



**Public Consumption
Post Pilot Research
Survey Report**

November 2021

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Background & Methodology

The City of Edmonton conducted a pilot to allow alcohol consumption in designated picnic sites in seven River Valley Parks. A total of 47 picnic sites, including both bookable and non-bookable options were selected for the pilot that ran from May 28 to October 11, 2021. An online post-pilot survey was conducted to capture Edmontonians' feedback about the pilot program. The results of this survey along with the enforcement, financial and operational data will be used to evaluate the pilot program.

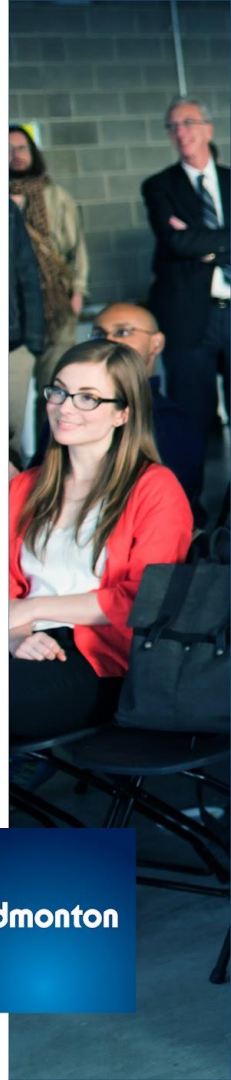
The survey was made available on edmonton.ca/surveys and an invite was sent to Edmonton Insight Community members between November 1, 2021 and November 14, 2021.

In total, **3,868** responses were received to the study.

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

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Executive Summary

Pilot Evaluation:

Overall

- Majority (53%) of respondents who have experienced the pilot rate their experience very or somewhat positive, 22% rate their experience as neutral, 12% provide a negative rating and 12% did not provide an opinion on their experience.
- Among respondents who are aware of the pilot, 50% would like to see the program expanded, followed by 19% who would like to see all alcohol consumption banned at parks.
- Majority (54%) of respondents indicate the pilot did not impact their park visitation, followed by 30% who indicate it made them more likely to visit.

Disorderly behaviour

Majority of respondents who have experienced the pilot agree that they did not encounter disorderly behaviour (79%), noise (76%) or litter issues (70%).

Enforcement

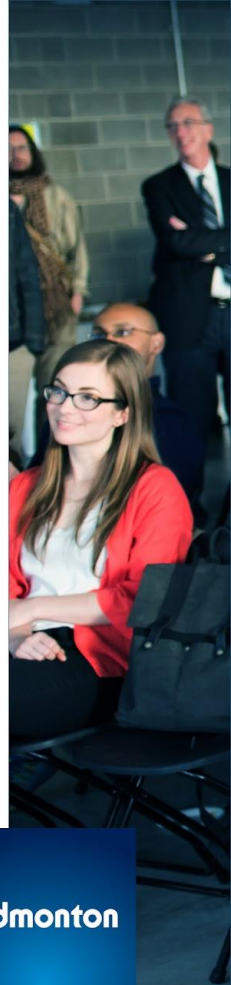
When asked about sufficient enforcement present, 35% of respondents had a neutral opinion and 27% indicated it did not apply. 23% of respondents agreed that there was sufficient enforcement present to avoid disorderly behaviour.

Locations and Hours

53% of respondents agree that the hours worked for them. Though 46% agree that the sites were conveniently located, opinion is divided on whether there were enough sites (29% agree, 29% disagree).

Signage

Agreement is also high that the signage clearly listed the rules (60%) and sites (59%), and made it easy to find the sites (51%).





Detailed Results

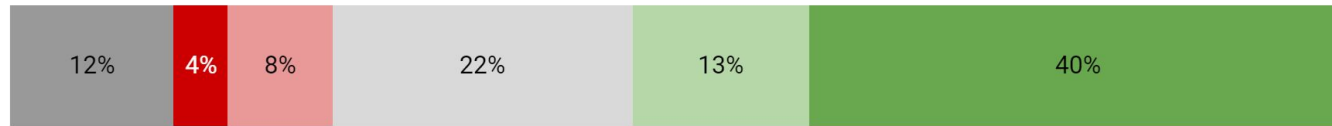
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Overall Experience with the Pilot

How would you rate your experience with the pilot program that allowed alcohol consumption at designated picnic sites in Edmonton?

Respondents who are aware of the pilot and have experienced it by utilizing a site or visiting a designated park=2,526



■ No opinion ■ Very negative ■ Somewhat negative ■ Neither positive nor negative ■ Somewhat positive ■ Very positive

Majority (53%) of respondents who have experienced the pilot rate their experience very or somewhat positive.

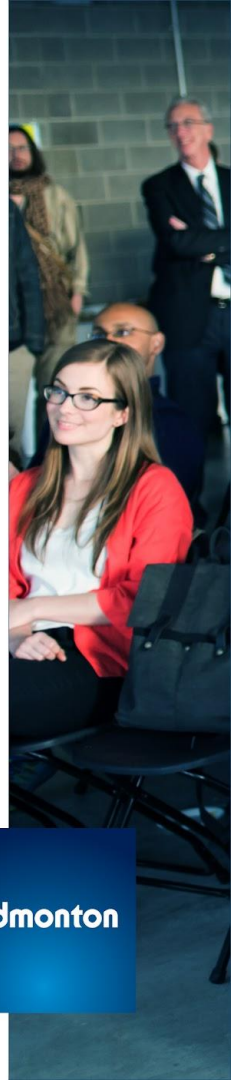
Respondents who identify as 18-34 years of age or LGBTQ2S+ are more likely to rate their experience as positive.

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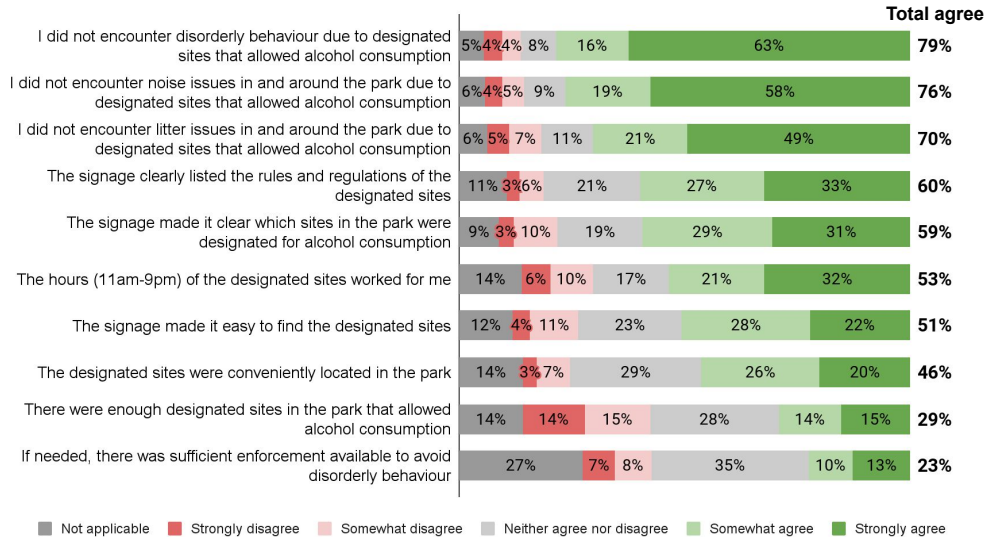
Q4. How would you rate your experience with the pilot program that allowed alcohol consumption at designated picnic sites in Edmonton?



Experience with Pilot Features

Please rate your experience with the following features of the pilot program that allowed alcohol consumption at designated picnic sites in Edmonton.

Respondents who are aware of the pilot and have experienced it by utilizing a site or visiting a designated park=2,526



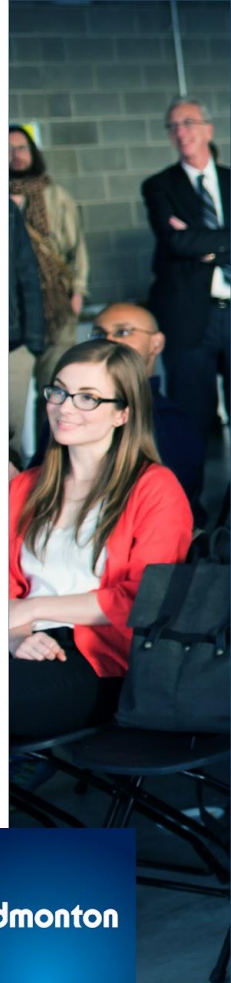
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Majority of respondents who have experienced the pilot agree that they did not encounter disorderly behaviour (79%), noise (76%) or litter issues (70%).

