

How Online Word-of-Mouth is Influencing Generational Preferences in the Use of CBD

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February 2020



Background

Though available for decades in specialty stores and online, CBD is now poised for dramatic CPG-like growth. Some estimates place the CBD oil market size as USD 2.5 billion by 2026. The Farm Bill signed in December 2018 legalizing (federally) hemp as an agricultural crop, and the FDA's recent decision to begin a review of CBD oil for food and drug applications are all indicators of its increasing importance.

CBD oil is a product in and of itself, and an ingredient in a wide range of other products related to health, wellness and beauty applications. This includes creams, oils, salves, functional foods, nutraceuticals, beverages and supplements.

To help manufacturers and marketers in this category better understand how consumers view their use of CBD oil, CBD Marketing conducted a study of online, word-of-mouth conversations about CBD oil, including “splits” by three age groups: Baby Boomers, Gen X and Millennials. Millions of social media posts, blog posts and reviews were summarized and analyzed to develop this report.

Understanding consumers' opinions as represented by these online conversations and other content can impact important business decision-making by manufacturers and markets of CBD oil and its related products.

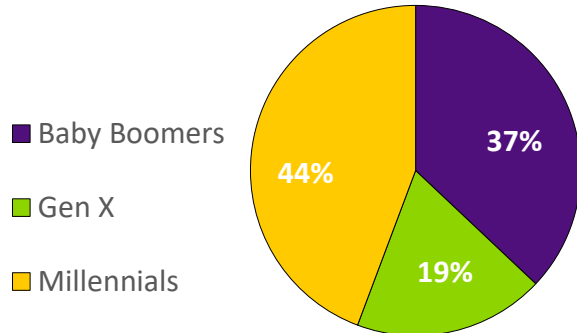
Data Set Conversation Overview



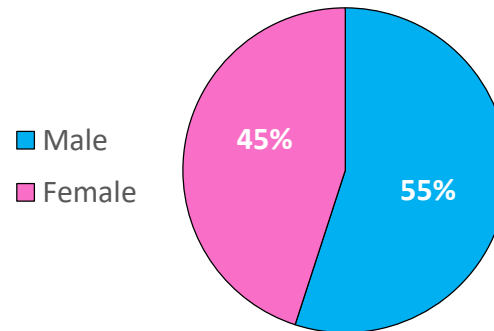
Data Set: Two Years and 3.5 Million Content Posts

- We analyzed online conversations from January 2018 – December 2019
- 3,532,261 total posts from social media, blogs and forums
- Search terms used were relevant to “CBD,” “CBD oil” and “cannabidiol”
- Age splits: Baby Boomers (age 56-74), Gen X (age 40-55), Millennials (age 24-39)

Conversation by Age

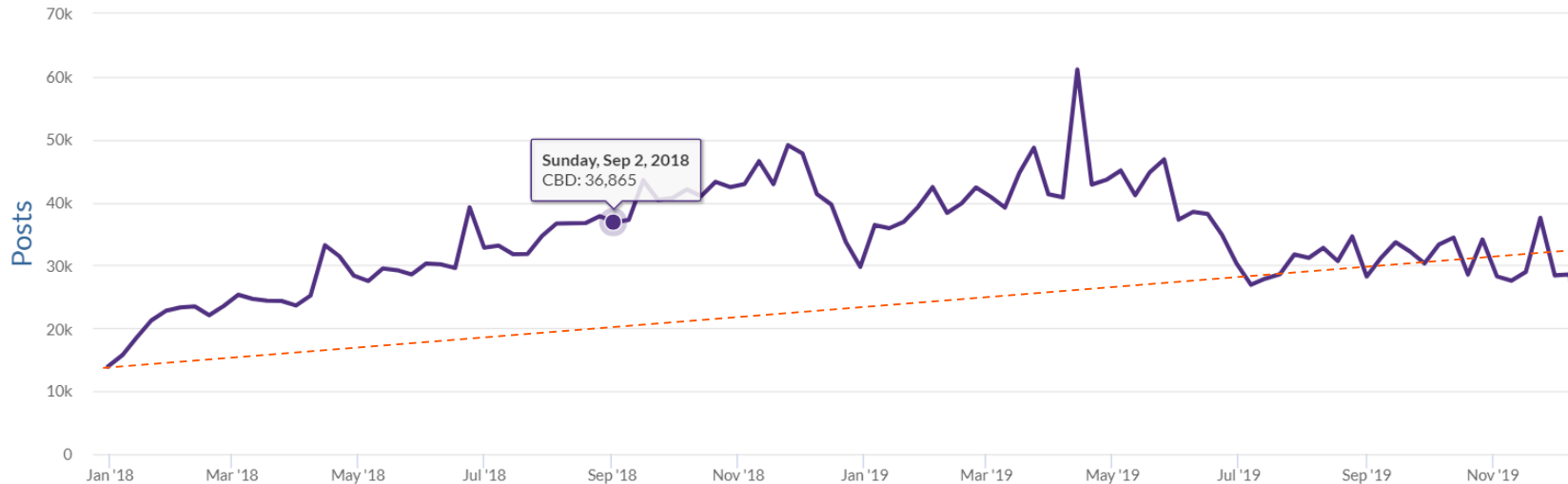


Conversation by Gender



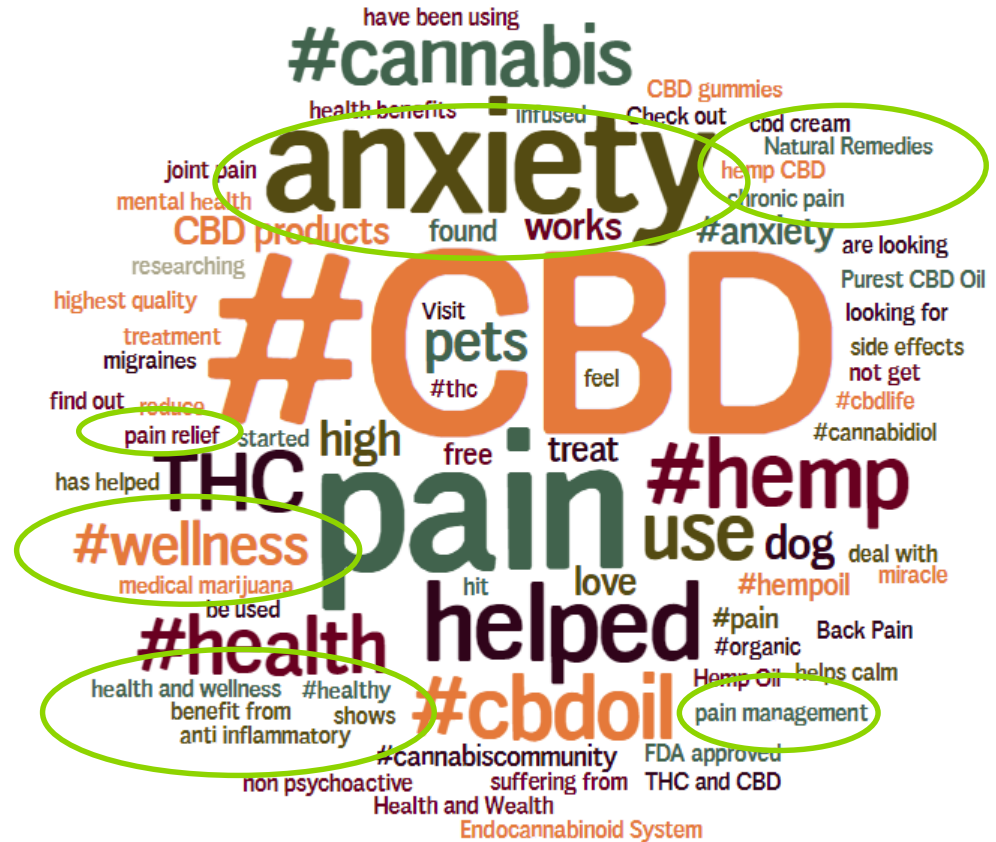
Online Activity Overview

CBD oil has attracted attention in the past two years as an all-natural solution for pain, anxiety, depression and various health conditions. Consumers are using social media, blogs and forums to talk about CBD and its potential benefits and use cases.



