



National Poll of 1,113 Registered Voters · Conducted 01.24.12 · Margin of Error +/- 3 percentage points*

13. Starbucks is beginning to serve beer and wine in some of its stores. Do you think that it is appropriate or inappropriate for Starbucks to serve beer and wine?

	Age				Race				Gender		Party			
	Total	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Appropriate	39.1	44.4	44.4	38.7	25.5	43.6	25.1	27.4	46.0	48.6	30.2	37.5	38.7	41.2
Inappropriate	39.3	31.7	35.6	38.7	55.1	37.5	58.0	31.9	44.1	33.5	44.8	37.5	44.3	36.1
No opinion	21.6	23.9	20.0	22.7	19.4	18.9	17.0	40.8	9.9	17.9	25.0	24.9	17.0	22.7

Data for Poll Position survey research is collected using interactive voice response technology. Field work for all Poll Position surveys is conducted by Majority Opinion Research. Data are weighted by age, race, and gender. Questions of a political nature are additionally weighted by political party affiliation.

* Margin of error for demographic subgroups higher.