

Maryland Insights: 2024 International Cannabis Policy Survey



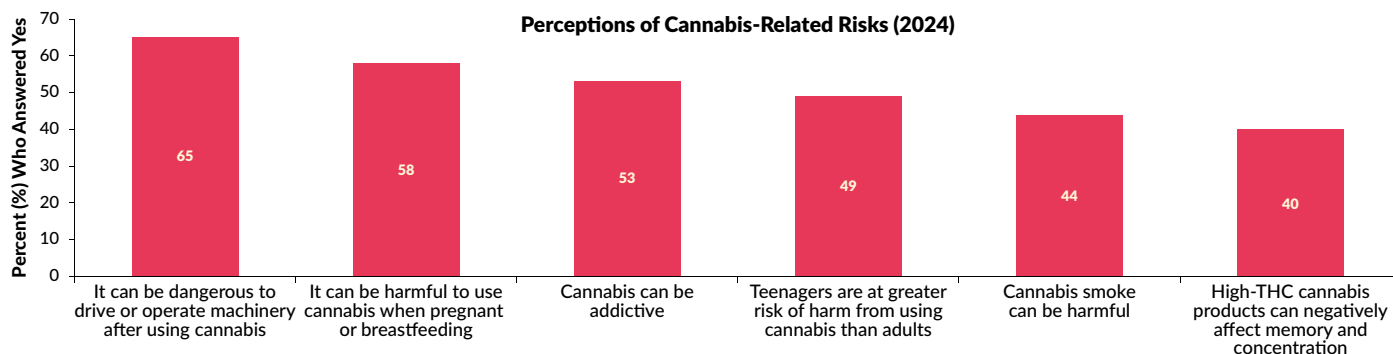
- In 2024, the Maryland Cannabis Public Health Advisory Council recommended participation in the International Cannabis Policy Survey (ICPS), conducted by the University of Waterloo, to help close data gaps and improve cannabis-related surveillance efforts.¹
- The ICPS has been conducted in multiple countries and the U.S. since 2018 to examine trends in cannabis policy and public health impacts.
- Nine other U.S. states participated in the 2024 ICPS directly by oversampling their residents to obtain better state-specific data.²
- The 2024 ICPS survey included 2,560 Marylanders ages 16 to 65. Of them, 44% reported using cannabis in the past year (similar to the rate in other adult-use states) and over half did so for both medical and non-medical reasons.

¹ Maryland's Cannabis Public Health Advisory Council was established in 2023 to study the impacts of adult-use legalization, <https://health.maryland.gov/phpa/ohpetup/council/Pages/default.aspx>

² Participating states include AK, CO, HI, IL, MA, MD, MN, NY, OR, WA

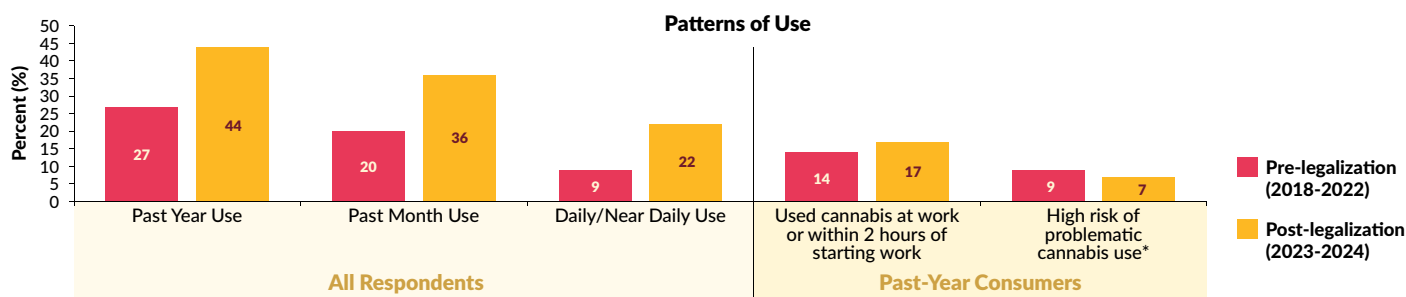
Insight #1

Knowledge on risks related to cannabis use varied across health topics, with opportunities for improvements, particularly about risks of products with high-THC potency.



Insight #2

Since legalization, cannabis use has increased, however indicators of 'high risk' of problematic use did not increase.

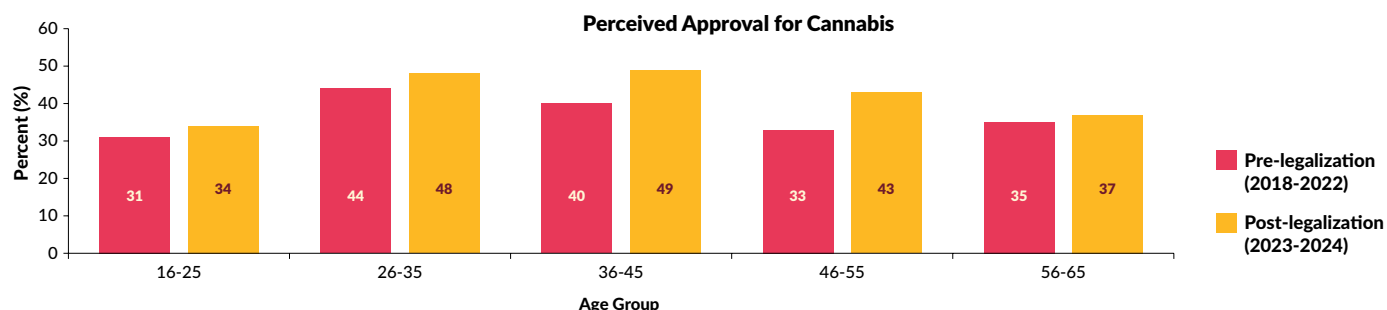


*ICPS uses the World Health Organization's brief assessment tool called "ASSIST" to quantify risk for problem use (low, medium, high risk). High risk scores point to likely dependence or addition (e.g., cannabis use disorder).

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Insight #3

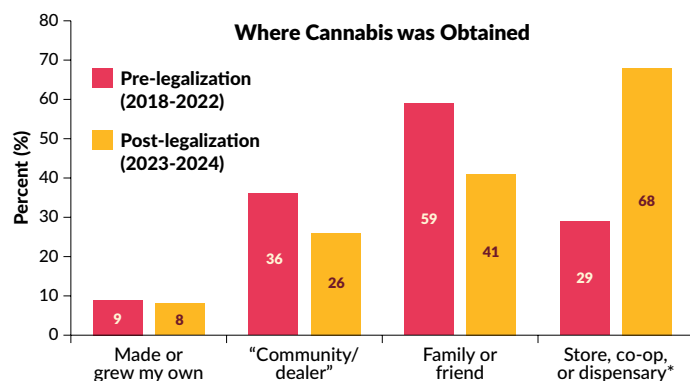
Since legalization, social acceptability of cannabis use has increased in all age groups, with the biggest increases in 36-45 and 46-55 year olds.



Note: This figure shows those who perceived 'general approval' for cannabis.

Insight #4

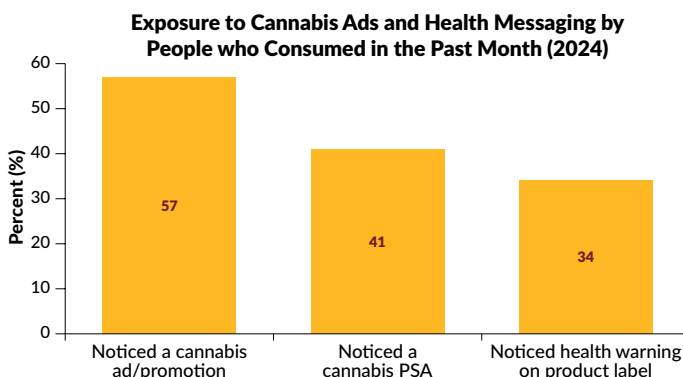
Cannabis sources shifted after legalization: retail store purchases more than doubled as community and social sources decreased.



*Licensed dispensaries are the only locations where state-regulated cannabis is legally sold in Maryland. Respondents could select multiple options (totals exceed 100).

Insight #5

Cannabis consumers reported more exposure to cannabis-related ads or promotions than health-related product warnings or PSAs, indicating an opportunity to enhance point-of-sale and consumer education.



Methodology: Survey participants were recruited via Nielsen Consumer Insights Global Panel, which has included a small number of Maryland residents since the survey launched in 2018. Maryland data from 2018-2022 was pooled and reflects "pre-legalization" (n=1,305), while 2023 and 2024 data were combined for "post-legalization" analyses (n=3,067). Due to differences in methodologies, ICPS data may differ from other surveys with state-level results.