The Face of Persuasion: Analyzing Bias and Generating Culture-Aware Ads

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Abstract

Text-to-image models are appealing for customizing visual advertisements and targeting specific populations. We investigate this potential by examining the demographic bias within ads for different ad topics, and the disparate level of persuasiveness (judged by models) of ads that are identical except for gender/race of the people portrayed. We also experiment with a technique to target ads for specific countries.

1 Introduction

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Advertisements have great significance: they affect perceptions on a variety of topics, from products to politics and societal values. Given recent progress on generative models, their use for AI-created ads is imminent. These models could in theory customize ads, targeting specific populations through demographically diverse content. We investigate the promise of generating diverse visual ads with text-to-image diffusion models.

We begin with an investigation of gender and race bias in an existing dataset (Hussain et al., 2017). We compare to bias in ads generated with three text-to-image models: DALLE3 (Betker et al., 2023), FLUX (Black Forest Labs, 2024), and AuraFlow (Fal, 2024). We find that both the dataset and generated images exhibit racial bias: for example, Black individuals are greatly underrepresented in clothing and shopping ads.

We then conduct two attempts to diversify ads. First, we change the gender and race of an ad without changing the rest of the image. While visual quality is good, we find that changing gender/race has a negative impact on the persuasiveness of an ad (how effective it is in achieving its desired effect) judged by Multimodal Large Language Models (MLLMs). In Fig. 1, the model chooses the image with white woman as more persuasive because it appears "more elegant".



Figure 1: Selection of the more persuasive image by InternVL (Chen et al., 2024). Image 1 features a Black woman; Image 2 a White woman. InternVL selected Image 2 as more persuasive. Red marks reasoning bias.

Second, we attempt to create ads that convey a particular message and are tailored towards a particular culture/country. An advertisement aimed at a Japanese audience may benefit from featuring an Asian person, but be less effective in the United Arab Emirates as it might challenge the audience in picturing themselves in the situation. We experiment with a technique that incorporates cultural symbols from other ads in the generation process, and show promising results.

Our contributions are: (1) We analyze demographic bias in both the highly cited PittAd dataset and generative models for persuasive content creation, across different advertisement topics. (2) We demonstrate bias in MLLMs and LLMs when selecting the most persuasive images, revealing preference patterns based on demographic attributes. (3) We propose *CulGen*, a culture-aware image generation method for producing advertisement images addressing specific cultural/regional contexts.

2 Related Works

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Bias in T2I models. (D'Incà et al., 2024) introduces a framework to assess bias in T2I models. (Cho et al., 2023; Bianchi et al., 2023; Naik and Nushi, 2023) study bias over different professions. Instead we evaluate bias in persuasive generation.
Bias in LLMs. (Mire et al., 2025) studies the bias of reward models for LLMs against African American language compared to White English. (Wan et al., 2023) assess bias in AI-generated reference letters. (Sheng et al., 2021; Dinan et al., 2019; Liang et al., 2021) analyze the social bias in Language Generation. (Ye et al.) assess the bias in LLMs as evaluation methods. However, our focus is specifically on creative content.

Bias in MLLMs. (Janghorbani and De Melo, 2023) introduces a framework for evaluating the social bias in Vision-Language Models and (Wang et al., 2022) introduces a tool for evaluating bias in datasets. (Zhao et al., 2021) analyzes the bias in image captioning and (Hirota et al., 2022; Fraser and Kiritchenko, 2024) in Visual Question Answering on topics such as occupation. Instead, our work focus is on evaluation of persuasion.

Culture-Aware Image Generation. (Hutchinson et al., 2022; Jha et al., 2024) study the cultural bias in T2I models. (Alsudais, 2025) analyzes the representation of different nations in daily tasks. (Mukherjee et al., 2025) introduces a dataset to evaluate the cultural understanding, and stereotype representation in MLLMs and T2I models. (Mukherjee et al., 2025; Khanuja et al., 2024) propose an method to edit the image to target a specific culture. Our work is on generation of images from a text prompt (message), instead of editing an input image. We are the first to study the relation between *persuasion* and bias in generative models.

3 Method

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3.1 Analyzing diversity in real/generated ads

First, we investigate bias in existing ads using the PittAd dataset (Hussain et al., 2017) which contains advertisement images with topic annotations such as clothing, human rights, etc. We infer demographic features (gender and race) using DeepFace (Taigman et al., 2014) on images showing humans. We compute the overall distribution of each race and gender in the dataset, and further break it down into distributions of races and genders per topic.

Next, we generate ad images using an annotation in PittAd: abstract message interpretations for each ad, structured as 'I should [action[] because [reason[]' and referred to as action-reason statements (ARS). We use these statements as prompts to three text-to-image models: DALLE3 (Betker et al., 2023), Flux (Black Forest Labs, 2024) and AuraFlow (Fal, 2024). To analyze the effect of prompt expansion, we also generate detailed description of a possible ad corresponding to an ARS, using LLAMA3-instruct (AI@Meta, 2024), then use the output as another prompt for AuraFlow. We repeat the demographic analysis on generated ads.

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3.2 Diversifying by race/gender swaps

To assess how demographics of the humans in the ads influence persuasiveness judgments, we conducted a controlled experiment. We created sets of images that were identical except for the race of the central individual. We used GPT4-1 to generate an ad based on the ARS, and also obtain a description of the image using GPT40. We then used the same models to modify the image and description to edit the race/gender and keep all else the same. These image-description pairs were then evaluated by MLLMs and LLMs prompted to select the more persuasive option using chain-of-thought (CoT) reasoning (Wei et al., 2022). Specifically, we use GPT4o (OpenAI, 2024), QwenVL-2.5(7B) (Bai et al., 2025), QwenLM-2.5(7B) (Hui et al., 2024), InternVL-2.5(7B) (Chen et al., 2024) and InternLM-2.5(7B) (Cai et al., 2024). MLLMs consistently favored images featuring White individuals, often justifying their choices with subjective attributes such as perceived elegance (Fig. 1).

3.3 Diversifying through country targeting

The target audience plays a critical role in persuasion (Usman, 2013). However, given existing biases in text-to-image (T2I) models, the ability to generate ads tailored to different countries remains an open question. To support this, we first introduce an extension to PittAds (Hussain et al., 2017), which includes up to three predictions for the target country of each image and its cultural components, both from InternVL (Chen et al., 2024) instructed to focus on language and addresses in the image.¹ We report the breakdown of ads by country.

With country-level labels and corresponding action-reason statements, we prompt T2I models to

¹Human evaluation shows this approach achieves a recall of 81% and a precision@1 (P@1) of 72% in inferring the correct countries. When grouping countries by similar cultural regions, scores improve to 94% recall and 75% P@1.

