



Calgary



2018 Citizen Perspectives Survey Wave 4

November 2018

Prepared by:

Corporate Research Team
Customer Service & Communications
The City of Calgary
research@calgary.ca

Background

To help support City decisions, The City of Calgary surveys citizens about their opinions, preferences and attitudes. To help in “making life better every day” for Calgarians, The City conducts an ongoing Citizen Perspectives Survey fielded at various intervals through the year. This wave of the Citizen Perspectives Survey focused on awareness of, and The City’s responsibilities for, cannabis regulations. Recreational cannabis use became legal in Canada on October 17, 2018.

Methodology

The survey was conducted by NRG Research Group from October 22 – 30, 2018 with n=500 Calgarians via telephone using random digit dialing (RDD). Numbers from both landlines (60%) and cell phones (40%) were included to obtain a random and statistically representative sample of Calgarians. The margin of error (MOE) for the total sample of n=500 is ± 4.38 percentage points, 19 times out of 20.

To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant of the general population aged 18 and older. Data were then weighted to the 2016 Civic Census for age and gender.

Executive Summary



Key Findings

- A minority of Calgarians self-report using cannabis on a daily or weekly basis.
- There is high recall of hearing, seeing or reading something recently about how Alberta is regulating recreational cannabis use.
- If looking for information about cannabis regulations, a sizeable minority of Calgarians would do an Internet/Google search but don't know which source or site they would rely on for the information.
- Awareness of The City's Cannabis Consumption Bylaw is not widespread but overall, Calgarians report being aware of specific regulations about cannabis consumption.
- Calgarians tend to know that The City is responsible for education about cannabis bylaws, land use and zoning regarding where it can be grown and sold, public consumption, and cannabis retail rules and locations but there is confusion about whether The City is responsible for other aspects of cannabis legalization.
- Although the general public is not in agreement with what should be allowed in cannabis cafés or lounges, a majority of Calgarians who are probably more likely than others to patronize these types of establishments – those who have consumed cannabis in the past year – support allowing both edible products and smoking/vaping cannabis.

Executive Summary

Fewer than one-half of Calgarians reported ever having smoked or otherwise consumed cannabis and among this group, half haven't consumed it in the past year.

- While 41% of adult Calgarians reported that they've smoked/consumed cannabis at some time in their life, one-half (51%) of these respondents said that they haven't done this in the past year. This translates into approximately 20% of the adult Calgary population having consumed cannabis in some form in the past year.
- Daily cannabis use is reported by 9% of those who have ever used it, which is approximately 4% of the population of adult Calgarians. Weekly use is reported by 10% (or 4% of the city's population) and monthly use by 6% (2% of the population).
 - Among those who have ever consumed cannabis, daily use by men is three times that by women (12% vs. 4%, respectively) and weekly use is also higher among men than women (9% vs. 2%).
 - Those aged 35 years or older were much more likely than their younger counterparts to report not having used cannabis at all in the past year (72% vs. 22% under 35 years of age).
- Among those who have ever consumed cannabis in some form, 16% have a medical prescription for it.

The majority of Calgarians recalled recently hearing something about how Alberta is regulating cannabis use.

- Three-quarters (75%) of Calgarians reported having heard, seen or read something recently about how Alberta is regulating recreational cannabis use.

Executive Summary (cont'd)

Calgarians do not have a predominant source to which they'd turn if they wanted to find information about cannabis regulations.

- When asked where they would first look for information about cannabis regulations, 37% said they would do an Internet or Google search but didn't know which source/site they would rely on for the information.
- Relatively equal proportions of Calgarians reported that they would look first to The City of Calgary (13%), the Government of Canada (12%) and the Province of Alberta (11%).
- Respondents were asked where else they would look for information on this topic. Taking into account all mentions (first plus other), 43% cited an Internet/Google search without being able to identify a specific site/source, 32% said they'd turn to The City, 24% to the federal government, and 23% to the Province of Alberta.

Prior to the survey, only around one-half of Calgarians were aware that The City of Calgary has a Cannabis Consumption Bylaw but more were aware of regulations about cannabis consumption.

- Approximately one-half (53%) of respondents reported being aware of The City's Cannabis Consumption Bylaw before taking the survey.
- Nearly all respondents (95%) said that they were already aware that driving while impaired by cannabis is illegal and could result in a fine, criminal charges or jail time.
- A vast majority (83%) reported that they already knew that cannabis can be consumed on private property but not in public places while fewer were aware that landlord and tenant agreements can be used to set rules about consumption in rental properties (73%) and that condo bylaws can be used to set rules about consumption on those properties (67%).
- Just under one-half (46%) knew that medical cannabis is exempt from the public consumption rule.

Executive Summary (cont'd)

Knowledge about The City's responsibilities for cannabis legalization is mixed.

- Respondents were provided with aspects of cannabis legalization and asked if they think The City is or isn't responsible for it. A majority of Calgarians know that The City is responsible for education about cannabis bylaws (79%), land use and zoning related to where cannabis can be grown or sold (82%), regulating consumption in public (77%), and setting rules about cannabis retail locations and their operation (82%).
- There is some confusion about whether or not The City is responsible for other aspects of cannabis legalization. Calgarians are split on whether or not The City is responsible for regulating the growing of cannabis plants in one's home (53% yes vs. 44% no), taxation of cannabis (34% yes vs. 63% no), personal possession limits (36% yes vs. 61% no), and setting the minimum age of consumption (34% yes vs. 64% no).

Overall, Calgarians aren't in consensus about what should be allowed in cannabis cafés/lounges.

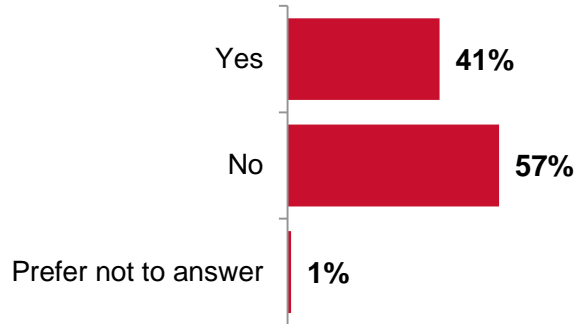
- While just fewer than one-half (46%) of respondents reported that both edible cannabis products and smoking/vaping cannabis should be allowed, around one-quarter (27%) think only edible cannabis products should be permitted in these establishments. Although "neither" was not presented as an option to respondents, more than one-in-ten (13%) insisted on this answer.
 - Not surprisingly, resistance to allowing either edible cannabis products or smoking/vaping cannabis is higher among Calgarians who have never consumed cannabis (17% vs. 8% of those who have ever consumed it).
- Very few Calgarians (5%) think only smoking/vaping of cannabis (no edibles) should be allowed in these cafés/lounges and almost one-in-ten (8%) didn't know or refused to answer the question.
- Support for allowing both edible products and smoking/vaping cannabis is higher among those who have ever consumed cannabis compared to those who reported never having done this (64% vs. 33%, respectively). It's also higher among Calgarians who have consumed cannabis in the past year than among those who haven't (76% vs. 52%) and among 18 to 24 year olds (75%) and 25 to 34 year olds (56%) compared to others (40% of 35 to 64 years old and 31% aged 65 years or older).

Cannabis Regulation Awareness

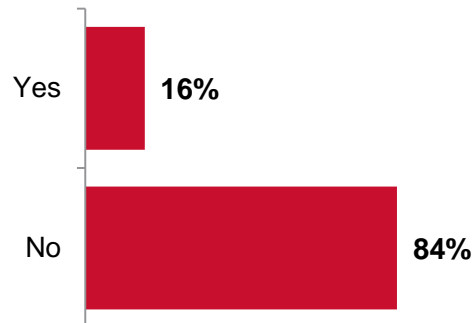


Self-reported Cannabis Use

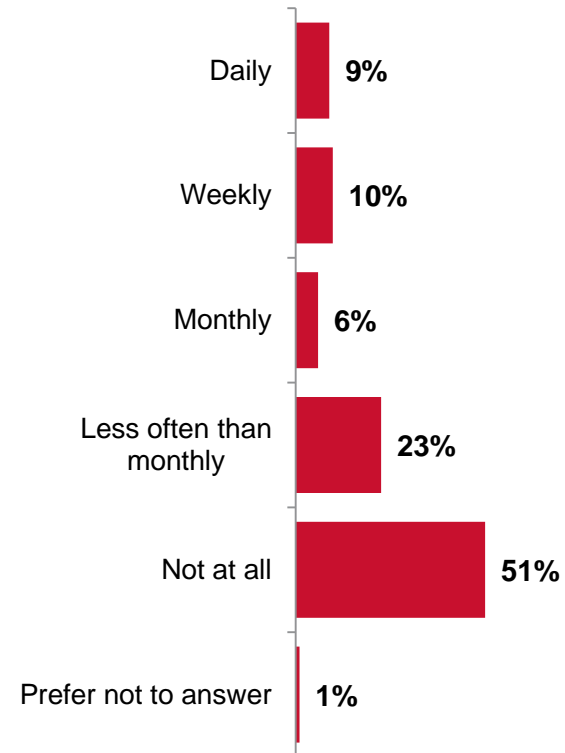
Ever Smoked/Consumed Cannabis



Medical Cannabis Prescription (among those who have ever used cannabis)



Frequency of Cannabis Use in the Past Year (among those who have ever used cannabis)



Q. Have you ever smoked or otherwise consumed cannabis?

Base size: All respondents (n=500)

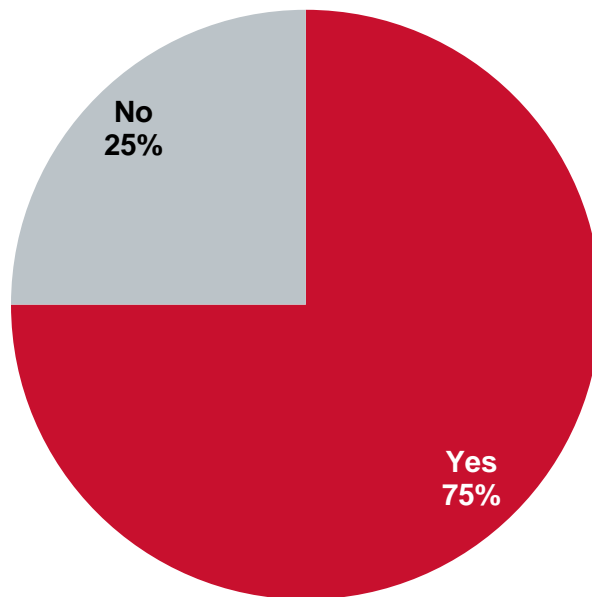
Q. Do you currently have a prescription for medical cannabis?

