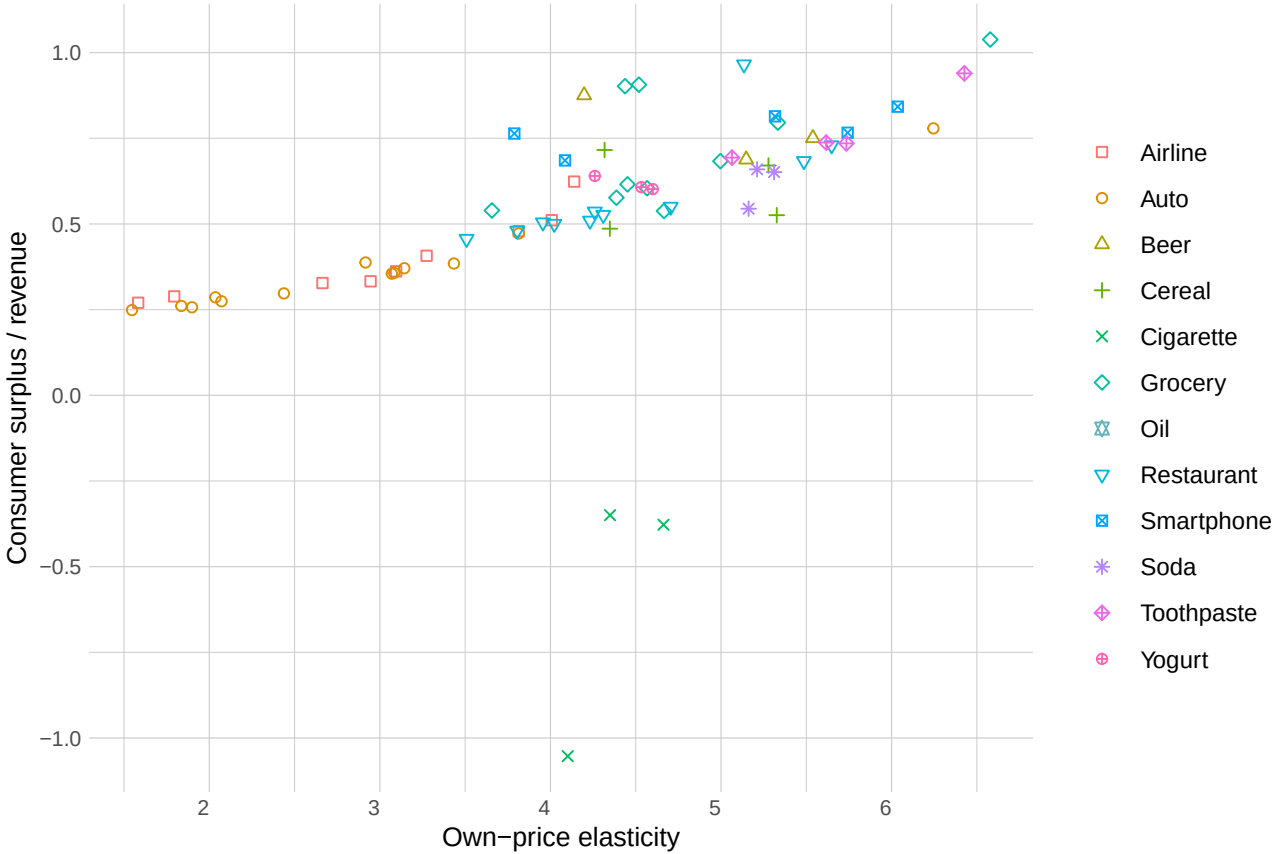
Consumer surplus / revenue
1.0
0.5
0.0
−0.5
−1.0
2
3
4
5
6
Own−price elasticity
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt