



Youth Cannabis Education Campaign Baseline Survey

Greater Bay Area Counties

Full Report

Prepared for The Social Changery LLC.

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Strata Research, Inc.

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INTRODUCTION

BACKGROUND

The Social Changery LLC., on behalf of the San Mateo County Behavioral Health and Recovery Services, has developed and implemented a youth cannabis education campaign known as Cannabis Decoded. The campaign aims to provide reliable, factual information to educate youth and young adults about cannabis use so that they have the tools they need to make informed decisions that impact their health and futures.

Prior to the campaign's official launch in January 2019, Strata Research Inc. (Strata), an independent research firm, was commissioned to implement a baseline survey among youth (ages 14-25) and parents in the Greater Bay Area (9 counties – Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma).

This report provides an analysis of the data from this baseline survey with the following objectives:

- › Measure knowledge, perceptions, and usage of cannabis
- › Determine cannabis information and resource awareness
- › Identify awareness and impact from existing youth cannabis campaign efforts
- › Evaluate differences in key sub-populations (with $n \geq 30$ sample sizes)

METHODS AND SAMPLE

Strata conducted a 10-minute online survey among 788 youth and parents on December 21, 2018 - January 18, 2019. Participants were required to be 14 years of age or older and a resident of one of the nine Greater Bay Area counties. Minors were required to have permission from their parent or guardian to participate.

The background composition of participants was comparable to the demographics for the region, with exception for gender which skewed more female than male.¹ Sample sizes are as follows:

	Youth	Parent
Total (N)	286	502
Age		
14-18	210	-
19-25	76	33
26-39	-	223
40+	-	246
Gender²		
Female	180	315
Male	102	187
Background		
Asian	57	131
Black or African American	28	40
White	132	257
Other / Mixed	58	67
Hispanic, Latino, or Spanish origin ³	62	88
Child(ren) Ages		
Pregnant	-	37
0-5	-	196
6-9	-	189
10-13	-	169
14-18	-	112
19+	-	36

¹ Source: 2017 Census data

² There were 7 choices for gender identification, which were pared down to 'Female' and 'Male' for analysis purposes. Transgender respondents (n=6) were assigned into one of these categories and the resulting 'other' (n=4) were too small of a sample size to be shown separately

³ May be of any race

SURVEY CONSIDERATIONS

TERMINOLOGY

The following labels are used to reference key sub-populations in this report:

Youth	Between 14 and 25 years of age, with no children or pregnancies
Teen	Subset of Youth: Between 14 and 18 years of age
Younger Aged Teen	Subset of Youth: Between 15 and 15 years of age
Older Aged Teen	Subset of Youth: Between 16 and 18 years of age
Young Adult	Subset of Youth: Between 19 and 25 years of age
Active	Subset of Youth: Have participated in 3 or more activities in the past month
Parent	19 years of age or older, have children under 19 at home and/or pregnancies
Younger Aged Parent	Subset of Parent: Between 19 and 39 years of age
Older Aged Parent	Subset of Parent: 40 years and older
Only Younger Children	Subset of Parent: Only have child(ren) under the age of 10
Only Older Children	Subset of Parent: Only have child(ren) 10 or older
Pregnant	Subset of Parent: Women who are currently pregnant
Tried Cannabis	Have tried cannabis in any form (includes both one time users and continued users)
Recent User	Have used cannabis in the past 30 days
Occasional or Regular User	Number of days used cannabis in the past 30 days. Occasional: 1-5 days and Regular: 6+ days
Campaign Aware	Have heard or seen one or more of the Bay Area campaign ads or messages tested
Women or Girls	Identified themselves as female or transgender female. 'Women' is used for Parents and 'Girls' is used for Youth
Men or Boys	Identified themselves as male or transgender male. 'Men' is used for Parents and 'Boys' is used for Youth
Asian / Non-Hispanic	Identified themselves as being Asian, but not of Hispanic, Latino, or Spanish origin
Other / Non-Hispanic	Identified themselves as being American Indian or Alaska Native, Black or African American, Native Hawaiian or Other Pacific Islander, other, or a mix but not of Hispanic, Latino, or Spanish origin
White / Non-Hispanic	Identified themselves as being White, but not of Hispanic, Latino, or Spanish origin
Hispanic	Identified themselves as being any racial origin and having Hispanic, Latino, or Spanish origin

SURVEY CONSIDERATIONS

SURVEY COLLECTION PERIOD

The survey collection period was prior to the full media campaign launch. The survey was administered on December 21, 2018 - January 18, 2019.

REPORTING

The following items apply to the analysis of the survey data and representation of findings in this report.

1. Responses may not add up to 100% due to rounding.
2. 'Do not know' and 'Prefer not to say' responses were not included in the analysis, with exception for certain questions where there were a substantial amount of responses and/or an important level of information to examine. However, they are included in the Appendix.
3. Probability values (p -values) were tested against three thresholds: .05, .01, and .001.
4. Sub-populations with sample sizes smaller than 30 were not included in the report findings or statistical comparisons. Response counts were provided in place of percentages for sample sizes below 30 and are displayed in the Appendix of this report.

RESULTS

SUMMARY OF KEY TRENDS

YOUTH

Age was a differentiator in cannabis knowledge, perceptions, and use among Youth.

- › Young Adults (19-25) were more informed about cannabis compared to Teens (14-18), and were more likely to know cannabis facts
- › Young Adults were less concerned about any risk harming themselves from cannabis use than Teens
- › Young Adults were more likely to have used cannabis in any form compared to Teens
 - › Among Teens, cannabis use was lower among younger aged Teens (14-15) than older aged Teens (16-18)

Personal experience with cannabis was a key differentiator among Youth.

- › Youth who have tried cannabis were:
 - › More familiar with cannabis facts and less concerned about the risk of use
 - › More likely to believe that most kids at their school have tried cannabis
 - › More likely to feel their parents are supportive of their use of cannabis
- › Youth who have not tried cannabis were:
 - › More likely to have support from their friends to not use cannabis
 - › More likely to have seen ads or messages depicting the risks or harm of cannabis

Youth background (ethnicity, race) showed differences, mainly for Asian/Non-Hispanic.

- › Asian/Non-Hispanic Youth were:
 - › More concerned about the risk of harm from cannabis use and less apt to have tried cannabis or be willing to try cannabis if offered by a best friend
 - › Less likely to know the facts of cannabis

PARENTS

Age was a differentiator in cannabis perceptions and usage among Parents.

- › Younger aged Parents (19-39) were:
 - › Less likely to believe that young people are at risk of harming themselves from cannabis use
 - › More likely to have tried cannabis and more accepting of their teen using cannabis
 - › More apt to remember seeing an ad or message from the campaigns tested

Personal cannabis use impacted opinions among Parents.

- › Parents who have tried cannabis were:
 - › More familiar with cannabis facts and less concerned about potential harm for young people using cannabis
 - › Less concerned if their teen were to use cannabis
 - › More likely to have come across an ad or message from the campaigns tested

Parent background (ethnicity, race) was a differentiator of cannabis perceptions and usage.

- › Asian/Non-Hispanic Parents were:
 - › More concerned about the risk of harm from cannabis use and less apt to have tried cannabis
 - › More concerned if their teen were to use cannabis than Parents with other backgrounds
- › Hispanic Parents were:
 - › Less concerned if their teen tried cannabis
 - › More likely to have come across an ad or message from the campaigns tested

CANNABIS KNOWLEDGE, PERCEPTIONS, AND USE

Respondents were asked about their understanding of facts about cannabis, their perceptions towards cannabis, and their personal use of cannabis.

CANNABIS KNOWLEDGE

This section examines the knowledge of cannabis across three main areas of interest: cannabis composition, cannabis impact on health and wellness, and cannabis legal facts.

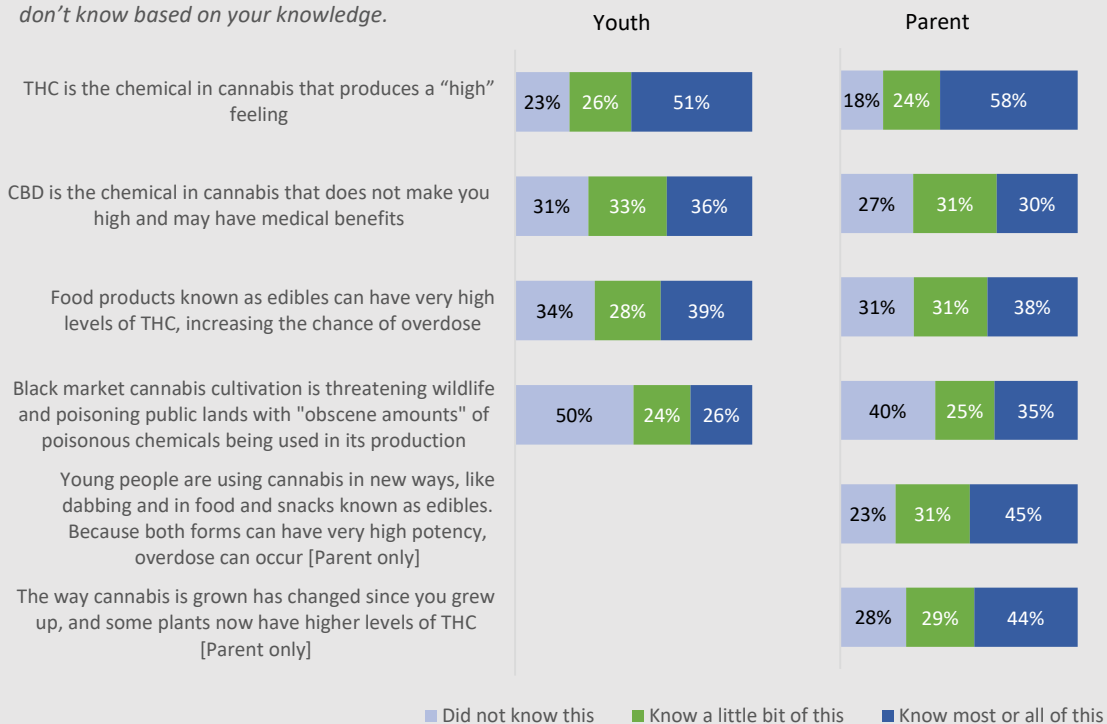
CANNABIS COMPOSITION ELEMENTS

The majority of Youth were able to identify that THC is the chemical in cannabis that produces a “high” feeling (78%) and CBD is the chemical that does not make you high but may have medical benefits (69%). Two-thirds of Youth were aware of the potentially high levels of THC in edibles (66%). The least known fact was the dangers of black market cannabis cultivation on the wildlife and the environment (50%).

Like Youth, Parents were most familiar with THC being the chemical in cannabis that produces a “high” feeling (82%) and least aware of the black market cannabis threat (60%).

Table 1

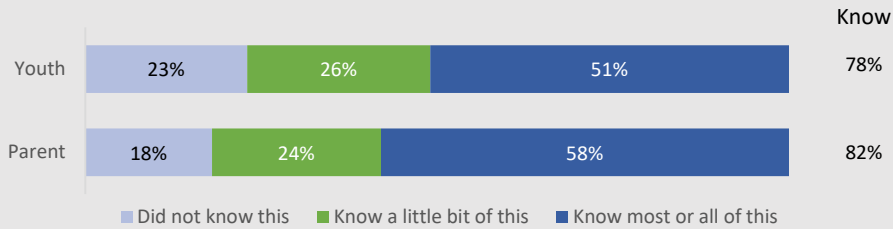
Questions 7, 9. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge.



Base: Total. Youth n=280, Parent n=493

Table 2

Question 7a. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...THC is the chemical in cannabis that produces a "high" feeling.



Base: Total. Youth n=280, Parent n=490

Differences among Youth:

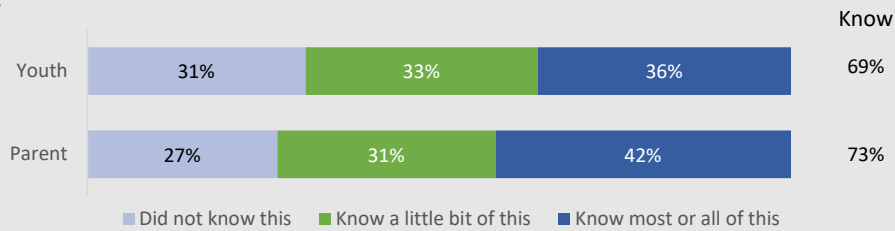
- > Youth who have **tried cannabis** were more apt to know that THC produces the "high" feeling than those who have not tried cannabis (94% vs. 66%; $p < .001$)
- > **Asian/Non-Hispanic** Youth were the least knowledgeable about this THC fact compared to Youth with other backgrounds (62% vs. 82%; $p < .01$)

Differences among Parents:

- > More likely to know that THC is the chemical that produces the "high" feeling:
 - > Parents who have **tried cannabis** compared to those who have not tried cannabis (91% vs. 68%; $p < .001$)
 - > **Campaign aware** Parents compared to Parents who were not aware of any campaigns (89% vs. 77%; $p < .01$)
- > **Asian/Non-Hispanic** Parents were the least aware about this THC fact compared to Parents with other backgrounds (64% vs. 88%; $p < .001$)

Table 3

Question 7b. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...CBD is the chemical in cannabis that does not make you high and may have medical benefits.



Base: Total. Youth n=278, Parent n=489

Differences among Youth:

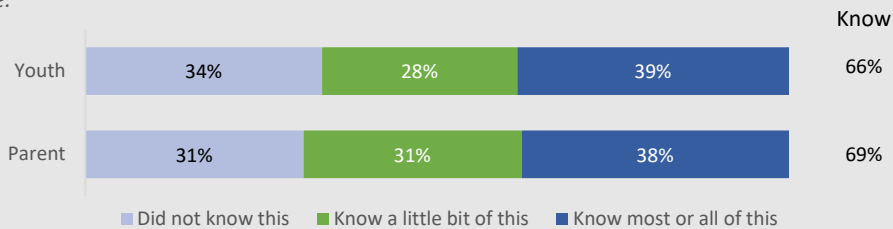
- > More likely to know that CBD is the chemical in cannabis that does not make you high and may have medical benefits:
 - > Youth who have **tried cannabis** compared to those who have not tried (85% vs. 58%; $p<.001$)
 - > **Campaign aware** Youth compared to those who were not aware of any campaigns (80% vs. 61%; $p<.01$)
 - > **Young Adults** compared to Teens (78% vs. 66%; $p<.05$)
- > **Asian/Non-Hispanic** Youth were the least aware about this CBD fact compared to Youth with other backgrounds (55% vs. 73%; $p<.001$)

Differences among Parents:

- > More likely to know that CBD is the chemical in cannabis that does not make you high and may have medical benefits:
 - > Parents who have **tried cannabis** compared to those who have not tried cannabis (82% vs. 59%; $p<.001$)
 - > **Younger aged** Parents compared to older aged Parents (78% vs. 67%; $p<.01$)
 - > **Pregnant** women compared to those not pregnant (86% vs. 71%; $p<.05$)
 - > **Regular users** compared to occasional users (95% vs. 81%; $p<.05$)
 - > **Campaign aware** Parents compared to Parents who were not aware of any campaigns (81% vs. 69%; $p<.05$)
- > **Asian/Non-Hispanic** Parents were the least aware compared to Parents with other backgrounds (60% vs. 77%; $p<.001$)

Table 4

Question 7c. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Food products known as edibles can have very high levels of THC, increasing the chance of overdose.



Base: Total. Youth n=277, Parent n=491

Differences among Youth:

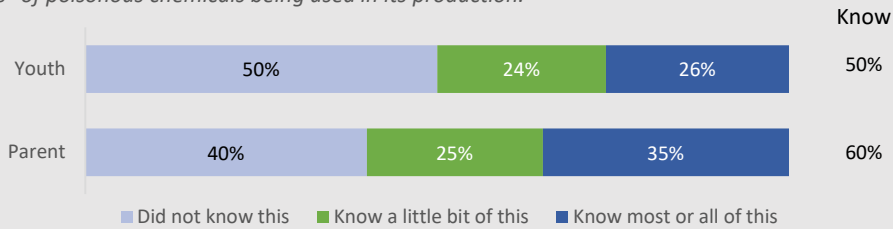
- > More likely to know that cannabis food edibles can have high levels of THC and can lead to an overdose:
 - > **Campaign aware** Youth compared to those who were not aware of any campaigns (80% vs. 58%; $p < .001$)
 - > Youth who have **tried cannabis** compared to those who have not tried cannabis (78% vs. 57%; $p < .001$)

Differences among Parents:

- > More likely to know that cannabis food edibles can have high levels of THC and can lead to an overdose:
 - > Parents who have **tried cannabis** compared to those who have not tried cannabis (77% vs. 57%; $p < .001$)
 - > **Campaign aware** Parents compared to those not aware of any campaigns (80% vs. 62%; $p < .001$)
 - > **Pregnant** women compared to those not pregnant (86% vs. 64%; $p < .01$)
 - > **Asian/Non-Hispanic** Parents were the least aware about the high levels of THC that edibles can have compared to Parents with other backgrounds (55% vs. 73%; $p < .001$)

Table 5

Question 9a. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Black market cannabis cultivation is threatening wildlife and poisoning public lands with "obscene amounts" of poisonous chemicals being used in its production.



Base: Total. Youth n=279, Parent n=486

Differences among Youth:

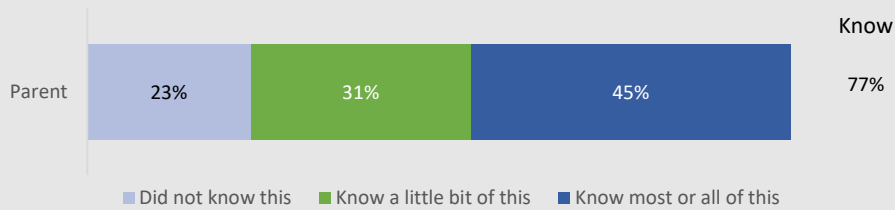
- › More likely to know that black market cannabis cultivation is threatening nature with poisonous chemicals:
 - › **Young Adults** compared to Teens (64% vs. 45%; $p < .001$)
 - › Youth who have **tried cannabis** compared to those who have not tried cannabis (61% vs. 41%; $p < .01$)
 - › **Boys** compared to girls (62% vs. 43%; $p < .01$)
 - › **Campaign aware** Youth compared to those who were not aware of any campaigns (62% vs. 42%; $p < .01$)
 - › **Active** Youth compared to Youth who are less active (61% vs. 46%; $p < .05$)
- › **Asian/Non-Hispanic** Youth were the least aware about the poisonous chemicals compared to Youth with other backgrounds (37% vs. 53%; $p < .05$)

Differences among Parents:

- › More likely to know that black market cannabis cultivation is threatening nature with poisonous chemicals:
 - › **Campaign aware** Parents compared to those who are unaware of campaigns (75% vs. 52%; $p < .001$)
 - › **Men** compared to women (69% vs. 55%; $p < .01$)
 - › **Pregnant** women compared to non-pregnant women (76% vs. 52%; $p < .01$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (64% vs. 53%; $p < .05$)

Table 6

Question 9d. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Young people are using cannabis in new ways, like dabbing and in food and snacks known as edibles. Because both forms can have very high potency, overdose can occur. [Parent only]



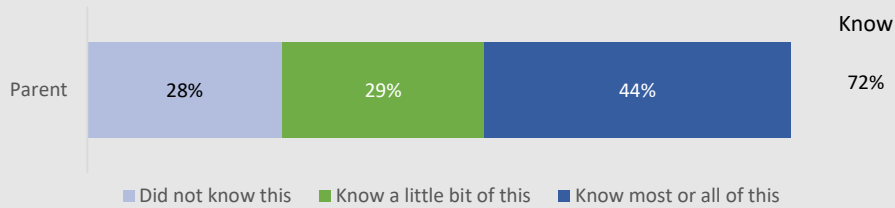
Base: Total. Parent n=486

Differences:

- > More likely to know that cannabis is being used in new ways with higher potency that can cause an overdose:
 - > Parents who have **tried cannabis** compared to those who have not tried cannabis (83% vs. 68%; $p < .001$)
 - > **Campaign aware** Parents compared to those not aware of any campaigns (86% vs. 72%; $p < .01$)
- > **Asian/Non-Hispanic** Parents were the least aware of new ways that young people are using cannabis and the risk of overdose compared to Parents with other backgrounds (67% vs. 80%; $p < .01$)

Table 7

Question 9c. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...The way cannabis is grown has changed since you grew up, and some plants now have higher levels of THC. [Parent only]



Base: Total. Parent n=489

Differences:

- > More likely to know that some cannabis plants now have higher levels of THC:
 - > Parents who have **tried cannabis** compared to those who have not tried cannabis (85% vs. 54%; $p<.001$)
 - > **Campaign aware** Parents compared to those who are not aware of any campaigns (84% vs. 66%; $p<.001$)
 - > **Recent users** compared to non-recent users (85% vs. 78%; $p<.05$). Also, **Regular users** compared to occasional users (98% vs. 87%; $p<.05$)
 - > **Pregnant** women compared to non-pregnant women (84% vs. 67%; $p<.05$)
- > **Asian/Non-Hispanic** Parents were the least aware about the higher levels of THC in cannabis compared to Parents with other backgrounds (58% vs. 77%; $p<.001$)

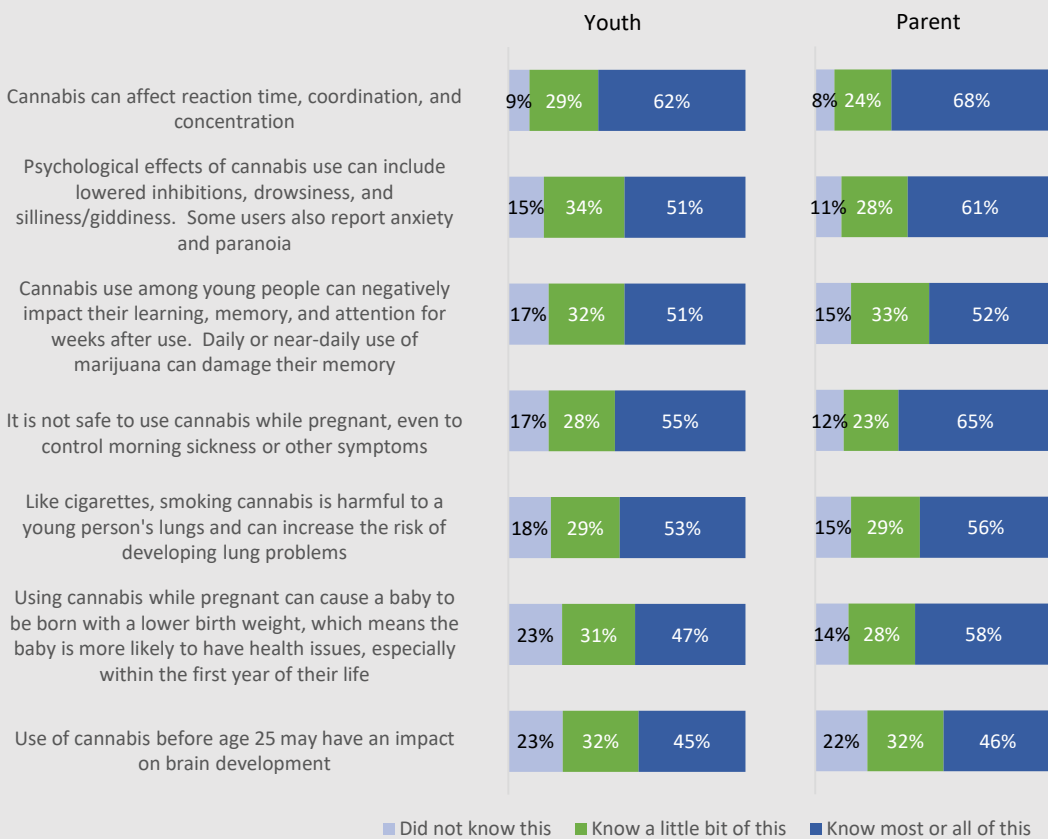
CANNABIS IMPACT ON HEALTH & WELLNESS

The majority of Youth and Parents knew at least a little bit about cannabis’s impact on health and wellness. The fact that was most commonly known was that cannabis can affect reaction time, coordination, and concentration (91% of Youth and 92% of Parents knew this).

The least known fact was the impact on brain development if used before age 25 (23% of Youth and 22% of Parents did not know this).

Table 8

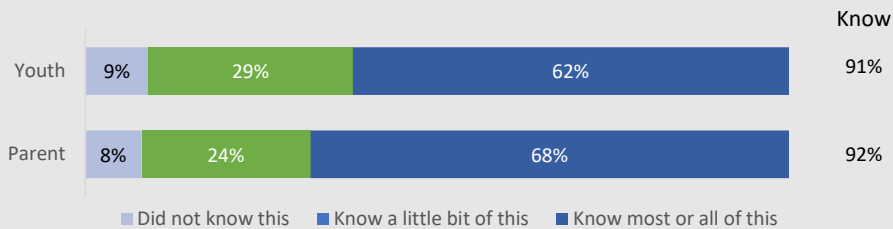
Question 8. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge.



Base: Total. Youth n=280, Parent n=490

Table 9

Question 8e. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Cannabis can effect reaction time, coordination, and concentration.



Base: Total. Youth n=279, Parent n=489

Differences among Youth:

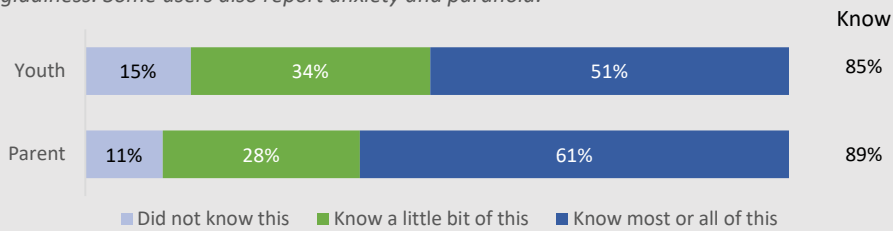
- > More likely to know that cannabis can effect reaction time, coordination, and concentration:
 - > Youth who have **tried cannabis** compared to those who have not tried cannabis (97% vs. 87%; $p<.01$)
 - > **Campaign aware** Youth compared to Youth who were not aware of any campaigns (97% vs. 88%; $p<.05$)

Differences among Parents:

- > More likely to know that cannabis can effect reaction time, coordination, and concentration:
 - > **Older aged** Parents compared to younger aged Parents (95% vs. 89%; $p<.05$)
 - > Parents who have **tried cannabis** compared to those who have not tried cannabis (94% vs. 88%; $p<.05$)

Table 10

Question 8c. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Psychological effects of cannabis use can include lowered inhibitions, drowsiness, and silliness/giddiness. Some users also report anxiety and paranoia.



Base: Total. Youth n=280, Parent n=488

Differences among Youth:

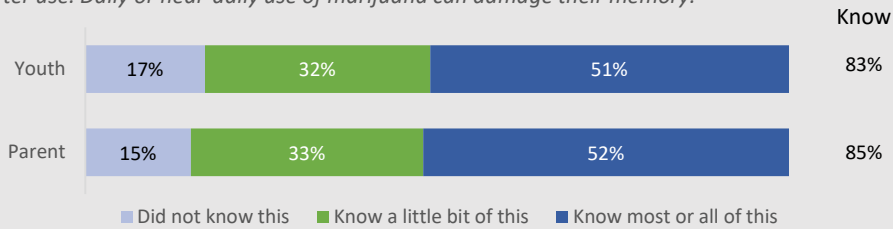
- › More likely to know the psychological effects of cannabis:
 - › Youth who have **tried cannabis** compared to those who have not tried cannabis (94% vs. 79%; $p < .01$)
 - › **Campaign aware** Youth compared to those who were not aware of any campaigns (91% vs. 82%; $p < .05$)

Differences among Parents:

- › More likely to know the psychological effects of cannabis:
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (93% vs. 85%; $p < .01$)
 - › **White/Non-Hispanic** Parents compared to Parents with other backgrounds (94% vs. 86%; $p < .01$)

Table 11

Question 8d. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Cannabis use among young people can negatively impact their learning, memory, and attention for weeks after use. Daily or near-daily use of marijuana can damage their memory.



Base: Total. Youth n=279, Parent n=490

Differences among Youth:

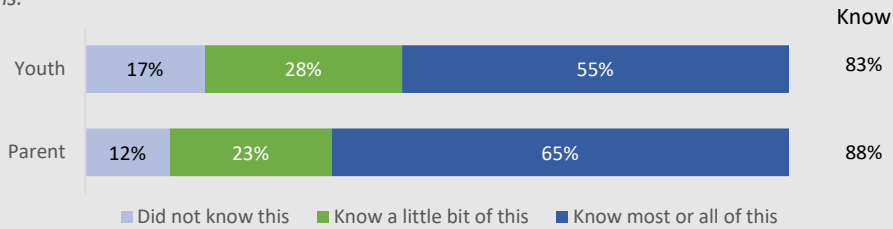
- > More likely to know that cannabis can negatively impact learning, memory, and attention:
 - > Youth who have **tried cannabis** compared to those who have not tried cannabis (89% vs. 78%; $p < .05$)
 - > **Campaign aware** Youth compared to those who were not aware of any campaigns (89% vs. 79%; $p < .05$)

Differences among Parents:

- > **White/Non-Hispanic** Parents were more aware of the mental and memory effects from cannabis use compared to Parents with other backgrounds (90% vs. 81%; $p < .01$)

Table 12

Question 8f. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...It is not safe to use cannabis while pregnant, even to control morning sickness or other symptoms.



Base: Total. Youth n=279, Parent n=487

Differences among Youth:

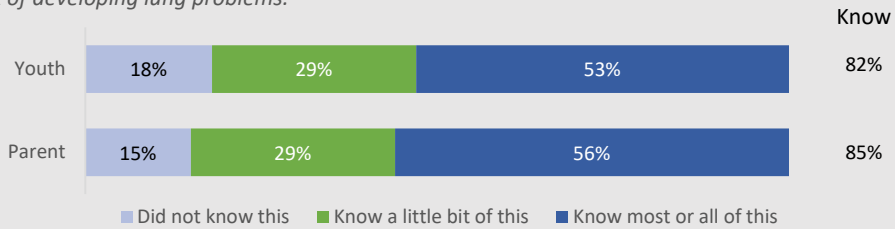
- › **Recent users** were more apt to know that it is not safe to use cannabis while pregnant compared to non-recent users (97% vs. 87%; $p < .05$)

Differences among Parents:

- › More likely to know that cannabis is not safe to use during pregnancy:
 - › **Occasional users** compared to regular users (95% vs. 82%; $p < .05$)
 - › **Men** compared to women (92% vs. 85%; $p < .05$)
- › Note, there were no statistically significant differences for **Pregnant** women even though the fact presented was pregnancy-related

Table 13

Question 8b. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Like cigarettes, smoking cannabis is harmful to a young person's lungs and can increase their risk of developing lung problems.



Base: Total. Youth n=279, Parent n=487

Differences among Youth:

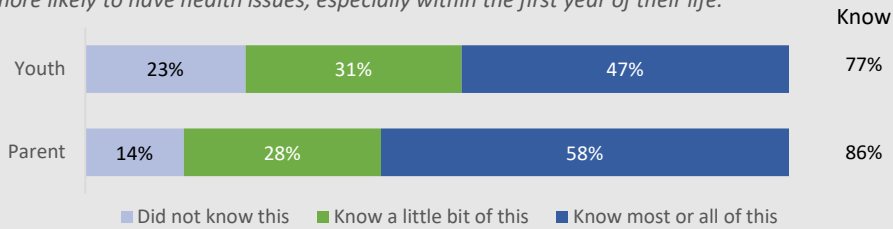
- > Youth who have **tried cannabis** were more likely to know that lung problems can develop from smoking cannabis compared to those who have not tried cannabis (knew *most or all* of this: 57% vs. 44%; $p < .05$)

Differences among Parents:

- > More likely to know that smoking cannabis can cause lung problems:
 - > **Men** compared to women (92% vs. 82%; $p < .05$)
 - > **White/Non-Hispanic** Parents compared to Parents with other backgrounds (91% vs. 81%; $p < .05$)

Table 14

Question 8g. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Using cannabis while pregnant can cause a baby to be born with a lower birth weight, which means the baby is more likely to have health issues, especially within the first year of their life.



Base: Total. Youth n=279, Parent n=485

Differences among Youth:

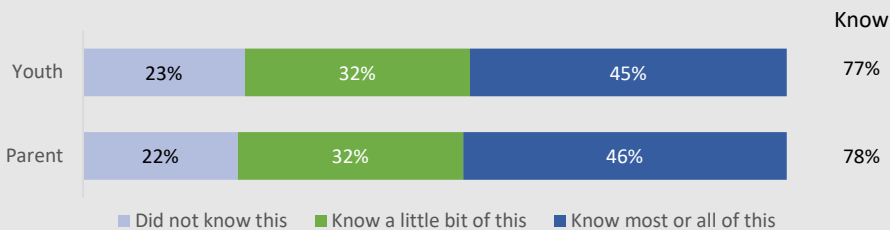
- > **Campaign aware** Youth were more apt to know that cannabis use during pregnancy could lower birth weight than Youth not aware of any campaigns (85% vs. 73%; $p < .05$)

Differences among Parents:

- > **Pregnant** women were more aware of these effects compared to women who are not pregnant (97% vs. 83%; $p < .05$)

Table 15

Question 8a. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Use of cannabis before age 25 may have an impact on brain development.



Base: Total. Youth n=277, Parent n=489

Differences among Youth:

- > More likely to know that use of cannabis before age 25 may impact brain development:
 - > **Active** Youth compared to less active Youth (89% vs. 74%; $p < .01$)
 - > **Campaign aware** Youth compared to campaign unaware Youth (83% vs. 73%; $p < .05$)

Differences among Parents:

- > **White/Non-Hispanic** Parents were more apt to know that early cannabis use can impact brain development compared to Parents with other backgrounds (83% vs. 74%; $p < .05$)

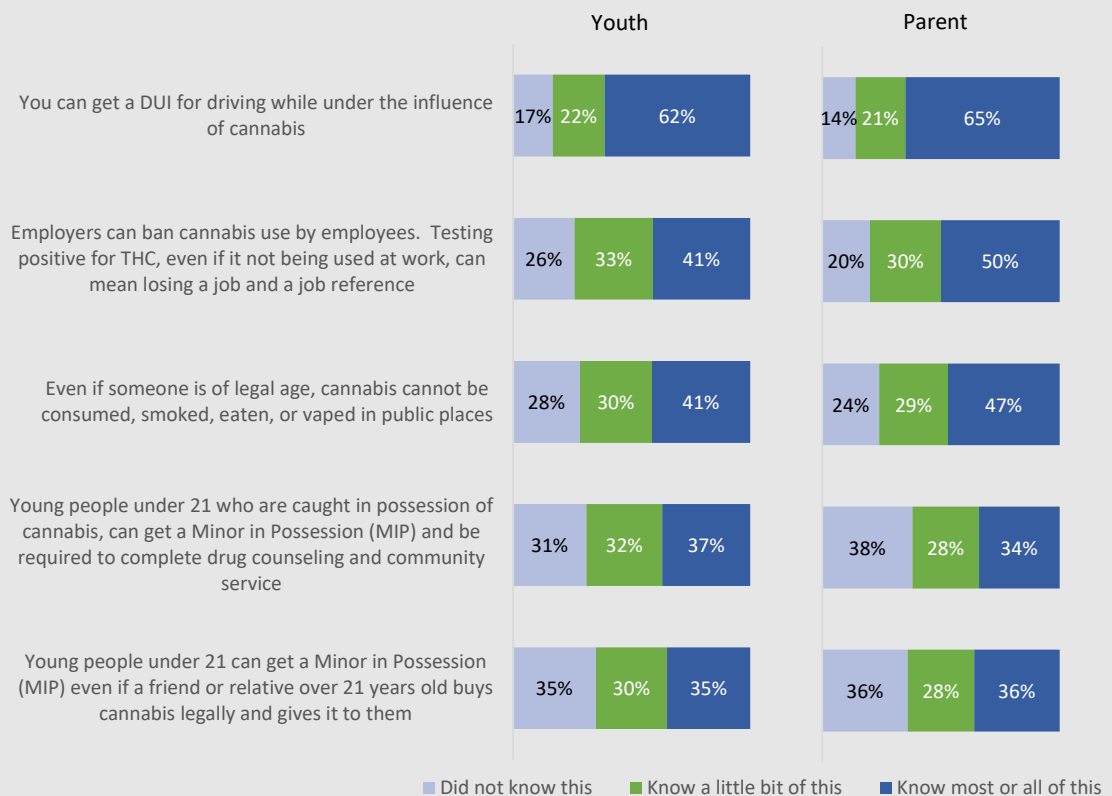
CANNABIS LEGAL FACTS

About two-thirds or more of Youth and Parents had some level of knowledge on the legal aspects of cannabis. The most widely known legal fact about cannabis was receiving a DUI for driving under the influence of cannabis (84% of Youth and 86% of Parents knew this).

The details around a Minor in Possession charge were lesser known facts about cannabis legalities.

Table 16

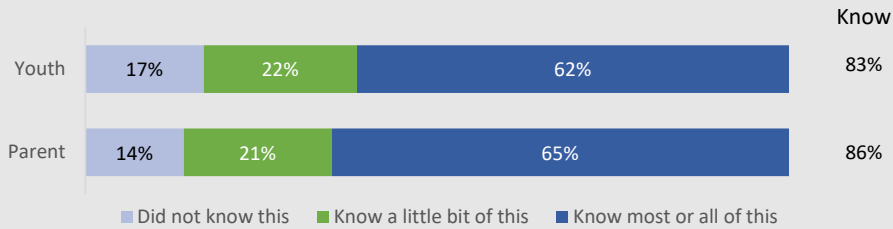
Questions 7, 9. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge.



Base: Total. Youth n=280, Parent n=491

Table 17

Question 7f. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...You can get a DUI for driving while under the influence of cannabis.



Base: Total. Youth n=279, Parent n=493

Differences among Youth:

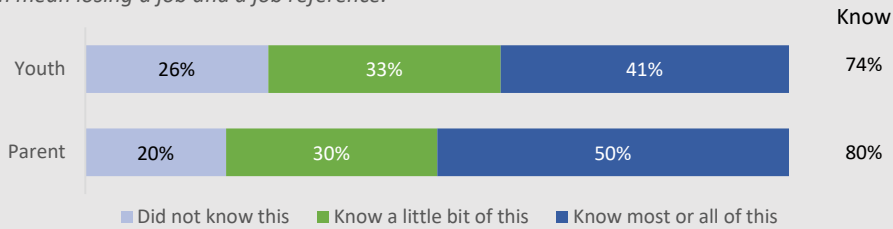
- > More likely to know you can get a DUI for driving under the influence of cannabis:
 - > Youth who have **tried cannabis** compared to those who have not tried cannabis (93% vs. 77%; $p<.001$)
 - > **Active** Youth compared to Youth who are less active (91% vs. 81%; $p<.05$)
 - > **Young Adults** compared to Teens (92% vs. 80%; $p<.05$)

Differences among Parents:

- > Parents who have **tried cannabis** were more likely to know you can get a DUI for driving under the influence of cannabis compared to those who have not tried cannabis (89% vs. 82%; $p<.05$)
- > **Asian/Non-Hispanic** Parents were less likely to know this legal fact than Parents with other backgrounds (79% vs. 89%; $p<.01$)

Table 18

Question 9b. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference.



Base: Total. Youth n=280, Parent n=488

Differences among Youth:

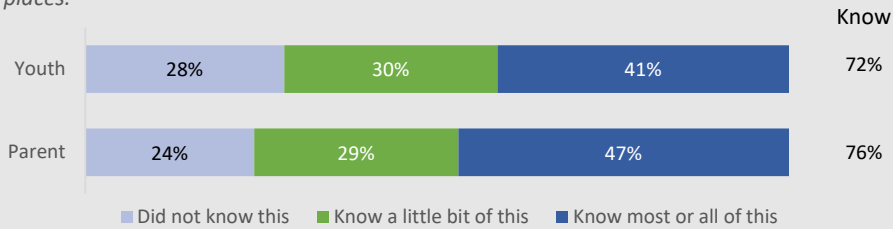
- › More likely to know employers can ban cannabis use even if its not being used at work:
 - › Youth who have **tried cannabis** compared to those who have not tried cannabis (86% vs. 65%; $p<.001$)
 - › **Campaign aware** Youth compared to those not aware of any campaigns (82% vs. 67%; $p<.01$)
 - › **Young Adults** compared to Teens (85% vs. 70%; $p<.05$)
- › **Asian/Non-Hispanic** Youth were the least knowledgeable on this fact compared to Youth with other backgrounds (62% vs. 78%; $p<.05$)

Differences among Parents:

- › More likely to know employers can ban cannabis use even if its not being used at work:
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (87% vs. 70%; $p<.001$)
 - › **Regular users** compared to occasional users (95% vs. 84%; $p<.05$)
 - › **Campaign aware** Parents compared to Parents not aware of any campaigns (86% vs. 77%; $p<.05$)
- › **Asian/Non-Hispanic** Parents were less likely to know this fact compared to Parents with other backgrounds (64% vs. 85%; $p<.001$)

Table 19

Question 7g. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Even if someone is of legal age, cannabis cannot be consumed, smoked, eaten, or vaped in public places.



Base: Total. Youth n=280, Parent n=489

Differences among Youth:

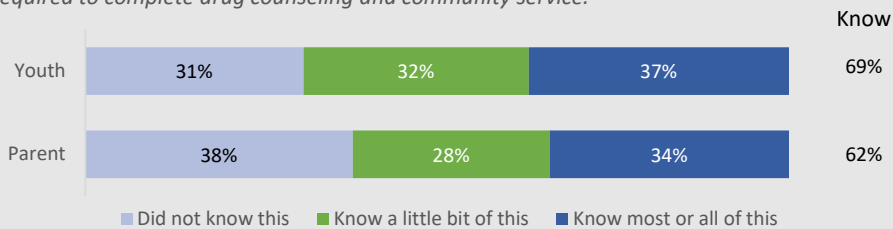
- > More likely to know that cannabis cannot be consumed, smoked, eaten, or vaped in public places, even if someone is of legal age:
 - > **Campaign aware** Youth compared to Youth not aware of any campaigns (82% vs. 65%; $p < .01$)
 - > Youth who have **tried cannabis** compared to those who have not tried cannabis (80% vs. 66%; $p < .05$)

Differences among Parents:

- > More likely to know that cannabis cannot be consumed, smoked, eaten, or vaped in public places, even if someone is of legal age :
 - > Parents who have **tried cannabis** compared to those who have not tried cannabis (82% vs. 66%; $p < .001$)
 - > **Campaign aware** Parents compared to Parents not aware of any campaigns (83% vs. 72%; $p < .01$)
 - > **Regular users** compared to occasional users (93% vs. 78%; $p < .05$)
 - > **Asian/Non-Hispanic** Parents were less likely to know this fact compared to Parents with other backgrounds (62% vs. 81%; $p < .001$)

Table 20

Question 7d. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Young people under 21 who are caught in possession of cannabis, can get a Minor in Possession (MIP) and be required to complete drug counseling and community service.



Base: Total. Youth n=279, Parent n=489

Differences among Youth:

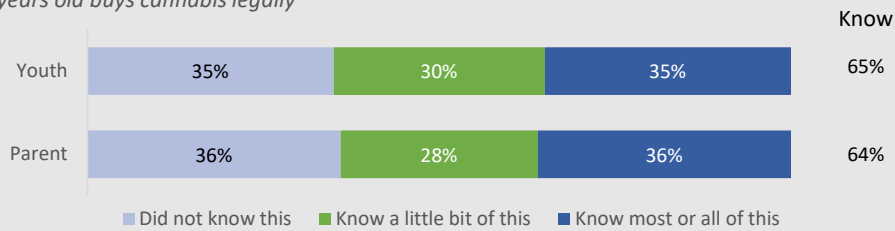
- › More likely to know that young people under 21 who are caught in possession of cannabis can get a Minor in Possession:
 - › **Campaign aware** Youth compared to Youth not aware of any campaigns (81% vs. 61%; $p < .001$)
 - › Youth who have **tried cannabis** compared to those who have not tried cannabis (79% vs. 62%; $p < .01$)
 - › **White/Non-Hispanic** Youth compared to Youth with other backgrounds (78% vs. 65%; $p < .05$)

Differences among Parents:

- › More likely to know about a Minor in Possession for anyone under 21 who is caught in possession of cannabis:
 - › **Campaign aware** Parents compared to Parents not aware of any campaigns (72% vs. 56%; $p < .001$)
 - › **Younger aged** Parents compared to older aged Parents (68% vs. 55%; $p < .01$)
 - › **Regular users** compared to occasional users (83% vs. 63%; $p < .05$)

Table 21

Question 7e. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally



Base: Total. Youth n=278, Parent n=491

Differences among Youth:

- › More likely to know that young people can get a Minor in Possession even if it is bought by someone over 21 years old:
 - › **Campaign aware** Youth compared to Youth not aware of any campaigns (78% vs. 57%; $p < .001$)
 - › Youth who have **tried cannabis** compared to those who have not tried cannabis (77% vs. 58%; $p < .01$)
 - › **Active** Youth compared to Youth who are less active (77% vs. 62%; $p < .05$)

Differences among Parents:

- › More likely to know that young people can get a Minor in Possession even if it is bought by someone over 21 years old:
 - › **Campaign aware** Parents compared to Parents not aware of any campaigns (79% vs. 55%; $p < .001$)
 - › **Younger aged** Parents compared to older aged Parents (73% vs. 54%; $p < .001$)
 - › **Pregnant** women compared to women not pregnant (78% vs. 60%; $p < .05$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (68% vs. 58%; $p < .05$)
 - › **Regular users** compared to occasional users (85% vs. 70%; $p < .05$)

CANNABIS PERCEPTIONS

One-third of Youth believed that young people have a *moderate* or *great* risk in harming themselves if they try cannabis once or twice (34%). Almost one-half of Parents perceived a *moderate* or *great* risk if young people tried cannabis once or twice (45%).

The perceived risk to young people increased when evaluating the harm of smoking cannabis once or twice a week. The majority of Youth (64%) and Parents (70%) believed that young people smoking cannabis once or twice a week was a *moderate* or *great* risk.

Table 22

Question 1. How much do you think young people (teens and young adults) risk harming themselves (physically and in other ways)...?

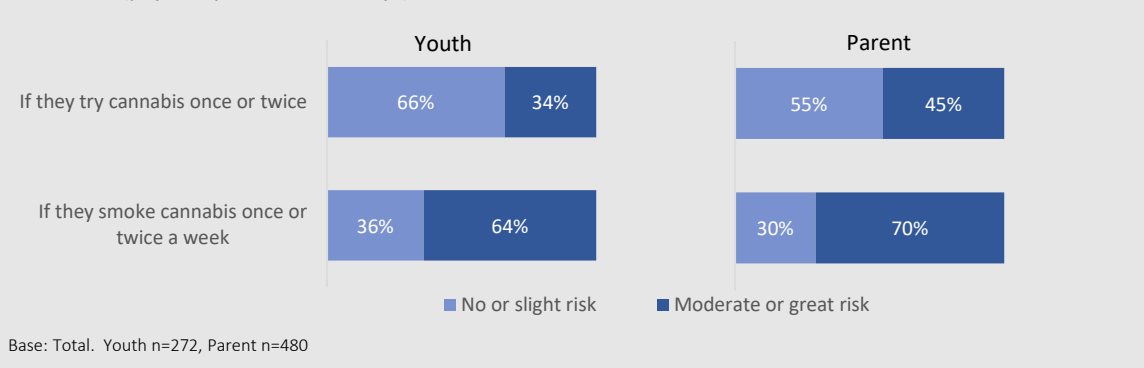
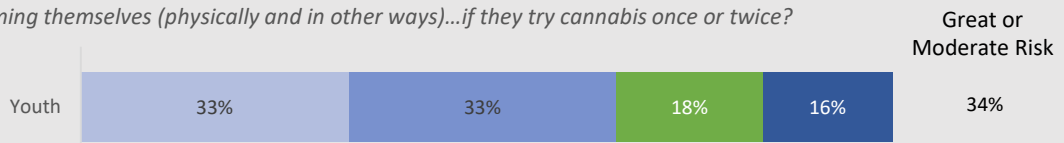
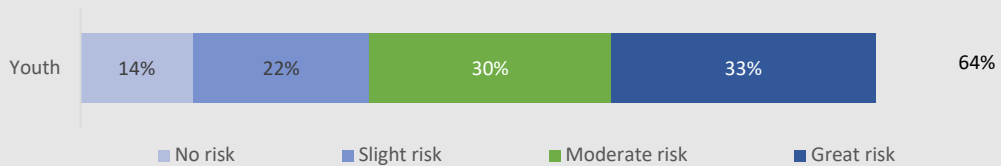


Table 23

Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and in other ways)...if they try cannabis once or twice?



Question 1b. How much do you think young people (teens and young adults) risk harming themselves (physically and in other ways)...if they smoke cannabis once or twice a week?



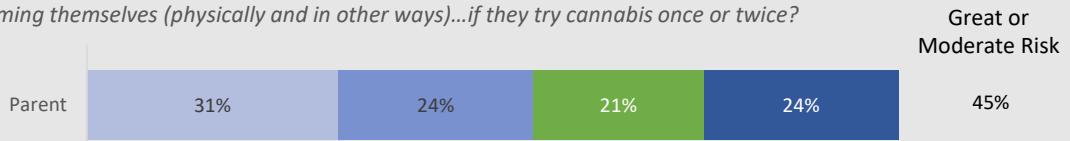
Base: Total. Youth n=272

Differences among Youth:

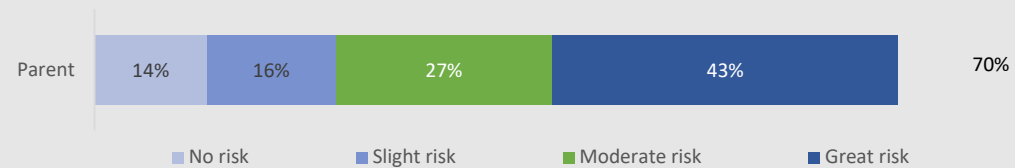
- › More likely to perceive trying cannabis once or twice as a *moderate* or *great* risk:
 - › **Teens** as compared to Young Adults (40% vs. 17%; $p<.001$)
 - › **Campaign aware** Youth compared to Youth not aware of any campaigns (47% vs. 21%; $p<.001$)
 - › Youth that have **not tried cannabis** compared to those who have tried cannabis (41% vs. 21%; $p<.01$)
- › More likely to perceive smoking cannabis once or twice a week as a *moderate* or *great* risk:
 - › Youth that have **not tried Cannabis** compared to those who have tried cannabis (80% vs. 40%; $p<.001$)
 - › **Teens** compared to Young Adults (69% vs. 51%; $p<.01$)
 - › **Younger aged Teens** (ages 14-15) compared to older aged Teens (ages 16-18) (83% vs. 63%; $p<.01$)
 - › **Asian/Non-Hispanic** Youth more often believed it was a *great* risk than those with other backgrounds (Great risk: 45% vs. 30%; $p<.05$)

Table 24

Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and in other ways)...if they try cannabis once or twice?



Question 1b. How much do you think young people (teens and young adults) risk harming themselves (physically and in other ways)...if they smoke cannabis once or twice a week?



Base: Total. Parent n=480

Differences among Parents:

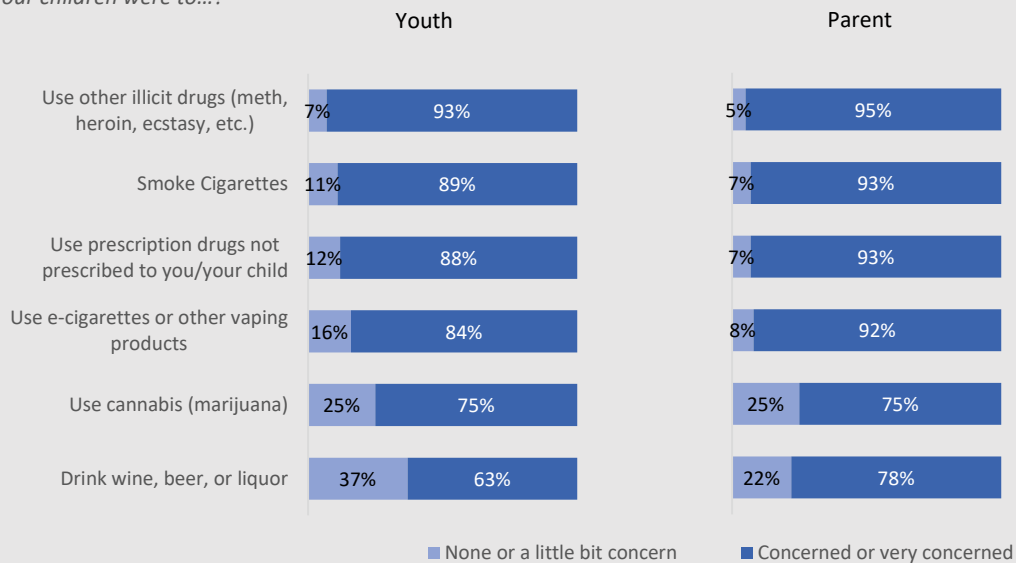
- › More likely to perceive trying cannabis once or twice as a *moderate* or *great* risk:
 - › Parents that have **not tried cannabis** compared to those who have tried cannabis (58% vs. 36%; $p < .001$)
 - › **Pregnant women** compared to non-pregnant women (61% vs. 39%; $p < .05$)
 - › **Campaign aware** Parents compared to Parents not aware of any campaigns (54% vs. 39%; $p < .01$)
- › More likely to perceive smoking cannabis once or twice a week as a *moderate* or *great* risk:
 - › Parents that have **not tried cannabis** compared to those who have tried cannabis (83% vs. 63%; $p < .001$)
 - › **Older aged** Parents compared to younger aged Parents (75% vs. 66%; $p < .05$)

Nearly all Youth believed their parents would be more concerned if they were to use illicit drugs (93%), cigarettes (89%), prescription drugs (88%), or e-cigarettes or other vaping products (84%) than if they were to use cannabis (75%). However, Youth felt that their parents would be more concerned about cannabis use than drinking wine, beer, or liquor (63%).

Parents were equally concerned if their children were to use illicit drugs (95%), cigarettes (93%), prescription drugs (93%), or e-cigarettes or other vaping products (92%). Compared to these items, fewer Parents were concerned about their children drinking wine, beer, or liquor (78%) or using cannabis (75%).

Table 25

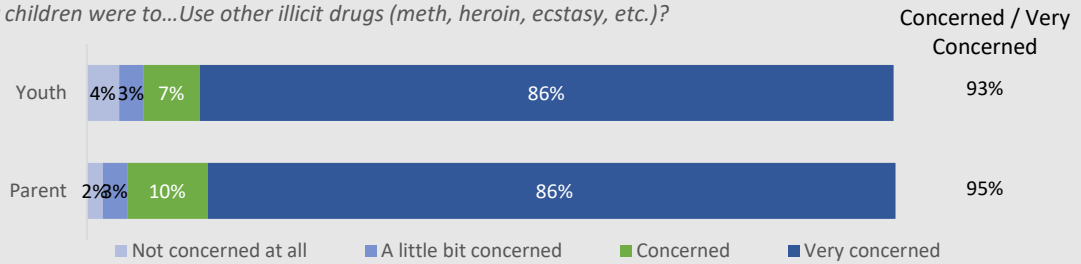
Question 2. How concerned do you think your parent(s) would be if you / would you be if your children were to...?



Base: Total. Youth n=281, Parent n=495

Table 26

Question 2f. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use other illicit drugs (meth, heroin, ecstasy, etc.)?



Base: Total. Youth n=281, Parent n=494

Differences among Youth:

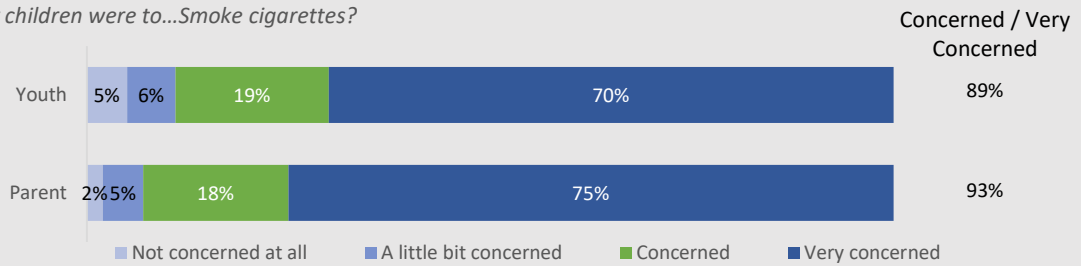
- › More likely to say that their parents would be *very concerned* if they were to use illicit drugs:
 - › **Non-recent users** compared to recent users (93% vs. 81%; $p < .05$)
 - › **Girls** compared to boys (90% vs. 80%; $p < .05$)

Differences among Parents:

- › More likely to be *very concerned* if their child were to use illicit drugs:
 - › **Older aged** Parents compared to younger aged Parents (91% vs. 80%; $p < .001$)
 - › **Non-recent users** compared to recent users (94% vs. 86%; $p < .001$)
 - › Women who are **not pregnant** compared to pregnant women (88% vs. 66%; $p < .01$)
 - › **White/Non-Hispanic** Parents compared to Hispanic Parents (90% vs. 77%; $p < .01$)

Table 27

Question 2b. How concerned do you think your parent(s) would be if you / would you be if your children were to...Smoke cigarettes?



Base: Total. Youth n=281, Parent n=495

Differences among Youth:

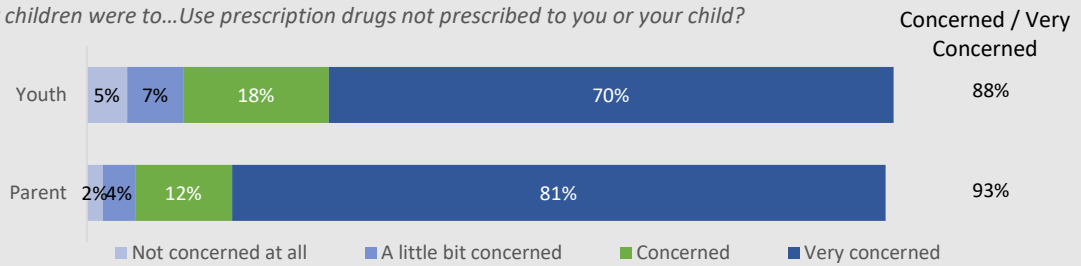
- > More likely to feel that their parents would be *concerned* or *very concerned* if they were to smoke cigarettes:
 - > **Teens** compared to Young Adults (76% vs. 55%; $p<.001$)
 - > Youth who have **not tried cannabis** compared to those who have tried cannabis (78% vs. 60%; $p<.01$)
 - > **Girls** compared to boys (75% vs. 64%; $p<.05$)

Differences among Parents:

- > More likely to be *concerned* or *very concerned* if their child were to smoke cigarettes:
 - > **Older aged** Parents compared to younger aged Parents (81% vs. 68%; $p<.01$)
 - > **Occasional users** compared to regular users (81% vs. 73%; $p<.01$)
 - > Women who are **not pregnant** compared to pregnant women (77% vs. 57%; $p<.01$)

Table 28

Question 2e. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use prescription drugs not prescribed to you or your child?



Base: Total. Youth n=281, Parent n=494

Differences among Youth:

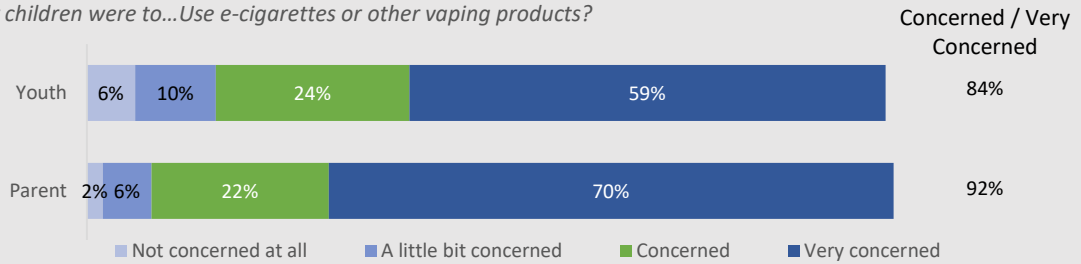
- > More likely to believe that their parents would be *very concerned* if they were to use prescription drugs:
 - > Youth who have **not tried cannabis** compared to Youth who have tried cannabis (77% vs. 60%; $p < .01$)
 - > **Girls** compared to boys (77% vs. 59%; $p < .01$)

Differences among Parents:

- > **Older aged** Parents were more likely to be *very concerned* if their child were to use prescription drugs compared to younger aged Parents (86% vs. 76%; $p < .01$)

Table 29

Question 2c. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use e-cigarettes or other vaping products?



Base: Total. Youth n=281, Parent n=495

Differences among Youth:

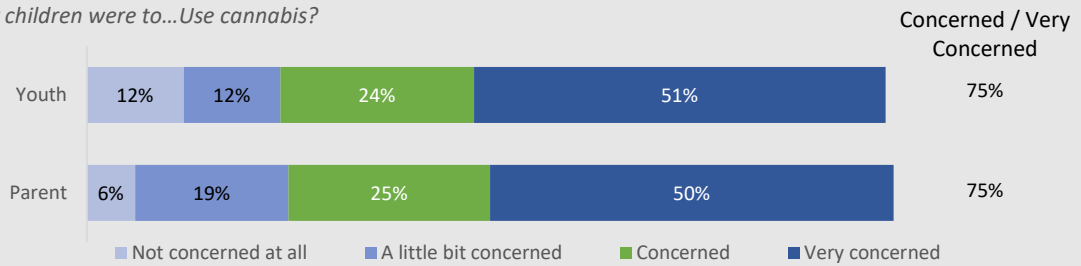
- > More likely to confirm that their parents would be *concerned* or *very concerned* if they were to use e-cigarettes or other vaping products:
 - > Youth who have **not tried cannabis** compared to those who have tried cannabis (91% vs. 71%; $p<.001$)
 - > **Teens** compared to Young Adults (89% vs. 68%; $p<.001$)

Differences among Parents:

- > More likely to be *very concerned* if their child were to use e-cigarettes or other vaping products
 - > **Occasional users** compared to regular users (76% vs. 66%; $p<.001$)
 - > **Older aged** Parents compared to younger aged Parents (77% vs. 64%; $p<.01$)
 - > Women **not pregnant** compared to pregnant women (75% vs. 57%; $p<.05$)

Table 30

Question 2d. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use cannabis?



Base: Total. Youth n=281, Parent n=495

Differences among Youth:

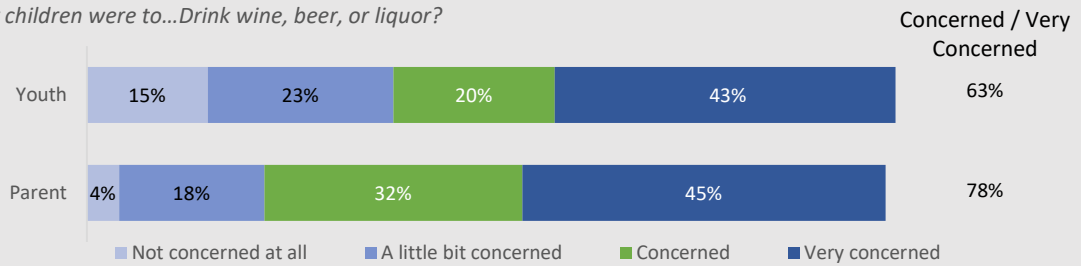
- › More likely to say their parents would be *concerned* or *very concerned* if they were to use cannabis:
 - › **Teens** compared to Young Adults (82% vs. 57%; $p<.001$)
 - › **Younger aged Teens** (ages 14-15) compared to older aged Teens (aged 16-18) (92% vs. 77%; $p<.05$)
 - › Youth who have **not tried cannabis** compared to Youth who have tried cannabis (89% vs. 56%; $p<.001$)
 - › **Asian/Non-Hispanic** Youth compared to Youth with other backgrounds (89% vs. 71%; $p<.01$)

Differences among Parents:

- › More likely to be *concerned* or *very concerned* if their child were to use cannabis:
 - › Parents who have **not tried cannabis** compared to Parents who have tried cannabis (90% vs. 67%; $p<.001$)
 - › **Asian/Non-Hispanic** Parents compared to Hispanic Parents (84% vs. 66%; $p<.01$)
 - › Parents with **only older children (10+)** compared to parents with only younger children (under 10) (80% vs. 69%; $p<.05$)

Table 31

Question 2a. How concerned do you think your parent(s) would be if you / would you be if your children were to...Drink wine, beer, or liquor?



Base: Total. Youth n=280, Parent n=495

Differences among Youth:

- > More likely to state that their parents would be *concerned* or *very concerned* if they were to drink wine, beer, or liquor:
 - > **Teens** compared to Young Adults (76% vs. 28%; $p<.001$)
 - > Youth who have **not tried cannabis** compared to those who have tried cannabis (70% vs. 50%; $p<.001$)
 - > **Boys** compared to girls (72% vs. 58%; $p<.001$)

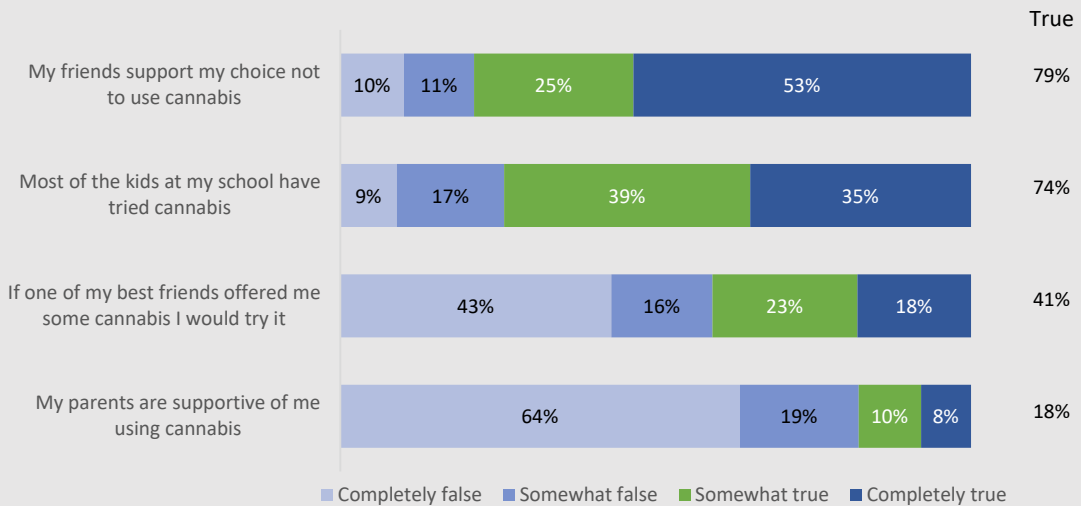
Differences among Parents:

- > **Regular users** were more likely to be concerned about their child drinking wine, beer, or liquor than occasional users (85% vs. 70%; $p<.05$)

The majority of Youth believed that most of the kids at their schools have tried cannabis (79%). Even so, more than one-half of Youth would not try cannabis if it was offered by a friend (59%) and most feel supported in their choice to not use cannabis (79%). Most Youth doubted that their parents would be supportive of them using cannabis (82%).

Table 32

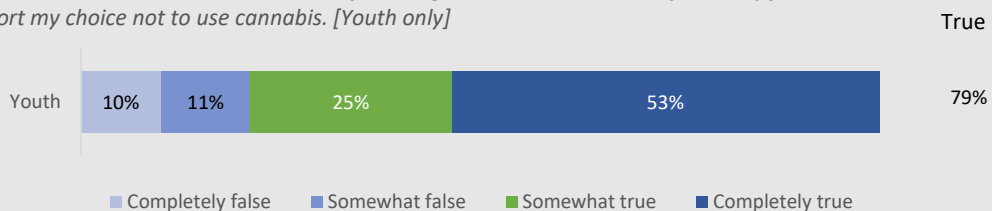
Question 5. Please indicate whether the following statements are true or false. [Youth only]



Base: Total. Youth n=268

Table 33

Question 5d. Please indicate whether the following statements are true or false...My friends support my choice not to use cannabis. [Youth only]



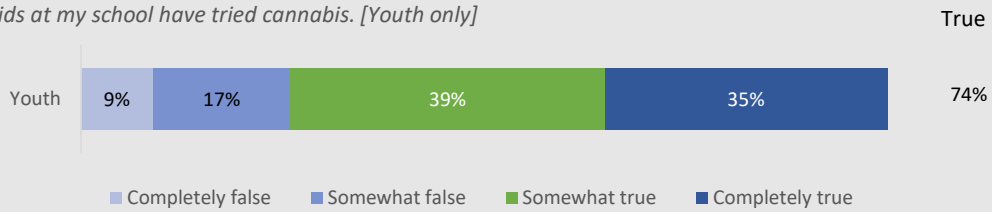
Base: Total. Youth n=268

Differences:

- › More likely to *completely* believe their friends support their choice to not use cannabis:
 - › **Asian/Non-Hispanic** Youth compared to Youth with other backgrounds (*completely* true: 70% vs. 48%; $p < .01$)
 - › Youth who have **not tried cannabis** compared to Youth who have tried cannabis (Completely true: 61% vs. 41%; $p < .01$)

Table 34

Question 5a. Please indicate whether the following statements are true or false...Most of the kids at my school have tried cannabis. [Youth only]



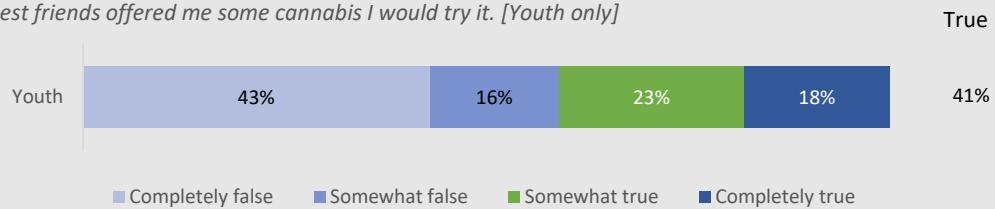
Base: Total. Youth n=268

Differences:

- › More likely to believe that most kids at their school have tried cannabis :
 - › Youth who have **tried cannabis** compared to those who have not tried cannabis (91% vs. 61%; $p<.001$)
 - › **Young Adults** compared to Teens (83% vs. 71%; $p<.05$)
- › **Asian/Non-Hispanic** Youth were less likely to believe this statement compared to Youth with other backgrounds (63% vs. 77%; $p<.05$)

Table 35

Question 5b. Please indicate whether the following statements are true or false...If one of my best friends offered me some cannabis I would try it. [Youth only]



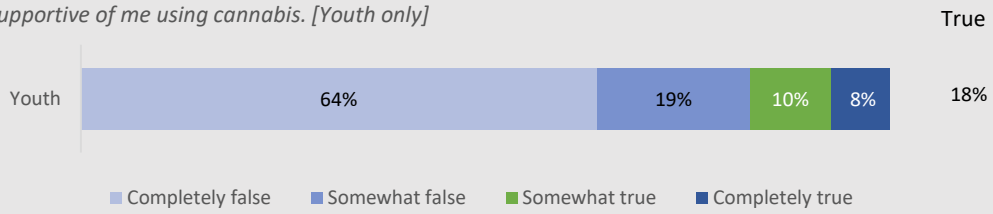
Base: Total. Youth n=276

Differences:

- › More likely to believe that they would try cannabis offered by a best friend:
 - › Youth who have **tried cannabis** compared to those who have not tried cannabis (82% vs. 12%; $p<.001$)
 - › **Recent users** compared to non-recent users (82% vs. 63%; $p<.01$)
- › **Asian/Non-Hispanic** Youth were less likely to try cannabis offered by a friend compared to Youth with other backgrounds (27% vs. 45%; $p<.05$)

Table 36

Question 5c. Please indicate whether the following statements are true or false...My parents are supportive of me using cannabis. [Youth only]



Base: Total. Youth n=267

Differences:

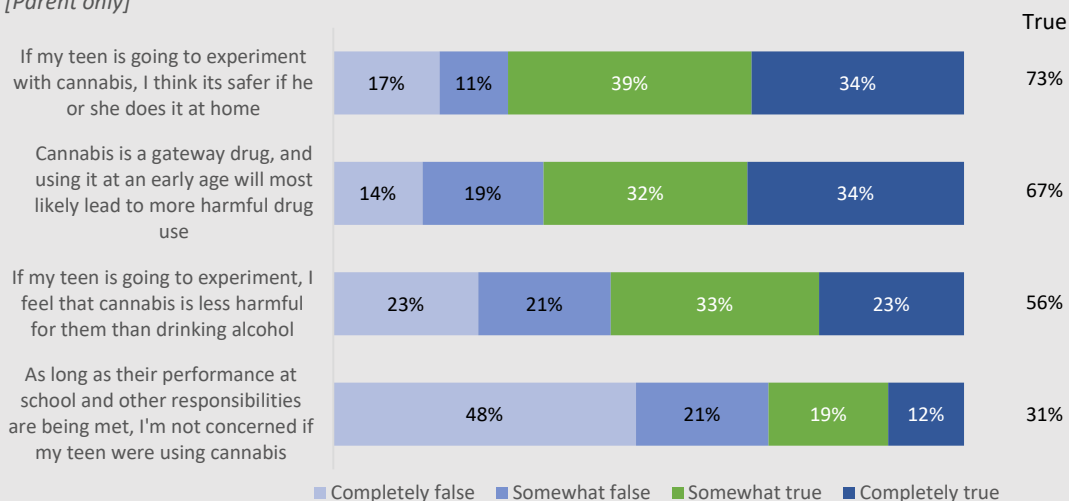
- > More likely to believe that their parents are supportive of their use of cannabis:
 - > Youth who have **tried cannabis** compared to those who have not tried cannabis (33% vs. 6%; $p<.001$)
 - > **Young Adults** compared to Teens (27% vs. 14%; $p<.05$)
 - > **Boys** compared to girls (24% vs. 13%; $p<.05$)

Most Parents would be concerned if their teen were using cannabis in spite of school and other responsibilities being met (69%). A similar amount of Parents also felt that cannabis is a gateway drug that can lead to more harmful drug use (67%).

Despite these perceptions, three-quarters of Parents believed that if their teen is going to experiment with cannabis, it would be safer to do so at home (68%) and were divided on whether cannabis is less harmful than drinking alcohol (56% believed this).

Table 37

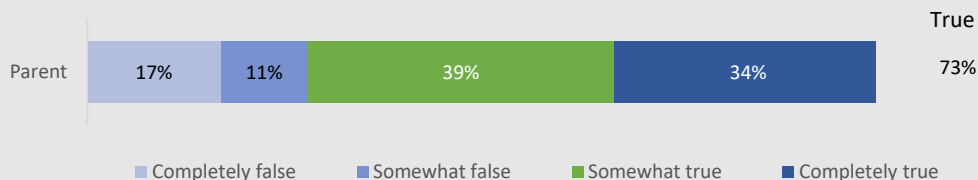
Question 6. As a parent, please indicate whether the following statements are true or false. [Parent only]



Base: Total. Parent n=485

Table 38

Question 6b. As a parent, please indicate whether the following statements are true or false...If my teen is going to experiment with cannabis, I think its safer if he or she does it at home. [Parent only]



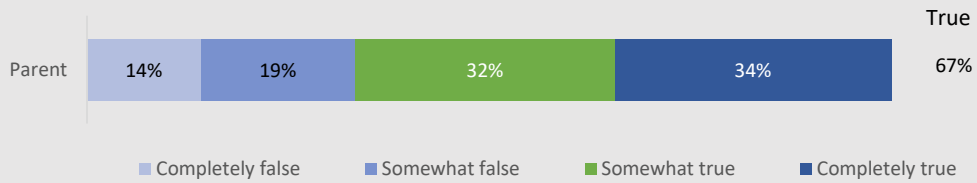
Base: Total. Parent n=471

Differences:

- > Parents who have **tried cannabis** were more likely to believe its safer for their teen to use cannabis at home than Parents who have not tried cannabis (82% vs. 56%; $p < .001$)
- > **Asian/Non-Hispanic** Parents were more apt to completely disbelieve that if their teen will experiment with cannabis, its safer to do so at home than Parents with other backgrounds (Completely false: 25% vs. 14%; $p < .05$)

Table 39

Question 6d. As a parent, please indicate whether the following statements are true or false...Cannabis is a gateway drug, and using it at an early age will most likely lead to more harmful drug use. [Parent only]



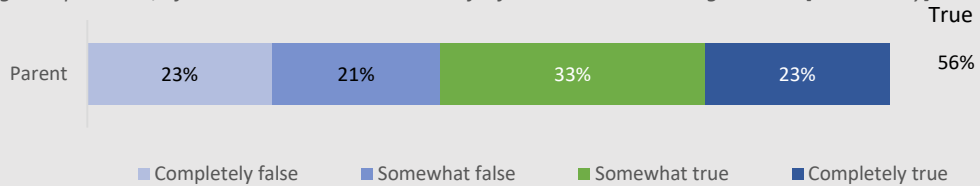
Base: Total. Parent n=478

Differences:

- › More likely to believe that cannabis is a gateway drug and may lead to harmful drug use:
 - › Parents who have **not tried cannabis** compared to those who have tried cannabis (86% vs. 55%; $p < .001$)
 - › **Asian/Non-Hispanic** Parents compared to Parents with other backgrounds (77% vs. 63%; $p < .01$)

Table 40

Question 6a. As a parent, please indicate whether the following statements are true or false...If my teen is going to experiment, I feel that cannabis is less harmful for them than drinking alcohol. [Parent only]



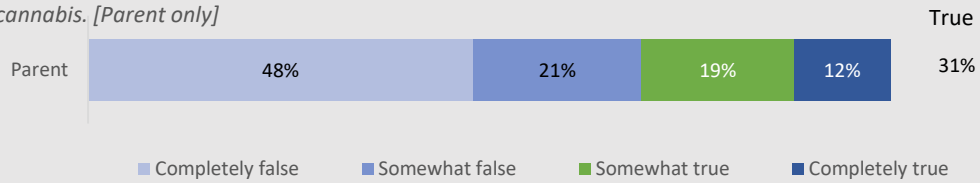
Base: Total. Parent n=472

Differences:

- › More likely to believe that if their teen is going to experiment, cannabis is less harmful for them than drinking alcohol:
 - › Parents who have **tried cannabis** compared to Parents who have not tried cannabis (71% vs. 31%; $p < .001$)
 - › **Younger aged** Parents compared to older aged Parents (67% vs. 45%; $p < .001$)
 - › **Campaign aware** Parents compared to those not aware (72% vs. 47%; $p < .001$)
 - › **Asian/Non-Hispanic** Parents were more likely to not believe that cannabis is less harmful for their teen than drinking alcohol than Parents with other backgrounds (64% vs. 37%; $p < .001$)

Table 41

Question 6c. As a parent, please indicate whether the following statements are true or false...As long as their performance at school and other responsibilities are being met, I'm not concerned if my teen were using cannabis. [Parent only]



Base: Total. Parent n=485

Differences:

- › More likely to believe that as long as school and responsibilities are being met, they are not concerned if their teen uses cannabis:
 - › **Younger aged** Parents compared to older aged Parents (45% vs. 16%; $p<.001$)
 - › Parents who have **tried cannabis** compared to Parents who have not tried cannabis (41% vs. 15%; $p<.001$)
 - › **Pregnant** women compare to women who are not pregnant (58% vs. 25%; $p<.001$)
 - › **Hispanic** Parents compared to Parents with other backgrounds (51% vs. 34%; $p<.001$)
 - › Parents with **only younger children (under 10)** compared to Parents with only older children (10+) (37% vs. 22%; $p<.01$)
- › Conversely, **Asian/Non-Hispanic** Parents were more likely to *completely* disbelieve that they would not be concerned if their teen uses cannabis compared to Parents with other backgrounds (60% vs. 44%; $p<.01$)

CANNABIS USE

A little over one-third of Youth (39%) and nearly two-thirds of Parents (60%) have tried cannabis in any form. This is comparable to the 2015 California Healthy Kids Survey (CHKS) for the Greater Bay Area Counties among 9th and 11th grade students.

Table 42

Question 3. Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)?



Base: Total. Youth n=276, Parent n=491

Differences among Youth:

- › **Young Adults** were more apt to have tried cannabis than Teens (51% vs. 34%; $p < .05$)
- › **Older aged Teens** (16-18) were more likely to have tried cannabis than younger aged Teens (14-15) (39% vs. 23%; $p < .05$)
- › **Asian/Non-Hispanic** Youth were less likely to have tried cannabis compared to Youth from other backgrounds (25% vs. 39%; $p < .05$)

Differences among Parents:

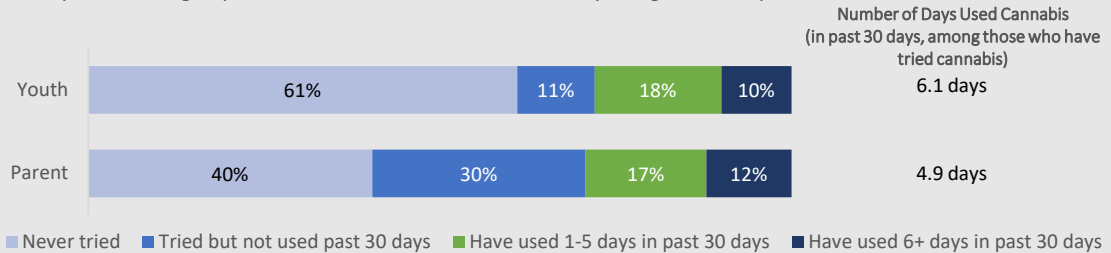
- › More likely to have tried cannabis in any form:
 - › **Campaign aware** Parents compared to Parents not aware of any campaigns (71% vs. 54%; $p < .001$)
 - › **Younger aged** Parents compared to older aged Parents (66% vs. 54%; $p < .01$)
- › **Asian/Non-Hispanic** Parents were less likely to have tried cannabis compared to Parents from other backgrounds (35% vs. 68%; $p < .001$)

Among all Youth, 28% have used cannabis in the past 30 days. Among all Parents, 30% have used cannabis in the past 30 days.

Table 43

Question 4. Over the past 30 days, on how many days did you use cannabis (marijuana)?

Note: Only asked among respondents who have tried cannabis but analyzed against all respondents



Base: Total. Youth n=276, Parent n=488

Differences among Youth who have tried cannabis:

- › More likely to have used cannabis over the past 30 days:
 - › **Campaign aware** Youth compared to Youth not aware of any campaigns (86% vs. 60%; $p < .01$)
 - › **Boys** were more likely to have used cannabis 6+ days in the past 30 days as compared to girls (29% vs. 18%; $p < .01$)

Differences among Parents who have tried cannabis:

- › More likely to have used cannabis over the past 30 days:
 - › **Younger aged** Parents compared to older aged Parents (62% vs. 33%; $p < .001$). They were also more likely to be regular users (6+ days per month: 26% vs. 13%; $p < .001$)
 - › **Campaign aware** Parents compared to Parents not aware of any campaigns (66% vs. 38%; $p < .001$)
 - › **Men** compared to women (57% vs. 45%; $p < .05$). **Men** were also more likely to be regular users than women (6+ days per month: 29% vs. 15%; $p < .01$)

CANNABIS INFORMATION RESOURCES

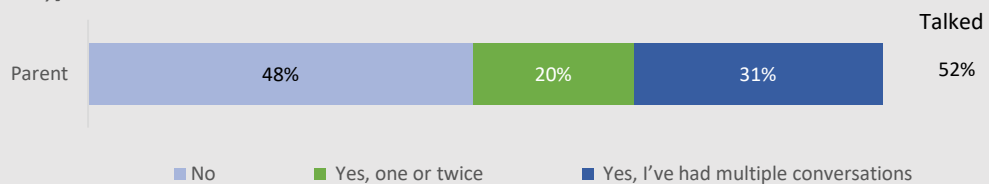
The following section provides an analysis of the awareness and usage of various sources of cannabis information.

CANNABIS DIALOGUE

Parents were split on having had talked to their children about cannabis at least one time (52%). One-third of Parents report having had multiple conversations with their children about cannabis (31%).

Table 44

Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis.
[Parent only]



Base: Total. Parent n=490

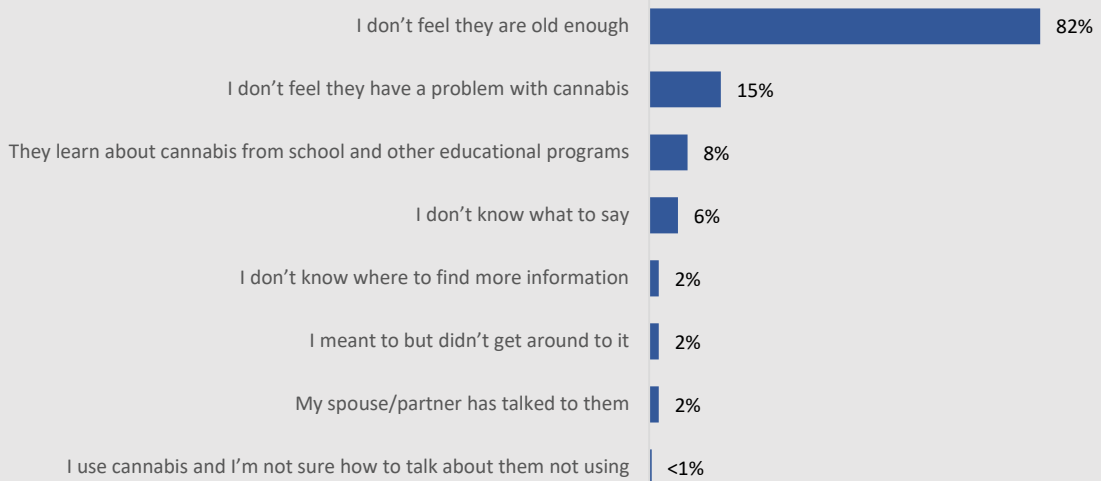
Differences:

- › More likely to talk to their children about cannabis:
 - › Parents with **only older children (10+)** compared to Parents with only younger children (under 10) (77% vs. 29%; $p < .001$). They were more likely to have had multiple conversations with their children about cannabis as well (48% vs. 17%; $p < .001$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (60% vs. 39%; $p < .001$). Additionally, **regular users** were more likely to talk to their children than occasional users (74% vs. 59%; $p < .05$)
 - › **Campaign aware** Parents compared to Parents not aware of any campaigns (72% vs. 43%; $p < .001$)
 - › **Men** compared to women (59% vs. 47%; $p < .05$)
- › **Asian/Non-Hispanic** parents were less likely to have talked to their children about cannabis than Parents with other backgrounds (32% vs. 58%; $p < .001$)

Parents who have not yet talked to their children about cannabis overwhelmingly say their children are not old enough for a discussion about cannabis (82%). Fewer Parents mentioned their child not having a problem with cannabis (15%), their children learn from school or other educational programs (8%), or were not sure what to say (6%) as reasons for not talking to them.

Table 45

Question 10A. Why have you not talked to your child(ren) who are under the age of 19 about cannabis? Please select all that apply. [Parent only]



Base: Have not talked to children about cannabis. Parent n=223

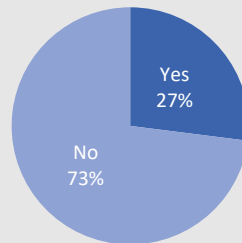
Differences among Parents who have not talked to their children about cannabis:

- > Parents with **only younger children (under 10)** at home more often stated that their children are not old enough compared to Parents with only older children (10+) (91% vs. 47%; $p<.001$)
- > Parents with **only older children (10+)** were more likely to say their child does not have a problem with cannabis than Parents with only younger children (under 10) (33% vs. 9%; $p<.001$). They were also more apt to say they learn about cannabis through school or educational programs (25% vs. 3%; $p<.01$)

Three-quarters of Parents who have talked to their children about cannabis do not have a written family agreement about their children using alcohol or other drugs such as cannabis (73%).

Table 46

Question 10B. Do you have a written family agreement about your child(ren) who are under the age of 19 using alcohol or other drugs such as cannabis? [Parent only]



Base: Have talked to children about cannabis. Parent n=249

Differences among Parents who have talked to their children about cannabis:

- › More likely to have a written family agreement:
 - › **Younger aged** Parents compared to older aged Parents (52% vs. 7%; $p < .01$)
 - › Parents with **only younger children (under 10)** compared to Parents with only older children (10+) (51% vs. 16%; $p < .001$)
 - › **Campaign aware** Parents compared to Parents not aware of any campaigns (49% vs. 7%; $p < .001$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (33% vs. 11%; $p < .001$). Additionally, **regular users** were more likely to have a written agreement than occasional users (33% vs. 13%; $p < .001$)
 - › **Hispanic** Parents were more likely to have a written agreement than Parents with other backgrounds (52% vs. 21%; $p < .001$)

CANNABIS RESOURCE AWARENESS

To prepare for a talk with their children about cannabis, Parents cited looking online at a website most often (56%). Other top sources mentioned were talking to a doctor or medical specialist (44%), talking to a family member, friend or other parent (40%), or reading a fact sheet (40%). A small minority of Parents would rely only on what they know and would not do anything to get advice or information (15%).

Table 47

Question 10C. Which of the following sources would you use to get advice and/or information to prepare you to talk to your child(ren) who are under the age of 19 about cannabis? Please select all that apply. [Parent only]



Base: Total. Parent n=468

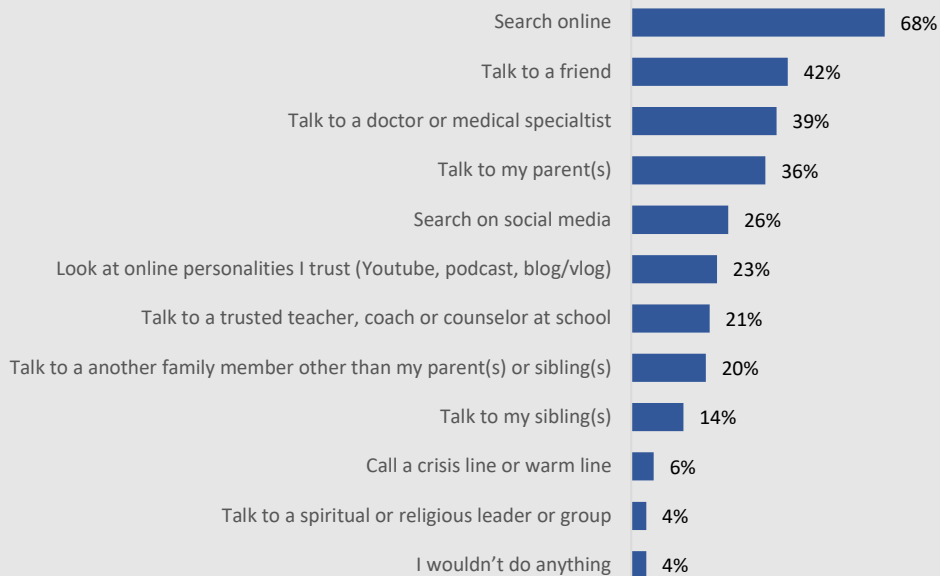
Differences:

- > **Campaign aware** Parents were more likely to talk to a family member, friend or another parent than Parents not aware of any campaigns (50% vs. 36%; $p<.01$). Also, they were more likely to attend a parent meeting at school (39% vs. 27%; $p<.01$)
- > Those **not aware of any campaigns** were more likely to not do anything and talk to them using what they know than campaign aware Parents (19% vs. 6%; $p<.01$)
- > **Younger aged** Parents were more apt to talk to a doctor or medical specialist than older aged Parents (51% vs. 38%; $p<.01$)
- > **Hispanic** Parents were less likely to look online at a website than Parents with other backgrounds (45% vs. 58%; $p<.05$)

Most Youth would search online if they wanted more information about cannabis (68%). Talking to someone they trust was another popular resource for information (a friend 42%, a doctor or medical specialist 39%, or a parent 36%). Very few believed they wouldn't do anything (4%), driven by not having an interest in cannabis to learn more about it.

Table 48

Question 11. If you wanted more information about cannabis, where would you go? Please select all that apply. [Youth only]



Base: Total. Youth n=279

Differences:

- > **Teens** were more likely to talk to their parents than Young Adults (43% vs. 18%; $p < .001$)
- > **Campaign aware** Youth were more willing to talk to a teacher, coach, or counselor than Youth not aware of any campaigns (30% vs. 13%; $p < .001$)
- > **Asian/Non-Hispanic** Youth were less likely to talk to a friend than Youth with other backgrounds (24% vs. 47%; $p < .01$)
- > **White/Non-Hispanic** Youth were more apt to talk to their parents than Youth from other backgrounds (44% vs. 30%; $p < .05$)
- > Youth who have **not tried cannabis** were more likely to talk to their parents or a teacher, coach, or counselor than Youth who have tried cannabis (Parents: 43% vs. 28%; $p < .05$) (Teacher, coach or counselor: 25% vs. 14%; $p < .05$). Youth who have **tried cannabis** were more likely to talk to a friend or look to online personalities than Youth who have not tried cannabis (Friend: 52% vs. 37%; $p < .05$) (Online personalities: 30% vs. 18%; $p < .05$)

CANNABIS INFORMATION AND CAMPAIGNS

The following section provides feedback from Youth and Parents on the types of cannabis information and/or advertising recently encountered. It also examines the impact of cannabis initiatives and campaigns on educating Youth and Parents about cannabis.

GENERAL ADS AND INFORMATION

About one-half of Youth (47%) and Parents (54%) have come across cannabis-related ads and information.

Table 49

Question 12. In the past month or so, have you heard or seen any cannabis-related ads and/or information?



Base: Total. Youth n=263, Parent n=469

Differences among Youth:

- > Youth who have **tried cannabis** were more aware of cannabis information compared to those who have not tried cannabis (64% vs. 35%; $p < .001$)
- > **Asian/Non-Hispanic** Youth were less apt to come across anything compared to Youth with other backgrounds (32% vs. 50%; $p < .05$)

Differences among Parents:

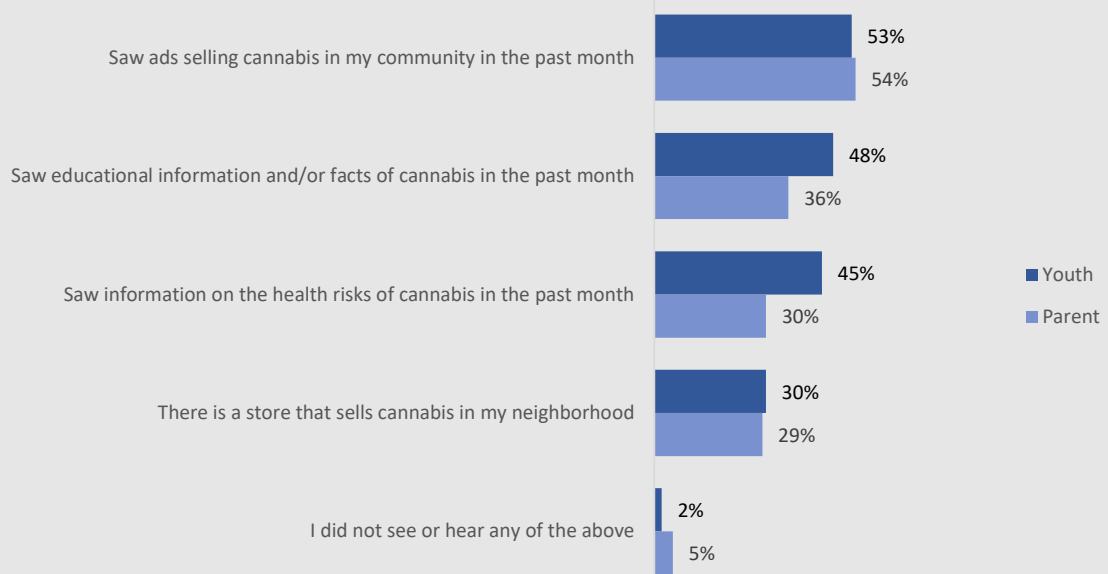
- > More likely to be aware of cannabis information and ads:
 - > Parents who have **tried cannabis** compared to Parents who have not tried cannabis (65% vs. 36%; $p < .001$)
- > **Asian/Non-Hispanic** Parents were less aware of cannabis-related information and ads than Parents with other backgrounds (33% vs. 60%; $p < .001$)

Among those who had recently come across ads or information on cannabis, sales advertising was the top mention for both Youth (53%) and Parents (54%).

Youth in particular were more likely to have seen educational information or facts (48%) or information on the health risks of cannabis (45%).

Table 50

Question 13. What ads and/or information have you come across? Please select all that apply.



Base: Have seen or heard cannabis-related ads or info. Youth n=122, Parent n=242

Differences among Youth who have seen or heard cannabis-related ads:

- > Youth who have **tried cannabis** were more likely to see ads selling cannabis in their community or cite a store selling cannabis than Youth who have not tried cannabis (Ads selling cannabis: 65% vs. 36%; $p < .001$) (Store selling cannabis: 44% vs. 9%; $p < .001$)

Differences among Parents who have seen or heard cannabis-related ads:

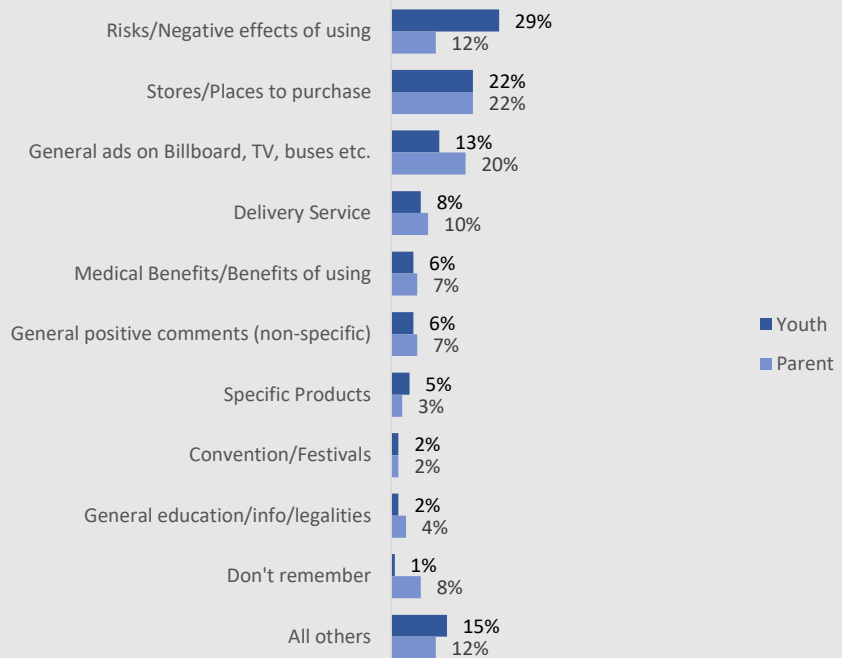
- > **Younger aged** Parents were more likely to come across a store selling cannabis in their neighborhood compared to older aged Parents (39% vs. 16%; $p < .001$)
- > **Hispanic** Parents were more apt to come across a cannabis store in their neighborhood than Parents with other backgrounds (49% vs. 24%; $p < .001$)

Youth were most likely to remember seeing or hearing negative effects and potential risks associated with cannabis (29%) or where to purchase cannabis (22%).

Parents were most apt to remember seeing or hearing where to purchase cannabis (22%) or general ads in the community (28%).

Table 51

Question 14. What do you remember seeing or hearing? Please be as specific as you can.



Base: Have seen or heard cannabis-related ads or info. Youth n=117, Parent n=230

Differences among Youth who have seen or heard cannabis-related ads:

- › Youth who have not **tried cannabis** were more likely to recall seeing the risks or negative effects of cannabis than Youth who have tried cannabis (44% vs. 16%; $p < .001$)
- › **Young Adults** were more likely to recall seeing a cannabis delivery service than Teens (18% vs. 4%; $p < .05$)

Difference among Parents who have seen or heard cannabis-related ads:

- › **Older aged** Parents were more likely to remember seeing general ads on billboards, TV, or buses compared to younger aged Parents (26% vs. 14%; $p < .001$)

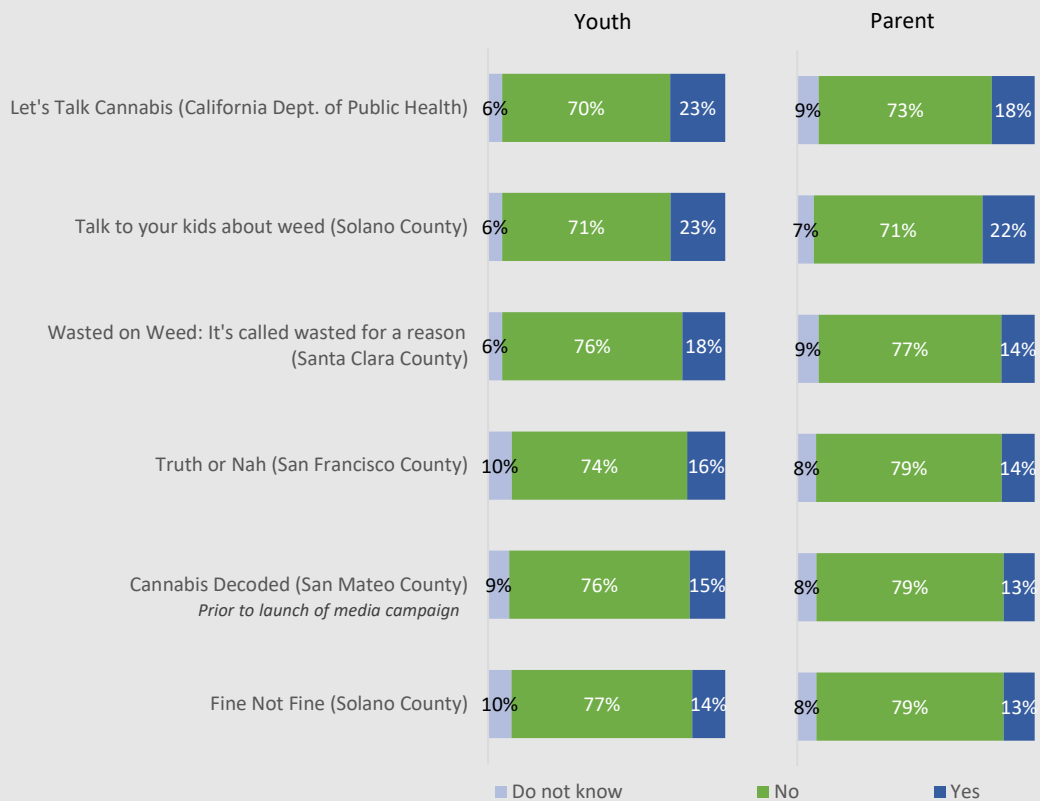
CANNABIS YOUTH CAMPAIGNS

The following section measures awareness of informational campaigns designed to inform youth about cannabis in the Greater Bay Area counties. Additionally, it examines the impact the campaigns may have had on perceptions. It is important to note that at the time of this survey, the Cannabis Decoded campaign had only launched with a website and two parent workshops in Spanish. No media campaign or outreach had taken place at the time of this survey.

The most recognized cannabis education campaigns or ads by Youth were “Let’s Talk Cannabis” and “Talk to your kids about weed” (23%, each). Parent recall for these campaigns was consistent with the Youth recall.

Table 52

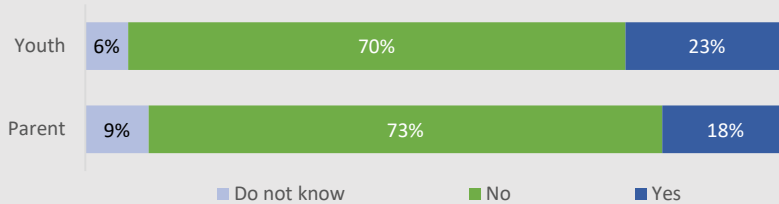
Question 15. Here are some more details about ads and/or information that you may have come across. Do you remember seeing or hearing...?



Base: Total. Youth n=281, Parent n=497

Table 53

Question 15a. Here are some more details about ads and/or information that you may have come across. Do you remember seeing or hearing...Let's Talk Cannabis?



Base: Total. Youth n=279, Parent n=497

Differences among Youth:

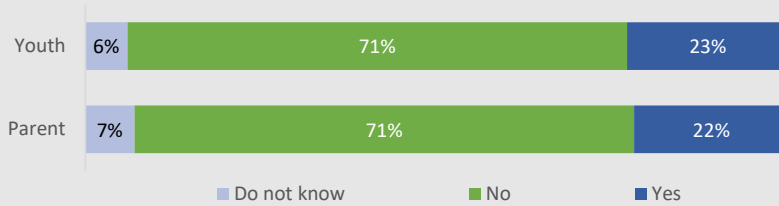
- › More likely to have remembered “Let’s Talk Cannabis”:
 - › **Recent users** compared to non-recent users (36% vs. 10%; $p<.001$)
 - › **Active Youth** compared to less active Youth (32% vs. 20%; $p<.001$)
 - › **Boys** compared to girls (31% vs. 19%; $p<.001$)
 - › **Teens** compared to Young Adults (33% vs. 20%; $p<.05$)

Differences among Parents:

- › More likely to have remembered “Let’s Talk Cannabis”:
 - › **Recent users** compared to non-recent users (31% vs. 12%; $p<.001$)
 - › **Younger aged** Parents compared to older aged Parents (30% vs. 5%; $p<.001$)
 - › **Pregnant** women compared to women not pregnant (39% vs. 16%; $p<.001$)
 - › **Hispanic** Parents compared to Parents with other backgrounds (35% vs. 14%; $p<.001$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (22% vs. 11%; $p<.001$)
 - › Parents in **San Francisco County** compared to all Parents (35% vs. 18%; $p<.01$)

Table 54

Question 15f. Here are some more details about ads and/or information that you may have come across. Do you remember seeing or hearing...Talk to your kids about weed?



Base: Total. Youth n=280, Parent n=496

Differences among Youth:

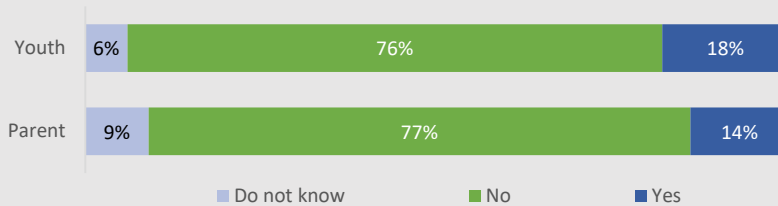
- › More likely to have remembered “Talk to your kids about weed”:
 - › **Boys** compared to girls (34% vs. 17%; $p<.001$)
 - › **Teens** compared to Young Adults (26% vs. 15%; $p<.05$)
 - › **Recent users** compared to non-recent users (28% vs. 10%; $p<.05$)

Differences among Parents:

- › More likely to have remembered “Talk to your kids about weed”:
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (26% vs. 16%; $p<.05$). Also, **recent users** compared to non-recent users (35% vs. 16%; $p<.001$)
 - › **Younger aged** Parents compared to older aged Parents (30% vs. 13%; $p<.001$)
 - › **Hispanic** Parents compared to Parents with other backgrounds (35% vs. 19%; $p<.01$)
 - › **Pregnant** women compared to non-pregnant women (37% vs. 18%; $p<.01$)
- › **Asian/Non-Hispanic** Parents were less likely to remember “Talk to your kids about weed” compared to Parents with other backgrounds (11% vs. 25%; $p<.001$)

Table 55

Question 15c. Here are some more details about ads and/or information that you may have come across. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason?



Base: Total. Youth n=279, Parent n=497

Differences among Youth:

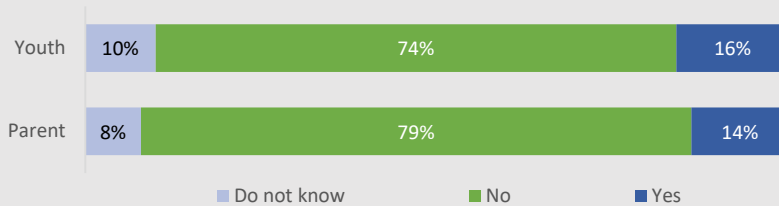
- › More likely to have remembered “Wasted on Weed: It’s called wasted for a reason”:
 - › **Boys** compared to girls (27% vs. 13%; $p<.01$)
 - › Youth who have **tried cannabis** compared to those who have not tried cannabis (23% vs. 12%; $p<.05$). **Recent users** compared to non-recent users (29% vs. 10%; $p<.05$)
 - › *Directionally due to small sample sizes, Youth in **San Francisco County** were more apt to have come across “Wasted on Weed: It’s called wasted for a reason” (n=8, out of 20)*

Differences among Parents:

- › More likely to have remembered “Wasted on Weed: It’s called wasted for a reason”:
 - › **Younger aged** Parents compared to older aged parents (22% vs. 6%; $p<.001$)
 - › **Pregnant** women compared to non-pregnant women (44% vs. 9%; $p<.001$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (17% vs. 10%; $p<.05$). **Recent users** were more likely to know this information compared to non-recent users (26% vs. 8%; $p<.001$)
 - › Parents in **San Francisco County** compared to all Parents (28% vs. 14%; $p<.01$)
- › **Asian/Non-Hispanic** Parents were less likely to remember seeing or hearing this information compared to Parents with other backgrounds (7% vs. 14%; $p<.01$)

Table 56

Question 15e. Here are some more details about ads and/or information that you may have come across. Do you remember seeing or hearing... Truth or Nah?



Base: Total. Youth n=281, Parent n=496

Differences among Youth:

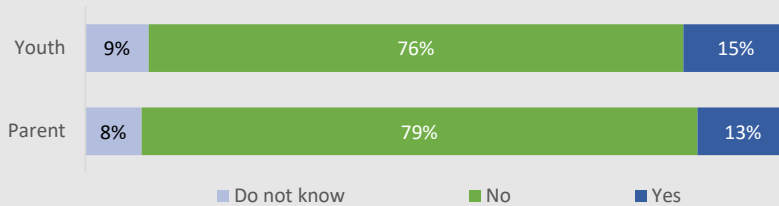
- > Youth in **Contra Costa County** were more likely to come across “Truth or Nah” compared to all Youth (29% vs. 16%; $p<.05$)

Differences among Parents:

- > More likely to have remembered “Truth or Nah”:
 - > **Younger aged** Parents compared to older aged parents (25% vs. 2%; $p<.001$)
 - > **Pregnant** women compared to non-pregnant women (45% vs. 9%; $p<.001$)
 - > Parents who have **tried cannabis** compared to those who have not tried cannabis (18% vs. 7%; $p<.001$). **Recent users** compared to non-recent users (28% vs. 8%; $p<.001$)
 - > **Hispanic** Parents compared to Parents with other backgrounds (27% vs. 11%; $p<.001$)
 - > Parents in **San Francisco County** compared to all Parents (36% vs. 14%; $p<.001$)

Table 57

Question 15b. Here are some more details about ads and/or information that you may have come across. Do you remember seeing or hearing...Cannabis Decoded?



Base: Total. Youth n=280, Parent n=497

Differences among Youth:

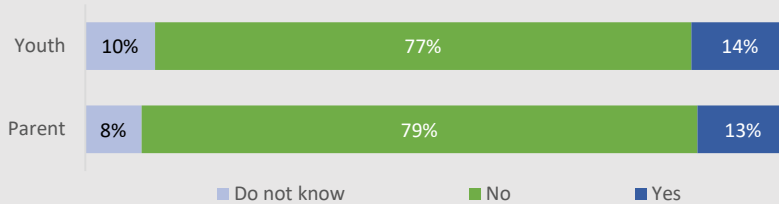
- › More likely to have remembered “Cannabis Decoded”:
 - › **Boys** compared to girls (24% vs. 10%; $p<.001$)
 - › **Recent users** compared to non-recent users (22% vs. 3%; $p<.05$)
 - › **White/Non-Hispanic** Youth compared to Youth from different backgrounds (21% vs. 12%; $p<.05$)

Differences among Parents:

- › More likely to have remembered “Cannabis Decoded”:
 - › **Younger aged** Parents compared to older aged parents (21% vs. 5%; $p<.001$)
 - › **Pregnant** women compared to non-pregnant women (33% vs. 10%; $p<.001$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (18% vs. 6%; $p<.001$). **Recent users** compared to non-recent users (27% vs. 9%; $p<.001$)
 - › **Hispanic** Parents compared to Parents with other backgrounds (27% vs. 11%; $p<.001$)
 - › Parents in **San Francisco County** were more apt to have come across “Cannabis Decoded” compared to all Parents (24% vs. 13%; $p<.05$)
- › **Asian/Non-Hispanic** Parents were less aware of “Cannabis Decoded” than Parents with other backgrounds (4% vs. 17%; $p<.001$)

Table 58

Question 15d. Here are some more details about ads and/or information that you may have come across. Do you remember seeing or hearing...Fine Not Fine?



Base: Total. Youth n=281, Parent n=496

Differences among Youth:

- › *Directionally due to small sample sizes, Youth in **San Francisco County** were more apt to have come across “Fine Not Fine” (n=9, out of 20)*

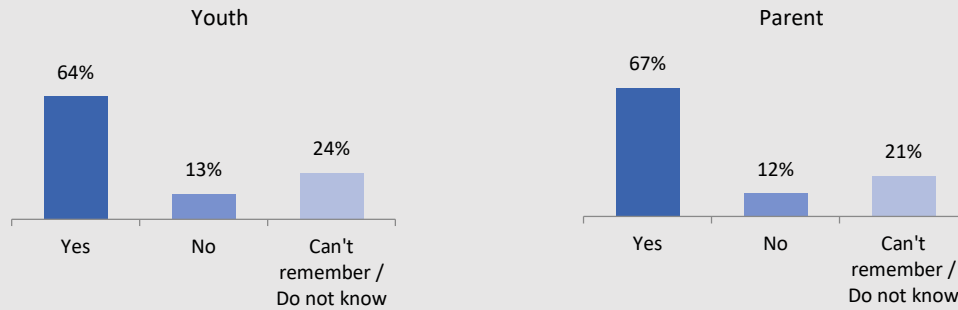
Differences among Parents:

- › More likely to have remembered “Fine Not Fine”:
 - › **Younger aged** Parents compared to older aged parents (22% vs. 3%; $p<.001$)
 - › **Pregnant** women compared to non-pregnant women (25% vs. 9%; $p<.01$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (16% vs. 7%; $p<.01$). **Recent users** compared to non-recent users (24% vs. 9%; $p<.001$)
 - › **Hispanic** Parents compared to Parents with other backgrounds (30% vs. 9%; $p<.001$)
 - › Parents in **San Francisco County** compared to all Parents (24% vs. 13%; $p<.05$)

Two-thirds of Youth (64%) and Parents (67%) believed the cannabis campaigns or information they came across were designed for young people. About one-quarter of respondents reported not being able to remember (24% of Youth and 21% of Parents).

Table 59

Question 16. Was the ad or information you saw or heard designed for young people (teens and young adults)?



Base: Aware of cannabis campaign(s). Youth n=119, Parent n=170

Differences among Youth who were aware of campaign(s):

- > There were no statistically significant differences among sub-populations.

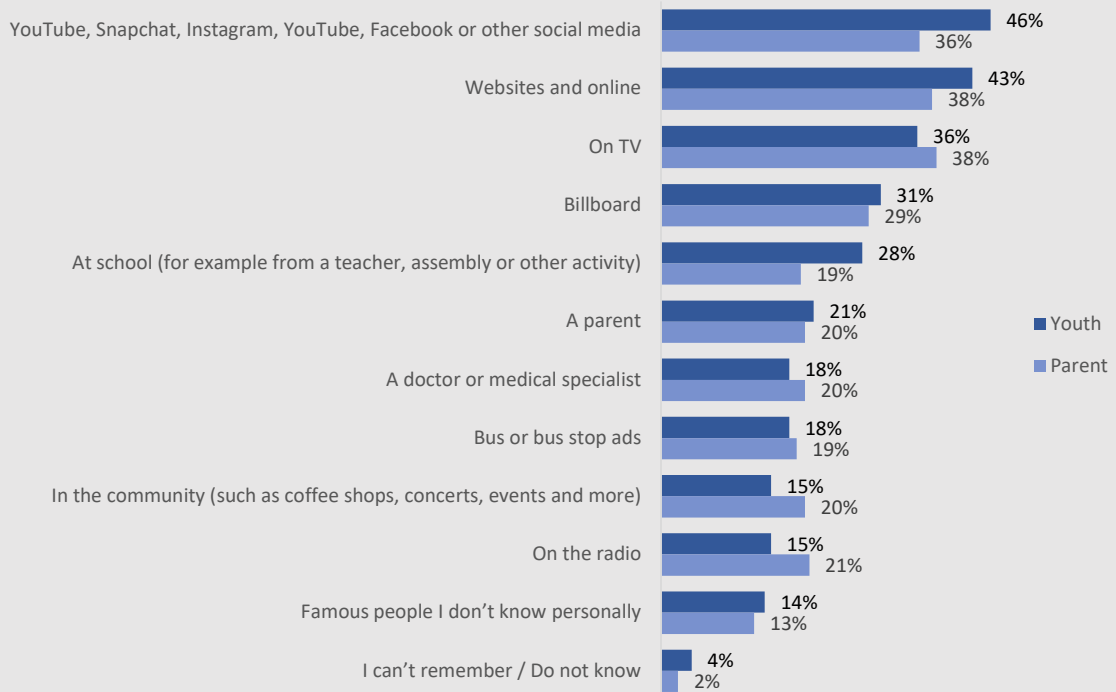
Differences among Parents who were aware of campaign(s):

- > More likely to think that the ad or information they came across was designed for young people:
 - > Parents who have **tried cannabis** compared to Parents who have not tried cannabis (74% vs. 50%; $p < .001$)
 - > **Younger aged** Parents compared to older aged Parents (72% vs. 54%; $p < .05$)

Among the Youth who remembered any of the campaigns tested, social media (46%) and websites (43%) were the most common sources of awareness. Parents were most informed by websites (38%), TV (38%), and social media (36%).

Table 60

Question 17. As best you can remember, where did you see or hear about information or facts about cannabis? Please select all that apply.



Base: Aware of cannabis campaign(s). Youth n=118, Parent n=170

Differences among Youth who were aware of campaign(s):

- > **Boys** were more apt to have heard or seen cannabis information from famous people they don't know personally compared to girls (25% vs. 6%; *p*<.01)
- > **Regular users** were more apt to come across information in the community compared to occasional users (46% vs. 6%; *p*<.01)

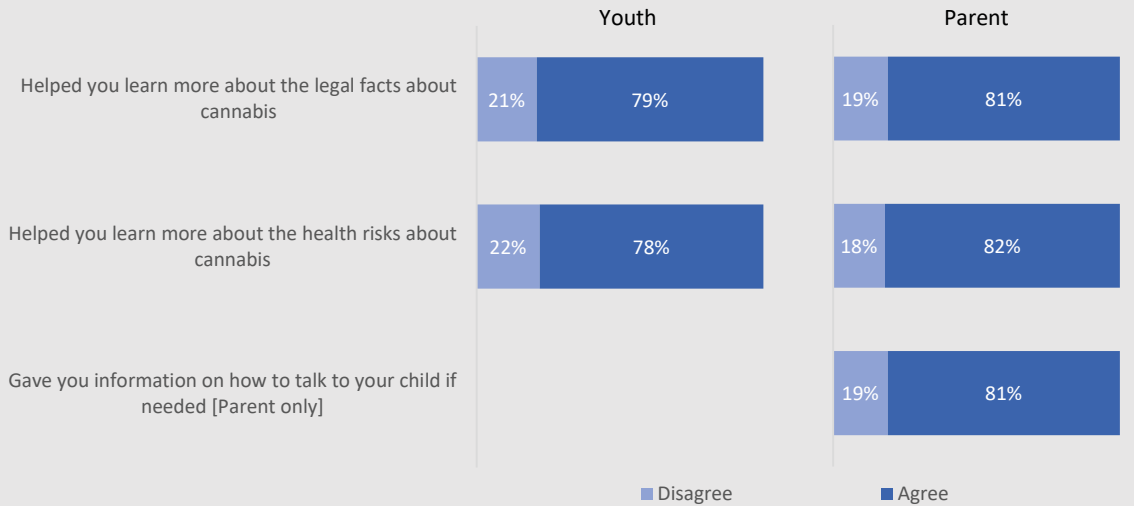
Difference among Parents who were aware of campaign(s):

- > **Younger aged** Parents were more likely to come across the campaign information from social media than older aged Parents (44% vs. 13%; *p*<.001)

The majority of Youth and Parents believed the information they saw or heard helped them learn more about the legal facts and health risks about cannabis. Additionally, most Parents felt it gave them information on how to talk to their child if needed.

Table 61

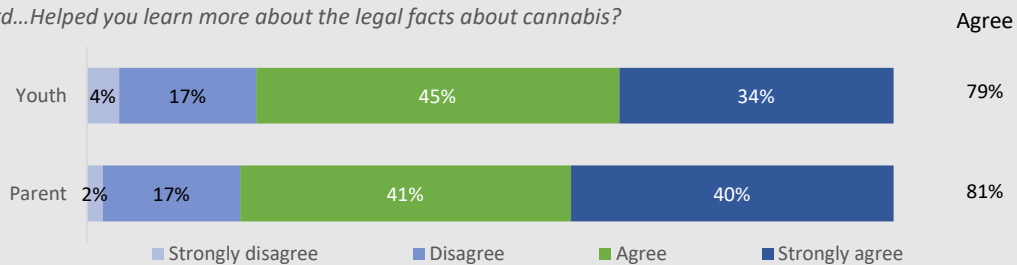
Question 18. How much do you agree or disagree that the information you saw or heard...



Base: Aware of any cannabis campaign(s). Youth n=119, Parent n=166

Table 62

Question 18b. How much do you agree or disagree that the information you saw or heard...Helped you learn more about the legal facts about cannabis?



Base: Aware of cannabis campaign(s). Youth n=119, Parent n=165

Differences among Youth who were aware of campaign(s):

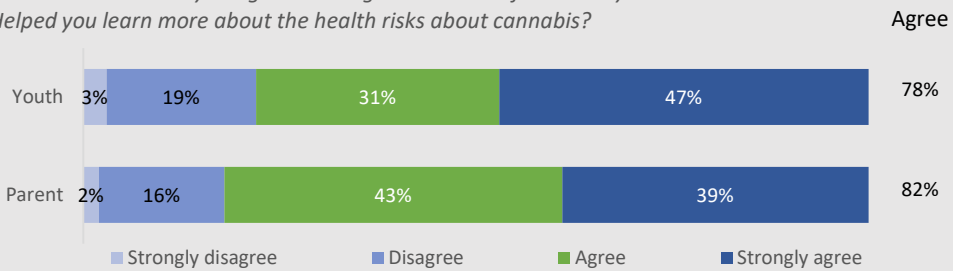
- > More likely to agree that the information helped them learn more about the legal facts about cannabis:
 - > Youth who have **tried cannabis** compared to those who have not tried cannabis (88% vs. 71%; $p < .05$)
 - > **Boys** compared to girls (90% vs. 72%; $p < .05$)

Differences among Parents who were aware of campaign(s):

- > More likely to agree that the information helped them learn more about the legal facts about cannabis:
 - > **Younger aged** Parents compared to older aged parents (89% vs. 56%; $p < .001$)
 - > **Recent users** compared to non-recent users (90% vs. 62%; $p < .001$)

Table 63

Question 18a. How much do you agree or disagree that the information you saw or heard...Helped you learn more about the health risks about cannabis?



Base: Aware of cannabis campaign(s). Youth n=118, Parent n=166

Differences among Youth who were aware of campaign(s):

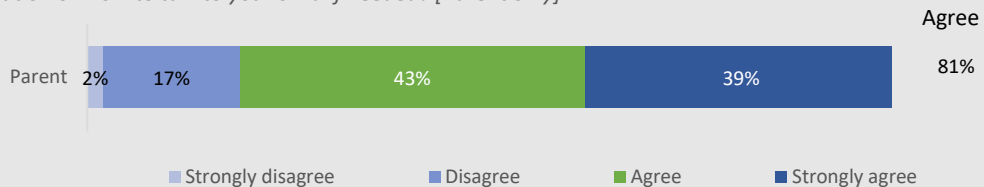
- > There were no statistically significant differences among the sub-populations.

Differences among Parents who were aware of campaign(s):

- > **Younger aged** Parents agreed more often that the information helped them learn more about the health risks about cannabis than older aged Parents (89% vs. 63%; $p < .001$)

Table 64

Question 18c. How much do you agree or disagree that the information you saw or heard...Gave you information on how to talk to your child if needed? [Parent only]



Base: Aware of cannabis campaign(s). Parent n=166

Differences among Parents who were aware of campaign(s):

- > More likely to say the campaign gave them information on how to talk to your child:
 - > **Younger aged** Parents compared to older aged parents (88% vs. 63%; $p < .001$)
 - > **Recent users** compared to non-recent users (84% vs. 66%; $p < .05$)

APPENDIX

VISITATION OF OTHER BAY AREA COUNTIES

San Francisco County was the most popular county regularly visited (2+ times per month).

