



QEV

American Medical Association
Physicians dedicated to the health of America



American Medical Association

Office of Alcohol and Other Drug Abuse

Findings From A Nationwide Survey Of
800 Registered Voters

April 2004

Key Findings

- **Nine In Ten Voters Are Concerned About Alcohol Consumption Among Underage Drinkers**
- **Americans Favor An Increase In Taxes On Alcoholic Beverages By More Than A 2 To 1 Margin, With Particularly Strong Support Among Conservatives**
- **Increasing “Sin” Taxes, Such As Those On Tobacco And Alcohol, Were Strongly Favored As Mechanisms For Reducing State Budget Deficits, Garnering Strong Bi-Partisan Support**
- **The Public Is Largely Uninformed About Current Tax Rates On Beer And Alcoholic Beverages**
- **When Provided With Information About Current Beer Tax Rates, A Majority Believes They Should Be Increased, With Nearly A Third Believing Taxes Should Be Increased “A Lot”**
- **Proposals Aimed At Strengthening Enforcement And Funding Programs Were The Most Popular Ways To Allocate Beer Tax Revenue**

Methodology

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- 800 Registered Voters From A Nationwide Sample

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- Interviews Conducted April 15-18, 2004

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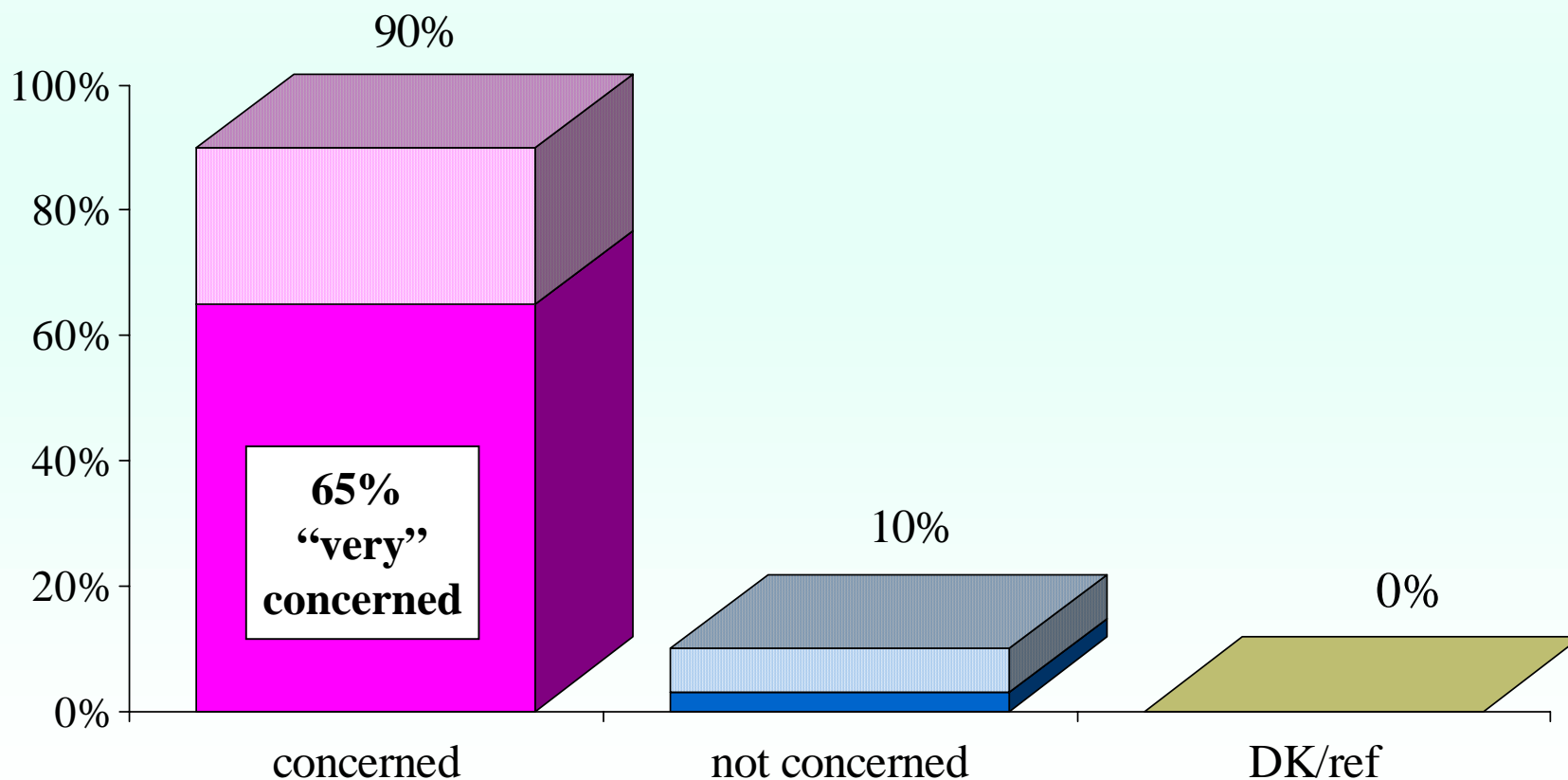
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- Margin Of Error +/- 3.5% Overall, Higher For Subgroups

**An Overwhelming Number Of
Voters Are Concerned About
Alcohol Consumption Among
Underage Drinkers**

There Is A Very High Level Of Concern Among Americans About Alcohol Consumption By Teenagers And Underage Drinkers

How concerned are you about the consumption of alcoholic beverages by teenagers/underage drinkers?

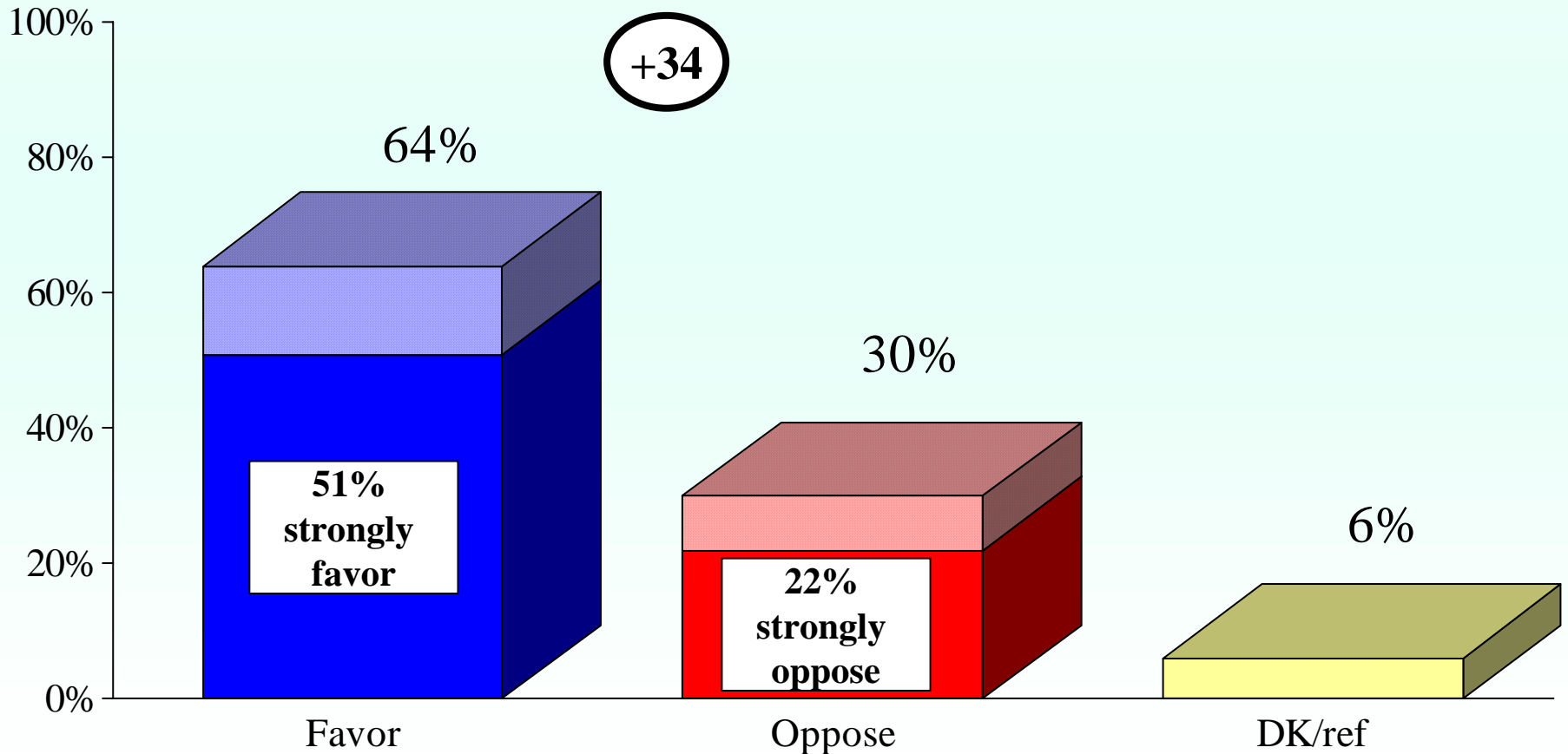


**Americans Favor An Increase
In Taxes On Alcoholic Beverages
By More Than A 2 To 1 Margin**

A Sizable Majority Of Voters Are In Favor Of Increasing The Alcohol Tax In Their State

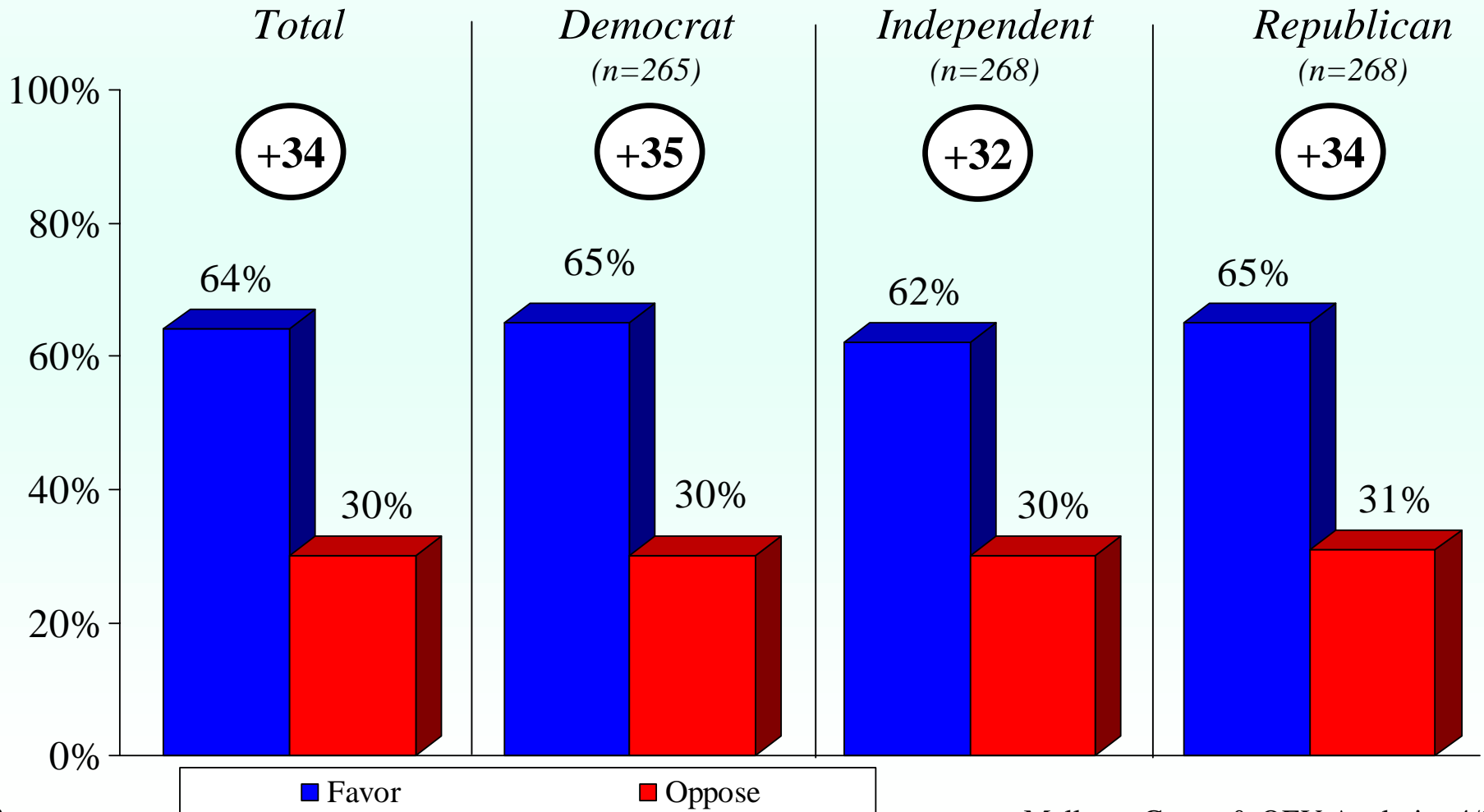
More Than Half *Strongly* Favor A Tax Increase

Would you favor or oppose an increase in your state's tax on alcoholic beverages, with part of the revenue dedicated to funding programs to reduce teen drinking and strengthening the enforcement of laws that prohibit alcohol sales to underage youth, or don't you have an opinion on this?



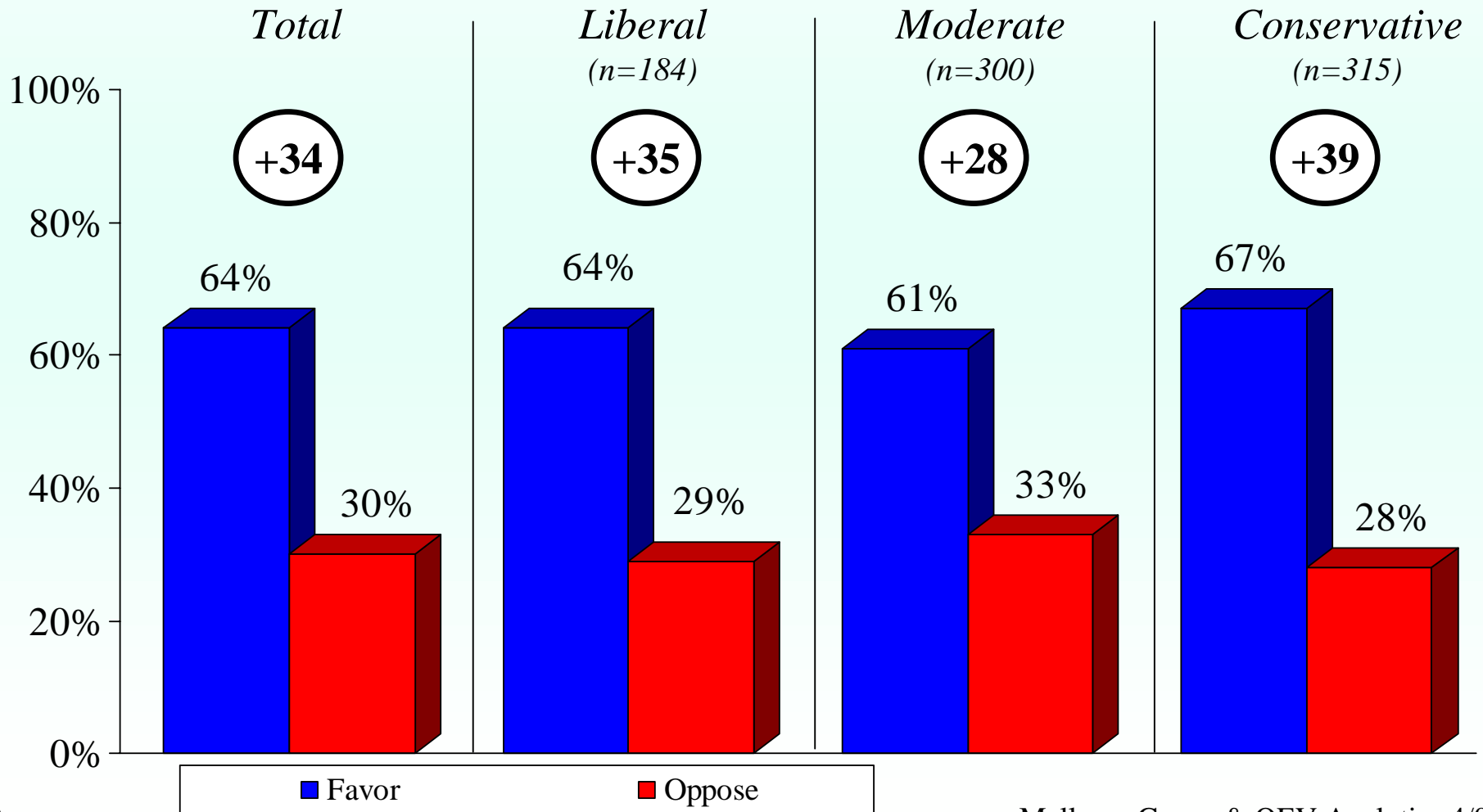
There Is Little Difference In Support For State Alcohol Tax Increases Across Party Lines

Favor/Oppose Alcohol Tax Increase By Party Identification



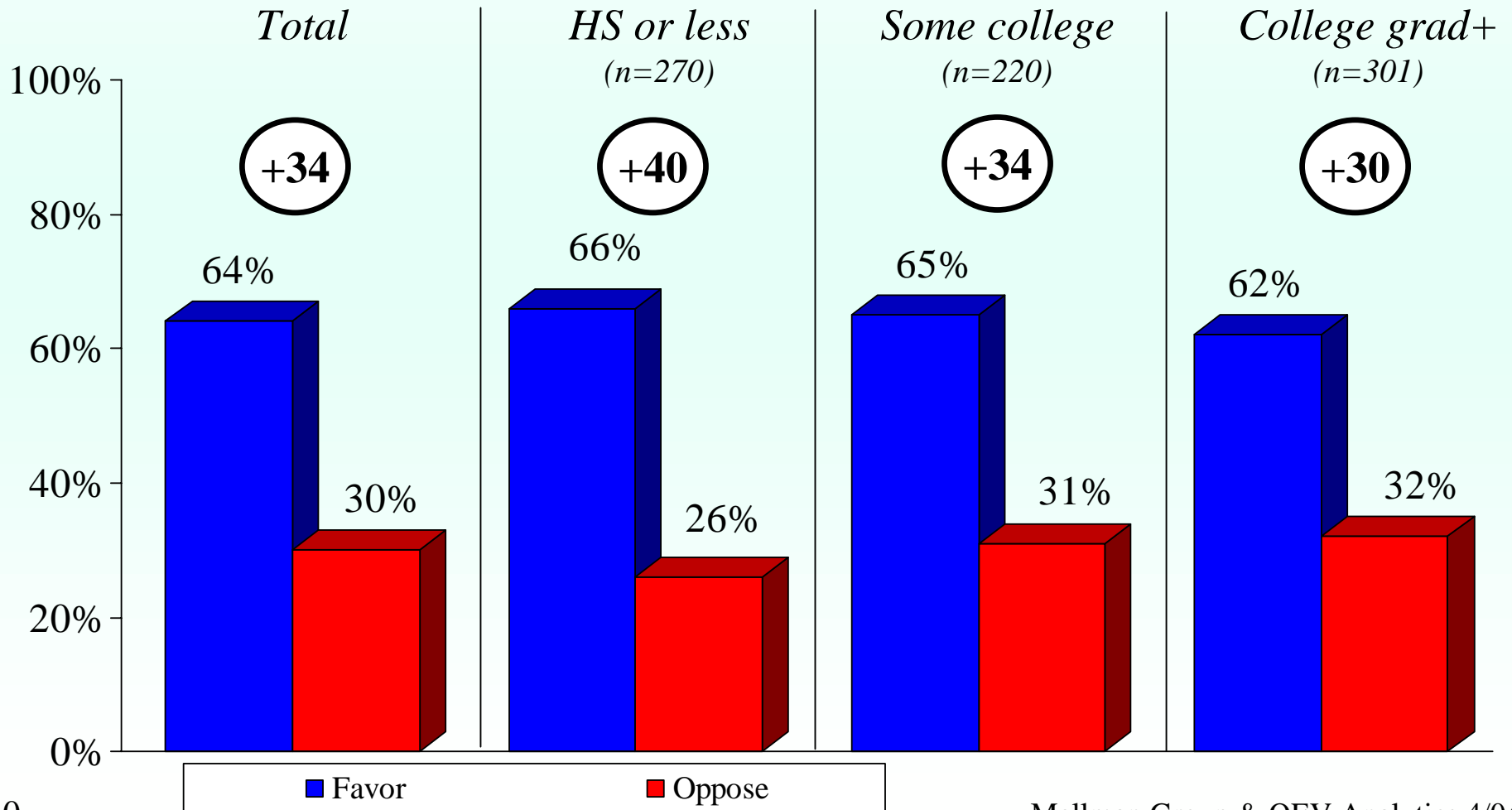
Conservatives Are Slightly More Likely To Support An Increase In The Alcohol Tax, Though Support Is Strong Across Ideology

Favor/Oppose Alcohol Tax Increase By Ideology



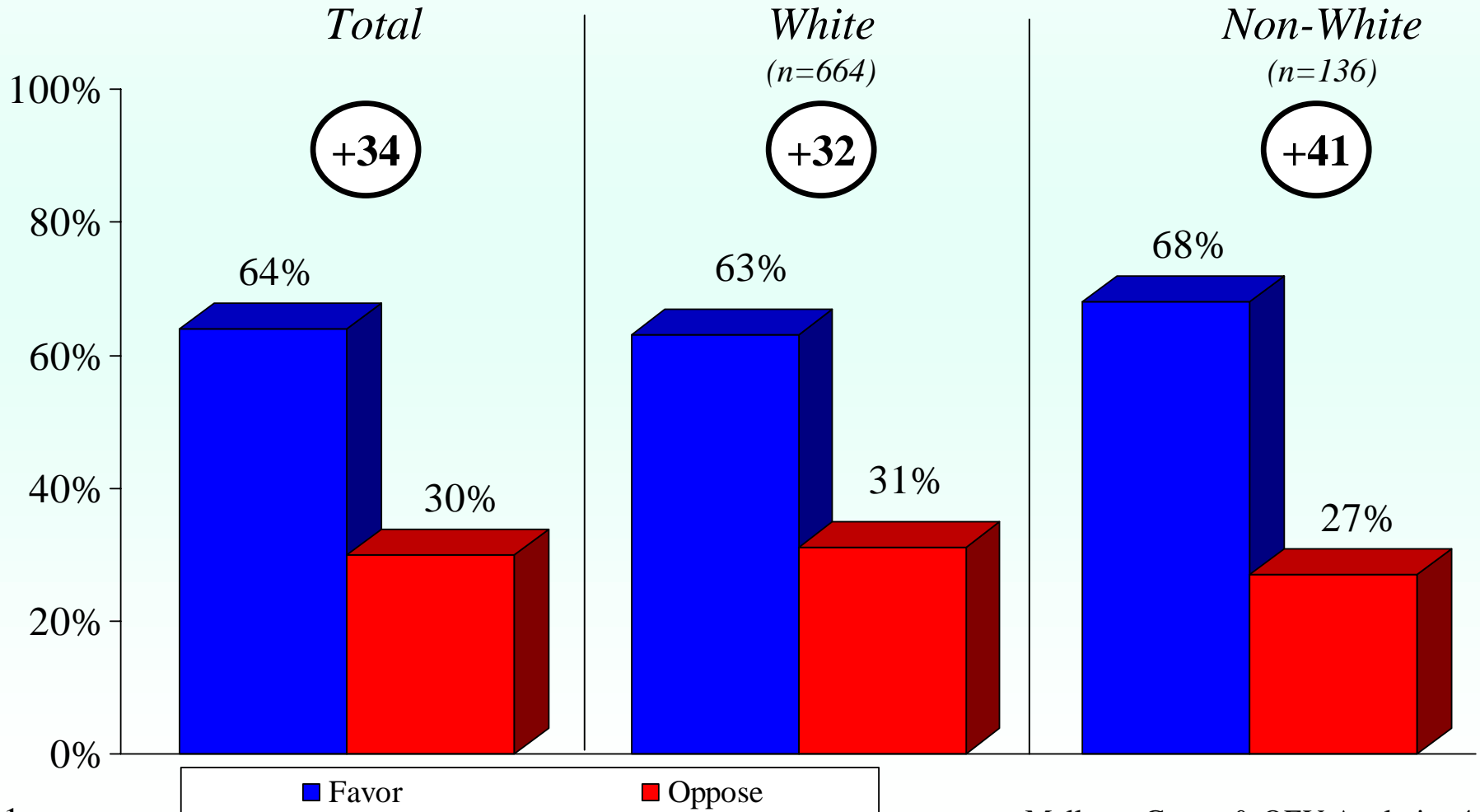
Support For An Increase In The Alcohol Tax Is Somewhat Stronger Among Less Educated Voters

Favor/Oppose Alcohol Tax By Education



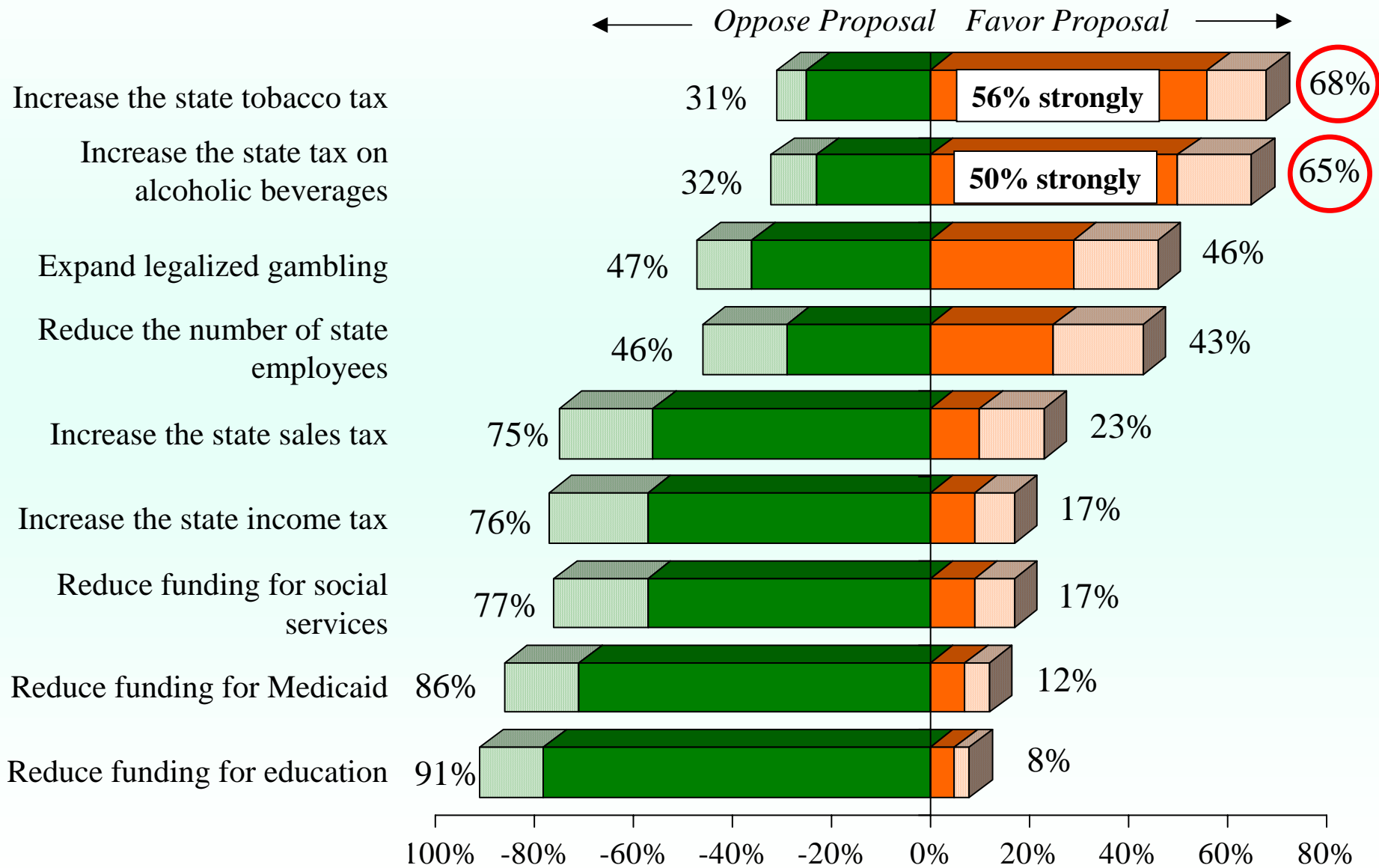
Non-White Voters Are Somewhat More Supportive Of Alcohol Tax Increases Than White Voters

Favor/Oppose Alcohol Tax Increase By Race



**Increasing “Sin” Taxes, Such As
Those On Tobacco And Alcohol,
Were Strongly Favored As
Mechanisms For Reducing State
Budget Deficits, Garnering Strong
Bi-Partisan Support**

It Is Clear That Voters Are Much More Likely To Favor Increasing “Sin Taxes” To Reduce State Budget Deficits Than Increasing Other Taxes Or Cutting Spending



Like The Tobacco Tax Increases That Have Passed In Many States In Recent Years, Voters Across Party Lines Support Increasing Alcohol Taxes As A Means Of Dealing With State Budget Deficits

Alcohol Tax Increases Enjoy Strong Bi-Partisan Support

	Democrats		Independents		Republicans	
Ways To Reduce State Budget Deficit (% Favor/Oppose)	Favor	Oppose	Favor	Oppose	Favor	Oppose
Increase the state tobacco tax	71%	29%	61%	38%	71%	27%
Increase the state tax on alcoholic beverages	66%	32%	65%	33%	66%	32%
Expand legalized gambling	48%	44%	43%	49%	45%	49%
Reduce the number of state employees	37%	52%	39%	48%	53%	38%
Increase the state sales tax	20%	76%	25%	74%	23%	75%
Increase the state income tax	18%	75%	18%	75%	14%	79%
Reduce funding for social services	12%	82%	17%	77%	22%	72%
Reduce funding for Medicaid	10%	87%	10%	86%	15%	82%
Reduce funding for education	7%	93%	8%	89%	8%	91%

The Public Is Largely Uninformed About Current Tax Rates On Beer And Alcoholic Beverages

