



## Reducing Healthcare Costs

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?

Soft Trump Voters: **66%** / **29%**

Undecided Voters: **61%** / **22%**

Soft Harris Voters: **82%** / **16%**



**75%** **18%**  
 Support Oppose

## Strengthen Economy for Americans

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

Soft Trump Voters: **61%** / **35%**

Undecided Voters: **59%** / **23%**

Soft Harris Voters: **83%** / **9%**



**73%** **19%**  
 Support Oppose

## Border Security: Less \$\$ for Cartels

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 of money to drug cartels?

Soft Trump Voters: **58%** / **36%**

Undecided Voters: **49%** / **24%**

Soft Harris Voters: **75%** / **15%**



**70%** **20%**  
 Support Oppose

## Persuadable Voter Demography

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

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

	Total	Soft Trump	Und	Soft Harris
<b>Pres 2020</b>				
Trump	41%	71%	21%	6%
Biden	43%	7%	22%	71%
<b>Ideology</b>				
Con	37%	54%	28%	10%
Mod	32%	38%	27%	56%
Lib	24%	4%	15%	28%
<b>Party</b>				
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  $\pm 3\%$ .

## 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.