






# California Voter Views of a Psychedelic Wellness and Health Initiative

*Key Findings of a Survey of California Voters  
Conducted May 14-26, 2024*



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# Survey Methodology

<b>Dates</b>	May 14-26, 2024
<b>Survey Type</b>	Dual-mode Voter Survey
<b>Research Population</b>	Likely November 2024 Voters in California
<b>Total Interviews</b>	644
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 4.0\%$ at the 95% Confidence Level (Half Sample) $\pm 5.8\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

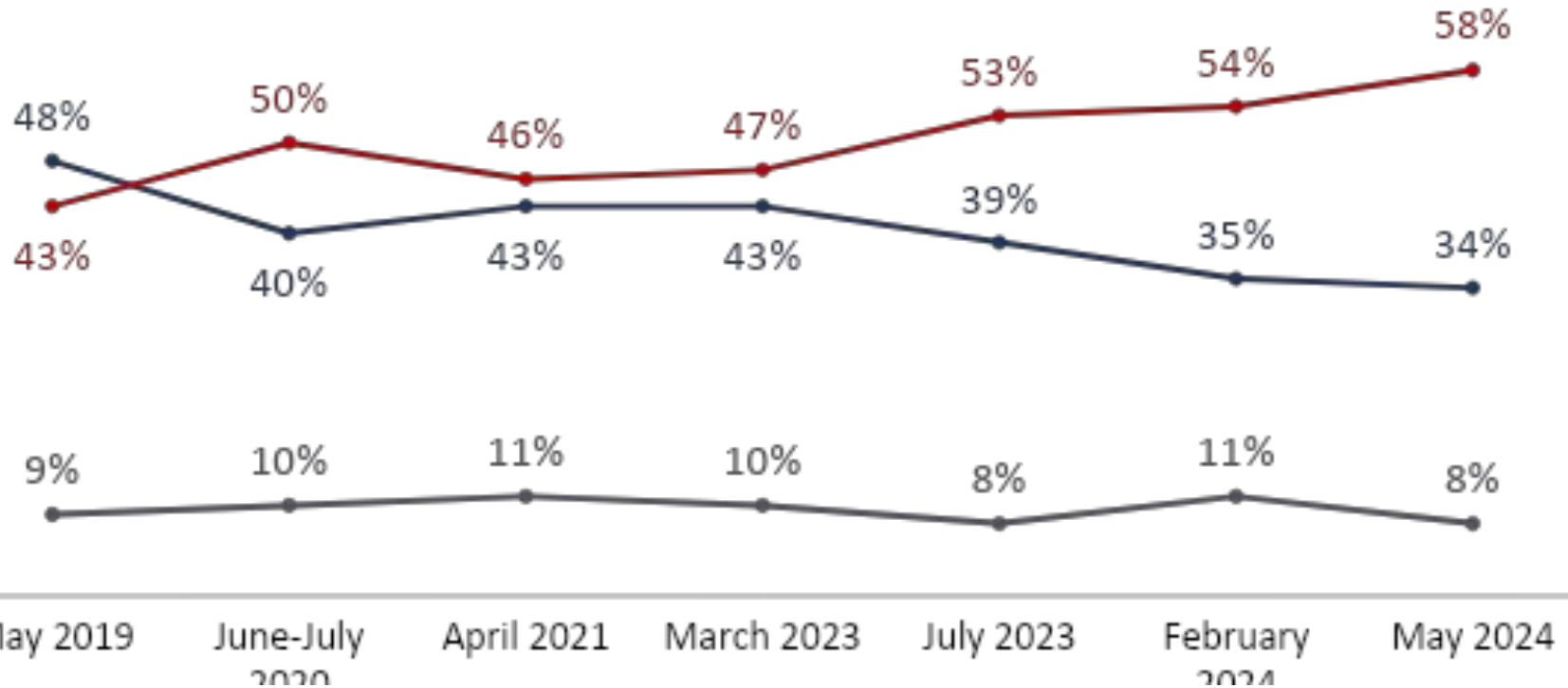



# Political Context

# A growing majority of California voters feels things are off on the wrong track.

*Would you say that things in California are generally headed in the right direction or do you feel that things are pretty seriously off on the wrong track?*

● Right Direction ● Wrong Track ● Don't Know

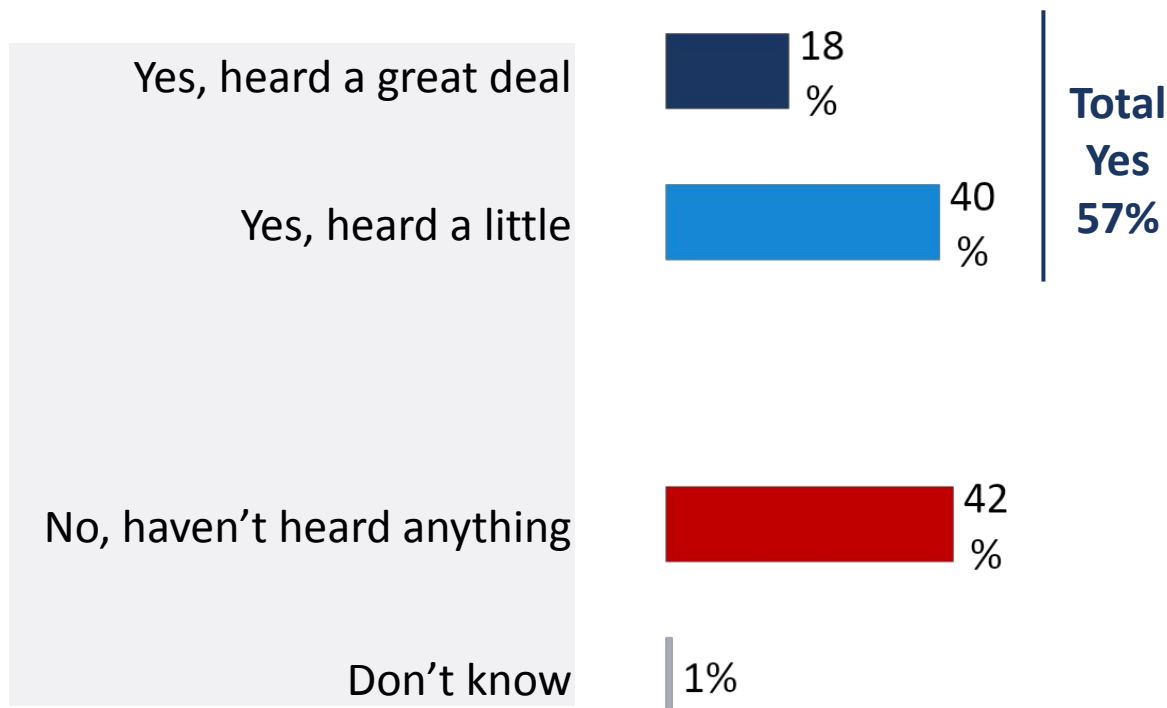




# **Awareness and Views of Psychedelics**

# Nearly three in five say they have heard at least “a little” about psychedelic substances.

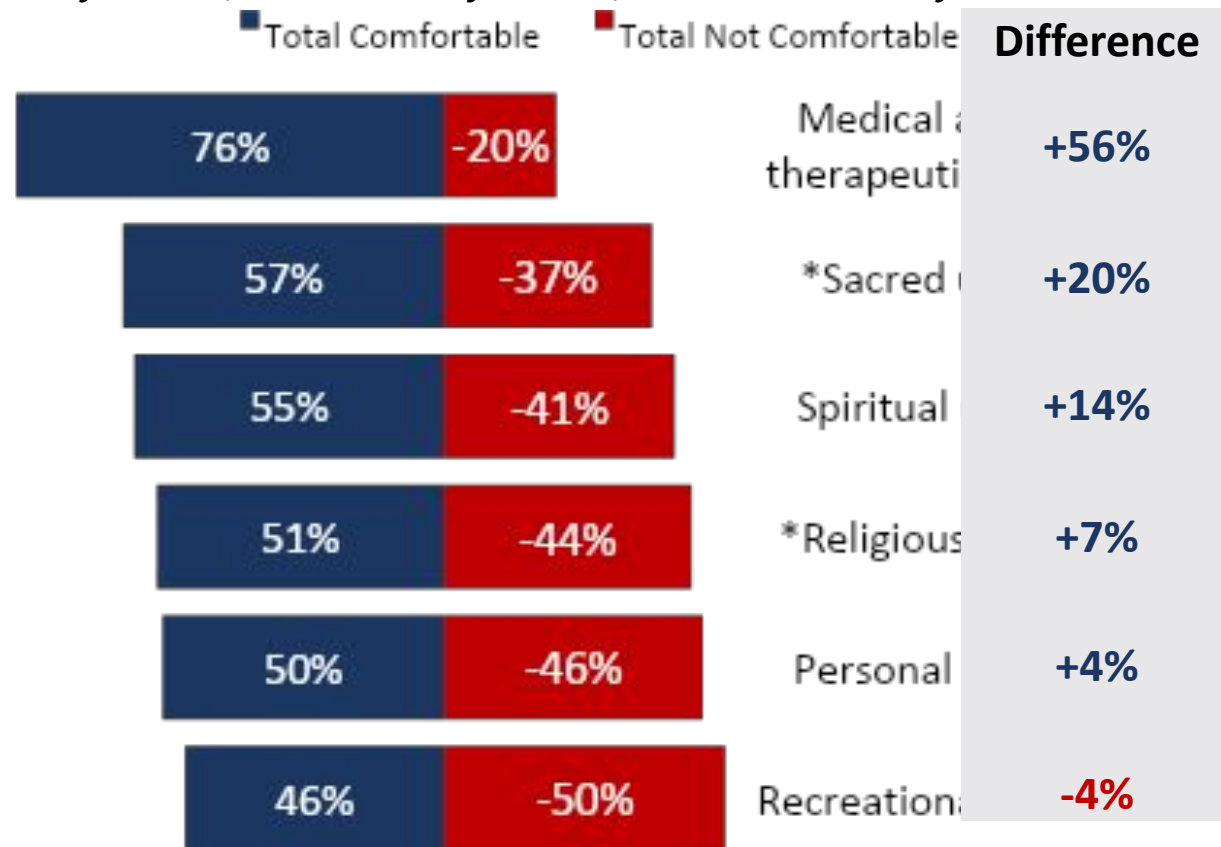
*Have you seen, heard, or read anything recently about psychedelic substances?*



**Younger and independent women are more likely to report having heard “a great deal.”**

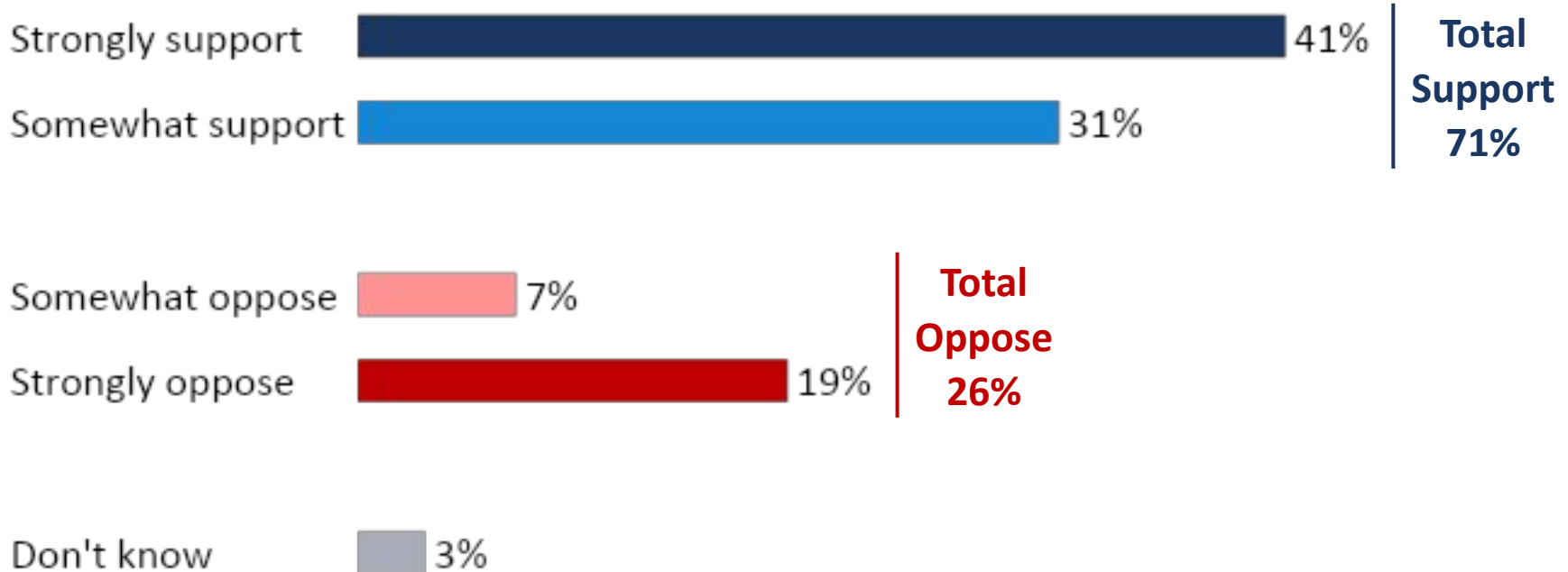
# Voters are most comfortable with therapeutic use, and split on personal or recreational use.

*Here is a list of settings or goals for someone using psychedelic substances. Please tell me how comfortable you would be with removing criminal penalties for that type of psychedelic use: very comfortable, somewhat comfortable, not too comfortable, or not at all comfortable.*



