

Edmonton

Alcohol Consumption at Designated Sites Report

Research conducted by:



November 1, 2022



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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



Who participated in this research?

City of Edmonton residents who were 18 or older (or 15 or older for the Edmonton Insight Community) were eligible to complete the survey.



How was this research conducted?

- 409 were randomly recruited by calling their landline or cell phone
- 3,745 completed through the Edmonton Insight Community (EIC)
- 1,065 completed through an open web link
- 167 completed after being email invited to the survey
- 712 completed while visiting a park
- See next slide for more details on data collection methods.



What was the sample frame?

- The telephone data was weighted to match the 2019 Edmonton Census for quadrants (based on ward), age, and gender proportions.
- For the phone data, soft quotas were set by age (18-34, 35-54, and 55 or older), gender, ward, and phone type ownership (landline only, wireless only, or both) and the data was then weighted.
- All other data were left unweighted since they were collected through non-random sampling.
- Margin of error for phone data is +/- 4.8 percentage points at the 95% confidence level. Margin of error for all other data is not reported since they were not collected through random sampling.

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	Statistically representative	Target population	Dates of collection (all dates 2022)
 Phone	409	Telephone survey (CATI)	Yes margin of error $\pm 4.8\%$	Edmonton residents	July 14 – August 9
 Park	712	Intercept surveys conducted at 18 pilot and 2 other city 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	No	Edmonton residents, stakeholders, and organizations serving marginalized people	July 19 – August 20
 Picnic	167	Picnic site booking surveys	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	No	Used for open-ended responses, to provide enough data to evaluate overall sentiment	July 14 – August 20



This icon indicates that the data source on the slide is variable and details are provided on the slide itself.

Methodology: Research Questions

The following types of questions were included in the survey:

- **Park usage:** frequency of park visitation, expected frequency during upcoming summer, reasons for visiting or not visiting the park.
- **Pilot project:** awareness of the pilot itself, as well as of details about it, i.e., at which parks, where in the parks, at which hours drinking is allowed.
- **Experience with alcohol consumption in parks:** impact of alcohol consumption in designated parks on usage and frequency of visits, experience visiting a park where alcohol consumption is allowed.
- **Attitudes towards alcohol consumption in the park:** pros and cons; opinions about if, where, and when alcohol consumption in the parks should be allowed in the future.
- **Future consumption of alcohol in the park:** opinions about if, where, and when alcohol consumption should be allowed in the park in the future.
- **Mitigation measures:** preferences for a list of measures to minimize the negative impact of drinking in the park if it is allowed in the future

Methodology: Segmentation

A segmentation of Edmontonians was developed to provide deeper insight into the various views that exist in the population regarding alcohol consumption in the parks.

- The three identified segments, to be detailed further, are central to the main analysis.

Questions used in the segmentation:

Thinking of drinking alcohol at designated sites in City parks, to what extent do you agree or disagree with each of the following:
Drinking in parks makes having a picnic more enjoyable
Allowing drinking in parks allows the City to better regulate an activity that was already happening
Drinking in parks supports a healthier, more moderate drinking culture
Allowing drinking in parks makes the parks more welcoming to a wider variety of people
Allowing drinking in parks causes more damage to parks
Allowing drinking in parks leads to more personal injuries related to park usage
Allowing drinking in parks leads to more disorderly behaviour
Allowing drinking in parks leads to more people drinking and driving
Allowing drinking in parks encourages underage drinking
Allowing drinking in parks will lead to more positive benefits for residents than negative issues

Identified Segment Personas*



Enthusiast

Ethan

Agrees with the benefits and is not worried about negative consequences



Indifferent

Jennifer

Mostly agrees with the benefits, but has some concerns about negative consequences



Disapprover

Aayan

Does not see the benefits and is worried about negative consequences

* See the *Introducing Segment Personas* section for more detail

Statistical testing (phone results only)

Statistical testing is performed only on phone (CATI) data, which is the only statistically representative sample of Edmontonians used in this survey. The comparisons are done across the three segments of residents.

Any statistical differences at the 95% confidence level are indicated by arrows meaning that a segment is statistically higher/lower than the average of all other segments combined.

For example:



This implies that:

-  Enthusiasts at 78% rated a specific metric higher than  Disapprovers and  Indifferents combined.
-  Indifferents at 77% rated a specific metric higher than  Enthusiasts and  Disapprovers combined.
-  Disapprovers at 22% rated a specific metric lower than  Enthusiasts and  Indifferents combined.

If results are not shown for a specific group, this means the segment is not statistically different from the average of all other segments combined.

GBA+ analysis comparisons (web results only)

Detailed results of GBA+ analysis are shown in tables detailing differences among various demographic groups, including age, gender, LGBTQ2S+ self-identification, religion, visible minority status self-identification, time in Canada, home type, availability of green space at home, income, education, and children at home.

Because web survey participants completed the survey voluntarily either through an open web link or the Edmonton Insight Community panel, this is not a random, statistically-representative sample of all Edmonton's residents. As such, no statistical testing was performed on the web data. Instead, the web results for each demographic subgroup are compared to the aggregate (average) results for the web data, which provides *directional* information about the preferences of various demographic groups.

Results are highlighted as follows:

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

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

Key Findings

Park Usage and Experience with Alcohol Consumption

Current and Future Park Usage

- Similar to previous years, about **one-third** of Edmontonians **visit parks weekly** and about **three-quarters visit at least monthly**.
 - Just under 1 in 4 have recently visited a park where drinking alcohol is allowed at designated sites
- Most Edmontonians **will continue to use designated parks** as often as before.
 - Additionally, near equal numbers will use them more (12%) or less (15%) often.

Experience with Alcohol Consumption in Parks

- Of the about **1 in 5** who live near designated parks, only **1 in 8** noticed any issues related to alcohol consumption.
- Most visitors to a designated park were not drinking and **few noticed others drinking**.
- **Signage could be improved:** Some people were seen drinking in designated areas while others were drinking in other areas.
- Those who were drinking generally **did not cause problems** and **most people still felt safe**.
 - **Few left early** because of others drinking.
 - Nearly all **plan to return** to the park in the future.

Pilot Awareness and Perspective on Future Allowance

Pilot Awareness

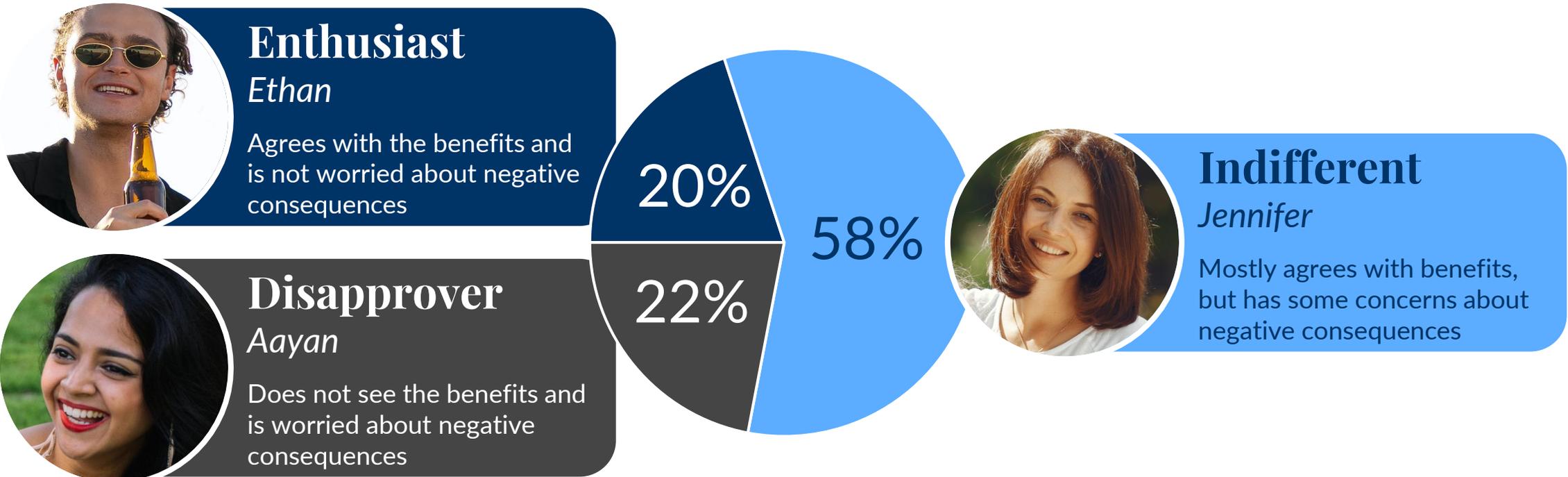
- Two-thirds of Edmontonians are aware of the pilot.
 - Most of those are aware of the locations where alcohol consumption is allowed.
 - Few are aware of the specific time frame.

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 it should be allowed (80%).
- To mitigate the negative impacts, Edmontonians suggest that signage of designated areas be improved (67%), more bylaw officers be deployed (66%) and that fines be increased for those violating the regulations (61%).

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 Overview

There are three overarching groups of people when it comes to alcohol consumption in parks:



Enthusiasts (20%)

Who they are

- Mix of men and women
- Generally younger
- <1 in 5 BIPOC
- ~1 in 6 LGBTQ2S+
- Long time in Canada
- Higher incomes

Top attitudes towards alcohol consumption in parks

- Make picnics more enjoyable
- Make parks more welcoming
- Regulates an existing activity
- Support healthy, moderate drinking culture
- More positives than negatives



Indifferents (58%)

- Mix of men and women
- Mix of ages
- ~1 in 4 BIPOC
- ~1 in 12 LGBTQ2S+
- Long time in Canada
- Middle income

- Regulates an existing activity
- Makes picnics more enjoyable
- Makes parks more welcoming
- Causes drinking and driving
- Causes more disorderly behaviour



Disapprovers (22%)

- Generally women
- Generally older
- ~2 in 5 BIPOC
- ~1 in 14 LGBTQ2S+
- More than half immigrants
- Middle to lower income

- Causes drinking and driving
- Causes more disorderly behaviour
- Encourages underage drinking
- Causes park damage
- More personal injuries

Segment Personas Perspectives

They have distinctive perspectives when it comes to future alcohol consumption in parks:

	 Enthusiasts (20%)	 Indifferents (58%)	 Disapprovers (22%)
Future	Continue allowing alcohol in parks	Continue allowing alcohol in parks	Do not allow alcohol in parks
Top mitigation preferences	<ul style="list-style-type: none">• Improve signage• More bylaw officers• Increase fines• Provide addiction info	<ul style="list-style-type: none">• Improve signage• More bylaw officers• Increase fines• Provide addiction info	<ul style="list-style-type: none">• Only allow at booked sites• More bylaw officers• Increased fines• Allow at fewer parks

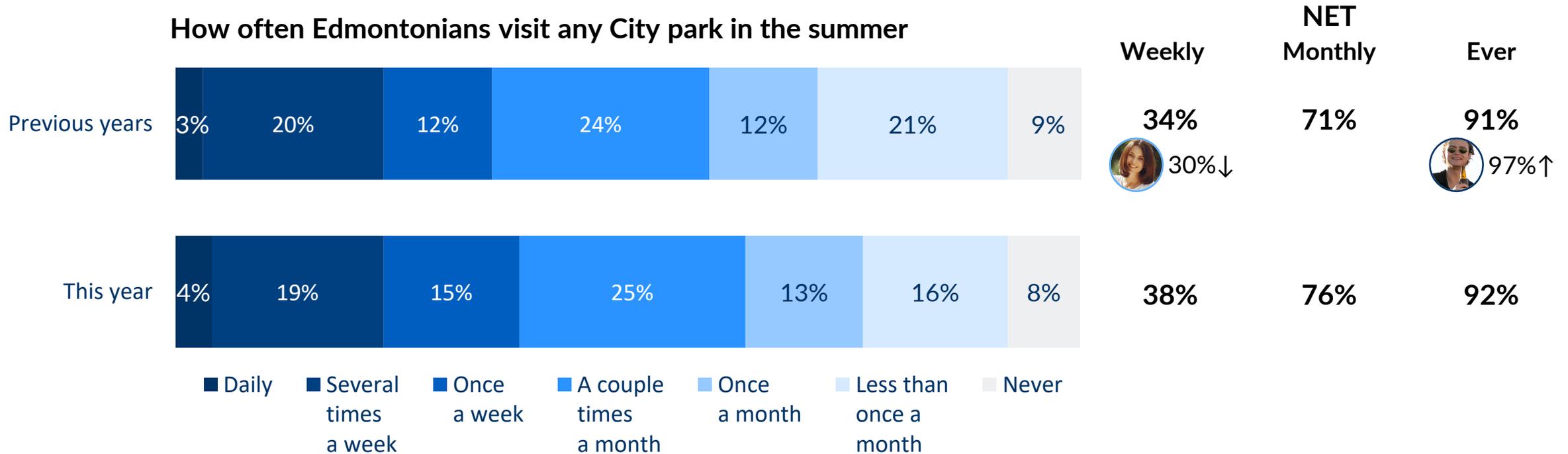
Current and Future Park Usage

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.

How often Edmontonians visit any City park in the summer



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

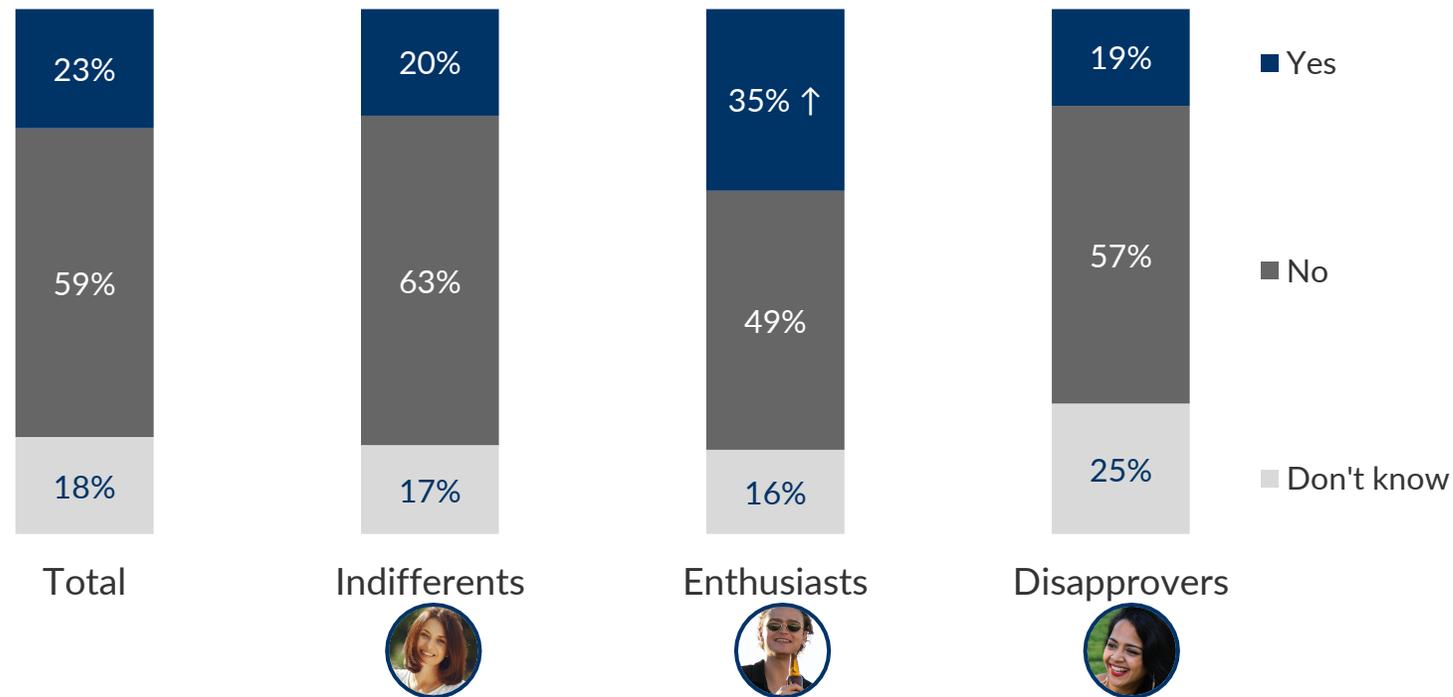
Q3a. About how often do you expect to visit any Edmonton park this summer?

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

Visiting Designated Parks

Nearly one-in-four have recently visited a park where alcohol drinking is allowed with Enthusiasts being more likely to have visited a pilot park.

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



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.

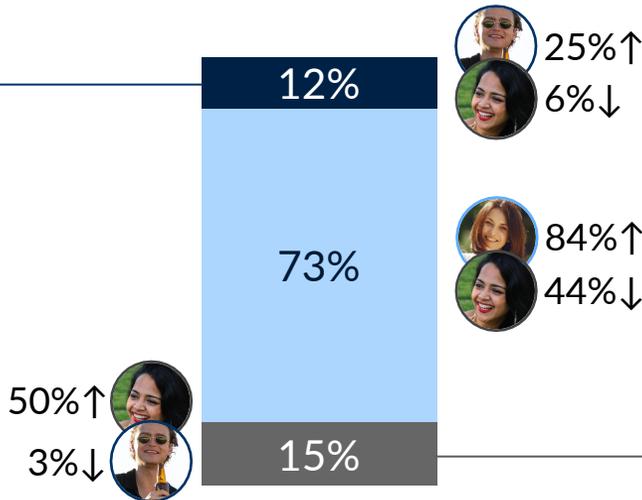
Reasons to use parks more often



“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



Expected frequency of park use given the pilot

■ Use less ■ Just as often ■ Use more

Reasons to use parks less often



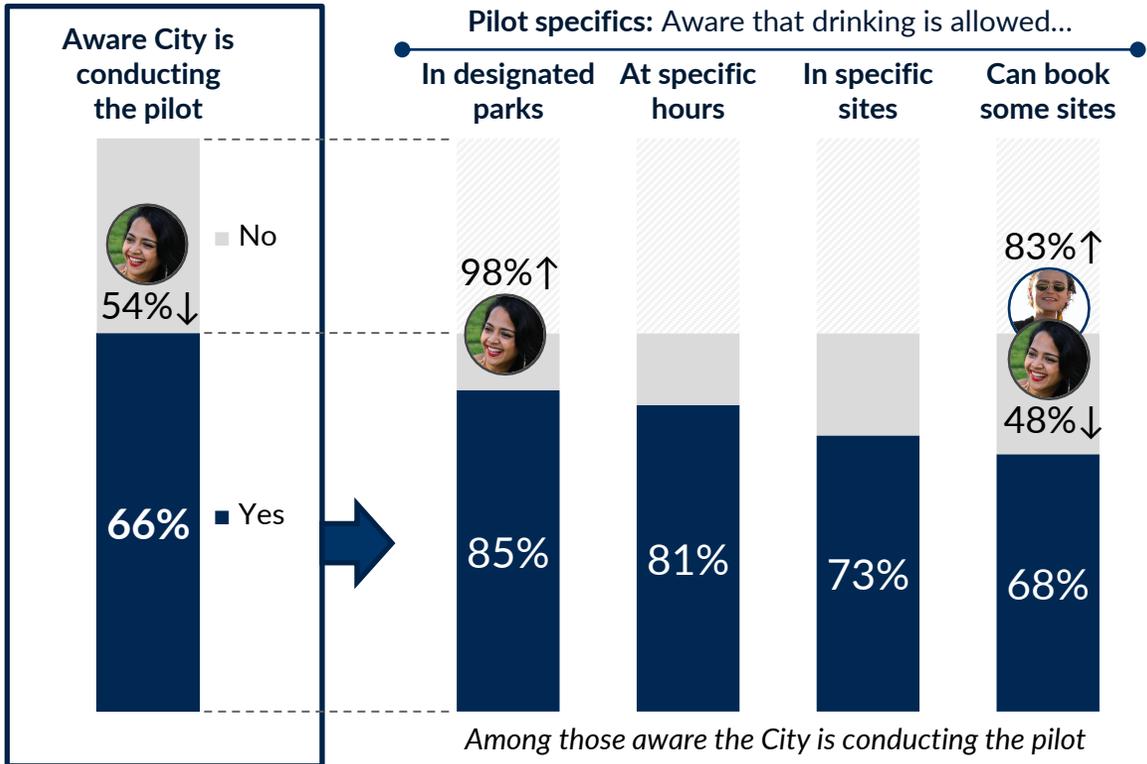
“When people drink **alcohol**, they tend to be **noisier**.”
- 35 to 44, male

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

Pilot Awareness

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.

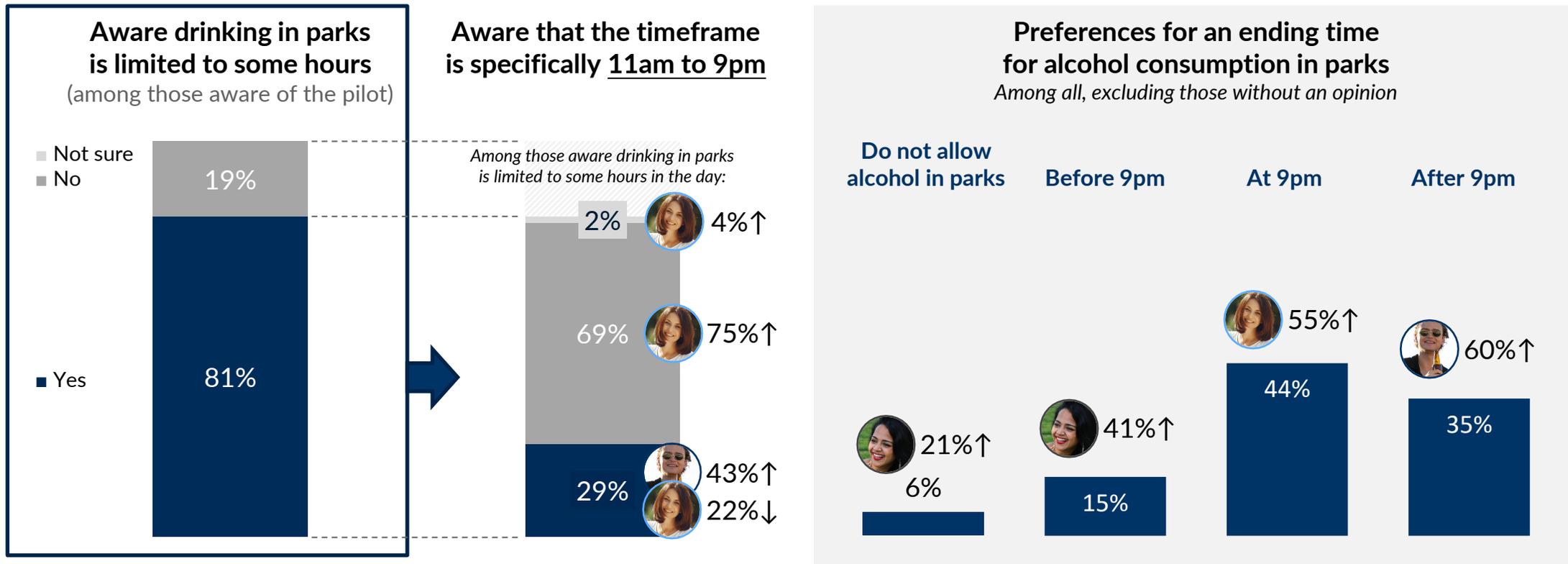
- Along with Disapprovers, awareness of the pilot is generally lower among those who have been in Canada for less than 20 years, and those affiliated with religions other than Christian.



* 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)

Among Edmontonians who knew that the pilot only allows drinking within certain hours, just over one-quarter were aware of 11am to 9pm hours. There is some desire to extend drinking hours beyond 9pm, particularly among Enthusiasts.

- Others who are interested in the time limit to be past 9pm include those aged 18-34, are LGBTQ2S+, are non-binary, renters, and those who do not have green space at home.



Q2. Currently, the pilot allows drinking in designated sites from 11 am to 9 pm. Were you aware of this timeframe? Base: Phone; aware the pilot allows drinking in parks within specific timeframe only (n=223)

Q8b. If it were up to you, would you set the end time to stop drinking in designated parks to be... Base: Phone; excludes no opinion (n=371)

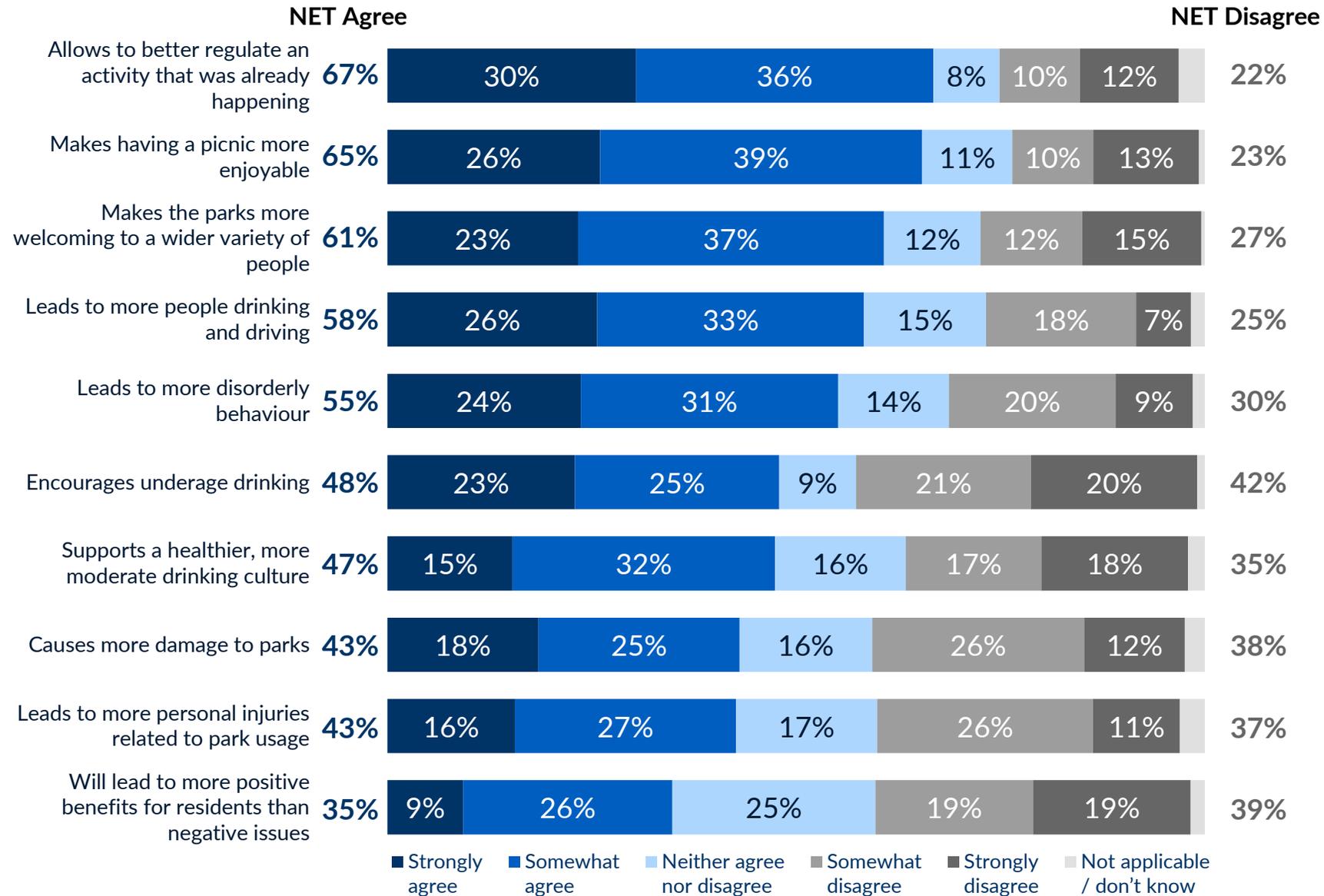
Residents Perceptions and Preferences

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...

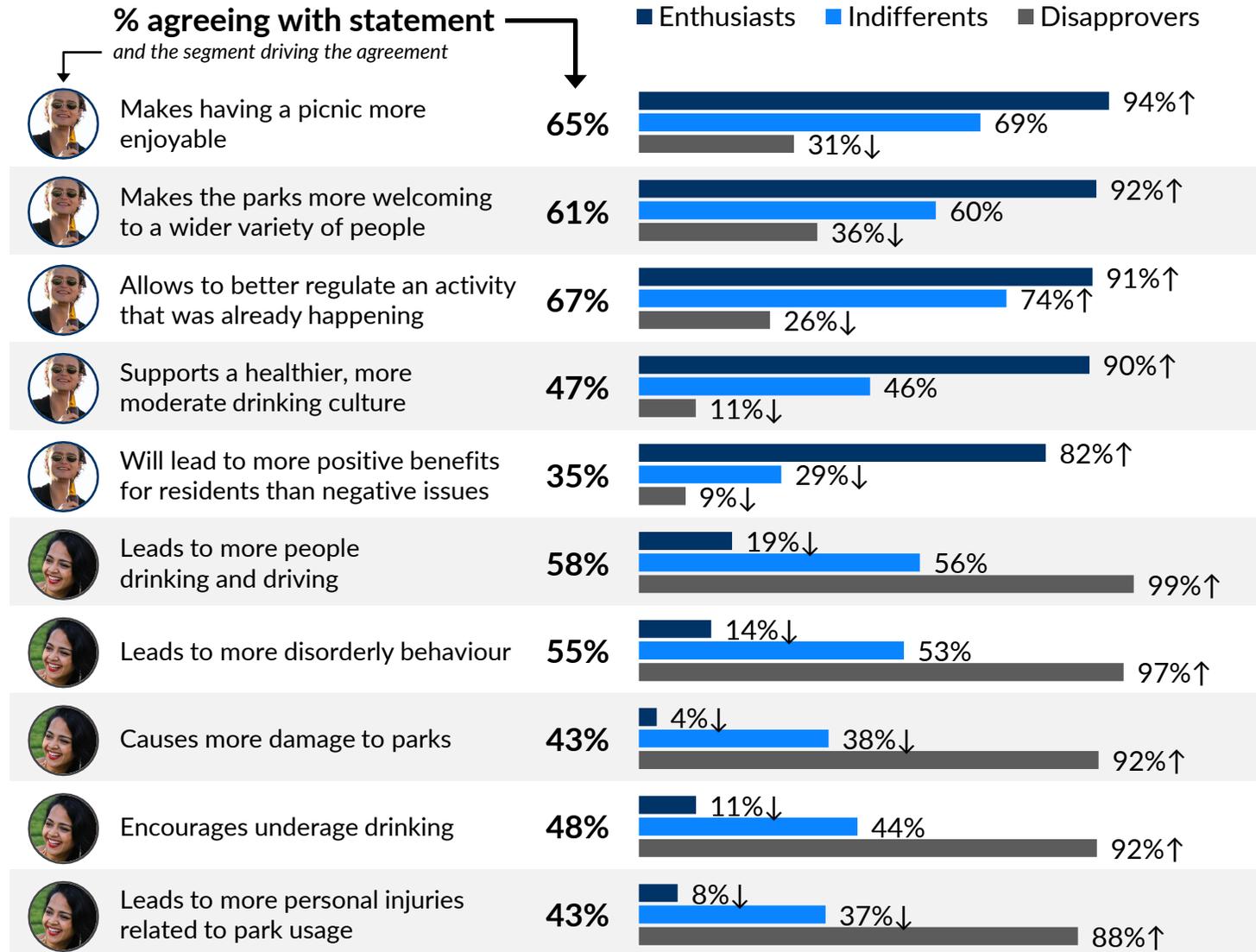
Base: Phone (n=409)

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.



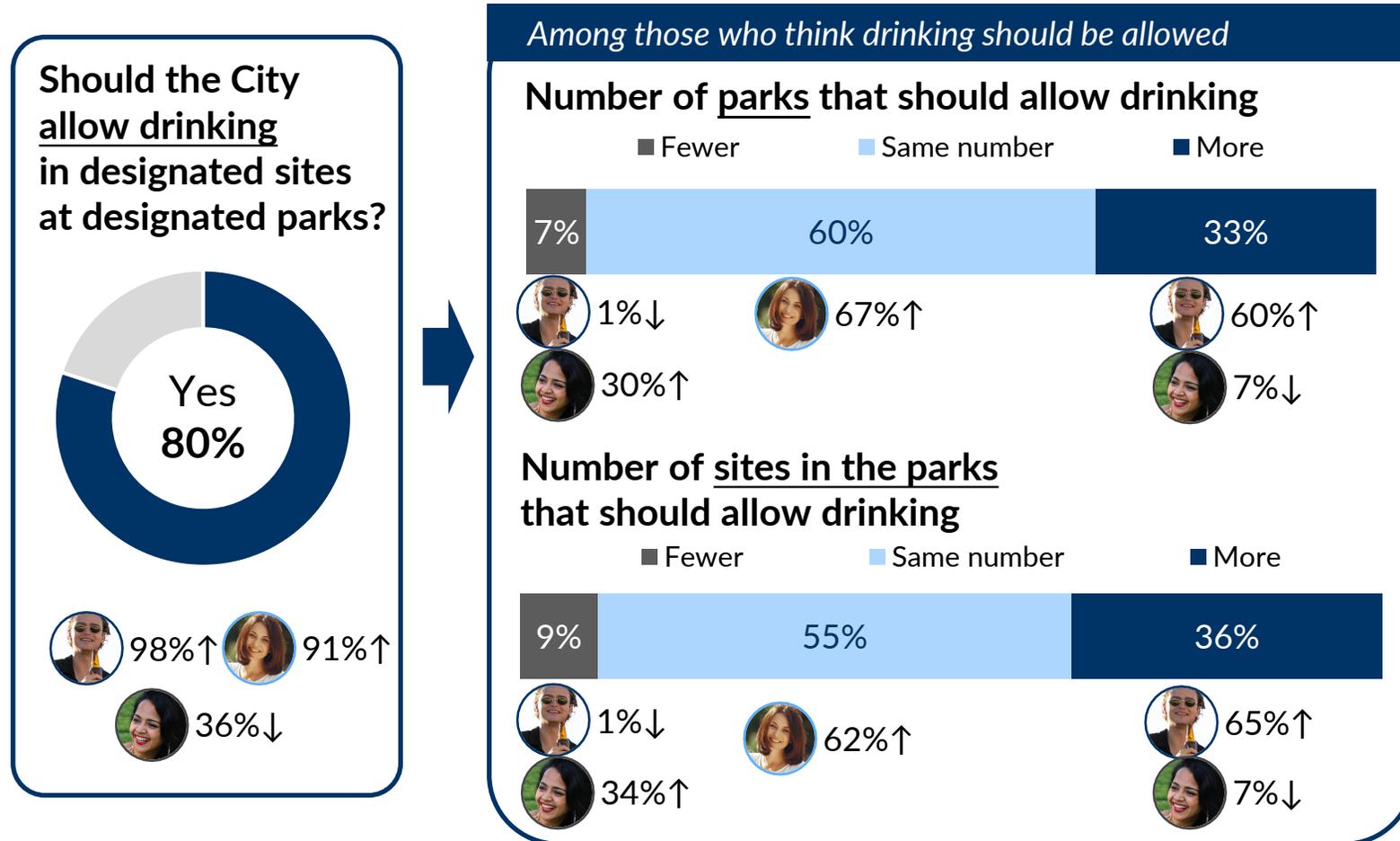
Full statements were edited for brevity.

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)

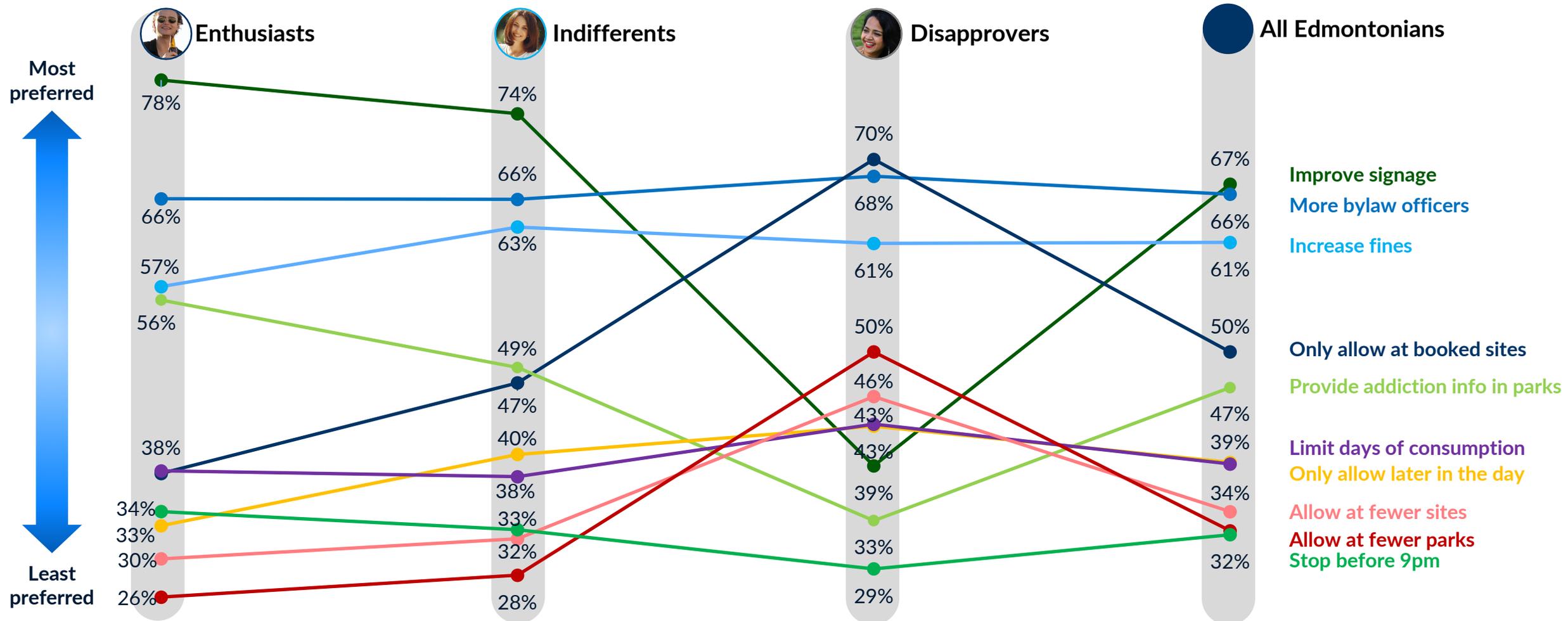
F2. The City currently allows drinking at designated sites in 18 different parks. In your opinion, should the City allow drinking in... Base: Phone; Yes, allow drinking in future years (n=323)

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.

Mitigation 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 all groups that there be more bylaw officers enforcing the rules and increased fines for those breaking 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).

Other Mitigation Ideas



Phone

Other than completely not allowing alcohol in parks, Edmontonians suggested increased enforcement with the help of bylaw officers, increased fines, improved communication and signage. Other suggestions included limits to: quantities consumed, times when alcohol can be consumed, and locations where it can be consumed.

“Use **signage** and have cameras and increase **bylaw** officers during drinking times.”
- 25 to 34, female

“More **information** and better presence of **officers** is needed. Try to **educate** people since people are consuming substances.”
- 25 to 34, male

“Allow drinking **later in the day** so children won't be as present. And limit the **number of parks**.”
- 35 to 44, male

“Only allow drinking **during meal hours**, between 4pm to 6pm.”
- 55 to 64, male

“Limit it to parks with **no playgrounds** or have the zones away from playgrounds.”
- 35 to 44, male

“If people get carried away in a public park they should be **fined**.”
- 25 to 34, female



Segment Personas Summary

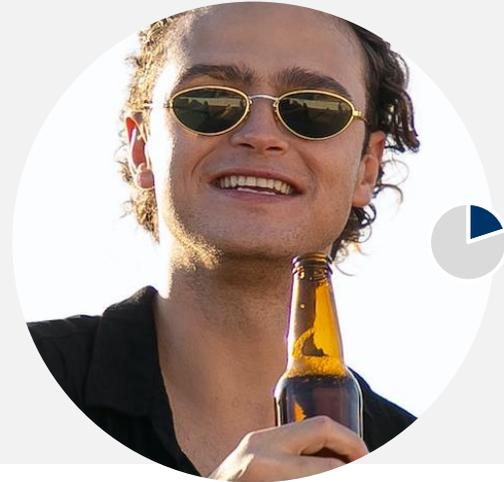


Segment Personas: Brief Demographic Comparison

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 LGBTQ2S+ Edmontonians), and for the Disapprover segment (more likely to include BIPOC, women, immigrants).

		Gender	Age	BIPOC	Immigrant*	LGBTQ2S+	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



Ethan Enthusiast

20% of Edmontonians

Agrees with the benefits and is not worried about negative consequences

*"It's nice to be able to have a picnic and have a couple beers, more appealing to have the option."
"[Being able to drink alcohol in City parks] opens up more opportunities for events."
"Just for the social aspect to get people together and to be able to enjoy a beer in the afternoon, [you're] an adult."*

n=83
98%↑
believe drinking in parks should be allowed

n=83
42%
visit parks weekly

n=83
35%↑
have visited a pilot park

n=83
25%↑
will visit parks more often if drinking is allowed

n=80
60%↑
would extend the 9PM time limit

PROFILE

Enthusiasts are typically younger or middle aged, tend to have good incomes, and designated parks would provide a space for them to be social.

I've grown up in Canada and have been a supporter of people's rights, including the LGBTQ2S+ community. I think the government should stop preventing people from doing activities they would like to do – like drinking alcohol in parks. They could just regulate what is already happening to make sure it is done in a safe manner to the enjoyment of all.

EXPERIENCE WITH ALCOHOL IN PARKS

Claims to know of the pilot, and most likely to have visit a designated park, but believes most parks allow drinking at any time.

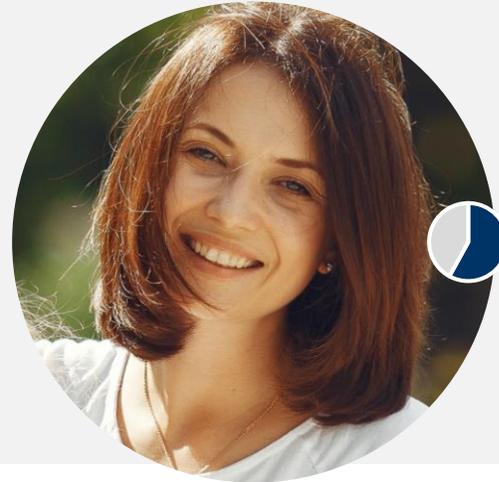
I did visit a park this summer where drinking was allowed but didn't realize I could only drink at certain times in certain locations. I can tell you that the people I was with, and the others I saw at the park, were enjoying their time a lot more because they could let loose. In fact, we even invited some others to join us, and our DD even gave a couple people we met a ride home. We have plans to meet up again in the future.

FUTURE OF ALCOHOL IN PARKS

Supporters of the pilot, they are for extending it to more parks, more sites, and longer into the night.

Drinking is a good social activity and people can be trusted to do so responsibly. I think we should allow drinking alcohol at more parks and sites. I'd prefer to be able to drink whenever I want but if there must be a cutoff time, please make it after 9PM. Implementing this will get more people out to the parks as it just makes hanging out at the park so much more enjoyable for everyone.

Fictitious character used to represent the segment. Verbatim responses are in quotes. Verbatims edited slightly for grammar, punctuation and clarity.
Base: Enthusiast persona (n=83), base varies when don't know, unsure, or no opinion answers are excluded (see slide).
Arrows indicate statistical significance against all other segments combined



Jennifer Indifferent

58% of Edmontonians

Mostly agrees with the benefits, but has some concerns about negative consequences

"I don't disagree with drinking in parks, but it's like anywhere, responsible drinking is responsible drinking. Even in a park. If not responsible, it's inappropriate anywhere."

"It should be monitored: if people behave, it's good. And if they misbehave, they should stop the program."

"Just as long as it is safe for children and cleanliness, [so that people do] not throw garbage everywhere."

n=230
91%↑
believe drinking in parks should be allowed

n=229
30%↓
visit parks weekly

n=230
20%
have visited a pilot park

n=230
84%↑
will visit parks just as often if drinking is allowed

n=202
55%↑
would keep the 9PM time limit

PROFILE

Younger, lower- and middle-income earners, Indifferents are the least frequent park-goers.

I don't have much free time between work and other personal interests, so I just don't go to parks very often, although I have been to parks more this year, now that the pandemic is ending. When I have been, I appreciate having the open space I can enjoy, whether on my own or with friends and family.

EXPERIENCE WITH ALCOHOL IN PARKS

Few Indifferents have visited a pilot park or know about the timeframe, but they are generally aware of the pilot.

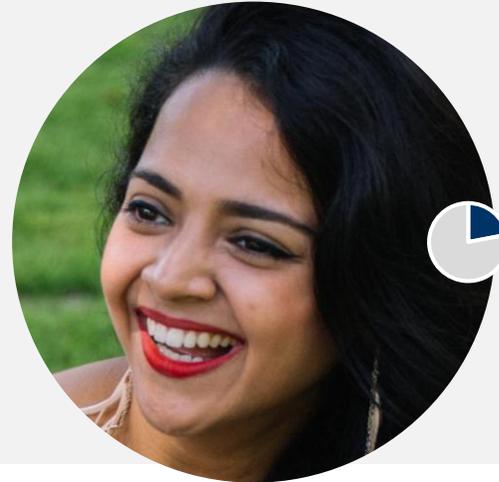
I know the City is trying something new about drinking in parks this summer. Some parks allow this, but I didn't know there's a time limit for when people can drink. You know, I always figured people are already drinking alcohol in parks, so we might as well regulate this. Sure, some people may do something stupid, but I don't think we should let one or two bad apples ruin something that others will enjoy responsibly.

FUTURE OF ALCOHOL IN PARKS

Indifferents support consumption in parks but not necessarily expanding to more parks or more sites.

I support the idea of allowing drinking in parks, even a few more than this year, if the City wanted to. It's not good for anyone if people are not enjoying responsibly, so the City will need to pay close attention to how this pilot is going. Particularly, having people book sites will make it easier to monitor and have clear signage for where drinking is allowed and not allowed in parks is important. I also think the City should increase bylaw officer presence, just in case.

Fictitious character used to represent the segment. Verbatim responses are in quotes. Verbatims edited slightly for grammar, punctuation and clarity. Base: Indifferent persona (n=230), base varies when don't know, unsure, or no opinion answers are excluded (see slide). Arrows indicate statistical significance against all other segments combined



Aayan Disapprover



22% of Edmontonians

Does not see the benefits and is worried about negative consequences

"I believe it is not safe once a person has a few drinks, we don't know how it will go because [alcohol] affects everyone differently."

"There are lots of kids roaming around and [drinking in parks] might be dangerous for them."

n=96

36%↓

believe drinking in parks should be allowed

n=95

39%

visit parks weekly

n=96

19%

have visited a pilot park

n=96

50%↑

will visit parks less often if drinking is allowed

n=89

41%↑

would roll back the 9PM time limit



PROFILE

Overwhelmingly women and often BIPOC, Disapprovers have concerns about safety—particularly of children.

I moved to Canada a while ago with my whole family. I went to dentist school, so I'm fortunate to have good income. When I can, I like to spend some time with my loved ones at the local park. Everything that has to do with the safety of my family is my top priority right now and I know people can be pretty irresponsible when drinking. I'd prefer my children not be around and possibly tempted to start drinking at such a young age.



EXPERIENCE WITH ALCOHOL IN PARKS

Disapprovers know some parks are designated and believe drinking alcohol in parks will lower their enjoyment.

I'm wasn't aware of the pilot program at some parks this summer, but some of my family were. They told me that drinking was only allowed at certain sites and that you have to book them online ahead of time. I'm not too knowledgeable of when people are allowed to drink. From my point of view, this is likely to lead to park vandalism and injuries to people.



FUTURE OF ALCOHOL IN PARKS

Skepticism about others' ability to enjoy responsibly is a major reason why Disapprovers oppose the pilot.

Other people getting drunk and rowdy is not something I want to worry about when I go to the park with the kids. I'm particularly concerned that this permission to drink in parks will lead to more drunk driving around the park. If this drinking at the park continues, I think the City should limit it to fewer parks, fewer sites, and limit it to earlier than 9PM. I expect I will stay away from those parks in the future.

Fictitious character used to represent the segment. Verbatim responses are in quotes. Verbatims edited slightly for grammar, punctuation and clarity.

Base: Disapprover persona (n=96), base varies when don't know, unsure, or no opinion answers are excluded (see slide).

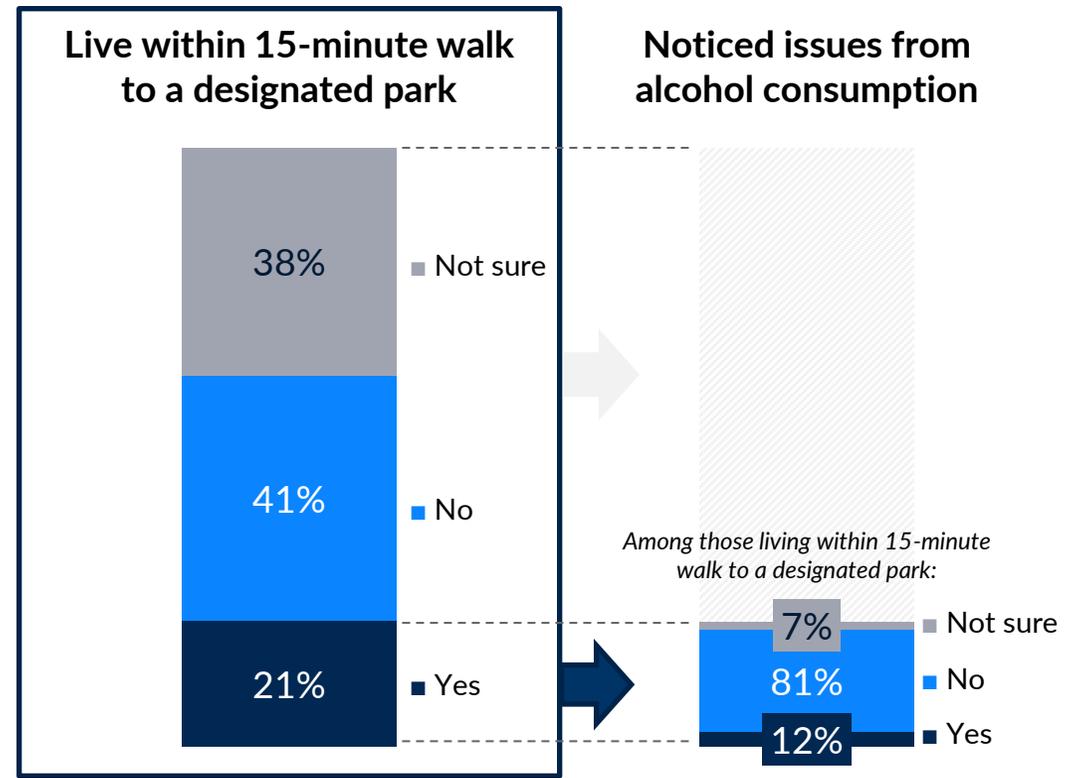
Arrows indicate statistical significance against all other segments combined

Experience with Alcohol Consumption in Parks

Living Close to Parks

1057 (21% of web results) respondents indicated that they live within a 15-minute walk of a designated park. Of those, about 1 in 8 noticed issues from people who have been drinking.

Those living closest to designated parks include Edmontonians who are 18-34 years old and those that do not have green space at home

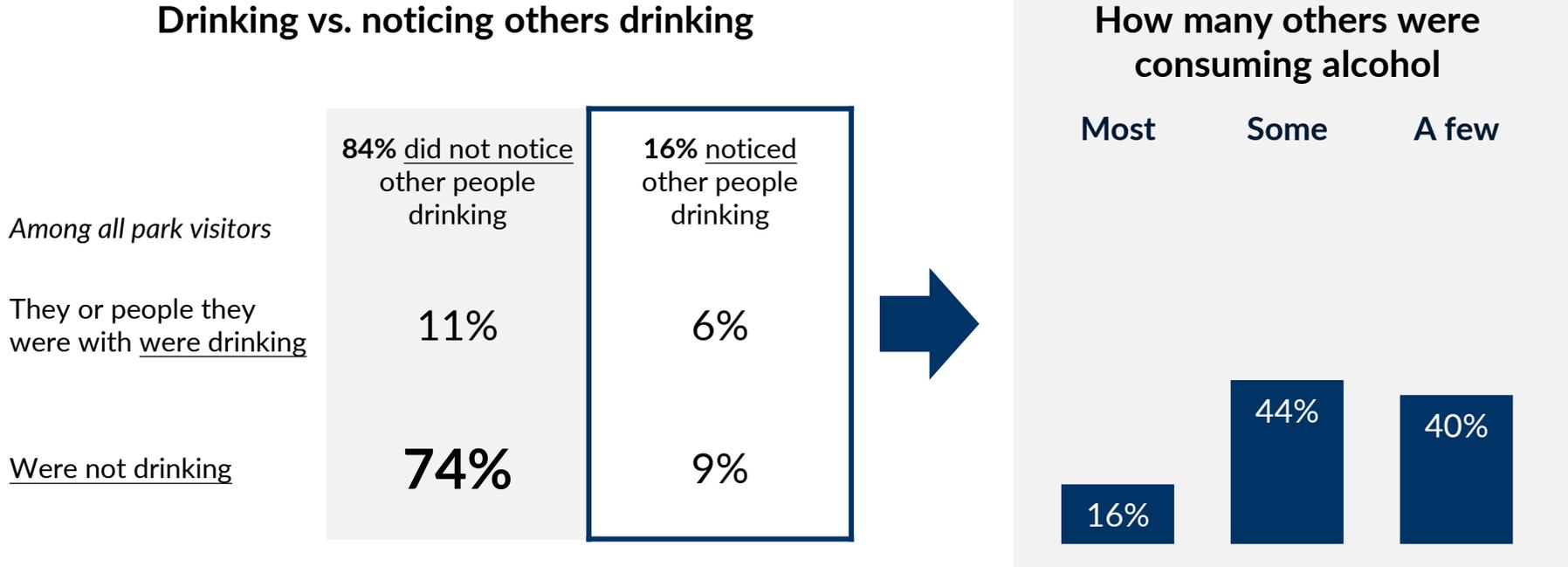


Those that live close to a park who are the most likely to have noticed an issue include those with children over 12, those who have lived in Canada for less than 20 years, and those who are of a religion other than Christian.

