

Alcohol Purchasing from Off-licensed Premises: Method Report

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January 2017

COMMISSIONING CONTACT'S COMMENTS

This Health Promotion Agency (HPA) commission was managed by Kerri Kruse, Researcher.

The Sale and Supply of Alcohol Act 2012 permits territorial authorities (city and district councils) to develop Local Alcohol Policies (LAPs) that guide the sale and availability of alcohol for both on-licences (premises where alcohol is consumed on-site) and off-licences (premises where alcohol is consumed off-site). As a result, councils are carefully considering the number of licensed premises, their location, and their hours of operation in the development of their LAPs. In early 2014, Wellington City Council (WCC) organised a Steering Group comprising alcohol retailers, police, the Chief Medical Officer, and hospitality and public health representatives with the aim of establishing a voluntary accord, whereby Wellington City alcohol off-licence retailers would reduce their trading hours for a short period of time. The purpose of the accord would be to assess whether the reduced hours had an impact on alcohol-related harm in the city.

In September 2014, HPA was invited by WCC to attend one of the Steering Group's meetings for objective research advice on how an evaluation of the accord could be conducted. As the conversations continued between HPA and the Steering Group, HPA decided that it was feasible and appropriate to fund and conduct this type of research, given HPA's work programme that aims to reduce alcohol-related harm. HPA contracted Research First in early 2015 to carry out the data collection activities and continued to meet with the Steering Group on a regular basis for several months to discuss the evaluation's method. By mid-2015, the Steering Group was unable to commit to the accord. HPA identified a gap in the literature with regards to intercept studies of alcohol-related harm and recognised the opportunity to conduct research that would contribute to an evidence base, particularly in the local context. HPA and Research First decided to conduct an alternative study that would assess the prevalence and nature of alcohol-related harm, a project that would be similar to what would have been a baseline measure of harm for the accord evaluation. This report covers the methodological implementation of the alternative study. The findings of the research will be published separately from this report.

REVIEWED INTERNALLY BY

Kerri Kruse (Researcher) and Karen McBride-Henry (Principal Researcher)

ACKNOWLEDGEMENTS

HPA would like to thank those respondents who took the time to participate in this research. Their experiences, opinions, and insights may be used to help inform policy that aims to reduce alcohol-related harm in New Zealand communities.

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Alcohol Purchasing from Off-licensed Premises



Method Report

September 2015



Research First

Contents

Alcohol Purchasing Research

1	Report Context	03
2	Research Design: Overview	04
2.1	The Logic of the Research	04
2.2	How Were Data Gathered?	04
2.3	How Was the Sample Selected?	05
3	Data Collection	06
3.1	The Multiple-Method Design	06
3.2	Sample Design	06
3.3	Pilot	08
3.4	Staff	08
3.5	Data Collection and Survey Materials	09
4	Data Performance	11
4.1	Survey Response	11
4.2	Data Cleaning	12
5	Appendix One: Intercept Survey	13
6	Appendix Two: Support Card	14
7	Appendix Three: Interceptor FAQs	15
8	Appendix Four: Follow Up Survey	17

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1

Report Context

The Sale and Supply of Alcohol Act 2012 aims to promote a responsible and moderate drinking culture and reduce alcohol-related harm in New Zealand. Under this Act, local territorial authorities are permitted to develop local alcohol policies (LAPs) which determine the supply of alcohol from licensed premises.

One way that territorial authorities could potentially reduce alcohol-related harm is by targeting the supply of alcohol through restricting the opening hours for off-licence alcohol retailers.

However, there is a dearth of empirical evidence about the nature and extent of alcohol-related harm that occurs subsequent to off-licence alcohol purchases. As a result, the Health Promotion Agency (HPA) created a research project to address this gap.

This project set out to answer the questions:

What is the prevalence and nature of alcohol-related harm occurring subsequent to off-licence alcohol purchases?

Which groups of people are more likely to experience these harms?

In early 2015 HPA contracted Research First to assist with this research project. The purpose of this technical report is to outline how Research First completed the data collection for this project.

2

Research Design: Overview

2.1 The Logic of the Research

The research aimed to measure the alcohol-related harm occurring from off-licence purchases before and after 9pm. In particular, it compared purchasers in the 7pm - 9pm and 9pm - 11pm period across Friday and Saturday nights.

Friday Night	Saturday Night
7pm - 9pm 9pm - 11pm	7pm - 9pm 9pm - 11pm

To do this, the research needed to sample a significant number of people who had purchased and consumed alcohol within both time periods (see 2.3, below). As well as the time of alcohol purchase, the research needed to capture data about:

- Where people purchased alcohol;
- Their intentions when purchasing alcohol;
- Where the alcohol was consumed;
- Amount of alcohol consumed; and
- Incidence of alcohol-related harm.

