The City of SPRUCE GROVE
www.sprucegrove.org

2018 Cannabis Survey

SUMMARY OF RESULTS

MAY 1, 2018

Banister Research Ltd.
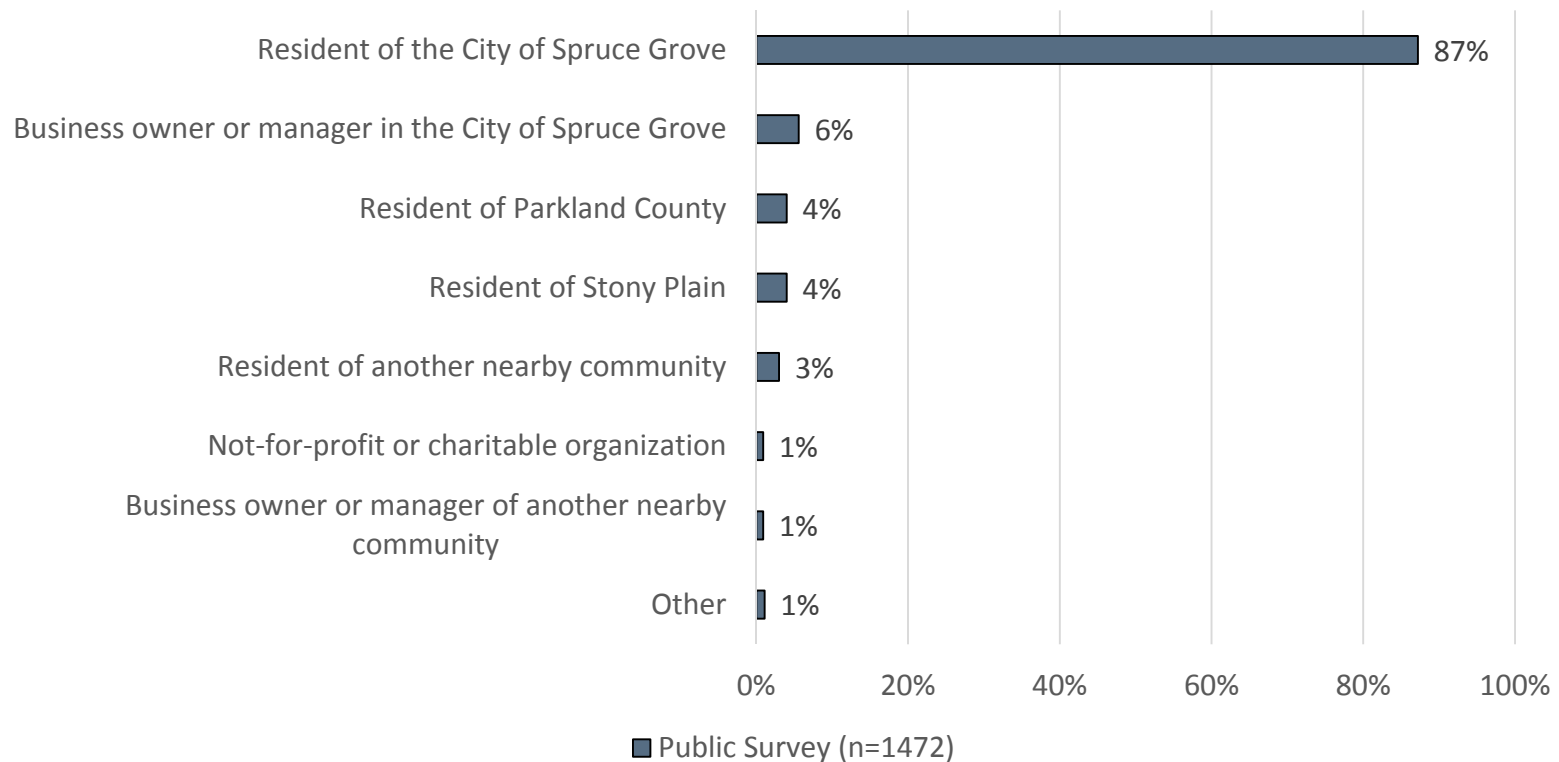
Study Background & Methodology

In 2018, the City of Spruce Grove contracted Banister Research Limited to conduct cannabis-related research with residents and stakeholders. The research included:

- An **open web link**, available to all residents and stakeholders (**n**=1,472 responses).

- The survey was conducted between March 15 and April 1, 2018.

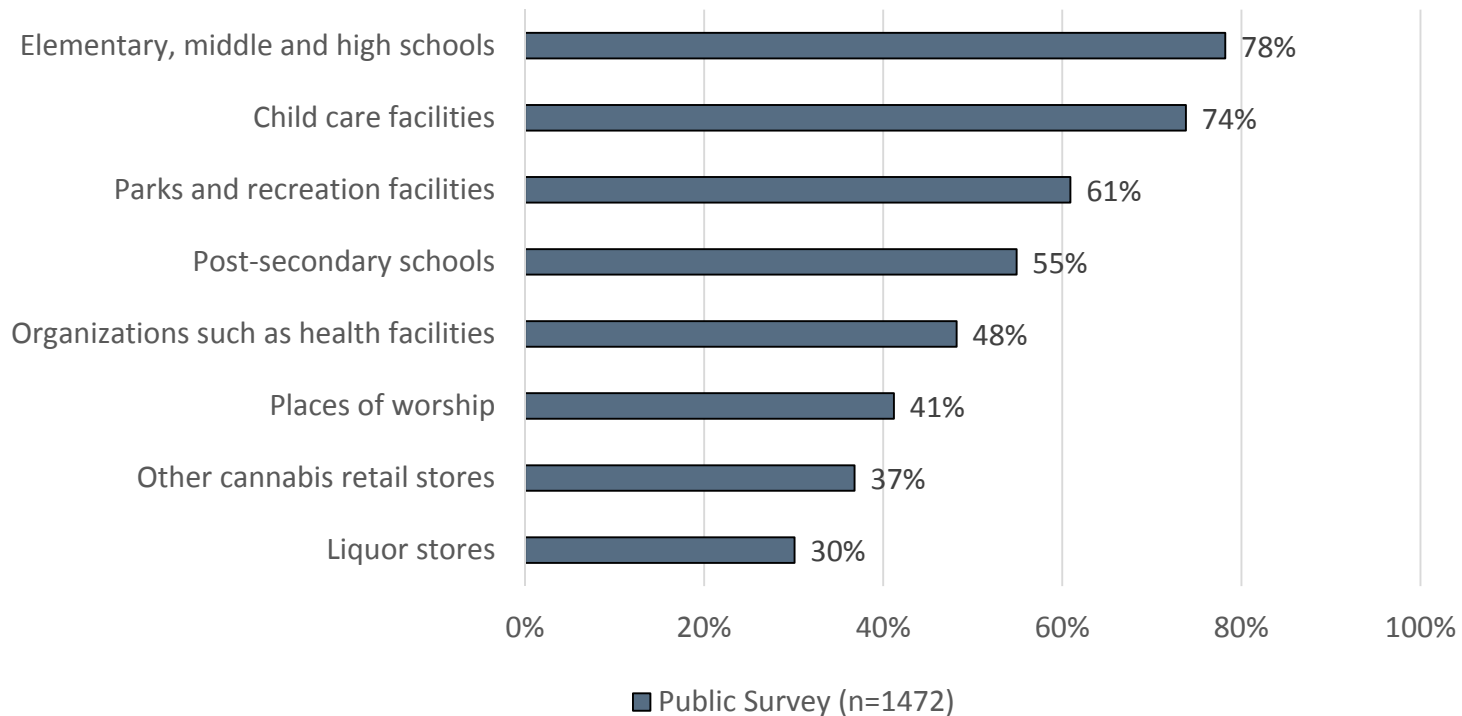This presentation documents **final results** for the Cannabis Survey.

Respondent Profile

Which of the following interests do you represent when completing this survey?* **

Resident of the City of Spruce Grove	87%
Business owner or manager in the City of Spruce Grove	6%
Resident of Parkland County	4%
Resident of Stony Plain	4%
Resident of another nearby community	3%
Not-for-profit or charitable organization	1%
Business owner or manager of another nearby community	1%
Other	1%

■ Public Survey (n=1472)

*Multiple responses permitted

Distance Regulations

How strongly do you support placing minimum distance restrictions that cannabis retail stores can be from each of the following…?*

Elementary, middle and high schools — 78%
Child care facilities — 74%
Parks and recreation facilities — 61%
Post-secondary schools — 55%
Organizations such as health facilities — 48%
Places of worship — 41%
Other cannabis retail stores — 37%
Liquor stores — 30%

■ Public Survey (n=1472)

*Percent of respondents who either "somewhat" or "strongly" support each

Distance Regulations Sub Segment Analysis

Respondents more likely to "somewhat" or "strongly" support placing a **minimum distance restriction that cannabis retail stores can be from elementary, middle and high school** included:
- Business owners or managers (87%) versus residents (78%)
- Those who opposed (85%) or were neutral to (84%) the new cannabis legislation versus those who supported it (73%)
- Those between the ages of 35 and 54 (81%) versus those 35 and under (75%)
- Those with children in their household (82%) versus those without (76%)

Respondents more likely to "somewhat" or "strongly" support placing a **minimum distance restriction that cannabis retail stores can be from post-secondary school** included:
- Those who opposed (79%) or were neutral to (55%) the new cannabis legislation versus those who supported it (40%)
- Those over the age of 35 (64% to 68%) versus those 35 and under (43%)
- Female respondents (57%) versus male respondents (51%)
- Those with children in their household (61%) versus those without (50%)

Distance Regulations Sub Segment Analysis

Respondents more likely to "somewhat" or "strongly" support placing a **minimum distance restriction that cannabis retail stores can be to other cannabis retail stores** included:
- Business owners or managers (48%) versus residents (37%)
- Those who opposed (53%) or were neutral to (42%) the new cannabis legislation versus those who supported it (26%)
- Those over the age of 35 (41% to 52%) versus those 35 and under (29%)

Respondents more likely to "somewhat" or "strongly" support placing a **minimum distance restriction that cannabis retail stores can be from liquor stores** included:
- Those who opposed (50%) or were neutral to (28%) the new cannabis legislation versus those who supported it (18%)
- Those over the age of 35 (32% to 37%) versus those 35 and under (26%)
- Female respondents (32%) versus male respondents (26%)

Distance Regulations Sub Segment Analysis

Respondents more likely to "somewhat" or "strongly" support placing a **minimum distance restriction that cannabis retail stores can be from organization such as health facilities** included:
- Those who opposed (75%) or were neutral to (53%) the new cannabis legislation versus those who supported it (30%)
- Those over the age of 35 (52% to 57%) versus those 35 and under (43%)
- Female respondents (53%) versus male respondents (39%)
- Those with children in their household (54%) versus those without (43%)

Respondents more likely to "somewhat" or "strongly" support placing a **minimum distance restriction that cannabis retail stores can be from parks and recreation facilities** included:
- Those who opposed (83%) or were neutral to (77%) the new cannabis legislation versus those who supported it (45%)
- Those over the age of 35 (66% to 67%) versus those 35 and under (54%)
- Female respondents (67%) versus male respondents (49%)
- Those with children in their household (69%) versus those without (54%)

Distance Regulations Sub Segment Analysis

Respondents more likely to "somewhat" or "strongly" support placing a **minimum distance restriction that cannabis retail stores can be from child care facilities** included:
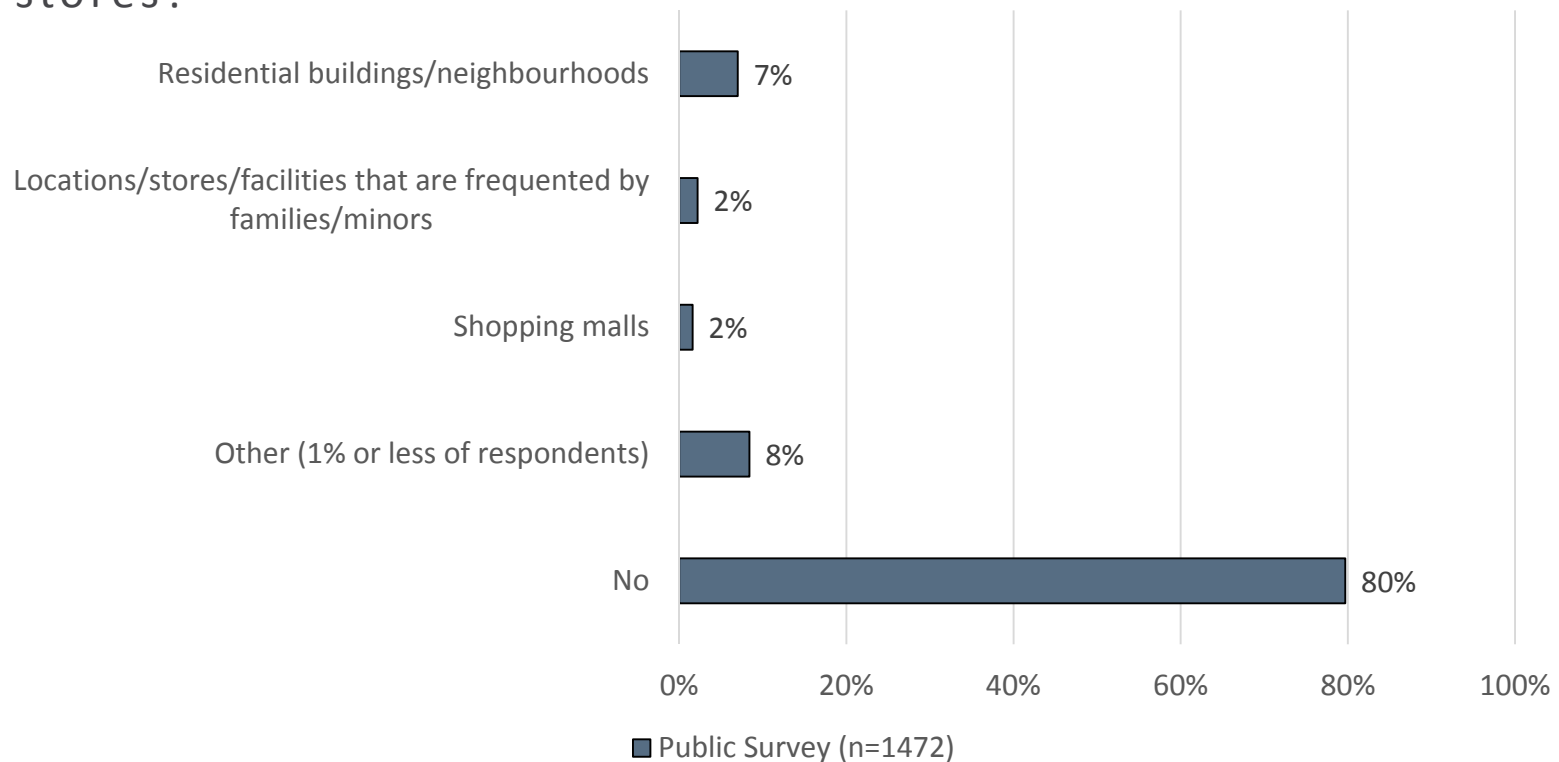- Those who opposed (84%) or were neutral to (78%) the new cannabis legislation versus those who supported it (67%)
- Female respondents (76%) versus male respondents (70%)
- Those with children in their household (77%) versus those without (72%)

Respondents more likely to "somewhat" or "strongly" support placing a **minimum distance restriction that cannabis retail stores can be from places of worship** included:
- Those who opposed (68%) or were neutral to (42%) the new cannabis legislation versus those who supported it (24%)
- Those over the age of 35 (45% to 47%) versus those 35 and under (36%)
- Female respondents (46%) versus male respondents (32%)

Distance Regulations

Are there any other locations for which you would support placing minimum distance restrictions from cannabis retail stores?

Horizontal bar chart — Public Survey (n=1472):
- Residential buildings/neighbourhoods: 7%
- Locations/stores/facilities that are frequented by families/minors: 2%
- Shopping malls: 2%
- Other (1% or less of respondents): 8%
- No: 80%

■ Public Survey (n=1472)

Distance Regulations

Other responses included:

Restaurants (1%);

Grocery stores (1%);

Public areas/buildings/facilities (1%);

Public libraries (1%);

Gas stations (1%);

Bars/pubs/nightclubs (1%);

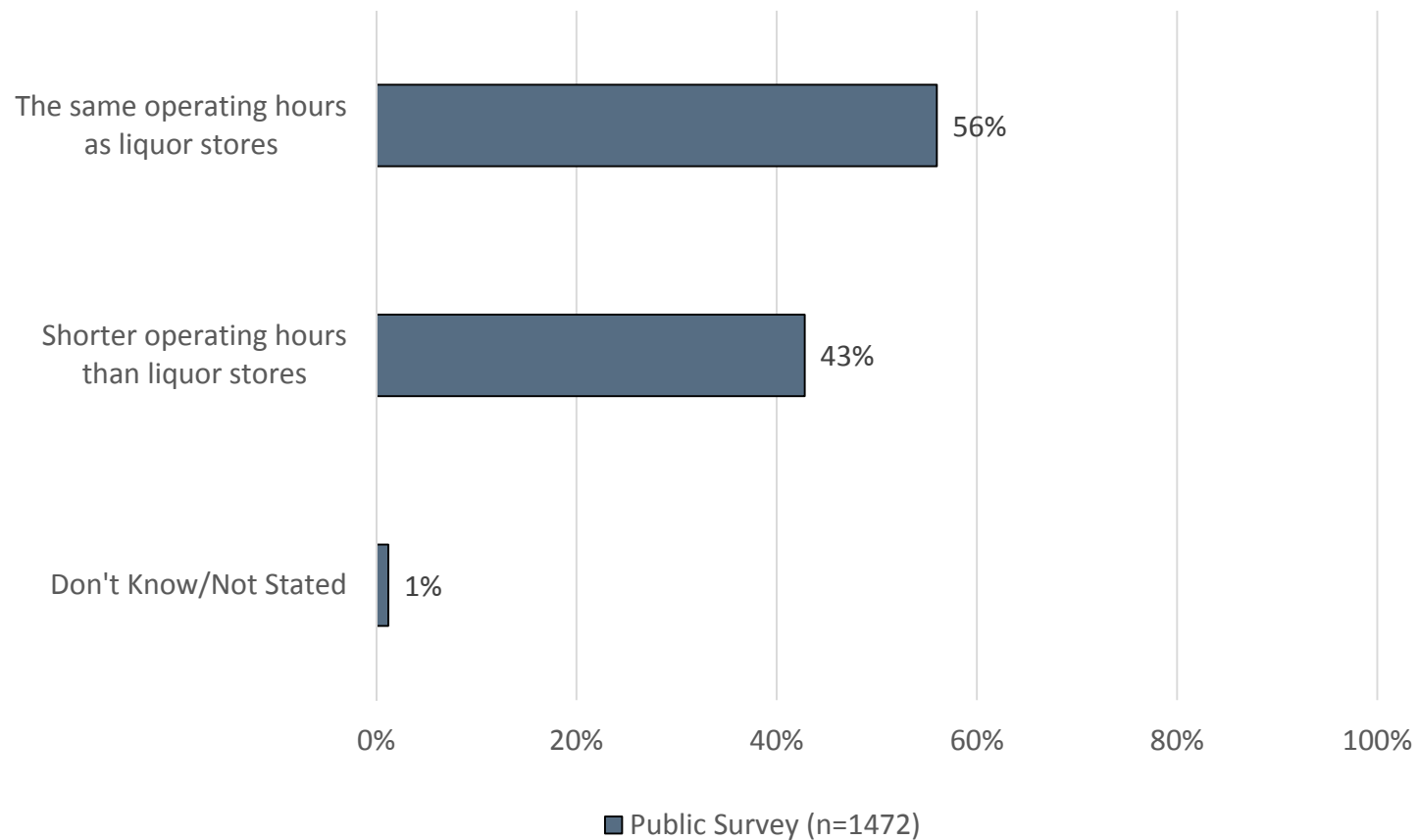Senior care facilities/nursing homes (1%);

Convenience stores (1%);

Emergency services (e.g., police stations, fire stations, etc.) (1%); and

Other (less than 1% of respondents).

Operating Hours

Should cannabis stores operating in Spruce Grove have…?*
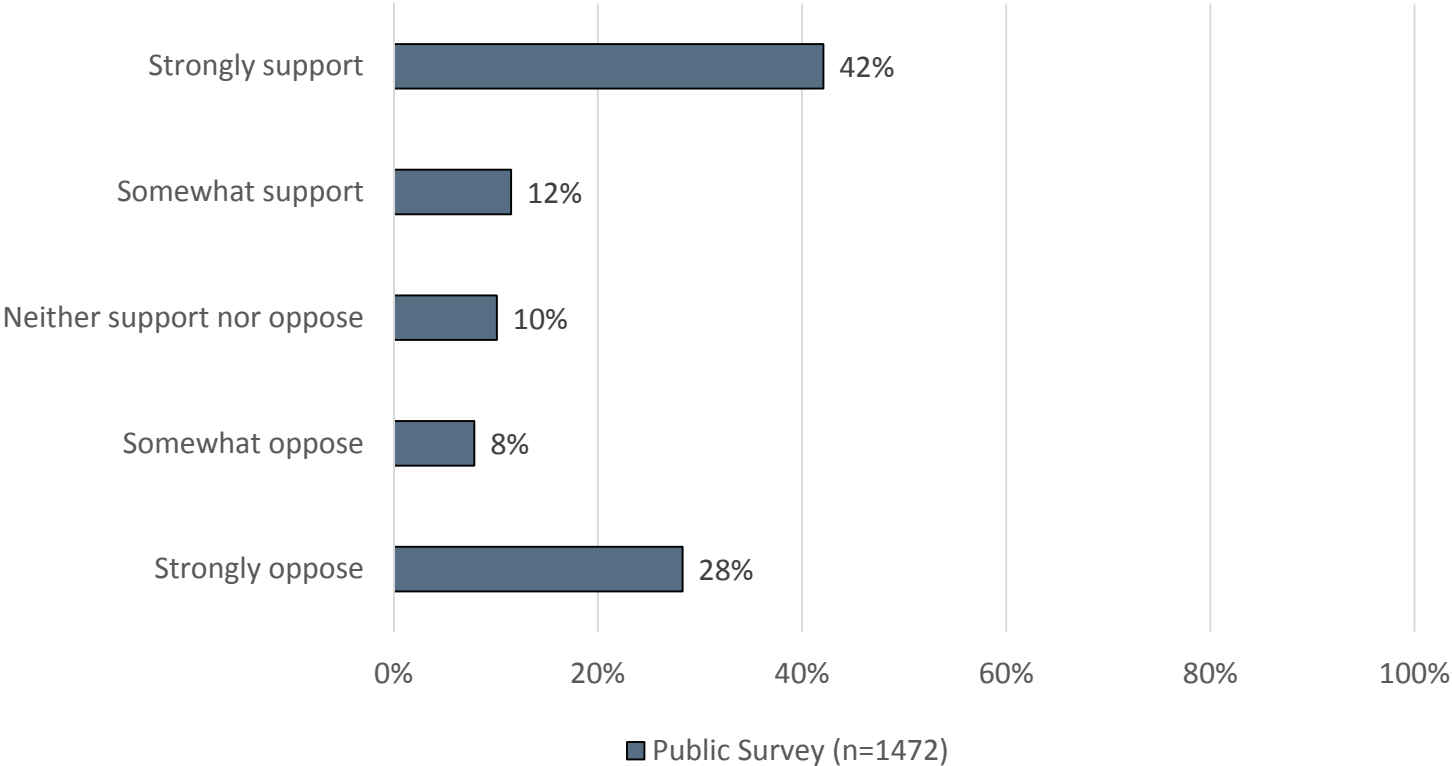
Operating Hours Sub Segment Analysis

Respondent subgroups significantly more likely to believe that **cannabis retail stores should have shorter operating hours than liquor stores** included:
- Business owners or managers (54%) versus residents (43%)
- Those who had opposed (81%) the new cannabis legislation versus those who were neutral (43%) or supported it (19%)
- Those over the age of 35 (50% to 58%) versus those 35 and under (32%)
- Female respondents (49%) versus male respondents (30%)
- Those with children in their household (50%) versus those without (37%)

