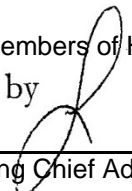




P.O. Box 1749
Halifax, Nova Scotia
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Item No. 11.5.2
Halifax Regional Council
July 21, 2015
September 8, 2015

TO: Mayor Savage and Members of Halifax Regional Council

Original Signed by 

SUBMITTED BY:

Mike Labrecque, Acting Chief Administrative Officer

DATE: June 12, 2015

SUBJECT: Municipal Alcohol Policy ("MAP") Consultation

INFORMATION REPORT

ORIGIN

March 5, 2013 Halifax Regional Council:

1. Approved proposed Administrative Order 55, Respecting HRM Sponsorship, as outlined in the March 16, 2012 staff report with the following amendment: "Alcohol sponsorships must contain a responsible drinking component" to become effective 120 days from the date of approval;
2. Approved proposed Administrative Order 56, Respecting HRM Sale of Naming Rights, as outlined in the March 16, 2012 staff report to become effective 120 days from the date of approval;
3. a) Requested staff work with key partners in the community to establish a process and scope for approval by Regional Council, towards developing a Municipal Alcohol Policy for HRM; and
b) The process should be based on consultation with the public and broad community partners and should include an environmental scan of latest research as well as best practice policies in other municipalities.

October 8 2013, Halifax Regional Council:

1. Approved the proposed Administrative Order number 53: HRM Municipal Alcohol Policy, as outlined in Attachment to the September 26, 2013 staff report with the following amendment: to add "special occasion or permanent licenses" for municipally owned and operated facilities to Schedule A;
2. Gave Notice of Motion of Regional Council's intention to amend Administrative Order 55, the HRM Sponsorship Administrative Order, as set out in Attachment C of the September 26, 2013 staff report; and
3. Requested staff outline to Council a public consultation process that will focus on the further opportunities for municipal policy outlined under additional considerations in the report and that would lead to a comprehensive MAP and to report back to Regional Council in a COW session.

November 19 2013, Halifax Regional Council:

1. Amended Administrative Order 53, the Municipal Alcohol Policy as set out in Attachment B of the October 28, 2013 staff report;
2. Directed staff to include Capital Health recommendations 2 through 4 and the discussion with UNSM be explicitly included in discussion, debate and possible recommendations flowing from the

- future public consultation, and the results of this consultation be included in the report to Regional Council; and
3. Directed that the private and confidential Report dated October 21, 2013; Administrative Order 53: HRM Municipal Alcohol Policy, Legal's Advice on the Proposed Ban of Alcohol Advertising, be released to the public.

April 29, 2014, Halifax Regional Council:

1. Directed staff to establish a MAP Reference Group comprised of stakeholder representatives of police, Capital Health (Public Health and Addictions Prevention and Treatment Services), NS Licensing and Gaming, Metro Universities, Industry, and Hospitality Representatives that:
 - a) Will advise staff on options for public consultation;
 - b) Reviews the results of the public consultation; and
 - c) Provide comment to staff on potential policy recommendations to Council; and
2. Directed staff to report back to Regional Council with the results of the consultation including financial implications at a later date.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, s. 61 (3): "The property vested in the Municipality, absolutely or in trust, is under the exclusive management and control of the Council, unless an Act of the Legislature provides otherwise."

Halifax Regional Municipality Charter, s59 (3): In addition to matters specified in this Act or another Act of the Legislature, the Council may adopt policies on any matter that the Council considers conducive to the effective management of the Municipality.

Administrative Order 53, Municipal Alcohol Policy.

BACKGROUND

A Municipal Alcohol Policy (MAP) is a tool for communities who want to reduce alcohol-related risk at municipally owned facilities and special events, and limit the exposure of alcohol advertising and promotion to children and youth. In March of 2013, Regional Council requested staff develop a process and scope toward the development of a MAP for HRM based on consultation with the public and broad community partners, including an environmental scan of latest research as well as best practice policies in other municipalities.

Following a jurisdictional review across Canada and a number of US States; as well as an internal environmental scan of HRM's municipal operations, it was determined there were a number of practices in place that aligned with the MAPs examined, and number of initiatives that could be undertaken in a short period of time by the Municipality. Therefore, Council was provided with a draft Municipal Alcohol Policy for immediate consideration. HRM's MAP was approved on October 8, 2013.

On October 7, 2013 a memo to Regional Council from Capital Health proposed four amendments to the approved HRM MAP. Council referred the amendments to staff for consideration requesting a report back within 30 days. Staff provided their recommendations on the four amendments to Council on November 19, 2013, supporting the first amendment to replace the phrase "responsible alcohol consumption" with "alcohol consumption in accordance with Nova Scotia's Low Risk Drinking Guidelines". Staff recommended not supporting the remaining three Capital Health amendments (See Attachment 1).

Council adopted the staff recommendation to amend the language to align with the Low Risk Drinking Guidelines, but disagreed with the staff recommendation to not support the remaining three amendments. Rather, Council asked for the three amendments to be included in discussion, debate, and possible recommendations flowing from future public consultation; and the results of the consultation to be included in the report to Regional Council.

On April 29, 2014, staff proposed a public consultation process consisting of two phases. Phase one

would include a statistically accurate telephone survey to determine the level of importance placed on the five additional considerations listed in the October 8, 2013 Council Report, and three remaining Capital Health amendments, by the public. It was proposed, phase two would entail more detailed engagement with the community in areas identified as important in phase one. (See Attachment 1: Public Consultation Focus, which outlines the five additional considerations and three remaining Capital Health amendments.)

At that time, Regional Council directed staff to establish a MAP Reference Group comprised of stakeholder representatives from police, Capital Health (Public Health and Addictions Prevention and Treatment Services), NS Licensing and Gaming, Metro Universities, Industry, and Hospitality Representatives to advise staff on options for public consultation; review the results of the public consultation; and provide comment to staff on potential policy recommendations to Council. In addition, staff were directed to report back to Regional Council with the results of the consultation including financial implications at a later date. This report outlines the results of the public consultation and recommendations from the MAP Reference Group on the consultation.

DISCUSSION

MAP Reference Group

A MAP Reference Group, comprised of representatives from police; Capital Health (Public Health and Addictions Prevention and Treatment Services); NS Licensing and Gaming; Metro Universities; Industry; and Hospitality Representatives was established. (See Attachment 2: MAP Reference Group List.) The first meeting was held on August 25, 2014, at which time the Group supported staff's public consultation approach consisting of two phases. The first phase to include a quantitative statistically accurate telephone survey to identify issues of importance related to the existing MAP and those arising from the 8 specific considerations identified by Regional Council (See Attachment 1). In addition, the Reference Group asked for stakeholder consultation to take place with third parties who operate facilities owned by the Municipality, to determine to what degree their operations aligned with the HRM MAP. The second phase of public consultations would further examine those areas identified as a priority issue or concern by the public through the survey. It was determined the second phase of public consultation would be designed in more detail, once the survey was completed, as it would be clearer where more consultation, if any, was needed at that time.

When the eight issues listed in Attachment 1 were discussed in detail with the Reference Group, it was determined the proposed Amendment 3 suggested by Capital Health: Make Part IV of the approved HRM MAP Facility Rentals risk mitigation strategies a requirement rather than best practice, be removed from the consultation, as control falls outside the mandate of the Municipality, and is already governed by Nova Scotia Gaming and Alcohol.

The Reference Group met, or was consulted several times between August 2014 and March 2015, to provide feedback on the survey request for proposals (RFP), develop the project timeline, review results of the consultations and determine next steps.

Phase 1 Consultation Approach

A sub-group from the Reference Group met and evaluated the submissions to the RFP for public consultation. Corporate Research Associates (CRA), was identified as the successful proponent. To meet the objectives for the first part of public consultation, CRA completed a two pronged research approach. The first phase of the study involved quantitative research – a random telephone survey with the general public which was administered between January 28th and February 15th, 2015. An open ended question was included to allow survey participants to provide further comments or concerns related to the availability, promotion or sponsorship of alcohol.

A total of 1,100 telephone surveys were collected with adult residents of Halifax (ages 19 and over), allowing for overall results to be accurate within + 2.9 percentage points, 95 out of 100 times. Respondents included a mix of demographics, including representation across urban and rural

communities within the Municipality. Results were weighted by age, gender and community to reflect the actual population distribution.

The second part of the study included both quantitative and qualitative methodologies. An online survey was distributed to 30 key stakeholders or third parties who operate facilities owned by the Municipality. A total of 20 surveys were completed between February 9th and March 1st, 2015, representing a response rate of 67%. To further explore stakeholders' perceptions, a qualitative portion included one traditional, in-person focus group, and one in-depth telephone interview. (Full survey results are found in Attachment 3: 2015 Municipal Alcohol Policy Public Consultation Final Report)

High Level Public Survey Results

1. *Issue:* Consider amendments to HRM's community plans and land use by-laws to determine appropriate locations for each type of new licensed establishment. These amendments would take into account a variety of planning matters including such items as the proximity of licensed establishments to schools, daycares or community facilities frequented by children.

Survey Result:

There is little concern (60% express a lack of concern) with the proximity or number of licensed establishments to schools, daycares or community facilities frequented by children within the Municipality. Of note, concern regarding the proximity of licensed establishments is statistically consistent across the various communities within the Municipality.

2. *Issue:* Review sponsorship and advertising conditions for external event organizers who utilize HRM properties or receive sponsorship funding from HRM. Some recent examples of these include Tall Ships, Sandjam, Pop Explosion and major sporting events.

Survey Result:

There is little concern regarding either the availability of alcohol at licensed public community events (79% not at all concerned), or with Halifax sponsoring external public events alongside alcohol companies (80% not at all concerned).

Overall, 70% of residents believe alcohol sponsorship is a viable source of funding for public events.

3. *Issue:* Work with the Province of Nova Scotia and encourage the systematic review of policies pertaining to the availability of alcohol, such as hours and days of sale, as well as outlet density.

Survey Result:

Residents generally believe the number of licensed facilities within their community (55%) is appropriate. For those who felt the numbers were not appropriate, 29% indicated there were not enough.

Residents generally believe the number of licensed facilities within downtown Halifax (49%) is appropriate. For those who felt the numbers were not appropriate, 42% believed there were too many.

By contrast, a vast majority of people (77%) believe licensed establishments should not be able to serve alcohol after 2 am.

4. *Issue:* Continue to encourage the Province to work with industry partners to review and update its responsible beverage service training for bar staff and consider mandatory training similar to other Canadian cities.

Survey Result:

Residents place a high importance (82%) on proper training for bar staff. More than 8 in 10 residents believe it is important that all bar staff within permanent licensed establishments throughout the

Municipality receive proper training with respect to responsible alcohol service.

5. *Issue:* Prohibit alcohol advertising or promotion at HRM owned and operated facilities or for placement on Halifax Transit assets, bus and park benches owned by HRM, or on billboards owned by HRM (except in an area for which a special occasion license or a permanent license has been issued or pursuant to an agreement under Administrative Order 55 or 56).

Survey Result:

Most residents (58%) do not support alcohol advertising on Municipally owned property, including Municipally owned and operated facilities such as community arenas or sport fields, as well as on billboards (58%) operated by the Municipality.

62% do not support alcohol advertising or promotion on Halifax Transit shelters, buses and park benches.

In order to meet HRM's objectives of reducing children and youth's exposure to alcohol and related advertising, and to behaviors amongst those of legal age, the current MAP requires any alcohol advertising submitted for an HRM owned or operated facility or for placement on Halifax Transit assets, bus and park benches owned by HRM, or billboards owned by HRM, to be in accordance with the *Liquor Control Act* and Regulations and include messages in accordance with Nova Scotia's Low Risk Drinking Guidelines. The *Liquor Control Act* and Regulations include regulation of the content of alcohol advertising in Nova Scotia.

Further, under the current MAP, the advertisement or promotion of alcohol products or brands is not permitted in HRM-owned and operated facilities except in areas where a special occasion or permanent liquor license has been issued, where a sponsorship arrangement has been made in accordance with HRM's sponsorship Policy (Administrative Order 55), or where a naming rights agreement has been approved by Regional Council in accordance with HRM's Naming Rights Policy (Administrative Order 56).

6. *Issue:* Alcohol sponsorship of a free transit program, associated with a public festival or event.

Survey Result:

Overall, the majority of residents are highly supportive of allowing alcohol companies to sponsor free transit during a public festival or event. Two thirds of residents offer high levels of support (67%) for allowing alcohol companies to sponsor such activities, with half (50%) indicating they completely support the sponsorship.

Facility Operators

This section includes the results from the online survey (20 of the 30 facility operators participated), focus group discussion and in-depth interview with third parties who operate facilities owned by the Municipality.

Of those who participated in the facility operator stakeholder research, respondents primarily consisted of community centre operators (60%). More than one-in-10 respondents were sports arena/rink operators (15%), while the same percentage were regional recreation facility operators (15%). Slightly fewer respondents were cultural/arts facility operators (10%).

When asked to describe their facility activities, operators indicated there is a high degree of seasonality to their operations, with some running primarily as hockey arenas, and others offering regular community activities, rentals for events, as well as serving communities with outdoor concerts and other types of festivities. In addition, operators noted that some of their events are ticketed while others are open to the public. However, regardless of the type of facility, participants noted the integral function of their facility in the community, and the importance of being able to serve alcohol as a part of that offering to the community.

The numbers of individuals who are served by each facility were noted to be high (between 50K and 1 million visits per facility per year, not representing unique visits). A variety of ages is served by each facility, depending on the type of event. For some, their licensed events are exclusively held for those aged 19 and over, while for others, there is a mix of ages when holding events that serve alcohol.

None of the facilities represented in this qualitative phase of research host events that are primarily related to the serving of alcohol. There was a great deal of discussion related to how the serving of alcohol enhances the events held, but is not the primary reason for holding an event. Some also indicated that the serving of alcohol at events is becoming less common.

Generally, the consensus was that the proposed mandatory practices of MAP are part of normal practice now. There were however, two key areas where participants identified potential challenges. The first issue was around the guideline requiring messages about the consumption of alcohol and the options for safe transportation on event advertising. The identified issue here related to the wording of "event advertising". Facility operators indicated that due to the fact that their facilities do not operate primarily as a venue for the consumption of alcohol, including such information on all event advertising would be superfluous. For example, some facility operators raised the fact that a concert poster may not be altered after being submitted by a promoter, such that it would be impossible and also deemed to be unnecessary to add these kinds of messages to event advertising.

The other area that was deemed to be potentially problematic was around the definition of returning a room to its "alcohol-free state". Discussion ensued regarding what would constitute an alcohol-free state – whether it included the removal of alcohol from the building, or just that it would be returned to a state where alcohol was not accessible.

High Level Facility Operators findings

- 7 out of the 10 respondents offer both children's programs and licensed events in their facilities.
- 60% rent their facility to others who serve alcohol at their function/event and 75% hold their own events where alcohol is served.
- All respondents indicated they *a/ways* ensure that after an event, the room(s) are returned to its alcohol-free state (based on the various interpretations of that term as highlighted above), ensure licensees abide by all requirements of set by Alcohol and Gaming, refuse access to anyone who does not comply with liquor licensing regulations, and require individuals designated as being in charge of the licensed premises to remain at the facility until all attendees have left the event. The vast majority of respondents also indicate they *a/ways* limit alcohol advertising or promotion of alcohol, except within the area for which the special occasion licensee/permanent license has been obtained, ensure appropriate security arrangements are made for the event, and ensure appropriate insurance is obtained.
- All indicate that they ensure low-alcohol and no alcohol beverages are available, and nearly all indicate they have servers and supervisors in facilities with permanent licenses trained in how to responsibly serve alcohol. The vast majority of operators surveyed also indicate they limit the number of drinks sold to a person at one time, and promote safe transportation options, while slightly fewer indicate they stop selling alcohol sales within one hour of closure, limit the number of alcoholic beverage tickets redeemed by one person at one time, or limit the number of alcoholic beverage tickets distributed. Only two operators surveyed indicated they offer drink specials such as 'Happy Hour'.
- At least nine-in-ten also completely or mostly support making mandatory the act of limiting advertising/promotion of alcohol outside the area for which a license has been obtained, ensuring the designated person in charge of the premises remains on-site until all attendees have left, ensuring appropriate insurance has been obtained by licensee with a Special Occasion License, ensuring the licensee obtains a special occasion license from the Alcohol & Gaming Division, and including messages about the safe consumption of alcohol and options for safe transportation.

Two thirds of operators surveyed indicated they have a permanent license to serve alcohol (65%) while just over half (55%) hold events which obtain a special occasion alcohol license. Referencing the integral

nature of these facilities within the communities they serve, some participants indicated that theirs was the only facility in their community where residents could hold a large event such as a wedding reception, community fundraiser, dance or graduation. In many rural areas, the facility is the only option available for these types of functions. Not being able to have functions which serve alcohol may decrease revenue opportunities, which could negatively impact the ability to utilize these revenues to offset facility operating expenses. In addition, the community's ability to take part in these types of events within their own neighbourhood would be limited, if not eliminated all-together in some areas. Facility Operators generally agree that the current way of operating works well and they do not see a need for a change in the policy given the alignment between what the policy requires, and how they are presently operating.

Conclusion and Next Steps

Discussions occurred during the Reference Group meetings highlighting how detailed the Halifax Regional Municipality's MAP is, compared to those in other Canadian cities. To determine if the public had concerns with the six issues described above and whether further improvements were required, the MAP Reference Group agreed on a two phased approach to public consultation. The first phase consisted of a statistically accurate telephone survey to identify those issues of importance to the community where further consultation may be required, and stakeholder consultation with third parties who operate facilities owned by the Municipality. It was determined that a second phase of consultation would be designed only if issues were identified as a priority by the public through the quantitative survey.

After reviewing the results of the survey and stakeholder consultations, the Reference Group agreed, the first phase of the MAP public consultations did not highlight priority issues where further public consultation is required. Therefore the Reference Group recommends that a second phase of consultations is not necessary. However, the results did highlight the following opportunities for ongoing efforts to better promote HRM's Admin Order and strengthen HRM's efforts in reducing alcohol-related risk at municipally owned facilities and special events, and limit the exposure of alcohol advertising and promotion to children and youth.

HRM's Continued Discussions with the Province

Survey results will assist HRM as they further discussions with the Province with respect to the following:

1. Encourage the systematic review of policies pertaining to hours of alcohol sales, particularly those which permit sales beyond 2 am.
2. Proper training for bar staff at permanent licensed establishments, as residents placed high importance on this topic.

HRM Owned Facilities

3. Continue to educate HRM staff to ensure the MAP is adhered to at HRM owned and operated facilities, while organizing Municipal events and during sponsorship negotiations.
4. Consider specific options for the Council approved operating agreements with those who operate HRM owned facilities to ensure alignment with the MAP, where required.

Land Use By-Law Harmonization

5. Twenty-seven percent of residents are concerned with the proximity of licensed establishments within their communities to schools, daycares or community facilities frequented by children. Beginning in fiscal 2015-16, best/preferred practice research will inform an assessment of the municipality's 22 land use by-laws and across-the-board recommendations for the consolidation/harmonization and modernization of HRM's current zoning standards. An examination of the current regulatory (zoning) standards for licensed establishments would be within the scope of this review; current standards would be assessed for consistency (from one area to another) and evaluated to ensure any standards prescribed are within the municipality's jurisdiction to regulate.

FINANCIAL IMPLICATIONS

No Financial Implications at this time.

COMMUNITY ENGAGEMENT

The 2015 Municipal Alcohol Public Consultations involved two parts: a general public telephone survey and a stakeholder consultation with third parties who operate facilities owned by the Municipality.

A total of 1,100 telephone surveys were collected with adult residents of Halifax, allowing for overall results to be accurate within + 2.9 percentage points, 95 out of 100 times. Respondents included a mix of demographics, including representation across urban and rural communities within Halifax. Results were weighted by age, gender and community to reflect the actual population distribution.

The second phase of this study included both quantitative and qualitative methodologies. An online survey was distributed to 30 key stakeholders or third parties who operate facilities owned by the Municipality. A total of 20 surveys were completed between February 9th and March 1st, 2015, representing a response rate of 67%. To further explore stakeholders' perceptions, a qualitative portion included one traditional, in-person focus group and one in-depth, telephone interview.

ENVIRONMENTAL IMPLICATIONS

No environmental implications

ATTACHMENTS

1. Public Consultation Focus List
2. MAP Reference Group List
3. 2015 Municipal Alcohol Policy Public Consultation Final Report

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Marion Currie, Government Relations & External Affairs, 902.490.6422

Report Approved by:

Maggie MacDonald, Managing Director Government Relations & External Affairs,
902.490.1742

Attachment 1: Public Consultation Focus

The additional considerations listed in the Oct. 8th report identified during the research and consultation phase of drafting HRM's Municipal Alcohol Policy include:

1. Consider amendments to HRM's community plans and land use by-laws to determine appropriate locations for each type of new licensed establishment. These amendments would take into account a variety of planning matters including such items as the proximity of licensed establishments to schools, daycares or community facilities frequented by children.
 2. Review sponsorship and advertising conditions for external event organizers who utilize HRM properties or receive sponsorship funding from HRM. Some recent examples of these include Tall Ships, Sandjam, Pop Explosion and major sporting events.
 3. Review agreements with third parties or volunteer groups which operate HRM owned facilities to determine where they align with the MAP; and where they don't, determine the impact if they were required to align to the MAP.
 4. Work with the Province of Nova Scotia and encourage the systematic review of policies pertaining to the availability of alcohol, such as hours and days of sale as well as outlet density.
 5. Continue to encourage the Province to work with industry partners to review and update its responsible beverage service training for bar staff and consider mandatory training similar to other Canadian cities.
-

The remaining amendments (2 through 4), to HRM's Municipal Alcohol Policy proposed by Capital Health include:

1. Prohibit alcohol advertising or promotion at HRM owned and operated facilities or for placement on Halifax Transit assets, bus and park benches owned by HRM, or on billboards owned by HRM (except in an area for which a special occasion license or a permanent license has been issued or pursuant to an agreement under Administrative Order 55 or 56).
 2. Prohibit Alcohol sponsorship of free transit associated with a public festival or event. Capital Health proposed funds may be given as a gift to support free transit, but the gift should not be advertised or communicated to the public.
 3. Make Part IV of the approved HRM MAP Facility Rentals risk mitigation strategies a requirement rather than best practice. (Note: This proposed amendment was removed from consultations as per the recommendation of the MAP Reference Group, as these activities fall outside of the mandate of the Municipality and are already governed by NS Alcohol and Gaming.)
-

Attachment 2: MAP Reference Group List

Organization:	Name:
Halifax Regional Police	
Halifax Regional Police	SGT. Scott R. MacDonald
Halifax Regional Police	Robin McNeil – Central Division Commander
Capital District Health	
Capital Health	Gaynor Watson-Creed – Medical Officer Capital District
Capital Health	Geoff Wilson- Director Patient & Stakeholder Engagement
Nova Scotia Licensing & Gaming	
Nova Scotia Licensing & Gaming	Jennifer Price Hudson - Manager
Metro Universities	
St. Mary's University Student Services	Keith Hotchkiss – Senior Director Student Services
Dalhousie University (& Kings)	Zane Robison – Executive Director Student Life
Dalhousie University (& Kings)	Lindsay Anderson – Manager Student Dispute Resolution
Industry Representatives	
Beer Canada	Luke Harford – President
Spirits Canada	Jan Westcott – Pres. & CEO
Canadian Vintners Association	Beth McMahon, VP Gov't & Public Affairs
Bev Atlantic	Shawn Hiscott, Vice President
Hospitality Representatives	
Restaurant Association of NS	Gordon Stewart – Executive Director
Hotel Association of NS	Phyllis Stephenson, Chair, Hotel Association of NS

2015 Municipal Alcohol Policy Public Consultation

Final Report

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Halifax Regional Municipality

Prepared for:

Halifax Regional Municipality

HALIFAX

March 2015



1-888-414-1336



Table of Contents

Introduction.....	1
Executive Summary	3
Detailed Analysis – Phase One: Quantitative Survey	8
Licensed Establishments	8
Municipal Alcohol Policy	10
Alcohol Related Sponsorship	11
Alcohol Availability at Public Events	12
Alcohol Advertising or Promotion	13
Training	16
Operation of Licensed Establishments	17
Demographics.....	22
Detailed Analysis – Facility Operators (Online Survey).....	24
Frequency of Events Held	24
Nature of Facilities	24
Events Held	26
Facility Licensing	27
Municipal Alcohol Policy Awareness	28
Monitoring and Enforcement Activities	28
Support / Opposition for Mandatory Activities	30
Alcohol Practices at Facility	32
Detailed Analysis – Facility Operators (Qualitative Research)	33
Facilities & Events	33
Municipal Alcohol Policy	34
Impact of potential changes.....	36
Final Comments and Suggestions.....	39
Study Methodology	40

Appendices:

- A: General Public Survey Questionnaire
- B: Stakeholder Survey Questionnaire
- C: General Public Tabular Results
- D: Stakeholder Tabular Results

Introduction

The Halifax Regional Municipality commissioned Corporate Research Associates Inc. (CRA) to conduct Phase 1 of the **2015 Municipal Alcohol Public Consultation**. This study involved two parts: a general public survey, and a stakeholder consultation with third parties who operate facilities owned by the Municipality. The overall purpose of this research was to assess familiarity with the Municipal Alcohol Policy (MAP), and examine the degree of concern for the additional considerations listed in the October 18, 2013 report to Regional Council, as well as the amendments to the MAP, proposed by Capital Health.

