

## CANNAPINION POLL:

# Pop, Fizz, Buzz! Uncorking Cannabis Beverages

The infused beverage market is expanding rapidly and new brands are popping up all the time. In the race to "own" the category, brands need to win the hearts of consumers. We surveyed 1,000 cannabis consumers across the US to discover which products they love, and what they're excited to try next.

### Top Reasons Cited by Respondents for Consuming Cannabis Beverages



# 29%

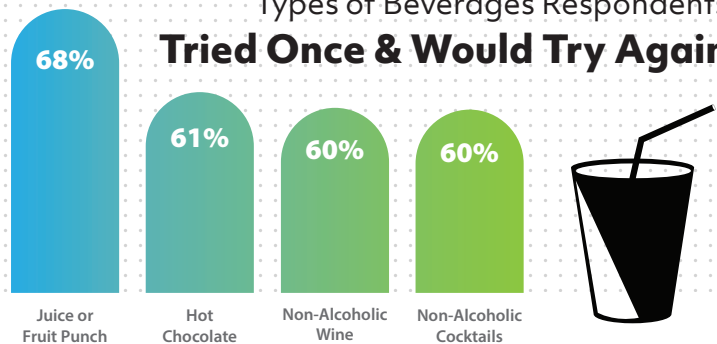
of those who tried a cannabis beverage did so in the last month.

When respondents drink a cannabis-infused beverage

# 40%

said they did so in addition to an **alcoholic beverage.**

### Types of Beverages Respondents Tried Once & Would Try Again



79% of Respondents would want to try cannabis-infused

# Lemonade or Tea.

Only 17% would like to try non-alcoholic beer infused with cannabis.

**SoapBox**  
sample

[info@soapboxsample.com](mailto:info@soapboxsample.com)  
[soapboxsample.com/cannabis](https://soapboxsample.com/cannabis)

Data gathered from SoapboxSample's CANNapinion Poll, July 2020 among 1,000 18+ P3M cannabis users in legal states.