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## Summary of Study Findings: National Alcohol Tax

This summary highlights the major findings of a census-balanced, nationally representative telephone study conducted in mid-November, 2005 among 512 American adults 18 years of age and older. The CSPI National Alcohol Tax Study was conducted by Global Strategy Group<sup>1</sup>. The margin of error for the study is +/- 4.3%, although slightly higher for sub-groups:

- Men - +/- 6.3%
- Women - +/- 6.0%
- Democrats - +/- 7.3%
- Republicans - +/- 7.3%
- Independents - +/- 7.9%
- Drink alcohol - +/- 6.9%
- Do not drink alcohol - +/- 5.5%

### DETAILED TABLES

<b>Do you strongly support, somewhat support, somewhat oppose or strongly oppose an increase in the national tax on alcohol of approximately 5 cents per drink?</b>	<b>ALL (%)</b>	<b>M (%)</b>	<b>F (%)</b>	<b>D (%)</b>	<b>R (%)</b>	<b>I (%)</b>	<b>DRK (%)</b>	<b>NO DRK (%)</b>
Strongly support	51	49	53	58	42	49	45	56
Somewhat support	20	20	23	26	14	15	11	24
Neither support or oppose	3	3	3	1	5	5	6	2
Somewhat oppose	17	19	15	12	26	20	22	12
Strongly oppose	6	5	4	2	8	8	11	4
Don't know	3	4	2	1	5	3	5	2

<b>Some people have proposed an increase in the national alcohol tax of 5 cents a drink, which amounts to approximately 30 cents for a six-pack of beer, 85 cents for a fifth of hard liquor and 25 cents for a 750 ml bottle of wine. Do think that such an increase is too much, too little or about right?</b>	<b>ALL (%)</b>	<b>M (%)</b>	<b>F (%)</b>	<b>D (%)</b>	<b>R (%)</b>	<b>I (%)</b>	<b>DRK (%)</b>	<b>NO DRK (%)</b>
Too much	39	45	33	38	49	40	45	41
Too little	15	11	19	19	9	13	7	16
About right	42	39	45	39	37	41	45	37
Don't know	4	5	3	4	5	6	3	6

(over, please)

<b>In your opinion, which one of the following two ways of generating revenues to offset the budget deficit would you prefer?</b>	<b>ALL (%)</b>	<b>M (%)</b>	<b>F (%)</b>	<b>D (%)</b>	<b>R (%)</b>	<b>I (%)</b>	<b>DRK (%)</b>	<b>NO DRK (%)</b>
Cuts in programs such as food stamps, Medicaid and drugs benefits for the elderly	19	22	16	12	28	22	25	9
An increase in the national tax on alcohol	79	77	81	87	68	75	70	90
Don't know	2	1	3	1	4	3	5	1

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<sup>i</sup> Global Strategy Group, Inc. is a premier, independent, Washington, D.C.-based strategic polling and market research firm whose clients include Chase Bank, American Express, Six Flags Theme Parks, ABC Monday Night Football, Disney Corporation, The Commonwealth Fund, the Kaiser Family Foundation, the American Academy of Pediatrics, and the Campaign for Tobacco-Free Kids, among others.