MAP Additional Considerations Listed in the October 18, 2013 Report to Regional Council:

- a) Consider amendments to HRM's community plans and land use by-laws to determine appropriate locations for each type of new licensed establishment. These amendments would take into account a variety of planning matters including such items as the proximity of licensed establishments to schools, daycares or community facilities frequented by children;
- b) Review sponsorship and advertising conditions for external event organizers who utilize HRM properties or receive sponsorship funding from HRM. Some recent examples of these include Tall Ships, SandJam, Pop Explosion and major sporting events;
- c) Review agreements with third parties or volunteer groups which operate HRM owned facilities to determine where they align with the MAP; and where they don't, determine the impact if they were required to align to the MAP;
- d) Work with the Province of Nova Scotia and encourage the systematic review of policies pertaining to the availability of alcohol, such as hours and days of sale as well as outlet density; and
- e) Continue to encourage the Province to work with industry partners to review and update its responsible beverage service training for bar staff and consider mandatory training similar to other Canadian cities.

Capital Health Proposed Amendments to the MAP:

- a) Prohibit alcohol advertising or promotion at HRM owned and operated facilities or for placement on Metro Transit assets, bus and park benches owned by HRM, or on billboards owned by HRM (except in an area for which a special occasion license or a permanent license has been issued or pursuant to an agreement under Administrative Order 55 or 56).
- b) Prohibit Alcohol sponsorship of a free transit program associated with a festival or public event. Funds may be given as a gift for a free transit program but the gift will not be advertised or communicated to the public.
- c) Make Part IV of the approved HRM MAP Facility Rentals Risk Mitigation Strategies a requirement. *Note: Based on the direction of the MAP Reference Group, this was not included in the Consultations, as it was determined these strategies are outside the control of the Municipality and are governed by Nova Scotia Alcohol and Gaming.*



To meet study objectives a two phased research approach was undertaken. The first phase of the study involved **quantitative research** – namely a random telephone survey with members of the general public. Specifically, a total of 1,100 telephone surveys were collected with adult residents of Halifax, allowing for overall results to be accurate within ± 2.9 percentage points, 95 out of 100 times. Respondents included a mix of demographics, including representation across urban and rural communities within Halifax. Results were weighted by age, gender and community to reflect the actual population distribution. This research phase was conducted from January 28th to February 15th, 2015, and the average survey length was 10 minutes.

The second phase of this study included both **quantitative and qualitative methodologies**. Specifically, an **online survey** was distributed to 30 key stakeholders or third parties who operate facilities owned by the Municipality. A total of 20 surveys were completed between February 9th and March 1st, 2015, representing a response rate of 67%. The average interview length for the online survey was eight minutes. To further explore stakeholders' perceptions, a qualitative portion included one traditional, in-person focus group and one in-depth, telephone interview.

This detailed report provides an Executive Summary of the findings, a Detailed Analysis of the study results, as well as a Study Methodology. Note, for the online survey with facility operators, small sample sizes warrant caution in the interpretation of results for this audience.

Appended to the report is a copy of the general public questionnaire (Appendix A), the stakeholder questionnaire (Appendix B), as well as tabular results by question for both the general public survey (Appendix C) and the stakeholder survey (Appendix D). Note, for both audiences, tabular results for each question are broken down by key demographic subgroups.



Executive Summary

Results of the **2015 Municipal Alcohol Policy Public Consultation Study** reveal that while alcohol consumption is commonplace and municipal facilities regularly accommodate licensed events, awareness of the Municipal Alcohol Policy (MAP) is moderate among both residents and facility operators within the Halifax Municipality. Indeed, fewer than half of both residents and facility operators surveyed were aware of the Policy. More so, insight from the qualitative phase of this study, suggests there is a greater awareness of the rules and regulations regarding alcohol advertising mandated by the provincial Alcohol and Gaming Division of Service Nova Scotia.

Overall, residents do not have a high level of concern with alcohol sponsorship or promotion, and a clear majority deem such sponsorship as a viable and important source of public event funding. Of note, residents living outside the downtown core are more likely than others to deem alcohol sponsorship worthwhile. Overall, Halifax Municipality residents generally have low levels of concern regarding the availability of alcohol at licensed public, community events. Residents also express low concern over the Municipality sponsoring such public events alongside alcohol companies. That said, support regarding specific advertising and promotional activities of alcohol does vary, with residents offering low levels of support for advertising or promotion on municipally-owned and operated facilities, billboards, and transit shelters, buses and park benches. Conversely, residents voice strong support of alcohol companies sponsoring free transit during municipal public events.

While opinions are somewhat mixed regarding the appropriateness of the current number of licensed establishments in communities and within the downtown Halifax core, residents generally express low levels of concern regarding the proximity of licensed establishments to their home. That said, residents are supportive of certain restrictions concerning responsible alcohol service. The vast majority of residents recognize the importance of responsible alcohol service training for bar staff working in permanent licensed establishments, and few believe that such establishments should be allowed to serve alcohol after 2 a.m.

As previously mentioned, facility operators express greater familiarity with provincial rules and regulations regarding alcohol advertisements and promotion. In fact, there was a general perception among operators involved in the qualitative phase that existing practices at facilities already fit within required guidelines. Furthermore, operators noted that they consistently perform a wide variety of activities and practices to monitor and control the dispensing and promotion of alcohol within their facility. While some expressed a desire for increased clarity regarding MAP, there was a general belief among operators that increased regulation was not necessary, and that including their facilities under the MAP would negatively impact their operation.

In terms of facility operations, operators participating in the qualitative phase of this study expressed some concern regarding the impact MAP would have if it became mandatory. Some expressed concern regarding the practicality of restricting youth's exposure to alcohol promotion given its prevalence throughout various advertising mediums. More importantly, some expressed concern that eliminating



and/or limiting alcohol sponsorship would negatively impact facility operating budgets. Another area of concern was in relation to the requirement of including messages about consumption of alcohol and options for safe transportation on event advertising, with some viewing such advertising as superfluous. Finally, operators deemed the definition of 'returning a room to its alcohol-free state' as being potentially problematic depending on the nature and extent of these requirements. This suggests that such a requirement would require greater clarity to avoid ambiguity.

While this research reveals limited areas of concern regarding alcohol related advertising and promotion, it is worthy mention that a greater level of concern is expressed among specific segments of the population – namely those who do not consume alcohol, females, older residents, and those with lower levels of annual household income. There also appears to be a clear opportunity to raise awareness and understanding of the Municipal and Alcohol Policy, both among the general public and among facility operators.

**The infographic on the following page offers a one-page visual summary of key results from the quantitative surveys of this study (telephone survey with 1,100 residents of Halifax Municipality and online survey with 20 facility operators).*

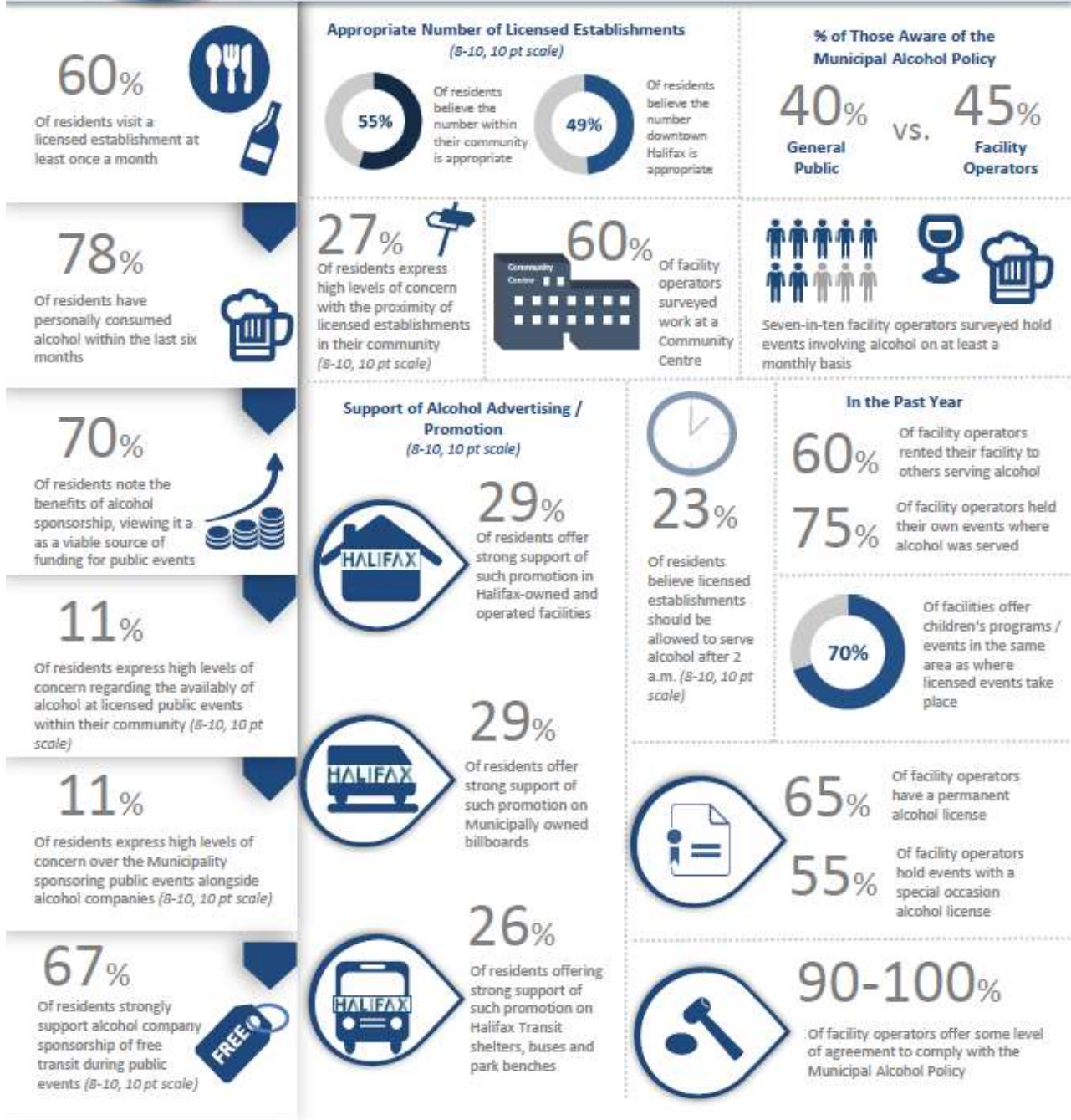


HALIFAX

2015 Municipal Alcohol Policy - Consultation Study

Summary of Quantitative Results

1,100 residents of Halifax Municipality surveyed by telephone: January 28-February 15, 2015
(Overall results accurate to within ± 2.9 percentage points)
20 Facility Operators surveyed online: February 9-March 1, 2015



Phase One: General Population Quantitative Study

This section of the report presents the findings from the telephone survey conducted with 1,100 members of the general public within Halifax.

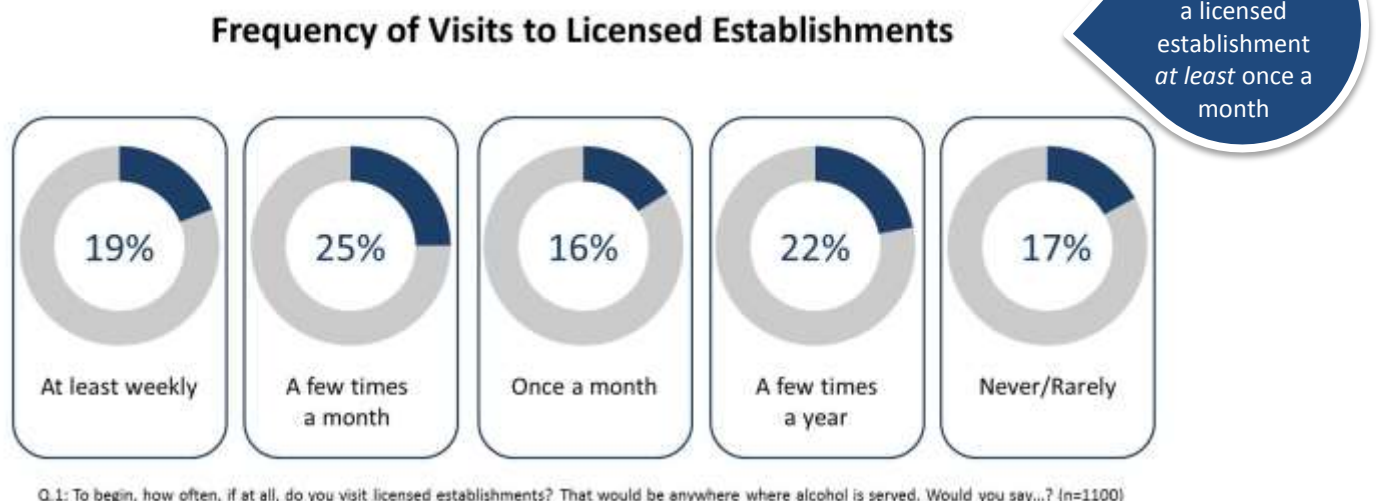


Detailed Analysis

Licensed Establishments

Overall, visitation to licensed establishments is high with a clear majority of residents visiting such establishments at least once a month. Most have consumed alcohol in the past six months.

Visitation to licensed establishments is high with two-in-ten residents indicating they visit such an establishment *at least once a week*, and an additional four-in-ten indicating they go *a few times a month* (25%) or *once a month* (16%). Conversely, nearly one-quarter indicate they only visit a licensed establishment a few times a year, while nearly two-in-ten state that they never visit licensed establishments. (General Population, Table 1)



As may be expected, those who drink alcohol are more likely than those who do not to report visiting a licensed establishment on a more frequent basis. Indeed, among those who drink alcohol, a quarter (23%) report visiting a licensed establishment *at least once a week*, and an additional three-in-ten (28%) report visiting such establishments *a few times a month*. Alternatively, nearly half (46%) of non-drinkers indicate they *never or rarely* visit a licensed establishment.

Males are more likely than females to have visited a licensed establishment on a *weekly* basis (23% vs. 15%). Moreover, the likelihood of visiting a licensed establishment on a *weekly* basis decreases with age (19-34: 26%; 35-54: 19%; 55+: 13%). Conversely, the likelihood of reporting *never or rarely* visiting such establishments increases with age (19-34: 10%; 35-54: 14%; 55+: 29%). Moreover, residents with a high school education or less and single member households are both more likely than their respective counterparts to report never or rarely visiting a licensed establishment.

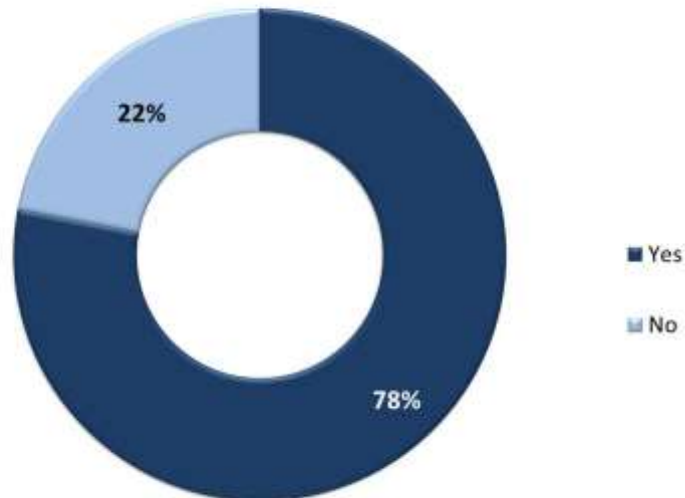
Of note, given the concentration of licensed establishments in specific areas of the municipality, it is perhaps not surprising that residents of central Halifax are more likely than both those of Dartmouth and



Bedford/Sackville/Hammonds Plains to report visiting a licensed establishment on a weekly basis (23% vs. 14% and 15%).

Nearly eight-in-ten (78%) residents report to have personally consumed alcohol within the past six months. (General Population, Table 2)

Personally Consumed Alcohol in the Last Six Months



Q.2: In the last six months, have you personally consumed alcohol? (n=1100)

As may be expected, those who visit a licensed establishment on a more frequent basis are more likely to report having consumed alcohol in the last six months (at least weekly: 94%; monthly or more often: 85%; a few times a year: 81%; Never/rarely: 42%). Moreover, males, those with annual household incomes of at least \$75,000, those with at least some post-secondary education and those living with at least one other person are more likely than their respective counterparts to report having consumed alcohol in the past six months. Consumption of alcohol is generally consistent across the various regions of the Municipality.



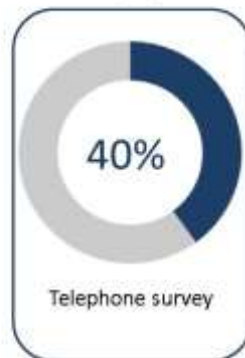
Municipal Alcohol Policy

Awareness of the Municipal Alcohol Policy is moderately low among the general population.

Overall, awareness of the Municipal Alcohol Policy is moderate at best with four-in-ten (40%) residents indicating that at the time of the survey they were aware of the Policy. (General Population, Table 3)

Awareness of Municipal Alcohol Policy

% Saying 'Yes'



Q.3: Are you aware that Halifax currently has a Municipal Alcohol Policy in place to address alcohol availability, advertising and sponsorship in municipally owned and operated facilities? (n=1100)

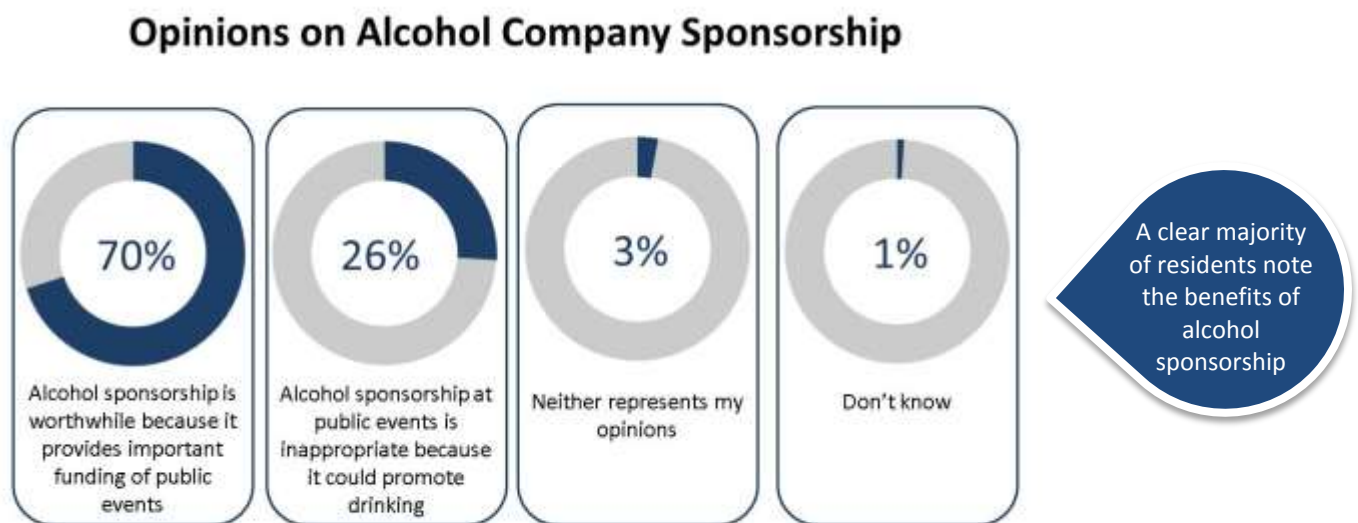
Of note, residents who consume alcohol are more likely than those who do not consume alcohol to be aware of the Policy (41% vs. 34%). Moreover, residents' awareness of the Policy is higher among residents with higher annual household incomes (<\$75K: 35%; \$75-100K: 40%; \$100K+: 46%). Residents 35 to 54 years of age are more likely than both their younger and older counterparts to be aware of the Policy (35-54: 44% vs. 19-34: 37% and 55+: 37%). Finally, residents of central Halifax are less likely than both residents of Dartmouth and Bedford/Sackville/Hammonds Plains to be aware of the Policy (36% vs. 43% and 44%).



Alcohol Related Sponsorship

Residents are highly supportive of alcohol sponsorship, viewing it as a viable source of funding for public events.

Aided, residents were asked their opinion of alcohol company sponsorship. Overall, seven-in-ten (70%) residents believe that alcohol sponsorship is a viable source of funding of public events, while a quarter (26%) believe such sponsorship is inappropriate given that promotional activities may promote drinking. (General Population, Table 4)



Q.4: Which of the following two statements comes closest to your opinions on alcohol company sponsorship of sporting and cultural public events? (n=1100)

As may be expected, residents who drink alcohol and those who visit licensed establishments on a more frequent basis are more likely than their respective counterparts to cite positive contributions of alcohol sponsorship. Moreover, residents with annual household incomes above \$75,000 are more likely than their less affluent counterparts to cite positive contributions of such sponsorship. Conversely, residents with high school education or less are more likely than those with higher levels of education to view such sponsorship as being inappropriate (HS or less: 33%; Some P.S.: 21%; Grad P.S.: 25%).

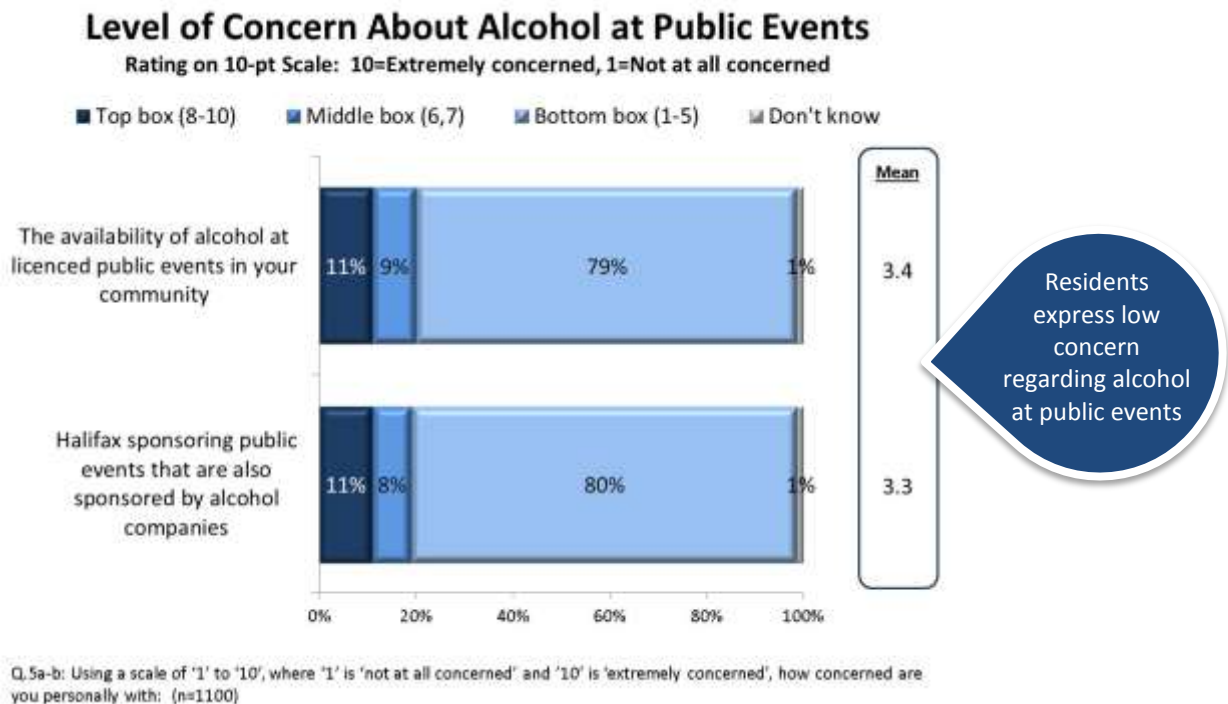
Residents living outside the downtown core are more likely than others to deem alcohol sponsorship worthwhile. In fact, across regions of the Municipality, residents of Cole Harbour/Lawrencetown/Preston (80%) are most likely to believe alcohol sponsorship provides important funding to public events, while residents of central Halifax are least likely to share this view (62%).



Alcohol Availability at Public Events

There is little concern regarding either the availability of alcohol at licensed public community events or with Halifax sponsoring public events alongside alcohol companies.

Findings show that residents are largely accepting of alcohol at public events. Indeed, few express personal concern with the availability of alcohol at licensed public events within their community, with only one-in-ten (11%) residents expressing high levels of concern (scores of 8-10, on a 10 point scale) in this regard. Similarly, the same proportion of residents (11%) voice concern regarding the Municipality sponsoring public events that are also being sponsored by alcohol companies or with the Municipality sponsoring public events alongside alcohol companies. (General Population, Table 5a-b)



As may be expected, residents who do not consume alcohol are more likely than those who do to express concern both with regards to the availability of alcohol at licensed public events within their community (22% vs. 8%) and the Municipality sponsoring public events alongside alcohol companies (21% vs. 8%). Conversely, the likelihood of expressing concern for either of these issues is lower among those who visit a licensed establishment on a more frequent basis.

