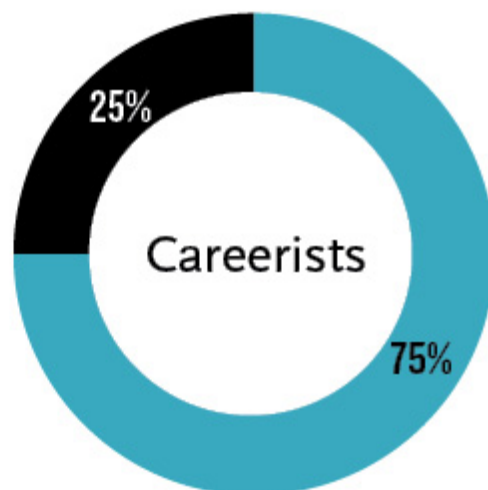
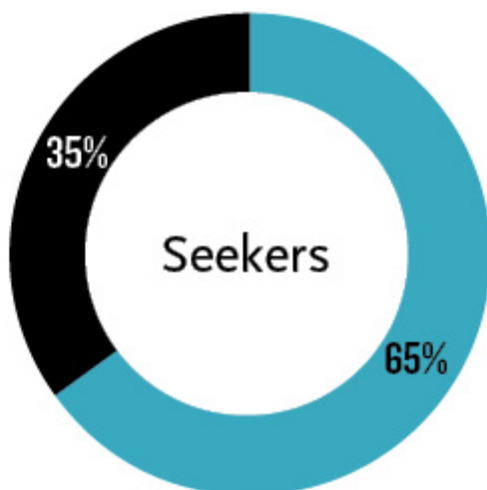
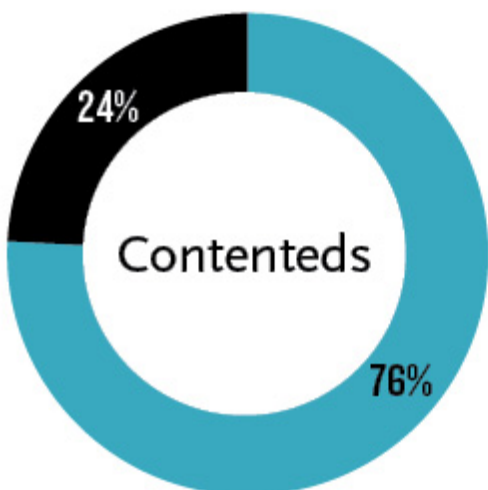


Fig. 2

Leisure-business split of psychographic groups

Leisure Business

Retail agents



Home-based agents

