

Community Input Survey – Results & Analysis

Survey Accuracy

- To achieve a 95% confidence level with a +/-5% margin of error would have required a sample size of 337 responses. We ended up with a sample size of 885 responses and therefore achieved a confidence level of 99% with a +/-3.6% margin of error.
- This means that if you were to conduct this survey 100 times, the results of 99 of those surveys would fall within 3.6% of the results of this survey.

Breakdown of Responses

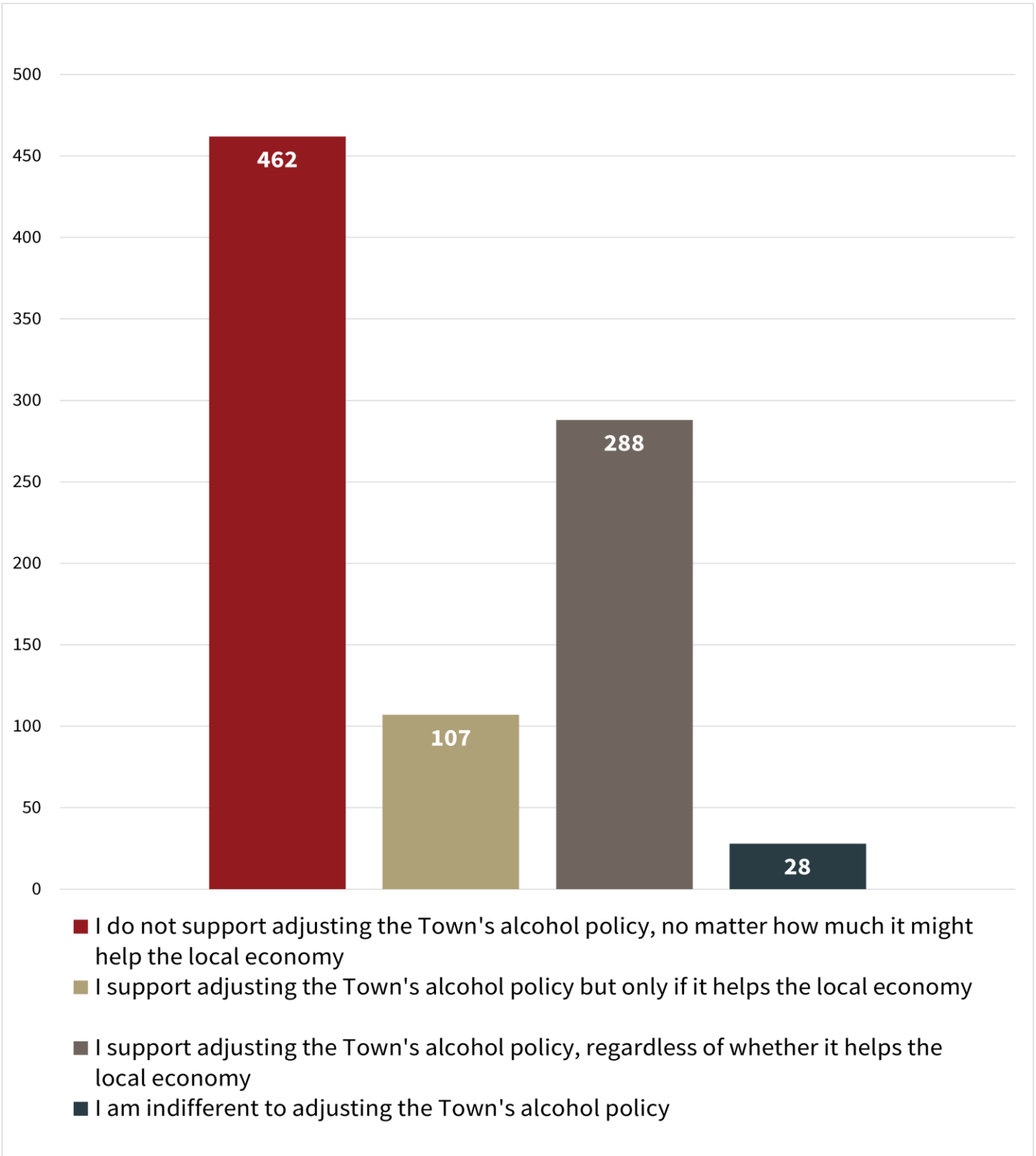
- Online responses: 762
- Paper responses: 142
- Non-resident responses: 19
- Total responses: $762+143-19 = 885$

Demographic Breakdown of Online Participants

- 8.1% of respondents were between the ages of 18-24
- 22.2% of respondents were between the ages of 25-35
- 30.9% of respondents were between the ages of 36-50
- 23.3% of respondents were 51-65 years old
- 14% of respondents were 66-80 years old
- 1% of respondents were 80 years and older

