maru/BLUE

Black Friday is the day after Thanksgiving and Cyber Monday follows the weekend and is when many retailers offer deep discounts ar

			Age				Gene
	Total	18-34	35-54	55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	Α	В	С	D	E	F	G
BASE: All Respondents	1525	331	486	708	105	366	422
BASE: WEIGHTED	1525	441	502	582	146*	446	423
	891	355	299	236	115	338	242
SHOP ON EITHER OR BOTH DAYS (NET)	58%	81%	60%	41%	79%	76%	57%
DAYS (NET)		CD	D		GHIJ	GHIJ	HIJ
	181	110	46	25	40	85	35
Only on Black Friday	12%	25%	9%	4%	27%	19%	8%
		CD	D		GHIJ	GHIJ	IJ
	178	68	55	54	22	66	45
Only on Cyber Monday	12%	15%	11%	9%	15%	15%	11%
		D			I	IJ	I
	532	177	198	157	53	188	162
On both Black Friday and Cyber Monday	35%	40%	39%	27%	36%	42%	38%
Cyber Monday		D	D		IJ	HIJ	HIJ
	634	86	203	346	30	108	182
I won't be shopping on either of those days	42%	19%	40%	59%	21%	24%	43%
oi tilooo dayo			В	ВС			EF

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

And when you do your shopping, do you intend to do it:

		Age					Gene
	Total	18-34	35-54	55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)
	Α	В	С	D	Е	F	G
BASE: If Not I Won't Be Shopping In S2	824	255	285	284	83	263	236
BASE: WEIGHTED	891	355	299	236	115*	338	242
	266	135	73	57	48	112	60
Mostly in person at bricks and mortar stores	30%	38%	25%	24%	41%	33%	25%
mortal otoroo		CD			GIJ	IJ	

	625	220	226	179	68	226	182
Mostly online	70%	62%	75%	76%	59%	67%	75%
			В	В			Е

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

And, when you add up all of the money you may spend over either or both of those days, how much money are you currently planning

			Age				Gene
	Total	18-34	35-54	55+	Gen Z (18 to	Millennials	Gen X (43 to
					26)	(27 to 42)	58)
BASE: If Not I Won't Be	Α	В	С	D	E	F	G
Shopping In S2	824	255	285	284	83	263	236
BASE: WEIGHTED	891	355	299	236	115*	338	242
	70	41	19	10	17	28	15
(\$49.5) Less than \$100	8%	11%	6%	4%	15%	8%	6%
		D			GHIJ		
	152	78	38	35	32	56	32
(\$149.5) \$100 to \$199	17%	22%	13%	15%	28%	17%	13%
		С			FGIJ		
	162	75	41	46	23	67	38
(\$249.5) \$200 to \$299	18%	21%	14%	20%	20%	20%	16%
		С					
	110	33	40	37	11	38	27
(\$349.5) \$300 to \$399	12%	9%	13%	16%	10%	11%	11%
				В			
(\$449.5) \$400 to \$499	72	20	28	24	5	24	22
(\$449.5) \$400 to \$499	8%	6%	9%	10%	5%	7%	9%
	108	26	47	35	10	36	33
(\$549.5) \$500 to \$599	12%	7%	16%	15%	9%	11%	14%
			В	В			
	37	10	19	8	5	11	14
(\$649.5) \$600 to \$699	4%	3%	6%	3%	4%	3%	6%
	20	3	8	8	0	4	7
(\$749.5) \$700 to \$799	2%	1%	3%	4%	-	1%	3%
	14	6	4	4	0	6	5
(\$849.5) \$800 to \$899	2%	2%	1%	2%	-	2%	2%

	17	6	7	4	2	7	6
(\$949.5) \$900 to \$999	2%	2%	2%	2%	2%	2%	2%
	47	15	22	10	1	19	18
(\$1,099.5) \$1,000 to \$1,199	5%	4%	7%	4%	1%	6%	8%
							Е
	14	7	6	2	1	8	3
(\$1,249.5) \$1,200 to \$1,299	2%	2%	2%	1%	1%	2%	1%
(\$1,349.5) \$1,300 to \$1,399	7	3	3	1	0	3	4
(ψ1,549.5) ψ1,500 to ψ1,599	1%	1%	1%	1%	-	1%	1%
	16	9	4	2	1	10	4
(\$1,449.5) \$1,400 to \$1,499	2%	3%	1%	1%	1%	3%	2%
	14	6	3	5	0	6	4
(\$1,749.5) \$1,500 to \$1,999	2%	2%	1%	2%	-	2%	2%
(#0,400,5) #0,000 to #0,000	12	5	4	2	3	6	2
(\$2,499.5) \$2,000 to \$2,999	1%	1%	1%	1%	2%	2%	1%
	13	8	6	0	0	8	5
(\$3,999.5) \$3,000 to \$4,999	2%	2%	2%		-	2%	2%
			D				
	7	5	1	1	4	1	1
(\$5,000) \$5,000 +	1%	1%	0%	0%	4%	0%	0%
					F		
	761	298	250	213	106	277	200
\$1-\$999 (NET)	85%	84%	83%	90%	92%	82%	83%
				С			
	109	45	42	22	5	52	35
\$1,000-\$2,999 (NET)	12%	13%	14%	9%	5%	15%	14%
						EJ	E
	21	13	7	1	4	9	6
\$3,000+ (NET)	2%	4%	2%	0%	4%	3%	3%
		D					
NAT AND	569.30	584.00	616.30	487.40	519.40	605.20	618.70
MEAN			D				IJ
STD. DEV.	726.0	871.2		466.5	980.4	752.4	718.2
STD. ERR.	25.3	54.6	41.5	27.7	107.6	46.4	46.8

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023

nd special sales to consumers. This year, do you intend to shop on either or both days?

ration			Ger	nder		Reg	ion	
Boomers II(59 to 68)	Boomers I+(69+)	Boomers+(59 +)	Male	Female	Northeast	Midwest	South	West
Н	I	J	K	L	М	N	0	Р
300	332	632	667	858	277	351	578	319
247	263	510	736	789	264	316	580	364
114	82	195	431	460	164	176	330	221
46%	31%	38%	59%	58%	62%	56%	57%	61%
IJ		ı						
17	5	22	110	71	31	47	59	45
7%	2%	4%	15%	9%	12%	15%	10%	12%
IJ		ı	L					
28	16	44	83	94	38	32	80	28
11%	6%	9%	11%	12%	14%	10%	14%	8%
I		ı			Р		Р	
69	61	130	237	295	95	97	191	148
28%	23%	25%	32%	37%	36%	31%	33%	41%
								NO
133	181	314	305	329	100	140	250	144
54%	69%	62%	41%	42%	38%	44%	43%	39%
EFG	EFGHJ	EFGH						

ration			Ger	Gender Region				
Boomers II(59 to 68)	Boomers I+(69+)	Boomers+(59 +)	Male	Female	Northeast	Midwest	South	West
Н	1	J	K	L	М	N	0	Р
138	104	242	349	475	153	166	327	178
114	82*	195	431	460	164	176*	330	221
30	16	46	151	115	43	51	109	62
27%	19%	24%	35%	25%	26%	29%	33%	28%
			L					

83	66	149	280	345	121	124	221	158
73%	81%	76%	65%	75%	74%	71%	67%	72%
	EF	EF		К				

to spend?

ration			Ger	nder		Reg	jion	
Boomers II(59 to 68)	Boomers I+(69+)	Boomers+(59 +)	Male	Female	Northeast	Midwest	South	West
Н	Ì	Ĵ	K	L	М	N	0	Р
138	104	242	349	475	153	166	327	178
114	82*	195	431	460	164	176*	330	221
6	3	9	30	40	10	16	29	15
5%	4%	5%	7%	9%	6%	9%	9%	7%
19	12		83	69	30	46	40	36
17%	14%	16%	19%	15%	18%	26%	12%	16%
						0		
13	21		68	94	33	33	68	28
12%	26%	17%	16%	20%	20%	19%	21%	13%
	HJ	Н					Р	
20	14	34	44	66	19	16	48	25
17%	17%	17%	10%	14%	12%	9%	15%	12%
11	10	21	28	43	19	14	26	13
9%	12%		7%	9%	12%	8%	8%	6%
17	11	29	49	59	18	11	46	33
15%	14%	15%	11%	13%	11%	6%	14%	15%
							N	N
4	3	7	14	23	3	2	16	14
4%	4%	4%	3%	5%	2%	1%	5%	7%
								N
7	1	8	8	12	4	6	6	3
6%	1%	4%	2%	3%	2%	4%	2%	1%
EF		FI						
3	0	3	7	7	3	0	1	10
2%	=	1%	2%	1%	2%	-	0%	5%
								NO

