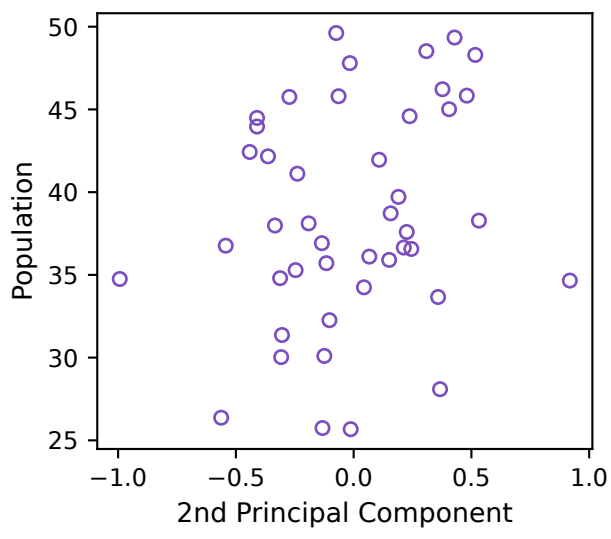
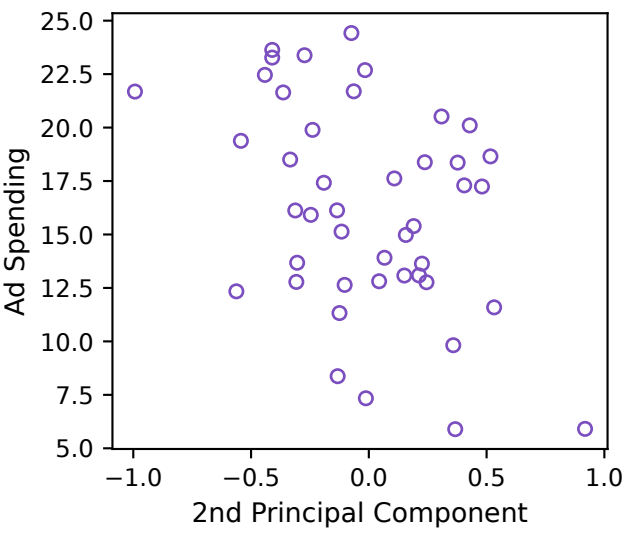

Population
50
45
40
35
30
25
−1.0
−0.5
0.0
0.5
1.0
2nd Principal Component


Ad Spending
25.0
22.5
20.0
17.5
15.0
12.5
10.0
7.5
5.0
−1.0
−0.5
0.0
0.5
1.0
2nd Principal Component