

## **Demographic Association with Exposure to Cannabis Advertising and Social Media Content**

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**Introduction:** *Despite regulatory guidelines, evidence suggests cannabis advertising is present in Australia, with limited research on its impact. This study aimed to examine the association between demographic factors, cannabis use history, and exposure to cannabis advertising and content on social media.*

**Methods:** *Data were obtained from the 2023 International Cannabis Policy Study (ICPS) Australian sample (N= 3,042). Logistic regression analysis was used to assess the relationship between demographic variables (sex, age, CALD status, education, income adequacy), cannabis use status (never user, past 12-month user, >12 months ago), and reported exposure to cannabis advertising and social media content. Exposure was measured by noticing advertisements and content, and assessing sentiment towards content.*

**Results:** *Younger age groups (16-35) exhibited significantly higher odds of recognising cannabis advertisements (ORs ranging from 3.34 to 5.83). Males, CALD individuals, and past-year cannabis users were also more likely to notice advertising. A strong association was found between cannabis use history and ad recognition. Cannabis users were less likely to report negative sentiment towards advertisements, while younger age groups and those with tertiary education were more likely to express negative sentiment.*

**Discussions and Conclusions:** *This study highlights the disproportionate exposure of younger individuals and specific demographic groups to cannabis advertising in Australia. The observed association between cannabis use and more positive sentiment towards advertising warrants further investigation. Findings underscore the need for continued monitoring of cannabis advertising practices and their potential influence on public perceptions and behaviour.*

**Implications for Practice or Policy:** *These findings suggest a need for stricter enforcement of existing advertising regulations and potential review of policies to mitigate the disproportionate exposure of vulnerable demographics to cannabis marketing.*

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