

HPA Attitudes and Behaviour towards  
Alcohol Survey 2015/16:  
Methodology Report

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HPA would also like to thank those from HPA and UMR Research Limited who provided input to the design, content, and fieldwork for the survey.

The 2015/16 Attitudes and Behaviour towards Alcohol Survey project was managed by Susan Cook, (HPA). This report was prepared by Susan Cook, Thewaporn (Wa) Thimasarn-Anwar and Holly Trowland (HPA) and Vanessa Leonard (UMR Research Limited).

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## TABLE OF CONTENTS

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<b>1.</b>	<b>Introduction</b>	<b>5</b>
<b>2.</b>	<b>Summary</b>	<b>6</b>
<b>3.</b>	<b>Ethical requirements</b>	<b>7</b>
<b>4.</b>	<b>Sampling</b>	<b>8</b>
<b>5.</b>	<b>Questionnaire Development</b>	<b>11</b>
<b>6.</b>	<b>Survey response</b>	<b>13</b>
<b>7.</b>	<b>Interviewing and quality control</b>	<b>17</b>
<b>8.</b>	<b>Data weighting</b>	<b>19</b>
<b>9.</b>	<b>References</b>	<b>23</b>
	<b>Appendix one – summary of questionnaire content</b>	<b>24</b>
	<b>Appendix two – survey quota</b>	<b>26</b>
	<b>Appendix three – information sheet for respondents</b>	<b>28</b>

# INTRODUCTION

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The Health Promotion Agency's (HPA) overall function is to lead and support activities to:

- promote health and wellbeing and encourage healthy lifestyles
- prevent disease, illness and injury
- enable environments which support health, wellbeing and healthy lifestyles
- reduce personal, social and economic harm.

HPA also has a statutory function to undertake research on alcohol use and public attitudes to alcohol in New Zealand, and problems associated with or consequent on alcohol misuse. HPA's Attitudes and Behaviour towards Alcohol Survey (ABAS) helps fulfil this function by providing nationally representative information on the attitudes and behaviour of New Zealanders aged 15 years and over in relation to alcohol. The survey focuses on behaviour in the previous month and on the last drinking occasion, and includes a range of questions on attitudes and opinions towards alcohol. Results from the survey are used to inform HPA's alcohol-related activities.

This report describes the methodology for the 2015/16 ABAS.

Analyses of the data from this survey, and previous ABAS surveys, can be accessed at <http://www.hpa.org.nz/research-library/research-publications>.

## BACKGROUND

The primary objective of ABAS is to provide robust national-level information about alcohol drinking, behaviour, consequences and attitudes towards alcohol, and changes in these.

ABAS methodology and questionnaire format and content has been consistent over the 2013/14, 2014/15, and 2015/16 survey years. UMR Research Limited has been the fieldwork provider for each of these surveys.

In 2015/16, an additional Pacific boost sample was conducted in order to provide more information about this priority group. Throughout this report, ABAS is referred to as the 'main survey' and the additional Pacific sample is referred to as the 'Pacific boost'.

Information on the 2015/16 survey and prior surveys can be found at <http://alcohol.org.nz/resources-research/alcohol-research/research-publications>.

## SUMMARY

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The 2015/16 ABAS was a nationally representative survey of all usually resident New Zealanders aged 15 years and over. Regional, gender and age group quota were used to achieve the representative sample. Households with landline telephone numbers were selected using a Random Digit Dialling (RDD) approach. The youngest person in the household was interviewed. The mode of the interview was Computer-Assisted Telephone Interviewing (CATI).

The survey consisted of four waves of data collection (n=4,000 in total), as well as a boost of Pacific people (n=200), with one wave occurring each month between November 2015 and February 2016.

The data have been weighted (adjusted) so that the sample reflects the makeup of the New Zealand population, by gender, age, and ethnicity.

### ADDITIONAL PACIFIC BOOST SAMPLE

After two waves of sampling (in November and December 2015) it became clear that it was likely there would be insufficient Pacific respondents to undertake the analyses planned for this population. Therefore, an additional Pacific sample was obtained to 'boost' the numbers of Pacific respondents. This boost was undertaken in February 2016, the final month of data collection for the main survey. In order to keep the main ABAS survey consistent with planned methods for data collection, and due to the short timeframe, it was decided that the main ABAS would be finished as planned and then an additional 200 Pacific respondents would be sampled. These Pacific boost respondents completed the same questionnaire as those respondents in the main survey.

## ETHICAL REQUIREMENTS

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The 2015/16 ABAS was approved by the New Zealand Ethics Committee.

The survey included some new content and demographic questions as well as changes to the introduction and ending of the survey compared to previous years. In particular, changes in the introduction were made to more clearly explain the purpose and importance of the research.

All respondents were advised that the survey was voluntary, that it would take around 20 to 25 minutes to complete, that it was completely confidential, and that nobody who took part would be identified in any reporting.

Respondents were given the name and contact telephone number of the call centre manager at the end of the survey to use in case they had any queries. In addition, the Alcohol Helpline support telephone number and website address were provided to those who requested it after being prompted.

Final stored electronic records contain no identification of the participating respondents and reporting on the information has been done as overall or grouped data to maintain respondent confidentiality.

UMR Research Limited, the provider of the survey fieldwork, is a member of the Research Association of New Zealand, and all survey procedures were consistent with this association's Code of Practice. UMR also has ISO accreditation, which provides specifications for products, services and systems, and supports reliable, consistent and high-quality work.

## SAMPLING

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The population of interest for this survey was all usually resident New Zealanders aged 15 years or older. Targets were set for certain groups to ensure adequate representation of Māori and Pacific peoples, and young people aged 15 to 17 years.

### SAMPLE FRAME

The sampling frame used was telephone directory regions. It included all number ranges found in the White Pages and unlisted numbers. The sample frame was limited to 'private households with landline telephones' by filtering out numbers from the Yellow Pages, disconnected, fax numbers and other non-residential numbers. Households without landline telephones were not able to be selected in the survey. However, these have been accounted for in the final estimates via the survey weights.

### SAMPLE SIZE AND COMPOSITION

The agreed target sample composition was:

*Table 1: Sample size and composition*

<b>Group</b>	<b>Number</b>
Māori	600
Pacific	300
Asian	300
Other	2,800
<b>Total</b>	<b>4,000</b>

Within the above sample, there was also a target of 128 young people (those aged 15 to 17 years) interviews.

The Māori, Pacific and youth targets were minimum targets. These populations have been more difficult to reach via landline telephone numbers than other population groups in previous ABAS surveys.

## SAMPLE SELECTION

New Zealand households were first 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 and regional quota were set. In addition, quota for Māori, Pacific, and young people aged 15 to 17 years ensured adequate numbers were achieved for these populations.

Telephone numbers were then selected using a Random Digit Dialling (RDD) approach. The youngest person aged 15 years and over in each household was selected, introduced to the survey and invited to participate. 'Soft' appointments<sup>1</sup> were made for those not able to undertake the survey at the time of phoning, for example if they were not available. Soft appointments were also made for Māori, Asian or Pacific Island peoples living in the household, where the youngest person in the household declined to participate, in order to meet sample composition targets.

Only one eligible person from each household was interviewed.

## FIELDWORK TIMING

The 2015/16 survey fieldwork was conducted in four waves between November 2015 and February 2016. The fieldwork dates and achieved sample sizes are described in Table 2. The Pacific boost was conducted once the main ABAS fieldwork ended, but still within the last month of survey data collection.

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<sup>1</sup> A 'soft' appointment is where the interviewer makes a time to call back when the person that has been selected to participate is likely to be at home.

Table 2: *Fieldwork dates and achieved sample size*

Wave	Fieldwork date	Achieved sample size
1	12 to 29 November 2015	1,001
2	9 to 19 December 2015	1,011
3	11 to 22 January 2016	993
4	5 to 22 February 2016	995
Pacific Island boost	21 to 27 February 2016	200
<b>Total</b>		<b>4,200</b>

## SAMPLE MANAGEMENT

The 2015/16 main survey was set up to achieve a total of 4,000 completed interviews across the four waves of interviewing. This contrasted with previous surveys in 2013/14 and 2014/15, which were set up as four individual projects (Nov/Dec/Jan/Feb) with a target of 1,000 interviews per month. The 2015/16 survey management allowed for greater efforts to be spent ensuring participation of the sample that was originally selected because, where an individual may have been a non-respondent in one month eg, "no answer" or "out of quota/ineligible", they could be recycled into the following month to be surveyed. This method of data collection was implemented in an attempt to improve the response rate.

