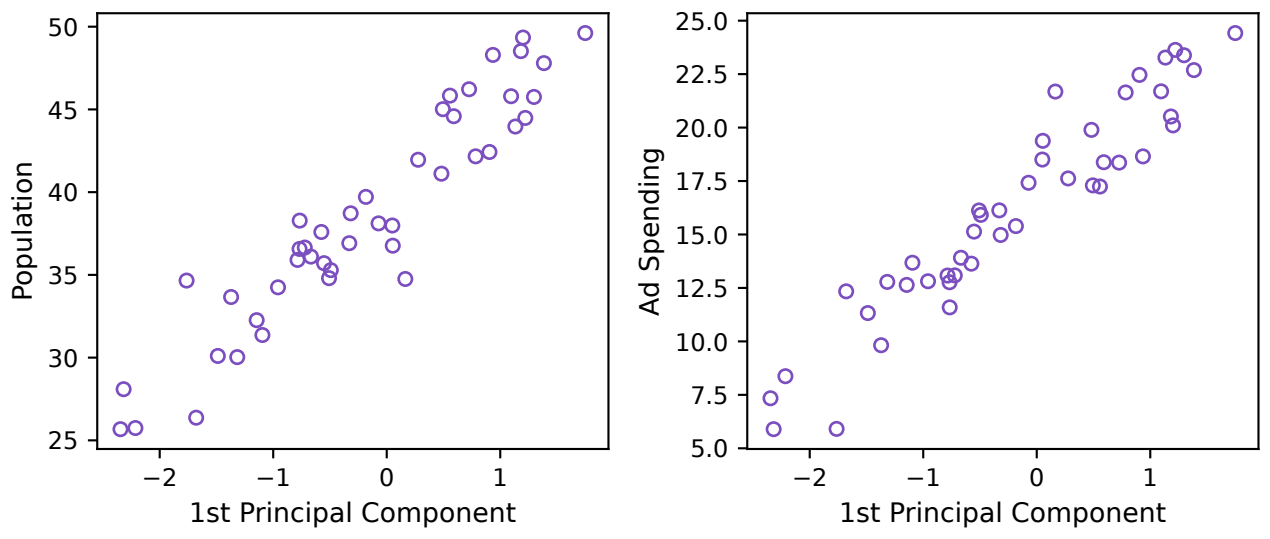

Population
1st Principal Component
Ad Spending
1st Principal Component