



FOR IMMEDIATE RELEASE

Date: March 18, 2025

Contact: XXXXXXXXXX

New Poll Shows Strong Majority of Texans, Including Republicans, Support Keeping Consumable THC Legal with Regulations

A new poll by Baselice & Associates reveals that an overwhelming 68% of Texas voters want consumable THC to remain legal but strictly regulated, with measures such as age restrictions and warning labels. Only 20% prefer an outright ban. The survey results, released jointly by the U.S. Hemp Roundtable, Hemp Beverage Alliance, and Bayou City Hemp Company, found strong bipartisan support for keeping THC legal and regulated:

- **57% of Republican voters** support allowing THC to remain legal—almost **double the number** (29%) who favor banning it.
- **72% of Independents** favor keeping THC legal, with only **17%** wanting a ban.
- **80% of Democrats** support legal but regulated THC, compared to just **10%** for a ban

These results sharply contrast with a January poll by the Hobby School of Public Affairs, which suggested 61% of Republicans wanted to ban consumable THC—despite 53% supporting the legalization of recreational marijuana, which itself contains consumable THC. The conflicting results indicated widespread misunderstanding about THC. Unlike previous surveys, this poll clearly defined the issue and presented voters with both sides of the argument:

1. **For a ban** – Citing concerns about psychoactive effects and the risks to children.
2. **For legal but regulated THC** – Emphasizing alternative benefits to alcohol, medicinal use, and responsible regulation.

With this **clearer framing, Texans overwhelmingly rejected a ban** by a nearly **2.5 to 1 margin**. Only **12% of voters remained undecided** after hearing both arguments.

“The people of Texas have spoken,” said Ben Meggs, co-founder and CEO of Bayou City Hemp Company. “Voters—including a majority of Republicans—support keeping THC legal but well-regulated. The hemp industry has already proposed responsible regulations including lab testing, certification, warning labels, and strict age restrictions. Banning it outright goes against the will of Texans and destroys thousands of jobs created over the last six years.”

This week, the Texas Senate is set to vote on SB 3, a bill that would effectively prohibit consumable THC. The Hemp business community urges legislators to respect the will of Texas voters and instead enact commonsense regulations.

“As the legislature considers Senate Bill 3, the Baselice & Associates poll confirms that voters across party lines support a well-regulated hemp market—not prohibition,” said Jonathan Miller, U.S. Hemp Roundtable General Counsel. “The responsible path forward isn’t an outright ban, which would drive products underground and create unnecessary risks to public health. Instead, the legislature should enact thoughtful regulations that prioritize consumer safety, ensure product transparency, and maintain Texas’ leadership in the fast-growing hemp industry.”

About the poll: Survey conducted by Baselice & Associates from March 10-12, 2025, among 600 likely Texas voters via live call and text-to-cell invites. Margin of error: ±4%. Survey memo attached.



###