What Drives Conversation?

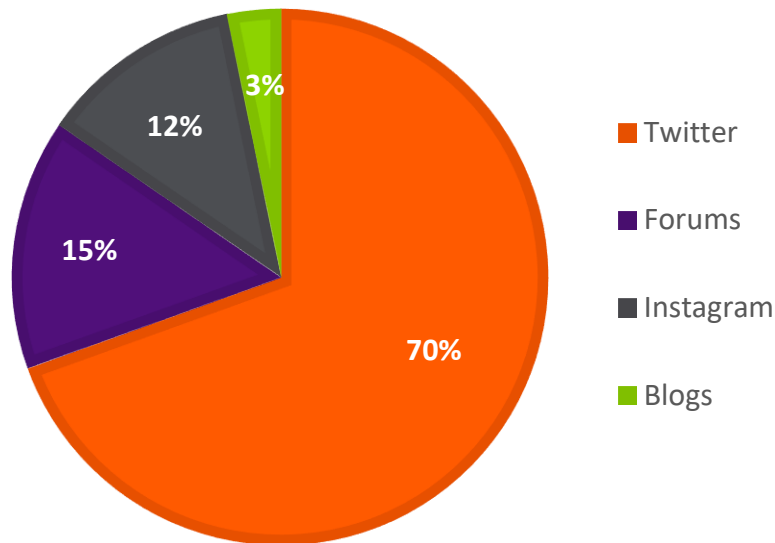
- Consumers are interested in learning more about CBD. They are actively sourcing recommendations and sharing their opinions about CBD oil on social media and blog sites.
- **Top terms include:**
 - Help with anxiety
 - Health and wellness
 - Natural remedy
 - Pain management



Top Conversation Sources

- Twitter makes up 70% of the analyzed conversation
- Reddit is the most popular site in the forums category.
- Medium.com is a popular blog site for CBD-related articles. Users share information about CBD as a product, detail their own experiences with using CBD, and provide tips for business owners looking to break into the CBD market.

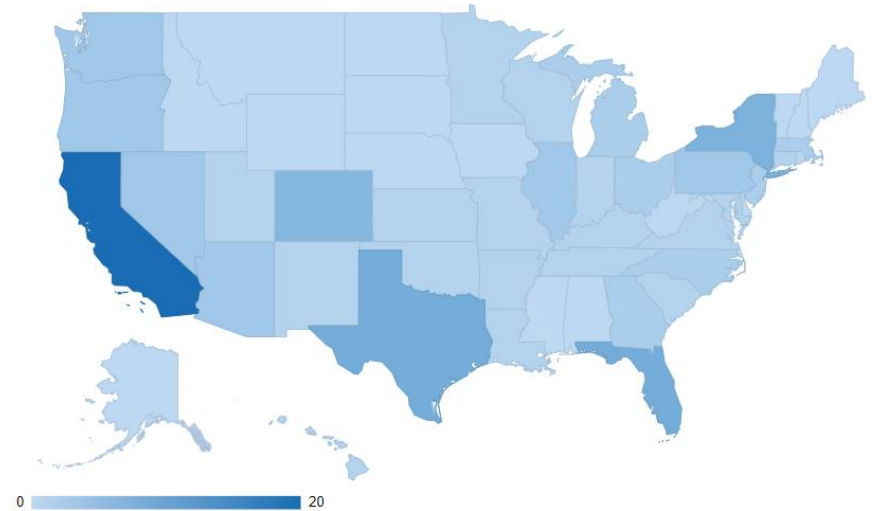
CONVERSATION SOURCES



Top Conversation Regions

- Many conversations occur in California, Florida, Texas, New York and Colorado
- Conversations are concentrated in populous urban areas – Los Angeles, Miami, Denver and New York City

Conversations by State/Region



Use Cases and Benefits



Consumers are Buzzing about CBD in Food & Beverage

Frequently mentioned food & beverage categories include:

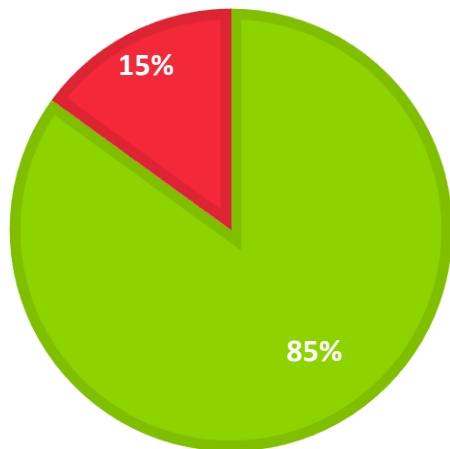
- Beer/alcohol
- Water/sports water
- Coffee
- Candy/Chocolate
- Ice Cream



Food & Beverage

SENTIMENT

■ Positive ■ Negative



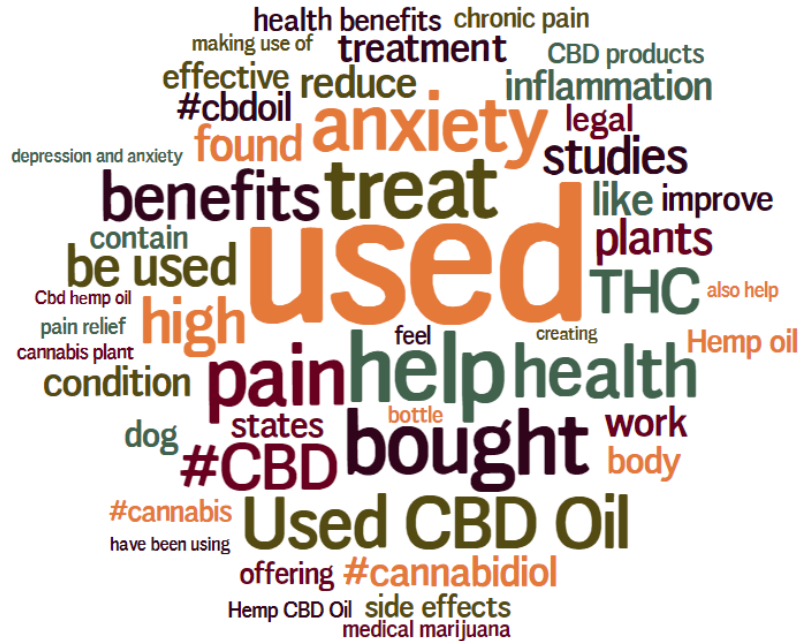
People are saying...

- “Replace your coffee with delicious CBD infused matcha latte!!! The antioxidant content of Matcha is insane!!!!
- “I am convinced CBD oil tastes better than flax oil. Consume hemp seeds by grinding into meal and put in place smoothies, on salads, etc.”
- “My favorite CBD items: Honey infused with 20 mg of CBD and chocolate infused with herbs and CBD #wellness #chocolate #honey #healthylifestyle
- “Whilst the great things about CBD oil are abundant, its normal taste can frequently be considered an “acquired style.” CBD tastes weird... “Earthy,” “Piney,” “Strange.”

Health-Wellness Conversations Have Common Threads

Consumers are also talking about using CBD oil to treat a range of health issues or symptoms, including:

- Pain
- Inflammation
- Anxiety
- Depression
- Acne



Pain Management Conversations

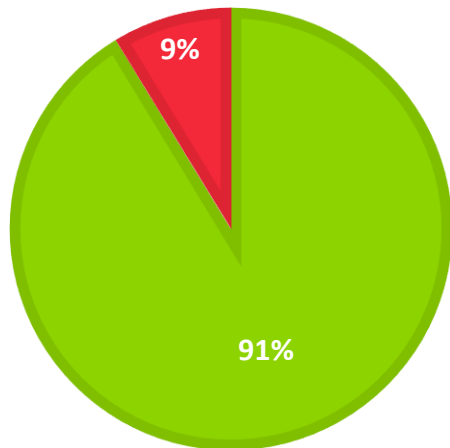
- Consumers talk about using CBD to treat chronic pain.
- Specific conditions discussed include joint pain, fibromyalgia and arthritis.
- Some people also use CBD to reduce inflammation or soreness following a hard workout.
- CBD appeals to those seeking a natural and non-addictive pain management solution.



Pain Management

SENTIMENT

■ Positive ■ Negative

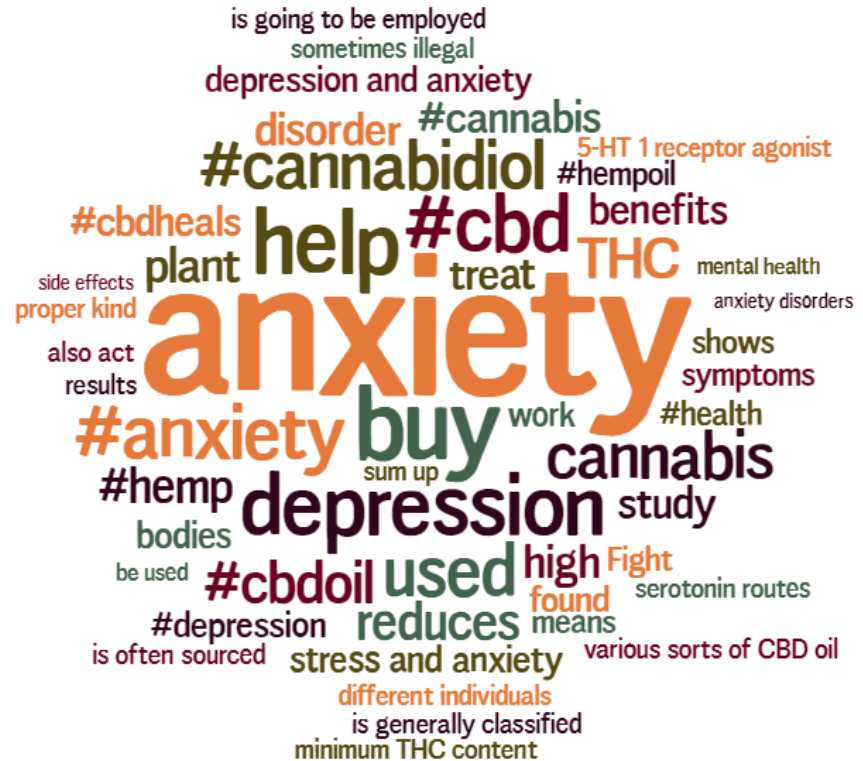


People are saying...

- “CBD oil is awesome for Fibromyalgia. I suffer from it myself and have 2 crushed disks, lower lumbar disorder, carpal tunnel, degenerative disk disease and am a cancer survivor.”
- “I've seen CBD help a lot of people, but pain relief has by far, been one of the most often cited benefits. CBD Oil is also a much safer alternative than opioids.”
- “My pharmacist told me CBD oil is much safer than Tylenol. I use it for minor pain now.”
- “HAPPY SUNDAY GYM RATS! Instead of partying tonight, I got an awesome workout in, thanks to my @purere relief CBD oil! Mixed it in some pre-workout and killed my workout, pain free!”

Mental Health Conversations

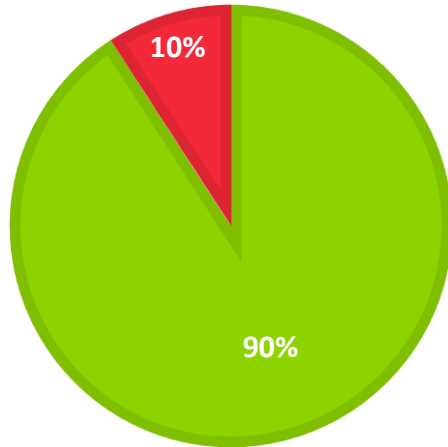
- Consumers most often talk about using CBD to treat depression, insomnia, stress and anxiety
- There is an effort to educate others about the benefits of CBD to regulate moods/improve mental health – namely that it does not have side effects or addictive properties or cause you to feel high.



Mental Health

SENTIMENT

■ Positive ■ Negative

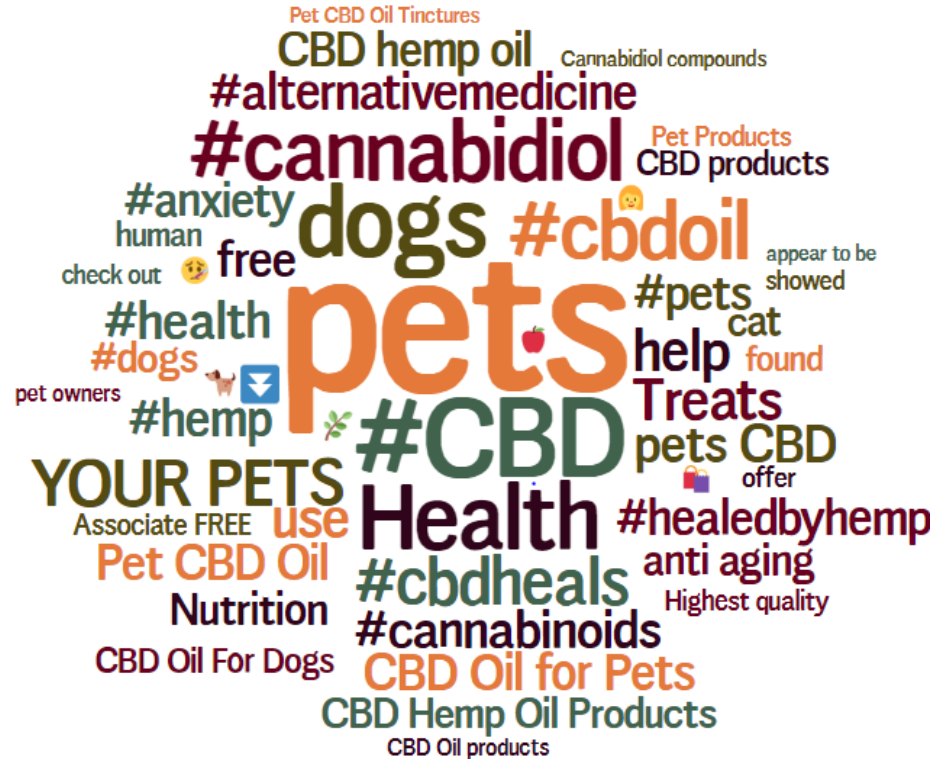


People are saying...