Support for Retail Locations

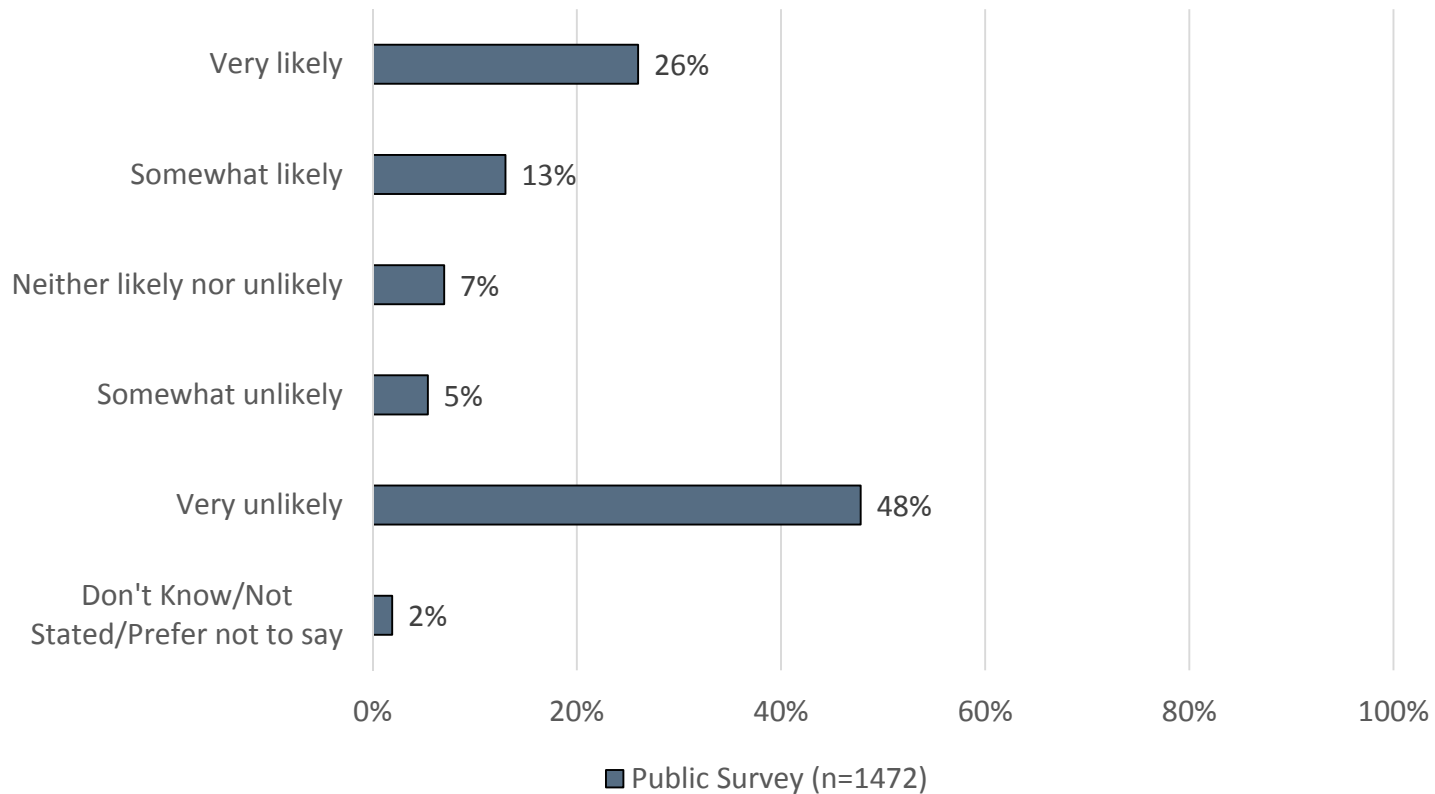How strongly would you support the operation of retail cannabis locations within Spruce Grove city limits?

Response	Percentage
Strongly support	42%
Somewhat support	12%
Neither support nor oppose	10%
Somewhat oppose	8%
Strongly oppose	28%

Public Survey (n=1472)

Support for Retail Stores Sub Segment Analysis

Respondents significantly more likely to "somewhat" or "strongly" support the **operation of retail cannabis locations within Spruce Grove city limits** included:
- Those who had supported (90%) the new cannabis legislation versus those who were neutral towards it (19%) and those who opposed it (4%)
- Those 35 and younger (65%) versus those over the age of 35 (44% to 45%)
- Male respondents (64%) versus female respondents (49%)
- Those without children in their household (62%) versus those with children in their household (44%)

Likelihood to Purchase

When cannabis is legalized, how likely are you to purchase cannabis **from a retail store**?

Chart: Public Survey (n=1472)

- Very likely: 26%
- Somewhat likely: 13%
- Neither likely nor unlikely: 7%
- Somewhat unlikely: 5%
- Very unlikely: 48%
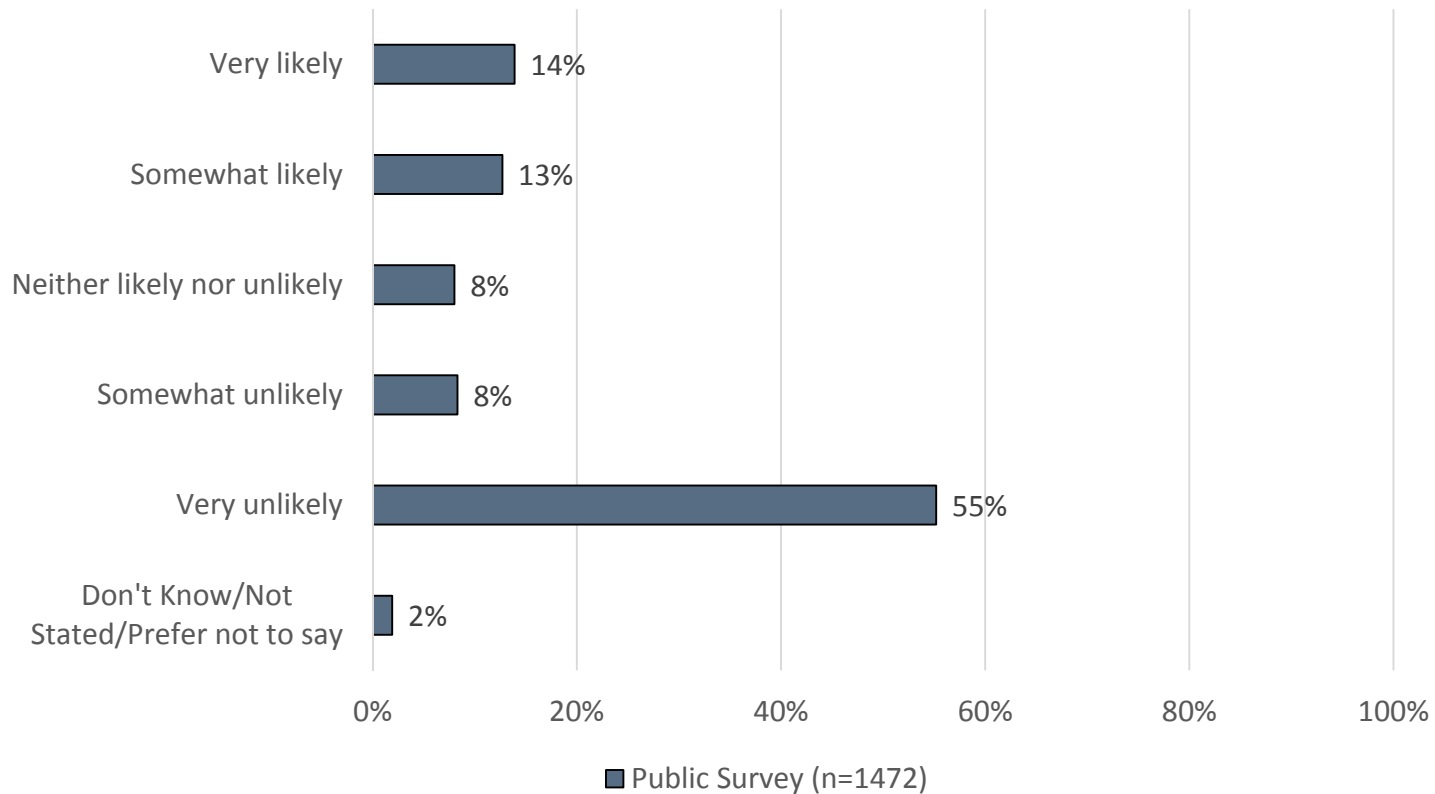- Don't Know/Not Stated/Prefer not to say: 2%

Likelihood to Purchase (Retail) Sub Segment Analysis

Respondents significantly more likely ("somewhat" or "very") to **purchase cannabis from a retail store** included:
- Those who had supported (67%) the new cannabis legislation versus those who were neutral towards it (13%) and those who opposed it (1%)
- Those 35 and younger (54%) versus those over the age of 35 (22% to 28%)
- Male respondents (48%) versus female respondents (34%)
- Those without children in their household (46%) versus those with children in their household (29%)

Likelihood to Purchase

When cannabis is legalized, how likely are you to purchase cannabis **online**?

