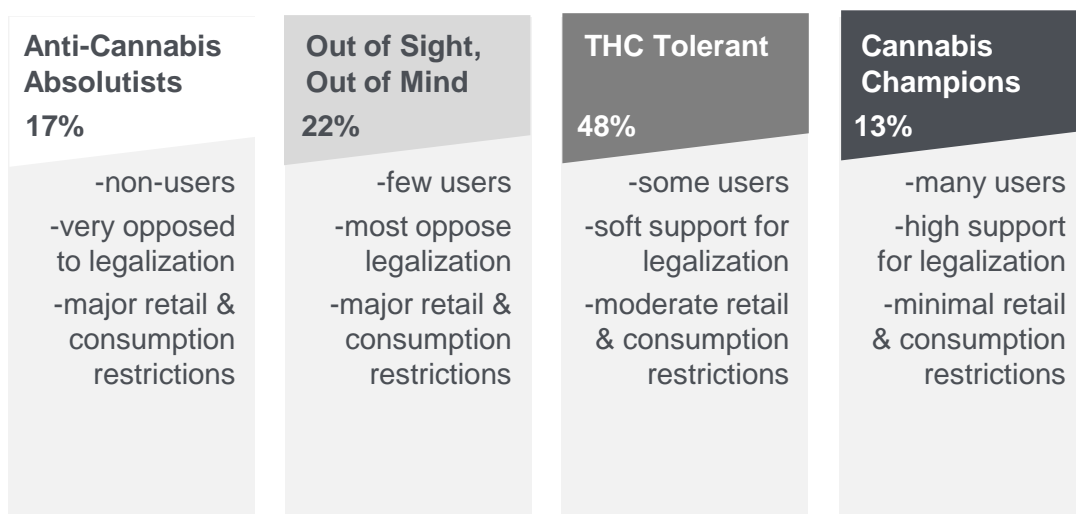




Calgarians' Views on Cannabis Legalization

How do Calgarians feel about Cannabis?

There are 4 main viewpoints when it comes to cannabis in Calgary:



1 IN 4 Calgarians will be **users or potential users** when cannabis is legal



including:
7% current frequent users
9% current infrequent users
11% willing to try

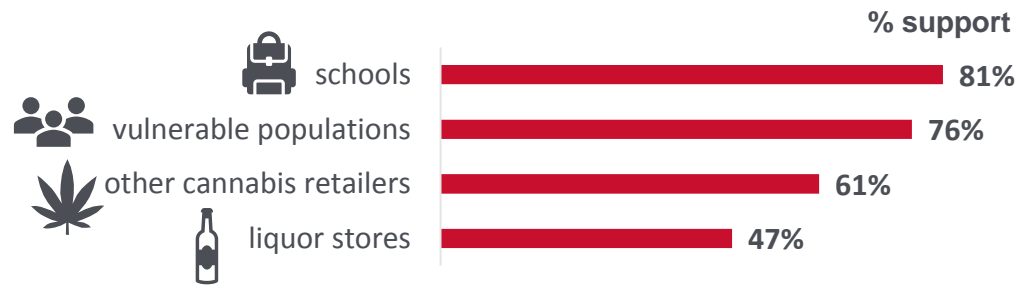
Regulations for Retailers



say retailers should have the **same operating hours as liquor stores**

"I would like to see the same operating hours as liquor stores. It's broad, but will exclude it from being available for sale at 2 am." (in-depth interview)

Retailers should be a **minimum distance** from...



"I think the liquor [store] model should be mimicked... I don't think there is a requirement to recreate the wheel. It's just another retail business, if areas are zoned, then this should be allowed." (in-depth interview)

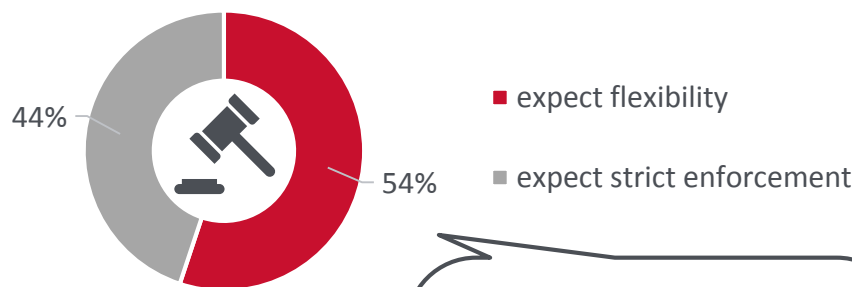
Public Consumption

Preferences on public consumption



"[Cannabis] should be more like alcohol, where you can't consume it in public." (focus group)

