

# AMERICANS' VIEWS ON CBD PRODUCTS & MARIJUANA FOR RECREATIONAL USE

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**POLITICO**



**HARVARD**  
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# AMERICANS' VIEWS ON CBD PRODUCTS & MARIJUANA FOR RECREATIONAL USE

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## SUMMARY

This report examines the public's views on two issues being debated in the U.S. today. The first issue is regulation of CBD (cannabidiol) products. CBD is a substance produced by the cannabis family of plants, but is not psychoactive, meaning it does not cause the "high" associated with marijuana. The second issue is regulation of marijuana for recreational use.

A new poll by POLITICO and the Harvard T.H. Chan School of Public Health finds that slightly more than half of American adults (54%) are familiar with CBD products, and one in seven adults (15%) say they personally use CBD products.

Few U.S. adults who are familiar with CBD products believe they are very harmful to the people who use them (5%), and those familiar with CBD generally think such products should be available widely.

The poll asked what the future role of the Food and Drug Administration (FDA) should be in regulating the safety and effectiveness of CBD products. When it comes to safety, just over half (51%) of those familiar with such products believe that CBD products should be allowed to be sold to the public only if they have been shown to be safe by the FDA, like prescription drugs are; 45% believe consumers should be able to buy CBD products in the same way they can buy vitamins and dietary supplements – without being shown by the FDA to be safe.

When asked about the FDA's role in monitoring effectiveness, a majority (55%) of those familiar with CBD products say consumers should be able to buy such products in the same way they can buy vitamins and dietary supplements – if they think they are effective for them, without first being shown to be effective by the FDA. In contrast, 43% think CBD products should be allowed to be sold to the public only if they have been shown to be effective by the FDA, like prescription drugs are.

The poll also asked U.S. adults their views about regulation of marijuana for recreational use. A majority (62%) favors legalizing marijuana for recreational use by adults nationally. However, they also favor a number of regulations on the sale and use of recreational marijuana. In contrast to CBD products, where most adults familiar with such products favor their sale widely, about two-thirds (69%) favor limiting sales of marijuana for recreational use only to licensed stores in their state. Only 32% favor allowing use in public spaces in their neighborhood. About half (53%) favor allowing licensed stores selling marijuana for recreational use to open in their neighborhood.

Of importance, CBD products and marijuana for recreational use are seen as less harmful to the people who use them than tobacco cigarettes, e-cigarettes, and alcohol.

## PART I: AMERICANS' VIEWS ON CBD PRODUCTS

A new poll by POLITICO and the Harvard T.H. Chan School of Public Health finds that many Americans support increased regulation of CBD products. CBD, or cannabidiol, is a substance produced by the cannabis family of plants, including hemp. The production and commercial sale of CBD products, including oils, tinctures, foods, cosmetics, and creams has grown since the 2018 Farm Bill legalized hemp cultivation in the United States.<sup>1</sup> Unlike traditional cannabis or marijuana, CBD is not psychoactive, meaning it does not cause a “high.” However, CBD is often marketed to relieve pain or anxiety,<sup>2</sup> and as a sleep and beauty aid.<sup>3</sup>

When asked about their knowledge of CBD, slightly more than half (54%) of American adults say they are “very” or “somewhat” familiar with CBD products, while 46% of adults say they are not too (15%) or not at all (31%) familiar with such products. About one in seven (15%) adults say they personally use CBD products. A majority (60%) of adults who report personally using CBD products say they searched for information online or in print before trying CBD for the first time, while 39% did not.

Variations between groups in CBD use are relatively small, but two differences are of interest. More than one in five (21%) adults ages 18-29 report using CBD products, compared to just over one in ten (11%) adults age 65 or older. CBD use is greater in the Western U.S. (22%) than the Northeast (12%) or South (12%). However, men (15%) and women (16%), liberals (19%) and conservatives (14%), Republicans (13%) and Democrats (13%) use CBD at similar rates.

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<sup>1</sup> While the Farm Bill does not legalize all CBD, it removes the substance from Schedule I status if the hemp from which it is derived meets specific federal standards for cultivation, processing, and sale. Source: Hudak, John. (December 14, 2018). The Farm Bill, hemp legalization and the status of CBD: An explainer. Available at:

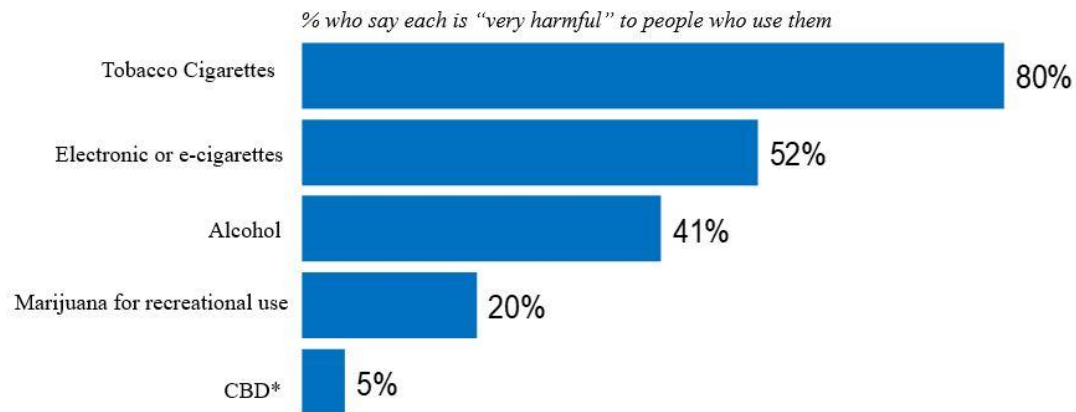
<https://www.brookings.edu/blog/fixgov/2018/12/14/the-farm-bill-hemp-and-cbd-explainer/>

<sup>2</sup> Sutton, Jandra. (January 10, 2019). “I Found the Best CBD Oil for Anxiety.” Available at: <https://greatist.com/live/best-cbd-oil-for-anxiety/#2>

<sup>3</sup> The editorial board, Marie Claire. (April 17, 2019). “10 Health Issues CBD Could Solve.” Available at: <https://www.marieclaire.com/health-fitness/a27009689/cbd-benefits-health-issues/>

As Figure 1 shows, few Americans who say they are familiar with CBD products believe they are “very harmful” to people who use such products (5%). Among all adults, including those who say they are not familiar with CBD, 8% believe CBD is “very harmful” to users; however, 56% say it is “not too” (25%) or “not at all” (31%) harmful. Notably, concern about the harmfulness of CBD is markedly lower than marijuana (20%), alcohol (41%), e-cigarettes (52%), or alcohol (80%).

**Table 1. Views on the Harmfulness of Various Products to People Who Use Them**



\*Asked of those who say they are very or somewhat familiar with CBD products.

POLITICO/Harvard T.H. Chan School of Public Health, Americans’ Views on CBD Products and Marijuana for Recreational Use, October 1-6, 2019. Base: U.S. adults.

When asked about where it should be legal for CBD products to be sold, adults familiar with CBD think such products should be widely available. Table 1 shows that a strong majority (83%) of adults familiar with CBD say it should be legal to sell CBD products at drug stores like CVS and Walgreens, and 62% say it should be legal to sell CBD products online. More than half say it should be legal to sell CBD products at grocery stores (60%), at convenience stores like 7-Eleven (56%) and at gas stations (52%).

**Table 1. Views on Where It Should Be Legal for CBD Products to Be Sold, Among Adults Familiar with CBD Products, by party**

*% who say it should be legal for CBD products to be sold in the following locations*

|                                       | <b>Total</b> | <b>Dems</b> | <b>Reps</b> | <b>Inds</b> | <b>Users*</b> |
|---------------------------------------|--------------|-------------|-------------|-------------|---------------|
| At drug stores like CVS and Walgreens | 83           | 83          | 73          | 88          | 90            |
| Online                                | 62           | 59          | 52          | 69          | 77            |
| At grocery stores                     | 60           | 49          | 56          | 69          | 74            |
| At convenience stores like 7-Eleven   | 56           | 53          | 50          | 62          | 71            |
| At gas stations                       | 52           | 43          | 49          | 59          | 62            |

POLITICO/Harvard T.H. Chan School of Public Health, Americans' Views on CBD Products and Marijuana for Recreational Use, October 1-6, 2019. Base: U.S. adults familiar with CBD products.

Not surprisingly, adults who say they personally use CBD products show stronger support than non-users for CBD availability in each location. When asked how important it is to be able to get CBD products when they want them, 57% of CBD users say it is “very” (23%) or “somewhat” (34%) important, while 43% say it is “not too” (22%) or “not at all” (21%) important.

Even though CBD products are already available across the country – in stores and online – the FDA has yet to approve any products containing CBD.<sup>4</sup> The poll asked adults how they felt about FDA oversight of CBD products as it relates to safety and efficacy. As Table 2 shows, just over half (51%) of adults familiar with CBD say CBD products should be allowed to sold to the public only if they have been shown to be safe by the FDA, like prescription drugs are. In contrast, 45% of those familiar with CBD say consumers should be able to buy CBD products in the same way they can buy vitamins and dietary supplements – without first being shown by the FDA to be safe.

**Table 2. Views on FDA Regulation of CBD Product Safety,  
Among Adults Familiar with CBD Products, by party**

|   | <b>Total<br/>familiar<br/>with CBD</b> | <b>Dems<br/>familiar<br/>with CBD</b> | <b>Reps<br/>familiar<br/>with CBD</b> | <b>Inds<br/>familiar<br/>with CBD</b> | <b>Users of<br/>CBD<br/>products</b> |
|---|--|---------------------------------------|---------------------------------------|---------------------------------------|--------------------------------------|
| CBD products should be allowed to be sold to the public only if they have been shown to be safe by the FDA, like prescription drugs are                     | <b>51</b>                              | 52                                    | 55                                    | 49                                    | <b>40</b>                            |
| Consumers should be able to buy CBD products in the same way they can buy vitamins and dietary supplements, without first being shown by the FDA to be safe | <b>45</b>                              | 43                                    | 43                                    | 48                                    | <b>56</b>                            |
| Don't know/Refused  | <b>4</b>                               | 5                                     | 2                                     | 3                                     | <b>4</b>                             |

POLITICO/Harvard T.H. Chan School of Public Health, Americans' Views on CBD Products and Marijuana for Recreational Use, October 1-6, 2019. Base: U.S. adults familiar with CBD products.

The poll also asked about a potential product ban. More than half (55%) of adults familiar with CBD say that if the FDA has evidence that a CBD product is unsafe to use, the agency should prohibit the sale of that product. Among CBD users, however, most (54%) say consumers should still be able to buy the product, regardless of FDA findings.

<sup>4</sup> U.S. Food and Drug Administration. (October 16, 2019). FDA Regulation of Cannabis and Cannabis-Derived Products, Including Cannabidiol (CBD). Available at: <https://www.fda.gov/news-events/public-health-focus/fda-regulation-cannabis-and-cannabis-derived-products-including-cannabidiol-cbd>

When asked about the FDA’s role in monitoring effectiveness, a majority (55%) of adults familiar with CBD say consumers should be able to buy CBD products in the same way they can buy vitamins and dietary supplements – if they think they are effective for them, without first being shown to be effective by the FDA. In contrast, 43% of adults familiar with CBD say such products should be allowed to be sold to the public only if they have been shown to be effective by the FDA, like prescription drugs are (Table 3).

**Table 3. Views on FDA Regulation of CBD Product Effectiveness, Among Adults Familiar with CBD Products, by party**

|  | <b>Total familiar with CBD</b> | <b>Dems familiar with CBD</b> | <b>Reps familiar with CBD</b> | <b>Inds familiar with CBD</b> | <b>Users of CBD products</b> |
|--|--------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|
| CBD products should be allowed to be sold to the public only if they have been shown to be effective by the FDA, like prescription drugs are   | <b>43</b>                      | 40                            | 51                            | 40                            | <b>32</b>                    |
| Consumers should be able to buy CBD products in the same way they can buy vitamins and dietary supplements if they think they are effective for them, without first being shown to be effective by the FDA | <b>55</b>                      | 57                            | 47                            | 59                            | <b>65</b>                    |
| Don’t know/Refused   | <b>2</b>                       | 3                             | 2                             | 1                             | <b>3</b>                     |

POLITICO/Harvard T.H. Chan School of Public Health, Americans’ Views on CBD Products and Marijuana for Recreational Use, October 1-6, 2019. Base: U.S. adults familiar with CBD products.

The poll also asked CBD users about how their consumption behaviors would change in light of FDA findings. More than three in five (62%) CBD users say that if the FDA scientifically found that the CBD product they use most often does not help people in the way that manufacturers claim, they would continue using it. Meanwhile, just over a third (36%) of CBD users say they would stop using it if the FDA showed the product they used most often was ineffective.

When it comes to advertising of CBD products, more than three-quarters (78%) of adults familiar with such products say that companies selling CBD products should only be allowed to advertise health claims that have been scientifically proven, while 19% say companies should be allowed to advertise health claims that have not been scientifically proven. These limitations are similarly supported by CBD users, 74% of whom say health claims should be scientifically proven before they are advertised.

The vast majority of those familiar with CBD also favor restrictions against selling CBD products to minors. When asked who should be allowed to buy CBD products, 82% of adults familiar with CBD say that only adults age 18 or over should be allowed to buy them. In contrast, 17% say that CBD products should be available for anyone who wants to purchase them.

Taken together, these findings suggest substantial public support for the commercial availability of CBD products.



## PART II: AMERICANS' VIEWS ON MARIJUANA FOR RECREATIONAL USE

Since Colorado and Washington State first legalized marijuana for recreational use in 2012, nine states and the District of Columbia have followed suit.<sup>5</sup> The poll found that 29% of adults say that, to the best of their knowledge, marijuana for recreational use is legal for adults in their state.<sup>6</sup> Among those who say that recreational cannabis is legal in their state, nearly two-thirds (64%) say legalizing marijuana for recreational use has been a good thing for their state. Three in ten (30%) disagree.

A strong majority (62%) of adults say they favor changing federal law to legalize marijuana for recreation use for adults nationally. Republicans (45%) are less likely to support federal legalization than Democrats (67%) or Independents (69%). Over time, as shown by a Gallup Poll trend, public support for legalizing the use of marijuana has risen from 25% in 1979 to 44% in 2009 to more than six in ten in 2019.<sup>7</sup>

However, support does not come without some reservation. When asked whether they believe the number of car accidents would increase if marijuana for recreational use were made legal nationally, most adults (56%) believe car accident rates would stay about the same. A third (33%) of adults, however, believe car accidents would increase, while less than one in ten (9%) say car accidents would decrease.

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<sup>5</sup> *Governing* magazine. (June 25, 2019). State Marijuana Laws in 2019 Map. Available at: <https://www.governing.com/gov-data/safety-justice/state-marijuana-laws-map-medical-recreational.html>

<sup>6</sup> Using 2018 population estimates from the U.S. Census Bureau, this represents approximately 28.4% of the nation's population U.S. Census Bureau. (December 19, 2018). 2018 National and State Population Estimates. Available at: <https://www.census.gov/newsroom/press-kits/2018/pop-estimates-national-state.html>

<sup>7</sup> Gallup Poll, Illegal Drugs, <https://news.gallup.com/poll/1657/Illegal-Drugs.aspx>

**Table 4. Views on Regulating the Sale and Consumption of Marijuana for Recreational Use, by party**

*% who favor each measure, or say it should be allowed*

|  | Total | Dems | Reps | Inds |
|--|-------|------|------|------|
| Limiting the sale of marijuana for recreational use only to licensed stores in their state     | 69    | 71   | 59   | 74   |
| Allowing a licensed store selling marijuana for recreational use to open in their neighborhood | 53    | 59   | 35   | 61   |
| Allowing adults to use marijuana in public spaces in their neighborhood                        | 32    | 33   | 23   | 36   |
| Legally allowing cannabis bars in their state  | 52    | 56   | 42   | 55   |

POLITICO/Harvard T.H. Chan School of Public Health, Americans' Views on CBD Products and Marijuana for Recreational Use, October 1-6, 2019. Base: U.S. adults.

