NOT FOR DISTRIBUTION

TABLE 2--Past Month Exposure to Marijuana Advertising and Health Risk Messages Among Oregon Adults in Fall 2015 and Spring 2016 Panel Surveys[a]

	Weighted[b] % (95% CI)
Exposure to marijuana advertising (n = 3,808)	
Have not seen or heard marijuana advertising in the past 30 days	44.9 (42.5, 47.3)
Have seen or heard marijuana advertising in the past 30 days	55.1 (52.7, 57.5)
A few times in the last 30 days	30.0 (27.7, 32.3)
Several times in the last 30 days	17.7 (16.1, 19.5)
Nearly all of the last 30 days	7.4 (6.2, 8.9)
Type of marijuana advertising among those exposed to advertising (n = 574)[c]	
On storefronts	74.5 (68.6, 79.6)
On streetside marketing, like sandwich boards	66.6 (59.7, 72.8)
On billboards	55.7 (48.5, 62.6)
In a magazine or newspaper	40.3 (33.3, 47.7)
On signs being held by people on sidewalks (sign-wavers)	29.4 (24.1, 35.4)
On radio	24.5 (18.8, 31.3)
In pamphlets or flyers	22.6 (17.4, 28.7)
Online, on cellphone, tablet, or computer (through email, websites, or social media)	21.9 (16.7, 28.1)
On television	21.2 (15.6, 28.1)
At an outdoor event, like a concert, fair, rodeo, parade, or similar event	16.3 (11.8, 22.2)
Exposure to marijuana health risk messages (n = 3,808)	
Have not seen or heard marijuana health risk messages in the past 30 days	71.5 (69.2, 73.7)
Have seen or heard marijuana health risk messages in the past 30 days	28.5 (26.3, 30.9)
A few times in the last 30 days	20.9 (19.0, 22.9)
Several times in the last 30 days	6.2 (4.9, 7.8)
Nearly all of the last 30 days	1.5 (0.9, 2.4)

Note. CI = confidence interval

[a]Panel surveys were conducted in November 2015 and April-May 2016.

[b]Data were weighted on the following factors: sex, age, race and ethnicity, education level, home ownership, marital status and metro area residency.

[c]Questions on type of advertising exposure were asked randomly among a split sample of survey respondents.

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