

NATURAL PRODUCTS ASSOCIATION ONLINE SURVEY

Field Dates: October 1–3, 2019
Sample Size: N=1,000 Registered Voters

**Denotes result less than 0.5%*

NOTE: Due to rounding, some figures may be higher or lower by less than one-half percent.

Question A

How familiar would you say you are with CBD and products that contain CBD?

21% VERY FAMILIAR
37% SOMEWHAT FAMILIAR
24% NOT TOO FAMILIAR
19% NOT AT ALL FAMILIAR

57% TOTAL FAMILIAR
43% TOTAL NOT FAMILIAR

Just so everyone has the same information, CBD stands for cannabidiol and it is derived directly from the hemp plant.

Question 1

Do you currently use CBD products?

18% YES, CURRENTLY USE
18% NO, BUT I HAVE IN THE PAST
62% NO, I HAVE NEVER USED CBD PRODUCTS
2% NOT SURE

36% TOTAL USERS

Question 2

(ASKED AMONG THOSE WHO CURRENTLY USE CBD PRODUCTS, N=182) How often do you use a product containing CBD?

<u>Among Total (N=1000)</u>	<u>Among Current Users (N=182)</u>	
9%	48%	DAILY
7%	41%	WEEKLY
2%	9%	MONTHLY
1%	3%	HAVE ONLY TRIED IT A TIME OR TWO
--	--	NOT SURE
16%	89%	TOTAL DAILY/WEEKLY
2%	11%	TOTAL MONTHLY/LESS

Question 3

With CBD products being widely available throughout America, is it your impression that the United States Food and Drug Administration has already evaluated the product and determined a safe level of consumption for the American consumer?

- 41% YES
 - 34% NO
 - 26% NOT SURE
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Question 4

Did you know that the U.S. Food and Drug Administration has not approved any safety, purity, manufacturing, or ingredients standards for CBD, meaning that all CBD products sold today are illegal, or did you not know this?

- 33% YES
 - 51% NO
 - 16% NOT SURE
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Question 5

Now that you know that the U.S. Food and Drug Administration has not regulated CBD and there are no standards in place to protect consumers, are you more likely or less likely to use CBD or recommend CBD products to a friend or family member?

- 8% MUCH MORE LIKELY
- 8% SOMEWHAT MORE LIKELY
- 14% SOMEWHAT LESS LIKELY
- 30% MUCH LESS LIKELY
- 33% MAKES NO DIFFERENCE TO ME
- 7% NOT SURE

16% TOTAL MORE LIKELY
44% TOTAL LESS LIKELY

Question 6

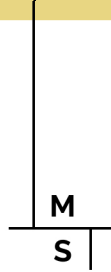
(ASKED AMONG THOSE WHO CURRENTLY USE CBD PRODUCTS, N=182) If you or someone you knew got sick from using CBD products, would you continue to use CBD products?

- 35% YES
 - 47% NO
 - 17% NOT SURE
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Question 7A

(ASKED AMONG THOSE WHO CURRENTLY USE OR HAVE USED CBD PRODUCTS, N=361) If the U.S. Food and Drug Administration approved science-based regulations for CBD products and determined a level that could be considered safe for use in foods and nutritional supplements, would you be more likely to continue using CBD products?

- 76% YES
 - 11% NO
 - 12% NOT SURE
-



Question 7B

(ASKED AMONG THOSE WHO HAVE NOT USED CBD PRODUCTS, N=620) If the U.S. Food and Drug Administration approved science-based regulations for CBD products and determined a level that could be considered safe for use in foods and nutritional supplements, would you be more likely to try CBD products?

- 30% YES
 - 43% NO
 - 27% NOT SURE
-

Question 7A/B

If the U.S. Food and Drug Administration approved science-based regulations for CBD products and determined a level that could be considered safe for use in foods and nutritional supplements, would you be more likely to (continue using / try) CBD products?

Combined.

- 47% YES
 - 31% NO
 - 22% NOT SURE
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Question 8

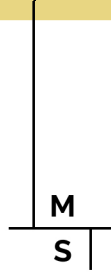
Do you believe Congress should direct the U.S. Food and Drug Administration to quickly set safety standards for CBD products, or not?

