

1. Are you at least 18 years old and registered to vote at this address [READ ADDRESS]?
 Yes 100%
 No/Don't know/Refused -
- X1. Do you currently work as a member of the news media, for an elected official or candidate for political office in any capacity?
 Yes -
 No 100
VOL: (Don't Know/Refused)..... -
2. Now, thinking about elections, would you say you always vote in elections for offices like Governor, Mayor, and other local offices, usually vote, sometimes vote, or never vote in elections for offices like Governor, Mayor and other local offices?
 Always 76%
 Usually 16
 Sometimes 8
 Never -
VOL: (Don't Know/Refused)..... -
3. In general, would you say that things in Mississippi are headed in the right direction or would you say things are off on the wrong track?
 Right direction 42%
 Wrong track 42
VOL: (Neither)..... 11
VOL: (Don't know/Refused) 5

Now I'm going to read you a list of people and organizations. For each, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of them. If you haven't heard of them, please say so and we'll move on.

	FAVORABLE		UNFAVORABLE		(CR)	NH	(DK/Ref.)	NET		
	Strong	Some	Some	Strong				FAV	UNFAV	FAMILIAR
• Haley Barbour.....	33%	30	11	20	3	1	1	63%	31	95
• Save the Children.....	37%	22	2	1	12	23	2	60%	3	63
• Partnership for a Healthy Mississippi.....	29%	27	2	1	8	30	1	57%	3	60
• Republicans in the State Legislature.....	23%	32	16	12	8	5	4	55%	28	83
• Campaign for Healthy Kids.....	34%	20	2	*	4	36	3	54%	2	56
• Democrats in the State Legislature.....	19%	26	18	21	8	3	4	45%	39	84
• Jim Hood.....	15%	30	9	6	16	21	3	45%	15	60

As you may have heard, Mississippi is facing a budget deficit, estimated to be almost four hundred million dollars. I'm going to read you a list of things that have been suggested as ways to reduce the state budget deficit. After each, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal as a way to reduce the state's budget deficit. If you aren't sure, please say so and we'll move on.

	SUPPORT		OPPOSE		(DK/Ref.)	NET	
	Strongly	Somewhat	Somewhat	Strongly		SUPPORT	OPPOSE
• Increase the state tax on cigarettes.....	56%	14	7	20	3	70%	27
• Increase the state tax on alcohol.....	49%	23	8	16	4	73%	24
• Tax sugar-sweetened beverages such as non-diet soda, sweet teas, sports and energy drinks.....	17%	17	19	42	5	34%	61
• Increase the state income tax.....	12%	11	17	55	5	23%	72
• Increase the state sales tax.....	6%	14	18	59	3	20%	77

16. Would you support or oppose a law in Mississippi that would tax sugar-sweetened beverages, such as non-diet soda, sweet teas, sports and energy drinks by one cent an ounce, or twelve cents for a regular sized can, to fund programs to fight childhood obesity? [IF SUPPORT/OPPOSE ASK:] Would that be strongly or somewhat?
 Strongly support 35%
 Somewhat support 17
 Somewhat oppose 10
 Strongly oppose 35
VOL: (Don't know/Refused) 3

SUPPORT (NET) 52%
 OPPOSE (NET) 45

17. Would you support or oppose a law in Mississippi that would tax sugar-sweetened beverages, such as non-diet soda, sweet teas, sports and energy drinks by two cents an ounce, or twenty-four cents for a regular sized can, to fund programs to fight childhood obesity? [IF SUPPORT/OPPOSE ASK:] Would that be strongly or somewhat?
 Strongly support 25%
 Somewhat support 16
 Somewhat oppose 12
 Strongly oppose 45
VOL: (Don't know/Refused) 3

SUPPORT (NET) 40%
 OPPOSE (NET) 56

If Mississippi were to tax sugar-sweetened beverages there are a number of different ways to spend the additional money. I am going to read a list of proposals on how this money could be spent. After each, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose spending some of the money from a sugar-sweetened beverage tax on that proposal.

	FAVOR		OPPOSE		(DK/Ref.)	NET	
	Strongly	Somewhat	Somewhat	Strongly		FAVOR	OPPOSE
• Increasing the availability of fresh fruits and vegetables in schools	72%	16	4	6	1	88%	11
• Making healthy food more affordable by reducing the grocery tax on fruits and vegetables	71%	16	5	7	1	87%	12
• Expanding physical education in schools	65%	20	5	8	2	85%	13
• Supporting school and community based childhood obesity screening and treatment programs.....	48%	26	10	12	4	74%	22
• Making community improvements such as building sidewalks, walking paths and parks to promote physical activity.....	44%	27	11	16	2	71%	27

How often do you drink each of the following types of beverages?

