



Responsible PA Targeted Districts Poll

POLL DEBRIEF

September 3 - 11, 2024

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About Change Research

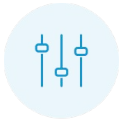
Fast. Accurate. Affordable.

Who We Are



Change Research was founded in 2017 with the mission of improving American democracy by making public opinion insights more accessible to forward-thinking political campaigns and advocacy organizations. We are a team of pollsters, engineers, data scientists, and strategists. Our team brings expertise in methodological innovation, research design, public opinion, and strategic consulting.

Our Unique Approach



All of our surveys are completed online, but we do **not** use panels! We recruit new participants for every poll using targeted online advertisements on websites and social media platforms, and using SMS text-to-web.

Our Products



In addition to custom polling, we offer:

- **Spark** candidate viability & election tracking (standardized and cost-effective polling)
- **Magnify** AI targeting (custom modeling)
- **Voices** qualitative research (in-depth interviews and text-based chats)

METHODOLOGY

Understanding voters' attitudes on legalizing marijuana in Pennsylvania in key 2024 House districts.



Survey n = 1,695 likely 2024 voters across HDs 16, 72, 118, 144, and 151, Sept 3-11, 2024
(n=358 HD-16, n=327 HD-72, n=312 HD-118, n=382 HD-144, n=316 HD-151)



Respondents were recruited via dynamic online sampling and SMS to obtain a sample reflective of the population.



Post-stratification performed on age, gender, race/ethnicity, education, region, and 2020 presidential vote.