The design of the research took into account two major requirements:

1. Data needed to be collected at point of purchase, to establish that respondents had purchased alcohol between 7pm and 11pm; and
2. Data needed to be collected the day after purchase, to establish consumption and harm rates.

2.2 How Were Data Gathered?

The data in this study were collected using a street intercept survey design, also known as an extended portal design¹. As noted by Graham et al²:

Street intercept is an effective and efficient recruitment method that can measure both drinking and other experiences in the event and link these data to information collected in follow-up research.

These intercepts were then followed up with a mixed-method survey approach to understand their experience of drinking in detail.

2.1 The Logic of the Design



1. Kelley-Baker, T., Voas, R. B., Johnson, M. B., C Debra M Furr-Holden, & Compton, C. (2007). Multimethod measurement of high-risk drinking locations. *Evaluation Review*, 31(5), 490.

2. Graham, K., Bernards, S., Clapp, J. D., Dumas, T. M., Kelley-Baker, T., Miller, P. G. and Wells, S. (2014), 'Street intercept method: An innovative approach to recruiting young adult high-risk drinkers'. *Drug and Alcohol Review*, 33: 449-455

The first stage of this involved recruiting participants to the study. A team of researchers were positioned on central Wellington footpaths near bottle stores, supermarkets, and convenience stores that sell alcohol. They approached potential participants, and screened them to ensure that they:

- Were at least 18 years old;
- Had purchased alcohol from an off-licence immediately prior to intercept that evening (between 7-11pm); and
- Intended to consume the alcohol purchased that evening.

If participants met the criteria, a short in-situ interview occurred to invite them to participate in study. If they agreed, their contact details were collected for the follow-up web-based survey.

The second stage of the research involved re-contacting participants with an invite to the web survey. This asked about their experiences following their purchase of alcohol, including the experience of any alcohol-related harm. The alcohol-related harm questions were adapted from HPA's national *Attitudes and Behaviour towards Alcohol Survey*, as well as from the definition of alcohol-related harm in the Sale and Supply of Alcohol Act 2012 .

Both of these methods are discussed in greater detail below.

2.3 How Was the Sample Selected?

The sample size was determined by the likely incidence of harm among the target population and the likely response rate for the survey approach. HPA data suggest the incidence of alcohol-related harm among 18-29 year olds who drink could be as high as 30% . Based on an intercept study conducted by Wellington City Council in May 2013 , the research team estimated that approximately 15,000 people would be purchasing alcohol during the data collection period. Based on an estimated 50% response rate, the projected sample was 7,500 intercept completions. This would achieve a sample of 3,000, of which ~800 respondents were likely to have experienced harm. The achieved sample was lower than these targets for a number of systemic reasons which are discussed in section 4.1.

3. According to Part 1, Preliminary Matters, of the Act: "For the purposes of subsection (1), the harm caused by the excessive or inappropriate consumption of alcohol includes:

- (a) any crime, damage, death, disease, disorderly behaviour, illness, or injury, directly or indirectly caused, or directly or indirectly contributed to, by the excessive or inappropriate consumption of alcohol; and
- (b) any harm to society generally or the community, directly or indirectly caused, or directly or indirectly contributed to, by any crime, damage, death, disease, disorderly behaviour, illness, or injury of a kind described in paragraph (a)."

<http://www.legislation.govt.nz/act/public/2012/0120/latest/whole.html>

4. According to the ABAS, the harm rate on a Fri or Sat night (among those who had 2 or more drinks on any occasion in the last 3 months) is 29.5% for 18-25 year olds and 26.7% for 18-29 year olds (unpublished).

5. Houghton, R. Off-licence Purchasing and Consumption Patterns: Research conducted for the draft Local Alcohol Policy. 2013. Wellington City Council Research and Evaluation. <http://wellington.govt.nz/-/media/about-wellington/research-and-evaluation/people-and-community/2013-off-licence-alcohol-purchasing-consumption.pdf>

3

Data Collection

3.1 The Multiple-Method Design

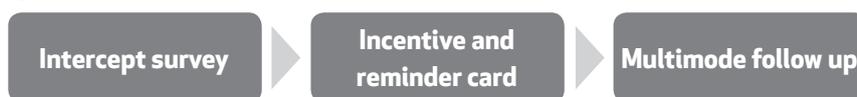
The data collection approach aimed to include as many participants from the available population as possible, therefore no sample quotas were set. Design of the research took into account two major requirements:

1. Data needed to be collected at point of purchase, to establish that respondents had purchased alcohol between 7pm and 11pm; and
2. Data needed to be collected the day after purchase or soon after purchase, to establish consumption and harm rates.

These two requirements led to the development of an extended portal intercept approach. This involved intercept pre-recruitment of the sample population as they purchased alcohol, followed by an invitation to complete an online survey after they had consumed it. The benefits of this method include:

- **On-site recruitment.** Researchers could employ a targeted recruitment approach, as they were observing evening alcohol purchases.
- **Maximising sample population.** A review of similar studies confirmed that face-to-face recruitment would lead to a higher response rate.
- **Interviewer-led introduction of the survey.** Pre recruitment ensured participants were aware of the requirements of the survey (including the need to input personal information), to help minimise the drop off rate;
- **Asynchronous completion.** Online data collection for the follow-up survey allowed respondents to complete the survey in their own time.

3.1 The Logic of the Design



3.2 Sample Design

3.2.1 Participant Selection

The target population was people aged 18 and over who purchased alcohol at off-licensed premises between 7 and 11pm. The sample size was determined by the likely incidence of harm among the target population and the likely response rate for the survey approach. HPA data suggests the incidence of alcohol-related harm among 18-30 year olds who drink could be as high as 30%⁶.

6. According to the ABAS, the harm rate on a Fri or Sat night (among those who had 2 or more drinks on any occasion in the last 3 months) is 29.5% for 18-25 year olds and 26.7% for 18-30 year olds.

Participants were recruited on the footpaths at fourteen strategic locations in Wellington City's Central Business District (CBD). These locations were chosen because they were:

- Located in the Wellington CBD;
- Off-licensed premises only (that is, none sold alcohol for consumption on the premises); and
- Open until at least 10pm. This was a criterion so that chosen locations would yield data for both the 7-9pm and 9-11pm periods.

Among the locations were three supermarkets, seven liquor stores and four grocery stores.

The number of locations was reduced during the research due to external factors, including:

- Change of opening hours;
- Liquor store disengagement;
- Low alcohol sales volume⁷; and
- Reduced permissions for surveying where the associated off-licence premises was located on non-public land.

Recruiters invited those who had exited off-licence premises to participate in the study, if they had purchased alcohol and were over 18. No other sociodemographic screening criteria were included.

3.2 Locations of Intercept Recruitment



7. This applied only to grocery stores

The research team hypothesised (based on previous HPA and Wellington City Council research, and Wellington demographics) the sampling frame would comprise mostly young adults aged 18 to 35 years, and many would be university students. The sampling frame was therefore defined as anyone aged 18 years or over purchasing alcohol from 7-11pm from one of the off-licensed premises where recruiters were positioned.

Recruiters talked to as many customers exiting as they could practicably reach. This meant participants who exited premises in a different way (e.g. drove through carpark) were missed at some locations. Other locations allowed recruiters to stand in their carpark, which meant these types of customers were included in the overall sample. If not all customers could be approached due to the limited number of recruiters, then recruiters randomly selected customers to approach (i.e. every second customer) in order to minimise selection bias.

3.2.2 Motivating Participation

In order to ensure maximum buy in from participants, both stages of the research used incentives. Respondents were informed of the incentive at each stage of the research.

At the first stage of the research, participants were offered a chocolate bar in exchange for their time to complete the intercept survey. Psychological research shows that small immediate rewards are commonly preferred over potentially larger long-term rewards⁸. At the second stage, participants were placed into a prize draw for a \$3000 travel voucher in exchange for their time to complete the follow-up survey.

3.2.3 Reminder Cards

When respondents were provided with an incentive during the intercept, they were also offered a reminder card. This reiterated that their information was confidential, their right to withdraw from the research, and reminded them that a follow up email would be sent. It also provided them with a contact email address and phone number. No phone calls were received by participants. Some participants did email questions; however as the contact email address was also provided in the email invitation it is difficult to ascertain where emails were the direct result of the reminder card. The two main reasons for email contact were (i) the respondent had difficulty clicking the link to the survey, and (ii) the respondent no longer wanted to participate in the study.

8. O'Donoghue T and Rabin M (2000) 'The economics of immediate gratification' in *Journal of Behavioural Decision Making*, 13(2), 233-250 (2000).

3.3 Pilot

All surveys undertaken by Research First are subject to a pilot phase. For this project, a full pilot was conducted to ensure the proposed method was viable. The main goal of the pilot was to test the data collection approach and the questionnaires. This involved thirty-two hours of intercepting outside four central liquor stores and supermarkets in Christchurch, and inviting participants to complete the follow up online study. In total 122 respondents were intercepted, 30 of whom completed the follow up survey.

The pilot was considered successful and no major changes were made to the method (although more locations were included in the subsequent research as the pilot identified the potential for lower response rates in areas with lower purchasing). Data collection was revised slightly in that the research team minimised associated paperwork and developed reminder cards instead of flyers explaining the research. Interviewer experiences during the pilot also helped researchers to develop appropriate training tools for the main project.

Both questionnaires were also subject to internal cognitive testing by Research First and HPA staff. They were also tested for cultural sensitivity. Minimal variations were made after the pilot, and the revised questionnaires were retested by staff who had not been exposed to the original questionnaire. Changes were made to simplify the survey introduction, to pre-coded answers, and to the order of questions. Additional questions were included about what respondents witnessed as well as their own behaviour.

3.4 Staff

3.4.1 Recruitment

The team of interceptors were made up of a mix of Research First's existing Wellington fieldwork team and staff recruited using a mix of online job search websites (Trade Me, Seek, and Student Job Search). Given the need for a large field team, Research First interviewed 50 potential new interceptors and hired 39 of these. All successful applicants were subject to an in person interview, to ascertain their suitability for the role.

3.4.2 Training

Prior to data collection, all interviewers underwent extensive training. This focused on four main areas:

- The purpose and scope of the research;
- Best practise for intercepting;
- How to comply with the requirements of the method, minimise bias, and protect participants' confidentiality; and
- Project-specific health and safety measures.

3.4.3 Health and Safety Measures

Because intercepting involved being in the central city between 7pm and 11pm, specific health and safety measures were put in place to ensure the safety of staff at all times. These included:

- Specific training on keeping safe around potentially intoxicated people, provided by staff from Wellington City Council and Wellington Police;
- Interviewers were in at least pairs at all times; and
- A Research First manager was always on hand and the field supervisor employed a text check-in system.

3.5 Data Collection and Survey Materials

Data collection was conducted over ten nights in June, July and August of 2015. It was paused between June and July for a period of five weeks, due to the university holidays (the high proportion of students in the sample meant data collection during this time would have resulted in a reduced sample). The diagram to the right shows the nights of data collection, the number of locations and the number of interceptors.

The number of interceptors was reduced during data collection in an effort to use interceptor hours more effectively. That is, the number of interceptors per night was reduced and the days of data collection were extended. In addition, interceptors who were initially located at premises with low sales volumes were transferred to premises with higher sales volumes.



Date	Locations	Interceptors
Friday 5 June	13	29
Saturday 6 June	12	27
Friday 12 June	13	25
Saturday 13 June	12	25
Friday 17 July	11	22
Friday 24 July	11	20
Friday 31 July	11	18
Saturday 1 August	11	19
Friday 7 August	11	17
Saturday 8 August	11	17

3.5.1 Stages of Respondent Contact

A key challenge for this research was getting participants to complete the follow-up survey in the week after being recruited. To do this, an intensive protocol was put in place. This involved the following steps:



Timeframe	Task	Description
Friday/ Saturday	Initial Intercept Contact	Research First interceptors approached people who had purchased alcohol, explained the study, and invited them to participate. Participants then completed a short paper survey and were given a chocolate bar and reminder card in exchange. Interviewers were provided with an FAQ sheet to ensure consistent responses to questions.
Saturday/Sunday	Email Invitation	The following day, participants were sent an email containing a hyperlink to the online survey. This link was personal to the individual, and matched their responses in the online survey to the information they supplied. This email invitation reiterated details of the project, and reminded participants of their rights.
Tuesday	Text Reminder	Those survey respondents who had not yet completed the survey, or had not contacted the researchers to decline to take part, were sent a reminder by text. This reminded them that the email invitation had been sent, and to complete the follow up survey if they wished to enter the prize draw.
Wednesday	Email Reminder	Those participants who had not yet completed the survey, or had not contacted the researchers to decline to take part, were sent a reminder by email. This reiterated their rights as participants, and reminded them of the prize draw.
Thursday	Phone Contact	Participants were then contacted by Research First's Christchurch-base call centre and asked if they would like to complete the survey over the phone.
Friday	Final Email Reminder	Those participants who had not yet completed the survey, or had not contacted the researchers to decline to take part, were sent a final reminder by email. This gave them a final chance to complete the survey.

3.5.2 Survey Materials

Survey materials took four main forms:

- Intercept questionnaire (Appendix One);
- Reminder cards (Appendix Two);
- Interceptor FAQ sheet (Appendix Three); and
- Follow-up survey, in both CATI and WAPI formats (Appendix Four).

4

Data Performance

4.1 Survey Response

The research team developed a response estimate, primarily based upon an intercept study conducted by Wellington City Council in May 2013⁹. In that study, approximately 10,000 people were observed purchasing alcohol from six off-licence premises over three weekend evenings (Friday and Saturday nights 7-11pm). Because of the wider scope of this research, the research team estimated that approximately 15,000 people would be purchasing alcohol during the data collection period. Based on an estimated 50% response rate, the projected sample was 7,500 intercept completions.

This contrasts to an achieved sample of 4,400 intercept completions, and 2,000 completed surveys. A number of factors contributed to this lower response rate. These include:

- Lower than anticipated sales volumes;
- Slightly lower response rate to the intercept survey¹⁰;
- A higher than expected population of repeat purchasers¹¹ (although the unit of analysis was drinking occasion rather than individual, researchers decided to allow individuals to respond only once. This was because completion of the follow-up once already may have acted to prime repeat respondents);
- Adverse weather conditions; and
- Fewer locations than had originally been anticipated.

