

February 28, 2025



CYGNAL

# Survey of Likely 2026 General Election Voters Pennsylvania State Senate District 6

February 26 – 27, 2025 | n=305 |  $\pm 5.60\%$

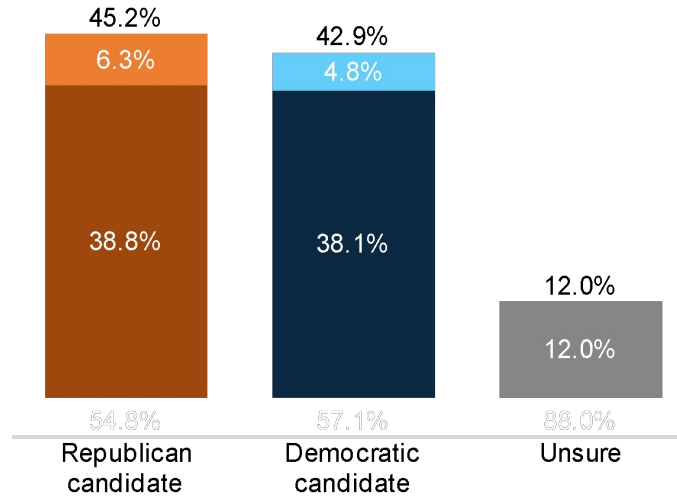
## Insights & Analysis

- **Support for adult use cannabis is considerable with 70% of voters overall saying they support it** and 45% saying they *strongly* support it. Only one-in-four are in **opposition** (25%).
  - **Voters under the age of 44** support regulated adult use cannabis the most; still more than 60% across all age brackets support it.
  - More than half of **Trump 2024 voters** (52%) support adult use cannabis and more **Republicans** *strongly* support (30%) it than those who *strongly* oppose (27%).
  - More **non-college educated men** (72-20%) support regulated cannabis than **college educated men** (67-31%).
  - Support is highest in the **Southeast** (76-20%) area of the district while support is 10% lower in the **Northwest** (66-28%) area.
  - **Messaging further solidifies support with young voters** and **Republicans** see a 6% net-shift towards support as well.
- In a district that he won by 6%, **Donald Trump's** image is 43% favorable and 54% unfavorable with more than half having a *very unfavorable* impression of him (51%).
- **Josh Shapiro** has a favorable image with nearly two-thirds of voters (62%). A considerable number of **Republicans** (42%) have a **favorable impression of Shapiro**; though just 15% are *very favorable* (27% *somewhat favorable*).

## Insights & Analysis

- **Frank Farry's image** is 27% favorable and 16% unfavorable while a plurality have never heard of him (34%).
  - Most **Republicans** who have heard of him have a favorable impression of him (41-6%) and his among **Independent** voters is solid (25-16%).
  - His favorables are strongest in the **Southeast** (32-17%) area while his name identification trails in the **Northwest** (39% never heard of) area.
- Double the number of voters would **support the re-election for a legislator that voted for adult use cannabis** (18%) than those who would **vote them out** (9%). A third (35%) say they would consider their entire record while almost the same number (29%) say it would make no difference.
- The *Economy* message rates the highest overall while the *Judicial Fairness* message sees the most voters say they *strongly* agree.
  - **Regression analysis** shows that *Broad Support* is most effective at changing the mind of voters to support adult use cannabis. It is also the most effective message with **Republicans** and **Independents**.
  - **Democrats** are most persuaded by the *Economy* and *Crime* messages.

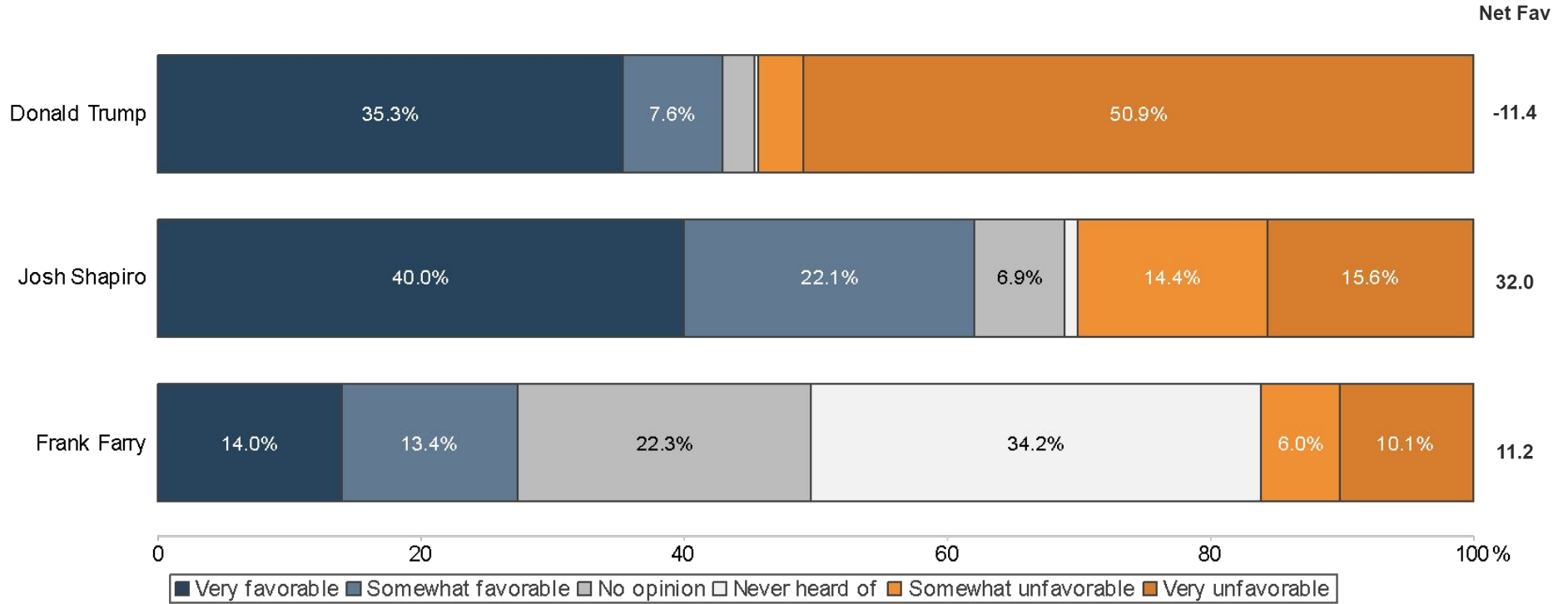
# Generic Ballot for State Senate



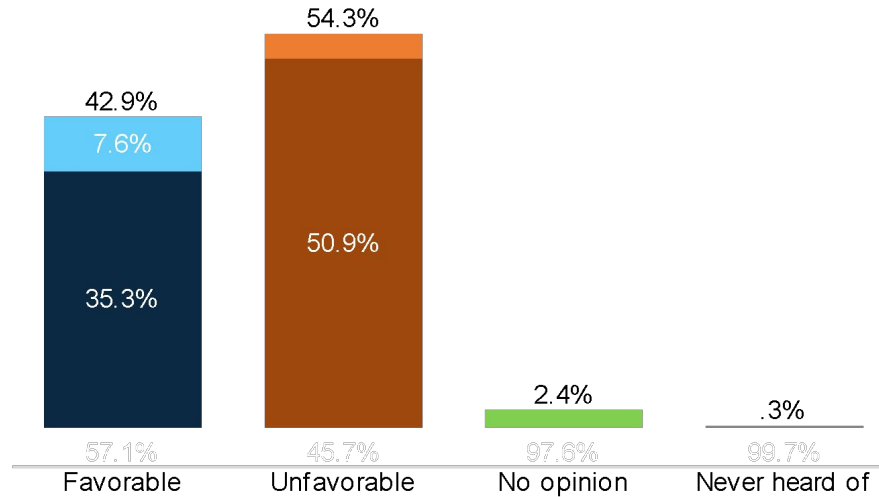
	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Northwest	Southeast	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Republican candidate	37%	54%	32%	51%	47%	46%	45%	46%	63%	43%	33%	44%	47%	83%	26%	9%	88%	28%	4%	46%	32%	63%	88%	3%	42%	46%
Democratic candidate	50%	34%	59%	42%	41%	35%	44%	42%	26%	44%	56%	42%	44%	6%	46%	83%	4%	48%	88%	41%	58%	22%	2%	91%	45%	42%
Definitely the Republican candidate	31%	48%	29%	47%	30%	39%	41%	42%	54%	35%	27%	40%	38%	72%	20%	8%	79%	19%	4%	40%	32%	59%	77%	0%	36%	39%
Probably the Republican candidate	7%	6%	3%	4%	16%	6%	4%	4%	8%	8%	6%	4%	9%	12%	5%	1%	9%	9%	1%	7%	0%	4%	10%	3%	6%	6%
Probably the Democratic candidate	4%	6%	10%	2%	5%	5%	4%	4%	7%	3%	5%	4%	5%	1%	16%	6%	2%	7%	6%	4%	17%	4%	1%	8%	4%	5%
Definitely the Democratic candidate	46%	29%	49%	40%	36%	30%	40%	38%	19%	41%	51%	38%	39%	5%	30%	78%	3%	41%	82%	37%	41%	18%	1%	83%	41%	38%
Unsure	12%	12%	9%	7%	12%	19%	11%	12%	11%	14%	11%	14%	9%	11%	28%	8%	7%	24%	8%	12%	10%	15%	10%	6%	13%	12%