To maintain integrity and quality of the data, nationally representative sample 'soft' quotas were set on age and gender by region. These are provided in Appendix Two.

## CALL SCHEDULE

Calling occurred during weekdays from 5pm to 9pm and on weekends between 9am and 9pm. At least six call backs to each telephone contact were made. The default 60 minute delay to call back 'no answer' numbers was extended to 2,880 minutes ie, 48 hours/2 days in an effort to improve the response rate.

## THE PACIFIC BOOST SAMPLE

A 'boost' of Pacific peoples was conducted in order to generate enough respondents for specific analyses of interest to HPA and the wider sector. Like the main survey, the sample frame for the Pacific boost was the White Pages numbers, but only from areas identified in the Census as having higher proportions of Pacific peoples. These areas were Mangere-Otahuhu and Manurewa in Auckland. The interviews for this boost were conducted between 21 and 27 February.

# QUESTIONNAIRE DEVELOPMENT

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The survey questionnaire was designed by the HPA Research Unit.<sup>2</sup>

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 working on alcohol-related topics.

The 2015/16 survey followed a similar structure to the 2013/14 and 2014/15 survey in terms of topics, format and content. Questions were added to the 2015/16 survey to measure attitudes on drinking alcohol while pregnant and awareness of pregnancy-related messages. Another question was added to investigate if non-drinkers felt 'supported' in their choice not to drink alcohol. Questions from the purchasing section in the previous surveys were taken out in order to keep the total average survey length at approximately around 20 to 25 minutes.

UMR cognitively tested and piloted the questionnaire during the development phase.

## COGNITIVE TESTING

Cognitive testing is conducted as part of the developmental stage of the research process, and allows an investigation into the way people understand, mentally process and respond to the question under scrutiny to explore whether the question, response options and accompanying instructions are interpreted in the way intended. It helps to ensure that the survey will result in valid data and helps identify areas where respondents find it difficult or misunderstand questions.

Cognitive tests were conducted with 12 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. There was a particular focus for these cognitive tests on the revised introduction and ending, new and revised (reworded) questions, ethnic (and English and a second language) respondents, 18 to 30 year old female respondents and non-drinkers.

Following analysis of the cognitive test findings, a number of changes to the questionnaire (and interviewer instructions) were made, including to the introduction and ending, some questions to aid flow and understanding, instructions to interviewers to allow participants time to think and work out their answers, to (re)read statements (questions) slowly and clearly, to pause where commas are and to repeat and clarify questions where necessary, and offering native language speakers (where available) for respondents with English as a second language.

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<sup>2</sup> The questionnaire will be available as a separate document titled "HPA Attitudes and Behaviour towards Alcohol Survey 2015/16: Questionnaire", which can be found on HPA's website <http://www.hpa.org.nz/research-library/research-publications>.

## PILOT SURVEY

A pilot test was undertaken to test the selection and screening of respondents, the length of the survey, wording of new questions and how respondents understood them, and flow of the questionnaire. The pilot survey (of 43 respondents) was conducted from 29 October 2015 to 3 November 2015 using Random Digit Dialling. Minor changes to new questions were made for ease of understanding and coding.

## SURVEY RESPONSE

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### ACHIEVED SAMPLE

The final number of interviews obtained in the main survey was 4,000. A comparison of the target sample composition and the achieved sample is shown in Table 3.

Table 3: *Achieved sample size and composition*

Group	Target	Achieved	Percent of target
Māori	600	732	22% (over target)
Pacific	300	215	72% (85 surveys under target)
Asian	300	405	35% (over target)
Young people*	250	326	30% (over target)
Other**	2,800	2,648	(n/a)
<b>Total</b>	<b>4,000</b>	<b>4,000</b>	

\* Young people (aged 15 to 17 years) is not a mutually exclusive category and is included within the other categories

\*\* All other ethnicities

The final sample included the Pacific boost sample of 200 surveys, to give a total of 415 Pacific Peoples respondents.

### RESPONSE RATE

The response rate is a measure of how many people that were selected to take part in the survey actually participated.

The final response rate for the main 2015/16 survey was 31.5%.

The response rate calculation includes four components. Counts for each of these component are provided in Table 4.

1. Ineligibles: not residential households or ineligible because quota have been filled (Not suitable, Business/Fax numbers, Disconnected).
2. Eligible responding: eligible for survey, and interview completed in full (Completes).
3. Eligible, non-responding: household did contain an eligible respondent, but respondent refused to participate or didn't make themselves available for interview, and others (Abandoned interviews, Stopped interviews, Appointments not kept, Language difficulties).
4. Unknown eligibility: unclear if residential household, or insufficient information provided to determine eligibility (No answer/Answering machine, Engaged, Hang up, Refused).

The response rate calculation is:

$$\text{Response rate} = \frac{\text{Number of eligible responding}}{[\text{Number of eligible responding}] + [\text{Number of eligible non-responding}] + [\text{Estimated number of eligibles from the unknowns}]} \times 100$$

A proportion of the unknowns is likely to have been eligible if contact could have been made. This proportion of the unknowns is, therefore, treated as eligible non-respondents.

The estimated number of unknown eligibles is calculated as:

$$[\text{Estimated number of eligibles from the unknowns}] = [\text{Number of unknowns}] \times \frac{[\text{Number of eligible responding}] + [\text{Number of eligible non-responding}]}{[\text{Number of eligible responding}] + [\text{Number of eligible non-responding}] + [\text{Number of ineligibles}]}$$

Table 4: Components of the response rate calculation for the main 2015/16 survey

Component	Count
<b>Ineligible</b>	<b>62,152</b>
Not suitable	11,276
Business/fax numbers	6,620
Disconnected	44,256
<b>Eligible responding</b>	<b>4,000</b>
Completes	4,000
<b>Eligible, non-responding</b>	<b>3,774</b>
Abandoned interviews	633
Stopped interviews	3
Appointments not kept	2,377
Language problems	761
<b>Unknown eligibility</b>	<b>43,732</b>
No answer/Answering machine	29,527
Engaged	731
Hung-up	2,293
Refused <sup>3</sup>	11,181
<b>Response rate</b>	<b>31.5%</b>

## IMPROVING THE RESPONSE RATE

A number of small changes were made to the questionnaire and interview/CATI process in order to boost the overall survey response rates. These included altering the introduction to the survey to outline the benefits of the survey to selected participants, a review of the protocols for classification of types of calls (no answer, refused, ineligible, etc) that the interviewers make, altering the use of sub-population quota across the monthly fieldwork periods, and limiting the total number of telephone numbers into the survey. Training and support were provided to interviewers on all these aspects. Changes to try and limit the total number of telephone numbers called were:

<sup>3</sup> Refusals were primarily refusals before the introduction to the survey and screening could take place, so there is insufficient information provided to determine eligibility. Therefore, they must be categorised as Unknown eligibility.

- increasing the number of times a telephone number was called to at least six call-backs,
- extending the time before unanswered calls to households were called again to two days. This means repeat calls (where there was no answer) were made to the same household on different days and at different times,
- making appointments to ring back a selected respondent where they were unable to complete the survey at the time of first contact (a 'soft' appointment). Interviewers were able to make appointments across rounds of fieldwork in order to keep the selected respondent in the survey.

Initial training and ongoing support for interviewers was essential in ensuring these changes were carried out and, thus, were an important aspect of improving the response rate.

## INTERVIEWING AND QUALITY CONTROL

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

In total, 44 interviewers worked on the November 2015 survey wave, 52 interviewers on the December 2015 survey wave, 50 on the January 2016 survey wave and 69 on the February 2016 survey wave. Across the four waves a total of 80 individual interviewers worked on the project. In total, 49 interviewers worked on the Pacific boost in February.

On average, the full survey took 19.12 minutes to complete (ranging from 8:14 minutes to 1 hour and 7 minutes).

## INTERVIEWER TRAINING

All supervisors and interviewers at UMR's national interview facility undergo a training programme that includes ISO regulations<sup>4</sup>, the Research Association New Zealand's<sup>5</sup> 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.

