy  
Residents' Feedback**

**November 2014**

## 1 Executive Summary

---

Whangarei District Council is seeking feedback from the community on various aspects of the sale and supply of alcohol in the district to inform the development of a Local Alcohol Policy. Versus Research was commissioned by Council to conduct a quantitative telephone survey of 500 residents, aged 18 year and older, in the Whangarei district. Interviewing was completed between September and October 2014 and the average duration of the survey was eight minutes. The final sample size of n=500, yields a statistically robust sample with a maximum margin of error (MOE) of +/- 4.38 per cent at the 95 per cent confidence interval.

In terms of alcohol consumption, 39 per cent of residents predominantly purchase their alcohol for private consumption from the supermarket, and 22 per cent from a liquor store. A further 28 per cent purchase their alcohol equally from both and twelve per cent of residents indicate that they do not drink. Convenience (53%), cost (40%) and product range (17%) are the driving factors behind the decision of where to purchase alcohol for private consumption.

Thirty-six per cent of residents indicate they drink less than once or twice a week. This is followed by 22 per cent drinking one to two times a week and 24 per cent drinking three or more times a week. Wine (54%) and beer (44%) are the drinks most often consumed by residents.

Clear age differences emerge in terms of alcohol consumption with residents aged 18 to 29 more likely to purchase predominantly from a liquor store (30% cf. total, 22%), or equally from a liquor store or supermarket (36% cf. total, 28%), while residents aged 60 years and over are more likely to purchase alcohol for private consumption from a supermarket (48% cf. total, 39%). Residents aged 18 to 29 are more likely to drink spirits (34% cf. total, 23%) and RTDs (18% cf. total, 8%). Residents aged 60 years and over are more likely to drink wine (64% cf. total, 54%) and are more likely to drink three or more times a week (30% cf. total, 24%).

Residents were asked to rate the number of off-licences and on-licences in the Whangarei district and within their community. The table overleaf compares residents' responses, indicating significantly greater response in green and significantly lower response in purple. Notably, residents are more likely to think there are too many off-licences (45% cf. on-licences, 28%) in the Whangarei district and in their community (17% cf. on-licences, 10%).

They are also more likely to think there are enough on-licences (59% cf. off-licences, 51%) in Whangarei. Residents are also more likely to indicate they don't know if there are too many or too few on-licences in the Whangarei district (7% cf. off-licences, 2%) and in their community (6% cf. off-licences, 3%).

***Table 1.1-1. Comparison between number of off-licences and on-licences***

	On-licences	Off-licences
<b>Whangarei District</b>		
Too many	28%	45%
Enough	59%	51%
Too few	6%	3%
Don't know	7%	2%
<b>Community</b>		
Too many	10%	17%
Enough	71%	73%
Too few	13%	8%
Don't know	6%	3%

Almost half of residents (47%) do not have any concerns pertaining to on-licences. However, alcohol-related incidents (11%), closing too late (9%) and underage drinking and the drinking age (8%) are all causes for concern regarding on-licences. Similarly 46 per cent of residents indicate they have no issues with off-licences. However, 13 per cent indicate access to alcohol is too easy; eleven per cent indicate underage drinking and the drinking age as a concern and eight per cent think there are too many off-licences.

As illustrated below, on average residents consider an on-licence should open at around 11.45am and close on Sunday to Thursday nights at 11.15pm, and on Friday and Saturday nights at 12.45am. On average an on-licence in the CBD, which is in the focussed entertainment centre, should close at 1.30am and on-licences isolated from residential areas should close at 12.30am Monday to Sunday. On average residents consider an off-licence should open at 10.45am.

***Table 1.1-2. Average opening and closing hours for off-licences and on-licences***

	On-licences	Off-licences
Opening time	11.45am	10.45am
Closing Sunday - Thursday	11.15pm	-
Closing Friday - Saturday	12.45am	-
CBD closing time	1.30am	-
Isolated from residential closing time	12.30am	-

## 1.1 Points to Consider

Residents are inclined to indicate that they feel there are too many on-licences and off-licences in the wider Whangarei district and in their local community. Most residents indicate that there are enough on-licences and off-licences in their community, signalling they do not want any more of either within their local community. Low levels of specific concerns are mentioned overall, with user behaviour and alcohol-related incidents driving access concerns.

Residents consider later opening times as appropriate for both on-licences (11.45am) and off-licences (10.45am) compared to the current national standard<sup>1</sup>. In terms of closing times, residents identify a range of times between 11pm and 2am as the ideal; this is notably earlier than the current 4am national benchmark.

As expected, younger residents aged 18 to 29 are more likely to think there are too few on-licences and off-licences. They are also more likely to think both on-licences and off-licences should open earlier and close later than the average across all residents. These younger residents also do not have concerns around either on-licences or off-licences. Even though they are not identified as the group that drinks the most often, they do however consume stronger alcohol, such as spirits and RTDs.

In comparison, residents aged 60 years and over are more likely to be non-drinkers, or regular drinkers (3-4 times per week). Middle-aged and older people and female residents predominantly purchase wine from supermarkets and are more likely to be concerned about anti-social drinking behaviour.

---

<sup>1</sup> Ministry of Justice – Alcohol law changes for the industry.

## Table of Contents

---

1	Executive Summary.....	2
1.1	Points To Consider.....	4
2	Background .....	6
3	Method.....	6
3.1	Overview.....	6
3.2	Sample Selection .....	6
4	Reporting of Results.....	7
4.1	Sub-group analysis .....	7
4.2	Display of data.....	7
4.3	Margin of Error .....	7
4.4	Significance Testing .....	7
5	Demographic Profile .....	8
6	Detailed Results .....	11
6.1	Alcohol Consumption .....	11
6.2	On-licences .....	19
6.3	Off licenses .....	34
7	Appendix: Questionnaire .....	42

## 2 Background

---

Versus Research was commissioned by Whangarei District Council (Council) to conduct a survey regarding the development of a Local Alcohol Policy. Council is seeking feedback from the community on various aspects of the sale and supply of alcohol in the Whangarei region.

The Local Alcohol Policy questionnaire was designed in conjunction with Council and asked residents for their views on:

- the number of on-licence and off-licence premises in Whangarei and in their community;
- opening and closing times of on-licence premises;
- opening times of off-licences;
- specific concerns residents have around on-licences and off-licences;
- specific drinking behaviour of Whangarei residents.

## 3 Method

---

### 3.1 Overview

A quantitative telephone survey of 500 residents in the Whangarei district was completed between the 23rd of September and 20th of October 2014 with surveying conducted between 4.30pm and 8.30pm. The average duration of the survey was approximately eight minutes. Respondents were residents aged 18 years old and over.

### 3.2 Sample Selection

This project utilised a stratified sample based on the areas that make up Whangarei district; that is, the sample overall was designed to reflect the wards of Whangarei proportionately. To ensure the sample proportions were achieved, quotas were applied to specific wards as outlined in the table below:

***Table 3.2-1. Representation by ward***

Ward	n=500
Mangakahia – Maungataupere Ward	n=40
Hikurangi – Coastal Ward	n=75
Whangarei Heads Ward	n=40
Denby Ward	n=120
Okara Ward	n=150
Bream Bay Ward	n=75

## 4 Reporting of Results

---

### 4.1 Sub-group Analysis

Results in this report are primarily analysed and displayed at the total level and by age. Any other demographic and alcohol consumption differences have been displayed tabulated format and commented on in the text.

### 4.2 Display of Data

For ease of interpretation, graphs are used to display most data in this report. Residents who indicate that they never drink alcohol have been referred to as non-drinkers throughout the report. Residents who drink alcohol once or twice a week have been referred to as moderate drinkers and residents who drink three or more times a week have been referred to as regular drinkers.

Please note that not all percentages shown add up to 100 per cent. This is due to rounding and/or occurs where questions allow multiple responses (rather than a single response).

### 4.3 Margin of Error



Margin of error (MOE) is a statistic used to express the amount of random sampling error there is in a survey's results. The MOE is particularly relevant when analysing a subset of the data as smaller sample sizes incur a greater MOE.

The final sample size for this survey is n=500 which gives a maximum MOE of +/- 4.38 per cent at the 95 per cent confidence interval. That is, if the observed result on the total sample of 500 residents was 50 per cent (point of maximum MOE), then there is a 95 per cent probability that the true answer falls between 45.62 per cent and 54.38 per cent.

### 4.4 Significance Testing

Significance testing is used to determine whether or not the difference between two results is statistically significant, i.e. to determine the probability that an observed difference occurred as a result of chance. Significance testing was conducted in this report<sup>2</sup> between the total subset and all other results based on demographics and consumption habits.

On the charts in this report, statistically significant differences are indicated by purple and green shading:

-  Green shading indicates that the result is statistically *greater* (at the 95% or 99% confidence level).
-  Purple shading indicates that the result is statistically *lower* (at the 95% or 99% confidence level).

---

<sup>2</sup> Significance testing is applied to sub-groups with 30 or more respondents.

## 5 Demographic Profile

Thirty per cent of residents are located in the Okara ward, while 24 per cent are located in the Denby ward. A further 15 per cent (each) are located in the Hikurangi – Coastal ward and Bream Bay ward, while eight per cent (each) are located in the Mangakahia – Maungatapere ward and Whangarei Heads ward. Residents aged 18 to 29 (25% cf. total, 15%) are more likely to live in the Hikurangi – Coastal ward, while residents aged 30 to 59 are more likely to live in Mangakahia – Maungatapere (11% cf. total, 8%) or in Whangarei Heads (12% cf. total, 8%). Residents aged 60 years and over are more likely to live in the Denby ward (30% cf. total, 24%).

***Table. Ward 5-1 by age of residents***

		18 to 29 years	30 to 59 years	60 years or older
	500	102	224	174
<b>Mangakahia – Maungatapere Ward</b>	40 8%	4 4%	24 11%	12 7%
		-	++	
<b>Hikurangi – Coastal Ward</b>	75 15%	25 25%	35 16%	15 9%
		+++		---
<b>Whangarei Heads Ward</b>	40 8%	5 5%	26 12%	9 5%
			+++	-
<b>Denby Ward</b>	120 24%	25 25%	43 19%	52 30%
			--	++
<b>Okara Ward</b>	150 30%	28 27%	64 29%	58 33%
<b>Bream Bay Ward</b>	75 15%	15 15%	32 14%	28 16%



Fifty-six per cent of residents are female, leaving 44 per cent being males. Residents aged 30 to 59 (63% cf. total, 56%) are more likely to be female, while residents aged 60 years and over are more likely to be male (53% cf. total, 44%).

Thirty-five per cent of residents earn less than \$40,000, while 31 per cent earn more than \$70,000 and 26 per cent earn between \$40,000 and \$70,000. Four per cent (each) of residents refused or don't know their income. Residents aged 18 to 29 are more likely to not know their income (13% cf. total, 4%), while residents aged 30 to 59 are more likely to earn more than \$70,000 (48% cf. total, 31%). Residents aged 60 years and over are more likely to earn less than \$40,000 (61% cf. total, 35%).

***Table 5-2. Gender and income by age of residents***

		18 to 29 years	30 to 59 years	60 years or older
	500	102	224	174
<b>Male</b>	220 44%	45 44%	83 37%	92 53%
			---	+++
<b>Female</b>	280 56%	57 56%	141 63%	82 47%
			+++	---
<b>Less than \$40,000</b>	174 35%	26 25%	42 19%	106 61%
		--	---	+++
<b>Between \$40,000 and \$70,000</b>	129 26%	31 30%	59 26%	39 22%
<b>More than \$70,000</b>	155 31%	30 29%	108 48%	17 10%
			+++	---
<b>Refused</b>	21 4%	2 2%	11 5%	8 5%
<b>Don't know</b>	21 4%	13 13%	4 2%	4 2%
		+++	--	

Forty-five per cent of residents indicate they are a middle aged or older couple or single person<sup>3</sup>, while 32 per cent identifying themselves as a family<sup>4</sup>. Sixteen per cent indicate they are a family with older children, while seven per cent are younger residents with no children. Residents aged 18 to 29 are more likely to be younger residents with no children<sup>5</sup> (22% cf. total, 7%), a family (41% cf. total, 32%) or a family with adult children (34% cf. total, 16%). Residents aged 30 to 59 are more likely to be a family (50% cf. total, 32%), while residents aged 60 years and over are more likely to be middle aged or an older couple or single person (91% cf. total, 45%).

**Table 5-3. Household situation by age of residents**

		18 to 29 years	30 to 59 years	60 years or older
	500	102	224	174
<b>Younger residents with no children</b>	34 7%	22 22% +++	10 4% -	2 1% ---
<b>Family</b>	158 32%	42 41% ++	111 50% +++	5 3% ---
<b>Family with adult children</b>	81 16%	35 34% +++	37 17%	9 5% ---
<b>Middle aged or older couple or single person</b>	227 45%	3 3% ---	66 29% ---	158 91% +++

Eighty-three per cent of residents identify themselves as New Zealand European, 19 per cent as New Zealand Māori and a further eight per cent as another ethnicity<sup>6</sup> or they refused to answer. Residents aged 18 to 29 are more likely to be New Zealand Māori (30% cf. total, 19%).

**Table 5-4. Ethnicity by age of residents**

		18 to 29 years	30 to 59 years	60 years or older
	500	102	224	174
<b>New Zealand European</b>	415 83%	75 74% ---	190 85%	150 86%
<b>New Zealand Māori</b>	97 19%	31 30% +++	43 19%	23 13% --
<b>Other or refused</b>	39 8%	11 11%	14 6%	14 8%

<sup>3</sup> Comprised of older couple / single person, and middle aged single / couple.

<sup>4</sup> Comprised of family, mainly pre-school aged children and family, school children.