- “MAGIC cannabis has healed my mind, body, and spirit. I take CBD oil daily for its anti-inflammatory benefits. CBD reduces the risk of diabetes, relieves pain, combats ANXIETY, fights cancer and seizures, and promotes sleep.”
- “CBD is a compound that is naturally found in cannabis. Cannabis itself has grown in popularity in recent years thanks to its astounding medicinal effects. Many users of cannabis have claimed that their anxiety, insomnia, pain, and other issues have reduced.”
- “CBD oil is great for improving anxiety, mood and is a known anti-depressant. As a result of these properties, CBD oil is also shown to help with sleep. It’s also shown improvement with daytime sleepiness.”
- “Another sunset enjoyed in a beautiful location thanks to CBD oil daily. Tags: #balance #organic #cbdoil #health #hempforhealth #hemp #seizures #cannibidiol #cbd #seizure #healthylife #wellnessjourney #antiseizure #natural”

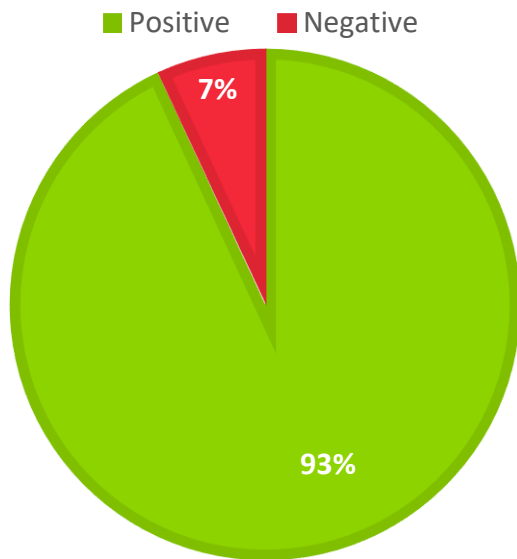
Pet Care Conversations

- CBD can also help pets deal with
 - Pain or anxiety
 - Fighting cancer
 - Seizures
- Pet treats with CBD oil hailed as “superfood for your pets”
- Many people talk about CBD oil as a “natural and organic” solution to their pets’ ailments.



Pet Care Conversations

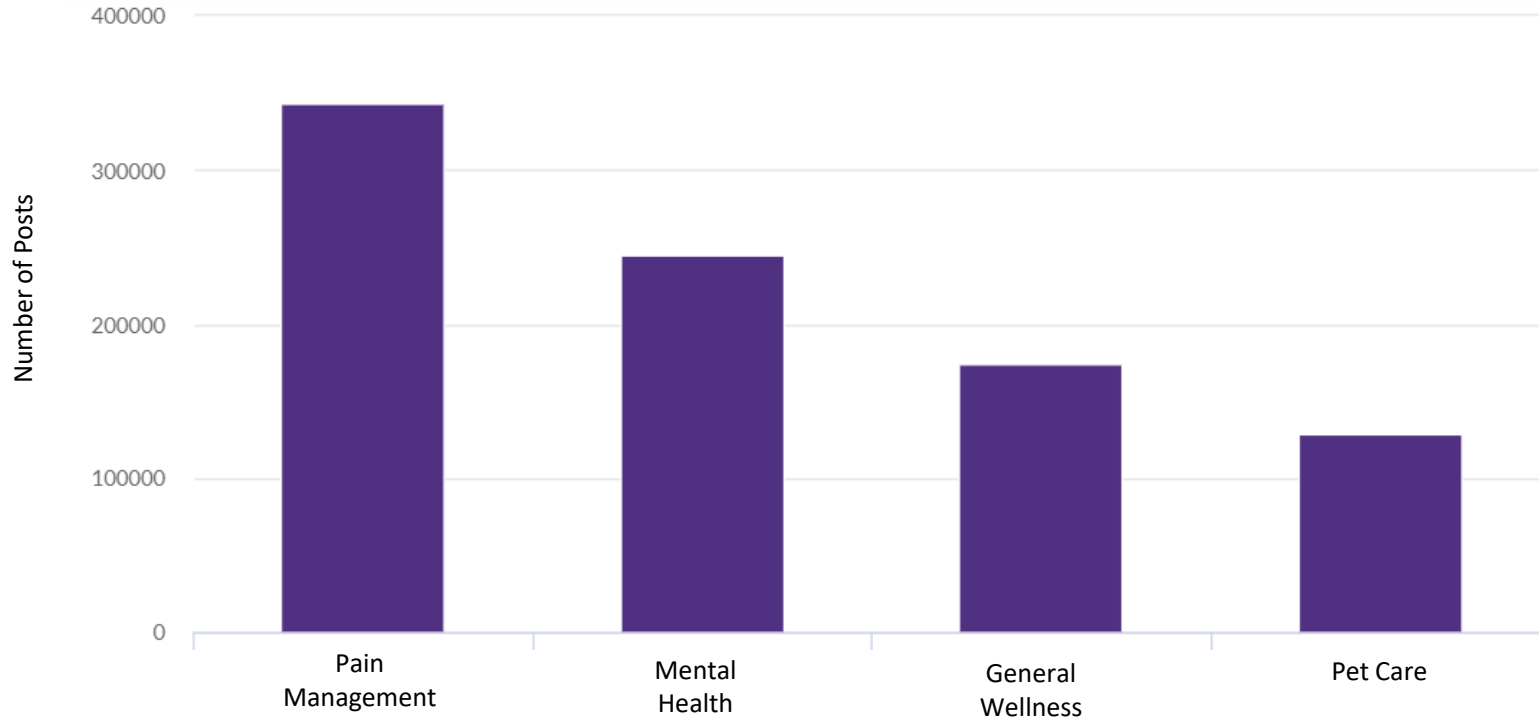
SENTIMENT



People are saying...

- “Humans are not the only ones who can benefit from CBD Oil! Take care of your cat, dog, best friend! PURE HEMP CBD PET CHEW TREATS!”
- “The Amazing benefits of Cannabidiol! CBD works and is one on many Cannabinoids that can help and possibly heal us humans and our loved pets!”
- “A good alternative to painkillers for dogs is cannabidiol products. These are a natural way to reduce pain and discomfort in your pet, even if the pain is from a chronic condition like arthritis.”

