

Washington State Liquor Control Board

TOPLINE DATA

This summary presents response frequency distributions of a survey of 599 Washington State Liquor Store customers and 611 Non-customers. Telephone interviews were completed December 26-28, 2010. The overall margin of sampling error is ±4% for each sample (customers and non-customers). That means, in theory, if this same survey had been conducted 100 times, in at least 95 of those times the results would be within ±4% of the results reported here. The data are presented here in the same order the questions were asked in the interview. The figures in bold type are percentages of respondents who gave each answer. Percentages may not add to 100% due to rounding.

**GENDER:**

	Customer	Non-Customer
Male	<b>48</b>	<b>43</b>
Female	<b>52</b>	<b>57</b>

**1.** These questions are about liquor sales in Washington State. Within the last year or so, have your or anyone in your household shopped at Washington State liquor store? [IF YES: Have you, yourself shopped in a liquor store?]

**1.1.** Is there someone available to talk to who has shopped at a state liquor store?

START WITH NEW RESPONDENT ← YES  
SKIP TO Q12 ← NO Then I would like to continue with you

	Customer	Non-Customer
CONTINUE WITH Q2 ← SELF	<b>100</b>	<b>0</b>
ASK Q1.1 ← OTHER IN HOUSEHOLD	<b>0</b>	<b>3</b>
SKIP TO Q12 ← NO ONE	<b>0</b>	<b>97</b>

QUESTIONS 2 -11 ASKED ONLY OF CUSTOMERS (N=599)

**2.** Typically how often would you say you shop at a State Liquor store? Would you say...

About once a week...	<b>10</b>
Once a month...	<b>19</b>
Every couple of months...	<b>20</b>
2 to 4 time a year...	<b>34</b>
Once a year...	<b>18</b>
DK/NA...	<b>0</b>

- 3.** About half of the state liquor stores are managed and staffed by state employees. The other half are managed and staffed by private businesses under contract with the state. Do you happen to know whether the liquor store you shop most often is a state-run store or a contract store?

STATE RUN...**50**  
 CONTRACT...**11**  
 BOTH...**3**  
 DON'T KNOW...**35**

- 4.** As you may know, about half of the state liquor stores are open on Sundays. Have you shopped at a liquor store on Sunday?

YES...**28**  
 NO...**67**  
 DK/NA...**5**

- 5.** About half of the state liquor stores are also open on most holidays. Have you shopped at a liquor store on a holiday?

YES...**22**  
 NO...**76**  
 DK/NA...**3**

- 6.** Which of the following statements comes closest to your opinion:

ROTATE 1-2

All state liquor stores should be open on Sundays and holidays...**27**  
 No state liquor stores should be open on Sundays and holidays...**17**  
 It is about right as it is, with half open on Sundays and holidays...**49**  
 [NO OPINION] ...**6**

- 7.** How long does it typically take for you to get to the liquor store from your home?

Less than 5 minutes...**23**  
 5 to 10 minutes...**45**  
 10 to 15 minutes...**21**  
 More than 15 minutes...**11**  
 DK/NA...**0**

**8.** Now, I'd like to ask about your impression of the liquor store you shop most frequently. As I read a list of things about the store, I would like you to rate each one. We will use a letter grade system, like they use in school, where "A" is Excellent, "B" is Good, "C" is Satisfactory, "D" is Unsatisfactory and "F" is Failing. The first one is...

<b>ROTATE</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	<b>DK</b>	<b>MEAN</b>
A) The cleanliness of the store's interior .....	<b>60</b>	<b>32</b>	<b>6</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>3.53</b>
B) The courtesy of staff.....	<b>60</b>	<b>29</b>	<b>8</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>3.50</b>
C) Your safety in the store's parking lot.....	<b>56</b>	<b>29</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3.40</b>
D) The professionalism of staff.....	<b>53</b>	<b>32</b>	<b>11</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>3.39</b>
E) Having an adequate supply of the product you shop for .....	<b>54</b>	<b>31</b>	<b>11</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3.36</b>
F) The selection of liquor offered .....	<b>45</b>	<b>36</b>	<b>14</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3.27</b>
G) The level of staff knowledge about products ordered.....	<b>35</b>	<b>32</b>	<b>12</b>	<b>2</b>	<b>1</b>	<b>18</b>	<b>3.22</b>
H) The number of staff members to help customers .	<b>41</b>	<b>39</b>	<b>16</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3.18</b>
I) Helpfulness in getting special order items .....	<b>20</b>	<b>19</b>	<b>7</b>	<b>1</b>	<b>1</b>	<b>53</b>	<b>3.18</b>
J) Visibility of outside signs identifying the store....	<b>38</b>	<b>31</b>	<b>20</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>3.01</b>
K) The outside attractiveness of the store.....	<b>28</b>	<b>39</b>	<b>21</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>2.86</b>
L) The selection of wines offered.....	<b>20</b>	<b>26</b>	<b>17</b>	<b>7</b>	<b>4</b>	<b>27</b>	<b>2.69</b>
M) Value for the money.....	<b>18</b>	<b>31</b>	<b>24</b>	<b>0</b>	<b>11</b>	<b>6</b>	<b>2.38</b>
N) The store's prices.....	<b>16</b>	<b>31</b>	<b>21</b>	<b>12</b>	<b>15</b>	<b>6</b>	<b>2.23</b>

**9.** Are there types of liquor, wines, or beers not carried by the liquor store that you would like to see stocked? [OPEN]

22% GAVE AT LEAST ONE RESPONSE; DETAILS ON P.8

**10.** Next, I'd like to ask you a few questions about customer convenience. Using the same grading scale as before, how would you rate

	A	B	C	D	F	DK	MEAN
A) The convenience of the store's location.....	56	31	10	3	1	1	3.39
B) The speed of checkout.....	53	36	9	1	1	1	3.39
C) The convenience of the interior layout .....	49	38	10	1	0	1	3.37
D) The convenience of the store's operating hours ..	42	35	14	5	2	3	3.13

**11.** If you were to name one way the state could improve the convenience of their liquor stores, what would that be? [OPEN]

56% GAVE AT LEAST ONE RESPONSE; DETAILS ON P.9

QUESTIONS 12-20 ASKED OF BOTH CUSTOMERS & NON-CUSTOMERS

**12.** Currently, there are about 325 liquor stores in Washington. In your opinion, are there

	Customer	Non-Customer
Too many liquor stores	6	33
Not enough	22	3
About the right number	65	41
DK/NA	7	22

**12.1.** IF NOT ENOUGH: Do you think there should be a limit on the number of liquor stores? Or should the number be determined by the market?

BASE = 21 Non-Customers, 131 Customers.

	Customer	Non-Customer
LIMIT	6	5
DETERMINED BY MARKET	89	90
DK/NA	5	5

- 13.** The state is considering some changes in the operation of its liquor stores. As I read a few of these, tell me whether you think that is a good idea or a bad idea. The first one is...

	GOOD	BAD	DK
A) Allow customers to order on-line, then pick up their order at a state store			
Customer .....	<b>69</b>	<b>26</b>	<b>5</b>
Non-Customer .....	<b>37</b>	<b>55</b>	<b>8</b>
B) Expand items available in state liquor stores to include non-alcoholic items normally associated with alcoholic beverages, such as ice, soda, chips, stemware and so on			
Customer .....	<b>61</b>	<b>36</b>	<b>3</b>
Non-Customer .....	<b>41</b>	<b>52</b>	<b>7</b>
C) Open liquor stores inside other stores, – similar to the way coffee shops, and banks, and video stores currently operate inside some large grocery stores			
Customer .....	<b>59</b>	<b>38</b>	<b>3</b>
Non-Customer .....	<b>23</b>	<b>72</b>	<b>5</b>
D) Sell gift cards for redemption at liquor stores			
Customer .....	<b>55</b>	<b>41</b>	<b>3</b>
Non-Customer .....	<b>26</b>	<b>69</b>	<b>5</b>
E) Extend the hours of operation at state liquor stores			
Customer .....	<b>54</b>	<b>38</b>	<b>8</b>
Non-Customer .....	<b>17</b>	<b>73</b>	<b>10</b>
F) Allow sample tastings of hard liquor, beer, and wine in liquor stores			
Customer .....	<b>30</b>	<b>67</b>	<b>2</b>
Non-Customer .....	<b>12</b>	<b>85</b>	<b>3</b>

DEMOGRAPHICS

**14.** I have just a few last questions for our statistical analysis. How old are you?

	Customer	Non-Customer
21-35	<b>10</b>	<b>8</b>
36-50	<b>27</b>	<b>18</b>
51-64	<b>40</b>	<b>35</b>
65+	<b>23</b>	<b>38</b>
NO ANSWER	<b>1</b>	<b>1</b>

**15.** Do you yourself consume alcoholic beverages? [IF YES: Do you consume ]  
MULTIPLES ALLOWED

	Customer	Non-Customer
Wine	<b>67</b>	<b>23</b>
Beer	<b>54</b>	<b>15</b>
ASK 15.1 ← Hard liquor	<b>64</b>	<b>11</b>
ASK 15.1 ← Brandy, Sherry or specialty liqueurs	<b>36</b>	<b>5</b>
[OTHER]	<b>1</b>	<b>1</b>
DO NOT CONSUME	<b>4</b>	<b>67</b>

**15.1.** IF CONSUME (Q15 = 3 OR 4, HARD LIQUOR) BUT DO NOT SHOP (Q1=3) ASK:

You mentioned earlier that you have not shopped at a state liquor store. Is there a particular reason why you haven't?  
[OPEN]

n=76 respondents who consume spirits, but do not shop at WSLCB stores	NON-CUSTOMER
Don't Drink That Much/ Drink Only Occasionally	<b>20</b>
Go Elsewhere	<b>18</b>
Have Enough/ No Need/ Buy Infrequently	<b>18</b>
Don't Drink/ Don't Keep Liquor At Home	<b>15</b>
Someone Else Buys It	<b>11</b>
Don't Drink	<b>9</b>
Costs	<b>5</b>
No/ Inconvenient Locations	<b>4</b>
No Time	<b>4</b>
Should Not Be State Run	<b>3</b>
No Answer	<b>4</b>

**16.** Would you describe your community as...

	Customer	Non-Customer
Urban	<b>24</b>	<b>23</b>
Suburban	<b>34</b>	<b>31</b>
Small town	<b>24</b>	<b>24</b>
Rural	<b>19</b>	<b>19</b>
DK/NA	<b>1</b>	<b>1</b>

**17.** Which of these best describes your household at this time?

	Customer	Non-Customer
Couple with children at home	<b>34</b>	<b>28</b>
Couple with no children at home	<b>49</b>	<b>47</b>
Single with children at home	<b>4</b>	<b>4</b>
Single with no children at home	<b>13</b>	<b>20</b>
DK/NA	<b>1</b>	<b>0</b>

**18.** Which of the following best describes you at this time? Are you...

	Customer	Non-Customer
Self-employed or business owner	<b>15</b>	<b>9</b>
Employed in Private Business	<b>27</b>	<b>21</b>
Employed in the Public Sector, Like a Governmental Agency or Educational Institution	<b>18</b>	<b>13</b>
Not employed outside the home	<b>8</b>	<b>8</b>
Student	<b>1</b>	<b>2</b>
Retired	<b>29</b>	<b>46</b>
DK/NA	<b>2</b>	<b>1</b>

**19.** Finally, I am going to list four broad categories. Just stop me when I get to the category that best describes your approximate household income - before taxes - for this year.

	Customer	Non-Customer
\$25,000 or less	<b>9</b>	<b>17</b>
25 to 50,000	<b>20</b>	<b>24</b>
\$50 to 75,000	<b>23</b>	<b>22</b>
Over \$75,000	<b>34</b>	<b>20</b>
[DO NOT READ: NO ANSWER]	<b>13</b>	<b>17</b>

## OPEN-ENDED QUESTIONS

9. Are there types of liquor, wines, or beers not carried by the liquor store that you would like to see stocked? [OPEN]

<b>WINE NET</b>	<b>8%</b>
Wine/Champagne (General)	5%
Wine-Country Specific	1%
Wine-Brand Specific	1%
Washington State Wines	1%
Domestic Wines	<1%
<b>HARD LIQUOR BRANDS NET</b>	<b>8%</b>
(General)	1%
Country Specific	<1%
Whiskey Brand Specific	1%
Brandy/Cognac	1%
Vodka Brand Specific	1%
Rum Brand Specific	1%
Tequila Brand Specific	1%
Schnapps/Flavored Liquor	1%
Everclear/Absinthe	1%
Imported Liquors	1%
Domestic Liquors	<1%
<b>BEER NET</b>	<b>2%</b>
Beer (General)	1%
Imported Beer	<1%
Domestic/Microbrew	<1%
Beer-Brand Specific	<1%
<b>OTHER</b>	
More/Better Variety/Selection	3%
Brand Specific	2%
Better Prices	1%
Mixers	1%
Available Sizes	<1%
Other	1%
<b>No/ None/ Nothing/ Have What I Want</b>	<b>72%</b>
<b>NO ANSWER</b>	<b>6%</b>



11. If you were to name one way the state could improve the convenience of their liquor stores, what would that be? [OPEN]

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Privatize/Get State Out of Liquor Business	<b>16</b>
Lower/Competitive Prices	<b>13</b>
Better/Extended Hours	<b>11</b>
Sell In Grocery/Other Stores	<b>5</b>
More Selection/Variety	<b>5</b>
More/Closer Stores	<b>5</b>
More Staff/Better Customer Service	<b>3</b>
Store Layout	<b>2</b>
Parking	<b>1</b>
Appearance/Signs	<b>1</b>
Drive-Thru	<b>1</b>
Delivery/On-Line Ordering	<b>1</b>
No/None/Nothing/Ok As Is	<b>27</b>
Other	<b>2</b>
DK/NA/Refused	<b>15</b>

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# DATA TABLES

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## READING THE CROSTABULATION TABLES

The crosstabulations found in this report are presented in a "banner table" format. Categories of respondents (e.g. "35-54 years old," or "Female") are listed across the top of each page (the "banner"). The questions asked in the survey are listed down the left margin. The figures in the cells are percentages based on the number of respondents in the category at the head of each



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# **CUSTOMERS**

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WA Liquor Control Board - Customer Survey - January 2011

	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599 100	288 100	311 100	60 100	160 100	240 100	136 100	225 100	369 100	55 100	121 100	140 100	205 100
[2] HOW OFTEN SHOP													
1 Week	59 10%	38 13%	21 7%	10 17%	18 11%	22 9%	9 7%	22 10%	37 10%	6 11%	10 8%	16 11%	21 10%
1 Month	113 19%	67 23%	46 15%	13 22%	34 21%	44 18%	20 15%	47 21%	66 18%	7 13%	15 12%	32 23%	44 21%
Every Couple months	117 20%	60 21%	57 18%	16 27%	34 21%	43 18%	24 18%	43 19%	73 20%	13 24%	28 23%	29 21%	35 17%
2-4 Times Year	202 34%	87 30%	115 37%	16 27%	56 35%	82 34%	47 35%	84 37%	116 31%	16 29%	38 31%	44 31%	74 36%
1 Year	106 18%	35 12%	71 23%	5 8%	17 11%	48 20%	36 26%	29 13%	75 20%	13 24%	29 24%	19 14%	31 15%
DK/NA	2 0%	1 0%	1 0%	0 0%	1 1%	1 0%	0 0%	0 0%	2 1%	0 0%	1 1%	0 0%	0 0%
[3] KNOW HOW STORE SHOP IS RUN													
State Run	302 50%	151 52%	151 49%	29 48%	79 49%	110 46%	84 62%	109 48%	191 52%	27 49%	59 49%	68 49%	107 52%
Contract	67 11%	39 14%	28 9%	5 8%	14 9%	37 15%	11 8%	24 11%	43 12%	5 9%	12 10%	20 14%	21 10%
Both	19 3%	12 4%	7 2%	2 3%	7 4%	8 3%	2 1%	7 3%	12 3%	2 4%	6 5%	2 1%	7 3%
DK	211 35%	86 30%	125 40%	24 40%	60 38%	85 35%	39 29%	85 38%	123 33%	21 38%	44 36%	50 36%	70 34%
[4] SHOP ON SUNDAY													
Yes	168 28%	94 33%	74 24%	23 38%	53 33%	66 28%	26 19%	77 34%	90 24%	11 20%	33 27%	31 22%	71 35%
No	402 67%	180 63%	222 71%	35 58%	104 65%	156 65%	105 77%	139 62%	259 70%	41 75%	84 69%	103 74%	125 61%
DK/NA	29 5%	14 5%	15 5%	2 3%	3 2%	18 8%	5 4%	9 4%	20 5%	3 5%	4 3%	6 4%	9 4%
[5] SHOP ON A HOLIDAY													
Yes	130 22%	68 24%	62 20%	20 33%	43 27%	47 20%	20 15%	53 24%	77 21%	7 13%	34 28%	31 22%	45 22%
No	453 76%	212 74%	241 77%	39 65%	113 71%	184 77%	114 84%	165 73%	283 77%	47 85%	87 72%	102 73%	154 75%
DK/NA	16 3%	8 3%	8 3%	1 2%	4 3%	9 4%	2 1%	7 3%	9 2%	1 2%	0 0%	7 5%	6 3%
[6] STORES OPEN SUNDAYS/HOLIDAYS													
All Open	163 27%	95 33%	68 22%	22 37%	44 28%	62 26%	34 25%	60 27%	102 28%	16 29%	30 25%	35 25%	61 30%
None Open	104 17%	39 14%	65 21%	11 18%	22 14%	41 17%	30 22%	43 19%	61 17%	11 20%	22 18%	24 17%	36 18%
Right As Is/Half	294 49%	132 46%	162 52%	24 40%	83 52%	122 51%	64 47%	110 49%	181 49%	22 40%	64 53%	75 54%	96 47%
No Opinion	38 6%	22 8%	16 5%	3 5%	11 7%	15 6%	8 6%	12 5%	25 7%	6 11%	5 4%	6 4%	12 6%
[7] HOW LONG TO GET TO STORE													
Less 5 min	137 23%	63 22%	74 24%	26 43%	40 25%	47 20%	23 17%	64 28%	71 19%	12 22%	32 26%	33 24%	44 21%
5-10 min	269 45%	136 47%	133 43%	25 42%	76 48%	105 44%	63 46%	99 44%	170 46%	23 42%	56 46%	68 49%	91 44%
10-15 min	123 21%	57 20%	66 21%	8 13%	30 19%	53 22%	31 23%	36 16%	85 23%	10 18%	19 16%	26 19%	49 24%
More 15 min	68 11%	32 11%	36 12%	1 2%	13 8%	35 15%	18 13%	25 11%	42 11%	10 18%	14 12%	12 9%	21 10%
DK/NA	2 0%	0 0%	2 1%	0 0%	1 1%	0 0%	1 1%	1 0%	1 0%	0 0%	0 0%	1 1%	0 0%

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WA Liquor Control Board - Customer Survey - January 2011

	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employed	Retired
TOTAL (N=)	599 100	141 100	201 100	143 100	111 100	90 100	164 100	108 100	56 100	171 100
[2] HOW OFTEN SHOP										
1 Week	59 10%	16 11%	24 12%	7 5%	12 11%	19 21%	14 9%	9 8%	6 11%	11 6%
1 Month	113 19%	28 20%	38 19%	24 17%	23 21%	21 23%	34 21%	20 19%	9 16%	28 16%
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2-4 Times Year	202 34%	45 32%	68 34%	47 33%	40 36%	20 22%	57 35%	42 39%	21 38%	57 33%
1 Year	106 18%	23 16%	36 18%	27 19%	19 17%	12 13%	19 12%	16 15%	7 13%	50 29%
DK/NA	2 0%	0 0%	1 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%
[3] KNOW HOW STORE SHOP IS RUN										
State Run	302 50%	77 55%	109 54%	68 48%	47 42%	36 40%	77 47%	62 57%	25 45%	97 57%
Contract	67 11%	8 6%	10 5%	26 18%	23 21%	19 21%	15 9%	8 7%	4 7%	21 12%
Both	19 3%	5 4%	4 2%	4 3%	6 5%	4 4%	7 4%	1 1%	4 7%	3 2%
DK	211 35%	51 36%	78 39%	45 31%	35 32%	31 34%	65 40%	37 34%	23 41%	50 29%
[4] SHOP ON SUNDAY										
Yes	168 28%	39 28%	57 28%	37 26%	34 31%	38 42%	56 34%	30 28%	14 25%	28 16%
No	402 67%	96 68%	132 66%	102 71%	70 63%	47 52%	101 62%	75 69%	40 71%	132 77%
DK/NA	29 5%	6 4%	12 6%	4 3%	7 6%	5 6%	7 4%	3 3%	2 4%	11 6%
[5] SHOP ON A HOLIDAY										
Yes	130 22%	28 20%	51 25%	29 20%	21 19%	25 28%	40 24%	27 25%	11 20%	26 15%
No	453 76%	106 75%	145 72%	112 78%	88 79%	60 67%	120 73%	79 73%	44 79%	142 83%
DK/NA	16 3%	7 5%	5 2%	2 1%	2 2%	5 6%	4 2%	2 2%	1 2%	3 2%
[6] STORES OPEN SUNDAYS/HOLIDAYS										
All Open	163 27%	42 30%	58 29%	37 26%	25 23%	37 41%	46 28%	30 28%	15 27%	34 20%
None Open	104 17%	22 16%	33 16%	32 22%	17 15%	11 12%	33 20%	20 19%	2 4%	37 22%
Right As Is/Half	294 49%	65 46%	104 52%	65 45%	58 52%	37 41%	80 49%	51 47%	33 59%	86 50%
No Opinion	38 6%	12 9%	6 3%	9 6%	11 10%	5 6%	5 3%	7 6%	6 11%	14 8%
[7] HOW LONG TO GET TO STORE										
Less 5 min	137 23%	37 26%	54 27%	35 24%	10 9%	22 24%	27 16%	33 31%	17 30%	35 20%
5-10 min	269 45%	67 48%	95 47%	62 43%	45 41%	36 40%	79 48%	48 44%	21 38%	81 47%
10-15 min	123 21%	27 19%	37 18%	29 20%	28 25%	18 20%	39 24%	15 14%	13 23%	35 20%
More 15 min	68 11%	10 7%	14 7%	16 11%	28 25%	13 14%	19 12%	11 10%	5 9%	20 12%
DK/NA	2 0%	0 0%	1 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%

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WA Liquor Control Board - Customer Survey - January 2011

	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED			Consume Wine	Consume Beer	Consume Hard Liquor	Consume Special Liquor
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Contract	Dont Know				
TOTAL (N=)	599 100	172 100	319 100	106 100	302 100	67 100	230 100	402 100	324 100	385 100	213 100
[2] HOW OFTEN SHOP											
1 Week	59 10%	59 34%	0 0%	0 0%	32 11%	10 15%	17 7%	39 10%	40 12%	44 11%	25 12%
1 Month	113 19%	113 66%	0 0%	0 0%	56 19%	16 24%	41 18%	77 19%	71 22%	87 23%	38 18%
Every Couple months	117 20%	0 0%	117 37%	0 0%	66 22%	14 21%	37 16%	81 20%	73 23%	84 22%	44 21%
2-4 Times Year	202 34%	0 0%	202 63%	0 0%	108 36%	15 22%	79 34%	138 34%	105 32%	127 33%	74 35%
1 Year	106 18%	0 0%	0 0%	106 100	40 13%	11 16%	55 24%	66 16%	34 10%	41 11%	31 15%
DK/NA	2 0%	0 0%	0 0%	0 0%	0 0%	1 1%	1 0%	1 0%	1 0%	2 1%	1 0%
[3] KNOW HOW STORE SHOP IS RUN											
State Run	302 50%	88 51%	174 55%	40 38%	302 100	0 0%	0 0%	205 51%	172 53%	204 53%	101 47%
Contract	67 11%	26 15%	29 9%	11 10%	0 0%	67 100	0 0%	37 9%	41 13%	44 11%	26 12%
Both	19 3%	11 6%	6 2%	2 2%	0 0%	0 0%	19 8%	13 3%	13 4%	15 4%	10 5%
DK	211 35%	47 27%	110 34%	53 50%	0 0%	0 0%	211 92%	147 37%	98 30%	122 32%	76 36%
[4] SHOP ON SUNDAY											
Yes	168 28%	83 48%	74 23%	10 9%	93 31%	25 37%	50 22%	116 29%	106 33%	121 31%	71 33%
No	402 67%	86 50%	226 71%	89 84%	196 65%	39 58%	167 73%	266 66%	206 64%	245 64%	134 63%
DK/NA	29 5%	3 2%	19 6%	7 7%	13 4%	3 4%	13 6%	20 5%	12 4%	19 5%	8 4%
[5] SHOP ON A HOLIDAY											
Yes	130 22%	63 37%	54 17%	12 11%	68 23%	15 22%	47 20%	88 22%	75 23%	83 22%	47 22%
No	453 76%	105 61%	255 80%	92 87%	228 75%	48 72%	177 77%	302 75%	243 75%	289 75%	160 75%
DK/NA	16 3%	4 2%	10 3%	2 2%	6 2%	4 6%	6 3%	12 3%	6 2%	13 3%	6 3%
[6] STORES OPEN SUNDAYS/HOLIDAYS											
All Open	163 27%	63 37%	77 24%	22 21%	87 29%	15 22%	61 27%	108 27%	99 31%	113 29%	61 29%
None Open	104 17%	18 10%	62 19%	24 23%	51 17%	10 15%	43 19%	76 19%	61 19%	58 15%	37 17%
Right As Is/Half	294 49%	85 49%	158 50%	50 47%	152 50%	36 54%	106 46%	194 48%	149 46%	193 50%	101 47%
No Opinion	38 6%	6 3%	22 7%	10 9%	12 4%	6 9%	20 9%	24 6%	15 5%	21 5%	14 7%
[7] HOW LONG TO GET TO STORE											
Less 5 min	137 23%	44 26%	71 22%	22 21%	72 24%	15 22%	50 22%	84 21%	78 24%	88 23%	46 22%
5-10 min	269 45%	77 45%	146 46%	44 42%	124 41%	31 46%	114 50%	186 46%	146 45%	176 46%	97 46%
10-15 min	123 21%	36 21%	62 19%	25 24%	72 24%	12 18%	39 17%	86 21%	68 21%	81 21%	50 23%
More 15 min	68 11%	15 9%	40 13%	13 12%	34 11%	9 13%	25 11%	44 11%	31 10%	39 10%	20 9%
DK/NA	2 0%	0 0%	0 0%	2 2%	0 0%	0 0%	2 1%	2 0%	1 0%	1 0%	0 0%

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MEANS 0=F 4=A	TOTAL	GENDER		AGE				HOUSEHOLD		INCOME			
	(N=)	Male	Female	21-35	36-50	51-64	65+	Kids	No Kids	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599	288	311	60	160	240	136	225	369	55	121	140	205
[8A] COURTESY OF STAFF	3.50	3.43	3.57	3.30	3.48	3.55	3.53	3.50	3.51	3.40	3.46	3.57	3.51
[8B] PROFESSIONALISM OF STAFF	3.39	3.34	3.43	3.30	3.38	3.43	3.38	3.41	3.38	3.31	3.30	3.48	3.42
[8C] NUMBER OF STAFF TO HELP	3.18	3.09	3.27	2.92	3.17	3.26	3.17	3.17	3.20	3.05	3.07	3.31	3.15
[8D] HELPFULNESS IN SPECIAL ORDERS	3.18	3.11	3.25	3.07	3.24	3.29	2.97	3.22	3.17	2.80	3.15	3.32	3.24
[8E] LEVEL OF STAFF KNOWLEDGE	3.22	3.15	3.29	3.14	3.22	3.21	3.27	3.19	3.25	3.09	3.16	3.19	3.29
[8F] VISIBILITY OF OUTSIDE SIGNS	3.01	2.89	3.11	2.68	3.04	3.00	3.13	2.99	3.02	2.85	2.95	3.11	2.96
[8G] OUTSIDE ATTRACTIVENESS OF STORE	2.86	2.69	3.02	2.80	2.81	2.86	2.95	2.78	2.91	2.73	2.78	2.94	2.84
[8H] SAFETY IN THE PARKING LOT	3.40	3.26	3.53	3.27	3.41	3.44	3.41	3.40	3.43	3.23	3.28	3.43	3.52
[8I] CLEANLINESS OF STORE INTERIOR	3.53	3.47	3.59	3.49	3.54	3.54	3.55	3.57	3.52	3.52	3.50	3.55	3.57
[8J] HAVING ADEQUATE SUPPLY OF PRODUCTS	3.36	3.27	3.44	3.37	3.43	3.32	3.33	3.42	3.34	3.33	3.32	3.38	3.36
[8K] SELECTION OF LIQUOR OFFERED	3.27	3.19	3.35	3.36	3.31	3.19	3.33	3.31	3.26	3.19	3.25	3.31	3.30
[8L] SELECTION OF WINES OFFERED	2.69	2.54	2.85	2.50	2.68	2.60	2.94	2.65	2.74	2.68	2.75	2.62	2.61
[8M] VALUE FOR THE MONEY	2.38	2.25	2.50	2.50	2.45	2.29	2.39	2.55	2.28	2.27	2.27	2.53	2.29
[8N] STORES PRICES	2.23	2.11	2.36	2.36	2.32	2.12	2.25	2.34	2.17	2.12	2.21	2.19	2.19

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MEANS 0=F 4=A	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employ	Retired
TOTAL (N=)	599	141	201	143	111	90	164	108	56	171
[8A] COURTESY OF STAFF	3.50	3.48	3.42	3.49	3.69	3.45	3.44	3.49	3.41	3.62
[8B] PROFESSIONALISM OF STAFF	3.39	3.40	3.34	3.32	3.53	3.34	3.30	3.37	3.46	3.47
[8C] NUMBER OF STAFF TO HELP	3.18	3.15	3.18	3.15	3.25	3.16	3.18	3.15	3.07	3.27
[8D] HELPFULNESS IN SPECIAL ORDERS	3.18	3.12	3.15	3.21	3.29	3.19	3.15	3.20	3.24	3.19
[8E] LEVEL OF STAFF KNOWLEDGE	3.22	3.28	3.19	3.16	3.28	3.15	3.17	3.17	3.33	3.31
[8F] VISIBILITY OF OUTSIDE SIGNS	3.01	3.15	3.00	2.96	2.89	2.98	3.07	3.00	2.68	3.07
[8G] OUTSIDE ATTRACTIVENESS OF STORE	2.86	2.82	2.89	2.84	2.87	2.68	2.86	2.88	2.62	3.01
[8H] SAFETY IN THE PARKING LOT	3.40	3.39	3.37	3.38	3.53	3.40	3.42	3.42	3.31	3.42
[8I] CLEANLINESS OF STORE INTERIOR	3.53	3.57	3.44	3.58	3.60	3.55	3.46	3.58	3.45	3.61
[8J] HAVING ADEQUATE SUPPLY OF PRODUCTS	3.36	3.38	3.30	3.37	3.43	3.17	3.39	3.38	3.38	3.40
[8K] SELECTION OF LIQUOR OFFERED	3.27	3.24	3.26	3.27	3.33	3.10	3.31	3.22	3.24	3.39
[8L] SELECTION OF WINES OFFERED	2.69	2.74	2.78	2.73	2.43	2.29	2.76	2.73	2.39	2.92
[8M] VALUE FOR THE MONEY	2.38	2.44	2.42	2.34	2.25	2.36	2.27	2.51	2.33	2.40
[8N] STORES PRICES	2.23	2.18	2.41	2.14	2.07	2.06	2.18	2.36	2.28	2.22

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MEANS 0=F 4=A	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED						
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Contract	Dont Know	Consume Wine	Consume Beer	Consume Hard Liquor	Consume Special Liquor
TOTAL (N=)	599	172	319	106	302	67	230	402	324	385	213
[8A] COURTESY OF STAFF	3.50	3.45	3.50	3.58	3.47	3.63	3.50	3.46	3.48	3.53	3.52
[8B] PROFESSIONALISM OF STAFF	3.39	3.35	3.40	3.42	3.36	3.45	3.41	3.36	3.39	3.40	3.39
[8C] NUMBER OF STAFF TO HELP	3.18	3.05	3.25	3.21	3.18	3.21	3.17	3.12	3.12	3.18	3.17
[8D] HELPFULNESS IN SPECIAL ORDERS	3.18	3.19	3.18	3.17	3.16	3.50	3.10	3.15	3.17	3.18	3.16
[8E] LEVEL OF STAFF KNOWLEDGE	3.22	3.17	3.24	3.26	3.23	3.27	3.18	3.18	3.22	3.25	3.18
[8F] VISIBILITY OF OUTSIDE SIGNS	3.01	2.92	3.01	3.13	3.05	2.89	2.98	2.97	2.93	2.99	3.00
[8G] OUTSIDE ATTRACTIVENESS OF STORE	2.86	2.82	2.84	2.98	2.88	2.87	2.83	2.85	2.79	2.83	2.83
[8H] SAFETY IN THE PARKING LOT	3.40	3.27	3.47	3.44	3.34	3.54	3.45	3.36	3.39	3.42	3.43
[8I] CLEANLINESS OF STORE INTERIOR	3.53	3.46	3.54	3.62	3.51	3.68	3.52	3.51	3.48	3.52	3.54
[8J] HAVING ADEQUATE SUPPLY OF PRODUCTS	3.36	3.27	3.36	3.52	3.36	3.29	3.38	3.29	3.31	3.37	3.39
[8K] SELECTION OF LIQUOR OFFERED	3.27	3.21	3.26	3.44	3.25	3.22	3.32	3.24	3.28	3.26	3.32
[8L] SELECTION OF WINES OFFERED	2.69	2.59	2.73	2.79	2.73	2.59	2.67	2.66	2.59	2.63	2.54
[8M] VALUE FOR THE MONEY	2.38	2.27	2.38	2.62	2.34	2.47	2.41	2.35	2.28	2.33	2.27
[8N] STORES PRICES	2.23	2.08	2.27	2.43	2.19	2.26	2.29	2.22	2.14	2.18	2.07

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	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599 100	288 100	311 100	60 100	160 100	240 100	136 100	225 100	369 100	55 100	121 100	140 100	205 100
[8A] COURTESY OF STAFF													
Grade F	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
D	6 1%	4 1%	2 1%	1 2%	3 2%	2 1%	0 0%	3 1%	3 1%	2 2%	0 0%	0 0%	3 1%
C	49 8%	28 10%	21 7%	8 13%	13 8%	15 6%	12 9%	18 8%	30 8%	7 13%	12 10%	9 6%	12 6%
B	176 29%	91 32%	85 27%	23 38%	46 29%	70 29%	36 26%	66 29%	109 30%	16 29%	31 26%	41 29%	67 33%
Grade A	360 60%	161 56%	199 64%	28 47%	95 59%	150 63%	86 63%	133 59%	225 61%	31 56%	74 61%	86 61%	122 60%
DK	7 1%	3 1%	4 1%	0 0%	3 2%	3 1%	1 1%	5 2%	2 1%	0 0%	1 1%	4 3%	1 0%
[8B] PROFESSIONALISM OF STAFF													
Grade F	2 0%	1 0%	1 0%	0 0%	0 0%	1 0%	1 1%	0 0%	2 1%	0 0%	2 2%	0 0%	0 0%
D	9 2%	6 2%	3 1%	1 2%	4 3%	1 0%	2 1%	3 1%	5 1%	2 4%	3 2%	0 0%	2 1%
C	67 11%	35 12%	32 10%	5 8%	17 11%	30 13%	15 11%	22 10%	44 12%	8 15%	14 12%	14 10%	19 9%
B	192 32%	96 33%	96 31%	29 48%	50 31%	69 29%	43 32%	75 33%	116 31%	15 27%	39 32%	42 30%	74 36%
Grade A	318 53%	147 51%	171 55%	25 42%	84 53%	136 57%	72 53%	118 52%	198 54%	29 53%	62 51%	79 56%	107 52%
DK	11 2%	3 1%	8 3%	0 0%	5 3%	3 1%	3 2%	7 3%	4 1%	1 2%	1 1%	5 4%	3 1%
[8C] NUMBER OF STAFF TO HELP													
Grade F	8 1%	4 1%	4 1%	2 3%	1 1%	3 1%	2 1%	2 1%	5 1%	1 2%	3 2%	0 0%	2 1%
D	9 2%	6 2%	3 1%	1 2%	4 3%	3 1%	1 1%	3 1%	6 2%	1 2%	4 3%	1 1%	3 1%
C	95 16%	54 19%	41 13%	17 28%	22 14%	31 13%	25 18%	39 17%	54 15%	11 20%	26 21%	18 13%	31 15%
B	233 39%	117 41%	116 37%	20 33%	70 44%	91 38%	50 37%	87 39%	146 40%	23 42%	36 30%	54 39%	91 44%
Grade A	243 41%	103 36%	140 45%	20 33%	59 37%	108 45%	55 40%	88 39%	153 41%	19 35%	51 42%	62 44%	74 36%
DK	11 2%	4 1%	7 2%	0 0%	4 3%	4 2%	3 2%	6 3%	5 1%	0 0%	1 1%	5 4%	4 2%
[8D] HELPFULNESS IN SPECIAL ORDERS													
Grade F	5 1%	2 1%	3 1%	0 0%	0 0%	1 0%	4 3%	0 0%	5 1%	1 2%	1 1%	0 0%	0 0%
D	5 1%	4 1%	1 0%	1 2%	1 1%	2 1%	1 1%	1 0%	3 1%	0 0%	2 2%	1 1%	2 1%
C	42 7%	24 8%	18 6%	6 10%	10 6%	12 5%	14 10%	15 7%	26 7%	7 13%	10 8%	5 4%	16 8%
B	111 19%	59 20%	52 17%	11 18%	37 23%	41 17%	22 16%	46 20%	65 18%	12 22%	17 14%	30 21%	41 20%
Grade A	117 20%	54 19%	63 20%	10 17%	31 19%	50 21%	26 19%	39 17%	77 21%	5 9%	25 21%	27 19%	45 22%
DK	319 53%	145 50%	174 56%	32 53%	81 51%	134 56%	69 51%	124 55%	193 52%	30 55%	66 55%	77 55%	101 49%
[8E] LEVEL OF STAFF KNOWLEDGE													
Grade F	5 1%	3 1%	2 1%	0 0%	0 0%	2 1%	3 2%	1 0%	4 1%	1 2%	2 2%	1 1%	0 0%
D	10 2%	6 2%	4 1%	1 2%	4 3%	4 2%	1 1%	6 3%	3 1%	1 2%	4 3%	3 2%	1 0%
C	69 12%	38 13%	31 10%	7 12%	20 13%	30 13%	12 9%	28 12%	40 11%	8 15%	17 14%	14 10%	23 11%
B	193 32%	96 33%	97 31%	20 33%	52 33%	75 31%	43 32%	68 30%	123 33%	18 33%	34 28%	45 32%	70 34%
Grade A	212 35%	95 33%	117 38%	15 25%	58 36%	86 36%	53 39%	77 34%	134 36%	17 31%	48 40%	43 31%	74 36%
DK	110 18%	50 17%	60 19%	17 28%	26 16%	43 18%	24 18%	45 20%	65 18%	10 18%	16 13%	34 24%	37 18%

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	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employ	Retired
TOTAL (N=)	599 100	141 100	201 100	143 100	111 100	90 100	164 100	108 100	56 100	171 100
[8A] COURTESY OF STAFF										
Grade F	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
D	6 1%	2 1%	2 1%	2 1%	0 0%	2 2%	1 1%	1 1%	2 4%	0 0%
C	49 8%	12 9%	18 9%	13 9%	5 5%	10 11%	17 10%	2 2%	8 14%	11 6%
B	176 29%	43 30%	69 34%	40 28%	24 22%	22 24%	55 34%	47 44%	11 20%	39 23%
Grade A	360 60%	83 59%	107 53%	87 61%	81 73%	53 59%	91 55%	56 52%	35 63%	119 70%
DK	7 1%	1 1%	4 2%	1 1%	1 1%	3 3%	0 0%	2 2%	0 0%	1 1%
[8B] PROFESSIONALISM OF STAFF										
Grade F	2 0%	0 0%	1 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%
D	9 2%	1 1%	5 2%	3 2%	0 0%	3 3%	3 2%	0 0%	1 2%	2 1%
C	67 11%	18 13%	17 8%	22 15%	9 8%	11 12%	23 14%	13 12%	6 11%	12 7%
B	192 32%	45 32%	75 37%	39 27%	33 30%	23 26%	58 35%	40 37%	15 27%	55 32%
Grade A	318 53%	77 55%	97 48%	76 53%	66 59%	50 56%	78 48%	52 48%	34 61%	98 57%
DK	11 2%	0 0%	6 3%	2 1%	3 3%	2 2%	2 1%	3 3%	0 0%	3 2%
[8C] NUMBER OF STAFF TO HELP										
Grade F	8 1%	1 1%	4 2%	3 2%	0 0%	3 3%	1 1%	1 1%	1 2%	1 1%
D	9 2%	1 1%	3 1%	3 2%	2 2%	2 2%	3 2%	2 2%	1 2%	1 1%
C	95 16%	24 17%	25 12%	26 18%	19 17%	13 14%	30 18%	12 11%	13 23%	25 15%
B	233 39%	64 45%	85 42%	46 32%	38 34%	30 33%	59 36%	55 51%	19 34%	67 39%
Grade A	243 41%	50 35%	78 39%	62 43%	51 46%	40 44%	68 41%	35 32%	22 39%	75 44%
DK	11 2%	1 1%	6 3%	3 2%	1 1%	2 2%	3 2%	3 3%	0 0%	2 1%
[8D] HELPFULNESS IN SPECIAL ORDERS										
Grade F	5 1%	2 1%	2 1%	1 1%	0 0%	1 1%	1 1%	0 0%	0 0%	3 2%
D	5 1%	0 0%	3 1%	2 1%	0 0%	0 0%	3 2%	1 1%	0 0%	1 1%
C	42 7%	12 9%	10 5%	10 7%	9 8%	6 7%	13 8%	7 6%	3 5%	12 7%
B	111 19%	27 19%	44 22%	19 13%	21 19%	14 16%	30 18%	27 25%	10 18%	28 16%
Grade A	117 20%	26 18%	36 18%	30 21%	25 23%	16 18%	34 21%	20 19%	8 14%	39 23%
DK	319 53%	74 52%	106 53%	81 57%	56 50%	53 59%	83 51%	53 49%	35 63%	88 51%
[8E] LEVEL OF STAFF KNOWLEDGE										
Grade F	5 1%	1 1%	2 1%	2 1%	0 0%	1 1%	1 1%	0 0%	0 0%	3 2%
D	10 2%	0 0%	4 2%	4 3%	2 2%	4 4%	4 2%	0 0%	1 2%	1 1%
C	69 12%	17 12%	17 8%	21 15%	13 12%	11 12%	15 9%	17 16%	7 13%	17 10%
B	193 32%	49 35%	77 38%	32 22%	34 31%	19 21%	68 41%	40 37%	13 23%	50 29%
Grade A	212 35%	54 38%	62 31%	53 37%	43 39%	32 36%	49 30%	32 30%	24 43%	72 42%
DK	110 18%	20 14%	39 19%	31 22%	19 17%	23 26%	27 16%	19 18%	11 20%	28 16%

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	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED			Consume Wine	Consume Beer	Consume Hard Liquor	Consume Special Liquor
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Contract	Dont Know				
TOTAL (N=)	599 100	172 100	319 100	106 100	302 100	67 100	230 100	402 100	324 100	385 100	213 100
[8A] COURTESY OF STAFF											
Grade F	1 0%	0 0%	1 0%	0 0%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%
D	6 1%	3 2%	3 1%	0 0%	2 1%	1 1%	3 1%	4 1%	4 1%	3 1%	0 0%
C	49 8%	17 10%	23 7%	8 8%	28 9%	5 7%	16 7%	36 9%	29 9%	28 7%	18 8%
B	176 29%	51 30%	99 31%	26 25%	98 32%	11 16%	67 29%	124 31%	96 30%	116 30%	66 31%
Grade A	360 60%	100 58%	192 60%	67 63%	173 57%	48 72%	139 60%	230 57%	192 59%	235 61%	128 60%
DK	7 1%	1 1%	1 0%	5 5%	1 0%	2 3%	4 2%	7 2%	3 1%	3 1%	1 0%
[8B] PROFESSIONALISM OF STAFF											
Grade F	2 0%	0 0%	2 1%	0 0%	1 0%	0 0%	1 0%	2 0%	0 0%	0 0%	0 0%
D	9 2%	4 2%	3 1%	2 2%	6 2%	0 0%	3 1%	7 2%	3 1%	2 1%	0 0%
C	67 11%	20 12%	31 10%	15 14%	30 10%	10 15%	27 12%	46 11%	37 11%	43 11%	26 12%
B	192 32%	58 34%	112 35%	22 21%	112 37%	16 24%	64 28%	131 33%	112 35%	136 35%	77 36%
Grade A	318 53%	88 51%	168 53%	61 58%	152 50%	39 58%	127 55%	209 52%	167 52%	200 52%	107 50%
DK	11 2%	2 1%	3 1%	6 6%	1 0%	2 3%	8 3%	7 2%	5 2%	4 1%	3 1%
[8C] NUMBER OF STAFF TO HELP											
Grade F	8 1%	3 2%	5 2%	0 0%	2 1%	1 1%	5 2%	7 2%	4 1%	4 1%	3 1%
D	9 2%	6 3%	2 1%	1 1%	5 2%	1 1%	3 1%	6 1%	6 2%	4 1%	5 2%
C	95 16%	35 20%	44 14%	15 14%	46 15%	13 19%	36 16%	69 17%	58 18%	64 17%	30 14%
B	233 39%	62 36%	125 39%	45 42%	130 43%	19 28%	84 37%	161 40%	132 41%	155 40%	87 41%
Grade A	243 41%	64 37%	141 44%	38 36%	117 39%	32 48%	94 41%	149 37%	121 37%	153 40%	85 40%
DK	11 2%	2 1%	2 1%	7 7%	2 1%	1 1%	8 3%	10 2%	3 1%	5 1%	3 1%
[8D] HELPFULNESS IN SPECIAL ORDERS											
Grade F	5 1%	2 1%	3 1%	0 0%	3 1%	0 0%	2 1%	5 1%	2 1%	2 1%	2 1%
D	5 1%	1 1%	4 1%	0 0%	3 1%	0 0%	2 1%	3 1%	4 1%	3 1%	3 1%
C	42 7%	10 6%	22 7%	10 9%	25 8%	2 3%	15 7%	27 7%	26 8%	26 7%	17 8%
B	111 19%	39 23%	58 18%	14 13%	74 25%	11 16%	26 11%	80 20%	64 20%	75 19%	39 18%
Grade A	117 20%	34 20%	66 21%	17 16%	67 22%	17 25%	33 14%	76 19%	68 21%	69 18%	46 22%
DK	319 53%	86 50%	166 52%	65 61%	130 43%	37 55%	152 66%	211 52%	160 49%	210 55%	106 50%
[8E] LEVEL OF STAFF KNOWLEDGE											
Grade F	5 1%	3 2%	1 0%	1 1%	4 1%	1 1%	0 0%	5 1%	2 1%	2 1%	1 0%
D	10 2%	4 2%	6 2%	0 0%	4 1%	1 1%	5 2%	7 2%	3 1%	4 1%	4 2%
C	69 12%	22 13%	35 11%	12 11%	33 11%	9 13%	27 12%	46 11%	45 14%	49 13%	32 15%
B	193 32%	57 33%	106 33%	30 28%	108 36%	13 19%	72 31%	138 34%	103 32%	117 30%	69 32%
Grade A	212 35%	64 37%	112 35%	35 33%	115 38%	28 42%	69 30%	134 33%	116 36%	142 37%	75 35%
DK	110 18%	22 13%	59 18%	28 26%	38 13%	15 22%	57 25%	72 18%	55 17%	71 18%	32 15%

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	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599 100	288 100	311 100	60 100	160 100	240 100	136 100	225 100	369 100	55 100	121 100	140 100	205 100
[8F] VISIBILITY OF OUTSIDE SIGNS													
Grade F	7 1%	4 1%	3 1%	0 0%	3 2%	3 1%	1 1%	3 1%	3 1%	1 2%	3 2%	1 1%	2 1%
D	43 7%	23 8%	20 6%	9 15%	9 6%	16 7%	9 7%	15 7%	28 8%	8 15%	12 10%	6 4%	13 6%
C	118 20%	66 23%	52 17%	16 27%	27 17%	49 20%	25 18%	43 19%	74 20%	10 18%	26 21%	23 16%	45 22%
B	185 31%	93 32%	92 30%	20 33%	56 35%	75 31%	32 24%	76 34%	107 29%	13 24%	26 21%	50 36%	69 34%
Grade A	228 38%	93 32%	135 43%	15 25%	60 38%	90 38%	63 46%	80 36%	147 40%	21 38%	53 44%	53 38%	70 34%
DK	18 3%	9 3%	9 3%	0 0%	5 3%	7 3%	6 4%	8 4%	10 3%	2 4%	1 1%	7 5%	6 3%
[8G] OUTSIDE ATTRACTIVENESS OF STORE													
Grade F	18 3%	13 5%	5 2%	1 2%	6 4%	7 3%	3 2%	8 4%	9 2%	3 5%	5 4%	4 3%	4 2%
D	36 6%	21 7%	15 5%	5 8%	8 5%	13 5%	10 7%	13 6%	23 6%	4 7%	9 7%	6 4%	13 6%
C	127 21%	68 24%	59 19%	14 23%	34 21%	52 22%	27 20%	53 24%	73 20%	13 24%	34 28%	23 16%	48 23%
B	235 39%	117 41%	118 38%	25 42%	69 43%	97 40%	43 32%	87 39%	146 40%	20 36%	31 26%	62 44%	85 41%
Grade A	170 28%	61 21%	109 35%	15 25%	38 24%	66 28%	50 37%	56 25%	113 31%	15 27%	41 34%	39 28%	53 26%
DK	13 2%	8 3%	5 2%	0 0%	5 3%	5 2%	3 2%	8 4%	5 1%	0 0%	1 1%	6 4%	2 1%
[8H] SAFETY IN THE PARKING LOT													
Grade F	7 1%	6 2%	1 0%	0 0%	0 0%	4 2%	3 2%	1 0%	4 1%	1 2%	3 2%	2 1%	0 0%
D	16 3%	14 5%	2 1%	4 7%	6 4%	4 2%	2 1%	7 3%	9 2%	2 4%	4 3%	3 2%	7 3%
C	49 8%	25 9%	24 8%	9 15%	11 7%	18 8%	11 8%	19 8%	29 8%	8 15%	15 12%	11 8%	7 3%
B	174 29%	90 31%	84 27%	13 22%	52 33%	69 29%	37 27%	67 30%	106 29%	15 27%	33 27%	37 26%	61 30%
Grade A	338 56%	145 50%	193 62%	33 55%	87 54%	141 59%	77 57%	124 55%	213 58%	27 49%	65 54%	81 58%	126 61%
DK	15 3%	8 3%	7 2%	1 2%	4 3%	4 2%	6 4%	7 3%	8 2%	2 4%	1 1%	6 4%	4 2%
[8I] CLEANLINESS OF STORE INTERIOR													
Grade F	1 0%	0 0%	1 0%	0 0%	0 0%	1 0%	0 0%	0 0%	1 0%	1 2%	0 0%	0 0%	0 0%
D	4 1%	1 0%	3 1%	0 0%	0 0%	1 0%	2 1%	0 0%	3 1%	0 0%	2 2%	0 0%	1 0%
C	36 6%	19 7%	17 5%	5 8%	12 8%	12 5%	7 5%	13 6%	22 6%	4 7%	13 11%	8 6%	6 3%
B	189 32%	111 39%	78 25%	20 33%	48 30%	79 33%	41 30%	68 30%	120 33%	14 25%	28 23%	45 32%	73 36%
Grade A	362 60%	155 54%	207 67%	34 57%	97 61%	145 60%	85 63%	139 62%	221 60%	35 64%	77 64%	84 60%	124 60%
DK	7 1%	2 1%	5 2%	1 2%	3 2%	2 1%	1 1%	5 2%	2 1%	1 2%	1 1%	3 2%	1 0%
[8J] HAVING ADEQUATE SUPPLY OF PRODUCTS													
Grade F	4 1%	3 1%	1 0%	0 0%	0 0%	1 0%	3 2%	0 0%	2 1%	0 0%	2 2%	1 1%	0 0%
D	17 3%	9 3%	8 3%	3 5%	3 2%	6 3%	5 4%	7 3%	10 3%	1 2%	6 5%	3 2%	5 2%
C	64 11%	35 12%	29 9%	6 10%	13 8%	33 14%	12 9%	22 10%	41 11%	8 15%	11 9%	15 11%	22 11%
B	184 31%	100 35%	84 27%	17 28%	54 34%	73 30%	39 29%	63 28%	121 33%	17 31%	32 26%	42 30%	71 35%
Grade A	321 54%	138 48%	183 59%	34 57%	87 54%	123 51%	75 55%	128 57%	191 52%	28 51%	67 55%	77 55%	105 51%
DK	9 2%	3 1%	6 2%	0 0%	3 2%	4 2%	2 1%	5 2%	4 1%	1 2%	3 2%	2 1%	2 1%

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	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employed	Retired
TOTAL (N=)	599 100	141 100	201 100	143 100	111 100	90 100	164 100	108 100	56 100	171 100
[8F] VISIBILITY OF OUTSIDE SIGNS										
Grade F	7 1%	1 1%	3 1%	2 1%	1 1%	0 0%	1 1%	2 2%	1 2%	2 1%
D	43 7%	6 4%	12 6%	14 10%	11 10%	9 10%	8 5%	8 7%	8 14%	10 6%
C	118 20%	24 17%	37 18%	27 19%	29 26%	20 22%	30 18%	16 15%	15 27%	35 20%
B	185 31%	47 33%	69 34%	40 28%	27 24%	21 23%	61 37%	41 38%	16 29%	45 26%
Grade A	228 38%	60 43%	70 35%	56 39%	42 38%	36 40%	60 37%	38 35%	16 29%	73 43%
DK	18 3%	3 2%	10 5%	4 3%	1 1%	4 4%	4 2%	3 3%	0 0%	6 4%
[8G] OUTSIDE ATTRACTIVENESS OF STORE										
Grade F	18 3%	3 2%	8 4%	5 3%	2 2%	3 3%	4 2%	4 4%	4 7%	3 2%
D	36 6%	8 6%	11 5%	9 6%	8 7%	9 10%	7 4%	6 6%	6 11%	8 5%
C	127 21%	39 28%	28 14%	32 22%	27 24%	22 24%	38 23%	19 18%	10 18%	35 20%
B	235 39%	49 35%	95 47%	52 36%	38 34%	32 36%	71 43%	46 43%	22 39%	60 35%
Grade A	170 28%	39 28%	53 26%	42 29%	35 32%	21 23%	42 26%	30 28%	13 23%	62 36%
DK	13 2%	3 2%	6 3%	3 2%	1 1%	3 3%	2 1%	3 3%	1 2%	3 2%
[8H] SAFETY IN THE PARKING LOT										
Grade F	7 1%	1 1%	3 1%	3 2%	0 0%	1 1%	1 1%	0 0%	0 0%	5 3%
D	16 3%	3 2%	6 3%	4 3%	3 3%	4 4%	5 3%	2 2%	2 4%	3 2%
C	49 8%	17 12%	9 4%	15 10%	7 6%	4 4%	13 8%	9 8%	10 18%	12 7%
B	174 29%	38 27%	74 37%	33 23%	28 25%	26 29%	50 30%	38 35%	12 21%	45 26%
Grade A	338 56%	80 57%	102 51%	85 59%	70 63%	48 53%	94 57%	57 53%	31 55%	103 60%
DK	15 3%	2 1%	7 3%	3 2%	3 3%	7 8%	1 1%	2 2%	1 2%	3 2%
[8I] CLEANLINESS OF STORE INTERIOR										
Grade F	1 0%	0 0%	0 0%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%
D	4 1%	0 0%	2 1%	1 1%	1 1%	0 0%	1 1%	0 0%	0 0%	3 2%
C	36 6%	7 5%	16 8%	9 6%	3 3%	8 9%	13 8%	2 2%	8 14%	2 1%
B	189 32%	47 33%	72 36%	38 27%	31 28%	23 26%	56 34%	40 37%	15 27%	53 31%
Grade A	362 60%	87 62%	107 53%	93 65%	74 67%	56 62%	93 57%	64 59%	33 59%	112 65%
DK	7 1%	0 0%	4 2%	2 1%	1 1%	3 3%	0 0%	2 2%	0 0%	1 1%
[8J] HAVING ADEQUATE SUPPLY OF PRODUCTS										
Grade F	4 1%	0 0%	3 1%	1 1%	0 0%	2 2%	0 0%	0 0%	0 0%	2 1%
D	17 3%	4 3%	2 1%	7 5%	4 4%	8 9%	3 2%	3 3%	0 0%	3 2%
C	64 11%	14 10%	22 11%	16 11%	11 10%	10 11%	20 12%	8 7%	9 16%	16 9%
B	184 31%	46 33%	76 38%	33 23%	28 25%	22 24%	51 31%	41 38%	17 30%	51 30%
Grade A	321 54%	74 52%	95 47%	85 59%	66 59%	47 52%	89 54%	54 50%	30 54%	95 56%
DK	9 2%	3 2%	3 1%	1 1%	2 2%	1 1%	1 1%	2 2%	0 0%	4 2%

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	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED			Consume Wine	Consume Beer	Consume Hard Liquor	Consume Special Liquor
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Contract	Dont Know				
TOTAL (N=)	599 100	172 100	319 100	106 100	302 100	67 100	230 100	402 100	324 100	385 100	213 100
[8F] VISIBILITY OF OUTSIDE SIGNS											
Grade F	7 1%	3 2%	4 1%	0 0%	3 1%	0 0%	4 2%	6 1%	5 2%	4 1%	4 2%
D	43 7%	14 8%	23 7%	6 6%	19 6%	5 7%	19 8%	28 7%	25 8%	28 7%	18 8%
C	118 20%	36 21%	63 20%	18 17%	55 18%	19 28%	44 19%	83 21%	72 22%	78 20%	40 19%
B	185 31%	54 31%	99 31%	32 30%	105 35%	17 25%	63 27%	128 32%	101 31%	119 31%	60 28%
Grade A	228 38%	59 34%	125 39%	43 41%	117 39%	22 33%	89 39%	145 36%	114 35%	144 37%	87 41%
DK	18 3%	6 3%	5 2%	7 7%	3 1%	4 6%	11 5%	12 3%	7 2%	12 3%	4 2%
[8G] OUTSIDE ATTRACTIVENESS OF STORE											
Grade F	18 3%	6 3%	11 3%	1 1%	9 3%	3 4%	6 3%	12 3%	11 3%	12 3%	6 3%
D	36 6%	11 6%	18 6%	7 7%	17 6%	2 3%	17 7%	25 6%	25 8%	23 6%	17 8%
C	127 21%	34 20%	71 22%	21 20%	59 20%	17 25%	51 22%	84 21%	69 21%	83 22%	45 21%
B	235 39%	73 42%	126 39%	35 33%	131 43%	19 28%	85 37%	159 40%	130 40%	158 41%	81 38%
Grade A	170 28%	44 26%	90 28%	36 34%	84 28%	22 33%	64 28%	111 28%	84 26%	101 26%	61 29%
DK	13 2%	4 2%	3 1%	6 6%	2 1%	4 6%	7 3%	11 3%	5 2%	8 2%	3 1%
[8H] SAFETY IN THE PARKING LOT											
Grade F	7 1%	2 1%	3 1%	2 2%	3 1%	0 0%	4 2%	7 2%	4 1%	3 1%	3 1%
D	16 3%	9 5%	7 2%	0 0%	8 3%	3 4%	5 2%	10 2%	11 3%	11 3%	5 2%
C	49 8%	18 10%	21 7%	10 9%	26 9%	4 6%	19 8%	30 7%	25 8%	34 9%	19 9%
B	174 29%	51 30%	92 29%	29 27%	107 35%	13 19%	54 23%	130 32%	95 29%	105 27%	54 25%
Grade A	338 56%	87 51%	191 60%	60 57%	151 50%	45 67%	142 62%	213 53%	181 56%	224 58%	128 60%
DK	15 3%	5 3%	5 2%	5 5%	7 2%	2 3%	6 3%	12 3%	8 2%	8 2%	4 2%
[8I] CLEANLINESS OF STORE INTERIOR											
Grade F	1 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
D	4 1%	2 1%	2 1%	0 0%	1 0%	0 0%	3 1%	4 1%	2 1%	2 1%	2 1%
C	36 6%	14 8%	18 6%	4 4%	17 6%	2 3%	17 7%	22 5%	22 7%	23 6%	11 5%
B	189 32%	58 34%	104 33%	26 25%	111 37%	17 25%	61 27%	138 34%	116 36%	133 35%	70 33%
Grade A	362 60%	97 56%	194 61%	70 66%	172 57%	46 69%	144 63%	231 57%	181 56%	224 58%	129 61%
DK	7 1%	1 1%	1 0%	5 5%	1 0%	2 3%	4 2%	7 2%	3 1%	3 1%	1 0%
[8J] HAVING ADEQUATE SUPPLY OF PRODUCTS											
Grade F	4 1%	0 0%	2 1%	2 2%	1 0%	0 0%	3 1%	4 1%	0 0%	0 0%	0 0%
D	17 3%	7 4%	9 3%	1 1%	8 3%	2 3%	7 3%	15 4%	12 4%	12 3%	5 2%
C	64 11%	20 12%	37 12%	6 6%	29 10%	11 16%	24 10%	43 11%	37 11%	44 11%	28 13%
B	184 31%	65 38%	93 29%	25 24%	106 35%	19 28%	59 26%	133 33%	110 34%	117 30%	58 27%
Grade A	321 54%	80 47%	176 55%	65 61%	156 52%	34 51%	131 57%	198 49%	160 49%	210 55%	121 57%
DK	9 2%	0 0%	2 1%	7 7%	2 1%	1 1%	6 3%	9 2%	5 2%	2 1%	1 0%

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	TOTAL	GENDER		AGE				HOUSEHOLD		INCOME			
	(N=)	Male	Female	21-35	36-50	51-64	65+	Kids	No Kids	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599 100	288 100	311 100	60 100	160 100	240 100	136 100	225 100	369 100	55 100	121 100	140 100	205 100
[8K] SELECTION OF LIQUOR OFFERED													
Grade F	4 1%	3 1%	1 0%	0 0%	0 0%	2 1%	2 1%	0 0%	3 1%	0 0%	2 2%	0 0%	1 0%
D	10 2%	4 1%	6 2%	1 2%	1 1%	7 3%	1 1%	3 1%	7 2%	2 4%	3 2%	1 1%	3 1%
C	81 14%	45 16%	36 12%	6 10%	23 14%	35 15%	17 13%	28 12%	52 14%	9 16%	15 12%	21 15%	26 13%
B	215 36%	112 39%	103 33%	23 38%	57 36%	91 38%	43 32%	85 38%	129 35%	20 36%	40 33%	48 34%	78 38%
Grade A	271 45%	116 40%	155 50%	29 48%	73 46%	99 41%	68 50%	102 45%	168 46%	23 42%	56 46%	65 46%	95 46%
DK	18 3%	8 3%	10 3%	1 2%	6 4%	6 3%	5 4%	7 3%	10 3%	1 2%	5 4%	5 4%	2 1%
[8L] SELECTION OF WINES OFFERED													
Grade F	22 4%	17 6%	5 2%	2 3%	9 6%	7 3%	4 3%	11 5%	10 3%	1 2%	8 7%	3 2%	9 4%
D	41 7%	25 9%	16 5%	5 8%	13 8%	20 8%	3 2%	17 8%	24 7%	4 7%	8 7%	8 6%	19 9%
C	102 17%	51 18%	51 16%	11 18%	24 15%	42 18%	24 18%	36 16%	63 17%	9 16%	14 12%	29 21%	33 16%
B	154 26%	76 26%	78 25%	15 25%	39 24%	63 26%	36 26%	57 25%	96 26%	16 29%	27 22%	33 24%	58 28%
Grade A	117 20%	51 18%	66 21%	7 12%	38 24%	36 15%	36 26%	45 20%	72 20%	8 15%	32 26%	19 14%	37 18%
DK	163 27%	68 24%	95 31%	20 33%	37 23%	72 30%	33 24%	59 26%	104 28%	17 31%	32 26%	48 34%	49 24%
[8M] VALUE FOR THE MONEY													
Grade F	66 11%	37 13%	29 9%	6 10%	13 8%	34 14%	13 10%	17 8%	48 13%	7 13%	15 12%	7 5%	31 15%
D	57 10%	34 12%	23 7%	4 7%	17 11%	20 8%	16 12%	17 8%	40 11%	7 13%	14 12%	11 8%	20 10%
C	146 24%	71 25%	75 24%	15 25%	38 24%	61 25%	31 23%	55 24%	89 24%	12 22%	32 26%	42 30%	42 20%
B	185 31%	86 30%	99 32%	21 35%	55 34%	69 29%	38 28%	78 35%	105 28%	17 31%	26 21%	47 34%	67 33%
Grade A	108 18%	45 16%	63 20%	12 20%	28 18%	42 18%	26 19%	44 20%	64 17%	9 16%	24 20%	24 17%	36 18%
DK	37 6%	15 5%	22 7%	2 3%	9 6%	14 6%	12 9%	14 6%	23 6%	3 5%	10 8%	9 6%	9 4%
[8N] STORES PRICES													
Grade F	87 15%	54 19%	33 11%	8 13%	21 13%	42 18%	16 12%	26 12%	60 16%	10 18%	18 15%	15 11%	37 18%
D	69 12%	35 12%	34 11%	6 10%	16 10%	24 10%	23 17%	21 9%	48 13%	8 15%	14 12%	19 14%	21 10%
C	128 21%	56 19%	72 23%	15 25%	30 19%	56 23%	26 19%	51 23%	75 20%	8 15%	30 25%	36 26%	37 18%
B	184 31%	90 31%	94 30%	17 28%	56 35%	69 29%	41 30%	75 33%	108 29%	18 33%	26 21%	43 31%	74 36%
Grade A	95 16%	41 14%	54 17%	13 22%	25 16%	33 14%	23 17%	34 15%	60 16%	8 15%	24 20%	15 11%	29 14%
DK	36 6%	12 4%	24 8%	1 2%	12 8%	16 7%	7 5%	18 8%	18 5%	3 5%	9 7%	12 9%	7 3%

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	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employed	Retired
TOTAL (N=)	599 100	141 100	201 100	143 100	111 100	90 100	164 100	108 100	56 100	171 100
[8K] SELECTION OF LIQUOR OFFERED										
Grade F	4 1%	0 0%	3 1%	1 1%	0 0%	2 2%	0 0%	0 0%	0 0%	2 1%
D	10 2%	1 1%	3 1%	4 3%	2 2%	1 1%	2 1%	3 3%	2 4%	2 1%
C	81 14%	24 17%	23 11%	18 13%	15 14%	19 21%	21 13%	13 12%	8 14%	17 10%
B	215 36%	55 39%	75 37%	49 34%	36 32%	31 34%	65 40%	45 42%	19 34%	52 30%
Grade A	271 45%	59 42%	88 44%	67 47%	55 50%	36 40%	75 46%	42 39%	25 45%	90 53%
DK	18 3%	2 1%	9 4%	4 3%	3 3%	1 1%	1 1%	5 5%	2 4%	8 5%
[8L] SELECTION OF WINES OFFERED										
Grade F	22 4%	3 2%	6 3%	8 6%	5 5%	6 7%	4 2%	6 6%	2 4%	4 2%
D	41 7%	7 5%	17 8%	7 5%	10 9%	9 10%	10 6%	5 5%	9 16%	8 5%
C	102 17%	33 23%	25 12%	20 14%	21 19%	18 20%	29 18%	17 16%	10 18%	25 15%
B	154 26%	26 18%	66 33%	38 27%	24 22%	14 16%	54 33%	30 28%	11 20%	43 25%
Grade A	117 20%	30 21%	43 21%	30 21%	14 13%	12 13%	30 18%	23 21%	9 16%	43 25%
DK	163 27%	42 30%	44 22%	40 28%	37 33%	31 34%	37 23%	27 25%	15 27%	48 28%
[8M] VALUE FOR THE MONEY										
Grade F	66 11%	13 9%	25 12%	13 9%	15 14%	10 11%	21 13%	9 8%	7 13%	19 11%
D	57 10%	15 11%	11 5%	19 13%	12 11%	12 13%	13 8%	8 7%	6 11%	18 11%
C	146 24%	32 23%	51 25%	35 24%	27 24%	22 24%	50 30%	23 21%	13 23%	35 20%
B	185 31%	42 30%	71 35%	42 29%	28 25%	18 20%	51 31%	44 41%	18 32%	50 29%
Grade A	108 18%	28 20%	36 18%	24 17%	20 18%	22 24%	23 14%	17 16%	10 18%	34 20%
DK	37 6%	11 8%	7 3%	10 7%	9 8%	6 7%	6 4%	7 6%	2 4%	15 9%
[8N] STORES PRICES										
Grade F	87 15%	19 13%	26 13%	21 15%	21 19%	19 21%	24 15%	12 11%	8 14%	24 14%
D	69 12%	24 17%	15 7%	19 13%	11 10%	12 13%	16 10%	11 10%	6 11%	24 14%
C	128 21%	28 20%	39 19%	33 23%	27 24%	12 13%	42 26%	25 23%	12 21%	34 20%
B	184 31%	42 30%	78 39%	31 22%	32 29%	21 23%	54 33%	40 37%	17 30%	50 29%
Grade A	95 16%	22 16%	34 17%	24 17%	14 13%	17 19%	19 12%	16 15%	10 18%	29 17%
DK	36 6%	6 4%	9 4%	15 10%	6 5%	9 10%	9 5%	4 4%	3 5%	10 6%

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	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED			Consume Wine	Consume Beer	Consume Hard Liquor	Consume Special Liquor
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Contract	Dont Know				
TOTAL (N=)	599 100	172 100	319 100	106 100	302 100	67 100	230 100	402 100	324 100	385 100	213 100
[8K] SELECTION OF LIQUOR OFFERED											
Grade F	4 1%	2 1%	2 1%	0 0%	2 1%	0 0%	2 1%	4 1%	2 1%	2 1%	0 0%
D	10 2%	2 1%	7 2%	1 1%	6 2%	0 0%	4 2%	7 2%	7 2%	6 2%	2 1%
C	81 14%	26 15%	44 14%	10 9%	39 13%	14 21%	28 12%	55 14%	40 12%	56 15%	32 15%
B	215 36%	68 40%	115 36%	31 29%	120 40%	23 34%	72 31%	146 36%	121 37%	141 37%	72 34%
Grade A	271 45%	72 42%	145 45%	54 51%	130 43%	28 42%	113 49%	176 44%	149 46%	174 45%	103 48%
DK	18 3%	2 1%	6 2%	10 9%	5 2%	2 3%	11 5%	14 3%	5 2%	6 2%	4 2%
[8L] SELECTION OF WINES OFFERED											
Grade F	22 4%	8 5%	12 4%	2 2%	12 4%	2 3%	8 3%	19 5%	16 5%	16 4%	12 6%
D	41 7%	17 10%	17 5%	7 7%	21 7%	4 6%	16 7%	31 8%	24 7%	30 8%	18 8%
C	102 17%	33 19%	51 16%	17 16%	53 18%	14 21%	35 15%	67 17%	57 18%	65 17%	38 18%
B	154 26%	43 25%	89 28%	22 21%	88 29%	14 21%	52 23%	124 31%	92 28%	92 24%	52 24%
Grade A	117 20%	35 20%	60 19%	22 21%	66 22%	10 15%	41 18%	77 19%	53 16%	71 18%	38 18%
DK	163 27%	36 21%	90 28%	36 34%	62 21%	23 34%	78 34%	84 21%	82 25%	111 29%	55 26%
[8M] VALUE FOR THE MONEY											
Grade F	66 11%	26 15%	31 10%	8 8%	43 14%	6 9%	17 7%	42 10%	42 13%	44 11%	32 15%
D	57 10%	17 10%	37 12%	2 2%	27 9%	7 10%	23 10%	38 9%	33 10%	45 12%	19 9%
C	146 24%	41 24%	79 25%	26 25%	65 22%	15 22%	66 29%	108 27%	80 25%	92 24%	55 26%
B	185 31%	56 33%	102 32%	27 25%	104 34%	17 25%	64 28%	124 31%	98 30%	119 31%	57 27%
Grade A	108 18%	29 17%	57 18%	22 21%	54 18%	15 22%	39 17%	64 16%	53 16%	67 17%	40 19%
DK	37 6%	3 2%	13 4%	21 20%	9 3%	7 10%	21 9%	26 6%	18 6%	18 5%	10 5%
[8N] STORES PRICES											
Grade F	87 15%	36 21%	40 13%	10 9%	51 17%	8 12%	28 12%	57 14%	55 17%	56 15%	42 20%
D	69 12%	19 11%	41 13%	8 8%	35 12%	10 15%	24 10%	47 12%	40 12%	55 14%	22 10%
C	128 21%	29 17%	75 24%	24 23%	58 19%	14 21%	56 24%	89 22%	64 20%	79 21%	47 22%
B	184 31%	59 34%	99 31%	26 25%	109 36%	11 16%	64 28%	125 31%	98 30%	119 31%	52 24%
Grade A	95 16%	23 13%	52 16%	20 19%	42 14%	15 22%	38 17%	59 15%	47 15%	57 15%	34 16%
DK	36 6%	6 3%	12 4%	18 17%	7 2%	9 13%	20 9%	25 6%	20 6%	19 5%	16 8%

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MEANS 0=F 4=A	TOTAL	GENDER		AGE				HOUSEHOLD		INCOME			
	(N=)	Male	Female	21-35	36-50	51-64	65+	Kids	No Kids	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599	288	311	60	160	240	136	225	369	55	121	140	205
[10A] CONVENIENCE OF LOCATION	3.39	3.30	3.48	3.37	3.40	3.42	3.37	3.36	3.41	3.42	3.37	3.36	3.42
[10B] CONVENIENCE OF INTERIOR LAYOUT	3.37	3.26	3.47	3.14	3.39	3.36	3.47	3.37	3.37	3.09	3.38	3.40	3.37
[10C] SPEED OF CHECKOUT	3.39	3.32	3.46	3.22	3.42	3.41	3.41	3.38	3.41	3.29	3.37	3.39	3.43
[10D] CONVENIENCE OF HOURS	3.13	3.01	3.25	2.85	3.08	3.19	3.22	3.03	3.20	3.21	3.10	3.07	3.14

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MEANS 0=F 4=A	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employ	Retired
TOTAL (N=)	599	141	201	143	111	90	164	108	56	171
[10A] CONVENIENCE OF LOCATION	3.39	3.44	3.33	3.42	3.41	3.37	3.26	3.32	3.66	3.47
[10B] CONVENIENCE OF INTERIOR LAYOUT	3.37	3.33	3.30	3.46	3.41	3.38	3.22	3.38	3.45	3.48
[10C] SPEED OF CHECKOUT	3.39	3.42	3.30	3.49	3.42	3.39	3.31	3.42	3.34	3.50
[10D] CONVENIENCE OF HOURS	3.13	3.22	3.07	3.13	3.15	2.93	3.04	3.15	2.93	3.38

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MEANS 0=F 4=A	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED							
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Con- tract	Dont Know	Consume Wi ne	Consume Beer	Consume Hard Li quor	Consume Speci al Li queur	Non- dri nker
TOTAL (N=)	599	172	319	106	302	67	230	402	324	385	213	23
[10A] CONVENIENCE OF LOCATION	3.39	3.26	3.42	3.58	3.29	3.57	3.48	3.35	3.36	3.38	3.37	3.74
[10B] CONVENIENCE OF INTERIOR LAYOUT	3.37	3.27	3.38	3.53	3.34	3.46	3.38	3.35	3.33	3.38	3.36	3.50
[10C] SPEED OF CHECKOUT	3.39	3.23	3.44	3.58	3.38	3.51	3.38	3.37	3.35	3.41	3.39	3.52
[10D] CONVENIENCE OF HOURS	3.13	2.91	3.16	3.48	3.04	3.19	3.24	3.13	3.02	3.11	3.07	3.29

