



GODBE RESEARCH
Gain Insight

CITY OF CONCORD

2017 Cannabis Planning Survey

Topline Report

n=1,155

16-minutes

Likely November 2020 Voters

September 27, 2017

www.godberesearch.com

Northern California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada
59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

METHODOLOGY

Sample Universe:

- 52,156 Likely Voters

Sample Size:

n=1,155

Data Collection: Landline, Cell Phone & Online Interviewing from email invitation

Landline=112

Cell phone=72

Email Invite=289

Text Invite=682

Languages: English n=1,151 & Spanish n=4

Margin of Error: ± 2.85%

Interview Dates: August 22 to August 29, 2017

CONCORD CLIMATE

		Column N %	Count	Mean
1. Overall, how would you rate the quality of life in Concord today? Is it excellent, good, just fair, or poor?	Excellent	17.8%	206	
	Good	60.2%	695	
	Just fair	17.6%	204	
	Poor	4.1%	47	
	DK/NA	0.4%	4	

GENERAL AWARENESS & SUPPORT OR OPPOSITION

		Column N %	Count	Mean
2. Do you support or oppose the sale of medical marijuana in Concord?	Strongly support	46.0%	531	
	Somewhat support	23.0%	265	
	Somewhat oppose	8.0%	92	
	Strongly oppose	20.3%	235	
	DK/NA	2.7%	31	
	Total Support	69.0%	797	
	Total Oppose	28.3%	327	
3. Do you support or oppose the sale of recreational marijuana in Concord?	Strongly support	31.6%	365	
	Somewhat support	18.9%	218	
	Somewhat oppose	10.4%	120	
	Strongly oppose	35.4%	409	
	DK/NA	3.7%	42	
	Total Support	50.5%	584	
	Total Oppose	45.8%	529	

PERMITTING & LOCATION OF MARIJUANA FACILITIES IN CONCORD

		Column N %	Count	Mean
4. Do you support or oppose each of the following medical marijuana activities in Concord?				
4A. Testing labs	Strongly Support	39.8%	460	
	Somewhat Support	26.0%	301	
	Somewhat Oppose	6.4%	74	
	Strongly Oppose	20.5%	236	
	DK/NA	7.3%	84	
	Total Support	65.8%	760	
	Total Oppose	26.9%	311	
4B. Shipping and distribution facilities	Strongly Support	34.6%	399	
	Somewhat Support	24.3%	281	
	Somewhat Oppose	11.2%	130	
	Strongly Oppose	25.0%	289	
	DK/NA	4.9%	57	
	Total Support	58.8%	680	
	Total Oppose	36.2%	418	
4C. Indoor commercial cultivation facilities	Strongly Support	36.2%	418	
	Somewhat Support	23.7%	274	
	Somewhat Oppose	9.9%	114	
	Strongly Oppose	26.2%	303	
	DK/NA	4.0%	47	
	Total Support	59.9%	692	
	Total Oppose	36.1%	417	
4D. Outdoor commercial cultivation facilities	Strongly Support	27.2%	315	
	Somewhat Support	19.5%	225	
	Somewhat Oppose	12.3%	143	
	Strongly Oppose	36.1%	417	
	DK/NA	4.9%	56	
	Total Support	46.7%	540	
	Total Oppose	48.4%	559	
4E. Manufacturing of marijuana products	Strongly Support	35.1%	405	
	Somewhat Support	22.9%	264	
	Somewhat Oppose	9.5%	110	
	Strongly Oppose	27.0%	312	
	DK/NA	5.4%	63	
	Total Support	58.0%	670	
	Total Oppose	36.6%	422	
4F. Medical dispensaries	Strongly Support	47.0%	543	
	Somewhat Support	21.7%	250	
	Somewhat Oppose	8.3%	96	
	Strongly Oppose	20.2%	233	
	DK/NA	2.8%	32	
	Total Support	68.7%	793	
	Total Oppose	28.5%	330	

		Column N %	Count	Mean
4F. Medical dispensaries				0.69
4A. Testing labs				0.63
4C. Indoor commercial cultivation facilities				0.35
4B. Shipping and distribution facilities				0.34
4E. Manufacturing of marijuana products				0.31
4D. Outdoor commercial cultivation facilities				-0.11
5. Do you support or oppose each of the following recreational marijuana activities in Concord?				
5A. Testing labs	Strongly Support	32.2%	372	
	Somewhat Support	19.5%	226	
	Somewhat Oppose	9.7%	112	
	Strongly Oppose	32.2%	372	
	DK/NA	6.3%	72	
	Total Support	51.8%	598	
	Total Oppose	42.0%	485	
5B. Shipping and distribution facilities	Strongly Support	29.1%	336	
	Somewhat Support	18.2%	210	
	Somewhat Oppose	9.9%	114	
	Strongly Oppose	38.9%	449	
	DK/NA	4.0%	46	
	Total Support	47.3%	546	
	Total Oppose	48.8%	563	
5C. Indoor commercial cultivation facilities	Strongly Support	29.3%	338	
	Somewhat Support	19.9%	229	
	Somewhat Oppose	9.8%	113	
	Strongly Oppose	36.8%	425	
	DK/NA	4.3%	50	
	Total Support	49.1%	568	
	Total Oppose	46.6%	538	
5D. Outdoor commercial cultivation facilities	Strongly Support	23.8%	275	
	Somewhat Support	15.3%	177	
	Somewhat Oppose	12.0%	138	
	Strongly Oppose	44.9%	518	
	DK/NA	4.0%	46	
	Total Support	39.1%	452	
	Total Oppose	56.9%	657	
5E. Manufacturing of marijuana products	Strongly Support	29.2%	338	
	Somewhat Support	16.2%	188	
	Somewhat Oppose	11.1%	128	
	Strongly Oppose	39.4%	456	
	DK/NA	4.0%	46	
	Total Support	45.5%	525	
	Total Oppose	50.5%	584	

		Column N %	Count	Mean
5F. Recreational marijuana dispensaries	Strongly Support	30.7%	354	
	Somewhat Support	18.4%	213	
	Somewhat Oppose	7.8%	90	
	Strongly Oppose	40.0%	462	
	DK/NA	3.1%	35	
	Total Support	49.1%	567	
	Total Oppose	47.8%	552	
5G. Adult marijuana clubs	Strongly Support	23.8%	275	
	Somewhat Support	16.3%	188	
	Somewhat Oppose	12.0%	139	
	Strongly Oppose	40.0%	462	
	DK/NA	7.9%	91	
	Total Support	40.1%	463	
	Total Oppose	52.0%	601	
5A. Testing labs				0.10
5C. Indoor commercial cultivation facilities				-0.05
5F. Recreational marijuana dispensaries				-0.08
5B. Shipping and distribution facilities				-0.12
5E. Manufacturing of marijuana products				-0.16
5G. Adult marijuana clubs				-0.30
5D. Outdoor commercial cultivation facilities				-0.40
6. Do you support or oppose allowing personal outdoor cultivation of 6 or fewer marijuana plants in Concord?	Strongly Support	31.1%	359	
	Somewhat Support	20.0%	231	
	Somewhat Oppose	12.7%	146	
	Strongly Oppose	31.6%	365	
	DK/NA	4.5%	52	
	Total Support	51.1%	591	
	Total Oppose	44.3%	512	
7. Do you support or oppose allowing personal outdoor cultivation of 3 or fewer marijuana plants in Concord?	Strongly Support	35.6%	411	
	Somewhat Support	19.1%	220	
	Somewhat Oppose	11.2%	129	
	Strongly Oppose	29.7%	343	
	DK/NA	4.5%	52	
	Total Support	54.7%	632	
	Total Oppose	40.9%	472	

