

RESEARCH
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ALCOHOL TAX SURVEY
AUGUST 2016

TABLE OF CONTENTS

I. INTRODUCTION 3
 METHODOLOGY 4

II. EXECUTIVE SUMMARY 5

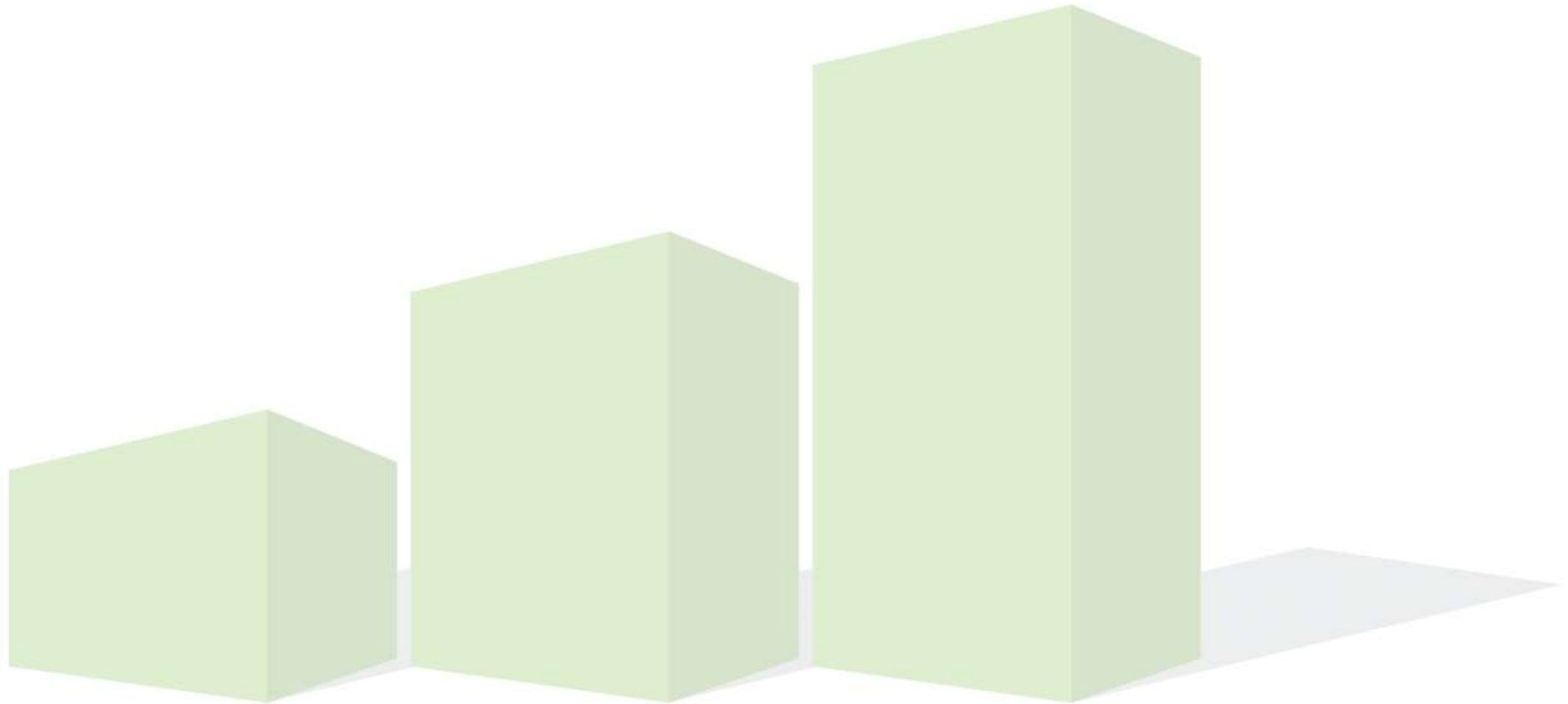
III. SUMMARY OF RESULTS 7

IV. DATA TABLES 15

V. DEMOGRAPHICS 16

VI. QUESTIONNAIRE 31

I. INTRODUCTION



METHODOLOGY

This study was commissioned by Alcohol Taxes Save Lives and Money, North Central Community Based Services to assess voter support levels and attitudes and opinions relating to a proposal that would add a tax of 25 cents (per drink) on the purchase of alcoholic beverages in bars, restaurants and stores in New Mexico.

THE INTERVIEW

A random sample of likely voters in New Mexico was interviewed by telephone. To qualify for the survey respondents had to have voted in the 2012 and/or 2014 General Election. All interviews were conducted from July 28 through August 2, 2016.

Given the prevalence of cell phone users, 50% of the interviews were completed among likely voters via cell phone.

Surveys were completed among 405 random likely voters statewide and an oversample of 150 likely voters in Doña Ana, Luna, and Otero Counties.

Research & Polling combined random sample voters living in Doña Ana, Luna and Otero counties with the 150 oversample for a total of 200 respondents in the Southern three-county region.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument.

MARGIN OF ERROR

Statewide Sample: A sample size of 405 at a 95% confidence level provides a maximum margin of error of approximately 4.9%. In theory, in 95 out of 100 cases, the results based on a sample of 405 will differ by no more than 4.9 percentage points in either direction from what would have been obtained by interviewing all likely voters in New Mexico.

Oversample: A sample size of 200 at a 95% confidence level provides a maximum margin of error of approximately 6.9%. In theory, in 95 out of 100 cases, the results based on a sample of 200 will differ by no more than 6.9 percentage points in either direction from what would have been obtained by interviewing all likely voters in in Doña Ana, Luna, and Otero Counties.

SAMPLE BIAS

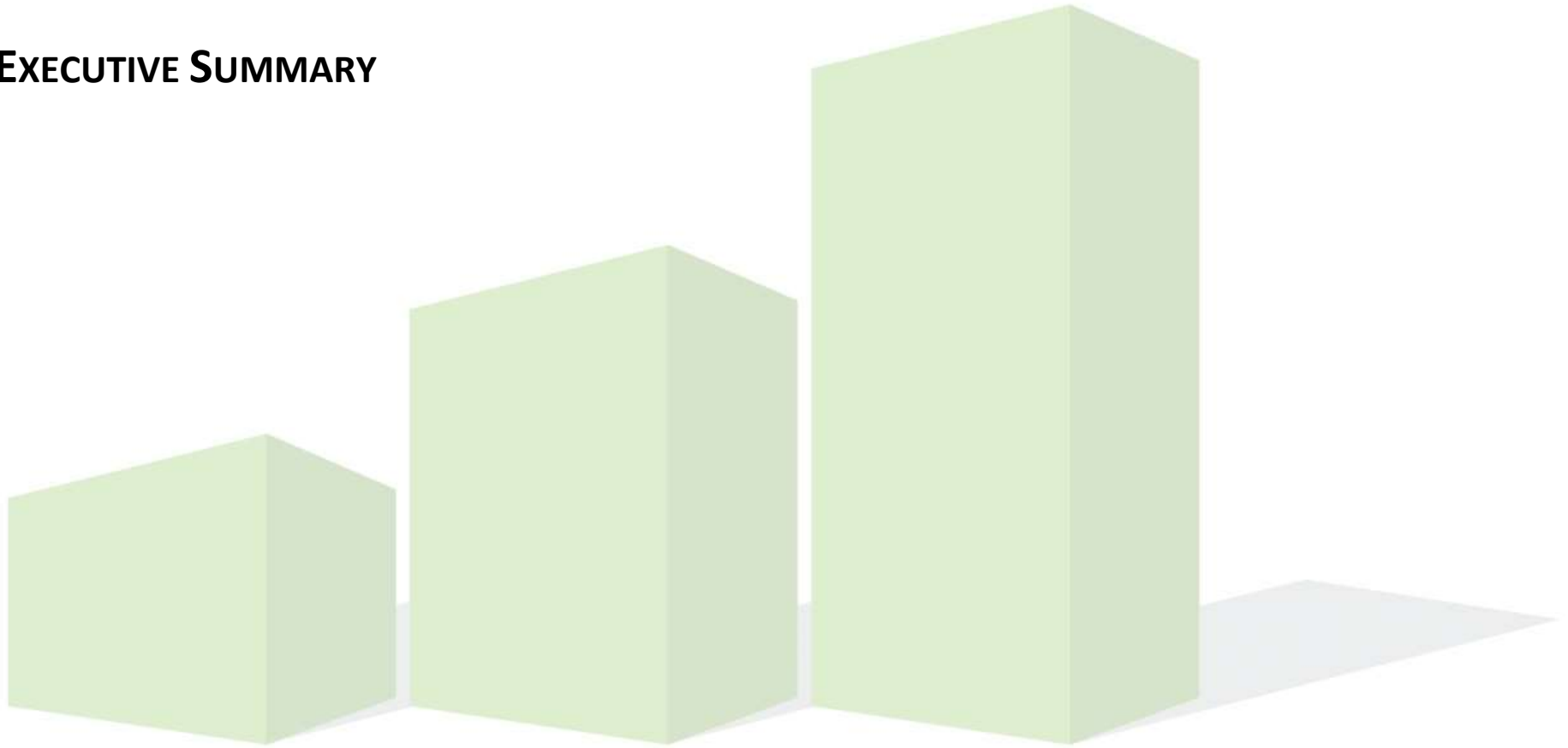
In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample where certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research and Polling, Inc. often sets quotas for various segments of the population who are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.

