



Put In Your 2¢ Worth...

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

Question:

Should legislators fear an anti-tax backlash from voters if they support increases in the excise charges on beer, wine and spirits?

Answer:

No, not at all. The statewide survey of Missouri registered voters conducted by Mitchell Research and Communications on February 8-10, 2005 showed that Republican voters are as likely as Democratic voters to vote for candidates who support alcohol excise tax increases.*

MISSOURI ALCOHOL IMPACT FACT #37

- Among Republican voters, 67% say that they would strongly support or somewhat support a two cent per drink increase, regardless of the reason for the increase. Only 19% strongly oppose an increase. Among Democratic voters the numbers were very similar: 69% support and 17% strongly oppose.
- If the money goes toward enforcement of alcohol-related laws, 76% of Republican respondents say they would support the proposal, and only 14% would strongly oppose it. Republican voter support is also consistent with overall support for funding of prevention and treatment.
- Survey respondents were asked: “Would you be more or less likely to vote for a candidate who supported an increase in the alcohol excise tax?” Over half (52%) of all voters say that they would be more likely to vote for such a candidate. Only 12% say that they would be much less likely to do so. Again, Republican voters were consistent with all respondents. The high percentage of those who answered “don’t know” (25%) probably means that other issues will be important in assessing candidates.

**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