



Cook County Response to Health Ads

Date of Poll: 9/7-8/2017

Responses: 1,029 RV

Margin of error: ±3.06%

First, we'd like to know if you have seen the ads in Cook County that seek to educate people about health issues related to consumption of sugary beverages like juice and soda?

| Response | Percentage |
|----------|------------|
| Yes | 83.70% |
| No | 14.89% |
| Unsure | 1.41% |

Do you feel that Cook County commissioners who voted in favor of the new beverage tax did so primarily because of those kind of health concerns, or some other reason?

| Response | Percentage |
|-----------------|------------|
| Health Concerns | 7.75% |
| Other Reasons | 87.53% |
| Unsure | 4.73% |

Do you AGREE or DISAGREE with this statement: "No matter what the reason for passing the beverage tax, I would like to see it repealed."

| Response | Percentage |
|----------|------------|
| Yes | 84.81% |
| No | 12.17% |
| Unsure | 3.02% |

CROSSTABS BEGIN ON NEXT PAGE

Crosstabs:

Crosstab: Aware of Health Ads by Gender

| Demographic | Yes | No | Unsure |
|-------------|--------|--------|--------|
| Female | 84.56% | 14.09% | 1.35% |
| Male | 81.96% | 16.51% | 1.53% |

Crosstab: Aware of Health Ads by Age

| Demographic | Yes | No | Unsure |
|-------------|--------|--------|--------|
| 18-24 | 78.33% | 21.67% | 0.00% |
| 25-34 | 88.99% | 10.09% | 0.92% |
| 35-44 | 75.60% | 22.49% | 1.91% |
| 45-54 | 84.09% | 15.15% | 0.76% |
| 55-64 | 87.66% | 11.69% | 0.65% |
| 65+ | 86.06% | 11.82% | 2.12% |

Crosstab: Aware of Health Ads by Ethnic Group

| Demographic | Yes | No | Unsure |
|------------------|--------|--------|--------|
| African American | 84.98% | 11.36% | 3.66% |
| Asian | 64.91% | 35.09% | 0.00% |
| Hispanic | 82.69% | 15.38% | 1.92% |
| White | 84.85% | 14.76% | 0.39% |
| Other/Refused | 85.57% | 13.40% | 1.03% |

Crosstab: Aware of Health Ads by Location

| Demographic | Yes | No | Unsure |
|---------------|--------|--------|--------|
| Chicago | 83.18% | 15.44% | 1.38% |
| Suburban Cook | 83.91% | 14.73% | 1.36% |

Crosstab: Aware of Health Ads by Voting History

| Demographic | Yes | No | Unsure |
|-------------|--------|--------|--------|
| 1of3 R | 80.26% | 17.11% | 2.63% |
| 2of3 R | 77.78% | 20.37% | 1.85% |
| 3of3 R | 92.31% | 7.69% | 0.00% |
| 1of3 D | 85.44% | 13.59% | 0.97% |
| 2of3 D | 86.21% | 12.93% | 0.86% |
| 3of3 D | 91.11% | 7.78% | 1.11% |
| Independent | 81.43% | 16.71% | 1.86% |

Crosstab: Commissioners Primarily Motive by Gender

| Demographic | Health | Other | Unsure |
|-------------|--------|--------|--------|
| Female | 7.95% | 88.16% | 3.90% |
| Male | 7.34% | 86.24% | 6.42% |

Crosstab: Commissioners Primarily Motive by Age

| Demographic | Health | Other | Unsure |
|-------------|--------|---------|--------|
| 18-24 | 0.00% | 100.00% | 0.00% |
| 25-34 | 7.34% | 89.91% | 2.75% |
| 35-44 | 3.83% | 90.91% | 5.26% |
| 45-54 | 9.09% | 86.36% | 4.55% |
| 55-64 | 5.84% | 88.31% | 5.84% |
| 65+ | 12.12% | 82.42% | 5.45% |

Crosstab: Commissioners Primarily Motive by Ethnic Group

| Demographic | Health | Other | Unsure |
|------------------|--------|--------|--------|
| African American | 8.79% | 84.62% | 6.59% |
| Asian | 12.28% | 80.70% | 7.02% |
| Hispanic | 9.62% | 86.54% | 3.85% |
| White | 7.38% | 88.93% | 3.69% |
| Other/Refused | 3.09% | 92.78% | 4.12% |

