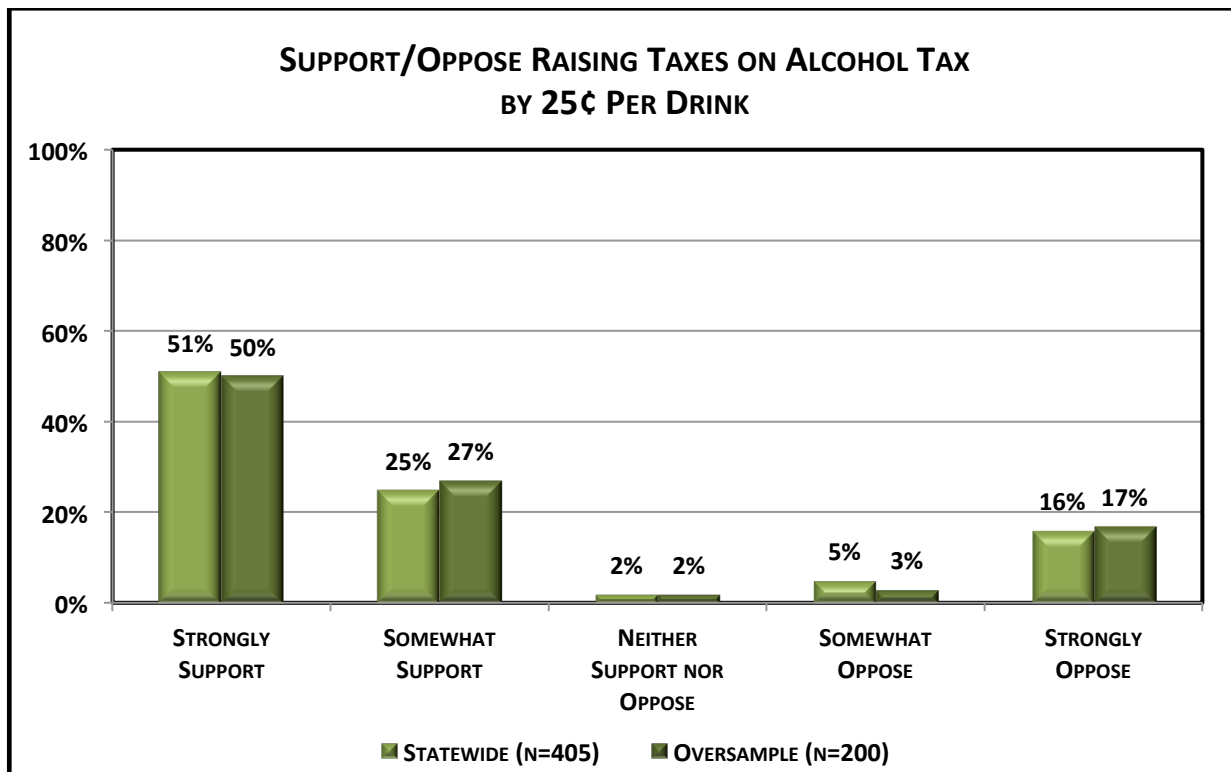


**ALCOHOL TAX SURVEY
 TOPLINE RESULTS
 N = 405 STATEWIDE
 N= 150 OVERSAMPLE (DONA ANA, OTERO, AND LUNA COUNTIES)
 AUGUST 2016**