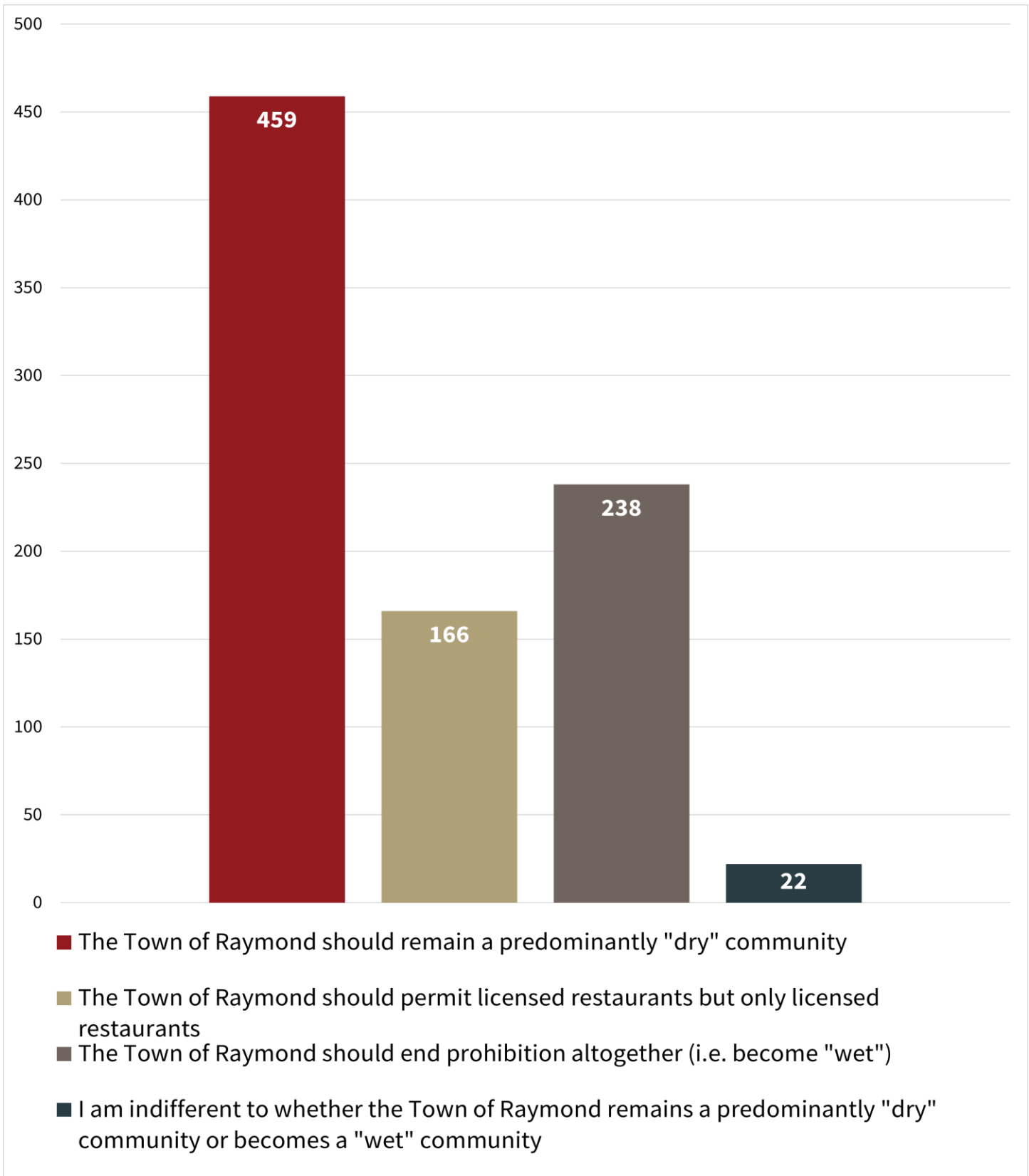
QUESTION 1

Town Council is considering adjusting the Town's alcohol policy so that a) full-service restaurants can become a vibrant part of the Town's commercial sector and b) Town residents will be encouraged to spend more of their disposable income in support of the local economy. Which of the following statements best describes your position?



QUESTION 2

Since it was founded, the Town of Raymond has remained a predominantly "dry" community. Which of the following statements best describes your position?



Analysis

When The Brimstone Grill asked Council to consider amending the Town's Land Use Bylaw to permit "Class A – Minors Allowed" liquor licenses, the argument was that doing so would benefit both The Brimstone Grill (i.e. the local economy) and the Town. More specifically, the argument was that because The Brimstone Grill would see an increase in revenue, it would not only find it much easier to stay afloat, but also, much easier to pay its rent. Exact numbers were never discussed, but this was (more or less) the argument made before Council. Accordingly, question 1 of the survey was designed to test whether and to what extent the public might support amending the Town's Land Use Bylaw for economic reasons.

Based on the results, neither those who are opposed to amending the Town's Land Use Bylaw, nor the majority of those who are *in favor* of amending the Town's Land Use Bylaw, care all that much about whether doing so will help the local economy. For those who are opposed, this issue is about preserving the Town's heritage and identity and mitigating perceived social harms associated with alcohol use/abuse. For the majority of those who are in favor, this issue is about respecting individual choice and becoming more inclusive. In short, for most respondents, this issue is an ideological one - not an economic one. The "business" case for amending the Town's Land Use Bylaw is, in the eyes of most respondents, either unconvincing or unimportant.

Not surprisingly, then, when it came to answering question 2, most respondents indicated a preference for the Town to either "remain predominantly dry" or to "end prohibition altogether (i.e. become "wet")." While a noticeable number of respondents indicated a preference for a middle path (permitting licensed restaurants *but only* licensed restaurants in the community), most respondents gravitated toward opposite extremes.

The results of this survey therefore echo a tension that Council itself identified during its strategic planning session in November. Recall that while Council identified small-town values/tradition as the Town's main strength, it also identified inclusivity as one of the Town's major weaknesses. This entire public consultation project - including all the comments and letters submitted by residents, as well as the results of this survey - seems to confirm that Council was correct: there is a real tension between the desire to preserve small-town values/tradition and a desire to become more inclusive in Raymond, AB.