

Edmonton

Alcohol Consumption at Designated Sites Summary Report

Research conducted by:



December 12, 2022



Background, Objectives, and Methodology

Background and Objectives






In 2022, the City piloted Alcohol Consumption at Designated Sites in Parks (ACaDSiP) at 18 parks across the city. The City conducted a survey to gather the opinions of Edmonton residents, including GBA+ analysis. Specifically, the City would like to better understand Edmontonians' views on the pilot program including:

- Awareness;
- Usage;
- Perception (i.e., comfortableness, concerns, challenges, opportunities);
- Attitude, (i.e., support/oppose);
- Impact on behaviors, (i.e., change in future use); and
- Tactics to mitigate impact.

Methodology: Data Sources

Data sources

Survey results are shown depending on the source of the data. Questions were geared toward different groups of Edmontonians. Icons are shown in the top right corner of the report to indicate which data is being included on each slide.

Collection mode	Completes	Description	Purpose	Statistically representative	Target population	Dates of collection (all dates 2022)
 Phone	409	Telephone survey (CATI)	Representative sample of Edmontonians	Yes margin of error ±4.8%	Edmonton residents	July 14 – August 9
 Park	712	Intercept surveys conducted at 18 pilot and 2 other city parks	Capture people as they are at the parks	No	Park visitors	July 26 – August 13
 Web	4,810 <small>3,745 EIC + 1,065 open web link</small>	Edmonton Insight Community (EIC) and open web link results	Reach more participants from marginalized groups	No	Edmonton residents, stakeholders, and organizations serving marginalized people	July 19 – August 20
 Picnic	167	Picnic site booking surveys	Hear the voices of those who booked picnic sites	No	People who booked picnic sites through the City's booking system	July 28 – August 19
 All data	6,098	Data combining all the above data collection modes	As indicated above	No	Used for open-ended responses, to provide enough data to evaluate overall sentiment	July 14 – August 20

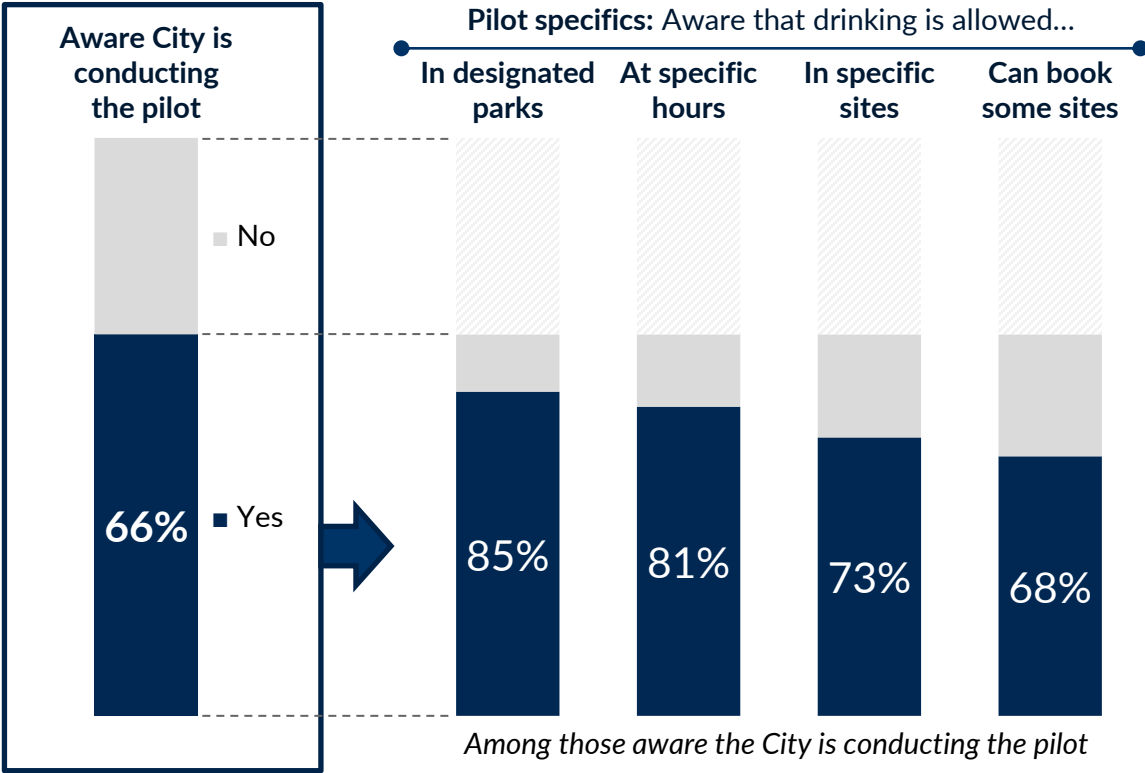


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Residents Perceptions and Preferences

Two-thirds of Edmontonians are aware that the City was conducting the alcohol consumption in designated parks pilot. Of those aware, most also know that alcohol is allowed only in designated parks and at specific hours.

- Awareness of the pilot is generally lower among those who have been in Canada for less than 20 years, and those affiliated with religions other than Christian.



* Count of affirmative or factually correct answers to Q1b-e.

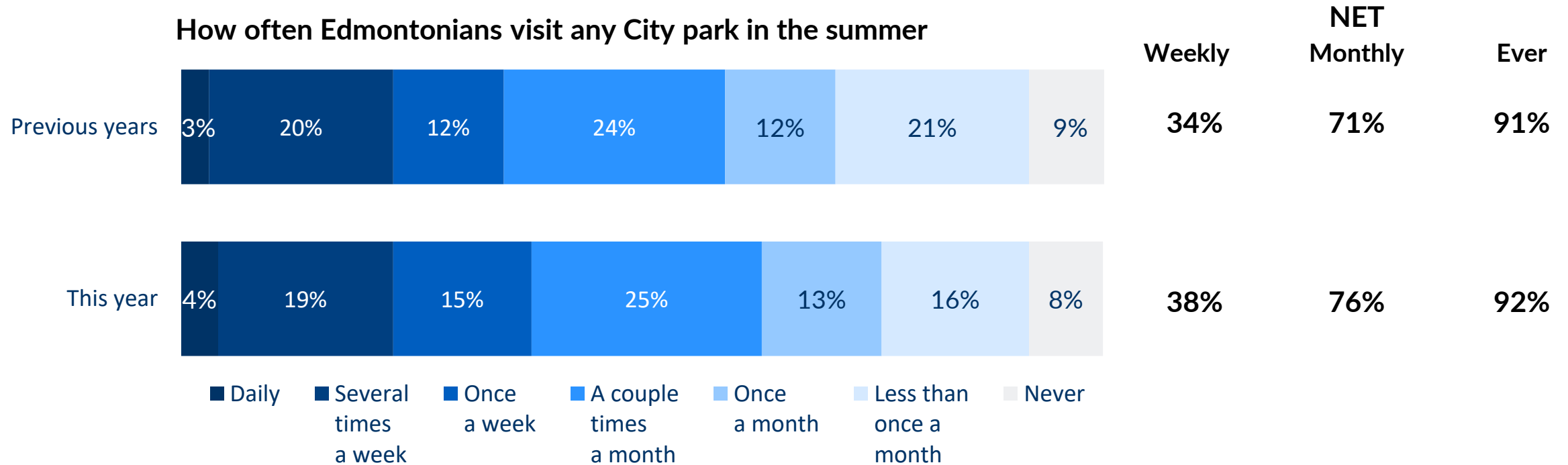
Q1a. Before today, were you aware that the City of Edmonton is conducting this pilot? Base: Phone (n=409)