Q9. Do you live within a 15 minute walk of one of the designated parks that allow drinking? Base: Web (n=4,810)
Q10. Since May of this year, have you noticed any issues from people who have been drinking in the designated park you live close to? Base: Picnic, lives within 15 min to a park that allows drinking (n=1,022)

About three-quarters of visitors to designated parks were not there to drink and did not notice anyone else drinking. Among the roughly 1 in 6 who did notice others drinking, most often it was only a few or some others at the park consuming alcohol.

- Those who are 18 to 34 and those without a green space at home were most likely to be visiting and consuming alcohol.
- Those most likely to have seen some or most others drinking include those who have lived in Canada less than 20 years, those who are a religion other than Christian, and those who are non-binary



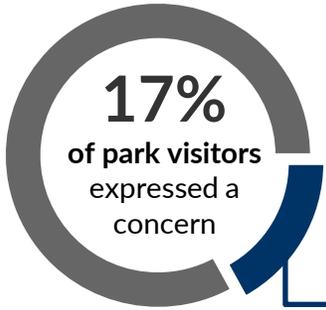
Slight differences in summed percentages are due to rounding.

P3a. Did you, or any people you are with, drink alcohol or plan to drink alcohol today while in the above-mentioned park? Base: park visitors (n=712)

p4. Have you noticed any [other] people in the above-mentioned park who were drinking alcohol? Base: Park visitors (n=712)

p5. How many [other] people would you say were drinking alcohol? Base: Park visitors; noticed people drinking (n=111)

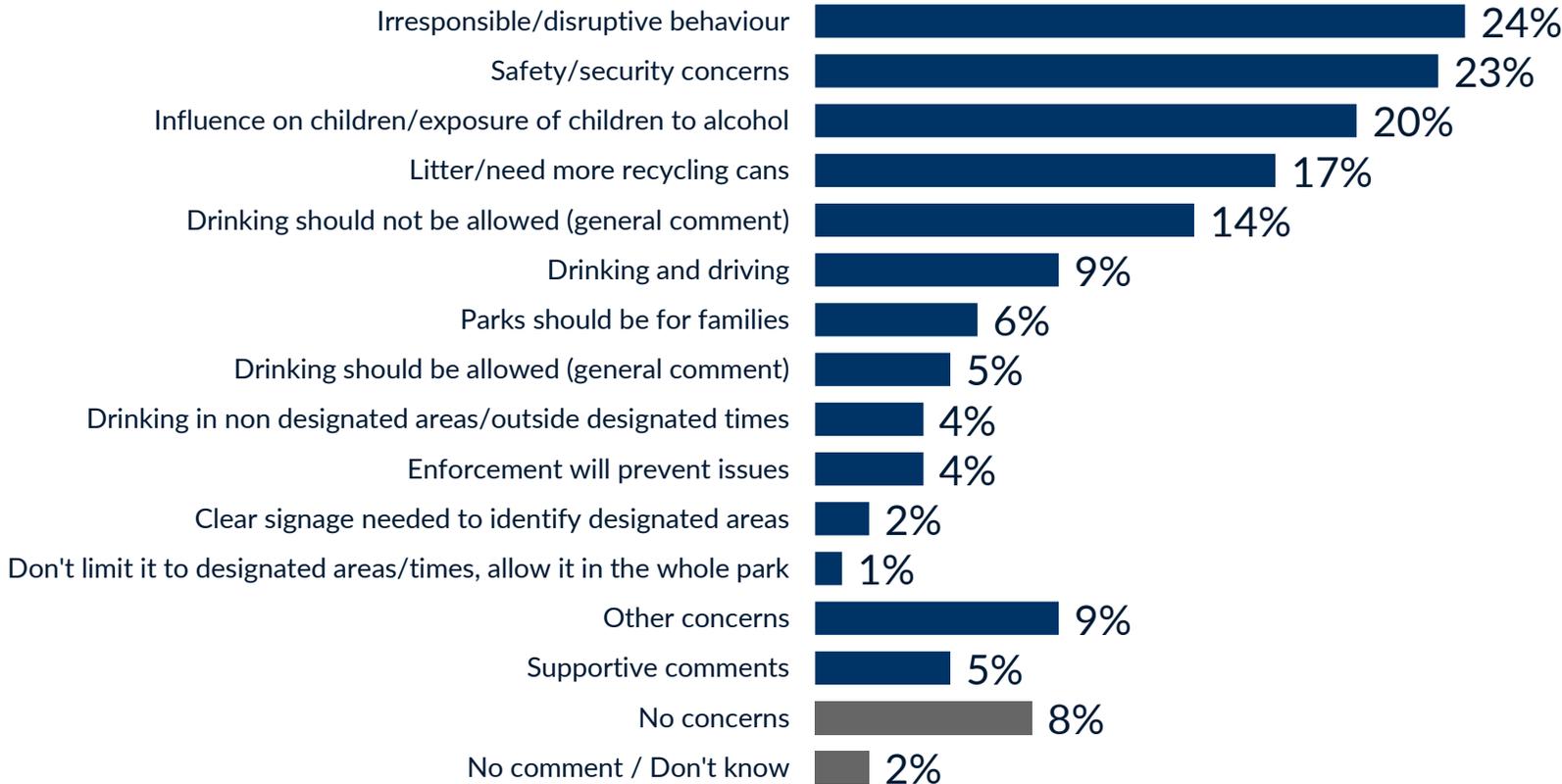
Concerns Consumption in Parks



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

Effects of Alcohol Consumption

Most Edmontonians who visited a designated park did not feel negatively impacted by others' drinking, nor did they leave the park earlier because of it. There may be some opportunities to improve signage for where drinking is allowed and enforcement of the rules.

Agreement with statements:

Among those who noticed people drinking at park

NET
Agree

NET
Disagree

You left the park sooner than you would have because others were drinking alcohol

20%



73%

Those drinking alcohol were annoying other park visitors

18%



70%

You felt less safe because people were drinking alcohol

24%



69%

Those not drinking alcohol avoided those drinking

21%



52%

It was clear where park visitors could and could not drink alcohol

44%



30%

People drinking alcohol were doing so only in the designated areas

48%



26%

Strongly agree
 Somewhat agree
 Neither agree nor disagree
 Somewhat disagree
 Strongly disagree
 Not applicable / don't know

Slight differences in summed percentages are due to rounding.

p6_a to p6_f. To what extent do you agree or disagree with each of the following statements...

Base: Web; noticed people drinking (n=689)

Reasons for Changes in Visitation Frequency

For some, COVID restrictions being lifted means that other activities have now become available, leaving less time for parks. For others, this presents more opportunity to spend more time in parks. People not visiting parks at all are often worried about mosquitos and COVID.

Why park use will increase

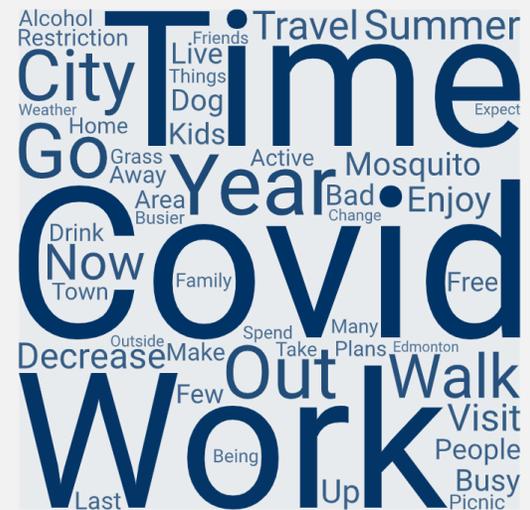


n=842

“With **COVID** restrictions lifted, I was able to get back to using parks more.”
- 35 to 44, female

“I have more free **time** this summer.”
- 55 to 64, female

Why park use will decrease

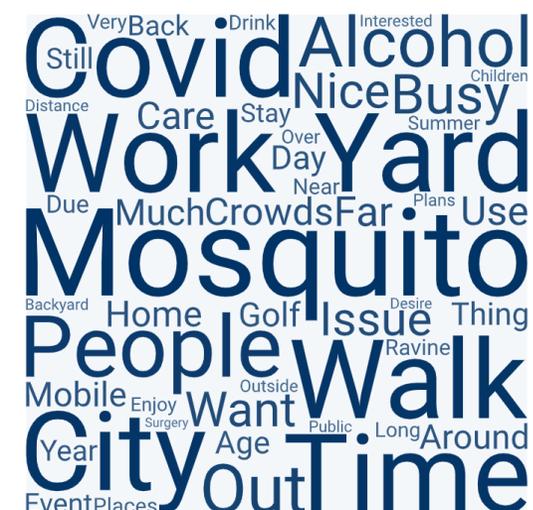


n=495

“Fewer **COVID** restrictions have opened other past **time** recreation options.”
- 45 to 54, female

“I have other activities that are competing for my **time**.”
- 35 to 44, male

Why some people would not visit parks



n=158

“Because of too many weeds and **mosquitoes**.”
- 35 to 44, undisclosed gender

“I work long hours and don't have **time** and energy.”
- 25 to 34, male

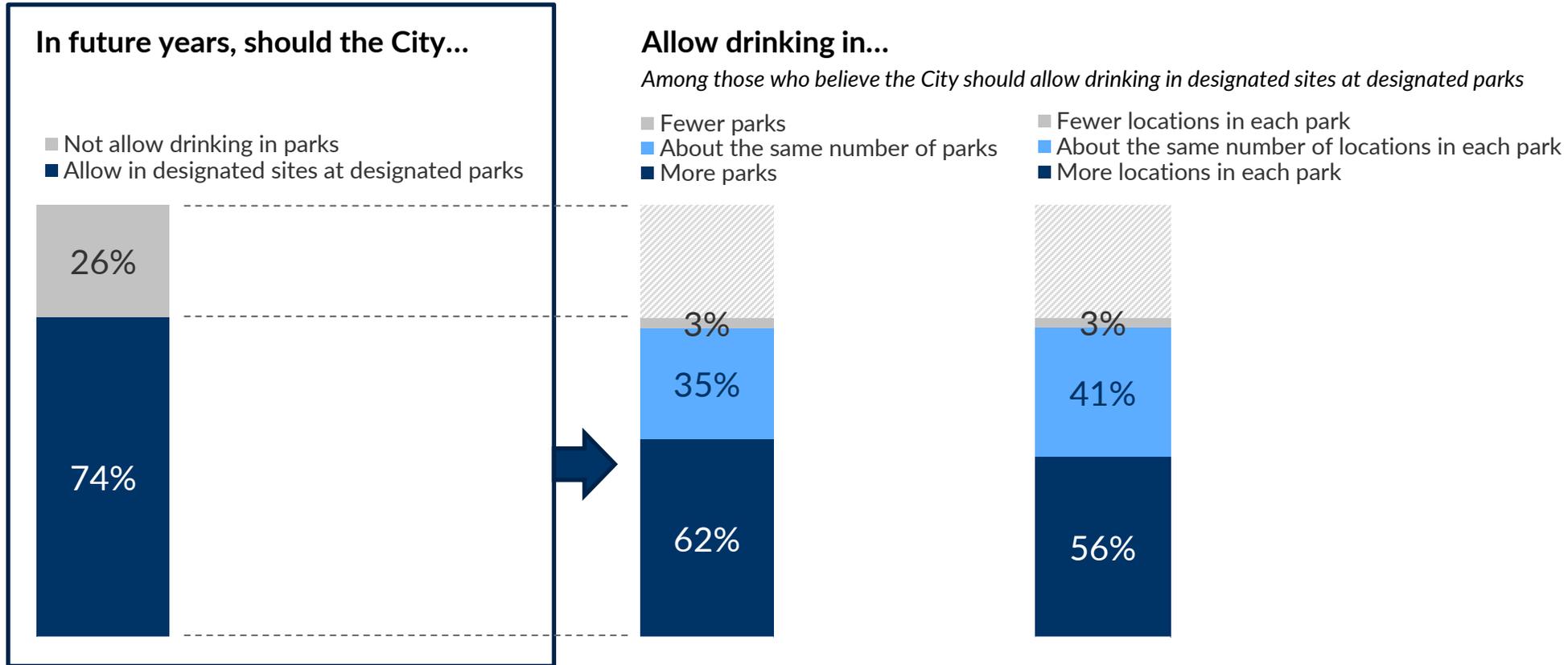
Q4. Why do you expect your use of City parks to increase/decrease this summer compared to the last few years?

Base: Frequency of park use has increased (n=842) this summer compared to previous years, decreased (n=495).

Q3anever. Why do you expect that you will not visit any City parks this summer? Base: those who never visit City parks (n=158).

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.



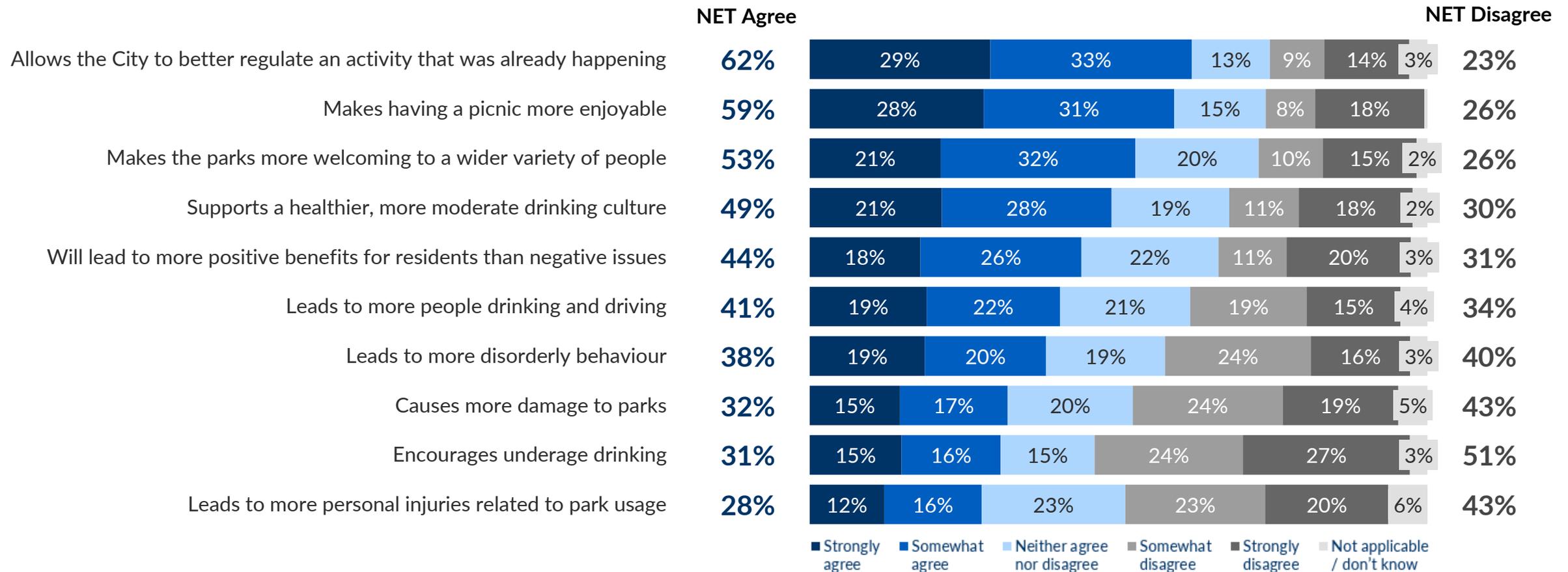
Base: Web (n=4,810)

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...

A majority of participants in the web survey agree that the pilot allows the City to better regulate drinking in parks, makes having a picnic more enjoyable, and makes parks more welcoming.



Results from the web survey suggest that those who are 15-34 years old, non-binary or LGBTQ2S+ 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%
LGBTQ2S+ 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-LGBTQ2s+ <i>3,955</i>	43%	74%
	LGBTQ2s+ <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 Edmontonians (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%

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 those with no children regarding the net benefits and future consumption of alcohol in designated parks.</p> <p>Parents with children under 12 are more likely to have felt unsafe and left the park earlier due to alcohol consumption. However, parents with children under 12 who do think future consumption should be allowed also believe the permission should be extended to more parks.</p> <p>Parents 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%

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.

