



TO Interested Parties

FROM Lori Weigel & Karoline McGrail, New Bridge Strategy

RE: Americans' Views of Beverages which Contain THC derived from Hemp and its Regulation

DATE May 16, 2025

New Bridge Strategy completed a survey of Americans ages 21 and older in March 2025 regarding their views of beverages containing THC derived from hemp and related products and the regulation of such products.¹ The survey found that a minority of American adults are aware of these products, and many are unsure or confused about various aspects of THC products. Once provided with some additional information, they find it important to regulate the products, and they view the alcohol regulatory system as a good model for regulation.

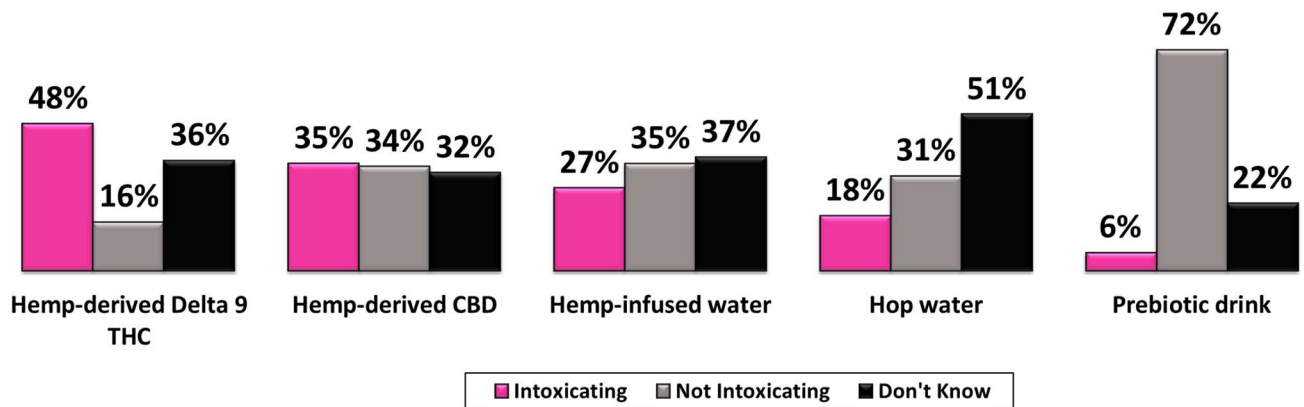
The specific key findings include:

- **Fewer than one-third of American adults say they are even aware of beverages that contain THC derived from hemp.** Just 31 percent of Americans indicate that these beverages are something they are “aware of, whether that is having seen it in person or seen that product in advertisements or online.” In contrast, they are more likely to indicate awareness of beverages that contain CBD (39 percent) or non-alcoholic cocktails or beer (70 percent).

In fact, just 38 percent say that they have seen ANY products containing THC from hemp for consumption. Men are twice as likely as women to indicate having seen these products (51 percent and 25 percent, respectively).

- **Importantly, there is a great deal of confusion over what types of products are intoxicating or not.** We asked respondents about a number of different labels that could be on beverages and whether or not they thought that would be an intoxicating beverage or not. For every single one, at least one-in-five say they are unsure whether that would be intoxicating or not. As the following graph depicts, fewer than one-half say that they would think a beverage labeled as “hemp-derived Delta 9 THC” is intoxicating – although that is more than guessed that for other potential products.

¹ **Methodology:** From March 17-25, 2025, New Bridge Strategy completed 1011 online interviews with adults age 21 and older throughout the United States. Interviews were drawn from online panels, and the sample was drawn proportionally throughout the country and is demographically representative of the adult population in this age group. The confidence interval associated with this sample is +/-3.5% at the 95% confidence level; with varying confidence for population subgroups within the sample (although they will be higher). Due to rounding, not all totals will sum to 100%.



Now, there are a number of different types of beverages available for sale these days, some of which are intoxicating and some are not. Please indicate for each of the following whether you would guess that a beverage labeled with that specific phrase is intoxicating or not -

- **Most American adults do not know if beverages containing THC derived from hemp are even being sold in their state.** Just 41 percent think they are legally for sale in their state, with 22 percent saying they are not legally for sale. Another 38 percent are unsure whether they are for sale in their state or not.
- **A plurality of adults say beverages containing THC derived from hemp should be regulated like alcohol.** More adults (30 percent) say that beverages containing THC derived from hemp should be regulated like alcohol than say it should be modeled after any other product such as tobacco (11 percent), prescription drugs (9 percent), soft drinks and food (4 percent) or other products (7 percent) or in an entirely different way (11 percent). A mere 8 percent say it should not be regulated at all.

When comparing it to alcohol regulation, a majority (53 percent) say it should be regulated the same level as alcohol, rather than more strict (21 percent) or looser than it (26 percent). In short, nearly three-quarters of Americans believe it should be regulated like alcohol or with even more restrictions.

- **More adults say they want their state to regulate these beverages, rather than the federal government.** Nearly half (49 percent) want state government to regulate beverages containing THC derived from hemp, rather than the federal government (24 percent). Another 27 percent do not feel strongly one way or the other.
- **Three-quarters or more American adults support placing specific regulations on the sale of beverages containing THC derived from hemp that are akin to many alcohol laws.** When asked whether they support or oppose a host of specific regulations, most express overwhelming and intense support as seen in the following graph:

	Strongly Support	Total Support
Require that each beverage clearly indicate it contains THC on the label*	72%	93%
Require that each beverage clearly indicate how much THC is in that beverage^	68%	90%
Restrict purchases of these beverages to consumers 21 years of age or older	61%	86%
Require that these beverages be sold through licensed production and distribution systems, similar to alcohol, so the product can be tracked from producer to distributor to the retail store^	54%	85%
Require retail stores to be licensed by the state in order to sell these products*	50%	83%
Require that these beverages be sold through licensed production and distribution systems, similar to alcohol*	50%	86%
Require employees at retail stores selling these products to receive training	49%	84%
Limit the amount of THC in individual beverages	42%	77%
Place taxes on these beverages at rates similar to alcohol*	40%	78%
Restrict the sale of beverages containing THC derived from hemp to marijuana dispensaries only	30%	67%

*Asked of Sample A, N=494, ^Asked of Sample B, N=517

In conclusion, American adults are generally unfamiliar with and confused by beverages containing THC derived from hemp. They are overwhelmingly supportive of regulating these products and think the alcohol regulatory model is a good one to follow.