

The LongFellow Investor Report

Stock Challenges

Use Due Diligence

Sorted by

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	P/E	SLS R^2	EPS R^2	Cur Div	Cur Div %	Avg PE	PE	SP 100		2016			2017		2016		3/27/2017	
												RV	PAR	High Price	Low Price	Pct	LTM Price	LTM Pr%	ACE	YE Price	YTD Pr %	REC
XRX	XEROX CORP	L	-1.4	1.7 D	0.04	0.01	0.310	4.3%	9.7	13.7	141.2	11.5	7.50	5.59	-4.8%			6.8	5.75	24.17	7.14	7.41
PM	PHILIP MORRIS INT	L	1.8	5.6 D	0.26	0.59	4.160	3.7%	18.1	25.1	138.7	7.1	104.20	84.46	7.9%			5.0	91.49	22.83	112.38	110.09
AAPL	Apple	L	30.6	37.9 D	0.93	0.91	2.280	1.6%	12.8	16.8	131.3	7.8	123.82	89.47	13.8%			6.5	115.82	21.64	140.88	140.40
BAX	BAXTER INTERNAT	L	-0.3	1.3 U	0.00	0.00	0.520	1.0%	17.2	5.8	33.7	28.0	50.16	34.06	3.3%			17.9	44.34	16.89 B	51.83	60.80
ORCL	ORACLE CORP	L	8.7	12.6 D	0.81	0.86	0.640	1.4%	16.3	21.4	131.3	7.6	45.24	33.13	-0.9%			8.3	38.45	16.62	44.84	45.21
ABT	ABBOTT LABORAT	L	-4.8	-12.7 D	0.30	0.55	1.060	2.4%	30.5	63.0	206.6	-6.1	45.79	36.00	-2.4%			9.3	38.41	16.38 S	44.70	20.55
HPQ	HEWLETT-PACKAR	L	-5.0	-9.8 U	0.30	0.02	0.530	3.1%	5.7	11.2	196.5	-1.4	15.88	8.91	8.3%			-3.4	14.84	15.90	17.20	12.86
LOW	LOWES COS	L	3.2	9.7 U	0.84	0.66	1.400	1.7%	21.6	23.6	109.3	15.1	83.65	62.62	-2.5%			15.6	71.12	14.68 B	81.56	94.39
MDT	MEDTRONIC Plc IE	L	7.2	2.9 D	0.79	0.20	1.720	2.1%	19.6	28.6	145.9	5.8	80.74	55.54	0.4%			7.5	71.23	13.76	81.03	73.33
BA	BOEING CO	L	5.5	10.2 D	0.87	0.48	5.680	3.2%	17.1	23.0	134.5	6.7	160.07	102.10	10.0%			5.6	155.68	13.12	176.10	174.59
AMZN	AMAZON.COM INC	L	28.2	-20.4 U	0.99	0.05	0.000	0.0%	134.8	172.5	128.0	18.6	847.21	474.00	0.0%			50.9	749.87	12.93 S	846.82	172.42
AMGN	AMGEN, INC.	L	5.5	13.4 U	0.91	0.92	4.600	2.8%	16.5	16.1	97.6	4.9	176.85	133.64	-6.8%			4.1	146.21	12.79	164.91	151.52
CSCO	CISCO SYSTEMS, IN	L	4.1	6.5 U	0.88	0.71	1.040	3.1%	13.3	17.5	131.6	6.7	31.15	22.46	9.1%			4.7	30.22	12.48	33.99	33.38
CL	Colgate-Palmolive	L	1.3	2.6 U	0.29	0.15	1.560	2.1%	27.5	27.0	98.2	8.9	75.38	61.40	-2.6%			9.3	65.44	12.21	73.43	71.82
