






# Calabasas Voter Attitudes Toward Legalizing Retail Cannabis



OPINION  
RESEARCH  
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# Survey Specifics and Methodology

Dates	September 15-21, 2023
Survey Type	Dual-mode Voter Survey
Research Population	Calabasas Voters
Total Interviews	428
Margin of Sampling Error	(Full Sample) $\pm 4.9\%$ at the 95% Confidence Level (Half Sample) $\pm 6.9\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews

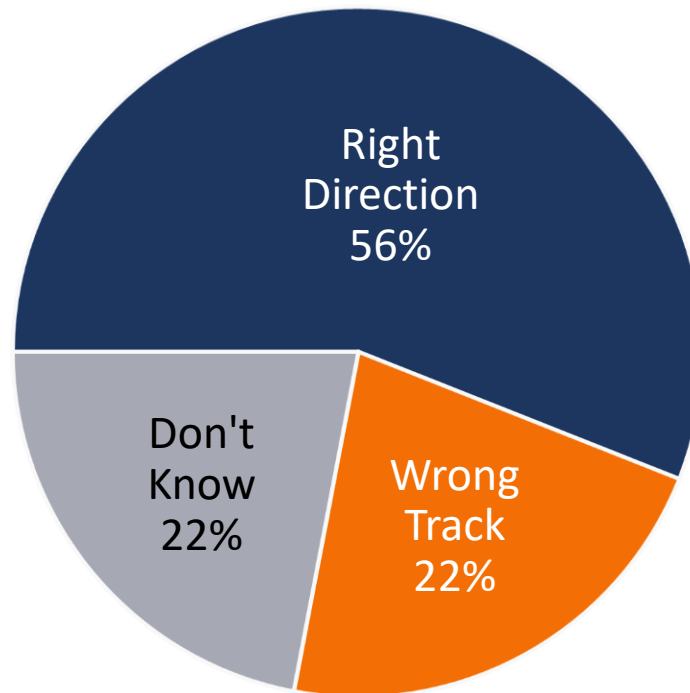
*(Note: Not All Results Will Sum to 100% Due to Rounding)*



# Issue Context

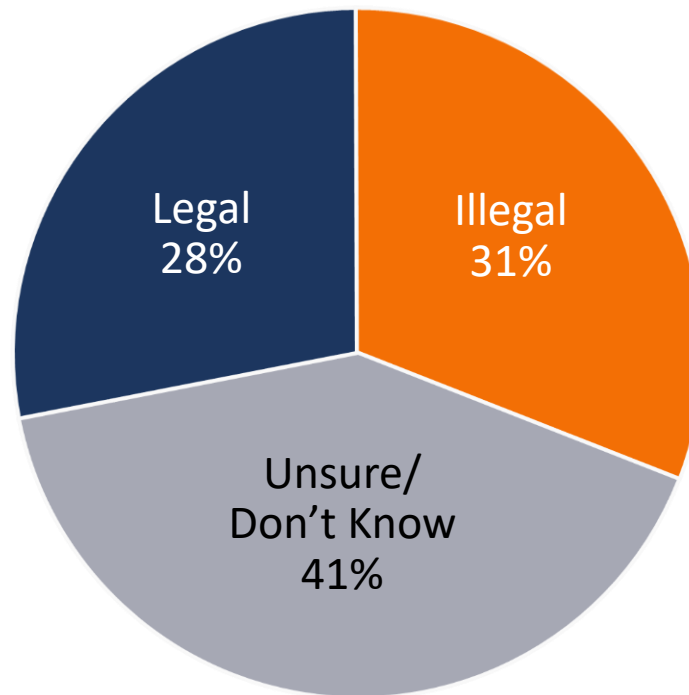
# A majority say the City is headed in the right direction.

*Would you say that things in the City of Calabasas are generally headed in the right direction or do you feel that things are off on the wrong track?*



# Voters are mostly uncertain of whether cannabis sales are legal or not in Calabasas.

*I'd like to ask you some questions about cannabis in your community. As far as you know, is it legal to sell cannabis products, also known as marijuana, in the City of Calabasas? If you don't know, you can tell me that instead.*

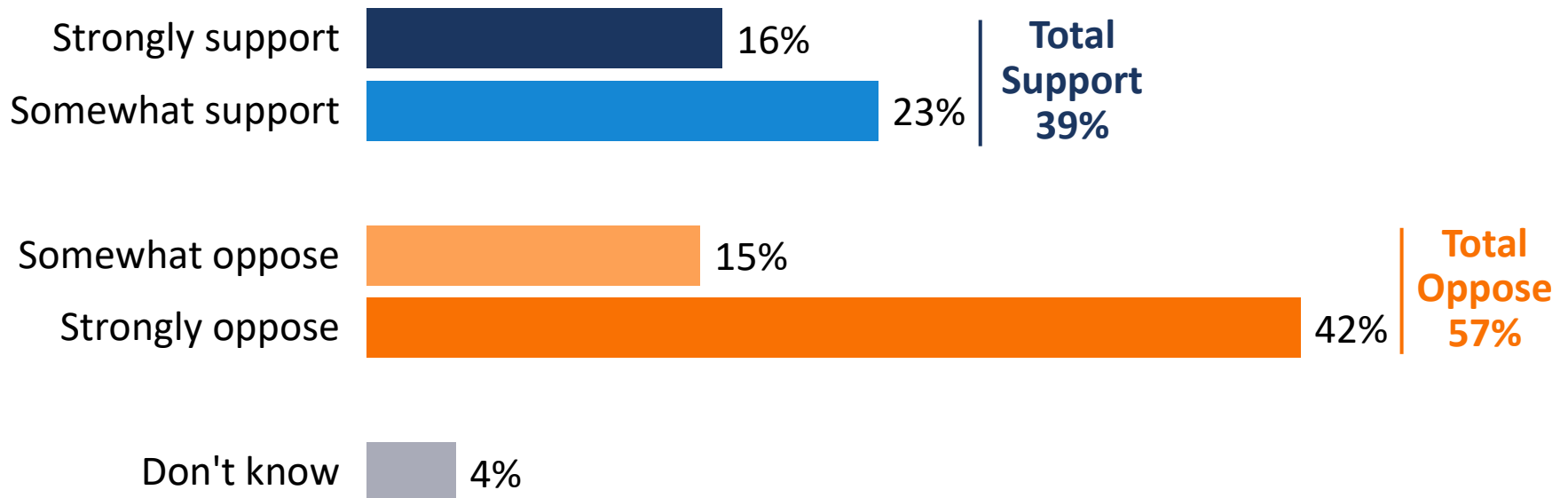




# **Views on Legalizing Retail Cannabis in Calabasas**

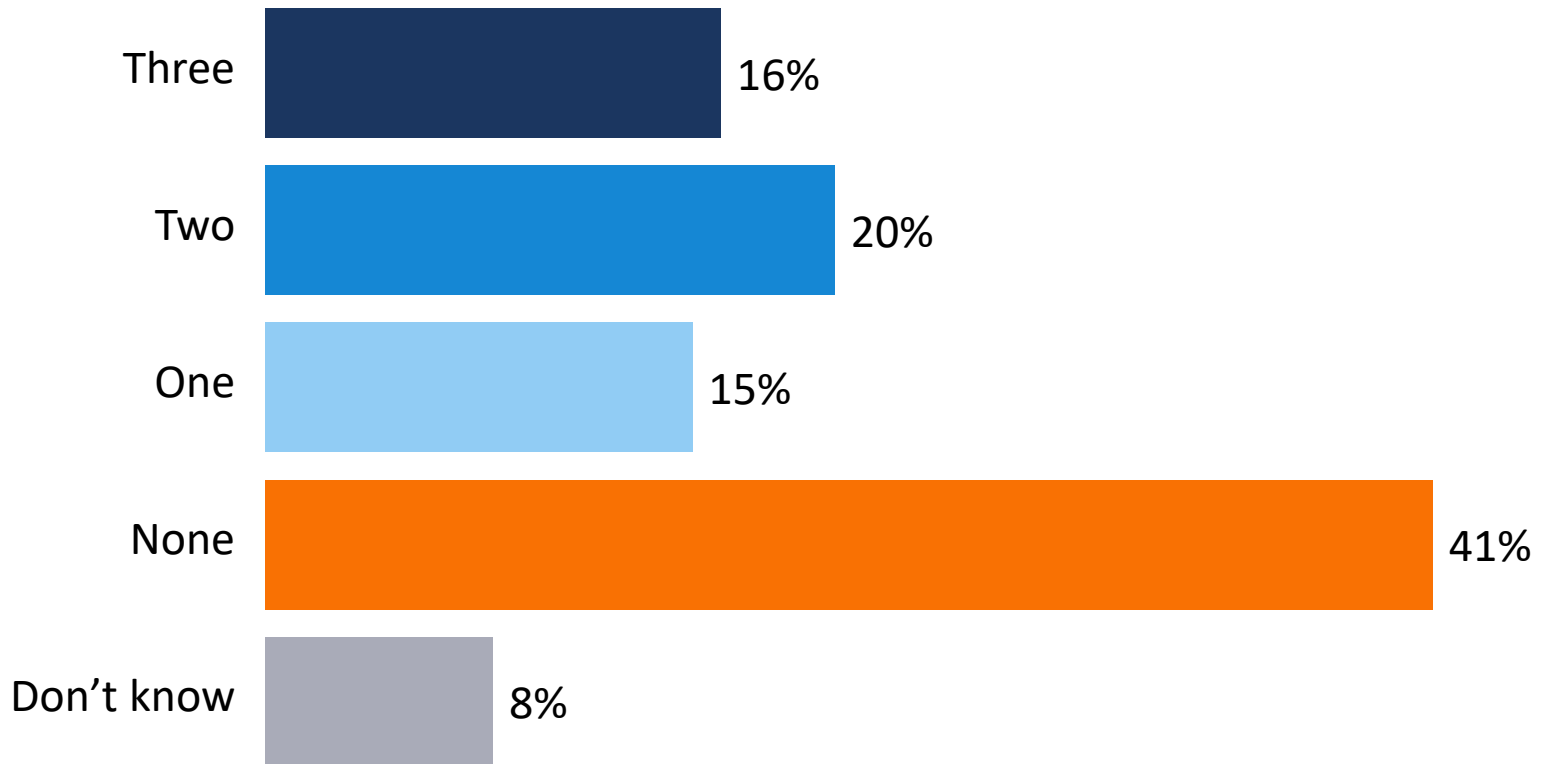
# A majority oppose allowing retail cannabis businesses within city limits.

*“In actuality, there is currently a Citywide ban on the operation of businesses that sell cannabis products./You are correct, there is currently a Citywide ban on the operation of businesses that sell cannabis products.” However, the City of Calabasas is considering lifting the current ban and allowing for cannabis retail stores. Knowing this, do you generally support or oppose allowing retail cannabis businesses within Calabasas city limits?*



# Two in five say they would prefer no cannabis businesses in the city.

*Regardless of whether or not you support allowing retail cannabis within Calabasas city limits, if the City were to allow commercial cannabis businesses within the Calabasas city limits, what number of cannabis retail businesses are you comfortable with allowing in Calabasas?*







