

# HPA Attitudes and Behaviour towards Alcohol Survey 2013

Methodology Report

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# CONTENTS

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<b>Introduction</b> .....	<b>4</b>
Acknowledgements.....	4
Copyright .....	4
<b>Survey content</b> .....	<b>5</b>
<b>Methodology</b> .....	<b>8</b>
Ethics .....	8
Population of interest and sampling frame .....	8
Interviewing and quality control.....	9
Data collection .....	10
Achieved sample and weighting.....	10
Response rate .....	13

# TABLES

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Table 1: Fieldwork dates and achieved sample size.....	10
Table 2: Quotas for gender and achieved sample. ....	11
Table 3: Quotas for age and gender by region. ....	12
Table 4: Weighted and unweighted sample by gender and age, and ethnicity.....	12
Table 5: Breakdown of response rate calculation and final response rate by each wave and overall. ....	14

## INTRODUCTION

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The Health Promotion Agency's (HPA) 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 4001 people between November 2013 and February 2014. 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 2013 survey and prior surveys can be found at <http://www.alcohol.org.nz/research-resources/research-publications>.

This report outlines the methodology for the 2013 ABAS. The report was prepared by Craig Gordon and Danny Tu (HPA, Research and Evaluation Unit) and Vanessa Leonard (UMR Research Limited).

The 2013 ABAS project was managed by Craig Gordon, Senior Researcher.

## ACKNOWLEDGEMENTS

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## SURVEY CONTENT

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The current survey questionnaire (2013 ABAS) was designed by the HPA Research and Evaluation Team. The survey questions are sourced and informed from prior ABAS surveys, the questionnaire content of other New Zealand and international alcohol survey questionnaires, and consultation with HPA staff working on alcohol-related topics.

The current ABAS is being transitioned towards a core set of questions and topic specific modules. The core questions focus on last month and last occasion drinking patterns and consequences involving alcohol, and questions on attitudes and opinions towards alcohol. The modules in the current ABAS are purchasing of alcohol, non-drinkers, and alcohol supply and law. Other main changes to the 2013 survey include: more questions focused on the last month's drinking pattern, a move away from capturing main alcoholic drink consumed during the last drinking occasion to all alcoholic drinks consumed and capture of drinking alcohol before and after the last drinking occasion. Modifications to specific questions were made following cognitive testing<sup>1</sup> by UMR. The questionnaire is available as a separate document called "*HPA Attitudes and Behaviour towards Alcohol Survey 2013: Questionnaire*", which can be found on the HPA website <http://www.hpa.org.nz/research-library/research-publications>.

The 2013 ABAS consists of two main components. The first component is the main survey which covers 11 sections (A-K). The second component consists of a two minute survey which was asked of a random sample of people who declined to participate in the main survey (these questions are included under section A). The 11 main survey sections covered the following:

### **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.

This section also includes questions for the brief survey asked of people who declined to participate in the main survey. This brief survey was conducted so HPA could have a better understanding of people's reasons for not wanting to participate in the survey.

### **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.

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<sup>1</sup> Cognitive tests replicate, as much as possible, the actual interview process. The difference is that respondents are told that it is a test and the importance of testing is explained. The overall objective of the cognitive tests was to explore how well respondents understood the questions consistently and in the way researchers intended.

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

Questions labelled with the letter C. These questions focused on getting the respondent to talk about the last time they had consumed two or more drinks of alcohol. They were asked to recall the type of occasion it was, where it was and if they had company. 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 it was normal. 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 15-17 (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 situation.

### **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 how many adults out of 100 they thought drank seven or more drinks of alcohol on an occasion at least monthly. The section finished 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 2013 and February 2014. Interviewers used CATI to conduct the survey with people aged 15 years or older. Potential respondents who did not want to take part in the survey were asked if they could participate in a short survey on their reasons why (referred to as the 'refusal survey'). The data for the four waves have been combined into two datasets, one dataset comprising data for the 'full' survey and other dataset comprising data for the brief survey on people who declined to participate in the 'full' survey.

