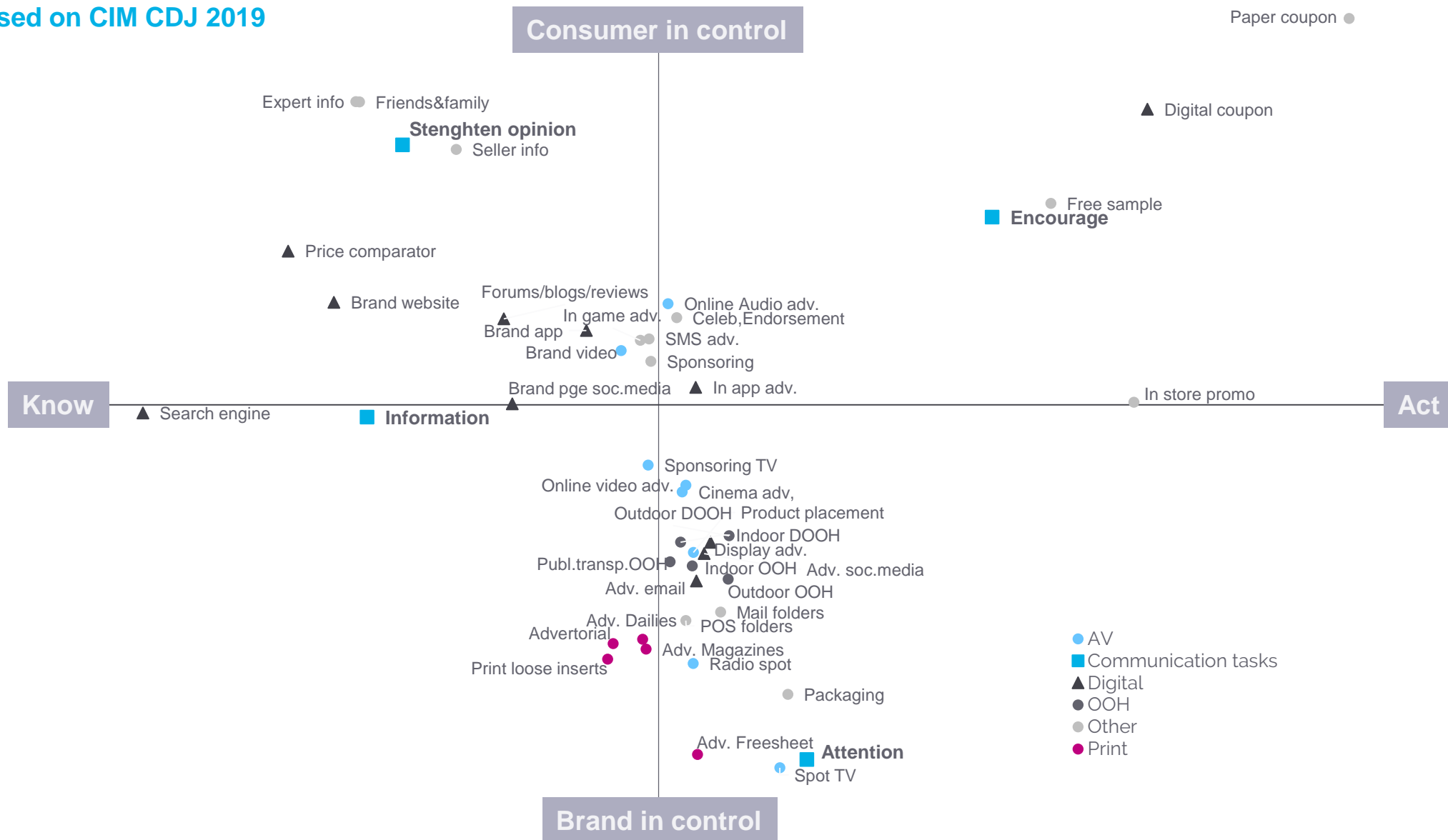


Qualitative affinities touchpoints-communication tasks

Based on CIM CDJ 2019



Source: CIM CDJ 2019. Average across all product categories. Correspondence analysis (F1 = 78%; F2 = 15%)