



Youth Cannabis Education Campaign Baseline Survey

San Mateo County

Full Report

Prepared for The Social Changery LLC.

March 2019

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 for San Mateo County 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 122 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 San Mateo County. 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)	41	81
Age		
14-18	30	-
19-25	11	2
26-39	-	28
40+	-	51
Gender²		
Female	29	53
Male	12	28
Background		
Asian	8	29
Black or African American	4	4
White	15	37
Other / Mixed	10	10
Hispanic, Latino, or Spanish origin ³	7	8
Child(ren) Ages		
Pregnant	-	6
0-5	-	29
6-9	-	24
10-13	-	26
14-18	-	22
19+	-	7

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=2) were assigned into one of these categories. There were no respondents in the 'other' gender category

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
Young Adult	Subset of Youth: Between 19 and 25 years of age
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
Tried Cannabis	Have tried cannabis in any form (includes both one time users and continued users)
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

Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

PARENTS

Age contributed to differences in cannabis knowledge among Parents.

- › Younger aged Parents (19-39) were more likely to know cannabis-related facts as compared to older aged Parents (40+)

Personal cannabis use differentiated opinions among Parents.

- › Parents who have tried cannabis were:
 - › More familiar with cannabis facts
 - › Less concerned about potential harm for young people using cannabis
 - › Less concerned if their teen were to use cannabis

Parent background (ethnicity, race) was a minor differentiator on cannabis perceptions.

- › White/Non-Hispanic Parents were:
 - › Less likely to consider cannabis a gateway drug
 - › Less concerned if their teen were to use cannabis
 - › More likely to have used cannabis themselves

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.

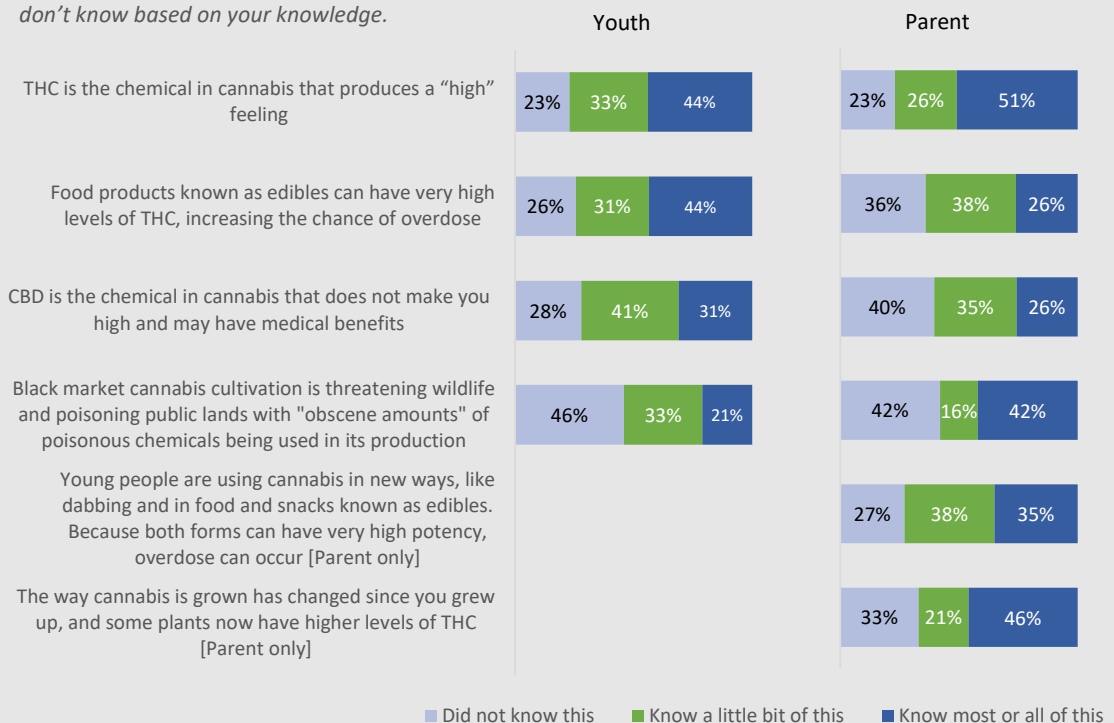
CANNABIS COMPOSITION ELEMENTS

The majority of Youth were able to identify that THC is the chemical in cannabis that produces a “high” feeling (77%) and CBD is the chemical that does not make you high but may have medical benefits (72%). Most Youth were aware of the potentially high levels of THC in edibles (74%). The least known fact was the dangers of black market cannabis cultivation on the wildlife and the environment (54%).

Like Youth, Parents were most familiar with THC being the chemical in cannabis that produces a “high” feeling (77%) and least aware of the black market cannabis threat (58%).

Table 1

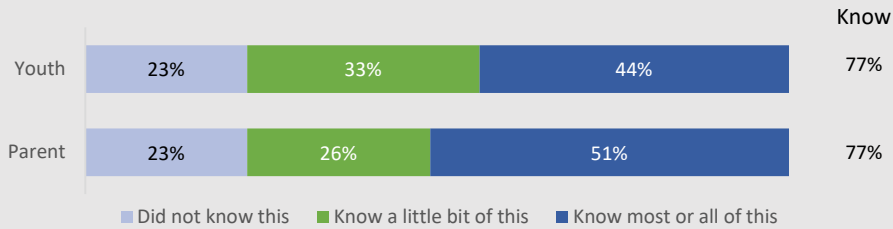
Questions 7, 9. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge.



Base: Total. Youth n=39, Parent n=81

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=39, Parent n=81

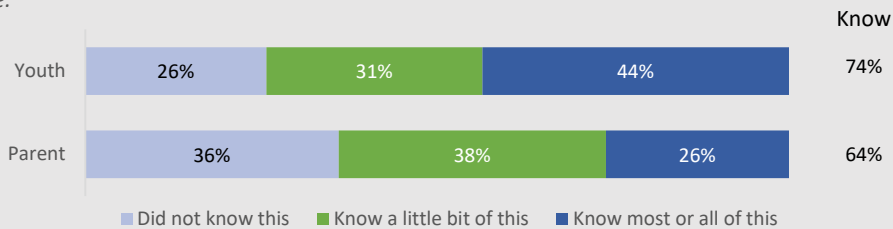
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > Parents who have **tried cannabis** were more likely to know that THC is the chemical that produces the "high" feeling compared to those who have not tried cannabis (86% vs. 64%; $p<.05$)

Table 3

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=39, Parent n=81

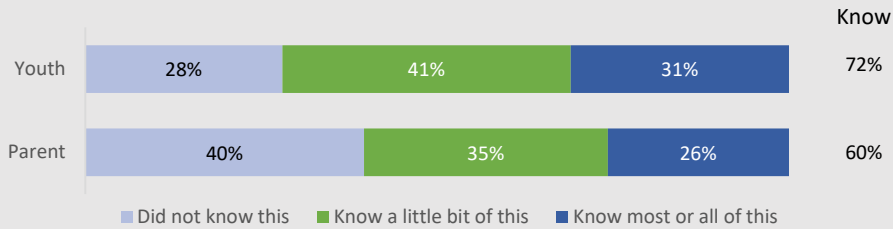
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > Parents who have **tried cannabis** were more likely to know that cannabis food edibles can have high levels of THC and can lead to an overdose than those who have not tried cannabis (79% vs. 50%; $p<.01$)

Table 4

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=39, Parent n=81

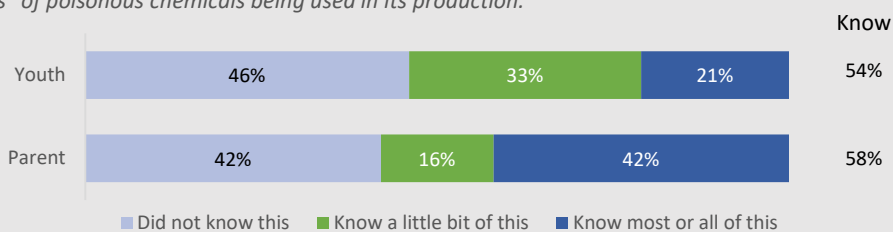
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

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:
 - › **Younger aged** Parents compared to older aged Parents (80% vs. 49%; $p<.01$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (Know most or all of this: 38% vs. 14%; $p<.05$)

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=39, Parent n=79

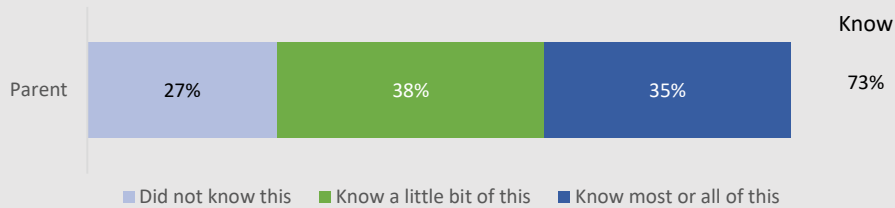
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

- › There were no statistically significant differences among sub-populations

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=79

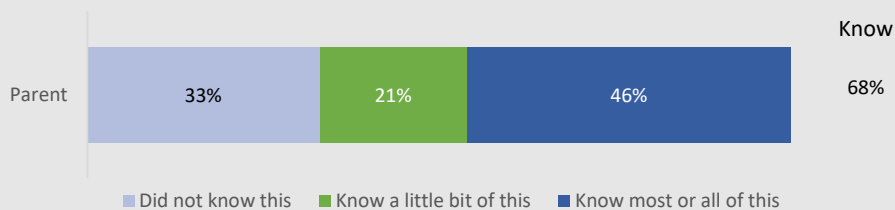
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

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=80

Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > Parents who have **tried cannabis** were more likely to know the way cannabis is grown has changed and some plants now have higher levels of THC compared to those who have not tried cannabis (83% vs. 53%; $p < .01$)

CANNABIS IMPACT ON HEALTH & WELLNESS

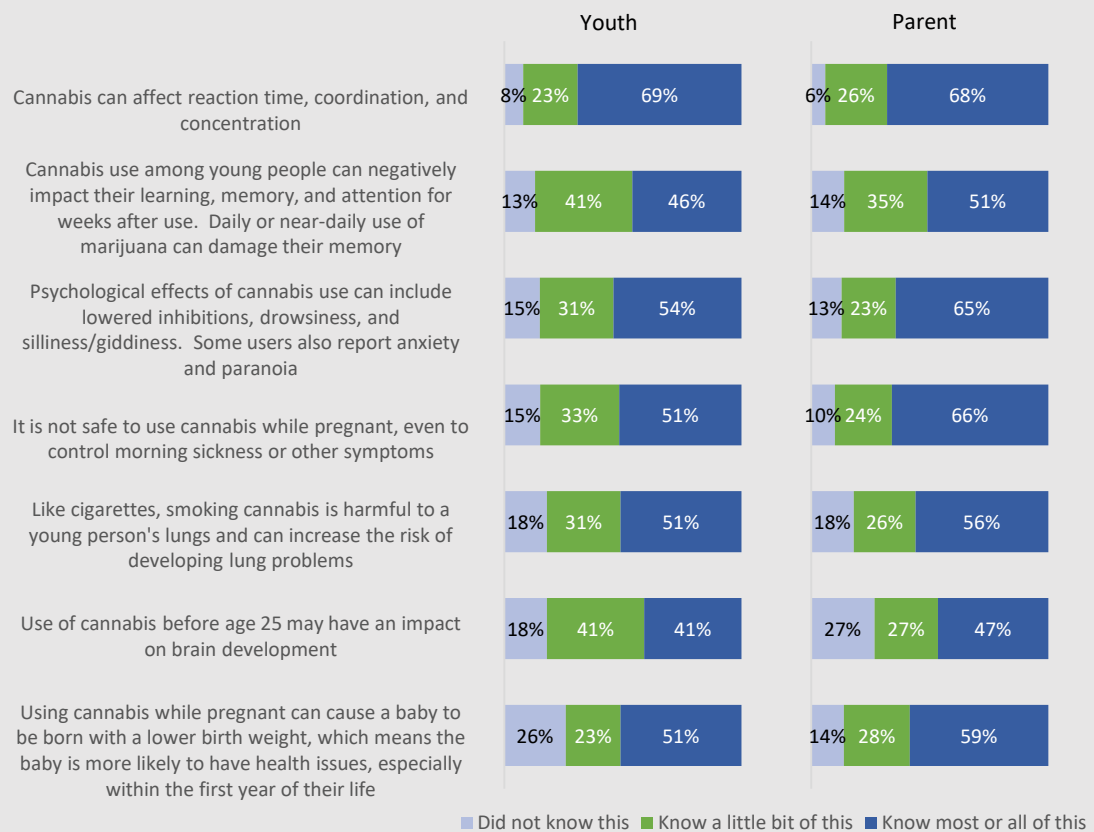
The fact that was most commonly known about the impact cannabis has on health and wellness was that cannabis can affect reaction time, coordination, and concentration (92% of Youth and 94% of Parents knew this).