The poll also asked a series of questions about regulations on the sale and consumption of recreational marijuana. As Table 4 shows, more than two-thirds (69%) of adults favor limiting the sale of marijuana for recreational use only to licensed stores in their state, while 29% oppose this measure. Even though support drops when asked about their specific neighborhood, slightly more than half (53%) of adults say they favor allowing a licensed store to sell marijuana for recreational use in their neighborhood, while 44% say they oppose this.

When asked about where consumption should be allowed, Americans have clear ideas about appropriate and inappropriate spaces. Two-thirds (66%) of adults say they oppose allowing adults to use marijuana in public spaces in their neighborhoods, while less than a third (32%) say they would favor this approach. However, a majority of Americans favor a new approach to consuming marijuana outside of one's home, pioneered by states like California and Colorado.

On October 1, Lowell Farms in Los Angeles opened as the first cannabis café in the country, allowing customers to smoke locally grown marijuana at their tables.<sup>8</sup> Colorado recently adopted a similar law in May 2019 and states like Massachusetts are currently considering what they call "cannabis cafes." These laws allow adults to legally consume cannabis outside of their homes, in much the same way that traditional bars allow adults to drink alcohol in spaces open to the public. The poll asked adults in the U.S. whether cannabis bars – public places where adults can consume marijuana for recreational use outside of their homes – should be legally allowed in their state. Slightly more than half (52%) say cannabis bars should be allowed, while 46% say they should not be allowed.

Republicans and Democrats differ in their views about the regulation of cannabis in two important ways. First, a strong majority (64%) of Republicans oppose allowing licensed stores to sell marijuana for recreational use in their neighborhoods. In contrast, 59% of Democrats favor local dispensaries. Second, a majority of Republicans (54%) also believe that cannabis bars should not be legally allowed in their state, while 56% of Democrats feel they should be.

<sup>8</sup> Kim, Allen. (October 1, 2019). "The first cannabis café in the United States opens." Available at: <https://www.cnn.com/travel/article/cannabis-cafe-lowell-farms-trnd/index.html>

When asked whether a congressional candidate's support for making marijuana for recreational use legal for adults nationwide would affect their vote, a majority (56%) of Americans say it would not make a difference. About equal proportions say it would make them more likely (21%) or less likely to vote for such a candidate (23%). Republicans (37%) are more likely than Democrats (13%) to say it would decrease their support for a candidate.

Given that most Americans are not very concerned about harmful effects of marijuana for recreational use, we are likely to see legalization efforts expanded at both the federal and state levels.

## METHODOLOGY

The results are based on polling conducted by *Politico* and Harvard T.H. Chan School of Public Health. Representatives of the two organizations worked closely to develop the survey questionnaires and analyze the results of the polls. *Politico* and Harvard T.H. Chan School of Public Health paid for the surveys and related expenses.

The project team was led by Robert J. Blendon, Sc.D., Richard L. Menschel Professor of Health Policy and Political Analysis at Harvard T.H. Chan School of Public Health, and Joanne Kenen, Executive Editor, Health Care at *Politico/Politico Pro*. The Harvard research team also included John M. Benson and Caitlin L. McMurtry.

Interviews were conducted with a nationally representative sample of 1,007 randomly selected adults, ages 18 and older, via telephone (including cell phones and landlines) by SSRS of Glen Mills, Pennsylvania. The interviewing period was October 1-6, 2019. The data were weighted to reflect the demographics of the national adult population as described by the U.S. Census.

When interpreting these findings, one should recognize that all surveys are subject to sampling error. Results may differ from what would be obtained if the whole U.S. adult population had been interviewed. The margin of error for the full sample is  $\pm 3.4$  percentage points.

|   | Number of interviews (unweighted) | Margin of error at the 95% confidence level (percentage points) | Weighted % of total sample |
|---|-----------------------------------|---|----------------------------|
| <b>Total adults</b>                         | 1,007                             | +/-3.4  | 100                        |
| Very or somewhat familiar with CBD products | 550                               | +/-4.6  | 54                         |
| Use CBD products                            | 151                               | +/-8.9  | 15                         |
| Half-sample A                               | 499                               | +/-4.9  | 50                         |
| Half-sample B                               | 508                               | +/-4.9  | 50                         |

Possible sources of non-sampling error include non-response bias, as well as question wording and ordering effects. Non-response in telephone surveys produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population. To compensate for these known biases and for variations in probability of selection within and across households, sample data are weighted by household size, cell phone/landline use and demographics (sex, age, race/ethnicity, education, and region) to reflect the true population. Other techniques, including random-digit dialing, replicate subsamples, and systematic respondent selection within households, are used to ensure that the sample is representative.

## ***Politico*/Harvard T.H. Chan School of Public Health Poll**

# **AMERICANS' VIEWS ON CBD PRODUCTS AND MARIJUANA FOR RECREATIONAL USE**

This survey was conducted for *Politico* and Harvard T.H. Chan School of Public Health via telephone by SSRS, an independent research company. Interviews were conducted via telephone (cell phone and landline) **October 1 – 6, 2019**, among a nationally representative sample of **1,007 U.S. adults**.

The margin of error for total respondents is  $\pm 3.4$  percentage points at the 95% confidence level.

More information about SSRS can be obtained by visiting [www.ssrs.com](http://www.ssrs.com).

### **CBD Products**

Now, I would like to ask you some questions about CBD products, including oils, tinctures, foods, cosmetics, and creams. CBD is a substance produced by the cannabis family of plants. CBD is not psycho-active, meaning it does not cause the “high” associated with marijuana.

