

February 28, 2025



CYGNAL

Survey of Likely 2026 General Election Voters Pennsylvania State Senate District 13

February 26–27, 2025 | n=301 | ±5.64%

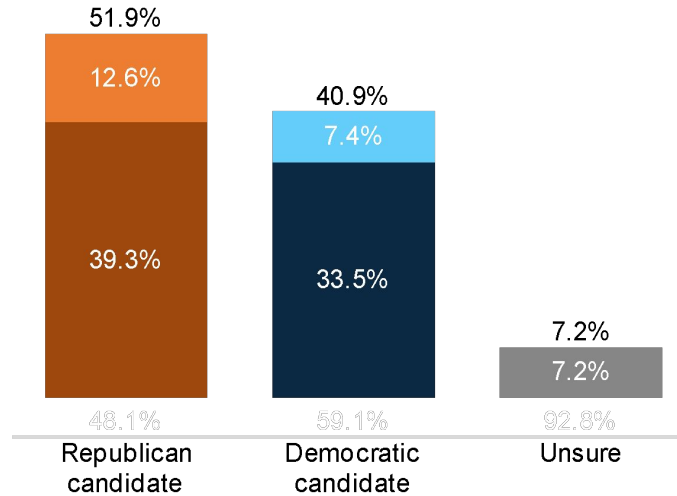
Insights & Analysis

- **Support for adult use cannabis is strong at 61% in Senate District 13**, only a third of voters are in opposition (32%).
 - A majority of voters across party lines support adult use cannabis. **Half of Republicans support adult use (50%)** while nearly a third *strongly* support it (30%).
 - Two-in-three voters with lower vote propensity (69%) support it, suggesting that higher turnout elections will drive more pro-cannabis voters to the polls.
 - After messaging, **Independent voters** who *strongly* support adult use increases by 16%.
- **Scott Martin has a solid image** with 41% having a favorable impression of him and less than a quarter (23%) having an unfavorable opinion.
 - His popularity is stronger **outside Lancaster** (47-16%) but his image still net-favorable in the more Democratic **Lancaster area** (36-28%).
 - Moderate voters, who strongly prefer a generic Democrat for Senate, have a favorable impression of Martin (29-18%).
- **More voters say they will support a legislator in their re-election if they vote to regulate cannabis** (15%) than those who would explicitly vote against them (9%). A plurality would consider their entire record (45%).
 - 12% of Republicans and 22% of Democrats would support a legislators' re-election if they legalized cannabis. **A plurality across party lines would consider their entire record.**

Insights & Segmentation Analysis

- The *Economy* message is rated the highest overall, while the *Broad Support* message sees the most voters saying they *strongly* agree.
 - **Regression analysis** shows that *Broad Support* is most effective at changing voters' minds, while the *Economy* message comes in second.
 - **Republicans** are most persuaded by *Broad Support*. **Independents** are moved most by *Safety*, *Economy*, and then *Broad Support*. **Democrats** are most impacted by *Crime* and *Economy*.
 - *Broad Support* is most effective with **Men <55**, **Men 55+** and **Women <55**. **Women 55+** are most persuaded by *Crime*.

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	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Republican candidate	48%	56%	32%	48%	67%	55%	54%	34%	71%	50%	44%	42%	64%	88%	28%	4%	89%	34%	2%	57%	20%	39%	92%	2%	45%	54%
Democratic candidate	47%	35%	61%	45%	31%	32%	40%	58%	20%	45%	50%	53%	25%	6%	49%	92%	5%	52%	97%	35%	80%	49%	4%	93%	44%	40%
Definitely the Republican candidate	37%	42%	20%	33%	49%	47%	43%	18%	58%	39%	32%	31%	50%	71%	14%	0%	70%	22%	0%	43%	17%	30%	73%	0%	29%	42%
Probably the Republican candidate	11%	14%	11%	15%	18%	8%	11%	16%	13%	11%	12%	11%	14%	18%	14%	4%	19%	11%	2%	14%	3%	9%	20%	2%	15%	12%
Probably the Democratic candidate	6%	8%	17%	7%	8%	4%	5%	9%	8%	7%	6%	10%	4%	1%	27%	10%	1%	17%	11%	5%	20%	16%	4%	13%	14%	6%
Definitely the Democratic candidate	40%	26%	45%	38%	23%	28%	34%	49%	12%	38%	44%	43%	21%	5%	22%	83%	4%	35%	86%	30%	60%	33%	0%	79%	30%	34%
Unsure	6%	9%	7%	7%	1%	13%	7%	8%	9%	5%	6%	4%	11%	6%	23%	3%	6%	14%	2%	8%	0%	12%	4%	5%	11%	6%

