

2014 ATTITUDES AND BEHAVIOUR TOWARDS ALCOHOL SURVEY (ABAS) – INFORMATION SHEET

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

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

Why is the ABAS being done?

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

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

Who is the HPA?

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

Who is carrying out the survey?

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

What is involved?

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

Why are people 15 years and over being surveyed?

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

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

How was I chosen to take part?

To ensure the findings represent the views and experiences of all New Zealanders, it is important to include a representative sample. A representative sample is one that accurately reflects the entire population of New Zealand. Your telephone number was randomly selected to receive an invitation to participate in this survey. The youngest person (who is at least 15 years old) in the household is then asked if they are willing to participate in the survey. If that person is unavailable either a call-back is arranged or the person who answered the phone is invited to participate. In some cases not everyone who answers the phone will be interviewed. This is because to ensure that a range of people are surveyed, the company undertaking the interviews is interested in talking to specific people i.e. a male or a female or someone within a specific age group.

Will my response be confidential?

Yes. UMR does 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 UMR research team will see any identifying details. UMR keep any information collected secure. Please refer to <http://www.mrsnz.org.nz/wawcs0146303/Code-of-Practice.html> for further information.

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

Do I have to take part?

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

When is the survey taking place?

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

When will the results from the survey be available?

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

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.
- HPA's Research and Evaluation Team, 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

Email info@alcoholdrughelpline.org.nz or alcoholdrughelp@adanz.org.nz