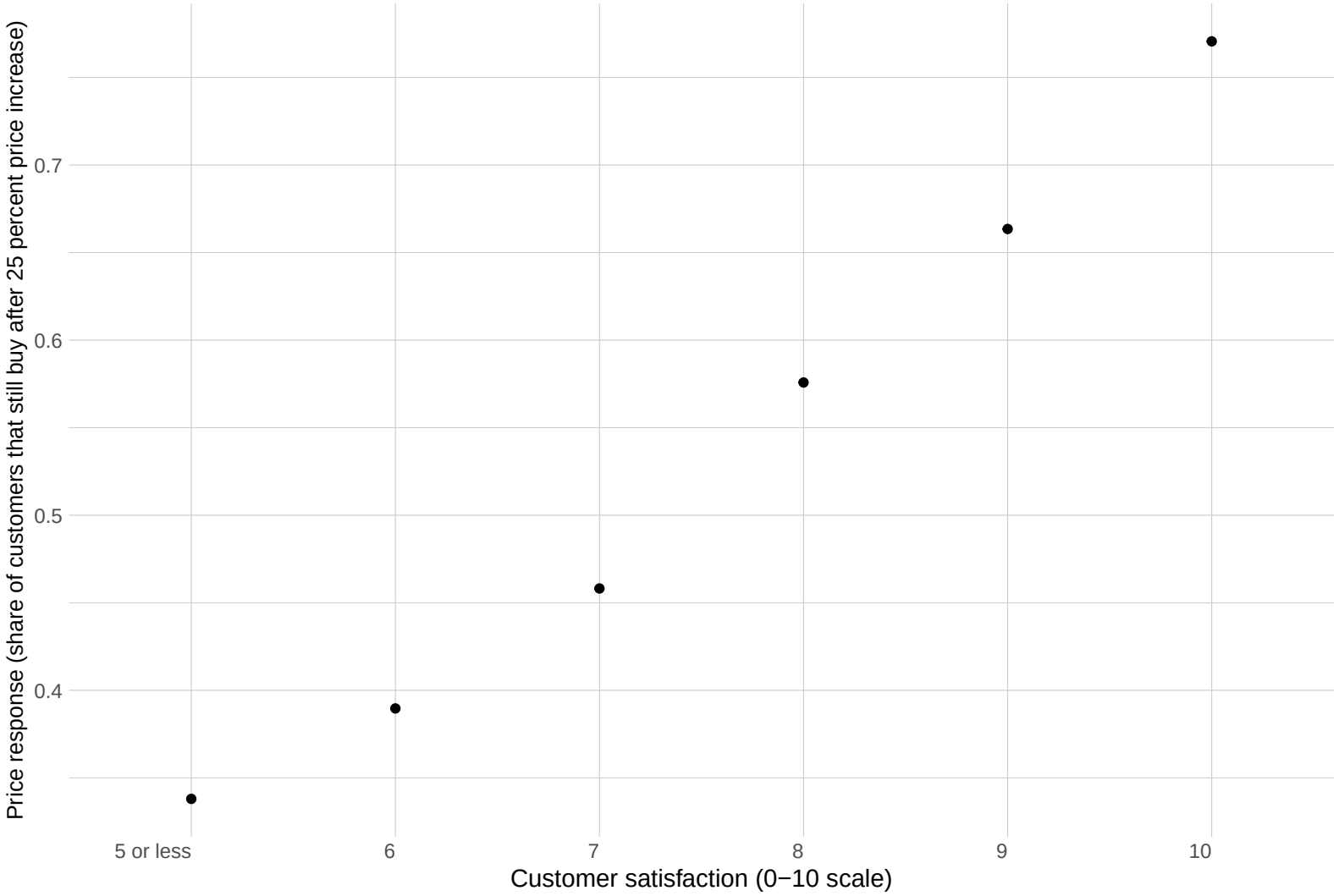
Price response (share of customers that still buy after 25 percent price increase)
0.7
0.6
0.5
0.4
5 or less
6
7
8
9
10
Customer satisfaction (0−10 scale)