



2018 Cannabis Survey: Public Engagement Survey

Final Report

April 16, 2018

Banister Research Ltd.



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1.0 Executive Summary

Banister Research was contracted by the City of St. Albert to conduct cannabis-related research with City residents and stakeholders. A total of 2,385 responses were submitted online from March 21 to April 4, via open web link, set up as public engagement tool to encourage participation of all community members.

The following is a summary of the key findings from the **2018 Cannabis Research: Public Engagement Survey** responses. For detailed results, please refer to [Section 3.0](#).

Please Note: Percentages as reported below and throughout the remainder of this report are reflective of the total number of responses submitted and are *not* necessarily indicative of the total number of *individual respondents*.

Overall Perceptions

- Top-of-mind (unaided) concerns about cannabis legalization use included:
 - Impaired driving (43% of those who provided concerns – n=395);
 - Underage access and exposure to cannabis (22%); and
 - Public smoking and vaping (21%).
- Top aided concerns included: impaired driving (67% of all respondents); education for youth and families (58%); places for cannabis consumption (56%); and workplace safety (53%).

Public Consumption

- Approximately half (52%) agreed that “smoking and vaping cannabis should be banned in all public places,” while 41% agreed that “adults should be able to smoke and vape cannabis in the same places you can smoke tobacco.”
- Places that were most often considered acceptable for consumption included backyards (84%) and porches or balconies (73%). Sixty percent (60%) of the responses indicated that cannabis use should only be allowed in designated areas at festivals and events.
- Approximately half of the responses indicated concern with smoke (53%), odours (52%), and public consumption, in general (50%).
- While nearly half of the responses (47%) indicated it was important that the City has sufficient resources to enforce cannabis bylaws, 58% were opposed to a tax increase.

Venues for Consumption

- Approximately 4 in 10 responses (41%) indicated support for smoking or vaping venues, while 47% supported the idea of venues allowing consumption of edibles.



Business Regulations

- Over half of the responses (57%) demonstrated support for cannabis retail store operations in the same areas where liquor stores are allowed, and 67% indicated that cannabis stores in St. Albert should have the same operating hours as liquor stores.
- About 6 in 10 responses (61%) indicated that the City should charge a higher licensing fee for cannabis retail stores, as they do for stores selling tobacco products.
- The top concern about retail operations was how close cannabis stores will be to places where children and youth gather, such as schools, community centres, parks, and playgrounds (65%). Minimum distance regulations of 200 metres or more were considered appropriate for places where children and youth gather (64%) and public facilities (53%).

Home Growing and Production

- Approximately two-thirds of the responses indicated that cannabis should be permitted to be grown inside ones' home (68%) or in a greenhouse (66%). Thirteen percent (13%) of the responses indicated likelihood to grow their own cannabis plants at home.
- Over 4 in 10 of the responses (44%) indicated concern neighbours who grow or smoke cannabis, while 33% indicated concern about the safety of growing cannabis plants in the home.
- With regards to production facilities, just under half of responses (46%) indicated concern about odours, while approximately one-third of the responses (35%) indicated concern with fire safety.

Support for Legalization

- Overall, more than half of the responses (57%) indicated support for the legalization of cannabis.
- More than half (51%) of the responses agreed that "legalizing cannabis and having legitimate businesses related to cannabis will be positive for St. Albert's economy."
- The majority of responses (72%) indicated that respondents did not have any interest in starting a cannabis-related business or pursuing a job related to cannabis (13% did).
- More than half of the responses (57%) indicated that respondents were personally unlikely to buy cannabis products from a retail store (32% indicated likelihood to).



2.0 Project Background

The recreational use of cannabis will become legal in the summer of 2018. Both the federal and provincial governments have made legislative changes to account for this change. However, there are decisions requiring input into how the sale and consumption of cannabis will be handled in St. Albert.

To help City Council and Administration address the potential impacts of the legalization of cannabis on St. Albert and to inform the public of the upcoming legalization and the City's role, the City contracted Banister Research Ltd. to conduct a survey with residents and stakeholders inviting them to gather input to help shape future bylaws and practices regarding:

- Store locations;
- Smoking and vaping of cannabis in public;
- Considerations for business licensing applications; and
- Overall, to understanding future needs for information and municipal services.

Surveys were completed between March 21 and April 4, 2018 via the following methods:

- A **mail-recruit-to-web survey**, for which 4,000 randomly-selected residents were invited via mail to complete the survey through a closed link. Each household was provided a PIN, which they used to access the survey, thereby ensuring that one response was submitted per household. A total of n=734 respondents completed the online survey.
- A **public engagement web survey**, available to all residents and stakeholders via open link (n=2,385 responses). As this survey was set up to encourage participation of all community members, more than one member of the household was allowed to participate.

This report outlines the findings from the **Public Engagement Survey**, conducted as part of the 2018 Cannabis Research. Due to the opt-in or self-select nature of open web surveys, results cannot be generalized to the population of the City of St. Albert.

The detailed survey methodology and final questionnaire can be found in [Appendix A](#) and [Appendix B](#), respectively.

The results from the Mail-Recruit-to-Web Survey are available under a separate report cover.

3.0 Study Findings

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables, available under a separate cover, provide a detailed analysis of all survey findings. The reader should also note, when reading the report that the term *significant* refers to “statistical significance.” Only those respondent subgroups (e.g., findings broken down by age, gender, etc.) which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included.

Any discrepancies in percentages can be attributed to rounding.

3.1 Profile

The vast majority of respondents (91%) were residents of the City, while 12% also reported that they own or manage a business.

Table 1

Which of the following interests do you represent when completing this survey?	
	Percent of Responses* (n=2,385)
Resident of the City of St. Albert	91
Business owner or manager	12
Municipal employee (i.e., employed by the City of St. Albert)	3
Not-for-profit or charitable organization	2
A community league or association	1
Resident of another nearby community	5
Edmonton	2
Sturgeon County	2
Morinville	1
Other community (1% of respondents or less)	1
Other	
Employed in St. Albert	1
Former resident of St. Albert	<1
Owns property in St. Albert	<1
Children attend school in St. Albert	<1
Cannabis industry consultant	<1

*Multiple responses

3.2 Overall Perceptions

Respondents were provided the following information:

Cannabis refers to products made from the leaves and flowers of the cannabis plant. You may have also heard it called marijuana or pot. Cannabis can be smoked, used with a vaporizer (vaping), or added to food or drinks. To help identify future needs for information and services, the City of St. Albert would like to understand your overall opinion of cannabis legalization and the potential impact on the community.

When asked if they had any top-of-mind concerns regarding the legalization of cannabis, 52% of the responses (n=1,248 of which n=395 were sampled for coding¹) mentioned concerns: impaired driving (43% of the total responses with concerns); underage access and exposure to cannabis (22%), and public smoking and vaping of cannabis (21%).

Table 2

Top of mind, do you have any concerns regarding the legalization of cannabis?	
Base: Responses reflecting top-of-mind concerns.	Percent of Responses* (n=395)
Impaired driving	43
Underage access/exposure to cannabis	22
Public smoking and vaping of cannabis	21
Odours from smoking cannabis in public	17
Public health impacts	14
Workplace safety	7
Against the legalization of cannabis, in general	6
Where you can consume cannabis in St. Albert	6
Cannabis-related crime	5
The operation of cannabis stores	4
Cannabis is a gateway drug/will lead to hard drugs/drug addiction	4
Costs to the City and potential tax increases	4

*Multiple responses

¹ A random sample of up to n=400 responses was used for the coding of each open-ended question.

Using a scale of 1 to 5 (1 being “not at all concerned” and 5 being “very concerned”), responses most often indicated concern with impaired driving (67% provided a rating of 4 or 5 out of 5) education for youth and families (58%), places for cannabis consumption in St. Albert (56%), and workplace safety (53%). Conversely, approximately one-third of the responses or less indicated concerned with business opportunities related to cannabis (23% provided a rating of 4 or 5) and services for counselling available in St. Albert (34%). See Table 3, on the following page, for the detailed breakdown of results.

Figure 1

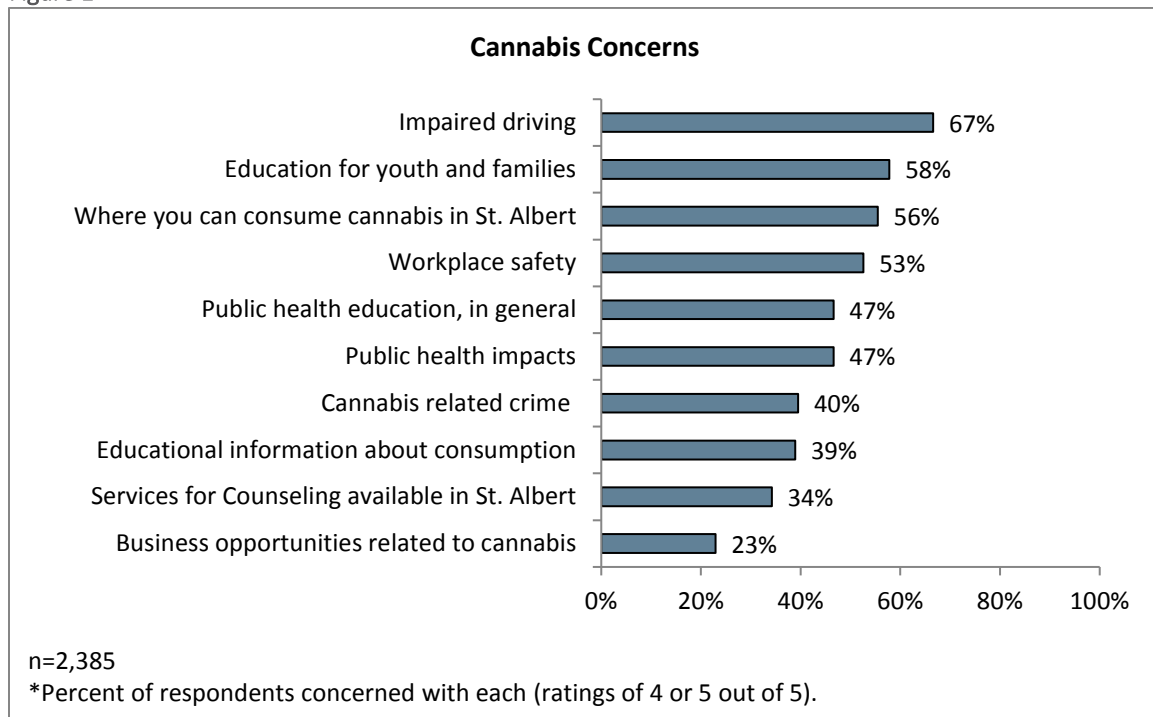


Table 3

How concerned are you with each of the following aspects of cannabis legalization?							
	Percent of Responses (n=2,385)						
	(1) Not at all Concerned	(2)	(3)	(4)	(5) Very Concerned	Don't Know/ Not Stated	Mean (out of 5)
Impaired driving	11	10	11	13	54	1	3.87
Education for youth and families	13	11	18	21	37	<1	3.57
Where you can consume cannabis in St. Albert	18	11	15	15	41	1	3.50
Workplace safety	18	14	15	15	38	1	3.42
Public health education, in general	19	14	20	20	27	1	3.23
Public health impacts	24	14	14	13	34	1	3.18
Educational information about how to properly consume cannabis	26	15	20	16	23	<1	2.96
Cannabis related crime	35	14	12	9	31	1	2.88
Services for Counseling available in St. Albert	28	16	21	15	19	1	2.81
Business opportunities related to cannabis	42	15	20	9	14	1	2.39

Respondent Sub-Segment Analysis

Those who opposed cannabis legalization or were neutral were significantly more likely to be concerned with **all aspects of cannabis legalization**, with the exception of business opportunities related to cannabis, versus those who supported cannabis legalization.

Females, and those ages 35 and older were also significantly more likely to be concerned with **all aspects of cannabis legalization**, with the exception of business opportunities related to cannabis, versus males, and those ages 34 and younger and.

Respondents significantly more likely to be concerned, in particular, with **educational information about how to properly consume cannabis** included:

- Those who own their home (41%) versus those who rent (27%);
- Those who live in a single detached home (40%) versus those who live in a home other than a single detached house, townhouse, duplex, or four-plex (32%);
- Those who do not work full or part-time (47%) versus those who are employed full or part-time (36%); and
- Those whose primary business location is an office building (61%) versus those whose business locations is a free standing building (39%), strip mall (31%) home based business (34%), or an industrial commercial building (33%).

Respondents significantly more likely to be concerned with **education for youth and families** included:


- Those with children in their household (64%) versus those without children (53%);
- Those who own their home (61%) versus those who rent (41%);
- Those who live in a single detached home (60%) versus those who live in a home other than a single detached house, townhouse, duplex, or four-plex (46%);
- Those whose highest level of education is university or college (58%) or post-graduate studies (66%) versus those whose highest level was high school or less (50%); and
- Those whose total annual household income was \$200,000 or greater (64%) versus those whose income was less than \$100,000 (53%).

Respondents significantly more likely to be concerned with **public health impacts** included:

- Those with children in their household (51%) versus those without children (43%);
- Those who own their home (50%) versus those who rent (29%);
- Those who live in a single detached home (48%) versus those who live in any other type of home (40% to 41%);
- Those whose highest level of education is university or college (47%) or post-graduate studies (57%) versus those whose highest level was high school or less (38%);
- Those who do not work full or part-time (53%) versus those who are employed full or part-time (45%);
- Those whose total annual household income was \$200,000 or greater (52%) versus those whose income was less than \$200,000 (41% to 45%);
- Business owners in St. Albert (53%) versus business owners who are not in St. Albert (35%); and
- Those whose primary business location is an office building (66%) versus those whose primary location is a strip mall (39%) or a home based business (42%).

Respondents significantly more likely to be concerned with **public health education, in general** included:

- Those with children in their household (51%) versus those without children (44%);
- Those who own their home (49%) versus those who rent (32%);
- Those who live in a single detached home (47%) versus those who live in a home other than a single detached, townhouse, duplex, or four-plex (41%);
- Those whose highest level of education is university or college (47%) or post-graduate studies (58%) versus those whose highest level was high school or less (38%);
- Those who do not work full or part-time (52%) versus those who are employed full or part-time (45%);
- Those whose total annual household income was \$200,000 or greater (52%) versus those whose income was less than \$200,000 (41% to 45%);
- Those whose primary business location is an office building (68%) versus those whose primary location is a free standing building (47%), strip mall (36%) or a home based business (42%).



Respondents significantly more likely to be concerned with **where you can consume cannabis in St. Albert** included:

- Those who own their home (58%) versus those who rent (43%);
- Those whose highest level of education is post-graduate studies (65%) versus those whose highest level is university or college (55%) or high-school or less (51%); and
- Those whose total annual household income was \$200,000 or greater (61%) versus those whose income was less than \$200,000 (52% to 53%).

Respondents significantly more likely to be concerned with **services for counselling available in St. Albert** included:

- Those who own their home (36%) versus those who rent (23%);
- Those who live in a single detached home (35%) versus those who live in a home other than a single detached, townhouse, duplex, or four-plex (28%);
- Those whose highest level of education is university or college (34%) or post-graduate studies (43%) versus those whose highest level was high school or less (28%);
- Those who do not work full or part-time (41%) versus those who are employed full or part-time (32%);
- Business owners in St. Albert (40%) versus business owners who are not in St. Albert (22%); and
- Those whose primary business location is an office building (56%) versus those whose primary location is a free standing building (31%), strip mall (31%) home based business (36%), and an industrial commercial building (31%).

Respondents significantly more likely to be concerned with **impaired driving** included:

- Those with children in their household (73%) versus those without children (63%);
- Those who own their home (69%) versus those who rent (53%);
- Those who live in a single detached home (69%) versus those who live in any other type of home (55% to 61%);
- Those whose highest level of education is university or college (68%) or post-graduate studies (72%) versus those whose highest level was high school or less (56%);
- Those whose total annual household income was \$100,000 or greater (66% to 73%) versus those whose income was less than \$100,000 (61%); and
- Those whose primary business location is an office building (71%) or a free standing building (71%) versus those whose primary location is a strip mall (49%).

Respondents significantly more likely to be concerned with **cannabis related crime** included:

- Those with children in their household (42%) versus those without children (38%);
- Those who own their home (43%) versus those who rent (20%);
- Those who live in a single detached home (41%) versus those who live in any other type of home (30% to 33%);
- Those whose highest level of education is university or college (40%) or post-graduate studies (45%) versus those whose highest level was high school or less (34%);
- Those who do not work full or part-time (46%) versus those who are employed full or part-time (37%);
- Those whose total annual household income was \$100,000 or greater (38% to 44%) versus those whose income was less than \$100,000 (32%);
- Business owners in St. Albert (46%) versus business owners who are not in St. Albert (20%); and
- Those whose primary business location is a free standing building (49%) versus those whose primary location is a strip mall (28%).

Respondents significantly more likely to be concerned with **workplace safety** included:

- Those with children in their household (57%) versus those without children (50%);
- Those who own their home (55%) versus those who rent (40%);
- Those who live in a single detached home (54%) versus those who live in any other type of home (42% to 47%);
- Those whose highest level of education is university or college (53%) or post-graduate studies (59%) versus those whose highest level was high school or less (47%);
- Those who do not work full or part-time (57%) versus those who are employed full or part-time (51%);
- Those whose total annual household income was \$200,000 or greater (61%) versus those whose income was less than \$200,000 (47% to 50%); and
- Business owners in St. Albert (58%) versus business owners who are not in St. Albert (29%).

Respondents significantly more likely to be concerned with **business opportunities related to cannabis** included:

- Business owners (28%) versus residents (23%);
- Males (25%) versus females (21%);
- Those who have lived in St. Albert for more than 10 years (24%) versus those who have lived in St. Albert for 5 years or less (19%);
- Those without children in their household (24%) versus those with children (20%);
- Those whose highest level of education is high school or less (26%) versus those whose highest level is post-graduate studies (18%); and
- Those who do not work full or part-time (27%) versus those who are employed full or part-time (22%).

3.3 Consumption

With regards to public consumption, respondents were provided the following information:

The provincial government has stated that the smoking and vaping of cannabis in public will be restricted to spaces where tobacco smoking is also allowed.

The province and the City of St. Albert have laws that prevent smoking of tobacco (cigarettes) near playgrounds, outside schools, and at entrances to buildings. This means that people may smoke tobacco on the sidewalk in public, in parks and on trails. The City could decide to allow smoking of cannabis where smoking of tobacco is allowed, or to ban it in public altogether.

The City of St. Albert will be responsible for enforcing smoking and vaping of cannabis in public. This would likely be done by issuing warnings and tickets to individuals who are smoking and vaping in public where they are not allowed to.

Given this information, respondents were asked how strongly they agreed with a couple of statements regarding public consumption. As shown in Figures 2 and 3, approximately 4 in 10 responses (41%) agreed that “Adults should be able to smoke and vape cannabis in the same places you can smoke tobacco,” while approximately half (52%) of the responses agreed that “Smoking and vaping cannabis should be banned in all public places.”

Figure 2

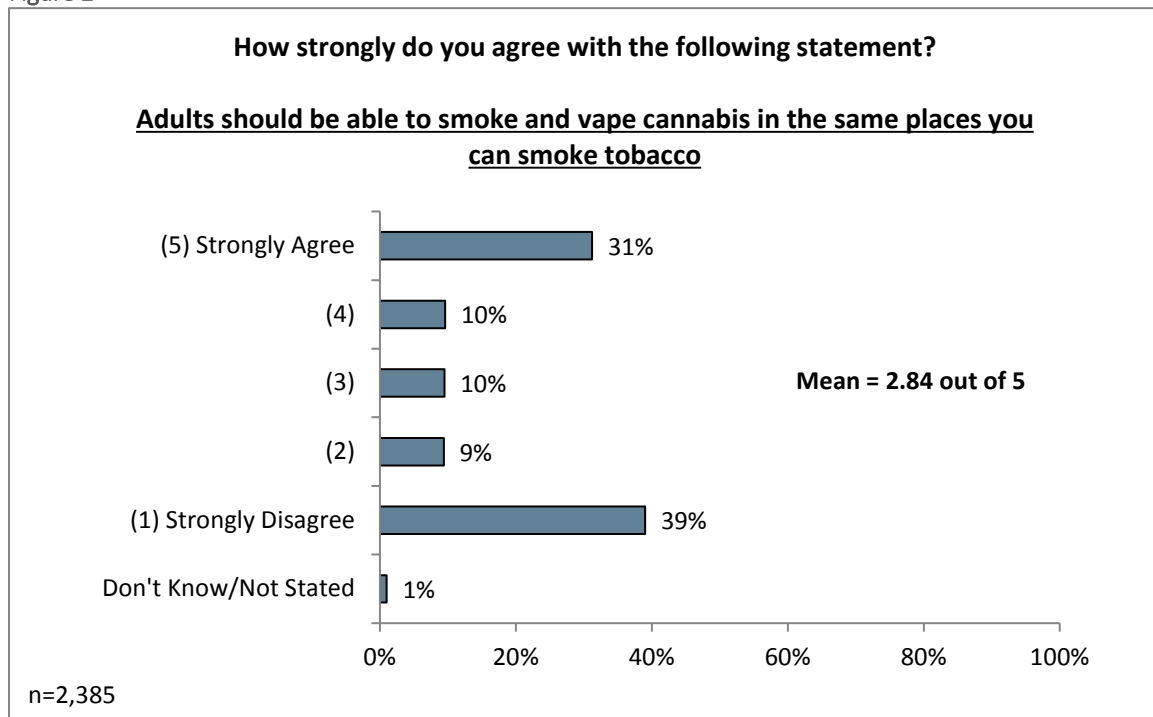
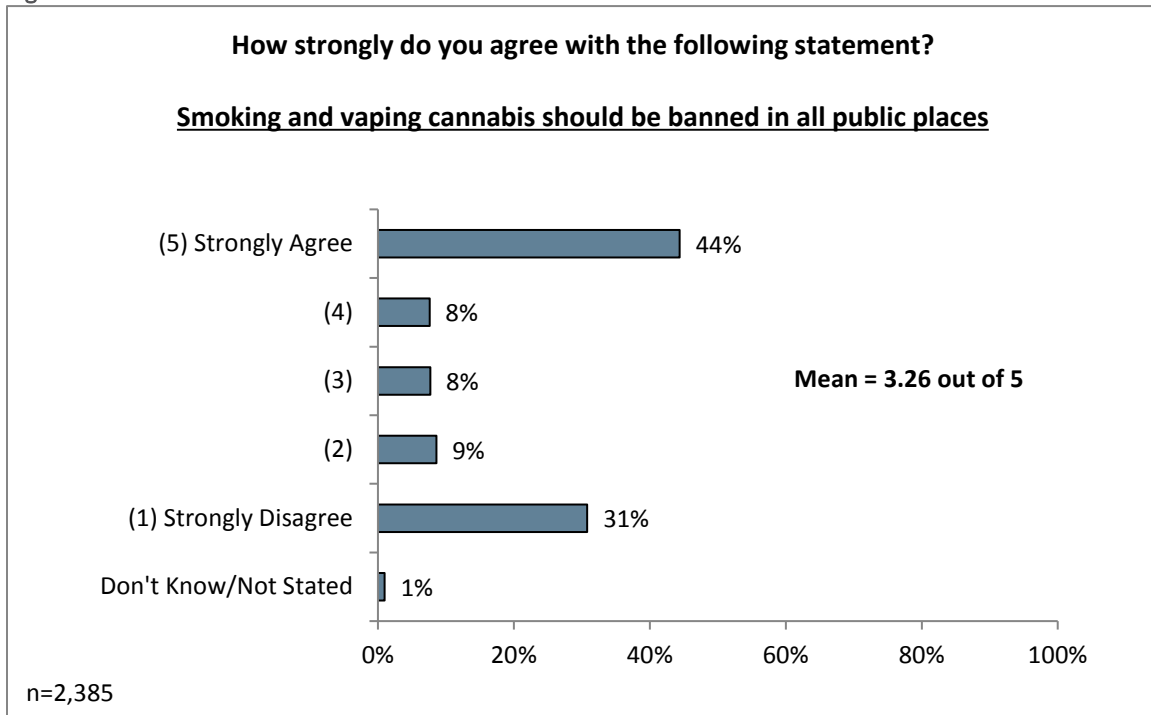


Figure 3



Respondent Sub-Segment Analysis

Respondents significantly more likely to agree with the statement “adults should be able to smoke and vape cannabis in the same places you can smoke tobacco” included:

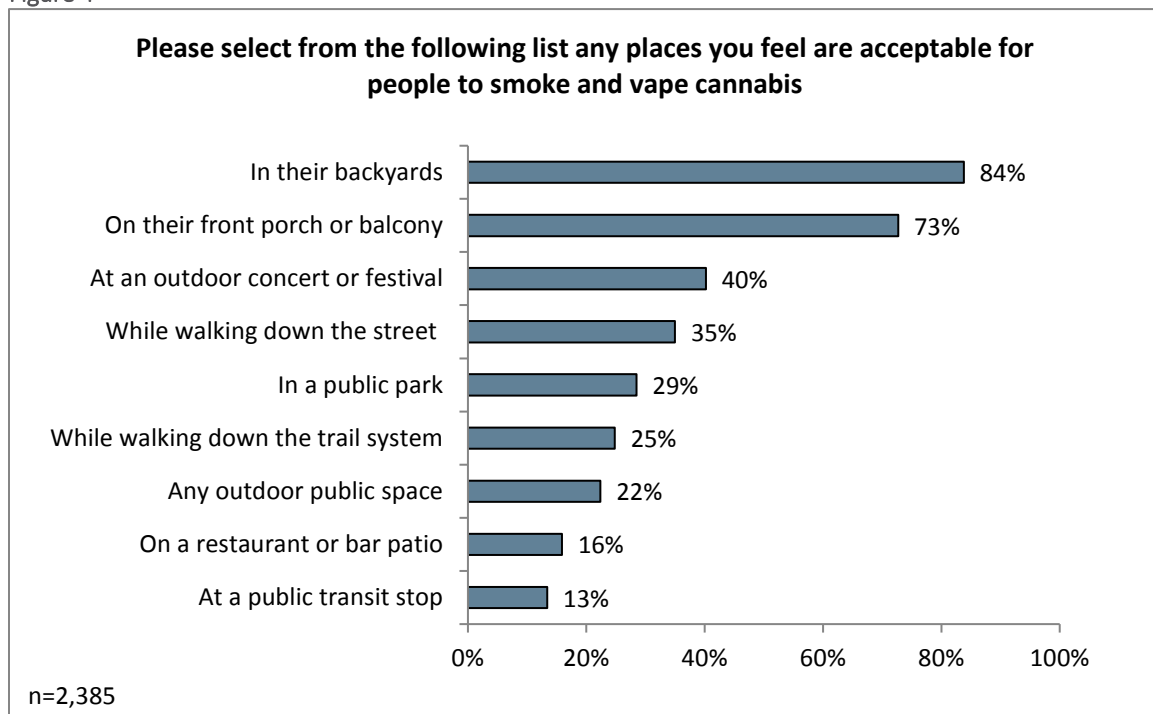
- Those who were neutral (25%) or supported cannabis legalization (65%) versus those who opposed cannabis legalization (5%);
- Those ages 34 and under (61%) versus those ages 35 and older (26% to 33%);
- Males (50%) versus females (36%);
- Those without children in their household (46%) versus those with children (33%);
- Those who rent their home (60%) versus those who own (37%);
- Those who live in a home other than a single detached house (49%) versus those who live in a single detached house (39%);
- Those whose highest level of education is high school or less (51%) versus those whose highest level is university or college (40%) or post-graduate studies (34%);
- Those whose total annual household income was less than \$200,000 (41% to 49%) versus those whose income was \$200,000 or greater (34%);
- Business owners not in St. Albert (53%) versus business owners in St. Albert (37%); and
- Those whose primary business location is a home based business (48%) versus those whose primary location is an office building (29%).

Respondents significantly *more likely* to agree with the statement “**smoking and vaping cannabis should be banned in all public places**” included:

- Those who opposed cannabis legalization (90%) or were neutral (68%) versus those who supported cannabis legalization (26%);
- Those ages 35 and older (60% to 67%) versus those ages 34 and younger (32%);
- Females (57%) versus males (44%);
- Those with children in their household (60%) versus those without children (47%);
- Those who own their home (57%) versus those who rent (27%);
- Those who live in a single detached home (54%) versus those who live in any other type of home (41% to 42%);
- Those whose highest level of education is university or college (54%) or post-graduate studies (61%) versus those whose highest level was high school or less (38%);
- Those whose total annual household income was \$100,000 or greater (52% to 61%) versus those whose income was less than \$100,000 (43%); and
- Those whose primary business location is an office building (68%) versus those whose primary location is a strip mall (44%) or home based business (46%).

