



NORTHWEST TERRITORIES
**LIQUOR AND
CANNABIS**
COMMISSION

Product Survey

Discussion Guide

Introduction

NTLCC invites NWT residents to share their thoughts about NWT liquor stores, product pricing and selection, and NTLCC's communication about the safe consumption of alcohol.

Let us know what you think by completing the online survey by January 31, 2022. The following information is intended to help you answer the questions in the survey and provide us with feedback we will use to help us improve the overall customer experience in all NWT liquor stores. It includes a brief description of what we're asking in each part of the survey, and how your information will be used.

Section 1: Store Experience

What we're asking: The questions in this section focus on the location, cleanliness, layout, and customer service of the NWT Liquor Store you usually shop at.

How we'll use this information: Your feedback will be shared with NWT Liquor Stores so they can make informed improvements to your overall customer experience in our stores. Your feedback will also be considered when NTLCC issues its next Request for Proposals after current Liquor Store contracts expire.

Additional information: Identifying the Liquor Store you usually shop at is important. This gives us important context, helps us to provide your comments and advice to the store in question, and makes sure the feedback gets to the right places.

You're welcome to provide us with relevant additional feedback, or to expand on your answers by responding to question 9: "Do you have anything else to share about your store experience?" You can also provide comments about other stores in your response to question 9; just be sure to make it clear to us which store you are referring to in your comments.

Section 2: Products and Pricing

What we're asking:

The questions in this section refer to the kinds of products you regularly purchase, the overall quality of the available selection in NWT liquor stores, and product prices.

How we'll use this information:

This information will be used to help NTLCC choose what to order to meet customer expectations across the territory, let us know if we are providing enough information about our products, and give us an idea of the price points most consumers are comfortable with.

Our tastes as consumers can often change, due to overall consumer trends, lifestyle changes, new product development, market availability and other forces. Some once-popular drinks have fallen out of favour over the years, while other new products and entire new categories have found their place in consumer affections.

Your responses in this section will help us learn how your tastes have evolved in recent years, and what old favourites are still in favour, while informing us of new categories, styles and product lines that our customer base is interested in.

Additional information:

Be aware that NTLCC and its products can only reflect existing market availability and pricing. The questions about prices will ensure that we are offering products that people can afford.

This survey is being used to help us gather information that reflects broader trends among our consumer base. You may request a product or products that we are unable to carry because of broader distribution, availability and pricing issues, but those requests are still useful information.

Please keep in mind that while the information we receive from you regarding individual products or lines will be used to inform NTLCC regarding the tastes and needs of its customers, this survey is not a request or wish list.

Section 3: Social Responsibility

What we're asking:

The questions in this section refer to NTLCC's messaging about safe consumption of alcohol, including in-store posters and materials as well as advertisements in local media, online or elsewhere.

How we'll use this information:

Your responses will help us determine the effectiveness of NTLCC's social messaging campaigns regarding safe alcohol consumption, including the mediums and channels used (online advertising, posters, radio ads, etc.) and the topics covered.

It's important that NTLCC ensures its audience is fully aware of the potential dangers of alcohol consumption, and the toll its abuse can have on individuals and communities. We'd like to know what you found memorable, as well as anything you found confusing, misplaced, or ineffective.

Additional information:

There are many sources of information about alcohol uses and abuses out there – try to make sure that you are clear about which messages were part of an NTLCC campaign.

This does not mean that NTLCC doesn't want to know about messaging from other sources: if you have come across a radio ad, TV spot or internet campaign regarding the safe consumption of alcohol that you found memorable or effective, please feel free to let us know.

Please use the final question, no. 32 "Do you have anything else to share about our social responsibility messaging", to let us know of any other relevant social responsibility topics you think we should be covering, or places you think that messaging should be that it is currently missing from.

Thank you for participating!