|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Geography** | **Interests** | **p-value** | **Predicted trend** |
| 2007 | USA | Activity | <0.0001 | -12.7% |
| 2005 | USA | Activity | 0.021 | -7.5% |
| 2003 | USA | Activity | 0.046 | -7.1% |
| 2007 | NYC | TV | 0.056 | +10.8% |
| 2005 | NYC | TV | 0.004 | +17.1% |
| 2003 | NYC | TV | 0.061 | +10.2% |