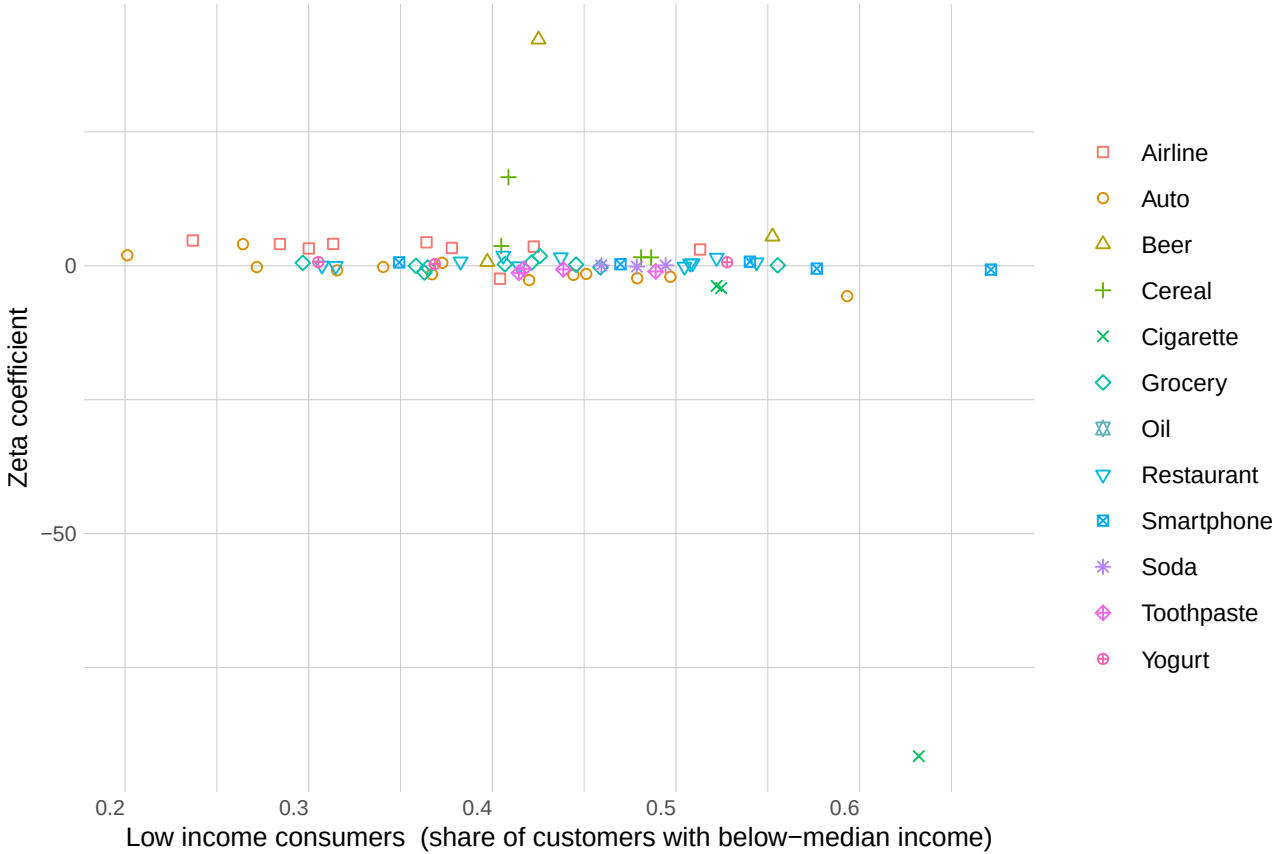
Zeta coefficient
0
−50
0.2
0.3
0.4
0.5
0.6
Low income consumers (share of customers with below−median income)
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt