



PHILLY'S SODA TAX REMAINS A DIVISIVE ISSUE AFTER 5 YEARS

Working-class voters in the city oppose the tax and more affluent voters support it, according to a February poll of registered Democrats across the city

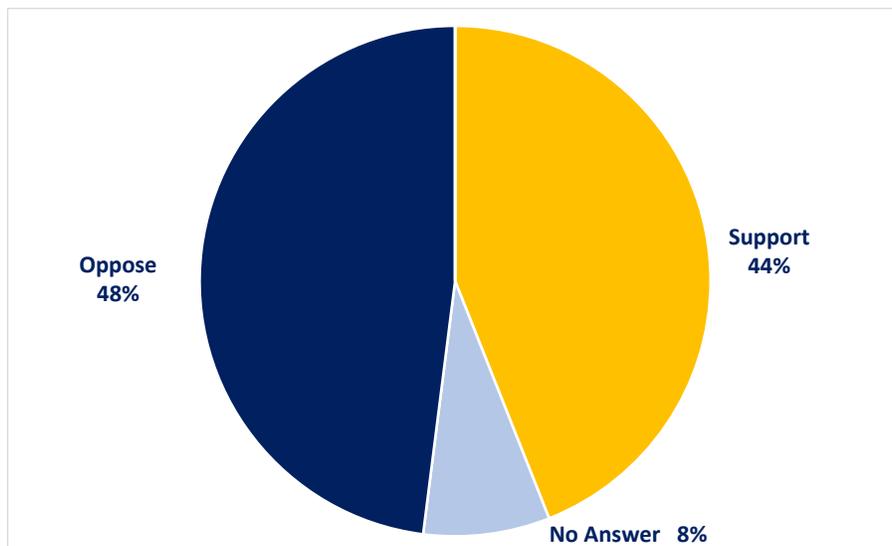
Overall, slightly more Democrats (nearly 50%) oppose the tax than support it

Philadelphia became the largest city in the United States to implement a tax on soda and other sweetened beverages in 2017. Although City Council voted 13-4 in favor, polls conducted in 2016 showed varying levels of voter support. This latest poll shows support varies significantly depending on voters' income and education levels.

The tax generated \$70 million for the City in fiscal 2021, or about 1.25% of the municipal budget. About half of that revenue was allocated to fund the City's pre-K initiative; most of the rest was spread across the general fund (according to the Controller's Office).

