

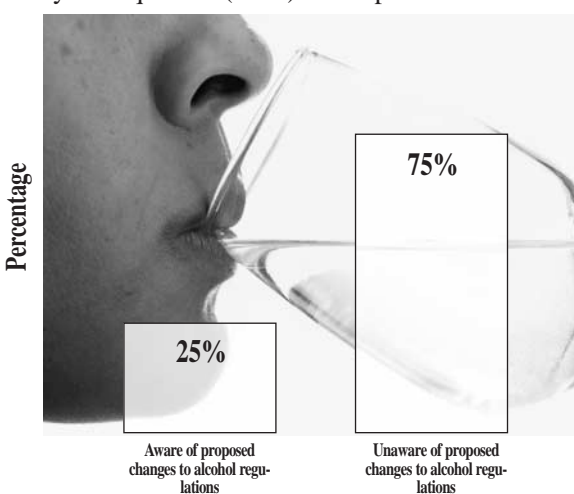
Edmontonians' poll station

By Linda Banister

Over the past several months, a number of new regulations governing the consumption of alcohol in public places have been proposed that would affect residents in the City of Edmonton. Recently, the Alberta Liquor and Gaming Commission granted licenses to several Famous Players movie houses in Alberta to serve beer, wine and coolers in theatre lobbies. In this month's *Poll Station*, we asked Edmontonians about the proposed changes. It is important to note that respondents for this *Poll Station* were surveyed prior to the licenses being granted to Famous Players theatres.

ARE YOU AWARE OF PROPOSED CHANGES REGARDING ALCOHOL IN PUBLIC PLACES?

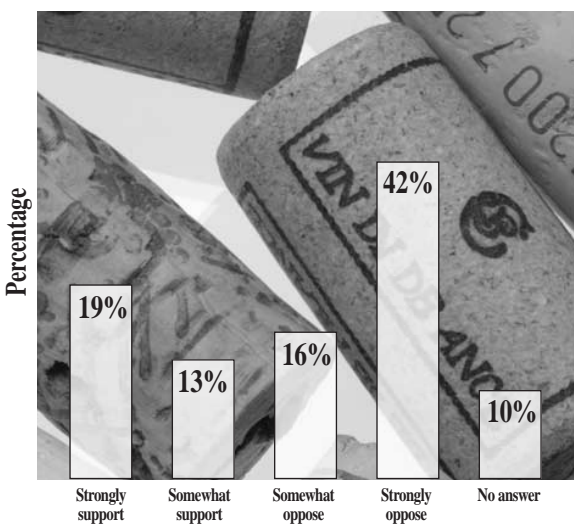
Only one-quarter (25%) of respondents were



aware of proposed changes to alcohol regulations while the other 75 percent were either unaware or unsure of the changes. Of the respondents who were aware of the changes, 68 percent had heard of the proposed change to allow alcohol to be served in movie theatres and 24 percent had heard of the proposal to allow wine to be brought into public restaurants.

DO YOU SUPPORT ALLOWING PATRONS TO BRING THEIR OWN PURCHASED WINE INTO RESTAURANTS?

When asked if they support or oppose the



proposition to bring their own wine into a restaurant for a small corkage fee, the majority of respondents (58%) either strongly or somewhat opposed the potential new regulation. Only one-third (32%) of respondents supported the proposition. Of those who opposed the initiative, 48 percent felt it would hurt the restaurant economically, 22 percent felt it would increase the consumption of alcoholic beverages and the rate of impaired driving. Another 21 percent felt the initiative wasn't necessary.

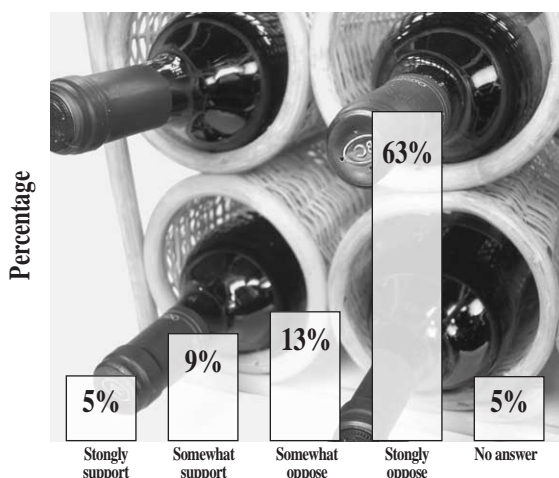
Of the respondents that did support the initiative, almost half (47%) felt it would reduce the costs associated with dining out, while another 41 percent felt it gives the consumer more options and access to a better wine selection. Some respondents noted the initiative has been successful in other countries such as Australia. When asked if this initiative would affect how often they dined out, 87 per-

cent felt it would have no effect on the number of times they dined out, while six percent felt they would dine out more often, and another six percent said they would dine out less often.

Editor's note: the regulation was approved on October 20 and requires restaurants to apply to have the option added to their liquor licenses.

DO YOU SUPPORT THE AVAILABILITY OF ALCOHOL IN MOVIE THEATRES?

When respondents were asked if they would



support or oppose this proposition, a strong majority (81%) indicated they would be opposed to this new initiative, while only 14 percent said they would support it. When asked why they opposed the initiative, 35 percent of respondents felt the sale of alcohol in movie houses would increase the noise and rowdy behaviour at the theatre, 30 percent thought it would increase the opportunity for minors to obtain alcohol, 26 percent said movie theatres are inappropriate venues for selling alcohol, and 11 percent noted there are already enough places selling alcohol.

Of those that supported the initiative, 64% felt that drinking should be allowed in public, 21 percent said they would like to have an alcoholic beverage while watching a movie and 14 percent felt that it should only be allowed at R-rated/adult movies. Interestingly, when asked if this initiative would have any effect on the frequency at which respondents attended movies, 41 percent of all respondents said they would go to the theatres less often if alcohol were served. Fifty-five percent of respondents said they would still attend about as often as they currently do, and only two percent said they would attend more often.

WHAT OTHER CHANGES WOULD YOU LIKE TO SEE REGARDING ALCOHOL IN PUBLIC VENUES?

Many respondents were unsure of what changes they would like to see. However, of those that did provide a response, the most common responses were to increase the enforcement of laws related to alcohol in public (14%) and to reduce or eliminate drinking in public venues (15%). Other suggestions included increasing the number of public drinking areas (3%) and allowing alcohol to be purchased from a variety of shops (2%).

The Poll Station surveyed 100 City of Edmonton residents on the topic and, while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓



Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at research@banister.ab.ca. For further information on the firm visit www.banister.ab.ca.