

ABSTRACT

Alcohol has a major impact on the social and economic landscape of Canada; however, little research exists on Canadians' knowledge levels or beliefs about alcohol. This study's purpose was to examine how knowledge and beliefs about alcohol affects consumption patterns of Acadia University students and Wolfville residents. Students (n=29) and residents (n=20) completed surveys about their alcohol knowledge, beliefs and practices. Data was analyzed using descriptive statistics and regression analysis. Results showed a gap between an individual's perceived and actual knowledge and between an individual's actual knowledge and beliefs. In addition, it appeared that knowledge did not impact the behaviors of either group. Further research should be conducted to see if these results generalize to other geographical settings.