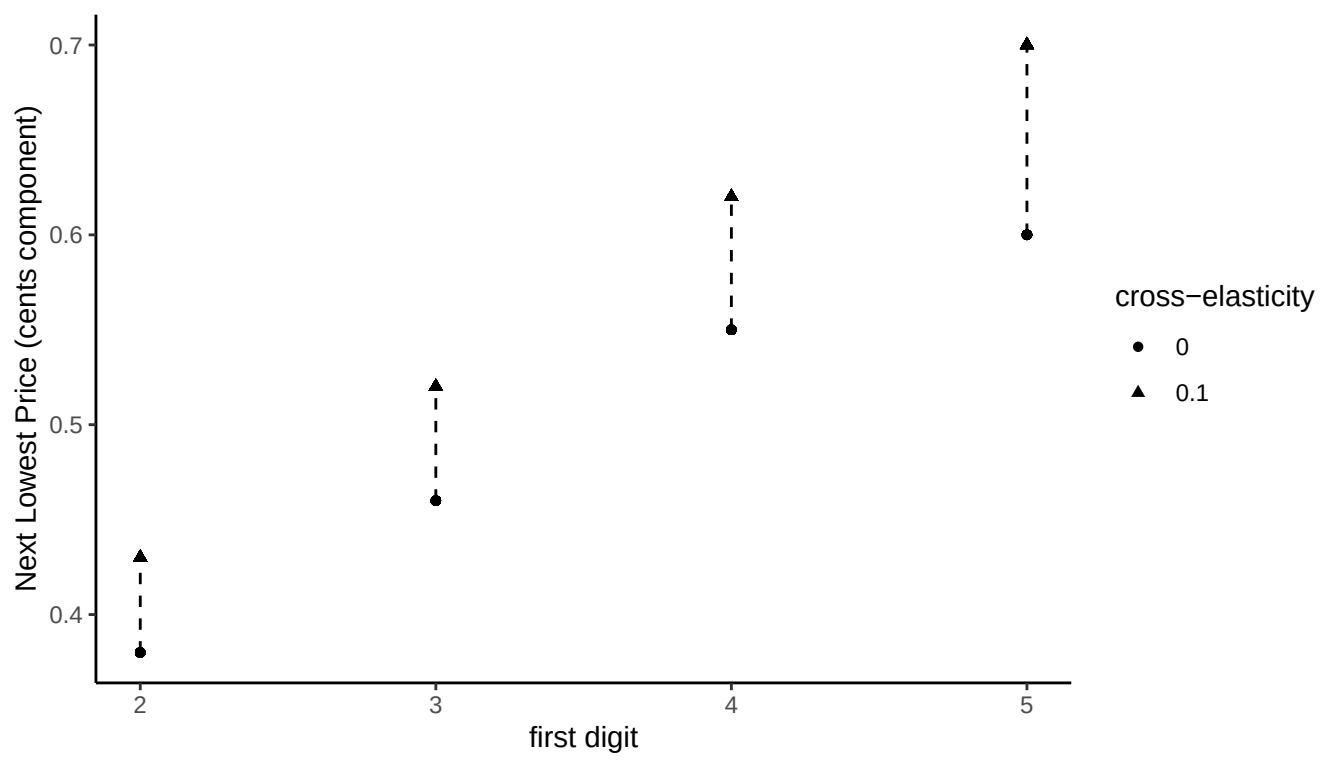
0.7
0.6
0.5
0.4
Next Lowest Price (cents component)
2
3
4
5
first digit
cross−elasticity
0
0.1