The average modeled margin of error is +/- 6.1%

SAMPLE OVERVIEW



53% Women
47% Men



86% White
9% Black
4% Hispanic
1% Other



44% Democrat
44% Republican
12% Independent



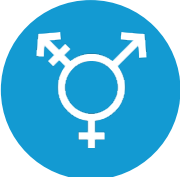
19% 18-34
23% 35-49
28% 50-64
31% 65+



5.6% MOE
n=358

HD-16

SAMPLE OVERVIEW



52% Women
48% Men



91% White
5% Black
2% Hispanic
2% Other



34% Democrat
59% Republican
7% Independent



16% 18-34
21% 35-49
27% 50-64
36% 65+



6.1% MOE
n=327

HD-72

SAMPLE OVERVIEW



52% Women
48% Men



91% White
5% Black
2% Hispanic
2% Other



45% Democrat
45% Republican
10% Independent



18% 18-34
22% 35-49
28% 50-64
32% 65+



6.1% MOE
n=312

HD-118

SAMPLE OVERVIEW



53% Women
47% Men



86% White
6% Hispanic
5% Black
4% Other



46% Democrat
48% Republican
6% Independent



19% 18-34
21% 35-49
28% 50-64
32% 65+



5.9% MOE
n=382

HD-144

SAMPLE OVERVIEW



53% Women
47% Men



82% White
10% AAPI
4% Black
4% Other



49% Democrat
39% Republican
12% Independent



22% 18-34
23% 35-49
28% 50-64
27% 65+



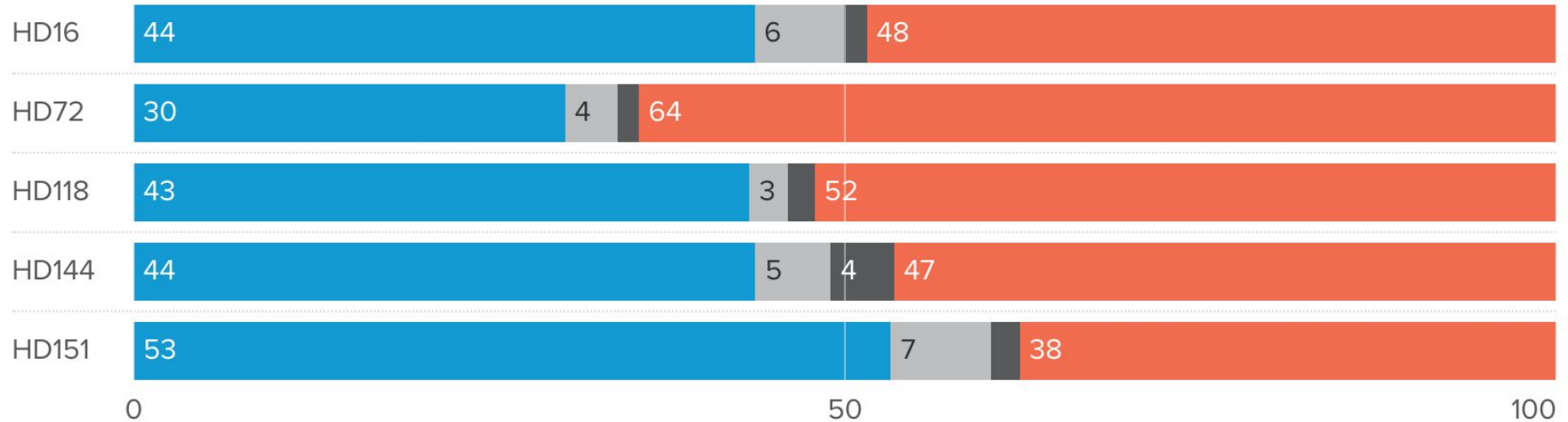
6.6% MOE
n=316

HD-151

Presidential Support by District

If the November election for President were held today and the choices were the following, who would you vote for?

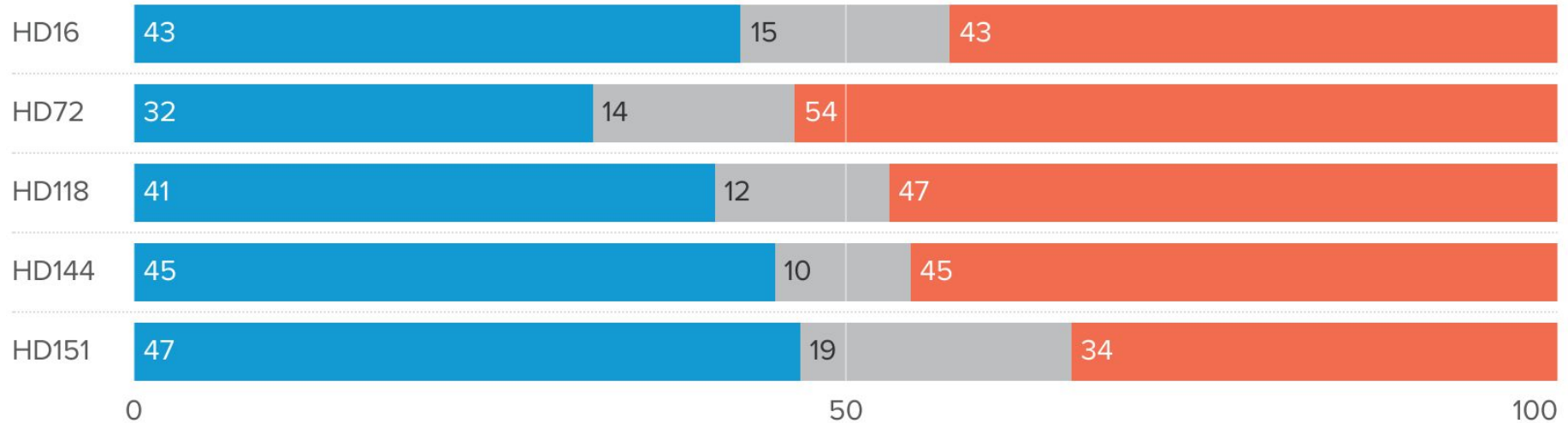
● Kamala Harris, the Democrat
 ● Not sure
 ● Would not vote
 ● Donald Trump, the Republican



Party Preferences Across Districts

If the election for the Pennsylvania State Legislature were held today, who would you vote for?

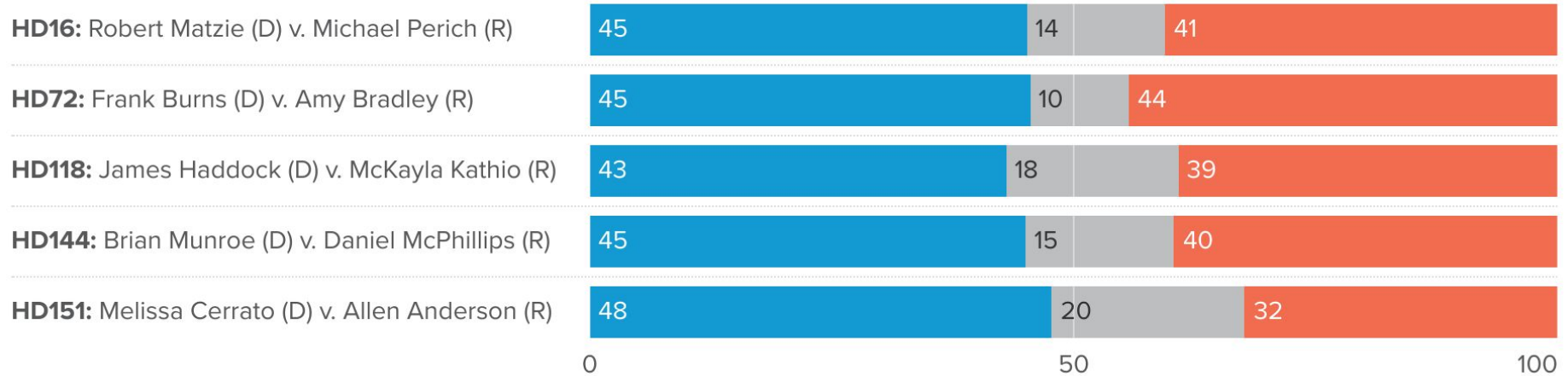
● The Democratic candidate ● Not sure ● The Republican candidate



State House Support by District

If the election for the Pennsylvania State House of Representatives were held today and the choices were the following, who would you vote for?

● The Democratic candidate
 ● Not sure
 ● The Republican candidate

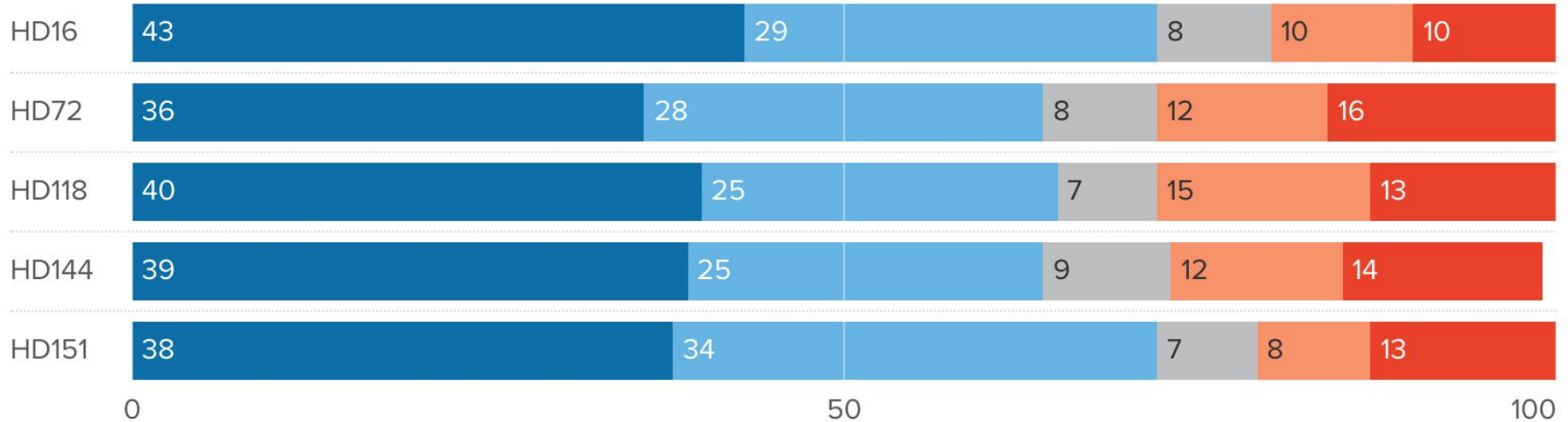


Support and Opposition for Cannabis Legalization



Do you support or oppose allowing the sale of adult-use cannabis in Pennsylvania?

