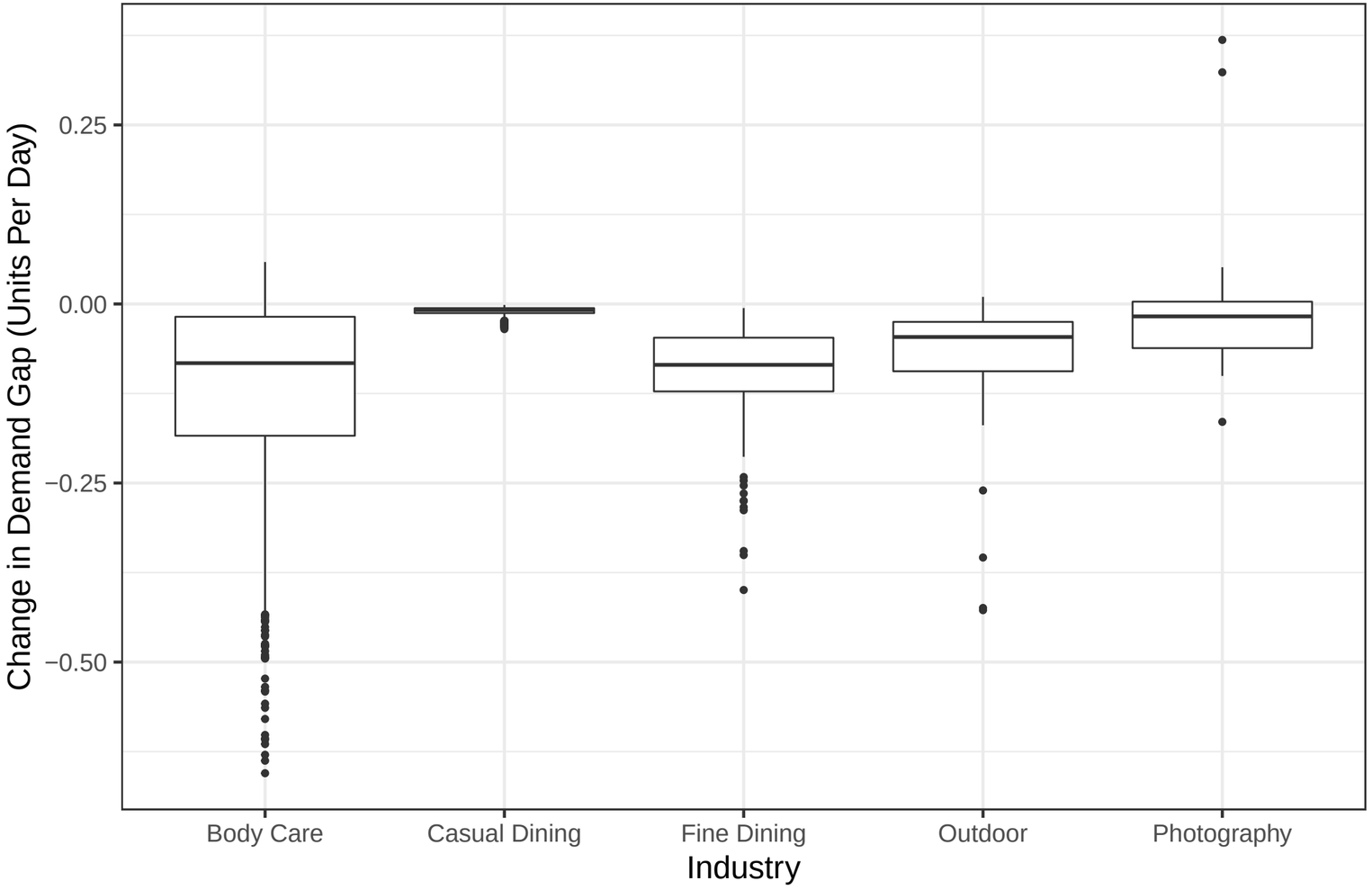
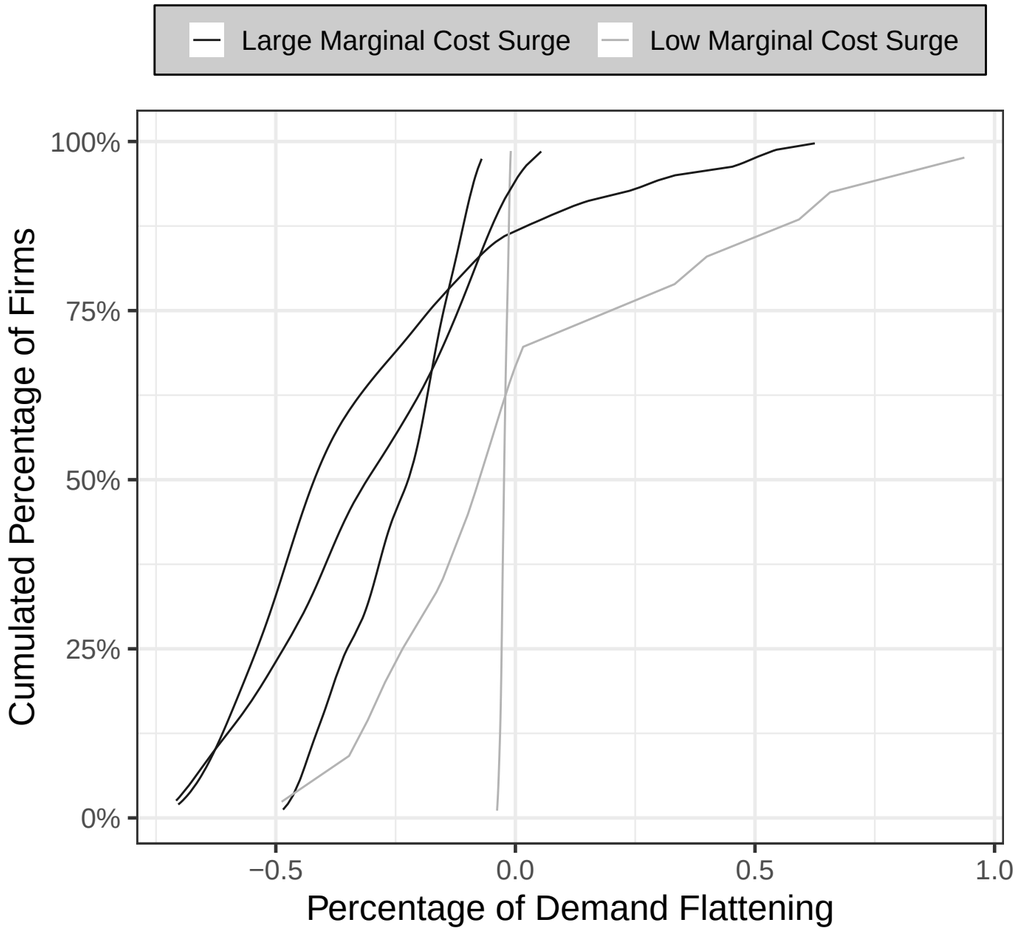

Change in Demand Gap (Units Per Day)
0.25
0.00
−0.25
−0.50
Body Care
Casual Dining
Fine Dining
Outdoor
Photography
Industry


Large Marginal Cost Surge
Low Marginal Cost Surge
Cumulated Percentage of Firms
100%
75%
50%
25%
0%
−0.5
0.0
0.5
1.0
Percentage of Demand Flattening