8	9	0	1	5	12	2	1	2
4%	3%	-	0%	1%	3%	1%	1%	2%
N								
12	17	15	3	19	28	9	3	6
6%	5%	9%	2%	4%	6%	5%	4%	5%
		М						
6	4	3	1	7	7	1	0	1
3%	1%	2%	1%	2%	2%	1%	-	1%
2	3	0	1	3	4	0	0	0
1%	1%	=	1%	1%	1%	-	-	
2	2	6	7	0	16	1	0	1
1%	0%	3%	4%	-	4%	1%	-	1%
		0	0		L			
4	4	2	4	3	10	3	2	2
2%	1%	1%	2%	1%	2%	2%	2%	1%
3	4	1	3	7	5	1	1	1
1%	1%	0%	2%	1%	1%	1%	1%	0%
2	4	4	3	2	11	0	0	0
1%	1%	2%	2%	1%	3%	-	-	-
					L			
3	2	0	2	1	6	1	0	1
1%	1%	-	1%	0%	1%	0%	-	1%
187	290	145	140	417	344	178	76	102
85%	88%	83%	85%	91%	80%	91%	93%	90%
				K		FG	FG	
29	34	27	19	39	70	17	6	11
13%	10%	15%	12%	9%	16%	8%	7%	9%
					L			
5	7	4	5	3	17	1	0	1
2%	2%	2%	3%	1%	4%	0%	-	1%
					L			
616.30	546.60	514.10	610.60	466.50	678.90	475.40	430.60	507.60
					L			
730.6	691.4	674.2	833.8	504.6	892.0	458.9	374.9	509.9
54.8	38.2	52.3	67.4	23.2	47.8	29.5	36.8	43.4

	Education		Household Income					
Univ+	College/Asso ciate	<=HS	\$100K+	\$50K-99K	<\$50K			
b	а	Z	S	R	Q			
675	522	328	376	489	608			
687	512	327	369	485	618			
412	292	186	237	283	342			
60%	57%	57%	64%	58%	55%			
			Q					
75	50	56	36	46	96			
11%	10%	17%	10%	10%	16%			
		ab			RS			
74	64	40	45	62	65			
11%	12%	12%	12%	13%	11%			
263	179	90	156	175	181			
38%	35%	27%	42%	36%	29%			
Z	Z		Q	Q				
275	219	141	132	201	275			
40%	43%	43%	36%	42%	45%			
					S			

Ho	ousehold Incon	ne		Education	
<\$50K	\$50K-99K	\$100K+	<=HS	College/Asso ciate	Univ+
Q	R	S	Z	а	b
302	267	229	171	277	376
342	283	237	186	292	412
121	81	55	78	79	109
35%	29%	23%	42%	27%	27%
S			ab		

221	202	182	108	213	303
65%	71%	77%	58%	73%	73%
		Q		Z	Z

Но	Household Income			Education		
<\$50K	\$50K-99K	\$100K+	<=HS	College/Asso ciate	Univ+	
Q	R	S	Z	а	b	
302	267	229	171	277	376	
342	283	237	186	292	412	
51	9	5	29	22	19	
15%	3%	2%	16%	8%	5%	
RS			ab			
91	31	25	52	48	53	
27%	11%	11%	28%	16%	13%	
RS			ab			
74	54	30	38	59	65	
22%	19%	13%	21%	20%	16%	
S						
44	47	18	13	47	50	
13%	17%	8%	7%	16%	12%	
	S			Z		
22	25	22	13	21	38	
6%	9%	9%	7%	7%	9%	
23	40	40	13	41	54	
7%	14%	17%	7%	14%	13%	
	Q	Q		Z		
8	17	10	7	8	21	
2%	6%	4%	4%	3%	5%	
	Q					
4	9	8	2	6	12	
1%	3%	3%	1%	2%	3%	
3	1	9	1	4	8	
1%	0%	4%	0%	1%	2%	
		QR				