DOW	DOW CHEMICAL ~	L	-0.4	21.1 D	0.02	0.32	1.840	2.9%	12.1	19.1	157.9	-0.8	59.33	40.26	7.9%			-3.9	57.22	11.88 S	64.02	54.42
WY	WEYERHAEUSER C	L	-4.1	78.6 U	0.18	0.36	1.240	3.7%	34.8	59.8	171.8	-4.8	33.28	22.06	0.7%			7.5	30.09	11.37 S	33.51	15.82
JNJ	JOHNSON & JOHNS	L	2.1	4.4 U	0.80	0.49	3.200	2.5%	17.5	21.4	122.3	5.4	126.07	94.28	-0.2%			4.3	113.25	11.08	125.80	117.94
TXN	TEXAS INSTRUMEN	L	0.4	8.4 U	0.02	0.50	2.000	2.5%	18.9	23.9	126.5	9.9	75.25	46.73	7.0%			8.4	72.97	10.36 B	80.53	84.71
NKE	NIKE INC	L	7.9	12.2 U	0.97	0.94	0.720	1.3%	23.0	23.3	101.3	12.0	68.19	47.25	-18.0%			12.5	50.83	10.03 B	55.93	61.47
DD	DU PONT (E I) DE N	L	-0.7	0.9 U	0.02	0.01	1.520	1.9%	20.7	28.3	136.7	6.9	75.86	50.71	6.2%			8.4	73.40	9.78	80.58	73.93
HD	HOME DEPOT, INC.	L	3.1	17.6 U	0.62	0.86	3.560	2.4%	19.5	22.8	116.9	13.0	139.37	109.62	5.4%			13.4	134.08	9.54 B	146.87	165.32
ALL	ALLSTATE CORP	L	1.3	49.4 D	0.28	0.21	1.320	1.6%	10.8	17.3	160.2	11.8	74.77	56.03	8.5%			11.9	74.12	9.40	81.09	87.14
MON	MONSANTO CO ~	L	5.4	7.2 D	0.72	0.32	2.160	1.9%	23.6	31.2	132.2	16.2	114.26	81.22	-0.1%			20.7	105.21	8.44	114.09	128.63
MA	MASTERCARD INC	L	11.4	60.3 E	0.98	0.34	0.880	0.8%	24.5	30.3	123.7	9.0	108.93	78.52	2.8%			13.2	103.25	8.42 B	111.94	113.10
MO	ALTRIA GROUP INC	L	-3.4	7.6 U	0.19	0.20	2.440	3.3%	15.4	10.1	65.6	14.0	70.14	56.15	4.4%			7.7	67.62	8.25	73.20	68.51
DIS	DISNEY (WALT) CO	L	6.4	18.6 U	0.94	0.85	1.560	1.4%	17.3	20.3	117.3	7.9	120.65	86.25	-6.9%			8.1	104.22	7.83 B	112.38	113.07
PG	PROCTER & GAMBL	L	-1.0	0.4 U	0.15	0.01	2.680	3.0%	21.6	26.2	121.3	8.8	84.80	65.02	6.7%			7.5	84.08	7.62	90.49	89.47
AEP	AMERICAN ELECTR	L	2.5	-3.9 U	0.84	0.14	2.360	3.5%	23.1	54.2	234.6	-8.9	71.32	56.75	-5.1%			1.5	62.96	7.51 S	67.69	32.32
CMCSA	COMCAST CORP	L	12.2	19.6 E	0.94	0.97	0.630	1.7%	16.6	20.8	125.3	12.7	35.66	26.17	4.1%			12.8	34.53	7.49 B	37.11	41.54
HON	HONEYWELL INTE	L	2.1	9.4 U	0.55	0.60	2.660	2.1%	16.4	20.3	123.8	9.8	119.34	93.18	4.3%			8.6	115.85	7.47 B	124.50	128.23