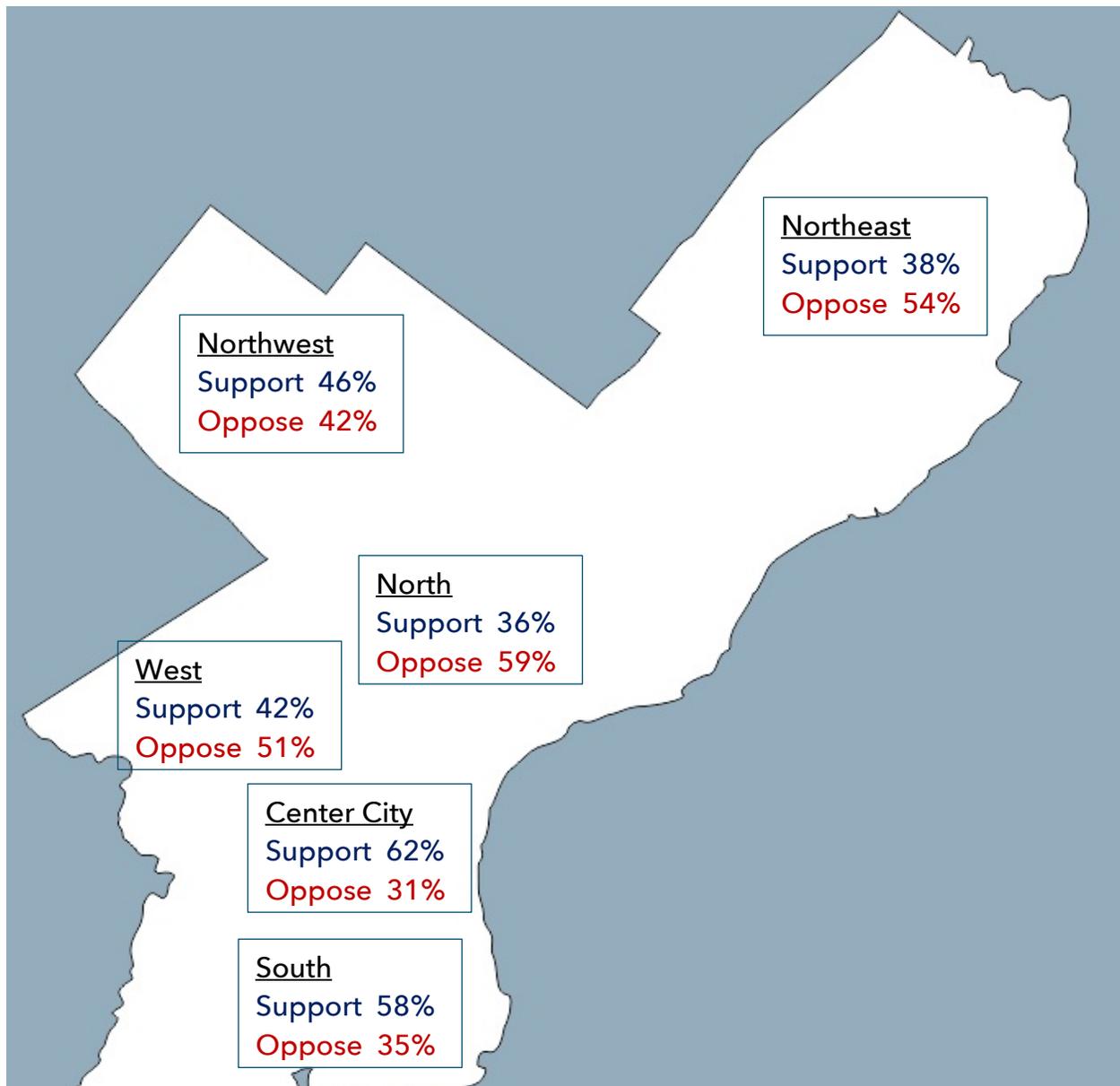
Voters in the North, Northeast and West regions of Philadelphia strongly oppose the tax, Voters in the more affluent Northwest, South and Center City areas are more likely to support it. Opposition is strongest among voters with a high school diploma or less education, with nearly three to one in that group opposing the tax. Voters whose households earn less than \$40,000 per year also registered strong opposition, by a margin of 57% to 35%, as did Black respondents, 54% to 38%.

Q. Do you **support** the soda tax as a way to reduce obesity, reduce sugar-related health problems and generate money for pre-K education, or do you **oppose** the tax because it hits poorer people hardest and hurts the city's economy as residents buy groceries outside the city to avoid the tax?



Demographics of the soda tax	Support	Oppose
Household income \$40,000 or less	35%	57%
HHI between \$40K-\$60K	42%	48%
HHI between \$60K-\$100K	46%	50%
HHI over \$100K	56%	37%

Educational attainment	Support	Oppose
Attended/graduated high school	24%	66%
Some college/associate's degree	37%	58%
College and/or graduate degree	54%	38%



Somewhat curiously, women are more likely to oppose the soda tax than men.

Demographics of the soda tax	Support	Oppose
Black	38%	54%
Hispanic	51%	46%
White/Asian	52%	40%
Women	41%	49%
Men	49%	48%

Note: Respondents identifying as Asian were too small a sample to break out separately.

Poll conducted on behalf of A Greater Philadelphia Feb. 14-17, 2022, among 800 registered Democratic voters by McLaughlin & Associates and Frederick Polls. Results are +/- 3.4% at a 95% confidence interval.