

# CEO Claims Strong Support: Florida Cannabis Legalization Likely to Pass, Internal Polling Reveals

The CEO of a major marijuana company, Tulieve, is disputing recent survey results that suggest insufficient support for a Florida marijuana legalization initiative set for November's ballot. Instead, internal polling conducted by the company indicates a comfortable lead for the measure.

## Dismissing Recent Polls

Kim Rivers, Tulieve's CEO, addressed the discrepancy in survey results during an interview with Cheddar. She urged skepticism regarding recent polls and emphasized that Tulieve's internal polling demonstrates strong bipartisan support, surpassing the 60 percent threshold required for passage.

## Surveys Under Scrutiny

Rivers criticized recent public polls, citing one that allegedly included over 10 percent of non-registered voters. While specifics were not provided, Rivers highlighted inconsistencies between public polling data and Tulieve's internal figures.

## Market Potential and Campaign Finance

In addition to disputing survey results, Rivers discussed the potential market impact of legalization, estimating a \$6 billion opportunity in Florida. Tulieve, a primary financial contributor to the legalization campaign, has invested nearly \$50 million in support.

## Florida Republican Opposition

Despite Tulieve's confidence, the Florida Republican Party officially opposes the legalization initiative, allowing Governor Ron DeSantis to mobilize opposition funds. DeSantis has expressed concerns about the initiative, predicting it would "reduce the quality of life" in the state.

## Economic Implications and Campaign Details

Analysts project significant tax revenue from marijuana legalization, with estimates ranging from \$195.6 million to \$431.3 million annually. The Smart & Safe Florida initiative, supported by Tulieve, aims to allow adult-use cannabis sales while excluding provisions for home cultivation and social equity.

## Political Context and Legal Challenges

Despite opposition, DeSantis acknowledges the initiative's likely placement on the November ballot. He previously expressed support for state decisions on marijuana legalization, despite personal reservations.

As Florida prepares for a pivotal vote on marijuana legalization, Tulieve's CEO remains optimistic, challenging recent survey findings and emphasizing the economic potential of legalization. With ongoing political debates and legal challenges, the fate of the initiative will ultimately rest with Florida voters.

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