



November 18, 2019

Huge Public Support for Regulating CBD Survey Findings

To: Interested Parties

From: Consumers for Safe CBD;
GQR

Voters overwhelmingly support allowing the Food and Drug Administration to test and regulate CBD products. In fact, a massive 83 percent majority of voters support this common-sense step. At this level of support, majorities of every partisan and demographic subgroup advocate for regulation. Interest in ensuring the safety and effectiveness of this product grows even stronger among voters who have used CBD products and voters who describe themselves as very familiar with CBD products.

This memorandum summarizes the results of a national online survey of 1,600 registered voters taken November 8-13, 2019. This survey was commissioned by the National Consumers League.¹

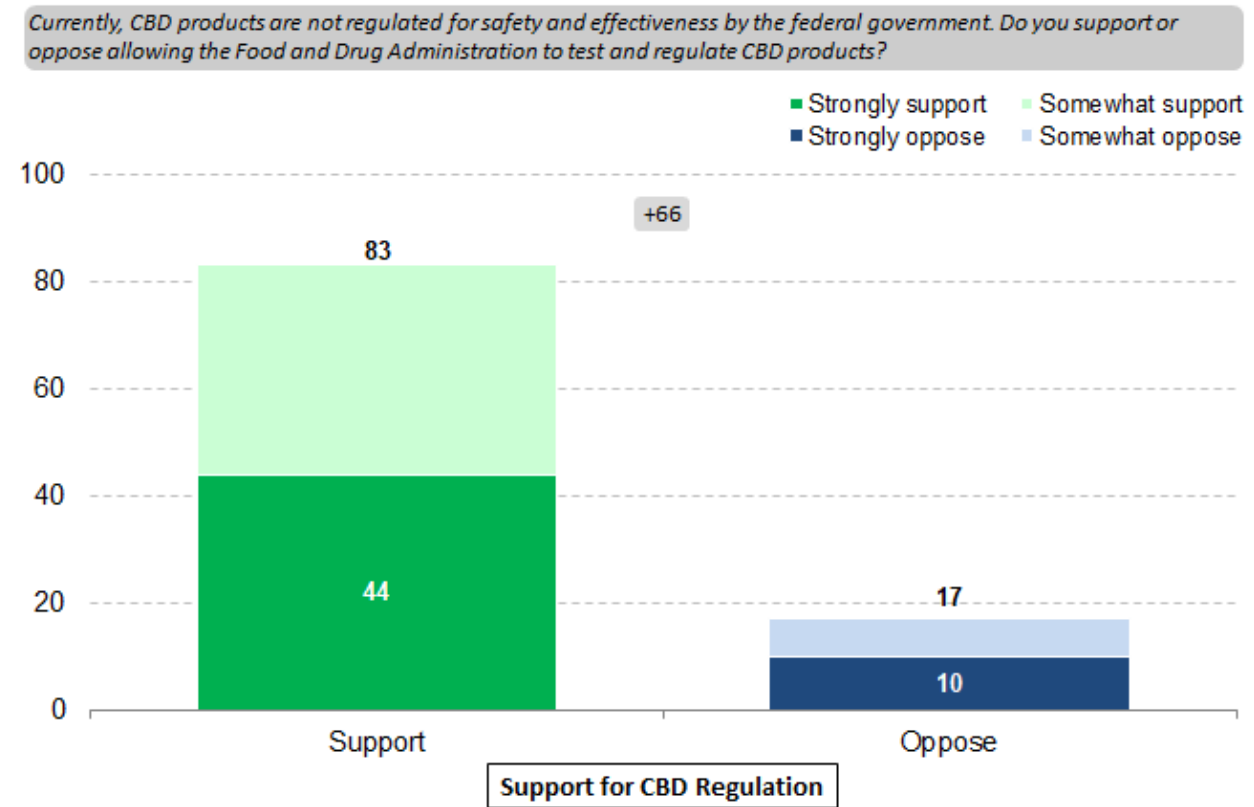
Massive majority in favor of regulation

Asked directly for support in allowing the Food and Drug Administration to test and regulate CBD products, an unambiguous 83 percent respond in the affirmative, including 44 percent who strongly support regulation. Naturally, such a one-sided margin covers the entire country regionally, demographically and in partisan terms. Support also holds among Democrats (87 percent) and Republicans (80 percent), younger voters and seniors (both 85 percent), and college and non-college voters (84 percent and 82 percent, respectively).

¹Because the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error. If this were a probability sample, the margin of error would be +/-2.45 percentage points at the 95 percent confidence interval. The data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the national population according to the registered voter file.

Most notably, support for regulation *increases* among people who say they have used CBD products (87 percent). Among voters who have both used CBD products and describe themselves as very familiar with the product, support hits 88 percent. Voters more likely to ingest this product are naturally more interested in making sure it is safe and effective.

Figure 1: Initial support for CBD regulation



Voters also overwhelmingly support specific efforts the FDA could take regarding CBD products, including testing to make sure these products are safe, protecting minors and ensuring medical claims about these products are accurate.

Figure 2: Steps for FDA regarding CBD products

Steps	Total Support	Total Oppose
Hold CBD manufacturers accountable who sell products with inaccurate labels	89	10
Warning the public about the risks related to unapproved, untested CBD products, such as inclusion of harmful contaminants and inaccurate labeling	89	10
Prosecute CBD manufacturers who sell counterfeit and/or contaminated CBD products	88	11
Hold CBD manufacturers accountable who make claims about their products that turn out be untrue	87	12
Hold CBD manufacturers accountable who sell products that contain higher or lower than advertised levels of CBD	87	12
Establish clear guidelines on safe concentration levels of CBD in particular products	86	13
Hold CBD manufacturers accountable who sell products that contain higher or lower than advertised levels of THC. THC can lead to intoxication	86	14
Encourage clinical research and robust data on risks and effectiveness of CBD and CBD products to help inform the development of FDA-approved treatments	86	13
Hold CBD manufacturers who market their product to minors accountable	84	15
Hold CBD manufacturers who make medical claims for products that are not approved by FDA as medicines accountable	83	16
Require all CBD products to undergo FDA approval as prescription medicines, which would involve rigorous clinical trials and scientific testing	72	27

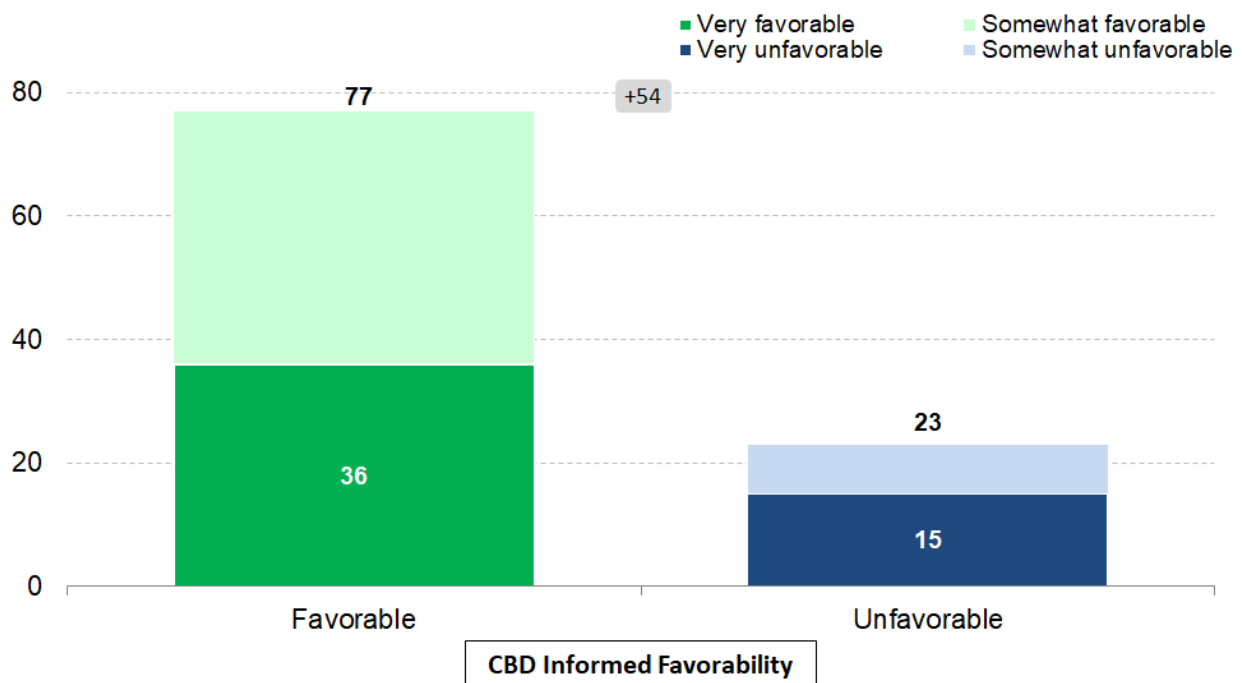
Voters worry about the growing trend of vaping and the use of vaping to deliver CBD. An 81 percent majority describe themselves as concerned (48 percent very concerned) about recent reports of CBD being used for vaping and CBD being marketed toward kids. Similarly, 83 percent are concerned about incidents where people have suffered from serious health issues from vaping CBD.

This is a familiar and popular product

The massive support we see above in no way reflects voters’ hostility toward CBD products. An impressive number say they are familiar with CBD (67 percent), one third (34 percent) have used a CBD product and a majority describe themselves as favorably disposed toward CBD (56 percent favorable initially). When given a description of CBD, a 77 percent majority react favorably.

Figure 3: Informed support of CBD

Description of product: While clinical research is limited, CBD, or cannabidiol, is a naturally occurring compound derived from the cannabis plant, such as industrial hemp. On its own, CBD is not intoxicating. Recently, a significant number of CBD-based products have been marketed to the public claiming CBD can be used to treat chronic pain, anxiety, inflammation, depression and other conditions.



Voters also believe this product can be effective for a number of maladies, including managing pain (72 percent are confident it can be effective), reducing anxiety and depression (65 percent) and helping people sleep (63 percent).

Conclusion

Voters do not want to ban or otherwise inhibit the use of this product. CBD is popular and many voters believe CBD can be effective treating pain, anxiety and other ailments; however, voters insist that the product be safe, backed by science and work as advertised. This is even more true among voters who have used and are most familiar with CBD.