Agreement is also high that the signage clearly listed the rules (60%) and sites (59%), and made it easy to find the sites (51%).

53% of respondents agree that the hours worked for them. Though 46% agree that the sites were conveniently located, opinion is divided on whether there were enough sites (29% agree, 29% disagree).

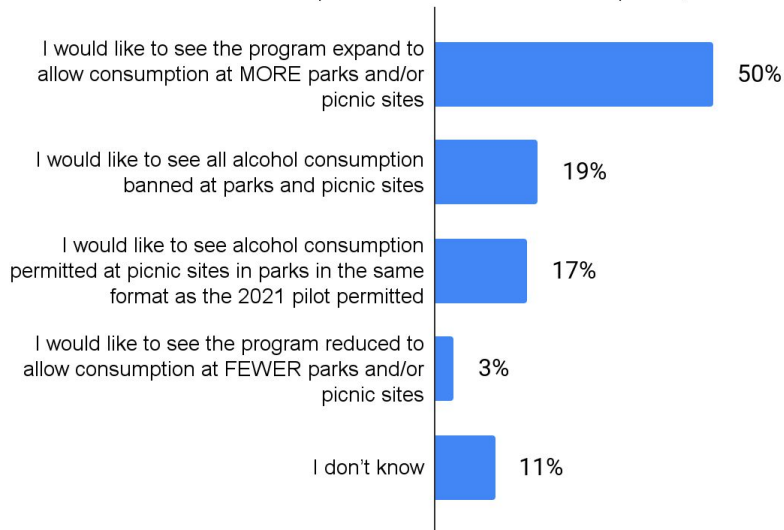
When asked about sufficient enforcement present, 35% of respondents had a neutral opinion and 27% indicate it did not apply.



Preference for the Program

Which of the following would you prefer?

Respondents who are aware of the pilot=3,690



50% of the respondents who are aware of the program would like to see the program expand to more park/sites, followed by 19% who would like all alcohol consumption banned at parks.

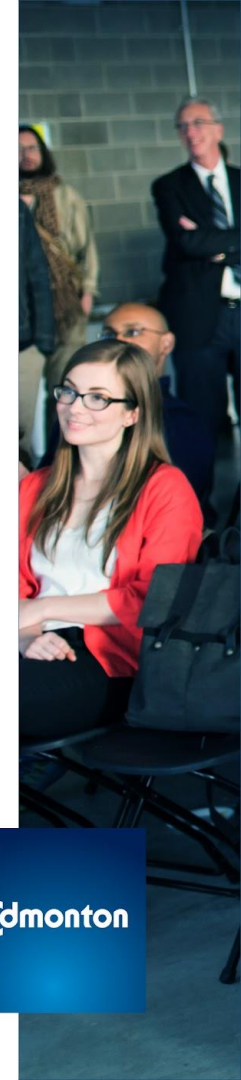
Expansion of the program is more likely to be supported by respondents who self-report to identify as 18-34 years of age, male, transgender, non-binary, two-spirit, LGBTQ2S+.

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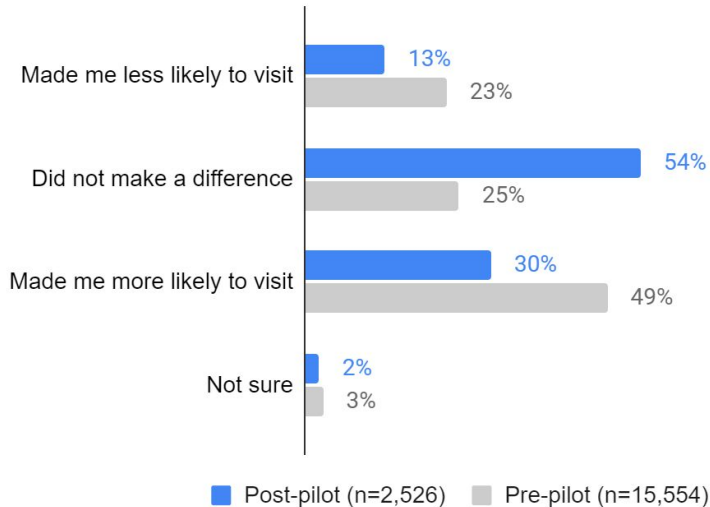
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Q8. Which of the following would you prefer?



Impact of Pilot on Park Visitation

Did the pilot program impact your likelihood of visiting a park in Edmonton?



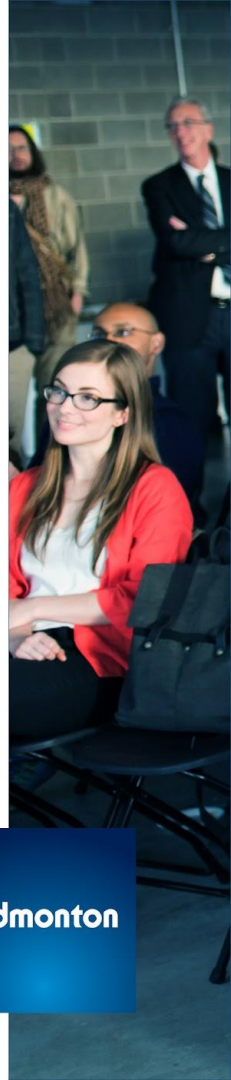
Compared to the pre-pilot, respondents are more likely to indicate that the pilot program did not impact their likelihood to visit a park in Edmonton.

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Q7. Did the pilot program impact your likelihood of visiting a park in Edmonton?





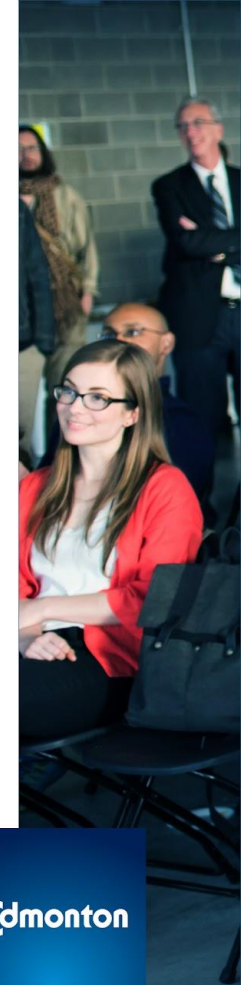
Demographics

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Gender	n=3,868
Female	50%
Male	43%
Non-binary	1%
Transgender	0%
Two-Spirit	0%
Another gender not listed above	0%
I prefer not to answer	5%
Identify as...	n=3,868
Visible minority	7%
Persons with disabilities	6%
Indigenous	2%
New to Canada (less than 5 years)	1%
LGBTQ2S+	7%
Other	5%
I prefer not to answer	8%
None of the above	68%

Age	n=3,868
18-24 years old	1%
25-34 years old	14%
35-44 years old	20%
45-54 years old	16%
55-64 years old	22%
65 to 74 years old	18%
75+ years old	6%
I prefer not to answer	2%
Children in household	n=3,868
Yes	22%
No	75%
I prefer not to answer	3%
Residence	n=3,868
Live in Edmonton	99%
Live in surrounding areas	1%
Prefer not to answer	0%