The least known fact among Youth was that cannabis use during pregnancy could lead to lower birth weights and potential health issues during the first year of life (26% of Youth did not know this).

While Parents were more likely to know about the risk of harm during pregnancy, fewer of them knew about the impact of cannabis use on brain development before age 25 (27% of Parents did not know this).

Table 8

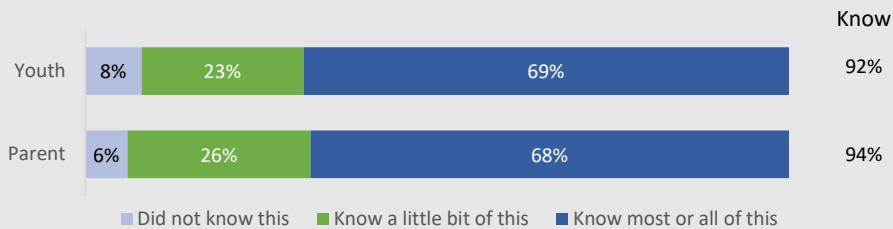
Question 8. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge.



Base: Total. Youth n=39, Parent n=80

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=39, Parent n=80

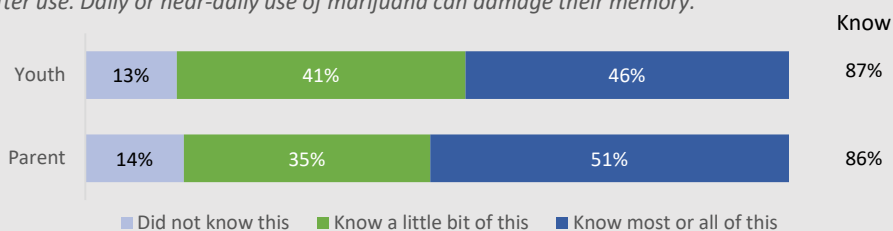
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > Parents with **only older children (10+)** were more likely to know that cannabis can effect reaction time, coordination, and concentration compared to parents with only younger children (under 10) (Know most or all of this: 84% vs. 55%; $p<.05$)

Table 10

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=39, Parent n=80

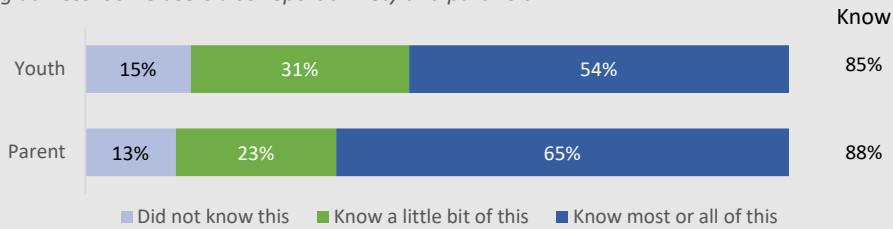
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > **Younger aged** Parents were more apt to know the impact of cannabis use on learning, memory, and attention compared to older aged Parents (97% vs. 80%; $p<.01$)

Table 11

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=39, Parent n=80

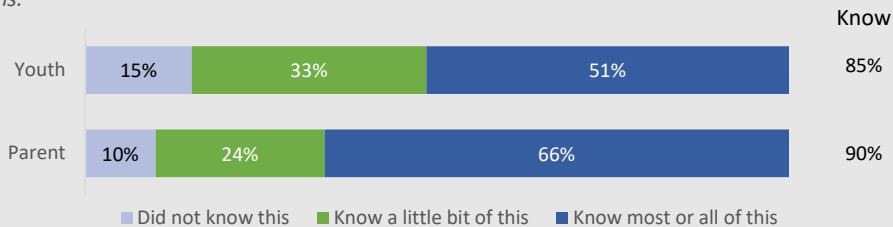
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

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=39, Parent n=80

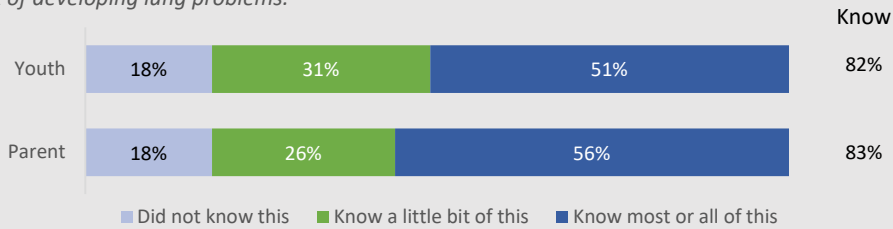
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

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=39, Parent n=80

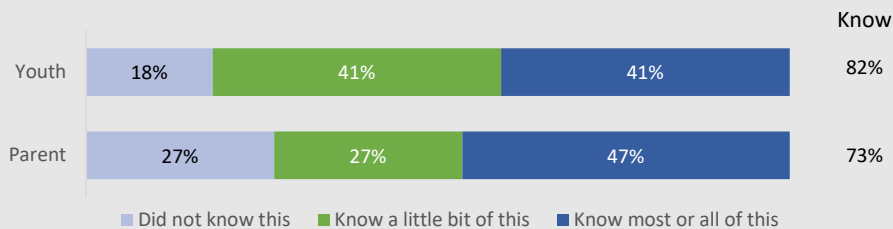
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

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

Table 14

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=39, Parent n=79

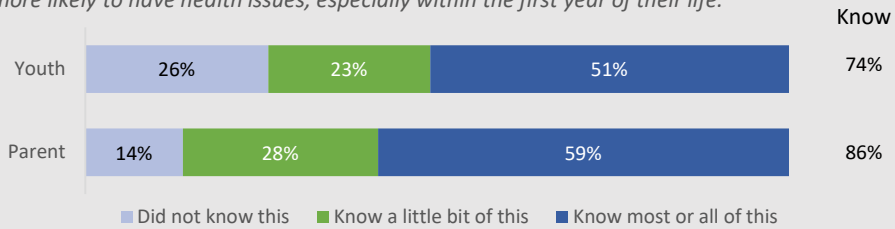
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

Table 15

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=39, Parent n=80

Sample sizes among Youth sub-populations were too small for statistical comparisons ($n < 30$).

Difference among Parents:

- > **Younger aged** Parents were more apt to know that cannabis use during pregnancy could lower birth weight compared to older aged Parents (97% vs. 80%; $p < .05$)

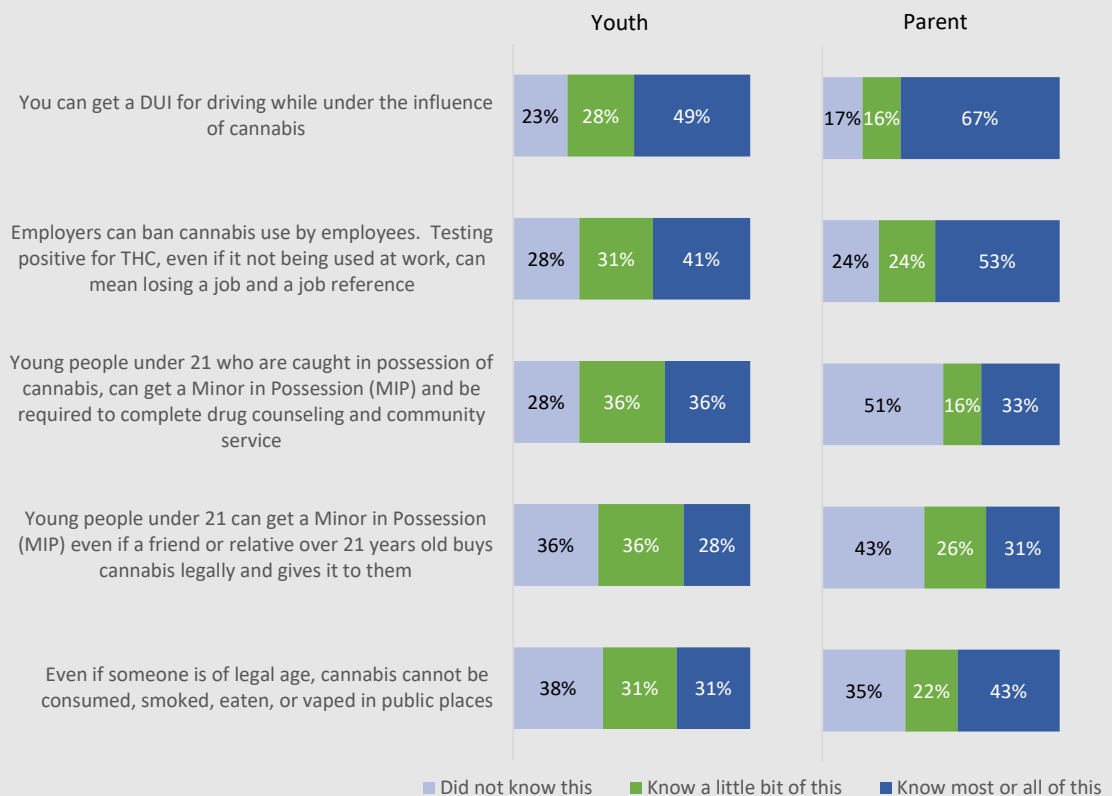
CANNABIS LEGAL FACTS

The most widely known legal fact about cannabis among Youth and Parents was receiving a DUI for driving under the influence of cannabis (77% of Youth and 83% of Parents knew this).

The details around a Minor in Possession charge and not using cannabis in public places were lesser known facts about the legalities of cannabis use for both segments.

Table 16

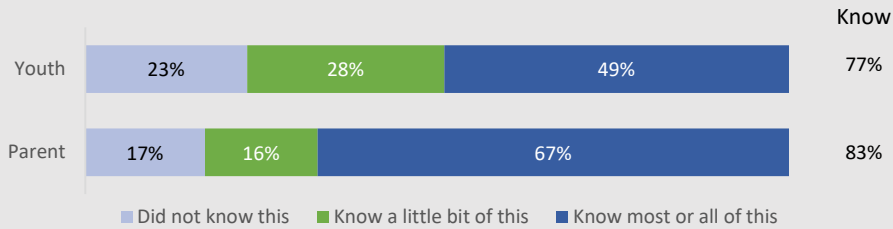
Questions 7, 9. For each statement about cannabis, please indicate how much you know or don't know based on your knowledge.



Base: Total. Youth n=39, Parent n=81

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=39, Parent n=81

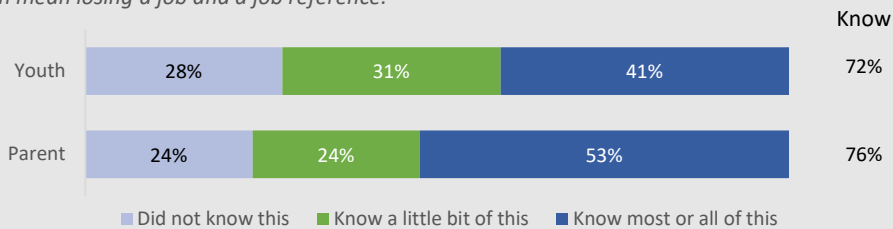
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > Parents with **only older children (10+)** were more likely to know that you can get a DUI for driving under the influence of cannabis compared to parents with only younger children (under 10) (Know most or all of this: 81% vs. 58%; $p<.05$)

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=39, Parent n=80

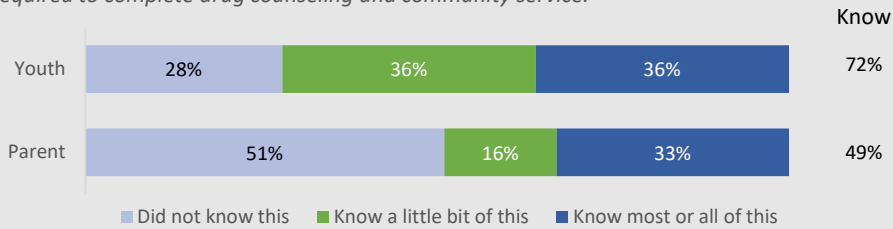
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > Parents who have **tried cannabis** were more likely to know that employers can ban cannabis use even if its not being used at work compared to those who have not tried cannabis (85% vs. 64%; $p<.05$)

Table 19

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=39, Parent n=81

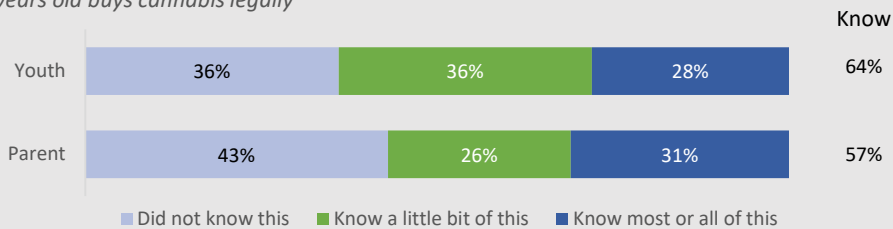
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > **Younger aged** Parents were more apt to know that young people under 21 who are caught in possession of cannabis can get a Minor in Possession compared to older aged Parents (73% vs. 35%; $p<.01$)

Table 20

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=39, Parent n=81

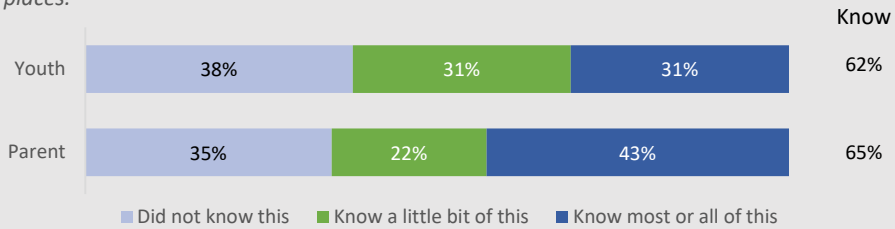
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > **Younger aged** Parents were more likely to know that young people under 21 can get a Minor in Possession even if a friend or relative over 21 years old buys cannabis legally and gives it to them compared to older aged Parents (90% vs. 37%; $p<.001$)

Table 21

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=39, Parent n=81

Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

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 (35%). The perceived risk to young people increased when evaluating the harm of smoking cannabis once or twice a week (67%).

Similarly, about one-third of Parents perceived a *moderate* or *great* risk if young people tried cannabis once or twice (36%). More Parents found it a risk if young people smoke cannabis once or twice a week (80%).

Table 22

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

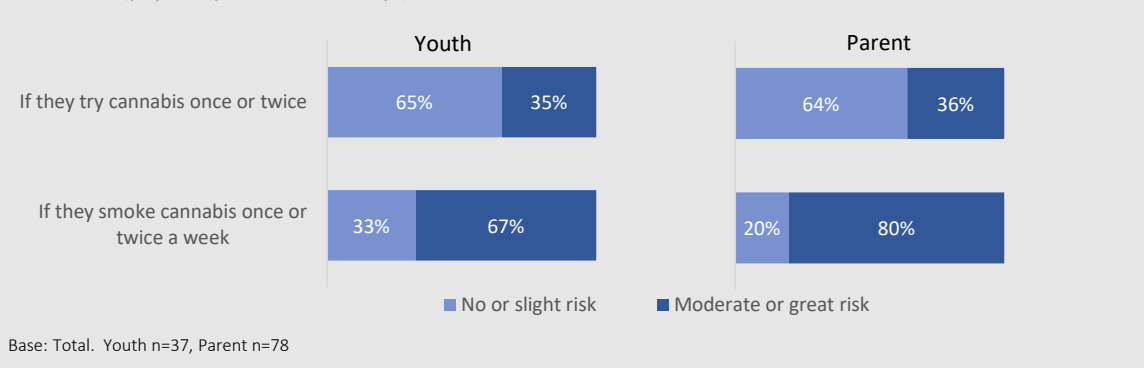
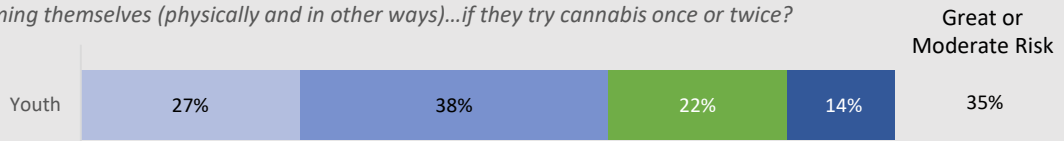
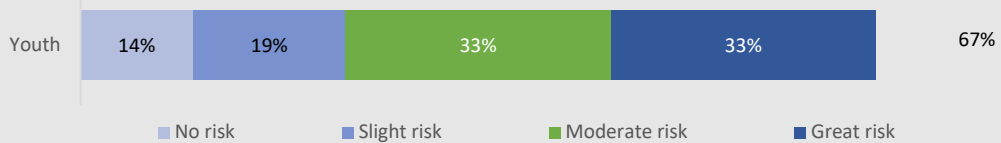


Table 23

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?

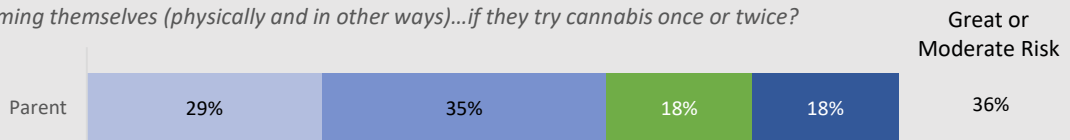


Base: Total. Youth n=37

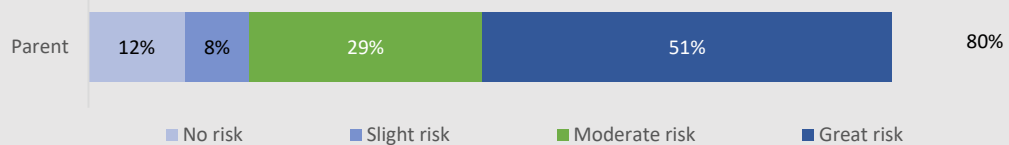
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

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=78

Difference among Parents:

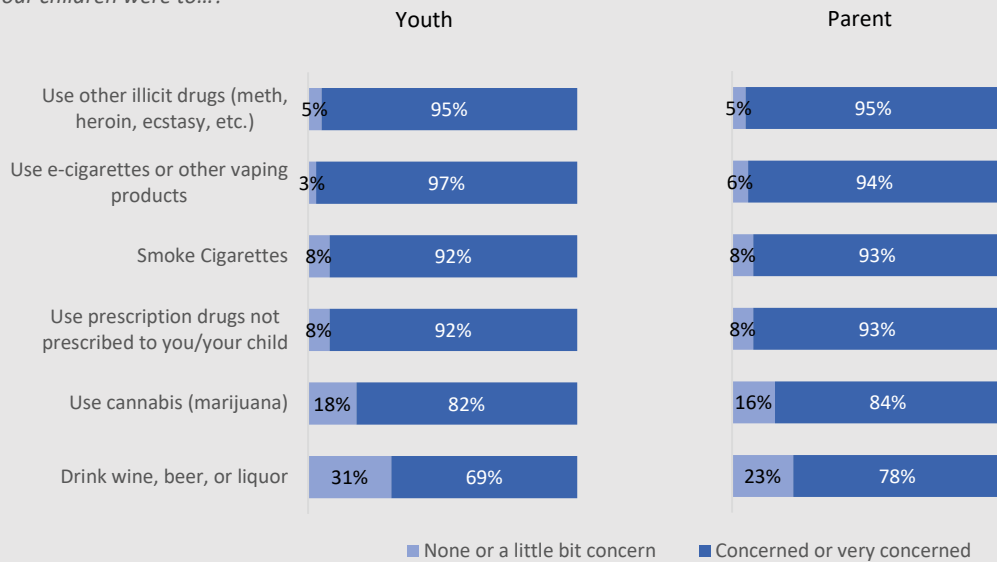
- > Parents who have **not tried cannabis** were more likely to perceive trying cannabis once or twice as a risk compared to those who have tried cannabis (47% vs. 24%; $p < .05$)

Youth believed their parents would be more concerned if they were to use e-cigarettes or other vaping products (97%), other illicit drugs (95%), cigarettes (92%), or prescription drugs (82%), than if they were to use cannabis (82%). However, Youth felt that their parents' concern for cannabis use would be greater than their concern for drinking wine, beer, or liquor (69%).

Parents were most concerned if their children were to use other illicit drugs (95%), e-cigarettes or vaping products (94%), cigarettes (93%), or prescription drugs (93%). Compared to these items, fewer Parents were concerned about their children using cannabis (84%) or drinking wine, beer, or liquor (78%).

Table 25

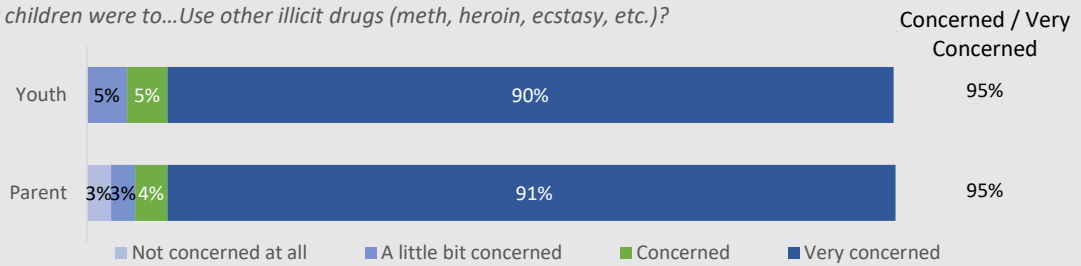
Question 2. How concerned do you think your parent(s) would be if you / would you be if your children were to...?



Base: Total. Youth n=39, Parent n=80

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=39, Parent n=80

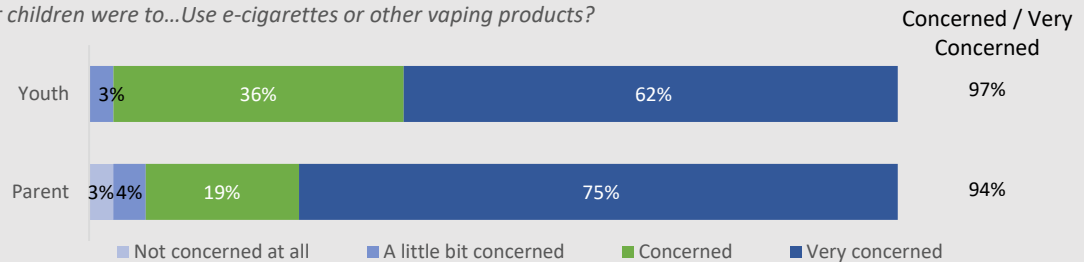
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- › There were no statistically significant differences among sub-populations

Table 27

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=39, Parent n=80

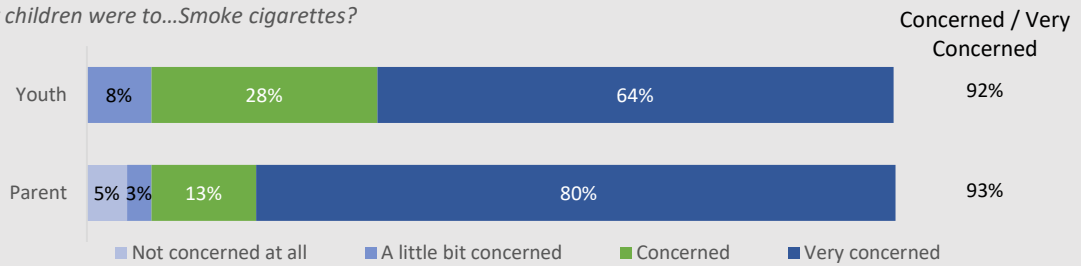
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- › There were no statistically significant differences among sub-populations

Table 28

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=39, Parent n=80

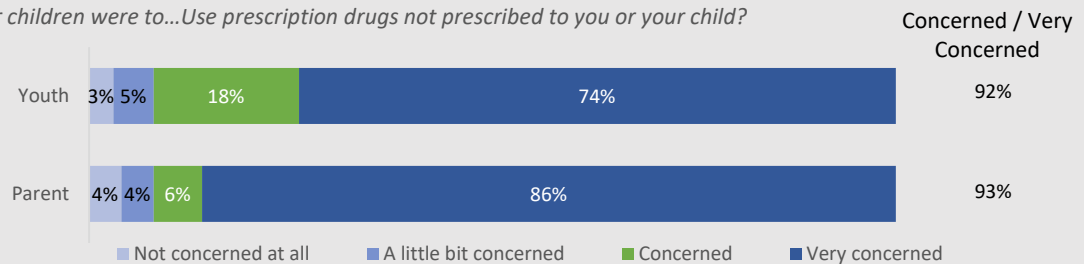
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Difference among Parents:

- > **White/Non-Hispanic** Parents were less likely to be concerned if their children were to smoke cigarettes compared to Parents from other backgrounds (86% vs. 98%; $p<.05$)