If the November general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Pennsylvania State Senate?

# Image Tests



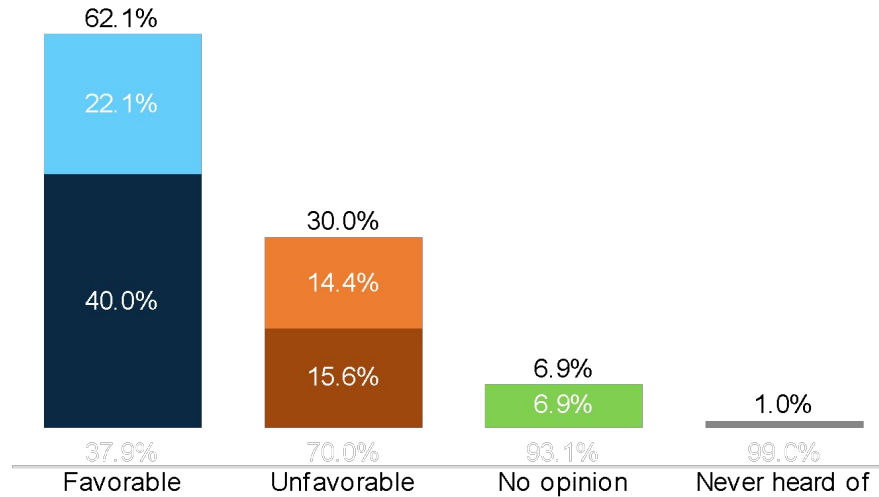
# Image: Donald Trump



	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Northwest	Southeast	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Favorable Total	37%	49%	32%	48%	44%	48%	39%	45%	54%	42%	34%	43%	42%	79%	29%	6%	83%	29%	4%	44%	35%	56%	84%	1%	37%	44%
Unfavorable Total	59%	49%	65%	48%	56%	46%	59%	55%	42%	54%	63%	54%	55%	19%	67%	91%	15%	66%	96%	54%	60%	39%	14%	97%	59%	53%
Very favorable	31%	40%	26%	40%	36%	40%	32%	40%	41%	36%	27%	35%	36%	66%	19%	5%	71%	19%	4%	36%	35%	56%	70%	0%	33%	36%
Somewhat favorable	6%	9%	6%	8%	8%	8%	8%	4%	14%	6%	7%	8%	7%	13%	10%	1%	12%	10%	0%	8%	0%	0%	14%	1%	3%	9%
Somewhat unfavorable	3%	3%	0%	1%	9%	3%	3%	4%	3%	3%	4%	5%	1%	1%	8%	4%	1%	7%	3%	4%	0%	5%	2%	3%	2%	4%
Very unfavorable	56%	46%	65%	47%	47%	43%	56%	51%	39%	51%	59%	49%	53%	18%	59%	86%	14%	59%	92%	50%	60%	34%	12%	94%	57%	50%
No opinion	3%	2%	0%	4%	0%	5%	2%	0%	4%	4%	3%	2%	3%	2%	4%	3%	2%	5%	0%	2%	5%	0%	2%	3%	5%	2%
Never heard of	1%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Donald Trump?

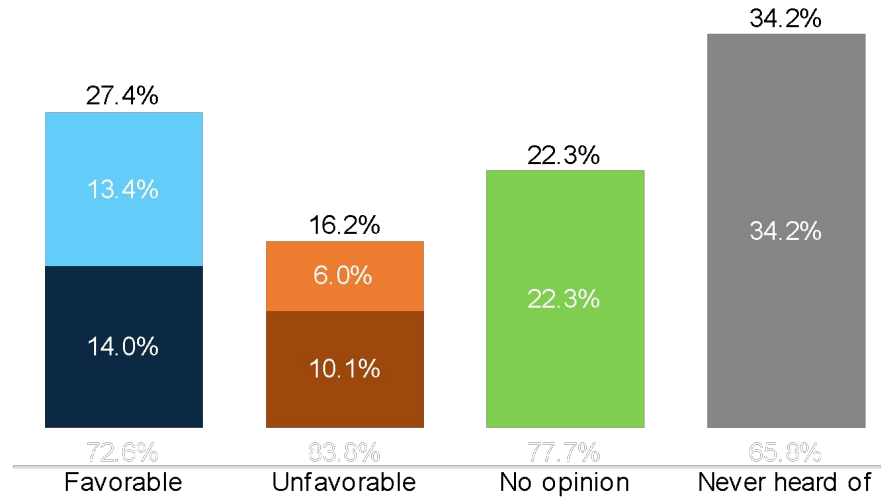
# Image: Josh Shapiro



	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Northwest	Southeast	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Favorable Total	65%	58%	40%	57%	60%	68%	69%	61%	55%	53%	76%	66%	55%	42%	77%	81%	36%	77%	82%	63%	63%	49%	38%	89%	43%	66%
Unfavorable Total	27%	33%	44%	33%	33%	29%	23%	35%	31%	40%	17%	26%	37%	47%	17%	15%	51%	19%	14%	29%	29%	26%	50%	8%	36%	29%
Very favorable	45%	35%	32%	32%	37%	41%	48%	43%	25%	32%	55%	40%	40%	15%	46%	67%	10%	52%	66%	40%	46%	27%	10%	74%	27%	43%
Somewhat favorable	21%	24%	7%	25%	23%	27%	21%	18%	30%	20%	22%	27%	15%	27%	31%	14%	27%	24%	16%	24%	16%	22%	28%	15%	16%	23%
Somewhat unfavorable	12%	18%	35%	11%	12%	11%	13%	22%	13%	17%	7%	12%	18%	23%	13%	5%	28%	4%	7%	15%	15%	12%	26%	2%	16%	14%
Very unfavorable	16%	15%	8%	23%	21%	18%	9%	13%	18%	23%	10%	14%	19%	24%	5%	9%	24%	15%	7%	14%	15%	14%	25%	6%	20%	15%
No opinion	5%	9%	10%	9%	7%	1%	8%	4%	13%	6%	5%	7%	7%	9%	6%	4%	11%	3%	5%	7%	8%	20%	10%	3%	18%	5%
Never heard of	2%	0%	7%	0%	0%	2%	0%	0%	0%	1%	2%	1%	1%	2%	0%	0%	1%	1%	0%	1%	0%	5%	2%	0%	2%	1%

Do you have a favorable or unfavorable opinion of Josh Shapiro?

