

Texas Statewide Survey

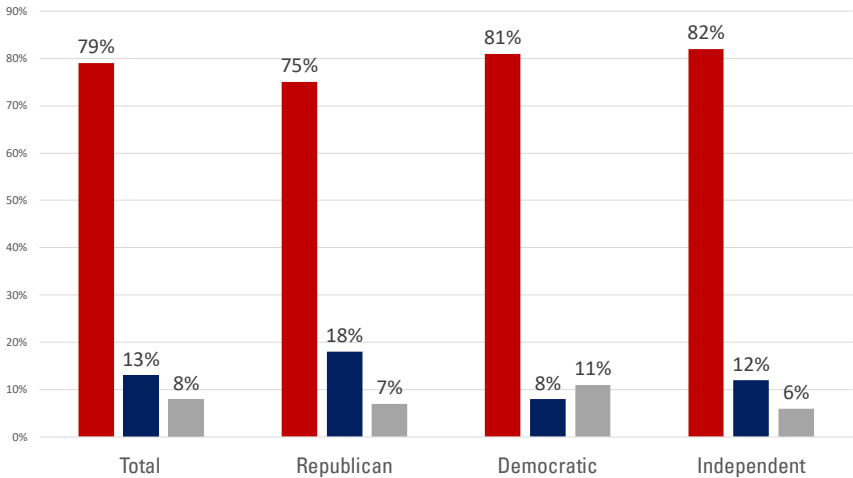
Method: Landline, Mobile & Text-to-Web
Universe: Likely Voters
Sample Size: 600
Margin of Error: +/- 4.0%
Field Dates: July 24-27, 2025



Summary: This Texas survey among 600 likely voters illustrates overwhelming support to continue to allow the sale and possession of consumable hemp-based products in Texas with new, commonsense safety and licensing regulations. The support is broad and intense across the board, including strong bipartisan support from Republicans, Democrats, and Independents. This is a very popular, non-partisan, adult consumer issue. The voters make it clear that they will vote for lawmakers who support keeping consumable hemp-based products legal in Texas and vote against those who try to ban it. There is a large, diverse consumer base for hemp-based products in Texas, making it an important part of Texas’ economy and quality of life.

Overwhelming Support to Keep Consumable Hemp-Based Products Legal

- Most voters (80%) are aware that the state legislature tried to ban consumable hemp-based products, but Governor Abbot vetoed it.
- 4 in 5 (79%) support continuing the sale and possession of consumable hemp-based products in Texas with new safety and licensing regulations. Only 13% oppose it.
- The support is intense with the majority (53%) “strongly” supporting it.
- There is overwhelming bipartisan support from Republicans (75%), Democrats (81%), and Independents (82%). This is a non-partisan, very popular adult consumer choice issue.
- The support cuts across the board, including in the Republican base: Trump voters (76%), conservatives (75%), Evangelicals (74%), regular churchgoers (71%), and seniors (78%).



The sale and possession of consumable hemp-based products has been legal in Texas since President Trump legalized it nationally in the 2018 Farm Bill. Would you support or oppose Texas continuing to allow the sale and possession of consumable hemp-based products with new safety and licensing regulations to protect children and adult consumers, including age restrictions for adult use only, school free zones, and increased transparency like clear health and warning labels on packaging?

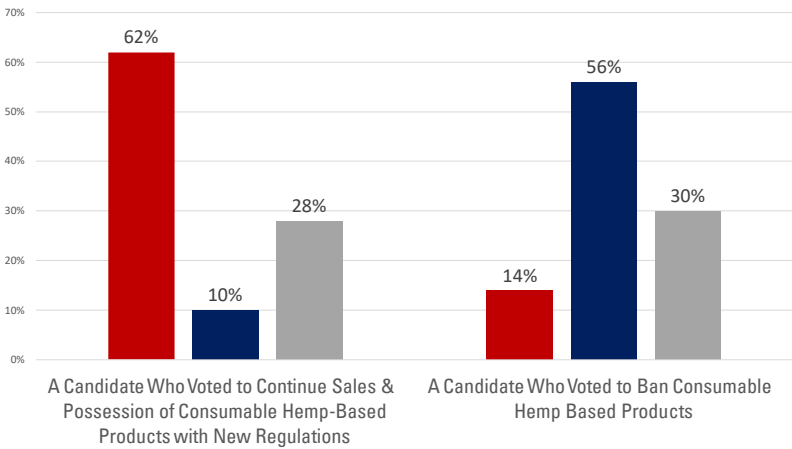
Vast Majority Support Commonsense Safety & Licensing Regulations:

- Texans want to keep consumable hemp-based products legal with commonsense regulations that protect minors, including an age restriction for adults 21+ (89% support), illegal to market to children (87% support), and sales banned in areas frequented by children (80% support). The support levels are very intense.
- Considering the types of regulations that could be placed on consumable hemp-based products, the support level to keep it legal in Texas increases from being 79% support/13% oppose (+66) to 83% support/11% oppose (+72), a net gain of 6-points.
- Most voters (80% to 12%) believe “consumable hemp products should be treated similarly to the alcohol industry and allow adults to use those products responsibly and recreationally.”

Do you support or oppose each of the following regulations on legal hemp-based products in Texas?	Support	Strongly	Somewhat	Oppose	Don't Know	Net
Hemp-based products would only be legal for adults over 21, making it a crime to sell to minors.	89	75	14	6	5	+83
It would be ILLEGAL for hemp-based products to be packaged or marketed in a manner attractive to children.	87	76	12	8	5	+79
Hemp-based products sales would be banned near schools, churches, parks, playgrounds, and other areas frequented by children.	80	62	18	13	7	+64

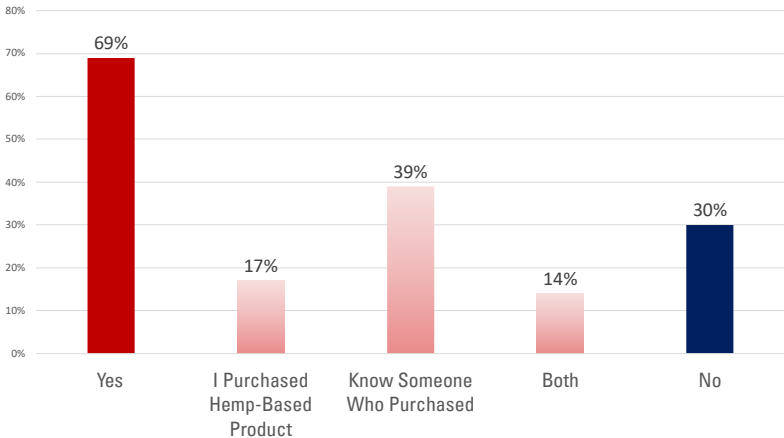
Political Upside vs. Downside for Lawmakers:

- A clear majority (62%) would be more likely to vote for a candidate who voted to keep consumable hemp-based products legal in Texas with commonsense regulations. There is minimal to zero downside with only 10% being less likely to vote for that candidate.
- The political upside is evident across the board: Republicans (52% to 14%), Democrats (70% to 9%), and Independents (67% to 6%).
- Conversely, the majority (56%) is less likely to vote for a candidate who votes to ban consumable hemp-based products. Voters would hold them accountable.



Texas Is a Big Marketplace for Consumable Hemp-Based Products

- Over-two-thirds (69%) either have personally purchased legal hemp-based products or know someone who has done it. Just under one-third (31%) have personally been a consumer.
- The hemp-based consumer market is diverse in Texas: Republicans (62%), Democrats (69%), Independents (79%), Protestants (67%), Catholics (67%), Non-Religious (72%), White (72%), Hispanic (65%), Black (62%), 18-34 (73%), 35-54 (70%), 55-64 (70%), 65+ (63%), men (69%) and women (69%) have personally purchased it or know someone who have done it.



Methodology: McLaughlin & Associates conducted a Texas survey among 600 likely voters between July 24-27, 2025. The survey included a mix of landline phone, mobile phone, and text-to-web interviews. Interview selection was at random within predetermined election units. The accuracy of the sample of 600 likely voters is within +/- 4.0% at a 95% confidence interval. The numbers in this memorandum have been rounded and may not equal 100%.

Party:		Gender:		Education:	
Republican	41%	Male	48%	Less/Bachelors	60%
Democratic	29%	Female	52%	Bachelors/PG	40%
Independent	30%				
Age:		Race:		Regions:	
		White	59%	Dallas/Sherman	30%
18-34	20%	Hispanic	25%	Houston	25%
35-44	20%	Black	12%	Austin/Waco/Bryan	13%
45-54	19%	Asian	3%	San Antonio/South	15%
55-64	18%	Other	1%	West Texas	8%
65+	23%			Northeast Texas	9%