

*Acupuncture Today's*  
**Cannabinoid (CBD/Hemp Oil) Survey**

**Executive Summary**

May 10, 2018

A RESEARCH REPORT BY



## METHODOLOGY

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This survey was completed on May 1, 2018 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 33,076 acupuncturists via email. The response rate was 2.5%.

Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

## DISCUSSION

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This survey is designed to help establish the opinions of acupuncturists in relation to the cannabinoid products they might use with or offer to their patients, specifically CBD and hemp oil products.

The first question asked, “How well do you understand the potential benefits of CBD/hemp oil products?” Almost two-thirds (65%) stated they understand the potential benefits either “very well” (26%) or “somewhat” (39%). Of the remaining responses, less than a quarter (22%) stated that they understood the potential benefits “a little,” with 13% not understanding the potential benefits at all.

Question #2 asked respondents what sources have provided them with information about CBD/hemp oil products. Company websites/literature led the list at 41%, followed by colleagues (33%), trade print/digital publications (26%) and webinars/seminars (22%). Twenty-one percent have not received any information on CBD/hemp oil products.

In Question #3, more than half of respondents (58%) stated they have tried CBD/hemp oil products themselves. Over a third (35%) have not had an opportunity to try such products; leaving only 8% who had the opportunity to try a CBD/hemp oil product, but didn't.

Acupuncturists responded to their use of CBD/hemp oil topical products for self-care in Question #4. More than a quarter (28%) have used a CBD/hemp oil topical for self-care and report that it worked great. Another 13% report that they have used a CBD/hemp oil topical for self-care and report, “It was as good as a non-CBD topical.” Of the 59% that haven't used a CBD/hemp oil topical, most of those (35%) expect to use it for self-care. Almost a quarter (24%) don't expect to use it.

Question #5 asked if acupuncturists currently use/offer CBD/hemp oil topical products to their patients. A third of respondents either offer the product directly (25%) or tell their patients to buy it at a retail store (9%). Almost half (56%) do not, but are considering it, with the remaining 19% having no intentions of offering the product to their patients.

In the next question (Question #6), the group of 19% from Question #5 were asked why they have no intentions of offering CBD/hemp oil topical products to their patients. More than a quarter (26%) stated that

it did not fit their acupuncture philosophy. Another 18% believe the products are either illegal (8%) or don't agree with using CBD/hemp oil in health products (9%). Of the 63% that chose "Other" as their answer, the most common responses related to a lack of information or data.

Question #7 inquired about respondents' agreement with a series of statements. Over two-thirds of doctors (68%) believe that the statement, "CBD/hemp oil has health benefits beyond topical pain relief" is either very true (45%) or somewhat true (23%). There was also strong agreement for the statement, "CBD/hemp oil is the latest advance in addressing topical pain," in that 62% of respondents believe this is very true (22%) or somewhat true (40%). More than half (52%) agreed that "My patients are asking for a CBD/hemp oil topical" is either very true (24%) or somewhat true (28%). Forty percent agreed that "CBD/hemp oil topicals work as well or better than non-CBD/hemp oil topicals" is very true (17%) or somewhat true (23%).

CBD/hemp oil sublingual/ingestible products were the focus of Questions #8 and #9. Question #8 asked acupuncturists if they currently use/offer these sublingual/ingestible products. Almost a quarter (22%) said "yes," with over half (52%) stating they weren't, but were considering it. More than a quarter (27%) have no intention of using these products.

When asked in Question #9 what they do use or would use CBD/hemp oil sublingual/ingestible products for, Almost three-quarters (74%) selected anxiety, followed by inflammation (70%), insomnia (66%), PTSD (56%), immune/autoimmune issues (39%) and digestive issues (37%).

The survey ends with Question #10 asking where doctors purchase most of their CBD/hemp oil products. More than half (51%) purchase these products from a distributor (32%) or directly from a manufacturer (19%). Over a third (38%) do not purchase CBD/hemp oil products.

## **CONCLUSION**

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Most doctors (65%) believe they have some understanding of the potential benefits of CBD/hemp oil products. Information sources vary widely, yet a significant portion (42%) still have not tried these products themselves. The fact that just over a quarter (26%) believe they understand the potential benefits "very well" suggests complete information is lacking for many acupuncturists.

Almost a quarter of respondents don't expect to use CBD/hemp oil products for self-care (24%), with patients (19%) or in sublingual/ingestible form (27%). Almost half of acupuncturists (48%) are still considering whether or not to offer the topical products to their patients and just over half (52%) are still considering whether to offer sublingual/ingestible products to their patients. Aside from the possibility that these products may be illegal in their state, these respondents appear to be lacking the information they need to make an informed decision.

CBD/hemp oil products enjoy a positive reputation among most doctors, as they believe the products have other health benefits beyond topical pain relief (68%) and are the latest advance in addressing topical pain

(62%). Only 17% of respondents believe they are a fad. A large portion of acupuncturists believe CBD/hemp oil sublingual/ingestible products are effective for anxiety, inflammation, insomnia and PTSD.

Over half of respondents purchase CBD/hemp oil products from distributors (32%) and manufacturers (19%). More than a third (38%) are currently not purchasing the products.

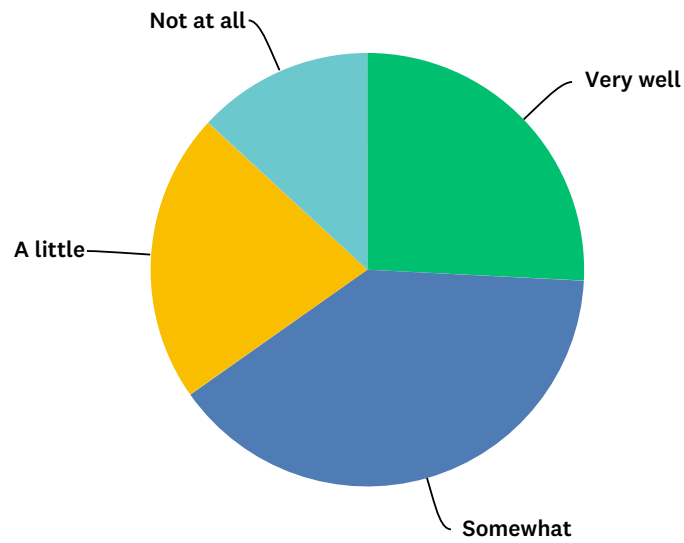
The above data suggests there is significant potential for CBD/hemp oil products to be sold by acupuncturists to their patients, with the biggest factor being that approximately half are still considering whether to offer topical or sublingual/ingestible products to their patients.

More than half (52%) of respondents report that their patients are asking for CBD/hemp oil topical products, yet it appears only a quarter are offering them to their patients. Patient interest will likely drive more acupuncturists to offer these products.

Given the evolving nature of CBD/hemp oil products in the acupuncture profession, a follow-up survey should be conducted in a year's time.

# Q1 How well do you understand the potential benefits of CBD/Hemp Oil products?

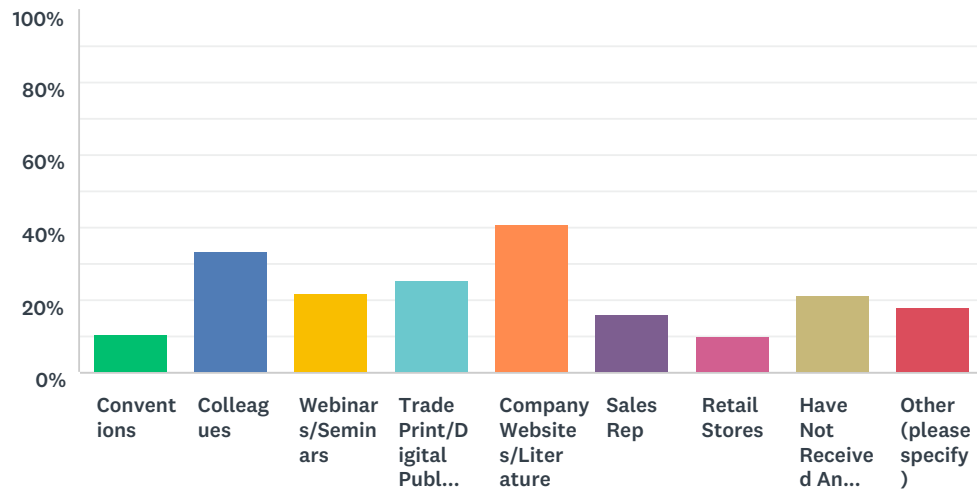
Answered: 837 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very well	26%	216
Somewhat	39%	330
A little	22%	181
Not at all	13%	110
TOTAL		837

## Q2 How have you previously received information about CBD/Hemp Oil products from? (please select all that apply)

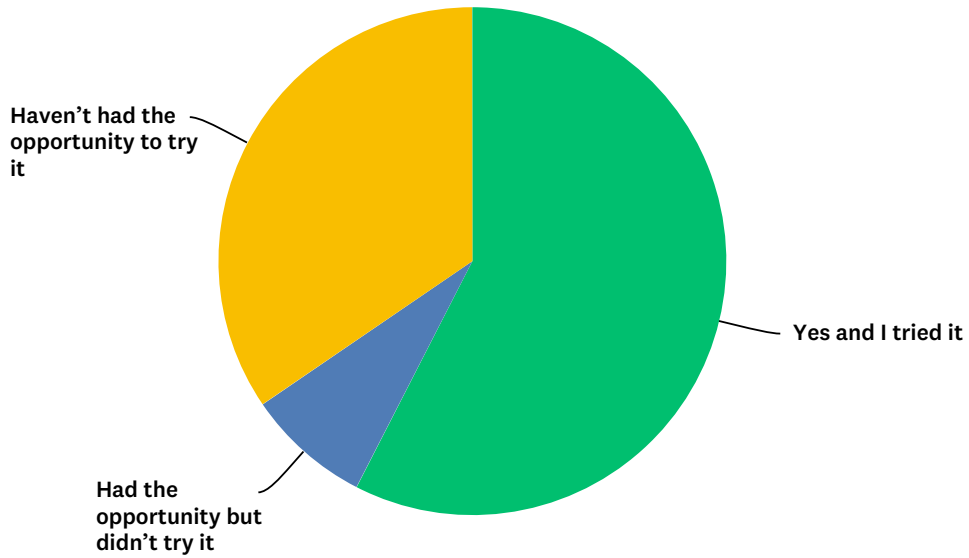
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ANSWER CHOICES	RESPONSES	
Conventions	10%	87
Colleagues	33%	280
Webinars/Seminars	22%	183
Trade Print/Digital Publications	26%	214
Company Websites/Literature	41%	342
Sales Rep	16%	133
Retail Stores	10%	85
Have Not Received Any Information	21%	178
Other (please specify)	18%	152
Total Respondents: 837		

### Q3 Have you had the opportunity to try a CBD/Hemp Oil product for yourself?

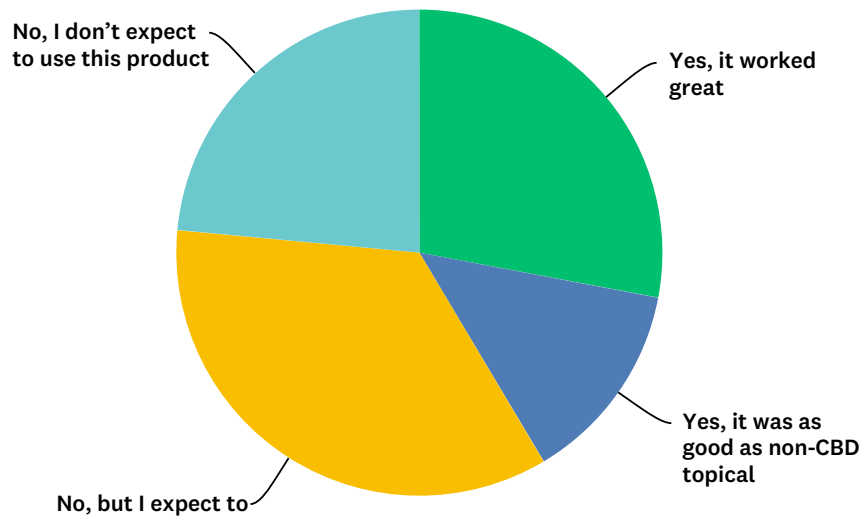
Answered: 808 Skipped: 29



ANSWER CHOICES	RESPONSES	
Yes and I tried it	58%	465
Had the opportunity but didn't try it	8%	64
Haven't had the opportunity to try it	35%	279
TOTAL		808

# Q4 Have you used a CBD/Hemp Oil topical for self care?

Answered: 808 Skipped: 29

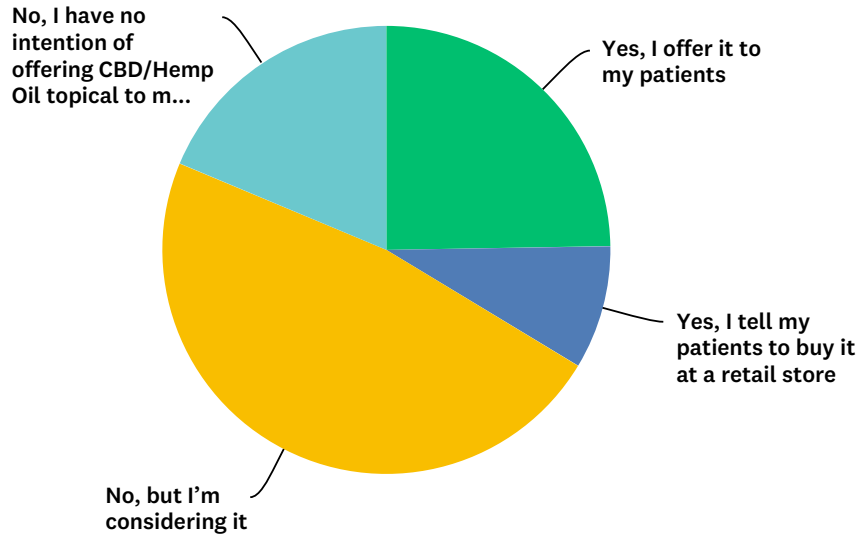


ANSWER CHOICES	RESPONSES	
Yes, it worked great	28%	226
Yes, it was as good as non-CBD topical	13%	109
No, but I expect to	35%	283
No, I don't expect to use this product	24%	190
TOTAL		808



# Q5 Do you currently use/offer a CBD/Hemp Oil topical product to your patients?

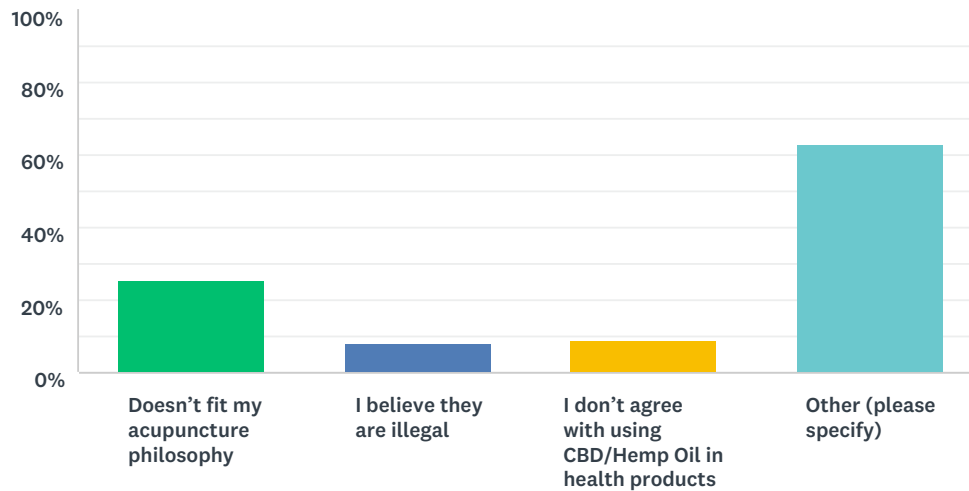
Answered: 808 Skipped: 29



ANSWER CHOICES	RESPONSES	
Yes, I offer it to my patients	25%	200
Yes, I tell my patients to buy it at a retail store	9%	72
No, but I'm considering it	48%	385
No, I have no intention of offering CBD/Hemp Oil topical to my patients	19%	151
TOTAL		808

## Q6 What are the reasons you have no intention of offering CBD/Hemp Oil topicals to your patients (please select all that apply)

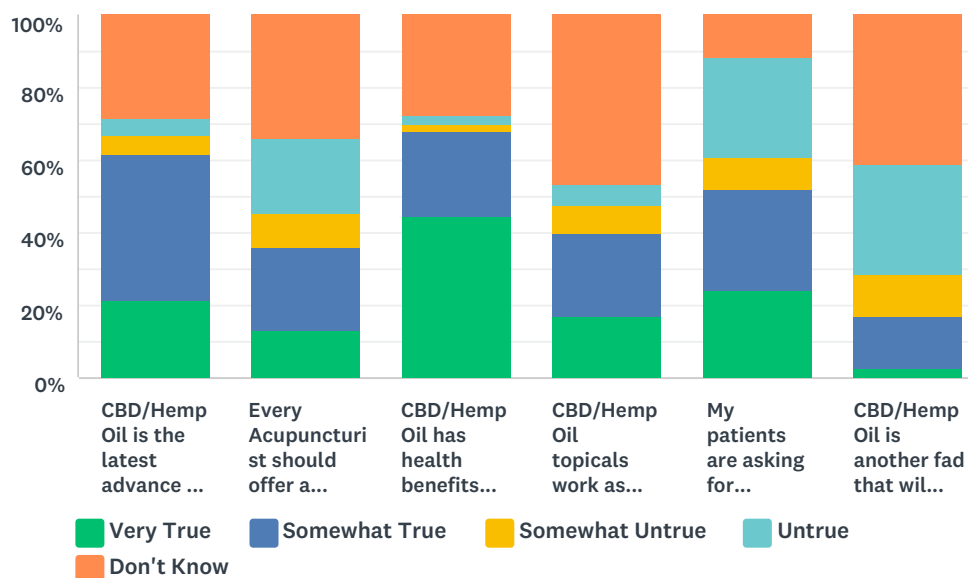
Answered: 141 Skipped: 696



ANSWER CHOICES	RESPONSES	
Doesn't fit my acupuncture philosophy	26%	36
I believe they are illegal	8%	11
I don't agree with using CBD/Hemp Oil in health products	9%	13
Other (please specify)	63%	89
Total Respondents: 141		

## Q7 How true are the following statements about CBD/Hemp Oil?

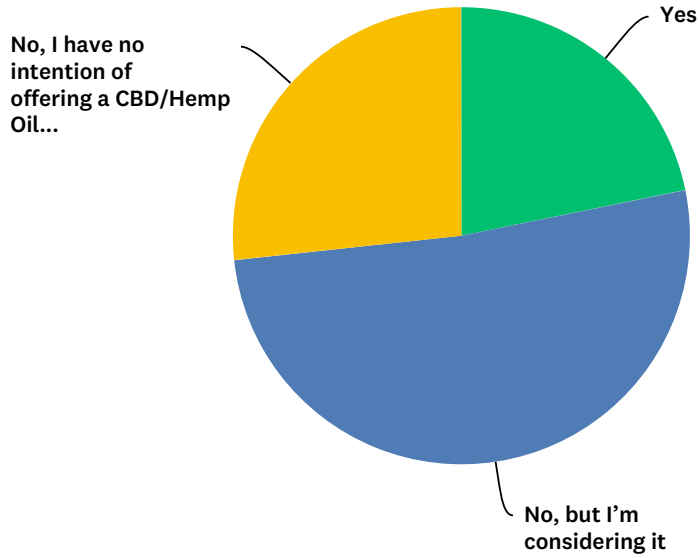
Answered: 734 Skipped: 103



	VERY TRUE	SOMEWHAT TRUE	SOMEWHAT UNTRUE	UNTRUE	DON'T KNOW	TOTAL
CBD/Hemp Oil is the latest advance in addressing topical pain	22% 159	40% 294	5% 39	4% 33	28% 209	734
Every Acupuncturist should offer a CBD/Hemp Oil topical as an alternative to non-CBD/Hemp Oil topicals	13% 95	23% 170	9% 68	21% 151	34% 250	734
CBD/Hemp Oil has health benefits beyond topical pain relief	45% 327	23% 172	2% 15	3% 19	27% 201	734
CBD/Hemp Oil topicals work as well or better than non-CBD/Hemp Oil topicals	17% 124	23% 168	8% 57	6% 42	47% 343	734
My patients are asking for CBD/Hemp Oil topical	24% 176	28% 207	9% 64	28% 203	11% 84	734
CBD/Hemp Oil is another fad that will eventually fade away	3% 20	14% 106	11% 82	31% 224	41% 302	734