YOUTH

		LIVE IN								
		Alameda	Contra Costa	Marin	Napa	San Francisco	San Mateo	Santa Clara	Solano	Sonoma
VISIT	n	50	45	15	10	20	41	58	23	20
	Alameda	82%	29%	n=3	n=2	n=4	10%	10%	n=6	n=2
	Contra Costa	12%	76%	n=0	n=4	n=3	7%	0%	n=7	n=1
	Marin	4%	9%	n=5	n=1	n=1	5%	3%	n=2	n=7
	Napa	2%	4%	n=0	n=7	n=2	2%	3%	n=8	n=2
	San Francisco	26%	36%	n=7	n=5	n=9	44%	41%	n=9	n=5
	San Mateo	6%	9%	n=1	n=1	n=3	68%	17%	n=2	n=0
	Santa Clara	10%	11%	n=0	n=0	n=5	27%	72%	n=2	n=2
	Solano	0%	7%	n=1	n=3	n=2	2%	0%	n=13	n=1
	Sonoma	4%	2%	n=3	n=5	n=1	0%	0%	n=3	n=13
	Do not visit	4%	2%	n=4	n=1	n=5	5%	10%	n=3	n=3

PARENT

		LIVE IN								
		Alameda	Contra Costa	Marin	Napa	San Francisco	San Mateo	Santa Clara	Solano	Sonoma
VISIT	n	107	101	14	10	46	81	83	29	31
	Alameda	67%	45%	n=5	n=0	20%	15%	20%	n=5	0%
	Contra Costa	21%	58%	n=2	n=0	15%	11%	5%	n=11	0%
	Marin	2%	5%	n=6	n=0	13%	6%	4%	n=2	35%
	Napa	3%	5%	n=5	n=5	9%	5%	4%	n=8	19%
	San Francisco	29%	30%	n=8	n=3	57%	42%	23%	n=4	23%
	San Mateo	15%	12%	n=2	n=0	30%	62%	20%	n=1	3%
	Santa Clara	23%	9%	n=2	n=1	15%	47%	70%	n=3	3%
	Solano	3%	9%	n=1	n=2	0%	2%	2%	n=16	19%
	Sonoma	2%	6%	n=4	n=5	9%	6%	5%	n=3	61%
	Do not visit	4%	3%	n=1	n=0	2%	7%	10%	n=3	13%

Response counts provided for counties where the sample size fell below n=30

SUMMARY OF DIFFERENCES: YOUTH

The differences follow the order in which they appear in the detailed findings section.

Question / Statement	Youth		p
	Teens (14-18)	Young Adults (19-25)	
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	66%	78%	<i>p<.05</i>
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with “obscene amounts” of poisonous chemicals being used in its production. (Know)	45%	64%	<i>p<.001</i>
Question 7f. You can get a DUI for driving while under the influence of cannabis. (Know)	80%	92%	<i>p<.05</i>
Question 9b. Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference. (Know)	70%	85%	<i>p<.05</i>
Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they try cannabis once or twice? (Great-Moderate Risk)	40%	17%	<i>p<.001</i>
Question 1b. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they smoke cannabis once or twice a week? (Great-Moderate Risk)	69%	51%	<i>p<.01</i>
Question 2b. How concerned do you think your parent(s) would be if you / would you be if your children were to...Smoke cigarettes? (Very Concerned-Concerned)	76%	55%	<i>p<.001</i>
Question 2c. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use e-cigarettes or other vaping products? (Very Concerned-Concerned)	89%	68%	<i>p<.001</i>
Question 2d. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use cannabis? (Very Concerned-Concerned)	82%	57%	<i>p<.001</i>
Question 2a. How concerned do you think your parent(s) would be if you / would you be if your children were to...Drink wine, beer, or liquor? (Very Concerned-Concerned)	76%	28%	<i>p<.001</i>
Question 5a. Most of the kids at my school have tried cannabis (Completely-Somewhat True)	71%	83%	<i>p<.05</i>
Question 5c. My parents are supportive of me using cannabis. (Completely-Somewhat True)	14%	27%	<i>p<.05</i>
Question 3. Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)? (Yes)	34%	51%	<i>p<.05</i>
Question 11. If you wanted more information about cannabis, where would you go? (Talk to parent)	43%	18%	<i>p<.001</i>

Question / Statement	Youth		p
	Teens (14-18)	Young Adults (19-25)	
Question 14. What do you remember seeing or hearing? (Cannabis delivery service)	4%	18%	p<.05
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	33%	20%	p<.05
Question 15f. Do you remember seeing or hearing...Talk to your kids about weed? (Yes)	26%	15%	p<.05

Question / Statement	Teens		p
	Younger Aged Teens (14-15)	Older Aged Teens (16-18)	
Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they try cannabis once or twice? (Great-Moderate Risk)	83%	63%	p<.01
Question 2d. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use cannabis? (Very Concerned-Concerned)	92%	77%	p<.05
Question 3. Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)? (Yes)	23%	39%	p<.05

Question / Statement	Youth		p
	Girls	Boys	
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with "obscene amounts" of poisonous chemicals being used in its production. (Know)	43%	62%	p<.01
Question 2f. How concerned do you think your parent(s) would be if you / would you be if your children were to...use other illicit drugs (meth, heroin, ecstasy, etc.)? (Very Concerned-Concerned)	90%	80%	p<.05
Question 2b. How concerned do you think your parent(s) would be if you / would you be if your children were to...Smoke cigarettes? (Very Concerned-Concerned)	75%	64%	p<.05
Question 2e. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use prescription drugs not prescribed to you or your child? (Very Concerned-Concerned)	77%	59%	p<.01
Question 2a. How concerned do you think your parent(s) would be if you / would you be if your children were to...Drink wine, beer, or liquor? (Very Concerned-Concerned)	58%	72%	p<.001

Question / Statement	Youth		
	Girls	Boys	<i>p</i>
Question 5c. My parents are supportive of me using cannabis. (Completely-Somewhat True)	13%	24%	<i>p</i> <.05
Question 4. Over the past 30 days, on how many days did you use cannabis (marijuana)? (Used in past 30 days)	18%	29%	<i>p</i> <.01
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	19%	31%	<i>p</i> <.001
Question 15f. Do you remember seeing or hearing...Talk to your kids about weed? (Yes)	17%	34%	<i>p</i> <.001
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	13%	27%	<i>p</i> <.01
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	10%	24%	<i>p</i> <.001
Question 17. As best you can remember, where did you see or hear about information or facts about cannabis? (Famous people)	6%	25%	<i>p</i> <.01
Question 18b. How much do you agree or disagree that the information you saw or heard...Helped you learn more about the legal facts about cannabis? (Strongly Agree-Agree)	72%	90%	<i>p</i> <.05

Question / Statement	Youth		
	Not Tried Cannabis	Tried Cannabis	<i>p</i>
Question 7a. THC is the chemical in cannabis that produces a "high" feeling. (Know)	66%	94%	<i>p</i> <.001
Question 7c. Food products know as edibles can have very high levels of THC, increasing the chance of overdose. (Know)	57%	78%	<i>p</i> <.001
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	58%	85%	<i>p</i> <.001
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with "obscene amounts" of poisonous chemicals being used in its production. (Know)	41%	61%	<i>p</i> <.01
Question 8e. Cannabis can effect reaction time, coordination, and concentration. (Know)	87%	97%	<i>p</i> <.01

Question / Statement	Youth		p
	Not Tried Cannabis	Tried Cannabis	
Question 8c. Psychological effects of cannabis use can include lowered inhibitions, drowsiness, and silliness/giddiness. Some users also report anxiety and paranoia. (Know)	79%	94%	<i>p</i> <.01
Question 8d. Cannabis use among young people can negatively impact their learning, memory, and attention for weeks after use. Daily or near-daily use of marijuana can damage their memory. (Know)	78%	89%	<i>p</i> <.05
Question 8b. Like cigarettes, smoking cannabis is harmful to a young person's lungs and can increase their risk of developing lung problems. (Know most or all)	44%	57%	<i>p</i> <.05
Question 7f. You can get a DUI for driving while under the influence of cannabis. (Know)	77%	93%	<i>p</i> <.001
Question 9b. Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference. (Know)	65%	86%	<i>p</i> <.001
Question 7g. Even if someone is of legal age, cannabis cannot be consumed, smoked, eaten, or vaped in public places. (Know)	66%	80%	<i>p</i> <.05
Question 7d. Young people under 21 who are caught in possession of cannabis, can get a Minor in Possession (MIP) and be required to complete drug counseling and community service. (Know)	62%	79%	<i>p</i> <.01
Question 7e. Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them (Know)	58%	77%	<i>p</i> <.01
Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they try cannabis once or twice? (Great-Moderate Risk)	41%	21%	<i>p</i> <.01
Question 1b. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they smoke cannabis once or twice a week? (Great-Moderate Risk)	80%	40%	<i>p</i> <.001
Question 2b. How concerned do you think your parent(s) would be if you / would you be if your children were to...Smoke cigarettes? (Very Concerned-Concerned)	78%	60%	<i>p</i> <.01
Question 2e. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use prescription drugs not prescribed to you or your child? (Very Concerned-Concerned)	77%	60%	<i>p</i> <.01
Question 2c. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use e-cigarettes or other vaping products? (Very Concerned-Concerned)	91%	71%	<i>p</i> <.001
Question 2d. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use cannabis? (Very Concerned-Concerned)	89%	56%	<i>p</i> <.001

Question / Statement	Youth		p
	Not Tried Cannabis	Tried Cannabis	
Question 2a. How concerned do you think your parent(s) would be if you / would you be if your children were to...Drink wine, beer, or liquor? (Very Concerned-Concerned)	70%	50%	<i>p</i> <.001
Question 5d. My friends support my choice not to use cannabis. (Completely True)	61%	41%	<i>p</i> <.01
Question 5a. Most of the kids at my school have tried cannabis. (Completely-Somewhat True)	61%	91%	<i>p</i> <.001
Question 5b. If one of my best friends offered me some cannabis I would try it. (Completely-Somewhat True)	12%	82%	<i>p</i> <.001
Question 5c. My parents are supportive of me using cannabis. (Completely-Somewhat True)	6%	33%	<i>p</i> <.001
Question 11. If you wanted more information about cannabis, where would you go? (Talk to their parent)	43%	28%	<i>p</i> <.05
Question 11. If you wanted more information about cannabis, where would you go? (Talk to a teacher, coach, or counselor)	25%	14%	<i>p</i> <.05
Question 11. If you wanted more information about cannabis, where would you go? (Talk to a friend)	37%	52%	<i>p</i> <.05
Question 11. If you wanted more information about cannabis, where would you go? (Look at online personalities)	18%	30%	<i>p</i> <.05
Question 12. In the past month or so, have you heard or seen any cannabis-related ads and/or information? (Yes)	35%	64%	<i>p</i> <.001
Question 13. What ads and/or information have you come across? (Ads selling cannabis)	36%	65%	<i>p</i> <.001
Question 13. What ads and/or information have you come across? (Store selling cannabis)	9%	44%	<i>p</i> <.001
Question 14. What do you remember seeing or hearing? (Risks or negative effects)	44%	16%	<i>p</i> <.001
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	12%	23%	<i>p</i> <.05
Question 18b. How much do you agree or disagree that the information you saw or heard...Helped you learn more about the legal facts about cannabis? (Strongly Agree-Agree)	71%	88%	<i>p</i> <.05

Youth			
Question / Statement	Non-Recent Users	Recent Users	<i>p</i>
Question 8f. It is not safe to use cannabis while pregnant, even to control morning sickness or other symptoms. (Know)	87%	97%	<i>p</i> <.05
Question 2f. How concerned do you think your parent(s) would be if you / would you be if your children were to...use other illicit drugs (meth, heroin, ecstasy, etc.)? (Very Concerned-Concerned)	93%	81%	<i>p</i> <.05
Question 5b. If one of my best friends offered me some cannabis I would try it. (Completely-Somewhat True)	63%	82%	<i>p</i> <.01
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	10%	36%	<i>p</i> <.001
Question 15f. Do you remember seeing or hearing...Talk to your kids about weed? (Yes)	10%	28%	<i>p</i> <.05
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	10%	29%	<i>p</i> <.05
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	3%	22%	<i>p</i> <.05

Youth			
Question / Statement	Occasional Users	Regular Users	<i>p</i>
Question 17. As best you can remember, where did you see or hear about information or facts about cannabis? (In the community)	6%	46%	<i>p</i> <.01

Question / Statement	Youth		p
	Not Campaign Aware	Campaign Aware	
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	61%	80%	<i>p</i> <.01
Question 7c. Food products know as edibles can have very high levels of THC, increasing the chance of overdose. (Know)	58%	80%	<i>p</i> <.001
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with “obscene amounts” of poisonous chemicals being used in its production. (Know)	42%	62%	<i>p</i> <.01
Question 8e. Cannabis can effect reaction time, coordination, and concentration. (Know)	88%	97%	<i>p</i> <.05
Question 8c. Psychological effects of cannabis use can include lowered inhibitions, drowsiness, and silliness/giddiness. Some users also report anxiety and paranoia. (Know)	82%	91%	<i>p</i> <.05
Question 8d. Cannabis use among young people can negatively impact their learning, memory, and attention for weeks after use. Daily or near-daily use of marijuana can damage their memory. (Know)	79%	89%	<i>p</i> <.05
Question 8g. Using cannabis while pregnant can cause a baby to be born with a lower birth weight, which means the baby is more likely to have health issues, especially within the first year of their life. (Know)	73%	85%	<i>p</i> <.05
Question 8a. Use of cannabis before age 25 may have an impact on brain development. (Know)	73%	83%	<i>p</i> <.05
Question 9b. Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference. (Know)	67%	82%	<i>p</i> <.01
Question 7g. Even if someone is of legal age, cannabis cannot be consumed, smoked, eaten, or vaped in public places. (Know)	65%	82%	<i>p</i> <.01
Question 7d. Young people under 21 who are caught in possession of cannabis, can get a Minor in Possession (MIP) and be required to complete drug counseling and community service. (Know)	61%	81%	<i>p</i> <.001
Question 7e. Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them. (Know)	57%	78%	<i>p</i> <.001
Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they try cannabis once or twice? (Great-Moderate Risk)	21%	47%	<i>p</i> <.001
Question 4. Over the past 30 days, on how many days did you use cannabis (marijuana)? (Used in past 30 days)	60%	86%	<i>p</i> <.01
Question 11. If you wanted more information about cannabis, where would you go? (Talk to a teacher, coach, or counselor)	13%	30%	<i>p</i> <.001

Question / Statement	Youth				p
	White / Non-Hispanic	Asian / Non-Hispanic	Hispanic	Other / Non-Hispanic	
Question 7a. THC is the chemical in cannabis that produces a “high” feeling. (Know)	84%	62%	79%	82%	<i>p</i> <.01
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	77%	55%	65%	76%	<i>p</i> <.001
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with “obscene amounts” of poisonous chemicals being used in its production. (Know)	61%	37%	48%	45%	<i>p</i> <.05
Question 9b. Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference. (Know)	80%	62%	76%	76%	<i>p</i> <.05
Question 7d. Young people under 21 who are caught in possession of cannabis, can get a Minor in Possession (MIP) and be required to complete drug counseling and community service. (Know)	78%	64%	71%	59%	<i>p</i> <.05
Question 1b. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they smoke cannabis once or twice a week? (Great Risk)	27%	45%	32%	33%	<i>p</i> <.05
Question 2d. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use cannabis? (Very Concerned-Concerned)	71%	89%	81%	61%	<i>p</i> <.01
Question 5d. My friends support my choice not to use cannabis (Completely True)	40%	70%	52%	59%	<i>p</i> <.01
Question 5a. Most of the kids at my school have tried cannabis (Completely-Somewhat True)	77%	63%	73%	81%	<i>p</i> <.05
Question 5b. If one of my best friends offered me some cannabis I would try it. (Completely-Somewhat True)	41%	27%	53%	45%	<i>p</i> <.05
Question 3. Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)? (Yes)	41%	25%	46%	44%	<i>p</i> <.05
Question 11. If you wanted more information about cannabis, where would you go? (Talk to a friend)	49%	24%	42%	50%	<i>p</i> <.01
Question 11. If you wanted more information about cannabis, where would you go? (Talk to their parent)	44%	29%	30%	32%	<i>p</i> <.05
Question 12. In the past month or so, have you heard or seen any cannabis-related ads and/or information? (Yes)	51%	32%	47%	53%	<i>p</i> <.05
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	21%	13%	11%	11%	<i>p</i> <.05

Youth			
Question / Statement	Less Active	Active	<i>p</i>
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with “obscene amounts” of poisonous chemicals being used in its production. (Know)	46%	61%	<i>p</i> <.05
Question 8a. Use of cannabis before age 25 may have an impact on brain development. (Know)	74%	89%	<i>p</i> <.01
Question 7f. You can get a DUI for driving while under the influence of cannabis. (Know)	81%	91%	<i>p</i> <.05
Question 7e. Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them. (Know)	62%	77%	<i>p</i> <.05
Question 15a. Do you remember seeing or hearing...Let’s Talk Cannabis? (Yes)	20%	32%	<i>p</i> <.001

Youth			
Question / Statement	Contra Costa County	All other Counties	<i>p</i>
Question 15e. Do you remember seeing or hearing...Truth or Nah? (Yes)	29%	16%	<i>p</i> <.05

SUMMARY OF DIFFERENCES: PARENTS

Question / Statement	Parents		p
	Younger Aged (19-39)	Older Aged (40+)	
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	78%	67%	<i>p</i> <.01
Question 8e. Cannabis can effect reaction time, coordination, and concentration. (Know)	89%	95%	<i>p</i> <.05
Question 7d. Young people under 21 who are caught in possession of cannabis, can get a Minor in Possession (MIP) and be required to complete drug counseling and community service. (Know)	68%	55%	<i>p</i> <.01
Question 7e. Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them. (Know)	73%	54%	<i>p</i> <.001
Question 1b. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they smoke cannabis once or twice a week? (Great-Moderate Risk)	66%	75%	<i>p</i> <.05
Question 2f. How concerned do you think your parent(s) would be if you / would you be if your children were to...use other illicit drugs (meth, heroin, ecstasy, etc.)? (Very Concerned-Concerned)	80%	91%	<i>p</i> <.001
Question 2b. How concerned do you think your parent(s) would be if you / would you be if your children were to...Smoke cigarettes? (Very Concerned-Concerned)	68%	81%	<i>p</i> <.01
Question 2e. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use prescription drugs not prescribed to you or your child? (Very Concerned-Concerned)	76%	86%	<i>p</i> <.01
Question 2c. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use e-cigarettes or other vaping products? (Very Concerned-Concerned)	64%	77%	<i>p</i> <.01
Question 6a. If my teen is going to experiment, I feel that cannabis is less harmful for them than drinking alcohol. (Completely-Somewhat True)	67%	45%	<i>p</i> <.001
Question 6c. As long as their performance at school and other responsibilities are being met, I'm not concerned if my teen were using cannabis. (Completely-Somewhat True)	45%	16%	<i>p</i> <.001
Question 3. Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)? (Yes)	66%	54%	<i>p</i> <.01
Question 4. Over the past 30 days, on how many days did you use cannabis (marijuana)? (Used in past 30 days)	62%	33%	<i>p</i> <.001

Question / Statement	Parents		p
	Younger Aged (19-39)	Older Aged (40+)	
Question 4. Over the past 30 days, on how many days did you use cannabis (marijuana)? (Used 6+ days in past 30 days)	26%	13%	<i>p</i> <.001
Question 10B. Do you have a written family agreement about your child(ren) who are under the age of 19 using alcohol or other drugs such as cannabis? (Yes)	52%	7%	<i>p</i> <.01
Question 10C. Which of the following sources would you use to get advice and/or information to prepare you to talk to your child(ren) who are under the age of 19 about cannabis? (A doctor or medical specialist)	51%	38%	<i>p</i> <.01
Question 13. What ads and/or information have you come across? (Store selling cannabis)	39%	16%	<i>p</i> <.001
Question 14. What do you remember seeing or hearing? (General ads)	14%	26%	<i>p</i> <.001
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	30%	5%	<i>p</i> <.001
Question 15f. Do you remember seeing or hearing...Talk to your kids about weed? (Yes)	30%	13%	<i>p</i> <.001
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	22%	6%	<i>p</i> <.001
Question 15e. Do you remember seeing or hearing...Truth or Nah? (Yes)	25%	2%	<i>p</i> <.001
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	21%	5%	<i>p</i> <.001
Question 15d. Do you remember seeing or hearing...Fine Not Fine? (Yes)	22%	3%	<i>p</i> <.001
Question 16. Was the ad or information you saw or heard designed for young people (teens and young adults)? (Yes)	72%	54%	<i>p</i> <.05
Question 17. As best you can remember, where did you see or hear about information or facts about cannabis? (Social media)	44%	13%	<i>p</i> <.001
Question 18b. How much do you agree or disagree that the information you saw or heard...Helped you learn more about the legal facts about cannabis? (Strongly Agree-Agree)	89%	56%	<i>p</i> <.001
Question 18a. How much do you agree or disagree that the information you saw or heard...Helped you learn more about the health risks about cannabis? (Strongly Agree-Agree)	89%	63%	<i>p</i> <.001
Question 18c. How much do you agree or disagree that the information you saw or heard...Gave you information on how to talk to your child if needed? (Strongly Agree-Agree)	88%	63%	<i>p</i> <.001

Parents			
Question / Statement	Only Younger Children (Under 10)	Only Older Children (10+)	<i>p</i>
Question 2d. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use cannabis? (Very Concerned-Concerned)	69%	80%	<i>p</i> <.05
Question 6c. As long as their performance at school and other responsibilities are being met, I'm not concerned if my teen were using cannabis. (Completely-Somewhat True)	37%	22%	<i>p</i> <.01
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	29%	77%	<i>p</i> <.001
Question 10A. Why have you not talked to your child(ren) who are under the age of 19 about cannabis? (Child not old enough)	91%	47%	<i>p</i> <.001
Question 10A. Why have you not talked to your child(ren) who are under the age of 19 about cannabis? (Child doesn't have a problem)	9%	33%	<i>p</i> <.001
Question 10A. Why have you not talked to your child(ren) who are under the age of 19 about cannabis? (Child learns through school)	3%	25%	<i>p</i> <.01
Question 10B. Do you have a written family agreement about your child(ren) who are under the age of 19 using alcohol or other drugs such as cannabis? (Yes)	51%	16%	<i>p</i> <.001

Parents			
Question / Statement	Women	Men	<i>p</i>
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with "obscene amounts" of poisonous chemicals being used in its production. (Know)	55%	69%	<i>p</i> <.01
Question 8f. It is not safe to use cannabis while pregnant, even to control morning sickness or other symptoms. (Know)	85%	92%	<i>p</i> <.05
Question 8b. Like cigarettes, smoking cannabis is harmful to a young person's lungs and can increase their risk of developing lung problems. (Know)	82%	92%	<i>p</i> <.05
Question 4. Over the past 30 days, on how many days did you use cannabis (marijuana)? (Used in past 30 days)	45%	57%	<i>p</i> <.05
Question 4. Over the past 30 days, on how many days did you use cannabis (marijuana)? (Used 6+ days in past 30 days)	15%	29%	<i>p</i> <.01
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	47%	59%	<i>p</i> <.05

Question / Statement	Parents		p
	Not Tried Cannabis	Tried Cannabis	
Question 7a. THC is the chemical in cannabis that produces a “high” feeling. (Know)	68%	91%	<i>p</i> <.001
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	59%	82%	<i>p</i> <.001
Question 7c. Food products know as edibles can have very high levels of THC, increasing the chance of overdose. (Know)	57%	77%	<i>p</i> <.001
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with “obscene amounts” of poisonous chemicals being used in its production. (Know)	53%	64%	<i>p</i> <.05
Question 9d. Young people are using cannabis in new ways, like dabbing and in food and snacks known as edibles. Because both forms can have very high potency, overdose can occur. (Know)	68%	83%	<i>p</i> <.001
Question 9c. The way cannabis is grown has changed since you grew up, and some plants now have higher levels of THC. (Know)	54%	85%	<i>p</i> <.001
Question 8e. Cannabis can effect reaction time, coordination, and concentration. (Know)	88%	94%	<i>p</i> <.05
Question 8c. Psychological effects of cannabis use can include lowered inhibitions, drowsiness, and silliness/giddiness. Some users also report anxiety and paranoia. (Know)	85%	93%	<i>p</i> <.01
Question 7f. You can get a DUI for driving while under the influence of cannabis. (Know)	82%	89%	<i>p</i> <.05
Question 9b. Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference. (Know)	70%	87%	<i>p</i> <.001
Question 7g. Even if someone is of legal age, cannabis cannot be consumed, smoked, eaten, or vaped in public places. (Know)	66%	82%	<i>p</i> <.001
Question 7e. Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them. (Know)	58%	68%	<i>p</i> <.05
Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they try cannabis once or twice? (Great-Moderate Risk)	58%	36%	<i>p</i> <.001
Question 1b. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they smoke cannabis once or twice a week? (Great-Moderate Risk)	83%	63%	<i>p</i> <.001

Question / Statement	Parents		p
	Not Tried Cannabis	Tried Cannabis	
Question 2d. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use cannabis? (Very Concerned-Concerned)	90%	67%	<i>p</i> <.001
Question 6b. If my teen is going to experiment with cannabis, I think its safer if he or she does it at home. (Completely-Somewhat True)	56%	82%	<i>p</i> <.001
Question 6d. Cannabis is a gateway drug, and using it at an early age will most likely lead to more harmful drug use. (Completely-Somewhat True)	86%	55%	<i>p</i> <.001
Question 6a. If my teen is going to experiment, I feel that cannabis is less harmful for them than drinking alcohol. (Completely-Somewhat True)	31%	71%	<i>p</i> <.001
Question 6c. As long as their performance at school and other responsibilities are being met, I'm not concerned if my teen were using cannabis. (Completely-Somewhat True)	15%	41%	<i>p</i> <.001
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	39%	60%	<i>p</i> <.001
Question 10B. Do you have a written family agreement about your child(ren) who are under the age of 19 using alcohol or other drugs such as cannabis? (Yes)	11%	33%	<i>p</i> <.001
Question 12. In the past month or so, have you heard or seen any cannabis-related ads and/or information? (Yes)	36%	65%	<i>p</i> <.001
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	11%	22%	<i>p</i> <.001
Question 15f. Do you remember seeing or hearing...Talk to your kids about weed? (Yes)	16%	26%	<i>p</i> <.05
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	10%	17%	<i>p</i> <.05
Question 15e. Do you remember seeing or hearing...Truth or Nah? (Yes)	7%	18%	<i>p</i> <.001
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	6%	18%	<i>p</i> <.001
Question 15d. Do you remember seeing or hearing...Fine Not Fine? (Yes)	7%	16%	<i>p</i> <.01
Question 16. Was the ad or information you saw or heard designed for young people (teens and young adults)? (Yes)	50%	74%	<i>p</i> <.001

Question / Statement	Parents		<i>p</i>
	Non-Recent Users	Recent Users	
Question 9c. The way cannabis is grown has changed since you grew up, and some plants now have higher levels of THC. (Know)	78%	85%	<i>p</i> <.05
Question 2f. How concerned do you think your parent(s) would be if you / would you be if your children were to...use other illicit drugs (meth, heroin, ecstasy, etc.)? (Very Concerned-Concerned)	94%	86%	<i>p</i> <.001
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	12%	31%	<i>p</i> <.001
Question 15f. Do you remember seeing or hearing...Talk to your kids about weed? (Yes)	16%	35%	<i>p</i> <.001
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	8%	26%	<i>p</i> <.001
Question 15e. Do you remember seeing or hearing...Truth or Nah? (Yes)	8%	28%	<i>p</i> <.001
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	9%	27%	<i>p</i> <.001
Question 15d. Do you remember seeing or hearing...Fine Not Fine? (Yes)	9%	24%	<i>p</i> <.001
Question 18b. How much do you agree or disagree that the information you saw or heard...Helped you learn more about the legal facts about cannabis? (Strongly Agree-Agree)	62%	90%	<i>p</i> <.001
Question 18c. How much do you agree or disagree that the information you saw or heard...Gave you information on how to talk to your child if needed? (Strongly Agree-Agree)	66%	84%	<i>p</i> <.05

Question / Statement	Parents		
	Occasional Users	Regular Users	<i>p</i>
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	81%	95%	<i>p</i> <.05
Question 9c. The way cannabis is grown has changed since you grew up, and some plants now have higher levels of THC. (Know)	87%	98%	<i>p</i> <.05
Question 8f. It is not safe to use cannabis while pregnant, even to control morning sickness or other symptoms. (Know)	95%	82%	<i>p</i> <.05
Question 9b. Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference. (Know)	84%	95%	<i>p</i> <.05
Question 7g. Even if someone is of legal age, cannabis cannot be consumed, smoked, eaten, or vaped in public places. (Know)	78%	93%	<i>p</i> <.05
Question 7d. Young people under 21 who are caught in possession of cannabis, can get a Minor in Possession (MIP) and be required to complete drug counseling and community service. (Know)	63%	83%	<i>p</i> <.05
Question 7e. Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them. (Know)	70%	85%	<i>p</i> <.05
Question 2b. How concerned do you think your parent(s) would be if you / would you be if your children were to...Smoke cigarettes? (Very Concerned-Concerned)	81%	73%	<i>p</i> <.01
Question 2c. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use e-cigarettes or other vaping products? (Very Concerned-Concerned)	76%	66%	<i>p</i> <.001
Question 2a. How concerned do you think your parent(s) would be if you / would you be if your children were to...Drink wine, beer, or liquor? (Very Concerned-Concerned)	70%	85%	<i>p</i> <.05
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	59%	74%	<i>p</i> <.05
Question 10B. Do you have a written family agreement about your child(ren) who are under the age of 19 using alcohol or other drugs such as cannabis? (Yes)	13%	33%	<i>p</i> <.001

Question / Statement	Parents		p
	Not Campaign Aware	Campaign Aware	
Question 7a. THC is the chemical in cannabis that produces a “high” feeling. (Know)	77%	89%	<i>p</i> <.01
Question 7c. Food products known as edibles can have very high levels of THC, increasing the chance of overdose. (Know)	62%	80%	<i>p</i> <.001
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	69%	81%	<i>p</i> <.05
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with “obscene amounts” of poisonous chemicals being used in its production. (Know)	52%	75%	<i>p</i> <.001
Question 9c. The way cannabis is grown has changed since you grew up, and some plants now have higher levels of THC. (Know)	66%	84%	<i>p</i> <.001
Question 9d. Young people are using cannabis in new ways, like dabbing and in food and snacks known as edibles. Because both forms can have very high potency, overdose can occur. (Know)	72%	86%	<i>p</i> <.01
Question 9b. Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference. (Know)	77%	86%	<i>p</i> <.05
Question 7g. Even if someone is of legal age, cannabis cannot be consumed, smoked, eaten, or vaped in public places. (Know)	72%	83%	<i>p</i> <.01
Question 7d. Young people under 21 who are caught in possession of cannabis, can get a Minor in Possession (MIP) and be required to complete drug counseling and community service. (Know)	56%	72%	<i>p</i> <.001
Question 7e. Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them. (Know)	55%	79%	<i>p</i> <.001
Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they try cannabis once or twice? (Great-Moderate Risk)	39%	54%	<i>p</i> <.01
Question 6a. If my teen is going to experiment, I feel that cannabis is less harmful for them than drinking alcohol. (Completely-Somewhat True)	47%	72%	<i>p</i> <.001
Question 3. Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)? (Yes)	54%	71%	<i>p</i> <.001
Question 4. Over the past 30 days, on how many days did you use cannabis (marijuana)? (Used in past 30 days)	38%	66%	<i>p</i> <.001
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	43%	72%	<i>p</i> <.001
Question 10B. Do you have a written family agreement about your child(ren) who are under the age of 19 using alcohol or other drugs such as cannabis? (Yes)	7%	49%	<i>p</i> <.001

Parents			
Question / Statement	Not Campaign Aware	Campaign Aware	<i>p</i>
Question 10C. Which of the following sources would you use to get advice and/or information to prepare you to talk to your child(ren) who are under the age of 19 about cannabis? (Family member, friend, or another parent)	36%	50%	<i>p</i> <.01
Question 10C. Which of the following sources would you use to get advice and/or information to prepare you to talk to your child(ren) who are under the age of 19 about cannabis? (Parent meeting at school)	27%	39%	<i>p</i> <.01
Question 10C. Which of the following sources would you use to get advice and/or information to prepare you to talk to your child(ren) who are under the age of 19 about cannabis? (Not do anything and talk to them with what they know)	19%	6%	<i>p</i> <.01

Question / Statement	Parents				p
	White / Non-Hispanic	Asian / Non-Hispanic	Hispanic	Other / Non-Hispanic	
Question 7a. THC is the chemical in cannabis that produces a “high” feeling. (Know)	90%	64%	84%	88%	<i>p<.001</i>
Question 7c. Food products know as edibles can have very high levels of THC, increasing the chance of overdose. (Know)	78%	55%	67%	65%	<i>p<.001</i>
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	79%	60%	74%	75%	<i>p<.001</i>
Question 9c. The way cannabis is grown has changed since you grew up, and some plants now have higher levels of THC. (Know)	79%	58%	79%	69%	<i>p<.001</i>
Question 9d. Young people are using cannabis in new ways, like dabbing and in food and snacks known as edibles. Because both forms can have very high potency, overdose can occur. (Know)	83%	67%	77%	75%	<i>p<.01</i>
Question 8b. Like cigarettes, smoking cannabis is harmful to a young person’s lungs and can increase their risk of developing lung problems. (Know)	91%	81%	80%	80%	<i>p<.05</i>
Question 8c. Psychological effects of cannabis use can include lowered inhibitions, drowsiness, and silliness/giddiness. Some users also report anxiety and paranoia. (Know)	94%	84%	86%	88%	<i>p<.01</i>
Question 8d. Cannabis use among young people can negatively impact their learning, memory, and attention for weeks after use. Daily or near-daily use of marijuana can damage their memory. (Know)	90%	82%	83%	77%	<i>p<.01</i>
Question 8a. Use of cannabis before age 25 may have an impact on brain development. (Know)	83%	72%	76%	73%	<i>p<.05</i>
Question 7f. You can get a DUI for driving while under the influence of cannabis. (Know)	92%	79%	85%	84%	<i>p<.01</i>
Question 9b. Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference. (Know)	86%	64%	84%	87%	<i>p<.001</i>
Question 7g. Even if someone is of legal age, cannabis cannot be consumed, smoked, eaten, or vaped in public places. (Know)	83%	62%	81%	73%	<i>p<.001</i>
Question 1b. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they smoke cannabis once or twice a week? (Great Risk)	27%	45%	32%	33%	<i>p<.05</i>

Question / Statement	Parents				p
	White / Non-Hispanic	Asian / Non-Hispanic	Hispanic	Other / Non-Hispanic	
Question 2f. How concerned do you think your parent(s) would be if you / would you be if your children were to...use other illicit drugs (meth, heroin, ecstasy, etc.)? (Very Concerned-Concerned)	90%	Not a significant difference	77%	Not a significant difference	<i>p</i> <.01
Question 2d. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use cannabis? (Very Concerned-Concerned)	Not a significant difference	84%	66%	Not a significant difference	<i>p</i> <.01
Question 6b. If my teen is going to experiment with cannabis, I think its safer if he or she does it at home. (Completely False)	13%	25%	15%	16%	<i>p</i> <.05
Question 6d. Cannabis is a gateway drug, and using it at an early age will most likely lead to more harmful drug use. (Completely-Somewhat True)	66%	77%	59%	58%	<i>p</i> <.01
Question 6a. If my teen is going to experiment, I feel that cannabis is less harmful for them than drinking alcohol. (Completely-Somewhat False)	40%	64%	31%	36%	<i>p</i> <.001
Question 6c. As long as their performance at school and other responsibilities are being met, I'm not concerned if my teen were using cannabis. (Completely-Somewhat True)	29%	21%	51%	27%	<i>p</i> <.001
Question 6c. As long as their performance at school and other responsibilities are being met, I'm not concerned if my teen were using cannabis. (Completely False)	46%	60%	34%	53%	<i>p</i> <.01
Question 3. Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)? (Yes)	66%	35%	69%	77%	<i>p</i> <.001
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	54%	32%	64%	63%	<i>p</i> <.001
Question 10B. Do you have a written family agreement about your child(ren) who are under the age of 19 using alcohol or other drugs such as cannabis? (Yes)	21%	24%	52%	19%	<i>p</i> <.001
Question 10C. Which of the following sources would you use to get advice and/or information to prepare you to talk to your child(ren) who are under the age of 19 about cannabis? (Online website)	56%	59%	45%	60%	<i>p</i> <.05
Question 12. In the past month or so, have you heard or seen any cannabis-related ads and/or information? (Yes)	61%	33%	62%	55%	<i>p</i> <.001
Question 13. What ads and/or information have you come across? (Store selling cannabis)	21%	26%	49%	32%	<i>p</i> <.001
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	14%	11%	35%	20%	<i>p</i> <.001

Parents					
Question / Statement	White / Non-Hispanic	Asian / Non-Hispanic	Hispanic	Other / Non-Hispanic	<i>p</i>
Question 15f. Do you remember seeing or hearing...Talk to your kids about weed? (Yes)	22%	11%	35%	25%	<i>p</i> <.01
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	14%	7%	23%	16%	<i>p</i> <.01
Question 15e. Do you remember seeing or hearing...Truth or Nah? (Yes)	12%	10%	27%	8%	<i>p</i> <.001
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	14%	4%	27%	10%	<i>p</i> <.001
Question 15d. Do you remember seeing or hearing...Fine Not Fine? (Yes)	10%	8%	30%	8%	<i>p</i> <.001

Women				
Question / Statement	Not Pregnant	Pregnant	<i>p</i>	
Question 7c. Food products know as edibles can have very high levels of THC, increasing the chance of overdose. (Know)	64%	86%	<i>p</i> <.01	
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know)	71%	86%	<i>p</i> <.05	
Question 9a. Black market cannabis cultivation is threatening wildlife and poisoning public lands with "obscene amounts" of poisonous chemicals being used in its production. (Know)	52%	76%	<i>p</i> <.01	
Question 9c. The way cannabis is grown has changed since you grew up, and some plants now have higher levels of THC. (Know)	67%	84%	<i>p</i> <.05	
Question 8g. Using cannabis while pregnant can cause a baby to be born with a lower birth weight, which means the baby is more likely to have health issues, especially within the first year of their life. (Know)	83%	97%	<i>p</i> <.05	
Question 7e. Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them. (Know)	60%	78%	<i>p</i> <.05	
Question 1a. How much do you think young people (teens and young adults) risk harming themselves (physically and other ways)...if they try cannabis once or twice? (Great-Moderate Risk)	39%	61%	<i>p</i> <.05	
Question 2f. How concerned do you think your parent(s) would be if you / would you be if your children were to...use other illicit drugs (meth, heroin, ecstasy, etc.)? (Very Concerned-Concerned)	88%	66%	<i>p</i> <.01	

Women			
Question / Statement	Not Pregnant	Pregnant	<i>p</i>
Question 2b. How concerned do you think your parent(s) would be if you / would you be if your children were to...Smoke cigarettes? (Very Concerned-Concerned)	77%	57%	<i>p</i> <.01
Question 2c. How concerned do you think your parent(s) would be if you / would you be if your children were to...Use e-cigarettes or other vaping products? (Very Concerned-Concerned)	75%	57%	<i>p</i> <.05
Question 6c. As long as their performance at school and other responsibilities are being met, I'm not concerned if my teen were using cannabis. (Completely-Somewhat True)	25%	58%	<i>p</i> <.001
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	16%	39%	<i>p</i> <.001
Question 15f. Do you remember seeing or hearing...Talk to your kids about weed? (Yes)	18%	37%	<i>p</i> <.01
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	9%	44%	<i>p</i> <.001
Question 15e. Do you remember seeing or hearing...Truth or Nah? (Yes)	9%	45%	<i>p</i> <.001
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	10%	33%	<i>p</i> <.001
Question 15d. Do you remember seeing or hearing...Fine Not Fine? (Yes)	9%	25%	<i>p</i> <.01

Parents			
Question / Statement	San Francisco County	All other Counties	<i>p</i>
Question 15a. Do you remember seeing or hearing...Let's Talk Cannabis? (Yes)	35%	18%	<i>p</i> <.01
Question 15c. Do you remember seeing or hearing...Wasted on Weed: It's called wasted for a reason? (Yes)	28%	14%	<i>p</i> <.01
Question 15e. Do you remember seeing or hearing...Truth or Nah? (Yes)	36%	14%	<i>p</i> <.001
Question 15b. Do you remember seeing or hearing...Cannabis Decoded? (Yes)	24%	13%	<i>p</i> <.05
Question 15d. Do you remember seeing or hearing...Fine Not Fine? (Yes)	24%	13%	<i>p</i> <.05

SURVEY QUESTION RESPONSES

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
S1	What is your current gender identity?						
	n	286	210	76	502	256	246
	Female	63%	61%	67%	63%	72%	53%
	Male	35%	37%	29%	37%	27%	47%
	Transgender Female	-	-	-	<1%	-	<1%
	Transgender male	1%	<1%	1%	1%	1%	-
	Genderqueer	1%	<1%	1%	-	-	-
	Questioning or unsure	<1%	<1%	-	-	-	-
	Another	<1%	-	1%	-	-	-
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
S2	What is your age?						
	n	286	210	76	502	256	246
	14-15	22%	30%	-	-	-	-
	16-18	51%	70%	-	-	-	-
	19-25	27%	-	100%	7%	13%	-
	26-34	-	-	-	23%	44%	-
	35-44	-	-	-	39%	43%	35%
	45-54	-	-	-	25%	-	52%
	55+	-	-	-	7%	-	13%
S3	What county do you currently live in?						
	n	286	210	76	502	256	246
	Alameda	17%	16%	22%	21%	25%	17%
	Contra Costa	16%	18%	11%	20%	19%	21%
	Marin	5%	6%	3%	3%	3%	3%
	Napa	3%	4%	3%	2%	2%	2%
	San Francisco	7%	6%	11%	9%	11%	7%
	San Mateo	14%	14%	14%	16%	12%	21%
	Santa Clara	21%	22%	17%	17%	16%	17%
	Solano	9%	10%	7%	6%	6%	5%
	Sonoma	7%	5%	13%	6%	7%	6%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
S3b	Besides the county you live in, which other counties do you regularly visit for work, school, or go for fun (2+ times per month on average)? Please select all that apply.						
	n	282	206	76	502	256	246
	Alameda	29%	27%	34%	33%	34%	32%
	Contra Costa	21%	20%	21%	23%	25%	20%
	Marin	9%	9%	11%	8%	9%	7%
	Napa	9%	7%	13%	9%	10%	7%
	San Francisco	38%	37%	39%	32%	32%	33%
	San Mateo	18%	18%	20%	23%	21%	24%
	Santa Clara	26%	25%	26%	29%	26%	32%
	Solano	9%	8%	9%	8%	6%	10%
	Sonoma	10%	9%	12%	10%	9%	11%
	None of the above	10%	10%	8%	6%	6%	6%
	<i>Do not know</i>	<i>1%</i>	<i>1%</i>	-	-	-	-
	<i>Prefer not to say</i>	<i><1%</i>	<i><1%</i>	-	-	-	-
S4	[ASK IF AGE>18] Are you the parent or guardian of a child or children under the age of 19 that live with you at least part-time?						
	n	-	-	-	502	256	246
	Yes	-	-	-	99%	98%	100%
	No	-	-	-	1%	2%	-
S5	[ASK IF AGE>18] Are you currently pregnant?						
	n	51	-	79	314	184	130
	Yes	-	-	-	12%	18%	2%
	No	100%	-	100%	88%	82%	98%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
S6	[ASK IF S5=YES] Please indicate the age(s) of your children.						
	n	-	-	-	492	247	245
	0-5 years	-	-	-	40%	59%	21%
	6-9 years	-	-	-	38%	44%	33%
	10-13 years	-	-	-	34%	26%	43%
	14-15 years	-	-	-	8%	3%	13%
	16-18 years	-	-	-	14%	3%	26%
	19-25 years	-	-	-	6%	2%	10%
	Over 25 years	-	-	-	1%	-	3%
	<i>Do not know</i>	-	-	-	<1%	1%	-
	<i>Prefer not to say</i>	-	-	-	1%	1%	<1%
Q1a	How much do you think young people (teens and young adults) risk harming themselves (physically or in other ways)...if they try cannabis once or twice.						
	n	272	200	72	480	245	235
	Great risk	16%	20%	7%	24%	27%	21%
	Moderate risk	18%	21%	10%	21%	21%	21%
	Slight risk	33%	32%	38%	24%	21%	28%
	No risk	33%	28%	46%	31%	31%	30%
	<i>Do not know</i>	4%	3%	5%	4%	4%	4%
	<i>Prefer not to say</i>	1%	1%	-	<1%	<1%	<1%
Q1b	How much do you think young people (teens and young adults) risk harming themselves (physically or in other ways)...if they smoke cannabis once or twice a week.						
	n	269	198	71	477	244	233
	Great risk	33%	37%	23%	43%	38%	49%
	Moderate risk	30%	31%	28%	27%	28%	26%
	Slight risk	22%	17%	35%	16%	16%	15%
	No risk	14%	15%	14%	14%	18%	10%
	<i>Do not know</i>	5%	4%	7%	5%	4%	5%
	<i>Prefer not to say</i>	1%	2%	-	<1%	<1%	<1%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q2a	How concerned ["do you think your parent(s) would be if you" IF YOUTH; "would you be if your child(ren)" IF PARENT] were to...Drink wine, beer, or liquor.						
	n	280	205	75	495	250	245
	Very concerned	43%	54%	13%	45%	45%	46%
	Concerned	20%	22%	15%	32%	32%	33%
	A little bit concerned	23%	17%	37%	18%	20%	16%
	Not concerned at all	15%	7%	35%	4%	3%	6%
	<i>Do not know</i>	1%	1%	1%	1%	2%	-
	<i>Prefer not to say</i>	1%	1%	-	1%	1%	<1%
Q2b	How concerned ["do you think your parent(s) would be if you" IF YOUTH; "would you be if your child(ren)" IF PARENT] were to...Smoke cigarettes.						
	n	281	206	75	495	250	245
	Very concerned	70%	76%	55%	75%	68%	81%
	Concerned	19%	15%	28%	18%	25%	11%
	A little bit concerned	6%	4%	12%	5%	5%	5%
	Not concerned at all	5%	4%	5%	2%	1%	3%
	<i>Do not know</i>	1%	<1%	1%	1%	2%	-
	<i>Prefer not to say</i>	1%	1%	-	1%	1%	<1%
Q2c	How concerned ["do you think your parent(s) would be if you" IF YOUTH; "would you be if your child(ren)" IF PARENT] were to...Use e-cigarettes or other vaping products.						
	n	281	206	75	495	250	245
	Very concerned	59%	69%	33%	70%	64%	77%
	Concerned	24%	20%	35%	22%	26%	17%
	A little bit concerned	10%	6%	21%	6%	8%	4%
	Not concerned at all	6%	4%	11%	2%	2%	2%
	<i>Do not know</i>	1%	<1%	1%	1%	2%	-
	<i>Prefer not to say</i>	1%	1%	-	1%	1%	<1%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q2d	How concerned ["do you think your parent(s) would be if you" IF YOUTH; "would you be if your child(ren)" IF PARENT] were to...Use cannabis (marijuana).						
	n	281	206	75	495	250	245
	Very concerned	51%	57%	35%	50%	46%	54%
	Concerned	24%	24%	23%	25%	27%	23%
	A little bit concerned	12%	9%	23%	19%	19%	18%
	Not concerned at all	12%	10%	20%	6%	8%	4%
	<i>Do not know</i>	1%	<1%	1%	1%	2%	-
	<i>Prefer not to say</i>	1%	1%	-	1%	1%	<%
Q2e	How concerned ["do you think your parent(s) would be if you" IF YOUTH; "would you be if your child(ren)" IF PARENT] were to...Use prescription drugs not prescribed to you [PARENT ONLY "or your child"].						
	n	281	206	75	494	250	244
	Very concerned	70%	73%	63%	81%	76%	86%
	Concerned	18%	15%	28%	12%	16%	8%
	A little bit concerned	7%	7%	7%	4%	6%	2%
	Not concerned at all	5%	6%	3%	2%	1%	4%
	<i>Do not know</i>	1%	<1%	1%	1%	2%	<1%
	<i>Prefer not to say</i>	1%	1%		1%	1%	<1%
Q2f	How concerned ["do you think your parent(s) would be if you" IF YOUTH; "would you be if your child(ren)" IF PARENT] were to...Use other illicit drugs (meth, heroin, ecstasy, etc.)						
	n	281	206	75	494	250	244
	Very concerned	86%	86%	84%	86%	80%	91%
	Concerned	7%	8%	5%	10%	14%	5%
	A little bit concerned	3%	1%	8%	3%	4%	1%
	Not concerned at all	4%	4%	3%	2%	1%	3%
	<i>Do not know</i>	1%	<1%	1%	1%	2%	<1%
	<i>Prefer not to say</i>	1%	1%	-	1%	1%	<1%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q3	Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)?						
		276	200	76	491	252	239
	Yes	39%	35%	51%	60%	66%	54%
	No	61%	66%	49%	40%	34%	46%
	<i>Do not know</i>	1%	1%	-	1%	1%	2%
	<i>Prefer not to say</i>	2%	3%	-	1%	<1%	1%
Q4	[ASK IF Q3=1] Over the past 30 days, on how many days did you use cannabis (marijuana)?						
	n	108	69	39	292	164	128
	No days	28%	25%	33%	51%	38%	67%
	1-5 days	45%	49%	38%	29%	36%	20%
	6+ days	27%	26%	28%	21%	26%	13%
	<i>Do not know</i>	-	-	-	1%	1%	1%
	<i>Prefer not to say</i>	-	-	-	<1%	1%	-
Q5a	[ASK IF YOUTH] Please indicate whether the following statements are true or false...Most of the kids at my school have tried cannabis.						
	n	268	193	75	-	-	-
	Completely true	35%	31%	47%	-	-	-
	Somewhat true	39%	40%	36%	-	-	-
	Somewhat false	17%	19%	13%	-	-	-
	Completely false	9%	10%	4%	-	-	-
	<i>Do not know</i>	6%	7%	1%	-	-	-
	<i>Prefer not to say</i>	1%	1%	-	-	-	-
Q5b	[ASK IF YOUTH] Please indicate whether the following statements are true or false...If one of my best friends offered me some cannabis I would try it.						
	n	276	200	76	-	-	-
	Completely true	18%	15%	26%	-	-	-
	Somewhat true	23%	24%	21%	-	-	-
	Somewhat false	16%	17%	14%	-	-	-
	Completely false	43%	45%	38%	-	-	-
	<i>Do not know</i>	3%	4%	-	-	-	-
	<i>Prefer not to say</i>	1%	1%	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q5c	[ASK IF YOUTH] Please indicate whether the following statements are true or false...My parents are supportive of me using cannabis.						
	n	267	196	71	-	-	-
	Completely true	8%	7%	10%	-	-	-
	Somewhat true	10%	7%	17%	-	-	-
	Somewhat false	19%	17%	23%	-	-	-
	Completely false	64%	68%	51%	-	-	-
	<i>Do not know</i>	6%	5%	7%	-	-	-
	<i>Prefer not to say</i>	1%	1%	-	-	-	-
Q5d	[ASK IF YOUTH] Please indicate whether the following statements are true or false...My friends support my choice not to use cannabis.						
	n	268	196	72	-	-	-
	Completely true	53%	52%	57%	-	-	-
	Somewhat true	25%	25%	26%	-	-	-
	Somewhat false	11%	11%	10%	-	-	-
	Completely false	10%	12%	7%	-	-	-
	<i>Do not know</i>	5%	5%	5%	-	-	-
	<i>Prefer not to say</i>	1%	2%	-	-	-	-
Q6a	[ASK IF PARENT] Please indicate whether the following statements are true or false...If my teen is going to experiment, I feel that cannabis is less harmful for them than drinking alcohol.						
	n	-	-	-	472	239	233
	Completely true	-	-	-	23%	31%	15%
	Somewhat true	-	-	-	33%	36%	30%
	Somewhat false	-	-	-	21%	17%	25%
	Completely false	-	-	-	23%	16%	30%
	<i>Do not know</i>	-	-	-	5%	5%	5%
	<i>Prefer not to say</i>	-	-	-	1%	1%	<1%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q6b	[ASK IF PARENT] Please indicate whether the following statements are true or false...If my teen is going to experiment with cannabis, I think its safer if he or she does it at home.						
	n	-	-	-	471	238	233
	Completely true	-	-	-	34%	36%	32%
	Somewhat true	-	-	-	39%	40%	38%
	Somewhat false	-	-	-	11%	11%	10%
	Completely false	-	-	-	17%	13%	21%
	<i>Do not know</i>	-	-	-	4%	4%	4%
	<i>Prefer not to say</i>	-	-	-	2%	3%	1%
Q6c	[ASK IF PARENT] Please indicate whether the following statements are true or false...As long as their performance at school and other responsibilities are being met, I'm not concerned if my teen were using cannabis.						
	n	-	-	-	485	248	237
	Completely true	-	-	-	12%	20%	3%
	Somewhat true	-	-	-	19%	25%	12%
	Somewhat false	-	-	-	21%	19%	23%
	Completely false	-	-	-	48%	35%	61%
	<i>Do not know</i>	-	-	-	3%	2%	3%
	<i>Prefer not to say</i>	-	-	-	1%	1%	<1%
Q6d	[ASK IF PARENT] Please indicate whether the following statements are true or false...Cannabis is a gateway drug, and using it at an early age will most likely will lead to more harmful drug use.						
	n	-	-	-	478	242	236
	Completely true	-	-	-	34%	35%	34%
	Somewhat true	-	-	-	32%	31%	33%
	Somewhat false	-	-	-	19%	19%	19%
	Completely false	-	-	-	14%	15%	14%
	<i>Do not know</i>	-	-	-	4%	4%	4%
	<i>Prefer not to say</i>	-	-	-	1%	2%	<1%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q7a	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...THC is the chemical in cannabis that produces a "high" feeling.						
	n	280	206	74	490	249	241
	I know most of this	51%	49%	58%	58%	57%	58%
	I know a little bit of this	26%	27%	26%	24%	27%	22%
	I did not know this	23%	25%	16%	18%	16%	20%
	<i>Prefer not to say</i>	2%	2%	3%	2%	3%	2%
Q7b	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...CBD is the chemical in cannabis that does not make you high and may have medical benefits.						
	n	278	204	74	489	248	241
	I know most of this	36%	31%	47%	42%	48%	36%
	I know a little bit of this	33%	34%	31%	31%	30%	32%
	I did not know this	31%	34%	22%	27%	22%	33%
	<i>Prefer not to say</i>	3%	3%	3%	3%	3%	2%
Q7c	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Food products know as edibles can have very high levels of THC, increasing the chance of overdose.						
	n	277	204	73	491	248	243
	I know most of this	39%	36%	47%	38%	40%	35%
	I know a little bit of this	28%	29%	25%	31%	32%	29%
	I did not know this	34%	35%	29%	31%	27%	35%
	<i>Prefer not to say</i>	3%	3%	4%	2%	3%	1%
Q7d	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Young people under 21 who are caught in possession of cannabis, can get a Minor in Possession (MIP) and be required to complete drug counseling and community service.						
	n	279	206	73	489	247	242
	I know most of this	37%	35%	41%	34%	39%	28%
	I know a little bit of this	32%	32%	33%	28%	29%	27%
	I did not know this	31%	33%	26%	38%	32%	45%
	<i>Prefer not to say</i>	2%	2%	4%	3%	4%	2%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q7e	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Young people under 21 can get a Minor in Possession (MIP) even if a friend or relative over 21 years old buys cannabis legally and gives it to them.						
	n	278	205	73	491	249	242
	I know most of this	35%	33%	41%	36%	42%	29%
	I know a little bit of this	30%	30%	29%	28%	32%	24%
	I did not know this	35%	37%	30%	36%	27%	46%
	<i>Prefer not to say</i>	3%	2%	4%	2%	3%	2%
Q7f	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...You can get a DUI for driving while under the influence of cannabis.						
	n	279	205	74	493	250	243
	I know most of this	62%	58%	72%	65%	59%	71%
	I know a little bit of this	22%	22%	20%	21%	25%	18%
	I did not know this	17%	20%	8%	14%	16%	11%
	<i>Prefer not to say</i>	2%	2%	3%	2%	2%	1%
Q7g	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Even if someone is of legal age, cannabis cannot be consumed, smoked, eaten, or vaped in public places.						
	n	280	206	74	489	247	242
	I know most of this	41%	37%	54%	47%	47%	47%
	I know a little bit of this	30%	33%	24%	29%	32%	26%
	I did not know this	28%	31%	22%	24%	21%	27%
	<i>Prefer not to say</i>	2%	2%	3%	3%	4%	2%
Q8a	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Use of cannabis before age 25 may have an impact on brain development.						
	n	277	203	74	489	247	242
	I know most of this	45%	48%	38%	46%	46%	46%
	I know a little bit of this	32%	29%	41%	32%	33%	31%
	I did not know this	23%	24%	22%	22%	21%	23%
	<i>Prefer not to say</i>	3%	3%	3%	3%	4%	2%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q8b	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Like cigarettes, smoking cannabis is harmful to a young person's lungs and can increase their risk of developing lung problems.						
	n	279	204	75	487	246	241
	I know most of this	53%	56%	45%	56%	54%	59%
	I know a little bit of this	29%	26%	37%	29%	32%	27%
	I did not know this	18%	18%	17%	15%	15%	15%
	<i>Prefer not to say</i>	2%	3%	1%	3%	4%	2%
Q8c	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Psychological effects of cannabis use can include lowered inhibitions, drowsiness, and silliness/giddiness. Some users also report anxiety and paranoia.						
	n	280	205	75	488	247	241
	I know most of this	51%	47%	61%	61%	58%	64%
	I know a little bit of this	34%	36%	28%	28%	30%	27%
	I did not know this	15%	17%	11%	11%	13%	9%
	<i>Prefer not to say</i>	2%	2%	1%	3%	4%	2%
Q8d	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Cannabis use among young people can negatively impact their learning, memory, and attention for weeks after use. Daily or near-daily use of marijuana can damage their memory.						
	n	279	205	74	490	248	242
	I know most of this	51%	54%	43%	52%	51%	54%
	I know a little bit of this	32%	27%	45%	33%	35%	30%
	I did not know this	17%	19%	12%	15%	14%	16%
	<i>Prefer not to say</i>	2%	2%	3%	2%	3%	2%
Q8e	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Cannabis can affect reaction time, coordination, and concentration.						
	n	279	205	74	489	248	241
	I know most of this	62%	61%	65%	68%	62%	74%
	I know a little bit of this	29%	28%	30%	24%	27%	21%
	I did not know this	9%	10%	5%	8%	11%	5%
	<i>Prefer not to say</i>	2%	2%	3%	3%	3%	2%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q8f	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...It is not safe to use cannabis while pregnant, even to control morning sickness or other symptoms.						
	n	279	204	75	487	246	241
	I know most of this	55%	57%	49%	65%	65%	66%
	I know a little bit of this	28%	25%	36%	23%	24%	22%
	I did not know this	17%	18%	15%	12%	11%	12%
	<i>Prefer not to say</i>	2%	3%	1%	3%	4%	2%
Q8g	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Using cannabis while pregnant can cause a baby to be born with a lower birth weight, which means the baby is more likely to have health issues, especially within the first year of their life.						
	n	279	205	74	485	243	242
	I know most of this	47%	48%	43%	58%	59%	57%
	I know a little bit of this	31%	31%	31%	28%	29%	26%
	I did not know this	23%	21%	26%	14%	12%	17%
	<i>Prefer not to say</i>	2%	2%	3%	3%	5%	2%
Q9a	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge.... Black market cannabis cultivation is threatening wildlife and poisoning public lands, with "obscene amounts" of poisonous chemicals being used in its production.						
	n	279	206	73	486	246	240
	I know most of this	26%	25%	29%	35%	36%	34%
	I know a little bit of this	24%	20%	36%	25%	26%	24%
	I did not know this	50%	55%	36%	40%	38%	43%
	<i>Prefer not to say</i>	2%	2%	4%	3%	4%	2%
Q9b	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...Employers can ban cannabis use by employees. Testing positive for THC, even if its not being used at work, can mean losing a job and a job reference.						
	n	280	206	74	488	246	242
	I know most of this	41%	37%	50%	50%	53%	48%
	I know a little bit of this	33%	33%	35%	30%	30%	30%
	I did not know this	26%	30%	15%	20%	17%	23%
	<i>Prefer not to say</i>	2%	2%	3%	3%	4%	2%

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		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q9c	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...[FOR PARENTS ONLY] The way cannabis is grown has changed since you grew up, and some plants now have higher levels of THC.						
	n	-	-	-	489	248	241
	I know most of this	-	-	-	44%	42%	45%
	I know a little bit of this	-	-	-	29%	33%	24%
	I did not know this	-	-	-	28%	25%	31%
	<i>Prefer not to say</i>	-	-	-	3%	3%	2%
Q9d	For each statement about cannabis, please indicate how much you know or don't know based on your knowledge...[FOR PARENTS ONLY] Young people are using cannabis in new ways, like dabbing and in food and snacks known as edibles. Because both forms can have very high potency, overdose can occur .						
	n	-	-	-	486	245	241
	I know most of this	-	-	-	45%	51%	40%
	I know a little bit of this	-	-	-	31%	28%	34%
	I did not know this	-	-	-	23%	21%	25%
	<i>Prefer not to say</i>	-	-	-	3%	4%	2%
Q10	Have you ever talked to your child(ren) who are under the age of 19 about cannabis?						
	n	-	-	-	490	246	244
	Yes, I've had multiple conversations	-	-	-	31%	32%	31%
	Yes, once or twice	-	-	-	20%	15%	26%
	No	-	-	-	48%	53%	43%
	<i>Do not know</i>	-	-	-	<1%	<1%	<1%
	<i>Prefer not to say</i>	-	-	-	1%	1%	<1%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q10a	[ASK IF Q10=3] Why have you not talked to your child(ren) who are under the age of 19 about cannabis? Please select all that apply.						
	n	-	-	-	223	122	101
	I don't feel they are old enough	-	-	-	82%	88%	74%
	I don't feel they have a problem with cannabis	-	-	-	15%	11%	21%
	They learn about cannabis from school and other educational programs	-	-	-	8%	7%	9%
	I don't know what to say	-	-	-	6%	4%	9%
	I don't know where to find more information	-	-	-	2%	1%	4%
	I meant to but didn't get around to it	-	-	-	2%	2%	1%
	My spouse/partner has talked to them	-	-	-	2%	1%	3%
	I use cannabis and I'm not sure how to talk about them not using	-	-	-	0%	1%	-
	Other	-	-	-	1%	-	2%
	<i>Do not know</i>	-	-	-	4%	5%	3%
	<i>Prefer not to say</i>	-	-	-	2%	2%	2%
Q10b	[ASK IF Q10=1-2] Do you have a written family agreement about your child(ren) who are under the age of 19 using alcohol and other drugs such as cannabis?						
	n	-	-	-	249	112	137
	Yes	-	-	-	27%	52%	7%
	No	-	-	-	73%	48%	93%
	<i>Do not know</i>	-	-	-	1%	2%	1%
	<i>Prefer not to say</i>	-	-	-	<1%	1%	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q10c	[ASK IF PARENT] Which of the following sources would you use to get advice and/or information to prepare you to talk to your child(ren) who are under the age of 19 about cannabis? Please select all that apply.						
	n	-	-	-	468	234	234
	Talk to a family member, friend or another parent	-	-	-	40%	44%	36%
	Talk to a doctor or medical specialist	-	-	-	44%	51%	38%
	Look online at a website	-	-	-	56%	51%	60%
	Attend a parent meeting at school	-	-	-	32%	35%	29%
	Attend a parent workshop in the community	-	-	-	29%	29%	29%
	Read a Fact Sheet	-	-	-	40%	38%	43%
	Other	-	-	-	1%	0%	2%
	I wouldn't do anything, I would talk to them with what I know [SINGLE PUNCH]	-	-	-	15%	11%	18%
	<i>Do not know</i>	-	-	-	5%	6%	4%
	<i>Prefer not to say</i>	-	-	-	2%	2%	1%
Q11	[ASK IF YOUTH] If you wanted more information about cannabis, where would you go? Please select all that apply.						
	n	279	206	73	-	-	-
	Talk to my parent(s)	36%	43%	18%	-	-	-
	Talk to my sibling(s)	14%	12%	18%	-	-	-
	Talk to a another family member other than my parent(s) or sibling(s)	20%	23%	11%	-	-	-
	Talk to a friend	42%	43%	41%	-	-	-
	Talk to a doctor or medical specialist	39%	34%	51%	-	-	-
	Talk to a trusted teacher, coach or counselor at school	21%	26%	8%	-	-	-
	Talk to a spiritual or religious leader or group	4%	4%	4%	-	-	-
	Call a crisis line or warm line	6%	6%	5%	-	-	-
	Search online	68%	66%	75%	-	-	-
	Search on social media	26%	26%	26%	-	-	-
	Look at online personalities I trust (YouTube, podcast, blog/vlog)	23%	24%	19%	-	-	-
	Other (specify)	1%	-	3%	-	-	-
	I wouldn't do anything [SINGLE PUNCH]	4%	4%	3%	-	-	-
	<i>Do not know</i>	2%	1%	4%	-	-	-
	<i>Prefer not to say</i>	<1%	<1%	-	-	-	-

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		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q11a	[ASK IF Q11=13] Why would you not do something to learn more about cannabis?						
	n	10	8	2	-	-	-
	I don't feel a need to, I know enough about cannabis already	n=1	n=1	-	-	-	-
	I don't know where to find information	n=1	n=1	-	-	-	-
	I don't want my parents finding out	-	-	-	-	-	-
	I'm not interested in cannabis to learn more about it	n=9	n=7	n=2	-	-	-
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
Q12	In the past month or so, have you heard or seen any cannabis-related ads and/or information?						
	n	263	193	70	469	241	228
	Yes	47%	46%	50%	54%	59%	48%
	No	53%	54%	50%	46%	41%	52%
	<i>Do not know</i>	7%	6%	8%	6%	5%	7%
	<i>Prefer not to say</i>	1%	2%	-	1%	1%	<1%
Q13	[ASK IF Q12=1] What ads and/or information have you come across? Please select all that apply.						
	n	122	87	35	242	137	105
	There is a store that sells cannabis in my neighborhood	30%	26%	37%	29%	39%	16%
	Saw ads selling cannabis in my community in the past month	53%	52%	57%	54%	42%	69%
	Saw information on the health risks of cannabis in the past month	45%	52%	29%	30%	42%	14%
	Saw educational information and/or facts of cannabis in the past month	48%	53%	37%	36%	43%	26%
	I did not see or hear any of the above [SINGLE PUNCH]	2%	1%	3%	5%	6%	5%
	<i>Do not know</i>	2%	2%	-	3%	1%	5%
	<i>Prefer not to say</i>	-	-	-	1%	1%	-

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		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q14	[ASK IF Q12=1] What do you remember seeing or hearing? Please be as specific as you can.						
	n	117	83	34	230	121	109
	General ads on Billboard, TV, buses etc.	13%	13%	12%	20%	14%	26%
	Stores/Places to purchase	22%	19%	29%	22%	19%	25%
	General positive comments	6%	8%	-	7%	12%	1%
	Delivery Service	8%	4%	18%	10%	3%	18%
	Convention/Festivals	2%	-	6%	2%	2%	2%
	Specific Products	5%	5%	6%	3%	3%	3%
	Medical Benefits/Benefits of using	6%	7%	3%	7%	6%	8%
	Risks/Negative effects of using	29%	30%	26%	12%	12%	12%
	General education/info/legalities	2%	2%	-	4%	6%	3%
	Not Sure//None/Don't remember	1%	1%	-	8%	12%	5%
	All others	15%	17%	9%	12%	16%	8%
Q15a	Here are more details about ads and/or information that you may have come across. Do you remember seeing or hearing: Let's Talk Cannabis						
	n	279	205	74	497	253	244
	Yes	23%	25%	18%	18%	30%	5%
	No	70%	67%	80%	73%	60%	87%
	Do not know	6%	8%	3%	9%	10%	8%
	<i>Prefer not to say</i>	2%	2%	3%	1%	1%	1%
Q15b	Here are more details about ads and/or information that you may have come across. Do you remember seeing or hearing: Cannabis Decoded						
	n	280	206	74	497	253	244
	Yes	15%	16%	12%	13%	21%	5%
	No	76%	72%	85%	79%	69%	89%
	Do not know	9%	12%	3%	8%	10%	6%
	<i>Prefer not to say</i>	2%	2%	3%	1%	1%	1%

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		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q15c	Here are more details about ads and/or information that you may have come across. Do you remember seeing or hearing: Wasted on Weed: It's called wasted for a reason						
	n	279	205	74	497	253	244
	Yes	18%	20%	14%	14%	22%	6%
	No	76%	73%	84%	77%	67%	87%
	Do not know	6%	7%	3%	9%	11%	7%
	<i>Prefer not to say</i>	<i>2%</i>	<i>2%</i>	<i>3%</i>	<i>1%</i>	<i>1%</i>	<i>1%</i>
Q15d	Here are more details about ads and/or information that you may have come across. Do you remember seeing or hearing: Fine Not Fine						
	n	281	206	75	496	252	244
	Yes	14%	14%	13%	13%	22%	3%
	No	77%	74%	83%	79%	69%	90%
	Do not know	10%	12%	4%	8%	9%	7%
	<i>Prefer not to say</i>	<i>2%</i>	<i>2%</i>	<i>1%</i>	<i>1%</i>	<i>2%</i>	<i>1%</i>
Q15e	Here are more details about ads and/or information that you may have come across. Do you remember seeing or hearing: Truth or Nah						
	n	281	206	75	496	252	244
	Yes	16%	17%	13%	14%	25%	2%
	No	74%	71%	81%	79%	67%	91%
	Do not know	10%	12%	5%	8%	9%	7%
	<i>Prefer not to say</i>	<i>2%</i>	<i>2%</i>	<i>1%</i>	<i>1%</i>	<i>2%</i>	<i>1%</i>
Q15f	Here are more details about ads and/or information that you may have come across. Do you remember seeing or hearing: Talk to your kids about weed						
	n	280	205	75	496	252	244
	Yes	23%	26%	15%	22%	30%	13%
	No	71%	67%	81%	71%	62%	81%
	Do not know	6%	7%	4%	7%	8%	6%
	<i>Prefer not to say</i>	<i>2%</i>	<i>2%</i>	<i>1%</i>	<i>1%</i>	<i>2%</i>	<i>1%</i>

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		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q16	[ASK IN GENERAL IF Q15=1] Was the ad or information you saw or heard designed for young people (teens and young adults)?						
	n	119	90	29	170	124	46
	Yes	64%	67%	55%	67%	72%	54%
	No	13%	10%	21%	12%	13%	11%
	I can't remember	17%	17%	17%	18%	13%	30%
	Do not know	7%	7%	7%	3%	2%	4%
	<i>Prefer not to say</i>	1%	1%	-	-	-	-
Q17	[ASK IN GENERAL IF Q15=1] As best you can remember, where did you see or hear about information or facts about cannabis? Please select all that apply.						
	n	120	91	29	170	124	46
	A parent	21%	25%	7%	20%	26%	4%
	At school (for example from a teacher, assembly or other activity)	28%	32%	14%	19%	23%	9%
	A doctor or medical specialist	18%	16%	21%	20%	24%	9%
	Websites and online	43%	44%	38%	38%	39%	35%
	YouTube, Snapchart, Instagram, YouTube, Facebook or some other social media	45%	48%	34%	36%	44%	13%
	Famous people I don't know personally	14%	18%	3%	13%	16%	4%
	Billboard	30%	31%	28%	29%	29%	28%
	Bus or bus stop ads	18%	21%	7%	19%	22%	11%
	In the community (such as coffee shops, concerts, events and more)	15%	16%	10%	20%	24%	9%
	On TV	35%	36%	31%	38%	38%	39%
	On the radio	15%	14%	17%	21%	23%	13%
	I haven't heard about cannabis before this survey	2%	2%	-	-	-	-
	I can't remember	3%	3%	3%	1%	-	2%
	Other (specify)	1%	-	3%	-	-	-
	<i>Do not know</i>	1%	1%	-	2%	1%	4%
	<i>Prefer not to say</i>	-	-	-	-	-	-

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		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
Q18a	[ASK IN GENERAL IF Q15=1] How much do you agree or disagree that the information you saw or heard...Helped you learn more about the health risks about cannabis.						
	n	118	89	29	166	123	43
	Strongly agree	47%	51%	34%	39%	48%	14%
	Agree	31%	29%	38%	43%	41%	49%
	Disagree	19%	18%	24%	16%	10%	33%
	Strongly disagree	3%	2%	3%	2%	2%	5%
	<i>Do not know</i>	2%	2%	-	2%	1%	4%
	<i>Prefer not to say</i>	-	-	-	1%	-	2%
Q18b	[ASK IN GENERAL IF Q15=1] How much do you agree or disagree that the information you saw or heard...Helped you learn more about the legal facts about cannabis.						
	n	119	90	29	165	122	43
	Strongly agree	79%	81%	72%	81%	89%	56%
	Agree	34%	37%	28%	40%	50%	12%
	Disagree	45%	44%	45%	41%	39%	44%
	Strongly disagree	17%	16%	21%	17%	9%	40%
	<i>Do not know</i>	1%	1%	-	2%	2%	4%
	<i>Prefer not to say</i>	-	-	-	1%	-	2%
Q18c	[ASK IN GENERAL IF Q15=1] How much do you agree or disagree that the information you saw or heard...[FOR PARENTS] Gave you information on how to talk to your child if needed.						
	n	-	-	-	166	123	43
	Strongly agree	-	-	-	39%	46%	19%
	Agree	-	-	-	43%	42%	44%
	Disagree	-	-	-	17%	11%	33%
	Strongly disagree	-	-	-	2%	1%	5%
	<i>Do not know</i>	-	-	-	1%	-	4%
	<i>Prefer not to say</i>	-	-	-	1%	1%	2%

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		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
D1	Do you consider yourself Hispanic, Latino or of Spanish Origin?						
	n	277	202	75	500	255	245
	Yes	22%	23%	21%	18%	25%	10%
	No	78%	77%	79%	82%	75%	90%
	<i>Do not know</i>	2%	2%	1%	<1%	<1%	-
	<i>Prefer not to say</i>	1%	2%	-	<1%	-	<1%
D2	Which categories describe you best. Please select all that apply.						
	n	275	199	76	495	254	241
	American Indian or Alaska Native	5%	5%	5%	5%	7%	2%
	Asian	25%	24%	30%	29%	26%	33%
	Black or African American	13%	13%	12%	9%	11%	7%
	Native Hawaiian or Other Pacific Islander	2%	2%	1%	2%	2%	1%
	White	54%	57%	46%	55%	53%	57%
	Other	10%	9%	12%	6%	8%	5%
	<i>Do not know</i>	1%	1%	-	<1%	<1%	<1%
	<i>Prefer not to say</i>	3%	4%	-	1%	<1%	2%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
D3	[ASK IF YOUTH] Have you participated in any of the following activities in the past month? Please select all that apply.						
	n	286	210	76	-	-	-
	Organized sports & athletics: For example, football, baseball, dance, cheer, gymnastics, martial arts & others (through school or club level)	43%	49%	26%	-	-	-
	Hobbies: Surfing, skateboarding, horseback riding & others	40%	38%	46%	-	-	-
	Student council: ASB, Student Council, PTSA & others	12%	12%	12%	-	-	-
	Special Interest Club: Friday Night Live, Robotics, Girl Scouts, YMCA & others	13%	15%	7%	-	-	-
	Religious or spiritual: Youth group & others	17%	17%	16%	-	-	-
	Volunteer programs: Tutoring, environment clean up, helping other in your community & others	24%	25%	22%	-	-	-
	Academic debates and/or competitions	8%	9%	7%	-	-	-
	Arts activities: Music, fine arts, performing arts, band, acting, drama, poetry, writing, & others (school or community based)	31%	32%	29%	-	-	-
	I did not do any of these activities in the past month [SINGLE PUNCH]	14%	13%	18%	-	-	-
	<i>Do not know</i>	1%	1%	1%	-	-	-
	<i>Prefer not to say</i>	1%	0%	3%	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis