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?

<table>
<thead>
<tr>
<th></th>
<th>Among Total (N=1000)</th>
<th>Among Current Users (N=182)</th>
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<tbody>
<tr>
<td></td>
<td>DAILY</td>
<td>WEEKLY</td>
</tr>
<tr>
<td>9%</td>
<td>48%</td>
<td>41%</td>
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<td>7%</td>
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<td>16%</td>
<td>89%</td>
<td>11%</td>
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<td>2%</td>
<td>11%</td>
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**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

**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
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

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

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

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
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

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
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

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+

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

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

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
**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