

# BASELINE REPORT: EVALUATION OF SEATTLE'S SWEETENED BEVERAGE TAX

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# EVALUATION GOALS

# RESEARCH QUESTIONS

# COMPONENTS

Baseline (2017-2020)

1. Determine tax impact on behaviors

- Do norms and attitudes around sugary beverage change?
- Do prices of taxed and untaxed beverages change?
- Do individual consumption and purchasing patterns change?

1. Adult survey: norms & attitudes
2. Store audits
3. Child cohort

2. Assess tax implementation

- How do key stakeholders perceive the tax?
- What are facilitators and barriers to implementation?

4. Stakeholder interviews & focus groups

Begins 2019

3. Assess unintended economic consequences

- Does the tax result in revenue loss for stores?
- Does the tax result in job loss?
- Do consumers begin to buy beverages outside of Seattle?

- Analysis of jobs and revenue data
- Analysis of supermarket sales data

2018

4. Understand food security and access

- Assessment of food deserts in Seattle
- Assessment of the effectiveness and efficiency of food bank network in Seattle

- Food security maps
- Food hardship and food bank network assessment

# Impact of beverage tax on norms and attitudes: Baseline results

Presented by

Jesse Jones-Smith, PhD

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# Data Collection & Study Design

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- > Phone and web survey
- > Seattle and comparison areas chosen based on similar demographic characteristics (Minneapolis and DC Metro (Bethesda, Rockville and Arlington))
- > Quotas to achieve representation by race/ethnicity and to oversample lower income groups
- > Total sample
  - Seattle = 851
  - Comparison = 863
- > Results employ statistical weighting to be representative of each city

## Survey Domains

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Tax Support

Perceived  
economic impacts  
of the tax

Perceived  
health impacts  
of the tax

Perceived  
healthfulness of  
sugary beverages

# Sample Characteristics

	Seattle (N=851)	Comparison Area (N=860)
<b>Race/Ethnicity</b>		
Non-Hispanic white	66%	60%
Non-Hispanic Black/African American	7%	13%
Non-Hispanic Asian <sup>4</sup>	15%	10%
Non-Hispanic Other <sup>4</sup>	6%	5%
Hispanic	7%	12%
<b>Age</b>		
18-40 years old	41%	47%
41-64 years old	45%	39%
>65+ years old	14%	14%
<b>Income Level Relative to Federal Poverty Line</b>		
Lower Income: < 260% FPL	37%	46%
Higher Income: 260% FPL and above	63%	54%

## Key Results

### Tax Support

**58%** approved of the tax as described  
(51% among lower income & 62% among higher income)

### Tax Health Impacts

**58%** believed tax will **improve health and well-being of children**  
(53% among lower income & 62% among higher income)

**55%** believed tax will **improve public's health** generally  
(47% among lower income & 60% among higher income)

## Key Results

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### Tax Economic Impacts

**79%** did not think that the tax would **negatively impact their own finances**

(69% among lower income & 85% among higher income)

**53%** did not think the tax would **negatively affect small businesses**

(48% among lower income & 55% among higher income)

### Healthfulness of Sugary Beverages

**82%** thought that drinking sugary beverages **causes serious health effects**

(77% among lower income & 85% among higher income)



# Impact of the beverage tax on retail prices of sugary beverages: Baseline results

Presented by  
Jesse Jones-Smith, PhD

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# Study Design & Data Collection Tools

- > In-store audits of prices and promotions
- > Seattle and Comparison Area (Kent, Auburn and Federal Way)
- > Beverages
  - 25 types sugary drinks subject to the tax
  - 30 types of non-sugary drinks
  - 10 types of sugary drinks not subject to the tax
  - Sale price and regular price
- > Interior & exterior marketing
- > Price of some foods



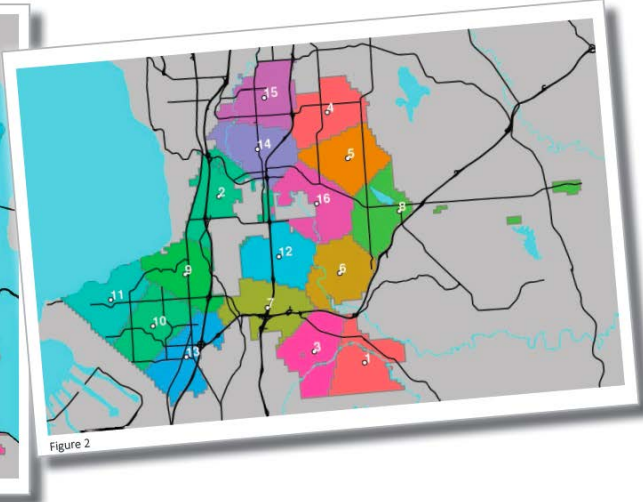
# Store Audits: Store sampling strategy

Geographically balanced sample with quota from different store types

Seattle



Kent, Auburn and Federal Way

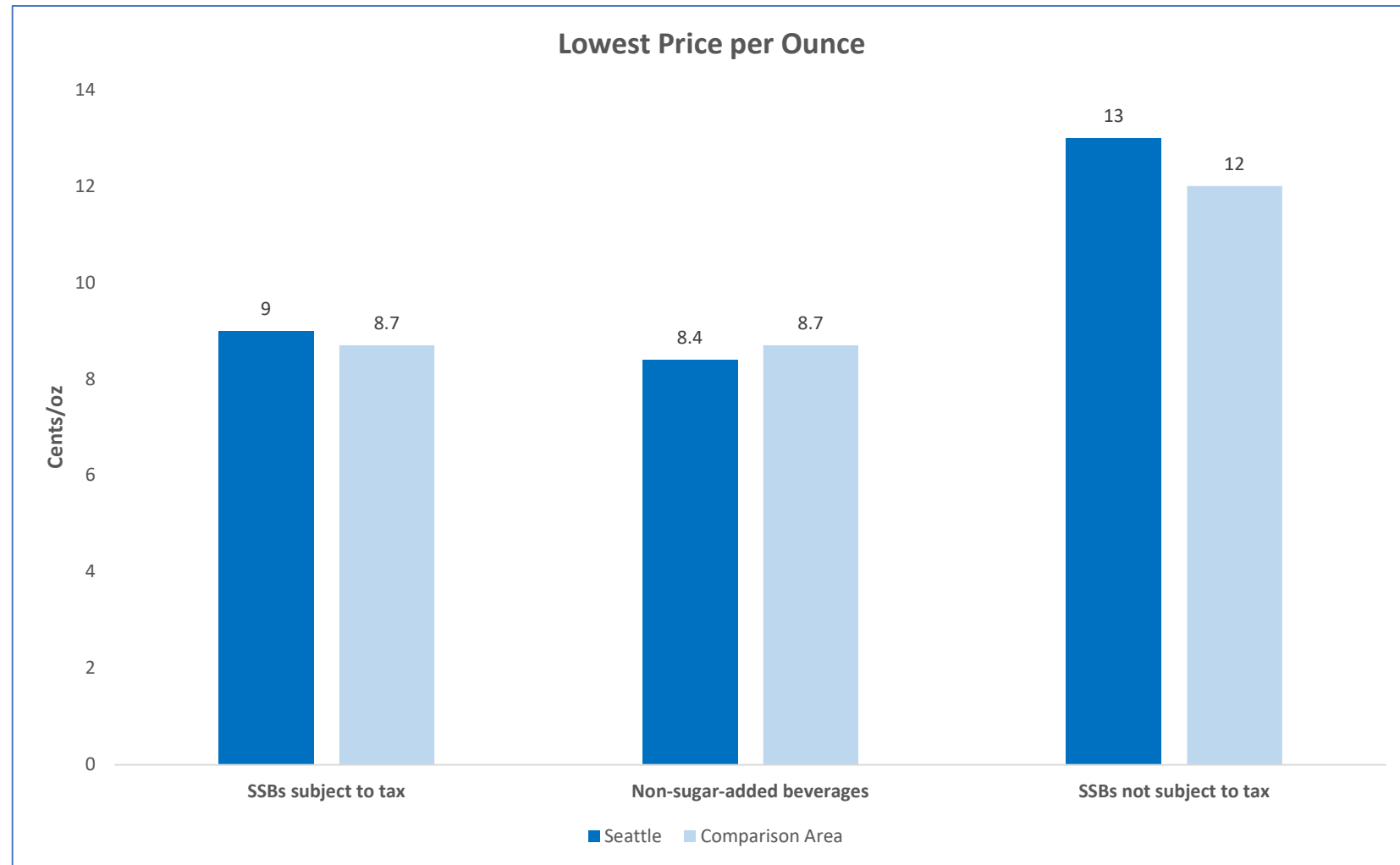


Retail Type	Actual Number	
	Seattle	Comparison
Superstore	12	13
Supermarket	17	11
Grocery <sup>1</sup>	33	14
Small Stores <sup>1</sup>	71	80
Drug store/pharmacy	17	13
Quick service restaurant chain	16	30
Quick service restaurant non-chain	31	45
Coffee/bubble tea	29	26
<b>Total</b>	<b>226</b>	<b>232</b>