			Real	l				Flux			Dalle3					Auraflow						Llama3					
Т	W	L	Α	В	M	W	L	Α	В	M	W	L	Α	В	M	W	L	A	В	Μ	W	L	Α	В	Μ		
С	66	9	15	6	4	70	12	4	8	4	64	2	14	6	14	47	9	36	9	0	24	11	27	32	1		
S	92	0	8	0	0	70	20	10	0	0	52	16	8	4	20	73	7	7	7	7	45	2	32	18	2		
Η	66	9	6	9	0	47	5	8	13	26	0	0	0	0	0	63	0	0	25	13	41	14	22	12	9		
E	77	3	14	6	0	64	9	0	18	0	25	0	75	0	0	47	12	29	12	0	20	4	40	28	3		
0	73	3	8	13	2	56	11	19	10	4	60	6	17	2	10	70	4	10	8	4	43	8	26	18	3		

Table 1: Diversity of race in Topics: Clothing, Shopping, Human rights, Self-Esteem, Overall. % people shown that look White, Latinx, Asian, Black, Middle-Eastern. Highest value across groups (Real to Llama3) bolded per race.



Figure 2: **CulGen** for creating country-targeted ads using cultural symbols from existing ads. CA is crossattention. The denoising condition is computed based on the time-step at the bottom of the condition scheduler (CS), while embeddings for CS are generated at the top of the CS block. Both MM-DiT block and noise scheduler are SD3 (Esser et al., 2024) modules.

generate advertisements explicitly targeting each specified country. We use this result as a baseline but find two problems: (1) mentioning the target country increases racial bias, and (2) these models often struggle to produce coherent or culturally appropriate content for underrepresented cultures (e.g., from the Middle East).

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To address the challenge, we propose Cultureaware Generator (CulGen, Fig. 2). We first retrieve three randomly selected images from the target country that share the most similar topic to the input action-reason statement. We extract cultural components from these and randomly select one image to serve as a conditioning reference. We progressively incorporate conditioning information during the denoising process. In the early timesteps, the model is conditioned only on the actionreason prompt. In the middle time-steps, we introduce both prompt and extracted cultural components. Finally, in the later time-steps, we combine the prompt, extracted cultural components, and reference image. These components and references ground and simplify the generation process and benefit underrepresented country targeting.

Topic	Real	Flux	Dalle3	AuraFlow	Llama3
Beauty	34.62	33.33	58.46	48.57	39.29
Cars	50.00	100.00	74.55	85.71	70.00
Clothing	41.51	38.00	63.25	65.52	51.52
Media/arts	76.92	0.00	60.00	100.00	71.43
Shopping	50.00	80.00	60.00	80.00	77.27
Soda	61.54	66.67	27.27	85.71	56.10
Dom. viol.	75.00	66.67	0.00	85.71	50.00
Human rights	71.88	92.11	0.00	87.50	64.84
Self-esteem	62.86	27.27	100.00	64.71	57.58
Smoking	73.33	55.56	0.00	100.00	64.71
Overall	64.03	59.10	74.98	84.46	62.20

Table 2: Diversity of gender on top 10 most commontopics (% depictions of men). Top value per row bolded.

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4 **Results**

4.1 Diversity in real/generated ads

In Tab. 1, we see T2I models reduce race bias towards white portrayed individuals and improve diversity. The biggest representation of whites is generally in the Real ads group, and smaller in others. Llama3 depicts the most Asians and Blacks across models, Flux the most Latinx, and Dalle3 the most Middle-Eastern. Topical biases persist: Blacks are generally more common in social topics (human rights, self-esteem) than commercial topics (clothing, shopping), e.g., in Real, Flux, Auraflow.

In Tab. 2, we show the percent of men (out of all people) in the 10 most common ad topics: 6 from products and 4 from public service announcements. Ideally this number would be 50, indicating balanced representation. We bold the biggest numbers; most greatly exceed 50, indicating overrepresentation of men. Overall, two methods show fewer men than real ads (59.10 for Flux and 62.20 for Llama3 vs 64.03 for Real), but two greatly increase men's overrepresentation (74.98 for Dalle3, 84.26 for AuraFlow). The only categories with underrepresentation of men are Beauty and Clothing.

4.2 Challenges with diversification

Tab. 3 shows the distribution of winners when asking which of two images identical except for race, is more persuasive. Judgements are made by

		GPT4	o (w/ &	k wo/ v	vision)		Qwei	nVL (t	op) / Q	wenL	M (bo	tom)	InternVL (top) / InternLM (bottom)							
	A	В	Ι	L	Μ	W	A	В	I	L	Μ	W	А	В	Ι	L	Μ	W		
MLLM	13.96	13.56	14.61	15.72	14.78	27.37	13.30	15.76	16.39	16.44	16.09	22.02	15.91	16.98	15.81	16.19	16.65	18.46		
LLM	15.63	16.37	14.02	11.52	13.57	11.37	14.02	11.52	13.57	11.37	10.95	8.47	12.38	14.03	12.88	15.35	10.95	8.90		

Table 3: Race distribution of persuasion winners (in %). The model name for each group of columns is the judge.

MLLM	GF	T4o	Qw	enVL	Inte	rnVL
WILLIVI	man	woman	man	woman	man	woman
Clothing	28.97	59.31	59.31	40.69	45.52	54.48
Cars	31.95	56.02	63.16	36.84	31.95	66.92
Sports equip.	45.83	41.67	79.17	20.83	45.83	54.17
Shopping	50.00	50.00	75.00	25.00	16.67	83.33
Overall	33.02	55.19	59.77	40.23	42.56	57.21

Table 4: Gender distribution of persuasion winner.

MLLMs or LLMs (after image description). Given an unbiased model, this choice should be random and distribution balanced. However images with whites win across all MLLM judges. The gap in portions of white vs other races, is bigger in GPT40 and QwenVL than in InternVL judgments. Interestingly, LLMs seem less biased towards Whites than MLLMs, with Blacks, Asians and Latinx having the biggest portion of winners for one judge. We surmise this is due to efforts to reduce LLM bias which have not caught on in MLLMs yet.

Tab. 4 shows winner distribution when swapping genders. Different judges have different biases, with GPT40 and InternVL biased towards preferring women as more persuasive characters (except men in sports equipment for GPT40), and QwenVL preferring men. Comparing to Tab. 2 on topic 'Cars', men are overrepresented in generated ads (by 4 models) but women are more persuasive (for 2 judges). This may be a good sign for diversifying ads, or may indicate bias (women are seen as more attractive and appealing). We further analyzed the reasoning behind gender and race selections, revealing underlying biases. For instance, women were often chosen for qualities like elegance, while men were selected for strength and reliability (QwenLM). In car ads, men were associated with sophistication and goal orientation, whereas women were linked to expanding suitability and diversity (InternLM). For skincare and jewelry, women were selected based on assumptions about the target audience, while selecting men was justified as promoting diversity (GPT40).

4.3 Targeting countries

First, we present the distribution of ad origins inPittAds as predicted by InternVL. Among 13,172



Figure 3: Examples of cultural image generation. Action-reason prompts: (a) I should drink this beer because it is as light as feather. (b) I should use this deodorant because it is as fresh as mint.

	Average	AR	Country
Flux (Black Forest Labs, 2024)	0.54	0.78	0.31
SD3 (Esser et al., 2024)	0.70	0.78	0.63
CulGen (ours)	0.75	0.69	0.81

Table 5: Cultural targeting evaluation. AR is VQA-score between the images and action-reason T2I prompts. Country is VQA-score between images and target country. Flux and SD3 use the country name in the prompt.

analyzed images, 101 countries were identified. 10,335 image were classified as targeting the US, UK, Canada, or Australia, while 227 were labeled as universal advertisements. The remaining 2,620 images were associated with 88 other countries. This indicates a very Western focus in the dataset.

