

Research Findings – Alcohol Purchase

Dumbarton Filling Station

Those in the population of interest (base: 177) were asked about their future usage of the facility in relation to alcohol purchase.

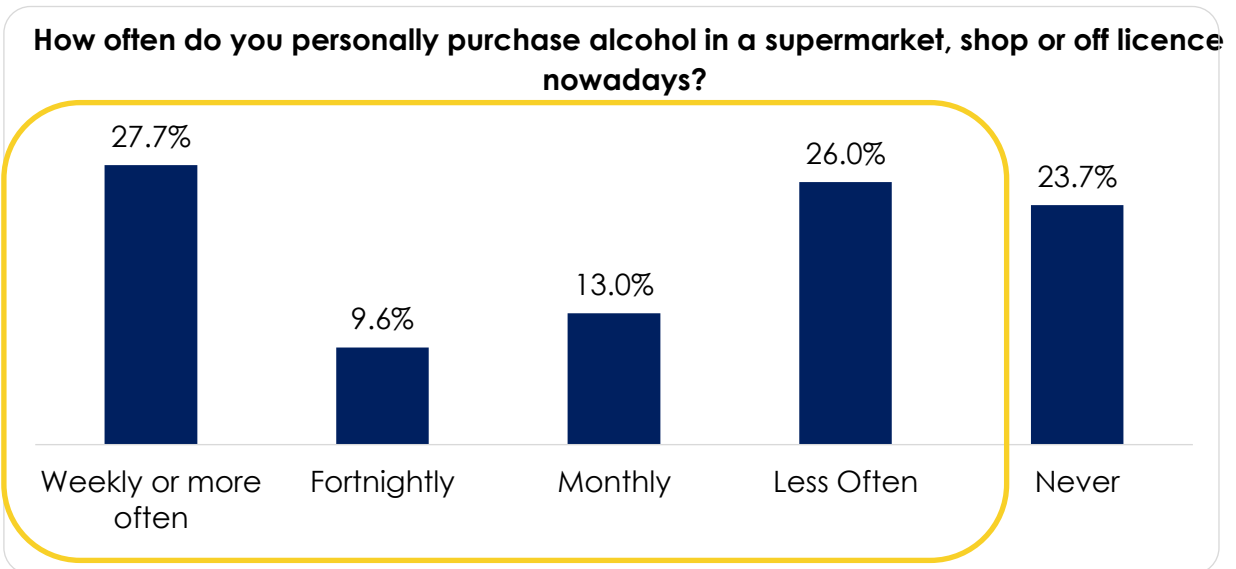


Figure 15: base = 177

Those who said they currently purchase alcohol were then asked how likely they would be to purchase alcohol from the service station.

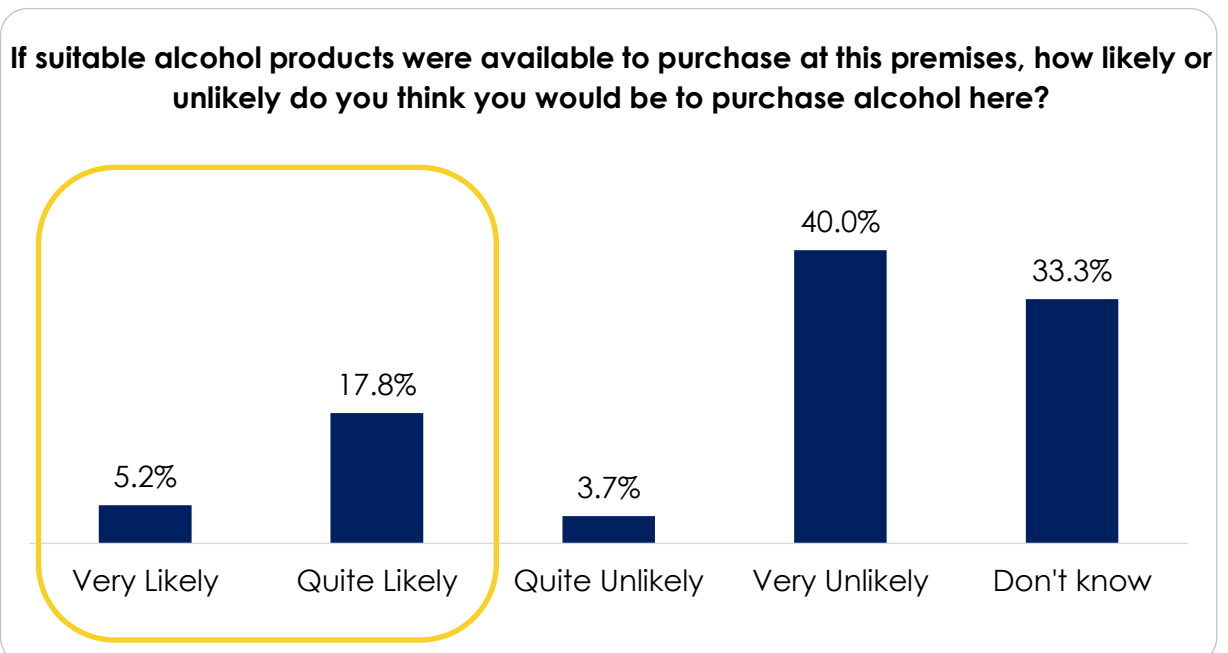


Figure 16: base = 135

23.0% of participants who currently purchase alcohol, stated that they would be at least somewhat likely to purchase alcohol from the premises if it was available.