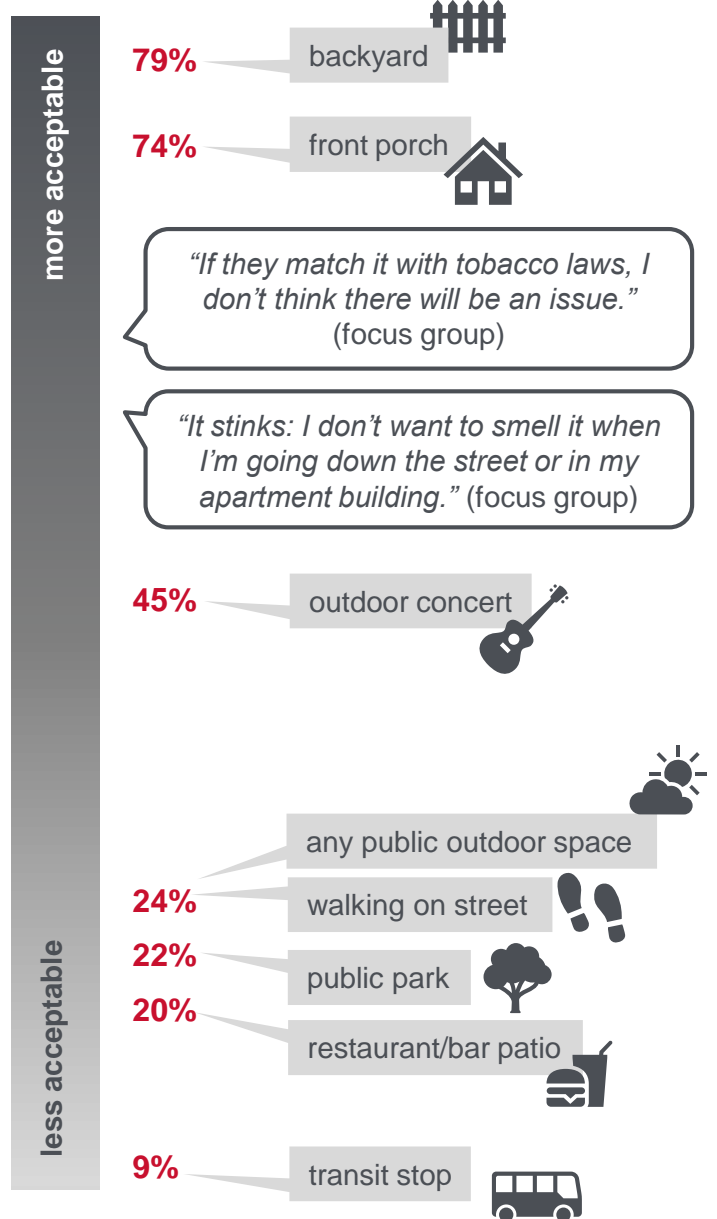
Enforcement expectations



"I think there will be a need for more bylaw (officers) because if someone is committing an infraction, bylaw will need to respond to it faster." (focus group)

"There should be discretion. It depends on the situation and if anyone is around or is being harmed. If you're in an area where you shouldn't be and people are complaining, that's one thing, but if no one's around and someone just wants to make their quota for the month, that's another." (focus group)

Where is it acceptable?



"If they match it with tobacco laws, I don't think there will be an issue." (focus group)

"It stinks: I don't want to smell it when I'm going down the street or in my apartment building." (focus group)

Home Growing

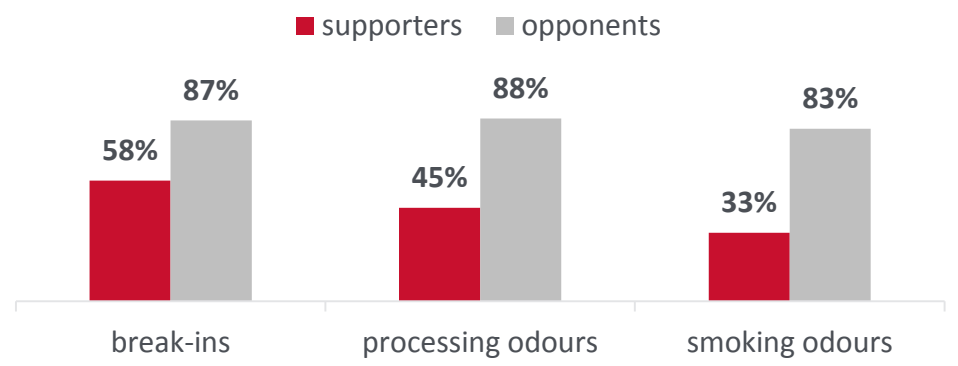


31% of all current cannabis users expect to grow their own plants

50% among frequent users

"Most people will probably grow a plant to just say they have one, because at the end of the day it is just a plant that you can grow with soil and water." (focus group)

Concerns regarding home growing:



"People growing at home might try to sell it, and then you're going to get people breaking into their garages." (focus group)

"As long as there are certain safety regulations in place, like you are using certain lamps, and you have ventilation, and things aren't against something flammable, then I'm okay with it." (focus group)

About the Research

Environics Research conducted a multi-mode study for the City of Calgary regarding cannabis legalization including:

- a **telephone survey** of a randomly selected sample of 1,002* Calgarians aged 18+ between November 6-19, 2017. Final data were weighted to reflect the Calgary population.
- five **focus groups** with Calgarians aged 18+ between January 16-18, 2018. Participants were segmented by: opponents of legalization; supporters of legalization (non-users); medical users; recreational users (aged 18-39); and recreational users (aged 40-69).
- 30 **in-depth interviews** with individuals who plan to be involved in either the retail or production of cannabis in Calgary. Interviews were conducted between December 18, 2017 and January 26, 2018.

*For a general population sample of n=1,002, the statistical margin of error at the 95% confidence level is +/-3.1%