



Repeal or Keep the Beverage Tax Poll

Date of Poll: 9/19/2017

Responses: 1,056 reg. voters

Margin of error: $\pm 3.02\%$

As you may know, the Cook County Board will have the opportunity in October to REPEAL the beverage tax. Do you think the County Board should KEEP, or REPEAL the Cook County beverage tax?

Response	Percentage
Keep	12.71%
Repeal	85.94%
Undecided	1.36%

If your county commissioner voted to KEEP the beverage tax, would you be MORE LIKELY, or LESS LIKELY to support his or her re-election?

Response	Percentage
More likely	16.20%
Less likely	77.59%
No difference	6.21%

CROSSTABS BEGIN ON NEXT PAGE

Crosstabs:

Crosstab: Keep or Repeal Beverage Tax by **Gender**

Demographic	Keep	Repeal	Undecided
Female	12.61%	86.17%	1.22%
Male	12.87%	85.52%	1.61%

Crosstab: Keep or Repeal Beverage Tax by **Age**

Demographic	Keep	Repeal	Undecided
18-24	3.69%	96.31%	0.00%
25-34	15.63%	82.81%	1.56%
35-44	10.14%	86.96%	2.90%
45-54	14.61%	84.27%	1.12%
55-64	18.58%	76.99%	4.42%
65+	16.84%	82.15%	1.01%

Crosstab: Keep or Repeal Beverage Tax by **Ethnic Group**

Demographic	Keep	Repeal	Undecided
African American	9.65%	88.60%	1.75%
Asian	36.67%	60.00%	3.33%
Hispanic	11.11%	85.19%	3.70%
White	16.45%	82.68%	0.88%
Other/Refused	6.46%	92.40%	1.14%

Crosstab: Keep or Repeal Beverage Tax by **Voting History**

Demographic	Keep	Repeal	Undecided
1of3 R	11.69%	88.31%	0.00%
2of3 R	10.00%	90.00%	0.00%
3of3 R	3.23%	96.77%	0.00%
1of3 D	9.06%	88.04%	2.90%
2of3 D	13.33%	85.56%	1.11%
3of3 D	33.33%	66.67%	0.00%
Independent	11.33%	87.68%	0.99%

Crosstab: Re-elect Support if Kept by Gender

Demographic	More likely	Less likely	No difference
Female	19.00%	73.10%	7.90%
Male	11.26%	85.52%	3.22%

Crosstab: Re-elect Support if Kept by Age

Demographic	More likely	Less likely	No difference
18-24	7.38%	88.93%	3.69%
25-34	20.31%	76.56%	3.13%
35-44	14.49%	72.46%	13.04%
45-54	14.61%	80.90%	4.49%
55-64	17.70%	70.80%	11.50%
65+	21.89%	70.71%	7.41%

Crosstab: Re-elect Support if Kept by Ethnic Group

Demographic	More likely	Less likely	No difference
African American	18.42%	74.12%	7.46%
Asian	13.33%	70.00%	16.67%
Hispanic	18.52%	72.22%	9.26%
White	16.67%	75.66%	7.68%
Other/Refused	13.31%	85.93%	0.76%

Crosstab: Re-elect Support if Kept by Voting History

Demographic	More likely	Less likely	No difference
1of3 R	24.68%	72.73%	2.60%
2of3 R	10.00%	82.50%	7.50%
3of3 R	6.45%	93.55%	0.00%
1of3 D	10.87%	85.51%	3.62%
2of3 D	15.56%	67.78%	16.67%
3of3 D	38.27%	49.38%	12.35%
Independent	14.53%	80.05%	5.42%

Methodology

This poll was conducted on September 19, 2017 using both automated (recorded) and live operator-initiated calls cell phones. In all, 1,056 registered Cook County voters completed all questions on the poll; 500 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 district-wide 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 $\pm 3.02\%$ 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.

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

###