

GALLUP NEWS SERVICE
GALLUP POLL SOCIAL SERIES:
CONSUMPTION HABITS

-- FINAL TOPLINE --

Timberline: 937008
JT: 310
Princeton Job #: 19-07-012

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June 19-July-12, 2019

Results are based on telephone interviews conducted June 19- July 12, 2019 with a random sample of –2,543— adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 3 percentage points at the 95% confidence level.

For results based on the sample of –310—adults who use CBD oil products, the maximum margin of sampling error is ± 7 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2018 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2018 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

Next, we have some questions about CBD-based products, which would include CBD oil and products made with CBD oil.

38. How familiar are you with CBD products – very familiar, somewhat familiar, not too familiar, or not familiar at all?

	<u>Very familiar</u>	<u>Somewhat familiar</u>	<u>Not too familiar</u>	<u>Not familiar at all</u>	<u>No opinion</u>
2019 Jun 19-Jul 12	14	32	19	35	*

For comparison (CBD oils) How familiar are you with CBD oils – very familiar, somewhat familiar, not too familiar, or not familiar at all?

	<u>Very familiar</u>	<u>Somewhat familiar</u>	<u>Not too familiar</u>	<u>Not familiar at all</u>	<u>No opinion</u>
2019 May 15-30	14	33	17	36	*

39. Do you, personally, use CBD products, or not?

COMBINED RESULTS (Q.38/39)

<i>2019 Jun 19-Jul 12</i>	<u>Yes</u>	<u>No</u>	<u>Not familiar with</u>	<u>No opinion</u>
National adults	14	50	35	1
<i>Familiar with CBD Products</i> ^	21	77	--	1

^ Based on 1,633 who are familiar with CBD products; ±3 PCT PTS

40. *(Asked of those who use CBD products)* Please tell me for what condition or for what purpose you use CBD products? [OPEN-ENDED]

BASED ON – 310—ADULTS WHO USE CBD PRODUCTS

2019 Jun 19-Jul 12

Pain (non-specific)	40
Anxiety	20
Sleep/Insomnia	11
Arthritis	8
Migraines/Headaches	5
Stress	5
Muscle spasms/soreness	4
General health (non-specific)	4
Mental health/PTSD/ADHD/Neurological disorders	4
Recreational	4
Depression	2
Skin care	2
For pet	1
Gastrointestinal/digestive issues	1
Inflammation	1
Other	7
No opinion	1

Responses total more than 100% due to multiple responses

GALLUP POLL SOCIAL SURVEY
July 2019
Public Release Data

QN38: Familiarity with CBD products BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	2543	1365	1178	1898	592	494	645	1374	1039	888	603	825	964	689	1015	864	569
	Weighted n	2543	1254	1290	1702	803	719	798	998	837	733	965	723	1030	711	937	894	608
Very familiar		350	192	158	234	108	143	117	89	112	127	110	64	176	98	104	109	119
		14%	15%	12%	14%	13%	20%	15%	9%	13%	17%	11%	9%	17%	14%	11%	12%	20%
Somewhat familiar		814	365	449	614	193	260	267	282	293	280	241	256	322	222	282	291	220
		32%	29%	35%	36%	24%	36%	33%	28%	35%	38%	25%	35%	31%	31%	30%	33%	36%
Not too familiar		489	228	261	330	155	122	165	197	192	127	168	138	195	145	187	182	111
		19%	18%	20%	19%	19%	17%	21%	20%	23%	17%	17%	19%	19%	20%	20%	20%	18%
Not familiar at all		884	462	421	522	344	192	249	426	238	198	444	261	335	246	360	312	158
		35%	37%	33%	31%	43%	27%	31%	43%	28%	27%	46%	36%	33%	35%	38%	35%	26%
(DK)/(Refused)		7	6	1	4	2	2	1	3	3	1	3	3	2	-	4	0	1
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	-	0%	0%	0%

GALLUP POLL SOCIAL SURVEY
July 2019
Public Release Data

QN38QN39COMBO: CBD Usage (Full Population) BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	2543	1365	1178	1898	592	494	645	1374	1039	888	603	825	964	689	1015	864	569
	Weighted n	2543	1254	1290	1702	803	719	798	998	837	733	965	723	1030	711	937	894	608
Yes, use		354	156	198	262	92	140	113	101	112	122	120	68	160	119	91	115	134
		14%	12%	15%	15%	11%	20%	14%	10%	13%	17%	12%	9%	16%	17%	10%	13%	22%
No, do not use		1280	617	663	903	360	382	429	458	477	407	394	387	524	343	476	457	314
		50%	49%	51%	53%	45%	53%	54%	46%	57%	56%	41%	54%	51%	48%	51%	51%	52%
Not familiar with		890	468	422	525	346	195	250	430	241	199	446	265	337	246	364	312	159
		35%	37%	33%	31%	43%	27%	31%	43%	29%	27%	46%	37%	33%	35%	39%	35%	26%
No opinion		18	12	6	12	5	2	6	9	7	5	5	3	9	3	6	10	1
		1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%

