



**CBD**

**Fieldwork Dates: 5th - 8th April 2019**

**Conducted by YouGov  
On behalf of YouGov RealTime**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1269 adults. Fieldwork was undertaken between 5th - 8th April 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov RealTime

## CBD

US\_nat\_internal Sample: 5th - 8th April 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

PEC\_Q1. Have you ever use marijuana recreationally (i.e., not for medical purposes)?

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Yes, I do	27%	30%	24%	3%	31%	28%	28%	10%	-	-	24%	24%	25%	36%	28%
		B		**	G	G	G	*	**	**				J,K,L	
No, I do not	66%	61%	70%	87%	61%	66%	65%	85%	100%	-	71%	69%	67%	58%	65%
		A		**				D,E,F*	**	**	M	M	M		
Prefer not to say	7%	8%	6%	10%	8%	6%	7%	5%	-	-	5%	8%	8%	6%	7%
			**	**				*	**	**					

PEC\_Q2. How familiar, if at all, are you with cannabidiol (often called CBD oil)?

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Very familiar	14%	14%	13%	18%	17%	14%	10%	9%	37%	-	12%	9%	13%	19%	13%
				**	F			*	**	**				J,K,L	
Somewhat familiar	30%	30%	29%	12%	36%	35%	24%	14%	-	-	29%	31%	28%	32%	32%
			**	F,G	F,G			*	**	**				P	
Not very familiar	24%	24%	23%	30%	22%	21%	29%	18%	-	-	24%	29%	22%	21%	25%
			**				D,E	*	**	**		LM		O	
Not at all familiar	32%	29%	34%	28%	23%	29%	37%	59%	63%	-	34%	30%	35%	25%	30%
			**	**			D,E,F*	D,E,F*	**	**	M		M		
Prefer not to say	1%	2%	1%	13%	2%	2%	-	-	-	-	1%	0%	2%	2%	1%
			**	F	F			*	**	**					

PEC\_Q3. Based on what you know, how safe, if at all, do you think CBD oil is to use?

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Very safe	29%	28%	29%	16%	32%	32%	28%	15%	-	-	23%	30%	26%	36%	31%
			**	G	G	G	G	*	**	**				J,L	
Somewhat safe	41%	42%	40%	32%	43%	41%	43%	29%	-	-	48%	44%	42%	33%	44%
			**	G	G			*	**	**	M	M	M		Q
Not very safe	17%	17%	16%	31%	16%	15%	17%	21%	63%	-	17%	15%	17%	17%	15%
			**	**				*	**	**					
Not at all safe	13%	12%	14%	22%	9%	12%	12%	35%	37%	-	12%	10%	15%	13%	11%
			**	F				D,E,F*	**	**					

PEC\_Q4. How often, if ever, do you use/consume any products which contain CBD oil? Please select the option that best applies.

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Daily	6%	6%	5%	4%	7%	7%	4%	5%	-	-	6%	6%	6%	5%	5%
			**	F				*	**	**					
Several times a week	5%	4%	5%	-	5%	6%	4%	1%	-	-	4%	4%	4%	6%	5%
			**	**				*	**	**					
Once a week	3%	4%	1%	10%	4%	3%	2%	-	-	-	2%	2%	2%	5%	2%
		B	**	F				*	**	**				J	
Once every 2-3 weeks	3%	3%	2%	-	4%	4%	1%	3%	-	-	1%	2%	2%	6%	3%
			**	**	F			*	**	**				J,K,L	
Once a month	2%	2%	1%	4%	3%	2%	1%	-	-	-	2%	2%	2%	2%	1%
			**	F				*	**	**					
Less often than once a month	8%	8%	7%	4%	10%	8%	5%	4%	-	-	7%	5%	7%	11%	8%
			**	F				*	**	**				K	
Never	65%	62%	68%	56%	55%	63%	74%	75%	100%	-	68%	72%	66%	55%	67%
		A	**	**			D,E	D,E*	**	**	M	M	M		

# YouGov RealTime

## CBD

US\_nat\_internal Sample: 5th - 8th April 2019



Total	Race			Education				Marital Status						Children unde
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

PEC\_Q1. Have you ever use marijuana recreationally (i.e., not for medical purposes)?

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Yes, I do	27%	28%	26%	21%	26%	29%	26%	29%	26%	35%	30%	17%	26%	45%	32%
				-						**	Y	*		V.Y.Z*	AC
No, I do not	66%	67%	65%	76%	66%	65%	66%	66%	69%	54%	60%	80%	66%	45%	64%
				N*					AA	**	AA	X.Z.AA*	AA	*	
Prefer not to say	7%	6%	9%	3%	8%	6%	8%	5%	6%	10%	9%	4%	8%	11%	4%
				*						**		*		*	

PEC\_Q2. How familiar, if at all, are you with cannabidiol (often called CBD oil)?

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Very familiar	18%	18%	13%	12%	13%	16%	9%	15%	12%	13%	11%	5%	15%	29%	20%
				-		T			**	**		*	Y	V.X.Y.Z*	AC
Somewhat familiar	30%	30%	24%	25%	25%	32%	35%	36%	31%	24%	24%	23%	30%	41%	29%
				*		R	R	R	**	**	**	*		X.Y*	
Not very familiar	24%	15%	23%	29%	21%	25%	28%	23%	23%	36%	25%	20%	25%	14%	19%
				O*					**	**	*	*		*	
Not at all familiar	32%	34%	37%	30%	38%	28%	28%	26%	32%	24%	39%	50%	29%	12%	30%
				*	S.T.U				AA	**	Z.AA	V.Z.AA*	AA	*	
Prefer not to say	1%	2%	3%	3%	3%	0%	1%	-	1%	4%	-	2%	2%	5%	2%
			N	*	S.T				**	**	*	*		V.X*	

PEC\_Q3. Based on what you know, how safe, if at all, do you think CBD oil is to use?

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Very safe	29%	23%	25%	26%	27%	35%	25%	25%	29%	26%	30%	19%	27%	49%	34%
				*		R.T.U			**	**	*	*		V.X.Y.Z*	AC
Somewhat safe	41%	40%	38%	31%	41%	39%	44%	47%	41%	45%	40%	35%	44%	35%	39%
				*					**	**	*	*		*	
Not very safe	17%	20%	18%	29%	16%	13%	22%	22%	18%	16%	18%	15%	16%	7%	17%
				N.P*			S	S	AA	**	AA	*		*	
Not at all safe	13%	17%	18%	14%	17%	13%	9%	6%	12%	13%	12%	30%	12%	9%	10%
			N	*	T.U	U			**	**		V.X.Z.AA*		*	

PEC\_Q4. How often, if ever, do you use/consume any products which contain CBD oil? Please select the option that best applies.

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Daily	6%	7%	8%	2%	6%	5%	4%	7%	6%	5%	3%	-	5%	15%	9%
				*					Y	**	**	*		V.X.Y.Z*	AC
Several times a week	5%	8%	3%	4%	4%	5%	5%	5%	4%	9%	5%	5%	4%	7%	8%
				*						**	*	*		*	AC
Once a week	3%	4%	4%	8%	3%	2%	2%	5%	3%	4%	4%	-	3%	-	4%
				N					**	**	*	*		*	
Once every 2-3 weeks	3%	3%	3%	2%	3%	3%	3%	3%	2%	4%	5%	-	2%	7%	3%
				*					**	**	*	*		V.Y.Z*	
Once a month	2%	1%	4%	2%	1%	3%	1%	2%	1%	-	1%	2%	3%	3%	2%
				*					**	**	*	*		*	
Less often than once a month	8%	12%	4%	6%	5%	10%	7%	9%	7%	4%	7%	6%	9%	14%	8%
				*		R			**	**	*	*		V*	
Never	65%	60%	61%	59%	66%	62%	69%	62%	69%	52%	63%	70%	63%	46%	59%
				*					AA	**	AA	AA*	AA	*	

# YouGov RealTime

## CBD

US\_nat\_internal Sample: 5th - 8th April 2019



Total	r the age of 18		Income				Type of Area Lived in				Marijuana Usage	Familiarity with CBD
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Marijuana Usage	Familiarity with CBD
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN

PEC\_Q1. Have you ever use marijuana recreationally (i.e., not for medical purposes)?

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Yes, I do	27%	26%	28%	28%	29%	32%	14%	36%	23%	22%	46%	100%	41%
			AH	AH	AH	AH		AJ.AK			**		
No, I do not	66%	67%	66%	64%	66%	59%	73%	57%	70%	69%	41%	-	51%
							AG	AI	AI	AI	**		
Prefer not to say	7%	8%	6%	8%	4%	9%	12%	7%	7%	9%	13%	-	7%
		AB				AF	AD.AF				**		

PEC\_Q2. How familiar, if at all, are you with cannabidiol (often called CBD oil)?

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Very familiar	13%	11%	14%	13%	14%	15%	11%	18%	11%	13%	-	26%	31%
								AJ			**		
Somewhat familiar	30%	30%	26%	32%	29%	36%	29%	34%	27%	30%	15%	40%	69%
						AD		AJ			**		
Not very familiar	24%	25%	26%	21%	24%	24%	21%	18%	27%	24%	26%	19%	-
		AB						AI			**		
Not at all familiar	32%	32%	33%	32%	32%	25%	34%	29%	33%	31%	59%	14%	-
											**		
Prefer not to say	1%	1%	1%	1%	1%	1%	5%	1%	1%	2%	-	-	-
							AD.AE.AF.AG				**		

PEC\_Q3. Based on what you know, how safe, if at all, do you think CBD oil is to use?

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Very safe	29%	27%	30%	28%	30%	29%	26%	33%	26%	30%	-	52%	52%
								AJ			**		
Somewhat safe	41%	42%	39%	47%	42%	42%	37%	39%	43%	41%	36%	41%	39%
				AD.AH							**		
Not very safe	17%	17%	17%	15%	19%	21%	12%	18%	17%	12%	49%	5%	7%
						AH		AK			**		
Not at all safe	13%	14%	15%	10%	9%	8%	26%	10%	13%	17%	15%	2%	2%
			AF.AG				AD.AE.AF.AG			AI	**		

PEC\_Q4. How often, if ever, do you use/consume any products which contain CBD oil? Please select the option that best applies.

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Daily	6%	5%	5%	6%	6%	8%	2%	9%	4%	5%	-	12%	12%
						AH		AJ			**		
Several times a week	5%	4%	4%	6%	4%	7%	4%	6%	4%	4%	-	10%	9%
											**		
Once a week	3%	2%	4%	3%	2%	5%	-	5%	2%	2%	-	5%	4%
			AH	AH		AF.AH		AJ			**		
Once every 2-3 weeks	3%	3%	3%	4%	2%	4%	3%	4%	2%	3%	-	7%	6%
								AJ			**		
Once a month	2%	2%	2%	2%	1%	3%	0%	3%	1%	1%	-	4%	3%
											**		
Less often than once a month	8%	8%	8%	9%	8%	7%	5%	10%	7%	6%	26%	18%	14%
											**		
Never	65%	67%	67%	60%	67%	60%	67%	55%	69%	71%	62%	36%	47%
		AB						AI	AI	AI	**		

# YouGov RealTime

## CBD

US\_nat\_internal Sample: 5th - 8th April 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Don't know	8%	7%	8%	17% **	8%	5%	8%	12% E*	- **	- **	8%	6%	8%	9%	7%
Prefer not to say	2%	2%	2%	6% **	3%	2%	1%	1% *	- **	- **	1%	2%	3%	2%	2%

How interested, if at all, would you be in each of the following?

Please select one option on each row.

### Q5\_1. Eating or drinking something infused with CBD oil

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Very interested	16%	14%	17%	9% **	18% F.G	24% D.F.G	11% G	2% *	- **	- **	14%	16%	14%	20% L	16%
Somewhat interested	22%	22%	23%	13% **	26% G	21% G	24% G	7% *	- **	- **	20%	24%	25%	19%	23%
Not very interested	16%	15%	16%	13% **	17%	16%	15%	12% *	- **	- **	17%	17%	13%	18%	17%
Not at all interested	44%	46%	42%	51% **	37%	39%	47%	78% D.E	100% D.E.F*	- **	49%	40%	45%	41%	43%
Prefer not to say	2%	2%	1%	14% **	3% E	1%	2%	1% *	- **	- **	1%	2%	3%	2%	1%

### Q5\_2. Using another product (e.g., lotion, bath products) infused with CBD oil

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Very interested	17%	15%	19%	5% **	22% A F.G	19% G	15% G	4% *	- **	- **	15%	13%	17%	22% J.K	18%
Somewhat interested	23%	20%	26% A	18% **	23% G	27% G	22% G	13% *	- **	- **	21%	24%	25%	20%	23%
Not very interested	16%	20% B	13%	17% **	19% G	16%	16%	8% *	- **	- **	16%	19%	14%	17%	17%
Not at all interested	42%	44%	40%	53% **	34%	38%	45% D.E	74% D.E.F*	100% **	- **	46%	42%	42%	38%	42%
Prefer not to say	2%	2%	1%	6% **	2%	1%	2%	1% *	- **	- **	1%	2%	2%	2%	1%

To what extent do you support or oppose the legalization of each of the follow? Please select one option on each row.

### Q6\_1. Recreational marijuana

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Strongly support	34%	38% B	30%	22% **	39% F.G	40% F.G	29% G	17% *	- **	- **	31%	34%	32%	39% Q	35%
Somewhat support	16%	17%	15%	12% **	19% G	15% G	16% G	9% *	- **	- **	17%	21% L.M	15%	12% O.P	19%
Neither support nor oppose	13%	12%	15%	7% **	13%	14%	13%	12% *	- **	- **	14%	11%	14%	14%	10%
Somewhat oppose	7%	8%	7%	20% **	6%	7%	9%	4% *	63% **	- **	7%	6%	9%	7%	7%
Strongly oppose	23%	20% A	27%	26% **	16%	17%	29% D.E	56% D.E.F*	37% **	- **	24%	21%	23%	25%	25%
Don't know	5%	4%	6%	7% **	6% F	7% F	3%	1% *	- **	- **	6%	6%	6%	3%	4%
Prefer not to say	1%	1%	1%	6% **	1%	1%	1%	1% *	- **	- **	1%	0%	1%	1%	0%
<b>Net: Support</b>	50%	55% B	45%	34% **	58% F.G	54% F.G	45% G	26% *	- **	- **	48%	55%	47%	51% O.P.Q	54%
<b>Net: Oppose</b>	31%	27% A	34%	46% **	22%	24%	38% D.E	60% D.E.F*	100% **	- **	31%	27%	32%	32%	32%

**YouGov RealTime**  
**CBD**

US\_nat\_internal Sample: 5th - 8th April 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Don't know	8%	3%	12%	15%	8%	8%	7%	6%	6%	14%	13%	12%	9%	3%	6%
Prefer not to say	2%	2%	2%	3%	3%	1%	2%	1%	1%	8%	-	5%	2%	4%	2%

How interested, if at all, would you be in each of the following?  
 Please select one option on each row.

**Q5\_1. Eating or drinking something infused with CBD oil**

	Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305	
Very interested	16%	19%	14%	17%	17%	16%	12%	17%	16%	9%	19%	8%	15%	28%	24%	
Somewhat interested	22%	20%	27%	15%	23%	23%	23%	18%	21%	29%	24%	21%	22%	35%	25%	
Not very interested	16%	11%	15%	16%	13%	15%	20%	23%	16%	12%	12%	14%	18%	11%	13%	
Not at all interested	44%	47%	41%	50%	44%	43%	45%	42%	46%	50%	44%	54%	42%	20%	36%	
Prefer not to say	2%	3%	3%	3%	3%	2%	-	-	1%	1%	1%	4%	3%	6%	2%	

**Q5\_2. Using another product (e.g., lotion, bath products) infused with CBD oil**

	Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305	
Very interested	17%	17%	17%	12%	17%	19%	13%	18%	16%	13%	21%	9%	16%	33%	25%	
Somewhat interested	23%	24%	24%	21%	22%	23%	26%	20%	22%	20%	28%	25%	21%	27%	26%	
Not very interested	16%	13%	15%	21%	14%	16%	18%	21%	16%	21%	9%	12%	21%	10%	14%	
Not at all interested	42%	43%	42%	44%	44%	39%	42%	41%	45%	41%	42%	53%	40%	23%	33%	
Prefer not to say	2%	3%	2%	2%	2%	2%	-	1%	1%	5%	1%	2%	2%	6%	1%	

To what extent do you support or oppose the legalization of each of the follow? Please select one option on each row.