Respondent Profile

Respondent Profile

Gender	 Phone	 Web	 Park	 Picnic
Woman	50%	54%	56%	78%
Man	49%	44%	43%	22%
Non-binary	0%	1%	1%	0%
Transgender	0%	0%	0%	0%
Two-Spirit	0%	0%	1%	0%
Another gender	0%	1%	0%	0%
Base	408	4572	682	156

Age	 Phone	 Web	 Park	 Picnic
15 to 17	0%	0%	0%	0%
18 to 24	10%	2%	9%	1%
25 to 34	22%	15%	32%	22%
35 to 44	21%	20%	23%	35%
45 to 54	14%	18%	13%	16%
55 to 64	15%	22%	12%	19%
65 or older	17%	23%	10%	7%
Base	403	4810	699	167

Respondent Profile

BIPOC	 Phone	 Web	 Park	 Picnic
Yes	26%	14%	37%	28%
No	74%	86%	63%	72%

Base 406 4379 668 153

Indigenous	 Phone	 Web	 Park	 Picnic
Yes	7%	4%	8%	5%
No	93%	89%	85%	89%
Prefer not to answer	1%	7%	6%	6%

Base 409 4810 712 167

Ethnic or Racial Minority	 Phone	 Web	 Park	 Picnic
Yes	19%	9%	27%	21%
No	74%	78%	59%	66%
Indigenous	7%	4%	8%	5%
Prefer not to answer	1%	9%	6%	8%

Base 409 4810 712 167

Ethnic or Racial Minority	 Phone	 Web	 Park	 Picnic
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	22%	24%	24%	36%
Filipino	15%	8%	19%	9%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	14%	4%	8%	6%
Black	9%	7%	9%	9%
Chinese	9%	23%	13%	24%
Latin American	6%	9%	14%	3%
Arab	4%	7%	7%	3%
Jewish	0%	6%	1%	0%
West Asian (e.g., Iranian, Afghan, etc.)	0%	2%	1%	0%
Korean	0%	2%	2%	9%
Japanese	0%	3%	1%	3%
Other	20%	16%	7%	3%
Base	75	381	190	33

Respondent Profile

Religion	 Phone	 Web	 Park	 Picnic
Christian (Catholic, Protestant, United Church, Anglican, Baptist, Lutheran, Evangelical, etc.)	-*	31%	-*	35%
Buddhist	-*	1%	-*	0%
Hindu	-*	0%	-*	2%
Jewish	-*	1%	-*	1%
Muslim or Islamic	-*	2%	-*	4%
Sikh	-*	0%	-*	0%
Other religion	-*	2%	-*	1%
Aboriginal spirituality	-*	0%	-*	0%
Spiritual but not religious	-*	7%	-*	10%
Atheist / Agnostic	-*	20%	-*	16%
Nothing in particular	-*	21%	-*	19%
Don't know / Prefer not to answer	-*	14%	-*	13%
Base	0	4810	0	167

LGBTQ2S

	 Phone	 Web	 Park	 Picnic
Yes	9%	9%	12%	4%
No	90%	82%	82%	87%
Prefer not to answer	0%	8%	6%	8%
Base	409	4810	712	167

Resident

	 Phone	 Web	 Park	 Picnic
1 year or less	1%	0%	3%	0%
2 to 5 years	1%	1%	3%	1%
6 to 10 years	4%	1%	6%	5%
11 to 20 years	9%	3%	10%	8%
More than 20 years	22%	12%	14%	15%
Your whole life	63%	80%	62%	68%
Prefer not to answer	0%	2%	3%	4%
Base	409	4810	712	167

Respondent Profile

Education	 Phone	 Web	 Park	 Picnic
Elementary/grade school graduate	3%	0%	-*	0%
High school graduate	23%	10%	-*	8%
College / technical school graduate	28%	29%	-*	31%
University undergraduate degree	33%	36%	-*	35%
Post-graduate degree (e.g. Masters, PhD)	11%	19%	-*	19%
Professional school graduate (e.g. medicine, dentistry, veterinary medicine, optometry)	2%	5%	-*	8%
Base	406	4597	0	160

Income	 Phone	 Web	 Park	 Picnic
Under \$30,000	11%	5%	-*	2%
\$30,000 to \$59,999	20%	13%	-*	16%
\$60,000 to \$99,999	23%	27%	-*	19%
\$100,000 to \$149,999	25%	27%	-*	28%
\$150,000 and over	21%	28%	-*	36%
Base	353	3688	0	129

Respondent Profile

Home Ownership

	 Phone	 Web	 Park	 Picnic
Own your home	-*	78%	-*	68%
Rent your home	-*	16%	-*	20%
Are homeless or street-involved	-*	0%	-*	0%
Have some other arrangement	-*	2%	-*	2%
Prefer not to answer	-*	5%	-*	11%
Base	0	4810	0	167

Has a Green Space

	 Phone	 Web	 Park	 Picnic
Yes	93%	93%	82%	88%
No	7%	4%	15%	5%
Prefer not to answer	0%	2%	3%	7%
Base	409	4810	712	167

Children at Home

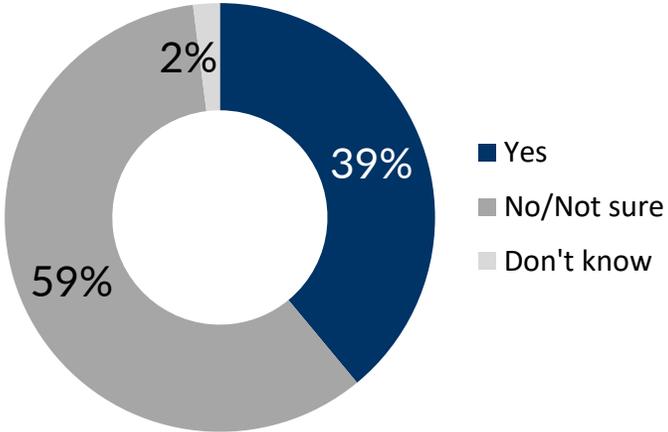
	 Phone	 Web	 Park	 Picnic
Yes, under 12	24%	17%	29%	35%
Yes, over 12	9%	6%	6%	5%
No	67%	77%	65%	60%
Base	409	4645	688	160

Appendix I: Additional Feedback

Among park visitors, about 2 in 5 live within walking distance of a designated park. Most of those can walk to the designated park in 30 minutes or less with just over half living within a 15-minute walk.

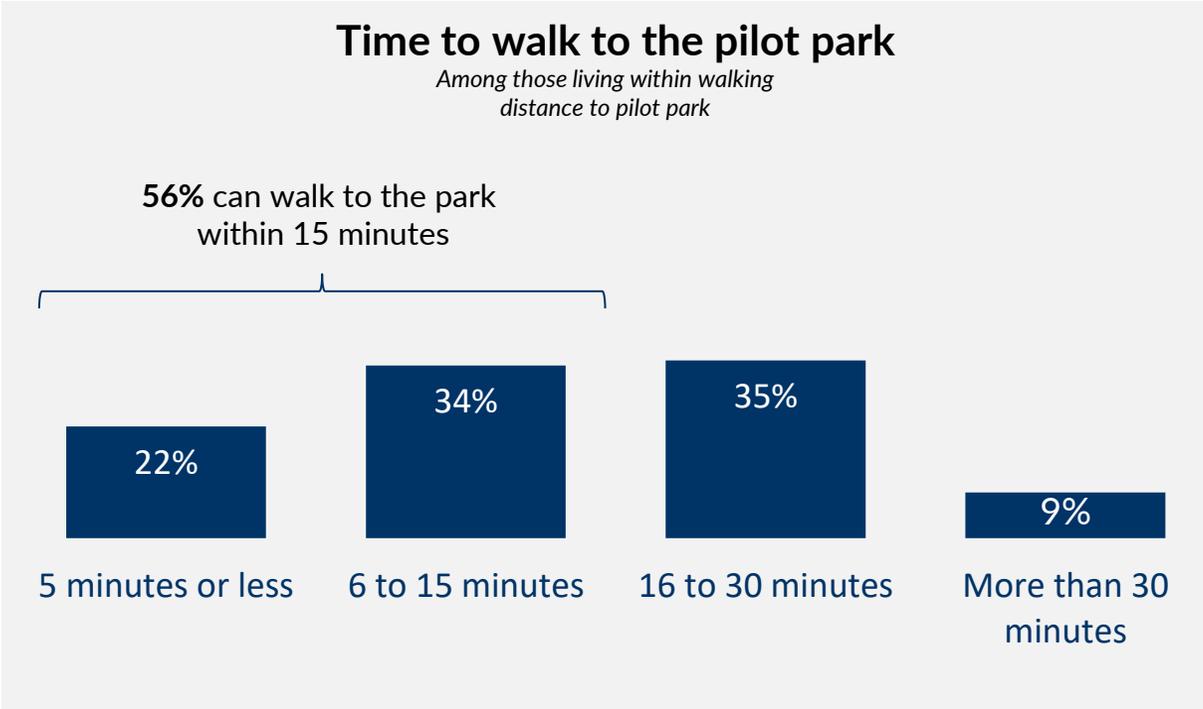
- Park visitors who are renters and those who do not have access to green space at home are the most likely to live within walking distance.
- Among those living within walking distance, those whose highest education is high school are more likely to need to walk more than 15 minutes to get to the park.

Pilot park is with walking distance



Time to walk to the pilot park

Among those living within walking distance to pilot park



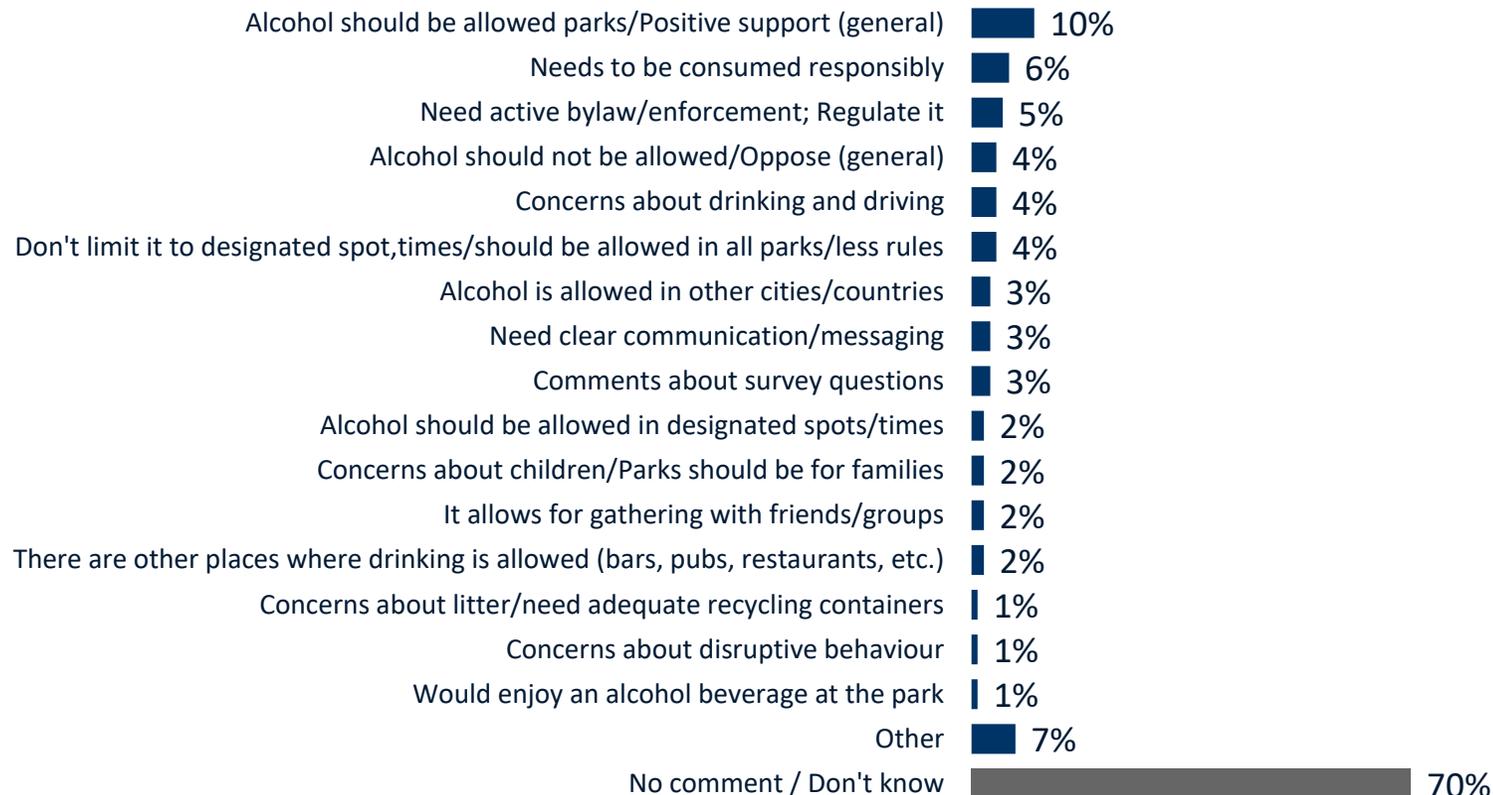
p1b. Is the above-mentioned park within walking distance from your home? Base: Park visitors (n=712)

p1c. Approximately how long does it take you to walk to the above-mentioned park? Base: Park visitors; living within walking distance of designated park (n=277)

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

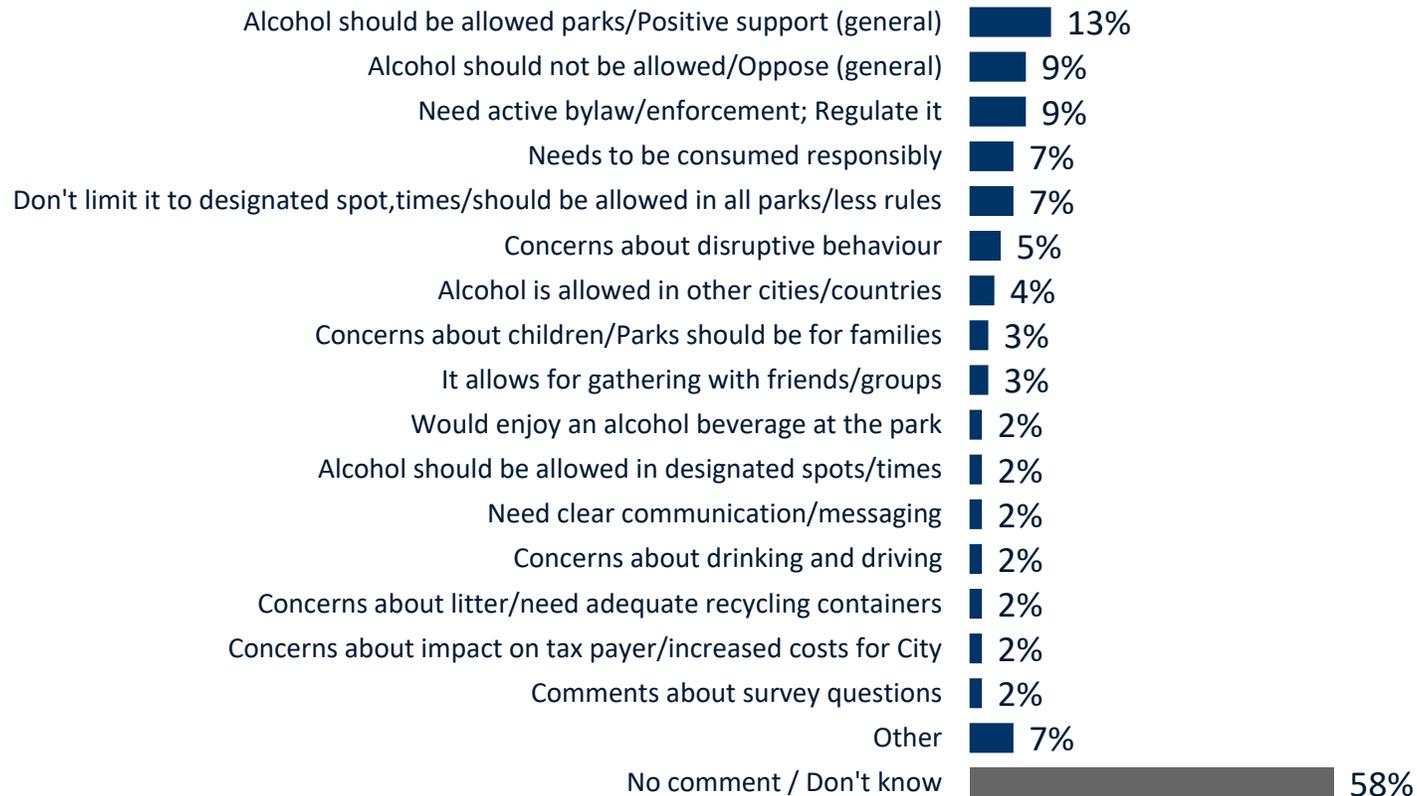
“Drinking was happening regardless, at least this way it is being somewhat **monitored**.”
- 35 to 44, male

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).

Nearly 6/10 web responders declined to comment. Those who did were often supportive of or opposing the pilot and citing the need for responsible consumption, regulation, and bylaw enforcement.

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

Coded verbatim responses



“It just leads to more **problems** and is **unsafe**.”
- 25 to 34, male

“It can contribute to a **vibrant** city and make parks a place that people **gather** to eat and drink and **socialize**.”
- 35 to 44, male

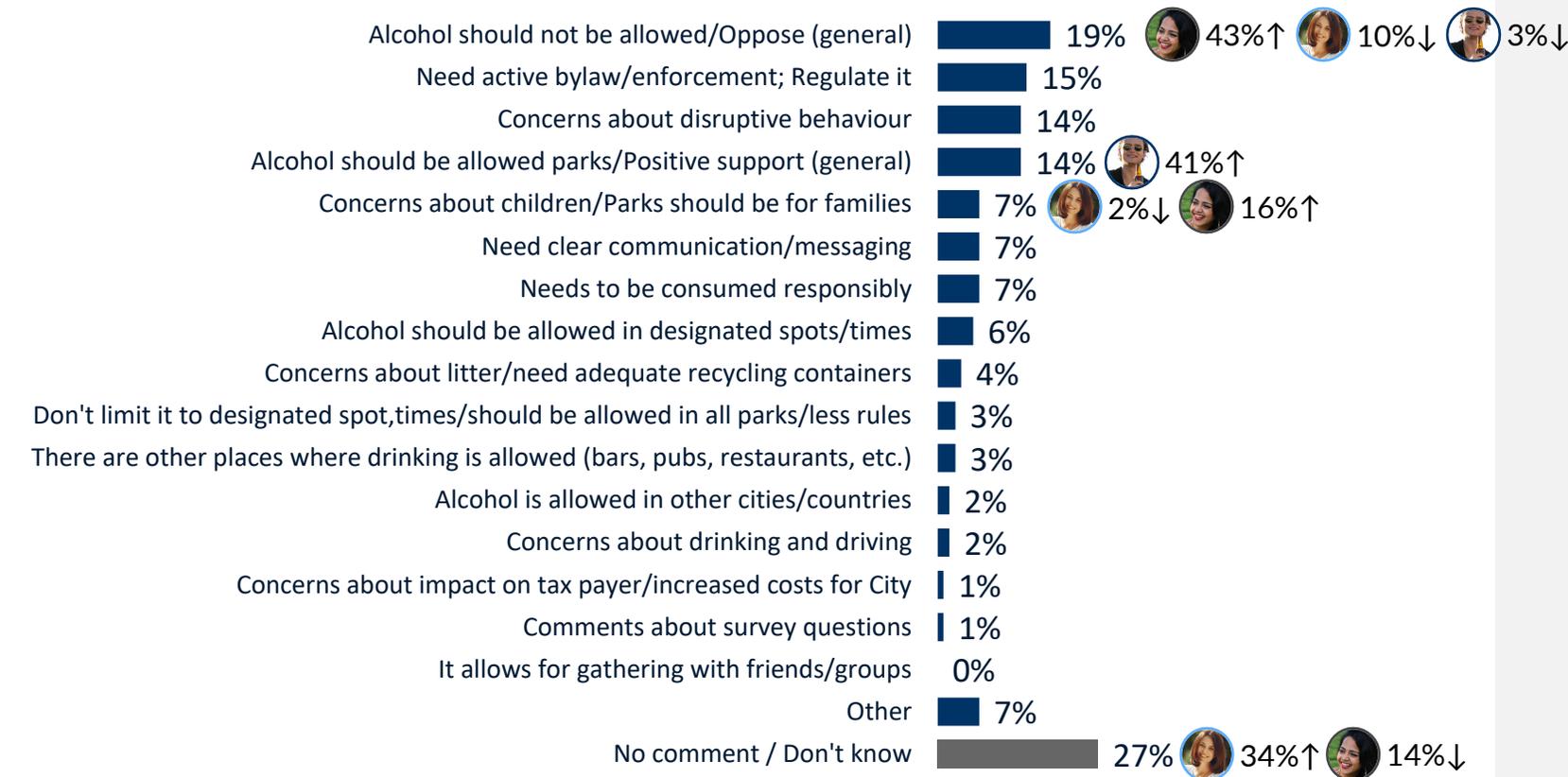
Comment_coded. Based on your own personal life and experiences, do you have any additional feedback, concerns, or comments that you would like to pass on to the City regarding drinking alcohol in parks?
Base: Web; those providing a response (n=2,698).



Both Enthusiasts and Disapprovers responding by phone provided additional feedback to support or oppose alcohol in parks.

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

Coded verbatim responses



“Just **regulate** it carefully and enforce **bylaws**.”
- 65 or older, male

“**Don't allow** people to drink in parks as drinking at **home** is safer and better for everyone.”
- 45 to 54, female

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: Park visitors; those providing a response (n=176).

Appendix II: Results by Segment and Demographics

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks makes picnics more enjoyable are those who are 18-34, identify as LGBTQ2S+, or are in households earning \$150K+.

Makes Picnics More Enjoyable		Base	Agree	Disagree
Data collection methodology	Phone	409	65%	23%
	Web	4,810	59%	26%
	Park	712	59%	24%
	Picnic	167	62%	21%
Phone Results Only				
Segment	Indifferents	230	69%	15%↓
	Enthusiasts	83	94%↑	3%↓
	Disapprovers	96	31%↓	62%↑
Web Results Only				
Age	18-34	803	80%	11%
	35-54	1,833	59%	26%
	55+	2,174	52%	31%
Gender	Female	2,463	54%	30%
	Male	2,001	65%	20%
	Non-binary	108	67%	18%
LGBTQ2S+	No	3,955	58%	26%
	Yes	447	73%	17%

Makes Picnics More Enjoyable		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	57%	26%
	Non-religious / refused	3,014	62%	24%
	Other religions	297	46%	42%
Visible minority	No	3,772	61%	23%
	Yes	607	51%	34%
Time in Canada	Up to 20 years	261	54%	38%
	More than 20 years	596	57%	28%
	Whole life	3,864	60%	24%
Home type	Own	3,745	59%	25%
	Rent	747	61%	27%
Has green space	No	203	63%	27%
	Yes	4,495	60%	25%

Makes Picnics More Enjoyable		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	49%	33%
	\$60k to <\$100k	978	64%	22%
	\$100k to <\$150k	991	63%	23%
	\$150k and over	1,049	70%	16%
Education	High school or less	497	54%	31%
	College / technical	1,324	55%	27%
	University	1,662	65%	21%
	Post-graduate	1,114	62%	25%
Children in household	No	3,565	60%	24%
	Yes, under 12	784	58%	30%
	Yes, over 12 only	296	54%	27%

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

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks allows the City to better regulate an activity that is already happening are those who are 18-34 or identify as LGBTQ2S+.

Allows To Better Regulate Drinking		Base	Agree	Disagree
Data collection methodology	Phone	409	67%	22%
	Web	4,810	62%	23%
	Park	712	62%	21%
	Picnic	167	71%	16%
Phone Results Only				
Segment	Indifferents	230	74%↑	11%↓
	Enthusiasts	83	91%↑	8%↓
	Disapprovers	96	26%↓	64%↑
Web Results Only				
Age	18-34	803	79%	11%
	35-54	1,833	62%	22%
	55+	2,174	56%	27%
Gender	Female	2,463	61%	23%
	Male	2,001	65%	20%
	Non-binary	108	62%	26%
LGBTQ2S+	No	3,955	62%	22%
	Yes	447	75%	14%

Allows To Better Regulate Drinking		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	60%	23%
	Non-religious / refused	3,014	63%	22%
	Other religions	297	53%	32%
Visible minority	No	3,772	66%	19%
	Yes	607	54%	28%
Time in Canada	Up to 20 years	261	51%	31%
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	Whole life	3,864	64%	21%
Home type	Own	3,745	63%	22%
	Rent	747	65%	21%
Has green space	No	203	61%	24%
	Yes	4,495	63%	22%

Allows To Better Regulate Drinking		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	54%	26%
	\$60k to <\$100k	978	68%	17%
	\$100k to <\$150k	991	66%	21%
	\$150k and over	1,049	69%	18%
Education	High school or less	497	60%	26%
	College / technical	1,324	59%	23%
	University	1,662	67%	18%
	Post-graduate	1,114	63%	23%
Children in household	No	3,565	64%	21%
	Yes, under 12	784	59%	27%
	Yes, over 12 only	296	60%	22%

To what extent do you agree or disagree with each of the following statements...
 Q7_b. Allowing drinking in parks allows the City to better regulate an activity that was already happening

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

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks supports a healthier, more moderate drinking culture are those who are 18-34, identify as non-binary, identify as LGBTQ2S+, or are in households earning \$150K+.

Healthier Drinking Culture		Base	Agree	Disagree
Data collection methodology	Phone	409	47%	35%
	Web	4,810	49%	30%
	Park	712	49%	30%
	Picnic	167	51%	23%
Phone Results Only				
Segment	Indifferents	230	46%	27%↓
	Enthusiasts	83	90%↑	5%↓
	Disapprovers	96	11%↓	82%↑
Web Results Only				
Age	18-34	803	70%	13%
	35-54	1,833	50%	29%
	55+	2,174	40%	37%
Gender	Female	2,463	45%	33%
	Male	2,001	54%	24%
	Non-binary	108	66%	25%
LGBTQ2S+	No	3,955	48%	30%
	Yes	447	65%	17%

Healthier Drinking Culture		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	46%	32%
	Non-religious / refused	3,014	52%	27%
	Other religions	297	36%	45%
Visible minority	No	3,772	51%	27%
	Yes	607	44%	36%
Time in Canada	Up to 20 years	261	42%	39%
	More than 20 years	596	47%	33%
	Whole life	3,864	50%	28%
Home type	Own	3,745	49%	29%
	Rent	747	51%	27%
Has green space	No	203	50%	26%
	Yes	4,495	49%	29%

Healthier Drinking Culture		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	41%	38%
	\$60k to <\$100k	978	51%	24%
	\$100k to <\$150k	991	53%	26%
	\$150k and over	1,049	62%	19%
Education	High school or less	497	42%	34%
	College / technical	1,324	45%	32%
	University	1,662	54%	25%
	Post-graduate	1,114	52%	28%
Children in household	No	3,565	50%	28%
	Yes, under 12	784	51%	30%
	Yes, over 12 only	296	44%	34%

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks makes parks more welcoming to a wider variety of people are those who are 18-34, identify as non-binary, or identify as LGBTQ2S+.

More Welcoming To More People		Base	Agree	Disagree
Data collection methodology	Phone	409	61%	27%
	Web	4,810	53%	26%
	Park	712	57%	25%
	Picnic	167	61%	21%
Phone Results Only				
Segment	Indifferents	230	60%	21%↓
	Enthusiasts	83	92%↑	6%↓
	Disapprovers	96	36%↓	62%↑
Web Results Only				
Age	18-34	803	68%	13%
	35-54	1,833	52%	28%
	55+	2,174	48%	28%
Gender	Female	2,463	50%	28%
	Male	2,001	57%	22%
	Non-binary	108	65%	19%
LGBTQ2S+	No	3,955	52%	26%
	Yes	447	68%	17%

More Welcoming To More People		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	52%	26%
	Non-religious / refused	3,014	54%	24%
	Other religions	297	42%	38%
Visible minority	No	3,772	54%	23%
	Yes	607	50%	32%
Time in Canada	Up to 20 years	261	47%	37%
	More than 20 years	596	51%	26%
	Whole life	3,864	54%	24%
Home type	Own	3,745	53%	25%
	Rent	747	56%	23%
Has green space	No	203	61%	25%
	Yes	4,495	53%	25%

More Welcoming To More People		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	45%	31%
	\$60k to <\$100k	978	57%	22%
	\$100k to <\$150k	991	56%	25%
	\$150k and over	1,049	62%	19%
Education	High school or less	497	50%	26%
	College / technical	1,324	50%	27%
	University	1,662	58%	22%
	Post-graduate	1,114	53%	26%
Children in household	No	3,565	55%	23%
	Yes, under 12	784	50%	31%
	Yes, over 12 only	296	46%	29%

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks causes more damage to parks are those who are affiliated with religions other than Christianity, or have been in Canada for less than 20 years.

More Damage To Parks		Base	Agree	Disagree
Data collection methodology	Phone	409	43%	38%
	Web	4,810	32%	43%
	Park	712	42%	38%
	Picnic	167	28%	44%
Phone Results Only				
Segment	Indifferents	230	38%↓	32%↓
	Enthusiasts	83	4%↓	90%↑
	Disapprovers	96	92%↑	8%↓
Web Results Only				
Age	18-34	803	18%	63%
	35-54	1,833	32%	46%
	55+	2,174	38%	33%
Gender	Female	2,463	34%	41%
	Male	2,001	29%	45%
	Non-binary	108	30%	53%
LGBTQ2S+	No	3,955	32%	42%
	Yes	447	24%	55%

More Damage To Parks		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	32%	40%
	Non-religious / refused	3,014	31%	45%
	Other religions	297	46%	33%
Visible minority	No	3,772	29%	45%
	Yes	607	40%	37%
Time in Canada	Up to 20 years	261	47%	38%
	More than 20 years	596	36%	39%
	Whole life	3,864	30%	44%
Home type	Own	3,745	31%	43%
	Rent	747	31%	46%
Has green space	No	203	33%	46%
	Yes	4,495	31%	43%

More Damage To Parks		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	41%	33%
	\$60k to <\$100k	978	28%	46%
	\$100k to <\$150k	991	28%	48%
	\$150k and over	1,049	24%	55%
Education	High school or less	497	38%	39%
	College / technical	1,324	33%	40%
	University	1,662	27%	48%
	Post-graduate	1,114	32%	44%
Children in household	No	3,565	31%	43%
	Yes, under 12	784	32%	47%
	Yes, over 12 only	296	36%	39%

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

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks leads to more personal injuries related to park use are those who are affiliated with religions other than Christianity, or have been in Canada for less than 20 years.

More Personal Injuries		Base	Agree	Disagree
Data collection methodology	Phone	409	43%	37%
	Web	4,810	28%	43%
	Park	712	41%	36%
	Picnic	167	22%	47%
Phone Results Only				
Segment	Indifferents	230	37%↓	31%↓
	Enthusiasts	83	8%↓	85%↑
	Disapprovers	96	88%↑	9%↓
Web Results Only				
Age	18-34	803	16%	61%
	35-54	1,833	28%	45%
	55+	2,174	32%	33%
Gender	Female	2,463	29%	41%
	Male	2,001	25%	45%
	Non-binary	108	26%	51%
LGBTQ2S+	No	3,955	28%	42%
	Yes	447	19%	55%

More Personal Injuries		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	28%	40%
	Non-religious / refused	3,014	26%	45%
	Other religions	297	44%	33%
Visible minority	No	3,772	25%	44%
	Yes	607	38%	38%
Time in Canada	Up to 20 years	261	45%	35%
	More than 20 years	596	30%	38%
	Whole life	3,864	26%	44%
Home type	Own	3,745	27%	43%
	Rent	747	29%	45%
Has green space	No	203	29%	40%
	Yes	4,495	27%	43%

More Personal Injuries		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	37%	33%
	\$60k to <\$100k	978	24%	46%
	\$100k to <\$150k	991	24%	48%
	\$150k and over	1,049	21%	54%
Education	High school or less	497	32%	35%
	College / technical	1,324	29%	40%
	University	1,662	24%	49%
	Post-graduate	1,114	27%	44%
Children in household	No	3,565	26%	43%
	Yes, under 12	784	32%	44%
	Yes, over 12 only	296	32%	39%

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks leads to more disorderly behaviour are those who are affiliated with religions other than Christianity, have been in Canada for less than 20 years, or are in households earning under \$60K.

More Disorderly Behaviour		Base	Agree	Disagree
Data collection methodology	Phone	409	55%	30%
	Web	4,810	38%	40%
	Park	712	49%	34%
	Picnic	167	31%	46%
Phone Results Only				
Segment	Indifferents	230	53%	23%↓
	Enthusiasts	83	14%↓	81%↑
	Disapprovers	96	97%↑	3%↓
Web Results Only				
Age	18-34	803	20%	61%
	35-54	1,833	37%	42%
	55+	2,174	46%	30%
Gender	Female	2,463	40%	39%
	Male	2,001	36%	41%
	Non-binary	108	35%	51%
LGBTQ2S+	No	3,955	39%	39%
	Yes	447	26%	54%

More Disorderly Behaviour		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	41%	36%
	Non-religious / refused	3,014	36%	42%
	Other religions	297	52%	33%
Visible minority	No	3,772	36%	41%
	Yes	607	45%	35%
Time in Canada	Up to 20 years	261	50%	36%
	More than 20 years	596	41%	35%
	Whole life	3,864	37%	41%
Home type	Own	3,745	38%	40%
	Rent	747	35%	44%
Has green space	No	203	37%	43%
	Yes	4,495	38%	40%

More Disorderly Behaviour		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	49%	30%
	\$60k to <\$100k	978	33%	43%
	\$100k to <\$150k	991	34%	44%
	\$150k and over	1,049	29%	51%
Education	High school or less	497	46%	29%
	College / technical	1,324	41%	36%
	University	1,662	33%	46%
	Post-graduate	1,114	36%	42%
Children in household	No	3,565	37%	40%
	Yes, under 12	784	38%	42%
	Yes, over 12 only	296	43%	37%

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks leads to more people drinking and driving are those who are affiliated with religions other than Christianity, or have been in Canada for less than 20 years.

More People Drinking And Driving		Base	Agree	Disagree
Data collection methodology	Phone	409	58%	25%
	Web	4,810	41%	34%
	Park	712	50%	33%
	Picnic	167	37%	34%
Phone Results Only				
Segment	Indifferents	230	56%	18%↓
	Enthusiasts	83	19%↓	71%↑
	Disapprovers	96	99%↑	1%↓
Web Results Only				
Age	18-34	803	21%	52%
	35-54	1,833	37%	37%
	55+	2,174	50%	25%
Gender	Female	2,463	43%	31%
	Male	2,001	37%	36%
	Non-binary	108	30%	49%
LGBTQ2S+	No	3,955	42%	33%
	Yes	447	25%	48%

More People Drinking And Driving		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	44%	32%
	Non-religious / refused	3,014	37%	36%
	Other religions	297	55%	25%
Visible minority	No	3,772	38%	35%
	Yes	607	48%	30%
Time in Canada	Up to 20 years	261	52%	26%
	More than 20 years	596	45%	29%
	Whole life	3,864	39%	36%
Home type	Own	3,745	40%	34%
	Rent	747	37%	38%
Has green space	No	203	33%	42%
	Yes	4,495	40%	34%

More People Drinking And Driving		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	50%	27%
	\$60k to <\$100k	978	36%	36%
	\$100k to <\$150k	991	36%	38%
	\$150k and over	1,049	31%	46%
Education	High school or less	497	46%	28%
	College / technical	1,324	43%	32%
	University	1,662	36%	38%
	Post-graduate	1,114	38%	35%
Children in household	No	3,565	40%	34%
	Yes, under 12	784	42%	34%
	Yes, over 12 only	296	42%	37%

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

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks encourages underage drinking are those who are affiliated with religions other than Christianity, have been in Canada for less than 20 years, or are in households earning under \$60K.

