



Calgary



Calgarians' Attitudes Towards Cannabis Legalization and Regulation

ENVIRONICS
RESEARCH

Prepared for The City of Calgary by:

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Summary

Usage of Cannabis

- ❖ Calgarians' current and intended consumption of cannabis mirrors that of Canadians in general: seven percent use cannabis once per week, with an additional nine percent using this substance less frequently. One-in-ten Calgarians (11%) who do not currently use cannabis indicate that they are willing to try once it becomes legal on July 1, 2018.
- ❖ About one-half of Calgary residents indicate that they have tried cannabis at some point, with one-in-ten of those who have consumed cannabis (9%, or 4% of all Calgary residents) indicating that they currently have a medical prescription for this substance.
- ❖ Calgary residents who currently or who plan to use cannabis (26% of all Calgarians) are most likely to consume it in edible forms (71% very or somewhat likely), or to smoke marijuana (70%), once it becomes legal to do so. Slightly more than six-in-ten (61%) expect to use oils, balms or tinctures that contain cannabis, with slightly fewer than one-half (47%) expecting to vape cannabis.

Attitudes Towards Cannabis

- ❖ Overall, slightly more than one-half of Calgary residents are in favour of legalizing cannabis (55%), with four-in-ten opposed to this measure (41%). Calgarians are more polarized on this issue than other Canadians, with the proportions of those who strongly support and strongly oppose legalizing cannabis higher than the Canadian average.
- ❖ About one-half of Calgary residents would welcome a public or private cannabis retailer near where they live, with residents expressing stronger opposition to having a commercial cannabis grower established in their neighbourhoods. Not surprisingly, opponents of legalization are much more likely to be against having these operations near where they live.

Summary - Continued

Attitudes Towards Public Consumption of Cannabis

- ❖ A majority of Calgarians (55%) believe the rules around public cannabis consumption should mirror those governing alcohol consumption, with three-in-ten (32%) believing these laws should be more like those around smoking tobacco or vaping in public. Frequent cannabis users are more likely to be in favour of rules that are similar to public smoking regulations.
- ❖ Most Calgarians are permissive towards using cannabis on private property, but are less likely to find it acceptable for people to consume cannabis in public places such as sidewalks, parks, patios and public transit stops. Frequent cannabis users are more likely than others to feel that it is acceptable to use these products in public areas.
 - ❖ Fewer than one-half of Calgary residents (45%) feel that it is acceptable for people to consume cannabis at a festival or public event, with these individuals most likely to support restricting cannabis use to designated areas.
- ❖ Those who are opposed to legalizing cannabis are generally more likely to support introducing rules around cannabis consumption that are stricter than the City's existing smoking bylaw and provincial liquor regulations.
 - ❖ On the other hand, those who support legalizing cannabis are more inclined to suggest that these rules for cannabis should align with existing rules regarding the public consumption of tobacco and alcohol.
- ❖ Calgarians are split between those who want cannabis consumption laws to be strictly enforced and those who desire flexibility. Again, opponents of legalization are more likely to want the law to be strictly enforced, with supporters more likely to be in favour of police and bylaw officers having some degree of discretion when enforcing these rules.
- ❖ Six-in-ten Calgary residents (59%) support The City hiring more police and bylaw enforcement officers to monitor public consumption of cannabis.

Summary - Continued

Home growing

- ❖ Among those who currently use or would consider cannabis (26% of all Calgarians), three-in-ten (31%) say they are likely to try growing their own plants for personal use, with more frequent users more likely to consider growing plants at home. These users are most likely to grow these plants inside their homes.
- ❖ When it comes to issues around growing cannabis at residential households, residents are most likely to be concerned with people breaking into homes and garages to steal plants.

Business regulations, licensing and siting

- ❖ Slightly more than three-quarters of Calgarians (78%) support restricting commercial cannabis production to industrial areas of the city, with one-half of residents (53%) indicating that retailers should be allowed to sell cannabis in any commercial area of the city.
- ❖ Eight-in-ten Calgarians support measures that would keep cannabis retailers a minimum distance from elementary, junior and high schools (81%), with three-quarters (76%) wanting retailers a set distance from organizations that work with vulnerable populations. Six-in-ten (61%) want cannabis retailers to be located a minimum distance from one another, with slightly less than one-half (47%) supporting minimum distance restrictions from liquor stores.
- ❖ Almost six-in-ten Calgarians (59%) want cannabis retailers to have the same provincially-mandated operating hours as liquor stores, with three-in-ten (31%) wanting more restrictive hours and a very small number (6%) wanting cannabis to be sold for a longer period of time.