Pain Management and Mental Health Benefits are the Most Widely Discussed Uses for CBD Oil



Consumption Methods Edible vs. Topical

Edible vs. Topical CBD Oil

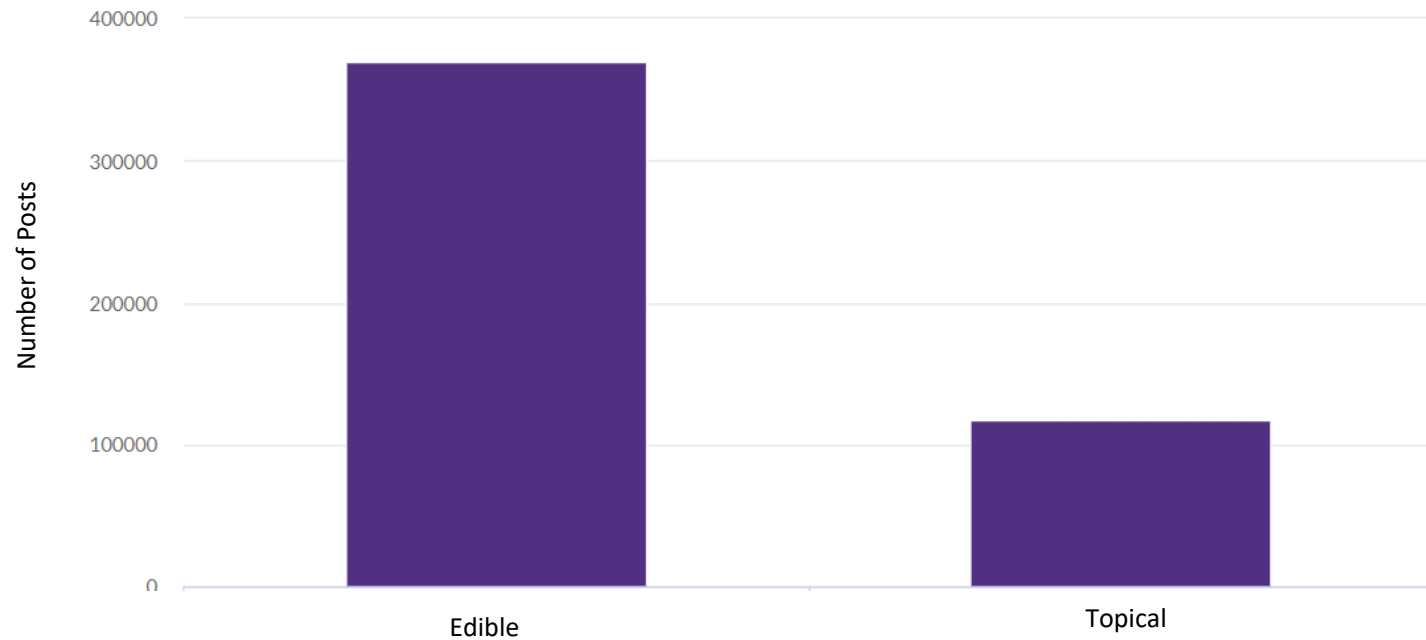
- Common edible forms of CBD:

- Gummies
- Hard Candy
- Butter
- Pills/capsules
- Beverages

- Common topical forms of CBD:

- Creams
- Gels
- Oils
- Balms

Edible CBD is Generally a More Popular Consumption Method



What Consumers Say About Edible CBD Oil

- Pros:
 - Natural and organic supplement
 - Can be consumed in food or by capsules
- Cons:
 - Tastes bad if taken alone
 - Can leave an unfavorable aftertaste in food/beverages



Generational Preferences

1 Grand View Research, Inc.

The logo for CBD Marketing is located in the bottom right corner. It features a stylized, dark blue graphic of a city skyline or a cluster of buildings, with several tall, thin structures rising from a base. The text "CBD" is written in a large, bold, white sans-serif font, and the word "Marketing" is written below it in a smaller, white sans-serif font.

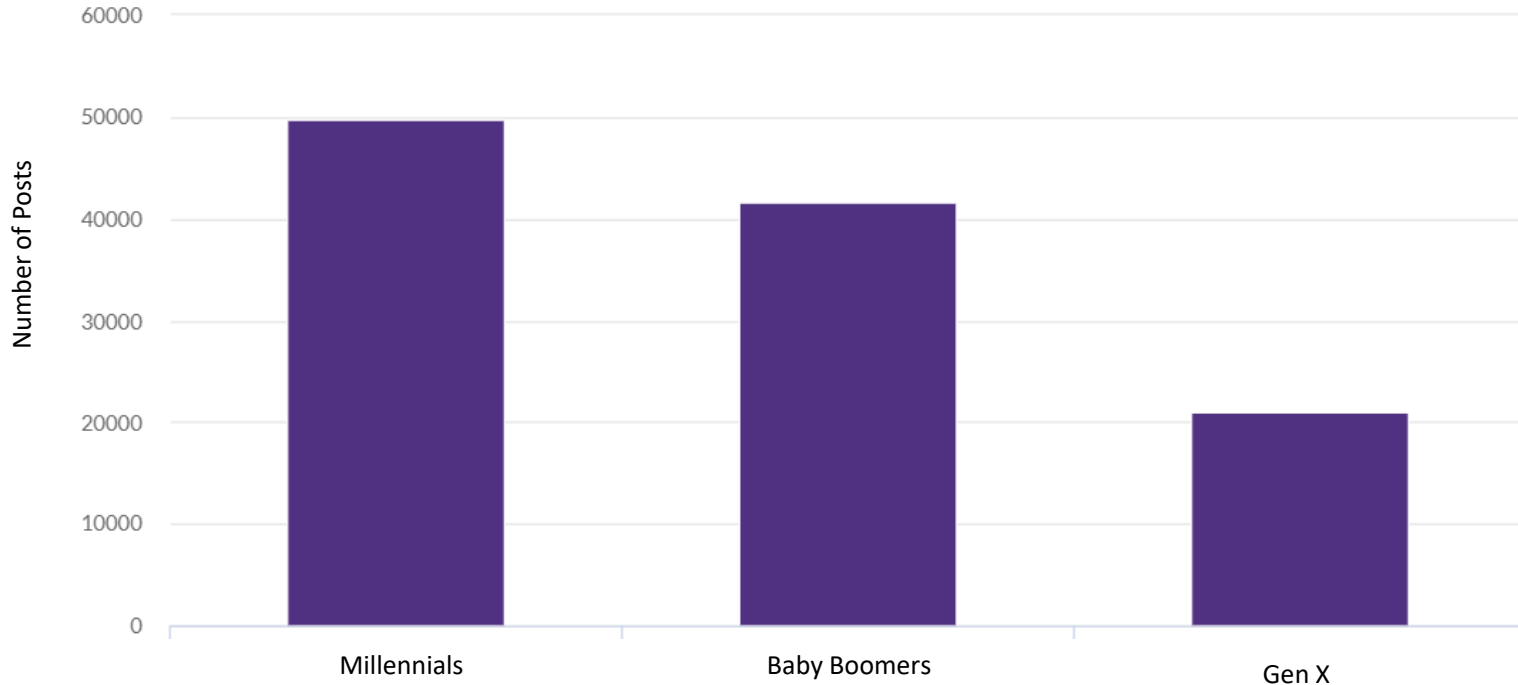
CBD
Marketing

Generational Age Breaks

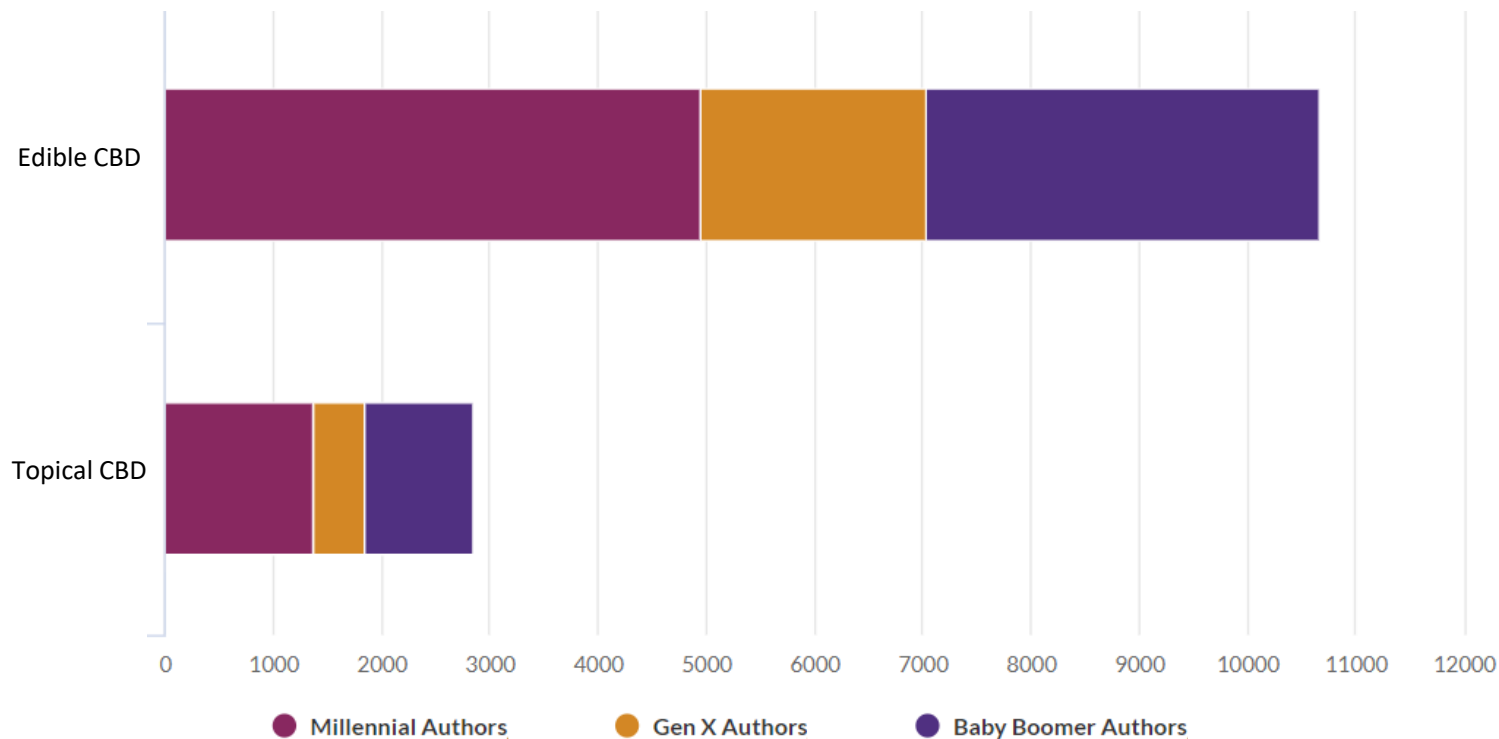
- The slides that follow break out the data and insights based on generational splits.
 - Baby Boomers - currently ages 56 – 74
 - Represent 23.5% of the U.S. population
 - Gen Xers – currently ages 40 – 55
 - Represent 20.3 % of the U.S. population
 - Millennials – currently ages 24 – 39
 - Represent 24.7% of the U.S. population

Source for percent of U.S. population: U.S. Census Bureau

Baby Boomers and Millennials are Driving the Majority of Conversations about CBD Oil. Millennials Contributed Slightly More Posts than Boomers During This Two-Year Period.



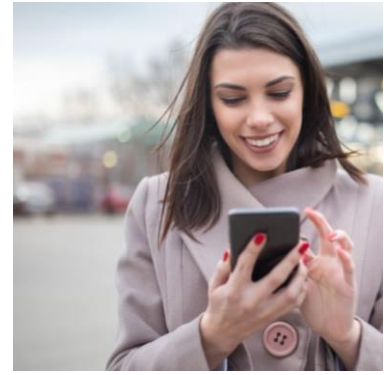
Edible CBD is the More Widely Discussed Consumption Method Across All Age Groups.



Millennials

24 – 39

- Set to overtake Boomers as **largest generation** in 2019
- Referred to as the “**anxious generation**”
- More likely to talk about **mental health** than their parents or grandparents
- **38%** say they trust their peers more than their physician
- **71%** engage with social media daily



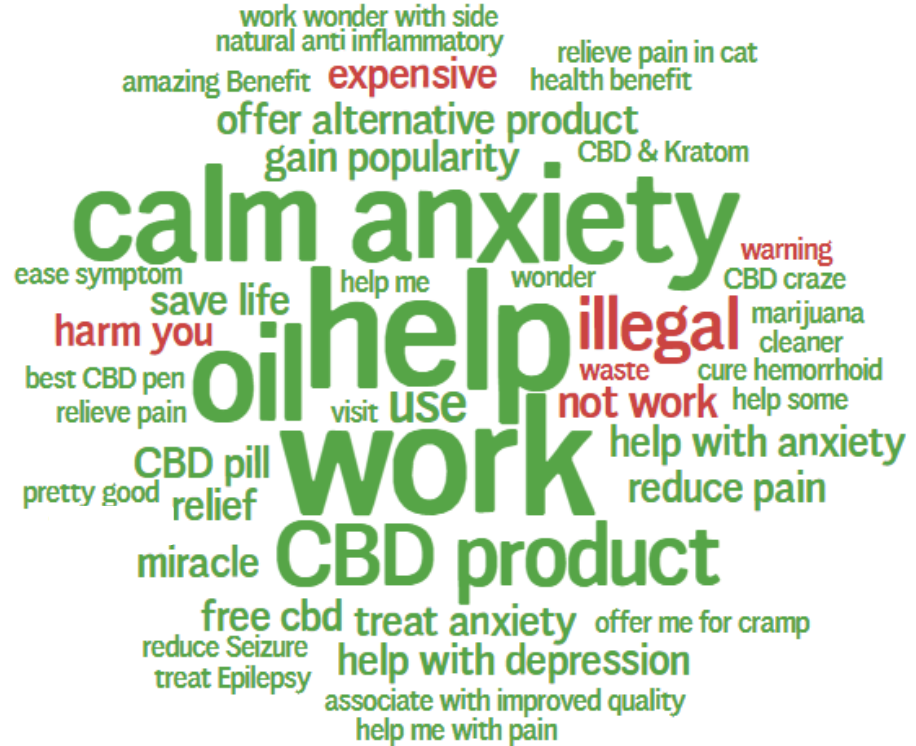
Millennials & CBD

What they like:

