

THE NCSTM
The National Citizen SurveyTM

Nevada County, CA

Survey Results of Cannabis-
Related Questions
2017



NRC
National Research Center Inc

The NCS is presented by NRC
in collaboration with ICMA

ICMA

Leaders at the Core of Better Communities

About NRC



- 20 years conducting survey research for local government
- Wrote the books on citizen surveying
- Industry pioneers
- Long-term partnerships with ICMA and NLC
- Charter members of AAPOR Transparency Initiative

About The National Citizen Survey

- **Community Livability**
 - **Community Characteristics**
 - **Governance**
 - **Participation**



The NCS & Nevada County

- First-time participant in The NCS
- Scientific sample of 1,800 households
 - 545 returned surveys; 32% response rate
 - $\pm 4\%$ margin of error

Expanded
sample

Open-ended
question

Online
response
option

Geographic
comparisons

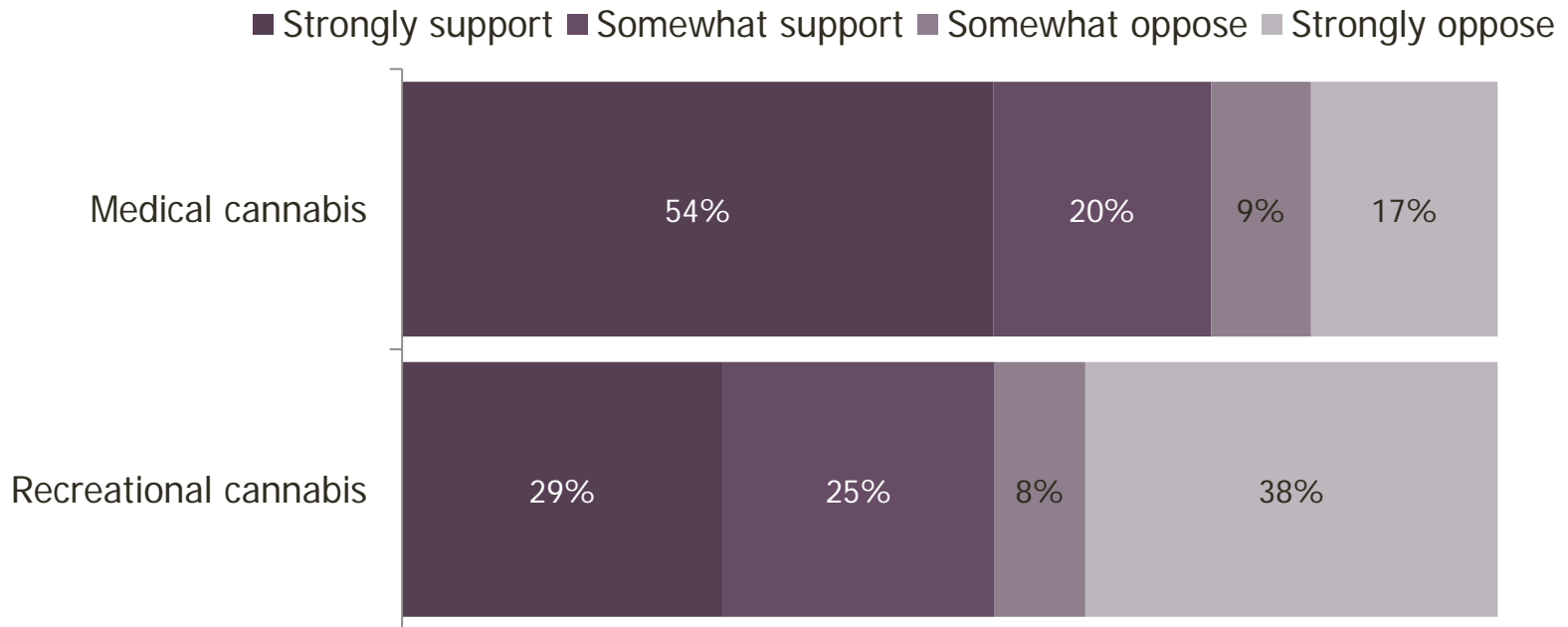
Extra page of
questions

In-person
presentations

Next Steps
Workshops

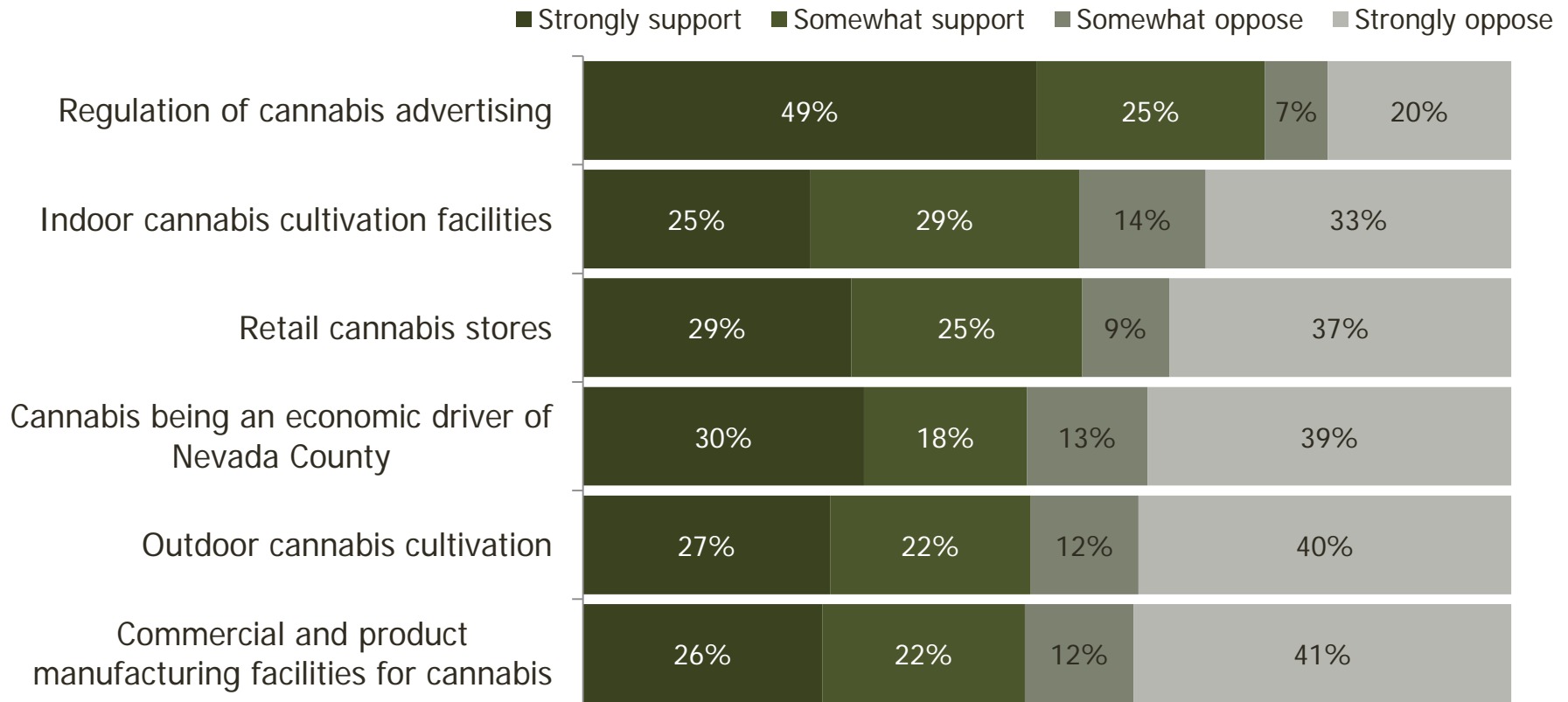
Level of Support for Retail Sales of Cannabis

To what extent do you support or oppose each of the following types of retail sales of cannabis in Nevada County?



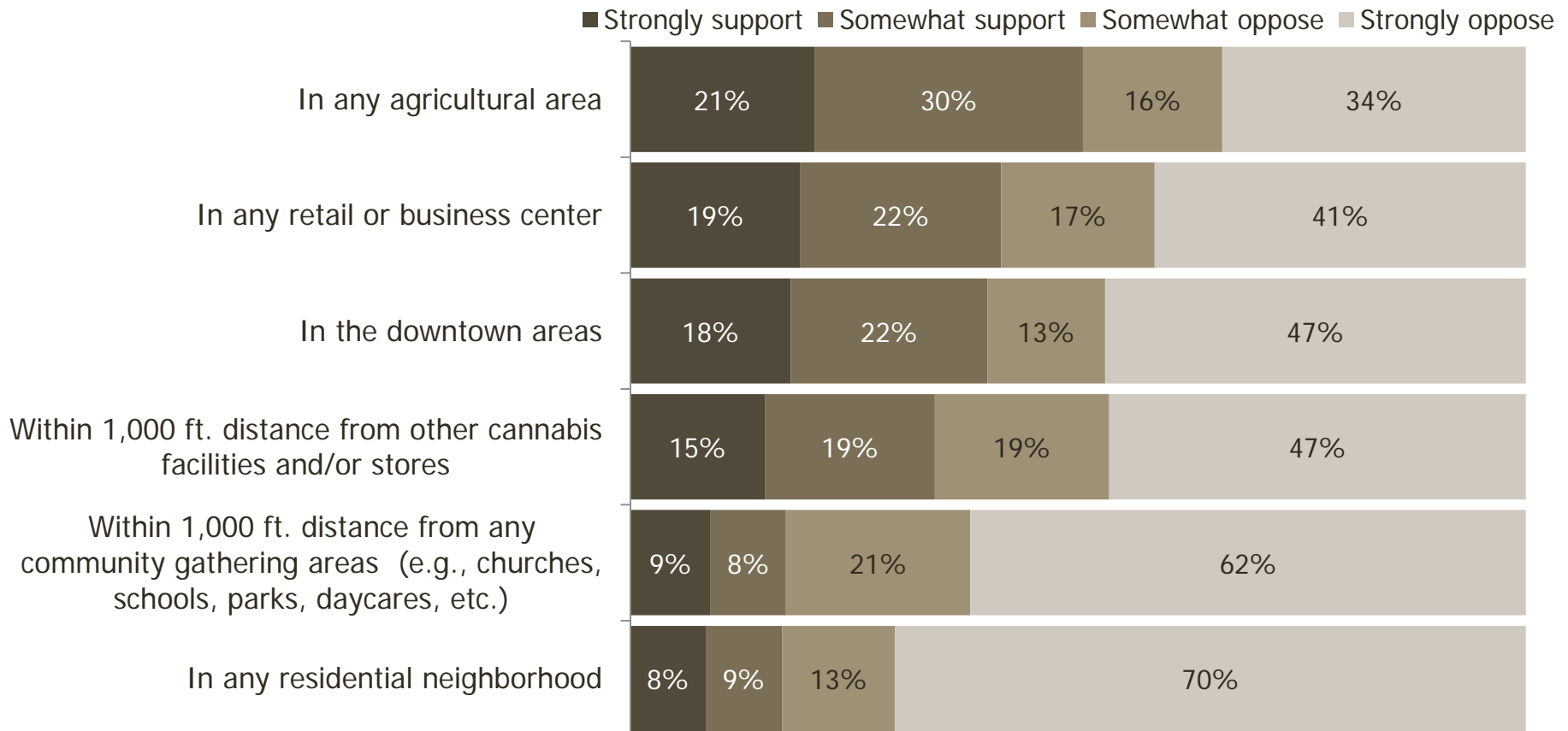
Level of Support for Future Presence of Cannabis

To what extent would you support or oppose each of the following in the future in Nevada County?



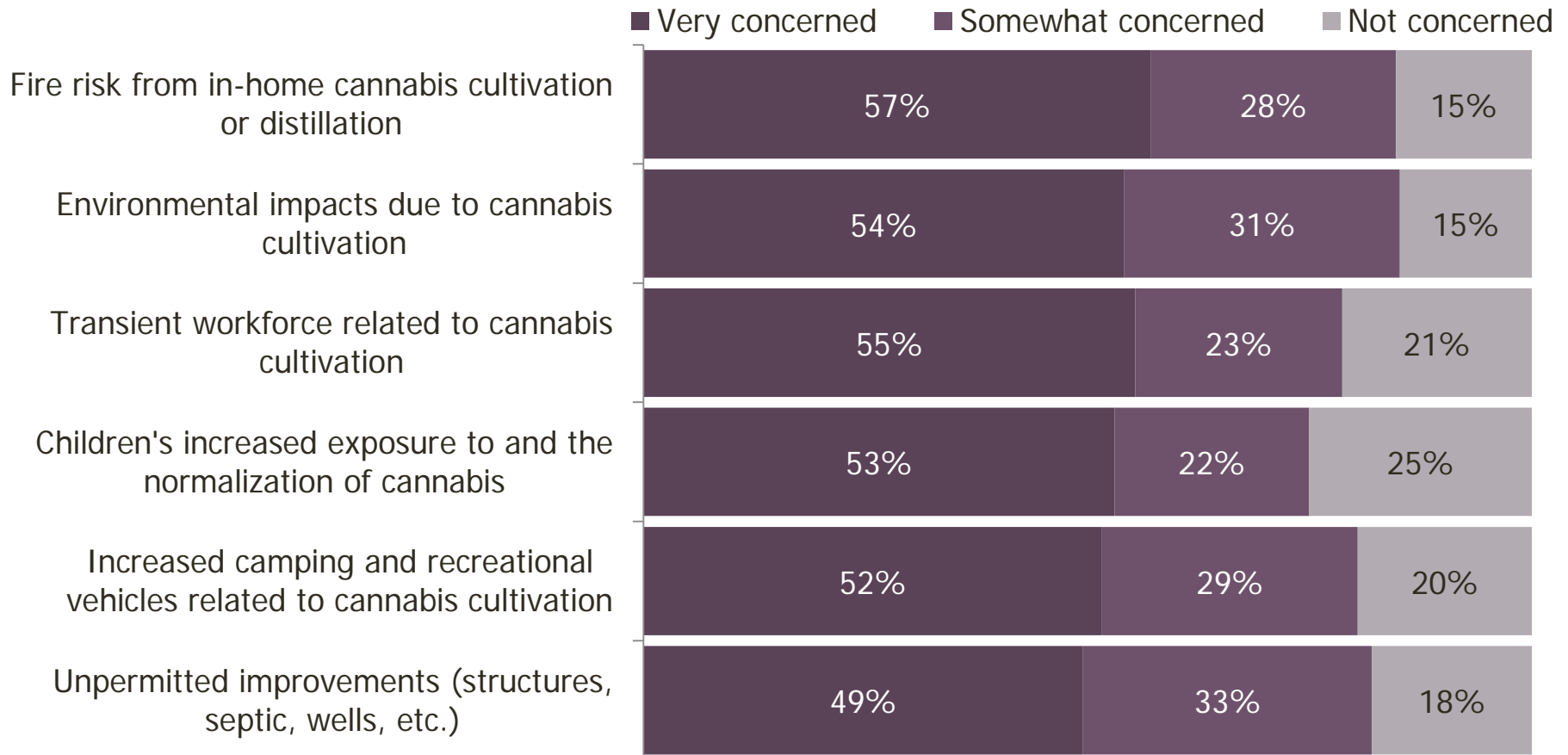
Level of Support for Locations of Retail Cannabis Facilities

To what extent do you support or oppose the following locations for retail cannabis facilities within Nevada County?



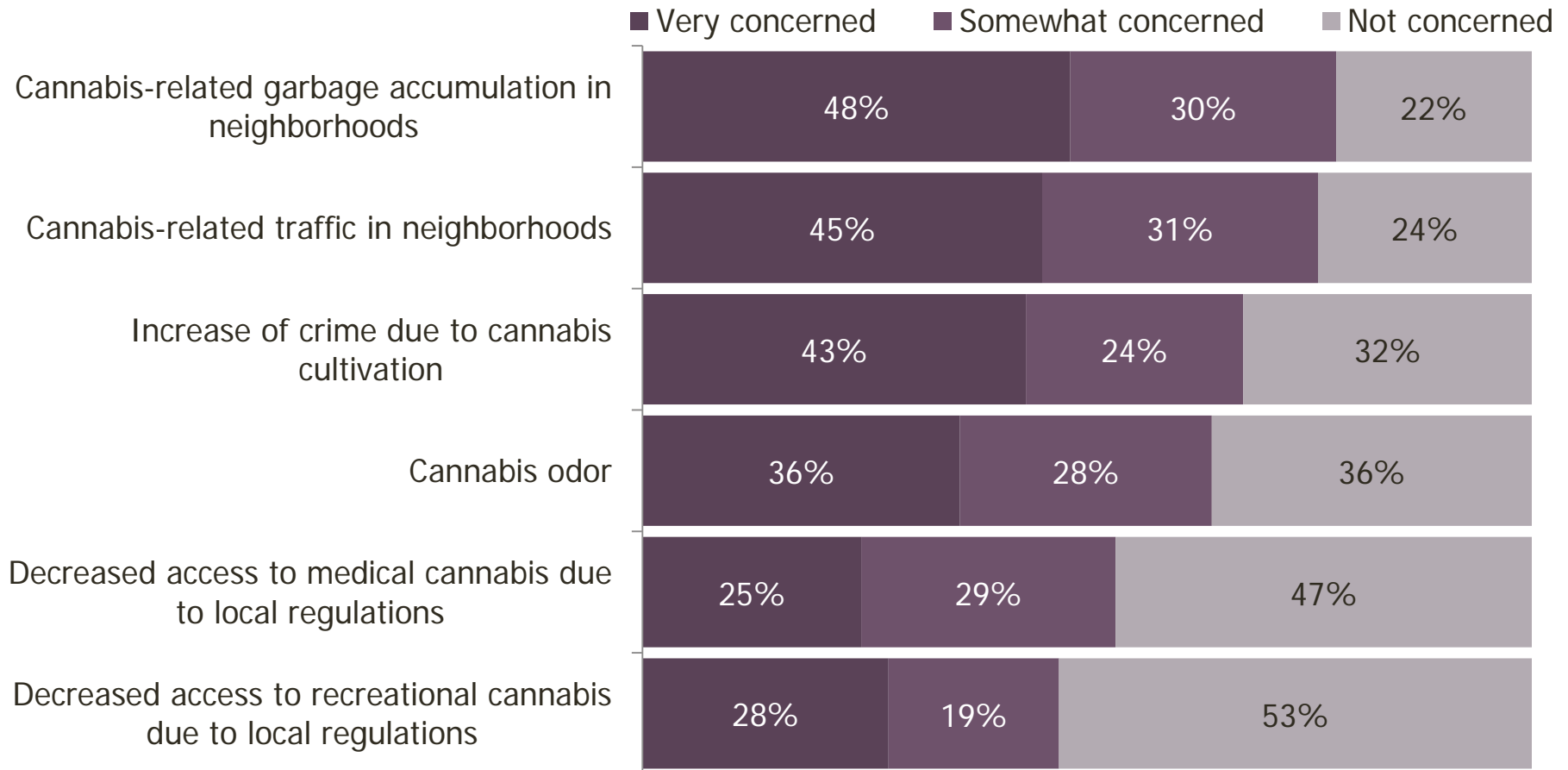
Level of Concern with Aspects of Cannabis (1)

To what extent, if at all, are you concerned about each of the following aspects of cannabis in Nevada County?



Level of Concern with Aspects of Cannabis (2)

To what extent, if at all, are you concerned about each of the following aspects of cannabis in Nevada County?



Conclusions

- Generally, residents appear divided on the topic and many feel strongly opposed to cannabis in Nevada County.
- Respondents were more supportive of retail sales of medical cannabis (74% support) than they were of recreational cannabis (54%).
- While a majority of residents supported the regulation of cannabis advertising, half or less supported other aspects of cannabis cultivation and sales.
- Respondents were most concerned with fire risk, environmental impacts, transient workforce and children's increased exposure to and normalization of cannabis.

Next steps in a divided community

- **Acknowledge the concerns**
 - Are there any misconceptions?
 - What problems need to be mitigated?
 - What issues remain?
- **Recognize the opportunities**
 - How will it benefit the community?
- **Research solutions**
- **Inform the community**

Public outreach and education

- Have a strategic communication plan in place
- Develop one or more core messages
- Identify appropriate audiences
- Identify and train staff members to talk with media and the general public
- Target key media for regular outreach
- Have some combination of web, printed, and video materials to inform the media and the public
- Develop events that will showcase your goals to the media and the public
- Collaborate with stakeholders and partners on education and outreach efforts

Case Study: Colorado



Consequences of Using Retail Marijuana Before **AGE 21**

Unless a physician makes a recommendation for a young person to use medical marijuana, underage retail marijuana use comes with legal consequences that can negatively impact a young person's goals and plans. Learn what these consequences are so you'll be able to help them understand how using marijuana can affect their lives now, and in the future.



Be safe. Be educated.
BE RESPONSIBLE.

Marijuana is legal in Colorado.
But if you choose to use, there are a few things you need to know.

LEARN BEFORE YOU USE >



GOOD *to* KNOW

Questions?

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Thank you!

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