# Image: Frank Farry

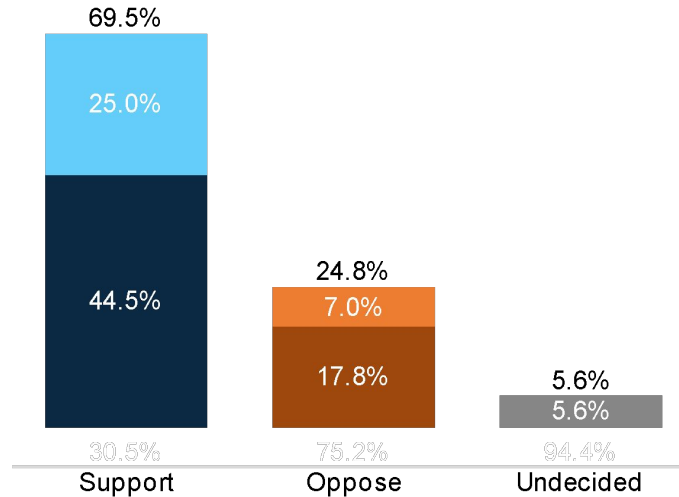


	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Northwest	Southeast	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Favorable Total	24%	32%	18%	26%	33%	32%	25%	28%	36%	25%	22%	24%	32%	41%	25%	14%	44%	22%	11%	28%	17%	6%	42%	12%	15%	30%
Unfavorable Total	14%	19%	17%	14%	18%	20%	13%	25%	12%	9%	17%	16%	17%	6%	16%	27%	7%	13%	29%	16%	17%	12%	6%	27%	14%	17%
Very favorable	13%	16%	10%	18%	14%	15%	12%	9%	22%	14%	12%	12%	17%	23%	10%	5%	25%	9%	4%	13%	17%	6%	24%	4%	7%	15%
Somewhat favorable	11%	16%	8%	8%	19%	17%	13%	18%	14%	12%	10%	12%	15%	18%	15%	8%	19%	13%	8%	14%	0%	0%	18%	8%	8%	14%
Somewhat unfavorable	3%	10%	7%	5%	7%	7%	5%	11%	8%	4%	2%	6%	6%	1%	9%	11%	3%	6%	9%	6%	13%	0%	3%	10%	3%	7%
Very unfavorable	11%	9%	9%	9%	11%	13%	9%	14%	4%	5%	15%	10%	10%	5%	7%	16%	4%	7%	20%	10%	4%	12%	3%	18%	11%	10%
No opinion	23%	22%	19%	29%	23%	20%	21%	22%	22%	27%	20%	21%	24%	23%	30%	19%	19%	26%	24%	22%	20%	45%	21%	25%	26%	22%
Never heard of	40%	28%	46%	30%	26%	28%	40%	25%	30%	39%	40%	39%	27%	30%	29%	40%	29%	38%	36%	34%	45%	37%	31%	36%	44%	32%

Do you have a favorable or unfavorable opinion of Frank Farry?



# Adult Use Cannabis Opinion - Initial



	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Northwest	Southeast	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Trump '24	Harris '24	0-2/4	3-4/4
Support Total	70%	69%	77%	84%	63%	72%	60%	67%	72%	67%	73%	66%	76%	53%	83%	84%	51%	71%	92%	70%	84%	52%	89%	76%	68%
Oppose Total	24%	26%	17%	15%	33%	23%	30%	31%	20%	27%	22%	28%	20%	38%	14%	14%	39%	25%	8%	25%	16%	41%	7%	16%	27%
Strongly support	45%	44%	55%	58%	41%	46%	34%	50%	37%	45%	45%	40%	52%	30%	52%	60%	24%	46%	71%	45%	46%	27%	62%	60%	41%
Somewhat support	25%	25%	22%	26%	22%	26%	26%	17%	35%	22%	28%	26%	24%	24%	31%	24%	27%	26%	21%	25%	38%	25%	27%	16%	27%
Somewhat oppose	6%	8%	4%	7%	10%	9%	5%	13%	2%	5%	7%	10%	2%	11%	4%	3%	8%	11%	3%	7%	8%	11%	3%	8%	7%
Strongly oppose	18%	18%	13%	8%	23%	15%	25%	17%	18%	22%	15%	18%	18%	27%	10%	10%	31%	15%	4%	18%	9%	29%	4%	7%	20%
Undecided	6%	5%	6%	1%	4%	5%	9%	3%	8%	6%	5%	7%	4%	9%	2%	2%	10%	3%	0%	6%	0%	7%	4%	8%	5%

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?

## Messages

**Safety:** *Legalizing recreational marijuana will enhance public health and safety by providing adult consumers the ability to purchase regulated products in dispensaries. These products will 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.*

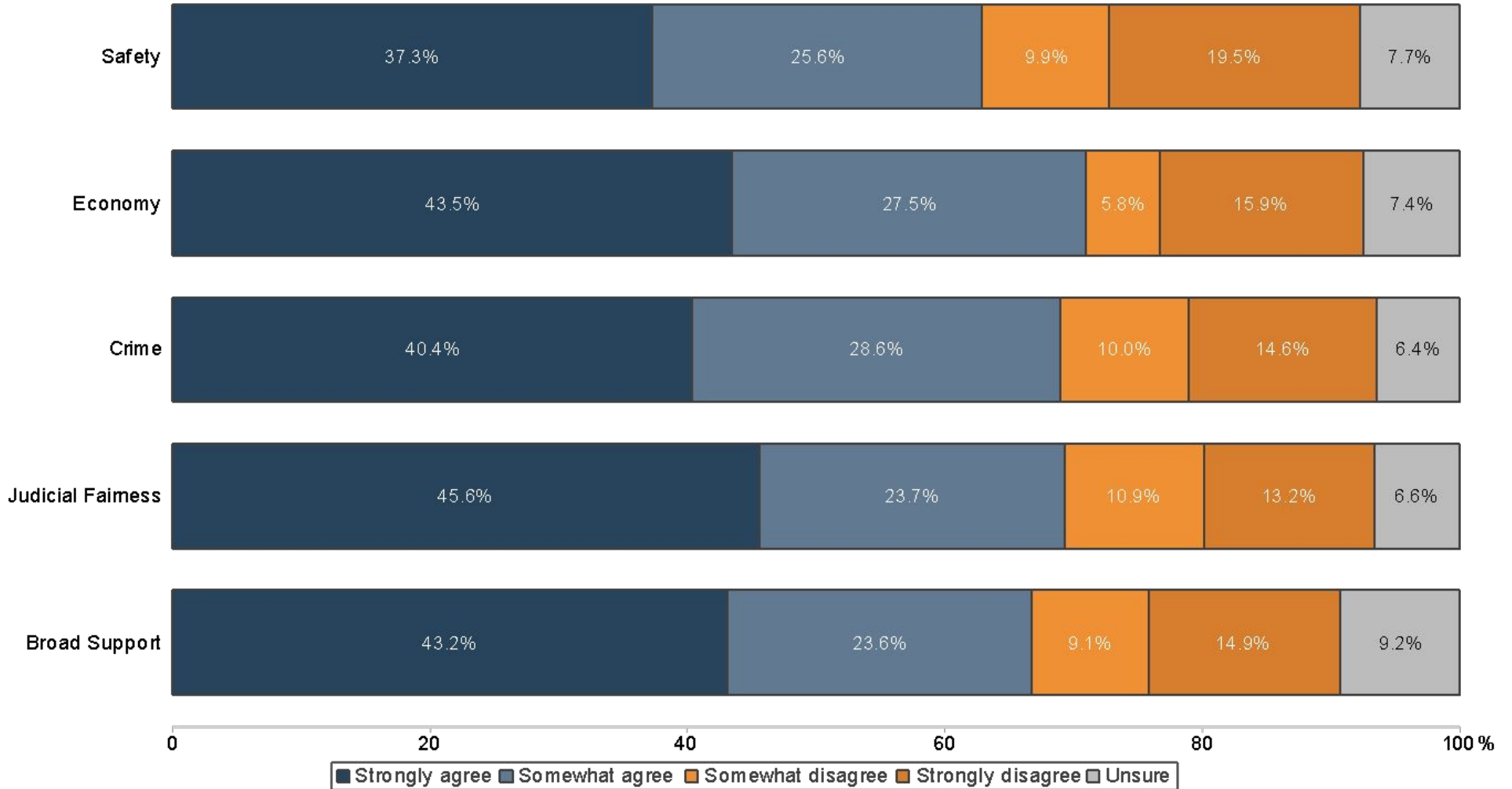
**Economy:** *Legalizing marijuana in Pennsylvania will significantly boost the state's revenue, allowing the government to invest in infrastructure, public safety, and education. There is currently over \$1 billion in illegal sales that could be put into a legally regulated market, allowing for the government to reinvest in Pennsylvania's communities, and create thousands of new jobs.*

**Crime:** *Illegal cannabis sales have led to increase crime, products that aren't safe for consumption, and support of illegal drug cartels. By providing a legal market, we can disrupt criminal enterprises, make our streets and borders safer, and provide a safe, regulated product that is made in America.*

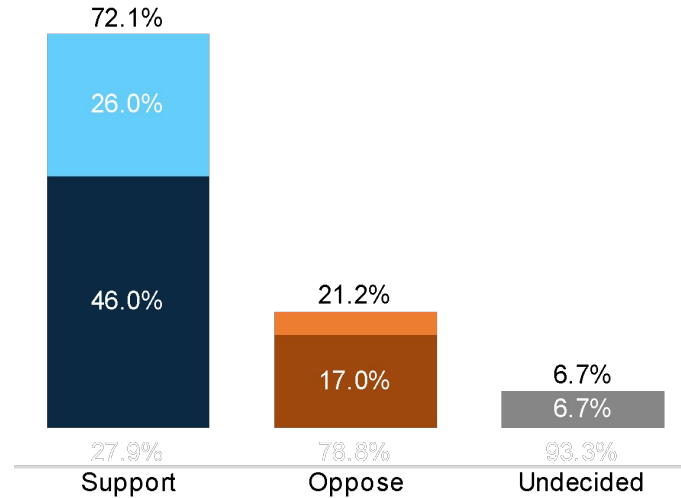
**Judicial Fairness:** *Legalizing cannabis will create a fairer criminal justice system. People's lives should not be unfairly impacted as a result of a marijuana arrest or conviction for a non-violent cannabis offense. This criminal justice reform will help many Pennsylvanians who have been disproportionately impacted by unjust laws improve their lives.*

**Broad Support:** *Legalizing cannabis is about giving Pennsylvanians the freedom to make their own choices – without government interference. It's an issue that unites people across the political spectrum, with leaders from President Donald Trump to Governor Josh Shapiro supporting legalization. The time has come for Pennsylvania to embrace personal liberty and the economic benefits that come with it.*

# Messages



# Adult Use Cannabis Opinion - Informed

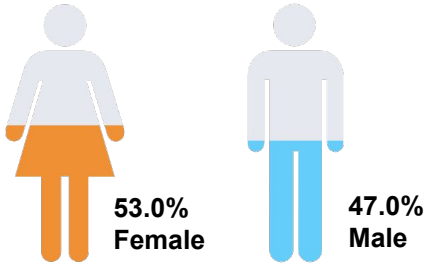


	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Northwest	Southeast	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Support Total	75%	69%	83%	79%	70%	71%	66%	64%	74%	73%	77%	68%	79%	56%	83%	87%	54%	76%	93%	73%	83%	47%	56%	91%	77%	71%
Oppose Total	18%	24%	8%	12%	26%	22%	28%	26%	23%	21%	17%	24%	17%	35%	9%	9%	37%	19%	4%	21%	17%	13%	37%	3%	9%	24%
Strongly support	47%	45%	65%	62%	41%	43%	34%	48%	41%	46%	48%	41%	54%	31%	55%	61%	26%	46%	72%	47%	51%	7%	28%	64%	66%	42%
Somewhat support	28%	24%	18%	16%	28%	28%	32%	16%	33%	27%	30%	27%	25%	26%	28%	26%	28%	30%	20%	26%	32%	40%	27%	27%	11%	29%
Somewhat oppose	5%	3%	3%	2%	6%	2%	7%	2%	5%	5%	5%	5%	3%	7%	0%	3%	5%	8%	1%	5%	0%	13%	6%	1%	2%	5%
Strongly oppose	13%	21%	6%	9%	20%	21%	22%	24%	18%	16%	11%	19%	14%	28%	9%	7%	32%	11%	3%	16%	17%	0%	30%	3%	7%	19%
Undecided	7%	7%	9%	10%	4%	6%	6%	10%	3%	6%	6%	8%	4%	9%	8%	3%	9%	5%	3%	6%	0%	40%	8%	5%	14%	5%

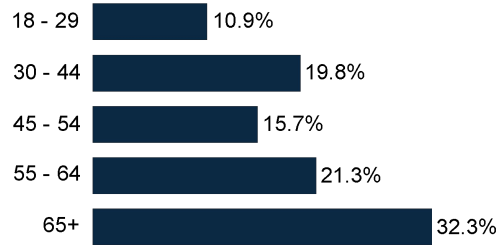
Do you support or oppose allowing the sale of adult-use cannabis in Pennsylvania?

# Demographics

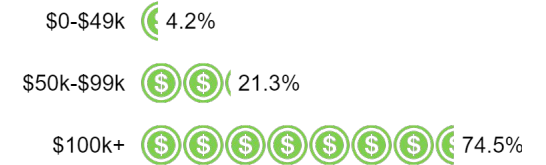
## Sex



## Age Range



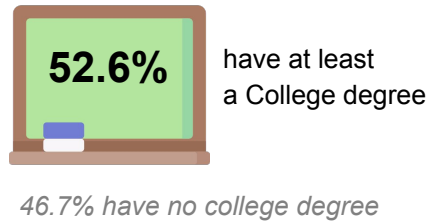
## Household Income



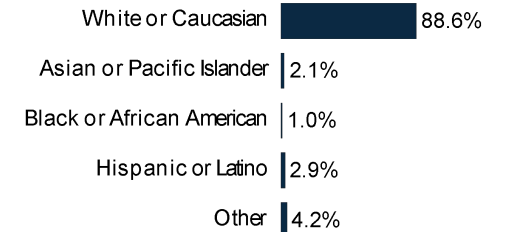
## Geo - Precinct



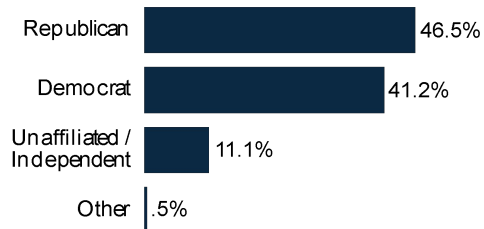
## Education



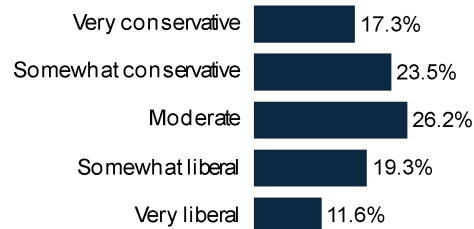
## Race/Ethnicity



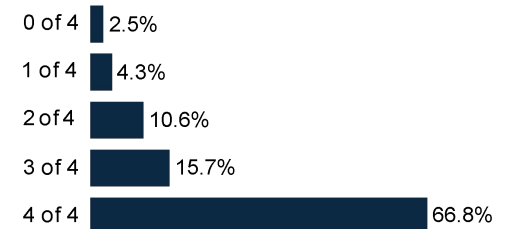
## Partisanship



## Ideology



## General Election X of 4



Sample size: 305