

Private Cannabis Retail Stores in Brampton

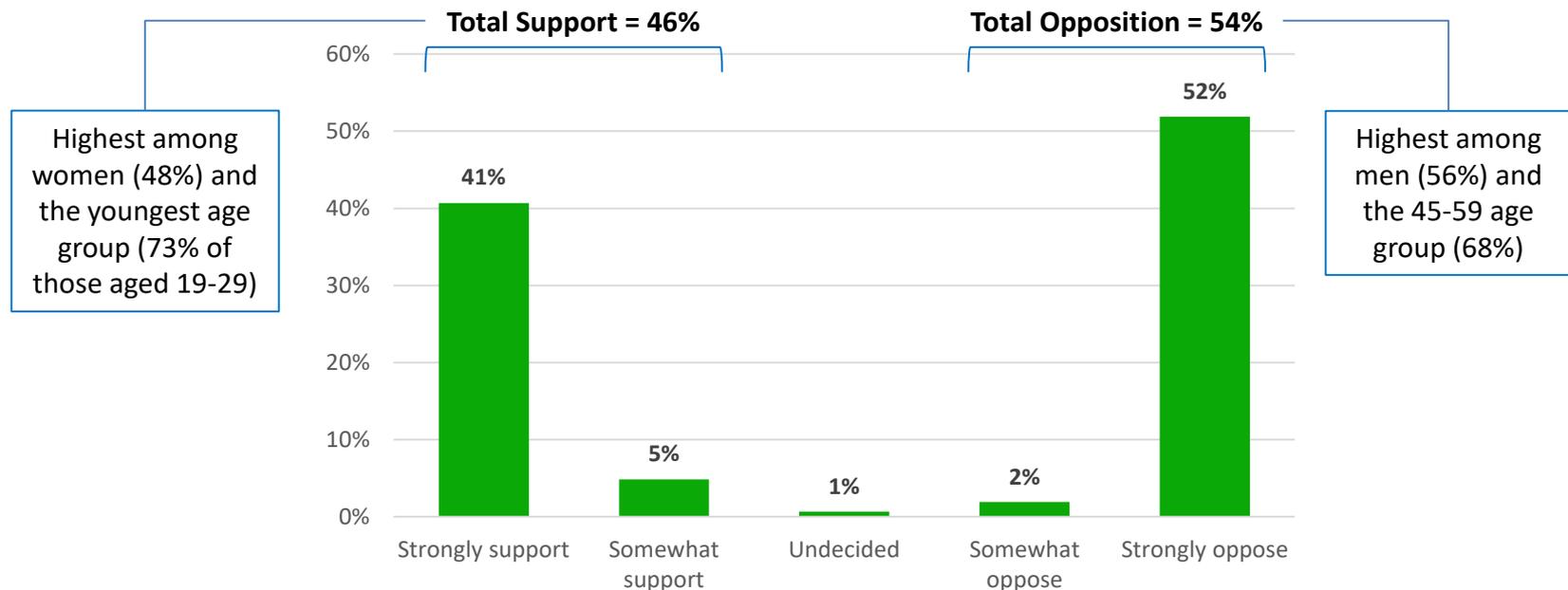
Online Pulse Check Results
October 30 to November 9, 2018

Introduction, Methodology and Assumptions

- The City conducted an online pulse check from October 30 to November 9 as a supplement to the telephone survey, conducted by Environics, to provide additional opportunities for residents to provide their feedback on cannabis retail stores
- The link to the online survey was posted on [Brampton.ca](https://www.brampton.ca)
- Demographic information such as age and gender were asked of participants to help staff understand who responded to the survey, relative to Brampton's population
- The online pulse check received 3,241 responses over the 10-day survey period. Analysis of the survey data indicated that 2,988 responses were submitted with a valid Brampton postal code by participants aged 19 years or older.
- It is important to note that the online survey results should not be interpreted as the representative of the general population.

