

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**

February 2006
13026-009



**MEMBER/MEMBRE GALLUP
INTERNATIONAL ASSOCIATION**

Table of Contents

Introduction	3
Study Results.....	4
1. Opinion on Privatizing the Retail Trade of Alcohol	5
2. Perceived Impacts of Privatizing the Retail Trade of Alcohol	6
Questionnaire	7

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.

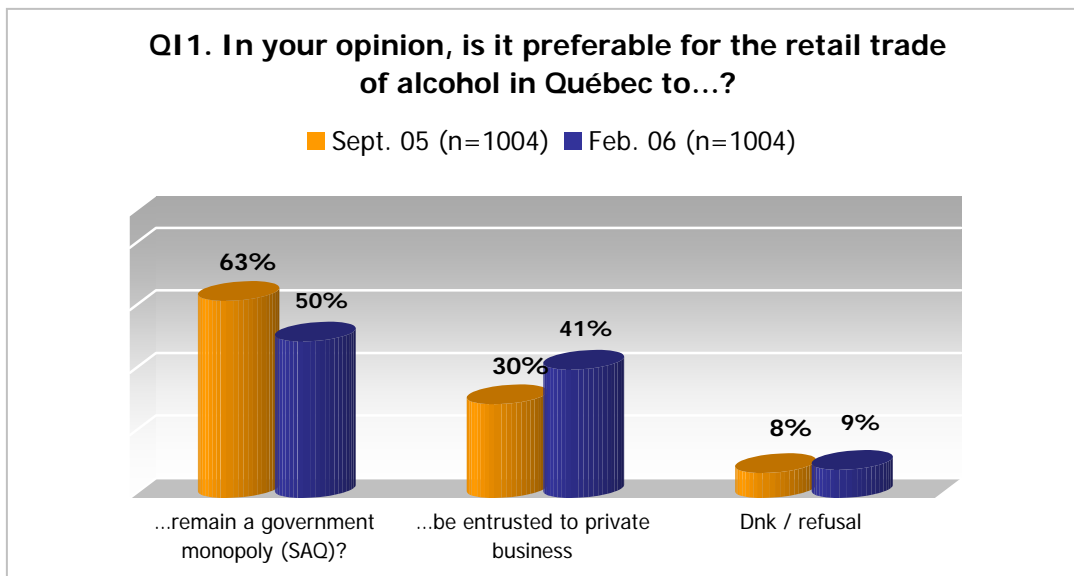
Interviews were conducted from our call centre located in Montreal from February 8 to February 12, 2005. For a sample of 1,004 respondents, the margin of error is $\pm 3.1\%$ at a confidence interval of 95.0%.

The results of this survey have been compared to those obtained in September 2005. The methodological parameters of the September 2005 survey are the same as those for February 2006.

Study Results

1. Opinion on Privatizing the Retail Trade of Alcohol

- Half of the Quebecers surveyed (50%) think it would be preferable if retail trade of alcohol in Québec were to remain a state-owned monopoly like the SAQ versus 41% who have a favourable view of entrusting this commerce to private companies.
- A comparative analysis of the results with those obtained in September 2005 reveals a downward trend in the percentage of respondents who favour maintaining a state-owned monopoly for the retail trade of alcohol (dropping from 63% to 50%). Conversely, favourable opinion with regards to entrusting this trade to private companies has increased from 30% to 41%.
- ☞ *People aged 18 to 24 (69%), residents of Western Québec (60%) students (67%) and respondents who have a college level education (56%) are proportionately more likely to think that retail trade of alcohol should remain a public monopoly.*



2. Perceived Impacts of Privatizing the Retail Trade of Alcohol

- According to 40% of Quebecers, the effect of privatizing the retail trade of alcohol would be lower prices for alcoholic beverages, while 29% think that it would lead to price increases and 25% do not believe there would be any change to that effect.
- Moreover, 32% of respondents expect an improvement in the quality of service if the retail trade of alcohol were entrusted to private companies, versus 20% who would expect a deterioration in the quality of service and 41% who say the service would not change.
- In comparison with September 2005, there is an increase in the percentage of respondents who think that privatisation means lower prices, dropping from 30% to 40%. Also, if the retail trade of alcohol were privatized, the percentage of those who believe that service quality would improve increases from 26% to 32%. It should be noted that the percentages of respondents who believe that prices and service quality would remain unchanged have not varied significantly.

Q12A – Q12F. If retail trade of alcohol were entrusted to private companies for each of the two following statements, please tell me if ... will INCREASE, REMAIN THE SAME or DECREASE.

	Increase		Remain the same		Decrease		Don't know / Refusal	
	Sept.05	Feb.06	Sept.05	Feb.06	Sept.05	Feb.06	Sept.05	Feb.06
The price of alcoholic beverages...	39%	29%	27%	25%	30%	40%	4%	6%
The quality of service...	26%	32%	41%	41%	28%	20%	4%	7%

- ☞ *Men (47%), Quebecers with an annual income above \$80,000 (52%), those who have a job (44%), people with a university level education (50%) and respondents who would like to see the privatization of retail alcohol (60%) are among the strongest proportion of respondents who believe that the price of alcoholic beverages would go down if retail alcohol were entrusted to private companies.*
- ☞ *In contrast, women (33%), people aged 18 to 24 (39%), residents of Western Québec (38%) are proportionately more likely to think that on the contrary, prices would go up.*
- ☞ *As for those who foresee better service quality, respondents mainly include non-francophones (44%), people aged 35 to 44 (38%), people with a university level education (39%) and those who are in favour of privatizing this trade (51%). However, men (25%) and those with an annual income above \$80,000 (29%) are more inclined to think that service quality would decline.*

Questionnaire

1:

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:

Q12. 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

3:

Q13. 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

1:

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:

Q12. 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

3:

Q13. 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