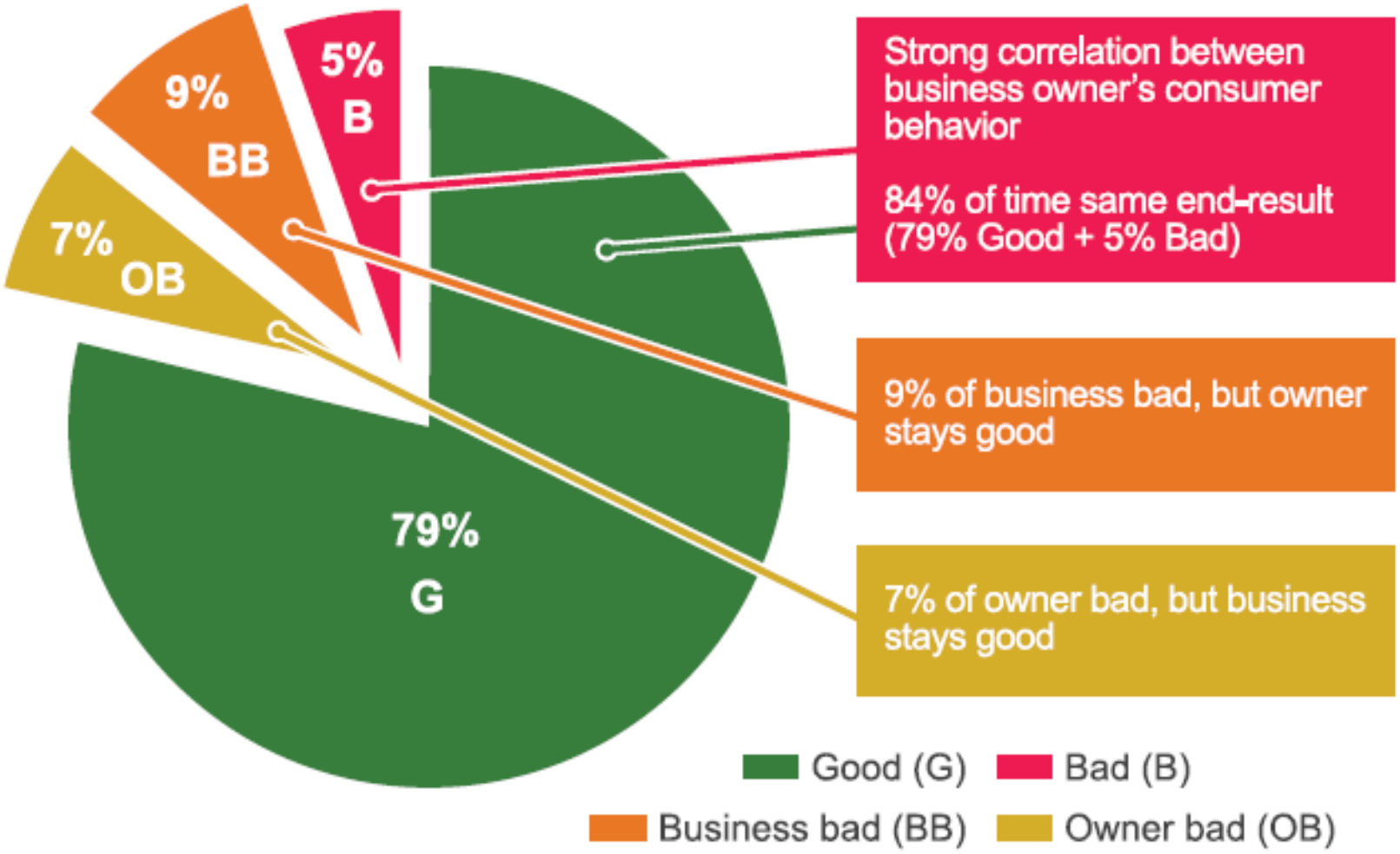
5%
B
9%
BB
7%
OB
79%
G
Strong correlation between business owner's consumer behavior
84% of time same end-result (79% Good + 5% Bad)
9% of business bad, but owner stays good
7% of owner bad, but business stays good
Good (G)
Bad (B)
Business bad (BB)
Owner bad (OB)