



# **Auckland Pseudo Patrons Survey 2004**

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## Executive Summary

- ♦ The Auckland Pseudo Patrons Survey investigated the age verification practices at Off-Licence premises in the Auckland Region (Auckland, Manukau, North Shore and Waitakere Cities and Franklin, Papakura and Rodney Districts).
- ♦ The first survey was undertaken in 2002; with follow-up surveys conducted in 2003 and 2004. This report presents results from 2004 and comparisons between the 2002, 2003 and 2004 surveys.
- ♦ As with the surveys in 2002 and 2003, data collection in 2004 took place over three successive weekends. The study involved 18 year old “pseudo patrons” visiting approximately 250 randomly selected Off-Licence premises. The pseudo patrons attempted to purchase alcohol without providing age identification (ID). Each premise was visited twice; once by a female and once by a male. The Off-Licence premises visited were bottle shops, supermarkets and grocery stores (convenience stores, superettes, and so forth).
- ♦ To date this is the largest survey of its kind in New Zealand.

## Results

- ♦ Of the visits made to selected Off-Licences in the Auckland Region in 2004 the total proportion of successful purchases without ID was 56%. This was a significant increase from 2003 where the proportion was 46%. Between 2002 and 2003 there had been a significant decrease in sales made without ID from 61% to 46%.
- ♦ The percentage of sales made without ID in the Auckland areas were as follows (2002; 2003; 2004):
  - Rodney (67%; 42%; 69%)
  - Auckland City (57%; 53%; 65%)
  - Manukau City (77%; 52%; 54%)
  - Franklin (65%; 57%; 48%)
  - Papakura (91%; 25%; 44%)
  - Waitakere City (40%; 36%; 39%)
  - North Shore City (39%; 30%; 37%)

Between 2003 and 2004 a significant increase in the proportion of sales made without ID was found for Rodney District.

A decreasing trend in sales made without ID was found in both Manukau City and Papakura District over all years.

- ♦ The percentage of sales made without ID for bottle shops, supermarkets and grocery outlets were as follows (2002; 2003; 2004):
  - Bottle shops (59%; 43%; 61%)

- Supermarkets (53%; 28%; 21%)
  - Grocery outlets (80%; 71%; 71%)
- ♦ Between 2003 and 2004 a significant increase in the proportion of sales made without ID was found for bottle shops.
- ♦ A decreasing trend in sales made without ID was found for supermarkets over all years.

## Introduction

The Auckland Pseudo Patrons Survey was first conducted in 2002. The purpose of the survey was to monitor ID verification practices of a sample of Off-Licence premises in the Auckland Region (Auckland, Manukau, North Shore, Waitakere, Papakura, Franklin and Rodney). Data collection took place over three successive weekends, and involved 18 year olds (the minimum purchase age) visiting randomly selected Off-Licence premises and attempting to purchase alcohol without ID. This is the third successive year that the survey has been carried out.

This report presents results from the 2004 survey and reports comparisons between the 2002, 2003 and 2004 surveys.

## Background

In New Zealand the minimum purchase age for alcohol was lowered from 20 to 18 years in December 1999. The hospitality industry argued that ‘a hard 18’, no ID, no sale culture would be implemented following the lowering of the minimum purchase age (Conway et al., 2003).

The pseudo patrons survey conducted in 2002 indicated that Off –Licence premises were a source from which young people may obtain alcohol without ID relatively easily (61% of visits made to selected Off-Licences resulted in alcohol being purchased without ID) (Woolgrove et al., 2002). The 2003 survey found a significant decrease in the proportion of successful purchases (46% of visits made to selected Off-Licences resulted in alcohol being purchased without ID). While this result reflected some improvement in age verification practices in Auckland it also showed that young people could still obtain alcohol without ID relatively easily (Huckle et al., 2003).

From a public health perspective, adequate enforcement of the purchase age through age verification practices at alcohol outlets is vital to avoid increases in alcohol consumption and related harm to young people resulting from a decrease in the de facto purchase age. The ease of access to alcohol in teenage years is important as it has been shown in longitudinal research to predict subsequent levels of heavier drinking and related problems (Connolly et al., 1992, Casswell, 1996, Grant and Dawson, 1997, Chou and Pickering, 1992, Fillmore et al., 1991).

## Methodology

### Sample

In each year that the survey has been conducted, the total population of bottle shops, supermarkets and grocery outlets holding Off-Licences to sell alcohol in the Auckland Region were identified from a current list of Off-Licence premises. This list was obtained from the Liquor Licensing Authority, Department of Justice, Wellington. A random sample of Off-Licences was selected. Representative numbers for each type of premise (bottle shop, supermarket and grocery outlet) were obtained. The total number of premises randomly selected was approximately 250 in each of the three years<sup>1</sup>.

### Pseudo patrons

All the pseudo patrons were 18 years old, and were required to provide verification of their age from a driver's licence, birth certificate or passport before being hired. Each pseudo patron was paired up with a research supervisor/driver whose role was to drive between premises and to ensure that the research protocols were followed.

A small number of pseudo patrons were used for data collection each year. Selecting only a small group of pseudo patrons served two purposes: reducing inter-person variability and thereby making the data collection process more consistent, and minimising the number of people who knew about the survey, and thus maintaining a greater degree of confidentiality.

### Data collection

In 2004 data collection took place over three successive weekends at the same time of year as previous surveys. Data collection typically started in the afternoons on Friday and Saturday and continued until approximately 9-10pm each night.

In 2002, where necessary data collection also took place on Sundays between 1pm and 7pm in order to visit premises that were unable to be reached on Friday or Saturday evenings. In 2003 and 2004 the same process was repeated in order to maintain comparability of results. This meant that the same numbers of premises, in the same areas, within the same time frame, with the same gender pseudo patron were visited on Sundays as were visited in previous years.

Pseudo patrons were required to enter a premise, choose one item of alcohol worth around \$10 and attempt to purchase the item. If asked for ID they said to the server they had no ID on them. The sale then either took place or was discontinued by the server and the pseudo patron left the premise. Pseudo patrons wrote up the results of each visit on a standardised data collection form.

Data collection involved each randomly selected Off-Licence being visited twice, once by a male and once by a female. This method was chosen since previous research has indicated that there are differences in age verification practices for males and females by premises that sell alcohol (Lang et al., 1996).

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<sup>1</sup> The Massey University Ethics Committee provided ethics approval for the Auckland Pseudo Patrons Survey in 2004. The ethical requirements for the survey state that reporting of aggregate data is permitted. No individual premise will be identified publicly or to Police and/or other relevant stakeholders.

## Analysis

The surveys were all complex designs that allowed for obtaining sufficient numbers in each area, especially the smaller areas, as well as in each of the different categories of Off-Licence premise e.g. bottle shop, supermarket and grocery outlet. This meant that there were different probabilities of selection in each category by area strata and that some strata had a high proportion of coverage. An added complexity was the repeated measures taken at each Off-Licence, one by a male and one by a female. The survey analysis software package, SUDAAN, was used to calculate survey estimates and to perform logistic regression. Logistic regression was used to detect significant differences between estimates from 2003 and 2004 and to detect significant trends over the three years, 2002, 2003 and 2004.

Significant differences are reported when they are statistically significant at the 0.05 level and there are at least 14 observations in each comparison group. Differences will be described as marginally significant if the level of significance lies between 0.1 and 0.05.

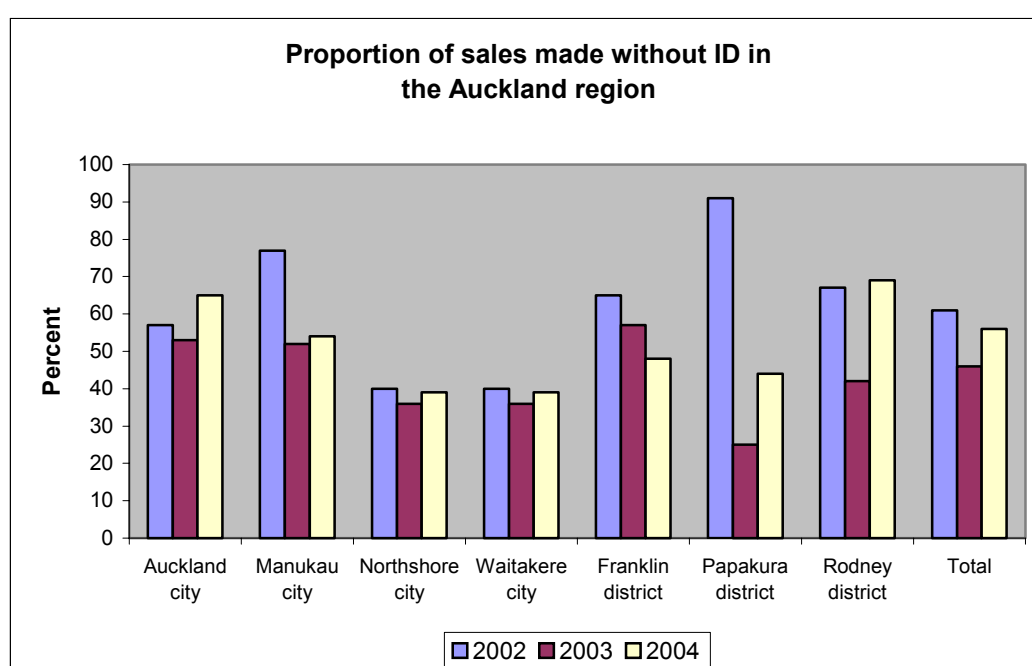
## Results

### Coverage of the selected Off-Licences

Of the original random sample of Off-Licence premises selected in 2004; 77% were visited. In 2003 and 2002, 86% and 84% of premises were visited. The main reason for premises not being visited was because they no longer existed.

The proportions reported in the following figures are based on the number of visits to the selected Off-Licence premises, bearing in mind that each premise was visited twice.

**Figure 1**



Between 2003 and 2004 there was a significant increase in the proportion of sales made without ID at Off-Licences visited in the Auckland Region; from 46% to 56%. A significant decrease from 61% to 46% was found between 2002 and 2003 (Figure 1).

In 2004 the proportions of sales made without ID in the Auckland Region were as follows: Rodney 69%; Auckland City 65%; Manukau City 54%; Franklin 48%; Papakura 44%; Waitakere 39% and North Shore 36%. A significant increase in sales made without ID occurred for Rodney between 2003 and 2004.

Both Manukau City and Papakura District showed a decreasing trend in sales made without ID over the years<sup>2</sup>.

<sup>2</sup> More detailed results for each area are available in the Area Profile section of the report

**Figure 2**

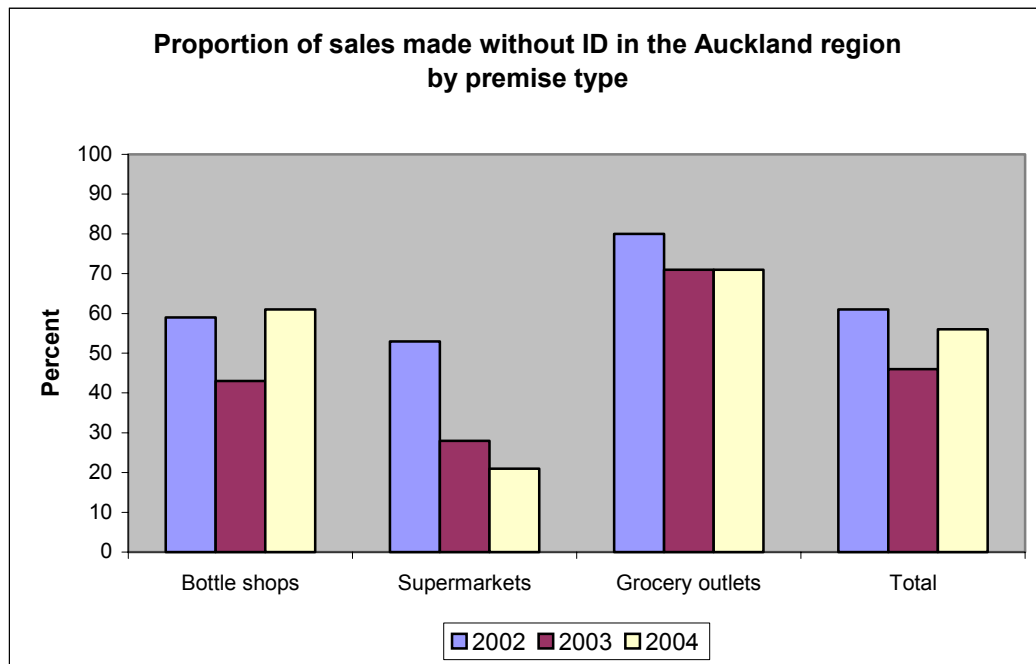
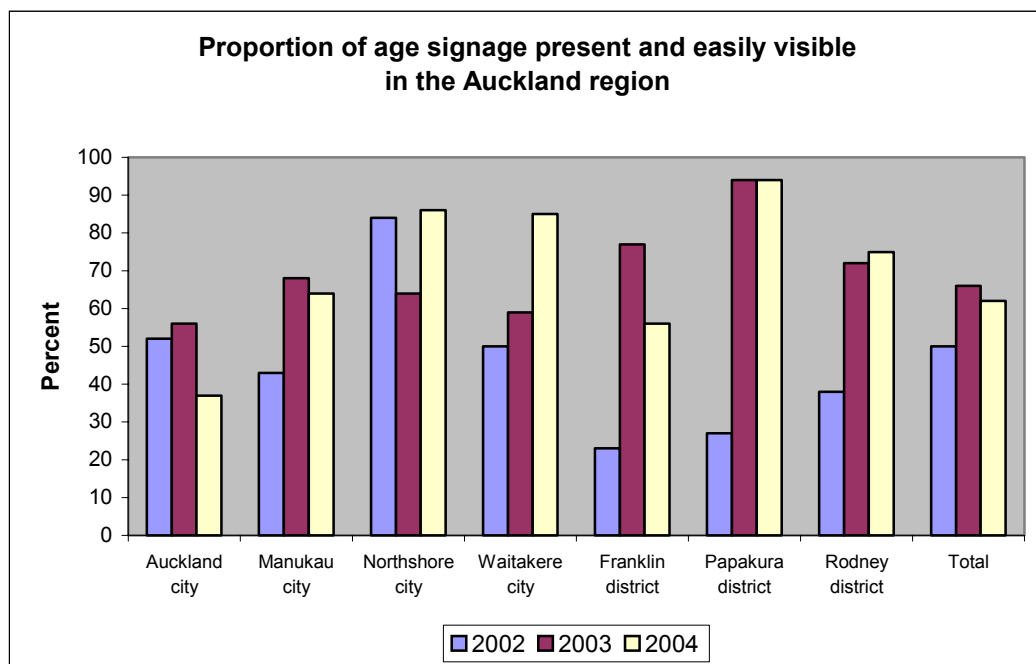