Table 29

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=39, Parent n=80

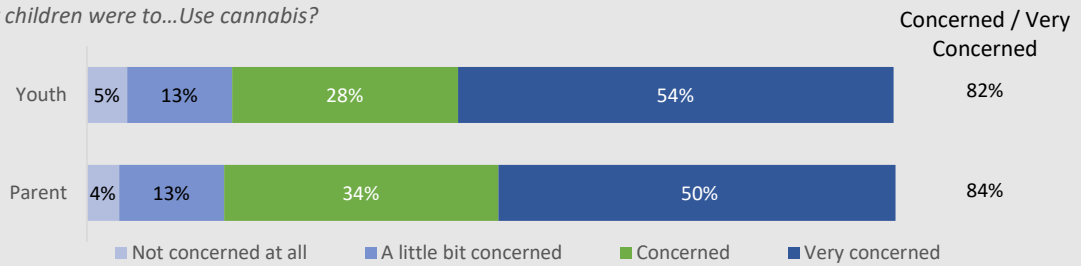
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

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=39, Parent n=80

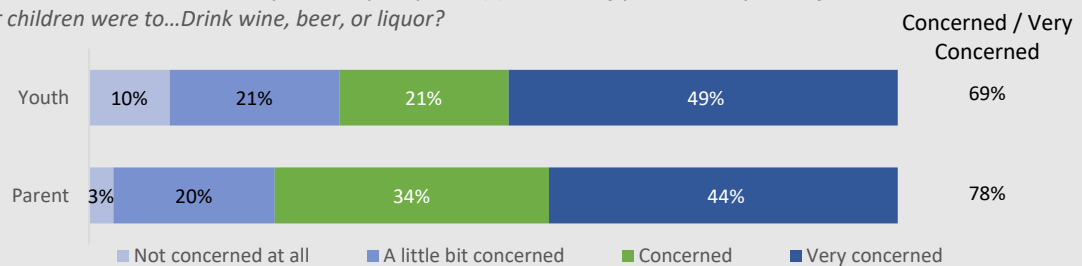
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

- › Less likely to state that they would be concerned if their children were to use cannabis:
 - › Parents who have **tried cannabis** compared to Parents who have not tried cannabis (76% vs. 97%; $p<.05$)
 - › **White/Non-Hispanic** Parents compared to Parents from other backgrounds (74% vs. 91%; $p<.05$)

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=39, Parent n=80

Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

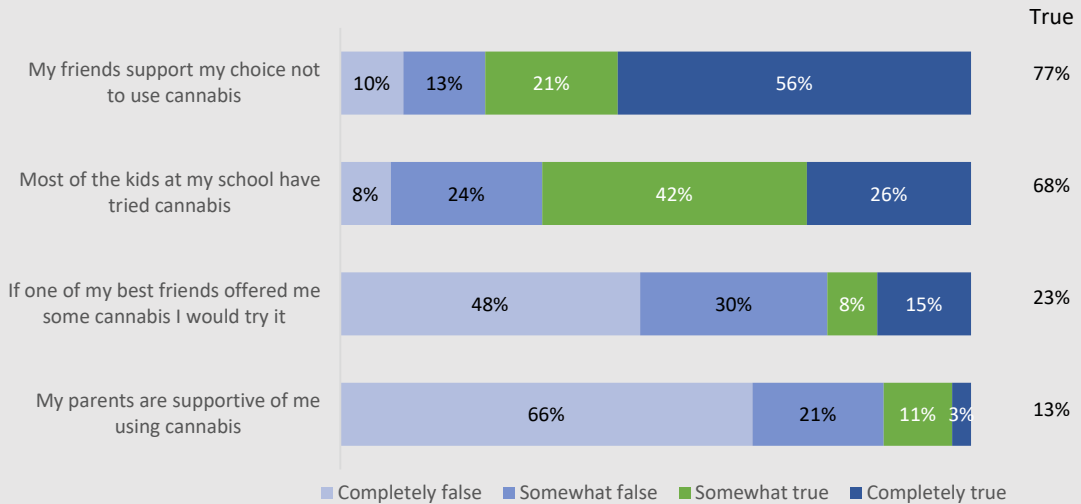
Difference among Parents:

- › There were no statistically significant differences among sub-populations

The majority of Youth believed that most kids at their schools have tried cannabis (77%). Even so, most Youth would not try cannabis even if it was offered by a best friend (77%) and they feel supported by their friends in their choice to not use cannabis (68%). Nearly all doubted that their parents would be supportive of them using cannabis (87%).

Table 32

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



Base: Total. Youth n=40

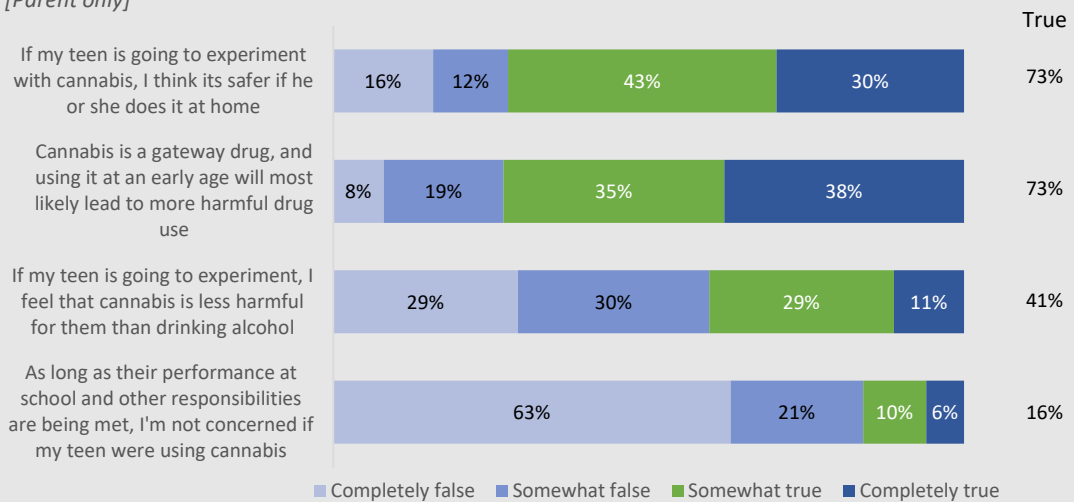
Note: Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30). Therefore, break out tables for Question 5 are not included.

The majority of Parents would be concerned if their teen were using cannabis in spite of school and other responsibilities being met (84%). Three-quarters of Parents also felt that cannabis is a gateway drug that can lead to more harmful drug use (73%).

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 (73%) and were divided on whether cannabis is less harmful than drinking alcohol (41% believed this).

Table 33

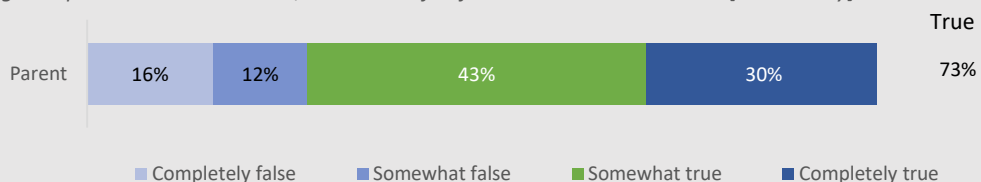
Question 6. As a parent, please indicate whether the following statements are true or false. [Parent only]



Base: Total. Parent n=80

Table 34

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]



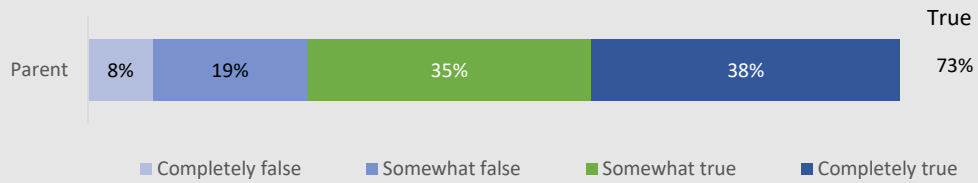
Base: Total. Parent n=77

Differences:

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

Table 35

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]



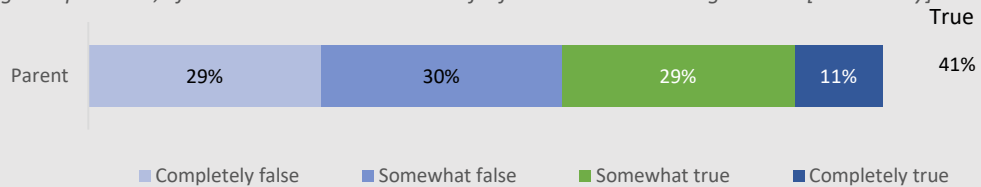
Base: Total. Parent n=78

Differences:

- › Parents who have **not tried cannabis** were more likely to believe that cannabis is a gateway drug and may lead to harmful drug use compared to those who have tried cannabis (88% vs. 60%; $p < .01$)
- › **White/Non-Hispanic** Parents were less likely to believe that cannabis is a gateway drug compared to Parents with other backgrounds (Completely true: 23% vs. 51%; $p < .05$)

Table 36

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=79

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 (55% vs. 21%; $p < .01$)
 - › **White/Non-Hispanic** Parents compared to Parents with other backgrounds (62% vs. 24%; $p < .01$)

Table 37

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=80

Difference:

- > Parents who have **tried cannabis** were more likely to believe that as long as school and responsibilities are being met, they are not concerned if their teen uses cannabis compared to those who have not tried cannabis (24% vs. 6%; $p < .05$)

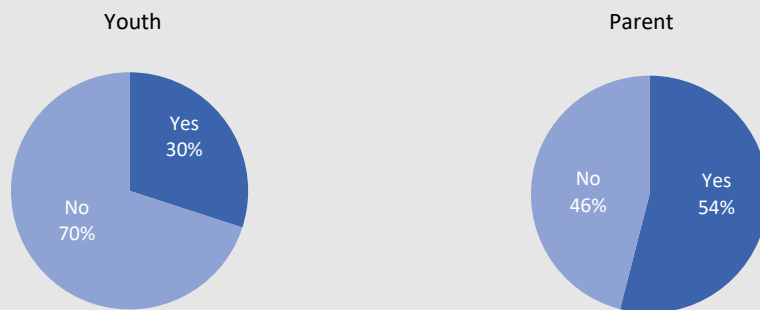
CANNABIS USE

About one-third of Youth (30%) and a little over one-half of Parents (54%) have tried cannabis in any form.

Teen sample sizes were too small for a statistical comparison to the 2017-18 California Healthy Kids Survey (CHKS) among San Mateo Union High 9th and 11th grade students. However, directionally, cannabis usage was trending similarly between the two studies.

Table 38

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



Base: Total. Youth n=40, Parent n=78

Sample sizes among Youth sub-populations were too small for statistical comparisons ($n < 30$).

Difference among Parents:

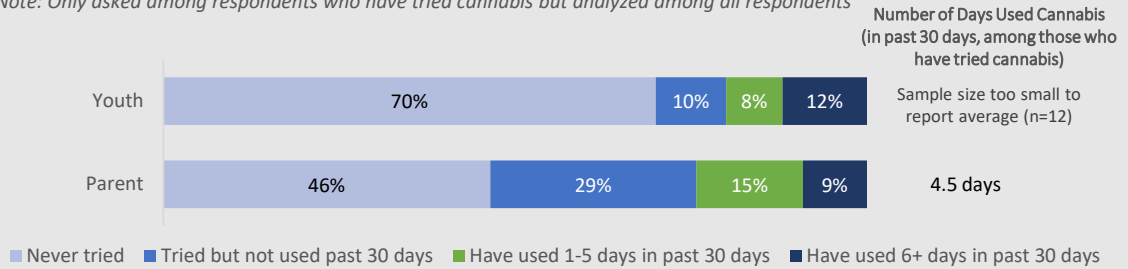
- > **White/Non-Hispanic** Parents were more likely to have tried cannabis than Parents with other backgrounds (82% vs. 32%; $p < .001$)

Among all Youth, 20% have used cannabis in the past 30 days. Among all Parents, 24% have used cannabis in the past 30 days.

Table 39

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 among all respondents



Base: Total. Youth n=40, Parent n=78

Differences among Parents:

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

CANNABIS INFORMATION RESOURCES

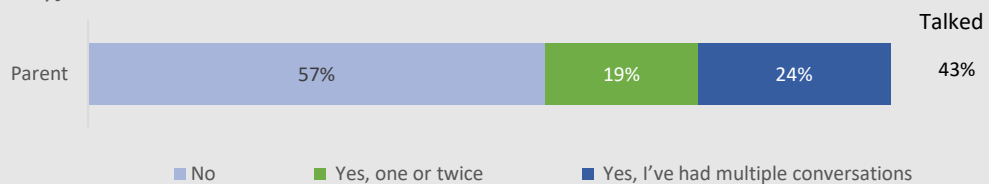
The following section provides an analysis of the awareness and usage of various sources of cannabis information.

CANNABIS DIALOGUE

Less than one-half of Parents stated that they have talked to their children about cannabis at least one time (43%). One-quarter of Parents reported having had multiple conversations with their children about cannabis (24%).

Table 40

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=79

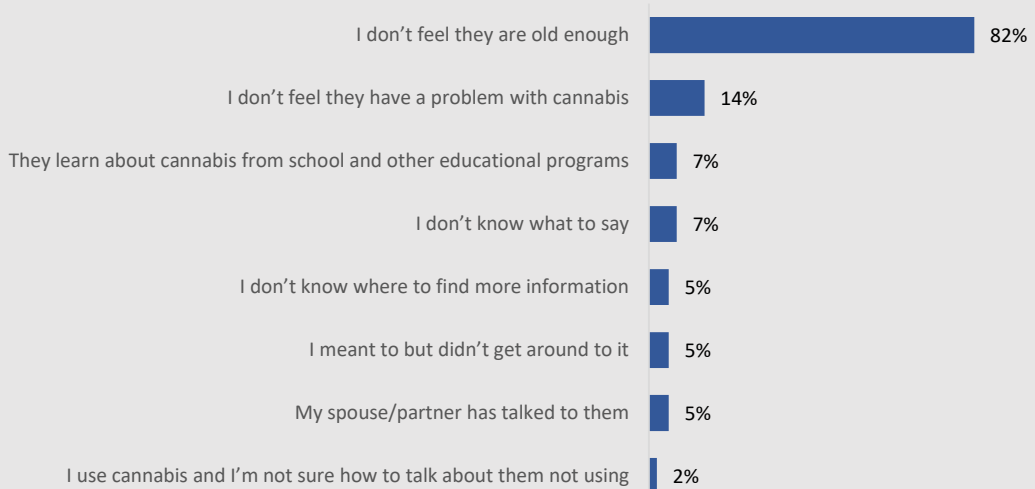
Differences:

- › More likely to have talked to their children about cannabis:
 - › Parents with **only older children (10+)** compared to Parents with only younger children (under 10) (72% vs. 14%; $p < .001$). They were more likely to have had multiple conversations with their children about cannabis as well (44% vs. 8%; $p < .01$)
 - › Parents who have **tried cannabis** compared to those who have not tried cannabis (61% vs. 23%; $p < .01$)
 - › **White/Non-Hispanic** Parents compared to Parents with other backgrounds (57% vs. 32%; $p < .05$)

Parents who have not yet talked to their children about cannabis most often cited that their children are not old enough for a discussion about cannabis (82%). Other less common reasons for not talking to them were feeling that their child does not have a problem with cannabis (14%), learning from school or other educational programs (7%), or they didn't know what to say (7%).

Table 41

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]



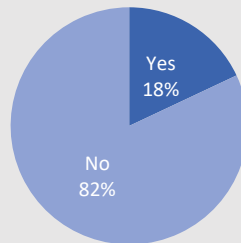
Base: Have not talked to children about cannabis. Parent n=44

Sample sizes among Parents who have not talked to their children about cannabis sub-populations were too small for statistical comparisons (n<30).

The majority 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 (82%).

Table 42

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=33

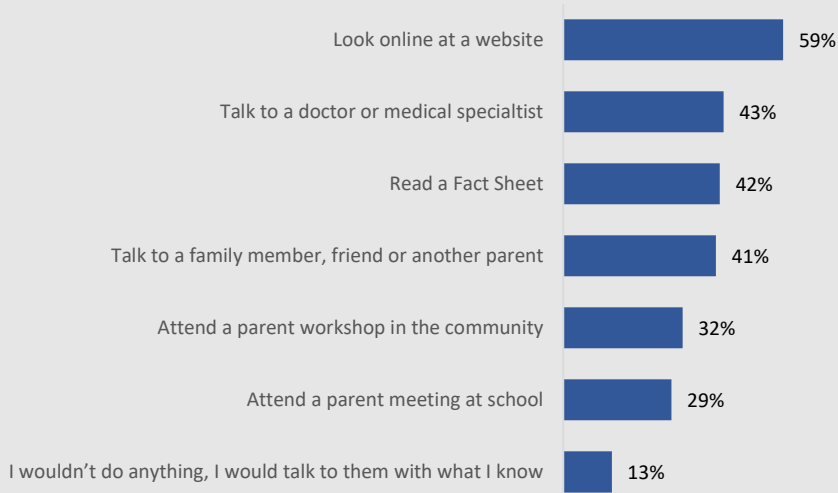
Sample sizes among Parents who have talked to their children about cannabis sub-populations were too small for statistical comparisons (n<30).

CANNABIS RESOURCE AWARENESS

Parents mentioned looking online at a website most often (59%) to help them prepare for a talk with their children about cannabis. Other top sources cited were talking to a doctor or medical specialist (43%), reading a fact sheet (42%), or talking to a family member, friend or other parent (41%). A minority of Parents would rely only on what they know and would not do anything to get advice or information (13%).

Table 43

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=76

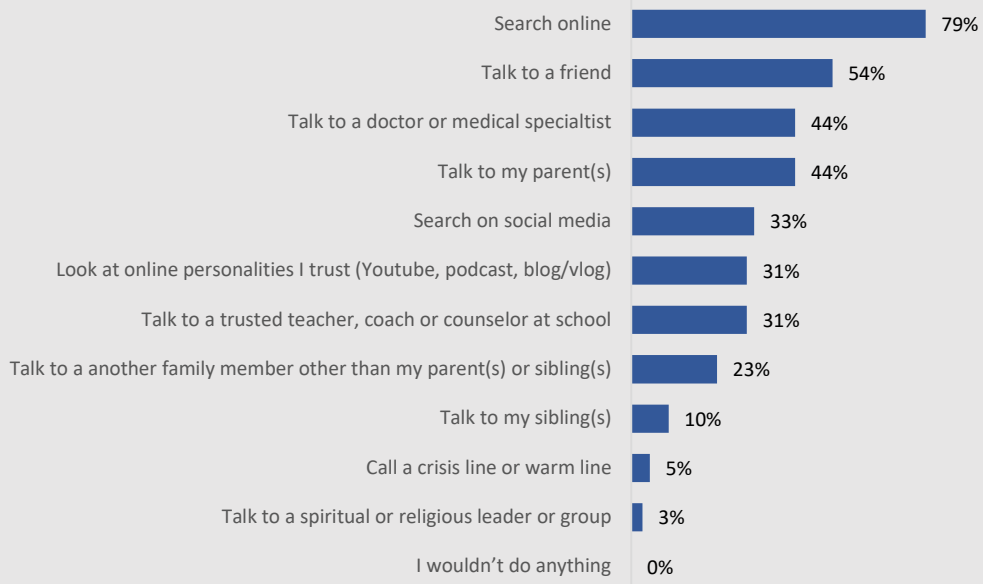
Differences:

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

The majority of Youth would search online if they wanted more information about cannabis (79%). Talking to someone they trust was another common source for information (a friend 54%, a doctor or medical specialist 44%, or a parent 44%). There were no Youth who believed they would not do anything to learn more about cannabis.

Table 44

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



Base: Total. Youth n=39

Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

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

Less than one-half of Youth (43%) and one-half of Parents (52%) have come across cannabis-related ads and information.

Table 45

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



Base: Total. Youth n=37, Parent n=75

Sample sizes among Youth sub-populations were too small for statistical comparisons ($n < 30$).

Difference among Parents:

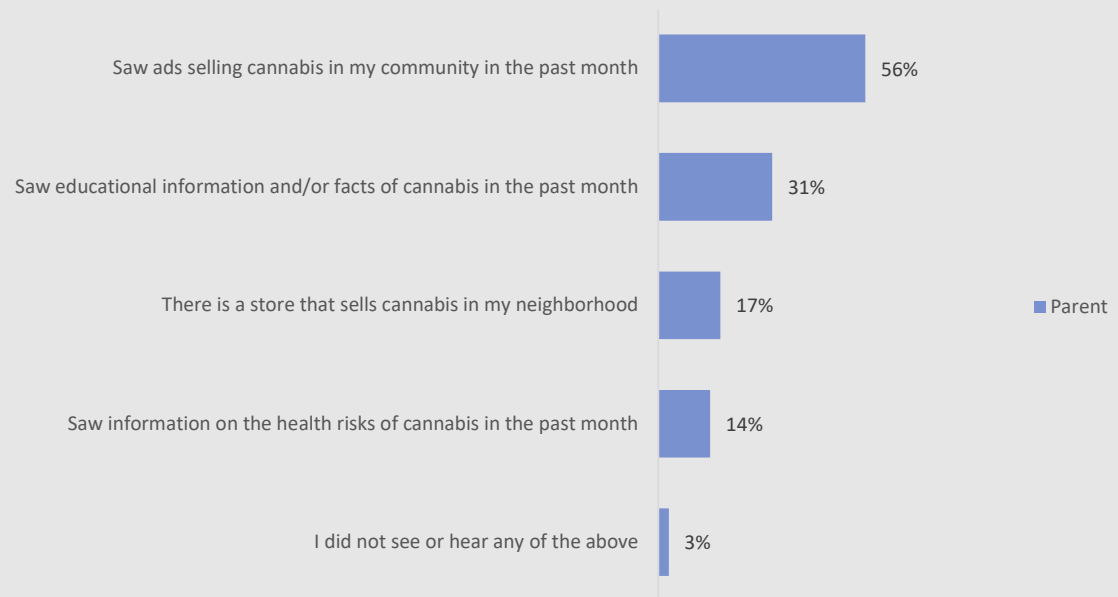
- > Parents who have **tried cannabis** were more likely to have heard or seen any cannabis-related ads than Parents who have not tried cannabis (63% vs. 36%; $p < .05$)

Parents who had recently come across ads or information on Cannabis were most likely to mention they saw sales advertising (56%) or educational information or facts (31%).

Note: The sample size for Youth who have heard or seen cannabis ads is too small to report more detailed findings (n=16).

Table 46

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. Parent n=36

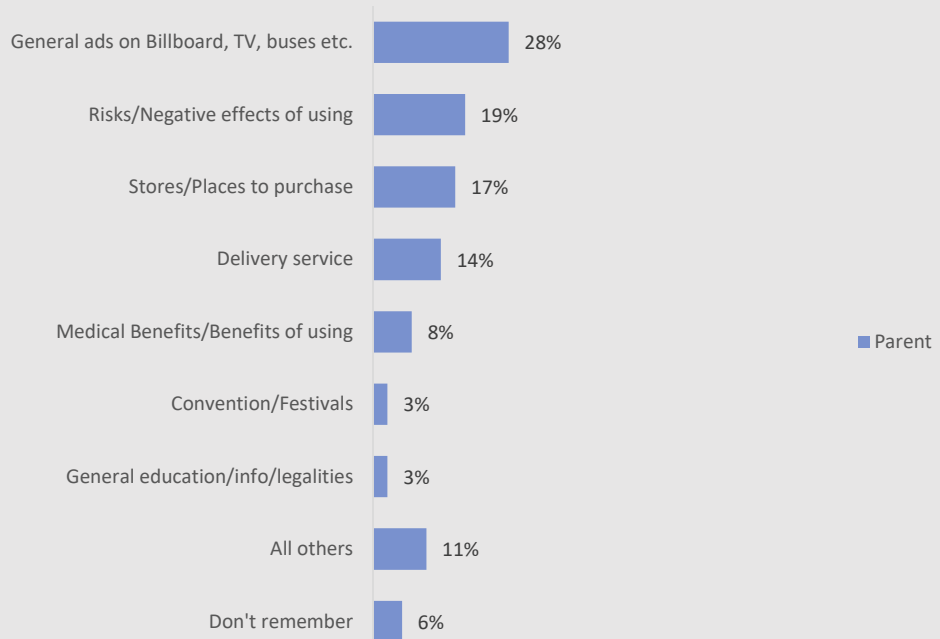
Sample sizes among sub-populations of Parents who have seen or heard cannabis-related ads were too small for statistical comparisons (n<30).

Parents were most apt to remember seeing or hearing general ads in the community (28%). They also mentioned seeing or hearing negative effects and potential risks associated with cannabis (19%), where to purchase cannabis (17%), or cannabis delivery services (14%).

Note: The sample size for Youth who have heard or seen cannabis ads was too small to report more detailed findings (n=16).

Table 47

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. Parent n=36

Sample sizes among sub-populations of Parents who have seen or heard cannabis-related ads were too small for statistical comparisons (n<30).

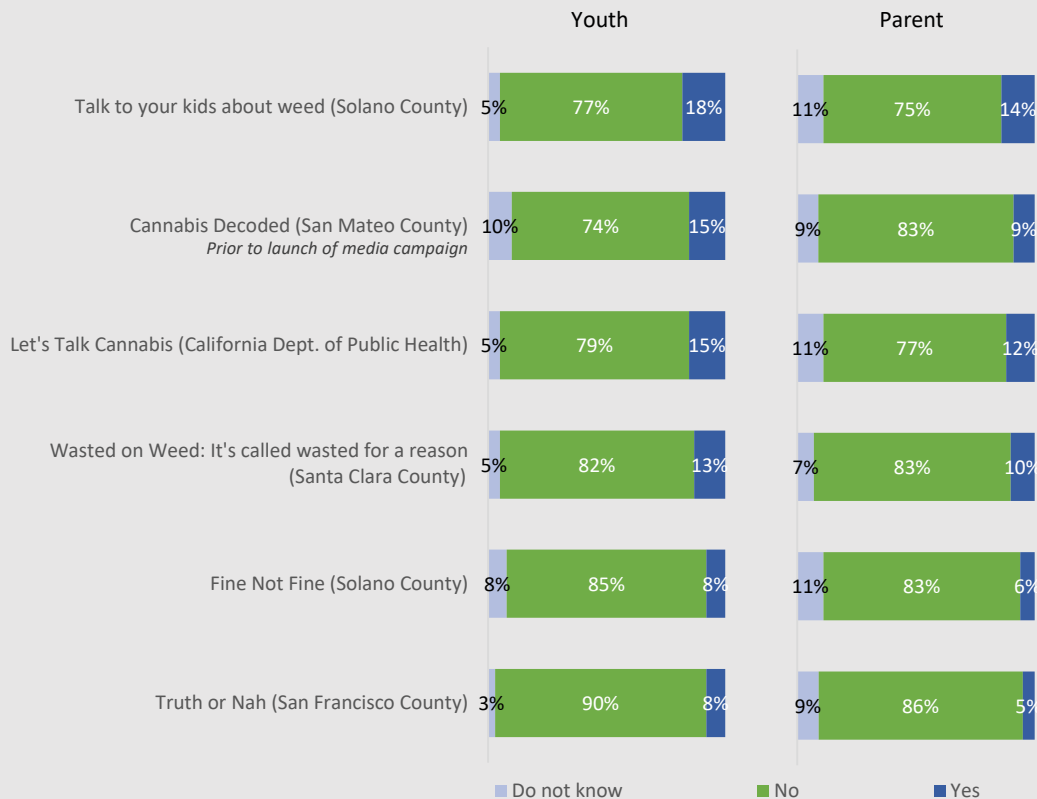
CANNABIS YOUTH CAMPAIGNS

The following section measures awareness of informational campaigns designed to inform youth about cannabis. 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 campaign or ad among Youth was “Talk to your kids about weed” (18%), followed closely by “Cannabis Decoded” and “Let’s Talk Cannabis” (15%, each). Parents most often cited having heard or seen “Talk to your kids about weed” (14%).

Table 48

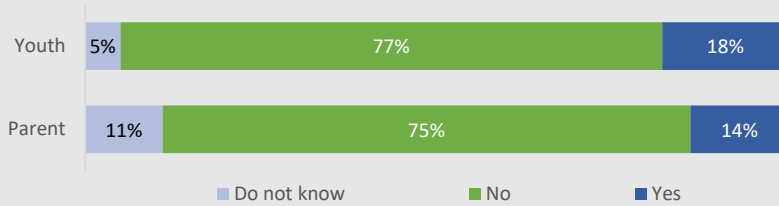
Question 15. Here are some more details about ads and/or information that you may have come across. Do you remember seeing or hearing...?



Base: Total. Youth n=39, Parent n=81

Table 49

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=39, Parent n=81

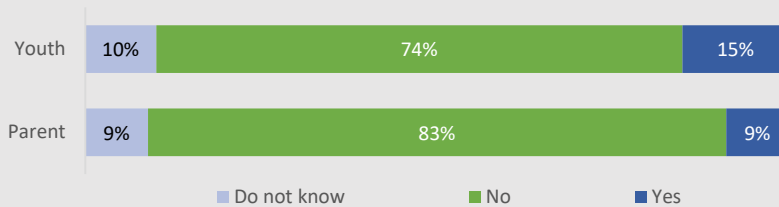
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

Table 50

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=39, Parent n=81

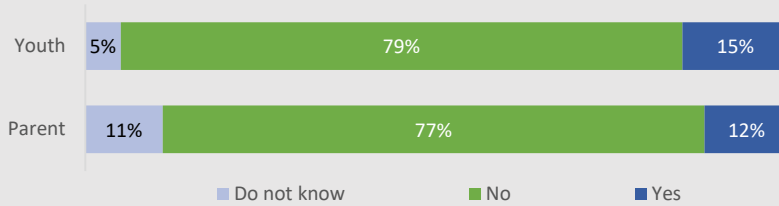
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

Table 51

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=39, Parent n=81

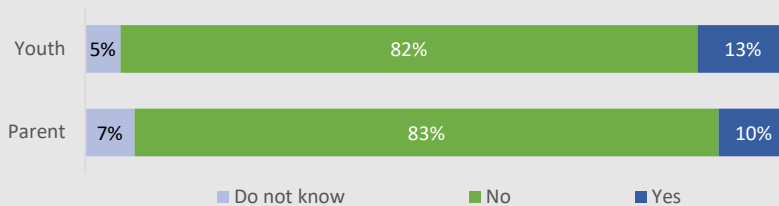
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

Table 52

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=39, Parent n=81

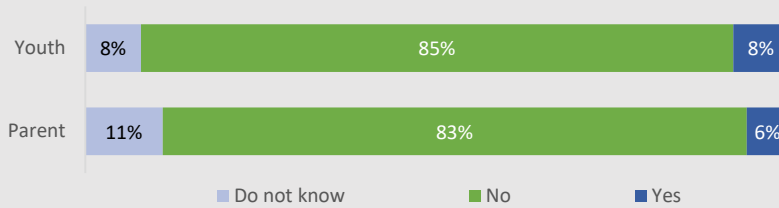
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

Table 53

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=39, Parent n=81

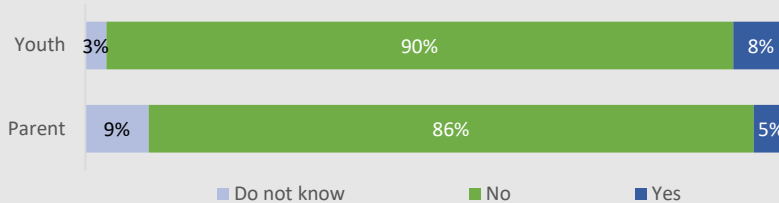
Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

Table 54

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=39, Parent n=81

Sample sizes among Youth sub-populations were too small for statistical comparisons (n<30).

Differences among Parents:

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

Due to small sample sizes of Youth and Parents who were aware of any campaign tested (Youth n=12 and Parents n=18), it is not possible to report on specific findings regarding campaign awareness and impact (Questions 16-18 in the survey tool). However, sample counts are included in the Appendix of this report.

APPENDIX

VISITATION OF OTHER BAY AREA COUNTIES

Outside of San Mateo County, San Francisco County was the most popular county regularly visited (2+ times per month) – 44% of Youth and 42% of Parents regularly traveled there.

About one-quarter of Youth (27%) and one-half of Parents (47%) traveled often to Santa Clara County as well.

		LIVE IN SAN MATEO COUNTY	
		Youth	Parent
VISIT	n	41	81
	Alameda	10%	15%
	Contra Costa	7%	11%
	Marin	5%	6%
	Napa	2%	5%
	San Francisco	44%	42%
	San Mateo	68%	62%
	Santa Clara	27%	47%
	Solano	2%	2%
	Sonoma	-	6%
	<i>Do not visit</i>	5%	7%

SUMMARY OF DIFFERENCES

The differences follow the order in which they appear in the detailed findings section. Sample sizes among Youth sub-populations were too small for statistical comparisons ($n < 30$). Therefore, only differences among Parent sub-populations are reported.

Question / Statement	Parents		<i>p</i>
	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)	80%	49%	$p < .01$
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)	97%	80%	$p < .01$
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)	97%	80%	$p < .05$
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)	73%	35%	$p < .01$
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)	90%	37%	$p < .001$

Question / Statement	Parents		<i>p</i>
	Only Younger Children (Under 10)	Only Older Children (10+)	
Question 8e. Cannabis can effect reaction time, coordination, and concentration. (Know most or all)	55%	84%	$p < .05$
Question 7f. You can get a DUI for driving while under the influence of cannabis. (Know most or all)	58%	81%	$p < .05$
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	14%	72%	$p < .001$
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Multiple conversations)	8%	44%	$p < .01$

Question / Statement	Parents		p
	Not Tried Cannabis	Tried Cannabis	
Question 7a. THC is the chemical in cannabis that produces a “high” feeling. (Know)	64%	86%	<i>p</i> <.05
Question 7c. Food products know as edibles can have very high levels of THC, increasing the chance of overdose. (Know)	50%	79%	<i>p</i> <.01
Question 7b. CBD is the chemical in cannabis that does not make you high and may have medical benefits. (Know most or all)	14%	38%	<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)	53%	83%	<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)	64%	85%	<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)	47%	24%	<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)	97%	76%	<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)	88%	60%	<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)	21%	55%	<i>p</i> <.01
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)	6%	24%	<i>p</i> <.05
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	23%	61%	<i>p</i> <.01
Question 12. In the past month or so, have you heard or seen any cannabis-related ads and/or information? (Yes)	36%	63%	<i>p</i> <.05

Question / Statement	Parents				p
	White / Non-Hispanic	Asian / Non-Hispanic	Hispanic	Other / Non-Hispanic	
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)	86%		98% ¹		p<.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)	74%		91% ¹		p<.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 true)	23%		51% ¹		p<.05
Question 6a. If my teen is going to experiment, I feel that cannabis is less harmful for them than drinking alcohol. (True)	62%		24% ¹		p<.01
Question 3. Have you ever tried cannabis in any form (smoking, vaping, edibles, food or snack products, beverages, dabs, etc.)? (Yes)	82%		32% ¹		p<.001
Question 10. Have you ever talked to your child(ren) who are under the age of 19 about cannabis? (Yes)	57%		32% ¹		p<.05

¹ Due to small sample sizes, responses are aggregated to allow for comparison

SURVEY QUESTION RESPONSES

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
S1	What is your current gender identity?						
	n	41	30	11	81	30	51
	Female	71%	70%	n=8	65%	80%	57%
	Male	27%	30%	n=2	33%	17%	43%
	Transgender Female	-	-	-	-	-	-
	Transgender Male	2%	-	n=1	1%	3%	-
	Genderqueer	-	-	-	-	-	-
	Questioning or unsure	-	-	-	-	-	-
	Another	-	-	-	-	-	-
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
S2	What is your age?						
	n	41	30	11	81	30	51
	14-15	20%	27%	-	-	-	-
	16-18	54%	73%	-	-	-	-
	19-25	27%	-	n=11	2%	7%	-
	26-34	-	-	-	20%	53%	-
	35-44	-	-	-	27%	40%	20%
	45-54	-	-	-	42%	-	67%
	55+	-	-	-	9%	-	14%
S3	What county do you currently live in?						
	n	41	30	11	81	30	51
	San Mateo	100%	100%	100%	100%	100%	100%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	41	30	11	81	30	51
	Alameda	10%	7%	n=2	15%	20%	12%
	Contra Costa	7%	7%	n=1	11%	17%	8%
	Marin	5%	7%	-	6%	10%	4%
	Napa	2%	-	n=1	5%	7%	4%
	San Francisco	44%	40%	n=6	42%	43%	41%
	San Mateo	68%	67%	n=8	62%	70%	57%
	Santa Clara	27%	23%	n=4	47%	43%	49%
	Solano	2%	3%	-	2%	3%	2%
	Sonoma	-	-	-	6%	10%	4%
	None of the above	5%	7%	-	7%	7%	8%
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</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	11	-	11	81	30	51
	Yes	-	-	-	100%	100%	100%
	No	100%	-	100%	-	-	-
S5	[ASK IF AGE>18] Are you currently pregnant?						
	n	8	-	8	53	24	29
	Yes	-	-	-	11%	n=5	n=1
	No	n=8	-	n=8	89%	n=19	n=28

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
S6	[ASK IF S5=YES] Please indicate the age(s) of your children.						
	n	-	-	-	80	30	50
	0-5 years	-	-	-	36%	53%	26%
	6-9 years	-	-	-	30%	33%	28%
	10-13 years	-	-	-	33%	23%	38%
	14-15 years	-	-	-	10%	3%	14%
	16-18 years	-	-	-	18%	-	28%
	19-25 years	-	-	-	8%	3%	10%
	Over 25 years	-	-	-	1%	-	2%
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	1%	-	2%
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	37	28	9	78	28	50
	Great risk	14%	n=4	n=1	18%	n=4	20%
	Moderate risk	22%	n=7	n=1	18%	n=7	14%
	Slight risk	38%	n=11	n=3	35%	n=8	38%
	No risk	27%	n=6	n=4	29%	n=9	28%
	<i>Do not know</i>	7%	n=1	n=2	4%	n=2	2%
	<i>Prefer not to say</i>	2%	n=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	36	27	9	75	27	48
	Great risk	33%	n=12	-	51%	n=14	50%
	Moderate risk	33%	n=10	n=2	29%	n=7	31%
	Slight risk	19%	n=3	n=4	8%	n=2	8%
	No risk	14%	n=2	n=3	12%	n=4	10%
	<i>Do not know</i>	10%	n=2	n=2	7%	n=3	6%
	<i>Prefer not to say</i>	2%	n=1	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	39	29	10	80	29	51
	Very concerned	49%	n=18	n=1	44%	n=13	43%
	Concerned	21%	n=7	n=1	34%	n=10	33%
	A little bit concerned	21%	n=4	n=4	20%	n=6	20%
	Not concerned at all	10%	-	n=4	3%	-	4%
	<i>Do not know</i>	2%	-	n=1	1%	n=1	-
	<i>Prefer not to say</i>	2%	n=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	39	29	10	80	29	51
	Very concerned	64%	n=21	n=4	80%	n=24	78%
	Concerned	28%	n=6	n=5	13%	n=4	12%
	A little bit concerned	8%	n=2	n=1	3%	-	4%
	Not concerned at all	-	-	-	5%	n=1	6%
	<i>Do not know</i>	2%	-	n=1	1%	n=1	-
	<i>Prefer not to say</i>	2%	n=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	39	29	10	80	29	51
	Very concerned	62%	n=19	n=5	75%	n=20	78%
	Concerned	36%	n=10	n=4	19%	n=7	16%
	A little bit concerned	3%	-	n=1	4%	n=2	2%
	Not concerned at all	-	-	-	3%	-	4%
	<i>Do not know</i>	2%	-	n=1	1%	n=1	-
	<i>Prefer not to say</i>	2%	n=1	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	39	29	10	80	29	51
	Very concerned	54%	n=18	n=3	50%	n=14	51%
	Concerned	28%	n=9	n=2	34%	n=11	31%
	A little bit concerned	13%	n=2	n=3	13%	n=3	14%
	Not concerned at all	5%	-	n=2	4%	n=1	4%
	<i>Do not know</i>	2%	-	n=1	1%	n=1	-
	<i>Prefer not to say</i>	2%	n=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	39	29	10	80	29	51
	Very concerned	74%	n=22	n=7	86%	n=26	84%
	Concerned	18%	n=5	n=2	6%	n=2	6%
	A little bit concerned	5%	n=1	n=1	4%	n=1	4%
	Not concerned at all	3%	n=1	-	4%	-	6%
	<i>Do not know</i>	2%	-	n=1	1%	n=1	-
	<i>Prefer not to say</i>	2%	n=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	39	29	10	80	29	51
	Very concerned	90%	n=27	n=8	91%	n=26	92%
	Concerned	5%	n=2	-	4%	n=2	2%
	A little bit concerned	5%	-	n=2	3%	n=1	2%
	Not concerned at all	-	-	-	3%	-	4%
	<i>Do not know</i>	2%	-	n=1	1%	n=1	-
	<i>Prefer not to say</i>	2%	n=1	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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.)?						
		40	29	11	78	29	49
	Yes	30%	n=6	n=6	54%	n=16	53%
	No	70%	n=23	n=5	46%	n=13	47%
	<i>Do not know</i>	-	-	-	2%	-	4%
	<i>Prefer not to say</i>	2%	n=1	-	1%	n=1	-
Q4	[ASK IF Q3=1] Over the past 30 days, on how many days did you use cannabis (marijuana)?						
	n	12	6	6	42	16	26
	No days	n=4	n=3	n=1	55%	n=5	n=18
	1-5 days	n=3	n=2	n=1	29%	n=7	n=5
	6+ days	n=5	n=1	n=4	17%	n=4	n=3
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
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	38	27	11	-	-	-
	Completely true	26%	n=7	n=3	-	-	-
	Somewhat true	42%	n=11	n=5	-	-	-
	Somewhat false	24%	n=7	n=2	-	-	-
	Completely false	8%	n=2	n=1	-	-	-
	<i>Do not know</i>	5%	n=2	-	-	-	-
	<i>Prefer not to say</i>	2%	n=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	40	29	11	-	-	-
	Completely true	15%	n=2	n=4	-	-	-
	Somewhat true	8%	n=3	-	-	-	-
	Somewhat false	30%	n=10	n=2	-	-	-
	Completely false	48%	n=14	n=5	-	-	-
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	2%	n=1	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	38	29	9	-	-	-
	Completely true	3%	-	n=1	-	-	-
	Somewhat true	11%	n=2	n=2	-	-	-
	Somewhat false	21%	n=6	n=2	-	-	-
	Completely false	66%	n=21	n=4	-	-	-
	<i>Do not know</i>	5%	-	n=2	-	-	-
	<i>Prefer not to say</i>	2%	n=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	39	28	11	-	-	-
	Completely true	56%	n=15	n=7	-	-	-
	Somewhat true	21%	n=5	n=3	-	-	-
	Somewhat false	13%	n=5	-	-	-	-
	Completely false	10%	n=3	n=1	-	-	-
	<i>Do not know</i>	2%	n=1	-	-	-	-
	<i>Prefer not to say</i>	2%	n=1	-	-	-	-
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	-	-	-	79	29	50
	Completely true	-	-	-	11%	n=3	12%
	Somewhat true	-	-	-	29%	n=9	28%
	Somewhat false	-	-	-	30%	n=13	22%
	Completely false	-	-	-	29%	n=4	38%
	<i>Do not know</i>	-	-	-	2%	n=1	2%
	<i>Prefer not to say</i>	-	-	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	-	-	-	77	28	49
	Completely true	-	-	-	30%	n=8	31%
	Somewhat true	-	-	-	43%	n=15	37%
	Somewhat false	-	-	-	12%	n=4	10%
	Completely false	-	-	-	16%	n=1	22%
	<i>Do not know</i>	-	-	-	4%	n=2	2%
	<i>Prefer not to say</i>	-	-	-	1%	-	2%
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	-	-	-	80	29	51
	Completely true	-	-	-	6%	n=4	2%
	Somewhat true	-	-	-	10%	n=3	10%
	Somewhat false	-	-	-	21%	n=6	22%
	Completely false	-	-	-	63%	n=16	67%
	<i>Do not know</i>	-	-	-	1%	n=1	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
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	-	-	-	78	28	50
	Completely true	-	-	-	38%	n=10	40%
	Somewhat true	-	-	-	35%	n=10	34%
	Somewhat false	-	-	-	19%	n=5	20%
	Completely false	-	-	-	8%	n=3	6%
	<i>Do not know</i>	-	-	-	4%	n=2	2%
	<i>Prefer not to say</i>	-	-	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	39	29	10	81	30	51
	I know most of this	44%	n=12	n=5	51%	53%	49%
	I know a little bit of this	33%	n=9	n=4	26%	30%	24%
	I did not know this	23%	n=8	n=1	23%	17%	27%
	<i>Prefer not to say</i>	5%	n=1	n=1	-	-	-
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	39	29	10	81	30	51
	I know most of this	31%	n=7	n=5	26%	37%	20%
	I know a little bit of this	41%	n=12	n=4	35%	43%	29%
	I did not know this	28%	n=10	n=1	40%	20%	51%
	<i>Prefer not to say</i>	5%	n=1	n=1	-	-	-
Q7c	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.						
	n	39	29	10	81	30	51
	I know most of this	44%	n=11	n=6	26%	27%	25%
	I know a little bit of this	31%	n=10	n=2	38%	37%	39%
	I did not know this	26%	n=8	n=2	36%	37%	35%
	<i>Prefer not to say</i>	5%	n=1	n=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	39	29	10	81	30	51
	I know most of this	36%	n=8	n=6	33%	50%	24%
	I know a little bit of this	36%	n=12	n=2	16%	23%	12%
	I did not know this	28%	n=9	n=2	51%	27%	65%
	<i>Prefer not to say</i>	5%	n=1	n=1	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	39	29	10	81	30	51
	I know most of this	28%	n=5	n=6	31%	47%	22%
	I know a little bit of this	36%	n=12	n=2	26%	43%	16%
	I did not know this	36%	n=12	n=2	43%	10%	63%
	<i>Prefer not to say</i>	5%	n=1	n=1	-	-	-
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	39	29	10	81	30	51
	I know most of this	49%	n=13	n=6	67%	70%	65%
	I know a little bit of this	28%	n=8	n=3	16%	17%	16%
	I did not know this	23%	n=8	n=1	17%	13%	20%
	<i>Prefer not to say</i>	5%	n=1	n=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	39	29	10	81	30	51
	I know most of this	31%	n=6	n=6	43%	50%	39%
	I know a little bit of this	31%	n=10	n=2	22%	27%	20%
	I did not know this	38%	n=13	n=2	35%	23%	41%
	<i>Prefer not to say</i>	5%	n=1	n=1	-	-	-
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	39	29	10	79	29	50
	I know most of this	41%	n=13	n=3	47%	n=16	42%
	I know a little bit of this	41%	n=11	n=5	27%	n=8	26%
	I did not know this	18%	n=5	n=2	27%	n=5	32%
	<i>Prefer not to say</i>	5%	n=1	n=1	2%	n=1	2%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	39	29	10	80	30	50
	I know most of this	51%	n=14	n=6	56%	63%	52%
	I know a little bit of this	31%	n=10	n=2	26%	30%	24%
	I did not know this	18%	n=5	n=2	18%	7%	24%
	<i>Prefer not to say</i>	5%	n=1	n=1	1%	-	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	39	29	10	80	30	50
	I know most of this	54%	n=15	n=6	65%	67%	64%
	I know a little bit of this	31%	n=10	n=2	23%	23%	22%
	I did not know this	15%	n=4	n=2	13%	10%	14%
	<i>Prefer not to say</i>	5%	n=1	n=1	1%	-	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	39	29	10	80	30	50
	I know most of this	46%	n=15	n=3	51%	63%	44%
	I know a little bit of this	41%	n=11	n=5	35%	33%	36%
	I did not know this	13%	n=3	n=2	14%	3%	20%
	<i>Prefer not to say</i>	5%	n=1	n=1	1%	-	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	39	29	10	80	30	50
	I know most of this	69%	n=20	n=7	68%	63%	70%
	I know a little bit of this	23%	n=6	n=3	26%	37%	20%
	I did not know this	8%	n=3	-	6%	-	10%
	<i>Prefer not to say</i>	5%	n=1	n=1	1%	-	2%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	39	29	10	80	30	50
	I know most of this	51%	n=15	n=5	66%	73%	62%
	I know a little bit of this	33%	n=8	n=5	24%	20%	26%
	I did not know this	15%	n=6	-	10%	7%	12%
	<i>Prefer not to say</i>	5%	n=1	n=1	1%	-	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	39	29	10	80	30	50
	I know most of this	51%	n=15	n=5	59%	77%	48%
	I know a little bit of this	23%	n=7	n=2	28%	20%	32%
	I did not know this	26%	n=7	n=3	14%	3%	20%
	<i>Prefer not to say</i>	5%	n=1	n=1	1%	-	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	39	29	10	79	29	50
	I know most of this	21%	n=6	n=2	42%	n=13	40%
	I know a little bit of this	33%	n=8	n=5	16%	n=5	16%
	I did not know this	46%	n=15	n=3	42%	n=11	44%
	<i>Prefer not to say</i>	5%	n=1	n=1	2%	n=1	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	39	29	10	80	30	50
	I know most of this	41%	n=12	n=4	53%	67%	44%
	I know a little bit of this	31%	n=7	n=5	24%	20%	26%
	I did not know this	28%	n=10	n=1	24%	13%	30%
	<i>Prefer not to say</i>	5%	n=1	n=1	1%	-	2%

