The Impact of Including, Adding and Subtracting a Tax on Demand
Naomi E. Feldman and Bradley J. Ruffle

Online Appendix

Figure 1: Tax-Exclusive Pricing

Notes: Shopping cart and checkout screenshots for the tax-exclusive treatment for a randomly chosen bundle of goods.
Figure 2: Tax-Inclusive Pricing

Notes: Shopping cart and checkout screenshots for the tax-inclusive treatment for a randomly chosen bundle of goods.
Figure 3: Tax-Deduction Pricing

(a) Cart

(b) Checkout

Notes: Shopping cart and checkout screenshots for the tax-deduction treatment for a randomly chosen bundle of goods.