

To: Robi Rawl, Executive Director
 Sugar Free Kids Maryland

From: Steve Raabe, President
 OpinionWorks, LLC

Date: December 15, 2014

Subject: Maryland Statewide Polling on Healthy Drink Proposals

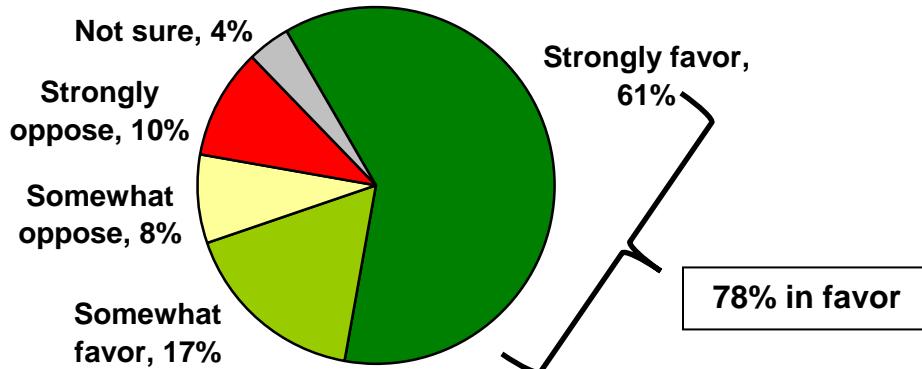
Sugar Free Kids Maryland commissioned this statewide Maryland voter survey to understand attitudes among registered voters about two public policy proposals: repeal of the six percent sales tax on bottled water, and a requirement that restaurants offer healthier drinks as part of their children's menus.

This poll of 801 randomly-selected registered voters was conducted by telephone December 9-13, 2014. Interviews were administered by trained and supervised live interviewers, with both landlines and cell phones included in the sample. A detailed methodology statement is found at the end of this summary.

Overwhelming Support for Repealing the Sales Tax on Bottled Water

By an overwhelming margin of 78% to 18%, Maryland voters favor removing the six percent sales tax on bottled water to make it more affordable as a healthier alternative to sodas and sugary drinks. In fact, more than six voters in ten (61%) *strongly* favor this proposal.

Voter Support for Removing the Sales Tax from Bottled Water
Maryland Registered Voters, Statewide



"Health advocates in Maryland are asking the state legislature to remove the 6 percent sales tax on bottled water because they consider water a healthy alternative to sodas and sugary drinks, and they want bottled water to be more affordable. Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose removing the sales tax from bottled water?"

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Support for removing the sales tax from bottled water is broad and bi-partisan, with 76% of Democrats, 83% of Republicans, and 77% of Unaffiliated voters supporting the proposal. **This support spans the political spectrum, demonstrating a near-consensus which is unusual in these times.**

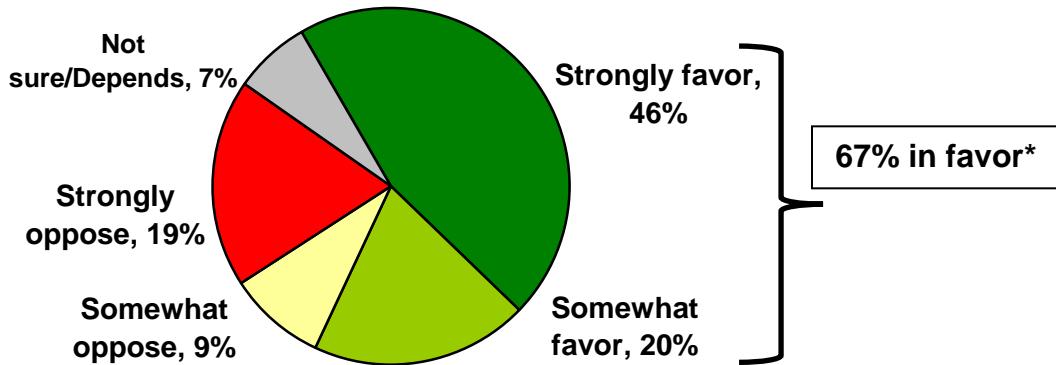
Support by Political Party for Removing the Sales Tax from Bottled Water

	Support	Oppose	Net
All Voters	78%	18%	+ 60%
Democrats	76%	20%	+ 56%
Republicans	83%	12%	+ 71%
Independents/3 rd Party	77%	17%	+ 60%

Healthier Drinks for Kids' Meals

By a wide margin, Maryland voters favor a proposal to require restaurants to advertise and serve healthy drinks like low-fat milk, 100% juice, or water as part of their "kids' menu," to help make healthy choices more widely available to children and families who eat out. Two-thirds (67%) of voters support this proposal, compared to 27% who oppose it.

Voter Support for Requiring Healthier Drink Options on Kids' Menus
Maryland Registered Voters, Statewide



"Would you strongly favor, somewhat favor, somewhat oppose, or strongly oppose a law to require local restaurants to advertise and serve healthy drinks like low-fat milk, 100% juice, or water as part of their 'kids' menu,' to help make healthy choices more widely available to children and families who eat out?"

**Numbers do not always appear to add correctly due to rounding.*

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Like the sales tax repeal, support for requiring healthier drinks on kids' menus crosses party lines, with majorities among all party groups supporting the proposal. Of greatest significance, though, is the elevated support among parents and caregivers of children.

Among parents, an overwhelming 75% favor this proposal, compared to only 21% who oppose it - a nearly four-to-one margin.

Support by Political Party for Requiring Healthier Drink Options on Kids' Menus

	Support	Oppose	Net
All Voters	67%	27%	+ 40%
Democrats	73%	20%	+ 53%
Republicans	55%	40%	+ 15%
Independents/3 rd Party	64%	29%	+ 35%
Parents	75%	21%	+ 54%

How This Poll Was Conducted

OpinionWorks interviewed 801 randomly-selected registered voters statewide in Maryland from December 9 through 13, 2014. The interviews were conducted by trained and supervised live interviewers who are skilled in opinion research best practices.

This poll has a potential sampling error of no more than $\pm 3.5\%$ at a 95% confidence level, meaning that at least 95% of the time the survey results would differ by no more than that margin if every registered voter in the State had been interviewed.

Interviewees were drawn randomly from the database of registered voters, supplied by the State Board of Elections and matched with telephone numbers by a commercial vendor. The sample was balanced demographically and by political party during interviewing, and respondents were screened to ensure that only Maryland registered voters were interviewed. Weights were applied to bring the voter sample into strict compliance with the demographic breakdown of the registered voter population.

Brief Background on OpinionWorks

OpinionWorks conducts frequent opinion studies in Maryland and the surrounding states. We have been the polling organization for *The Baltimore Sun* since 2007, and have polled for numerous other media throughout the region. We work for state and local agencies throughout the Mid-Atlantic, Northeast, and Mountain West, and for a variety of non-profit and for-profit entities within the region and nationally.