

***Dynamic Chiropractic'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 61,172 doctors of chiropractic (DCs) via email. The response rate was 1.4%.

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 doctors of chiropractic (DCs) in relation to the cannabinoid products they might use in their practice, specifically CBD and hemp oil products.

The first question asked, “How well do you understand the potential benefits of CBD/hemp oil products?” More than one-third (37%) stated that they understood the potential benefits either “a little” (21%) or “not at all” (16%). Of the remaining responses, only a quarter stated that they understood the potential benefits “very well,” with over a third (39%) understanding the potential benefits “somewhat.”

Responses to Question #2 show the percentage of chiropractor respondents who have received information about CBD/hemp oil from various sources. Almost one-third (31%) have received information from CBD/hemp oil company websites or literature, with another 16% receiving information from a company sales rep. Over a quarter (27%) have gained information from trade print/digital publications. Other sources include colleagues (22%), conventions (13%) and “other” (18%) which appear to be primarily Internet-related sources. Almost one-quarter (23%) have not received any information on CBD/hemp oil products.

Question #3 asked if doctors have had an opportunity to try CBD/hemp oil products themselves. The percentage that had an opportunity and tried a CBD/hemp oil product (45%) is just under the percentage that have not had an opportunity to try it (46%). Ten percent had the opportunity to try a CBD/hemp oil product and didn't.

The next question asked if the respondents have used a CBD/hemp oil product for topical self-care. Almost a quarter (23%) have used a topical as self-care and report that it worked great. Ten percent have used a topical for self-care and report, “It was as good as a non-CBD topical.” Of the two thirds (67%) that haven't used a CBD/hemp oil topical, more than half of those (37%) expect to use it for self-care and less than half (30%) don't expect to use it.

In Question #5, doctors were asked if they currently use/offer CBD/hemp oil topical products to their patients. Almost a quarter (22%) either offer the product to their patients (18%) or tell them to buy it at a retail store (4%). Over half (56%) do not, but are considering it. Almost a quarter (22%) have no intentions of offering the product to their patients.

When asked why they have no intentions of offering CBD/hemp oil topical products (those who selected that answer in Question #5), over a third (35%) stated that it did not fit their chiropractic philosophy. Eighteen percent believe these products are illegal and 13% don't agree with using CBD/hemp oil in health products. Of the almost half (49%) that chose other, the most common responses were that there is inadequate information regarding these products.

Question #7 inquired about respondents' belief that a series of statements are true. More than half of respondents (59%) believe the statement, "CBD/hemp oil has health benefits beyond topical pain relief," is either very true (34%) or somewhat true (26%). This was also the case for the statement, "CBD/hemp oil is the latest advance in addressing topical pain," in that 57% of respondents believe this is very true (23%) or somewhat true (33%). Almost half (45%) believe the statement, "My patients are asking for a CBD/hemp oil topical," is either very true (20%) or somewhat true (25%). And 41% agreed that "CBD/hemp oil topicals work as well or better than non-CBD/hemp oil topicals" is very true (19%) or somewhat true (23%).

In Question #8, only 13% of doctors stated that they currently use/offer a CBD/hemp oil sublingual/ingestible product with their patients. More than half (58%) have not used the product, but are considering it, with under a third (29%) having no intention of using the product.

When asked what they do use or would use CBD/hemp oil sublingual/ingestible products for, respondents selected inflammation (72%), anxiety (61%), insomnia (47%), PTSD (46%) and immune/autoimmune issues (35%) as their top choices.

Question #10 completed the survey by asking where doctors purchase most of their CBD/hemp oil products. More than half (53%) do not purchase these products. Almost a quarter (22%) purchase from a distributor, 17% purchase directly from a manufacturer and 4% purchase from retail stores.

## **CONCLUSION**

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While their information comes from a wide array of sources, most DCs (63%) believe they have some understanding of the potential benefits of CBD/hemp oil products. That being said, almost half of respondents have yet to try these products. This points to the need for the communication of additional information that will encourage doctors to try the products.

A significant portion of respondents don't expect to use CBD/hemp oil products for self-care (30%), with patients (22%) or in sublingual/ingestible form (29%). The reasons include that they don't fit the doctor's chiropractic philosophy, may be illegal or that they don't have enough information.

Most doctors believe CBD/hemp oil products have other health benefits beyond topical pain relief (59%) and are the latest advance in addressing topical pain (57%). Only 20% of respondents believe they are a fad. A large portion of doctors believe CBD/hemp oil sublingual/ingestible products are effective for inflammation and anxiety.

More than a third of respondents purchase CBD/hemp oil products from distributors (22%) and manufacturers (17%); over half (53%) are currently not purchasing the products.

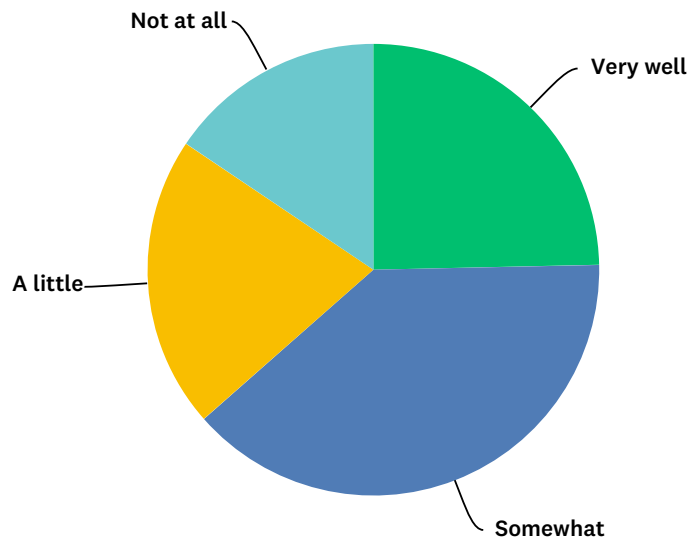
These results suggest that the understanding and use of CBD/hemp oil products is still in a formative stage for many DCs. Over a third (37%) don't have a good understanding of the potential benefits, with almost a quarter (23%) not receiving any information and almost half (46%) not yet having an opportunity to try it. The greatest demonstration of the potential for increased sales is found in the fact that more than half are still considering offering topical products (56%) and sublingual/ingestible products (58%) to their patients.

Almost half (45%) of respondents report that their patients are asking for CBD/hemp oil topical products, yet it appears less than 25% are offering them to their patients. Patient interest will likely drive more DCs to offer these products.

Given the evolving nature of CBD/hemp oil products in the chiropractic 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?

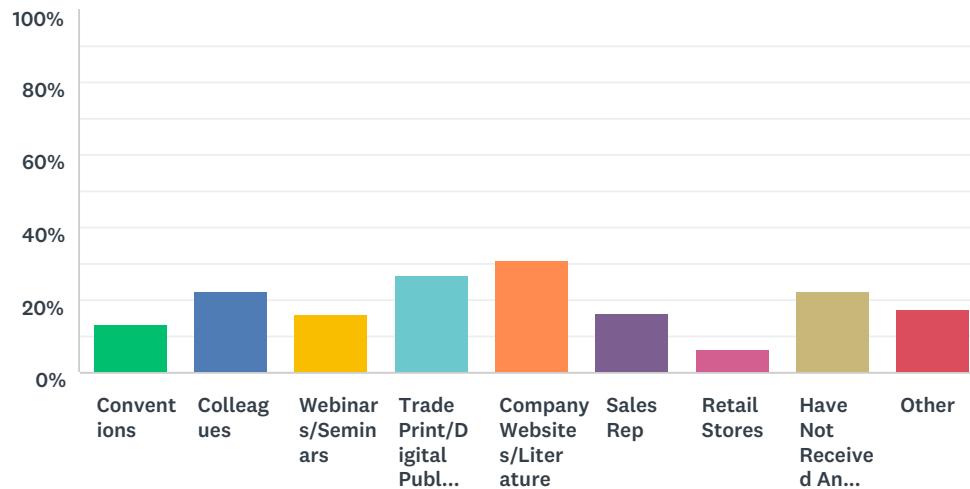
Answered: 880 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very well	25%	217
Somewhat	39%	342
A little	21%	184
Not at all	16%	137
TOTAL		880

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

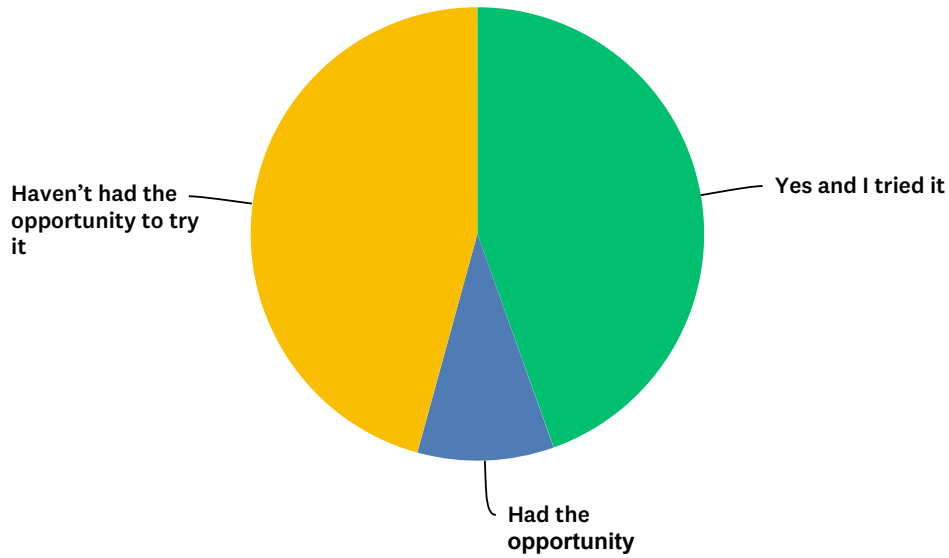
Answered: 880 Skipped: 0



ANSWER CHOICES	RESPONSES	
Conventions	13%	118
Colleagues	22%	196
Webinars/Seminars	16%	143
Trade Print/Digital Publications	27%	239
Company Websites/Literature	31%	271
Sales Rep	16%	145
Retail Stores	7%	58
Have Not Received Any Information	23%	198
Other (please specify)	18%	156
Total Respondents: 880		

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

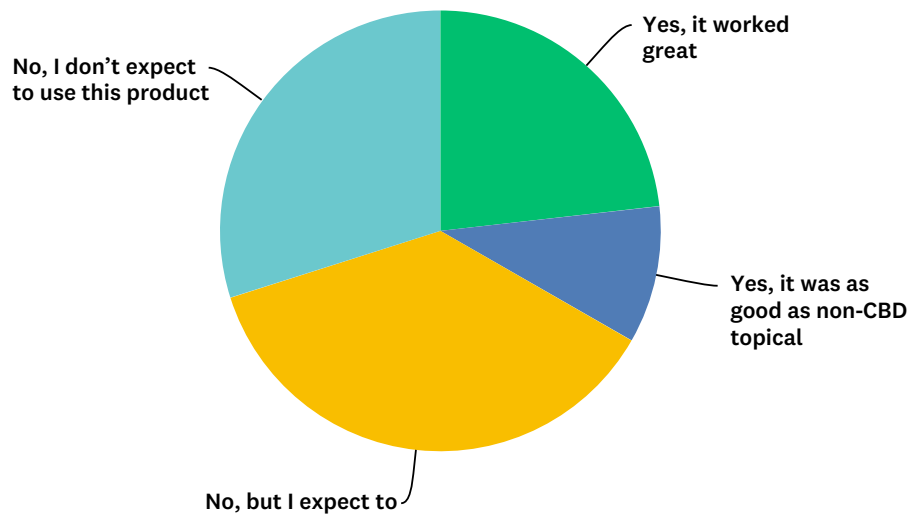
Answered: 853 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes and I tried it	45%	380
Had the opportunity but didn't try it	10%	83
Haven't had the opportunity to try it	46%	390
TOTAL		853