Figure 2 indicates that alcohol was able to be purchased without ID for 71% of visits made to selected grocery stores in the Auckland region in 2004. For bottle shops and supermarkets these proportions were 61% and 21% respectively. A significant increase in sales made without ID was found for bottle shops between 2003 and 2004. Supermarkets showed a decreasing trend of sales without ID across all years.

**Figure 3**

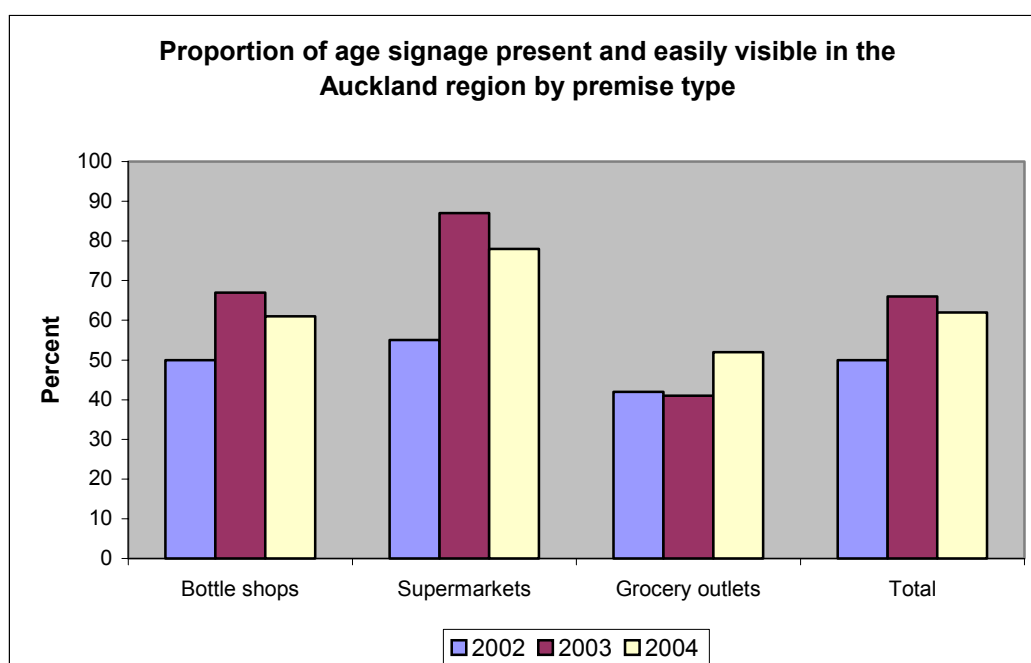


Pseudo patrons were asked to indicate whether age signage was present in Off-Licence premises visited. The results reported in Figure 3 show the proportion of age signage that was present and easily visible in the Auckland Region<sup>3</sup>.

Overall the proportion of age signage that was present and easily visible in Off-Licences visited in the Auckland Region was 62% in 2004, and this was similar to the proportion in 2003 (66%). An increasing trend for age signage to be present and easily visible was found over the years in the Auckland region.

In 2004 the proportions of age signage present and easily visible were as follows: Papakura 94%, North Shore 86%, Waitakere 85%, Rodney 75%, Manukau 64%, Franklin 56% and Auckland 37%. All areas showed an increasing trend for age signage to be present and easily visible over the years except for North Shore, Waitakere (where a marginal increase was found) and Auckland City, where a decreasing trend was found.

**Figure 4**

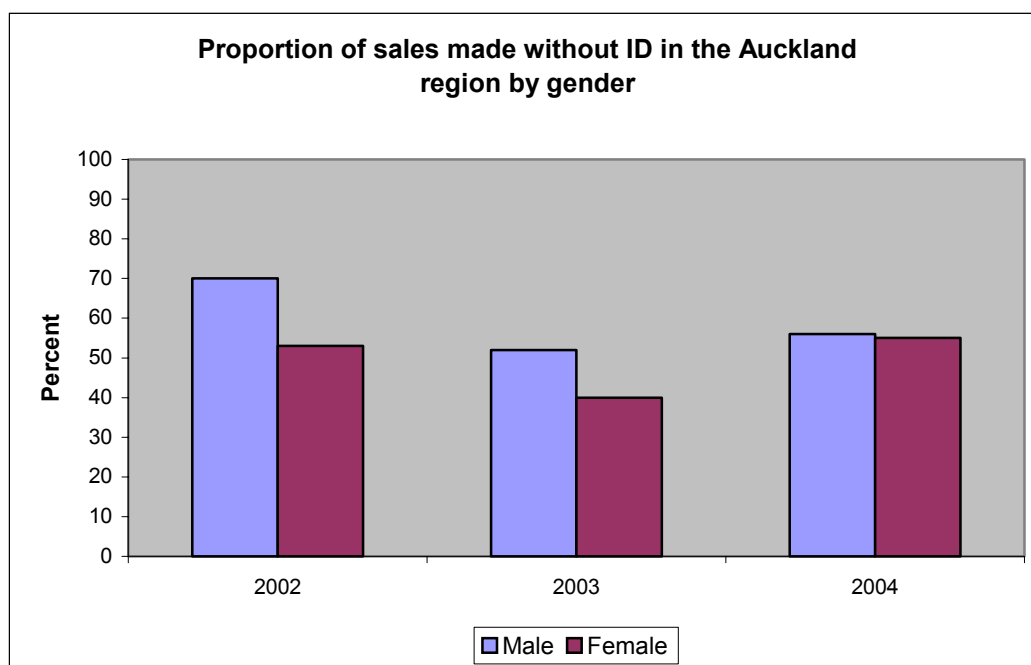


The proportion of age signage that was present and easily visible for supermarkets, bottleshops and grocery outlets in the Auckland region in 2004 were as follows: supermarkets 78%; bottle shops; 61% and grocery outlets 52% (Figure 4).

<sup>3</sup> There were three categories into which signage fell: signage was present and easily visible; signage was present but not easily visible; there was no signage present.

**Figure 5**

As has been mentioned, each premise was visited two times – once by a male pseudo patron and once by a female. The graph below shows differences in ID verification practices by servers towards male and female pseudo patrons.



In 2004, 56% of visits made by males and 55% of visits made by females resulted in a sale made without ID. There was no significant difference between sales made without ID to males and females in 2004. In both 2002 and 2003 males were sold alcohol without ID significantly more than females.

