



# Voter Preferences for Closing the New York State Budget Gap

December 15, 2008

Beck Research, LLC

# Methodology

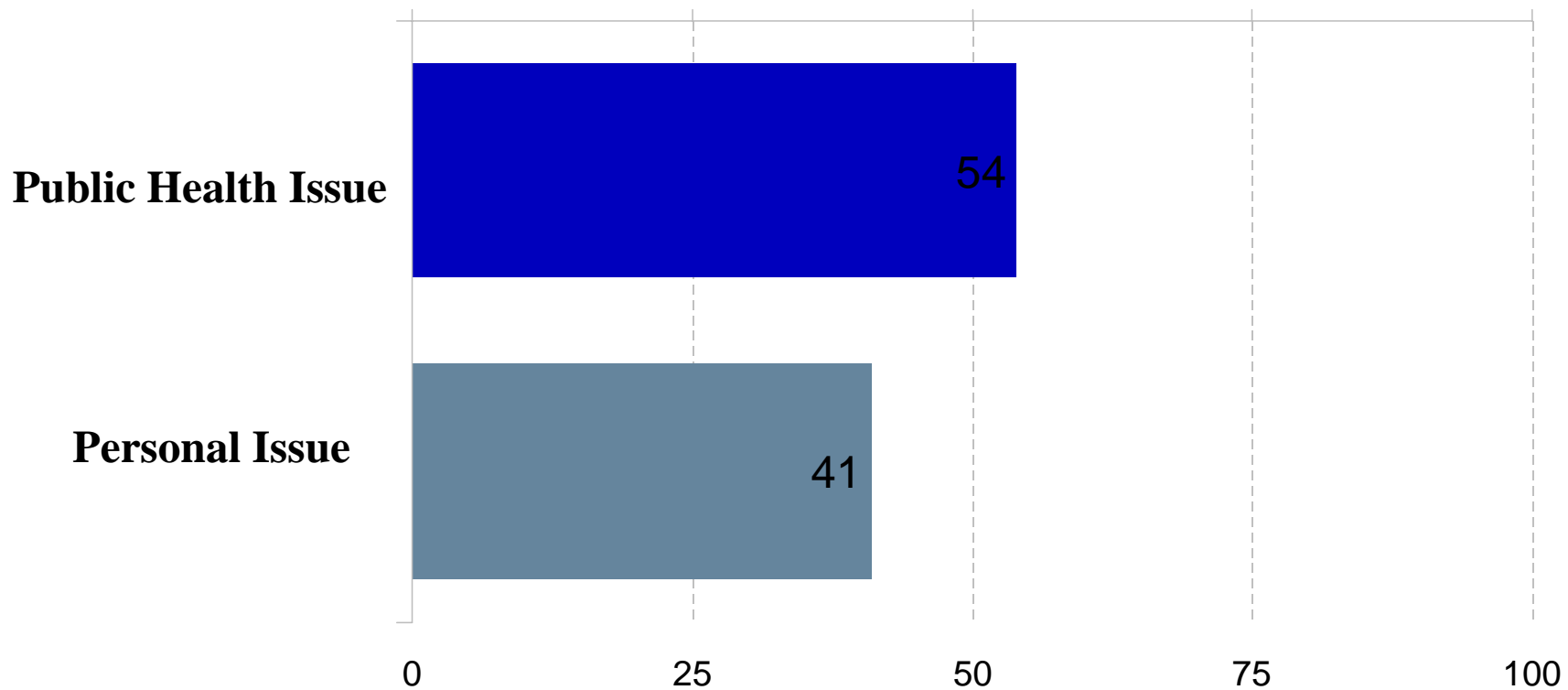
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- 750 New York Likely Voters
- Fielded December 2-7, 2008
- 47% Male, 53% Female
- Margin of error +/- 3.6%

# Major Findings

- The state budget crisis is almost universally known. Voters are very concerned about state's economy and are open to new sources of revenue, including a tax on sugar-sweetened beverages and an increase in the tax on alcohol.
- Voters strongly prefer these two taxes over cuts to government services and programs, and over raising property or sales taxes.
- When initially asked, 62% of voters support increasing the alcohol tax. Support increases to 74% when voters learn that a tax increase of 10 cents per alcoholic drink would generate up to \$500 million while helping to prevent teen drinking, and treat alcohol abuse in adults. combat drunk driving
- When initially asked, 52% of voters support the tax on sugar-sweetened beverages. Approval rises to 72% when they learn that a penny-per-ounce tax would raise up to \$1 billion to help fund effective programs to combat obesity in children and adults.

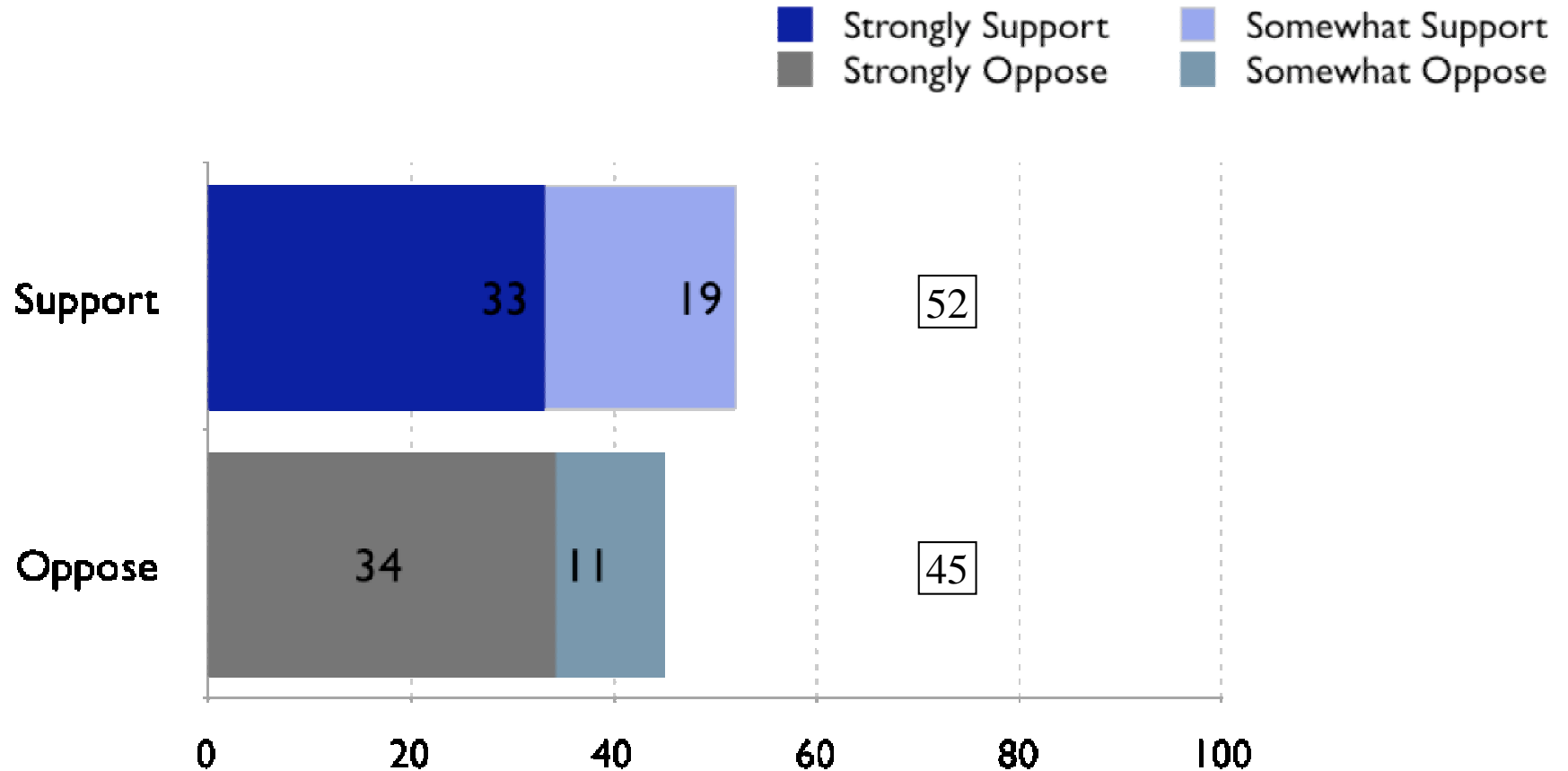
# Most New Yorkers View Obesity as a Public Health Issue, Not Just a Personal One



*Some people say obesity is a private issue that people need to deal with on their own. Others feel that it is a public health issue that society needs to help solve. Which comes closer to how you feel?*

