

# HPA Attitudes and Behaviour towards Alcohol Survey 2014/15

Methodology Report

September 2015

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HEALTH PROMOTION AGENCY

PO Box 2142  
Wellington 6140  
New Zealand

[www.hpa.org.nz](http://www.hpa.org.nz)

[research@hpa.org.nz](mailto:research@hpa.org.nz)

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## INTRODUCTION

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The Health Promotion Agency's (HPA's) Attitudes and Behaviour towards Alcohol Survey (ABAS) provides information on attitudes and behaviour of New Zealanders aged 15-years-and-over towards alcohol. The survey focuses on behaviour related to the previous month and last drinking occasion, and a range of attitudes/opinions towards alcohol. The latest ABAS, undertaken by UMR Research Limited, used Computer Assisted Telephone Interviewing (CATI) to interview 4005 people between November 2014 and February 2015. Results from the survey will be used to assess changes and developments in behaviours and attitudes towards alcohol to support HPA activity in relation to alcohol and public health outcomes.

The ABAS is undertaken every year. Information on the current 2014/15 survey and prior surveys can be found at <http://www.alcohol.org.nz/research-resources/research-publications>.

This report outlines the methodology for the 2014/15 ABAS.

# SURVEY CONTENT

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The 2014/15 ABAS questionnaire was developed by the HPA Research and Evaluation Unit. The survey questions are sourced from and informed by prior ABAS surveys, the questionnaire content of other New Zealand and international alcohol survey questionnaires, and consultation with HPA staff.

The 2014/15 ABAS questionnaire consists of a core set of question and topic specific modules. The core questions focus on alcohol drinking patterns and consequences during the last month and last drinking occasion, and questions on attitudes and opinions towards alcohol. The modules in the 2014/15 ABAS cover questions relating to non-drinkers, purchasing of alcohol, and alcohol supply and law. Some minor modifications were made to specific questions repeated from the 2013/14 ABAS questionnaire following cognitive testing by UMR. More information on the methodology is presented in a report titled “HPA Attitudes and Behaviour towards Alcohol Survey 2014/15: Questionnaire” that can be found at <http://www.hpa.org.nz/research-library/research-publications>.

The 2014/15 ABAS survey comprises 11 sections (A-K) that cover the following areas:

## **Section A: Screening questions**

Questions labelled with the letter A. These consist of demographic questions (age, sex and ethnicity) which were needed at the beginning of the questionnaire to control for survey quotas.

## **Section B: Drinking behaviour**

Questions labelled with the letter B. These questions focused on recent drinking behaviour and also identified whether the respondent drank alcohol at all over the last year. Respondents were also prompted on their personal experiences of drinking alcohol and information on age of initiation. This section also includes questions assessing different stages of addiction to alcohol.

## **Section C: The last drinking occasion**

Questions labelled with the letter C. These questions focused on the last time the respondent had consumed two or more drinks of alcohol. They were asked to recall the type of occasion it was, where it was and if other people were present. The survey then prompted them about the specifics of what and how much they alcohol they drank.

## **Section D: Drinking before occasion**

Questions labelled with the letter D. Respondents were asked if they drank any alcohol prior to the drinking occasion described in Section C. If they did, they were asked where they were drinking beforehand, who they were with and how much they had to drink.

## **Section E: Drinking after occasion**

Questions labelled with the letter E. Respondents were asked if they drank any alcohol after the drinking occasion described in Section C. If they did, they were asked where they were drinking afterwards, who they were with and how much they had to drink.

## **Section F: Last occasion context and consequences**

Questions labelled with the letter F. Respondents were asked to think about the whole occasion (this includes the last occasion and any places they drank alcohol before and after that occasion). They were asked to consider the quantity of alcohol they drank and if the amount consumed was a normal amount for them. Respondents were also prompted on their personal experiences following, during or after this drinking occasion. If they were drinking with others, they were asked if anyone they were with had too much to drink and whether they themselves got drunk or thought that they had too much to drink. The last part of section F asked respondents if they had considered cutting back on their drinking or if they had sought advice on how to cut back.

## **Section G: Non-drinkers**

Questions labelled with the letter G. Respondents who self-identified themselves as non-drinkers or did not consume any alcohol within the last year (from section B), were asked how long they had not been consuming alcohol and their reasons why they do not drink alcohol.

## **Section H: Adult purchasing of alcohol**

Questions labelled with the letter H. Respondents aged 15 to 17 years (who are not legally able to purchase alcohol themselves) were asked how they usually got the alcohol they drank. Non-drinkers were also asked if they purchased alcohol for others and those who drank were asked about their purchase of alcohol. Those who had purchased alcohol in the last four weeks were prompted about where they had purchased their alcohol, followed by where they had spent the most money. If the respondent nominated an off-licence they were asked how important a number of aspects were in deciding what to purchase. Respondents were also asked if they were purchasing alcohol for themselves, for others, or both as well as the type of alcohol they purchased. This section finished with respondents being prompted about what they experienced while purchasing alcohol and if the amount they bought was indeed the amount they intended to purchase.

## **Section I: Alcohol law and social supply**

Questions labelled with the letter I. This section started by asking respondents their opinion about how old someone should be before they are allowed to drink alcohol at home or at a restaurant (under supervision) followed by how old someone should be before they can drink alcohol at pubs/bars. They were then asked if they were able to describe any recent changes that the Government has made to alcohol legislation and regulation. Respondents were then asked to think about the geographic area that they live in and if they had noticed any specific changes relating to venues that sell alcohol. A series of agree/disagree statements were put forward to the respondent relating to an under-age drinking scenario.



## **Section J: Opinions and attitudes about alcohol**

Questions labelled with the letter J. Respondents were asked a series of agree/disagree statements about alcohol and drinking. They were then asked what percentage of adults they thought drank seven or more drinks of alcohol on an occasion at least monthly. This section finishes with a series of agree/disagree statements relating to the sale and supply of alcohol in their community.

## **Section K: Demographics**

Questions labelled with the letter K. Respondents were asked additional demographic questions such as their age, if they were born in New Zealand, who they usually live with, if there were children or young adults in the household, their job status, their education status and income.

## METHODOLOGY

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The survey consisted of four waves of data collection with one wave occurring each month between November 2014 and February 2015. Interviewers used CATI to conduct the survey with people aged 15-years-or-older. The data for the four waves have been combined into a single dataset comprising data for the four waves.

## ETHICS

The 2014/15 ABAS was approved by the New Zealand Ethics Committee.

The 2014/15 ABAS was voluntary and this was clearly explained to potential participants in HPA's FAQ for the survey placed on HPA's website (see Appendix A), and verbally by the interviewer. All survey procedures were consistent with the Code of Practice of Research Association New Zealand, of which the survey provider, UMR Research Limited, is a member.

Information provided by respondents in the telephone interviews is confidential. Final stored electronic records contain no identification of the participating respondents, and reporting on the information will be based on overall or grouped data to maintain respondent confidentiality.

## POPULATION OF INTEREST AND SAMPLING FRAME

The population of interest for this survey was all New Zealanders aged 15-years-or-older. For each wave New Zealand households were stratified into 23 telephone directory regions. The number of people aged 15-years-or-over was determined by cross-referencing the telephone directory regions with Census data from Statistics New Zealand. To ensure a nationally representative sample, quotas were set on age and gender by region. Tables 2 and 3 (see page 11) show what quotas for age and gender were set for each wave and what was actually achieved. To ensure there were a sufficient number of Māori, Pacific, and Asian people, quotas for the whole survey were also set based on total ethnicity (600 Māori, of which 610 were achieved; 300 Pacific, of which 243 were achieved; and 300 Asian, of which 353 were achieved). In addition to this, a quota of 228 was set for those aged 15 to 17, of which 193 were achieved.

A random sample of telephone numbers was generated from all number ranges found in Telecom's White Pages. Each wave was conducted using a Random Digit Dialling (RDD) approach. This ensured a representative sample of the New Zealand population with a landline was given the opportunity to take part in the survey. It also ensured that unlisted numbers were included in the sampling. The sample frame was limited to 'private households with telephones' by filtering out numbers from the Yellow Pages, disconnected, fax numbers and other non-residential numbers. Only one eligible person from each household was interviewed. Up to six call-backs were made to initially selected respondents.

Participation in the survey was voluntary, consent was obtained without coercion, and no incentive was offered for participation.

## **INTERVIEWING AND QUALITY CONTROL**

All interviewing was completed by telephone using UMR Research's CATI technology from their call centre in Auckland.

In total, 64 interviewers worked on the November survey wave, 62 interviewers on the December wave, 51 interviewers on the January wave and 61 interviewers on the February survey wave. Across the four waves a total of 80 individual interviewers worked on the project. The interviewers underwent a comprehensive briefing prior to starting the project. This covered all aspects of interviewing including how to maintain professionalism when asking sensitive questions. The respondents were given the name and contact telephone number of the call centre manager at the end of the survey if they had any queries. In addition to this, the Alcohol Drug Helpline support telephone number and website address were provided to those who requested it after being prompted.

On average, the full survey took 20:45 minutes to complete (ranging from 5:41 minutes to 58:53 minutes).

### **Interviewer training**

All supervisors and interviewers at UMR's national interview facility undergo a generic training programme prior to their employment. The training programme adheres to ISO regulations (ISO is an International Organisation for Standardisation) and the curriculum covers the following: definition of market research, the Research Association New Zealand's (formerly Market Research Society of New Zealand) Code of Practice, approach and introduction procedures, coping with refusals, conducting and administering an interview, company administration and computer procedures (where applicable), and quality control procedures. Interviewers and supervisors participate in at least one refresher course annually.

All supervisors and interviewers involved in the 2014/15 ABAS fieldwork and data collection also participated in a briefing focused on the specific requirements and needs of the ABAS survey.

### **Quality control**

To ensure the quality and consistency of data collection and outputs, this survey was conducted in line with UMR's ISO 20252 quality procedure. ISO 2052 is a quality standard related to the vocabulary, terms and definitions and service requirements for organisations and professionals conducting market, opinion and social research. UMR gained ISO 20252 accreditation in early 2013.

UMR follows the code of practice for interviewing as established by the Research Association New Zealand.

An internal quality control plan was developed by UMR for this project that included the following:

- Appointment of a senior UMR staff member as a key contact and at least one senior staff member as back-up.
- Weekly team discussions within UMR to ensure all team members are kept informed of project developments.
- Researcher time clearly allocated within UMR for all project activities with contingency days that can be used to resolve any issues that may emerge.
- Internal peer review of questionnaires, specifications, coding frames, and reporting.

## DATA COLLECTION

A pilot survey (n= 30 respondents) was conducted from 29 October 2014 to 3 November 2014 using random digit dialling (RDD). The pilot was designed to test the length of the survey, wording of new questions and how respondents understood them, and flow of the questionnaire. This is the sixth iteration of this survey and only minor adjustments were made to the questionnaire. The pilot survey was supported by cognitive testing of new questions. Two waves of cognitive tests were conducted with 10 participants (5 participants in each wave). The questionnaire was run through twice with each respondent. The first run through was a test-run replicating, as far as possible, the telephone interviewing process. During this phase the respondent was asked to think out loud and voice observations and the researcher noted initial reactions, pauses, thought processes, and any areas of confusion, and timed the interview. The second run through involved a discussion of points noted during the first run through and any key issues identified by the respondent.

The survey fieldwork was conducted in four waves (see Table 1).

**Table 1: Fieldwork dates and achieved sample size**

Wave	Fieldwork Date	Sample Size (Main Survey) n=
1	4-11 November 2014	1,001
2	3-10 December 2014	1,001
3	8-14 January 2015	1,000
4	4-10 February 2015	1,003
<b>Total</b>		<b>4,005</b>

Calling occurred during weekdays from 5pm to 9pm and on weekends between 9am and 9pm. Up to six call backs to each telephone contact were made.

## ACHIEVED SAMPLE AND WEIGHTING

Tables 2 and 3 show what quotas were set for gender and age groups by region (Table 3) and by gender and what the actual sample achieved was by region (Table 2).

**Table 2: Quotas for gender and achieved sample**

Region	Wave Quota		Achieved Sample							
			Wave 1 (Nov 2014)		Wave 2 (Dec 2014)		Wave 3 (Jan 2015)		Wave 4 (Feb 2015)	
Male (M) / Female (F)	M	F	M	F	M	F	M	F	M	F
Auckland 2*	27	31	28	31	27	31	30	36	28	36
Auckland 3/6*	29	31	28	31	29	31	28	32	30	30
Auckland 4*	22	23	22	23	22	23	22	23	22	23
Auckland 5*	30	35	30	35	30	35	25	35	30	35
Auckland 8*	24	26	24	26	24	26	25	32	29	30
Outer Auckland	23	25	23	25	23	25	23	25	23	25
Bay of Plenty	34	37	34	37	34	37	36	37	22	37
Christchurch	58	59	58	59	59	59	51	59	57	59
Gisborne	4	6	4	6	4	6	4	6	6	3
Hawkes Bay	17	18	17	18	17	18	17	21	17	18
Manawatu	16	17	16	17	16	17	16	18	15	17
Marlborough	5	5	5	5	5	5	3	5	5	5
Nelson**	11	12	11	12	11	12	11	12	11	12
Northland	17	16	17	16	17	16	17	17	24	24
Otago	24	26	24	26	24	26	22	26	18	21
Southland	12	11	12	11	12	11	12	11	12	11
Taranaki	12	13	12	13	12	13	12	13	12	13
Timaru	9	10	9	10	9	10	9	10	9	10
Waikato	42	45	42	45	42	45	45	47	42	45
Wairarapa	7	7	7	7	7	7	7	7	6	7
Whanganui	7	7	7	7	7	7	7	7	7	7
Wellington	48	53	48	54	48	53	38	53	48	53
West Coast	5	4	5	4	5	4	4	4	5	4

\*Areas of Auckland are sub-divided on the basis of what the Auckland phone number begins with. For example, Auckland 2 refers to Auckland phone numbers beginning with 2.

\*\*Includes Tasman

**Table 3: Quotas for age and gender by region for each wave**

Region	15-44 years		45+ years	
	Male	Female	Male	Female
Northland / Waikato / Bay of Plenty / Gisborne	45	46	52	58
Auckland	85	92	70	79
Wellington + Wairarapa	29	31	26	29
Hawkes Bay / Taranaki / Manawatu / Whanganui	25	25	27	30
Christchurch / Timaru	33	32	34	37
West Coast / Otago / Southland / Tasman / Nelson / Marlborough	27	27	30	31

The overall sample of n=4005 was rim-weighted according to the latest Census figures (Statistics New Zealand Census of Population and Dwellings, 2013). Rim weighting is designed to attempt to weight all characteristics (age, gender, and ethnicity) at the same time. The accuracy of the weighting depends on how well the sample matches the known population. If the sample is a good match, then the generated weight for each respondent will be acceptable. For this project, the smallest weight generated was 0.39 and the largest was 2.56. Table 4 shows the overall weighted versus unweighted sample by sex and age, and ethnicity.