- 65% YES
 - 17% NO
 - 18% NOT SURE
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Question 9

Do you believe that the U.S. Food and Drug Administration should have already established safety standards of CBD products for Americans, or not?

- 70% YES
 - 14% NO
 - 15% NOT SURE
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Question 10

If you or someone you knew became ill because of CBD use, would you blame Congress for failing to require the U.S. Food and Drug Administration to set a safe level for the American consumer, or not?

- 33% YES
 - 47% NO
 - 21% NOT SURE
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Question D1

Age.

- 22% 18 - 34
 - 20% 35 - 44
 - 18% 45 - 54
 - 20% 55 - 64
 - 20% 65 AND ABOVE
 - * REFUSED
-

Question D2

What is your gender?

- 47% MALE
 - 53% FEMALE
-

Question D5

Are you from a Hispanic or Spanish-speaking background?

- 12% YES
 - 87% NO
 - 1% PREFER NOT TO ANSWER
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Question D6

What is your race? Please choose only one option.

- 75% WHITE
 - 12% BLACK
 - 6% ASIAN
 - 4% HISPANIC
 - 1% AMERICAN INDIAN
 - * HAWAIIAN OR PACIFIC ISLANDER
 - 1% OTHER
 - 1% PREFER NOT TO ANSWER
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Question D7

What is the highest degree or level of education you have completed?

- 1% LESS THAN 9 YEARS GRADE SCHOOL
 - 2% 1-3 YEARS OF HIGH SCHOOL
 - 20% GRADUATED 4 YEARS HIGH SCHOOL
 - 33% 1-3 YEARS OF COLLEGE
 - 28% GRADUATED 4 YEARS COLLEGE OR UNIVERSITY
 - 16% MORE THAN 4 YEARS COLLEGE
 - 1% PREFER NOT TO ANSWER
-
- 22% HS OR LESS**
 - 33% SOME COLLEGE**
 - 44% COLLEGE+**
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Question D8

Which of the following best describes your employment status?

- 54% EMPLOYED
 - 3% STUDENT
 - 10% HOMEMAKER
 - 26% RETIRED
 - 7% UNEMPLOYED/NOT IN LABOR FORCE
 - 1% PREFER NOT TO ANSWER
-
- 46% TOTAL NOT EMPLOYED**
-

Question D9

Thinking of your socio-economic status, how would you describe yourself?

- 19% WORKING CLASS
- 16% LOWER MIDDLE CLASS
- 45% MIDDLE CLASS
- 15% UPPER MIDDLE CLASS
- 2% AFFLUENT
- 3% PREFER NOT TO ANSWER

- 76% TOTAL MIDDLE CLASS**
 - 36% WORKING CLASS/LOW MIDDLE**
 - 17% UPPER MIDDLE/AFFLUENT**
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Question D10

Do you have any children under the age of 18 living in your household?

- 29% YES
 - 70% NO
 - 1% PREFER NOT TO ANSWER
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Question D11

In politics today, do you consider yourself, a Republican, Democrat, Independent, or something else?

- 20% A STRONG REPUBLICAN
 - 8% A NOT-SO-STRONG REPUBLICAN
 - 9% LEANING TOWARD THE REPUBLICANS
 - 20% SOMETHING ELSE/INDEPENDENT
 - 10% LEANING TOWARD THE DEMOCRATS
 - 9% A NOT-SO-STRONG DEMOCRAT
 - 24% A STRONG DEMOCRAT
- 37% TOTAL REPUBLICAN**
 - 20% TOTAL SOMETHING ELSE/INDEPENDENT**
 - 43% TOTAL DEMOCRAT**
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Question D12

And, thinking a little about your political attitudes, do you consider yourself to be Conservative, Moderate, or Liberal?

- 14% VERY CONSERVATIVE
- 19% SOMEWHAT CONSERVATIVE
- 37% MODERATE
- 17% SOMEWHAT LIBERAL
- 12% VERY LIBERAL

- 33% TOTAL CONSERVATIVE**
 - 37% MODERATE**
 - 30% TOTAL LIBERAL**
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