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Fig. 3 shows our method better reflects the respective culture, e.g., crescent/religion (left), palms and city towers (right) for UAE, dragons and redyellow color theme (right) for China, and French text and Eiffel tower (right) for France.

Tab. 5 evaluates CulGen, using VQA-score (Lin et al., 2024) between generated images and AR and country name. Our method better targets the country and reflects the AR well, resulting in higher AR-country average than the two strong baselines.

5 Conclusion

We analyzed racial and gender representation biases in real and T2I-generated advertisements. We showed perception biases of persuasivensess by MLLM and LLM judges in controlled experiments with nearly identical images. We showed promise of country targeting through cultural symbols.

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6 Limitations

In our analysis of real ads, we are limited by the ads included in PittAds, which are Western-centric and 269 crawled from the web, so not reflecting ads in print media nor on TV/streaming platforms. In our analysis of demographics, we used DeepFace which 272 is imperfect but we observed high accuracy. We 273 also simplify racial/ethnic backgrounds to a fixed and small set of categories; these could be more numerous and non-overlapping. We simplify genders to only two, but note that GPT40 also outputs 277 a significant number of non-binary classifications. 278 Finally, our cultural targeting is promising, but it 279 is important to not over-exaggerate cultural symbolism, and to avoid stereotypization. To know the right level of targeting, we plan to work with 282 members of the countries targeted to learn what is 283 desirable and undesirable use of cultural symbols.

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Implementation Detail А

In evaluation of diversity in real and generated advertisement images, to generate the images, we used pretrained models from Huggingface: 1. 'sdcommunity/sdxl-flash' for SDXL, 'fal/AuraFlowv0.2' for AuraFlow, and 'black-forest-labs/FLUX.1dev' for Flux. To expand the prompt for AuraFlow with LLAMA3-instruct we used 'meta-llama/Meta-Llama-3-8B-Instruct'.

For persuasion evaluation we used OpenAI API - GPT4-1 to generate images and edit the demographic information in the images. To describe the image and editing the descriptions, we used the OpenAI API - GPT4o model.

B Country Prediction

Distribution of Advertisement over Countries



Figure 4: Distribution of advertisement images in PittAd dataset over different countries.

C Bias Analysis all topics

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	real		LLAMA3	instruct	FL	UX	DAL	LE3	aurafio	w	LLAMA3	3 instruct	FL	JX	DAL	LE3	Aural	Flow
	man w	voman	man ı	woman	man	woman	man	woman	man w	oman								
Alcohol	100.00%	0.00%	100.00%	0.00%	6				100.00%	0.00%	0.00%	0	-100.00%	0	-100.00%	0	0.00%	
Animal rights	36.36%	63.64%	70.00%	30.00%	33.33%	66.67%	0.00%	100.00%	62.50%	37.50%	33.64%	3.363636364	-3.03%	-0.1818181818	-36.36%	-0.3636363636	26.14%	2.09090909
Baby products					100.00%	0.00%	0.00%	100.00%	66.67%	33.33%	0.00%	0	100.00%	1	0.00%	0	66.67%	
Beauty product	34.62%	65.38%	39.29%	60.71%	33.33%	66.67%	58.46%	41.54%	48.57%	51.43%	4.67%	2.615384615	-1.28%	-0.1923076923	23.85%	15.5	13.96%	4.8846153
Cars	50.00%	50.00%	70.00%	30.00%	100.00%	0.00%	74.55%	25.45%	85.71%	14.29%	20.00%	10	50.00%	4.5	24.55%	13.5	35.71%	2
Charities	75.00%	25.00%	90.00%	10.00%					100.00%	0.00%	15.00%	1.5	-75.00%	0	-75.00%	0	25.00%	0.1
Chips	0.00%	0.00%	100.00%	0.00%	6 0.00%	100.00%	100.00%	0.00%	100.00%	0.00%	100.00%	2	0.00%	0	100.00%	3	100.00%	
Chocolate	100.00%	0.00%	75.00%	25.00%	6						-25.00%	-1	-100.00%	0	-100.00%	0	-100.00%	
Cleaning produc	75.00%	25.00%	53.85%	46.15%	6		100.00%	0.00%			-21.15%	-2.75	-75.00%	0	25.00%	0.25	-75.00%	
Clothing and a	41.51%	58.49%	51.52%	48.48%	38.00%	62.00%	63.25%	36.75%	65.52%	34.48%	10.01%	13.20754717	-3.51%	-1.754716981	21.74%	25.43396226	24.01%	13.924528
Coffee	0.00%	100.00%	0.00%	100.00%	6		100.00%	0.00%	100.00%	0.00%	0.00%	0	0.00%	0	100.00%	1	100.00%	
Domestic viole	75.00%	25.00%	50.00%	50.00%	66.67%	33.33%			85.71%	14.29%	-25.00%	-1.5	-8.33%	-0.25	-75.00%	0	10.71%	0.1
Education	100.00%	0.00%									-100.00%	0	-100.00%	0	-100.00%	0	-100.00%	
Electronics	100.00%	0.00%	67.44%	32.56%	84.62%	15.38%	78.57%	21.43%	83.33%	16.67%	-32.56%	-14	-15.38%	-2	-21.43%	-9	-16.67%	
Environment	0.00%	0.00%			100.00%	0.00%					0.00%	0	100.00%	2	0.00%	0	0.00%	
Financial service	100.00%	0.00%	66.67%	33.33%	100.00%	0.00%			100.00%	0.00%	-33.33%	-1	0.00%	0	-100.00%	0	0.00%	
Games and toys	0.00%	0.00%	75.00%	25.00%	6 0.00%	100.00%					75.00%	3	0.00%	0	0.00%	0	0.00%	
Healthcare and	57.14%	42.86%	55.56%	44.44%	33.33%	66.67%	100.00%	0.00%	100.00%	0.00%	-1.59%	-0.1428571429	-23.81%	-0.7142857143	42.86%	0.8571428571	42.86%	0.85714285
Home appliance	100.00%	0.00%	71.43%	28.57%	6		100.00%	0.00%	100.00%	0.00%	-28.57%	-2	-100.00%	0	0.00%	0	0.00%	
Home improvem	100.00%	0.00%					100.00%	0.00%			-100.00%	0	-100.00%	0	0.00%	0	-100.00%	
Human rights	71.88%	28.13%	64.84%	35.16%	92.11%	7.89%			87.50%	12.50%	-7.04%	-6.40625	20.23%	7.6875	-71.88%	0	15.63%	1.3
Media and arts	76.92%	23.08%	71.43%	28.57%	0.00%	100.00%	60.00%	40.00%	100.00%	0.00%	-5.49%	-0.3846153846	-76.92%	-1.538461538	-16.92%	-0.8461538462	23.08%	0.92307692
Pet food			0.00%	100.00%	6						0.00%	0	0.00%	0	0.00%	0	0.00%	
Phone			62.50%	37.50%	50.00%	50.00%	87.50%	12.50%	100.00%	0.00%	62.50%	15	50.00%	1	87.50%	7	100.00%	
Political candida	t 80.00%	20.00%	73.08%	26.92%	33.33%	66.67%			80.00%	20.00%	-6.92%	-1.8	-46.67%	-1.4	-80.00%	0	0.00%	
Restaurants	100.00%	0.00%	80.00%	20.00%	100.00%	0.00%					-20.00%	-2	0.00%	0	-100.00%	0	-100.00%	
Security and saf	100.00%	0.00%			0.00%	0.00%					-100.00%	0	-100.00%	0	-100.00%	0	-100.00%	
Self esteem	62.86%	37.14%	57.58%	42.42%	27.27%	72.73%	100.00%	0.00%	64.71%	35.29%	-5.28%	-5.228571429	-35.58%	-3.914285714	37.14%	1.485714286	1.85%	0.31428571
Shopping	50.00%	50.00%	77.27%	22.73%	80.00%	20.00%	60.00%	40.00%	80.00%	20.00%	27.27%	12	30.00%	3	10.00%	2.5	30.00%	4
Smoking	73.33%	26.67%	64.71%	35.29%	55.56%	44.44%			100.00%	0.00%	-8.63%	-2.933333333	-17.78%	-1.6	-73.33%	0	26.67%	1
Soda	61.54%	38.46%	56.10%	43.90%	66.67%	33.33%	27.27%	72.73%	85.71%	14.29%	-5.44%	-2.230769231	5.13%	0.1538461538	-34.27%	-7.538461538	24.18%	3.38461538
Software	100.00%	0.00%	0.00%	100.00%	100.00%	0.00%	100.00%	0.00%	0.00%	100.00%	-100.00%	-14	0.00%	0	0.00%	0	-100.00%	
Sports equipment	90.00%	10.00%	73.33%	26.67%	83.33%	16.67%	90.00%	10.00%	100.00%	0.00%	-16.67%	-2.5	-6.67%	-0.4	0.00%	0	10.00%	1
Unclear	80.00%	20.00%	100.00%	0.00%	100.00%	0.00%			100.00%	0.00%	20.00%	0.6	20.00%	0.2	-80.00%	0	20.00%	0
Unknown	0.00%	0.00%	50.00%	50.00%	6		100.00%	0.00%			50.00%	1	0.00%	0	100.00%	2	0.00%	
Vacation and tra	0.00%	100.00%	66.67%	33.33%	6						66.67%	6	0.00%	0	0.00%	0	0.00%	
dating	85.71%	12.50%	57.14%	42.86%	6				100.00%	0.00%	-28.57%	-2	-85.71%	0	-85.71%	0	14.29%	0.571428571
SUM												8.410171629		5.595470332		54.77856766		48.3006022
AVG											-5.04%		-18.90%		-18.30%		0.52%	
WEIGHTED AVO	3											1.07%		2.87%		14.81%		20.91
AVG TOP 10											0.51%		-3.81%		-15.41%		20.58%	
AVG TOP 5											5.93%		1.97%		4.17%		17.09%	
avg per gender	64.03%	24.16%	62.20%	37.80%	59.10%	36.90%	74.98%	25.02%	84.46%	15.54%								

				1996			1		LLA	A2 induct		- T				RUK			-			DALLES			-			augility.			14	SMA2	PLU	<	DAL	63	24	alov	
	atite	latino 1	ispanic asian	black	D	dde eastern inda		atino hispanic asian	blad	s =	sidde eastern indian		tibe	latino hispanic	isian	black	midde	easten indat	10	 lating 	tispanic asiat	black	midd	e eastern indian	10	thite lating	historic asian	black	midd	e eastern indian									
Alcohol	*	00%	0%	25	0%	0%	0%	0%	17%	17%	0%	0%														100%	0%	0%	0%	0%	25	-22%	-200%	-100%	25	-100%	9%	0%	0%
Animal rights		64%	0%	27%	9%	0%	0%	10%	0%	20%	10%	016	67%	0%	1	2%	0%	17%	0%	100%	0%	0%	0%	0%	0%	75%	12%	0%	12%	0%	0%	-4%	-36%	2%	18%	26%	20%	11%	91%
Reby products													0%	05	10	0%	0%	0%	0%	100%	25	0%	0%	0%	25	100%	0%	0%	0%	0%	25	0%	0%	0%	25	100%	200%	100%	200%
Beauty product		58%	8%	15%	8%	8%	4%	2%	22%	29%	0%	2%	60%	29%	1	0%	0%	6%	016	72%	\$5.	9%	615	\$%	2%	62%	17%	17%	615	0%	4%	-27%	-1530%	2%	35%	15%	950%	2%	81%
Cars		72%	0%	17%	4%	6%	0%	18%	32%	8%	4%	0%	22%	11%	3	9%	11%	11%	0%	62%	5%	59%	2%	2%	2%	88%	0%	54%	0%	0%	0%	-34%	-1711%	-29%	-050%	-10%	-672%	12%	94%
Charities		0%	0%	0%	100%	0%	0%	10%	30%	20%	0%	016														100%	0%	0%	0%	0%	0%	40%	400%	0%	0%	0%	0%	100%	100%
Chips								0%	50%	0%	0%	016	016	100%		0%	0%	0%	0%	22%	0%	0%	0%	67%	0%	100%	0%	0%	0%	0%	0%	50%	100%	0%	0%	22%	100%	100%	200%
Chocolate		0%	0%	67%	22%	0%	0%	0%	25%	25%	0%	016																				50%	200%	0%	0%	0%	0%	0%	0%
Cleaning product	1	75%	29%	0%	0%	0%	0%	8%	38%	22%	0%	016								0%	0%	100%	0%	0%	0%							-64%	-675%	-75%	0%	-75%	-75%	-75%	0%
Clothing and ac		66%	9%	15%	6%	4%	616	11%	27%	22%	1%	\$%	70%	12%		4%	8%	4%	2%	64%	2%	54%	615	14%	1%	47%	9%	26%	9%	9%	4%	-42%	-5519%	4%	199%	-2%	-227%	-19%	-1120%
Coffee	10	00%	0%	0%	0%	0%	0%	0%	0%	100%	0%	016								0%	0%	0%	0%	0%	100%	0%	0%	0%	100%	0%	0%	-100%	-100%	-100%	0%	-100%	-100%	-100%	-100%
Domestic violence		75%	8%	8%	8%	0%	0%	0%	17%	22%	0%	016	67%	22%		0%	0%	0%	0%							71%	54%	54%	0%	0%	0%	-25%	-150%	-4%	-25%	-75%	0%	-4%	-25%
Education	*	00%	0%	0%	0%	0%	0%																									-100%	0%	-100%	0%	-100%	0%	-100%	0%
Electronics	90	00%	0%	0%	0%	0%	016	\$15	27%	1976	0%	016	77%	0%		8%	8%	8%	0%	\$2%	0%	29%	2%	19%	0%	82%	0%	0%	0%	17%	0%	-42%	-2700%	-23%	-300%	-48%	-2000%	-17%	-100%
Environment													50%	0%		0%	\$0%	0%	0%													0%	0%	50%	100%	0%	0%	0%	0%
Financial service	*	00%	0%	0%	0%	0%	0%	0%	22%	0%	22%	0%	67%	22%		0%	0%	0%	0%							100%	0%	0%	0%	0%	0%	-47%	-200%	-22%	-100%	-100%	0%	0%	0%
Games and toys		_						0%	50%	25%	0%	0%	0%	0%	10	0%	0%	0%	0%			_										25%	100%	0%	0%	0%	0%	0%	0%
Healthcare and r		71%	0%	29%	0%	0%	0%	22%	22%	0%	0%	0%	67%	0%	3	2%	0%	0%	0%	50%	0%	50%	0%	0%	0%	100%	0%	0%	0%	0%	0%	-1976	-142%	-5%	-14%	-21%	-42%	29%	\$7%
Home appliances	%	00%	0%	0%	0%	0%	0%	14%	42%	0%	0%	0%								100%	0%	0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	-67%	-400%	-100%	0%	0%	0%	0%	0%
Home improvem	%	00%	0%	0%	0%	0%	0%													50%	0%	0%	0%	50%	0%							-100%	0%	-100%	0%	-50%	-100%	-100%	0%
Human rights		66%	9%	6%	9%	0%	\$16	14%	22%	12%	9%	2%	47%	5%		8%	12%	26%	0%							62%	0%	0%	25%	13%	9%	-25%	-2271%	-18%	494%	-46%	0%	-3%	-25%
Media and arts		28%	22%	15%	85	15%	0%	14%	29%	54%	0%	0%	100%	0%		0%	0%	0%	0%	100%	0%	0%	0%	0%	0%	25%	0%	75%	0%	0%	0%	4%	21%	62%	122%	62%	209%	-12%	-54%
Pet food								0%	0%	0%	0%	0%					_					_										100%	100%	0%	0%	0%	0%	0%	0%
Phone								0%	22%	4%	4%	0%	50%	0%		0%	0%	0%	0%	62%	25%	0%	12%	0%	0%	22%	0%	17%	17%	22%	0%	59%	1400%	50%	100%	62%	500%	22%	200%
Political canodia	5	00%	0%		0%	0%	0%	22%	15%	15%	85	0%	100%	0%		0%	0%	0%	0%							60%	0%	20%	C/L	22%	- 25	-62%	-1600%	0%	0%	-100%	0%	-42%	-200%
Herausite and and		00%	0%		0%	0%	0%	0%	42%	0%	92%	0%	100%	0%		0%	0%	0%	0%													-50%	-500%	0%		-100%	0%	-100%	0%
Security and bare			-	440	48		-					-										2414				-	4300				-	-1078	66335	- 1001	4488	-100%	-	- 10016	5445
des estates					-					4875											400		-	-		100		2015	1416	-		-	-262715				4497	-30%	
Complete		4754	20			21			2410				200	2016	-	-	200	000			1815			44.5		120	100			17%			4400	100	1000	422			-27876
Centra		and the second s	7 M		01	110		1416	430	210	6W		4000				4478		01	644		1200	644			200		214	016	21		-20716	-947 16	-4476		100	2000	-2016	-120%
Coltana			016		1000			2215	1216	4475		042				0 m				1000	-	47%					114		016		1000	-97%	-200876		-	-2016	4000		-847.8
Scots equipment		90%	0%		05	10%	0%	256	125	125	0%	616	225	12%		075	0%	0%	0%	875		10%	0%	10%		405	9%	1016	27%			-425	450%	-57%	-0475	-10016	-100%	-45%	-490%
Lincipar		0006	05		05	0%	0%	(16	125	10%	0%	05	10006			075	0%	016	05							1005	0%	0%	0%		-	475	-2005	0%		-100%	0%	0%	0%
Linkoown								(16		60%	0%	05								6255	67%	05	05	05	05							50%	1005	0%		62%	1005	0%	0%
Vecation and trav		0%	0%	0%	100%	0%	0%	11%	11%	11%	0%	0%																				47%	600%	0%	25	25	9%	0%	0%
defec.		MAL .	05	14%	05	05	0%	06	14%	14%	545	606														100%	0%	606	016	M	- 10	-19%	-2005	.00%		.44%	05	1416	67%
GIM	-			-																							-		-				-00041%		-20485		100445		-1905%
MAG																																-22%		-22%		-27%		-10%	
WEIGHTED AVG		_					_												_						_						_		-34%		-11%		45		-45
AVG TOP 10																																-22%		-2%		-28%		-10%	
AVG TOP 5																																-29%		-4%		-29%		-54%	
avg per race	1	72%	2%	8%	12%	2%	1%	8%	26%	18%	2%	1%	56%	11%	1	95	10%	4%	0%	60%	4%	17%	2%	10%	5%	72%	4%	10%	8%	4%	- 65								
																															1.0	tered teres for	name from white					rafine least bisses	of same from

1				GPT4	_0		QWenVL white scian black indian lation									Intern	VL		
topic	total	asian	black	indian	latino	middle_eastern	white	asian	black	indian	latino	middle_eastern	white	asian	black	indian	latino	middle_eastern	white
Cars, automobiles, ca	1140	14.65%	14.30%	11.67%	16.23%	14.47%	28.68%	13.68%	16.67%	15.35%	16.84%	15.35%	22.11%	16.93%	17.54%	14.30%	15.18%	18.68%	17.37%
Clothing and accessor	1140	13.16%	13.07%	16.23%	15.96%	14.04%	27.54%	13.25%	15.00%	17.37%	16.58%	15.53%	22.28%	16.40%	17.11%	16.14%	16.75%	14.65%	18.95%
Electronics, computer	750	15.33%	14.80%	13.87%	14.27%	14.67%	27.07%	13.20%	14.93%	15.33%	16.00%	18.00%	22.53%	14.53%	16.40%	15.73%	16.40%	17.73%	19.20% 8
Beauty products and c	690	11.01%	13.77%	17.39%	14.64%	16.96%	26.23%	12.03%	15.51%	17.54%	16.96%	16.09%	21.88%	14.49%	17.54%	17.54%	17.54%	15.22%	17.68%
Soda, juice, milk, ener	450	18.22%	12.00%	12.00%	13.56%	18.44%	25.78%	14.89%	15.56%	15.33%	14.44%	18.67%	21.11%	16.00%	16.67%	13.78%	16.22%	18.44%	18.89%
Alcohol	120	12.50%	11.67%	16.67%	12.50%	14.17%	32.50%	13.33%	17.50%	15.00%	16.67%	14.17%	23.33%	18.33%	13.33%	15.00%	16.67%	15.83%	20.83%
Phone, TV and interne	120	7.50%	22.50%	16.67%	15.00%	14.17%	24.17%	5.00%	22.50%	19.17%	20.00%	10.00%	23.33%	16.67%	21.67%	17.50%	15.83%	14.17%	14.17%
Shopping, department	120	15.00%	16.67%	5.83%	16.67%	14.17%	31.67%	6.67%	18.33%	14.17%	18.33%	15.00%	27.50%	12.50%	13.33%	20.00%	18.33%	15.00%	20.83%
Chocolate, cookies, ci	90	16.67%	11.11%	16.67%	22.22%	12.22%	21.11%	14.44%	16.67%	17.78%	18.89%	16.67%	15.56%	15.56%	16.67%	15.56%	20.00%	14.44%	17.78%
Financial services, ba	90	15.56%	5.56%	21.11%	21.11%	15.56%	21.11%	15.56%	15.56%	18.89%	14.44%	16.67%	18.89%	20.00%	17.78%	16.67%	15.56%	12.22%	17.78%
Home appliances, cof	90	15.56%	14.44%	20.00%	16.67%	10.00%	23.33%	14.44%	16.67%	13.33%	21.11%	10.00%	24.44%	23.33%	18.89%	8.89%	14.44%	15.56%	18.89%
Media and arts, TV sh	90	10.00%	11.11%	20.00%	8.89%	17.78%	32.22%	11.11%	12.22%	14.44%	14.44%	20.00%	27.78%	11.11%	21.11%	15.56%	13.33%	17.78%	21.11%
Coffee, tea	60	10.00%	23.33%	13.33%	20.00%	13.33%	20.00%	13.33%	16.67%	18.33%	16.67%	16.67%	18.33%	8.33%	23.33%	15.00%	16.67%	15.00%	21.67%
Games and toys, inclu	60	16.67%	11.67%	8.33%	16.67%	13.33%	33.33%	16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	15.00%	16.67%	20.00%	11.67%	20.00%	16.67%
Sports equipment and	60	10.00%	6.67%	10.00%	23.33%	20.00%	30.00%	11.67%	15.00%	16.67%	16 67%	20.00%	20.00%	13.33%	13.33%	18.33%	15.00%	20.00%	20.00%
Unclear	60	21.67%	10.00%	16.67%	26.67%	3.33%	21.67%	16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	10.00%	23.33%	15.00%	20.00%	15.00%
Animal rights animal	30	10.00%	13.33%	20.00%	13 33%	23.33%	20.00%	16.67%	16.67%	13.33%	16.67%	20.00%	16.67%	6.67%	20.00%	16.67%	20.00%	16.67%	20.00%
Baby products, baby f	30	20.00%	10.00%	6.67%	33 33%	3 33%	26.67%	16.67%	13 33%	16.67%	16.67%	16.67%	20.00%	16.67%	13 33%	16.67%	16.67%	23.33%	13 33%
Celebrity Eashion new	30	20.00%	3.33%	26.67%	13.33%	3.33%	33.33%	20.00%	6.67%	26.67%	6.67%	10.00%	30.00%	16.67%	16.67%	10.00%	13.33%	16.67%	26.67%
Chins snacks nuts fr	30	10.00%	6.67%	16.67%	13 33%	23 33%	30.00%	16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	13 33%	10.00%	23.33%	13 33%	16.67%	23.33%
Cloaning products, do	20	16.67%	6.67%	22.22%	10.00%	6.67%	26.67%	26.67%	6 67%	26.67%	0.00%	12.22%	26.67%	22.22%	10.00%	16.67%	6.67%	12 22%	20.00%
Restaurante cafo fac	30	6.67%	16.67%	10.00%	12 22%	20.00%	22.007 %	12 22%	16.67%	16.67%	16.67%	10.00%	26.67%	20.00%	6.67%	20.00%	6.67%	12 22%	22.22%
Vacation and travel a	30	6.67%	16.67%	6.67%	26.67%	10.00%	22.22%	12.22%	16.67%	16.67%	16.67%	16.67%	20.00%	16.67%	16 67%	16.67%	16.67%	12 22%	20.00%
vacation and travel, a	30	20.00%	12 22%	16.67%	6.67%	10.00%	22 22%	16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	22.22%	20.00%	20.00%	12 22%	6.67%
define tex legel lege	30	20.00%	13.33%	20.00%	0.07 %	0.00%	30.00%	10.07 %	10.07 %	46.670/	10.07%	10.07 %	20.00%	10.07 %	40.070/	40.00%	20.00%	13.33%	42.228
dating, tax, legal, ioan	30	0.07%	13.33%	20.00%	23.33%	0.07%	30.00%	10.07%	13.33%	10.07%	10.07%	10.07%	20.00%	13.33%	10.07%	13.33%	20.00%	23.33%	13.33%
				GPT	40					QWer	LM					Intern	LM		
topic	total	asian	black	indian	latino	middle_eastern	white	asian	black	indian	latino	middle_eastern	white	asian	black	indian	latino	middle_eastern	white
Clothing and accessor	1140	16.90%	20.39%	18.91%	17.91%	18.91%	6.98%	11.40%	14.26%	11.55%	13.95%	12.09%	8.84%	12.40%	14.81%	13.10%	15.04%	10.23%	8.84%
Cars, automobiles, ca	1076	477.400/					8.46%	11.06%	13.09%	10.89%	12.76%	10.49%	7.56%	12.36%	12 60%	11 71%	15 20%	10.33%	8.54%
	1070	17.48%	19.19%	18.46%	18.54%	17.89%									12.0070		10.2070		
Electronics, computer	708	17.48%	19.19% 18.72%	18.46% 17.95%	18.54% 19.74%	17.89%	9.36%	12.05%	14.74%	11.79%	13.46%	11.54%	9.49%	14.74%	15.64%	14.36%	18.08%	12.05%	9.74%
Electronics, computer Beauty products and c	708	17.48% 17.31% 17.73%	19.19% 18.72% 20.93%	18.46% 17.95% 18.93%	18.54% 19.74% 18.40%	17.89% 16.92% 19.07%	9.36% 4.93%	12.05% 12.13%	14.74% 14.67%	11.79%	13.46% 13.07%	11.54% 12.00%	9.49% 9.07%	14.74% 11.73%	15.64%	14.36% 13.47%	18.08%	12.05% 12.27%	9.74% 8.67%
Electronics, computer Beauty products and c Soda, juice, milk, ener	708 661 495	17.48% 17.31% 17.73% 17.54%	19.19% 18.72% 20.93% 19.47%	18.46% 17.95% 18.93% 17.19%	18.54% 19.74% 18.40% 20.53%	17.89% 16.92% 19.07% 18.77%	9.36% 4.93% 6.49%	12.05% 12.13% 10.00%	14.74% 14.67% 13.86%	11.79% 11.07% 12.11%	13.46% 13.07% 14.04%	11.54% 12.00% 11.58%	9.49% 9.07% 6.84%	14.74% 11.73% 10.88%	15.64% 15.07% 12.11%	14.36% 13.47% 12.98%	18.08% 14.80% 13.68%	12.05% 12.27% 10.18%	9.74% 8.67% 8.60%
Electronics, computer Beauty products and c Soda, juice, milk, ener Sports equipment and	708 661 495 137	17.48% 17.31% 17.73% 17.54% 20.00%	19.19% 18.72% 20.93% 19.47% 16.00%	18.46% 17.95% 18.93% 17.19% 20.00%	18.54% 19.74% 18.40% 20.53% 21.33%	17.89% 16.92% 19.07% 18.77% 18.00%	9.36% 4.93% 6.49% 4.67%	12.05% 12.13% 10.00% 12.00%	14.74% 14.67% 13.86% 15.33%	11.79% 11.07% 12.11% 14.00%	13.46% 13.07% 14.04% 16.67%	11.54% 12.00% 11.58% 12.67%	9.49% 9.07% 6.84% 9.33%	14.74% 11.73% 10.88% 14.00%	15.64% 15.07% 12.11% 14.67%	14.36% 13.47% 12.98% 12.67%	18.08% 14.80% 13.68% 18.00%	12.05% 12.27% 10.18% 12.00%	9.74% 8.67% 8.60% 8.67%
Electronics, computer Beauty products and o Soda, juice, milk, ener Sports equipment and Alcohol	708 661 495 137 115	17.48% 17.31% 17.73% 17.54% 20.00% 17.50%	19.19% 18.72% 20.93% 19.47% 16.00% 23.33%	18.46% 17.95% 18.93% 17.19% 20.00% 17.50%	18.54% 19.74% 18.40% 20.53% 21.33% 17.50%	17.89% 16.92% 19.07% 18.77% 18.00% 20.00%	9.36% 4.93% 6.49% 4.67% 4.17%	12.05% 12.13% 10.00% 12.00% 16.67%	14.74% 14.67% 13.86% 15.33% 20.00%	11.79% 11.07% 12.11% 14.00% 16.67%	13.46% 13.07% 14.04% 16.67% 17.50%	11.54% 12.00% 11.58% 12.67% 15.83%	9.49% 9.07% 6.84% 9.33% 13.33%	14.74% 11.73% 10.88% 14.00% 17.50%	12.63% 15.64% 15.07% 12.11% 14.67% 17.50%	14.36% 13.47% 12.98% 12.67% 18.33%	18.08% 14.80% 13.68% 18.00% 18.33%	12.05% 12.27% 10.18% 12.00% 14.17%	9.74% 8.67% 8.60% 8.67% 14.17%
Electronics, computer Beauty products and c Soda, juice, milk, ener Sports equipment and Alcohol Phone, TV and interne	708 661 495 137 115 121	17.48% 17.31% 17.73% 17.54% 20.00% 17.50% 18.33%	19.19% 18.72% 20.93% 19.47% 16.00% 23.33% 15.83%	18.46% 17.95% 18.93% 17.19% 20.00% 17.50% 18.33%	18.54% 19.74% 18.40% 20.53% 21.33% 17.50% 21.67%	17.89% 16.92% 19.07% 18.77% 18.00% 20.00% 18.33%	9.36% 4.93% 6.49% 4.67% 4.17% 7.50%	12.05% 12.13% 10.00% 12.00% 16.67% 15.83%	14.74% 14.67% 13.86% 15.33% 20.00% 19.17%	11.79% 11.07% 12.11% 14.00% 16.67% 15.83%	13.46% 13.07% 14.04% 16.67% 17.50% 20.83%	11.54% 12.00% 11.58% 12.67% 15.83% 16.67%	9.49% 9.07% 6.84% 9.33% 13.33% 11.67%	14.74% 11.73% 10.88% 14.00% 17.50% 17.50%	15.64% 15.07% 12.11% 14.67% 17.50% 19.17%	14.36% 13.47% 12.98% 12.67% 18.33% 17.50%	18.08% 14.80% 13.68% 18.00% 18.33% 20.83%	12.05% 12.27% 10.18% 12.00% 14.17% 13.33%	9.74% 8.67% 8.60% 8.67% 14.17% 11.67%
Electronics, computer Beauty products and (Soda, juice, milk, ener Sports equipment and Alcohol Phone, TV and interne Shopping, department	708 661 495 137 115 121 98	17.48% 17.31% 17.73% 17.54% 20.00% 17.50% 18.33% 18.33%	19.19% 18.72% 20.93% 19.47% 16.00% 23.33% 15.83% 20.00%	18.46% 17.95% 18.93% 17.19% 20.00% 17.50% 18.33% 15.83%	18.54% 19.74% 18.40% 20.53% 21.33% 17.50% 21.67% 19.17%	17.89% 16.92% 19.07% 18.77% 18.00% 20.00% 18.33% 17.50%	9.36% 4.93% 6.49% 4.67% 4.17% 7.50% 9.17%	12.05% 12.13% 10.00% 12.00% 16.67% 15.83% 9.17%	14.74% 14.67% 13.86% 15.33% 20.00% 19.17% 10.83%	11.79% 11.07% 12.11% 14.00% 16.67% 15.83% 7.50%	13.46% 13.07% 14.04% 16.67% 17.50% 20.83% 10.00%	11.54% 12.00% 11.58% 12.67% 15.83% 16.67% 7.50%	9.49% 9.07% 6.84% 9.33% 13.33% 11.67% 5.00%	14.74% 11.73% 10.88% 14.00% 17.50% 17.50% 6.67%	15.64% 15.07% 12.11% 14.67% 17.50% 19.17% 8.33%	14.36% 13.47% 12.98% 12.67% 18.33% 17.50% 12.50%	18.08% 18.08% 14.80% 13.68% 18.00% 18.33% 20.83% 10.00%	12.05% 12.27% 10.18% 12.00% 14.17% 13.33% 7.50%	9.74% 8.67% 8.60% 14.17% 11.67% 5.00%
Electronics, computer Beauty products and c Soda, juice, milk, ener Sports equipment and Alcohol Phone, TV and interne Shopping, departmen Chocolate, cookies, ci	708 661 495 137 115 121 98 80	17.48% 17.31% 17.54% 20.00% 17.50% 18.33% 18.33% 15.56%	19.19% 18.72% 20.93% 19.47% 16.00% 23.33% 15.83% 20.00% 21.11%	18.46% 17.95% 18.93% 17.19% 20.00% 17.50% 18.33% 15.83% 17.78%	18.54% 19.74% 18.40% 20.53% 21.33% 17.50% 21.67% 19.17% 13.33%	17.89% 16.92% 19.07% 18.77% 18.00% 20.00% 18.33% 17.50% 15.56%	9.36% 4.93% 6.49% 4.67% 4.17% 7.50% 9.17% 16.67%	12.05% 12.13% 10.00% 12.00% 16.67% 15.83% 9.17% 12.22%	14.74% 14.67% 13.86% 15.33% 20.00% 19.17% 10.83% 13.33%	11.79% 11.07% 12.11% 14.00% 16.67% 15.83% 7.50% 11.11%	13.46% 13.07% 14.04% 16.67% 20.83% 10.00% 12.22%	11.54% 12.00% 11.58% 12.67% 15.83% 16.67% 7.50% 11.11%	9.49% 9.07% 6.84% 9.33% 13.33% 11.67% 5.00% 6.67%	14.74% 11.73% 10.88% 14.00% 17.50% 17.50% 6.67% 10.00%	15.64% 15.07% 12.11% 14.67% 17.50% 19.17% 8.33% 12.22%	14.36% 13.47% 12.98% 12.67% 18.33% 17.50% 12.50% 11.11%	18.08% 18.08% 14.80% 13.68% 18.00% 18.33% 20.83% 10.00% 14.44%	12.05% 12.27% 10.18% 12.00% 14.17% 13.33% 7.50% 11.11%	9.74% 8.67% 8.60% 14.17% 11.67% 5.00% 7.78%