		Column N %	Count	Mean
8. For each of the following areas in Concord, do you support or oppose allowing medical marijuana dispensaries?				
8A. Downtown	Strongly Support	27.0%	312	
	Somewhat Support	24.5%	283	
	Somewhat Oppose	10.2%	117	
	Strongly Oppose	35.2%	407	
	DK/NA	3.1%	35	
	Total Support	51.6%	595	
	Total Oppose	45.4%	524	
8B. Local shopping centers	Strongly Support	23.8%	275	
	Somewhat Support	21.2%	244	
	Somewhat Oppose	13.6%	158	
	Strongly Oppose	37.9%	437	
	DK/NA	3.5%	41	
	Total Support	44.9%	519	
	Total Oppose	51.5%	595	
8C. Residential neighborhoods	Strongly Support	10.7%	124	
	Somewhat Support	10.5%	121	
	Somewhat Oppose	15.0%	174	
	Strongly Oppose	61.3%	708	
	DK/NA	2.5%	29	
	Total Support	21.2%	245	
	Total Oppose	76.3%	881	
8D. Near the police department	Strongly Support	43.3%	500	
	Somewhat Support	21.6%	249	
	Somewhat Oppose	9.3%	107	
	Strongly Oppose	23.1%	267	
	DK/NA	2.8%	32	
	Total Support	64.9%	749	
	Total Oppose	32.4%	374	
8E. Regional shopping centers	Strongly Support	25.1%	290	
	Somewhat Support	19.3%	223	
	Somewhat Oppose	15.0%	173	
	Strongly Oppose	35.7%	412	
	DK/NA	4.9%	57	
	Total Support	44.4%	513	
	Total Oppose	50.7%	585	
8F. Industrial areas	Strongly Support	35.4%	409	
	Somewhat Support	27.4%	317	
	Somewhat Oppose	7.1%	82	
	Strongly Oppose	26.6%	307	
	DK/NA	3.5%	41	
	Total Support	62.8%	725	
	Total Oppose	33.7%	389	

		Column N %	Count	Mean
8G. Office buildings	Strongly Support	23.3%	269	
	Somewhat Support	20.5%	237	
	Somewhat Oppose	13.1%	151	
	Strongly Oppose	37.9%	438	
	DK/NA	5.2%	60	
	Total Support	43.8%	506	
	Total Oppose	51.0%	589	
8D. Near the police department				0.54
8F. Industrial areas				0.39
8A. Downtown				-0.02
8E. Regional shopping centers				-0.18
8B. Local shopping centers				-0.21
8G. Office buildings				-0.23
8C. Residential neighborhoods				-1.08
9. For each of the following areas in Concord, do you support or oppose allowing recreational marijuana dispensaries?				
9A. Downtown	Strongly Support	23.5%	271	
	Somewhat Support	15.7%	181	
	Somewhat Oppose	11.9%	138	
	Strongly Oppose	46.4%	536	
	DK/NA	2.5%	29	
	Total Support	39.2%	452	
	Total Oppose	58.4%	674	
9B. Local shopping centers	Strongly Support	21.6%	250	
	Somewhat Support	13.5%	156	
	Somewhat Oppose	13.2%	152	
	Strongly Oppose	48.5%	560	
	DK/NA	3.2%	37	
	Total Support	35.2%	406	
	Total Oppose	61.7%	712	
9C. Residential neighborhoods	Strongly Support	10.2%	118	
	Somewhat Support	6.6%	76	
	Somewhat Oppose	12.8%	148	
	Strongly Oppose	67.7%	781	
	DK/NA	2.7%	31	
	Total Support	16.8%	194	
	Total Oppose	80.5%	929	
9D. Near the police department	Strongly Support	34.8%	401	
	Somewhat Support	17.9%	206	
	Somewhat Oppose	10.1%	116	
	Strongly Oppose	34.8%	402	
	DK/NA	2.5%	29	
	Total Support	52.6%	608	
	Total Oppose	44.9%	518	

		Column N %	Count	Mean
9E. Regional shopping centers	Strongly Support	22.4%	259	
	Somewhat Support	14.4%	167	
	Somewhat Oppose	11.5%	133	
	Strongly Oppose	48.1%	556	
	DK/NA	3.5%	40	
	Total Support	36.8%	425	
	Total Oppose	59.7%	689	
9F. Industrial areas	Strongly Support	28.2%	325	
	Somewhat Support	18.7%	216	
	Somewhat Oppose	9.6%	111	
	Strongly Oppose	39.6%	458	
	DK/NA	3.9%	46	
	Total Support	46.8%	541	
	Total Oppose	49.2%	569	
9G. Office buildings	Strongly Support	19.1%	221	
	Somewhat Support	13.5%	156	
	Somewhat Oppose	14.7%	170	
	Strongly Oppose	49.6%	573	
	DK/NA	3.2%	37	
	Total Support	32.6%	376	
	Total Oppose	64.3%	742	
9D. Near the police department				0.08
9F. Industrial areas				-0.14
9A. Downtown				-0.43
9E. Regional shopping centers				-0.50
9B. Local shopping centers				-0.55
9G. Office buildings				-0.64
9C. Residential neighborhoods				-1.24
10. How many marijuana dispensaries should be allowed in the City of Concord?	1 to 3	30.6%	354	
	4 to 6	19.3%	223	
	7 to 9	5.9%	68	
	10 or more	11.0%	127	
	None	23.6%	273	
	DK/NA	9.6%	110	

	Column N %	Count	Mean
11. Are there any requirements or regulations regarding medical or recreational marijuana that you want to see in place in the City of Concord?	Not near schools	7.4%	86
	Not in the city of concord/My neighborhood/Don't allow it	5.1%	59
	Controlled/Obey laws/Rules/Regulations	4.6%	53
	Regulate like cigarettes/Alcohol/Bars	4.5%	52
	Require prescription/Doctor issued/Medical card	4.5%	52
	Not in public/Family areas/Venues	4.1%	48
	Not in residential areas	3.7%	43
	No sales to minors/21 plus	3.6%	41
	ID require for purchase	3.1%	36
	Opposed to recreation marijuana	3.0%	35
	Keep away from children	2.8%	32
	Medical marijuana is OK	2.8%	32
	Opposed to marijuana	2.0%	23
	Security/Police at dispensaries	1.9%	22
	Driving while high/Accidents/Need punishment	1.7%	20
	Need test for sobriety/DUI with marijuana	1.7%	19
	Dispense at pharmacy/Hospital/Doctors office	1.7%	19
	Crime/Increased crime/Homeless	1.6%	19
	Concerns of smell/Second hand smoke/Coming into apartment	1.6%	18
	Tax it/City can benefit financially	1.3%	15
	Funding for education/Treatment/Programs/ City projects	1.1%	13
	No loitering around dispensaries	1.1%	13
	Not near parks	1.0%	12
	Periodic review/Inspections/Police checks/Oversight	1.0%	11
	Record keeping of sales	0.9%	10
	Limit hours of operation	0.8%	9
	Unhealthy/Dangerous	0.8%	9
	Not downtown	0.7%	8
	Consumed at home	0.7%	8
	Close to police department	0.7%	8
	Don't over regulate it	0.7%	8
	Limit store front advertisement	0.6%	7
Dispense like prescription/Labels/Warnings	0.6%	7	

		Column N %	Count	Mean
11. Are there any requirements or regulations regarding medical or recreational marijuana that you want to see in place in the City of Concord? (continued)	Concerned about other things	0.6%	6	
	Reduces quality of like/Hurt community	0.5%	6	
	Limit amount purchased per week/Month	0.5%	6	
	Product quality/Tested/Safe	0.5%	6	
	Background checks on owners/Employees	0.5%	5	
	Environment/water/soil	0.5%	5	
	No toxins/Chemicals/Pesticides	0.4%	5	
	Illegal/Federal drug laws	0.4%	5	
	In warehouses/Industrial areas/City outskirts	0.4%	4	
	Cultivation for personal use	0.3%	3	
	Protections for personal growers/Users	0.2%	3	
	Positive relationship between city/Businesses	0.2%	2	
	Owned/Operated by Concord residents	0.2%	2	
	Limit number of stores/dispensaries	0.2%	2	
	No way to enforce regulations	0.2%	2	
	Banking access/Not keep cash on site	0.1%	1	
	Sales only to Concord residents	0.1%	1	
	Provision to pay for additional police services	0.1%	1	
	Provide places to smoke/Shops/Lounge	0.1%	1	
	Not all users are responsible	0.0%	0	
	Users be registered	0.0%	0	
	Other Mention - Positive	0.1%	1	
	Other Mention - Negative	0.2%	3	
No/None/Nothing	15.1%	175		
Other	0.1%	1		
DK/NA/Not sure	30.1%	348		
12. Are you concerned with increased crime associated with marijuana dispensaries and deliveries in Concord?	Yes	50.8%	586	
	No	42.7%	493	
	DK/NA	6.6%	76	
13. How concerned are you?	Extremely concerned	45.1%	264	
	Very concerned	30.2%	177	
	Somewhat concerned	24.6%	144	
	DK/NA	0.1%	1	

		Column N %	Count	Mean
14. If the Concord City Council and the Police Department agree on a location for a medical marijuana dispensary in Concord, would you support or oppose that decision?	Strongly Support	48.7%	563	
	Somewhat Support	20.1%	232	
	Somewhat Oppose	6.6%	76	
	Strongly Oppose	16.5%	191	
	DK/NA	8.1%	93	
	Total Support	68.8%	795	
	Total Oppose	23.1%	267	

GROSS RECIEPTS TAX

	Column N %	Count	Mean
15. In addition to the City's efforts to create a comprehensive marijuana program, the City may also consider the local taxation of marijuana. Would you support a local tax on marijuana businesses in Concord?	Definitely Yes	69.8%	806
	Probably Yes	13.5%	156
	Probably No	2.7%	31
	Definitely No	9.8%	114
	DK/NA	4.2%	48
	Total Yes	83.3%	962
	Total No	12.5%	144

DEMOGRAPHICS

		Column N %	Count	Mean
A. Respondent's Gender	Male	45.9%	530	
	Female	53.3%	616	
	Other	0.8%	9	
B. Age	18-29	12.7%	147	
	30-39	15.9%	184	
	40-49	15.1%	174	
	50-64	29.9%	346	
	65+	26.3%	304	
	Not coded	0.0%	0	
C. Ethnic Surname	Japanese	0.5%	6	
	Chinese	1.0%	12	
	Hispanic	8.0%	92	
	Jewish	1.3%	15	
	Armenian	0.1%	2	
	Vietnamese	0.4%	5	
	Italian	2.7%	31	
	Korean	0.1%	1	
	African American	0.0%	0	
	Not Coded	85.8%	991	
D. Homeownership Status	Owner	63.4%	732	
	Renter	36.6%	423	
E. Survey Type	Cell phone	24.9%	288	
	Landline	24.9%	288	
	Email to online	24.9%	288	
	Text to online	25.2%	291	
F. Party	Democrat	50.8%	586	
	Republican	23.4%	270	
	Other	4.7%	54	
	DTS	21.1%	244	
G. Household Party Type	Dem 1	25.3%	293	
	Dem 2+	16.1%	186	
	Rep 1	8.3%	96	
	Rep 2+	8.3%	96	
	Other 1	13.8%	159	
	Other 2+	4.0%	47	
	Dem & Rep	5.7%	66	
	Dem & Other	9.3%	107	
	Rep & Other	6.6%	76	
	Dem, Rep & Other	2.5%	29	

		Column N %	Count	Mean
H. Registration Date	2013 to 2017	50.2%	580	
	2009 to 2012	8.5%	98	
	2005 to 2008	9.9%	115	
	2001 to 2004	7.0%	80	
	1997 to 2000	6.5%	75	
	1993 to 1996	3.7%	43	
	1981 to 1992	7.2%	83	
	1980 or before	7.1%	82	
	Not Coded	0.0%	0	
I. Voting History	see detailed crosstabs			
J. Times Voted in Last Elections	0	13.8%	159	
	1	10.1%	117	
	2	7.4%	86	
	3	5.6%	65	
	4	5.5%	64	
	5	5.4%	63	
	6	3.9%	45	
	7	6.4%	73	
	8	4.4%	50	
	9	2.3%	26	
	10	4.9%	57	
	11	5.8%	67	
	12	6.3%	72	
	13	9.5%	109	
	14	8.7%	100	
	15	0.1%	1	
	16	0.0%	0	
K. Absentee Voter	0	44.1%	509	
	1	14.3%	165	
	2	5.1%	59	
	3	3.4%	39	
	4	3.9%	45	
	5	2.1%	25	
	6	2.4%	28	
	7	2.6%	30	
	8	2.1%	25	
	9	1.3%	15	
	10	2.8%	32	
	11	2.9%	33	
	12	2.8%	33	
	13	5.0%	57	
	14	5.1%	59	
	15	0.1%	1	
	16	0.0%	0	
L. Likely November 2020 Voter	Yes	100.0%	1155	
	No	0.0%	0	

		Column N %	Count	Mean
M. Likely June 2020 Voter	Yes	61.7%	713	
	No	38.3%	442	
N. Likely November 2018 Voter	Yes	77.8%	898	
	No	22.2%	257	
O. Likely June 2018 Voter	Yes	43.3%	500	
	No	56.7%	655	
P. Permanent Absentee Voter	Yes	63.4%	732	
	No	36.6%	423	
Q. Likely Absentee Voter	Yes	47.8%	552	
	No	52.2%	603	



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Topline Report Addendum

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59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

ADDENDUM METHODOLOGY

Sample Universe:
 - 52,156 Likely Voters
Sample Size:
 Q2 Support n=797
 Q3 Support n=584
Margin of Error:
 Q2 Support \pm 3.44%
 Q3 Support \pm 4.03%

SUPPORT FOR DISPENSARY LOCATION BY SUPPORT FOR MARIJUANA

		Subset of those who supported medical marijuana in Q2 *		Subset of those who supported recreational marijuana in Q3 *	
		Column N %	Count	Column N %	Count
8. For each of the following areas in Concord, do you support or oppose allowing medical marijuana dispensaries?					
8A. Downtown	Strongly Support	38.1%	303	46.9%	274
	Somewhat Support	33.5%	267	31.5%	184
	Somewhat Oppose	11.2%	89	9.7%	57
	Strongly Oppose	14.4%	115	9.6%	56
	DK/NA	2.8%	22	2.2%	13
	Total Support	71.6%		78.4%	
	Total Oppose	25.6%		19.3%	
8B. Local shopping centers	Strongly Support	34.0%	271	44.8%	261
	Somewhat Support	27.8%	221	28.8%	168
	Somewhat Oppose	16.1%	128	13.8%	81
	Strongly Oppose	18.7%	149	9.5%	55
	DK/NA	3.4%	27	3.1%	18
	Total Support	61.8%		73.6%	
	Total Oppose	34.8%		23.3%	
8C. Residential neighborhoods	Strongly Support	15.2%	121	20.3%	118
	Somewhat Support	14.8%	118	18.2%	106
	Somewhat Oppose	20.0%	159	20.1%	117
	Strongly Oppose	47.8%	381	38.5%	225
	DK/NA	2.2%	17	2.9%	17
	Total Support	30.0%		38.5%	
	Total Oppose	67.8%		58.6%	
8D. Near the police department	Strongly Support	59.0%	470	63.5%	371
	Somewhat Support	24.1%	192	21.2%	124
	Somewhat Oppose	7.3%	58	5.8%	34
	Strongly Oppose	7.0%	56	6.9%	40
	DK/NA	2.6%	21	2.6%	15
	Total Support	83.1%		84.7%	
	Total Oppose	14.3%		12.7%	
8E. Regional shopping centers	Strongly Support	35.5%	283	46.4%	271
	Somewhat Support	25.5%	203	26.4%	154
	Somewhat Oppose	17.6%	140	15.3%	89
	Strongly Oppose	16.4%	130	7.9%	46
	DK/NA	5.0%	40	4.1%	24
	Total Support	61.0%		72.8%	
	Total Oppose	33.9%		23.1%	