## ETHICS

The 2013 ABAS was voluntary and 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 done as 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 (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 ethnicity (600 Māori, 300 Pacific, and 300 Asian people).

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 a call centre in Auckland.

In total, 63 interviewers worked on the November survey wave, 66 interviewers on the December wave, 47 interviewers on the January wave and 50 interviewers on the February survey wave. Across the four waves a total of 78 individual interviewers worked on the project. The interviewers underwent a comprehensive briefing prior to starting this 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.

On average, the full survey took 19:36 minutes to complete (range from 6:25 minutes to 1:06:00 minutes).

### **Interviewer training**

All supervisors and interviewers at UMR's national interview facility undergo a generic training programme as part of 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 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.

A quality control plan was developed 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 to ensure all team members are kept informed of project developments
- Researcher time clearly allocated for all project activities with contingency days that can be used to resolve any issues that may emerge
- Peer review of questionnaires, specifications, coding frames, and reporting

## DATA COLLECTION

A pilot survey (of 56 respondents) was conducted on 13 November 2013 using Random Digit Dialling. 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. The pilot survey was supported by cognitive testing of new questions. Recognising that this is the fifth iteration of this survey with only minor adjustments to the questionnaire, cognitive tests were conducted with five participants. The questionnaire was run through twice with each respondent. The first time, a ‘dummy run’ replicated, 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 time involved a discussion of points noted during the first run through and any key issues identified by the respondent.

The main survey fieldwork was conducted in four waves:

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

Wave	Fieldwork Date	Sample Size (Main Survey) n=	Sample Size (Refusal Survey) n=
1	7-17 November 2013	1,000	228
2	6-11 December 2013	1,000	117
3	10-16 January 2014	1,001	55
4	7-23 February 2014	1,000	125
<b>Total</b>		<b>4,001</b>	<b>525</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 what the actual sample achieved was (Table 2) and gender and age groups by region (Table 3).

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

Region	Wave Quota		Achieved Sample							
			Wave 1 (Nov 2013)		Wave 2 (Dec 2013)		Wave 3 (Jan 2014)		Wave 4 (Feb 2014)	
Male (M) / Female (F)	M	F	M	F	M	F	M	F	M	F
Auckland 2*	32	35	26	44	32	38	30	33	32	40
Auckland 3/6*	23	26	16	19	23	27	27	25	15	21
Auckland 4*	27	29	23	29	27	31	25	29	23	32
Auckland 5*	27	29	27	31	28	32	27	34	30	32
Auckland 8*	34	36	30	43	36	38	13	34	23	28
Outer Auckland	13	14	15	14	12	14	13	14	14	15
Bay of Plenty	30	33	33	33	30	35	31	41	27	41
Christchurch	52	55	52	55	54	55	46	57	51	56
Gisborne	5	5	7	5	5	5	6	7	4	7
Hawkes Bay	17	19	19	22	17	19	17	22	19	21
Manawatu	18	19	18	19	18	20	10	22	16	24
Marlborough	4	5	4	5	4	4	5	6	6	5
Nelson**	10	11	10	11	8	11	10	12	10	12
Northland	18	19	17	20	18	19	17	24	17	23
Otago	25	27	19	27	23	29	20	29	19	27
Southland	11	12	11	12	9	10	11	14	11	13
Taranaki	12	13	12	13	12	13	13	18	12	15
Timaru	11	12	11	12	9	11	11	12	11	14
Waikato	45	48	48	56	46	48	49	56	43	56
Wairarapa	5	6	4	6	5	6	5	6	6	6
Whanganui	9	9	5	9	9	9	5	7	7	9
Wellington	49	53	42	59	37	56	39	61	38	62
West Coast	4	4	4	4	3	5	4	4	3	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

The overall sample of n=4001 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 0.42 and the largest was 2.11. Table 4 shows the overall weighted versus unweighted sample by sex and age, and ethnicity.

