

South Berwick Non-Binding Survey on Marijuana Establishments

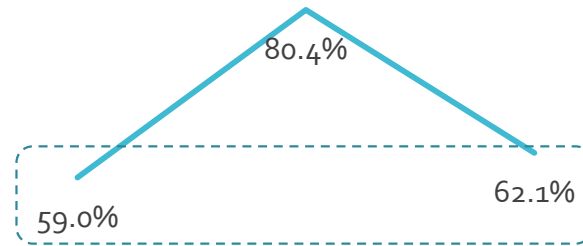
November 13, 2018

Mallory Cook, South Berwick Town Councilor

Survey Content

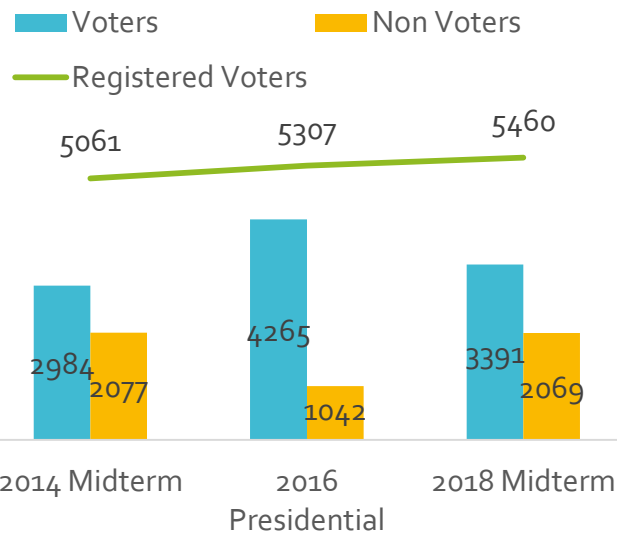
- Survey Content
 - 2016 Question 1 Ballot Item
 - How did you vote?
 - Adult-Use Marijuana
 - Primary Questions
 - Yes/No on 4 different types of establishments
 - Secondary Questions
 - Zoning: where should those establishments be (Residential, Industrial, or Business Zones)
 - Medical Marijuana
 - Primary Questions
 - Yes/No on 4 different types of establishments
 - Secondary Questions
 - Zoning: where should those establishments be (Residential, Industrial, or Business Zones)
 - No identifying information was collected
 - For detailed survey content, see Appendix 1.1-1.2
- Survey Administration
 - Distribution to voters on November 6, 2018
 - Paper Survey
 - Voters were given option to take survey while waiting in line to vote, before, or after they voted
- Data Entry
 - An Excel Macro was written to record surveys
 - Responses were recorded with binary (0/1) for yes/no, blank for no response
 - 150 Responses were entered by Deanna Remick, assistant to Town Manager
 - 914 Responses were entered by Mallory Cook, Town Councilor
 - Hard copies of surveys will be archived at South Berwick Town Hall

Voter Turnout



- Voter turnout for midterm election increased by 3.1% from 2014 to 2018

2014 Midterm 2016 Presidential 2018 Midterm



- Registered voters have increased by 7.8% since 2014 and 2.9% since 2016

Sample Size, Confidence Levels, and Confidence Intervals

Definitions:

- **Confidence Level:** how confident one can be in the result
- **Confidence Interval:** margin of error in decimal form; plus-or-minus figure that represents the accuracy of the result
- **Population Size:** number of people in your demographic
- **Sample Size** (calculated based on above inputs): number of completed responses required

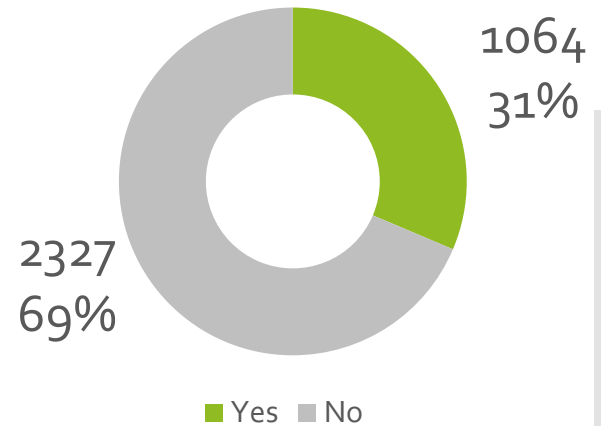
In order to have a certain **confidence level** and **confidence interval** for a finite **population**, a minimum **sample size** must be collected

Example:

- Confidence Level = 95%
- Confidence Interval = 5%
- Population Size = 10,000
- Required Sample Size = 370
- Survey Results: **N > 370** AND **70%** of respondents say 'soda' instead of 'pop'
- Conclusion: We can conclude with **95%** confidence that **65%-75%** of total population (**10,000**) says 'soda' instead of 'pop'

South Berwick Marijuana Survey Sample Size

31% (1,064) of November 6, 2018 voters took the survey




Sample Sizes calculated based on population = 7,700 (South Berwick Residents)



Confidence Level	Confidence Interval	Sample Size Needed
95%	5%	366
99%	5%	613
99%	4%	916
95%	3%	937

Actual Sample Size (1,064) is greater than above scenario sample size therefore we can be:

 **95%** confident that the following results are representative of South Berwick residents within $\pm 3\%$

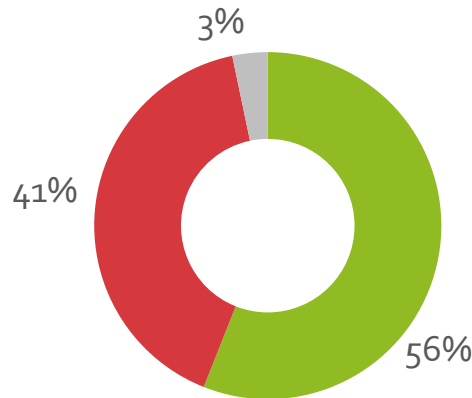
2016 Ballot Item compared to now

In 2016, Question 1 addressed the *Maine Marijuana Legalization Measure*

- A 'yes' vote supported legalizing recreational marijuana for adults of the age of 21
- A 'no' vote opposed this proposal to legalize recreational marijuana

2016 Question 1

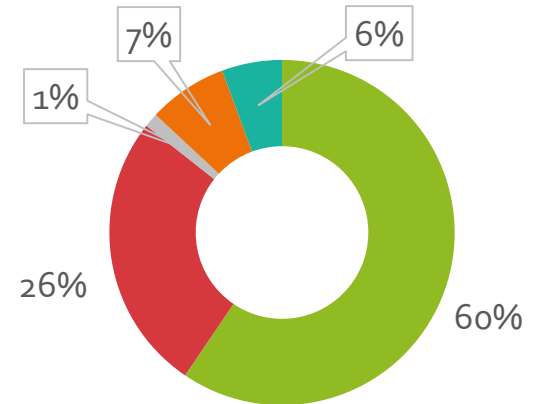
N = 4265



■ Yes ■ No ■ Blank

2018 Recollection of Question 1

N = 1064

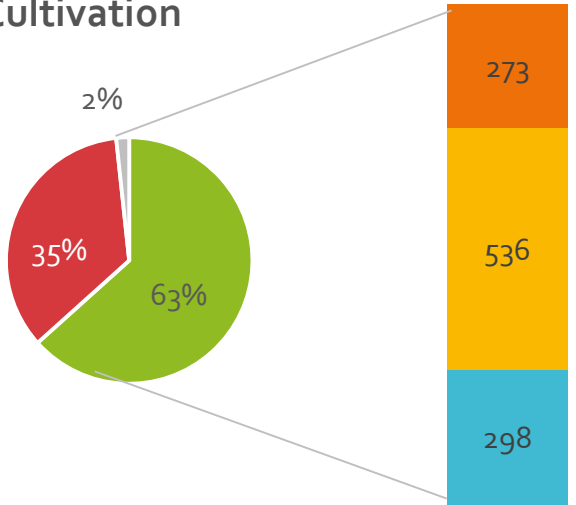


■ Yes ■ No
■ Blank ■ Did Not Vote
■ Do Not Remember

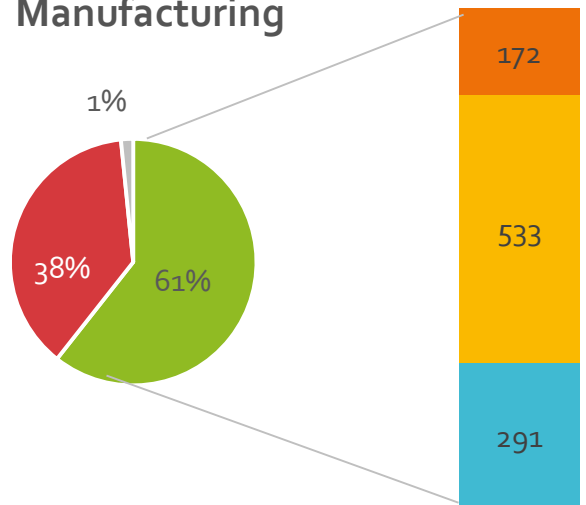
● Yes
● No ● Blank

Adult-Use Marijuana Public Opinion

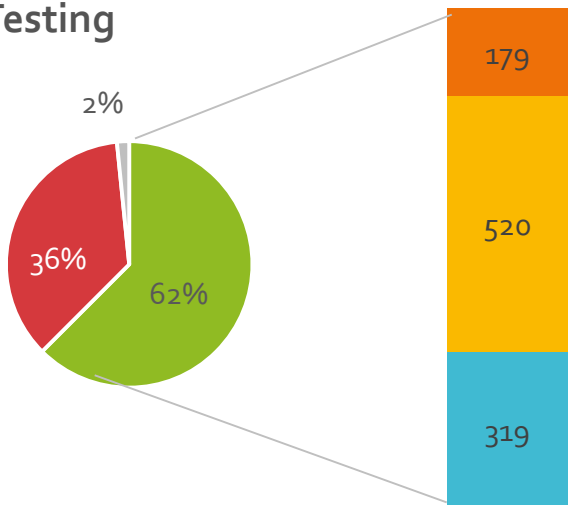
Cultivation



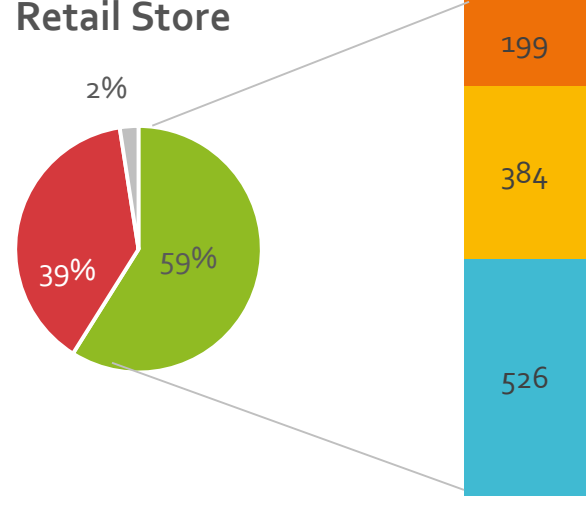
Manufacturing



Testing



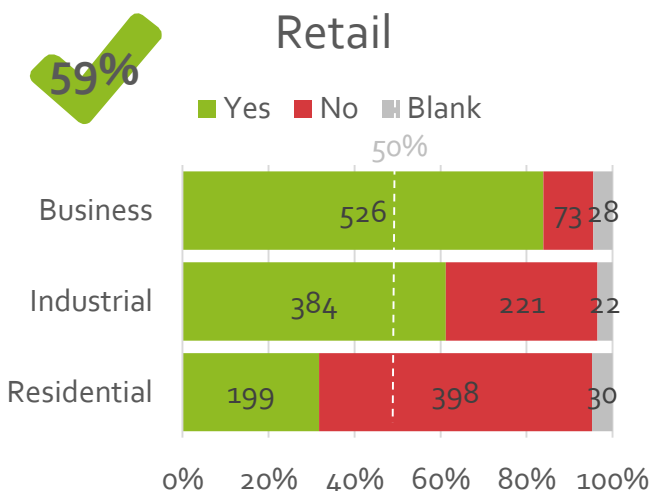
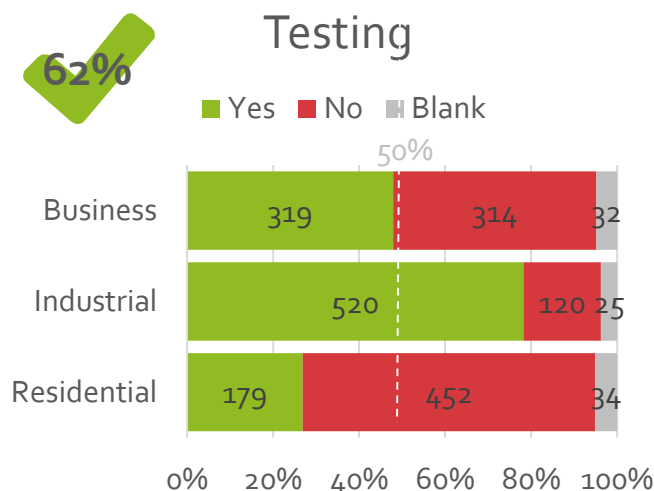
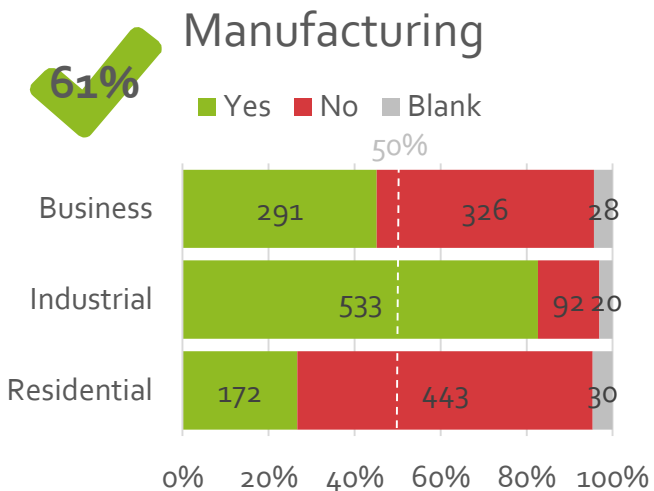
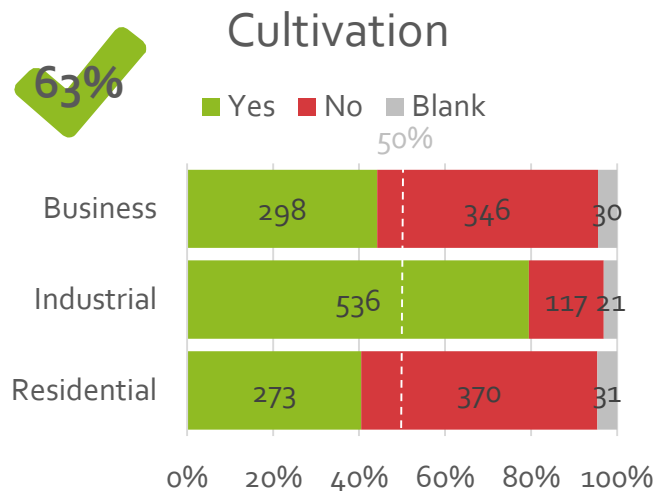
Retail Store



● Business Zones ● Residential Zones
● Industrial Zones

- Favor Pie Charts: Based on questions A1-A4, N = 1064
- Zone Preference: Based on questions A5-A7, Respondents could select multiple options

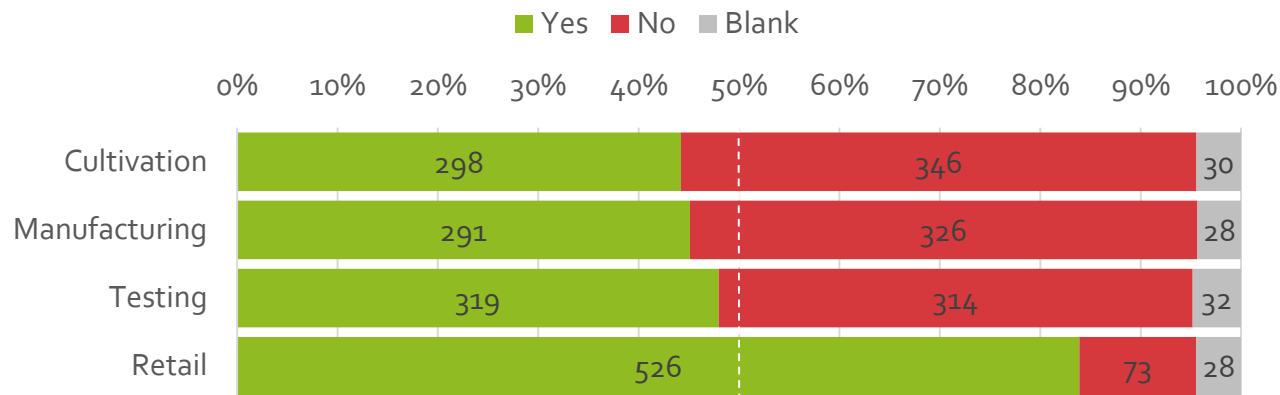
Adult-Use Marijuana Type by Zone



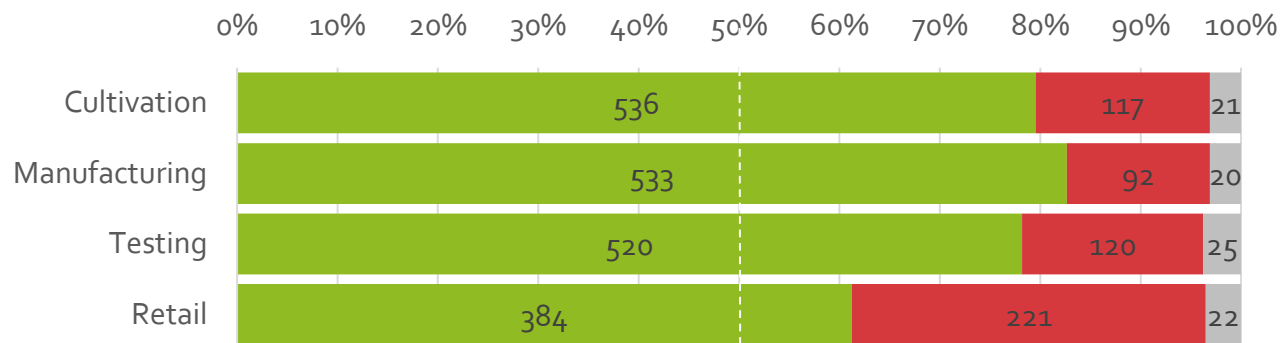
Based on questions A5-A7 with a 'Yes' response for questions A1-A4

