

May 2019

Town of Ladysmith

Community Survey on Retail Sale of Cannabis



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MARKET RESEARCH



➤ Foreword

Background

Recreational cannabis became legal in Canada on October 17, 2018. While the Province of BC is responsible for regulating the sale and use of cannabis in the province, the Town of Ladysmith can control where non-medical cannabis can be sold in the community. Therefore, the Town of Ladysmith engaged a professional opinion research firm, Mustel Group, to survey its residents to gather input to help shape those decisions.

The brief survey provides residents the opportunity to provide opinions about where in the community non-medical cannabis should be sold.

Methodology

- The questionnaire was designed with input from Council and staff. It was mailed to each household within the township boundaries (a total of 3,461 households). A letter of introduction by the Mayor with instructions for returning the survey were included with the survey.
- A choice was provided of completing a paper version or on-line version of the questionnaire. If completing the questionnaire on-line, a unique code was provided. Residents were also provided the opportunity and instructions for completing a second questionnaire, if another household member wished to do so.
- A separate “open” link to the on-line version of the questionnaire was also provided for anyone who did not receive a paper copy and wished to be included in the survey.
- Around the time that the surveys were mailed to households, the Town promoted the survey via social media, sharing the link to the Town’s website where the online survey was made available.
- The paper household surveys were mailed April 29, 2019 and residents were instructed to complete their survey and put it in the mail by May 22, 2019. Surveys were accepted and processed until June 3, 2019.
- On conclusion of the survey fieldwork period, a total of 1,492 completed surveys were received. Of that, 1,195 were completed using unique household codes (856 on paper and 339 online), and 297 were completed using the open link (not requiring a unique household code).
- Survey results are presented in this report as two separate groups. The “Household Survey” that includes results from all those responding using a unique verified household code, and the “Open Link Survey” that includes those that completed a survey without using a household code.
- At the data processing stage, minor weighting by age and gender was applied to the household surveys to match Statistics Canada census data for the Town of Ladysmith.
- The margin of error on a random sample of 1,195 would be +/-2.3% at the 95% confidence level, using the finite sample correction factor, applied when a sample is greater than 10% of its universe.
- The questionnaire administered is appended to the report. Detailed computer tabulations are available under separate cover.



➤ Executive Overview

Support for Retail Cannabis Businesses

- The majority of residents expresses support for retail businesses in the Town of Ladysmith, including approximately six-in-ten amongst the household sample (59%) and more than eight-in-ten among the open link sample (83%).

Number of Businesses

- When asked how many retail cannabis businesses should be allowed in the Town of Ladysmith, residents most commonly felt one (40%) or two (28%) would be appropriate.

Distance Between Cannabis Outlets

- In terms of proximity to each other, residents most commonly felt, if there were more than one retail cannabis outlet they should be spaced at least one kilometre or more apart (41%).
- This compares with 15% who think they should be no more than 5 blocks apart, however 27% feels there should be no distance restrictions in place.

Preferred Locations

- Coronation Square (35%) and Downtown (33%), are the most commonly preferred locations, however a further 36% of residents feels that such stores should be allowed wherever retail sales are currently allowed.

Distance Rules Between Outlets and Other Uses

- Residents most commonly feel there should be distance rules established for schools, playgrounds, daycares, and park entrances.
- Opinion varies as to what the distance rules should be, with residents most commonly feeling that a distance of between 200 and 500 metres is appropriate (33%, or 58% of those with an opinion).



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Detailed Findings



➤ Demographic Profile of Responses

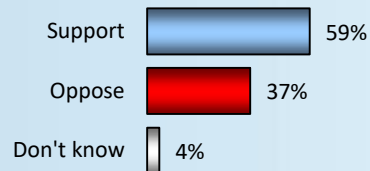
	Random Survey (1,195) %	Opt-in Survey (297) %
Gender		
Male	45	34
Female	51	65
Other	<1	<1
Prefer not to say	4	<1
Age		
Under 35 years	17	24
35 to 44	13	28
45 to 54	17	16
55 to 64	20	18
65 or better	33	15
Prefer not to say	1	-

- This report presents survey responses from two samples. The first includes “**Household Surveys**”, those who completed a paper survey that was mailed to their home or completed a survey online using the unique code that was printed on the paper survey mailed to their home. A minor weighting factor was applied to this sample to ensure it is representative of the population according to age and gender.
- The second sample includes those who completed an online survey using the “**Open Link**” without entering a unique household code. Many of these surveys were completed in response to the social media promotion by the Town of Ladysmith via Facebook and Twitter. The profile of these respondents skews somewhat towards females (65%), and younger residents (52% are under the age of 45).

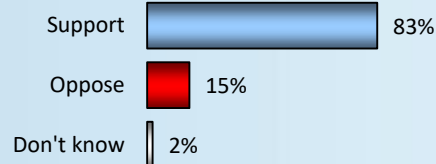


➤ Support for Retail Cannabis Businesses in Ladysmith

Household Survey



Open Link Survey



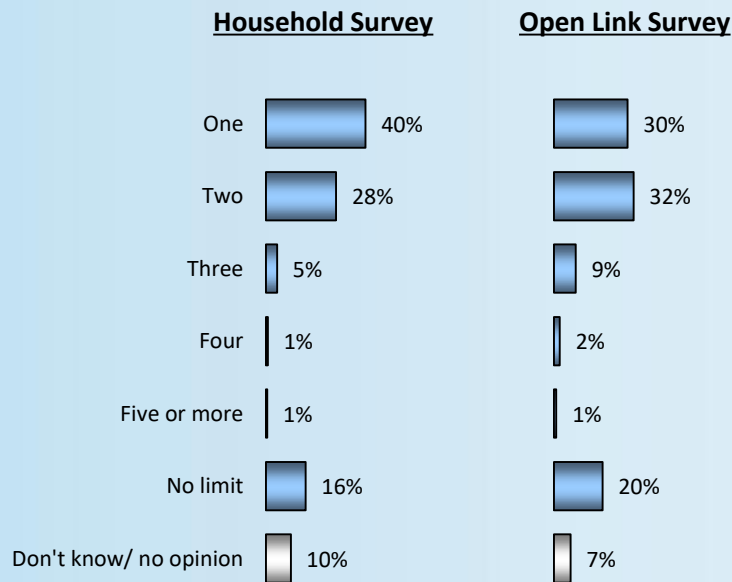
- The first question in the survey asked residents if they support or oppose the opening of retail cannabis businesses in the Town of Ladysmith. The majority in each sample expresses support for retail businesses in the town, including approximately six-in-ten amongst the household sample and more than eight-in-ten among the open link sample.
- Strongest support comes from those aged under 35 (71%) and those aged 55 to 64 (64%), compared with those aged 35 to 54 years (54%) and those 65+ (53%).

Base: Household Survey (n=1,195)
Open Link Survey (n=297)

Q.1) Overall, do you support or oppose the opening of retail cannabis business(es) in the Town of Ladysmith?



➤ Number of Retail Cannabis Businesses Allowed in Ladysmith



- When asked how many retail cannabis businesses should be allowed in the Town of Ladysmith, residents most commonly felt one (40%) or two (28%) would be appropriate.
- Those opposed to allowing retail sale of cannabis in Ladysmith were most likely to accept just one outlet (73%), while those in support were more likely to favour two (43%) or feel that no limit should be imposed (27%).
- This opinion was largely consistent between the two sample groups.

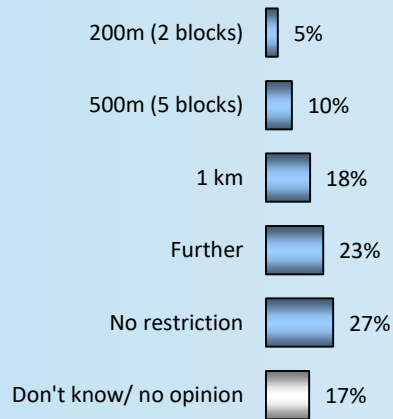
Base: Household Survey (n=1,195)
Open Link Survey (n=297)

Q.2) If Council allows the opening of retail cannabis businesses, how many should be allowed in the Town of Ladysmith?

