FSIC
Financial Services
Innovation Coalition

Swing State Survey

Pennsylvania, Wisconsin, Michigan

n=1,000 Likely Voters; MoE = ±3%

Oversample n=200 Florida Likely Voters; MoE =±7%

Field Dates: August 18-21, 2024

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Methodology & Demography

Methodology

Interviews were conducted August 18 through August 21, 2024 by live telephone operators, including landlines (15%) and cell phones (85%). Interviews include 1,000 Likely Voters (LVs) across Pennsylvania, Michigan, and Wisconsin, with an oversample of 200 Likely Florida Voters. Quotas on age, gender, ethnicity, education, region, and party where applicable (PA & FL) were used to ensure a representative distribution. The study's margin of error is ±3%. The oversample's margin of error is ±7%.

Region

Michigan (33%)

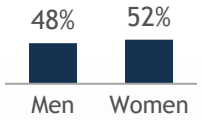
Wisconsin (33%)

Pennsylvania (34%)

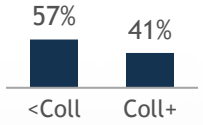
Florida (200 LV Oversample)

Demography

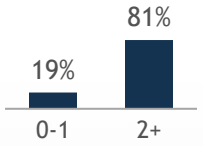
Gender



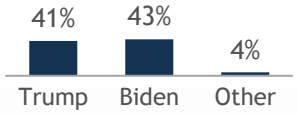
Education



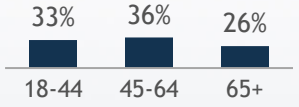
Vote History



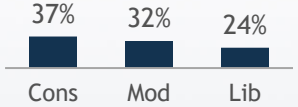
Pres 2020



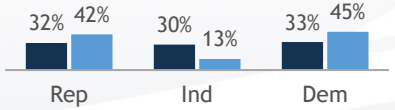
Age



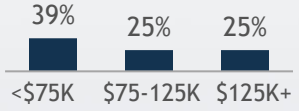
Ideology



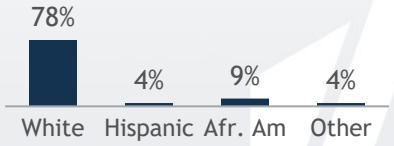
Party ID



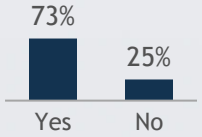
Income



Ethnicity



Children in Household



Research note: Registered party available only in PA

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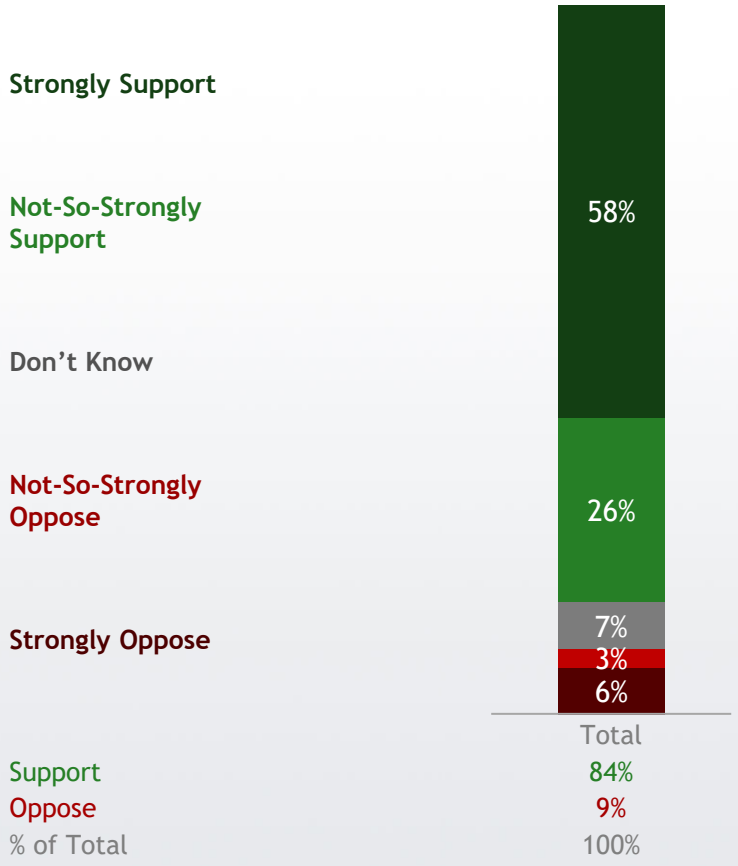
Cannabis Support

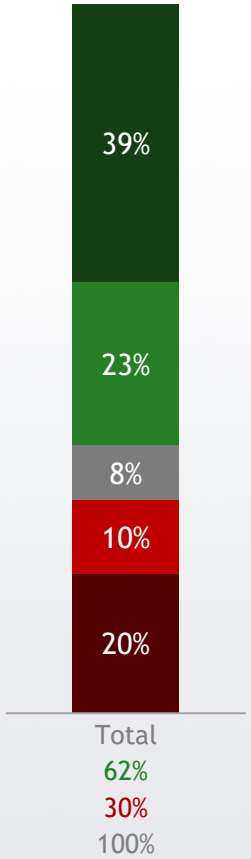
An overwhelming majority of voters (84%) are in support of Medical Marijuana, and a significant majority (56%) support legalizing small amounts for Americans over 21.

Legalize Medical



	Supp	Opp
Persuadable Voters	83%	8%

Legalize for 21+



Supp	Opp
56%	33%

Question Text:

Legalize Medical
"Do you support or oppose legalizing marijuana for medical use?"

Legalize for 21+
"Do you support or oppose legalizing marijuana for adults twenty one years old and older, and allowing individuals to possess up to three ounces of marijuana?"

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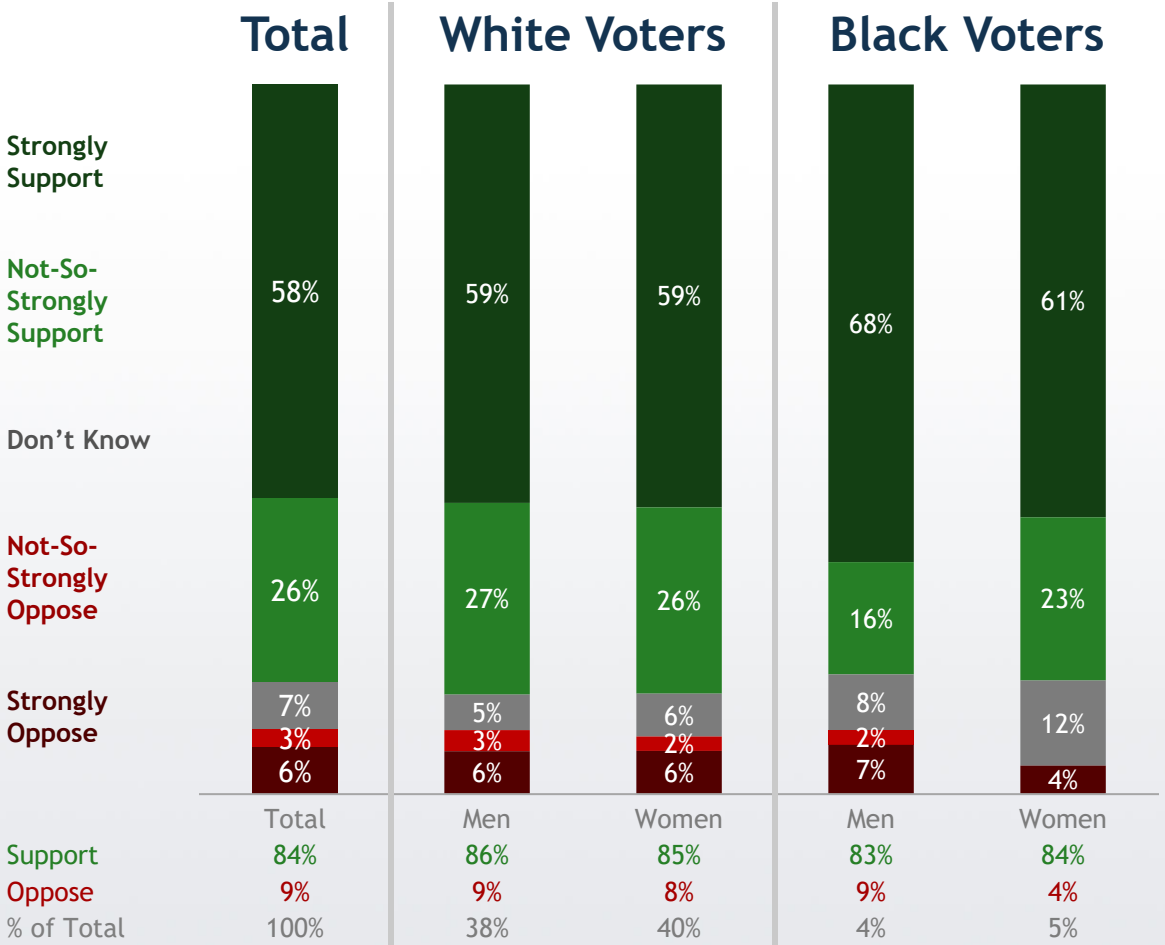
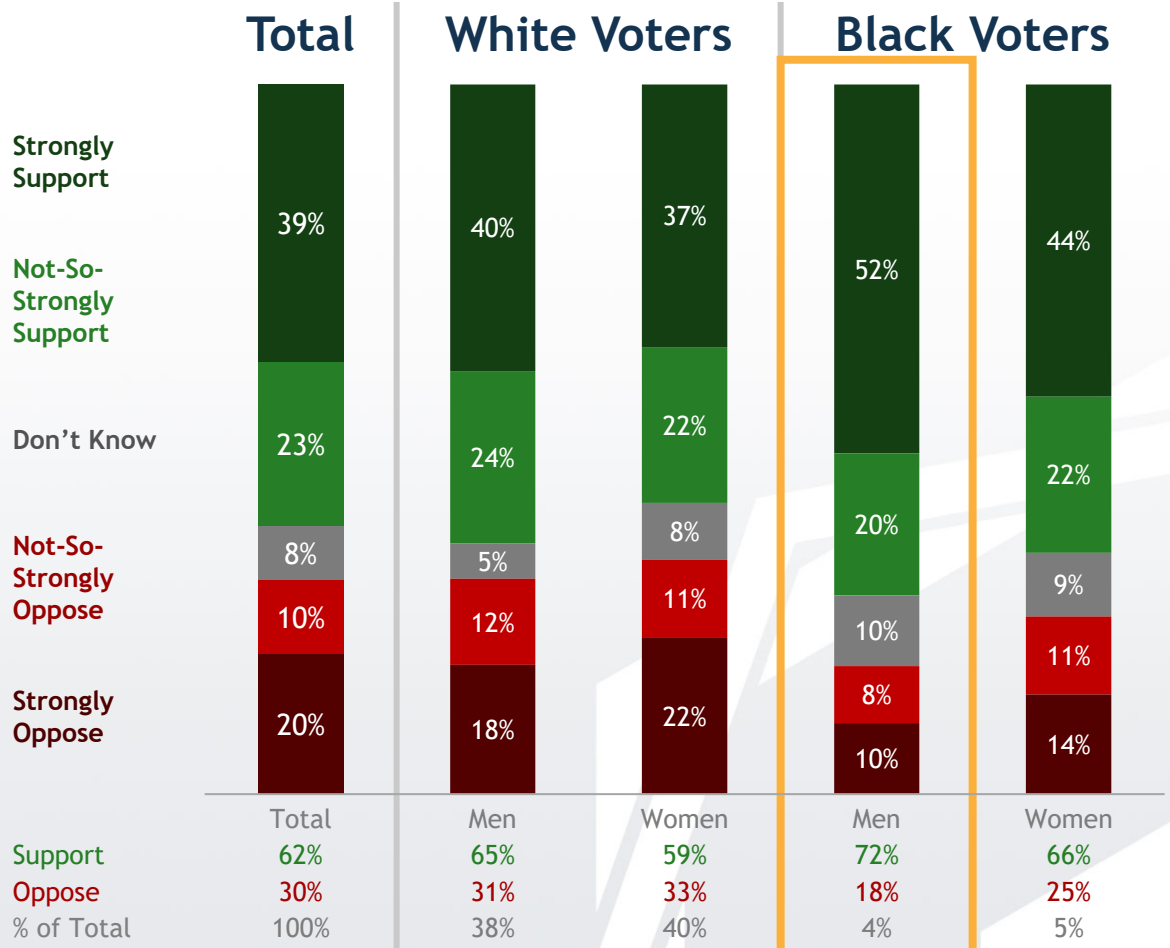
Legalize medical and Legalize 21+ have strong support across whites and blacks. A majority of black men strongly support legalize 21+.

Support/Oppose Legalize Medical Breakout



Support/Oppose Legalize 21+



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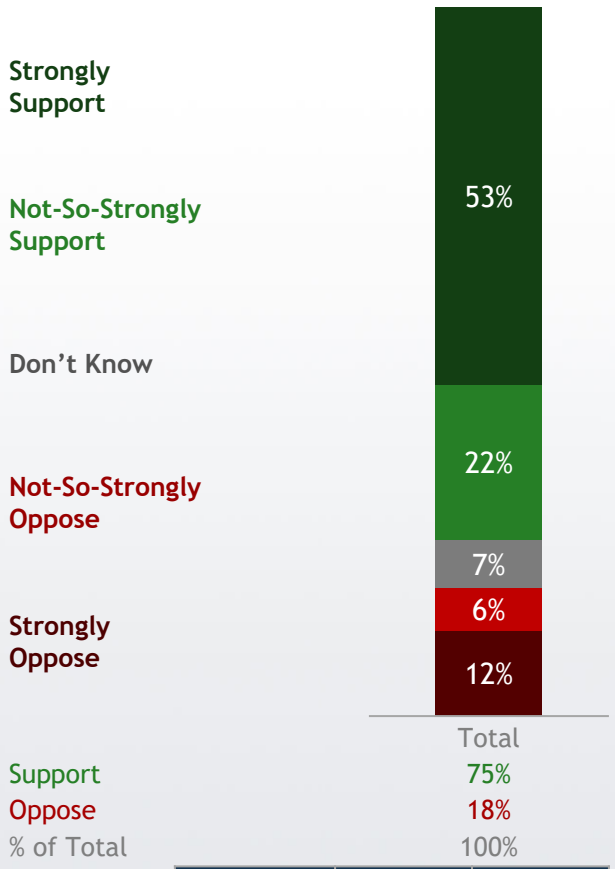
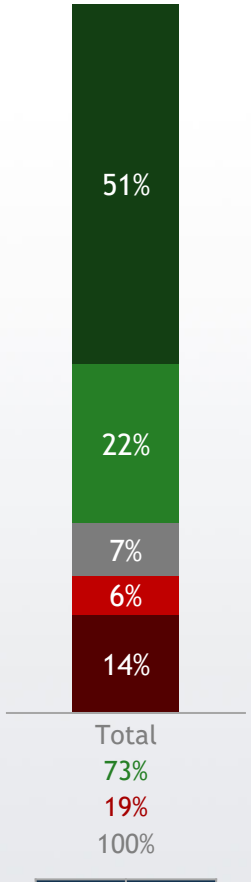
Already strong majority support is increased as Americans learn more about the impact of legalization.

Legalize as Alternative



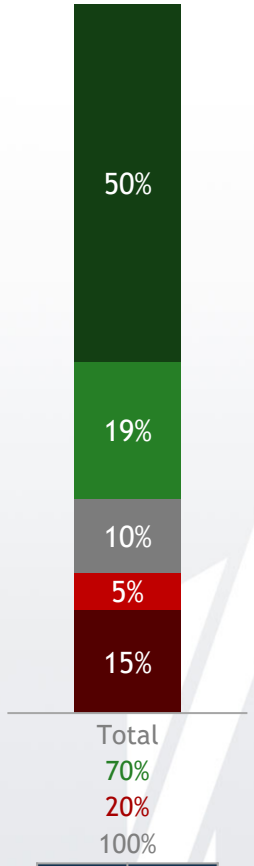
	Supp	Opp
Persuadable Voters	69%	22%

Strengthen Industry



Supp	Opp
67%	22%

Stop Drug Cartels



Supp	Opp
60%	25%

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Every group and every region is in favor of legalizing medical marijuana by at least 75%. Legalization for adults 21+ enjoys super majority support among almost all demographics, including moderates and persuadable voters.

Legalize Medical

More Support
More Oppose

		% of Total	Support	Oppose	Don't Know
	% of Total	100%	84%	9%	7%
PER	Persuadable	30%	83%	8%	9%
MEN	18-44	17%	91%	6%	3%
MEN	45-64	16%	82%	12%	6%
MEN	65+	12%	81%	11%	7%
WOMEN	18-44	16%	90%	3%	7%
WOMEN	45-64	20%	88%	6%	6%
WOMEN	65+	14%	75%	16%	9%
PARTY	Republican	32%	75%	16%	9%
PARTY	Independent	30%	89%	5%	5%
PARTY	Democrat	33%	92%	6%	3%
IDEO	Conservative	37%	75%	15%	10%
IDEO	Moderate	32%	89%	6%	5%
IDEO	Liberal	24%	96%	2%	2%
RACE	White	78%	86%	9%	6%
RACE	Other	16%	85%	8%	7%
REGION	Michigan	33%	82%	10%	8%
REGION	Pennsylvania	34%	84%	10%	5%
REGION	Wisconsin	33%	86%	7%	6%

Legalize 21+

More Support
More Oppose

		% of Total	Support	Oppose	Don't Know
	% of Total	100%	62%	30%	8%
PER	Persuadable	30%	46%	33%	11%
MEN	18-44	17%	80%	17%	3%
MEN	45-64	16%	55%	39%	6%
MEN	65+	12%	57%	35%	9%
WOMEN	18-44	16%	77%	17%	6%
WOMEN	45-64	20%	64%	27%	9%
WOMEN	65+	14%	36%	53%	11%
PARTY	Republican	32%	46%	47%	8%
PARTY	Independent	30%	65%	27%	8%
PARTY	Democrat	33%	80%	16%	4%
IDEO	Conservative	37%	44%	46%	10%
IDEO	Moderate	32%	67%	27%	6%
IDEO	Liberal	24%	87%	9%	4%
RACE	White	78%	62%	32%	7%
RACE	Other	16%	71%	19%	10%
REGION	Michigan	33%	60%	31%	8%
REGION	Pennsylvania	34%	63%	29%	8%
REGION	Wisconsin	33%	63%	30%	7%