<sup>5</sup> Comprised of young single, living alone, group flatting together, young couple, no children, blended family.

<sup>6</sup> Comprised of Pacific Islander, Asian, other and refused.

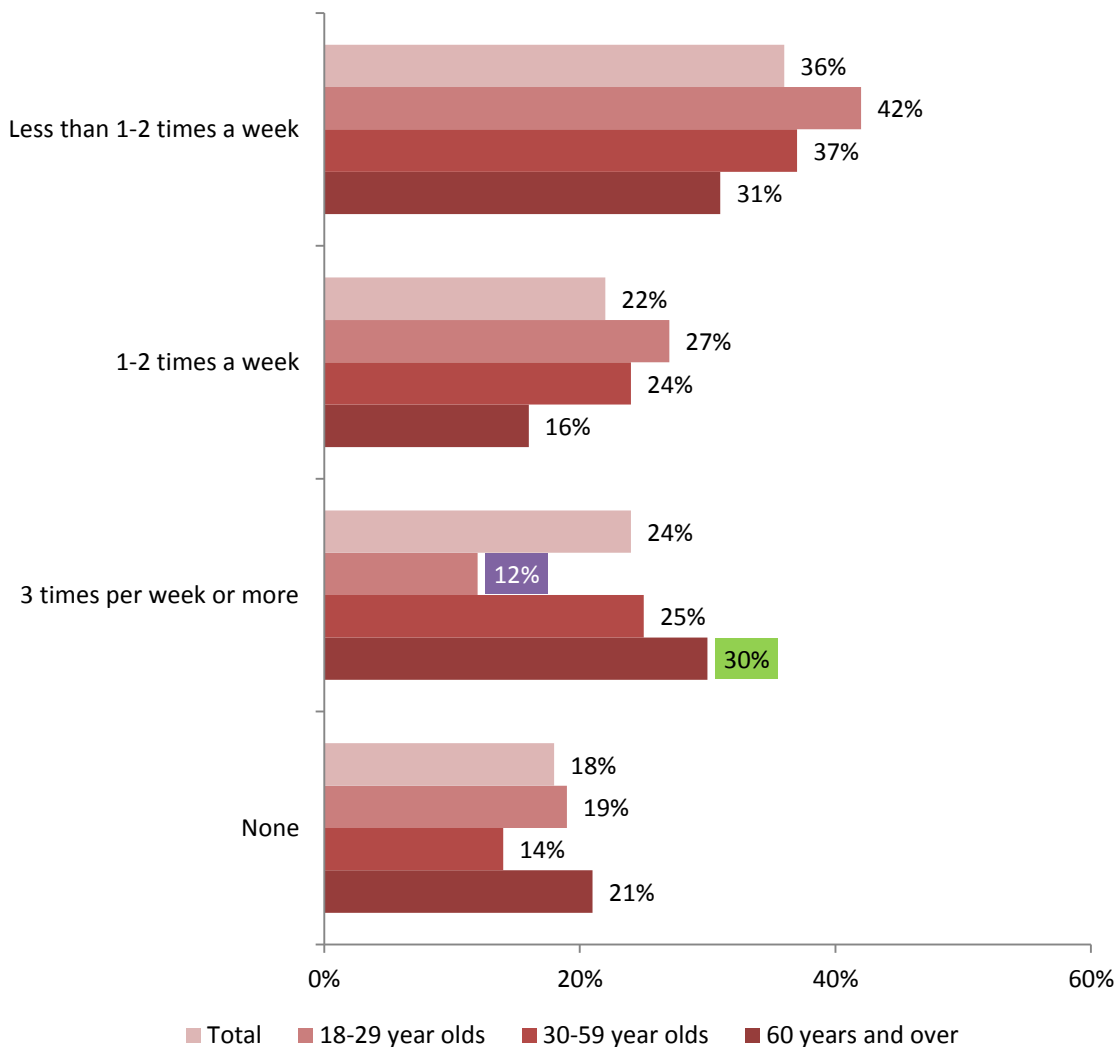
## 6 Detailed Results

### 6.1 Alcohol Consumption

One-third of residents (36%) consume alcohol less than one to two times a week. Twenty-two per cent of residents consume alcohol one to two times a week, 24 per cent three or more times a week, while 18 per cent do not drink.

Significantly, residents aged 60 years and over (30% cf. total, 24%) are more likely to consume alcohol three or more times a week, while residents aged 18 to 29 are less likely (12%).

**Figure 6.1-1. Alcohol consumption<sup>7</sup>**



<sup>7</sup> On average, how often do you consume alcohol? Base: All respondents; n=500.

RTD drinkers (59% cf. total, 36%) are more likely to consume alcohol less often than once or twice a week. Wine drinkers are more likely to consume alcohol less often than once or twice a week (41% cf. total, 36%) and three or more times a week (34% cf. total, 24%). While beer drinkers are more likely to consume alcohol once or twice a week (30% cf. total, 22%) and three or more times a week (33% cf. total, 24%). Spirits drinkers (36% cf. total, 22%) are more likely to consume alcohol one to two times a week

Okara residents (45% cf. total, 36%) are more likely to consume alcohol less often than once or twice a week. Whangarei Heads residents (38% cf. total, 24%) are more likely to consume alcohol three or more times a week.

Female residents (42% cf. total, 36%) are more likely to consume alcohol less often than once or twice a week. While male residents (36% cf. total, 24%) are more likely to consume alcohol three or more times a week.

Middle aged or older residents (30% cf. total, 24%) are more likely to consume alcohol three or more times a week.

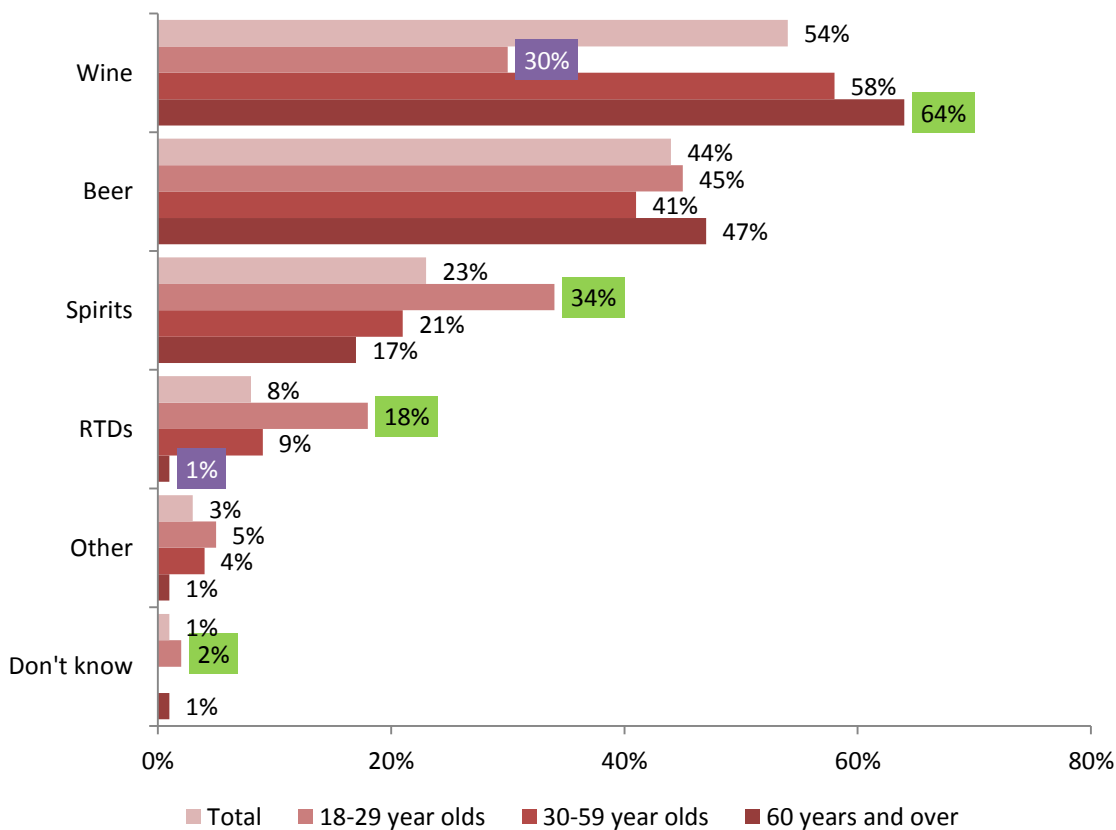
**Table 6.1-1. Key demographic differences in alcohol consumption**

	Total	Key demographic differences
<b>Less than 1-2 times a week</b>	36%	More likely to be: <ul style="list-style-type: none"> <li>• RTD drinkers (59%)</li> <li>• Okara residents (45%)</li> <li>• Female residents (42%)</li> <li>• Wine drinkers (41%)</li> </ul>
<b>1-2 times a week</b>	22%	More likely to be: <ul style="list-style-type: none"> <li>• Spirits drinkers (36%)</li> <li>• Beer drinkers (30%)</li> <li>• Residents earning more than \$70,000 (29%)</li> </ul>
<b>3 or more times a week</b>	24%	More likely to be: <ul style="list-style-type: none"> <li>• Whangarei Heads residents (38%)</li> <li>• Male residents (36%)</li> <li>• Wine drinkers (34%)</li> <li>• Beer drinkers (33%)</li> <li>• Middle aged or older residents (30%)</li> </ul>
<b>None</b>	18%	More likely to be: <ul style="list-style-type: none"> <li>• Female residents (23%)</li> </ul>

Half of residents (54%) indicate the type of alcohol they consume is wine. This is followed by 44 per cent of residents indicating they consume beer and 23 per cent spirits.

Significantly, residents aged 18 to 29 are more likely to drink spirits (34% cf. total, 23%) and RTDs (18% cf. total, 8%). Residents aged 60 years and over are more likely to consume wine (64% cf. total, 54%).

**Figure 6.1-2. Type of alcohol consumed<sup>8</sup>**



<sup>8</sup> What type of alcohol do you usually consume? Base: respondents that indicated they drink alcohol; n=408.

Wine drinkers are more likely to be middle aged or older residents (62% cf. total, 54%), regular drinkers (63%), Whangarei Heads residents (71%) and female residents (67%).

Beer drinkers are more likely to be male residents (64% cf. total, 44%).

Spirits drinkers are more likely to be moderate drinkers (26% cf. total, 23%) and Denby residents (31%).

RTD drinkers are more likely to be female residents (12% cf. total, 8%), families with adult children (15%) and moderate drinkers (11%).

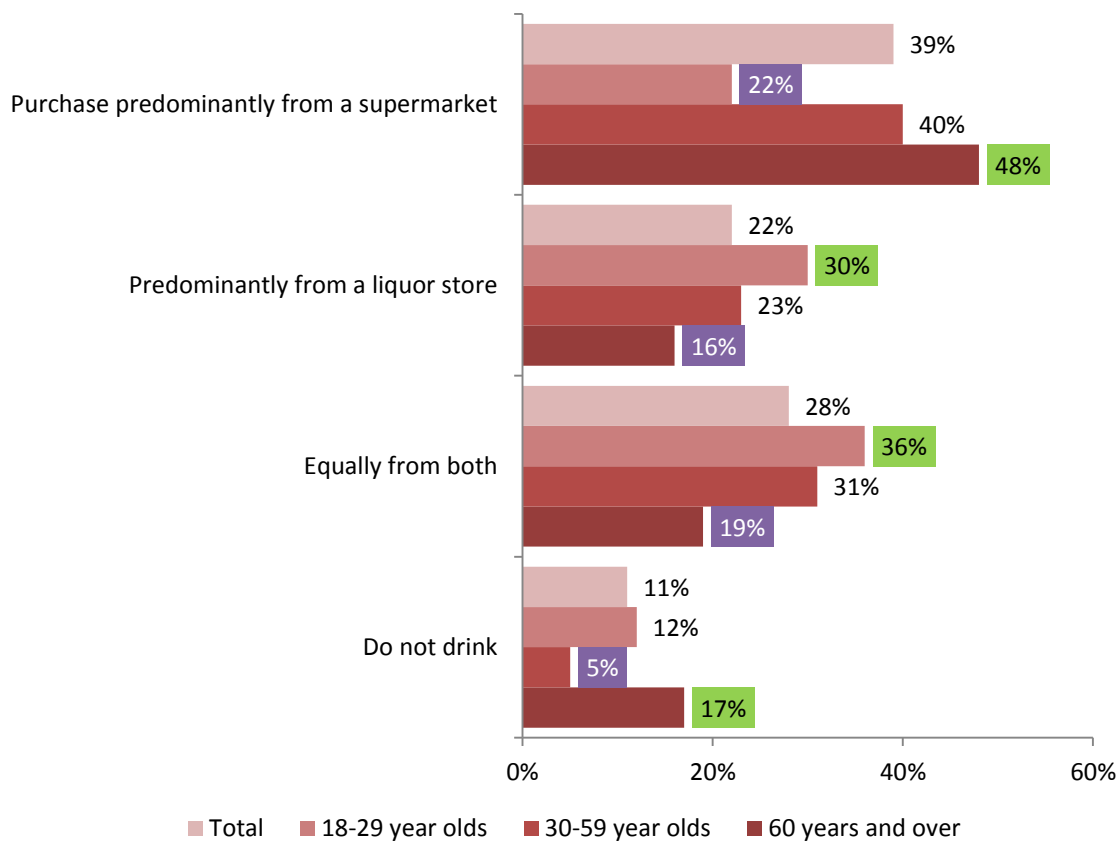
***Table 6.1-2. Key demographic differences in type of alcohol consumer***

	Total	Key demographic differences
<b>Wine</b>	54%	More likely to be: <ul style="list-style-type: none"> <li>• Middle aged or older residents (62%)</li> <li>• Regular drinkers (63%)</li> <li>• Whangarei Heads residents (71%)</li> <li>• Female residents (67%)</li> </ul>
<b>Beer</b>	44%	More likely to be: <ul style="list-style-type: none"> <li>• Male residents (64%)</li> </ul>
<b>Spirits</b>	23%	More likely to be: <ul style="list-style-type: none"> <li>• Moderate drinkers (26%)</li> <li>• Denby residents (31%)</li> </ul>
<b>RTDs</b>	8%	More likely to be: <ul style="list-style-type: none"> <li>• Female residents (12%)</li> <li>• Families with adult children (15%)</li> <li>• Moderate drinkers (11%)</li> </ul>

Thirty-nine per cent of residents purchase their alcohol from a supermarket while 22 per cent purchase it predominantly from a liquor store. A further 28 per cent purchase their alcohol equally from both, while twelve per cent of residents do not drink.