Taxation

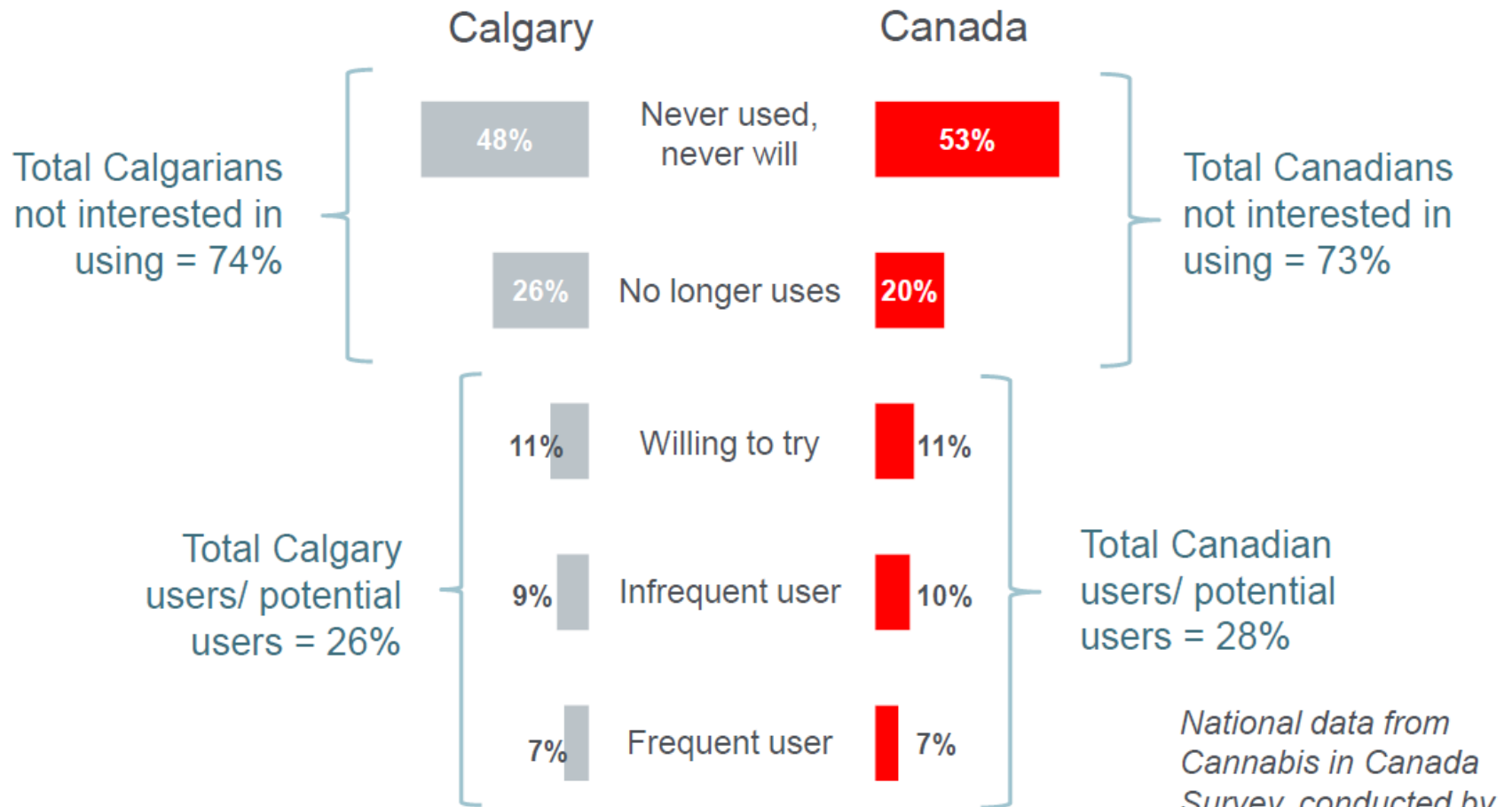
- ❖ Most residents back the idea of The City of Calgary having access to excise revenue on retail cannabis sales. Almost eight-in-ten (79%) want the Alberta government to share a portion of federal taxes it receives from cannabis sales with municipalities, with two-thirds (67%) in favour of The City of Calgary gaining the power to levy its own tax on cannabis to fund enforcement and regulation.

Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 1,002 Calgarians aged 18 and older between November 6th and November 19th, 2017.
 - Both landline (70%) and cell phone (30%) sample were used to obtain a random and statistically representative sample of Calgary adults aged 18 years and over.
 - The average interview length was 15 minutes.
- ❖ For a general population sample of n=1,002, the statistical margin of error at the 95% confidence level is +/-3.1%.
- ❖ The margin of error by quadrant is as follows:
 - Northeast: n=200 (MOE +/- 6.9%)
 - Northwest: n=280 (MOE +/- 5.9%)
 - Southeast: n=240 (MOE +/- 6.3%)
 - Southwest: n=282 (MOE +/- 5.8%)
- ❖ Final data were weighted to ensure the overall sample's quadrant, age and gender composition reflects that of the actual Calgary population aged 18 and older, according to the 2016 Canadian Census.
- ❖ Where indicated, Calgary results from this survey are compared with the results of an online survey of a representative sample of n=925 Canadian adults aged 18 and over. This survey was conducted by Environics Research from April 20 to May 1, 2017.

Cannabis consumption – Calgary vs. Canada

Calgarians' consumption of cannabis mirrors that of Canadians in general.

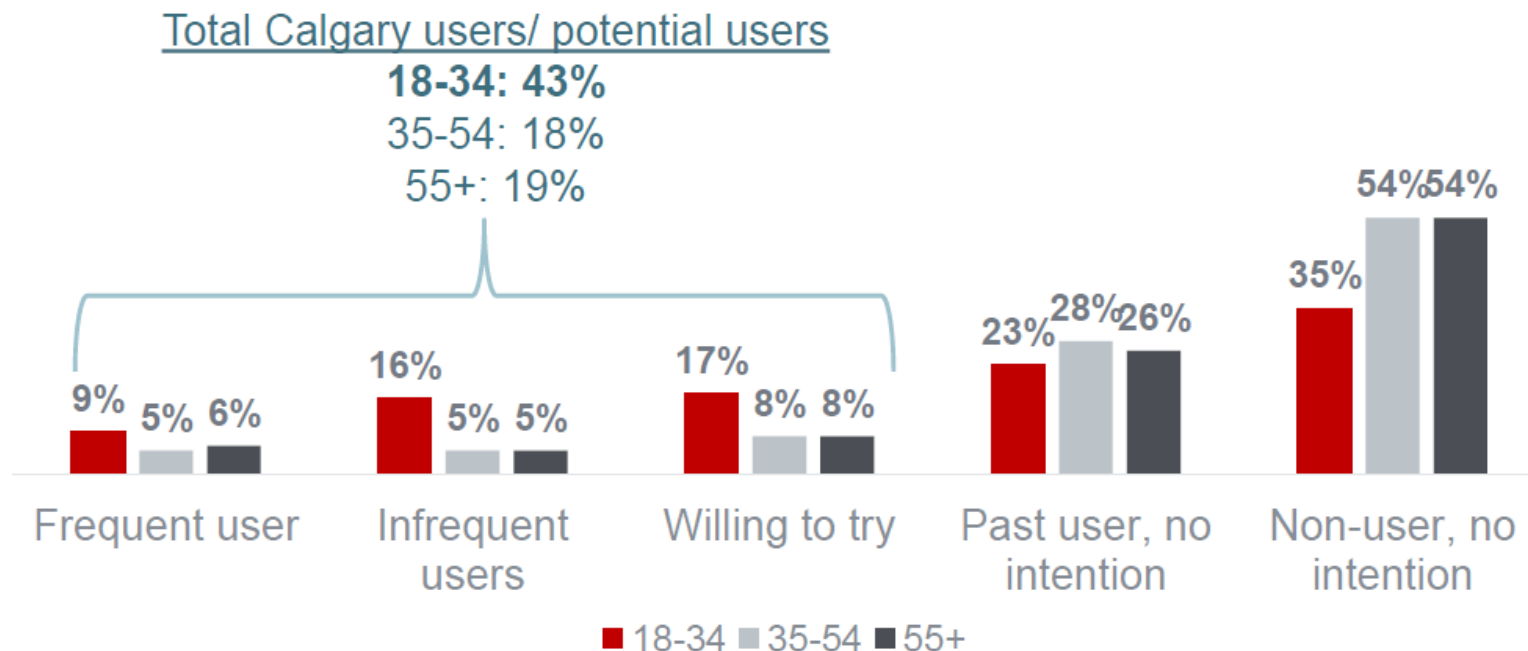


National data from Cannabis in Canada Survey, conducted by Environics, 2017

6. Have you ever smoked or otherwise consumed cannabis? (Calgary n=1,002; Canada n=925)
8. Thinking about the past year, how often did you use cannabis? (Base: Cannabis users; Calgary n=441, Canada n=382)
10. How likely are you to [IF Q6=02: try cannabis / IF Q8=05: try cannabis again] once it becomes legal for recreational use? Are you ...
(Base: Non-users; Calgary n=853, Canada n=248)

Cannabis Usage in Calgary – By Age

More than four-in-ten young adults currently use cannabis, or are open to using it once it becomes legal.



Other groups that are more likely to currently use cannabis include:

- Renters (32%, including 14% who are frequent users) vs. 12% among homeowners
- Those who have a disability (27%, including 22% who are frequent users)

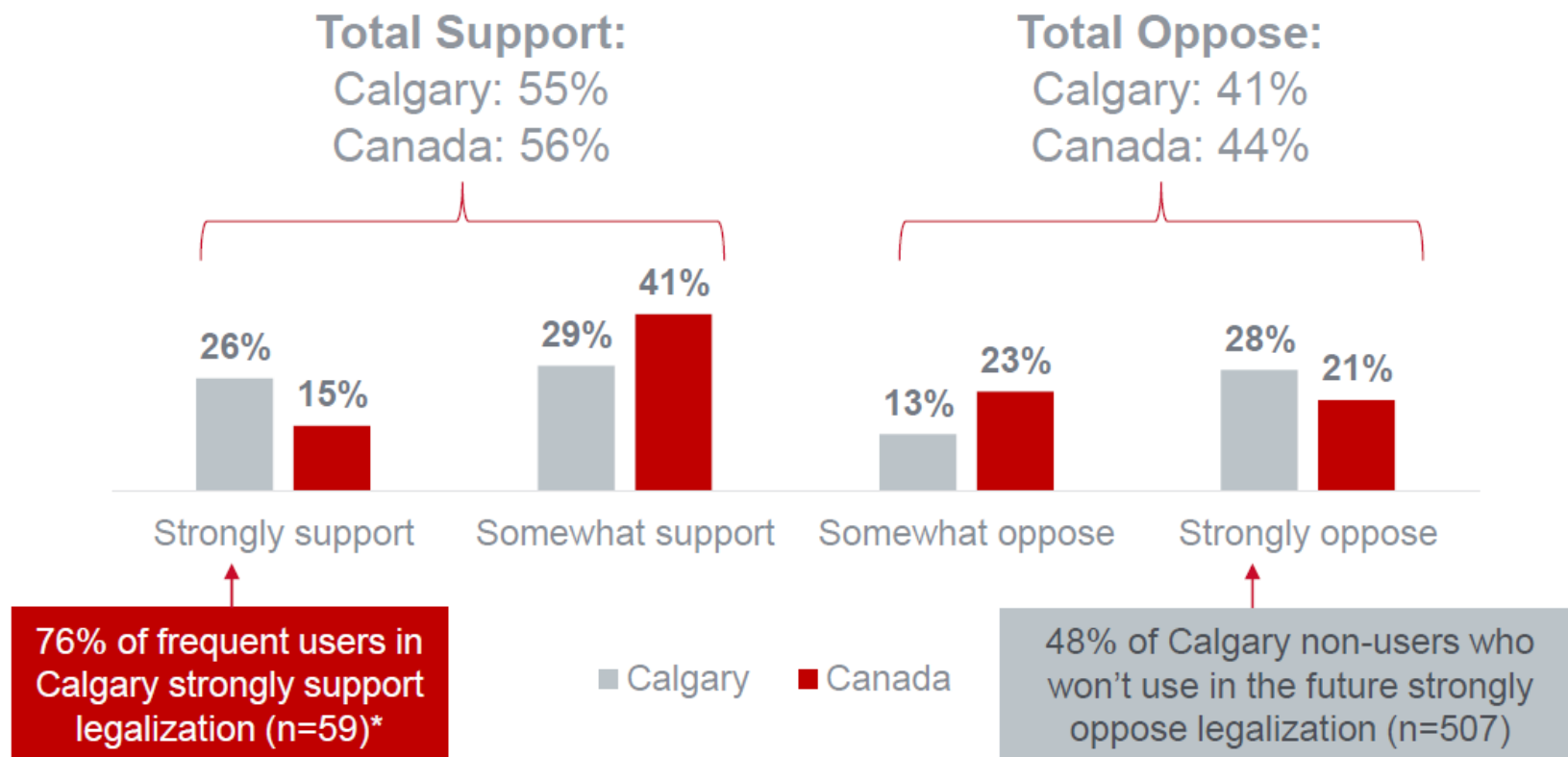
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Support for Legalization: Calgary vs. Canada