Adult-Use Marijuana Zone by Type

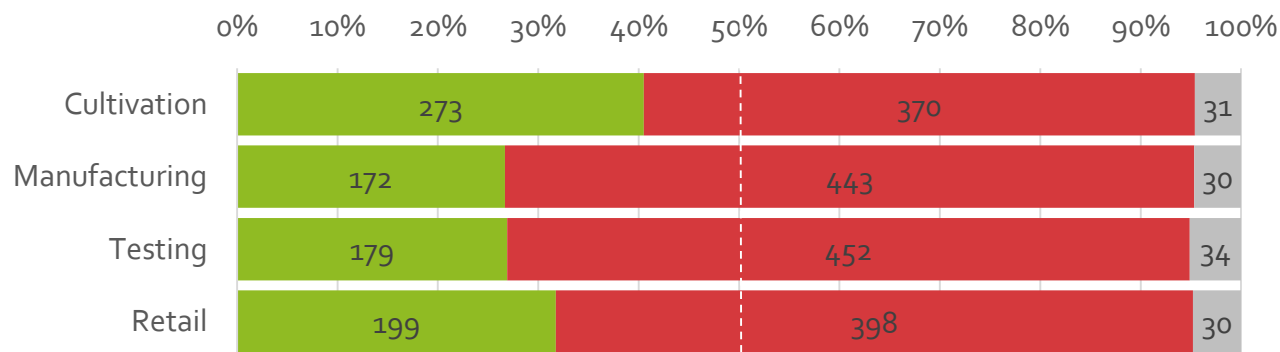
Business Zones



Industrial Zones



Residential Zones

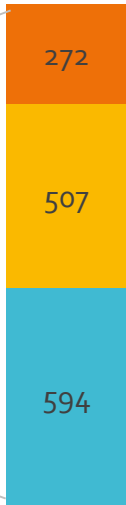
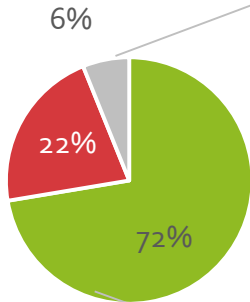


Based on questions A5-A7 with a 'Yes' response for questions A1-A4

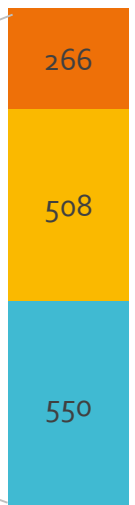
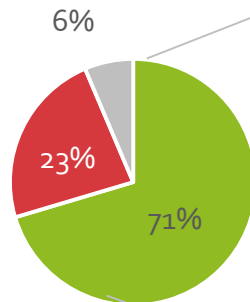
● Yes
● No ● Blank

Medical Marijuana Public Opinion

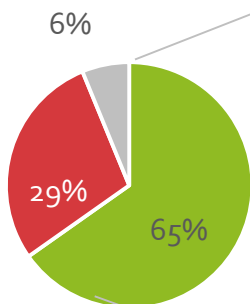
Caregiver Retail Store



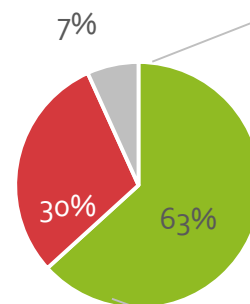
Registered Dispensary



Testing



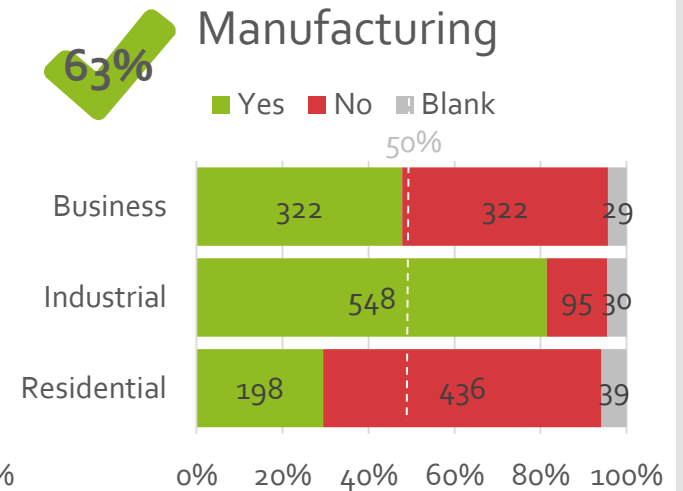
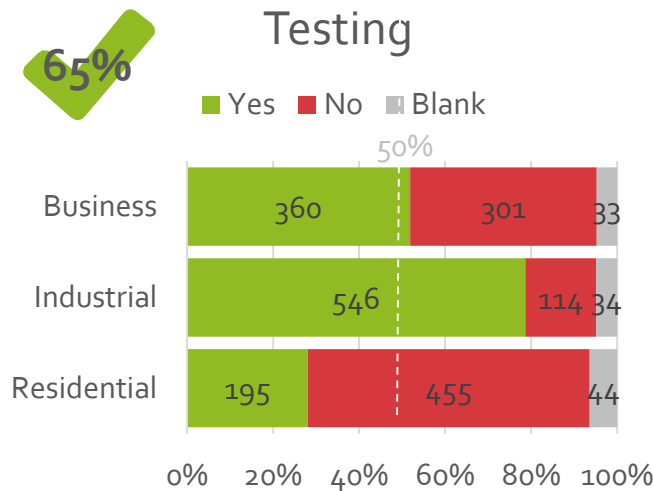
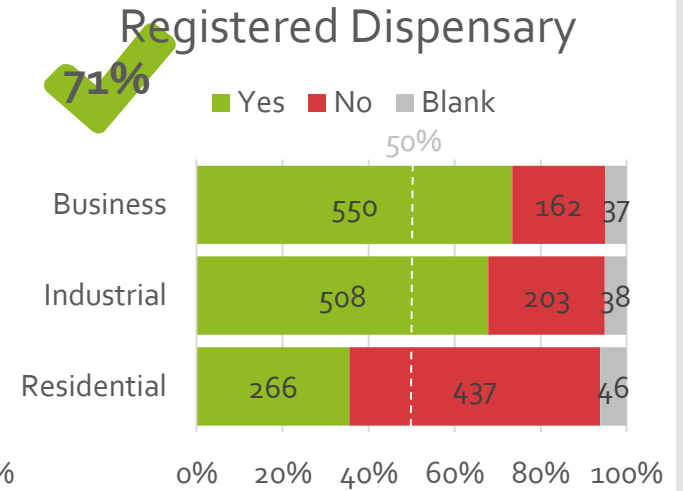
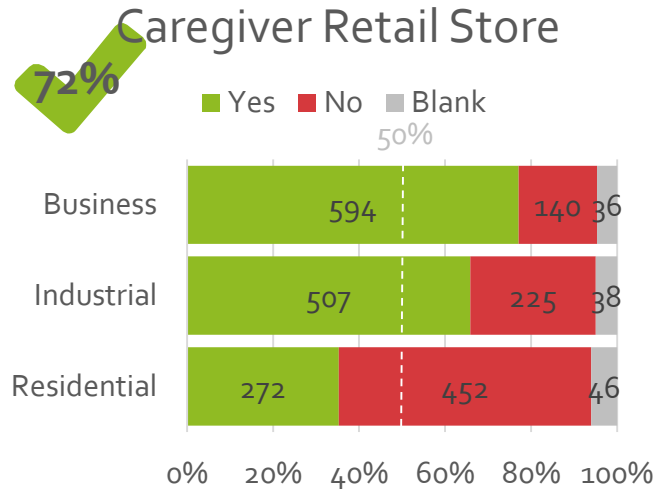
Manufacturing



● Business Zones ● Residential Zones
● Industrial Zones

- Favor Pie Charts: Based on questions M1-M4, N = 1064
- Zone Preference: Based on questions M5-M7, Respondents could select multiple options

Medical Marijuana Type by Zone

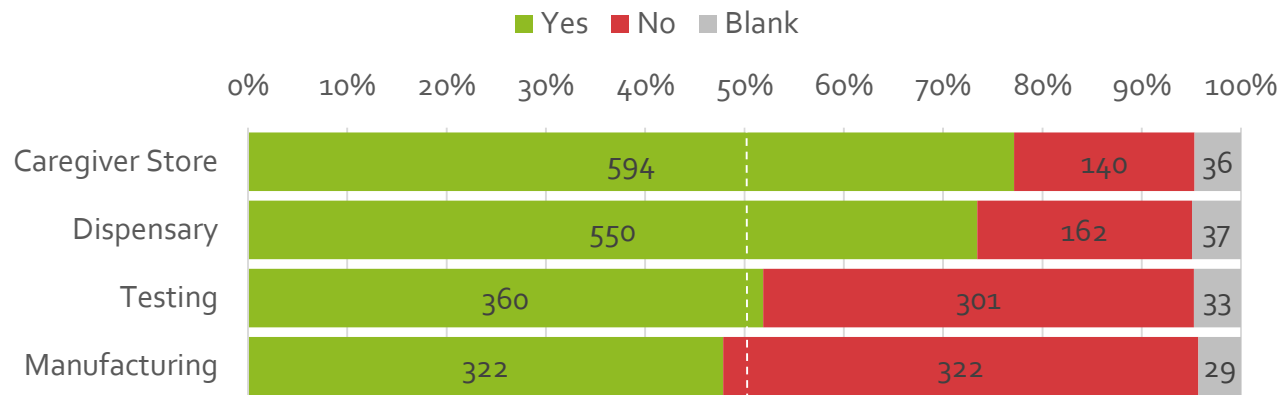


Based on questions M5-M7 with a 'Yes' response for questions M1-M4

% Favorable

