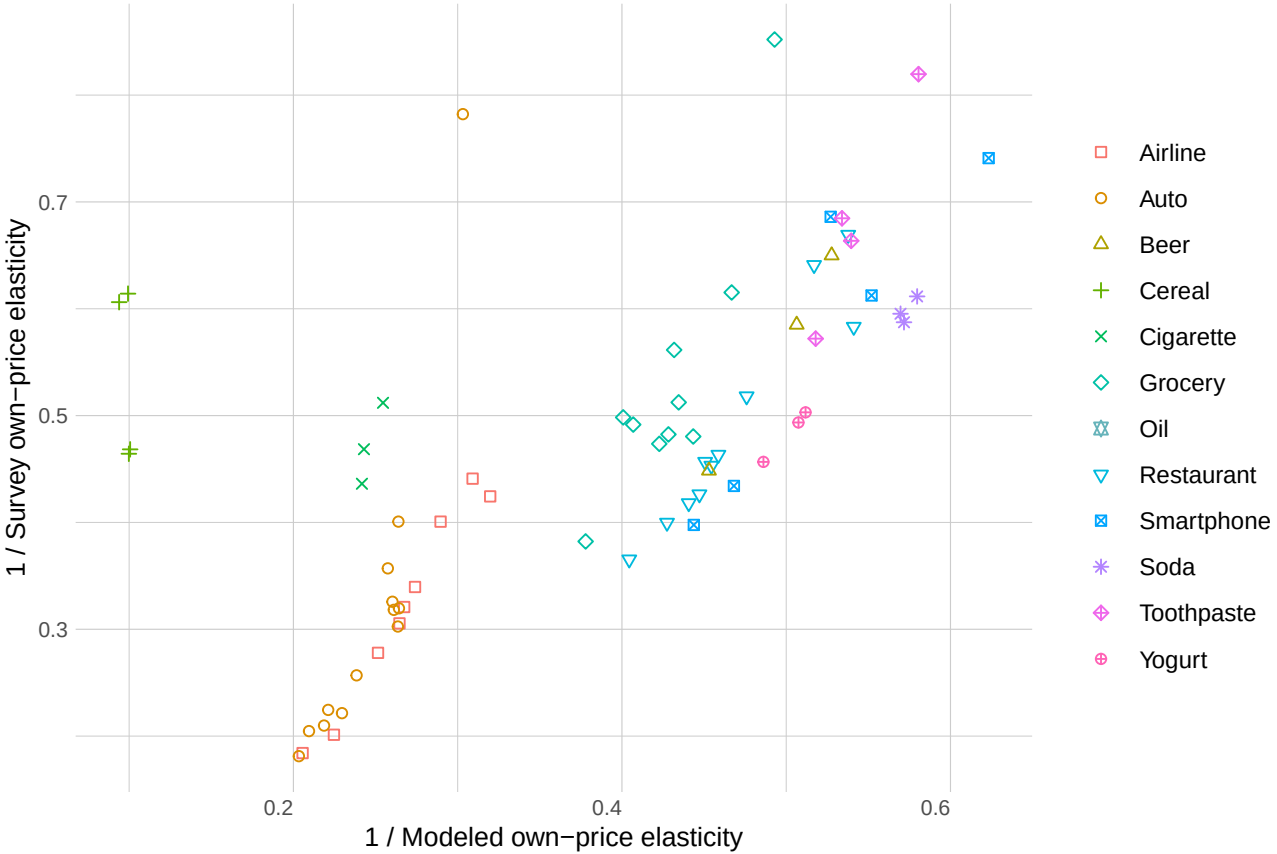
1 / Survey own−price elasticity
0.7
0.5
0.3
0.2
0.4
0.6
1 / Modeled own−price elasticity
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt