

Machine Tagging and Computer Vision

Results for Test Set Images using the Imagga Auto-Tagging API

Student ID: 3116254



| <u>'Concept'</u> | <u>Score</u> | | | | | | |
|------------------|--------------|--------------|--------|-------------|-------|------------|-------|
| graffito | 41.67% | design | 12.38% | danger | 9.10% | emblem | 7.87% |
| billboard | 34.31% | male | 12.06% | paint | 9.06% | ancient | 7.79% |
| decoration | 30.17% | man | 11.43% | border | 9.05% | brick | 7.75% |
| signboard | 30.14% | world | 11.32% | color | 8.90% | blank | 7.72% |
| structure | 24.42% | flag | 11.15% | person | 8.88% | closed | 7.72% |
| sign | 19.57% | finance | 10.99% | information | 8.86% | sky | 7.66% |
| blackboard | 18.94% | space | 10.86% | office | 8.83% | dirt | 7.64% |
| building | 18.13% | dirty | 10.85% | symbol | 8.75% | house | 7.52% |
| wall | 17.80% | education | 10.39% | urban | 8.74% | street | 7.37% |
| grunge | 17.03% | construction | 10.27% | chart | 8.60% | light | 7.35% |
| texture | 16.68% | pattern | 10.26% | door | 8.56% | board | 7.34% |
| business | 16.41% | work | 10.21% | grungy | 8.54% | industrial | 7.27% |
| old | 15.33% | frame | 9.99% | art | 8.46% | road | 7.23% |
| text | 14.85% | city | 9.98% | black | 8.42% | looking | 7.20% |
| aged | 13.58% | retro | 9.84% | new | 8.10% | travel | 7.04% |
| architecture | 13.28% | paper | 9.57% | success | 8.05% | | |
| vintage | 12.41% | antique | 9.52% | graphic | 8.03% | | |
| | | shop | 9.22% | businessman | 7.95% | | |



| <u>'Concept'</u> | <u>Score</u> | | | | |
|--------------------|--------------|------------|--------|------------|-------|
| architecture | 24.20% | center | 10.65% | pedestrian | 8.47% |
| city | 24.09% | urban | 10.48% | cemetery | 8.37% |
| building | 20.77% | group | 10.47% | landmark | 8.12% |
| man | 18.18% | men | 10.30% | religion | 8.06% |
| old | 17.41% | monument | 10.27% | scene | 7.79% |
| people | 15.05% | world | 10.07% | ancient | 7.78% |
| male | 14.94% | aerial | 9.70% | work | 7.69% |
| travel | 14.78% | black | 9.61% | culture | 7.69% |
| sky | 14.66% | roof | 9.53% | cityscape | 7.57% |
| person | 14.33% | place | 9.30% | power | 7.55% |
| buildings | 13.22% | famous | 9.30% | historical | 7.52% |
| town | 12.05% | house | 9.25% | tourist | 7.45% |
| musical instrument | 11.70% | street | 9.19% | church | 7.40% |
| history | 11.62% | silhouette | 9.10% | structure | 7.37% |
| tourism | 11.54% | day | 8.62% | new | 7.28% |
| stone | 11.36% | sculpture | 8.60% | portrait | 7.11% |
| | | business | 8.50% | women | 7.11% |



| | | | | | | | |
|------------------|--------------|------------|--------|--------------|-------|-------------|-------|
| <u>'Concept'</u> | <u>Score</u> | urban | 13.99% | landscape | 9.67% | spider web | 8.13% |
| jigsaw puzzle | 68.54% | ancient | 13.84% | messy | 9.67% | digital | 8.11% |
| puzzle | 55.01% | dirty | 13.56% | paper | 9.41% | graphic | 8.03% |
| game | 38.86% | wallpaper | 13.02% | construction | 9.41% | textured | 7.89% |
| texture | 26.41% | town | 12.99% | famous | 9.31% | text | 7.86% |
| grunge | 26.40% | brown | 12.52% | material | 9.23% | web | 7.86% |
| old | 25.09% | damaged | 12.41% | landmark | 9.03% | brick | 7.82% |
| pattern | 23.26% | aged | 11.77% | black | 9.02% | net | 7.78% |
| architecture | 22.75% | frame | 11.66% | backgrounds | 8.93% | stained | 7.69% |
| city | 22.46% | tower | 11.64% | rust | 8.67% | worn | 7.64% |
| wall | 19.06% | surface | 11.47% | stain | 8.65% | center | 7.56% |
| structure | 18.60% | grungy | 11.39% | weathered | 8.55% | cobweb | 7.49% |
| vintage | 18.20% | barrier | 11.14% | cityscape | 8.52% | obstruction | 7.48% |
| retro | 17.21% | paint | 10.87% | winter | 8.51% | monument | 7.47% |
| antique | 16.45% | aerial | 10.68% | house | 8.49% | tourism | 7.43% |
| snow | 16.20% | travel | 10.57% | hill | 8.43% | mountains | 7.41% |
| design | 15.20% | art | 10.46% | sky | 8.29% | church | 7.40% |
| building | 14.74% | buildings | 10.40% | backdrop | 8.25% | exterior | 7.38% |
| rough | 14.59% | stone | 9.77% | style | 8.16% | history | 7.16% |
| fence | 14.46% | decoration | 9.68% | map | 8.15% | | |



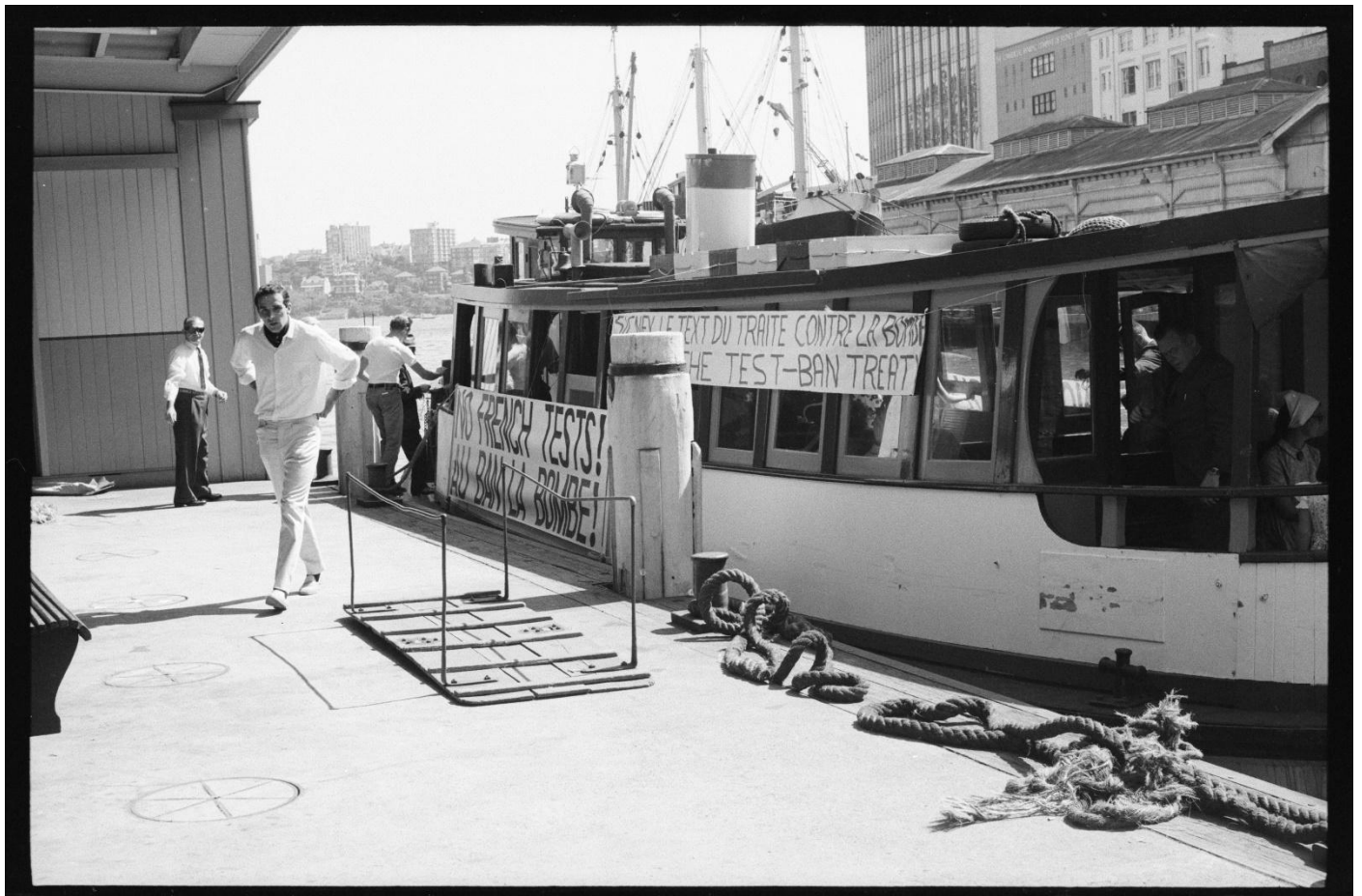
| <u>'Concept'</u> | <u>Score</u> | <u>scene</u> | | <u>rural</u> | |
|------------------|--------------|----------------|--------|--------------|-------|
| shopping cart | 100.00% | house | 12.54% | water | 8.68% |
| handcart | 87.47% | vintage | 12.41% | antique | 8.66% |
| wheeled vehicle | 70.08% | season | 11.69% | day | 8.63% |
| container | 41.24% | trees | 11.56% | cityscape | 8.52% |
| conveyance | 29.62% | frozen | 11.46% | travel | 8.45% |
| snow | 26.51% | park | 11.09% | design | 8.44% |
| landscape | 26.03% | weather | 10.48% | ice | 8.30% |
| sky | 21.05% | power | 10.07% | dirty | 8.13% |
| winter | 19.58% | wood | 10.01% | sea | 7.82% |
| tree | 18.46% | frame | 9.99% | outdoor | 7.65% |
| sketch | 17.88% | tower | 9.85% | electricity | 7.56% |
| building | 17.77% | history | 9.84% | sign | 7.52% |
| drawing | 17.72% | black | 9.62% | pattern | 7.52% |
| old | 17.42% | frost | 9.60% | dark | 7.52% |
| city | 16.63% | light | 9.36% | town | 7.42% |
| architecture | 15.62% | representation | 9.30% | ski tow | 7.30% |
| structure | 14.98% | clouds | 9.30% | rough | 7.29% |
| cold | 14.64% | chairlift | 9.13% | sun | 7.25% |
| construction | 13.69% | texture | 9.03% | holiday | 7.17% |
| grunge | 13.62% | retro | 9.01% | textured | 7.01% |
| urban | 13.11% | outdoors | 8.96% | | |
| forest | 13.06% | metal | 8.85% | | |



| <u>'Concept'</u> | <u>Score</u> | | | | | | |
|------------------|--------------|-------------|--------|------------|-------|--------------|-------|
| earthenware | 28.81% | rock | 14.14% | fence | 9.51% | trees | 7.89% |
| landscape | 26.76% | utensil | 12.63% | black | 9.49% | terracotta | 7.88% |
| travel | 26.04% | landmark | 12.53% | scene | 9.25% | agriculture | 7.81% |
| fence | 22.01% | old | 12.28% | plant | 9.14% | colorful | 7.80% |
| ceramic | 21.65% | scenic | 11.77% | building | 9.00% | architecture | 7.74% |
| ware | 18.95% | national | 11.64% | city | 9.00% | army | 7.72% |
| structure | 17.28% | memorial | 11.37% | summer | 8.94% | cloud | 7.72% |
| park | 17.21% | natural | 11.24% | vacation | 8.80% | men | 7.60% |
| sky | 17.12% | ancient | 11.10% | history | 8.78% | heritage | 7.50% |
| scenery | 16.95% | mountains | 10.44% | rural | 8.75% | clouds | 7.43% |
| stone | 15.68% | outdoors | 10.43% | erosion | 8.60% | south | 7.25% |
| canyon | 15.67% | cemetery | 10.41% | geology | 8.54% | world | 7.25% |
| tourism | 15.58% | obstruction | 10.03% | sunny | 8.28% | group | 7.24% |
| stone wall | 15.53% | field | 9.97% | culture | 8.14% | people | 7.11% |
| barrier | 14.93% | orange | 9.95% | statue | 8.06% | fall | 7.11% |
| tree | 14.76% | sculpture | 9.69% | pedestrian | 8.00% | | |
| | | picket | 9.61% | religion | 7.90% | | |



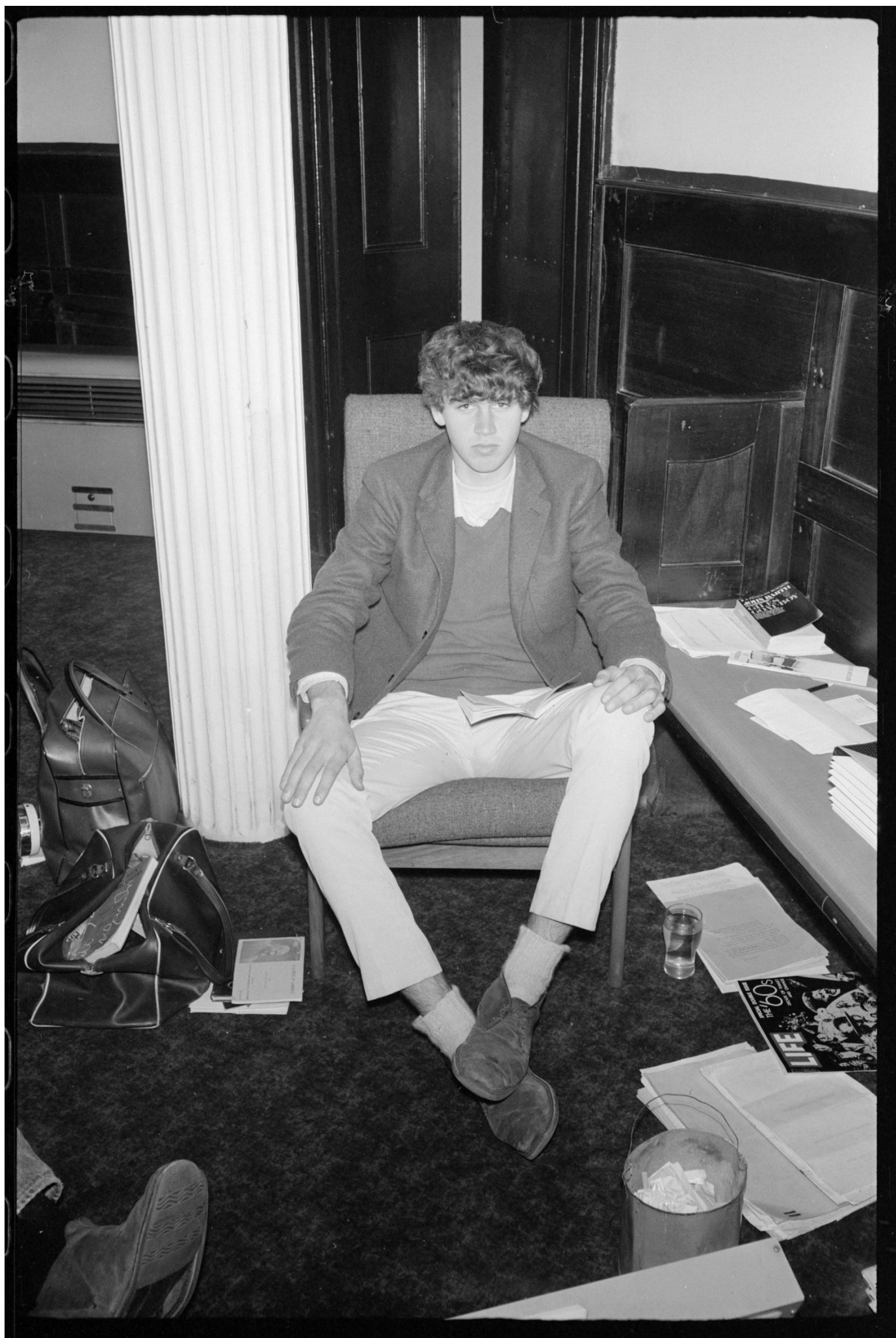
| <u>'Concept'</u> | <u>Score</u> | stone | 12.49% | building | 9.95% | wealth | 8.07% |
|------------------|--------------|--------------|--------|--------------|-------|------------|-------|
| newspaper | 69.77% | people | 12.27% | spirituality | 9.59% | close | 7.99% |
| product | 53.73% | banking | 11.94% | antique | 9.51% | franklin | 7.87% |
| creation | 41.80% | currency | 11.66% | bill | 9.51% | army | 7.80% |
| daily | 27.32% | religion | 11.64% | memorial | 9.28% | marble | 7.75% |
| old | 18.80% | architecture | 10.93% | face | 9.23% | us | 7.71% |
| sculpture | 18.33% | aged | 10.86% | pedestrian | 9.08% | loan | 7.67% |
| statue | 18.21% | financial | 10.69% | tourism | 9.07% | exchange | 7.63% |
| ancient | 16.42% | male | 10.64% | retro | 9.01% | head | 7.55% |
| art | 15.10% | portrait | 10.35% | soldier | 8.79% | historical | 7.52% |
| cash | 14.64% | business | 10.32% | bills | 8.74% | symbol | 7.40% |
| world | 14.46% | monument | 10.27% | pay | 8.63% | church | 7.39% |
| history | 13.41% | person | 10.23% | paper | 8.62% | lady | 7.30% |
| travel | 13.37% | dollar | 10.21% | culture | 8.54% | detail | 7.24% |
| vintage | 13.23% | finance | 10.13% | card | 8.50% | | |
| money | 12.76% | man | 10.08% | city | 8.31% | | |
| bank | 12.54% | traditional | 9.97% | closeup | 8.08% | | |



| | | | | | | | |
|------------------|--------------|--------------|--------|---------------|--------|------------|-------|
| <u>'Concept'</u> | <u>Score</u> | boat | 16.75% | old | 10.45% | bay | 8.49% |
| wagon | 67.19% | streetcar | 16.54% | winter | 10.21% | historical | 8.47% |
| wheeled vehicle | 64.33% | sea | 16.42% | history | 9.84% | black | 8.42% |
| conveyance | 36.69% | building | 15.87% | pipe | 9.72% | horizontal | 8.38% |
| container | 36.32% | urban | 15.73% | skyline | 9.50% | oil | 8.36% |
| tramway | 34.69% | construction | 15.40% | cold | 9.47% | scenery | 8.12% |
| vehicle | 29.00% | industrial | 14.53% | cityscape | 9.46% | tower | 8.06% |
| city | 24.11% | landmark | 13.54% | shopping cart | 9.45% | train | 7.85% |
| water | 23.36% | landscape | 13.39% | work | 9.42% | craft | 7.76% |
| transportation | 23.32% | power | 12.60% | famous | 9.30% | harbor | 7.70% |
| transport | 21.92% | vessel | 12.47% | town | 9.28% | trip | 7.55% |
| ship | 20.88% | gas | 11.56% | energy | 9.25% | technology | 7.42% |
| travel | 20.42% | tourism | 11.55% | street | 9.20% | sketch | 7.40% |
| sky | 20.41% | machine | 11.53% | vacation | 9.00% | exterior | 7.37% |
| architecture | 19.53% | car | 11.43% | steel | 8.97% | support | 7.29% |
| river | 17.79% | tourist | 11.05% | drawing | 8.95% | business | 7.29% |
| bridge | 17.38% | ocean | 10.79% | snow | 8.70% | metal | 7.24% |
| industry | 17.08% | port | 10.60% | fuel | 8.67% | road | 7.23% |



| <u>'Concept'</u> | <u>Score</u> | fog | 13.51% | travel | 10.56% | rural | 7.93% |
|------------------|--------------|-------------------|--------|---------------------|--------|-----------------|-------|
| cemetery | 100.00% | memorial | 13.23% | light | 10.03% | autumn | 7.91% |
| snow | 34.77% | scene | 12.99% | cool | 9.77% | country | 7.90% |
| winter | 29.79% | sky | 12.76% | art | 9.76% | scenic | 7.90% |
| cold | 23.25% | frosty | 12.71% | woods | 9.56% | snowfall | 7.86% |
| tree | 23.08% | wood | 12.51% | architecture | 9.37% | ancient | 7.79% |
| landscape | 23.06% | frozen | 12.42% | peaceful | 9.16% | freeze | 7.78% |
| forest | 20.89% | gravestone | 11.92% | city | 9.15% | space | 7.76% |
| trees | 20.46% | texture | 11.81% | fall | 9.05% | covered | 7.76% |
| old | 19.51% | dirty | 11.75% | retro | 9.02% | branches | 7.71% |
| frost | 19.20% | scenery | 11.73% | outdoors | 8.96% | frame | 7.49% |
| season | 18.71% | weather | 11.70% | color | 8.90% | tourism | 7.43% |
| stone | 17.07% | dark | 11.69% | mist | 8.71% | sun | 7.25% |
| park | 16.47% | grungy | 11.39% | structure | 8.70% | paint | 7.24% |
| black | 16.24% | antique | 11.26% | weathered | 8.55% | grey | 7.21% |
| grunge | 16.18% | building | 11.11% | path | 8.50% | holiday | 7.17% |
| vintage | 15.72% | morning | 10.85% | pattern | 8.21% | | |
| snowy | 14.59% | history | 10.74% | rough | 8.20% | | |
| ice | 13.84% | outdoor | 10.70% | road | 8.13% | | |



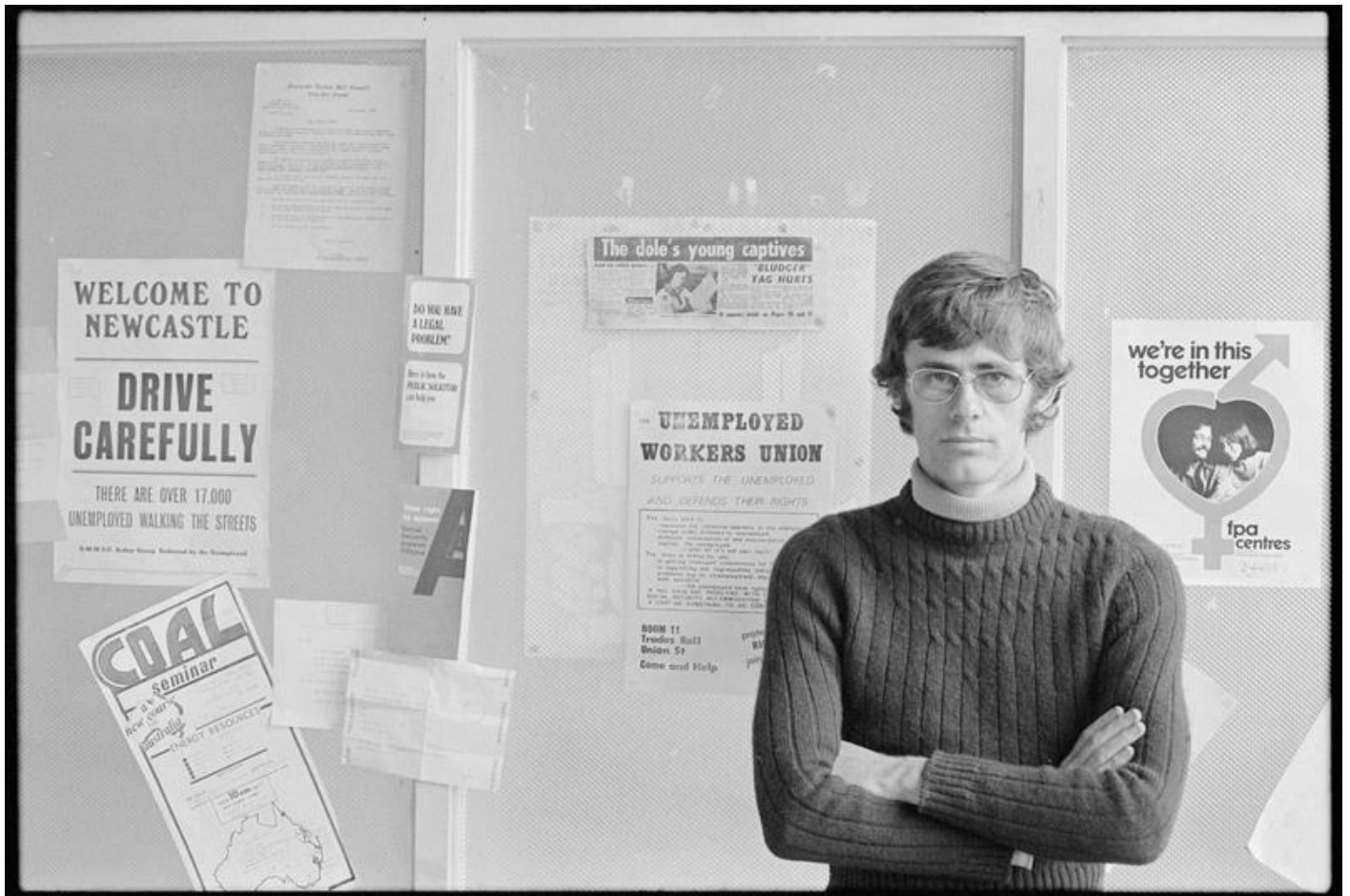
| | | | | | |
|-------------------------|---------------------|--------------|--------|--------------|-------|
| <i><u>'Concept'</u></i> | <i><u>Score</u></i> | travel | 13.37% | body | 8.79% |
| electric chair | 100.00% | antique | 12.97% | hair | 8.71% |
| instrument of | 100.00% | history | 12.51% | decoration | 8.68% |
| execution | | religious | 12.17% | spirituality | 8.63% |
| instrument | 88.51% | east | 12.13% | mask | 8.63% |
| device | 60.90% | seat | 12.08% | meditation | 8.62% |
| religion | 21.49% | armor | 11.98% | cute | 8.61% |
| throne | 21.32% | adult | 11.64% | furniture | 8.53% |
| chair | 20.89% | worship | 11.59% | attractive | 8.39% |
| portrait | 18.11% | clothing | 11.50% | tradition | 8.31% |
| statue | 17.10% | god | 11.47% | inside | 8.28% |
| culture | 17.08% | lady | 11.35% | body armor | 8.03% |
| chair of state | 17.07% | male | 11.34% | weapon | 7.74% |
| face | 17.04% | protection | 10.91% | eyes | 7.74% |
| person | 15.94% | sculpture | 10.61% | prayer | 7.72% |
| fashion | 15.82% | historic | 10.08% | pretty | 7.69% |
| traditional | 15.78% | hat | 10.03% | spiritual | 7.67% |
| temple | 15.17% | smile | 9.97% | faith | 7.65% |
| people | 15.05% | costume | 9.73% | studio | 7.60% |
| ancient | 14.69% | fun | 9.73% | historical | 7.52% |
| old | 14.62% | black | 9.61% | one | 7.46% |
| art | 14.34% | golden | 9.45% | style | 7.41% |
| man | 14.10% | oriental | 9.43% | pose | 7.24% |
| model | 13.99% | architecture | 9.36% | looking | 7.20% |
| gold | 13.96% | clothes | 9.36% | | |
| sexy | 13.64% | chain mail | 9.24% | | |
| dress | 13.54% | tourism | 9.07% | | |



| <u>'Concept'</u> | <u>Score</u> | | | | |
|------------------|--------------|------------|--------|--------------|-------|
| person | 34.29% | smiling | 15.92% | relationship | 9.37% |
| people | 34.03% | boy | 15.65% | dad | 9.18% |
| portrait | 29.12% | world | 15.53% | brother | 9.18% |
| park | 28.83% | looking | 15.20% | alone | 9.13% |
| outdoors | 28.37% | juvenile | 14.38% | little | 8.83% |
| happy | 25.70% | handsome | 14.26% | country | 8.78% |
| clothing | 25.05% | love | 14.21% | brunette | 8.71% |
| child | 24.88% | fun | 13.47% | women | 8.70% |
| adult | 23.93% | family | 13.35% | standing | 8.69% |
| happiness | 22.73% | autumn | 13.18% | mother | 8.65% |
| sweater | 22.35% | cheerful | 13.01% | covering | 8.60% |
| smile | 22.10% | fashion | 12.82% | guy | 8.49% |
| male | 21.85% | one | 12.69% | senior | 8.43% |
| garment | 20.91% | joy | 12.53% | relax | 8.42% |
| cardigan | 20.89% | leisure | 12.46% | shirt | 8.36% |
| man | 20.84% | couple | 12.20% | old | 8.36% |
| outside | 20.54% | teenager | 11.86% | teen | 8.27% |
| casual | 20.34% | kid | 11.52% | human | 8.25% |
| youth | 19.59% | parent | 11.32% | fall | 8.15% |
| face | 19.18% | son | 11.16% | romance | 8.04% |
| forest | 19.16% | expression | 11.09% | romantic | 8.02% |
| cute | 18.66% | children | 10.93% | bench | 7.93% |
| outdoor | 18.35% | childhood | 10.75% | vertical | 7.86% |
| attractive | 18.20% | posing | 10.67% | day | 7.85% |
| hair | 17.44% | woods | 10.51% | jeans | 7.65% |
| tree | 17.11% | father | 10.48% | adults | 7.57% |
| adolescent | 16.88% | life | 10.42% | relaxed | 7.51% |
| lifestyle | 16.63% | garden | 10.06% | natural | 7.36% |
| grass | 16.60% | pose | 9.97% | jacket | 7.35% |
| model | 16.34% | trees | 9.79% | girls | 7.29% |
| lady | 16.23% | together | 9.64% | color | 7.23% |
| pretty | 16.10% | walk | 9.52% | sexy | 7.23% |
| summer | 16.08% | sitting | 9.45% | rural | 7.05% |
| | | spring | 9.42% | | |



| <u>'Concept'</u> | <u>Score</u> | | | | | | |
|------------------|--------------|------------|--------|----------|--------|----------------|-------|
| portrait | 37.53% | happiness | 18.80% | human | 11.25% | studio | 8.36% |
| attractive | 36.37% | looking | 18.39% | eyes | 11.19% | emotion | 8.30% |
| pretty | 34.28% | lady | 17.85% | outside | 11.12% | dress | 8.13% |
| adult | 32.98% | posing | 17.77% | teen | 11.03% | mother | 7.96% |
| happy | 30.70% | world | 16.71% | casual | 11.01% | juvenile | 7.94% |
| smile | 30.64% | sensual | 16.37% | one | 10.45% | scarf | 7.94% |
| person | 30.55% | expression | 16.21% | enjoying | 10.42% | adolescent | 7.90% |
| model | 27.22% | lifestyle | 15.90% | feminine | 10.27% | garment | 7.80% |
| people | 26.21% | joy | 15.03% | black | 9.81% | consumer goods | 7.77% |
| wig | 25.88% | attire | 14.98% | covering | 9.74% | modern | 7.71% |
| face | 24.86% | fun | 14.22% | outdoors | 9.70% | umbrella | 7.60% |
| cute | 23.67% | love | 14.20% | women | 9.49% | relationship | 7.49% |
| hair | 22.98% | look | 14.01% | male | 9.43% | style | 7.42% |
| fashion | 22.61% | outdoor | 13.76% | man | 9.41% | lips | 7.40% |
| youth | 21.29% | cheerful | 13.00% | slim | 9.20% | relaxing | 7.28% |
| smiling | 20.98% | gorgeous | 12.68% | handsome | 8.91% | sensuality | 7.27% |
| brunette | 20.90% | pose | 12.68% | brother | 8.88% | romantic | 7.12% |
| clothing | 20.66% | child | 12.48% | autumn | 8.79% | family | 7.11% |
| hairpiece | 19.96% | park | 12.35% | stunning | 8.71% | lovely | 7.11% |
| sexy | 19.27% | body | 11.99% | erotic | 8.64% | summer | 7.07% |
| | | teenager | 11.85% | sitting | 8.59% | | |



| <i>'Concept'</i> | <i>Score</i> | | | | | | |
|------------------|--------------|---------------|--------|---------------|--------|------------|-------|
| mug shot | 50.75% | smiling | 15.92% | communication | 10.08% | executive | 8.42% |
| photograph | 39.41% | mature | 15.81% | browsing | 9.82% | help | 8.38% |
| business | 36.46% | job | 15.04% | financial | 9.81% | horizontal | 8.38% |
| web site | 35.40% | businesswoman | 14.55% | living room | 9.79% | old | 8.36% |
| computer | 33.88% | businessman | 14.13% | using | 9.62% | page | 8.35% |
| laptop | 33.40% | screen | 13.97% | plan | 9.46% | bar | 8.32% |
| creation | 32.89% | modern | 13.33% | desk | 9.45% | magazine | 8.32% |
| representation | 31.27% | money | 12.77% | room | 9.42% | holding | 8.26% |
| office | 30.02% | design | 12.38% | stock | 9.36% | lady | 8.12% |
| home | 27.13% | smile | 12.12% | window | 9.28% | creative | 7.95% |
| work | 26.70% | corporate | 12.03% | menu | 9.27% | face | 7.82% |
| person | 23.64% | professional | 11.56% | template | 9.18% | education | 7.79% |
| man | 20.84% | writing | 11.29% | new | 8.91% | retired | 7.76% |
| technology | 20.79% | one | 11.20% | market | 8.88% | customer | 7.63% |
| male | 19.16% | pretty | 11.20% | copy | 8.85% | web | 7.63% |
| looking | 17.60% | attractive | 11.20% | organizer | 8.80% | pencil | 7.61% |
| newspaper | 17.00% | manager | 11.18% | couple | 8.71% | sign | 7.52% |
| happy | 16.93% | sitting | 11.17% | lifestyle | 8.68% | clean | 7.52% |
| working | 16.80% | portrait | 11.00% | project | 8.66% | keyboard | 7.51% |
| indoors | 16.70% | planner | 10.58% | world | 8.63% | engineer | 7.45% |
| paper | 16.47% | retirement | 10.57% | wireless | 8.58% | document | 7.43% |
| adult | 16.47% | elderly | 10.53% | blank | 8.58% | building | 7.39% |
| people | 16.18% | chart | 10.52% | background | 8.54% | occupation | 7.34% |
| product | 16.01% | notebook | 10.32% | space | 8.54% | friendly | 7.32% |
| senior | 15.94% | company | 10.23% | career | 8.52% | indoor | 7.31% |
| | | finance | 10.14% | support | 8.44% | success | 7.24% |



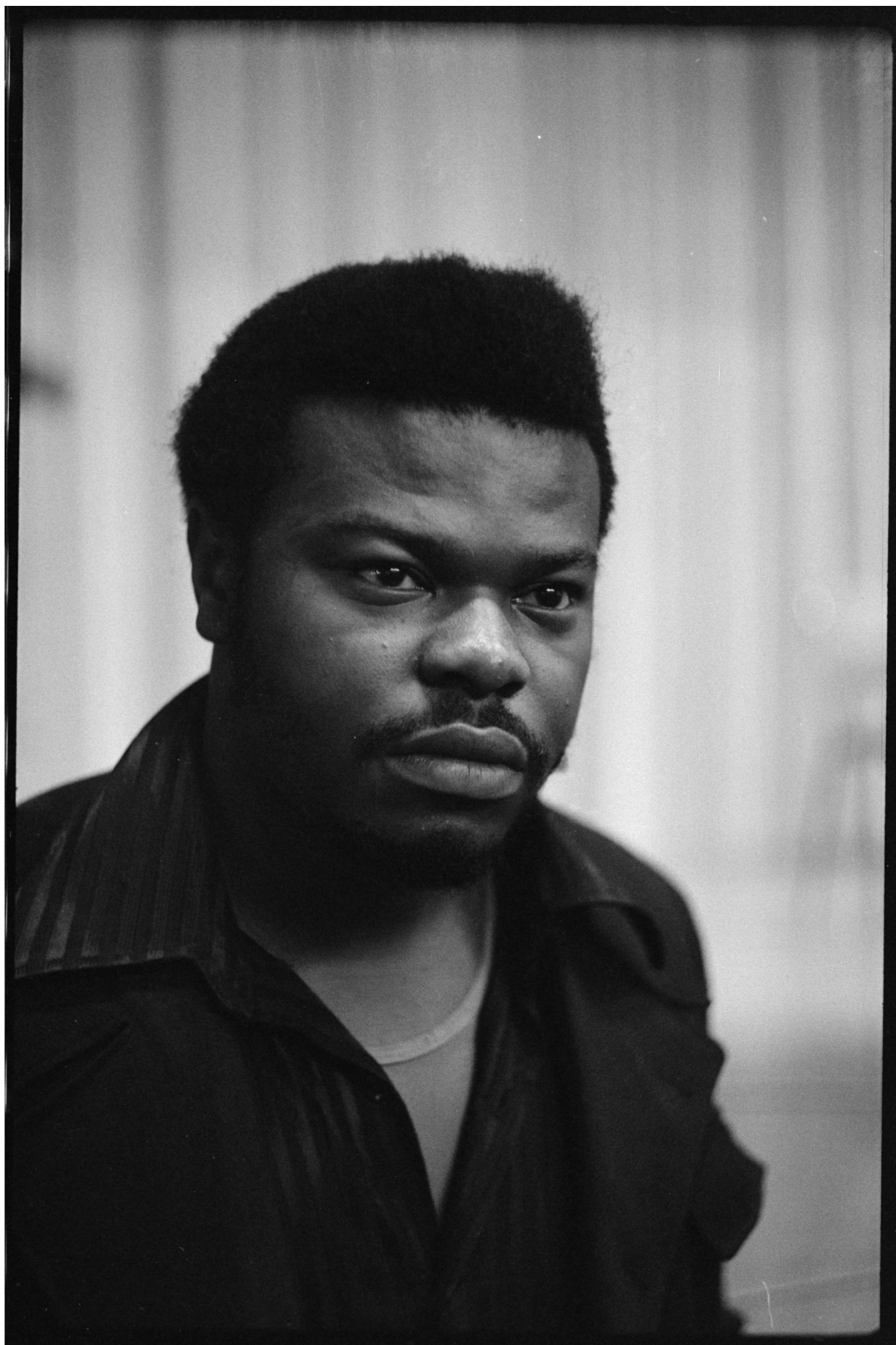
| <u>'Concept'</u> | <u>Score</u> | | | | |
|------------------|--------------|---------------|--------|--------------|-------|
| newspaper | 100.00% | puzzle | 12.78% | face | 9.24% |
| product | 88.13% | work | 12.57% | note | 9.20% |
| creation | 69.30% | job | 12.40% | student | 9.07% |
| daily | 62.26% | economy | 12.07% | adult | 9.06% |
| money | 38.32% | office | 12.06% | new | 8.92% |
| business | 35.88% | person | 11.99% | wages | 8.83% |
| currency | 30.54% | investment | 11.93% | game | 8.77% |
| cash | 29.32% | attractive | 11.91% | paying | 8.75% |
| bank | 28.69% | portrait | 11.66% | economic | 8.73% |
| dollar | 26.02% | debt | 11.58% | read | 8.66% |
| finance | 25.38% | people | 11.17% | faith | 8.62% |
| paper | 24.33% | closeup | 10.79% | serious | 8.59% |
| banking | 23.92% | banknotes | 10.77% | capital | 8.55% |
| wealth | 23.36% | notes | 10.56% | professional | 8.45% |
| financial | 22.29% | loan | 10.55% | religious | 8.44% |
| dollars | 20.30% | old | 10.46% | stock | 8.43% |
| bill | 19.04% | looking | 10.41% | pretty | 8.41% |
| bills | 17.50% | businesswoman | 10.01% | rich | 8.38% |
| hundred | 17.45% | male | 9.94% | blond | 8.10% |
| one | 16.44% | religion | 9.87% | success | 8.06% |
| us | 16.40% | funds | 9.81% | information | 7.98% |
| exchange | 16.25% | bible | 9.81% | news | 7.76% |
| crossword puzzle | 16.22% | banknote | 9.71% | corporate | 7.74% |
| close | 16.00% | states | 9.68% | sales | 7.69% |
| savings | 14.93% | prayer | 9.67% | spiritual | 7.68% |
| finances | 14.47% | holy | 9.64% | casual | 7.63% |
| pay | 13.44% | payment | 9.63% | number | 7.47% |
| market | 13.33% | text | 9.61% | manager | 7.46% |
| reading | 13.33% | united | 9.53% | confident | 7.29% |
| book | 12.82% | man | 9.42% | computer | 7.22% |
| franklin | 12.81% | writing | 9.42% | open | 7.19% |
| | | study | 9.33% | | |



| <u>'Concept'</u> | <u>Score</u> | | | | |
|------------------|--------------|----------------|--------|----------------|-------|
| man | 52.41% | one | 16.42% | pensioner | 9.97% |
| senior | 44.98% | hair | 15.85% | 60s | 9.77% |
| male | 43.97% | black | 15.71% | job | 9.73% |
| suit | 42.21% | couple | 15.68% | 1 | 9.64% |
| person | 38.10% | successful | 15.55% | husband | 9.54% |
| portrait | 35.59% | success | 15.28% | serious | 9.53% |
| businessman | 34.42% | smiling | 15.19% | desk | 9.44% |
| grandfather | 34.39% | home | 15.15% | one person | 9.42% |
| adult | 33.76% | computer | 14.42% | occupation | 9.16% |
| elderly | 32.55% | jacket | 13.84% | attractive | 9.09% |
| executive | 32.32% | laptop | 13.66% | covering | 8.90% |
| old | 31.34% | casual | 13.55% | elder | 8.87% |
| people | 31.23% | modern | 13.32% | baron | 8.79% |
| mature | 30.67% | manager | 13.03% | chain mail | 8.72% |
| business | 29.75% | citizen | 12.81% | standing | 8.69% |
| grandma | 27.87% | friendly | 12.80% | leadership | 8.64% |
| handsome | 27.63% | alone | 12.78% | wife | 8.53% |
| looking | 25.59% | human | 12.74% | guy | 8.50% |
| happy | 25.06% | lifestyle | 12.29% | camera | 8.31% |
| office | 24.09% | shirt | 12.14% | indoor | 8.21% |
| face | 23.43% | sitting | 12.02% | together | 7.88% |
| old-timer | 21.95% | bow tie | 12.01% | wrinkles | 7.88% |
| tie | 21.82% | necktie | 11.87% | maturity | 7.87% |
| professional | 21.44% | love | 11.83% | sixties | 7.85% |
| glasses | 21.29% | happiness | 11.75% | hands | 7.82% |
| expression | 20.47% | worker | 11.63% | elevator | 7.81% |
| older | 19.42% | working | 11.49% | businessperson | 7.80% |
| retired | 19.39% | boss | 11.47% | leader | 7.71% |
| garment | 19.11% | formal | 11.46% | only | 7.63% |
| smile | 18.52% | age | 11.43% | studio | 7.60% |
| clothing | 18.47% | hand | 11.39% | laughing | 7.56% |
| confident | 18.19% | aged | 10.86% | head | 7.56% |
| corporate | 18.04% | gray hair | 10.83% | joy | 7.52% |
| men | 18.03% | grandmother | 10.76% | company | 7.44% |
| retirement | 17.28% | cheerful | 10.56% | holding | 7.43% |
| gray | 17.12% | indoors | 10.54% | close | 7.42% |
| work | 16.48% | look | 10.51% | lady | 7.30% |
| | | businesspeople | 10.44% | | |



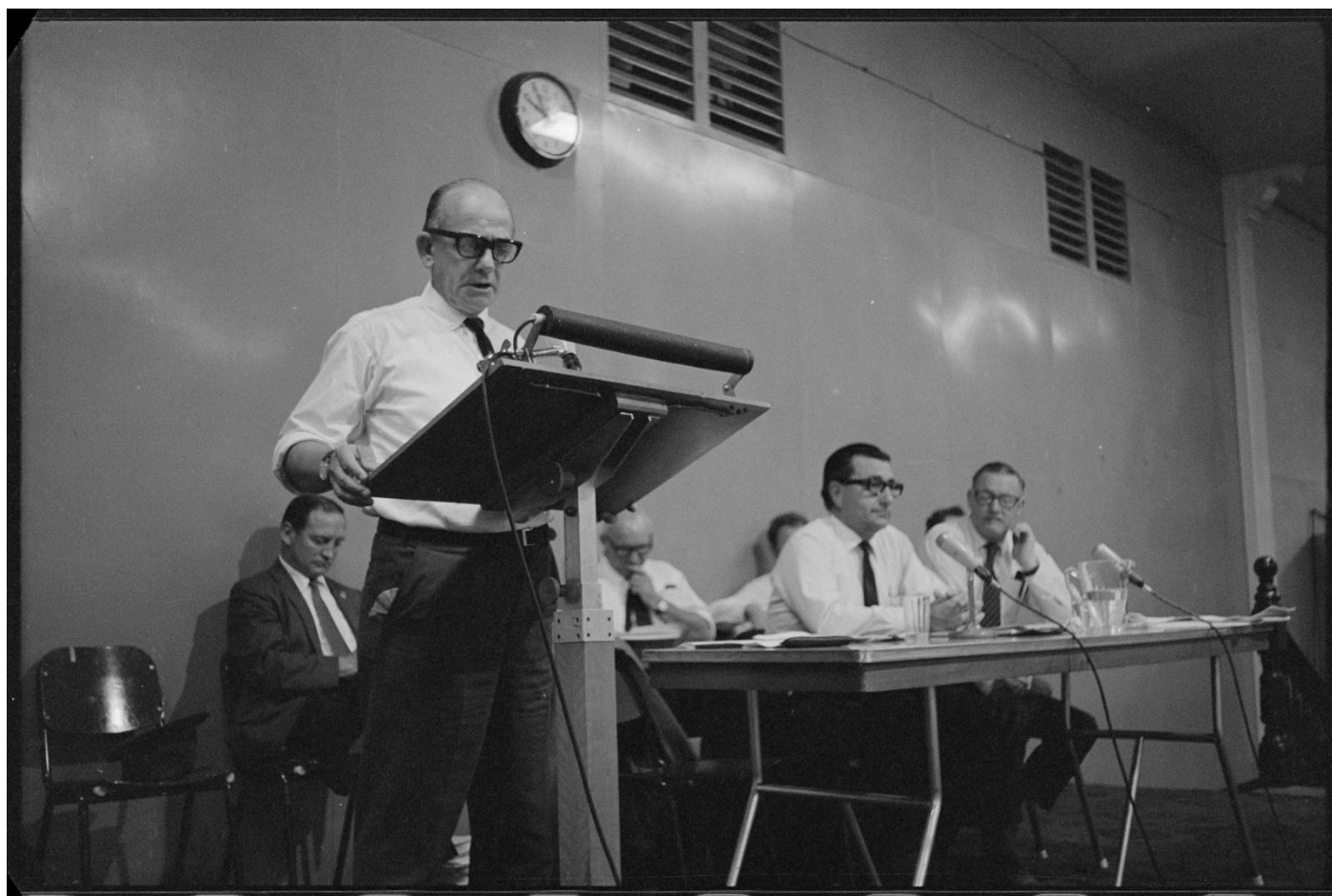
| <u>'Concept'</u> | <u>Score</u> | | | | |
|------------------|--------------|--------------|--------|-----------|-------|
| grandma | 54.54% | retirement | 16.33% | shirt | 9.68% |
| person | 41.98% | lady | 16.24% | together | 9.64% |
| portrait | 38.85% | child | 15.57% | glasses | 9.26% |
| people | 38.51% | cheerful | 14.64% | parent | 9.16% |
| man | 36.98% | men | 14.60% | friendly | 9.15% |
| male | 34.06% | model | 14.01% | close | 9.13% |
| adult | 31.70% | pretty | 14.00% | life | 9.06% |
| happy | 29.47% | retired | 13.58% | black | 9.02% |
| smile | 28.52% | one | 13.45% | grey | 9.02% |
| hair | 25.38% | guy | 13.37% | pensioner | 8.96% |
| face | 24.87% | family | 13.35% | romantic | 8.91% |
| casual | 22.89% | age | 13.34% | look | 8.76% |
| adolescent | 21.73% | mother | 13.07% | urban | 8.74% |
| looking | 21.61% | expression | 12.80% | brunette | 8.72% |
| senior | 21.57% | married | 12.47% | boy | 8.70% |
| handsome | 21.41% | clothing | 12.46% | husband | 8.70% |
| juvenile | 20.86% | teenager | 11.86% | cute | 8.62% |
| happiness | 20.38% | posing | 11.56% | loving | 8.59% |
| outdoors | 20.16% | fun | 11.23% | joy | 8.36% |
| attractive | 19.60% | eyes | 11.19% | emotion | 8.30% |
| smiling | 19.54% | teen | 11.03% | healthy | 8.19% |
| mature | 19.53% | father | 10.89% | aged | 8.15% |
| elderly | 19.16% | pose | 10.88% | kid | 7.98% |
| love | 18.94% | grandmother | 10.78% | women | 7.91% |
| old | 18.82% | romance | 10.72% | color | 7.79% |
| beard | 18.44% | park | 10.71% | outside | 7.71% |
| couple | 18.30% | human | 10.50% | outdoor | 7.65% |
| youth | 17.90% | sexy | 10.45% | serious | 7.63% |
| lifestyle | 16.63% | relationship | 10.31% | garden | 7.55% |
| grandfather | 16.35% | single | 9.87% | sweater | 7.33% |
| | | fashion | 9.81% | confident | 7.28% |



| <u>'Concept'</u> | <u>Score</u> | | | | |
|------------------|--------------|------------|--------|--------------|--------|
| portrait | 49.89% | juvenile | 17.04% | professional | 10.30% |
| man | 49.12% | boy | 16.97% | lips | 10.19% |
| male | 48.46% | sexy | 16.89% | skin | 10.17% |
| face | 46.94% | world | 16.38% | suit | 10.09% |
| person | 43.07% | men | 16.34% | posing | 9.79% |
| handsome | 41.95% | stare | 15.52% | think | 9.63% |
| adult | 32.38% | youth | 15.35% | cute | 9.34% |
| beard | 29.51% | smiling | 15.21% | emotion | 9.23% |
| black | 29.34% | smile | 14.98% | teenager | 9.13% |
| model | 28.82% | style | 14.86% | old | 9.07% |
| attractive | 28.02% | studio | 14.46% | cheerful | 8.95% |
| looking | 27.23% | adolescent | 14.43% | businessman | 8.84% |
| serious | 26.74% | shirt | 14.18% | pensive | 8.80% |
| people | 26.25% | closeup | 14.17% | thoughtful | 8.76% |
| expression | 25.62% | mature | 13.97% | monk | 8.70% |
| guy | 25.27% | confident | 13.67% | sad | 8.69% |
| head | 24.39% | cool | 13.33% | brown | 8.11% |
| eyes | 20.68% | happy | 12.55% | natural | 8.04% |
| look | 20.17% | pose | 11.79% | body | 8.00% |
| hair | 19.84% | masculine | 11.71% | modern | 7.72% |
| close | 18.86% | nose | 11.65% | pretty | 7.71% |
| casual | 18.67% | lifestyle | 11.58% | collar | 7.68% |
| dark | 18.40% | thinking | 11.41% | stress | 7.67% |
| fashion | 18.12% | child | 11.34% | strong | 7.50% |
| one | 17.94% | alone | 10.97% | single | 7.41% |
| human | 17.27% | ethnic | 10.48% | sensual | 7.28% |
| | | good | 10.34% | | |



