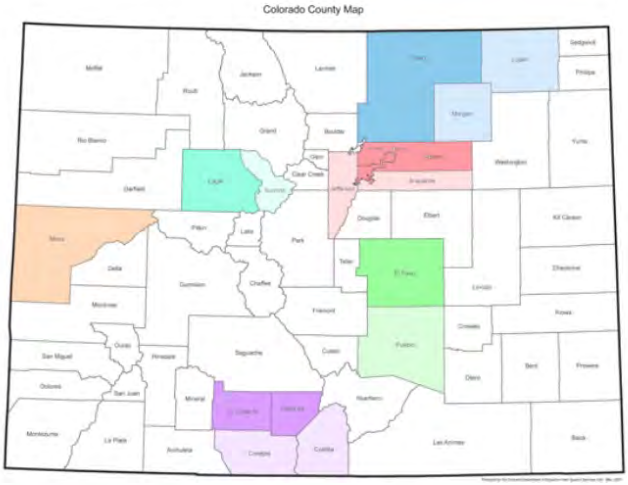
Retail Marijuana Education and Prevention Campaign

Baseline Analysis

Colorado School of Public Health

COLORADO Department of Public Health & Environment

Methodology



Mixed Mode Survey

Mail and telephone survey interviewed 1000 Colorado adults aged 20 and older, to establish baseline rates of familiarity with educational campaigns related to marijuana use, awareness of marijuana laws and attitudes towards perception and risks related to marijuana use. 993 persons participated in the survey.

Participants were selected from a general population survey registry created and maintained at University of Colorado Cancer Center.

Venue-Day-Time (VDT) Community Survey

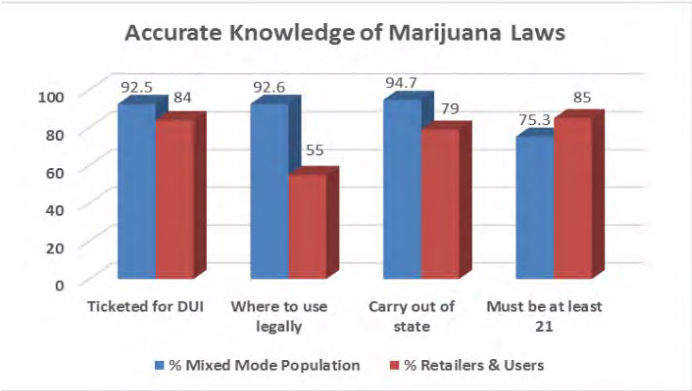
A survey with a probability sample of 501 persons from rural and urban counties across the state shown in the map above, were selected using a Venue-Day-Time (VDT) methodology. Counties for the survey were selected at random based on their overall population.

The targeted population included clinicians (47) who provide care to youth and pregnant women, retailer marijuana business staff and users (62), youth (241) and pregnant or breastfeeding women (151).

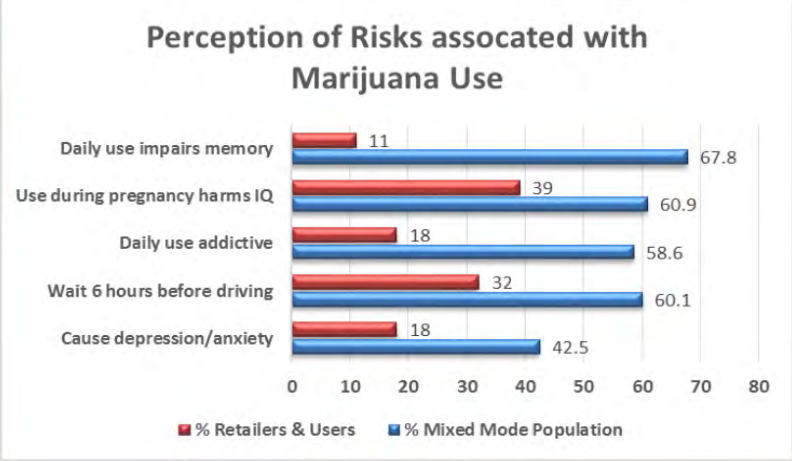
Retailer & User Findings

Marijuana retailers & users had generally lower knowledge of marijuana laws in Colorado.

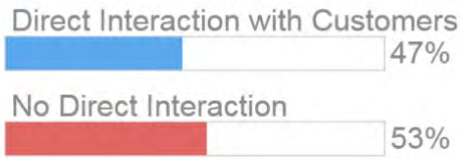
Compared to the mixed mode population, marijuana retailers & users were more aware of the legal age to purchase marijuana.



Compared to the mixed mode population, marijuana retailers & users had a lower perceived risk of marijuana use.



62 marijuana retailers & users were surveyed about the education they provide to customers, and their compliance with marijuana laws



Results from Venue-Day-Time Community Survey

Communication with Customers

47% had direct responsibility to communicate with customers about marijuana.

31% asked customers about their experience with marijuana use.

Compliance with Marijuana Laws

56% reported having a medical marijuana licence or card.

51% of those who indicate using marijuana in the past 30 days say they used it in an outdoor setting.

11% have purchased marijuana from a non-retail site.

Marijuana Use

79% indicated use of marijuana in the past 30 days; of these, 73% used marijuana daily.

16% of retailers & users indicated using marijuana more now than they did prior to legalization.

92% indicated that it is very comfortable or comfortable to discuss marijuana use with a healthcare provider.

There is consistently high adherence (84% to 100%) to communication about the legal requirements related to use of marijuana with both in-state and out of state customers .

Retailer/User Awareness of Marijuana Educational Campaigns

27%
Saw or heard advertisement about marijuana in the past 30 days
compared to
56%
of the mixed mode population

55%
Did not see or hear any advertisement about marijuana in the past 30 days.
compared to
45%
of the mixed mode population

These results are a brief overview and not generalizable to the Colorado population. The full report can be accessed at Colorado.gov/Marijuana