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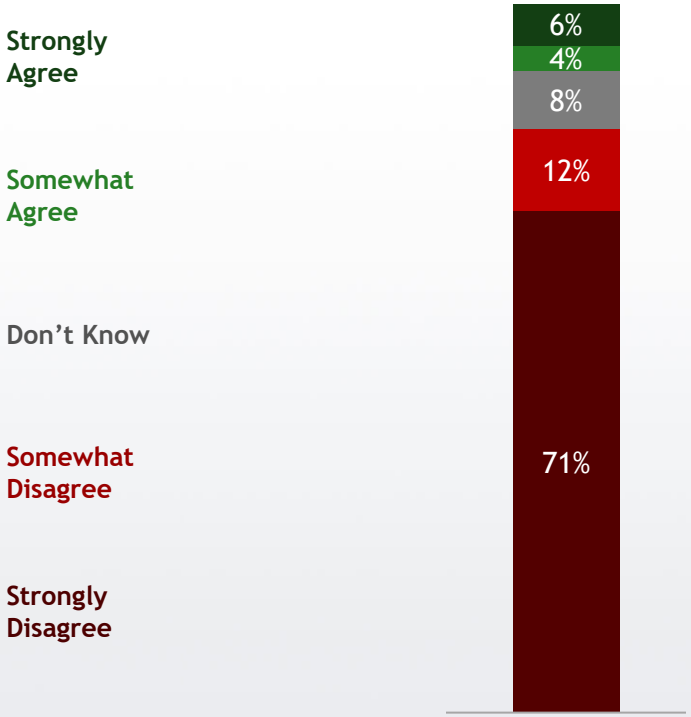
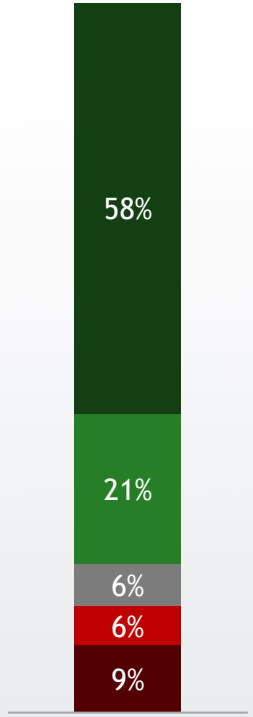
Voters overwhelmingly disagree with the current Federal classification of marijuana as more dangerous than fentanyl and methamphetamines, but they agree that the current age minimum should be 21-years years old.

Marijuana Classification



	Supp	Opp
Persuadable Voters	11%	77%

Keep Age Minimum



Supp	Opp
73%	19%

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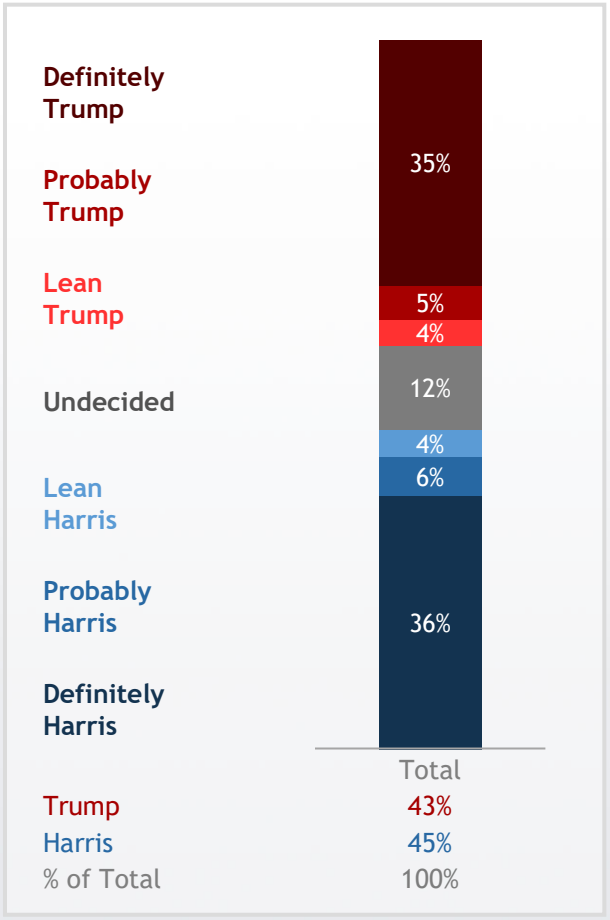
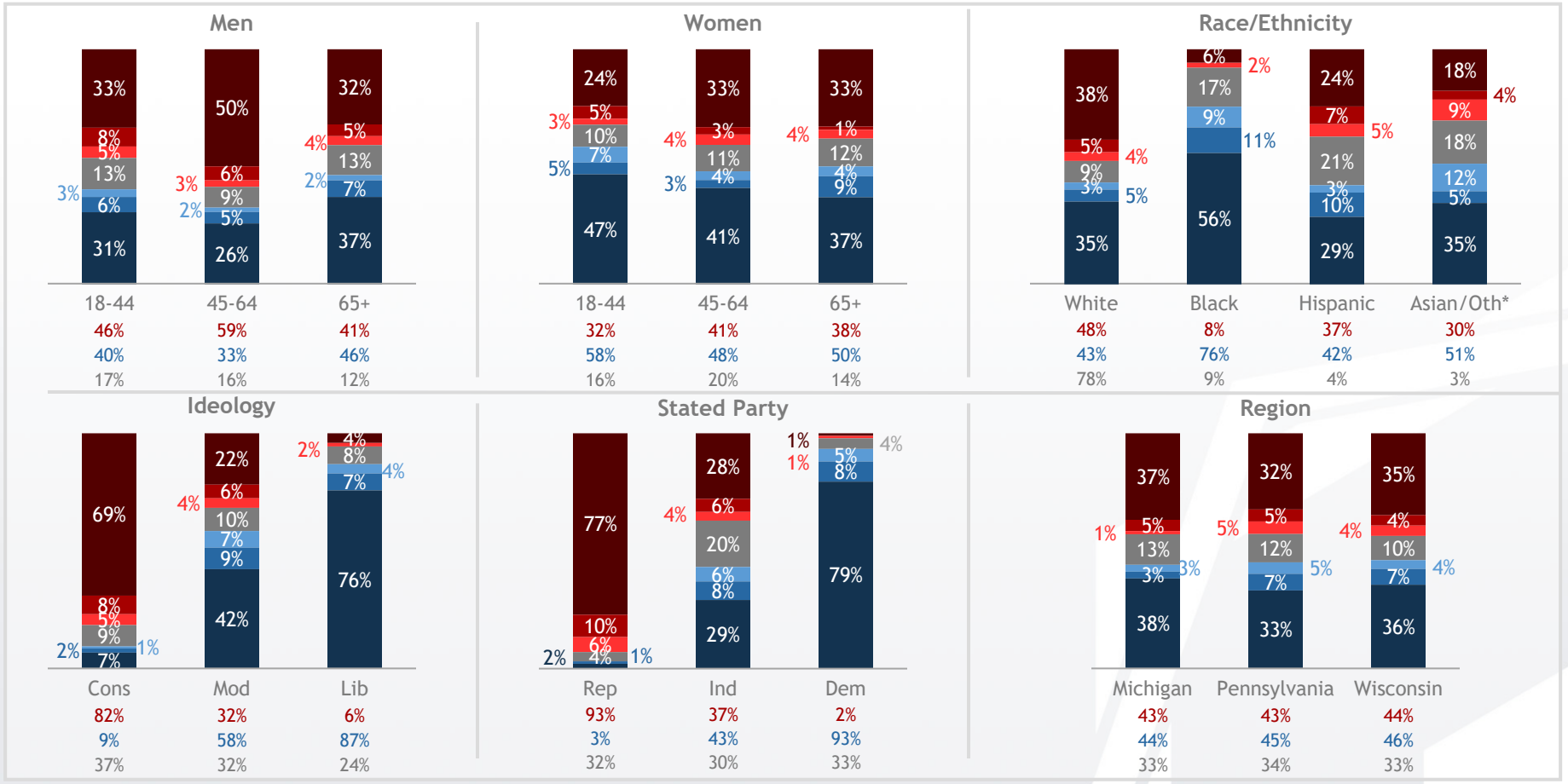
Political Impact

Harris currently has a slight lead across the swing states, with women, minorities, and moderates helping to bring her over 50%.

Presidential Head to Head Ballot - Total & Breakouts





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Research Note: Base sizes are extremely small (n<40). Use caution when interpreting results.

Demography: Total Likely Voters v Undecideds (12%)

Based on Initial ballot

	% of Total	% of Und	Und % of Total
Men			
18-44	17%	19%	**2%**
45-64	16%	12%	**1%**
65+	12%	13%	**2%**
Women			
18-44	16%	13%	**2%**
45-64	20%	19%	**2%**
65+	14%	14%	**2%**
Education			
<College	57%	54%	**6%**
College+	41%	36%	**4%**
Income			
<$75K	39%	43%	**5%**
$75-125K	25%	15%	**2%**
$125K+	25%	15%	**2%**

	% of Total	% of Und	Und % of Total
Vote History			
0-1	19%	23%	**3%**
2-4	81%	77%	**9%**
Race			
White	78%	60%	**7%**
Minority	16%	41%	**3%**
Region			
Michigan	33%	37%	**4%**
Pennsylvania	34%	34%	**4%**
Wisconsin	33%	29%	**3%**
Leg. Medical			
Support	84%	77%	**9%**
Oppose	9%	8%	**1%**
Leg 21+			
Support	62%	47%	**6%**
Oppose	30%	38%	**4%**

	% of Total	% of Und	Und % of Total
Pres 2020			
Trump	41%	21%	**2%**
Biden	43%	22%	**3%**
Ideology			
Conservative	37%	28%	**3%**
Moderate	32%	27%	**3%**
Liberal	24%	15%	**2%**
Stated Party			
Republican	32%	11%	**1%**
Independent	30%	49%	**6%**
Democrat	33%	31%	**2%**

Supporters of Medical and 21+ legalization make up significant portions of voters who are currently undecided.

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Research Note: Und % of Total represents the % of the given demographic that is undecided out of the total population

Demography: Total Likely Voters v Harris Converts (7%)

% converted from Biden to Harris

	% of Total	% of Converts	Converts % of Total
Men			
18-44	17%	23%	**2%**
45-64	16%	13%	**1%**
65+	12%	6%	**0%**
Women			
18-44	16%	40%	**3%**
45-64	20%	15%	**1%**
65+	14%	3%	**0%**
Education			
<College	57%	65%	**4%**
College+	41%	35%	**2%**
Income			
<$75K	39%	53%	**4%**
$75-125K	25%	18%	**1%**
$125K+	25%	24%	**2%**

	% of Total	% of Converts	Converts % of Total
Vote History			
0-1	19%	29%	**2%**
2-4	81%	71%	**5%**
Race			
White	78%	78%	**5%**
Minority	16%	21%	**1%**
Region			
Michigan	33%	32%	**2%**
Pennsylvania	34%	32%	**2%**
Wisconsin	33%	36%	**2%**
Leg. Medical			
Support	84%	92%	**6%**
Oppose	9%	5%	**0%**
Leg 21+			
Support	62%	79%	**5%**
Oppose	30%	17%	**1%**

	% of Total	% of Converts	Converts % of Total
Pres 2020			
Trump	41%	18%	**1%**
Biden	43%	57%	**4%**
Ideology			
Conservative	37%	10%	**1%**
Moderate	32%	39%	**3%**
Liberal	24%	45%	**3%**
Stated Party			
Republican	32%	10%	**1%**
Independent	30%	57%	**4%**
Democrat	33%	31%	**2%**

Voters that don't like Biden but have moved to Harris are also strong supporters of Medical and 21+.

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Research Note: Converts % of Total represents the % of the given demographic that are converts out of the total population.

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