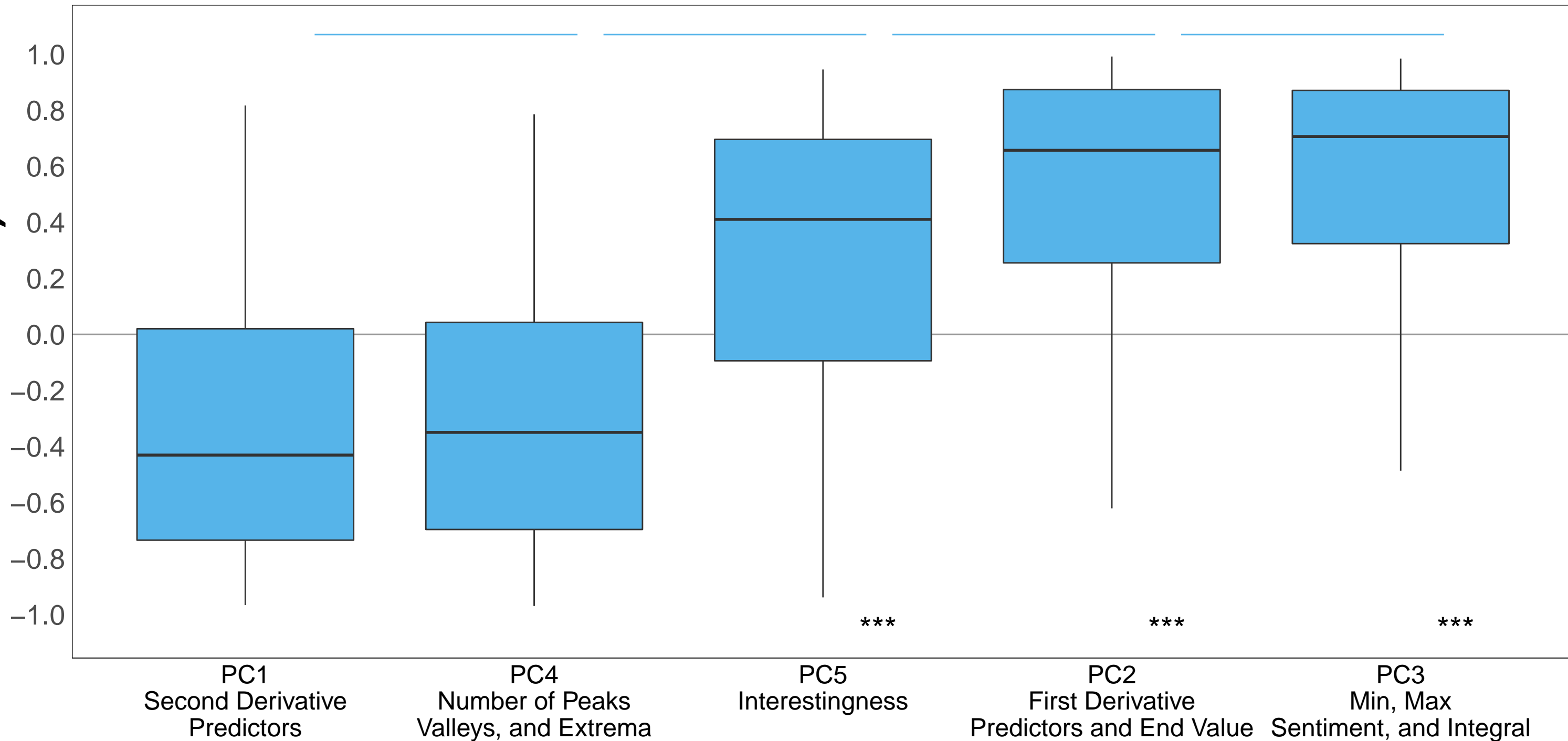


Willingness to Buy

Prediction Accuracy  
(Cross-Validated  
Pearson's r)



Principal Components