# Store Audits: Baseline data—establish that Seattle and comparison area have similar prices of beverages

## Key finding

Prices of taxed and untaxed beverages were similar in Seattle and the comparison area



# Examining Child Beverage Consumption and Diet Quality Changes Related to Seattle's Sugary Beverage Tax:

The Seattle Shopping and Wellness (SeaSAW) Baseline Data

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Presented by

Brian E. Saelens, PhD



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# Data Collection Tools

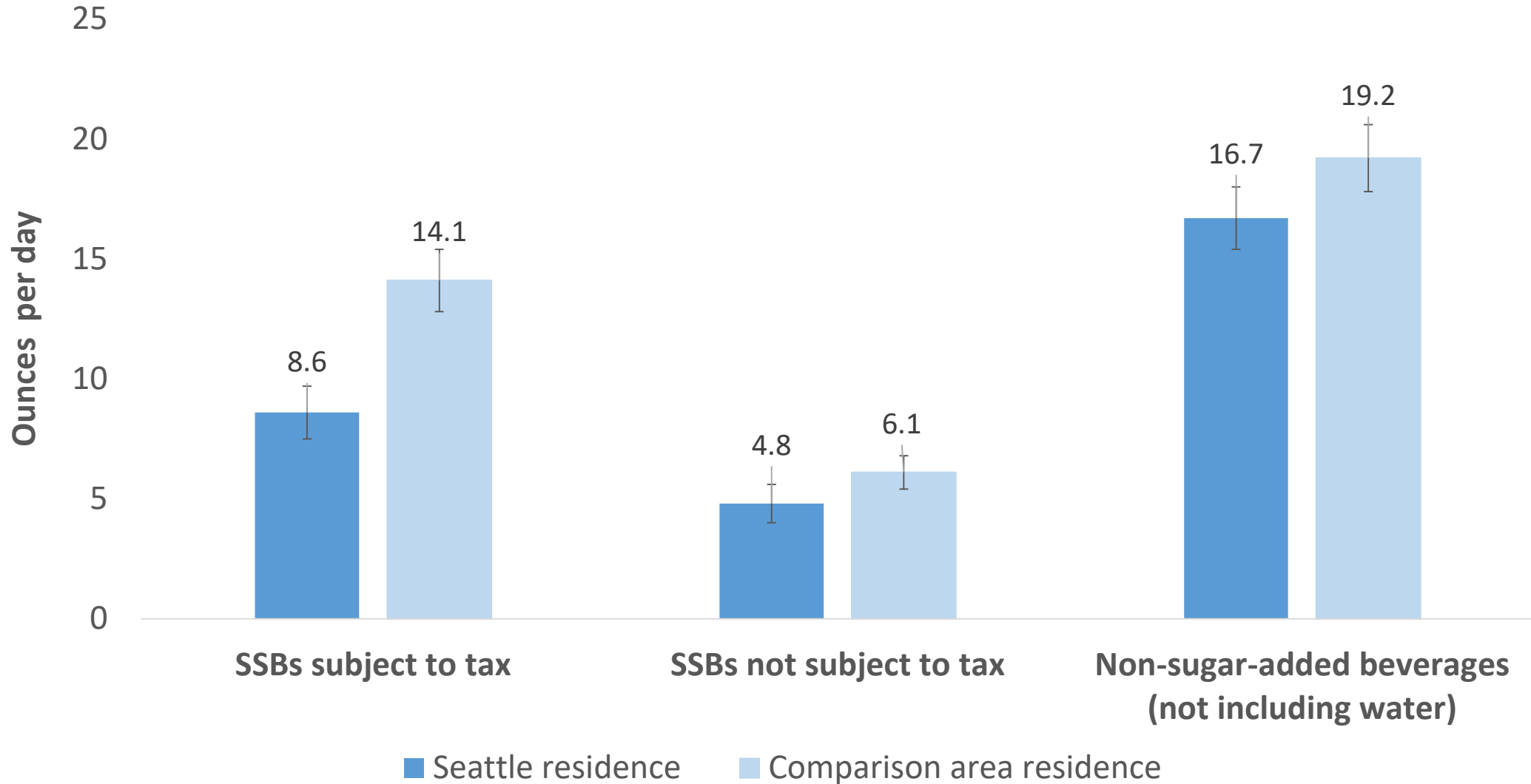
Survey	Measure	# of Items	Completed By
<i>Eligibility Screener</i>	Eligibility	12	Parent and older child
<i>Adapted Bev-Q (Child)</i>	Child consumption of taxed and untaxed beverages (frequency & habitual volume)	20	Parent if child 7-10 years old Child if 12-17 years old
<i>Adapted Bev-Q (Parent)</i>	Parent consumption of taxed and untaxed beverages (including alcoholic beverages)	23	Parent
<i>Dietary Screening Questionnaire (DSQ from National Cancer Institute)</i>	Child dietary quality screener	30	Parent if child 7-10 years old Child if 12-17 years old
<i>Household Information Survey</i>	Demographics and other household information	29	Parent

- Formats: online, by phone, on paper, on an iPad/smartphone, or in-person with a team member
- Team members/community consultants enrolled and collected data in English, Spanish, Somali, Vietnamese
- Families provided \$50 incentive for completing surveys

# Sample Demographics

	City of Seattle residence	Comparison area residence
Sample size	n=271	n=256
Child age (years)	10.1 (0.2)	10.5 (0.2)
Child sex (%female)	49.1%	51.0%
Child ethnicity		
Hispanic/Latinx	24.7%	27.7%
Child race		
• Non-Hispanic Black/African-American/African only	37.3%	27.0%
• Non-Hispanic White only	16.6%	23.8%
• Non-Hispanic Asian only	6.3%	5.1%
• Non-Hispanic American Indian or Alaska Native only	0.4%	0.4%
• Non-Hispanic Native Hawaiian or Other Pacific Islander only	0%	2.7%
• Non-Hispanic Two or more races	11.4%	9.8%
• Race/ethnicity not reported	3.3%	3.5%
Annual household income		
• <130% Federal Poverty level	66.8%	47.3%
• 130% - <200% Federal Poverty level	12.9%	14.5%
• 200% - <312% Federal Poverty level	14.0%	26.6%
• Specific annual household income not reported	6.3%	11.7%

## Child Baseline Beverage Consumption (Mean $\pm$ SE)





## Parent Baseline Beverage Consumption (Mean $\pm$ SE)



# Pre-tax perceptions among city officials, consumers, and businesses

Presented by  
Nadine Chan, PhD, MPH

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**City staff (2)**  
**Elected officials (3)**

**Consumers**  
3 focus groups youth (23)  
2 focus groups adults (20)  
Community organization serving low-income and youth of color (1)  
Health advocacy organization (1)

**Business sector**  
Distributors (1)  
Manufacturers with some self-distribution (2)  
Manufacturer exempt from SBT (1)  
Small ethnic/immigrant owned-retailers (3)  
Retail or restaurant association (2)  
1 focus group of restaurateurs (12)

# Perceptions we heard

## **Knowledge about SBT**

- Councilmembers, distributors, and health advocacy organization were the most knowledgeable
- Support for tax varied
- All groups supported use of revenues for health-promoting activities

## **About SBT implementation**

- Levels of communication about the tax varied
- More information desired

## **Perceived impact**

- Businesses varied on whether to absorb/pass on the tax
- Some consumers anticipated they would be less inclined to buy or would consider cross-border shopping
- Negative impact on low-income people and communities of color
- Positive impact through use of revenues for health and wellness

# Next steps

Time of year	Evaluation activities
Summer 2018	<ul style="list-style-type: none"><li>• 6 month data collection (store audit and child cohort)</li><li>• Food security and food bank network assessments</li></ul>
Fall 2018	<ul style="list-style-type: none"><li>• Mid-point evaluation report with findings from store audit and child cohort</li><li>• Report on food security and food bank network assessments</li><li>• 12 month data collection (store audit, child cohort, adult survey)</li></ul>
Winter 2019	<ul style="list-style-type: none"><li>• 2019 Detailed Evaluation Plan</li></ul>
Spring 2019	<ul style="list-style-type: none"><li>• 12 month evaluation report (store audit, child cohort, adult survey)</li></ul>

# Acknowledgements

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## Contributions and participation by

- Sweetened Beverage Tax Community Advisory Board
- Seattle SBT City Review Team
- External scientific advisory committee
- Businesses, consumers, and city officials