



**To: Interested Parties**  
**From: Sumati Thomas, Change Research**  
**Date: February 10, 2025**  
**Re: Pennsylvania Voters Ready for Cannabis Legalization Through Private Market**

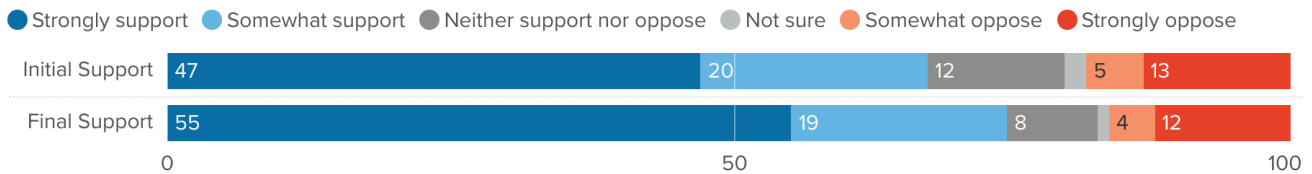
A new statewide survey from Change Research reveals strong support for cannabis legalization in Pennsylvania, with a clear preference for implementation through private retail rather than state-owned stores. The poll, conducted January 25-30, 2025 among 1,129 registered voters, demonstrates widespread backing across partisan, demographic, and geographic lines.<sup>1</sup>

### Broad-Based Support Transcends Party Lines

A significant 68% of Pennsylvania voters support legalization, with particularly among Democrats (85%) and Independents (62%). Over half of Republicans (53%) also support legalization. This support strengthens as voters learn more about the issue, with final overall support reaching 74%. The increase is most dramatic among Republicans, whose support grows to 62% after learning more about implementation options. Younger Republicans show particularly strong support, with 63% of those under 50 backing legalization – showing a clear generational change in conservative views on cannabis. These numbers suggest that supporting legalization not only carries little political risk, but may actually provide electoral advantages across party lines.

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



Support for legalization is consistent across age groups, with younger voters showing the strongest enthusiasm. Among voters aged 18-34, 78% support legalization, while 77% of those aged 35-49 and 75% of those aged 50-64 back the measure. Even among seniors 65 and older, support reaches 69%.

Geographic support transcends Pennsylvania's urban-rural divide. Philadelphia City leads with 79% support, matched by 74% support in Allegheny County. Central Pennsylvania shows solid majority support at 61%.

### Clear Preference for Private Retail Model

Pennsylvania voters reject a state-store model in favor of private businesses. When first asked, 51% supported private retail while 25% favored state control. After learning more about both models, support for private business grew to 57%, while state-store support remained stagnant at 25%. These views transcend party lines, with majorities of Democrats (49%), Independents (54%), and Republicans (67%) all favoring private retail

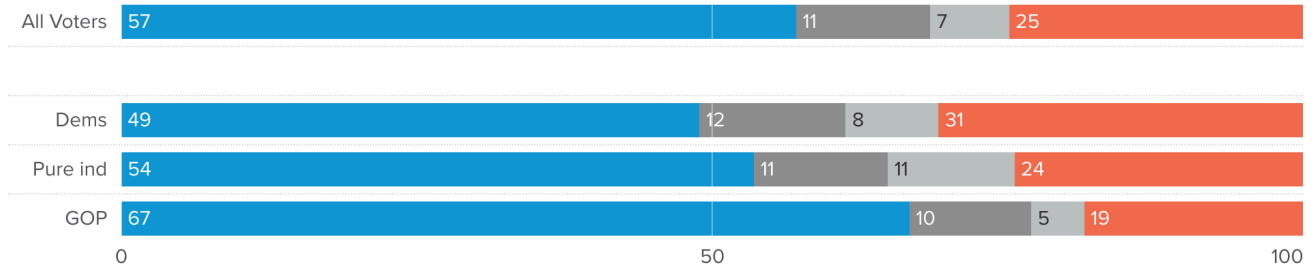
<sup>1</sup> Polling was conducted online from January 25-30, 2025. Using Dynamic Online Sampling to attain a representative sample, Change Research polled 1,129 likely voters in Pennsylvania. Post-stratification was performed on age, gender, race/ethnicity, education, region, and 2024 presidential vote. You can see a full methodology statement here, which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

implementation. Additionally, 68% of voters believe a private model would keep more money in local communities, and 68% worry a state monopoly would restrict business opportunities.

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One last time, if Pennsylvania were to legalize cannabis for adult use, which sales model do you prefer?

- A private retail model, where licensed private businesses can sell cannabis
- No preference
- Not sure
- A state-controlled model, where cannabis is sold through government-operated stores, similar to Pennsylvania's liquor store system



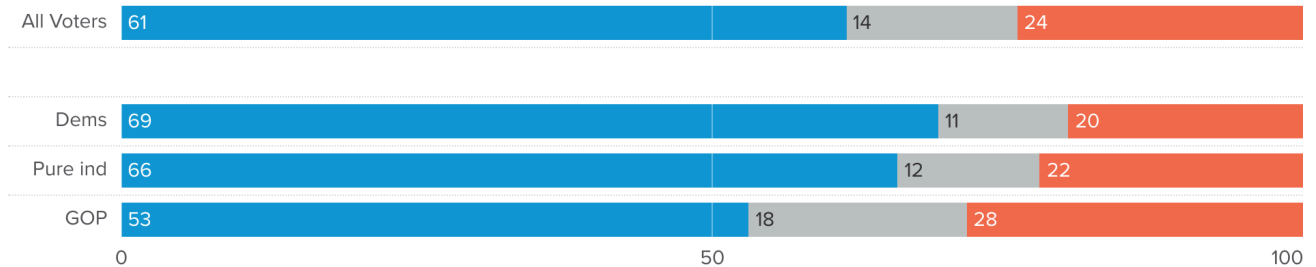
### Building on Medical Infrastructure

Just under two-thirds (61%) support allowing existing medical dispensaries to immediately begin recreational sales upon legalization. This support transcends party lines with 69% of Democrats, 66% of Independents, and 53% of Republicans agreeing for immediate expansion of the current private medical dispensary system to include recreational sales.

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Pennsylvania's medical marijuana program has a well-established network of private dispensaries and producers that could be expanded to support legal cannabis sales. Do you support allowing Pennsylvania's existing medical marijuana dispensaries to immediately sell recreational cannabis once legalization takes effect?

- Yes, immediately expand the current private dispensary system to include recreational sales.
- Not sure
- No, create a separate network of state-run stores for recreational sales.



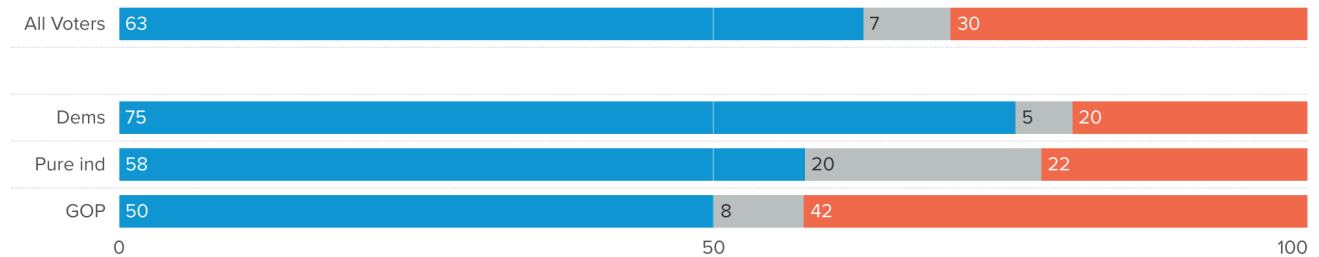
50% of sample saw this question

### Urgency for Legislative Action

A majority (63%) believe Pennsylvania should move forward with cannabis legalization in 2025, rather than delay the process. Only 30% suggested taking more time for evaluation, while 7% remained unsure. This sense of urgency is particularly strong in urban areas, with 79% of Philadelphia City residents and 74% of Allegheny County voters supporting swift implementation.

Which statement do you most agree with?

- Pennsylvania should move forward now and pass cannabis legalization in 2025. Delaying only hurts the economy, restricts access for patients and consumers, and allows the illicit market to thrive.
- Not sure
- Pennsylvania should not rush the process, taking more time to evaluate potential challenges. Before making a decision, more research, planning, and debate are needed.



### Economic and Practical Considerations

Voters have clear preferences for how cannabis tax revenue should be used. Public education leads the list at 61%, followed by infrastructure improvements (53%), substance abuse treatment (47%), and law enforcement support (41%). The data suggests voters see legalization as an opportunity to address multiple community needs through a single policy change.

### Conclusion: Looking Forward

The combination of strong public support, preference for private enterprise, and desire for swift action creates a compelling case for 2025 implementation. The breadth of support - spanning party lines, age groups, and geographic regions - suggests cannabis reform could unite Pennsylvanians behind a common goal.

The state's successful medical program provides a tested framework for expansion. Voter preference for private retail aligns with Pennsylvania's business traditions, while widespread backing for rapid implementation acknowledges the costs of delay.

As neighboring states move forward with similar policies, Pennsylvania voters have signaled their readiness for a carefully regulated, private-sector approach to adult-use cannabis. The question facing legislators is no longer whether Pennsylvania should legalize cannabis, but how quickly they can implement an effective private retail model that serves communities while maximizing economic benefits for local businesses and taxpayers.