



Cannabis Retail Viability Study

Sample of 2,625 respondents within
the City of Hamilton.

Conducted on December 14th & 15th 2018



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Methodology

The PrimeContact Research Group

Cannabis Retail Sales Research Study - Opinion Poll December 14th & 15th, 2018 Hamilton, Ontario

Methodology: This study was sponsored by Larry Di Ianni Consulting and conducted by National Public Research, PrimeContact's Polling division. The methodology design is by National Public Research.

Results are based on an Interactive Voice Response (IVR) telephone survey of 2,625 randomly selected households across the City of Hamilton. Data was obtained through available directory data and public white pages phone numbers. The poll was conducted on December 14th & 15th, 2018. All results based on the full sample are accurate +/- 1.9%, 19 times out of 20. Sub breakouts will be less accurate due to smaller samples. In some cases, percentages have been rounded and will not always equal 100%. Responses, sub MOEs and raw results are available upon request through clients. Where required, the data has been statistically weighted by age, region, and other variables to ensure that our sample reflects the population which is based on the latest Census data. This research is not necessarily predictive of all future outcomes, but captures public opinion at one point in time. PrimeContact's data repository is the Public Research Academy. All polling results are housed in the Academy's data repository. PrimeContact is 100% Canadian-owned.

Research Sponsor: Larry Di Ianni Consulting

IVR Poll conducted by National Public Research & PrimeContact Inc.

The poll was conducted in a live IVR environment.

MOE / Methodology: Established by National Public Research & PrimeContact Inc.

Date of Poll: December 14th & 15th, 2018

Total Sample: 2,625

MOE: +/- 1.9%, 19 times out of 20

Cannabis Retail Viability Study

Executive Summary

The vast majority of the population would prefer purchasing cannabis within the city limits from a regulated cannabis retailer (62%) and the vast majority of respondents believe that illegal sales (69%) would go up if the City of Hamilton chooses to not allow private cannabis retail locations. The majority of Hamiltonians (65%) also believe crime would go up if the City does not allow the retail sale of legal & regulated cannabis. This research suggests regulated retail cannabis locations are perceived to provide an accessible and/or safe option for individuals purchasing this product. In contrast, removing this purchase option could foster conditions for an underground market to continue to operate serving growing demands for recreational cannabis.

Note: Percentages have been rounded and may not equal 100%

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Age	18-25	26-35	36-45	46-55	56-65	66+
	Overall						
Would Purchase	18.4%	26.6%	35.1%	21.6%	20.7%	18.9%	9.0%
Would Consider Purchasing	9.8%	6.3%	5.3%	15.1%	13.3%	12.1%	6.4%
Would Not Consider Purchasing	58.5%	54.7%	42.1%	48.9%	52.4%	59.4%	70.8%
Would Never Purchase	13.3%	12.5%	17.5%	14.4%	13.6%	9.6%	13.8%
Unsure or Undecided	3.2%	1.5%	6.6%	4.1%	3.3%	3.3%	1.9%

Highlights & Gender Comparison

30% of respondents will purchase or consider purchasing recreational cannabis and of the respondents who would purchase cannabis, males make up 63% and females make up 37%.

Note: Percentages have been rounded and may not equal 100%.

Total Sample: 2625 MOE: +/- 1.9%, 19 times out of 20

Samples have been normalized through gender and age weighting based on 2016 census data. Undecided has been factored out of the percentages. MOE on subsamples will be higher.

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

	Age	18-25	26-35	36-45	46-55	56-65	66+
Answer	Overall						
Hamilton should allow private regulated retail sales	55.5%	54.2%	60.3%	57.4%	54.6%	62.8%	49.3%
Hamilton should not allow private regulated retail sales	44.5%	45.8%	39.7%	42.6%	45.4%	37.2%	50.7%
Unsure or Undecided	8.1%	9.2%	4.9%	11.0%	6.6%	6.8%	9.7%

Highlights & Gender Comparison

The majority of respondents (56%) vs (45%) feel regulated private retail sales of cannabis should be permitted in Hamilton. The majority of both male (57%) and female (52%) respondents feel private retail sales of cannabis should be permitted in Hamilton compared to males (43%) and females (48%) who are against allowing private retailers.

Note: Percentages have been rounded and may not equal 100%.

Total Sample: 2625 MOE: +/- 1.9%, 19 times out of 20

Samples have been normalized through gender and age weighting based on 2016 census data. Undecided has been factored out of the percentages. MOE on subsamples will be higher.

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

	Age	18-25	26-35	36-45	46-55	56-65	66+
Answer	Overall						
Private regulated retail location within your city	62.4%	48.3%	71.1%	59.5%	60.8%	66.2%	62.0%
Private regulated retail location outside of your city	5.5%	5.2%	0.0%	7.4%	5.4%	5.2%	6.7%
Online through the government website	26.9%	27.6%	24.4%	27.3%	28.8%	24.7%	28.1%
Through an unregulated cannabis dealer	5.2%	19.0%	4.4%	5.8%	5.0%	3.9%	3.3%
Unsure or Undecided	22.0%	10.8%	26.2%	16.6%	21.1%	15.0%	29.5%

Highlights & Gender Comparison

63% of the people surveyed would prefer making a purchase of recreational cannabis at a private regulated retail location within the City. Both males and females would overwhelmingly prefer to purchase recreational cannabis in a private regulated retail location within the City of Hamilton. In contrast, 27% of males and 28% of females would prefer purchasing recreational cannabis online and the remainder through other options.

Note: Percentages have been rounded and may not equal 100%.

Total Sample: 2625 MOE: +/- 1.9%, 19 times out of 20

Samples have been normalized through gender and age weighting based on 2016 census data. Undecided has been factored out of the percentages. MOE on subsamples will be higher.

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Age	18-25	26-35	36-45	46-55	56-65	66+
	Overall						
Increase Crime	64.5%	48.9%	59.2%	59.1%	64.9%	70.2%	67.2%
Decrease Crime	35.5%	51.1%	40.8%	40.9%	35.1%	29.8%	32.8%
Unsure or Undecided	33.9%	27.7%	19.7%	35.9%	38.2%	31.8%	38.2%

Highlights & Gender Comparison

The majority of the population agree that if the City of Hamilton decided to not allow private retail sales of legal cannabis, crime would increase. Both males and females feel crime would increase. In fact, 64% of males and 68% of females believe this would lead to more crime compared to 36% of males and 32% of females who believe the decision would result in a decrease in crime.

Note: Percentages have been rounded and may not equal 100%.

Total Sample: 2625 MOE: +/- 1.9%, 19 times out of 20

Samples have been normalized through gender and age weighting based on 2016 census data. Undecided has been factored out of the percentages. MOE on subsamples will be higher.

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

	Age	18-25	26-35	36-45	46-55	56-65	66+
Answer	Overall						
Will result in an increase of illegal sales	69.1%	63.3%	61.1%	68.1%	64.8%	71.3%	74.1%
Will not result in an increase of illegal sales	30.9%	36.7%	38.9%	31.9%	35.2%	28.7%	25.9%
Unsure or Undecided	18.2%	24.6%	11.5%	20.0%	13.2%	15.5%	22.9%

Highlights & Gender Comparison

The overwhelming majority of people surveyed (69%) believe illegal sales of cannabis would increase if the City of Hamilton does not allow private retail locations. The majority of males (70%) and females (71%) believe we would see an increase of illegal sales in the underground market, compared to the males (31%) and females (28%) who feel it Will not result in an increase of illegal sales.

Note: Percentages have been rounded and may not equal 100%.

Total Sample: 2625 MOE: +/- 1.9%, 19 times out of 20

Samples have been normalized through gender and age weighting based on 2016 census data. Undecided has been factored out of the percentages. MOE on subsamples will be higher.

Ward 1 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 1 S=211
Would Purchase	18.4%	16.6%
Would Consider Purchasing	9.8%	12.7%
Would Not Consider Purchasing	58.5%	59.0%
Would Never Purchase	13.3%	11.7%
Unsure or Undecided	3.2%	2.8%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 1 S=177
Hamilton should allow private regulated retail sales	55.5%	59.1%
Hamilton should not allow private regulated retail sales	44.5%	40.9%
Unsure or Undecided	8.1%	7.3%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 1 S=163
Private regulated retail location within your city	62.4%	63.8%
Private regulated retail location outside of your city	5.5%	5.5%
Online through the government website	26.9%	25.2%
Through an unregulated cannabis dealer	5.2%	5.5%
Unsure or Undecided	22.0%	22.1%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 1 S=162
Increase Crime	64.5%	68.9%
Decrease Crime	35.5%	31.1%
Unsure or Undecided	33.9%	36.4%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 1 S=159
Will result in an increase of illegal sales	69.1%	67.8%
Will not result in an increase of illegal sales	30.9%	32.2%
Unsure or Undecided	18.2%	17.5%

Ward 2 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 2 S=160
Would Purchase	18.4%	18.7%
Would Consider Purchasing	9.8%	11.6%
Would Not Consider Purchasing	58.5%	58.1%
Would Never Purchase	13.3%	11.6%
Unsure or Undecided	3.2%	3.1%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 2 S=135
Hamilton should allow private regulated retail sales	55.5%	54.0%
Hamilton should not allow private regulated retail sales	44.5%	46.0%
Unsure or Undecided	8.1%	6.7%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 2 S=130
Private regulated retail location within your city	62.4%	64.2%
Private regulated retail location outside of your city	5.5%	1.1%
Online through the government website	26.9%	27.4%
Through an unregulated cannabis dealer	5.2%	7.4%
Unsure or Undecided	22.0%	26.9%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 2 S=130
Increase Crime	64.5%	71.2%
Decrease Crime	35.5%	28.8%
Unsure or Undecided	33.9%	43.8%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 2 S=129
Will result in an increase of illegal sales	69.1%	76.0%
Will not result in an increase of illegal sales	30.9%	24.0%
Unsure or Undecided	18.2%	19.4%

Ward 3 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 3 S=158
Would Purchase	18.4%	27.9%
Would Consider Purchasing	9.8%	8.2%
Would Not Consider Purchasing	58.5%	49.0%
Would Never Purchase	13.3%	15.0%
Unsure or Undecided	3.2%	7.0%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 3 S=134
Hamilton should allow private regulated retail sales	55.5%	63.1%
Hamilton should not allow private regulated retail sales	44.5%	36.9%
Unsure or Undecided	8.1%	9.0%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 3 S=128
Private regulated retail location within your city	62.4%	69.3%
Private regulated retail location outside of your city	5.5%	6.9%
Online through the government website	26.9%	15.8%
Through an unregulated cannabis dealer	5.2%	7.9%
Unsure or Undecided	22.0%	21.1%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 3 S=124
Increase Crime	64.5%	68.7%
Decrease Crime	35.5%	31.3%
Unsure or Undecided	33.9%	33.1%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 3 S=120
Will result in an increase of illegal sales	69.1%	72.8%
Will not result in an increase of illegal sales	30.9%	27.2%
Unsure or Undecided	18.2%	14.2%

Ward 4 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 4 S=221
Would Purchase	18.4%	13.0%
Would Consider Purchasing	9.8%	8.8%
Would Not Consider Purchasing	58.5%	63.7%
Would Never Purchase	13.3%	14.4%
Unsure or Undecided	3.2%	2.7%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 4 S=183
Hamilton should allow private regulated retail sales	55.5%	52.1%
Hamilton should not allow private regulated retail sales	44.5%	47.9%
Unsure or Undecided	8.1%	9.8%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 4 S=170
Private regulated retail location within your city	62.4%	69.2%
Private regulated retail location outside of your city	5.5%	6.7%
Online through the government website	26.9%	17.5%
Through an unregulated cannabis dealer	5.2%	6.7%
Unsure or Undecided	22.0%	29.4%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 4 S=164
Increase Crime	64.5%	68.1%
Decrease Crime	35.5%	31.9%
Unsure or Undecided	33.9%	29.3%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 4 S=158
Will result in an increase of illegal sales	69.1%	73.8%
Will not result in an increase of illegal sales	30.9%	26.2%
Unsure or Undecided	18.2%	17.7%

Ward 5 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 5 S=233
Would Purchase	18.4%	10.2%
Would Consider Purchasing	9.8%	10.7%
Would Not Consider Purchasing	58.5%	62.2%
Would Never Purchase	13.3%	16.9%
Unsure or Undecided	3.2%	3.4%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 5 S=181
Hamilton should allow private regulated retail sales	55.5%	44.8%
Hamilton should not allow private regulated retail sales	44.5%	55.2%
Unsure or Undecided	8.1%	9.9%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 5 S=169
Private regulated retail location within your city	62.4%	62.7%
Private regulated retail location outside of your city	5.5%	10.3%
Online through the government website	26.9%	23.8%
Through an unregulated cannabis dealer	5.2%	3.2%
Unsure or Undecided	22.0%	25.4%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 5 S=165
Increase Crime	64.5%	62.6%
Decrease Crime	35.5%	37.4%
Unsure or Undecided	33.9%	35.2%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 5 S=161
Will result in an increase of illegal sales	69.1%	70.5%
Will not result in an increase of illegal sales	30.9%	29.5%
Unsure or Undecided	18.2%	18.0%

Ward 6 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 6 S=196
Would Purchase	18.4%	14.6%
Would Consider Purchasing	9.8%	7.6%
Would Not Consider Purchasing	58.5%	67.6%
Would Never Purchase	13.3%	10.3%
Unsure or Undecided	3.2%	5.6%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 6 S=161
Hamilton should allow private regulated retail sales	55.5%	46.2%
Hamilton should not allow private regulated retail sales	44.5%	53.8%
Unsure or Undecided	8.1%	9.9%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 6 S=152
Private regulated retail location within your city	62.4%	63.5%
Private regulated retail location outside of your city	5.5%	4.3%
Online through the government website	26.9%	27.8%
Through an unregulated cannabis dealer	5.2%	4.3%
Unsure or Undecided	22.0%	24.3%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 6 S=151
Increase Crime	64.5%	68.0%
Decrease Crime	35.5%	32.0%
Unsure or Undecided	33.9%	31.8%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 6 S=145
Will result in an increase of illegal sales	69.1%	73.4%
Will not result in an increase of illegal sales	30.9%	26.6%
Unsure or Undecided	18.2%	24.8%

Ward 7 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 7 S=166
Would Purchase	18.4%	18.4%
Would Consider Purchasing	9.8%	8.9%
Would Not Consider Purchasing	58.5%	58.2%
Would Never Purchase	13.3%	14.6%
Unsure or Undecided	3.2%	4.8%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 7 S=141
Hamilton should allow private regulated retail sales	55.5%	52.7%
Hamilton should not allow private regulated retail sales	44.5%	47.3%
Unsure or Undecided	8.1%	7.1%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 7 S=128
Private regulated retail location within your city	62.4%	60.0%
Private regulated retail location outside of your city	5.5%	3.2%
Online through the government website	26.9%	29.5%
Through an unregulated cannabis dealer	5.2%	7.4%
Unsure or Undecided	22.0%	25.8%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 7 S=120
Increase Crime	64.5%	72.0%
Decrease Crime	35.5%	28.0%
Unsure or Undecided	33.9%	37.5%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 7 S=119
Will result in an increase of illegal sales	69.1%	65.9%
Will not result in an increase of illegal sales	30.9%	34.1%
Unsure or Undecided	18.2%	23.5%

Ward 8 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 8 S=163
Would Purchase	18.4%	14.0%
Would Consider Purchasing	9.8%	6.4%
Would Not Consider Purchasing	58.5%	66.2%
Would Never Purchase	13.3%	13.4%
Unsure or Undecided	3.2%	3.7%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 8 S=126
Hamilton should allow private regulated retail sales	55.5%	54.4%
Hamilton should not allow private regulated retail sales	44.5%	45.6%
Unsure or Undecided	8.1%	9.5%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 8 S=111
Private regulated retail location within your city	62.4%	65.9%
Private regulated retail location outside of your city	5.5%	3.4%
Online through the government website	26.9%	25.0%
Through an unregulated cannabis dealer	5.2%	5.7%
Unsure or Undecided	22.0%	20.7%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 8 S=110
Increase Crime	64.5%	73.3%
Decrease Crime	35.5%	26.7%
Unsure or Undecided	33.9%	31.8%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 8 S=108
Will result in an increase of illegal sales	69.1%	74.7%
Will not result in an increase of illegal sales	30.9%	25.3%
Unsure or Undecided	18.2%	19.4%

Ward 9 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 9 S=118
Would Purchase	18.4%	13.9%
Would Consider Purchasing	9.8%	7.0%
Would Not Consider Purchasing	58.5%	69.6%
Would Never Purchase	13.3%	9.6%
Unsure or Undecided	3.2%	2.5%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 9 S=88
Hamilton should allow private regulated retail sales	55.5%	56.3%
Hamilton should not allow private regulated retail sales	44.5%	43.8%
Unsure or Undecided	8.1%	9.1%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 9 S=82
Private regulated retail location within your city	62.4%	62.3%
Private regulated retail location outside of your city	5.5%	4.3%
Online through the government website	26.9%	29.0%
Through an unregulated cannabis dealer	5.2%	4.3%
Unsure or Undecided	22.0%	15.9%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 9 S=81
Increase Crime	64.5%	55.9%
Decrease Crime	35.5%	44.1%
Unsure or Undecided	33.9%	27.2%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 9 S=80
Will result in an increase of illegal sales	69.1%	66.2%
Will not result in an increase of illegal sales	30.9%	33.8%
Unsure or Undecided	18.2%	11.3%

Ward 10 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 10 S=173
Would Purchase	18.4%	12.0%
Would Consider Purchasing	9.8%	10.8%
Would Not Consider Purchasing	58.5%	59.0%
Would Never Purchase	13.3%	18.1%
Unsure or Undecided	3.2%	4.0%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 10 S=146
Hamilton should allow private regulated retail sales	55.5%	42.5%
Hamilton should not allow private regulated retail sales	44.5%	57.5%
Unsure or Undecided	8.1%	13.0%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 10 S=131
Private regulated retail location within your city	62.4%	55.2%
Private regulated retail location outside of your city	5.5%	8.6%
Online through the government website	26.9%	33.3%
Through an unregulated cannabis dealer	5.2%	2.9%
Unsure or Undecided	22.0%	19.8%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 10 S=128
Increase Crime	64.5%	66.7%
Decrease Crime	35.5%	33.3%
Unsure or Undecided	33.9%	36.7%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 10 S=126
Will result in an increase of illegal sales	69.1%	69.4%
Will not result in an increase of illegal sales	30.9%	30.6%
Unsure or Undecided	18.2%	22.2%

Ward 11 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 11 S=77
Would Purchase	18.4%	12.2%
Would Consider Purchasing	9.8%	6.8%
Would Not Consider Purchasing	58.5%	60.8%
Would Never Purchase	13.3%	20.3%
Unsure or Undecided	3.2%	3.9%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 11 S=63
Hamilton should allow private regulated retail sales	55.5%	45.0%
Hamilton should not allow private regulated retail sales	44.5%	55.0%
Unsure or Undecided	8.1%	4.8%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 11 S=54
Private regulated retail location within your city	62.4%	53.7%
Private regulated retail location outside of your city	5.5%	7.3%
Online through the government website	26.9%	36.6%
Through an unregulated cannabis dealer	5.2%	2.4%
Unsure or Undecided	22.0%	24.1%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 11 S=52
Increase Crime	64.5%	67.7%
Decrease Crime	35.5%	32.3%
Unsure or Undecided	33.9%	40.4%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 11 S=52
Will result in an increase of illegal sales	69.1%	74.4%
Will not result in an increase of illegal sales	30.9%	25.6%
Unsure or Undecided	18.2%	25.0%

Ward 12 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 12 S=228
Would Purchase	18.4%	12.6%
Would Consider Purchasing	9.8%	6.8%
Would Not Consider Purchasing	58.5%	64.4%
Would Never Purchase	13.3%	16.2%
Unsure or Undecided	3.2%	2.6%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 12 S=192
Hamilton should allow private regulated retail sales	55.5%	48.4%
Hamilton should not allow private regulated retail sales	44.5%	51.6%
Unsure or Undecided	8.1%	4.2%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 12 S=175
Private regulated retail location within your city	62.4%	59.6%
Private regulated retail location outside of your city	5.5%	5.1%
Online through the government website	26.9%	31.6%
Through an unregulated cannabis dealer	5.2%	3.7%
Unsure or Undecided	22.0%	22.3%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 12 S=171
Increase Crime	64.5%	55.6%
Decrease Crime	35.5%	44.4%
Unsure or Undecided	33.9%	42.1%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 12 S=167
Will result in an increase of illegal sales	69.1%	66.7%
Will not result in an increase of illegal sales	30.9%	33.3%
Unsure or Undecided	18.2%	19.2%

Ward 13 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 13 S=273
Would Purchase	18.4%	9.8%
Would Consider Purchasing	9.8%	10.2%
Would Not Consider Purchasing	58.5%	62.4%
Would Never Purchase	13.3%	17.7%
Unsure or Undecided	3.2%	2.6%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 13 S=232
Hamilton should allow private regulated retail sales	55.5%	53.4%
Hamilton should not allow private regulated retail sales	44.5%	46.6%
Unsure or Undecided	8.1%	11.2%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 13 S=218
Private regulated retail location within your city	62.4%	59.3%
Private regulated retail location outside of your city	5.5%	6.0%
Online through the government website	26.9%	31.7%
Through an unregulated cannabis dealer	5.2%	3.0%
Unsure or Undecided	22.0%	23.4%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 13 S=215
Increase Crime	64.5%	60.9%
Decrease Crime	35.5%	39.1%
Unsure or Undecided	33.9%	38.1%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 13 S=205
Will result in an increase of illegal sales	69.1%	66.5%
Will not result in an increase of illegal sales	30.9%	33.5%
Unsure or Undecided	18.2%	18.5%

Ward 14 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 14 S=150
Would Purchase	18.4%	11.2%
Would Consider Purchasing	9.8%	7.0%
Would Not Consider Purchasing	58.5%	71.3%
Would Never Purchase	13.3%	10.5%
Unsure or Undecided	3.2%	4.7%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 14 S=128
Hamilton should allow private regulated retail sales	55.5%	45.0%
Hamilton should not allow private regulated retail sales	44.5%	55.0%
Unsure or Undecided	8.1%	13.3%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 14 S=125
Private regulated retail location within your city	62.4%	55.2%
Private regulated retail location outside of your city	5.5%	10.4%
Online through the government website	26.9%	30.2%
Through an unregulated cannabis dealer	5.2%	4.2%
Unsure or Undecided	22.0%	23.2%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 14 S=124
Increase Crime	64.5%	63.9%
Decrease Crime	35.5%	36.1%
Unsure or Undecided	33.9%	33.1%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 14 S=121
Will result in an increase of illegal sales	69.1%	70.2%
Will not result in an increase of illegal sales	30.9%	29.8%
Unsure or Undecided	18.2%	22.3%

Ward 15 Breakout

Question 1: On October 1st, 2018, recreational cannabis became legal throughout Canada. Now that it is legal, would you purchase or consider purchasing cannabis to use for a recreational purpose?

Answer	Overall	Ward 15 S=98
Would Purchase	18.4%	13.7%
Would Consider Purchasing	9.8%	3.2%
Would Not Consider Purchasing	58.5%	68.4%
Would Never Purchase	13.3%	14.7%
Unsure or Undecided	3.2%	3.1%

Question 2: The City of Hamilton can choose to allow private retail sales of cannabis within the city through private regulated retailers. Do you think that Hamilton should allow private regulated retail sales of cannabis or do you think Hamilton should not allow private regulated retail sales of cannabis?

Answer	Overall	Ward 15 S=80
Hamilton should allow private regulated retail sales	55.5%	44.9%
Hamilton should not allow private regulated retail sales	44.5%	55.1%
Unsure or Undecided	8.1%	2.5%

Question 3: If you were to purchase recreational cannabis, which option would you prefer in making your purchase?

Answer	Overall	Ward 15 S=71
Private regulated retail location within your city	62.4%	55.6%
Private regulated retail location outside of your city	5.5%	7.4%
Online through the government website	26.9%	37.0%
Through an unregulated cannabis dealer	5.2%	0.0%
Unsure or Undecided	22.0%	23.9%

Question 4: If the City of Hamilton decided to NOT allow private regulated retail sales of legal cannabis, do you feel this will increase crime or decrease crime?

Answer	Overall	Ward 15 S=68
Increase Crime	64.5%	56.1%
Decrease Crime	35.5%	43.9%
Unsure or Undecided	33.9%	39.7%

Question 5: If a municipality chooses not to allow private retail sales of legal and regulated cannabis, do you agree or disagree the city's decision would increase illegal cannabis sales in the underground market?

Answer	Overall	Ward 15 S=66
Will result in an increase of illegal sales	69.1%	51.7%
Will not result in an increase of illegal sales	30.9%	48.3%
Unsure or Undecided	18.2%	12.1%

