

Privatization Study Results

Prepared for: Commonwealth Foundation
 Interview Dates: September 3 through 12th, 2013 via telephone
 Audience: n=1,151 Pennsylvania residents 21+ yrs old

Note: A "*" indicates a percentage of less than 1%, a "-" indicates a percentage of 0% or non-response.

SCREENERS

A.

	TOTAL
Base	1151
Landline	74%
Cell	26%

B. First, does anyone in this household work for a radio or TV station, a newspaper, an advertising agency or a market research firm?

Yes **TERMINATE**
 No 100%
 Don't know/Refused **TERMINATE**

C. Computed Age

	TOTAL
Base	1151
21-34 (NET)	30%
21-24	8%
25-34	22%
35-54 (NET)	37%
35-44	9%
45-54	28%
55+ (NET)	33%
55-64	23%
65+	10%

D1 Gender

	TOTAL
Base	1151
Male	48%
Female	52%

D2 In which county of Pennsylvania do you live?

	TOTAL
Base	1151
Allegheny	11%
Armstrong	1%
Beaver	1%
Berks	3%
Bucks	5%
Butler	1%
Carbon	*
Chester	4%
Cumberland	3%
Dauphin	3%
Delaware	4%
Erie	6%
Fayette	1%
Greene	1%
Indiana	1%
Lackawanna	2%
Lancaster	7%
Lawrence	1%
Lehigh	2%
Luzerne	3%
Monroe	1%
Montgomery	7%
Northampton	1%
Philadelphia	13%
Schuylkill	2%
Washington	2%
Westmoreland	2%
York	6%
Other	2%

REGION

	TOTAL
Base	1151
Allegheny	11%
Southwest	10%
Philadelphia	13%
Philly Suburbs	21%
Northeast	16%
The T	29%

E Sometimes people are busy and are not able to vote. I know it is a long way off, but looking ahead to the Pennsylvania statewide election in November 2014 for Governor, Congress, and state legislative offices, how likely are you to vote? Will you definitely vote, probably vote, are the chances 50-50 that you will vote, or will you probably not vote or definitely not vote?

	TOTAL
Base	1151
DEFINITELY/PROBABLY/ 50-50 VOTE (NET)	92%
DEFINITELY/PROBABLY VOTE	85%
Definitely vote	68%
Probably vote	17%
50-50	7%
DEFINITELY NOT/PROBABLY NOT VOTE (NET)	7%
Probably not vote	4%
Definitely not vote	4%
Don't Know/Not Sure	*

PERCEPTIONS OF PENNSYLVANIA STATE GOVT ROLE IN WINE/SPIRIT SALE

BASE: ALL RESPONDENTS

Q210 How satisfied are you with the retail options available to you in Pennsylvania for purchasing **wine or spirits, also known as liquor**?

	TOTAL
Base	1151
TOTAL SATISFIED (NET)	63%
Very satisfied	30%
Somewhat satisfied	33%
TOTAL NOT SATISFIED (NET)	25%
Not very satisfied	14%
Not at all satisfied	11%
I don't purchase wine or spirits	11%
Don't know/Refused	*

BASE: ALL RESPONDENTS

Q220 How satisfied are you with the retail options available to you in Pennsylvania for purchasing **beer**?

	TOTAL
Base	1151
TOTAL SATISFIED (NET)	64%
Very satisfied	30%
Somewhat satisfied	34%
TOTAL NOT SATISFIED (NET)	19%
Not very satisfied	11%
Not at all satisfied	9%
I don't purchase beer	16%
Don't know/Refused	*

BASE: ALL RESPONDENTS

Q230 [IF Q210 AND Q220=5 SHOW:] If people in Pennsylvania had their choice on where to shop for all their alcohol, including wine, spirits and beer in Pennsylvania, which comes closest to your view:

[OTHERWISE SHOW:] If you had your choice on where to shop for all your alcohol, including wine, spirits and beer in Pennsylvania, which comes closest to your view:

	TOTAL
Base	1151
CHANGE (NET)	65%
I'd prefer to have private retailers, such as grocery stores, Beer Distributors and specialty shops sell wine, beer and spirits	54%
I'd prefer if I could purchase wine, beer and spirits from Beer Distributors, but not from other private retailers such as grocery stores or specialty shops	11%
I prefer to keep the system as it is now with wine and spirits sales at state-owned stores and most beer sales at Beer Distributors	32%
Don't Know	3%
Refused	1%

BASE: ALL RESPONDENTS

Q240. Now I'd like to talk about Pennsylvania state laws regulating the sale and distribution of wine and spirits. I'm going to read two facts and ask how familiar were you with these facts before today.

In Pennsylvania the sale and distribution of wine and spirits is limited to just over six hundred state-owned Wine and Spirit Shops and workers at these stores are state employees.

	TOTAL
Base	1151
TOTAL FAMILIAR (NET)	81%
Very familiar	52%
Somewhat familiar	29%
TOTAL NOT FAMILIAR (NET)	19%
Not very familiar	6%
Not at all familiar	13%
Don't Know	*
Refused	*

State workers at the Pennsylvania Liquor Control Board set the price of wine and spirits across the state, and determine which brands will be sold at all state stores.

	TOTAL
Base	1151
TOTAL FAMILIAR (NET)	55%
Very familiar	29%
Somewhat familiar	26%
TOTAL NOT FAMILIAR (NET)	45%
Not very familiar	16%
Not at all familiar	30%
Don't Know	*
Refused	-

BASE: ALL RESPONDENTS

Q250. Next, some people believe that Pennsylvania state laws regulating the sale and distribution of wine and spirits are outdated and should be changed.

Do you favor or oppose a proposal to end government sale and distribution of wine and spirits in the State of Pennsylvania?

	TOTAL
Base	1151
TOTAL FAVOR (NET)	61%
Strongly favor	39%
Somewhat favor	22%
TOTAL OPPOSE (NET)	33%
Somewhat oppose	15%
Strongly oppose	18%
Don't Know/Refused	6%

BASE: ALL RESPONDENTS

Q260. Please tell me if you would favor or oppose the following changes to the sale of wine and spirits in the state of Pennsylvania. After I read each one, please tell me if it sounds like something you would favor or oppose.

SUMMARY TABLE OF FAVOR

	TOTAL
Base	1151
1. Removing government from the sale and distribution of wine and spirits by licensing and regulating private retailers	66%
3. Allowing beer, wine and spirits to be sold in supermarkets and specialty stores.	65%
2. Allowing just beer and wine to be sold in supermarkets and specialty stores	63%
4. Allowing wine and spirits to be sold at Beer Distributors as the only allowable private retailers in the state, but not at grocery stores or other specialty stores	33%

SUMMARY TABLE OF OPPOSE

	TOTAL
Base	1151
4. Allowing wine and spirits to be sold at Beer Distributors as the only allowable private retailers in the state, but not at grocery stores or other specialty stores	66%
2. Allowing just beer and wine to be sold in supermarkets and specialty stores	37%
3. Allowing beer, wine and spirits to be sold in supermarkets and specialty stores.	34%
1. Removing government from the sale and distribution of wine and spirits by licensing and regulating private retailers	32%

Removing government from the sale and distribution of wine and spirits by licensing and regulating private retailers

	TOTAL
Base	1151
TOTAL FAVOR (NET)	66%
Strongly favor	42%
Somewhat favor	24%
TOTAL OPPOSE (NET)	32%
Somewhat oppose	13%
Strongly oppose	18%
Don't Know/Refused	3%

Allowing just beer and wine to be sold in supermarkets and specialty stores

	TOTAL
Base	1151
TOTAL FAVOR (NET)	63%
Strongly favor	34%
Somewhat favor	29%
TOTAL OPPOSE (NET)	37%
Somewhat oppose	13%
Strongly oppose	24%
Don't Know/Refused	1%

Allowing beer, wine and spirits to be sold in supermarkets and specialty stores.

	TOTAL
Base	1151
TOTAL FAVOR (NET)	65%
Strongly favor	43%
Somewhat favor	23%
TOTAL OPPOSE (NET)	34%
Somewhat oppose	11%
Strongly oppose	23%
Don't Know/Refused	1%

Allowing wine and spirits to be sold at Beer Distributors as the only allowable private retailers in the state, but not at grocery stores or other specialty stores

	TOTAL
Base	1151
TOTAL FAVOR (NET)	33%
Strongly favor	12%
Somewhat favor	20%
TOTAL OPPOSE (NET)	66%
Somewhat oppose	28%
Strongly oppose	38%
Don't Know/Refused	1%

BASE: ALL RESPONDENTS

Q265. In general, how would you rate the overall performance of Pennsylvania's state-owned and operated wine and spirits stores?
Would you say excellent, good, not so good or poor?