When asked what kinds of places they felt would be acceptable for people to smoke and vape cannabis, responses most often included residents’ backyards (84%) and on residential porches or balconies (73%). Fewer than one-quarter of the responses indicated that it would be acceptable for people to smoke and vape cannabis at any outdoor public space (22%), on a restaurant or bar patio (16%), or at a public transit stop (13%).

Figure 4







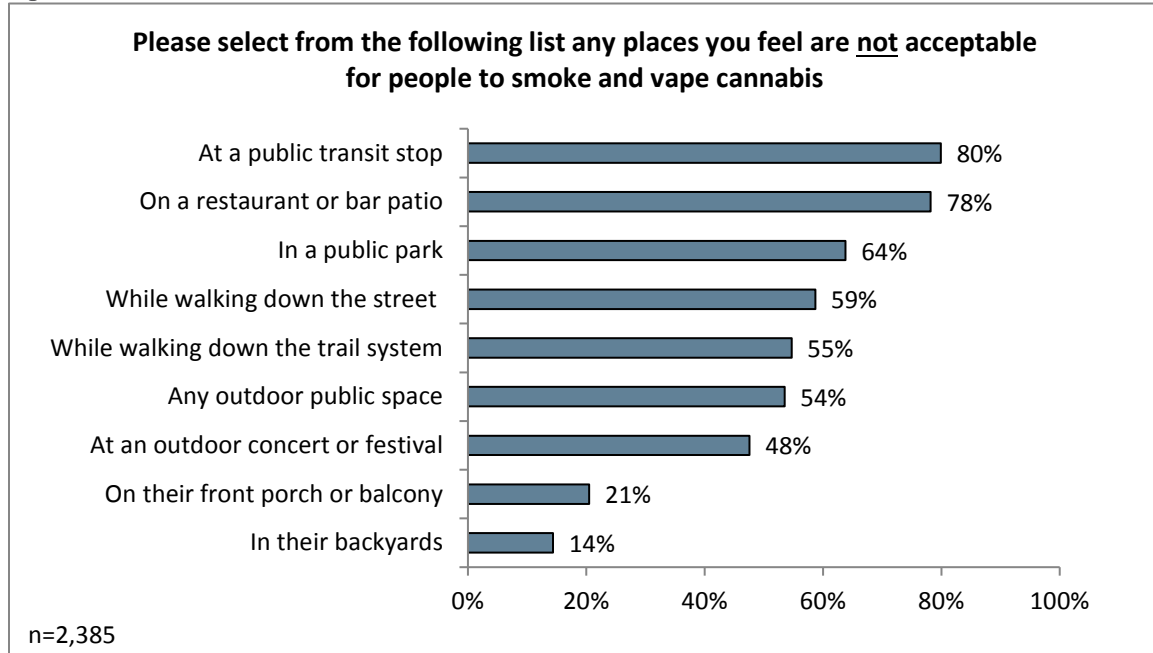
Respondent Sub-Segment Analysis

Respondents significantly more likely to **not select any places they feel are acceptable** for people to smoke and vape cannabis included:

- Those who opposed cannabis legalization (37%) or were neutral (12%) versus those who supported it (2%);
- Those ages 35 and older (19% to 22%) versus those ages 34 and younger (5%); and
- Females (17%) versus males (12%).
- Those who own their home (17%) versus those who rent (6%);
- Those who live in a single detached house (16%) versus those who live in a home other than a single detached house, townhouse, duplex, or four-plex (9%);
- Those whose highest level of education is post-graduate studies (25%) versus those whose highest level is university or college (15%) or high-school or less (11%);
- Those who do not work full or part-time (20%) versus those who are employed full or part-time (13%); and
- Those whose total annual household income was \$200,000 or greater (18%) versus those whose income was less than \$100,000 (13%).

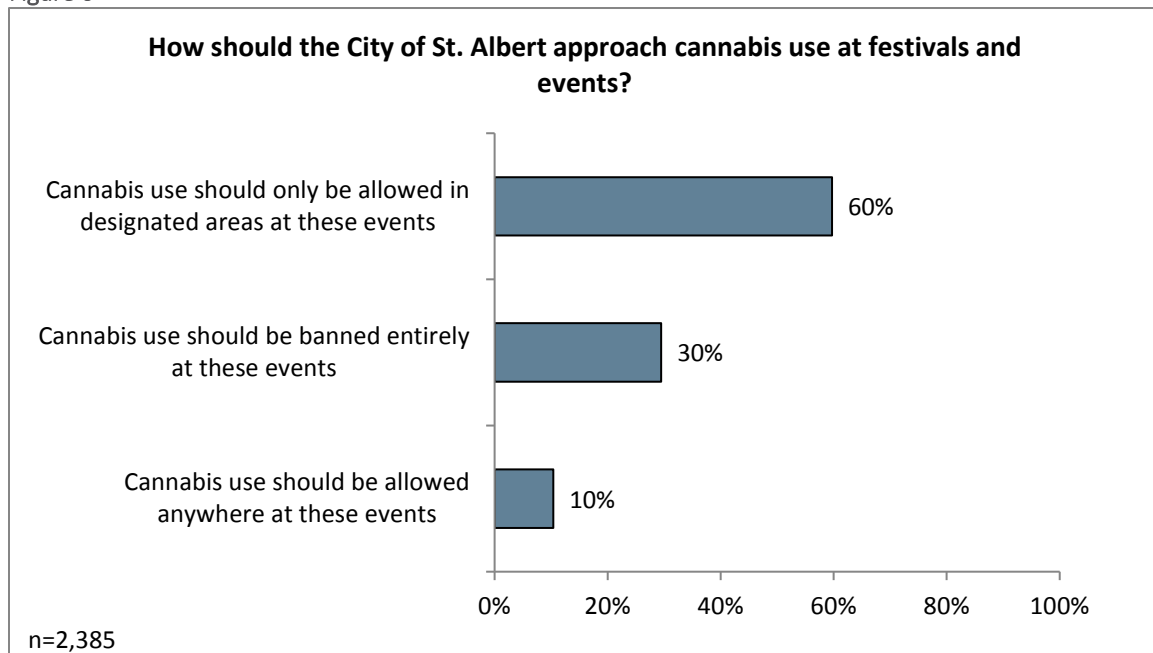
With regards to places they feel are *not* acceptable for smoking and vaping of cannabis, responses were highest for public transit stops (80%) or on a restaurant or bar patio (78%). Just under two-thirds of the responses (64%) noted that residents should also not be able to smoke or vape in a public park (64%).

Figure 5



Sixty percent (60%) of the responses indicated that cannabis use should only be allowed in designated areas at festivals and events, while 30% of the responses demonstrated that cannabis use should be banned entirely – see Figure 6, below.

Figure 6



Respondent Sub-Segment Analysis

Respondents significantly more likely to believe that cannabis use should be **banned entirely at festivals and events** included:

- Those ages 35 and older (35% to 43%) versus those ages 34 and younger (13%);
- Females (34%) versus males (23%);
- Those with children in their household (33%) versus those without children (27%);
- Those who own their home (33%) versus those who rent (13%);
- Those who live in a single detached home (31%) versus those who live in a house other than a single detached house, townhouse, duplex or four-plex (21%);
- Those whose highest level of education is university or college (30%) or post-graduate studies (39%) versus those whose highest level was high school or less (23%);
- Those who do not work full or part-time (34%) versus those who do (28%);
- Those whose total annual household income was \$200,000 or greater (37%) versus those whose income was less than \$200,000 (24% to 28%); and
- Those whose primary business location is an office building (42%), free standing building (39%), or industrial commercial building (41%) versus those whose primary location is a strip mall (21%) or a home based business (22%).

Respondents significantly more likely to believe that cannabis use should **only be allowed in designated areas at festivals and events** included:

- Those ages 34 and younger (67%) versus those ages 35 and older (52% to 58%);
- Those who rent their home (70%) versus those who own (58%);
- Those whose highest level of education is high school or less (60%) or university or college (61%) versus those whose highest level is post-graduate studies (51%);
- Those whose total annual household income was less than \$200,000 (61% to 64%) versus those whose income was \$200,000 or greater (53%); and
- Those whose primary business location is a strip mall (72%) or a home based business (60%) versus those whose primary location is a free standing building (47%), an office building (42%) or an industrial commercial building (48%).

Respondents significantly more likely to believe that cannabis use should be **allowed anywhere at festivals and events** included:

- Those ages 34 and younger (19%) versus those ages 35 and older (5% to 6%);
- Males (15%) versus females (7%);
- Those without children in their home (13%) versus those with children (6%);
- Those who rent their home (17%) versus those who own (9%);
- Those whose highest level of education is high school or less (18%) versus those whose highest level is university or college (9%) or post-graduate studies (10%);
- Those whose total annual household income was less than \$100,000 (15%) versus those whose income was \$100,000 or greater (9%); and
- Business owners not in St. Albert (22%) versus business owners in St. Albert (11%).

In terms of overall concerns about public consumption, about half of the responses indicated concern (ratings of 4 or 5 out of 5) with regards to the smoke from public consumption (53%), odours from smoking in public (52%), and public smoking and vaping, in general (50%).

Figure 7

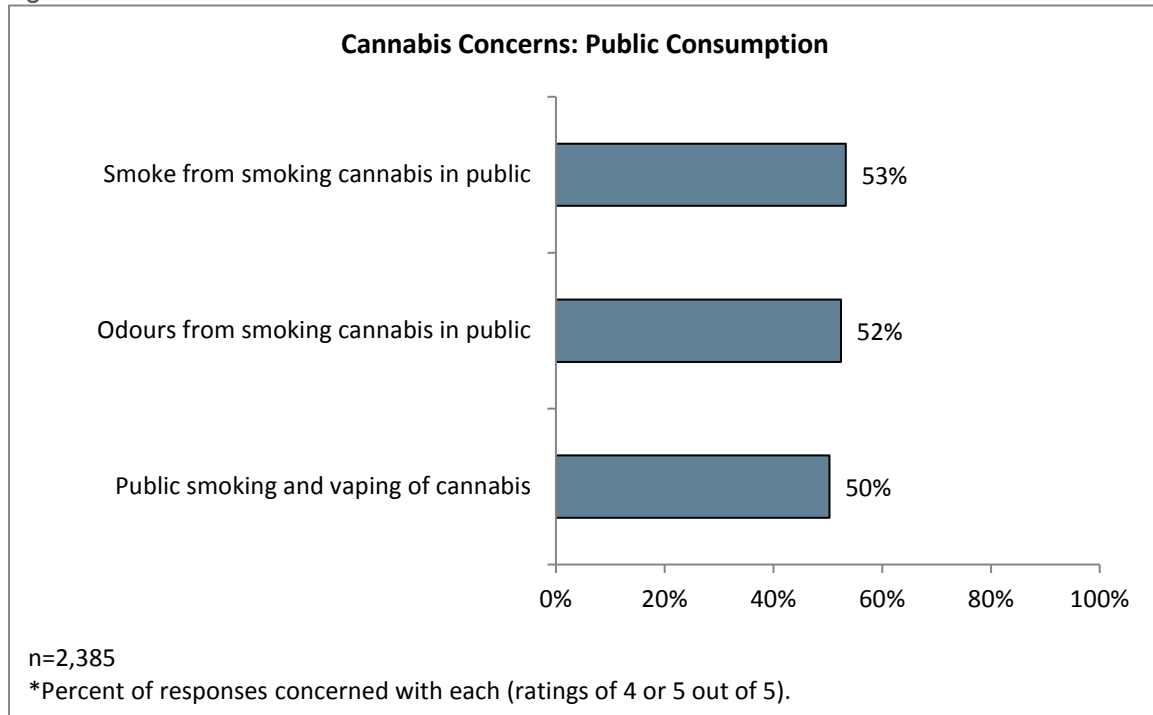


Table 4

Overall, how concerned are you about each of the following, regarding the consumption of cannabis?							
	Percent of Responses (n=2385)						
	(1) Not at all Concerned	(2)	(3)	(4)	(5) Very Concerned	Don't Know/ Not Stated	Mean (out of 5)
Smoke from smoking cannabis in public	24	12	10	12	41	1	3.35
Odours from smoking cannabis in public	27	11	10	11	42	<1	3.30
Public smoking and vaping of cannabis	28	10	11	10	40	<1	3.23

Respondent Sub-Segment Analysis

Respondents significantly more likely to be concerned with **all three potential issues regarding the consumption of cannabis** included:

- Those who opposed cannabis legalization, or were neutral (versus those who supported it);
- Those ages 35 and older (versus those 34 and younger);
- Females (versus males);
- Those with children in their household (versus those without children);
- Those who own their home (versus those who rent);
- Those who live in a single detached home (versus any other type of home);
- Those whose highest level of education is university or college or post-graduate studies (versus those whose highest level is high school or less);
- Those who do not work full or part-time (versus those who are employed full or part-time);
- Those whose total annual household income is \$200,000 or greater (versus those whose income was less than \$200,000);
- Business owners in St. Albert (versus business owners not in St. Albert).

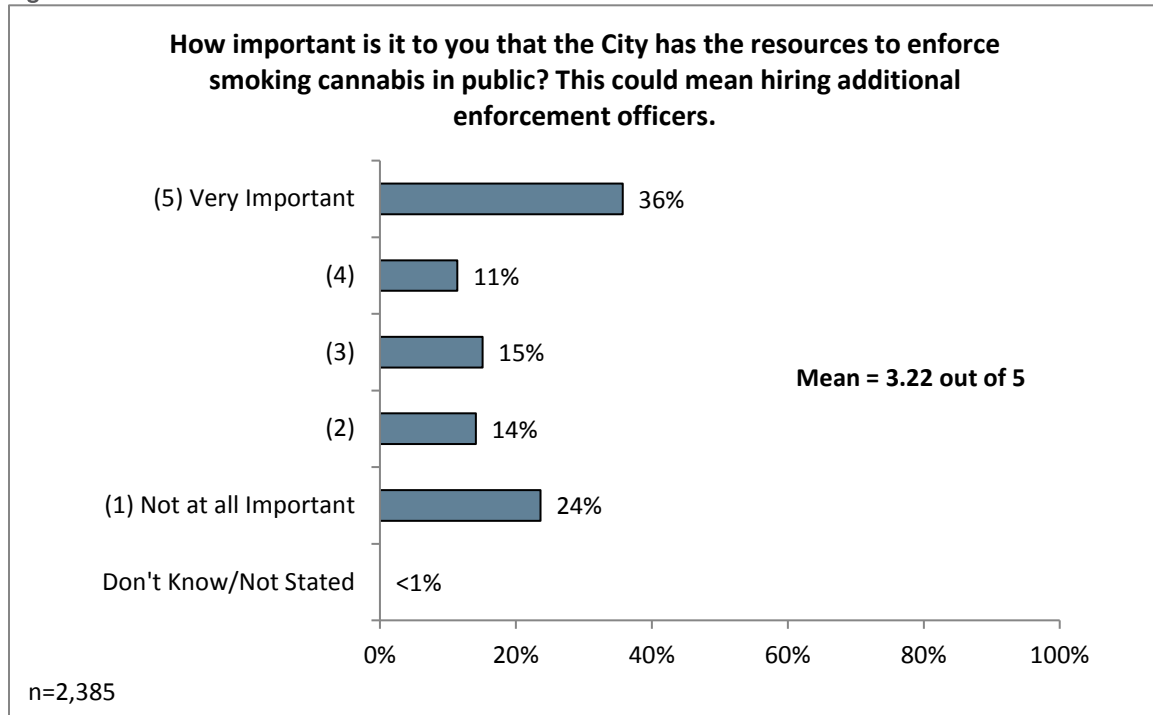
Those whose primary business location is a free standing building (59%) an office building (61%) or an industrial commercial building (52%) were significantly more likely to be concerned, in particular, with **public smoking and vaping of cannabis** versus those whose primary location is a strip mall (31%).