Concern is low across age groups, although it warrants mention that concern regarding the availability of alcohol at licensed public events increases slightly with age (19-34: 7%; 35-54: 10%; 55+: 16%). Similarly, residents 55 years of age and older are more likely than their younger counterparts to express concern over the Municipality sponsoring public events alongside alcohol companies (19-34: 8%; 35-54: 9%; 55+: 15%), albeit still a minority. Moreover, for each of these issues, residents with a high school education or less and those with annual household incomes of below \$75,000 are both more likely than their respective counterparts to express concern. Finally, females are more likely than males to express high concern for the availability of alcohol at licenced public events within their community (13% vs. 8%) and of the



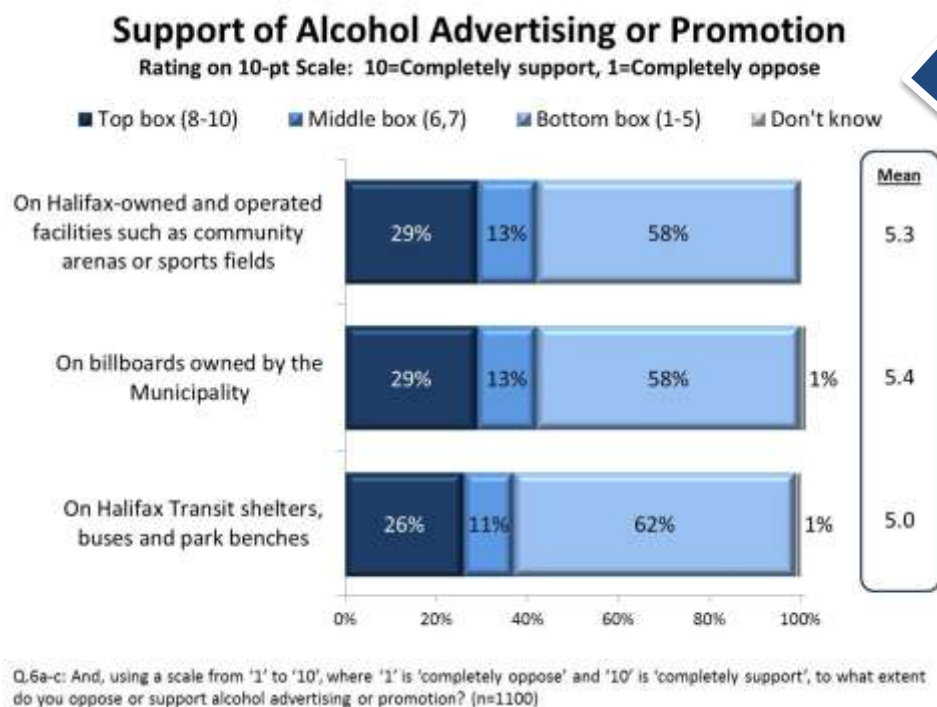
Municipality sponsoring public events alongside alcohol companies (13% vs. 8%).

Lack of concern on this topic is evident across communities in the Municipality. That said, when assessing those concerned with the Municipality sponsoring public events alongside alcohol companies, findings show concern is higher among Eastern Shore residents compared with residents overall (23% vs. 11%). Of note, the small sample size of Eastern Shore residents warrants caution in the interpretation of these results.

Alcohol Advertising or Promotion

While most residents do not support alcohol advertising or promotion on municipally owned property, there is strong support for alcohol companies sponsoring free transit during municipal festivals or public events.

Overall, support regarding various alcohol advertising or promotion is moderate with three-in-ten (29%) residents indicating a high level of support (scores of 8-10 on a 10 point scale) for advertising/promotion within Municipal owned and operated facilities such as community areas or sports fields, and the same proportion (29%) indicating high support for such advertising/promotion on billboards owned by the Municipality. Slightly fewer (26%) express high support for alcohol advertising/promotion on Halifax Transit shelters, buses and park benches. Conversely, for each of these alcohol advertising or promotion mediums, approximately six-in-ten residents express **low levels of support** (scores of 1-5). (General Population, Table 6a-c)



Most residents do not support alcohol advertising on municipally owned property

Consistent with other results, and as may be expected, those who drink alcohol are more likely than those who do not to support alcohol advertising or promotion through each of these municipally owned



mediums. Similarly, those who visit licensed establishments on a weekly basis are also more likely than those who visit less frequently or not at all to offer high levels of support for alcohol to be advertised or promoted in each of these manners.

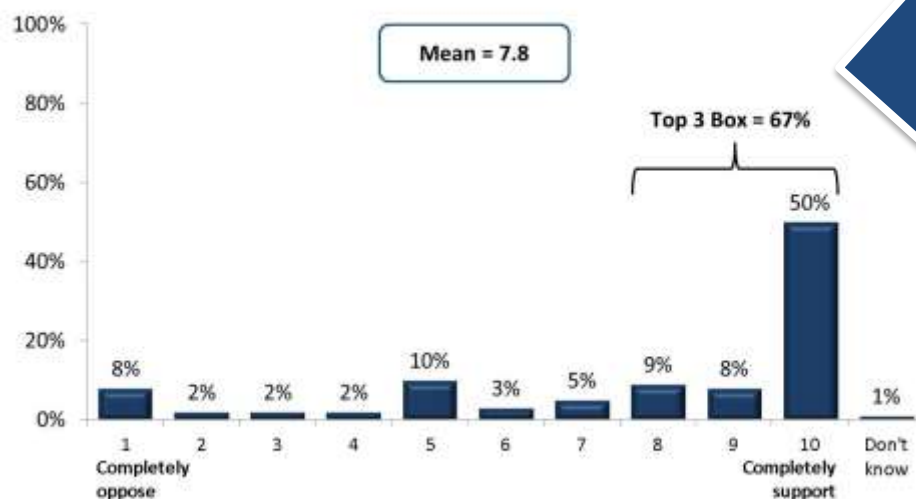
Overall, males are more likely than females to express higher levels of support for alcohol advertising/promotion within Halifax-owned and operated facilities (37% vs. 23%), on billboards owned by the Municipality (36% vs. 22%), and on Municipal Transit shelters, buses and park benches (33% vs. 20%). Conversely, residents with annual household incomes below \$75,000 are less likely than their more affluent counterparts to express support for alcohol advertising or promotion for each of these mediums.

Once again, findings show that residents living outside the downtown core are more supportive of alcohol sponsorship. In fact, compared with residents of other regions of the Municipality, residents of central Halifax are least likely to offer high levels of support for alcohol advertising or promotion within Halifax-owned and operated facilities (24%), on billboards owned by the Municipality (22%), or on Halifax Transit shelters, buses and park benches (22%). Conversely, residents of Cole Harbour/Lawrencetown/Preston, Shubenacadie Lakes/Enfield/Fall River, and Eastern Shore are most likely to offer their support, with more than a third of residents from each region offering high levels of support for advertising or promotion through each of these three municipally owned mediums.

Opinions are quite notably different when presented with the concept of offering free transit. Overall, the majority of residents are highly supportive of the concept of allowing alcohol companies to sponsor free transit during a municipal festival or public event. Indeed, overall, two-thirds of residents offer high levels of support (scores 8-10 on a 10 point scale) for allowing alcohol companies to sponsor such activities, with half (50%) indicating they completely support such an action. (General Population, Table 7)

Support of Alcohol Company Free Transit Sponsorship

Rating on 10-pt Scale: 1=Completely oppose, 10=Completely support



Residents are highly supportive of alcohol companies offering free transit.

Q.7: And, using the same scale, to what extent do you oppose or support allowing an alcohol company to sponsor free transit during a municipal festival or public event? (n=1100)



Again, consistent with previously discussed findings, those who drink alcohol are more likely than those who do not drink to support alcohol companies sponsoring free transit during municipal festivals or public events (72% vs. 50%). Furthermore, those who visit licensed establishments on a more frequent basis are more likely to support such sponsorship (at least weekly: 78%; monthly or more: 70%; a few times a year: 65%; never/rarely: 50%). Finally, residents under the age of 55, males, those with annual household incomes above \$75,000, and those living with at least one other person are more likely than their respective counterparts to support the concept of alcohol companies sponsoring such an initiative.

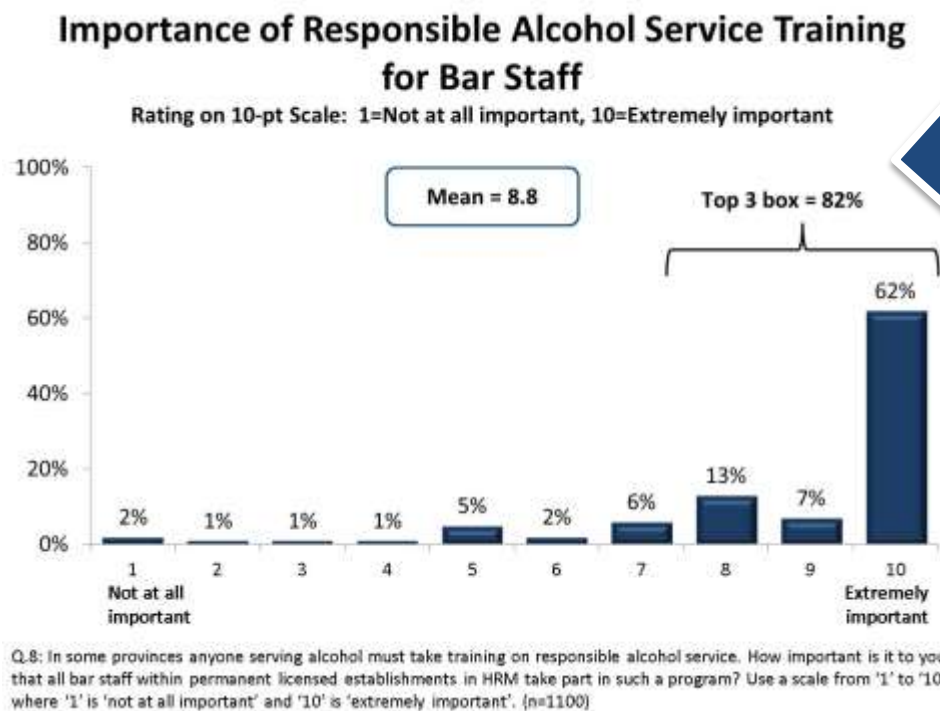
With regards to regional differences, it is perhaps not surprising that those in more outlying areas show stronger support for this concept. In fact, those living within Cole Harbour/Lawrencetown/Preston are most likely to support alcohol companies sponsoring free transit during such events (78%), while residents of central Halifax are least likely to offer their support (62%).



Training

Proper training regarding responsible alcohol service is deemed extremely important for all bar staff working within the Halifax Municipality.

More than eight-in-ten (82%) residents believe it is important (scores of 8-10 on a 10 point scale) that all bar staff within permanent licensed establishments throughout the Municipality receive proper training with regards to responsible alcohol service, and of those, nearly two-thirds (62%) believe such training is ***extremely*** important. (General Population, Table 8)



Residents place high importance on proper training for bar staff.

Those who do not consume or drink alcohol are slightly more likely than those who do to consider such training for bar staff to be important (87% vs. 80%). Moreover, those who never/rarely visit a licensed establishment are somewhat more likely than those who visit such establishments on a weekly basis to view such training as important (85% vs. 78%). Finally, females are generally more likely than males to view such training as being important (85% vs. 77%).

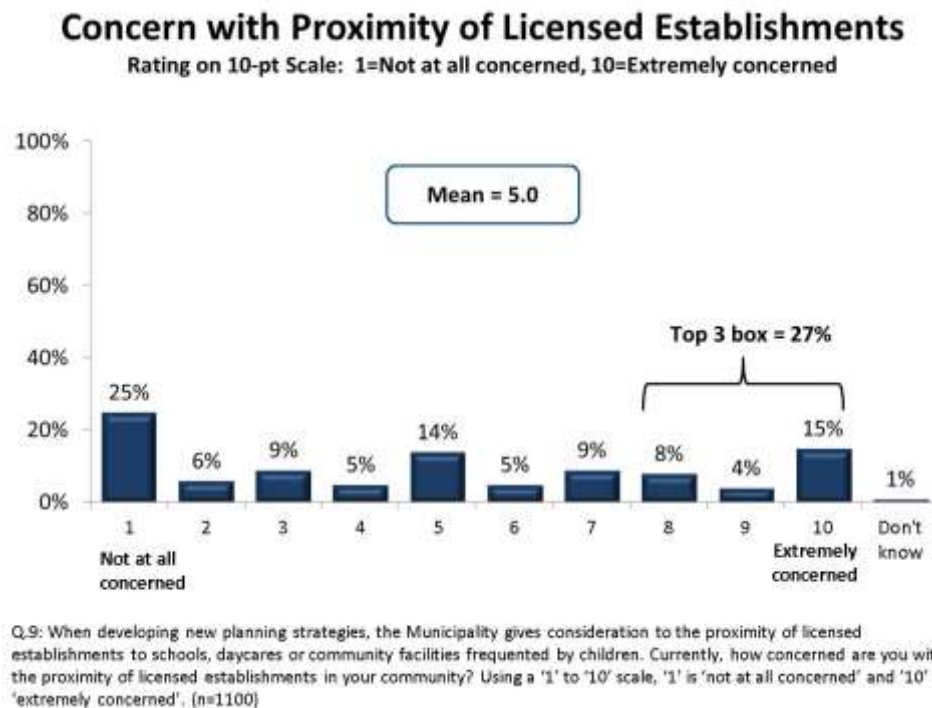
Perceptions regarding the importance of proper training for all bar staff is generally consistent across regions of the Municipality; however, residents of Eastern Shore are notably more likely than residents overall to view such training as important (96% vs. 82%). Again, the small sample size of Eastern Shore residents warrants caution in the interpretation of these results.



Operation of Licensed Establishments

There is little concern with the proximity of licensed establishments or the number of licensed establishments within the Municipality. However, few believe that licensed establishments should be allowed to serve alcohol after 2 a.m.

Six in ten residents express a lack of concern (scores of 1-5 on a 10 point scale) regarding the proximity of licensed establishments within their community to schools, daycares or community facilities frequented by children. By contrast, just over a quarter (27%) of residents express a high level of concern (scores of 8-10 on a 10 point scale). (General Population, Table 9)



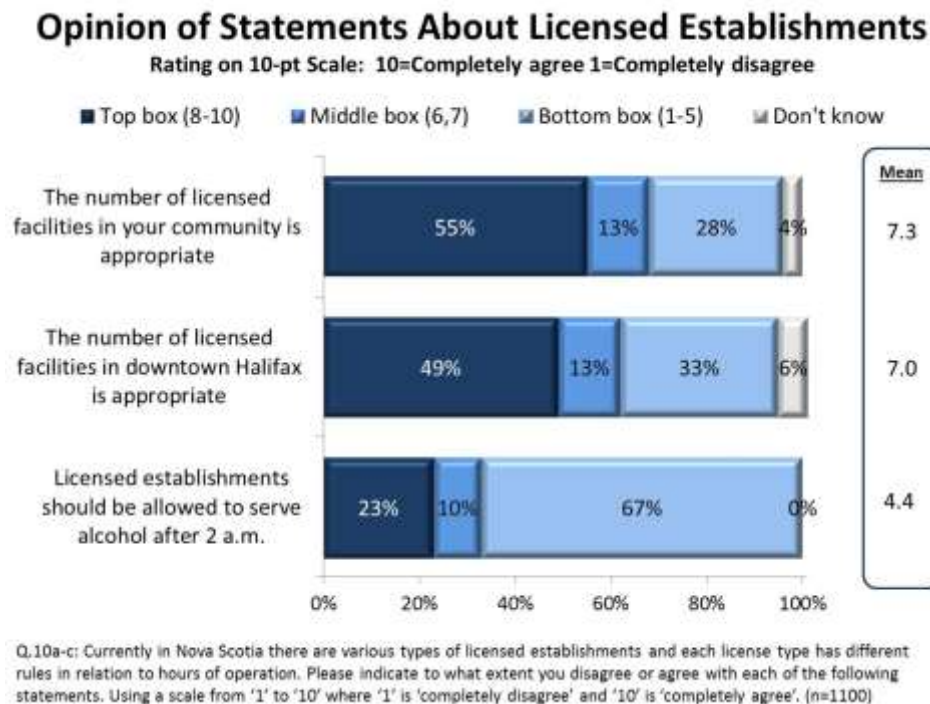
Residents who do not consume alcohol are significantly more likely than those who do to express high concern regarding the proximity of licensed establishments in their community (45% vs. 22%). Moreover, while nearly half (48%) of residents who *never or rarely visit a licensed establishment* report a high level of concern regarding this issue, only two-in-ten of those who visit a licensed establishment at least once a week (19%) or at least once a month (20%) express the same level of concern.

Females, residents with annual household incomes below \$75,000, and those with a high school education or less are more likely than their respective counterparts to express high levels of concern with regards to the proximity of licensed establishments in their community.

Of note, concern regarding the proximity of licensed establishments is statistically consistent across the various communities within the Municipality.



Residents generally believe that the number of licensed facilities within their community and within downtown Halifax is appropriate. Indeed, more than half (55%) of residents offer high levels of agreement (scores 8-10 on a 10 point scale) that the number of licensed facilities within their community is appropriate, while slightly fewer (49%) strongly agree that the number of licensed facilities in downtown Halifax is appropriate. By contrast, less than a quarter (23%) of residents agree that licensed establishments should be allowed to serve alcohol after 2 a.m. In fact, the vast majority disagree that establishments should be allowed to do so. (General Population, Tables 10a-c)



Residents who consume alcohol are more likely than those who do not to offer high levels of agreement that the number of licensed facilities in their community is appropriate (58% vs. 45%) and the number of licensed facilities in downtown Halifax is appropriate (53% vs. 32%). Moreover, residents who drink alcohol are more likely than those who do not to agree that licensed establishments should be allowed to serve alcohol after 2 a.m. (25% vs. 14%). Similarly, residents who visit licensed establishments on a more frequent basis are more likely to offer agreement on each of these factors.

Males are more likely than females to strongly agree that the number of licensed establishments in downtown Halifax is appropriate (52% vs. 45%), and to strongly agree that licensed establishments should be allowed to serve alcohol after 2 a.m. (30% vs. 16%). Comparatively, residents 55 years of age and older are less likely than their younger counterparts to offer agreement on both of the factors.

Of note, in terms of regional differences, residents of Eastern Shore and Cole Harbour/Lawrencetown/Preston are more likely than residents overall to agree that the number of licensed facilities in their communities is appropriate (69% and 68% vs. 55%). Conversely, residents of Eastern Shore are less likely than residents of other regions to agree the number of licensed facilities in downtown Halifax is appropriate. Agreement with regards to whether licensed establishments should be

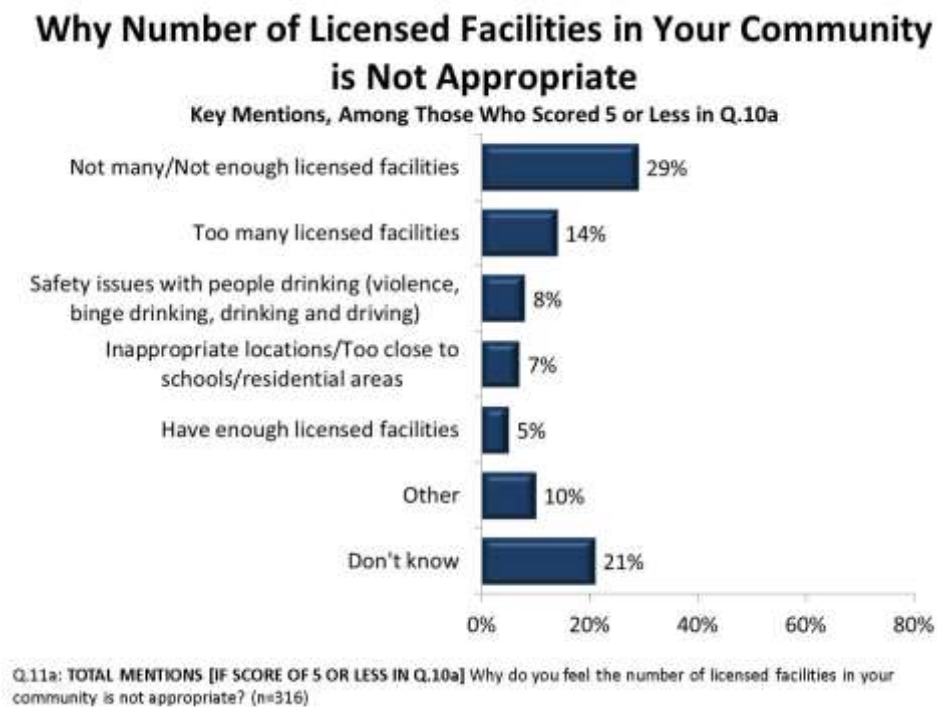


allowed to serve alcohol after 2 a.m. is generally consistent across regions of the Municipality.

For each of the statements previously listed, residents who indicated that they did not agree (scores of 1-5 on a 10 point scale) were asked to indicate, unaided, the reason for their disagreement.

Reasons for Disagreement: # of Licensed Establishments in Community

Among the minority who do not feel that the number of licensed facilities in their community is appropriate (n=316), the most common reason for disagreement is the perception that there are actually **not enough facilities in the area** (29%). Conversely, more than one-in-ten (14%) feel that there are **too many licensed facilities** in their area. Other reasons mentioned by fewer than one-in-ten include safety issues with people drinking, inappropriate locations, and having enough licensed facilities. Of note, two-in-ten were unable to cite the reason for their disagreement. (General Population, Table 11a)



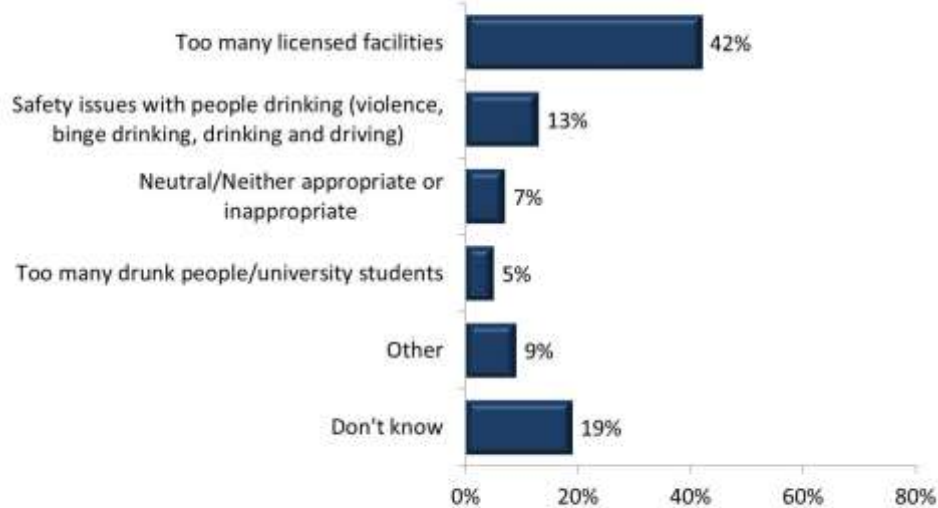
Reasons for Disagreement: # of Licensed Establishments Downtown

Among the minority who do not feel that the number of licensed facilities in downtown Halifax is appropriate (n=357), four-in-ten (42%) indicate that they believe there are **too many facilities in the downtown core**, while more than one-in-ten (13%) believe the number of facilities in downtown Halifax is **not appropriate due to associated safety issues** with drinking. Fewer than one-in-ten indicate alternative reasons including believing the number is neither appropriate nor inappropriate, and there being **too many drunk people / university students**. (General Population, Table 11b)



Why Number of Licensed Facilities in Downtown Halifax is Not Appropriate

Key Mentions, Among Those Who Scored 5 or Less in Q.10b



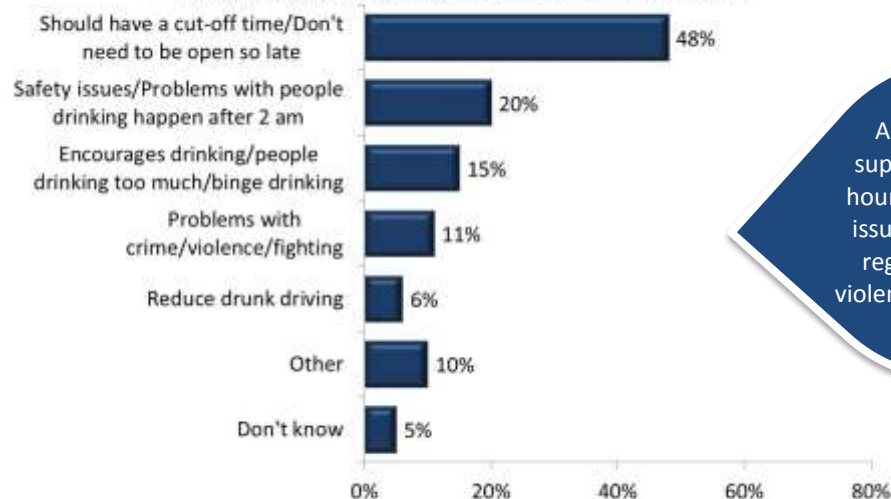
Q.11b: TOTAL MENTIONS [IF SCORE OF 5 OR LESS IN Q.10b] Why do you feel the number of licensed facilities in downtown Halifax is not appropriate? (n=357)

Reasons for Disagreement: Licensed Establishments Serving Alcohol after 2a.m.

