

Public Consumption Survey Report

Summary Report

Prepared by Corporate Research Unit
research@edmonton.ca

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Background & Methodology

On January 25, 2021, City Council passed a motion to conduct public engagement to identify picnic sites within City parks that would be appropriate for permitting alcohol consumption and report to the Community and Public Services Committee summarizing the results, costs and timelines for installing signage by April 26, 2021.

In order to meet the needs of council and timelines, an online survey was conducted with the public.

The survey was made available on edmonton.ca/surveys between February 22, 2021 and March 7, 2021. Responses were crowdsourced through numerous communications channels. These sources include social media and an invite to Edmonton Insight Community members.

In total, **15,554** responses were received to the study.

Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton



Executive Summary (1)

Overall Reactions

- Overall the majority of respondents support (71% strongly or somewhat support) a pilot that would allow alcohol consumption in designated picnic sites.
 - Support for the pilot is higher among those who are 18-34 year old, respondents without children in the household, and respondents who identify as LGBTQ2S+.
 - Those who have visited places or cities where alcohol consumption is allowed in public are also more likely to support this pilot.
 - Support for pilot is relatively lower among those who are 55 years or older, those with children in household, those who identified as visible minority, and those who identified as persons with disabilities.
 - There are no notable differences in support among men and women.
- Reasons for support include that the pilot completes an enjoyable food experience (85%), regulates an activity that is already happening (82%), increases opportunities for social interaction with friends and family (79%).
- Among those who oppose the pilot, the opposition is largely focused around public safety. Increase in disorderly behaviour (92%), potential for drinking and driving (85%), safety concerns overall (82%) are indicated to be among the top reasons for opposition.

Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton



Executive Summary (2)

Key Considerations for Pilot Implementation

- Some of the key considerations from respondents when it comes to the pilot include ensuring noise and litter issues are well managed, clearly signed use areas listing usage rules and regulations, proximity to washrooms and ensuring enforcement to avoid any disorderly behaviours.

Opinion on Pilot Locations

- The majority of respondents (84%) indicate that a combination of river valley and district parks would be most appropriate for the pilot.

Impact on Park Visitations

- Just under half of respondents (49%) indicate this pilot will make them more likely to visit a park in the future. 25% said it does not make a difference. While 23% said they are less likely to visit a park in the future if the pilot is implemented.

Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton





Detailed Results

*"City Council is considering allowing alcohol consumption at designated picnic sites. Currently, alcohol consumption on parkland is not permitted and is a ticketable offence. However, the City is developing guidelines for creating a **pilot** in 2021 to allow alcohol consumption at designated City-run picnic sites if this activity is approved by City Council. "*

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

Support for Allowing the Consumption of Alcohol in Designated Picnic Areas

To what extent do you support or oppose allowing the consumption of alcohol in designated picnic areas?

Respondents=15,554



Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Q5. To what extent do you support or oppose allowing the consumption of alcohol in designated picnic areas?



GBA+ lens

The following groups are more likely to support the Pilot (no particular order):

- 18-34 year olds (86% support)
- Respondents who self-identify as LGBTQ2S+ (88% support)
- Respondents without children in their household (78% support)

The following groups are less likely to support the Pilot (no particular order):

- 55 years or older (55% support)
- Those with children in their HH (58% support)
- Those self- identified as visible minority (54% support)
- Those self- identified as persons with disabilities (59% support)

There are no notable differences in support among men and women.

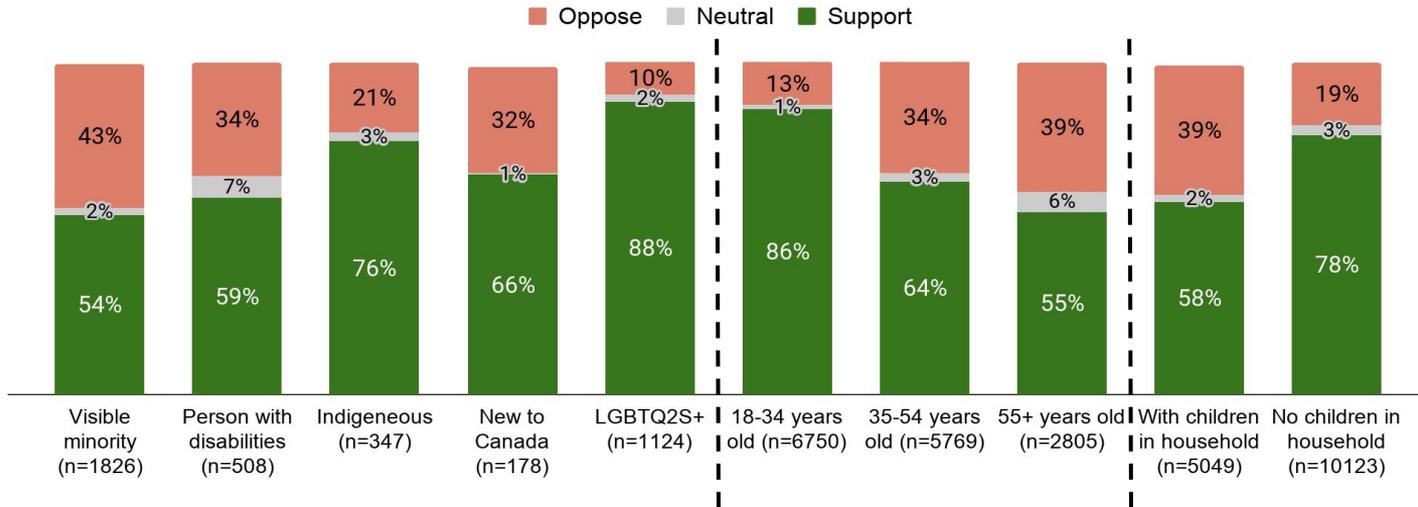
Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton



GBA+ lens



Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton



Reasons for Supporting the Pilot

Reasons to support	n=11,102
Completes an enjoyable food experience (food and drink)	85%
This regulates an activity that is already happening	82%
Increases opportunities for social interaction with friends and family	79%
Increases enjoyment of picnic spaces	78%
Policy will support a healthier, more moderate drinking culture	64%
Increases use of picnic spaces	61%
Increases inclusivity	37%
Other reason	10%

Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Q6b. Why do you support allowing the consumption of alcohol in designated picnic areas?



Reasons for Opposing the Pilot

Reasons to oppose	n=4051
Increase in disorderly behaviour	92%
Potential for drinking and driving	85%
Safety concerns overall	82%
Potential for increase in underage drinking	72%
Parks are not a place for drinking	71%
Additional litter / garbage	70%
It will not be properly monitored	69%
Potential damage to the park	69%
Drinking before engaging in a river activity (swimming / fishing, etc.)	49%
Exposure to seeing alcohol use	48%
Need more enforcement	44%
Drinking before engaging in sports activities	35%
Not reflective of my religion or culture	22%
Other reason	17%

Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Q6d. Why do you oppose allowing the consumption of alcohol in designated picnic areas?



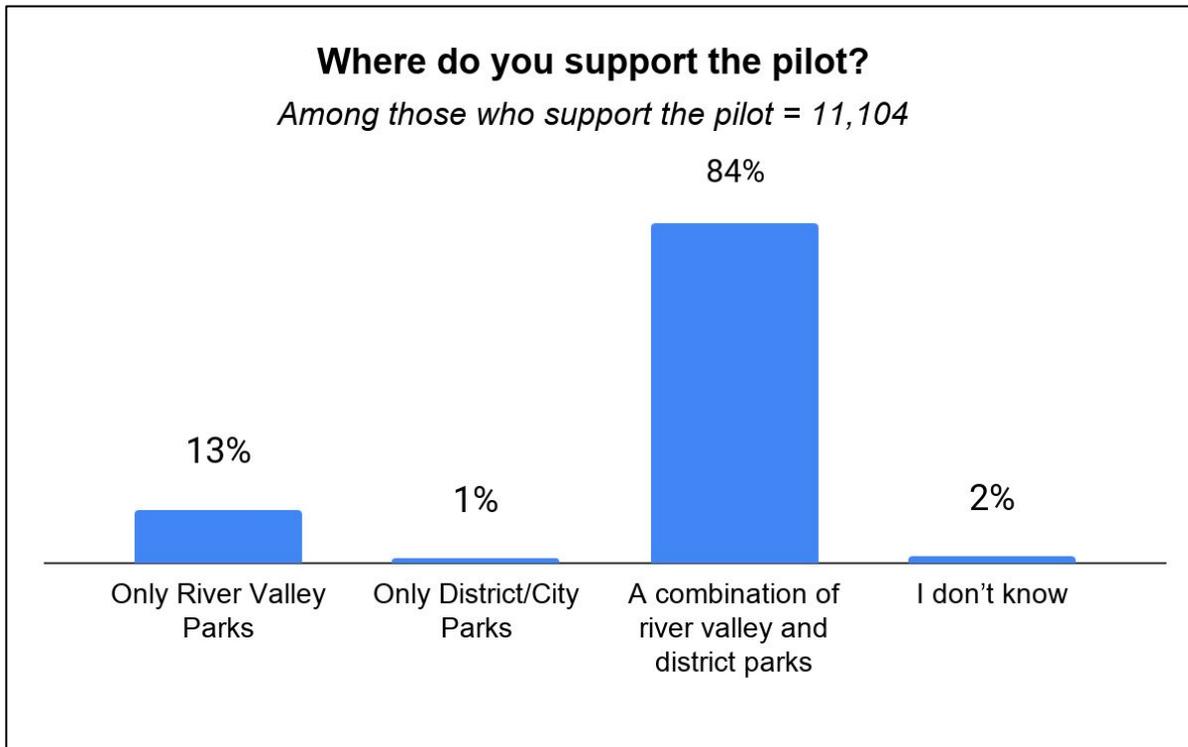
Pilot Considerations

Pilot Considerations	Among those who support n=11,098	Among those with neutral opinion n=393	Among those who oppose n=4,052
Ensure noise and litter issues are well managed	75%	82%	19%
Clearly signed use area listing usage rules and regulations	55%	68%	14%
Proximity to washrooms	51%	50%	8%
Ensure enforcement to avoid any disorderly behaviour	49%	84%	23%
Locate away from children's amenities (e.g. school sites, playgrounds, etc)	46%	68%	19%
Limit the time of use for alcohol consumption (e.g. noon to 10pm)	40%	67%	14%
Locate away from neighbouring residential areas	17%	45%	13%
One location per park	3%	20%	9%
Other	6%	12%	4%
Don't know/Prefer not to answer	2%	1%	1%
Nothing - I will not support allowing the consumption of alcohol in designated picnic areas			70%

Q6c. Which of the following pilot considerations are most important to you? Q7. What, if anything, would make you more likely to support allowing the consumption of alcohol in designated picnic areas?



Where do you Support the Pilot?



Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

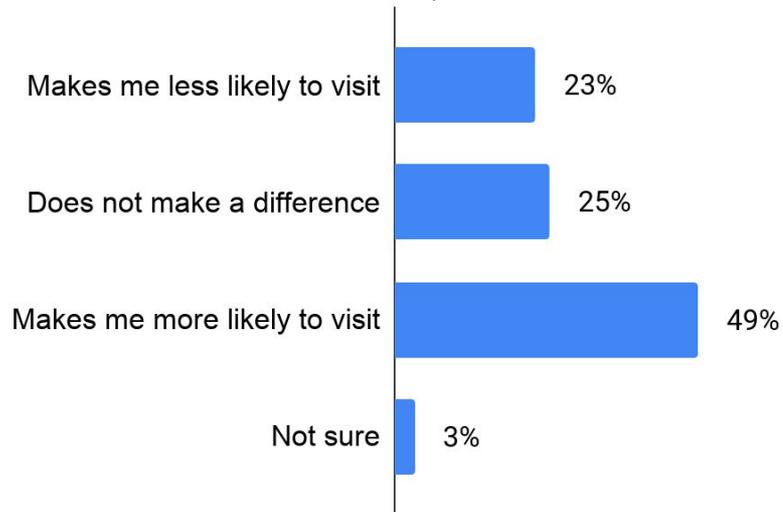
Q6a. Where do you support the pilot?



Impact of Pilot on Park Visitation

How would the pilot impact your likelihood of visiting a park in the future?

Respondents=15,554



Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Q8. If the pilot is implemented, that is, consumption of alcohol is allowed in designated picnic areas, how would that impact your likelihood of visiting a park in the future?





