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## GEORGIA VOTERS SUPPORT SUNDAY ALCOHOL REFERENDUM

Georgia voters overwhelmingly want the opportunity to vote on Sunday alcohol sales, according to a recent survey by Georgia polling firm The Schapiro Group, Inc. Almost 8 in 10 (78%) believe communities should have the opportunity to vote on Sunday alcohol sales, while 18% oppose this action. Five percent either don't know or volunteered a response of "it depends." At least two-thirds of every demographic group supports the local vote opportunity.

Support for a local vote, however, does not necessarily translate into support for Sunday alcohol sales. If given the opportunity to vote on this in their community, 61% of voters would vote in favor (52% definitely; 9% probably) and 32% would vote against (26% definitely; 6% probably) local sale of alcohol on Sundays. Metro Atlanta voters, men, and residents of urban and suburban areas are the most likely to vote in favor, while voters over age 60, non-Metro Atlanta voters, and rural residents are the most likely to vote against Sunday alcohol sales in their communities.

"Voters are expressing a strong desire to have a say on this matter," said Dr. Beth Schapiro, President of The Schapiro Group, and longtime public affairs analyst. "Some may not want alcohol sold on Sundays in their own communities, but they definitely want to make that decision themselves," she continued.

These findings are from the *Georgia Legislative Poll*, a scientific telephone survey of 450 registered voters statewide conducted by The Schapiro Group from January 27–February 5, 2011. The margin of sampling error is  $\pm 3.6\%$ . The sample is demographically and geographically representative of registered voters in the state of Georgia.

The Schapiro Group is a public opinion research firm based in Atlanta. The firm provides quantitative and qualitative research services for a variety of clients, including corporate, government, advocacy, and nonprofit clients.

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Georgia state law currently prohibits grocery stores, convenience stores, and liquor stores from selling alcohol on Sundays between 12:30 in the afternoon and 11:30 at night. Lawmakers are now considering legislation that would allow communities to vote on the issue and decide whether or not stores in their area should be able to sell alcohol on Sundays. In your opinion, should communities have the opportunity to vote on Sunday alcohol sales in their area?		Yes	No	It depends	Don't know / Refused
	Total	78%	18%	4%	1%
Region	Metro	83%	12%	4%	1%
	North	80%	17%	2%	1%
	Middle	68%	28%	4%	1%
	South	71%	22%	6%	1%
Area	Metro Atlanta	83%	12%	4%	1%
	Non-metro	73%	22%	4%	1%
Community type	Urban	82%	16%	2%	0%
	Suburban	82%	14%	3%	1%
	Rural	72%	23%	4%	2%
Race	White	76%	20%	3%	1%
	Black	83%	15%	1%	1%
Age	18 to 39	84%	13%	3%	0%
	40 to 49	80%	18%	2%	0%
	50 to 59	76%	20%	2%	2%
	60 and over	68%	25%	4%	3%
Gender	Male	82%	15%	2%	1%
	Female	74%	20%	5%	1%
Political party	Democrat	84%	13%	3%	1%
	Republican	78%	19%	2%	0%
	Independent	72%	20%	7%	1%

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If the legislation passed and you had the opportunity to vote on Sunday alcohol sales, do you think you would vote in favor of it, or against it?		Definitely in favor	Probably in favor	Probably against	Definitely against	It depends	Don't know / Refused
	Total	52%	9%	6%	26%	7%	1%
Region	Metro	61%	12%	5%	16%	6%	0%
	North	55%	4%	4%	32%	4%	1%
	Middle	36%	7%	11%	35%	9%	2%
	South	43%	7%	5%	35%	9%	2%
Area	Metro Atlanta	61%	12%	5%	16%	6%	0%
	Non-metro	45%	6%	7%	34%	7%	1%
Community type	Urban	61%	5%	7%	24%	2%	2%
	Suburban	56%	13%	6%	18%	6%	0%
	Rural	40%	4%	5%	42%	8%	2%
Race	White	54%	8%	7%	25%	6%	1%
	Black	45%	12%	7%	30%	6%	0%
Age	18 to 39	58%	12%	4%	21%	4%	1%
	40 to 49	59%	6%	11%	17%	7%	0%
	50 to 59	53%	6%	6%	30%	3%	2%
	60 and over	34%	8%	6%	44%	6%	2%
Gender	Male	64%	6%	6%	18%	5%	1%
	Female	42%	11%	6%	32%	8%	1%
Political party	Democrat	56%	10%	5%	23%	6%	1%
	Republican	48%	10%	7%	33%	2%	0%
	Independent	52%	6%	7%	22%	11%	2%



## How the Poll Was Conducted

The *Georgia Legislative Poll* was conducted by The Schapiro Group, Inc. of Atlanta, Georgia from January 27-February 5, 2011. A total of 450 Georgians who are registered voters were interviewed by telephone. The sample was randomly selected from voter registration lists and is stratified to represent the state's population both geographically and demographically.

The margin of sampling error for the full sample is  $\pm 3.6$  percentage points, and  $\pm 5$  percentage points for the metro region only. This means that there is a 95% probability that the response would fall within that range if every registered voter were polled. The margin of error for other subgroups is slightly higher.

## Sample Figures

Metro Atlanta	45%	White	60%
North Georgia	19%	Black	28%
Middle Georgia	19%	Other	8%
South Georgia	17%		
Urban	21%	18-39	41%
Suburban	49%	40-49	21%
Rural	27%	50-59	16%
		60+	19%
Democrat	33%	Men	46%
Republican	30%	Women	54%
Independent	34%		