# Seven in ten voters support therapeutic use of psychedelic substances.

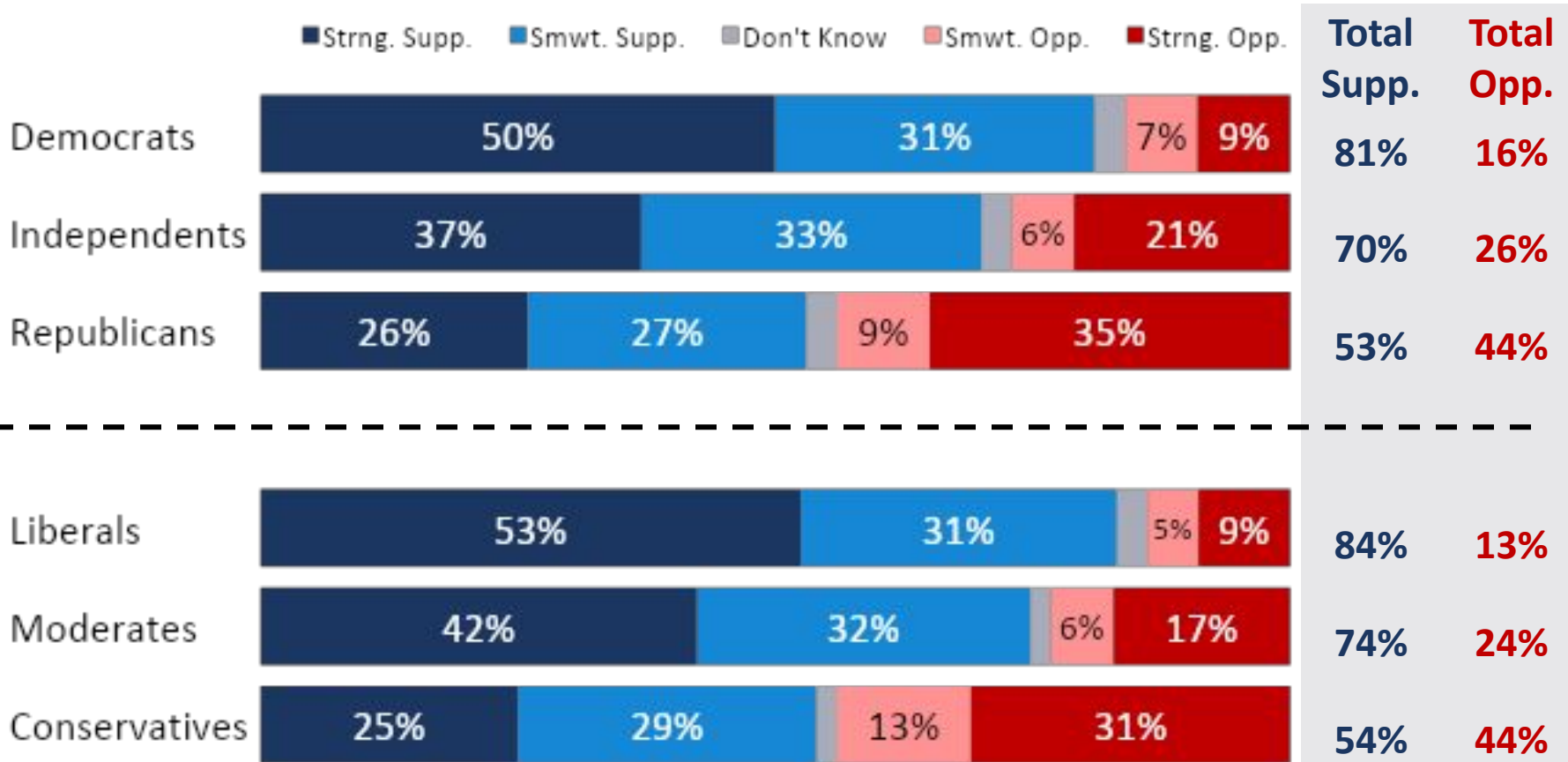
As you may know, psychedelic substances such as psilocybin mushrooms are currently illegal. However, studies have found that they can be effective in treating mental health conditions like PTSD, anxiety, and depression. This bill would allow adults 21 and older to use certain psychedelic substances in a therapeutic context, in a safe and controlled environment, and under the supervision of a licensed and trained facilitator. The bill does not allow the sale, personal possession, or use of psychedelics outside of a regulated therapeutic context.





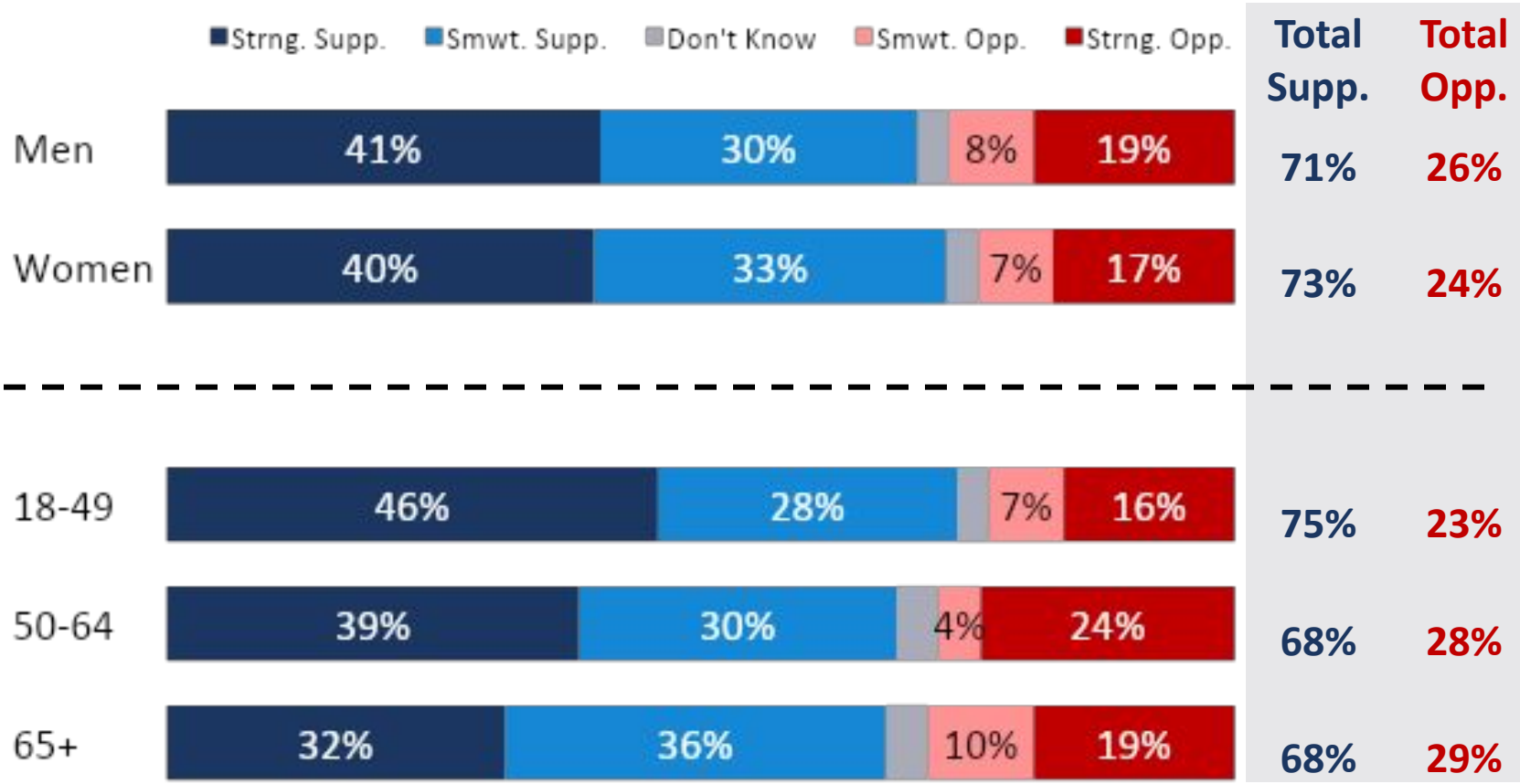
# Majorities support the proposal across party lines, with four in five Democrats in favor.

*Support for Therapeutic Use by Party & Ideology*



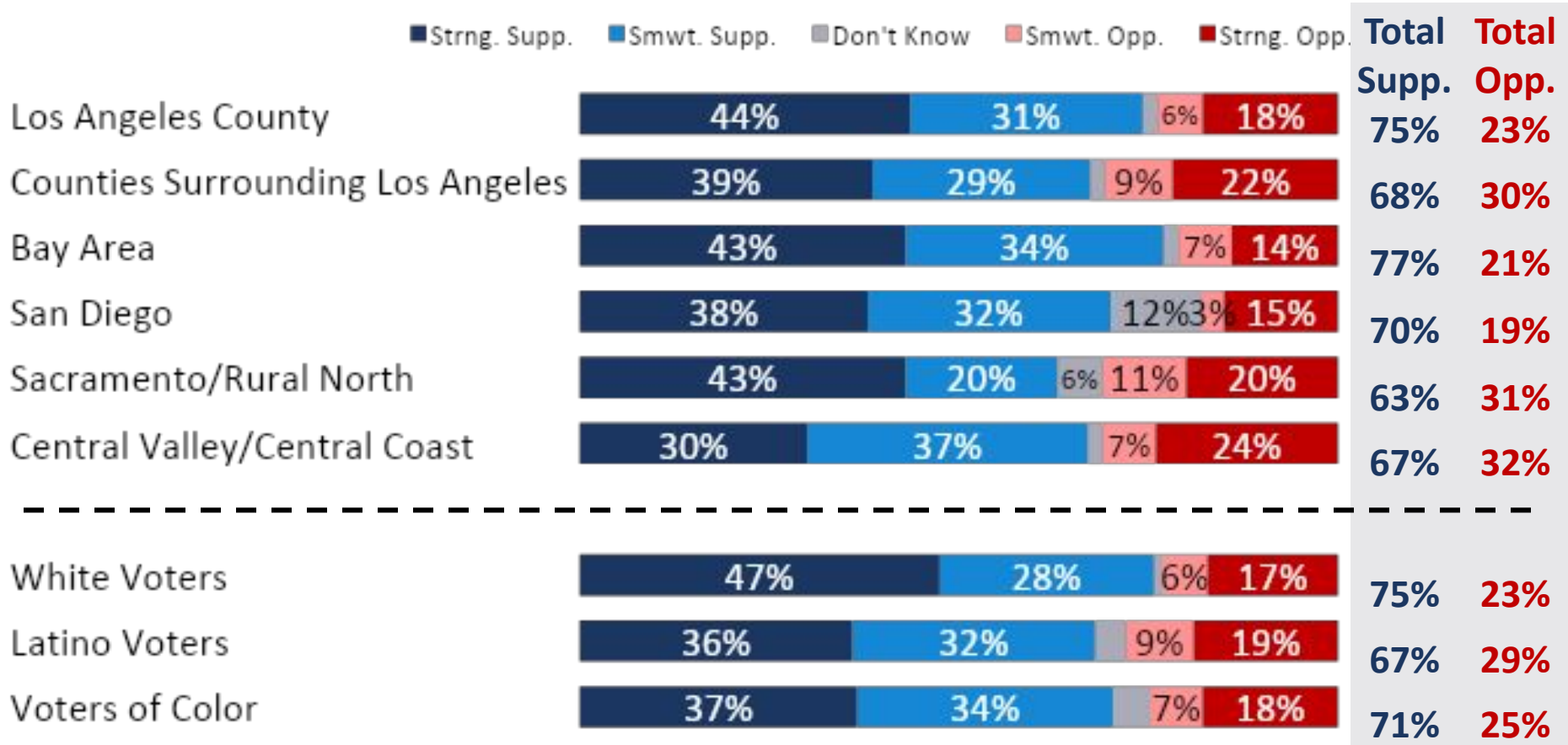
# Broad majorities support the proposal across gender and age.

*Support for Therapeutic Use by Gender & Age*



# Three in five or more across each region of the state support the proposal.

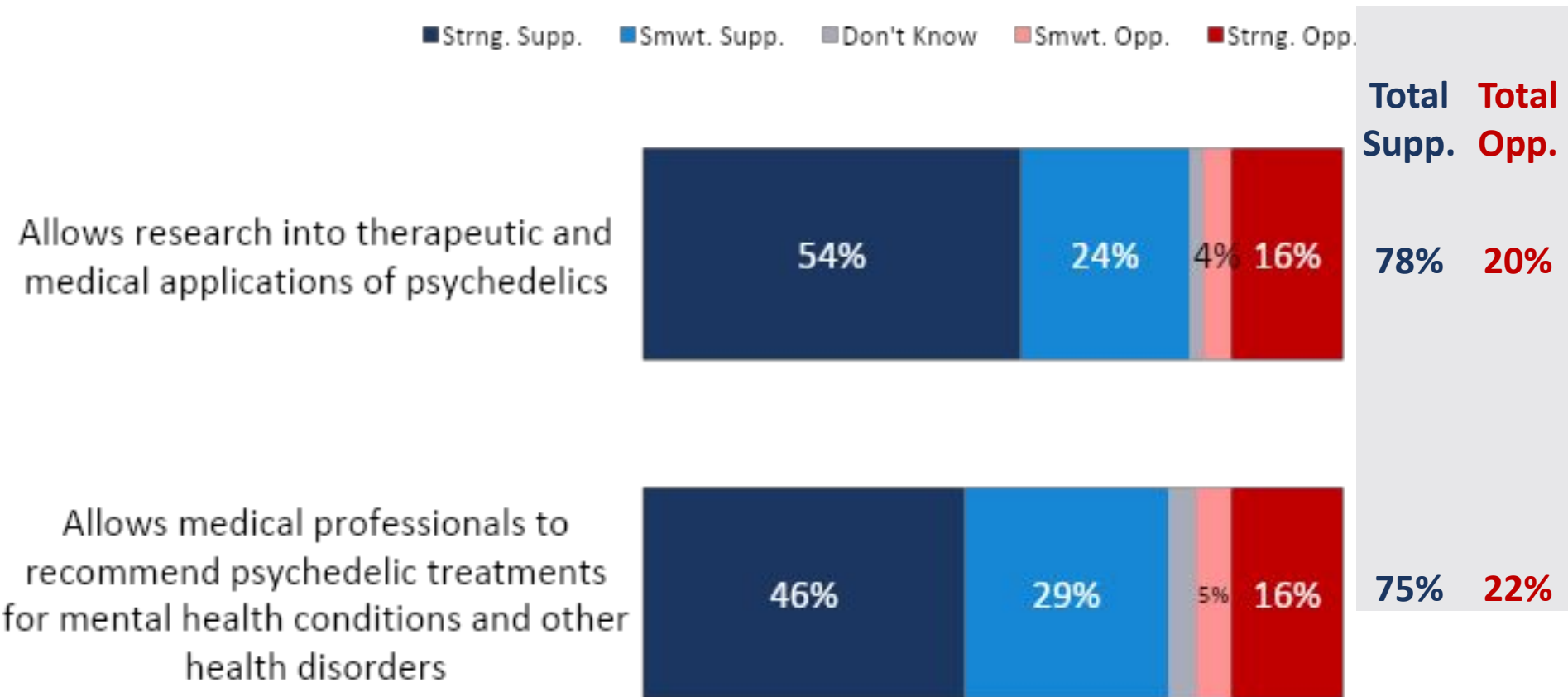
*Support for Therapeutic Use by Region and Race/Ethnicity*





# Measure Elements

# Therapeutic and mental-health applications are popular elements of a measure.



# Support for Measure Elements by Party

Measure Element	Total Support			
	All Voters	Party		
		Dems.	Inds.	Reps.
Allows research into therapeutic and medical applications of psychedelics	78%	88%	78%	58%
Allows medical professionals to recommend psychedelic treatments for mental health conditions	75%	86%	74%	54%

# Top Messaging in Support of the Measure

## Ranked by Total Convincing

80%

**\*(END OF LIFE)** Leading hospice providers and end-of-life medical practitioners support psychedelic therapy for terminally ill people suffering from depression and stress. Current medical practices offer too little to address the mental suffering that is part of an end-of-life diagnosis. This measure would give dying patients access to a proven therapy that can help free them from debilitating anxiety and help them find peace.

74%

**(RESEARCH)** Pioneering research from leading medical research institutions such as Johns Hopkins, UCLA, and NYU finds that some natural psychedelic medicines can be twice as effective in treating depression and anxiety as current treatments. This measure will expand access to this promising therapy.

# Top Messages by Key Demographics

Demographic	Total Convincing	
	End of Life	Research
Democrats	88%	85%
Independents	82%	74%
Republicans	63%	53%
<i>Men</i>	79%	72%
<i>Women</i>	83%	78%
Ages 18-49	83%	78%
Ages 50-64	75%	68%
Ages 65+	79%	70%



# Top Messages by Key Demographics

Demographic	Total Convincing	
	End of Life	Research
Los Angeles Media Market	83%	79%
San Francisco Media Market	76%	71%
San Diego Media Market	90%	72%
Sacramento Media Market	75%	65%
Other Media Markets	74%	71%



# Conclusions

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- Nearly three in five Californians are familiar with psychedelics – though relatively few say they are “very familiar.”
- California voters broadly support a therapeutic framework for the use of psychedelics.
  - This even includes a slim majority of Republican and conservative voters, who are often the most skeptical of drug policy reforms.
- They are more divided on whether personal or recreational use is appropriate.
- Messaging focused on benefits for end-of-life anxiety, and highlighting promising research, is compelling across many demographic and geographic lines.

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