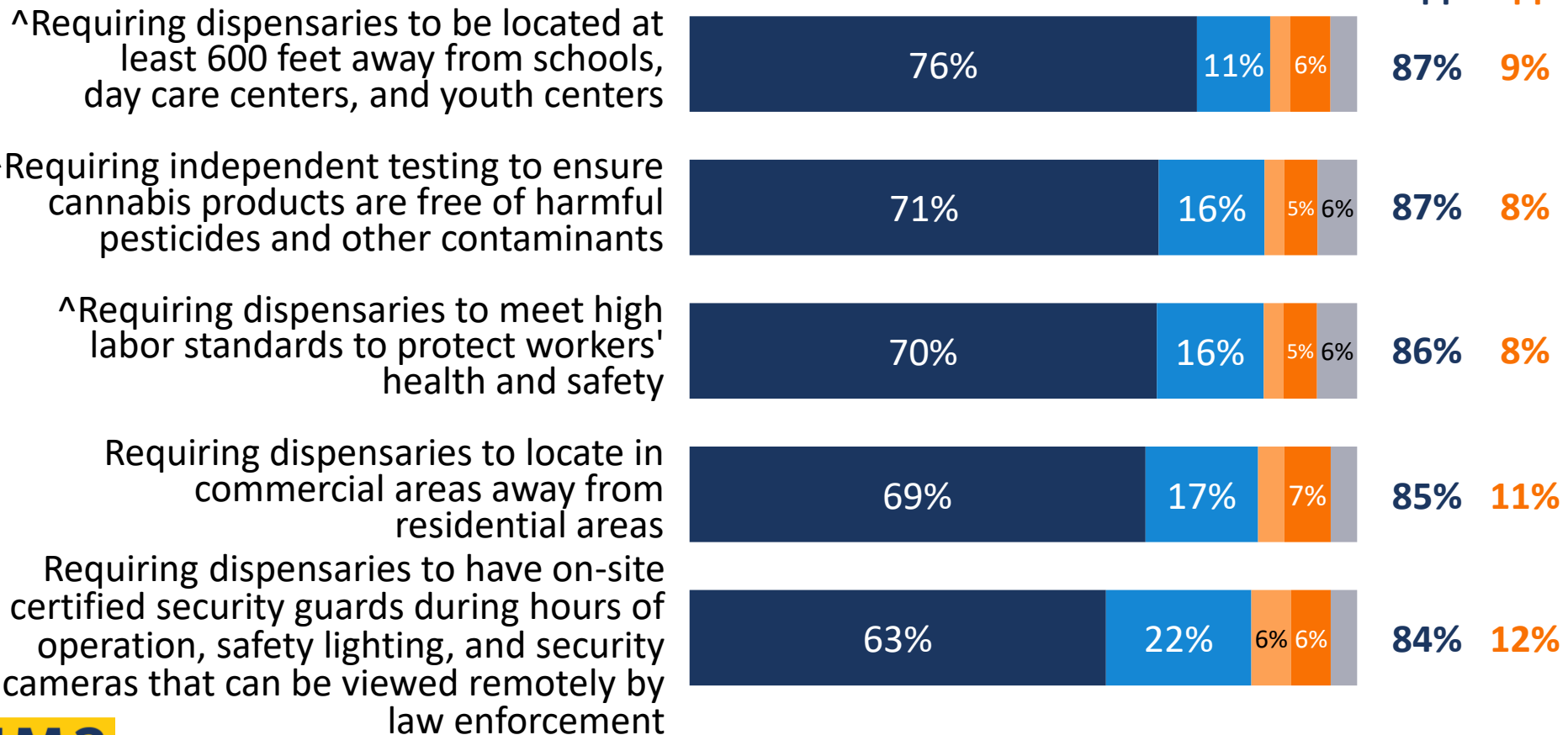
# **Views on Cannabis Rules and Regulations**

# Voters offer strong support for requiring dispensaries to locate away from schools and to test products for contaminants.

*I am going to mention different rules and regulations that may be included if retail cannabis businesses were allowed to legally operate within Calabasas city limits. Please tell me whether you support or oppose that particular rule or regulation.*

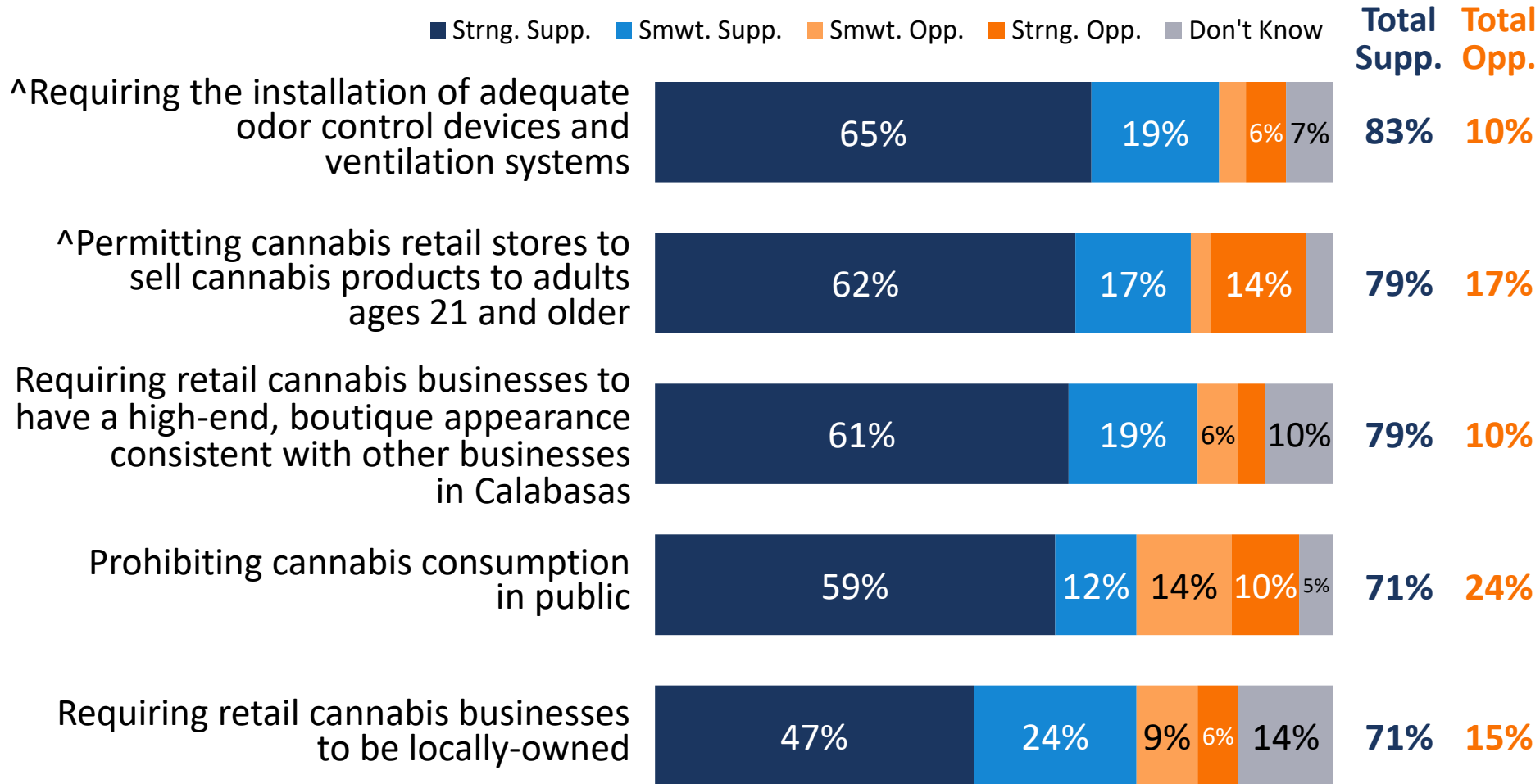
*(Ranked by Total Support)*

■ Strng. Supp. ■ Smwt. Supp. ■ Smwt. Opp. ■ Strng. Opp. ■ Don't Know **Total Supp.** **Total Opp.**



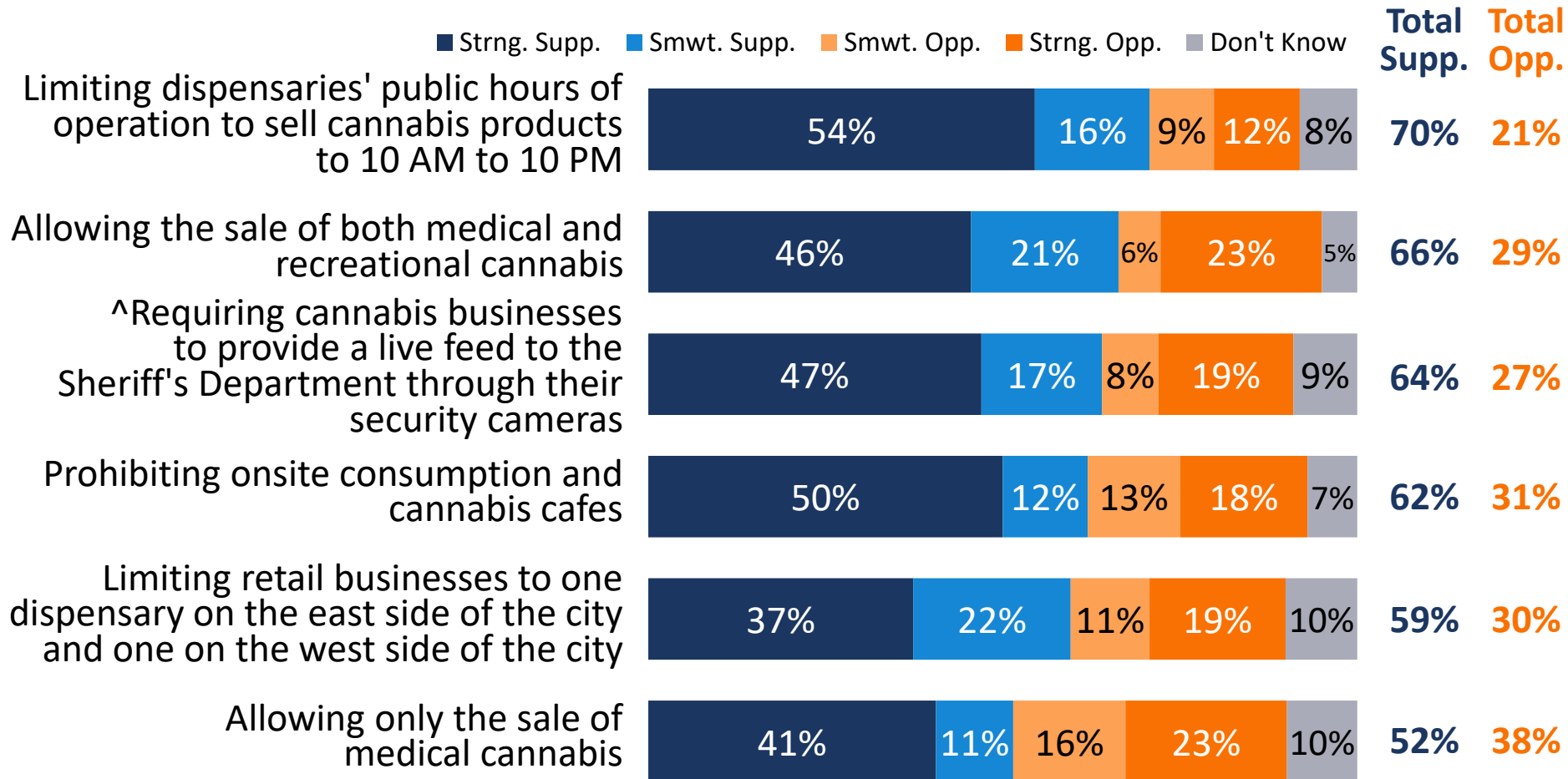
# Support for Rules and Regulations Continued

(Ranked by Total Support)



# Support for Rules and Regulations Continued

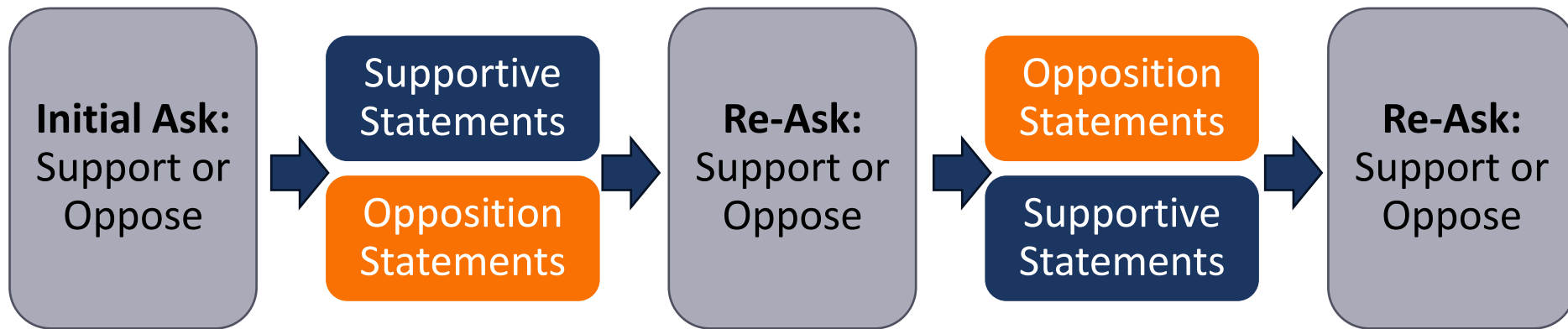
(Ranked by Total Support)





# Messaging

# Split-Sample Presentation of Supportive and Opposing Statements



# After all messaging, voters continue to oppose the retail cannabis businesses.

*Do you generally support or oppose allowing retail cannabis businesses within Calabasas city limits?*

**Supportive Statements First**

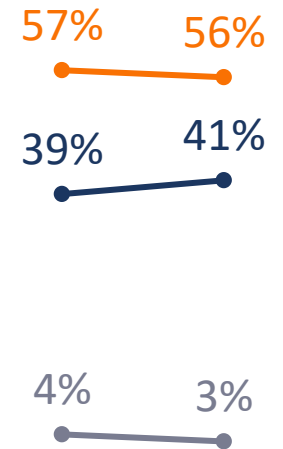
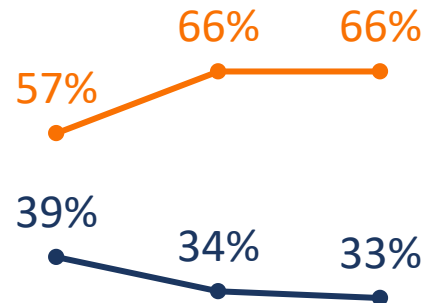
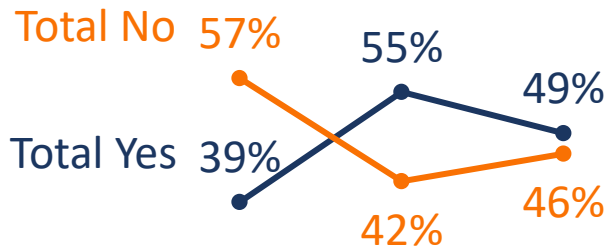
**Opposition Statements First**

**Total**

Initial Support    After Positives Only    After All Messaging

Initial Support    After Negatives Only    After All Messaging

Initial Support    After All Messaging



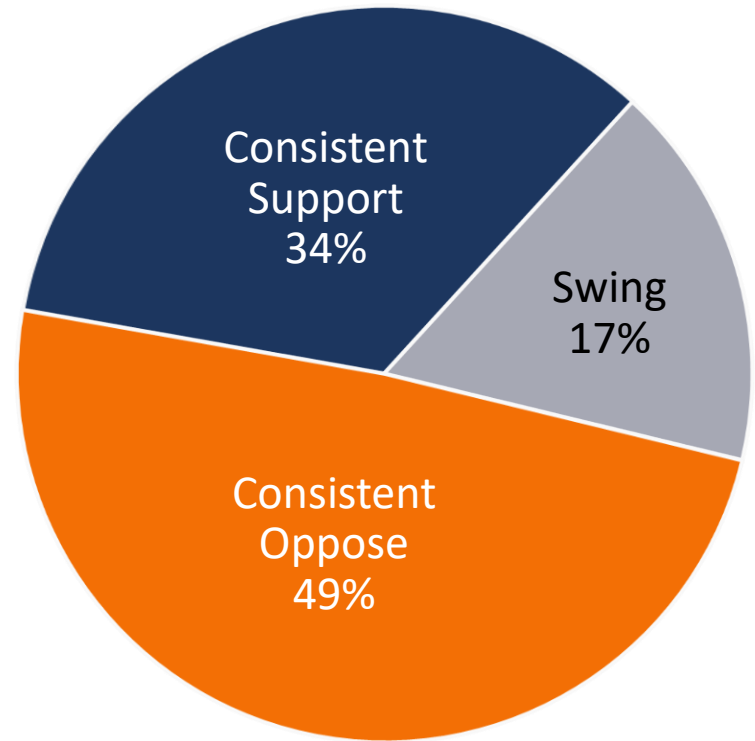
# Segmenting the Electorate

❖ **Consistent Support:** Voters who consistently indicated they would support the measure

❖ **Consistent Oppose:** Voters who consistently indicated they would oppose the measure

❖ **Swing:** Voters who do not fall into any of the other categories – remaining consistently undecided or switching positions

The following slide shows demographic groups that *disproportionately* fall into one category or the other.







# Conclusions

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- Calabasas voters are largely unfamiliar with whether cannabis retail sales are currently allowed within city limits.
- However, a majority oppose lifting the ban on retail cannabis sales.
- If cannabis were to be legalized for one reason or another, voters offer strong support for a number of the rules and regulations for cannabis businesses, particularly distance requirements from children's facilities and testing products for contaminants.
- After providing reasons to support and oppose lifting the ban on retail cannabis sales within city limits, the results indicate that, at this time, Calabasas voters are not open to this idea.

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