

A Survey of Voter Attitudes in Pennsylvania

Field Dates: March 1-3 & 5-6, 2022

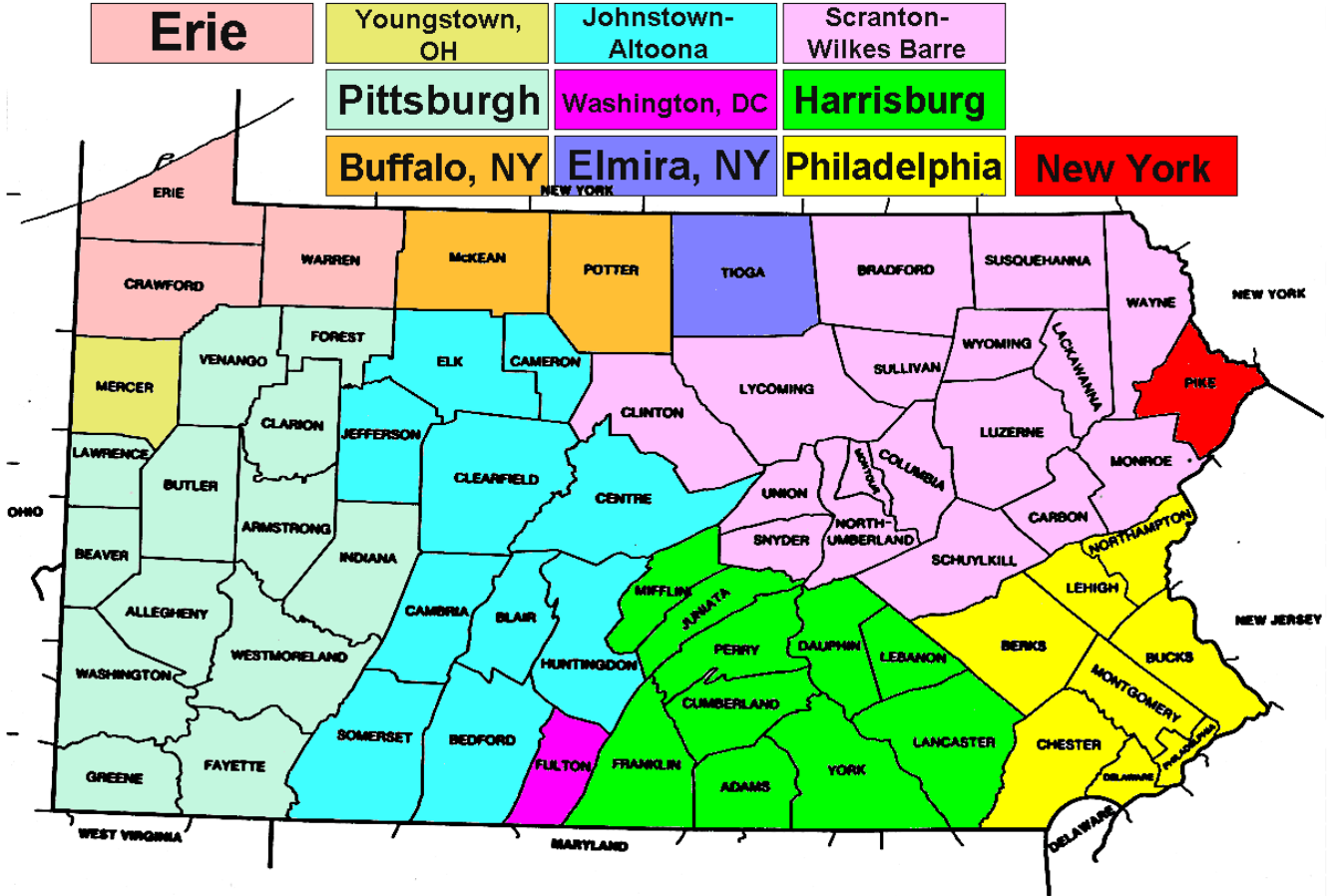


DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

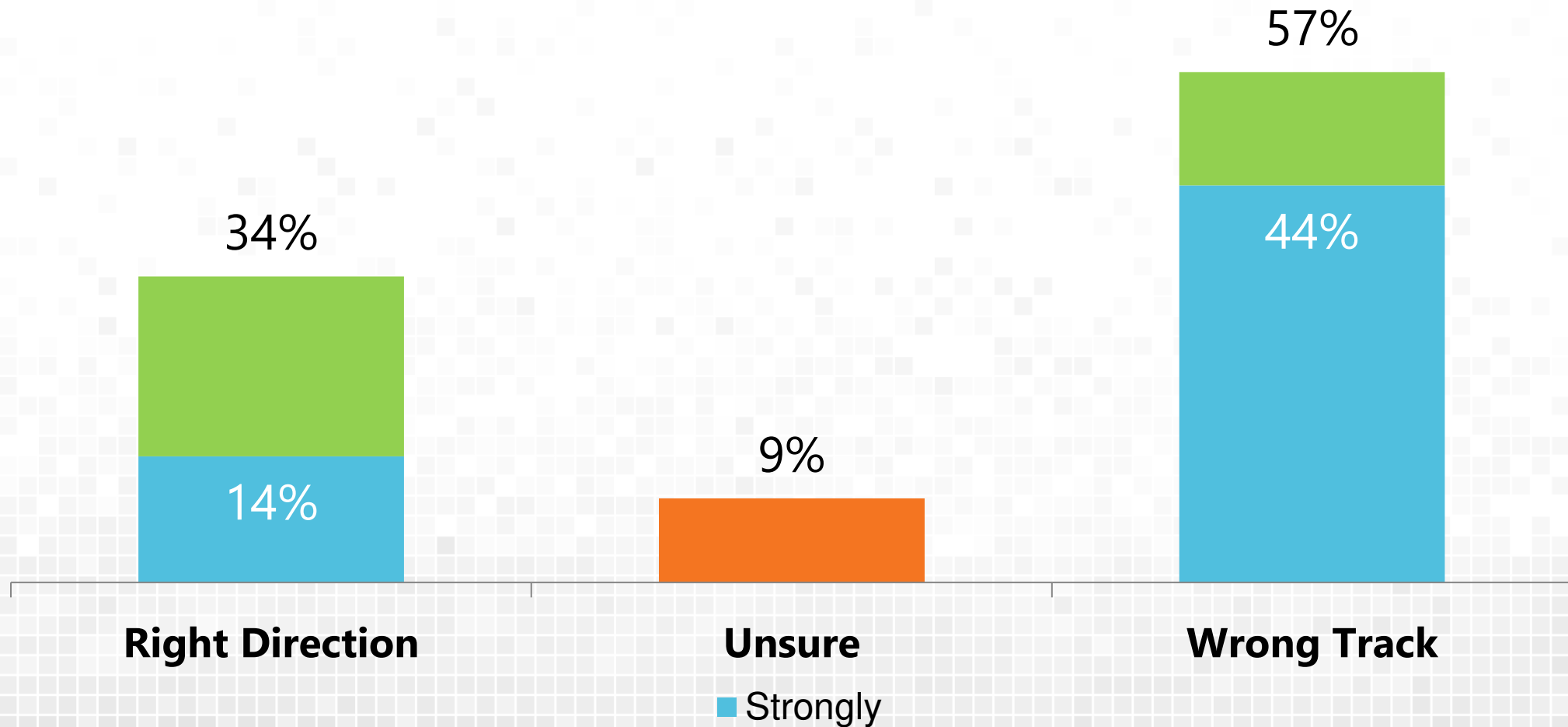
Methodology

- Survey was conducted March 1-3 and 5-6, 2022 among N=600 likely voters statewide.
- All interviews were conducted via live telephone contact.
- Quotas were used on age, gender, geography, and number of interviews via cell phone to ensure a representative sample.
- The margin of error for this sample is $\pm 4.1\%$ at the 95% confidence level.

Pennsylvania DMA

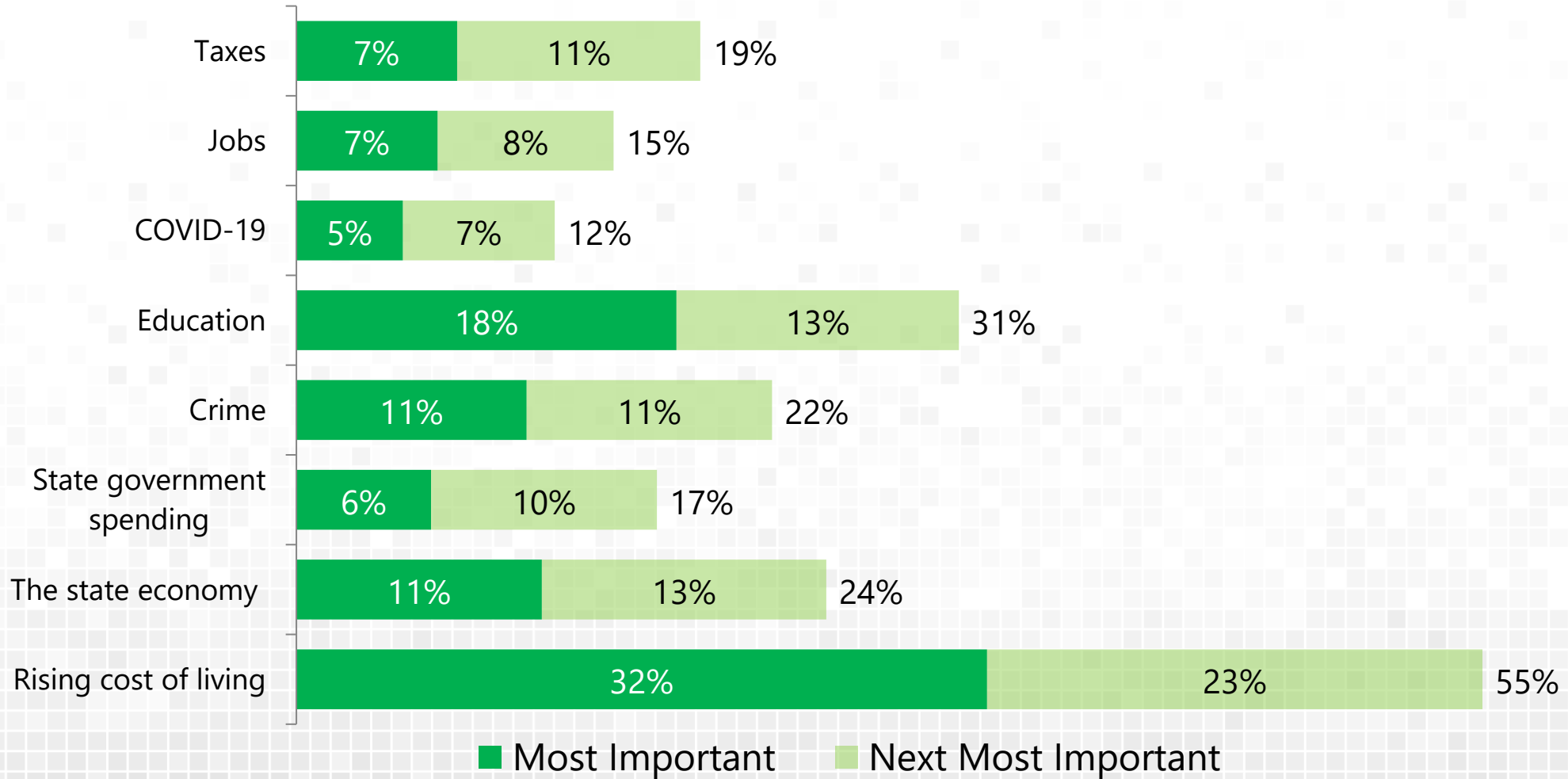


Do you feel things in Pennsylvania are going in the right direction, or do you feel things have gotten off on the wrong track?

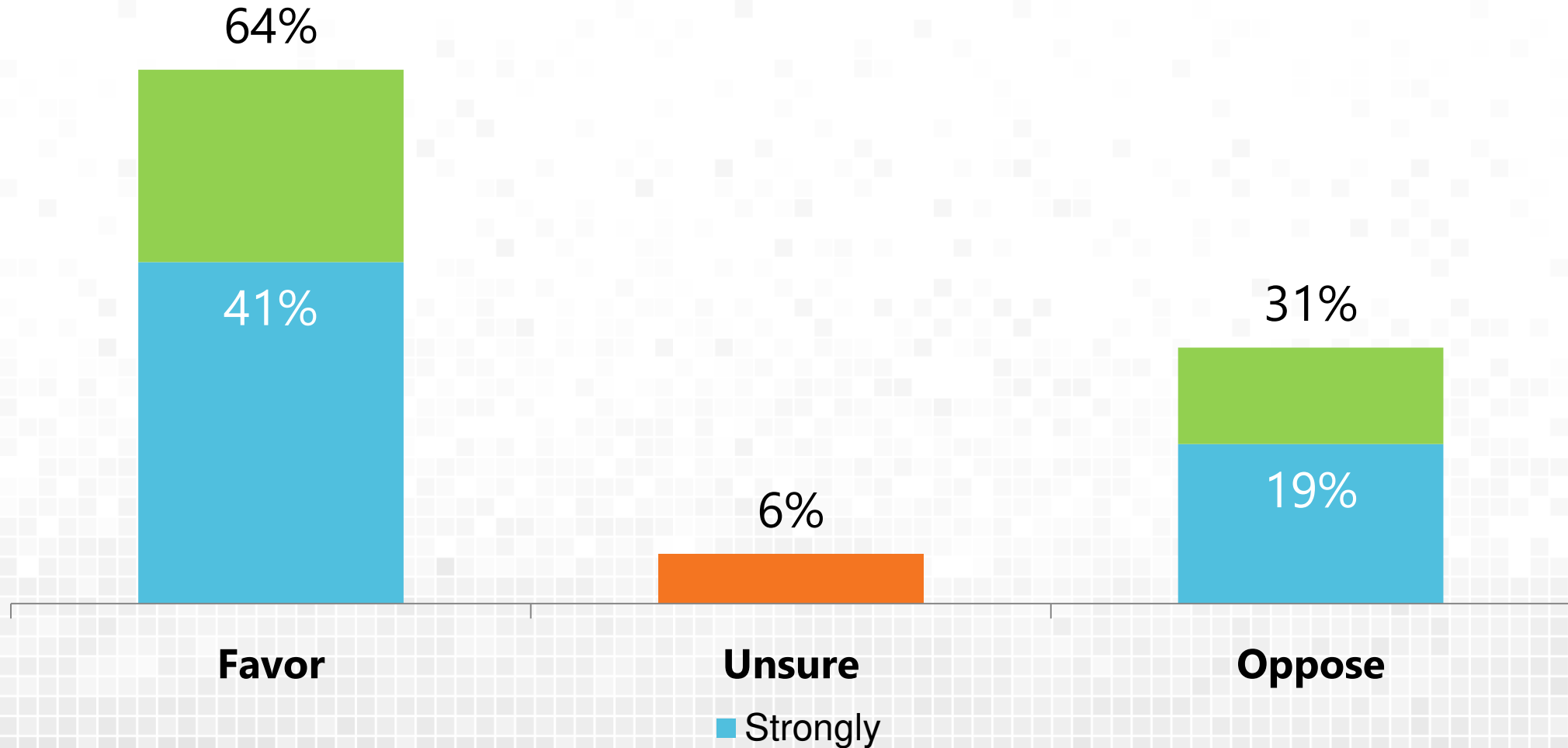


Now I would like to read you a list of issues that some people have said are important to them. Please listen as I read the list and tell me which one issue you think is most important to you personally.

(Next most asked if choice made in Q2, N=597, 99.5% of sample)



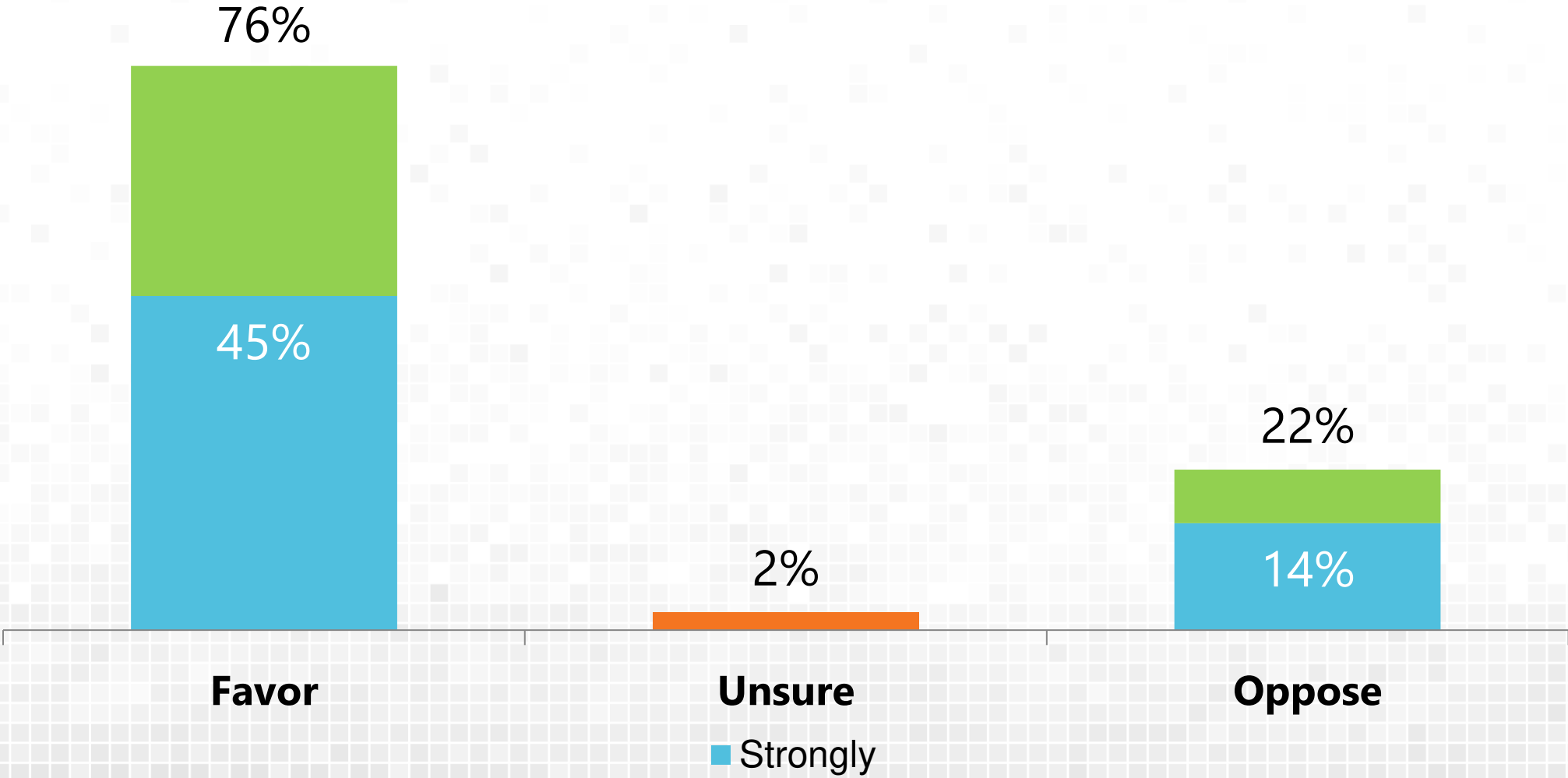
Do you favor or oppose a state constitutional amendment to end government retail sale of wine and spirits in the State of Pennsylvania?



Initial Ballot Table (Q5)

	<u>Favor</u> %	<u>Oppose</u> %	<u>Net</u> %
Registration			
Republican	76	19	57
Independent	65	27	38
Democratic	53	42	11
Area			
Rural/small town	62	30	32
Urban	61	35	26
Suburban	68	27	41
Union Household			
Union	61	35	26
Non-union	64	30	34
Drinking Habits			
Non-Drinkers	57	34	23

Would you favor or oppose allowing places like beer distributors and grocery stores and convenience stores to sell pre-mixed and ready to drink cocktails since these stores already sell beer and wine?



Initial Ballot Table (Q11)

	<u>Favor</u> %	<u>Oppose</u> %	<u>Net</u> %
Registration			
Republican	81	18	63
Independent	74	23	51
Democratic	73	25	48
Area			
Rural/small town	74	24	50
Urban	76	22	54
Suburban	80	19	61
Union Household			
Union	81	18	63
Non-union	75	22	53
Drinking Habits			
Non-Drinkers	64	33	31

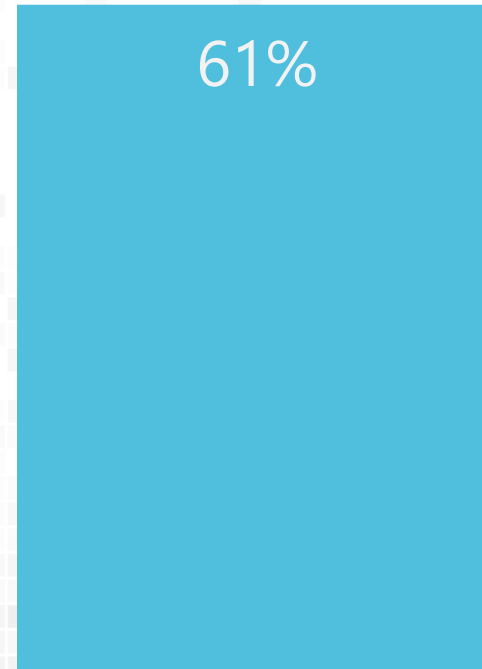
Here are two statements people might make about changing the regulations on the sale and distribution of alcohol. Please tell me which one statement comes closest to your own view.

Some people say that the current system has gotten better over the years and things should remain as they are. I am worried privatization will mean higher prices, increased taxes, and lost jobs.

Other people say that Pennsylvania should follow the model of states like Ohio, West Virginia, and other states where the state distributes wine and spirits but allows private businesses to sell these products. This is the right system to maintain current tax revenues while also giving consumers more convenience and better choices.



Keep current system



Change to OH/WV style system

Thematic Ballot Table (Q12)

	<u>Keep</u> %	<u>Change</u> %	<u>Net</u> %
Registration			
Republican	24	68	44
Independent	26	67	41
Democratic	41	52	11
Area			
Rural/small town	33	58	25
Urban	38	57	19
Suburban	29	65	36
Union Household			
Union	36	58	22
Non-union	31	61	30
Drinking Habits			
Non-Drinkers	37	53	-16

FINDINGS

- 64% favor or strongly favor a state constitutional amendment to end government retail sale of wine and spirits in the State of Pennsylvania
- 76% favor or strongly favor allowing beer distributors and grocery/convenience stores to sell pre-mixed and ready-to-drink cocktails
- 61% believe systems like in Ohio and West Virginia – where the state distributes wine and spirits but allows private businesses to sell these products – is the right system