**Table 4: Weighted and unweighted sample by gender, age and total ethnicity**

<b>All Waves</b>	<b>Unweighted n=</b>	<b>Weighted n=</b>	<b>Unweighted %</b>	<b>Weighted %</b>
Male 15-17	108	117	2.7	2.9
Male 18-24	173	280	4.3	7.0
Male 25-44	577	551	14.4	13.8
Male 45-64	584	613	14.6	15.3
Male 65 and over	467	362	11.7	9.0
Female 15-17	85	94	2.1	2.4
Female 18-24	126	204	3.1	5.1
Female 25-44	773	739	19.3	18.5
Female 45-64	650	685	16.2	17.1
Female 65 and over	462	359	11.5	9.0
<b>Total sex and age</b>	<b>4005</b>	<b>4004</b>	<b>100</b>	<b>100</b>
Māori	610	470	15.2	11.7
Non- Māori	3395	3535	84.8	88.3
<b>Total Māori and non- Māori*</b>	<b>4005</b>	<b>4005</b>	<b>100</b>	<b>100</b>
Pacific	243	249	6.1	6.2
Non-Pacific	3762	3756	93.9	93.8
<b>Total Pacific and non- Pacific*</b>	<b>4005</b>	<b>4005</b>	<b>100</b>	<b>100</b>
Asian	353	482	8.8	12.0
Non-Asian	3652	3523	91.2	88.0
<b>Total Asian and non-Asian*</b>	<b>4005</b>	<b>4005</b>	<b>100</b>	<b>100</b>

\*Note: This is total ethnicity.

## RESPONSE RATE

Table 5 (see page 14) shows the calculated response rate for the percentage of qualified or eligible respondents who completed the survey for each wave and overall. The lowest wave response rate achieved was 19% recorded in January while the highest wave response rate was 22% recorded in February. The overall response rate was 21%. The formula for the calculation of the response rate was provided by UMR Research Limited.

Response Rate =

$$\frac{\text{Completes}}{\left( \text{Completes} \right) + \left( \frac{\text{Completes}}{\text{Completes} + \text{Not Qualified}} \times \left( \text{Not Contacted} + \text{Refused} \right) \right)}$$

**Table 5: Breakdown of response rate calculation and final response rate by each wave and overall**

<b>Heading</b>	<b>Wave 1 (Nov 2014)</b>	<b>Wave 2 (Dec 2014)</b>	<b>Wave 3 (Jan 2015)</b>	<b>Wave 4 (Feb 2015)</b>	<b>Total</b>
No answer / Answering machine	5159	5487	6657	6121	<b>23,423</b>
Engaged	181	189	257	222	<b>848</b>
Language problems	205	215	178	205	<b>803</b>
Refused	12773	11962	12889	11570	<b>49,194</b>
Not suitable	3501	3687	3586	3781	<b>14,555</b>
Abandoned interviews	171	247	255	183	<b>856</b>
Appointments not kept	40	18	35	25	<b>118</b>
Stopped interviews	3	1	4	3	<b>11</b>
Completes	1001	1001	1000	1003	<b>4,005</b>
Not qualified (Language problems + No suitable + Appointments not kept)	3,746	3,920	3,799	4,011	<b>15,476</b>
Not contacted (No answer + Engaged)	5,340	5,676	6,913	6,343	<b>24,271</b>
Refused (Refused + Abandoned + Stopped)	12,947	12,210	13,148	11,756	<b>50,061</b>
Completes / (Completes + Not qualified)	0.21	0.20	0.21	0.20	0.21
Not contacted + Refused	18,287	17,886	20,061	18,099	74,332
(Completes) + (Completes / (Completes + Not qualified) * (Not contacted + Refused)	4857.3	4639.1	5180.5	4623.6	19286.9
<b>Response rate</b>	<b>20.6%</b>	<b>21.6%</b>	<b>19.3%</b>	<b>21.7%</b>	<b>20.8%</b>



# APPENDIX A 2014/15 ATTITUDES AND BEHAVIOUR TOWARDS ALCOHOL SURVEY (ABAS) – INFORMATION SHEET

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## **What is the Attitudes and Behaviour towards Alcohol Survey (ABAS)?**

This survey is about New Zealanders' attitudes, views and experiences regarding alcohol. This survey has been carried out every year between November and February since 2009.

