Why are you doing research on hemp?

To give you the brief back story of hemp, in 2014 the Farm Bill declared that State Departments of Agriculture and universities could grow hemp (Section 7606). Then in 2018 the latest Farm Bill federally decriminalized hemp. Since then, we have seen a surge of hemp products filling our grocery stores, convenience stores and wellness departments. Unfortunately, the legacy of regulatory burdens on hemp has left many consumers confused and questioning the legitimacy of hemp products. If you are seeking to understand the legislation more, the final rule can be found at USDA-AMS Hemp Production. Emerging markets like hemp raise attention, which can lead to the spread of misinformation and confusion about new products. Our research aims to better understand consumer beliefs, marketplace thresholds, and production opportunities. See here for more information about the project.

Highlights from this release:

- **Consumers:** CBD consumers are much more familiar with marijuana compared to hemp or hemp-focused cannabinoids
- **Consumers:** CBD consumers have a more positive attitude towards CBD, but actual knowledge indicates that CBD consumers are not necessarily more knowledgeable
- **Consumers:** Approximately 50% of consumers responding are using CBD daily or weekly
- **Consumers:** Most consumers are purchasing CBD from a smoke/cannabis shop or online
- **Consumers:** Price, amount of CBD, and recommendation from medical professionals are important factor for CBD consumers
- **Non-Consumers:** Approximately a third of non-consumers are not interested in consuming CBD
- **Non-Consumers:** Pain is the reason why most non-consumers may be interested in trying CBD
QUESTIONS ANSWERED BY ENTIRE SAMPLE

WORD ASSOCIATIONS WITH HEMP AND CBD
We asked respondents to tell us the first word that comes to mind when they think of “Hemp” and “CBD.” Respondents associate “marijuana” and “weed” with hemp/CBD.

Top 50 Responses to Hemp: Feb. – Apr. 2021
Top 50 Responses to CBD: Feb. – Apr. 2021

February

March

April

Collaborators: Benjamin Campbell, University of Georgia; Tyler Mark, University of Kentucky; Brandon R. McFadden, University of Delaware; Adam Rabinowitz, Auburn University
**FAMILIARITY**

We asked respondents their familiarity with the following items. Respondents are most familiar with marijuana compared to hemp, and hemp consumables compared to industrial hemp. CBD, THC, CBD Oil, and Hemp are all clustered together over the period. CBG is by far the least familiar product for all respondents. CBG products are relatively new to the market. The terms Hemp Oil and Industrial Hemp are not as familiar to consumers as Hemp but are above CBG.

Breaking this down further to consumers and non-consumers we find the difference between familiarity in marijuana, CBD, and hemp is less pronounced for CBD consumers. Beyond CBD other extractable compounds such as CBG rank low on the familiarity scale and non-consumers have almost no familiarity with these products.

**Average Perceived Familiarity Feb.-Apr. 2021 (scale 0 to 100)**

<table>
<thead>
<tr>
<th></th>
<th>CBD</th>
<th>CBG</th>
<th>THC</th>
<th>Hemp</th>
<th>Industrial Hemp</th>
<th>Marijuana</th>
<th>CBD Oil</th>
<th>Hemp Oil</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers</td>
<td>72.83</td>
<td>45.06</td>
<td>70.46</td>
<td>65.41</td>
<td>53.99</td>
<td>76.92</td>
<td>70.41</td>
<td>62.48</td>
</tr>
<tr>
<td>Non-Consumers</td>
<td>35.13</td>
<td>18.85</td>
<td>36.17</td>
<td>36.1</td>
<td>26.26</td>
<td>56.23</td>
<td>33.9</td>
<td>29.8</td>
</tr>
</tbody>
</table>

Source: Hemp Economic Marketing and Policy (HEMP) Research • Created with Datawrapper

(Shareable version available at: https://www.datawrapper.de/_/qgOD1/)

**SENTIMENT**

We asked respondents how they feel about CBD. Consumers have more positive feelings compared to non-consumers who mostly have mixed feelings. For the industry to continue to grow Non-Consumers are going to have to see the benefits of consuming CBD and other hemp products. It also needs to find ways to minimize consumer sentiments that fall into mixed and below.

**Average CBD Sentiment by Consumer Type Feb.-Apr. 2021**

Source: Hemp Economic Marketing and Policy (HEMP) Research • Created with Datawrapper

(Interactive and shareable version available at: https://www.datawrapper.de/_/3B49j/)

Collaborators: Benjamin Campbell, University of Georgia; Tyler Mark, University of Kentucky; Brandon R. McFadden, University of Delaware; Adam Rabinowitz, Auburn University
EUPHORIC EFFECTS OF CBD
We asked respondents if CBD causes a user to feel ‘high.’ CBD consumers appear to be overconfident (i.e., less likely to answer “I don’t know”) and 51% believe CBD does not cause euphoria. Interesting that non-consumers have a lower average response yes relative to consumers. This could imply consumers do not understand the labels or dosage that is being consumed.

FDA LABELING REQUIREMENT
We asked respondents if food with CBD has FDA oversight. Most CBD consumers mistakenly believe there is FDA oversight. This topic has been a major sticking point and potentially stunted the group of the hemp industry. Individual states are starting to introduce laws to pass and implement laws to regulate the CBD in food. This is only adding to the confusion within the industry.
SELF-REPORTED CBD CONSUMPTION
We asked respondents if they have tried CBD. More than a third of respondents have; however, it is not clear if consumption occurred via hemp or marijuana, as both do contain CBD. The respondents are all over the age of 18. These are encouraging levels of consumption for the industry and overtime we will be tracking these levels.

QUESTIONS ANSWERED ONLY BY CBD CONSUMERS

FREQUENCY OF CONSUMPTION
Approximately half of consumer are using CBD either daily or weekly. The frequencies have remained fairly constant over the period for all consumption periods. The results also indicate that once a consumer, consumption is frequent and consistent. One missing piece of information is how much consumers spend to consume at these levels. We will be discussing more about this in upcoming reports.
**MOST IMPORTANT CBD ATTRIBUTES**
Price, total amount of CBD, medical recommendations, CBD per serving, and brand are the most important attributes for approximately half of consumers. (note: these were the top 5 out of 13 attributes; all attribute options are presented in the Appendix)

**PRIMARY CBD SOURCE**
The two primary markets that respondents purchase from are online and from a smoke/cannabis shops. Smoke/cannabis shops have been consistently the largest point of purchase over this three month period. It is closely followed by online purchases. Online purchasing has been pivotal throughout the pandemic for the industry. However, it has been a struggle for some vendors in the industry to accept online payments. One other interesting point of purchase is that consumers are purchasing from personal connections. This speaks to how the industry has been developing with many small producers that are vertically integrating and many of their consumers are close personal contacts.

(Interactive and shareable version available at: [https://www.datawrapper.de/_/YrEev/](https://www.datawrapper.de/_/YrEev/))

(Interactive and shareable version available at: [https://datawrapper.dwcdn.net/aEFnu/1/](https://datawrapper.dwcdn.net/aEFnu/1/))

Collaborators: Benjamin Campbell, University of Georgia; Tyler Mark, University of Kentucky; Brandon R. McFadden, University of Delaware; Adam Rabinowitz, Auburn University
QUESTIONS ANSWERED ONLY BY CBD NON-CONSUMERS

REASONS FOR NOT TRYING
The top five reasons non-consumer cite for not trying CBD were not interested, don’t know enough about CBD, not having a medical need, unsure about safety, and possible long-term effects that are currently unknown. (note: this question allowed respondents to check all that apply so the proportions will not sum to 100; these were the top 5 out of 11 reasons including an “Other” option; all options are presented in the Appendix)

(Interactive and shareable version available at: https://www.datawrapper.de/_/ANe9d)

REASONS FOR CONSIDERING TRYING
The top four reasons non-consumer would consider trying CBD were pain, stress, anxiety, and medical condition. Alternatively, approximately 30% indicated that nothing would make them consider trying CBD. (note: this question allowed respondents to check all that apply so the proportions will not sum to 100; these were the top 5 out of 13 reasons including an “Other” option; all options are presented in the Appendix)

(Interactive and shareable version available at: https://www.datawrapper.de/_/BzRrR)

Collaborators: Benjamin Campbell, University of Georgia; Tyler Mark, University of Kentucky; Brandon R. McFadden, University of Delaware; Adam Rabinowitz, Auburn University
LIKELY TO TRY CBD WITHIN THE NEXT MONTH

More than a quarter of non-consumers indicated they are likely to try CBD within the next month. This is an exciting prospect of the industry. However, the industry must remain vigilant to make sure the Non-Consumers have a good experience with the products. Because from the frequency of use information we see that if these individuals become consumers they are likely to be a daily or weekly user.

![Proportion of Non-Consumers Likely to Try CBD in the Next Month Feb.-Apr. 2021](https://www.datawrapper.de/_/rt7Rv)

Source: Hemp Economic Marketing and Policy (HEMP) Research • Created with Datawrapper

(Shareable version available at: [https://www.datawrapper.de/_/rt7Rv](https://www.datawrapper.de/_/rt7Rv))