

Key Findings

- ◆ **46% of all respondents shopped at a state liquor store in the last year**
 - ◆ **May be confusion about management of stores**
 - ◆ **Half said shopping days “OK as is”**
 - ◆ **Stores got generally high marks from customers**
 - ◆ **High ratings for convenience**
 - ◆ **2/3 said there were the “right number” of liquor stores**
 - ◆ **Majority of customers supported suggested changes**
 - ◆ **Most Non-customers opposed every change**
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