POLQ1. How familiar are you with CBD products?

|              | <b><i>Total<br/>familiar<br/>(net)</i></b> | <b><i>Total<br/>unfamiliar<br/>(net)</i></b> | <b>Very<br/>familiar</b> | <b>Somewhat<br/>familiar</b> | <b>Not too<br/>familiar</b> | <b>Not at all<br/>familiar</b> | <b>Don't<br/>know/<br/>Refused</b> |
|--------------|--|--|--------------------------|------------------------------|-----------------------------|--------------------------------|------------------------------------|
| <b>Total</b> | <b>54</b>                                  | <b>46</b>                                    | <b>19</b>                | <b>35</b>                    | <b>15</b>                   | <b>31</b>                      | <b>*</b>                           |
| Dems         | <b>53</b>                                  | <b>45</b>                                    | 19                       | 34                           | 13                          | 32                             | 2                                  |
| Reps         | <b>51</b>                                  | <b>48</b>                                    | 15                       | 36                           | 14                          | 34                             | 1                                  |
| Inds         | <b>57</b>                                  | <b>43</b>                                    | 21                       | 36                           | 16                          | 27                             | -                                  |

**(Asked of those very or somewhat familiar with CBD products, n=550)**

POLQ2. Do you, personally, use CBD products, or not?

### **POLQ1/POLQ2 Combo Table Based on Total Respondents**

|   | <b>Total</b> | <b>Dems</b> | <b>Reps</b> | <b>Inds</b> |
|---|--------------|-------------|-------------|-------------|
| Personally use CBD products                               | <b>15</b>    | 13          | 13          | 18          |
| Familiar with CBD products, but do not use them           | <b>39</b>    | 40          | 38          | 39          |
| Not asked – Not too/not at all familiar with CBD products | <b>46</b>    | 45          | 48          | 43          |
| Don't know/Refused  | <b>*</b>     | 2           | 1           | -           |

**(Asked of those who use CBD products, n=151)**

POLQ3. Did you search for information either online or in print before you tried CBD for the first time, or did you not do that?

|                              | <b>Yes</b> | <b>No</b> | <b>Don't know/<br/>Refused</b> |
|------------------------------|------------|-----------|--------------------------------|
| <b>Users of CBD products</b> | 60         | 39        | 1                              |

POLQ4. In general, how harmful do you feel each of the following is to people who use it? Would you say (INSERT ITEM) (are/is) very harmful, somewhat harmful, not too harmful, or not at all harmful?

a. Tobacco cigarettes

|              | <b>Very harmful</b> | <b>Somewhat harmful</b> | <b>Not too harmful</b> | <b>Not at all harmful</b> | <b>Don't know/<br/>Refused</b> |
|--------------|---------------------|-------------------------|------------------------|---------------------------|--------------------------------|
| <b>Total</b> | <b>80</b>           | <b>15</b>               | <b>2</b>               | <b>2</b>                  | <b>1</b>                       |
| Dems         | 83                  | 11                      | 2                      | 2                         | 2                              |
| Reps         | 79                  | 18                      | 1                      | 2                         | *                              |
| Inds         | 79                  | 16                      | 3                      | 2                         | -                              |

b. Electronic or e-cigarettes

|              | <b>Very harmful</b> | <b>Somewhat harmful</b> | <b>Not too harmful</b> | <b>Not at all harmful</b> | <b>Don't know/<br/>Refused</b> |
|--------------|---------------------|-------------------------|------------------------|---------------------------|--------------------------------|
| <b>Total</b> | <b>52</b>           | <b>31</b>               | <b>7</b>               | <b>4</b>                  | <b>6</b>                       |
| Dems         | 55                  | 27                      | 10                     | 5                         | 3                              |
| Reps         | 57                  | 32                      | 5                      | 2                         | 4                              |
| Inds         | 48                  | 34                      | 7                      | 4                         | 7                              |

c. Marijuana for recreational use

|              | <b>Very harmful</b> | <b>Somewhat harmful</b> | <b>Not too harmful</b> | <b>Not at all harmful</b> | <b>Don't know/<br/>Refused</b> |
|--------------|---------------------|-------------------------|------------------------|---------------------------|--------------------------------|
| <b>Total</b> | <b>20</b>           | <b>31</b>               | <b>26</b>              | <b>20</b>                 | <b>3</b>                       |
| Dems         | 18                  | 26                      | 33                     | 18                        | 5                              |
| Reps         | 23                  | 39                      | 19                     | 15                        | 4                              |
| Inds         | 19                  | 31                      | 26                     | 23                        | 1                              |

(Those very or somewhat familiar with CBD products, total n=550; those who use CBD products; n=151)

d. CBD

|                                | Very harmful | Somewhat harmful | Not too harmful | Not at all harmful | Don't know/Refused |
|--------------------------------|--------------|------------------|-----------------|--------------------|--------------------|
| <b>Total adults</b>            | <b>8</b>     | <b>18</b>        | <b>25</b>       | <b>31</b>          | <b>18</b>          |
| <b>Total familiar with CBD</b> | <b>5</b>     | <b>15</b>        | <b>28</b>       | <b>46</b>          | <b>6</b>           |
| Dems familiar with CBD         | 4            | 13               | 32              | 42                 | 9                  |
| Reps familiar with CBD         | 4            | 19               | 26              | 46                 | 5                  |
| Inds familiar with CBD         | 4            | 15               | 26              | 49                 | 6                  |
| <b>Users of CBD products</b>   | <b>1</b>     | <b>11</b>        | <b>24</b>       | <b>61</b>          | <b>3</b>           |

e. Alcohol

|              | Very harmful | Somewhat harmful | Not too harmful | Not at all harmful | Don't know/Refused |
|--------------|--------------|------------------|-----------------|--------------------|--------------------|
| <b>Total</b> | <b>41</b>    | <b>45</b>        | <b>10</b>       | <b>2</b>           | <b>2</b>           |
| Dems         | 41           | 44               | 11              | 3                  | 1                  |
| Reps         | 38           | 48               | 10              | 2                  | 2                  |
| Inds         | 42           | 45               | 9               | 2                  | 2                  |

Currently, the U.S. Food and Drug Administration or FDA regulates prescription drugs to determine if they are safe and effective, before manufacturers can make health claims and sell the drugs. However, the FDA does not regulate vitamins and dietary supplements in this way.

