

## Alberta Health Link 811

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### Alberta Public Opinion Study – February 2019

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## Methodology

**Population:** The province of Alberta has a total population of 4,334,025 residents (Statistics Canada, 2018) approximately 78% of which are 18 years of age or older for an adult population of 3,380,540.

**Sample:** Data were collected by Lethbridge College students in the winter of 2019. Students interviewed 1,055 adult Alberta residents by telephone from February 2 to 5, 2019 under the supervision of principal investigator Dr. Faron Ellis, Research Chair, Citizen Society Research Lab. Landline, hybrid and mobile telephone numbers were selected from a sample drawn from InfoGroup directories and supplemented by CSRL lists. We sincerely thank all participants who took time out of their day to respond to our inquiries. Further results from this study and results from past studies can be accessed by visiting the CSRL web pages at: [www.lethbridgecollege.ca](http://www.lethbridgecollege.ca)

**Representativeness:** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the province of Alberta. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, area of province and age).

**Confidence:** The weighted sample yields a margin of error  $\pm 3.0$  percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data (Calgary  $\pm 5.6$  percentage points, Edmonton and immediate area  $\pm 5.8$  percentage points, North  $\pm 6.3$  percentage points, South  $\pm 6.3$  percentage points 19 times out of 20).

**IB Commons Call Centre:** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre. We thank members of Lethbridge College's ITS and AV teams for their support in helping maintain the IB Commons Call Center.

**Sponsorship:** These data are part of a larger study of the opinions and attitudes of Alberta residents conducted by the Citizen Society Research Lab at Lethbridge College. These questions were derived from student and faculty interest in the topics.

## Awareness and use of Alberta Health Link 811

A clear majority of Alberta residents (59.6%) have heard of Alberta Health Services' Alberta Health Link 811 number services. However, only approximately one-fifth of Albertans (20.8%) used the 811 service in the past twelve months.

Alberta Health Link 811 (%)

	Aware of 811 number	Used 811 number in past 12 months
Yes	59.6	20.8
No	40.4	79.2

### Awareness

- Women (68.8%) are more likely than are men (51.5%) to be aware of the Alberta Health Link 811 number.
- Middle-income (64.6%) and upper-income (62.2%) are more likely to have heard of the 811 service than are lower-income Albertans (50.6%).
- Awareness of the 811 number increases as education increases. Only about half of Albertans with formal education of high school or less (49.7%) are aware of the 811 number while more than two-thirds of those with a university degree (67.0%) are aware.
- Age does not have a significant impact on awareness, although it is worth noting that less than half of the youth (46.4%) are aware of the 811 Health Link service while slightly less than two-thirds of other age groups reported being aware of the service.
- Area of the province and provincial and federal partisanship have no significant impact on awareness.

### Use in past 12 months

- Women (24.1%) were slightly more likely than were men (18.0%) to have used the Alberta Health Link 811 number in the past twelve months.
- Middle-income (26.2%) and upper-income (23.3%) were more likely to have used the 811 service than were lower-income Albertans (14.9%).
- Use of the 811 number increases as education increases. Albertans with formal education of high school or less (12.0%) were least likely to use 811 service while more than one-quarter of those with a university degree (26.4%) made use of 811 services in the past year.
- Age does not have a significant impact on use, although it is worth noting that those aged 30 to 44 years (30.7%) were considerably more likely to have used the 811 service in the past year than were all other age groups.
- Area of the province and provincial and federal partisanship have no significant impact on awareness.

# Alberta Health Link 811 number awareness by demographic group (2019) (%)

Gender*	Men	Women	All Alberta
Yes	51.5	68.8	59.6
No	48.5	31.2	40.4

Area of Province	Calgary	Edmonton	North	South
Yes	59.9	59.2	58.8	60.6
No	40.1	40.8	41.3	39.4

Household Income*	Under \$60,000	\$60,001 to \$120,000	Over \$120,000
Yes	50.6	64.6	62.2
No	49.4	35.4	37.8

Church Attendance	2-3 per week	Several per year	Rarely-Never
Yes	60.1	60.7	57.6
No	39.9	39.3	42.4

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Yes	49.7	54.8	61.6	67.0
No	50.3	45.2	38.4	33.0

Age	18-29	30-44	45-64	65 and older
Yes	46.4	65.4	63.4	63.0
No	53.6	34.6	36.6	37.0

Provincial Vote	NDP	UCP	Liberal	Alberta Party	FCP	Undecided
Yes	61.0	62.1	48.9	50.8	50.0	60.8
No	39.0	37.9	51.1	49.2	50.0	39.2

Federal Vote	Conservative	Liberal	NDP	Green	PPC	Undecided
Yes	61.0	61.6	48.1	82.4	50.0	58.6
No	39.0	38.4	51.9	17.6	50.0	41.4

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

Used Alberta Health Link 811 number in past 12 months by demographic group (2019) (%)

Gender*	Men	Women	All Alberta
Yes	18.0	24.1	20.8
No	82.0	75.9	79.2

Area of Province	Calgary	Edmonton	North	South
Yes	22.4	23.1	16.4	20.3
No	77.6	76.9	83.6	79.7

Household Income*	Under \$60,000	\$60,001 to \$120,000	Over \$120,000
Yes	14.9	26.2	23.3
No	85.1	73.8	76.7

Church Attendance*	2-3 per week	Several per year	Rarely-Never
Yes	24.8	19.6	17.0
No	75.2	80.4	83.0

Education*	High School or less	Some Post-secondary	College-Tech-Trade	University Grad
Yes	12.0	14.7	24.8	26.4
No	88.0	85.3	75.2	73.6

Age	18-29	30-44	45-64	65 and older
Yes	17.1	30.7	18.2	18.9
No	82.9	69.3	81.8	81.1

Provincial Vote	NDP	UCP	Liberal	Alberta Party	FCP	Undecided
Yes	20.2	16.3	34.1	34.4	16.7	21.2
No	79.8	83.7	65.9	65.6	83.3	78.8

Federal Vote	Conservative	Liberal	NDP	Green	PPC	Undecided
Yes	21.6	27.4	13.6	50.0	33.3	16.5
No	78.4	72.6	86.4	50.0	66.7	83.5

Notes: Due to rounding, proportions may not total exactly 100%; \* sig < 0.05

## Demographics (%)

Area of Province		Gender		Income		Education		Age	
Calgary	28.5	Male	50.0	Under \$60,000	39.0	H-School/less	19.0	18-29	23.7
Edmonton	26.5	Female	48.8	\$60-\$120,000	39.5	Some P-Sec.	20.7	30-44	21.4
North	22.6	Other	1.2	Over \$120,000	21.5	Col-Tech-Grad	29.2	45-64	29.7
South	22.4					University Grad	31.1	65 or older	25.1

Mean age = 48.6 years old

### Religious Participation

2-3/month-more	30.9
Several/year	22.8
Rarely-never	46.4

## Questions

Thinking for a moment about some issues in Alberta healthcare, the Alberta Health Link 811 number is a telephone service providing free 24/7 nurse advice and general health information for Albertans. Before today, were you aware of the AHS 811 number?

- Yes
- No
- don't know (unprompted)
- refused (unprompted)

Have you used the Alberta Health Services 811 number in the past 12 months?

- Yes
- No
- don't know (unprompted)
- refused (unprompted)