Calgary is somewhat polarized between strong supporters and opponents of legalization.

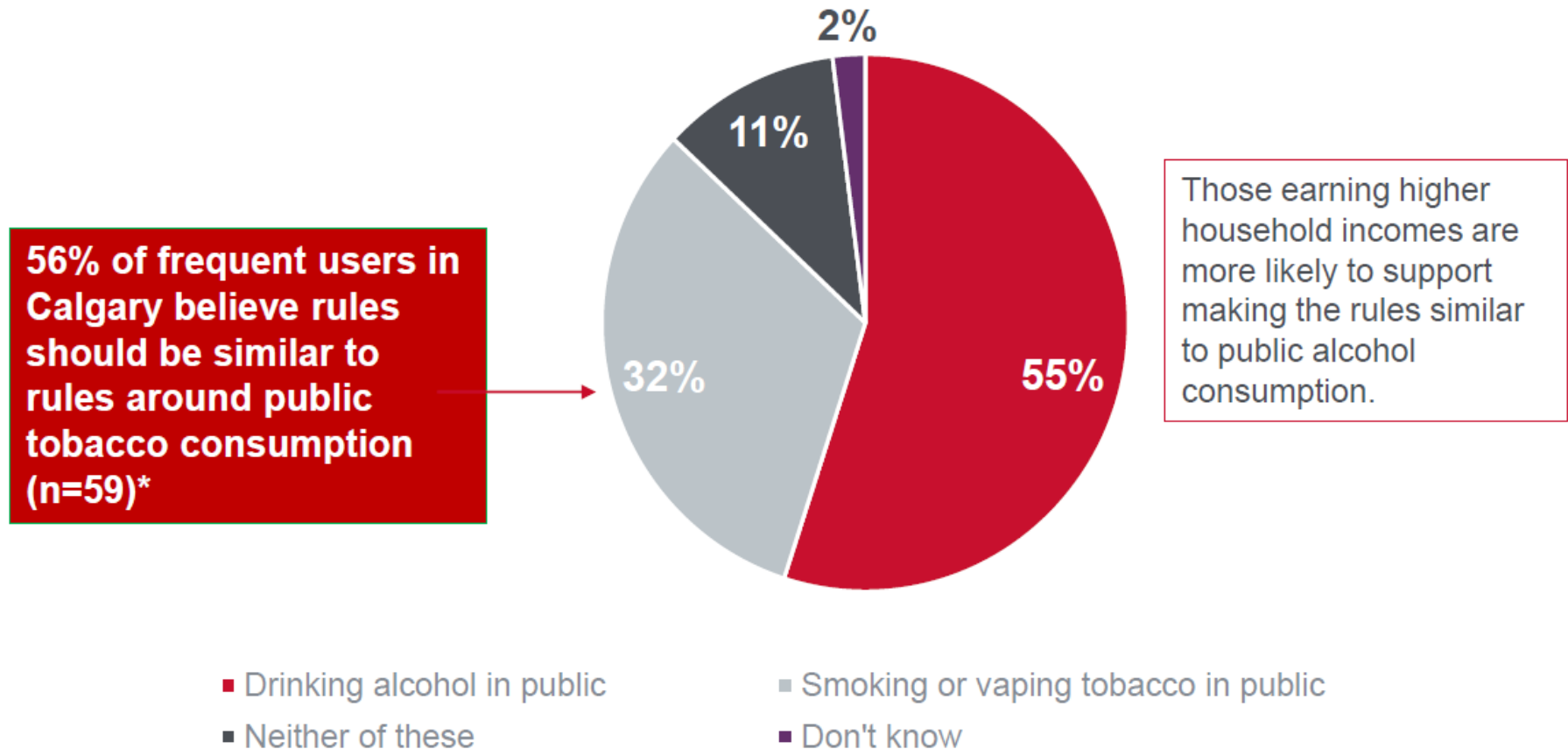


1. Cannabis, also known as marijuana, will become legal for recreational use in Canada in July 2018. Do you support or oppose the proposed legalization of cannabis for recreational use in Canada? (And is that strongly or somewhat?) (Calgary n=1,002; Canada n=925)

*Frequent users are defined as those who use cannabis at least once per week. Caution: Small Base.

Preference for Public Consumption Rules

Calgarians prefer cannabis usage rules to be like those for alcohol consumption.

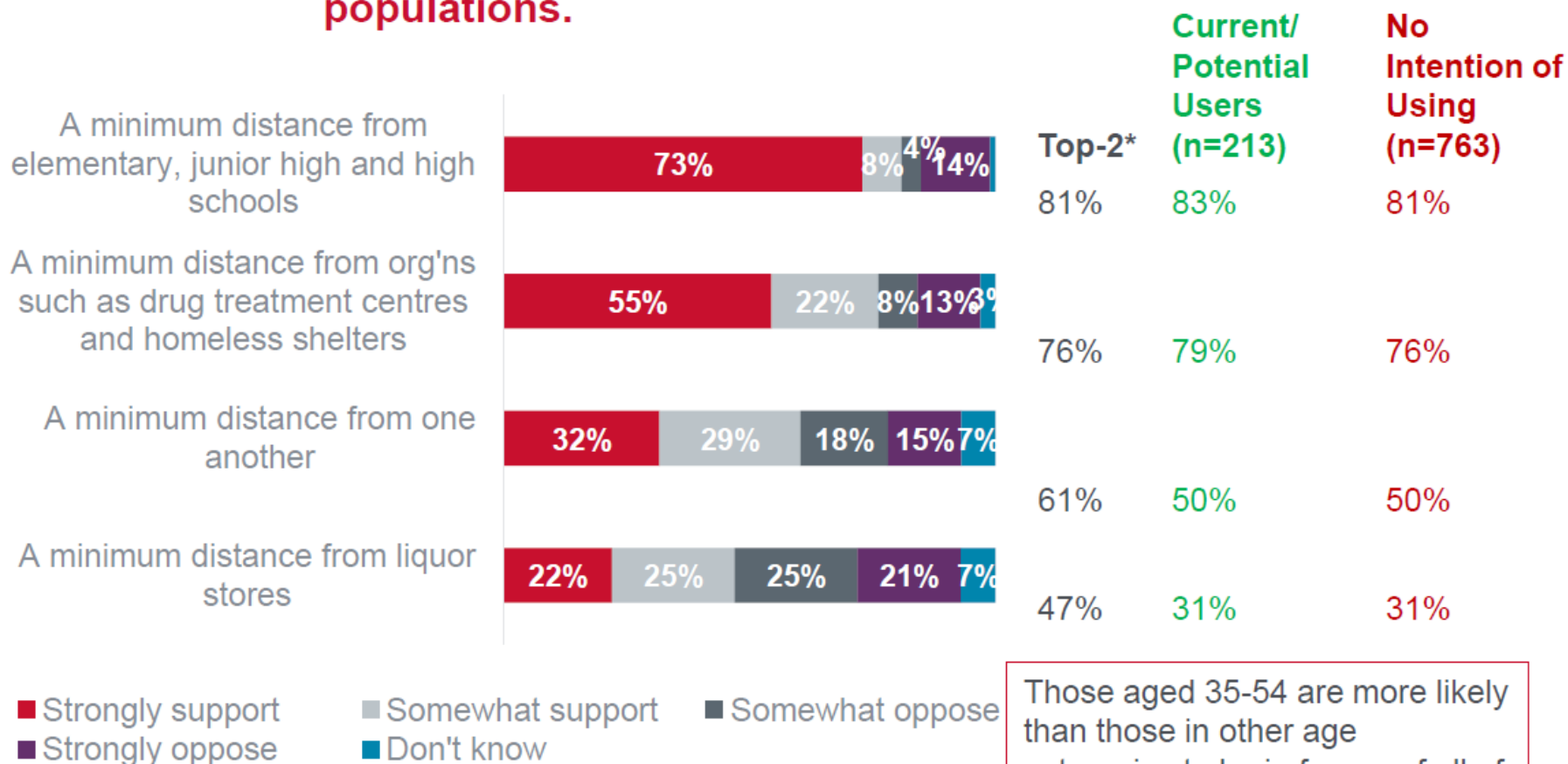


15. Do you think the rules around public consumption of cannabis should be more like the rules for drinking alcohol in public, or more like the rules for smoking or vaping tobacco in public? (n=1,002)

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Views Regarding Siting Restrictions

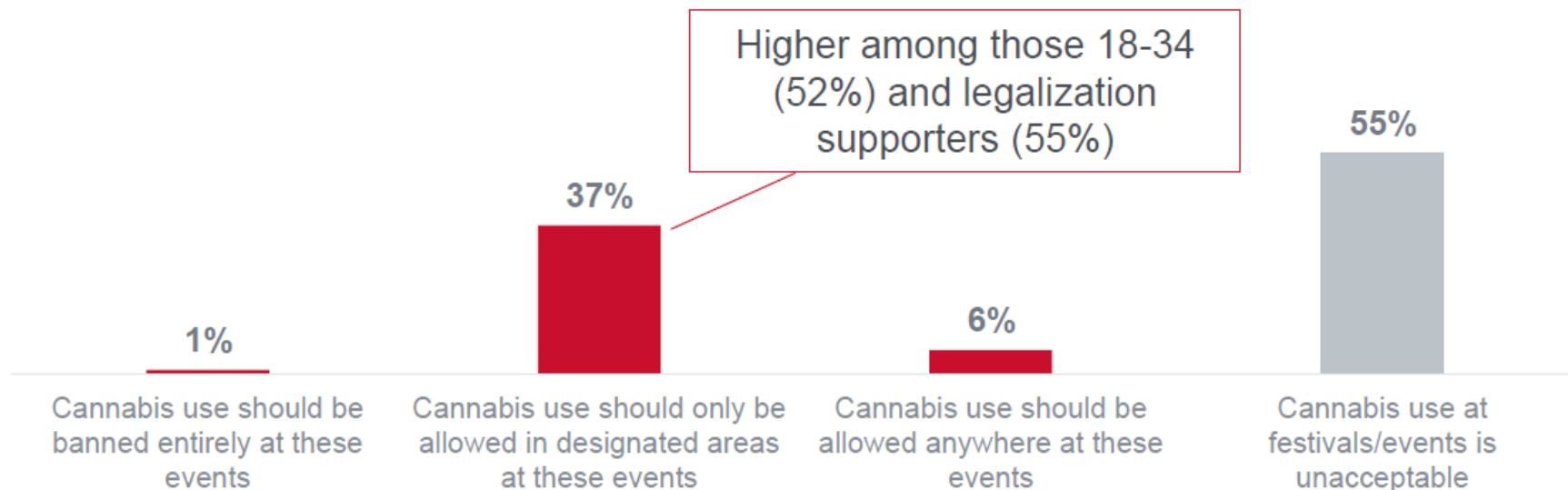
Most Calgarians support keeping cannabis retailers a minimum distance from schools and vulnerable populations.



Those aged 35-54 are more likely than those in other age categories to be in favour of all of these siting restrictions.

Attitudes Towards Use At Public Events

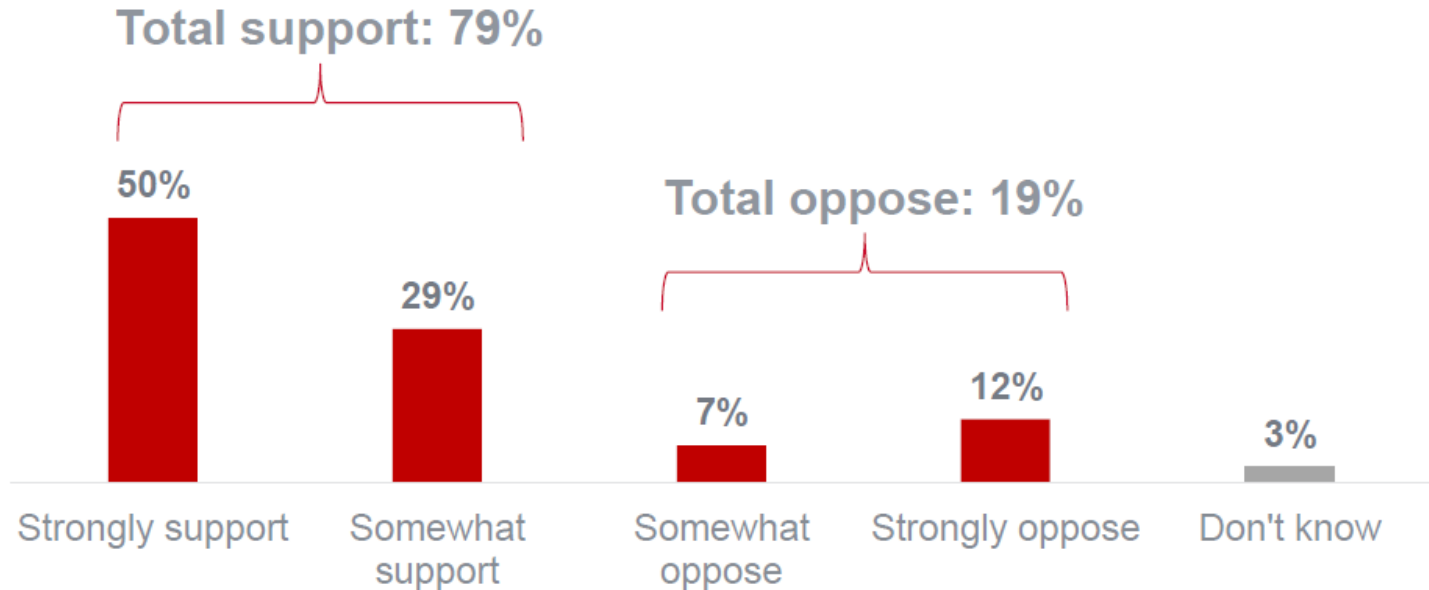
One-half of Calgarians say cannabis use at events/festivals is not acceptable – with those who accept most likely to want consumption limited to designated areas.



Views By User Type		
	Current/potential user (n=213)	Current/future non-user (n=763)
Ban entirely at events	2%	1%
Allow in designated areas	61%	29%
Allow anywhere	13%	4%
Use at events is unacceptable	23%	67%

Support For Sharing Provincial Tax Revenue

Most Calgarians want the provincial government to share a portion of the federal cannabis tax with municipalities.



Support for the provincial government sharing revenue with municipalities is higher among those earning higher household incomes (84% among those earning \$125K+ vs. 72% among those earning <\$50K).

42. The federal government has proposed taxing cannabis and sharing 50 percent of the proceeds with provincial governments. One idea is for the provincial government to share a portion of this tax with municipalities to help them cover the costs associated with legalizing cannabis, which include enforcement and licensing businesses. Do you support or oppose this idea? (And is that strongly or somewhat?) (n=1,002)