GALLUP POLL SOCIAL SURVEY

July 2019

Public Release Data

QN40: Total + Please tell me for what condition or for what purpose you use CBD products? BY Total + Gender + Race | + Age + Education + Party I.D. + Ideology

		Gender			Race		Age			Education			Party I.D.			Ideology		
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	2543	1365	1178	1898	592	494	645	1374	1039	888	603	825	964	689	1015	864	569
	Weighted n	2543	1254	1290	1702	803	719	798	998	837	733	965	723	1030	711	937	894	608
Pain		143	66	77	109	34	50	47	46	40	56	47	33	57	50	41	43	53
		40%	42%	39%	41%	37%	35%	42%	46%	35%	46%	39%	48%	36%	42%	45%	37%	40%
Anxiety		71	21	50	57	14	44	22	6	24	27	21	10	34	28	11	25	36
		20%	14%	25%	22%	16%	31%	19%	6%	21%	22%	17%	14%	21%	23%	12%	22%	27%
Sleep/insomnia		39	24	15	29	10	23	7	9	12	11	16	10	13	16	10	11	15
		11%	15%	8%	11%	11%	16%	6%	9%	11%	9%	13%	15%	8%	14%	11%	9%	11%
Arthritis		29	7	22	26	3	2	4	23	4	12	12	3	17	9	8	9	12
		8%	4%	11%	10%	3%	2%	4%	22%	4%	10%	10%	4%	11%	8%	8%	8%	9%
Other		23	9	15	13	10	8	14	1	7	2	14	-	13	7	5	4	11
		7%	5%	7%	5%	11%	6%	12%	1%	6%	2%	11%	-	8%	6%	5%	4%	8%
Migraines/headaches		17	5	12	11	6	7	10	0	3	5	10	3	10	4	6	9	-
		5%	3%	6%	4%	6%	5%	9%	0%	2%	4%	8%	4%	6%	4%	7%	8%	-
Stress		16	5	11	12	5	10	7	-	9	7	-	-	13	3	1	3	13
		5%	3%	6%	4%	5%	7%	6%	-	8%	6%	-	-	8%	3%	1%	2%	10%
Muscle spasms/soreness		15	8	7	13	2	2	6	8	9	3	3	6	6	3	5	6	4
		4%	5%	3%	5%	2%	1%	5%	8%	8%	3%	3%	9%	4%	3%	5%	5%	3%
General health		14	6	8	7	7	4	7	2	4	4	6	1	2	10	4	4	5
		4%	4%	4%	3%	8%	3%	6%	2%	3%	4%	5%	1%	2%	9%	4%	4%	4%
Recreational		14	9	4	6	8	9	1	3	5	1	7	2	1	10	1	6	7
		4%	6%	2%	2%	9%	7%	1%	3%	5%	1%	6%	3%	1%	9%	1%	5%	5%
PTSD/mental health/ADHD/neurological disorders		14	7	7	7	6	9	1	3	3	6	4	2	9	3	2	4	8
		4%	4%	3%	3%	7%	7%	1%	3%	3%	5%	3%	2%	6%	2%	2%	3%	6%
Depression		9	3	6	6	3	8	1	-	2	6	1	2	4	3	4	2	3
		2%	2%	3%	2%	3%	5%	1%	-	2%	5%	1%	2%	3%	2%	4%	2%	2%
Skin care		7	4	4	4	3	4	3	1	2	4	2	-	4	3	1	3	3
		2%	2%	2%	2%	4%	3%	2%	0%	1%	3%	1%	-	3%	3%	2%	3%	2%
For my pet		4	1	4	4	-	-	2	3	3	2	-	-	2	2	1	3	1
		1%	0%	2%	2%	-	-	1%	3%	2%	2%	-	-	2%	1%	0%	3%	1%
Gastrointestinal/digestive issues		4	2	1	3	1	1	-	2	3	0	1	-	2	1	0	-	3
		1%	1%	1%	1%	1%	1%	-	2%	2%	0%	1%	-	1%	1%	1%	-	2%
Don't know/Refused		3	3	-	1	2	-	3	1	1	-	2	-	1	2	2	1	1
		1%	2%	-	1%	2%	-	2%	1%	1%	-	1%	-	1%	1%	2%	0%	1%
None/Nothing		2	1	1	2	-	1	1	-	1	1	-	-	2	-	-	1	1
		1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	-	1%	-	-	1%	1%
Inflammation		2	2	0	2	0	-	1	1	1	1	-	2	-	2	0	-	-
		1%	1%	0%	1%	0%	-	1%	1%	1%	1%	-	3%	-	2%	0%	-	-