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

Answered: 853 Skipped: 27

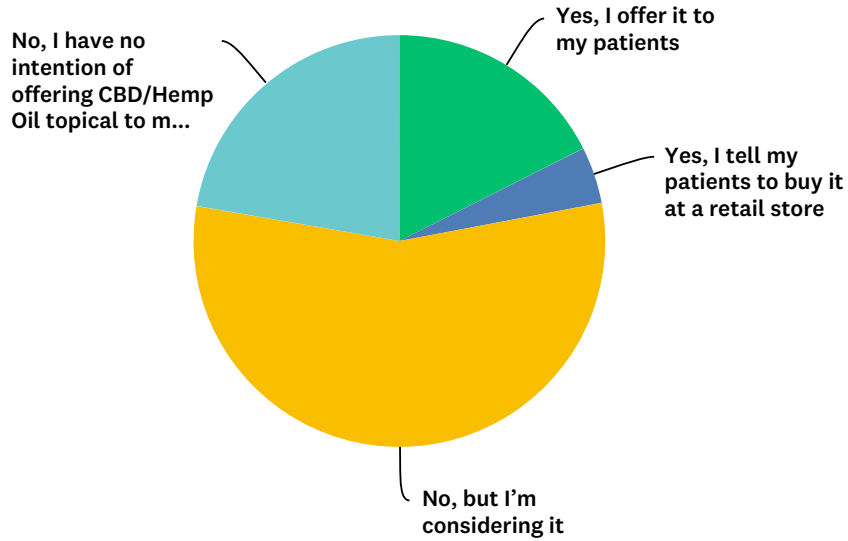


ANSWER CHOICES	RESPONSES	
Yes, it worked great	23%	198
Yes, it was as good as non-CBD topical	10%	86
No, but I expect to	37%	314
No, I don't expect to use this product	30%	255
TOTAL		853



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

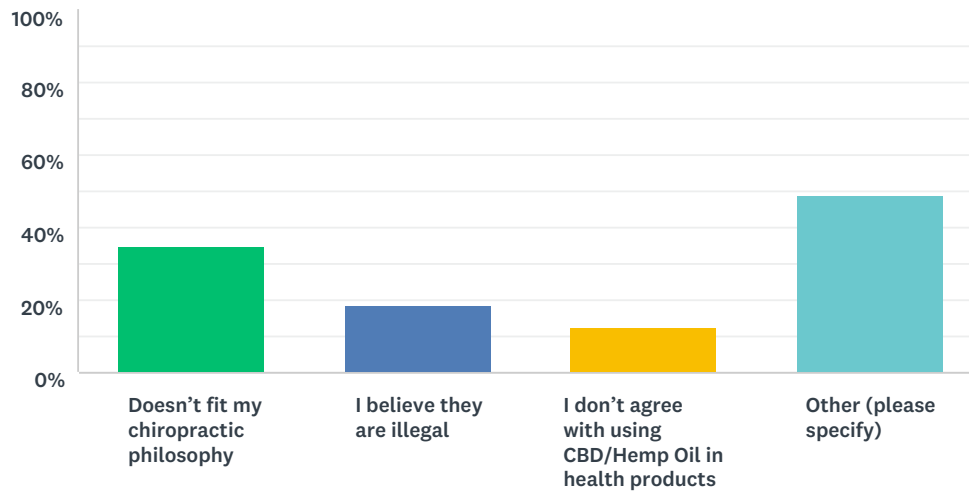
Answered: 853 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes, I offer it to my patients	18%	150
Yes, I tell my patients to buy it at a retail store	4%	38
No, but I'm considering it	56%	475
No, I have no intention of offering CBD/Hemp Oil topical to my patients	22%	190
<b>TOTAL</b>		<b>853</b>