*\*In the 2002 report gender differences were reported by areas separately. For comparison with 2003 & 2004 data the 2002 area gender breakdowns were combined.*

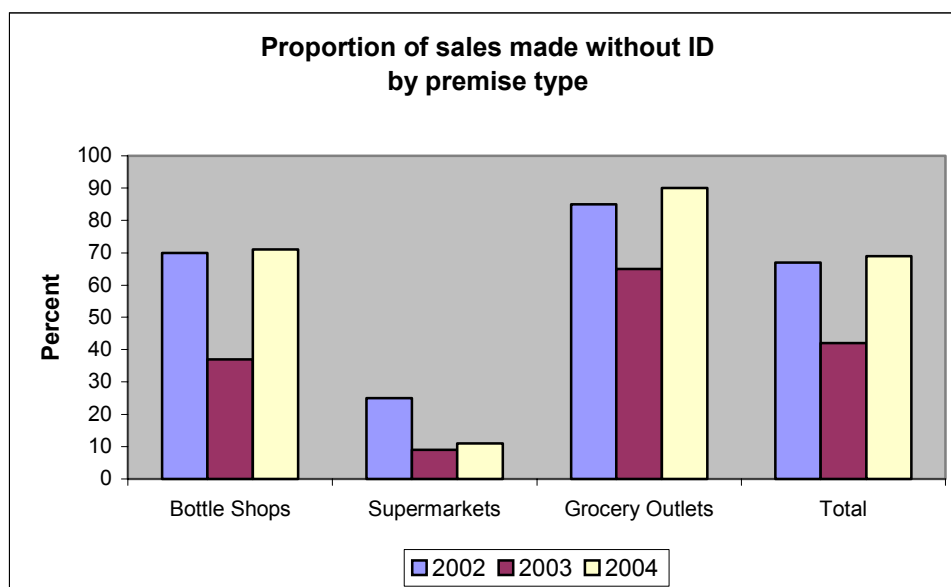
## Area Profiles

This section provides a further breakdown of results for each area. The survey design used in the pseudo patrons surveys provided adequate numbers of premises for area and premise type analysis. However when the data is analysed to include a breakdown of premise types by area separately, not enough visits were made in some areas where numbers of selected outlets were small to conduct statistical testing with certainty.

Statistical testing between 2004 and 2003 was completed on *only bottle shops and grocery outlets in Rodney and Manukau; bottle shops and supermarkets for North Shore, bottle shops in Franklin and in Auckland City each premise type was tested. For comparison between 2002 and 2003 data statistical testing was undertaken on bottle shops only for Manukau, North Shore, Waitakere, Papakura, Franklin and Rodney. In Auckland City each premise type was tested.*

## RODNEY DISTRICT

Figure 6



Between 2002 and 2003 a significant decrease in sales made without ID occurred in Rodney (67% to 42%). In 2004, 69% of visits made to Off-Licence premises resulted in sales being made without ID. This was a significant increase from 42% in 2003.

Sales made without ID are as follows:

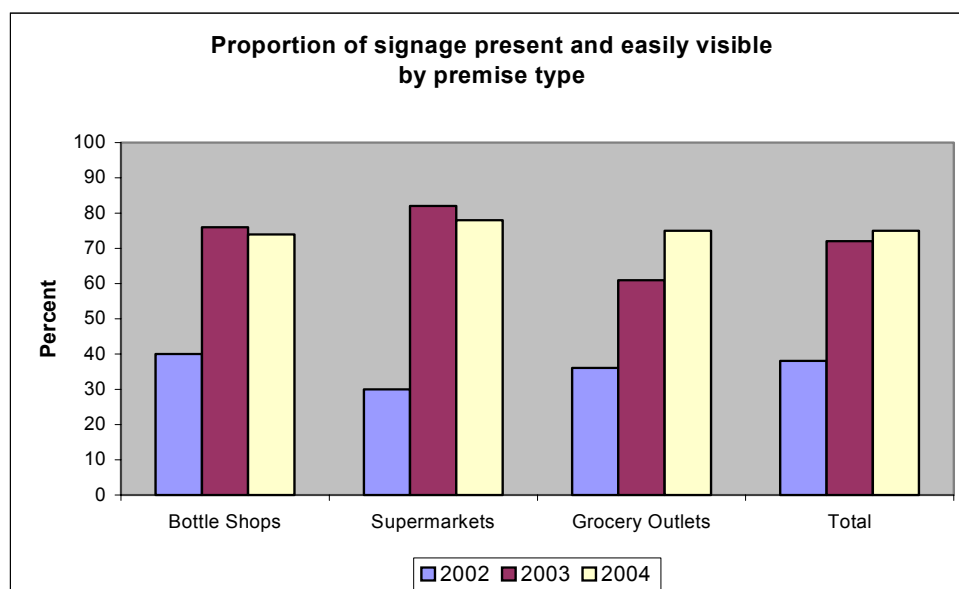
- 2002: Bottle shops (70%); supermarkets (25%); grocery outlets (85%)
- 2003: Bottle shops (37%); supermarkets (9%); grocery outlets (65%)

A significant decrease was found between 2002 and 2003 in the proportion of sales made without ID from bottleshops in Rodney

- 2004: Bottle shops (71%); supermarkets (11%); grocery outlets (90%)

Between 2003 and 2004 a significant increase was found in the proportion of sales made without ID from bottle shops, and a marginally significant increase was found for grocery outlets.

**Figure 7**



In 2004 the proportion of signage present and easily visible for Rodney was 75%, compared with 72% in 2003 and 38% in 2002. A marginally increasing trend was found over the years.

Proportions of age signage present and easily visible are as follows:

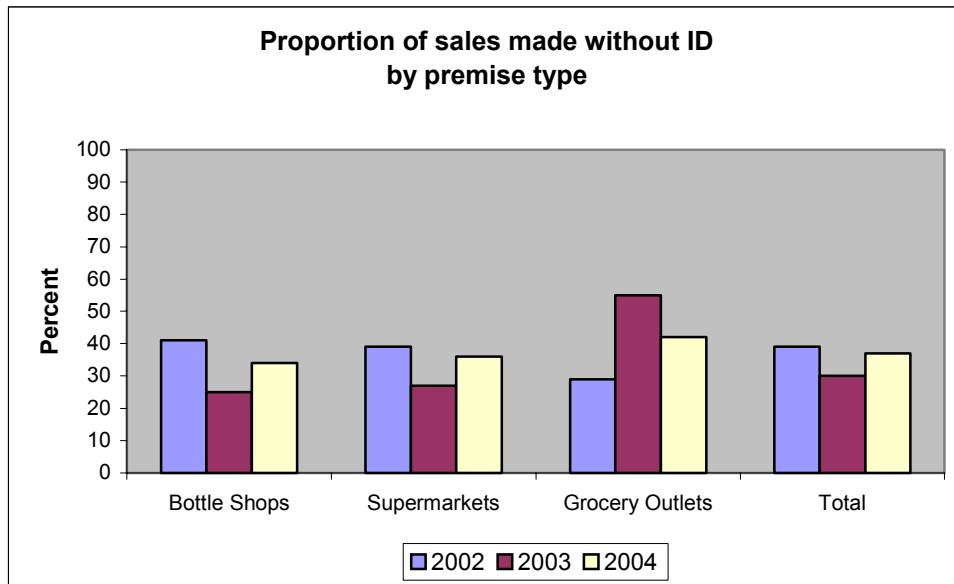
- 2002: Bottle shops (40%); supermarkets (30%); grocery outlets (36%)
- 2003: Bottle shops (76%); supermarkets (82%); grocery outlets (61%)

