

GDSG SURVEY BELGIUM 2018

Technical Report

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| Indiville – Research Plus

1. OVERVIEW AND PURPOSE OF THE SURVEY

Anheuser-Busch InBev (AB InBev), one of the world's largest brewing companies, is undertaking global efforts focused on reducing the harmful use of alcohol via its Global Smart Drinking Goals (GSDG) initiative. Across its global markets, the Company seeks to achieve its goal by positively shifting social norms that may influence alcohol use, increasing individuals' health literacy or knowledge about ways to avoid harmful drinking, and ensuring that no- and low-alcohol beer products represent at least 20% of the Company's global beer volume by year-end 2025.

In each of the pilot/intervention cities (Johannesburg, South Africa; Brasilia, Brazil; Zacatecas, Mexico; Bogota, Colombia; El Alto, Bolivia; Jiangshan, China; Australia [city TBD]; Columbus, Ohio; and Leuven, Belgium), the Local Steering Committees—comprised of government entities, research institutions, health and safety entities, and NGOs—may choose to implement programs from an array of best practices toolkits to address other alcohol-related issues (e.g., alcohol poisoning, fetal alcohol syndrome).

The evaluation plan currently consists of several components, one of them being the youth and adult surveys. As Indiville and Research Plus are only involved in the surveys in Belgium, this technical report will only treat this component for Belgium and not the other components nor the other countries involved.

The cross-site youth and adult surveys involve annual surveys in the intervention site (Leuven) and the respective comparison site (Hasselt) to collect data from 1,000 youth aged 12 to 15 and 1,200 adults aged 16 and up per site. The methodology used for recruitment and sampling in Belgium is a combination of school-based surveys of youth and in-person household surveys for adults.

The survey data collection for both adults and youth has been conducted by Indiville in collaboration with its standard field partner, Research Plus. Both companies are located in Belgium and regularly work together on a variety of projects, including local surveys. Indiville is the prime and responsible for overall project management, control on the compliance with the legislation concerning the GDPR (General Data Protection Regulation – EU) and control on the programming of the final CAPI and CASI instruments on devices. Research Plus provides professional interviewers, program the final CAPI and CASI instruments on devices and will organize, execute and supervise the field work. Research Plus will also provide project-specific training for professional interviewers, develop the sampling strategy, maintain the data on its server, and deliver the final cleaned data in SPSS, in consultation with Indiville. The weighting of both youth and adult surveys has been done by Indiville. For the youth surveys the first contact of the schools in Leuven has been done by Indiville, the follow up contacts and final appointments have been done by Research Plus. After we had positive results and responses from the schools in Leuven, the schools in Hasselt have been contacted by Research Plus.

2. RESEARCH UNIVERSE

There are 2 target groups for this survey:

- The adult population, 16 years and older of Leuven and Hasselt

POPULATION 16+	Leuven	Hasselt
Female	42.410	33.781
16-20	2.340	1.827
21-25	4.713	2.189
26-30	5.453	2.477
31-35	3.836	2.549
36-40	3.341	2.692
41-45	2.806	2.300
46-50	2.770	2.535
51-55	2.880	2.833
56-60	2.812	2.906
61-65	2.591	2.719
66-70	2.159	2.374
71-75	1.694	1.762
76-...	5.015	4.618
Male	42.284	31.864
16-20	2.447	1.783
21-25	4.866	2.330
26-30	6.139	2.578
31-35	4.403	2.559
36-40	3.820	2.719
41-45	3.130	2.424
46-50	2.971	2.575
51-55	2.924	2.766
56-60	2.803	2.848
61-65	2.366	2.567
66-70	1.933	2.226
71-75	1.459	1.554
76-...	3.023	2.935
GRAND TOTAL	84.694	65.645

- The school population aged 12-15 (first and second grade) in Leuven and Hasselt

N° of students	Population		Total
	Male (1)	Female (2)	
Hasselt (1)	2.639	2.529	5.168
1st grade (1)	1.254	1.151	
2nd grade general (2)	627	780	
2nd grade technical (3)	439	317	
2nd grade professional (4)	319	281	
Leuven (2)	4.012	3.778	7.790
1st grade (1)	2.070	1.890	
2nd grade general (2)	1.089	1.240	
2nd grade technical (3)	538	399	
2nd grade professional (4)	315	249	
GRAND TOTAL	6.651	6.307	