Base size: Respondents who have ever consumed cannabis (n=197)

Q. Thinking about the past year, how often did you use cannabis?

Base size: Respondents who have ever consumed cannabis (n=197)

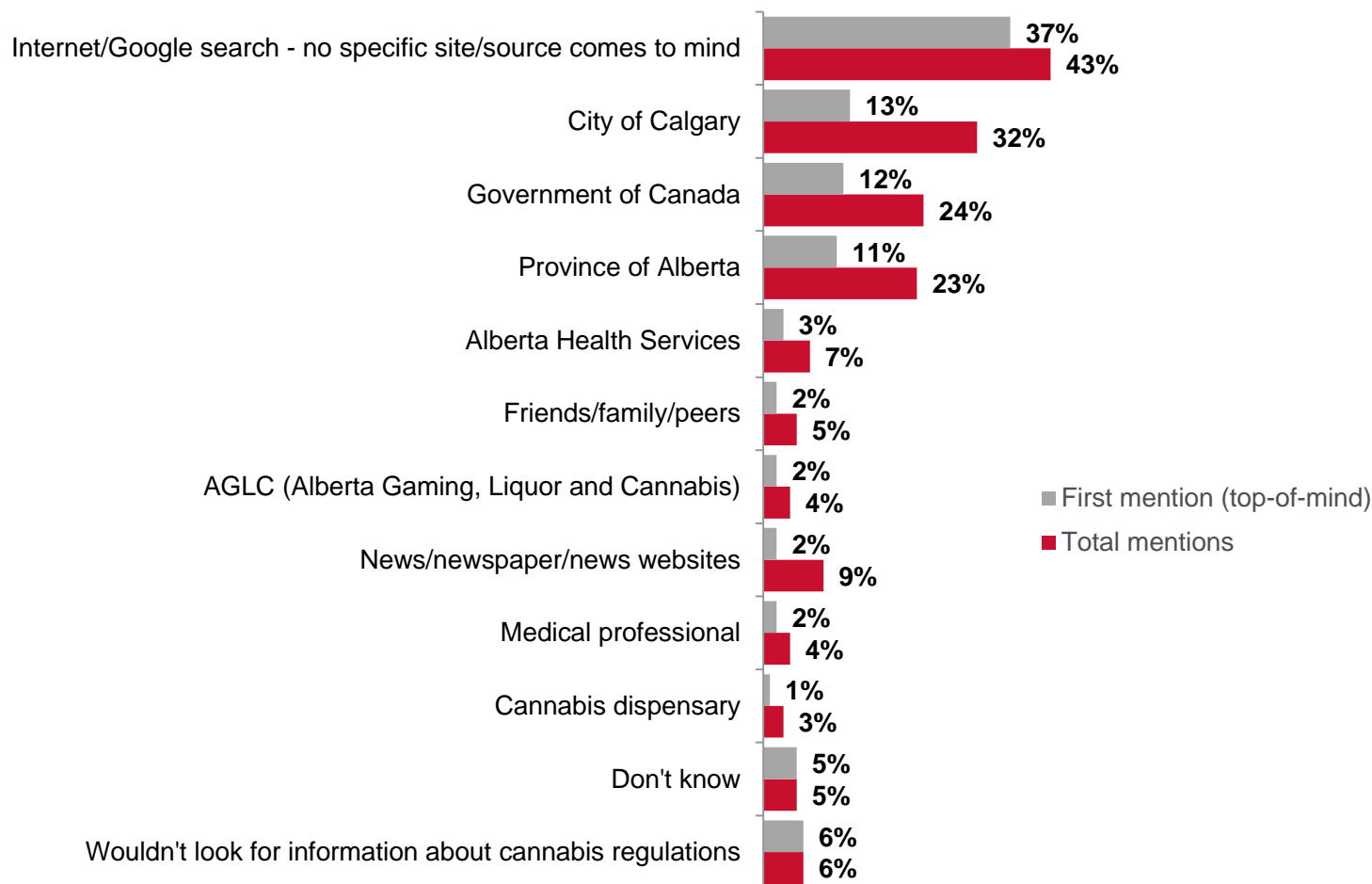
Recall of Hearing/Seeing/Reading about How Alberta is Regulating Recreational Cannabis Use



Q. As you may already know, cannabis – also known as marijuana – was legalized in Canada on October 17th. Have you heard, seen or read anything recently about how Alberta is regulating recreational cannabis use?

Base size: All respondents (n=500)

Where Citizens Would Look for Information About Cannabis Regulations



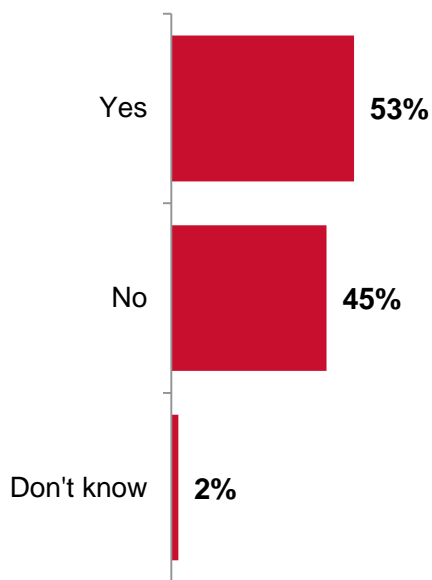
Q. If you wanted to find information about cannabis regulations, where would you look first? Where else would you look?

NOTE: Response options were not read to the respondent.

Base size: All respondents (n=500)