● Strongly support ● Somewhat support ● Not sure ● Somewhat oppose ● Strongly oppose



Age and Politics Drive Cannabis Support

Do you support or oppose allowing the sale of adult-use cannabis in Pennsylvania?

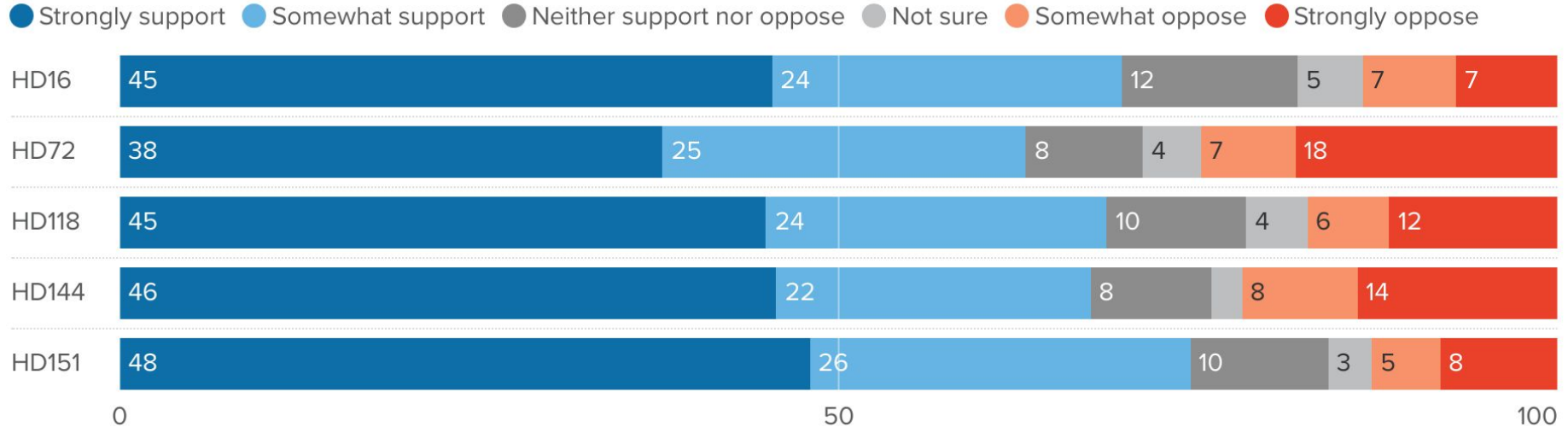
	Total	Women	Men	18 to 49	50+	White	POC	Dems	Pure ind	GOP
HD16	52	53	53	65	45	57	32	80	50	29
HD72	36	36	38	45	31	34	–	68	–	20
HD118	37	40	35	53	27	43	–	56	42	19
HD144	38	44	29	61	22	37	44	62	–	11
HD151	51	53	49	66	39	55	28	76	49	20

Targeted Districts

<u>HD</u>	<u>Race</u>	<u>Biden 2020</u>	<u>Harris 2024</u>	<u>Generic Ballot 2024</u>	<u>PA House 2024</u>	<u>Legalization Support</u>
16	Robert Matzie, the Democrat v. Michael Perich, the Republican	-2	-4	0	+4	+52
72	Frank Burns, the Democrat v. Amy Bradley, the Republican	-25	-34	-22	+1	+36
118	James Haddock, the Democrat v. McKayla Kathio, the Republican	-2	-9	-6	+4	+37
144	Brian Munroe, the Democrat v. Daniel McPhillips, the Republican	+1	-3	0	+5	+38
151	Melissa Cerrato, the Democrat v. Allen Anderson, the Republican	+21	+15	+13	+16	+51

Strong Support for Regulated Cannabis in PA

Given that cannabis is already in Pennsylvania communities and is routinely used for non-medical purposes, do you support or oppose allowing adults to legally purchase and use regulated, taxed and quality-tested cannabis products?



Demographic Divide in Cannabis Support

Given that cannabis is already in Pennsylvania communities and is routinely used for non-medical purposes, do you support or oppose allowing adults to legally purchase and use regulated, taxed and quality-tested cannabis products?

	Total	Women	Men	18 to 49	50+	White	POC	Dems	Pure ind	GOP
HD16	56	60	52	68	49	58	48	81	60	32
HD72	38	38	39	38	39	36	–	67	–	24
HD118	51	56	46	62	42	57	–	68	79	30
HD144	46	56	34	68	29	47	51	65	–	1
HD151	62	62	61	70	54	62	58	77	69	37

Perspectives on Cannabis Legalization Impacts



	HD16	HD72	HD118	HD144	HD151
Legalizing recreational marijuana will enhance public health and safety by providing adult consumers the ability to purchase regulated products in dispensaries. These products would be subject to rigorous testing, and reduce the need for consumers to purchase illicit products which could contain harmful contaminants. Safe, quality-tested cannabis will protect consumers and decrease health emergencies.	74	65	74	68	77
Legalizing marijuana in Pennsylvania will create thousands of new jobs for Pennsylvanians and significantly boost the state's revenue, allowing the government to invest in infrastructure, public safety, and education. Bringing \$1 billion in illegal sales into a legally regulated market will allow for the government to reinvest in Pennsylvania's communities and create economic opportunity.	73	66	72	71	74
Legalizing cannabis will weaken drug cartels and illegal dealers. By providing a legal market, we can disrupt criminal enterprises and make our streets and borders safer. This will lead to a more secure Pennsylvania.	67	61	67	61	70
Legalizing marijuana includes strict age verification requirements, which will help prevent underage use. Unlike the illicit market, legal sales will ensure that only adults can purchase cannabis.	72	62	70	69	71
Legalizing cannabis will create a fairer criminal justice system. People's lives should not be unfairly impacted as a result of a marijuana arrest or conviction for a non-violent cannabis offense. This criminal justice reform will help many Pennsylvanians who have been disproportionately impacted by unjust laws improve their lives.	75	61	75	74	76
Legal marijuana use might complicate workplace safety and productivity. Employers could face challenges in maintaining a drug-free work environment and ensuring the safety of their employees.	62	63	59	57	62
Legal cannabis use may lead to higher rates of addiction and mental health issues. The availability of cannabis could exacerbate existing health problems and create new ones.	41	46	38	42	37

