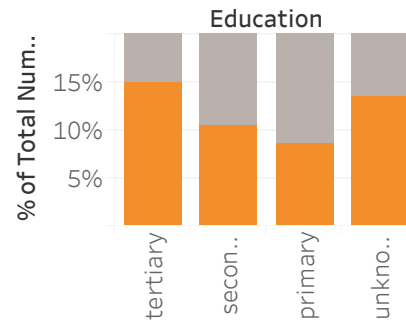
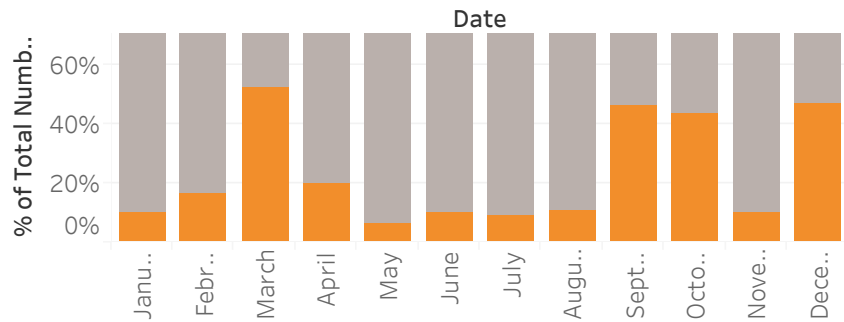
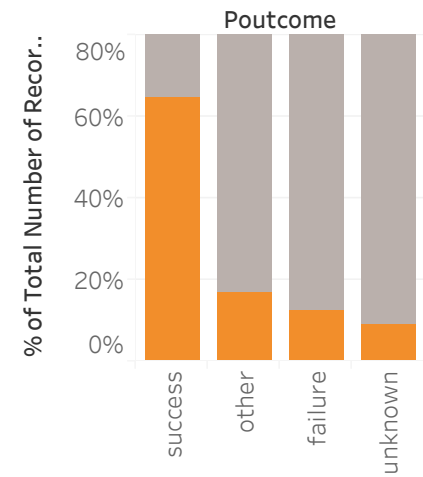
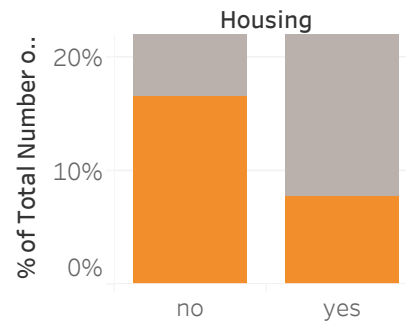
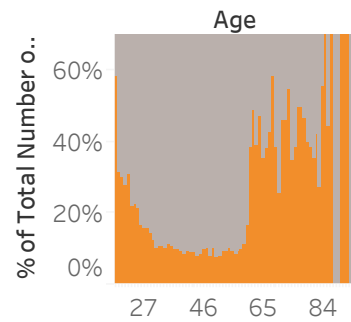


Age factors into subscription rates, younger people and older people are more likley to subscribe than middle aged people. Several months stood out as higher than average for subscriptions over multiple years, March, September, October, and December all had over 40% subscption rates as compared to around 10% normally.



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