Between 2002 and 2003 a significant increase in age signage being present and easily visible was found for bottle shops in Rodney

- 2004: Bottle shops (74%); supermarkets (78%); grocery outlets (75%)

## NORTH SHORE CITY

Figure 8

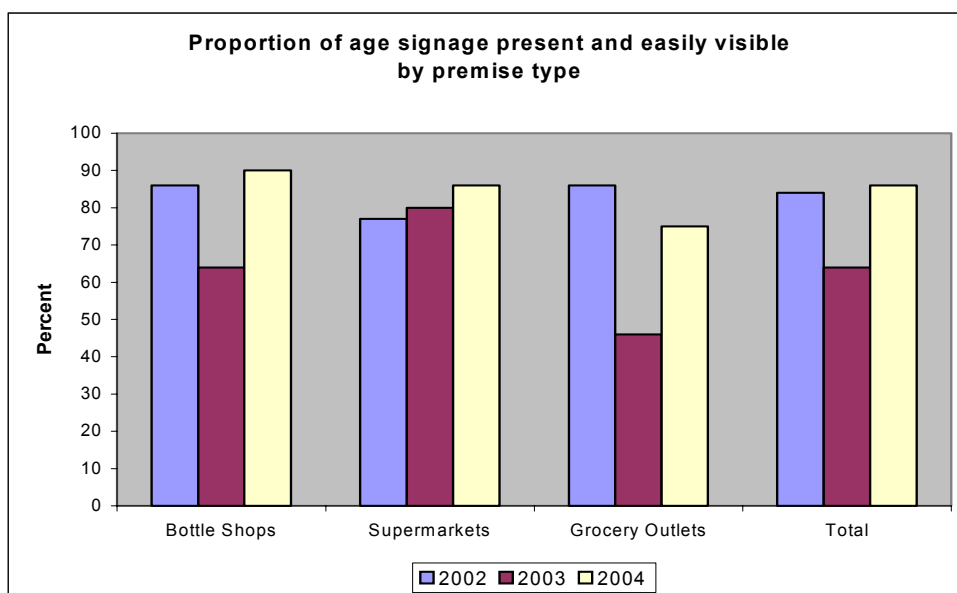


North Shore City had 37% of sales made without ID in 2004 compared with 30% in 2003, and 39% in 2002.

Sales made without ID are as follows:

- 2002: Bottle shops (41%); supermarkets (39%); grocery outlets (29%)
- 2003: Bottle shops (25%); supermarkets (27%); grocery outlets (55%)
- 2004: Bottle shops (34%); supermarkets (36%); grocery outlets (42%)

Figure 8



The proportion of age signage present and easily visible in North Shore in 2004 was 86%. This was a significant increase from 64% in 2003. In 2002 the proportion of signage present and easily visible was 84%.

Proportions of age signage present and easily visible are as follows:

- 2002: Bottle shops (86%); supermarkets (77%); grocery outlets (86%)
- 2003: Bottle shops (64%), supermarkets (80%); grocery outlets (46%)

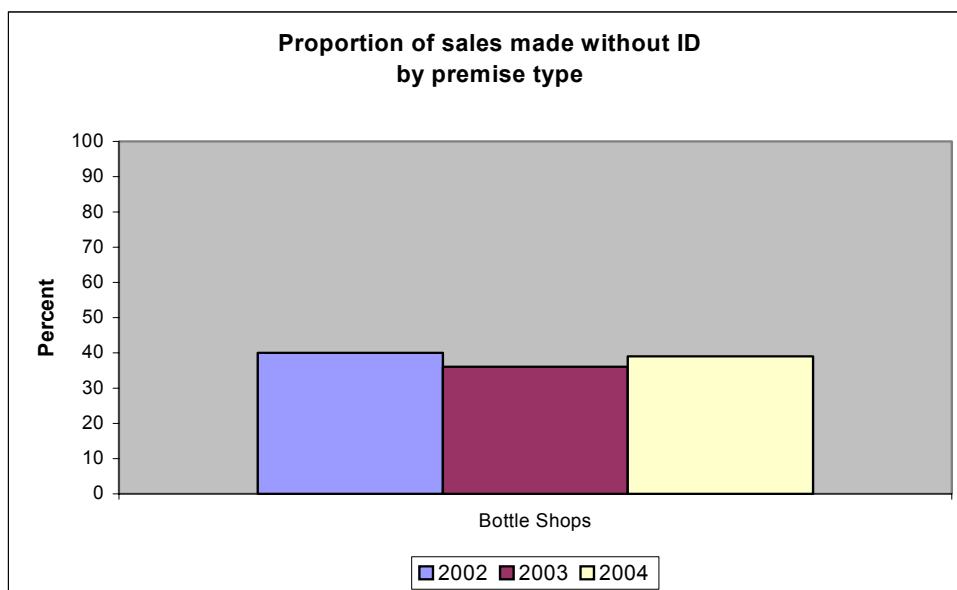
There was a significant decrease in the proportion of age signage present and easily visible in bottle shops in North Shore City between 2002 and 2003.

- 2004: Bottle shops (90%); supermarkets (86%); grocery outlets (75%)

There was a significant increase in the proportion of age signage present and easily visible in bottle shops for North Shore between 2003 and 2004.

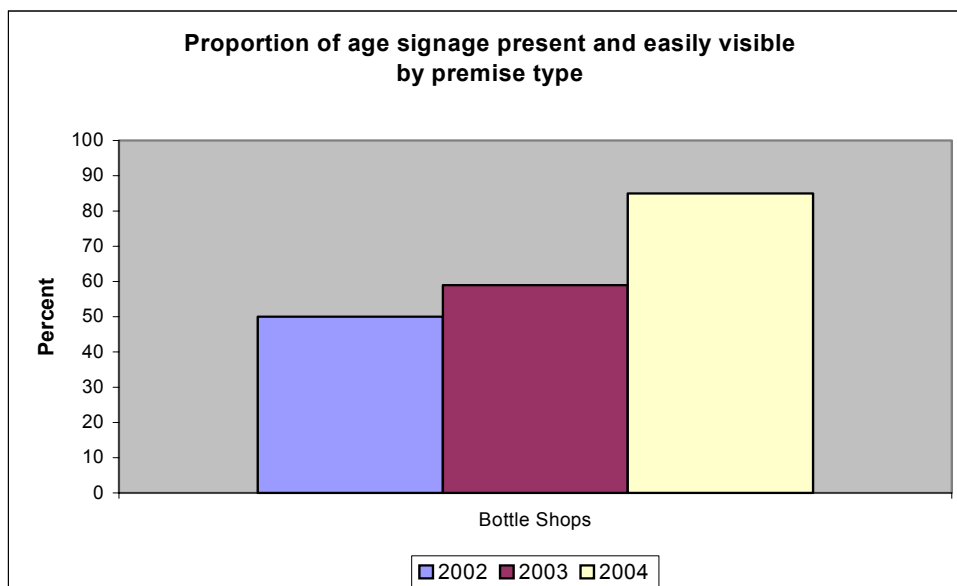
## WAITAKERE CITY

Figure 9



The proportion of sales made without ID in Waitakere City was 39% in 2004; compared with 36% in 2003 and 40% in 2002. Waitakere operates under licensing trusts (Waitakere Licensing Trust and Portage Licensing Trust), so there were no supermarkets or grocery outlets to include in the sample.