**(Those very or somewhat familiar with CBD products, total n=550; those who use CBD products; n=151)**

POLQ5. First I'm going to ask you a question about safety. Which of the following statements comes closer to your own view?

|   | <b>Total familiar with CBD</b> | <b>Dems familiar with CBD</b> | <b>Reps familiar with CBD</b> | <b>Inds familiar with CBD</b> | <b>Users of CBD products</b> |
|---|--------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|
| CBD products should be allowed to be sold to the public only if they have been shown to be safe by the FDA, like prescription drugs are                     | <b>51</b>                      | 52                            | 55                            | 49                            | <b>40</b>                    |
| Consumers should be able to buy CBD products in the same way they can buy vitamins and dietary supplements, without first being shown by the FDA to be safe | <b>45</b>                      | 43                            | 43                            | 48                            | <b>56</b>                    |
| Don't know/Refused  | <b>4</b>                       | 5                             | 2                             | 3                             | <b>4</b>                     |

**(Those very or somewhat familiar with CBD products, total n=550; those who use CBD products, n=151)**

POLQ6. Now I'm going to ask you a question about effectiveness. Which of the following statements comes closer to your own view?

|  | <b>Total familiar with CBD</b> | <b>Dems familiar with CBD</b> | <b>Reps familiar with CBD</b> | <b>Inds familiar with CBD</b> | <b>Users of CBD products</b> |
|--|--------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|
| CBD products should be allowed to be sold to the public only if they have been shown to be effective by the FDA, like prescription drugs are   | <b>43</b>                      | 40                            | 51                            | 40                            | <b>32</b>                    |
| Consumers should be able to buy CBD products in the same way they can buy vitamins and dietary supplements if they think they are effective for them, without first being shown to be effective by the FDA | <b>55</b>                      | 57                            | 47                            | 59                            | <b>65</b>                    |
| Don't know/Refused   | <b>2</b>                       | 3                             | 2                             | 1                             | <b>3</b>                     |



**(Asked of those who use CBD products, n=151)**

POLQ7. If the FDA scientifically found that the CBD product you use most often does not help people in the way manufacturers claim, do you think you would stop using it, or would you continue using it?

|                              | <b>Stop using it</b> | <b>Continue using it</b> | <b>Don't know/Refused</b> |
|------------------------------|----------------------|--------------------------|---------------------------|
| <b>Users of CBD products</b> | 36                   | 62                       | 2                         |

**(Those very or somewhat familiar with CBD products, total n=550; those who use CBD products, n=151)**

POLQ8. If the FDA has evidence that a CBD product is unsafe to use, do you think it should prohibit the sale of that product, or should consumers still be able to buy the product?

|                                | <b>Prohibit the sale</b> | <b>Should still be able to buy the product</b> | <b>Don't know/Refused</b> |
|--------------------------------|--------------------------|--|---------------------------|
| <b>Total familiar with CBD</b> | <b>55</b>                | <b>43</b>                                      | <b>2</b>                  |
| Dems familiar with CBD         | 58                       | 40   | 2                         |
| Reps familiar with CBD         | 61                       | 38   | 1                         |
| Inds familiar with CBD         | 50                       | 48   | 2                         |
| <b>Users of CBD products</b>   | 45                       | 54   | 1                         |

**(Those very or somewhat familiar with CBD products, total n=550; those who use CBD products, n=151)**

POLQ9. Should companies that sell CBD products be allowed to (advertise health claims that have not been scientifically proven), or should they only be allowed to (advertise health claims that have been scientifically proven)?

|   | <b>Total familiar with CBD</b> | <b>Dems familiar with CBD</b> | <b>Reps familiar with CBD</b> | <b>Inds familiar with CBD</b> | <b>Users of CBD products</b> |
|---|--------------------------------|-------------------------------|-------------------------------|-------------------------------|------------------------------|
| Be allowed to advertise health claims that have not been scientifically proven  | <b>19</b>                      | 22                            | 16                            | 19                            | <b>20</b>                    |
| Only be allowed to advertise health claims that have been scientifically proven | <b>78</b>                      | 76                            | 84                            | 76                            | <b>74</b>                    |
| Don't know/Refused  | <b>3</b>                       | 2                             | *                             | 5                             | <b>6</b>                     |

**(Those very or somewhat familiar with CBD products, total n=550; those who use CBD products, n=151)**

POLQ10. For you personally, how important is it to be able to get CBD products if you want them?

