

Alberta Survey of Knowledge, Attitudes, and Beliefs (1)

The purpose of this survey was to better understand the knowledge, attitudes and beliefs of the Alberta public concerning policies and programs that address cancer incidence. Questions broadly assessed level of support for a range of policy interventions addressing health eating, active living, tobacco use and alcohol misuse, including:

- fiscal measures (taxes, subsidies),
- legislation (laws and enforcement of mandatory policies),
- restricting marketing and advertising of unhealthy products
- access to healthy foods, alcohol, tobacco products, and physical activity opportunities

The Alberta Survey was designed to collect this information from a minimum of 1200 participants, with a minimum of 400 respondents from each of: Edmonton, Calgary and the remainder of the province (Other Alberta). An equal number of males and females in each of the locations was also required. The target population for the survey was all persons 18 years of age and older who live in a dwelling that could be contacted via direct dialling at the time of the survey. The data collection occurred between May 27 and July 26, 2010. Out of 5667 contacts made, 1203 interviews were completed (response rate of 21.2%). *Table 1* provides a detailed breakdown of respondents.

Table 1: Number of Respondents by Gender and Location

Gender of Respondent	Location			
	Edmonton	Calgary	Other Alberta	All Alberta
Male	200	199	199	598
Female	201	201	203	605
Total Sample	401	400	402	1203
Contacts Made	1772	2146	1749	5667
Response Rate	22.6%	18.6%	23.0%	21.2%

Currently, we are completing descriptive analyses of findings. As these and future findings are published, results will be linked here.

1. Population Research Laboratory; University of Alberta. The 2010 Alberta Survey: Methodology Report. Edmonton (Canada): University of Alberta; 2010.