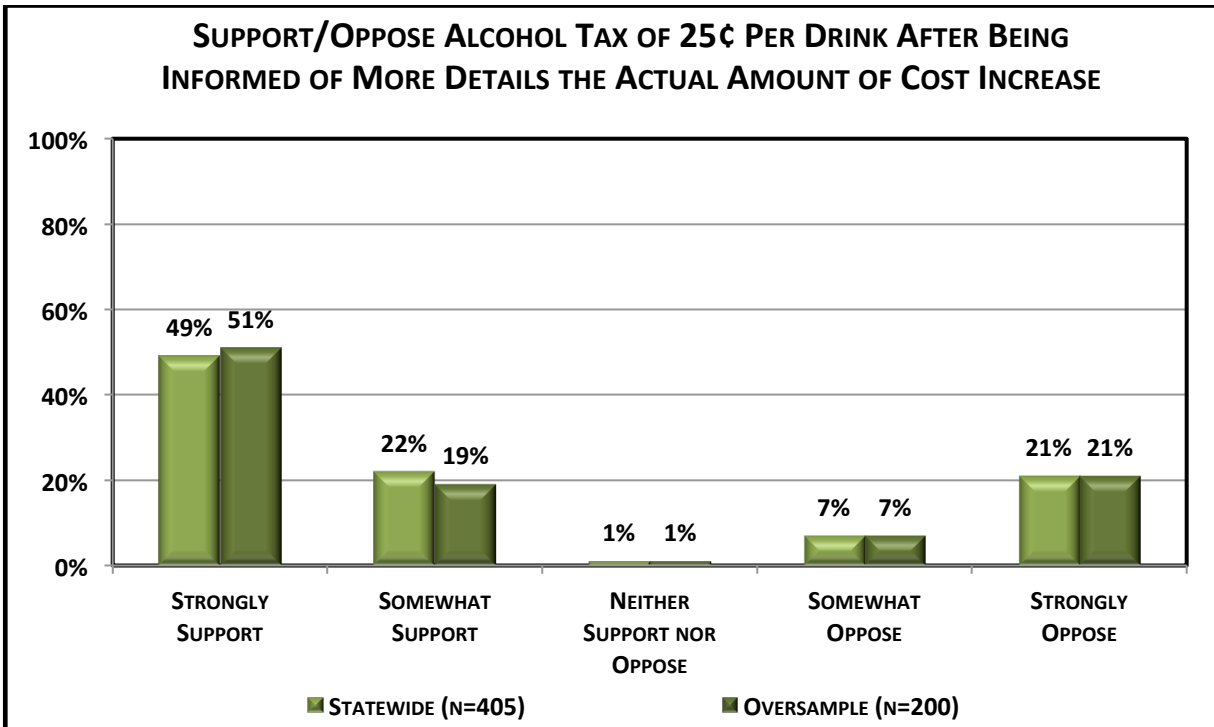
1. DUE TO DECLINING REVENUES, THE NEW MEXICO STATE GOVERNMENT IS FACING A PROJECTED BUDGET SHORTFALL IN THE COMING YEAR. IF THE STATE HAD TO RAISE TAXES WOULD YOU GENERALLY PREFER?

PREFERRED WAY TO RAISE TAXES TO SUPPLEMENT THE PROJECT BUDGET SHORTFALL		
TOP 7 UNAIDED RESPONSES		
	STATEWIDE (N=405)	OVERSAMPLE (N=200)
AIDED RESPONSES		
RAISING TAXES ON ALCOHOL	63%	64%
RAISING TAXES ON GASOLINE	9%	7%
TAXING FOOD IN GROCERY STORES	3%	3%
VOLUNTEERED RESPONSES		
NONE OF THESE/WOULDN'T WANT TAXES RAISED	11%	12%
CIGARETTES/TOBACCO	3%	4%
TAX THE RICH/INCOME TAX	2%	2%
DON'T KNOW/WON'T SAY	3%	4%

2. A PROPOSAL HAS BEEN MADE TO RAISE ALCOHOL TAXES 25¢ A DRINK IN BARS, RESTAURANTS, AND RETAIL STORES IN NEW MEXICO. THE TAX REVENUE WOULD BE USED FOR ALCOHOL AND DRUG PREVENTION AND TREATMENT, AND HEALTH CARE IN THE STATE. DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25¢ A DRINK? (PAUSE) IS THIS STRONGLY OR SOMEWHAT? (SUPPORT/OPPOSE)?

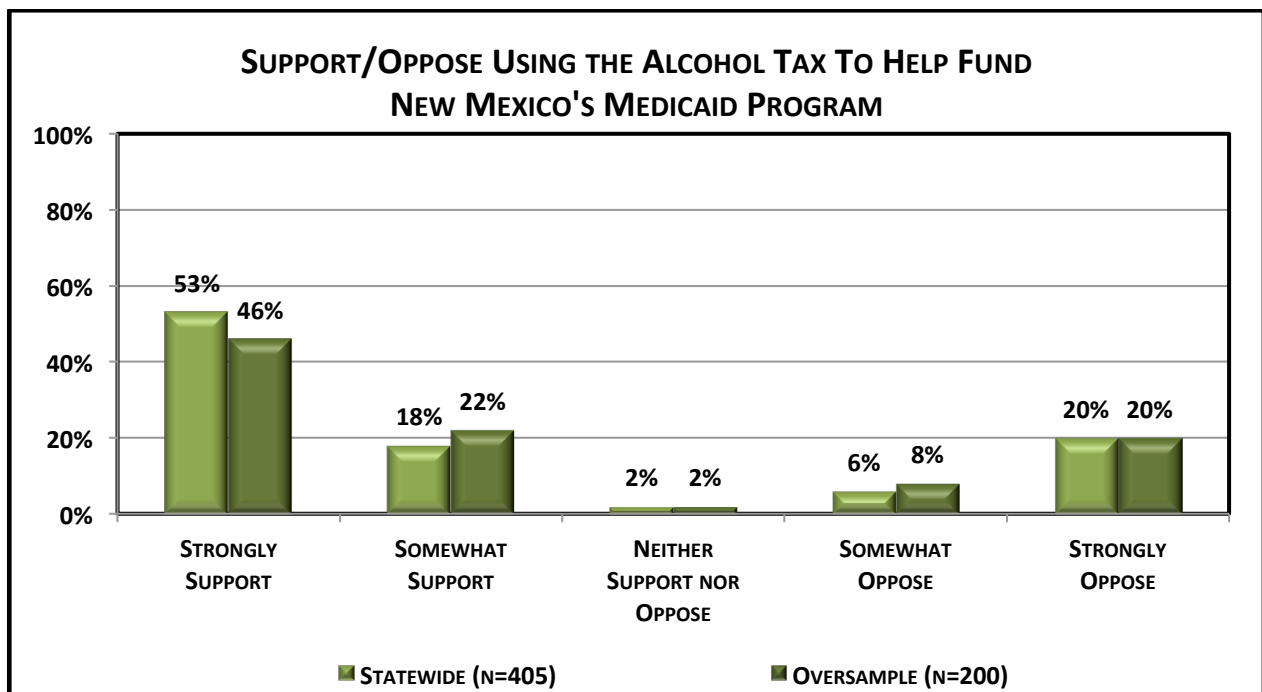


3. **The proposed tax is 25¢ PER DRINK IN BARS AND RESTAURANTS, AS WELL AS ALCOHOL PURCHASED IN STORES. THIS MEANS THE TAX INCREASE ON A BOTTLE OF WINE WOULD BE \$1.25, FOR A 6-PACK OF BEER IT WOULD BE \$1.50, AND A FIFTH OF LIQUOR WOULD BE TAXED AN ADDITIONAL \$4.00. KNOWING THIS, DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25¢ A DRINK? (PAUSE) IS THIS STRONGLY OR SOMEWHAT (SUPPORT/OPPOSE)?**

