



GQOR

Massive Support for CBD Regulation

November 19, 2019



Survey specifications

Greenberg Quinlan Rosner Research conducted a nationwide online survey among 1,600 registered voters. The survey was conducted between November 8 and 13, 2019.

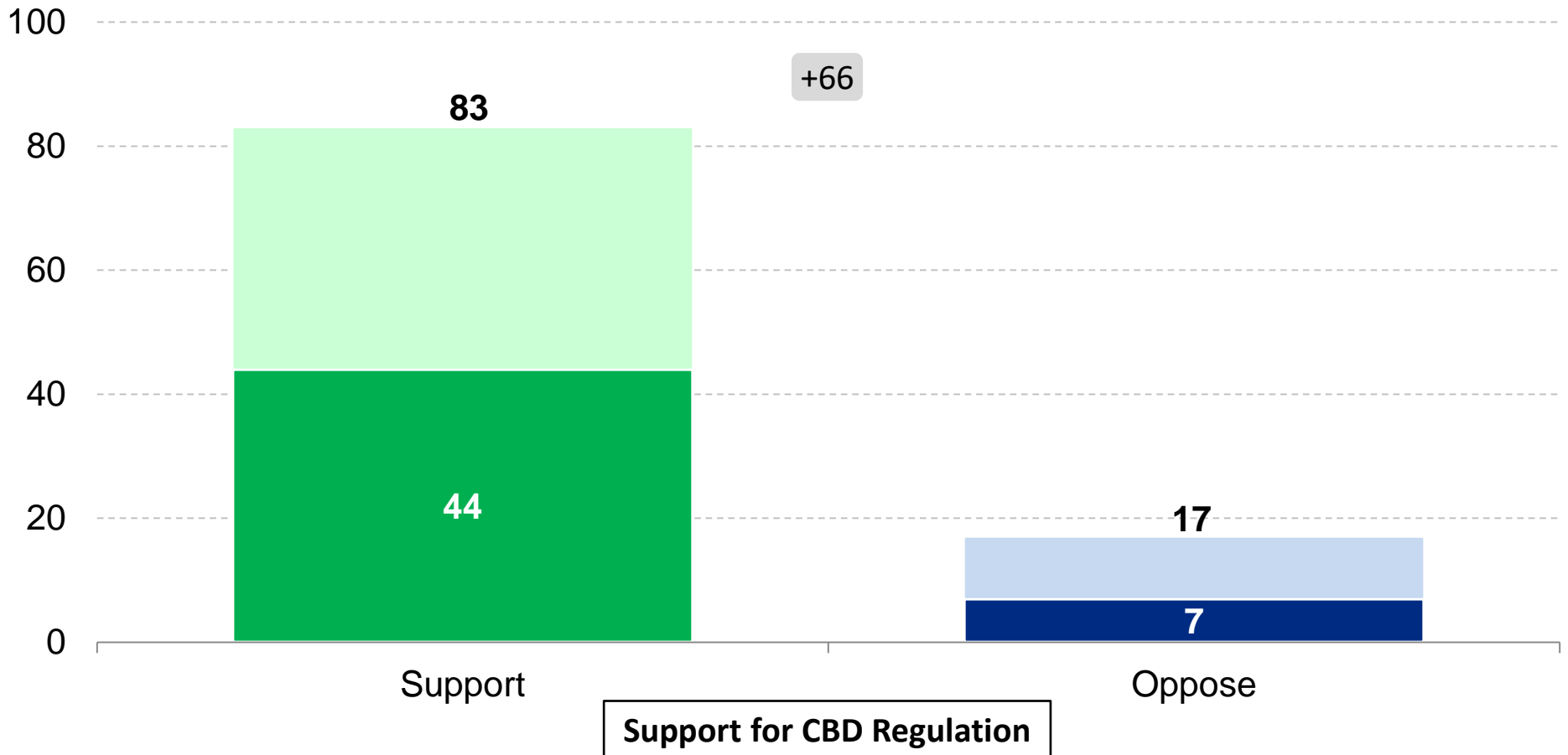
Because the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage 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.



Huge majority supports regulation

Currently, CBD products are not regulated for safety and effectiveness by the federal government. Do you support or oppose allowing the Food and Drug Administration to test and regulate CBD products?

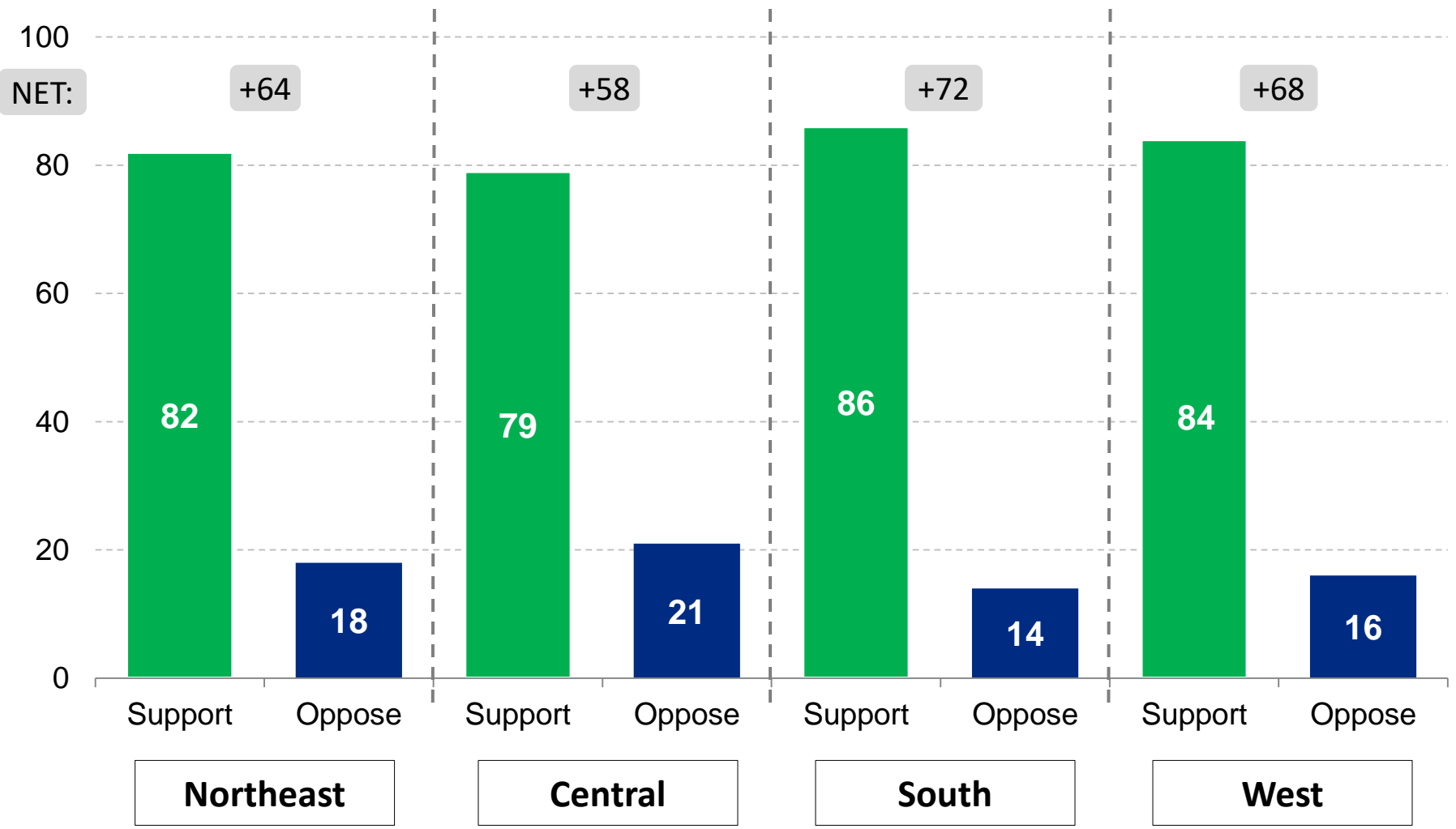
- Strongly support
- Somewhat support
- Strongly oppose
- Somewhat oppose





Support covers entire of country

Support across the US





Support covers country demographically and politically

	Initial CBD Support
Total	83-17 (+66)
Democrat	87-13 (+74)
Independent	81-19 (+62)
Republican	81-19 (+62)
Under 50	85-15 (+70)
50 and over	81-19 (+62)
White	83-17 (+66)
Non-white	83-17 (+66)
College	84-15 (+69)
Non-college	82-18 (+64)



Specific FDA actions also draw massive support

Here are some specific steps the FDA could take regarding CBD products. Please indicate whether you support or oppose each.

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



Specific FDA actions also draw massive support

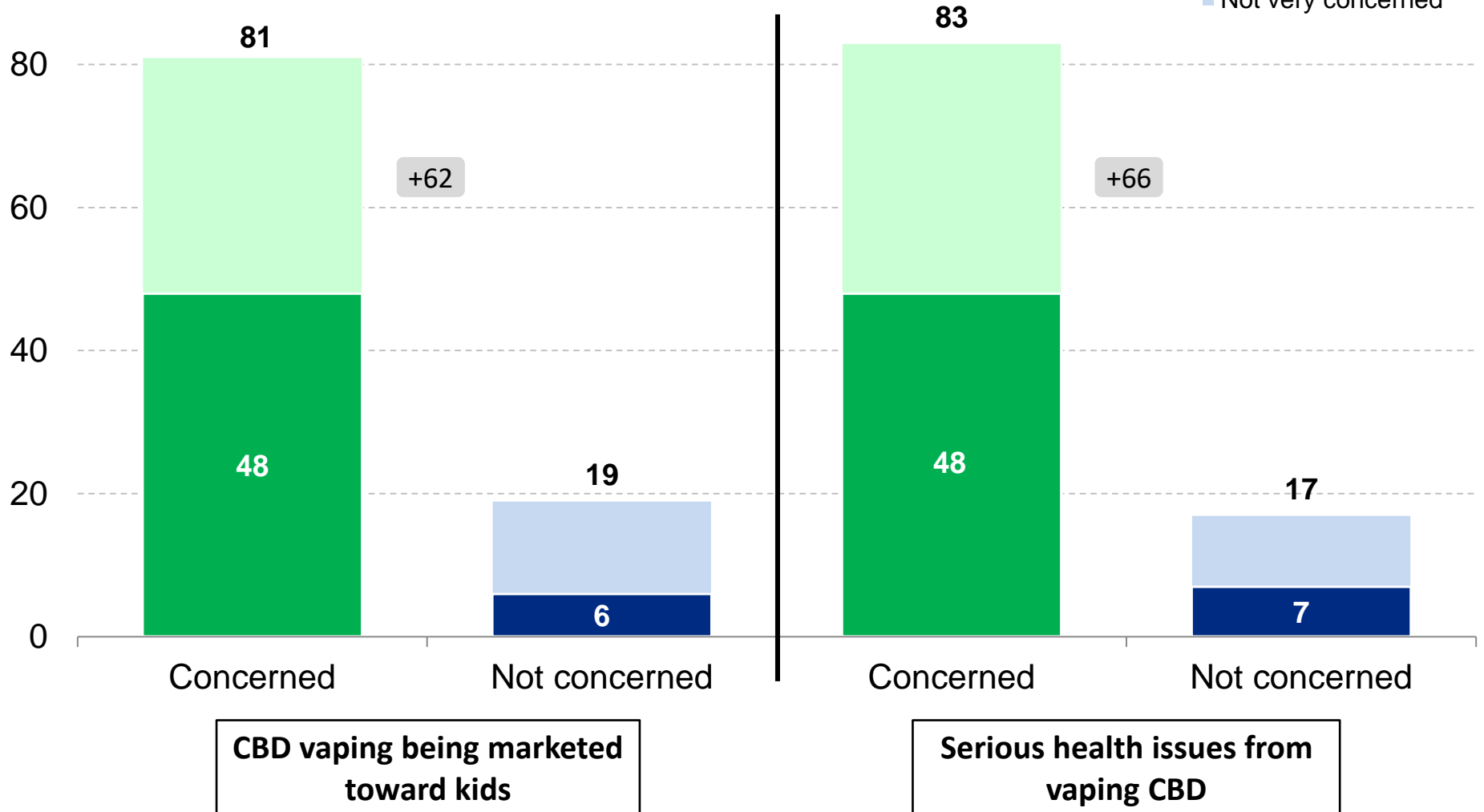
Here are some specific steps the FDA could take regarding CBD products. Please indicate whether you support or oppose each.

Steps	Total Support	Total Oppose
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



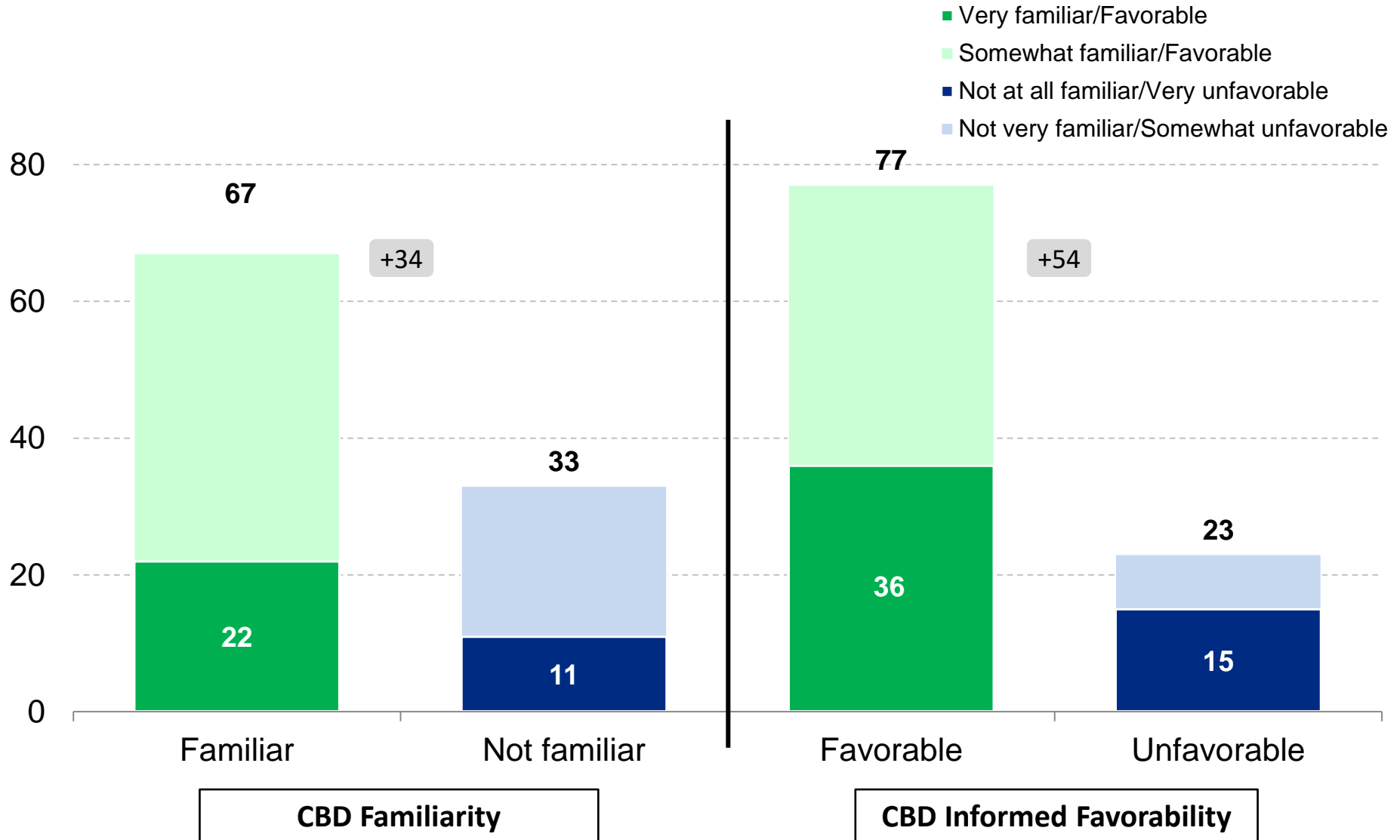
Voters concerned about vaping CBD

- Very concerned
- Somewhat concerned
- Not at all concerned
- Not very concerned





CBD is a popular and familiar product





Even more popular when explained to voters

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.



Many believe in its medical effects

From what you know, please indicate whether you believe CBD or cannabidiol can be effective at treating the following ailments and conditions.

Ailments and Conditions	Confident	Not Confident
Managing pain	72	12
Reducing anxiety and depression	65	14
Helping people sleep	63	14
Alleviating cancer-related symptoms	55	19
(SPLIT) Reducing seizures	52	20
(SPLIT) Reducing epileptic seizures	49	17
Reducing the effects of ADHD	44	21
(SPLIT) Reducing high blood pressure	34	26
Reducing the effects of Autism	32	29



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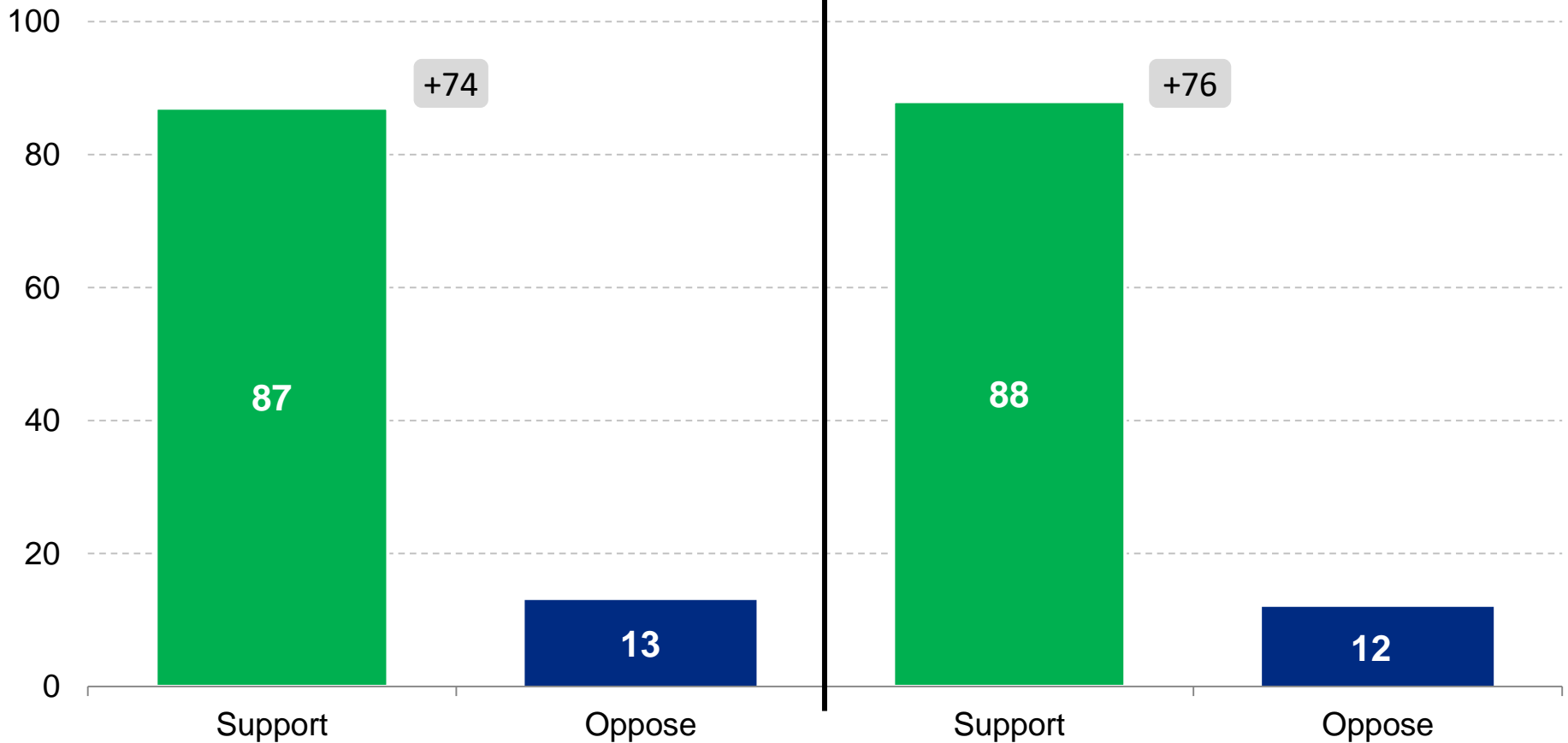
Ailments and Conditions	Confident	Not Confident
(SPLIT) Reducing the severity of hangovers	28	29
(SPLIT) Treating low blood pressure	26	30
Addressing low libido or interest in sex	26	30
Reducing the size of tumors	26	32
Managing weight loss	23	35
Preventing diabetes	18	39
Reducing acne	19	36



People who like CBD and use it, strongly support regulation

Support among respondents who are favorable

Support among respondents who have used CBD and are very familiar with it





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