



Calgary



# Alcohol in Parks – User Survey Results

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# Highlights at Glance

## PROGRAM IMPACT

**96%**

Say the program was a **great alternative for socializing** during the pandemic

**73%**

**Visited parks more often** because of the program



**92%**

For the vast majority the program **enhanced their park experience**

## PROGRAM EXPERIENCE

**92%**

**Satisfied** with the Alcohol in Parks pilot program



**93%**

Said that the **picnic area was clean**

**Top Reasons for Using the Program**

**85%** A way to **socialize with friends/family**

**81%** An alternative option to restaurants/bars

**71%** Wanted to try it out

## EXPERIENCE WITH BOOKING

**68%**

Could reserve a **table near their community**

**79%**

The park they **wanted to book at** had an available table



**80%**

Was easy to make a **reservation**

## FUTURE OF THE PROGRAM

**97%**

**Support** the program [**86%** strongly support]



**96%**

Are likely to use the **program next summer** if it is available

**99%**

**Would like the program to continue** [**41%** continue in its current form; **57%** continue with modifications]

# Background & Methodology

## Background

On June 1<sup>st</sup>, The City launched The Alcohol in Parks pilot program. The pilot program ran from June 1<sup>st</sup> to September 7<sup>th</sup>, 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 Parks pilot program was fielded. The survey measured program usage & frequency, program impact, experience with the program, booking experience, and attitudes toward the program.

## Methodology

An online survey was conducted with Calgarians who booked a free picnic table designated for alcohol consumption through The City of Calgary this summer.

The survey was conducted from August 16 to 26, 2021. The survey invitation was sent to 911 Calgarians, with 269 completing the survey (30% response rate).

**NOTE:** These survey findings are not considered statistically representative of all Calgarians. Due to the composition of the sampling frame (i.e., Calgarians who booked a table designated for alcohol consumption), results should be regarded as directional and should not be projected to the larger population without research with a representative sample of citizens.

## Detailed Results



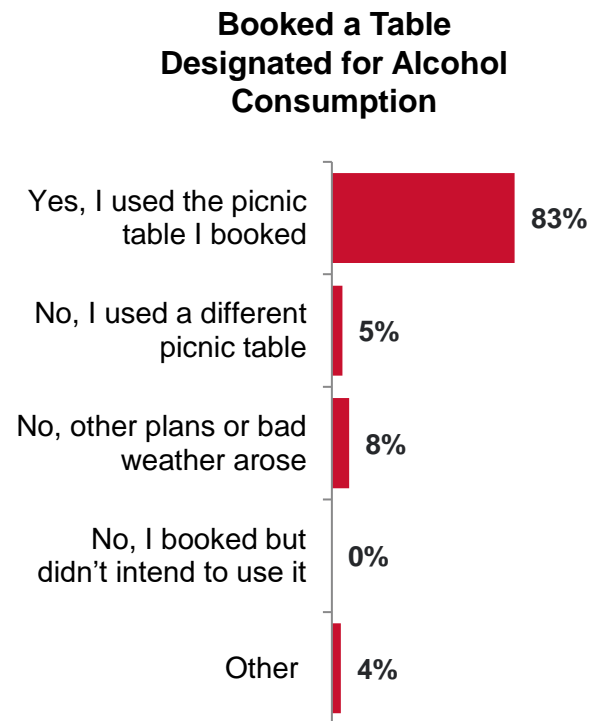
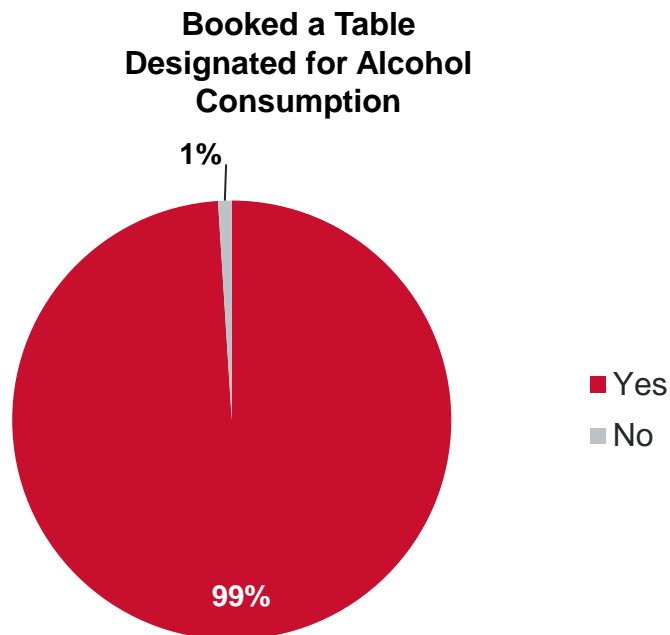


# Booking & Table Usage



## Booking & Table Usage

The vast majority of respondents (99%) indicated that they booked a table designated for alcohol consumption. Among those who booked a table, more than eight in ten (83%) used the table they booked.



To confirm, did you book a free picnic table designated for alcohol consumption through The City of Calgary this summer?

Base: All respondents (n=269)

After booking the picnic table, did you use the picnic table you booked? If you booked several tables, please think about the most recent one.

Base: Respondents who booked a table (n=267)

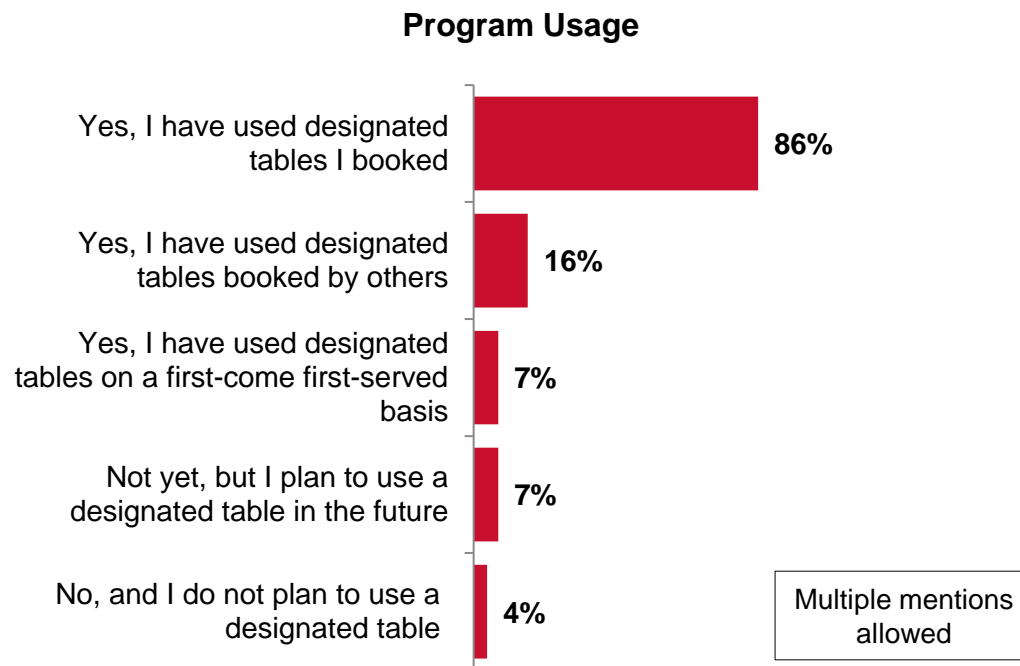
# Program Usage & Frequency





## Program Usage

The majority (86%) used designated table(s) they booked, and one-sixth (16%) used designated table(s) booked by others. Fewer than one in ten (7%) used designated tables on a first-come first-served basis.

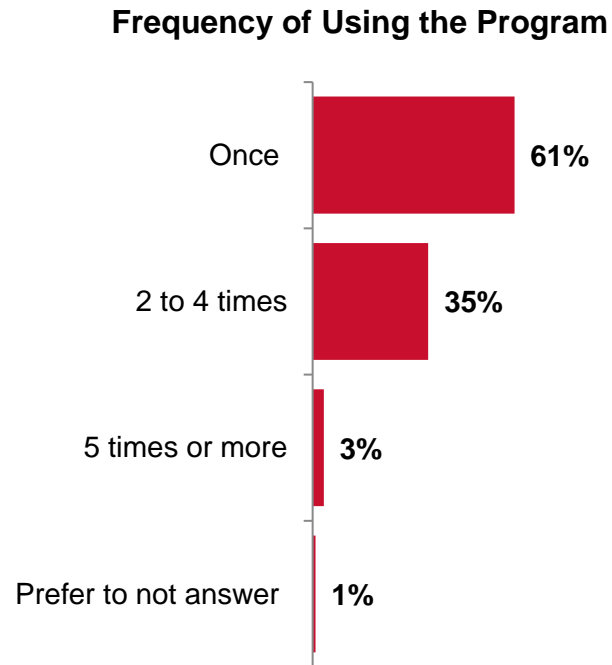


Have you personally used tables designated for alcohol consumption in Calgary's parks this summer? Select all that apply.

Base: All respondents (n=269)

## Frequency of Using the Program

Among respondents who used designated tables, more than half (61%) indicated that they used it once this summer. Only a small minority (3%) used a table five times or more this summer.



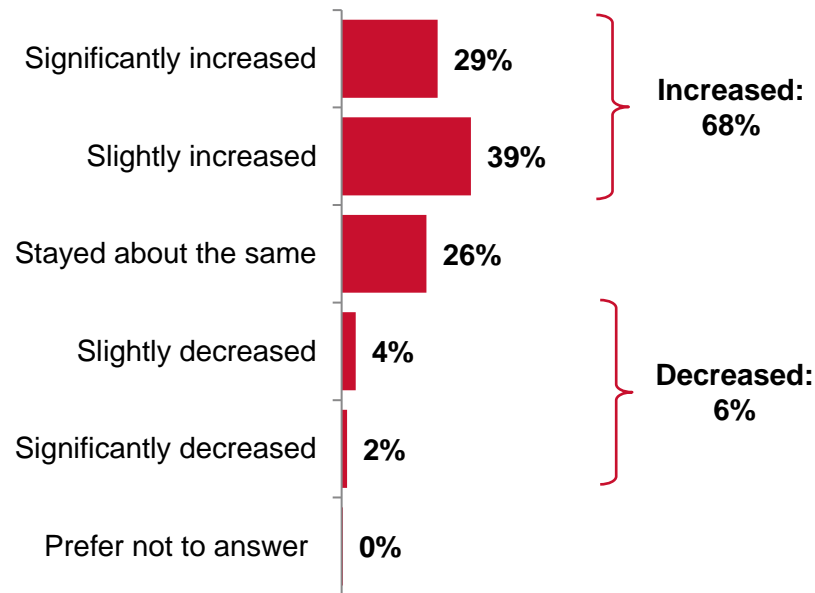
How often have you used tables designated for alcohol consumption this summer?

Base: Respondents who used designated tables (n=238)

## Park Visitation Frequency

Among those who used designated tables, the majority indicated that compared to the pre-pandemic their park visitation frequency increased (68%) or stayed about the same (26%).