	FREQUENTLY		INFREQUENTLY		Never	(DK/Ref.)	NET	
	Every day	A couple of times a week	Once a month	Few times a year			FREQUENT	INFREQ
• Bottled water	48%	20	7	7	18	*	68%	14
• Milk.....	44%	33	8	2	11	*	78%	11
• Diet sodas with no calories such as Diet Coke	21%	19	6	5	48	*	40%	12
• Sugar sweetened sodas such as Coke or Pepsi.....	16%	24	13	11	36	*	40%	24
• Sweetened iced tea such as Snapple or Nestea.....	10%	14	9	8	59	*	24%	17
• Sports drinks such as Gatorade.....	6%	14	13	18	49	*	20%	31
• Beer, wine or spirits such as whiskey or vodka.....	5%	13	12	13	57	-	18%	25
• Flavored waters such as Vitamin Water.....	5%	10	7	5	73	-	14%	13
• Energy drinks such as Red Bull.....	2%	1	5	2	90	-	3%	7

32. As far as you know, how serious a problem is childhood obesity in Mississippi? Is it...[ROTATE RESPONSES] worse than other states, about the same as other states or better than other states?

Worse than other states.....	55%
About the same.....	34
Better than other states.....	1
VOL: (Don't Know/Refused).....	10

33. How concerned are you about obesity rates among children in Mississippi? Would you say you are very concerned, somewhat concerned, not too concerned, or not at all concerned?

Very concerned.....	52%
Somewhat concerned.....	38
Not too concerned.....	7
Not at all concerned.....	2
VOL: (Don't know/Refused).....	1
CONCERNED (NET).....	90%
NOT CONCERNED (NET).....	9

And thinking specifically about the possible impact of obesity on health...For each of the following conditions, do you think obesity is the primary cause of the condition, related to the condition but not the primary cause, or is there no connection between obesity and the condition?

	<u>Primary cause</u>	<u>Related to condition</u>	<u>No connection</u>	<u>(DK/Ref.)</u>
• Type II Diabetes	43%	45	5	7
• Heart Disease	33%	57	6	4
• Stroke	24%	55	13	8
• Asthma	9%	38	37	17
• Cancer	8%	40	40	12

I'm going to read you two statements. Please tell me which one you agree with more...

Mississippi has the highest rates of obesity among adults and children in the country. Enacting laws like a tax on sugar-sweetened beverages such as soda, sports and energy drinks will help reduce the consumption of those products and help reduce obesity, improve public health and pay for some of the public health care costs associated with obesity and obesity related diseases.

Overweight adults who drink sugar-sweetened beverages know the consequences of their actions and should take responsibility for their own health. It is not the government's job to regulate what we eat and drink by taxing sugar-sweetened beverages such as soda, sports and energy drinks.

39. Which statement do you agree with? [IF CHOICE, ASK] Is that strongly or somewhat?	Strongly Government responsibility	8%
	Somewhat Government responsibility	9
	Somewhat Personal responsibility	12
	Strongly Personal responsibility	67
	VOL: (Neither).....	3
	VOL: (Don't know/Refused)	2
	GOVERNMENT (NET)	17%
	PERSONAL (NET)	78

Now I'm going to read you another two statements. Please tell me which one you agree with more...

Studies have shown that sugar sweetened beverages are the largest contributors to American's caloric intake. If taxes are increased on these drinks, it will reduce the number of calories people consume and help reduce obesity among children and adults in Mississippi, and prevent diseases like diabetes, asthma and heart disease.

There is not enough scientific evidence to prove that taxing sugar-sweetened beverages is an effective way to combat obesity and obesity related conditions. Studies have shown that soft drink consumption is only a small part of the diet of overweight people, so the tax would have limited results.

42. Which statement do you agree with? [IF CHOICE, ASK] Is that strongly or somewhat?	Strongly Tax can be effective	15%
	Somewhat Tax can be effective	18
	Somewhat Tax won't work	13
	Strongly Tax won't work	49
	VOL: (Neither).....	2
	VOL: (Don't know/Refused)	3
	TAX CAN BE EFFECTIVE (NET).....	33%
	TAX WON'T WORK (NET).....	62

And now please tell me which of the following two statements you agree with more...

Some people say that Mississippi doesn't need to be a leader on this issue. They say other states like California or New York are better suited to see if taxing sugar-sweetened beverages really reduces obesity and related diseases, and that Mississippi can consider the law once we've seen it tested in other places.

With the highest number of obese children and adults in this country, it is time for Mississippi to lead on this issue. Taxing sugar-sweetened beverages is an important first step to turning things around and becoming a role model for other states, not an example of the worst in health rankings across the country.

