Supplement 1.

**Interview Guide & Demographic Questionnaire**

**[Interview Guide]**

In this interview, I have about 13 key questions for you. First, I’m going to ask you about the drinks you and your family have the most. Next, I’ll ask what you’ve heard about the Philadelphia Beverage tax, and then I’d like to hear your opinions about the tax and how the money raised from the tax is being used. Last, we’ll talk about how the tax has impacted your food shopping, if at all. Does that sound okay?

**Behavior (#1)**

1. Picture your refrigerator – what drinks are in it?
2. How do you decide what drinks to buy?
   * How much does cost factor into your decision?
   * How much does whether a drink is “healthy” factor into your decision?
3. Now think about your kids specifically — what drinks do your kids drink the most?
4. What drinks do your kids have as a treat?
   * When do they get to have that?
5. What have you noticed about food and drink prices in Philadelphia over the last few years?
   * How has this impacted what you’re buying?

Okay, thank you. We’re going to switch gears a little bit now and I’m going to ask you about the Philly Beverage Tax.

**Awareness**

1. First of all, I want to make sure we’re on the same page about what we’re talking about – are you familiar with the Philadelphia Beverage Tax, sometimes called “the soda tax”? *(y/n)*
   * What have you heard about it?
2. What have you heard about where the money generated from the tax is going? *If they mention pre-K, ask follow up question:*
   * Do you know anyone who has benefitted from pre-K expansion? *(y/n) If yes, ask follow up question:*
   * What have you heard about their experience?

*If they mention improvements to city parks and libraries*

* + Have you seen any of the parks that have been improved by the tax money? *(y/n) If yes, ask follow up question:*
* What was your experience?

Now, would it be okay if I read you a few sentences to share a little information about the tax?

The Philadelphia Beverage Tax, also called “the soda tax,” went into effect January 1, 2017, and it taxes sugary drinks and diet drinks sold within the city of Philadelphia. The city is using money raised from the tax to expand free pre-K and make improvements to libraries and city parks.

**Perceptions**

1. How do you feel about the Philly Beverage Tax?
   * What have you heard your friends and family, or other people you know in your community, say about the tax?
2. Is the tax “fair”? Why or why not?
   * What could make it “fairer”?
3. How do you feel about how the city is using the money raised from this tax?
   * What do you think would be a better use of the money? *If they say they don’t trust the city to use the money in the ways they say it will:*
   * What experiences have you had that make you feel this way?

I’m now going to ask you some questions about your shopping habits and the beverages you and your children drink.

**Behavior (#2)**

1. I want you to picture your fridge again, but now think specifically about the tax – how are the drinks in your fridge different since the tax, if at all?
2. How would you say the tax changed what your kids drink, if at all?
3. How, if at all, has this tax impacted how you think about sugary drinks?

Those are all the specific questions I have for you. Is there anything else that you would like to say about the tax or on these topics before we wrap up the interview?

I’m going to turn off the recorder now and we will move on to the demographic questions.

**[Demographic Questionnaire]**

1. What is your age? \_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Zip code of residence \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. How many children do you have? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. What are their ages? \_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Ethnicity
   1. Hispanic or Latino
   2. Not Hispanic or Latino
6. Race
   1. American Indian or Alaska Native
   2. Asian
   3. Black or African American
   4. Native Hawaiian or other Pacific Islander
   5. White
7. What is your sex?
   1. Male
   2. Female
8. What is your annual household income?
   1. Less than $25,000
   2. $25,000 - $50,000
   3. $51,000 - $100,000
   4. Greater than $100,000