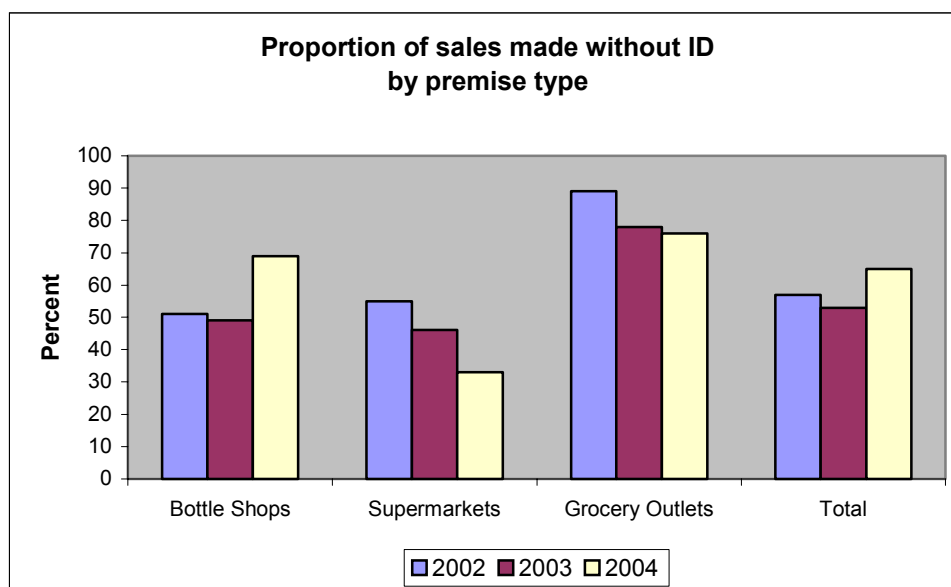
Figure 10



The proportion of age signage present and easily visible in 2004 was 85% compared with 59% in 2003 and 50% in 2002. The proportion of age signage present and easily visible in Waitakere showed a marginally increasing trend over the years.

## AUCKLAND CITY

Figure 11



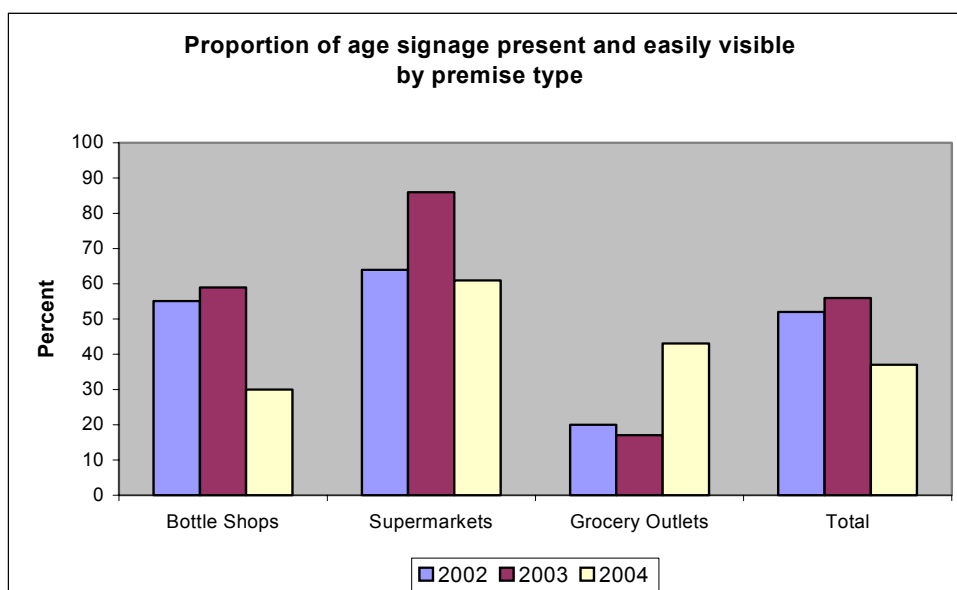
The proportion of sales made without ID for Auckland City in 2004 was 65%; in 2003 this proportion was 53%. In 2002, 57% of sales were made without ID in Auckland City.

Sales made without ID are as follows:

- 2002: Bottle shops (51%); supermarkets (55%); grocery outlets (89%)
- 2003: Bottle shops (49%); supermarkets (46%); grocery outlets (78%)
- 2004: Bottle shops (69%), supermarkets (33%), grocery outlets (76%)

There was a significant increase in the proportion of sales made without ID for bottle shops in Auckland City between 2003 and 2004.

**Figure 12**



The proportions of age signage present and easily visible for Auckland City are as follows: 2002 (52%); 2003 (56%); 2004 (37%). The proportion of age signage present and easily visible in Auckland City showed a decreasing trend over the years.

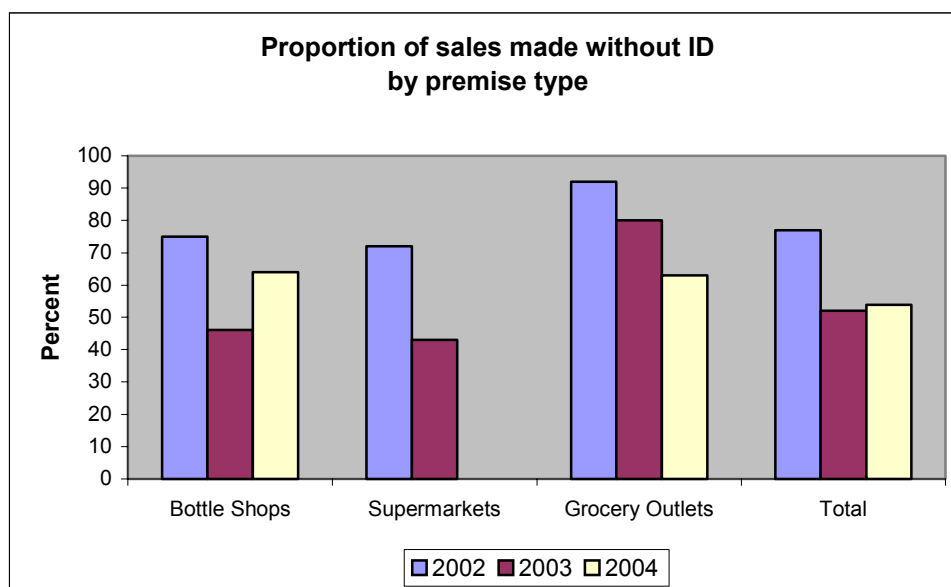
Proportions of age signage present and easily visible are as follows:

- 2002: Bottle shops (55%); supermarkets (64%); grocery outlets (20%)
- 2003: Bottle shops (59%); supermarkets (86%); grocery outlets (17%)
- 2004: Bottle shops (30%), supermarkets (61%); grocery outlets (43%)

There was a significant decrease in the proportion of age signage present and easily visible in bottle shops for Auckland City between 2003 and 2004.

