

Profiles Table

Target Group: Favorite team (Patriots) (n. 1433)

Control Group: Favorite team (Eagles) (n. 1312)

Number of Columns: 13

Number of Rows: 34

Beer: Current Customer\*, Target: Favorite team (Patriots), Control: Favorite team (Eagles)

Response label	Target percent	Target count
Yuengling*	3.93%	20
Corona*	10.27%	52
Heineken*	2.51%	12
Coors Light*	4.52%	23
Miller Lite*	3.80%	19
Coors*	3.51%	18
Blue Moon*	5.08%	26
Guinness*	3.59%	19
Budweiser*	9.52%	47
Bud Light*	7.26%	37
Samuel Adams*	10.83%	53
Miller*	2.06%	10
Stella Artois*	3.69%	19
Fat Tire*	1.45%	7
Heineken Light*	2.00%	10
Busch*	1.22%	6
Molson*	0.58%	3
Michelob ULTRA*	2.56%	12
Rolling Rock*	0.60%	3
Shock Top*	1.27%	6
Dos Equis*	3.51%	18
Icehouse*	3.37%	17
Dogfish Head*	1.73%	9

Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score	Diff	Index
515	461	9.38%	48	516	451	-3.27	-5.45	41.88
508	453	9.00%	48	531	441	0.64	1.27	114.08
496	459	8.38%	43	513	451	-3.85	-5.87	29.93
503	466	7.15%	37	517	439	-1.65	-2.63	63.19
493	458	6.62%	35	531	445	-1.86	-2.82	57.36
514	454	4.82%	25	521	438	-0.95	-1.31	72.85
518	463	4.56%	24	531	447	0.36	0.52	111.47
534	467	4.23%	22	509	432	-0.49	-0.64	84.9
496	450	4.12%	21	511	446	3.18	5.4	231.07
510	455	3.78%	19	493	438	2.24	3.48	192.15
492	445	3.75%	20	525	444	4.05	7.09	289.3
497	450	3.28%	17	508	437	-1.08	-1.21	62.99
507	466	2.85%	15	524	438	0.69	0.83	129.27
503	465	2.47%	13	519	433	-1.04	-1.02	58.78
505	446	2.44%	13	517	437	-0.42	-0.44	81.97
514	464	2.19%	11	511	441	-1.06	-0.97	55.69
513	466	2.03%	11	527	447	-1.79	-1.45	28.5
488	452	1.91%	10	506	423	0.63	0.65	134.15
532	464	1.89%	10	510	435	-1.63	-1.29	31.6
509	456	1.82%	9	513	433	-0.62	-0.55	69.76
507	473	1.55%	8	511	447	1.84	1.96	227.09
503	450	1.45%	8	531	449	1.82	1.93	233.34
507	465	1.32%	7	515	441	0.48	0.41	130.89

Market Size

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

Redd's Apple Ale*	2.97%	15
Red Stripe*	0.05%	0
Beck's*	0.36%	2
Keystone*	0.00%	0
Fosters*	0.53%	3
Milwaukee's Best*	0.18%	1
Amstel*	0.19%	1
Anheuser-Busch InBev*	0.46%	2
MillerCoors*	1.12%	6
Radeberger*	0.00%	0
St. Pauli Girl*	0.28%	1

493	467	1.17%	6	502	437	1.83	1.79	253.14
488	451	1.14%	6	521	450	-1.82	-1.09	4.66
504	452	0.61%	3	496	428	-0.46	-0.25	58.57
527	466	0.52%	3	505	436	-1.17	-0.52	0
528	468	0.49%	3	526	447	0.08	0.04	109.26
533	463	0.47%	2	492	433	-0.62	-0.29	38.77
512	461	0.27%	1	522	443	-0.16	-0.07	72.25
501	449	0.09%	0	528	444	0.83	0.37	495.38
506	467	0.09%	0	511	442	1.75	1.03	1212.52
517	468	0.00%	0	519	441	0	0	100
518	470	0.00%	0	509	436	0.73	0.28	Infinity

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

Profiles Table

Target Group: Favorite team (Patriots) (n. 1433)

Control Group: Favorite team (Eagles) (n. 1312)

Number of Columns: 13

Number of Rows: 9

Relationship of cable and subscriptions services in the home\*, Target: Favorite team (Patriots), Control: Favorite team (Eagles)

Response label

I have a cable subscription, but also use services like Apple TV, Netflix, Hulu, Amazon Firestick, etc.

I had a cable subscription in the past, but no longer do

I don't have a cable subscription or use any other device/service to watch TV

None of these

I used to only use streaming and subscription services, but now also have a cable subscription

I don't watch TV

I have only ever used streaming and subscription services - never a cable subscription

I have a cable subscription only, and don't use streaming or subscription services like Apple TV, Netflix, Hulu, Amazon Firestick, etc.

Don't know

Target percent	Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base
43.72%	227	518	362	33.25%	178	535	353
12.90%	67	518	362	8.40%	45	535	353
3.99%	21	518	362	1.55%	8	535	353
7.48%	39	518	362	8.68%	46	535	353
0.37%	2	518	362	0.86%	5	535	353
0.34%	2	518	362	1.12%	6	535	353
1.82%	9	518	362	3.56%	19	535	353
28.59%	148	518	362	37.97%	203	535	353
0.79%	4	518	362	4.62%	25	535	353



Z-Score	Diff	Index	Market Size
2.89	10.48	131.52	N/A
1.94	4.5	153.58	N/A
1.93	2.44	256.83	N/A
-0.58	-1.2	86.2	N/A
-0.72	-0.49	43.19	N/A
-1.08	-0.78	30.52	N/A
-1.38	-1.73	51.24	N/A
-2.66	-9.38	75.29	N/A
-3.06	-3.84	17.01	N/A

Profiles Table

Target Group: Favorite team (Patriots) (n. 1433)

Control Group: Favorite team (Eagles) (n. 1312)

Number of Columns: 13

Number of Rows: 271

Does for fitness, Target: Favorite team (Patriots), Control: Favorite team (Eagles)

Response label	Target percent	Target count	Target weighted base
Camping	10.00%	112	1115
Walking	27.23%	304	1115
Yard work	13.70%	153	1115
Belly dance	2.02%	23	1115
Cross-country skiing	1.89%	21	1115
Sightseeing	8.71%	97	1115
Archery	2.75%	31	1115
Strip Tease	1.96%	22	1115
Weight training	5.41%	60	1115
Focus T25	1.63%	18	1115
Indoor football	1.96%	22	1115
Whale watching	2.09%	23	1115
Fitness, Training, Sport	3.05%	34	1115
Tubing	2.46%	27	1115
Hula dance	1.54%	17	1115
Ballet	1.45%	16	1115
Wii Fit Plus	3.74%	42	1115
Rock climbing	1.58%	18	1115
Playing sports	4.90%	55	1115
Water aerobics	2.77%	31	1115
Trail running	2.38%	27	1115
Canoeing	1.89%	21	1115
Bull riding	1.33%	15	1115

Target base	Control percent	Control count	Control weighted base	Control base	Z-Score	Diff	Index	Market Size
1060	4.14%	35	848	786	4.97	5.86	241.41	N/A
1060	17.87%	152	848	786	4.82	9.36	152.36	N/A
1060	7.39%	63	848	786	4.44	6.31	185.45	N/A
1060	0.00%	0	848	786	4.34	2.02	Infinity	N/A
1060	0.00%	0	848	786	4.18	1.89	Infinity	N/A
1060	4.00%	34	848	786	4.17	4.71	217.7	N/A
1060	0.40%	3	848	786	4.08	2.36	694.19	N/A
1060	0.06%	1	848	786	4.06	1.9	3279.29	N/A
1060	1.90%	16	848	786	4.04	3.51	285.11	N/A
1060	0.00%	0	848	786	3.83	1.63	Infinity	N/A
1060	0.13%	1	848	786	3.82	1.83	1471.92	N/A
1060	0.20%	2	848	786	3.79	1.89	1048.49	N/A
1060	0.67%	6	848	786	3.78	2.38	455.97	N/A
1060	0.39%	3	848	786	3.75	2.08	637.21	N/A
1060	0.00%	0	848	786	3.7	1.54	Infinity	N/A
1060	0.00%	0	848	786	3.58	1.45	Infinity	N/A
1060	1.23%	10	848	786	3.46	2.52	305.29	N/A
1060	0.11%	1	848	786	3.36	1.47	1431.64	N/A
1060	2.03%	17	848	786	3.36	2.87	241.04	N/A
1060	0.72%	6	848	786	3.32	2.05	383.74	N/A
1060	0.52%	4	848	786	3.3	1.86	458.66	N/A
1060	0.27%	2	848	786	3.3	1.62	696.66	N/A
1060	0.03%	0	848	786	3.27	1.3	4563.57	N/A

Fly fishing	2.65%	30	1115
Cross training	1.90%	21	1115
Surfing	1.28%	14	1115
Long Distance Running	1.50%	17	1115
Triathlons	1.29%	14	1115
Sailing	1.55%	17	1115
Dancing	3.18%	35	1115
Hot yoga	1.41%	16	1115
Pole dancing	1.08%	12	1115
Aqua Zumba	1.35%	15	1115
Callanetics	1.45%	16	1115
Hacky Sack	1.05%	12	1115
Contemporary Dance	1.39%	15	1115
Water Polo	1.03%	11	1115
Volleyball	4.29%	48	1115
Geocaching	0.96%	11	1115
Longboarding	0.96%	11	1115
Soccer	9.04%	101	1115
Aerial Silks	0.94%	10	1115
Powerlifting	1.33%	15	1115
Synchronized swimming	0.91%	10	1115
Wing Chun	0.91%	10	1115
Swing Dancing	1.20%	13	1115
Shuffleboard	1.48%	17	1115
Snowmobiling	1.40%	16	1115
Exercising	13.99%	156	1115
Badminton	2.47%	28	1115
Marathon	1.06%	12	1115
Show jumping	1.40%	16	1115
Square dancing	0.87%	10	1115
Fire Dancing	0.87%	10	1115

1060	0.69%	6	848	786	3.24	1.96	382.07	N/A
1060	0.30%	3	848	786	3.22	1.6	626.86	N/A
1060	0.02%	0	848	786	3.22	1.26	5416.96	N/A
1060	0.12%	1	848	786	3.21	1.38	1262.34	N/A
1060	0.03%	0	848	786	3.21	1.26	4224.71	N/A
1060	0.17%	1	848	786	3.11	1.38	915.16	N/A
1060	1.08%	9	848	786	3.09	2.1	294.55	N/A
1060	0.14%	1	848	786	2.99	1.27	1003.35	N/A
1060	0.00%	0	848	786	2.98	1.08	Infinity	N/A
1060	0.12%	1	848	786	2.95	1.22	1096.82	N/A
1060	0.17%	1	848	786	2.95	1.28	839.85	N/A
1060	0.00%	0	848	786	2.94	1.05	Infinity	N/A
1060	0.15%	1	848	786	2.93	1.24	949.03	N/A
1060	0.00%	0	848	786	2.89	1.03	Infinity	N/A
1060	2.01%	17	848	786	2.77	2.28	213.33	N/A
1060	0.00%	0	848	786	2.76	0.96	Infinity	N/A
1060	0.00%	0	848	786	2.76	0.96	Infinity	N/A
1060	5.69%	48	848	786	2.73	3.35	158.93	N/A
1060	0.00%	0	848	786	2.73	0.94	Infinity	N/A
1060	0.19%	2	848	786	2.68	1.14	690.49	N/A
1060	0.00%	0	848	786	2.67	0.91	Infinity	N/A
1060	0.00%	0	848	786	2.67	0.91	Infinity	N/A
1060	0.13%	1	848	786	2.67	1.07	903.13	N/A
1060	0.27%	2	848	786	2.67	1.21	540.7	N/A
1060	0.23%	2	848	786	2.65	1.16	597.76	N/A
1060	10.01%	85	848	786	2.61	3.98	139.81	N/A
1060	0.87%	7	848	786	2.61	1.59	282.3	N/A
1060	0.08%	1	848	786	2.61	0.98	1302.81	N/A
1060	0.25%	2	848	786	2.6	1.15	551.76	N/A
1060	0.00%	0	848	786	2.6	0.87	Infinity	N/A
1060	0.00%	0	848	786	2.6	0.87	Infinity	N/A

Modern dance	2.29%	26	1115
Colorguard	1.35%	15	1115
Extreme Sports	0.90%	10	1115
Hip hop dance	1.78%	20	1115
Racquetball	3.06%	34	1115
Jazzercise	2.01%	22	1115
Mushroom hunting	0.82%	9	1115
Bouldering	0.75%	8	1115
Boating	2.74%	31	1115
Brazilian Jiu-Jitsu	1.14%	13	1115
Scuba diving	2.87%	32	1115
Unicycling	0.70%	8	1115
Argentine Tango	0.70%	8	1115
Water skiing	0.93%	10	1115
Cheerleading	1.21%	13	1115
Judo	0.87%	10	1115
Jet skiing	0.67%	7	1115
NASCAR	4.17%	46	1115
Backpacking	2.05%	23	1115
Jazz dance	0.94%	11	1115
Irish dance	1.19%	13	1115
Bar Method	0.91%	10	1115
Windsurfing	0.62%	7	1115
Off-roading	1.43%	16	1115
Shooting	5.62%	63	1115
Mountain biking	3.60%	40	1115
Pool exercise	3.65%	41	1115
Latin dance	1.29%	14	1115
Flying	1.26%	14	1115
Dirt Biking	1.26%	14	1115
Gymnastics	1.28%	14	1115

1060	0.79%	7	848	786	2.55	1.5	289.67	N/A
1060	0.25%	2	848	786	2.53	1.1	547.79	N/A
1060	0.03%	0	848	786	2.52	0.87	2949.98	N/A
1060	0.52%	4	848	786	2.44	1.26	341.33	N/A
1060	1.36%	12	848	786	2.42	1.7	224.38	N/A
1060	0.67%	6	848	786	2.41	1.33	297.47	N/A
1060	0.03%	0	848	786	2.36	0.79	2681.37	N/A
1060	0.00%	0	848	786	2.36	0.75	Infinity	N/A
1060	1.18%	10	848	786	2.36	1.56	232.34	N/A
1060	0.21%	2	848	786	2.27	0.93	533.2	N/A
1060	1.32%	11	848	786	2.26	1.55	216.96	N/A
1060	0.00%	0	848	786	2.26	0.7	Infinity	N/A
1060	0.00%	0	848	786	2.26	0.7	Infinity	N/A
1060	0.11%	1	848	786	2.24	0.82	841.39	N/A
1060	0.26%	2	848	786	2.23	0.94	458.67	N/A
1060	0.09%	1	848	786	2.2	0.78	948.44	N/A
1060	0.00%	0	848	786	2.19	0.67	Infinity	N/A
1060	2.33%	20	848	786	2.19	1.84	179.17	N/A
1060	0.82%	7	848	786	2.15	1.24	251.99	N/A
1060	0.15%	1	848	786	2.13	0.8	645.03	N/A
1060	0.28%	2	848	786	2.13	0.9	419.08	N/A
1060	0.14%	1	848	786	2.08	0.77	640	N/A
1060	0.00%	0	848	786	2.07	0.62	Infinity	N/A
1060	0.46%	4	848	786	2.04	0.97	310.81	N/A
1060	3.60%	30	848	786	2.04	2.03	156.34	N/A
1060	2.01%	17	848	786	2.03	1.6	179.6	N/A
1060	2.04%	17	848	786	2.02	1.61	178.64	N/A
1060	0.38%	3	848	786	2.02	0.91	342.49	N/A
1060	0.36%	3	848	786	2.01	0.9	347.13	N/A
1060	0.36%	3	848	786	2.01	0.9	346.09	N/A
1060	0.40%	3	848	786	1.95	0.89	323.88	N/A

Grappling	1.17%	13	1115
Bachata	0.93%	10	1115
Gaelic football	0.69%	8	1115
Australian rules football	0.87%	10	1115
High School Football	2.31%	26	1115
RVing	0.88%	10	1115
Croquet	1.07%	12	1115
Trampoline	1.09%	12	1115
Mud bogging	0.56%	6	1115
Beach Volleyball	1.22%	14	1115
Rollerblading	1.26%	14	1115
Aikido	1.03%	11	1115
Big game hunting	1.44%	16	1115
Dodgeball	1.31%	15	1115
Salsa Dancing	1.04%	12	1115
Alpine skiing	1.28%	14	1115
Cornhole	2.33%	26	1115
Fastpitch softball	1.21%	13	1115
Kettlebell	1.48%	17	1115
Spinning	1.26%	14	1115
Climbing	2.13%	24	1115
Jump Rope	1.86%	21	1115
Karate	1.43%	16	1115
Hula hooping	1.04%	12	1115
Darts	3.36%	37	1115
Resistance training	1.83%	20	1115
Lacrosse	0.98%	11	1115
Skiing and Winter Sports	3.26%	36	1115
CrossFit	2.18%	24	1115
Diving	0.94%	10	1115
Tai Chi	2.04%	23	1115



1060	0.34%	3	848	786	1.92	0.83	346.03	N/A
1060	0.22%	2	848	786	1.83	0.71	419.19	N/A
1060	0.09%	1	848	786	1.82	0.6	789.54	N/A
1060	0.19%	2	848	786	1.82	0.68	463.72	N/A
1060	1.16%	10	848	786	1.82	1.15	199.48	N/A
1060	0.20%	2	848	786	1.81	0.68	447.96	N/A
1060	0.32%	3	848	786	1.79	0.75	337.42	N/A
1060	0.33%	3	848	786	1.79	0.76	330.69	N/A
1060	0.03%	0	848	786	1.76	0.53	1813.18	N/A
1060	0.43%	4	848	786	1.75	0.79	284.56	N/A
1060	0.47%	4	848	786	1.71	0.79	268.47	N/A
1060	0.32%	3	848	786	1.69	0.7	317.35	N/A
1060	0.60%	5	848	786	1.68	0.84	239.66	N/A
1060	0.52%	4	848	786	1.68	0.8	254.79	N/A
1060	0.34%	3	848	786	1.67	0.7	308.41	N/A
1060	0.50%	4	848	786	1.66	0.78	257.39	N/A
1060	1.28%	11	848	786	1.63	1.06	182.74	N/A
1060	0.46%	4	848	786	1.63	0.75	260.5	N/A
1060	0.66%	6	848	786	1.62	0.83	226.08	N/A
1060	0.51%	4	848	786	1.6	0.75	248.88	N/A
1060	1.15%	10	848	786	1.57	0.98	184.55	N/A
1060	0.96%	8	848	786	1.54	0.9	193.21	N/A
1060	0.65%	6	848	786	1.54	0.78	219.81	N/A
1060	0.38%	3	848	786	1.54	0.66	272.55	N/A
1060	2.15%	18	848	786	1.53	1.21	156.26	N/A
1060	0.95%	8	848	786	1.53	0.88	192.96	N/A
1060	0.35%	3	848	786	1.52	0.64	282.75	N/A
1060	2.08%	18	848	786	1.52	1.19	157.11	N/A
1060	1.27%	11	848	786	1.41	0.9	170.99	N/A
1060	0.36%	3	848	786	1.4	0.58	263.15	N/A
1060	1.18%	10	848	786	1.39	0.86	172.79	N/A

Track & Field	2.49%	28	1115
Rowing	0.62%	7	1115
Stock car racing	2.75%	31	1115
Tennis	8.10%	90	1115
Bodysurfing	1.25%	14	1115
Butterfly Gardening	0.74%	8	1115
Target Shooting	5.86%	65	1115
Primitive hunting	0.91%	10	1115
Zip Line	1.24%	14	1115
Fencing	0.80%	9	1115
Spearfishing	0.55%	6	1115
Sailboat racing	0.29%	3	1115
Figure skating	0.43%	5	1115
Nordic skiing	4.44%	50	1115
Ocean racing	0.32%	4	1115
Horse Racing	1.13%	13	1115
Rugby	1.11%	12	1115
Power walking	0.48%	5	1115
Paintball	2.55%	28	1115
Ultimate Frisbee	1.87%	21	1115
Snowshoeing	0.36%	4	1115
Women's Health	0.42%	5	1115
Bowls	0.22%	2	1115
Elliptical training	1.88%	21	1115
Rodeo	0.22%	2	1115
Softball	1.57%	18	1115
Folk dance	0.20%	2	1115
Hiking	25.20%	281	1115
Laundry	0.36%	4	1115
Roller skating	0.91%	10	1115
Mountain boarding	0.17%	2	1115

1060	1.57%	13	848	786	1.34	0.93	159.2	N/A
1060	0.17%	1	848	786	1.32	0.45	368.55	N/A
1060	1.80%	15	848	786	1.31	0.95	153.07	N/A
1060	6.49%	55	848	786	1.3	1.61	124.83	N/A
1060	0.62%	5	848	786	1.28	0.63	201.08	N/A
1060	0.26%	2	848	786	1.27	0.48	283.36	N/A
1060	4.52%	38	848	786	1.26	1.34	129.71	N/A
1060	0.39%	3	848	786	1.22	0.51	230.89	N/A
1060	0.64%	5	848	786	1.21	0.6	192.92	N/A
1060	0.33%	3	848	786	1.19	0.47	244.2	N/A
1060	0.16%	1	848	786	1.18	0.39	342.72	N/A
1060	0.00%	0	848	786	1.16	0.29	Infinity	N/A
1060	0.09%	1	848	786	1.14	0.34	483.61	N/A
1060	3.38%	29	848	786	1.13	1.06	131.4	N/A
1060	0.03%	0	848	786	1.1	0.29	1053.26	N/A
1060	0.61%	5	848	786	1.09	0.52	186.22	N/A
1060	0.60%	5	848	786	1.07	0.51	184.31	N/A
1060	0.14%	1	848	786	1.03	0.33	327.73	N/A
1060	1.82%	15	848	786	1.02	0.74	140.49	N/A
1060	1.27%	11	848	786	0.96	0.6	147.4	N/A
1060	0.09%	1	848	786	0.94	0.27	412.89	N/A
1060	0.13%	1	848	786	0.93	0.29	323.45	N/A
1060	0.00%	0	848	786	0.91	0.22	Infinity	N/A
1060	1.31%	11	848	786	0.91	0.58	143.97	N/A
1060	0.00%	0	848	786	0.91	0.22	Infinity	N/A
1060	1.06%	9	848	786	0.89	0.51	148.69	N/A
1060	0.00%	0	848	786	0.84	0.2	Infinity	N/A
1060	23.59%	200	848	786	0.79	1.61	106.84	N/A
1060	0.12%	1	848	786	0.78	0.24	298.79	N/A
1060	0.56%	5	848	786	0.76	0.35	162.49	N/A
1060	0.00%	0	848	786	0.71	0.17	Infinity	N/A

Beekeeping	0.16%	2	1115
Circuit training	0.91%	10	1115
Jujitsu	0.37%	4	1115
Tae Bo	0.61%	7	1115
Okinawan Karate	0.15%	2	1115
Handball	0.28%	3	1115
Chess	0.96%	11	1115
Bobsledding	0.26%	3	1115
Bicycle tours	2.11%	24	1115
Hunting	5.90%	66	1115
Saddle bronc and bareback bronc riding	0.16%	2	1115
Ice Fishing	0.98%	11	1115
Pilates	0.75%	8	1115
Field Hockey	0.15%	2	1115
Curves	0.11%	1	1115
Bikram Yoga	0.15%	2	1115
Drag Racing	1.58%	18	1115
rock scrambling	0.32%	4	1115
Parkour	0.09%	1	1115
Recumbent Biking	1.47%	16	1115
Triple Jump	1.55%	17	1115
Bodybuilding	1.45%	16	1115
Qigong	0.08%	1	1115
Saltwater fishing	2.41%	27	1115
Fitness	0.66%	7	1115
Ballroom dance	0.31%	3	1115
Ice dancing	1.16%	13	1115
Calisthenics	0.75%	8	1115
Jeet Kune Do	0.08%	1	1115
Strength training	0.11%	1	1115
College baseball	0.07%	1	1115

1060	0.00%	0	848	786	0.68	0.16	Infinity	N/A
1060	0.59%	5	848	786	0.67	0.31	152.78	N/A
1060	0.16%	1	848	786	0.64	0.21	227.96	N/A
1060	0.36%	3	848	786	0.63	0.25	169.59	N/A
1060	0.00%	0	848	786	0.62	0.15	Infinity	N/A
1060	0.10%	1	848	786	0.59	0.18	269.88	N/A
1060	0.68%	6	848	786	0.58	0.29	142.43	N/A
1060	0.09%	1	848	786	0.57	0.17	285.36	N/A
1060	1.73%	15	848	786	0.53	0.38	121.81	N/A
1060	5.31%	45	848	786	0.52	0.59	111.2	N/A
1060	0.03%	0	848	786	0.49	0.13	544.64	N/A
1060	0.73%	6	848	786	0.48	0.25	133.71	N/A
1060	0.54%	5	848	786	0.45	0.21	138.36	N/A
1060	0.03%	0	848	786	0.44	0.12	504.54	N/A
1060	0.00%	0	848	786	0.43	0.11	Infinity	N/A
1060	0.04%	0	848	786	0.4	0.11	399.62	N/A
1060	1.34%	11	848	786	0.38	0.25	118.41	N/A
1060	0.19%	2	848	786	0.37	0.13	168.83	N/A
1060	0.00%	0	848	786	0.36	0.09	Infinity	N/A
1060	1.25%	11	848	786	0.34	0.22	117.54	N/A
1060	1.33%	11	848	786	0.33	0.22	116.37	N/A
1060	1.25%	11	848	786	0.31	0.2	116.04	N/A
1060	0.00%	0	848	786	0.31	0.08	Infinity	N/A
1060	2.17%	18	848	786	0.3	0.24	111.25	N/A
1060	0.52%	4	848	786	0.3	0.14	127.91	N/A
1060	0.20%	2	848	786	0.3	0.11	156.57	N/A
1060	0.99%	8	848	786	0.28	0.17	117.27	N/A
1060	0.61%	5	848	786	0.28	0.14	123.58	N/A
1060	0.00%	0	848	786	0.27	0.08	Infinity	N/A
1060	0.03%	0	848	786	0.27	0.08	374.41	N/A
1060	0.00%	0	848	786	0.24	0.07	Infinity	N/A

Road Bicycle Racing	1.21%	14	1115
Zumba	2.60%	29	1115
Kayaking	1.42%	16	1115
Urban rebounding	0.06%	1	1115
Sprint car racing	1.08%	12	1115
Football	10.68%	119	1115
Endurance riding	0.17%	2	1115
Historical European Martial Arts	0.17%	2	1115
Going to the gym	8.47%	94	1115
Go-karting	1.09%	12	1115
Bird watching	1.25%	14	1115
Bowling	6.86%	77	1115
Collegiate wrestling	0.89%	10	1115
Polo	0.06%	1	1115
Equestrian Sports	1.97%	22	1115
Skateboarding	0.68%	8	1115
Sports car racing	3.42%	38	1115
Motocross	0.32%	4	1115
Ice Hockey	4.31%	48	1115
College Basketball	0.38%	4	1115
Motorsports	1.87%	21	1115
Physical therapy	0.66%	7	1115
slamball	0.00%	0	1115
Dressage	0.00%	0	1115
Wrestling	1.27%	14	1115
Horse Riding	0.30%	3	1115
Calf roping	0.11%	1	1115
Pickleball	0.28%	3	1115
Aerobics	5.32%	59	1115
Scootering	0.11%	1	1115
Curling	0.08%	1	1115

1060	1.06%	9	848	786	0.24	0.15	114.29	N/A
1060	2.41%	20	848	786	0.22	0.19	107.8	N/A
1060	1.28%	11	848	786	0.21	0.15	111.5	N/A
1060	0.00%	0	848	786	0.19	0.06	Infinity	N/A
1060	0.97%	8	848	786	0.18	0.11	111.84	N/A
1060	10.45%	89	848	786	0.15	0.23	102.23	N/A
1060	0.11%	1	848	786	0.14	0.06	154.84	N/A
1060	0.12%	1	848	786	0.1	0.05	144.71	N/A
1060	8.32%	71	848	786	0.1	0.15	101.83	N/A
1060	1.02%	9	848	786	0.09	0.07	107.06	N/A
1060	1.18%	10	848	786	0.07	0.06	105.45	N/A
1060	6.80%	58	848	786	0.03	0.07	100.96	N/A
1060	0.85%	7	848	786	0.03	0.04	105.01	N/A
1060	0.03%	0	848	786	0.01	0.03	206.25	N/A
1060	1.94%	16	848	786	0.01	0.03	101.73	N/A
1060	0.64%	5	848	786	0.01	0.03	104.73	N/A
1060	3.39%	29	848	786	0	0.03	100.83	N/A
1060	0.30%	3	848	786	-0.01	0.02	107.95	N/A
1060	4.29%	36	848	786	-0.01	0.01	100.29	N/A
1060	0.37%	3	848	786	-0.07	0.01	101.83	N/A
1060	1.92%	16	848	786	-0.1	-0.04	97.87	N/A
1060	0.70%	6	848	786	-0.17	-0.04	93.81	N/A
1060	0.00%	0	848	786	-0.18	0	100	N/A
1060	0.00%	0	848	786	-0.18	0	100	N/A
1060	1.37%	12	848	786	-0.24	-0.11	92.14	N/A
1060	0.35%	3	848	786	-0.27	-0.06	84.28	N/A
1060	0.14%	1	848	786	-0.28	-0.03	75.59	N/A
1060	0.34%	3	848	786	-0.28	-0.06	83.07	N/A
1060	5.62%	48	848	786	-0.29	-0.29	94.8	N/A
1060	0.15%	1	848	786	-0.29	-0.04	73.57	N/A
1060	0.12%	1	848	786	-0.3	-0.04	69.96	N/A

Deep breathing	1.52%	17	1115
Ice skating	2.31%	26	1115
BMX	1.07%	12	1115
Taekwondo	0.47%	5	1115
Luge	0.08%	1	1115
Bocce	0.71%	8	1115
Disc golf	0.87%	10	1115
Speed skating	2.13%	24	1115
Roller derby	1.02%	11	1115
Wood Chopping	0.93%	10	1115
Massage	0.20%	2	1115
Mountain climbing	0.84%	9	1115
Stretching	2.72%	30	1115
Birdfeeding	2.58%	29	1115
Gold panning	0.82%	9	1115
Formula 1	1.10%	12	1115
Powerboating	0.02%	0	1115
Shaolin kung fu	0.10%	1	1115
Baseball	13.47%	150	1115
Line dancing	0.49%	5	1115
Refereeing	0.08%	1	1115
Snooker	0.09%	1	1115
Walking the dog	0.34%	4	1115
Fishing	15.94%	178	1115
Harness racing	0.15%	2	1115
P90X	0.33%	4	1115
Yoga	11.95%	133	1115
Meditation	2.77%	31	1115
Martial Arts	3.16%	35	1115
Bodyboarding	0.08%	1	1115
Downhill Skiing	0.82%	9	1115



1060	1.70%	14	848	786	-0.33	-0.18	89.56	N/A
1060	2.54%	22	848	786	-0.35	-0.23	90.93	N/A
1060	1.22%	10	848	786	-0.35	-0.16	87.18	N/A
1060	0.58%	5	848	786	-0.36	-0.11	81.2	N/A
1060	0.14%	1	848	786	-0.39	-0.06	58.54	N/A
1060	0.88%	7	848	786	-0.45	-0.18	80.09	N/A
1060	1.07%	9	848	786	-0.46	-0.2	81.41	N/A
1060	2.44%	21	848	786	-0.47	-0.31	87.26	N/A
1060	1.25%	11	848	786	-0.48	-0.22	82.06	N/A
1060	1.15%	10	848	786	-0.5	-0.22	80.58	N/A
1060	0.31%	3	848	786	-0.5	-0.11	63.21	N/A
1060	1.07%	9	848	786	-0.53	-0.23	78.43	N/A
1060	3.13%	27	848	786	-0.53	-0.41	86.99	N/A
1060	2.99%	25	848	786	-0.54	-0.4	86.49	N/A
1060	1.07%	9	848	786	-0.57	-0.25	76.94	N/A
1060	1.40%	12	848	786	-0.58	-0.29	79.04	N/A
1060	0.11%	1	848	786	-0.59	-0.09	20.06	N/A
1060	0.22%	2	848	786	-0.6	-0.12	45.47	N/A
1060	14.55%	123	848	786	-0.67	-1.08	92.59	N/A
1060	0.74%	6	848	786	-0.69	-0.25	66.08	N/A
1060	0.22%	2	848	786	-0.69	-0.14	37.06	N/A
1060	0.24%	2	848	786	-0.72	-0.15	36.56	N/A
1060	0.57%	5	848	786	-0.72	-0.23	59.41	N/A
1060	17.22%	146	848	786	-0.74	-1.28	92.56	N/A
1060	0.36%	3	848	786	-0.8	-0.2	42.88	N/A
1060	0.59%	5	848	786	-0.81	-0.26	55.68	N/A
1060	13.23%	112	848	786	-0.82	-1.27	90.38	N/A
1060	3.43%	29	848	786	-0.83	-0.66	80.63	N/A
1060	3.87%	33	848	786	-0.83	-0.71	81.72	N/A
1060	0.28%	2	848	786	-0.86	-0.19	30.17	N/A
1060	1.25%	11	848	786	-0.9	-0.43	65.84	N/A

Rally Racing	0.49%	5	1115
Snorkeling	1.42%	16	1115
American Kenpo	0.06%	1	1115
Weightlifting	5.74%	64	1115
Miniature golf	3.50%	39	1115
Hapkido	0.11%	1	1115
Yachting	0.02%	0	1115
College Football	0.23%	3	1115
Gardening	4.82%	54	1115
Skeet Shooting	3.53%	39	1115
Table tennis	1.74%	19	1115
Cycling	19.88%	222	1115
Motorcycling	0.81%	9	1115
Basketball	8.01%	89	1115
Snowboarding	1.59%	18	1115
Pool	3.95%	44	1115
Muay Thai	0.17%	2	1115
Professional Wrestling	1.61%	18	1115
Golf	16.11%	180	1115
Squash	0.30%	3	1115
Boxing	1.55%	17	1115
Ninjutsu	0.16%	2	1115
Supercross	0.29%	3	1115
Kickball	0.97%	11	1115
Knife throwing	0.28%	3	1115
Motorcycle Racing	0.89%	10	1115
Billiards	9.37%	105	1115
Kickboxing	0.49%	5	1115
Motorcycle speedway Racing	0.33%	4	1115
Swimming	21.68%	242	1115
Running	14.89%	166	1115

1060	0.88%	7	848	786	-0.97	-0.38	56.24	N/A
1060	2.03%	17	848	786	-1	-0.61	69.81	N/A
1060	0.30%	3	848	786	-1.03	-0.24	20.17	N/A
1060	6.93%	59	848	786	-1.05	-1.19	82.79	N/A
1060	4.51%	38	848	786	-1.1	-1.01	77.5	N/A
1060	0.40%	3	848	786	-1.11	-0.29	26.73	N/A
1060	0.27%	2	848	786	-1.13	-0.25	8.53	N/A
1060	0.60%	5	848	786	-1.15	-0.37	38	N/A
1060	6.18%	52	848	786	-1.27	-1.37	77.93	N/A
1060	4.76%	40	848	786	-1.31	-1.23	74.17	N/A
1060	2.74%	23	848	786	-1.41	-1	63.59	N/A
1060	22.72%	193	848	786	-1.47	-2.84	87.51	N/A
1060	1.61%	14	848	786	-1.51	-0.8	50.2	N/A
1060	10.27%	87	848	786	-1.66	-2.26	77.97	N/A
1060	2.78%	24	848	786	-1.7	-1.19	57.18	N/A
1060	5.68%	48	848	786	-1.7	-1.73	69.58	N/A
1060	0.79%	7	848	786	-1.73	-0.62	21.4	N/A
1060	2.85%	24	848	786	-1.75	-1.24	56.51	N/A
1060	19.27%	163	848	786	-1.76	-3.17	83.57	N/A
1060	1.07%	9	848	786	-1.86	-0.77	27.65	N/A
1060	2.87%	24	848	786	-1.87	-1.32	53.91	N/A
1060	0.88%	7	848	786	-1.93	-0.72	18.12	N/A
1060	1.15%	10	848	786	-2.01	-0.86	25.23	N/A
1060	2.42%	21	848	786	-2.29	-1.45	40.13	N/A
1060	1.33%	11	848	786	-2.33	-1.06	20.79	N/A
1060	2.38%	20	848	786	-2.39	-1.49	37.52	N/A
1060	13.07%	111	848	786	-2.47	-3.69	71.73	N/A
1060	1.81%	15	848	786	-2.48	-1.32	26.9	N/A
1060	1.78%	15	848	786	-2.82	-1.46	18.31	N/A
1060	28.13%	238	848	786	-3.15	-6.44	77.09	N/A
1060	22.98%	195	848	786	-4.35	-8.09	64.79	N/A

Profiles Table

Target Group: Favorite team (Patriots) (n. 1433)

Control Group: Favorite team (Eagles) (n. 1312)

Number of Columns: 13

Number of Rows: 189

Positive traits, Target: Favorite team (Patriots), Control: Favorite team (Eagles)

Response label	Target percent	Target count	Target weighted base
A leader	21.61%	65	302
problem-solver	0.65%	2	302
Dedicated	5.57%	17	302
Perseverant	0.58%	2	302
Communicative	3.89%	12	302
Comforting	2.77%	8	302
Musical	0.99%	3	302
Detailed	1.81%	5	302
Headstrong	1.04%	3	302
Good mother	0.60%	2	302
Gullible	0.08%	0	302
Opinionated	0.00%	0	302
Quiet	0.37%	1	302
Wacky	0.95%	3	302
Alternative	4.29%	13	302
Charitable	9.78%	30	302
Fiery	0.31%	1	302
Entrepreneurial	1.54%	5	302
Worrier	1.82%	5	302
Sincere	3.04%	9	302
Gregarious	0.00%	0	302
Carefree	4.00%	12	302
Motherly	0.56%	2	302

Target base	Control percent	Control count	Control weighted base	Control base	Z-Score	Diff	Index	Market Size
359	36.19%	91	252	253	-3.89	-14.58	59.72	N/A
359	3.91%	10	252	253	-2.4	-3.26	16.65	N/A
359	10.34%	26	252	253	-2.08	-4.77	53.88	N/A
359	3.16%	8	252	253	-2.08	-2.58	18.33	N/A
359	7.54%	19	252	253	-1.84	-3.65	51.6	N/A
359	6.02%	15	252	253	-1.84	-3.24	46.11	N/A
359	3.40%	9	252	253	-1.84	-2.41	29.06	N/A
359	4.60%	12	252	253	-1.81	-2.79	39.44	N/A
359	3.16%	8	252	253	-1.65	-2.12	33.04	N/A
359	2.31%	6	252	253	-1.56	-1.72	25.84	N/A
359	1.33%	3	252	253	-1.48	-1.25	6.15	N/A
359	1.17%	3	252	253	-1.47	-1.17	0	N/A
359	1.78%	4	252	253	-1.44	-1.41	20.82	N/A
359	2.60%	7	252	253	-1.4	-1.66	36.34	N/A
359	6.91%	17	252	253	-1.35	-2.62	62.03	N/A
359	13.34%	34	252	253	-1.34	-3.55	73.35	N/A
359	1.53%	4	252	253	-1.33	-1.22	20.44	N/A
359	3.23%	8	252	253	-1.27	-1.7	47.58	N/A
359	3.60%	9	252	253	-1.27	-1.78	50.46	N/A
359	5.15%	13	252	253	-1.25	-2.11	59.06	N/A
359	0.81%	2	252	253	-1.16	-0.81	0	N/A
359	6.09%	15	252	253	-1.13	-2.09	65.75	N/A
359	1.63%	4	252	253	-1.11	-1.07	34.55	N/A

Adaptable	20.40%	62	302
Survivor	0.33%	1	302
Smart alec	0.00%	0	302
Adventurous	14.81%	45	302
Flexible	2.35%	7	302
Assertive	8.38%	25	302
Youthful	0.81%	2	302
Anachronistic	0.56%	2	302
Bighearted	20.11%	61	302
Perfectionist	3.16%	10	302
Feeling	1.42%	4	302
Spiritual	1.62%	5	302
Good wife	0.17%	1	302
Cordial	1.50%	5	302
Introspective	0.41%	1	302
Matter-of-fact	2.40%	7	302
Romantic	2.66%	8	302
Quirky	0.42%	1	302
Industrious	0.81%	2	302
Organized	3.59%	11	302
Farsighted	0.49%	1	302
Diplomatic	2.27%	7	302
Humanitarian	0.91%	3	302
Creative	0.00%	0	302
Bashful	1.76%	5	302
Cheerful	11.53%	35	302
Frugal	1.72%	5	302
Dogmatic	0.65%	2	302
Workaholic	0.32%	1	302
Active	15.52%	47	302
Idiosyncratic	1.59%	5	302

359	24.15%	61	252	253	-1.09	-3.75	84.47	N/A
359	1.20%	3	252	253	-1.04	-0.87	27.59	N/A
359	0.64%	2	252	253	-1	-0.64	0	N/A
359	17.79%	45	252	253	-0.98	-2.98	83.26	N/A
359	3.78%	10	252	253	-0.98	-1.43	62.16	N/A
359	10.75%	27	252	253	-0.97	-2.36	78	N/A
359	1.54%	4	252	253	-0.77	-0.74	52.25	N/A
359	1.21%	3	252	253	-0.76	-0.65	46.08	N/A
359	22.67%	57	252	253	-0.76	-2.56	88.7	N/A
359	4.36%	11	252	253	-0.76	-1.2	72.49	N/A
359	2.26%	6	252	253	-0.74	-0.84	62.68	N/A
359	2.47%	6	252	253	-0.71	-0.85	65.59	N/A
359	0.64%	2	252	253	-0.71	-0.46	27.45	N/A
359	2.32%	6	252	253	-0.71	-0.82	64.67	N/A
359	0.91%	2	252	253	-0.66	-0.49	45.52	N/A
359	3.30%	8	252	253	-0.66	-0.91	72.57	N/A
359	3.60%	9	252	253	-0.65	-0.94	73.89	N/A
359	0.91%	2	252	253	-0.65	-0.48	46.57	N/A
359	1.37%	3	252	253	-0.62	-0.56	58.99	N/A
359	4.47%	11	252	253	-0.55	-0.88	80.33	N/A
359	0.88%	2	252	253	-0.53	-0.39	55.78	N/A
359	2.89%	7	252	253	-0.49	-0.63	78.3	N/A
359	1.32%	3	252	253	-0.47	-0.41	68.76	N/A
359	0.20%	0	252	253	-0.46	-0.2	0	N/A
359	2.24%	6	252	253	-0.42	-0.47	78.88	N/A
359	12.62%	32	252	253	-0.42	-1.09	91.38	N/A
359	2.15%	5	252	253	-0.39	-0.43	80.17	N/A
359	0.87%	2	252	253	-0.32	-0.22	74.82	N/A
359	0.49%	1	252	253	-0.32	-0.17	65.82	N/A
359	16.44%	41	252	253	-0.31	-0.92	94.42	N/A
359	1.88%	5	252	253	-0.29	-0.29	84.73	N/A

Pretty	0.08%	0	302
Skeptical	0.17%	1	302
Deliberative	0.25%	1	302
Talented	2.47%	7	302
Traditional	1.58%	5	302
Sensitive	3.82%	12	302
Harmonious	0.99%	3	302
Compassionate	16.15%	49	302
Encouraging	3.10%	9	302
Open	2.05%	6	302
Loving	6.86%	21	302
Interesting	2.97%	9	302
Sympathetic	2.37%	7	302
Constructive	1.91%	6	302
Anti-authoritarian	2.64%	8	302
Understanding	4.71%	14	302
Contrary	0.25%	1	302
Focused	1.53%	5	302
Hardworking	11.54%	35	302
Nurturing	0.87%	3	302
Resilient	1.61%	5	302
Sassy	0.73%	2	302
Bubbly	1.87%	6	302
Rebellious	0.40%	1	302
Informed	2.39%	7	302
Moral	3.65%	11	302
Clean	6.56%	20	302
Caring	31.04%	94	302
Artistic	9.01%	27	302
God-fearing	4.35%	13	302
Homebody	2.22%	7	302



359	0.19%	0	252	253	-0.29	-0.11	43.21	N/A
359	0.29%	1	252	253	-0.29	-0.12	57.81	N/A
359	0.38%	1	252	253	-0.29	-0.13	64.96	N/A
359	2.74%	7	252	253	-0.24	-0.27	90.02	N/A
359	1.77%	4	252	253	-0.22	-0.19	89.12	N/A
359	3.99%	10	252	253	-0.14	-0.17	95.72	N/A
359	1.01%	3	252	253	-0.09	-0.03	97.51	N/A
359	16.31%	41	252	253	-0.06	-0.15	99.07	N/A
359	3.12%	8	252	253	-0.05	-0.02	99.34	N/A
359	2.03%	5	252	253	-0.04	0.01	100.54	N/A
359	6.66%	17	252	253	0.07	0.2	103.01	N/A
359	2.81%	7	252	253	0.07	0.16	105.77	N/A
359	2.16%	5	252	253	0.11	0.21	109.69	N/A
359	1.72%	4	252	253	0.11	0.2	111.57	N/A
359	2.41%	6	252	253	0.12	0.23	109.71	N/A
359	4.43%	11	252	253	0.13	0.28	106.39	N/A
359	0.10%	0	252	253	0.14	0.15	242.97	N/A
359	1.31%	3	252	253	0.14	0.22	116.66	N/A
359	10.96%	28	252	253	0.2	0.58	105.29	N/A
359	0.63%	2	252	253	0.2	0.24	137.93	N/A
359	1.32%	3	252	253	0.21	0.29	122.15	N/A
359	0.50%	1	252	253	0.21	0.23	147.28	N/A
359	1.55%	4	252	253	0.22	0.32	120.44	N/A
359	0.19%	0	252	253	0.23	0.22	215.96	N/A
359	2.00%	5	252	253	0.25	0.38	119.15	N/A
359	3.17%	8	252	253	0.26	0.47	114.91	N/A
359	5.96%	15	252	253	0.27	0.6	110.07	N/A
359	29.92%	75	252	253	0.29	1.12	103.75	N/A
359	8.28%	21	252	253	0.29	0.74	108.91	N/A
359	3.79%	10	252	253	0.3	0.56	114.76	N/A
359	1.78%	4	252	253	0.3	0.44	124.73	N/A

Fiesty	1.34%	4	302
Empathetic	5.68%	17	302
Independent	12.35%	37	302
Analytical	16.86%	51	302
Forgiving	4.70%	14	302
Motivated	1.13%	3	302
Laid back	2.88%	9	302
Inquisitive	1.67%	5	302
Self-reliant	3.43%	10	302
Well-balanced	3.04%	9	302
Original	0.63%	2	302
Well-rounded	1.55%	5	302
Enthusiastic	2.31%	7	302
Friendly	14.95%	45	302
Eloquent	0.58%	2	302
Challenging	4.57%	14	302
Conscientious	8.45%	25	302
Competitive	6.36%	19	302
Non-conformist	1.03%	3	302
Firm-minded	1.77%	5	302
Thrifty	1.11%	3	302
Thorough	1.41%	4	302
Thoughtful	3.86%	12	302
Simple	0.59%	2	302
Kind	10.47%	32	302
Helpful	10.10%	30	302
Methodical	0.95%	3	302
Fair	6.31%	19	302
Principled	3.74%	11	302
Goofy	2.59%	8	302
Worldly	1.98%	6	302

359	0.95%	2	252	253	0.33	0.39	141.34	N/A
359	4.98%	13	252	253	0.33	0.69	113.89	N/A
359	11.33%	29	252	253	0.36	1.02	109.02	N/A
359	15.69%	39	252	253	0.37	1.17	107.43	N/A
359	4.00%	10	252	253	0.37	0.7	117.51	N/A
359	0.68%	2	252	253	0.43	0.46	167.52	N/A
359	2.19%	6	252	253	0.46	0.69	131.41	N/A
359	1.12%	3	252	253	0.46	0.55	149.41	N/A
359	2.66%	7	252	253	0.48	0.77	128.95	N/A
359	2.27%	6	252	253	0.5	0.77	133.74	N/A
359	0.19%	0	252	253	0.54	0.45	338.06	N/A
359	0.92%	2	252	253	0.55	0.63	168.01	N/A
359	1.54%	4	252	253	0.58	0.77	150	N/A
359	13.20%	33	252	253	0.59	1.74	113.2	N/A
359	0.10%	0	252	253	0.61	0.48	563.64	N/A
359	3.43%	9	252	253	0.65	1.14	133.07	N/A
359	6.89%	17	252	253	0.68	1.56	122.7	N/A
359	4.98%	13	252	253	0.68	1.38	127.68	N/A
359	0.40%	1	252	253	0.68	0.63	257.66	N/A
359	0.97%	2	252	253	0.7	0.8	182.96	N/A
359	0.44%	1	252	253	0.71	0.67	253.83	N/A
359	0.64%	2	252	253	0.74	0.77	219.2	N/A
359	2.58%	6	252	253	0.81	1.28	149.64	N/A
359	0.00%	0	252	253	0.81	0.59	Infinity	N/A
359	8.41%	21	252	253	0.83	2.06	124.53	N/A
359	8.00%	20	252	253	0.86	2.1	126.21	N/A
359	0.21%	1	252	253	0.89	0.75	463.38	N/A
359	4.56%	11	252	253	0.89	1.75	138.41	N/A
359	2.34%	6	252	253	0.91	1.39	159.45	N/A
359	1.42%	4	252	253	0.91	1.18	183.15	N/A
359	0.92%	2	252	253	0.93	1.06	215.49	N/A

Down to earth	13.33%	40	302
Talkative	2.50%	8	302
Well-educated	2.88%	9	302
Odd	0.70%	2	302
Cerebral	6.69%	20	302
Tenacious	1.43%	4	302
Loyal	12.34%	37	302
Driven	2.36%	7	302
Ethical	5.85%	18	302
Chaotic	1.34%	4	302
joyful	1.21%	4	302
Stressed	1.07%	3	302
Thinker	3.16%	10	302
Gracious	1.16%	3	302
Hospitable	2.51%	8	302
Trustworthy	12.26%	37	302
Non-judgemental	3.13%	9	302
Competent	15.28%	46	302
God-loving	5.19%	16	302
Straightforward	5.37%	16	302
Resourceful	4.05%	12	302
Modest	2.30%	7	302
Warm	2.83%	9	302
Sensible	3.69%	11	302
Reliable	7.21%	22	302
Outgoing	3.46%	10	302
Self-aware	2.01%	6	302
Nice	6.00%	18	302
Disciplined	2.30%	7	302
Blunt	12.73%	38	302
Optimistic	5.99%	18	302

359	10.76%	27	252	253	0.94	2.58	123.94	N/A
359	1.30%	3	252	253	0.95	1.2	192.39	N/A
359	1.59%	4	252	253	0.96	1.29	181.23	N/A
359	0.00%	0	252	253	0.96	0.7	Infinity	N/A
359	4.75%	12	252	253	0.97	1.95	141.02	N/A
359	0.45%	1	252	253	1.01	0.98	315.9	N/A
359	9.66%	24	252	253	1.02	2.68	127.76	N/A
359	1.13%	3	252	253	1.02	1.24	209.72	N/A
359	3.94%	10	252	253	1.02	1.91	148.61	N/A
359	0.37%	1	252	253	1.03	0.96	357.29	N/A
359	0.29%	1	252	253	1.03	0.93	424.67	N/A
359	0.19%	0	252	253	1.04	0.88	571.5	N/A
359	1.67%	4	252	253	1.07	1.48	188.8	N/A
359	0.19%	0	252	253	1.12	0.97	605.43	N/A
359	1.12%	3	252	253	1.13	1.39	223.59	N/A
359	9.28%	23	252	253	1.14	2.99	132.19	N/A
359	1.56%	4	252	253	1.16	1.57	201.14	N/A
359	11.76%	30	252	253	1.23	3.51	129.85	N/A
359	3.08%	8	252	253	1.23	2.12	168.74	N/A
359	3.21%	8	252	253	1.24	2.17	167.55	N/A
359	2.13%	5	252	253	1.27	1.92	190.36	N/A
359	0.83%	2	252	253	1.28	1.47	276.76	N/A
359	1.20%	3	252	253	1.29	1.63	236.08	N/A
359	1.83%	5	252	253	1.29	1.86	201.95	N/A
359	4.62%	12	252	253	1.29	2.6	156.29	N/A
359	1.61%	4	252	253	1.33	1.85	214.86	N/A
359	0.57%	1	252	253	1.36	1.44	350.64	N/A
359	3.50%	9	252	253	1.37	2.5	171.41	N/A
359	0.71%	2	252	253	1.42	1.59	323.71	N/A
359	9.02%	23	252	253	1.43	3.71	141.19	N/A
359	3.35%	8	252	253	1.46	2.63	178.55	N/A

Good Father	3.11%	9	302
Good Company	2.11%	6	302
Calming	13.30%	40	302
Intelligent	15.49%	47	302
Confident	9.65%	29	302
Good Husband	3.76%	11	302
Positive	3.82%	12	302
Imaginative	7.65%	23	302
Inventive	1.82%	5	302
Content	3.39%	10	302
Tactful	1.49%	4	302
Faithful	11.59%	35	302
Curious	5.59%	17	302
Certain	2.42%	7	302
Spontaneous	1.98%	6	302
Open minded	8.52%	26	302
Easygoing	11.80%	36	302
Smart	15.79%	48	302
Clever	11.90%	36	302
Likeable	4.28%	13	302
Courteous	8.90%	27	302
Gentle	3.16%	10	302
Logical	5.75%	17	302
Fun loving	6.98%	21	302
Upbeat	2.49%	8	302
Literate	3.80%	11	302
Polite	4.71%	14	302
Good listener	11.04%	33	302
Geeky	2.64%	8	302
Rational	5.38%	16	302
Humorous	11.82%	36	302

359	1.20%	3	252	253	1.48	1.91	259.74	N/A
359	0.52%	1	252	253	1.5	1.59	405.18	N/A
359	9.30%	23	252	253	1.51	4	142.97	N/A
359	11.09%	28	252	253	1.56	4.41	139.73	N/A
359	6.07%	15	252	253	1.59	3.58	159.09	N/A
359	1.44%	4	252	253	1.68	2.33	261.94	N/A
359	1.46%	4	252	253	1.7	2.37	262.59	N/A
359	4.23%	11	252	253	1.72	3.43	181.06	N/A
359	0.19%	0	252	253	1.73	1.63	970.02	N/A
359	1.11%	3	252	253	1.75	2.27	304.51	N/A
359	0.00%	0	252	253	1.75	1.49	Infinity	N/A
359	7.32%	18	252	253	1.75	4.27	158.32	N/A
359	2.52%	6	252	253	1.83	3.07	221.65	N/A
359	0.44%	1	252	253	1.85	1.98	554.81	N/A
359	0.19%	0	252	253	1.86	1.79	1056.85	N/A
359	4.63%	12	252	253	1.88	3.89	184.13	N/A
359	7.21%	18	252	253	1.88	4.59	163.59	N/A
359	10.41%	26	252	253	1.93	5.39	151.78	N/A
359	7.18%	18	252	253	1.94	4.72	165.65	N/A
359	1.49%	4	252	253	1.94	2.78	286.63	N/A
359	4.70%	12	252	253	2	4.2	189.31	N/A
359	0.68%	2	252	253	2.06	2.48	462.49	N/A
359	2.27%	6	252	253	2.11	3.48	253.61	N/A
359	2.94%	7	252	253	2.23	4.04	237.24	N/A
359	0.19%	0	252	253	2.24	2.3	1328.26	N/A
359	0.83%	2	252	253	2.3	2.97	457.24	N/A
359	1.21%	3	252	253	2.45	3.5	390.12	N/A
359	5.33%	13	252	253	2.54	5.71	207.17	N/A
359	0.00%	0	252	253	2.62	2.64	Infinity	N/A
359	1.39%	3	252	253	2.64	3.99	387.29	N/A
359	5.56%	14	252	253	2.72	6.27	212.83	N/A

Individualistic	4.82%	15	302
Considerate	15.95%	48	302
Decent	9.89%	30	302
Practical	6.01%	18	302
Relaxed	4.06%	12	302
Sweet	3.25%	10	302
Dependable	24.99%	75	302
Knowledgeable	7.41%	22	302
Patient	5.17%	16	302
Punctual	7.30%	22	302
Funny	19.82%	60	302



359	0.99%	2	252	253	2.72	3.83	486.46	N/A
359	8.46%	21	252	253	2.8	7.49	188.45	N/A
359	4.03%	10	252	253	2.81	5.87	245.72	N/A
359	1.46%	4	252	253	2.9	4.55	411.61	N/A
359	0.39%	1	252	253	2.95	3.67	1032.17	N/A
359	0.00%	0	252	253	3	3.25	Infinity	N/A
359	15.09%	38	252	253	3.04	9.91	165.66	N/A
359	2.09%	5	252	253	3.05	5.32	353.91	N/A
359	0.54%	1	252	253	3.38	4.63	951.69	N/A
359	1.57%	4	252	253	3.42	5.73	464.07	N/A
359	7.97%	20	252	253	4.29	11.85	248.6	N/A

Profiles Table

Variables sets: Region\*, Race\*

Target Group: Favorite team (Patriots) (n. 1433)

Control Group: Favorite team (Eagles) (n. 1312)

Number of Columns: 13

Number of Rows: 12

Region\*, Target: Favorite team (Patriots), Control: Favorite team (Eagles)

Response label	Target percent	Target count	Target weighted base	Target base
Midwest	12.50%	188	1507	1430
West	13.40%	202	1507	1430
South	29.13%	439	1507	1430
Northeast	44.96%	678	1507	1430

Race\*, Target: Favorite team (Patriots), Control: Favorite team (Eagles)

Response label	Target percent	Target count	Target weighted base	Target base
White	74.83%	1130	1509	1433
Hispanic	8.96%	135	1509	1433
Native American	1.09%	16	1509	1433
Middle Eastern	0.12%	2	1509	1433
Mixed	2.25%	34	1509	1433
Other	1.41%	21	1509	1433
Asian	1.11%	17	1509	1433
Black	10.23%	154	1509	1433

Control percent	Control count	Control weighted base	Control base	Z-Score	Diff	Index	Market Size
5.88%	86	1463	1312	6.05	6.62	212.55	N/A
6.72%	98	1463	1312	5.86	6.68	199.36	N/A
23.87%	349	1463	1312	3.12	5.26	122.04	N/A
63.52%	929	1463	1312	-9.91	-18.56	70.78	N/A

Control percent	Control count	Control weighted base	Control base	Z-Score	Diff	Index	Market Size
67.22%	983	1463	1312	4.4	7.62	111.33	N/A
5.68%	83	1463	1312	3.29	3.27	157.55	N/A
0.55%	8	1463	1312	1.51	0.54	198.11	N/A
0.06%	1	1463	1312	0.34	0.05	182.86	N/A
2.43%	36	1463	1312	-0.3	-0.18	92.73	N/A
1.65%	24	1463	1312	-0.49	-0.23	85.81	N/A
1.77%	26	1463	1312	-1.41	-0.66	62.79	N/A
20.64%	302	1463	1312	-7.55	-10.41	49.57	N/A

Profiles Table

Target Group: Favorite team (Patriots) (n. 1433)

Control Group: Favorite team (Eagles) (n. 1312)

Number of Columns: 13

Number of Rows: 44

Snacks: Current Customer\*, Target: Favorite team (Patriots), Control: Favorite team (Eagles)

Response label	Target percent	Target count
Chex Mix*	9.99%	36
Cape Cod*	10.28%	36
Food Should Taste Good*	5.72%	18
Nature Valley*	15.09%	49
Triscuit*	13.02%	45
Daiya Cheese Alternatives*	3.12%	10
Smartfood*	7.34%	25
Sabra Hummus*	9.63%	34
Orville Redenbacher*	6.53%	24
Tostitos*	18.24%	64
Baked Lay's*	7.03%	23
KIND*	5.43%	17
Cheetos*	24.94%	80
Doritos*	28.50%	99
Stacy's*	3.49%	11
Bolthouse Dressings*	1.58%	5
Luna*	0.65%	2
Pringles*	14.90%	53
Think Thin*	0.63%	2
Sunchips*	5.37%	17
Pirate's Booty*	0.99%	3
Bear Naked*	1.26%	4
GO Veggie! Cheese Alternatives*	0.79%	3

Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score	Diff	Index
358	341	1.65%	5	330	312	4.55	8.34	605.32
348	316	2.19%	9	395	331	4.2	8.09	469.04
321	317	0.61%	2	379	341	3.6	5.11	940.84
325	326	6.75%	26	378	332	3.42	8.34	223.43
343	302	5.77%	20	350	321	3.06	7.25	225.74
324	305	0.13%	0	371	327	2.75	3	2460.61
338	332	3.23%	12	374	336	2.33	4.1	226.99
357	315	5.95%	24	409	335	1.73	3.68	161.85
362	334	3.74%	14	384	325	1.59	2.79	174.45
350	326	13.93%	54	386	320	1.49	4.32	131.01
322	318	4.36%	14	328	297	1.4	2.67	161.27
307	314	3.22%	11	333	308	1.32	2.21	168.53
319	304	20.66%	79	382	331	1.28	4.28	120.72
347	325	24.29%	98	402	347	1.24	4.22	117.36
304	315	1.92%	7	353	308	1.17	1.57	181.54
318	315	0.61%	2	403	338	1.12	0.97	258.22
327	320	0.00%	0	368	320	1.1	0.65	Infinity
354	325	11.94%	43	361	316	1.09	2.96	124.76
324	318	0.13%	0	362	310	0.82	0.5	485.79
321	316	4.00%	15	369	327	0.81	1.37	134.11
319	319	0.57%	2	372	319	0.56	0.42	172.82
340	331	0.92%	3	374	317	0.4	0.34	136.97
330	310	0.53%	2	384	316	0.38	0.26	147.95

Market Size

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A

Fritos*	19.31%	61
Lay's*	29.34%	96
Marie's Dressing*	2.80%	9
Marzetti Refrigerated Dressings*	1.53%	5
Flat Earth*	0.00%	0
Larabar*	1.27%	5
Utz*	13.44%	45
Clif*	1.11%	3
Cheez-Itz*	19.24%	63
Fiber One*	8.70%	29
Athenos Hummus*	0.95%	3
Wheat Thins*	9.46%	33
Emerald Nuts*	7.91%	28
Rold Gold*	4.66%	16
Ritz*	18.49%	59
Tribe Hummus*	1.10%	4
Snyder's*	9.01%	29
Kettle Brand Chips*	5.94%	19
Wise*	4.33%	14
Cheese Nips*	3.93%	13
Herr's*	3.29%	12

314	299	18.25%	64	353	310	0.34	1.06	105.81
327	305	28.15%	97	344	312	0.32	1.18	104.2
322	309	2.67%	10	389	325	0.14	0.14	105.06
323	312	1.47%	6	374	314	0.09	0.06	103.8
361	329	0.00%	0	387	325	0.05	0	100
355	327	1.38%	5	359	316	-0.11	-0.11	91.72
334	302	14.05%	54	383	317	-0.21	-0.61	95.66
311	300	1.53%	6	380	324	-0.36	-0.42	72.51
327	311	20.46%	80	391	326	-0.37	-1.22	94.04
333	318	10.37%	40	384	310	-0.69	-1.68	83.82
322	324	1.69%	6	369	304	-0.69	-0.74	56.25
344	337	11.30%	42	371	327	-0.76	-1.84	83.7
348	325	9.65%	34	354	312	-0.76	-1.74	81.98
346	329	7.16%	27	373	314	-1.3	-2.5	65.11
318	316	22.87%	80	352	322	-1.35	-4.38	80.86
346	320	2.85%	10	341	310	-1.47	-1.75	38.64
327	319	13.13%	48	364	310	-1.61	-4.11	68.65
328	315	9.58%	36	380	328	-1.68	-3.64	62.02
316	303	8.90%	32	364	326	-2.26	-4.57	48.62
331	321	11.17%	44	391	328	-3.44	-7.24	35.18
352	315	14.53%	51	349	306	-4.91	-11.24	22.65





## Profiles Table

Target Group: Favorite team (Patriots) (n. 1433)

Control Group: Favorite team (Eagles) (n. 1312)

Number of Columns: 13

Number of Rows: 71

Statements agreed with about Lifestyle\*, Target: Favorite team (Patriots), Control: Favorite team (Eagles)

Response label	Target percent
Time is more important to me than money*	70.32%
I have only a few emojis that I really use all the time*	61.32%
I'm afraid of change*	34.55%
It's not important how expensive a gift was, it's the idea behind it that counts*	91.54%
Transgender people are just confused*	38.80%
I am scared of flying*	34.33%
The world would be better if women were in charge*	39.06%
I'd rather receive a text than a phone call*	50.47%
I think it is important to seize opportunities*	94.37%
I feel a bit alienated by modern life*	42.26%
I am willing to sacrifice leisure time to get ahead in my career*	42.57%
I would have made a good cop*	56.73%
I think businesses are trying too hard when they use emojis in their ads / communications*	60.81%
Being a vegan is silly*	44.11%
I don't understand what many emojis mean*	56.02%
I am not afraid of taking risks*	59.47%
I can only get along with my family if I've had a few drinks*	12.63%
Having emojis in text helps people understand each other better*	38.27%
I really care how I present myself on social media*	51.35%
My family is more important than my career*	87.06%
I often say hello to my neighbors and know who they are*	72.33%
Immigrants generally work harder than people born in the US*	43.50%
Money doesn't count as a proper gift*	31.36%

Target count	Target weighted base	Target base	Control percent	Control count	Control weighted base	Control base	Z-Score	Diff
506	719	632	59.66%	437	733	600	3.93	10.66
478	779	726	51.05%	373	731	582	3.72	10.27
268	776	703	25.21%	186	738	614	3.71	9.35
761	831	738	85.48%	736	860	721	3.62	6.06
303	781	724	30.07%	236	784	593	3.33	8.73
213	620	523	25.30%	153	603	472	3.12	9.03
308	790	692	30.77%	232	755	589	3.11	8.28
310	614	520	40.66%	245	602	471	3.1	9.8
726	770	670	89.70%	700	780	614	3.05	4.67
258	609	555	33.63%	197	586	453	2.82	8.63
307	721	632	34.89%	257	736	604	2.77	7.68
257	454	418	46.64%	183	393	319	2.72	10.09
485	798	745	53.56%	399	745	596	2.67	7.26
269	611	556	36.04%	212	587	454	2.6	8.06
443	790	734	48.90%	357	731	583	2.57	7.13
357	600	551	51.52%	302	586	456	2.52	7.94
55	438	411	7.16%	28	394	316	2.46	5.47
302	788	732	32.29%	237	733	584	2.26	5.99
333	649	625	44.77%	263	586	502	2.19	6.58
633	727	642	82.85%	614	741	607	2.07	4.21
523	723	678	66.74%	421	630	511	2.07	5.59
342	787	689	37.88%	280	739	580	2.03	5.62
255	815	727	26.98%	226	838	710	1.82	4.37

Index Market Size

117.86 N/A

120.11 N/A

137.08 N/A

107.09 N/A

129.04 N/A

135.67 N/A

126.91 N/A

124.11 N/A

105.2 N/A

125.67 N/A

122.01 N/A

121.63 N/A

113.55 N/A

122.36 N/A

114.58 N/A

115.42 N/A

176.44 N/A

118.54 N/A

114.69 N/A

105.08 N/A

108.38 N/A

114.83 N/A

116.21 N/A

I have been known to dance around when no one is watching*	55.10%
Some secrets are necessary in a relationship*	60.12%
I am happy to volunteer my time for good causes*	78.17%
Having products specifically made for men or women enforces stereotypes*	26.84%
Young people depend more on their parents today than in past generations*	79.20%
I'm more sophisticated than most people*	39.52%
Most people just don't know what's good for them.*	52.52%
I would love to start my own business*	52.44%
My faith is important to me*	67.49%
I can usually convince people to see it my way.*	41.95%
I think government should be involved in making education more accessible*	63.89%
I have lots of gay friends*	34.13%
I don't like making small talk with people in my community*	33.44%
My education helped me get ahead in life*	67.01%
I wish I didn't have to go to work every day*	53.33%
I'll admit it, I drink too much*	9.51%
A gift is an expression of how special someone is*	81.42%
It's important to me to find my place in society*	52.55%
I don't care whether it's a holiday or not – when I find something that makes a good gift, I'll give it.*	71.65%
I love my job*	55.30%
There are only two kinds of people in this world: those for the truth and those against the truth.*	48.66%
It is perfectly normal if a man wears women's clothes or vice versa*	29.26%
I am motivated more by career progression than money*	32.93%
I think we're losing the beauty of language by relying on emojis and abbreviations in our online conversations*	69.49%
I wish there were more community activities in my area*	53.52%
There isn't much difference between the two main parties*	29.26%
I don't feel like there's a sense of community where I live*	39.22%
It's the 21st century, people should accept that there are more than two genders*	43.77%
I like to work hard and play hard*	65.31%
Across history, religion has done more bad than good*	38.41%
Spirituality is an important part of life*	67.59%

337	611	556	49.58%	291	587	454	1.74	5.52
346	576	535	54.73%	320	584	484	1.73	5.39
525	672	563	74.09%	483	651	492	1.54	4.08
208	775	748	23.21%	182	786	608	1.54	3.63
509	642	619	75.37%	441	585	500	1.51	3.83
313	793	694	35.41%	267	754	585	1.51	4.12
495	942	874	48.97%	479	978	778	1.44	3.55
441	840	752	48.65%	410	843	673	1.43	3.79
456	675	567	63.67%	411	645	494	1.3	3.82
392	934	864	38.83%	376	968	767	1.28	3.11
239	374	379	59.24%	188	317	262	1.18	4.65
154	452	417	30.32%	120	397	321	1.09	3.8
234	699	667	30.87%	192	622	506	0.93	2.58
265	395	389	63.55%	210	330	279	0.92	3.45
405	760	663	50.78%	406	799	607	0.91	2.55
43	454	409	7.64%	33	431	336	0.9	1.87
678	832	739	79.57%	682	857	717	0.89	1.85
348	662	647	50.01%	299	598	518	0.86	2.54
596	832	739	69.80%	598	857	718	0.77	1.85
342	619	521	52.85%	318	602	470	0.77	2.44
457	938	867	47.11%	460	976	775	0.63	1.56
230	786	734	27.88%	220	790	600	0.55	1.38
242	734	636	31.53%	231	732	608	0.53	1.4
550	792	738	68.23%	499	732	584	0.49	1.26
378	706	666	52.22%	325	623	504	0.44	1.31
230	785	693	28.27%	212	751	584	0.39	0.99
288	733	689	38.23%	243	636	517	0.35	0.99
346	791	740	43.76%	347	793	602	0	0.01
396	606	545	65.48%	432	660	487	-0.06	-0.17
235	611	556	38.71%	227	587	452	-0.1	-0.29
454	672	566	67.87%	437	644	491	-0.1	-0.28

111.14 N/A  
109.85 N/A  
105.51 N/A  
115.64 N/A  
105.08 N/A  
111.62 N/A  
107.26 N/A  
107.8 N/A  
106 N/A  
108.02 N/A  
107.85 N/A  
112.54 N/A  
108.35 N/A  
105.43 N/A  
105.02 N/A  
124.52 N/A  
102.32 N/A  
105.07 N/A  
102.65 N/A  
104.62 N/A  
103.31 N/A  
104.95 N/A  
104.44 N/A  
101.85 N/A  
102.5 N/A  
103.51 N/A  
102.59 N/A  
100.02 N/A  
99.73 N/A  
99.24 N/A  
99.59 N/A

I have learned important skills through my school education*	73.64%
Everyone is a little bit racist*	55.56%
I seek out challenging situations*	58.55%
There is only one true religion*	28.92%
I like to surround myself with a diverse range of cultures and ideas*	69.70%
I'm bored a lot of the time*	29.37%
It's ok to change the gender through surgery and treatments*	40.23%
Most of the things I learned at school were not relevant to life*	43.26%
I am happy with my standard of living*	59.88%
Men and women are still not treated equally in the workplace*	64.94%
I don't like being told what to do*	74.97%
I have never left the country*	31.14%
Without TV, parenting would be impossible*	10.80%
Life is more uncertain than it was for previous generations*	68.96%
Feminism isn't about treating women favorably but equally*	68.00%
I don't like to plan too far into the future*	47.27%
I would run a red light if no one was around*	16.05%



276	375	380	74.02%	240	324	272	-0.1	-0.38
223	402	372	56.10%	217	386	307	-0.14	-0.53
444	758	669	59.08%	456	772	606	-0.19	-0.53
270	935	862	29.77%	291	977	773	-0.38	-0.85
469	673	567	70.77%	460	650	492	-0.38	-1.07
118	401	371	30.71%	119	389	308	-0.38	-1.35
316	786	734	41.53%	329	792	600	-0.48	-1.3
162	375	380	45.27%	146	323	269	-0.51	-2.02
427	713	627	61.34%	449	732	599	-0.52	-1.47
555	855	798	66.34%	583	878	694	-0.57	-1.4
452	603	553	76.83%	450	585	457	-0.68	-1.86
191	612	549	33.31%	221	664	493	-0.74	-2.17
43	402	373	12.97%	50	388	306	-0.86	-2.17
454	658	639	71.60%	425	594	513	-0.97	-2.64
518	761	734	70.88%	536	756	588	-1.13	-2.87
308	652	630	52.53%	309	588	507	-1.76	-5.26
93	580	537	20.59%	119	580	481	-1.85	-4.53

99.49 N/A  
99.05 N/A  
99.1 N/A  
97.14 N/A  
98.49 N/A  
95.62 N/A  
96.87 N/A  
95.55 N/A  
97.61 N/A  
97.89 N/A  
97.58 N/A  
93.49 N/A  
83.25 N/A  
96.32 N/A  
95.94 N/A  
89.98 N/A  
77.98 N/A