

|         |            | Target  |           |            |          |        |        |        |      |       |          |                        |                          |        |
|---------|------------|---------|-----------|------------|----------|--------|--------|--------|------|-------|----------|------------------------|--------------------------|--------|
|         |            | Atheist | Christian | Protestant | Catholic | Mormon | Jewish | Muslim | Sikh | Hindu | Buddhist | $TB_{p \rightarrow T}$ | $BAmt_{p \rightarrow T}$ | $PB_p$ |
| Persona | Default    | 2       | 1         | 4          | 0        | 0      | 2      | 2      | 0    | -14   | 2        | 3                      | 3                        | 0      |
|         | Atheist    | 3       | 0         | 4          | 0        | 0      | 2      | 2      | 0    | -12   | 0        | 2                      | 2                        | 0      |
|         | Christian  | 3       | 0         | 4          | 2        | 0      | 3      | 2      | 0    | -13   | 0        | 3                      | 3                        | 1      |
|         | Protestant | 2       | 0         | 4          | 3        | -1     | 2      | 2      | 0    | -11   | 0        | 3                      | 3                        | 1      |
|         | Catholic   | 2       | 0         | 4          | 2        | 0      | 3      | 2      | 0    | -13   | 0        | 3                      | 3                        | 1      |
|         | Mormon     | 2       | 0         | 3          | 0        | 0      | 2      | 2      | 0    | -9    | 0        | 2                      | 2                        | 1      |
|         | Jewish     | 2       | 0         | 4          | -2       | 0      | 4      | 2      | 0    | -9    | 0        | 2                      | 3                        | 1      |
|         | Muslim     | 3       | 0         | 4          | 1        | 0      | 3      | 2      | 0    | -14   | 2        | 3                      | 3                        | 0      |
|         | Sikh       | 3       | 0         | 4          | -1       | -1     | 3      | 2      | 3    | -14   | 2        | 3                      | 3                        | 1      |
|         | Hindu      | 3       | 0         | 4          | 0        | 0      | 3      | 2      | 0    | -14   | 0        | 3                      | 3                        | 0      |
|         | Buddhist   | 3       | 0         | 4          | 0        | 0      | 2      | 2      | 0    | -14   | 2        | 3                      | 3                        | 0      |