## MANUKAU CITY

Figure 13



Fifty four percent of visits to Off-Licence premises in Manukau City resulted in sales made without ID in 2004. This compared with 52% in 2003 and 77% in 2002. This area showed a decreasing trend of sales made without ID over all years.

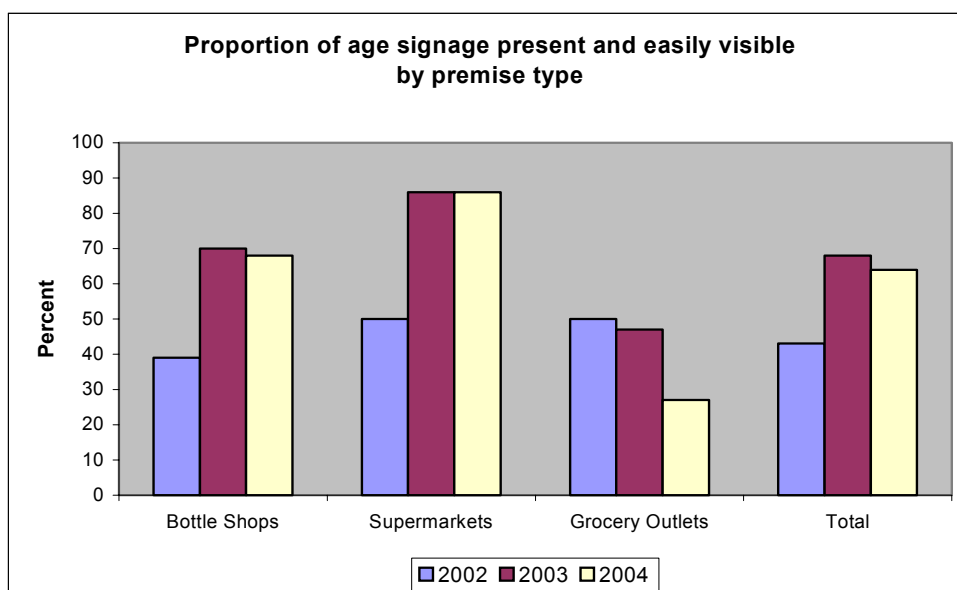
Sales made without ID are as follows:

- 2002: Bottle shops (75%); supermarkets (72%); grocery outlets (92%)
- 2003: Bottle shops (46%); supermarkets (43%); grocery outlets (80%)

There was a significant decrease in the proportion of sales made without ID at bottle shops between 2002 and 2003 in Manukau City.

- 2004: Bottle shops (64%); supermarkets (0%); grocery outlets (63%)

**Figure 14**



In 2004 the proportion of age signage present and easily visible in Manukau City was 64%, compared with 68% in 2003 and 43% in 2002. Manukau showed an increasing trend for age signage to be present and easily visible over the years.

Proportions of age signage present and easily visible are as follows:

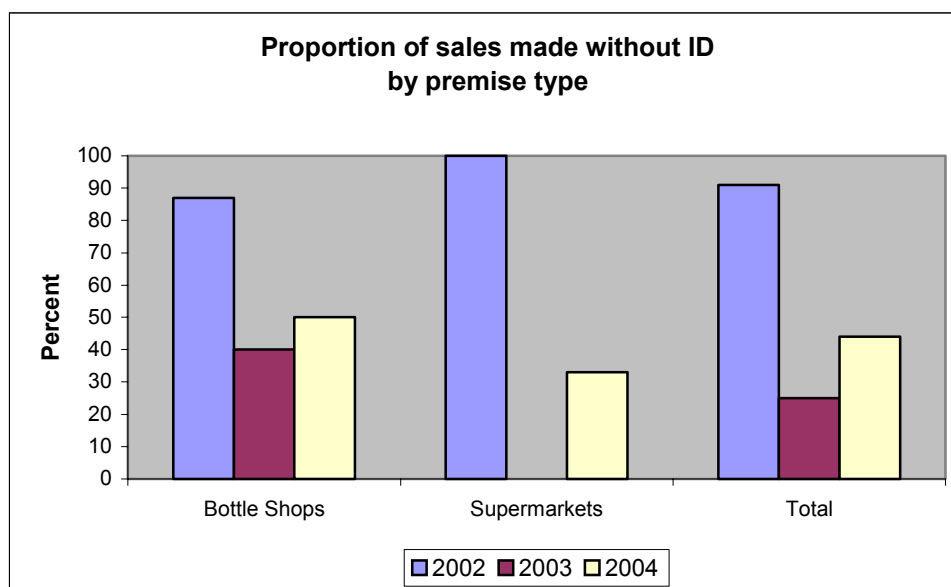
- 2002: Bottle shops (39%); supermarkets (50%); grocery outlets (50%)
- 2003: Bottle shops (70%); supermarkets (86%); grocery outlets (47%)

There was a significant increase in the proportion of bottle shops with age signage present and easily visible between 2002 and 2003.

- 2004: Bottle shops (68%); supermarkets (86%); grocery outlets (27%)

## PAPAKURA DISTRICT

Figure 15



In 2004, 44% of visits made to Off-Licences in Papakura resulted in sales being made without ID. In 2003 this proportion was 25%, and in 2002 it was 91%. Papakura District showed a decreased trend of sales without ID over the years.

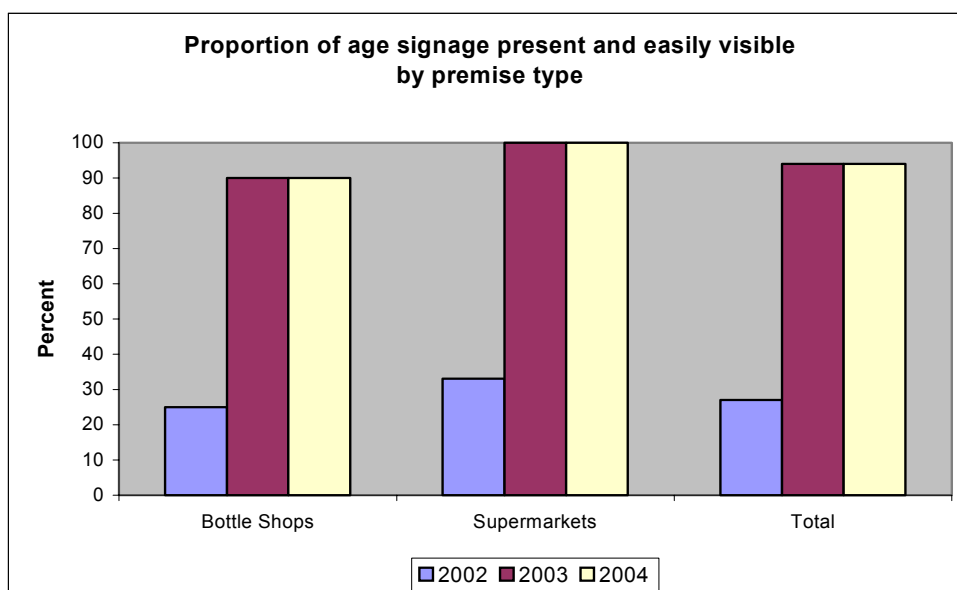
Sales made without ID are as follows:

- 2002: Bottle shops (87%); supermarkets (100%)
- 2003: Bottle shops (40%); supermarkets (0%)

There was a significant decrease in the proportion of sales made without ID from bottle shops between 2002 and 2003.