|                                | <b>Very important</b> | <b>Somewhat important</b> | <b>Not too important</b> | <b>Not at all important</b> | <b>Don't know/Refused</b> |
|--------------------------------|-----------------------|---------------------------|--------------------------|-----------------------------|---------------------------|
| <b>Total familiar with CBD</b> | <b>23</b>             | <b>34</b>                 | <b>22</b>                | <b>21</b>                   | <b>*</b>                  |
| Dems familiar with CBD         | 21                    | 32                        | 23                       | 23                          | 1                         |
| Reps familiar with CBD         | 20                    | 38                        | 24                       | 18                          | *                         |
| Inds familiar with CBD         | 25                    | 34                        | 21                       | 20                          | *                         |
| <b>Users of CBD products</b>   | <b>38</b>             | <b>42</b>                 | <b>16</b>                | <b>4</b>                    | <b>*</b>                  |

**(Those very or somewhat familiar with CBD products, total n=550; those who use CBD products, n=151)**

POLQ11. Do you think it should be legal or not legal for CBD products to be sold (INSERT ITEM)?  
How about (INSERT ITEM)?

a. Online

|                                | <b>Legal</b> | <b>Not legal</b> | <b>Don't know/Refused</b> |
|--------------------------------|--------------|------------------|---------------------------|
| <b>Total familiar with CBD</b> | <b>62</b>    | <b>36</b>        | <b>2</b>                  |
| Dems familiar with CBD         | 59           | 39               | 2                         |
| Reps familiar with CBD         | 52           | 45               | 3                         |
| Inds familiar with CBD         | 69           | 29               | 2                         |
| <b>Users of CBD products</b>   | <b>77</b>    | <b>23</b>        | <b>*</b>                  |

b. At convenience stores like 7-11

|                                | <b>Legal</b> | <b>Not legal</b> | <b>Don't know/Refused</b> |
|--------------------------------|--------------|------------------|---------------------------|
| <b>Total familiar with CBD</b> | <b>56</b>    | <b>42</b>        | <b>2</b>                  |
| Dems familiar with CBD         | 53           | 46               | 1                         |
| Reps familiar with CBD         | 50           | 47               | 3                         |
| Inds familiar with CBD         | 62           | 37               | 1                         |
| <b>Users of CBD products</b>   | <b>71</b>    | <b>29</b>        | <b>-</b>                  |

c. At gas stations

|                                | <b>Legal</b> | <b>Not legal</b> | <b>Don't know/Refused</b> |
|--------------------------------|--------------|------------------|---------------------------|
| <b>Total familiar with CBD</b> | <b>52</b>    | <b>46</b>        | <b>2</b>                  |
| Dems familiar with CBD         | 43           | 54               | 3                         |
| Reps familiar with CBD         | 49           | 51               | *                         |
| Inds familiar with CBD         | 59           | 38               | 3                         |
| <b>Users of CBD products</b>   | <b>62</b>    | <b>38</b>        | <b>*</b>                  |

- d. At drug stores like CVS and Walgreens

|                                | <b>Legal</b> | <b>Not legal</b> | <b>Don't know/<br/>Refused</b> |
|--------------------------------|--------------|------------------|--------------------------------|
| <b>Total familiar with CBD</b> | <b>83</b>    | <b>16</b>        | <b>1</b>                       |
| Dems familiar with CBD         | 83           | 15               | 2                              |
| Reps familiar with CBD         | 73           | 25               | 2                              |
| Inds familiar with CBD         | 88           | 11               | 1                              |
| <b>Users of CBD products</b>   | <b>90</b>    | <b>10</b>        | <b>-</b>                       |

- e. At grocery stores

|                                | <b>Legal</b> | <b>Not legal</b> | <b>Don't know/<br/>Refused</b> |
|--------------------------------|--------------|------------------|--------------------------------|
| <b>Total familiar with CBD</b> | <b>60</b>    | <b>38</b>        | <b>2</b>                       |
| Dems familiar with CBD         | 49           | 48               | 3                              |
| Reps familiar with CBD         | 56           | 43               | 1                              |
| Inds familiar with CBD         | 69           | 29               | 2                              |
| <b>Users of CBD products</b>   | <b>74</b>    | <b>25</b>        | <b>1</b>                       |

**(Those very or somewhat familiar with CBD products, total n=550; those who use CBD products, n=151)**

POLQ12. Currently there are no age restrictions on who can buy CBD products. Do you think that (only adults age 18 or over should be allowed to buy CBD products), or (CBD products should be available for anyone who wants to buy them)?

|                                | <b>Only adults 18<br/>or over</b> | <b>Anyone who<br/>wants them</b> | <b>Don't know/<br/>Refused</b> |
|--------------------------------|-----------------------------------|----------------------------------|--------------------------------|
| <b>Total familiar with CBD</b> | <b>82</b>                         | <b>17</b>                        | <b>1</b>                       |
| Dems familiar with CBD         | 85                                | 14                               | 1                              |
| Reps familiar with CBD         | 83                                | 16                               | 1                              |
| Inds familiar with CBD         | 78                                | 21                               | 1                              |
| <b>Users of CBD products</b>   | <b>76</b>                         | <b>24</b>                        | <b>-</b>                       |

## **Marijuana for Recreational Use**

Now, I would like to ask you some questions about marijuana, also called cannabis.