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

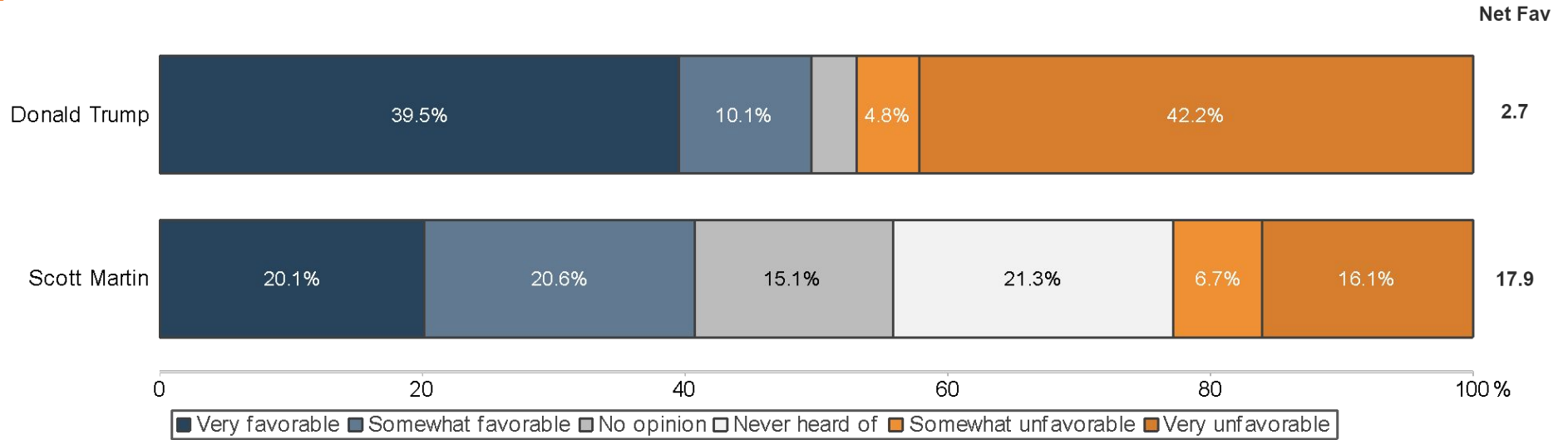
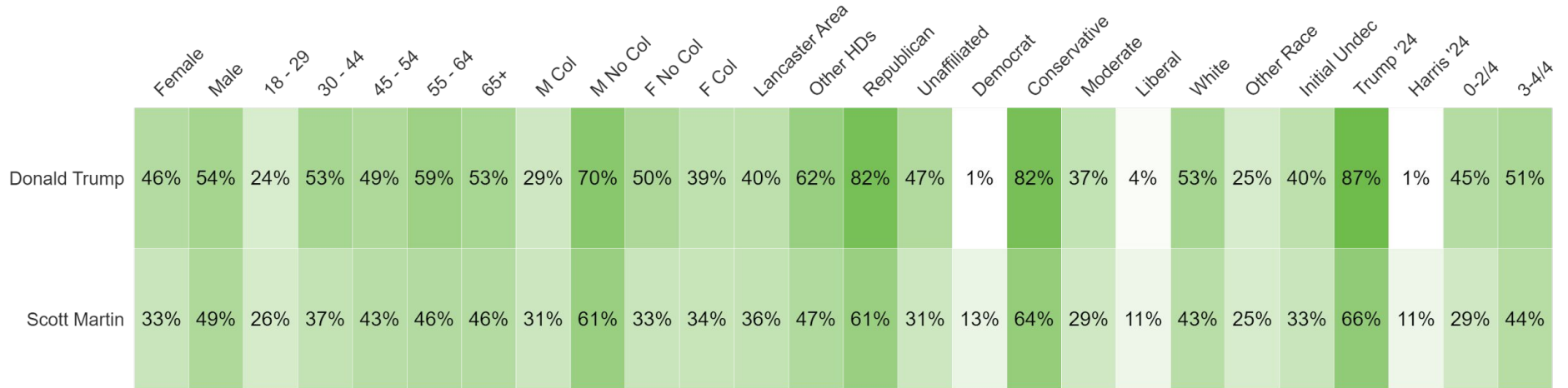


Image Tests Heatmap

Favorable



Unfavorable

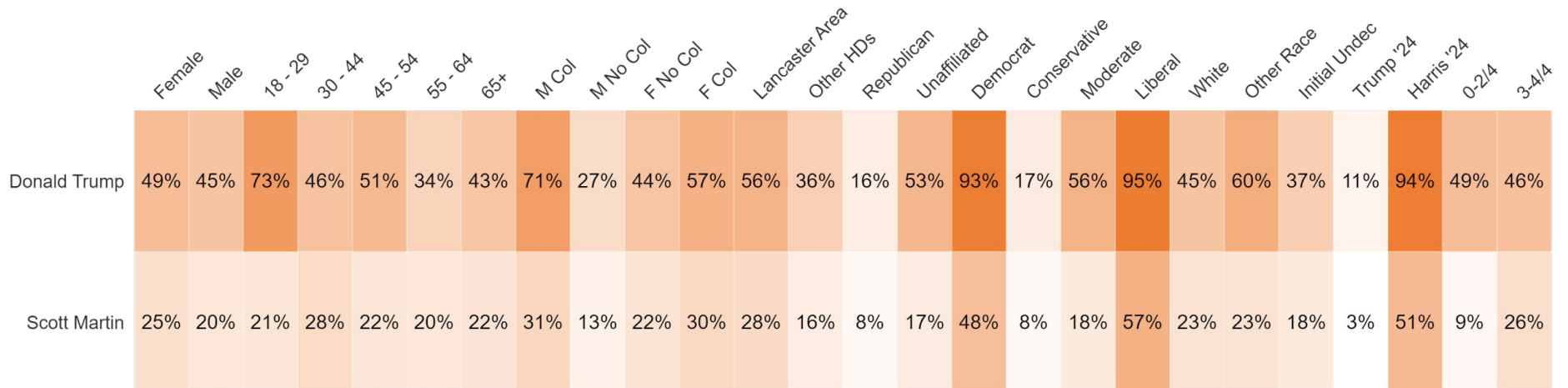
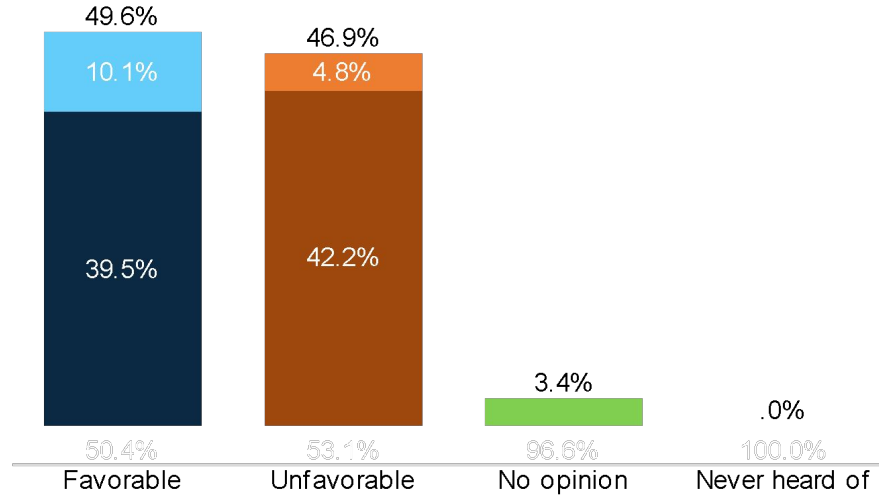


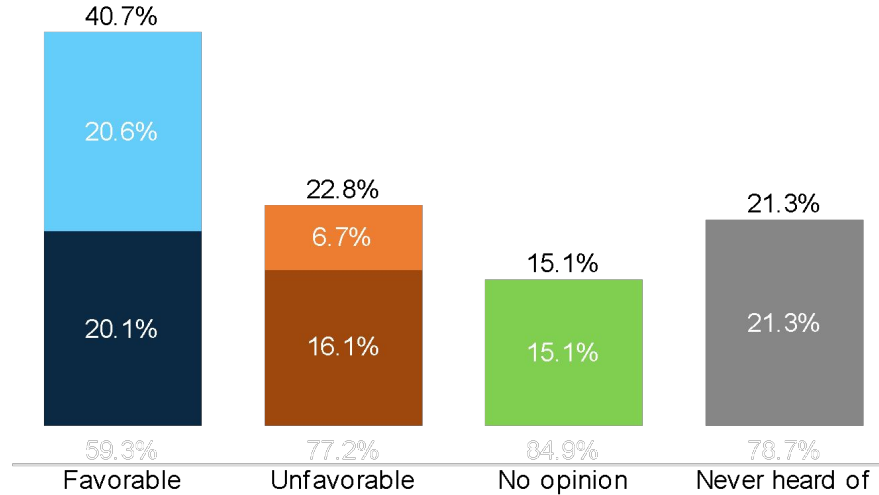
Image: Donald Trump



	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Favorable Total	46%	54%	24%	53%	49%	59%	53%	29%	70%	50%	39%	40%	62%	82%	47%	1%	82%	37%	4%	53%	25%	40%	87%	1%	45%	51%
Unfavorable Total	49%	45%	73%	46%	51%	34%	43%	71%	27%	44%	57%	56%	36%	16%	53%	93%	17%	56%	95%	45%	60%	37%	11%	94%	49%	46%
Very favorable	35%	44%	17%	35%	42%	49%	45%	22%	59%	37%	31%	30%	51%	67%	27%	1%	70%	23%	0%	43%	17%	30%	71%	1%	32%	41%
Somewhat favorable	11%	9%	6%	19%	7%	9%	8%	7%	11%	13%	8%	10%	11%	14%	19%	0%	12%	14%	4%	10%	8%	10%	16%	0%	13%	9%
Somewhat unfavorable	1%	9%	11%	6%	11%	1%	1%	12%	6%	2%	0%	3%	7%	3%	12%	5%	3%	13%	0%	4%	7%	0%	5%	4%	11%	3%
Very unfavorable	48%	36%	62%	40%	40%	33%	42%	59%	21%	42%	57%	53%	29%	13%	41%	88%	14%	42%	95%	41%	53%	37%	7%	90%	38%	43%
No opinion	5%	1%	3%	1%	0%	7%	4%	0%	2%	6%	4%	4%	3%	3%	0%	6%	1%	7%	2%	2%	15%	23%	2%	6%	6%	3%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

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

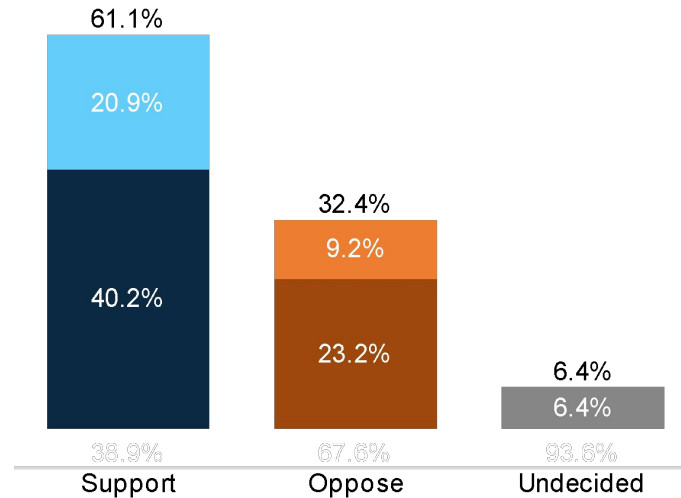
Image: Scott Martin



	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Favorable Total	33%	49%	26%	37%	43%	46%	46%	31%	61%	33%	34%	36%	47%	61%	31%	13%	64%	29%	11%	43%	25%	33%	66%	11%	29%	44%
Unfavorable Total	25%	20%	21%	28%	22%	20%	22%	31%	13%	22%	30%	28%	16%	8%	17%	48%	8%	18%	57%	23%	23%	18%	3%	51%	9%	26%
Very favorable	18%	23%	5%	11%	30%	27%	24%	12%	29%	19%	16%	18%	22%	34%	10%	3%	35%	10%	1%	21%	12%	17%	35%	2%	3%	24%
Somewhat favorable	15%	26%	21%	26%	13%	19%	21%	18%	32%	14%	18%	17%	25%	27%	20%	10%	29%	19%	10%	22%	12%	16%	31%	9%	26%	19%
Somewhat unfavorable	6%	7%	8%	8%	4%	4%	8%	13%	4%	7%	5%	9%	4%	3%	3%	14%	3%	4%	17%	6%	12%	5%	2%	14%	2%	8%
Very unfavorable	19%	13%	13%	20%	18%	16%	14%	19%	9%	15%	25%	19%	12%	5%	14%	34%	4%	15%	41%	17%	11%	13%	1%	37%	6%	19%
No opinion	18%	11%	8%	15%	11%	18%	18%	16%	8%	18%	19%	15%	15%	11%	19%	19%	14%	23%	8%	14%	28%	35%	10%	15%	21%	14%
Never heard of	23%	19%	45%	20%	24%	16%	14%	21%	18%	27%	17%	21%	22%	20%	33%	19%	15%	30%	24%	21%	25%	14%	21%	23%	42%	16%

Do you have a favorable or unfavorable opinion of Scott Martin?

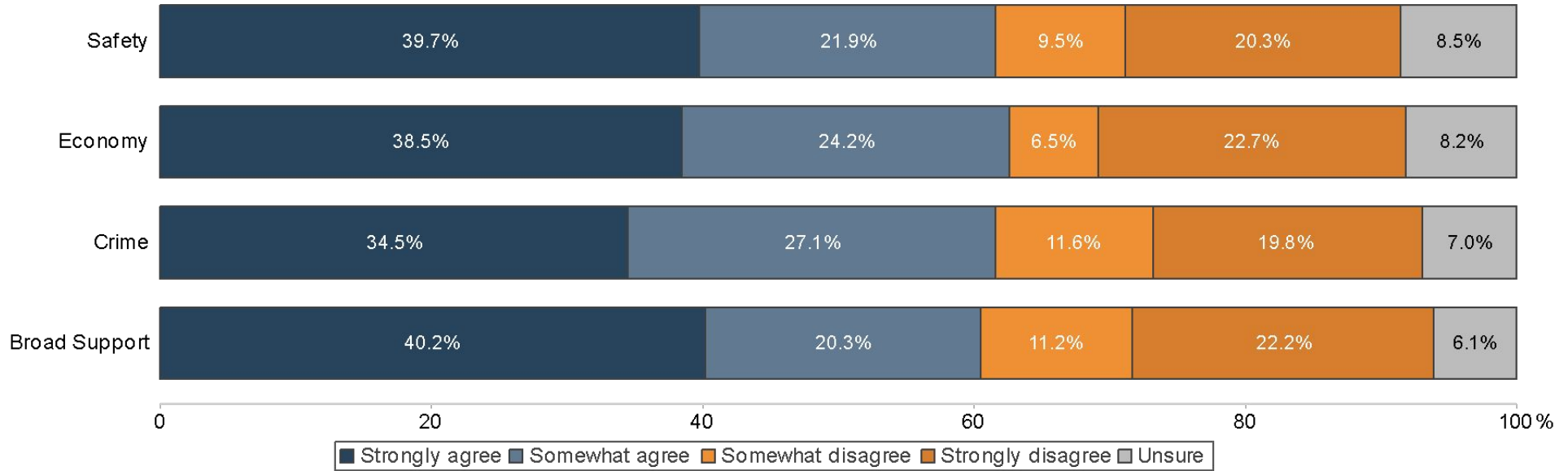
Adult Use Cannabis Opinion - Initial



	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Trump '24	Harris '24	0-2/4	3-4/4
Support Total	60%	63%	93%	70%	64%	47%	48%	68%	59%	63%	55%	67%	54%	50%	59%	79%	47%	65%	82%	62%	54%	49%	80%	69%	59%
Oppose Total	33%	32%	7%	25%	36%	38%	43%	29%	34%	29%	41%	28%	39%	45%	35%	12%	50%	21%	14%	32%	33%	45%	12%	25%	34%
Strongly support	37%	43%	85%	48%	40%	28%	23%	44%	43%	38%	36%	48%	30%	30%	35%	59%	23%	44%	67%	40%	45%	27%	58%	58%	36%
Somewhat support	22%	19%	8%	22%	23%	19%	25%	24%	16%	25%	19%	19%	23%	20%	24%	21%	23%	22%	15%	22%	10%	22%	22%	11%	23%
Somewhat oppose	9%	9%	5%	10%	7%	4%	15%	11%	8%	10%	8%	8%	10%	9%	20%	6%	12%	8%	6%	9%	13%	8%	5%	9%	9%
Strongly oppose	24%	22%	2%	15%	29%	35%	28%	18%	26%	19%	32%	19%	28%	36%	15%	6%	39%	12%	7%	23%	19%	37%	7%	17%	25%
Undecided	7%	6%	0%	4%	0%	15%	9%	3%	7%	9%	5%	5%	8%	5%	6%	9%	3%	14%	4%	6%	13%	6%	8%	6%	7%

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.*

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 Heatmap

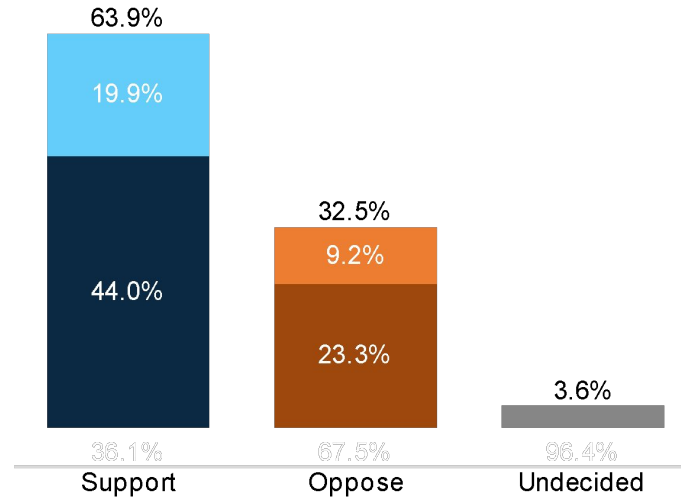
Agree

	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Safety	61%	63%	89%	74%	51%	55%	50%	57%	66%	64%	55%	67%	54%	52%	60%	77%	45%	71%	80%	60%	70%	51%	49%	80%	78%	58%
Economy	63%	62%	89%	71%	58%	49%	56%	57%	65%	69%	54%	70%	53%	54%	63%	77%	49%	69%	79%	62%	63%	47%	53%	77%	75%	60%
Crime	58%	66%	74%	64%	55%	52%	64%	72%	61%	60%	54%	65%	57%	50%	66%	78%	50%	69%	75%	62%	63%	61%	53%	74%	62%	61%
Broad Support	60%	61%	92%	68%	54%	56%	48%	60%	62%	67%	48%	67%	52%	48%	65%	78%	43%	68%	84%	59%	75%	54%	48%	79%	74%	57%

Disagree

	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Safety	33%	27%	7%	21%	42%	38%	35%	33%	23%	30%	36%	27%	34%	39%	31%	15%	46%	16%	15%	30%	27%	12%	44%	13%	13%	34%
Economy	28%	31%	7%	24%	38%	44%	28%	36%	27%	24%	34%	23%	37%	38%	32%	13%	44%	18%	15%	29%	31%	25%	40%	13%	18%	32%
Crime	35%	28%	20%	32%	41%	35%	28%	27%	29%	33%	37%	27%	37%	41%	30%	18%	43%	21%	21%	32%	23%	5%	39%	20%	26%	33%
Broad Support	35%	31%	4%	27%	42%	38%	43%	33%	31%	29%	46%	29%	39%	46%	26%	16%	53%	20%	13%	34%	25%	11%	47%	16%	18%	37%

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	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Support Total	64%	63%	92%	76%	61%	55%	50%	69%	59%	71%	54%	70%	56%	49%	69%	85%	46%	75%	85%	63%	70%	45%	48%	86%	76%	61%
Oppose Total	32%	33%	4%	22%	38%	42%	44%	30%	35%	27%	40%	28%	38%	46%	29%	13%	51%	21%	13%	33%	30%	29%	48%	10%	20%	36%
Strongly support	44%	44%	74%	58%	43%	39%	25%	44%	44%	48%	36%	49%	37%	33%	51%	59%	25%	58%	65%	42%	56%	28%	31%	60%	62%	40%
Somewhat support	21%	19%	17%	18%	18%	16%	26%	25%	15%	22%	18%	21%	19%	17%	17%	25%	21%	18%	20%	20%	14%	17%	17%	26%	14%	21%
Somewhat oppose	9%	9%	2%	9%	9%	7%	14%	10%	9%	5%	17%	8%	11%	9%	15%	7%	10%	13%	5%	9%	13%	10%	10%	5%	3%	11%
Strongly oppose	23%	24%	2%	13%	29%	35%	30%	20%	27%	22%	23%	20%	28%	37%	14%	5%	41%	8%	7%	24%	17%	19%	38%	6%	17%	25%
Undecided	4%	4%	4%	2%	1%	3%	6%	1%	5%	2%	6%	2%	6%	5%	2%	2%	3%	4%	2%	4%	0%	25%	4%	4%	4%	3%