3. METHODOLOGY

3.1. Adult Survey – recruitment

For the adult survey, a total of 1,200 adults aged 16 and up have been recruited - 600 in the intervention city Leuven and 600 in the comparison city Hasselt. The research population for the adult survey covers all individuals living in Leuven and Hasselt aged 16 years and older, residing within private households in the two cities, regardless of their nationality, citizenship or language. For all practical purposes, this population has been limited to individuals who speak and understand Dutch sufficiently (this is estimated to be more than 90% of the population) to be interviewed, as the questionnaire was not available in other languages. The sample is representative of the residents of Leuven and Hasselt. Both recruitment and data collection were conducted at the home of the respondent.

A 3-stage sampling procedure has been used to select potential participants:

- Step 1: stratification to region and urbanization (the 2 cities)
- Step 2: probability proportional to size sampling of the residents of the component municipal districts within each city
- Step 3: quota sampling of respondents based on age, gender, and soft quotas on household size and social groups (this latter variable based on education and occupation of the person mainly responsible for the income in the household, essentially SES). The quota cells are managed by daily examination of the data collected to monitor the fieldwork and make any adjustments necessary to ensure appropriate representation of participant characteristics.

For recruitment, each municipality received a number of interviews to be conducted, awarded proportionally as a function of the number of inhabitants. These interviews were grouped in cells of 5. Each group of cells corresponds with a sampling point or starting address, which was randomly selected, based on the list of streets and the number of inhabitants of the different municipalities. The municipalities have been divided in districts; as such the interviews were spread over the whole municipality. In total, there were 120 starting points in each city. For each selected street, a random house number was chosen. This was the starting point. The next interview was at least 30 houses further.

Leuven consist of the following municipalities: Leuven, Heverlee, Kessel-Lo, Wilsele, and Wijgmaal:



Hasselt consists of the following municipalities: Hasselt, Spalbeek, Kermt, Stokrooie, Stevoort, Sint-Lambrechts-Herk, Wimmertingen, Kuringen:



Based on the population numbers, the number of sampling points and interviews for each municipality in both cities was as follows:

Leuven			
Municipalities	Population 16+	Sampling points	Number of interviews
Wijgmaal	2.941	4	20
Wilsele	7.987	11	55
Leuven	27.761	40	200
Kessel-Lo	24.085	34	170
Heverlee	21.920	31	155
Total	84.694	120	600
Hasselt			
Spalbeek	1.700	3	15
Kermt	3.814	7	35
Stokrooie	1.679	3	15
Stevoort	3.155	6	30
Sint-Lambrechts-Herk	3.906	7	35
Wimmertingen	251	0	0
Hasselt	41.931	77	385
Kuringen	9.208	17	85
	65.645	120	600

The procedure for contacting households was as follows: the interviewer was free to choose the day and time of the first contact. This was a physical visit. The second contact was after 5pm. If this still didn't result in an interview, the interviewer could use another address. Pre-recruitment was by no means allowed. Interviews took place on weekdays between 9am and 8pm, on Saturdays between 10am and 4pm. Fieldwork from the past indicates that most interviews are realized at the first successful contact with an address.

For the selection of the respondents, the birthday method has been used (person - 16+ - who most recently celebrated his/her birthday). If that person was not at the house or not available, the interviewer made an appointment and returned at a time the person was available. If for the 4th or 5th interview of a starting point the quota was full, the interviewer choose the person who celebrated his/her birthday before the person with the most recent birthday, and so on. Only one person per household could be interviewed.

Each interviewer had a letter that had been signed by the different partners of the steering committee, explaining the purpose of the project. The letter also had a telephone number and email address respondents could contact, should they have any questions or concerns about the project.

Every selected person is identified by a unique number that will be used as identification in the survey data file, file with PII, and all control files. 16 is the legal drinking age for beer and wine and the legal age of consent in Belgium. Therefore, 16- and 17-year respondents are included in the adult survey and did not require parental consent to participate in the research.

