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CAP_ALCOHOL REGULATORY POLICY_NATIONAIL_MQ_080501.DOCX
 CENTER FOR ALCOHOL POLICY
 ADULTS
 APRIL 29-MAY 1, 2008

SAMPLE:
 N=1,000
 MoE=+3.1%
 NO CODE/ASK ALL QUESTIONS

Hello my name is _____ from Wilson Research Strategies. We are conducting a survey today on different issues facing the country and would like to include your opinions. The survey will only take a few minutes of your time, and all results are strictly confidential and anonymous. We are NOT trying to sell you anything.

SCREENER

1. We are conducting this survey among individuals in different categories. Do you—or does anyone in your household—work for..(READ RESPONSES 1-3, THANK AND TERMINATE IF RESPONSE IS 1-3, 6-7)

1.	A newspaper, magazine, radio, or television station	TERMINATE
2.	An advertising agency or public relations firm	TERMINATE
3.	A marketing research company or department.....	TERMINATE
5.	No	100%
6.	Don't Know	TERMINATE
7.	Prefer not to answer.....	TERMINATE

2. Are you age of 21 or over?

1.	Yes	100%
2.	No	-
3.	DK/Refused	TERMINATE

3. May I please speak with a person aged 21 or over years of age in your household?

1.	Yes	100%
2.	No/Bad Time	-
3.	DK/Refused	TERMINATE

4. And when would be a more convenient time to call back? **RECORD DATE AND TIME**





5. Today we're going to be talking about alcohol and other related issues. In general, do you support or oppose the right of individual states to set their own laws and regulations surrounding the sale of alcohol?

IF SUPPORT/OPPOSE, ASK: And would you say **STRONGLY** (support/oppose) these rights or just **SOMEWHAT** (support/oppose) these rights?

TOTAL SUPPORT	70%
TOTAL OPPOSE	24%
1. Strongly support	46%
2. Somewhat support	23%
3. Somewhat oppose	7%
4. Strongly oppose	17%
5. Don't know/Refused DNR	6%

Now I'm going to read you some statements about alcohol and other related issues. For each, please tell me if you **ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP** strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

RANDOMIZE Q6-Q10

READ AFTER EACH, IF NEEDED Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement?

	Total Agree	Strongly Agree 1.	Somewhat Agree 2.	Somewhat Disagree 3.	Strongly Disagree 4.	Total Disagree	DK/ Refused DNR 9.
6. State and local laws regarding alcohol regulations should be decided by lawmakers and citizens, not by judges.	89%	67%	21%	3%	5%	9%	3%
7. In my community it is very difficult for underage individuals to purchase alcohol.	48%	32%	16%	14%	28%	42%	10%
8. In my community, it is easy for adults to find a variety of beer, wine, and liquor at various retail and package good stores.	83%	72%	11%	5%	9%	14%	3%
9. I generally support laws and regulations that are proven to reduce the number of drunk driving fatalities and prevent underage drinking	96%	88%	8%	1%	2%	3%	1%
10. Beer, wine, and liquor should be sold online	11%	6%	5%	9%	77%	86%	3%



11. Now, as you may know, most states in the U.S. have regulations requiring that producers of beer, wine, or liquor sell their products to licensed distributors who then sell the beer, wine or liquor to individual retailers such as grocery, liquor, and packaged goods stores.

Thinking about this, do you support or oppose the rights of individual states to set their own laws and regulations that require alcohol to be sold under this system?

[IF SUPPORT/OPPOSE, ASK:] And would you say **STRONGLY** (support/oppose) these rights or just **SOMEWHAT** (support/oppose) these rights?

TOTAL SUPPORT	62%
TOTAL OPPOSE	30%
1. Strongly support	41%
2. Somewhat support	21%
3. Somewhat oppose	9%
4. Strongly oppose	21%
5. Don't know/Refused [DNR]	8%

12. Now thinking some more about this, I am going to read you two statements and please tell me which you agree with more? **[ROTATE]**

- | | |
|--|-----|
| <p>1. Supporters of the current system say that changing the system would overturn a carefully crafted balance that has existed for 75 years and would have serious consequences for public health and public safety. They say it could lead to alcohol abuse, increased drunk driving fatalities, and make it easier for underage individuals to obtain and consume alcohol. They say that distributors—who sell from brewers and distillers to retail stores—play an important role in making sure that alcohol is sold safely and responsibly in accordance with the laws of individual states and communities.</p> | 59% |
| <p>2. Opponents of the current system say that repealing antiquated distribution laws would allow breweries, distilleries and wineries to sell directly to RETAILERS and would translate into a cheaper price for consumers. They also argue that the current system allows states to discriminate against wine, beer and liquor produced outside the state and that changing this would give consumers more choices as they would be able to buy a wide variety of wine, beer and liquor from around the country, and over the internet.</p> | 26% |
| 3. Neither [DNR] | 6% |
| 4. Both [DNR] | 2% |
| 5. Don't know/Refused [DNR] | 8% |



Now I'm going to read you a series of statements from people who SUPPORT the current system and who want states to be able to continue regulating the way in which beer, wine, and liquor are sold to retailers.

For each, please tell me if you **ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP** strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

RANDOMIZE Q14-Q19

READ AFTER EACH, IF NEEDED Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement?

	Total Agree	Strongly Agree 1.	Somewhat Agree 2.	Somewhat Disagree 3.	Strongly Disagree 4.	Total Disagree	DK/ Refused DNR 9.
13. Alcohol isn't like other consumer goods—it's the only one with its own Constitutional amendment. This is why states should have the right to set laws around how, when, and to whom alcohol is sold and distributed.	74%	47%	27%	8%	14%	21%	5%
14. Parents, police officers, and retailers already have a difficult challenge keeping alcohol out of the hands of minors. Getting rid of rules, regulations and safeguards could make the problem worse.	78%	65%	13%	7%	12%	19%	2%
15. Organizations like MADD (Mothers Against Drunk Driving) as well as state and local police chiefs support keeping the current system of state alcohol regulation in place.	81%	63%	18%	4%	7%	12%	7%
16. Rules and regulations surrounding alcohol should be made by state and local lawmakers and the citizens they represent—NOT by judges alone.	91%	75%	16%	2%	5%	7%	2%
17. Dismantling the past 75 years of alcohol regulations so that someone can order a bottle of wine over the internet doesn't make sense.	76%	65%	11%	6%	14%	20%	4%



	Total Agree	Strongly Agree 1.	Somewhat Agree 2.	Somewhat Disagree 3.	Strongly Disagree 4.	Total Disagree	DK/ Refused DNR 9.
18. Organizations like the American Medical Association and physicians support keeping the current system of state alcohol regulations in place.	73%	52%	21%	6%	7%	14%	14%

For each of the following issues, please tell me if you think changing the way states regulate the sale of alcohol would have a positive or negative effect on each. **RANDOMIZE**

READ AFTER EACH IF NECESSARY Do you think changing the way states regulate the sale of alcohol would have a positive or negative effect?

	Positive 1.	Negative 2.	Neutral/No Impact DNR 3.	DK/ Refused DNR 9.
19. Your community	27%	50%	14%	9%
20. Drunk driving	24%	54%	14%	7%
21. Underage drinking	25%	57%	13%	6%
22. Alcohol abuse	23%	54%	17%	6%

Now, I'd like to ask some questions for background and statistical purposes...

23. For classification purposes only, into which age category do you fall? **READ 1-9, IF NECESSARY**

1.	21 - 24	3%
2.	25 - 29	5%
3.	30 - 34	9%
4.	35 - 44	16%
5.	45 - 54	25%
6.	55 - 64	20%
7.	65 - 70	9%
8.	71 +	11%
9.	Prefer not to answer DNR	1%



24. In politics, generally speaking, do you consider yourself a...**ROTATE TOP-TO-BOTTOM, BOTTOM-TO-TOP**

TOTAL REPUBLICAN	30%
TOTAL DEMOCRAT	32%
1. Strong Republican	19%
2. Lean Republican	11%
3. Independent	30%
4. Lean Democrat	10%
5. Strong Democrat	23%
6. Other DNR	2%
7. Don't know/Refused DNR	6%

25. Which of the following best describes the area where you live – a city of 100,000 or more, a suburb of a city of 100,000 or more, or a small city, town, or rural area?

1. City	24%
2. Suburb	20%
3. Small city/town/rural area	55%
4. Don't know/Refused DNR	1%

26. What is your racial or ethnic background? Are you...**READ CODES 1-6**

1. White	79%
2. Black/African-American	11%
3. Hispanic/Spanish American	3%
4. Asian [Japanese, Korean, Pacific Islander, etc.]	1%
5. American Indian/Native American	2%
6. Other	2%
7. Don't know/Refused DNR	2%

27. Do you ever drink any of the following? **RANDOMIZE, ALLOW MULTIPLE RESPONSES**

TOTAL YES	58%
1. Beer	48%
2. Wine	53%
3. Liquor	40%
4. No	40%
5. Refused DNR	2%



28. Have you or has your family ever experienced a personal tragedy that was the result of the abuse of alcohol?
- | | |
|--|-----|
| 1. Yes | 36% |
| 2. No | 63% |
| 3. Don't know/Refused <input type="checkbox"/> DNR | 1% |
29. What is the last grade of school you completed?
- READ CODES 1-8, IF NECESSARY
- | | |
|--|-----|
| 1. Grade school or less [Grade 1-8] | 2% |
| 2. Some high school [Grade 9-11] | 7% |
| 3. Graduated high school [Grade 12] | 27% |
| 4. Vocational school/Technical school | 3% |
| 5. Some college-2 years or less | 16% |
| 6. Some college-more than 2 years | 7% |
| 7. Graduated college | 23% |
| 8. Post-graduate degree | 13% |
| 9. Don't know/Refused <input type="checkbox"/> DNR | 2% |
30. What is your present marital status? READ CODES IF NECESSARY
- | | |
|--|-----|
| 1. Single | 17% |
| 2. Married | 58% |
| 3. Divorced | 11% |
| 4. Separated | 1% |
| 5. Widow/Widower | 11% |
| 6. Don't know/Refused <input type="checkbox"/> DNR | 2% |
31. Are you currently READ CODES 1-5
- | | |
|--|-----|
| 1. Employed and working full-time | 53% |
| 2. Employed and working part-time | 8% |
| 3. Unemployed | 4% |
| 4. Retired | 24% |
| 5. Homemaker | 6% |
| 6. Temporarily laid off <input type="checkbox"/> DNR | -- |
| 7. Student <input type="checkbox"/> DNR | 1% |
| 8. Disabled <input type="checkbox"/> DNR | 3% |
| 9. Other <input type="checkbox"/> DNR | 1% |
| 10. Don't know/Refused <input type="checkbox"/> DNR | 2% |



32. Do you have any children in your home? **IF YES, ASK:** Are any under 18 years old?

- | | | |
|----|--------------------------------------|-----|
| 1. | Yes, children over 18 | 10% |
| 2. | Yes, children under 18 | 22% |
| 3. | Yes, BOTH children under AND over 18 | 5% |
| 4. | No children at home | 61% |
| 5. | Don't know/Refused DNR | 2% |

33. Which of the following income groups includes your TOTAL FAMILY INCOME in 2007 before taxes? Just stop me when I read the correct category.

READ CODES 1-7

- | | | |
|----|-------------------------------|-----|
| 1. | Up to \$20,000 | 11% |
| 2. | \$20,000-\$30,000 | 11% |
| 3. | \$30,000-\$40,000 | 10% |
| 4. | \$40,000-\$50,000 | 9% |
| 5. | \$50,000-\$75,000 | 13% |
| 6. | \$75,000-\$100,000 | 12% |
| 7. | \$100,000 or more | 13% |
| 8. | Don't know/Refused DNR | 20% |

34. Is your religious background, Protestant, Roman Catholic, Jewish or something else?

IF SOMETHING ELSE OR UNCLEAR IF CHRISTIAN, ASK: Is that a Christian church?

IF PROTESTANT ASK: And do you consider yourself an evangelical or "born again" Christian?

- | | | |
|----|--------------------------------------|-----|
| 1. | Non-evangelical Protestant | 29% |
| 2. | Evangelical or born-again Protestant | 15% |
| 3. | Roman Catholic | 20% |
| 4. | Jewish | 2% |
| 5. | Other Christian | 12% |
| 6. | Other non-Christian/Unspecified | 9% |
| 7. | Agnostic/Atheist | 2% |
| 8. | None | 7% |
| 9. | Don't know/Refused DNR | 5% |

35. CODE STATE **FROM SAMPLE**

- | | |
|-----------|-----|
| West | 22% |
| Midwest | 23% |
| South | 37% |
| Northeast | 18% |



36. Code Gender BY OBSERVATION

- | | | |
|----|--------|-----|
| 1. | Male | 48% |
| 2. | Female | 52% |