

Brand	Size (tab)	Market Share	Unit Price	Price/50 tab	Unit Wholesale Price
Tylenol	25	8.9%	3.52	6.91	2.26
Tylenol	50	11.1%	4.99	4.99	3.76
Tylenol	100	7.6%	7.14	3.57	5.93
Advil	25	7.3%	3.02	6.29	2.02
Advil	50	5.1%	5.19	5.19	3.70
Advil	100	2.2%	8.23	4.12	6.25
Bayer	25	2.5%	2.66	5.35	1.90
Bayer	50	2.0%	3.81	3.81	2.67
Bayer	100	4.9%	4.05	2.02	3.73
Store Brand	50	6.2%	3.57	3.57	2.48
Store Brand	100	4.2%	3.29	1.65	1.51

Table 1: Summary Statistics for Headache Data