3.2. Youth Survey – Recruitment

A total of 1,128 youth aged 12 to 15 - 536 in Leuven and 592 in Hasselt – have been recruited for the youth survey (target was a total of 1,000 or 500 in each city). Data for the youth survey were collected exclusively in schools. There was a backup strategy for collecting data from youth with in-home surveys should that be necessary due to unanticipated low participation rates of schools in the study, but as the participation rate in both cities was quite high, all youth interviews have been conducted in schools in both cities. In the end, there even were more interviews than planned. They have been done because the schools agreed to participate and to create a relationship for future waves of the survey.

The Belgian school system has 2 types of schools: denominational (mostly Catholic) and official (organized by the government – on a provincial or municipal level) and three types of education: general, technical, and professional. The number of eligible schools in each city was limited to 12-13.

N° of students	Population		Total	Sample		Total
	Male (1)	Female (2)		Male (1)	Female (2)	
Hasselt (1)	2.639	2.529	5.168	315	277	592
1st grade (1)	1.254	1.151		157	145	
2nd grade general (2)	627	780		77	98	
2nd grade technical (3)	439	317		52	20	
2nd grade professional (4)	319	281		29	14	
Leuven (2)	4.012	3.778	7.790	236	300	536
1st grade (1)	2.070	1.890		110	145	
2nd grade general (2)	1.089	1.240		62	110	
2nd grade technical (3)	538	399		28	5	
2nd grade professional (4)	315	249		36	40	
GRAND TOTAL	6.651	6.307		551	577	1.128

Youth survey participants were recruited the day of in-school survey administration. There were always 1-2 survey staff members in the classroom to present the survey and explain the purpose of the project. They also answered the questions students had, for example if anything was not clear.

The team of Research Plus staff members for the school survey consisted of 5 persons. This number was kept small because of the specific nature of the school survey and had the additional advantage that they gained experience in answering the questions from the students as it were often the same questions that came back. Most of the time, there was also a teacher (passively) present in the class room.

3.3. Adult Survey - Interviews

Adult respondents were conducted in their home, in a face-to-face computer-assisted personal interview (CAPI), in which an interviewer asked the interview questions and record participants' responses on an electronic device (tablet). The tablets were provided and programmed by Research Plus.

The advantage of the CAPI-system is the possibility to build a certain amount of interactivity (the questionnaire can be created in such a way that the programme reacts to mistakes, incomplete answers, ...). Eventually, an extra stage of data-input is no longer necessary.

Advantages of the CAPI:

- computer assisted: complex questionnaires can be handled easily
 - avoiding any human errors like omission or misinterpretation of filter questions
 - interviewers can concentrate on the conversation, rather than on the structure of the questionnaire: it's impossible to put the questions in a wrong order
 - full rotation in questionnaires, questions and answering possibilities
 - self-administered method when dealing with delicate subjects
- permanent control on interviewers
 - registration of interview length
 - control on non-response
 - control on fieldwork progress
- speed
 - direct data registration --> quick and efficient data processing
 - delivery of results shortly after end fieldwork

Before starting fieldwork, there have been 2 briefings: one in Leuven and one in Hasselt. All interviewers participated in the briefings. The interviewers received the material (tablet, starting points, introduction letters, identification, incentives), they were explained the purpose of the survey, the routing, the selection of the respondents, the questionnaire and the particular points of interest of this survey. Immediately after the briefing, the interviewers carried out 3 test interviews. Only interviewers who received a positive evaluation were allowed to continue to work on the project. Strict adherence to procedures

for protecting participants' privacy and maintaining confidentiality of the data were stressed in the project training. All professional interviewers are up to date on human subject training.

Following the GDPR law on the Protection of the Privacy of Individuals, each respondent has been informed before starting the interview that they were free to participate, that they had the right not to answer questions and that they could stop the interview at any moment. They were also informed before the interview that the information obtained would be treated confidentially.

After greeting the potential respondent and giving a very brief introduction to the survey, the interviewer provided the respondent with the letter signed by the steering committee partners that explains the project. Any adult agreeing to take part in the study was invited to read the informed consent document directly on the device. There were no problems regarding literacy issues. The interviewer invited the potential participant to ask any questions he/she had about the study and the survey and provided additional information and clarifications when asked. For participants agreeing to take the survey, informed consent was obtained directly on the device. Those who wished to take the survey needed to tick the box indicating agreement before the interviewer could start the interview.