# A Majority Supports a Tax on Sugar-Sweetened Beverages

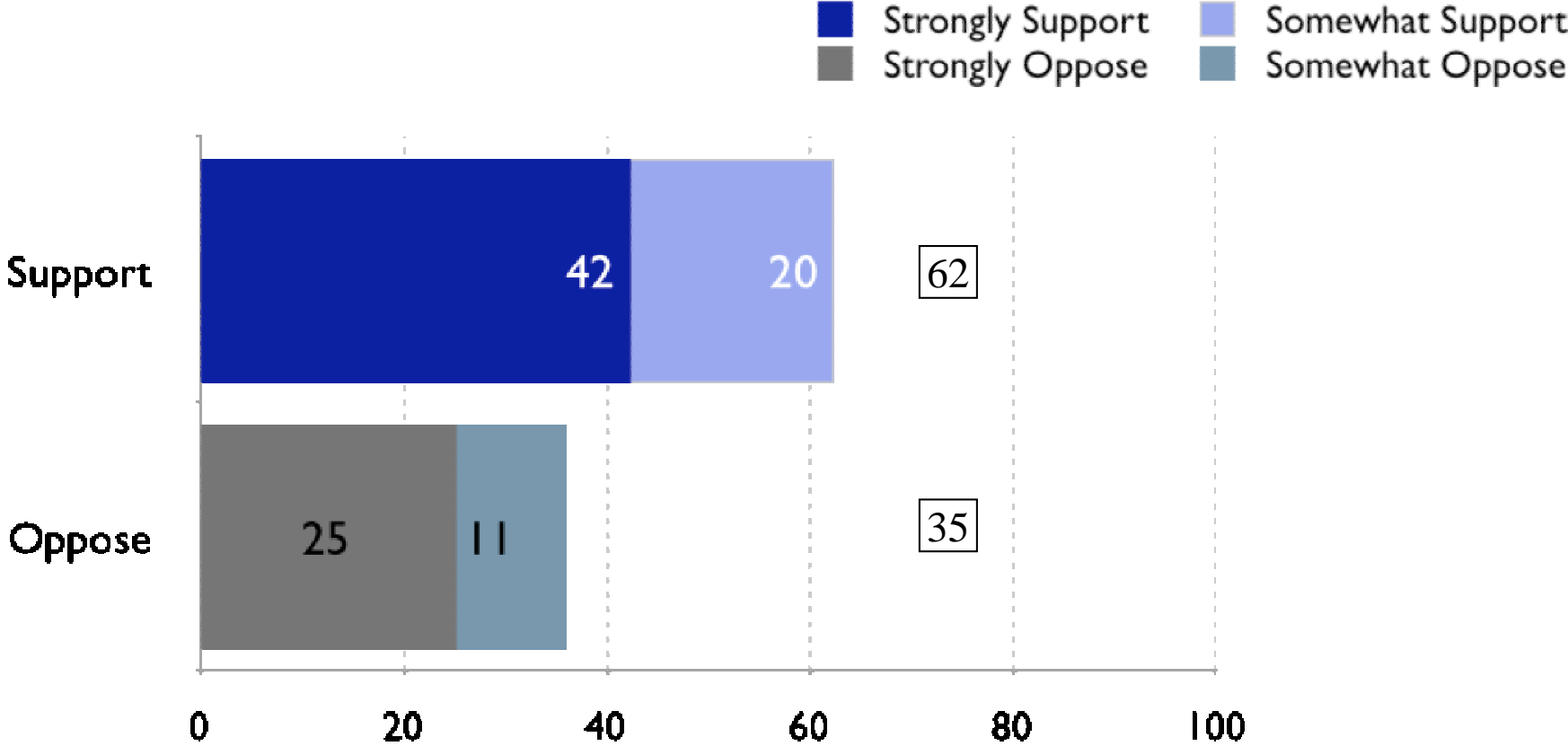
Initial



*Some leaders in New York state are considering charging a one cent tax per ounce on all **sugar-sweetened beverages** - such as soda and sports drinks - and using a portion of the money to combat obesity in children and adults. Sugar-sweetened beverages do not include diet soda or seltzer. Based on what you know, would you support or oppose this new tax?*

# A Majority Also Supports Increasing the Tax on Alcohol, and 4 in 10 Voters Strongly Favor the Increase

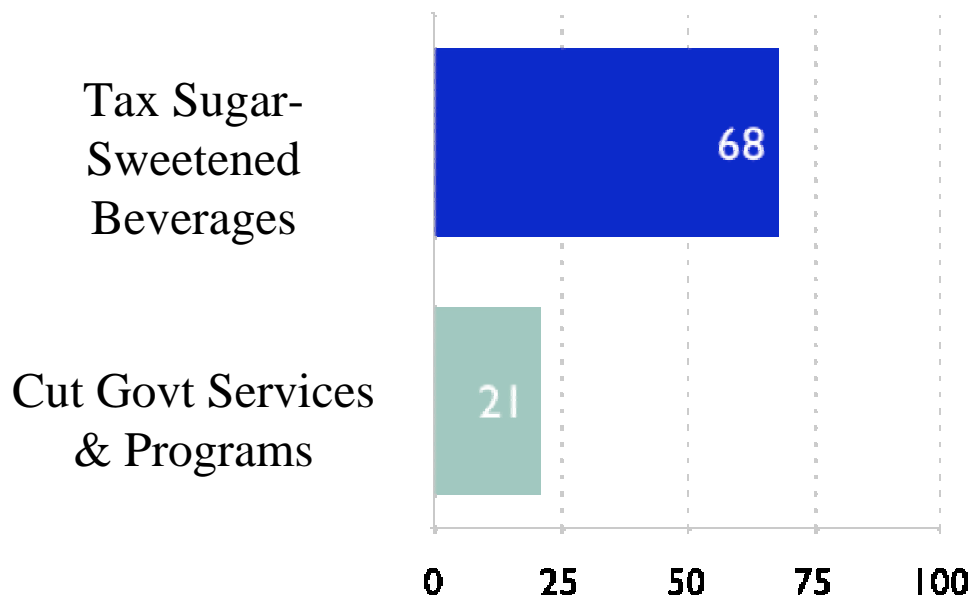
Initial



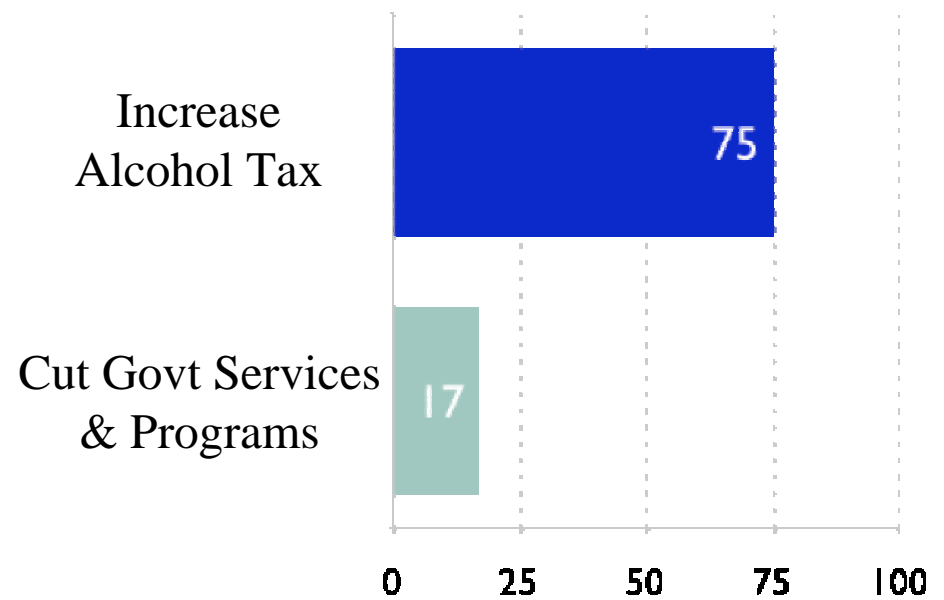
*Some leaders in New York State are considering increasing the tax to 10 cents per drink on **alcoholic beverages**, including beer, wine and liquor, and using a portion of the money to prevent youth alcohol use and provide for the treatment of alcohol abuse. Based on what you know, would you support or oppose this new tax?*

# Voters Prefer Taxes on Alcohol and Sugar-Sweetened Beverages over Cuts in Government Services by Margins of More than 3 to 1

- As you may know, New York state faces a \$14 billion budget shortfall. Let me read you some statements about possible new taxes to generate revenue and proposed cut-backs to deal with this crisis. Please tell me which statement comes closer to your view.



*I would prefer to tax sugar-sweetened beverages. / I would prefer to cut government services and programs.*



*I would prefer to increase the alcohol tax. / I would prefer to cut government services and programs.*

# Voters Prefer Taxes on Alcohol and Sugar-Sweetened Beverages over Increased Property or Sales Taxes

Property Tax	Sales Tax
Sweetened Beverages: 73% Property Tax: 9%	Sweetened Beverages: 65% Sales Tax: 16%
Alcohol: 79% Property Tax: 6%	Alcohol: 78% Sales Tax: 7%

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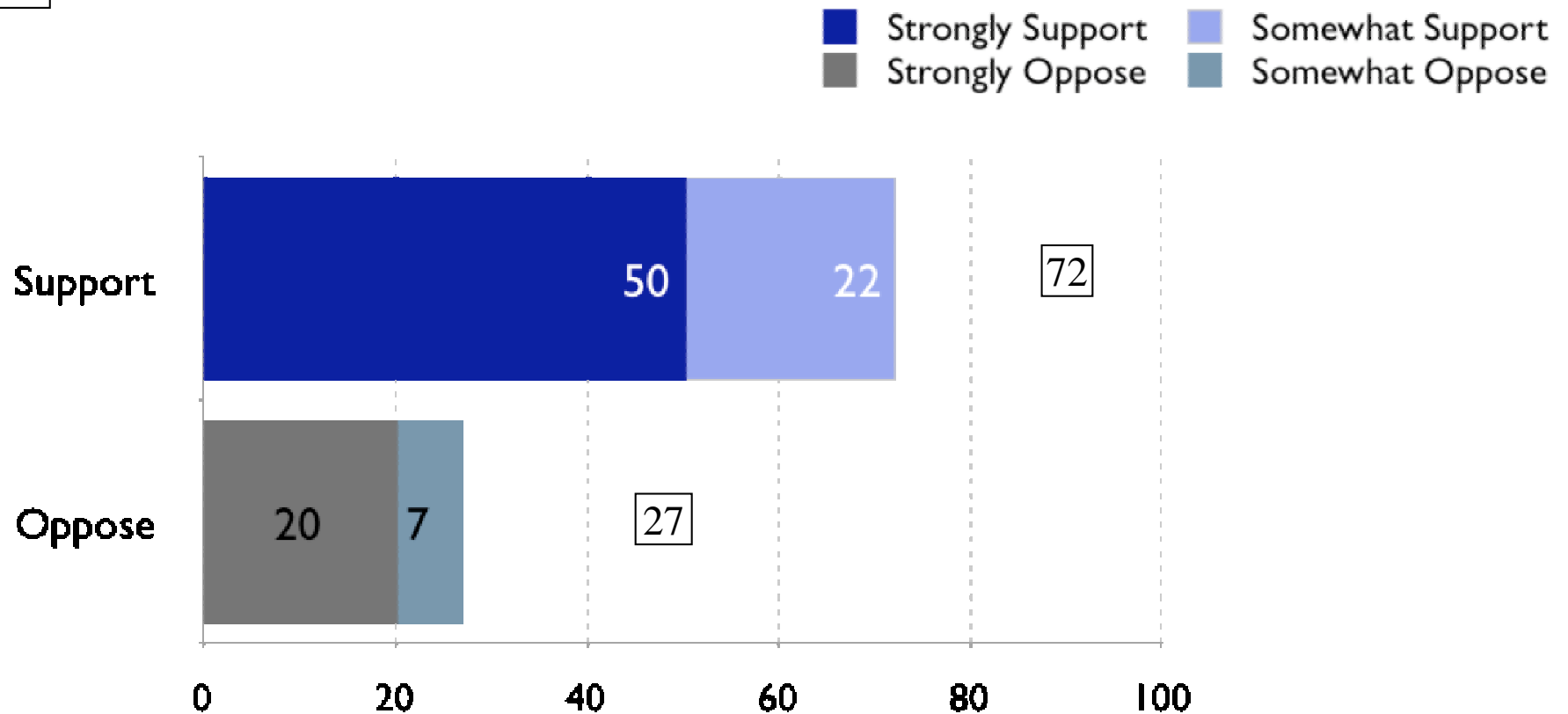
# Voters Also Strongly Prefer Increasing Taxes on Income over \$250,000 Rather than Cut Services or Increase Property or Sales Taxes

Raise Property Tax	Cut Public Services	Raise Sales Tax
Raise Property Tax: 7% Tax High Income: 77%	Cut Services: 19% Tax High Income: 73%	Raise Sales Tax: 14% Tax High Income: 73%

*As you may know, New York state faces a \$14 billion budget shortfall. Let me read you some statements about possible new taxes to generate revenue and proposed cut-backs to deal with this crisis. Please tell me which statement comes closer to your view.*

# Support for a Tax on Sugar-Sweetened Beverages Rises from 52% to 72% when Revenue Is Used to Avoid Service Cuts and Fund Anti-Obesity Programs

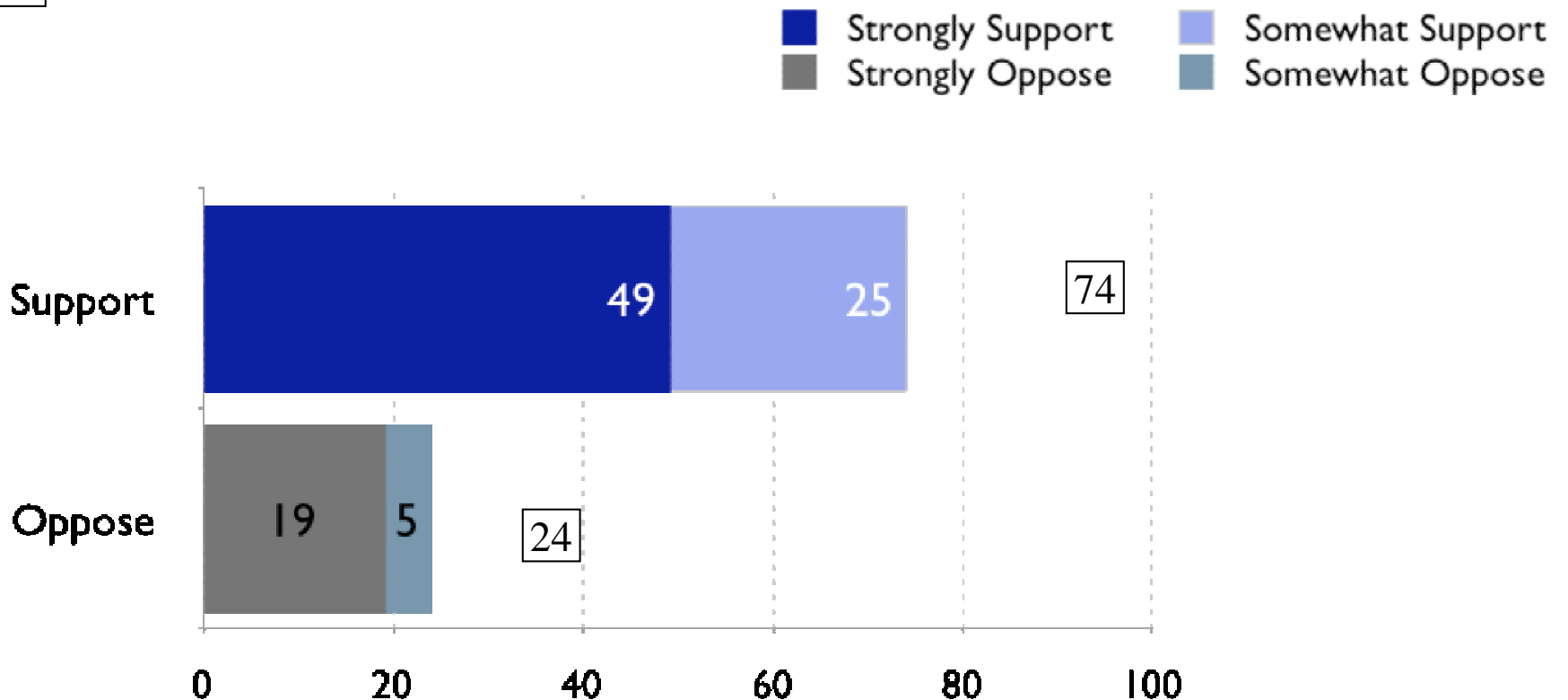
Second Vote



*Supporters of a penny-per-ounce tax on sugar-sweetened beverages say it will raise up to \$1 billion to help fund effective programs to combat obesity in children and adults. It will also help close the state budget deficit of \$14 billion, reducing the need to raise property taxes and sales taxes or impose massive cuts on schools, health care, mass transit, or law enforcement. Based on what you just learned, would you support or oppose this new tax?*

# Support for Increasing the Tax on Alcohol Rises to 74% when Revenue Is Used to Avoid Service Cuts, Curb Underage Drinking and Fund Treatment Programs

Second Vote



*Supporters of increasing the tax on **alcoholic beverages** to ten cents per drink say it will generate up to \$500 million dollars to help prevent kids from using alcohol, reduce drunk driving, and treat alcohol abuse in adults. It will also help close the state budget deficit of \$14 billion dollars, reducing the need to raise property and sales taxes or imposing massive cuts to schools, health care, mass transit or law enforcement. Based on what you just learned, would you support or oppose this tax increase?*