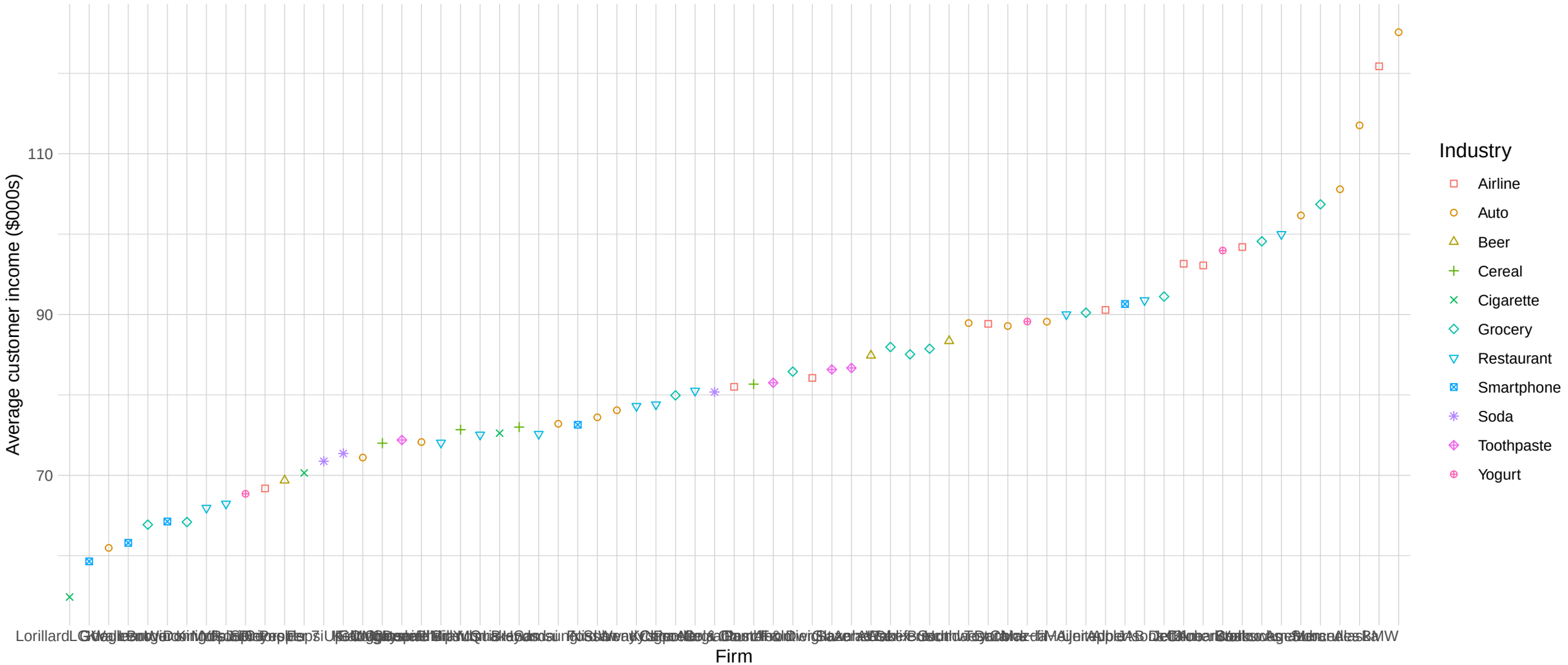
Average customer income ($000s)
110
90
70
Firm
Industry
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Restaurant
Smartphone
Soda
Toothpaste
Yogurt