



Alcohol in Parks – Citizens’ View Online Panel Survey Results

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Highlights at a Glance

PROGRAM AWARENESS & IMPACT

78%

'Very' or 'somewhat' familiar with the program

Program Impact

80% Neutral

12% Negative

8% Positive

44%

Of those familiar with the program, state the main reason for not using the Alcohol in Parks program is their preference for using a backyard

PROGRAM USAGE

4%

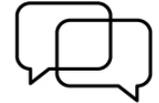
Of panelists have personally used the Alcohol in Parks pilot program

13%

Of panelists know someone who has used the Alcohol in Parks pilot the program

36%

Likely to use the program next summer if it is available next summer.



PROGRAM ATTITUDES

65%

Support the program

vs.

33%

Oppose the program



71%

The majority of those who don't agree with alcohol consumption in parks continued to visit parks as they normally would.

0%

Mentioned alcohol consumption or Alcohol in Parks pilot program as a reason for decreased park visitation frequency this summer.

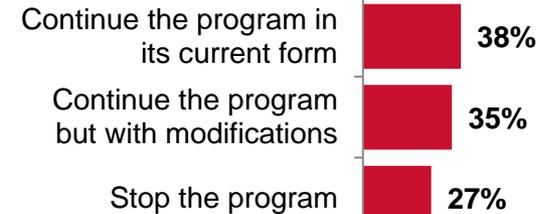




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Background & Methodology

Background

On June 1st, The City launched The Alcohol in Parks pilot program. The pilot program ran from June 1st to September 7th, 2021. This pilot program allowed Calgarians to drink alcohol at select picnic tables in some parks throughout the city. During this pilot, drinking was not permitted in all parks. Calgarians who wished to use the program could reserve designated tables online or use them on a first-come, first-served basis.

On behalf of Calgary Parks, a survey on the topic of the Alcohol in Park pilot program was fielded. The survey measured park visitation patterns, program awareness and usage, and program attitudes.

Methodology

An online survey was conducted with Citizens' View panelists. Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions, and engagement activities.

The survey was conducted August 10 – 19, 2021 and was sent to all 2,783 panelists, with 1,253 completing the survey (a 45% completion rate).

NOTE: These survey findings are not considered statistically representative of all Calgarians. Due to the composition of the group of panelists who completed the survey, results should be regarded as directional and should not be projected to the larger population without research with a representative sample of citizens.

Compared to the overall population of Calgary, respondents to this survey tend to be older and are not quite aligned with population quadrant of residence proportions.

Detailed Results



Park Visitation Patterns

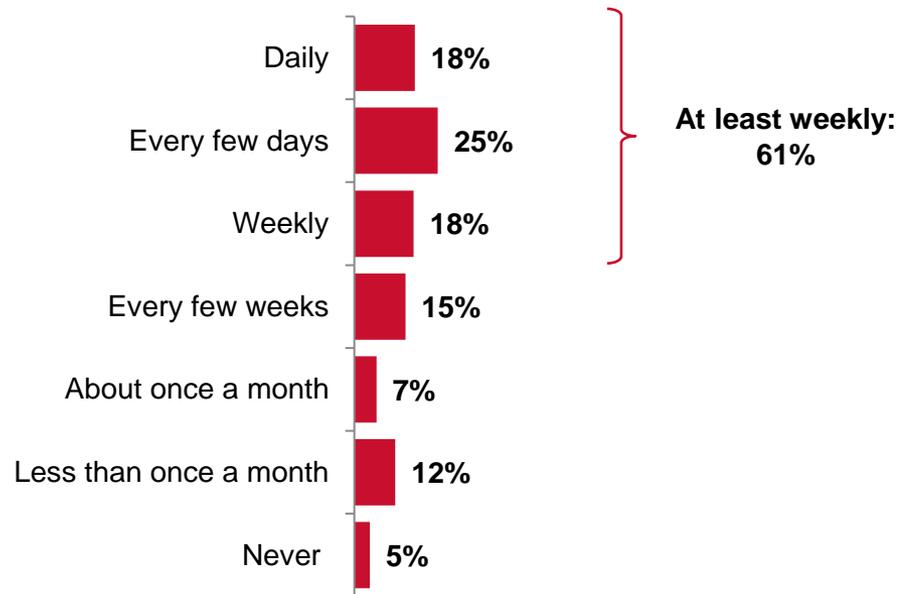




Park Visitation Frequency Prior to the Pandemic

One in six (61%) respondents indicated that they had visited parks at least on a weekly basis during the summer prior to the COVID-19 pandemic. Only a small minority (5%) said that they had never visited parks.

Park Visitation Frequency During the Summer Prior to the Pandemic



Please think back to the summer prior to the pandemic, meaning the summer of 2019. During the summer prior to the pandemic, approximately how often did you visit the city’s parks, including both major parks and smaller community parks?

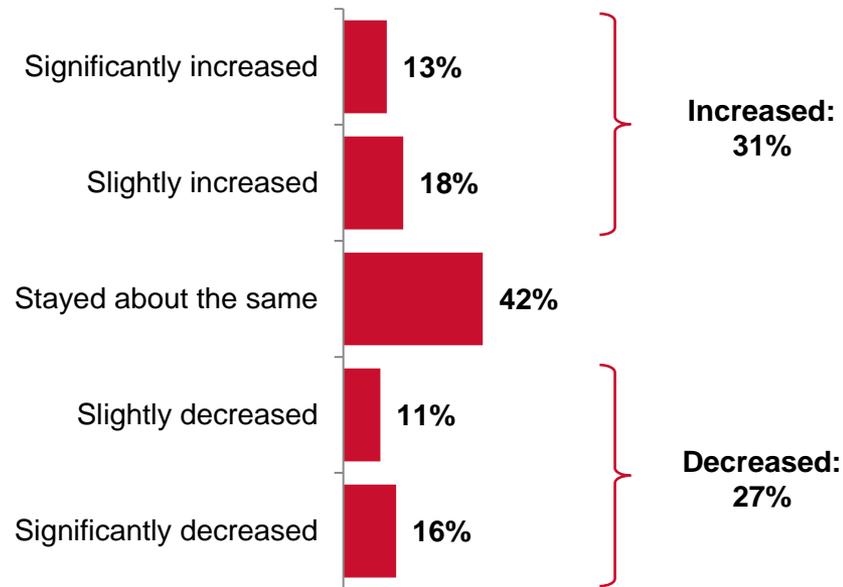
Base: All respondents (n=1,253)



Impact of the Pandemic on Park Visitation

Compared to the summer of 2019, park visitation has stayed the same for two-fifth (42%) of respondents this summer, while one in three respondents indicated that their park visitation has increased (31%) or decreased (27%).

Park Visitation Frequency During the Summer Prior to the Pandemic



Now, please think about this summer. Compared to the summer of 2019, has your frequency of park visitation this summer...
Base: All respondents (n=1,253)

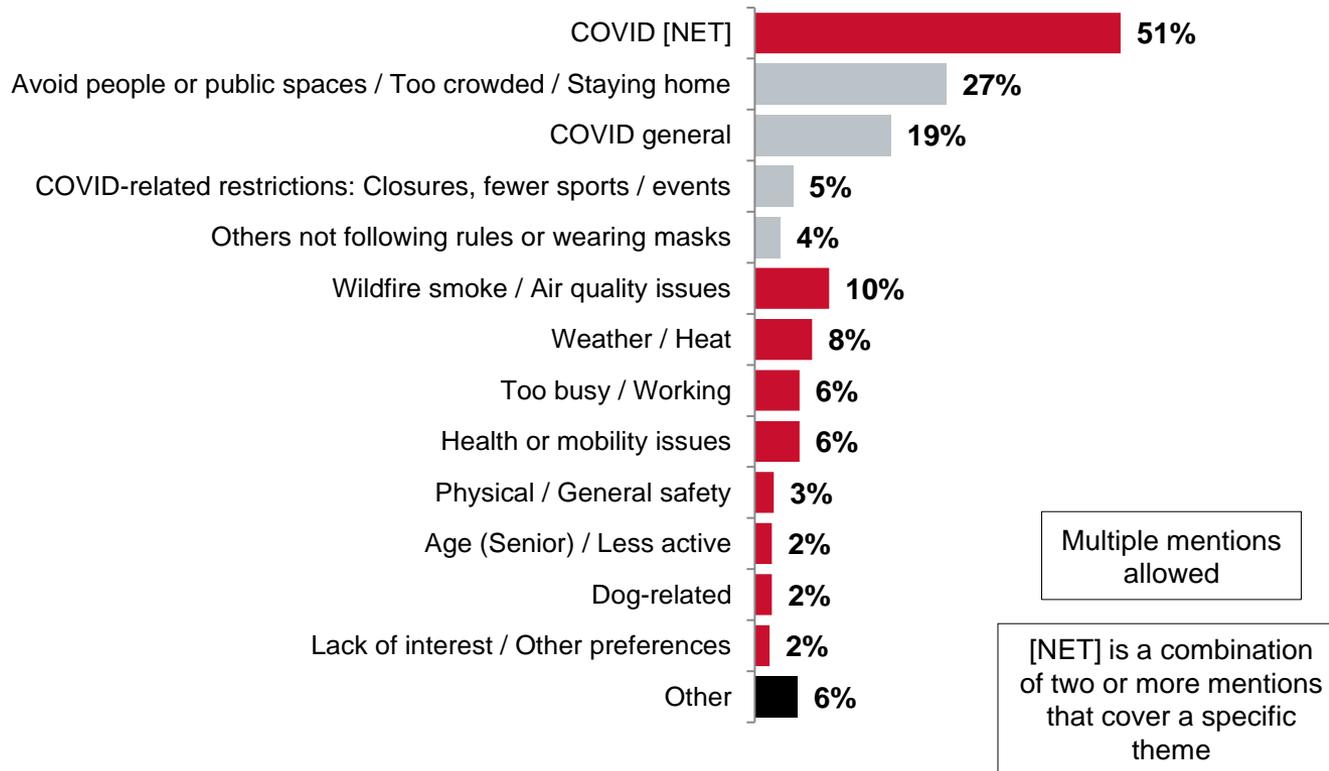


Reasons for Decreased Park Visitation Frequency

Among those who said that their park visitation has decreased this summer as compared to the summer prior to the pandemic, the primary reason was COVID-related (e.g., avoiding people, COVID-related restrictions). No one mentioned alcohol consumption or Alcohol in Parks pilot program as a reason for decreased park visitation frequency.

Reasons for the Decreased Park Visitation Frequency

Among those whose park visitation frequency decreased compared to the summer prior to the pandemic, n = 337



What is the main reason why your park visitation frequency has decreased?

Base: Respondents who indicated that their park visitation frequency decreased compared to the summer prior to the pandemic (n=337)

