



GONZALES MARYLAND POLL

January 2022

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Background and Methodology

Patrick E. Gonzales graduated magna cum laude from the University of Baltimore with a degree in political science.

His career in the field of public opinion research began in the mid-1980s as an analyst with *Mason-Dixon Opinion Research*. During this time, Mr. Gonzales helped develop, craft and implement election surveys and exit polls for television and radio in the Baltimore-Washington D.C. metro area.

Mr. Gonzales has polled and analyzed well over a thousand elections in Maryland and across the country since that time. Furthermore, he and his associates have conducted numerous market research projects, crafting message development plans and generating strategy blueprints for businesses and organizations throughout the state.

Over his decades of conducting public opinion polls, Patrick Gonzales has been widely recognized by his peers for his ability to conduct unbiased surveys, and analyze the results in an impartial, evenhanded manner.

Mr. Gonzales appears frequently on radio and television in the Baltimore-D.C. region as a guest commentator.

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This poll was conducted by **Gonzales Research & Media Services** from December 20th through December 30th, 2022. A total of 807 registered voters in Maryland who vote regularly were queried by live telephone interviews, utilizing both landline and cell phone numbers. A cross-section of interviews was conducted throughout the state, reflecting general election voting patterns.

The margin of error (MOE), per accepted statistical standards, is a range of plus or minus 3.5 percentage points. If the entire population was surveyed, there is a 95% probability that the true numbers would fall within this range.

Gonzales Maryland Poll – January 2022 Results

Beer and Wine Sales at Maryland Grocery Stores

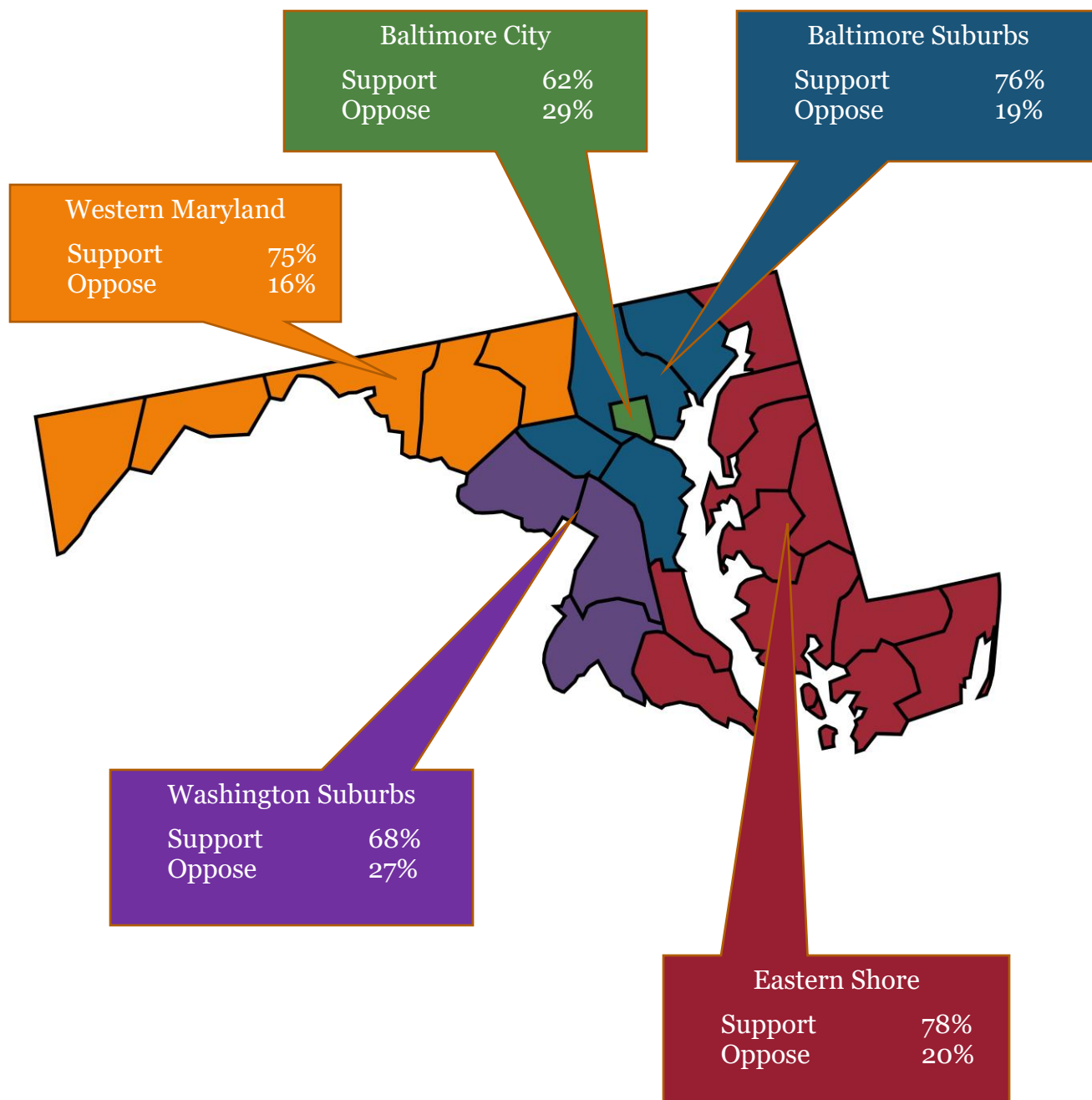
Three-quarters of Maryland voters continue to favor adopting a law in Maryland to permit grocery stores to sell beer and wine.

Statewide, 72% support allowing grocery stores to sell beer and wine (44% “strongly support” and 28% “somewhat support”), while 22% are opposed to allowing grocery stores to sell beer and wine (13% “strongly oppose” and 9% “somewhat oppose”), with 6% offering no opinion.

Across Maryland, voters in every demographic group back changing current law in order for grocery stores to be authorized to sell beer and wine:

Beer/Wine At Grocery Stores	<u>Support</u>	<u>Oppose</u>
Party		
Democrat	70%	24%
Republican	78%	19%
Unaffiliated	70%	24%
Gender		
Women	69%	24%
Men	76%	20%
Age		
18 to 39	70%	25%
40 to 49	73%	21%
50 to 59	75%	20%
60 and older	71%	23%
Race		
White	75%	20%
African American	70%	25%

Beer and Wine Sales at Grocery Stores **by** Region



Appendix A: Data Tables

QUESTION: Beer & Wine Sales *Do you support or oppose changing Maryland law to allow grocery stores to sell beer and wine?*

GROCERY STORES SELL BEER AND WINE	Number	Percent
Support	582	72.1 %
Oppose	182	22.6 %
No answer	43	5.3 %
Total	807	100.0 %

N=807	GROCERY STORES SELL BEER AND WINE		
	Support	Oppose	No answer

PARTY AFFILIATION

Democrat	301 70.0%	103 24.0%	26 6.0%
Republican	175 77.8%	43 19.1%	7 3.1%
Independent	106 69.7%	36 23.7%	10 6.6%

N=807	GROCERY STORES SELL BEER AND WINE		
	Support	Oppose	No answer

GENDER

Female	296 69.2%	105 24.5%	27 6.3%
Male	286 75.5%	77 20.3%	16 4.2%

N=807	GROCERY STORES SELL BEER AND WINE		
	Support	Oppose	No answer

AGE GROUP

Under 50	243 71.7%	79 23.3%	17 5.0%
50 or older	339 72.4%	103 22.0%	26 5.6%

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N=807	GROCERY STORES SELL BEER AND WINE		
	Support	Oppose	No answer
<u>AGE</u>			
18 to 39	116 70.3%	42 25.5%	7 4.2%
40 to 49	127 73.0%	37 21.3%	10 5.7%
50 to 59	152 74.5%	41 20.1%	11 5.4%
60 and older	187 70.8%	62 23.5%	15 5.7%

N=807	GROCERY STORES SELL BEER AND WINE		
	Support	Oppose	No answer
<u>RACE</u>			
White	376 74.8%	101 20.1%	26 5.2%
African American	163 69.7%	59 25.2%	12 5.1%
Other/ Refused	43 61.4%	22 31.4%	5 7.1%

N=807	GROCERY STORES SELL BEER AND WINE		
	Support	Oppose	No answer
<u>REGIONAL GROUP</u>			
Baltimore Metro	253 72.9%	73 21.0%	21 6.1%
Washington Metro	190 68.3%	76 27.3%	12 4.3%
Rural Maryland	139 76.4%	33 18.1%	10 5.5%

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N=807

GROCERY STORES SELL BEER AND WINE

	Support	Oppose	No answer
<u>REGION</u>			
Eastern Shore	70 77.8%	18 20.0%	2 2.2%
Baltimore Suburbs	208 75.9%	52 19.0%	14 5.1%
Washington Suburbs	190 68.3%	76 27.3%	12 4.3%
Baltimore City	45 61.6%	21 28.8%	7 9.6%
Western Maryland	69 75.0%	15 16.3%	8 8.7%

QUESTION: Beer & Wine Sales - Intensity *Do you support or oppose changing Maryland law to allow grocery stores to sell beer and wine...**Is that strongly or somewhat support/oppose?***

GROCERY STORES SALES - INTENSITY	Number	Percent
Strongly Support	357	44.2 %
Somewhat Support	225	27.9 %
Somewhat Oppose	75	9.3 %
Strongly Oppose	107	13.3 %
No answer	43	5.3 %
Total	807	100.0 %

N=807

GROCERY STORES SALES - INTENSITY				
Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No answer

PARTY AFFILIATION

Democrat	172 40.0%	129 30.0%	40 9.3%	63 14.7%	26 6.0%
Republican	117 52.0%	58 25.8%	19 8.4%	24 10.7%	7 3.1%
Independent	68 44.7%	38 25.0%	16 10.5%	20 13.2%	10 6.6%

N=807

GROCERY STORES SALES - INTENSITY				
Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No answer

GENDER

Female	168 39.3%	128 29.9%	49 11.4%	56 13.1%	27 6.3%
Male	189 49.9%	97 25.6%	26 6.9%	51 13.5%	16 4.2%

N=807

GROCERY STORES SALES - INTENSITY				
Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No answer

AGE GROUP

Under 50	151 44.5%	92 27.1%	30 8.8%	49 14.5%	17 5.0%
50 or older	206 44.0%	133 28.4%	45 9.6%	58 12.4%	26 5.6%

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N=807	GROCERY STORES SALES - INTENSITY				
	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No answer
<u>AGE</u>					
18 to 39	83 50.3%	33 20.0%	17 10.3%	25 15.2%	7 4.2%
40 to 49	68 39.1%	59 33.9%	13 7.5%	24 13.8%	10 5.7%
50 to 59	97 47.5%	55 27.0%	20 9.8%	21 10.3%	11 5.4%
60 and older	109 41.3%	78 29.5%	25 9.5%	37 14.0%	15 5.7%

N=807	GROCERY STORES SALES - INTENSITY				
	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No answer
<u>RACE</u>					
White	260 51.7%	116 23.1%	49 9.7%	52 10.3%	26 5.2%
African American	74 31.6%	89 38.0%	18 7.7%	41 17.5%	12 5.1%
Other/ Refused	23 32.9%	20 28.6%	8 11.4%	14 20.0%	5 7.1%

N=807	GROCERY STORES SALES - INTENSITY				
	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No answer
<u>REGIONAL GROUP</u>					
Baltimore Metro	160 46.1%	93 26.8%	30 8.6%	43 12.4%	21 6.1%
Washington Metro	104 37.4%	86 30.9%	26 9.4%	50 18.0%	12 4.3%
Rural Maryland	93 51.1%	46 25.3%	19 10.4%	14 7.7%	10 5.5%

Gonzales Maryland Poll, January 2022

N=807

GROCERY STORES SALES - INTENSITY

Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No answer
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REGION

Eastern Shore	44 48.9%	26 28.9%	11 12.2%	7 7.8%	2 2.2%
Baltimore Suburbs	140 51.1%	68 24.8%	23 8.4%	29 10.6%	14 5.1%
Washington Suburbs	104 37.4%	86 30.9%	26 9.4%	50 18.0%	12 4.3%
Baltimore City	20 27.4%	25 34.2%	7 9.6%	14 19.2%	7 9.6%
Western Maryland	49 53.3%	20 21.7%	8 8.7%	7 7.6%	8 8.7%

Appendix B: Maryland Poll Sample Demographics

<u>PARTY AFFILIATION</u>	<u>Number</u>	<u>Percent</u>
Democrat	430	53.3 %
Republican	225	27.9 %
Independent	152	18.8 %
Total	807	100.0 %

<u>GENDER</u>	<u>Number</u>	<u>Percent</u>
Female	428	53.0 %
Male	379	47.0 %
Total	807	100.0 %

<u>AGE GROUP</u>	<u>Number</u>	<u>Percent</u>
Under 50	339	42.0 %
50 or older	468	58.0 %
Total	807	100.0 %

<u>AGE</u>	<u>Number</u>	<u>Percent</u>
18 to 39	165	20.4 %
40 to 49	174	21.6 %
50 to 59	204	25.3 %
60 and older	264	32.7 %
Total	807	100.0 %

<u>RACE</u>	<u>Number</u>	<u>Percent</u>
White	503	62.3 %
African American	234	29.0 %
Other/Refused	70	8.7 %
Total	807	100.0 %

<u>REGIONAL GROUP</u>	<u>Number</u>	<u>Percent</u>
Baltimore Metro	347	43.0 %
Washington Metro	278	34.4 %
Rural Maryland	182	22.6 %
Total	807	100.0 %

<u>REGION</u>	<u>Number</u>	<u>Percent</u>
Eastern Shore	90	11.2 %
Baltimore Suburbs	274	34.0 %
Washington Suburbs	278	34.4 %
Baltimore City	73	9.0 %
Western Maryland	92	11.4 %
Total	807	100.0 %