Thank you for participating in this survey. The City Department of Health has responded with an epidemic increase in obesity among youth in the city. The following survey explores NYC subway riders’ exposure to the City, Department of Health Campaign, Pouring on the Pounds to measure the impact of the public health campaign.

This survey is completely confidential and voluntary. You may skip questions or stop taking the survey at any time.

By checking on the “yes” button below, you are consenting to taking this survey.

☐ Yes
☐ No

Thank you.
Sarah DeMott
New York University, Data Services
Sjd311@nyu.edu
212-998-3434

Gender: Which category best describes your gender?
☐ Male
☐ Female
☐ Transgendered

Race: Which category best describes your race?
☐ American Indian or Alaskan Native
☐ Native Hawaiian/Pacific Islander
☐ Asian
☐ White
☐ Black or African-American
☐ Other
☐ Multi-racial

Place of Residence: Which category best describes place of residency?
☐ Manhattan
☐ Connecticut
☐ Brooklyn
☐ Long Island
☐ Queens
☐ New Jersey
☐ Bronx
☐ Other___________
☐ Staten Island

Now we are going to ask you your practices about Soda and Sugary Beverage Consumption.

Do you drink soda?
☐ Yes --- If response yes, how many sodas or sugary beverages to you drink each day?
☐ No
☐ Refuse to Answer
How many sodas do you drink per day?
- 1
- 2
- 3
- 4
- 5

Have you ever seen this ad campaign advertisement?
- Yes ------- If yes
- No
- Not Sure ----- If yes,
- Refuse to Answer

Have you ever seen this video campaign advertisement?
- Yes ------- If yes
- No
- Not Sure ----- If yes,
- Refuse to Answer

How would you describe this campaign (300 words)?
How would you describe this campaign?

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<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither</th>
<th>Strongly Disagree</th>
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Are you interested in receiving more information about NYS Healthy Eating?
Email: ________________

Thank you for taking our survey.

For Additional Questions please contact
New York University, Data Services
Sarah DeMott, sjd311@nyu.edu. 212-998-3434

For more data on sweetened beverages and information about obesity counseling.

www.nyc.gov/health/obesity