Correlation Matrix

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		Adverts	Sales	Airplay	Image
Adverts	Pearson's r	—			
	p-value	—			
Sales	Pearson's r	0.578 ***	—		
	p-value	<.001	—		
Airplay	Pearson's r	0.102	0.599 ***	—	
	p-value	0.151	<.001	—	
Image	Pearson's r	0.081	0.326 ***	0.182 **	—
	p-value	0.256	<.001	0.010	—

Note. * p < .05, ** p < .01, *** p < .001

Plot