	TOTAL
Base	1151
TOTAL EXCELLENT/GOOD (NET)	75%
Excellent	18%
Good	57%
TOTAL NOT SO GOOD/POOR (NET)	21%
Not so good	13%
Poor	8%
Don't Know/Refused	4%

BASE: ALL RESPONDENTS

Q270. Now I'm going to read a list of characteristics that could be used to describe an **ideal** retail setting for where you might purchase alcohol – that is, wine, beer and spirits. Please rate how important each characteristic is to you personally when you think of your image of the ideal retailer of wine, beer and spirits.

SUMMARY TABLE OF TOP 2 BOX: *Extremely/Very Important*

	TOTAL
Base	1151
2. I feel safe there	75%
6. Prices are competitive with those found out of state	65%
3. It's a convenient location from my house	51%
1. It is clean and has modern decor	50%
5. It is open on most holidays - such as Labor Day, Memorial Day and Independence Day	29%
4. I can purchase other items there such as groceries or other products	28%

SUMMARY TABLE OF BOTTOM 2 BOX: *Not very/Not at all Important*

	TOTAL
Base	1151
4. I can purchase other items there such as groceries or other products	45%
5. It is open on most holidays - such as Labor Day, Memorial Day and Independence Day	40%
3. It's a convenient location from my house	16%
1. It is clean and has modern decor	14%
6. Prices are competitive with those found out of state	13%
2. I feel safe there	7%

It is clean and has modern decor

	TOTAL
--	--------------

Base	1151
TOTAL IMPORTANT (NET)	85%
TOTAL EXTREMELY/VERY IMPORTANT (NET)	50%
Extremely important	15%
Very important	35%
Somewhat important	35%
TOTAL NOT IMPORTANT (NET)	14%
Not very important	8%
Not at all important	6%
Don't Know	1%
Refused	*

I feel safe there

	TOTAL
Base	1151
TOTAL IMPORTANT (NET)	92%
TOTAL EXTREMELY/VERY IMPORTANT (NET)	75%
Extremely important	36%
Very important	39%
Somewhat important	16%
TOTAL NOT IMPORTANT (NET)	7%
Not very important	3%
Not at all important	4%
Don't Know	1%
Refused	*

It's a convenient location from my house

	TOTAL
Base	1151
TOTAL IMPORTANT (NET)	83%
TOTAL EXTREMELY/VERY IMPORTANT (NET)	51%
Extremely important	18%
Very important	32%
Somewhat important	33%
TOTAL NOT IMPORTANT (NET)	16%
Not very important	7%
Not at all important	9%
Don't Know	1%
Refused	*

I can purchase other items there such as groceries or other products

	TOTAL
Base	1151

TOTAL IMPORTANT (NET)	54%
TOTAL EXTREMELY/VERY IMPORTANT (NET)	28%
Extremely important	12%
Very important	17%
Somewhat important	26%
TOTAL NOT IMPORTANT (NET)	45%
Not very important	20%
Not at all important	24%
Don't Know	*
Refused	1%

It is open on most holidays - such as Labor Day, Memorial Day and Independence Day

	TOTAL
Base	1151
TOTAL IMPORTANT (NET)	59%
TOTAL EXTREMELY/VERY IMPORTANT (NET)	29%
Extremely important	12%
Very important	17%
Somewhat important	30%
TOTAL NOT IMPORTANT (NET)	40%
Not very important	20%
Not at all important	20%
Don't Know	1%
Refused	*

Prices are competitive with those found out of state

	TOTAL
Base	1151
TOTAL IMPORTANT (NET)	86%
TOTAL EXTREMELY/VERY IMPORTANT (NET)	65%
Extremely important	29%
Very important	36%
Somewhat important	21%
TOTAL NOT IMPORTANT (NET)	13%
Not very important	5%
Not at all important	7%
Don't Know	1%
Refused	*

BASE: ALL RESPONDENTS

Q275. Now I'm going to re-read the same list of characteristics and ask how well you believe the characteristic describes a **Beer Distributor retailer**. You can think of any Beer Distributor you are aware of or typically shop.

SUMMARY TABLE OF TOP 2 BOX: *Describes Perfectly/Very Well*

	TOTAL
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Base	1151
2. I feel safe there	62%
3. It's a convenient location from my house	62%
1. It is clean and has modern decor	32%
6. Prices are competitive with those found out of state	28%
5. It is open on most holidays - such as Labor Day, Memorial Day and Independence Day	26%
4. I can purchase other items there such as groceries or other products	11%

SUMMARY TABLE OF BOTTOM 2 BOX: *Does Not Describe Very Well/At All*

	TOTAL
Base	1151
4. I can purchase other items there such as groceries or other products	65%
5. It is open on most holidays - such as Labor Day, Memorial Day and Independence Day	31%
1. It is clean and has modern decor	23%
6. Prices are competitive with those found out of state	21%
3. It's a convenient location from my house	9%
2. I feel safe there	6%

It is clean and has modern decor

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	67%
TOTAL DESCRIBES PERFECTLY/VERY WELL (NET)	32%
Describes perfectly	10%
Describes very well	22%
Describes somewhat well	35%
TOTAL DOES NOT DESCRIBE (NET)	23%
Does not describe very well	13%
Does not describe at all	10%
Can't rate this characteristic	1%
Don't know any Beer Distributor	9%

I feel safe there

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	85%
TOTAL DESCRIBES PERFECTLY/VERY WELL (NET)	62%
Describes perfectly	24%
Describes very well	38%
Describes somewhat well	23%
TOTAL DOES NOT DESCRIBE (NET)	6%
Does not describe very well	2%
Does not describe at all	4%
Can't rate this characteristic	1%
Don't know any Beer Distributor	9%

It's a convenient location from my house

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	82%
TOTAL DESCRIBES PERFECTLY/VERY WELL (NET)	62%
Describes perfectly	26%
Describes very well	36%
Describes somewhat well	20%
TOTAL DOES NOT DESCRIBE (NET)	9%
Does not describe very well	4%
Does not describe at all	5%
Can't rate this characteristic	*
Don't know any Beer Distributor	9%

I can purchase other items there such as groceries or other products

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	25%
TOTAL DESCRIBES PERFECTLY/VERY WELL (NET)	11%
Describes perfectly	5%
Describes very well	6%
Describes somewhat well	14%
TOTAL DOES NOT DESCRIBE (NET)	65%
Does not describe very well	17%
Does not describe at all	49%
Can't rate this characteristic	1%
Don't know any Beer Distributor	9%

It is open on most holidays - such as Labor Day, Memorial Day and Independence Day

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	51%
TOTAL DESCRIBES PERFECTLY/VERY WELL (NET)	26%
Describes perfectly	10%
Describes very well	17%
Describes somewhat well	25%
TOTAL DOES NOT DESCRIBE (NET)	31%
Does not describe very well	11%
Does not describe at all	20%
Can't rate this characteristic	8%
Don't know any Beer Distributor	10%

Prices are competitive with those found out of state

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	60%
TOTAL DESCRIBES PERFECTLY/VERY WELL (NET)	28%
Describes perfectly	8%
Describes very well	21%
Describes somewhat well	32%
TOTAL DOES NOT DESCRIBE (NET)	21%
Does not describe very well	11%
Does not describe at all	11%
Can't rate this characteristic	9%
Don't know any Beer Distributor	10%

BASE: ALL RESPONDENTS

Q280. Now I'm going to re-read the same list of characteristics and ask how well you believe each characteristic describes **the state-owned Wine and Spirits Shops as a retailer**. Think of any state-owned Wine and Spirit Shop you are aware of or typically shop.

SUMMARY TABLE OF TOP 2 BOX: *Describes Perfectly/Very Well*

	TOTAL
Base	1151
2. I feel safe there	73%
3. It's a convenient location from my house	63%
1. It is clean and has modern decor	56%
6. Prices are competitive with those found out of state	21%
5. It is open on most holidays - such as Labor Day, Memorial Day and Independence Day	12%
4. I can purchase other items there such as groceries or other products	6%

SUMMARY TABLE OF BOTTOM 2 BOX: *Does Not Describe Very Well/At All*

	TOTAL
Base	1151
4. I can purchase other items there such as groceries or other products	82%
5. It is open on most holidays - such as Labor Day, Memorial Day and Independence Day	57%
6. Prices are competitive with those found out of state	32%
3. It's a convenient location from my house	12%
1. It is clean and has modern decor	8%
2. I feel safe there	5%

It is clean and has modern decor

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	86%
TOTAL DESCRIBES PERFECTLY/VERY WELL	56%
Describes perfectly	20%
Describes very well	36%
Describes somewhat well	30%
TOTAL DOES NOT DESCRIBE (NET)	8%
Does not describe very well	3%
Does not describe at all	5%
Can't rate this characteristic	*
Don't know state-owned Wine and Spirits Shops	6%