A sub-set of sensitive questions that relate to illegal behaviors (e.g., driving under the influence, forcing sex, etc.) were administered via CASI, the respondent reads the questions and inputs his/her responses directly into the electronic device. In addition to taking the survey, adult participants were asked for personal information: name, address and telephone number, that has been used only for purposes of (quality) control of the work of the interviewers. The interviewers work under on-going supervision, by means of the supervision model of the software (Askia software). The personal information of the respondents will be destroyed after reporting and vetting of the results.

A staff of 23 professional interviewers has been working on the project, 11 in Hasselt and 12 in Leuven:

	Interviewer	Gender	Age	Years of experience
Leuven	200105	F	54	17
	300100	F	42	21
	300101	F	22	4
	300102	M	21	2
	300103	M	21	2
	300104	M	55	20
	400113	F	32	6
	400114	F	28	5
	400115	F	57	9
	400116	F	61	36
	400117	F	62	8
	400118	F	51	14
Hasselt	300105	F	19	1
	300106	F	53	16
	400120	M	69	12
	400121	F	51	8
	400122	M	62	11
	400123	F	34	5
	400124	F	46	7
	400125	F	55	22
	400126	F	29	4
	400127	F	34	2
	400128	F	40	17

Apart from registering the answers of the respondents during the interview, each interviewer had to indicate the result of each contact made in the Askia software on the tablet. This gives the following results for both cities:

	Interviewer	Assigned sampling points	Complete interview	Partial interview	Household level refusal	Known respondent refusal	Break-off	1st contact no one home	2nd contact no one home	Other	Unknown if household/occupied	Unknown other	Total contacts
			I - 1.1	P - 1.2	R - 2.10	R - 2.10	R - 2.10	NC - 2.2	NC - 2.2	O - 2.30	UH - 3.10	UO - 3.20-3.30-3.40-3.90	
Leuven	200105	12	60	2	301	89	4	218	87	2	2	3	768
	300100	8	40	1	265	56	2	193	51	1	0	4	613
	300101	5	25	0	189	31	1	89	38	1	0	1	375
	300102	10	50	3	320	28	2	332	107	0	1	2	845
	300103	6	30	1	215	14	0	154	62	2	3	2	483
	300104	6	30	0	193	62	2	180	49	3	0	3	522
	400113	11	55	0	179	54	3	237	86	1	0	1	616
	400114	12	60	2	325	37	1	105	29	0	2	2	563
	400115	12	60	0	251	85	1	263	114	0	1	2	777
	400116	13	65	1	378	78	0	124	33	1	0	3	683
	400117	12	60	1	349	44	0	172	62	2	0	2	692
	400118	13	65	0	418	39	1	318	104	4	0	1	950
Total		120	600	11	3.383	617	17	2.385	822	17	9	26	7.887
Hasselt	300105	8	40	0	293	73	2	109	51	0	1	2	571
	300106	12	60	0	367	59	3	271	115	1	0	3	879
	400120	10	50	1	309	42	1	148	62	1	1	1	616
	400121	7	35	2	254	64	1	98	39	2	1	2	498
	400122	12	60	0	435	69	2	223	76	0	0	2	867
	400123	11	55	0	278	76	1	185	81	3	0	3	682
	400124	12	60	1	352	41	5	156	70	1	0	4	690
	400125	13	65	0	408	93	3	230	105	2	0	2	908
	400126	12	60	0	346	55	2	294	130	1	2	3	893
	400127	13	65	1	481	70	1	175	66	0	0	4	863
	400128	10	50	1	263	26	4	136	49	2	0	4	535
Total		120	600	6	3.786	668	25	2.025	844	13	5	30	8.002
GRAND TOTAL		240	1.200	17	7.169	1.285	42	4.410	1.666	30	14	56	15.889

Based on the numbers above, response rates, cooperation rates, refusal rates and contact rates have been calculated:

	Response rate RR1	Cooperation rate COOP1	Refusal Rate REF1	Contact Rate CON1
Leuven	7,61	12,92	50,93	58,89
Hasselt	7,50	11,77	55,97	63,71
TOTAL	7,55	12,32	53,47	61,32

The above numbers are calculated following the AAPOR guidelines.