**Table 3: Quotas for age and gender by region.**

Region	15-44 years		45+ years	
	Male	Female	Male	Female
Northland / Waikato / Bay of Plenty / Gisborne	50	53	48	52
Auckland	92	99	64	70
Wellington + Wairarapa	31	33	23	26
Hawkes Bay / Taranaki / Manawatu / Whanganui	29	30	27	30
Christchurch / Timaru	33	34	30	33
West Coast / Otago / Southland / Tasman / Nelson / Marlborough	27	29	27	30

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

All Waves	Unweighted n=	Weighted n=	Un-weighted %	Weighted %
Male 15-17	107	108	2.7	2.7
Male 18-24	150	244	3.7	6.1
Male 25-44	559	613	14.0	15.3
Male 45-64	549	627	13.7	15.7
Male 65 and over	423	330	10.6	8.2
Female 15-17	73	103	1.8	2.6
Female 18-24	167	241	4.2	6.0
Female 25-44	888	676	22.2	16.9
Female 45-64	686	670	17.1	16.7
Female 65 and over	399	389	10.0	9.7
<b>Total sex and age</b>	<b>4001</b>	<b>4001</b>	<b>100</b>	<b>100</b>
Māori	662	497	16.5	12.4
Non- Māori	3339	3504	83.5	87.6
<b>Total Māori and non- Māori*</b>	<b>4001</b>	<b>4001</b>	<b>100</b>	<b>100</b>
Pacific	300	239	7.5	6.0
Non-Pacific	3701	3761	92.5	94.0
<b>Total Pacific and non-Pacific*</b>	<b>4001</b>	<b>4001</b>	<b>100</b>	<b>100</b>
Asian	363	470	9.1	11.7
Non-Asian	3638	3531	90.9	88.3
<b>Total Asian and non-Asian*</b>	<b>4001</b>	<b>4001</b>	<b>100</b>	<b>100</b>

\*Note: This is total ethnicity.

## RESPONSE RATE

Table 5 shows the calculated response rate for the percentage of qualified or eligible respondents who completed the survey for each wave and overall. The lowest response rate achieved was 19% recorded in November while the highest was 24% recorded in February. The overall response rate was 22%. The formula used 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.**

Heading	Wave 1 (Nov 2013)	Wave 2 (Dec 2013)	Wave 3 (Jan 2014)	Wave 4 (Feb 2014)	Total
No answer / Answering machine	5,604	6,682	6,761	6,048	<b>25,095</b>
Engaged	171	244	160	179	<b>754</b>
Language problems	193	251	122	207	<b>773</b>
Refused	10,830	12,107	8,935	10,904	<b>42,776</b>
Not suitable	2,617	4,451	3,463	4,113	<b>14,644</b>
Abandoned interviews	210	246	244	182	<b>882</b>
Abandoned interviews (but took part in refusal survey)	228	117	55	125	<b>525</b>
Appointments not kept	49	75	69	29	<b>222</b>
Stopped interviews	3	2	4	3	<b>12</b>
Completes	1,000	1,000	1,001	1,000	<b>4,001</b>
Not qualified (Language problems + Not suitable + Appointments not kept)	2,859	4,777	3,654	4,349	<b>15,639</b>
Not contacted (No answer + Engaged)	5,775	6,926	6,921	6,227	<b>25,849</b>
Refused (Refused + Abandoned + Stopped)	11,271	12,472	9,238	11,214	<b>44,195</b>
Completes / (Completes + Not qualified)	0.26	0.17	0.22	0.19	<b>0.20</b>
Not contacted + Refused	17,046	19,398	16,159	17,441	<b>70,044</b>
(Completes) + (Completes / (Completes + Not qualified) * (Not contacted + Refused))	5417.2	4357.8	4475.8	4260.6	<b>18270.1</b>
<b>Response rate</b>	<b>18.5%</b>	<b>22.9%</b>	<b>22.4%</b>	<b>23.5%</b>	<b>21.9%</b>

