



# UNFAIR BEVERAGE TAXES

COALITION FOR AN AFFORDABLE CITY

## Beverage Tax Track Record

### California

**Richmond**—In November 2012, voters in heavily Democratic city rejected a penny-per-ounce business license tax on sales of sugar-sweetened beverages 67% to 33%.

**El Monte**—In November 2012, voters in working class-city outside Los Angeles rejected penny-per-ounce business license tax on sugar-sweetened beverage sales 76% to 24%.

**State Legislature**—In 2013 and 2010, a state beverage tax on which the proposed San Francisco measure is modeled failed to in committee.

**Public opinion research**—Asked if they support “a tax on the sale of sugar-sweetened beverages as a way to reduce obesity among residents of their community,” 53% of California voters said they were opposed, 40% in favor, and 7% said they didn’t know or declined to answer. Source: 2013 Annual Obesity Prevention Survey conducted by Field Research Corporation for The California Endowment, a leading pro-beverage tax advocacy organization.

### Nationally

**Telluride, Colorado**—In November 2013, voters rejected a sugar-sweetened beverage tax 68% to 32%.

**Philadelphia**—In 2011 and 2010, the mayor proposed a soft-drink tax but it failed to pass through the city council.

**New York State**—In 2010 and 2009, the governor proposed a soft-drink tax but failed to get it through the legislative process.

**Washington State**—In 2010, the state legislature passed a soft-drink tax. That same year, voters overturned the law 60% to 40%.

**Maine**—In 2008, the state legislature passed a soft-drink tax. That same year, voters overturned the law 65% to 35%.

**Public opinion research**—Nationally, voters oppose taxing soft drinks, according to the Harris Interactive/Health Day Poll, *February 2012*.