Significantly, residents aged 18 to 29 are more likely to purchase predominantly from a liquor store (30% cf. total, 22%) as well as indicating they purchase equally from both (36% cf. total, 28%). Residents aged 60 years and over are more likely to indicate they purchase alcohol predominantly from a supermarket (48% cf. total, 39%). Residents aged 60 years and over are also more likely to not drink (18% cf. total, 12%).

**Figure 6.1-3. Alcohol for private consumption<sup>9</sup>**



<sup>9</sup> Considering where you buy alcohol for private consumption at a different location, do you.... Base: All respondents; n=500.

Wine drinkers (59% cf. total, 39%), female residents (43%) and middle aged or older residents (45%) are more likely to predominantly purchase their alcohol from the supermarket.

Concurrently, moderate drinkers (26% cf. total, 22%), RTD drinkers (71%) and spirits drinkers (41%) are more likely to purchase their alcohol from a liquor store.

Male residents (35% cf. total, 28%), moderate drinkers (32%), beer drinkers (38%) and spirits drinkers (39%) are more likely to purchase equally from both.

***Table 6.1-3. Key demographic differences in alcohol consumption***

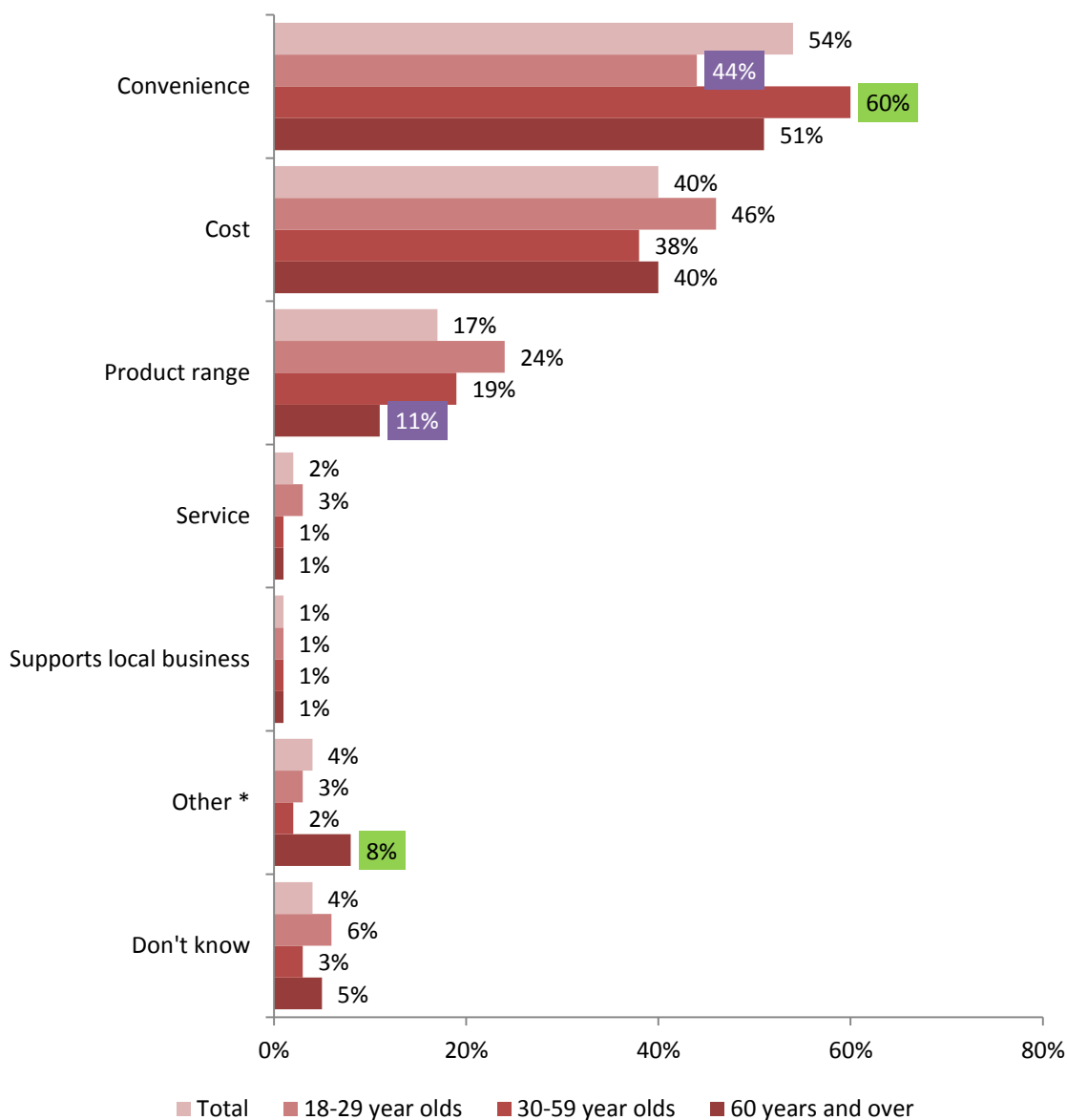
	Total	Key demographic differences
<b>Predominantly from a supermarket</b>	39%	More likely to be: <ul style="list-style-type: none"> <li>• Wine drinkers (59%)</li> <li>• Middle aged or older people (45%)</li> <li>• Female residents (43%)</li> </ul>
<b>Predominantly from a liquor store</b>	22%	More likely to be: <ul style="list-style-type: none"> <li>• Moderate drinkers (26%)</li> <li>• RTD drinkers (71%)</li> <li>• Spirits drinkers (41%)</li> </ul>
<b>Equally from both</b>	28%	More likely to be: <ul style="list-style-type: none"> <li>• Male residents (35%)</li> <li>• Moderate drinkers (32%)</li> <li>• Beer drinkers (38%)</li> <li>• Spirit drinkers (39%)</li> </ul>
<b>Do not drink</b>	12%	More likely to be: <ul style="list-style-type: none"> <li>• Other or refused ethnicity (22%)</li> </ul>



Convenience (53%), cost (40%) and product range (17%) are the main factors that determine where residents buy their alcohol to consume at another location.

Significantly, residents aged 30 to 59 are more likely to indicate convenience (59% cf. total, 53%) as the main factor behind alcohol purchases. Residents aged 18 to 29 are less likely to indicate convenience as a factor (41% cf. total, 53%). Residents aged 60 years and over are less likely to indicate product range (11% cf. total, 17%) as a factor behind their alcohol purchase, but are more likely to indicate another reason for this purchasing.

**Figure 6.1-4. Main factor in purchasing alcohol<sup>10</sup>**



<sup>10</sup> What are the main factors that determine where you purchase your alcohol for private consumption? Base: All respondents; n=500.

\* Other responses include comments pertaining to safety and buying alcohol from the supermarket, as well as various other reasons.

Wine drinkers (60% cf. total, 53%) are more likely to indicate convenience as the main factor in where they purchase their alcohol.

RTD drinkers (59% cf. total, 40%) are more likely to indicate cost and product range (38% cf. total, 17%) as the main factor in their purchasing decision.

Spirits drinkers (5% cf. total, 2%) are more likely to indicate location and product range (35% cf. total, 17%) as the main factor in their decision.

Residents earning more than \$70,000 (23% cf. total, 17%), Bream Bay residents (28%) and female residents (21%) are more likely to indicate product range is the main factor in the decision as to where to purchase alcohol to consume at a different location.

***Table 6.1-4. Key demographic differences in main factors in purchasing alcohol***

	Total	Key demographic differences
<b>Convenience</b>	53%	More likely to be: <ul style="list-style-type: none"> <li>• Wine drinkers (60%)</li> </ul>
<b>Cost</b>	40%	More likely to be: <ul style="list-style-type: none"> <li>• RTD drinkers (59%)</li> </ul>
<b>Product range</b>	17%	More likely to be: <ul style="list-style-type: none"> <li>• RTD drinkers (38%)</li> <li>• Spirits drinkers (35%)</li> <li>• Bream Bay residents (28%)</li> <li>• Residents earning more than \$70,000 (23%)</li> <li>• Female residents (21%)</li> </ul>
<b>Location</b>	2%	More likely to be: <ul style="list-style-type: none"> <li>• Spirits drinkers (5%)</li> </ul>
<b>Other</b>	4%	More likely to be: <ul style="list-style-type: none"> <li>• Okara residents (9%)</li> </ul>

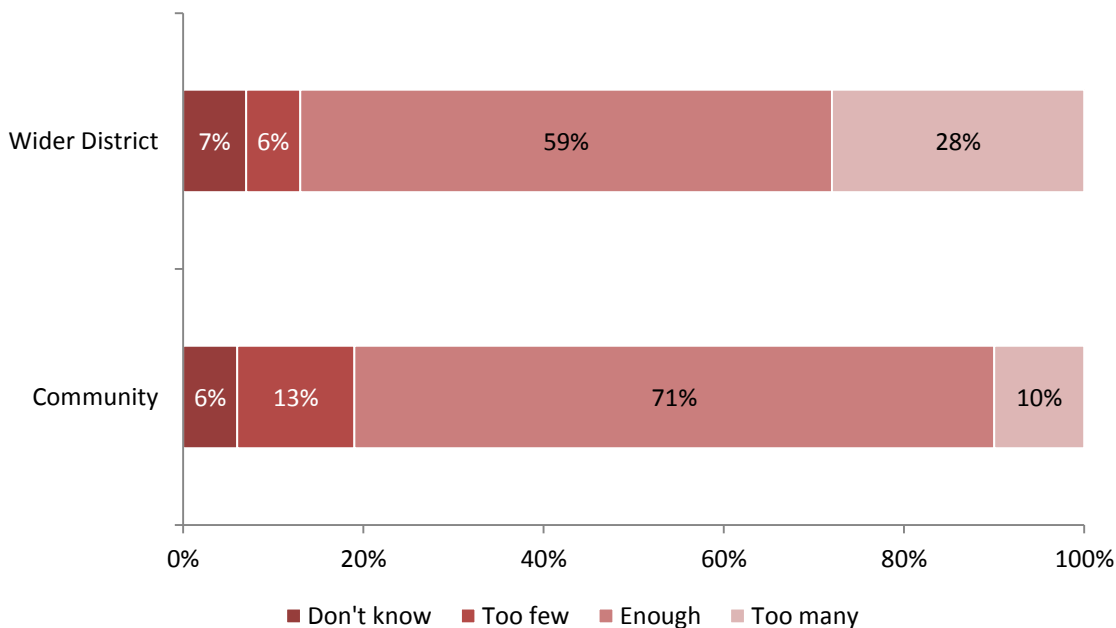
## 6.2 On-licences

Residents were asked to rate the availability of alcohol in Whangarei through on-licences, both within the Whangarei district as a whole and within their own community. They were also asked to identify what time they think on-licences should open and close in specific locations and on certain days of the week. Residents were also given the opportunity to mention any concerns they had pertaining to on-licences.

Fifty-nine per cent of residents think there are enough on-licences in the wider district of Whangarei. This is followed by 28 per cent thinking there are too many and six per cent thinking there are too few. Seven per cent of residents don't know if there are too many or too few on-licences in Whangarei.

Interestingly, the majority of residents in Whangarei think there are enough on-licences in their community, with 71 per cent of residents indicating this, while only ten per cent think there are too many. Thirteen per cent of residents think there are too few on-licences and six per cent don't know if there are too few or too many in their community.

**Figure 6.2-1. Number of on-licences<sup>11,12</sup>**



<sup>11</sup> An on-licence is a premises where you consume the product at the same place where you purchased it. For example a pub, restaurant, café or bar. Thinking about on-licences, this is any place where you can drink alcohol in public e.g. pub, restaurant, café or bar, do you think there are too few, enough or too many on-licences in the wider district of Whangarei? Base: All respondents; n=500.

<sup>12</sup> In your community, that is the residential area where you live, do you think that there are too few, enough or too many on-licences? Base: All respondents; n=500.

Within the Whangarei district, residents aged 18 to 29 are more likely to not know (12% cf. total, 7%) about the number of on-licences, or think there are too few (12% cf. total, 6%). Residents aged 30 to 59 are more likely to think there are enough (66% cf. total, 59%), while residents aged 60 years and over (44% cf. total, 28%) are more likely to think there are too many on-licences in the Whangarei district.

**Table 6.2-1. Number of on-licences in Whangarei district**

		18 to 29 years	30 to 59 years	60 years or older
	500	102	224	174
<b>Too few</b>	31 6%	12 12% +++	18 8%	1 1% ---
<b>Enough</b>	295 59%	66 65%	147 66% +++	82 47% ---
<b>Too many</b>	140 28%	12 12% ---	51 23% --	77 44% +++
<b>Don't know / none</b>	34 7%	12 12% ++	8 4% ---	14 8%

Whangarei Heads residents (15% cf. total, 6%), families with adult children (12%), regular drinkers (12%), RTD drinkers (18%) and spirits drinkers (12%) are more likely to think there are too few on-licences in the Whangarei district.

