



Public Opinion of Liquor Privatization

A strong majority of Pennsylvanians favor ending the government sale of wine and spirits according to a comprehensive poll conducted by nationally-renown pollster Fairbank, Maslin, Maullin, Metz & Associates (FM3). From January 22-27, 2013, FM3 polled 800 randomly-selected Pennsylvania registered voters. The margin of error for statewide results is 3.5%.

Who supports privatization?

✓ Republicans, Democrats, and Independents

Party	Total Favor	Total Oppose	Don't Know
Republicans	69%	26%	5%
Independents	71%	25%	4%
Democrats	52%	43%	4%

✓ Union Households

Union Households	Total Favor	Total Oppose	Don't Know
Union Member	52%	43%	5%
Union Household	58%	38%	4%
Not Union Household	61%	33%	5%

✓ PLCB Customers

Frequency of Purchase	Total Favor	Total Oppose	Don't Know
Weekly	77%	22%	1%
Monthly	71%	24%	5%
Few Times/Year	66%	29%	4%
Less Often	52%	45%	3%
Never	35%	58%	7%

✓ Everyone Outside of Philadelphia

Region	Total Favor	Total Oppose	Don't Know
Allegheny	69%	28%	3%
Southwest	54%	42%	4%
Philadelphia County	46%	50%	4%
Outer Phila. Market	66%	29%	5%
Northeast	59%	35%	7%
The T	62%	33%	4%

✓ **Every Media Market**

Media Market	Total Favor	Total Oppose	Don't Know
Harrisburg-York	61%	33%	6%
Johnstown-Altoona	70%	29%	1%
Philadelphia	59%	35%	6%
Pittsburgh	61%	35%	3%
Wilkes-Barre-Scranton	62%	37%	1%
Lehigh Valley	53%	41%	6%

✓ **Liberals, Moderates, and Conservatives**

Ideology	Total Favor	Total Oppose	Don't Know
Liberal	60%	36%	4%
Moderate	61%	36%	3%
Conservative	61%	33%	6%

✓ **Educated Voters**

Education	Total Favor	Total Oppose	Don't Know
High School or Less	56%	38%	6%
Some College	51%	44%	4%
College Graduate	70%	25%	5%
Post-Graduate	66%	30%	4%

Why do they support? (Open-ended)

- ✓ 33%: Less government regulation
- ✓ 29%: Convenience/buy in supermarkets
- ✓ 17%: Keep up with other states/works in other states
- ✓ 15%: Competition/better prices/free market

What else did we learn?

- ✓ After all arguments pro & con were presented, support was higher than at the start.
- ✓ Most voters said argument in favor of “modernization” (often presented as an alternative to privatization) was not convincing.
- ✓ Voters were somewhat more likely to vote for lawmakers who support privatization plan.

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For more on Liquor Privatization, visit BoozeFacts.com

The Commonwealth Foundation crafts free-market policies, convinces Pennsylvanians of their benefits, and counters attacks on liberty.