- 2004: Bottle shops (50%); supermarkets (33%)

**Figure 16**



In 2004 the proportion of age signage present and easily visible in Papakura was 94%. In 2003 this proportion was 94% and in 2002 it was 27%. Papakura showed an increasing trend over the years for age signage present and easily visible.

Proportions of age signage present and easily visible are as follows:

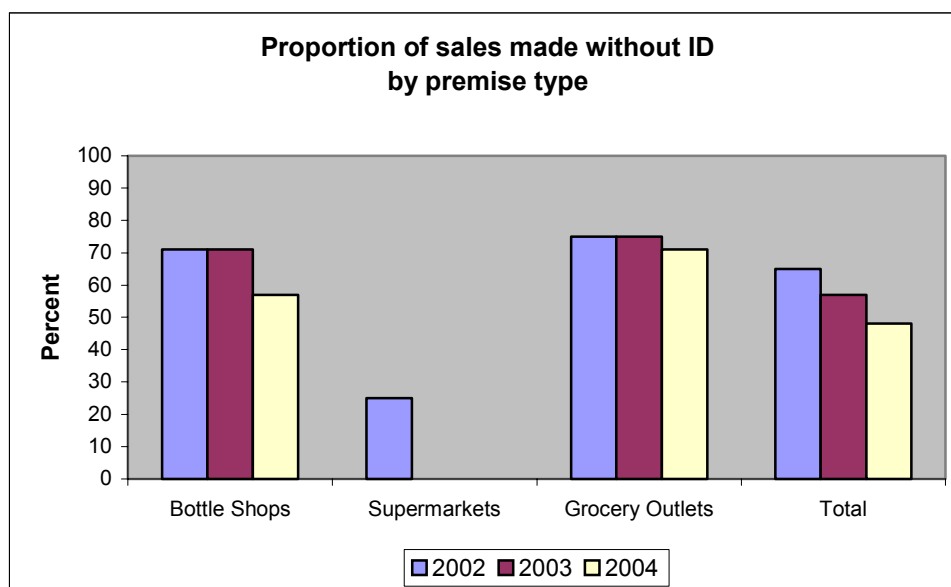
- 2002: Bottle shops (25%); supermarkets (33%)
- 2003: Bottle shops (90%); supermarkets (100%)

A significant increase in age signage that was present and easily visible was found for bottle shops between 2002 and 2003.

- 2004: Bottle shops (90%); supermarkets (100%)

## FRANKLIN DISTRICT

Figure 17

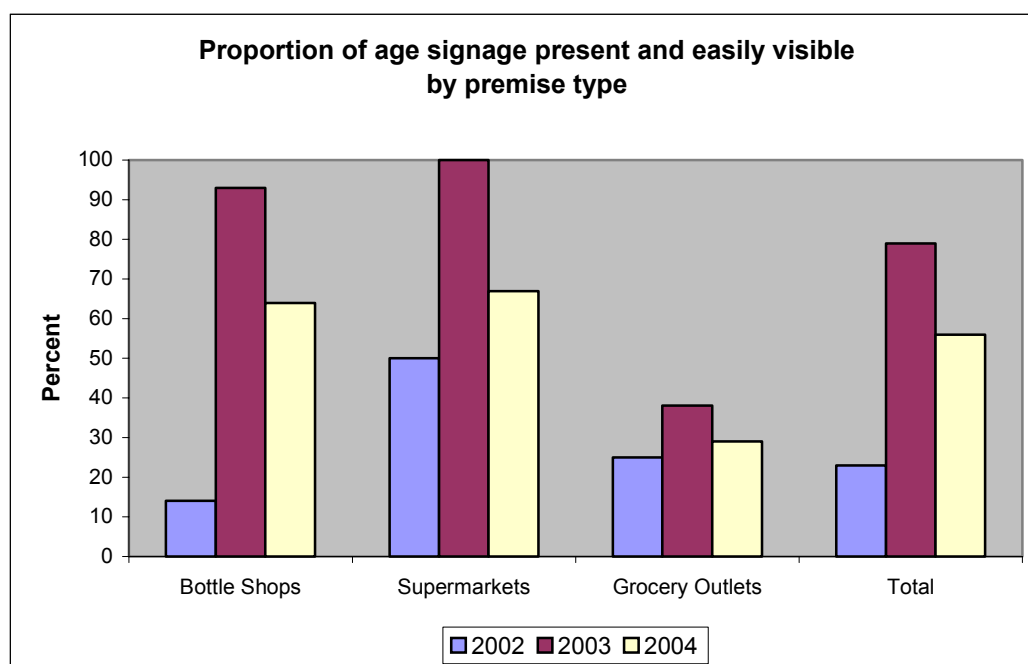


Of the visits made to Off-Licence premises in Franklin, 48% resulted in alcohol being sold without ID. This compares to 57% in 2003 and 65% in 2002.

Sales made without ID are as follows:

- 2002: Bottle shops (71%); supermarkets (25%); grocery outlets (75%)
- 2003: Bottle shops (71%), supermarkets (0%); grocery outlets (75%)
- 2004: Bottle shops (57%); supermarkets (0%); grocery outlets (71%)

**Figure 18**



In 2004 the proportion of age signage present and easily visible in Franklin was 56%. In 2003 and 2002 this proportion was 79% and 23%. Franklin showed an increasing trend for age signage to be present and easily visible over the years.

Proportions of age signage present and easily visible are as follows:

- 2002: Bottle shops (14%); supermarkets (50%); grocery outlets (25%)
- 2003: Bottle shops (93%); supermarkets (100%); grocery outlets (38%)

A significant increase in the proportion of bottle shops with age signage present and easily visible was found between 2002 and 2003.

- 2004: Bottle shops (64%); supermarkets (67%); grocery outlets (29%)

## Narrative Evidence

This section describes narrative evidence reported by the pseudo patrons from transactions in some Off-Licence premises.

- Seller asked for my date of birth but couldn't work it out.
- Asked for ID and I said No. Then she said just bring some next time.
- She embarrassed me. Announced to the whole shop that I didn't have ID.
- Kept enforcing 'no card no service' and said 'how am I supposed to know you're 18 with no card?'

## Summary

Alcohol was able to be purchased by 18 year olds without ID for the majority (56%) of visits made to Off-Licence premises in the Auckland Region. This proportion has shown a significant increase from 46% in 2003. While some areas have shown improvement, the results indicate that current age verification practices continue to be inadequate in the Auckland Region.

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