**Q6\_1. Recreational marijuana**

	Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305	
Strongly support	34%	35%	33%	21%	31%	39%	33%	34%	30%	53%	34%	18%	36%	63%	37%	
Somewhat support	16%	10%	11%	11%	13%	17%	19%	20%	15%	7%	13%	13%	20%	8%	15%	
Neither support nor oppose	13%	17%	22%	17%	18%	12%	8%	9%	12%	23%	17%	12%	13%	17%	13%	
Somewhat oppose	7%	9%	6%	8%	7%	7%	9%	10%	8%	-	5%	14%	8%	3%	7%	
Strongly oppose	23%	21%	18%	31%	22%	22%	29%	23%	30%	7%	26%	35%	16%	3%	19%	
Don't know	5%	7%	9%	8%	8%	3%	2%	4%	4%	5%	5%	7%	6%	4%	8%	
Prefer not to say	1%	2%	1%	3%	1%	1%	0%	-	0%	4%	1%	1%	1%	3%	0%	
<b>Net: Support</b>	50%	45%	44%	32%	44%	56%	52%	54%	45%	61%	47%	30%	56%	71%	52%	
<b>Net: Oppose</b>	31%	30%	24%	39%	29%	28%	37%	33%	38%	7%	31%	49%	24%	6%	26%	

**YouGov RealTime**  
**CBD**

US\_nat\_internal Sample: 5th - 8th April 2019



	Total	r the age of 18					Income					Type of Area Lived in				Marijuana Usage	Familiarity with CBD
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Marijuana Usage	Familiarity with CBD				
Don't know	8%	8%	7%	8%	7%	5%	13%	8%	9%	5%	13%	7%	3%				
Prefer not to say	2%	2%	1%	2%	2%	1%	AD.AF.AG	1%	2%	2%	6%	1%	2%				
							AD.AF.AG		AK		**						
											**						

How interested, if at all, would you be in each of the following?  
Please select one option on each row.

**Q5\_1. Eating or drinking something infused with CBD oil**

	Unweighted base	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Very interested	16%	13%	20%	17%	14%	20%	6%	21%	12%	17%	38%	34%	31%
			AF.AH	AH	AH	AH		AJ			**		
Somewhat interested	22%	22%	22%	27%	25%	19%	16%	25%	22%	19%	39%	37%	30%
				AH	AH						**		
Not very interested	16%	17%	16%	16%	15%	15%	17%	14%	18%	14%	24%	12%	15%
											**		
Not at all interested	44%	46%	40%	38%	45%	45%	55%	39%	46%	50%	-	16%	24%
		AB					AD.AE.AF		AI	AI	**		
Prefer not to say	2%	2%	2%	1%	1%	1%	6%	1%	3%	1%	-	1%	0%
							AD.AE.AF.AG				**		

**Q5\_2. Using another product (e.g., lotion, bath products) infused with CBD oil**

	Unweighted base	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Very interested	17%	15%	20%	19%	15%	21%	8%	22%	12%	21%	53%	34%	31%
			AH	AH	AH	AH		AJ			**		
Somewhat interested	23%	22%	23%	31%	24%	20%	13%	25%	23%	18%	24%	31%	30%
			AH	AD.AG.AH	AH						**		
Not very interested	16%	17%	13%	15%	20%	15%	19%	15%	18%	15%	24%	15%	15%
					AD						**		
Not at all interested	42%	45%	42%	35%	40%	43%	54%	38%	44%	44%	-	19%	24%
		AB					AD.AE.AF.AG		AI		**		
Prefer not to say	2%	2%	2%	0%	1%	1%	6%	1%	2%	1%	-	1%	0%
							AD.AE.AF.AG				**		

To what extent do you support or oppose the legalization of each of the follow? Please select one option on each row.

**Q6\_1. Recreational marijuana**

	Unweighted base	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Strongly support	34%	33%	36%	37%	34%	34%	25%	44%	28%	33%	21%	71%	51%
			AH	AH	AH			AJ.AK			**		
Somewhat support	16%	16%	14%	13%	18%	20%	17%	13%	18%	15%	15%	16%	17%
									AI		**		
Neither support nor oppose	13%	13%	15%	19%	11%	9%	11%	11%	14%	14%	26%	6%	11%
				AF.AG.AH							**		
Somewhat oppose	7%	8%	9%	7%	6%	8%	6%	7%	7%	8%	24%	3%	4%
											**		
Strongly oppose	23%	25%	19%	20%	28%	25%	28%	18%	26%	26%	15%	4%	14%
		AB			AD		AD		AI	AI	**		
Don't know	5%	4%	7%	3%	3%	3%	9%	6%	5%	4%	-	1%	2%
			AF				AE.AF.AG				**		
Prefer not to say	1%	1%	1%	-	-	0%	4%	1%	1%	0%	-	0%	0%
							AD.AE.AF.AG				**		
<b>Net: Support</b>	50%	49%	50%	50%	52%	55%	42%	57%	46%	48%	36%	86%	68%
					AH	AH		AJ			**		
<b>Net: Oppose</b>	31%	32%	27%	27%	34%	33%	34%	25%	33%	33%	39%	7%	18%
		AB							AI	AI	**		



# YouGov RealTime

## CBD

US\_nat\_internal Sample: 5th - 8th April 2019



	Gender		Generation							Region					
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Strongly support	55%	55%	55%	41% **	57% G	59% G	55% G	33% *	63% **	-	54%	58%	52%	56%	59% O.Q
Somewhat support	17%	17%	17%	10% **	18%	15%	17%	27% D.E.F*	37% **	-	24% K.L.M	17%	16%	15%	19% O
Neither support nor oppose	12%	12%	11%	8% **	11%	11%	13%	16% *	-	-	9%	13%	12%	13%	9%
Somewhat oppose	4%	4%	3%	12% **	4%	3%	3%	3% *	-	-	3%	2%	3%	6%	3%
Strongly oppose	6%	6%	7%	15% **	5%	4%	7%	15% D.E.F*	-	-	4%	5%	8%	6%	5%
Don't know	5%	4%	7% A	7% **	5%	8%	4%	-	-	-	5%	5%	7%	4%	4%
Prefer not to say	1%	1%	1%	6% **	1%	1%	1%	-	-	-	1%	0%	1%	1%	0%
<b>Net: Support</b>	72%	72%	72%	51% **	75% G	74% G	72% G	60% *	100% **	-	78% L.M	75%	68%	71%	78% O.P.Q
<b>Net: Oppose</b>	10%	10%	9%	28% **	9%	7%	10%	19% D.E.F*	-	-	7%	7%	12%	12%	8%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

### Q7\_1. Marijuana is generally less harmful than alcohol

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Strongly agree	31%	36% B	27%	31% **	36% F.G	36% F.G	26% G	15% *	-	-	28%	30%	31%	34%	32%
Somewhat agree	21%	20%	23%	14% **	23% G	20% G	24% G	8% *	63% **	-	21%	22%	23%	19%	23% Q
Neither agree nor disagree	23%	21%	25%	15% **	21%	25%	23%	25% *	37% **	-	25% M	28% M	22%	17%	21%
Somewhat disagree	9%	9%	10%	16% **	11% E	5%	10% E	17% E*	-	-	11%	10%	10%	7%	9%
Strongly disagree	13%	13%	13%	10% **	6%	11%	17% D	35% D.E	-	-	14% K	8%	11%	20%	13% K.L
Prefer not to say	2%	2%	3%	13% **	4% F	3% F	1% D.E	-	-	-	2%	2%	3%	3%	1%
<b>Net: Agree</b>	52%	55% B	50%	46% **	59% F.G	56% G	50% G	23% *	63% **	-	49%	52%	54%	53%	55% Q
<b>Net: Disagree</b>	22%	22%	23%	26% **	17%	16%	27% D.E	52% D.E.F*	-	-	25%	18%	21%	27% K	23%

### Q7\_2. I prefer using natural remedies rather than pharmaceuticals as medicine

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
<b>Base: All US Adults</b>	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Strongly agree	25%	23%	27%	26% **	28% G	26% G	24%	14% *	-	-	20%	25%	27%	27%	25%
Somewhat agree	24%	22%	26%	7% **	21%	24%	27% D	30% *	37% **	-	22%	24%	25%	23%	24%
Neither agree nor disagree	29%	31%	27%	23% **	28%	29%	32%	22% *	63% **	-	33%	30%	28%	28%	27%
Somewhat disagree	10%	10%	10%	14% **	9%	9%	9%	19% D.E.F*	-	-	12%	11%	9%	9%	12% P
Strongly disagree	10%	13% B	7%	21% **	11%	9%	8%	15% *	-	-	11%	9%	9%	12%	11% P

**YouGov RealTime**  
**CBD**

US\_nat\_internal Sample: 5th - 8th April 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Strongly support	55%	47%	51%	38%	48%	60%	56%	62%	51%	68%	59%	41%	57%	76%	51%
Somewhat support	17%	11%	13%	17%	18%	15%	20%	18%	19%	17%	15%	29%	16%	11%	19%
Neither support nor oppose	12%	18%	15%	18%	14%	12%	9%	8%	14%	11%	12%	10%	10%	5%	13%
Somewhat oppose	4%	5%	5%	5%	4%	3%	4%	4%	3%	-	2%	4%	5%	1%	3%
Strongly oppose	6%	8%	7%	11%	7%	5%	7%	6%	8%	3%	7%	8%	6%	2%	6%
Don't know	5%	8%	8%	7%	7%	4%	5%	2%	6%	-	4%	6%	6%	2%	7%
Prefer not to say	1%	2%	2%	4%	2%	0%	0%	-	0%	-	2%	2%	1%	3%	1%
<b>Net: Support</b>	72%	59%	64%	55%	66%	75%	75%	80%	69%	86%	73%	70%	72%	87%	71%
<b>Net: Oppose</b>	10%	14%	11%	16%	11%	8%	11%	10%	11%	3%	9%	12%	10%	3%	9%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

**Q7\_1. Marijuana is generally less harmful than alcohol**

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Strongly agree	31%	31%	28%	26%	31%	36%	27%	26%	29%	44%	36%	17%	31%	52%	35%
Somewhat agree	21%	21%	20%	12%	20%	21%	24%	23%	19%	18%	20%	27%	24%	22%	20%
Neither agree nor disagree	23%	26%	27%	26%	26%	20%	24%	17%	23%	22%	25%	28%	23%	10%	26%
Somewhat disagree	9%	6%	10%	13%	7%	8%	13%	15%	12%	8%	7%	5%	9%	4%	8%
Strongly disagree	13%	12%	11%	18%	13%	12%	11%	17%	17%	3%	11%	20%	9%	5%	8%
Prefer not to say	2%	4%	5%	5%	3%	2%	2%	1%	1%	5%	1%	3%	4%	6%	2%
<b>Net: Agree</b>	52%	52%	47%	38%	51%	57%	50%	50%	48%	62%	55%	43%	55%	74%	55%
<b>Net: Disagree</b>	22%	18%	21%	31%	20%	21%	24%	33%	28%	11%	18%	25%	18%	10%	16%

**Q7\_2. I prefer using natural remedies rather than pharmaceuticals as medicine**

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Strongly agree	25%	29%	23%	23%	27%	27%	20%	18%	22%	39%	30%	15%	26%	46%	29%
Somewhat agree	24%	23%	24%	21%	21%	24%	25%	31%	28%	18%	28%	37%	17%	16%	30%
Neither agree nor disagree	29%	29%	38%	30%	32%	27%	26%	28%	31%	16%	32%	31%	31%	16%	25%
Somewhat disagree	10%	7%	5%	9%	7%	10%	13%	16%	11%	17%	8%	6%	10%	8%	7%
Strongly disagree	10%	9%	5%	13%	9%	10%	14%	6%	8%	5%	9%	11%	13%	9%	8%

**YouGov RealTime**  
**CBD**

US\_nat\_internal Sample: 5th - 8th April 2019



Total	r the age of 18		Income					Type of Area Lived in				Marijuana Usage	Familiarity with CBD
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Marijuana Usage	Familiarity with CBD	

**Q6\_2. Medical marijuana**

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Strongly support	55%	56%	57% AH	57% AH	57% AH	55% AH	43%	57%	54%	54%	36% **	84%	73%
Somewhat support	17%	17%	16%	16%	19%	19%	18%	15%	18%	19%	26% **	9%	12%
Neither support nor oppose	12%	12%	10%	14%	10%	14%	14%	11%	12%	12%	26% **	5%	7%
Somewhat oppose	4%	4%	4%	3%	4%	4%	2%	3%	4%	3%	13% **	1%	3%
Strongly oppose	6%	6%	6%	5%	7%	5%	9%	5%	7%	8%	- **	1%	3%
Don't know	5%	5%	6%	6%	3%	4%	10% AF,AG	7%	5%	5%	- **	1%	3%
Prefer not to say	1%	1%	1%	-	-	-	4% AD,AE,AF,AG	1%	1%	0%	- **	0%	0%
<b>Net: Support</b>	72%	72%	73% AH	72% AH	76% AH	74% AH	61%	72%	72%	72%	62% **	93%	85%
<b>Net: Oppose</b>	10%	10%	10%	8%	11%	9%	11%	8%	11%	11%	13% **	2%	6%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

**Q7\_1. Marijuana is generally less harmful than alcohol**

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Strongly agree	31%	30%	35% AH	34%	30%	27%	25%	35%	30%	28%	27% **	61%	48%
Somewhat agree	21%	22%	22%	21%	23%	23%	17%	24%	20%	21%	24% **	26%	23%
Neither agree nor disagree	23%	22%	22%	27%	21%	23%	21%	19%	25% AI	25%	11% **	8%	14%
Somewhat disagree	9%	10%	8%	8%	10%	10%	13% AD	9%	9%	9%	13% **	1%	7%
Strongly disagree	13%	15% AB	10%	10%	15%	17% AD,AE	16% AD,AE	10%	14%	15%	26% **	4%	7%
Prefer not to say	2%	2%	4% AF	1%	1%	1%	7% AE,AF,AG	3%	2%	2%	- **	0%	1%
<b>Net: Agree</b>	52%	51%	57% AH	54% AH	53% AH	50%	42% AJ,AK	59%	50%	49%	51% **	87%	71%
<b>Net: Disagree</b>	22%	24% AB	18%	17%	25% AD,AE	27% AD,AE	30% AD,AE	20%	23%	24%	38% **	5%	14%

**Q7\_2. I prefer using natural remedies rather than pharmaceuticals as medicine**

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Strongly agree	25%	24%	30% AG,AH	26%	25%	21%	19%	29% AJ	22%	28%	38% **	36%	36%
Somewhat agree	24%	22%	22%	24%	31%	24%	15%	21% AK	25%	27%	8% **	23%	25%
Neither agree nor disagree	29%	31%	28% AH	31%	25% AD,AH	31% AH	36% AF	27%	32% AK	24%	26% **	24%	22%
Somewhat disagree	10%	11% AB	8%	11%	8%	16% AD,AF,AH	8%	11%	10%	8%	13% **	9%	9%
Strongly disagree	10%	11%	10%	7%	11%	9%	15% AE	9%	10%	12%	15% **	7%	7%

**YouGov RealTime**  
**CBD**

US\_nat\_internal Sample: 5th - 8th April 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Prefer not to say	2%	2%	2%	9%	3%	3%	0%	-	-	-	2%	1%	3%	2%	1%
				**	F	F		*	**	**					
Net: Agree	49%	45%	53%	33%	49%	50%	51%	44%	37%	-	42%	49%	51%	50%	49%
			A	**				*	**	**			J		
Net: Disagree	20%	22%	17%	34%	20%	18%	17%	34%	-	-	23%	20%	17%	20%	22%
		B	**	**				D.E.F*	**	**	L				P

**Q7\_3. Marijuana will be legal everywhere in the US within the next 10 years**

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
Base: All US Adults	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Strongly agree	29%	30%	28%	21%	30%	31%	28%	23%	-	-	27%	28%	29%	30%	29%
			**	**				*	**	**					
Somewhat agree	33%	33%	34%	33%	32%	35%	34%	31%	100%	-	37%	37%	31%	32%	37%
			**	**				*	**	**					O.P.Q
Neither agree nor disagree	22%	20%	25%	21%	20%	22%	24%	26%	-	-	21%	25%	22%	23%	20%
			A	**				*	**	**					
Somewhat disagree	7%	9%	5%	10%	8%	5%	7%	11%	-	-	7%	4%	9%	8%	8%
		B	**	**				E*	**	**			K		
Strongly disagree	6%	7%	5%	6%	7%	5%	5%	9%	-	-	8%	4%	6%	5%	5%
			**	**				*	**	**	K				
Prefer not to say	2%	1%	3%	9%	4%	3%	1%	-	-	-	1%	2%	3%	3%	2%
			**	F	F			*	**	**				J	
Net: Agree	62%	63%	61%	53%	61%	65%	62%	54%	100%	-	64%	65%	60%	61%	66%
			**	**				*	**	**					O.Q
Net: Disagree	13%	16%	10%	16%	15%	10%	12%	20%	-	-	15%	8%	15%	13%	13%
		B	**	**	E			E*	**	**	K		K		

**Q7\_4. People can become addicted to marijuana**

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
Base: All US Adults	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Strongly agree	30%	30%	31%	30%	28%	28%	31%	51%	-	-	32%	26%	29%	35%	29%
			**	**				D.E.F*	**	**				K	
Somewhat agree	26%	27%	26%	21%	26%	29%	25%	23%	100%	-	28%	30%	26%	22%	29%
			**	**				*	**	**		M		P	
Neither agree nor disagree	19%	18%	20%	19%	22%	18%	18%	16%	-	-	20%	21%	20%	16%	16%
			**	**				*	**	**					
Somewhat disagree	8%	8%	9%	11%	9%	6%	9%	7%	-	-	8%	7%	8%	10%	10%
			**	**				*	**	**					
Strongly disagree	14%	15%	13%	5%	13%	16%	16%	3%	-	-	11%	14%	14%	15%	15%
			**	G	G	G	G	*	**	**				O	
Prefer not to say	2%	2%	2%	14%	3%	2%	1%	-	-	-	2%	1%	3%	2%	1%
			**	F	F			*	**	**					
Net: Agree	57%	56%	57%	51%	53%	57%	56%	74%	100%	-	60%	57%	55%	57%	59%
			**	**				D.E.F*	**	**					P
Net: Disagree	22%	23%	21%	16%	22%	22%	25%	10%	-	-	19%	22%	22%	25%	24%
			**	G	G	G	G	*	**	**					O

**PEC\_Q8. If you were looking to invest money, how likely, if at all, would you be to consider investing in the cannabis industry?**

Unweighted base	1269	589	680	27	406	343	408	83	2	-	305	237	445	282	840
Base: All US Adults	1269	619	650	31	404	336	408	88	2	-	226	267	478	299	834
Very likely	20%	22%	18%	18%	20%	27%	17%	7%	37%	-	18%	21%	19%	23%	19%
			**	**	G	F.G	G	*	**	**					
Somewhat likely	25%	28%	23%	23%	28%	27%	24%	15%	-	-	25%	23%	27%	25%	27%
			**	**	G	G	G	*	**	**					Q
Not very likely	19%	19%	18%	4%	20%	20%	19%	14%	63%	-	22%	20%	17%	17%	19%
			**	**				*	**	**					O
Not at all likely	32%	28%	36%	48%	27%	21%	39%	62%	-	-	32%	33%	33%	30%	33%

# YouGov RealTime

## CBD

US\_nat\_internal Sample: 5th - 8th April 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Prefer not to say	2%	3%	5%	5%	3%	2%	2%	1%	1%	4%	1%	-	4%	5%	2%
<b>Net: Agree</b>	49%	53%	47%	44%	49%	52%	45%	49%	50%	57%	58%	51%	43%	62%	59%
<b>Net: Disagree</b>	20%	16%	10%	22%	16%	20%	27%	22%	19%	22%	16%	17%	23%	17%	14%

### Q7\_3. Marijuana will be legal everywhere in the US within the next 10 years

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Strongly agree	29%	31%	30%	23%	30%	31%	21%	30%	28%	60%	31%	15%	25%	50%	32%
Somewhat agree	33%	25%	28%	24%	30%	32%	42%	39%	35%	24%	28%	44%	33%	26%	35%
Neither agree nor disagree	22%	30%	25%	28%	25%	22%	19%	19%	23%	16%	24%	21%	23%	12%	21%
Somewhat disagree	7%	3%	8%	11%	6%	8%	11%	5%	7%	-	6%	8%	9%	2%	4%
Strongly disagree	6%	8%	5%	8%	7%	5%	5%	5%	5%	-	10%	11%	5%	4%	5%
Prefer not to say	2%	3%	4%	5%	3%	2%	2%	2%	2%	-	1%	2%	4%	6%	2%
<b>Net: Agree</b>	62%	56%	58%	47%	60%	62%	63%	69%	63%	84%	59%	59%	59%	76%	67%
<b>Net: Disagree</b>	13%	11%	13%	19%	13%	13%	16%	10%	12%	-	15%	18%	14%	6%	10%

### Q7\_4. People can become addicted to marijuana

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Strongly agree	30%	29%	30%	42%	30%	31%	35%	24%	32%	24%	28%	48%	28%	19%	28%
Somewhat agree	26%	27%	15%	21%	22%	27%	28%	40%	27%	16%	29%	21%	27%	21%	29%
Neither agree nor disagree	19%	27%	29%	16%	25%	16%	15%	15%	18%	10%	20%	19%	21%	22%	21%
Somewhat disagree	8%	6%	5%	7%	6%	9%	10%	11%	10%	5%	7%	4%	8%	10%	7%
Strongly disagree	14%	8%	16%	9%	15%	16%	10%	8%	13%	41%	16%	7%	12%	23%	13%
Prefer not to say	2%	3%	4%	5%	2%	2%	2%	3%	1%	4%	1%	1%	4%	5%	1%
<b>Net: Agree</b>	57%	56%	45%	63%	51%	57%	63%	64%	59%	39%	57%	69%	55%	40%	57%
<b>Net: Disagree</b>	22%	15%	21%	15%	21%	26%	20%	19%	22%	46%	23%	11%	20%	33%	21%

### PEC\_Q8. If you were looking to invest money, how likely, if at all, would you be to consider investing in the cannabis industry?

