



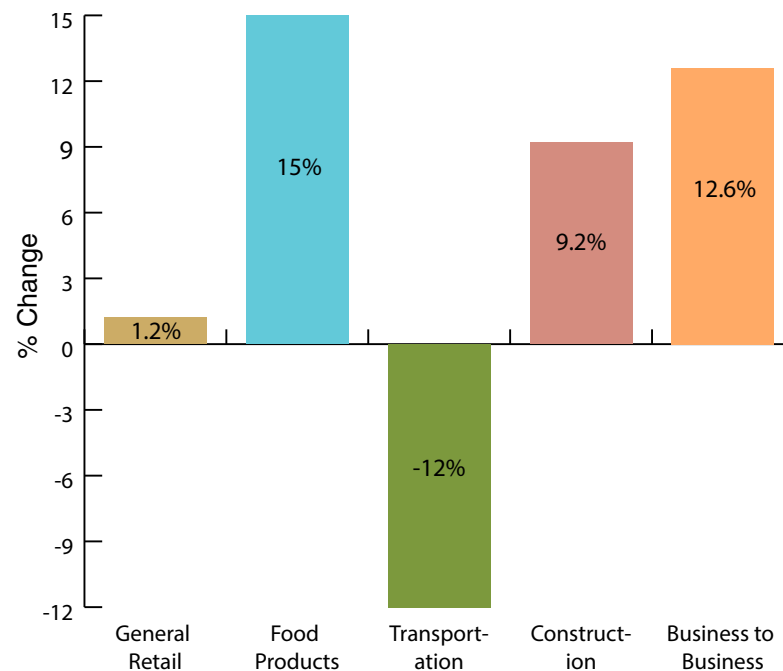
Berkeley's Sugar Sweetened Beverage Tax What Happened to Jobs & Business Revenue?

During the 2014 Berkeley campaign to decide whether to approve the nation's first 1¢ per ounce tax on sugar sweetened beverages, and subsequently in other cities and states, tax opponents such as the American Beverage Association alleged that the tax would hurt business or cost jobs. The Public Health Institute's Lynn Silver analyzed data from Berkeley's Office of Economic Development, Muniservices and Employment Development Department.

Two years later, food sector revenue rose by 15% and 469 new food jobs were created—an increase of 7.2%.

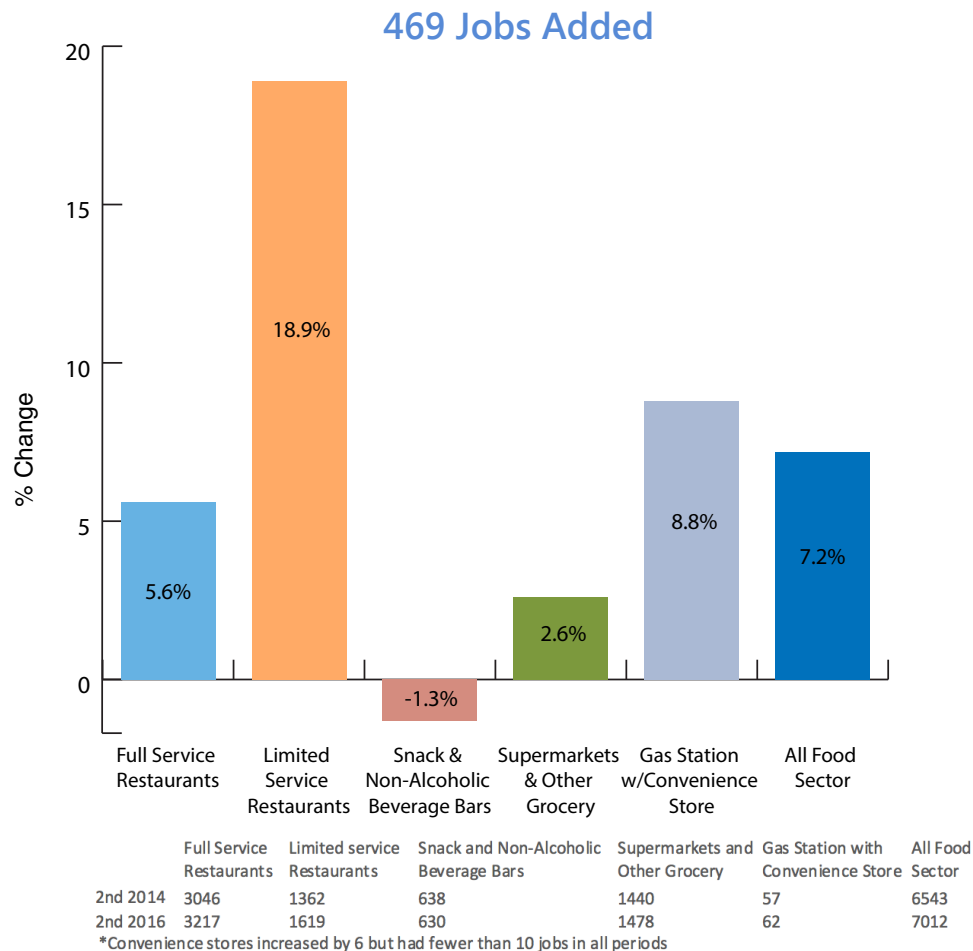
Increase in Food Sector Revenue: **15%**

Berkeley's business health is reflected in its sales tax revenue, which continued to increase after the tax. The tax became effective March 1, 2015. The greatest rise was precisely in the food products sector where sales tax revenue (this does not include the soda tax) went up 15% between July 2014 and December 2016, more than any other sector. Only about 5% of this increase can be attributed to sales taxes on the value of the soda tax passed through to beverage prices.



Increase in Food Jobs: 7.2%

Similarly, employment across food sector establishments continued to rise overall by 7.2% between April 2014 and June 2016 with 469 jobs added. Employment in limited service restaurants rose by 18.9%, full service restaurants by 5.6%, and in supermarkets and grocery stores by 2.6%—the three largest employer types in the food sector.



Learn more at bit.ly/sodataxjobs

Berkeley Evaluation of Soda Tax Project – The Public Health Institute NCDHub Lynn Silver, MD, MPH lsilver@phi.org and team analyzed data provided by the City of Berkeley
Data Source – City of Berkeley, Office of Economic Development, Data sources: Muniservices, and Employment Development Department (EDD) QCEW Data 2014-2016
Thanks to Sandra Garcia, PhD, and Alisa Padon, PhD, at the Public Health Institute