- CBD helps calm anxiety
- Helps with depression
- Natural pain management solution

What they don't like:

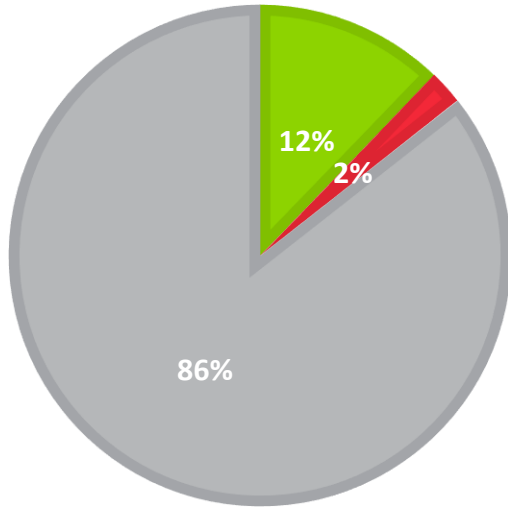
- Expensive



Millennials are Advocating for the Mental Health Benefits of CBD & Sharing Their Experiences Online

SENTIMENT

■ Positive ■ Negative ■ Neutral



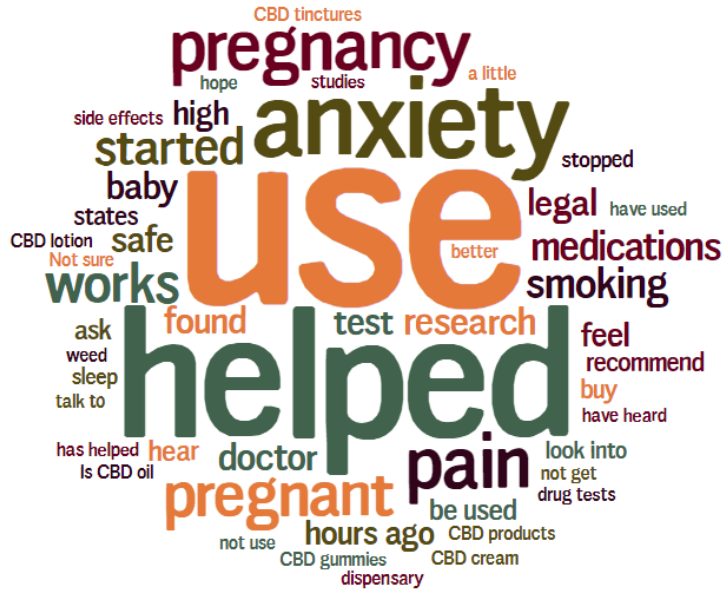
Millennials are saying...

- “It helps a lot of people. We get CBD coffee online from Colorado.”
- “If you don’t take CBD oil for your health, you should seriously look into it. It has done amazing things for people.”
- “I think I’m gonna try CBD oil since it’s worked wonders for people with severe anxiety like myself.”
- “CBD chocolate tastes so amazing 😊 I finally feel normal now.”

Millennial Women are Looking for Answers About Using CBD During Pregnancy.

Moms are saying...

- “I don’t think there is enough research out there on CBD. There was a study published recently that showed an increased risk of childhood-onset psychosis in kids whose moms used cannabis during pregnancy, so I would be avoiding that.”
- “Hi I understand ingesting CBD isn’t recommended, but what about the lotions/creams? I’m in terrible back pain and wondering if I can use?”
- “I’m sure your doctor could give you something for your pain or even just do the CBD oils. It gives you the pain relief without getting high.”



Gen X 40 - 55

- Time pressed, and **seeking balance** between work, personal life
- Caring for children and aging parents
- The most **health literate** generation
- **Middle age maladies:** Weight gain, muscle loss, menopause



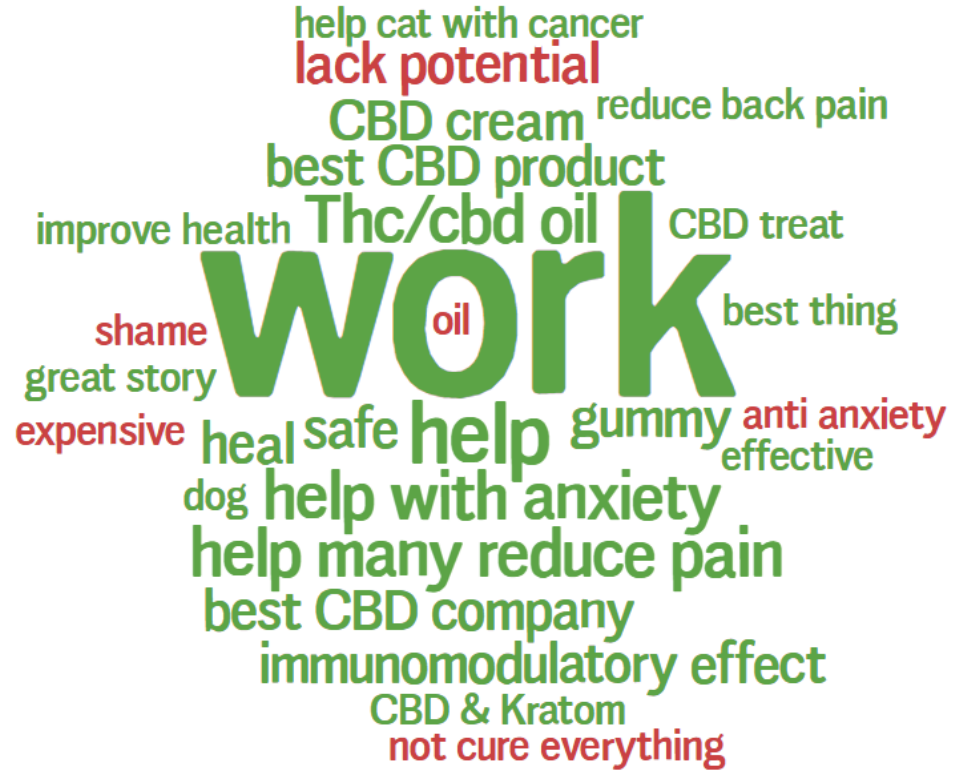
Gen X & CBD

What they like:

- Helps with chronic pain
- Helps with inflammation
- Reduces anxiety
- Skin care and beauty benefits
- No addictive or “high” feeling

What they don't like:

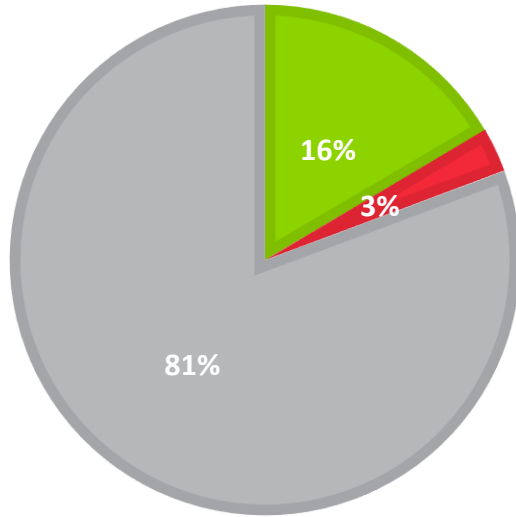
- Expensive



Gen X Consumers Talk More Frequently About Pain Management. More Education About CBD is Needed!

SENTIMENT

■ Positive ■ Negative ■ Neutral



Gen X is saying...

- “No need to suffer silently with Fibromyalgia. CBD oil has helped many reduce pain, including myself.”
- “#CBD is safe, non psychogenic and helps with #chronicpain #epilepsy #inflammation and more!
- “CBD oil has worked wonders for my wife's back and knees pain. Take about three weeks to get into the system. Helps with my Anxiety, so I don't keep reaching for my pills.”
- “I assumed it contained THC. Assumed it was illegal. After all, I am a "mom" with responsibilities” & I don't “do drugs”

Boomers 56+

- The largest demographic age group
- **Less likely** to be familiar with CBD products
- **51%** of those that have tried it report having an improved quality of life
- **Focused on healthy aging:** skin/muscle, joints, eye care, heart health, brain/memory



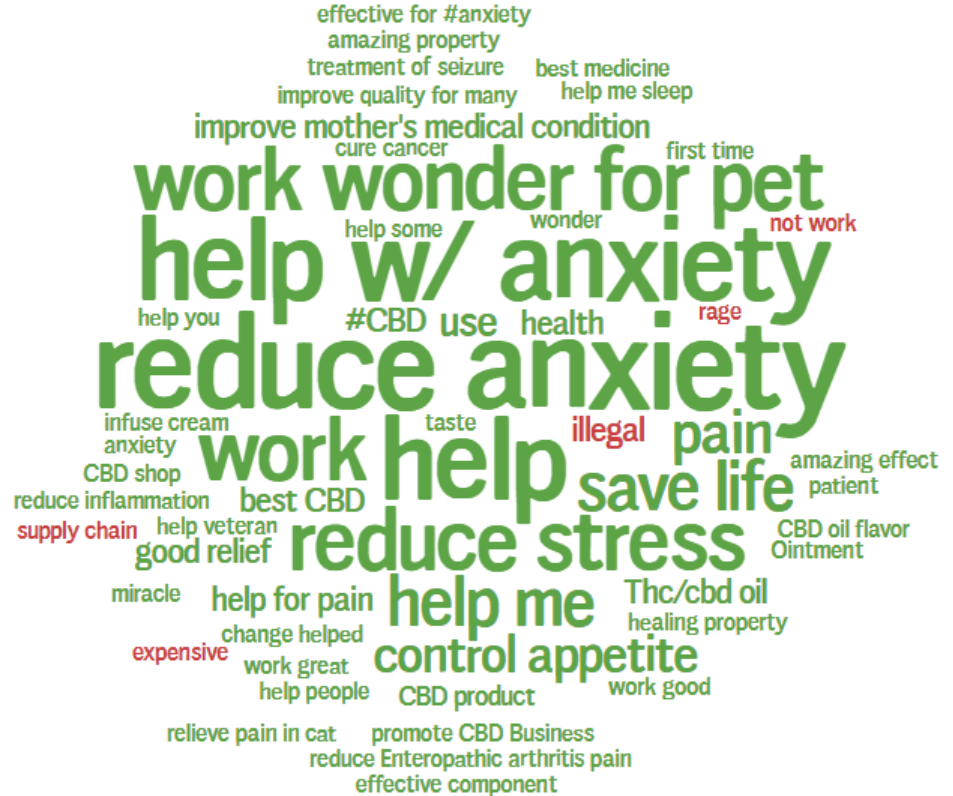
Boomers & CBD

What they like:

- Reduces arthritis pain
- Reduces inflammation
- No side effects compared to prescription drugs

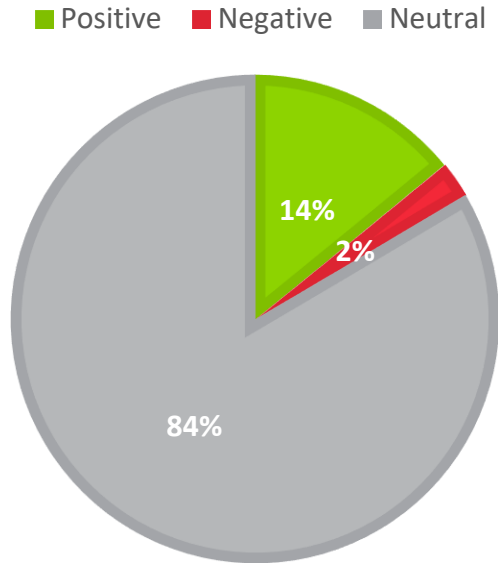
What they don't like:

- Some assume CBD oil is illegal/are not well educated on its use as an ingredient



Baby Boomers are Investigating the Benefits of CBD. Many Attest to Its Healing Qualities.

SENTIMENT



Boomers are saying...

- “Arthritis testimonial: Three awesome results with CBD oil! I've been taking my CBD oil for 2 months now for my arthritis that I have on my right knee and left shoulder.”
- “CBD oil is great for joints! was starting to get a bad knee (old age) and used CBD oil.”
- “Hmmm.... I keep finding different articles that say CBD oil is illegal (in certain states) and then a lot that say it's legal - except some states (like Indiana) have passed laws that specifically ban any hemp-based products. Anyone able to clarify?”
- “Rather than creating new drugs for pain, which will probably end up with crazy side effects and more class action lawsuits, we need to use what we have! Research cannabis and USE IT.”

Conclusions

- Generational differences in CBD oil use scenarios are real and play out in how people talk about their experiences online.
- Manufacturers and marketers need to take a page from the CPG playbook and leverage these valuable insights to impact product messaging (and potentially product development) so it is relevant to their target audiences. You cannot be all things to all people—even with CBD oil. Products and messaging need to resonate with specific targeted audiences with specific demographic or use-based personas
- **Across all generational splits, there is an urgent need for better educational content and information aimed at everyday consumers.**
- There is still confusion about what is legal and what is not; where things are legal and where they are not; what is the difference between hemp-based CBD oil with no/low THC, and other CBD products with THC.
- Manufacturers and marketers need to use legally appropriate language to better describe their products features and benefits.

Our Software Tool

To create this study, CBD Marketing used its powerful online software platform to search, summarize and analyze any and all online content that is not advertising related to the defined topic.

For this specific report, we collected and studied two years' worth of content and conversations on social media platforms, forums, review sites and blogs. Content is coming from individuals posting their opinions and insights—in this case about how they use CBD oil.

The software allows us to parse content by topic and key terms as well as geographically and demographically, including age and sex of the individuals posting the content on social platforms.

We also can study content sentiment, see and understand trends and differentiators.

Thank You

For more information or to discuss how
CBD Marketing can help you go-to-market
with your CBD company, product or service, contact:

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