No Recommendation made

Use Due Diligence

Version 2.25

Research Only

No Recommendation made

Use Due Diligence

The LongFellow Investor Report

Stock Challenges

Use Due Diligence

Sorted by

SP 100

Month 1

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	P/B	SLS R^2	EPS R^2	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	2016			2017		2016		3/27/2017		
														High Price	Low Price	Pct	LTM Price	LTM Pr%	ACE	YE Price	YTD Pr %	REC	Cur. Price
GD	GENERAL DYNAMI	L	0.9	0.6	U	0.23	0.00	3.040	1.6%	14.4	18.8	130.6	5.7	180.09	121.61	3.0%			5.0	172.66	7.43	185.49	180.21
MRK	MERCK & CO	L	-0.6	-12.6	D	0.01	0.09	1.880	3.0%	25.3	31.1	122.9	26.4	65.46	47.97	-3.5%			4.5	58.87	7.34	63.19	39.75
LMT	LOCKHEED MARTI	L	1.0	6.4	D	0.58	0.84	7.280	2.7%	15.2	20.9	137.5	7.9	269.90	200.47	-1.0%			6.6	249.94	6.89	267.16	266.24
PEP	PEPSICO INC	L	5.9	2.5	E	0.67	0.54	3.010	2.7%	20.8	25.6	123.1	7.9	110.94	93.25	0.8%			7.2	104.63	6.88	111.83	110.97
MMM	3M CO	L	3.2	6.0	U	0.72	0.83	4.440	2.3%	18.1	23.3	128.7	6.7	182.27	134.64	4.5%			5.6	178.57	6.64	190.43	186.52
RTN	RAYTHEON CO	L	0.3	7.7	U	0.03	0.96	2.930	1.9%	14.1	20.3	144.0	6.5	152.58	115.73	-0.9%			5.9	142.00	6.44	151.15	146.25
MCD	MCDONALD'S CORP	L	1.6	7.8	U	0.36	0.52	3.760	2.9%	19.7	23.9	121.3	11.8	131.96	110.33	-1.9%			9.8	121.72	6.38	129.49	139.89
PFE	PFIZER INC.	L	-0.1	1.0	D	0.00	0.05	1.280	3.7%	23.0	29.5	128.3	6.0	37.19	28.25	-8.1%			6.5	32.48	5.23	34.18	29.68
AXP	AMERICAN EXPRES	L	2.8	10.9	D	0.65	0.60	1.280	1.6%	14.4	13.8	95.8	5.8	75.74	50.27	2.5%			5.0	74.08	4.75	77.60	73.14
IBM	INTL BUSINESS MA	L	-2.2	6.9	D	0.48	0.65	5.600	3.2%	12.1	14.0	115.7	6.2	169.95	116.90	2.2%			5.4	165.99	4.69	173.77	160.89
BAC	BANK OF AMERICA	L	2.3	1.8	U	0.00	0.10	0.300	1.3%	23.8	16.7	70.2	16.3	23.39	10.99	-1.5%			15.2	22.10	4.21	23.03	27.91
ETR	ENERGY CORP ~	L	-0.5	-57.6	U	0.04	0.51	3.480	4.6%	15.2	-23.3	-153.3	2.5	82.08	65.38	-6.8%			0.5	73.47	4.10	76.48	-59.02
COST	COSTCO WHOLESA	L	7.6	10.4	U	0.97	0.94	1.800	1.1%	25.1	30.7	122.3	6.3	169.73	138.18	-2.1%			8.8	160.11	3.77	166.15	157.28
