



Cook County Poll: Beverage Tax

Date of Poll: Aug. 3-6, 2017

Responses: 1,119 Likely voters

Margin of error: $\pm 3.0\%$

As you may know, a new tax has taken effect in Cook County that places a one cent per ounce tax on most sweetened beverages. We'd like to know if you APPROVE, or DISAPPROVE of the new Cook County beverage tax that places a new tax on most sweetened beverages.

Response	Percentage
Approve	12.34%
Disapprove	86.64%
Undecided	1.02%

Some of the Cook County Commissioners who voted for the tax say they did so to improve the health of Cook County residents, while many in the press speculate that the tax was passed merely to raise more money for County officials to spend. We'd like to know which reason for passing the tax YOU think is more accurate.

Response	Percentage
Raise money	80.33%
Improve health	8.44%
Unsure	11.22%

Will you be MORE LIKELY or LESS LIKELY to re-elect a Cook County commissioner who voted for this new beverage tax?

Response	Percentage
More likely	10.48%
Less likely	82.56%
No difference	6.96%

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Crosstabs:

Crosstab: Beverage Tax Approval by **Gender**

Demographic	Approve	Disapprove	Undecided
Female	11.89%	87.02%	1.09%
Male	13.29%	85.84%	0.87%

Crosstab: Beverage Tax Approval by **Age**

Demographic	Approve	Disapprove	Undecided
18-24	14.29%	84.13%	1.59%
25-34	4.84%	94.35%	0.81%
35-44	11.11%	87.04%	1.85%
45-54	12.20%	86.59%	1.22%
55-64	12.90%	85.71%	1.38%
65+	14.43%	85.07%	0.50%

Crosstab: Beverage Tax Approval by **Ethnic Group**

Demographic	Approve	Disapprove	Undecided
African American	11.90%	87.41%	0.68%
Asian	16.67%	73.33%	10.00%
Hispanic	5.45%	92.73%	1.82%
White	14.38%	84.93%	0.68%
Other/Refused	5.22%	93.91%	0.87%

Crosstab: Beverage Tax Approval by **Location**

Demographic	Approve	Disapprove	Undecided
Chicago	12.39%	86.09%	1.52%
Suburban Cook	11.13%	88.34%	0.53%

Crosstab: Main Reason for Tax by Age

Demographic	Raise money	Improve health	Unsure
18-24	82.54%	11.11%	6.35%
25-34	87.10%	5.65%	7.26%
35-44	74.07%	10.19%	15.74%
45-54	81.10%	7.93%	10.98%
55-64	86.18%	5.99%	7.83%
65+	76.12%	9.95%	13.93%

Crosstab: Main Reason for Tax by Ethnic Group

Demographic	Raise money	Improve health	Unsure
African American	73.81%	9.86%	16.33%
Asian	56.67%	20.00%	23.33%
Hispanic	76.36%	14.55%	9.09%
White	85.10%	7.02%	7.88%
Other/Refused	80.87%	6.09%	13.04%

Crosstab: Main Reason for Tax by Location

Demographic	Raise money	Improve health	Unsure
Chicago	76.74%	9.35%	13.91%
Suburban Cook	83.22%	7.77%	9.01%

Crosstab: Re-elect Commissioner Who Voted for Beverage Tax by Gender

Demographic	More likely	Less likely	No difference
Female	9.70%	83.06%	7.24%
Male	12.14%	81.50%	6.36%

Crosstab: Re-elect Commission Who Voted for Beverage Tax by Age

Demographic	More likely	Less likely	No difference
18-24	12.70%	77.78%	9.52%
25-34	4.84%	88.71%	6.45%
35-44	12.04%	79.63%	8.33%
45-54	10.98%	81.71%	7.32%
55-64	10.14%	84.79%	5.07%
65+	11.44%	81.34%	7.21%

Crosstab: Re-elect Commission Who Voted for Beverage Tax by Ethnic Group

Demographic	More likely	Less likely	No difference
African American	9.86%	82.99%	7.14%
Asian	16.67%	70.00%	13.33%
Hispanic	10.91%	83.64%	5.45%
White	10.96%	82.88%	6.16%
Other/Refused	7.83%	82.61%	9.57%

Crosstab: Re-elect Commission Who Voted for Beverage Tax by Location

Demographic	More likely	Less likely	No difference
Chicago	11.09%	81.09%	7.83%
Suburban Cook	8.83%	85.34%	5.83%

Methodology

This poll was conducted from August 3 through August 6, 2017 using both automated (recorded) and live operator-initiated calls. In all, 1,119 registered voters completed all questions on the poll. About 46% (515) of the responses came from cell phones. The voters dialed were randomly selected from a proprietary registered-voter database of likely voters to assure the greatest chance of providing an accurate cross-section of opinion from the county-wide sample. No weighting formulas were applied to correct any over- and under-sampling.

Our sampling methodology ensures that *We Ask America* poll results are “projectable,” meaning that if *every* resident in a given geography were dialed, the results would not differ from the reported poll results by more than the stated margin of error at a 95% confidence level (the industry standard), if the same survey was repeated. For this case, results with a margin of error of $\pm 3.0\%$ at the 95% confidence level means that if the same survey were conducted 100 times, 95 times out of 100 the results would not vary in either direction by more than 3.0% in either direction.

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