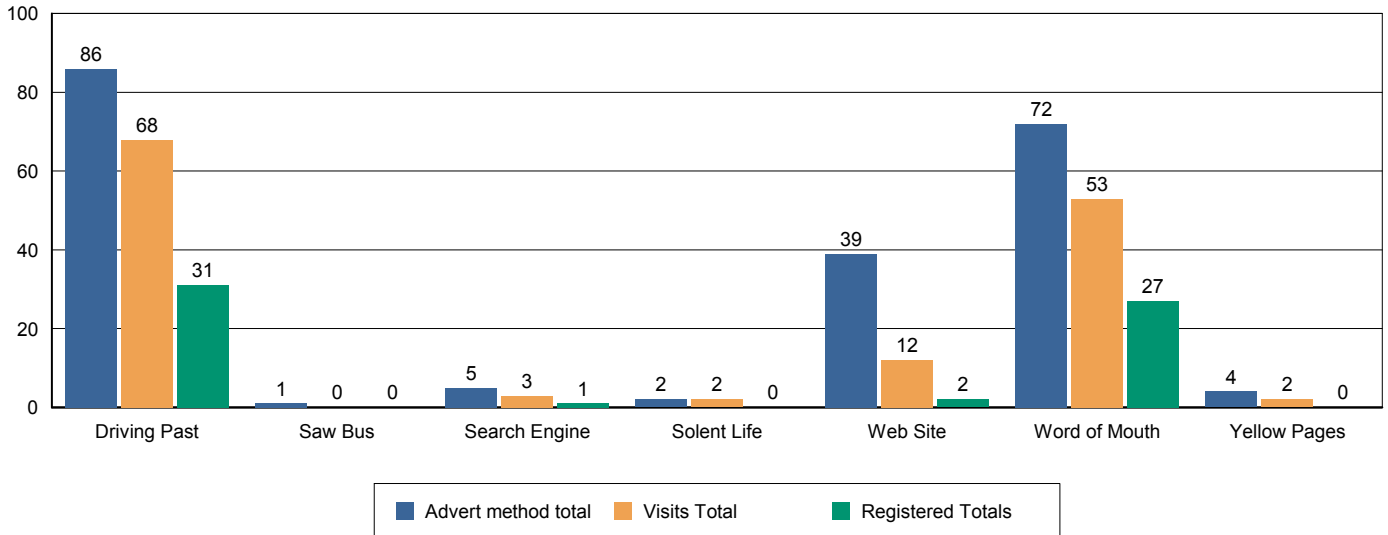


Conversion rates by advertising



	Vist	Registered
Driving Past	86	
	68	31
Saw Bus	1	
	0	0
Search Engine	5	
	3	1
Solent Life	2	
	2	0
Web Site	39	
	12	2
Word of Mouth	72	
	53	27
Yellow Pages	4	
	2	0
Grand Total:	140	61