

September 8, 2009

Consumer Group to President Obama: Americans Don't Want Taxes on Soft Drinks

New Poll Finds That Two-Thirds Of Americans Oppose Taxing Soda

The nonprofit Center for Consumer Freedom (CCF) called on President Obama to abandon ideas of a new tax on soft drinks after he was quoted saying he is open to "sin taxes" on soda in hopes of curbing obesity. The group points to a number of studies showing that these kinds of taxes do nothing to address the problem of obesity, as well as new Opinion Research Corporation (ORC) polling data showing that soda taxes are opposed by two-thirds of Americans.

Question: "I'm going to read you several statements. For each one, please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree."

1. "Carbonated soft drinks should carry extra taxes in order to discourage their consumption."

- a. Strongly Agree — **12%**
- b. Somewhat Agree — **17%**
- c. Neither Agree nor Disagree — **6%**
- d. Somewhat Disagree — **19%**
- e. Strongly Disagree — **46%**

2. "High-calorie foods should carry extra taxes in order to discourage their consumption."

- a. Strongly Agree — **8%**
- b. Somewhat Agree — **14%**
- c. Neither Agree nor Disagree — **6%**
- d. Somewhat Disagree — **20%**
- e. Strongly Disagree — **52%**

The poll, which was included in the Opinion Research Corporation's CARAVAN survey, presents the findings of a telephone survey conducted among a national sample of 1,006 adults comprising 505 men and 501 women 18 years of age and older, living in private households in the continental United States. The survey was completed during the period August 28-31, 2009.