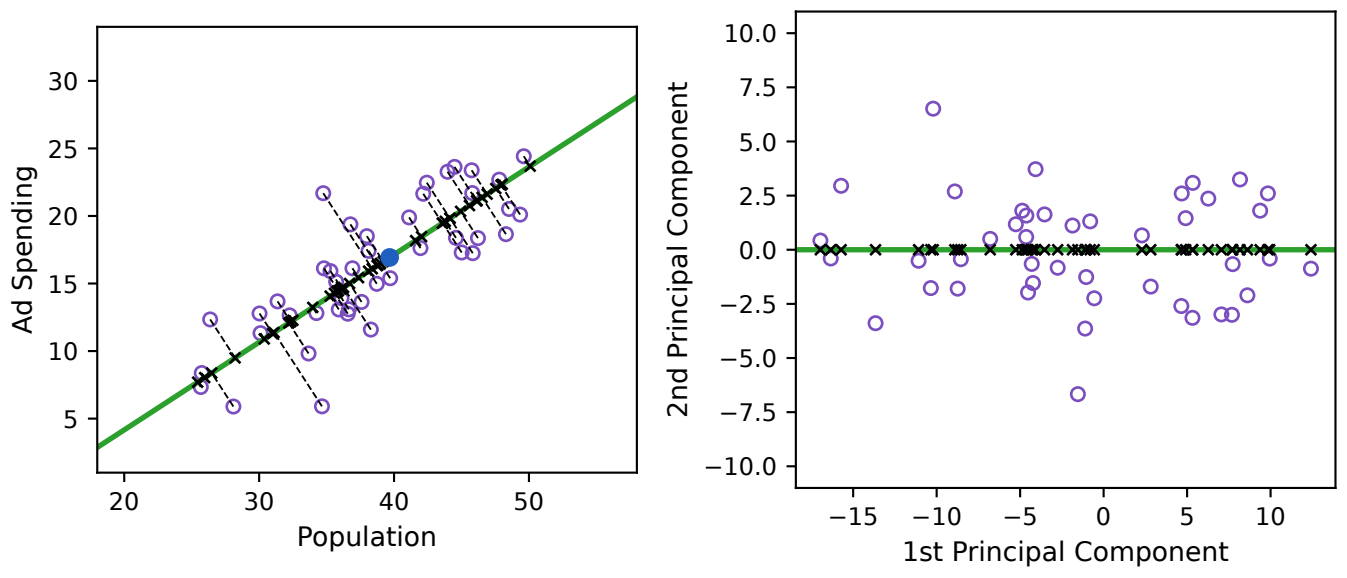

Ad Spending
Population
2nd Principal Component
1st Principal Component