

Chill out. Here's what consumers really think about CBD.

We used the **Toluna Start platform**, the world's first end-to-end, real-time consumer intelligence platform to access consumer insights about this emerging new product category. The Toluna Start platform makes it easy to analyze data.



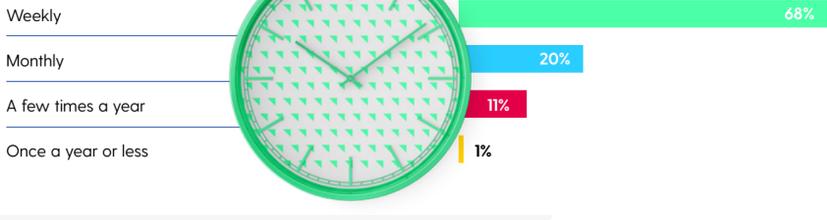
When asked how comfortable people are with having products that contain CBD in the market, they stated they are:



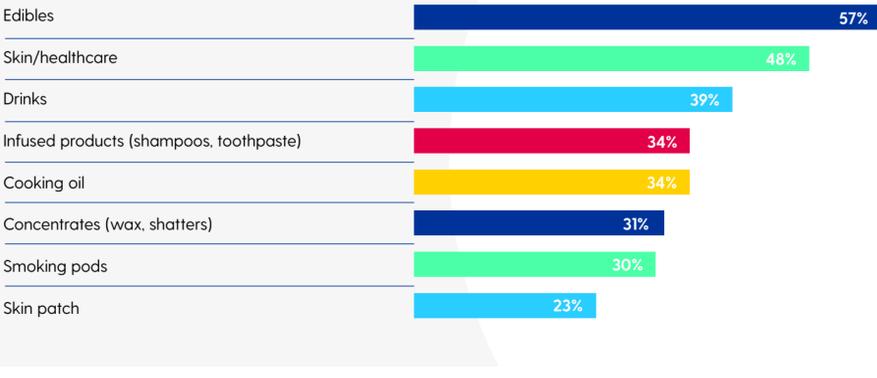
Most respondents already purchase, or are thinking about purchasing, products with CBD.



Of the people that currently purchase CBD, they purchase it:



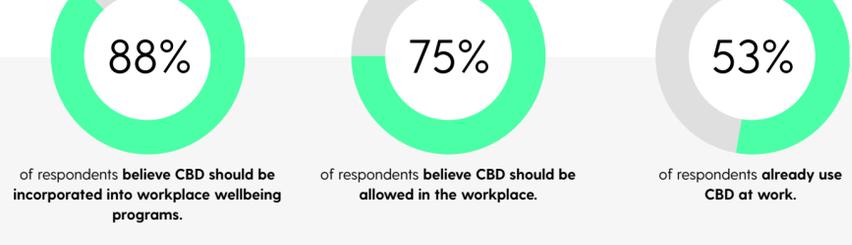
Top CBD products people are buying.



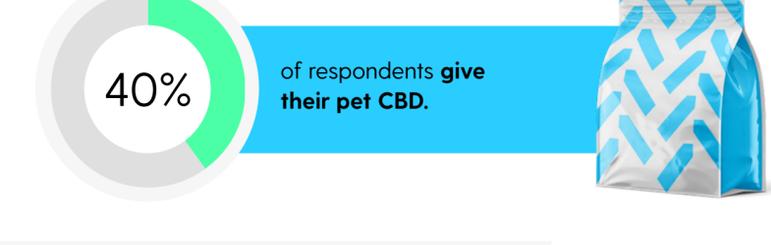
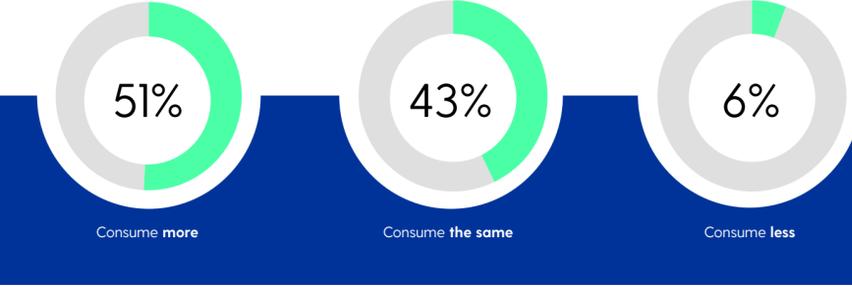
People currently taking or thinking about taking CBD desire the following benefits:



CBD in the workplace

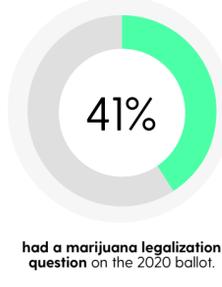
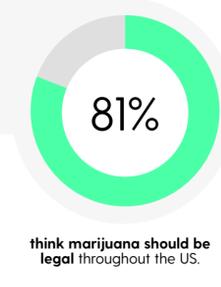
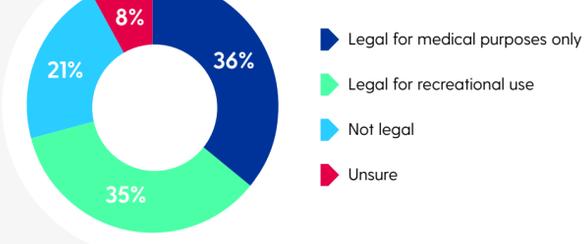


The pandemic resulted lockdowns have increased CBD consumption.



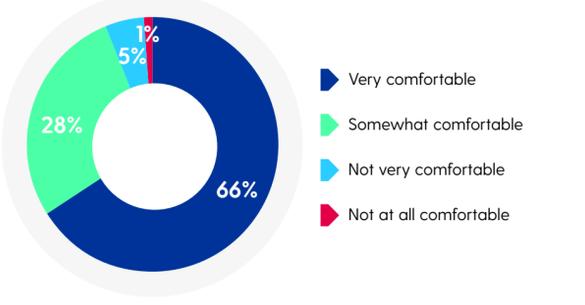
Marijuana Legalization

Is marijuana legal in the state you currently reside?

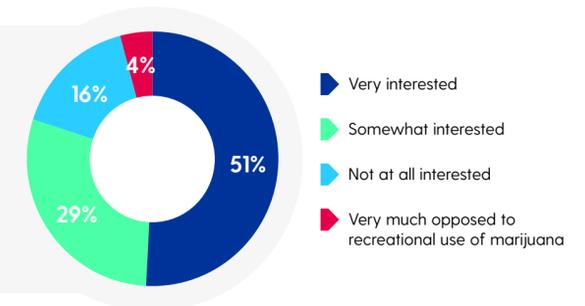


Recreational use of Marijuana

How comfortable are you having THC products in the market?



If the use of marijuana (THC) became recreationally legal, how interested are you in purchasing THC infused products?



If marijuana was recreationally legal, the following shopping experience would make respondents most comfortable



Interested in these results?

Demo the Toluna Start Platform to see how real time access to insights can work for you.