## QUALITY CONTROL

To ensure the quality and consistency of data collection and outputs, this survey was conducted in line with UMR's accredited 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 also follows the Code of Practice for interviewing as established by Research Association New Zealand.

A quality control plan was developed for this project that included the 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 were kept informed of project developments, researcher time clearly allocated for all project activities with contingency days for resolving any issues that may emerge, and peer review of questionnaires, specifications, coding frames, and reporting. Ten percent of all telephone calls were checked for quality purposes.

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<sup>4</sup> ISO is an International Organisation for Standardisation.

<sup>5</sup> Formerly Market Research Society of New Zealand.

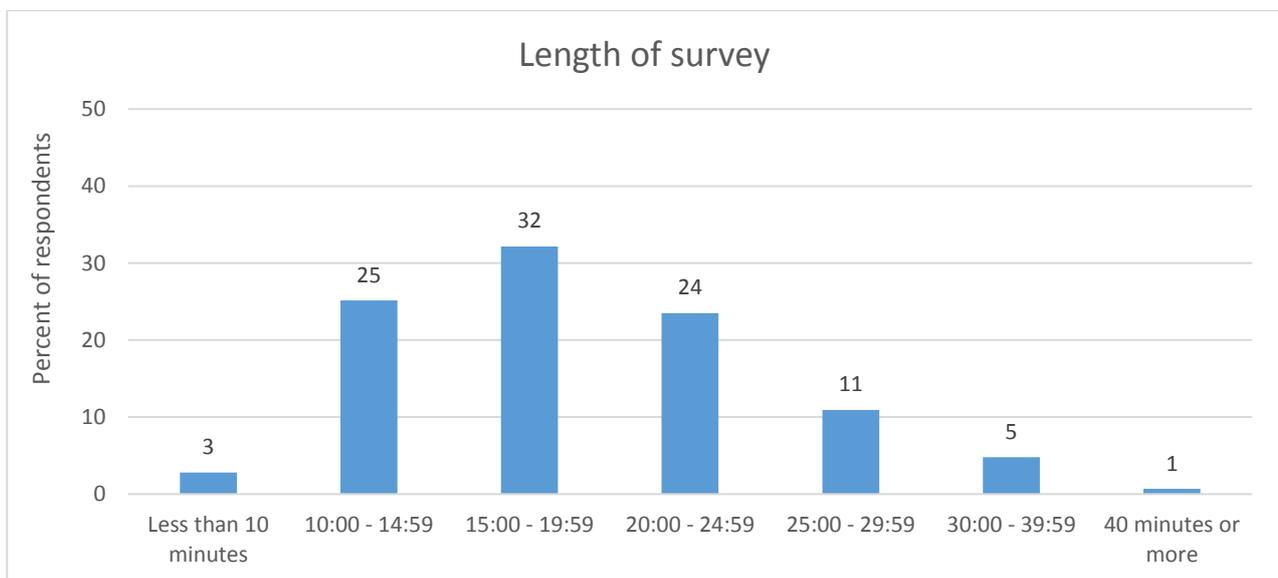
## INTERVIEW DURATION

The majority of interviews (60%) took less than 20 minutes, including 32% that lasted 15 to 20 minutes and 25% that lasted 10 to 15 minutes.

Twenty-four percent of interviews lasted 20 to 25 minutes, the time respondents had been advised at the beginning of the survey.

However, a sizable minority (17%) of respondents took over 25 minutes to complete the questionnaire, including 6% who took over half an hour.

Figure 1: 2015/16 survey length (minutes)



## DATA WEIGHTING

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Weights are commonly assigned to observed survey data to ensure that the distribution of collected data is as close as possible to the population. The main objective of this technique is to reduce selection bias, non-response and non-coverage that may occur during sampling procedures (see Kalton & Flores-Cervantes, 2003; Pike, 2008 for more details of data weighting). Weighting was applied to the ABAS to ensure that no specific population was over or under-represented in the survey sample and to ensure that it reflects the underlying New Zealand population. The weighting was performed in Stata version 13. Table 5 shows the three factors that were included in the weight calculation: region; benchmark group, and final weight.

*Table 5: Weight variables*

<b>Survey data setting</b>	<b>Variable</b>	<b>Description</b>
Strata	Region	16 regions across New Zealand
Post-strata	Benchmark group	An identifier of age, gender and ethnicity grouping
Post-stratum weight	Final weight	Proportion of the New Zealand population count from the 2013 census adjusted by age, gender and ethnicity

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## THE REGION VARIABLE

The region variable was treated as strata in the survey data settings. This variable is composed of 16 regions across New Zealand that are ordered from the north to the south of New Zealand. The full list of regions is provided in Table 6.

Table 6: *Regions used for strata*

Code	Region
1	Northland
2	Auckland
3	Waikato
4	Bay of Plenty
5	Gisborne
6	Hawke's Bay
7	Taranaki
8	Manawatu-Wanganui
9	Wellington
10	Marlborough
11	Nelson
12	Tasman
13	West Coast
14	Canterbury
15	Otago
16	Southland

## BENCHMARKING

Benchmarking refers to the adjustment of the sample data to ensure they are representative of the New Zealand population at the 2013 Census (see Table 7). Participants were grouped based on their gender (male, female), age (15 to 24, 25 to 34, 35 to 44, 45 to 54 and 55+) and prioritised ethnicity<sup>6</sup> (Māori, Pacific, Asian and European/Other). The 2013 Census was used as the reference population because it was the most recent Census data available when the survey was conducted. The details of age and prioritised ethnicity are shown in Table 7.

<sup>6</sup> Prioritised ethnicity is a method where individuals who identify with more than one ethnic group are assigned to a single mutually exclusive group based on pre-determined hierarchy. Prioritised ethnicity is used for analysis in the ABAS.

## FINAL WEIGHT

The final weight is a proportion of the New Zealand population count from the 2013 Census adjusted by age, gender and ethnicity. It was calculated using the following formula:

$$\text{Final weight} = \frac{\text{2013 census adjusted count}}{\text{Sum of adjusted count}}$$

Table 7: Growth adjusted 2013 census population counts

Benchmark group	Ethnicity	Age	Gender	Adjusted count	Final weight = Adjusted count ÷ 3189540
111	Māori	15 to 24 years	male	52,626	0.016
112	Māori	15 to 24 years	female	54,375	0.017
121	Māori	25 to 34 years	male	32,145	0.010
122	Māori	25 to 34 years	female	39,252	0.012
131	Māori	35 to 44 years	male	33,498	0.011
132	Māori	35 to 44 years	female	40,050	0.013
141	Māori	45 to 54 years	male	31,530	0.010
142	Māori	45 to 54 years	female	36,345	0.011
151	Māori	55+ years	male	35,124	0.011
152	Māori	55+ years	female	41,340	0.013
211	Pacific	15 to 24 years	male	22,893	0.007
212	Pacific	15 to 24 years	female	23,712	0.007
221	Pacific	25 to 34 years	male	15,999	0.005
222	Pacific	25 to 34 years	female	17,217	0.005
231	Pacific	35 to 44 years	male	15,267	0.005
232	Pacific	35 to 44 years	female	16,680	0.005
241	Pacific	45 to 54 years	male	13,104	0.004
242	Pacific	45 to 54 years	female	14,367	0.005
251	Pacific	55+ years	male	14,469	0.005
252	Pacific	55+ years	female	16,488	0.005
311	Asian	15 to 24 years	male	41,892	0.013
312	Asian	15 to 24 years	female	37,932	0.012
321	Asian	25 to 34 years	male	44,895	0.014
322	Asian	25 to 34 years	female	48,927	0.015
331	Asian	35 to 44 years	male	30,261	0.009
332	Asian	35 to 44 years	female	38,352	0.012
341	Asian	45 to 54 years	male	25,995	0.008
342	Asian	45 to 54 years	female	32,355	0.010
351	Asian	55+ years	male	29,838	0.009
352	Asian	55+ years	female	34,965	0.011
411	Other	15 to 24 years	male	159,648	0.050
412	Other	15 to 24 years	female	155,304	0.049
421	Other	25 to 34 years	male	136,512	0.043
422	Other	25 to 34 years	female	146,007	0.046
431	Other	35 to 44 years	male	175,479	0.055
432	Other	35 to 44 years	female	192,699	0.060
441	Other	45 to 54 years	male	202,302	0.063
442	Other	45 to 54 years	female	214,101	0.067
451	Other	55+ years	male	413,931	0.130
452	Other	55+ years	female	461,664	0.145
<b>Total</b>				<b>3,189,540</b>	

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# APPENDIX ONE – SUMMARY OF QUESTIONNAIRE CONTENT

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The 2015/16 ABAS covers 11 sections (A-K). The 11 main survey sections cover the following areas:

## **Section A: Screening questions**

Demographic questions (age, sex and ethnicity), which were needed at the beginning of the questionnaire to control for survey quotas.

## **Section B: Drinking behaviour**

These questions identified whether the respondent drank alcohol at all over the last year and focused on recent drinking behaviour. Respondents were also asked about their personal experiences of drinking alcohol.

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

These questions focused on the last time they had consumed two or more drinks of alcohol. Respondents 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 alcohol they drank.

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

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**

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**

Respondents were asked to think about their last drinking occasion (including places they drank alcohol before and after that occasion) and relate 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. Finally, respondents were asked if they had considered cutting back on their drinking or if they had sought advice on how to cut back.

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

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, their reasons why they do not drink alcohol, and if they feel supported in their decision not to drink.

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

Respondents aged 15 to 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.

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

Respondents were asked for their opinion on how old someone should be before they are allowed to drink alcohol at home or in a licensed premise. They were then asked if they were able to describe any changes that the Government has made to alcohol legislation and regulation. Respondents were also asked if they had noticed any specific changes relating to the sale of alcohol at licensed premises in their local area. Respondents were asked for their opinion on a number of statements relating to supply and consumption of alcohol to people aged under 18 years.

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

Respondents were asked a series of agree/disagree statements about alcohol and drinking. Female respondents aged 18 to 44 were asked a range of questions to gauge attitudes and opinions about drinking alcohol while pregnant, and awareness of specific social media content or advertising. The section finished with a series of agree/disagree statements asked of all respondents relating to the sale and supply of alcohol in their community.

### **Section K: Demographics**

Respondents were asked additional demographic questions such as their actual age (rather than just 'age group'), 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 sexual orientation, their education status and income.

The 2015/16 survey questionnaire can be accessed at:

<http://www.hpa.org.nz/research-library/research-publications>

## APPENDIX TWO – SURVEY QUOTA

These tables show the quota that were set for sample selection in the main ABAS survey. This does not include the Pacific boost sample.

### Quota and achieved sample for region and gender

Region	Quota		Achieved sample by wave and gender (M= male, F = female)							
			Wave 1 (Nov 2015)		Wave 2 (Dec 2015)		Wave 3 (Jan 2016)		Wave 4 (Feb 2016)	
			M	F	M	F	M	F	M	F
Auckland 2*	114	127	26	34	31	30	29	32	28	32
Auckland 3/6*	113	118	27	24	30	34	28	31	27	27
Auckland 4*	87	97	24	26	20	23	21	24	22	24
Auckland 5*	122	137	23	33	38	36	31	34	30	35
Auckland 8*	99	110	25	30	25	25	24	29	25	26
Outer Auckland	97	105	13	23	36	30	24	26	24	27
Bay of Plenty	133	146	36	39	31	35	33	36	33	36
Christchurch	228	237	49	64	65	56	52	58	60	59
Gisborne	18	21	5	6	4	5	5	5	4	5
Hawkes Bay	67	72	18	20	16	16	16	18	17	18
Manawatu	62	68	17	18	14	16	16	17	15	17
Marlborough	20	22	5	6	5	5	5	6	5	5
Nelson**	44	45	12	12	10	11	11	11	12	11
Northland	67	75	18	20	16	18	16	18	17	19
Otago	87	94	24	25	20	22	21	24	22	23
Southland	45	44	6	14	17	8	11	11	11	11
Taranaki	50	53	14	14	11	13	13	13	12	13
Timaru	36	38	10	10	8	9	9	10	9	9
Waikato	172	183	46	49	40	43	43	46	43	45

Region	Quota		Achieved sample by wave and gender (M= male, F = female)							
			Wave 1 (Nov 2015)		Wave 2 (Dec 2015)		Wave 3 (Jan 2016)		Wave 4 (Feb 2016)	
	M	F	M	F	M	F	M	F	M	F
Wairarapa	28	27	6	7	8	7	7	6	7	7
Whanganui	25	26	5	7	8	6	6	7	6	6
Wellington	196	214	46	57	52	50	49	54	49	54
West Coast	15	16	4	4	4	4	3	4	4	4
	<b>1,925</b>	<b>2,075</b>	<b>459</b>	<b>542</b>	<b>509</b>	<b>502</b>	<b>473</b>	<b>520</b>	<b>482</b>	<b>513</b>

\* 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

### Achieved sample for grouped region, age and gender

Region	15 to 44 years		45+ years	
	Male	Female	Male	Female
Northland/Waikato/Bay of Plenty/Gisborne	183	197	207	228
Auckland	353	381	279	313
Wellington and Wairarapa	119	128	105	113
Hawkes Bay/Taranaki/Manawatu/Whanganui	97	99	107	120
Christchurch and Timaru	131	128	133	147
West Coast/Otago/Southland/Tasman/Nelson/ Marlborough	100	104	111	117
<b>TOTAL</b>	<b>983</b>	<b>1,037</b>	<b>942</b>	<b>1,038</b>

## APPENDIX THREE – INFORMATION SHEET FOR RESPONDENTS

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This information sheet was made available to respondents, or potential respondents, if they requested further information about the ABAS.

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

The 2015 Attitudes and Behaviour towards Alcohol Survey is a national telephone survey that collects information on recent drinking behaviours and consequences of alcohol consumption, non-drinkers, purchasing of alcohol, opinions about the law surrounding alcohol sale and supply, and opinions and attitudes about a range of alcohol-related issues.

This survey has been carried out every year since 2005.

### **Why is the Attitudes and Behaviour towards Alcohol Survey important?**

The information collected in the survey will help the Health Promotion Agency understand the role of alcohol in New Zealanders' lifestyles, and to develop policies, information, and practical ways to help both adults and young people to live healthy lives. Results from the survey will also be used by government, community organisations, and other groups interested in improving the health of New Zealanders for research, planning, and community advocacy.

### **Who is the Health Promotion Agency?**

The Health Promotion Agency (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 the Health Promotion Agency. UMR also carried out the survey in 2013 and 2014.

### **What is involved?**

UMR Research Limited will telephone a random sample of New Zealanders and invite them to take part in a telephone survey. Overall, about 4,000 people will take part in this survey. The survey will take around 20 to 25 minutes to complete.

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

UMR Research Limited has randomly selected people to take part in the survey.

Your household's telephone number was randomly selected to receive an invitation to participate in the survey. The random process is continued by asking the youngest person aged 15 years and over living in the household to participate in the survey. If that person is unavailable then a time for the interviewer to call back is arranged in order to speak to them. If that is not possible, the person that answered the telephone is invited to participate.

Sometimes, the person that is invited to participate in the survey will not go through to complete the interview. This is because a range of people must be surveyed, and sometimes UMR will be looking for men or women or people who fall into a specific age group.

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

The Health Promotion Agency is interested in everyone's views on alcohol, including men and women of all age groups and 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 objective of the survey is to understand younger peoples' views and experiences of alcohol and whether they are similar or different to others.

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

Yes. UMR Research Limited will not provide any information that can identify an individual person to the Health Promotion Agency 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 the UMR research team will see any details that will identify individuals. UMR keeps any information collected secure.

For more information about the Code of Practice for researchers, please go to <http://www.mrsnz.org.nz/wawcs0146303/Code-of-Practice.html>

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 will 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, and by agreeing to participate, you help ensure the information we collect creates an accurate picture of the attitudes, behaviours and opinions of New Zealanders. We need everyone who has been selected to complete the survey so that it represents all New Zealanders and is statistically accurate.

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

The interviewers from UMR Research Limited will be collecting information between November 2015 and the end of February 2016.

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

The first results from the survey will be available by the end of 2016 on our website ([hpa.org.nz](http://hpa.org.nz)). Results will continue to be released during 2017 as the data are analysed.

**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)