THE REPORT

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include:

- Region
- Gender
- Ethnicity
- Age
- Political affiliation
- Household income

II. EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

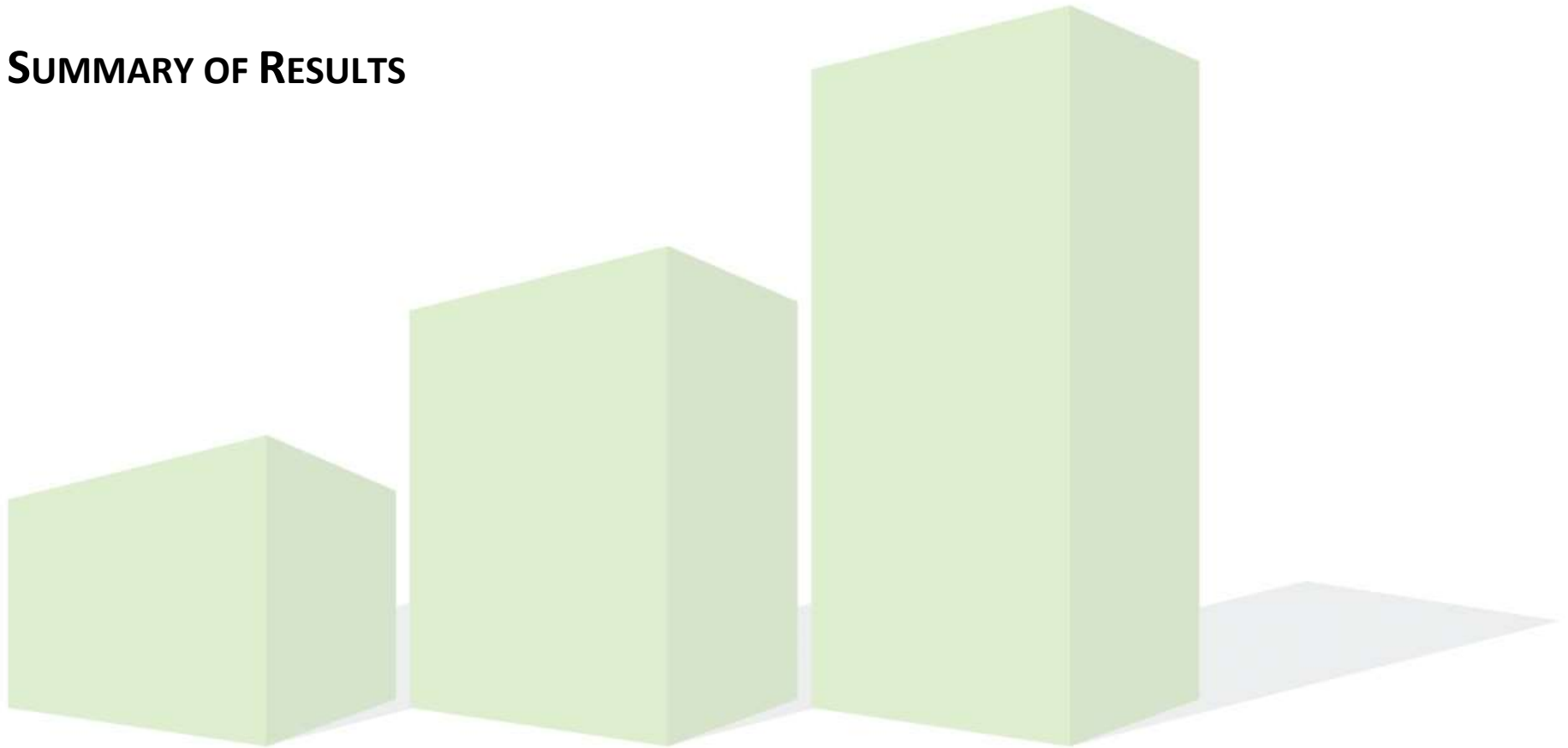
A telephone survey of 405 likely voters shows strong support for a 25¢ per drink tax increase on alcohol purchases in New Mexico and using the revenue for alcohol and drug prevention and treatment as well as health care in the State. In total, just over three-in-four voters say they either *strongly support* (51%) or *somewhat support* (25%) a proposed 25¢ per drink tax on alcohol compared to 21% who are opposed.

Informing voters that the proposed 25¢ per drink alcohol tax will increase the cost for a six-pack of beer by \$1.50, a bottle of wine by \$1.25, and a fifth of liquor by \$4.00 has only a small impact on overall support levels. In total 71% say they either *strongly support* (49%) or *somewhat support* (22%) the 25¢ per drink tax when given the additional cost information, down only slightly from the 76% who were initially supportive of the proposal.

Support levels remain steady (71%) when voters are informed the revenue generated from the 25¢ per drink tax would be used to help fund New Mexico's Medicaid program, with 53% who say they *strongly support* the tax increase and 18% who are *somewhat supportive*.

Generally speaking, voters are far more supportive of raising taxes on alcohol as a way to deal with projected state budget shortfalls as compared to raising taxes on food in grocery stores or raising taxes on gasoline. When given these three choices (or volunteering a response), over three-fifths (63%) of voters say they would prefer raising taxes on alcohol, compared to 9% who favor raising taxes on gasoline, and just 3% who would favor taxing food in grocery stores. Another 3% volunteered raising taxes on cigarettes/tobacco.

III. SUMMARY OF RESULTS



PREFERRED WAY TO RAISE TAXES TO SUPPLEMENT THE PROJECTED BUDGET SHORTFALL		
TOP 7 RESPONSES		
	STATEWIDE (N=405)	OVERSAMPLE (N=200)
AIDED RESPONSES		
RAISING TAXES ON ALCOHOL	63%	64%
RAISING TAXES ON GASOLINE	9%	7%
TAXING FOOD IN GROCERY STORES	3%	3%
VOLUNTEERED RESPONSES		
NONE OF THESE/WOULDN'T WANT TAXES RAISED	11%	12%
CIGARETTES/TOBACCO	3%	4%
TAX THE RICH/INCOME TAX	2%	2%
DON'T KNOW/WON'T SAY	3%	4%

Likely voters in New Mexico were told that due to declining revenues, the New Mexico State Government is facing a projected budget shortfall in the coming year. Voters were then asked, if the state had to raise taxes, if they would prefer *raising taxes on gasoline, taxing food in grocery stores, raising taxes on alcohol, or something else.*

STATEWIDE SAMPLE

The large majority (63%) of statewide voters say they would prefer raising taxes on alcohol, while 9% say they would prefer raising taxes on gasoline, and 3% each would prefer either taxing food in grocery stores or taxing cigarettes/tobacco. Notably, 11% of statewide voters say they would not prefer any of these options/do not want taxes raised.

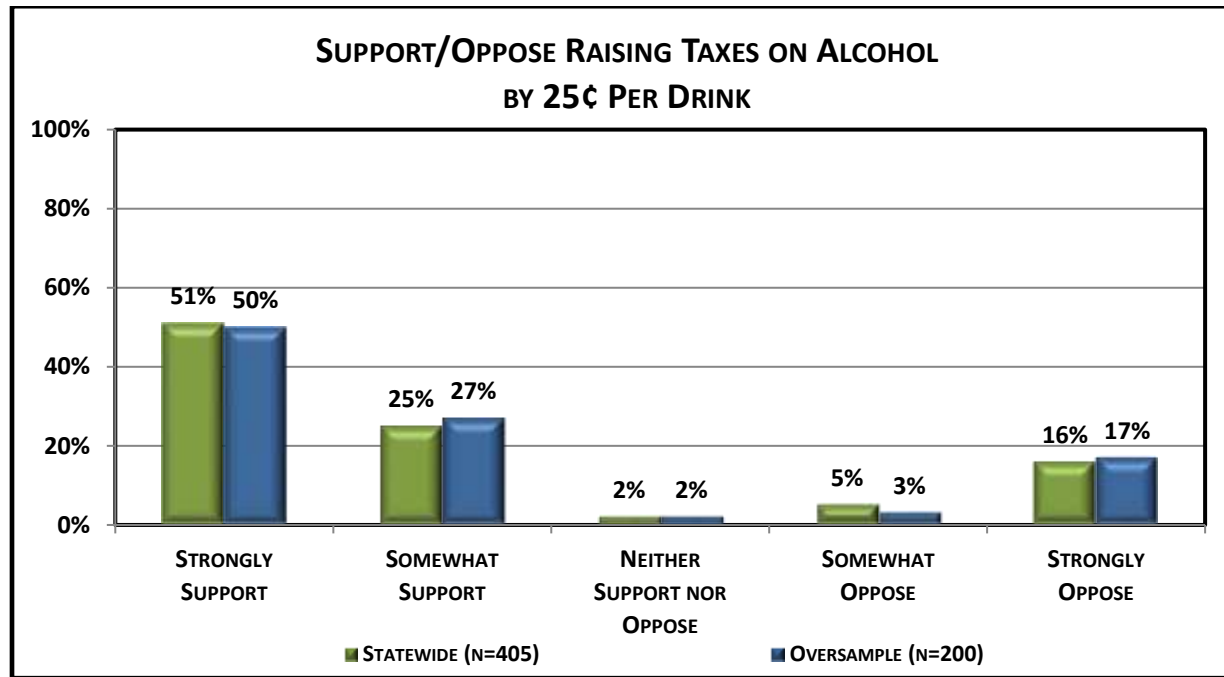
Voters more likely than others to prefer raising taxes on alcohol include:

- Voters who have not consumed an alcoholic beverage in the last 30 days (75%)
- Independents (75%)
- Hispanics (72%)
- Voters ages 18 to 49 (72%)
- Females (70%)

Voters in the North Central region (20%), voters who have consumed an alcoholic beverage in the last 30 days (14%), and Democrats (13%) are more likely than others to prefer raising taxes on gasoline. Republicans (18%) are more likely than others to prefer none of these options or that taxes should not be raised.

OVERSAMPLE

Results are similar among voters in the Southern (oversample) region, as 64% would prefer taxes are raised on alcohol, 7% would prefer raising taxes on gasoline, 4% prefer cigarettes/tobacco, and 3% say taxing food in grocery stores. Twelve percent of voters in the Southwestern region prefer none of these options or do not want taxes raised.



Likely voters were informed that a proposal has been made to raise alcohol taxes 25¢ per drink in bars, restaurants, and retail stores in New Mexico and that the tax revenue would be used for alcohol and drug prevention and treatment and health care in the state. Voters were then asked if they *strongly support*, *somewhat support*, *somewhat oppose*, or *strongly oppose* this proposal.

STATEWIDE SAMPLE

The majority (51%) of statewide voters *strongly support* the alcohol tax proposal, with another one-quarter who are *somewhat supportive*. Approximately one-in-five (21%) of voters say they are opposed to the proposed alcohol tax (16% *strongly oppose*).

