

MRI-Simmons Study Reveals American Interest in Cannabis-Infused Products is up 21% since 2019

Nearly 6 out of 10 US adults reported an interest in cannabis-infused products, according to MRI-Simmons' National Cannabis Study

NEW YORK, NY, UNITED STATES, April 20, 2022 /EINPresswire.com/ -- [MRI-Simmons](#), the essential consumer truth set, today announced findings from its National Cannabis Study, which captures the full spectrum of cannabis use and attitudes across the US. Among its many findings, the study shows that 58% of all US adults reported an interest in trying cannabis-infused products, with beverage categories like teas and soft drinks leading the way. The study also found that pro-legalization attitudes have continued to evolve, with 65% of Americans now agreeing that cannabis / marijuana should be legal, up from 58% in 2019. The findings have wide-ranging implications for brands looking to invest in or reach the evolving cannabis consumer.

Consumer Product Interest

When asked about cannabis-infused product interest, beverages were among the most popular choices for adults (18+), including teas (34%), soft drinks (31%), and coffee (30%). Alcoholic beverages like beer/cocktails and liquor were slightly less popular than their counterparts, but they showed some of the greatest increase in interest since 2019, with +29% and +30%

Which of the following cannabis-infused products would you be interested in trying? (Vertical %, Base: Adults 18+)	2022	2019	% change
<i>Source: 2019, 2022 MRI-Simmons National Cannabis Study</i>			
Tea	34%	29%	+17%
Skin Care (CBD)	32%	28%	+14%
Soft Drinks	31%	25%	+24%
Coffee	30%	27%	+11%
Food	30%	28%	+7%
Bedding (CBD)	28%	23%	+22%
Beauty Products (CBD)	28%	23%	+22%
Beer or Cocktails	27%	21%	+29%
Liquor	26%	20%	+30%
Dog Treats	22%	16%	+38%
Any Interest (NET)	58%	48%	+21%

Table 1 -- Cannabis study

Do you think the use of cannabis/marijuana should be legal or not? (Vertical %, Base: Adults 18+)	2022	2019	% Change
<i>Source: 2019, 2022 MRI-Simmons National Cannabis Study</i>			
Legal	65%	58%	+12%
Not legal	20%	24%	-17%
I don't know	15%	18%	-17%

Table 2 -- Cannabis report

Please indicate how much you agree or disagree with each of the following statements. (Vertical %, Base: Adults 18+)	2022	2019	% Change
<i>Source: 2019, 2022 MRI-Simmons National Cannabis Study</i>			
Legalizing cannabis is a good way to add to tax revenue	73%	70%	+4%
Legalizing marijuana cuts down on illegal drug traffic	70%	66%	+6%
I expect marijuana will be legal in all states in the next 5 years	67%	64%	+5%
I would try marijuana if it were legal where I live	50%	40%	+25%
Communities are less safe with legalized cannabis	37%	37%	-
I closely follow new developments regarding the legalization of cannabis	46%	36%	+28%

Table 3 -- Cannabis report

increases, respectively. (See Table 1.)

“The thirst for cannabis products is growing,” said Karen Ramspacher, SVP of Innovation and Insights at MRI-Simmons. “Beverages, skin care, and beauty products have led the charge among the 147 million Americans who are interested. Cannabis is poised to disrupt and excite many categories. Mainstream brands need to prepare to adapt their products and adopt this valuable cannabis audience.”

Attitudes on Legalization

Perhaps the rise in cannabis-infused product interest should come as no surprise, given the continued growth in support of cannabis legalization. Sixty-five percent of Americans now believe cannabis should be legal, a +12% increase since 2019. Supporters skew younger, with a median age of 45. Thirty-two percent fall into the 18-34 age group. (See Table 2.)

Reasons for Legalization

Americans continue to show support for cannabis across all age groups. Sixty-seven percent of all adults 18+ expect marijuana will be legal in all states within five years, 70% agree that legalizing marijuana would cut down on illegal drug traffic, and 73% agree that legalization would be a good way to add tax revenue. Interestingly, 50% of US adults said they would try marijuana if it were legal where they live, an increase of +25% since 2019, and 46% reported they were closely following new developments on the legalization of cannabis, an increase of +28%. These insights and corresponding 3-year increases are something cannabis and related brands cannot ignore. (See Table 3)

For additional insights on American cannabis consumption and attitudes:

- Watch MRI-Simmons' recent webinar “What’s Next for Cannabis in America?” by visiting [this link](#).
- Download MRI-Simmons' complimentary cannabis report “How American Opinions of Cannabis are Evolving” by [clicking here](#).

About the National Cannabis Study

The MRI-Simmons National Cannabis Study cuts through the hype to provide a clear, unbiased view of cannabis as a cultural force and marketplace juggernaut. It provides insights that can directly guide both marketing actions and public policy, capturing the full range of opinions and desires on this potentially polarizing topic. The 2022 study was conducted using a nationally representative online sample of over 5,000 respondents. The resulting dataset was fused to MRI-Simmons USA for deep profiling purposes and nationwide universe estimates. To learn more

visit: <https://www.mrisimmons.com/our-data/focus-studies/national-cannabis-study/>.

About MRI-Simmons

MRI-Simmons is the leading provider of insights on the American consumer. With thousands of attitudinal and behavioral data points, gathered through ongoing surveys and passive measurement, MRI-Simmons empowers advertisers, agencies and media companies with deeper insights into the “why” behind consumer behavior.

The company’s flagship product (MRI-Simmons USA) is the leading multi-media study of Americans and is widely recognized as the industry standard for magazine audience ratings. Powered by address-based probabilistic sampling, MRI-Simmons USA measures real people, chosen at random to represent the US population in all its variations. This methodological approach ensures stability of insights and provides the most accurate view of the American consumer.

Launched as a joint venture in 2019, MRI-Simmons is co-owned by GfK and SymphonyAI Group, with GfK as the majority partner. To learn more, visit <https://mrisimmons.com>, or follow @MRI-Simmons on Twitter.

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