

Montreal Economic Institute
**Quebeckers and Privatizing the Retail
Trade of Alcohol**

-Omnibus Survey Results-

-Analysis Report-

**Omnibus Survey Report on the Opinion of
Quebeckers regarding Privatizing Retail Trade of
Alcohol**

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**MEMBER/MEMBRE GALLUP
INTERNATIONAL ASSOCIATION**

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Introduction

This report presents the results of an Omnibus survey conducted among 1,004 Quebecers. Respondents were reached over the phone, were English or French speaking and were 18 years old or older.

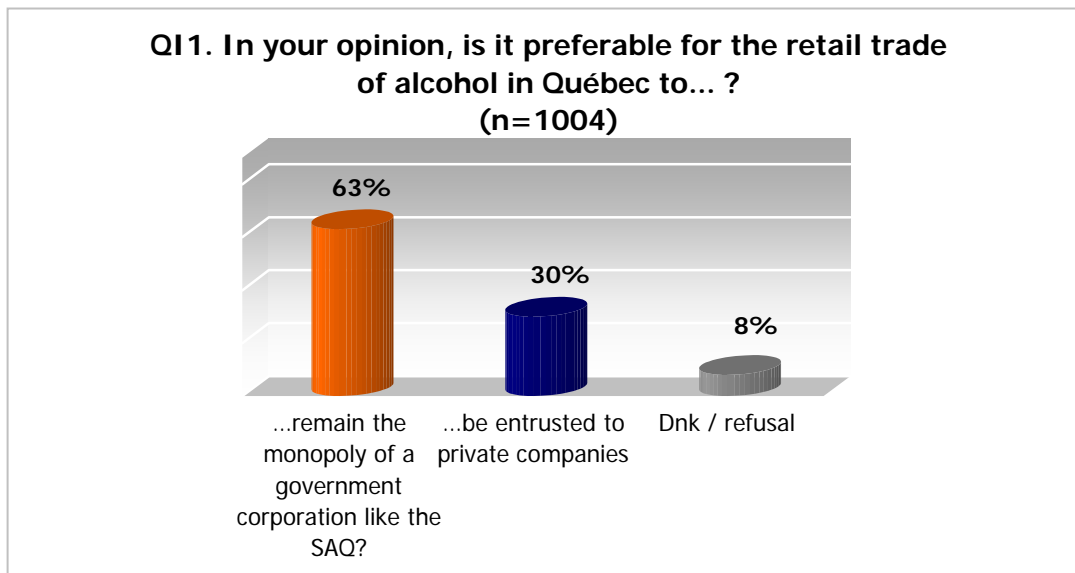
For the sake of ensuring a representative population overall, a sample was randomly generated using Survey Sampler Canada software. Furthermore, results were weighted according to region, gender, age and language spoken at home according to statistics obtained during the 2001 Census.

Interviews were conducted from our call centre located in Montreal from September 14 to September 18, 2005. For a sample of 1,004 respondents, the margin of error is $\pm 3.1\%$ at a confidence interval of 95.0%.

Study Results

1. Opinion on Privatizing the Retail Trade of Alcohol

- The majority of Quebecers surveyed (63%) think it would be preferable if retail trade of alcohol in Québec were to remain a state-owned monopoly like the SAQ versus 30% who have a favourable view of entrusting this commerce to private companies.
- ☞ *People aged 18 to 24 (74%), francophones (65%), residents of Western Québec (71%) as well as respondents who have children under 18 years of age at home (68%) are proportionately more likely to think that retail trade of alcohol should preferably remain a public monopoly.*



2. Perceived Impacts of Privatizing the Retail Trade of Alcohol

- According to a majority of Quebeckers, eventually privatizing the retail trade of alcohol could have an effect on the number of retailers with 60% having the opinion that it would increase. However, 12% of people surveyed think that the number of retailers would decrease and 24% say it would remain the same.
- As for other perceived impacts of privatizing the retail trade of alcohol, opinions are generally divided. Thus, 39% believe that privatization could have a positive impact on product selection vs. 38% who think it would have no impact. Moreover, 39% of respondents would expect an increase in the price of alcoholic beverages versus 30% who would rather expect to pay less with private companies and 27% who think that privatization would have no impact on the price of products.
- Opinions are also divided when it comes to quality of service, 26% anticipate improved service and 28% poorer service, while 41% do not foresee any change in that respect if retailing were privatized.
- According to the highest percentage of Quebeckers, however, the main negative effect of privatizing alcohol sales would be a reduction in government revenues. This opinion is held by 44% of Quebeckers versus 24% who think government revenues would increase and 26% who say revenues would remain the same if the sale of alcohol were entrusted to private enterprise.

Q12A – Q12F. If retail trade of alcohol were entrusted to private companies for each of the six following statements, please tell me if it will INCREASE, REMAIN THE SAME or DECREASE.				
	Increase	Remain the same	Decrease	Don't know / refusal
The number of retailers...	60%	24%	12%	4%
The selection of products...	39%	38%	18%	5%
The price of alcoholic beverages...	39%	27%	30%	4%
The sale of alcohol...	37%	52%	7%	4%
The quality of service...	26%	41%	28%	4%
The revenues acquired by the Québec government...	24%	26%	44%	6%

☞ *It should be noted that Quebeckers who find that privatizing the retail trade of alcohol is a good thing are proportionately more likely to think that privatization will increase product selection (54%), quality of service (44%) and government revenues (36%) while lowering prices of alcoholic beverages (50%).*

☞ *On the other hand, those who would prefer this trade remain a public monopoly are proportionately more likely to think that privatization would decrease product selection (23%), quality of service (37%) and government revenues (53%) while increasing prices (49%).*

Questionnaire

1: **Q11**

Q11. Selon vous, est-il préférable que le commerce d'alcool au Québec...

LIRE

Rotation => 2

- ...demeure le monopole d'une société d'état comme la SAQ ?..... 1
- ...soit confié à des entreprises privées ? 2
- Ne sait pas / refus..... 9

2: **TEXT**

TEXT. Pour chacun des six énoncés suivants, dites-moi si cela va AUGMENTER, DEMEURER LE MEME ou si cela va DIMINUER.

***** poursuivre *****

3: **Q12A**

Q12A. Dans l'hypothèse où le commerce d'alcool serait confié à des entreprises privées... ..le nombre de détaillants augmenterait, demeurerait le même ou diminuerait ?

- Augmenterait 1
- Demeurerait le même 2
- Diminuerait 3
- Ne sait pas / refus..... 9

4: **Q12B**

Q12B. Dans l'hypothèse où le commerce d'alcool serait confié à des entreprises privées... ..la sélection des produits augmenterait, demeurerait la même ou diminuerait ?

- Augmenterait 1
- Demeurerait le même 2
- Diminuerait 3
- Ne sait pas / refus..... 9

5: **Q12C**

Q12C. Dans l'hypothèse où le commerce d'alcool serait confié à des entreprises privées... ..la qualité du service augmenterait, demeurerait la même ou diminuerait ?

- Augmenterait 1
- Demeurerait le même 2
- Diminuerait 3
- Ne sait pas / refus..... 9

6: **Q12D**

Q12D. Dans l'hypothèse où le commerce d'alcool serait confié à des entreprises privées... ..les revenus qu'en tirerait l'État québécois augmenteraient, demeurerait les mêmes ou diminueraient ?

- Augmenteraient 1
- Demeureraient le même 2
- Diminueraient 3
- Ne sait pas / refus..... 9

7:

Q12E

Q12E. Dans l'hypothèse où le commerce d'alcool serait confié à des entreprises privées... le prix des boissons alcooliques augmenterait, demeurerait le même ou diminuerait ?

- Augmenterait 1
 - Demeurerait le même 2
 - Diminuerait 3
 - Ne sait pas / refus 9
-
-

8:

Q12F

Q12F. Dans l'hypothèse où le commerce d'alcool serait confié à des entreprises privées... les ventes d'alcool augmenteraient, demeureraient les mêmes ou diminueraient ?

- Augmenteraient 1
 - Demeureraient le même 2
 - Diminueraient 3
 - Ne sait pas / refus 9
-
-

1: **Q11**
Q11. In your opinion, is it preferable for the retail trade of alcohol in Québec to...
READ

Rotation => 2

- ...remain the monopoly of a government corporation like the SAQ ?..... 1
- ...be entrusted to private companies?..... 2
- Don't know / refusal..... 9

2: **TEXT**
TEXT. For each of the six following statements, please tell me if it will INCREASE,
REMAIN THE SAME or DECREASE.
***** continue *****

3: **Q12A**
Q12A. If retail trade of alcohol were entrusted to private companies... ..would
the number of retailers increase, remain the same or decrease?
Increase 1
Remain the same 2
Decrease 3
Don't know / refusal..... 9

4: **Q12B**
Q12B. If retail trade of alcohol were entrusted to private companies... ..would
the selection of products increase, remain the same or decrease?
Increase 1
Remain the same 2
Decrease 3
Don't know / refusal..... 9

5: **Q12C**
Q12C. If retail trade of alcohol were entrusted to private companies... ..would
the quality of service increase, remain the same or decrease?
Increase 1
Remain the same 2
Decrease 3
Don't know / refusal..... 9

6: **Q12D**
Q12D. If retail trade of alcohol were entrusted to private companies... ..would
revenues acquired by the Québec government increase, remain the same or
decrease?
Increase 1
Remain the same 2
Decrease 3
Don't know / refusal..... 9

7:

Q12E

Q12E. If retail trade of alcohol were entrusted to private companies... ..would the price of alcoholic beverages increase, remain the same or decrease?

- Increase 1
 - Remain the same 2
 - Decrease 3
 - Don't know / refusal 9
-
-

8:

Q12F

Q12F. If retail trade of alcohol were entrusted to private companies... ..would alcohol sales increase, remain the same or decrease?

- Increase 1
 - Remain the same 2
 - Decrease 3
 - Don't know / refusal 9
-
-