3 6 9 1 4 13 1% 2% 4% 0% 1% 3% 10 19 18 9 14 24 3% 7% 8% 5% 5% 6% 2 3 9 2 4 8 1% 1% 4% 1% 1% 2% 2 0 4 1 3 3 3 1% - 2% 0% 1% 1% 1% 1 10 4 0 3 13 3 2 9 2 4 8 3 2 9 2 4 1% 1% 1% 2% 1% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 2% 1% 2% 1% 2% 1% 1% 2% 1% 1% 2% 1 1 2 11 1 2 11	_	_ [_			
10						
10 19 18 9 14 24 39% 7% 8% 5% 5% 6% Q Q 2 3 9 2 4 8 11% 11% 44% 11% 12% Q Q 2 0 4 1 3 3 3 11% - 2% 0% 11% 11% 1 10 4 0 3 13 00% 44% 22% - 11% 3% Q Q Q Q Q Q Q Q Q Q Q Q Q Q Q Q Q Q Q	1%	2%		0%	1%	3%
3% 7% 8% 5% 5% 6% Q Q 4 48 1% 1% 2% 4 8 1% 1% 4% 1% 1% 2% 2 4 8 3 2 9			Q			
Q Q 4 8 1% 1% 4% 1% 1% 2% Q Q 1 1% 2% 2% 2% 1% 1% 2% 2% 1% 2% 1% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 2% 1% 2% 1% 1%		19	18	9	14	
2 3 9 2 4 8 1% 1% 4% 1% 1% 2% Q Q 1 1% 2% 2 0 4 1 3 3 3 1% - 2% 0% 1% 1% 1% 1 10 4 0 3 13 3 2 9 2 2 2 4 4 0 3 13 3 3 2 9 9 9 9 1% 1% 3% 2 9 9 9 9 9 9 1% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1 1% 2% 1 1% 2% 1 1% 2% 1 1% 2% 1 1 2 11 1 2 11 1 2 11 1 2 <t< td=""><td>3%</td><td>7%</td><td>8%</td><td>5%</td><td>5%</td><td>6%</td></t<>	3%	7%	8%	5%	5%	6%
1% 1% 4% 1% 1% 2% Q Q 0 1 1% 2% 1 2% 2 2 4 4 4 1 4 7 1% 3% 2 9 9% 1% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1% 2% 1 2% 2% 1 2% 2% 1 1% 2% 1 1 2 11 1 2 11 1 2 11 1 2 11 1 2			Q			
Q Q 4 1 3 3 1% - 2% 0% 1% 1% 1 10 4 0 3 13 0% 4% 2% - 1% 3% Q Q Z Z 9 - 2% 4% 2% 1% 2% Q Q Q Q 2 4 4 7 7 1% 2% 1% 2% 1% 2% 1 2% 2% 1% 2% 1 2% 2 4 4 7 7 1% 2% 1% 1% 2% 1 1% 2% 1 1% 2% 1 1% 2% 1 1% 1% 2% 1 1% 1% 2% 1 1% 1% 2% 1 1 1 2 11 1 2 11 1 2 <	2	3	9	2	4	8
2 0 4 1 3 3 3 1% - 2% 0% 1% 1% 1% 1 10 4 0 3 13 0% 4% 2% - 1% 3% Q Z 0 5 8 3 2 9 - 2% 4% 2% 1% 2% Q Q Q 2 4 4 4 1 4 7 1% 1% 2% 1% 1% 2% 0 3 11 1 1 2 11 - 1% 5% 0% 1% 3% QR 3 2 3 0 1 6 1% 1% 1% 2 3 3 0 1 6 1% 1% 1% 1% - 0% 1% 322 238 176 169 260 332 94% 84% 74% 91% 89% 81% RS S b b b 18 41 47 16 29 64 5% 14% 20% 9% 10% 15% Q Q Q 3 3 4 14 1 3 17 1% 1% 6% 0% 1% 3% 17 1% 6% 0% 1% 39 359.30 591.70 852.30 369.50 488.90 716.50 Q Q Q 359.37 636.8 958.1 442.2 565.9 883.8	1%	1%	4%	1%	1%	2%
1% - 2% 0% 1% 1% 1 10 4 0 3 13 0% 4% 2% - 1% 3% 0 5 8 3 2 9 - 2% 4% 2% 1% 2% 0 Q Q 1% 2% 1% 2% 1% 1% 2% 1% 1% 2% 11 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 3 3 2 3 0 1 6 3 3 3 1 6 1 <td></td> <td></td> <td>Q</td> <td></td> <td></td> <td></td>			Q			
1 10 4 0 3 13 0% 4% 2% - 1% 3% Q 2 Z 2 9 0 5 8 3 2 9 - 2% 4% 2% 1% 2% Q Q 1 4 7 7 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% 2% 1 2 11 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 6 1 1 6 1 1 6 1 8 1 1	2	0	4	1	3	3
0% 4% 2% - 1% 3% Q 3 2 9 - 2% 4% 2% 1% 2% Q Q Q 1% 2% 1% 2% 1% 1% 2% 1% 1% 2% 11 1% 2% 11 1% 2% 11 1% 2% 11 1% 2% 11 1% 2% 11 1% 2% 11 1% 2% 11 1% 2% 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 2 11 1 3 1 1 6 1 1 6 1 1	1%	-	2%	0%	1%	1%
Q Z 0 5 8 3 2 9 - 2% 4% 2% 1% 2% Q <td>1</td> <td>10</td> <td>4</td> <td>0</td> <td>3</td> <td>13</td>	1	10	4	0	3	13
0 5 8 3 2 9 - 2% 4% 2% 1% 2% Q <td>0%</td> <td>4%</td> <td>2%</td> <td>-</td> <td>1%</td> <td>3%</td>	0%	4%	2%	-	1%	3%
- 2% 4% 2% 1% 2% 2% 2% 2% 2% 2% 2% 2% 3 11 4 7 4 7 1% 2% 11 1 1 2 11 1 1 2 11 1 1 2 11 1 1 2 11 1 1 2 11 1 1 2 11 1 1 1 2 1		Q				Z
Q Q 1% 1% 2% 1% 1% 2% 1% 1% 2% 1% 1% 2% 0 3 11 1 2 11 - 1% 5% 0% 1% 3% QR 2 3 0 1 6 1% 1% 1% - 0% 1% 322 238 176 169 260 332 94% 84% 74% 91% 89% 81% RS S b b b 18 41 47 16 29 64 5% 14% 20% 9% 10% 15% Q Q Q 2 2 3 4 14 1 3 17 1% 1% 6% 0% 1% 4% QR 2 Za 23	0	5	8	3	2	9
2 4 4 1 4 7 1% 1% 2% 1% 1% 2% 0 3 11 1 2 11 - 1% 5% 0% 1% 3% QR 3% QR 1 6 1% 1% 1% - 0% 1% 322 238 176 169 260 332 94% 84% 74% 91% 89% 81% RS S b b b 18 41 47 16 29 64 5% 14% 20% 9% 10% 15% Q Q Q 2 2 2 3 4 14 1 3 17 1% 1% 6% 0% 1% 4% Q QR Z Za 359.30 591.70 </td <td>-</td> <td>2%</td> <td>4%</td> <td>2%</td> <td>1%</td> <td>2%</td>	-	2%	4%	2%	1%	2%
1% 1% 2% 1% 1% 2% 0 3 11 1 2 11 - 1% 5% 0% 1% 3% QR 2 3 0 1 6 1% 1% 1% - 0% 1% 322 238 176 169 260 332 94% 84% 74% 91% 89% 81% RS S b b b 18 41 47 16 29 64 5% 14% 20% 9% 10% 15% Q Q Q Q 2 2 3 4 14 1 3 17 1% 4% QR 2 2 2 2 2 2 359.30 591.70 852.30 369.50 488.90 716.50 716.50 72 72 72		Q	Q			
0 3 11 1 2 11 - 1% 5% 0% 1% 3% QR QR 3 2 3 0 1 6 1% 1% 1% - 0% 1% 322 238 176 169 260 332 94% 84% 74% 91% 89% 81% RS S b b b 18 41 47 16 29 64 5% 14% 20% 9% 10% 15% Q Q Q 0 10% 15% 1% 14% 20% 9% 10% 15% Q Q Q 0 1% 4% Q Q Q 0 1% 4% Q Q 0 1% 4% 4% Q QR Z Za	2	4	4	1	4	7
- 1% 5% 0% 1% 3% QR	1%	1%	2%	1%	1%	2%
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