Cannabis & marijuana infused consumer products are now a topic of discussion for marketers

Toluna surveyed over 1000 US consumers in September 2018 to understand how they feel about this trend.

**WHAT ARE YOUR VIEWS TOWARDS CANNABIS/MARIJUANA INFUSED PRODUCTS (PRODUCTS CONTAINING CBD OIL AND/OR THC)?**

**Consumer Outlook**

- **STRONGLY SUPPORT**: 40%
- **SLIGHTLY SUPPORT**: 16%
- **NEUTRAL**: 21%
- **SLIGHTLY AGAINST**: 8%
- **STRONGLY AGAINST**: 15%

**WE ASKED RESPONDENTS IF THEY THINK CANNABIS/MARIJUANA INFUSED PRODUCTS ARE SAFE.**

- Answered Yes: 46%
- Said they think they are safe: 36%

**WE ASKED RESPONDENTS IF THEY WOULD BE WILLING TO TRY HYGIENIC PRODUCTS THAT CONTAIN CANNABIS/MARIJUANA.**

- Said they would be willing to utilize products like soap or shampoo that contain cannabis or marijuana: 36%

**WHAT TYPES OF CONSUMER PRODUCT(S) CONTAINING CANNABIS/MARIJUANA WOULD YOU BE WILLING TO UTILIZE OR DO YOU CURRENTLY UTILIZE?**

- Beauty Products (i.e. lotion, cosmetics, etc.): 36%
- Hygienic Products (i.e. soap, shampoo, etc.): 32%
- Beverages (i.e. beer, coffee, tea, etc.): 39%
- Alternative Medicine Product (i.e. balms, sleep oils, pain relievers, etc.): 51%
- None, I wouldn’t use consumer products that contained cannabis: 31%

**IF TRADITIONAL SOFT DRINK COMPANIES STARTED OFFERING CANNABIS/MARIJUANA INFUSED DRINKS, WHAT TYPE OF VIEW WOULD YOU HAVE ON THOSE BRANDS?**

- 36% of respondents said they would have a positive view of those brands if they started to offer cannabis/marijuana infused drinks.

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