



**Contact: Jennifer March-Joly (CCC) 212.673.1800, x25  
February, 4, 2010**

### **CCC Commissioned Poll Demonstrates Strong Public Support For New Taxes on Sugar Sweetened Beverages**

NEW YORK, NY –CCC’s statewide poll (commissioned in December 2008) showed strong public support for taxes on sugar-sweetened beverages to protect public health and mitigate New York State’s budget crisis.

“We are dismayed by Quinnipiac’s use of highly inflammatory language when attempting to measure public support for a sugar-sweetened beverage tax. Using terms like “obesity tax” and “fat tax” clearly biased findings in Quinnipiac poll results – results that are dramatically different from CCC’s recently commissioned poll,” **said Jennifer March-Joly, Executive Director of Citizens’ Committee for Children of New York, Inc.**

“The sugar-sweetened beverage tax is a common-sense solution to address serious public health concerns, particularly for children, while helping to protect vital public services,” added **Jennifer March-Joly.**

A one-cent-per-ounce tax on all sugar-sweetened beverages would generate an estimated \$1 billion per year annually, would reduce consumption of unhealthy beverages and prevent thousands of children from becoming obese. Money raised via the tax could be used to combat obesity in children and adults.

Contrary to Quinnipiac’s results, **CCC’s statewide poll demonstrated broad public recognition that obesity has reached epidemic levels throughout New York State and that combating obesity it is critical to our future.**

#### **Among CCC’s key poll results:**

- When initially asked, 52% of voters support a penny-an-ounce tax on sugar-sweetened beverages. After hearing more about the initiative and when revenues from this tax are used to address child obesity and reduce the need to cut services and raise other taxes, 72% support the tax and only 27% oppose it.
- By margins of more than 3 to 1, voters prefer taxes on sugar-sweetened beverages over cuts in government services
- By margins of between 4 to 1, voters prefer taxes on sugar-sweetened beverages over increases in property or sales taxes, respectively.

A detailed summary of the poll results is available online at <http://www.cccnewyork.org/publications/12-12-08CCCPoll.pdf>

“We continue to urge state leaders to take note of the broad support and significant health benefits of these new revenue measures,” said **March-Joly**. “These common-sense alternatives are good public policy and are popular.”

About the Poll

CCC commissioned a survey of 750 randomly selected likely New York State voters on public health issues. Respondents were interviewed by telephone from December 2-7, 2008. The survey results have a margin of error of +/- 3.6 percent.