UNH	UNITEDHEALTH GR	L	9.9	11.0	D	0.97	0.86	2.500	1.5%	14.7	22.0	149.7	14.1	164.00	107.51	0.4%			15.1	160.04	2.85	164.60	190.44
NSC	NORFOLK SOUTHE	L	1.7	6.3	U	0.19	0.51	2.440	2.2%	15.0	19.8	132.0	11.2	111.43	64.51	-0.3%			10.4	108.07	2.83	111.13	119.33
BRK.B	Berkshire Hathaway -	L	9.0	13.7	D	0.95	0.65	0.000	0.0%	14.5	17.2	118.6	0.8	167.25	123.55	0.1%			2.0	162.98	2.74	167.44	149.04
NOV	NATIONAL OILWEL	L	-2.0	-68.9	D	0.02	0.45	0.200	0.5%	12.3	-6.0	-48.8	0.7	43.63	25.74	-11.9%			-2.3	37.44	2.62	38.42	-115.58
SO	SOUTHERN CO ~	L	1.9	1.0	D	0.60	0.07	2.240	4.5%	19.9	19.9	100.0	6.6	54.64	46.00	-7.9%			3.0	49.19	2.26	50.30	47.30
KO	COCA-COLA CO	L	5.3	1.9	D	0.63	0.07	1.400	3.3%	23.8	28.2	118.5	3.3	47.13	40.19	-10.2%			4.1	41.46	2.07	42.32	36.17
UTX	UNITED TECHNOLO	L	0.9	3.7	E	0.20	0.42	2.640	2.4%	17.2	18.2	105.8	9.0	111.69	83.39	0.1%			7.8	109.62	2.02	111.83	111.65
USB	U S BANCORP	L	4.5	9.4	E	0.85	0.49	1.120	2.1%	12.8	16.1	125.8	7.8	52.68	37.07	-0.9%			6.9	51.37	1.62	52.20	50.95
JPM	JPMORGAN CHASE	L	2.7	14.0	U	0.31	0.43	1.920	2.2%	10.4	14.1	135.6	6.9	87.39	52.50	-0.2%			6.2	86.29	1.10	87.24	81.98
EXC	EXELON CORP ~	L	6.9	-11.9	D	0.86	0.66	1.310	3.7%	19.5	29.1	149.2	3.6	37.55	26.26	-4.6%			4.9	35.49	0.99	35.84	30.08
TWX	TIME WARNER INC	L	-4.2	52.0	D	0.36	0.24	1.610	1.7%	15.3	19.7	128.8	12.9	97.10	55.53	0.3%			11.9	96.53	0.86	97.36	109.09
WMT	WAL-MART STORES	L	2.9	4.4	D	0.92	0.63	2.040	2.9%	15.3	15.9	103.9	4.6	75.19	62.35	-7.4%			3.0	69.12	0.78	69.66	63.73
WFC	WELLS FARGO & C	L	7.6	15.1	E	0.49	0.59	1.520	2.7%	11.6	13.9	119.8	7.5	58.02	43.55	-4.5%			5.6	55.11	0.51	55.39	52.83
FDX	FEDEX CORP	L	4.2	10.6	D	0.88	0.11	1.600	0.9%	23.6	26.3	111.4	11.4	185.19	119.71	1.0%			13.8	186.20	0.45	187.04	202.82
CVS	CVS Caremark	L	9.0	10.8	D	0.98	0.96	2.000	2.5%	18.1	16.0	88.4	12.7	106.67	69.30	-26.4%			13.4	78.91	-0.51	78.51	85.60
CAT	CATERPILLAR INC	L	-0.4	-38.9	D	0.02	0.24	3.080	3.4%	16.5	703.9	#####	1.7	97.40	56.36	-6.0%			2.2	92.74	-1.33	91.51	-2.32
MS	MORGAN STANLEY	L	3.8	25.4	U	0.57	0.07	0.800	1.9%	76.0	14.3	18.8	1.3	44.04	21.16	-5.6%			0.3	42.25	-1.59	41.58	35.14

