



LIQUOR POLICY REVIEW: CONSULTATION SUMMARY (SPRING 2016)



Consultation Overview



Background:

- The City of Vancouver is reviewing its liquor regulations, The goal is to update the policy so that enjoying beer, wine, and spirits is well balanced with safety and community fit. Policy elements being reviewed include: where and when liquor is sold, made, or served, the size and types of venues that serve liquor, rules for liquor on patios and supporting no or low-liquor entertainment options.
- To help inform the initial stages of the review, members of the public were asked to provide their input in an online survey, sharing their attitudes towards liquor and the role the City should play in regulating it.
- From April 14 to May 25, 2016, members of the public were able to provide their input, and a total of **8856 respondents** completed the survey. The survey could be accessed via:
 - Email invitation sent to Talk Vancouver panel members;
 - Open invitation to the general public on the Liquor Policy Review page on vancouver.ca
 - Social media promotion posts with links to the survey
- A sample of this size provides a margin of error of +/-1.0%.

Who did we hear from?

- We heard from a wide variety of respondents of different ages, genders and locations within and outside the city.
- These proportions mirrored the population of Vancouver according to Census data, but the results were weighted on gender and age to match those of the City (gender and age have been related to alcohol attitudes and behaviour). Refer to the demographics section for more detail:
 - 49% of respondents were male and 51% female (after weighting)
 - 24% of respondents were under 30, 53% were between 30-59, and 23% were 60+ (after weighting)
 - 93% of respondents were residents of Vancouver
 - 15% of respondents lived Downtown or the West End, 18% lived on the west side of the city (W. of Main St.) and 24% lived on the east.

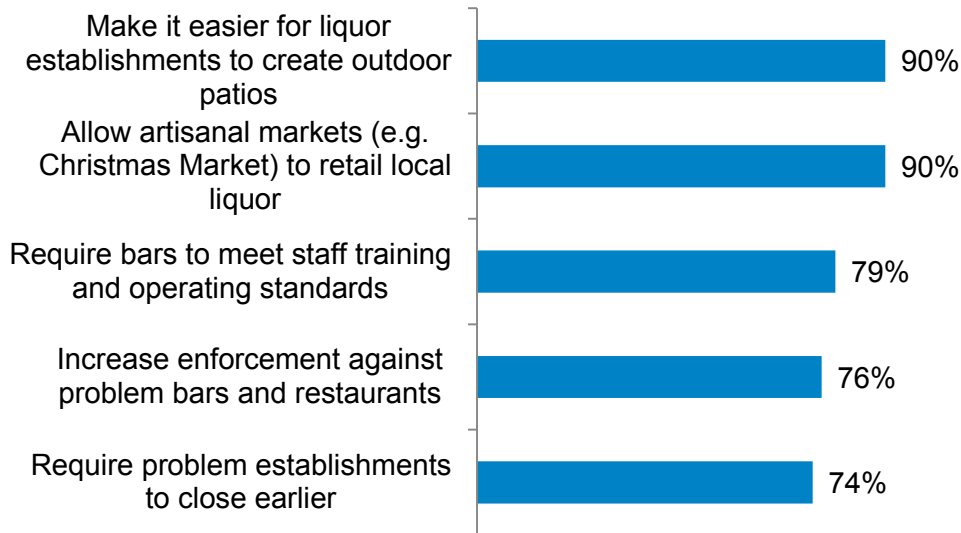


Summary of Results



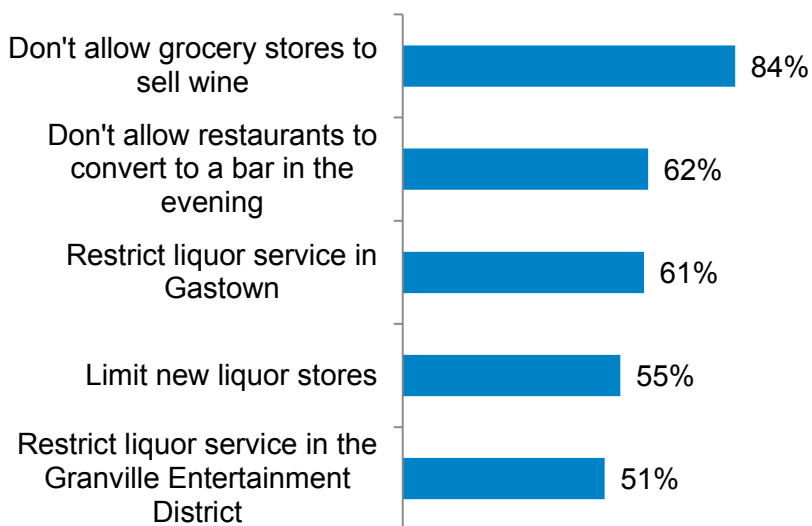
Popular Liquor Policy Ideas

(% Strongly/Somewhat Agree)



Less Popular Liquor Policy Ideas

(% Strongly/Somewhat Disagree)