Encourages Underage Drinking		Base	Agree	Disagree
Data collection methodology	Phone	409	48%	42%
	Web	4,810	31%	51%
	Park	712	42%	41%
	Picnic	167	23%	54%
Phone Results Only				
Segment	Indifferents	230	44%	40%
	Enthusiasts	83	11%↓	85%↑
	Disapprovers	96	92%↑	8%↓
Web Results Only				
Age	18-34	803	13%	74%
	35-54	1,833	28%	56%
	55+	2,174	40%	38%
Gender	Female	2,463	34%	47%
	Male	2,001	27%	55%
	Non-binary	108	24%	67%
LGBTQ2S+	No	3,955	31%	50%
	Yes	447	19%	69%

Encourages Underage Drinking		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	35%	46%
	Non-religious / refused	3,014	27%	55%
	Other religions	297	45%	41%
Visible minority	No	3,772	28%	53%
	Yes	607	40%	45%
Time in Canada	Up to 20 years	261	44%	44%
	More than 20 years	596	37%	43%
	Whole life	3,864	29%	53%
Home type	Own	3,745	30%	51%
	Rent	747	29%	57%
Has green space	No	203	26%	58%
	Yes	4,495	30%	51%

Encourages Underage Drinking		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	42%	40%
	\$60k to <\$100k	978	27%	54%
	\$100k to <\$150k	991	25%	58%
	\$150k and over	1,049	20%	65%
Education	High school or less	497	37%	46%
	College / technical	1,324	35%	46%
	University	1,662	25%	58%
	Post-graduate	1,114	28%	53%
Children in household	No	3,565	30%	51%
	Yes, under 12	784	30%	55%
	Yes, over 12 only	296	33%	50%

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

Attitudes toward Drinking in Parks – by Group

Results from the web survey suggest that Edmontonians who believe drinking alcohol in parks will lead to more positive benefits for residents than negative issues are those who identify as 18-34, identify as LGBTQ2S+, or make \$150,000 or more.

More Positive Benefits		Base	Agree	Disagree
Data collection methodology	Phone	409	35%	39%
	Web	4,810	44%	31%
	Park	712	41%	35%
	Picnic	167	44%	22%
Phone Results Only				
Segment	Indifferents	230	29%↓	32%↓
	Enthusiasts	83	82%↑	5%↓
	Disapprovers	96	9%↓	85%↑
Web Results Only				
Age	18-34	803	67%	12%
	35-54	1,833	43%	31%
	55+	2,174	36%	38%
Gender	Female	2,463	40%	34%
	Male	2,001	49%	26%
	Non-binary	108	53%	27%
LGBTQ2S+	No	3,955	43%	31%
	Yes	447	60%	18%

More Positive Benefits		Base	Agree	Disagree
Web Results Only				
Religion	Christian	1,499	40%	34%
	Non-religious / refused	3,014	47%	29%
	Other religions	297	36%	44%
Visible minority	No	3,772	46%	28%
	Yes	607	39%	40%
Time in Canada	Up to 20 years	261	39%	42%
	More than 20 years	596	43%	35%
	Whole life	3,864	45%	29%
Home type	Own	3,745	44%	31%
	Rent	747	50%	27%
Has green space	No	203	51%	27%
	Yes	4,495	44%	31%

More Positive Benefits		Base	Agree	Disagree
Web Results Only				
Income	Under \$60k	670	35%	39%
	\$60k to <\$100k	978	48%	26%
	\$100k to <\$150k	991	47%	27%
	\$150k and over	1,049	56%	21%
Education	High school or less	497	37%	36%
	College / technical	1,324	39%	33%
	University	1,662	51%	25%
	Post-graduate	1,114	47%	31%
Children in household	No	3,565	45%	29%
	Yes, under 12	784	43%	34%
	Yes, over 12 only	296	40%	37%

To what extent do you agree or disagree with each of the following statements...
 Q7_j. Allowing drinking in parks will lead to more positive benefits for residents than negative issues

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

Allowing Consumption in the Future – by Group

Results from the web survey suggest that Edmontonians who think that the City should allow drinking in the park in the future are those age 18-34, and those who are LGBTQ2S+. Those who have lived in Canada less than 20 years or are a religion other than Christian are less likely to think the City should allow consumption in the future.

Allowing Consumption in the Future		Base	Allow
Data collection methodology	Phone	409	80%
	Web	4,810	74%
	Park	712	71%
	Picnic	167	82%
Phone Results Only			
Segment	Indifferents	230	91%↑
	Enthusiasts	83	98%↑
	Disapprovers	96	36%↓
Web Results Only			
Age	18-34	803	90%
	35-54	1,833	74%
	55+	2,174	69%
Gender	Female	2,463	71%
	Male	2,001	79%
	Non-binary	108	73%
LGBTQ2S+	No	3,955	74%
	Yes	447	85%

Allowing Consumption in the Future		Base	Allow
Web Results Only			
Religion	Christian	1,499	74%
	Non-religious / refused	3,014	76%
	Other religions	297	58%
Visible minority	No	3,772	77%
	Yes	607	65%
Time in Canada	Up to 20 years	261	60%
	More than 20 years	596	71%
	Whole life	3,864	76%
Home type	Own	3,745	75%
	Rent	747	77%
Has green space	No	203	76%
	Yes	4,495	75%

Allowing Consumption in the Future		Base	Allow
Web Results Only			
Income	Under \$60k	670	66%
	\$60k to <\$100k	978	78%
	\$100k to <\$150k	991	77%
	\$150k and over	1,049	83%
Education	High school or less	497	71%
	College / technical	1,324	72%
	University	1,662	79%
	Post-graduate	1,114	74%
Children in household	No	3,565	76%
	Yes, under 12	784	71%
	Yes, over 12 only	296	69%

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

F1. In future years, should the City [allow drinking in designated sites at designated parks]?

Extending to More Parks – by Group



See below

Results from the web survey suggest that Edmontonians who think the City should allow drinking at more parks in the future are those with children under 12, those age 18-34, those non-binary, and those who identify as LGBTQ2S+. Those who are less likely to think it should be expanded to more parks are those age 55+.

Extend to More Parks		Base	More parks	Fewer parks
Data collection methodology	Phone	323	33%	7%
	Web	3,566	62%	3%
	Park	506	51%	5%
	Picnic	137	49%	1%
Phone Results Only				
Segment	Indifferents	209	27%↓	6%
	Enthusiasts	81	60%↑	1%↓
	Disapprovers	33	7%↓	30%↑
Web Results Only				
Age	18-34	723	79%	2%
	35-54	1,353	68%	2%
	55+	1,490	48%	5%
Gender	Female	1,758	56%	4%
	Male	1,573	67%	2%
	Non-binary	79	80%	1%
LGBTQ2S+	No	2,938	59%	4%
	Yes	378	76%	1%

Extend to More Parks		Base	More parks	Fewer parks
Web Results Only				
Religion	Christian	1,102	53%	5%
	Non-religious / refused	2,291	66%	3%
	Other religions	173	62%	3%
Visible minority	No	2,921	61%	3%
	Yes	392	63%	5%
Time in Canada	Up to 20 years	156	69%	6%
	More than 20 years	425	62%	5%
	Whole life	2,934	61%	3%
Home type	Own	2,800	61%	3%
	Rent	575	65%	4%
Has green space	No	154	68%	3%
	Yes	3,369	61%	3%

Extend to More Parks		Base	More parks	Fewer parks
Web Results Only				
Income	Under \$60k	445	53%	7%
	\$60k to <\$100k	767	62%	3%
	\$100k to <\$150k	764	66%	2%
	\$150k and over	867	72%	2%
Education	High school or less	354	56%	6%
	College / technical	958	59%	3%
	University	1,318	64%	3%
	Post-graduate	822	64%	3%
Children in household	No	2,719	59%	3%
	Yes, under 12	554	73%	3%
	Yes, over 12 only	204	60%	3%

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

F2. The City currently allows drinking at designated sites in 18 different parks. In your opinion, should the City allow drinking in... Base: Yes, allow drinking in future years

Extending to More Sites – by Group

Results from the web survey suggest that Edmontonians who think the City should designate more site for drinking alcohol are those who are LGBTQ2S+, those who are non-binary, and those age 18-34.

Extend to More Sites		Base	More sites	Fewer sites
Data collection methodology	Phone	323	36%	9%
	Web	3,566	56%	3%
	Park	506	48%	5%
	Picnic	137	43%	1%
Phone Results Only				
Segment	Indifferents	209	30%↓	9%
	Enthusiasts	81	65%↑	1%↓
	Disapprovers	33	7%↓	34%↑
Web Results Only				
Age	18-34	723	72%	2%
	35-54	1,353	62%	2%
	55+	1,490	43%	5%
Gender	Female	1,758	52%	4%
	Male	1,573	59%	2%
	Non-binary	79	77%	0%
LGBTQ2S+	No	2,938	54%	3%
	Yes	378	68%	1%

Extend to More Sites		Base	More sites	Fewer sites
Web Results Only				
Religion	Christian	1,102	50%	4%
	Non-religious / refused	2,291	60%	3%
	Other religions	173	55%	4%
Visible minority	No	2,921	56%	3%
	Yes	392	58%	3%
Time in Canada	Up to 20 years	156	58%	6%
	More than 20 years	425	51%	4%
	Whole life	2,934	57%	3%
Home type	Own	2,800	56%	3%
	Rent	575	58%	3%
Has green space	No	154	62%	4%
	Yes	3,369	56%	3%

Extend to More Sites		Base	More sites	Fewer sites
Web Results Only				
Income	Under \$60k	445	47%	6%
	\$60k to <\$100k	767	55%	3%
	\$100k to <\$150k	764	60%	2%
	\$150k and over	867	66%	1%
Education	High school or less	354	47%	4%
	College / technical	958	53%	3%
	University	1,318	59%	3%
	Post-graduate	822	58%	3%
Children in household	No	2,719	54%	3%
	Yes, under 12	554	66%	2%
	Yes, over 12 only	204	53%	4%

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: Yes, allow drinking in future years

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

Awareness of Pilot – by Group



See below

Results from the web survey suggest that Edmontonians who are less likely to be aware the City is conducting the pilot are those who have been in Canada for less than 20 years, and those affiliated with religions other than Christian.

Awareness of Pilot		Base	Aware
Data collection methodology	Phone	409	66%
	Web	4,810	87%
	Park	0	—
	Picnic	167	87%
Phone Results Only			
Segment	Indifferents	230	67%
	Enthusiasts	83	73%
	Disapprovers	96	54%↓
Web Results Only			
Age	18-34	803	85%
	35-54	1,833	86%
	55+	2,174	89%
Gender	Female	2,463	88%
	Male	2,001	88%
	Non-binary	108	82%
LGBTQ2S+	No	3,955	88%
	Yes	447	87%

Awareness of Pilot		Base	Aware
Web Results Only			
Religion	Christian	1,499	88%
	Non-religious / refused	3,014	88%
	Other religions	297	73%
	Visible minority	No	3,772
Visible minority	Yes	607	81%
	Time in Canada	Up to 20 years	261
More than 20 years		596	88%
Whole life		3,864	89%
Home type	Own	3,745	89%
	Rent	747	82%
Has green space	No	203	87%
	Yes	4,495	87%

Awareness of Pilot		Base	Aware
Web Results Only			
Income	Under \$60k	670	83%
	\$60k to <\$100k	978	87%
	\$100k to <\$150k	991	89%
	\$150k and over	1,049	90%
Education	High school or less	497	84%
	College / technical	1,324	89%
	University	1,662	87%
	Post-graduate	1,114	88%
Children in household	No	3,565	89%
	Yes, under 12	784	83%
	Yes, over 12 only	296	85%

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

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

Awareness of Consumption Hours – by Group

Results from the web survey suggest that Edmontonians who are aware of the exact timeframe when drinking is allowed in parks are those who are non-binary.

Awareness of consumption hours		Base	% Aware
Data collection methodology	Phone	223	29%
	Web	3,261	49%
	Park	0	—
	Picnic	120	58%
Phone Results Only			
Segment	Indifferents	133	22%↓
	Enthusiasts	50	43%↑
	Disapprovers	40	35%
Web Results Only			
Age	18-34	574	49%
	35-54	1,229	48%
	55+	1,458	51%
Gender	Female	1,645	50%
	Male	1,412	48%
	Non-binary	68	60%
LGBTQ2S+	No	2,710	49%
	Yes	313	50%

Awareness of consumption hours		Base	% Aware
Web Results Only			
Religion	Christian	1,023	51%
	Non-religious / refused	2,077	49%
	Other religions	161	47%
Visible minority	No	2,643	49%
	Yes	371	47%
Time in Canada	Up to 20 years	139	50%
	More than 20 years	376	48%
	Whole life	2,696	50%
Home type	Own	2,614	50%
	Rent	476	46%
Has green space	No	139	48%
	Yes	3,067	49%

Awareness of consumption hours		Base	% Aware
Web Results Only			
Income	Under \$60k	409	44%
	\$60k to <\$100k	676	50%
	\$100k to <\$150k	698	51%
	\$150k and over	768	49%
Education	High school or less	316	50%
	College / technical	883	52%
	University	1,152	46%
	Post-graduate	780	51%
Children in household	No	2,468	50%
	Yes, under 12	510	47%
	Yes, over 12 only	189	46%

Q2. Currently, the pilot allows drinking in designated sites from 11 am to 9 pm. Were you aware of this timeframe?

Base: aware the pilot allows drinking in parks within specific timeframe only

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

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

Preferred Hours – by Group

Results from the web survey suggest that Edmontonians who are most interested in the time limit to be past 9pm are aged 18-34; identify as LGBTQ2S+ or non-binary; renters; and those without a green space. Those who are interested in not allowing drinking are affiliated with religions other than Christian and those who have lived in Canada for up to 20 years.

Preferred hours		Base	Do not allow	After 9pm
Data collection methodology	Phone	371	6%	35%
	Web	4,621	24%	37%
	Park	0	—	—
	Picnic	157	17%	36%
Phone Results Only				
Segment	Indifferents	202	2%↓	34%
	Enthusiasts	80	1%↓	60%↑
	Disapprovers	89	21%↑	15%↓
Web Results Only				
Age	18-34	778	10%	66%
	35-54	1,746	25%	42%
	55+	2,097	29%	23%
Gender	Female	2,360	27%	33%
	Male	1,936	19%	40%
	Non-binary	105	23%	55%
LGBTQ2S+	No	3,805	24%	35%
	Yes	427	16%	60%

Preferred hours		Base	Do not allow	After 9pm
Web Results Only				
Religion	Christian	1,453	24%	29%
	Non-religious / refused	2,880	23%	42%
	Other religions	288	41%	31%
Visible minority	No	3,628	21%	38%
	Yes	585	34%	34%
Time in Canada	Up to 20 years	252	40%	33%
	More than 20 years	569	29%	33%
	Whole life	3,720	22%	38%
Home type	Own	3,599	23%	35%
	Rent	719	23%	48%
Has green space	No	195	25%	48%
	Yes	4,320	23%	37%

Preferred hours		Base	Do not allow	After 9pm
Web Results Only				
Income	Under \$60k	646	32%	31%
	\$60k to <\$100k	936	21%	42%
	\$100k to <\$150k	950	22%	38%
	\$150k and over	1,014	16%	47%
Education	High school or less	477	27%	29%
	College / technical	1,265	26%	33%
	University	1,599	20%	42%
	Post-graduate	1,077	23%	40%
Children in household	No	3,419	22%	37%
	Yes, under 12	760	29%	39%
	Yes, over 12 only	286	25%	34%

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

Visiting Designated Parks – by Group

Results from the web survey suggest that Edmontonians who are more likely have visited a park piloting the alcohol program are those who are 18-34.

Visiting Designated Parks		Base	Yes	No
Data collection methodology	Phone	409	23%	59%
	Web	4,810	39%	38%
	Park	0	—	—
	Picnic	167	76%	11%
Phone Results Only				
Segment	Indifferents	230	20%	63%
	Enthusiasts	83	35%↑	49%
	Disapprovers	96	19%	57%
Web Results Only				
Age	18-34	803	51%	25%
	35-54	1,833	41%	32%
	55+	2,174	33%	47%
Gender	Female	2,463	38%	40%
	Male	2,001	39%	37%
	Non-binary	108	47%	25%
LGBTQ2S+	No	3,955	38%	40%
	Yes	447	49%	23%

Visiting Designated Parks		Base	Yes	No
Web Results Only				
Religion	Christian	1,499	35%	44%
	Non-religious / refused	3,014	42%	35%
	Other religions	297	38%	33%
Visible minority	No	3,772	39%	39%
	Yes	607	41%	32%
Time in Canada	Up to 20 years	261	43%	32%
	More than 20 years	596	36%	39%
	Whole life	3,864	39%	38%
Home type	Own	3,745	39%	39%
	Rent	747	40%	34%
Has green space	No	203	49%	32%
	Yes	4,495	39%	38%

Visiting Designated Parks		Base	Yes	No
Web Results Only				
Income	Under \$60k	670	33%	42%
	\$60k to <\$100k	978	41%	38%
	\$100k to <\$150k	991	41%	37%
	\$150k and over	1,049	45%	31%
Education	High school or less	497	31%	48%
	College / technical	1,324	35%	44%
	University	1,662	42%	34%
	Post-graduate	1,114	44%	33%
Children in household	No	3,565	38%	40%
	Yes, under 12	784	44%	29%
	Yes, over 12 only	296	38%	34%

To what extent do you agree or disagree with each of the following statements...
 Q5a. Since May of this year, have you visited a park where drinking alcohol is allowed at designated sites?

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

Issues noticed from consumption – by Group

Results from the web survey suggest that Edmontonians who live close to designated parks are those age 18-34 and do not have a green space. Of those that live close, those with children over 12, have lived in Canada for less than 20 years, and are of a religion other than Christian are more likely have noticed issues from people that have been drinking the park.

Issues noticed from consumption		Base	Close to park	Base	Noticed issues
Data collection methodology	Phone	0	—	0	—
	Web	4,810	21%	1,022	12%
	Park	0	—	0	—
	Picnic	167	21%	35	11%
Phone Results Only					
Segment	Indifferents	0	—	0	—
	Enthusiasts	0	—	0	—
	Disapprovers	0	—	0	—
Web Results Only					
Age	18-34	803	32%	253	8%
	35-54	1,833	22%	395	15%
	55+	2,174	17%	374	11%
Gender	Female	2,463	20%	500	13%
	Male	2,001	22%	433	9%
	Non-binary	108	21%	23*	9%
LGBTQ2S+	No	3,955	20%	808	11%
	Yes	447	26%	117	11%

Issues noticed from consumption		Base	Close to park	Base	Noticed issues
Web Results Only					
Religion	Christian	1,499	18%	268	11%
	Non-religious / refused	3,014	23%	689	11%
	Other religions	297	22%	65	26%
Visible minority	No	3,772	21%	785	9%
	Yes	607	22%	136	20%
Time in Canada	Up to 20 years	261	25%	66	26%
	More than 20 years	596	19%	115	13%
	Whole life	3,864	21%	821	10%
Home type	Own	3,745	20%	735	11%
	Rent	747	29%	218	12%
Has green space	No	203	40%	81	12%
	Yes	4,495	20%	912	11%

Issues noticed from consumption		Base	Close to park	Base	Noticed issues
Web Results Only					
Income	Under \$60k	670	19%	129	16%
	\$60k to <\$100k	978	24%	236	8%
	\$100k to <\$150k	991	19%	186	11%
	\$150k and over	1,049	27%	280	11%
Education	High school or less	497	13%	66	14%
	College / technical	1,324	18%	235	11%
	University	1,662	23%	378	11%
	Post-graduate	1,114	27%	302	14%
Children in household	No	3,565	22%	769	10%
	Yes, under 12	784	20%	157	17%
	Yes, over 12 only	296	18%	53	23%

* Small base (<30), interpret with caution

Q9. Do you live within a 15-minute walk of one of the designated parks that allow drinking?
 Q10. Since May of this year, have you noticed any issues from people who have been drinking in the designated park you live close to? Base: lives within 15 minutes of designated park

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

Respondent Alcohol Consumption – by Group

Results from the web survey suggest that Edmontonians who drank alcohol at the park or planned to are those age 18-34 and those that do not have green space at their home. Those age 18-34 and those that are non-binary are more likely to have been with people that planned to drink.

Respondent Alcohol Consumption		Base	They did	People they were with did
Data collection methodology	Phone	0	—	—
	Web	1,818	19%	16%
	Park	712	11%	7%
	Picnic	127	39%	40%
Phone Results Only				
Segment	Indifferents	0	—	—
	Enthusiasts	0	—	—
	Disapprovers	0	—	—
Web Results Only				
Age	18-34	393	31%	27%
	35-54	725	19%	16%
	55+	700	11%	9%
Gender	Female	918	18%	14%
	Male	748	19%	17%
	Non-binary	47	28%	30%
LGBTQ2S+	No	1,449	18%	15%
	Yes	211	22%	18%

Respondent Alcohol Consumption		Base	They did	People they were with did
Web Results Only				
Religion	Christian	506	16%	12%
	Non-religious / refused	1,204	20%	17%
	Other religions	108	21%	19%
	Visible minority	No	1,416	19%
	Yes	240	20%	21%
Time in Canada	Up to 20 years	105	18%	23%
	More than 20 years	211	12%	13%
	Whole life	1,466	20%	16%
Home type	Own	1,418	17%	15%
	Rent	286	28%	19%
Has green space	No	96	32%	24%
	Yes	1,680	18%	15%

Respondent Alcohol Consumption		Base	They did	People they were with did
Web Results Only				
Income	Under \$60k	205	20%	12%
	\$60k to <\$100k	394	23%	17%
	\$100k to <\$150k	397	20%	18%
	\$150k and over	452	18%	15%
Education	High school or less	145	24%	17%
	College / technical	436	18%	14%
	University	680	20%	18%
	Post-graduate	478	17%	15%
Children in household	No	1,312	19%	16%
	Yes, under 12	332	18%	17%
	Yes, over 12 only	107	12%	9%

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

P3a. Did you, or any people you [are/were] with, drink alcohol or plan to drink alcohol while in the above-mentioned park today?

Others Consuming Alcohol – by Group

Results from the web survey suggest that Edmontonians who noticed people drinking alcohol are those who have lived in Canada less than 20 years, those who are a religion other than Christian, and those who are non-binary.

Others Consuming Alcohol		Base	Most or Some
Data collection methodology	Phone	0	—
	Web	689	61%
	Park	111	60%
	Picnic	33	73%
Phone Results Only			
Segment	Indifferents	0	—
	Enthusiasts	0	—
	Disapprovers	0	—
Web Results Only			
Age	18-34	175	65%
	35-54	271	65%
	55+	243	53%
Gender	Female	328	59%
	Male	292	61%
	Non-binary	22*	86%
LGBTQ2S+	No	526	60%
	Yes	90	61%

Others Consuming Alcohol		Base	Most or Some
Web Results Only			
Religion	Christian	165	57%
	Non-religious / refused	468	60%
	Other religions	56	73%
Visible minority	No	504	58%
	Yes	114	69%
Time in Canada	Up to 20 years	53	81%
	More than 20 years	88	47%
	Whole life	530	61%
Home type	Own	498	58%
	Rent	127	66%
Has green space	No	50	64%
	Yes	613	60%

Others Consuming Alcohol		Base	Most or Some
Web Results Only			
Income	Under \$60k	73	70%
	\$60k to <\$100k	166	58%
	\$100k to <\$150k	147	63%
	\$150k and over	170	56%
Education	High school or less	49	55%
	College / technical	180	56%
	University	233	64%
	Post-graduate	190	63%
Children in household	No	474	59%
	Yes, under 12	131	64%
	Yes, over 12 only	41	61%

* Small base (<30), interpret with caution

P5. How many [other] people would you say [are/were] drinking alcohol?

Base: noticed people drinking

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

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

Effects of Alcohol Consumption – by Group

Results from the web survey suggest that Edmontonians who were the most likely to feel unsafe or leave the park early because of people drinking alcohol are those who have children under 12; make under \$60k; have lived in Canada for less than 20 years; are a religion other than Christian.

Effects of Alcohol Consumption		Base	Felt unsafe	Left early
Data collection methodology	Phone	0	—	—
	Web	689	24%	20%
	Park	111	17%	—
	Picnic	33	12%	9%
Phone Results Only				
Segment	Indifferents	0	—	—
	Enthusiasts	0	—	—
	Disapprovers	0	—	—
Web Results Only				
Age	18-34	175	14%	10%
	35-54	271	28%	25%
	55+	243	26%	22%
Gender	Female	328	29%	24%
	Male	292	16%	14%
	Non-binary	22*	27%	18%
LGBTQ2S+	No	526	23%	19%
	Yes	90	20%	16%

Effects of Alcohol Consumption		Base	Felt unsafe	Left early
Web Results Only				
Religion	Christian	165	26%	22%
	Non-religious / refused	468	22%	18%
	Other religions	56	34%	32%
	Visible minority	No	504	20%
	Yes	114	32%	28%
Time in Canada	Up to 20 years	53	40%	40%
	More than 20 years	88	24%	19%
	Whole life	530	22%	18%
	Home type	Own	498	22%
Rent		127	26%	19%
Has green space	No	50	30%	16%
	Yes	613	23%	20%

Effects of Alcohol Consumption		Base	Felt unsafe	Left early
Web Results Only				
Income	Under \$60k	73	40%	30%
	\$60k to <\$100k	166	19%	19%
	\$100k to <\$150k	147	19%	17%
	\$150k and over	170	19%	15%
Education	High school or less	49	20%	16%
	College / technical	180	29%	23%
	University	233	19%	17%
	Post-graduate	190	23%	22%
Children in household	No	474	19%	15%
	Yes, under 12	131	37%	33%
	Yes, over 12 only	41	27%	27%

* Small base (<30), interpret with caution

To what extent do you agree or disagree with each of the following statements...

P6_d. You [felt/feel] less safe because people [were/are] drinking alcohol. Base: visited a park recently, noticed people drinking; P6_f. You left the park sooner than you would have because others were drinking alcohol. Base: visited a park recently, noticed people drinking

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

Likelihood of Visiting Again – by Group

Results from the web survey suggest that there are no differences who the Edmontonians are that are likely to visit the park in the future.

Likelihood of Visiting Again		Base	Likely
Data collection methodology	Phone	0	—
	Web	1,818	92%
	Park	712	96%
	Picnic	127	94%
Phone Results Only			
Segment	Indifferents	0	—
	Enthusiasts	0	—
	Disapprovers	0	—
Web Results Only			
Age	18-34	393	96%
	35-54	725	91%
	55+	700	92%
Gender	Female	918	92%
	Male	748	94%
	Non-binary	47	91%
LGBTQ2S+	No	1,449	93%
	Yes	211	94%

Likelihood of Visiting Again		Base	Likely	
Web Results Only				
Religion	Christian	506	93%	
	Non-religious / refused	1,204	93%	
	Other religions	108	86%	
	Visible minority	No	1,416	94%
Visible minority	Yes	240	88%	
	Time in Canada	Up to 20 years	105	87%
More than 20 years		211	89%	
Home type		Whole life	1,466	93%
		Own	1,418	93%
Home type	Rent	286	92%	
	Has green space	No	96	92%
Yes		1,680	93%	

Likelihood of Visiting Again		Base	Likely
Web Results Only			
Income	Under \$60k	205	89%
	\$60k to <\$100k	394	96%
	\$100k to <\$150k	397	92%
	\$150k and over	452	95%
Education	High school or less	145	91%
	College / technical	436	92%
	University	680	95%
	Post-graduate	478	92%
Children in household	No	1,312	94%
	Yes, under 12	332	88%
	Yes, over 12 only	107	89%

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

Frequency of Park Use – by Group

Results from the web survey suggest that Edmontonians who have used the City parks more often (at least weekly) are those with children under 12, those who have been in Canada for less than 20 years, do not have a green space, affiliated with religions other than Christian, and are non-binary. Those with high school or less education are less likely to visit parks.

Parks visited in the summer at least weekly		Base	Prior years	Base	This year
Data collection methodology	Phone	407	34%	407	38%
	Web	4,783	47%	4,670	49%
	Park	0	—	707	72%
	Picnic	166	31%	163	32%
Phone Results Only					
Segment	Indifferents	229	30%↓	229	35%
	Enthusiasts	83	42%	82	46%
	Disapprovers	95	39%	96	41%
Web Results Only					
Age	18-34	799	54%	797	56%
	35-54	1,827	52%	1,801	54%
	55+	2,157	40%	2,072	42%
Gender	Female	2,444	44%	2,372	46%
	Male	1,994	48%	1,961	51%
	Non-binary	108	58%	106	59%
LGBTQ2S+	No	3,934	45%	3,831	47%
	Yes	446	54%	440	57%

Parks visited in the summer at least weekly		Base	Prior years	Base	This year
Religion	Christian	1,491	40%	1,452	43%
	Non-religious / refused	2,997	49%	2,932	51%
	Other religions	295	58%	286	63%
	Visible minority	No	3,756	45%	3,657
Time in Canada	Yes	602	51%	595	54%
	Up to 20 years	260	62%	258	67%
	More than 20 years	589	47%	576	49%
Home type	Whole life	3,845	45%	3,748	47%
	Own	3,725	46%	3,640	48%
	Rent	742	50%	725	52%
Has green space	No	202	59%	198	59%
	Yes	4,470	46%	4,366	48%

Parks visited in the summer at least weekly		Base	Prior years	Base	This year
Income	Under \$60k	665	41%	639	45%
	\$60k to <\$100k	975	46%	954	49%
	\$100k to <\$150k	987	48%	972	50%
	\$150k and over	1,047	55%	1,039	57%
Education	High school or less	493	32%	460	35%
	College / technical	1,313	40%	1,269	42%
	University	1,655	50%	1,638	51%
Children in household	Post-graduate	1,110	57%	1,101	60%
	No	3,542	43%	3,442	45%
	Yes, under 12	781	63%	780	66%
Yes, over 12 only	296	47%	290	47%	

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

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?

Consumption Affecting Visitation – by Group

Results from the web survey suggest that Edmontonians who use parks less if drinking alcohol is allowed are those who have been in Canada for less than 20 years, and are affiliated with other religions besides Christian. Those age 18-34 would be more likely to visit.

Consumption affecting visitation		Base	Use more	Use less
Data collection methodology	Phone	409	12%	15%
	Web	4,810	21%	18%
	Park	712	21%	17%
	Picnic	167	32%	14%
Phone Results Only				
Segment	Indifferents	230	9%	6%↓
	Enthusiasts	83	25%↑	3%↓
	Disapprovers	96	6%↓	50%↑
Web Results Only				
Age	18-34	803	40%	12%
	35-54	1,833	23%	18%
	55+	2,174	12%	19%
Gender	Female	2,463	21%	19%
	Male	2,001	21%	15%
	Non-binary	108	27%	22%
LGBTQ2S+	No	3,955	20%	17%
	Yes	447	29%	16%

Consumption affecting visitation		Base	Use more	Use less
Web Results Only				
Religion	Christian	1,499	18%	16%
	Non-religious / refused	3,014	22%	17%
	Other religions	297	21%	30%
Visible minority	No	3,772	21%	15%
	Yes	607	23%	25%
Time in Canada	Up to 20 years	261	22%	31%
	More than 20 years	596	16%	20%
	Whole life	3,864	22%	16%
Home type	Own	3,745	19%	17%
	Rent	747	29%	19%
Has green space	No	203	27%	21%
	Yes	4,495	20%	17%

Consumption affecting visitation		Base	Use more	Use less
Web Results Only				
Income	Under \$60k	670	21%	24%
	\$60k to <\$100k	978	21%	16%
	\$100k to <\$150k	991	22%	15%
	\$150k and over	1,049	25%	13%
Education	High school or less	497	22%	17%
	College / technical	1,324	18%	19%
	University	1,662	23%	16%
	Post-graduate	1,114	21%	18%
Children in household	No	3,565	20%	16%
	Yes, under 12	784	24%	22%
	Yes, over 12 only	296	20%	19%

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Walking to Parks – by Group

Results from the web survey suggest that Edmontonians who have visited a park within walking distance from their home are those who rent and those without a green space. Those whose highest education is high school are less likely to indicate that the park is within a 15-minute walk.

Walking to Parks		Base	Can walk to park	Base	Within 15 min
Data collection methodology	Phone	0	—	0	—
	Web	1,819	37%	658	56%
	Park	712	39%	277	56%
	Picnic	127	16%	20*	30%
Phone Results Only					
Segment	Indifferents	0	—	0	—
	Enthusiasts	0	—	0	—
	Disapprovers	0	—	0	—
Web Results Only					
Age	18-34	394	43%	166	58%
	35-54	725	36%	257	58%
	55+	700	34%	235	54%
Gender	Female	918	34%	309	59%
	Male	749	40%	298	52%
	Non-binary	47	43%	20*	60%
LGBTQ2S+	No	1,450	36%	517	55%
	Yes	211	44%	91	64%

Walking to Parks		Base	Can walk to park	Base	Within 15 min
Web Results Only					
Religion	Christian	506	33%	165	58%
	Non-religious / refused	1,205	37%	447	55%
	Other religions	108	44%	46	61%
	Visible minority	No	1,417	37%	524
	Yes	240	35%	82	51%
Time in Canada	Up to 20 years	105	30%	31	52%
	More than 20 years	211	38%	80	54%
	Whole life	1,467	37%	537	58%
Home type	Own	1,418	33%	471	55%
	Rent	287	52%	148	62%
Has green space	No	97	55%	53	58%
	Yes	1,680	35%	590	55%

Walking to Parks		Base	Can walk to park	Base	Within 15 min
Web Results Only					
Income	Under \$60k	205	38%	76	53%
	\$60k to <\$100k	395	38%	148	52%
	\$100k to <\$150k	397	36%	141	55%
	\$150k and over	452	40%	182	61%
Education	High school or less	145	32%	46	41%
	College / technical	437	35%	150	57%
	University	680	34%	231	56%
	Post-graduate	478	46%	218	61%
Children in household	No	1,313	39%	509	56%
	Yes, under 12	332	30%	96	57%
	Yes, over 12 only	107	32%	34	59%

* Small base (<30), interpret with caution

p1b. Is the above-mentioned park within walking distance from your home? Base: Park visitors
 p1c. Approximately how long does it take you to walk to the above-mentioned park? Base: Park visitors; living within walking distance of designated park

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Park Busyness – by Group

Results from the web survey suggest that there are no differences among Edmontonians who find parks busier or less busy than expected.

Park Busyness		Base	Busier	Less Busy
Data collection methodology	Phone	0	—	—
	Web	1,781	15%	10%
	Park	674	12%	24%
	Picnic	124	22%	22%
Phone Results Only				
Segment	Indifferents	0	—	—
	Enthusiasts	0	—	—
	Disapprovers	0	—	—
Web Results Only				
Age	18-34	388	18%	10%
	35-54	709	15%	9%
	55+	684	12%	13%
Gender	Female	902	15%	9%
	Male	736	13%	12%
	Non-binary	46	22%	13%
LGBTQ2S+	No	1,423	15%	10%
	Yes	209	15%	11%

Park Busyness		Base	Busier	Less Busy
Web Results Only				
Religion	Christian	496	13%	11%
	Non-religious / refused	1,182	15%	10%
	Other religions	103	17%	12%
Visible minority	No	1,394	14%	10%
	Yes	235	20%	12%
Time in Canada	Up to 20 years	101	23%	12%
	More than 20 years	210	16%	10%
	Whole life	1,439	14%	10%
Home type	Own	1,393	14%	10%
	Rent	282	18%	12%
Has green space	No	93	20%	5%
	Yes	1,650	14%	11%

Park Busyness		Base	Busier	Less Busy
Web Results Only				
Income	Under \$60k	203	15%	14%
	\$60k to <\$100k	386	14%	9%
	\$100k to <\$150k	390	15%	9%
	\$150k and over	445	14%	10%
Education	High school or less	144	10%	15%
	College / technical	427	14%	9%
	University	670	15%	10%
	Post-graduate	467	16%	11%
Children in household	No	1,288	13%	11%
	Yes, under 12	325	20%	7%
	Yes, over 12 only	105	14%	15%

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