



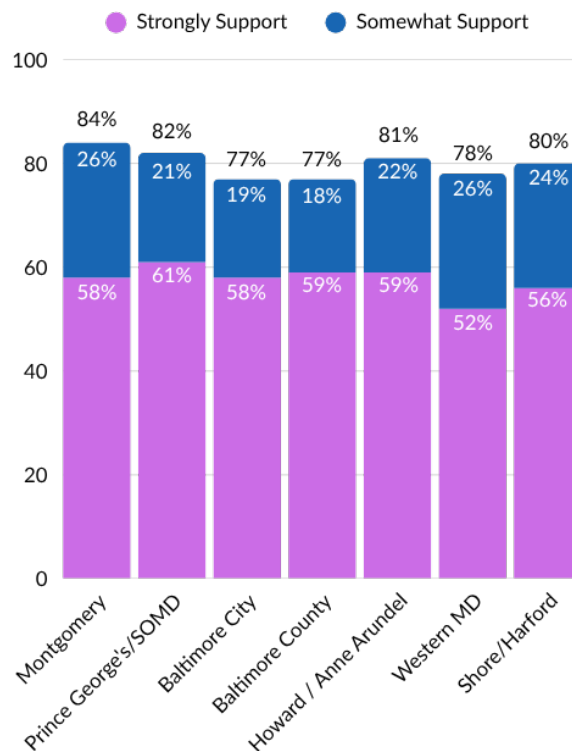
perryjacobson.

Maryland Now Poll, July 2025

Beer and Wine in Grocery Stores

Support for beer and wine sales in grocery stores is at an all-time high in Maryland, with **80 percent** supporting the change. In November 2023, just **66 percent** of likely voter supported the issue. Only **15 percent** of voters oppose, with just **10 percent strongly opposing**, and **five percent** of voters are unsure about the issue.

Beer and Wine in Grocery Stores
Strong Support vs Soft Support by County



Maryland voters were prompted to mark their opinion on policies which could help Maryland react to economic shortfalls and federal budget cuts. For beer and wine, they reacted to the statement: “allowing beer and wine in grocery stores, like most states.”

In the Baltimore metro, the issue garners **79 percent** support, and **16 percent** opposition, like the statewide number. Looking specifically at Baltimore City, the issue has slightly less support, with **17 percent** opposed, and **five percent** unsure.

In Baltimore County, **77 percent** support the initiative, **21 percent** oppose, and **2 percent** are unsure. This is up 10 points from November 2024, where just **66 percent** of voters supported beer and wine in grocery stores.

In the Washington metro, support is similar if not slightly higher, with **81 percent** supportive, and **15 percent** opposed. The issue peaked in Montgomery County, with **84 percent** supportive and just **11 percent** opposed. Prince George's County closely follows, with **82 percent** in favor, **15 percent** opposed.

Support is the highest among college-educated women, with **85 percent** supportive. Those making under 50k annually are less supportive, with **one in four (24 percent)** opposed to the issue. The broad majority are still in support (**67 percent**).

Methodology

Online Interviewing—Maryland registered, likely voters

Online interviewing was conducted by using an SMS or MMS broadcast system to send a text invitation to a sample of wireless numbers; the text had an imbedded link to the survey. All surveys were completed between July 24 and July 30, 2025.

Final sample size was 1,256 interviews. For a sample this size, there is a 95 percent probability the survey results have a plus or minus 2.7 percentage point sampling error from the actual population distribution for any given survey question. Margins of error are higher for subsamples. In addition to sampling error, all surveys are subject to sources of non-sampling error, including question wording effects, question order effects, and non-response bias.

Results were weighted by age, region, and race to reflect the makeup of the likely 2026 Maryland voting universe.