



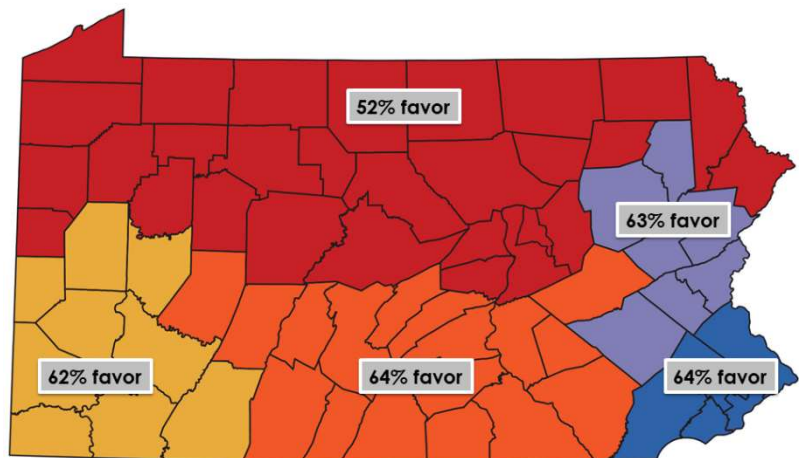
TO: Pennsylvania Cannabis Coalition  
 FROM: Brock McCleary, President  
 Date: April 27, 2020  
 RE: Key Findings— Survey of PA Voters on Adult Use Cannabis

Pennsylvania voters are supportive of allowing the sale of adult use cannabis in the state, particularly to meet the challenges of the upcoming budget deficit due to COVID-19. The issue proves to be an electoral winner for Republican legislators. Pennsylvania voters prefer that adult use cannabis be sold at licensed cannabis dispensaries rather than state liquor stores.

**KEY FINDINGS**

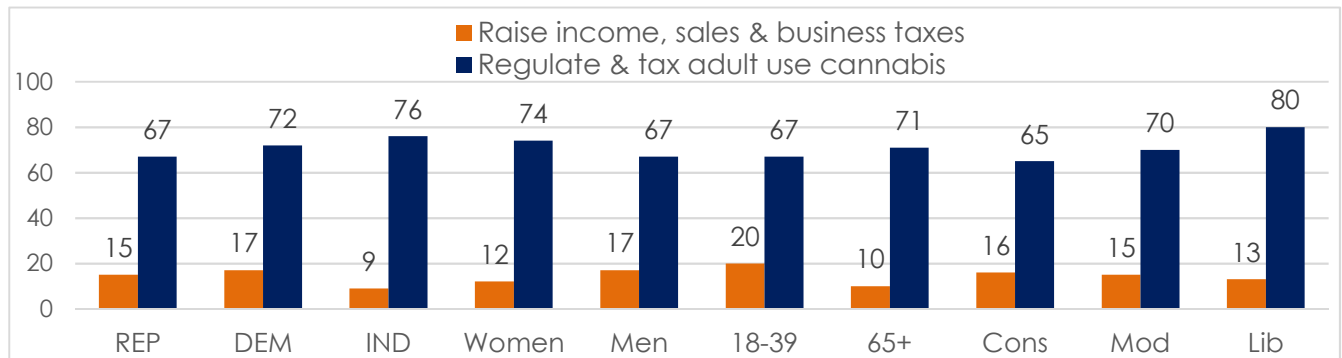
- 1. **Nearly two-in-three likely voters support “allowing the sale of adult use cannabis in Pennsylvania” (62% favor/29% oppose).**

A third of likely voters strongly favor (36%). Conservatives (54% favor), Moderates (63%), and Liberals (76%) all favor allowing the sale of adult use cannabis. Majorities of voters in every region of the state agree, as shown at right.



- 2. **As a way to address the state’s projected budget deficit, Pennsylvanians would decidedly prefer to see the state control, regulate, and tax the sale of adult use cannabis instead of raising income, sales, and business taxes.**

Voters across all key demographics would rather see the state regulate and tax adult use cannabis, as demonstrated below. This includes voters in each region of the state (Northern Tier: 65% regulate & tax, Philadelphia/Southeast: 71%, Pittsburgh/Southwest: 70%, Scranton/Lehigh Valley: 72%, South Central: 75%).



**3. Far from being an electoral drag, supporting adult use cannabis has positive effects for a Republican legislator.**

- A third of Republicans say that if a Republican legislator voted to allow adult use cannabis, they would enthusiastically support them for re-election (34%). Another 44% of Republicans would consider a legislator's entire record. Just 9% of Republicans would vote their legislator out of office due to a vote in support of adult use cannabis. Younger Republicans would be particularly supportive of a legislator who supports adult use cannabis (18-39: 45% enthusiastically support).
- Meanwhile, nearly a third of Democrats would be more likely to vote for a Republican legislator who they knew "supported controlling, regulating, and taxing the sale of adult use cannabis in Pennsylvania" (31%). Male Democrats would be especially willing to consider voting for a Republican legislator who supports adult use cannabis (45% yes), as would younger Democrats (46% yes).

**4. Should adult use cannabis be legalized, voters are clear on where they would prefer to purchase it: licensed dispensaries, not state-controlled stores.** When presented with a choice, 59% of voters say cannabis should be sold through *"licensed cannabis dispensaries run by private entrepreneurs"* rather than *"state-controlled liquor stores"* (24%). Majorities of Republicans (58%), Democrats (57%), and Independents (69%) agree.

*METHODOLOGY: The sample size for the survey is 644 likely voters in Pennsylvania and the margin of error is +/-3.86% at a 95% confidence interval, meaning that if this survey were repeated, results would not vary from the population by more than +/-3.86 percentage points 19 times out of 20. Responses were gathered via online interviews conducted with a representative panel of voters. Demographics were adjusted to reflect the population from which the sample was drawn. The survey was conducted April 21 – 26, 2020 by Harper Polling. The total percentages of responses may not equal 100% due to rounding.*