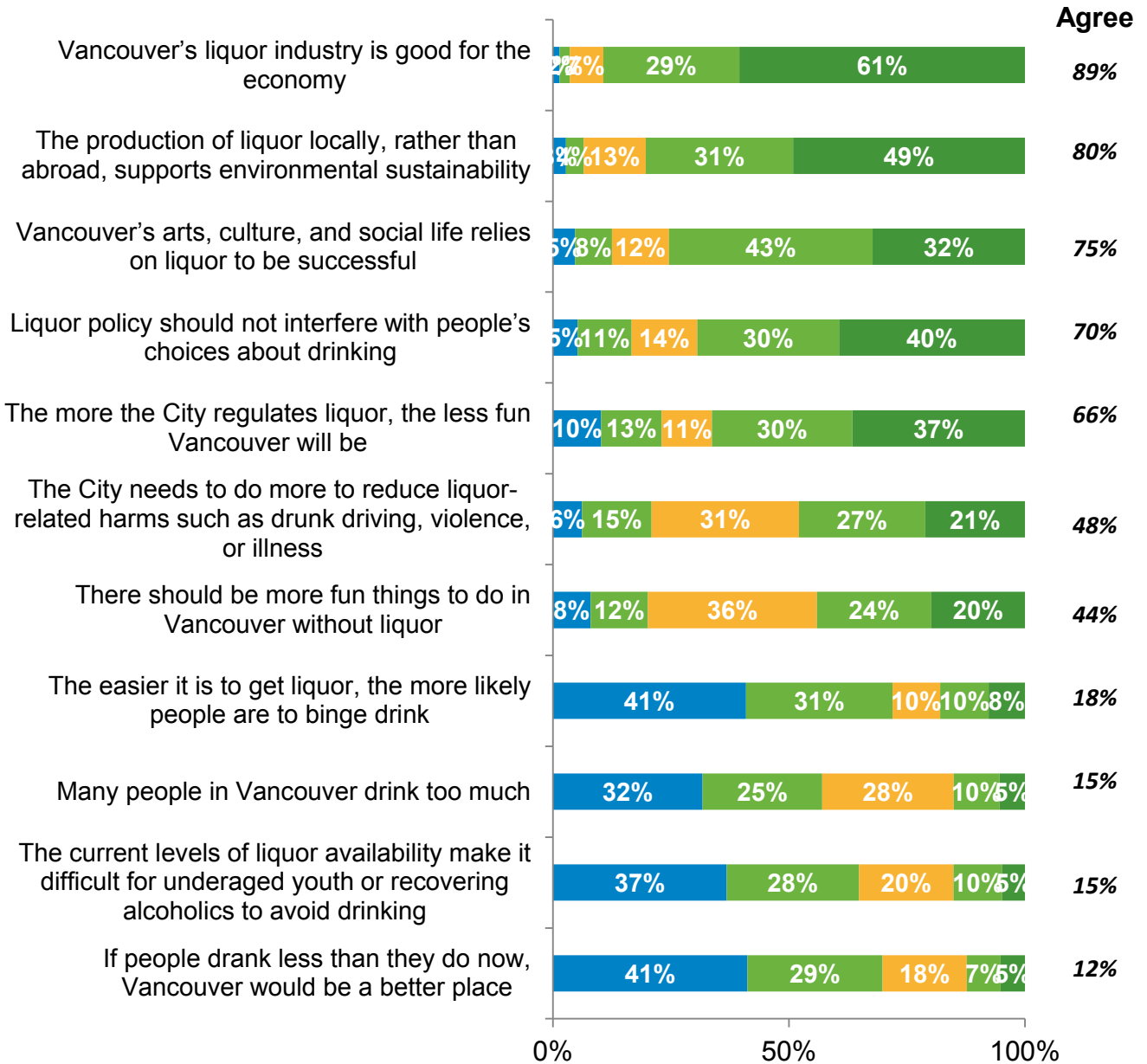
DETAILED QUESTIONNAIRE RESULTS



Attitudes Toward Liquor and Liquor Policy



Strongly disagree Somewhat disagree Neutral Somewhat agree Strongly agree



Base: All Respondents (n = 8856)

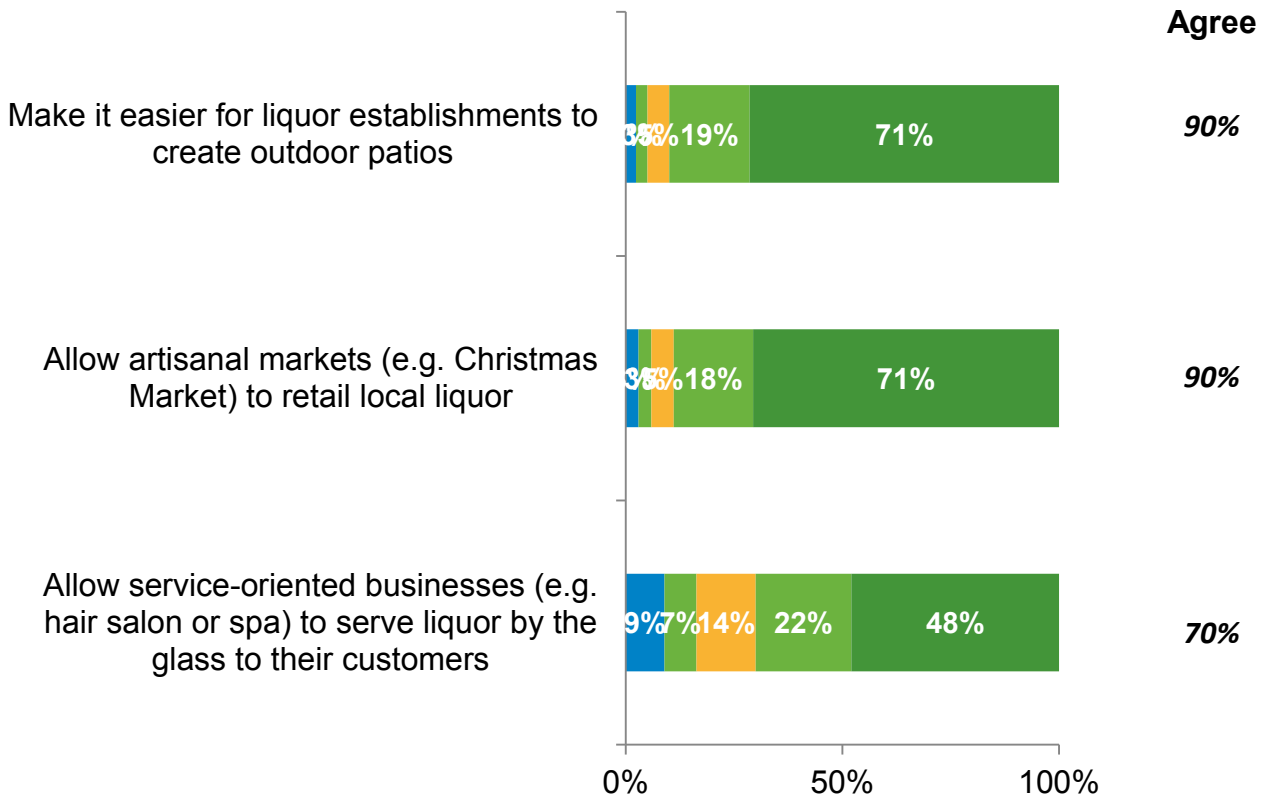
How much do you agree or disagree that...?



Agreement with Liquor Policies Supporting Social and Economic Life



■ Strongly disagree ■ Somewhat disagree ■ Neutral ■ Somewhat agree ■ Strongly agree



Base: All respondents (n = 8856)

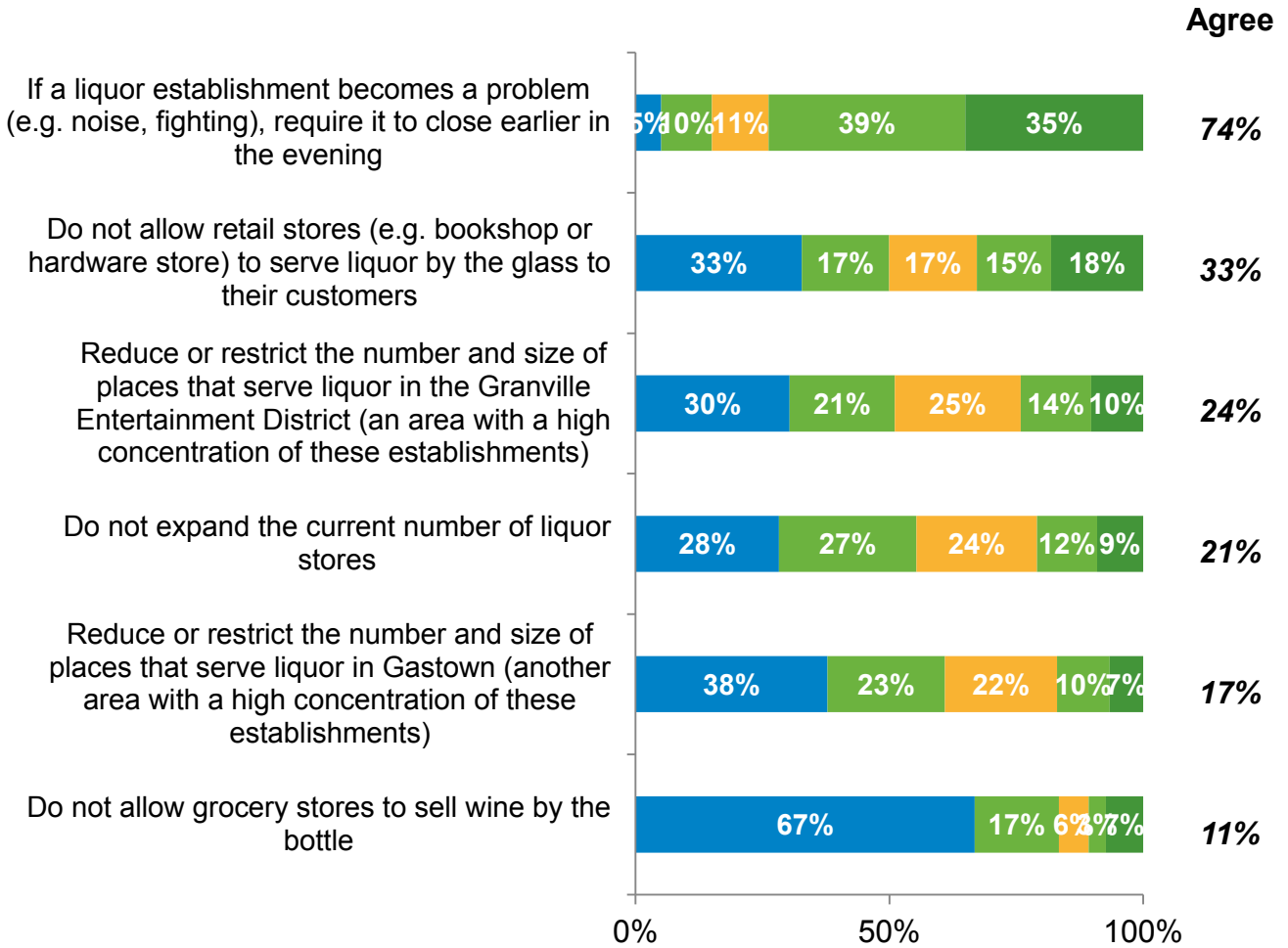
How should liquor policy support Vancouver's social and economic vibrancy?



