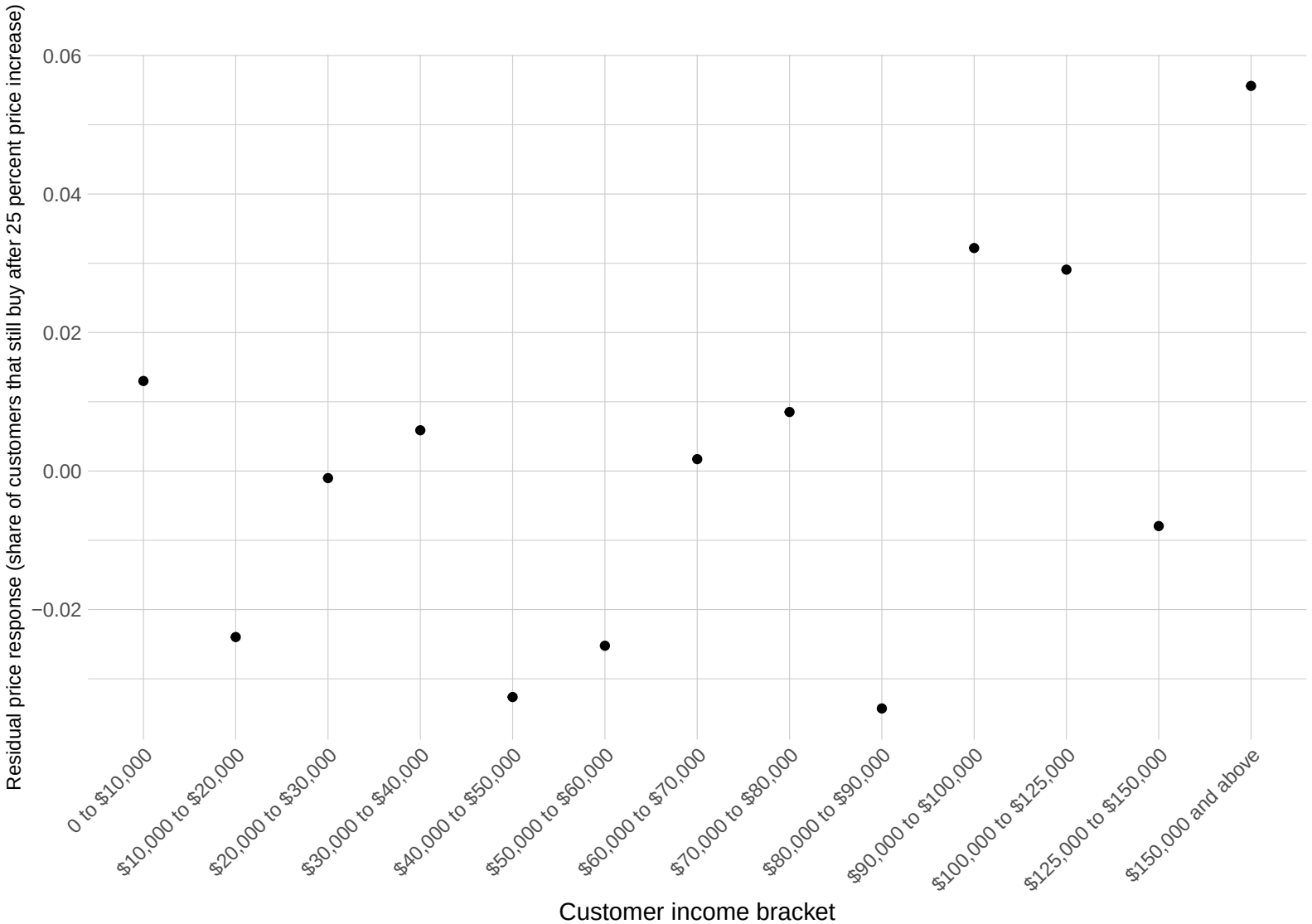
Residual price response (share of customers that still buy after 25 percent price increase)
0.06
0.04
0.02
0.00
−0.02
0 to $10,000
$10,000 to $20,000
$20,000 to $30,000
$30,000 to $40,000
$40,000 to $50,000
$50,000 to $60,000
$60,000 to $70,000
$70,000 to $80,000
$80,000 to $90,000
$90,000 to $100,000
$100,000 to $125,000
$125,000 to $150,000
$150,000 and above
Customer income bracket