

Albertans & Indoor Tanning

One Quarter (27%) of Young Albertans Have Used An Indoor Tanning Bed In The Past 12 Months

Public Release Date: Tuesday, March 5 2013, 3:00 PM MST



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos

Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit:
<http://www.ipsos-na.com/news/>*

© Ipsos Reid

*Washington λ New York λ Chicago λ Minneapolis λ Seattle λ San Francisco
Vancouver λ Edmonton λ Calgary λ Winnipeg λ Toronto λ Ottawa λ Montreal*

Albertans & Indoor Tanning

One Quarter (27%) of Young Albertans Have Used An Indoor Tanning Bed In The Past 12 Months

Calgary, AB – In a study fielded by Ipsos Reid on behalf of Alberta Health Services (AHS), one quarter (27%) of young Albertans age 18 to 24 report using indoor tanning at least once in the past 12 months. On a gender basis, 28% of men and 26% of women in the 18 to 24 age category say they have used indoor tanning at least once in the past year.

Lifetime usage of indoor tanning was also gauged by the study. In the 18 to 24 age category, half (51%) of Alberta women and 30% of Alberta men say they have used indoor tanning defined as a tanning bed, booth or home tanning light or bed in their life.

These are the findings of an Ipsos Reid poll conducted between December 3, 2012 and January 14, 2013 on behalf of Alberta Health Services (AHS). For this survey, a sample of 2,280 adult Albertans drawn from the Ipsos iSay Canadian Panel was interviewed online. Weighting was employed to balance demographics according to Census data and ensure that the sample composition is representative of the general Alberta population based on age, gender, and region. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 2.1

percentage points 19 times out of 20 of what the results would have been had the entire population of adults on Alberta been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

***Tim Moro
Senior Vice President
Ipsos Reid
403-237-0066***

***For full tabular results, please visit our website at www.ipsos.ca. News
Releases are available at: <http://www.ipsos-na.com/news/>***