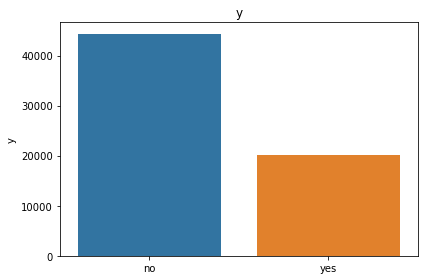
Observation

1. Dependent variable : More people did not subscribe



2. Independent variable