Demographics

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Gender	n=15,554
Female	56%
Male	39%
Non-binary	1%
Transgender	0%
Two-Spirit	0%
Another gender not listed above	0%
I prefer not to answer	3%
Identify as...	n=15,554
Visible minority	12%
Persons with disabilities	3%
Indigenous	2%
New to Canada (less than 5 years)	1%
LGBTQ2S+	7%
Other	3%
I prefer not to answer	10%
None of the above	64%

Age	n=15,554
18-24 years old	7%
25-34 years old	37%
35-44 years old	25%
45-54 years old	12%
55-64 years old	10%
65 to 74 years old	6%
75+ years old	2%
I prefer not to answer	1%
Children in household	n=15,554
Yes	32%
No	65%
I prefer not to answer	2%
Residence	n=15,554
Live in Edmonton	93%
Live in surrounding areas	6%
Prefer not to answer	1%



Appendix

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Park Visitation

Visited Edmonton park in past 12 months	n=15,554
Yes	96%
No	4%
Visited/Used picnic sites in parks in past 12 months	n=14,857
Yes	79%
No	20%
Don't know	2%
Visited other places/regions/cities where alcohol consumption is allowed in public	n=15,554
Yes	56%
No	24%
Not sure	20%

Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

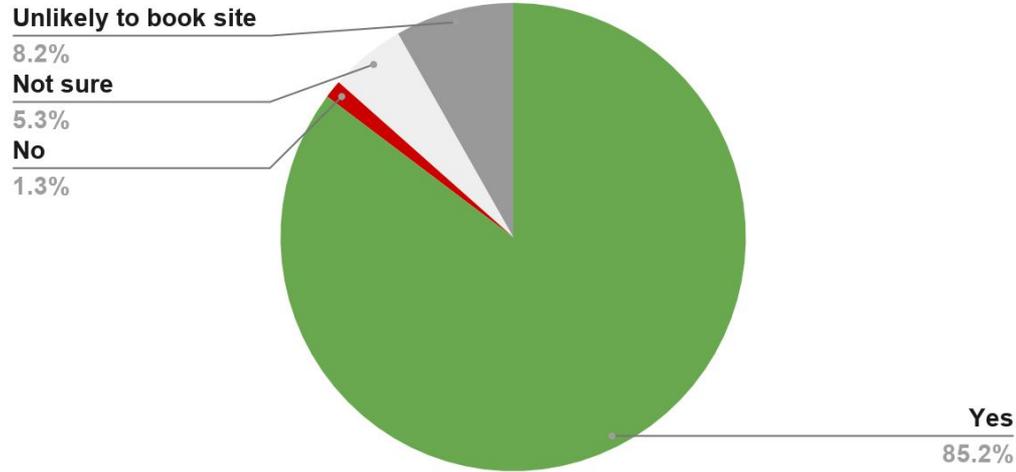
Edmonton



Preference of Picnic Sites That Allows Alcohol

When booking a picnic site, would you prefer one that allows alcohol consumption?

Among those who support the pilot (11,098 respondents)



Find out more by going to: edmonton.ca/engagement

Q9. When booking a picnic site, would you prefer one that allows alcohol consumption?

SHARE YOUR VOICE
SHAPE OUR CITY

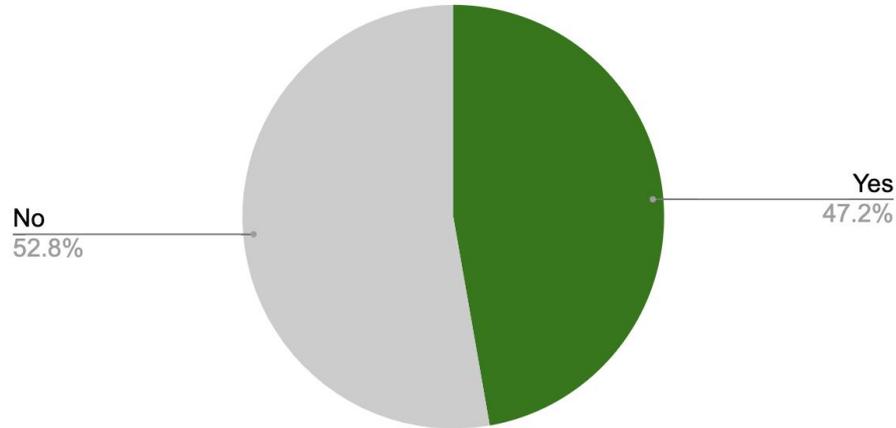
Edmonton



Awareness of Pilot

Before today, were you aware this pilot program is being considered in designated areas?

Respondents= 15,554



Find out more by going to: edmonton.ca/engagement

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton



Q4. Before today, were you aware this pilot program is being considered in designated areas?

Questions?

E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

Interested in the Edmonton Insight Community?

Go to www.edmontoninsightcommunity.ca to join or learn more.

Looking for Data?

Visit data.edmonton.ca to find this and other City of Edmonton data on the Open Data Portal.

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton