Vermont is yet again trying to pass through a tax on Sugar Sweetened Beverages (SSB). Unlike before, this tax is a two-penny per ounce tax as opposed to previous one-penny per ounce attempts. This tax can have many implications on the consumer and the producer. The goal of this project is to look at the significant factors influencing support, or lack thereof, of the proposed Sugar Sweetened Beverage Tax in the State of Vermont.

This project will take Data from the Annual Vermonter Poll, National data sets such as the National Health and Nutrition Examination Survey (NHANES) and the American Time Use Survey (ATUS), and an in depth media coverage analysis in attempt to better understand the factors influencing support of the SSB tax. The Vermonter Poll is an annual poll conducted over the phone in Vermont with a goal to collect important data and information on residents and their views. The ATUS and NAHNES data sets contain information on how American's use their time and different health metrics, respectively. The in depth Media analysis will be looking at local and National Media coverage of the SSB tax and related issues, and will be gauging positive, neutral, or negative biases. By using this data, this project will run regression analysis to gauge the interaction and effect of certain independent factors on the legislation support.