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| **Variable A** | **Variable B** | **Correlation:** |
| **positive, negative, minimal?** |
| Number of indoor basketball leagues in demographic area | Three college basketball teams and one NBA team in region to spark interest. |  |
| High demographic of younger target market. | Lack of any indoor sporting facilities. |  |
| High number of indoor sporting facilities. | Extremely warm geographic area. |  |
| Rural geographic setting. | High-income geographic area. |  |