# Q8 Do you currently use/offer a CBD/Hemp Oil sublingual/ingestible product to your patients?

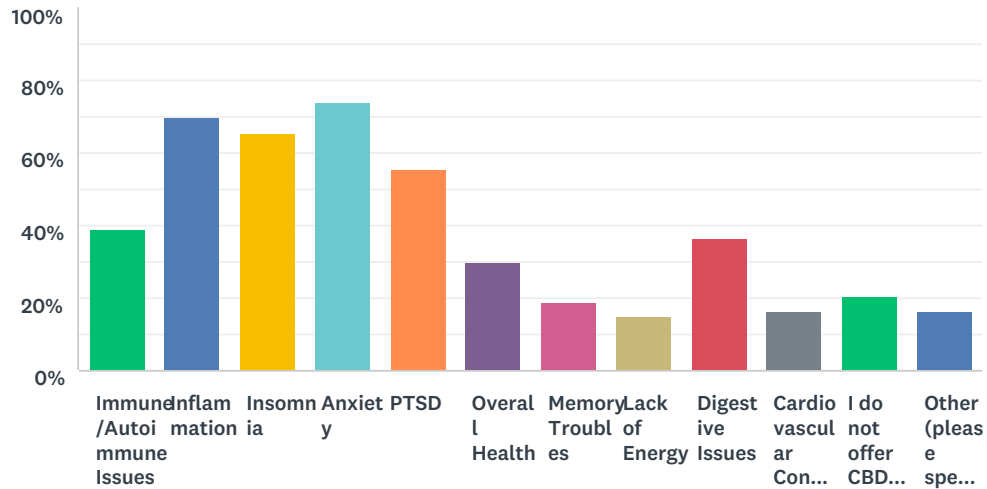
Answered: 734 Skipped: 103



ANSWER CHOICES	RESPONSES	
Yes	22%	160
No, but I'm considering it	51%	378
No, I have no intention of offering a CBD/Hemp Oil sublingual/ingestible product to my patients	27%	196
TOTAL		734

# Q9 What do you/would you use CBD/Hemp Oil sublingual/ingestible products for? (please select all that apply)

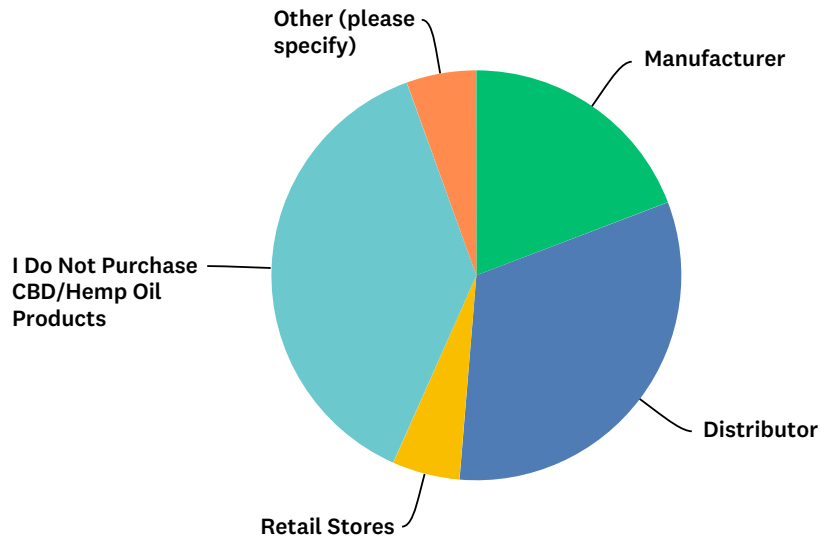
Answered: 526 Skipped: 311



ANSWER CHOICES	RESPONSES	
Immune/Autoimmune Issues	39%	204
Inflammation	70%	368
Insomnia	66%	345
Anxiety	74%	388
PTSD	56%	292
Overall Health	30%	158
Memory Troubles	19%	100
Lack of Energy	15%	78
Digestive Issues	37%	192
Cardiovascular Concerns	17%	88
I do not offer CBD/Hemp Oil sublingual/ingestible products	21%	108
Other (please specify)	17%	88
Total Respondents: 526		

# Q10 Where do you purchase most of your CBD/Hemp Oil products?

Answered: 526 Skipped: 311



ANSWER CHOICES	RESPONSES	
Manufacturer	19%	101
Distributor	32%	169
Retail Stores	5%	28
I Do Not Purchase CBD/Hemp Oil Products	38%	199
Other (please specify)	6%	29
<b>TOTAL</b>		<b>526</b>