

Results

	Received			Consent Provided			Usable Surveys *		
	Online	Hard Copy	Total	Online	Hard Copy	Total	Online	Hard Copy	Total
English	809	7	816	801	6	807	743	6	749
French	11	0	11	11	0	11	9	0	9
Inuktitut	4	1	5	2	1	3	1	1	2
Inuinnaqtun	0	0	0	0	0	0	0	0	0
	824	8	832	814	7	821	753	7	760

*Results are pulled from surveys where consent is provided and the respondent did not indicate that they have already filled out the survey.

Have you ever purchased alcohol at the Iqaluit Store?

	Responses	%
Yes	653	86%
No	90	12%
No Opinion	15	2%
	758	100%

The store is open Tuesday to Saturday from noon to 7:00pm. How satisfied are you with these opening hours?

	Responses	%
Very satisfied	225	30%
Somewhat satisfied	186	25%
Neutral	168	22%
Somewhat unsatisfied	83	11%
Very unsatisfied	42	6%
No opinion	55	7%
	759	100%

How satisfied are you with customer service at the store?

	Responses	%
Very satisfied	447	59%
Somewhat satisfied	135	18%
Neutral	67	9%
Somewhat unsatisfied	19	3%
Very unsatisfied	18	2%
No opinion	71	9%
	757	100%

The GN limits the amounts of product a customer can purchase from the store each day. Do you agree with keeping these limits?

	Responses	%
Yes, keep the limits as they are	335	45%
No, the limits should be removed	115	16%
The limits should be increased	97	13%
The limits should be decreased	152	21%
No opinion	39	5%
	738	100%

What kind of alcoholic beverage did you drink most frequently before the store opened?

What kind of alcoholic beverage do you drink most frequently now (since the store opened)?

	Before	%	After	%
Beer	211	33%	301	47%
Wine	194	30%	236	37%
Cider	12	2%	13	2%
Coolers	26	4%	38	6%
Hard alcohol	201	31%	47	7%
	644	100%	635	100%

Do you spend more, less, or about the same amount of money per week on alcoholic beverages since the store opened?

Spending on alcohol:	Responses	%
I spend more money	102	13%
I spend less money	244	32%
I spend about the same amount of money	271	36%
I do not spend any money	90	12%
No opinion/Don't know/Prefer not to disclose	50	7%
	757	100%

Do you ever binge-drink?

	Responses	%
Yes	171	23%
No	545	72%
No opinion / Prefer not to disclose	42	6%
	758	100%

If you answered "Yes" to question 10: do you binge-drink more often, about as often as you did before, or less often since the store opened? If you answered "No" or "No opinion/Don't know/Prefer not to disclose" to question 10, please do not answer this question.

	Responses	%
I binge-drink more often	25	15%
I binge-drink about as often as I did before	72	42%
I binge-drink less often	64	37%
No opinion/ Prefer not to disclose	10	6%
	171	100%

Did you ever buy alcohol from a bootlegger?

	Before the store		Since the store opened	
	Responses	%	Responses	%
Yes	193	26%	64	8%
No	526	70%	657	87%
No opinion / Prefer not to disclose	32	4%	36	5%
	751	100%	757	100%

Do you buy alcoholic beverages from bootleggers more often, about as often as you did before, or less often since the store opened?

	Responses	%
I buy from bootleggers more often	7	1%
I buy from bootleggers about as often as I did before	14	2%
I buy alcoholic beverages from bootleggers less often	125	17%
I have never bought alcoholic beverages from bootleggers	495	67%
No opinion/Don't know/Prefer not to disclose	102	14%
	743	100%

Overall, do you think the opening of the store has had a positive, negative, or neutral impact on you personally?

	Responses	%
The store has had a positive impact on me	273	36%
The store has had a negative impact on me	119	16%
The store has had a neutral impact on me	322	43%
No opinion/Don't know/Prefer not to disclose	39	5%
	753	100%

Overall, do you think the opening of the store has had a positive, negative, or neutral impact on your community?

	Responses	%
The store has had a positive impact on my community	199	26%
The store has had a negative impact on my community	277	37%
The store has had a neutral impact on my community	191	25%
No opinion/Don't know/Prefer not to disclose	88	12%
	755	100%

The NULC opened the Iqaluit Store in September 2017 as a three-year pilot project. Do you want the Iqaluit store to remain open after the end of the three-year period?

	Responses	%
Yes	564	75%
No	166	22%
No opinion/Don't know/Prefer not to disclose	24	3%
	754	100%

Demographics

What community do you live in?

	Responses	%
Iqaluit	662	88%
Arctic Bay	7	1%
Arviat	5	1%
Cambridge Bay	6	1%
Cape Dorset	6	1%
Chesterfield Inlet	2	0%
Clyde River	1	0%
Gjoa Haven	1	0%
Hall Beach	3	0%
Igloolik	7	1%
Kimmirut	2	0%
Kugluktuk	3	0%
Pangnirtung	5	1%
Pond Inlet	10	1%
Qikiqtarjuaq	1	0%
Rankin Inlet	19	3%
Resolute Bay	2	0%
Taloyoak	1	0%
Whale Cove	1	0%
I do not live in Nunavut	5	1%
Prefer not to disclose	7	1%
	756	100%

Are you Nunavut Inuit?

	Responses	%
Yes	271	36%
No	437	59%
Prefer not to disclose	38	5%
	746	100%

What is your age?

	Responses	%
Under 16	0	0%
16-18	7	1%
19-24	60	8%
25-34	212	28%
35-44	207	27%
45-54	142	19%
55-64	89	12%
65 or older	28	4%
Prefer not to disclose	10	1%
	755	1

What is your gender?

	Responses	%
Male	337	46%
Female	382	52%
Other	2	0%
Prefer not to disclose	19	3%
	740	100%

What is your individual annual income?

	Responses	%
Less than \$10,000	13	2%
\$10,000-\$29,999	24	3%
\$30,000-\$49,999	25	3%
\$50,000-\$69,999	54	7%
\$70,000-\$90,000	132	18%
More than \$90,000	375	50%
Prefer not to disclose	125	17%
	748	100%