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	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599 100	288 100	311 100	60 100	160 100	240 100	136 100	225 100	369 100	55 100	121 100	140 100	205 100
[9 NET] WOULD LIKE TO SEE STOCKED AT STORE													
Gave Answer	133 22%	80 28%	53 17%	13 22%	34 21%	62 26%	24 18%	51 23%	80 22%	12 22%	21 17%	28 20%	56 27%
No Answer	466 78%	208 72%	258 83%	47 78%	126 79%	178 74%	112 82%	174 77%	289 78%	43 78%	100 83%	112 80%	149 73%
[10A] CONVENIENCE OF LOCATION													
Grade F	4 1%	3 1%	1 0%	1 2%	0 0%	2 1%	1 1%	1 0%	3 1%	0 0%	0 0%	1 1%	1 0%
D	15 3%	10 3%	5 2%	0 0%	2 1%	7 3%	5 4%	4 2%	11 3%	1 2%	4 3%	3 2%	5 2%
C	57 10%	33 11%	24 8%	7 12%	18 11%	18 8%	14 10%	28 12%	28 8%	7 13%	14 12%	17 12%	13 6%
B	185 31%	92 32%	93 30%	20 33%	52 33%	74 31%	38 28%	70 31%	115 31%	15 27%	36 30%	42 30%	73 36%
Grade A	333 56%	148 51%	185 59%	32 53%	85 53%	138 58%	77 57%	119 53%	210 57%	32 58%	66 55%	75 54%	112 55%
DK	5 1%	2 1%	3 1%	0 0%	3 2%	1 0%	1 1%	3 1%	2 1%	0 0%	1 1%	2 1%	1 0%
[10B] CONVENIENCE OF INTERIOR LAYOUT													
Grade F	2 0%	2 1%	0 0%	0 0%	0 0%	1 0%	1 1%	0 0%	2 1%	1 2%	0 0%	0 0%	0 0%
D	5 1%	2 1%	3 1%	1 2%	1 1%	2 1%	1 1%	1 0%	4 1%	1 2%	3 2%	0 0%	0 0%
C	61 10%	38 13%	23 7%	12 20%	10 6%	28 12%	10 7%	23 10%	37 10%	11 20%	12 10%	13 9%	19 9%
B	229 38%	122 42%	107 34%	24 40%	72 45%	87 36%	45 33%	90 40%	138 37%	20 36%	42 35%	57 41%	90 44%
Grade A	295 49%	121 42%	174 56%	22 37%	73 46%	120 50%	79 58%	106 47%	186 50%	21 38%	63 52%	68 49%	95 46%
DK	7 1%	3 1%	4 1%	1 2%	4 3%	2 1%	0 0%	5 2%	2 1%	1 2%	1 1%	2 1%	1 0%
[10C] SPEED OF CHECKOUT													
Grade F	4 1%	3 1%	1 0%	2 3%	0 0%	1 0%	1 1%	1 0%	2 1%	0 0%	1 1%	1 1%	1 0%
D	6 1%	2 1%	4 1%	0 0%	1 1%	3 1%	2 1%	0 0%	6 2%	2 4%	2 2%	0 0%	1 0%
C	56 9%	30 10%	26 8%	10 17%	13 8%	19 8%	14 10%	23 10%	32 9%	8 15%	14 12%	12 9%	14 7%
B	214 36%	116 40%	98 32%	19 32%	62 39%	90 38%	41 30%	87 39%	126 34%	17 31%	38 31%	56 40%	81 40%
Grade A	315 53%	136 47%	179 58%	29 48%	81 51%	127 53%	77 57%	111 49%	202 55%	28 51%	66 55%	69 49%	107 52%
DK	4 1%	1 0%	3 1%	0 0%	3 2%	0 0%	1 1%	3 1%	1 0%	0 0%	0 0%	2 1%	1 0%
[10D] CONVENIENCE OF HOURS													
Grade F	10 2%	6 2%	4 1%	1 2%	4 3%	3 1%	2 1%	6 3%	4 1%	0 0%	1 1%	4 3%	4 2%
D	30 5%	15 5%	15 5%	6 10%	6 4%	13 5%	5 4%	12 5%	18 5%	1 2%	10 8%	3 2%	15 7%
C	81 14%	49 17%	32 10%	14 23%	24 15%	28 12%	15 11%	38 17%	41 11%	10 18%	17 14%	22 16%	20 10%
B	211 35%	112 39%	99 32%	18 30%	61 38%	83 35%	48 35%	76 34%	135 37%	19 35%	38 31%	59 42%	70 34%
Grade A	249 42%	100 35%	149 48%	20 33%	60 38%	109 45%	59 43%	86 38%	160 43%	23 42%	52 43%	50 36%	90 44%
DK	18 3%	6 2%	12 4%	1 2%	5 3%	4 2%	7 5%	7 3%	11 3%	2 4%	3 2%	2 1%	6 3%

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	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employ	Retired
TOTAL (N=)	599 100	141 100	201 100	143 100	111 100	90 100	164 100	108 100	56 100	171 100
[9 NET] WOULD LIKE TO SEE STOCKED AT STORE										
Gave Answer	133 22%	32 23%	41 20%	30 21%	28 25%	28 31%	33 20%	23 21%	13 23%	32 19%
No Answer	466 78%	109 77%	160 80%	113 79%	83 75%	62 69%	131 80%	85 79%	43 77%	139 81%
[10A] CONVENIENCE OF LOCATION										
Grade F	4 1%	0 0%	3 1%	1 1%	0 0%	2 2%	1 1%	1 1%	0 0%	0 0%
D	15 3%	5 4%	5 2%	4 3%	1 1%	3 3%	5 3%	3 3%	0 0%	4 2%
C	57 10%	12 9%	18 9%	16 11%	10 9%	7 8%	21 13%	10 9%	3 5%	15 9%
B	185 31%	40 28%	69 34%	34 24%	42 38%	25 28%	59 36%	39 36%	13 23%	49 29%
Grade A	333 56%	84 60%	102 51%	87 61%	58 52%	52 58%	77 47%	53 49%	40 71%	103 60%
DK	5 1%	0 0%	4 2%	1 1%	0 0%	1 1%	1 1%	2 2%	0 0%	0 0%
[10B] CONVENIENCE OF INTERIOR LAYOUT										
Grade F	2 0%	1 1%	0 0%	1 1%	0 0%	1 1%	0 0%	0 0%	0 0%	1 1%
D	5 1%	0 0%	3 1%	1 1%	1 1%	0 0%	1 1%	2 2%	1 2%	1 1%
C	61 10%	16 11%	21 10%	12 8%	12 11%	12 13%	25 15%	5 5%	6 11%	11 6%
B	229 38%	58 41%	87 43%	44 31%	39 35%	27 30%	74 45%	50 46%	16 29%	60 35%
Grade A	295 49%	65 46%	87 43%	82 57%	59 53%	48 53%	62 38%	49 45%	33 59%	98 57%
DK	7 1%	1 1%	3 1%	3 2%	0 0%	2 2%	2 1%	2 2%	0 0%	0 0%
[10C] SPEED OF CHECKOUT										
Grade F	4 1%	0 0%	3 1%	1 1%	0 0%	1 1%	0 0%	1 1%	1 2%	1 1%
D	6 1%	2 1%	2 1%	0 0%	2 2%	0 0%	1 1%	0 0%	2 4%	2 1%
C	56 9%	9 6%	23 11%	12 8%	11 10%	11 12%	20 12%	8 7%	4 7%	12 7%
B	214 36%	58 41%	75 37%	44 31%	36 32%	28 31%	70 43%	42 39%	19 34%	52 30%
Grade A	315 53%	72 51%	95 47%	85 59%	62 56%	49 54%	73 45%	55 51%	30 54%	104 61%
DK	4 1%	0 0%	3 1%	1 1%	0 0%	1 1%	0 0%	2 2%	0 0%	0 0%
[10D] CONVENIENCE OF HOURS										
Grade F	10 2%	3 2%	4 2%	2 1%	1 1%	4 4%	2 1%	3 3%	1 2%	0 0%
D	30 5%	3 2%	12 6%	11 8%	4 4%	7 8%	7 4%	6 6%	6 11%	4 2%
C	81 14%	17 12%	27 13%	20 14%	16 14%	17 19%	27 16%	10 9%	10 18%	15 9%
B	211 35%	52 37%	76 38%	38 27%	45 41%	22 24%	71 43%	38 35%	17 30%	61 36%
Grade A	249 42%	62 44%	77 38%	65 45%	43 39%	37 41%	53 32%	47 44%	21 38%	86 50%
DK	18 3%	4 3%	5 2%	7 5%	2 2%	3 3%	4 2%	4 4%	1 2%	5 3%

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	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED						
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Con-tract	Dont Know	Consume Wi ne	Consume Beer	Consume Hard Li quor	Consume Speci al Li queur
TOTAL (N=)	599 100	172 100	319 100	106 100	302 100	67 100	230 100	402 100	324 100	385 100	213 100
[9 NET] WOULD LIKE TO SEE STOCKED AT STORE											
Gave Answer	133 22%	44 26%	77 24%	12 11%	73 24%	19 28%	41 18%	95 24%	82 25%	94 24%	58 27%
No Answer	466 78%	128 74%	242 76%	94 89%	229 76%	48 72%	189 82%	307 76%	242 75%	291 76%	155 73%
[10A] CONVENIENCE OF LOCATION											
Grade F	4 1%	3 2%	1 0%	0 0%	2 1%	0 0%	2 1%	3 1%	3 1%	2 1%	1 0%
D	15 3%	7 4%	7 2%	0 0%	12 4%	1 1%	2 1%	11 3%	7 2%	9 2%	5 2%
C	57 10%	19 11%	29 9%	9 8%	36 12%	4 6%	17 7%	37 9%	35 11%	40 10%	24 11%
B	185 31%	56 33%	103 32%	25 24%	98 32%	18 27%	69 30%	139 35%	104 32%	121 31%	67 31%
Grade A	333 56%	87 51%	178 56%	68 64%	153 51%	44 66%	136 59%	207 51%	173 53%	211 55%	115 54%
DK	5 1%	0 0%	1 0%	4 4%	1 0%	0 0%	4 2%	5 1%	2 1%	2 1%	1 0%
[10B] CONVENIENCE OF INTERIOR LAYOUT											
Grade F	2 0%	2 1%	0 0%	0 0%	2 1%	0 0%	0 0%	2 0%	1 0%	1 0%	0 0%
D	5 1%	1 1%	2 1%	1 1%	2 1%	1 1%	2 1%	3 1%	1 0%	2 1%	1 0%
C	61 10%	23 13%	31 10%	6 6%	27 9%	4 6%	30 13%	41 10%	37 11%	36 9%	25 12%
B	229 38%	67 39%	129 40%	33 31%	129 43%	25 37%	75 33%	159 40%	134 41%	156 41%	83 39%
Grade A	295 49%	78 45%	155 49%	62 58%	138 46%	37 55%	120 52%	193 48%	147 45%	187 49%	104 49%
DK	7 1%	1 1%	2 1%	4 4%	4 1%	0 0%	3 1%	4 1%	4 1%	3 1%	0 0%
[10C] SPEED OF CHECKOUT											
Grade F	4 1%	2 1%	2 1%	0 0%	2 1%	0 0%	2 1%	3 1%	3 1%	2 1%	0 0%
D	6 1%	5 3%	1 0%	0 0%	4 1%	0 0%	2 1%	3 1%	5 2%	3 1%	2 1%
C	56 9%	16 9%	29 9%	9 8%	24 8%	8 12%	24 10%	42 10%	30 9%	35 9%	24 11%
B	214 36%	78 45%	111 35%	25 24%	118 39%	17 25%	79 34%	147 37%	122 38%	138 36%	75 35%
Grade A	315 53%	71 41%	176 55%	68 64%	153 51%	42 63%	120 52%	203 50%	163 50%	206 54%	112 53%
DK	4 1%	0 0%	0 0%	4 4%	1 0%	0 0%	3 1%	4 1%	1 0%	1 0%	0 0%
[10D] CONVENIENCE OF HOURS											
Grade F	10 2%	6 3%	4 1%	0 0%	8 3%	0 0%	2 1%	7 2%	7 2%	6 2%	6 3%
D	30 5%	11 6%	17 5%	2 2%	17 6%	2 3%	11 5%	23 6%	20 6%	23 6%	13 6%
C	81 14%	35 20%	37 12%	7 7%	46 15%	11 16%	24 10%	47 12%	53 16%	52 14%	30 14%
B	211 35%	58 34%	124 39%	29 27%	107 35%	24 36%	80 35%	149 37%	118 36%	141 37%	71 33%
Grade A	249 42%	59 34%	133 42%	57 54%	117 39%	27 40%	105 46%	163 41%	120 37%	158 41%	89 42%
DK	18 3%	3 2%	4 1%	11 10%	7 2%	3 4%	8 3%	13 3%	6 2%	5 1%	4 2%

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	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599 100	288 100	311 100	60 100	160 100	240 100	136 100	225 100	369 100	55 100	121 100	140 100	205 100
[11 NET] WAY STATE COULD IMPROVE CONVENIENCE													
Gave Answer	349 58%	187 65%	162 52%	37 62%	87 54%	147 61%	77 57%	129 57%	216 59%	35 64%	65 54%	78 56%	128 62%
No Answer	250 42%	101 35%	149 48%	23 38%	73 46%	93 39%	59 43%	96 43%	153 41%	20 36%	56 46%	62 44%	77 38%
[12] NUMBER OF LIQUOR STORES													
Too Many	36 6%	20 7%	16 5%	4 7%	7 4%	12 5%	13 10%	14 6%	22 6%	7 13%	9 7%	6 4%	6 3%
Not Enough	131 22%	82 28%	49 16%	13 22%	45 28%	54 23%	19 14%	52 23%	79 21%	11 20%	17 14%	38 27%	50 24%
About Right	390 65%	174 60%	216 69%	43 72%	102 64%	157 65%	87 64%	151 67%	236 64%	34 62%	85 70%	90 64%	133 65%
DK/NA	42 7%	12 4%	30 10%		6 4%	17 7%	17 13%	8 4%	32 9%	3 5%	10 8%	6 4%	16 8%
*ASKED NEXT Q (n= )	131 100	82 100	49 100	13 100	45 100	54 100	19 100	52 100	79 100	11 100	17 100	38 100	50 100
[12A] LIMIT # STORES OR MARKET DETERMINE													
Limit	8 6%	4 5%	4 8%		1 2%	5 9%	2 11%	3 6%	5 6%	1 9%		3 8%	3 6%
Determine by Market	116 89%	74 90%	42 86%	12 92%	43 96%	46 85%	15 79%	48 92%	68 86%	8 73%	17 100	32 84%	46 92%
DK/NA	7 5%	4 5%	3 6%	1 8%	1 2%	3 6%	2 11%	1 2%	6 8%	2 18%		3 8%	1 2%
[15] ALCOHOLIC BEVERAGES CONSUMED													
Wine	402 67%	186 65%	216 69%	35 58%	100 63%	163 68%	101 74%	151 67%	246 67%	27 49%	84 69%	89 64%	149 73%
Beer	324 54%	199 69%	125 40%	42 70%	89 56%	134 56%	59 43%	130 58%	194 53%	27 49%	60 50%	79 56%	119 58%
Hard Liquor	385 64%	203 70%	182 59%	38 63%	109 68%	163 68%	74 54%	151 67%	234 63%	25 45%	68 56%	101 72%	142 69%
Specialty Liquor	213 36%	101 35%	112 36%	18 30%	63 39%	91 38%	41 30%	97 43%	116 31%	14 25%	44 36%	50 36%	84 41%
Other	7 1%	4 1%	3 1%		2 1%	4 2%	1 1%	3 1%	4 1%	1 2%		3 2%	3 1%
Do Not Consume	23 4%	7 2%	16 5%	2 3%	7 4%	7 3%	7 5%	10 4%	13 4%	3 5%	6 5%	3 2%	7 3%

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	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employ	Retired
TOTAL (N=)	599 100	141 100	201 100	143 100	111 100	90 100	164 100	108 100	56 100	171 100
[11 NET] WAY STATE COULD IMPROVE CONVENIENCE										
Gave Answer	349 58%	88 62%	116 58%	76 53%	66 59%	51 57%	101 62%	61 56%	39 70%	92 54%
No Answer	250 42%	53 38%	85 42%	67 47%	45 41%	39 43%	63 38%	47 44%	17 30%	79 46%
[12] NUMBER OF LIQUOR STORES										
Too Many	36 6%	8 6%	13 6%	10 7%	5 5%	7 8%	3 2%	9 8%	2 4%	15 9%
Not Enough	131 22%	33 23%	51 25%	24 17%	23 21%	27 30%	49 30%	22 20%	12 21%	20 12%
About Right	390 65%	86 61%	127 63%	100 70%	75 68%	49 54%	105 64%	72 67%	39 70%	117 68%
DK/NA	42 7%	14 10%	10 5%	9 6%	8 7%	7 8%	7 4%	5 5%	3 5%	19 11%
*ASKED NEXT Q (n= )	131 100	33 100	51 100	24 100	23 100	27 100	49 100	22 100	12 100	20 100
[12A] LIMIT # STORES OR MARKET DETERMINE										
Limit	8 6%	1 3%	6 12%	1 4%		1 4%	4 8%	2 9%		1 5%
Determine by Market	116 89%	31 94%	43 84%	21 88%	21 91%	24 89%	41 84%	20 91%	12 100	18 90%
DK/NA	7 5%	1 3%	2 4%	2 8%	2 9%	2 7%	4 8%			1 5%
[15] ALCOHOLIC BEVERAGES CONSUMED										
Wine	402 67%	92 65%	145 72%	95 66%	67 60%	63 70%	107 65%	76 70%	27 48%	122 71%
Beer	324 54%	77 55%	112 56%	75 52%	60 54%	55 61%	107 65%	60 56%	27 48%	72 42%
Hard Liquor	385 64%	92 65%	121 60%	99 69%	73 66%	66 73%	113 69%	70 65%	36 64%	96 56%
Specialty Liquor	213 36%	52 37%	69 34%	50 35%	42 38%	36 40%	66 40%	36 33%	22 39%	51 30%
Other	7 1%	1 1%		2 1%	4 4%	4 4%	2 1%			1 1%
Do Not Consume	23 4%	2 1%	8 4%	10 7%	3 3%	4 4%	2 1%	4 4%	6 11%	6 4%

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	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED						
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Contract	Dont Know	Consume Wine	Consume Beer	Consume Hard Liquor	Consume Special Li queur
TOTAL (N=)	599 100	172 100	319 100	106 100	302 100	67 100	230 100	402 100	324 100	385 100	213 100
[11 NET] WAY STATE COULD IMPROVE CONVENI ENCE											
Gave Answer	349 58%	117 68%	182 57%	49 46%	193 64%	40 60%	116 50%	233 58%	203 63%	230 60%	127 60%
No Answer	250 42%	55 32%	137 43%	57 54%	109 36%	27 40%	114 50%	169 42%	121 37%	155 40%	86 40%
[12] NUMBER OF LI QUOR STORES											
Too Many	36 6%	8 5%	20 6%	8 8%	24 8%	2 3%	10 4%	25 6%	18 6%	16 4%	9 4%
Not Enough	131 22%	53 31%	66 21%	11 10%	81 27%	15 22%	35 15%	88 22%	78 24%	85 22%	48 23%
About Right	390 65%	103 60%	211 66%	75 71%	183 61%	43 64%	164 71%	260 65%	206 64%	263 68%	140 66%
DK/NA	42 7%	8 5%	22 7%	12 11%	14 5%	7 10%	21 9%	29 7%	22 7%	21 5%	16 8%
*ASKED NEXT Q (n= )	131 100	53 100	66 100	11 100	81 100	15 100	35 100	88 100	78 100	85 100	48 100
[12A] LIMIT # STORES OR MARKET DETERMINE											
Li mi t	8 6%	2 4%	5 8%	1 9%	3 4%		5 14%	6 7%	4 5%	5 6%	5 10%
Determine by Market	116 89%	49 92%	59 89%	7 64%	76 94%	14 93%	26 74%	79 90%	71 91%	76 89%	42 88%
DK/NA	7 5%	2 4%	2 3%	3 27%	2 2%	1 7%	4 11%	3 3%	3 4%	4 5%	1 2%
[15] ALCOHOLIC BEVERAGES CONSUMED											
Wi ne	402 67%	116 67%	219 69%	66 62%	205 68%	37 55%	160 70%	402 100	235 73%	270 70%	166 78%
Beer	324 54%	111 65%	178 56%	34 32%	172 57%	41 61%	111 48%	235 58%	324 100	253 66%	143 67%
Hard Li quor	385 64%	131 76%	211 66%	41 39%	204 68%	44 66%	137 60%	270 67%	253 78%	385 100	166 78%
Speci al ty Li quor	213 36%	63 37%	118 37%	31 29%	101 33%	26 39%	86 37%	166 41%	143 44%	166 43%	213 100
Other	7 1%	2 1%	4 1%	1 1%	2 1%	1 1%	4 2%	1 0%	2 1%	2 1%	3 1%
Do Not Consume	23 4%	2 1%	8 3%	13 12%	7 2%	5 7%	11 5%				

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	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599 100	288 100	311 100	60 100	160 100	240 100	136 100	225 100	369 100	55 100	121 100	140 100	205 100
[13A] EXTEND HOURS OF OPERATION													
Good	322 54%	177 61%	145 47%	44 73%	100 63%	130 54%	48 35%	138 61%	182 49%	25 45%	59 49%	80 57%	124 60%
Bad	228 38%	87 30%	141 45%	14 23%	51 32%	88 37%	73 54%	73 32%	152 41%	24 44%	53 44%	53 38%	66 32%
DK	49 8%	24 8%	25 8%	2 3%	9 6%	22 9%	15 11%	14 6%	35 9%	6 11%	9 7%	7 5%	15 7%
[13B] ALLOW ONLINE ORDERS													
Good	413 69%	211 73%	202 65%	50 83%	122 76%	162 68%	76 56%	168 75%	243 66%	37 67%	81 67%	99 71%	148 72%
Bad	157 26%	65 23%	92 30%	10 17%	31 19%	70 29%	46 34%	49 22%	106 29%	14 25%	32 26%	35 25%	50 24%
DK	29 5%	12 4%	17 5%	0 0%	7 4%	8 3%	14 10%	8 4%	20 5%	4 7%	8 7%	6 4%	7 3%
[13C] STORE INSIDE OTHER STORES													
Good	355 59%	175 61%	180 58%	39 65%	106 66%	133 55%	74 54%	142 63%	209 57%	32 58%	76 63%	72 51%	128 62%
Bad	226 38%	105 36%	121 39%	19 32%	48 30%	99 41%	60 44%	75 33%	150 41%	23 42%	40 33%	64 46%	68 33%
DK	18 3%	8 3%	10 3%	2 3%	6 4%	8 3%	2 1%	8 4%	10 3%	0 0%	5 4%	4 3%	9 4%
[13D] EXPAND NON-ALCOHOLIC ITEMS													
Good	367 61%	172 60%	195 63%	52 87%	110 69%	140 58%	64 47%	153 68%	212 57%	33 60%	79 65%	84 60%	123 60%
Bad	217 36%	109 38%	108 35%	8 13%	44 28%	97 40%	67 49%	66 29%	148 40%	21 38%	41 34%	54 39%	77 38%
DK	15 3%	7 2%	8 3%	0 0%	6 4%	3 1%	5 4%	6 3%	9 2%	1 2%	1 1%	2 1%	5 2%
[13E] SELL GIFT CARDS													
Good	331 55%	171 59%	160 51%	38 63%	102 64%	133 55%	56 41%	137 61%	192 52%	30 55%	73 60%	74 53%	112 55%
Bad	248 41%	108 38%	140 45%	20 33%	53 33%	98 41%	76 56%	79 35%	166 45%	23 42%	45 37%	61 44%	85 41%
DK	20 3%	9 3%	11 4%	2 3%	5 3%	9 4%	4 3%	9 4%	11 3%	2 4%	3 2%	5 4%	8 4%
[13F] ALLOW SAMPLE TASTING IN STORES													
Good	181 30%	95 33%	86 28%	25 42%	59 37%	65 27%	32 24%	76 34%	103 28%	15 27%	30 25%	48 34%	70 34%
Bad	404 67%	187 65%	217 70%	34 57%	100 63%	166 69%	101 74%	146 65%	255 69%	39 71%	87 72%	89 64%	132 64%
DK	14 2%	6 2%	8 3%	1 2%	1 1%	9 4%	3 2%	3 1%	11 3%	1 2%	4 3%	3 2%	3 1%

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	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employ	Retired
TOTAL (N=)	599 100	141 100	201 100	143 100	111 100	90 100	164 100	108 100	56 100	171 100
[13A] EXTEND HOURS OF OPERATION										
Good	322 54%	72 51%	119 59%	71 50%	59 53%	61 68%	101 62%	61 56%	27 48%	67 39%
Bad	228 38%	57 40%	67 33%	59 41%	44 40%	24 27%	51 31%	41 38%	21 38%	86 50%
DK	49 8%	12 9%	15 7%	13 9%	8 7%	5 6%	12 7%	6 6%	8 14%	18 11%
[13B] ALLOW ONLINE ORDERS										
Good	413 69%	102 72%	137 68%	97 68%	75 68%	64 71%	126 77%	81 75%	39 70%	98 57%
Bad	157 26%	29 21%	56 28%	40 28%	31 28%	21 23%	33 20%	23 21%	15 27%	60 35%
DK	29 5%	10 7%	8 4%	6 4%	5 5%	5 6%	5 3%	4 4%	2 4%	13 8%
[13C] STORE INSIDE OTHER STORES										
Good	355 59%	94 67%	117 58%	80 56%	61 55%	51 57%	102 62%	68 63%	35 63%	93 54%
Bad	226 38%	45 32%	79 39%	59 41%	43 39%	33 37%	59 36%	38 35%	18 32%	74 43%
DK	18 3%	2 1%	5 2%	4 3%	7 6%	6 7%	3 2%	2 2%	3 5%	4 2%
[13D] EXPAND NON-ALCOHOLIC ITEMS										
Good	367 61%	86 61%	126 63%	89 62%	65 59%	56 62%	112 68%	71 66%	37 66%	86 50%
Bad	217 36%	52 37%	70 35%	50 35%	44 40%	32 36%	49 30%	34 31%	18 32%	79 46%
DK	15 3%	3 2%	5 2%	4 3%	2 2%	2 2%	3 2%	3 3%	1 2%	6 4%
[13E] SELL GIFT CARDS										
Good	331 55%	78 55%	107 53%	83 58%	63 57%	52 58%	101 62%	68 63%	26 46%	78 46%
Bad	248 41%	58 41%	87 43%	55 38%	45 41%	34 38%	57 35%	37 34%	27 48%	89 52%
DK	20 3%	5 4%	7 3%	5 3%	3 3%	4 4%	6 4%	3 3%	3 5%	4 2%
[13F] ALLOW SAMPLE TASTING IN STORES										
Good	181 30%	47 33%	60 30%	40 28%	34 31%	38 42%	43 26%	38 35%	15 27%	42 25%
Bad	404 67%	91 65%	136 68%	98 69%	76 68%	51 57%	118 72%	66 61%	40 71%	124 73%
DK	14 2%	3 2%	5 2%	5 3%	1 1%	1 1%	3 2%	4 4%	1 2%	5 3%

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	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED						
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Con- tract	Dont Know	Consume Wi ne	Consume Beer	Consume Hard Li quor	Consume Speci al Li queur
TOTAL (N=)	599 100	172 100	319 100	106 100	302 100	67 100	230 100	402 100	324 100	385 100	213 100
[13A] EXTEND HOURS OF OPERATION											
Good	322 54%	115 67%	165 52%	41 39%	172 57%	41 61%	109 47%	215 53%	187 58%	211 55%	115 54%
Bad	228 38%	46 27%	127 40%	54 51%	108 36%	18 27%	102 44%	159 40%	111 34%	141 37%	77 36%
DK	49 8%	11 6%	27 8%	11 10%	22 7%	8 12%	19 8%	28 7%	26 8%	33 9%	21 10%
[13B] ALLOW ONLINE ORDERS											
Good	413 69%	123 72%	235 74%	53 50%	215 71%	39 58%	159 69%	283 70%	241 74%	274 71%	155 73%
Bad	157 26%	41 24%	70 22%	46 43%	78 26%	22 33%	57 25%	98 24%	71 22%	98 25%	51 24%
DK	29 5%	8 5%	14 4%	7 7%	9 3%	6 9%	14 6%	21 5%	12 4%	13 3%	7 3%
[13C] STORE INSIDE OTHER STORES											
Good	355 59%	114 66%	190 60%	49 46%	178 59%	42 63%	135 59%	241 60%	201 62%	237 62%	132 62%
Bad	226 38%	56 33%	117 37%	53 50%	113 37%	24 36%	89 39%	146 36%	114 35%	134 35%	70 33%
DK	18 3%	2 1%	12 4%	4 4%	11 4%	1 1%	6 3%	15 4%	9 3%	14 4%	11 5%
[13D] EXPAND NON-ALCOHOLI C I T E M S											
Good	367 61%	114 66%	189 59%	62 58%	177 59%	46 69%	144 63%	243 60%	205 63%	238 62%	133 62%
Bad	217 36%	57 33%	118 37%	42 40%	120 40%	18 27%	79 34%	147 37%	112 35%	140 36%	77 36%
DK	15 3%	1 1%	12 4%	2 2%	5 2%	3 4%	7 3%	12 3%	7 2%	7 2%	3 1%
[13E] SELL GIFT CARDS											
Good	331 55%	112 65%	174 55%	44 42%	172 57%	39 58%	120 52%	218 54%	180 56%	219 57%	121 57%
Bad	248 41%	53 31%	139 44%	55 52%	124 41%	25 37%	99 43%	168 42%	132 41%	151 39%	83 39%
DK	20 3%	7 4%	6 2%	7 7%	6 2%	3 4%	11 5%	16 4%	12 4%	15 4%	9 4%
[13F] ALLOW SAMPLE TASTING IN STORES											
Good	181 30%	76 44%	88 28%	16 15%	97 32%	22 33%	62 27%	129 32%	111 34%	121 31%	64 30%
Bad	404 67%	96 56%	221 69%	86 81%	198 66%	43 64%	163 71%	265 66%	208 64%	256 66%	142 67%
DK	14 2%	0 0%	10 3%	4 4%	7 2%	2 3%	5 2%	8 2%	5 2%	8 2%	7 3%

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	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	599 100	288 100	311 100	60 100	160 100	240 100	136 100	225 100	369 100	55 100	121 100	140 100	205 100
Gender													
Mal e	288 48%	288 100	0 0%	32 53%	74 46%	123 51%	59 43%	103 46%	182 49%	28 51%	49 40%	75 54%	100 49%
Femal e	311 52%	0 0%	311 100	28 47%	86 54%	117 49%	77 57%	122 54%	187 51%	27 49%	72 60%	65 46%	105 51%
[14] AGE													
21-35	60 10%	32 11%	28 9%	60 100	0 0%	0 0%	0 0%	40 18%	20 5%	9 16%	15 12%	15 11%	14 7%
36-50	160 27%	74 26%	86 28%	0 0%	160 100	0 0%	0 0%	112 50%	47 13%	6 11%	25 21%	41 29%	71 35%
51-64	240 40%	123 43%	117 38%	0 0%	0 0%	240 100	0 0%	63 28%	176 48%	18 33%	44 36%	61 44%	91 44%
65+	136 23%	59 20%	77 25%	0 0%	0 0%	0 0%	136 100	10 4%	124 34%	22 40%	37 31%	23 16%	29 14%
NA	3 1%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	0 0%	0 0%
[16] TYPE OF COMMUNITY													
Urban	141 24%	67 23%	74 24%	11 18%	38 24%	56 23%	36 26%	53 24%	88 24%	22 40%	22 18%	26 19%	49 24%
Suburban	201 34%	92 32%	109 35%	26 43%	60 38%	75 31%	38 28%	84 37%	114 31%	6 11%	30 25%	54 39%	82 40%
Small Town	143 24%	67 23%	76 24%	17 28%	34 21%	57 24%	35 26%	54 24%	89 24%	20 36%	44 36%	28 20%	39 19%
Rural	111 19%	60 21%	51 16%	6 10%	27 17%	52 22%	26 19%	34 15%	77 21%	7 13%	25 21%	32 23%	35 17%
DK/NA	3 1%	2 1%	1 0%	0 0%	1 1%	0 0%	1 1%	0 0%	1 0%	0 0%	0 0%	0 0%	0 0%
[17] HOUSEHOLD TYPE													
Coupl e w/ki ds	201 34%	98 34%	103 33%	34 57%	107 67%	54 23%	6 4%	201 89%	0 0%	6 11%	37 31%	44 31%	90 44%
Couple/No ki ds	293 49%	144 50%	149 48%	12 20%	35 22%	152 63%	92 68%	0 0%	293 79%	17 31%	54 45%	79 56%	102 50%
Si ngl e w/ki ds	24 4%	5 2%	19 6%	6 10%	5 3%	9 4%	4 3%	24 11%	0 0%	5 9%	8 7%	6 4%	4 2%
Si ngl e/No ki ds	76 13%	38 13%	38 12%	8 13%	12 8%	24 10%	32 24%	0 0%	76 21%	27 49%	21 17%	11 8%	9 4%
NA	5 1%	3 1%	2 1%	0 0%	1 1%	1 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%
[18] EMPLOYMENT													
Sel f-empl oyed	90 15%	55 19%	35 11%	9 15%	29 18%	40 17%	12 9%	44 20%	46 12%	5 9%	12 10%	24 17%	40 20%
Private	164 27%	84 29%	80 26%	19 32%	62 39%	76 32%	6 4%	68 30%	96 26%	8 15%	25 21%	45 32%	66 32%
Public	108 18%	51 18%	57 18%	17 28%	40 25%	49 20%	2 1%	56 25%	52 14%	3 5%	13 11%	33 24%	46 22%
Not-empl oyed	49 8%	13 5%	36 12%	8 13%	22 14%	18 8%	1 1%	27 12%	22 6%	7 13%	17 14%	6 4%	13 6%
Student	7 1%	6 2%	1 0%	5 8%	1 1%	1 0%	0 0%	3 1%	4 1%	3 5%	1 1%	2 1%	1 0%
Reti red	171 29%	75 26%	96 31%	2 3%	2 1%	51 21%	115 85%	23 10%	146 40%	28 51%	51 42%	30 21%	38 19%
NA	10 2%	4 1%	6 2%	0 0%	4 3%	5 2%	0 0%	4 2%	3 1%	1 2%	2 2%	0 0%	1 0%
[19] I NCOME													
\$25k or less	55 9%	28 10%	27 9%	9 15%	6 4%	18 8%	22 16%	11 5%	44 12%	55 100	0 0%	0 0%	0 0%
\$25k-50k	121 20%	49 17%	72 23%	15 25%	25 16%	44 18%	37 27%	45 20%	75 20%	0 0%	121 100	0 0%	0 0%
\$50k-75k	140 23%	75 26%	65 21%	15 25%	41 26%	61 25%	23 17%	50 22%	90 24%	0 0%	0 0%	140 100	0 0%
Over \$75k	205 34%	100 35%	105 34%	14 23%	71 44%	91 38%	29 21%	94 42%	111 30%	0 0%	0 0%	0 0%	205 100
NA	78 13%	36 13%	42 14%	7 12%	17 11%	26 11%	25 18%	25 11%	49 13%	0 0%	0 0%	0 0%	0 0%

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WA Liquor Control Board - Customer Survey - January 2011

	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employed	Retired
TOTAL (N=)	599 100	141 100	201 100	143 100	111 100	90 100	164 100	108 100	56 100	171 100
Gender										
Male	288 48%	67 48%	92 46%	67 47%	60 54%	55 61%	84 51%	51 47%	19 34%	75 44%
Female	311 52%	74 52%	109 54%	76 53%	51 46%	35 39%	80 49%	57 53%	37 66%	96 56%
[14] AGE										
21-35	60 10%	11 8%	26 13%	17 12%	6 5%	9 10%	19 12%	17 16%	13 23%	2 1%
36-50	160 27%	38 27%	60 30%	34 24%	27 24%	29 32%	62 38%	40 37%	23 41%	2 1%
51-64	240 40%	56 40%	75 37%	57 40%	52 47%	40 44%	76 46%	49 45%	19 34%	51 30%
65+	136 23%	36 26%	38 19%	35 24%	26 23%	12 13%	6 4%	2 2%	1 2%	115 67%
NA	3 1%	0 0%	2 1%	0 0%	0 0%	0 0%	1 1%	0 0%	0 0%	1 1%
[16] TYPE OF COMMUNITY										
Urban	141 24%	141 100	0 0%	0 0%	0 0%	22 24%	42 26%	21 19%	13 23%	40 23%
Suburban	201 34%	0 0%	201 100	0 0%	0 0%	20 22%	64 39%	49 45%	20 36%	44 26%
Small Town	143 24%	0 0%	0 0%	143 100	0 0%	28 31%	30 18%	21 19%	15 27%	48 28%
Rural	111 19%	0 0%	0 0%	0 0%	111 100	20 22%	28 17%	17 16%	8 14%	38 22%
DK/NA	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1%
[17] HOUSEHOLD TYPE										
Couple w/kids	201 34%	46 33%	76 38%	47 33%	32 29%	40 44%	61 37%	50 46%	28 50%	18 11%
Couple/No kids	293 49%	63 45%	99 49%	65 45%	65 59%	36 40%	82 50%	43 40%	21 38%	109 64%
Single w/kids	24 4%	7 5%	8 4%	7 5%	2 2%	4 4%	7 4%	6 6%	2 4%	5 3%
Single/No kids	76 13%	25 18%	15 7%	24 17%	12 11%	10 11%	14 9%	9 8%	5 9%	37 22%
NA	5 1%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%
[18] EMPLOYMENT										
Self-employed	90 15%	22 16%	20 10%	28 20%	20 18%	90 100	0 0%	0 0%	0 0%	0 0%
Private	164 27%	42 30%	64 32%	30 21%	28 25%	0 0%	164 100	0 0%	0 0%	0 0%
Public	108 18%	21 15%	49 24%	21 15%	17 15%	0 0%	0 0%	108 100	0 0%	0 0%
Not-employed	49 8%	11 8%	17 8%	13 9%	8 7%	0 0%	0 0%	0 0%	49 88%	0 0%
Student	7 1%	2 1%	3 1%	2 1%	0 0%	0 0%	0 0%	0 0%	7 13%	0 0%
Retired	171 29%	40 28%	44 22%	48 34%	38 34%	0 0%	0 0%	0 0%	0 0%	171 100
NA	10 2%	3 2%	4 2%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
[19] INCOME										
\$25k or less	55 9%	22 16%	6 3%	20 14%	7 6%	5 6%	8 5%	3 3%	10 18%	28 16%
\$25k-50k	121 20%	22 16%	30 15%	44 31%	25 23%	12 13%	25 15%	13 12%	18 32%	51 30%
\$50k-75k	140 23%	26 18%	54 27%	28 20%	32 29%	24 27%	45 27%	33 31%	8 14%	30 18%
Over \$75k	205 34%	49 35%	82 41%	39 27%	35 32%	40 44%	66 40%	46 43%	14 25%	38 22%
NA	78 13%	22 16%	29 14%	12 8%	12 11%	9 10%	20 12%	13 12%	6 11%	24 14%

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WA Liquor Control Board - Customer Survey - January 2011

	TOTAL	HOW OFTEN SHOP			HOW STORE MANAGED			Consume Wine	Consume Beer	Consume Hard Liquor	Consume Special Liquor
	(N=)	1 Month or More	2-11 timesYr	1 Year	State Run	Contract	Dont Know				
TOTAL (N=)	599 100	172 100	319 100	106 100	302 100	67 100	230 100	402 100	324 100	385 100	213 100
Gender											
Male	288 48%	105 61%	147 46%	35 33%	151 50%	39 58%	98 43%	186 46%	199 61%	203 53%	101 47%
Female	311 52%	67 39%	172 54%	71 67%	151 50%	28 42%	132 57%	216 54%	125 39%	182 47%	112 53%
[14] AGE											
21-35	60 10%	23 13%	32 10%	5 5%	29 10%	5 7%	26 11%	35 9%	42 13%	38 10%	18 8%
36-50	160 27%	52 30%	90 28%	17 16%	79 26%	14 21%	67 29%	100 25%	89 27%	109 28%	63 30%
51-64	240 40%	66 38%	125 39%	48 45%	110 36%	37 55%	93 40%	163 41%	134 41%	163 42%	91 43%
65+	136 23%	29 17%	71 22%	36 34%	84 28%	11 16%	41 18%	101 25%	59 18%	74 19%	41 19%
NA	3 1%	2 1%	1 0%	0 0%	0 0%	0 0%	3 1%	3 1%	0 0%	1 0%	0 0%
[16] TYPE OF COMMUNITY											
Urban	141 24%	44 26%	74 23%	23 22%	77 25%	8 12%	56 24%	92 23%	77 24%	92 24%	52 24%
Suburban	201 34%	62 36%	102 32%	36 34%	109 36%	10 15%	82 36%	145 36%	112 35%	121 31%	69 32%
Small Town	143 24%	31 18%	84 26%	27 25%	68 23%	26 39%	49 21%	95 24%	75 23%	99 26%	50 23%
Rural	111 19%	35 20%	57 18%	19 18%	47 16%	23 34%	41 18%	67 17%	60 19%	73 19%	42 20%
DK/NA	3 1%	0 0%	2 1%	1 1%	1 0%	0 0%	2 1%	3 1%	0 0%	0 0%	0 0%
[17] HOUSEHOLD TYPE											
Couple w/kids	201 34%	63 37%	114 36%	24 23%	99 33%	21 31%	81 35%	135 34%	121 37%	137 36%	90 42%
Couple/No kids	293 49%	86 50%	148 46%	57 54%	154 51%	35 52%	104 45%	200 50%	156 48%	191 50%	94 44%
Single w/kids	24 4%	6 3%	13 4%	5 5%	10 3%	3 4%	11 5%	16 4%	9 3%	14 4%	7 3%
Single/No kids	76 13%	17 10%	41 13%	18 17%	37 12%	8 12%	31 13%	46 11%	38 12%	43 11%	22 10%
NA	5 1%	0 0%	3 1%	2 2%	2 1%	0 0%	3 1%	5 1%	0 0%	0 0%	0 0%
[18] EMPLOYMENT											
Self-employed	90 15%	40 23%	37 12%	12 11%	36 12%	19 28%	35 15%	63 16%	55 17%	66 17%	36 17%
Private	164 27%	48 28%	97 30%	19 18%	77 25%	15 22%	72 31%	107 27%	107 33%	113 29%	66 31%
Public	108 18%	29 17%	62 19%	16 15%	62 21%	8 12%	38 17%	76 19%	60 19%	70 18%	36 17%
Not-employed	49 8%	13 8%	29 9%	7 7%	21 7%	4 6%	24 10%	26 6%	23 7%	32 8%	18 8%
Student	7 1%	2 1%	5 2%	0 0%	4 1%	0 0%	3 1%	1 0%	4 1%	4 1%	4 2%
Retired	171 29%	39 23%	82 26%	50 47%	97 32%	21 31%	53 23%	122 30%	72 22%	96 25%	51 24%
NA	10 2%	1 1%	7 2%	2 2%	5 2%	0 0%	5 2%	7 2%	3 1%	4 1%	2 1%
[19] INCOME											
\$25k or less	55 9%	13 8%	29 9%	13 12%	27 9%	5 7%	23 10%	27 7%	27 8%	25 6%	14 7%
\$25k-50k	121 20%	25 15%	66 21%	29 27%	59 20%	12 18%	50 22%	84 21%	60 19%	68 18%	44 21%
\$50k-75k	140 23%	48 28%	73 23%	19 18%	68 23%	20 30%	52 23%	89 22%	79 24%	101 26%	50 23%
Over \$75k	205 34%	65 38%	109 34%	31 29%	107 35%	21 31%	77 33%	149 37%	119 37%	142 37%	84 39%
NA	78 13%	21 12%	42 13%	14 13%	41 14%	9 13%	28 12%	53 13%	39 12%	49 13%	21 10%

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# **NON-CUSTOMERS**

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WA Liquor Control Board - Non-Customer Survey - January 2011

	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	611 100	261 100	350 100	48 100	111 100	212 100	234 100	196 100	412 100	104 100	146 100	137 100	121 100
[1] SHOP IN LAST YEAR													
Other	18 3%	4 2%	14 4%	1 2%	4 4%	5 2%	7 3%	7 4%	11 3%	1 1%	5 3%	7 5%	3 2%
No One	593 97%	257 98%	336 96%	47 98%	107 96%	207 98%	227 97%	189 96%	401 97%	103 99%	141 97%	130 95%	118 98%
[12] NUMBER OF LIQUOR STORES													
Too Many	201 33%	85 33%	116 33%	20 42%	29 26%	70 33%	79 34%	64 33%	136 33%	36 35%	52 36%	40 29%	29 24%
Not Enough	21 3%	11 4%	10 3%	4 8%	6 5%	5 2%	6 3%	9 5%	12 3%	4 4%	5 3%	7 5%	4 3%
About Right	253 41%	108 41%	145 41%	16 33%	46 41%	99 47%	90 38%	77 39%	174 42%	42 40%	58 40%	68 50%	55 45%
DK/NA	136 22%	57 22%	79 23%	8 17%	30 27%	38 18%	59 25%	46 23%	90 22%	22 21%	31 21%	22 16%	33 27%
*ASKED NEXT Q (n= )	21 100	11 100	10 100	4 100	6 100	5 100	6 100	9 100	12 100	4 100	5 100	7 100	4 100
[12A] LIMIT # STORES OR MARKET DETERMINE													
Li mi t	1 5%		1 10%			1 20%			1 8%	1 25%			
Determine by Market	19 90%	11 100	8 80%	3 75%	6 100	4 80%	6 100	8 89%	11 92%	3 75%	4 80%	7 100	4 100
DK/NA	1 5%		1 10%	1 25%				1 11%			1 20%		
[15] ALCOHOLIC BEVERAGES CONSUMED													
Wi ne	143 23%	49 19%	94 27%	13 27%	26 23%	55 26%	49 21%	50 26%	93 23%	15 14%	32 22%	45 33%	38 31%
Beer	90 15%	53 20%	37 11%	11 23%	20 18%	29 14%	30 13%	40 20%	49 12%	9 9%	17 12%	29 21%	25 21%
Hard Liquor	67 11%	32 12%	35 10%	4 8%	15 14%	23 11%	24 10%	28 14%	38 9%	9 9%	18 12%	19 14%	16 13%
Speci al ty Li quor	30 5%	14 5%	16 5%	2 4%	5 5%	15 7%	8 3%	11 6%	19 5%	4 4%	7 5%	6 4%	9 7%
Other	5 1%	3 1%	2 1%		3 3%	1 0%	1 0%	2 1%	3 1%	2 2%	2 1%		
Do Not Consume	408 67%	178 68%	230 66%	30 63%	69 62%	141 67%	163 70%	117 60%	289 70%	78 75%	98 67%	81 59%	67 55%
*ASKED NEXT Q (n= )	76 100	36 100	40 100	4 100	16 100	30 100	25 100	30 100	45 100	11 100	20 100	20 100	17 100
[15A] WHY HAVENT SHOPPED/ALCOHOL CONSUMED													
Go El sewhere	14 18%	10 28%	4 10%	2 50%	1 6%	5 17%	6 24%	4 13%	10 22%	2 18%	3 15%	2 10%	6 35%
Have Enough/No Need/Buy													
Infrequently	14 18%	4 11%	10 25%	1 25%		6 20%	7 28%	4 13%	10 22%	3 27%	2 10%	5 25%	3 18%
Dont Drink That Much/Dri nk													
Occasi onal ly	15 20%	8 22%	7 18%	1 25%	5 31%	7 23%	2 8%	8 27%	7 16%	1 9%	4 20%	2 10%	6 35%
Dont Drink	7 9%	3 8%	4 10%		2 13%	3 10%	1 4%	2 7%	5 11%	2 18%	3 15%	1 5%	
Dont Drink/Keep													
Liquor At Home	11 14%	4 11%	7 18%		5 31%	4 13%	2 8%	7 23%	4 9%	1 9%	2 10%	5 25%	2 12%
Someone Else Buys It	8 11%	5 14%	3 8%		3 19%	1 3%	4 16%	3 10%	5 11%	2 18%	3 15%	2 10%	
Costs	4 5%	2 6%	2 5%	1 25%	1 6%	1 3%	1 4%	3 10%	1 2%		1 5%		3 18%
No/I nconveni ent													
Locati ons	3 4%	2 6%	1 3%	1 25%		1 3%	1 4%	2 7%	1 2%	1 9%	1 5%		1 6%
No Ti me	3 4%	2 6%	1 3%			1 3%	2 8%		3 7%		1 5%	1 5%	1 6%
Should Not Be State													
Run	2 3%		2 5%			1 3%	1 4%		2 4%		1 5%		
DK/NA/Refused	3 4%	1 3%	2 5%		1 6%	2 7%		2 7%			2 10%		1 6%

WA Liquor Control Board - Non-Customer Survey - January 2011

	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Sel f/ Owner	Private	Public	Not-employ	Reti red
TOTAL (N=)	611 100	143 100	192 100	149 100	119 100	54 100	129 100	80 100	62 100	280 100
[1] SHOP IN LAST YEAR										
Other	18 3%	4 3%	12 6%		2 2%		4 3%	2 3%	2 3%	9 3%
No One	593 97%	139 97%	180 94%	149 100	117 98%	54 100	125 97%	78 98%	60 97%	271 97%
[12] NUMBER OF LIQUOR STORES										
Too Many	201 33%	35 24%	59 31%	59 40%	45 38%	18 33%	39 30%	23 29%	17 27%	102 36%
Not Enough	21 3%	7 5%	7 4%	6 4%	1 1%	3 6%	5 4%	3 4%	3 5%	7 3%
About Right	253 41%	61 43%	86 45%	53 36%	52 44%	20 37%	54 42%	35 44%	24 39%	117 42%
DK/NA	136 22%	40 28%	40 21%	31 21%	21 18%	13 24%	31 24%	19 24%	18 29%	54 19%
*ASKED NEXT Q (n= )	21 100	7 100	7 100	6 100	1 100	3 100	5 100	3 100	3 100	7 100
[12A] LIMIT # STORES OR MARKET DETERMINE										
Limit	1 5%	1 14%					1 20%			
Determine by Market	19 90%	6 86%	7 100	5 83%	1 100	3 100	4 80%	2 67%	3 100	7 100
DK/NA	1 5%			1 17%				1 33%		
[15] ALCOHOLIC BEVERAGES CONSUMED										
Wine	143 23%	41 29%	47 24%	28 19%	27 23%	14 26%	33 26%	24 30%	12 19%	58 21%
Beer	90 15%	21 15%	25 13%	23 15%	21 18%	11 20%	22 17%	21 26%	6 10%	29 10%
Hard Li quor	67 11%	18 13%	19 10%	16 11%	14 12%	6 11%	15 12%	13 16%	3 5%	26 9%
Special ty Li quor	30 5%	5 3%	12 6%	6 4%	7 6%	2 4%	6 5%	8 10%	2 3%	11 4%
Other	5 1%		1 1%	2 1%	2 2%		2 2%	1 1%		2 1%
Do Not Consume	408 67%	89 62%	129 67%	106 71%	76 64%	36 67%	84 65%	44 55%	45 73%	197 70%
*ASKED NEXT Q (n= )	76 100	20 100	22 100	18 100	16 100	6 100	18 100	14 100	4 100	30 100
[15A] WHY HAVENT SHOPPED/ALCOHOL CONSUMED										
Go El sewhere	14 18%	2 10%	6 27%	3 17%	3 19%	2 33%	1 6%	3 21%	1 25%	7 23%
Have Enough/No Need/Buy										
Infrequently	14 18%	3 15%	4 18%	4 22%	3 19%		1 6%	4 29%	1 25%	7 23%
Dont Drink That Much/Drink										
Occasi onally	15 20%	3 15%	5 23%	4 22%	3 19%	2 33%	7 39%	4 29%		2 7%
Dont Drink	7 9%	3 15%	2 9%	1 6%	1 6%		2 11%	1 7%		4 13%
Dont Drink/Keep Li quor At Home	11 14%	5 25%	2 9%		4 25%		5 28%	2 14%	1 25%	2 7%
Someone Else Buys It	8 11%	3 15%	3 14%	2 11%		1 17%	1 6%	1 7%		3 10%
Costs	4 5%		4 18%			1 17%	1 6%	1 7%		1 3%
No/Inconveni ent Locati ons	3 4%		1 5%		2 13%	1 17%	1 6%			1 3%
No Time	3 4%	1 5%		1 6%	1 6%					3 10%
Should Not Be State Run	2 3%			2 11%						2 7%
DK/NA/Refused	3 4%		1 5%	2 11%		1 17%	1 6%		1 25%	

	TOTAL				
	(N=)	Consume Wi ne	Consume Beer	Consume Spi ri ts	Non- dri nker
TOTAL (N=)	611 100	143 100	90 100	76 100	408 100
[1] SHOP IN LAST YEAR					
Other	18 3%	10 7%	1 1%	6 8%	4 1%
No One	593 97%	133 93%	89 99%	70 92%	404 99%
[12] NUMBER OF LI QUOR STORES					
Too Many	201 33%	22 15%	18 20%	10 13%	165 40%
Not Enough	21 3%	6 4%	9 10%	6 8%	10 2%
About Ri ght	253 41%	88 62%	55 61%	53 70%	132 32%
DK/NA	136 22%	27 19%	8 9%	7 9%	101 25%
*ASKED NEXT Q (n= )	21 100	6 100	9 100	6 100	10 100
[12A] LI MIT # STORES OR MARKET DETERMINE					
Li mi t	1 5%		1 11%		
Determine by Market	19 90%	6 100	8 89%	6 100	9 90%
DK/NA	1 5%				1 10%
[15] ALCOHOLIC BEVERAGES CONSUMED					
Wi ne	143 23%	143 100	53 59%	50 66%	
Beer	90 15%	53 37%	90 100	44 58%	
Hard Li quor	67 11%	46 32%	42 47%	67 88%	
Speci al ty Li quor	30 5%	21 15%	21 23%	30 39%	
Other	5 1%	1 1%		1 1%	
Do Not Consume	408 67%				408 100
*ASKED NEXT Q (n= )	76 100	50 100	44 100	76 100	
[15A] WHY HAVENT SHOPPED/ALCOHOL CONSUMED					
Go El sewhere	14 18%	9 18%	9 20%	14 18%	
Have Enough/No Need/Buy					
Infrequently	14 18%	10 20%	10 23%	14 18%	
Dont Drink That Much/Drink					
Occasionally	15 20%	10 20%	8 18%	15 20%	
Dont Drink	7 9%	4 8%	2 5%	7 9%	
Dont Drink/Keep Li quor At Home	11 14%	6 12%	6 14%	11 14%	
Someone El se Buys It	8 11%	6 12%	6 14%	8 11%	
Costs	4 5%	3 6%	2 5%	4 5%	
No/Inconveni ent Locati ons	3 4%	3 6%	2 5%	3 4%	
No Time	3 4%	1 2%	1 2%	3 4%	
Shoul d Not Be State Run	2 3%	2 4%		2 3%	
DK/NA/Refused	3 4%	2 4%	3 7%	3 4%	

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	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	611 100	261 100	350 100	48 100	111 100	212 100	234 100	196 100	412 100	104 100	146 100	137 100	121 100
[13A] EXTEND HOURS OF OPERATION													
Good	101 17%	55 21%	46 13%	13 27%	27 24%	30 14%	31 13%	39 20%	61 15%	17 16%	22 15%	25 18%	22 18%
Bad	446 73%	170 65%	276 79%	31 65%	71 64%	163 77%	177 76%	137 70%	309 75%	78 75%	113 77%	97 71%	83 69%
DK	64 10%	36 14%	28 8%	4 8%	13 12%	19 9%	26 11%	20 10%	42 10%	9 9%	11 8%	15 11%	16 13%
[13B] ALLOW ONLINE ORDERS													
Good	226 37%	108 41%	118 34%	18 38%	46 41%	84 40%	77 33%	78 40%	147 36%	33 32%	44 30%	57 42%	58 48%
Bad	339 55%	133 51%	206 59%	26 54%	55 50%	116 55%	138 59%	104 53%	234 57%	61 59%	93 64%	68 50%	57 47%
DK	46 8%	20 8%	26 7%	4 8%	10 9%	12 6%	19 8%	14 7%	31 8%	10 10%	9 6%	12 9%	6 5%
[13C] STORE INSIDE OTHER STORES													
Good	142 23%	73 28%	69 20%	14 29%	25 23%	48 23%	54 23%	47 24%	94 23%	19 18%	30 21%	29 21%	37 31%
Bad	439 72%	177 68%	262 75%	33 69%	78 70%	150 71%	175 75%	139 71%	299 73%	83 80%	107 73%	103 75%	76 63%
DK	30 5%	11 4%	19 5%	1 2%	8 7%	14 7%	5 2%	10 5%	19 5%	2 2%	9 6%	5 4%	8 7%
[13D] EXPAND NON-ALCOHOLIC ITEMS													
Good	253 41%	104 40%	149 43%	25 52%	58 52%	77 36%	91 39%	93 47%	158 38%	42 40%	63 43%	51 37%	61 50%
Bad	317 52%	141 54%	176 50%	20 42%	43 39%	120 57%	131 56%	85 43%	231 56%	55 53%	75 51%	74 54%	51 42%
DK	41 7%	16 6%	25 7%	3 6%	10 9%	15 7%	12 5%	18 9%	23 6%	7 7%	8 5%	12 9%	9 7%
[13E] SELL GIFT CARDS													
Good	156 26%	67 26%	89 25%	15 31%	32 29%	54 25%	55 24%	51 26%	104 25%	26 25%	33 23%	38 28%	38 31%
Bad	424 69%	180 69%	244 70%	31 65%	72 65%	150 71%	166 71%	132 67%	291 71%	74 71%	109 75%	94 69%	74 61%
DK	31 5%	14 5%	17 5%	2 4%	7 6%	8 4%	13 6%	13 7%	17 4%	4 4%	4 3%	5 4%	9 7%
[13F] ALLOW SAMPLE TASTING IN STORES													
Good	74 12%	35 13%	39 11%	12 25%	23 21%	17 8%	22 9%	32 16%	42 10%	12 12%	15 10%	19 14%	18 15%
Bad	521 85%	221 85%	300 86%	36 75%	82 74%	191 90%	207 88%	159 81%	360 87%	91 88%	125 86%	116 85%	97 80%
DK	16 3%	5 2%	11 3%	0 0%	6 5%	4 2%	5 2%	5 3%	10 2%	1 1%	6 4%	2 1%	6 5%

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	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employed	Retired
TOTAL (N=)	611 100	143 100	192 100	149 100	119 100	54 100	129 100	80 100	62 100	280 100
[13A] EXTEND HOURS OF OPERATION										
Good	101 17%	26 18%	30 16%	23 15%	22 18%	6 11%	31 24%	17 21%	14 23%	33 12%
Bad	446 73%	103 72%	142 74%	112 75%	84 71%	34 63%	84 65%	58 73%	44 71%	221 79%
DK	64 10%	14 10%	20 10%	14 9%	13 11%	14 26%	14 11%	5 6%	4 6%	26 9%
[13B] ALLOW ONLINE ORDERS										
Good	226 37%	55 38%	65 34%	62 42%	43 36%	22 41%	53 41%	31 39%	22 35%	94 34%
Bad	339 55%	78 55%	112 58%	78 52%	68 57%	29 54%	64 50%	45 56%	36 58%	164 59%
DK	46 8%	10 7%	15 8%	9 6%	8 7%	3 6%	12 9%	4 5%	4 6%	22 8%
[13C] STORE INSIDE OTHER STORES										
Good	142 23%	31 22%	44 23%	31 21%	36 30%	12 22%	41 32%	17 21%	10 16%	62 22%
Bad	439 72%	103 72%	143 74%	108 72%	78 66%	39 72%	80 62%	57 71%	48 77%	210 75%
DK	30 5%	9 6%	5 3%	10 7%	5 4%	3 6%	8 6%	6 8%	4 6%	8 3%
[13D] EXPAND NON-ALCOHOLIC ITEMS										
Good	253 41%	61 43%	80 42%	60 40%	51 43%	19 35%	56 43%	38 48%	27 44%	108 39%
Bad	317 52%	73 51%	104 54%	77 52%	59 50%	34 63%	60 47%	34 43%	32 52%	156 56%
DK	41 7%	9 6%	8 4%	12 8%	9 8%	1 2%	13 10%	8 10%	3 5%	16 6%
[13E] SELL GIFT CARDS										
Good	156 26%	44 31%	41 21%	42 28%	27 23%	14 26%	34 26%	22 28%	17 27%	69 25%
Bad	424 69%	94 66%	143 74%	102 68%	81 68%	37 69%	86 67%	53 66%	45 73%	198 71%
DK	31 5%	5 3%	8 4%	5 3%	11 9%	3 6%	9 7%	5 6%	0 0%	13 5%
[13F] ALLOW SAMPLE TASTING IN STORES										
Good	74 12%	21 15%	25 13%	12 8%	16 13%	7 13%	20 16%	11 14%	6 10%	28 10%
Bad	521 85%	115 80%	165 86%	133 89%	101 85%	45 83%	103 80%	68 85%	55 89%	247 88%
DK	16 3%	7 5%	2 1%	4 3%	2 2%	2 4%	6 5%	1 1%	1 2%	5 2%

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	TOTAL				
	(N=)	Consume Wi ne	Consume Beer	Consume Spi ri ts	Non- dri nker
TOTAL (N=)	611 100	143 100	90 100	76 100	408 100
[13A] EXTEND HOURS OF OPERATION					
Good	101 17%	39 27%	26 29%	26 34%	46 11%
Bad	446 73%	90 63%	55 61%	42 55%	317 78%
DK	64 10%	14 10%	9 10%	8 11%	45 11%
[13B] ALLOW ONLINE ORDERS					
Good	226 37%	68 48%	47 52%	39 51%	128 31%
Bad	339 55%	67 47%	40 44%	34 45%	245 60%
DK	46 8%	8 6%	3 3%	3 4%	35 9%
[13C] STORE INSIDE OTHER STORES					
Good	142 23%	47 33%	34 38%	28 37%	73 18%
Bad	439 72%	91 64%	56 62%	45 59%	312 76%
DK	30 5%	5 3%	0 0%	3 4%	23 6%
[13D] EXPAND NON-ALCOHOLIC ITEMS					
Good	253 41%	70 49%	42 47%	36 47%	145 36%
Bad	317 52%	67 47%	44 49%	38 50%	230 56%
DK	41 7%	6 4%	4 4%	2 3%	33 8%
[13E] SELL GIFT CARDS					
Good	156 26%	61 43%	36 40%	34 45%	73 18%
Bad	424 69%	79 55%	50 56%	40 53%	311 76%
DK	31 5%	3 2%	4 4%	2 3%	24 6%
[13F] ALLOW SAMPLE TASTING IN STORES					
Good	74 12%	25 17%	15 17%	13 17%	40 10%
Bad	521 85%	116 81%	73 81%	62 82%	357 88%
DK	16 3%	2 1%	2 2%	1 1%	11 3%

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	TOTAL	GENDER		AGE				HOUSEHOLD		I NCOME			
	(N=)	Mal e	Femal e	21-35	36-50	51-64	65+	Ki ds	No Ki ds	< \$25K	\$25-50K	\$50-75K	\$75K+
TOTAL (N=)	611 100	261 100	350 100	48 100	111 100	212 100	234 100	196 100	412 100	104 100	146 100	137 100	121 100
Gender													
Mal e	261 43%	261 100	0 0%	26 54%	50 45%	88 42%	96 41%	82 42%	178 43%	40 38%	58 40%	67 49%	51 42%
Femal e	350 57%	0 0%	350 100	22 46%	61 55%	124 58%	138 59%	114 58%	234 57%	64 62%	88 60%	70 51%	70 58%
[14] AGE													
21-35	48 8%	26 10%	22 6%	48 100	0 0%	0 0%	0 0%	32 16%	16 4%	6 6%	12 8%	11 8%	10 8%
36-50	111 18%	50 19%	61 17%	0 0%	111 100	0 0%	0 0%	84 43%	27 7%	12 12%	19 13%	34 25%	31 26%
51-64	212 35%	88 34%	124 35%	0 0%	0 0%	212 100	0 0%	60 31%	151 37%	27 26%	43 29%	51 37%	56 46%
65+	234 38%	96 37%	138 39%	0 0%	0 0%	0 0%	234 100	18 9%	215 52%	59 57%	71 49%	41 30%	24 20%
NA	6 1%	1 0%	5 1%	0 0%	0 0%	0 0%	0 0%	2 1%	3 1%	0 0%	1 1%	0 0%	0 0%
[16] TYPE OF COMMUNITY													
Urban	143 23%	57 22%	86 25%	12 25%	28 25%	43 20%	58 25%	43 22%	100 24%	27 26%	35 24%	31 23%	26 21%
Suburban	192 31%	84 32%	108 31%	20 42%	40 36%	70 33%	59 25%	71 36%	121 29%	23 22%	49 34%	52 38%	41 34%
Small Town	149 24%	62 24%	87 25%	7 15%	25 23%	55 26%	62 26%	45 23%	103 25%	24 23%	35 24%	34 25%	26 21%
Rural	119 19%	53 20%	66 19%	8 17%	18 16%	43 20%	50 21%	34 17%	84 20%	27 26%	25 17%	20 15%	28 23%
DK/NA	8 1%	5 2%	3 1%	1 2%	0 0%	1 0%	5 2%	3 2%	4 1%	3 3%	2 1%	0 0%	0 0%
[17] HOUSEHOLD TYPE													
Coupl e w/ki ds	173 28%	76 29%	97 28%	30 63%	76 68%	55 26%	10 4%	173 88%	0 0%	10 10%	31 21%	49 36%	56 46%
Coupl e/No ki ds	289 47%	128 49%	161 46%	8 17%	14 13%	121 57%	145 62%	0 0%	289 70%	38 37%	71 49%	71 52%	58 48%
Si ngl e w/ki ds	23 4%	6 2%	17 5%	2 4%	8 7%	5 2%	8 3%	23 12%	0 0%	5 5%	11 8%	4 3%	0 0%
Si ngl e/No ki ds	123 20%	50 19%	73 21%	8 17%	13 12%	30 14%	70 30%	0 0%	123 30%	51 49%	33 23%	12 9%	7 6%
NA	3 0%	1 0%	2 1%	0 0%	0 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%	1 1%	0 0%
[18] EMPLOYMENT													
Sel f-empl oyed	54 9%	27 10%	27 8%	6 13%	10 9%	25 12%	13 6%	27 14%	27 7%	5 5%	8 5%	12 9%	21 17%
Priv ate	129 21%	72 28%	57 16%	17 35%	51 46%	54 25%	5 2%	71 36%	58 14%	5 5%	21 14%	43 31%	43 36%
Publ ic	80 13%	33 13%	47 13%	9 19%	25 23%	40 19%	5 2%	43 22%	37 9%	2 2%	18 12%	18 13%	26 21%
Not-empl oyed	51 8%	16 6%	35 10%	6 13%	19 17%	25 12%	1 0%	25 13%	26 6%	9 9%	9 6%	14 10%	7 6%
Stu dent	11 2%	4 2%	7 2%	8 17%	1 1%	2 1%	0 0%	4 2%	6 1%	4 4%	2 1%	4 3%	0 0%
Reti red	280 46%	107 41%	173 49%	1 2%	3 3%	64 30%	210 90%	24 12%	255 62%	76 73%	86 59%	46 34%	24 20%
NA	6 1%	2 1%	4 1%	1 2%	2 2%	2 1%	0 0%	2 1%	3 1%	3 3%	2 1%	0 0%	0 0%
[19] I NCOME													
\$25k or less	104 17%	40 15%	64 18%	6 13%	12 11%	27 13%	59 25%	15 8%	89 22%	104 100	0 0%	0 0%	0 0%
\$25k-50k	146 24%	58 22%	88 25%	12 25%	19 17%	43 20%	71 30%	42 21%	104 25%	0 0%	146 100	0 0%	0 0%
\$50k-75k	137 22%	67 26%	70 20%	11 23%	34 31%	51 24%	41 18%	53 27%	83 20%	0 0%	0 0%	137 100	0 0%
Over \$75k	121 20%	51 20%	70 20%	10 21%	31 28%	56 26%	24 10%	56 29%	65 16%	0 0%	0 0%	0 0%	121 100
NA	103 17%	45 17%	58 17%	9 19%	15 14%	35 17%	39 17%	30 15%	71 17%	0 0%	0 0%	0 0%	0 0%

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	TOTAL	COMMUNITY				EMPLOYMENT				
	(N=)	Urban	Sub-urban	Small Town	Rural	Self/Owner	Private	Public	Not-employed	Retired
TOTAL (N=)	611 100	143 100	192 100	149 100	119 100	54 100	129 100	80 100	62 100	280 100
Gender										
Male	261 43%	57 40%	84 44%	62 42%	53 45%	27 50%	72 56%	33 41%	20 32%	107 38%
Female	350 57%	86 60%	108 56%	87 58%	66 55%	27 50%	57 44%	47 59%	42 68%	173 62%
[14] AGE										
21-35	48 8%	12 8%	20 10%	7 5%	8 7%	6 11%	17 13%	9 11%	14 23%	1 0%
36-50	111 18%	28 20%	40 21%	25 17%	18 15%	10 19%	51 40%	25 31%	20 32%	3 1%
51-64	212 35%	43 30%	70 36%	55 37%	43 36%	25 46%	54 42%	40 50%	27 44%	64 23%
65+	234 38%	58 41%	59 31%	62 42%	50 42%	13 24%	5 4%	5 6%	1 2%	210 75%
NA	6 1%	2 1%	3 2%	0 0%	0 0%	0 0%	2 2%	1 1%	0 0%	2 1%
[16] TYPE OF COMMUNITY										
Urban	143 23%	143 100	0 0%	0 0%	0 0%	6 11%	32 25%	22 28%	16 26%	66 24%
Suburban	192 31%	0 0%	192 100	0 0%	0 0%	13 24%	57 44%	23 29%	23 37%	73 26%
Small Town	149 24%	0 0%	0 0%	149 100	0 0%	20 37%	22 17%	22 28%	13 21%	72 26%
Rural	119 19%	0 0%	0 0%	0 0%	119 100	14 26%	18 14%	13 16%	9 15%	64 23%
DK/NA	8 1%	0 0%	0 0%	0 0%	0 0%	1 2%	0 0%	0 0%	1 2%	5 2%
[17] HOUSEHOLD TYPE										
Couple w/kids	173 28%	37 26%	65 34%	39 26%	30 25%	23 43%	66 51%	40 50%	26 42%	17 6%
Couple/No kids	289 47%	60 42%	88 46%	75 50%	62 52%	24 44%	42 33%	27 34%	26 42%	169 60%
Single w/kids	23 4%	6 4%	6 3%	6 4%	4 3%	4 7%	5 4%	3 4%	3 5%	7 3%
Single/No kids	123 20%	40 28%	33 17%	28 19%	22 18%	3 6%	16 12%	10 13%	6 10%	86 31%
NA	3 0%	0 0%	0 0%	1 1%	1 1%	0 0%	0 0%	0 0%	1 2%	1 0%
[18] EMPLOYMENT										
Self-employed	54 9%	6 4%	13 7%	20 13%	14 12%	54 100	0 0%	0 0%	0 0%	0 0%
Private	129 21%	32 22%	57 30%	22 15%	18 15%	0 0%	129 100	0 0%	0 0%	0 0%
Public	80 13%	22 15%	23 12%	22 15%	13 11%	0 0%	0 0%	80 100	0 0%	0 0%
Not-employed	51 8%	12 8%	21 11%	10 7%	8 7%	0 0%	0 0%	0 0%	51 82%	0 0%
Student	11 2%	4 3%	2 1%	3 2%	1 1%	0 0%	0 0%	0 0%	11 18%	0 0%
Retired	280 46%	66 46%	73 38%	72 48%	64 54%	0 0%	0 0%	0 0%	0 0%	280 100
NA	6 1%	1 1%	3 2%	0 0%	1 1%	0 0%	0 0%	0 0%	0 0%	0 0%
[19] INCOME										
\$25k or less	104 17%	27 19%	23 12%	24 16%	27 23%	5 9%	5 4%	2 3%	13 21%	76 27%
\$25k-50k	146 24%	35 24%	49 26%	35 23%	25 21%	8 15%	21 16%	18 23%	11 18%	86 31%
\$50k-75k	137 22%	31 22%	52 27%	34 23%	20 17%	12 22%	43 33%	18 23%	18 29%	46 16%
Over \$75k	121 20%	26 18%	41 21%	26 17%	28 24%	21 39%	43 33%	26 33%	7 11%	24 9%
NA	103 17%	24 17%	27 14%	30 20%	19 16%	8 15%	17 13%	16 20%	13 21%	48 17%

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	TOTAL									
	(N=)		Consume Wi ne		Consume Beer		Consume Spi ri ts		Non- dri nker	
TOTAL (N=)	611	100	143	100	90	100	76	100	408	100
Gender										
Mal e	261	43%	49	34%	53	59%	36	47%	178	44%
Femal e	350	57%	94	66%	37	41%	40	53%	230	56%
[14] AGE										
21-35	48	8%	13	9%	11	12%	4	5%	30	7%
36-50	111	18%	26	18%	20	22%	16	21%	69	17%
51-64	212	35%	55	38%	29	32%	30	39%	141	35%
65+	234	38%	49	34%	30	33%	25	33%	163	40%
NA	6	1%	0	0%	0	0%	1	1%	5	1%
[16] TYPE OF COMMUNITY										
Urban	143	23%	41	29%	21	23%	20	26%	89	22%
Suburban	192	31%	47	33%	25	28%	22	29%	129	32%
Small Town	149	24%	28	20%	23	26%	18	24%	106	26%
Rural	119	19%	27	19%	21	23%	16	21%	76	19%
DK/NA	8	1%	0	0%	0	0%	0	0%	8	2%
[17] HOUSEHOLD TYPE										
Couple w/ki ds	173	28%	43	30%	37	41%	27	36%	104	25%
Couple/No ki ds	289	47%	67	47%	36	40%	26	34%	203	50%
Si ngl e w/ki ds	23	4%	7	5%	3	3%	3	4%	13	3%
Si ngl e/No ki ds	123	20%	26	18%	13	14%	19	25%	86	21%
NA	3	0%	0	0%	1	1%	1	1%	2	0%
[18] EMPLOYMENT										
Sel f-empl oyed	54	9%	14	10%	11	12%	6	8%	36	9%
Pri vate	129	21%	33	23%	22	24%	18	24%	84	21%
Publ ic	80	13%	24	17%	21	23%	14	18%	44	11%
Not-empl oyed	51	8%	9	6%	5	6%	3	4%	38	9%
Stu dent	11	2%	3	2%	1	1%	1	1%	7	2%
Reti red	280	46%	58	41%	29	32%	30	39%	197	48%
NA	6	1%	2	1%	1	1%	4	5%	2	0%
[19] INCOME										
\$25k or less	104	17%	15	10%	9	10%	11	14%	78	19%
\$25k-50k	146	24%	32	22%	17	19%	20	26%	98	24%
\$50k-75k	137	22%	45	31%	29	32%	20	26%	81	20%
Over \$75k	121	20%	38	27%	25	28%	17	22%	67	16%
NA	103	17%	13	9%	10	11%	8	11%	84	21%

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