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	-	-	-	80	30	50
	I know most of this	-	-	-	46%	47%	46%
	I know a little bit of this	-	-	-	21%	27%	18%
	I did not know this	-	-	-	33%	27%	36%
	<i>Prefer not to say</i>	-	-	-	1%	-	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	-	-	-	79	29	50
	I know most of this	-	-	-	35%	n=15	26%
	I know a little bit of this	-	-	-	38%	n=10	40%
	I did not know this	-	-	-	27%	n=4	34%
	<i>Prefer not to say</i>	-	-	-	2%	n=1	2%
Q10	Have you ever talked to your child(ren) who are under the age of 19 about cannabis?						
	n	-	-	-	79	29	50
	Yes, I've had multiple conversations	-	-	-	24%	n=4	30%
	Yes, once or twice	-	-	-	19%	n=5	20%
	No	-	-	-	57%	n=20	50%
	<i>Do not know</i>	-	-	-	1%	-	2%
	<i>Prefer not to say</i>	-	-	-	1%	n=1	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	-	-	-	44	19	25
	I don't feel they are old enough	-	-	-	82%	n=17	n=19
	I don't feel they have a problem with cannabis	-	-	-	14%	n=1	n=5
	They learn about cannabis from school and other educational programs	-	-	-	7%	n=1	n=2
	I don't know what to say	-	-	-	7%	n=1	n=2
	I don't know where to find more information	-	-	-	5%	-	n=2
	I meant to but didn't get around to it	-	-	-	5%	n=1	n=1
	My spouse/partner has talked to them	-	-	-	5%	-	n=2
	I use cannabis and I'm not sure how to talk about them not using	-	-	-	2%	n=1	-
	Other	-	-	-	-	-	-
	<i>Do not know</i>	-	-	-	2%	n=1	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
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	-	-	-	33	8	25
	Yes	-	-	-	18%	n=3	n=3
	No	-	-	-	82%	n=5	n=22
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	3%	n=1	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	-	-	-	76	27	49
	Talk to a family member, friend or another parent	-	-	-	41%	n=14	35%
	Talk to a doctor or medical specialist	-	-	-	43%	n=15	37%
	Look online at a website	-	-	-	59%	n=16	59%
	Attend a parent meeting at school	-	-	-	29%	n=9	27%
	Attend a parent workshop in the community	-	-	-	32%	n=10	29%
	Read a Fact Sheet	-	-	-	42%	n=9	47%
	Other	-	-	-	-	-	-
	I wouldn't do anything, I would talk to them with what I know [SINGLE PUNCH]	-	-	-	13%	n=2	16%
	<i>Do not know</i>	-	-	-	5%	n=2	4%
	<i>Prefer not to say</i>	-	-	-	1%	n=1	-
Q11	[ASK IF YOUTH] If you wanted more information about cannabis, where would you go? Please select all that apply.						
	n	39	29	10	-	-	-
	Talk to my parent(s)	44%	n=15	n=2	-	-	-
	Talk to my sibling(s)	5%	n=1	n=1	-	-	-
	Talk to a another family member other than my parent(s) or sibling(s)	31%	n=12	-	-	-	-
	Talk to a friend	54%	n=18	n=3	-	-	-
	Talk to a doctor or medical specialist	44%	n=12	n=5	-	-	-
	Talk to a trusted teacher, coach or counselor at school	31%	n=10	n=2	-	-	-
	Talk to a spiritual or religious leader or group	3%	n=1	-	-	-	-
	Call a crisis line or warm line	10%	n=4	-	-	-	-
	Search online	79%	n=23	n=8	-	-	-
	Search on social media	33%	n=10	n=3	-	-	-
	Look at online personalities I trust (YouTube, podcast, blog/vlog)	23%	n=8	n=1	-	-	-
	Other (specify)	-	-	-	-	-	-
	I wouldn't do anything [SINGLE PUNCH]	-	-	-	-	-	-
	<i>Do not know</i>	2%	-	n=1	-	-	-
	<i>Prefer not to say</i>	2%	n=1	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	-	-	-	-	-	-
	I don't feel a need to, I know enough about cannabis already	-	-	-	-	-	-
	I don't know where to find information	-	-	-	-	-	-
	I don't want my parents finding out	-	-	-	-	-	-
	I'm not interested in cannabis to learn more about it	-	-	-	-	-	-
	<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	37	27	10	75	29	46
	Yes	43%	n=10	n=6	52%	n=16	50%
	No	57%	n=17	n=4	48%	n=13	50%
	<i>Do not know</i>	7%	n=2	n=1	7%	n=1	10%
	<i>Prefer not to say</i>	2%	n=1	-	-	-	-
Q13	[ASK IF Q12=1] What ads and/or information have you come across? Please select all that apply.						
	n	16	10	6	36	15	21
	There is a store that sells cannabis in my neighborhood	n=4	n=2	n=2	17%	n=2	n=4
	Saw ads selling cannabis in my community in the past month	n=9	n=5	n=4	56%	n=8	n=12
	Saw information on the health risks of cannabis in the past month	n=6	n=5	n=1	14%	n=3	n=2
	Saw educational information and/or facts of cannabis in the past month	n=8	n=8	-	31%	n=6	n=5
	I did not see or hear any of the above [SINGLE PUNCH]	n=1	-	n=1	3%	-	n=1
	<i>Do not know</i>	-	-	-	5%	-	n=2
	<i>Prefer not to say</i>	-	-	-	3%	n=1	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	15	10	5	36	13	23
	General ads on Billboard, TV, buses etc.	n=1	n=1	-	28%	n=3	n=7
	Stores/Places to purchase	n=5	n=2	n=3	17%	n=2	n=4
	General positive comments	n=1	n=1	-	-	-	-
	Delivery Service	n=2	-	n=2	14%	n=1	n=4
	Convention/Festivals	-	-	-	3%	n=1	-
	Specific Products	-	-	-	-	-	-
	Medical Benefits/Benefits of using	n=1	n=1	-	8%	n=2	n=1
	Risks/Negative effects of using	n=3	n=3	-	19%	n=3	n=4
	General education/info/legalities	-	-	-	3%	n=1	-
	Not Sure//None/Don't remember	-	-	-	6%	n=1	n=1
	All others	n=2	n=2	-	11%	n=1	n=3
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	39	29	10	81	30	51
	Yes	15%	n=5	n=1	12%	20%	8%
	No	79%	n=22	n=9	77%	70%	80%
	Do not know	5%	n=2	-	11%	10%	12%
	<i>Prefer not to say</i>	<i>5%</i>	<i>n=1</i>	<i>n=1</i>	-	-	-
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	39	29	10	81	30	51
	Yes	15%	n=4	n=2	9%	13%	6%
	No	74%	n=21	n=8	83%	80%	84%
	Do not know	10%	n=4	-	9%	7%	10%
	<i>Prefer not to say</i>	<i>5%</i>	<i>n=1</i>	<i>n=1</i>	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	39	29	10	81	30	51
	Yes	13%	n=4	n=1	10%	13%	8%
	No	82%	n=23	n=9	83%	80%	84%
	Do not know	5%	n=2	-	7%	7%	8%
	<i>Prefer not to say</i>	<i>5%</i>	<i>n=1</i>	<i>n=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	39	29	10	81	30	51
	Yes	8%	n=2	n=1	6%	10%	4%
	No	85%	n=24	n=9	83%	80%	84%
	Do not know	8%	n=3	-	11%	10%	12%
	<i>Prefer not to say</i>	<i>5%</i>	<i>n=1</i>	<i>n=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	39	29	10	81	30	51
	Yes	8%	n=3	-	5%	10%	2%
	No	90%	n=25	n=10	86%	83%	88%
	Do not know	3%	n=1	-	9%	7%	10%
	<i>Prefer not to say</i>	<i>5%</i>	<i>n=1</i>	<i>n=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	39	29	10	81	30	51
	Yes	18%	n=7	-	14%	10%	16%
	No	77%	n=20	n=10	75%	80%	73%
	Do not know	5%	n=2	-	11%	10%	12%
	<i>Prefer not to say</i>	<i>5%</i>	<i>n=1</i>	<i>n=1</i>	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	12	10	2	18	8	10
	Yes	n=9	n=8	n=1	n=11	n=6	n=5
	No	-	-	-	n=1	n=1	-
	I can't remember	n=3	n=2	n=1	n=6	n=1	n=5
	Do not know	-	-	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
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	11	9	2	17	8	9
	A parent	n=4	n=3	n=1	n=4	n=3	n=1
	At school (for example from a teacher, assembly or other activity)	n=5	n=5	-	n=1	-	n=1
	A doctor or medical specialist	n=3	n=1	n=2	n=3	n=2	n=1
	Websites and online	n=6	n=5	n=1	n=6	n=3	n=3
	YouTube, Snapchart, Instagram, YouTube, Facebook or some other social media	n=5	n=5	-	n=5	n=4	n=1
	Famous people I don't know personally	n=3	n=3	-	-	-	-
	Billboard	n=1	n=1	-	n=5	n=2	n=3
	Bus or bus stop ads	n=2	n=2	-	n=1	n=1	-
	In the community (such as coffee shops, concerts, events and more)	n=3	n=3	-	n=1	-	n=1
	On TV	n=7	n=6	n=1	n=4	-	n=4
	On the radio	n=2	n=1	n=1	n=3	n=2	n=1
	I haven't heard about cannabis before this survey	-	-	-	-	-	-
	I can't remember	-	-	-	-	-	-
	Other (specify)	-	-	-	-	-	-
	<i>Do not know</i>	<i>n=1</i>	<i>n=1</i>	-	<i>n=1</i>	-	<i>n=1</i>
	<i>Prefer not to say</i>	-	-	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	11	9	2	18	8	10
	Strongly agree	n=5	n=4	n=1	n=3	n=2	n=1
	Agree	n=4	n=4	-	n=12	n=6	n=6
	Disagree	n=2	n=1	n=1	n=3	-	n=3
	Strongly disagree	-	-	-	-	-	-
	<i>Do not know</i>	<i>n=1</i>	<i>n=1</i>	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
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	11	9	2	18	8	10
	Strongly agree	n=5	n=3	n=2	n=3	n=3	-
	Agree	n=5	n=5	-	n=11	n=5	n=6
	Disagree	n=1	n=1	-	n=4	-	n=4
	Strongly disagree	-	-	-	-	-	-
	<i>Do not know</i>	<i>n=1</i>	<i>n=1</i>	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	-	-	-
Q18c	[ASK IN GENERAL IF Q15=1] How much do you agree or disagree that the information you saw or heard...[FOR PARENT] Gave you information on how to talk to your child if needed.						
	n	-	-	-	18	8	10
	Strongly agree	-	-	-	n=4	n=2	n=2
	Agree	-	-	-	n=12	n=6	n=6
	Disagree	-	-	-	n=2	-	n=2
	Strongly disagree	-	-	-	-	-	-
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	-	-	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		Youth	Teen	Young Adult	Parent	Younger Parent	Older Parent
D1	Do you consider yourself Hispanic, Latino or of Spanish Origin?						
	n	40	29	11	81	30	51
	Yes	18%	n=4	n=3	10%	13%	8%
	No	83%	n=25	n=8	90%	87%	92%
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	2%	n=1	-	-	-	-
D2	Which categories describe you best. Please select all that apply.						
	n	37	26	11	80	30	50
	American Indian or Alaska Native	5%	n=1	n=1	6%	7%	6%
	Asian	30%	n=9	n=2	39%	33%	42%
	Black or African American	11%	n=3	n=1	5%	3%	6%
	Native Hawaiian or Other Pacific Islander	-	-	-	-	-	-
	White	49%	n=15	n=3	50%	50%	50%
	Other	16%	n=2	n=4	5%	7%	4%
	<i>Do not know</i>	-	-	-	1%	-	2%
	<i>Prefer not to say</i>	10%	n=4	-	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30

		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	39	29	10	-	-	-
	Organized sports & athletics: For example, football, baseball, dance, cheer, gymnastics, martial arts & others (through school or club level)	46%	n=16	n=2	-	-	-
	Hobbies: Surfing, skateboarding, horseback riding & others	33%	n=9	n=4	-	-	-
	Student council: ASB, Student Council, PTSA & others	21%	n=6	n=2	-	-	-
	Special Interest Club: Friday Night Live, Robotics, Girl Scouts, YMCA & others	21%	n=8	-	-	-	-
	Religious or spiritual: Youth group & others	13%	n=3	n=2	-	-	-
	Volunteer programs: Tutoring, environment clean up, helping other in your community & others	38%	n=12	n=3	-	-	-
	Academic debates and/or competitions	15%	n=3	n=3	-	-	-
	Arts activities: Music, fine arts, performing arts, band, acting, drama, poetry, writing, & others (school or community based)	23%	n=7	n=2	-	-	-
	I did not do any of these activities in the past month [SINGLE PUNCH]	13%	n=4	n=1	-	-	-
	<i>Do not know</i>	-	-	-	-	-	-
	<i>Prefer not to say</i>	5%	n=1	n=1	-	-	-

'Do not know' and 'Prefer not to say' responses in grey italic font are not included in the analysis
Response counts provided for sample sizes <30