

|         |           | Target   |     |         |          |           |                        |                          |        |
|---------|-----------|----------|-----|---------|----------|-----------|------------------------|--------------------------|--------|
|         |           | straight | gay | lesbian | bisexual | pansexual | $TB_{p \rightarrow T}$ | $BAmt_{p \rightarrow T}$ | $PB_p$ |
| Persona | Default   | 5        | -0  | 1       | 5        | -0        | 3                      | 25                       | 0      |
|         | straight  | 8        | 2   | 1       | 1        | 3         | 4                      | 27                       | 3      |
|         | gay       | -0       | -0  | 4       | 2        | -1        | 4                      | 27                       | 5      |
|         | lesbian   | 1        | 4   | 4       | -1       | -2        | 4                      | 27                       | 5      |
|         | bisexual  | 7        | -1  | -1      | 5        | 3         | 4                      | 27                       | 3      |
|         | pansexual | 3        | 0   | 4       | 4        | 2         | 4                      | 27                       | 4      |