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SP 100

Month 1

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														High Price	Low Price	Pct	LTM Price	LTM Pr%				ACE	Cur. Price
C	CITIGROUP INC	L	0.3	78.0	U	0.00	0.25	0.640	1.1%	13.5	12.3	91.1	2.8	61.30	34.52	-4.8%			4.2	59.43	-1.85	58.33	50.50
RF	REGIONS FINANCIA	L	-4.0	82.5	E	0.73	0.26	0.260	1.8%	11.3	16.2	143.4	6.0	14.73	7.00	-4.4%			6.4	14.36	-1.95	14.08	13.35
BK	BANK OF NEW YOR	L	4.5	31.2	U	0.37	0.12	0.760	1.6%	15.4	14.7	95.5	14.4	49.54	32.20	-6.6%			13.9	47.38	-2.38	46.25	52.39
T	AT&T INC	L	2.8	-0.4	D	0.74	0.00	1.960	4.7%	18.0	19.9	110.6	8.0	43.89	33.41	-5.5%			4.7	42.53	-2.45	41.49	40.41
INTC	INTEL CORPORATI	L	5.9	10.8	D	0.81	0.55	1.040	2.9%	13.2	16.8	127.3	6.9	38.36	27.68	-7.7%			5.3	36.82	-3.88	35.39	34.09
MET	METLIFE INC	L	4.6	14.2	D	0.52	0.02	1.600	3.1%	27.3	82.6	302.6	-8.7	58.09	35.00	-11.0%			11.1	53.89	-4.08	51.69	18.90
BMJ	BRISTOL-MYERS S	L	-1.8	1.5	U	0.31	0.02	1.560	2.8%	38.4	18.4	47.9	20.2	77.12	49.03	-27.3%			21.1	58.44	-4.11	56.04	65.36
CVX	CHEVRON CORP ~	L	-5.5	-41.6	D	0.38	0.31	4.320	4.1%	16.9	-393.6	#####	2.6	119.00	75.33	-10.7%			18.8	111.35	-4.55	106.28	-4.88
CPB	CAMPBELL SOUP C	L	0.5	0.4	D	0.25	0.01	1.400	2.4%	20.4	35.9	176.0	0.1	67.89	45.23	-15.3%			4.9	60.47	-4.93	57.49	43.43
F	FORD MOTOR CO ~	L	0.2	100.3	D	0.00	0.45	0.600	5.2%	10.8	10.1	93.5	-0.4	14.22	11.02	-19.4%			-4.2	12.13	-5.52	11.46	8.36
GILD	GILEAD SCIENCES I	L	25.8	33.5	U	0.92	0.83	2.080	3.1%	13.2	6.8	51.5	0.9	103.10	70.83	-34.5%			-1.8	71.61	-5.74	67.50	47.32
GS	GOLDMAN SACHS	L	-1.4	2.2	E	0.04	0.01	2.600	1.2%	11.2	13.8	123.2	11.3	245.57	138.20	-8.2%			11.3	239.45	-5.83	225.48	240.78
COF	CAPITAL ONE FINL	L	8.0	26.2	D	0.88	0.28	1.600	1.9%	9.8	11.9	121.4	8.5	91.64	58.03	-10.4%			8.2	87.24	-5.86	82.13	80.35
GE	GENERAL ELECTRI	L	-3.8	-11.8	D	0.80	0.29	0.960	3.3%	45.6	29.4	64.5	13.9	33.00	27.10	-10.8%			13.0	31.60	-6.84	29.44	28.00
FCX	FREEMPORT-MCMOR	L	0.0	-49.8	D	0.00	0.25	0.200	1.6%	12.3	-3.8	-30.9	0.0	16.42	3.52	-25.6%			-20.8	13.19	-7.43	12.21	-57.30
VZ	VERIZON COMMUN	L	3.7	10.1	D	0.94	0.13	2.310	4.7%	14.5	15.3	105.5	9.0	56.95	43.79	-13.7%			6.1	53.38	-7.94	49.14	46.03
WMB	WILLIAMS COS INC	L	-4.7	-49.7	D	0.64	0.24	1.200	4.2%	22.3	-50.3	-225.6	2.5	32.21	10.22	-11.0%			-17.2	31.14	-7.96	28.66	-10.27
SLB	SCHLUMBERGER -L	L	5.4	-37.7	D	0.33	0.30	2.000	2.6%	26.4	-65.8	-249.2	1.1	87.00	59.60	-11.5%			9.5	83.95	-8.25	77.02	-21.08
UPS	UNITED PARCEL SE	L	2.7	17.8	E	0.77	0.34	3.120	3.0%	24.4	27.1	111.1	9.0	120.44	87.30	-13.0%			8.9	114.64	-8.60	104.78	102.23
XOM	EXXON MOBIL COR	L	-4.4	-8.1	D	0.27	0.25	3.000	3.7%	19.9	43.2	217.1	-2.0	95.55	71.55	-15.0%			6.2	90.26	-9.98	81.25	51.82
BHI	BAKER HUGHES IN	L	4.7	-54.7	U	0.15	0.49	0.680	1.2%	17.0	-9.2	-54.1	0.8	68.59	37.58	-15.3%			10.0	64.97	-10.62	58.07	-113.40
HAL	HALLIBURTON CO	L	4.8	-51.3	D	0.23	0.43	0.720	1.5%	15.1	-7.1	-47.0	0.6	56.08	27.64	-14.8%			10.0	54.09	-11.67	47.78	-120.45
COP	CONOCOPHILLIPS ~	L	-31.5	-80.1	D	0.82	0.12	1.060	2.4%	11.8	-15.2	-128.8	1.6	53.17	31.05	-16.7%			-14.9	50.14	-11.67	44.29	-52.35
OXY	OCCIDENTAL PETR	L	-4.7	-66.8	D	0.22	0.63	3.040	4.8%	13.3	-48.0	-360.9	1.4	78.48	58.22	-19.9%			14.4	71.23	-11.74	62.87	-23.63
QCOM	QUALCOMM INC	L	14.2	12.6	D	0.88	0.60	2.120	3.7%	17.4	17.3	99.4	11.2	70.40	42.24	-19.5%			9.7	65.20	-13.10	56.66	58.46
DVN	Devon Energy ~	L	4.5	-51.0	D	0.09	0.09	0.240	0.6%	16.9	-5.6	-33.1	0.9	50.69	18.07	-23.3%			0.3	45.67	-14.87	38.88	-124.05
AVP	AVON PRODUCTS	L	-5.8	-66.9	D	0.56	0.76	0.240	5.7%	0.0	-16.8	0.0	0.0	6.96	2.21	-39.5%			7.1	5.04	-16.47	4.21	-4.50
TGT	TARGET CORP	L	1.5	4.4	E	0.69	0.44	2.400	4.5%	16.4	11.6	70.7	11.3	84.14	62.94	-36.6%			7.5	72.23	-26.17	53.33	53.36

