OCTOBER 2021 – REPORTING SURVEY DATA FROM MAY THROUGH JULY  
(SECOND QUARTER OF DATA COLLECTION)

This is the second quarterly report of survey data aimed at developing a better understanding of consumer beliefs, marketplace thresholds, and production opportunities. The first report contains details of why we are doing this research and more information about the project. We compare current findings to the first report throughout the discussion.

Highlights from this release:

- The overall findings from the second quarter of data are very similar with the first quarter.
- 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 recommendations from medical professionals are important factors 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 primarily associate “marijuana” and “weed” with hemp/CBD.

Top 50 Responses to Hemp: May-July 2021
Top 50 Responses to CBD: May-July 2021

**May**

**June**

**July**

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 and least familiar with CBG products which are still relatively new to the market. Other items that respondents are fairly familiar with include CBD, THC, CBD Oil, and Hemp, all clustered together over the period. The terms Hemp Oil and Industrial Hemp are not as familiar to respondents as Hemp but are still more familiar than CBG. These results are very close to those from the first quarter of data collection.

Breaking this down further to consumers and non-consumers we find that consumers are much more familiar with every type of item we surveyed for. The familiarity gap is the smallest between consumers and non-consumers for marijuana, CBD, CBD Oil, and THC. Non-consumers have almost no familiarity with CBG and Industrial Hemp. This data did not change much from the first quarter.

<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>72.31</td>
<td>43.23</td>
<td>71.74</td>
<td>66.41</td>
<td>53.44</td>
<td>78.55</td>
<td>71.73</td>
<td>62.05</td>
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<tr>
<td>Non-Consumers</td>
<td>35.8</td>
<td>19.79</td>
<td>36.9</td>
<td>37.6</td>
<td>26.38</td>
<td>58.19</td>
<td>36.0</td>
<td>32.7</td>
</tr>
</tbody>
</table>

**SENTIMENT**

We asked respondents how they feel about CBD. Consumers have more positive feelings compared to non-consumers who mostly have mixed feelings. This data shows an increase in positive feelings from consumers compared to the first quarter, but no real change in feelings from non-consumers. The industry still needs to find ways to minimize sentiments that fall into mixed feelings and below to increase demand.
**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 54% believe CBD does not cause euphoria. The majority of non-consumers still do not know. The gaps between consumers and non-consumers answers of “No” increased by 6% from the first quarter of data collection.

![Does using CBD cause a user to feel high?](https://www.datawrapper.de/_/CaUYk/)

**FDA LABELING REQUIREMENT**

We asked respondents if food containing CBD has FDA oversight. Most CBD consumers and non-consumers mistakenly believe that there is FDA oversight. This topic is highly debated, and there is much confusion among consumers and non-consumers. Individual states are starting to introduce laws to pass and implement laws to regulate the CBD in food. Without national regulation, the confusion will continue. The current data shows the same results as the first quarter of data collection.

![Food containing CBD requires labeling by the FDA Average True (incorrect) Responses May-July 2021](https://www.datawrapper.de/_/E6akF/)
**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 contain CBD. The respondents are all over the age of 18. On average, there is an increase in reported consumption compared to the first quarter data. The growth is encouraging for the industry and we will continue to track this over time.

![Proportion Self-Reported CBD Consumers May-July 2021](image)

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

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

**QUESTIONS ANSWERED ONLY BY CBD CONSUMERS**

**FREQUENCY OF CONSUMPTION**
Approximately half of the consumers are using CBD either daily or weekly. The frequencies have remained fairly constant over the period for all consumption periods and data collection periods. The results also indicate that once a person becomes a consumer, their consumption is frequent and consistent. We will be looking at how much consumers spend to maintain these levels of consumption in future reports. These consumption frequencies will positively impact the industry.

![Frequency of Use for Self-Reported CBD Consumers May-July 2021 (proportion of consumers)](image)

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

(Interactive and shareable version available at: [https://www.datawrapper.de/_/0SvU3/](https://www.datawrapper.de/_/0SvU3/))
**Most Important CBD Attributes**
Price, total amount of CBD, medical recommendations, amount of CBD per serving, and brand are the most important attributes for approximately half of consumers. These top five did not change from the first quarter of data collection. (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 consumers purchase CBD from are online and from smoke/cannabis shops. Smoke/cannabis shops have been consistently the largest point of purchase over both quarters of data collection. Online shops continue to be big sellers throughout the pandemic which is pivotal for the industry. One interesting find in the data is that consumers are frequently purchasing from personal connections. This data continues to show that the industry is developing with many small producers that are vertically integrating.

(Interactive and shareable version available at: [https://www.datawrapper.de/eqIVy](https://www.datawrapper.de/eqIVy))
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. The data from this quarter yield the same results as quarter one. (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)

REASONS FOR CONSIDERING TRYING
The top four reasons non-consumer would consider trying CBD were pain, stress, anxiety, and medical condition. Alternatively, approximately 28% indicated that nothing would make them consider trying CBD, which is a slight decrease from the first quarter of data collection. (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)
LIKELY TO TRY CBD WITHIN THE NEXT MONTH
Around 30% of non-consumers indicated they are likely to try CBD within the next month, which is approximately the same as the first quarter result. This is still exciting for the industry and shows growth potential. However, the industry must remain vigilant to make sure the Non-Consumers have a good experience with the products. From the frequency of use information, we see that if these individuals become consumers, they are likely to be daily or weekly users. We will watch this closely and continue to report on this data in future reports.

![Proportion of Non-Consumers Likely to Try CBD in the Next Month May-July 2021](https://www.datawrapper.de/_/e5v0X/)

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