Awareness of Cannabis Bylaw

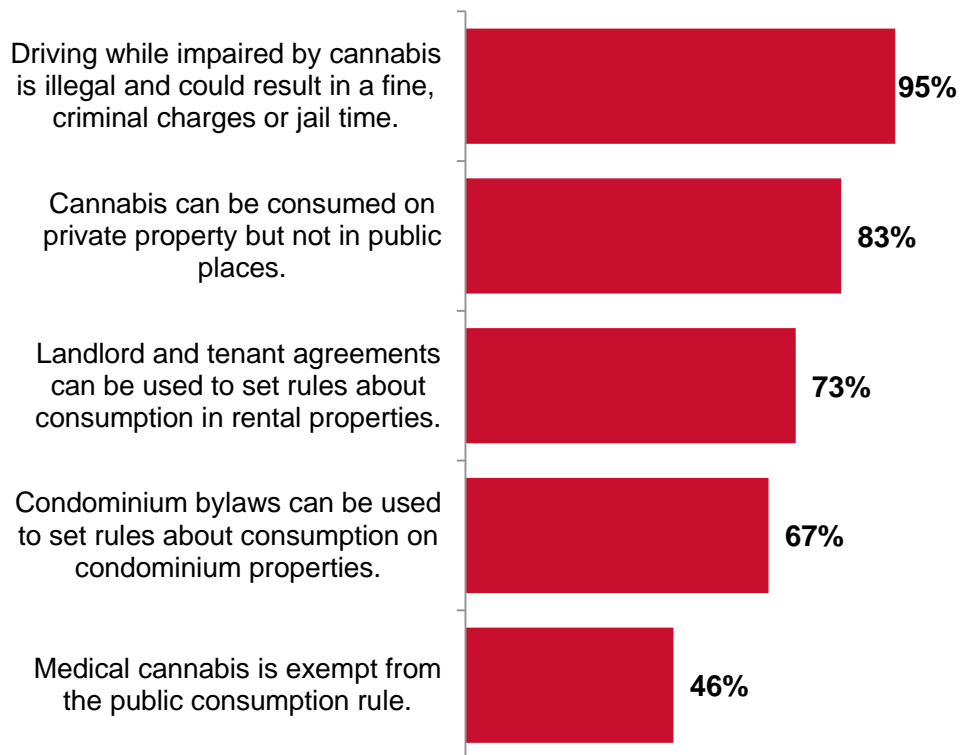
Awareness of The City's Cannabis Consumption Bylaw



Q. Before today, were you aware that The City of Calgary municipal government has a Cannabis Consumption Bylaw?

Base size: All respondents (n=500)

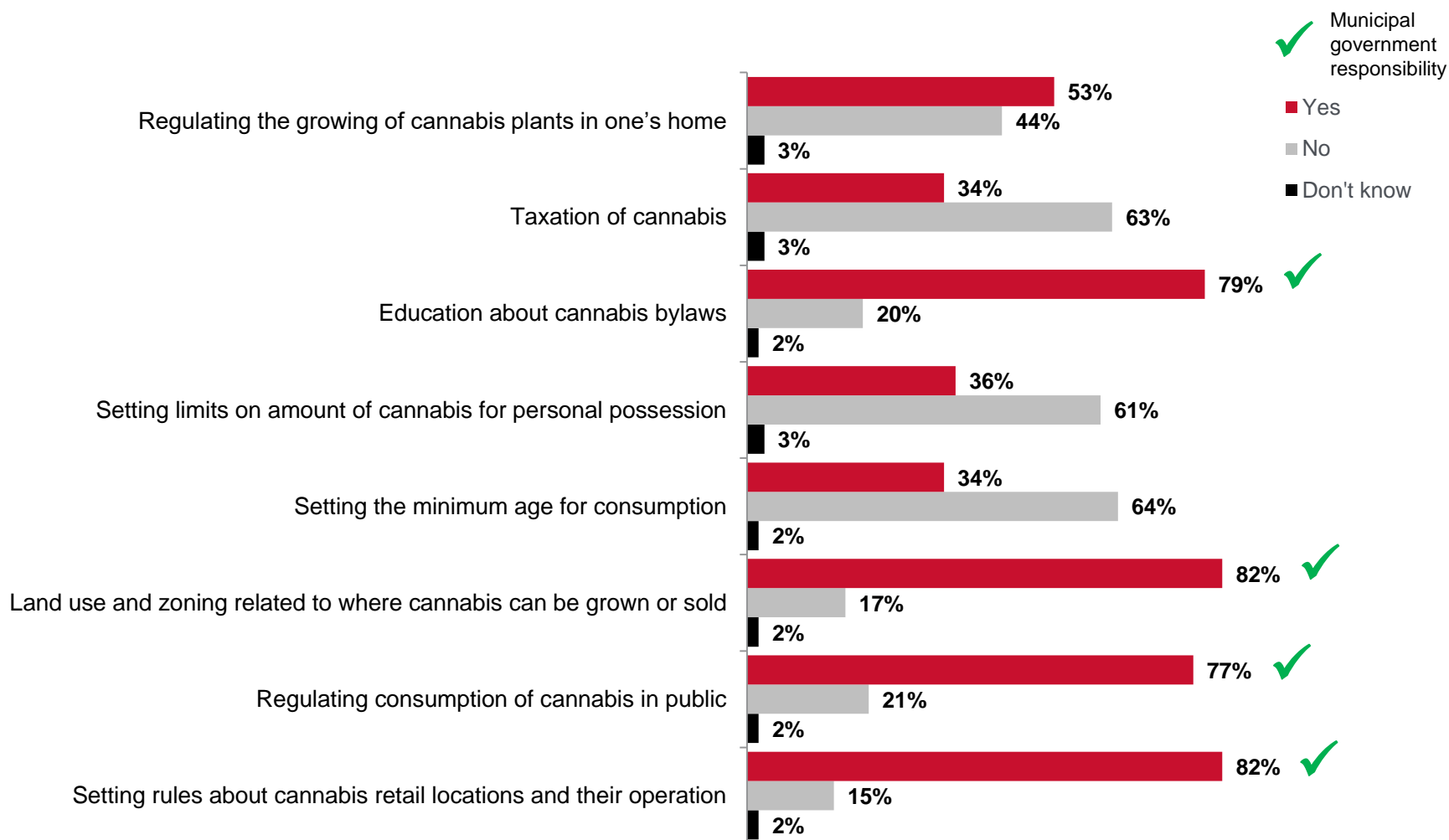
Aware of the Cannabis Regulation Before Taking the Survey



Q. Next I'm going to read you a list of statements regarding laws and bylaws about cannabis use. For each, please tell me if you were aware of the information before today.

