

Public Consultation 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
Total	1295
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%

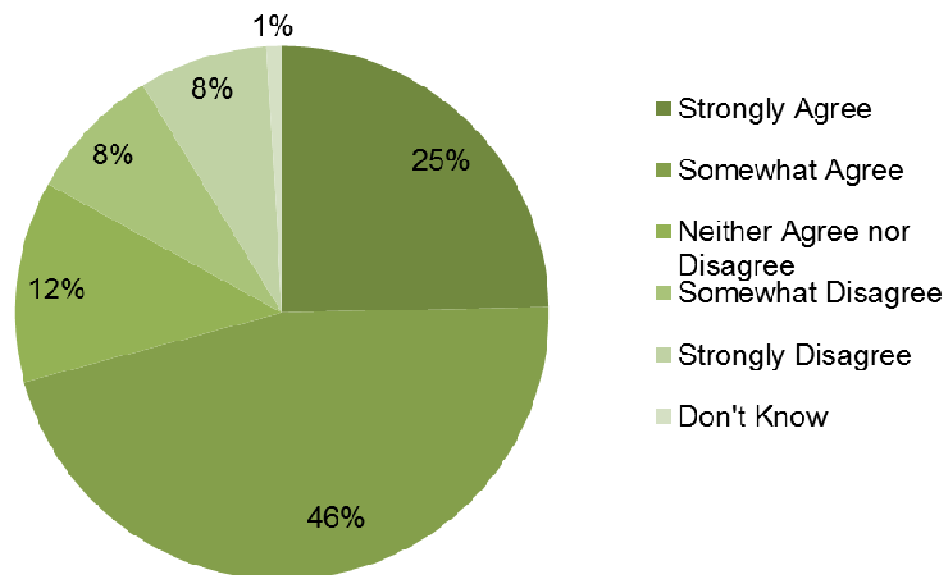


Question2:

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

	Total
Total	1295
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%

Big box shopping areas are appropriate locations for more than one liquor store



Question 3:

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

	Total
Total	1295
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
Total	1295
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?

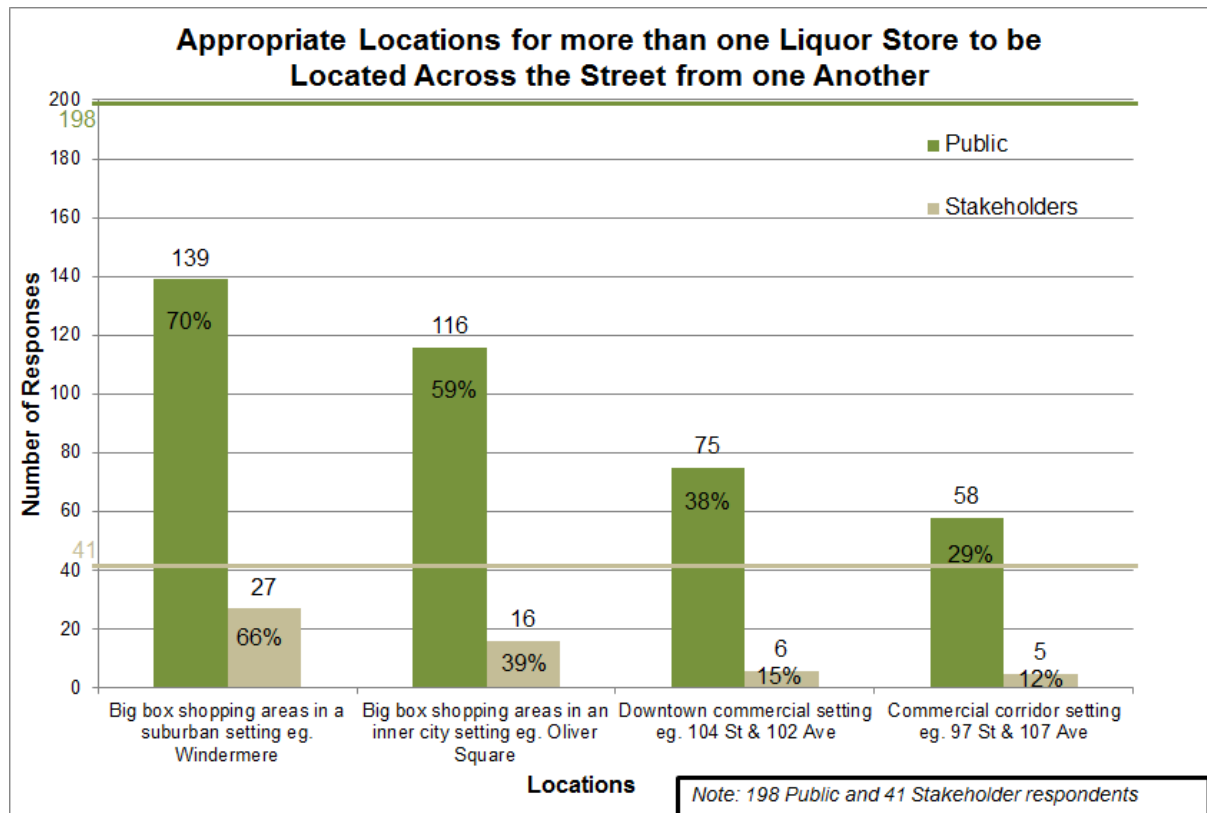
	Total
Total	1295
More competitive pricing of liquor products	849
	66%
More alcohol related problems (alcoholism, dependency, public intoxication)	319
	25%
More convenient locations available	633
	49%
More neighbourhood crime (residential or business)	233
	18%
Increased property values	23
	2%
Decreased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