Voters more likely than others to *strongly support* the proposal include:

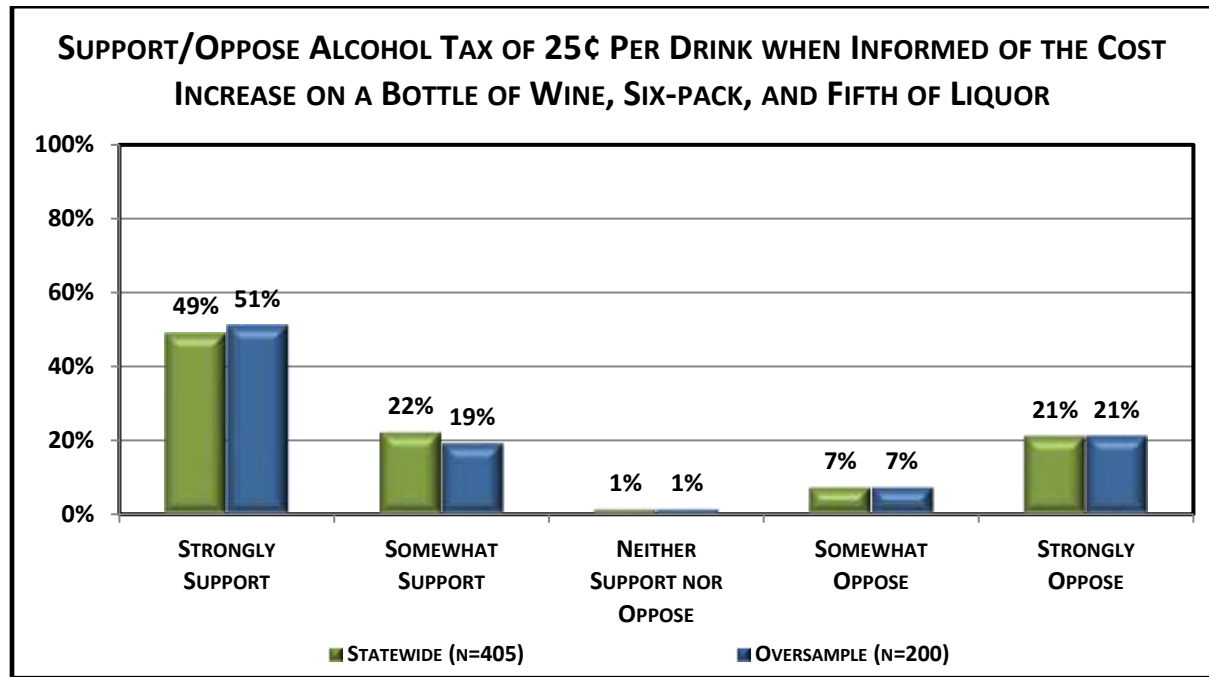
- Voters who have not consumed an alcoholic beverage in the last 30 days (60%) compared to voters who have (41%)
- Females (57%) compared to males (43%)
- Democrats (58%) compared to Republicans (41%) and Independents (50%)
- Hispanics (57%) compared to Anglos (46%)

Voters more likely than others to *strongly oppose* the proposal include:

- Republicans (28%)
- Males (23%)

OVERSAMPLE

Results are similar among voters in the Southwestern region, as 50% *strongly support* the proposal, with another 27% who *somewhat support* it. One-fifth of voters in the Southwestern region oppose the proposed alcohol tax.



Likely voters were told the proposed tax is 25¢ per drink in bars and restaurants, as well as alcohol purchased in stores, and that this means the tax increase on a bottle of wine would be \$1.25, for a 6-pack of beer it would be \$1.50, and a fifth of liquor would be taxed an additional \$4.00. Voters were then asked, knowing this, if they *strongly support*, *somewhat support*, *somewhat oppose*, or *strongly oppose* this proposal.

STATEWIDE SAMPLE

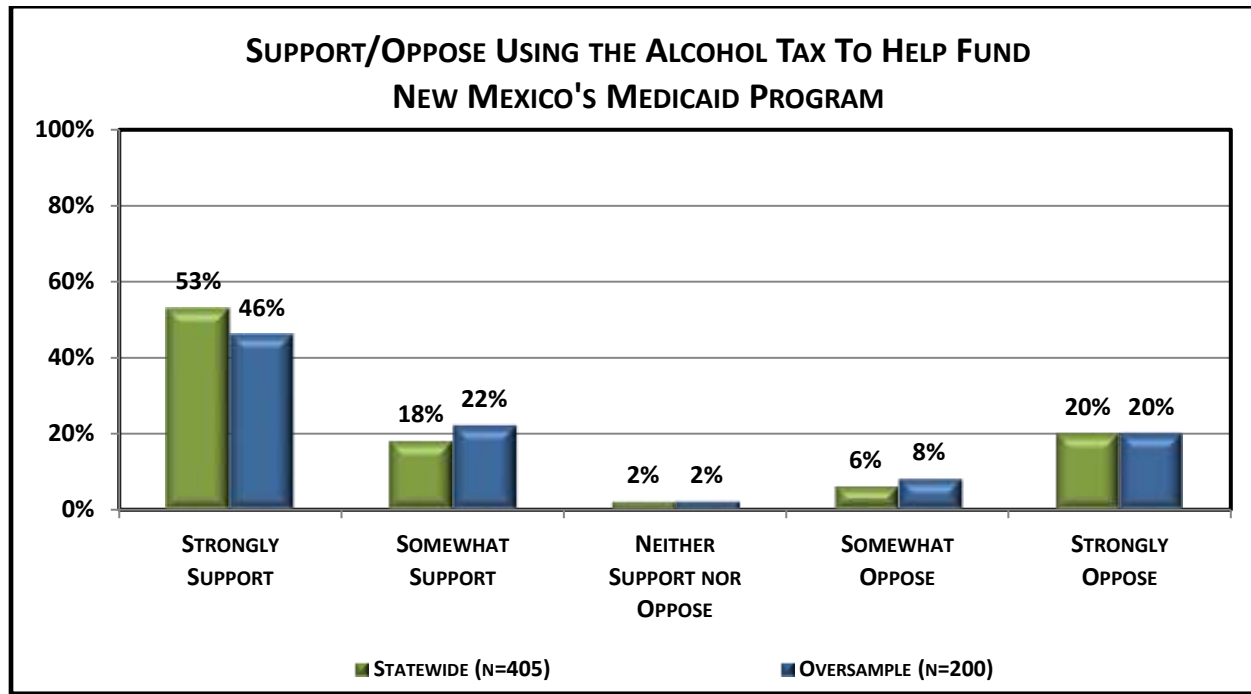
Voter support falls only slightly after being informed of the specific costs of the alcohol tax increase, as nearly half (49%) of statewide voters *strongly support* the proposal after being informed of the specific costs, with another 22% who are *somewhat supportive*, for a total of 71% who are supportive. This is in comparison to the 76% who were initially supportive of the proposal before being informed of the specific costs. Twenty-eight percent of statewide voters oppose the proposal after being informed of the costs, with 21% who are *strongly opposed*. Initially, 21% of voters were opposed to the proposal.

Voters more likely than others to either *somewhat support* or *strongly support* the propose alcohol tax increases after being informed of the specific costs include:

- Independents (81%) compared to Democrats (72%) and Republicans (65%)
- Voters in the North Central region (78%)
- Females (76%) compared to males (65%)
- Voters who have not consumed an alcoholic beverage in the last 30 days (78%) compared to voters who have (65%)

OVERSAMPLE

Southwestern region voters are slightly less likely to be supportive of the proposal after hearing about the specific costs, as 51% are *strongly supportive* and 19% are *somewhat supportive*. This is in comparison to the 77% who initially supported the proposal before being told of the specific costs.



Likely voters were informed that New Mexico’s Medicaid program is facing deficits, which has already resulted in cuts in the rates paid to health care providers and may lead to reductions in coverage and services provided to Medicaid patients.

Voters were also informed that supporters of the 25¢ per drink alcohol tax propose using the additional tax revenue to help fund New Mexico’s Medicaid program to avoid a reduction in services and coverage. Voters were then asked, knowing this, if they *strongly support*, *somewhat support*, *somewhat oppose*, or *strongly oppose* this proposal.

STATEWIDE SAMPLE

Seven-in-ten (71%) statewide voters say they support the proposal raising taxes on alcohol after being informed supporters propose using the revenue to help fund New Mexico’s Medicaid program (53% are *strongly supportive*). One-quarter (26%) of voters oppose the proposal knowing this, with one-fifth who are *strongly opposed*.

Voters more likely than others to either *somewhat support* or *strongly support* the 25¢ per drink alcohol tax proposal after being informed supporters propose using the revenue to help fund New Mexico’s Medicaid program include:

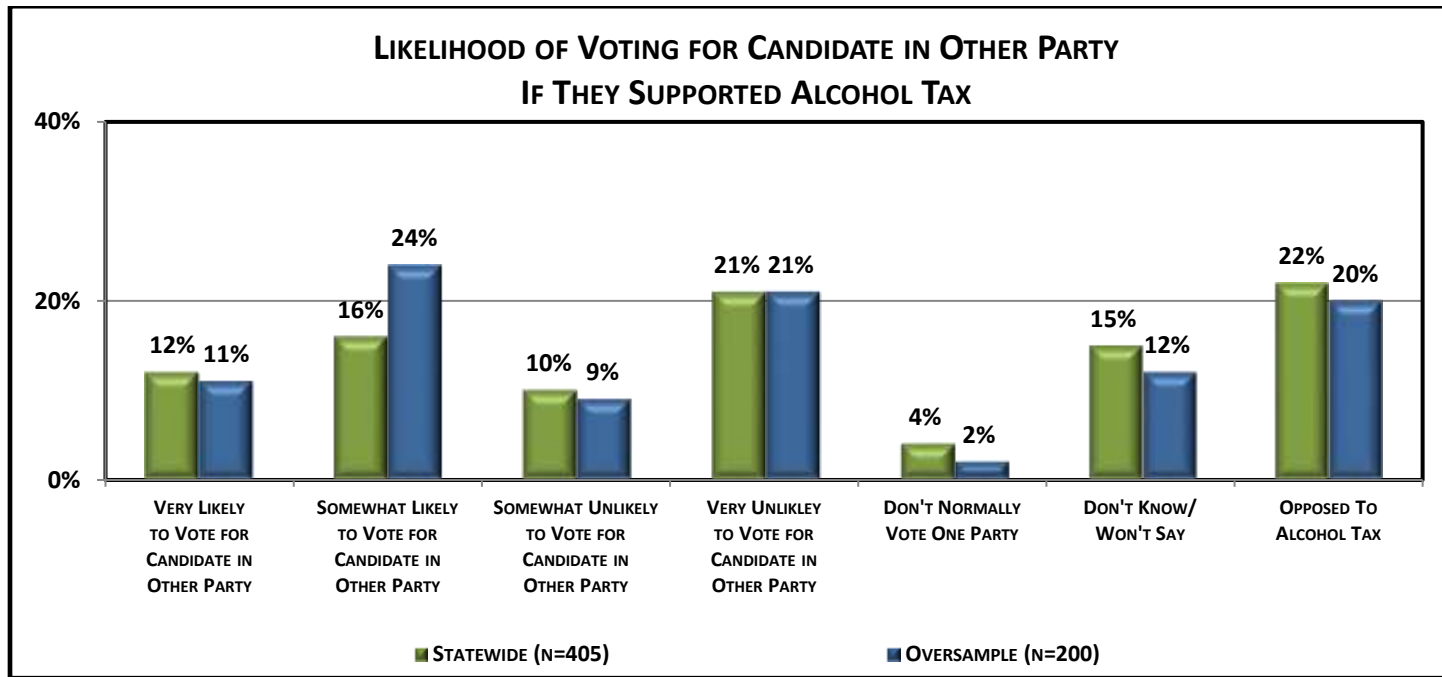
- Voters who have not consumed an alcoholic beverage in the last 30 days (80%)
- Democrats (79%)
- Hispanics (79%)
- Females (77%)

Voters more likely than others to oppose the alcohol tax increase proposal include:

- Republicans (39%)
- Voters in Eastern New Mexico (34%)
- Voters who have consumed an alcoholic beverage in the last 30 days (34%)
- Males (30%)
- Anglos (30%)

OVERSAMPLE

Nearly seven-in-ten (68%) voters in the Southwestern region support the proposal raising taxes on alcohol after being informed supporters propose using the revenue to help fund New Mexico's Medicaid program (46% are *strongly supportive*). Over one-quarter (28%) of voters oppose the proposal knowing this with one-fifth who are *strongly opposed*.