Those whose primary business location is a free standing building (55%) an office building (59%) or an industrial commercial building (57%) were significantly more likely to be concerned with **odours from smoking cannabis in public** versus those whose primary location is a strip mall (43%).

Those whose primary business location is an office building (61%) were significantly more likely to be concerned with **smoke from smoking cannabis in public** versus those whose primary location is a strip mall (39%).

As shown in Figure 8, just under half of the responses (47%) indicated it was important (ratings of 4 or 5 out of 5) that the City has sufficient resources to enforce smoking cannabis in public, which could mean hiring additional enforcement officers. More than one-third (38%) of the responses indicated that this was not important.

Figure 8



Respondent Sub-Segment Analysis

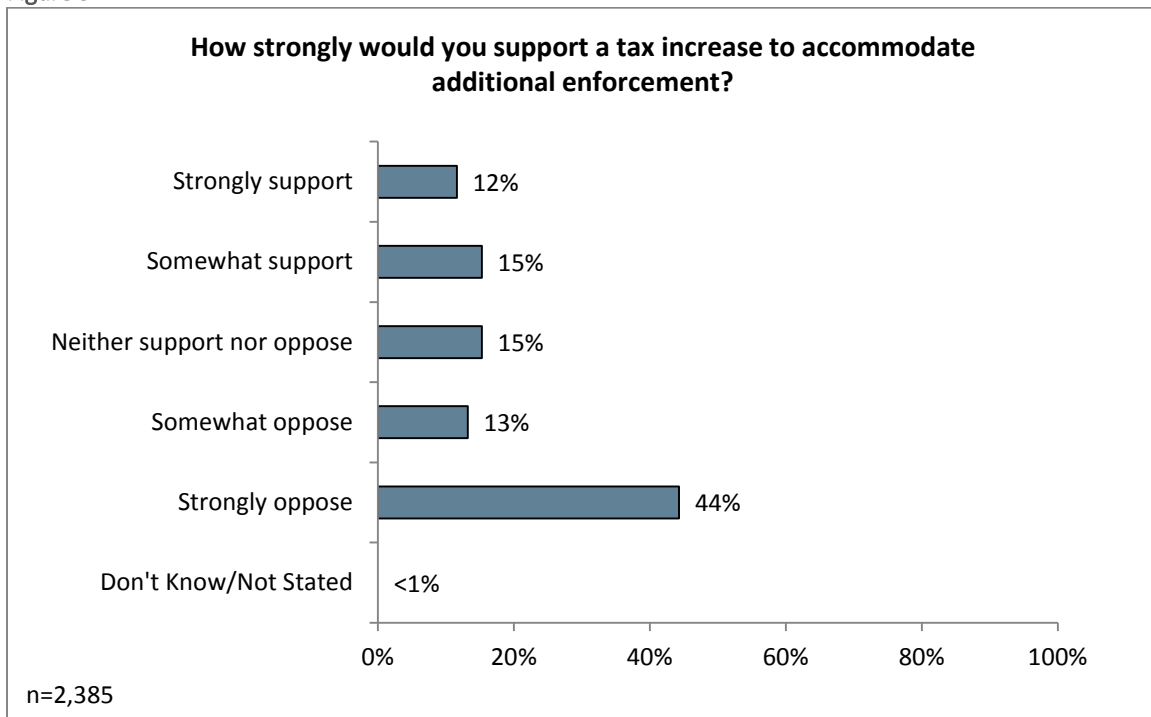
Respondents significantly more likely to rate that it was important for the City to have the resources to enforce smoking cannabis in public included:

- Those age 35 and older (55% to 60%) versus those ages 34 and younger (28%);
- Females (53%) versus males (38%);
- Those with children in their household (55%) versus those without children (42%);
- Those who own their home (51%) versus those who rent (29%);
- Those who live in a single detached home (49%) versus those who live in any other type of home (37% to 42%);
- Those whose highest level of education is university or college (47%) or post-graduate studies (57%) versus those whose highest level is high school or less (41%);
- Those who do not work full or part-time (53%) versus those who do (45%);
- Those whose total annual household income was \$100,000 or greater (46% to 55%) versus those whose income was less than \$100,000 (40%);
- Business owners in St. Albert (52%) versus business owners not in St. Albert (27%); and

- Those whose primary business location is an office building (56%) or a free standing building (55%) versus those whose primary location is a home based business (37%).

When asked how strongly they would support a tax increase to accommodate additional enforcement, more than half of the responses (58%) demonstrated moderate or strong opposition, while over one-quarter (27%) demonstrated moderate or strong support of this proposal.

Figure 9



Respondent Sub-Segment Analysis

Respondents significantly more likely to **support a tax increase to accommodate additional enforcement** included:

- Those age 35 and older (32% to 33%) versus those ages 34 and younger (17%);
- Females (31%) versus males (21%);
- Those with children in their household (33%) versus those without children (23%);
- Those who own their home (29%) versus those who rent (19%);
- Those whose highest level of education is university or college (27%) or post-graduate studies (34%) versus those whose highest level is high school or less (20%); and
- Those whose total annual household income was \$200,000 or greater (34%) versus those whose income was less than \$200,000 (23% to 27%).

3.4 Business Regulations

Next, respondents were provided the following information regarding cannabis retail store operations:

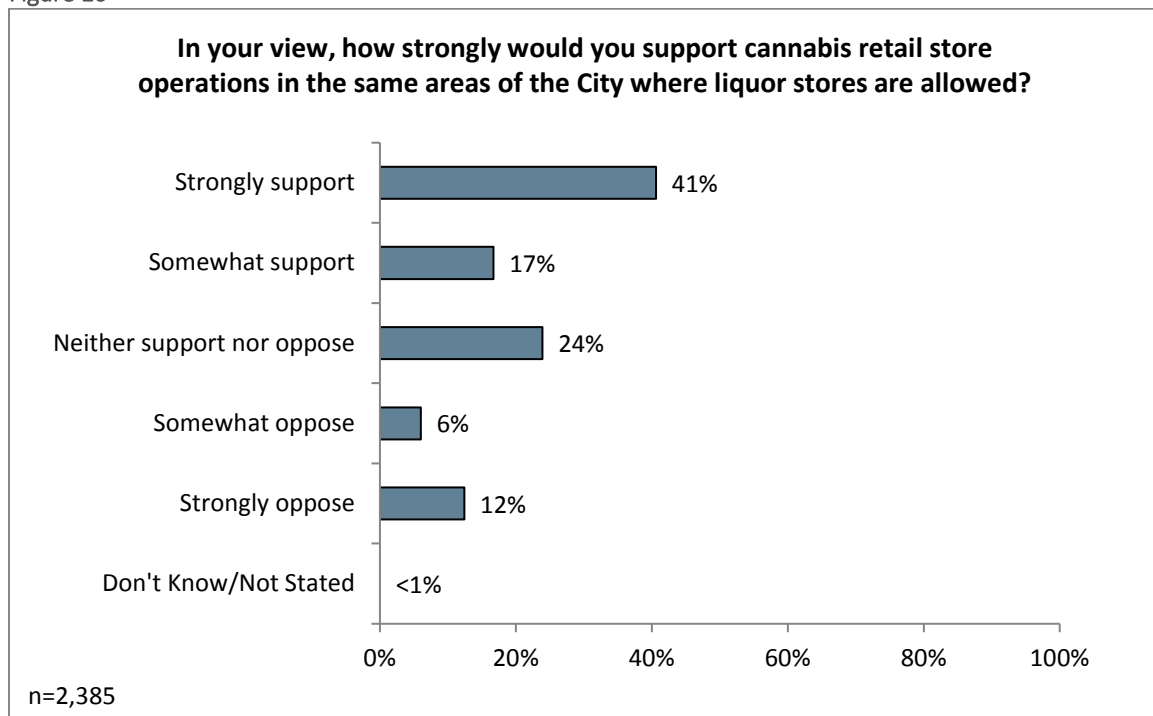
Adults who are 18 years of age or older will be able to buy cannabis from future cannabis retail stores in St. Albert. Cannabis will be sold in specialty cannabis-only retail stores, which will not be allowed to sell alcohol, tobacco or pharmaceuticals.

The provincial government will implement a minimum separation distance of 100 m between cannabis stores and schools and provincial health care facilities such as hospitals.

The City can be more or less restrictive for separation distances between cannabis stores and schools and hospitals and any other uses. The City can also require separation distances between cannabis stores, which the province has not imposed.

Given this information, respondents were then asked how strongly they would support cannabis retail store operations in the same areas of the City where liquor stores are allowed. Over half of the responses (57%) demonstrated support for this, while less than one-fifth (18%) of the responses indicated opposition. Approximately one-quarter (24%) of the responses were neutral.

Figure 10



Respondent Sub-Segment Analysis

Respondents significantly *more likely* to **support cannabis retail store operations in the same areas of the City where liquor stores are allowed** included:

- Those age 34 and younger (72%) versus those ages 35 and older (46% to 52%);
- Males (67%) versus females (52%);
- Those without children in their household (62%) versus those with children (51%);
- Those who rent their home (69%) versus those who own (55%);
- Those who are employed full or part-time (59%) versus those who do not work full or part-time (53%); and
- Those whose total annual household income was \$200,000 or less (61% to 62%) versus those whose income was \$200,000 or greater (53%).

Respondents were provided with a series of different types of locations, and were asked what they felt would be appropriate in terms of minimum distance regulations from cannabis retail stores. As shown in Table 5, more than half of the responses indicated that a minimum distance of 200 metres would be appropriate for places where children and youth gather (64%) and public facilities, such as community and recreation centres, skateparks, and water play parks (53%).

Conversely, responses indicated that minimum separation distances were not required for stores selling tobacco products (61%), liquor stores (59%), other cannabis retail stores (47%), and churches (40%).

Table 5

What distance regulations from cannabis retail stores do you believe would be appropriate for each of the following?						
	Percent of Responses (n=2385)					
	75 m (about half a block)	100 m (about one block)	200 m (about two blocks)	More than 200 m	I do not think there needs to be a minimum separation distance	Don't Know/ Not Stated
Other cannabis retail stores	5	7	10	29	47	3
Where children and youth gather	4	10	14	64	7	1
Public facilities	6	11	16	53	14	1
Churches	7	8	9	34	40	2
Liquor stores	12	7	6	15	59	2
Stores selling tobacco products	12	6	4	15	61	2

Respondent Sub-Segment Analysis

Respondents significantly more likely to believe there should be **more than 200 metres between a cannabis retail store and other areas, in general**, included:

- Those who opposed cannabis legalization, or were neutral versus those who supported it;
- Those 35 and older versus those ages 34 and younger;
- Females versus males;
- Those who own their home versus those who rent; and
- Those who do not work full or part-time versus those who are employed full or part-time.

Respondents significantly more likely to believe there should be **more than 200 metres between a cannabis retail store and other cannabis retail stores, in particular**, included:

- Those with children in their household (31%) versus those without children (27%); and
- Those whose primary business location is a free standing building (41%) or a strip mall (46%) versus those whose primary location is an office building (20%) or an industrial commercial building (21%).

Respondents significantly more likely to believe there should be **more than 200 metres between a cannabis retail store and where children and youth gather** included:


- St. Albert residents (65%) versus business owners (56%);
- Those whose total annual household income was \$200,000 or greater (69%) versus those whose income was less than \$100,000 (59%);
- Business owners in St. Albert (59%) versus business owners not in St. Albert (41%).

Respondents significantly more likely to believe there should be **more than 200 metres between a cannabis retail store and public facilities** included:

- Those with children in their household (60%) versus those without children (48%);
- Those whose highest level of education is post-graduate studies (60%) versus those whose highest level is university or college (53%) or high school or less (47%);
- Those whose total annual household income was \$100,000 or greater (50% to 61%) versus those whose income was less than \$100,000 (45%); and
- Those whose primary business location is a free standing building (61%) versus those whose primary location is a strip mall (33%) or a home based business (40%).

Respondents significantly more likely to believe there should be **more than 200 metres between a cannabis retail store and churches** included:

- Those whose highest level of education is post-graduate studies (42%) versus those whose highest level is university or college (33%); and
- Those who do not work full or part-time (42%) versus those who are employed full or part-time (32%); and
- Those whose primary business location is a free standing building (41%) or an office building (42%) versus those whose primary location is a strip mall (15%).



*Respondents significantly more likely to believe there should be **more than 200 metres between a cannabis retail store and liquor stores** included:*

- *Those whose highest level of education is post-graduate studies (21%) versus those whose highest level is university or college (15%); and*
- *Those whose primary business location is a free standing building (29%) versus those whose primary location is a strip mall (10%) or a home based business (13%).*

*Respondents significantly more likely to believe there should be **more than 200 metres between a cannabis retail store and stores selling tobacco products** included:*

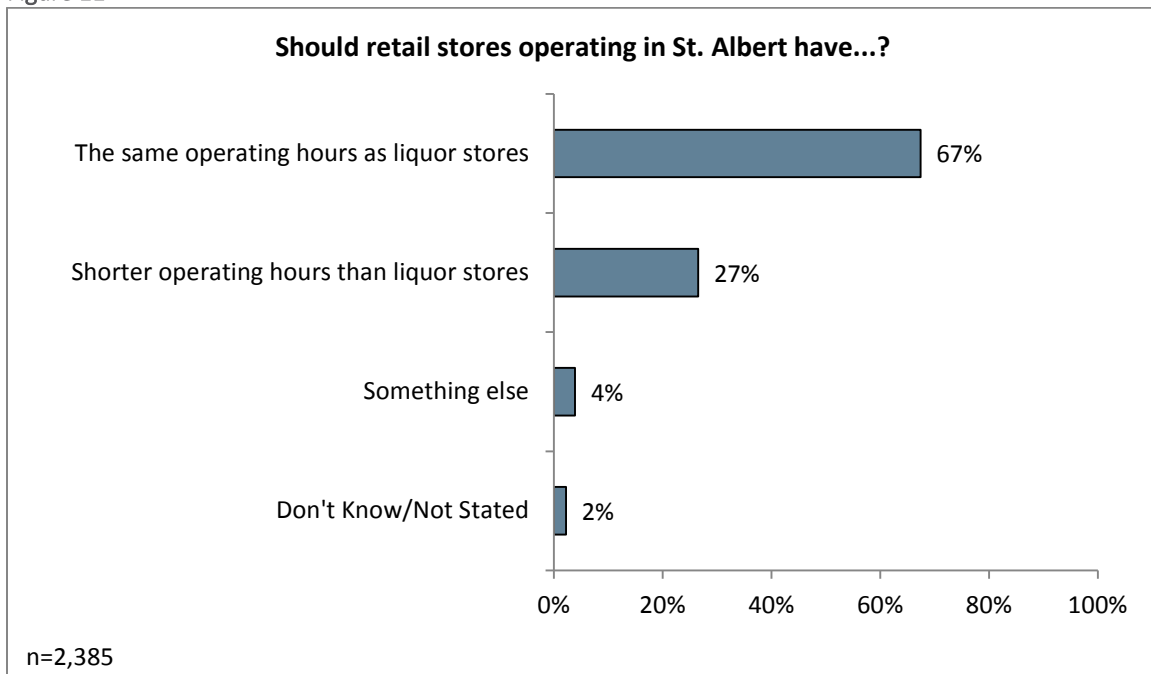
- *Those whose highest level of education is post-graduate studies (23%) versus those whose highest level is university or college (14%) or high school or less (16%); and*
- *Those whose primary business location is a free standing building (28%) versus those whose primary location is a home based business (12%).*

In terms of operating hours, approximately two-thirds of the responses (67%) indicated that cannabis stores in St. Albert should have the same operating hours as liquor stores – 10 am to 2 am, seven days a week, as regulated by the Province of Alberta. Just over one-quarter (27%) of the responses indicated that cannabis retail stores should have shorter operating hours than liquor stores.

Responses provided by those who felt that St. Albert should have something other than the same or shorter hours as liquor stores (n=94) included the following:

- Against the operation of retail cannabis stores in St. Albert, in general (2%);
- Store hours should be determined by each business owner (1%);
- Cannabis stores should be open 24 hours a day (1%);
- Cannabis stores should be closed on Sundays (<1%); and
- Cannabis stores should have longer hours of operation than liquor stores (<1%).

Figure 11



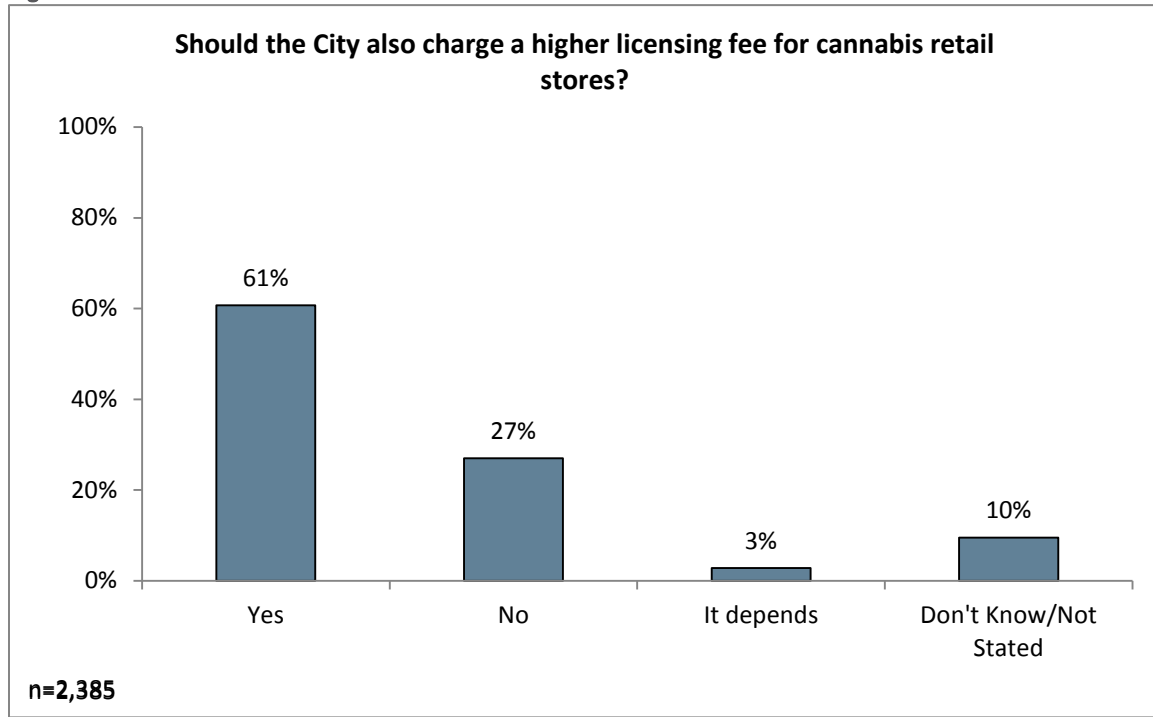
Respondent Sub-Segment Analysis

Respondents significantly more likely to believe that cannabis retail stores operating in St. Albert should have **the same operating hours as liquor stores** included:

- Those ages 34 and younger (76%) versus those ages 35 and older (60% to 64%);
- Males (76%) versus females (62%);
- Those without children in their household (69%) versus those with children (64%);
- Those who rent their home (73%) versus those who own (66%);
- Those whose highest level of education is high school or less (72%) versus those whose highest level is post-graduate studies (62%); and
- Those who work full or part-time (69%) versus those who do not work full or part-time (61%).

Currently, the City charges \$140.76 for a business license in order to operate a retail business in St. Albert. Only retail businesses that sell tobacco products are required to pay a higher licensing fee. Given this information, about 6 in 10 responses (61%) indicated that the City should also charge a higher licensing fee for cannabis retail stores – 27% of the responses indicated that the City should not. See Figure 12, on the following page.

Figure 12



Responses indicating that determining the appropriate licensing fee would depend on additional factors (n=66) most often included the following:

- That it depends on what the licensing fee is for liquor stores (1%); and
- That it depends on what the cost of managing and regulating cannabis is to the City (1%).



Respondent Sub-Segment Analysis

Respondents significantly more likely to believe the City **should charge a higher licensing fee for cannabis retail stores** included:

- Those ages 35 and older (65% to 66%) versus those ages 34 and younger (46%);
- Females (64%) versus males (51%);
- Those with children in their household (65%) versus those without children (56%);
- Those who own their home (62%) versus those who rent (44%);
- Those who live in a single detached home (61%) versus those who live in another type of home (50% to 51%);
- Those whose highest level of education is post-graduate studies (65%) or university or college (60%) versus those whose highest level is high school or less (49%);
- Those who do not work full or part-time (63%) versus those who do (58%); and
- Those whose total annual household income was \$100,000 or greater (60% to 67%) versus those whose income was less than \$100,000 (52%).

With regards to retail operations, just under two-thirds (65%) were concerned about how close cannabis stores will be to places where children and youth gather (e.g., schools, community centres, parks, and playgrounds), while fewer than half were concerned about the location of cannabis stores (41%), the operation of cannabis stores (37%), and cannabis store signage and advertising (37%).

See Table 6 for the detailed breakdown of responses.

Figure 13

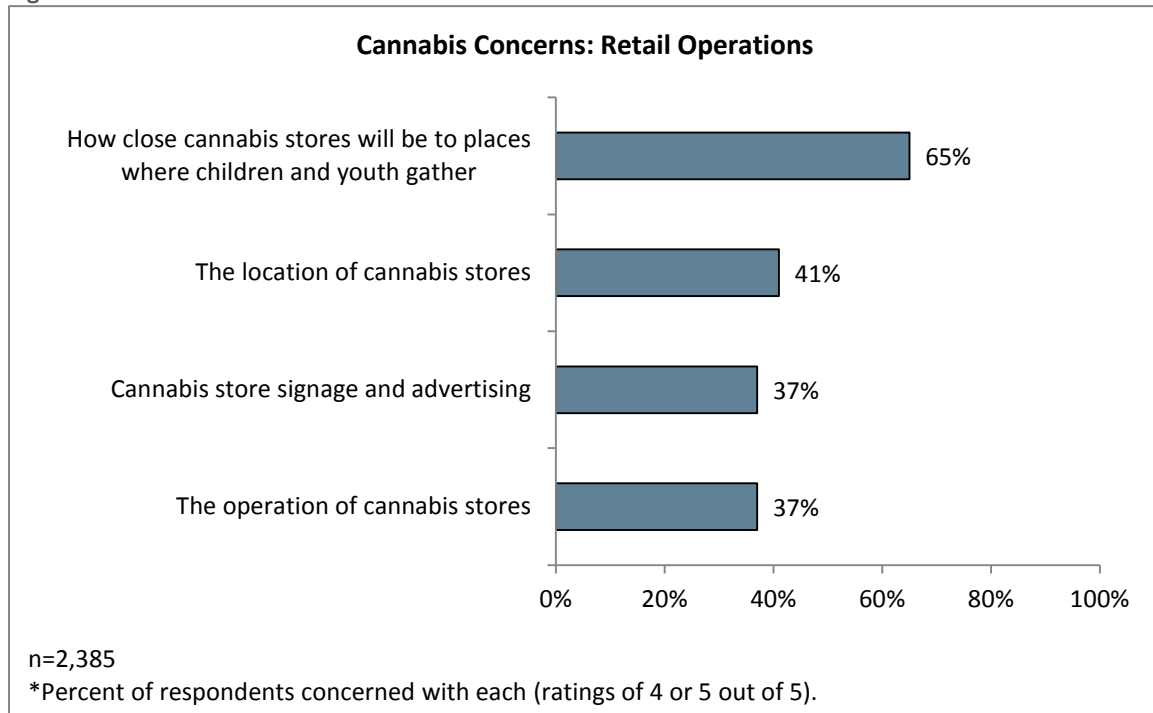


Table 6

Overall, how concerned are you about each of the following, regarding retail cannabis business operations?							
	Percent of Responses (n=2,385)						Mean (out of 5)
	(1) Not at all Concerned	(2)	(3)	(4)	(5) Very Concerned	Don't Know/ Not Stated	
How close cannabis stores will be to places where children and youth gather	12	10	12	14	51	1	3.82
The location of cannabis stores	34	11	13	13	28	1	2.91
The operation of cannabis stores	34	12	16	12	25	1	2.80
Cannabis store signage and advertising	35	12	15	13	24	2	2.79

Respondent Sub-Segment Analysis

Respondents more likely to be concerned with all of the above aspects regarding retail cannabis business operations included:

- Those who opposed cannabis legalization or were neutral versus those who supported cannabis legalization;
- Those ages 35 and older versus those 34 and younger;
- Females versus males;
- Those who own their home versus those who rent;
- Those who live in a single detached home versus any other type of home;
- Those whose highest level of education is post-graduate studies or university or college versus those whose highest level is high school or less;
- Those who do not work full or part-time versus those who are employed full or part-time; and
- Those whose total annual household income was \$200,000 or greater versus those whose income was less than \$200,000.

Respondents significantly more likely to be concerned, in particular, with the **location of cannabis stores** included:

- Business owners in St Albert (46%) versus business owners not in St. Albert (25%); and
- Those whose primary business location is an office building (54%) versus those whose primary location is a home based business (36%).

Those whose primary business location is a free standing building (41%) or an office building (51%) were significantly more likely to be concerned with **cannabis store signage and advertising** versus those located in a strip mall (21%).

Business owners in St. Albert (66%) were significantly more likely to be concerned with **how close cannabis stores will be to places where children and youth gather** versus business owners not in St. Albert (41%).

Respondents significantly more likely to support venues which allow **consumption in the form of smoking or vaping in St. Albert** included:

- Those ages 34 and younger (58%) versus those ages 35 and older (28% to 34%);
- Males (50%) versus females (35%);
- Those without children in their household (45%) versus those with children (34%);
- Those who rent their home (59%) versus those who own (37%);
- Those whose highest level of education is high school or less (46%) or post-graduate studies (36%) versus those whose highest level is university or college (40%);
- Those whose total annual household income was less than \$200,000 (41% to 49%) versus those whose income was \$200,000 or greater (35%); and
- Those whose primary business location is a strip mall (51%) versus those whose primary location is an office building (29%).

Just under 2 in 10 responses (19% or n=442) indicated additional concerns regarding retail cannabis operations. These most often included: concerns about underage access or exposure to cannabis (18% of the total responses reporting concerns); how cannabis stores and products will be regulated or controlled (17%); and that they are against the operation of retail cannabis stores in St. Albert, in general (15%).

Table 7

Do you have any other concerns regarding retail cannabis business operations?	
Base: Responses reflecting additional concerns.	Percent of Responses* (n=314)
Underage access and exposure to cannabis related products/selling cannabis to minors	18
How cannabis stores/products will be controlled and regulated	17
Against the operation of retail cannabis stores in St. Albert, in general	15
Cost/tax increase related concerns	12
Public smoking and vaping of cannabis	10
The number/amount of cannabis stores located in the City	9
Increase in crime/crime rates	5
Impaired driving concerns	5
Theft/shoplifting/breaking and entering at retail cannabis stores	5
Cannabis retail store employment requirements/qualifications/ensuring properly trained staff	5
Other (3% of responses or less)	16

*Multiple responses

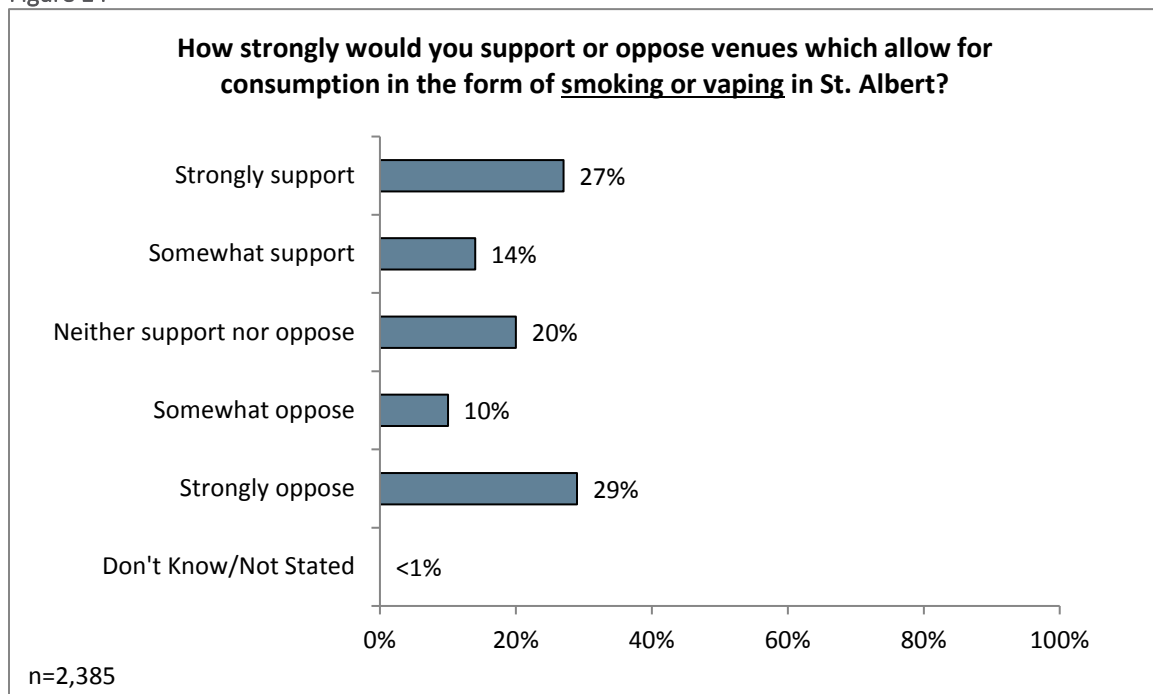
3.5 Venues for Consumption

Regarding cannabis consumption in public venues, respondents were provided with the following information:

Initially, venues specific for consuming cannabis will not be permitted. The Government of Alberta has the authority to license these types of establishments in the future, and this issue will be re-explored once the system for cannabis is established and guidelines for edible cannabis products have been set by the federal government.

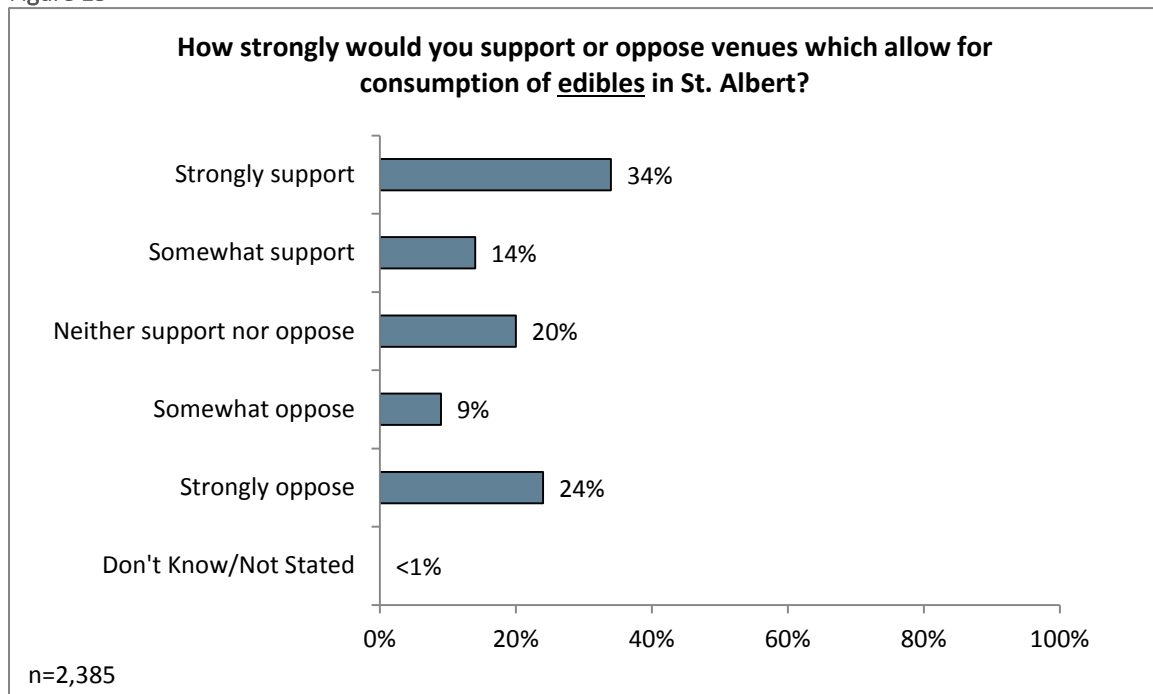
Given that provincial regulations may eventually allow consumption venues, respondents were asked how strongly they would support venues for smoking or vaping in St. Albert: approximately 4 in 10 responses (41%) indicated moderate or strong support for this, a similar percentage (39%) indicated moderate or strong opposition. Twenty percent (20%) of the responses were neutral. See Figure 14, on the following page.

Figure 14



With regards to edibles (food products that contain cannabinoids, such as baked goods, liquids, butters, tinctures, and candy), nearly half of the responses (47%) demonstrated support for the idea of venues allowing the consumption of edibles in St. Albert, should it be legalized by the federal government. Conversely, one-third (33%) of the responses indicated opposition to this, and 20% of the responses were neutral.

Figure 15



Respondent Sub-Segment Analysis

Respondents significantly more likely to support venues which allow for **consumption of edibles in St. Albert** included:

- Those ages 34 and younger (67%) versus those ages 35 and older (33% to 39%);
- Males (56%) versus females (42%);
- Those without children in their household (52%) versus those with children (40%);
- Those who rent their home (68%) versus those who own (43%);
- Those whose highest level of education is high school or less (55%) or university or college (47%) versus those whose highest level is post-graduate studies (39%);
- Those whose total annual household income was less than \$200,000 (48% to 56%) versus those whose income was \$200,000 or greater (40%); and
- Those whose primary business location is a strip mall (59%) or a home based business (56%) versus those whose primary location is an office building (34%) or an industrial commercial building (36%).

3.6 Home Growing & Production Facilities

In the next section of the survey, respondents were asked about their opinions on the growth and production of cannabis. First, respondents were provided the following information regarding home growing:

Federal laws will allow St. Albert residents to grow a maximum of four plants per household. The Government of Alberta has indicated that it will align with the federal government's decision but will restrict growing to indoors. Growing cannabis plants outdoors will not be allowed.

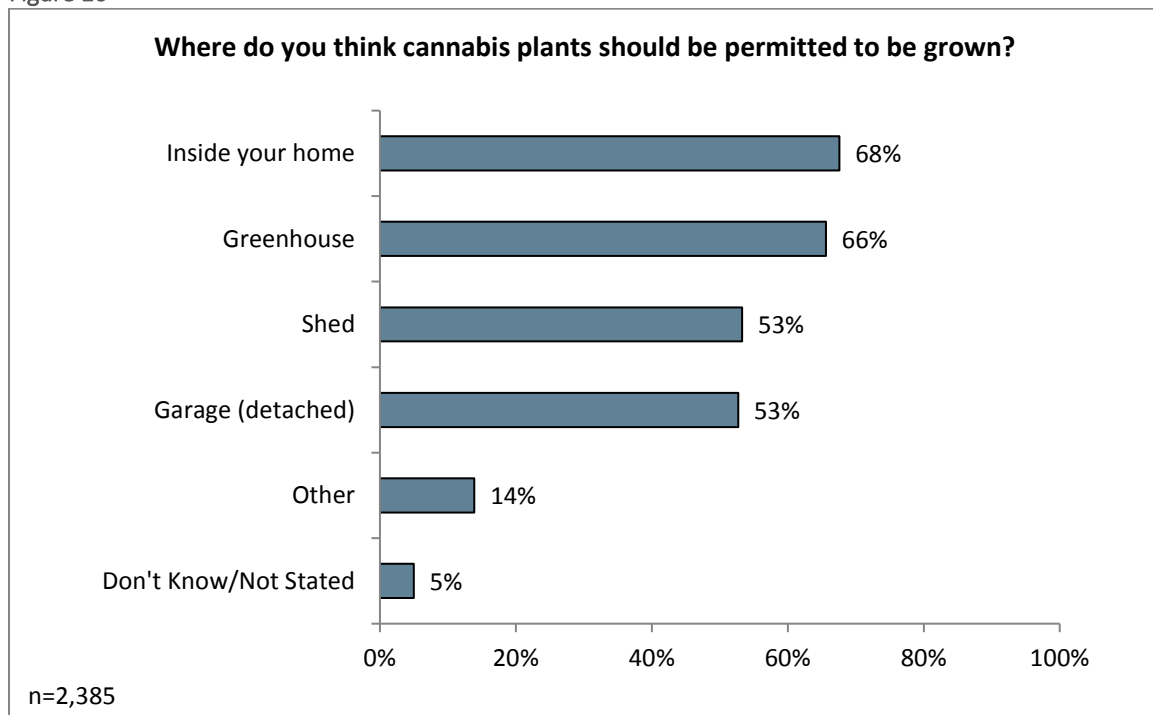
The Government of Alberta has also indicated that renters, condo-dwellers and those who live in multi-family dwellings may be restricted from growing cannabis in their homes based on rules established in rental agreements or condominium bylaws.

Given this information, respondents were asked where they felt cannabis plants should be permitted to be grown. As shown below, approximately two-thirds of the responses or more indicated that cannabis should be permitted to be grown inside ones' home (68%) or in a greenhouse (66%).

'Other' responses most often included:

- Nowhere – i.e., cannabis should not be permitted to be legally grown in the City (4%);
- Outside or outdoors (e.g., in a garden or backyard) (3%); and
- In a licensed or government-regulated production facility (3%).

Figure 16





Respondent Sub-Segment Analysis

Respondents more likely to believe that cannabis plants should be permitted to grow **inside your home, shed, greenhouse, or garage** included:

- Those ages 54 and under versus those ages 55 and older;
- Males versus females;
- Those without children in their household versus those with children;
- Those who rent their home versus those who own; and
- Those who are employed full or part-time versus those who do not work full or part-time.

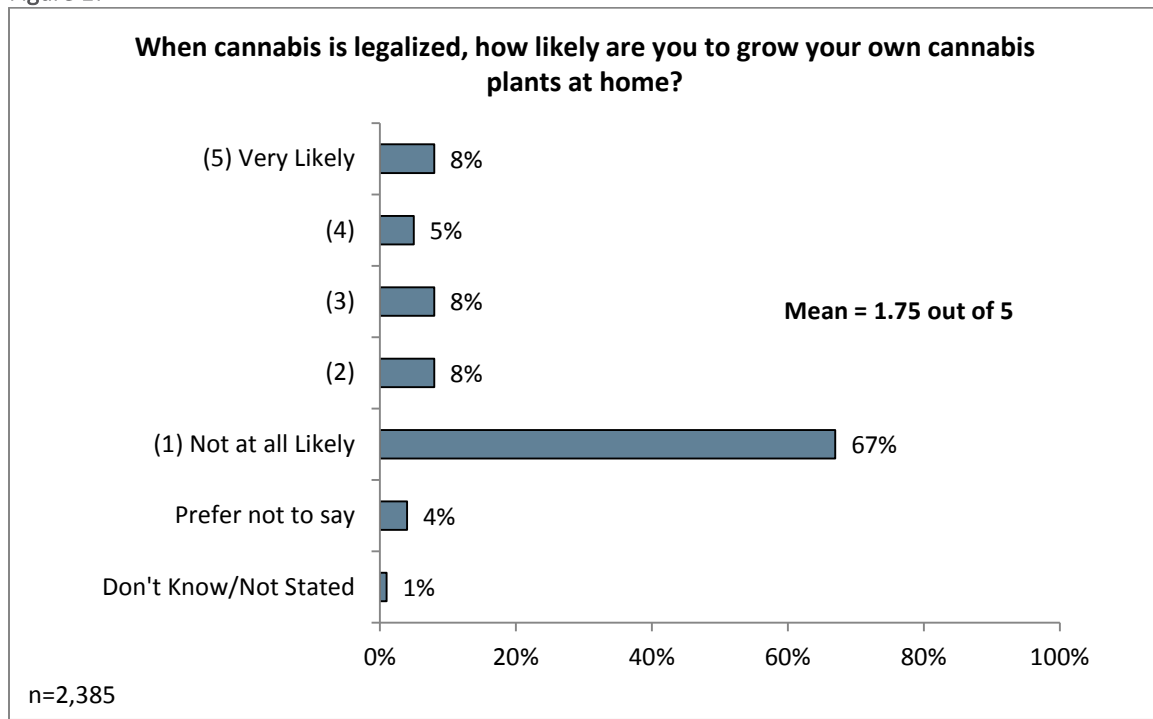
Those who lived in a single detached house were significantly more likely to believe that cannabis plants should be permitted to grow **inside your home** (68%) versus those who live in a townhouse, duplex, or four-plex (60%).

Respondents more likely to believe that cannabis plants should be permitted to grow **inside your shed, greenhouse, or garage** included:

- Those whose highest level of education is high school or less or university or college versus post-graduate studies; and
- Those whose total annual household income was less than \$200,000 versus those whose income was \$200,000 or greater.

Thirteen percent (13%) of the responses indicated likelihood (ratings of 4 or 5 out of 5) to grow their own cannabis plants at home once legalized – the majority (75%) being unlikely to do so.

Figure 17



Respondent Sub-Segment Analysis

Respondents significantly more likely to **grow their own cannabis plants at home** included:

- Those ages 34 and younger (20%) versus those ages 35 and older (8% to 11%);
- Males (17%) versus females (10%);
- Those without children in their household (14%) versus those with children (11%);
- Those who rent their home (24%) versus those who own (11%);
- Those whose highest level of education is high school or less (18%) versus those whose highest level is university or college (12%) or post-graduate studies (11%);
- Those whose total annual household income was less than \$100,000 (18%) versus those whose income was \$100,000 or greater (10% to 13%); and
- Business owners not in St. Albert (31%) versus business owners in St. Albert (12%).

In terms of home growing, 44% of the responses indicated concern regarding dealing with neighbours who grow or smoke cannabis, while 33% of the responses indicated concern about the safety of growing cannabis plants in the home.

See Table 8 for detailed results.

Figure 18

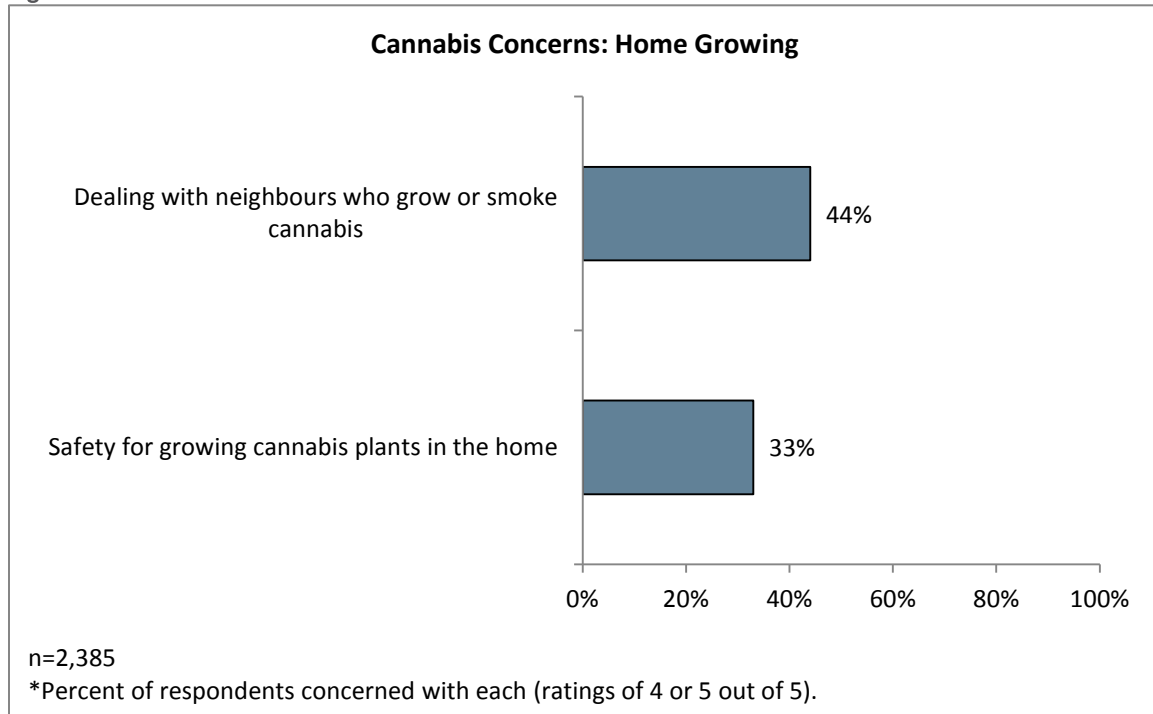


Table 8

Overall, how concerned are you about each of the following, regarding home growing?							
	Percent of Responses (n=2,385)						
	(1) Not at all Concerned	(2)	(3)	(4)	(5) Very Concerned	Don't Know/ Not Stated	Mean (out of 5)
Dealing with neighbours who grow or smoke cannabis	37	9	10	10	34	1	2.96
Safety for growing cannabis plants in the home	40	11	15	11	22	1	2.63



Respondent Sub-Segment Analysis

Respondents significantly more likely to be concerned with **dealing with neighbours who grow or smoke cannabis** included:

- Those who opposed cannabis legalization or were neutral versus those who supported it;
- Those 35 and older versus those 35 and younger;
- Females versus males;
- Those with children in the household versus those without children;
- Those who own their home versus those who rent;
- Those whose highest level of education is university or college or post-graduate studies versus high school or less;
- Those whose employment status was other than full or part-time versus those who are employed full or part-time; and
- Those whose total annual household income was \$200,000 or greater versus those whose income was less than \$200,000.

Those who live in a townhouse, duplex, or four-plex (37%) were significantly more likely to be concerned with the **safety for growing cannabis plants in the home** versus a home other than a single detached house, townhouse, duplex, or four-plex (27%):

Respondents significantly more likely to be concerned with both the safety for growing cannabis plants in the home and dealing with neighbours who grow or smoke cannabis included:

- Those who have lived in St. Albert for 5 years or less (50%) versus 10 years or more (43%);
- Those who live in a single detached home (46%) versus those who live in any other type of home (35% to 39%);
- Business owners in St. Albert (48%) versus business owners not in St. Albert (31%); and
- Those whose primary business location is an office building (63%) versus those whose primary location is a strip mall (31%) or a home based business (38%).

With regards to production facilities, just under half of responses (46%) indicated concern about odours, while approximately one-third of the responses (35%) indicated concern with fire safety.

See Table 9 for detailed results.

Figure 19

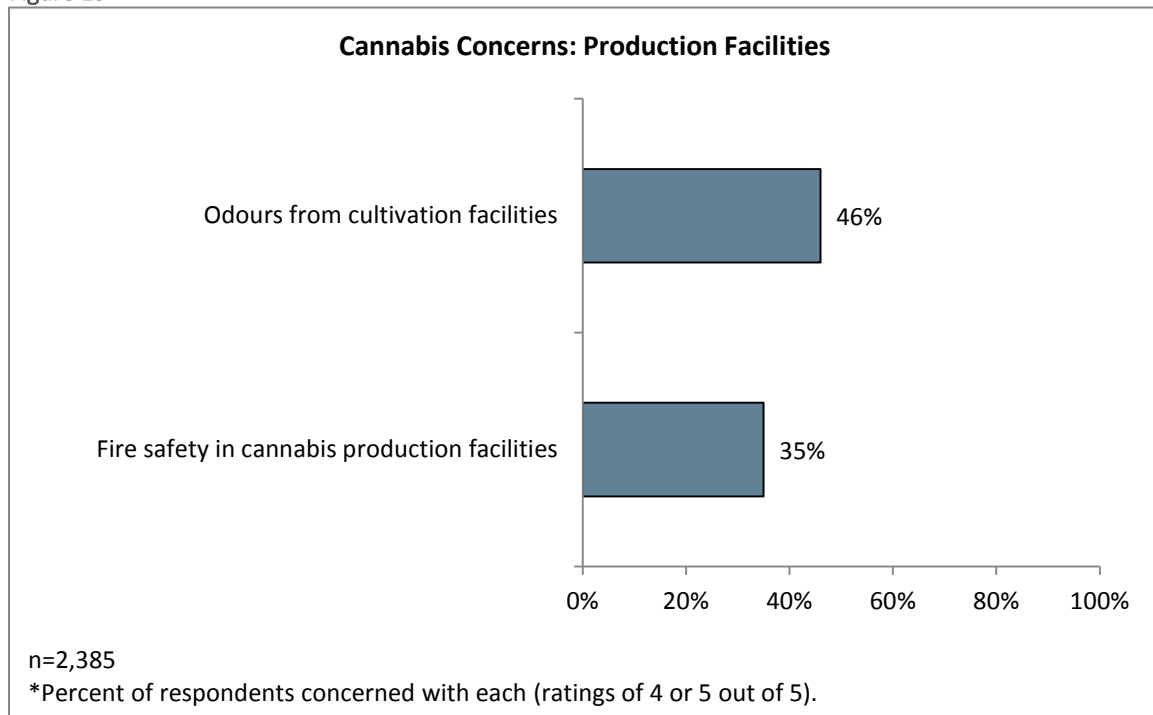


Table 9

Overall, how concerned are you about each of the following, regarding the cultivation of cannabis in production facilities?							
	Percent of Responses (n=2,385)						
	(1) Not at all Concerned	(2)	(3)	(4)	(5) Very Concerned	Don't Know/ Not Stated	Mean (out of 5)
Fire safety in cannabis production facilities	35	12	18	13	22	1	2.74
Odours from cultivation facilities	31	10	13	13	32	<1	3.06



Respondent Sub-Segment Analysis

Respondents significantly more likely to be concerned with both fire safety in cannabis production facilities and odours from cultivation facilities included:

- Those who opposed cannabis legalization versus those who were neutral or who supported it;
- Those 35 and older versus those 35 and younger;
- Females versus males;
- Those who own their home versus those who rent;
- Those whose employment status was other than full or part-time versus those who are employed full or part-time; and
- Those whose total annual household income was \$200,000 or greater versus those whose income was less than \$200,000.

Respondents significantly more likely to be concerned, in particular, with **odours from cultivation facilities** included:

- Those with children in their household (52%) versus those without children (41%);
- Those who live in a single detached home (47%) versus those who live in a home other than a single detached, townhouse, duplex, or four-plex (34%);
- Those whose highest level of education is university or college (46%) or post-graduate studies (56%) versus those whose highest level is high school or less (35%); and
- Business owners in St. Albert (46%) versus business owners not in St. Albert (29%).

3.7 Support for Legalization

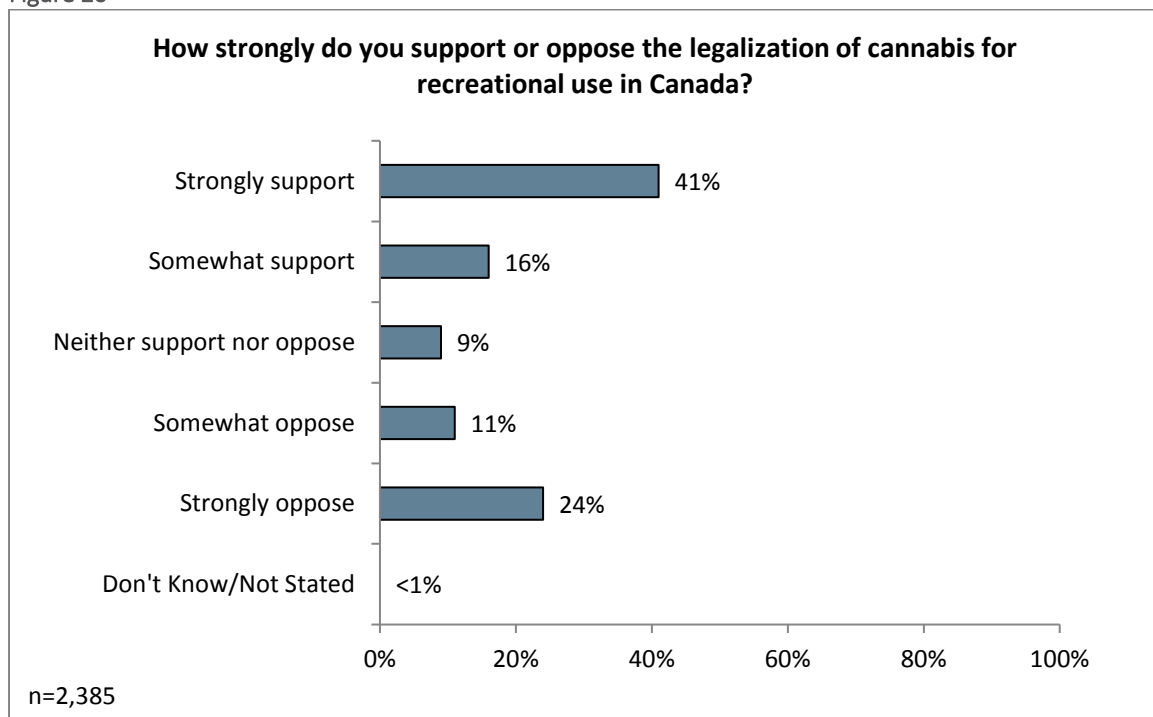
Respondents were provided with the following information, regarding some of the reasons for which the government is legalizing cannabis for recreational use:

The Federal Government has stated that one of the reasons for legalizing and regulating cannabis is to take cannabis out of the illegal, black market.

Legalizing cannabis will likely result in new jobs being created to produce, cultivate, distribute and sell cannabis products in St. Albert.

In consideration of this information, more than half of the responses (57%) indicated support for the legalization of cannabis for recreational use in Canada. Just over one-third (35%) of the responses indicated opposition, while 9% of the responses were neutral.

Figure 20





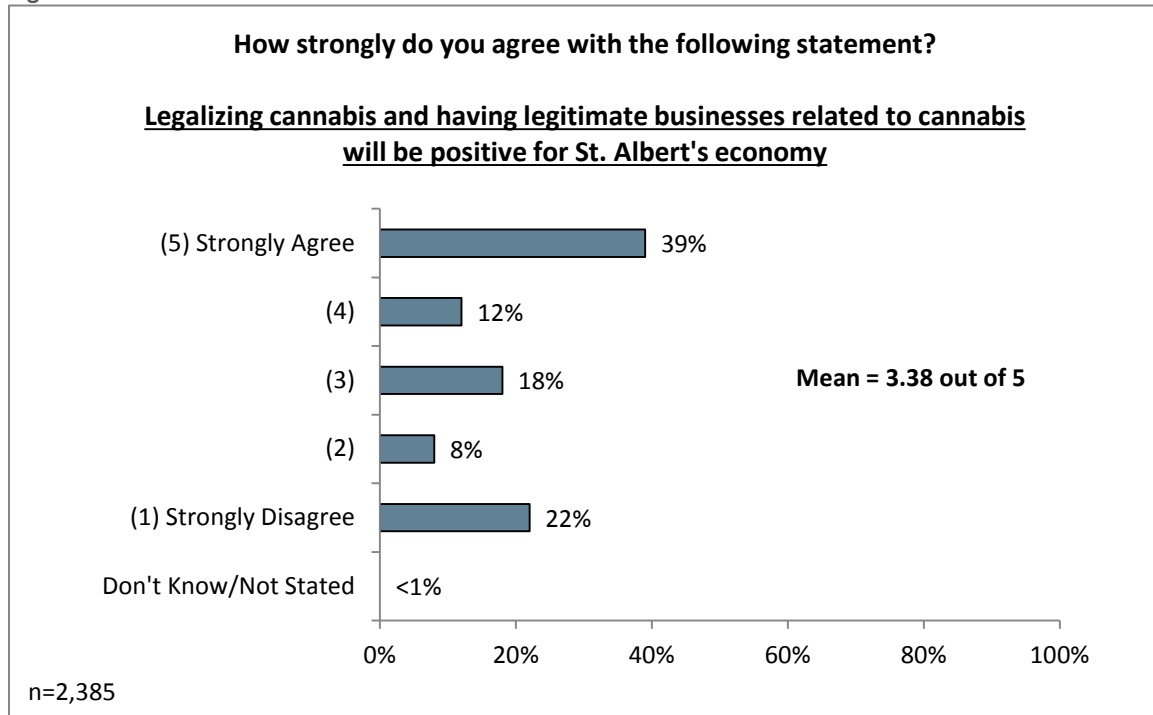
Respondent Sub-Segment Analysis

Respondents significantly more likely to support the legalization of cannabis for recreational use in Canada included:

- Those ages 34 and younger (77%) versus those ages 35 and older (40% to 50%);
- Males (64%) versus females (52%);
- Those without children in their household (61%) versus those with children (51%);
- Those who rent their home (77%) versus those who own (52%);
- Those who live in a home other than a single detached house (64% to 65%) versus those who live in a single detached house (55%);
- Those whose highest level of education is high school or less (67%) or university or college (56%) versus those whose highest level is post-graduate studies (47%);
- Those whose total annual household income was less than \$200,000 (60% to 63%) versus those whose income was \$200,000 or greater (48%);
- Those whose primary business location is a strip mall (64%) or a home based business (65%) versus those whose primary location is an office building (39%);
- Those who are employed full or part-time (58%) versus those who do not work full or part-time (53%); and
- Business owners not in St. Albert (71%) versus business owners in St. Albert (53%).

