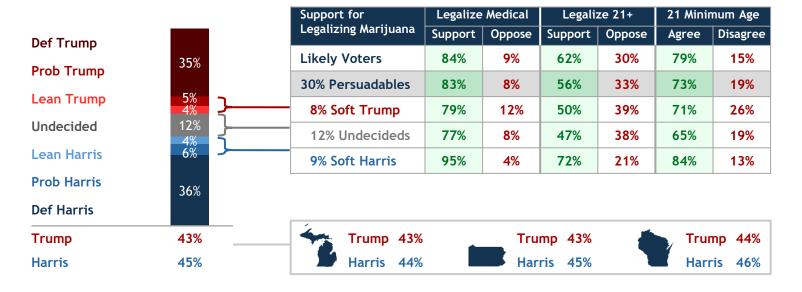


MEMORANDUM - Swing-State Voters Support Marijuana

TO: INTERESTED PARTIES SUBJECT: 1,000 SWING STATE LIKELY VOTERS

FROM: MATT GAMMON DATE: AUGUST 31ST, 2024

Voters in swing states overwhelmingly support responsible modernization of US marijuana policy. Over 4 in 5 support legalizing medical (84%) and over 3 in 5 support legalizing for anyone 21 years or older (62%). These numbers hold true among voters that both Trump and Harris need to win. Right now, over half of persuadable voters support legalizing marijuana for anyone 21 years or older, although they are firm that there should be an age limit (73% support).



Voters Recognize Key Election Issues Impacted by Marijuana

Regardless of who they're voting for, persuadables leaning right and left are on the same page when it comes to how marijuana impacts the issues that Americans are most worried about right now. Overall, voters believe in the medical benefits of marijuana. But beyond legalization, 82% of voters disagree with the current policy treating marijuana as more dangerous than more notorious drugs, like fentanyl or meth. They also support it as an affordable healthcare alternative, especially for those in our society who are hurting the most from this economy.

Voters also believe in legalizing American production of marijuana. They see it as an economic opportunity, which will open new markets for American farmers and keep the benefits here in America, instead of sending them overseas. They also see the connection between the illegal market and cartels and they support fighting back against cartels by legalizing American production. All of this holds true among persuadable voters across party lines.

Pres Ballot: If the general election for the President of the United States were held today, would you vote for Donald Trump, the Republican ...or... Kamala Harris, the Democrat? Legalize Medical: Do you support or oppose legalizing marijuana for medical use? Legalize 21±; Do you support or oppose legalizing marijuana? 21+ Minimum Age: Do you agree or disagree that marijuana should only be legal for people twenty-one or older, unless under a doctor's specific prescription? Agree(Disagree: As you may know, the US government currently classes marijuana as more dangerous than fentanyl and methamphetamines. Do you agree or disagree that we should continue to classify marijuana as more dangerous than fentanyl and methamphetamines?



Reducing Healthcare Costs

Y

75%

18%

Support

port Oppose

In an era of constantly increasing health care costs, medical marijuana is an affordable alternative for many people, especially those who are hurting the most in this economy, like seniors, veterans, and lower-income families. Do you support or oppose legalizing marijuana for adults twenty-one years old and older?

C C T

Soft Trump Voters: 66% / 29% Undecided Voters: 61% / 22% Soft Harris Voters: 82% / 16%

Strengthen Economy for Americans



73%

6 19%

Support

ort Oppose

for Americans. Legalizing American marijuana production will give our farmers new markets for growth and keep that money here, benefitting Americans. Do you support or oppose legalizing American marijuana production?

Legalizing American producers of marijuana will reduce the flow of money to Mexican drug cartels that are helping to funnel millions of illegal immigrants across our border. Do you

support or oppose legalizing the production of marijuana in the United States to reduce the flow

After decades of losing jobs to overseas industries, America needs to focus on creating jobs

Soft Trump Votors: 61% / 35% Undesided Votors: 50

Soft Trump Voters: 61% / 35% Undecided Voters: 59% / 23% Soft Harris Voters: 83% / 9%

Border Security: Less \$\$ for Cartels



70%

20%

Support

Oppose

of money to drug cartels?

Soft Trump Voters: 58% / 36% Undecided Voters: 49% / 24% Soft Harris Voters: 75% / 15%

Persuadable Voter Demography

		Soft		Soft
	Total	Trump	Und	Harris
Gender				
Male	48%	56%	49%	42%
Female	52%	44%	51%	58%
Age				
18-44	33%	41%	32%	38%
45-64	36%	34%	31%	26%
65+	26%	21%	27%	32%
Edu				
<college< td=""><td>57%</td><td>46%</td><td>54%</td><td>60%</td></college<>	57%	46%	54%	60%
College+	41%	53%	36%	39%

		Soft		Soft
	Total	Trump	Und	Harris
Child in HH				
Yes	25%	28%	25%	21%
No	73%	70%	67%	77%
Income				
<\$75K	39%	39%	43%	46%
\$75-125K	25%	22%	15%	24%
\$125K+	25%	31%	15%	16%
Race				
White	78%	84%	60%	68%
Black	9%	2%	13%	19%
Hispanic	4%	6%	7%	6%
Asian/Other	3%	5%	5%	6%

		Soft		Soft
	Total	Trump	Und	Harris
Pres 2020				
Trump	41%	71%	21%	6%
Biden	43%	7%	22%	71%
Ideology				
Con	37%	54%	28%	10%
Mod	32%	38%	27%	56%
Lib	24%	4%	15%	28%
Party				
Rep	32%	60%	11%	4%
Ind	30%	33%	49%	44%
Dem	33%	4%	12%	48%



Election Impact

Key voter groups for both the Trump and Harris campaigns support legalization for 21+. Specifically, Black Men (72%) and Undecided voters (47%) support legalization. However, White Men (65%), White Women (59%), and Black Women (66%) all support responsible legalization for adults over 21. Additionally, voters who support legalization make up a larger % of undecided voters than any other single demographic group.

Conclusion

The Presidential race is a coin flip in three of the most important states this cycle and in those states just under 1 in 3 voters are still what we consider to be "persuadable". Both Presidential candidates have an opportunity to win these voters or to lose them.

Swing-state voters are overwhelmingly in support of responsible modernization of American marijuana policy. Voters want a secure border with less money from illegal sales of marijuana funding the cartels.

Swing-state voters strongly support smart policy for this emerging Agriculture industry which strengthens the economy for all Americans and reduces healthcare costs with affordable alternatives. At the same time, voters want clear laws prohibiting its use by children under 21.

There is a real desire in the swing states for clear laws, fair laws that mitigate overcriminalization, and responsible laws legalizing marijuana for anyone 21 years or older. It remains to be seen which campaign will capitalize on this opportunity first. Voters want responsible legalization, where the laws of the country match the realities in their communities.

Methodology

On behalf of Financial Services Innovation Coalition, Ragnar Research conducted a survey of 1,000 Likely Votes in key Swing States (Pennsylvania, Wisconsin, Michigan). Interviews were conducted August 19 through August 21, 2024 by live telephone operators, including landlines (15%) and cell phones (85%). Quotas on age, gender, ethnicity, education, region, and party registration (PA) were used to ensure a representative distribution. The study's margin of error is ±3%.

About Ragnar Research

With over 65 years of combined experience in public opinion research, Ragnar Research is proud of our track record of consistent accuracy on behalf of candidates, Fortune 500 companies, global non-profits, and colleges and universities. Ragnar Research has polled in nearly every state in the US, and every continent except Antarctica. We are a proud member of AAPOR and our extensive body of research reflects our commitment to those values.