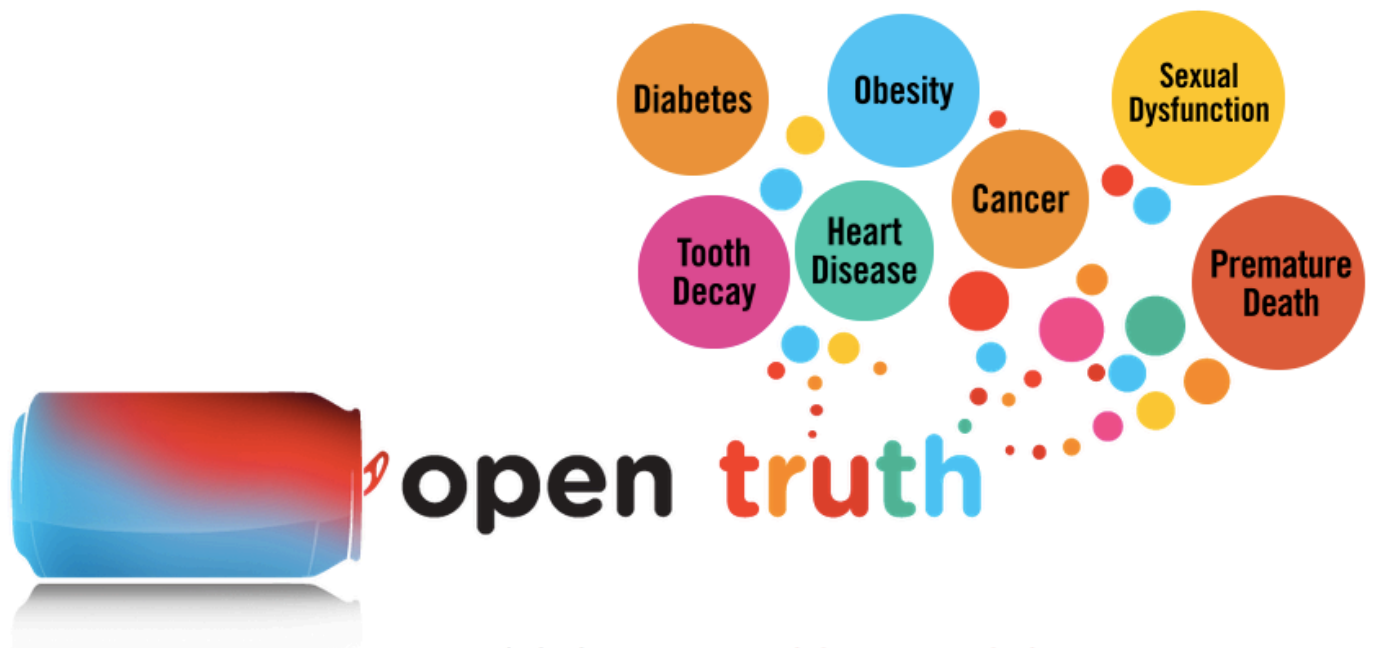


# SHAPE UP SAN FRANCISCO'S OPEN TRUTH CAMPAIGN

Evaluation Report  
August 2015



**Sugary drinks are making us sick.  
Find out how the sugary drinks industry targets us...  
and how you can take action.**

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## EXECUTIVE SUMMARY

### Sugar-sweetened beverages and policy

The harmful effects of sugar-sweetened beverage (SSB) consumption on health have been well established.<sup>1</sup> Consumption of SSBs – drinks with added sugars, including sodas, sports drinks, energy drinks, juice drinks, and sweetened coffee or tea – is associated with incidence of diabetes, obesity, cancer, and tooth decay.<sup>2</sup> SSB intake in the United States continues to exceed recommended levels, with rates of consumption among children, minorities, and low-income populations disproportionately high.<sup>3,4</sup> These groups, which are already at increased risk for a range of poor health outcomes, are specifically targeted by beverage companies with aggressive marketing of SSBs, further contributing to health disparities.<sup>5,6</sup>

Policies to limit both access to and advertising of SSBs have found support among the public and lawmakers, but strong resistance from the beverage industry. In 2014, a measure on the San Francisco ballot that would have taxed the distribution of SSBs (Measure E) had 56% of voter support, although it failed to reach the two-thirds majority vote needed to pass. In June 2015 the San Francisco Board of Supervisors unanimously approved legislation for warning labels to be placed on SSB advertisements within city limits. These events suggest a growing public recognition of the harmful health effects of SSBs. Adding to this momentum, public health officials have employed media campaigns to further engage communities – particularly those most vulnerable to poor health and industry marketing. The purpose of these campaigns is to educate community members not only about the health risks of SSB consumption, but also about the tactics used by the beverage industry, in the hopes that increased awareness will lead to a change in social norms, additional policy and systems changes, and an ultimate decrease in SSB consumption in San Francisco.

### The Open Truth Campaign

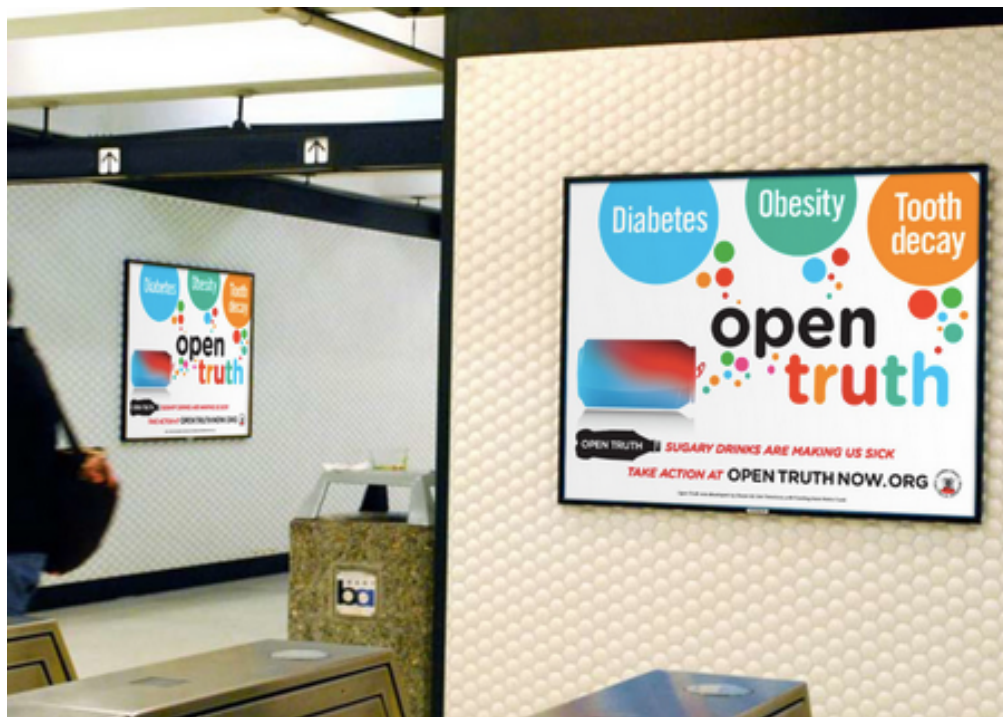
In 2015, Shape Up San Francisco (SUSF) launched the Open Truth Campaign (OTC), in collaboration with the Alameda County Department of Public Health, Sonoma County Department of Health Services, The Bigger Picture (project of Youth Speaks and UCSF Center for Vulnerable Populations), the American Heart Association, and UCSF's Clinical and Translational Science Institute. The specific goal of the OTC is to decrease sugary drink intake among youth, families, African Americans and Latinos in San Francisco. The OTC builds upon SUSF's work on the Choose Healthy Drinks Campaign - designed to educate San Francisco residents about the health risks of drinking SSBs and encourage decreased consumption) - which was implemented and evaluated in 2014.<sup>7</sup> The OTC uses counter-advertising to change social norms by:

1. Increasing awareness of health effects of sugary drink consumption;
2. Increasing awareness about tactics of the sugary drinks industry; and
3. Increasing action toward policy changes.

The OTC's key message is: "Sugary drinks are making us sick. Find out how the sugary drinks industry targets us... and how you can take action." This message was shared with San Franciscans and other stakeholders using several complementary elements, including: billboards and public transportation

advertisements, a campaign website, outreach on social media, linkages to The Bigger Picture video campaign<sup>8</sup> (which uses youth generated spoken word poems to promote a similar message), print advertisements, educational workshops, a youth curriculum for schools, and outreach at public gatherings. Sample ads are available in Appendix A. SUSF contracted with the UC Berkeley School of Public Health to evaluate the impact of the OTC.

In April and May 2015, approximately two months after the launch of the OTC campaign, UC Berkeley researchers conducted street-level intercept surveys with 639 San Francisco residents in two low-income neighborhoods (the Mission and the Bayview – the same neighborhoods targeted for the evaluation of the Choose Healthy Drinks Campaign in 2014). Respondents ranged in age from 18-94, were 56% female, and were 42% Hispanic/Latino, 27% African American, 17% White/Non-Hispanic, 7% Asian/Pacific Islander, and 7% Mixed/Multi-ethnic/Other. The survey assessed residents' consumption of and knowledge about SSBs, their exposure to the OTC, and their opinions about SSB-related policies.



## Primary survey findings

- Respondents reported drinking an average of 1.3 SSBs per day, and consumption differed significantly by race: African Americans reporting drinking 1.9 SSBs per day, Hispanic/Latinos 1.2, Asian/Pacific Islanders 1.0, and White/Non-Hispanics 0.7.
- Respondents interviewed in the Bayview were significantly more likely to have seen an OTC ad than respondents interviewed in the Mission (51% vs. 36%, respectively). The OTC ad ran primarily in the Bayview.
- Overall, the majority of respondents (91%) reported agreeing that drinking soda and other sugary drinks increases one's risk of cavities, obesity, and diabetes. Respondents who saw the OTC ads were significantly more likely to agree or strongly agree than those who did not see the ads.
- Overall, more than half of respondents (58%) had a negative opinion of soda companies.
  - There was no significant difference in opinions of soda companies between those who saw the OTC ads and those who did not see the ads.
  - White/Non-Hispanic and Hispanic/Latino respondents reported a significantly more negative opinion of soda companies than African Americans.
- Overall, two-thirds of respondents agreed or strongly agreed that "Soda companies target youth and communities of color to get them to drink their products."
  - There was no significant difference in opinions between those who saw the OTC ads and those who did not see the ads.
  - Hispanic/Latinos (59%) were significantly less likely to agree with this statement as compared to African Americans (71%).
- Of respondents who had seen an OTC ad, 36% reported that their opinions about sugary drinks became more negative after seeing the ad, and 38% reported that their opinions about soda companies became more negative after seeing the ad.
- Having seen an OTC ad was not correlated with: respondents' support for policies limiting access to, or advertising of, sugary drinks to kids; their support for a warning label on sugary drinks; or their current opinions of soda companies.
- Among respondents who shared how they voted in November 2014 on Measure E (which would have taxed the distribution of sugar-sweetened beverages sold in San Francisco), 52% reported voting in favor of the tax (43% in the Bayview and 60% in the Mission). African Americans were significantly less likely to report voting Yes on Measure E as compared to Whites, Asian/Pacific Islanders, and Hispanic/Latinos.



## SURVEY METHODS

In April and May 2015, trained data collectors from UC Berkeley used a standardized script and protocol to conduct face-to-face interviews with residents at two intersections: Harrison St. and 24<sup>th</sup> St. in the Mission and 3<sup>rd</sup> St. and Revere Ave in the Bayview (the same intersections where intercept surveys were conducted in the spring of 2014 for the Choose Health Drinks campaign evaluation). Intersections were chosen for their high volume of foot traffic, proximity to public transportation, and large proportion of low-income and African American and Latino residents. Surveys were conducted over a period of 5 weeks, with data collection taking place at one or both sites each weekday. To be eligible for the survey, respondents had to be residents of San Francisco, 18 years of age or older, and speak English or Spanish. Visibly intoxicated or otherwise unreliable persons were not eligible to participate. The survey instrument (Appendix B) contained 18 questions and asked respondents to report on their consumption of SSBs, support for policies, and exposure to the OTC. Interviewers assessed respondents' gender and weight status. The surveys took approximately 7-10 minutes to complete, and respondents were offered a free reusable grocery bag as an incentive.

A total of 639 people took the survey. Sample demographics are described in Tables 1-4. Main findings are presented in Tables 5-17c. Results by respondents' demographics and neighborhood of residence are presented in Appendix C. Respondents who were pregnant (n=4) or of "other" gender (n=3) were included in all analyses but not presented separately in Appendix C due to small samples.



## KEY SURVEY DATA

### Sample: Demographic information

**Table 1: Survey sample demographic information**

	Number (%)
<b>Sex</b>	
Male	265 (43.0)
Female	348 (56.5)
Other	3 (0.5)
<b>Age category</b>	
18-29	110 (17.3)
30-39	154 (24.2)
40-49	108 (17.0)
50-59	131 (20.6)
≥60	133 (20.9)
<b>Race/ethnicity</b>	
African American	168 (26.7)
White/Non-Hispanic	109 (17.3)
Asian/Pacific Islander	41 (6.5)
Native American/Alaskan Native	10 (1.6)
Hispanic/Latino	263 (41.8)
Mixed/Multiethnic	39 (6.2)
<b>Education level</b>	
< High School	109 (17.5)
High school/GED	145 (23.3)
Some college	171 (27.5)
College graduate	135 (21.7)
Post-grad/Prof degree	63 (10.1)
<b>Weight status</b>	
Underweight/Normal	339 (55.6)
Overweight/Obese	267 (43.8)
Pregnant	4 (0.7)
<b>Total</b>	<b>639 (100)</b>

**Table 2: Surveys by neighborhood**

	Number (%)
Bayview	252 (39.4)
Mission	387 (60.6)
<b>Total</b>	<b>639 (100)</b>

**Table 3: Respondent's neighborhood of residence**

	Number (%)
Bayview/Hunter's Point	215 (33.7)
Mission/Bernal Heights	233 (36.5)
Other	191 (29.9)
<b>Total</b>	<b>639 (100)</b>

**Table 4: Refusals**

	Number (%)
<b>Sex</b>	
Male	1,883 (52.6)
Female	1,699 (47.4)
<b>Race</b>	
African American	641 (17.9)
White/Non-Hispanic	985 (27.5)
Asian/Pacific Islander	307 (8.6)
Hispanic/Latino	1,517 (42.4)
Other	132 (3.7)
<b>Weight status</b>	
Underweight/Normal	2,420 (67.6)
Overweight/Obese	1,162 (32.4)
<b>Total</b>	<b>3,582 (100)</b>

## Sugar-sweetened beverage consumption behavior

**Table 5: "How often do you drink the following beverages?" [n(%)]**

	Never	Rarely (1-3 per mo)	Sometimes (1-6 per wk)	Frequently (≥1 per day)
<b>All Sugar Sweetened Beverages</b>	<b>94 (14.7)</b>	<b>60 (9.4)</b>	<b>226 (35.4)</b>	<b>259 (40.5)</b>
Soda	218 (35.3)	93 (15.1)	191 (30.1)	115 (18.6)
Energy drinks (e.g. Red Bull)	502 (81.4)	55 (8.9)	42 (6.8)	18 (2.9)
Sports drinks (e.g. Gatorade)	394 (63.8)	87 (14.1)	98 (15.9)	39 (6.3)
Fruit drinks (e.g. lemonade/fruit punch)	288 (47.0)	75 (12.2)	154 (25.1)	96 (15.7)
Sweetened coffee or tea (e.g. Arizona Iced tea or bottled Frappuccino)	412 (66.6)	55 (8.9)	79 (12.8)	73 (11.8)
Diet soda (e.g. Coke Zero/Diet Pepsi)	498 (80.1)	32 (5.1)	72 (11.6)	20 (3.2)
Water	8 (1.3)	4 (0.6)	24 (3.8)	601 (94.4)

- Respondents reported drinking an average of 1.3 SSBs per day.
- African Americans reported drinking significantly more SSBs per day (1.9) compared with White/Non-Hispanics (0.7), Asian/Pacific Islanders (1.0), Native Americans (0.6), and Hispanic/Latinos (1.2) (p=0.000).
- Those with some college reported drinking significantly more SSBs per day (1.6) than those with less than a high school education (1.1), college graduates (1.1), and those with a post graduate degree (0.6) (p=0.002).



## Pubic education campaign awareness

**Table 6: “In the past 2 months, have you seen one of these ads?” [Participants were shown the OTC ads] [n(%)]**

	Yes	No	Total
Bayview	124 (51.5)	117 (48.5)	241 (100)
Mission	138 (36.0)	245 (64.0)	383 (100)
<b>Overall</b>	<b>262 (42.0)</b>	<b>362 (58.0)</b>	<b>624 (100)</b>

- Respondents interviewed in the Bayview were significantly more likely to have seen an OTC ad than respondents interviewed in the Mission ( $p = 0.000$ ). (The OTC ran primarily in the Bayview.)

**Table 7: If yes: “As a result of seeing the ads ....?” [n (% of those who saw ads)]**

	Much more negative	A little more negative	Not changed	A little more positive	Much more positive
.... have your opinions about sugary drinks changed?					
Bayview	19 (15.1)	25 (19.8)	69 (54.8)	9 (7.1)	4 (3.2)
Mission	23 (16.7)	27 (19.6)	70 (50.7)	14 (10.1)	4 (2.9)
<b>Overall</b>	<b>42 (15.9)</b>	<b>52 (19.7)</b>	<b>139 (52.7)</b>	<b>23 (8.7)</b>	<b>8 (3.0)</b>
.... have your opinions about soda companies changed?					
Bayview	21 (16.7)	21 (16.7)	75 (59.5)	7 (5.6)	2 (1.6)
Mission	26 (18.7)	33 (23.7)	74 (53.2)	4 (2.9)	2 (1.4)
<b>Overall</b>	<b>47 (17.7)</b>	<b>54 (20.4)</b>	<b>149 (56.2)</b>	<b>11 (4.2)</b>	<b>4 (1.5)</b>

- 36% of respondents reported that their opinions about sugary drinks became more negative after seeing the ads, while 53% reported no change and 12% reported more positive opinions.
- 38% of respondents reported that their opinions about soda companies became more negative after seeing the ads, while 56% reported no change and 6% reported more positive opinions.

**Table 7b: “As a result of seeing the ads, did you do any of the following things?” [n (% of those who saw ads)]**

	Go to the Open Truth website	Share and/or follow OT materials on social media	Talk to others about the OT ads	Something else
Bayview (n=124)	3 (2.4)	2 (1.6)	34 (27.4)	1 (0.1)
Mission (n=138)	8 (5.7)	6 (4.3)	42 (30.3)	2 (1.4)
<b>Overall (n=262)</b>	<b>11 (4.2)</b>	<b>8 (3.1)</b>	<b>76 (29.0)</b>	<b>3 (1.1)</b>

- 29% of respondents who saw the OTC ads reported talking to others about the ads, as compared to less than 5% each who went to the OTC website, shared and/or followed OTC on social media, or did something else.

**Table 8: “Drinking regular soda (not diet) and other sugary drinks such as energy or sports drinks can increase your risk for cavities, obesity, and diabetes.” [n(%)]**

	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
Saw Ads	178 (68.2)	70 (26.8)	10 (3.8)	3 (1.2)	261 (100)
Did Not See Ads	212 (59.2)	105 (29.3)	30 (8.4)	11 (3.1)	358 (100)
<b>Overall</b>	<b>390 (63.0)</b>	<b>175 (28.3)</b>	<b>40 (6.5)</b>	<b>14 (2.3)</b>	<b>619 (100)</b>

- Overall, 91% of respondents strongly agreed or agreed that drinking regular soda and other sugary drinks such as energy or sports drinks can increase the risk for cavities, obesity, and diabetes.
- Those with some college or college graduates were significantly more likely to agree or strongly agree than those with less than a high school education ( $p=0.02$ ).
- The likelihood of agreeing or strongly agreeing decreased slightly, but significantly, with age ( $p=0.03$ ).
- Respondents who saw the OTC ads were significantly more likely to agree or strongly agree than those who did not see the ads.

**Table 9: “How likely are you to support policies that reduce access to sugary drinks for kids?”**

	Unlikely or Very Unlikely	Neutral	Likely or Very Likely
Saw Ads (n=261)	17%	12%	71%
Did Not See Ads (n=362)	22%	9%	69%
<b>Overall</b>	<b>20%</b>	<b>10%</b>	<b>70%</b>

- Women were significantly more likely to support such policies (75%) than men (65%)( $p=0.02$ ).
- Hispanic/Latinos were significantly more likely to support such policies (74%) compared to African Americans (63%)( $p=0.03$ ).
- There were no significant differences in support by education, weight status, age, or whether respondents had seen the ads.

**Table 10: “How likely are you to support policies that reduce advertising of sugary drinks to kids?”**

	Unlikely or Very Unlikely	Neutral	Likely or Very Likely
Saw Ads (n=260)	15%	16%	69%
Did Not See Ads (n=362)	20%	9%	71%
<b>Overall</b>	<b>18%</b>	<b>12%</b>	<b>70%</b>

- African Americans were less likely to support such policies than White/Non-Hispanics ( $p=0.04$ ), Asian/Pacific Islanders ( $p=0.05$ ), Hispanic/Latinos ( $p=0.01$ ), and Mixed/Multi-ethnic ( $p=0.03$ ). 60% of African American reported being likely or very likely to support such policies, compared with 73% of White/Non-Hispanics, 73% of Asian/Pacific Islanders, and 73% of Hispanic/Latinos.
- Those with postgraduate degrees were significantly more likely to support such policies than those with less than a high school education ( $p=0.02$ ).
- Respondents interviewed in the Mission (75%) were significantly more likely to support such policies than those interviewed in the Bayview (64%)( $p=0.002$ ).
- There were no significant differences in support by gender, weight status, age, or whether respondents had seen the ads.

**Table 11: “How likely are you to support a warning label on sugary drinks about the risk for cavities, obesity and diabetes?”**

	Unlikely or Very Unlikely	Neutral	Likely or Very Likely
Saw Ads (n=261)	8%	5%	86%
Did Not See Ads (n=361)	11%	6%	83%
<b>Overall</b>	<b>10%</b>	<b>6%</b>	<b>84%</b>

- The majority of respondents (84%) reported being likely or very likely to support a warning label on sugary drinks about the risk for cavities, obesity and diabetes.
- Those with some college were significantly more likely to support a label than those with less than a high school education ( $p=0.02$ ), high school graduates ( $p=0.02$ ), and college graduates ( $p=0.03$ ).
- There were no significant differences in support by ethnicity, gender, weight status, age, neighborhood, or whether respondents had seen the ads.

**Table 12. “Do you agree or disagree: Soda companies target youth and communities of color to get them to drink their products.”**

	Agree/ Strongly Agree	Neutral	Disagree/ Strongly Disagree	Don’t Know
Saw Ads (n=261)	71%	11%	16%	2%
Did Not See Ads (n=359)	62%	16%	19%	3%
<b>Overall</b>	<b>66%</b>	<b>14%</b>	<b>18%</b>	<b>3%</b>

- Hispanic/Latinos were significantly less likely to agree with this statement than African Americans ( $p=0.002$ ); 59% of Hispanic/Latinos agreed or strongly agreed with this statement, compared with 71% of African Americans.
- The more education the respondent had, the more likely he/she was to agree with this statement ( $p=0.000$ ).
- Agreement with this statement decreased slightly, but significantly, with increasing age ( $p=0.03$ ).
- Respondents interviewed in the Mission were slightly, but significantly less likely to agree or strongly agree than those interviewed in the Bayview ( $p=0.008$ ); 64% of respondents in the Mission reported agreeing or strongly agreeing with this statement, compared with 68% in the Bayview.
- There was no significant difference between those who saw the ads or did not see the ads.

**Table 13. “How would you describe your opinion of soda companies?”**

	Negative/ Very negative	Neutral	Positive/ Very Positive
Saw Ads (n=258)	58%	29%	13%
Did Not See Ads (n=360)	58%	35%	7%
<b>Overall</b>	<b>58%</b>	<b>32%</b>	<b>10%</b>

- The majority of respondents (58%) had a negative opinion of soda companies.
- There was no significant difference in opinion of soda companies between those who saw the ads and those who did not see the ads.
- White/Non-Hispanic and Hispanic/Latino respondents reported a significantly more negative opinion of soda companies than African Americans ( $p=0.003$  and  $p=0.000$ , respectively).
- Respondents interviewed in the Mission reported a significantly more negative opinion of soda companies than those interviewed in the Bayview ( $p=0.000$ ).

**Table 14. “Do you think prices of sugary drinks in SF have changed this year?” [%]**

	Decreased	No change	Increased	Don’t Know
Saw Ads (n=255)	4%	19%	50%	26%
Did Not See Ads (n=361)	4%	19%	46%	30%
<b>Overall (n=616)</b>	<b>4%</b>	<b>19%</b>	<b>48%</b>	<b>28%</b>

- There was no significant difference in perceptions of sugary drink prices between those who saw the ads and those who did not see the ads.

## Questions about the soda tax

**Table 15. “Thinking back to the election in November 2014. Do you remember if San Francisco had...” [n(%)]**

	Yes	No	Don’t Know	Total
... a limit on the size of sugary drinks at restaurants on the ballot?	140 (22.2)	177 (28.0)	315 (49.8)	632 (100)
... a warning label on sugary drinks on the ballot?	152 (24.1)	214 (33.9)	265 (42.0)	631 (100)
... a soda tax on the ballot?	350 (55.6)	109 (17.3)	170 (27.0)	629 (100)

- Over half (56%) of respondents remembered a soda tax on the ballot, compared to 22% who remembered a limit on the size of sugary drinks and 24% who remembered a warning label on sugary drinks on the ballot. The soda tax was on the ballot, whereas a limit on the size of sugary drinks at restaurants and a warning label on sugary drinks were not.

**Table 16. “How did you vote on Measure E, the soda tax?” [n(%)]**

	Yes	No	Didn’t Vote	Neither/ Abstained	Don’t want to say	Forgot	Total
Bayview	46 (18.5)	60 (24.1)	85 (34.1)	9 (3.6)	4 (1.6)	45 (18.1)	249 (100)
Mission	74 (19.6)	49 (13.0)	175 (46.4)	6 (1.6)	15 (4.0)	58 (15.4)	377 (100)
<b>Overall</b>	<b>120 (19.2)</b>	<b>109 (17.4)</b>	<b>260 (41.5)</b>	<b>15 (2.4)</b>	<b>19 (3.0)</b>	<b>103 (16.5)</b>	<b>626 (100)</b>

- Among those who reported how they voted in the fall of 2014, 43% of those interviewed in the Bayview reported voting Yes on Measure E, compared to 60% of those interviewed in the Mission.
- African Americans were significantly less likely to report voting Yes on Measure E as compared to White/Non Hispanics, Asian/Pacific Islanders, and Hispanic/Latinos.
- Respondents with a post-grad/professional degree were significantly more likely to report voting Yes on Measure E compared to people with high school/GED, some college, or a college degree.

**Table 17. “As a result of the soda tax campaigns, did you make any changes to what you drink? [n(%)]**

	Yes	No	Total
Bayview	66 (27.0)	178 (73.0)	244 (100)
Mission	95 (25.2)	282 (74.8)	377 (100)
<b>Overall</b>	<b>161 (25.9)</b>	<b>460 (74.1)</b>	<b>621 (100)</b>

**Table 17b. “If yes, have you changed how often you drink sugary beverages?” [n (%) ]\***

	Yes, less often	Yes, more often	No
Bayview (n=62)	51 (82.3)	5 (8.1)	6 (9.7)
Mission (n=90)	71 (78.9)	10 (11.1)	9 (10.0)
<b>Overall</b>	<b>122 (80.3)</b>	<b>15 (9.9)</b>	<b>15 (9.9)</b>

*\*Among those who reported changes*

**Table 17c. “If yes, do you buy different sizes of sugary drinks now? [n (%) ]\***

	Yes, smaller	Yes, larger	No
Bayview (n=63)	27 (42.9)	4 (6.3)	32 (50.8)
Mission (n=90)	40 (44.4)	5 (5.6)	45 (50.0)
<b>Overall</b>	<b>67 (43.8)</b>	<b>9 (5.9)</b>	<b>77 (50.3)</b>

*\*Among those who reported changes*

- More than a quarter (26%) of respondents reported making changes as a result of the soda tax campaign. Of those who reported making changes, 80% reported that, as a result of the soda tax campaign, they drink sugary beverages less often and 44% reported that they buy smaller sizes of sugary drinks.
- There were no significant differences by neighborhood in changes reported.

## SUMMARY OF FINDINGS AND RECOMMENDATIONS

**San Francisco residents' consumption of SSBs remains above recommended levels.** Just over 40% of survey respondents reported drinking at least 1 SSB per day. Consumption differed by race, with African Americans reporting the highest consumption – an average of nearly 2 SSBs per day. Soda and fruit drinks are the most common SSBs consumed daily. **Continued efforts to reduce SSB consumption are still needed.**

**The Open Truth Campaign had good visibility in the Bayview neighborhood.** Just over half of respondents who were interviewed in the Bayview, where ads were primarily concentrated, reported seeing an ad, compared with one-third of respondents in the Mission, where ads were not permanently displayed. Ads displayed on public transportation likely helped increase viewership in both neighborhoods.

**Respondents appeared amenable to the OTC messages and supportive of SSB-related policy change.** The overwhelming majority of respondents agreed that there are health risks associated with drinking SSBs. Most respondents were likely to support a warning label on SSBs and were also likely to support policies reducing access to and advertising of SSBs. Just over half of respondents had a negative opinion of soda companies. **Future campaign messaging should capitalize on current public opinion and potential support for SSB-reducing policies.**

**Correlations between exposure to the OTC campaign and opinions about/consumption of SSBs and support for policies/future ballot measures were not consistent.** While seeing an OTC ad was positively associated with agreement about the health risks of drinking SSBs, seeing an ad was not correlated with current levels of SSB consumption, current opinions of soda companies, support for policies about SSBs, or how respondents had voted on Measure E (prior to the OTC). Of respondents who saw an ad, 36% reported that their opinions about sugary drinks became more negative after seeing the ad, 38% reported that their opinions about soda companies became more negative, and 29% talked with others about the ad. **Additional work may be needed to ensure that OTC campaign messaging is understood and presented to promote maximum effectiveness.**

**Opinions and support for SSB-related policies differed by race/ethnicity.** African American respondents reported being less likely to support policies that reduce access to and advertising of SSBs, had a less negative opinion of soda companies, and were less likely to vote Yes on Measure E than Hispanic/Latino respondents. Hispanic/Latinos were less likely than African Americans to agree that soda companies target youth and communities of color. **Future campaign messaging should be tailored and field-tested to address values, beliefs and perceptions of varying racial/ethnic groups.**



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## APPENDIX A: Open Truth Advertisements



## APPENDIX B: Open Truth Campaign Survey

Survey code: \_\_\_\_\_ Interviewer id: \_\_\_\_\_ San Francisco Intercept Interview Survey

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Intersection: \_\_\_\_\_

1. Do you live in San Francisco? ☐ Yes ☐ No → [Not eligible; thanks] | 3. What is your zip code? \_\_\_\_\_
2. What is your age? \_\_\_\_\_ [under 18=not eligible; thanks]

4. How often do you drink?	times/day	times/week	times/month	never	other [ask times]
Regular soda (not diet) – like Coke or Sprite					
Diet soda – like Coke Zero or Diet Pepsi					
Energy drinks – like Red Bull					
Sports drinks – like Gatorade					
Fruit drinks like lemonade or fruit punch (don't include 100% juice)					
Sweetened coffee or tea – like Arizona iced tea or bottled Frappuccino					
Water (unsweetened) – bottled or tap					