Finally, among residents who do not agree that licensed establishments should be allowed to serve alcohol after 2 a.m. (n=500), half (48%) feel that such establishments should **have a cut-off time**. Two-in-ten (20%) believe there are **safety issues** with serving alcohol after 2 a.m., while slightly fewer believe serving alcohol after this time **encourages excessive drinking** (15%) or there being **problems with crime/violence/fighting** (11%). A small few (6%) cite **reducing drunk driving** as a reason why they do not agree to extended hours for serving alcohol. (General Population, Table 11c)

Why Licensed Establishments Should Not be Allowed to Serve Alcohol After 2 a.m.

Key Mentions, Among Those Who Scored 5 or Less in Q.10c



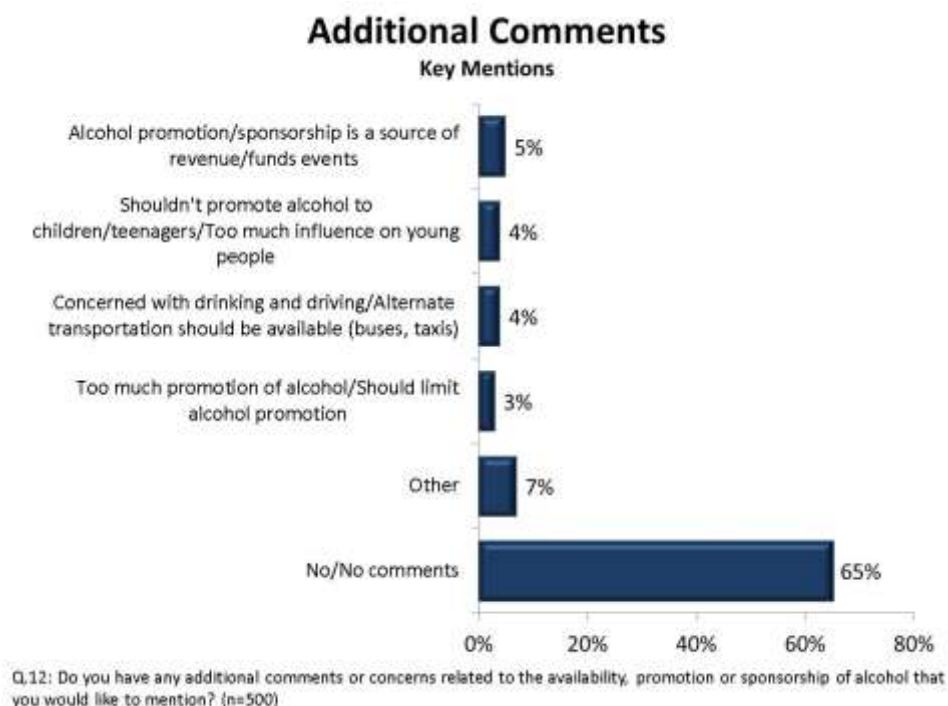
Q.11c: TOTAL MENTIONS [IF SCORE OF 5 OR LESS IN Q.10c] Why do you feel the number of licensed facilities in downtown Halifax is not appropriate? (n=500)

A third do not support extended hours due to safety issues or concerns regarding crime, violence, and fighting



Additional Comments / Concerns





When asked if they had any further comments or concerns related to the availability, promotion or sponsorship of alcohol, no more than five percent offered any specific comment, though suggestions included having ***alcohol promotion/sponsorship as a source of revenue, ensuring alcohol is not promoted to children/teenagers***, expressing concern with ***drinking and driving/ensuring the availability of alternative transportation***, and needing to ***limit alcohol promotion***. (General Population, Table 12)



Demographics

The following table presents the demographic breakdown of respondents based on gender, location within the Municipality, age, and household income.

Demographic Characteristics – General Population Survey

		2015 (n=1,100)	
Gender		Male	48%
		Female	52%
Region		Halifax	35%
		Dartmouth	24%
		Bedford / Sackville / Hammonds Plains	18%
		St. Margaret's Bay / Prospect	9%
		Cole Harbour / Lawrencetown / Preston	7%
		Shubenacadie Lakes / Enfield / Fall River	5%
		Eastern Shore	2%
Age		19 to 24	9%
		25 to 34	21%
		35 to 44	17%
		45 to 54	21%
		55 to 64	16%
		65 years or over	16%
Household Income		Less than \$25,000	9%
		At least \$25,000, but less than \$50,000	17%
		At least \$50,000, but less than \$75,000	19%
		At least \$75,000, but less than \$100,000	15%
		More than \$100,000	27%
		Refused / No Answer	14%

Q.A: Gender?

Q.B/C: In which of the following communities do you live?

Q.F: Which of the following age categories includes your own age?

Q.14: Which of the following categories best describes the total annual income of your entire household last year?



Phase Two: Facility Operators

This section of the report presents the quantitative and qualitative findings for the research conducted with facility operators within the Municipality. Specifically, this section includes the results from the online survey, focus group and in-depth interview.



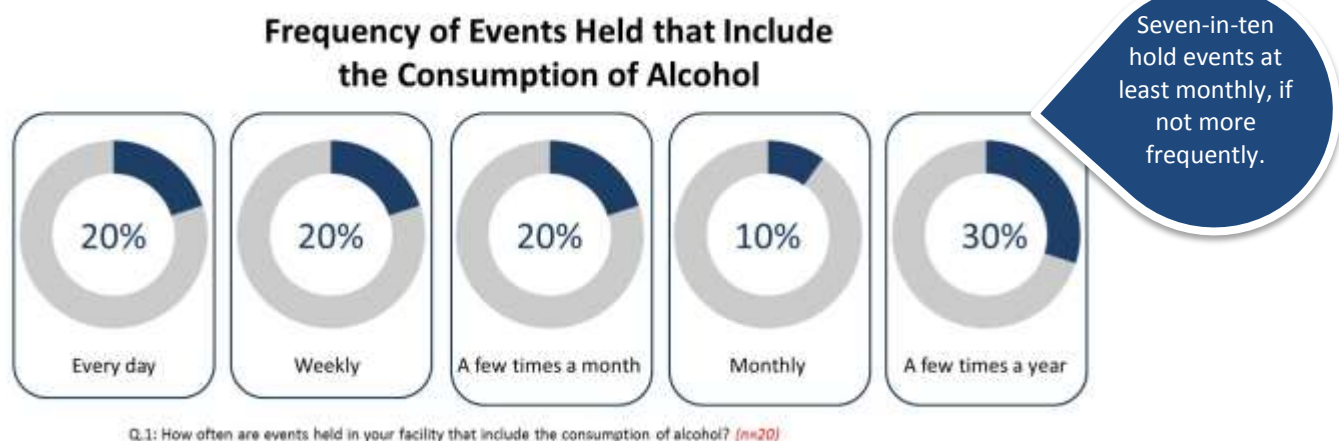
Detailed Analysis – Facility Operators (Online Survey)

As mentioned, an **online survey** was distributed to 30 key stakeholders or third parties who operate facilities owned by the Municipality. Of those, a total of 20 surveys were completed. The following discusses results of the completed surveys.

Frequency of Events Held

Events that include the consumption of alcohol are held on a frequent basis within the municipality, with a clear majority of facility operators holding such events at least monthly.

To better understand facility operators' perceptions regarding the appropriateness of the Municipality's Alcohol Policy, operators were first asked to indicate the frequency that events are held within their facility that includes the consumption of alcohol. Overall, a clear majority of respondents (70%) surveyed indicate that they hold events at their facility on a monthly basis, if not more frequently, with four-in-ten indicating such events happen on a *daily* or *weekly* basis. (Stakeholders, Table 1).



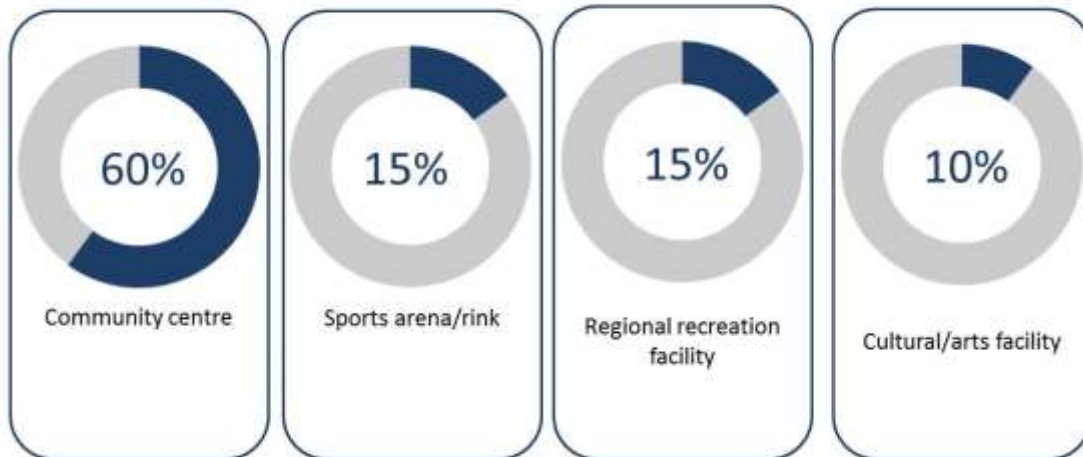
Nature of Facilities

The majority of facility operators surveyed work at a community centre and most also offer children's programs in the same areas where licensed events take place.

Overall, facility operator respondents primarily consisted of *community centre* operators. More than one-in-ten respondents are *sports arena/rink* operators, while the same percentage are *regional recreational facility* operators. Slightly fewer respondents are *cultural/arts facility* operators. (Stakeholders, Table 2)



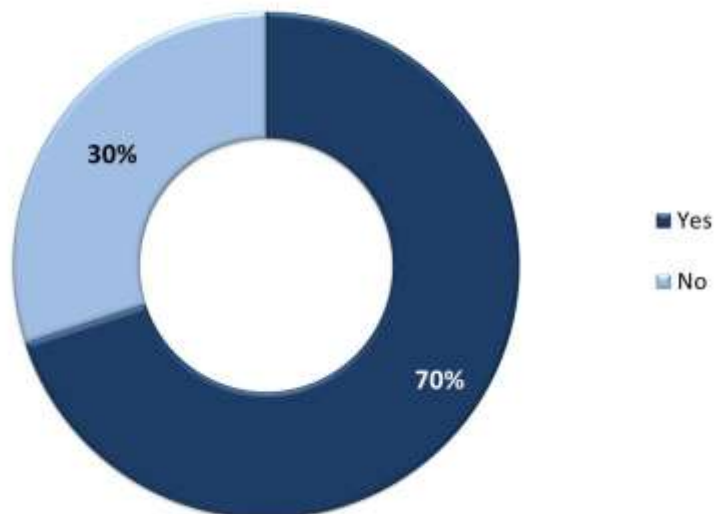
Type of Facility



Q.2: Which of the following best describes your facility? (n=20)

A clear majority of facility operators surveyed report offering children's programs or events in the same area as where their licensed events take place. Conversely, three-in-ten report that they do not offer such programs or events in the same area where licensed events take place. (Stakeholders, Table 3).

Children's Programs or Events Offered in Same Area as Licensed Events



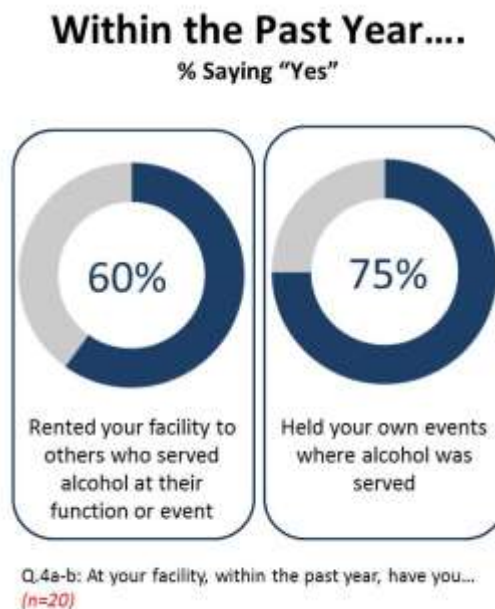
Q.3: Does your facility offer children's programs or events in the same area as where licensed events take place? (n=20)



Events Held

The prevalence of operators holding their own events where alcohol is served and the prevalence of renting out facilities to others for events involving the consumption of alcohol is high.

In order to better understand the nature of events involving the serving of alcohol within Municipal buildings, facility operators were asked if they rented out their facility to others who served alcohol or held their own events where alcohol was served within the past year. Overall, three-quarters of operators indicate they **held their own events** where alcohol was served, while slightly fewer indicated they **rented out their facility to others who served alcohol**. (Stakeholders, Tables 4a-b).



Facility Licensing

While two-thirds of operators surveyed have a permanent license for alcohol, more than half hold events that involve the acquisition of a special occasion alcohol license.

Two-thirds of operators surveyed indicate they have a permanent license to serve alcohol, while just over half reportedly hold events that require a special occasion alcohol license. (Stakeholders, Table 5).

Facility Licenses



Q.5: At your facility, do you... (n=20)

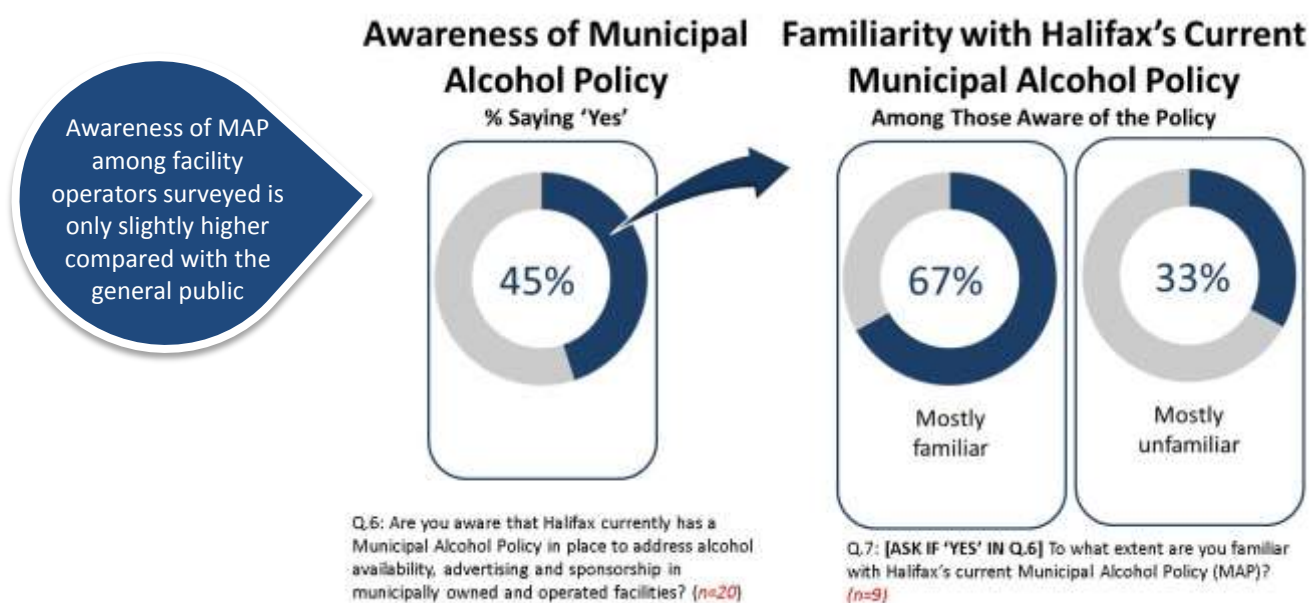


Municipal Alcohol Policy Awareness

Awareness of the Municipal Alcohol Policy is only slightly higher among facility operators compared with the general public. Moreover, of those operators aware, none surveyed were completely familiar with it.

A strong minority (45%) of facility operators are aware of the Municipal Alcohol Policy. That said, it is important to note that awareness of the Policy among the facility operators surveyed is only slightly higher than that of the general population. (Stakeholders, Table 6)

Among those operators aware of the Policy (n=9), most expressed only modest levels of awareness of the Policy. Indeed, no one indicated they were *completely familiar* with the Policy. (Stakeholders, Table 7).



Monitoring and Enforcement Activities

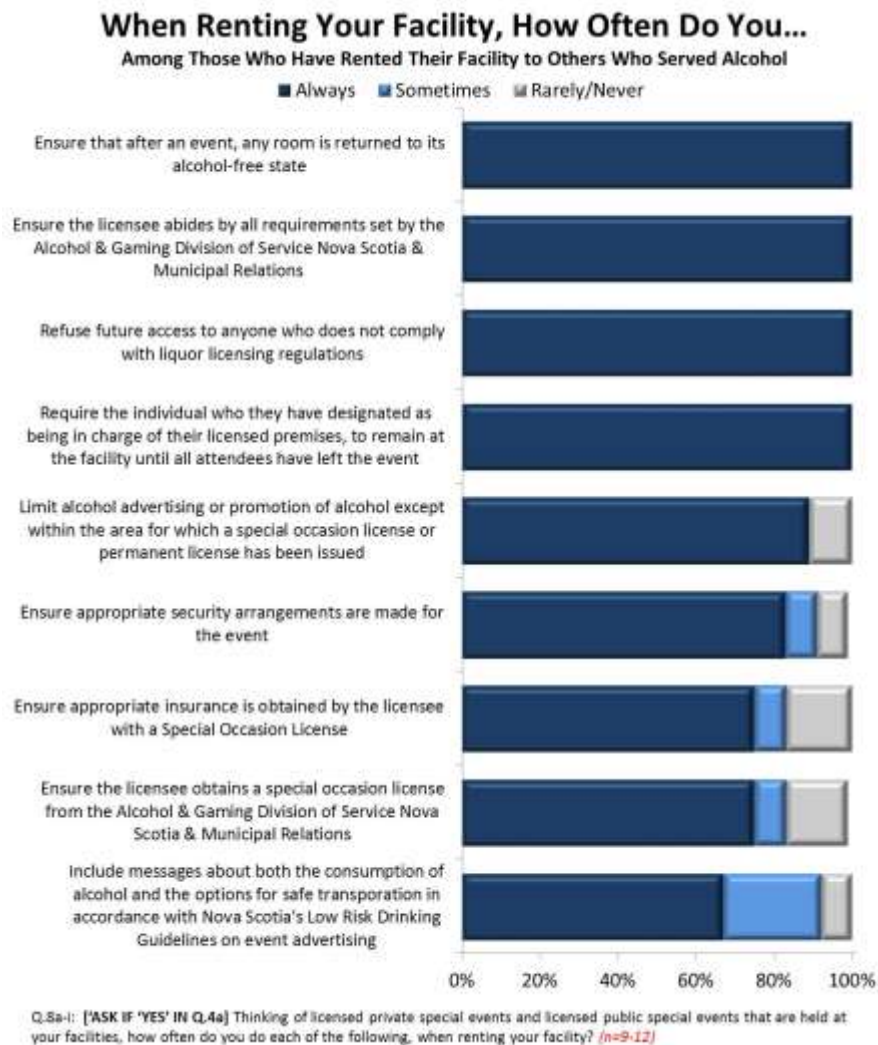
Facility operators surveyed consistently perform a wide variety of activities relating to the monitoring and enforcement for licensed public and private events.

Those who indicated they had rented out their facility within the past year to others who served alcohol at their function or event (n=12) were asked the frequency of which they perform certain activities for licensed public and private events.

All respondents indicated that they always ensure that after an event the room(s) are returned to its alcohol-free state, ensure licensees abide by all requirements set by the Alcohol & Gaming Division, refuse access to anyone who does not comply with liquor licensing regulations, and require individuals designated as being in charge of their licensed premises to remain at the facility until all attendees have left the event. The vast majority of respondents also indicate that they always limit alcohol advertising or promotion of alcohol except within the area for which a special occasion licensee/permanent license has been obtained,



ensure appropriate security arrangements are made for the event, ensure appropriate insurance is obtained by the licensee with a Special Occasion License, and ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division. Moreover, a clear majority also indicates that they always include messages about both the consumption of alcohol and the options for safe transportation in accordance with the Low Risk Drinking Guidelines on event advertising.



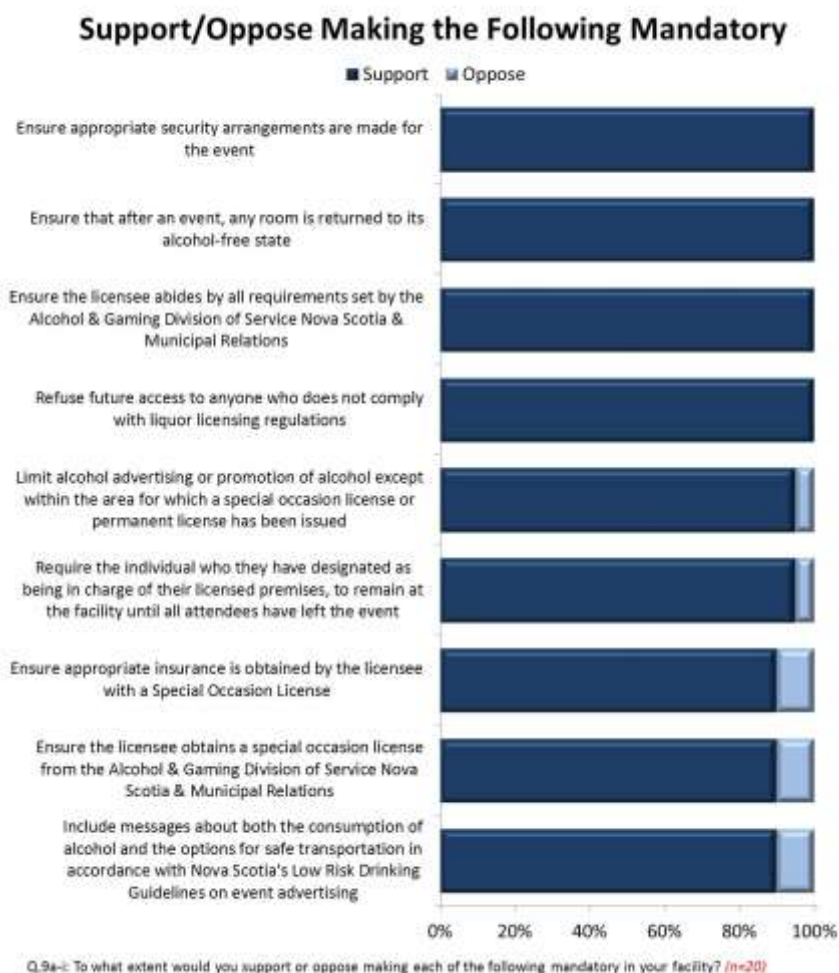
Of note, at least one respondent stated that they *rarely* or *never* ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division, ensure appropriate insurance is obtained by the licensee with a Special Occasion License, ensure appropriate security arrangements are made for the event, include messages about both the consumption of alcohol and the options for safe transportation, or limit alcohol advertising or promotion of alcohol in areas outside of the area for which a special occasion license or permanent license has been issued. (Stakeholders, Tables 8a-i)



Support / Opposition for Mandatory Activities

Facility operators surveyed express a high level of support for making the various activities mandatory, with minimal opposition reported.

To gauge the level of support for making the above mentioned activities enforceable within the Municipal Alcohol Policy, all operators were asked to what extent they would support or oppose making each activity mandatory. Overall, operators surveyed expressed a strong level of support for making each of these activities mandatory, with the vast majority of respondents expressing **complete** support. Indeed, all respondents indicate that they would **completely** or **mostly** support making mandatory the acts of ensuring **appropriate securing arrangements are made**, ensuring that **after an event rooms are returned to an alcohol-free state**, ensuring licensee **abides by all requirements set forth by the Alcohol & Gaming Division** and **refusing access to anyone who does not comply** with the liquor licensing requirements.