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

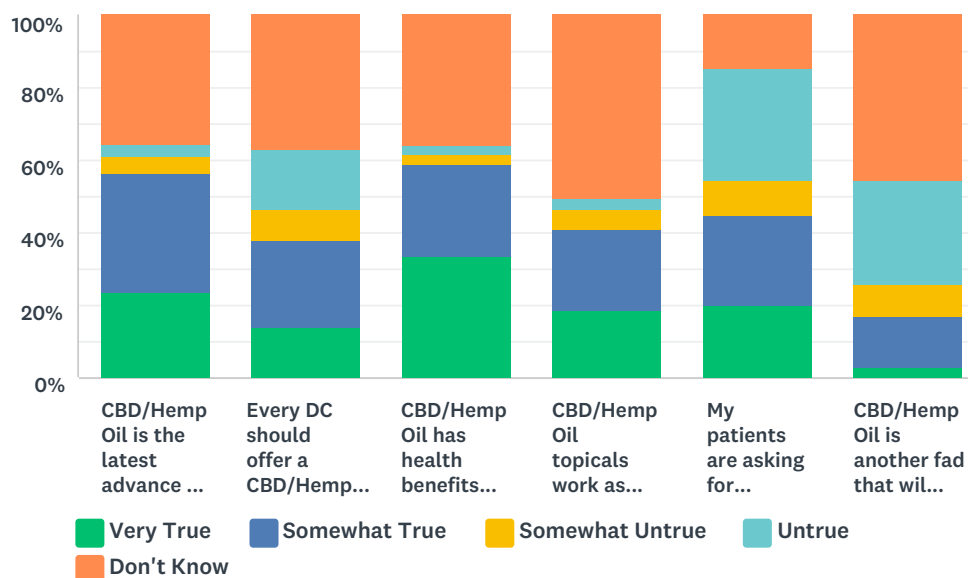
Answered: 174 Skipped: 706



ANSWER CHOICES	RESPONSES	
Doesn't fit my chiropractic philosophy	35%	61
I believe they are illegal	18%	32
I don't agree with using CBD/Hemp Oil in health products	13%	22
Other (please specify)	49%	85
Total Respondents: 174		

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

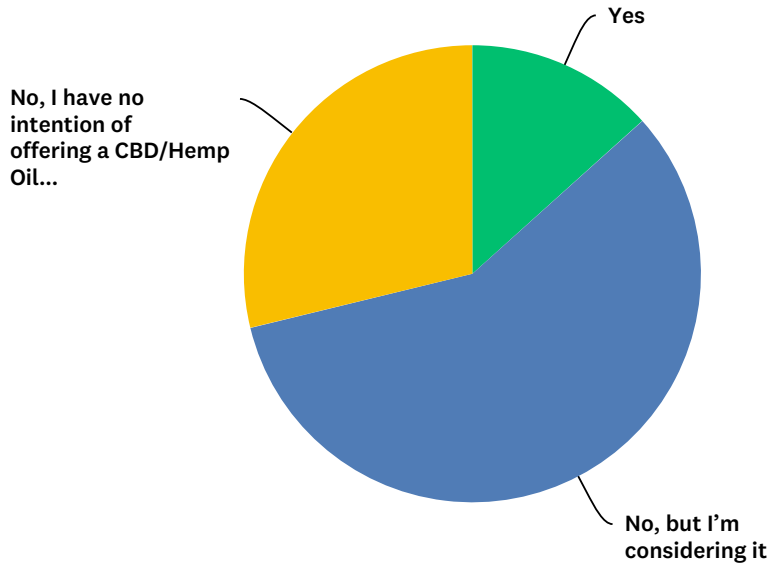
Answered: 764 Skipped: 116



	VERY TRUE	SOMEWHAT TRUE	SOMEWHAT UNTRUE	UNTRUE	DON'T KNOW	TOTAL
CBD/Hemp Oil is the latest advance in addressing topical pain	23% 179	33% 254	4% 33	3% 26	36% 272	764
Every DC should offer a CBD/Hemp Oil topical as an alternative to non-CBD/Hemp Oil topicals	14% 108	24% 181	9% 68	16% 126	37% 281	764
CBD/Hemp Oil has health benefits beyond topical pain relief	34% 257	26% 195	2% 18	2% 18	36% 276	764
CBD/Hemp Oil topicals work as well or better than non-CBD/Hemp Oil topicals	19% 142	23% 173	5% 39	3% 25	50% 385	764
My patients are asking for CBD/Hemp Oil topical	20% 153	25% 190	10% 73	31% 238	14% 110	764
CBD/Hemp Oil is another fad that will eventually fade away	3% 24	14% 104	9% 70	29% 220	45% 346	764