Research First's survey software, NEBU, automatically traced which respondents from the initial telephone contact progressed through the online survey. Any email or telephone refusal was also logged in the software.

4.1 Response Rate

Date of Data Collection	Day of Data Collection	Intercept Recruited	Follow Up Completed	Response Rate
05-Jun-15	Friday	805	364	45%
06-Jun-15	Saturday	640	271	42%
13-Jun-15	Friday	442	189	43%
14-Jun-15	Saturday	458	201	44%
17-Jul-15	Friday	483	217	45%
24-Jul-15	Friday	372	168	45%
31-Jul-15	Friday	364	174	48%
01-Aug-15	Saturday	306	155	51%
07-Aug-15	Friday	320	135	42%
08-Aug-15	Saturday	303	125	41%
Total	Total	4493	1999	44%

9. Houghton, R. Off-licence Purchasing and Consumption Patterns: Research conducted for the draft Local Alcohol Policy. 2013. Wellington City Council Research and Evaluation. <http://wellington.govt.nz/about-wellington/research-and-data/people-and-community>

10. The refusal rate was recorded for the last six nights of data collection, and ranged between 48% and 54% overall per night.

11. The duplication rate was recorded for the last six nights of data collection. While it ranged from 9% to 16% overall, individual locations recorded a duplication rate of up to 21%.

To show the utility of the intensive follow up protocol, (3.5.1) the following typical week is provided:

4.2 Typical Cumulative Response Rates

Day of Contact	Method of Contact	Cumulative Response
Saturday/Sunday	Email	19%
Tuesday	Text	23%
Wednesday	Email	27%
Thursday	Phone	41%
Friday	Email	43%

4.2 Data Cleaning

Research First introduced a number of data cleaning protocols to ensure that the final data set was as clear and concise as possible. These were:

- Data were checked for duplicate email addresses and phone numbers. Respondents with no email address or phone number noted were removed from the sample;
- Changes to respondent contact data that were received by email or text were updated on the sample;
- WAPI and CATI follow-up responses were merged with the original intercept data. At this stage, respondent codes were checked to ensure the follow-up survey had not been completed twice by the same respondent;
- Respondents who had not purchased alcohol were removed from the sample at the intercept stage;
- Blank responses (i.e. location of intercept or gender of respondent) were cross-referenced against other data to determine correct responses, where possible;
- Open-ended 'other' responses were changed to pre-coded responses in the intercept data where relevant;
- Time of intercept and time began drinking data was change to a uniform format for completed responses;
- Where a respondent listed more than 20 drinks consumed, answers were coded to '20 or more';
- Alcohol-related harms were sense-checked (i.e. if a respondent chose both a harm and 'none of these', the 'none of these' selection was removed); and
- Open ended 'other' responses were changed to pre-coded responses in the follow-up data where relevant.

5

Appendix One: Intercept Survey



Questionnaire

1 Where were you before you came here? (last place visited)

2 How did you get here?

- Walked
- Taxi
- Public transport
- Drove
- Dropped off
- Other (Please specify)

3 What time did you start drinking today? **No alcohol consumed**

Hour Minute AM/PM

4 When did you decide to buy the alcohol?

- Earlier in the evening (or before)
- Outside the store
- When I was in store

5 Where are you going now?

Name: _____

Email: _____

Mobile:

Age: ____ Male: Female:

Number of people in group: ____

Alcohol Purchased

- Wine
- Beer
- Cider
- RTDs (for example, Vodka Cruiser)
- Spirits
- Other (Please specify)

FOR INTERVIEWER USE ONLY

Location _____

Time _____

Interview Number _____

6

Appendix Two: Support Card

Alcohol Purchasing Research



Thank you for taking part in the study

We'll be in touch

We'll email you an online survey tomorrow.
Everyone who completes that goes into the prize
draw for a \$3000 travel voucher.

Remember that everything you tell us is
confidential, and you can't be identified in any way.

You have the right to withdraw from the
research at any time.

If you have any questions, please email carl@researchfirst.co.nz

Alcohol
Purchasing
Research

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Appendix Three: Interceptor FAQs



FAQs



Alcohol Purchasing Research

FOR INTERVIEWER USE ONLY. NOT TO BE DISTRIBUTED TO PARTICIPANTS.

What's the research about?

A: The research is part of a lifestyle survey (if they want more detail: 'this part of the research looks at socialising patterns on a weekend evening').

Who's it for?

A: The Health Promotion Agency. The HPA was formed on 1 July 2012 through the merger of the Alcohol Advisory Council (ALAC) and Health Sponsorship Council (HSC) and some health promotion functions previously delivered by the Ministry of Health.

What does it involve?

A: The research is in two parts. A very short paper survey to be filled out now, and an email survey that we'll send you tomorrow to ask about how your night turned out.

What's in it for me?

