

Adult Beverage Reform Maryland Statewide

November 22 – November 29, 2021

N=426 adults in Maryland

MoE: $\pm 4.84\%$



Methodology



N=426 adults in Maryland

Online poll. Multiple panels blended to reduce sample bias and have the greatest reach.

Proportionate to the population in terms of region, gender, age, race, and political affiliation.

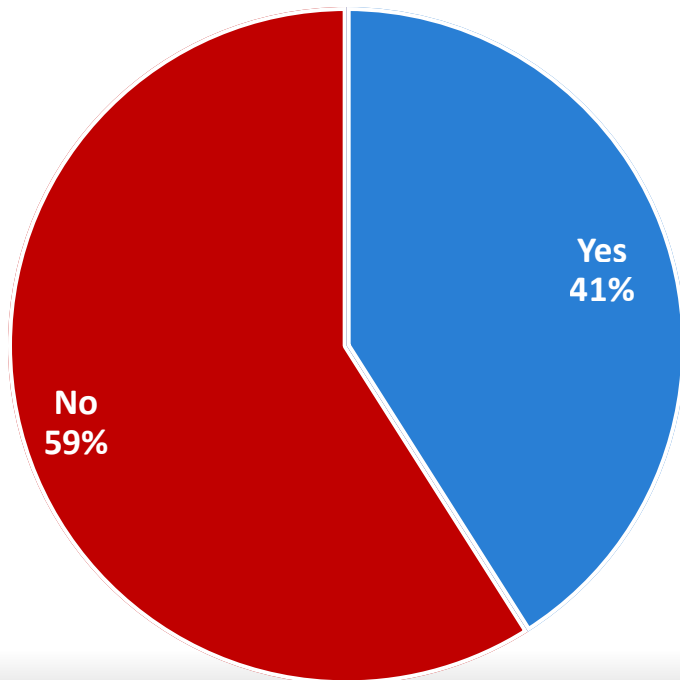
Fielded November 22 – November 29, 2021.

Margin of Error: $\pm 4.84\%$.

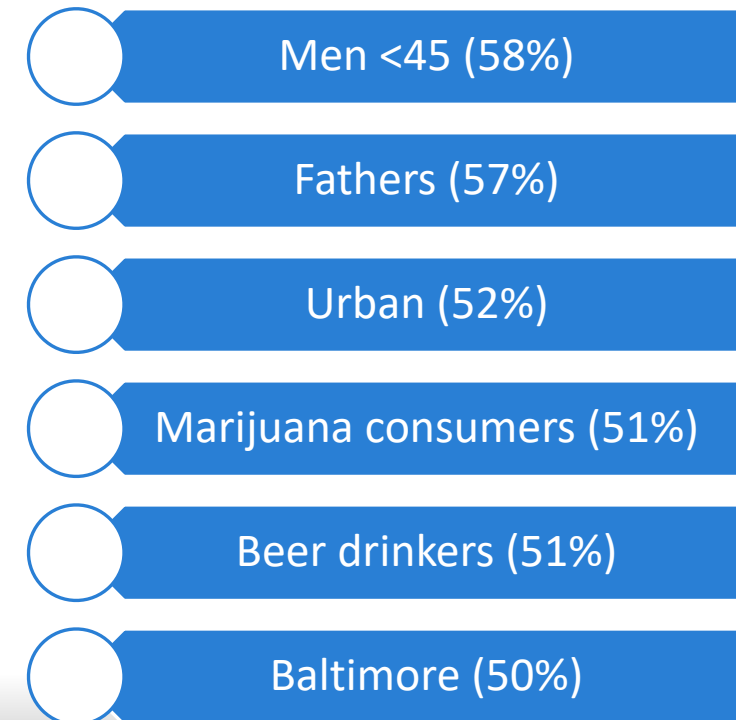


Limited Awareness Of Repeal Discussion

Switching topics, one issue in the news in Maryland are proposed changes to state laws that concern the sale of alcohol in grocery stores. First of all, have you seen, read, or heard anything about proposed changes to the state's laws concerning the sale of alcohol in grocery stores or not?



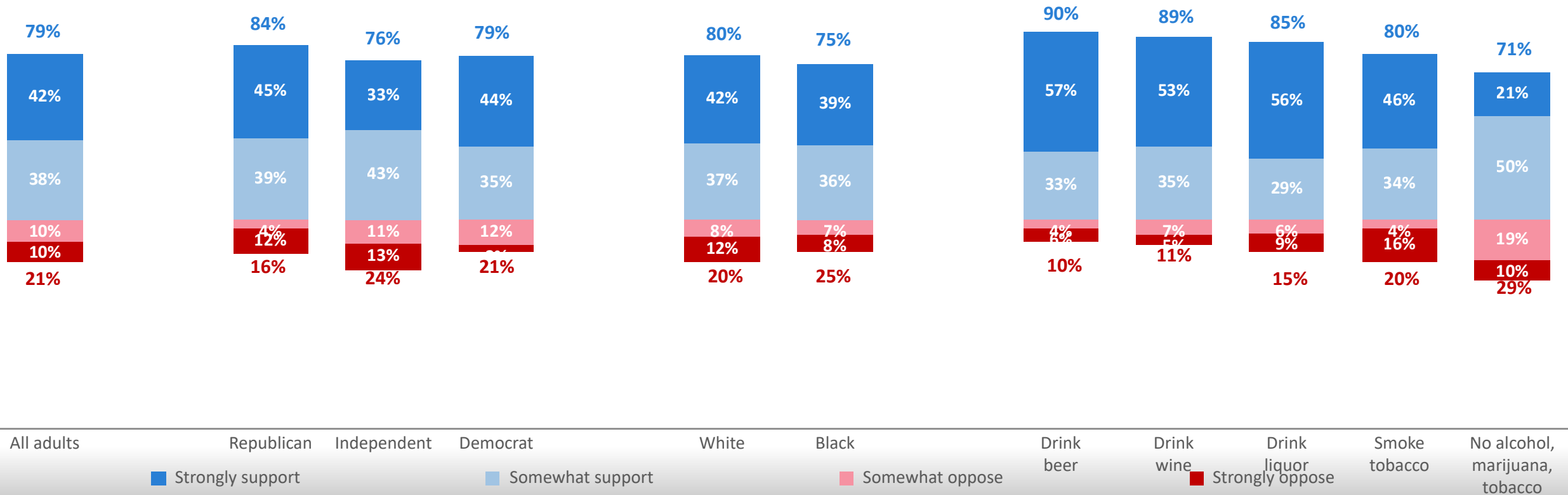
Most Aware



Rs + Ds, Drinkers + Non-Drinkers Agree: Repeal These Laws



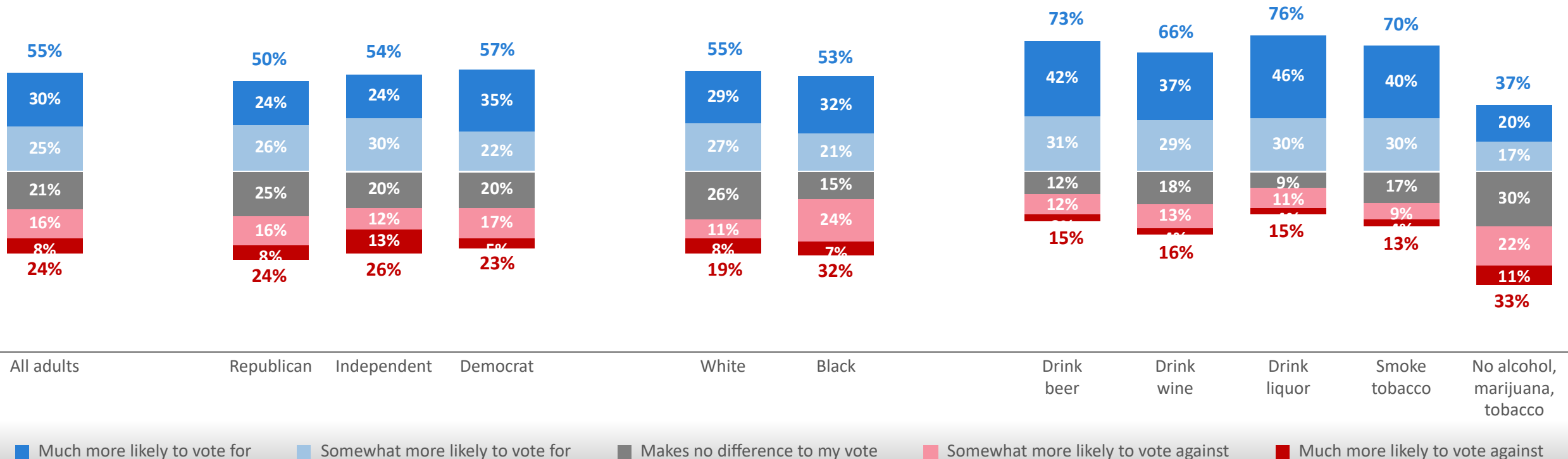
Currently, Maryland law prohibits most grocery stores from selling beer or wine. There is a proposal to change these laws, allowing grocery stores throughout the state to sell beer and wine. Do you support or oppose allowing grocery stores in Maryland to sell beer and wine?





Voters Aren't Indifferent – This Matters

If your state representative voted to allow grocery stores to sell beer and wine in Maryland, would you be more likely to vote for or against that person?





Messages: Emphasize “Rest Of The Country” Theme

Maryland is just one of **four states** in the country that does not allow grocery stores to sell **beer**. It’s time for Maryland shoppers to have the same choice as the rest of the country.

85% of the United States allows grocery stores to sell beer and wine, it’s time for Maryland consumers to enjoy the same choices and competition as the rest of the country.

Selling beer and wine in grocery stores is expected to generate millions of dollars a year in new tax revenue for the state, which can be spent to help local schools, essential county services, and upgrading our roads.

Selling beer and wine in grocery stores would be more convenient for shoppers and avoid the need for multiple stops on grocery trips.

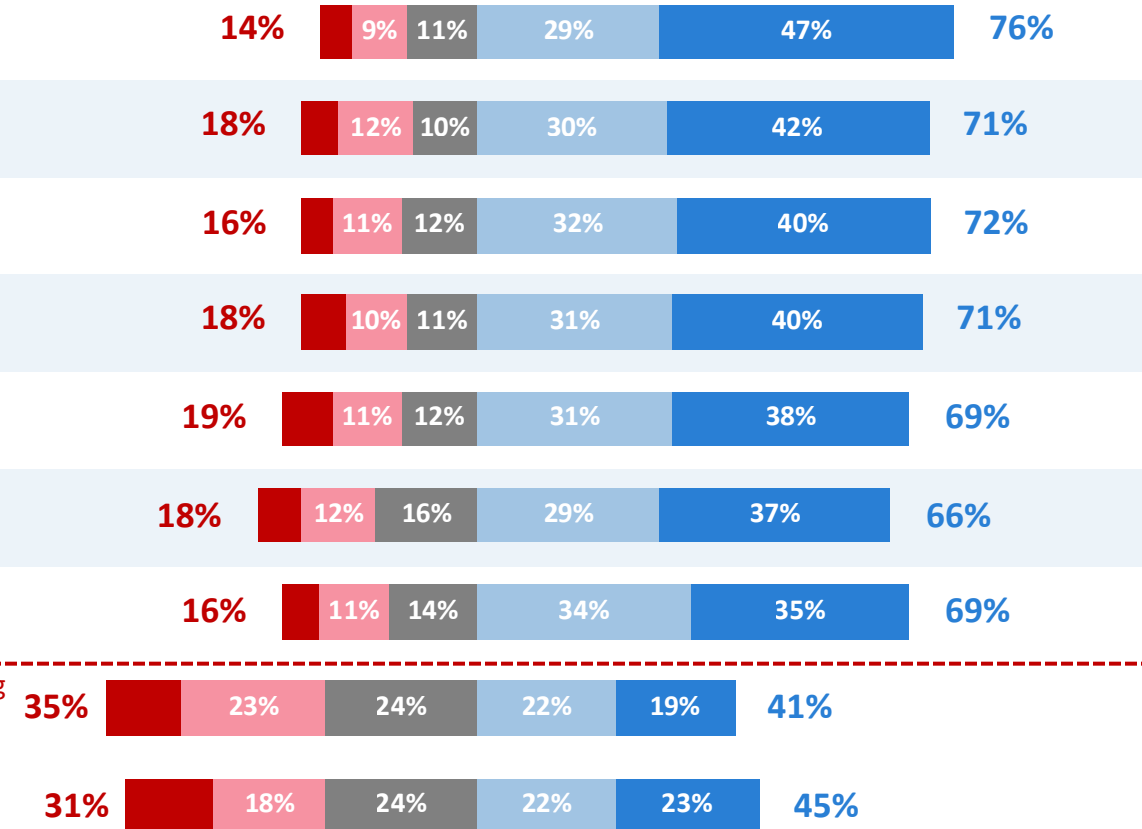
Maryland is just one of **ten states** in the country that does not allow grocery stores to sell **wine**. It’s time for Maryland shoppers to have the same choice as the rest of the country.

Allowing grocery stores to compete with liquor stores would mean lower prices on beer and wine and greater variety for Maryland consumers.

Grocery stores are always trained and prepared to strictly enforce the law when it comes to only allowing alcohol sales to people over 21.

Allowing beer and wine to be sold in grocery stores will hurt liquor stores, which have spent a lifetime building these small businesses, played by the rules, and are a part of the communities where they are located.

Throughout the pandemic, Americans have consumed more and more alcohol, and we should not make these products any easier to purchase and consume by putting them in grocery stores.



■ Much more likely to oppose ■ Somewhat more likely to oppose ■ Makes no difference ■ Somewhat more likely to support ■ Much more likely to support