New Zealand European residents (61% cf. total, 59%), residents earning more than \$70,000 (72%), families (66%), moderate drinkers (63%) and wine drinkers (64%) are more likely to think there are enough on-licences in Whangarei.

Residents earning less than \$40,000 (39% cf. total, 28%), middle aged or older people (37%) and non-drinkers (54%) are more likely to think there are too many on-licences in the Whangarei district.

**Table 6.2-2. Key demographic differences in the number of on-licences in Whangarei district**

	Total	Key demographic differences
<b>Too few</b>	6%	More likely to be: <ul style="list-style-type: none"> <li>• RTD drinkers (18%)</li> <li>• Whangarei Heads residents (15%)</li> <li>• Families with adult children (12%)</li> <li>• Regular drinkers (12%)</li> <li>• Spirits drinkers (12%)</li> </ul>
<b>Enough</b>	59%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning more than \$70,000 (72%)</li> <li>• Families (66%)</li> <li>• Wine drinkers (64%)</li> <li>• New Zealand Europeans (61%)</li> <li>• Moderate drinkers (63%)</li> </ul>
<b>Too many</b>	28%	More likely to be: <ul style="list-style-type: none"> <li>• Non-drinkers (54%)</li> <li>• Residents earning less than \$40,000 (39%)</li> <li>• Middle aged or older people (37%)</li> </ul>

Residents aged 60 years and over are more likely to not know if there are too many or too few on-licences in their community (9% cf. total, 6%), while 18 to 29 year olds are more likely to think there are too few on-licences in their community (22% cf. total, 13%).

***Table 6.2-3. Number of on-licences in community***

		18 to 29 years	30 to 59 years	60 years or older
	500	102	224	174
<b>Too few</b>	64 13%	22 22% +++	31 14%	11 6% ---
<b>Enough</b>	356 71%	65 64% -	164 73%	127 73%
<b>Too many</b>	49 10%	9 9%	20 9%	20 11%
<b>Don't know / none</b>	31 6%	6 6%	9 4% -	16 9% ++

Families with adult children (22% cf. total, 13%) are more likely to think there are too few on-licences in their community. Denby residents (15% cf. total, 10%), female residents (13%) and non-drinkers (22%) are more likely to think there are too many on-licences in their community.

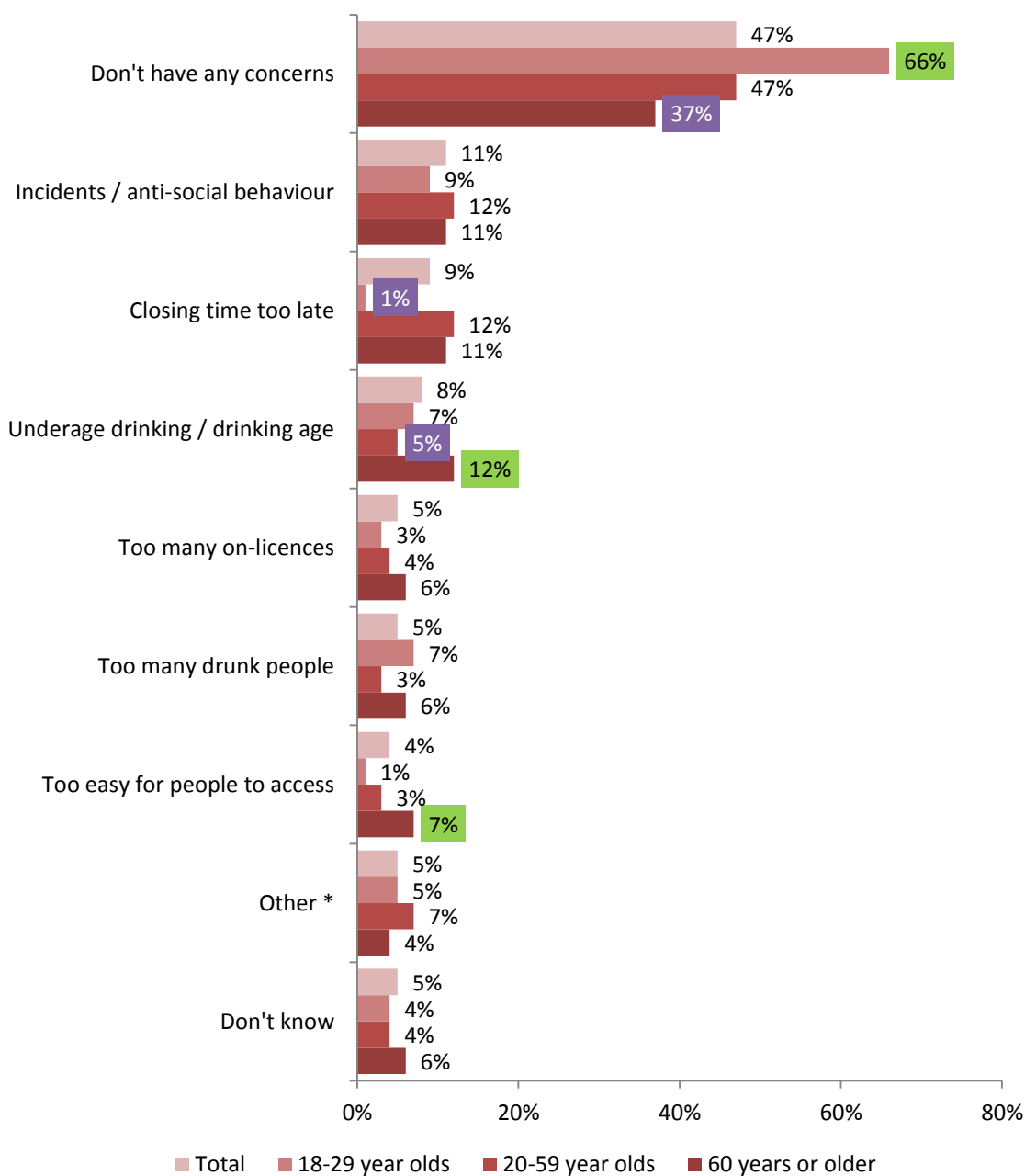
***Table 6.2-4. Key demographic differences in the number of on-licences in community***

	Total	Key demographic differences
<b>Too few</b>	13%	More likely to be: <ul style="list-style-type: none"> <li>Families with adult children (22%)</li> </ul>
<b>Too many</b>	10%	More likely to be: <ul style="list-style-type: none"> <li>Non-drinkers (22%)</li> <li>Denby residents (15%)</li> <li>Female residents (13%)</li> </ul>

Just under half of residents (47%) indicate that they don't have any concerns pertaining to on-licences. Residents indicate their main concerns are alcohol-related incidents and anti-social behaviour (11%), the closing time of on-licences being too late (9%) and underage drinking and the drinking age (8%).

Significantly, residents aged 18 to 29 (66% cf. total, 47%) are more likely to indicate that they don't have any concerns with on-licences, and are less likely to think the closing time is too late (1% cf. total, 9%). Residents aged 30 to 59 are less likely to indicate that underage drinking and the drinking age is an issue (5% cf. total, 8%). Residents aged 60 years and over are more likely to be concerned about underage drinking and the drinking age (12% cf. total, 8%) and alcohol being too easy to access (7% cf. total, 4%).

**Figure 6.2-2. Concerns around on-licences<sup>13</sup>**



<sup>13</sup> What concerns, if any, do you have around on-licences in the district? Base: All respondents; n=500.

\* Other responses include a variety of answers.

Mangakahia – Maungatapere residents (63% cf. total, 47%), male residents (55%), residents earning between \$40,000 and \$70,000 (55%), younger residents with no children (65%) and RTD drinkers (65%) are more likely to not have any concerns with on-licences.

Non-drinkers (18% cf. total, 11%) are more likely to have concerns about alcohol-related incidents and anti-social behaviour. While regular drinkers (13% cf. total, 8%) are more likely to be concerned about underage drinking and the drinking age.

New Zealand Europeans (11% cf. total, 9%) and wine drinkers (13%) are more likely to have concerns about on-licences closing too late.

Middle aged or older people (7% cf. total, 4%) are more likely to be concerned about alcohol being too easy to access.

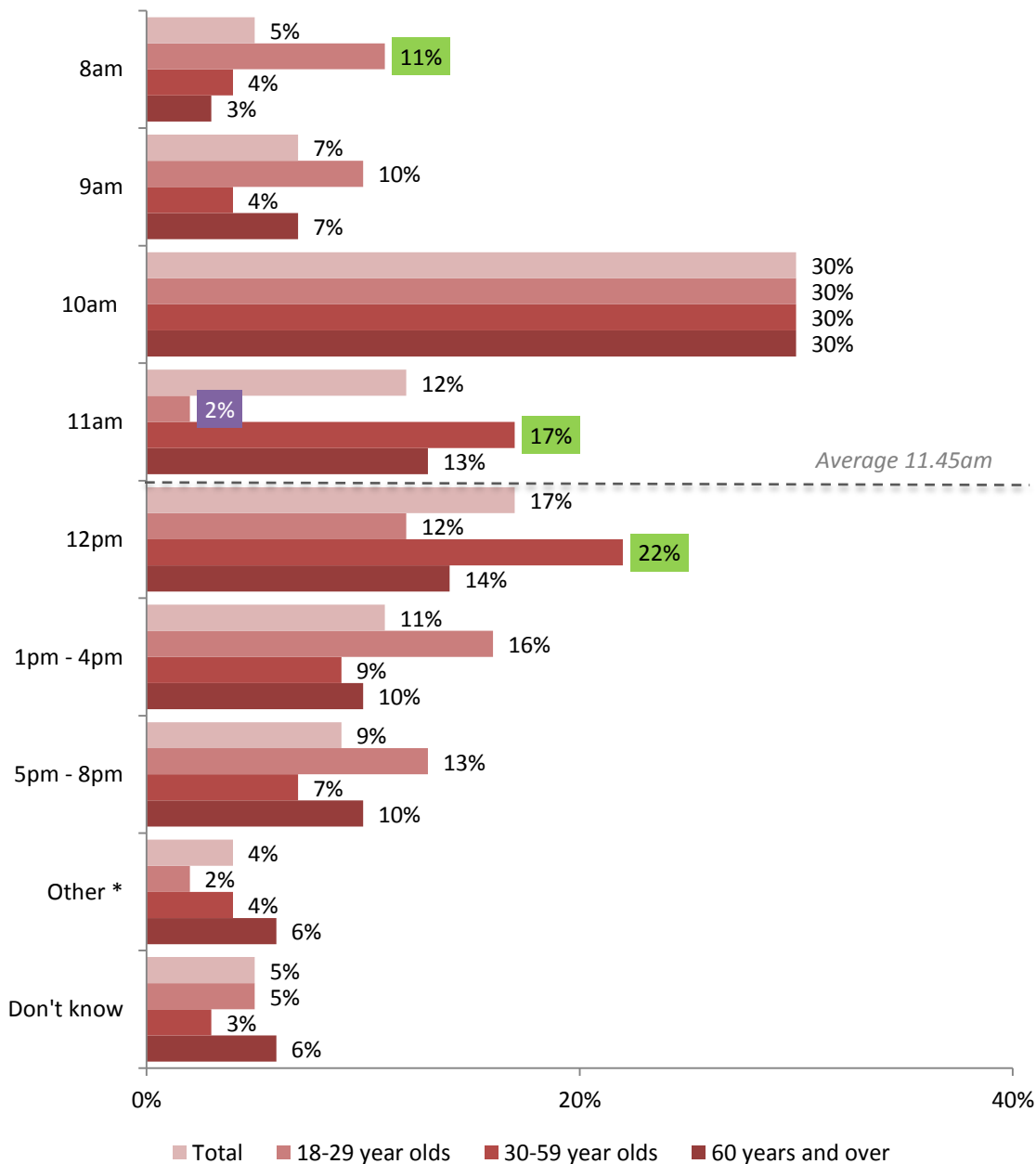
**Table 6.2-5. Key demographic differences in concerns around on-licences**

	Total	Key demographic differences
<b>Don't have any concerns</b>	47%	More likely to be: <ul style="list-style-type: none"> <li>• Younger residents with no children (65%)</li> <li>• RTD drinkers (65%)</li> <li>• Mangakahia – Maungatapere residents (63%)</li> <li>• Male residents (55%)</li> <li>• Residents earning between \$40,000 and \$70,000 (55%)</li> </ul>
<b>Alcohol-related incidents / anti-social behaviour</b>	11%	More likely to be: <ul style="list-style-type: none"> <li>• Non-drinkers (18%)</li> </ul>
<b>Closing time too late</b>	9%	More likely to be: <ul style="list-style-type: none"> <li>• New Zealand European (11%)</li> <li>• Wine drinkers (13%)</li> </ul>
<b>Underage drinking / drinking age</b>	8%	More likely to be: <ul style="list-style-type: none"> <li>• Regular drinkers (13%)</li> </ul>
<b>Too easy for people to access</b>	4%	More likely to be: <ul style="list-style-type: none"> <li>• Okara residents (8%)</li> <li>• Middle aged or older people (7%)</li> </ul>

One-third (30%) of residents think on-licences should open at 10am; this is followed by 12pm (17%) or 11am (12%). On average, residents consider on-licences should open at 11.45am.

Significantly, residents aged 18 to 29 are more likely to think on-licences should open at 8am (11% cf. total, 5%) and less likely to think they should open at 11am (2% cf. total, 12%). Residents aged 30 to 59 are more likely to think on-licences should open at 11am (17% cf. total, 12%) or 12pm (22% cf. total, 17%).