## **Why is the ABAS being done?**

ABAS is a survey of the general public. It aims to measure current and changing knowledge, attitudes and behaviours in relation to alcohol, one of the Health Promotion Agency's (HPA's) programme areas.

The information collected from the survey will be used by HPA to develop and provide advice, information and practical ways to help adults and children living in New Zealand to live healthy lifestyles.

## **Who is HPA?**

HPA is a New Zealand Crown entity that promotes health and encourages healthy lifestyles by developing and delivering national health promotion initiatives. More information on HPA can be found at [www.hpa.org.nz](http://www.hpa.org.nz).

## **Who is carrying out the survey?**

UMR Research Limited, an independent New Zealand research company, is carrying out the survey for HPA. UMR also carried out the survey in 2013/14.

## **What is involved?**

UMR will telephone a random sample of New Zealanders to invite them to take part in a telephone survey. Overall, about 4,000 people (aged 15-years-and-over) will be invited to take part in this survey. The survey will take around 20-25 minutes to complete depending on your responses.

## **Why are people 15 years and over being surveyed?**

We need to interview men and women from all age groups across New Zealand. We are interested in everyone's views on alcohol, regardless of whether they drink alcohol or not. Your answers are important to us.

We know some people under the age of 18 are drinking. An important part of the survey is to understand younger peoples' views and experiences of alcohol and whether they are similar or different to others.

## **How was I chosen to take part?**

To ensure the findings represent the views and experiences of all New Zealanders, it is important to include a representative sample. A representative sample is one that accurately reflects the

entire population of New Zealand. Your telephone number was randomly selected to receive an invitation to participate in this survey. The youngest person (who is at least 15-years-old) in the household is then asked if they are willing to participate in the survey. If that person is unavailable either a call-back is arranged or the person who answered the phone is invited to participate. In some cases not everyone who answers the phone will be interviewed which is to ensure that a range of people are surveyed. The company undertaking the interviews is interested in talking to specific people ie, a male or a female or someone in a specific age group.

### **Will my response be confidential?**

Yes. UMR does not provide any information that can identify an individual person to HPA or any other organisation or individual.

UMR must follow the Professional Code of Practice of the Research Association of New Zealand. This means that no one other than approved people from UMR's research team will see any identifying details. UMR keeps any information collected secure. Please refer to <http://www.mrsnz.org.nz/wawcs0146303/Code-of-Practice.html> for further information.

HPA is bound by the Privacy Act to use this information only for the purpose for which it was collected and keeps any information it holds secure. HPA does not have access to any information that can identify you.

### **Do I have to take part?**

No, your participation is entirely your choice. But your views and experiences are important to us.

### **When is the survey taking place?**

UMR's interviewers will be collecting information between November 2014 and the end of February 2015.

### **When will the results from the survey be available?**

Some of the results from the survey will be available by the end of 2015 on our website ([hpa.org.nz](http://hpa.org.nz)).

### **Do you have any other questions about the survey?**

If you have any questions about the survey you can contact;

- Alice Kan, Director, UMR Research, Free Phone 0800 825 5867 or [alice@umr.co.nz](mailto:alice@umr.co.nz).
- HPA's Research and Evaluation Team, [research@hpa.org.nz](mailto:research@hpa.org.nz) or (04) 912 0314.

### **Where can I seek advice or help for myself or someone else around alcohol?**

Alcohol Drug Helpline, Freephone 0800 787 797, [www.alcoholdrughelp.org.nz](http://www.alcoholdrughelp.org.nz)

Email [info@alcoholdrughelpline.org.nz](mailto:info@alcoholdrughelpline.org.nz) or [alcoholdrughelp@adanz.org.nz](mailto:alcoholdrughelp@adanz.org.nz)