



Cook County Beverage Tax Approval Poll

Date of Poll: 10/6-7/2017

Responses: 1,050 RV

Margin of error: $\pm 3.02\%$

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 Cook County beverage tax that places a new tax on most sweetened beverages.

Response	Percentage
Approve	12.39%
Disapprove	85.76%
Undecided	1.85%

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	76.98%
Improve Health	11.71%
Undecided	11.32%

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 to re elect	13.76%
Less likely to re elect	78.73%
No difference	7.51%

Crosstabs:

Crosstab: Beverage Tax Approve by Gender

Demographic	Approve	Disapprove	Undecided
Female	13.61%	83.63%	2.76%
Male	10.54%	88.97%	0.49%

Crosstab: Beverage Tax Approve by Age

Demographic	Approve	Disapprove	Undecided
18-24	10.00%	90.00%	0.00%
25-34	8.79%	89.01%	2.20%
35-44	10.06%	88.99%	0.94%
45-54	12.32%	86.23%	1.45%
55-64	12.08%	86.58%	1.34%
65+	16.61%	79.93%	3.46%

Crosstab: Beverage Tax Approve by Ethnic Group

Demographic	Approve	Disapprove	Undecided
African American	10.55%	85.93%	3.52%
Asian	16.67%	80.95%	2.38%
Hispanic	5.86%	92.19%	1.95%
White	15.84%	83.45%	0.71%
Other/Refused	16.19%	80.95%	2.86%

Crosstab: Beverage Tax Approve by Location

Demographic	Approve	Disapprove	Undecided
Chicago	15.81%	82.33%	1.86%
Suburban Cook	9.70%	88.25%	2.05%

Crosstab: Beverage Tax Approve by Voting History

Demographic	Approve	Disapprove	Undecided
1of3 R	5.88%	92.94%	1.18%
2of3 R	4.88%	95.12%	0.00%
3of3 R	6.52%	93.48%	0.00%
1of3 D	14.18%	82.76%	3.07%
2of3 D	20.30%	78.95%	0.75%
3of3 D	25.33%	73.33%	1.33%
Independent	9.40%	88.32%	2.28%

Crosstab: Commissioners Primarily Motive by Gender

Demographic	Raise Money	Improve Health	Undecided
Female	75.85%	11.51%	12.64%
Male	78.68%	12.01%	9.31%

Crosstab: Commissioners Primarily Motive by Age

Demographic	Raise Money	Improve Health	Undecided
18-24	60.00%	7.50%	32.50%
25-34	90.11%	5.49%	4.40%
35-44	84.59%	3.77%	11.64%
45-54	71.01%	21.01%	7.97%
55-64	72.48%	16.11%	11.41%
65+	71.97%	16.26%	11.76%

Crosstab: Commissioners Primarily Motive by Ethnic Group

Demographic	Raise Money	Improve Health	Undecided
African American	67.34%	14.07%	18.59%
Asian	76.19%	16.67%	7.14%
Hispanic	71.09%	12.11%	16.80%
White	83.45%	10.40%	6.15%
Other/Refused	83.81%	9.52%	6.67%

Crosstab: Commissioners Primarily Motive by Location

Demographic	Raise Money	Improve Health	Undecided
Chicago	70.93%	15.35%	13.72%
Suburban Cook	81.53%	8.96%	9.51%

Crosstab: Commissioners Primarily Motive by Voting History

Demographic	Raise Money	Improve Health	Undecided
1of3 R	90.59%	8.24%	1.18%
2of3 R	92.68%	4.88%	2.44%
3of3 R	93.48%	4.35%	2.17%
1of3 D	69.35%	15.71%	14.94%
2of3 D	62.41%	14.29%	23.31%
3of3 D	77.33%	13.33%	9.33%
Independent	80.63%	9.40%	9.97%

Crosstab: Effect of voting for tax by Gender

Demographic	More likely to re elect	Less likely to re elect	No difference
Female	14.75%	75.04%	10.21%
Male	12.25%	84.31%	3.43%

Crosstab: Effect of voting for tax by Age

Demographic	More likely to re elect	Less likely to re elect	No difference
18-24	15.00%	82.50%	2.50%
25-34	9.89%	84.62%	5.49%
35-44	14.15%	80.19%	5.66%
45-54	11.59%	77.54%	10.87%
55-64	12.08%	77.85%	10.07%
65+	16.26%	75.78%	7.96%

Crosstab: Effect of voting for tax by Ethnic Group

Demographic	More likely to re elect	Less likely to re elect	No difference
African American	13.07%	79.40%	7.54%
Asian	16.67%	76.19%	7.14%
Hispanic	13.28%	81.64%	5.08%
White	13.71%	79.20%	7.09%
Other/Refused	15.24%	69.52%	15.24%

Crosstab: Effect of voting for tax by Location

Demographic	More likely to re elect	Less likely to re elect	No difference
Chicago	20.93%	71.16%	7.91%
Suburban Cook	8.58%	83.77%	7.65%

Crosstab: Effect of voting for tax by Voting History

Demographic	More likely to re elect	Less likely to re elect	No difference
1of3 R	5.88%	91.76%	2.35%
2of3 R	4.88%	92.68%	2.44%
3of3 R	4.35%	89.13%	6.52%
1of3 D	13.41%	73.18%	13.41%
2of3 D	27.07%	65.41%	7.52%
3of3 D	24.00%	65.33%	10.67%
Independent	11.97%	83.48%	4.56%

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METHODOLOGY ON NEXT PAGE

Methodology

This poll was conducted on October 6-7, 2017 using both automated (recorded) and live operator-initiated calls. In all, 1,050 registered voters completed all questions on the poll. About 48% (504) 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. A weighting formulas was applied to correct small over- and under-sampling, but no result was adjusted by more than 3/10 of one percent (0.3%).

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 $\pm 3.02\%$ 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 3.02% in either direction.

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