Agree/Disagree Statements

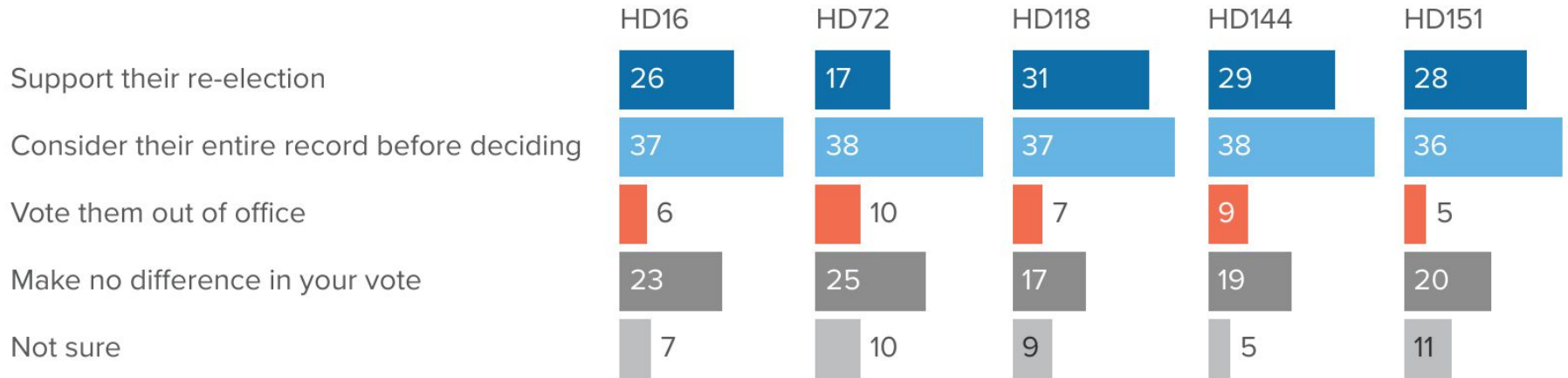


	HD16	HD72	HD118	HD144	HD151
Legalizing recreational marijuana will enhance public health and safety by providing adult consumers the ability to purchase regulated products in dispensaries. These products would be subject to rigorous testing, and reduce the need for consumers to purchase illicit products which could contain harmful contaminants. Safe, quality-tested cannabis will protect consumers and decrease health emergencies.	44	38	49	45	49
Legalizing marijuana in Pennsylvania will create thousands of new jobs for Pennsylvanians and significantly boost the state's revenue, allowing the government to invest in infrastructure, public safety, and education. Bringing \$1 billion in illegal sales into a legally regulated market will allow for the government to reinvest in Pennsylvania's communities and create economic opportunity.	44	38	50	44	44
Legalizing cannabis will weaken drug cartels and illegal dealers. By providing a legal market, we can disrupt criminal enterprises and make our streets and borders safer. This will lead to a more secure Pennsylvania.	38	34	41	42	43
Legalizing marijuana includes strict age verification requirements, which will help prevent underage use. Unlike the illicit market, legal sales will ensure that only adults can purchase cannabis.	44	39	47	52	48
Legalizing cannabis will create a fairer criminal justice system. People's lives should not be unfairly impacted as a result of a marijuana arrest or conviction for a non-violent cannabis offense. This criminal justice reform will help many Pennsylvanians who have been disproportionately impacted by unjust laws improve their lives.	52	39	49	54	53
Legal marijuana use might complicate workplace safety and productivity. Employers could face challenges in maintaining a drug-free work environment and ensuring the safety of their employees.	29	33	27	30	24
Legal cannabis use may lead to higher rates of addiction and mental health issues. The availability of cannabis could exacerbate existing health problems and create new ones.	18	22	22	25	15

Strongly Agree

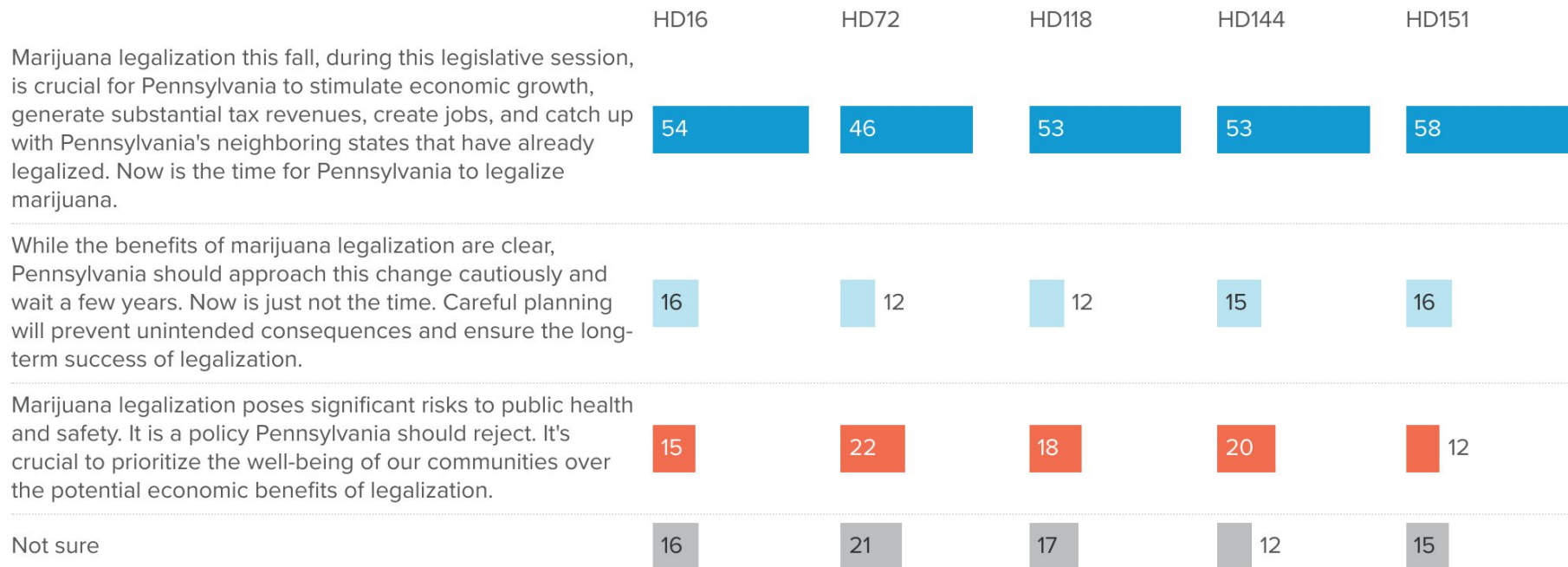
Impact of Cannabis Policy on Election Choices

If a Pennsylvania legislator voted to control, regulate, and tax the sale of adult-use cannabis in the state, how would it affect your vote in their re-election?



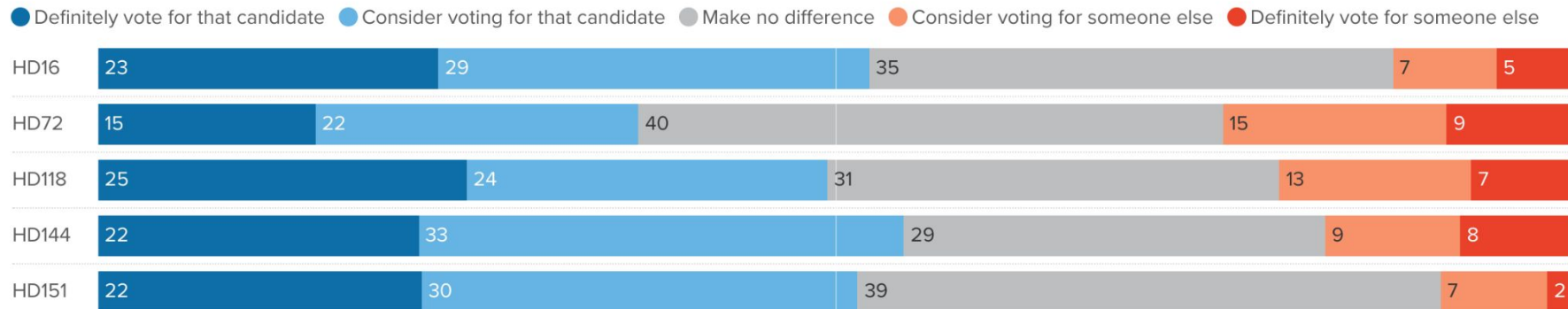
Voters Lean Towards Swift Action on Legalization

Which of the following statements comes closest to your opinion?

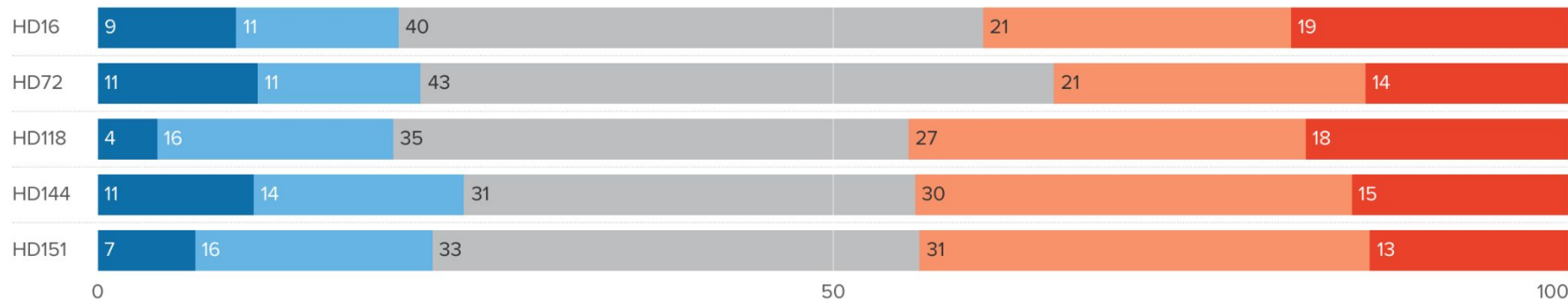


Candidate Support Based on Cannabis Stance

[50% saw version A] If a candidate for the Pennsylvania legislature SUPPORTS allowing adults to legally purchase and use non-medical cannabis, would you:



[50% saw version B] If a candidate for the Pennsylvania legislature OPPOSES allowing adults to legally purchase and use non-medical cannabis, would you:



Essential Measures in Cannabis Legislation

Regardless of whether you support the legalization of cannabis, please indicate which elements you think are essential to be included in any measure that would legalize cannabis. Select all that apply.

	HD16	HD72	HD118	HD144	HD151
Testing marijuana products for potency and contaminants	66	60	67	67	72
Limiting the ways marijuana products can be packaged and advertised to prevent them from appealing to kids	62	57	63	64	66
Allowing local governments to establish a 2% tax on marijuana sales to raise money for local services	54	49	49	58	59
Expunging prior convictions for marijuana possession and removing them from people's records	54	42	42	59	61
Placing a cap on the number of marijuana businesses that can be established statewide	34	36	31	42	35
Requiring a specific number of marijuana business licenses be granted to people and communities that have been disproportionately harmed by unfair enforcement of current marijuana laws	31	27	27	36	35
None of these	10	14	10	9	10
Something else (please specify)	7	8	9	13	4

Perspectives on Cannabis Impact in Pennsylvania

Top Themes: Economic Benefits, Legal System Relief, Health & Safety Concerns, and Political Influence

In what ways could legalizing cannabis impact Pennsylvania?

A tax on cannabis in all areas would provide more money for the state.

(White Woman, 65+, HD144)

Pennsylvania would receive income from sale of recreational cannabis, but it should only be sold to adults.

(White Woman, 50-64, HD118)

Increased addiction rates.

(Hispanic Man, 18-34, HD16)

Healthier and safer avenue for recreational cannabis use.

(AAPI Man, 18-34, HD144)

The air quality would get worse for non smokers, political divide might increase due to differing opinions.

(White Woman, 50-64, Inner Loop)

Help the economy by raising taxes. Get all Marijuana users out of jail.

(White Woman, 35-49, HD72)

Decrease prison population and redirect funds to education.

(Hispanic Woman, 18-34, HD118)

A disaster! Will bring social decay.!

(Hispanic Man, 65+, HD151)

Puts money in all the legislators' pockets while making them look progressive.

(White Woman, 65+, HD118)

Increase state revenue and provide job opportunities in the inner city.

(Black Woman, 50-64, HD118)

Who Travels for Cannabis in Pennsylvania?

Have you traveled to a dispensary in a neighboring state because Pennsylvania hasn't legalized cannabis yet?

	Total	Women	Men	18 to 49	50+	White	POC	Dems	Pure ind	GOP
HD16	17	17	18	22	15	19	9	18	27	14
HD72	11	10	12	20	6	9		9		9
HD118	15	10	19	22	8	13		18	14	11
HD144	24	27	20	39	13	22	37	34		14
HD151	21	22	20	25	18	20	34	21	35	16

Total Yes

STRATEGIC RECOMMENDATIONS

Addressing Political Risks and Rewards: Emphasize in discussions with legislators from districts like HD72 and HD118 the risk associated with opposing cannabis legalization, as significant voter segments view opposition unfavorably. Meanwhile, leverage the strong inclination among younger and independent voters in districts like HD16, HD144, and HD151 towards legalization to showcase its broad appeal and potential electoral benefits.

Highlight Economic and Social Benefits: Stress the significant economic incentives, like enhanced tax revenue and job creation, to build a strong argument for cannabis legalization. Draw attention to the positive outcomes observed in neighboring states that have already legalized cannabis, emphasizing both economic growth and social improvements. Advocate for comprehensive regulatory frameworks that ensure public health, product quality, and safety are prioritized, addressing potential concerns in more skeptical districts such as HD72.

Target Districts with High Out-of-State Travel: Focus on HD144 and HD151. These districts show the highest percentages of residents traveling out-of-state to access cannabis dispensaries. Bring personal testimonies from constituents who travel out-of-state, coupled with economic projections to show how much money is leaving the state. This could provide powerful persuasion in your discussions.

THANK YOU

QUESTIONS?



POLLING for the PEOPLE



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