Those who coded as being either 'Very likely' or 'quite likely' to purchase alcohol from the premises were then asked how it would influence their current buying habits. 93.5% stated that this alcohol purchase would replace a purchase from elsewhere

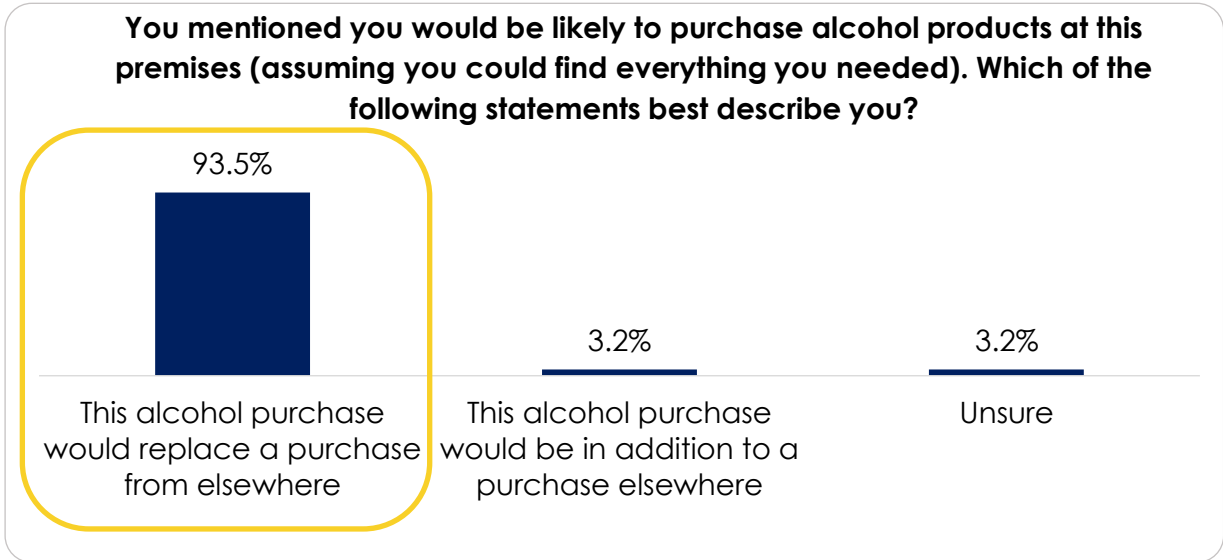


Figure 17: base = 31

The reasons for them purchasing alcohol from the service station are highlighted below. With 93.5% stating it would be "convenient" and 54.8% of respondents stating that it would save them making an additional journey.

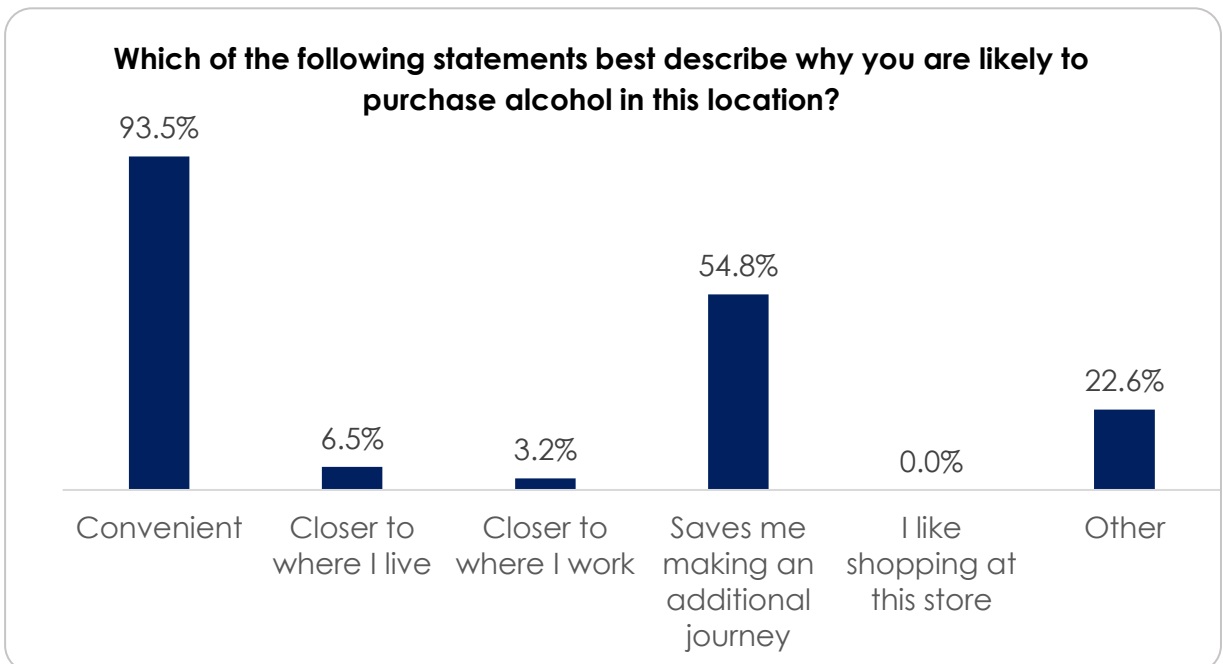


Figure 18: base = 31