



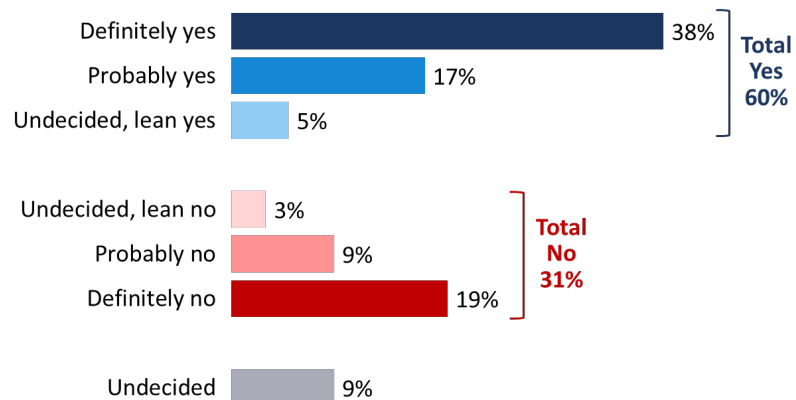
TO Interested Parties
FROM Dave Metz and Miranda Everitt
FM3 Research
RE: Colorado Voter Support for Prop 122
DATE September 23, 2022

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Colorado voters to assess attitudes toward regulated use of natural medicines (including plant and fungal psychedelics) for mental health treatment.¹ The study found that **Colorado voters broadly support Prop 122, which would create a regulated access program for these natural medicines.** The poll also underscores the effectiveness of a strong informational campaign that communicates the details of the program and emphasizes the power of veterans as messengers in support of the initiative.

Key findings include:

- **Three in five support Prop 122 to create a framework for regulated access to natural medicines.** After hearing the official ballot title, Figure 1 below shows that voters support Prop 122 by a 29-point margin.

Figure 1: Initial Support for Prop 122 Based on Ballot Language

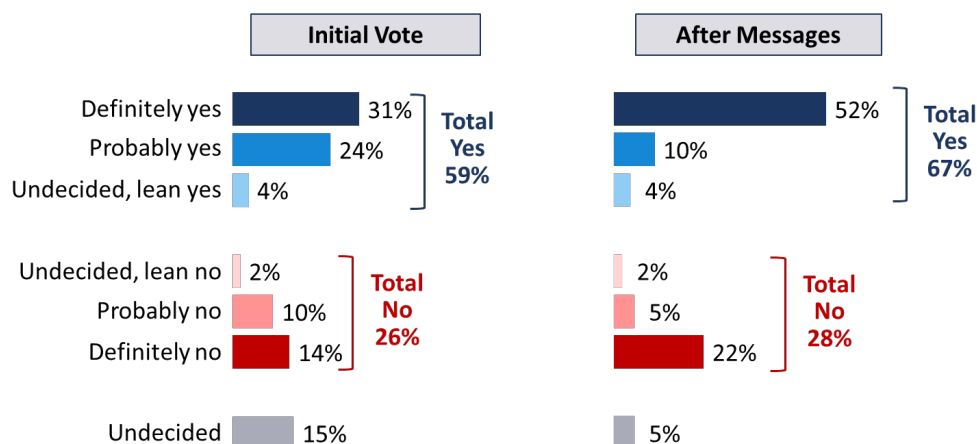


¹ **Methodology:** From July 15-20, 2022, FM3 completed 708 interviews by phone (cell and landline) and email with randomly selected likely November 2022 voters in Colorado. The margin of sampling error for the study is +/-4.0% at the 95% confidence level; margins of error for subsamples will be higher. Due to rounding, not all totals will sum to 100%.

Support is broad across demographic and geographic subgroups of Colorado voters, including:

- 73% of Democrats, 67% of independents and 36% of Republicans;
 - 57% of men and 63% of women;
 - 70% of voters under age 50 and 51% of voters age 50 and over; and
 - Broad majority or plurality support in every region of the state.
- **The survey results show that campaign communications can broaden – and solidify – support for Prop 122.** As shown in Figure 3 below, exposure to both pro and con messaging produces not only an increase in overall support for the measure (from 60% to 67%), but also yields more commitment from those voters who favor it. The share indicating that they will “**definitely**” vote “yes” goes up by 21 points, from 31% to more than half of all voters (52%).

Figure 3: Impact of Pro and Con Messaging on Support for Prop 122



- **The single most-compelling message in favor of Prop 122 focuses on the potential benefits for veterans struggling with PTSD.** Fully 51% of voters rated the message below “very convincing” – and 75% said it was at least a “somewhat convincing” reason to vote yes.

Colorado veterans are facing a PTSD crisis. More than 20 veterans commit suicide every day, and countless more struggle with the trauma from their service. Many veterans suffering from PTSD have found healing and help with natural medicines where other treatments have failed. This measure allows people with PTSD who have already tried therapy and pills without success a chance to recover and truly heal.

In sum, voters in Colorado overwhelmingly support Prop 122. The measure will benefit from a strong informational campaign highlighting veterans’ stories of healing and information about the safeguards written into the regulated access program, so that that voters understand the benefits and careful design that the measure will provide for Coloradans, especially those suffering from mental health challenges. The data show that such messaging can yield broader and stronger support – positioning the measure for a decisive win in November.