Moreover, at least nine-in-ten also **completely** or **mostly** support making mandatory the act of **limiting advertising/promotion of alcohol outside the area** for which a license has been obtained, ensuring the **designated person in charge of the premises remains on-site** until all attendees have left, ensuring **appropriate insurance has been obtained** by licensee with a Special Occasion License, ensuring the **licensee obtains a special occasion license** from the Alcohol & Gaming Division, and including **messages about the safe consumption of alcohol and options for safe transportation**. (Stakeholders, Tables 9a-i)



Opposition to Mandatory Requirements

Notwithstanding the generally positive feedback regarding the possibility of making various activities mandatory for facilities, a small few expressed some level of opposition to the idea of ensuring the licensee obtains a special occasion license, the person in charge of the licensed premise remains at the facility until all attendees of an event have left, appropriate insurance is obtained, messages are included about both the consumption of alcohol and the options for safe transportation, and limiting alcohol advertising or promotion of alcohol expect within the area for which a special occasion license or permanent license has been issued. Indeed, for each of these concepts, between one and two respondents indicated they were *mostly* or *completely* opposed to making these activities mandatory requirements. These stakeholders were subsequently asked to offer commentary regarding their opposition. All comments received are listed below. (Verbatim comments, Stakeholder Questions Q10a, c, e, g, h)

Opposed to making mandatory the requirement of...
Ensure licensee obtains a special occasion license (Q10a)
<ul style="list-style-type: none"> <i>The licensee does not control the sale of alcohol in our facility. It is managed by the licensor and we have a permanent license.</i> <i>We are the licensee and have a special premise license and do not allow special occasion licenses at the venue.</i>
Require individual designated as being in charge of their licensed premises to remain at the facility until all attendees have left the event (Q10c)
<ul style="list-style-type: none"> <i>We have staff who manage the facility and the service of alcohol and they stay until all attendees have left the event. There are only two people identified on our license and it is unrealistic for them to stay at every event.</i>
Ensure appropriate insurance is obtained by licensee with a Special Occasion License (Q10e)
<ul style="list-style-type: none"> <i>We are the licensee. There are no special occasion licenses at the venue.</i> <i>Not sure what they are supposed to be insuring, this is the first time I have heard of insurance re: Special Occasion License and have been getting them for years.</i>
Include messages about both the consumption of alcohol and the options for safe transportation on your event advertising (Q10g)
<ul style="list-style-type: none"> <i>We don't control event advertising as this is handled by the event promoters. The events in our facility are not centered around the sale of alcohol.</i>
Limit alcohol advertising or promotion of alcohol expect within the area for which a special occasion license or permanent license has been issued (Q10h)
<ul style="list-style-type: none"> <i>If the exterior of the facility is included in the above description, then we agree with limiting alcohol advertising. If it is not, then we oppose. This category is a major revenue source for the facility.</i>

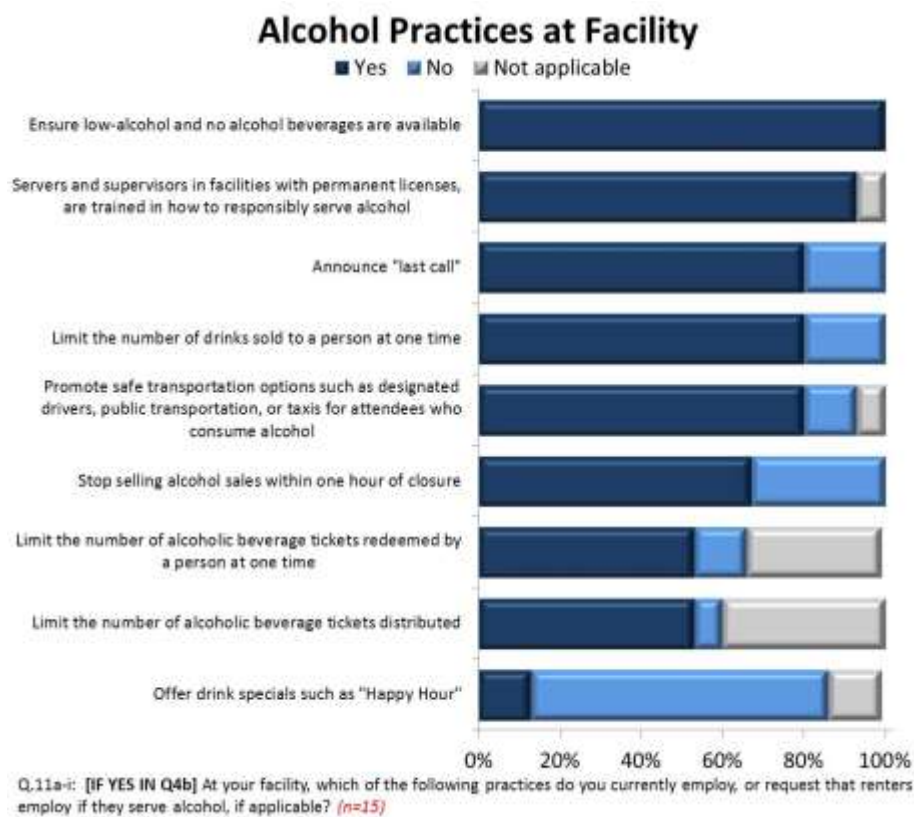


Alcohol Practices at Facility

For each of the alcohol practices under examination, with the exception of offering drink specials, the majority of operators report performing such practices at their facility.

Facility operators that held their own events where alcohol was served (n=15) were asked to indicate, if applicable, whether or not they employ specific practices in relation to the serving of alcohol, or request that renters employ such practices.

All indicate that they ensure low-alcohol and no alcohol beverages are available, and nearly all indicate they have servers and supervisors in facilities with permanent licenses trained in how to responsibly serve alcohol. The vast majority of operators surveyed also indicate they announce 'last call', limit the number of drinks sold to a person at one time, and promote safe transportation options, while slightly fewer indicate they stop selling alcohol sales within one hour of closure, limit the number of alcoholic beverage tickets redeemed by one person at one time, or limit the number of alcoholic beverage tickets distributed. Only two operators surveyed indicated they offer drink specials such as 'Happy Hour'. (Stakeholders, Tables 11a-i).



Detailed Analysis – Facility Operators (Qualitative Research)

In order to better understand online survey results with stakeholders, a focus group (including four stakeholders) and one in-depth interview were conducted. The objective of this qualitative phase was to explore stakeholders' understanding of the Municipal Alcohol Policy, and determine the extent to which existing practices already align with the Municipal Alcohol Policy, and the potential impact of making certain best practice recommendations within the Municipal Alcohol Policy mandatory requirements. The following discusses results of the qualitative research.

Facilities & Events

To start discussions, participants were asked to describe their facilities and the types of events or activities were held there. Results show that facilities vary in their size, offerings and practices, from smaller, community-based facilities to large-scale operations that serve virtually the whole of HRM. In addition to this variety in size and scope of facility, there was also a breadth of types of licenses and events held, with some facilities having their entire premises licensed, while others had both licensed and non-licensed areas.

Participants agreed that there is a high degree of seasonality to their operations, with some running primarily as hockey arenas, and others offering regular community activities, rentals for events, as well as serving communities with outdoor concerts and other types of festivities. In addition, participants noted that some of their events are publicly ticketed while others are open to the public. Clearly, the type of facility has a huge impact on the type of offering. The list shown to the right offers an overview of the types of functions and services held by their facilities.

However, regardless of the type of facility, participants noted the integral function of their facility in the community, and the importance of being able to serve alcohol as a part of that offering to the community. Indeed, the numbers of individuals who are served by each facility were noted to be extremely high (between 50K and 1 million visits per facility per year, not representing unique visits). It is important to note that a variety of ages is served by each facility, depending on the type of event.

For some, their licensed events are exclusively held for those aged 19 and over, while for others, there is a mix of ages when holding events that serve alcohol.

Again pointing to the integral nature of these facilities within the communities they serve, some

<i>Variety of Facility Functions / Services</i>
• <i>Weddings</i>
• <i>Auctions</i>
• <i>Dances</i>
• <i>Outdoor concerts</i>
• <i>Indoor concerts</i>
• <i>Theatrical shows</i>
• <i>Graduations</i>
• <i>Fundraisers</i>
• <i>Dances</i>
• <i>Pre-school children activities</i>
• <i>Boys & Girls Club meetings after school</i>
• <i>Cadets</i>
• <i>Seniors' activities (e.g. pickle ball)</i>
• <i>Community health activities (low intensity exercising; walking club)</i>
• <i>Dance lessons</i>
• <i>Sports: Ball hockey; Hockey, Basketball, Volleyball, Darts</i>



participants indicated that theirs was the only facility in their community where residents could hold a large event such as a wedding reception, hockey event, auction, dance or graduation.

“I’d say, we’re the only place in the local area where you’d have 5-6000 sq. ft. rooms with kitchen facilities and where you could serve alcohol. We could compete with other smaller community centers and fire halls, but this would be the largest one available.”

Municipal Alcohol Policy

When asked if they were aware of the Municipal Alcohol Policy (MAP), most indicated that although they were aware such a policy, they were more familiar with the provincial Alcohol and Gaming Division of Service Nova Scotia as the governing body for the rules and regulations surrounding the serving and advertising of alcohol. That said, some participants indicated that they had heard about the Municipal Alcohol Policy *through* the Alcohol and Gaming Department. Participants also indicated that other sources of information related to the MAP was their insurance company.

In general, participants reportedly did not have an in-depth or detailed knowledge of the contents of the MAP, though there was some desire for increased clarity, pointing to an opportunity to further communicate with facilities as to what the provisions of the policy include. That said, the general sense was that although there was a policy, that existing practices at facilities already fit within the guidelines.

“To be honest we haven’t really looked at it a lot. And we don’t, were not forced to... HRM has never enforced those rules on us as a community center, so not really familiar. We more or less go by rules and regulations of Alcohol and Gaming... I do it because they enforce it.”

“The rules dictated by Alcohol and Gaming are what we follow. Don’t think they are the same as MAP.”

“We have our policies and parallels with the municipality and we want to know what we should be doing and what we shouldn’t.”

When the overarching purpose of the Municipal Alcohol Policy was again shared with participants, there was general agreement that the policy’s goal is sensible, however, there was some discussion regarding the following statement:

HRM is further committed to the health, well-being and safety of its citizens through the reduction of children and youth’s exposure to alcohol promotion and the encouragement of alcohol consumption in accordance with Nova Scotia’s Low Risk Drinking Guidelines, as are in effect on November 13, 2013.

Indeed, participants felt that there is such a degree of exposure to alcohol advertising in many parts of HRM’s communities that aiming to restrict *youth’s exposure to alcohol promotion* was a difficult provision.

“Unless the law steps in and prevents alcohol advertising and puts restrictions as a whole in society, limiting the advertising is really an obvious piece. You’re not going to reduce or prevent youth from



being exposed to alcohol advertising, because it's everywhere. It's on billboards, online, on buses, at bus stops. Kids probably see more exposure to alcohol advertising than we're exposed to as adults. So in my opinion, if you were to restrict advertising in a facility like ours, it would significantly affect budgets. It would be tax payers' money now going into the facility."

Further, this conversation led to discussion surrounding the difficulties of limiting advertising or branded materials within a facility related to a beer or other alcohol company, given that that promotional material is often a way for facilities to successfully operate.

"It affects our little centres more. It would affect our ability to buy pitchers, sponsored cups, equipment... it affects us all even on a small scale right up to the large scale. The money that a small center saves on little things like that is huge."

There was also discussion regarding how, when an agreement is reached with a sponsor, that the provisions of the sponsorship are such that signage will sometimes have an alcohol company's name integrated. In addition, it was felt that the current level of signage in facilities is not detrimental.

"We have pouring rights with Labatt, so it's strictly Labatt products that we sell, so they're obviously trying to brand within the facility. They use us for promotion kind of stuff, signage, table toppers, and pitchers of beer. They're trying to make sure everyone sees their name as often as possible."

"They work well for us, we are a small community center, and we don't have that stuff splattered all over our centre. We have a few things in our upper area where people play darts and stuff. Kids don't generally go up there."

It is important to note that none of the facilities represented in this qualitative phase of research host events that are primarily related to the serving of alcohol. Indeed, there was much discussion related to how the serving of alcohol *enhances* the events held, but is not the *primary reason* for holding an event. Some also indicated that the serving of alcohol at events is becoming less common.

"The way we currently operate works very well. [Serving of alcohol is] not a huge revenue generator for us, it's a service that we provide to the people coming through the building. Our biggest thing is control."



Impact of potential changes

Participants were asked what impact there would be for each of their facilities if the MAP was to be applied to their operations. Each of the aspects to potentially become mandatory were discussed individually.

Generally, the consensus was that all except one of the proposed mandatory practices of MAP are part of normal practice now, and as such, making these provisions mandatory would not have an effect. That said, there were two key areas where participants identified potential issues.

The first potential issue was around the guideline regarding ***including messages about consumption of alcohol and the options for safe transportation on event advertising***. The identified issue here related to the wording of “event advertising”, as again, facility operators indicated that due to the fact that their facilities do not operate primarily as a venue for the consumption of alcohol, including such information on all event advertising would be superfluous. For example, participants raised the fact that a concert poster may not be altered after being submitted by a promoter, such that it would be impossible and also deemed to be unnecessary to add these kinds of messages to event advertising. By contrast, all participants agreed that these types of messages already exist or could easily be added to any advertising or signage related to the sale of alcohol.

The other area that was deemed to be potentially problematic was around the ***definition of returning a room to its “alcohol-free state”***. Discussion ensued regarding what would constitute an alcohol-free state – whether it included the removal of alcohol from the building, or just that it would be returned to a state where alcohol was not *accessible* (e.g. in a locked fridge). The other concern with this wording was around whether “alcohol-free state” would apply to advertising and signage, something that was deemed to be extremely problematic.

Reactions to each of the potential changes are discussed below:

1. Ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations

Reactions to making the above a requirement were varied. Some facilities indicated that they do not offer special occasion licenses to others. However, for those that do, facility operators indicated that those that rent from them already obtain a special occasion license. *The impact of this being mandatory would be negligible or not applicable.*

2. Ensure the licensee abides by all requirements set by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations

Participants consistently indicated that they already abide by all requirements set out by Alcohol and Gaming, such that there would be no impact from this becoming mandatory.



3. Require the individual who they have designated as being in charge of their licensed premises, to remain at the facility until all attendees have left the event

Participants generally indicated that this best practice is already in place as a matter of course in that all operators always ensure that a designated employee stays on premise until the event is over. That said, there was some discussion regarding whether the individual named on the alcohol license is the one that needs to be at the facility, or if the designated manager for that event could be the individual staying until all attendees have left.

"The only part of that that I want to verify is that we have a person or two or three that are on our license, so one of those three might not be in the facility from start to end, but we would have our staff. The name on the license isn't necessarily who stays there or who's in charge that night. You would want to make sure that that individual could be transferrable to whoever is running that event on a particular occasion."

4. Ensure that after an event, any room is returned to its alcohol-free state

As noted, this statement caused more discussion than many of the others, due to the vagueness of the term "alcohol-free state". Indeed, participants wanted clarity on how that term would be defined, particularly if it were to refer to removing signage that refers to alcohol or alcohol companies.

"Would affect us in a financial respect, we have signs in our ball fields. If we had to take down that sign we would lose money. We couldn't take that down every time."

"Are we talking about the physical liquid being accessible versus it physically being within the same four walls but it's locked and not accessible? It would be doable right now because we are controlling the access to the alcohol at all times, but if it was anything else that included equipment, signage, we'd be closed. It's unrealistic."

Further, participants had questions about whether the following would count as "alcohol-free state":

- Having alcohol remain in a fridge (but locked);
- Having signage, advertising, cups, equipment, coolers with mention of an alcohol company remain in the environment; and
- Removing recycling bags that may contain beer cans.

"Alcohol free state has to be defined. The promotional or having that logo out there would be problem. Not trying to exaggerate the impact that it would have on business, but it's important to understand that we're not an alcohol first facility. We're about sporting events or concerts, we're not a beer company. As part of that experience the consumption of alcohol compliments. On the business side, the impact of removing that alcohol would impact the events even coming."



5. Ensure appropriate insurance is obtained by the licensee with a Special Occasion License

All facility operators indicated that appropriate insurance is already obtained. There would not be an impact on facilities if this was to be made mandatory.

6. Ensure appropriate security arrangements are made for the event

Again, participants indicated that this would not mark a significant change if it were to become a mandatory requirement given that they already have security arrangements for their events. That said, there was some discussion regarding how this stipulation would be policed and enforced, and what would constitute “appropriate” in terms of levels of security. Overall, participants indicated that the events they hold are generally small and not requiring a great deal of security.

“It’s already part of what we do, but if it was mandatory it would affect us a little bit having to enforce that.”

7. Include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia’s Low Risk Drinking Guidelines on event advertising

This statement caused perhaps the greatest level of discussion, as noted. Indeed, participants took issue with the wording of “event advertising” particularly, concerned that messages regarding alcohol would be inappropriate given the main aim of concerts or sports events, with alcohol being only a complementary provision.

“Promoters are not going to go for that. Again, were not in alcohol. We’re in entertaining, so to impose this because there’s liquor sales would be unrealistic.”

“Putting a label on a serving cup is fine because that would be like a cigarette pack. But if I had to put messaging about safe drinking on a concert poster, it has no relevance to the actual events. We do our own responsible drinking messaging currently as part of our programs. We’ve taken on our own initiative.”

That said, participants were certainly open to having this type of messaging on signage related specifically to the sale of alcohol, for example, near any bar areas.

“We don’t have anything in place to ensure there is safe transportation and that sort of thing, but it wouldn’t be that big a deal for us because if our staff see somebody that they know has had too much they will call a cab. They have a couple of options.”

“In terms of advertising- we wouldn’t have a problem with it but we would try and do it in conjunction with our beer supplier. If they have a message that they want to promote we would try and do it that way. It’s hard to say what impact it would have on us, but it wouldn’t be huge.”

Others felt it wouldn’t affect their business to a great extent given that they don’t do a large amount of advertising or promotion, and that there are already efforts in place to ensure that safe transportation is provided for events.

“It wouldn’t really impact us because we’re a small community service. One of our events where we have 200 people we provide a shuttle service. It’s New Year’s event so part of the cost of the ticket



you pay to get in would cover your ride home. For our outdoor concerts it's bus service only, there's no parking on site anyway. As far as advertising, I don't think it would affect our events. We do messaging now like don't drink and drive, etc."

8. Limit alcohol advertising or promotion of alcohol except within the area for which a special occasion license or permanent license has been issued

Participants generally concurred that this stipulation would be fine as a mandatory requirement, as long as they were able to maintain advertising and promotion both indoors and out, given that they have signage outdoors that includes mention of their sponsors.

"As long as it's inside and out of the buildings, as in, as long as the entire premises was included."

9. Refuse future access to anyone who does not comply with Liquor Licensing Regulations

This requirement was not deemed to have any effect on current operations given that participants indicated that they already ensure that individuals comply with licensing regulations.

"When somebody rents out our facility, they sign a contract and if they're not complying then we shut the bar down."

Final Comments and Suggestions

At the end of the group discussion, participants were asked to offer any additional comments or suggestions regarding changes to the Municipal Alcohol Policy.

Participants generally agreed that the current way of operating works well for them and that they do not see a need for a change in policy. There was a strong feeling that restrictions on advertising or promotional materials would have a great impact on facilities' operating budgets. This was particularly the case with respect to restrictions on sponsorship. There was an additional mention of a desire to better understand any differences between the Municipal Alcohol Policy and what the Provincial Alcohol and Gaming rules define.



Study Methodology

Phase 1 – General Population

Questionnaire Design and Survey Administration

To access perceptions of the Municipal Alcohol Policy among the general population a random telephone survey was conducted with residents of Halifax Municipality, 19 years of age and older. The survey was designed by CRA, in consultation with staff from the Municipality, and was conducted from January 28th to February 15th, 2015. In total, 1,100 surveys were completed. The average length of time required to complete a survey was 10 minutes. Trained and fully supervised interviewers conducted the interviewing and 10 percent of all interviews were monitored or verified by a field supervisor through call-backs. The sample for this phase was randomly drawn from the general population of residents of Halifax Municipality.

Completion Results

Among all eligible respondents contacted for the general population survey, the response rate was 9.4 percent (calculated as the number of cooperative contacts (1,632) divided by the total number of eligible telephone numbers called (17,347). Following is the final disposition of all telephone numbers called, in a modified Marketing Research & Intelligence Association (MRIA) *Standard Record of Contact Format*.

A. Total Numbers Attempted	22,267
Discontinued Number/Not in Service	4,637
Fax/Modem	264
Non-Residential/Wrong Number	19
B. Eligible Numbers	17,347
Busy	176
Answering Machine	7,691
No Answer	3,188
Scheduled Call Back	475
Mid-Call Back	12
Language Problem	63
C. Total Asked	5,742
Gatekeeper Refusal	364
Mid-Terminate	44
Respondent Refusal	3,553
Never Call List	149
D. Co-operative Contacts	1,632
Complete	1,100
Quota Full	519
Terminated – Not Qualified	13
COMPLETE	1,100



Phase 2 – Facility Operators

To access perceptions of the Municipal Alcohol Policy among facility operators a two-phased methodology was undertaken, namely a quantitative online survey and qualitative research (including a focus group and one in-depth interview).

Questionnaire Design and Survey Administration

To meet research objectives, an online survey was first conducted with facility operators. The survey was designed by CRA, in consultation with staff from the Municipality, and was conducted from February 9th to March 1st, 2015. The sample used for this portion of the study was provided by the Municipality. In total, 30 facility operators were invited to take part in the survey, with 20 surveys being completed. The average length of time required to complete a survey was 8 minutes.

Qualitative Research Sessions

In order to better understand online survey results with stakeholders, a focus group (including four stakeholders) and one in-depth interview were conducted. The objective of this qualitative phase was to explore stakeholders' understanding of the Municipal Alcohol Policy, and determine the extent to which existing practices already align with the Municipal Alcohol Policy, and the potential impact of making certain best practice recommendations within the Municipal Alcohol Policy mandatory requirements.

Qualitative discussions are intended as moderator-directed, informal, non-threatening discussions with participants whose characteristics, habits and attitudes are considered relevant to the topic of discussion. The primary benefits of individual or group qualitative discussions are that they allow for in-depth probing with qualifying participants on behavioural habits, usage patterns, perceptions and attitudes related to the subject matter. This type of discussion allows for flexibility in exploring other areas that may be pertinent to the investigation. Qualitative research allows for more complete understanding of the segment in that the thoughts or feelings are expressed in the participants' "own language" and at their "own levels of passion." Qualitative techniques are used in marketing research as a means of developing insight and direction, rather than collecting quantitatively precise data or absolute measures.



Appendix A:
General Public Survey Questionnaire

General Instructions:

- Interviewer must read each set of instructions for each part of this questionnaire.
- Interviewer must record all responses clearly and verbatim where required.
- Interviewer must avoid paraphrasing or rewording responses.
- N=1,100 [with sampling representative of HRM]

RECORD THE FOLLOWING INFORMATION:

Name of respondent: _____
Telephone #: _____
Postal Code: _____

Hello, my name is _____, and I am with Corporate Research Associates, a public opinion and market research firm. Today we are conducting a brief survey on behalf of the Halifax Regional Municipality on alcohol regulations. We would like to speak with someone in your household who is 19 years of age or older. The survey will take approximately ten minutes to complete. This survey is registered with the national survey registration system. All information collected will be kept confidential and will be used for research purposes only.

Before we begin:

A. Gender: **[BY OBSERVATION]**

- 1 Male
- 2 Female

B. What is your postal code?

C. **[IF REFUSED IN QCRA169]** In which of the following communities do you live? Is it:

READ RESPONSES IN ORDER – MAY STOP READING WHEN ANSWER IS PROVIDED - CODE ONE ONLY

- 1 Halifax
- 2 Dartmouth
- 3 Bedford/Sackville
- 9 Other (**SPECIFY:** _____)

IF “Refused” TO B and C – TERMINATE AND THANK

D. Have I reached you on a cellular phone?

- 1 Yes
- 2 No

E. (If yes in C) Are you in a safe place to talk?

1. Yes **CONTINUE**
2. No **SAY YOU WILL CALL BACK AT A LATER TIME – ARRANGE CALLBACK**

F. Which of the following age categories includes your own age? Are you:

- 1 19-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 and over

VOLUNTEERED

- 7 Under 19 **Thank and terminate**
- 8 Refused **Thank and terminate**

1. To begin, how often, if at all, do you visit licensed establishments? That would be anywhere where alcohol is served. Would you say **[READ IN ORDER – CODE ONE ONLY]**?

- 1 At least weekly
- 2 A few times a month
- 3 Once a month
- 4 A few times a year
- 5 Never / rarely

VOLUNTEERED

- 7 Don't know / no answer

2. In the last six months, have you personally consumed alcohol?

- 1 Yes
- 2 No

VOLUNTEERED

- 8 Don't know/ not sure

ALCOHOL SPONSORSHIP AND PROMOTION

3. Are you aware that Halifax currently has a ***Municipal Alcohol Policy*** in place to address alcohol availability, advertising and sponsorship in municipally owned and operated facilities?

- 1 Yes
- 2 No

VOLUNTEERED

- 9 Don't know/ not sure

Thinking specifically about alcohol availability and event sponsorship...

4. Which of the following two statements comes closest to your opinions on alcohol company sponsorship of sporting and cultural public events? **[READ AND ROTATE]**

- 1 Alcohol sponsorship is worthwhile because it provides important funding of public events; or
- 2 Alcohol sponsorship at public events is inappropriate because it could promote drinking.

VOLUNTEERED

- 8 Neither represents my opinions
- 9 Don't know

5. Using a scale from '1' to '10,' where '1' is 'not at all concerned' and '10' is 'extremely concerned', how concerned are you personally with: **[READ AND ROTATE]**?

- a. The availability of alcohol at licenced public events in your community
- b. Halifax sponsoring public events that are also sponsored by alcohol companies

1	2	3	3	4	5	6	7	8	9	10
Not at all										Extremely
Concerned										Concerned

VOLUNTEERED

98 Don't know

6. And, using a scale from '1' to '10,' where '1' is 'completely oppose' and '10' is 'completely support,' to what extent do you oppose or support **alcohol advertising or promotion** **[READ AND ROTATE]**?

- a. On Halifax-owned and operated facilities such as community arenas or sports fields
- b. On Halifax Transit shelters, buses and park benches
- c. On billboards owned by the Municipality

1	2	3	3	4	5	6	7	8	9	10
Completely										Completely
Oppose										Support

VOLUNTEERED

98 Don't know

7. And, using the same scale, to what extent do you oppose or support ***allowing an alcohol company to sponsor free transit*** during a municipal festival or public event?

1	2	3	3	4	5	6	7	8	9	10
Completely										Completely
Oppose										Support

VOLUNTEERED

99 Don't know

Serve Right Program

8. In some provinces anyone serving alcohol must take training on responsible alcohol service. How important is it to you that all bar staff within permanent licensed establishments in HRM take part in such a program? Use a scale from '1' to '10,' where '1' is 'not at all important' and '10' is 'extremely important'. **INTERVIEWER NOTE: HRM refers to Halifax Regional Municipality.**

1	2	3	3	4	5	6	7	8	9	10
Not at all										Extremely
Important										Important
VOLUNTEERED										
98	Don't know									

Policy Planning

9. When developing new planning strategies, the Municipality gives consideration to the proximity of licensed establishments to schools, daycares or community facilities frequented by children. Currently, how concerned are you with the proximity of licensed establishments in your community? *Using a '1' to '10' scale, '1' is 'not at all concerned' and '10' is 'extremely concerned'.*

1	2	3	3	4	5	6	7	8	9	10
Not at all										Extremely
Concerned										Concerned
VOLUNTEERED										
99	Don't know									

Licensing in Nova Scotia

10. Currently in Nova Scotia there are various types of licensed establishments and each license type has different rules in relation to hours of operation. Please indicate to what extent you disagree or agree with each of following statements. Using a scale from '1' to '10,' where '1' is 'completely disagree' and '10' is 'completely agree'. **[READ AND ROTATE]**?

- The number of licensed facilities in ***your community*** is appropriate
- The number of licensed facilities in ***downtown Halifax*** is appropriate
- Licensed establishments should be allowed to serve alcohol after 2a.m.

1	2	3	3	4	5	6	7	8	9	10
Completely										Completely
Disagree										Agree
VOLUNTEERED										
98	Don't know									

11. **ASK APPROPRIATE QUESTION AFTER Q10a-c (11 a, b and/or c) IF SCORE OF 5 OR LESS IN Q10a, b and/or c:**

- Why do you feel the number of licensed facilities in ***your community*** is not appropriate?
- Why do you feel the number of licensed facilities in ***downtown Halifax*** is not appropriate?

c. Why do you feel that licensed establishments should not be allowed to serve alcohol after 2a.m.?

1 Specify: _____

VOLUNTEERED

8 Don't know

12. Do you have any additional comments or concerns related to the availability, promotion or sponsorship of alcohol that you would like to mention?

1 Specify: _____

2 No / no comments

Demographics

I have a few final questions to help us analyze the data

13. Which of the following best describes your employment status? Are you:

1 Employed full-time

2 Employed part-time

3 Unemployed, but looking for work

4 Unemployed, but not looking for work

5 Student

6 Retired

VOLUNTEERED

7 Refused

8 Other

14. Which of the following categories best describes the total annual income of your entire household last year? [IF NECESSARY: That is, everyone's income combined, before taxes]

1 Less than \$25,000

2 At least \$25,000, but less than \$50,000

3 At least \$50,000, but less than \$75,000

4 At least \$75,000, but less than \$100,000

5 \$100,000 or more

VOLUNTEERED

97 Refused

98 Don't know/No answer

15. Which of the following best describes the highest level of education you have completed?

[READ IF NECESSARY]

1 Less than high school

2 High school

3 Some college/university

4 College/University graduate

- 5 Some graduate work
- 6 Graduate degree
- 7 Other [SPECIFY: _____]

VOLUNTEERED

- 97 Refused/No answer

16. Including yourself, how many people live in your household?

- 6 One
- 7 Two
- 8 Three
- 9 Four
- 10 Five
- 11 Six or more

VOLUNTEERED

- 8 Prefer not to say

This completes the survey. Thank you for your participation.

You may receive a quality control check. My supervisor calls back 10% of all my completed surveys to ensure you were comfortable participating in our study and that I was doing my job properly. May I please confirm your first name and telephone number?

First Name: _____

Telephone Number: _____

Interviewer: _____

Interviewer Certification: I hereby certify that this survey was conducted in the manner in which it was intended and understand that a portion of completed interviews will be verified by a field supervisor.

Interviewer's Signature: _____ Date: _____

Appendix B:

Stakeholder Survey Questionnaire

Invitations sent to HRM Stakeholder list.

As many completes as possible.

Programmer notes appear above the question to which they are referring.

All questions are mandatory unless otherwise stated.

INTRODUCTION

Thank you for completing this questionnaire. This is a short but very important survey being commissioned by the Halifax Regional Municipality, which should take you about 10 minutes or so to complete. Your responses will remain completely anonymous, and no responses will be linked to any individuals.

Your participation is very important, so please complete the survey by February 23rd. Thank you in advance for filling out the survey! To begin the survey, please click the 'next' button.

Programmer notes: Terminate if 'never' (code 7) in Q1.

Categorization

1. How often are events held in your facility that include the consumption of alcohol?

	Select one
Every day	1
Weekly	2
A few times a month	3
Monthly	4
Every few months	5
A few times a year	6
Never	7

2. Which of the following best describes your facility?

	Select one
Fire hall	1
Community centre	2
Sports arena/rink	3
Regional Recreation Facility	4
Other (specify: _____)	5

3. Does your facility offer children's programs or events in the same area as where licensed events take place?

Yes	No
<input type="radio"/>	<input type="radio"/>

4. At your facility, within the past year, have you...

	Yes	No
a. Rented your facility to others who served alcohol at their function or event?	<input type="radio"/>	<input type="radio"/>
b. Held your own events where alcohol was served?	<input type="radio"/>	<input type="radio"/>

5. At your facility, do you...

	Select all that apply
Have a permanent license for alcohol	<input type="radio"/>
Hold events which obtain a special occasion alcohol license	<input type="radio"/>

ALCOHOL SPONSORSHIP AND PROMOTION

6. Are you aware that Halifax currently has a ***Municipal Alcohol Policy*** in place to address alcohol availability, advertising and sponsorship in municipally owned and operated facilities?

	Select one
Yes	1
No	2
Not sure	3

Programmer notes: Skip to intro text if no / not sure in Q6

7. To what extent are you familiar with Halifax's current ***Municipal Alcohol Policy (MAP)***?

	Select one
Completely unfamiliar	1
Mostly unfamiliar	2
Mostly familiar	3
Completely familiar	4

Programmer notes: Show text below on its own screen

As you may or may not know, the overarching purpose of Halifax's **Municipal Alcohol Policy (MAP)** is to provide: *"a safe, secure, and enjoyable environment for patrons, staff, citizens, and visitors by ensuring responsible practices for the use of alcohol in municipally owned and operated facilities and at municipal events. HRM is further committed to the health, well-being and safety of its citizens through the reduction of children and youth's exposure to alcohol promotion and the encouragement of alcohol consumption in accordance with Nova Scotia's Low Risk Drinking Guidelines, as are in effect on November 13, 2013."*

Programmer notes: Ask Q8 if 'yes' in Q4a – rents to others who hold events. Ask 8h only if 'yes' to question 3 (is mixed use)

8. Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

	Always	Sometimes	Rarely	Never
a. Ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Ensure the licensee abides by all requirements set by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Require the individual who they have designated as being in charge of their licensed premises, to remain at the facility until all attendees have left the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Ensure that after an event, any room is returned to its alcohol-free state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Ensure appropriate insurance is obtained by the licensee with a Special Occasion License	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Ensure appropriate security arrangements are made for the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines on event advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Limit alcohol advertising or promotion of alcohol except within the area for which a special occasion license or permanent license has been issued	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Refuse future access to anyone who does not comply with Liquor Licensing Regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programmer notes: Ask all.

9. To what extent would you support or oppose making each of the following mandatory in your facility?

	Completely support	Mostly support	Mostly oppose	Completely oppose
--	--------------------	----------------	---------------	-------------------

a. Ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Ensure the licensee abides by all requirements set by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Require the individual who they have designated as being in charge of their licensed premises, to remain at the facility until all attendees have left the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Ensure that after an event, any room is returned to its alcohol-free state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Ensure appropriate insurance is obtained by the licensee with a Special Occasion License	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Ensure appropriate security arrangements are made for the event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines on event advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Limit alcohol advertising or promotion of alcohol except within the area for which a special occasion license or permanent license has been issued	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Refuse future access to anyone who does not comply with Liquor Licensing Regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programmer notes: for each item in Q9 where 'completely oppose' is selected, ask Q10.

10. Why do you oppose making mandatory the requirement to...

- a. Ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations?

- b. Ensure the licensee abides by all requirements set by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations?

- c. Require the individual who they have designated as being in charge of their licensed premises, to remain at the facility until all attendees have left the event?

- d. Ensure that after an event, any room is returned to its alcohol-free state

- e. Ensure appropriate insurance is obtained by the licensee with a Special Occasion License

- f. Ensure appropriate security arrangements are made for the event?

- g. Include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines on your event advertising?

- h. Limit alcohol advertising or promotion of alcohol except within the area for which a special occasion license or permanent license has been issued?

- i. Refuse future access to anyone who does not comply with Liquor Licensing?

Programmer notes: Ask Q11 if 'yes' in Q4b – holds own events

11. At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

	Yes, employ	No, do not employ	Not applicable
a. Offer drink specials such as "Happy Hour"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Servers and supervisors in facilities with permanent licenses, are trained in how to responsibly serve alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Announce "last call"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Ensure low-alcohol and no alcohol beverages are available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Stop selling alcohol sales within one hour of closure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Limit the number of drinks sold to a person at one time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Limit the number of alcoholic beverage tickets redeemed by a person at one time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Limit the number of alcoholic beverage tickets distributed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- i. Promote safe transportation options such as designated drivers, public transportation, or taxis for attendees who consume alcohol

☐☐☐

12. Corporate Research Associates will be holding focus group discussions to understand opinions on this topic in greater depth. The groups will be held during the last two weeks of February. Would you be interested in taking part?

	Select one
Yes	1
No	2

Programmer notes: Ask Q13 if 'yes' in Q12. All fields are required.

13. Great! Please provide your name, email address and phone number where we can contact you with more details:

Name	
Email	
Phone number	

Thank you for completing this survey.

Appendix C:

General Public Tabular Results

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE A:

Gender: [BY OBSERVATION]

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Male	48	47	47	48	45	49	56	49	49	49	48	45	100	0	44	49	53	51	48	46	43	48	49	50	40	58	46	43	47
Female	52	53	53	52	55	51	44	51	51	51	52	55	0	100	56	51	47	49	52	54	57	52	51	50	60	42	54	57	53
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

TABLE B/C:

In which of the following communities do you live?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Halifax	35	100	0	0	0	0	0	0	0	45	28	33	34	35	41	27	27	26	36	37	52	38	25	34	37	43	32	33	37
Dartmouth	24	0	100	0	0	0	0	0	0	21	24	26	23	24	25	23	24	26	23	23	26	23	24	23	26	18	26	21	28
Bedford/ Sackville/ Hammonds Plains includes: Beaver Bank, Bedford, Bedford/Sackville, Fox Point, Hammonds Plains, Lower Sackville, Lucasville, Middle Sackville, Stillwater Lake, Upper Hammonds Plains	18	0	0	100	0	0	0	0	0	15	23	17	19	18	15	16	25	19	17	19	11	16	23	19	16	15	19	22	16
St Margaret's Bay/ Prospect includes: Bayside, Beechville, Black Point, Boutilliers Point, Brookside, East Dover, Glen Haven, Hacketts Cove, Halibut Bay, Hatchet Lake, Head Of St Margarets Bay, Herring Cove, Hubbert, Hubley, Ketch Harbour, Lakeside, Lewis Lake, McGraths Cove, Portuguese Cove, Prospect Bay, Prospect Village, Sambro, Seabright, Shad Bay, St. Margaret, Tantallon, Terence Bay, Timberlea, Upper Tantallon, West Dover, West Pennant, Whites Lake, Williamswood	9	0	0	0	100	0	0	0	0	5	10	10	8	9	7	13	7	10	9	8	3	10	10	9	6	9	11	6	7
Cole Harbour/ Lawrencetown/ Preston includes: Cole Harbour, Cow Bay, East Lawrencetown, East Preston, Eastern Passage, Head Of Chezzetcook, Lake Echo, Lawrencetown, Mineville, North Preston, Porters Lake, Shearwater, Westphal	7	0	0	0	0	100	0	0	0	7	6	7	7	6	5	9	9	7	9	6	3	7	8	7	6	7	5	10	5
Shubenacadie Lakes/ Enfield/ Fall River includes: Dutch Settlement, Enfield, Fall River, Fletchers Lake, Grand Lake, Hants County, Kinsac, Nine Mile River, Oakfield, Waverley, Wellington, Windsor Junction	5	0	0	0	0	0	100	0	0	5	7	4	6	5	3	9	7	6	5	5	2	4	8	6	5	9	5	6	2
Eastern Shore includes: Elderbank, Head Of Jeddore, Jeddore Oyster Ponds, Lake Charlotte, Meaghers Grant, Middle Musquodoboit, Moser River, Musquodoboit Harbour, Port Dufferin, Red Lake, Sheet Harbour, Tangier, Upper Musquodoboit	2	0	0	0	0	0	0	100	0	1	2	3	2	2	3	3	1	4	1	2	3	3	2	2	4	0	2	1	5
Other	0	0	0	0	0	0	0	0	100	0	1	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE F:

Which of the following age categories includes your own age? Are you:

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION		HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS				
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
19-24	9	14	6	6	5	11	8	8	0	30	0	0	12	7	11	7	8	11	18	6	5	8	11	10	6	18	8	8	5
25-34	21	26	21	18	14	23	19	4	0	70	0	0	19	22	24	23	19	13	15	25	15	17	26	22	18	23	25	18	13
35-44	17	12	20	21	20	16	24	15	50	0	45	0	17	17	12	22	26	9	13	21	8	7	27	18	13	19	18	16	13
45-54	21	18	19	26	23	17	27	22	25	0	55	0	21	20	16	23	29	18	20	22	17	17	25	22	17	18	25	19	16
55-64	16	14	16	18	25	14	10	23	0	0	0	50	16	16	18	14	14	22	18	13	23	24	8	15	22	13	14	20	21
65 and over	16	17	18	11	14	20	13	27	25	0	0	50	15	17	20	11	5	27	16	12	31	26	2	14	24	9	10	19	32
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

TABLE 1:

How often, if at all, do you visit licensed establishments? That would be anywhere where alcohol is served. Would you say...?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
At least weekly	19	23	14	15	19	21	30	4	0	26	19	13	23	15	15	21	27	12	20	20	14	21	20	23	5	100	0	0	0
A few times a month	25	23	28	29	28	16	21	13	25	30	27	18	25	25	21	27	32	13	26	29	20	29	24	28	16	0	61	0	0
Once a month	16	14	17	15	23	15	17	30	0	15	20	12	15	17	15	18	19	13	17	17	14	11	21	17	12	0	39	0	0
A few times a year	22	21	20	26	15	33	26	12	50	19	20	27	20	24	25	25	15	27	23	20	24	21	22	23	19	0	0	100	0
Never/rarely	17	18	21	15	14	13	6	42	25	10	14	29	17	18	24	9	7	33	14	14	27	18	13	9	46	0	0	0	100
Don't know/No answer	0	0	0	0	1	3	0	0	0	0	0	1	1	0	1	0	0	1	0	0	0	1	0	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 2:

In the last six months, have you personally consumed alcohol?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Yes	78	77	76	80	84	79	81	65	100	82	83	69	82	75	70	86	89	65	79	82	69	80	81	100	0	94	85	81	42
No	22	23	24	20	16	21	19	35	0	18	17	31	18	25	30	14	11	35	21	18	31	20	19	0	100	6	15	19	58
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

TABLE 3:

Are you aware that Halifax currently has a Municipal Alcohol Policy in place to address alcohol availability, advertising and sponsorship in municipally owned and operated facilities?

	OVERALL %	COMMUNITY									AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely	
Yes	40	36	43	44	38	38	36	39	49	37	44	37	41	38	35	40	46	37	36	41	34	40	41	41	34	45	41	36	36	
No	59	63	55	53	61	59	64	61	51	62	55	62	57	61	64	59	53	62	62	58	65	59	57	58	64	54	58	62	62	
Don't know/Not sure	1	1	1	2	1	3	0	0	0	1	1	1	2	1	1	1	1	1	2	1	1	1	1	2	1	1	2	2	2	
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192	
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206	

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 4:

Which of the following two statements comes closest to your opinions on alcohol company sponsorship of sporting and cultural public events?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Alcohol sponsorship is worthwhile because it provides important funding of public events	70	62	71	75	75	80	75	69	75	71	72	66	72	68	64	77	80	60	78	70	63	71	72	77	46	78	77	67	48
Alcohol sponsorship at public events is inappropriate because it could promote drinking	26	31	25	22	21	15	25	31	25	22	24	31	22	29	32	20	17	33	21	25	31	24	25	19	50	15	20	28	48
Neither represents my opinions	3	4	3	2	3	4	0	0	0	5	2	2	4	2	2	4	2	3	0	3	3	3	2	3	1	5	3	2	2
Don't know	1	2	1	1	1	1	0	0	0	2	1	1	1	1	2	0	0	4	0	1	3	2	1	1	3	2	0	3	2
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

TABLE 5a:

Using a scale from '1' to '10,' where '1' is 'not at all concerned' and '10' is 'extremely concerned', how concerned are you personally with:

The availability of alcohol at licenced public events in your community

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Extremely concerned	4	4	5	5	5	7	2	0	0	3	3	7	4	5	7	3	2	11	1	4	7	3	5	2	12	1	2	4	13
9	2	3	1	1	1	3	5	0	0	1	2	3	1	3	2	2	2	2	1	2	3	2	2	2	4	2	1	4	4
8	5	5	5	3	7	3	3	8	25	2	4	7	3	6	6	5	2	4	6	4	4	7	3	4	6	2	3	6	8
7	4	5	5	3	2	4	2	8	0	3	3	6	3	5	5	2	2	5	7	3	6	5	2	3	8	3	3	6	6
6	4	4	4	5	2	7	0	11	0	3	5	5	3	5	6	4	4	3	5	8	2	5	4	5	2	5	6	4	4
5	14	17	12	11	15	12	11	4	25	13	12	16	13	14	17	7	9	18	17	11	14	15	12	11	23	9	13	16	17
4	5	5	7	4	3	3	5	0	0	7	4	3	5	5	6	5	3	3	5	5	4	5	5	4	5	7	2	2	2
3	9	11	9	9	10	5	6	11	0	7	12	8	9	10	7	8	13	7	9	10	8	10	10	10	6	10	11	8	7
2	12	10	9	17	9	11	14	16	25	12	12	10	13	10	9	16	17	9	12	13	6	11	14	14	4	11	15	12	3
1 - Not at all concerned	40	36	41	40	45	46	49	38	25	46	41	32	44	36	35	45	46	34	39	42	38	39	41	44	25	55	39	33	34
Don't know	1	1	2	1	1	1	3	4	0	2	1	2	2	1	1	2	0	4	1	1	2	1	1	1	3	1	1	2	3
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	11	12	11	9	13	12	9	8	25	7	10	16	8	13	15	10	5	17	9	10	14	12	10	8	22	5	6	14	24
% Middle Box (6,7)	9	9	10	8	4	11	2	19	0	6	8	11	6	10	11	6	6	8	10	8	14	7	7	7	13	5	8	12	11
% Bottom Box (1 - 5)	79	78	78	82	82	76	86	69	75	86	81	70	83	75	73	82	88	71	81	81	71	80	82	84	62	90	85	71	63
MEAN	3.4	3.6	3.4	3.1	3.2	3.4	2.8	3.2	4.0	2.9	3.2	4.0	3.0	3.7	3.9	2.9	2.6	4.1	3.3	3.2	3.8	3.4	3.2	3.0	4.9	2.5	3.0	3.8	4.5

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 5b:

Using a scale from '1' to '10,' where '1' is 'not at all concerned' and '10' is 'extremely concerned', how concerned are you personally with:

Halifax sponsoring public events that are also sponsored by alcohol companies

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Extremely concerned	5	6	4	5	4	4	2	4	0	4	4	7	4	6	7	3	1	9	1	4	9	3	4	2	13	1	2	6	13
9	2	2	1	1	1	1	3	8	0	1	2	2	2	2	1	0	3	2	0	2	3	2	1	1	3	3	1	3	1
8	4	3	6	4	6	0	2	12	25	3	4	6	2	6	6	4	2	4	5	4	4	6	3	4	5	0	5	4	7
7	6	7	7	2	4	5	5	8	0	3	5	8	6	5	6	4	5	6	10	4	7	7	4	5	9	5	3	7	10
6	3	3	2	2	6	3	2	0	0	2	3	3	3	3	3	3	2	5	2	2	4	3	2	2	4	1	3	3	3
5	12	15	11	12	9	15	13	4	25	9	11	18	12	13	16	9	8	15	16	10	13	13	11	11	18	12	11	15	15
4	6	8	5	6	0	6	9	4	0	7	6	4	5	7	5	6	5	5	4	7	4	6	7	6	7	6	7	7	3
3	8	8	7	8	9	7	13	8	0	9	9	6	8	8	8	7	9	6	5	9	6	8	9	9	4	9	9	8	4
2	11	10	10	16	10	11	11	12	0	11	13	9	11	11	8	14	16	6	12	12	8	11	13	13	6	8	16	9	4
1 - Not at all concerned	42	38	47	42	49	46	41	42	49	50	43	35	47	39	37	48	48	39	41	44	41	39	46	46	29	53	43	38	36
Don't know	1	1	2	1	2	4	0	0	0	2	1	2	1	2	2	1	0	2	2	0	2	1	1	1	3	0	1	2	4
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	11	11	10	11	11	5	6	23	25	8	9	15	8	13	14	7	6	15	6	10	16	11	8	8	21	4	8	13	21
% Middle Box (6,7)	8	10	9	5	10	8	6	8	0	5	8	11	8	8	9	7	6	11	12	6	11	10	6	7	13	7	6	10	14
% Bottom Box (1 - 5)	80	78	79	84	77	83	87	69	75	86	82	72	83	77	75	85	87	71	80	83	72	78	85	84	63	89	86	76	62
MEAN	3.3	3.6	3.2	3.1	3.1	3.0	3.0	3.8	3.8	2.8	3.1	4.0	3.0	3.5	3.8	2.8	2.7	3.9	3.2	3.1	3.8	3.4	3.0	2.9	4.6	2.7	2.9	3.7	4.4

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 6a:

And, using a scale from '1' to '10,' where '1' is 'completely oppose' and '10' is 'completely support,' to what extent do you oppose or support alcohol advertising or promotion...

On Halifax-owned and operated facilities such as community arenas or sports fields

	OVERALL %	COMMUNITY									AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely	
10 - Completely support	17	14	18	18	14	25	28	19	0	19	18	16	22	13	12	25	23	19	15	17	20	16	17	19	11	26	16	13	16	
9	3	2	6	3	4	3	2	4	0	3	4	3	4	3	3	3	4	3	3	4	3	3	4	3	3	5	3	2	2	
8	9	7	8	10	13	9	5	15	25	7	9	10	11	7	8	11	10	8	8	9	7	8	11	9	7	9	9	9	7	
7	8	7	8	10	7	7	5	4	0	10	7	6	8	8	8	6	9	8	10	7	9	8	8	9	2	6	10	8	4	
6	5	5	5	3	7	6	2	4	0	6	5	4	4	6	6	6	4	1	5	6	3	7	4	5	4	6	5	3	5	
5	20	20	21	20	14	24	21	15	0	26	19	16	19	22	23	16	17	19	18	20	17	20	21	20	21	19	21	24	15	
4	6	7	5	5	6	5	8	4	51	7	6	5	5	7	7	4	5	4	12	5	5	6	7	7	5	5	6	9	5	
3	7	9	6	6	11	4	5	8	0	7	7	7	7	7	6	8	9	4	8	8	7	7	8	8	5	9	8	4	7	
2	5	6	3	4	7	4	9	8	0	3	6	7	5	5	5	7	5	5	5	6	5	7	4	5	6	4	8	3	4	
1 - Completely oppose	19	20	19	20	17	14	16	19	25	12	19	26	15	22	23	14	14	29	15	18	24	19	16	14	35	10	14	24	35	
Don't know	0	1	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	0	1	1	0	0	1	0	0	1	1	
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192	
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206	
% Top Box (8,9,10)	29	24	32	31	31	36	35	38	25	28	31	29	37	23	22	39	38	30	26	30	29	27	32	32	21	41	28	25	25	
% Middle Box (6,7)	13	13	13	13	14	12	7	8	0	16	12	10	11	14	14	11	13	9	15	13	12	14	12	14	6	12	15	12	8	
% Bottom Box (1 - 5)	58	63	54	55	55	51	59	54	75	55	57	60	52	63	63	50	50	60	58	56	58	58	56	53	73	47	57	63	65	
MEAN	5.3	5.0	5.6	5.5	5.3	6.0	5.6	5.5	4.3	5.7	5.3	5.0	5.8	4.9	4.9	5.9	5.9	5.1	5.3	5.4	5.2	5.2	5.6	5.7	4.2	6.2	5.4	5.0	4.5	

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 6b:

And, using a scale from '1' to '10,' where '1' is 'completely oppose' and '10' is 'completely support,' to what extent do you oppose or support alcohol advertising or promotion...

On Halifax Transit shelters, buses and park benches

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Completely support	17	15	17	15	16	22	30	23	0	18	16	16	22	12	13	24	20	19	18	16	20	15	17	18	12	25	15	13	16
9	3	2	3	2	5	4	3	7	0	2	4	3	4	3	3	2	4	2	2	4	3	2	4	3	2	5	3	2	1
8	6	6	5	9	7	11	2	4	0	7	6	6	7	5	5	5	9	5	6	6	6	6	7	7	2	9	6	6	2
7	7	6	9	9	10	5	6	4	0	9	7	6	7	8	6	9	9	5	7	8	4	10	7	8	5	8	9	5	7
6	4	4	3	3	1	7	3	4	25	5	4	3	4	3	3	4	4	1	6	4	2	5	4	3	5	4	4	3	4
5	20	19	20	20	24	17	16	15	0	24	21	14	19	20	20	21	20	19	17	21	13	18	23	21	16	17	22	23	12
4	6	8	5	5	1	4	3	8	25	7	4	5	5	6	6	5	5	3	8	5	6	7	5	6	4	4	7	7	3
3	7	8	6	7	10	7	3	0	0	6	7	7	6	8	6	8	6	3	7	8	8	7	7	8	5	6	8	6	6
2	7	9	6	6	3	4	5	16	0	5	7	8	7	7	7	4	9	6	7	7	5	9	6	7	7	8	7	5	7
1 - Completely oppose	23	23	24	24	23	18	27	19	50	15	22	31	19	27	28	18	15	35	20	21	32	21	20	18	42	13	18	28	41
Don't know	1	1	1	0	0	1	2	0	0	1	1	0	0	1	0	0	0	2	1	0	1	1	0	1	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	26	22	25	26	28	36	35	34	0	27	26	25	33	20	21	31	33	26	27	26	29	24	27	29	16	40	24	22	19
% Middle Box (6,7)	11	10	12	12	11	12	10	8	25	14	11	8	11	11	9	13	12	6	13	12	6	14	11	12	10	12	13	8	11
% Bottom Box (1 - 5)	62	67	61	62	61	50	54	58	75	58	62	66	55	68	69	56	54	66	59	62	64	61	62	59	74	48	62	70	69
MEAN	5.0	4.7	5.0	5.0	5.2	5.7	5.5	5.4	3.0	5.5	5.0	4.5	5.5	4.5	4.6	5.6	5.6	4.6	5.2	5.1	4.7	5.0	5.2	5.3	3.8	6.0	5.1	4.6	4.1

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 6c:

And, using a scale from '1' to '10,' where '1' is 'completely oppose' and '10' is 'completely support,' to what extent do you oppose or support alcohol advertising or promotion...

On billboards owned by the Municipality

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Completely support	18	13	19	19	19	26	32	27	0	17	19	18	24	13	14	24	24	20	19	18	21	17	18	20	14	25	17	16	15
9	3	2	6	3	5	3	3	4	0	3	4	3	3	3	3	1	5	2	3	4	3	3	4	4	2	5	4	2	2
8	7	7	7	11	8	8	3	4	25	7	9	6	9	6	6	7	10	7	8	8	5	6	10	8	4	10	8	7	5
7	8	10	6	6	12	9	3	8	0	11	7	7	8	8	8	12	8	7	8	8	5	11	7	10	3	9	9	9	3
6	5	5	4	5	6	5	3	4	25	6	5	4	4	5	7	4	3	2	8	5	5	6	4	5	5	5	4	4	7
5	21	25	20	18	19	24	19	19	0	29	20	15	19	23	22	22	20	18	22	22	12	22	24	21	22	21	24	23	13
4	5	6	6	5	1	4	6	8	0	5	6	4	5	5	5	5	6	3	7	5	5	5	5	6	2	3	7	6	3
3	6	6	8	5	7	4	0	0	0	5	7	6	5	7	5	6	7	3	5	7	6	5	7	5	8	6	6	5	6
2	5	5	5	5	6	1	5	8	0	1	6	8	4	6	5	4	6	5	4	5	6	5	4	5	4	5	5	4	6
1 - Completely oppose	20	21	18	23	17	16	22	19	50	15	17	28	17	23	25	16	11	34	13	19	31	20	15	16	36	10	15	24	38
Don't know	1	0	1	0	0	0	3	0	0	1	0	0	0	1	0	0	0	0	1	1	2	0	0	0	1	0	1	0	1
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	29	22	31	32	32	36	38	34	25	26	33	27	36	22	23	32	39	28	30	29	29	26	32	32	19	40	29	25	22
% Middle Box (6,7)	13	15	10	12	18	15	6	11	25	17	12	11	13	13	14	15	11	9	17	13	10	17	11	15	7	14	13	10	10
% Bottom Box (1 - 5)	58	63	57	56	50	49	53	54	50	56	55	62	51	64	62	52	49	63	52	58	59	57	56	53	73	45	57	62	67
MEAN	5.4	5.0	5.4	5.3	5.7	6.1	5.8	5.7	4.0	5.7	5.6	4.8	5.8	4.9	4.9	5.8	6.1	4.8	5.8	5.4	4.9	5.3	5.6	5.7	4.2	6.3	5.5	5.1	4.3

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 6a-c:

[SUMMARY: TOP 3 BOX] And, using a scale from '1' to '10,' where '1' is 'completely oppose' and '10' is 'completely support,' to what extent do you oppose or support alcohol advertising or promotion:

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
a. On Halifax-owned and operated facilities such as community arenas or sports fields	29	24	32	31	31	36	35	38	25	28	31	29	37	23	22	39	38	30	26	30	29	27	32	32	21	41	28	25	25
b. On Halifax Transit shelters, buses and park benches	26	22	25	26	28	36	35	34	0	27	26	25	33	20	21	31	33	26	27	26	29	24	27	29	16	40	24	22	19
c. On billboards owned by the Municipality	29	22	31	32	32	36	38	34	25	26	33	27	36	22	23	32	39	28	30	29	29	26	32	32	19	40	29	25	22

TABLE 7:

And, using the same scale, to what extent do you oppose or support allowing an alcohol company to sponsor free transit during a municipal festival or public event?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Completely support	50	45	48	52	55	70	52	54	50	56	52	42	54	47	45	59	58	48	56	49	42	49	55	53	41	61	51	46	39
9	8	7	10	8	10	1	9	7	0	9	8	6	8	7	8	9	7	5	7	9	9	9	7	9	3	10	9	6	6
8	9	10	10	8	9	7	10	8	25	9	10	8	10	8	8	9	10	11	8	6	9	10	10	7	6	11	12	5	5
7	5	3	7	6	3	7	3	8	0	3	7	4	4	6	6	5	4	4	6	6	4	5	5	4	4	6	5	4	4
6	3	5	3	2	2	1	2	0	25	4	3	3	3	4	4	2	3	2	4	3	7	2	2	3	3	3	3	3	3
5	10	12	9	8	9	5	7	11	0	9	7	14	10	9	13	5	8	9	9	10	10	11	8	8	15	7	9	10	13
4	2	2	2	1	2	0	3	0	0	1	3	1	2	2	2	1	1	1	2	2	2	1	2	1	3	0	2	2	2
3	2	3	3	0	3	3	0	4	0	2	1	4	2	2	2	1	3	3	2	2	3	3	1	2	3	2	1	4	5
2	2	2	3	3	1	0	2	0	0	1	3	3	2	2	1	2	2	2	0	3	1	4	1	2	2	2	1	3	3
1 - Completely oppose	8	9	6	11	6	7	11	8	0	6	8	11	7	10	11	7	5	14	5	8	12	7	8	6	19	3	6	9	19
Don't know	1	1	0	0	0	0	2	0	0	0	0	1	1	0	0	1	0	0	1	0	2	0	0	0	2	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	67	62	67	69	74	78	71	70	75	73	69	59	70	64	61	76	74	63	74	66	57	67	72	72	50	78	70	65	50
% Middle Box (6,7)	8	9	9	8	5	8	5	8	25	7	9	8	6	10	10	7	7	6	7	9	13	6	8	8	7	9	9	7	7
% Bottom Box (1 - 5)	24	28	23	24	21	14	22	23	0	19	21	32	23	25	29	17	19	30	18	24	28	26	21	19	41	15	20	26	42
MEAN	7.8	7.5	7.8	7.8	8.1	8.6	7.9	8.0	8.5	8.2	7.9	7.2	8.0	7.6	7.4	8.3	8.2	7.3	8.3	7.8	7.3	7.7	8.0	8.1	6.6	8.6	8.0	7.6	6.5

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 8:

In some provinces anyone serving alcohol must take training on responsible alcohol service. How important is it to you that all bar staff within permanent licensed establishments in HRM take part in such a program? Use a scale from '1' to '10,' where '1' is 'not at all important and '10' is 'extremely important'.

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION		HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS				
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Extremely important	62	61	61	64	62	56	66	62	75	60	63	63	55	68	64	51	62	66	55	62	58	63	62	59	73	54	60	65	70
9	7	7	9	5	8	9	3	12	0	4	8	9	7	7	7	10	8	3	9	8	6	10	6	8	5	8	8	7	5
8	13	14	12	12	8	18	7	23	0	17	11	11	15	10	11	17	13	10	10	14	16	11	13	14	9	16	12	12	11
7	6	7	5	4	7	3	13	0	0	6	7	5	8	4	5	7	7	3	8	6	8	5	6	7	4	7	7	5	4
6	2	2	1	2	2	5	5	0	0	2	2	2	2	3	3	1	2	4	2	2	3	3	2	2	3	3	2	1	3
5	5	4	4	7	7	6	5	0	25	7	4	5	6	4	5	9	4	6	9	4	3	4	7	6	3	6	5	6	3
4	1	1	1	1	0	1	0	4	0	1	1	1	1	1	1	0	2	1	1	1	1	1	1	1	0	1	2	0	0
3	1	1	0	1	1	0	0	0	0	0	1	1	1	0	1	1	1	0	2	0	1	0	1	1	0	1	0	1	0
2	1	1	2	2	1	0	0	0	0	1	1	1	2	0	1	1	1	3	1	1	1	1	1	1	0	1	1	1	2
1 - Not at all important	2	2	3	2	2	0	2	0	0	2	3	2	3	1	2	3	2	2	3	2	2	2	2	2	1	3	2	1	1
Don't know	0	0	0	0	2	1	0	0	0	0	0	1	0	0	0	1	0	1	0	0	1	0	0	0	1	0	0	0	1
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	82	81	82	82	78	83	76	96	75	81	81	82	77	85	82	78	82	79	75	84	80	84	80	80	87	78	80	83	85
% Middle Box (6,7)	8	10	6	6	9	8	18	0	0	9	9	7	10	7	8	7	9	8	10	8	11	8	8	9	6	10	9	6	7
% Bottom Box (1 - 5)	10	9	11	12	11	8	6	4	25	10	9	10	13	7	10	14	9	13	15	7	8	8	12	11	6	11	10	11	6
MEAN	8.8	8.8	8.7	8.8	8.8	8.8	8.9	9.2	8.8	8.7	8.8	8.8	8.4	9.1	8.8	8.5	8.8	8.7	8.5	8.9	8.7	8.9	8.7	8.7	9.2	8.5	8.7	8.9	9.0

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 9:

When developing new planning strategies, the Municipality gives consideration to the proximity of licensed establishments to schools, daycares or community facilities frequented by children. Currently, how concerned are you with the proximity of licensed establishments in your community? Using a '1' to '10' scale, '1' is 'not at all concerned' and '10' is 'extremely concerned'.

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Extremely concerned	15	14	15	14	15	20	22	23	25	6	14	25	13	17	18	12	10	28	12	12	19	15	14	11	30	12	9	16	32
9	4	5	4	3	8	0	0	4	25	3	4	6	3	6	6	2	2	3	5	4	7	4	3	3	7	3	4	4	7
8	8	7	7	8	9	5	11	15	0	3	8	11	9	7	7	5	8	7	9	7	6	9	7	8	7	5	7	10	9
7	9	8	11	9	8	8	10	0	0	9	8	9	8	10	9	7	9	6	13	8	8	9	9	9	9	6	11	9	7
6	5	5	7	3	2	12	3	4	0	9	4	3	5	5	5	8	5	2	4	6	5	5	5	6	4	5	5	7	3
5	14	13	13	17	14	10	8	23	49	12	14	16	14	14	12	14	13	17	15	12	10	15	14	14	15	16	16	12	11
4	5	5	5	3	1	8	6	4	0	5	4	4	4	5	5	5	4	4	5	5	5	4	5	2	4	7	2	2	2
3	9	13	6	8	10	5	5	4	0	14	9	4	13	6	8	8	12	6	7	11	8	10	9	10	4	9	10	9	6
2	6	5	9	6	2	7	6	7	0	9	7	3	7	5	7	6	5	7	8	6	4	6	7	7	3	8	8	4	3
1 - Not at all concerned	25	23	23	28	30	25	27	15	0	29	26	19	25	24	22	31	31	21	22	27	27	22	27	17	32	23	26	20	20
Don't know	1	0	1	0	1	0	2	0	0	0	1	0	0	1	0	0	1	0	1	1	1	0	1	0	0	1	0	1	1
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	27	27	25	25	32	25	33	42	51	12	26	42	24	30	31	20	20	37	26	24	31	27	24	22	45	19	20	29	48
% Middle Box (6,7)	14	13	18	12	10	20	13	4	0	18	12	12	13	15	15	15	14	8	18	15	13	14	14	13	11	16	17	10	10
% Bottom Box (1 - 5)	58	60	56	63	57	55	53	54	49	69	61	46	63	54	54	65	66	55	56	60	54	58	61	63	42	69	63	54	42
MEAN	5.0	4.9	5.0	4.7	5.1	5.0	5.2	5.8	7.3	4.0	4.8	6.1	4.7	5.3	5.3	4.4	4.3	5.6	5.1	4.7	5.2	5.1	4.8	4.6	6.4	4.3	4.7	5.1	6.3

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 10a:

Currently in Nova Scotia there are various types of licensed establishments and each license type has different rules in relation to hours of operation. Please indicate to what extent you disagree or agree with each of following statements. Using a scale from '1' to '10,' where '1' is 'completely disagree' and '10' is 'completely agree'.

The number of licensed facilities in your community is appropriate

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Completely agree	35	31	32	36	40	47	37	39	50	37	33	35	34	36	32	39	40	32	39	35	33	34	37	36	32	40	31	42	29
9	5	5	4	3	7	3	6	11	25	5	4	5	5	4	6	5	3	2	8	4	4	6	4	5	4	5	5	4	5
8	16	18	15	14	11	18	10	19	25	17	15	15	15	16	16	16	18	15	15	16	16	17	15	18	9	17	20	12	10
7	9	9	10	10	9	9	8	0	0	11	10	6	11	8	9	10	10	5	11	10	8	9	9	9	8	10	10	7	9
6	4	4	6	3	2	1	5	4	0	4	4	5	4	4	5	2	5	4	3	4	4	3	4	4	3	3	4	5	4
5	15	15	16	16	13	12	17	11	0	16	15	15	16	14	15	13	13	17	14	15	14	17	14	15	16	15	16	16	12
4	2	2	4	1	3	1	5	4	0	2	3	2	2	2	3	4	1	4	1	2	2	2	3	2	4	1	2	2	4
3	2	2	2	3	3	1	0	4	0	1	3	2	2	2	1	5	2	3	2	2	3	2	2	2	2	1	3	2	2
2	2	3	2	3	2	0	5	4	0	2	3	2	2	2	4	1	2	5	2	2	3	2	3	2	4	1	2	3	4
1 - Completely disagree	6	7	5	6	6	5	6	4	0	5	5	7	5	6	8	3	3	12	2	5	6	5	6	4	13	4	4	4	15
Don't know	4	5	3	4	4	1	2	0	0	1	3	6	3	4	2	4	2	2	2	4	6	3	2	3	6	3	3	3	6
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	55	54	52	54	58	68	52	69	100	59	53	55	54	56	54	59	61	49	62	56	53	57	56	58	45	62	56	58	43
% Middle Box (6,7)	13	13	16	14	11	10	13	4	0	15	14	10	14	12	14	12	15	9	14	14	13	13	14	14	11	13	14	12	13
% Bottom Box (1 - 5)	28	28	29	29	27	20	33	27	0	25	30	28	28	28	31	25	22	40	22	26	28	28	28	25	38	22	27	27	37
MEAN	7.3	7.2	7.2	7.3	7.5	8.0	7.2	7.6	9.3	7.5	7.2	7.3	7.3	7.3	7.1	7.6	7.7	6.6	7.8	7.4	7.2	7.4	7.4	7.5	6.6	7.8	7.4	7.6	6.5

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 10b:

Currently in Nova Scotia there are various types of licensed establishments and each license type has different rules in relation to hours of operation. Please indicate to what extent you disagree or agree with each of following statements. Using a scale from '1' to '10,' where '1' is 'completely disagree' and '10' is 'completely agree'.

The number of licensed facilities in downtown Halifax is appropriate

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Completely agree	29	29	24	33	36	30	37	19	0	34	30	24	30	29	25	38	35	22	35	30	25	29	31	32	21	41	29	31	16
9	4	6	3	4	4	0	5	0	0	4	4	4	5	3	3	6	4	2	4	5	5	4	4	5	1	7	5	3	1
8	15	15	15	16	16	19	17	12	0	17	16	13	17	14	16	9	19	12	14	17	12	16	16	17	10	18	19	11	8
7	8	7	10	9	7	7	6	16	0	7	9	8	9	8	9	9	9	7	8	9	7	7	10	9	5	6	10	7	8
6	4	3	4	8	3	4	3	7	25	3	6	4	4	5	5	5	5	5	4	5	2	5	6	5	3	5	4	5	5
5	18	18	23	14	16	17	14	15	25	18	17	20	17	19	18	18	16	18	19	18	18	22	16	17	23	14	17	21	22
4	3	3	3	1	2	5	3	0	0	4	2	3	2	4	3	3	3	2	3	3	4	3	3	3	4	2	4	3	2
3	3	3	3	1	3	1	6	0	0	3	3	3	3	3	3	3	2	4	3	2	3	2	4	2	5	0	4	5	2
2	2	3	3	2	2	3	0	4	0	3	2	3	2	3	3	2	1	4	2	2	5	2	2	2	5	2	2	2	4
1 - Completely disagree	6	7	7	4	6	5	5	8	0	5	5	8	5	7	10	2	3	17	2	5	13	3	5	4	14	3	4	7	15
Don't know	6	6	4	8	5	8	3	19	51	2	6	10	5	7	4	5	4	7	6	5	7	7	5	5	10	2	4	5	15
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	49	49	42	53	56	50	59	31	0	55	50	41	52	45	45	53	58	36	53	52	42	50	51	53	32	66	53	45	25
% Middle Box (6,7)	13	10	15	17	10	11	10	23	25	10	16	12	13	13	14	15	13	12	12	13	8	12	15	14	8	11	14	12	13
% Bottom Box (1 - 5)	33	35	39	23	29	32	29	27	25	33	28	37	30	35	37	28	25	45	29	30	42	32	29	28	50	21	30	38	46
MEAN	7.0	6.9	6.6	7.5	7.3	7.1	7.4	6.6	5.5	7.2	7.2	6.6	7.2	6.8	6.6	7.5	7.6	5.9	7.4	7.2	6.3	7.2	7.2	7.3	5.8	7.9	7.2	6.8	5.6

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 10c:

Currently in Nova Scotia there are various types of licensed establishments and each license type has different rules in relation to hours of operation. Please indicate to what extent you disagree or agree with each of following statements. Using a scale from '1' to '10,' where '1' is 'completely disagree' and '10' is 'completely agree'.

Licensed establishments should be allowed to serve alcohol after 2a.m.

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
10 - Completely agree	13	12	16	13	9	20	13	19	0	17	12	11	19	8	13	17	13	14	14	13	13	13	14	15	9	21	11	12	14
9	2	3	3	1	2	1	2	4	0	3	2	1	3	2	1	2	3	1	3	2	1	3	3	3	1	4	2	2	3
8	7	10	5	5	8	5	11	0	0	11	7	4	8	6	8	9	6	5	10	7	7	7	8	8	4	13	7	7	2
7	6	9	6	5	6	1	5	0	25	9	8	3	6	6	6	7	8	4	4	7	4	5	8	7	3	10	7	3	3
6	3	4	5	1	4	4	3	4	0	5	2	3	4	3	3	3	4	1	4	4	6	2	4	3	3	5	4	0	5
5	12	12	11	14	15	12	11	15	25	14	15	8	14	11	13	14	12	10	16	12	11	12	14	14	7	13	14	13	7
4	5	7	5	5	4	4	6	4	0	6	5	5	4	7	5	6	6	3	6	6	6	7	4	6	3	4	6	7	2
3	7	7	9	8	6	8	3	0	0	10	7	5	6	9	5	9	10	5	8	8	6	6	8	8	6	7	9	6	7
2	10	7	11	11	17	10	11	19	0	8	11	12	9	11	11	10	10	11	12	9	7	12	11	10	12	9	11	11	8
1 - Completely disagree	32	31	29	35	29	34	35	35	50	17	30	48	27	36	34	23	29	46	23	30	38	35	27	26	52	15	29	38	48
Don't know	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206
% Top Box (8,9,10)	23	24	24	20	19	26	26	23	0	31	22	17	30	16	23	28	22	20	27	23	21	22	24	25	14	37	20	20	19
% Middle Box (6,7)	10	12	10	6	10	5	8	4	25	14	10	6	10	10	9	9	12	5	8	12	9	7	12	11	7	15	11	4	8
% Bottom Box (1 - 5)	67	63	66	74	71	68	66	73	75	55	68	77	60	73	68	62	67	75	65	65	68	71	64	64	79	47	69	75	72
MEAN	4.4	4.5	4.5	4.0	4.1	4.4	4.3	4.2	3.5	5.4	4.4	3.4	5.0	3.8	4.3	4.9	4.4	3.7	4.7	4.5	4.1	4.1	4.6	4.7	3.1	5.8	4.3	3.9	3.6

NOTE: 'Don't know' responses are not included in the mean calculation

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 10a-c:

[SUMMARY: TOP 3 BOX] Currently in Nova Scotia there are various types of licensed establishments and each license type has different rules in relation to hours of operation. Please indicate to what extent you disagree or agree with each of following statements. Using a scale from '1' to '10,' where '1' is 'completely disagree and '10' is 'completely agree'.

