

Public Consultation Survey Summary

Insight Edmonton Community:

Question1:

Of these four example locations, please select all those locations you feel are appropriate for more than one liquor store to be located across the street from one another.

| | Total | Percentage |
|-------------------------------------------------------------------|-------|------------|
| Total | 1295 | 100% |
| Big box shopping areas in a suburban setting eg. Windermere | 968 | 75% |
| Big box shopping areas in an inner city setting eg. Oliver Square | 806 | 62% |
| Downtown commercial setting eg. 104 St & 102 Ave | 503 | 39% |
| Commercial corridor setting eg. 97 St & 107 Ave | 425 | 33% |
| None of these - Where should liquor stores be located? | 234 | 18% |

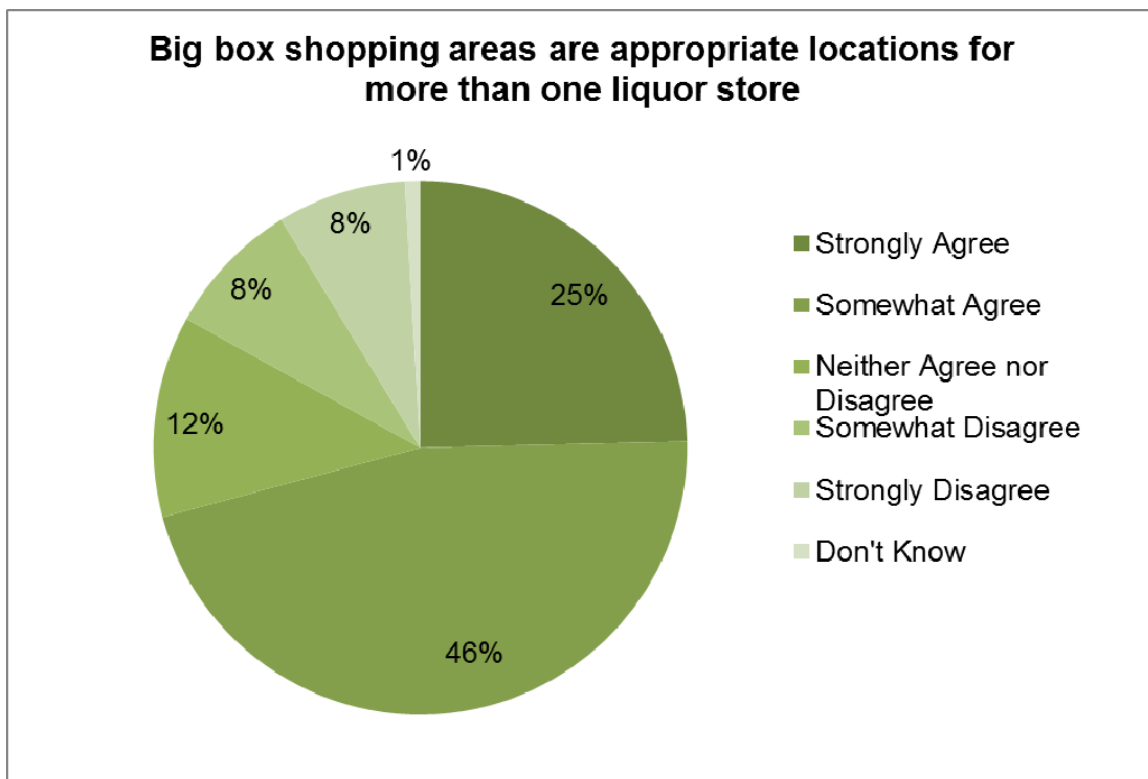
Note: Respondents provided the opportunity to select multiple answers



Question2:

Please rate your level of agreement with the following statement: Big box shopping areas are appropriate locations for more than one liquor store.

| | Total | Percentage |
|----------------------------|-------|------------|
| Total | 1295 | 100% |
| Strongly Agree | 319 | 25% |
| Somewhat Agree | 598 | 46% |
| Neither Agree nor Disagree | 158 | 12% |
| Somewhat Disagree | 107 | 8% |
| Strongly Disagree | 101 | 8% |
| Don't Know | 12 | 1% |



Question 3:

When was the last time you purchased alcohol from a liquor store?

| | Total | Percentage |
|----------------------------------|-------|------------|
| Total | 1295 | 100% |
| Within the past month | 887 | 68% |
| Within the past 6 months | 193 | 15% |
| Within the past year | 96 | 7% |
| Never, I do not purchase alcohol | 119 | 9% |

Question 4:

The current Zoning Bylaw requires a 500 m separation distance (equivalent of 2.5 downtown city blocks) between liquor stores. Please rate your level of satisfaction with the current Zoning Bylaw requirements. Reference: Zoning Bylaw 12800 - see Section 85 - Major and Minor Alcohol Sales

| | Total | Percentage |
|------------------------------------|-------|------------|
| Total | 1295 | 100% |
| Very Satisfied | 311 | 24% |
| Somewhat Satisfied | 302 | 23% |
| Neither Satisfied nor Dissatisfied | 430 | 33% |
| Somewhat Dissatisfied | 130 | 10% |
| Very Dissatisfied | 87 | 7% |
| Don't Know | 35 | 3% |

Question 5:

If the required 500 m (2.5 downtown city blocks) separation distance between liquor stores is removed in and around big box shopping areas, what outcomes do you think could arise?

| | Total | Percentage |
|-----------------------------------------------------------------------------|-------|------------|
| Total | 1295 | 100% |
| More competitive pricing of liquor products | 849 | 66% |
| Greater variety of liquor products available | 672 | 52% |
| More convenient locations available | 633 | 49% |
| Increased traffic | 366 | 28% |
| More alcohol related problems (alcoholism, dependency, public intoxication) | 319 | 25% |
| Negative influence for children/teens | 268 | 21% |
| Reduced parking availability at shopping locations | 257 | 20% |
| More neighbourhood crime (residential or business) | 233 | 18% |
| Decreased property values | 221 | 17% |
| Other: | 105 | 8% |
| None of these (No impact) | 72 | 6% |
| Increased property values | 23 | 2% |

Note: Respondents provided the opportunity to select multiple answers

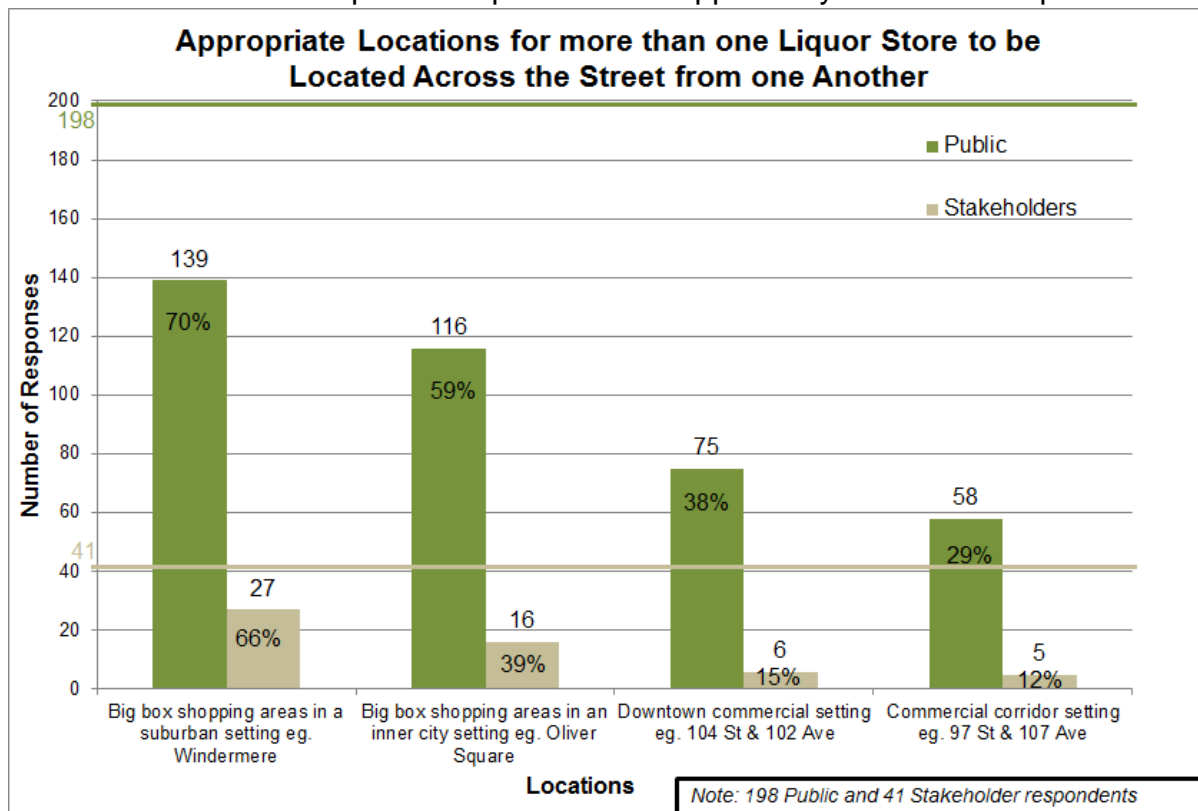
Public Online Survey & Stakeholders Survey:

Question 1:

Of these four example locations, please select all those locations you feel are appropriate for more than 1 liquor store to be located across the street from one another.

| | Public and Stakeholders | | Public | | Stakeholders | |
|-------------------------------------------------------------------|-------------------------|------------|--------|------------|--------------|------------|
| | Total | Percentage | Total | Percentage | Total | Percentage |
| Total | 239 | 100% | 198 | 100% | 41 | 100% |
| Big box shopping areas in a suburban setting eg. Windermere | 166 | 69% | 139 | 70% | 27 | 66% |
| Big box shopping areas in an inner city setting eg. Oliver Square | 132 | 55% | 116 | 59% | 16 | 39% |
| Downtown commercial setting eg. 104 St & 102 Ave | 81 | 34% | 75 | 38% | 6 | 15% |
| Commercial corridor setting eg. 97 St & 107 Ave | 63 | 26% | 58 | 29% | 5 | 12% |

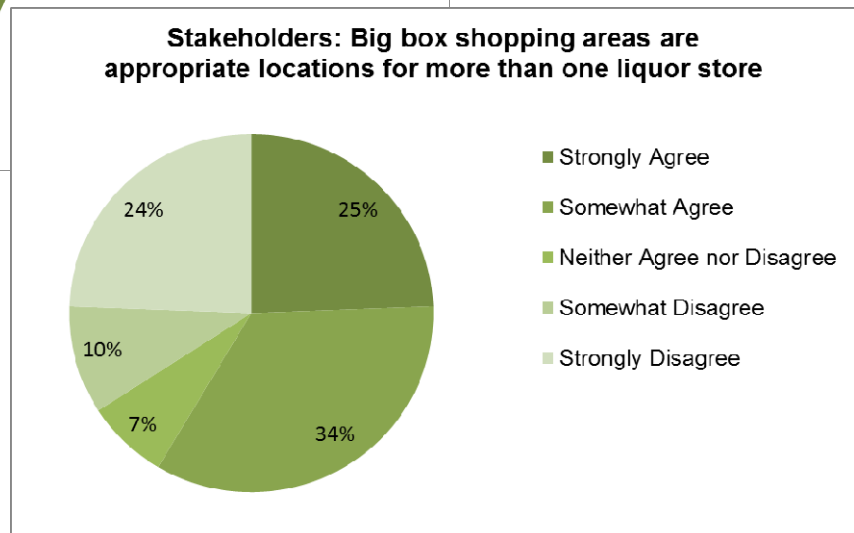
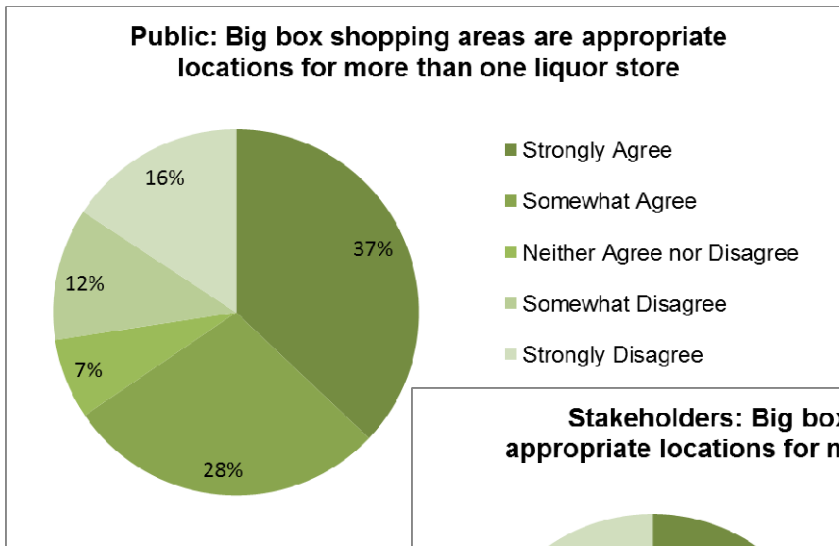
Note: Respondents provided the opportunity to select multiple answers



Question 2:

Please rate your level of agreement with the following statement: Big box shopping areas are appropriate locations for more than one liquor store.

| | Public and Stakeholders | | Public | | Stakeholders | |
|----------------------------|-------------------------|------------|--------|------------|--------------|------------|
| | Total | Percentage | Total | Percentage | Total | Percentage |
| Total | 239 | 100% | 198 | 100% | 41 | 100% |
| Strongly Agree | 83 | 35% | 73 | 37% | 10 | 24% |
| Somewhat Agree | 70 | 29% | 56 | 28% | 14 | 34% |
| Neither Agree nor Disagree | 17 | 7% | 14 | 7% | 3 | 7% |
| Somewhat Disagree | 27 | 11% | 23 | 12% | 4 | 10% |
| Strongly Disagree | 41 | 17% | 31 | 16% | 10 | 24% |
| Don't Know | 1 | 0% | 1 | 0% | 0 | 0% |



Question 3:

Please rate your level of agreement with the following statement: The currently required 500 m separation distance between alcohol sales establishments creates an unfair condition in the marketplace.

| | Public and Stakeholders | | Public | | Stakeholders | |
|----------------------------|-------------------------|------------|--------|------------|--------------|------------|
| | Total | Percentage | Total | Percentage | Total | Percentage |
| Total | 239 | 100% | 198 | 100% | 41 | 100% |
| Strongly Agree | 52 | 22% | 46 | 23% | 6 | 15% |
| Somewhat Agree | 41 | 17% | 37 | 19% | 4 | 10% |
| Neither Agree nor Disagree | 23 | 10% | 19 | 10% | 4 | 10% |
| Somewhat Disagree | 37 | 15% | 33 | 17% | 4 | 10% |
| Strongly Disagree | 77 | 32% | 54 | 27% | 23 | 56% |
| Don't Know | 9 | 4% | 9 | 5% | 0 | 0% |

Question 4:

Please rate your level of agreement with the following statement: Edmonton's suburban liquor store marketplace can handle the operation of additional liquor stores.

| | Public and Stakeholders | | Public | | Stakeholders | |
|----------------------------|-------------------------|------------|--------|------------|--------------|------------|
| | Total | Percentage | Total | Percentage | Total | Percentage |
| Total | 239 | 100% | 198 | 100% | 41 | 100% |
| Strongly Agree | 53 | 22% | 47 | 24% | 6 | 15% |
| Somewhat Agree | 57 | 24% | 52 | 26% | 5 | 12% |
| Neither Agree nor Disagree | 37 | 15% | 29 | 15% | 8 | 20% |
| Somewhat Disagree | 31 | 13% | 23 | 12% | 8 | 20% |
| Strongly Disagree | 43 | 18% | 34 | 17% | 9 | 22% |
| Don't Know | 18 | 8% | 13 | 7% | 5 | 12% |

Question 5:

Level of satisfaction with the current 500 m separation distance between liquor stores

| | Public and Stakeholders | | Public | | Stakeholders | |
|------------------------------------|-------------------------|------------|--------|------------|--------------|------------|
| | Total | Percentage | Total | Percentage | Total | Percentage |
| Total | 239 | 100% | 198 | 100% | 41 | 100% |
| Very Satisfied | 66 | 28% | 51 | 26% | 15 | 37% |
| Somewhat Satisfied | 39 | 16% | 30 | 15% | 9 | 22% |
| Neither Satisfied nor Dissatisfied | 47 | 20% | 43 | 22% | 4 | 10% |
| Somewhat Dissatisfied | 43 | 18% | 35 | 18% | 8 | 20% |
| Very Dissatisfied | 43 | 18% | 38 | 19% | 5 | 12% |
| Don't Know | 1 | 0% | 1 | 1% | 0 | 0% |

Question 6:

Please indicate what you think of the required 500 m (2.5 downtown city blocks) separation distance between liquor stores by choosing one statement to identify the statement that most closely matches your opinion

| | Public and Stakeholders | | Public | | Stakeholders | |
|-------------------------------------------------------------|-------------------------|------------|--------|------------|--------------|------------|
| | Total | Percentage | Total | Percentage | Total | Percentage |
| Total | 239 | 100% | 198 | 100% | 41 | 100% |
| Too stringent – lesser separation distance is acceptable | 85 | 36% | 71 | 36% | 7 | 17% |
| Achieves a good balance | 91 | 38% | 68 | 34% | 18 | 44% |
| Not stringent enough - greater separation distance required | 63 | 26% | 44 | 22% | 11 | 27% |

Question 7:

If the required 500 m (2.5 downtown city blocks) separation distance between liquor stores is removed in and around big box shopping areas, what outcomes do you think could arise?

| | Public and Stakeholders | | Public | | Stakeholders | |
|-----------------------------------------------------------------------------|-------------------------|------------|--------|------------|--------------|------------|
| | Total | Percentage | Total | Percentage | Total | Percentage |
| Total | 239 | 100% | 198 | 100% | 41 | 100% |
| More competitive pricing of liquor products | 146 | 61% | 125 | 63% | 21 | 51% |
| More alcohol related problems (alcoholism, dependency, public intoxication) | 78 | 33% | 63 | 32% | 15 | 37% |
| More convenient locations available | 115 | 48% | 98 | 49% | 17 | 41% |
| More neighbourhood crime (residential or business) | 72 | 30% | 57 | 29% | 15 | 37% |
| Increased property values | 11 | 5% | 11 | 6% | 0 | 0% |
| Decreased property values | 55 | 23% | 40 | 20% | 15 | 37% |
| Increased traffic | 70 | 29% | 55 | 28% | 15 | 37% |
| Greater variety of liquor products available | 124 | 52% | 111 | 56% | 13 | 32% |
| Reduced parking availability at shopping locations | 56 | 23% | 48 | 24% | 8 | 20% |
| Negative influence for children/teens | 80 | 33% | 59 | 30% | 21 | 51% |
| None of these (No impact) | 14 | 6% | 11 | 6% | 3 | 7% |
| Other: | 23 | 10% | 17 | 9% | 6 | 15% |

Note: Respondents provided the opportunity to select multiple answers