**Supplemental material**

**Figure 1- Baseline distribution of taxed beverages (2012-2013)**



|  |  |
| --- | --- |
| Mean | 214.6 ml/capita/day |
| Median | 150.3 ml/capita/day |
| Variance | 48103.59 |
| Skewness | 3.235977 |
| Kurtosis | 40.77338 |

**Figure 2- Baseline distribution of untaxed beverages (2012-2013)**



|  |  |
| --- | --- |
| Mean | 820.7 ml/capita/day |
| Median | 645.1 ml/capita/day |
| Variance | 680085.8 |
| Skewness | 4.241236 |
| Kurtosis | 92.16854 |

**Figure 3- Distribution of taxed beverages (2012-2015)**



**Figure 4- Distribution of log-transformed taxed beverages (2012-2015)**



Figure 3 shows that the distribution of taxed beverages in ml/day/capita between January 2012 and December 2015 is skewed, with a long right tail. When we logged transformed the variable, the distribution becomes normal (Figure 4).

**Figure 5- Distribution of untaxed beverages (2012-2015)**



**Figure 6- Distribution of log-transformed untaxed beverages (2012-2015)**



Figure 5 shows that the distribution of untaxed beverages in ml/day/capita between January 2012 and December 2015 is skewed, with a long right tail. When we logged transformed the variable, the distribution becomes normal (Figure 6).

**Table 1- Differences between estimated and counterfactual volume of taxed and untaxed beverages purchased per capita per day in Mexico by socioeconomic status, 2014 and 2015, for high untaxed beverage shoppers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Socioeconomic Status (SES) group** | **Taxed beverages** | | | |
| **2014** | | **2015** | |
| **Absolute** | **Relative** | **Absolute** | **Relative** |
| All (N=3,173) | -12.4\*\* | -6.3% | -20.7\*\* | -11.5% |
| Low SES (N=623) | -25.0\*\* | -11.6% | -37.1\*\* | -18.4% |
| Mid SES (N=1,917) | -15.3\*\* | -7.0% | -29.2\*\* | -14.3% |
| High SES (N=1,228) | -6.5\*\* | -4.0% | -5.5\*\* | -3.7% |
|  | **Untaxed beverages+** | | | |
|  | **2014** | | **2015** | |
|  | **Absolute** | **Relative** | **Absolute** | **Relative** |
| All (N=3,173) | -20.5\*\* | -1.3% | -161.4\*\* | -12.1% |
| Low SES (N=623) | -105.3\*\* | -7.10% | -291.3\*\* | -20.0% |
| Mid SES (N=1,917) | -2.4\*\* | 0.2% | -166.6\*\* | -11.9% |
| High SES (N=1,228) | -6.6\*\* | 0.4% | -86.4\*\* | -7.1% |

Source: Authors’ own analyses and calculations based on data from Nielsen though its Mexico Consumer Panel Service for foods and beverages, January–December 2012-2015. The Nielsen Company, 2016.  Nielsen is not responsible for and had no role in preparing the results reported herein. + Untaxed beverages include diet sodas and bottled water. \*\* p<0.01. Adjusted for education, socioeconomic status, months dummies household composition (number of household members by age groups and genders), monthly inflation, state-month-level unemployment rate and state-quarter-level minimum salary adjusted according to the consumer price index.