Agreement with Policies to Manage Availability and Prevent Problematic Consumption



■ Strongly disagree
 ■ Somewhat disagree
 ■ Neutral
 ■ Somewhat agree
 ■ Strongly agree

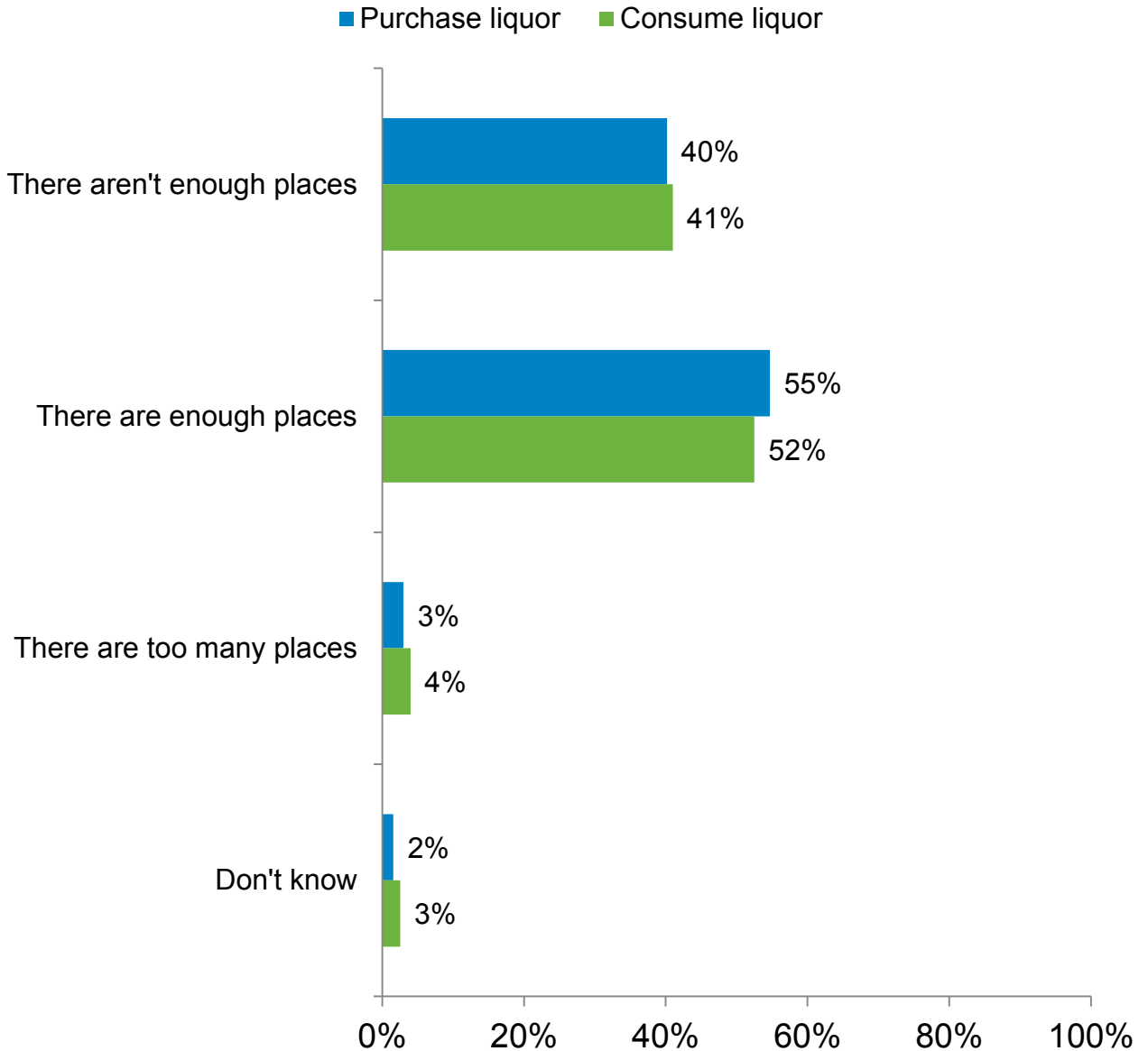


Base: All respondents (n = 8856)

How should the City manage the availability of liquor to prevent problematic consumption?



Perceptions of Availability of Liquor for Purchase or Consumption



Base: All respondents (n = 8856)

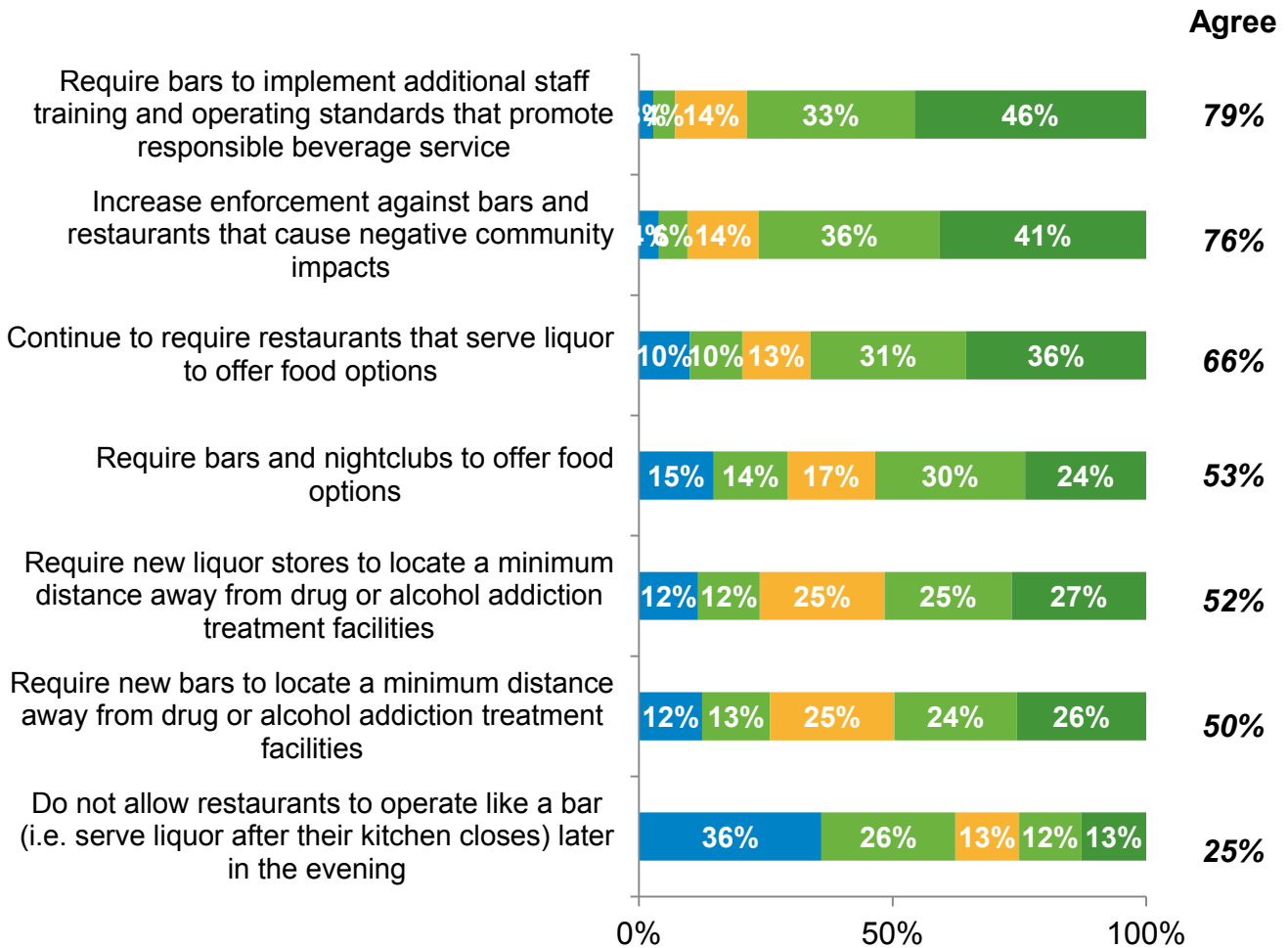
Do you feel there are enough places in your neighbourhood to purchase liquor, or consume liquor if you choose?



Agreement with Policies to Reduce Harm Associated with Liquor Consumption



■ Strongly disagree
 ■ Somewhat disagree
 ■ Neutral
 ■ Somewhat agree
 ■ Strongly agree



Base: All respondents (n = 8856)

How should the City minimize the negative impacts of liquor

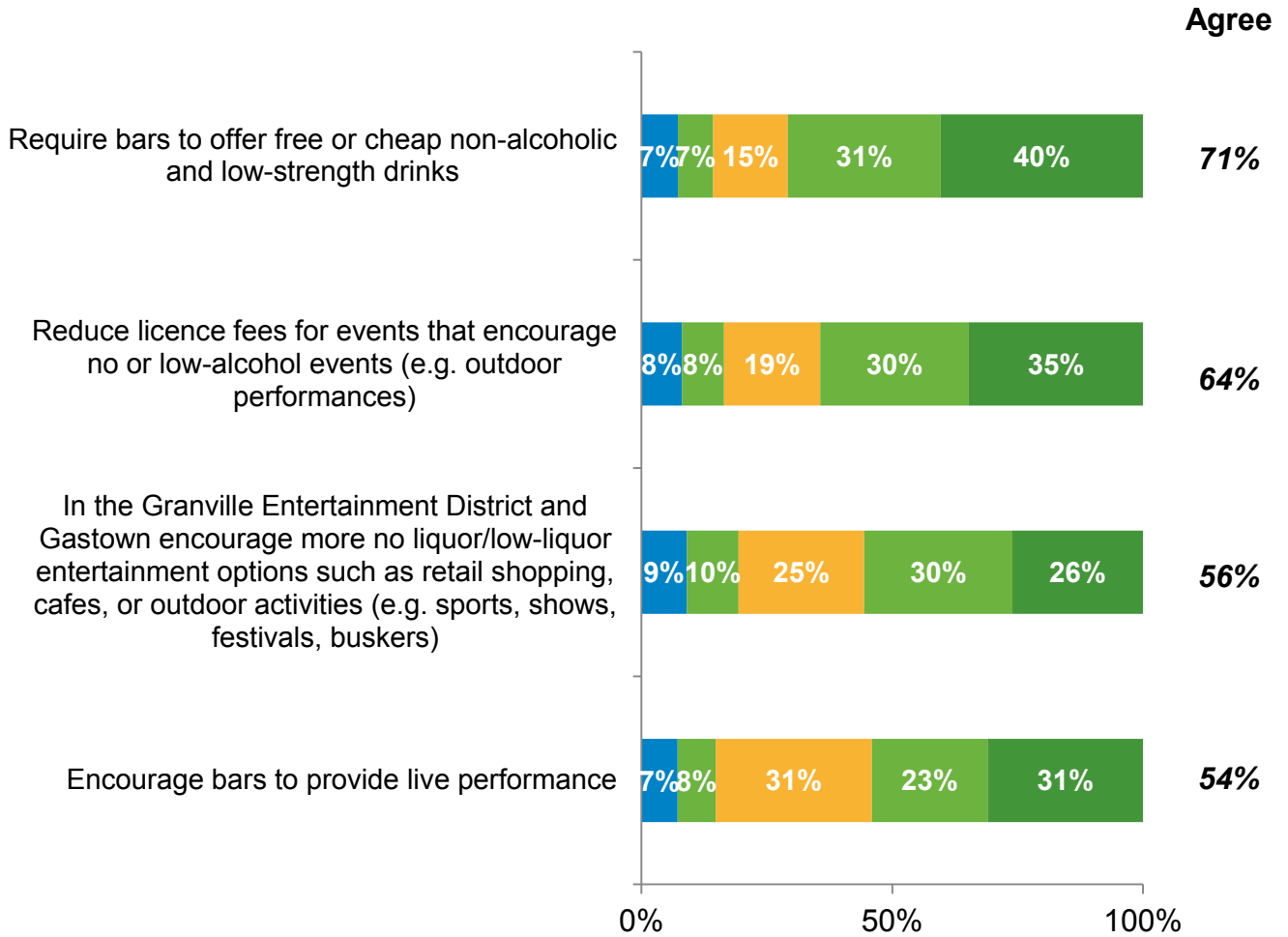
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Agreement with Policies to Support No Liquor or Low-Liquor Entertainment Options



■ Strongly disagree
 ■ Somewhat disagree
 ■ Neutral
 ■ Somewhat agree
 ■ Strongly agree

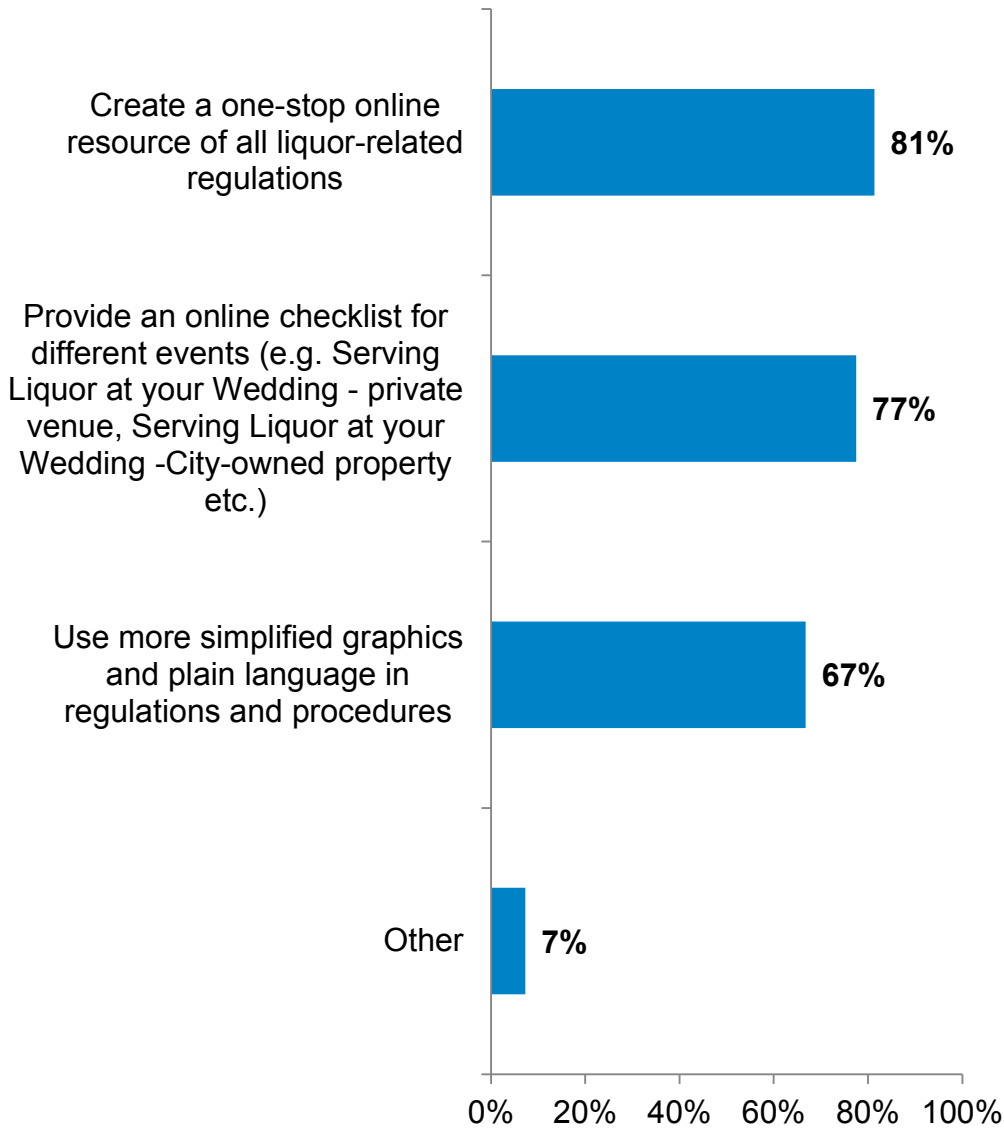


Base: All respondents (n = 8856)

How should the City support no liquor or low-liquor entertainment options in Vancouver?



Preference for Ways to Make Liquor Policies Easier to Understand



Base: All respondents (n = 8854)

How can the City make it easier to understand its liquor rules?

Liquor Policy Review Consultation Summary - Spring 2016



Comments



The following are some examples of respondent comments about liquor and liquor policy:

“In Europe it is very easy to get liquor, yet there isn't a big problem with binge drinking”

“It should be easier to drink in Vancouver, in a classy way.”

LIQUOR RESTRICTIONS

“It should be possible to bring a bottle of wine to the park and enjoy it there with friends/family.”

“I love grocery shopping in the USA, where I can purchase wine to go with dinner”

LIQUOR ACCESS

“Inaccessibility of alcohol makes its more enticing to young people”

“Underage users or alcohol abuse are not going to be alleviated by the current archaic restrictions”

YOUTH DRINKING

“Education about alcohol should be provided so people can make better choices”
“There should be more fun things to do in Vancouver, with and without liquor”
“Keep SkyTrain running until the bars are closed”

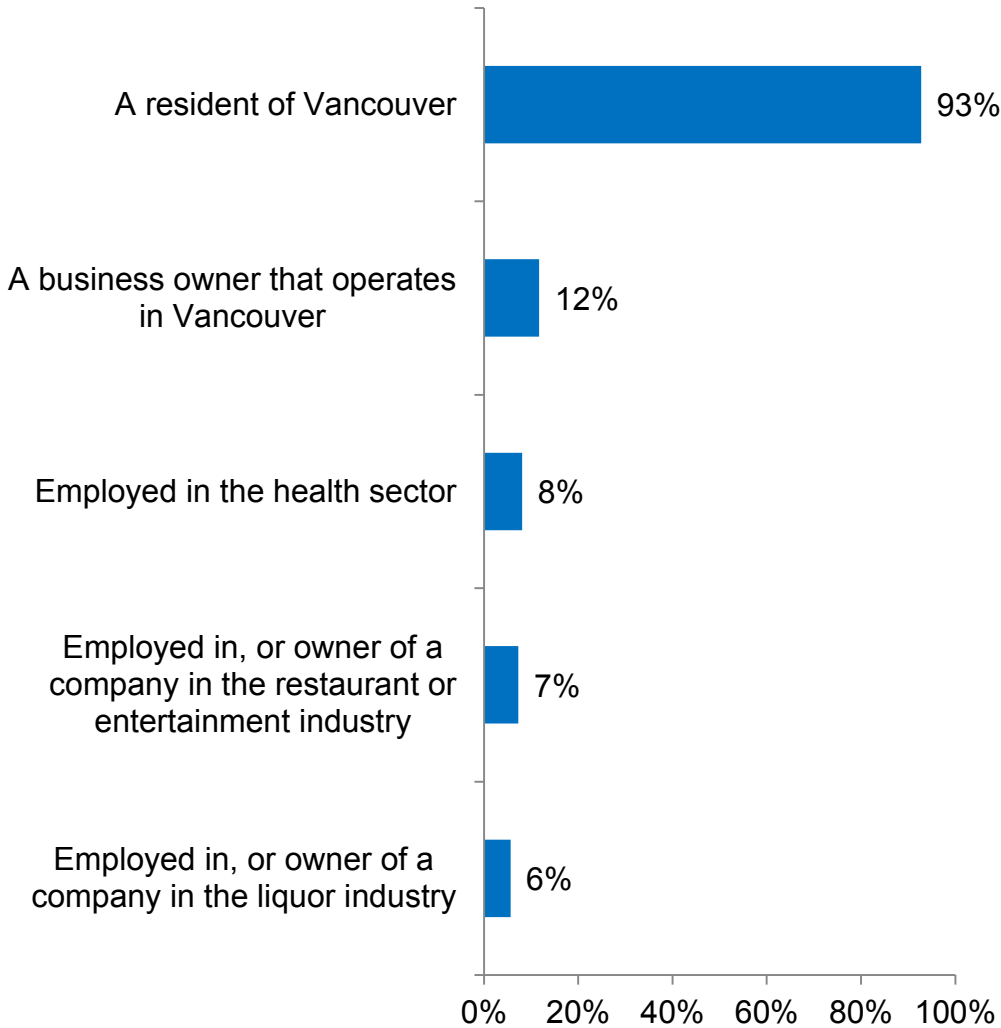
MINIMIZE HARMS



DEMOGRAPHICS



Type of Respondent

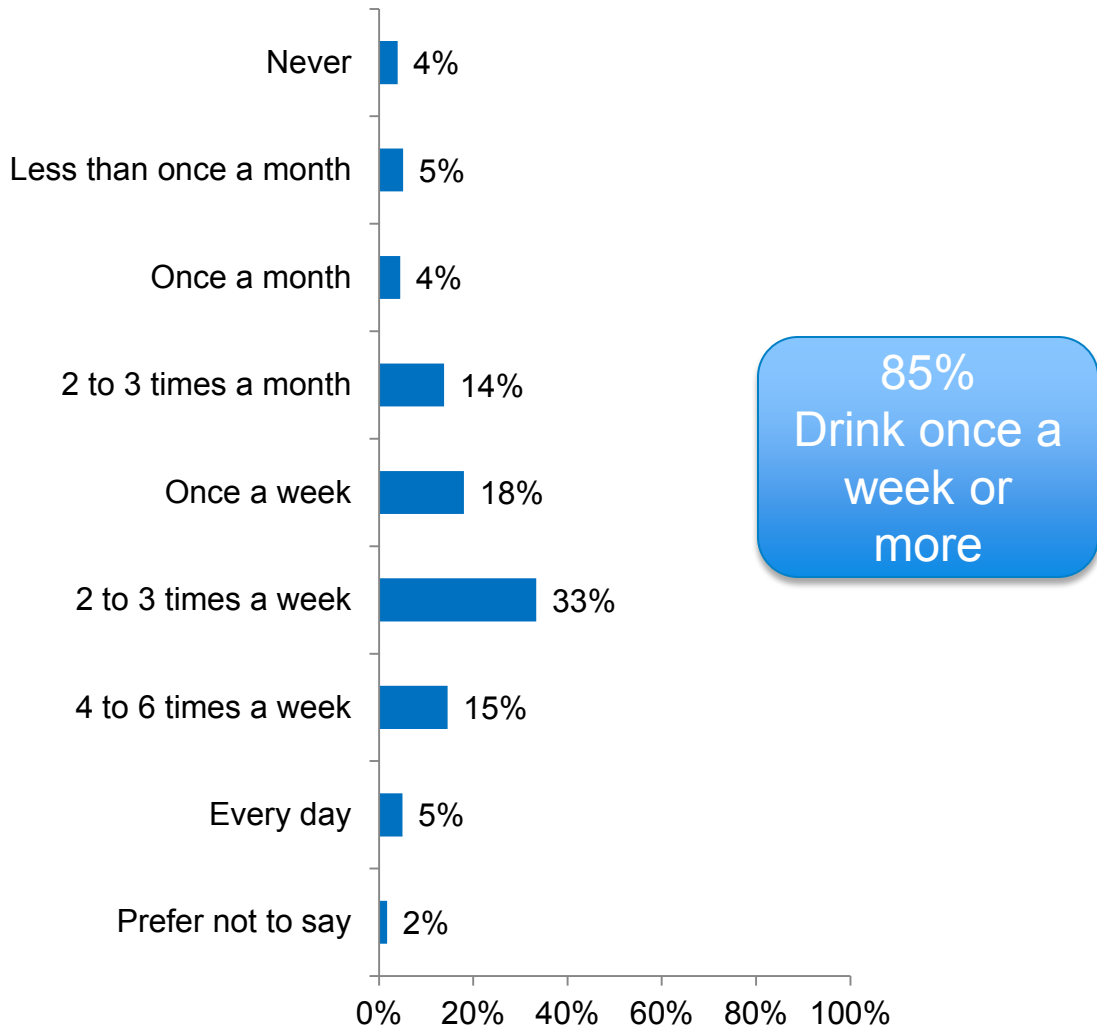


Base: All Respondents (n= 8856)

Are you...?



Frequency of Alcohol Consumption



Base: All Respondents (n= 8856)

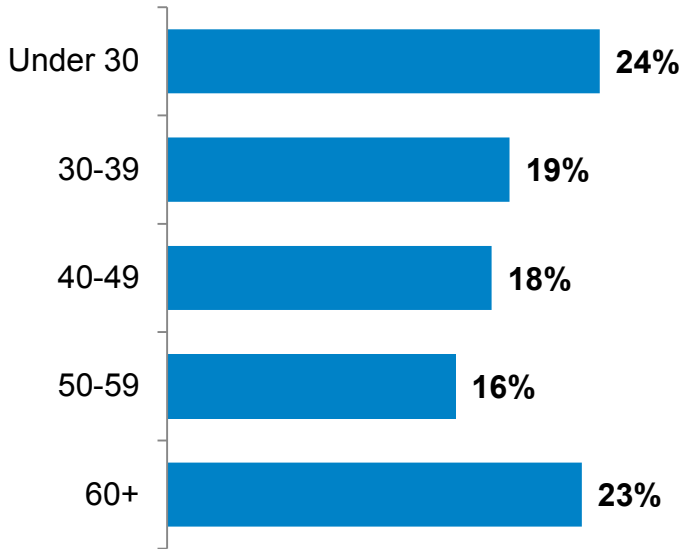
During the past 12 months, how often did you drink alcoholic beverages?



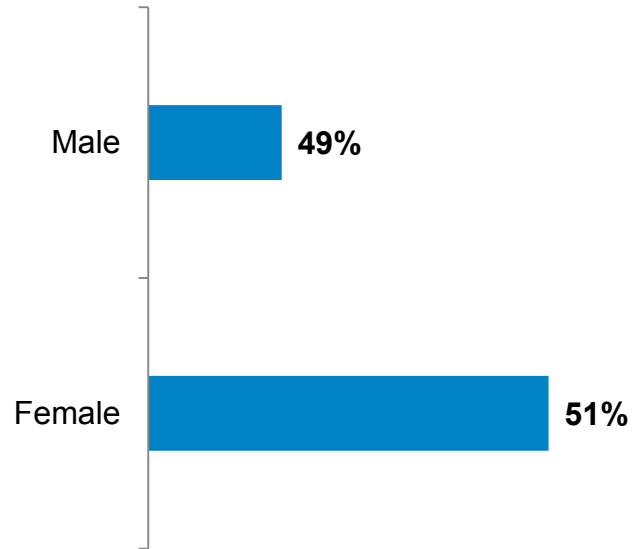
Demographics



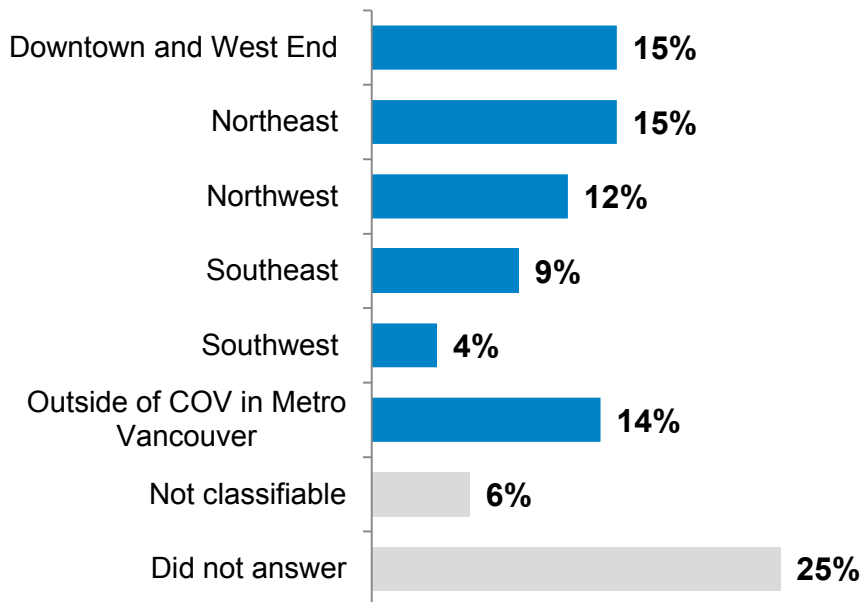
Age



Gender



Residential Zone



Base: All respondents