Stock Challenges

Use Due Diligence

Sorted by

SP 100

Month 1

3/27/2017

Ticker Name	Rev Size	Sales Grwth	EPS Grwth	PTP	SLS R^2	EPS R^2	Cur Div	Cur Div %	Avg PE	PE	RV	PAR	High Price	Low Price	PCT	2016 LTM Price	2017 LTM Pr%	ACE	2016 YE Price	YTD Pr %	REC	Cur. Price	Buy UP to
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Report Headers Legend

- Rev Size = Based on Sales Revenue Size-BI values
- Sales Grwth = Sales Growth Historical
- EPS Grwth = EPS Growth Historical
- Trend PTP = Trend of Pre-tax Profit Up,Down,Even
- Sales R^2 = Sales Trend Line Predictability
- EPS R^2 = EPS Trend Line Predictability
- RV = Relative Value of Current PE to Average PE
- PAR = 5 yr Projected Average Return
- TR = 5 yr Total Return
- High/Low Price Last Year
- PCT = Cur. Price is % of last years High Price
- LTM Price = Last Two Months Price
- LTM PR% = Last 2 or 3 Months Price % Growth
- ACE= Analyst Consensus Estimate
- YE Price = Year End Price
- YTD Pr % = Year to Date Price increase since 01/01/x
- Rec = Recommendation

Because of Rounding 6 decimals a boundary figure may appear in either of 2 colors

- Look for RV,PAR,TR Columns to be Dark Blue.
- Sales ^2 in upper.90's should indicate good trend lines.
- Compare PTP (Pre Tax Profit) for individual stock to the Industry
- Compare % of Debt to Capitalization) for individual stock to the Industry
- Check Company with Buy recommendation to PTP Trend. If Down this may be an indication of the Barbed Wire Fence. DO NOT PROCEED!

R ^2	Color	Range	Count	Percentage
	Blue	.97 to 1.00	1	1.1%
	Green	.90 to 0.96	6	6.8%
	Orange	less than .90	81	92.0%

Relative Value	Color	Range	Count	Percentage
	Blue	85.0 to 110.0	14	15.9%
	Green	70.0 to 84.9	2	2.3%
	Orange	110.01 to 115.	3	3.4%
	Magenta	Market knows something that we don't		
	Magenta	< 70.0	19	21.6%
	Magenta	> 115.0	50	56.8%

Category	Count	Percentage
Large Revenue	88	100.0%
Mid Revenue	0	0.0%
Small Revenue Companies	0	0.0%

Category	Color	Range	Count	Percentage
PAR	Blue	14.9 Plus %	5	5.7%
	Green	12.0 to 14.8	9	10.2%
	Orange	10.0 to 11.9	8	9.1%
	Orange	< 10.0	66	75.0%
Total Return	Blue	20 Plus	3	3.4%
	Green	14.9 to 19.9	18	20.5%
	Orange	10.0 to 14.8	25	28.4%
	Orange	< 10.0	42	47.7%
%Debt to Ca	Blue	33% or Less	18	20.5%
	Green	33.01 to 40.0	6	6.8%
	Orange	40.01 Plus	52	59.1%
	Orange	<= Zero	12	13.6%
	Orange	Null	0	0.0%

40 Plus: Money goes to the Banks not to You. Compare to Industry