Thinking in terms of the potential impact on the local economy, 51% of the responses agreed that “legalizing cannabis and having legitimate businesses related to cannabis will be positive for St. Albert’s economy.” Conversely, 30% of the responses disagreed, and 18% of the responses were neutral.

Figure 21



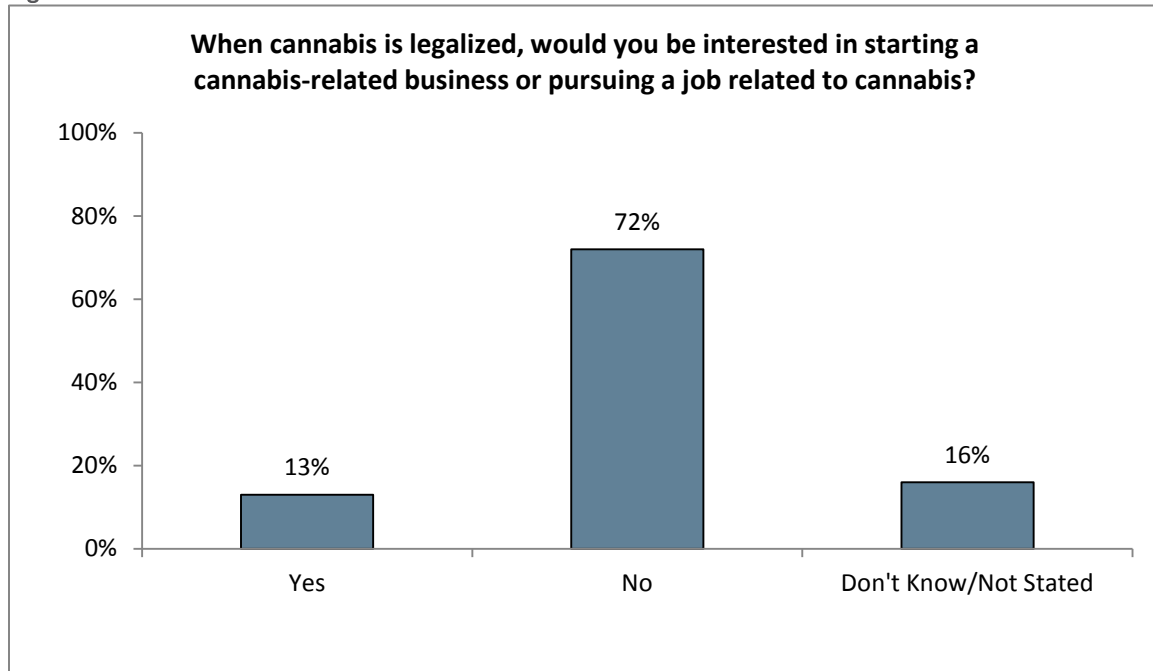
Respondent Sub-Segment Analysis

Respondents significantly more likely to agree with the statement “legalizing cannabis and having legitimate businesses related to cannabis will be positive for St. Albert’s economy” included:

- Those ages 34 and younger (74%) versus those ages 35 and older (32% to 44%);
- Males (59%) versus females (46%);
- Those without children in their household (55%) versus those with children (46%);
- Those who rent their home (75%) versus those who own (47%);
- Those whose highest level of education is high school or less (61%) versus those whose highest level is university or college (51%) or post-graduate studies (40%).
- Those who are employed full or part-time (53%) versus those who do not work full or part-time (46%);
- Those whose total annual household income was less than \$200,000 (53% to 60%) versus those whose income was \$200,000 or greater (45%);
- Business owners not in St. Albert (71%) versus business owners in St. Albert (48%); and
- Those whose primary business location is a free standing building (55%) or a home based business (59%) versus those whose primary location is an office building (34%).

As shown in Figure 22, the majority of responses (72%) indicated that respondents did not have any interest in starting a cannabis-related business or pursuing a job related to cannabis, while 13% of the responses did.

Figure 22



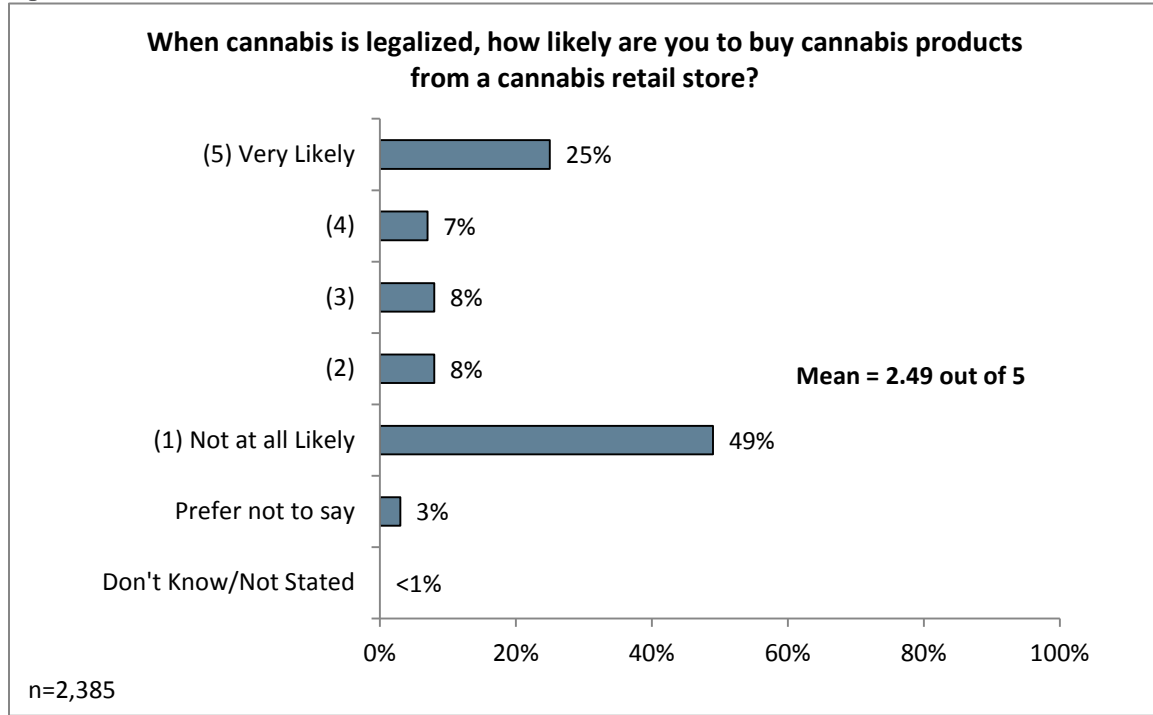
Respondent Sub-Segment Analysis

Respondents significantly more likely to be **interested in starting a cannabis related business or pursuing a job related to cannabis** included:

- Business owners or managers (21%) versus residents (12%);
- Those ages 34 and younger (21%) versus those ages 35 and older (5% to 10%);
- Males (17%) versus females (10%);
- Those who rent their home (26%) versus those who own (10%);
- Those who live in a duplex, townhouse, or four-plex (18%) versus those who live in a single detached home (11%);
- Those whose highest level of education is high school or less (21%) versus those whose highest level is university or college (11%) or post-graduate studies (7%);
- Those who are employed full or part-time (13%) versus those who do not work full or part-time (10%);
- Those whose total annual household income was less than \$100,000 (18%) versus those whose income was \$100,000 or greater (9% to 12%);
- Business owners not in St. Albert (39%) versus business owners in St. Albert (17%); and
- Those whose primary business location is a free standing building (28%), strip mall (33%), home based business (19%), or an industrial commercial building (21%) versus those whose primary location is an office building (5%).

More than half of the responses (57%) indicated that respondents were personally unlikely to buy cannabis products from a retail store, while just under one-third of the responses (32%) indicated that respondents would be likely to (ratings of 4 or 5 out of 5).

Figure 23



Respondents significantly more likely to be likely to **buy cannabis products from a cannabis retail store** included:

- Those ages 34 and younger (51%) versus those ages 35 and older (18% to 24%);
- Males (39%) versus females (28%);
- Those without children in their household (36%) versus those with children (27%);
- Those who rent their home (52%) versus those who own (28%);
- Those whose highest level of education is high school or less (43%) versus those whose highest level is university or college (31%) or post-graduate studies (23%);
- Those whose total annual household income was less than \$200,000 (34% to 40%) versus those whose income was \$200,000 or greater (25%); and
- Business owners not in St. Albert (49%) versus business owners in St. Albert (25%).

3.8 Final Comments

Finally, respondents were given the opportunity to provide any additional comments or suggestions for the City of St. Albert. Just over one-quarter (26% or n=2,385, of which n=361 were randomly selected for coding) provided additional responses, including: concerns about tax increases or the cost of legalization to the City of St. Albert (13%); suggestions that cannabis should be treated similarly to alcohol, for bylaw and regulation purposes (12%); and responses indicating concern about the odours from smoking cannabis in public (12%).

Table 10

Do you have any final comments or suggestions for the City of St. Albert regarding the topics in this survey?	
Base: Responses reflecting additional comments.	Percent of Responses* (n=361)
Should not increase taxes/concerned about the cost of cannabis legalization	13
Cannabis laws/regulations should be treated the same as alcohol	12
Concerns about odours from smoking cannabis in public	12
Against the legalization of cannabis/should not be legalized, in general	10
Need to have regulations/enforceable measures put in place before legalization	8
Cannabis smoke/second hand smoke is a public health hazard	8
Concerned about cannabis use/consumption in public	8
Concerned about impaired driving/driving under the influence of cannabis	6
Provide public education in regards to consumption/proper consumption	6
Ensure that underage individuals/minors do not have access/exposure to cannabis products	6
Concerned that cannabis will have negative/poor impact on the City, in general	5
Ensure that cannabis regulations/laws are closely monitored/inspected/enforced	5
Should not over-regulate/apply excessive rules/regulations to cannabis legalization	5
Other (4% of responses or less)	43

*Multiple responses

3.9 Demographics

Tables 11 through 13, below and continued on the following pages, present the demographic or profile data of those surveyed as part of the 2018 Cannabis Research.

Table 11: Respondent Demographics

	Percent of Responses (n=2,385)
How old are you?	
17 or younger	<1
18 to 24 years old	13
25 to 34 years old	21
35 to 44 years old	25
45 to 54 years old	18
55 to 64 years old	14
65 to 74 years old	8
75 or older	2
Don't Know/Not Stated	<1
Gender	
Male	39
Female	58
Other	<1
Prefer not to say	2
Don't Know/Not Stated	1
How long have you lived in the City of St. Albert?	
Less than 1 year	2
1 to 5 years	14
6 to 10 years	13
11 to 20 years	21
Over 20 years	45
Not a resident of St. Albert	6
Don't Know/Not Stated	<1
Which of the following best describes your household composition?	
Married or cohabiting with children under 18 years	38
Married or cohabiting without children	26
More than 2 adults	17
Single person without children	10
Single person with children under 18 years	3
Prefer not to say	6
Don't Know/Not Stated	0
Do you own or rent your home?	
Own	82
Rent	11
Other	6
Don't Know/Not Stated	1

Table 12: Respondent Demographics (Cont'd)

	Percent of Responses (n=2,385)
What type of home do you live in?	
Single detached home	80
Townhouse, duplex, or four-plex	10
Low-rise apartment or condo (4 stories or less)	5
Multi-family dwelling	2
High-rise apartment or condo (5 stories or more)	1
Other	2
Don't Know/Not Stated	1
What is the highest level of education you have obtained?	
Completed college diploma or university degree	54
Some university or college	20
Completed high school	12
Post-graduate degree	11
Grade school or some high school	1
Don't Know/Not Stated	2
What is your current employment status?	
Working full-time, including self-employment	64
Working part-time, including self-employment	12
Retired	11
Student	6
Homemaker	5
Not employed	1
Permanently unable to work	1
Don't Know/Not Stated	1
Where would you place your total household income, before taxes, for 2017?	
Less than \$60,000	9
\$60,000 to less than \$100,000	17
\$100,000 to less than \$125,000	16
\$125,000 to less than \$150,000	11
\$150,000 to less than \$200,000	15
\$200,000 or greater	13
Prefer not to say	17
Don't Know/Not Stated	1

Table 13: Business Demographics

Base: Business Owners/Managers	Percent of Responses (n=291)
Is your business located within the City of St. Albert?	
Yes	82
No	17
Don't Know/Not Stated	1
Which of the following best describes your primary business?	
Computers and Telecommunications	19
Business and Professional Services	13
Government, Education and Individuals	10
Manufacturing, Production and Wholesale	7
Family, Community and Civic Organizations	6
Restaurants, Food and Beverages	6
Cannabis Consulting and Retail	4
Health Care	4
Religious Organizations	4
Arts, Culture and Entertainment	3
Automotive and Marine	3
Public Utilities and Environment	3
Advertising and Media	2
Personal Services and Care	2
Shopping and Specialty Retail	2
Transportation	2
Agriculture, Fishing and Forestry	1
Construction Equipment and Contractors	1
Finance and Insurance	1
Home and Garden	1
Industrial Supplies and Services	1
Lodging and Travel	1
Sport and Recreation	1
Legal	<1
Pets and Veterinary	<1
Real Estate, Moving and Storage	<1
Don't Know/Not Stated	5
Which of the following best describes the style of your primary business location?	
Home-based business	33
Free standing building	18
Industrial/commercial units	14
Office building	14
Strip mall	13
Shopping mall - enclosed	3
Don't Know/Not Stated	5