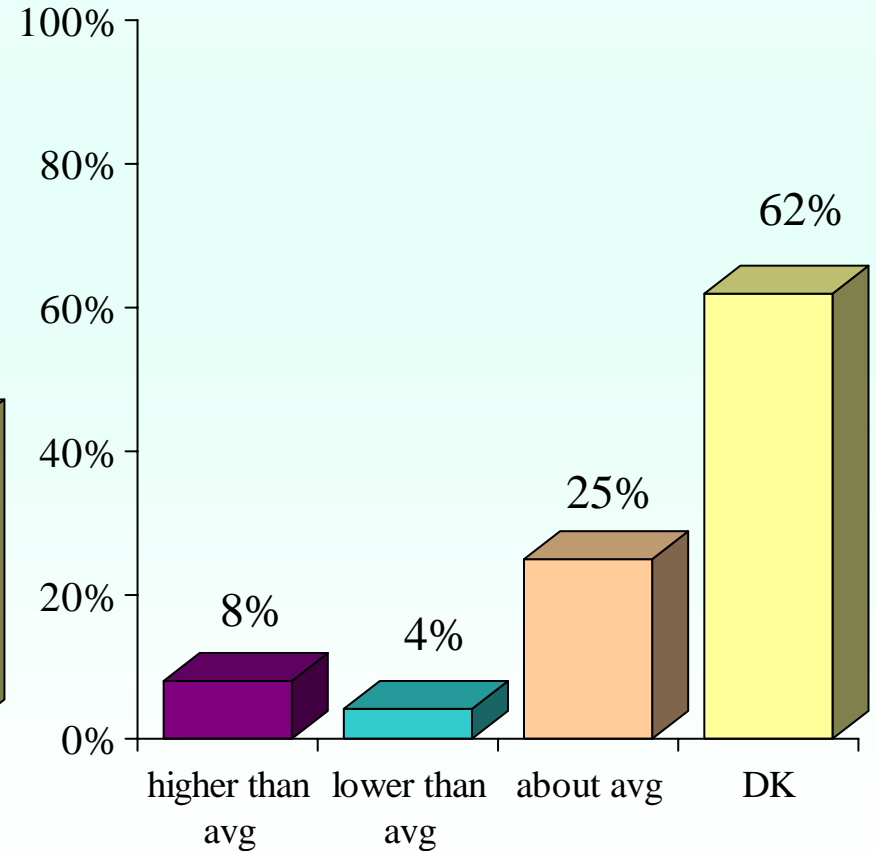
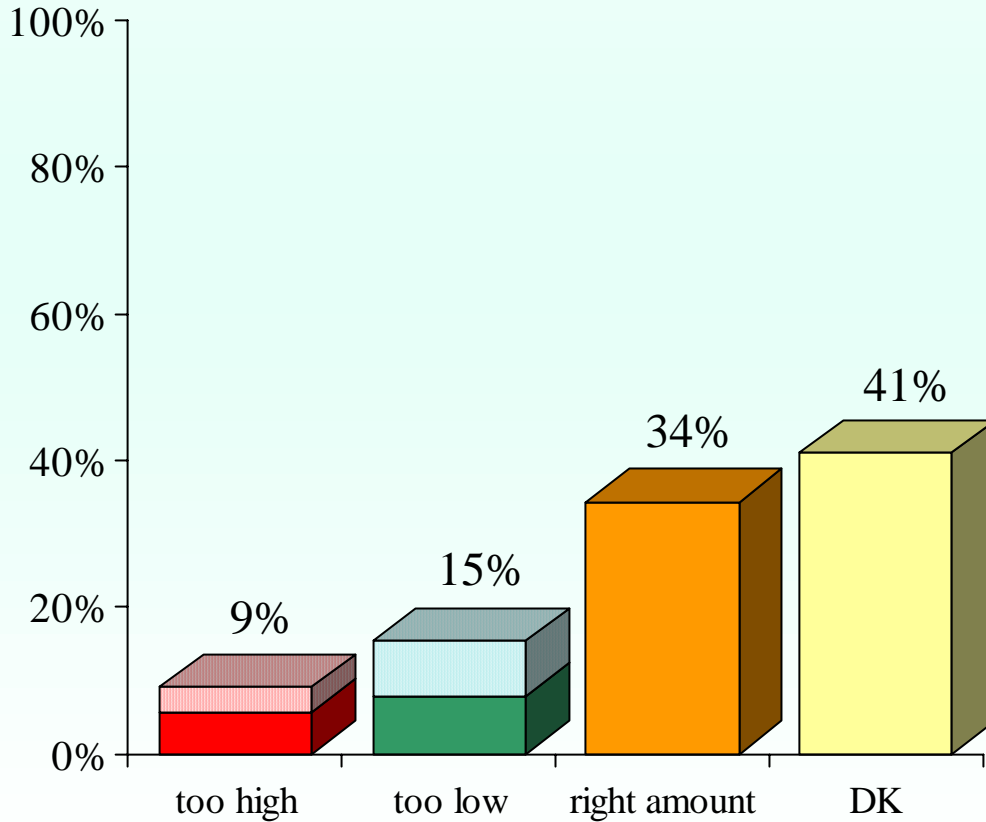
When Provided With Information About Current
Beer Tax Rates, A Majority Believes They Should
Be Increased

The Public Is Largely Uninformed About Current Tax Rates On Beer And Alcoholic Beverages

A Plurality Could Not Judge Whether Alcohol Taxes Were Too High Or Too Low In Their States, And Most Did Not Know How Beer Taxes In Their State Related To The Average

Do you think taxes on alcoholic beverages in your state are too high, about the right amount, or too low, or don't you have an opinion on this?

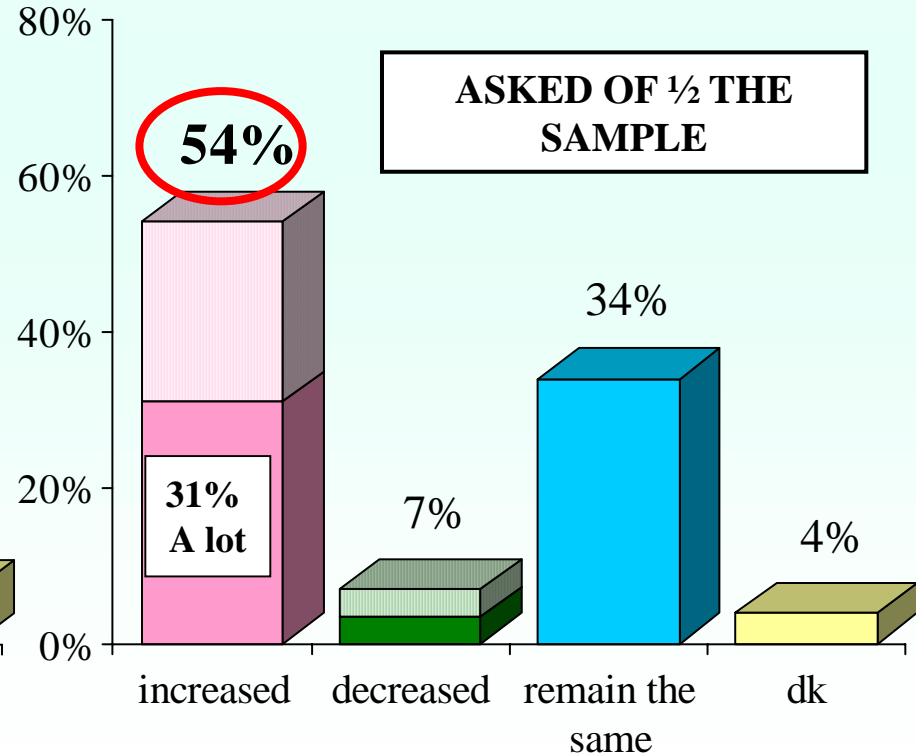
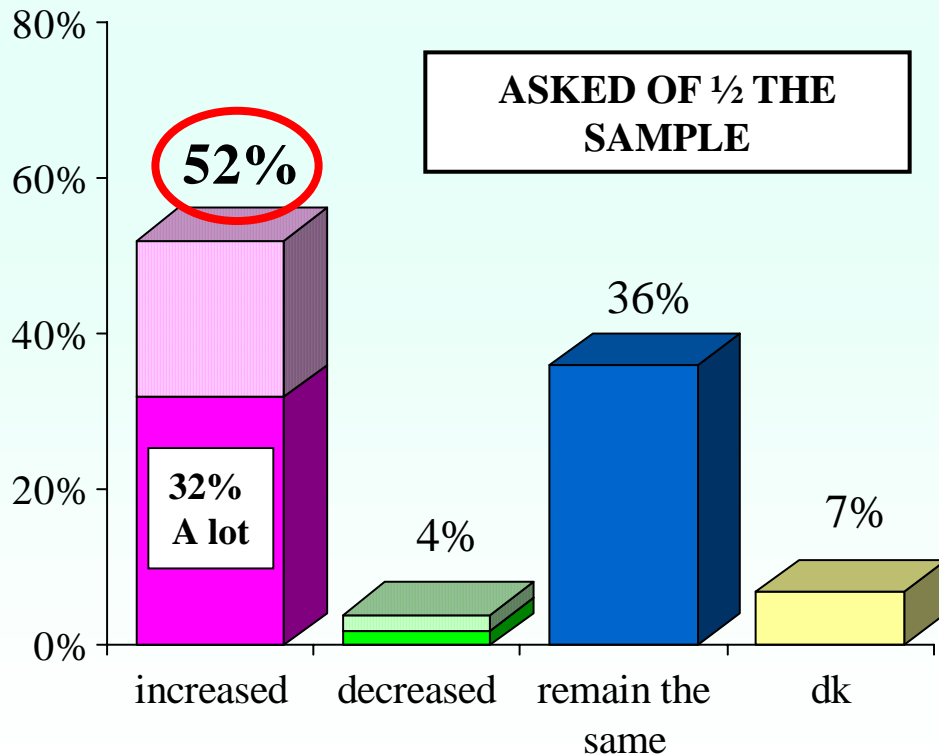
Are state taxes on beer in your state higher than average, lower than average, about average, or don't you know about this?



A Majority Believe The Tax Should Be Increased After Given Information About The Current Beer Tax Rate In Their State And In Other States

The state tax on beer in your state is ___ per six-pack of beer. Do you think the tax on beer in your state should be increased, decreased or remain the same?

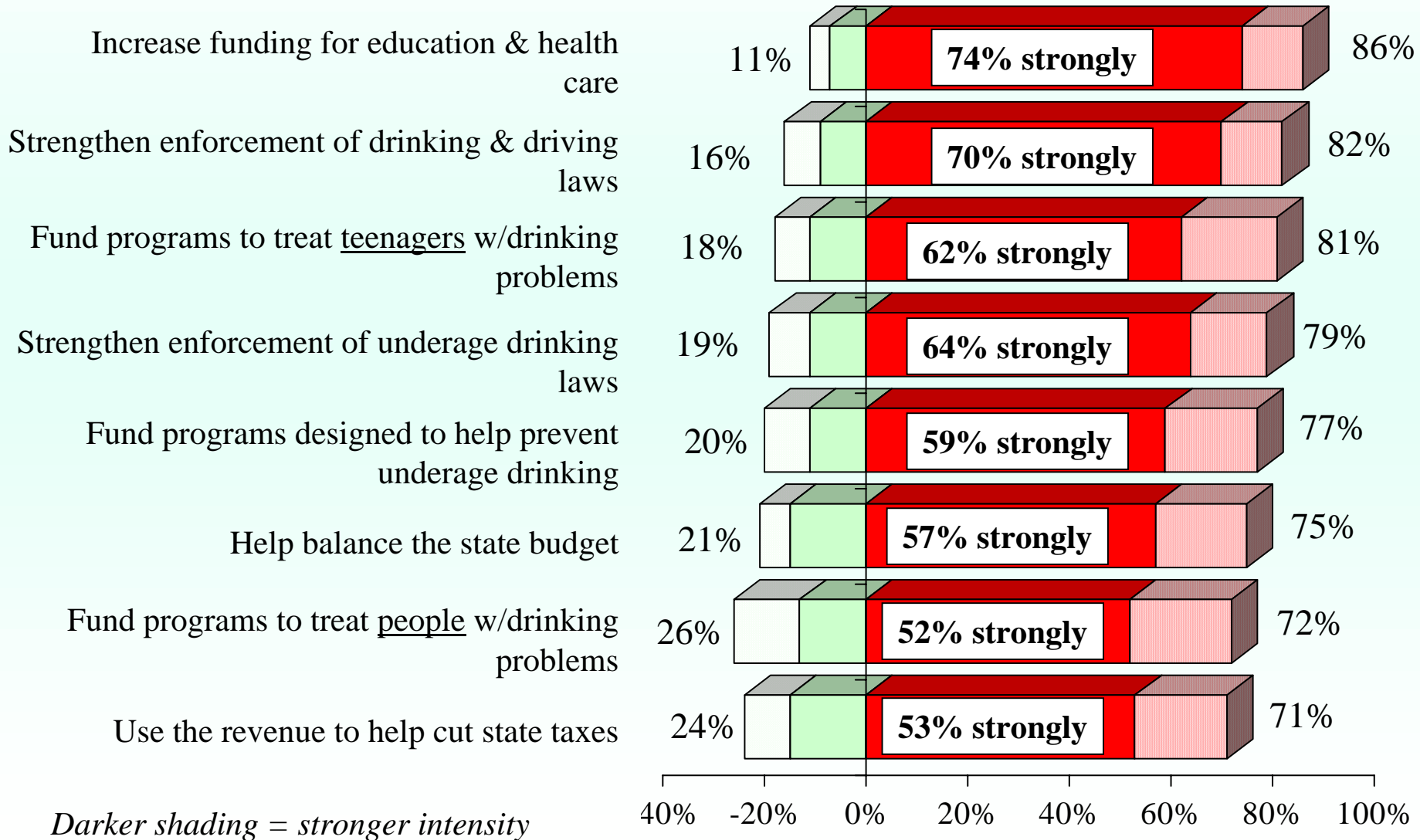
The highest state tax on beer in the country is in AK, which charges 60 cents in tax per 6-pack of beer. The lowest state tax on beer is in WY, which charges 1-cent per 6-pack of beer. The tax in your state is ___ per six-pack. Do you think the tax on beer in your state should be increased, decreased or remain the same?



Proposals Aimed At Strengthening Enforcement And Funding Programs Were The Most Popular Ways To Allocate Beer Tax Revenue

Voters Were Most Supportive Of Using Beer Tax Revenue To Fund Education And Health Care And Increase Enforcement Of DUI Laws

← Oppose Proposal Favor Proposal →



Darker shading = stronger intensity

Ranked by % favor

About Reducing Underage Drinking Through Coalitions

The American Medical Association and the Robert Wood Johnson Foundation support *Reducing Underage Drinking Through Coalitions*, which focuses on how social environments encourage—even enable—alcohol abuse among young people.

12 coalitions of youth, business, civic organizations, government agencies, the religious community and other leaders are identifying those environmental factors that contribute most to underage drinking and working together to create positive change. The 12 coalitions are:

- * The Connecticut Coalition to Stop Underage Drinking
- * The Georgia Alcohol Policy Partnership
- * The Indiana Coalition to Reduce Underage Drinking
- * The Louisiana Alliance to Prevent Underage Drinking
- * The Minnesota Join Together Coalition to Reduce Underage Alcohol Use
- * Missouri's Youth/Adult Alliance Against Underage Drinking
- * The National Capital Coalition to Prevent Underage Drinking (Washington, DC)
- * The North Carolina Initiative to Reduce Underage Drinking
- * The Oregon Coalition to Reduce Underage Drinking
- * Pennsylvanians Against Underage Drinking
- * The Puerto Rico Coalition to Reduce Underage Drinking
- * Texans Standing Tall, A Statewide Coalition to Reduce Underage Drinking

To learn more, visit: <http://www.ama-assn.org/ama/pub/category/3557.html> or contact: Janet Williams, 312-464-5073, Janet_Williams@ama-assn.org.

About The Mellman Group

The Mellman Group provides sophisticated opinion research and strategic advice to public interest groups, corporations, government agencies and Democratic candidates for public office.

Many of the nation's most important public interest organizations, including the American Cancer Society, the Sierra Club, the AFL-CIO, the National Education Association, the World Wildlife Fund, the Pew Charitable Trusts, The Rockefeller Foundation and the League of Women Voters, have turned to The Mellman Group for research-based strategy. Government and quasi government agencies have also relied on The Mellman Group's expertise including The World Bank, The US Departments Of Justice, State and Labor.

In the political sphere, The Mellman Group counts among its clients Democratic Presidential candidate John Kerry, Democratic Leaders in both the U.S. Senate and House, as well as the past President of the U.S. Conference of Mayors (Senator Tom Daschle, Whip Steny Hoyer, and Denver Mayor Wellington Webb). The firm has helped elect some fifteen other U.S. Senators, two dozen Members of Congress, numerous governors and mayors, and has been victorious in key initiative and referenda campaigns around the country.

Nathan Henry is a Senior Analyst at The Mellman Group. He has conducted surveys, focus group research and Media-PULSE analysis for a wide range of political clients, including the Democratic Senatorial Campaign Committee, Senator Frank Lautenberg, Senator Harry Reid, Congresswoman Shelley Berkley, Congressmen Jim Langevin, Ben Chandler and Artur Davis, Milwaukee Mayor John Norquist, and Denver Mayor Wellington Webb. Henry has also done extensive work for non-profit and corporate clients, including the Sierra Club, the Trust for Public Land, Dr. Pepper/7Up, VISX laser vision correction, Campaign for Tobacco-Free Kids and the Robert Wood Johnson Foundation.

About QEV Analytics

QEV Analytics is a full service public opinion research firm located in the shadow of the U.S. Capitol in Washington. We conduct both quantitative research (surveys of public opinion) and qualitative research (techniques such as focus groups, one-on-one interviewing, “perception analyzer” video testing, and mall intercept (“rapid reaction” research)).

QEV Analytics was founded in 1996 to fulfill the special needs of a specific niche of public opinion research consumers: those corporate, international, and political clients requiring a more sophisticated level of analysis than is typically available from opinion research firms.

QEV was responsible for producing the single most cited survey analysis in the news media for 1999, the Survey of Teens and their Parents on Attitudes toward Illegal Drugs for the National Center on Addiction and Substance Abuse at Columbia University, headed by Joseph Califano.

QEV is recognized as a Republican public opinion research firm. It’s founder, Steven Wagner has worked for various Republican candidates and organizations since the early 1990’s. Early in his career, Mr. Wagner was the Political Director of the National Republican Institute for International Affairs, he later worked on public opinion research related to the development of the Contract with America, and more recently worked with the Bush campaign 2000 on a voter outreach. Mr. Wagner also has assisted several local candidates seeking elected office over the years.

Dimitri Pantazopoulos is the Senior Strategy Consultant for QEV Analytics, specializing in public affairs research. Mr. Pantazopoulos has spent his career in political communications, and strategy development, working in the areas of public opinion research, party policy development, and reputation and crisis management campaigns.



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