

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%

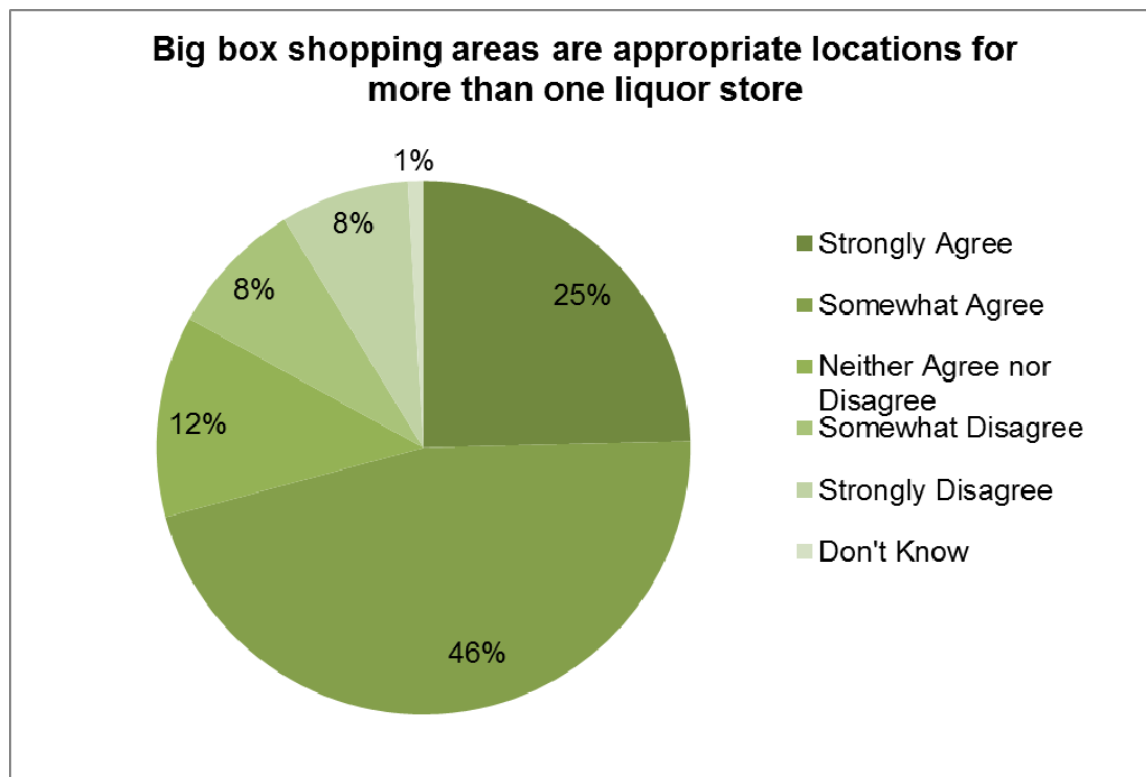
Note: Respondents provided the opportunity to select multiple answers



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%

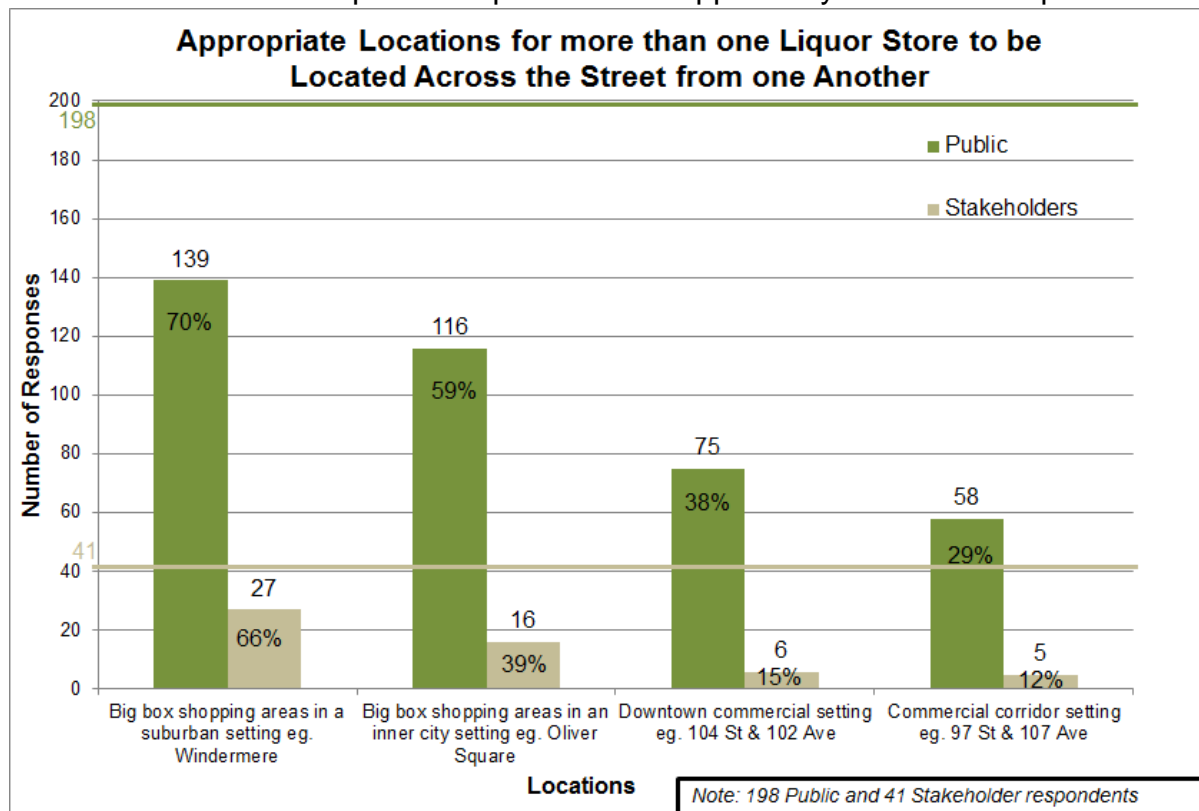
Note: Respondents provided the opportunity to select multiple answers

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%

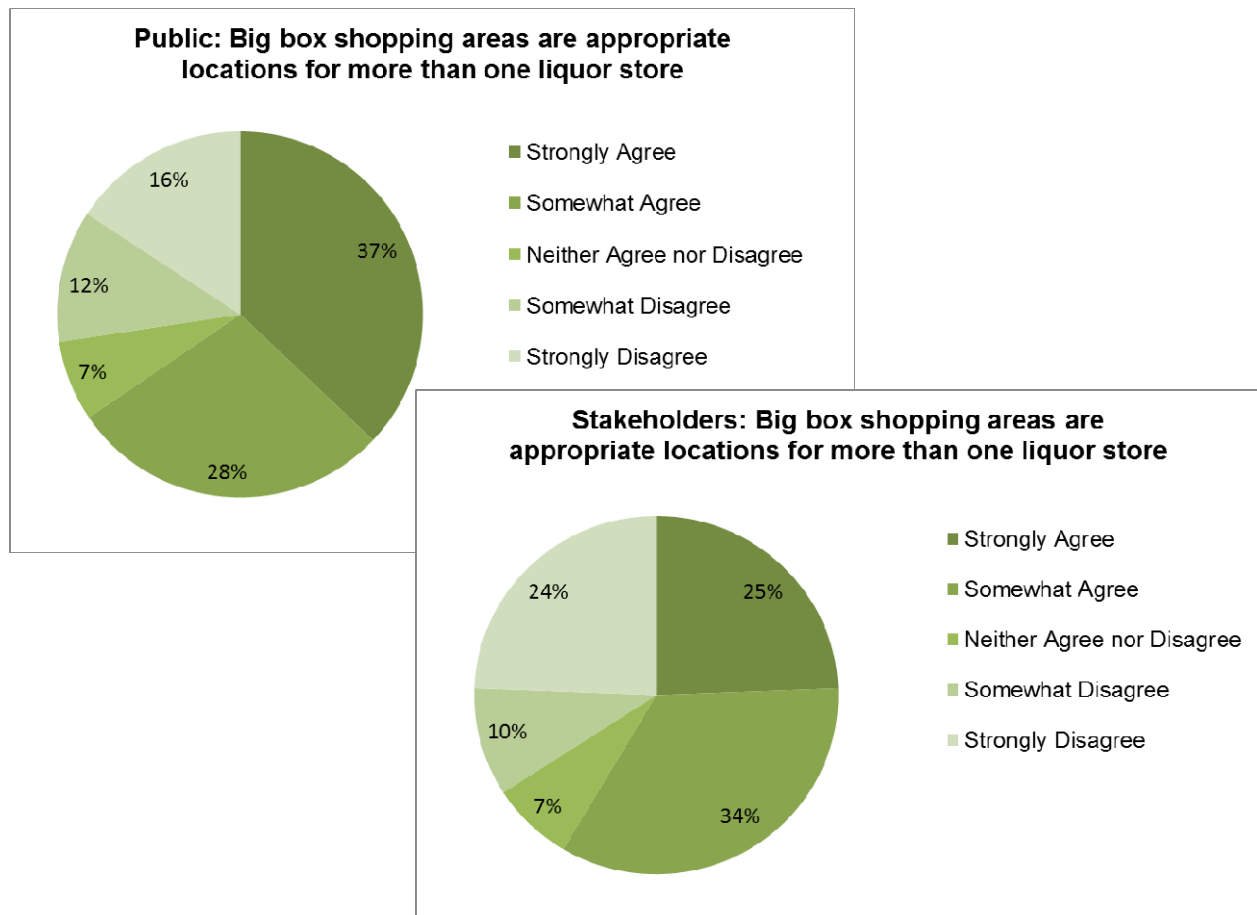
Note: Respondents provided the opportunity to select multiple answers



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