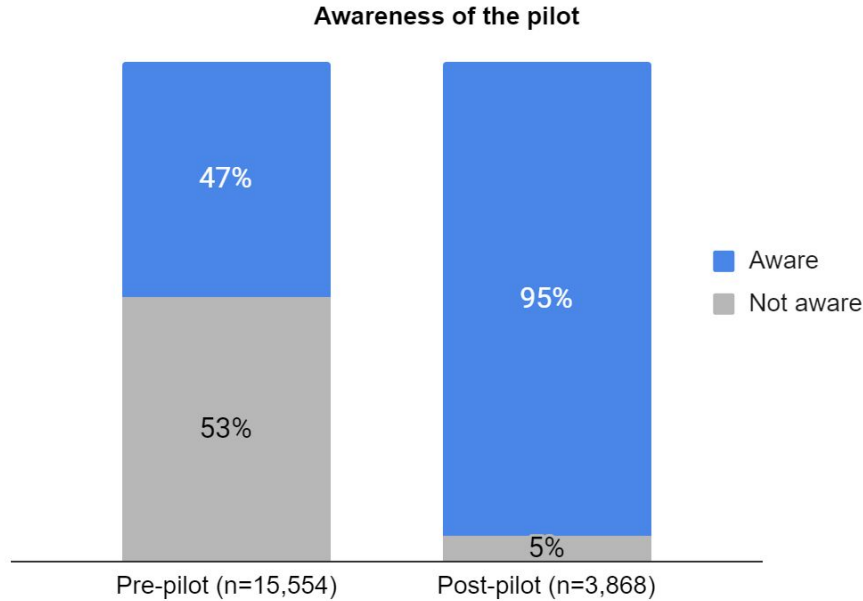


Appendix

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Awareness of the Pilot

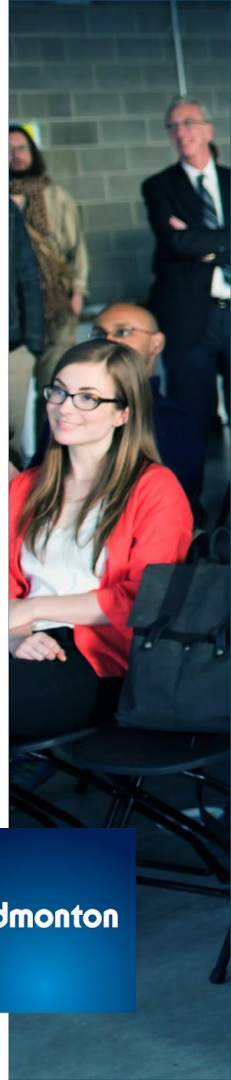


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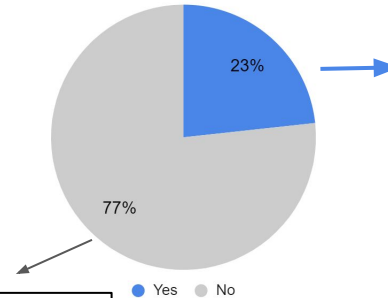
Q1. Before today, were you aware of the pilot program to allow alcohol consumption at designated picnic sites that ran from May 28 to October 11, 2021?



Utilization of Designated Parks and Sites

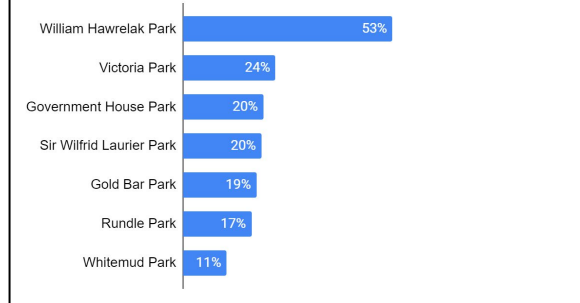
Did you utilize a designated picnic site allowing consumption during the pilot period?

Respondents who are aware of the pilot=3,690



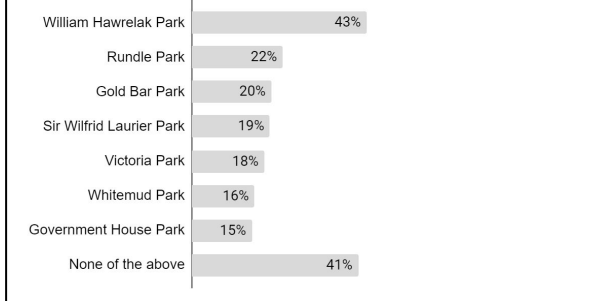
Where did you utilize the designated picnic site?

Respondents who utilized a designated site=859



Did you visit any of the following parks during the pilot period from May 28 to October 11, 2021?

Respondents who did not utilize a designated site=2,831



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Q2. Did you utilize a designated picnic site allowing consumption during the pilot period? Q3. Where did you utilize the designated picnic site? Q3a. Did you visit any of the following parks during the pilot period from May 28 to October 11, 2021?

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.

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