

**Survey of Patrons Drinking Before Arrival
at Sol Square
Saturday 29th August 2009**

***Note: There was a Canterbury rugby game being televised at 7.30 pm on the night the survey was completed.**

Table 1 showing number of patrons surveyed in each half hour block between 2230 and 0100

Time distribution of Surveys

<i>1/2 hours</i>	<i>Numbers</i>
2230	17
2300	35
2330	39
0000	32
0030	37
0100	23
Unknown	25

Table 2 showing age and gender distribution of population – n = 208

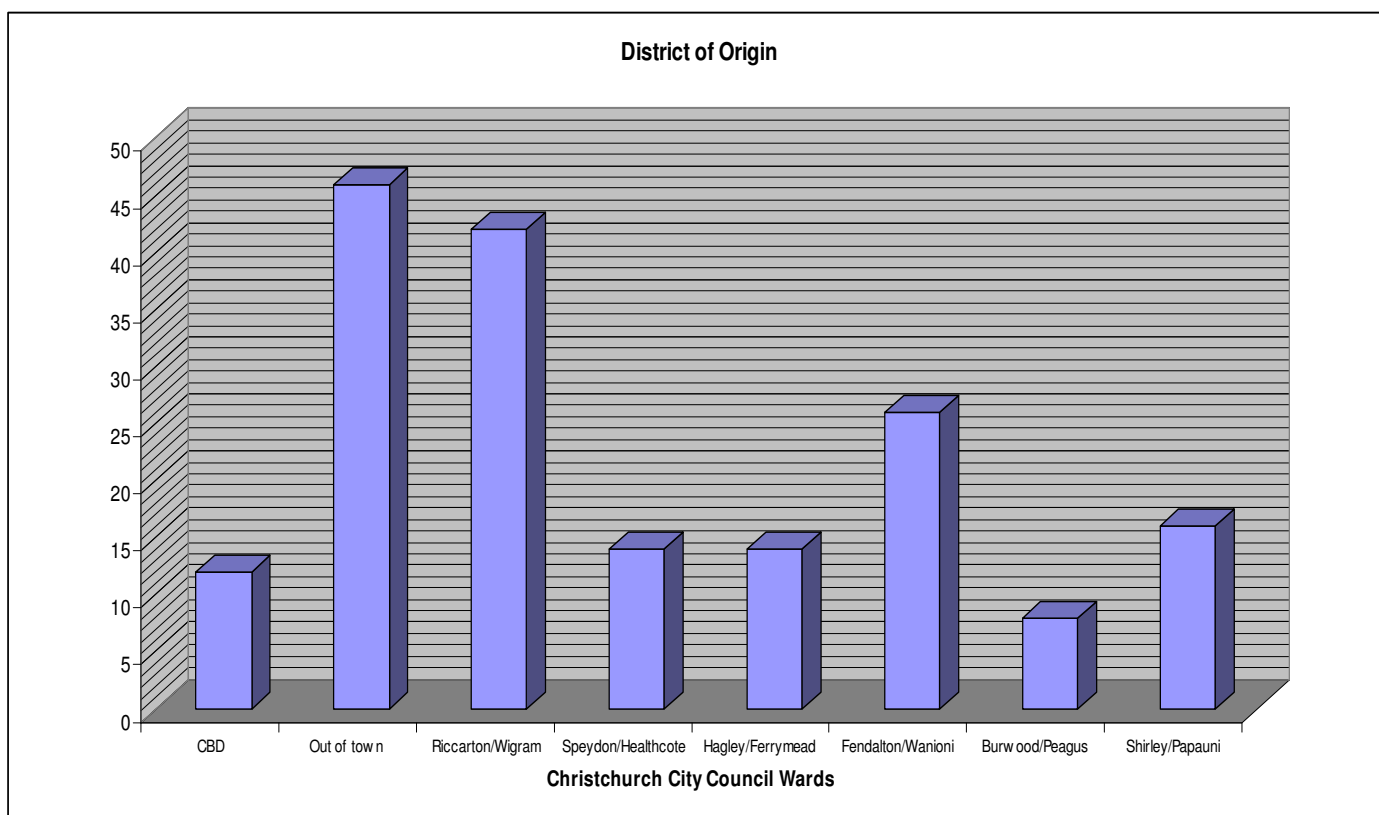
<i>Age</i>	<i>Number</i>	<i>Number of Males</i>	<i>Number of Females</i>	<i>Unknown Gender</i>
15-17	2		1	1
18-20	71	31	40	0
21-25	73	39	34	
26-30	35	18	16	1
31+	22	12	8	2
Unknown age	5	2	2	1
<i>Total</i>	<i>208</i>	<i>102</i>	<i>101</i>	<i>5</i>

Table 3 showing principal employment status

<i>Principal Employment</i>	<i>Number</i>	<i>Percentage</i>
Student	92	44%
Employed	103	49%
Unemployed	13	6%
Unknown	3	1%

* 3 people stated that they were Students and Employed they have been counted in both areas

Graph 1a Showing district of origin in Christchurch City Council's wards



* Suburbs that are in more an one ward have been added to the ward that has the higher percentage of the suburb and Lincoln had to be add to out of town and CDB has been left as shown in Graph 1 (yellow)

Table 4 showing response to “have you drunk alcohol before your arrival?”

	<i>Number</i>	<i>Percentage</i>	<i>Male</i>	<i>Female</i>	<i>Unknown Gender</i>
Yes	146	70%	80 (38%)	63 (30%)	3 (1%)
No	59	28%	32 (15%)	24 (12%)	3 (1%)
Unknown	3	1%	1(0.48%)	2 (0.96%)	

* Unknown have come from 3 people that were intoxicated or unco-operative and did not go any further in the Survey. The 8 of the 11 intoxicated or unco- operative finish after answering this question. No another data was used from them.

Table 5 showing response to if no, “do you intend to drink tonight?”

	<i>Number</i>	<i>percentage</i>
Yes	44	74.58%
No	14	23.73%
Unknown	1	1.69%

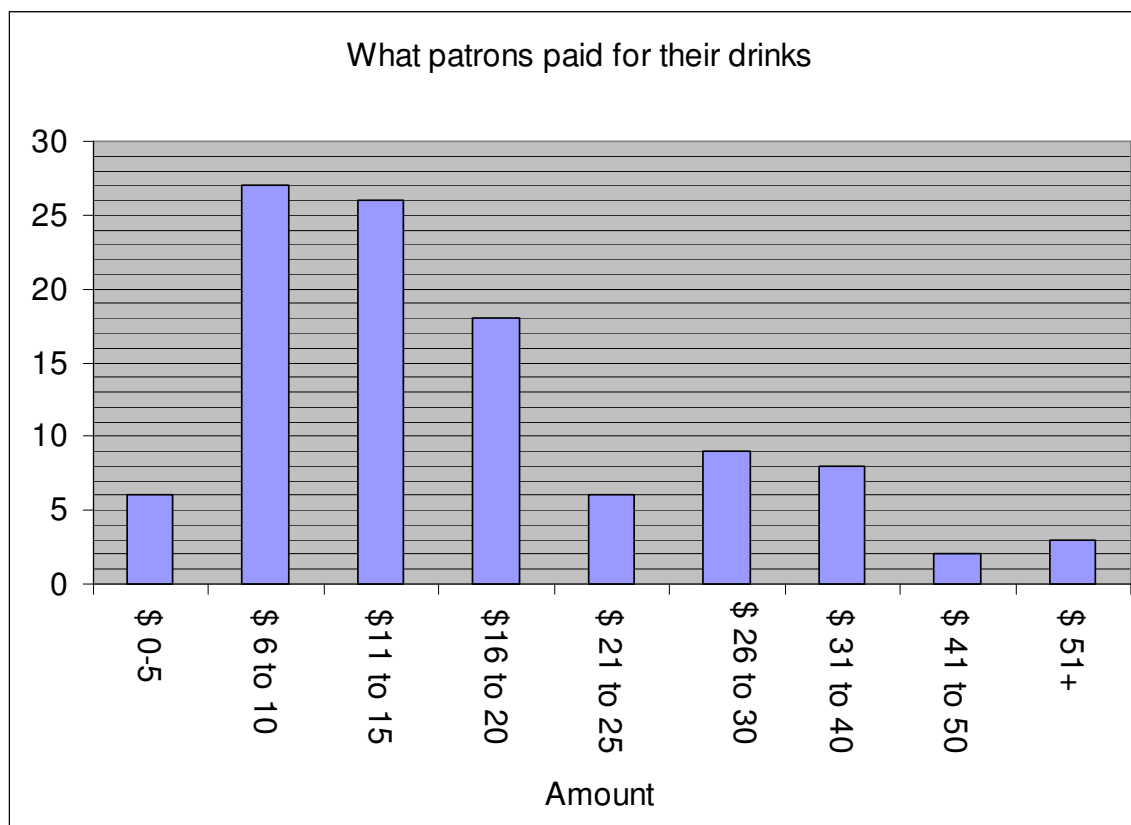
Table 6 showing number of standard drinks consumed before arrival

