



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

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**Question:**

*How much support is there among Missourians for a two cent per drink increase in the alcohol excise tax rates?*

**Answer:**

There is very strong support for this proposal. A statewide survey of Missouri registered voters was conducted by Mitchell Research and Communications, Inc. on February 8-10, 2005. The survey found that this support is consistent across party lines, gender lines, and even among those who would pay the most if the cost were passed along to the consumer.

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### MISSOURI ALCOHOL IMPACT FACT #36

- Support for a 2 cents per drink increase is very strong without presenting any arguments for or against the proposal. When asked, 66% of all respondents state that they would strongly support (47%) or somewhat support (19%) such an increase, while only 6% say that they would somewhat oppose, and 18% that they would strongly oppose the increase.
- Support for the proposal is strongest among women (75%), non-drinkers (74%), in Northwest Missouri (72%) and among Protestants (71%). It is weakest among people who consume 1-4 alcoholic drinks per week (61%), men (59%), religions other than Protestant or Catholic (55%), and those who consume more than 5 drinks per week (50%).
- After informing respondents that the increase would go toward reduction of alcohol problems through prevention, treatment and law enforcement, support jumps to the 70-74% range. This is consistent with the findings of other public opinion surveys.

*\*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  
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