Interviews have been conducted at the home of the respondent between 3rd April and 12th May 2018, on weekdays between 9 am and 8 pm and on Saturdays between 10 am and 4 pm. The average interview duration was 36,29 minutes, with a minimum of 25,63 and a maximum of 57,91 minutes.

The CAPI questionnaire was downloaded onto the device and thus the interview was conducted off-line, with data residing on the device during the day while interviewers are in the field. Research Plus uses Askia software for data collection, which makes it impossible for the interviewer to reopen an interview once it has been completed. It is also not possible to go back in the questionnaire during the interview. Each interviewer had to connect to the data server every night via a secure internet connection (not Wi-Fi), to upload the interviews completed during the day.

Face-to-face interviewers have been controlled after delivery of their interviews using both call backs to respondents as well as information generated by the Askia system. The software makes it possible to hide sensitive survey information in Askiafield Supervisor during data control by anonymizing the data. Anonymized data are hidden in the Supervisor Module with the words “anonymized question” appearing in the data field. Data can be anonymized on a question by question basis. As such, supervisors/controllers could not see the sensitive information given by the respondent, but only the information necessary to control the interviews (i.e., answers to “neutral” or “non-sensitive items”).

A minimum of 10% of the interviews of each interviewer has been controlled and validated: did the interviewer actually do the interview, how long did it take, did the respondent receive the incentive and did everything go well? Additionally, some control questions (questions from the questionnaire) have been re-asked. Because of the sensitive nature of some of the questions, these were ‘neutral’ questions. The controls started immediately after receiving the first interviews and were made by phone. This allowed for corrections to be made, to re-brief the interviewer if necessary. Some of the interviewers have been re-briefed on the selection method and avoiding ‘don’t know/refusal’ for some questions.

The identifiable information collected for controlling interviews will not be used for any other purposes, will never be communicated to HBSA or any other third party, and will be destroyed 3 months after the survey has been closed.

The survey answers and personally identifiable information (PII) are protected in several ways. The tablets and laptops are protected with passwords. Additionally, once the interview has been completed and the interviewer is in the field, the data reside on the device in an encrypted file (containing both survey answers and PII) that cannot be accessed by anyone (e.g., respondent, interviewer) after the interview is complete. While in the field, interviewers cannot leave the devices unattended at any moment during the day. At the end of the day when back at the office, the interviewer connects to the server via a secure Internet connection (not Wi-Fi) to upload the interviews and PII, at which point they are separated and stored in different protected project files stored in different locations on the secure server, linked only by the unique ID number assigned to both files. Data are stored on a dedicated server, protected by firewalls and passwords. Only 2 people can access these data, with supervisors/controllers only given the information necessary for fieldwork controls. Anonymization is also a safeguard that involves the deletion or modification of personal identifiers to render data into a form that does not identify individuals. Anonymization is also used to hide answers to questions that are sensitive so that the data field simply displays the words “anonymized question” rather than the respondent’s answer. No information that can identify a respondent will be given to the client or other third parties.

3.4. Youth Surveys - Interviews

Contacts with the schools to ask them for their participation have been done by phone and by mail. Information about the survey has been sent to the school directors in Leuven and Hasselt, some of them asked for more information, mostly practical information about the organization of the interviews. Most directors consulted the teachers, the student counsel and the parent counsel before giving their consent. Each school also received a letter for the parents about the survey, explaining the purpose of the survey and containing a telephone number and email address the parents could use in case of questions. Research Plus has received one phone call from a parent in Hasselt to ask for more information, Indiville received no calls or questions.

For the youth data collection, students from the first and second grade in selected classrooms were invited to take part in a computer-assisted self-interview (CASI) administered on a laptop or tablet with no interviewer mediation. Those who did not wish to participate in the survey, were asked to work on their school tasks, but in all of the classes, all of the students participated.

The CASI began with the first screens presenting the assent information for youth to review. Every respondent needed to tick the box indicating agreement before they will be brought into the survey questions. Students then read the survey questions and entered their responses directly in the electronic device (tablet). Unlike the adult survey, no personal information was collected from youth respondents. The youth interview took less time than the adult CAPI as youth were not asked several of the item sets in the adult survey and those not drinking alcohol, also received less questions.

The school interviews took place between March 26th and May 12th.

School type	Type of education	Number of classes	Number of interviews
Leuven			
Denominational	General	4	86
Official	Professional	5	59
Official	General	3	37
Denominational	Professional	5	57
Denominational	General	4	76
Denominational	Technical	4	46
Denominational	General	5	104
Official	Technical	6	69
Total		36	534
Hasselt			
Official	Technical + Professional	4	75
Official	Technical + Professional	4	37
Denominational	Technical + Professional	9	70
Denominational	General	6	122
Official	Professional	3	27
Official	General	3	26
Denominational	General	4	89
Official	Technical	4	52
Denominational	General	4	103
Total		41	601
GRAND TOTAL		77	1135

The average interview length was 25,61 minutes, with a minimum length of 17,24 minutes and a maximum length of 34,08 minutes.

With the new European GDPR regulation (effective as of 28th May 2018), respondents aged 16 and older can decide for themselves whether or not they will participate. Under age 15, the consent of the parent is requested, with a presence of the parent for young children (11 and younger).

In Belgium, when surveys/interviews are conducted with young children - age12-15 - ICC/Esomar International Code on Market, Opinion and Social Research and Data Analytics states that when a survey is conducted in a “protected environment”, i.e., a location such as a school or leisure center where some person in authority has overall responsibility for the protection of the child, permission of the relevant adult overseeing that location (such as the school director) must be obtained before conducting any interviews. Apart from the approval of the schools, no other clearances are necessary, including parental consent.

Re-contacting the students for quality control was not necessary, as a Research Plus supervisor was present in all of the schools to control the correct course of the survey. As noted above, each student had the choice to accept or refuse to participate and had the option to skip any of the questions he/she did not wish to answer.

Data protection for the school interviews is the same as for adult interviews. Students were not able to go back in the interview and once the interview was completed, it could not be accessed anymore. After completion, the tablets were collected by the interviewer and taken immediately to the office, where the data were transferred to the server via a secure internet connection.

4. PROCEDURES

Procedures followed for monitoring staff compliance with the IRB-approved protocol:

- Ongoing supervision of interviewers—the Supervisor Module in the Askia software was used to ensure compliance with the protocol, quality of data, etc. This applies to both CAPI and CASI interviews. Interviewers had to upload the interviews at the end of each day. The supervisor module allows supervisors to run reports on the number of completes, the quota, the length of the interview, and so forth.
- Quality control checks on interviewers—After delivery of the face-to-face interviews (i.e., CAPIs), a minimum of 10% was checked/controlled by re-contacting the respondents by phone to see if procedures were followed (see above). Every interviewer was controlled during fieldwork. They are contacted by one of the supervisors twice a week to see how everything was going, if there were any issues, questions that were difficult to understand for the respondents.
- Ongoing reporting on interviewer performance (see above).
- Quality control of interviews—The computer system allows for various checks for deviations. Each survey has been controlled with regard to completeness, interview length, and quota. The early warning system focuses attention immediately on results that were not in line with the averages obtained and the interviewer(s) concerned were re-trained without delay. The computer system also controls constantly for quotas (i.e., are enough interviews being obtained in each municipality, age category, gender, etc.).

5. SAMPLE WEIGHTING

The following weighting has been applied in this survey:

5.1. Basic principle

After cleaning and before exploiting the results it is necessary to compare the structure of the sample with the reference universe. Should these two differ from one another, a representative reweighting needs to take place in order to be able to give any inductive decisions on the population that was interviewed.

If the sample is a perfect representation of the reference universe, the weighting factor which is attributed to each individual equals 1. If, on the other hand, the sample is under- or overrepresented with regards to a specific criterion, the weighting factor of the respondents will be higher and lower than 1 respectively.

5.2. Representative weighting

The weighting criteria are based on the most recently published figures of Statbel for the adult survey (<https://statbel.fgov.be/en/open-data/population-place-residence-nationality-marital-status-age-and-sex-0>) and on the numbers published by the Flemish Department of Education for the youth survey (<https://onderwijs.vlaanderen.be/nl/onderwijsstatistieken>).

By means of an iterative procedure, the weighting procedure attributes to every person who was interviewed a weighting factor.

For the adult survey, the weighting is done for city*age-group*gender; for the school survey it is done for city*grade-type*gender.