Very likely — 14%
Somewhat likely — 13%
Neither likely nor unlikely — 8%
Somewhat unlikely — 8%
Very unlikely — 55%
Don't Know/Not Stated/Prefer not to say — 2%
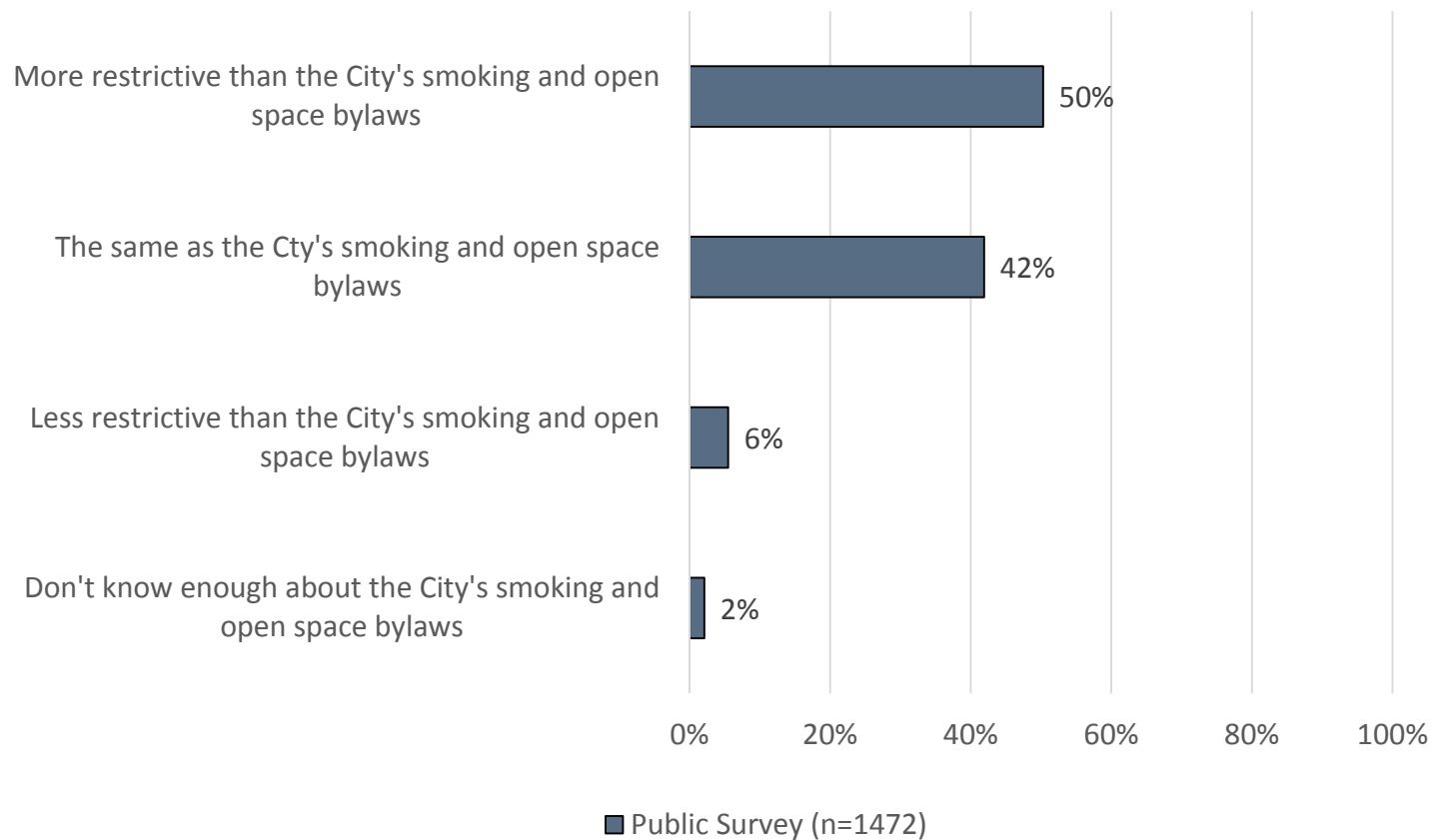
■ Public Survey (n=1472)

Likelihood to Purchase (Online) Sub Segment Analysis

Respondents significantly more likely ("somewhat" or "very") to **purchase cannabis online** included:
- Those who had supported (46%) the new cannabis legislation versus those who were neutral towards it (6%) and those who opposed it (<1%)
- Those 35 and younger (39%) versus those over the age of 35 (17% to 18%)
- Male respondents (32%) versus female respondents (25%)
- Those without children in their household (32%) versus those with children in their household (20%)
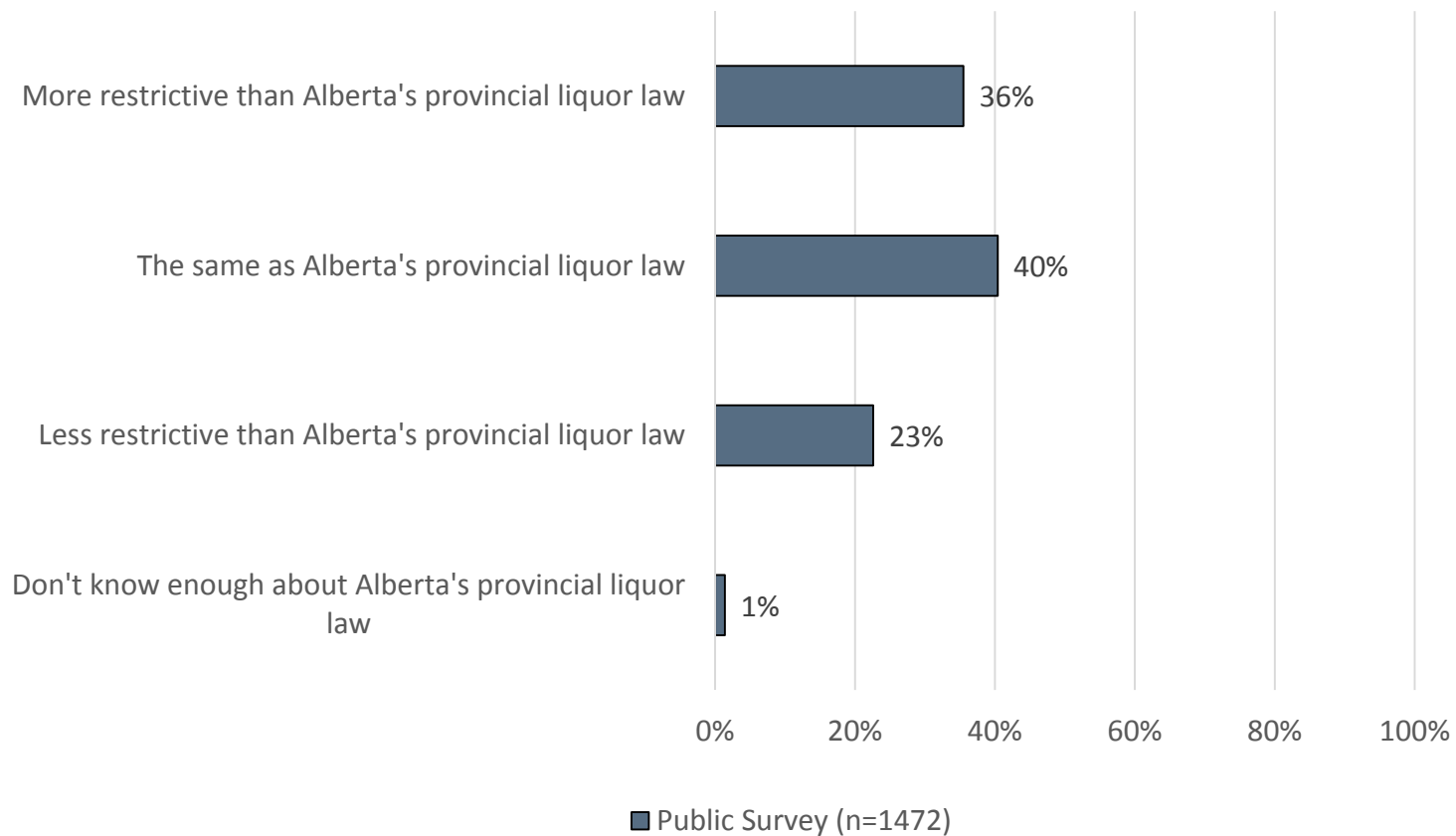
Consumption versus Smoking Laws

Should the rules regarding consumption of cannabis in public places be…?

More restrictive than the City's smoking and open space bylaws — 50%

The same as the Cty's smoking and open space bylaws — 42%

Less restrictive than the City's smoking and open space bylaws — 6%

Don't know enough about the City's smoking and open space bylaws — 2%

0% 20% 40% 60% 80% 100%

■ Public Survey (n=1472)

Consumption versus Liquor Laws

Should the rules regarding consumption of cannabis in public places be…?