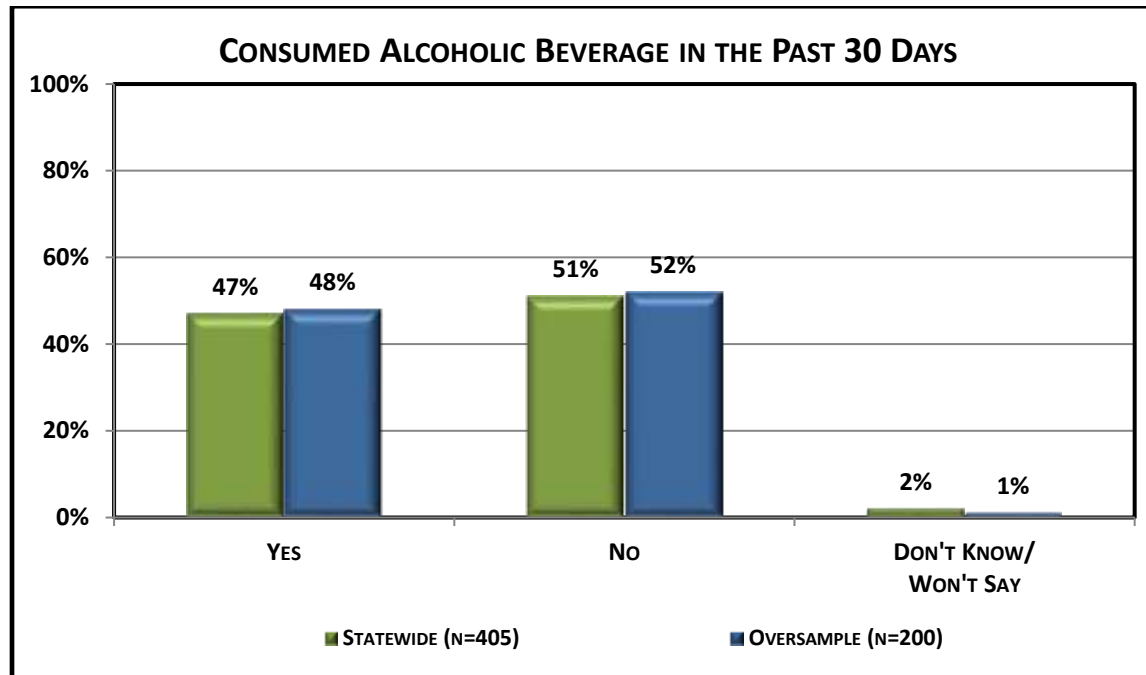
Voters who say they support the tax on alcoholic beverages after being informed of the tax increase on specific quantities of alcohol (Question 3) and/or being informed of the proposal to use the additional tax revenue to help fund New Mexico’s Medicaid program (Question 4), were asked how likely they are to vote for a candidate of a different party who is supportive of the alcohol tax increase, if a candidate in the party they normally vote for did not support the tax increase.

STATEWIDE SAMPLE

Generally speaking, voters are polarized on whether or not they would be likely to vote for a candidate in the other party who supports the alcohol tax increase. Twenty-eight percent of voters are at least *somewhat likely* to vote for the candidate in the other party who supports the alcohol tax increase. Approximately one-in-three voters say they are either *very unlikely* (21%) or *somewhat unlikely* (10%) to vote for the candidate in the other party who supports the tax increase.

OVERSAMPLE

In the Southwestern region, over one-third (35%) of Southwestern voters are at least *somewhat likely* to vote for the candidate in the other party who supports the alcohol tax increase (11% *very likely*). In comparison, 30% say they are either *very unlikely* (21%) or *somewhat unlikely* (9%) to vote for the candidate in the other part who supports the tax increase. When factoring in voters in the Southwestern region who initially say they are opposed to the alcohol tax increase, half of voters are either opposed to the tax increase altogether or are at least *somewhat unlikely* to vote for the candidate in the other party who supports the alcohol tax increase.



STATEWIDE SAMPLE

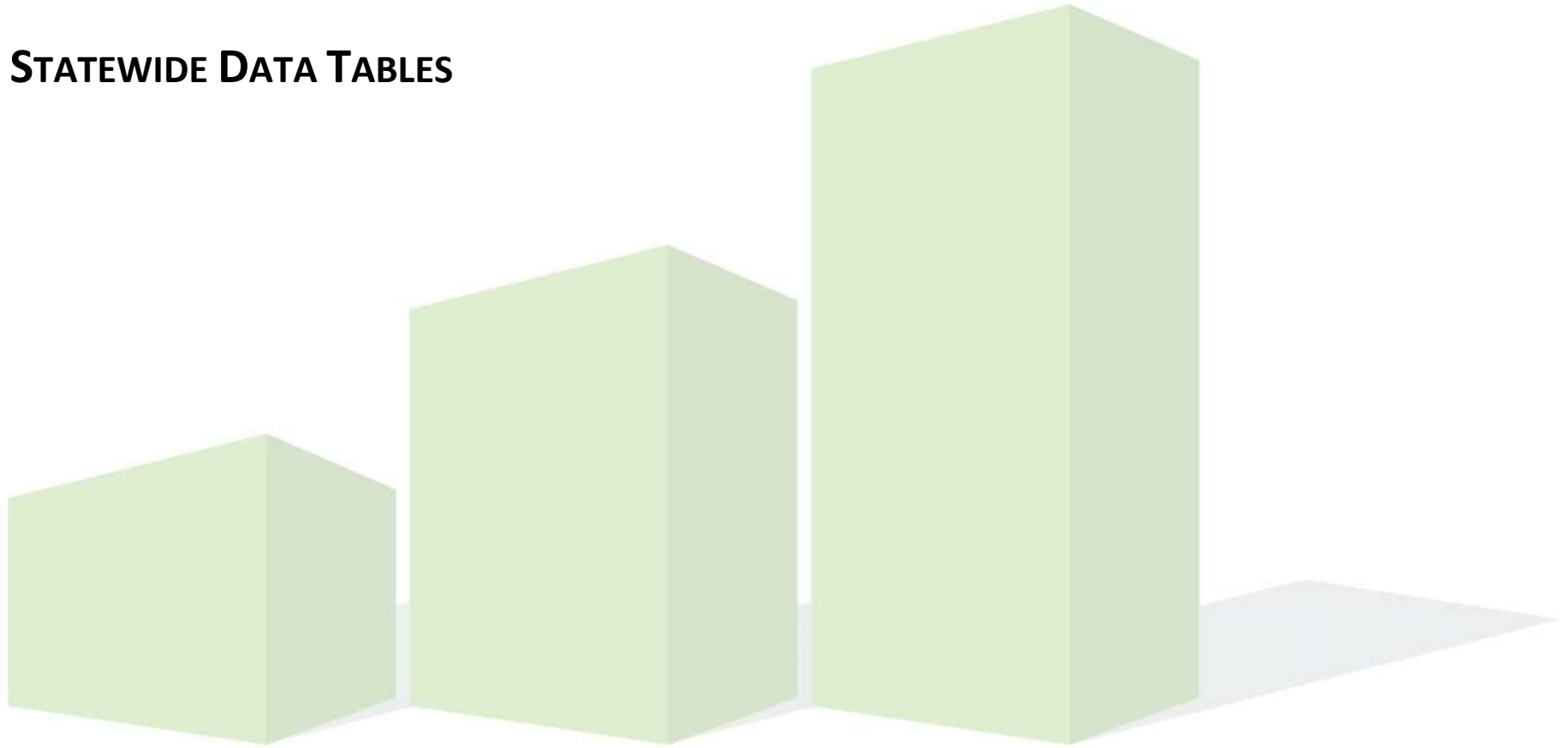
Voters are nearly split, as 47% say they have consumed an alcoholic beverage in the past thirty days, while 51% have not. Voters more likely to have consumed an alcoholic beverage in the past thirty days include:

- Voters ages 18 to 34 (65%)
- Voters earning \$60,000 or more (61%)
- Voters in the Albuquerque Metro (55%)
- Males (54%)
- Anglos (53%)

OVERSAMPLE

Voters in the Southwestern region are also nearly split, as 48% say they consumed an alcoholic beverage in the last thirty days, while 52% have not.

IV. STATEWIDE DATA TABLES



STATEWIDE RESPONSES

PREFERRED WAY TO RAISE TAXES TO SUPPLEMENT THE PROJECTED BUDGET SHORTFALL

BOTH AIDED AND UNAIDED RESPONSES

TOTAL SAMPLE (N=405)

QUESTION 1: DUE TO DECLINING REVENUES, THE NEW MEXICO STATE GOVERNMENT IS FACING A PROJECTED BUDGET SHORTFALL IN THE COMING YEAR. IF THE STATE HAD TO RAISE TAXES WOULD YOU GENERALLY PREFER?

RAISING TAXES ON ALCOHOL	63%
RAISING TAXES ON GASOLINE	9%
TAXING FOOD IN GROCERY STORES	3%
CIGARETTES/TOBACCO	3%
TAX THE RICH/INCOME TAX	2%
MARIJUANA (APPROVE IT AND TAX IT)	1%
ALL OF THE ABOVE	1%
LUXURY ITEMS (CARS/BOATS/ETC.)	1%
REDUCE STATE GOVERNMENT SPENDING	1%
PROPERTY TAXES	1%
SALES TAX (GENERAL)	1%
CAR TAGS	*
REDUCE LEGISLATOR PAY	*
CHANGE CAPITAL GAINS STATE TAX DEDUCTIONS ON RETURNS	*
REAL ESTATE	*
CANNABIS (MAKE IT LEGAL)	*
NONE OF THESE/WOULDN'T WANT TAXES RAISED	11%
DON'T KNOW/WON'T SAY	3%

* LESS THAN 1% REPORTED.

STATEWIDE RESPONSES

SUPPORT/OPPOSE RAISING TAXES ON ALCOHOL TAX BY 25¢ PER DRINK

QUESTION 2: A PROPOSAL HAS BEEN MADE TO RAISE ALCOHOL TAXES 25 CENTS A DRINK IN BARS, RESTAURANTS, AND RETAIL STORES IN NEW MEXICO. THE TAX REVENUE WOULD BE USED FOR ALCOHOL AND DRUG PREVENTION AND TREATMENT, AND HEALTH CARE IN THE STATE. DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25 CENTS A DRINK? IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPPOSE]?

	TOTAL SAMPLE (N=405)	REGION					GENDER		ETHNICITY		AGE			
		ABQ METRO	NORTHWEST	NORTH CENTRAL	LAS CRUCES/ SOUTH WEST	EASTSIDE	MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
STRONGLY SUPPORT	51%	50%	47%	59%	46%	51%	43%	57%	57%	46%	50%	58%	46%	51%
SOMEWHAT SUPPORT	25%	25%	32%	21%	25%	27%	26%	25%	22%	28%	31%	20%	27%	22%
NEITHER SUPPORT NOR OPPOSE	2%	4%	-	1%	-	-	3%	2%	2%	3%	4%	1%	1%	3%
SOMEWHAT OPPOSE	5%	5%	3%	6%	8%	2%	5%	5%	9%	4%	6%	3%	5%	6%
STRONGLY OPPOSE	16%	15%	16%	10%	20%	21%	23%	10%	9%	18%	8%	18%	18%	17%
DON'T KNOW/WON'T SAY	1%	1%	2%	3%	2%	-	1%	1%	2%	1%	1%	-	3%	-

	TOTAL SAMPLE (N=405)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	Yes	No
STRONGLY SUPPORT	51%	48%	61%	58%	37%	48%	58%	41%	50%	41%	60%
SOMEWHAT SUPPORT	25%	20%	24%	21%	45%	26%	22%	25%	35%	31%	20%
NEITHER SUPPORT NOR OPPOSE	2%	3%	2%	3%	-	1%	2%	2%	2%	1%	3%
SOMEWHAT OPPOSE	5%	8%	3%	3%	6%	7%	6%	3%	6%	6%	4%
STRONGLY OPPOSE	16%	18%	9%	16%	12%	18%	10%	28%	7%	19%	12%
DON'T KNOW/WON'T SAY	1%	3%	1%	-	-	-	2%	1%	-	2%	*

* LESS THAN 1% REPORTED.

STATEWIDE RESPONSES

SUPPORT/OPOSE ALCOHOL TAX OF 25¢ PER DRINK AFTER BEING INFORMED OF INCREASED COST OF A BOTTLE OF WINE, SIX PACK OF BEER, AND FIFTH OF LIQUOR

QUESTION 3: THE PROPOSED TAX IS 25 CENTS PER DRINK IN BARS AND RESTAURANTS, AS WELL AS ALCOHOL PURCHASED IN STORES. THIS MEANS THE TAX INCREASE ON A BOTTLE OF WINE WOULD BE \$1.25, FOR A 6-PACK OF BEER IT WOULD BE \$1.50, AND A FIFTH OF LIQUOR WOULD BE TAXED AN ADDITIONAL \$4.00. KNOWING THIS, DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25 CENTS A DRINK? IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPOSE]?

	TOTAL SAMPLE (N=405)	REGION					GENDER		ETHNICITY		AGE			
		ABQ METRO	NORTHWEST	NORTH CENTRAL	LAS CRUCES/ SOUTH WEST	EASTSIDE	MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
STRONGLY SUPPORT	49%	48%	43%	49%	53%	51%	43%	54%	52%	46%	44%	57%	42%	54%
SOMEWHAT SUPPORT	22%	24%	24%	29%	10%	20%	22%	22%	22%	23%	35%	16%	22%	18%
NEITHER SUPPORT NOR OPPOSE	1%	1%	2%	-	-	-	*	1%	-	1%	1%	-	-	2%
SOMEWHAT OPPOSE	7%	8%	2%	3%	11%	5%	7%	7%	10%	6%	8%	4%	9%	4%
STRONGLY OPPOSE	21%	19%	28%	16%	24%	24%	27%	16%	15%	23%	12%	22%	25%	22%
DON'T KNOW/WON'T SAY	1%	1%	-	3%	2%	-	2%	*	1%	1%	-	1%	1%	1%

	TOTAL SAMPLE (N=405)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	Yes	No
STRONGLY SUPPORT	49%	48%	57%	50%	39%	45%	53%	43%	48%	37%	61%
SOMEWHAT SUPPORT	22%	20%	22%	20%	31%	25%	19%	22%	33%	28%	17%
NEITHER SUPPORT NOR OPPOSE	1%	3%	-	1%	-	-	1%	1%	-	-	1%
SOMEWHAT OPPOSE	7%	6%	7%	4%	9%	9%	10%	2%	6%	7%	6%
STRONGLY OPPOSE	21%	22%	15%	24%	18%	21%	15%	33%	13%	27%	14%
DON'T KNOW/WON'T SAY	1%	1%	-	-	2%	-	2%	-	-	1%	1%

* LESS THAN 1% REPORTED.

STATEWIDE RESPONSES

SUPPORT/OPOSE USING THE ALCOHOL TAX TO HELP FUND NEW MEXICO'S MEDICAID PROGRAM

QUESTION 4: NEW MEXICO'S MEDICAID PROGRAM IS FACING DEFICITS WHICH HAS ALREADY RESULTED IN CUTS IN THE RATES PAID TO HEALTH CARE PROVIDERS AND MAY LEAD TO REDUCTIONS IN COVERAGE AND SERVICES PROVIDED TO MEDICAID PATIENTS. SUPPORTERS OF THE 25 CENTS PER DRINK ALCOHOL TAX PROPOSE USING THE ADDITIONAL TAX REVENUE TO HELP FUND NEW MEXICO'S MEDICAID PROGRAM TO AVOID A REDUCTION IN SERVICES AND COVERAGE. KNOWING THIS, DO YOU SUPPORT OR OPPOSE THE PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25 CENTS A DRINK? IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPOSE]?

	TOTAL SAMPLE (N=405)	REGION					GENDER		ETHNICITY		AGE			
		ABQ METRO	NORTHWEST	NORTH CENTRAL	LAS CRUCES/ SOUTH WEST	EASTSIDE	MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
STRONGLY SUPPORT	53%	55%	55%	59%	44%	52%	48%	58%	62%	46%	49%	61%	52%	52%
SOMEWHAT SUPPORT	18%	17%	15%	24%	22%	12%	17%	19%	17%	20%	32%	13%	17%	14%
NEITHER SUPPORT NOR OPPOSE	2%	5%	-	-	-	2%	3%	1%	2%	3%	1%	1%	1%	5%
SOMEWHAT OPPOSE	6%	6%	5%	2%	11%	3%	5%	6%	6%	7%	8%	3%	6%	6%
STRONGLY OPPOSE	20%	17%	25%	14%	21%	31%	25%	15%	12%	23%	9%	20%	24%	22%
DON'T KNOW/WON'T SAY	*	-	-	1%	2%	-	1%	-	1%	*	-	1%	1%	-

	TOTAL SAMPLE (N=405)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	Yes	No
STRONGLY SUPPORT	53%	55%	60%	51%	47%	53%	62%	41%	52%	42%	65%
SOMEWHAT SUPPORT	18%	16%	20%	21%	23%	17%	17%	15%	28%	22%	15%
NEITHER SUPPORT NOR OPPOSE	2%	3%	2%	3%	-	2%	1%	4%	2%	2%	3%
SOMEWHAT OPPOSE	6%	6%	5%	4%	8%	6%	6%	5%	6%	9%	2%
STRONGLY OPPOSE	20%	20%	13%	22%	20%	23%	13%	34%	12%	25%	14%
DON'T KNOW/WON'T SAY	*	-	-	-	2%	-	1%	-	-	*	1%

* LESS THAN 1% REPORTED.

STATEWIDE RESPONSES

LIKELIHOOD OF VOTING FOR CANDIDATE IN OTHER PARTY IF THEY SUPPORTED ALCOHOL TAX

QUESTION 5: IF A CANDIDATE IN THE PARTY YOU NORMALLY VOTE FOR DID NOT SUPPORT THE 25 CENT PER DRINK ALCOHOL TAX INCREASE AND THE CANDIDATE IN THE OTHER PARTY DID SUPPORT THE TAX INCREASE, HOW WOULD IT AFFECT WHO YOU VOTE FOR? WOULD YOU BE....

	TOTAL SAMPLE (N=405)	REGION					GENDER		ETHNICITY		AGE			
		ABQ METRO	NORTHWEST	NORTH CENTRAL	LAS CRUCES/ SOUTH WEST	EASTSIDE	MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
VERY LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	12%	10%	11%	19%	12%	12%	11%	13%	16%	10%	7%	13%	10%	18%
SOMEWHAT LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	16%	19%	13%	12%	17%	12%	15%	17%	17%	16%	18%	16%	16%	14%
SOMEWHAT UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	10%	10%	8%	17%	8%	10%	10%	11%	8%	13%	18%	11%	11%	5%
VERY UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	21%	23%	8%	18%	22%	22%	16%	24%	19%	22%	23%	16%	20%	23%
DON'T NORMALLY VOTE FOR ONE PARTY	4%	4%	9%	1%	4%	2%	5%	2%	4%	2%	3%	5%	4%	2%
OPPOSED ALCOHOL TAX	22%	21%	28%	15%	27%	28%	28%	18%	19%	23%	15%	22%	26%	24%
DON'T KNOW/WON'T SAY	15%	15%	22%	18%	10%	13%	15%	15%	17%	13%	16%	17%	14%	13%

	TOTAL SAMPLE (N=405)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	YES	NO
		VERY LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	12%	13%	14%	10%	13%	11%	13%	10%	14%
SOMEWHAT LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	16%	11%	23%	15%	14%	20%	15%	14%	23%	15%	17%
SOMEWHAT UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	10%	10%	11%	5%	15%	14%	10%	12%	9%	11%	10%
VERY UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	21%	28%	14%	29%	24%	18%	28%	16%	9%	19%	23%
DON'T NORMALLY VOTE FOR ONE PARTY	4%	-	5%	5%	4%	2%	3%	2%	9%	4%	3%
OPPOSED ALCOHOL TAX	22%	24%	15%	26%	20%	25%	18%	32%	15%	29%	15%
DON'T KNOW/WON'T SAY	15%	14%	19%	10%	11%	10%	13%	14%	21%	13%	17%

STATEWIDE RESPONSES

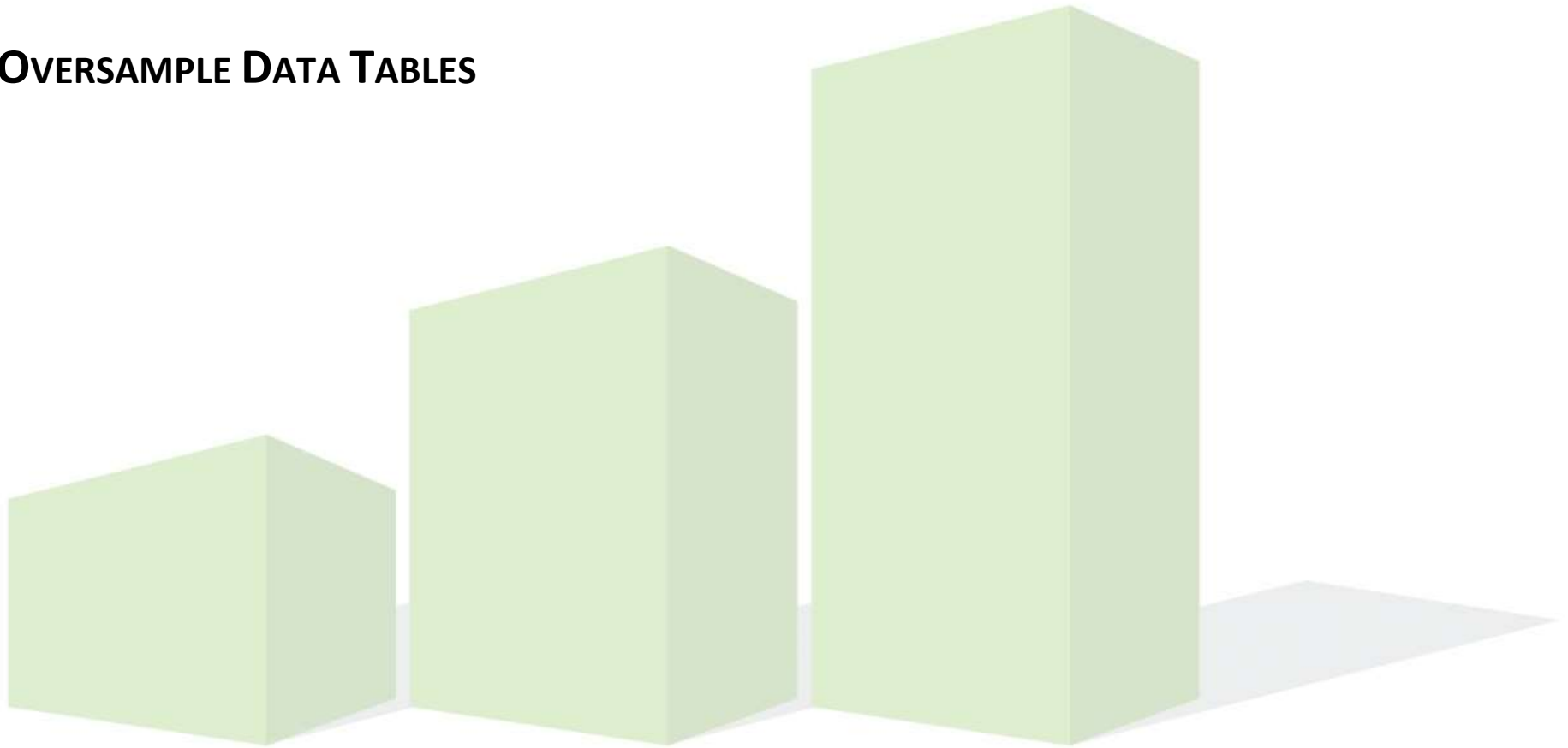
CONSUMED ALCOHOLIC BEVERAGES IN THE PAST 30 DAYS

QUESTION 6: IN THE LAST 30 DAYS HAVE YOU CONSUMED AN ALCOHOLIC BEVERAGE?

	TOTAL SAMPLE (N=405)	REGION					GENDER		ETHNICITY		AGE			
		ABQ METRO	NORTHWEST	NORTH CENTRAL	LAS CRUCES/ SOUTH WEST	EASTSIDE	MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
Yes	47%	55%	15%	57%	37%	44%	54%	41%	46%	53%	65%	44%	50%	34%
No	51%	44%	82%	42%	60%	55%	44%	57%	53%	46%	34%	54%	48%	64%
DON'T KNOW/WON'T SAY	2%	1%	3%	1%	3%	2%	1%	2%	1%	1%	1%	2%	2%	2%

	TOTAL SAMPLE (N=405)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	Yes	No
Yes	47%	25%	42%	49%	63%	61%	49%	44%	48%	100%	-
No	51%	73%	58%	47%	37%	39%	48%	54%	52%	-	100%
DON'T KNOW/WON'T SAY	2%	1%	-	4%	-	-	2%	2%	-	-	-

V. OVERSAMPLE DATA TABLES



OVERSAMPLE RESPONSES

PREFERRED WAY TO RAISE TAXES TO SUPPLEMENT THE PROJECTED BUDGET SHORTFALL

OVERSAMPLE (N=200)

QUESTION 1: DUE TO DECLINING REVENUES, THE NEW MEXICO STATE GOVERNMENT IS FACING A PROJECTED BUDGET SHORTFALL IN THE COMING YEAR. IF THE STATE HAD TO RAISE TAXES WOULD YOU GENERALLY PREFER?

RAISING TAXES ON ALCOHOL	64%
RAISING TAXES ON GASOLINE	7%
CIGARETTES/TOBACCO	4%
TAXING FOOD IN GROCERY STORES	3%
TAX THE RICH/INCOME TAX	2%
ALL OF THE ABOVE	2%
REDUCE STATE GOVERNMENT SPENDING	1%
PROPERTY TAXES	1%
BUSINESSES	*
LUXURY ITEMS (CARS/BOATS/ETC.)	*
NONE OF THESE/WOULDN'T WANT TAXES RAISED	12%
DON'T KNOW/WON'T SAY	4%

* LESS THAN 1% REPORTED.

OVERSAMPLE RESPONSES

SUPPORT/OPPOSE RAISING TAXES ON ALCOHOL TAX BY 25¢ PER DRINK

QUESTION 2: A PROPOSAL HAS BEEN MADE TO RAISE ALCOHOL TAXES 25 CENTS A DRINK IN BARS, RESTAURANTS, AND RETAIL STORES IN NEW MEXICO. THE TAX REVENUE WOULD BE USED FOR ALCOHOL AND DRUG PREVENTION AND TREATMENT, AND HEALTH CARE IN THE STATE. DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25 CENTS A DRINK? IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPPOSE]?

	OVER SAMPLE (N=200)	GENDER		ETHNICITY		AGE			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
STRONGLY SUPPORT	50%	42%	57%	57%	47%	53%	47%	51%	50%
SOMEWHAT SUPPORT	27%	32%	23%	27%	28%	31%	19%	27%	27%
NEITHER SUPPORT NOR OPPOSE	2%	1%	3%	3%	1%	3%	-	4%	-
SOMEWHAT OPPOSE	3%	4%	3%	6%	2%	5%	4%	2%	3%
STRONGLY OPPOSE	17%	22%	13%	6%	22%	5%	28%	16%	19%
DON'T KNOW/WON'T SAY	1%	-	1%	2%	-	2%	2%	-	-

	OVER SAMPLE (N=200)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	Yes	No
STRONGLY SUPPORT	50%	47%	58%	62%	44%	45%	55%	43%	52%	41%	59%
SOMEWHAT SUPPORT	27%	23%	40%	17%	25%	27%	26%	23%	34%	28%	26%
NEITHER SUPPORT NOR OPPOSE	2%	-	-	-	7%	1%	4%	-	-	2%	2%
SOMEWHAT OPPOSE	3%	7%	-	5%	8%	2%	3%	3%	3%	6%	1%
STRONGLY OPPOSE	17%	20%	2%	15%	16%	25%	9%	30%	11%	22%	11%
DON'T KNOW/WON'T SAY	1%	2%	-	2%	-	-	2%	-	-	1%	1%

OVERSAMPLE RESPONSES

SUPPORT/OPPOSE ALCOHOL TAX OF 25¢ PER DRINK AFTER BEING INFORMED OF INCREASED COST OF A BOTTLE OF WINE, SIX PACK OF BEER, AND FIFTH OF LIQUOR

QUESTION 3: THE PROPOSED TAX IS 25 CENTS PER DRINK IN BARS AND RESTAURANTS, AS WELL AS ALCOHOL PURCHASED IN STORES. THIS MEANS THE TAX INCREASE ON A BOTTLE OF WINE WOULD BE \$1.25, FOR A 6-PACK OF BEER IT WOULD BE \$1.50, AND A FIFTH OF LIQUOR WOULD BE TAXED AN ADDITIONAL \$4.00. KNOWING THIS, DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25 CENTS A DRINK? IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPPOSE]?

	OVER SAMPLE (N=200)	GENDER		ETHNICITY		AGE			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
STRONGLY SUPPORT	51%	44%	57%	58%	48%	55%	44%	51%	54%
SOMEWHAT SUPPORT	19%	19%	19%	21%	17%	28%	15%	17%	19%
NEITHER SUPPORT NOR OPPOSE	1%	-	2%	2%	-	-	-	4%	-
SOMEWHAT OPPOSE	7%	10%	4%	6%	6%	7%	7%	9%	5%
STRONGLY OPPOSE	21%	26%	16%	12%	27%	9%	32%	19%	23%
DON'T KNOW/WON'T SAY	1%	-	1%	1%	1%	2%	2%	-	-

	OVER SAMPLE (N=200)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	Yes	No
STRONGLY SUPPORT	51%	41%	60%	63%	47%	45%	56%	45%	53%	35%	67%
SOMEWHAT SUPPORT	19%	20%	22%	17%	12%	21%	17%	18%	25%	22%	16%
NEITHER SUPPORT NOR OPPOSE	1%	-	-	-	4%	-	3%	-	-	1%	1%
SOMEWHAT OPPOSE	7%	6%	7%	3%	22%	6%	8%	5%	9%	12%	3%
STRONGLY OPPOSE	21%	32%	10%	15%	14%	28%	15%	31%	13%	30%	11%
DON'T KNOW/WON'T SAY	1%	2%	-	2%	-	-	2%	-	-	-	1%

OVERSAMPLE RESPONSES

SUPPORT/OPPOSE USING THE ALCOHOL TAX TO HELP FUND NEW MEXICO'S MEDICAID PROGRAM

QUESTION 4: NEW MEXICO'S MEDICAID PROGRAM IS FACING DEFICITS WHICH HAS ALREADY RESULTED IN CUTS IN THE RATES PAID TO HEALTH CARE PROVIDERS AND MAY LEAD TO REDUCTIONS IN COVERAGE AND SERVICES PROVIDED TO MEDICAID PATIENTS. SUPPORTERS OF THE 25 CENTS PER DRINK ALCOHOL TAX PROPOSE USING THE ADDITIONAL TAX REVENUE TO HELP FUND NEW MEXICO'S MEDICAID PROGRAM TO AVOID A REDUCTION IN SERVICES AND COVERAGE. KNOWING THIS, DO YOU SUPPORT OR OPPOSE THE PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25 CENTS A DRINK? IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPPOSE]?

	OVER SAMPLE (N=200)	GENDER		ETHNICITY		AGE			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
STRONGLY SUPPORT	46%	42%	49%	59%	36%	51%	42%	45%	46%
SOMEWHAT SUPPORT	22%	27%	19%	15%	27%	31%	14%	23%	22%
NEITHER SUPPORT NOR OPPOSE	2%	1%	2%	2%	1%	-	-	4%	1%
SOMEWHAT OPPOSE	8%	9%	6%	8%	9%	9%	4%	8%	9%
STRONGLY OPPOSE	20%	20%	21%	13%	25%	9%	32%	17%	22%
DON'T KNOW/WON'T SAY	2%	2%	3%	3%	2%	-	8%	2%	-

	OVER SAMPLE (N=200)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	Yes	No
STRONGLY SUPPORT	46%	48%	48%	58%	40%	43%	56%	36%	41%	30%	61%
SOMEWHAT SUPPORT	22%	11%	32%	21%	19%	32%	18%	18%	40%	26%	20%
NEITHER SUPPORT NOR OPPOSE	2%	-	3%	-	4%	-	4%	-	-	2%	1%
SOMEWHAT OPPOSE	8%	14%	10%	7%	12%	3%	7%	11%	3%	15%	1%
STRONGLY OPPOSE	20%	27%	5%	12%	19%	23%	15%	32%	12%	23%	16%
DON'T KNOW/WON'T SAY	2%	-	3%	2%	5%	-	1%	3%	4%	4%	1%

OVERSAMPLE RESPONSES

LIKELIHOOD OF VOTING FOR CANDIDATE IN OTHER PARTY IF THEY SUPPORTED ALCOHOL TAX

QUESTION 5: IF A CANDIDATE IN THE PARTY YOU NORMALLY VOTE FOR DID NOT SUPPORT THE 25 CENT PER DRINK ALCOHOL TAX INCREASE AND THE CANDIDATE IN THE OTHER PARTY DID SUPPORT THE TAX INCREASE, HOW WOULD IT AFFECT WHO YOU VOTE FOR? WOULD YOU BE....

	OVER SAMPLE (N=200)	GENDER		ETHNICITY		AGE			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
VERY LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	11%	11%	11%	14%	10%	10%	9%	10%	15%
SOMEWHAT LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	24%	18%	29%	24%	23%	39%	10%	25%	22%
SOMEWHAT UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	9%	10%	8%	9%	9%	15%	14%	6%	4%
VERY UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	21%	20%	23%	22%	21%	18%	23%	26%	16%
DON'T NORMALLY VOTE FOR ONE PARTY	2%	3%	2%	4%	2%	-	7%	-	4%
OPPOSED ALCOHOL TAX	20%	26%	16%	14%	26%	12%	32%	17%	23%
DON'T KNOW/WON'T SAY	12%	14%	11%	13%	9%	7%	5%	17%	16%

	OVER SAMPLE (N=200)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	YES	NO
VERY LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	11%	3%	22%	9%	13%	12%	18%	3%	12%	4%	18%
SOMEWHAT LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	24%	31%	24%	22%	29%	21%	24%	19%	32%	21%	27%
SOMEWHAT UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	9%	7%	6%	21%	6%	9%	11%	5%	11%	7%	10%
VERY UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE	21%	10%	25%	29%	19%	21%	17%	28%	19%	26%	17%
DON'T NORMALLY VOTE FOR ONE PARTY	2%	-	5%	3%	4%	-	-	3%	7%	1%	3%
OPPOSED ALCOHOL TAX	20%	37%	8%	14%	22%	21%	16%	30%	11%	29%	11%
DON'T KNOW/WON'T SAY	12%	13%	10%	3%	7%	15%	14%	13%	7%	10%	14%

OVERSAMPLE RESPONSES

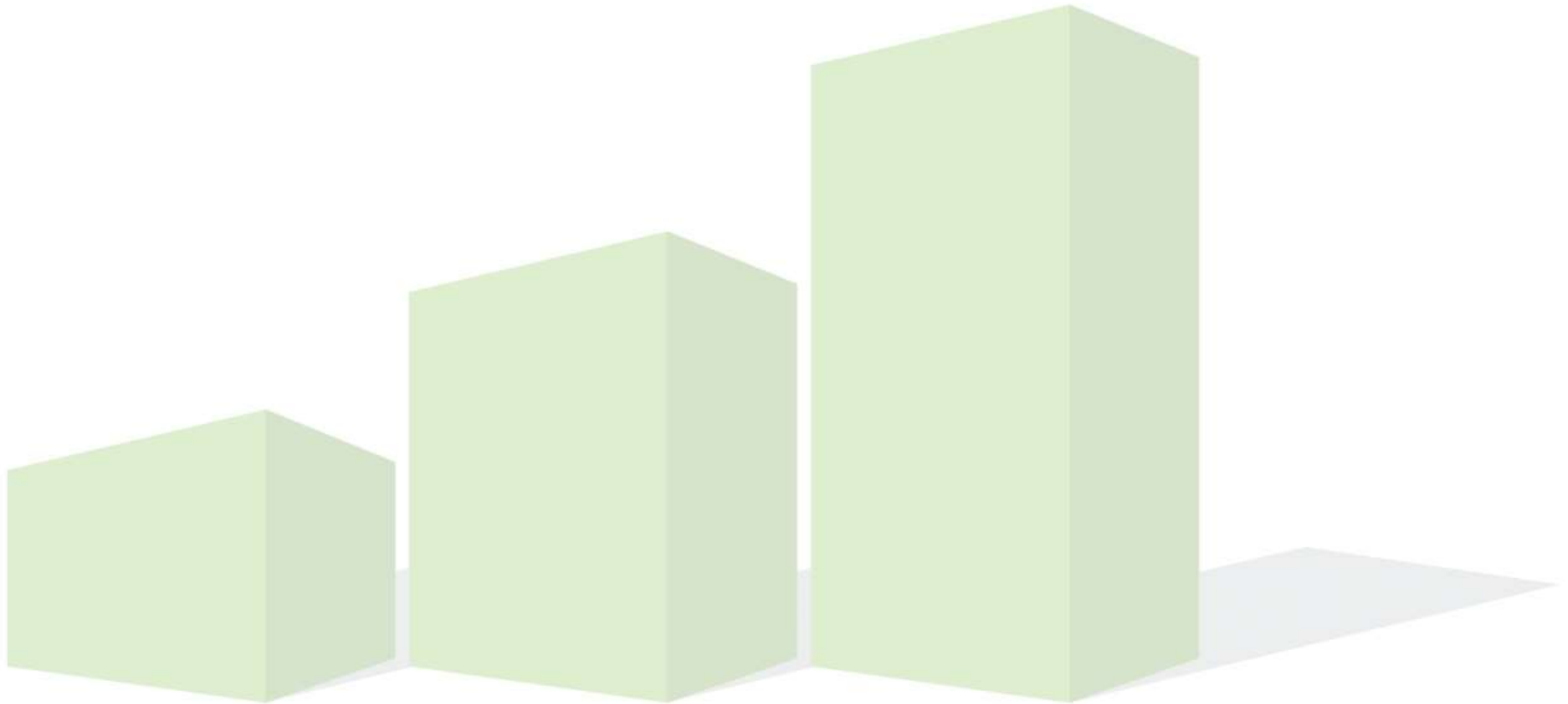
CONSUMED ALCOHOLIC BEVERAGES IN THE PAST 30 DAYS

QUESTION 6: IN THE LAST 30 DAYS HAVE YOU CONSUMED AN ALCOHOLIC BEVERAGE?

	OVER SAMPLE (N=200)	GENDER		ETHNICITY		AGE			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
Yes	48%	51%	45%	50%	47%	62%	56%	43%	38%
No	52%	48%	54%	50%	52%	38%	40%	57%	62%
DON'T KNOW/WON'T SAY	1%	1%	1%	-	1%	-	4%	-	-

	OVER SAMPLE (N=200)	HOUSEHOLD INCOME					POLITICAL PARTY			CONSUMED AN ALCOHOLIC BEVERAGE IN LAST 30 DAYS	
		LESS THAN \$25,000	\$25,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	DEMOCRAT	REPUBLICAN	INDEPENDENT	Yes	No
Yes	48%	50%	52%	39%	62%	50%	48%	44%	52%	100%	-
No	52%	50%	48%	61%	38%	50%	52%	54%	48%	-	100%
DON'T KNOW/WON'T SAY	1%	-	-	-	-	-	-	2%	-	-	-

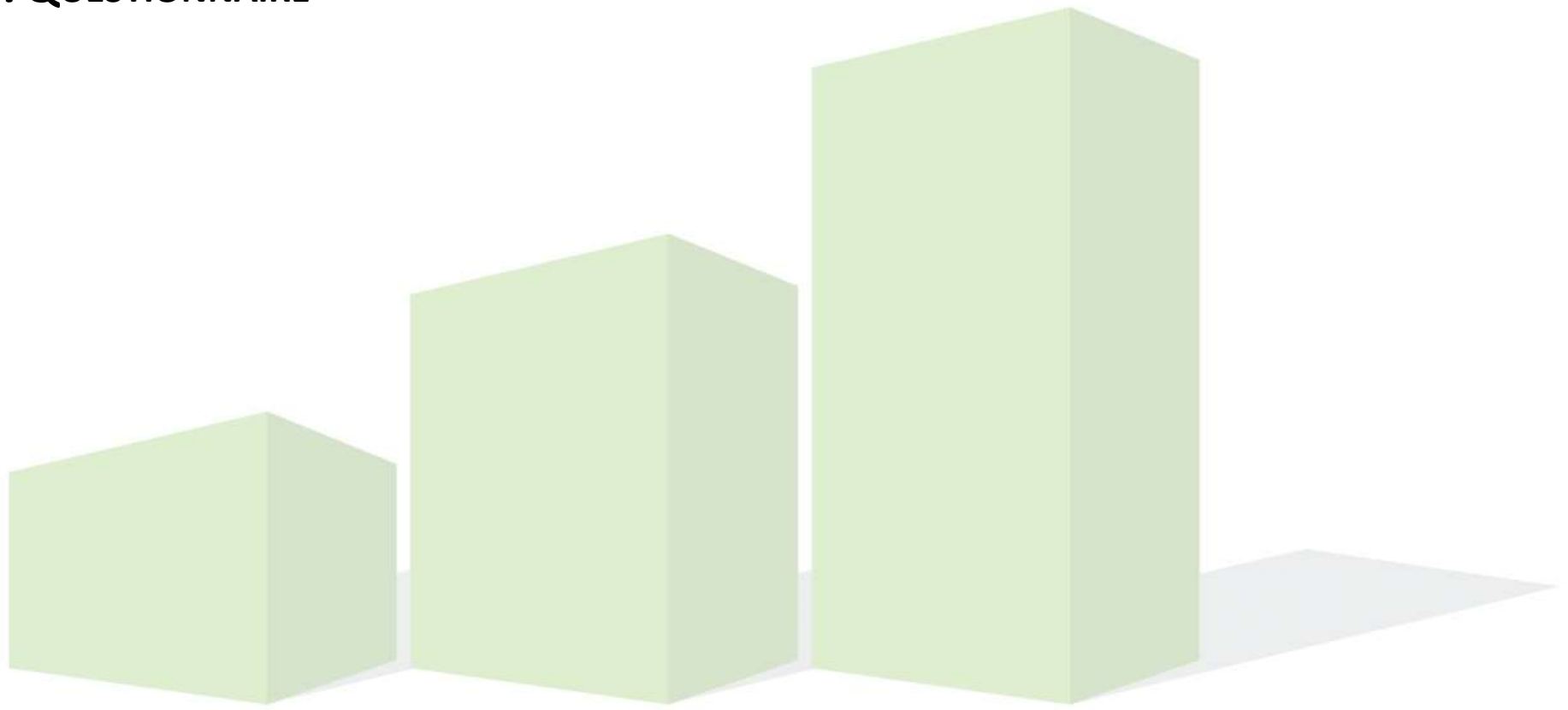
VI. DEMOGRAPHICS



DEMOGRAPHICS

	STATEWIDE SAMPLE (N=405)	OVERSAMPLE (N=200)
GENDER		
MALE	46%	45%
FEMALE	54%	55%
AGE		
18 TO 34 YEARS	19%	19%
35 TO 49 YEARS	21%	20%
50 TO 64 YEARS	31%	31%
65 YEARS OR OLDER	29%	29%
WON'T SAY	-	1%
HOUSEHOLD INCOME		
LESS THAN \$25,000	16%	14%
\$25,000 TO \$39,999	18%	15%
\$40,000 TO \$59,999	18%	19%
\$60,000 TO \$79,999	13%	14%
\$80,000 AND OVER	26%	21%
WON'T SAY	10%	16%
ETHNICITY		
HISPANIC	33%	37%
ANGLO/CAUCASIAN	53%	53%
BLACK/AFRICAN-AMERICAN	1%	3%
NATIVE AMERICAN INDIAN	5%	1%
OTHER DESCENT	4%	2%
WON'T SAY	4%	4%
POLITICAL PARTY		
DEMOCRAT	49%	44%
REPUBLICAN	35%	37%
INDEPENDENT/D-T-S/OTHER	16%	20%

VII. QUESTIONNAIRE



ALCOHOL TAX SURVEY
JULY 2016
FINAL
N = 400 STATEWIDE PROVEN VOTERS
N = 150 OVERSAMPLE (DOÑA ANA, OTERO, LUNA)

HELLO, MY NAME IS (*YOUR NAME*) FROM RESEARCH & POLLING, INC. WE ARE CONDUCTING AN IMPORTANT SURVEY ABOUT ISSUES IN NEW MEXICO. I ASSURE YOU I AM NOT SELLING ANYTHING. YOUR PHONE NUMBER WAS SELECTED AT RANDOM, AND WE WOULD GREATLY APPRECIATE A FEW MINUTES OF YOUR TIME.

A. COMPONENT

1. STATEWIDE
2. OVERSAMPLE

B. ARE YOU A REGISTERED VOTER IN _____ COUNTY?

- | | |
|----------------|-----------------------------|
| 01. BERNALILLO | 18. MCKINLEY |
| 02. CATRON | 19. MORA |
| 03. CHAVES | 20. OTERO |
| 04. CIBOLA | 21. QUAY |
| 05. COLFAX | 22. RIO ARRIBA |
| 06. CURRY | 23. ROOSEVELT |
| 07. DE BACA | 24. SAN JUAN |
| 08. DOÑA ANA | 25. SAN MIGUEL |
| 09. EDDY | 26. SANDOVAL |
| 10. GRANT | 27. SANTA FE |
| 11. GUADALUPE | 28. SIERRA |
| 12. HARDING | 29. SOCORRO |
| 13. HIDALGO | 30. TAOS |
| 14. LEA | 31. TORRANCE |
| 15. LINCOLN | 32. UNION |
| 16. LOS ALAMOS | 33. VALENCIA |
| 17. LUNA | 99. NO/DON'T KNOW/WON'T SAY |

(ASK TO SPEAK TO REGISTERED VOTER IN HOUSEHOLD, IF NONE, **THANK AND TERMINATE**)

1. DUE TO DECLINING REVENUES, THE NEW MEXICO STATE GOVERNMENT IS FACING A PROJECTED BUDGET SHORTFALL IN THE COMING YEAR. IF THE STATE HAD TO RAISE TAXES WOULD YOU GENERALLY PREFER: (READ AND RANDOMIZE CATEGORIES 1-3)

01. RAISING TAXES ON GASOLINE,
02. TAXING FOOD IN GROCERY STORES
03. RAISING TAXES ON ALCOHOL
OR PERHAPS SOMETHING ELSE? (***SPECIFY***) _____
98. NONE OF THESE/I WOULDN'T WANT TAXES RAISED (***DO NOT READ***)
99. DON'T KNOW/WON'T SAY (***DO NOT READ***)

2. A PROPOSAL HAS BEEN MADE TO RAISE ALCOHOL TAXES 25¢ A DRINK IN BARS, RESTAURANTS, AND RETAIL STORES IN NEW MEXICO. THE TAX REVENUE WOULD BE USED FOR ALCOHOL AND DRUG PREVENTION AND TREATMENT, AND HEALTH CARE IN THE STATE. DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25¢ A DRINK? (PAUSE) IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPPOSE]?

- | | |
|---|-------------------------|
| 1. STRONGLY SUPPORT | 4. SOMEWHAT OPPOSE |
| 2. SOMEWHAT SUPPORT | 5. STRONGLY OPPOSE |
| 3. NEITHER SUPPORT NOR OPPOSE (DO NOT READ) | 6. DON'T KNOW/WON'T SAY |

3. THE PROPOSED TAX IS 25¢ PER DRINK IN BARS AND RESTAURANTS, AS WELL AS ALCOHOL PURCHASED IN STORES. THIS MEANS THE TAX INCREASE ON A BOTTLE OF WINE WOULD BE \$1.25, FOR A 6-PACK OF BEER IT WOULD BE \$1.50, AND A FIFTH OF LIQUOR WOULD BE TAXED AN ADDITIONAL \$4.00. KNOWING THIS, DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25¢ A DRINK? (PAUSE) IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPPOSE]?

- | | |
|---|---------------------------|
| 1. STRONGLY SUPPORT | 4. SOMEWHAT <u>OPPOSE</u> |
| 2. SOMEWHAT SUPPORT | 5. STRONGLY <u>OPPOSE</u> |
| 3. NEITHER SUPPORT NOR OPPOSE (DO NOT READ) | 6. DON'T KNOW/WON'T SAY |

4. NEW MEXICO'S MEDICAID PROGRAM IS FACING DEFICITS WHICH HAS ALREADY RESULTED IN CUTS IN THE RATES PAID TO HEALTH CARE PROVIDERS AND MAY LEAD TO REDUCTIONS IN COVERAGE AND SERVICES PROVIDED TO MEDICAID PATIENTS. SUPPORTERS OF THE 25¢ PER DRINK ALCOHOL TAX PROPOSE USING THE ADDITIONAL TAX REVENUE TO HELP FUND NEW MEXICO'S MEDICAID PROGRAM TO AVOID A REDUCTION IN SERVICES AND COVERAGE. KNOWING THIS, DO YOU SUPPORT OR OPPOSE THE PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25¢ A DRINK? (PAUSE) IS THIS STRONGLY OR SOMEWHAT [SUPPORT/OPPOSE]?

- | | |
|---|---------------------------|
| 1. STRONGLY SUPPORT | 4. SOMEWHAT <u>OPPOSE</u> |
| 2. SOMEWHAT SUPPORT | 5. STRONGLY <u>OPPOSE</u> |
| 3. NEITHER SUPPORT NOR OPPOSE (DO NOT READ) | 6. DON'T KNOW/WON'T SAY |

NOTE TO POLLER: DID RESPONDENT SAY "SOMEWHAT OR STRONGLY OPPOSE" IN Q.3 AND 4?

1. YES, SAID SOMEWHAT OPPOSE OR STRONGLY OPPOSE IN QUESTIONS 3 AND 4 " (SKIP TO Q.6)
2. NO (CONTINUE)

5. IF A CANDIDATE IN THE PARTY YOU NORMALLY VOTE FOR DID NOT SUPPORT THE 25¢ PER DRINK ALCOHOL TAX INCREASE AND THE CANDIDATE IN THE OTHER PARTY DID SUPPORT THE TAX INCREASE, HOW WOULD IT AFFECT WHO YOU VOTE FOR? WOULD YOU BE...

1. VERY LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE
2. SOMEWHAT LIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE
3. SOMEWHAT UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE —OR—
4. VERY UNLIKELY TO VOTE FOR THE CANDIDATE IN THE OTHER PARTY WHO SUPPORTS THE ALCOHOL TAX INCREASE
5. DON'T KNOW/WON'T SAY (DO NOT READ)
6. DON'T NORMALLY VOTE FOR ONE PARTY (DO NOT READ)

6. IN THE LAST 30 DAYS HAVE YOU CONSUMED AN ALCOHOLIC BEVERAGE?

1. YES
2. NO
3. DON'T KNOW/WON'T SAY

THANK YOU FOR YOUR PATIENCE; WE ARE ALMOST DONE. NOW, I WOULD LIKE TO ASK SOME QUESTIONS FOR STATISTICAL PURPOSES ONLY.

7. INTO WHICH AGE CATEGORY DO YOU FIT? (READ CATEGORIES)

- | | |
|-------------------|-------------------------------------|
| 1. 18 TO 20 YEARS | 4. 50 TO 64 YEARS |
| 2. 21 TO 34 YEARS | 5. 65 YEARS OR OLDER |
| 3. 35 TO 49 YEARS | 6. WON'T SAY (<i>DO NOT READ</i>) |

8. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR TOTAL HOUSEHOLD INCOME? (READ CATEGORIES)

- | | |
|-------------------------|-------------------------------------|
| 1. LESS THAN \$25,000 | 4. \$60,000 TO \$79,999 |
| 2. \$25,000 TO \$39,999 | 5. \$80,000 AND OVER |
| 3. \$40,000 TO \$59,999 | 6. WON'T SAY (<i>DO NOT READ</i>) |

9. DO YOU CONSIDER YOURSELF TO BE: (READ CATEGORIES)

- | | |
|---------------------------|-------------------------------------|
| 1. HISPANIC | 5. ASIAN AMERICAN |
| 2. ANGLO/CAUCASIAN | 6. OR OF OTHER DESCENT? |
| 3. BLACK/AFRICAN-AMERICAN | 7. WON'T SAY (<i>DO NOT READ</i>) |
| 4. NATIVE AMERICAN INDIAN | |

10. ARE YOU A REGISTERED DEMOCRAT, REPUBLICAN, INDEPENDENT OR OTHER?

- | | |
|---------------|----------------------------------|
| 1. DEMOCRAT | 3. INDEPENDENT/D-T-S/OTHER |
| 2. REPUBLICAN | 4. WON'T SAY (<i>SEE LIST</i>) |

THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.

NOTE TO INTERVIEWER, WAS RESPONDENT:

1. MALE
2. FEMALE

RESPONDENT'S PHONE NUMBER _____

INTERVIEWER NAME _____

INTERVIEWER CODE _____

POLLER: WHICH LIST IS THIS SURVEY FROM?

1. LANDLINE
2. CELL PHONE