



MASON-DIXON POLLING & STRATEGY

WASHINGTON, DC - 202-548-2680
JACKSONVILLE, FL - 904-261-2444

HOW THE POLL WAS CONDUCTED

This poll was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from January 30 through February 4, 2019. A total of 625 registered North Carolina voters were interviewed statewide by telephone.

Those interviewed were randomly selected from a phone-matched North Carolina voter registration list that included both land-line and cell phone numbers. Quotas were assigned to reflect voter registration by county.

The margin for error, according to standards customarily used by statisticians, is no more than ± 4 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if all voters were surveyed. The margin for error is higher for any subgroup, such as a gender or age grouping.

QUESTION: North Carolina is one of 16 states that currently have a system of government-controlled ABC stores to sell spirituous liquor. Do you support or oppose North Carolina getting out of the business of selling spirituous liquor and regulating spirituous liquor like beer and wine sales?

	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
STATE	53%	31%	16%

<u>REGION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Eastern Carolina	47%	34%	19%
Raleigh/Durham	57%	30%	13%
Greensboro/Winston-Salem	54%	31%	15%
Charlotte Metro	59%	29%	12%
Western Carolina	51%	33%	16%

<u>SEX</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Men	57%	28%	15%
Women	50%	33%	17%

<u>AGE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
<50	59%	27%	14%
50+	48%	34%	18%

<u>RACE</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
White	54%	30%	16%
Black	50%	34%	16%

<u>PARTY REGISTRATION</u>	<u>SUPPORT</u>	<u>OPPOSE</u>	<u>UNDECIDED</u>
Democrat	53%	34%	13%
Republican	52%	29%	19%
Independent	54%	29%	17%

QUESTION: Which one of the following comes closest to your view regarding state government liquor sales: (ORDER ROTATED)

– The state government is in a better position to control the sales of spirituous liquor if they are selling the product

– The state government is in a better position to control the sale of spirituous liquor if they are regulating the product and no longer selling it

	<u>SELLING</u>	<u>NOT SELLING</u>	<u>NOT SURE</u>
STATE	31%	55%	14%

<u>REGION</u>	<u>SELLING</u>	<u>NOT SELLING</u>	<u>NOT SURE</u>
Eastern Carolina	33%	51%	16%
Raleigh/Durham	28%	60%	12%
Greensboro/Winston-Salem	32%	54%	14%
Charlotte Metro	26%	64%	10%
Western Carolina	37%	44%	19%

<u>SEX</u>	<u>SELLING</u>	<u>NOT SELLING</u>	<u>NOT SURE</u>
Men	29%	61%	10%
Women	33%	49%	18%

<u>AGE</u>	<u>SELLING</u>	<u>NOT SELLING</u>	<u>NOT SURE</u>
<50	27%	62%	11%
50+	34%	49%	17%

<u>RACE</u>	<u>SELLING</u>	<u>NOT SELLING</u>	<u>NOT SURE</u>
White	29%	56%	15%
Black	37%	51%	12%

<u>PARTY REGISTRATION</u>	<u>SELLING</u>	<u>NOT SELLING</u>	<u>NOT SURE</u>
Democrat	35%	48%	17%
Republican	27%	61%	12%
Independent	30%	58%	12%

QUESTION: If your state legislator voted to get North Carolina out of the business of selling spirituous liquor and regulating liquor like beer and wine sales, how would this affect your vote in the next election? Would you be:

- More likely to vote for him or her
- Less likely to vote for him or her, or
- Would it have no effect on your vote

	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	<u>NO EFFECT/DK</u>
STATE	34%	17%	49%

<u>REGION</u>	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	<u>NO EFFECT/DK</u>
Eastern Carolina	30%	20%	50%
Raleigh/Durham	38%	12%	50%
Greensboro/Winston-Salem	33%	18%	49%
Charlotte Metro	39%	13%	48%
Western Carolina	29%	23%	48%

<u>SEX</u>	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	<u>NO EFFECT/DK</u>
Men	39%	14%	47%
Women	30%	19%	51%

<u>AGE</u>	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	<u>NO EFFECT/DK</u>
<50	39%	11%	50%
50+	30%	22%	48%

<u>RACE</u>	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	<u>NO EFFECT/DK</u>
White	36%	15%	49%
Black	29%	21%	50%

<u>PARTY IDENTIFICATION</u>	<u>MORE LIKELY</u>	<u>LESS LIKELY</u>	<u>NO EFFECT/DK</u>
Democrat	31%	18%	51%
Republican	33%	21%	46%
Independent	36%	13%	51%

DEMOGRAPHICS

PARTY REGISTRATION:

Democrat	263 (42%)
Republican	208 (33%)
Independent or Other	154 (25%)

AGE:

18-34	108 (17%)
35-49	179 (29%)
50-64	183 (29%)
65+	150 (24%)
Refused	5 (1%)

RACE/ETHNICITY:

White/Caucasian	443 (71%)
Black/African American	155 (25%)
Other/Refused	27 (4%)

SEX:

Male	306 (49%)
Female	319 (51%)

REGION:

Eastern Carolina	160 (26%)
Raleigh/Durham	125 (20%)
Greensboro/Winston-Salem	100 (16%)
Charlotte Metro	140 (22%)
Western Carolina	100 (16%)

NORTH CAROLINA POLL REGIONS

EASTERN CAROLINA: Voters interviewed in Currituck, Camden, Pasquotank, Perquimans, Gates, Chowan, Dare, Tyrell, Washington, Hyde, Beaufort, Hertford, Bertie, Martin, Pitt, Greene, Lenoir, Craven, Carteret, Pamlico, Jones, Wayne, Wilson, Nash, Edgecombe, Halifax, Northampton, Onslow, Duplin, Sampson, Brunswick, Pender, Bladen, Columbus, New Hanover, Scotland, Hoke, Robeson, and Cumberland counties.

RALEIGH/DURHAM: Voters interviewed in Warren, Franklin, Wake, Lee, Chatham, Orange, Durham, Johnston, Harnett Caswell, Person, Granville, and Vance counties.

GREENSBORO/WINSTON-SALEM: Voters interviewed in Rockingham, Guilford, Alamance, Randolph, Davidson, Davie, Forsyth, Yadkin, Surry, and Stokes counties.

CHARLOTTE: Voters interviewed in Gaston, Mecklenburg, Iredell, Rowan, Cabarrus, Stanly, Montgomery, Moore, Richmond, Anson, and Union counties.

WESTERN CAROLINA: Voters interviewed in Cherokee, Graham, Clay, Swain, Macon, Jackson, Haywood, Transylvania, Madison, Buncombe, Henderson, Polk, Rutherford, McDowell, Yancey, Mitchell, Avery, Cleveland, Lincoln, Catawba, Burke, Caldwell, Watauga, Ashe, Alleghany, Wilkes, and Alexander counties.