



UNIVERSITY  
*of*  
**OTAGO**  
*Te Whare Wānanga o Otāgo*  
NEW ZEALAND

# Tracking alcohol affordability

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# The need for price surveillance

- Hazardous alcohol consumption common in New Zealand
- Policies affecting alcohol price are effective in influencing consumption
- Alcohol sales and price data needed



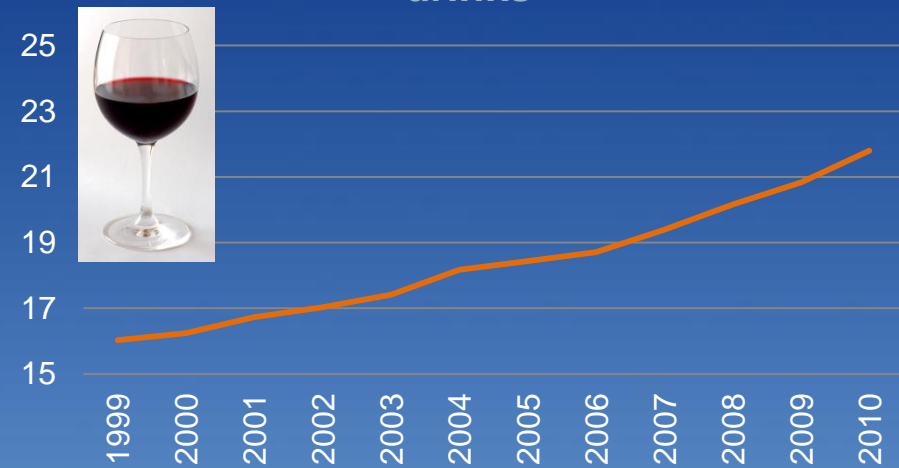
# Average price of drinks in NZ\*

\*based on Consumer Price Index data

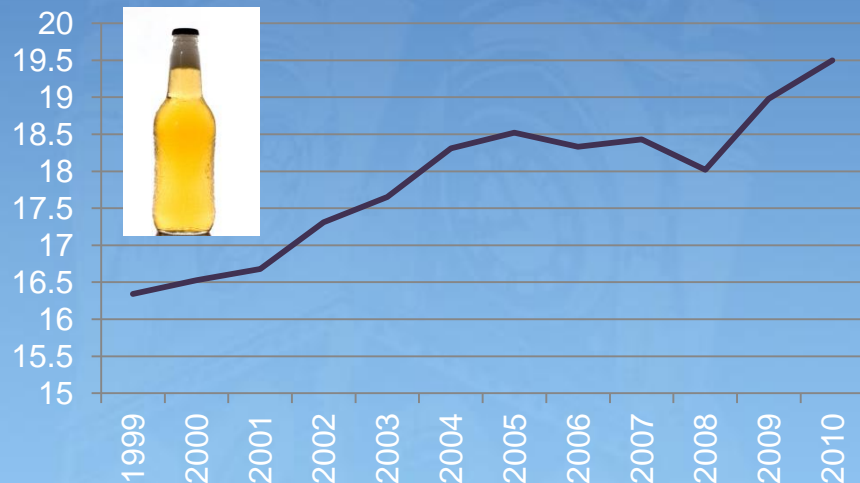
## Whisky 1 L = 33 standard drinks



## Cask/white wine 3 L = 30 standard drinks



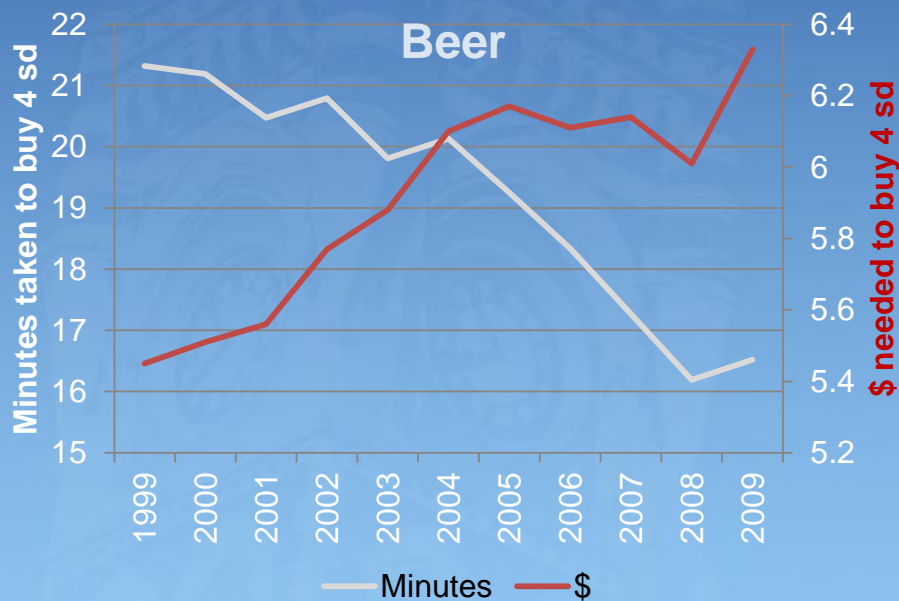
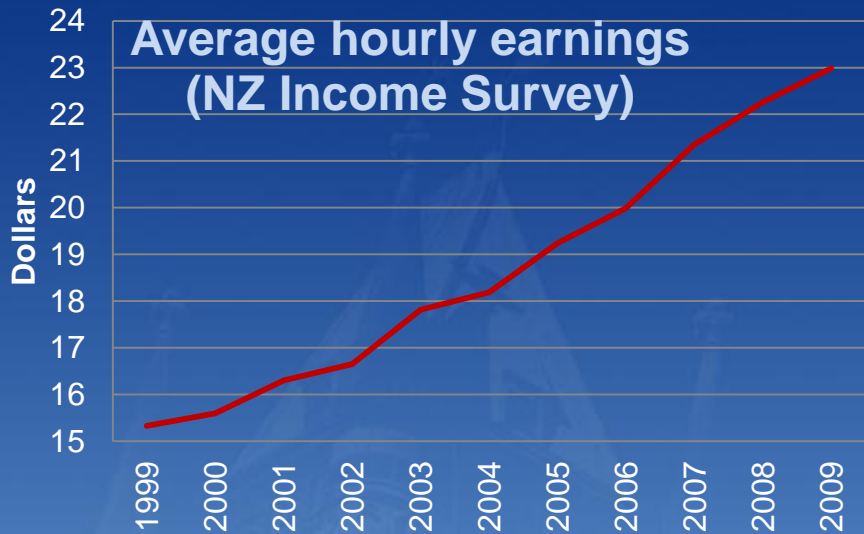
## Beer - 12 bottles = 12 sd



## Bottled water 0.75 L = 3 nonalcoholic drinks



# Alcohol affordability in NZ



# Effect of discounted alcohol

- *Average* alcohol prices so alcohol often much more affordable



Wine 61c  
per standard  
drink



RTDs 69c  
per standard  
drink



Sparkling grape  
juice \$1.39 per  
drink (250ml glass)



Milk 42c per drink  
(250ml glass)

# Conclusions

- Alcohol affordability has increased over the past 10 years
- Systematic and ongoing alcohol price surveillance is needed to inform alcohol price policies
- **BUT** also need to monitor affordability of alcohol to keep alcohol prices in line with increases in income

# Acknowledgements

- Associate Prof Nick Wilson and Kate Sloane (co-authors)
- Statistics New Zealand for providing Consumer Price Index data
- University of Otago



- References for further detail:

Imlach Gunasekara, F. Wilson, N. Very cheap drinking in New Zealand: Some alcohol is more affordable than bottled water and nearly as cheap as milk. *NZMJ* 2010; 123 (1324): 97-101

Sloane K, Imlach Gunasekara F, Wilson N. Consistently cheap alcohol: national data on discounts for an 8-week period. *NZMJ* 2011;124(1329)