A: The research is an important part of understanding how New Zealanders are socialising in 2015. You'll be making an important contribution to that understanding. But to acknowledge the time you've taken to fill out the surveys, there will be a small gift tonight and we'll enter you into a much larger prize draw once you've complete the email survey. If your name is drawn for that prize you get \$3000 worth of travel vouchers, provided by Flight Centre.

What will you do with the data?

A: We'll write a report based on the data you give us, but at no point will you be identified in the research. Participation in this research is entirely confidential.

Who are you?

A: I work for a market research company called Research First.

How do I know I can trust you?

A: Research First is a member of the Research Association of New Zealand, and we abide by their established Code of Practice.

What if I want to talk to someone before I take part?

A: I can give you the name and number of one of the company directors (If needed: Carl Davidson, 021 70 90 70)

What if I don't want to participate?

A: Participation is voluntary, and you have the right to decline, or withdraw from the research at any time.

What if I fill out the in-store survey but then don't want to do the email survey?

A: Participation in both surveys is voluntary, and you have the right to decline, or withdraw from the research at any time

Health and Safety

FOR INTERVIEWER USE ONLY. NOT TO BE DISTRIBUTED TO PARTICIPANTS.

We're providing Research First messenger bags to help you keep all the materials straight. Please place completed interviews in one place, and keep blank interviews in another.

There will be two interviewers at each site – please, keep an eye on each other.

Position yourself on the street, as close to the exit or entrance point for the off-license as possible.

Don't get in the way of other businesses in the area, or hamper their operations.

Should any trouble eventuate, please call your designated supervisor in the first instance, or the Senior Manager from Research First.

Be conscious and aware of any cars in the area – they are bigger than you.

The best way to get surveys is to just keep approaching people, and SMILE!

Other Contact Numbers

Carl: 021 709070
Scarlett: 022 1927996
Liz: 022 6768722

Venues

New World Metro - Railway Station
Open until 10pm. 3 x Interceptors.

New World Metro - Willis Street
Open until 11pm. 3 x Interceptors.

Discount Liquor Centre - Dixon Street
Open until 10pm. 3 x Interceptors.

Capital Liquor - Manners Street
Open until 10:30pm. 3 x Interceptors.

Wellington City New World
Open until 11pm. 4 x Interceptors.

Mid Cuba
3 x Interceptors
Willis Street Superette. Open until 10pm
Montys Cuba Food Market. Open until 10pm
Cuba Liquor World. Open until 11pm

Glengarry Wines - Courtenay Place
Open until 11pm. 3 x Interceptors.

Liquor King Kent Terrace
Open until 11pm. 4 x Interceptors.

Upper Cuba
3 x Interceptors
The Mill Victoria Street. Open until 10pm
Shalimar Mini Market. Open until 11pm
Cuba St Superette. Open until 10:30pm

Thirsty Liquor Cambridge Terrace
Open until 11pm. 3 x Interceptors.

8

Appendix Four: Follow Up Survey

Alcohol Purchasing Research – CATI Version

Good <%~_DayPart_%>, my name is <%~_IterName_%> and I'm calling from Research First. We're ringing with regards to the survey you helped us out with last weekend.

You haven't completed the second stage of the study yet - do you have time to go through it with me now?

It should take around five minutes, and as thanks for helping out, we put you into the draw for a \$3,000 travel voucher to the destination of your choice.

Read to all: Remember that everything you tell me is confidential and you won't be identified in the research, and your participation is voluntary, which means that you may choose not to participate, and you can stop participating at any time. You can also skip any question that you are uncomfortable answering.

If they say no: Is there any question or concern you have that I can help to answer?

If they have concerns, respond to question.

If unwilling to participate: Thank you for your time and have a great day.

Q1PurchaseDrink

1. With regards to the alcohol you purchased from <%~Location%> on <%~Night%> night - did you drink the alcohol that same night?

- Yes (includes drinking only some of it)
- No
- Don't know

Q2ShareDrink

2. Did you share the alcohol you purchased with anyone else?

- Yes - with one other person
- Yes - with more than one person
- No

Q3Places

3. Which places did you go after you met us?

Select all that apply.

- Home
- Restaurant/ cafe
- Event/ concert/ show/ movies/ sports venue
- Friend's/ family member's house
- Pub/ bar/ club/ dance club
- Hotel/ hostel
- Street or public place (carpark, beach park, waterfront, railway station, etc)
- Driving around, or in a vehicle
- Work
- Study/ class
- Playing sport/ gym/ exercise activity
- Other (please specify:)

Q4DescribeNight

4. On a scale from 1 - 10, how would you rate your <%~Night%> night?

Where '1' would be the worst night ever and '10' would be the best night ever.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Q5FinishDrink

5. What time did you finish drinking that day (or the next day, if it was after 12am)?

- Between 7pm and 8:59pm
- Between 9pm and 10:59pm
- Between 11pm and 12:59am
- Between 1am and 2:59am
- Between 3am and 4:59am
- Between 5am and 6:59am
- After 7am

Q6AmountDrink

6. On the night we met, how many standard alcoholic drinks did you have in total?

One standard drink is one can of beer, half a large bottle of beer, one small glass of wine, or one shot of spirits.

