

Cannabis Legalization

Guilford, CT

Click to add text
Click to add text

May - June 2022

Executive Summary

The majority of respondents reported supporting legalization, issuing licenses for cannabis retailers, issuing licenses for micro cultivation facilities and allowing growth of marijuana on private property.

Keeping cannabis away from children and minimizing impaired driving were the two goals respondents thought should be prioritized most when making decisions about cannabis.

Underage access to cannabis came up as a top concern for respondents in general and when specifically asked about the existence of cannabis retailers and a micro-cultivation facility.

Respondents reported that commercial areas along highways were the location they most preferred cannabis retailers to be located and that these should be at least 1 mile from a school.

The majority of respondents reported that they believed having legal cannabis businesses would have a positive effect on the town's economy.

Mental health services, addiction treatment services, education programs, and services for homeless and at-risk youth were all purposes that respondents supported being funded by the tax of legal cannabis.

The structure of the report

01. Methodology

The sample, distribution method, and research tools

02. General Overview

Opinions about legalization, factors to prioritize, beliefs about economic effect and spending of tax

03. Cannabis Retailers

Support/opposition, location preferences and concerns about cannabis retailers

04. Micro-Cultivation & Private Property

Support/opposition and concerns about a micro-cultivation facility and support/opposition to marijuana growth on private property

Summary



01

Methodology

Methodology



526 sample survey
of Guilford adults,
18+



Respondents
recruited
online



Fielded
May 3rd – May 24th,
2022



Survey was
conducted in
English



Data was weighted
to represent the
population in
Guilford

Methodology – how we ensure the sample is statistically valid

- 526 respondents were recruited online between May 3rd and May 24th, 2022, using targeted ads on various platforms (e.g., social media, apps for Android and IOS) as well as online survey panels. An additional 491 responses were collected through city channels, which are used to supplement the Zencity-recruited responses.
- Using data from the Census Bureau, this survey employed quotas to match the distribution of race, ethnicity, age, and gender in Guilford, ensuring that the sample represents the entire city.
- To make sure our sample is representative, a technique called rake-weighting was used to balance out any remaining differences between the makeup of the survey respondents and the community. This process serves as a statistical safeguard against any demographic group being overrepresented or underrepresented in the final score calculations by giving overrepresented groups a lower weight and underrepresented groups a higher weight in the analysis.

