



City of Philadelphia Voter Survey
Conducted February 19-21, 2019
With 2019 Likely Democratic Primary Voters

Survey Findings

A recent poll among likely Democratic primary voters in Philadelphia voters shows that Democratic voters are opposed to the Philadelphia beverage tax by a wide margin. A strong majority, 59% oppose the beverage tax, while 38% support it. Further, nearly a majority (49%) of voters say that they are *strongly* opposed to the tax, while only 26% say that they *strongly* support the tax.

Do you support or oppose the beverage tax in Philadelphia, which went into effect in January of 2017?

	Dem. Voters
Support, Strong	26%
Support, Somewhat	12
Oppose, Somewhat	10
Oppose, Strong	49
Don't know	3
Total Support	38
Total Oppose	59

By an even wider margin, likely Democratic primary voters in Philadelphia support getting rid of the beverage tax. While 60% of voters support getting rid of the tax, only 36% want to keep it. A majority (51%) of voters say that they *strongly* support getting rid of the tax, compared to only 26% who *strongly* oppose getting rid of it.

Some Philadelphia City Council members have suggested getting rid of the beverage tax in Philadelphia. Would you support or oppose getting rid of the beverage tax?

	Dem. Voters
Support, strong	51%
Support, somewhat	9
Undecided	4
Oppose, somewhat	10
Oppose, strong	26
Total Support	60
Total Oppose	36

Support for getting rid of the tax is strong across almost all demographic and geographic subgroups. Support is particularly strong among:

- Latino voters (67% support getting rid of the tax)
- Black voters (65%)
- Mixed race voters (65%)

Would you support or oppose getting rid of the beverage tax?

	Support Ending Tax	Oppose Ending Tax
Female	61%	35%
Male	58	37
Black	65	30
Latino	67	28
White	48	49
Mixed Race	65	33

Likely Democratic primary voters say that if their city council member voted to support the beverage tax, it makes them slightly more likely to want to replace their city council member (43%) than to reelect their city council member (39%).

If you knew that your representative on the Philadelphia city council voted in favor of implementing the beverage tax, would that make you more likely to vote to re-elect that council member, or more likely to vote to replace that council member?

	Dem. Voters
Re-elect, much	19%
Re-elect, somewhat	20
Replace, somewhat	14
Replace, much	29
No difference	10
Don't know	8
Total Reelect	39
Total Replace	43

Likely Democratic primary voters are divided (43% to 43%) on whether Mayor Kenney's support for the beverage tax makes them more likely to reelect Mayor Kenney or replace him. More voters say that his support for the tax makes them *much* more likely to replace him (29%) than voters who say it makes them *much* more likely to reelect him (23%).

Mayor Kenney proposed the beverage tax and lists it as his top accomplishment. Does this make you more likely to vote to re-elect Mayor Kenney, or more likely to vote to replace Mayor Kenney?

	Dem. Voters
Re-elect, much	23%
Re-elect, somewhat	20
Replace, somewhat	14
Replace, much	29
No difference	8
Don't know	6
Total Reelect	43
Total Replace	43

Methodology

- David Binder Research conducted 600 telephone interviews from February 19th to 21st, 2019.
- Interviews were conducted with cell phones and home phones Philadelphia.
- Respondents were likely Democratic primary voters in Philadelphia who voted in at least one previous municipal primary election in any of 2009, 2011, 2013, 2015, 2017.
- The margin of sampling error is $\pm 4.0\%$ at the 95% confidence level.