If you're unsure how many you had, give us your best guess.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19

Q7Info

These next few questions ask about your experiences on <%~Night%> night or just afterwards.

There are no right or wrong answers – we're more interested in hearing how your evening went.

Q7Positive

7. Think back to <%~Night%> night when we met. Did any of these experiences occur?

Read out and select all that apply.

- I felt good, happy, or relaxed
- I was able to de-stress and wind down
- I felt more confident than usual
- I had fun
- I met new friends or people
- I felt good the next day

Q8Harm1

8.a) In relation to <%~Night%> night, did any of these events happen?

Read out and select all that apply, select "None of these" if none apply

- I had too much to drink
- I got drunk
- I had a hangover the next day
- I got sick (eg vomited) from too much drinking
- None of these

Q8Harm2

8.b) In relation to <%~Night%> night, did any of these events happen?

Read out and select all that apply, select "None of these" if none apply

- I spent too much money on alcohol
- I lost/ broke/ had someone steal from me something valuable
- I didn't meet work responsibilities
- I didn't meet social responsibilities (eg family, friends)
- I did something embarrassing that I regretted later
- None of these

Q8Harm3

8.c) In relation to <%~Night%> night, did any of these events happen?

Read out and select all that apply, select "None of these" if none apply

- I injured myself (e.g., tripped over, accidental harm)
- I felt unsafe/ I got into a situation where I felt uncomfortable
- I felt depressed or got upset/ emotional
- I smoked or took drugs which I normally wouldn't do
- I drove a vehicle and may have been over the alcohol limit
- None of these

Q8Harm4

8.d) In relation to <%~Night%> night, did any of these events happen?

Read out and select all that apply, select "None of these" if none apply

- I got into a fight (verbal or physical)
- I had an encounter with the police
- I was involved in a crime
- None of these

Q8Harm5

8.e) And lastly, In relation to <%~Night%> night, did any of these events happen?

Read out and select all that apply, select "None of these" if none apply

- I was involved in anti-social behaviour in public (eg urination, nudity, or sexual act)
- I experienced an unwanted sexual advance from someone
- I had a sexual encounter that I normally wouldn't have had
- None of these

Q9Witness

9. On <%~Night%> night, did you witness anything that made you uncomfortable?

- Yes
- No

Q10What

10. What did you see that made you uncomfortable?



Q11Expect

11. Overall, would you say that the amount you drank on <%~Night%> was:

- About how much you were expecting to drink
- Less than what you were expecting to drink
- More than what you were expecting to drink
- You didn't have an expectation about how much you were going to drink

Q12Repeat

12. If you could repeat the evening, would you change *how much* alcohol you drank?

- I'd drink more
- I'd drink less
- I wouldn't change how much I drank

Q13RepeatWhen

13. If you could repeat the evening, would you change *when* you started drinking alcohol?

- I'd start drinking earlier in the day
- I'd start drinking later in the day
- I wouldn't change when I started drinking that day

Q14Worst

14. What was the worst thing that happened on <%~Night%>, or the thing you regret the most?



Q15Best

15. What was the best thing that happened to you that night?



Q16 Ethnicity

Finally, we have a couple of questions about you:

16. Which ethnic group or groups do you identify with?

Select all that apply.

- New Zealand European
- Māori
- Samoan
- Cook Island Māori
- Tongan
- Niuean
- Fijian
- Chinese
- Indian

Other (please specify):

Q17 Location

17. Where do you live?

Read out and code

- Wellington City
- Lower Hutt
- Upper Hutt
- Porirua
- Kapiti Coast
- Other New Zealand location
- Outside of New Zealand

Q17bLocation2

17. b) From which store did you purchase your alcohol?

- New World Metro – Railway Station
- New World Metro – Willis St
- Discount Liquor Centre
- Capital Liquor
- Wellington City New World
- Willis St Superette
- Montys Cuba Food Market
- Cuba Liquor World
- Glengarry Wines
- Liquor King Kent Tce
- The Mill
- Shalimar Mini Market
- Cuba St Superette
- Thirsty Liquor Cambridge Tce
- Can't recall

Q17cTime

17. c) what time did you start drinking on the <%~Night%> we met?

Q18Suburb

18. Which suburb do you live in?

Select from the dropdown box.

Q19Working

19. Which best describes your working situation at the moment?

Read out and select all that apply.

- Student
- Working in paid employment: full time (total of 30 hours per week or more)
- Working in paid employment: part time
- Not in paid work and looking for a job
- Not in paid work and not looking for a job
- Other (please specify)
- Don't know

Q20Contact

20. Would it be ok to re-contact you in the next 2 years for research purposes? You wouldn't have to participate; by agreeing you're just giving us permission to contact you again.

- Yes
- No

Q21Prize

21. Would you like to be entered into the prize draw for the \$3000 travel voucher?

- Yes
- No

EndInfo

Thanks so much, that's the end of the survey.

We have asked you some sensitive questions in this survey. Some people may have had difficult experiences that we asked about. For free, confidential support, you can ring Lifeline Aotearoa - would you like their number? - 0800 543 354.

You can also contact the Alcohol Helpline for support for you or someone you're concerned about. Would you like their details? - 0800 787 797 / www.alcoholdrughelp.org.nz.

Thanks again and have a great evening.

CheckAll

Have you checked the survey?

Yes

No

IntName

Interviewer name

End1

End of survey.

Alcohol Purchasing Research – WAPI Version

Thank you for taking part in the second stage of the study. When you finish the survey, you'll be entered into the draw for a \$3,000 travel voucher to the destination of your choice.

Remember, everything you tell us is completely confidential. We will write a report on the data, but at no point will you be identified in the research. By clicking on 'Next', you are agreeing to participate. Your participation is voluntary. This means that you may choose not to participate, and you can stop participating at any time. You can also skip any question that you are uncomfortable answering.

If you have any concerns or would like to talk to someone about the research, you can email [Carl Davidson](#) or call 0508 473 732.

Q1PurchaseDrink

1. With regards to the alcohol you purchased from <%~Location%> on <%~Night%> night - did you drink the alcohol that same night?

- Yes (includes drinking only some of it)
 - No
 - Don't know
-

Q2ShareDrink

2. Did you share the alcohol you purchased with anyone else?

- Yes - with one other person
 - Yes - with more than one person
 - No
-

Q3Places

3. Which places did you go after you met us?

Select all that apply.

- Home
- Restaurant/ cafe
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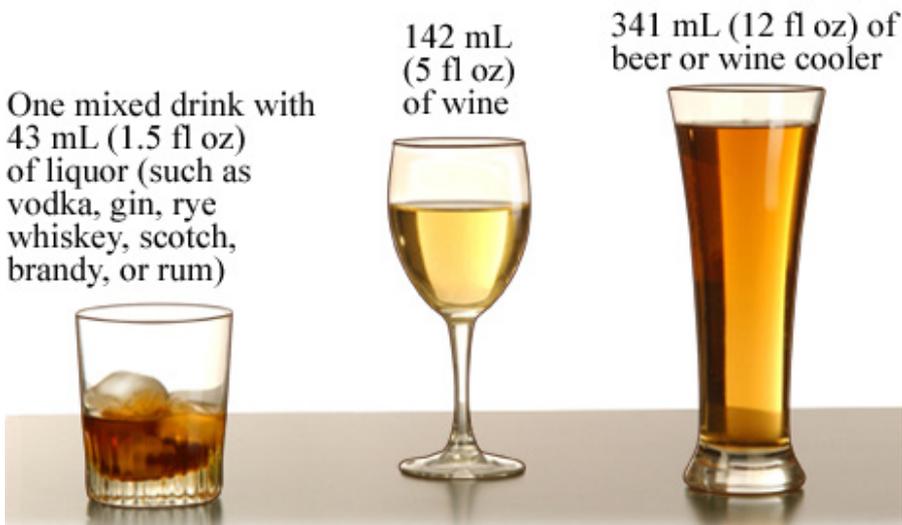
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One standard drink is one can of beer, half a large bottle of beer, one small glass of wine, or one shot of spirits - see the picture below as a guide.

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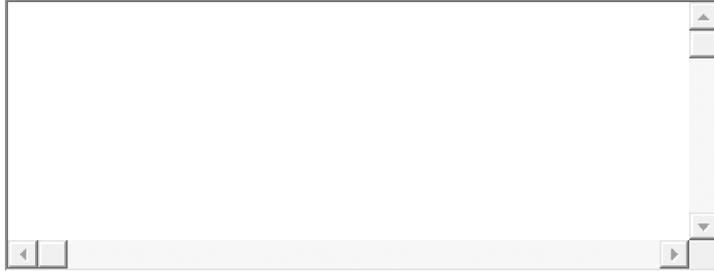
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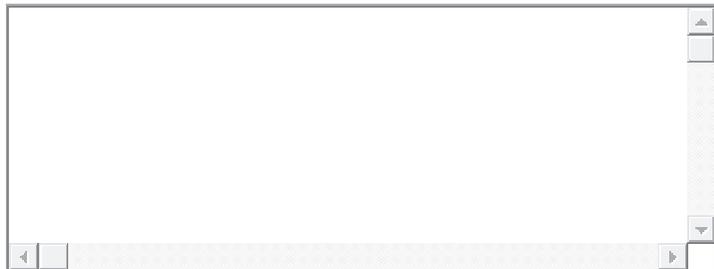
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Research First