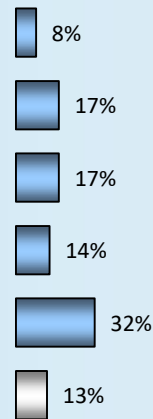


Distance Between Cannabis Outlets

Household Survey



Open Link Survey



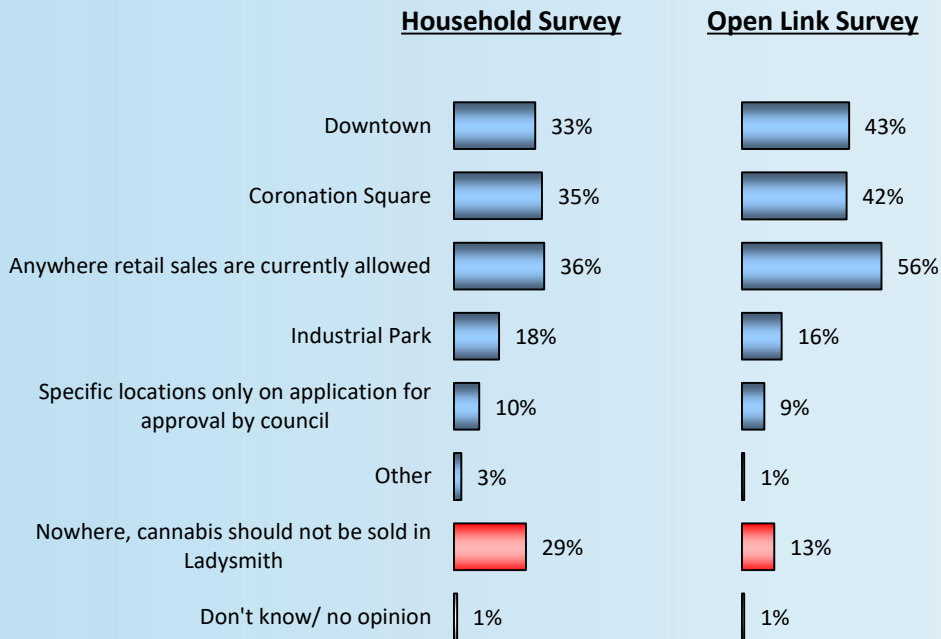
- In terms of proximity to each other, residents most commonly felt, if there were more than one retail cannabis outlet they should be spaced at least one kilometre or more apart (41%).
- This compares with 15% who think they should be no more than 5 blocks apart, however 27% feels there should be no distance restrictions in place.
- Those responding to the open link are more likely to feel the stores should be no more than 5 blocks apart (25%), or there should be no distance restrictions in place (32%).

Base: Household Survey (n=1,195)
Open Link Survey (n=297)

Q.3) If Council supports the opening of more than one cannabis outlet, how far apart from each other do you think cannabis outlets should be located?



➤ Preferred Locations for Retail Cannabis Stores



- The most commonly preferred specific locations for the placement of retail cannabis outlets include Coronation Square (35%) and Downtown (33%), however a further 36% of residents feels that such stores should be allowed wherever retail sales are currently allowed.
- Opinion among those responding to the open link largely reflects that of the household results, though more than half feels stores should be allowed wherever retail sales are allowed (56%).

Base: Household Survey (n=1,195)
Open Link Survey (n=297)

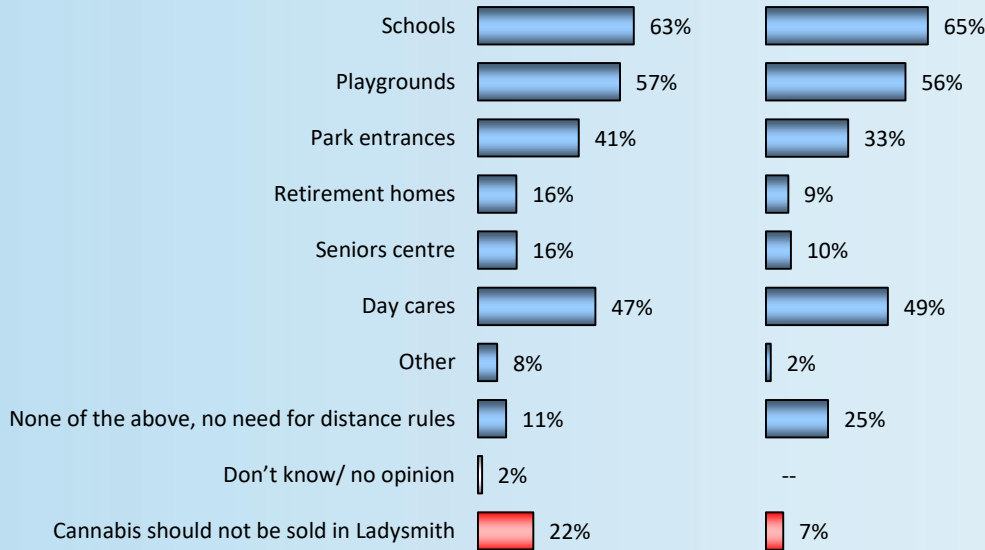
Q.4) Where do you think cannabis retail sales should be allowed?
(please check all that apply)



➤ Distance Rules Between Cannabis Outlets and Other Uses

Household Survey

Open Link Survey



- Only one-in-ten residents feels there is no need for distance rules to be established between retail cannabis stores and other town uses.
- Residents most commonly feel there should be distance rules established for schools, playgrounds, daycares, and park entrances.
- Far fewer residents feel a need for such distance rules to be applied to seniors centres or retirement homes.

Base: Household Survey (n=1,195)
Open Link Survey (n=297)

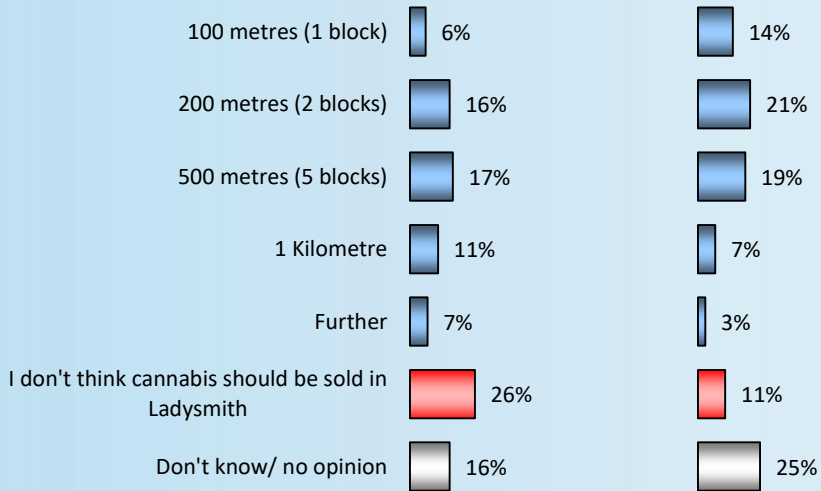
Q.5) If approved, should Ladysmith establish distance rules between cannabis outlets and any of the following other uses: (please check all that apply)



Established Distances Between Cannabis Outlets and Other Uses

Household Survey

Open Link Survey



- Opinion varies as to what the distance rules should be, with residents most commonly feeling that a distance of between 200 and 500 metres is appropriate (33%, or 58% of those with an opinion).

Base: Household Survey (n=1,195)
Open Link Survey (n=297)

Q.6) If you believe distance rules should be established, what should they be (i.e. how far should cannabis outlets be from the various other uses such as schools, park entrances or Seniors Centres)?



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Questionnaire

April 29, 2019

Dear Resident:

RE: RETAIL SALE OF CANNABIS IN LADYSMITH

On behalf of Council and staff of the Town of Ladysmith, I invite you to participate in helping to shape our Town's approach to Canada's cannabis laws by completing a very brief survey.

There are two ways to complete your survey:

On Paper: Complete this paper survey and return it in the postage-paid return envelope.

Online: Simply go to www.ladysmith.ca/survey and click the survey link for residents where you will be asked to enter your household's survey code (see below). If someone else in your household would like to complete a survey, see the enclosed information sheet for how to do this.

We take this survey very seriously and your opinions will help Council decide how to regulate the retail sale of recreational cannabis (marijuana) in Ladysmith. Ladysmith's zoning bylaw does not currently allow the retail sale of recreational cannabis.

Your answers are completely anonymous and will be compiled with all others.

Please complete this survey and put it in the mail by **Wednesday May 22, 2019**.

Recreational cannabis became legal in Canada on October 17, 2018. 'Cannabis' refers to any product made from the leaves and flowers of the cannabis plant. It is also commonly known as marijuana, weed or pot. It can be smoked, used with a vaporizer, or added to food or drinks. Only dried and fresh cannabis, cannabis oils and seeds, and plants for personal cultivation will be legal for purchase. The sale of edible products will remain illegal until federal legislation allows otherwise.

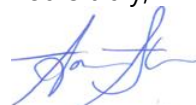
The Province of BC is responsible for regulating the sale and use of cannabis in this province. Many topics related to the legalization of cannabis are beyond the powers of the Town of Ladysmith (see the chart on the back). What we can control is where non-medical cannabis can be sold. So, we want to hear from you about where cannabis should be sold in Ladysmith.

I highly recommend that before you complete the survey, you visit our website and check the back page of this document for background information: www.ladysmith.ca/city-hall/cannabis-consultation

And, you can continue the conversation on Place Speak at: <http://placespeak.com/ladysmithcannabis>

Thank you for taking the time to provide your thoughts and helping Council to make decisions on this important matter.

Yours truly,



Aaron Stone
Mayor

If you prefer to complete online,
please use this Survey Code:

ABC



This is an anonymous survey. We will not see your personal information, and we will not share it. Thank you for taking the time to tell us what you think about this important issue.

1. Overall, do you support or oppose the opening of retail cannabis business(es) in the Town of Ladysmith?

- ₁ Support
₂ Oppose
₉₉ Don't Know/No Opinion

2. If Council allows the opening of retail cannabis businesses, how many should be allowed in the Town of Ladysmith?

- ₁ One ₂ Two ₃ Three ₄ Four ₅ Five or more ₆ No Limit
₉₉ Don't Know/ No opinion

3. If Council supports the opening of more than one cannabis outlet, how far apart from each other do you think cannabis outlets should be located?

- ₁ 200m (2 blocks) ₂ 500m (5 blocks) ₃ 1 km
₄ Further ₅ No Restriction ₉₉ Don't Know/ No Opinion

4. Where do you think cannabis retail sales should be allowed? *(please check all that apply)*

- ₁ Downtown
₂ Coronation Square
₃ Anywhere retail sales are currently allowed
₄ Industrial park
₅ Specific locations only on application for approval by Council
₉₆ Other (please specify): _____
₉₇ Nowhere, cannabis should not be sold in Ladysmith
₉₉ Don't Know/ No Opinion

5. If approved, should Ladysmith establish distance rules between cannabis outlets and any of the following other uses: *(please check all that apply)*

- ₁ Schools
- ₂ Playgrounds
- ₃ Park entrances
- ₄ Retirement Homes
- ₅ Seniors Centre
- ₆ Day cares
- ₉₆ Other *(specify)*: _____
- ₉₇ None of the above, no need for distance rules
- ₉₉ Don't Know/ No Opinion

6. If you believe distance rules should be established, what should they be *(i.e. how far should cannabis outlets be from the various other uses such as schools, park entrances or Seniors Centres)*?

- ₁ 100 metres (1 block)
- ₂ 200 metres (2 blocks)
- ₃ 500 metres (5 blocks)
- ₄ 1 kilometre
- ₅ Further
- ₉₇ I don't think cannabis should be sold in Ladysmith
- ₉₉ Don't Know/ No Opinion

Finally, so we know responses are representative of the community, please state:

7. Your gender:

- ₁ Male
- ₂ Female
- ₃ Other

8. Into which age group do you fall:

- ₁ Under 19
- ₂ 19-24
- ₃ 25-34
- ₄ 35-44
- ₅ 45-54
- ₆ 55-64
- ₇ 65+

Thank you for your time and valued input!

Legalization of Recreational Cannabis – Who’s Responsible for What?

Federal Government	BC Government	Town of Ladysmith (within the federal and provincial legislation)
Possession limits	Set the minimum age to possess, buy or consume cannabis (19)	Zoning and business licensing to determine where cannabis stores may be located
Taxation	Allows adults to possess up to 30 grams of cannabis in a public place	Identifying where consuming cannabis will be allowed in Ladysmith (through the Smoking Regulation Bylaw)
Regulatory compliance	Prohibits cannabis smoking and vaping everywhere tobacco smoking and vaping are prohibited, as well as at playgrounds, sports fields, skate parks, and other places where children commonly gather	Setting rules on public visibility and security requirements for growing cannabis plants at home to ensure public safety and limit nuisances (such as odours and visibility).
Education	Authorizes adults to grow up to four cannabis plants per household, but the plants must not be visible from public spaces off the property, and home cultivation will be banned in homes used as day-cares	
Setting minimum regulatory standards that the province may uphold or further restrict	Established a cannabis retail licensing regime similar to the current licensing regime for liquor	

For more information on this topic you can visit:

Town of Ladysmith: <https://www.ladysmith.ca/city-hall/cannabis-consultation>