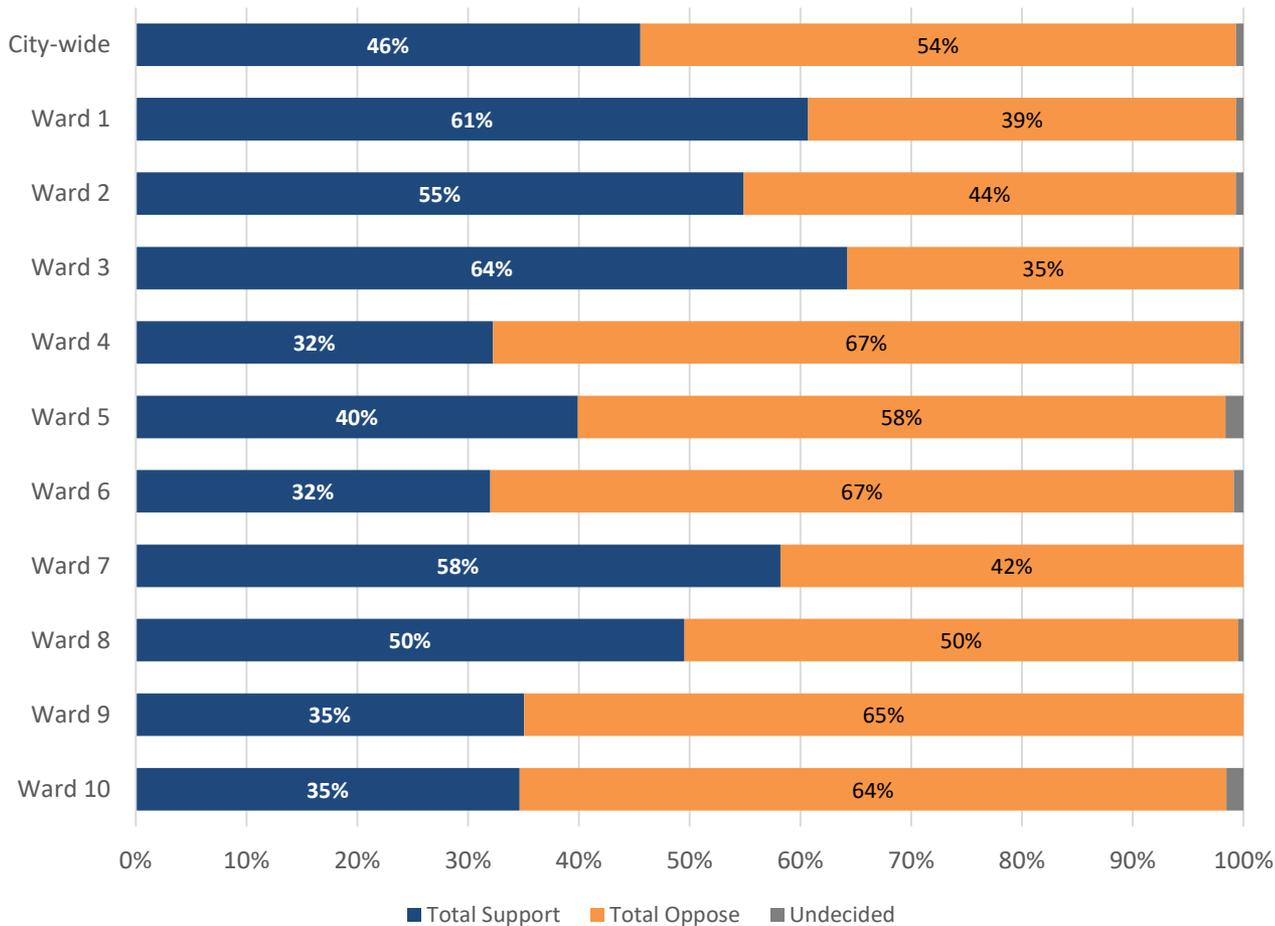
Support or Opposition for Brampton to Allow Private Cannabis Retail Stores

- A small majority of the online survey respondents (54%) strongly or somewhat opposed allowing private cannabis retail store in Brampton



Q1. As you may know, recreational cannabis is now legal in Canada. In Ontario cannabis can be purchased legally online from the Ontario Government's Cannabis Store. Municipalities in Ontario are currently considering if they want to allow private stores to sell cannabis in their city. **Do you support or oppose the City of Brampton allowing cannabis retail stores in the Brampton starting in April 2019?**

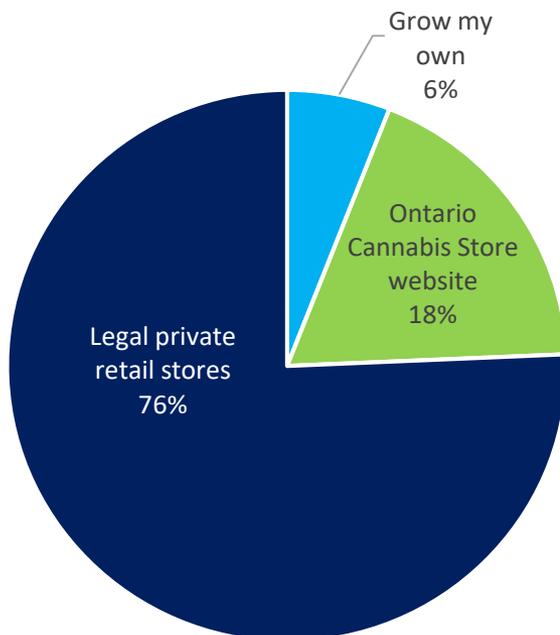
Support or Opposition for Brampton to Allow Private Cannabis Retail Stores by Ward*



- Majority of Wards 1, 2, 3 and 7 respondents support private retail stores
- Two out of three respondents from Wards 4, 5, 6, 9 and 10 oppose private retail stores
- Ward 8 shows a 50/50 split on having private retail stores in Brampton

* The ward analysis is based on the postal code collected on the survey.

Preference for Obtaining Cannabis

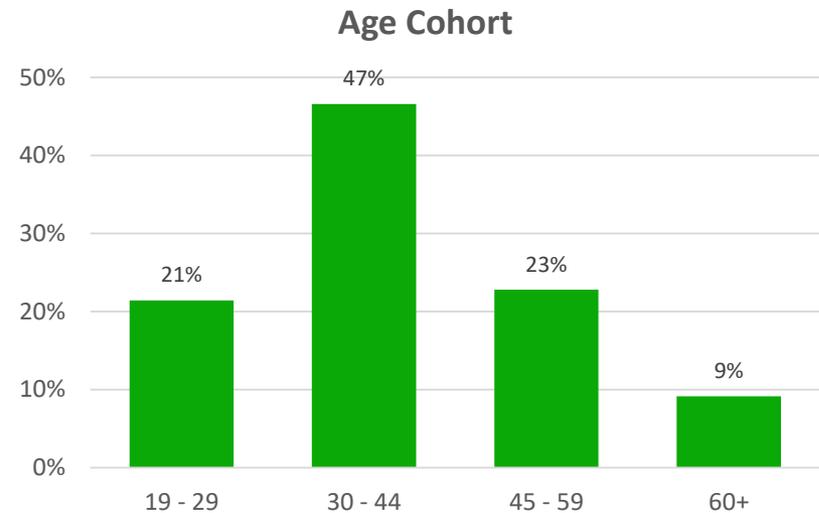
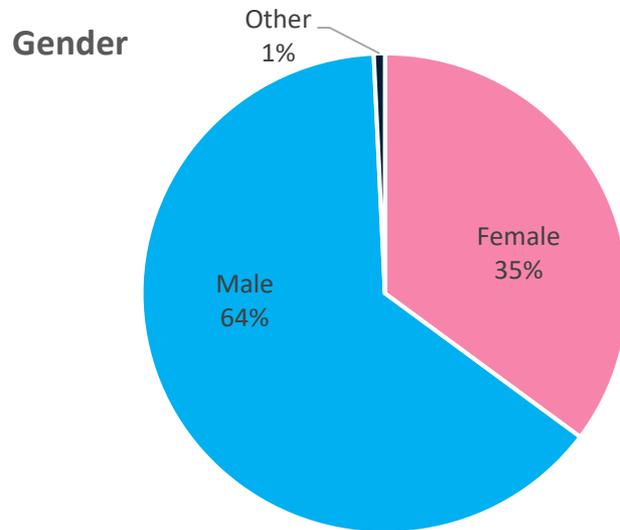


- Two out of three (76%) respondents said they would obtain cannabis from legal private retail stores
- Less than 20% preferred to purchase recreational cannabis online via the Ontario Cannabis Website
- 6% prefer to grow their own

Note: 49% of the respondents said they would not use cannabis:

- 92% of these respondents were strongly or somewhat opposed to having private retail stores in Brampton

Demographics



Respondent Demographic Profile:

- 64% of the respondents were male, while 35% were females and 1% indicated as “other”, compared to the population’s breakdown of 49% male and 51% female
- Nearly half of the respondents (47%) were between the ages of 30-44 years old and less than 10% were 60 years of older, compared to 22% of the population were 30-44 years of age and 16% were 60 years or older

Additional Comments

Key themes of the comments based on their attitudes on private retail stores:

SUPPORT	OPPOSE	UNDECIDED
<ul style="list-style-type: none"> • Boost to local economy - create jobs and tax revenue to Brampton • People will travel to other municipalities to buy the products and spend the money elsewhere • Convenient legal access will disrupt the black market – decrease criminal activities • Need more options than getting from OCS alone • It is now a legal substance – It should be accessible just like tobacco and alcohol • Legal private retail store will provide better quality (safer) products than the black market 	<ul style="list-style-type: none"> • Do not support the legalization of recreational cannabis • Increase driving impairment – drive up insurance costs; continue that negative image of the City • Put in a bylaw to ban smoking cannabis in public like other municipalities • Increase criminal activities • Increase drug addictions to youth • Increase in mental issues • Extremely strong odour, causes health issues health issues or allergies and migraines • Should be sold in a store like the LCBO and online by the government. 	<ul style="list-style-type: none"> • No retail store required • Oppose to legalization of cannabis • Should keep away from youth • Need more information on the added direct and indirect profits and risk. • Prefer to government run stores like the LCBO model