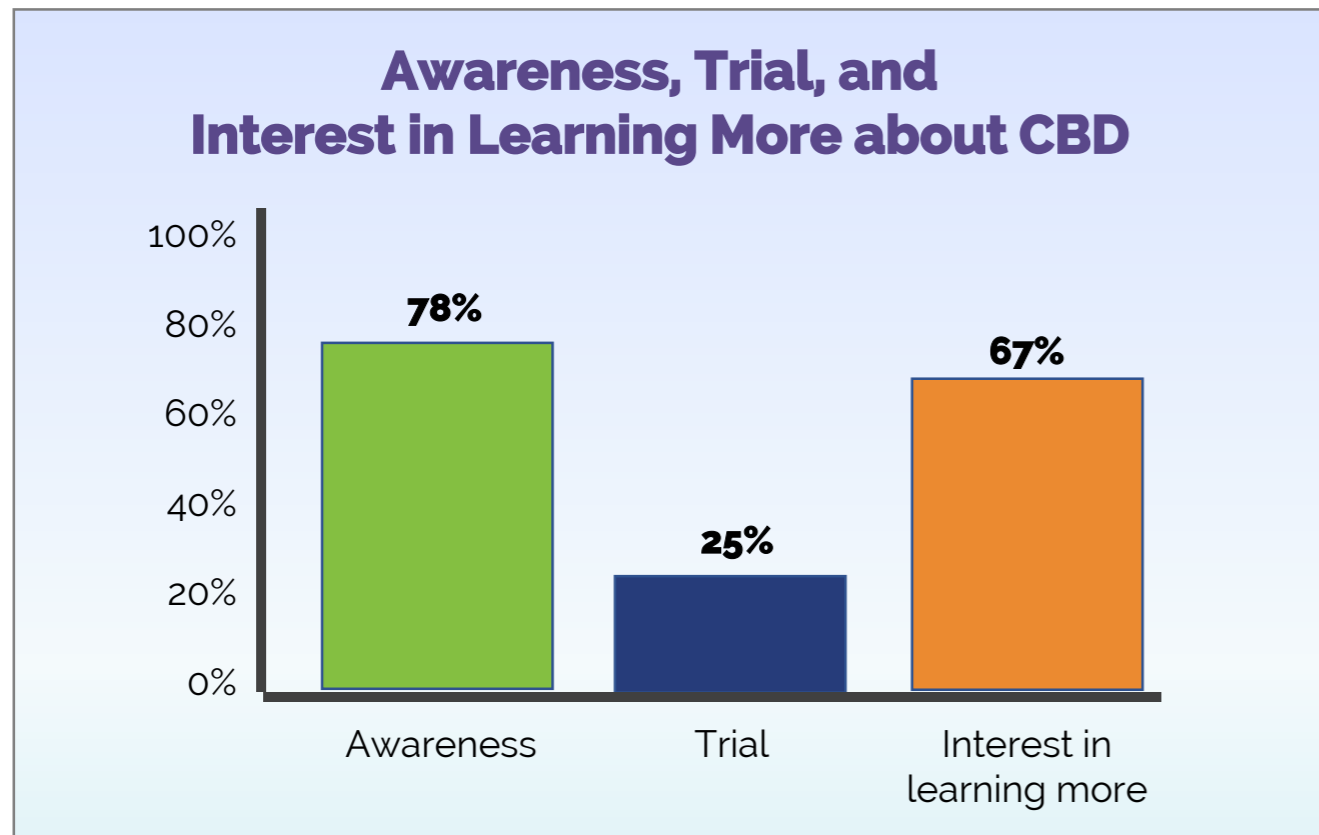
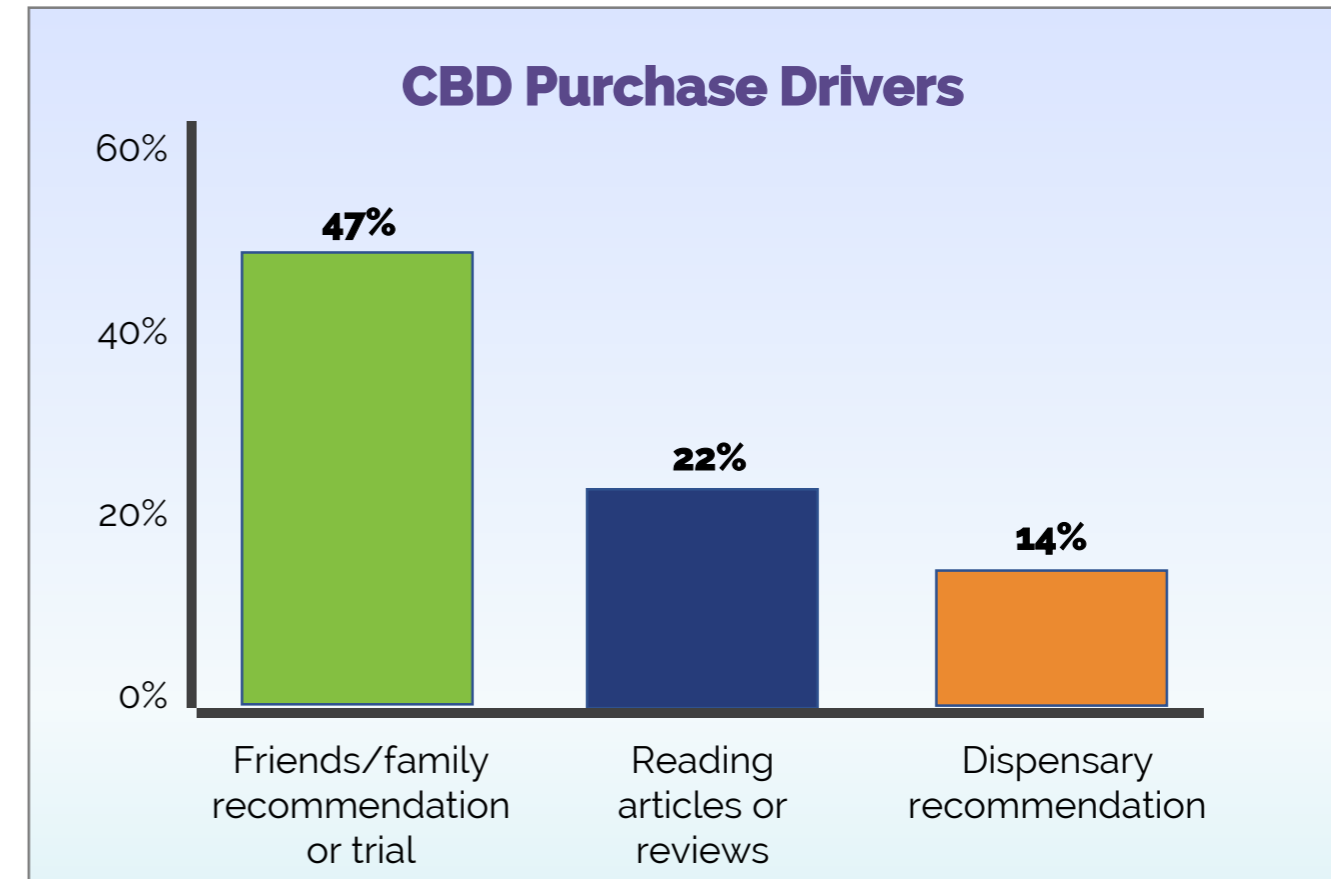


# CONSUMER AWARENESS OF CBD IS HIGH, BUT TRIAL IS LOW. FRIENDS AND FAMILY ARE EXTREMELY INFLUENTIAL IN DRIVING TRIAL IN THIS NEW CATEGORY.

- 78% of consumers are aware of CBD, but only 25% have tried it.
- 2/3 of all consumers (whether they've tried CBD or not) are interested in learning more.



- Recommendations from (or trial with) friends and family are 2x more influential than any other purchase driver.



Sample: n=1,696 consumer influencers ages 18+. NOTE: These findings represent take-aways from only 3 of 10 survey questions.

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