		Subset of those who supported medical marijuana in Q2 *		Subset of those who supported recreational marijuana in Q3 *	
		Column N %	Count	Column N %	Count
8F. Industrial areas	Strongly Support	50.0%	398	58.0%	339
	Somewhat Support	34.3%	273	29.3%	171
	Somewhat Oppose	4.2%	33	3.3%	19
	Strongly Oppose	7.9%	63	5.7%	34
	DK/NA	3.7%	29	3.5%	21
	Total Support	84.3%		87.4%	
	Total Oppose	12.1%		9.1%	
8G. Office buildings	Strongly Support	33.3%	265	39.4%	230
	Somewhat Support	27.9%	222	27.9%	163
	Somewhat Oppose	14.7%	117	13.3%	78
	Strongly Oppose	18.4%	147	12.9%	76
	DK/NA	5.7%	46	6.4%	38
	Total Support	61.2%		67.3%	
	Total Oppose	33.1%		26.3%	

9. For each of the following areas in Concord, do you support or oppose allowing recreational marijuana dispensaries?					
9A. Downtown	Strongly Support	33.6%	268	45.5%	266
	Somewhat Support	22.3%	177	25.1%	147
	Somewhat Oppose	13.6%	108	11.7%	68
	Strongly Oppose	28.4%	226	15.5%	90
	DK/NA	2.1%	17	2.2%	13
	Total Support	55.9%		70.6%	
	Total Oppose	41.9%		27.2%	
9B. Local shopping centers	Strongly Support	31.0%	247	41.5%	242
	Somewhat Support	19.1%	152	23.8%	139
	Somewhat Oppose	16.1%	128	16.9%	99
	Strongly Oppose	30.7%	245	14.5%	85
	DK/NA	3.1%	25	3.2%	19
	Total Support	50.1%		65.3%	
	Total Oppose	46.8%		31.4%	
9C. Residential neighborhoods	Strongly Support	14.5%	115	20.2%	118
	Somewhat Support	9.5%	76	12.5%	73
	Somewhat Oppose	17.0%	135	19.5%	114
	Strongly Oppose	56.7%	452	44.8%	262
	DK/NA	2.3%	18	2.9%	17
	Total Support	24.0%		32.7%	
9D. Near the police department	Strongly Support	48.0%	383	59.2%	346
	Somewhat Support	21.2%	169	21.9%	128
	Somewhat Oppose	9.7%	78	7.1%	41
	Strongly Oppose	18.5%	147	9.3%	54
	DK/NA	2.5%	20	2.5%	15
	Total Support	69.3%		81.1%	
	Total Oppose	28.2%		16.4%	

		Subset of those who supported medical marijuana in Q2 *		Subset of those who supported recreational marijuana in Q3 *	
		Column N %	Count	Column N %	Count
9E. Regional shopping centers	Strongly Support	32.1%	256	43.5%	254
	Somewhat Support	20.0%	159	25.0%	146
	Somewhat Oppose	14.1%	113	12.8%	75
	Strongly Oppose	30.0%	239	14.7%	86
	DK/NA	3.8%	30	4.0%	24
	Total Support	52.0%		68.5%	
	Total Oppose	44.2%		27.5%	
9F. Industrial areas	Strongly Support	40.2%	320	53.6%	313
	Somewhat Support	24.2%	193	25.9%	151
	Somewhat Oppose	9.4%	75	6.9%	40
	Strongly Oppose	22.1%	176	8.7%	51
	DK/NA	4.2%	33	4.9%	29
	Total Support	64.4%		79.5%	
	Total Oppose	31.4%		15.5%	
9G. Office buildings	Strongly Support	27.2%	217	37.2%	217
	Somewhat Support	18.6%	148	22.4%	131
	Somewhat Oppose	17.4%	139	17.9%	104
	Strongly Oppose	33.7%	269	18.7%	109
	DK/NA	3.0%	24	3.8%	22
	Total Support	45.8%		59.7%	
	Total Oppose	51.2%		36.5%	

* Subset of those who supported medical (Q2) or recreational (Q3) marijuana is defined as those who said they "strongly support" plus those who said they "somewhat support" in each question respectively. The specific wording of each question was:

Q2: Do you support or oppose the sale of medical marijuana in Concord?

Q3: Do you support or oppose the sale of recreational marijuana in Concord?