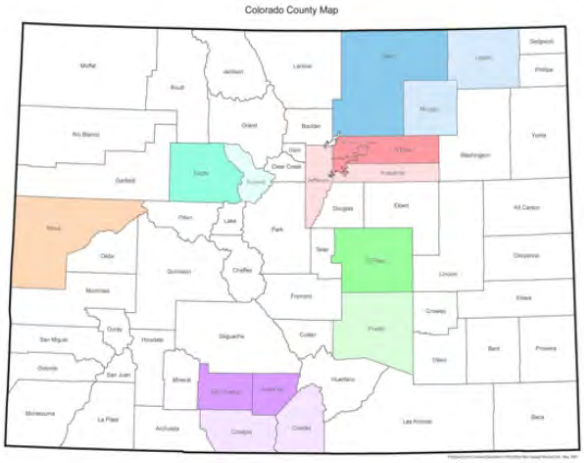
# Retail Marijuana Education and Prevention Campaign

## 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

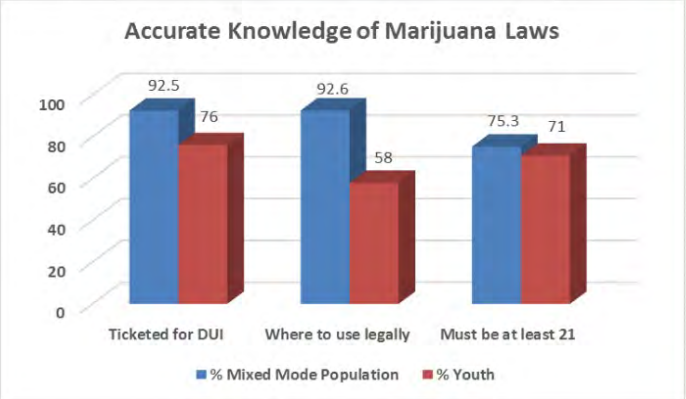
A survey with a probability sample of 501 persons from rural and urban counties across the state shown in the map above, were selected using a Venue-Day-Time (VDT) methodology. Counties for the survey were selected at random based on their overall population.

The target 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).

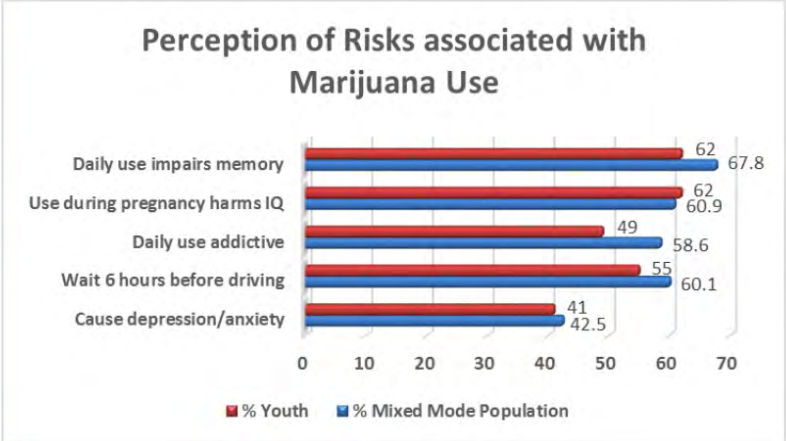
## Youth Findings

Youth had generally lower knowledge of marijuana laws in Colorado compared to the mixed mode population.

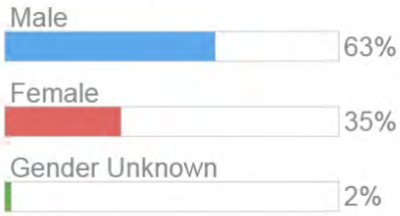
Youth were almost as aware as the mixed mode population of the legal age to purchase marijuana.




Compared to the mixed mode population, youth had lower perceived risk of marijuana use, except for risk of use during pregnancy.



241 youth surveyed were under 21 years old




## Results from Venue-Day-Time Community Survey

### Communication with Adults

77% indicated that their parents/guardians have talked to them about marijuana use in general.

42% indicated that their parents/guardians discussed avoiding marijuana use.

### Peer Use

54% of youth indicated that all or most of their friends use marijuana.

45% of youth reported that most of their friends use marijuana.

### More Results

41% of youth believed that someone they live with uses marijuana.

48% of the sample indicating use say they have gotten in trouble with parents over use, and 19% have gotten in trouble over possession.

Youth along the Front Range perceive that it is easier to obtain marijuana compared to youth elsewhere (73% vs. 59%).

### Youth Awareness of Marijuana Educational Campaigns

**25%**

Saw or heard advertisement about marijuana in the past 30 days

compared to

**56%**

of the mixed mode population

**68%**

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**