5. **Do you strongly agree, agree, disagree or strongly disagree?** Drinking regular soda (not diet) and other sugary drinks such as energy or sports drinks can increase your risk for cavities, obesity, and diabetes.  
☐ Strongly agree ☐ Agree ☐ Disagree ☐ Strongly disagree
6. **How likely are you to support:**  
 a. Policies that reduce access to sugary drinks for kids? (not likely) 1.....2.....3.....4.....5 (very likely)  
 b. Policies that reduce advertising of sugary drinks to kids? (not likely) 1.....2.....3.....4.....5 (very likely)  
 c. A warning label on sugary drinks about the risk for cavities, obesity and diabetes? (not) 1.....2.....3.....4.....5 (very likely)
7. **Do you agree or disagree:** Soda companies target youth and communities of color to get them to drink their products.  
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree (☐ don't know)
8. How would you describe your opinion of soda companies? ☐ Very negative ☐ Negative ☐ Neutral ☐ Positive ☐ Very positive
9. Do you think prices of sugary drinks in San Francisco have changed this year?  
☐ Decreased a lot ☐ Decreased a little ☐ No change ☐ Increased a little ☐ Increased a lot (☐ don't know)
10. Thinking back to the election in November. Do you remember if San Francisco had...  
 a. ...a limit on the size of sugary drinks at restaurants on the ballot? ☐ Yes ☐ No (☐ don't know)  
 b. ...a warning label on sugary drinks on the ballot? ☐ Yes ☐ No (☐ don't know)  
 c. ...a soda tax on the ballot? ☐ Yes ☐ No (☐ don't know)
11. If you feel comfortable sharing... if you voted in this past election, how did you vote on measure E, the soda tax?  
☐ Yes/for ☐ No/against ☐ Didn't vote ☐ Neither/abstained ☐ Don't want to say ☐ Forgot
12. As a result of the soda tax campaigns, did you make any changes to what you drink? ☐ Yes ☐ No **If no, skip to 13.**  
 a. Have you changed how often you drink sugary drinks? ☐ Yes ☐ No **If yes →** ☐ More often ☐ less often  
 b. Do you buy different sizes of sugary drinks now? ☐ Yes ☐ No **If yes →** ☐ Smaller ☐ larger  
 c. Did you replace sugary drinks with something else? If so, with what? \_\_\_\_\_ what did you drink before? \_\_\_\_\_

**Public Education Campaign Awareness**

13. In the past 2 months, have you seen one of these ads [show Open Truth ad]: ☐ Yes ☐ No **If no, skip to 17**
14. [if yes] As a result of seeing the ads, have your opinions about sugary drinks changed?  
☐ Much more negative ☐ A little more negative ☐ Not changed ☐ A little more positive ☐ Much more positive
15. As a result of seeing the ads, have your opinions about soda companies changed?  
☐ Much more negative ☐ A little more negative ☐ Not changed ☐ A little more positive ☐ Much more positive
16. As a result of seeing the ads, did you do any of the following things? ☐ Go to the Open Truth website  
☐ Share and/or follow OT materials on social media ☐ Talk to others about the OT ads ☐ Something else: \_\_\_\_\_
17. Which race/ethnicity do you identify with? (Check only one) ☐ Obs
- |   |   |  |
|---|---|--|
| <input type="checkbox"/> African American/Black | <input type="checkbox"/> Asian/Pacific Islander         | <input type="checkbox"/> Hispanic/Latino   |
| <input type="checkbox"/> White/Non-Hispanic     | <input type="checkbox"/> Native American/Alaskan Native | <input type="checkbox"/> Mixed/Multiethnic |
18. What best describes your education? (Check only one)
- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Completed less than high school | <input type="checkbox"/> High school/GED  | <input type="checkbox"/> Some college (community college/trade school) |
| <input type="checkbox"/> College graduate                | <input type="checkbox"/> Postgraduate/professional degrees (e.g., Master's, PhD etc.) |  |

Observation: Sex: ☐ Female ☐ Male ☐ Other WS: ☐ Uw/Normal ☐ Ow/Ob ☐ Prg Survey: ☐ Unreliable ☐ Ineligible

## APPENDIX C: Additional Tables

**Table 2a: Surveys by neighborhood [n(%)]**

	Bayview	Mission
<b>Sex</b>		
Male	114 (43.0)	151 (57.0)
Female	124 (35.6)	224 (64.4)
Other	2 (66.7)	1 (33.3)
<b>Age category</b>		
18-29	34 (30.9)	76 (69.1)
30-39	57 (37.0)	97 (63.0)
40-49	46 (42.6)	62 (57.4)
50-59	63 (48.1)	68 (51.9)
≥60	51 (38.4)	82 (61.7)
<b>Race/ethnicity</b>		
African American	143 (85.1)	25 (14.9)
White/Non-Hispanic	31 (28.4)	78 (71.6)
Asian/Pacific Islander	17 (41.5)	24 (58.5)
Native American/Alaskan Native	2 (20.0)	8 (80.0)
Hispanic/Latino	37 (14.1)	226 (85.9)
Mixed/Multiethnic	20 (51.3)	19 (48.7)
<b>Education level</b>		
< High School	25 (22.9)	84 (77.1)
High school/GED	52 (35.9)	93 (64.1)
Some college	87 (50.9)	84 (49.1)
College graduate	59 (43.7)	76 (56.3)
Post-grad/Prof degree	20 (31.8)	43 (68.3)
<b>Weight status</b>		
Underweight/Normal	135 (39.8)	204 (60.2)
Overweight/Obese	99 (37.1)	168 (62.9)
Pregnant	2 (50.0)	2 (50.0)
<b>Total</b>	<b>252 (39.4)</b>	<b>387 (60.6)</b>

**Table 4a: Ineligibles**

	Number (%)
Not an SF resident	42
Under age 18	4
Unreliable*	18
<b>Total</b>	<b>64 (100)</b>

\* Intoxicated, not intelligible, or other reason.

Table 5a: Sugar-sweetened beverage consumption [n(%)]

	Never	Rarely (1-3 per month)	Sometimes (1-6 per week)	Frequently (>1 per day)
<b>Sex</b>				
Male	30 (11.3)	26 (9.8)	93 (35.1)	116 (43.8)
Female	56 (16.1)	31 (8.9)	127 (36.5)	134 (38.5)
<b>Age category</b>				
18-29	8 (7.3)	11 (10.0)	47 (42.7)	44 (40.0)
30-39	17 (11.0)	14 (9.1)	61 (39.6)	62 (40.3)
40-49	13 (12.0)	13 (12.0)	31 (28.7)	51 (47.2)
50-59	21 (16.0)	6 (4.6)	47 (35.9)	57 (43.5)
≥60	34 (25.6)	15 (11.3)	40 (30.1)	44 (33.1)
<b>Race/ethnicity</b>				
African American	20 (11.9)	15 (8.9)	45 (26.8)	88 (52.4)
White/Non-Hispanic	30 (27.5)	16 (14.7)	38 (34.9)	25 (22.9)
Asian/Pacific Islander	7 (17.1)	5 (12.2)	16 (39.0)	13 (31.7)
Native American/Alaskan Native	2 (20.0)	1 (10.0)	4 (40.0)	3 (30.0)
Hispanic/Latino	26 (9.9)	20 (7.6)	109 (41.4)	108 (41.1)
Mixed/Multiethnic	6 (15.4)	2 (5.1)	12 (30.8)	19 (48.7)
<b>Education level</b>				
< High School	11 (10.1)	9 (8.3)	44 (40.4)	45 (41.3)
High school/GED	12 (8.3)	12 (8.3)	50 (34.5)	71 (49.0)
Some college	16 (9.4)	15 (8.8)	59 (34.5)	81 (47.4)
College graduate	30 (22.2)	13 (9.6)	50 (37.0)	42 (31.1)
Post-grad/Prof degree	21 (33.3)	10 (15.9)	18 (28.6)	14 (22.2)
<b>Weight status</b>				
Underweight/Normal	54 (15.9)	35 (10.3)	115 (33.9)	135 (39.8)
Overweight/Obese	30 (11.2)	21 (7.9)	104 (39.0)	112 (42.0)
<b>Neighborhood of residence</b>				
Bayview/Hunter's Point	26 (12.1)	19 (8.8)	73 (34.0)	97 (45.1)
Mission/Bernal	38 (16.3)	19 (8.2)	90 (38.6)	86 (36.9)
Other	30 (15.7)	22 (11.5)	63 (33.0)	76 (39.8)
<b>Total</b>	<b>94 (14.7)</b>	<b>60 (9.4)</b>	<b>226 (35.4)</b>	<b>259 (40.5)</b>

**Table 6a: “In the past 2 months, have you seen one of these ads?”**  
**[Participants were shown one of the Open Truth ads] [n(%)]**

	Yes	No
<b>Sex</b>		
Male	117 (45.2)	142 (54.8)
Female	134 (39.4)	206 (60.6)
<b>Age category</b>		
18-29	54 (49.5)	55 (50.5)
30-39	61 (39.9)	92 (60.1)
40-49	46 (43.4)	60 (56.6)
50-59	45 (36.3)	79 (63.7)
≥60	56 (43.1)	74 (56.9)
<b>Race/ethnicity</b>		
African American	85 (52.8)	76 (47.2)
White/Non-Hispanic	43 (40.6)	63 (59.4)
Asian/Pacific Islander	16 (39.0)	25 (61.0)
Native American/Alaskan Native	3 (30.0)	7 (70.0)
Hispanic/Latino	99 (37.9)	162 (62.1)
Mixed/Multiethnic	13 (33.3)	26 (66.7)
<b>Education level</b>		
< High School	37 (33.9)	72 (66.1)
High school/GED	56 (38.9)	88 (61.1)
Some college	78 (46.2)	91 (53.9)
College graduate	64 (48.9)	67 (51.2)
Post-grad/Prof degree	22 (35.5)	40 (64.5)
<b>Weight status</b>		
Underweight/Normal	137 (41.5)	193 (58.5)
Overweight/Obese	110 (41.8)	153 (58.2)
<b>Neighborhood of residence</b>		
Bayview/Hunter’s Point	102 (49.3)	105 (50.7)
Mission/Bernal	79 (34.1)	153 (66.0)
Other	81 (43.8)	104 (56.2)
<b>Total</b>	<b>262 (42.0)</b>	<b>362 (58.0)</b>



**Table 7c: If yes: “As a result of seeing the ads, have your opinions about sugary drinks changed? [n(%)]**

	Much more negative	A little more negative	Not changed	A little more positive	Much more positive
<b>Sex</b>					
Male	20 (17.2)	20 (17.2)	67 (57.8)	5 (4.3)	4 (3.5)
Female	22 (16.1)	30 (21.9)	65 (47.5)	17 (12.4)	3 (2.2)
<b>Age category</b>					
18-29	8 (14.6)	11 (20.0)	28 (50.9)	7 (12.7)	1 (1.8)
30-39	9 (14.8)	12 (19.7)	33 (54.1)	7 (11.5)	0 (0.0)
40-49	10 (22.2)	8 (17.8)	21 (46.7)	2 (4.4)	4 (8.9)
50-59	5 (10.8)	9 (19.6)	26 (56.5)	3 (6.5)	3 (6.5)
≥60	10 (17.5)	12 (21.1)	31 (54.4)	4 (7.0)	0 (0.0)
<b>Race/ethnicity</b>					
African American	9 (10.3)	17 (19.5)	49 (56.3)	9 (10.3)	3 (3.5)
White/Non-Hispanic	3 (6.8)	2 (4.6)	38 (86.4)	1 (2.3)	0 (0.0)
Asian/Pacific Islander	4 (25.0)	4 (25.0)	7 (43.8)	1 (6.3)	0 (0.0)
Native American/Alaskan Native	1 (33.3)	1 (33.3)	1 (33.3)	0 (0.0)	0 (0.0)
Hispanic/Latino	21 (21.4)	26 (26.5)	35 (35.7)	12 (12.2)	4 (4.1)
Mixed/Multiethnic	4 (30.8)	1 (7.7)	7 (53.9)	0 (0.0)	1 (7.7)
<b>Education level</b>					
< High School	9 (25.7)	9 (25.7)	11 (31.4)	4 (11.4)	2 (5.7)
High school/GED	9 (16.7)	15 (27.8)	24 (44.4)	4 (7.4)	2 (3.7)
Some college	9 (11.4)	16 (20.3)	41 (51.9)	10 (12.7)	3 (3.8)
College graduate	10 (14.9)	8 (11.9)	44 (65.7)	5 (7.5)	0 (0.0)
Post-grad/Prof degree	3 (12.5)	2 (8.3)	18 (75.0)	0 (0.0)	1 (4.2)
<b>Weight status</b>					
Underweight/Normal	22 (15.9)	26 (18.8)	75 (54.4)	12 (8.7)	3 (2.2)
Overweight/Obese	19 (17.3)	23 (20.9)	53 (48.2)	11 (10.0)	4 (3.6)
<b>Neighborhood of residence</b>					
Bayview/Hunter’s Point	15 (14.6)	21 (20.4)	57 (55.3)	5 (4.9)	5 (4.9)
Mission/Bernal	14 (17.7)	13 (16.5)	38 (48.1)	11 (13.9)	3 (3.8)
Other	13 (15.8)	18 (22.0)	44 (53.7)	7 (8.5)	0 (0.0)
<b>Total</b>	<b>42 (15.9)</b>	<b>52 (19.7)</b>	<b>139 (52.7)</b>	<b>23 (8.7)</b>	<b>8 (3.0)</b>

**Table 7d: If yes: “As a result of seeing the ads, have your opinions about soda companies changed? [n(%)]**

	Much more negative	A little more negative	Not changed	A little more positive	Much more positive
<b>Sex</b>					
Male	20 (17.1)	19 (16.2)	69 (59.0)	6 (5.1)	3 (2.6)
Female	25 (18.3)	33 (24.1)	73 (53.3)	5 (3.7)	1 (0.7)
<b>Age category</b>					
18-29	9 (16.4)	8 (14.6)	33 (60.0)	4 (7.3)	1 (1.8)
30-39	10 (16.4)	14 (23.0)	35 (57.4)	2 (3.3)	0 (0.0)
40-49	11 (24.4)	9 (20.0)	22 (48.9)	1 (2.2)	2 (4.4)
50-59	6 (13.0)	13 (28.3)	25 (54.4)	1 (2.2)	1 (2.2)
≥60	11 (19.0)	10 (17.2)	34 (58.6)	3 (5.2)	0 (0.0)
<b>Race/ethnicity</b>					
African American	13 (15.0)	12 (13.8)	55 (63.2)	5 (5.8)	2 (2.3)
White/Non-Hispanic	4 (9.1)	4 (9.1)	34 (77.3)	1 (2.3)	1 (2.3)
Asian/Pacific Islander	2 (12.5)	3 (18.8)	10 (62.5)	1 (6.3)	0 (0.0)
Native American/Alaskan Native	1 (33.3)	0 (0.0)	2 (66.7)	0 (0.0)	0 (0.0)
Hispanic/Latino	24 (24.2)	31 (31.3)	40 (40.4)	4 (4.0)	0 (0.0)
Mixed/Multiethnic	3 (23.1)	3 (23.1)	6 (46.2)	0 (0.0)	1 (7.7)
<b>Education level</b>					
< High School	10 (27.8)	13 (36.1)	13 (36.1)	0 (0.0)	0 (0.0)
High school/GED	10 (18.5)	13 (24.1)	26 (48.2)	4 (7.4)	1 (1.9)
Some college	15 (19.0)	12 (15.2)	44 (55.7)	5 (6.3)	3 (3.8)
College graduate	7 (10.5)	11 (16.4)	47 (70.2)	2 (3.0)	0 (0.0)
Post-grad/Prof degree	3 (12.5)	3 (12.5)	18 (75.0)	0 (0.0)	0 (0.0)
<b>Weight status</b>					
Underweight/Normal	27 (19.6)	22 (15.9)	76 (55.1)	9 (6.5)	4 (2.9)
Overweight/Obese	18 (16.2)	29 (26.1)	62 (55.9)	2 (1.8)	0 (0.0)
<b>Neighborhood of residence</b>					
Bayview/Hunter’s Point	16 (15.5)	15 (14.6)	66 (64.1)	5 (4.9)	1 (1.0)
Mission/Bernal	17 (21.3)	20 (25.0)	39 (48.8)	2 (2.5)	2 (2.5)
Other	14 (17.1)	19 (23.2)	44 (53.7)	4 (4.9)	1 (1.2)
<b>Total</b>	<b>47 (17.7)</b>	<b>54 (20.4)</b>	<b>149 (56.2)</b>	<b>11 (4.2)</b>	<b>4 (1.5)</b>

**Table 7e: “As a result of seeing the ads, did you do any of the following things? [n]**

	Go to the Open Truth website	Share and/ or follow OT materials on social media	Talk to others about the ads	Something else**
<b>Sex</b>				
Male	3	3	28	2
Female	8	5	45	0
<b>Age category</b>				
18-29	3	3	8	0
30-39	3	1	16	1
40-49	0	0	15	1
50-59	3	2	18	0
≥60	2	2	19	1
<b>Race/ethnicity</b>				
African American	3	3	22	0
White/Non-Hispanic	1	0	12	2
Asian/Pacific Islander	0	0	4	0
Native American/Alaskan Native	0	0	0	0
Hispanic/Latino	7	4	35	0
Mixed/Multiethnic	0	1	2	1
<b>Education level</b>				
< High School	2	0	11	0
High school/GED	4	3	11	0
Some college	1	2	21	2
College graduate	4	2	25	1
Post-grad/Prof degree	0	1	6	0
<b>Weight status</b>				
Underweight/Normal	3	5	38	2
Overweight/Obese	8	3	34	0
<b>Neighborhood of residence</b>				
Bayview/Hunter’s Point	3	2	30	0
Mission/Bernal	4	1	29	1
Other	4	5	17	2
<b>Total</b>	<b>11</b>	<b>8</b>	<b>76</b>	<b>3</b>

\*\* Includes “Brushed teeth,” “Talked about sugary drinks and taxing,” and “Wrote it down.”

**Table 8: “Drinking regular soda (not diet) and other sugary drinks such as energy or sports drinks can increase your risk for cavities, obesity, and diabetes.” [n(%)]**

	Strongly Agree	Agree	Disagree	Strongly Disagree
<b>Sex</b>				
Male	167 (63.7)	75 (28.6)	14 (5.3)	6 (2.3)
Female	216 (62.6)	98 (28.4)	23 (6.7)	8 (2.3)
<b>Age category</b>				
18-29	82 (74.6)	26 (23.6)	1 (0.9)	1 (0.9)
30-39	101 (66.0)	37 (24.2)	10 (6.5)	5 (3.3)
40-49	63 (60.6)	29 (27.9)	11 (10.6)	1 (1.0)
50-59	79 (60.3)	42 (32.1)	7 (5.3)	3 (2.3)
≥60	71 (53.8)	45 (34.1)	12 (9.1)	4 (3.0)
<b>Race/ethnicity</b>				
African American	107 (64.5)	48 (29.8)	6 (3.6)	5 (3.0)
White/Non-Hispanic	89 (82.4)	17 (15.7)	0 (0.0)	2 (1.9)
Asian/Pacific Islander	29 (70.7)	8 (19.5)	4 (9.8)	0 (0.0)
Native American/Alaskan Native	8 (80.0)	1 (10.0)	1 (10.0)	0 (0.0)
Hispanic/Latino	133 (51.2)	94 (36.2)	27 (10.4)	6 (2.3)
Mixed/Multiethnic	29 (74.4)	9 (23.1)	0 (0.0)	1 (2.6)
<b>Education level</b>				
< High School	40 (37.0)	52 (48.2)	14 (13.0)	2 (1.9)
High school/GED	79 (55.2)	47 (32.9)	13 (9.1)	4 (2.8)
Some college	113 (66.5)	47 (27.7)	4 (2.4)	6 (3.5)
College graduate	107 (79.3)	22 (16.3)	5 (3.7)	1 (0.7)
Post-grad/Prof degree	51 (82.3)	7 (11.3)	3 (4.8)	1 (1.6)
<b>Weight status</b>				
Underweight/Normal	224 (66.9)	83 (24.8)	18 (5.4)	10 (3.0)
Overweight/Obese	155 (58.5)	87 (32.8)	19 (7.2)	4 (1.5)
<b>Neighborhood of residence</b>				
Bayview/Hunter’s Point	135 (63.1)	61 (28.5)	10 (4.7)	8 (3.7)
Mission/Bernal	140 (60.6)	70 (30.3)	19 (8.2)	2 (0.9)
Other	123 (65.8)	48 (25.7)	12 (6.4)	4 (2.1)
<b>Total</b>	<b>398 (63.0)</b>	<b>179 (28.3)</b>	<b>41 (6.5)</b>	<b>14 (2.2)</b>

**Table 9a: “How likely are you to support policies that reduce access to sugary drinks for kids?” [n(%)]**

	Not Likely 1	2	3	4	Very Likely 5
<b>Sex</b>					
Male	48 (18.2)	11 (4.2)	34 (12.9)	37 (14.0)	134 (50.8)
Female	52 (15.0)	8 (2.3)	28 (8.1)	37 (10.7)	221 (63.9)
<b>Age category</b>					
18-29	7 (6.4)	7 (6.4)	17 (15.5)	23 (20.9)	56 (50.9)
30-39	24 (15.6)	2 (1.3)	16 (10.4)	22 (14.3)	90 (58.4)
40-49	22 (20.8)	6 (5.7)	9 (8.5)	9 (8.5)	60 (56.6)
50-59	23 (17.7)	1 (0.8)	11 (8.5)	11 (8.5)	84 (64.6)
≥60	27 (20.3)	4 (3.0)	13 (9.8)	9 (6.8)	80 (60.2)
<b>Race/ethnicity</b>					
African American	32 (19.3)	6 (3.6)	24 (14.5)	17 (10.2)	87 (52.4)
White/Non-Hispanic	20 (18.4)	4 (3.7)	13 (11.9)	19 (17.4)	53 (48.6)
Asian/Pacific Islander	4 (9.8)	5 (12.2)	3 (7.3)	6 (14.6)	23 (56.1)
Native American/Alaskan Native	2 (20.0)	0 (0.0)	2 (20.0)	1 (10.0)	5 (50.0)
Hispanic/Latino	40 (15.3)	6 (2.3)	22 (8.4)	25 (9.5)	169 (64.5)
Mixed/Multiethnic	5 (12.8)	0 (0.0)	2 (5.2)	4 (10.3)	28 (71.8)
<b>Education level</b>					
< High School	21 (19.3)	3 (2.8)	5 (4.6)	8 (7.3)	72 (66.1)
High school/GED	29 (20.0)	5 (3.5)	20 (13.8)	12 (8.3)	79 (54.5)
Some college	22 (12.9)	6 (3.5)	19 (11.1)	27 (15.8)	97 (56.7)
College graduate	24 (17.8)	2 (1.5)	16 (11.9)	13 (9.6)	80 (59.3)
Post-grad/Prof degree	7 (11.3)	4 (6.5)	4 (6.5)	12 (19.4)	35 (56.5)
<b>Weight status</b>					
Underweight/Normal	54 (16.1)	10 (3.0)	39 (11.6)	44 (13.1)	189 (56.3)
Overweight/Obese	47 (17.6)	8 (3.0)	23 (8.6)	30 (11.2)	159 (59.6)
<b>Neighborhood of residence</b>					
Bayview/Hunter’s Point	43 (20.1)	8 (3.7)	23 (10.8)	26 (12.2)	114 (53.3)
Mission/Bernal	40 (17.2)	4 (1.7)	18 (7.8)	24 (10.3)	146 (62.9)
Other	20 (10.6)	9 (4.8)	26 (13.8)	24 (12.7)	110 (58.2)
<b>Total</b>	<b>103 (16.2)</b>	<b>21 (3.3)</b>	<b>67 (10.6)</b>	<b>74 (11.7)</b>	<b>370 (58.3)</b>

**Table 10a: “How likely are you to support policies that reduce advertising of sugary drinks to kids?” [n(%)]**

	Not Likely				Very Likely
	1	2	3	4	5
<b>Sex</b>					
Male	43 (16.4)	12 (4.6)	31 (11.8)	35 (13.3)	142 (54.0)
Female	47 (13.6)	6 (1.7)	38 (11.0)	39 (11.3)	215 (62.3)
<b>Age category</b>					
18-29	9 (8.2)	3 (2.7)	19 (17.3)	26 (23.6)	53 (48.2)
30-39	19 (12.3)	2 (1.3)	22 (14.3)	16 (10.4)	95 (61.7)
40-49	20 (19.1)	5 (4.8)	7 (6.7)	10 (9.5)	63 (60.0)
50-59	22 (16.9)	4 (3.1)	13 (10.0)	14 (10.8)	77 (59.2)
≥60	22 (16.7)	5 (3.8)	14 (10.6)	7 (5.3)	84 (63.6)
<b>Race/ethnicity</b>					
African American	33 (19.9)	6 (3.6)	27 (16.3)	19 (11.5)	81 (48.8)
White/Non-Hispanic	14 (12.8)	3 (2.8)	12 (11.0)	17 (15.6)	63 (57.8)
Asian/Pacific Islander	3 (7.3)	2 (4.9)	6 (14.6)	4 (9.8)	26 (63.4)
Native American/Alaskan Native	2 (20.0)	0 (0.0)	0 (0.0)	2 (20.0)	6 (60.0)
Hispanic/Latino	37 (14.2)	6 (2.3)	27 (10.3)	28 (10.7)	163 (62.5)
Mixed/Multiethnic	4 (10.3)	2 (5.1)	2 (5.1)	4 (10.3)	27 (69.2)
<b>Education level</b>					
< High School	19 (17.6)	3 (2.8)	13 (12.0)	7 (6.5)	66 (61.1)
High school/GED	24 (16.6)	5 (3.5)	18 (12.4)	22 (15.2)	76 (52.4)
Some college	26 (15.2)	7 (4.1)	20 (11.7)	28 (16.4)	90 (52.6)
College graduate	20 (14.8)	3 (2.2)	16 (11.9)	11 (8.2)	85 (63.0)
Post-grad/Prof degree	4 (6.5)	0 (0.0)	7 (11.3)	5 (8.1)	46 (74.2)
<b>Weight status</b>					
Underweight/Normal	45 (13.4)	12 (3.6)	42 (12.5)	48 (14.3)	188 (56.1)
Overweight/Obese	45 (16.9)	6 (2.3)	28 (10.5)	25 (9.4)	162 (60.9)
<b>Neighborhood of residence</b>					
Bayview/Hunter’s Point	42 (19.6)	8 (3.7)	27 (12.6)	27 (12.6)	110 (51.4)
Mission/Bernal	27 (11.7)	5 (2.2)	17 (7.4)	27 (11.7)	154 (67.0)
Other	24 (12.7)	6 (3.2)	31 (16.4)	20 (10.6)	108 (57.1)
<b>Total</b>	<b>93 (14.7)</b>	<b>19 (3.0)</b>	<b>75 (11.9)</b>	<b>74 (11.7)</b>	<b>372 (58.8)</b>



**Table 11a: "How likely are you to support a warning label on sugary drinks about the risk for cavities, obesity, and diabetes?" [n(%)]**

	Not Likely 1	2	3	4	Very Likely 5
<b>Sex</b>					
Male	18 (6.9)	10 (3.8)	14 (5.3)	33 (12.6)	187 (71.4)
Female	22 (6.4)	7 (2.0)	21 (6.1)	30 (8.7)	266 (76.9)
<b>Age category</b>					
18-29	5 (4.6)	1 (0.9)	12 (10.9)	17 (15.5)	75 (68.2)
30-39	12 (7.8)	3 (2.0)	10 (6.5)	21 (13.6)	108 (70.1)
40-49	8 (7.7)	3 (2.9)	5 (4.8)	9 (8.7)	79 (76.0)
50-59	10 (7.7)	6 (4.6)	3 (2.3)	9 (6.9)	102 (78.5)
≥60	10 (7.5)	4 (3.0)	7 (5.3)	7 (5.3)	105 (79.0)
<b>Race/ethnicity</b>					
African American	14 (8.4)	6 (3.6)	7 (4.2)	14 (8.4)	125 (75.3)
White/Non-Hispanic	6 (5.6)	4 (3.7)	10 (9.3)	19 (17.6)	69 (63.9)
Asian/Pacific Islander	1 (2.4)	1 (2.4)	3 (7.3)	6 (14.6)	30 (73.2)
Native American/Alaskan Native	0 (0.0)	0 (0.0)	0 (0.0)	2 (20.0)	8 (80.0)
Hispanic/Latino	23 (8.8)	6 (2.3)	12 (4.6)	18 (6.9)	203 (77.5)
Mixed/Multiethnic	1 (2.6)	0 (0.0)	4 (10.3)	3 (7.7)	31 (79.5)
<b>Education level</b>					
< High School	13 (11.9)	3 (2.8)	5 (4.6)	7 (6.4)	81 (74.3)
High school/GED	13 (9.0)	5 (3.5)	9 (6.3)	15 (10.4)	102 (70.8)
Some college	6 (3.5)	2 (1.1)	11 (6.4)	15 (8.8)	137 (80.1)
College graduate	12 (8.9)	5 (3.7)	9 (6.7)	12 (8.9)	97 (71.9)
Post-grad/Prof degree	1 (1.6)	1 (1.6)	3 (4.8)	14 (22.6)	43 (69.4)
<b>Weight status</b>					
Underweight/Normal	21 (6.3)	10 (3.0)	20 (6.0)	45 (13.5)	238 (71.3)
Overweight/Obese	20 (7.5)	7 (2.6)	16 (6.0)	18 (6.7)	206 (77.2)
<b>Neighborhood of residence</b>					
Bayview/Hunter's Point	17 (7.9)	6 (2.8)	11 (5.1)	19 (8.9)	161 (75.2)
Mission/Bernal	18 (7.8)	2 (0.9)	14 (6.1)	18 (7.8)	179 (77.5)
Other	10 (5.3)	9 (4.8)	12 (6.4)	26 (13.8)	131 (69.7)
<b>Total</b>	<b>45 (7.1)</b>	<b>17 (2.7)</b>	<b>37 (5.9)</b>	<b>63 (10.0)</b>	<b>471 (74.4)</b>

**Table 12a. “Do you agree or disagree: Soda companies target youth and communities of color to get them to drink their products.” [n(%)]**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
<b>Sex</b>						
Male	112 (43.1)	56 (21.5)	40 (15.4)	24 (9.2)	17 (6.5)	11 (4.2)
Female	144 (41.7)	86 (24.9)	45 (13.0)	45 (13.0)	19 (5.5)	6 (1.7)
<b>Age category</b>						
18-29	44 (40.4)	33 (30.3)	18 (16.5)	6 (5.5)	3 (2.8)	5 (4.6)
30-39	67 (44.1)	34 (22.4)	19 (12.5)	19 (12.5)	10 (6.6)	3 (2.0)
40-49	49 (46.7)	25 (23.8)	14 (13.3)	12 (11.4)	4 (3.8)	1 (1.0)
50-59	59 (45.7)	30 (23.3)	14 (10.9)	17 (13.2)	5 (3.9)	4 (3.1)
≥60	46 (34.6)	27 (20.3)	22 (16.5)	19 (14.3)	15 (11.3)	4 (3.0)
<b>Race/ethnicity</b>						
African American	87 (52.4)	31 (18.7)	19 (11.5)	16 (9.6)	8 (4.8)	5 (3.0)
White/Non-Hispanic	45 (42.1)	28 (26.2)	19 (17.8)	6 (5.6)	3 (2.8)	6 (5.6)
Asian/Pacific Islander	20 (48.8)	7 (17.1)	7 (17.1)	3 (7.3)	2 (4.9)	2 (4.9)
Native American/Alaskan Native	5 (50.0)	3 (30.0)	2 (20.0)	0 (0.0)	0 (0.0)	0 (0.0)
Hispanic/Latino	81 (31.0)	74 (28.4)	34 (13.0)	47 (18.0)	22 (8.4)	3 (1.2)
Mixed/Multiethnic	25 (64.1)	4 (10.3)	7 (18.0)	0 (0.0)	2 (5.1)	1 (2.6)
<b>Education level</b>						
< High School	24 (22.0)	30 (27.5)	15 (13.8)	27 (24.8)	12 (11.0)	1 (0.9)
High school/GED	47 (32.6)	41 (28.5)	19 (13.2)	24 (16.7)	8 (5.6)	5 (3.5)
Some college	86 (50.3)	38 (22.2)	24 (14.0)	10 (5.9)	8 (4.7)	5 (2.9)
College graduate	69 (51.9)	25 (18.8)	20 (15.0)	10 (7.5)	6 (4.5)	3 (2.3)
Post-grad/Prof degree	32 (51.6)	15 (24.2)	9 (14.5)	2 (3.2)	1 (1.6)	3 (4.8)
<b>Weight status</b>						
Underweight/Normal	148 (44.7)	75 (22.7)	44 (13.3)	27 (8.2)	24 (7.3)	13 (3.9)
Overweight/Obese	102 (38.2)	65 (24.3)	42 (15.7)	42 (15.7)	12 (4.5)	4 (1.5)
<b>Neighborhood of residence</b>						
Bayview/Hunter's Point	112 (52.6)	33 (15.5)	33 (15.5)	23 (10.8)	9 (4.2)	3 (1.4)
Mission/Bernal	76 (33.2)	70 (30.6)	29 (12.7)	32 (14.0)	16 (7.0)	6 (2.6)
Other	78 (41.5)	46 (24.5)	26 (13.8)	18 (9.6)	12 (6.4)	8 (4.3)
<b>Total</b>	<b>266 (42.2)</b>	<b>149 (23.7)</b>	<b>88 (14.0)</b>	<b>73 (11.6)</b>	<b>37 (5.9)</b>	<b>17 (2.7)</b>

**Table 13a. “How would you describe your opinion of soda companies?” [n(%)]**

	Very negative	Negative	Neutral	Positive	Very Positive
<b>Sex</b>					
Male	59 (22.6)	83 (31.8)	90 (34.5)	17 (6.5)	12 (4.6)
Female	96 (28.1)	111 (32.5)	104 (30.4)	22 (6.4)	9 (2.6)
<b>Age category</b>					
18-29	25 (22.7)	34 (30.9)	44 (40.0)	3 (2.7)	4 (3.6)
30-39	44 (29.0)	46 (30.3)	53 (34.9)	6 (4.0)	3 (2.0)
40-49	29 (27.6)	39 (37.1)	28 (26.7)	6 (5.7)	3 (2.9)
50-59	30 (23.6)	44 (34.7)	36 (28.4)	13 (10.2)	4 (3.2)
≥60	32 (24.2)	37 (28.0)	44 (33.3)	12 (9.1)	7 (5.3)
<b>Race/ethnicity</b>					
African American	26 (16.0)	43 (26.4)	74 (45.4)	15 (9.2)	5 (3.1)
White/Non-Hispanic	30 (27.5)	36 (33.0)	37 (33.9)	3 (2.8)	3 (2.8)
Asian/Pacific Islander	5 (12.2)	12 (29.3)	22 (53.7)	2 (4.9)	0 (0.0)
Native American/Alaskan Native	4 (40.0)	4 (40.0)	0 (0.0)	0 (0.0)	2 (20.0)
Hispanic/Latino	81 (31.2)	92 (35.4)	57 (21.9)	19 (7.3)	11 (4.2)
Mixed/Multiethnic	14 (35.9)	11 (28.2)	13 (33.3)	1 (2.6)	0 (0.0)
<b>Education level</b>					
< High School	23 (21.1)	42 (38.5)	31 (28.4)	6 (5.5)	7 (6.4)
High school/GED	33 (23.1)	52 (36.4)	36 (25.2)	16 (11.2)	6 (4.2)
Some college	44 (26.0)	41 (24.3)	73 (43.2)	7 (4.1)	4 (2.4)
College graduate	39 (29.1)	44 (32.8)	40 (29.9)	9 (6.7)	2 (1.5)
Post-grad/Prof degree	18 (29.0)	18 (29.0)	23 (37.1)	2 (3.2)	1 (1.6)
<b>Weight status</b>					
Underweight/Normal	90 (27.3)	100 (30.3)	112 (33.9)	19 (5.7)	9 (2.7)
Overweight/Obese	64 (24.1)	94 (35.3)	77 (29.0)	19 (7.1)	12 (4.5)
<b>Neighborhood of residence</b>					
Bayview/Hunter’s Point	44 (20.9)	57 (27.0)	84 (39.8)	18 (8.5)	8 (3.8)
Mission/Bernal	71 (30.9)	83 (36.1)	56 (24.4)	14 (6.1)	6 (2.6)
Other	45 (24.1)	62 (33.2)	65 (34.8)	8 (4.3)	7 (3.7)
<b>Total</b>	<b>160 (25.5)</b>	<b>202 (32.2)</b>	<b>205 (32.6)</b>	<b>40 (6.4)</b>	<b>21 (3.3)</b>

**Table 14a. “Do you think prices of sugary drinks in SF have changed this year?” [n(%)]**

	Decreased a Lot	Decreased a Little	No Change	Increased a Little	Increased a Lot	Don’t Know
<b>Sex</b>						
Male	4 (1.5)	7 (2.7)	55 (21.2)	57 (21.9)	57 (21.9)	80 (30.8)
Female	4 (1.2)	10 (2.9)	62 (18.2)	92 (27.0)	82 (24.1)	91 (26.7)
<b>Age category</b>						
18-29	1 (0.9)	3 (2.8)	12 (11.2)	31 (29.0)	17 (15.9)	43 (40.2)
30-39	1 (0.7)	8 (5.2)	34 (22.1)	36 (23.4)	37 (24.0)	38 (24.7)
40-49	2 (1.9)	3 (2.9)	26 (25.2)	22 (21.4)	20 (19.4)	30 (29.1)
50-59	4 (3.1)	2 (1.6)	20 (15.5)	39 (30.2)	39 (30.2)	25 (19.4)
≥60	1 (0.8)	2 (1.5)	31 (23.7)	28 (21.4)	32 (24.4)	37 (28.2)
<b>Race/ethnicity</b>						
African American	6 (3.7)	4 (2.4)	25 (15.2)	41 (25.0)	55 (33.5)	33 (20.1)
White/Non-Hispanic	0 (0.0)	3 (2.8)	19 (17.4)	13 (11.9)	8 (7.3)	66 (60.6)
Asian/Pacific Islander	0 (0.0)	1 (2.4)	10 (24.4)	10 (24.4)	4 (9.8)	16 (39.0)
Native American/Alaskan Native	1 (10.0)	1 (10.0)	1(10.0)	3 (30.0)	2 (20.0)	2 (20.0)
Hispanic/Latino	2 (0.8)	9 (3.5)	63 (24.4)	77 (29.8)	64 (24.8)	43 (16.7)
Mixed/Multiethnic	0 (0.0)	0 (0.0)	5 (13.2)	11 (29.0)	11 (29.0)	11 (29.0)
<b>Education level</b>						
< High School	1 (0.9)	4 (3.7)	27 (24.8)	38 (34.9)	21 (19.3)	18 (16.5)
High school/GED	2 (1.4)	5 (3.5)	34 (23.8)	42 (29.4)	47 (32.9)	13 (9.1)
Some college	3 (1.8)	7 (4.2)	24 (14.3)	39 (23.2)	44 (26.2)	51 (30.4)
College graduate	2 (1.5)	1 (0.8)	24 (18.1)	25 (18.8)	29 (21.8)	52 (39.1)
Post-grad/Prof degree	0 (0.0)	1 (1.6)	11 (17.7)	7 (11.3)	3 (4.8)	40 (64.5)
<b>Weight status</b>						
Underweight/Normal	4 (1.2)	9 (2.7)	62 (18.7)	77 (23.4)	66 (19.9)	113 (34.1)
Overweight/Obese	3 (1.1)	8 (3.0)	54 (20.5)	72 (27.4)	72 (27.4)	54 (20.5)
<b>Neighborhood of residence</b>						
Bayview/Hunter’s Point	5 (2.4)	8 (3.8)	36 (17.0)	51 (24.1)	62 (29.3)	50 (23.6)
Mission/Bernal	1 (0.4)	5 (2.2)	50 (21.9)	56 (24.6)	45 (19.7)	71 (31.1)
Other	3 (1.6)	5 (2.7)	37 (19.9)	49 (26.3)	38 (20.4)	54 (29.0)
<b>Total</b>	<b>9 (1.4)</b>	<b>18 (2.9)</b>	<b>123 (19.7)</b>	<b>156 (24.9)</b>	<b>145 (23.2)</b>	<b>175 (28.0)</b>

**Table 15a. “Thinking back to the election in November. Do you remember if San Francisco had...”**

	... a limit on the size of sugary drinks at restaurants on the ballot? N=632			...a warning label on sugary drinks on the ballot?			.... a soda tax on the ballot?		
	Yes	No	Don't Know	Yes	No	Don't Know	Yes	No	Don't Know
<b>Sex</b>									
Male (n=261)	22.2%	30.3%	47.5%	21.8%	37.6%	40.6%	56.2%	17.7%	26.2%
Female (n=346)	22.0%	26.0%	52.0%	26.7%	30.1%	43.2%	54.1%	17.2%	28.8%
<b>Age category</b>									
18-29 (n=109)	15.6%	26.6%	57.8%	22.0%	34.9%	43.1%	53.2%	13.8%	33.0%
30-39 (n=154)	20.1%	31.8%	48.1%	22.1%	34.4%	43.5%	60.8%	17.0%	22.2%
40-49 (n=105)	20.0%	21.9%	58.1%	19.1%	32.4%	48.6%	45.7%	14.3%	40.0%
50-59 (n=129)	26.4%	32.6%	41.1%	28.1%	35.9%	35.9%	59.1%	22.8%	18.1%
≥60 (n=133)	27.8%	25.6%	46.6%	28.6%	32.3%	39.1%	56.4%	18.1%	25.6%
<b>Race/ethnicity</b>									
African American (n=166)	25.9%	30.7%	43.4%	21.1%	40.4%	38.6%	60.8%	19.9%	19.3%
White/Non-Hispanic (n=109)	19.3%	24.8%	56.0%	11.0%	35.8%	53.2%	74.1%	4.6%	21.3%
Asian/Pacific Islander (n=41)	17.1%	26.8%	56.1%	22.0%	31.7%	46.3%	56.1%	4.9%	39.0%
Native American/Alaskan Native (n=10)	0.0%	20.0%	80.0%	30.0%	20.0%	50.0%	70.0%	30.0%	0.0%
Hispanic/Latino (n=261)	23.4%	28.0%	48.7%	30.8%	31.2%	38.1%	42.9%	23.2%	34.0%
Mixed/Multiethnic (n=39)	18.0%	30.8%	51.3%	28.2%	28.2%	43.6%	66.7%	10.3%	23.1%
<b>Education level</b>									
< High School (n=109)	27.5%	18.4%	54.1%	31.2%	26.6%	42.2%	27.8%	31.5%	40.7%
High school/GED (n=145)	22.8%	33.8%	43.5%	26.4%	40.3%	33.3%	50.7%	22.9%	26.4%
Some college (n=170)	20.0%	30.6%	49.4%	24.7%	33.5%	41.8%	61.8%	14.7%	23.5%
College graduate (n=135)	23.0%	28.2%	48.9%	20.7%	34.1%	45.2%	68.2%	8.2%	23.7%
Post-grad/Prof degree (n=62)	14.5%	27.4%	58.1%	11.3%	37.1%	51.6%	72.6%	8.1%	19.4%
<b>Weight status</b>									
Underweight/Normal (n=333)	20.7%	29.1%	50.2%	22.5%	35.4%	42.0%	56.3%	19.3%	24.4%
Overweight/Obese (n=267)	24.0%	27.0%	49.1%	26.7%	32.3%	41.0%	54.3%	14.3%	31.3%
<b>Neighborhood of residence</b>									
Bayview/Hunter's Point (n=213)	23.9%	27.2%	48.8%	23.9%	33.3%	42.7%	56.1%	20.8%	23.1%
Mission/Bernal (n=231)	22.1%	26.8%	51.1%	23.5%	32.6%	43.9%	54.6%	14.4%	31.0%
Other (n=188)	20.2%	30.3%	49.5%	25.0%	36.2%	38.8%	56.4%	17.0%	26.6%
<b>Total (n=632)</b>	<b>22.2%</b>	<b>28.0%</b>	<b>49.8%</b>	<b>24.1%</b>	<b>33.9%</b>	<b>42.0%</b>	<b>55.6%</b>	<b>17.3%</b>	<b>27.0%</b>

Table 16a. “How did you vote on measure E, the soda tax?” [n(%)]

	No/ Against	Yes/For	Didn't Vote	Neither/ Abstained	Don't want to say	Forgot
<b>Sex</b>						
Male	49 (18.9)	52 (20.0)	104 (40.0)	6 (2.3)	6 (2.3)	43 (16.5)
Female	55 (16.1)	62 (18.2)	148 (43.4)	7 (2.1)	12 (3.5)	57 (16.7)
<b>Age category</b>						
18-29	11 (10.0)	16 (14.6)	58 (52.7)	4 (3.6)	3 (2.7)	18 (16.4)
30-39	25 (16.6)	30 (19.9)	61 (40.4)	4 (2.7)	7 (4.6)	24 (15.9)
40-49	18 (17.3)	22 (21.2)	45 (43.3)	2 (1.9)	1 (1.0)	16 (15.4)
50-59	32 (25.4)	19 (15.1)	52 (41.3)	1 (0.8)	2 (1.6)	20 (15.9)
≥60	22 (16.5)	33 (24.8)	43 (32.3)	4 (3.0)	6 (4.5)	25 (18.8)
<b>Race/ethnicity</b>						
African American	48 (29.3)	24 (14.6)	47 (28.7)	7 (4.3)	3 (1.8)	35 (21.3)
White/Non-Hispanic	19 (17.8)	35 (32.7)	34 (31.8)	4 (3.7)	2 (1.9)	13 (12.2)
Asian/Pacific Islander	7 (17.1)	13 (31.7)	16 (39.0)	0 (0.0)	1 (2.4)	4 (9.8)
Native American/Alaskan Native	2 (20.0)	3 (30.0)	1 (10.0)	0 (0.0)	1 (10.0)	3 (30.0)
Hispanic/Latino	29 (11.1)	34 (13.0)	148 (56.7)	3 (1.2)	11 (4.2)	36 (13.8)
Mixed/Multiethnic	4 (10.8)	10 (27.0)	11 (29.7)	1 (2.7)	1 (2.7)	10 (27.0)
<b>Education level</b>						
< High School	4 (3.7)	8 (7.3)	75 (68.8)	3 (2.8)	6 (5.5)	13 (11.9)
High school/GED	29 (20.1)	13 (9.0)	66 (45.8)	1 (0.7)	4 (2.8)	31 (21.5)
Some college	38 (22.6)	31 (18.5)	61 (36.3)	6 (3.6)	3 (1.8)	29 (17.3)
College graduate	31 (23.3)	42 (31.6)	33 (24.8)	5 (3.8)	4 (3.0)	18 (13.5)
Post-grad/Prof degree	5 (8.2)	24 (39.3)	21 (34.4)	0 (0.0)	1 (1.6)	10 (16.4)
<b>Weight status</b>						
Underweight/Normal	52 (15.7)	62 (18.7)	136 (41.1)	7 (2.1)	11 (3.3)	63 (19.0)
Overweight/Obese	50 (19.0)	51 (19.4)	113 (43.0)	6 (2.3)	7 (2.7)	36 (13.7)
<b>Neighborhood of residence</b>						
Bayview/Hunter's Point	50 (23.6)	38 (17.9)	74 (34.9)	5 (2.4)	4 (1.9)	41 (19.3)
Mission/Bernal	27 (11.9)	44 (19.4)	103 (45.4)	6 (2.6)	11 (4.9)	36 (15.9)
Other	32 (17.1)	38 (20.3)	83 (44.4)	4 (2.1)	4 (2.1)	26 (13.9)
<b>Total</b>	<b>109 (17.4)</b>	<b>120 (19.2)</b>	<b>260 (41.5)</b>	<b>15 (2.4)</b>	<b>19 (3.0)</b>	<b>103 (16.5)</b>



**Table 17a. “As a result of the soda tax campaigns, did you make any changes to what you drink?” [n(%)]**

	Yes	No	If yes...			
			Drink less often	Drink more often	Buy smaller size	Buy larger size
<b>Sex</b>						
Male	62 (24.3)	193 (75.7)	42 (84.0)	8 (16.0)	29 (90.6)	3 (9.4)
Female	92 (27.0)	249 (73.0)	77 (92.8)	6 (7.2)	35 (14.6)	6 (14.6)
<b>Age category</b>						
18-29	24 (22.6)	82 (77.4)	20 (100.0)	0 (0.0)	13 (86.7)	2 (13.3)
30-39	40 (26.3)	112 (73.7)	33 (94.3)	2 (5.7)	19 (82.6)	4 (17.4)
40-49	28 (27.0)	76 (73.1)	22 (84.6)	4 (15.4)	12 (100.0)	0 (0.0)
50-59	40 (32.0)	85 (68.0)	26 (83.9)	5 (16.1)	9 (90.0)	1 (10.0)
≥60	29 (22.0)	103 (78.0)	21 (84.0)	4 (16.0)	14 (87.5)	2 (12.5)
<b>Race/ethnicity</b>						
African American	45 (28.0)	116 (72.0)	31 (86.1)	5 (13.9)	18 (81.8)	4 (18.2)
White/Non-Hispanic	7 (6.5)	100 (93.5)	5 (83.3)	1 (16.7)	2 (100.0)	0 (0.0)
Asian/Pacific Islander	6 (15.0)	34 (85.0)	5 (100.0)	0 (0.0)	4 (100.0)	0 (0.0)
Native American/Alaskan Native	1 (10.0)	9 (90.0)	0 (0.0)	0 (0.0)	1 (100.0)	0 (0.0)
Hispanic/Latino	87 (33.7)	171 (66.3)	67 (88.2)	9 (11.8)	34 (89.5)	4 (10.5)
Mixed/Multiethnic	14 (35.9)	25 (64.1)	13 (100.0)	0 (0.0)	7 (87.5)	1 (12.5)
<b>Education level</b>						
< High School	33 (30.6)	75 (69.4)	26 (86.7)	4 (13.3)	14 (93.3)	1 (6.7)
High school/GED	44 (31.2)	97 (68.8)	30 (88.2)	4 (11.8)	12 (75.0)	4 (25.0)
Some college	54 (32.1)	114 (67.9)	41 (87.2)	6 (12.8)	28 (90.3)	3 (9.7)
College graduate	22 (16.5)	111 (83.5)	21 (100.0)	0 (0.0)	12 (92.3)	1 (7.7)
Post-grad/Prof degree	5 (8.1)	57 (91.9)	3 (75.0)	1 (25.0)	1 (100.0)	0 (0.0)
<b>Weight status</b>						
Underweight/Normal	69 (21.0)	259 (79.0)	54 (87.1)	8 (12.9)	27 (81.8)	6 (18.2)
Overweight/Obese	83 (31.8)	178 (68.2)	64 (91.4)	6 (8.6)	36 (92.3)	3 (7.7)
<b>Neighborhood of residence</b>						
Bayview/Hunter’s Point	56 (26.8)	153 (73.2)	40 (88.9)	5 (11.1)	24 (88.9)	3 (11.1)
Mission/Bernal	68 (30.0)	159 (70.0)	54 (90.0)	6 (10.0)	33 (89.2)	4 (10.8)
Other	37 (20.0)	148 (80.0)	28 (87.5)	4 (12.5)	10 (83.3)	2 (16.7)
<b>Total</b>	<b>161 (25.9)</b>	<b>460 (74.1)</b>	<b>122 (89.0)</b>	<b>15 (11.0)</b>	<b>67 (88.2)</b>	<b>9 (11.8)</b>

## APPENDIX D: Social Media Evaluation Baseline Findings

February 1 – June 30, 2015

### EXECUTIVE SUMMARY

The Open Truth Campaign's on-line social media portion was launched in February 2015. This baseline report covers the first five months of the social media campaign, from February – June.

#### Key performance indicators

**Website** ([www.opentruthnow.org](http://www.opentruthnow.org)): From February 1 - June 30, the campaign website had:

- 11,240 unique page views by 5,239 different viewers;
- 15% of viewers between the ages of 18-24; and
- An average of 1.9 pages viewed each session.
- The 3 top sources of traffic were 1) direct URL entry, 2) Google search and 3) Twitter.

**Facebook** (Open Truth Now): From its launch on Feb 6 thru June 30 the Facebook page had:

- 411 "likes" (fans);
- A reach of 933 users with its top post;
- 0% of fans who are 13-17 years old, and 7% of fans who are 18-29 years old;
- 0% of engaged users 13-17 years old, and 5% of engaged users 18-29 years old; and
- Likes, Comments, and Shares showing a declining trend after the first 2 months, with a spike in mid-June, possibly due to legislative events.

**Instagram** ([opentruthnow](http://opentruthnow)): From February 1 – June 25 the campaign Instagram account had:

- 39 posts, 153 followers, and weekly follower growth rate of 0.65%;
- Approximately 1 fan post about Open Truth per week; and
- Average of 12 engagements per post.

**Twitter** ([OpenTruthNow](http://OpenTruthNow)): From 1/1/15 through 6/30/15, the campaign Twitter feed had:

- 203 Tweets, 39.4K impressions, 2852 profile visits, 192 mentions and 175 new followers in the first month, followed by a steady decline in each successive month; and
- A surge in impressions in June 2015, possibly related to legislative events.

#### Interpretation

Website viewership was strong, but engagement and action on the site were low. The site – especially the home page – appears to be used as a reference tool more than a springboard to advocacy. The Facebook page has a robust following among older users but lacks an audience base among the priority age groups. The Instagram account has low activity and engagement but has great potential to reach priority audiences through existing followers. Engagement on Twitter corresponds with current events, but user-initiated content is low.

#### Recommendations

- Increase activities on Facebook and Instagram to reach priority age groups.
- Define explicit action steps, pathways toward action, and desired outcomes.
- Maintain campaign website as information source; use other sites to generate action.
- Increase prominence of The Bigger Picture videos in posts and monitor click rates.
- Explore linkages with other campaigns (in addition to The Bigger Picture).