Q1b to Q1e. And which of the following do you believe to be true? Base: Phone; aware that the city is conducting the pilot (n=273)

Frequency of Park Use

Edmontonians expected to visit City parks this summer about as often as in previous years. Additionally, nearly all Edmontonians expected to visit a City park this summer, and over 1 in 3 expected to visit weekly.

- Frequent users were those with children under 12, those who have been in Canada for less than 20 years, are affiliated with religions other than Christian, those without green space at home, and who are non-binary.



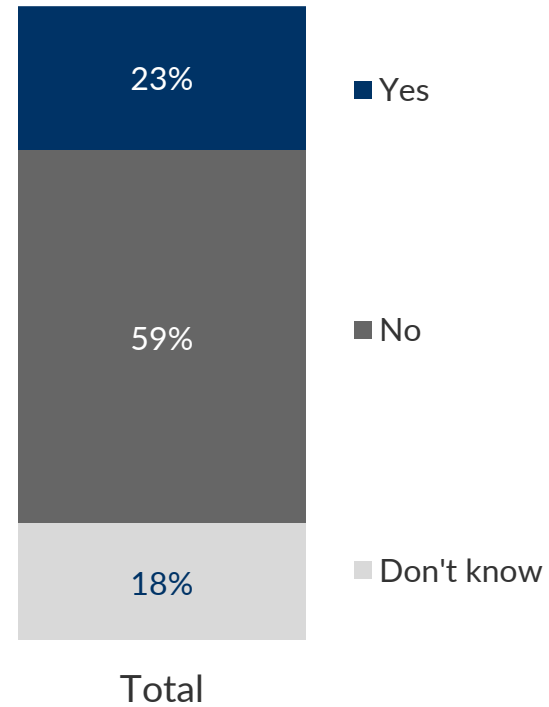
Q3b. Over the course of the last few years, how often did you visit any City park during the summer?

Q3a. About how often do you expect to visit any Edmonton park this summer?

Base: Phone; excludes Don't know (n=407)

Nearly one-in-four have recently visited a park where alcohol drinking is allowed.

Since May of this year, have you visited a park where drinking alcohol is allowed at designated sites?

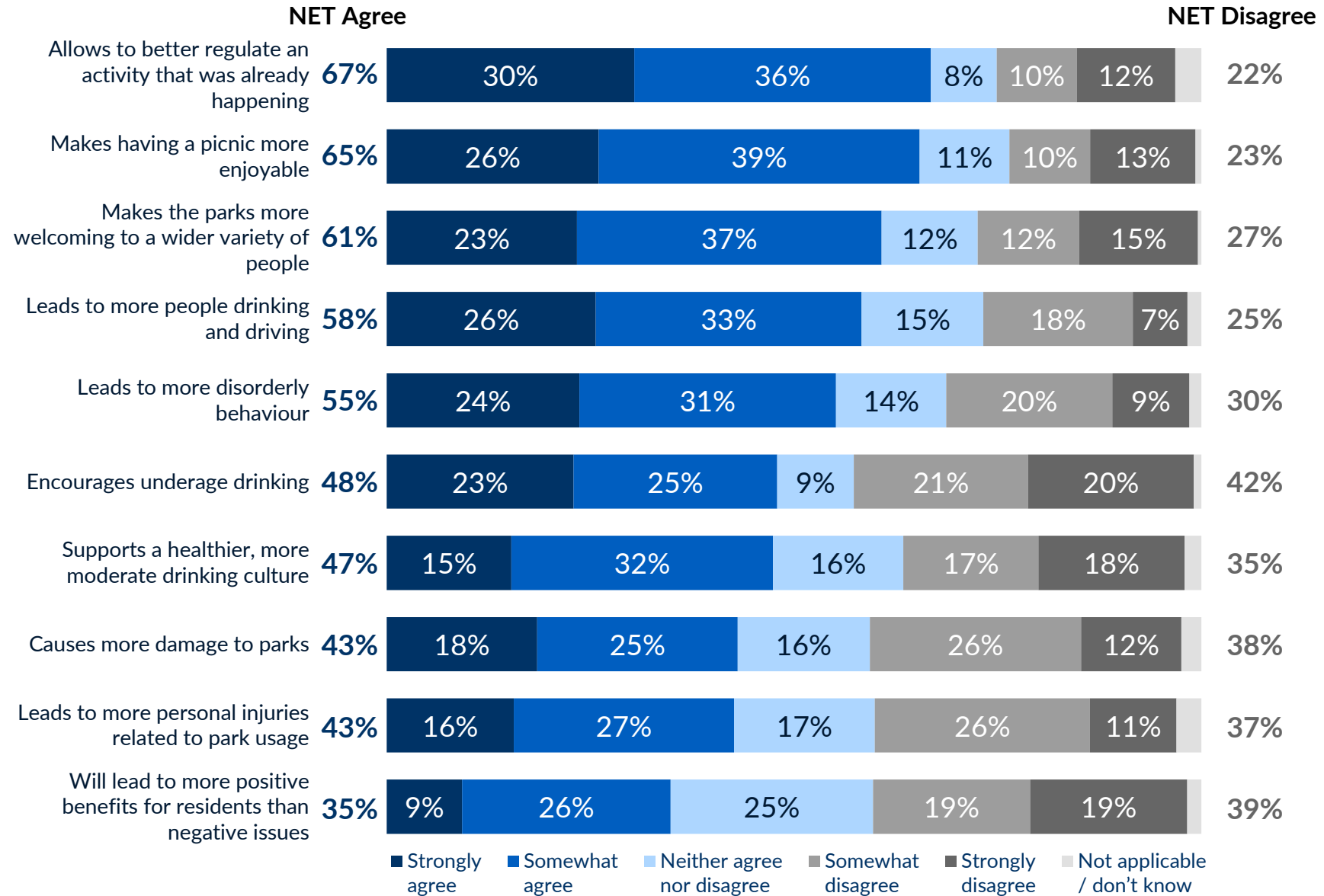


Attitudes Toward Drinking in Parks



Phone

Edmontonians tend to agree that allowing drinking in parks lets the City regulate this activity, makes picnics more enjoyable, and makes the parks more welcoming to different kinds of people.