Base size: All respondents (n=500)

Awareness of The City's Responsibilities

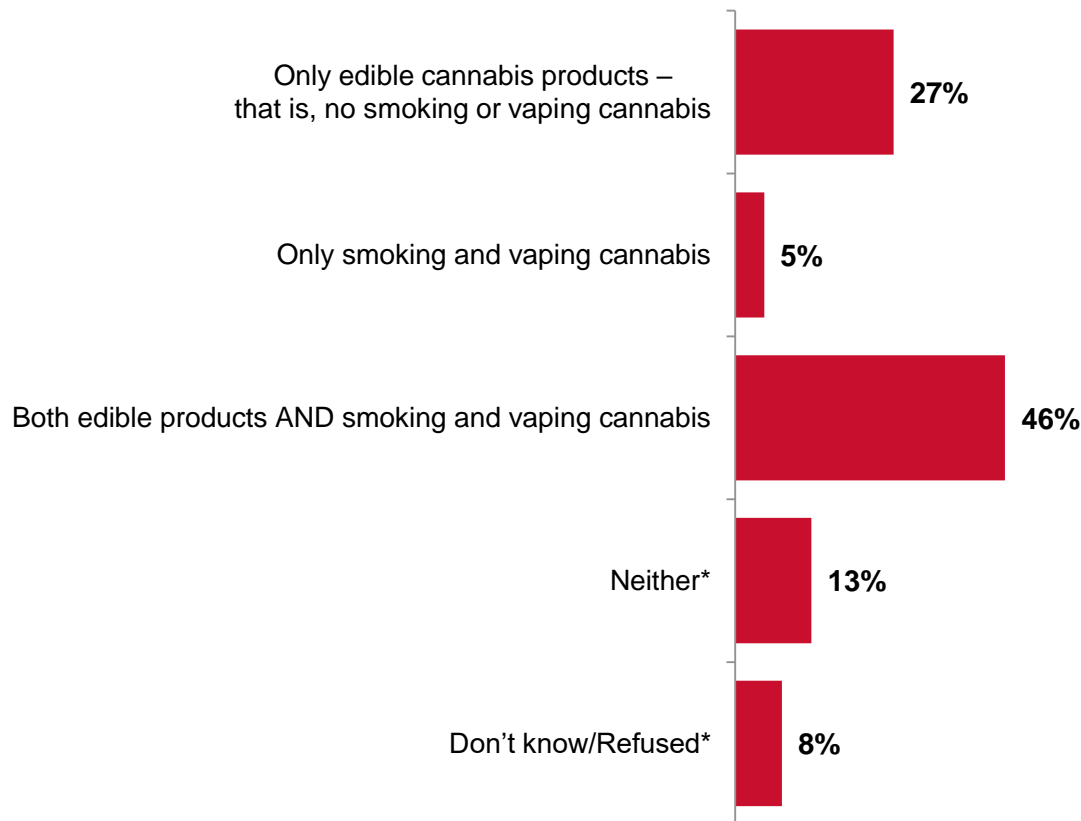


Q. Each level of government – that is, municipal, provincial and federal – have responsibilities for various aspects of cannabis legalization. For each of the following, please tell me whether you think it is or is not the responsibility of The City of Calgary municipal government.

Base size: All respondents (n=500)

Cannabis Cafés/Lounges

Opinion About What Should Be Permitted in Cannabis Cafés/Lounges in Calgary if they are Allowed in the Future



*Option was not read to respondents but was used if a respondent insisted on having their answer recorded as either “neither” or “don’t know” .

Q. Currently, the province of Alberta does not allow for cannabis cafés or lounges. If this changes in the future, which of the following do you think should be allowed in these establishments?

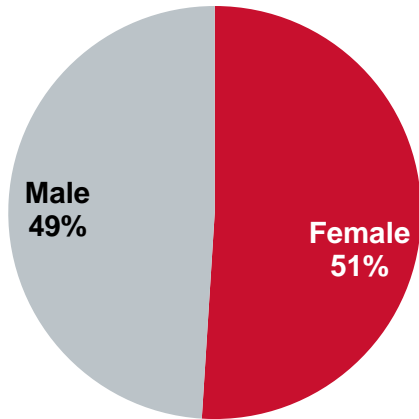
Base size: All respondents (n=500)

Demographics

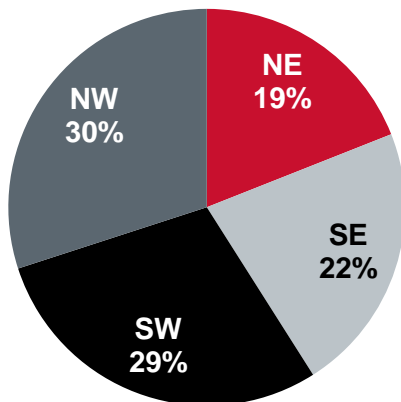


Demographics

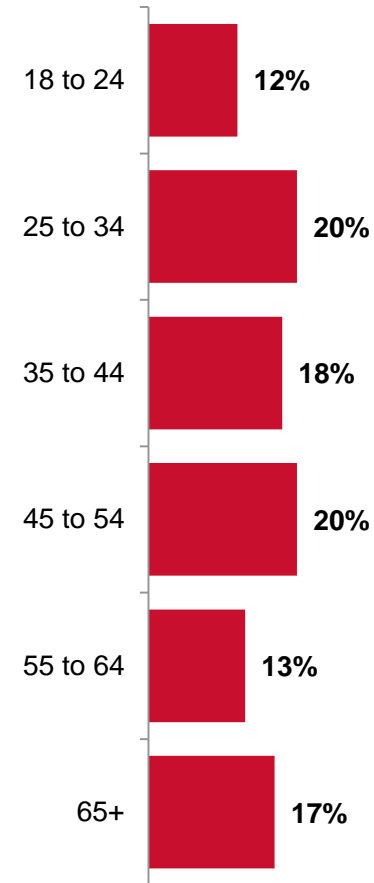
Gender



Quadrant of Residence



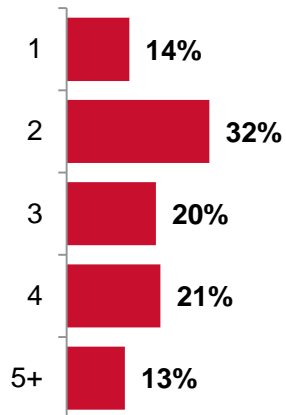
Age



Base size: All respondents (n=500), unless otherwise specified

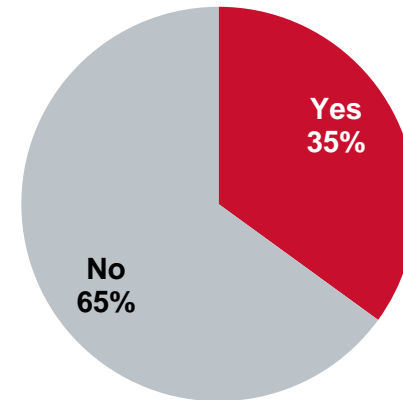
Demographics (cont'd)

Household Size

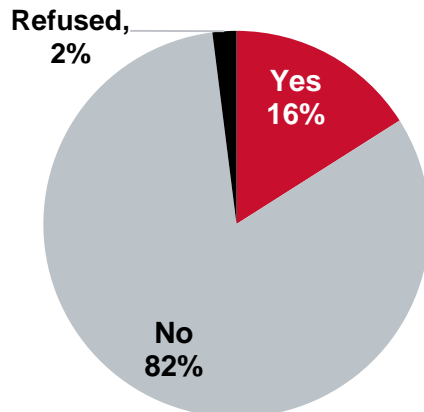


Children Under the Age of 18 in the Household

(among households with 2 or more people, n=428)

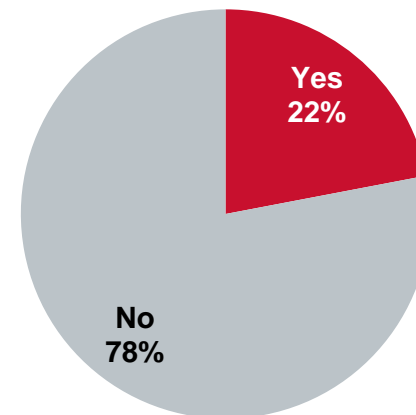


Respondent or a Family Member has a Disability



Senior in the Household

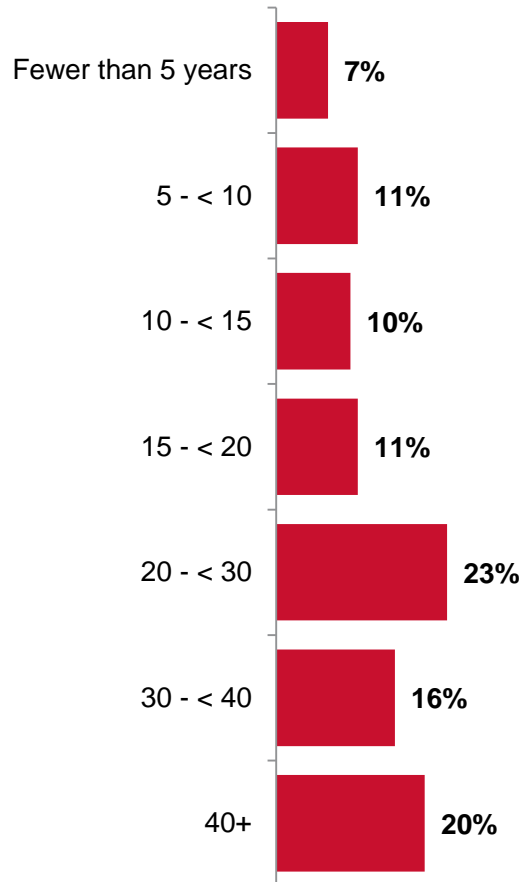
(among households with 2 or more people, n=428)



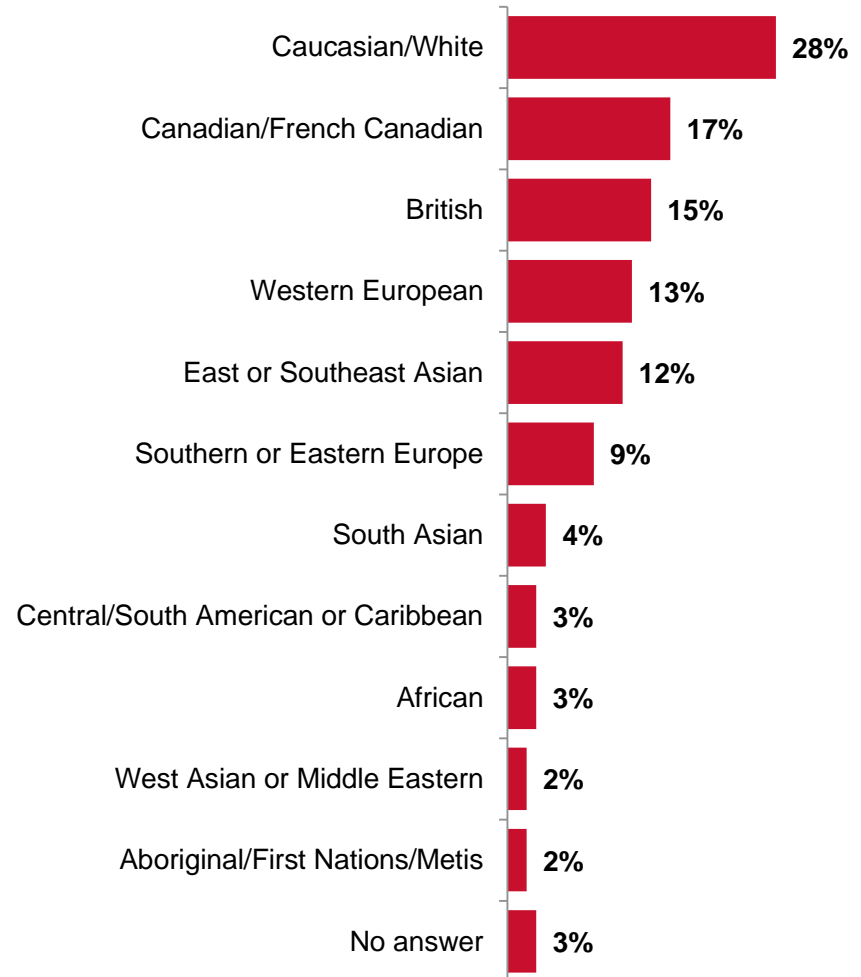
Base size: All respondents (n=500), unless otherwise specified

Demographics (cont'd)

Years Lived in Calgary



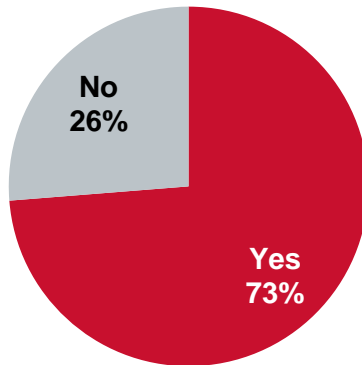
Main Ethnic Background



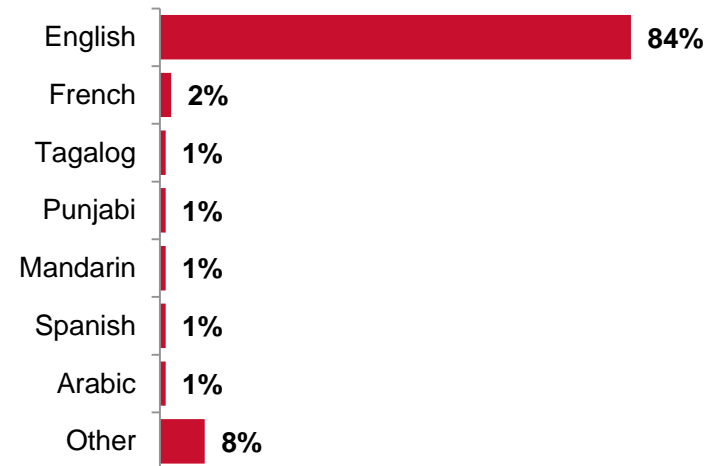
Base size: All respondents (n=500), unless otherwise specified

Demographics (cont'd)

Born in Canada

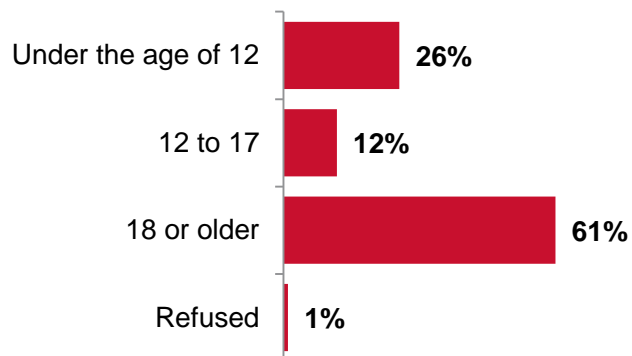


Language Spoken Most in the Home

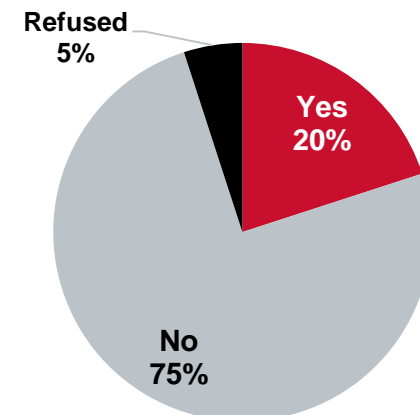


Age Upon Arrival in Canada

(among those not born in Canada, n=130)



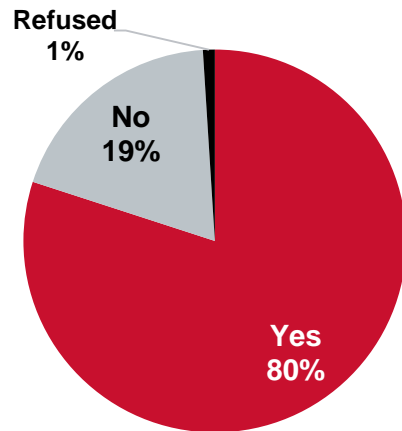
Self-Report as a Member of a Visible Minority



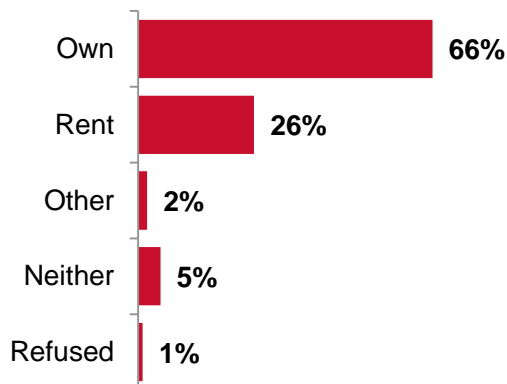
Base size: All respondents (n=500), unless otherwise specified

Demographics (cont'd)

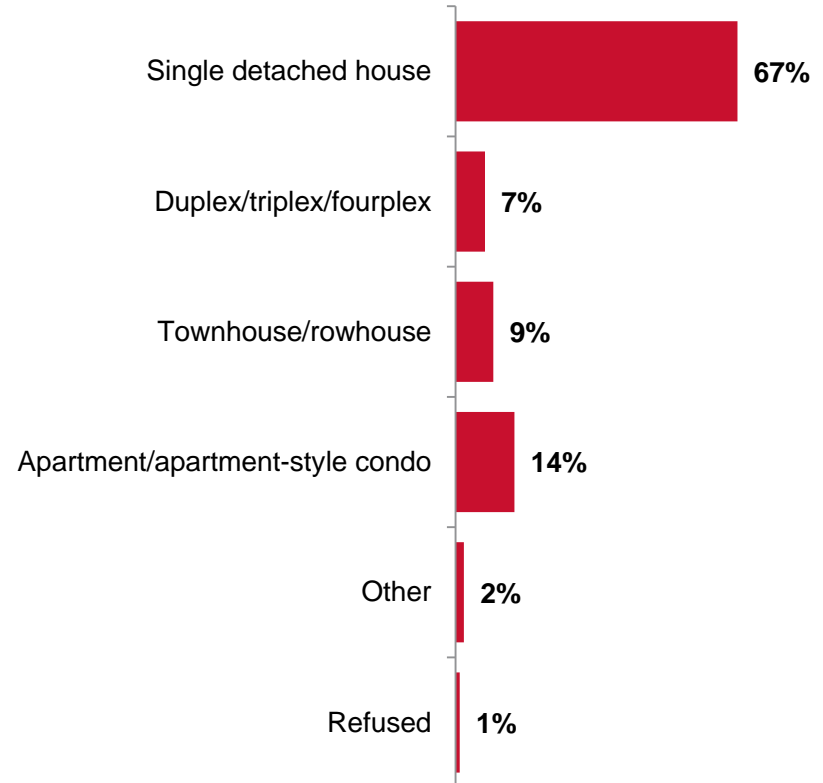
Primarily or Jointly Responsible for Paying Taxes or Rent in Household



Home Ownership



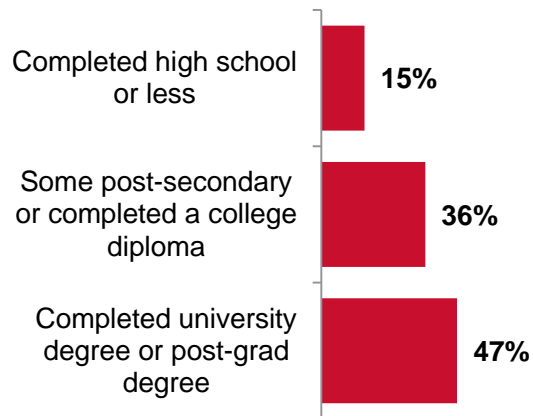
Dwelling Type



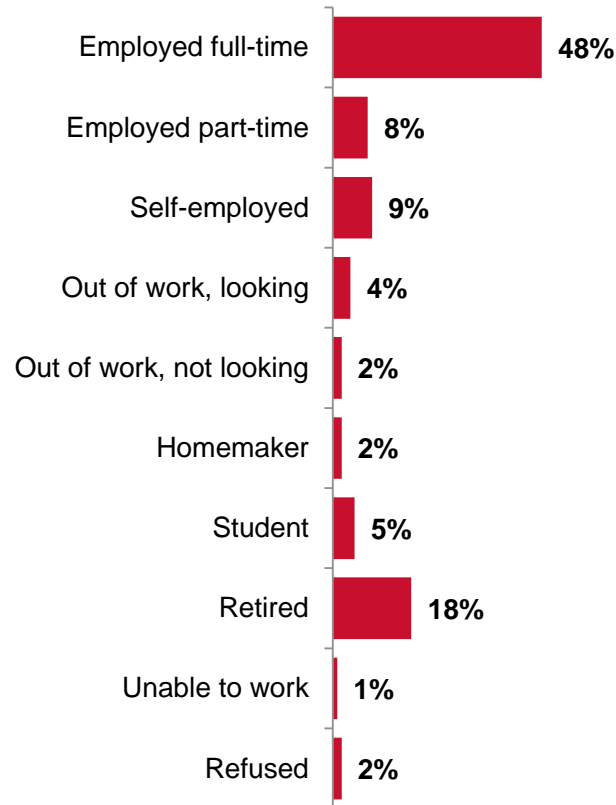
Base size: All respondents (n=500), unless otherwise specified

Demographics (cont'd)

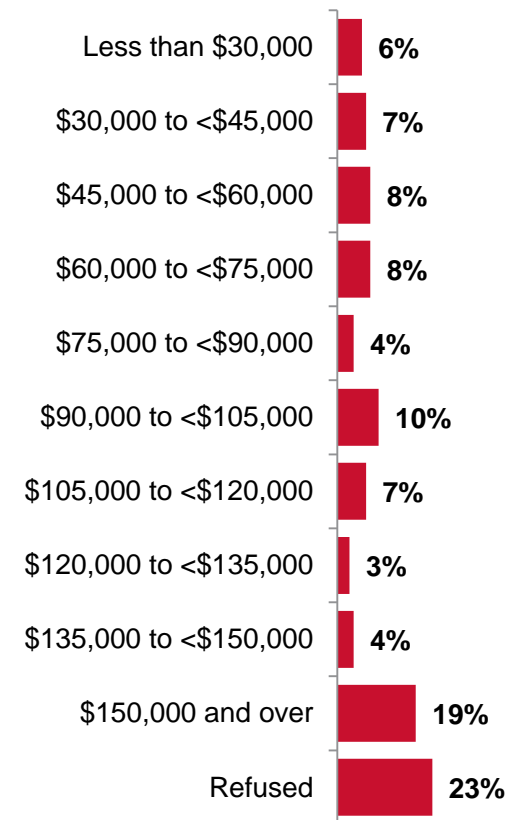
Highest Level of Schooling Obtained



Employment Status



Household Income



Base size: All respondents (n=500), unless otherwise specified