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Methodology

The purpose of this study was to find out certain voters attitudes in regarding beers, wines and spirits. The study consisted of 510 completed telephone interviews with Kansas registered voters. This research was conducted and completed the week of April 17, 2006. The margin of error for this study at the 95% confidence level is plus or minus 4.4%.



Beer, Wine and Spirits Survey Results

4/22/06

<i>Question</i>	<i>Frequency</i>	<i>Rel. Percent</i>	<i>Cum. Pct.</i>
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Q1 Are you or someone in your household over the age of 21 and a registered voter?

Yes	509	1.00	1.00
No	1	0.00	1.00
Total	510	1.00	

Q2 Thinking for a second about beer, wine, and liquor, do you think that all three have intoxicating effects?

Yes	480	0.94	0.94
No	16	0.03	0.97
Don't know	14	0.03	1.00
Total	510	1.00	

Q3 Do you think Kansas sales and distribution laws should treat beer, wine, and liquor in substantially the same way?

Yes	382	0.75	0.75
No	84	0.16	0.91
Don't know	44	0.09	1.00
Total	510	1.00	

<i>Question</i>	<i>Frequency</i>	<i>Rel. Percent</i>	<i>Cum. Pct.</i>
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Q4 In general, how satisfied are you with the selection of wine in your local stores?

Very satisfied	285	0.56	0.56
Somewhat satisfied	15	0.03	0.59
Not very satisfied	12	0.02	0.61
Not at all satisfied	69	0.14	0.75
Don't drink	115	0.23	0.97
Don't know	14	0.03	1.00
Total	510	1.00	

Currently it is not legal for anyone to deliver beverage alcohol to your home. Right now the 14 wineries in Kansas want to sell to consumers and ship it directly to their homes. When that happens, the FedEx or UPS driver is supposed to check ID. If Kansas allows such direct delivery for the 14 local wineries, the United States Supreme Court says that the State must also allow any wine seller anywhere in the world to sell and ship directly to homes in Kansas. These sales would be tracked by the state government only if the sellers report them voluntarily.

An alternative approach would allow customers to order from a winery in the world, who would then ship the wine to a local retailer and allow customers to pick it up at the retailers. The retailer/distributor would be required to report the sale and collect and pay taxes to the state. This approach would ensure that the Kansas Alcoholic Beverage Control would be able to track those sales.

Q5 Which approach do you think would best ensure that sellers of wine pay their fair share of taxes?

Ship to retailer.....	330	0.65	0.65
Ship to consumer	110	0.22	0.86
Don't know.....	70	0.14	1.00
Total	510	1.00	

Q6 Which approach would do a better job of ensuring that minors do not have access to alcohol?

Ship to retailer.....	407	0.80	0.80
Ship to consumer	53	0.10	0.90
Don't know.....	50	0.10	1.00
Total	510	1.00	

<i>Question</i>	<i>Frequency</i>	<i>Rel. Percent</i>	<i>Cum. Pct.</i>
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Q7 Which approach would best allow the State to ensure the safety and quality of wine bought by Kansas consumers?

Ship to retailer.....	375	0.74	0.74
Ship to consumer	66	0.13	0.86
Don't know.....	69	0.14	1.00
Total.....	510	1.00	

Q8 Some say that Kansas should allow wineries anywhere in the world to sell wine direct to consumers in Kansas, because it will mean lower cost and greater choice for Kansas consumers. Others say that continued regulation of wine sales is necessary to safeguard children and ensure the safety and quality of the product purchased. Which come closest to your thoughts?

Sales from anywhere.....	145	0.28	0.28
Regulate sales	300	0.59	0.87
Don't know.....	65	0.13	1.00
Total.....	510	1.00	

Q9 How many children under the age of 18 do you have living at home?

0	337	0.66	0.66
1	46	0.09	0.75
2	67	0.13	0.88
3	32	0.06	0.95
4	9	0.02	0.96
5	11	0.02	0.98
9	8	0.02	1.00
Total.....	510	1.00	

Q10 Does your household have access to the internet?

Yes	368	0.72	0.72
No	129	0.25	0.97
Don't know	13	0.03	1.00
Total.....	510	1.00	

<i>Question</i>	<i>Frequency</i>	<i>Rel. Percent</i>	<i>Cum. Pct.</i>
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Q11 Do your children purchase products over the internet?

Yes	109	0.21	0.21
No	378	0.74	0.95
Don't know	23	0.05	1.00
Total	510	1.00	

Q12 Are you concerned that minors (persons under 21) may use the internet to purchase alcohol (beer, wine or spirits)?

Yes	306	0.60	0.60
No	179	0.35	0.95
Don't know	25	0.05	1.00
Total	510	1.00	

Q13 With respect to politics, would you describe yourself as:

Conservative	161	0.32	0.32
Somewhat conservative	79	0.15	0.47
Moderate	105	0.21	0.68
Somewhat liberal	53	0.10	0.78
Liberal	59	0.12	0.90
Don't know	53	0.10	1.00
Total	510	1.00	

Age Group

Less than 21	26	0.05	0.05
21 to 49	241	0.47	0.52
50 to 64	128	0.25	0.77
65+	113	0.22	1.00
No answer	2	0.00	1.00
Total	510	1.00	

Party Reg.

Republican	277	0.54	0.54
Democratic	130	0.25	0.80
Libertarian	2	0.00	0.80
Independent	101	0.20	1.00
Total	510	1.00	

Wine Drinkers Only

Q5, 6, 7, & 8

<i>Question</i>	<i>Frequency</i>	<i>Rel. Percent</i>	<i>Cum. Pct.</i>
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Q5 Which approach do you think would best ensure that sellers of wine pay their fair share of taxes?

Ship to retailer.....	254	0.67	0.67
Ship to consumer	74	0.19	0.86
Don't know.....	53	0.14	1.00
Total.....	381	1.00	

Q6 Which approach would do a better job of ensuring that minors do not have access to alcohol?

Ship to retailer.....	298	0.78	0.78
Ship to consumer	45	0.12	0.90
Don't know.....	38	0.10	1.00
Total.....	381	1.00	

Q7 Which approach would best allow the State to ensure the safety and quality of wine bought by Kansas consumers?

Ship to retailer.....	280	0.73	0.73
Ship to consumer	48	0.13	0.86
Don't know.....	53	0.14	1.00
Total.....	381	1.00	

Q8 Some say that Kansas should allow wineries anywhere in the world to sell wine direct to consumers in Kansas, because it will mean lower cost and greater choice for Kansas consumers. Others say that continued regulation of wine sales is necessary to safeguard children and ensure the safety and quality of the product purchased. Which come closest to your thoughts?

Sales from anywhere.....	96	0.25	0.25
Regulate sales	228	0.60	0.85
Don't know.....	57	0.15	1.00
Total.....	381	1.00	