**Figure 6.2-3. Opening times of on-licences<sup>14</sup>**



<sup>14</sup> The following questions are about opening and closing times for on-licence premises specifically, that is any place where you can drink alcohol in public, e.g. pub, restaurant, café or bar. What time do you consider an on-licence should open? Base: All respondents; n=500.

\* Other responses included 7am, 10.30am and 11.30am as times on-licences should open.



Residents earning more than \$70,000 are more likely to think on-licences should open at 8am (8% cf. total, 5%) or 11am (17% cf. total, 12%).

RTD drinkers (15% cf. total, 7%) are more likely to think they should open at 9am. While moderate drinkers are more likely to think on-licences should open at 10am (34% cf. total, 30%). Non-drinkers (20% cf. total, 9%) are more likely to think they should open between 5pm and 8pm.

Families (19% cf. total, 11%) are more likely to think on-licences should open between 1pm and 4pm. Families with adult children (15% cf. total, 9%) are more likely to think they should open between 5pm and 8pm. Younger residents with no children are more likely to not know when on-licences should open (15% cf. total, 5%).

Residents of other or refused ethnicity (12% cf. total, 5%) are more likely to think on-licences should open at 8am.

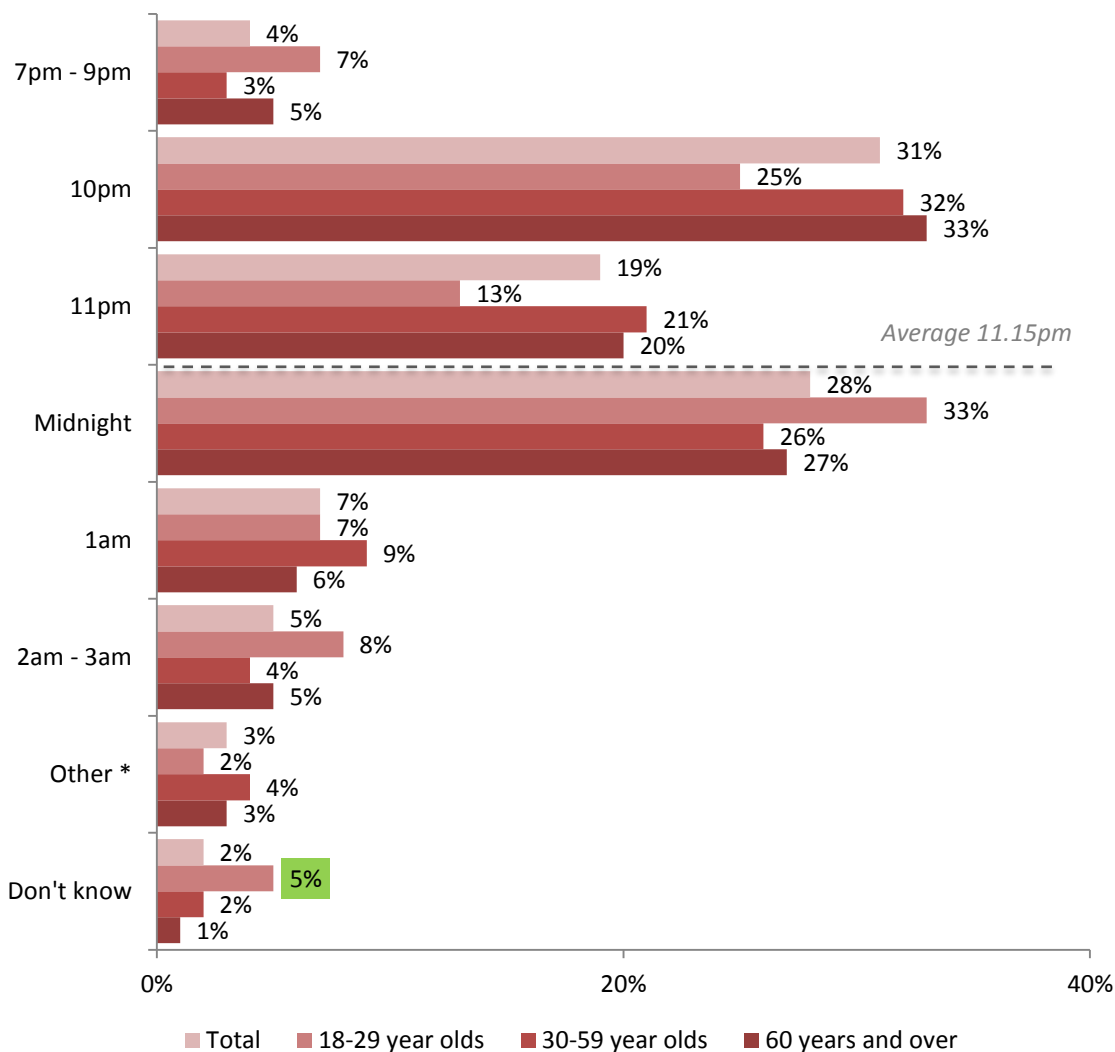
***Table 6.2-6. Key demographic differences in opening times for on-licences***

	Total	Key demographic differences
<b>8am</b>	5%	More likely to be: <ul style="list-style-type: none"> <li>• Other or refused ethnicity (12%)</li> <li>• Earn more than \$70,000 (8%)</li> </ul>
<b>9am</b>	7%	More likely to be: <ul style="list-style-type: none"> <li>• RTD drinkers (15%)</li> <li>• Males (10%)</li> </ul>
<b>10am</b>	30%	More likely to be: <ul style="list-style-type: none"> <li>• Moderate drinkers (34%)</li> </ul>
<b>11am</b>	12%	More likely to be: <ul style="list-style-type: none"> <li>• Hikurangi – Coastal residents (20%)</li> <li>• Earn more than \$70,000 (17%)</li> </ul>
<b>1pm-4pm</b>	11%	More likely to be: <ul style="list-style-type: none"> <li>• Families (19%)</li> </ul>
<b>5pm-8pm</b>	9%	More likely to be: <ul style="list-style-type: none"> <li>• Families with adult children (15%)</li> <li>• Non-drinkers (20%)</li> </ul>
<b>Don't know</b>	5%	More likely to be: <ul style="list-style-type: none"> <li>• Younger residents with no children (15%)</li> </ul>

One-third of residents (31%) think on-licences in close proximity to a residential area should close at 10pm on Sunday to Thursday nights. This is followed by 28 per cent indicating they should close at midnight and 19 per cent indicating 11pm is the time they should close on Sunday to Thursday nights. On average, residents consider on-licences should close at 11.15pm on Sunday to Thursday nights when in close proximity to a residential area.

Notably, residents aged 18 to 29 are more likely to not know when on-licences should close when they are in close proximity to a residential area on Sunday to Thursday nights (5% cf. total, 2%).

**Figure 6.2-4. Closing time on Sunday to Thursday nights – in close proximity to a residential area<sup>15</sup>**



<sup>15</sup> What time do you think an on-licence in close proximity to a residential area should close on Sunday to Thursday nights? Base: All respondents; n=500.

\* Other responses include 10.30pm and 11.30pm as suggested closing times, as well as residents suggesting it should stay how it is now.

Denby residents (40% cf. total, 31%) are more likely to indicate on-licences in close proximity to a residential area should close at 10pm on Sunday to Thursday nights.

Families with adult children (41% cf. total, 28%) are more likely to think on-licences should close at midnight.

New Zealand Māori are more likely to not know when they should close (5% cf. total, 2%) or have another time they think they should close (6% cf. total, 3%).

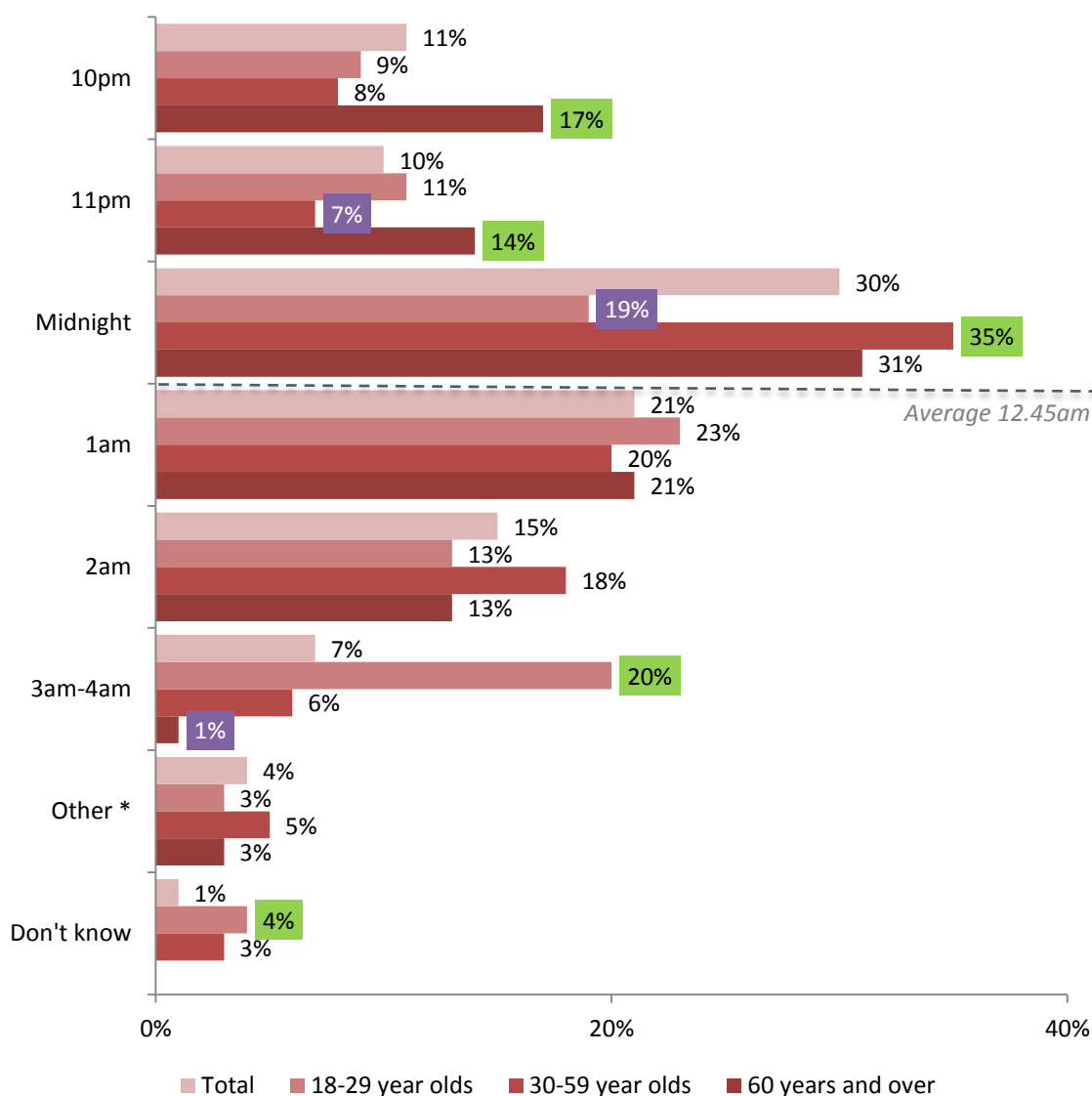
***Table 6.2-7. Key demographic differences in closing time on Sunday to Thursday nights – in close proximity to a residential area***

	Total	Key demographic differences
<b>10pm</b>	31%	More likely to be: <ul style="list-style-type: none"> <li>• Denby residents (40%)</li> </ul>
<b>Midnight</b>	28%	More likely to be: <ul style="list-style-type: none"> <li>• Families with adult children (41%)</li> </ul>
<b>Other</b>	3%	More likely to be: <ul style="list-style-type: none"> <li>• New Zealand Māori residents (6%)</li> </ul>
<b>Don't know</b>	2%	More likely to be: <ul style="list-style-type: none"> <li>• New Zealand Māori residents (5%)</li> </ul>

Thirty per cent of residents indicate on-licences in close proximity to a residential area should close at midnight on Friday and Saturday nights. This is followed by 21 per cent of residents indicating 1am and 15 per cent of residents indicating 2am as the time on-licences in close proximity to a residential area should close on Friday and Saturday nights. On average, residents consider on-licences should close at 12.45am on Friday and Saturday nights when in close proximity to a residential area.

Significantly, residents aged 18 to 29 are less likely to think they should close at midnight (19% cf. total, 30%) and more likely to think they should close between 3am and 4am (20% cf. total, 7%). Residents aged 30 to 59 are less likely to indicate they should close at 11pm (7% cf. total, 10%) but more likely to think they should close at midnight (35% cf. total, 30%). Residents aged 60 years and over are more likely to think they should close at 10pm (17% cf. total, 11%) on Friday and Saturday nights and less likely to think they should close between 3am and 4am (1% cf. total, 7%).

**Figure 6.2-5. Closing time on Friday and Saturday nights – in close proximity to a residential area<sup>16</sup>**



<sup>16</sup> And on Friday and Saturday nights, what time do you think an on-licence in close proximity to a residential area should close? Base: All respondents; n=500.

\* Other responses include 12.30pm and 1.30am as suggested closing times, as well as on-licences staying open for 24 hours a day.

Residents earning less than \$40,000 are more likely to think on-licences in close proximity to a residential area should close at 10pm (17% cf. total, 11%) on Friday and Saturday nights or at 11pm (14% cf. total, 10%).

Non-drinkers (17% cf. total, 11%) are more likely to think on-licences in close proximity to a residential area should close at 10pm on Friday and Saturday nights. While beer drinkers (20% cf. total, 2%) are more likely to think they should close at 2am and spirits drinkers (12% cf. total, 15%) are more likely to think they should close between 3am and 4am

Hikurangi – Coastal residents (16% cf. total, 7%) and younger residents with no children (24%) are more likely to think they should close between 3am and 4am.

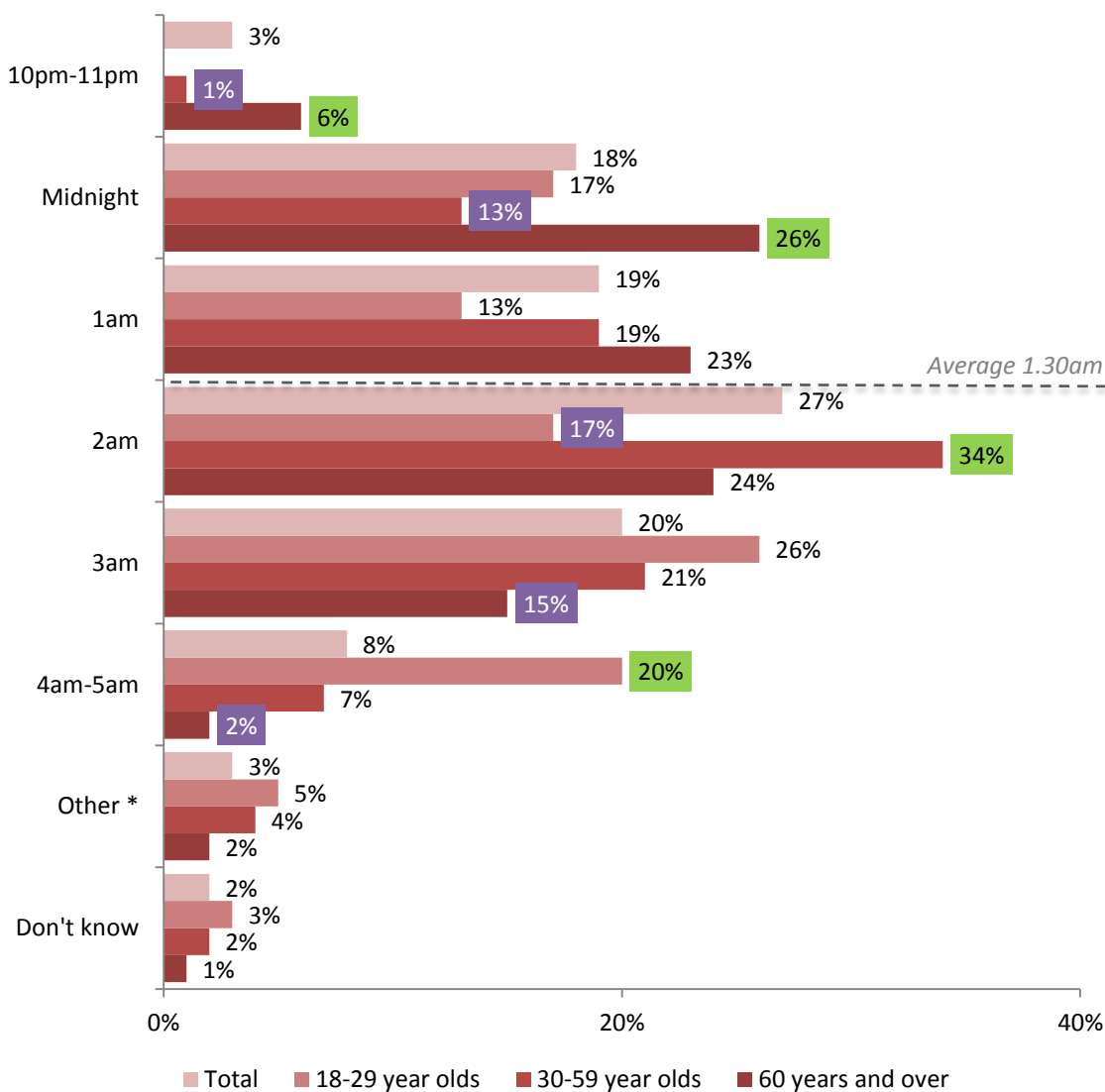
**Table 6.2-8. Key demographic differences in closing time on Friday and Saturday nights – in close proximity to a residential area**

	Total	Key demographic differences
<b>10pm</b>	11%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning less than \$40,000 (17%)</li> <li>• Non-drinkers (17%)</li> </ul>
<b>11pm</b>	10%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning less than \$40,000 (14%)</li> </ul>
<b>2am</b>	15%	More likely to be: <ul style="list-style-type: none"> <li>• Beer drinkers (20%)</li> </ul>
<b>3am-4am</b>	7%	More likely to be: <ul style="list-style-type: none"> <li>• Hikurangi – Coastal residents (16%)</li> <li>• Younger residents with no children (24%)</li> <li>• Spirits drinkers (12%)</li> </ul>

Twenty-seven per cent of residents think on-licences in the CBD should close at 2am. This is followed by 20 per cent indicating 3am and 19 per cent indicating they should close at 1am. On average, residents consider on-licences should close at 1.30am in the CBD.

Significantly, residents aged 18 to 29 are less likely to think on-licences in the CBD should close at 2am (17% cf. total, 27%) and more likely to think they should close between 4am and 5am (20% cf. total, 8%). Residents aged 30 to 59 are less likely to think they should close between 10pm and 11pm (1% cf. total, 3%) or midnight (13% cf. total, 18%) and more likely to think on-licences in the CBD should close at 2am (34% cf. total, 27%). Residents aged 60 years and over are more likely to think they should close between 10pm and 11pm (6% cf. total, 3%) or midnight (26% cf. total, 18%) and are less likely to think they should close at 3am (15% cf. total, 20%) or between 4am and 5am (2% cf. total, 8%).

**Figure 6.2-6. Closing time for on-licences in the CBD<sup>17</sup>**



<sup>17</sup> What time do you think an on-licence in the CBD, which is the focussed entertainment centre in the district should close? Base: All respondents; n=500.

\* Other responses include 7pm as a suggested closing time, as well as the on-licences staying open for 24 hours a day.

There are no demographic differences by ward, gender or ethnicity noted, however some differences in income, household situation and consumption habits are listed below.

Residents earning less than \$40,000 are more likely to think on-licences in the CBD should close between 10pm and 11pm (5% cf. total, 3%), at midnight (24% cf. total, 18%) or at 1am (25% cf. total, 19%). Residents earning more than \$70,000 are more likely to think they should close at 2am (37% cf. total, 27%) or between 4am and 5am (15% cf. total, 8%).

Middle aged or older residents are more likely to think on-licences in the CBD should close between 10pm and 11pm (5% cf. total, 3%) or at 1am (24% cf. total, 19%). Families with children (14% cf. total, 8%) are more likely to think on-licences in the CBD should close between 4am and 5am.

Non-drinkers (29% cf. total, 18%) are more likely to think on-licences in the CBD should close at midnight while regular drinkers (35% cf. total, 27%) and beer drinkers (33%) are more likely to think they should close at 2am. Moderate drinkers (11% cf. total, 8%) are more likely to think on-licences in the CBD should close between 4am and 5am.

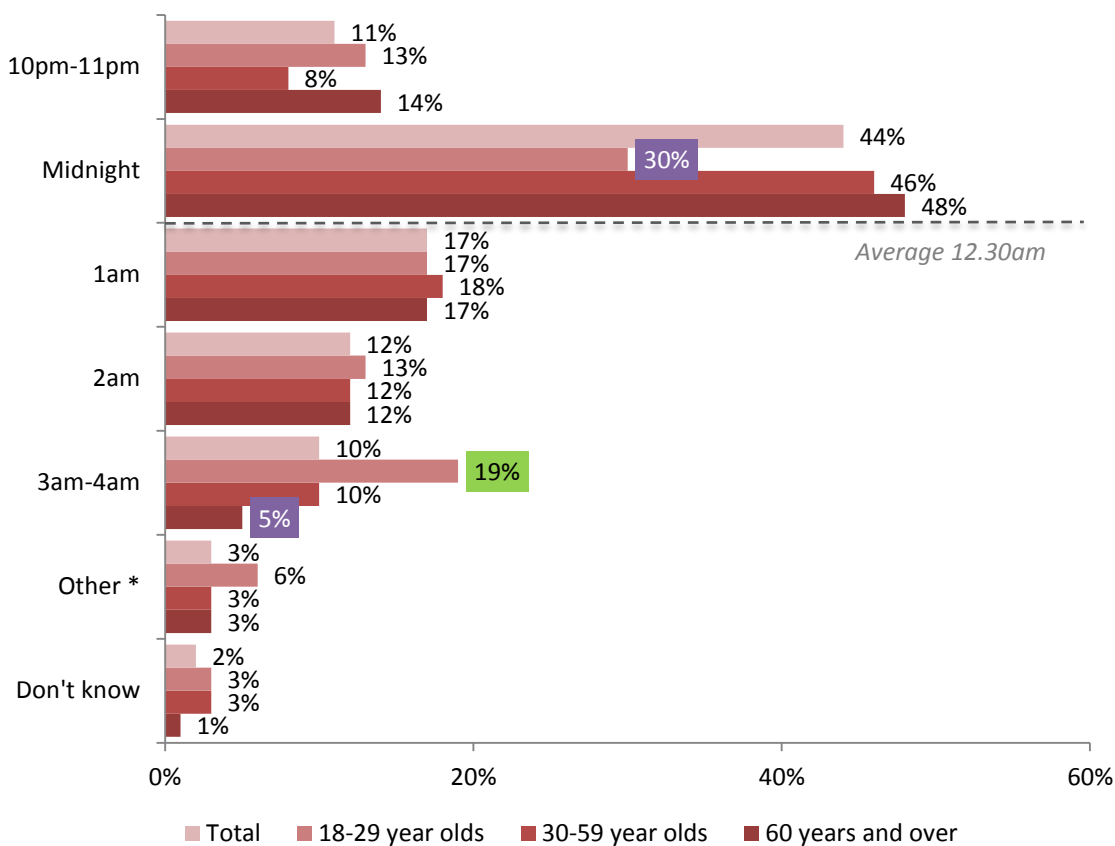
***Table 6.2-9. Key demographic differences in closing time for on-licences in the CBD***

	Total	Key demographic differences
<b>10pm-11pm</b>	3%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning less than \$40,000 (5%)</li> <li>• Middle aged or older people (5%)</li> </ul>
<b>Midnight</b>	18%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning less than \$40,000 (24%)</li> <li>• Non-drinkers (29%)</li> </ul>
<b>1am</b>	19%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning less than \$40,000 (25%)</li> <li>• Middle aged or older people (24%)</li> </ul>
<b>2am</b>	27%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning more than \$70,000 (37%)</li> <li>• Regular drinkers (35%)</li> <li>• Beer drinkers (33%)</li> </ul>
<b>3am</b>	20%	More likely to be: <ul style="list-style-type: none"> <li>• Residents that refused or don't know their income (33%)</li> </ul>
<b>4am-5am</b>	8%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning more than \$70,000 (15%)</li> <li>• Families with children (14%)</li> <li>• Moderate drinkers (11%)</li> </ul>

Residents are more likely to think on-licences isolated from the CBD and residential areas should close at midnight (44%). This is followed by residents indicating they should close at 1am (17%) and 2am (12%). On average, residents consider on-licences isolated from the CBD and residential areas should close at 12.30am.

Significantly, residents aged 18 to 29 are more likely to think on-licences not located in the CBD and isolated from residential areas should close between 3am and 4am (19% cf. total, 10%) and are less likely to think they should close at midnight (30% cf. total, 44%). Residents aged 60 years and over are less likely to think they should close between 3am and 4am (5% cf. total, 10%).

**Figure 6.2-7. Closing time for on-licences excluding CBD and isolated from residential areas<sup>18</sup>**



<sup>18</sup> Excluding the CBD, what time do you think an on-licence which is isolated from a residential area should close Monday to Sunday? Base: All respondents; n=500.

\* Other responses include 8pm and 9pm as suggested closing times, as well as the on-licences staying open for 24 hours.



There are no demographic differences by ward, gender or ethnicity noted; however, some differences in income, household situation and consumption habits are listed below.

Beer drinkers (15% cf. total, 11%) are more likely to think on-licences isolated from the CBD and residential areas should close between 10pm and 11pm.

Younger residents with no children (32% cf. total, 17%) are more likely to think they should close at 1am.

Residents earning \$40,000 to \$70,000 (16% cf. total, 10%) and moderate drinkers (14%) are more likely to think they should close between 2am and 3am. While residents earning more than \$70,000 (18% cf. total, 12%), families with children (16%) and regular drinkers (18%) are more likely to think they should close at 2am.

***Table 6.2-10. Key demographic differences in closing time for on-licences excluding CBD and isolated from residential areas***

	Total	Key demographic differences
<b>10pm-11pm</b>	11%	More likely to be: <ul style="list-style-type: none"> <li>• Beer drinkers (15%)</li> </ul>
<b>1am</b>	17%	More likely to be: <ul style="list-style-type: none"> <li>• Younger residents with no children (32%)</li> </ul>
<b>2am</b>	12%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning more than \$70,000 (18%)</li> <li>• Families with children (16%)</li> <li>• Regular drinkers (18%)</li> </ul>
<b>3am-4am</b>	10%	More likely to be: <ul style="list-style-type: none"> <li>• Residents earning \$40,000 to \$70,000 (16%)</li> <li>• Moderate drinkers (14%)</li> </ul>

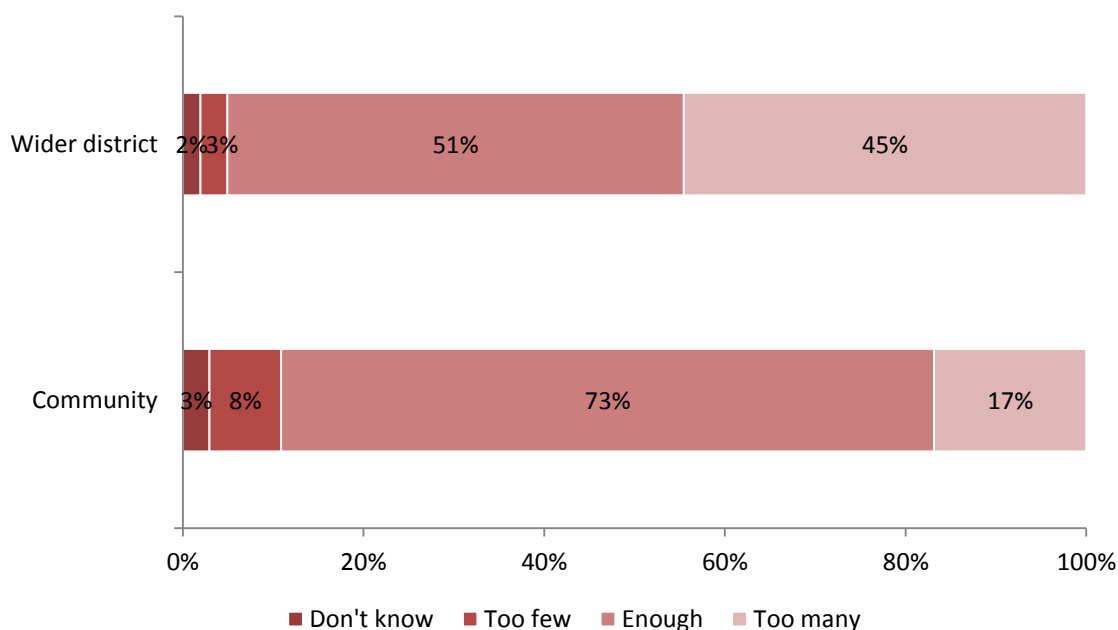
### 6.3 Off-licences

Residents were asked to rate the availability of alcohol in Whangarei through off-licences, both within the Whangarei district as a whole and within their own community and also what time they think off-licences should open. Residents were also given the opportunity to mention any concerns they had pertaining to off-licences.

In the wider Whangarei district, 51 per cent of residents think there are enough off-licences, while 45 per cent think there are too many. Three per cent indicate there are too few and two per cent don't know if there are too many or too few.

Within their community, 73 per cent of residents indicate there are enough off-licences, 17 per cent think there are too many, and eight per cent think there are too few. A further three per cent don't know if there are too many or too few.

**Figure 6.3-1. Number of off-licences in Whangarei district<sup>19,20</sup>**



<sup>19</sup> Now thinking specifically about off-licence premises – that is where you purchase alcohol to consume at another location, e.g. a bottle store or supermarket. Thinking about off-licences, do you think there are too few, enough or too many off-licences in the wider district of Whangarei? Base: All respondents; n=500.

<sup>20</sup> In your community, that is the residential area where you live, do you think that there are too few, enough or too many off-licences? Base: All respondents; n=500.

Significantly, residents aged 18 to 29 (10% cf. total, 3%) are more likely to think there are too few off-licences in the Whangarei district. Residents aged 30 to 59 (57% cf. total, 51%) are more likely to indicate there are enough off-licences, while residents aged 60 years and over are more likely to think there are too many (55% cf. total, 45%) and less likely to think there are enough (43% cf. total, 51%).

***Table 6.3-1. Number of off-licences in Whangarei district: by age***

		18 to 29 years	30 to 59 years	60 years or older
	500	102	224	174
<b>Too few</b>	14 3%	10 10% +++	4 2%	0 0%
<b>Enough</b>	253 51%	52 51%	127 57% ++	74 43% ---
<b>Too many</b>	223 45%	36 35% --	92 41%	95 55% +++
<b>Don't know / none</b>	10 2%	4 4%	1 0% --	5 3%

Families with adult children (9% cf. total, 3%) are more likely to think there are too few off-licences in the Whangarei district. Mangakahia – Maungatapere residents (63% cf. total, 45%) are more likely to think there are too many off-licences in the Whangarei district.

RTD drinkers (12% cf. total, 3%) are more likely to think there are too few off-licences in the Whangarei district or that there are enough off-licences in Whangarei (74% cf. total, 51%). Regular drinkers (64% cf. total, 51%) are more likely to think there are enough off-licences in Whangarei. Non-drinkers (62% cf. total, 45%) are more likely to think there are too many off-licences in the Whangarei district.

Male residents (5% cf. total, 3%) are more likely to think there are too few off-licences in the Whangarei district, while female residents (49% cf. total, 45%) are more likely to think there are too many off-licences in the Whangarei district.

***Table 6.3-2. Key demographic differences in number of off-licences in Whangarei***

	Total	Key demographic differences
<b>Too few</b>	3%	More likely to be: <ul style="list-style-type: none"> <li>• RTD drinkers (12%)</li> <li>• Families with adult children (9%)</li> <li>• Male residents (5%)</li> </ul>
<b>Enough</b>	51%	More likely to be: <ul style="list-style-type: none"> <li>• RTD drinkers (74%)</li> <li>• Regular drinkers (64%)</li> </ul>
<b>Too many</b>	45%	More likely to be: <ul style="list-style-type: none"> <li>• Mangakahia – Maungatapere residents (63%)</li> <li>• Non-drinkers (62%)</li> </ul>

- Female residents (49%)

Residents aged 18 to 29 (17% cf. total, 8%) are more likely to think there are too few off-licences in their community, while residents aged 60 years and over are less likely to think there are too few (2% cf. total, 8%).

***Table 6.3-3. Number of off-licences in community: by age***

		18 to 29 years	30 to 59 years	60 years or older
	500	102	224	174
<b>Too few</b>	38 8%	17 17% +++	17 8%	4 2% ---
<b>Enough</b>	363 73%	69 68%	164 73%	130 75%
<b>Too many</b>	84 17%	12 12%	39 17%	33 19%
<b>Don't know / none</b>	15 3%	4 4%	4 2%	7 4%

Younger residents with no children (18% cf. total, 8%), families with adult children (14%), regular drinkers (13%) and other or refused ethnicity (17%) are more likely to think there are too few off-licences in their community.

Moderate drinkers (77% cf. total, 73%), wine drinkers (77%) and Hikurangi – Coastal residents (83%) are more likely to think there are enough off-licences in their community.

Non-drinkers (34% cf. total, 17%) and Okara residents (23%) are more likely to think there are too many off-licences in their community.

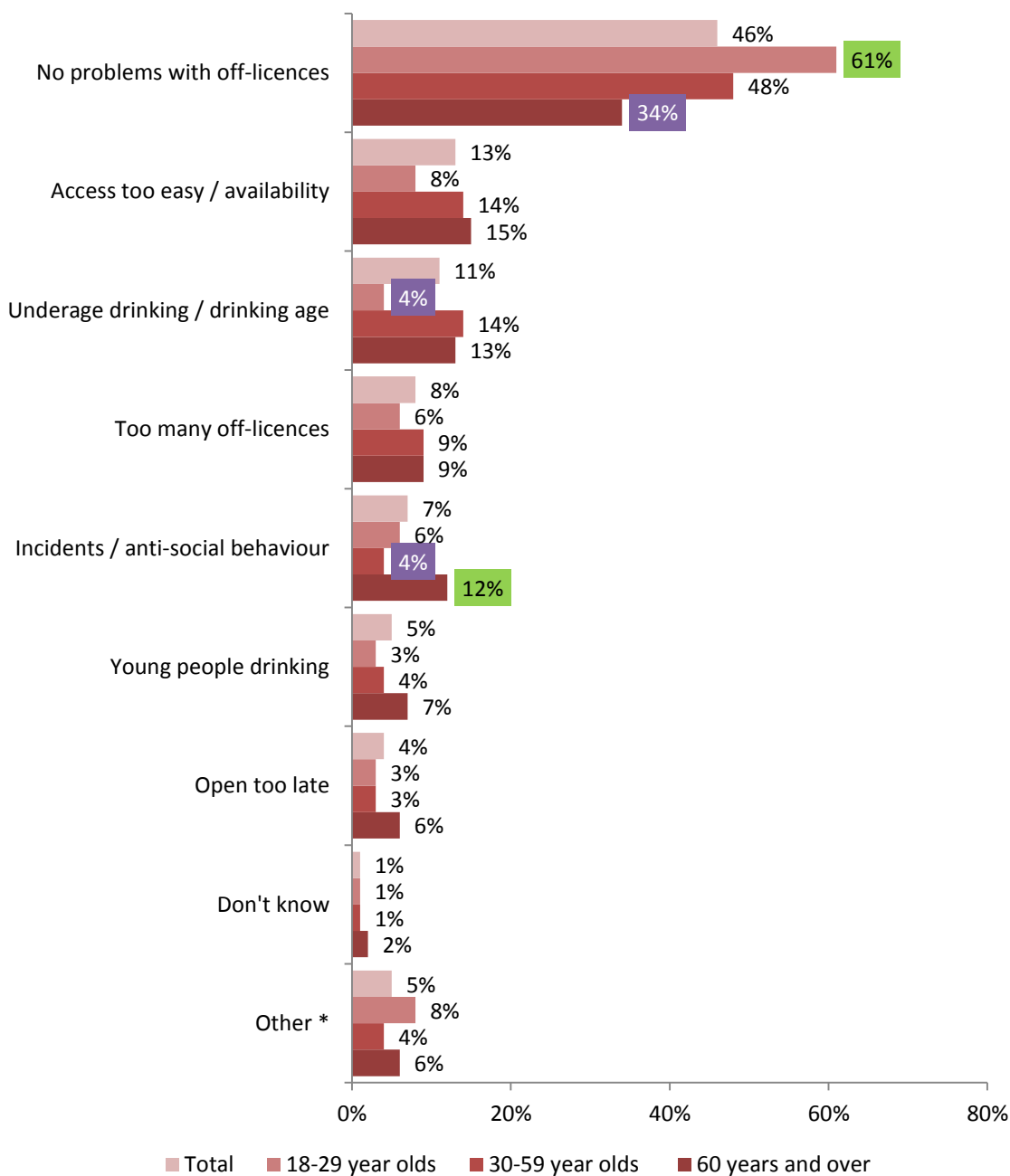
***Table 6.3-4. Key demographic differences in number of off-licences in community***

	Total	Key demographic differences
<b>Too few</b>	8%	More likely to be: <ul style="list-style-type: none"> <li>• Younger residents with no children (18%)</li> <li>• Other or refused ethnicity (17%)</li> <li>• Families with adult children (14%)</li> <li>• Regular drinkers (13%)</li> </ul>
<b>Enough</b>	73%	More likely to be: <ul style="list-style-type: none"> <li>• Hikurangi – Coastal residents (83%)</li> <li>• Moderate drinkers (77%)</li> <li>• Wine drinkers (77%)</li> </ul>
<b>Too many</b>	17%	More likely to be: <ul style="list-style-type: none"> <li>• Non-drinkers (34%)</li> <li>• Okara residents (23%)</li> </ul>

Just under half of residents (46%) have no problems with off-licences. However, access to alcohol being too easy (13%), underage drinking and the drinking age (11%) and there being too many off-licences (8%) are all causes for concern.

Significantly, residents aged 18 to 29 are more likely to indicate they have no problems with off-licences (61% cf. total, 46%), and less likely to indicate that underage drinking or the drinking age is an issue (4% cf. total, 11%). Residents aged 30 to 59 are less likely to think alcohol-related incidents and anti-social behaviour is an issue (4% cf. total, 11%). While residents aged 60 years and over are more likely to have concerns around alcohol-related incidents and anti-social behaviour (12% cf. total, 4%).

**Figure 6.3-2. Concerns around off-licences<sup>21</sup>**



<sup>21</sup> And what concerns, if any, do you have around off-licences in your district? Base: All respondents; n=500.

\* Other comments pertain to residents being concerned about the amount of alcohol being consumed as well as safety in the city centre.

Regular drinkers (58% cf. total, 46%) and RTD drinkers (71%) are more likely to not have any concerns around off-licences.

Families with adult children (20% cf. total, 13%) and New Zealand Europeans (14%) are more likely to think off-licences make alcohol too available and easy to access.

Denby residents (12% cf. total, 7%) are more likely to have concerns around alcohol-related incidents and anti-social behaviour or around young people drinking (8% cf. total, 5%). Hikurangi – Coastal residents (63% cf. total, 46%) are more likely to not have any concerns around off-licences.

Residents earning less than \$40,000 (7% cf. total, 5%) are more likely to have concerns around young people drinking.

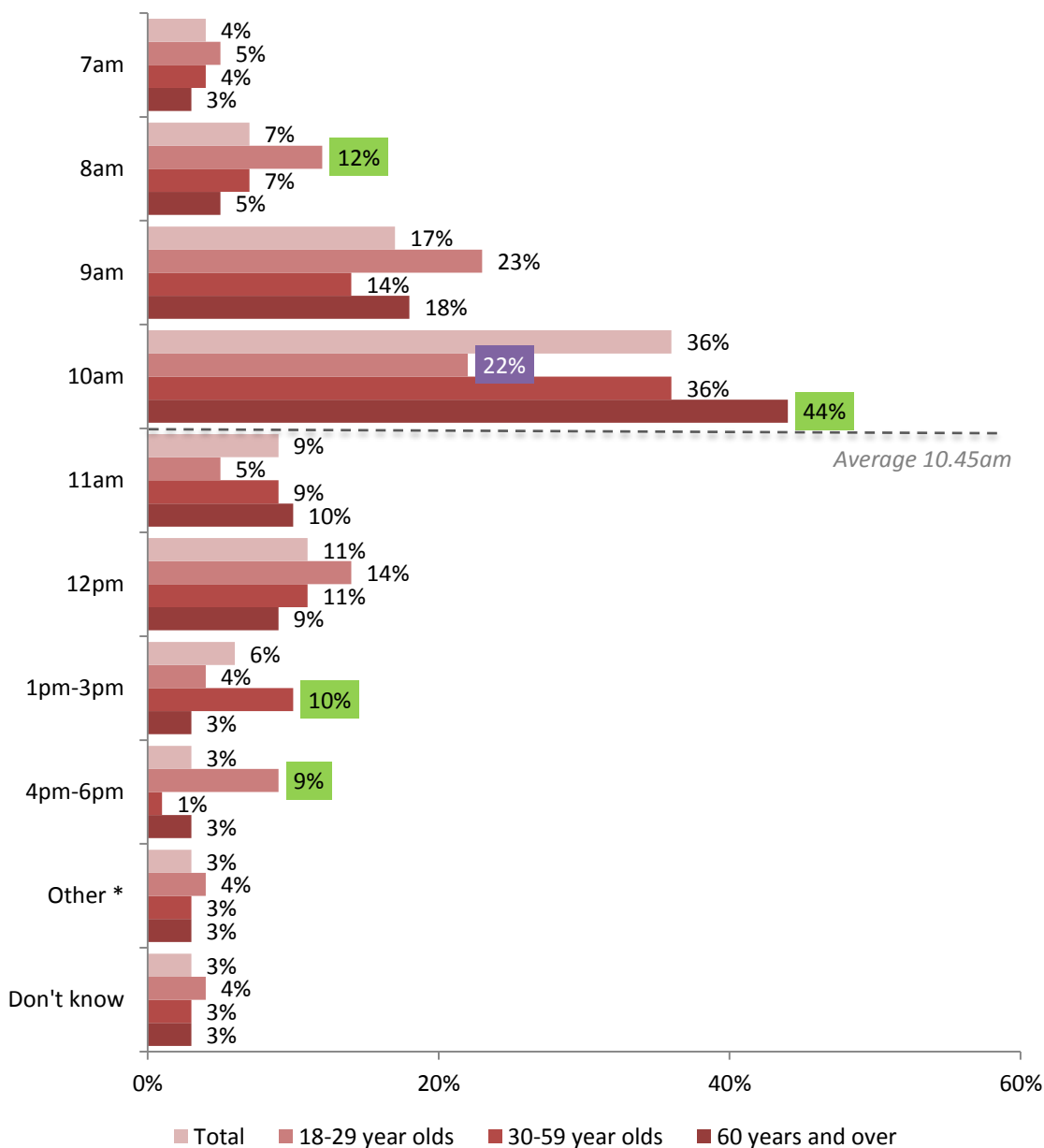
**Table 6.3-5. Key demographic differences in number of off-licences in community**

	Total	Key demographic differences
<b>No problem with off-licences</b>	46%	More likely to be: <ul style="list-style-type: none"> <li>• Hikurangi – Coastal residents (63%)</li> <li>• Regular drinkers (58%)</li> <li>• RTD drinkers (71%)</li> </ul>
<b>Access too easy / availability</b>	13%	More likely to be: <ul style="list-style-type: none"> <li>• Families with adult children (20%)</li> <li>• New Zealand Europeans (14%)</li> </ul>
<b>Alcohol-related incidents / anti-social behaviour</b>	7%	More likely to be: <ul style="list-style-type: none"> <li>• Denby residents (12%)</li> </ul>
<b>Young people drinking</b>	5%	More likely to be: <ul style="list-style-type: none"> <li>• Denby residents (8%)</li> <li>• Residents earning less than \$40,000 (7%)</li> </ul>

One-third of residents (36%) indicate that off-licences should open at 10am. This is followed by residents indicating they should open at 9am (17%) or 11am (9%). On average, residents consider off-licences should open at 10.45am.

Significantly, residents aged 18 to 29 are more likely to think off-licences should open at 8am (12% cf. total, 7%) or between 4pm and 6pm (9% cf. total, 3%) and are less likely to think they should open at 10am (22% cf. total, 36%). Residents aged 30 to 59 are more likely to think they should open between 1pm and 3pm (10% cf. total, 6%). While residents aged 60 years and over are more likely to think they should open at 10am (44% cf. total, 36%).

**Figure 6.3-3. Off-licence opening time<sup>22</sup>**



<sup>22</sup> What time do you consider an off-licence should open? Base: All respondents; n=500.

\* Other comments suggest people want the opening time to be the same as it is now.



Spirits drinkers (11% cf. total, 4%) are more likely to think off-licences should open at 7am while, regular drinkers (13% cf. total, 7%) are more likely to think they should open at 8am. RTD drinkers (38% cf. total, 17%) are more likely to think they should open at 9am, while beer drinkers (14% cf. total, 9%) are more likely to think off-licences should open at 11am.

Male residents (11% cf. total, 7%) are more likely to think they should open at 8am.

Bream Bay residents (25% cf. total, 17%) are more likely to think they should open at 9am, while Hikurangi – Coastal residents (16% cf. total, 9%) are more likely to think off-licences should open at 11am. Mangakahia – Maungatapere residents (10% cf. total, 4%) are more likely to think off-licences should open at 7am.

New Zealand Europeans (19%) are more likely to think they should open at 9am.

Residents earning more than \$70,000 (14%) and beer drinkers (14%) are more likely to think off-licences should open at 11am. Residents earning less than \$40,000 (6% cf. total, 3%) and younger residents with no children (15%) are more likely to think they should open between 4pm and 6pm.

***Table 6.3-6. Key demographic differences in opening hours of off-licences***

	Total	Key demographic differences
<b>7am</b>	4%	More likely to be: <ul style="list-style-type: none"> <li>• Spirits drinkers (11%)</li> <li>• Mangakahia – Maungatapere residents (10%)</li> </ul>
<b>8am</b>	7%	More likely to be: <ul style="list-style-type: none"> <li>• Regular drinkers (13%)</li> <li>• Male residents (11%)</li> </ul>
<b>9am</b>	17%	More likely to be: <ul style="list-style-type: none"> <li>• RTD drinkers (38%)</li> <li>• Bream Bay residents (25%)</li> <li>• New Zealand Europeans (19%)</li> </ul>
<b>11am</b>	9%	More likely to be: <ul style="list-style-type: none"> <li>• Hikurangi – Coastal residents (16%)</li> <li>• Residents earning more than \$70,000 (14%)</li> <li>• Beer drinkers (14%)</li> </ul>
<b>4pm-6pm</b>	3%	More likely to be: <ul style="list-style-type: none"> <li>• Younger residents with no children (15%)</li> <li>• Residents earning less than \$40,000 (6%)</li> </ul>

## 7 Appendix: Questionnaire

---

### J1612 WDC LAP

1. AREA

Mangakahia - Maungatapere Ward ..	1
Hikurangi - Coastal Ward .....	2
Whangarei Heads Ward .....	3
Denby Ward .....	4
Okara Ward .....	5
Bream Bay Ward .....	6

2. An on-licence is a premise where you can consume the product at the same place where you purchased it. For example a pub, restaurant, cafe or bar.

Thinking about on-licences, this is any place where you can drink alcohol in public e.g. a pub, restaurant, cafe or bar, do you think there are too few, enough or too many on licences in the wider district of Whangarei?

DO NOT READ OUT

Too few .....	1
Enough .....	2
Too many .....	3
Don't know / none ..	4

3. In your community, that is the residential area where you live do you think that there are too few, enough or too many on-licences?

DO NOT READ OUT

Too few .....	1
Enough .....	2
Too many .....	3
Don't know / none ..	4

4. What concerns, if any, do you have around on-licences in the district?

RECORD VERBATIM, IF NO CONCERNS RECORD AS 'NONE'

---

5. The following questions are about opening and closing times for on-licence premises specifically, that is any place where you can drink alcohol in public. e.g. pub, restaurant, cafe or bar.

What time do you consider an on-licence should open?

READ OUT

- 8am ..... 1
- 9am ..... 2
- 10am ..... 3
- Other, specify ..... 4
- DO NOT READ OUT - Don't know . 5

6. Other specify time on-licences should open

---

7. What time do you think an on-licence in close proximity to a residential area should close on Sunday to Thursday nights?

READ OUT

- 10pm ..... 1
- 11pm ..... 2
- Midnight ..... 3
- 1am ..... 4
- 2am ..... 5
- Other, specify ..... 6
- DO NOT READ OUT - Don't know . 7

8. Other specify time

---

9. And on Friday and Saturday nights, what time do you think an on-licence in close proximity to a residential area should close.

READ OUT

- 10pm ..... 1
- 11pm ..... 2
- Midnight ..... 3
- 1am ..... 4
- 2am ..... 5
- Other, specify ..... 6
- DO NOT READ OUT - Don't know . 7

10. Other specify time

---

11. What time do you think an on-licence in the CBD, which is the focussed entertainment centre in the district should close?

READ OUT

Midnight ..... 1  
 1am ..... 2  
 2am ..... 3  
 3am ..... 4  
 4am ..... 5  
 Other, specify ..... 6  
 DO NOT READ OUT - Don't know . 7

12. Other specify time

---

13. Excluding the CBD, what time do you think an on-licence which is isolated from a residential area should close Monday to Sunday?

READ OUT

IF NECESSARY: A premise located in areas outside of the CBD but away from immediate residential influence such as industrial areas, or parts of suburban shopping areas, e.g. Kamo Hotel.

Midnight ..... 1  
 1am ..... 2  
 2am ..... 3  
 3am ..... 4  
 Other, specify ..... 5  
 DO NOT READ OUT - Don't know . 6

14. Other specify time

---

15. Now thinking specifically about off license premises – that is where you purchase alcohol to consume it at another location, e.g. a bottle store or supermarket

Thinking about off-licences, do you think there are too few, enough or too many off- licences in the wider district of Whangarei?

DO NOT READ OUT

Too few ..... 1  
 Enough ..... 2  
 Too many ..... 3  
 Don't know / none .. 4

16. In your community, that is the residential area where you live, do you think that there are too few, enough or too many off-licences?

DO NOT READ OUT

- Too few ..... 1
- Enough ..... 2
- Too many ..... 3
- Don't know / none .. 4

17. And what concerns, if any, do you have around off-licences in your district?

RECORD VERBATIM - IF NO CONCERNS RECORD AS 'NONE'

---

18. What time do you consider an off-licence should open?

READ OUT

- 7am ..... 1
- 8am ..... 2
- 9am ..... 3
- 10am ..... 4
- Other, specify ..... 5
- DO NOT READ - Don't know . 6

19. Other specify time

---

20. Considering where you buy alcohol for private consumption at a different location, do you....

READ OUT

- Purchase predominantly from a supermarket ..... 1
- Predominantly from a liquor store ..... 2
- Equally from both ..... 3
- DO NOT READ OUT - Don't know ..... 4
- DO NOT READ OUT - Do not purchase / do not drink .. 5

21. What are the main factors that determine where you purchase your alcohol for private consumption?

DO NOT READ OUT. CODE ALL MENTIONS

- Cost ..... 1
- Convenience .... 2
- Service ..... 3
- Product range .. 4
- Other, specify .. 5
- Don't know ..... 6

22. Other specify

---

23. On average, how often do you consume alcohol?

READ OUT

- None / Do not drink alcohol .... 1
- Less than 1-2 times per week .. 2
- 1-2 times per week ..... 3
- 3 times per week or more ..... 4
- DO NOT READ OUT - Refused .. 5

24. What type of alcohol do you usually consume?

DO NOT READ OUT - IF ANSWER 'DEPENDS': What is your preferred type of drink?  
CAN BE MORE THAN ONE ANSWER

- Wine ..... 1
- Beer ..... 2
- RTD's ..... 3
- Spirits ..... 4
- Other, specify . 5
- Don't know ..... 6

25. Specify other alcohol consumed

---

26. And finally just a few demographic questions to ensure we get a good cross section of residents.

Which of the following age groups are you in?

READ OUT

- 18 to 29 years ..... 1
- 30 to 39 years ..... 2
- 40 to 49 years ..... 3
- 50 to 59 years ..... 4
- 60 years or older ..... 5
- DO NOT READ OUT - Refused .. 6

27. Which of these groups best matches your total household income before tax annually?

READ OUT

- Less than \$40,000 ..... 1
- Between \$40,000 and \$70,000 ..... 2
- More than \$70,000 ..... 3
- DO NOT READ OUT - Refused ..... 4
- DO NOT READ OUT - Don't know .. 5

28. Which of the following best describes your household situation?

READ OUT

- Young single, living alone ..... 1
- Group flatting together ..... 2
- Young couple, no children ..... 3
- Family, mainly pre-school aged children ..... 4
- Family, school children ..... 5
- Family, adult children ..... 6
- Older couple / single person ..... 7
- Middle aged single / couple ..... 8
- Boarding or similar ..... 9
- Blended family ..... 10
- DO NOT READ OUT - Refused ..... 11

29. And which of the following ethnic groups do you belong to?

READ OUT - CAN BE MORE THAN ONE ANSWER

- New Zealand European ..... 1
- New Zealand Maori ..... 2
- Pacific Island ..... 3
- Asian ..... 4
- Other - specify ..... 5
- DO NOT READ OUT - Refused .. 6

30. Other ethnic group

---

31. That's all the questions I have for you, thank-you for your time today. In case you missed it, my name is [name] calling from Versus Research on behalf of the Whangarei District Council. Have a good evening.

INTERVIEWER RECORD GENDER

- Male ..... 1
- Female .. 2