Slight differences in summed percentages are due to rounding.

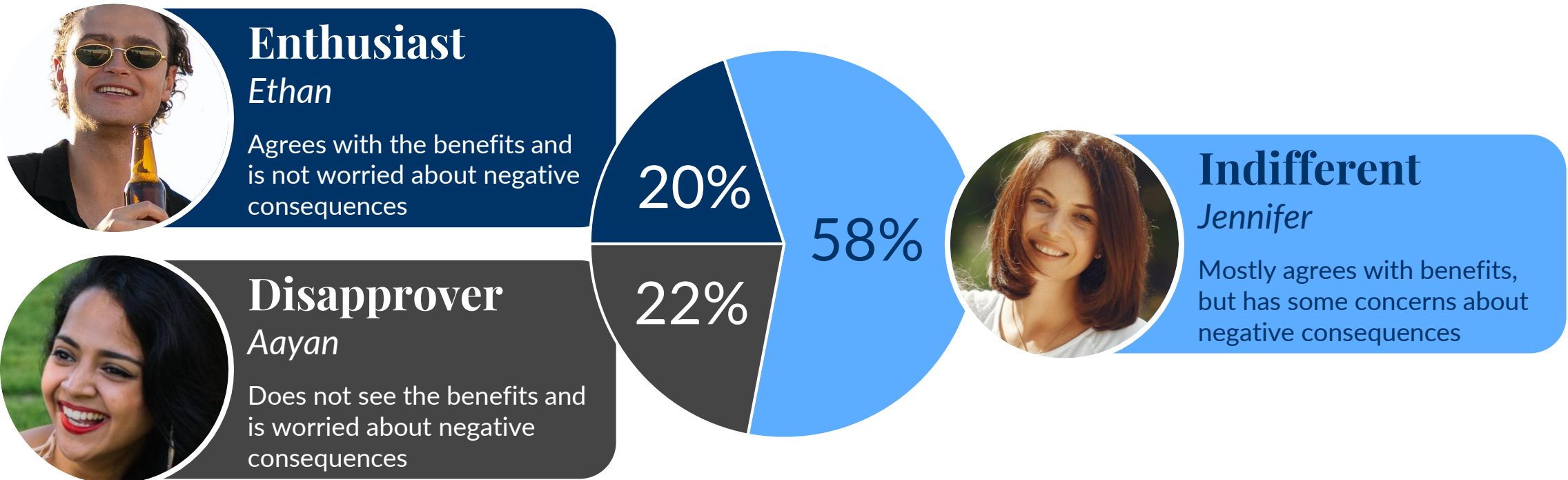
Full statements were edited for brevity.

Q7. Thinking of drinking alcohol at designated sites in city parks, to what extent do you agree or disagree with each of the following...

Base: Phone (n=409)


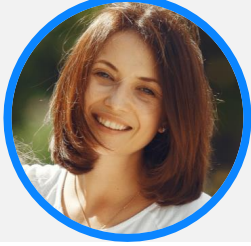

Introducing Segment Personas

Three distinct segments were identified among Edmontonians, based on their agreement with the benefits of allowing drinking in City parks, and concern about consequences.



Segment Personas: Brief Demographic Comparison

Although the segments are not fully defined by their demographics, some characteristics stand out: particularly for the Enthusiast segment (which is more likely to include 2SLGBTQ+ Edmontonians), and for the Disapprover segment (more likely to include BIPOC, women, immigrants).

		Gender	Age	BIPOC	Immigrant*	2SLGBTQ+	Income
<i>Enthusiasts</i>		58% men	39% 35-54	18%↓	8%	17%↑	34% \$100-150K
<i>Indifferents</i>		53% men	39%↑ under 35	24%	10%	8%	34% <\$60K
<i>Disapprovers</i>		68%↑ women	51%↑ 35-54	38%↑	37%↑	7%	35%↑ \$60-100K

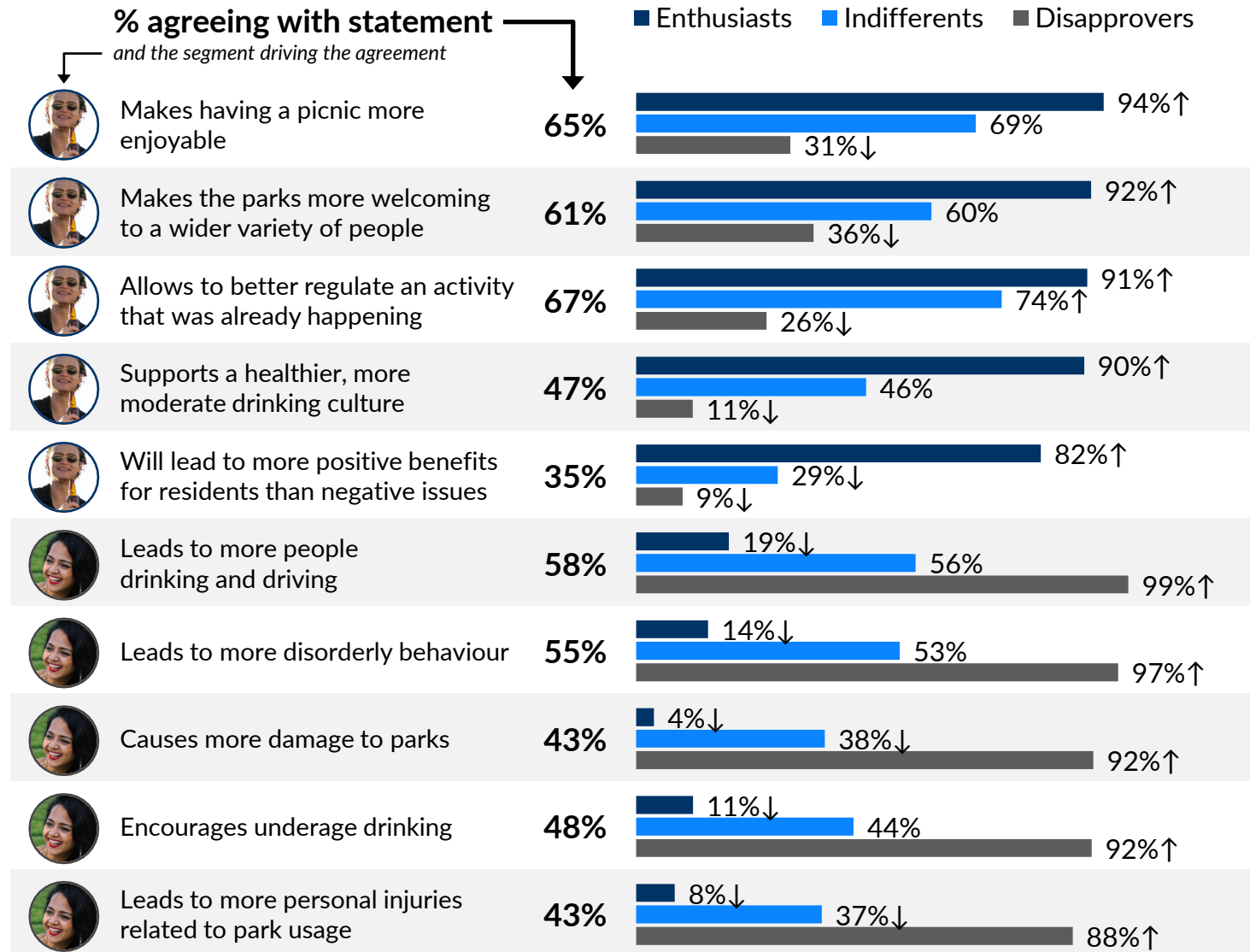
*Have been a resident of Canada for up to 20 years

Segments' Attitudes

Enthusiasts strongly believe in the positive aspects of consuming alcohol at designated picnic sites in the future. Benefits include regulating an activity that already happens, making picnics more enjoyable, the parks more welcoming, and to help support a healthier drinking culture.

In contrast, Disapprovers are very concerned with the possible or perceived negative impacts including people drinking and driving, underage drinking, disorderly behaviour that can lead to park vandalism and personal injuries.

While some Indifferents see some negative impacts of enabling drinking in the parks, they are in favour of regulating something that is already happening.



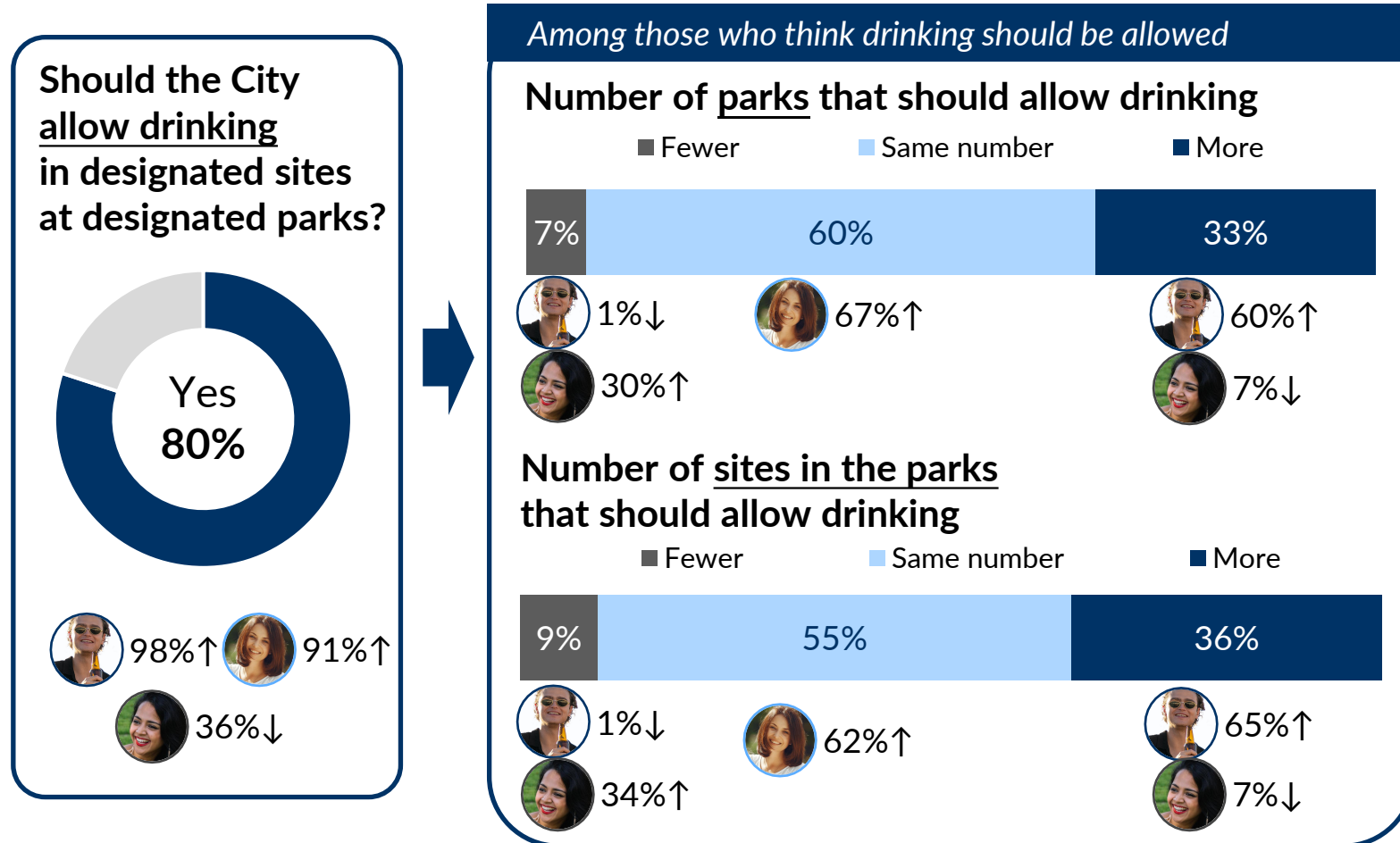
Full statements were edited for brevity.

Q7. Thinking of drinking alcohol at designated sites in city parks, to what extent do you agree or disagree with each of the following...

Base: Phone (n=409), personas (Enthusiasts n=83, Disapprovers n=96, Indifferents n=230)

Arrows indicate statistical significance against all other segments combined

Most Edmontonians, particularly Enthusiasts and Indifferents, support continuing and even expanding, allowing alcohol consumption in parks in the future.



F1. In future years, should the City... Base: Phone (n=409)

F2. The City currently allows drinking at designated sites in 18 different parks. In your opinion, should the City allow drinking in... Base: Phone; Yes, allow drinking in future years (n=323)

F3. On average, the City has designated about one-third of picnic sites in these designated parks to allow people to drink alcohol. In your opinion, should the City allow drinking in...

Base: Phone; Yes, allow drinking in future years (n=323) *Small base, interpret with caution.

Consumption Affecting Visitation



For most Edmontonians, being able to consume alcohol will not affect how often they visit parks. Unsurprisingly though, Enthusiasts expect to visit more often and Disapprovers less often.

- Others less likely to visit include those who have been in Canada for less than 20 years and are affiliated with other religions besides Christian. In contrast, those age 18-34 would be more likely to visit.

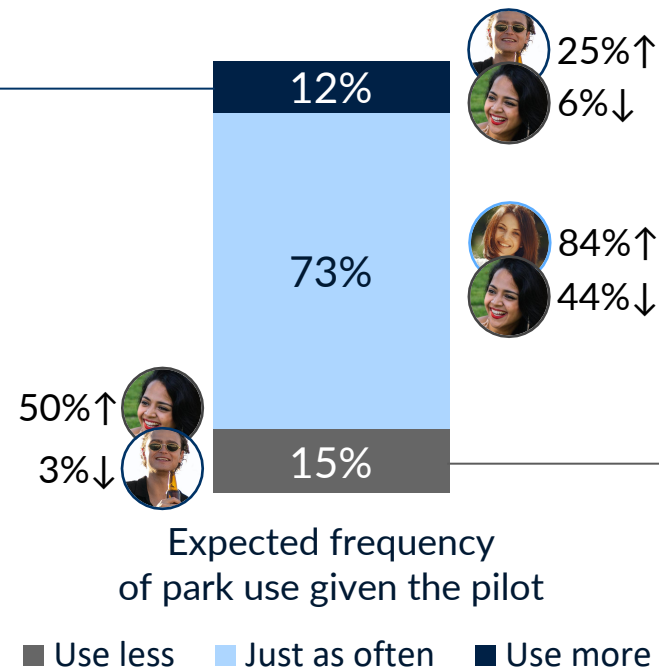
Reasons to use parks more often



“Rather than having people over to our **house**, it is a nice **change** of scenery for a meal.”
- 24 to 34, female

“Get together more with **friends**.”
- 55 to 64, female

How being able to consume alcohol in designated parks will affect the frequency use



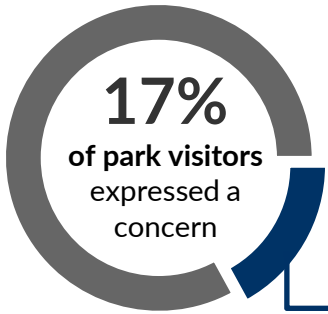
Reasons to use parks less often



“When people drink **alcohol**, they tend to be **noisier**.”
- 35 to 44, male

“I don't want to be around **drunk** people in a public setting.”
- 55 to 64, male

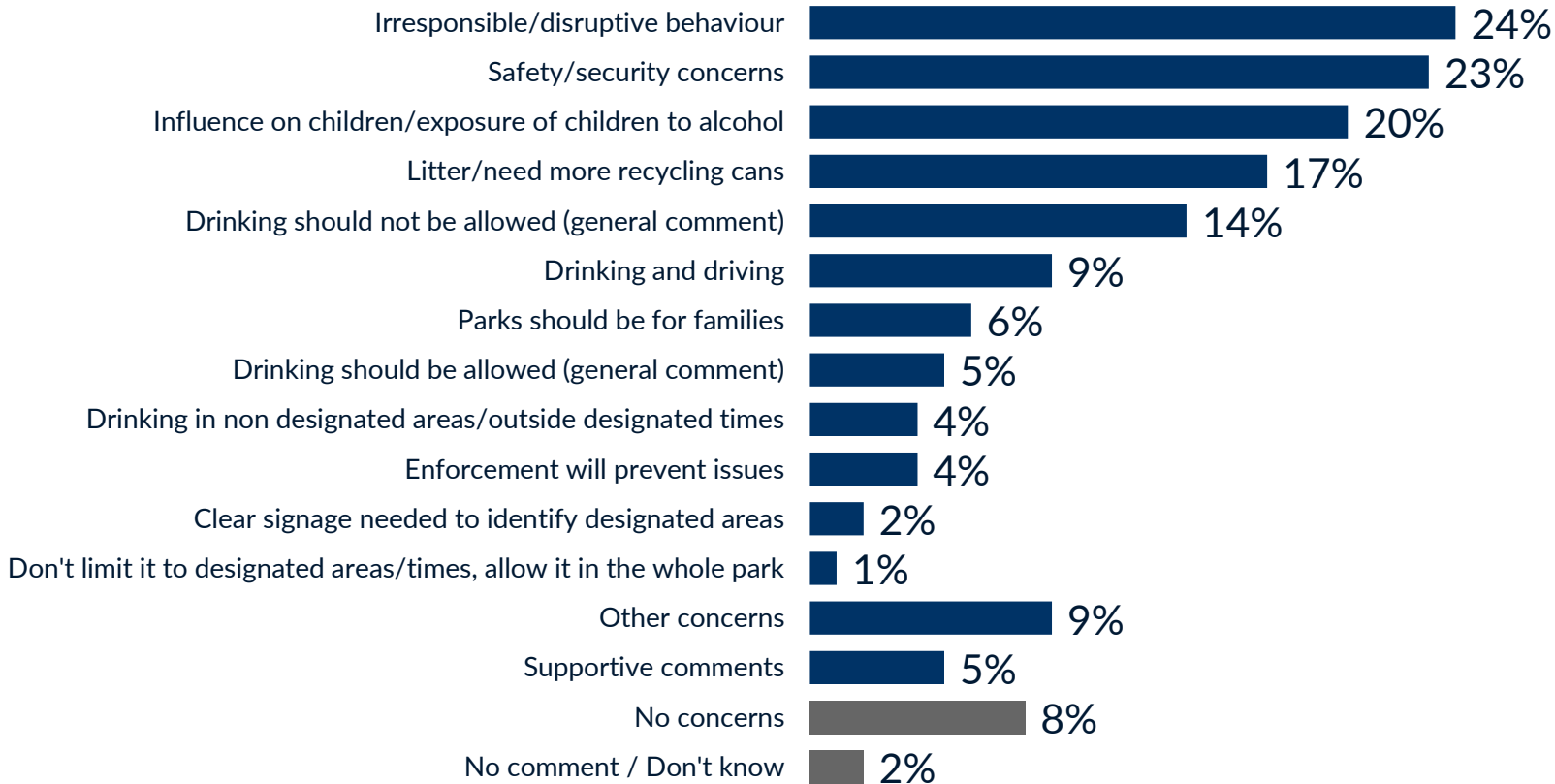
Concerns Consumption in Parks



Very few park visitors expressed concerned with alcohol consumption. Those who did are most concerned with irresponsible and disruptive behavior, safety, littering, and exposure of children to alcohol consumption.

Concerns with alcohol consumption in parks

Coded verbatim responses



“Not suitable for small **children**.”
- 35 to 44, female

“Can adversely affect enjoyment of the park due to **disorderly** behavior.”
- 55 to 64, female

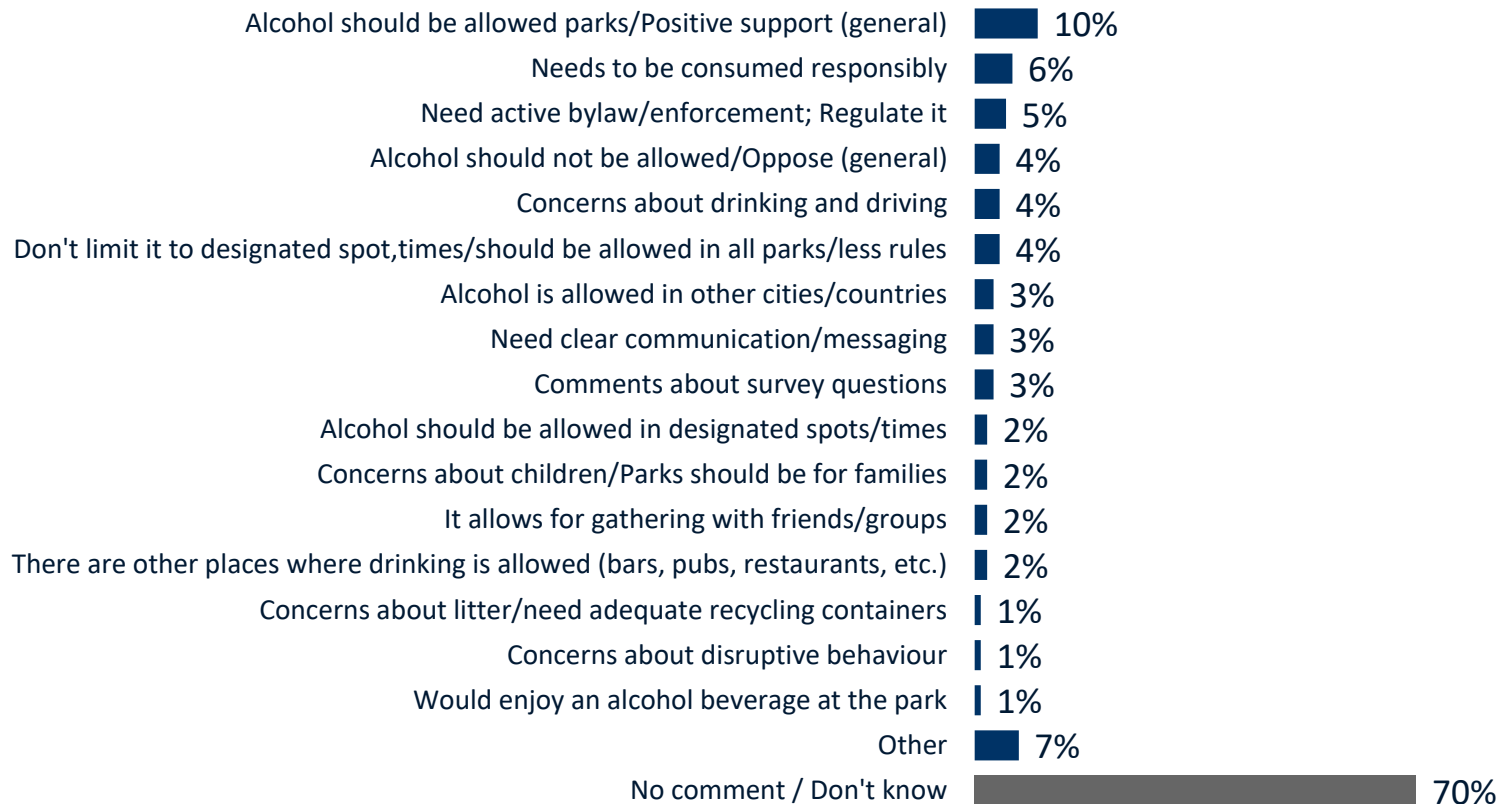
“Worried that **drunk drivers** will hurt kids.”
- 25 to 34, female

“I think drinking alcohol in parks will add to more **litter** and destruction of property as well as **drinking and driving**..”
- 25 to 34, male

Many of those who booked picnic tables declined to comment. Those who did comment were most often voicing support for the pilot, as well as responsible consumption and the need for regulation and bylaw enforcement.

Additional feedback, concerns, or comments regarding drinking alcohol in parks

Coded verbatim responses



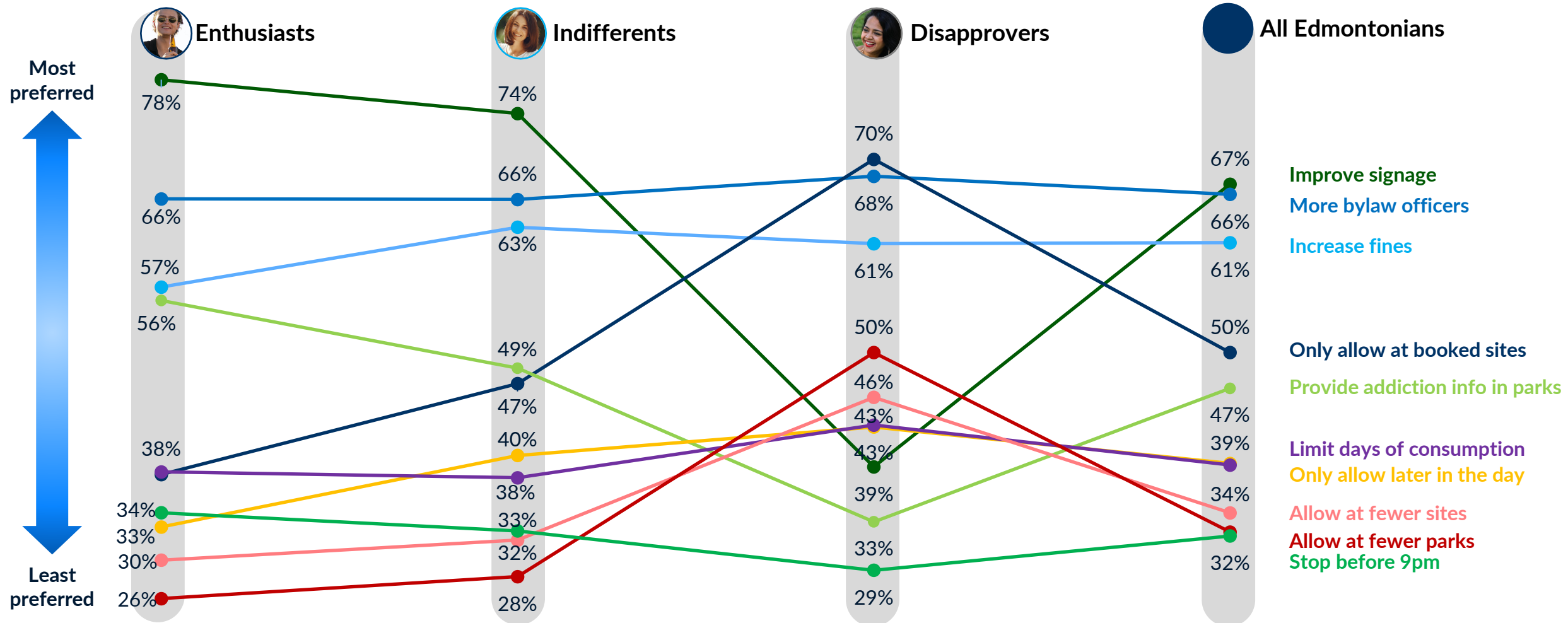
“I **support** drinking alcohol in parks, with **limitations** on when and where, as it encourages people to do [so] **responsibly**.”
- 55 to 64, female

“Drinking was happening regardless, at least this way it is being somewhat **monitored**.”
- 35 to 44, male

Comment_coded. Based on your own personal life and experiences, do you have any additional feedback, concerns, or comments that you would like to pass on to the City regarding drinking alcohol in parks?
Base: Picnic; those providing a response (n=102).

Mitigation (Communication) Ideas

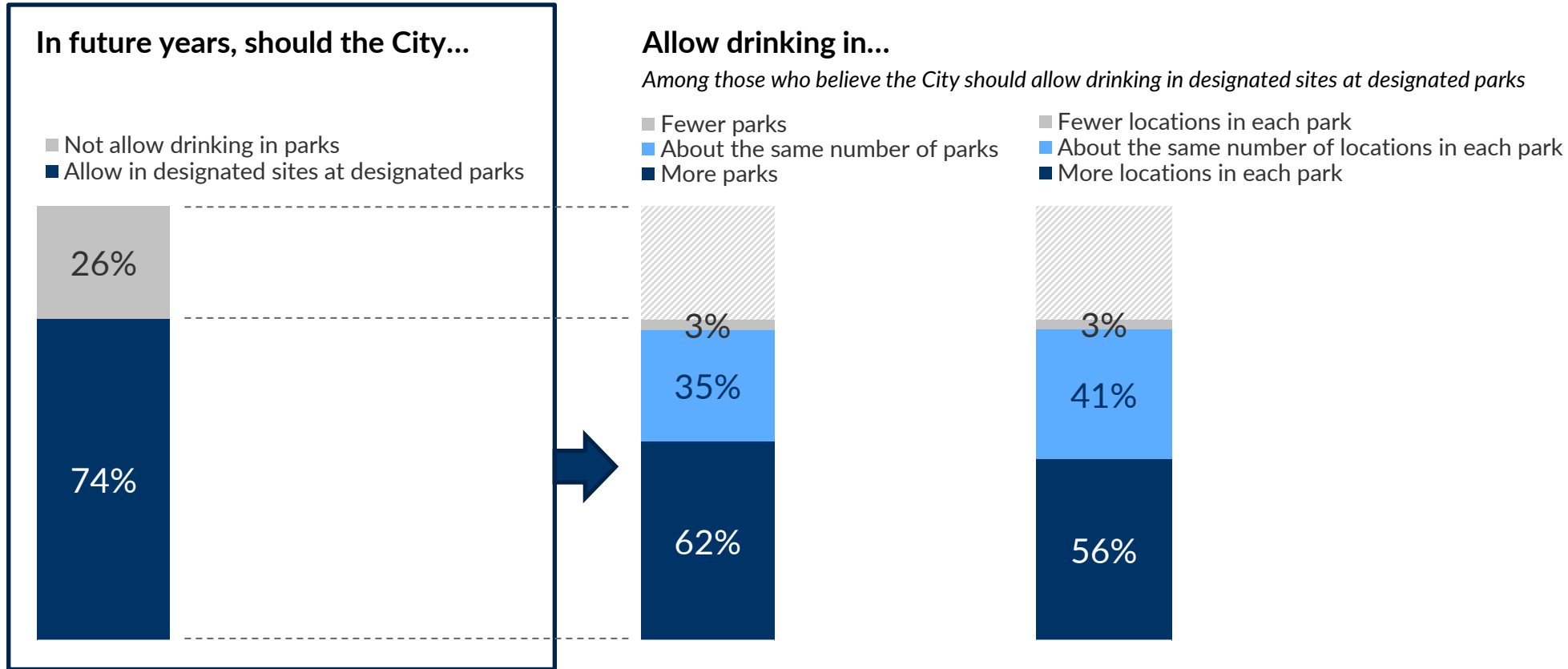
If alcohol consumption in parks continues in the future, it is important to Disapprovers that it only be allowed in sites you can book. It is also important to reassure all groups that there are enough bylaw officers enforcing the rules and that fees have been effective at deterring most people from breaking the rules.



Full statements were edited for brevity. For segments, +/- difference is shown compared to the aggregate results.
 BOS. Which approach do you think would be better at deterring or preventing negative impacts from drinking alcohol in designated parks? Base: Phone (n=409).

GBA+ Views Summary

Overall, participants in the web survey believe that drinking in parks should be allowed, in the same or more parks and sites.



Base: Web (n=4,810)

F1. In future years, should the City...

Base: Web; Yes, allow drinking in future years (n=3,566)

F2. The City currently allows drinking at designated sites in 18 different parks. In your opinion, should the City allow drinking in... F3. On average, the City has designated about one-third of picnic sites in these designated parks to allow people to drink alcohol. In your opinion, should the City allow drinking in...

Results from the web survey suggest that those who are 15-34 years old, non-binary or 2SLGBTQ+ are more inclined to have a favorable position regarding allowing drinking in designated parks.

% At least 10% higher than aggregate results for the web data

% At least 10% lower than aggregate results for the web data

	Category	More <u>benefits</u> than <u>issues</u>	Allow future consumption
Participants aged 18-34 have a more positive attitude towards drinking being allowed in designated parks, believing that the benefits outweigh the issues. They are more likely to live close to a park, to have consumed alcohol at a park, and to believe that consumption should be allowed, at more parks, at more sites, and for longer hours.	15-34 <i>Base size: 803</i>	67%	90%
	35-54 <i>1,833</i>	43%	74%
	55+ <i>2,174</i>	36%	69%
Non-Binary participants believe that allowing drinking in designated parks makes for a healthier drinking culture and more welcoming parks. They are more prone to disagree that allowing park consumption would lead to disorderly behavior and more drinking and driving, and believe that it should be allowed in more parks and more sites.	Female <i>2,463</i>	40%	71%
	Male <i>2,001</i>	49%	79%
	Non-Binary <i>108</i>	53%	73%
2SLGBTQ+ participants are more likely to see more benefits than issues with allowing drinking in designated parks. They think it would allow for better regulation, and not encourage underage drinking. They believe that alcohol consumption should be allowed in the future, in more parks, more sites, and longer hours.	Non-2SLGBTQ+ <i>3,955</i>	43%	74%
	2SLGBTQ+ <i>447</i>	60%	85%

Base: Web (see table). Q7_j. To what extent do you agree or disagree with each of the following statements... Allowing drinking in parks will lead to more positive benefits for residents than negative issues. F1. In future years, should the City [allow drinking in designated sites at designated parks]? Note that base sizes for questions mentioned in the text may be smaller than those shown above.