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

Percent Change: Initial to Informed Adult Use Cannabis

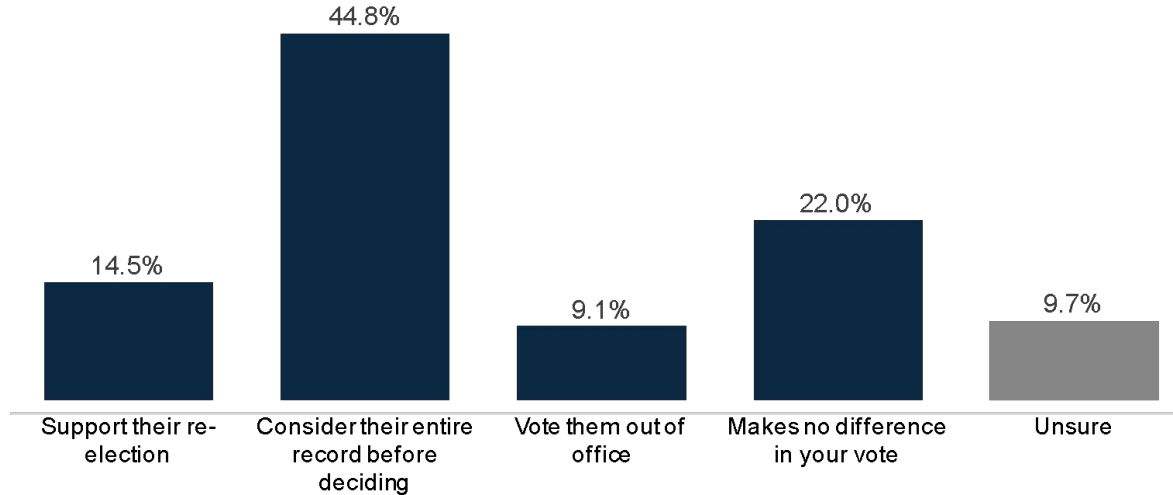
Initial

Informed



	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Support Total	5%	1%	-1%	6%	-3%	8%	2%	1%	0%	8%	-1%	3%	2%	-1%	10%	6%	-1%	10%	2%	1%	15%	45%	-1%	6%	7%	2%
Oppose Total	-1%	1%	-2%	-3%	2%	4%	0%	1%	2%	-2%	0%	0%	0%	1%	-6%	0%	1%	0%	-1%	0%	-3%	29%	3%	-1%	-6%	2%
Strongly support	6%	1%	-11%	10%	2%	11%	2%	0%	2%	10%	0%	1%	7%	3%	16%	1%	2%	14%	-2%	3%	11%	28%	4%	2%	4%	4%
Somewhat support	-2%	0%	10%	-4%	-5%	-3%	0%	1%	-1%	-2%	-1%	2%	-5%	-4%	-6%	5%	-2%	-4%	4%	-2%	4%	17%	-5%	4%	3%	-2%
Somewhat oppose	0%	0%	-2%	-1%	2%	4%	-1%	-1%	0%	-5%	8%	0%	0%	1%	-6%	1%	-2%	5%	-1%	0%	0%	10%	2%	0%	-6%	1%
Strongly oppose	-1%	2%	0%	-2%	0%	0%	2%	2%	1%	3%	-9%	1%	0%	1%	-1%	-1%	3%	-5%	0%	0%	-2%	19%	1%	-1%	0%	0%
Undecided	-4%	-2%	4%	-3%	1%	-12%	-2%	-2%	-2%	-6%	1%	-3%	-2%	-1%	-4%	-6%	0%	-10%	-2%	-2%	-13%	-75%	-2%	-5%	-1%	-3%

Electoral Impact of Vote for Adult Use Cannabis

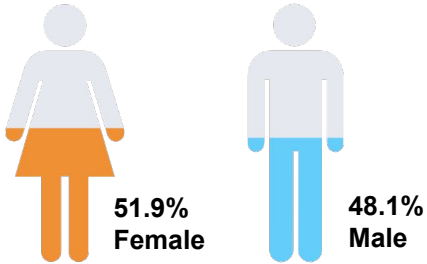


	Female	Male	18 - 29	30 - 44	45 - 54	55 - 64	65+	M Col	M No Col	F No Col	F Col	Lancaster Area	Other HDs	Republican	Unaffiliated	Democrat	Conservative	Moderate	Liberal	White	Other Race	Initial Undec	Trump '24	Harris '24	0-2/4	3-4/4
Support their re-election	14%	15%	15%	15%	20%	9%	15%	17%	15%	15%	11%	16%	13%	12%	6%	22%	10%	16%	23%	16%	8%	4%	11%	20%	14%	15%
Consider their entire record before deciding	45%	44%	53%	48%	48%	42%	39%	54%	38%	46%	45%	45%	45%	41%	60%	46%	41%	41%	55%	44%	41%	31%	41%	48%	46%	44%
Vote them out of office	9%	10%	6%	3%	7%	15%	13%	5%	13%	7%	11%	9%	9%	15%	4%	2%	18%	2%	1%	9%	13%	0%	16%	1%	6%	10%
Makes no difference in your vote	22%	22%	19%	27%	17%	20%	24%	19%	24%	23%	22%	21%	23%	21%	27%	21%	20%	27%	19%	23%	15%	24%	23%	21%	20%	23%
Unsure	10%	9%	8%	8%	9%	13%	10%	6%	11%	9%	12%	9%	10%	11%	3%	9%	11%	15%	2%	8%	23%	41%	9%	10%	14%	8%

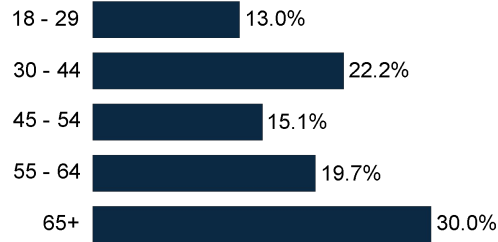
If a Pennsylvania legislator voted to control, regulate, and tax the sale of adult-use cannabis in the state, how would it affect your vote in their re-election?

Demographics

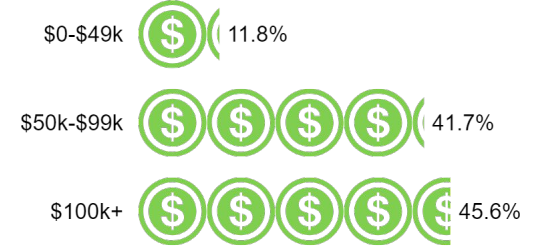
Sex



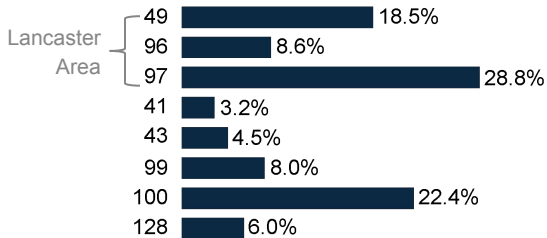
Age Range



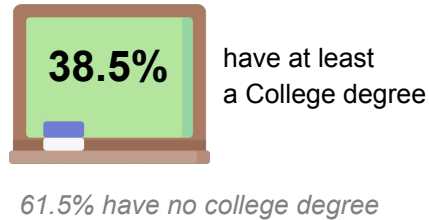
Household Income



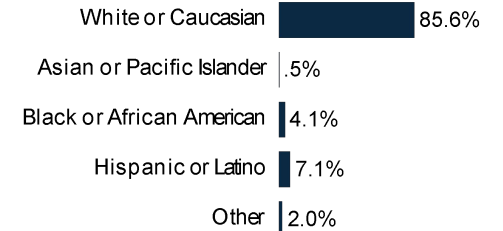
Geo - HD



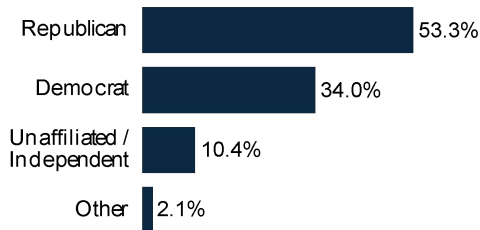
Education



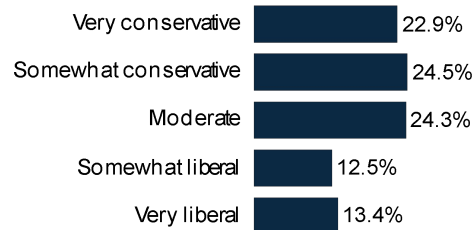
Race/Ethnicity



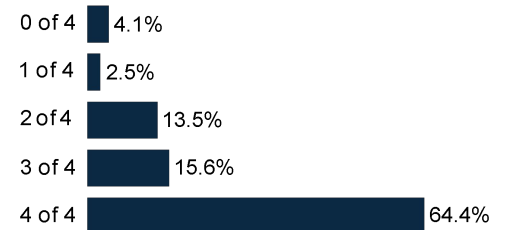
Partisanship



Ideology



General Election X of 4



Sample size: 282