More restrictive than Alberta's provincial liquor law — 36%

The same as Alberta's provincial liquor law — 40%

Less restrictive than Alberta's provincial liquor law — 23%

Don't know enough about Alberta's provincial liquor law — 1%
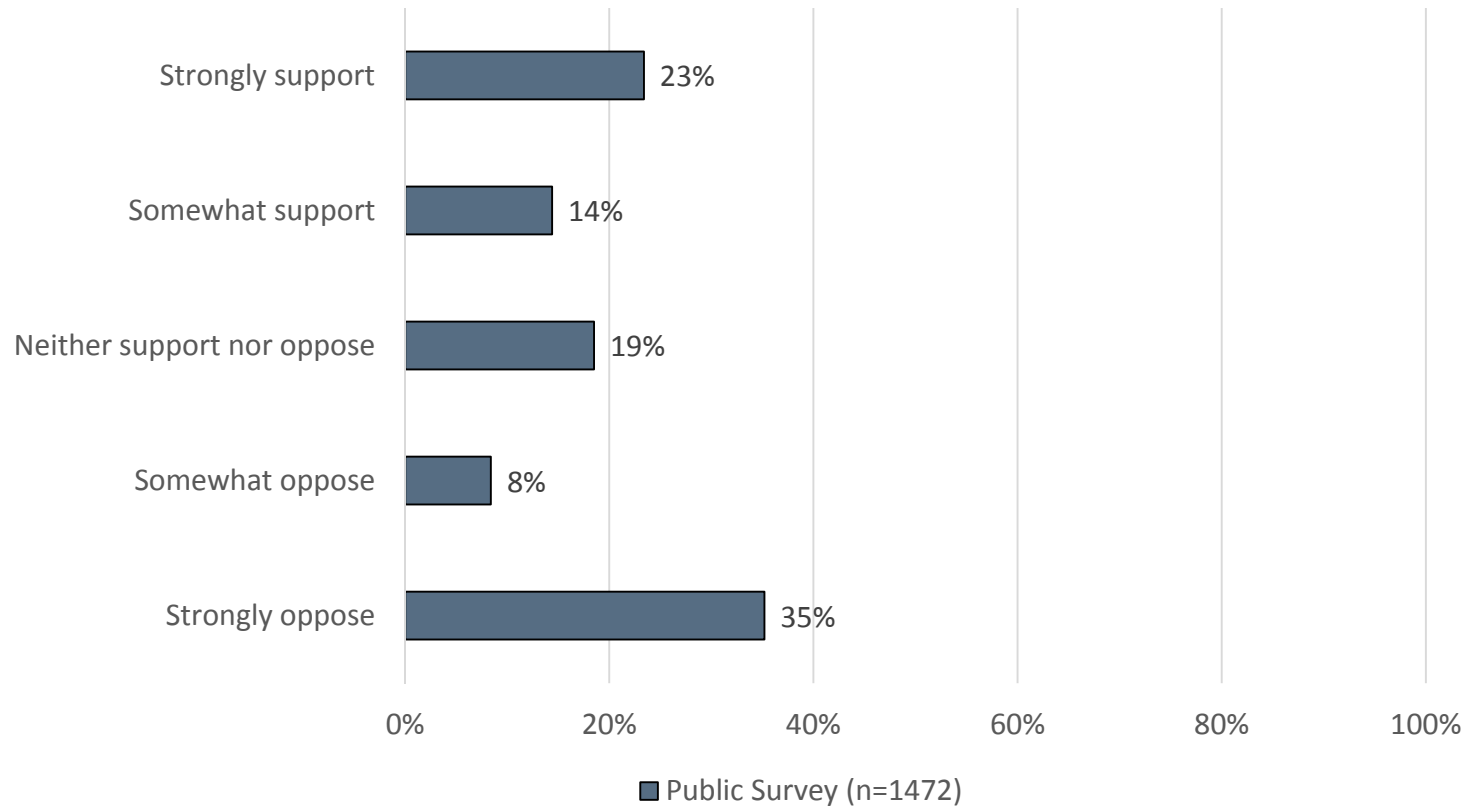
Public Survey (n=1472)

Overall Consumption

Overall, do you think the rules around public consumption of cannabis should be…
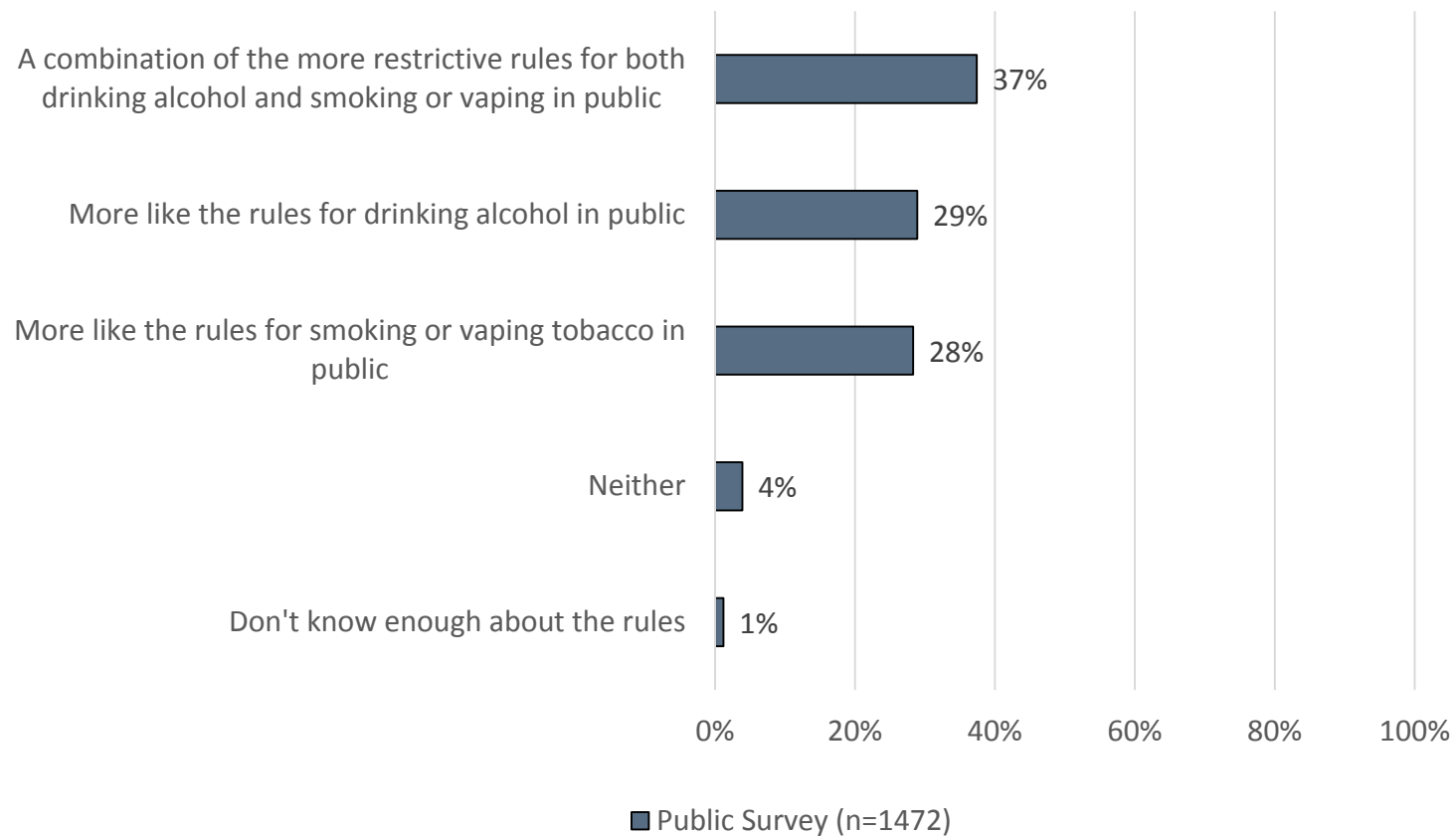
Venues for Consumption

How strongly would you support or oppose venues which allow cannabis consumption in the form of smoking or vaping?

Strongly support — 23%
Somewhat support — 14%
Neither support nor oppose — 19%
Somewhat oppose — 8%
Strongly oppose — 35%

■ Public Survey (n=1472)

Support for Legalization

How strongly do you support or oppose the legalization of cannabis for recreational use in Canada?

