

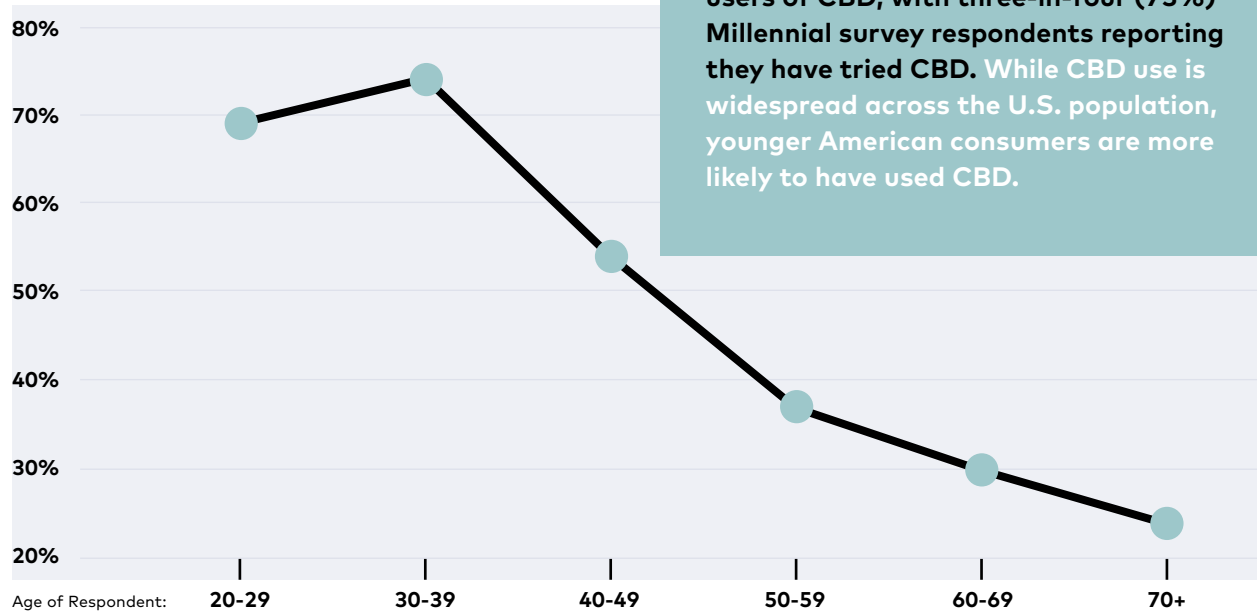
# Portrait of the American CBD Consumer

One-in-three Americans (34%) have purchased CBD products. These consumers are part of a rapidly growing CBD market that is, unbeknownst to most Americans, not regulated by the federal government.

A second look at data from Consumer Brands' report, *The Urgent Need for CBD Clarity*, shows that CBD users want the federal government to assure CBD products are safe—and they incorrectly believe this is currently happening.

## WHO IS USING CBD?

Percentage of CBD Usage by Age



### YOUNGER AMERICANS:



Millennials are the most common users of CBD, with three-in-four (73%) Millennial survey respondents reporting they have tried CBD. While CBD use is widespread across the U.S. population, younger American consumers are more likely to have used CBD.

#### Male:

57 percent of CBD users are men; 43 percent are women.



#### Parents:

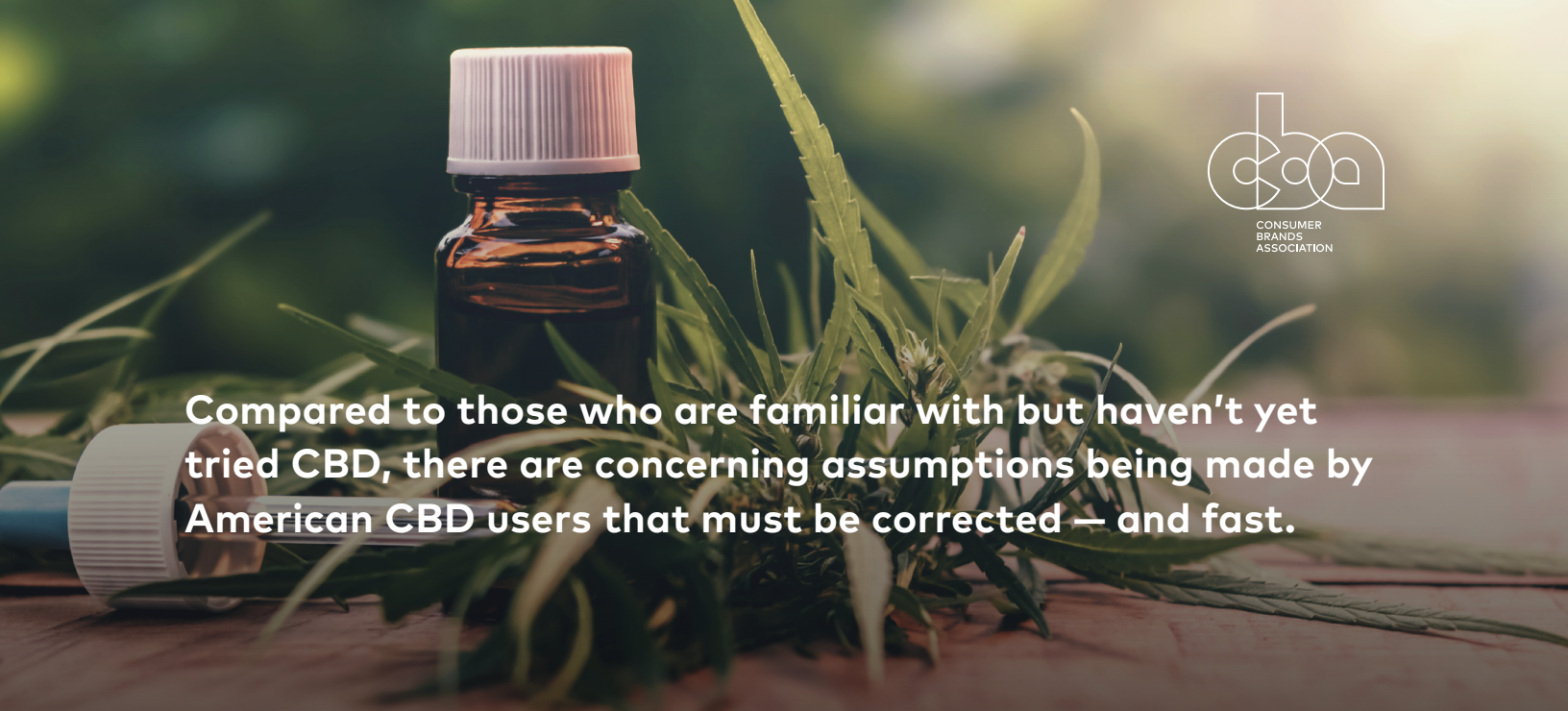
74 percent have children under 18 at home.



#### Well-educated:

63 percent of CBD users reported a bachelor's degree or higher.



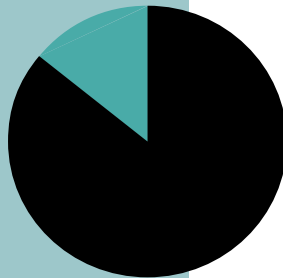


**Compared to those who are familiar with but haven't yet tried CBD, there are concerning assumptions being made by American CBD users that must be corrected — and fast.**

**CBD users are much more likely to believe that CBD is safe.**

**86%**

of CBD users feel it is safe, compared to 42 percent of non-users.



71 percent of CBD users think that consumers know enough about the benefits and risks for CBD to be widely available in stores; only 28 percent of non-users do.

**CBD users are more confused about the what it is and does.**

44 percent of CBD users believe that CBD is just another name for marijuana, compared to 34 percent of non-users. 55 percent of CBD users believe it can get a user high, compared to 45 percent of non-users.

**Powering every day.**

**CBD users assume that CBD is federally regulated.**

80 percent of CBD users believe CBD is regulated by the federal government. While not dramatically more than non-users (74%), there is a broad majority of Americans who wrongly assume federal CBD regulation exists.

**CBD users want to buy from brands they trust.**

Almost nine-in-ten (86%) CBD users would be more confident in a CBD product's safety if it were made by a large, well-known brand.

## **CBD MARKET POTENTIAL**

More and more Americans are trying CBD and the respondents who hadn't tried CBD made clear they may not stay non-users. While a combined 50 percent of non-users said they don't want to, don't have a need for it or it doesn't align with their values, the remaining half shared they hadn't tried it yet, want it to be more thoroughly tested or found it too expensive, but could all be part of the burgeoning market in the future.