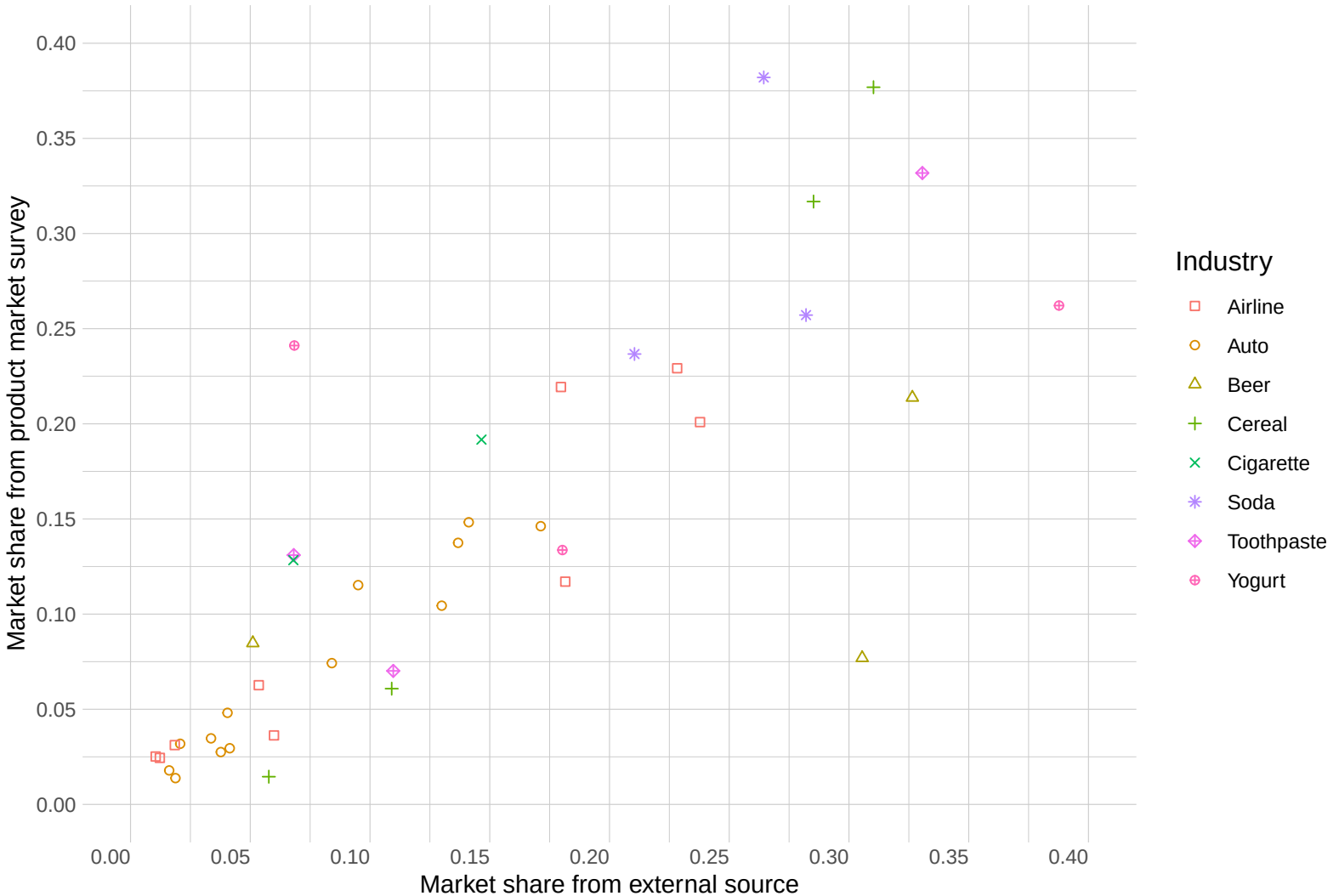
Market share from product market survey
0.40
0.35
0.30
0.25
0.20
0.15
0.10
0.05
0.00
0.00
0.05
0.10
0.15
0.20
0.25
0.30
0.35
0.40
Market share from external source
Industry
Airline
Auto
Beer
Cereal
Cigarette
Soda
Toothpaste
Yogurt