Public Survey (n=1472)
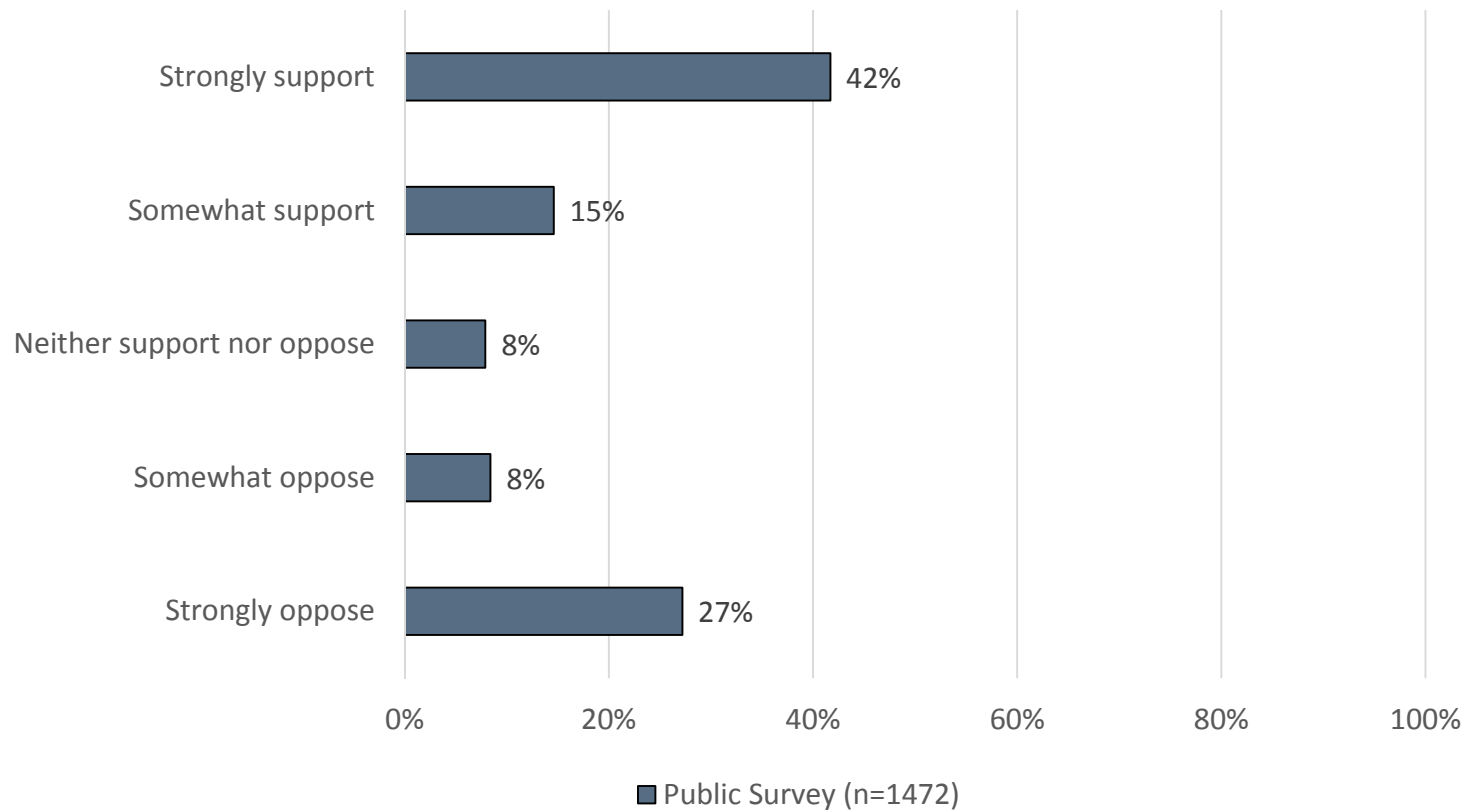
Final Comments

Do you have any final comments or suggestions for the City of Spruce Grove regarding the topics in this survey? (Top Responses)

○ Concerned about cannabis use/consumption in public/public areas (in general) – 3%

○ Concerned about the odours from smoking cannabis in public – 3%

○ I am against the legalization of cannabis/should not be legalized (in general) – 3%

○ I am concerned about impaired driving/driving under influence of cannabis legalization – 2%

○ Cannabis smoke/second hand smoke is a public health hazard – 2%

○ Ensure that cannabis regulations/laws are closely monitored/inspected/enforced – 2%

Business Profile

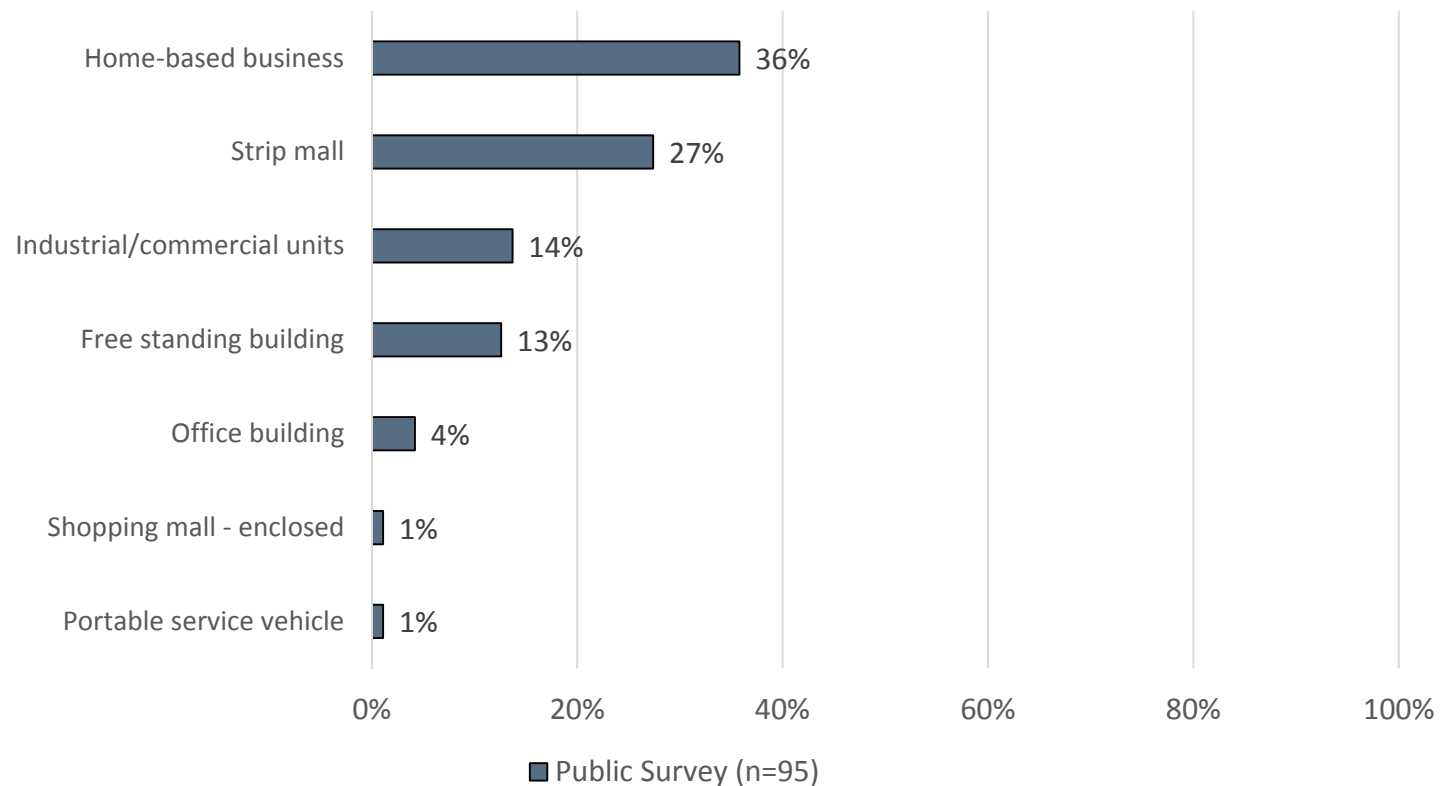## Q. Which of the following best describes your business? (Top Responses)

- Shopping and speciality retail (20%)

- Construction equipment and contractors (11%)

- Business and professional services (10%)

- Health care (8%)

- Advertising and media (6%)

- Automotive and marine (4%)

- Home and garden (4%)

- Sport and recreation (4%)

- Personal services and care (3%)

- Real estate, moving and storage (3%)

