

City of Royal Oak Public Opinion Study

May 22, 2019



Background on Cobalt Community Research

- 501c3 not for profit research coalition
- Mission to provide research and education
- Developed to meet the research needs of schools, local governments and nonprofit organizations

Study Goals

- Better understand community preferences of types of businesses residents would like to see in the City of Royal Oak based on legalization of recreational marijuana
- Explore limits/regulations residents would like to have placed on recreational marijuana businesses
- Understand concerns that residents have regarding the implementation of recreational marijuana
- Identify differences in support based on demographic variables such as age and geography

Methodology

- Random sample of 3,000 residents drawn from voter records
- Utilized www.random.org, a well-respected utility used internationally by many universities and researchers to generate true random numbers
- Conducted using a single mailing in April 2019
- Valid response from 1,050 residents (35%), providing a conventional margin of error of +/- 3 percent (95% confidence)
 - Note: National surveys with a margin of error +/- 5% require a sample of 384 responses to reflect a population of 330,000,000
- In addition, the city received 99 voluntary responses that were not part of the random sample, providing 1,149 residents who took time to share their ideas

Bottom Line

- The majority of residents support all types of businesses in the City of Royal Oak
- The plurality believe some limits should be put in place, and the comments have a strong theme of being consistent with alcohol regulation
- All of the potential limitations/regulations listed in the survey were supported by a majority of respondents
- Older residents were much less likely to want any marijuana business to be allowed
- Consistency with alcohol regulation and matching medical marijuana regulation with recreational were important themes

Preserving Voice: Looking Into Detail

2019 Royal Oak Recreational Marijuana Policy Study Cobalt Community Research		Q1 Which Businesses				
		Growing business	Safety compliance facility	Processor	Microbusiness	Retailer
		Yes	Yes	Yes	Yes	Yes
Overall		27%	45%	29%	31%	33%
Age	75+	11%	36%	11%	15%	14%
	65-74	25%	41%	26%	24%	25%
	55-64	20%	38%	26%	27%	32%
	45-54	20%	37%	24%	26%	26%
	35-44	36%	51%	34%	38%	38%
	25-34	39%	58%	41%	43%	50%
	Under 25	48%	63%	52%	56%	56%
Voted Yes	Yes	40%	59%	43%	46%	50%
	No	2%	18%	1%	2%	2%
	Didn't Vote	-	40%	-	-	20%
	Declined to Answer	25%	39%	32%	31%	31%
ZIP	48067	30%	50%	30%	32%	36%
	48073	25%	41%	28%	30%	32%
Part of Scientific Sample	Yes	27%	45%	29%	31%	33%
	No	48%	63%	47%	51%	55%

Consistent Scores
Regardless of
Demographics

Checked Scores
that Vary by
Demographics

Results



Which types of businesses to allow

Q1 Which Businesses to Allow																			
Growing business				Safety compliance facility				Processor				Microbusiness				Retailer			
Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure
27%	38%	33%	2%	45%	31%	22%	2%	29%	37%	31%	2%	31%	33%	33%	3%	33%	34%	30%	1%

- Only about a third of the population opposes allowing businesses
- The majority support, regardless of the type of business
- The plurality generally support restrictions
- Very few respondents are not sure

Locations of retailers

Q2 Where Should Retailers Be Allowed											
Commercial areas				Industrial areas				Downtown			
Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure
35%	30%	32%	2%	34%	28%	32%	3%	26%	23%	45%	3%

- The majority support locating businesses in commercial areas, industrial areas, and downtown
- There is much more division about allowing businesses downtown
- Very few respondents are not sure

Locations of microbusinesses

Q3 Where Should Microbusinesses Be Allowed

Commercial areas				Industrial areas				Downtown				Residential areas			
Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure
30%	30%	36%	2%	34%	31%	30%	2%	21%	20%	52%	4%	12%	13%	67%	3%

- The majority support locating microbusinesses in commercial areas and industrial areas, but they oppose downtown and residential areas

Locations of safety testing, distribution and processing

Q4 Where Should Safety Testing, Distribution and Processing Be Allowed											
Commercial areas				Industrial areas				Downtown			
Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure
32%	25%	36%	3%	40%	34%	23%	2%	19%	11%	61%	3%

- The majority support locating safety testing, distribution and processing businesses in commercial areas and industrial areas, but not downtown

Locations of growing operations

Q5 Where Should Growing Be Allowed

Commercial areas				Industrial areas				Downtown				Indoors				Outdoors			
Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure	Yes	Limited yes	No	Not sure
28%	25%	41%	3%	35%	32%	29%	2%	15%	12%	64%	3%	37%	31%	28%	2%	24%	25%	43%	5%

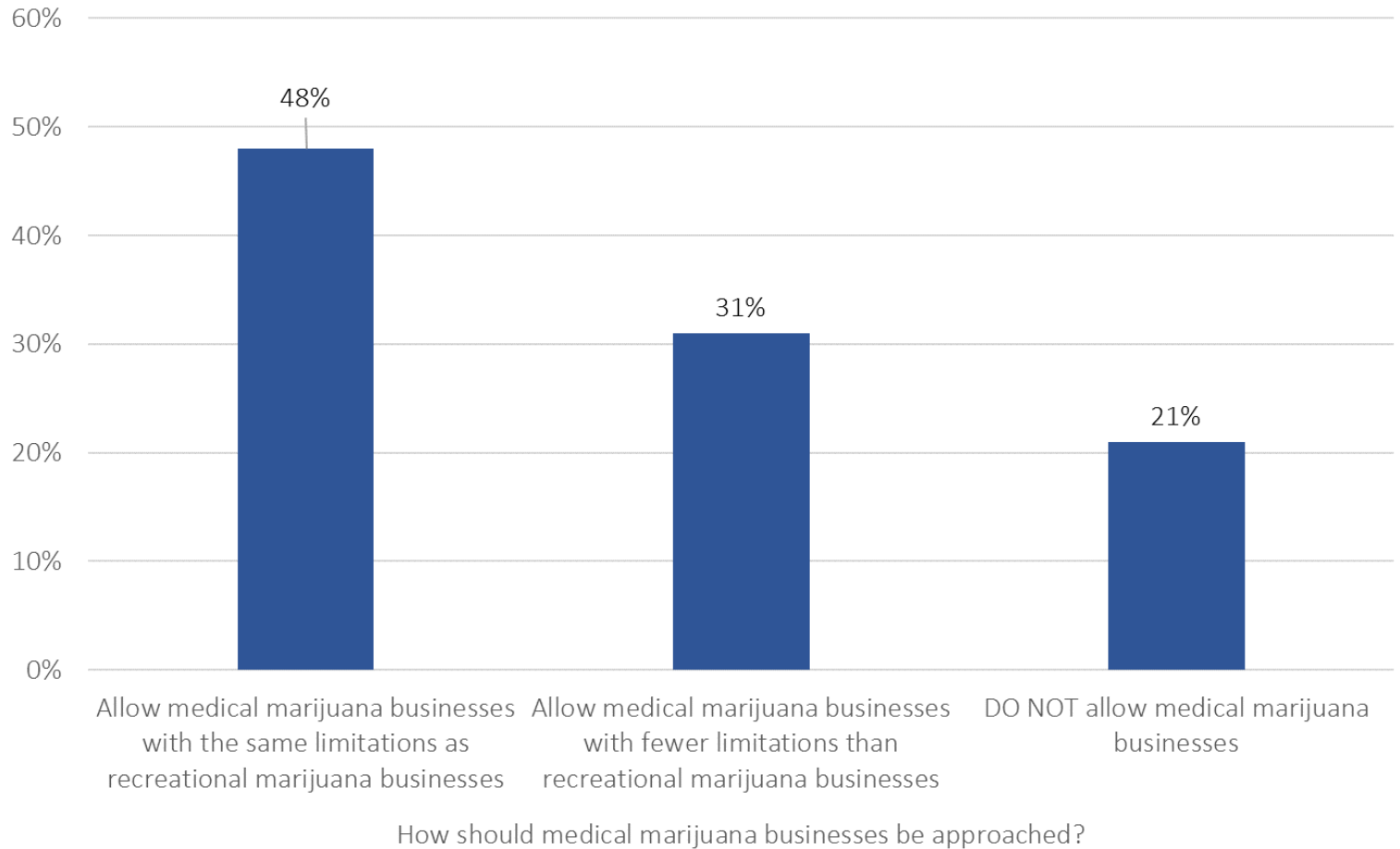
- The majority support locating growing operations in commercial areas, industrial areas, indoors and outdoors. They do not support such operations downtown
- There is much more division about allowing such operations in commercial areas and outdoors

Types of regulations supported

Background check of owners/employees	Yes	82%
Labeling	Yes	81%
Building security (fencing, gates, etc.)	Yes	78%
Distance from daycares, places of worship, residential areas, parks, schools, and other public spaces	Yes	73%
Hours of operation	Yes	70%
Signage	Yes	68%
Energy efficiency standards	Yes	67%
Locate like any other business with similar activities (zone based on use such as industrial, commercial, etc.)	Yes	67%
Limit number of marijuana licenses	Yes	66%
Organic certification	Yes	64%
Distance between marijuana businesses	Yes	62%
Advertising	Yes	60%
Visibility of products from the street	Yes	51%

- The majority support each of the restrictions listed in the survey, with greatest support regarding background checks and labeling, with the softest support regarding visibility of products from the street

Medical marijuana regulation – be consistent



Questions