I feel safe there

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	88%
TOTAL DESCRIBES PERFECTLY/VERY WELL	73%
Describes perfectly	31%
Describes very well	42%
Describes somewhat well	16%
TOTAL DOES NOT DESCRIBE (NET)	5%
Does not describe very well	1%
Does not describe at all	4%
Can't rate this characteristic	*
Don't know state-owned Wine and Spirits Shops	6%

It's a convenient location from my house

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	83%
TOTAL DESCRIBES PERFECTLY/VERY WELL	63%
Describes perfectly	26%
Describes very well	37%
Describes somewhat well	20%
TOTAL DOES NOT DESCRIBE (NET)	12%
Does not describe very well	5%
Does not describe at all	7%
Can't rate this characteristic	*
Don't know state-owned Wine and Spirits Shops	5%

I can purchase other items there such as groceries or other products

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	11%
TOTAL DESCRIBES PERFECTLY/VERY WELL	6%
Describes perfectly	3%
Describes very well	4%
Describes somewhat well	5%
TOTAL DOES NOT DESCRIBE (NET)	82%
Does not describe very well	14%
Does not describe at all	68%
Can't rate this characteristic	1%
Don't know state-owned Wine and Spirits Shops	6%

It is open on most holidays - such as Labor Day, Memorial Day and Independence Day

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	29%
TOTAL DESCRIBES PERFECTLY/VERY WELL	12%
Describes perfectly	4%
Describes very well	8%
Describes somewhat well	17%
TOTAL DOES NOT DESCRIBE (NET)	57%
Does not describe very well	13%
Does not describe at all	44%
Can't rate this characteristic	7%
Don't know state-owned Wine and Spirits Shops	7%

Prices are competitive with those found out of state

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	53%
TOTAL DESCRIBES PERFECTLY/VERY WELL	21%
Describes perfectly	7%
Describes very well	14%
Describes somewhat well	32%
TOTAL DOES NOT DESCRIBE (NET)	32%
Does not describe very well	15%
Does not describe at all	17%
Can't rate this characteristic	7%
Don't know state-owned Wine and Spirits Shops	7%

BASE: ALL RESPONDENTS

Q285. Now I'm going to re-read the same list of characteristics and ask how well you believe each characteristic describes the **grocery store or specialty retailer** that you would shop at if it **could** sell wine, beer and spirits in the future. Think of where you typically shop.

SUMMARY TABLE OF TOP 2 BOX: *Describes Perfectly/Very Well*

	TOTAL
Base	1151
4. I can purchase other items there such as groceries or other products	86%
2. I feel safe there	84%
5. It is open on most holidays - such as Labor Day, Memorial Day and Independence Day	80%
3. It's a convenient location from my house	79%
1. It is clean and has modern decor	78%
6. Prices for wine, beer and spirits are likely to be competitive with those found out of state.	47%

SUMMARY TABLE OF BOTTOM 2 BOX: *Does Not Describe Very Well/At All*

	TOTAL
Base	1151
6. Prices for wine, beer and spirits are likely to be competitive with those found out of state.	13%
5. It is open on most holidays - such as Labor Day, Memorial Day and Independence Day	7%
4. I can purchase other items there such as groceries or other products	6%
3. It's a convenient location from my house	5%
2. I feel safe there	4%
1. It is clean and has modern decor	3%

It is clean and has modern decor

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	95%
TOTAL DESCRIBES PERFECTLY/VERY WELL	78%
Describes perfectly	38%
Describes very well	40%
Describes somewhat well	17%
TOTAL NOT DESCRIBES WELL (NET)	3%
Does not describe very well	1%
Does not describe at all	2%
Can't rate this characteristic	*
Don't know where I'd shop	2%

I feel safe there

	TOTAL

Base	1151
TOTAL DESCRIBES WELL (NET)	94%
TOTAL DESCRIBES PERFECTLY/VERY WELL	84%
Describes perfectly	45%
Describes very well	39%
Describes somewhat well	10%
TOTAL NOT DESCRIBES WELL (NET)	4%
Does not describe very well	1%
Does not describe at all	3%
Can't rate this characteristic	*
Don't know where I'd shop	2%

It's a convenient location from my house

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	93%
TOTAL DESCRIBES PERFECTLY/VERY WELL	79%
Describes perfectly	42%
Describes very well	38%
Describes somewhat well	13%
TOTAL NOT DESCRIBES WELL (NET)	5%
Does not describe very well	1%
Does not describe at all	3%
Can't rate this characteristic	*
Don't know where I'd shop	2%

I can purchase other items there such as groceries or other products

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	91%
TOTAL DESCRIBES PERFECTLY/VERY WELL	86%
Describes perfectly	55%
Describes very well	30%
Describes somewhat well	6%
TOTAL NOT DESCRIBES WELL (NET)	6%
Does not describe very well	1%
Does not describe at all	5%
Can't rate this characteristic	*
Don't know where I'd shop	2%

It is open on most holidays - such as Labor Day, Memorial Day and Independence Day

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	90%
TOTAL DESCRIBES PERFECTLY/VERY WELL	80%
Describes perfectly	45%
Describes very well	35%
Describes somewhat well	10%
TOTAL NOT DESCRIBES WELL (NET)	7%
Does not describe very well	2%
Does not describe at all	5%
Can't rate this characteristic	1%
Don't know where I'd shop	2%

Prices for wine, beer and spirits are likely to be competitive with those found out of state

	TOTAL
Base	1151
TOTAL DESCRIBES WELL (NET)	75%
TOTAL DESCRIBES PERFECTLY/VERY WELL	47%
Describes perfectly	18%
Describes very well	29%
Describes somewhat well	28%
TOTAL NOT DESCRIBES WELL (NET)	13%
Does not describe very well	5%
Does not describe at all	8%
Can't rate this characteristic	9%
Don't know where I'd shop	3%

BASE: ALL RESPONDENTS

Q290. Now I'll read some possible outcomes that have been suggested if the state of Pennsylvania allows private retailers, such as grocery stores or specialty stores with state approved licenses, to sell wine and spirits. Please tell me how beneficial you believe these outcomes would be for Pennsylvania.

SUMMARY TABLE OF TOP 2 BOX: *Extremely/Very Beneficial*

	TOTAL
Base	1151
9. The Pennsylvania Liquor Control Board will no longer need to spend millions of tax dollars on product advertising	67%
6. Pennsylvania consumers won't cross state borders to buy wine and spirits and more money will stay in Pennsylvania	66%
7. Thousands more private sector new jobs will be created	65%
4. Costs will be lower and more in line with other states	64%
1. Millions of new dollars every year in state revenues for licensing fees and corporate income taxes and property taxes	62%
8. New small businesses will be created in the state	62%
2. There will be more choice of where to shop for wine and spirits	61%
11. Pennsylvania will no longer be one of only two states, the other being Utah, that has complete government control of wine and spirits sales and distribution	58%
3. There will be a wider selection of wine and spirits available	57%
5. Pennsylvania's Prohibition-era liquor law system will be modernized	57%
10. Beer distributors will be allowed to sell wine and spirits to their customers along with beer	54%

SUMMARY TABLE OF BOTTOM 2 BOX: *Not Very/Not At All Beneficial*

	TOTAL
Base	1151
11. Pennsylvania will no longer be one of only two states, the other being Utah, that has complete government control of wine and spirits sales and distribution	21%
10. Beer distributors will be allowed to sell wine and spirits to their customers along with beer	18%
8. New small businesses will be created in the state	17%
7. Thousands more private sector new jobs will be created	17%
2. There will be more choice of where to shop for wine and spirits	17%
5. Pennsylvania's Prohibition-era liquor law system will be modernized	16%
3. There will be a wider selection of wine and spirits available	16%
1. Millions of new dollars every year in state revenues for licensing fees and corporate income taxes and property taxes	15%
6. Pennsylvania consumers won't cross state borders to buy wine and spirits and more money will stay in Pennsylvania	14%
9. The Pennsylvania Liquor Control Board will no longer need to spend millions of tax dollars on product advertising	14%
4. Costs will be lower and more in line with other states	13%

Millions of new dollars every year in state revenues for licensing fees and corporate income taxes and property taxes

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	83%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	62%
Extremely beneficial	28%
Very beneficial	33%
Somewhat beneficial	21%
TOTAL NOT BENEFICIAL (NET)	15%
Not very beneficial	7%
Not at all beneficial	8%
Don't Know	1%
Refused	*
Don't believe it is true	1%

There will be more choice of where to shop for wine and spirits

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	82%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	61%
Extremely beneficial	28%
Very beneficial	33%
Somewhat beneficial	22%
TOTAL NOT BENEFICIAL (NET)	17%
Not very beneficial	8%
Not at all beneficial	9%
Don't Know	*
Refused	-
Don't believe it is true	*

There will be a wider selection of wine and spirits available

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	83%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	57%
Extremely beneficial	27%
Very beneficial	30%
Somewhat beneficial	26%
TOTAL NOT BENEFICIAL (NET)	16%
Not very beneficial	6%
Not at all beneficial	10%
Don't Know	1%
Refused	-
Don't believe it is true	1%

Costs will be lower and more in line with other states

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	84%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	64%
Extremely beneficial	32%
Very beneficial	32%
Somewhat beneficial	20%
TOTAL NOT BENEFICIAL (NET)	13%
Not very beneficial	5%
Not at all beneficial	8%
Don't Know	1%
Refused	*
Don't believe it is true	1%

Pennsylvania's Prohibition-era liquor law system will be modernized

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	82%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	57%
Extremely beneficial	27%
Very beneficial	30%
Somewhat beneficial	25%
TOTAL NOT BENEFICIAL (NET)	16%
Not very beneficial	6%
Not at all beneficial	10%
Don't Know	2%
Refused	-
Don't believe it is true	*

Pennsylvania consumers won't cross state borders to buy wine and spirits and more money will stay in Pennsylvania

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	84%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	66%
Extremely beneficial	34%
Very beneficial	32%
Somewhat beneficial	17%
TOTAL NOT BENEFICIAL (NET)	14%
Not very beneficial	6%
Not at all beneficial	8%
Don't Know	1%
Refused	*
Don't believe it is true	1%

Thousands more private sector new jobs will be created

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	80%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	65%
Extremely beneficial	32%
Very beneficial	33%
Somewhat beneficial	16%
TOTAL NOT BENEFICIAL (NET)	17%
Not very beneficial	8%
Not at all beneficial	9%
Don't Know	*
Refused	*
Don't believe it is true	2%

New small businesses will be created in the state

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	81%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	62%
Extremely beneficial	32%
Very beneficial	30%
Somewhat beneficial	19%
TOTAL NOT BENEFICIAL (NET)	17%
Not very beneficial	7%
Not at all beneficial	10%
Don't Know	1%
Refused	*
Don't believe it is true	1%

The Pennsylvania Liquor Control Board will no longer need to spend millions of tax dollars on product advertising

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	84%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	67%
Extremely beneficial	36%
Very beneficial	31%
Somewhat beneficial	17%
TOTAL NOT BENEFICIAL (NET)	14%
Not very beneficial	6%
Not at all beneficial	9%
Don't Know	1%
Refused	*
Don't believe it is true	1%

Beer distributors will be allowed to sell wine and spirits to their customers along with beer

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	82%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	54%
Extremely beneficial	23%
Very beneficial	31%
Somewhat beneficial	28%
TOTAL NOT BENEFICIAL (NET)	18%
Not very beneficial	7%
Not at all beneficial	11%
Don't Know	*
Refused	-
Don't believe it is true	-

Pennsylvania will no longer be one of only two states, the other being Utah, that has complete government control of wine and spirits sales and distribution

	TOTAL
Base	1151
TOTAL BENEFICIAL (NET)	77%
TOTAL EXTREMELY/VERY BENEFICIAL (NET)	58%
Extremely beneficial	31%
Very beneficial	27%
Somewhat beneficial	19%
TOTAL NOT BENEFICIAL (NET)	21%
Not very beneficial	9%
Not at all beneficial	13%
Don't Know	2%
Refused	*
Don't believe it is true	*

BASE: ALL RESPONDENTS

Q300. Next, I am going to read a pair of statements from **supporters and opponents** of ending government sale and distribution of wine and spirits in the State of Pennsylvania.

Supporters say state government should **not** be selling wine and spirits to citizens but should be focused on regulating alcohol sales and enforcing the law. In addition, they say privately run wine, spirits, and beer stores will provide consumers with greater choices, more convenience and better prices, while generating millions of dollars for the state that could be used for education, public safety, health care or our roads, bridges and other important infrastructure.

Opponents say privatizing the state’s Wine and Spirit Shops would destroy more than 55 hundred (5,500) family-sustaining jobs, endanger our neighborhoods and put more than 500 million dollars a year in state revenues at risk. In addition, the one-time financial windfall realized from the sale of the state’s Wine and Spirit Shops will not offset the long term loss of revenue, and that privatization has led to higher rates of alcoholism, underage drinking, drunk driving and more traffic accidents, which is why the U.S. Center for Disease Control recommended against further privatization of alcohol sales.

Having heard these statements, do you favor or oppose ending government sale and distribution of wine and liquor in the State of Pennsylvania?

	TOTAL
Base	1151
TOTAL FAVOR (NET)	62%
Strongly favor	43%
Somewhat favor	19%
TOTAL OPPOSE (NET)	35%
Somewhat oppose	12%
Strongly oppose	24%
Don't Know/Refused	2%

BASE: ALL RESPONDENTS

Q320. If you knew that your state legislator supported ending government sale and distribution of wine and spirits in the State of Pennsylvania, would you be **more likely** or **less likely** to vote for your state legislator?

	TOTAL
Base	1151
TOTAL MORE LIKELY (NET)	55%
Much more likely	23%
Somewhat more likely	31%
TOTAL LESS LIKELY (NET)	32%
Somewhat less likely	15%
Much less likely	16%
Makes no difference	12%
Don't Know/Refused	2%

CLASSIFICATION QUESTIONS/DEMOGRAPHICS**BASE: ALL RESPONDENTS**

D400. How often do you purchase wine and liquor or distilled spirits, **NOT** including beer? Would you say... **(READ LIST)**

	TOTAL
Base	1151
Weekly	13%
Monthly	31%
A few times a year	35%
Less often	10%
Never	10%
Don't Know/NA/Refused	1%

BASE: ALL RESPONDENTS

D410. How often do you purchase wine and or spirits outside of Pennsylvania?

	TOTAL
Base	1151
Weekly	1%
Monthly	5%
A few times a year	25%
Less often	20%
Never	48%
Don't Know/NA/Refused	1%

BASE: PURCHASE WINE/SPIRITS OUT OF STATE (D410=1-4)

D415. Where do you most often make out-of- state purchases of wine and/or spirits/liquor?

	TOTAL
Base	588
New Jersey	28%
Delaware	18%
New York	10%
Other	40%
Don't Know/Refused	4%

BASE: ALL RESPONDENTS

D420. How often do you purchase beer in Pennsylvania?

	TOTAL
Base	1151
Weekly	14%
Monthly	27%
A few times a year	27%
Less often	10%
Never	21%
Don't Know/NA/Refused	1%

BASE: ALL RESPONDENTS

D430. How would you describe your political outlook? Would you say that you are very liberal, somewhat liberal, moderate, libertarian, somewhat conservative, or very conservative?

	TOTAL
Base	1151
TOTAL LIBERAL (NET)	31%
Very liberal	9%
Somewhat liberal	23%
Moderate	23%
Libertarian	4%
TOTAL CONSERVATIVE (NET)	38%
Somewhat conservative	24%
Very conservative	14%
Don't Know/None/NA/Refused	4%

BASE: ALL RESPONDENTS

D435. In terms of your political party registration, are you a...?

	TOTAL
Base	1151
Republican	37%
Democrat	50%
Independent	7%
Libertarian	1%
Green/Something Else/Not Sure/Declined	5%

BASE: ALL RESPONDENTS

D440. Are you a member of a labor union or teachers' union? Or is any member of your family a member of a labor union or teachers' union?

	TOTAL
Base	1151
TOTAL YES (NET)	29%
Yes, self	9%
Yes, family member	16%
Yes, both	4%
No	70%
Refused/NA	1%

BASE: ALL RESPONDENTS

D450. What was the last level of school you completed?

	TOTAL
Base	1151
HS OR LESS (NET)	23%
Grades 1-8	*
Grades 9-11	2%
High School Graduate (12)	21%
SOME COLLEGE (NET)	22%
Community college / Some College / Business / Vocational School	22%
College Graduate (4)	32%
Post-Graduate Work/Professional School	22%
Don't Know/Refused	1%

BASE: ALL RESPONDENTS

D460. With which racial or ethnic group do you identify yourself?

	TOTAL
Base	1151
Hispanic or Latino	2%
African-American or Black	7%
Anglo/White	85%
Asian	1%
Other	3%
Refused/NA	3%

BASE: ALL RESPONDENTS

D480. And finally, just for statistical purposes, we need to know if your total family income is within one of the following ranges? Is it:

	TOTAL
Base	1151
Under \$25,000	7%
\$25 to less than \$35,000	7%
\$35 to less than \$50,000	11%
\$50 to less than \$75,000	21%
\$75 to less than \$100,000	18%
Over \$100,000	27%
Don't know/Refused	9%