- Transportation (3%)

n=95
Base: Respondents who identify as business owners or managers in Spruce Grove or another nearby community
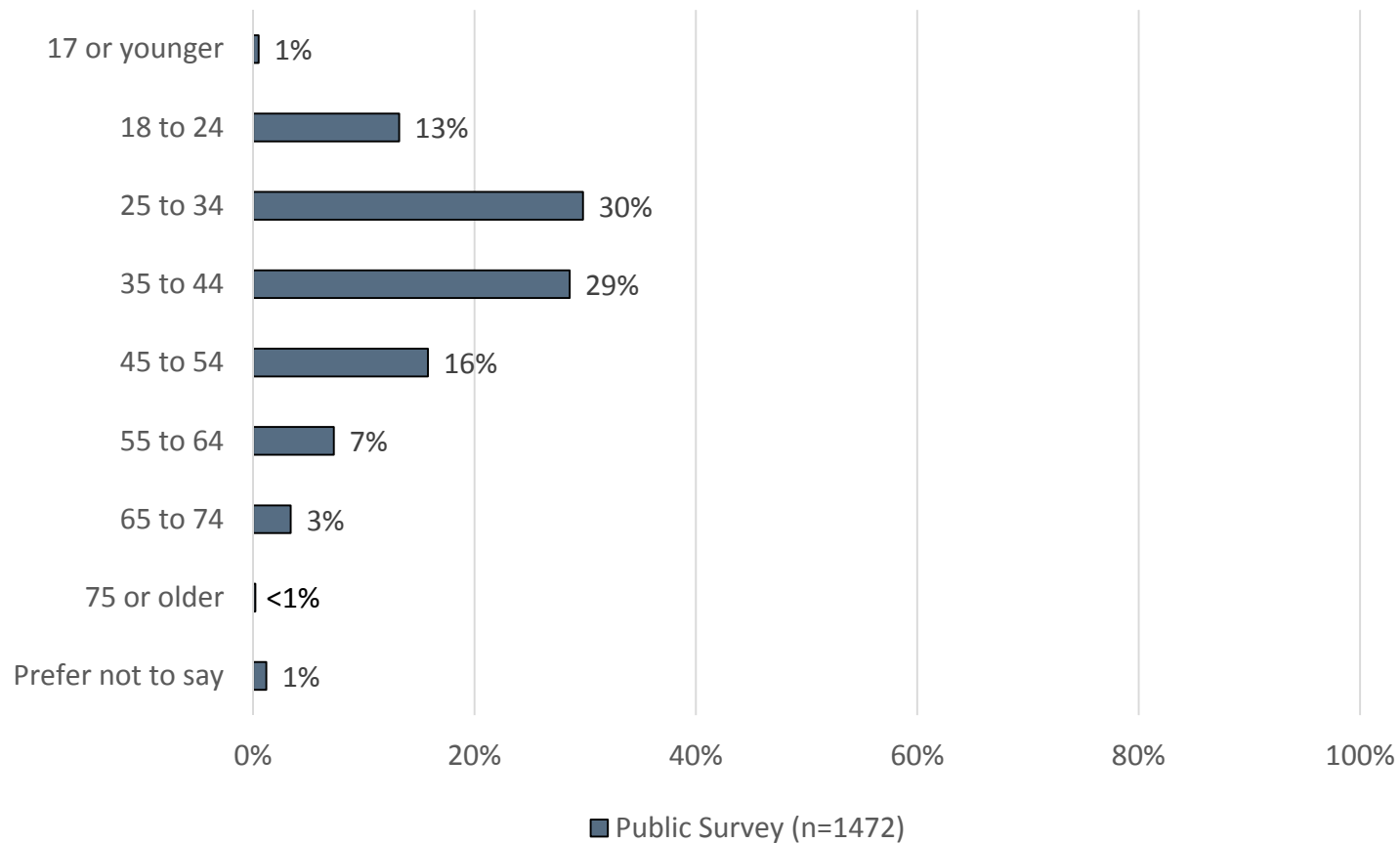
Business Profile

Q. Which of the following best describes the style of your primary business location?*

■ Public Survey (n=95)

Base: Respondents who identify as business owners or managers in Spruce Grove or another nearby community

Respondent Demographics

Q. How old are you?

Public Survey (n=1472)

Age Group	Percentage
17 or younger	1%
18 to 24	13%
25 to 34	30%
35 to 44	29%
45 to 54	16%
55 to 64	7%
65 to 74	3%
75 or older	<1%
Prefer not to say	1%

Respondent Demographics

Q. Gender

Legend: Public Survey (n=1472)

Female: 66%
Male: 31%
Other: 1%
Prefer not to say: 3%
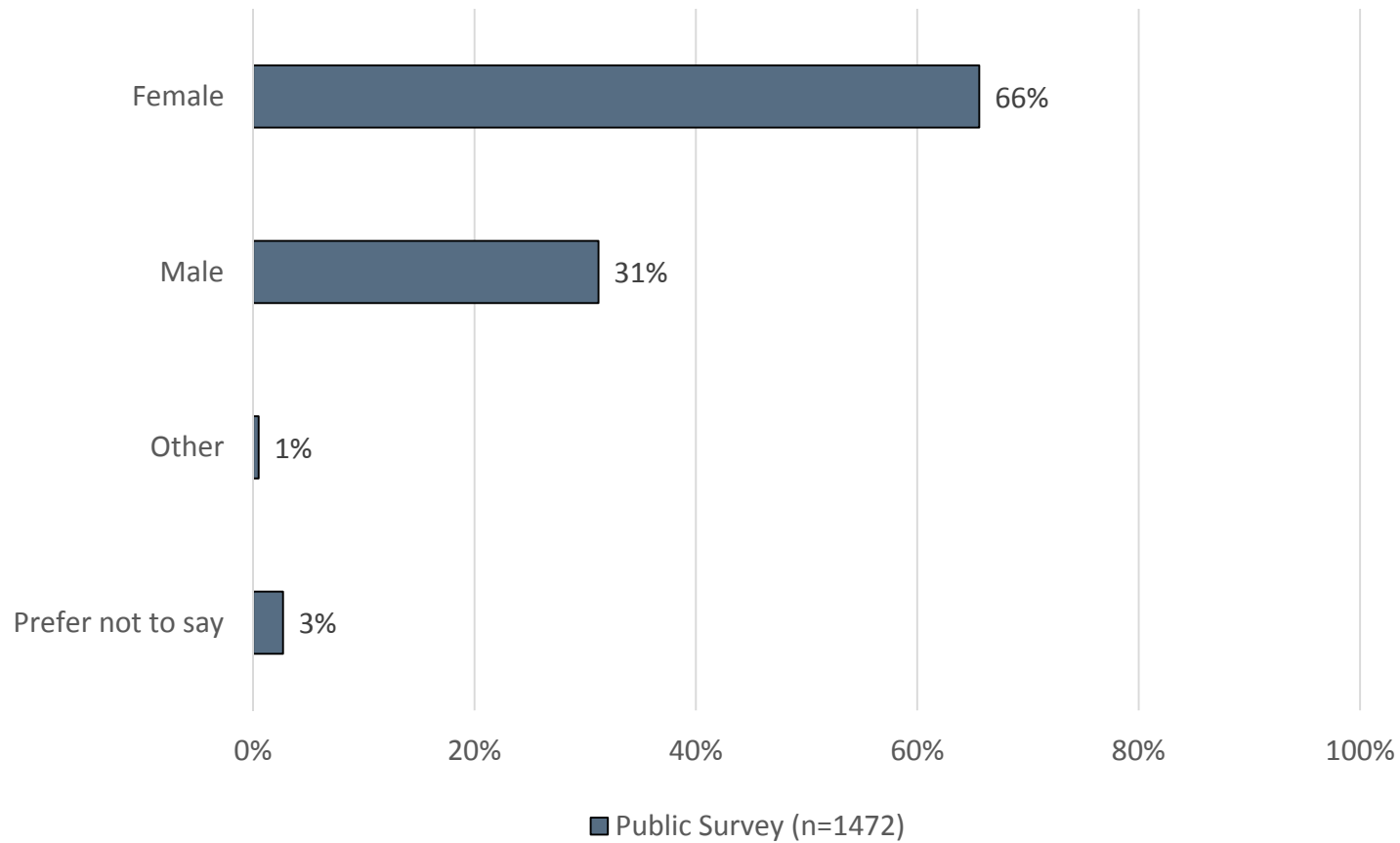
Respondent Demographics

Q. Which of the following best describes your household composition?

Public Survey (n=1472)

- Single person without children: 7%
- Single person with children: 4%
- Married/cohabiting without children: 24%
- Married/cohabiting with children: 45%
- More than 2 adults: 13%
- Prefer not to say: 6%