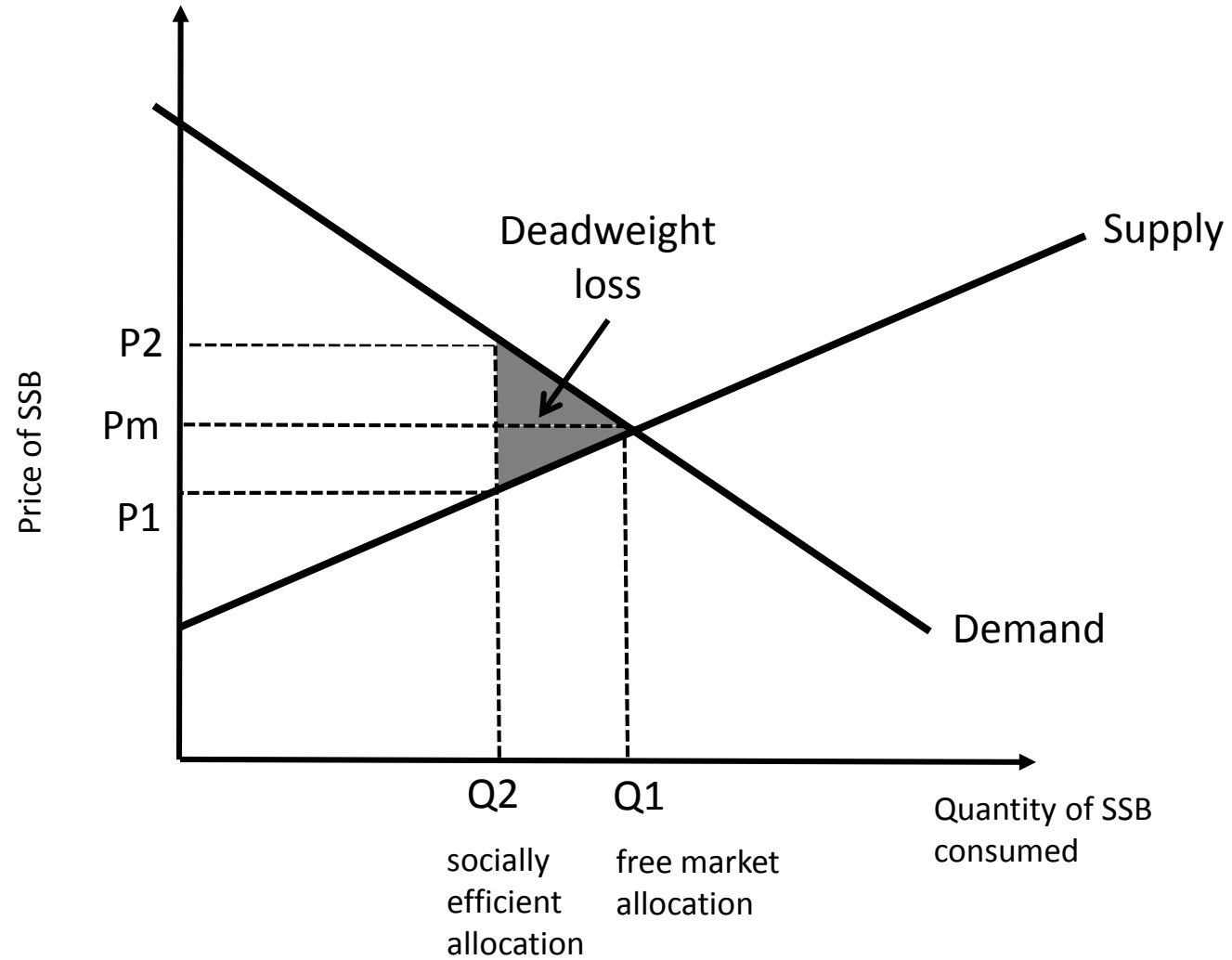


S1 Fig. Deadweight loss of a SSB tax



Notes: P_m = market price prior to tax. P_1 = price sellers receive, P_2 = price after tax, Q_1 = original quantity demanded, Q_2 = quantity demanded after tax.