### Park Visitation Frequency Compared to the Pre-pandemic Summer

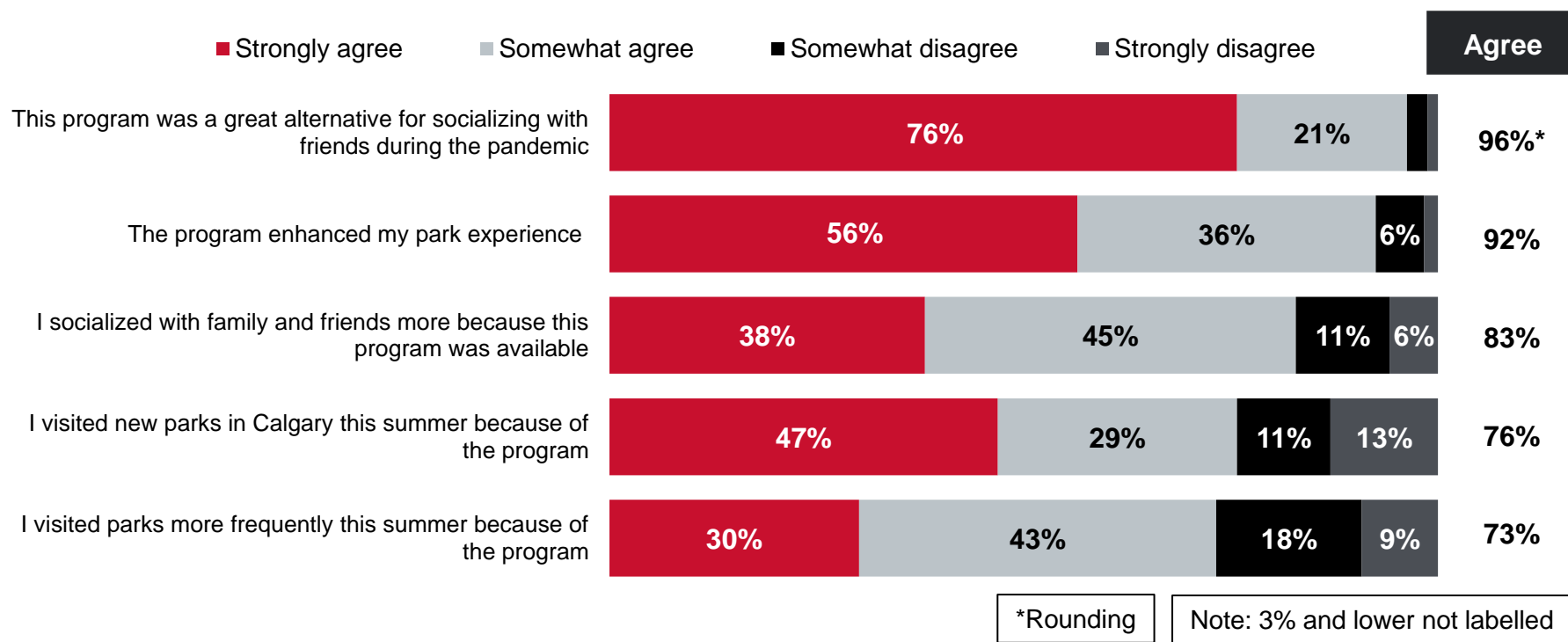


Compared to the summer of 2019, has your frequency of park visitation this summer...  
Base: Respondents who used designated tables (n=238)

# Program Impact on Park Visitation

Impact of the Alcohol in Parks pilot program on park visitation is largely positive. Among those who used designated tables, more than nine in ten agreed that the program was a great alternative for socializing (96%) and that the program enhanced their park experience (92%).

## Impact of the Alcohol in Parks Pilot Program on Park Visitation



Please indicate the extent to which you agree or disagree with the following statements about the Alcohol in Parks pilot program.  
Base: Respondents who used designated tables (n=239)

# Program Experience

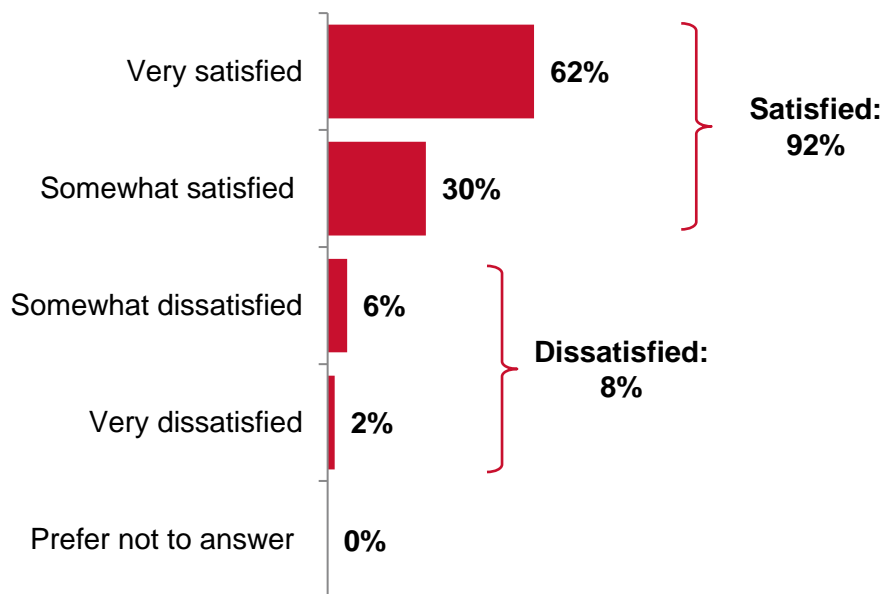




## Level of Satisfaction with the Program

Among those who used designated tables, more than nine in ten (92%) are satisfied with the Alcohol in Parks pilot program.

### Level of Satisfaction with the Alcohol in Parks Pilot Program

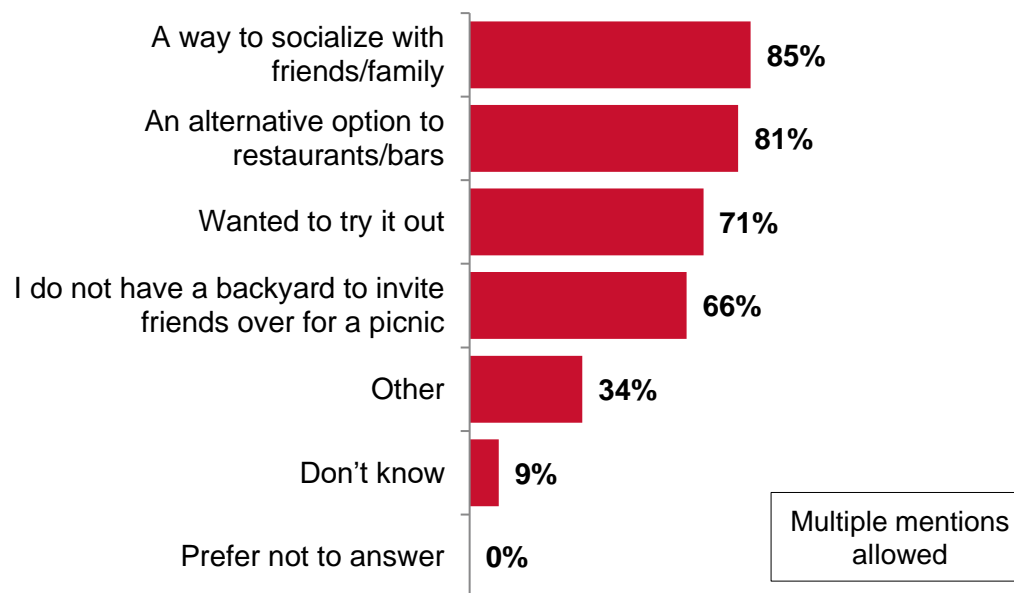


Overall, how satisfied or dissatisfied are you with your experience using table(s) designated for alcohol consumption?  
Base: Respondents who used designated tables (n=239)

## Reasons for Using the Program

When asked about reasons for using the Alcohol in Parks pilot program, respondents indicated that the program provides a way of socializing with family/friends (85%), offers an alternative option to restaurants/bars (81%), and they wanted to try it out (71%).

### Main Reasons for Using the Alcohol in Parks Pilot Program



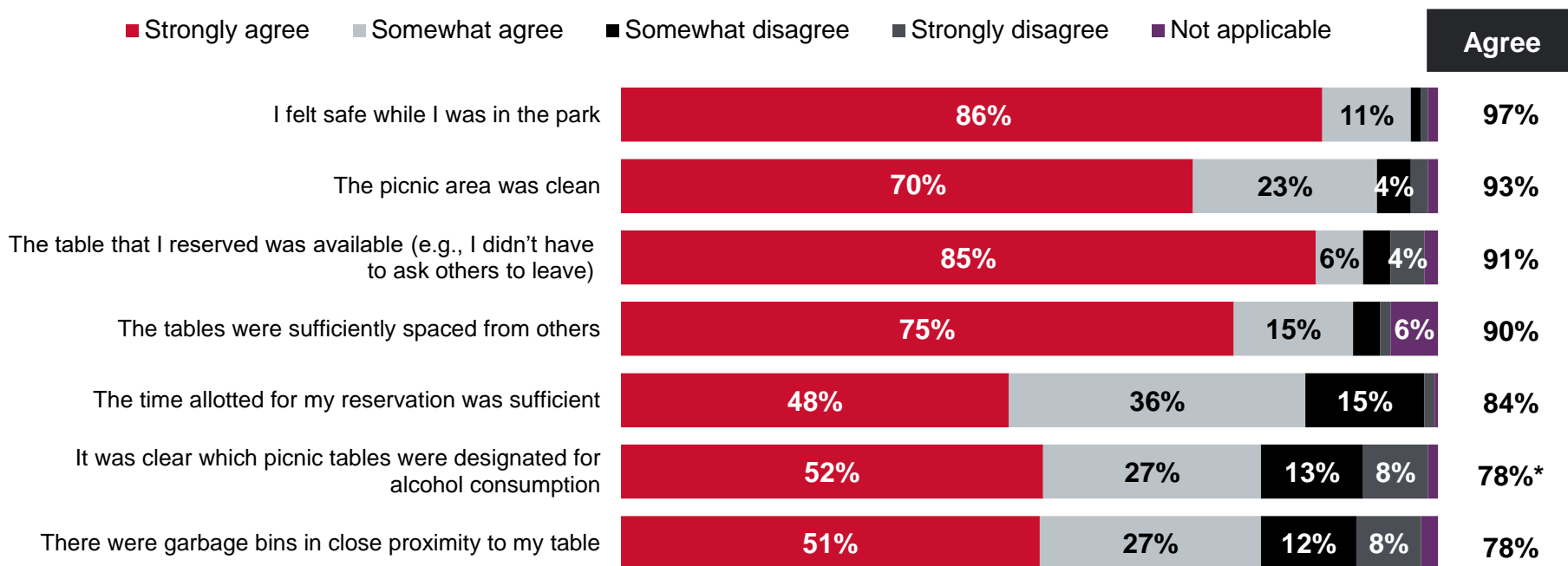
What are your main reasons for using the Alcohol in Parks pilot program? Please select all that apply.

Base: Respondents who used designated tables (n=238)

# Experience with the Program

Among those who used designated tables, experience with the Alcohol in Parks pilot program was overall positive. More than nine in ten indicated that they felt safe in the park (97%), the picnic area was clean (93%), and the table they reserved was available (91%). Agreement that it was clear which tables were designated for alcohol consumption (78%) and that there were garbage bins in close proximity (78%) is lower, albeit still strong.

## Experience with the Alcohol in Parks Pilot Program



\*Rounding

Note: 3% and lower not labelled

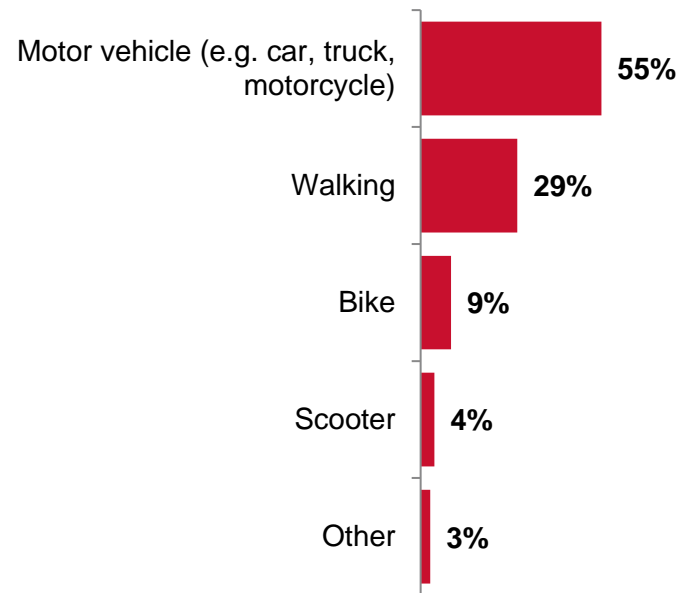
Thinking of your most recent experience using a table designated for alcohol consumption, please rate the extent to which you agree or disagree with the following statements.

Base: Respondents who used designated tables (n=240)

## Mode of Transportation

Among those who used designated tables, slightly more than half (55%) indicated that they used a motor vehicle to get to the park, followed by walking (29%) and biking (9%).

**Mode of Transportation to the Park**



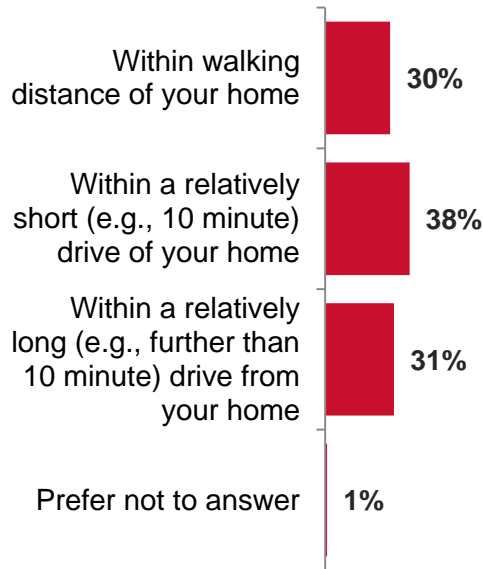
Again, thinking of your most recent experience, how did you get to the park?

Base: Respondents who used designated tables (n=240)

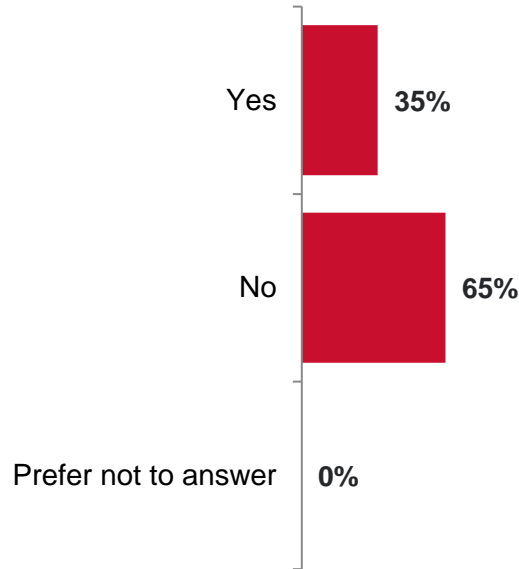
# Park Location

When asked about park location, responses were split. Almost four in ten (38%) said that the park was within a relatively short drive, three in ten said that the park was within a relatively long drive, and a similar proportion indicated that the park was within walking distance. For one-third (35%) of respondents that the park was located in their neighborhood.

**Park Location**



**Park Located in the Neighborhood**



Was the park you visited...

Base: Respondents who used designated tables (n=240)

And, was the park you visited in your community?

Base: Respondents who used designated tables (n=240)

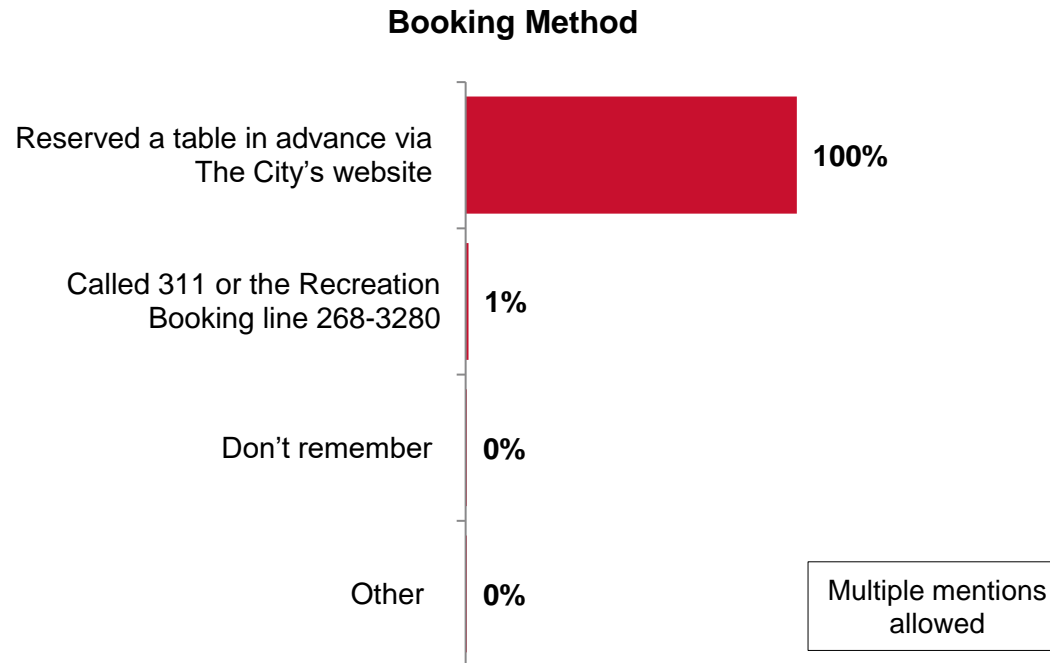


## Experience with Booking



## Booking Method

Among the survey respondents, everyone said that they reserved a table in advance via the website. Only a small minority (1%) called 311 or the Recreation Booking line.

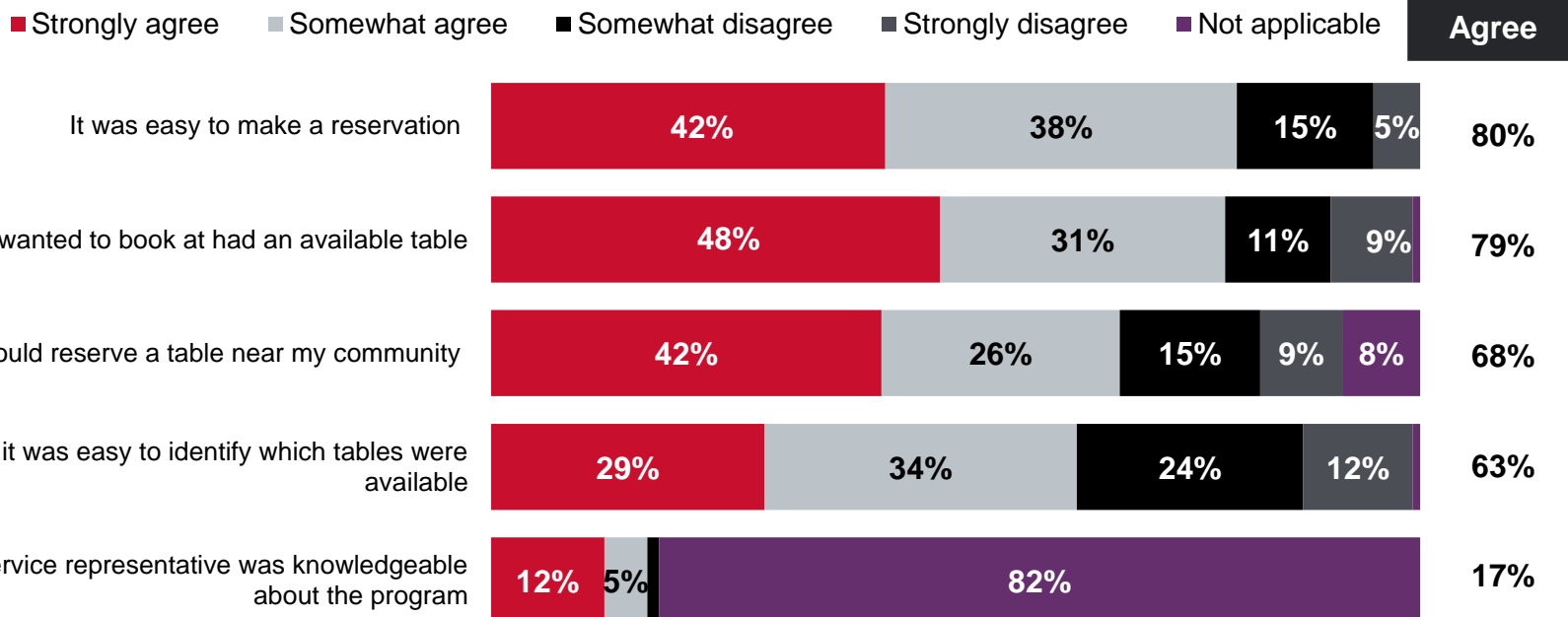


To reserve tables designated for alcohol consumption, which method of booking did you use? Please select all that apply.  
Base: Respondents who booked designated tables (n=236)

# Experience with Booking a Table

Experience with booking a table is modest. While eight in ten (80%) agree that it was easy to make a reservation, fewer agree that they could reserve a table near their community (68%) or that it was easy to identify which tables were available (63%).

## Experience with Booking a Table Designated for Alcohol Consumption



Note: 3% and lower not labelled

Thinking about your experience with reserving a table designated for alcohol consumption, please rate the extent to which you agree or disagree with each question.

Base: Respondents who booked designated tables (n=238)

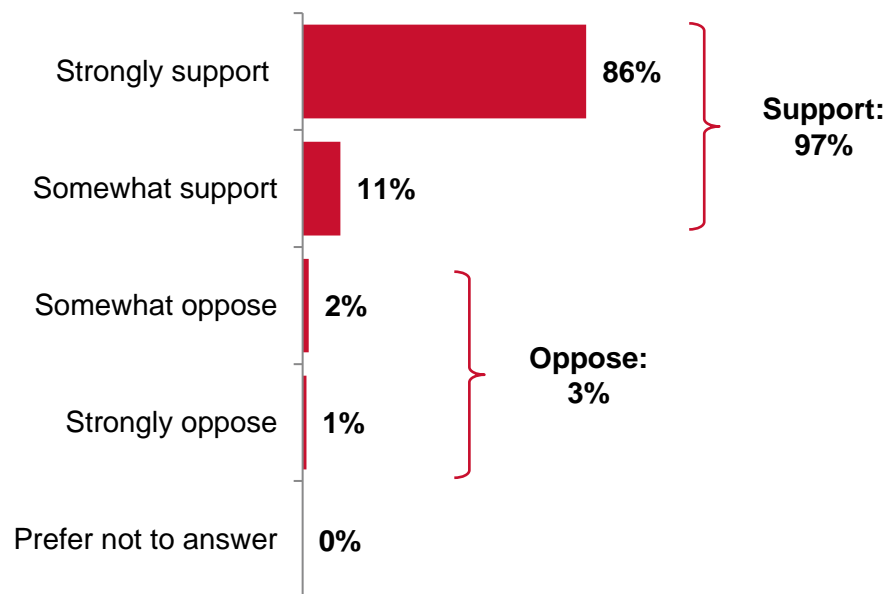
## Future of the Program



## Support/Oppose the Program

Among survey participants, the vast majority (97%) indicate that they support the Alcohol in Parks pilot program.

### Support vs. Oppose the Alcohol in Parks Pilot Program



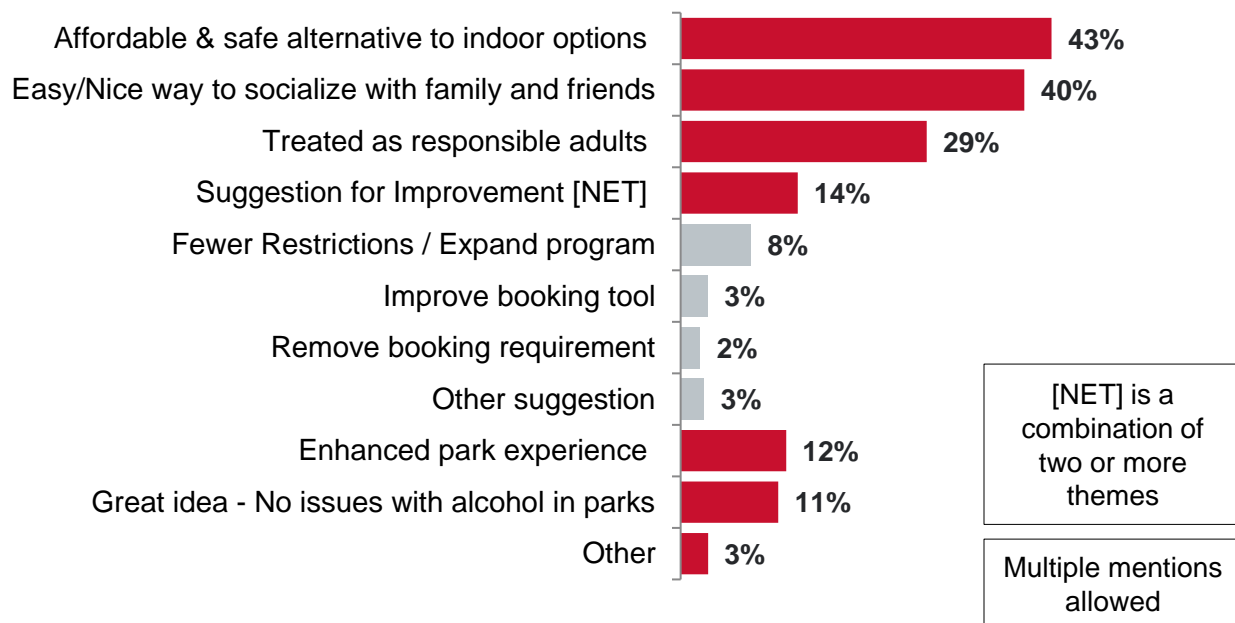
Overall, do you support or oppose the Alcohol in Parks pilot program?  
Base: All respondents (n=271)



# Reasons for Supporting the Program

Among those who support the program, main reasons for support include the program being an affordable and safe alternative to indoor options (e.g., restaurants/bars; for people who don't have a backyard), easy/nice way to socialize with family and friends, and a feeling of being treated as responsible adults.

## Reasons for Supporting the Program



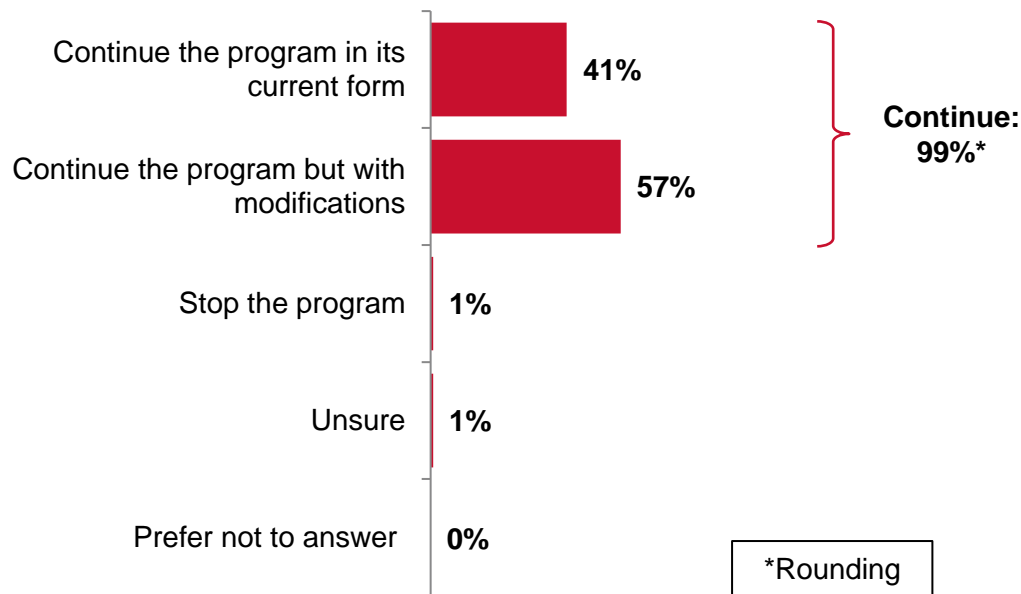
Why to do you support the Alcohol in Parks program?

Base: Respondents who support the program (n=219)

## Preferences with Regard to Continuing the Program

When asked about preferences with regard to continuing the Alcohol in Parks pilot program, two-fifths (41%) indicated a preference for continuing the program in its current form, while almost six in ten (57%) would like to continue the program but with modifications.

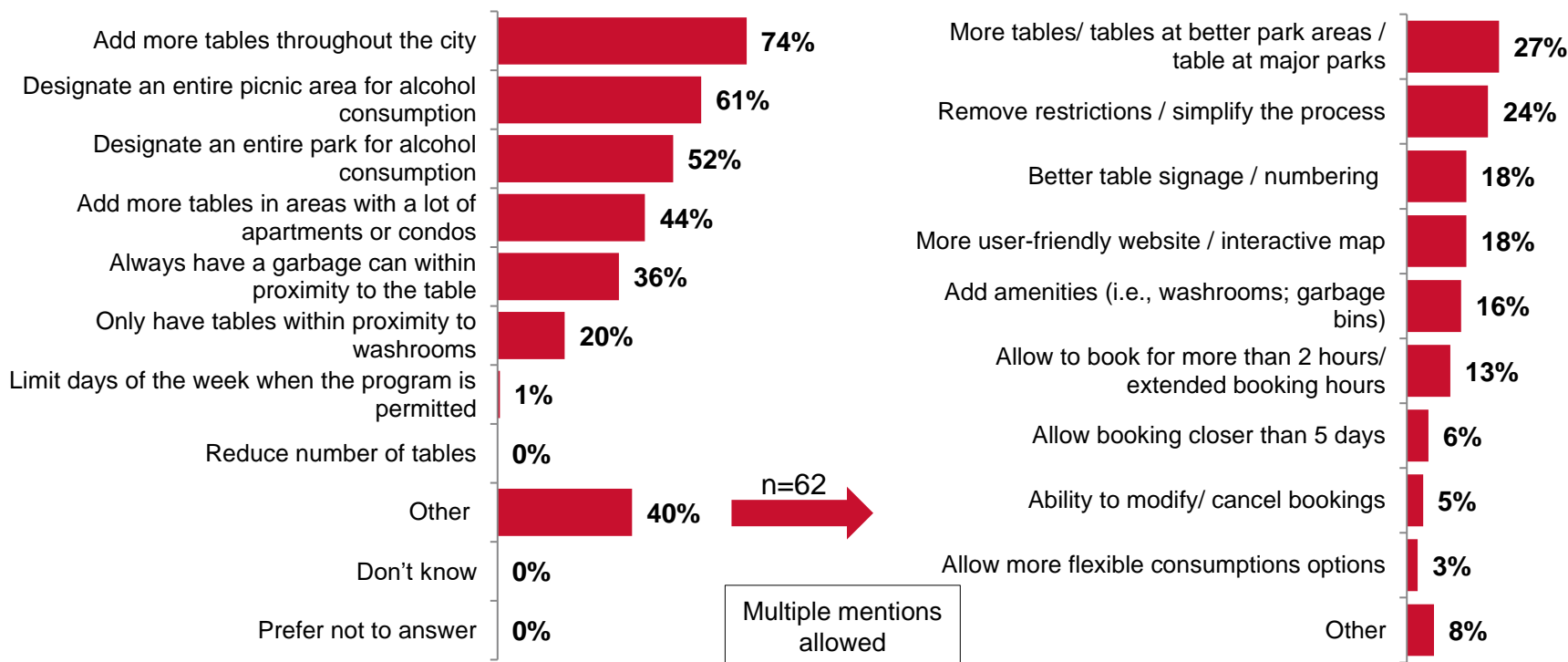
### Preferences with Regard to Continuing the Alcohol in Parks Pilot Program



# Proposed Program Modifications

Among those who prefer to continue the program but with modifications, respondents indicated that they would like to see more tables throughout the city (74%), designate an entire picnic area (61%), and designate an entire park (52%).

## Proposed Modifications to the Alcohol in Parks Pilot Program



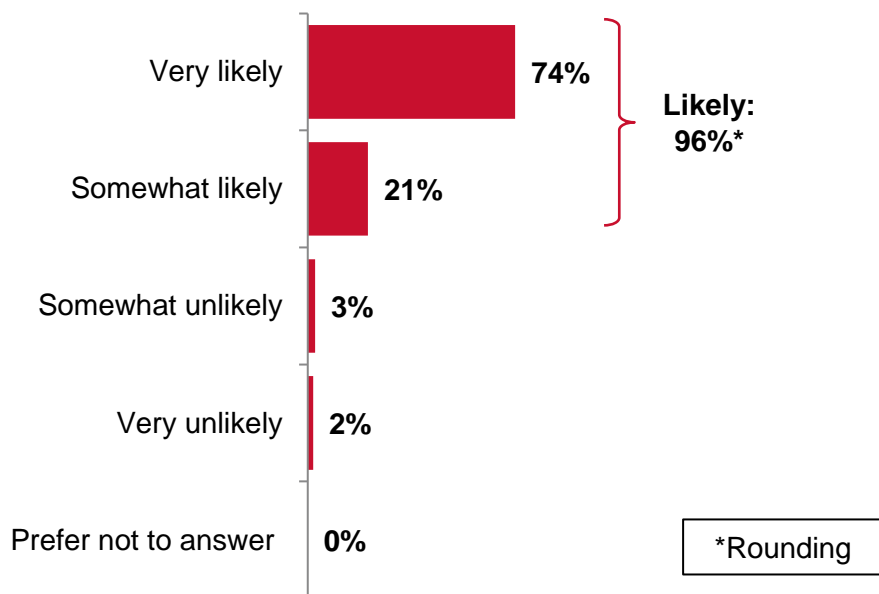
What modification(s) to the Alcohol in Parks program would you recommend? Please select all that apply.

Base: Respondents who prefer to 'continue the program but with modifications' (n=155)

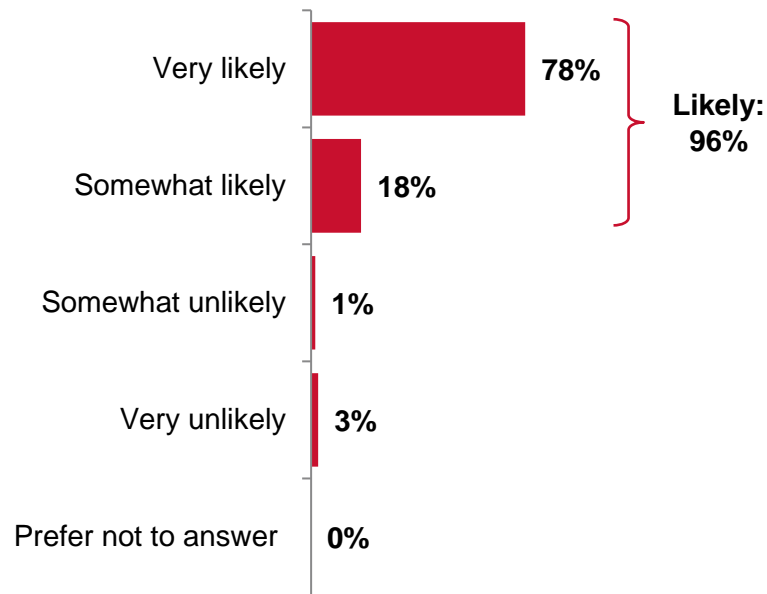
# Likelihood of Using/Recommending the Program

Among survey respondents, almost everyone indicated that they would be likely to use the Alcohol in Parks program next summer (96%) and a similar proportion would be likely to recommend the program to their friend or family member (96%).

## Likelihood of Using the Alcohol in Parks Program



## Likelihood of Recommending 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=270)

If this program were available next summer, how likely would you be to recommend it to your friend or a family member?  
Base: All respondents (n=270)

# Demographics





# Demographics

Gender	
Male	37%
Female	58%
Other	1%
Prefer not to answer	4%

Age	
18 to 24	2%
25 to 34	35%
35 to 44	38%
45 to 54	16%
55 to 64	6%
65 or 74	2%
75 or older	0%
Prefer not to answer	1%

Quadrant of Residence	
NW	34%
SW	33%
NE	11%
SE	18%
Prefer not to answer	4%

Children in the Household	
Yes	35%
No	62%
Prefer not to answer	2%

Dwelling Type	
Apartment	26%
Townhouse	10%
Single-detached house	49%
Duplex-attached house	10%
Another type of multi-dwelling unit	3%
Other	0%
Prefer not to answer	2%

Have a Backyard	
Yes	63%
No	35%
Prefer not to answer	2%

Base: All respondents (n=270)



## Contact

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