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

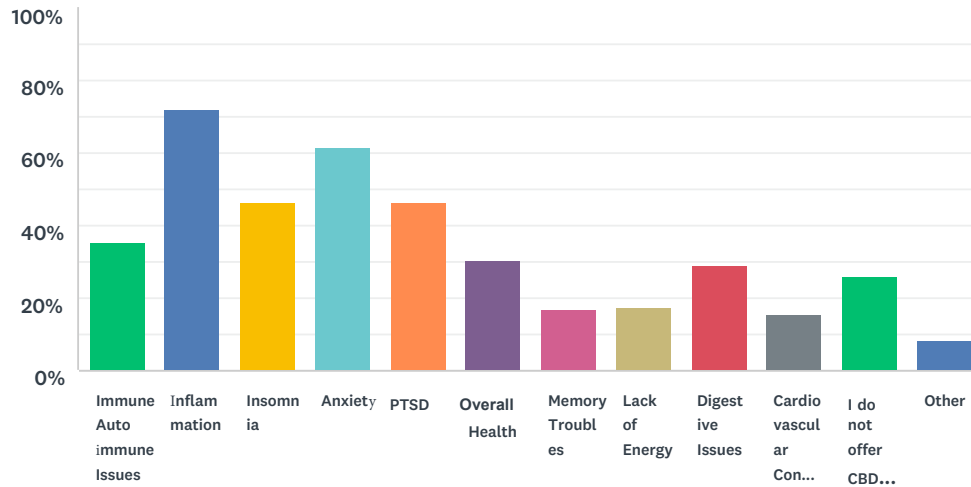
Answered: 764 Skipped: 116



ANSWER CHOICES	RESPONSES	
Yes	13%	102
No, but I'm considering it	58%	442
No, I have no intention of offering a CBD/Hemp Oil sublingual/ingestible product to my patients	29%	220
TOTAL		764

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

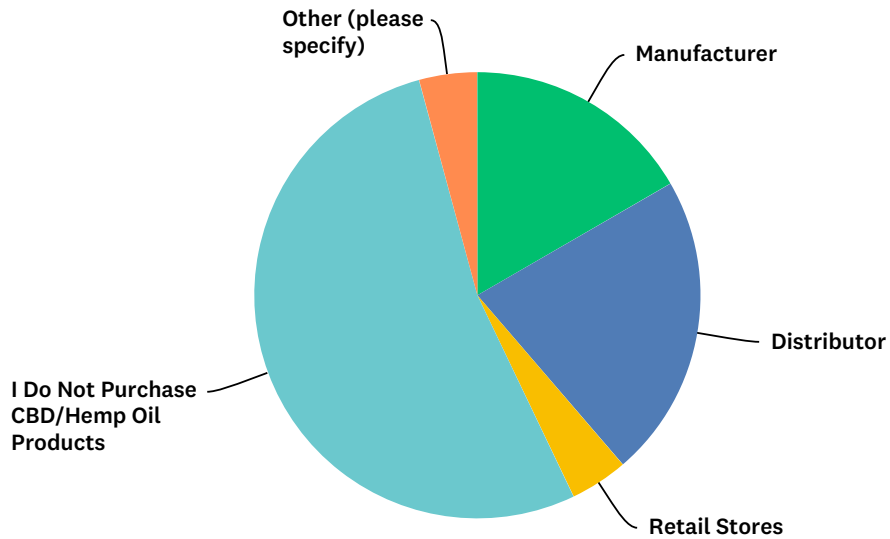
Answered: 522 Skipped: 358



ANSWER CHOICES	RESPONSES	
Immune/Autoimmune Issues	35%	185
Inflammation	72%	377
Insomnia	47%	243
Anxiety	61%	321
PTSD	46%	242
Overall Health	31%	160
Memory Troubles	17%	88
Lack of Energy	18%	92
Digestive Issues	29%	152
Cardiovascular Concerns	16%	82
I do not offer CBD/Hemp Oil sublingual/ingestible products	26%	137
Other (please specify)	8%	44
Total Respondents: 522		

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

Answered: 522 Skipped: 358



ANSWER CHOICES	RESPONSES	
Manufacturer	17%	87
Distributor	22%	115
Retail Stores	4%	22
I Do Not Purchase CBD/Hemp Oil Products	53%	276
Other (please specify)	4%	22
<b>TOTAL</b>		<b>522</b>