44. Which statement do you agree with? [IF CHOICE, ASK] Is that strongly or somewhat?	Strongly MS doesn't need to be a leader	22%
	Somewhat MS doesn't need to be a leader	12
	Somewhat MS should be a role model	19
	Strongly MS should be a role model	35
	VOL: (Neither).....	8
	VOL: (Don't know/Refused)	4
	DOESN'T NEED TO BE A LEADER (NET)	34%
	SHOULD BE A ROLE MODEL (NET).....	54

Now I'm going to read you some statements by supporters of taxing sugar-sweetened beverages to fund programs to fight childhood obesity in Mississippi. After I read each one, please tell me whether that statement is very convincing, somewhat convincing, not too convincing, or not convincing at all as a reason to support taxing sugar-sweetened beverages. If you don't think it is accurate, please say so. Here's the first one...

	CONVINCING		NOT CONVINCING		(DK/Ref.)	NET	
	Very	Some	Not too	Not at all		CONV	NOT CONV
• A one cent tax on sugar-sweetened beverages would provide \$143 million dollars in needed revenue without raising other taxes such as income or property taxes.....	28%	34	12	21	5	62%	33
• Raising the tax on sugar sweetened beverages by one cent per ounce, just 12 cents on a can of soda, would raise over \$143 million a year to fund programs to fight obesity in Mississippi.....	24%	33	14	25	4	57%	39
• [FORM B] Mississippi taxpayers are forced to pay hundreds of millions of dollars every year in taxes to cover the costs of treating obesity and obesity-related diseases. The government has a responsibility to tax sugar-sweetened beverages so that those who choose to over-consume unhealthy beverages pay for the consequences of their actions, not taxpayers like me.....	24%	32	14	28	3	56%	42
• The money raised by a tax on sugar sweetened beverages would fund important community- and school-based childhood obesity prevention programs across the state.....	23%	35	16	24	2	58%	40
• Obesity is connected to diabetes, asthma and heart disease. Taxing sugar-sweetened beverages would help reduce obesity and prevent obesity-related health conditions among Mississippi's young people.....	21%	30	19	28	2	51%	47
• [FORM A] Mississippi taxpayers are forced to pay hundreds of millions of dollars every year in taxes to cover the costs of treating obesity and obesity-related diseases. The government has a responsibility to tax sugar-sweetened beverages to try to cover at least some of what Mississippi taxpayers have to spend annually on obesity-related costs.....	21%	36	15	23	5	57%	38
• Mississippi has the highest rates of obesity among children and adults in the country. Taxing sugar-sweetened beverages is an important step in addressing this public health crisis.....	21%	32	18	27	2	53%	45
• Non-diet soft drinks and other sugar-sweetened drinks are the single largest contributor to caloric intake and increasing obesity rates. Increasing the tax on these beverages is the best way to reduce obesity.....	12%	26	23	37	3	38%	60
52. Would you support or oppose a law in Mississippi that would tax sugar-sweetened beverages, such as non-diet soda, sweet teas, sports and energy drinks by one cent an ounce, or twelve cents for a regular sized can, to fund programs to fight childhood obesity? [IF SUPPORT/OPPOSE VOL:] Would that be strongly or somewhat?							
						Strongly support.....	29%
						Somewhat support.....	23
						Somewhat oppose.....	8
						Strongly oppose.....	36
						(Don't know/Refused).....	4
						SUPPORT (NET).....	52%
						OPPOSE (NET).....	44

Now I'd like to read you some statements made by opponents of a tax on sugar-sweetened beverages to fund programs to fight childhood obesity in Mississippi...After I read each one, please tell me whether the statement raises very serious doubts, serious doubts, minor doubts, or no real doubts about supporting the tax. If you don't think it is accurate, please say so.

	DOUBTS		NO DOUBTS		NA	DK/Ref.	NET	
	Very serious	Serious	Minor doubts	No real doubts			DOUBTS	NO DOUBTS
• We can't trust government to effectively use the money from taxing sugar-sweetened beverages on programs to address childhood obesity. The State Legislature will use the money however they want and it won't do anything to solve the obesity problem or fix the state's budget deficit.....	35%	26	17	15	3	4	61%	32
• Instead of relying on a tax to fight childhood obesity, we should teach people healthy eating and physical activity habits at home and at school.....	32%	21	16	27	2	3	53%	43
• The government should stay out of people's private lives. They have no right to try to regulate what we eat or drink.....	29%	21	19	24	3	5	50%	43
• Taxing sugar-sweetened beverages is not fair. Low income and minority families will be particularly affected by the tax since they must spend a larger proportion of their income on food.....	25%	17	21	27	5	4	42%	48
• Taxing sugar sweetened beverages won't really do anything to reduce obesity. Studies show that soft drinks are only a relatively small part of overweight people's diets.....	24%	21	24	21	5	5	45%	45
• The last thing we need in Mississippi is a tax that will reduce revenue to small businesses, who are struggling enough. A tax on sugar sweetened beverages will devastate small businesses across the state who sell soft drinks.....	20%	24	22	23	6	5	44%	45

59. Would you support or oppose a law in Mississippi that would tax sugar-sweetened beverages, such as non-diet soda, sweet teas, sports and energy drinks by one cent an ounce, or twelve cents for a regular sized can, to fund programs to fight childhood obesity? [IF SUPPORT/OPOSE ASK:] Would that be strongly or somewhat?

Strongly support.....	27%
Somewhat support.....	20
Somewhat oppose.....	10
Strongly oppose.....	40
(Don't know/Refused).....	3
VOL:	
SUPPORT (NET).....	47%
OPPOSE (NET).....	50

60. If Mississippi passes a law that would tax sugar-sweetened beverages, such as non-diet soda, sweet teas, sports and energy drinks by one cent an ounce, or twelve cents for a regular sized can, would you drink these types of beverages more often, less often, or about the same amount as you do now?

More often.....	1%
Less often.....	22
About the same.....	70
(Don't know).....	4
(Refused).....	2
VOL:	
VOL:	

D101. What is your age?

18-29.....	7%
30-44.....	26
45-54.....	17
55-64.....	23
65+.....	23
(Refused).....	3
VOL:	

D102. What is the last grade that you completed in school?

Some grade school.....	1%
Some high school.....	6
Graduated high school.....	28
Technical/Vocational.....	2
Some college.....	20
Graduate college.....	26
Graduate professional.....	14
(Refused).....	3
VOL:	

D110. What is your current marital status?	Married	68%
	Not married, but living with partner.....	*
	Single, never married	13
	Divorced or separated	9
	Widowed	8
	VOL: (Refused).....	3
61. When it comes to politics, do you generally think of yourself as a Republican, a Democrat, an Independent, or something else? [IF DEMOCRAT/REPUBLICAN ASK] Would you call yourself a strong [DEMOCRAT/REPUBLICAN] or a not very strong [DEMOCRAT/REPUBLICAN]? [IF INDEPENDENT ASK] Do you think of yourself as closer to the Democratic Party or the Republican Party?	Strong Democrat	25%
	Not very strong Democrat.....	4
	Independent Democrat	4
	Independent.....	17
	Independent Republican	7
	Not very strong Republican.....	7
	Strong Republican.....	25
	VOL: (Something else/Other).....	6
	VOL: (Don't know/Refused).....	5
	DEMOCRAT (NET)	33%
INDEPENDENT (NET)	23	
REPUBLICAN (NET).....	40	
D107. Do you currently have any children under 18 living at home with you?	Yes	32%
	No.....	66
	VOL: (Refused).....	3
62. [IF CHILDREN <18 AT HOME] How old is your child/are your children under the age of 18? [ACCEPT ALL THAT APPLY]	0 to 5	33%
	6 to 12	51
	13 to 15.....	29
	16 to 17.....	18
	VOL: (Refused).....	2
63. [IF CHILDREN <18 AT HOME] How concerned are you that any of your children are seriously overweight?	Very concerned	13%
	Somewhat concerned	10
	Not very concerned	15
	Not at all concerned.....	61
	VOL: (Don't know/Refused).....	1
	CONCERNED (NET).....	22%
NOT CONCERNED (NET).....	77	
D200. And may I ask your religious background; is it Protestant, Catholic, Jewish, Muslim or something else?	Protestant	69%
	Catholic.....	8
	Jewish	*
	Muslim	*
	VOL: (Mormon/Latter Day Saints).....	-
	VOL: (Christian Scientist)	1
	VOL: (Other).....	15
VOL: (None/Atheist)	2	
VOL: (Refused).....	5	
D202. [IF PROTESTANT/CATHOLIC/OTHER] Do you consider yourself a born again, or as it is sometimes called, evangelical Christian or not?	Yes	67%
	No.....	30
	VOL: (Refused).....	3
D300. And just to make sure we have a representative sample, could you please tell me your race? [IF BLACK/WHITE/OTHER] Do you consider yourself a Hispanic, Latino, or Spanish-speaking American?	Black/African-American	25%
	White/Caucasian	67
	Hispanic/Latino.....	4
	Asian-American.....	-
	Other (SPECIFY).....	1
	VOL: (Refused).....	4
D900. And, what is your total annual household income? Just stop me when I read the correct category... [READ CATEGORIES]	Less than \$15,000.....	11%
	\$15,000-\$24,999	10
	\$25,000-\$34,999	10
	\$35,000-\$49,999	10
	\$50,000-\$64,999	8
	\$65,000-\$79,999	7
	\$80,000-\$99,999	7
	\$100,000 or higher	12
	VOL: ((Don't Know/Refused))	24

Gender [BY OBSERVATION]

Male	46%
Female	54

Region

Columbus.....	16%
Jackson	31
Hattiesburg	14
Southern	17
Greenwood/North.....	21