Program Awareness & Usage

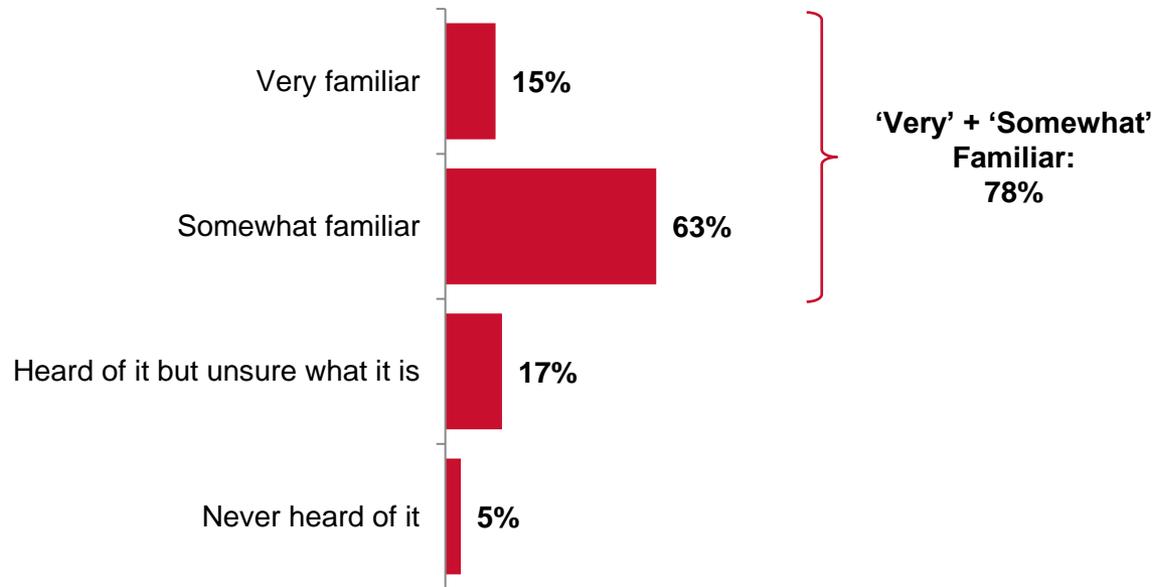




Familiarity with the Program

Only a small minority (5%) indicated that they never heard of the Alcohol in Parks pilot program, with the majority of respondents having some level of familiarity with the program (15% 'very familiar'; 63% 'somewhat familiar').

Familiarity with the Alcohol in Parks Pilot Program



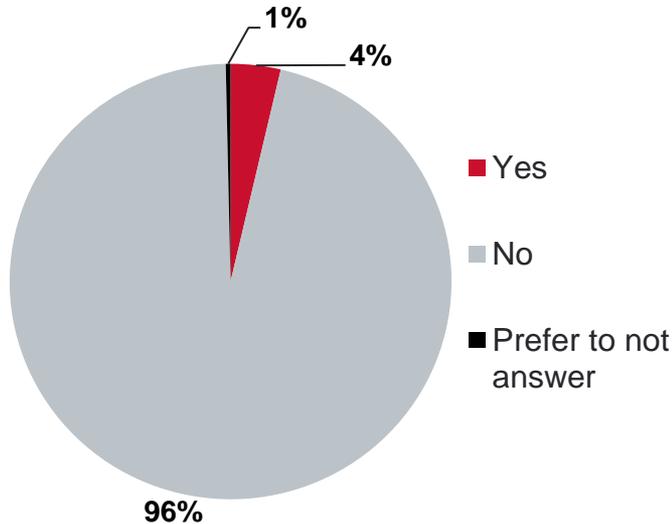
How familiar are you with the Alcohol in Parks pilot program?
Base: All respondents (n=1,253)



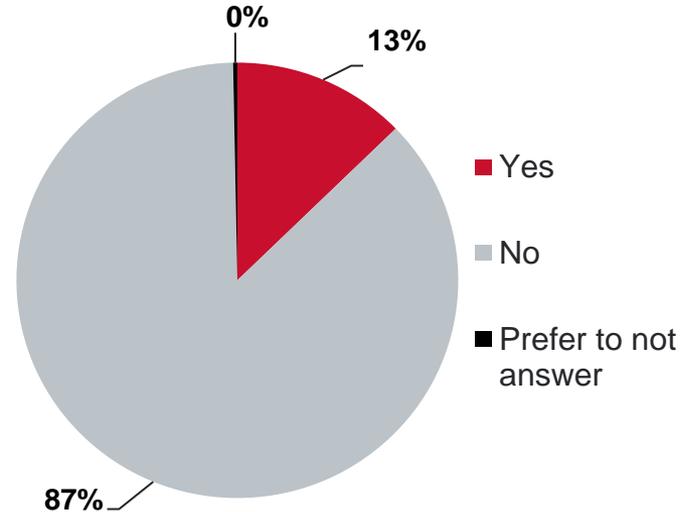
Program Usage

When asked about the Alcohol in Parks pilot program usage among those respondents who had some level of familiarity with the program, only a small minority (4%) indicated that they personally used tables designated for alcohol consumption, while a sizable minority (13%) said that they know someone who used the program.

Used the Program Personally
Among those who are familiar with the program, n=982



Knew Someone Who Used the Program
Among those who are familiar with the program, n=982



Have you personally used tables designated for alcohol consumption? Base: Respondents who are familiar with the pilot program (n=982)

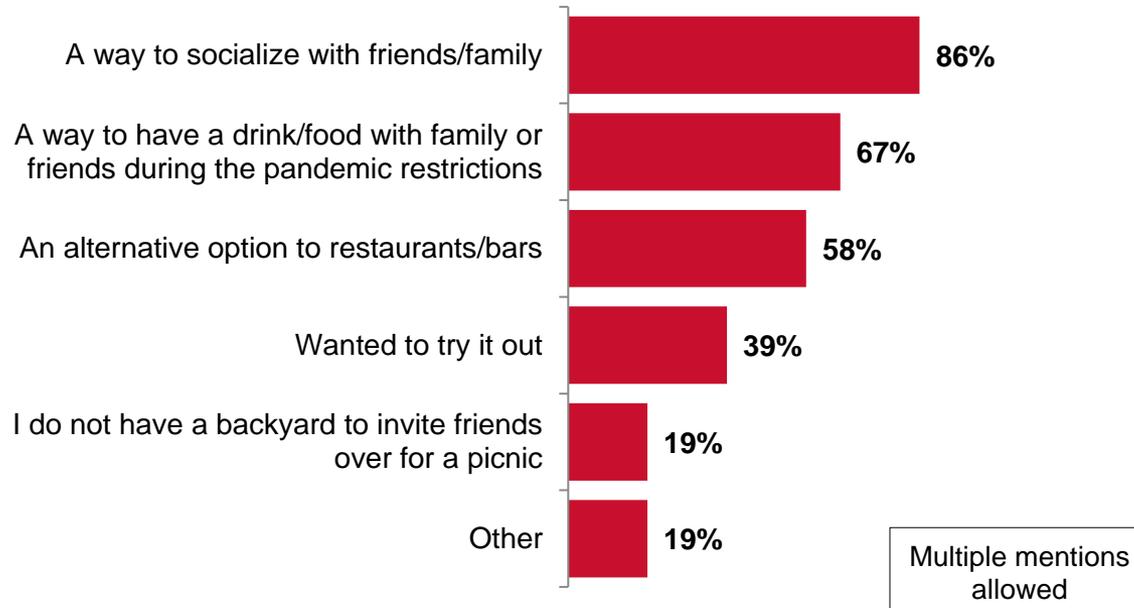
Has someone you know (e.g., friend, family member, co-worker) used tables designated for alcohol consumption as part of the Alcohol in Parks pilot program this summer? Base: Respondents who are familiar with the pilot program (n=982)



Reasons for Using the Program

Among those who used the pilot program, main reasons for using the Alcohol in Parks pilot program included a way to socialize with friends/family (86%), a way to have a drink during the pandemic (67%), and an alternative to restaurants/bars (58%).

Main Reasons for Using the Alcohol in Parks Pilot Program
Among those who used the pilot program, n=36



Multiple mentions allowed

*Caution: small base size; please interpret results with caution

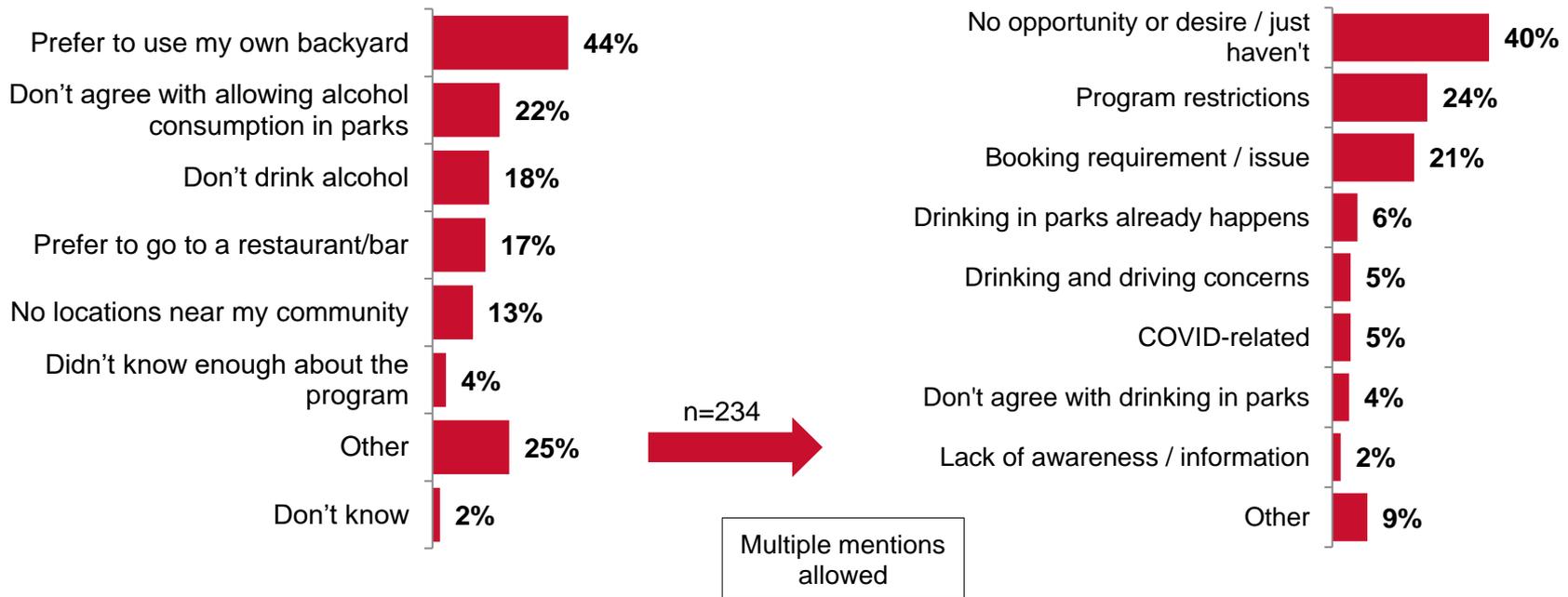
What are your main reasons for using the Alcohol in Parks pilot program? Please select all that apply.
Base: Respondents who used the Alcohol in Parks pilot program (n=36*)



Reasons for Not Using the Program

Among those who were familiar with the program but didn't use it, the primary reason for not using the program was respondents' preference to use their own backyard (44%). Among those who were familiar with the program but didn't use it, almost one-quarter (22%) indicated that they don't agree with allowing alcohol consumption in parks, and a slightly smaller percentage (18%) said that they don't drink alcohol. A sizeable number of respondents chose 'other' and provided a comment. Among 'other' reasons for not using the program, two-fifths (40%) indicated no opportunity or desire, followed by program restrictions (24%) and booking requirements (21%).

Main Reasons for Not Using the Alcohol in Parks Pilot Program
Among those who are familiar with but didn't use the Alcohol in Parks pilot program, n=946



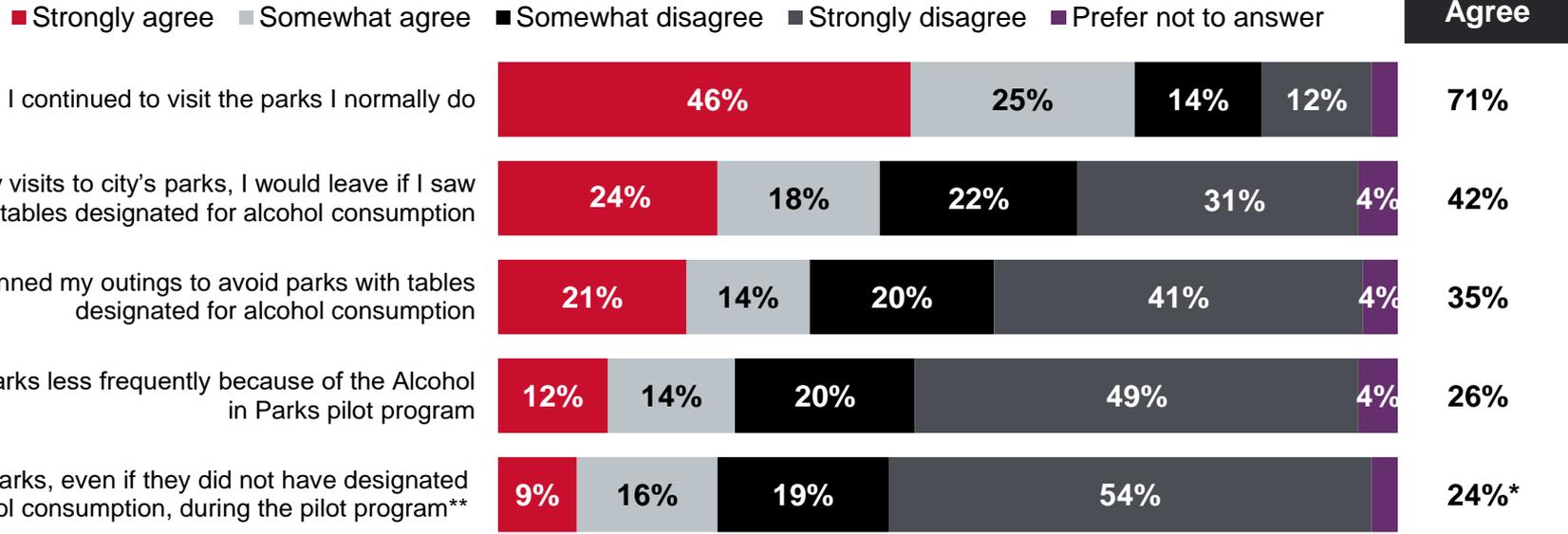
What are main reasons for not using the Alcohol in Parks pilot program? Please choose all that apply.
Base: Respondents who are familiar with but didn't use the Alcohol in Parks pilot program (n=946; other, n=234)



Impact on Park Experience For Those Who Don't Agree With Alcohol Consumption in Parks

Among those who don't agree with allowing alcohol consumption in parks, the majority (71%) continued to visit parks as they normally would. Two-fifths (42%) indicated that they would leave the park if they saw people using tables designated for alcohol consumption.

Impact on Park Experience
Among those who are familiar with but didn't use the Alcohol in Parks pilot program AND who said that they "Don't agree with allowing alcohol consumption in parks", n=205



Note: 3% and lower not labelled *Rounding

**The statement wording asked about avoiding parks "during" and not "because of" the pilot program. For this reason, we cannot conclude that the program was the main (if any) deterrent of park visitation. We conducted additional post-hoc analysis to understand the extent to which the program might have impacted park visitation. We found that the number of those whose visitation has decreased AND who said that they avoided parks is 24 people in the sample of 1,253 participants who took the survey. This number is a liberal estimation because it is likely that decreased visitation pattern was caused not only (if at all) by the program.

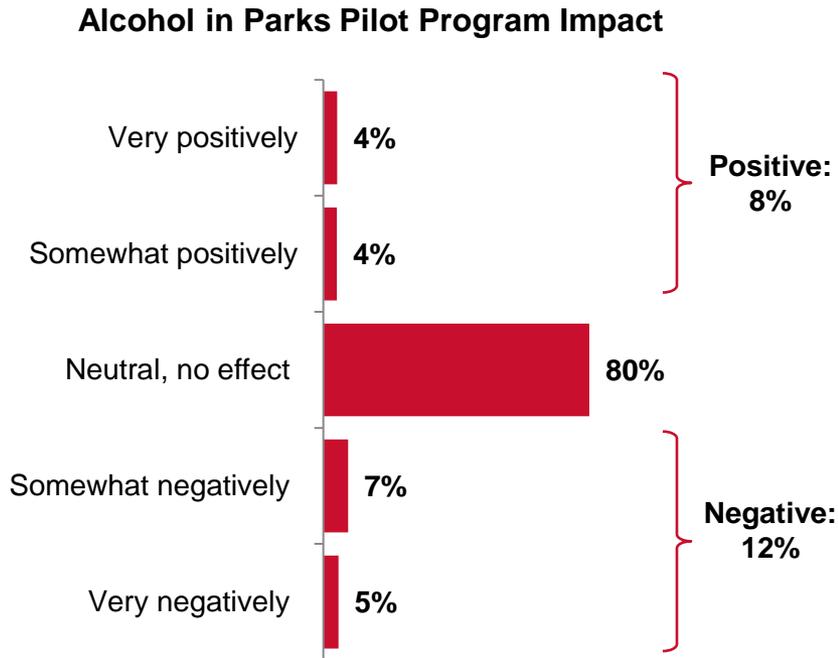
To what extent do you agree or disagree with the following statement?

Base: Respondents who are familiar with but didn't use the Alcohol in Parks pilot program AND who said that they 'Don't agree with allowing alcohol consumption in parks' (n=205)



Program Impact

For the majority of respondents (80%), the Alcohol in Parks pilot program had no effect or neutral impact on their park experience. The rest of respondents were split between positive (8%) and negative (12%) program impact.



Overall, how did the Alcohol in Parks pilot program affect your park experience?

Base: All respondents (n=940); the base size was adjusted to remove those respondents who indicated 'not applicable' to this question.

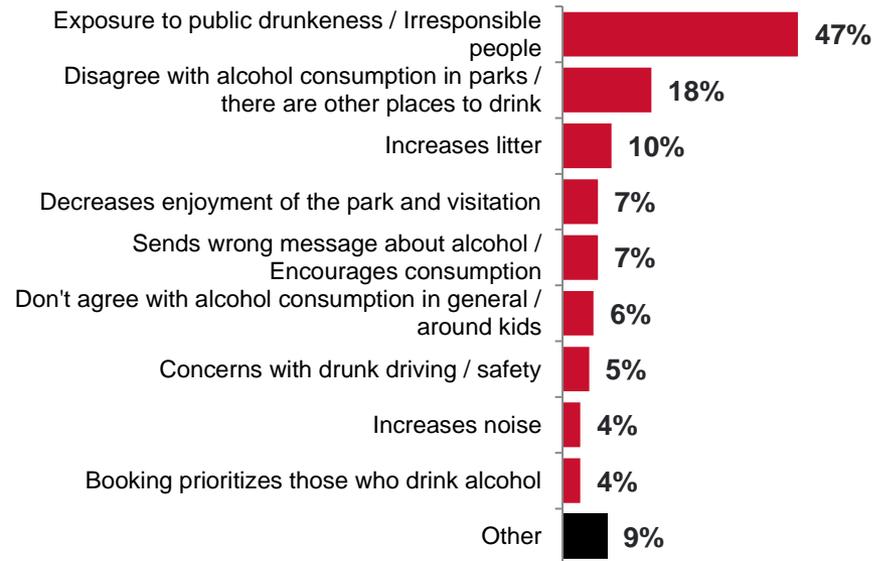
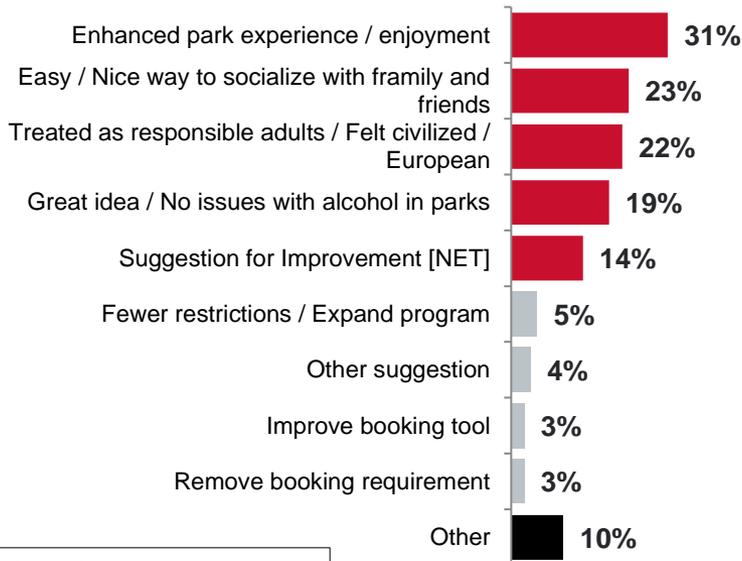


Program Impact: Reasons

Among those who indicated positive program impact, top reasons for positive program impact include enhanced park experience (31%), a way of socializing (23%), and feeling of being treated as an adult (22%). Among those who indicated negative program impact, primary reasons include potential exposure to public drunkenness (47%) and disagreeing with alcohol consumption in parks (18%).

Reasons for Positive Program Impact
Among those who indicated positive program impact, n=77

Reasons for Negative Program Impact
Among those who indicated negative program impact, n=117



[NET] is a combination of two or more mentions that cover a specific theme

Multiple mentions allowed

You indicated that the Alcohol in Parks pilot program *positively* affected your park experience. Please tell us why.
Base: Respondents who indicated positive program impact (n=77)

You indicated that the Alcohol in Parks pilot program *negatively* affected your park experience. Please tell us why.
Base: Respondents who indicated negative program impact (n=117)

Program Attitudes

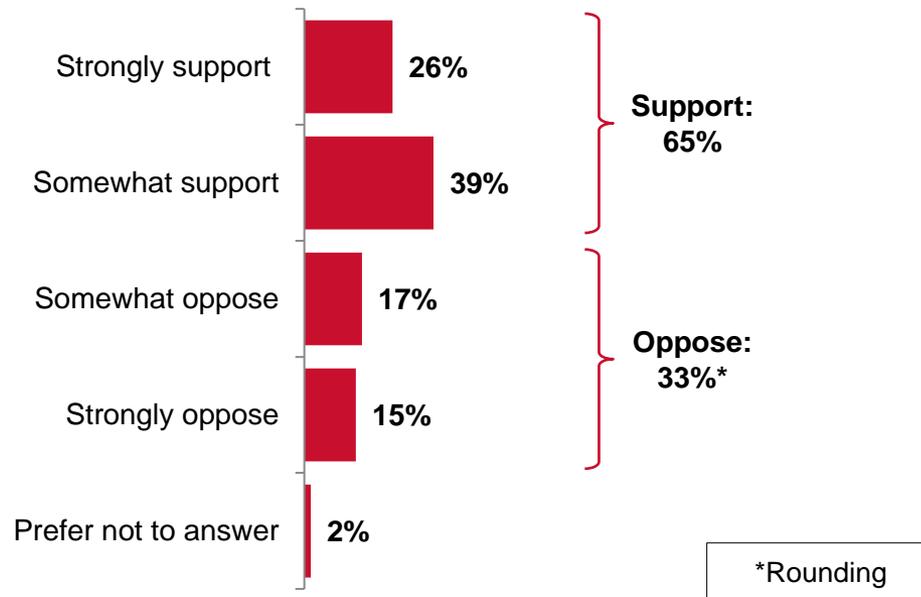




Support/Oppose the Program

Almost twice as much respondents support the Alcohol in Parks program (65%) rather than oppose (33%).

Support vs. Oppose the Alcohol in Parks Pilot Program



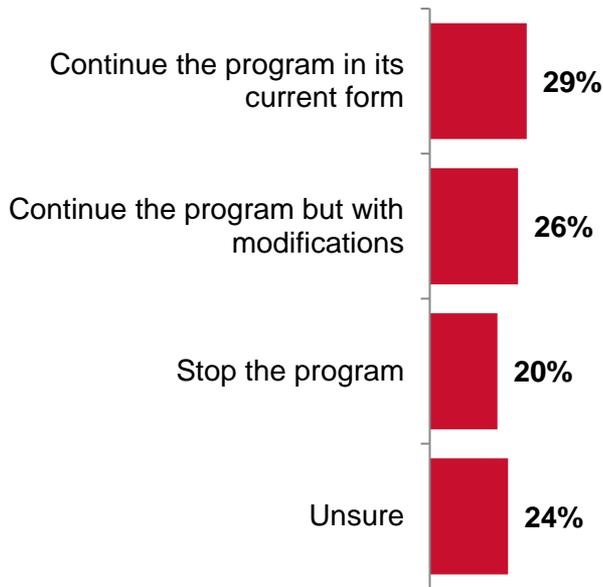
Overall, do you support or oppose the Alcohol in Parks pilot program?
Base: All respondents (n=1,253)



Preferences with Regard to Continuing the Program

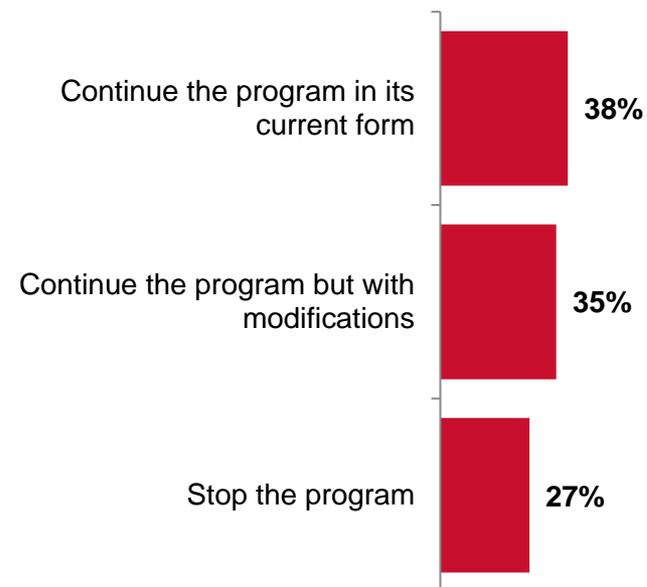
More than one half of respondents would like to continue the program (29% prefer to continue in its current form; 26% want to continue but with modifications). Only one-fifth (20%) indicated that they would like the program to stop, while the rest of respondents (24%) were unsure.

Preferences with Regard to Continuing the Alcohol in Parks Pilot Program



In your opinion, The City should...
Base: All respondents (n=1,253)

**Preferences with Regard to Continuing the Alcohol in Parks Pilot Program
Among those who indicated a certain preference**



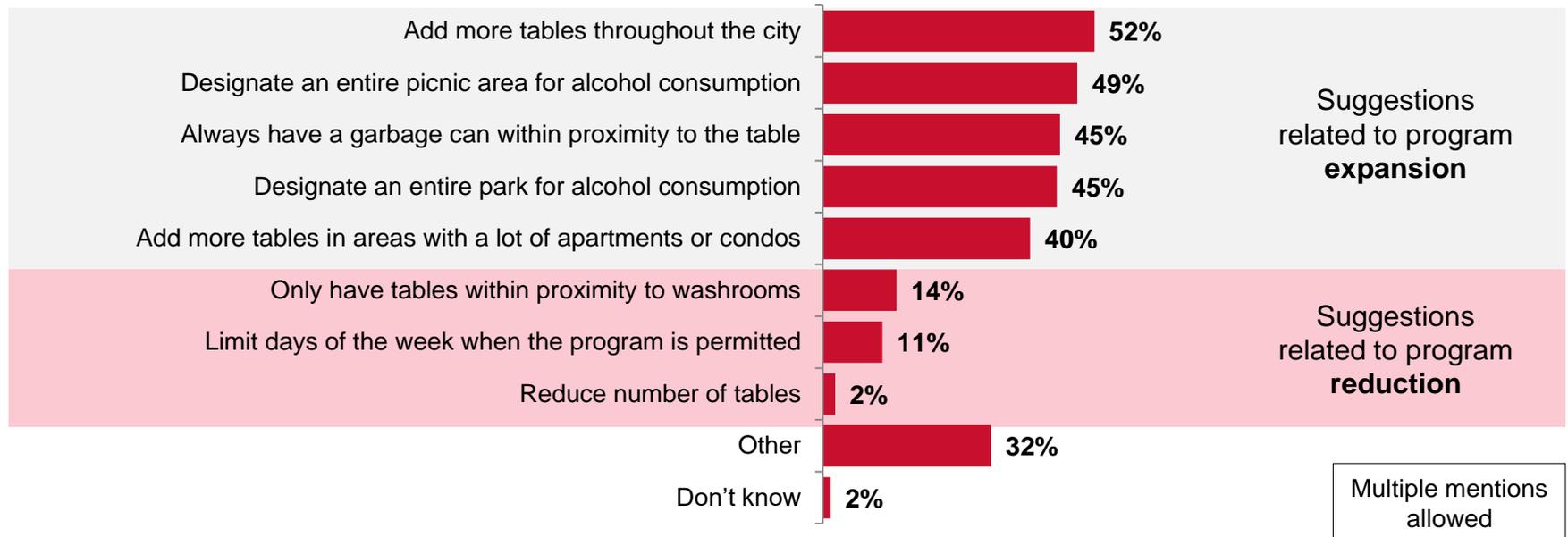
In your opinion, The City should...
Base: Respondents who indicated a certain preference towards continuing or stopping the program (n=952)



Proposed Program Modifications

Among those who prefer to continue the program but with modifications, all top suggestions were related to the proposed program expansion including adding more tables (52%), designating an entire picnic area (49%), designating an entire park (45%), and adding more tables in condo-dense areas.

Proposed Modifications to the Alcohol in Parks Pilot Program
Among those who prefer to continue the program but with modifications, n=332



What modification(s) to the Alcohol in Parks program would you recommend? Please select all that apply.
Base: Respondents who prefer to 'continue the program but with modifications' (n=332)

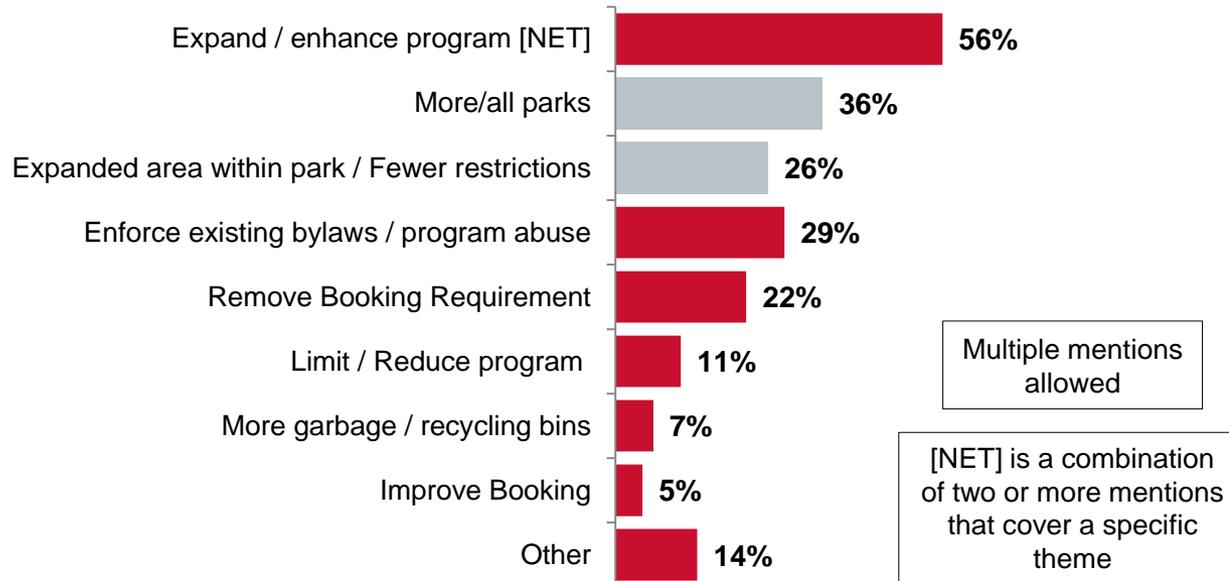


'Other' Proposed Program Modifications

Among respondents who indicated that they would like to see 'other' modifications to the program, the majority (56%) commented about program expansion.

'Other' Proposed Modifications to the Alcohol in Parks Pilot Program

Among those who prefer to continue the program but with modifications and proposed 'other' modifications, n=107



What modification(s) to the Alcohol in Parks program would you recommend? Please select all that apply.

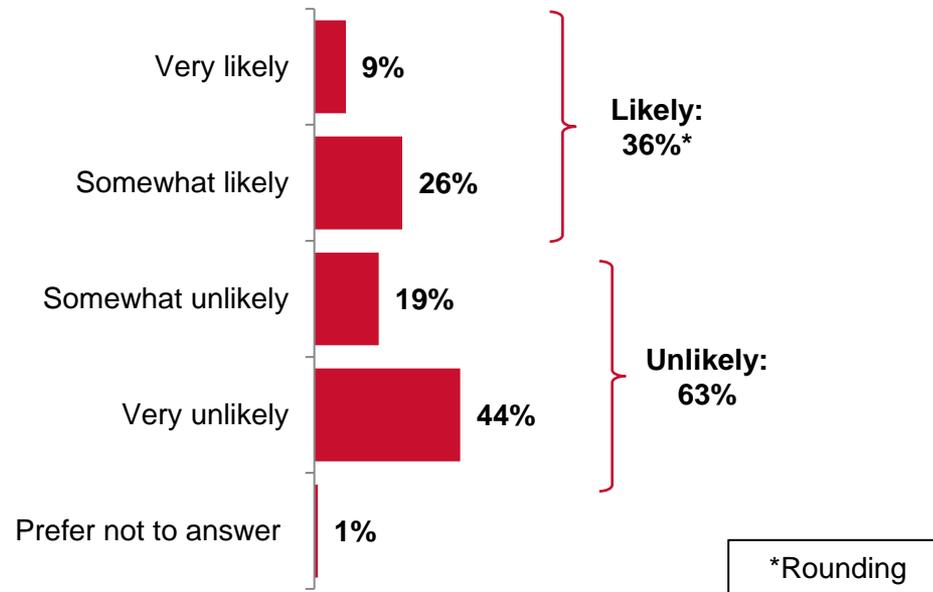
Base: Respondents who prefer to 'continue the program but with modifications' and proposed 'other modifications' (n=107)



Likelihood of Using the Program

One-third (36%) indicated that they are likely to use a designated table for alcohol consumption in parks if the program is available next summer, while the majority (63%) said they are unlikely to use the program.

Likelihood of Using the Alcohol in Parks Program



If this program were available next summer, how likely would you be to use a designated table for alcohol consumption in parks?
Base: All respondents (n=1,253)

Demographics





Demographics

Gender	
Male	47%
Female	49%
Other	1%
Prefer not to answer	4%

Age	
18 to 24	<1%
25 to 34	6%
35 to 44	14%
45 to 54	17%
55 to 64	27%
65 or 74	26%
75 or older	7%
Prefer not to answer	2%

Quadrant of Residence	
NW	34%
SW	31%
NE	12%
SE	23%
Prefer not to answer	1%

Children in the Household	
Yes	19%
No	80%
Prefer not to answer	1%

Dwelling Type	
Apartment	12%
Townhouse	7%
Single-detached house	68%
Duplex-attached house	6%
Another type of multi-dwelling unit	4%
Other	1%
Prefer not to answer	2%

Have a Backyard	
Yes	82%
No	17%
Prefer not to answer	1%

Base: All respondents (n=1,253)



Contact

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