

Retailers' responses to the SSB Tax

EVIDENCE Team

Retailer Interviews

- 35 randomly sampled stores in each of SF, Oakland and Berkeley
- 18 additional stores in EatSF or Healthy Retail SF programs
- Conducted in summer and fall of 2018
- 77% of interviewees were owners or managers
- 25 questions, including free form response

Quantitative results

Percent of retailers who agreed (Price-related questions)

	SF	Oakland	Berkeley
Distributors increased prices of SSBs	85%	78%	57%
Store raised prices of soda	100%	96%	94%
Store raised prices of water	0%	0%	9%
Store raised prices of diet soda	26%	21%	20%
Store raised prices of food items	2%	3%	0%

Percent of retailers who agreed (Tax-related questions)

	SF	Oakland	Berkeley
There are good things about the tax	54%	61%	82%
The tax benefits some people	81%	64%	68%
Have concerns about the tax	39%	50%	50%
Other cities should adopt SSB taxes	55%	57%	50%
There should be a statewide tax	62%	50%	50%

Percent of retailers who agreed (City-related questions)

	SF	Oakland	Berkeley
Has city talked to you or given you information about tax	44%	45%	-
Would you like more info from the city?	39%	47%	27%

EatSF and Healthy SF

- Similar responses
 - 72% of EatSF/Healthy SF stores favored state tax vs. 56% of randomly sampled stores

Additional info SF retailers would like

- Details on the tax
- Information they can share with customers
- How the money is being used (N=3)

Themes from qualitative data

Effects on Business

- Customer responses
- Business strategies in response to tax
- Concerns about implementation

Equity Issues

- For small retailers
- By socioeconomic status
- For health

Potential Benefits of the Tax

- To children
- For health
- “How should revenue be used?”
 - For youth
 - For infrastructure
 - For health