Medical Marijuana Zoning

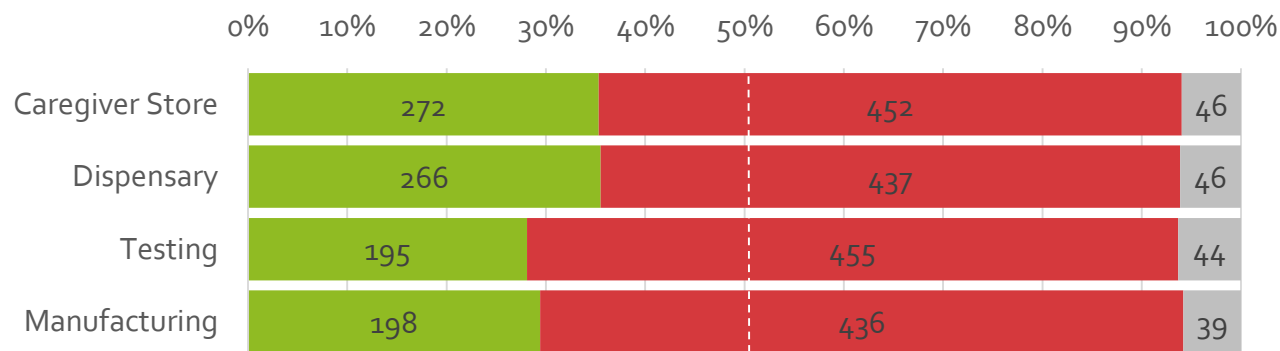
Business Zones



Industrial Zones



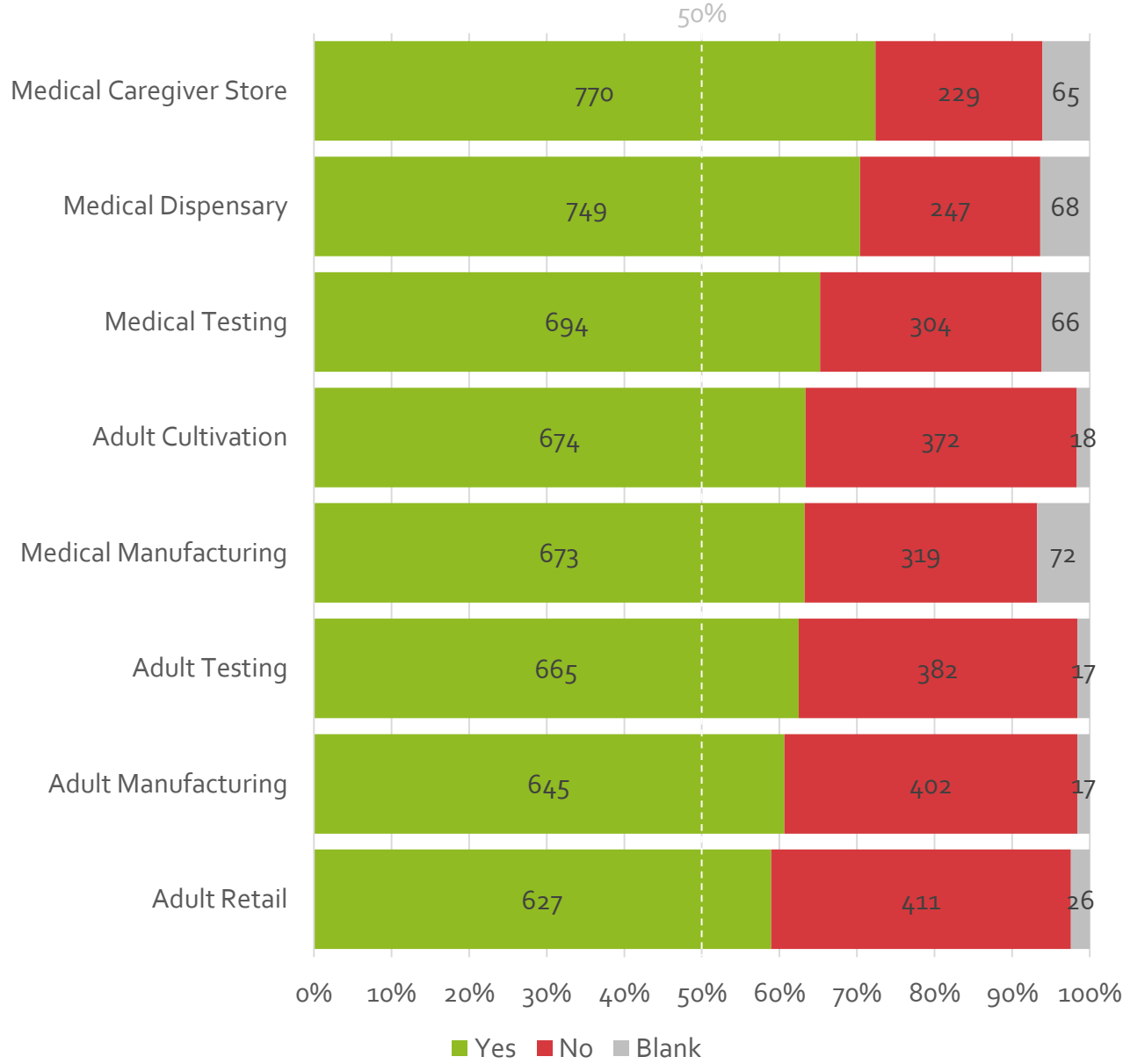
Residential Zones



Based on questions M5-M7 with a 'Yes' response for questions M1-M4

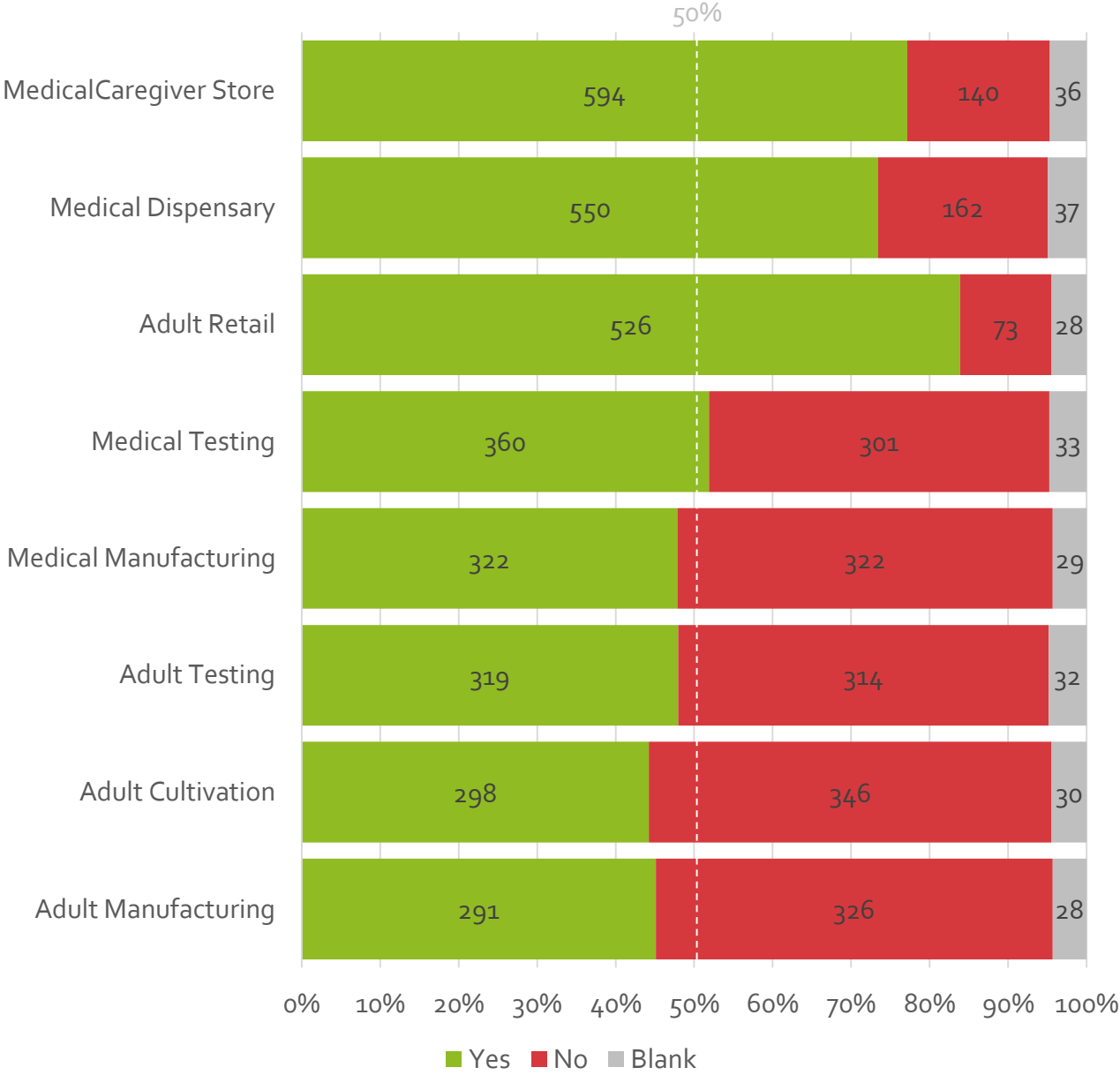
Number of Respondents in favor of the following establishments in South Berwick

All Marijuana Establishments



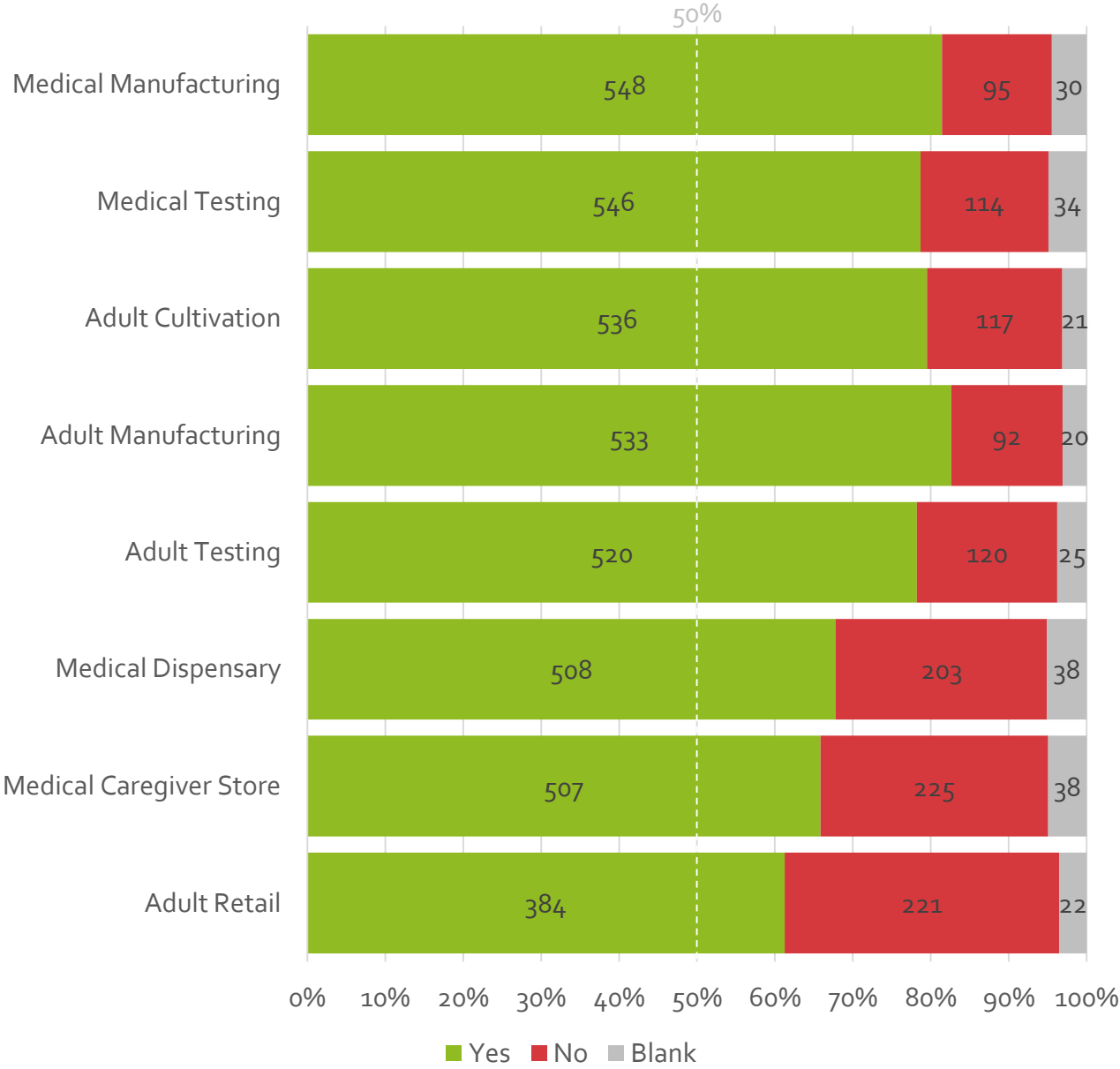
Based on questions A1-A4, M1-M4

Number of Respondents in favor of the following establishments in the Business Zones



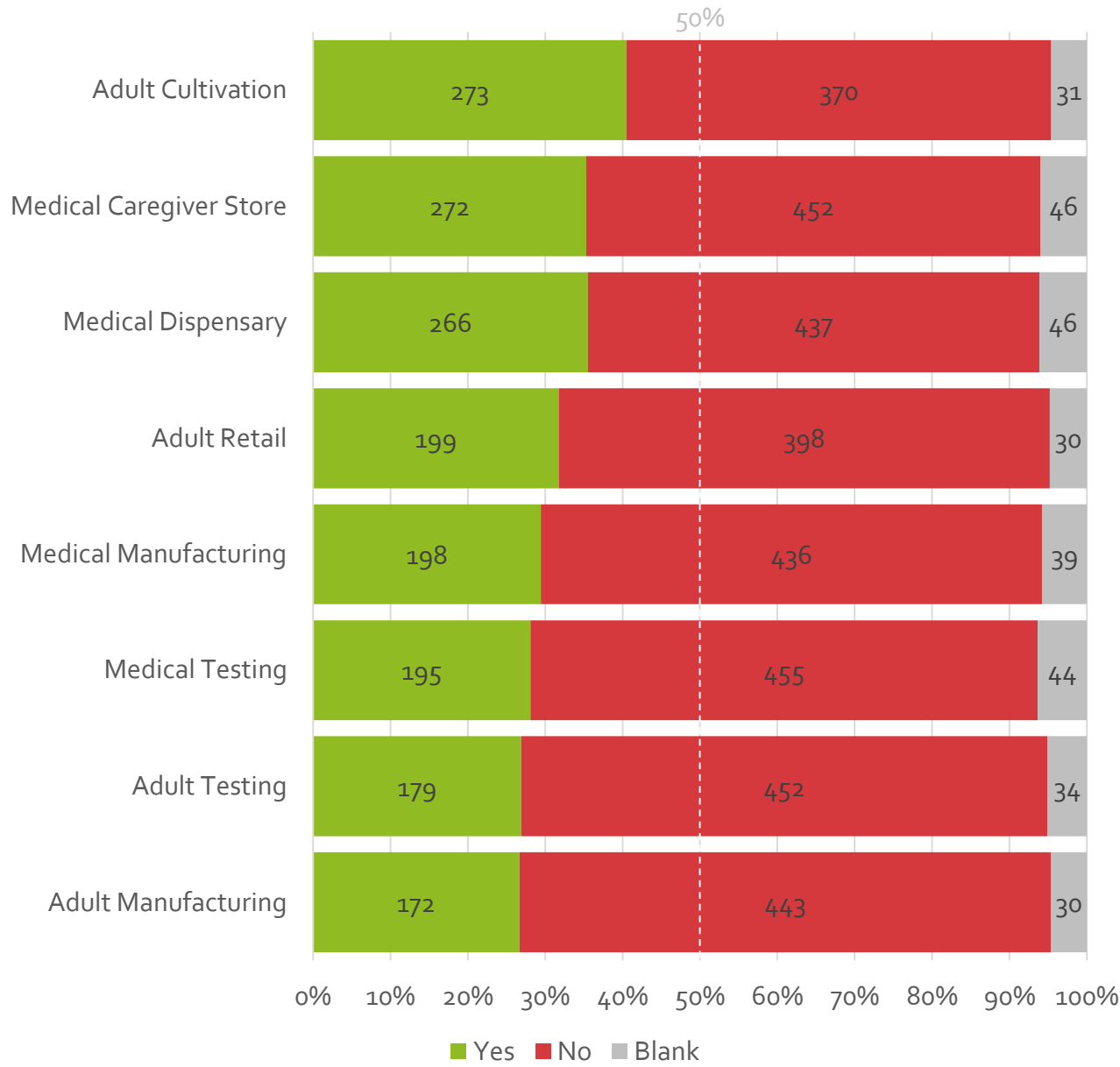
Based on questions A5 and M5

Number of Respondents in favor of the following establishments in the Industrial Zones



Based on questions A6 and M6

Number of Respondents in favor of the following establishments in the Residential Zones



Based on questions A7 and M7

Insights



69% (731/1064) of responses were in favor of at least one kind of adult-use establishment (retail, testing, cultivation, or manufacturing)



5% (51/1064) of responses indicated they voted yes Question 1 in 2016 but do not support any adult-use marijuana establishments in South Berwick

Top Response Combinations

1. 11% (116/1064) of people responded with No/None for all questions
2. 7% (72/1064) of people responded with Yes for all questions
3. 3% (32/1064) of people responded with Yes for all questions but one - they not want any marijuana establishments in the Residential Zones (None on A7 and M7)

Appendix

Appendix	Content
1.1	Detailed Survey Page 1
1.2	Detailed Survey Page 2

Appendix 1.1

South Berwick Non-Binding Survey on Marijuana Establishments

October/November 2018

Q1. How did you vote on the 2016 Maine Marijuana Legalization ballot item?

- A 'yes' vote supported legalizing recreational marijuana for adults over 21
- A 'no' vote opposed this proposal to legalize recreational marijuana

- Yes No
 I did not vote I do not remember

Adult Use Marijuana (also known as recreational or non-medical marijuana)

A1. Do you support an adult-use marijuana cultivation facility in South Berwick?

Definition: *facility licensed to grow and process marijuana for adult use*

- Yes No

A2. Do you support an adult-use marijuana manufacturing facility in South Berwick?

Definition: *facility licensed to manufacture, label, and package adult use marijuana and adult use marijuana products including the extraction, production, blending, infusing and compounding of products*

- Yes No

A3. Do you support an adult-use marijuana testing facility in South Berwick?

Definition: *facility licensed to develop, research, and test adult use marijuana, marijuana products, and other substances*

- Yes No

A4. Do you support an adult-use retail marijuana store in South Berwick?

Definition: *facility licensed to sell adult-use marijuana and marijuana products to consumers*

- Yes No

Refer to **color-coded town map** for the following questions. Mark all that apply.

A5. Which of the following adult-use facilities do you support in the **BUSINESS ZONES (blue)**?

- Cultivation facility Testing facility
 Manufacturing facility Retail marijuana store
 None

A6. Which of the following adult-use facilities do you support in the **INDUSTRIAL ZONES (yellow)**?

- Cultivation facility Testing facility
 Manufacturing facility Retail marijuana store
 None

A7. Which of the following adult-use facilities do you support in the **RESIDENTIAL ZONES (orange)**?

- Cultivation facility Testing facility
 Manufacturing facility Retail marijuana store
 None

Continue on back →

Appendix 1.2

Medical Marijuana (marijuana to treat a qualifying medical condition)

M1. Do you support a medical marijuana registered caregiver retail store in South Berwick?

Definition: *facility or location in which a registered medical marijuana caregiver sells marijuana to qualifying patients for the patients' medical use through a storefront*

Yes No

M2. Do you support a medical marijuana registered dispensary in South Berwick?

Definition: *facility licensed to acquire, possess, cultivate, manufacture, deliver, transfer, transport, sell, supply, or dispense marijuana to qualifying patients and caregivers of those patients*

Yes No

M3. Do you support a medical marijuana testing facility in South Berwick?

Definition: *facility licensed to test marijuana and marijuana products for contamination, potency, and profile*

Yes No

M4. Do you support a medical marijuana manufacturing facility in South Berwick?

Definition: *facility licensed to produce, blend, infuse, compound or otherwise prepare marijuana concentrate and products*

Yes No

Refer to **color-coded town map** for the following questions. Mark all that apply.

M5. Which of the following medical facilities do you support in the **BUSINESS ZONES (blue)**?

- | | |
|--|---|
| <input type="checkbox"/> Registered caregiver retail store | <input type="checkbox"/> Registered dispensary |
| <input type="checkbox"/> Testing facility | <input type="checkbox"/> Manufacturing facility |
| <input type="checkbox"/> None | |

M6. Which of the following medical facilities do you support in the **INDUSTRIAL ZONES (yellow)**?

- | | |
|--|---|
| <input type="checkbox"/> Registered caregiver retail store | <input type="checkbox"/> Registered dispensary |
| <input type="checkbox"/> Testing facility | <input type="checkbox"/> Manufacturing facility |
| <input type="checkbox"/> None | |

M7. Which of the following medical facilities do you support in the **RESIDENTIAL ZONES (orange)**?

- | | |
|--|---|
| <input type="checkbox"/> Registered caregiver retail store | <input type="checkbox"/> Registered dispensary |
| <input type="checkbox"/> Testing facility | <input type="checkbox"/> Manufacturing facility |
| <input type="checkbox"/> None | |

Thank you for participating in this survey!

Town Manager: *Perry Ellsworth* Town Councilors: *Jack Kareckas, John James, Russ Abell, Tom Chase, Mallory Cook*