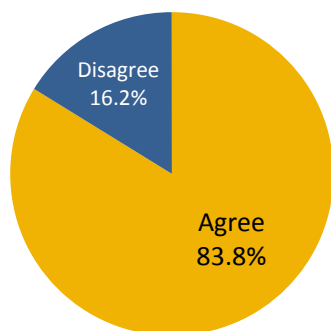


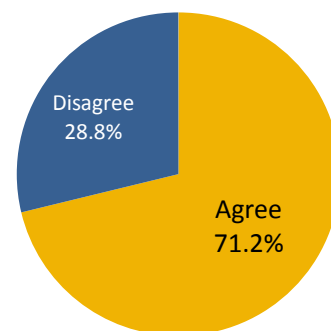
British Columbians Speak Out In Favour of a Public Health Approach to BC Liquor Laws

In September 2013 MADD Canada conducted an opinion poll asking people across BC their thoughts on changes to the BC Liquor Laws. Results suggest British Columbians support changes to the BC Liquor laws that promote public health and safety. British Columbians want to be informed about the health effects of drinking alcohol and support policy changes that would encourage moderate drinking and a reduction of alcohol-related harms in BC.

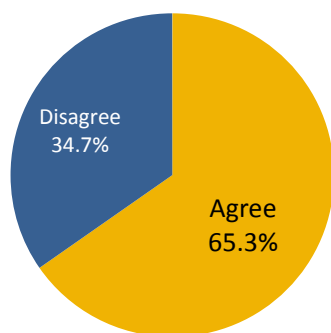
Do you think a major aim of the liquor control and licensing act should be to encourage moderate drinking and reduce alcohol-related problems?



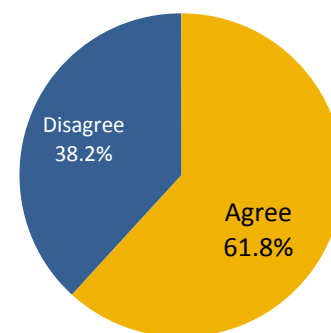
Do you think consumers should be informed of proven health effects of drinking alcohol through messages displayed in liquor stores and printed on cans and bottles?



Do you think a fund for alcohol treatment and prevention programs should be set up by adding one cent to the price of each alcoholic drink purchased in BC?



Do you think lower strength alcohol drinks should be cheaper than high strength drinks in order to encourage consumers to choose a low strength alternative?



Note: Survey conducted September 1-15th, 2013 by the Mustel Group using random digit dialing. Total sample size was 752 individuals and estimates are accurate to within 3.6%.