Results from the web survey suggest that high- and low-income individuals diverge in their opinions about allowing drinking at designated parks. No race-based differences were found.

% At least 10% higher than aggregate results for the web data

% At least 10% lower than aggregate results for the web data

	Category	More <u>benefits</u> than <u>issues</u>	Allow future consumption
<p>High income participants (\$150k+) are more likely to believe that allowing drinking in the parks makes picnics more enjoyable and supports a healthier drinking culture. In their opinion, benefits outweigh issues, and future consumption should be allowed.</p> <p>Low income participants (Under \$60k), however, are more likely to think it would lead to disorderly behaviour, damage to the parks, and encourage underage drinking.</p>	\$150k and over <i>Base size: 1,049</i>	56%	83%
	\$100k to < \$150k <i>991</i>	47%	77%
	\$60k to < \$100k <i>978</i>	48%	78%
	Under \$60k <i>670</i>	35%	66%
<p>Participants who are visible minorities (BIPOC) had very similar sentiments about consuming alcohol in designated parks to those who are not.</p>	Not visible minority <i>3,772</i>	46%	77%
	Visible minority <i>607</i>	39%	65%
<p>Participants who identify as Indigenous had very similar sentiments about consuming alcohol in designated parks to those who are not, although they are more likely to have noticed issues from people drinking in designated parks that they live close to and were more likely to have consumed alcohol in a designated park.</p>	Indigenous <i>172</i>	42%	69%
	Not Indigenous <i>4,289</i>	45%	75%

Base: Web (see table). Q7_j. To what extent do you agree or disagree with each of the following statements... Allowing drinking in parks will lead to more positive benefits for residents than negative issues. F1. In future years, should the City [allow drinking in designated sites at designated parks]? Note that base sizes for questions mentioned in the text may be smaller than those shown above.

Results from the web survey do not show major differences between participants with or without children as it relates to the future of drinking at designated parks.

% At least 10% higher than aggregate results for the web data

% At least 10% lower than aggregate results for the web data

	Category	More <u>benefits</u> than <u>issues</u>	Allow future consumption
<p>Participants who have children have similar views to participants with no children regarding the net benefits and future consumption of alcohol in designated parks.</p> <p>Participants with children under 12 are more likely to have felt unsafe and left the park earlier due to alcohol consumption. However, participants with children under 12 who do think future consumption should be allowed also believe the permission should be extended to more parks.</p> <p>Participants with children over 12 only are more likely to have noticed issues from consumption at designated parks.</p>	Children under 12 <i>Base size: 784</i>	43%	71%
	Children over 12 only <i>296</i>	40%	69%
	No children <i>3565</i>	45%	76%
<p>Participants who have no access to private green spaces have similar views to their counterparts about allowing future consumption of alcohol at designated parks but are more likely to think that it should be allowed after 9pm. They are more likely to live close to a park, to visit a park, and to have consumed alcohol at a park.</p>	No green space <i>203</i>	51%	76%
	Green space <i>4,495</i>	44%	75%

Base: Web (see table). Q7_j. To what extent do you agree or disagree with each of the following statements... Allowing drinking in parks will lead to more positive benefits for residents than negative issues. F1. In future years, should the City [allow drinking in designated sites at designated parks]? Note that base sizes for questions mentioned in the text may be smaller than those shown above.

*Interpret with caution: small base size.

Results from the web survey suggest that those who are recent immigrants or from non-Christian religion are less likely to be in favour of drinking in designated parks.

% At least 10% higher than aggregate results for the web data

% At least 10% lower than aggregate results for the web data

	Category	More <i>issues</i> than <i>benefits</i>	Allow future consumption
<p>Participants who are recent immigrants are more likely to see the negative impact of allowing drinking in designated parks. They believe it may lead to drinking and driving and disorderly behaviour. They are more likely to have felt unsafe and left the park due to people drinking*. As such, they are less likely to agree that future consumption should be allowed</p>	Up to 20 years in Canada <i>Base size: 261</i>	42%	60%
	More than 20 years in Canada <i>596</i>	35%	71%
	Whole life in Canada <i>3,864</i>	29%	76%
<p>Participants of non-Christian religions are more likely to see more issues than benefits from allowing drinking in designated parks. They are concerned about drinking and driving and disorderly behaviour, and some have indicated that they have left a park for feeling unsafe because people were drinking*.</p>	Christian <i>1,499</i>	34%	74%
	Non-religious / refused <i>3,014</i>	29%	76%
	Other religions <i>297</i>	44%	58%

Base: Web (see table). Q7_j. To what extent do you agree or disagree with each of the following statements... Allowing drinking in parks will lead to more positive benefits for residents than negative issues. F1. In future years, should the City [allow drinking in designated sites at designated parks]? Note that base sizes for questions mentioned in the text may be smaller than those shown above.

*Interpret with caution: small base size.

Conclusions

Impact on behaviors, (i.e., change in future use)

- While 66 percent of Edmontonians were aware that the City was conducting the alcohol consumption in designated parks pilot, nearly all Edmontonians expected to visit a City park this summer and over 1 in 3 expected to visit weekly. The expected visitation to City parks this summer is about as often as in previous years.

What to Allow in the Future?

- Edmontonians tend to agree that allowing drinking in parks lets the City regulate this activity, makes picnics more enjoyable, and makes the parks more welcoming to different kinds of people. Most agree that drinking should be allowed (80%).

Mitigating Negative Impacts

- To communicate the City's commitment to mitigating potential negative impacts, clearly communicate to Edmontonians that there will be ample signage of where the designated areas are (67%), enough bylaw officers will be deployed (66%), and that they will be able to levy fines to those violating the regulations (61%).

GBA+ Voices

- No single minority group has demonstrated consensus on their views.
- Individuals 18-34, non-binary, 2SLGBTQ+, or with a high income (150k+) are more likely than the average to support drinking in designated parks.
- Recent immigrants and those of non-Christian religion less likely to do so.

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