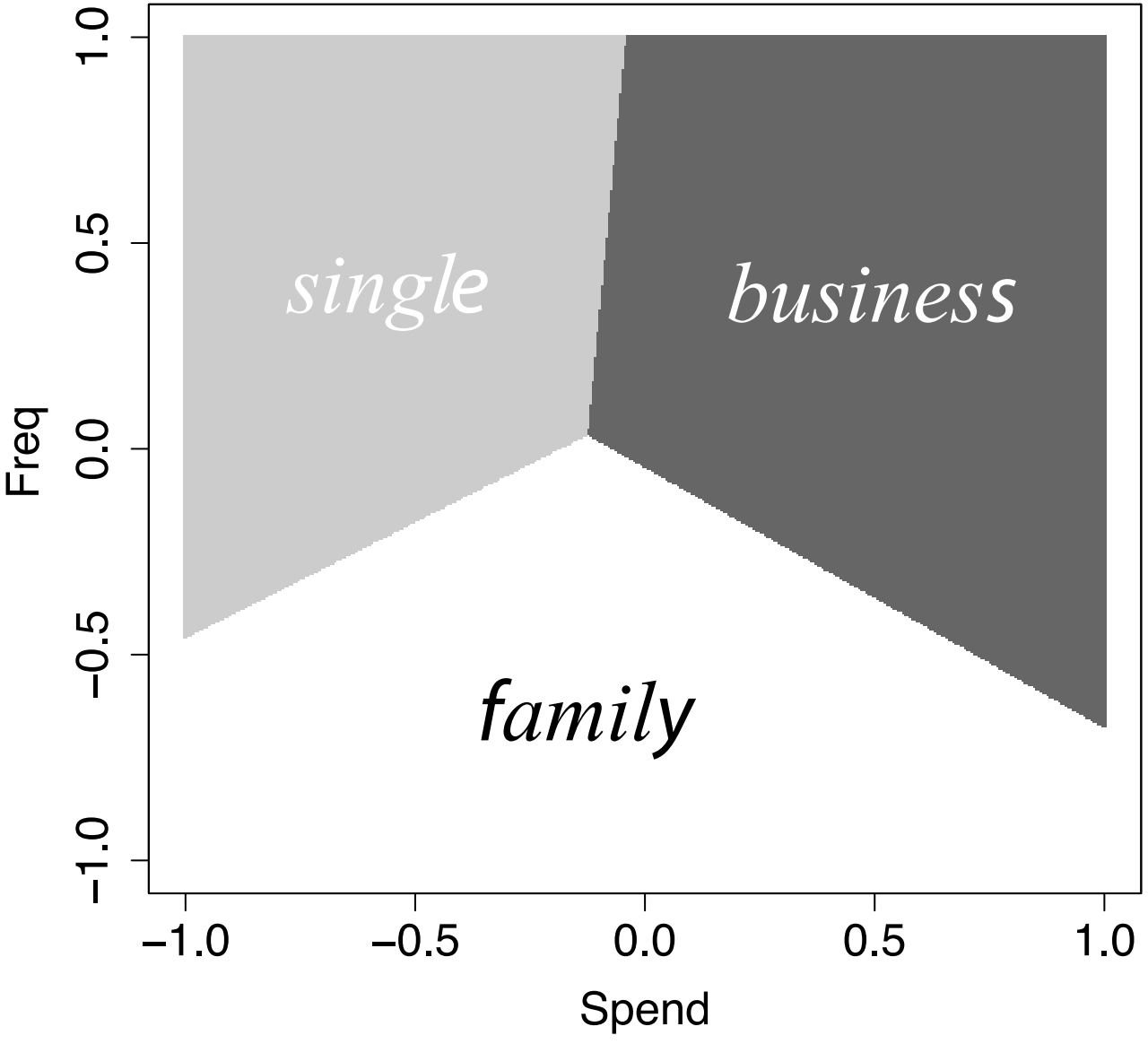
single
business
family
Freq
Spend
1.0
0.5
0.0
−0.5
−1.0
−1.0
−0.5
0.0
0.5
1.0