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
a. The number of licensed facilities in your community is appropriate	55	54	52	54	58	68	52	69	100	59	53	55	54	56	54	59	61	49	62	56	53	57	56	58	45	62	56	58	43
b. The number of licensed facilities in downtown Halifax is appropriate	49	49	42	53	56	50	59	31	0	55	50	41	52	45	45	53	58	36	53	52	42	50	51	53	32	66	53	45	25
c. Licensed establishments should be allowed to serve alcohol after 2a.m.	23	24	24	20	19	26	26	23	0	31	22	17	30	16	23	28	22	20	27	23	21	22	24	25	14	37	20	20	19

TABLE 11a: TOTAL MENTIONS

[IF SCORE OF 5 OR LESS IN Q10A] Why do you feel the number of licensed facilities in your community is not appropriate?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Not many/Not enough licensed facilities	29	13	25	39	55	46	57	44	0	23	37	25	30	28	24	37	43	26	29	30	17	29	35	36	12	42	39	25	9
Too many licensed facilities	14	16	15	12	8	13	10	14	0	9	11	21	9	18	17	12	9	22	11	11	30	13	8	10	23	4	9	19	24
Safety issues with people drinking (violence, binge drinking, drinking and driving)	8	13	7	2	7	0	9	14	0	9	6	10	8	8	12	7	1	14	7	5	12	7	7	5	14	0	9	8	12
Inappropriate locations/Too close to schools/residential areas	7	9	12	2	0	0	5	0	0	6	10	4	6	8	7	8	7	6	7	7	4	8	8	5	10	4	5	8	10
Have enough licensed facilities	5	4	7	5	4	7	0	0	0	7	4	4	6	3	3	9	3	7	5	4	4	4	5	6	2	6	8	1	1
Neutral/Neither appropriate or inappropriate	4	7	7	2	0	0	0	0	0	5	5	2	5	3	1	5	6	0	8	6	5	3	5	5	4	3	6	4	2
I don't drink/believe in drinking	3	5	1	3	0	7	0	0	0	4	2	3	1	5	6	0	1	9	0	1	3	2	3	0	9	0	0	2	11
Not regulated properly/Risk of underage drinking	2	3	3	0	0	0	0	0	0	2	2	2	1	3	3	2	0	4	2	1	0	2	3	1	5	2	1	0	5
Don't have a problem with the number of licensed facilities	2	1	1	5	4	0	0	0	0	0	3	2	2	1	1	0	5	1	0	2	2	2	1	2	0	6	1	1	1
Bars/Clubs too clustered/close together/Should be spread out more	1	2	1	0	0	0	0	0	0	0	1	2	1	0	0	0	1	0	2	1	3	0	1	1	1	2	0	1	1
Other	10	10	13	7	11	0	14	14	0	11	11	9	13	8	10	14	11	6	15	11	9	5	14	12	6	12	8	10	14
Don't know	21	26	16	26	11	27	5	15	0	31	14	21	20	22	23	8	15	16	19	23	16	28	16	19	26	22	16	24	25
WEIGHTED SAMPLE SIZE (#)	308	108	77	58	25	14	20	7	0	84	123	101	148	159	147	41	66	76	47	176	56	105	139	216	91	46	124	66	72
UNWEIGHTED SAMPLE SIZE (#)	316	110	79	60	27	14	19	7	0	56	141	119	147	169	148	43	70	77	48	182	65	110	134	227	89	44	128	68	76

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 11b: TOTAL MENTIONS

[IF SCORE OF 5 OR LESS IN Q10B] Why do you feel the number of licensed facilities in downtown Halifax is not appropriate?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Too many licensed facilities	42	41	39	49	41	45	39	58	0	41	40	45	39	44	46	35	46	45	32	43	39	43	44	40	46	26	44	47	41
Safety issues with people drinking (violence, binge drinking, drinking and driving)	13	17	12	4	7	8	28	29	0	11	10	18	8	17	15	10	14	13	11	14	18	13	12	11	18	6	9	17	20
Neutral/Neither appropriate or inappropriate	7	6	6	8	14	5	11	14	0	7	10	5	7	7	3	10	10	5	10	8	5	7	8	7	7	2	10	8	5
Too many drunk people/university students	5	4	3	6	3	8	5	16	0	7	3	4	4	5	3	8	8	2	5	6	3	6	5	6	3	6	4	5	4
Don't have a problem with the number of licensed facilities	4	3	2	5	10	0	12	0	0	5	5	2	4	3	1	5	3	4	9	2	1	4	5	4	3	2	3	3	6
Too accessible/Encourages people to drink	3	4	4	4	0	0	0	14	0	2	3	5	2	4	6	2	0	3	1	4	7	3	2	1	7	5	1	5	5
Not familiar with downtown Halifax/Don't go downtown often	2	1	3	8	0	4	0	0	0	4	2	2	2	2	2	9	0	1	5	2	4	1	3	2	3	5	0	4	3
Bars/Clubs too clustered/close together/Should be spread out more	2	2	2	8	0	0	0	0	0	2	4	1	2	3	2	4	2	1	5	2	2	2	3	2	3	2	1	5	1
I don't drink/believe in drinking	2	3	1	4	0	4	0	0	0	0	2	4	2	3	3	0	2	3	0	3	2	3	2	0	6	0	0	2	7
Have enough licensed facilities	2	2	2	2	3	4	0	0	0	0	1	5	1	3	1	6	1	3	3	2	3	2	2	3	1	4	2	1	3
Not many/Not enough licensed facilities	1	1	1	0	0	0	5	0	0	3	0	1	3	0	1	0	0	0	1	2	0	2	0	1	1	5	2	0	0
Not regulated properly/Risk of underage drinking	1	1	1	0	3	0	0	0	0	1	1	1	0	2	0	0	2	1	0	2	1	1	1	1	1	2	1	1	1
Inappropriate locations/Too close to schools/residential areas	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	0	0	0	0	1	0	0	0	0	1	0	0
Other	9	9	9	12	7	8	6	0	0	12	11	5	15	4	9	8	11	8	12	9	12	5	10	12	4	17	8	10	6
Don't know	19	19	21	6	21	30	17	14	100	19	21	17	19	18	20	17	12	19	21	19	17	21	17	21	14	29	22	17	10
WEIGHTED SAMPLE SIZE (#)	359	136	103	46	28	23	17	7	1	109	116	133	157	202	179	45	75	85	64	200	84	122	144	239	120	43	135	91	89
UNWEIGHTED SAMPLE SIZE (#)	357	128	107	47	29	22	16	7	1	69	133	155	150	207	178	46	72	86	63	197	90	123	135	236	121	38	130	94	95

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 11c: TOTAL MENTIONS

[IF SCORE OF 5 OR LESS IN Q10C] Why do you feel that licensed establishments should not be allowed to serve alcohol after 2a.m.?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Should have a cut-off time/Don't need to be open so late	48	42	51	49	54	67	36	33	100	43	46	52	42	52	43	42	52	49	50	46	41	50	47	48	48	43	48	51	45
Safety issues/Problems with people drinking happen after 2 am	20	22	18	25	7	17	27	26	49	19	20	21	21	20	18	27	23	12	27	22	19	22	20	21	20	24	22	21	16
Encourages drinking/People drinking too much/Binge drinking	15	13	13	22	9	10	22	17	0	7	17	17	17	13	18	14	14	16	10	16	23	13	13	14	17	9	11	18	23
Problems with crime/violence/fighting	11	13	8	6	11	20	14	8	49	13	11	10	11	11	9	3	16	11	8	12	7	14	10	11	9	18	9	11	8
Reduce drunk driving	6	8	6	4	5	10	0	17	0	5	8	6	6	6	8	5	2	15	1	5	8	6	5	5	11	5	5	6	10
Reduce loud/rowdy behaviour	2	3	2	1	2	0	5	0	0	3	2	2	2	2	2	1	2	1	6	1	2	2	2	2	1	5	2	1	2
Lack of transportation/No buses running	1	1	2	1	2	0	0	0	0	1	1	2	1	2	1	3	1	3	0	1	2	2	0	2	0	0	2	1	1
Other	10	8	13	6	19	7	9	16	0	16	9	7	12	8	10	12	10	8	6	11	12	9	10	11	7	14	10	7	10
Don't know	5	5	7	4	5	0	4	0	0	7	6	2	5	4	6	3	3	6	8	3	2	3	7	4	7	3	7	2	4
WEIGHTED SAMPLE SIZE (#)	484	169	107	106	40	28	20	11	2	115	177	193	215	270	222	66	128	94	95	284	87	193	198	360	124	65	201	117	98
UNWEIGHTED SAMPLE SIZE (#)	500	173	114	110	41	27	21	12	2	72	204	224	222	278	227	67	131	94	99	295	99	204	190	373	127	65	203	122	106

Random 500 coded

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 12: TOTAL MENTIONS

Do you have any additional comments or concerns related to the availability, promotion or sponsorship of alcohol that you would like to mention?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Alcohol promotion/sponsorship is a source of revenue/funds events	5	2	3	9	11	6	11	0	0	1	5	7	5	4	4	3	7	5	5	5	4	7	4	5	4	3	6	4	6
Shouldn't promote alcohol to children/teenagers/Too much influence on young people	4	3	3	2	7	10	7	19	0	1	4	6	4	5	3	4	5	3	5	4	3	5	4	3	7	5	2	4	9
Concerned with drinking and driving/Alternate transportation should be available (buses, taxis)	4	3	4	6	6	0	0	0	100	3	4	4	2	5	5	1	2	8	3	3	1	4	5	3	6	1	5	2	8
Too much promotion of alcohol/Should limit alcohol promotion	3	5	2	1	2	0	7	10	0	1	1	7	2	4	4	0	1	4	6	2	5	4	2	2	6	1	1	5	7
Need better regulations/monitoring	2	2	3	2	0	0	3	0	0	0	3	4	3	1	3	0	2	4	3	1	5	2	1	2	4	1	1	3	5
Have no problems if it is monitored/regulated	2	1	2	3	4	3	0	0	0	0	3	3	4	0	2	6	1	2	4	2	1	3	2	2	2	4	3	0	1
Don't like drinking/drinking establishments/Wish people would drink less	2	4	1	0	0	0	7	0	0	3	1	3	2	2	3	0	1	5	1	2	5	1	2	1	5	3	1	2	5
People are responsible for their drinking/People should drink responsibly	2	1	2	3	2	6	0	0	0	2	3	1	2	2	1	1	3	2	0	2	2	1	3	2	1	1	3	3	1
Alcohol should be available in grocery/convenience stores	2	3	1	1	2	3	0	0	0	1	2	2	3	0	1	7	1	0	3	2	1	3	1	2	0	6	1	1	0
Should educate children/teenagers on responsible drinking	1	2	2	1	2	0	0	0	0	1	3	0	2	1	1	1	2	0	1	2	2	1	1	2	1	1	3	0	1
Alcohol regulation is too strict	1	3	1	1	0	0	0	0	0	1	1	1	1	1	1	2	2	0	1	2	1	2	2	2	1	5	1	0	0
Bartenders should be better able to cut people off/People should be cut off	1	2	1	2	0	0	0	0	0	0	2	2	2	1	2	0	1	2	1	1	1	2	1	1	2	1	2	1	2
Other	7	9	8	6	2	6	7	10	0	5	7	9	9	5	8	7	6	9	6	8	13	7	6	7	7	3	9	7	8
No/No comments	65	65	68	65	63	65	64	60	0	80	64	55	62	69	64	69	68	62	65	66	60	62	70	66	63	69	65	73	54
WEIGHTED SAMPLE SIZE (#)	496	177	126	84	43	29	26	9	1	141	180	175	246	250	231	67	134	86	102	300	89	182	217	375	121	99	198	98	97
UNWEIGHTED SAMPLE SIZE (#)	500	173	129	88	46	28	25	10	1	90	208	202	242	258	225	67	138	87	106	299	93	187	213	373	127	90	201	102	103

Random 500 coded

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 13:

Which of the following best describes your employment status? Are you:

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Employed full-time	58	54	56	64	60	59	68	50	75	73	77	23	63	53	47	69	80	40	45	68	42	50	71	63	39	70	66	49	38
Employed part-time	8	9	10	6	5	8	3	4	0	8	9	7	6	9	10	9	5	9	9	7	8	7	9	8	9	7	8	8	8
Unemployed, but looking for work	2	1	2	3	3	3	2	4	0	3	2	1	3	1	3	2	0	2	4	1	2	1	2	2	1	1	2	3	2
Unemployed, but not looking for work	3	2	4	1	3	4	3	4	0	2	5	2	1	4	4	3	1	6	2	2	3	1	4	2	5	0	3	4	4
Student	4	7	4	4	1	0	5	0	0	13	1	0	4	5	6	0	3	4	14	2	2	3	7	4	4	6	4	6	3
Retired	23	23	23	20	24	25	17	39	25	0	4	65	19	26	29	16	9	37	23	18	40	36	6	18	38	13	16	28	41
Other	1	1	1	1	4	1	0	0	0	1	2	2	2	1	2	2	1	1	3	1	1	2	1	1	2	1	1	3	1
Refused	1	1	0	0	0	0	2	0	0	1	1	0	1	1	0	0	0	1	0	0	0	0	0	0	2	1	1	0	2
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

TABLE 14:

Which of the following categories best describes the total annual income of your entire household last year?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Less than \$25,000	9	13	10	3	5	4	2	12	0	10	5	11	8	9	20	0	0	21	9	5	28	6	3	6	19	5	5	11	18
At least \$25,000, but less than \$50,000	17	20	15	17	13	15	11	15	25	20	11	19	14	18	38	0	0	27	17	14	24	19	12	15	22	14	13	18	25
At least \$50,000, but less than \$75,000	19	18	22	16	19	16	11	35	0	20	15	21	18	19	43	0	0	17	22	18	18	23	17	19	19	16	20	20	16
At least \$75,000, but less than \$100,000	15	12	14	13	22	20	25	19	25	15	18	12	15	14	0	100	0	8	14	17	8	15	18	16	9	17	16	17	8
\$100,000 or more	27	21	28	38	22	37	37	15	0	24	40	16	31	24	0	0	100	11	24	34	6	24	40	31	14	40	34	19	11
Don't know/No answer	2	4	1	2	2	1	2	0	0	6	0	1	3	2	0	0	0	3	4	1	2	2	2	1	5	0	2	2	5
Refused	12	12	11	10	17	8	13	4	49	5	10	19	11	12	0	0	0	13	9	10	14	11	9	11	12	9	10	12	16
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 15:

Which of the following best describes the highest level of education you have completed?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
Less than high school	3	3	1	3	6	4	0	8	25	1	1	7	4	2	5	0	0	18	0	0	4	4	2	2	7	0	1	4	11
High school	14	10	18	14	15	16	19	23	0	13	11	19	14	14	20	10	7	82	0	0	18	14	13	12	21	11	10	18	22
Some college/university	16	15	16	17	16	22	18	7	50	18	14	18	17	16	18	15	13	0	84	0	17	18	16	17	16	16	20	14	
College/University graduate	43	41	44	46	46	46	47	31	0	47	50	32	43	43	40	50	47	0	0	71	37	41	48	45	35	47	40	34	
Some graduate work	3	5	3	1	4	4	2	4	0	4	3	3	3	3	4	4	4	0	16	0	2	5	3	3	6	4	0	1	
Graduate degree	17	23	16	16	12	7	13	23	25	16	20	16	16	19	12	20	29	0	0	29	20	17	17	18	15	18	20	16	14
Other	1	1	1	0	0	1	2	4	0	0	0	2	1	0	1	2	1	0	0	0	1	1	0	1	0	1	1	2	
Refused/No answer	1	3	1	1	1	0	0	0	0	2	1	2	1	2	0	0	0	0	0	0	1	0	0	1	2	2	1	1	2
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

TABLE 16:

Including yourself, how many people live in your household?

	OVERALL %	COMMUNITY								AGE			GENDER		HOUSEHOLD INCOME			EDUCATION			HOUSEHOLD COMPOSITION			DRINK ALCOHOL?		VISITED LICENSED ESTABLISHMENTS			
		Halifax	Dartmouth	Bedford/ Sackville/ Hammonds Plains	St Margaret's Bay/ Prospect	Cole Harbour/ Lawrencetown/ Preston	Shubenacadie Lakes/ Enfield/ Fall River	Eastern Shore	Other	19-34	35-54	55+	M	F	< \$75k	\$75k- < \$100k	\$100k+	H.S. or less	Some P.S.	Grad P.S.	Single	Two	3 or more	Yes	No	At least weekly	Monthly or more often	A few times a year	Never/ Rarely
One	18	27	20	10	7	9	6	23	0	12	12	30	16	20	29	9	4	23	17	17	100	0	0	16	25	13	15	20	28
Two	35	38	33	30	40	35	27	42	25	29	23	54	35	34	38	36	30	36	39	33	0	100	0	35	32	38	33	33	36
Three	16	10	19	19	19	25	22	12	0	23	19	8	16	17	13	17	22	16	14	18	0	0	36	17	14	16	19	18	10
Four	20	14	16	29	23	23	27	23	75	20	33	5	21	18	14	24	31	17	17	22	0	0	43	21	16	22	16	15	
Five	6	6	6	5	8	8	10	0	0	9	9	0	7	6	3	9	9	5	7	7	0	0	14	7	5	7	6	7	5
Six or more	3	2	5	5	2	0	6	0	0	6	3	1	3	4	3	5	3	2	6	3	0	0	7	3	5	2	3	5	2
Prefer not to say	2	2	2	2	1	0	2	0	0	3	2	2	2	2	0	0	0	1	0	1	0	0	0	2	3	1	2	1	3
WEIGHTED SAMPLE SIZE (#)	1100	385	262	201	94	72	59	24	4	331	414	355	525	575	481	164	302	189	217	668	197	380	501	859	241	208	454	241	192
UNWEIGHTED SAMPLE SIZE (#)	1100	371	271	205	96	69	58	26	4	211	474	415	513	587	470	162	307	193	215	665	209	387	484	851	249	192	451	246	206

Appendix D:

Stakeholder Tabular Results

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 1:

How often are events held in your facility that include the consumption of alcohol?

	OVERALL %
Every day	20
Weekly	20
A few times a month	20
Monthly	10
A few times a year	30
SAMPLE SIZE (#)	20

TABLE 2:

Which of the following best describes your facility?

	OVERALL %
Community centre	60
Sports arena/rink	15
Regional recreation facility	15
Cultural/arts facility	10
SAMPLE SIZE (#)	20

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 3:

Does your facility offer children's programs or events in the same area as where licensed events take place?

	OVERALL %
Yes	70
No	30
SAMPLE SIZE (#)	20

TABLE 4a:

At your facility, within the past year, have you...

Rented your facility to others who served alcohol at their function or event?

	OVERALL %
Yes	60
No	40
SAMPLE SIZE (#)	20

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 4b:

At your facility, within the past year, have you...

Held your own events where alcohol was served?

	OVERALL %
Yes	75
No	25
SAMPLE SIZE (#)	20

TABLE 5: TOTAL MENTIONS

At your facility, do you...

	OVERALL %
Have a permanent license for alcohol	65
Hold events which obtain a special occasion alcohol license	55
SAMPLE SIZE (#)	20

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 6:

Are you aware that Halifax currently has a Municipal Alcohol Policy in place to address alcohol availability, advertising and sponsorship in municipally owned and operated facilities?

	OVERALL %
Yes	45
No	40
Not sure	15
SAMPLE SIZE (#)	20

TABLE 7:

[ASK IF 'YES' IN Q6] To what extent are you familiar with Halifax's current Municipal Alcohol Policy (MAP)?

	OVERALL %
Mostly familiar	67
Mostly unfamiliar	33
SAMPLE SIZE (#)	9
% FAMILIAR	67

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 8a:

[ASK IF 'YES' IN Q4A] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations

	OVERALL %
Always	75
Sometimes	8
Rarely	8
Never	8
SAMPLE SIZE (#)	12

TABLE 8b:

[ASK IF 'YES' IN Q4A] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Ensure the licensee abides by all requirements set by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations

	OVERALL %
Always	100
SAMPLE SIZE (#)	12

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 8c:

[ASK IF 'YES' IN Q4A] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Require the individual who they have designated as being in charge of their licensed premises, to remain at the facility until all attendees have left the event

	OVERALL %
Always	100
SAMPLE SIZE (#)	12

TABLE 8d:

[ASK IF 'YES' IN Q4A] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Ensure that after an event, any room is returned to its alcohol-free state

	OVERALL %
Always	100
SAMPLE SIZE (#)	12

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 8e:

[ASK IF 'YES' IN Q4A] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Ensure appropriate insurance is obtained by the licensee with a Special Occasion License

	OVERALL %
Always	75
Sometimes	8
Never	17
SAMPLE SIZE (#)	12

TABLE 8f:

[ASK IF 'YES' IN Q4A] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Ensure appropriate security arrangements are made for the event

	OVERALL %
Always	83
Sometimes	8
Rarely	8
SAMPLE SIZE (#)	12

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 8g:

[ASK IF 'YES' IN Q4A] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines on event advertising

	OVERALL %
Always	67
Sometimes	25
Never	8
SAMPLE SIZE (#)	12

TABLE 8h:

[ASK IF 'YES' IN Q3] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Limit alcohol advertising or promotion of alcohol except within the area for which a special occasion license or permanent license has been issued

	OVERALL %
Always	89
Never	11
SAMPLE SIZE (#)	9

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 8i:

[ASK IF 'YES' IN Q4A] Thinking of licensed private special events and licensed public special events that are held at your facilities, how often do you do each of the following, when renting your facility?

Refuse future access to anyone who does not comply with Liquor Licensing Regulations

	OVERALL %
Always	100
SAMPLE SIZE (#)	12

TABLE 9a:

To what extent would you support or oppose making each of the following mandatory in your facility?

Ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations

	OVERALL %
Completely support	85
Mostly support	5
Completely oppose	10
SAMPLE SIZE (#)	20
% SUPPORT	90

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 9b:

To what extent would you support or oppose making each of the following mandatory in your facility?

Ensure the licensee abides by all requirements set by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations

	OVERALL %
Completely support	95
Mostly support	5
SAMPLE SIZE (#)	20
% SUPPORT	100

TABLE 9c:

To what extent would you support or oppose making each of the following mandatory in your facility?

Require the individual who they have designated as being in charge of their licensed premises, to remain at the facility until all attendees have left the event

	OVERALL %
Completely support	95
Completely oppose	5
SAMPLE SIZE (#)	20
% SUPPORT	95

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 9d:

To what extent would you support or oppose making each of the following mandatory in your facility?

Ensure that after an event, any room is returned to its alcohol-free state

	OVERALL %
Completely support	100
SAMPLE SIZE (#)	20
% SUPPORT	100

TABLE 9e:

To what extent would you support or oppose making each of the following mandatory in your facility?

Ensure appropriate insurance is obtained by the licensee with a Special Occasion License

	OVERALL %
Completely support	85
Mostly support	5
Completely oppose	10
SAMPLE SIZE (#)	20
% SUPPORT	90

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 9f:

To what extent would you support or oppose making each of the following mandatory in your facility?

Ensure appropriate security arrangements are made for the event

	OVERALL %
Completely support	95
Mostly support	5
SAMPLE SIZE (#)	20
% SUPPORT	100

TABLE 9g:

To what extent would you support or oppose making each of the following mandatory in your facility?

Include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines on event advertising

	OVERALL %
Completely support	80
Mostly support	10
Mostly oppose	5
Completely oppose	5
SAMPLE SIZE (#)	20
% SUPPORT	90

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 9h:

To what extent would you support or oppose making each of the following mandatory in your facility?

Limit alcohol advertising or promotion of alcohol except within the area for which a special occasion license or permanent license has been issued

	OVERALL %
Completely support	75
Mostly support	20
Completely oppose	5
SAMPLE SIZE (#)	20
% SUPPORT	95

TABLE 9i:

To what extent would you support or oppose making each of the following mandatory in your facility?

Refuse future access to anyone who does not comply with Liquor Licensing Regulations

	OVERALL %
Completely support	95
Mostly support	5
SAMPLE SIZE (#)	20
% SUPPORT	100

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 10a: TOTAL MENTIONS

Why do you oppose making mandatory the requirement to...

Ensure the licensee obtains a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations?

	OVERALL %
Licensee does not control the sale of alcohol at venue/facility	50
Do not allow Special Occasion Licenses at venue	50
Have a Special Premise License	50
SAMPLE SIZE (#)	2

TABLE 10c: TOTAL MENTIONS

Why do you oppose making mandatory the requirement to...

Require the individual who they have designated as being in charge of their licensed premises, to remain at the facility until all attendees have left the event?

	OVERALL %
Have staff that stay until all attendees have left event/facility	100
SAMPLE SIZE (#)	1

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 10e: TOTAL MENTIONS

Why do you oppose making mandatory the requirement to...

Ensure appropriate insurance is obtained by the licensee with a Special Occasion License?

	OVERALL %
Not aware of insurance for Special Occasion License	50
Do not allow Special Occasion Licenses at venue	50
We are the licensee	50
SAMPLE SIZE (#)	2

TABLE 10g: TOTAL MENTIONS

Why do you oppose making mandatory the requirement to...

Include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines on your event advertising?

	OVERALL %
Events at our facility are not centered on the sale of alcohol	100
Advertising is handled by event promoters/We don't control event advertising	100
SAMPLE SIZE (#)	1

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 10h: TOTAL MENTIONS

Why do you oppose making mandatory the requirement to...

Limit alcohol advertising or promotion of alcohol except within the area for which a special occasion license or permanent license has been issued?

	OVERALL %
Major revenue source for the facility	100
SAMPLE SIZE (#)	1

TABLE 11a:

[ASK IF 'YES' IN Q4B] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Offer drink specials such as “Happy Hour”

	OVERALL %
Yes, employ	13
No, do not employ	73
Not applicable	13
SAMPLE SIZE (#)	15

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 11b:

At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Servers and supervisors in facilities with permanent licenses, are trained in how to responsibly serve alcohol

	OVERALL %
Yes, employ	93
Not applicable	7
SAMPLE SIZE (#)	15

TABLE 11c:

[ASK IF 'YES' IN Q4B] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Announce “last call”

	OVERALL %
Yes, employ	80
No, do not employ	20
SAMPLE SIZE (#)	15

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 11d:

[ASK IF 'YES' IN Q4B] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Ensure low-alcohol and no alcohol beverages are available

	OVERALL %
Yes, employ	100
SAMPLE SIZE (#)	15

TABLE 11e:

[ASK IF 'YES' IN Q4B] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Stop selling alcohol sales within one hour of closure

	OVERALL %
Yes, employ	67
No, do not employ	33
SAMPLE SIZE (#)	15

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 11f:

[ASK IF 'YES' IN Q4B] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Limit the number of drinks sold to a person at one time

	OVERALL %
Yes, employ	80
No, do not employ	20
SAMPLE SIZE (#)	15

TABLE 11g:

[ASK IF 'YES' IN Q4B] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Limit the number of alcoholic beverage tickets redeemed by a person at one time

	OVERALL %
Yes, employ	53
No, do not employ	13
Not applicable	33
SAMPLE SIZE (#)	15

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 11h:

[ASK IF 'YES' IN Q4B] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Limit the number of alcoholic beverage tickets distributed

	OVERALL %
Yes, employ	53
No, do not employ	7
Not applicable	40
SAMPLE SIZE (#)	15

TABLE 11i:

[ASK IF 'YES' IN Q4B] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

Promote safe transportation options such as designated drivers, public transportation, or taxis for attendees who consume alcohol

	OVERALL %
Yes, employ	80
No, do not employ	13
Not applicable	7
SAMPLE SIZE (#)	15

HALIFAX REGIONAL MUNICIPALITY

2015 Municipal Alcohol Policy Public Consultation Study

TABLE 11a-i:

[% YES] At your facility, which of the following practices do you currently employ, , or request that renters employ if they serve alcohol, if applicable?

	OVERALL %
a. Offer drink specials such as “Happy Hour”	13
b. Servers and supervisors in facilities with permanent licenses, are trained in how to responsibly serve alcohol	93
c. Announce “last call”	80
d. Ensure low-alcohol and no alcohol beverages are available	100
e. Stop selling alcohol sales within one hour of closure	67
f. Limit the number of drinks sold to a person at one time	80
g. Limit the number of alcoholic beverage tickets redeemed by a person at one time	53
h. Limit the number of alcoholic beverage tickets distributed	53
i. Promote safe transportation options such as designated drivers, public transportation, or taxis for attendees who consume alcohol	80