Total amount of standard drinks consumed before arrival was 1464.65. Patrons would have consumed an average of 10.03 standard drinks each.(1464.65/146).

It is not until we correlate the standard drinks with the age groups that we see which group shows the highest and lowest consumed rate.

Age	Total Surveyed	Average number Standards Drinks	Number of drinkers	Beer	Wine	RTDS	Spirits	Other	Total Number of standard Drinks	Number who didn't drink before hand
15-17	2		1							
18-20	71	10.04	62	301.5	64.2	179	70.5	7	622.2	9
21-25	73	9.96	46	196.5	148	24	88.8	1	458.3	27
26-30	35	13.11	22	100.5	40.45		140.5	7	288.45	13
31+	22	7.13	13	52.5	33.2	3	4		92.7	9
Unknown	5	2.00	2	4					4	1
Total Numbers	208	42.24	146	732.50	285.85	206	303.8	15	1465.65	59

Graph 2 showing prices of alcohol



* - Dollars spent indicates total spend at the time of purchase not necessarily amount consumed.

Table 7 showing times of starting drinking before arrival at venue

<i>Starting Time</i>	<i>Number</i>	<i>percentage</i>
1200 - 1600	12	8.76%
1600	7	5.11%
1700	8	5.84%
1800	19	13.87%
1900	38	27.74%
2000	22	16.06%
2100	22	16.06%
2200	9	6.57%

Table 8 showing where alcohol consumed before arrival

<i>Drinking where</i>	<i>Number</i>	<i>Percentage</i>
Home	44	28.76%
Friends	58	37.91%
Licensed Premises	18	11.76%
Bus trip	10	6.54%
Restaurant	6	3.92%
Public place	14	9.15%
Unknown	3	1.96%

**9 stated that they have had alcohol in a number of places these all have been added*

Table 9 showing place of purchase of drinks before arrival

<i>Purchased Where</i>	<i>Number</i>	<i>Percentage</i>
Bottle Shop	56	39.72%
Supermarket	67	47.52%
Licensed premises	9	6.38%
Obtained by other	9	6.38%

Table 10 showing why they purchased from this location

<i>Why from this Location</i>	<i>Number</i>	<i>Percentage</i>
Best for Buck	36	24.83%
Sale	8	5.52%
Convenience	87	60.00%
Can't buy product anywhere else	2	1.38%
Other	11	7.59%
Unknown	1	0.69%

* 6 stated that there were more than one choice why they had purchased from that location these have all been added. One person had 3 reasons why they purchased from the location.

Table 11 Showing what purchase times for liquor

<i>When Purchased</i>	<i>Number</i>	<i>Percentage</i>
before Yesterday	29	21.17%
Yesterday	7	5.11%
Before 12.00	4	2.92%
Between 1200-1400	7	5.11%
1500	12	8.76%
1600	11	8.03%
1700	14	10.22%
1800	13	9.49%
1900	15	10.95%
2000	11	8.03%
2100	5	3.65%
2200	2	1.46%
Unknown	7	5.11%

Table 12 Showing survey takers assessed levels of intoxication

<i>Assessed intoxication</i>	<i>Number</i>	<i>Percentage</i>
Not Intoxicated	16	11.68%
Mild	60	43.80%
Moderate	54	39.42%
Extreme	7	5.11%

Table 13 Showing number of people too intoxicated or unco-operative to engage in the survey

Too intoxicated to engage in survey/ Unco-operative	11
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Graph 4 showing self reported and assessed level of intoxication