Electronics, computer Beauty products and c Soda, juice, milk, ener Sports equipment and Alcohol Phone, TV and interne Shopping, department Chocolate, cookies, c Financial services, ba	1010 708 661 495 137 115 121 98 80 75	17.48% 17.31% 17.73% 17.54% 20.00% 17.50% 18.33% 18.33% 18.33% 18.56% 18.89%	19.19% 18.72% 20.93% 19.47% 16.00% 23.33% 15.83% 20.00% 21.11% 20.00%	18.46% 17.95% 18.93% 17.19% 20.00% 17.50% 18.33% 15.83% 17.78% 16.67%	18.54% 19.74% 18.40% 20.53% 21.33% 17.50% 21.67% 19.17% 13.33% 15.56%	17.89% 16.92% 19.07% 18.77% 18.00% 20.00% 18.33% 17.50% 15.56% 18.89%	9.36% 4.93% 6.49% 4.67% 4.17% 7.50% 9.17% 16.67% 10.00%	12.05% 12.13% 10.00% 12.00% 16.67% 15.83% 9.17% 12.22% 8.89%	14.74% 14.67% 13.86% 15.33% 20.00% 19.17% 10.83% 13.33% 13.33%	11.79% 11.07% 12.11% 14.00% 16.67% 15.83% 7.50% 11.11%	13.46% 13.07% 14.04% 16.67% 17.50% 20.83% 10.00% 12.22% 14.44%	11.54% 12.00% 11.58% 12.67% 15.83% 16.67% 7.50% 11.11% 11.11%	9.49% 9.07% 6.84% 9.33% 13.33% 11.67% 5.00% 6.67% 7.78%	14.74% 11.73% 10.88% 14.00% 17.50% 17.50% 6.67% 10.00% 17.78%	15.64% 15.07% 12.11% 14.67% 17.50% 19.17% 8.33% 12.22% 21.11%	14.36% 13.47% 12.98% 12.67% 18.33% 17.50% 12.50% 11.11% 12.22%	18.08% 14.80% 13.68% 18.00% 18.33% 20.83% 10.00% 14.44% 20.00%	12.05% 12.27% 10.18% 12.00% 14.17% 13.33% 7.50% 11.11% 13.33%	9.74% 8.67% 8.60% 8.67% 14.17% 11.67% 5.00% 7.78% 15.56%
Electronics, computer Beauty products and (Soda, juice, milk, ener Sports equipment and Alcohol Phone, TV and interne Shopping, department Chocolate, cookies, ci Financial services, ba Home appliances, cof	1010 708 661 495 137 115 121 98 80 75 58	17.48% 17.31% 17.73% 17.54% 20.00% 17.50% 18.33% 18.33% 15.56% 18.89% 17.78%	19.19% 18.72% 20.93% 19.47% 16.00% 23.33% 15.83% 20.00% 21.11% 20.00% 17.78%	18.46% 17.95% 18.93% 17.19% 20.00% 17.50% 18.33% 15.83% 17.78% 16.67% 18.89%	18.54% 19.74% 18.40% 20.53% 21.33% 17.50% 21.67% 19.17% 13.33% 15.56% 18.89%	17.89% 16.92% 19.07% 18.77% 18.00% 20.00% 18.33% 17.50% 15.56% 18.89% 11.11%	9.36% 4.93% 6.49% 4.67% 4.17% 9.17% 16.67% 10.00% 15.56%	12.05% 12.13% 10.00% 12.00% 16.67% 9.17% 15.83% 9.17% 12.22% 8.89% 0.00%	14.74% 14.67% 13.86% 15.33% 20.00% 19.17% 10.83% 13.33% 0.00%	11.79% 11.07% 12.11% 14.00% 16.67% 15.83% 7.50% 11.11% 11.11% 0.00%	13.46% 13.07% 14.04% 16.67% 20.83% 10.00% 12.22% 14.44% 0.00%	11.54% 12.00% 11.58% 12.67% 15.83% 16.67% 7.50% 11.11% 11.11% 0.00%	9.49% 9.07% 6.84% 9.33% 13.33% 11.67% 5.00% 6.67% 7.78% 0.00%	14.74% 11.73% 10.88% 14.00% 17.50% 6.67% 10.00% 17.78% 0.00%	15.64% 15.07% 12.11% 14.67% 17.50% 19.17% 8.33% 12.22% 21.11% 0.00%	14.36% 13.47% 12.98% 12.67% 18.33% 17.50% 12.50% 11.11% 12.22% 0.00%	18.08% 14.80% 13.68% 18.00% 18.00% 18.33% 20.83% 10.00% 14.44% 20.00% 0.00%	12.05% 12.27% 10.18% 12.00% 14.17% 13.33% 7.50% 11.11% 13.33% 0.00%	9.74% 8.67% 8.60% 8.67% 14.17% 11.67% 5.00% 7.78% 15.56% 0.00%
Electronics, computer Beauty products and c Soda, juice, milk, ener Sports equipment and Alcohol Phone, TV and interne Shopping, department Chocolate, cookies, ci Financial services, ba Home appliances, cof Media and arts, TV sh	708 661 495 137 115 121 98 80 75 58 81	17.48% 17.31% 17.54% 20.00% 17.50% 18.33% 18.33% 15.56% 18.89% 17.78% 15.56%	19.19% 18.72% 20.93% 19.47% 16.00% 23.33% 15.83% 20.00% 21.11% 20.00% 17.78% 17.78%	18.46% 17.95% 18.93% 17.19% 20.00% 17.50% 18.33% 15.83% 17.78% 16.67% 18.88% 20.00%	18.54% 19.74% 20.53% 21.33% 17.50% 21.67% 19.17% 13.33% 15.56% 18.89% 17.78%	17.89% 16.92% 18.07% 18.77% 18.00% 20.00% 18.33% 17.50% 15.56% 18.89% 11.11%	9.36% 4.93% 6.49% 4.67% 4.17% 9.17% 16.67% 10.00% 15.56% 11.11%	12.05% 12.13% 10.00% 12.00% 16.67% 15.83% 9.17% 12.22% 8.89% 0.00% 8.89%	14.74% 14.67% 13.86% 15.33% 20.00% 19.17% 10.83% 13.33% 13.33% 0.00% 14.44%	11.79% 11.07% 12.11% 14.00% 16.67% 15.83% 7.50% 11.11% 11.11% 0.00% 8.89%	13.46% 13.07% 14.04% 16.67% 17.50% 20.83% 10.00% 12.22% 14.44% 0.00% 15.56%	11.54% 12.00% 11.58% 12.67% 15.83% 16.67% 7.50% 11.11% 11.11% 0.00% 11.11%	9.49% 9.07% 6.84% 9.33% 11.67% 5.00% 6.67% 7.78% 0.00% 7.78%	14.74% 11.73% 10.88% 14.00% 17.50% 6.67% 10.00% 17.78% 0.00% 11.11%	15.64% 15.07% 12.11% 14.67% 17.50% 19.17% 8.33% 12.22% 21.11% 0.00% 15.56%	14.36% 13.47% 12.98% 12.67% 18.33% 17.50% 12.50% 11.11% 12.22% 0.00% 12.22%	18.08% 18.08% 13.68% 18.00% 18.33% 20.83% 10.00% 14.44% 20.00% 0.00% 13.33%	12.05% 12.27% 10.18% 12.00% 14.17% 13.33% 7.50% 11.11% 13.33% 0.00% 6.67%	9.74% 8.67% 8.60% 8.67% 14.17% 11.67% 5.00% 7.78% 15.56% 0.00% 7.78%
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