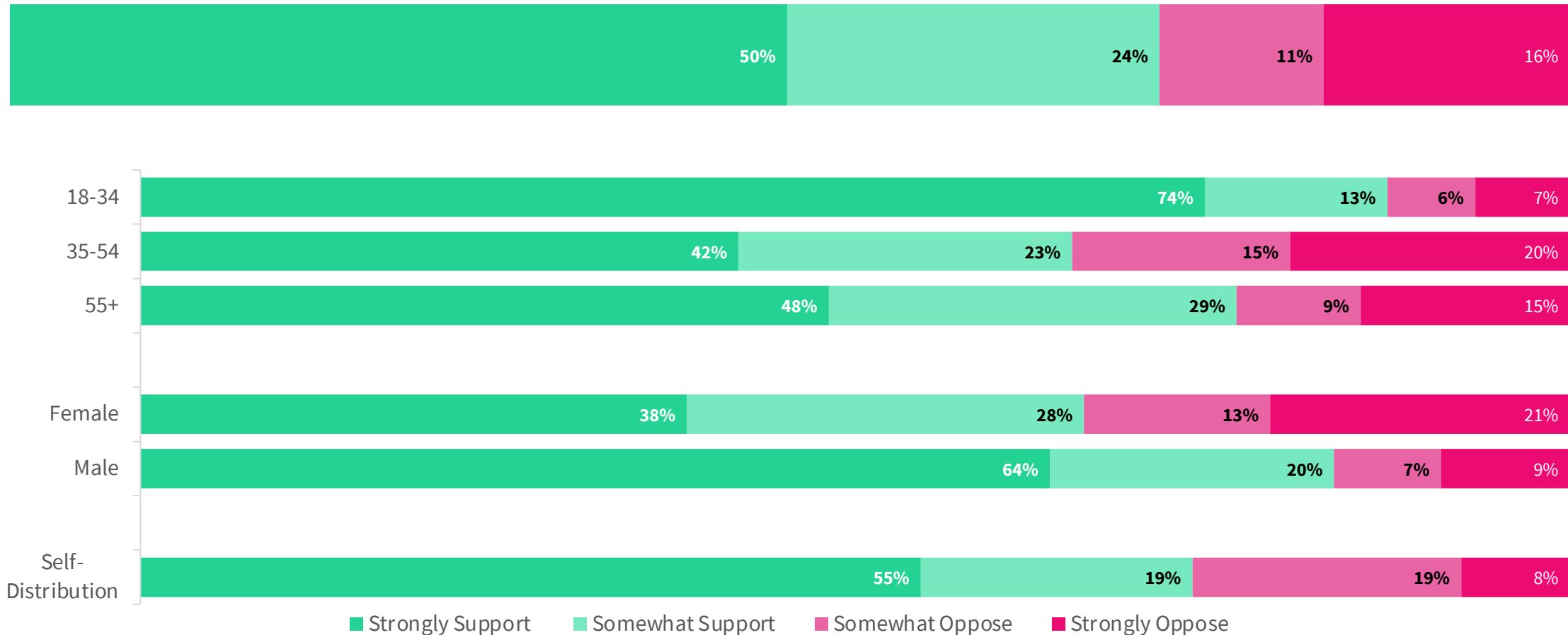
02

General Overview



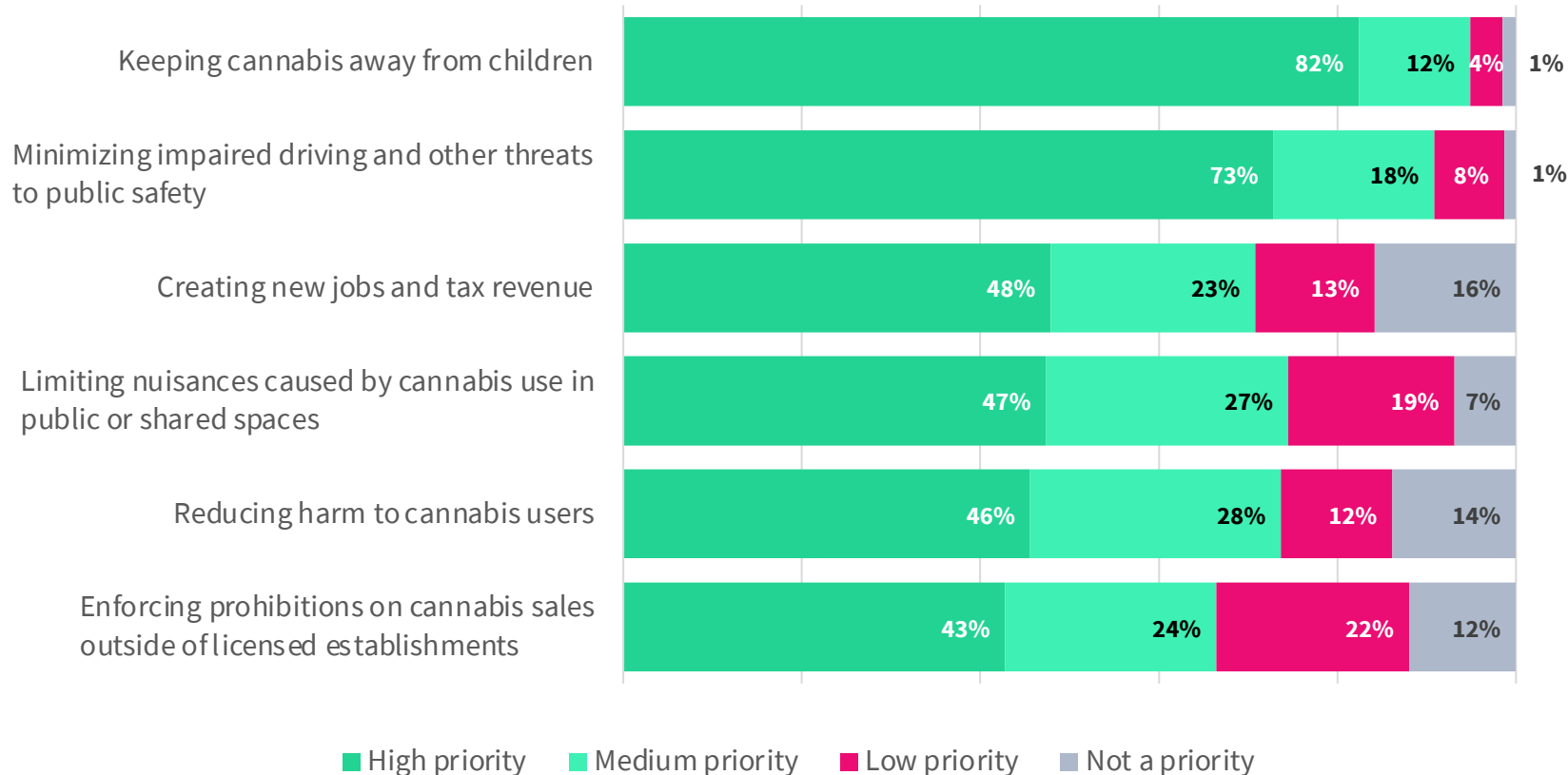
Legalization: 74% of respondents reported that they supported the legalization of cannabis for recreational use. 18-to-34-year-old respondents showed the most support for legalization (87%), whilst 35-to-54-year-old and female respondents showed the least support for legalization (65% and 66% respectively).

Question: Do you support or oppose the legalization of cannabis for recreational use?



Residents' Priorities: Almost all respondents reported that keeping cannabis away from children and minimizing impaired driving/public safety were their two top priorities (94% and 91%, respectively). 18-to-34-year-old respondents were the only demographic group that reported creating new jobs (and not keeping cannabis away from children) as their top priority.

Question: For each of the following goals, please rate how much of a priority it should be for town officials when making decisions about cannabis.

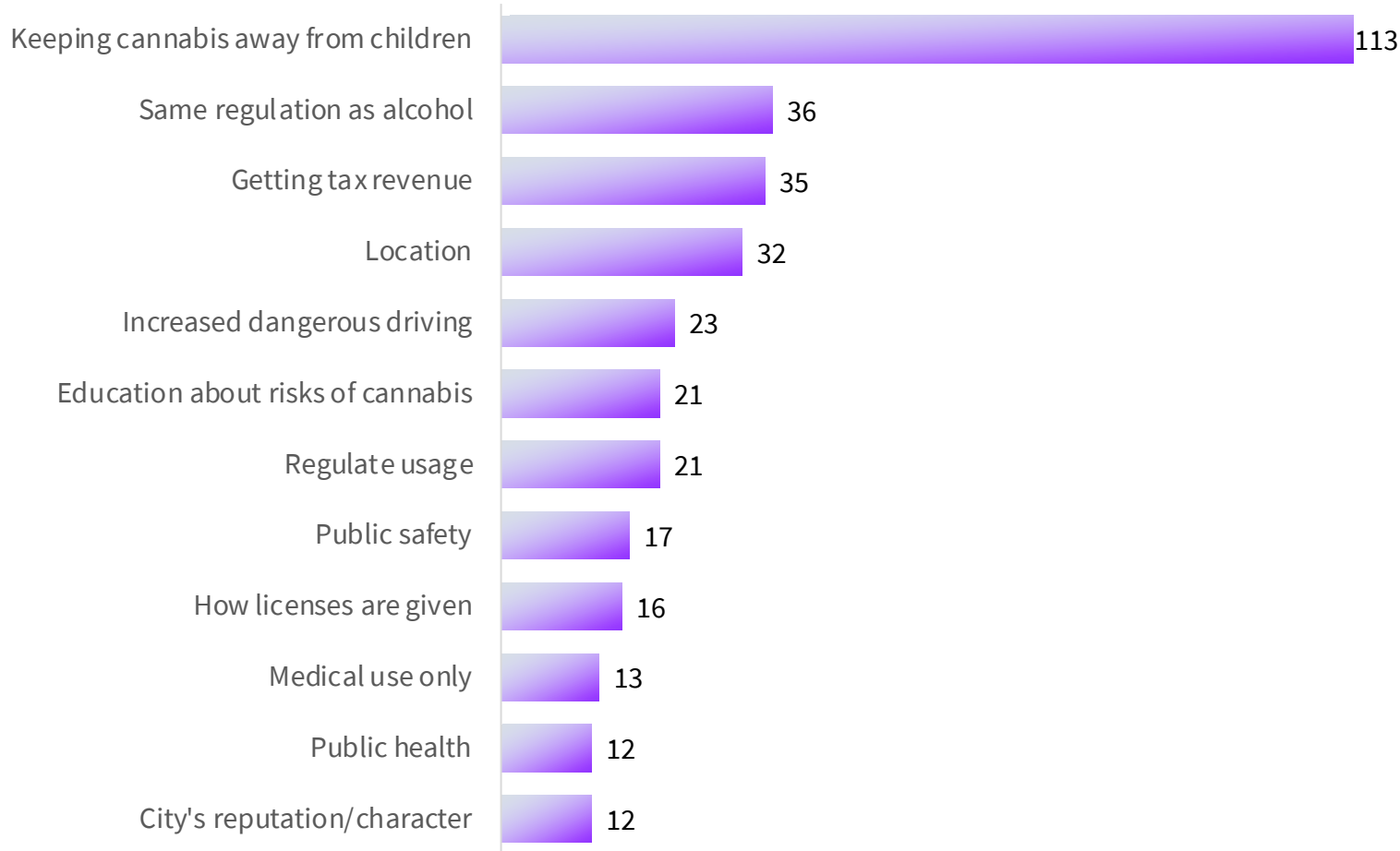


Demographic Group Highest Priority

18-34	Creating new jobs and tax revenue (71%)
35-54	Keeping cannabis away from children (84%)
55+	Keeping cannabis away from children (87%)
Male	Keeping cannabis away from children (77%)
Female	Keeping cannabis away from children (87%)
Self-Distribution	Keeping cannabis away from children (83%)

Other Priorities: Keeping cannabis away from children was the factor that respondents most often reported that they believed should be prioritized. Following that, respondents reported that they wanted the city to prioritize ensuring that cannabis regulations follow similar regulations to alcohol and that tax revenue is collected from cannabis sales.

Question: What other factors should the town prioritize when making decisions about cannabis regulations? (N=434)



“Restrict cannabis forms that look like candy or other snacks. Please protect our children!”

“Keeping all access away from children and making any signage not visible or at least discreet to the public”

“If an are is zoned to allow liquor stores, it should also allow cannabis sales.”

“[Should take into account] The same factors that are applied to liquor stores.”

“Allow cannabis businesses in town. We desperately need the tax revenue.”

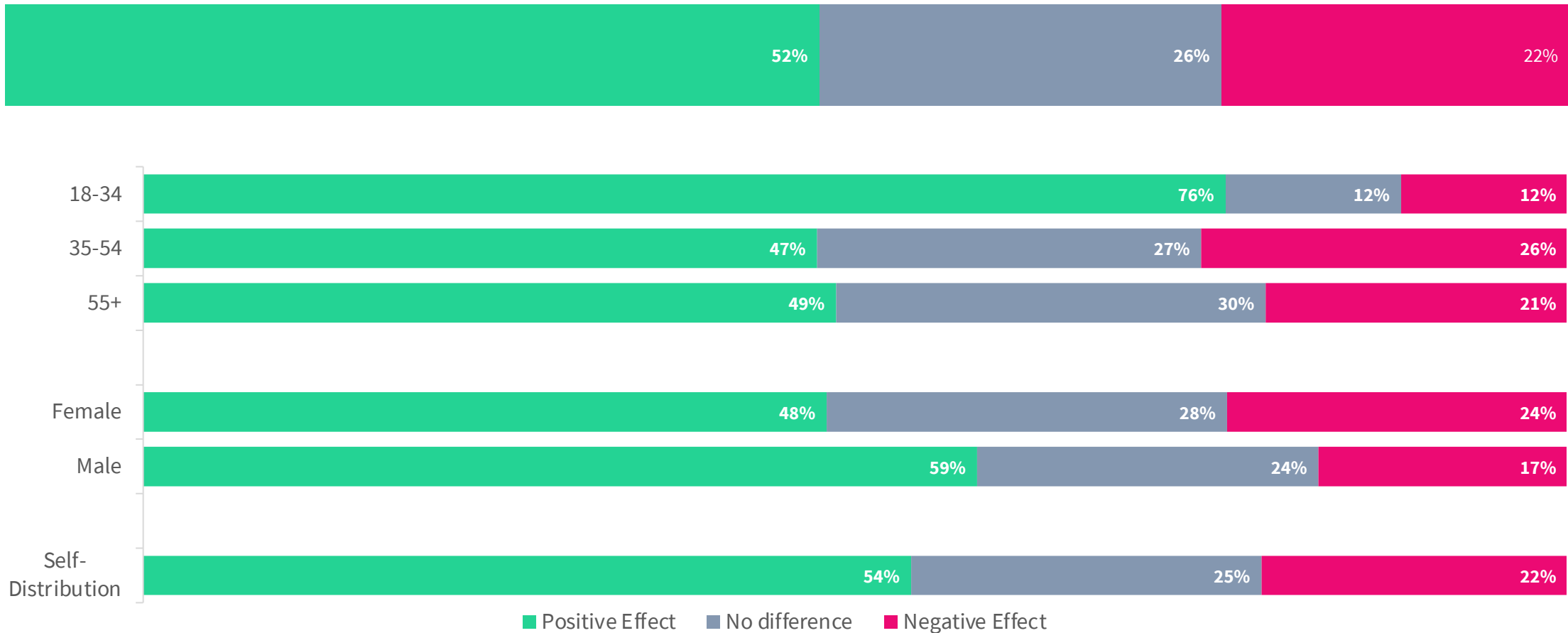
“Location of facilities- not near school zones, residential areas etc.”

“A DUI test for drivers that test for cannabis”

“Driving while high and keeping it away from children are number one”

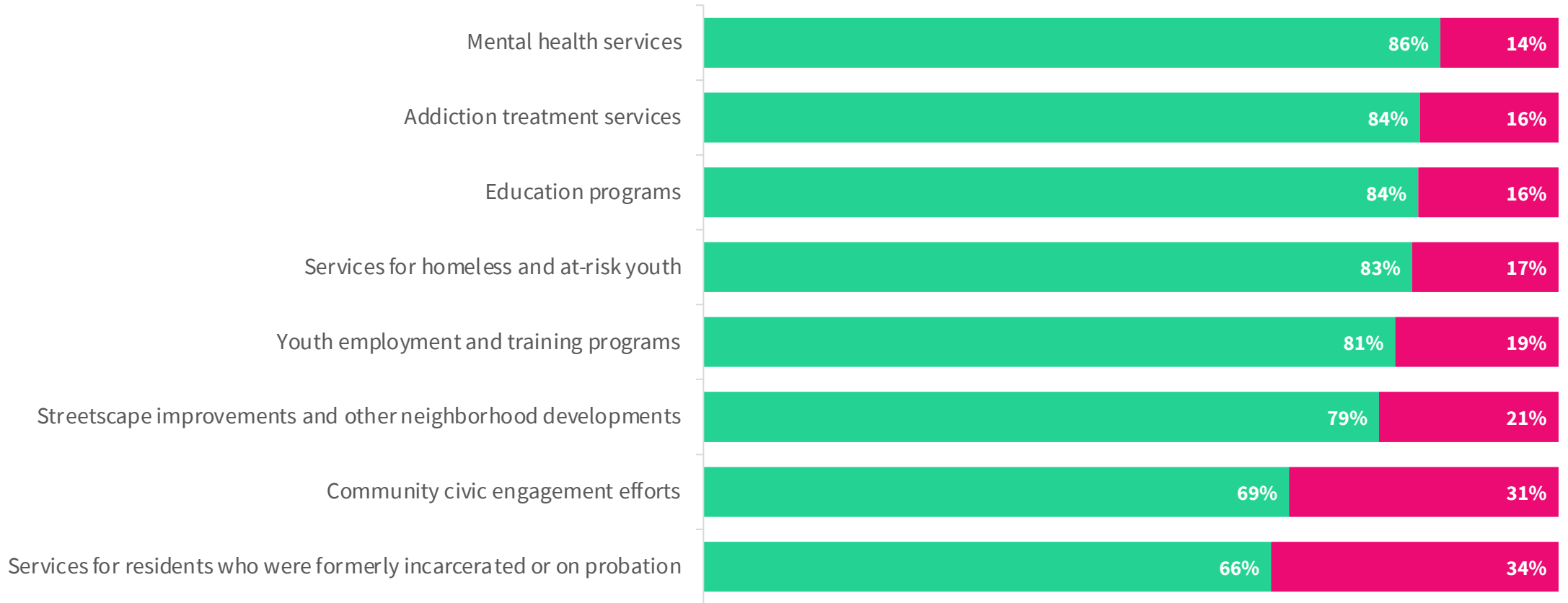
Economic Effect: 52% of respondents reported that they believed that having legal cannabis businesses in Guildford would have a positive effect on the town's economy. For 18- to 34-year-old respondents, this percentage was increased to 76%, and for 35 to 54-year-olds and over 55s, this was reduced to 47% and 49% (respectively).

Question: Do you think that having legal cannabis businesses in Guilford would have a positive or negative effect on the town's economy, or would it make no difference?



Use of Tax: Mental health services, addiction treatment services, education programs, and services for homeless and at-risk youth were all purposes that respondents reported supporting the use of tax funds for. Services for residents who were formerly incarcerated or on probation was the purpose that received the least amount of support, though over half of respondents (66%) did support it.

Question: For each of the purposes listed below, please rate whether you would support or oppose using these funds for that purpose.



■ Support ■ Oppose

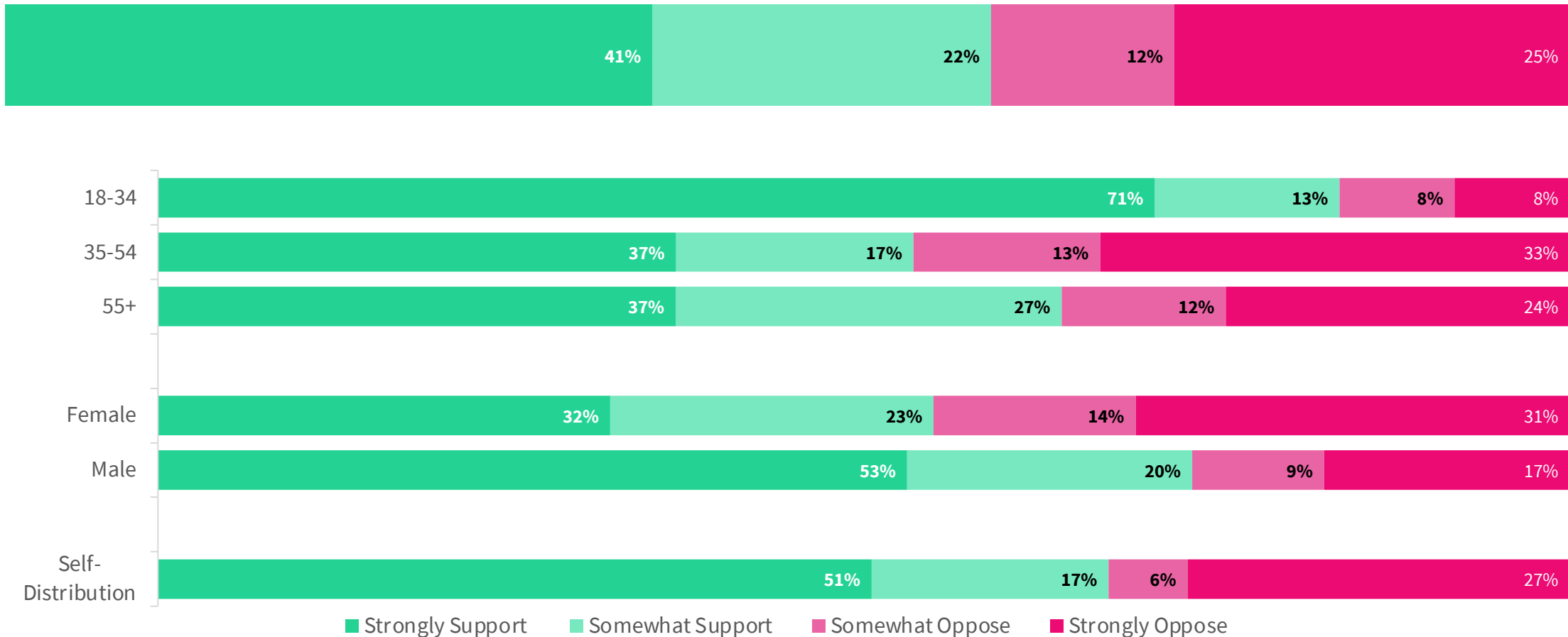
03

Cannabis Retailers



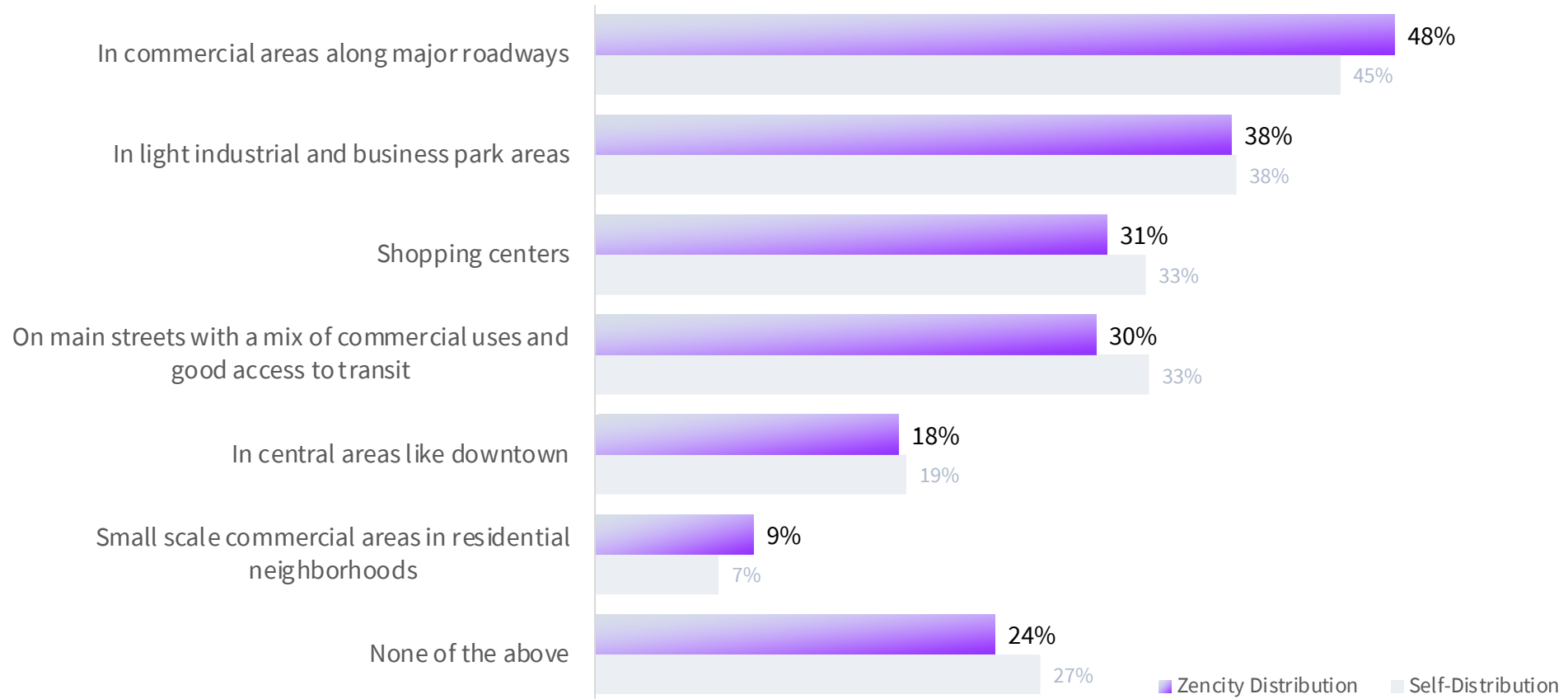
Cannabis Retailers: The majority of respondents supported the town issuing licenses for cannabis retail establishments (63%). Respondents aged 18 to 34 and male respondents showed the most support for licensing (84% and 73%, respectively), whilst 35- to 54-year-old and female respondents showed the least support (54% and 55%, respectively).

Question: Do you support or oppose the town issuing licenses for a cannabis retail establishment?



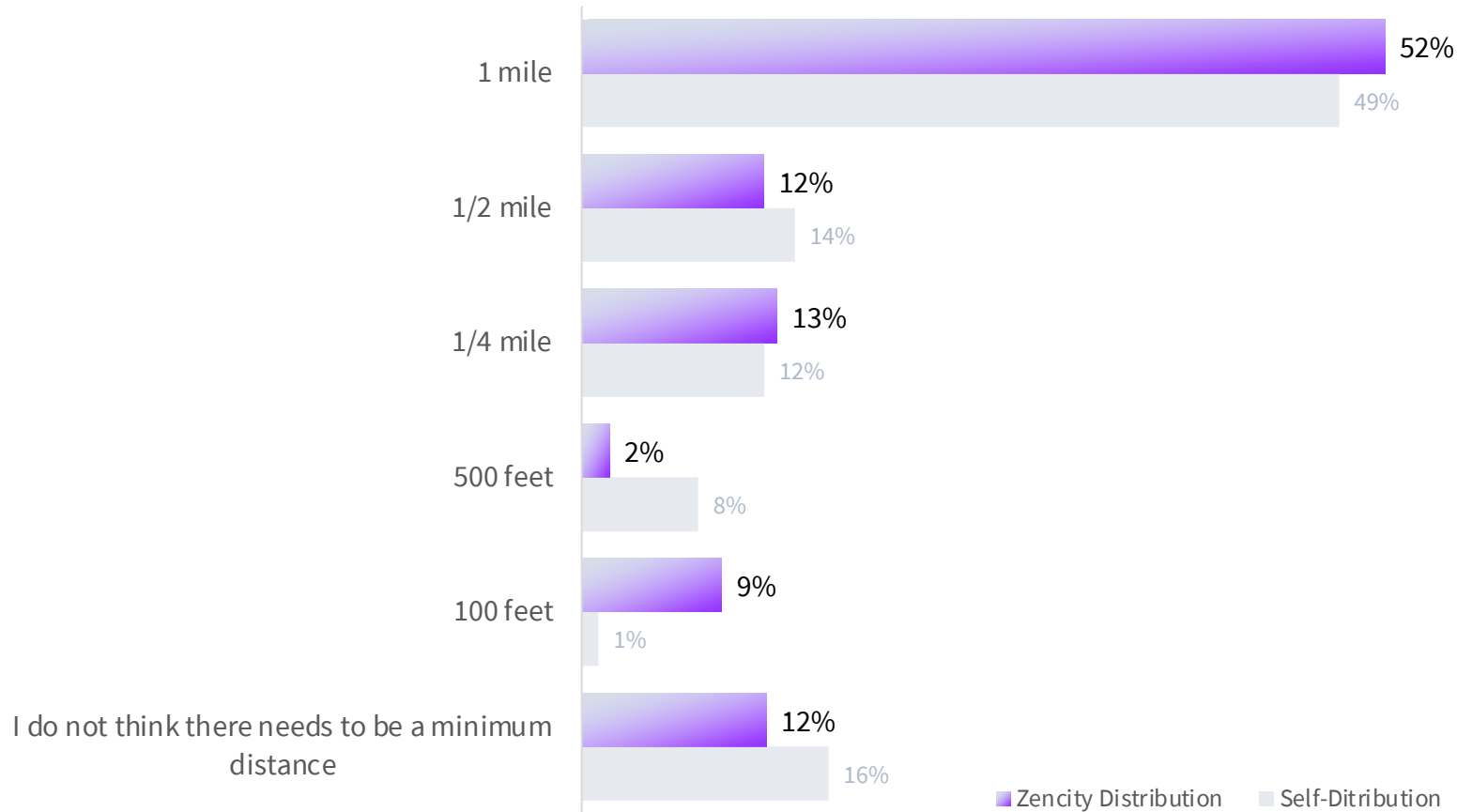
Cannabis Retailers Locations: 48% of respondents reported that they believed commercial areas along major roadways were the best fit for a cannabis store in Guilford. Under 10% of respondents reported small-scale commercial areas in residential neighborhoods as the best location for the stores.

Question: In your view, what kind of location in Guilford is the best fit for a cannabis store?



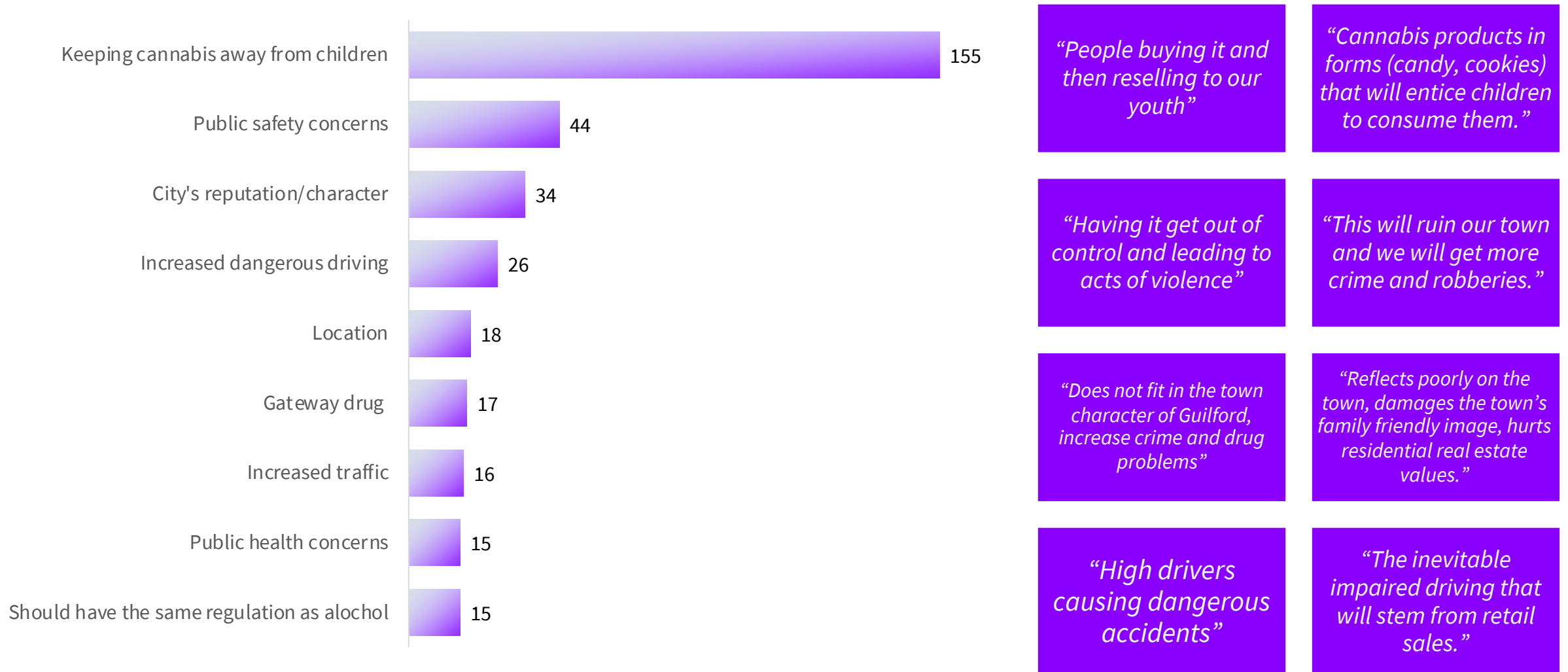
Cannabis Retailers Locations: Over half of respondents reported that they believed cannabis retailers should be at least 1 mile away from schools. In comparison, only 12% of respondents reported that they didn't believe there should be a minimum distance.

Question: If the town were to limit how close a cannabis retailer can be to a school, how far should the minimum distance be?



Cannabis Retailers Concerns: The most common concern that was raised by respondents was keeping cannabis away from children. In addition, respondents reported public safety concerns and negative impacts on the city’s reputation/character as key concerns as well.

Question: What concerns, if any, do you have about the retail sale of cannabis in Guilford? (N = 386)



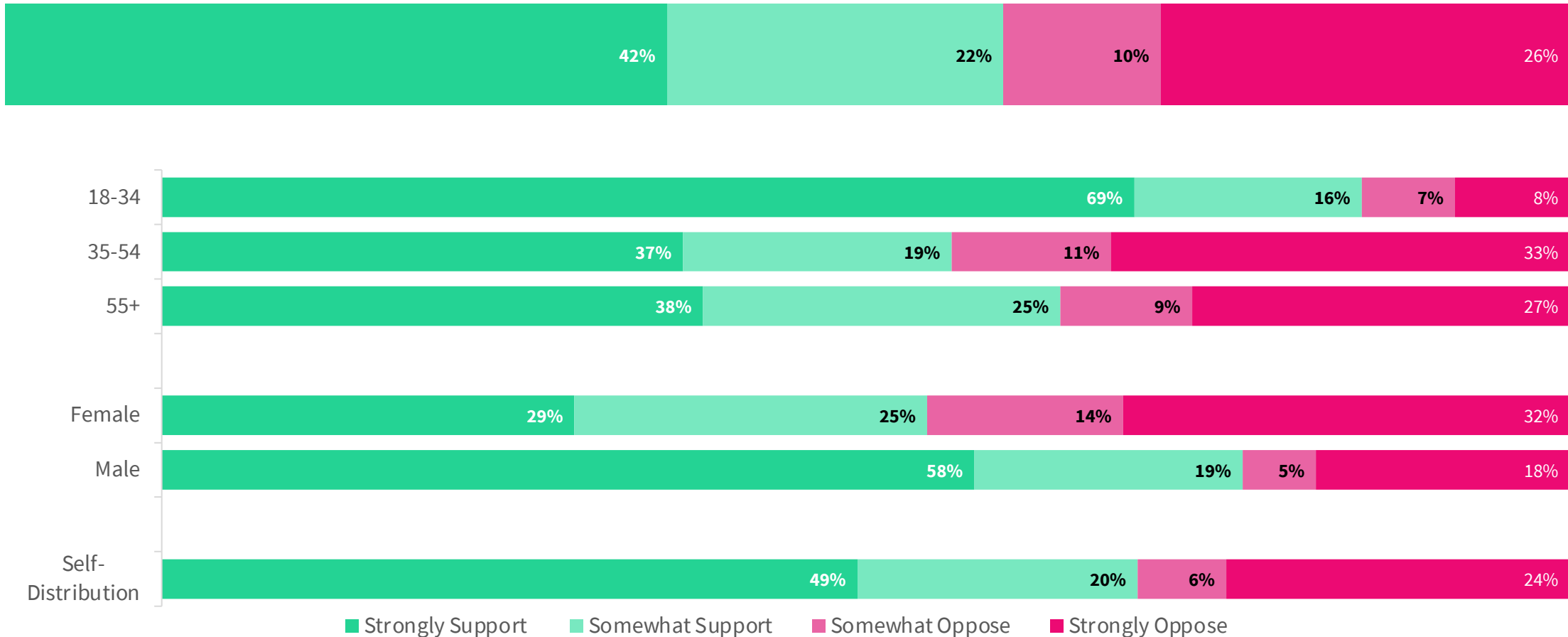


04

Micro-Cultivation & Private Property

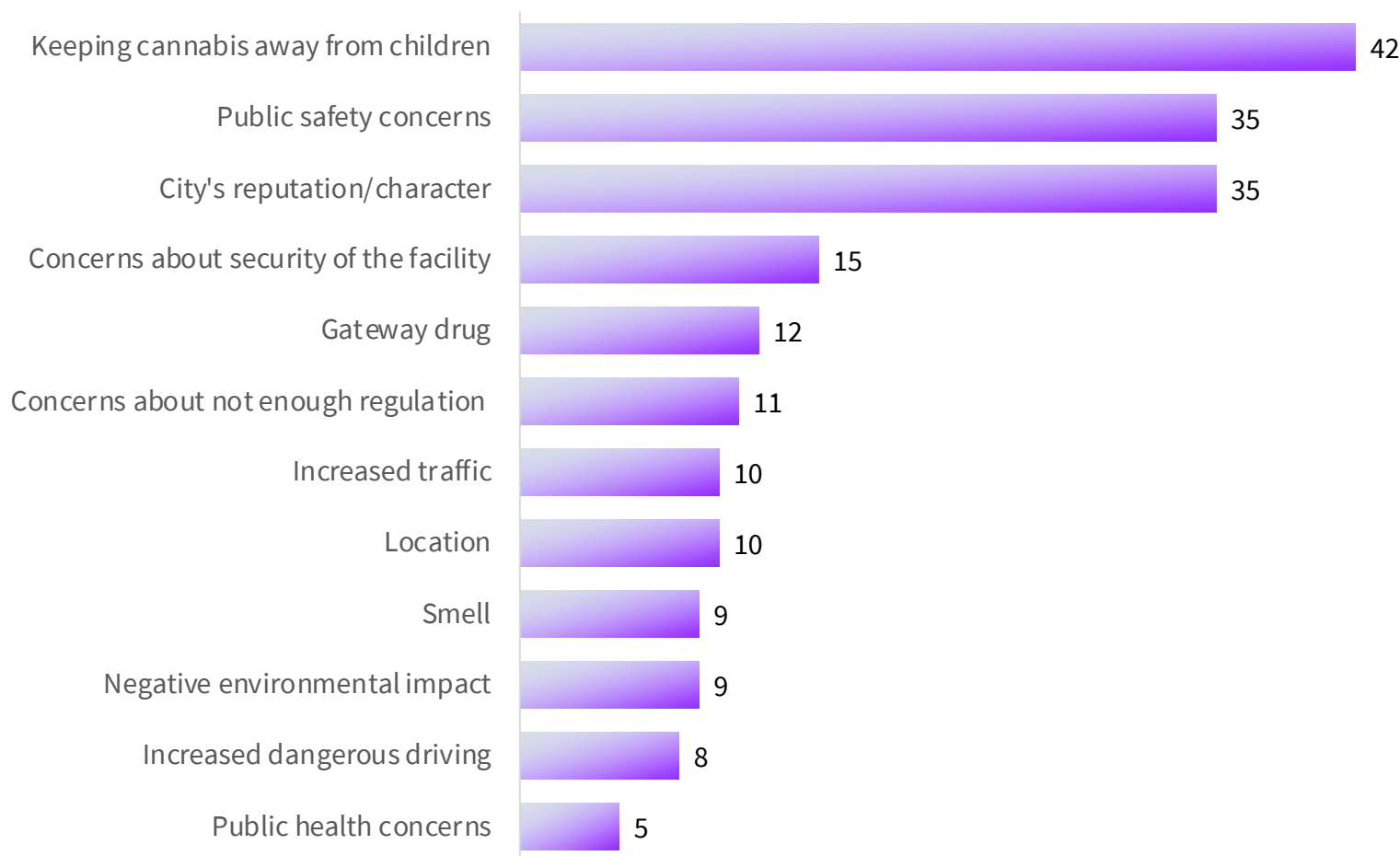
Micro-Cultivation: 64% of respondents supported the issuing of licenses for a cannabis micro-cultivation facility. 18-to-34-year-old respondents showed the most support for licensing (85%) whereas 35- to 54-year-old and female respondents showed the least support (56% and 54%, respectively).

Question: Do you support or oppose the town issuing licenses for a cannabis micro-cultivation facility?



Micro-Cultivation Concerns: Keeping cannabis away from children, public safety concerns and the city’s reputation/character were the three main concerns that were raised by respondents in relation to the existence of a micro-cultivation facility. Respondents also raised the security of the facility itself as a concern.

Question: What concerns, if any, do you have about the existence of a cannabis micro-cultivation facility in Guilford? (N=263)



“There is no need for that here. keep drugs out of Guilford.”

“It will send the message to our youth that it is ok to use.”

“It will severely harm our culture and negativity impact our town youth”

“Will bring unsafe conditions and unwanted unsafe behaviors.”

“Makes access easier, encourages crime and brings unwanted traffic to our town”

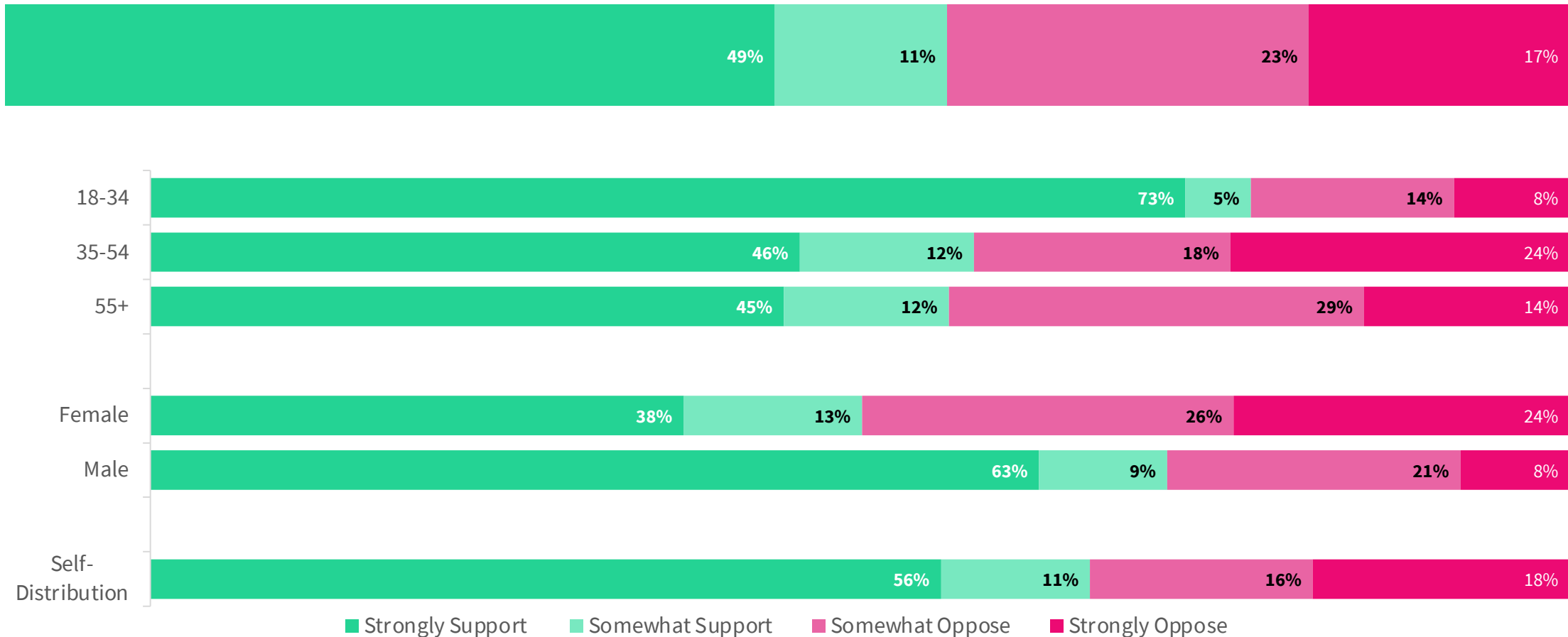
“Negative reputation it would have for Guilford.”

“Security for the facility. I think this facility will be prone to break-ins”

“I am less concerned about cultivation than sales, as long as security is high, and employees are well vetted.”

Private Property Growth: 60% of respondents reported that they supported allowing growing marijuana on private property. 18- to 34-year-old respondents and male respondents were once again the demographic groups that were most supportive.

Question: Do you support or oppose the town allowing growing Marijuana on private property?



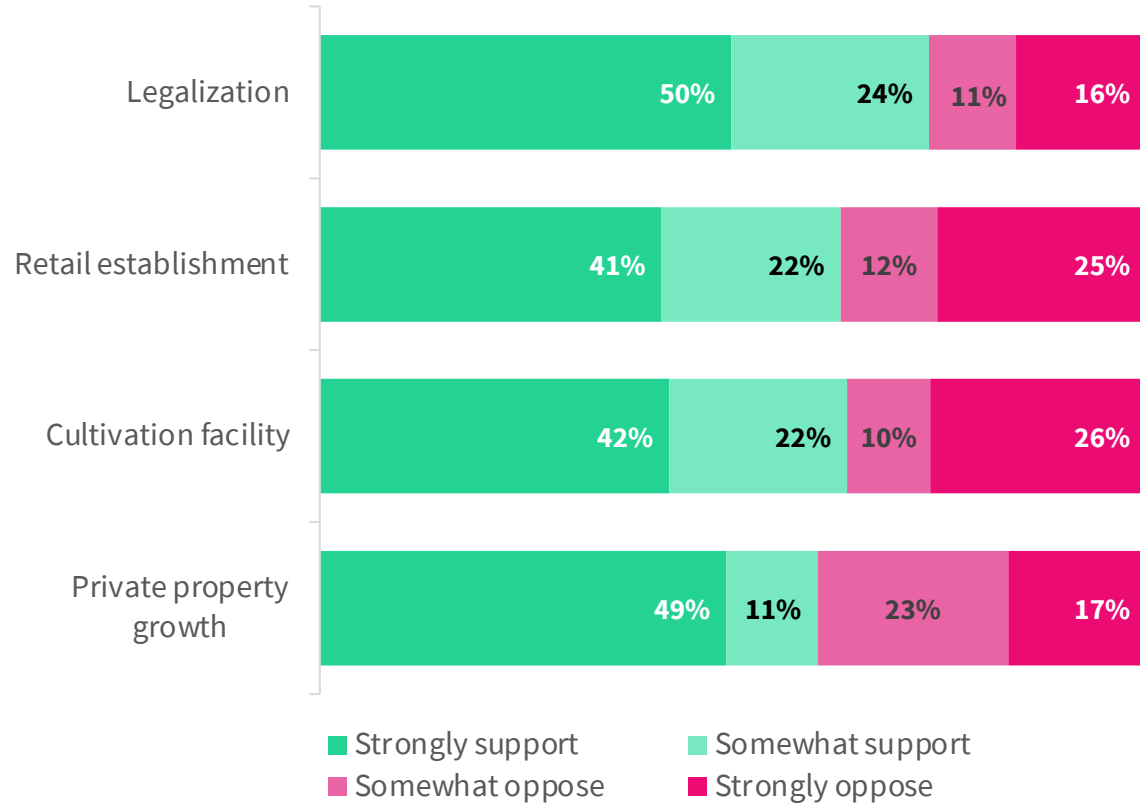
A group of people are shown from the chest down, sitting in a circle on the ground. Their hands are stacked on top of each other in the center, symbolizing teamwork and unity. The image is dimly lit and has a dark, reddish-purple tint. In the background, a person is wearing a plaid shirt and a backpack. Another person is wearing a dark t-shirt with a logo that includes the word "Tennis".

05

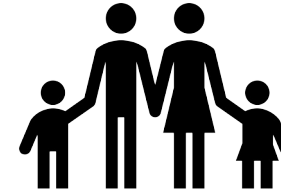
Summary

Summary:

What Residents Support



Top Priorities of Residents



**Keeping cannabis
away from children
(94%)**



**Minimizing impaired
driving
(91%)**

Location Preference

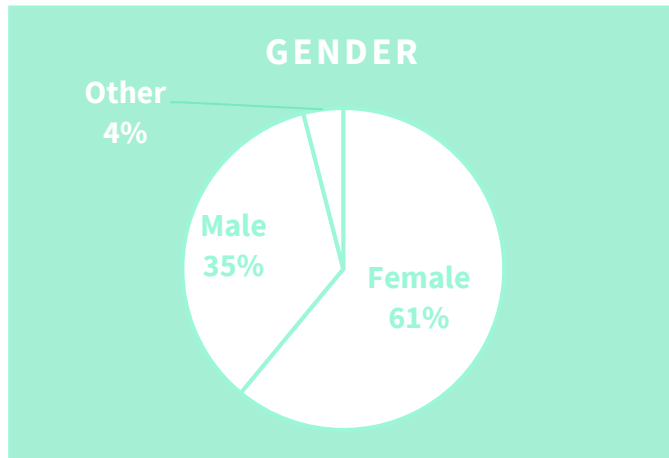
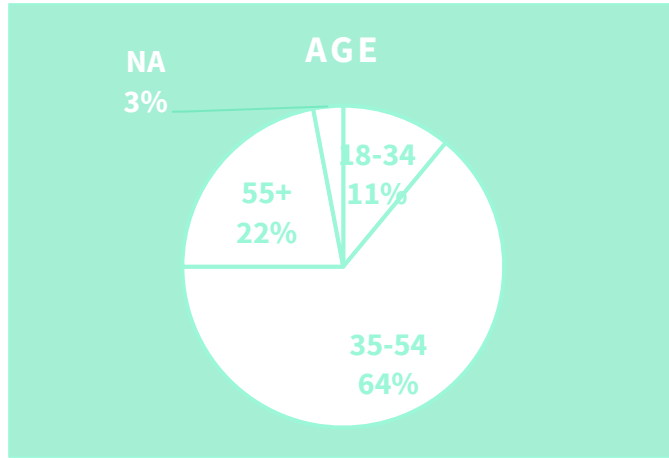


**Commercial areas along major highways
(48%)**

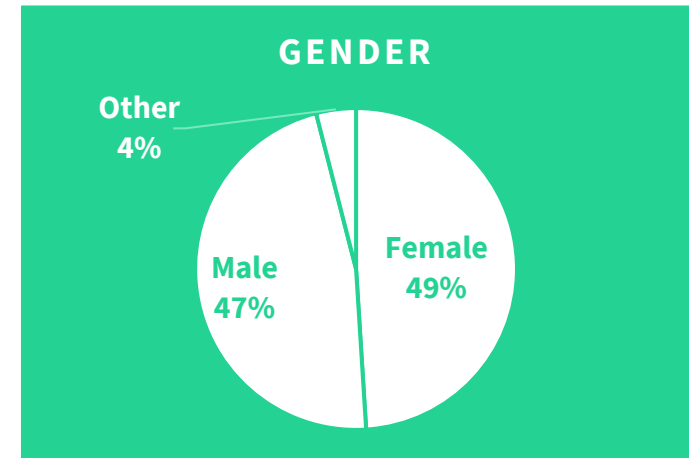
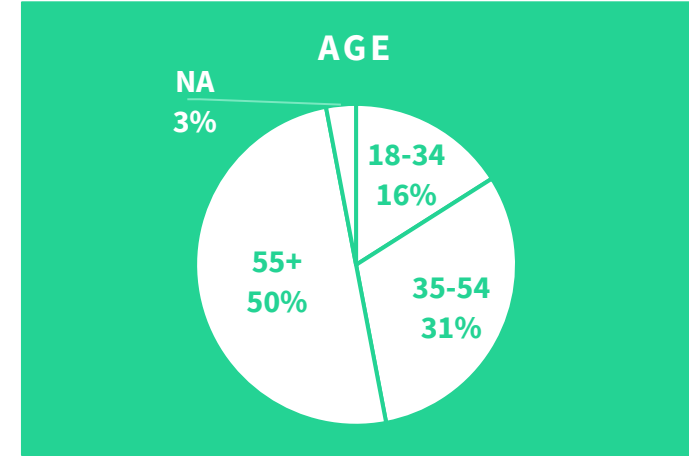
Thank You!

Survey respondents demographics – age and gender

Unweighted demographics – the original sample



Weighted demographics – representative of the population



[Link to survey](#)

Open-Ended
Responses