POLQ13. To the best of your knowledge, is marijuana for recreational use legal for adults in your state, or not?

|              | <b>Legal</b> | <b>Not legal</b> | <b>Don't know/<br/>Refused</b> |
|--------------|--------------|------------------|--------------------------------|
| <b>Total</b> | <b>29</b>    | <b>61</b>        | <b>10</b>                      |
| Dems         | 33           | 56               | 11                             |
| Reps         | 27           | 64               | 9                              |
| Inds         | 27           | 65               | 8                              |

**(Asked of those who say marijuana for recreational use is legal for adults in their state, n=300)**

POLQ14. In your opinion, has legalizing marijuana for recreational use in your state been a (good) thing or a (bad) thing?

|              | <b>Good thing</b> | <b>Bad thing</b> | <b>Don't know/<br/>Refused</b> |
|--------------|-------------------|------------------|--------------------------------|
| <b>Total</b> | <b>64</b>         | <b>30</b>        | <b>6</b>                       |
| Dems         | 78                | 17               | 5                              |
| Reps         | 45                | 47               | 8                              |
| Inds         | 64                | 31               | 5                              |

POLQ15. Although marijuana for recreational use is legal in some states, it is NOT legal nationally. Do you favor or oppose changing FEDERAL law to legalize marijuana for recreational use for adults nationally?

|              | <b>Favor</b> | <b>Oppose</b> | <b>Don't know/<br/>Refused</b> |
|--------------|--------------|---------------|--------------------------------|
| <b>Total</b> | <b>62</b>    | <b>35</b>     | <b>3</b>                       |
| Dems         | 67           | 31            | 2                              |
| Reps         | 45           | 51            | 4                              |
| Inds         | 69           | 28            | 3                              |

POLQ16. If marijuana for recreational use is made legal nationally, do you think the number of car accidents will increase, decrease, or stay about the same?

|              | <b>Increase</b> | <b>Decrease</b> | <b>Stay about<br/>the same</b> | <b>Don't know/<br/>Refused</b> |
|--------------|-----------------|-----------------|--------------------------------|--------------------------------|
| <b>Total</b> | <b>33</b>       | <b>9</b>        | <b>56</b>                      | <b>2</b>                       |
| Dems         | 26              | 9               | 62                             | 3                              |
| Reps         | 45              | 7               | 45                             | 3                              |
| Inds         | 30              | 9               | 59                             | 2                              |

**(Asked of half-sample A, n=499)**

POLQ17. Some people have proposed the creation of cannabis bars – that is, public places where adults can consume marijuana for recreational use outside of their homes. Do you think cannabis bars should be legally allowed in your state, or not?

|              | <b>Allowed</b> | <b>Not allowed</b> | <b>Don't know/<br/>Refused</b> |
|--------------|----------------|--------------------|--------------------------------|
| <b>Total</b> | <b>52</b>      | <b>46</b>          | <b>2</b>                       |
| Dems         | 56             | 43                 | 1                              |
| Reps         | 42             | 54                 | 4                              |
| Inds         | 55             | 43                 | 2                              |

**(Asked of half-sample A, n=499)**

POLQ18. Do you favor or oppose limiting the sale of marijuana for recreational use only to licensed stores in your state?

|              | <b>Favor</b> | <b>Oppose</b> | <b>Don't know/<br/>Refused</b> |
|--------------|--------------|---------------|--------------------------------|
| <b>Total</b> | <b>69</b>    | <b>29</b>     | <b>2</b>                       |
| Dems         | 71           | 25            | 4                              |
| Reps         | 59           | 36            | 5                              |
| Inds         | 74           | 25            | 1                              |

**(Asked of half-sample B, n=508)**

POLQ19. Do you favor or oppose allowing a licensed store selling marijuana for recreational use to open in your neighborhood?

|              | <b>Favor</b> | <b>Oppose</b> | <b>Don't know/<br/>Refused</b> |
|--------------|--------------|---------------|--------------------------------|
| <b>Total</b> | <b>53</b>    | <b>44</b>     | <b>3</b>                       |
| Dems         | 59           | 38            | 3                              |
| Reps         | 35           | 64            | 1                              |
| Inds         | 61           | 37            | 2                              |

**(Asked of half-sample B, n=508)**

POLQ20. Do you favor or oppose allowing adults to use marijuana in public spaces in your neighborhood?

|              | <b>Favor</b> | <b>Oppose</b> | <b>Don't know/<br/>Refused</b> |
|--------------|--------------|---------------|--------------------------------|
| <b>Total</b> | <b>32</b>    | <b>66</b>     | <b>2</b>                       |
| Dems         | 33           | 65            | 2                              |
| Reps         | 23           | 75            | 2                              |
| Inds         | 36           | 61            | 3                              |

**(Asked of half-sample B, n=508)**

POLQ21. If a candidate for Congress supports making marijuana for recreational use legal for adults nationally, would that make you (more) likely or (less) likely to vote for that candidate, or wouldn't it make much difference in your vote?

|              | More likely | Less likely | No difference | Don't know/<br>Refused |
|--------------|-------------|-------------|---------------|------------------------|
| <b>Total</b> | <b>21</b>   | <b>23</b>   | <b>56</b>     | <b>*</b>               |
| Dems         | 28          | 13          | 57            | 2                      |
| Reps         | 14          | 37          | 49            | -                      |
| Inds         | 20          | 22          | 58            | -                      |

**Sample sizes and margins of error**

|  | Number of<br>interviews<br>(unweighted) | Margin of error at the<br>95% confidence level<br>(percentage points) | Weighted % of<br>total sample |
|--|---|---|-------------------------------|
| <b>Total adults</b>                            | <b>1,007</b>                            | <b>+/-3.4</b>   | <b>100</b>                    |
| Very or somewhat familiar<br>with CBD products | 550                                     | +/-4.6  | 54                            |
| Use CBD products                               | 151                                     | +/-8.9  | 15                            |
| Half-sample A                                  | 499                                     | +/-4.9  | 50                            |
| Half-sample B                                  | 508                                     | +/-4.9  | 50                            |