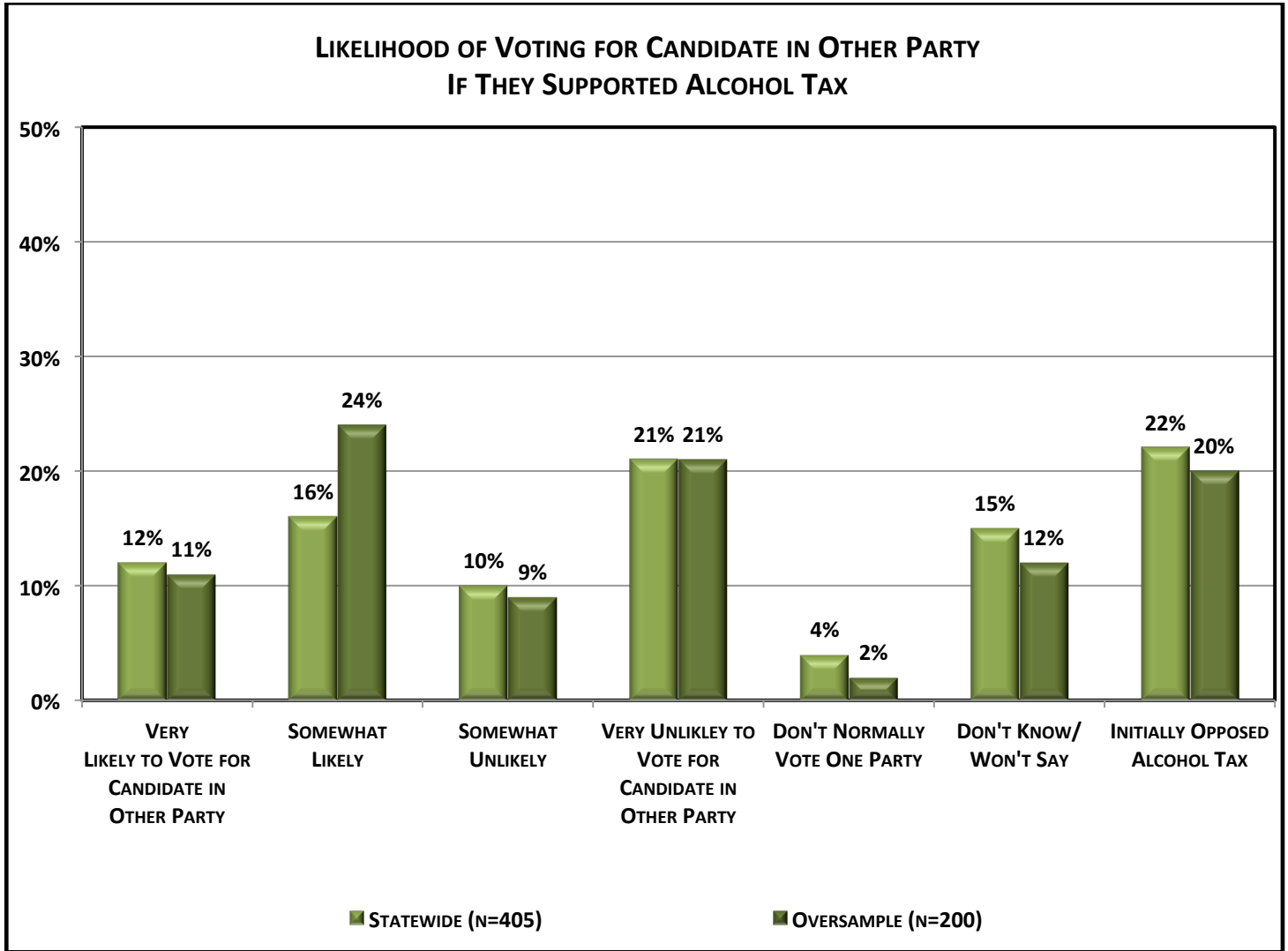


4. **NEW MEXICO'S MEDICAID PROGRAM IS FACING DEFICITS WHICH ARE RESULTING IN REDUCTIONS IN COVERAGE AND SERVICES PROVIDED TO MEDICAID PATIENTS AND/OR CUTS IN THE RATES PAID TO HEALTH CARE PROVIDERS?**

SUPPORTERS OF THE 25¢ PER DRINK ALCOHOL TAX PROPOSE USING THE ADDITIONAL TAX REVENUE TO HELP FUND NEW MEXICO'S MEDICAID PROGRAM TO AVOID A REDUCTION IN SERVICES AND COVERAGE. KNOWING THIS, DO YOU SUPPORT OR OPPOSE THIS PROPOSAL TO RAISE STATE TAXES ON ALCOHOL 25¢ A DRINK? (PAUSE) IS THIS STRONGLY OR SOMEWHAT (SUPPORT/OPPOSE)?



5. IF A CANDIDATE IN THE PARTY YOU NORMALLY VOTE FOR DID NOT SUPPORT THE 25¢ PER DRINK ALCOHOL TAX INCREASE AND THE CANDIDATE IN THE OTHER PARTY DID SUPPORT THE TAX INCREASE, HOW WOULD IT AFFECT WHO YOU VOTE FOR? WOULD YOU BE...



6. IN THE LAST 30 DAYS HAVE YOU CONSUMED AN ALCOHOLIC BEVERAGE?