Crosstab: Commissioners Primarily Motive by **Location**

| Demographic | Health | Other | Unsure |
|---------------|--------|--------|--------|
| Chicago | 8.53% | 86.18% | 5.30% |
| Suburban Cook | 6.59% | 89.73% | 3.68% |

Crosstab: Commissioners Primarily Motive by **Voting History**

| Demographic | Health | Other | Unsure |
|-------------|--------|--------|--------|
| 1of3 R | 11.84% | 85.53% | 2.63% |
| 2of3 R | 3.70% | 94.44% | 1.85% |
| 3of3 R | 1.92% | 96.15% | 1.92% |
| 1of3 D | 7.77% | 88.35% | 3.88% |
| 2of3 D | 10.34% | 82.76% | 6.90% |
| 3of3 D | 12.22% | 82.22% | 5.56% |
| Independent | 6.63% | 87.80% | 5.57% |

Crosstab: Wants Beverage Tax Repealed by **Gender**

| Demographic | Yes | No | Unsure |
|-------------|--------|--------|--------|
| Female | 84.71% | 11.24% | 4.05% |
| Male | 85.02% | 14.07% | 0.92% |

Crosstab: Wants Beverage Tax Repealed by **Age**

| Demographic | Yes | No | Unsure |
|-------------|--------|--------|--------|
| 18-24 | 96.67% | 3.33% | 0.00% |
| 25-34 | 88.07% | 11.93% | 0.00% |
| 35-44 | 92.82% | 6.70% | 0.48% |
| 45-54 | 78.79% | 16.67% | 4.55% |
| 55-64 | 82.47% | 12.34% | 5.19% |
| 65+ | 80.00% | 15.45% | 4.55% |

Crosstab: Wants Beverage Tax Repealed by Ethnic Group

| Demographic | Yes | No | Unsure |
|------------------|--------|--------|--------|
| African American | 82.05% | 12.09% | 5.86% |
| Asian | 82.46% | 17.54% | 0.00% |
| Hispanic | 84.62% | 13.46% | 1.92% |
| White | 85.83% | 12.62% | 1.55% |
| Other/Refused | 88.66% | 6.19% | 5.15% |

Crosstab: Wants Beverage Tax Repealed by Location

| Demographic | Yes | No | Unsure |
|---------------|--------|--------|--------|
| Chicago | 83.18% | 13.59% | 3.23% |
| Suburban Cook | 86.63% | 10.47% | 2.91% |

Crosstab: Wants Beverage Tax Repealed by Voting History

| Demographic | Yes | No | Unsure |
|-------------|--------|--------|--------|
| 1of3 R | 90.79% | 6.58% | 2.63% |
| 2of3 R | 85.19% | 11.11% | 3.70% |
| 3of3 R | 94.23% | 3.85% | 1.92% |
| 1of3 D | 83.50% | 14.08% | 2.43% |
| 2of3 D | 75.86% | 18.10% | 6.03% |
| 3of3 D | 77.78% | 21.11% | 1.11% |
| Independent | 88.06% | 9.02% | 2.92% |

Crosstab: Wants Beverage Tax Repealed by Aware of Health Ads

| | Yes | No | Unsure |
|--------|--------|--------|--------|
| Yes | 87.26% | 10.70% | 2.04% |
| No | 72.30% | 20.27% | 7.43% |
| Unsure | 71.43% | 14.29% | 14.29% |

Methodology

This poll was conducted on August 7th and 8th, 2017 using both automated (recorded) and live operator-initiated calls cell phones. In all, 1,029 registered voters in Cook County completed all questions on the poll; 496 of the responses came from cell phones. The voters dialed were randomly selected from a proprietary registered-voter database of registered voters to assure the greatest chance of providing an accurate cross-section of opinion from the countywide sample. Weighting formulas were applied to correct any over- and under-sampling—no result was changed by more than a single percentage point.

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 $\pm 3.06\%$ 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 3.06% in either direction.

Properly conducted polls should be considered as snapshots in time—accurate at the time they are conducted, by not necessarily predictive of ultimate outcome.

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