Unweighted base	1269	156	183	90	485	417	239	128	548	23	133	65	432	68	309
<b>Base: All US Adults</b>	1269	148	199	88	513	394	231	131	554	23	134	66	426	66	305
Very likely	20%	26%	21%	22%	21%	23%	15%	17%	21%	27%	19%	9%	19%	36%	30%
Somewhat likely	25%	25%	26%	15%	23%	27%	28%	27%	24%	46%	25%	16%	27%	32%	27%
Not very likely	19%	12%	19%	23%	17%	18%	24%	19%	16%	17%	21%	26%	21%	14%	15%
Not at all likely	32%	36%	26%	34%	34%	29%	31%	37%	36%	7%	32%	48%	29%	13%	24%

# YouGov RealTime

## CBD

US\_nat\_internal Sample: 5th - 8th April 2019



	Total	r the age of 18					Income					Type of Area Lived in				Marijuana Usage	Familiarity with CBD
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Marijuana Usage	Familiarity with CBD				
Prefer not to say	2%	2%	2%	1%	1%	1%	7%	3%	2%	2%	-	1%	1%				
<b>Net: Agree</b>	49%	46%	52%	50%	56%	44%	AD.AE.AF.AG 34%	50%	47%	55%	47%	61%					
<b>Net: Disagree</b>	20%	21%	18%	18%	18%	24%	23%	20%	19%	19%	28%	16%					

### Q7\_3. Marijuana will be legal everywhere in the US within the next 10 years

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Strongly agree	29%	28%	30%	32%	28%	27%	24%	33%	26%	28%	27%	51%	44%
Somewhat agree	33%	33%	32%	32%	35%	44%	25%	AJ 33%	34%	35%	19%	38%	33%
Neither agree nor disagree	22%	23%	23%	24%	25%	11%	26%	20%	24%	23%	15%	7%	14%
Somewhat disagree	7%	8%	6%	7%	7%	8%	11%	7%	8%	7%	13%	2%	5%
Strongly disagree	6%	6%	7%	3%	4%	7%	7%	5%	6%	6%	26%	2%	2%
Prefer not to say	2%	3%	2%	2%	1%	2%	7%	3%	2%	3%	-	1%	1%
<b>Net: Agree</b>	62%	60%	62%	64%	63%	71%	AD.AE.AF.AG 49%	66%	60%	62%	47%	89%	77%
<b>Net: Disagree</b>	13%	14%	13%	10%	11%	15%	18%	12%	14%	13%	38%	4%	8%

### Q7\_4. People can become addicted to marijuana

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Strongly agree	30%	31%	28%	30%	33%	29%	32%	28%	31%	32%	26%	17%	22%
Somewhat agree	26%	26%	24%	26%	29%	32%	21%	25%	28%	25%	12%	28%	28%
Neither agree nor disagree	19%	19%	24%	23%	14%	15%	18%	23%	17%	18%	26%	17%	19%
Somewhat disagree	8%	9%	6%	10%	8%	11%	9%	9%	8%	7%	21%	12%	11%
Strongly disagree	14%	14%	16%	10%	15%	12%	14%	13%	13%	17%	15%	26%	20%
Prefer not to say	2%	2%	2%	1%	1%	1%	5%	3%	2%	2%	-	0%	1%
<b>Net: Agree</b>	57%	57%	52%	56%	62%	61%	AE.AF.AG 54%	52%	60%	57%	38%	44%	50%
<b>Net: Disagree</b>	22%	23%	22%	20%	23%	23%	22%	22%	21%	24%	36%	38%	30%

### PEC\_Q8. If you were looking to invest money, how likely, if at all, would you be to consider investing in the cannabis industry?

Unweighted base	1269	960	362	241	308	189	169	401	637	224	7	345	552
<b>Base: All US Adults</b>	1269	964	367	239	310	182	172	403	637	222	8	344	550
Very likely	20%	17%	21%	24%	20%	23%	12%	24%	16%	24%	15%	41%	36%
Somewhat likely	25%	25%	27%	27%	26%	27%	16%	28%	25%	20%	46%	40%	31%
Not very likely	19%	20%	15%	22%	18%	20%	23%	18%	20%	17%	15%	13%	16%
Not at all likely	32%	35%	33%	24%	35%	30%	40%	26%	35%	36%	11%	6%	16%

**YouGov RealTime**  
**CBD**

US\_nat\_internal Sample: 5th - 8th April 2019



	Gender		Generation							Region				White
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
Total		A	**			D,E	D,E,F*	**	**					
Prefer not to say	3%	3%	4%	6%	4%	5%	1%	1%	-	2%	3%	3%	5%	2%
			**	F	F		*	**	**					

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, AM, AN, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

**YouGov RealTime**  
**CBD**

US\_nat\_internal Sample: 5th - 8th April 2019



	Race			Education				Marital Status					Children unde	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
			*					Z.AA	**	AA	X.Z.AA*	AA	*	
Prefer not to say	3%	2%	8%	7%	6%	3%	2%	1%	3%	3%	2%	5%	6%	4%
		N.O	N.O*	S.T.U					**	3%	*		*	

Cell Contents (Col



**YouGov RealTime**  
**CBD**

US\_nat\_internal Sample: 5th - 8th April 2019



	Total	r the age of 18		Income			Type of Area Lived in				Marijuana Usage	Familiarity with CBD	
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Marijuana Usage	Familiarity with CBD
Prefer not to say	3%	AB	AE		AE		AE,AG		AI	AI	**		
		3%	4%	3%	2%	0%	10%	4%	3%	3%	13%	1%	1%
			AG				AD,AE,AF,AG				**		

Cell Contents (Col