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.

	Total	Public	Stakeholders
Total	239	198	41
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%

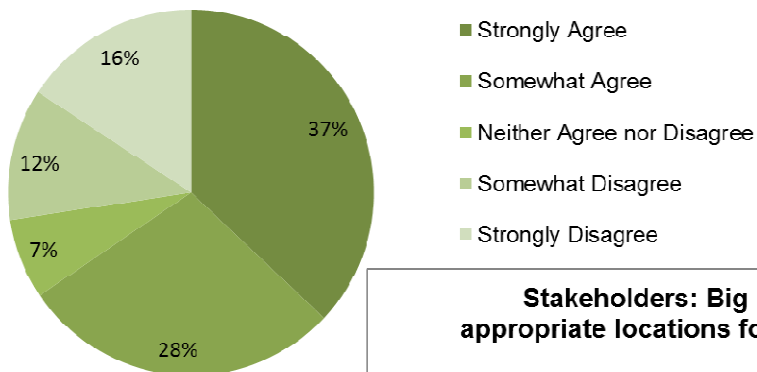


Question 2:

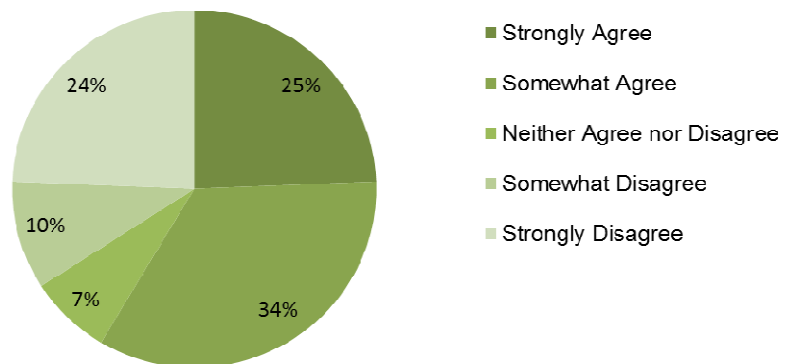
Please rate your level of agreement with the following statement: Big box shopping areas are appropriate locations for more than one liquor store.

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

Public: Big box shopping areas are appropriate locations for more than one liquor store



Stakeholders: Big box shopping areas are appropriate locations for more than one liquor store



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.

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

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

Question 5:

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

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

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

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