



Put In Your 2¢ Worth...

About 2¢ a drink yields \$44 million annually to reduce the impact of alcohol problems in Missouri.

Question:

We hear a great deal about “tax burden” in Missouri. Has anyone tried to determine the attitude of Missourians toward beer taxes, how they feel about the current state beer excise tax rates?

Answer:

Yes, a statewide survey of Missouri registered voters was conducted by Mitchell Research and Communications, Inc on February 8-10, 2005. The survey found that the vast majority of respondents do not believe that the current beer tax is too great a burden for them to pay. *

MISSOURI ALCOHOL IMPACT FACT #35

- When informed of the amount paid in current state beer tax rates by the average beer drinker, **81%** of the survey respondents (registered voters) say that it is **not too great a burden for them to pay.** Only 12% of all respondents say that it is too great a burden, and 8% have no opinion.
- Men are more likely to consider it too great a burden (18%) than women (6%). One-fourth (25%) of heavier drinkers (more than 5 drinks per week) say that the current taxes are too great a burden. The sentiment is fairly consistent across geographic regions of the state and all other demographic groups.
- After being informed that beer tax rates was 6 cents per gallon in 1971, and, with inflation figured in, today’s rate is equal to *1-1/2 cents per gallon*, respondents were asked to agree or disagree with the statement: “today’s tax rate is too low.” **More than two-thirds agreed** with the statement, and **only 18% strongly disagreed.**

**Methodology: A sample of 500 registered voters was drawn and stratified by the population of city and township within county, based on average population. Given the sample size and the method of random selection, the statistical margin of error can be reliably set at 5.0 percent within a 95 percent degree of confidence. The survey consisted of 6-minute telephone interviews.*

For more information call one of the Missouri’s Alcohol Impact Coalition members below:

Alicia Ozenberger
Missouri’s Youth Adult Alliance
573/635-6669
aozenberger@actmissouri.org

Gerrit DenHartog
Community Activist/Alcohol Policy Consultant
573/893-5448
gdenhartog@sprintmail.com

Angela Hirsch
MADD-Jefferson City
573/636-2460
madd-ed@earthlink.net