| <u>'Concept'</u> | <u>Score</u> | rifle | 12.68% | historic | 9.16% | couple | 7.83% |
|------------------|--------------|------------|--------|--------------|-------|----------------|-------|
| man | 24.16% | city | 12.46% | dirty | 9.03% | radiation | 7.82% |
| uniform | 23.92% | weapon | 12.38% | sport | 9.01% | conflict | 7.81% |
| people | 20.61% | tourism | 12.36% | vacation | 8.99% | protective | 7.78% |
| military | 19.30% | outdoor | 12.22% | destruction | 8.79% | portrait | 7.76% |
| military uniform | 18.78% | building | 12.12% | accident | 8.78% | consumer goods | 7.73% |
| person | 17.83% | war | 11.61% | toxic | 8.78% | chemical | 7.71% |
| soldier | 17.58% | statue | 11.52% | mask | 8.62% | gas | 7.70% |
| clothing | 16.86% | summer | 10.92% | architecture | 8.58% | vintage | 7.43% |
| old | 16.70% | sculpture | 10.50% | men | 8.58% | smoke | 7.43% |
| gun | 14.71% | urban | 10.47% | monument | 8.40% | street | 7.35% |
| history | 14.30% | outdoors | 10.44% | leisure | 8.29% | tourist | 7.24% |
| male | 14.17% | historical | 10.34% | world | 8.15% | lifestyle | 7.22% |
| travel | 14.07% | sky | 10.19% | to | 7.96% | holiday | 7.16% |
| adult | 13.87% | industrial | 9.98% | camouflage | 7.95% | smile | 7.12% |
| army | 13.64% | battle | 9.77% | stalker | 7.90% | | |
| protection | 12.72% | nuclear | 9.69% | covering | 7.86% | | |
| danger | 12.72% | horse | 9.48% | radioactive | 7.85% | | |



| <u>'Concept'</u> | <u>Score</u> | device | 11.56% | rock | 7.81% |
|--------------------|--------------|---------------------|--------|--------------|-------|
| singer | 31.34% | men | 11.16% | weapon | 7.76% |
| person | 29.59% | protection | 10.91% | casual | 7.62% |
| man | 28.21% | stringed instrument | 10.44% | sport | 7.51% |
| musician | 27.55% | holding | 9.90% | fun | 7.48% |
| male | 22.69% | teacher | 9.68% | guitar | 7.31% |
| adult | 21.73% | style | 9.64% | art | 7.31% |
| musical instrument | 21.28% | room | 9.45% | danger | 7.27% |
| performer | 20.83% | active | 9.12% | industrial | 7.26% |
| black | 18.02% | business | 9.11% | pose | 7.24% |
| people | 16.73% | posing | 8.88% | sexy | 7.22% |
| microphone | 15.58% | dance | 8.83% | suit | 7.19% |
| lifestyle | 15.17% | sword | 8.80% | educator | 7.16% |
| mask | 13.39% | indoors | 8.78% | professional | 7.11% |
| entertainer | 12.19% | clothing | 8.51% | portrait | 7.11% |
| hand | 12.15% | wind instrument | 8.39% | face | 7.10% |
| music | 11.82% | fashion | 8.29% | player | 7.07% |
| dark | 11.68% | instrument | 7.91% | businessman | 7.06% |



| <u>'Concept'</u> | <u>Score</u> | old | 9.75% | river | 8.00% |
|------------------|--------------|----------------|-------|---------------|-------|
| travel | 17.59% | summer | 9.64% | night | 7.99% |
| water | 16.00% | shop | 9.59% | business | 7.89% |
| city | 15.79% | winter | 9.36% | wall | 7.72% |
| building | 14.90% | light | 9.35% | construction | 7.70% |
| architecture | 14.05% | ocean | 9.23% | beach | 7.69% |
| sky | 13.39% | line | 8.76% | tree | 7.69% |
| sea | 12.50% | hall | 8.75% | device | 7.58% |
| tourism | 11.54% | row | 8.38% | mercantile | 7.36% |
| urban | 11.35% | boat | 8.37% | establishment | |
| landscape | 11.15% | house | 8.35% | design | 7.31% |
| bridge | 10.39% | structure | 8.31% | reflection | 7.31% |
| snow | 10.32% | transport | 8.21% | industrial | 7.26% |
| shoe shop | 10.25% | new | 8.09% | group | 7.25% |
| vacation | 9.81% | transportation | 8.06% | | |
| room | 9.78% | metal | 8.04% | | |



| <u>'Concept'</u> | <u>Score</u> | | | | |
|------------------|--------------|------------|--------|----------------|-------|
| statue | 25.89% | soldier | 10.74% | culture | 8.53% |
| person | 24.14% | religion | 10.74% | tourism | 8.24% |
| sculpture | 21.06% | army | 10.71% | aged | 8.13% |
| people | 17.27% | military | 10.61% | sick person | 8.07% |
| man | 16.77% | famous | 10.22% | shower cap | 7.98% |
| uniform | 16.75% | case | 10.16% | covering | 7.96% |
| old | 16.70% | vintage | 9.91% | love | 7.88% |
| clothing | 14.99% | patient | 9.83% | building | 7.76% |
| art | 14.49% | portrait | 9.69% | consumer goods | 7.76% |
| military uniform | 14.39% | women | 9.47% | couch | 7.72% |
| male | 14.16% | happiness | 9.39% | war | 7.71% |
| ancient | 13.82% | happy | 9.39% | outdoor | 7.64% |
| adult | 13.48% | stone | 9.26% | hand | 7.58% |
| monument | 13.06% | historic | 9.16% | historical | 7.52% |
| travel | 12.66% | attractive | 9.08% | city | 7.47% |
| history | 12.51% | lady | 8.91% | outdoors | 7.45% |
| antique | 11.61% | home | 8.76% | gun | 7.32% |
| architecture | 10.92% | world | 8.59% | dirty | 7.22% |
| nurse | 10.86% | sitting | 8.58% | lifestyle | 7.22% |
| | | men | 8.57% | landmark | 7.21% |



| <i>'Concept'</i> | <i>Score</i> | | | | |
|------------------|--------------|------------|--------|-------------|-------|
| | | business | 13.34% | decor | 8.83% |
| hall | 99.26% | restaurant | 12.68% | residential | 8.60% |
| center | 37.00% | people | 12.26% | stage | 8.31% |
| room | 31.98% | luxury | 11.99% | inside | 8.27% |
| interior | 28.26% | structure | 11.67% | planetarium | 8.19% |
| table | 25.06% | wood | 11.66% | group | 8.05% |
| chair | 24.92% | travel | 11.25% | indoors | 7.89% |
| building | 22.77% | floor | 11.14% | work | 7.84% |
| furniture | 19.03% | window | 11.10% | glass | 7.77% |
| modern | 18.20% | chairs | 10.76% | couch | 7.72% |
| design | 15.73% | lamp | 10.58% | lighting | 7.72% |
| architecture | 15.72% | urban | 10.47% | sofa | 7.64% |
| classroom | 15.08% | theater | 10.19% | comfortable | 7.63% |
| house | 15.02% | seat | 10.06% | living | 7.57% |
| city | 14.11% | home | 9.56% | lights | 7.41% |
| office | 14.08% | indoor | 9.12% | sun | 7.23% |
| light | 14.02% | tourism | 9.06% | | |
| empty | 13.72% | night | 8.87% | | |



| <i>'Concept'</i> | <i>Score</i> | | | | | | |
|------------------|--------------|-----------|--------|---------------|--------|------------------|-------|
| man | 42.30% | together | 14.00% | casual | 10.16% | hand | 8.35% |
| person | 33.95% | group | 13.69% | lifestyle | 10.11% | silhouette | 8.27% |
| male | 33.54% | team | 13.43% | outdoors | 9.77% | holding | 8.25% |
| people | 30.09% | working | 13.25% | table | 9.51% | park | 8.23% |
| business | 26.09% | manager | 13.02% | color | 9.45% | speaker | 8.16% |
| adult | 26.04% | happiness | 12.52% | relax | 9.26% | sunset | 8.08% |
| businessman | 24.70% | smiling | 12.29% | communication | 9.23% | engineer | 8.01% |
| office | 22.56% | portrait | 12.28% | outdoor | 9.17% | home | 7.97% |
| suit | 21.03% | meeting | 12.24% | modern | 9.10% | guy | 7.91% |
| couple | 20.02% | education | 12.11% | attractive | 9.09% | pretty | 7.69% |
| executive | 19.43% | classroom | 11.93% | human | 8.99% | tree | 7.68% |
| happy | 19.41% | world | 11.92% | clothing | 8.95% | togetherness | 7.54% |
| men | 18.87% | looking | 11.19% | worker | 8.94% | relationship | 7.49% |
| work | 17.49% | love | 11.04% | success | 8.84% | teamwork | 7.41% |
| corporate | 16.31% | confident | 10.91% | boy | 8.69% | occupation | 7.33% |
| sitting | 16.31% | handsome | 10.69% | day | 8.62% | successful | 7.31% |
| computer | 16.29% | smile | 10.68% | boss | 8.60% | lady | 7.30% |
| professional | 16.17% | job | 10.60% | tie | 8.53% | teenager | 7.29% |
| room | 15.88% | cheerful | 10.56% | black | 8.51% | businesswoman | 7.26% |
| laptop | 15.56% | indoors | 10.53% | youth | 8.51% | military uniform | 7.16% |
| teacher | 14.63% | standing | 10.42% | career | 8.51% | family | 7.11% |
| women | 14.22% | desk | 10.38% | two | 8.46% | | |
| | | student | 10.26% | senior | 8.43% | | |



| <i>'Concept'</i> | <i>Score</i> | | | | | | |
|------------------|--------------|---------------|--------|----------------|--------|---------------|-------|
| classroom | 96.77% | indoors | 14.05% | cafeteria | 10.29% | communication | 8.39% |
| room | 89.08% | couple | 13.93% | teamwork | 10.19% | manager | 8.37% |
| table | 32.20% | meal | 13.44% | wine | 10.16% | presentation | 8.37% |
| people | 26.20% | office | 13.34% | indoor | 10.04% | service | 8.33% |
| chair | 25.30% | work | 13.18% | tables | 9.84% | suit | 8.09% |
| man | 24.84% | businesswoman | 12.71% | banquet | 9.80% | kitchen | 8.04% |
| interior | 24.75% | team | 12.53% | cheerful | 9.75% | decor | 7.95% |
| restaurant | 24.09% | adult | 12.44% | working | 9.71% | university | 7.92% |
| hall | 22.65% | glass | 12.44% | laptop | 9.64% | chairs | 7.83% |
| business | 20.03% | lifestyle | 12.28% | talking | 9.50% | class | 7.71% |
| meeting | 19.77% | desk | 12.27% | businesspeople | 9.48% | building | 7.63% |
| male | 17.01% | home | 11.96% | executive | 9.46% | hotel | 7.63% |
| person | 16.32% | student | 11.78% | party | 9.45% | eat | 7.55% |
| sitting | 16.31% | lunch | 11.76% | eating | 9.25% | house | 7.52% |
| food | 15.87% | conference | 11.72% | wood | 9.17% | event | 7.39% |
| together | 15.76% | smiling | 11.57% | worker | 9.09% | furniture | 7.36% |
| dinner | 15.75% | dining | 11.41% | teacher | 8.79% | computer | 7.30% |
| men | 15.45% | smile | 11.39% | colleagues | 8.73% | new | 7.28% |
| businessman | 14.99% | education | 11.25% | center | 8.62% | school | 7.20% |
| group | 14.50% | corporate | 11.16% | friends | 8.45% | seat | 7.09% |
| happy | 14.40% | inside | 11.03% | professional | 8.44% | job | 7.07% |
| women | 14.23% | drink | 10.85% | design | 8.44% | | |
| | | style | 10.38% | modern | 8.41% | | |



| <u>'Concept'</u> | <u>Score</u> | | | | | | |
|-----------------------|--------------|---------------------|--------|-------------|--------|----------------------|-------|
| musical instrument | 70.09% | cheerful | 15.43% | day | 10.19% | color | 8.34% |
| marimba | 66.60% | education | 14.71% | casual | 10.16% | free-reed instrument | 8.33% |
| percussion instrument | 61.79% | accordion | 14.12% | two | 10.16% | student | 8.30% |
| man | 29.55% | sax | 13.72% | vibraphone | 9.75% | device | 8.25% |
| male | 29.06% | women | 13.44% | full length | 9.69% | businesswoman | 8.17% |
| people | 27.87% | meeting | 13.18% | drinking | 9.56% | technology | 8.16% |
| room | 27.86% | men | 12.87% | love | 9.46% | handsome | 8.02% |
| classroom | 26.67% | teacher | 12.51% | enjoying | 9.46% | family | 8.00% |
| wind instrument | 24.37% | boy | 12.16% | learning | 9.38% | working | 7.95% |
| person | 21.67% | office | 12.04% | glass | 9.33% | life | 7.92% |
| chair | 19.87% | keyboard instrument | 11.72% | school | 9.30% | leisure activity | 7.84% |
| sitting | 19.74% | relaxation | 11.71% | executive | 9.20% | class | 7.71% |
| smiling | 19.52% | holding | 11.55% | modern | 9.11% | professional | 7.42% |
| couple | 19.15% | job | 11.49% | suit | 8.99% | wine | 7.39% |
| table | 19.03% | together | 11.38% | harmonica | 8.95% | teen | 7.35% |
| group | 18.53% | friends | 11.26% | interior | 8.84% | teenager | 7.29% |
| adult | 18.22% | corporate | 11.16% | computer | 8.81% | laptop | 7.28% |
| business | 16.99% | happiness | 10.96% | restaurant | 8.62% | board | 7.23% |
| happy | 16.91% | communication | 10.91% | child | 8.57% | home | 7.17% |
| businessman | 16.76% | oboe | 10.45% | desk | 8.49% | smile | 7.12% |
| lifestyle | 15.89% | outdoors | 10.44% | friendship | 8.42% | | |
| indoors | 15.80% | portrait | 10.35% | manager | 8.37% | | |
| | | work | 10.30% | house | 8.35% | | |



| <i>'Concept'</i> | <i>Score</i> | wild | 13.94% | outdoor | 9.94% | private | 7.94% |
|------------------|--------------|-------------|--------|------------|-------|------------|-------|
| polo mallet | 39.07% | jockey | 13.79% | tourism | 9.91% | grass | 7.91% |
| cowboy | 36.20% | running | 13.44% | wildlife | 9.81% | rider | 7.87% |
| horse | 35.94% | rope | 13.20% | racing | 9.79% | dust | 7.81% |
| harness | 32.74% | vacation | 13.10% | ride | 9.71% | bull | 7.73% |
| mallet | 31.19% | animals | 12.97% | line | 9.66% | west | 7.72% |
| animal | 26.86% | desert | 12.93% | park | 9.06% | tree | 7.69% |
| stick | 23.33% | land | 12.82% | road | 9.03% | plain | 7.60% |
| horses | 22.41% | sea | 12.52% | sunset | 8.99% | fast | 7.48% |
| support | 22.27% | race | 12.42% | recreation | 8.97% | silhouette | 7.45% |
| sand | 19.42% | sky | 12.23% | game | 8.92% | pen | 7.43% |
| sports | 17.88% | labourer | 12.18% | equestrian | 8.83% | man | 7.39% |
| equipment | | male | 12.06% | run | 8.69% | freedom | 7.32% |
| device | 17.58% | action | 12.06% | water | 8.68% | equine | 7.26% |
| outdoors | 16.43% | competition | 11.91% | shore | 8.37% | active | 7.19% |
| beach | 15.73% | stallion | 11.75% | field | 8.37% | holiday | 7.17% |
| landscape | 15.62% | summer | 11.58% | dry | 8.36% | resort | 7.13% |
| speed | 15.58% | people | 11.16% | brown | 8.10% | | |
| travel | 15.50% | ocean | 10.79% | coast | 8.09% | | |
| sport | 15.43% | steppe | 10.74% | sun | 8.05% | | |
| mammal | 14.19% | riding | 10.73% | mountain | 8.01% | | |



| <i>'Concept'</i> | <i>Score</i> | | | | | | |
|------------------|--------------|----------------|--------|-----------------|--------|---------------------|-------|
| harness | 43.05% | vacation | 17.19% | snow | 11.20% | couple | 8.71% |
| beach | 33.07% | water | 16.68% | activity | 10.75% | seaside | 8.70% |
| support | 31.51% | leisure | 16.61% | hockey stick | 10.72% | rope | 8.50% |
| horse | 26.80% | silhouette | 16.55% | dusk | 10.49% | hill | 8.43% |
| sea | 25.02% | recreation | 16.14% | adult | 10.35% | relax | 8.43% |
| device | 24.84% | walking | 16.10% | coastline | 10.34% | relaxation | 8.37% |
| sport | 24.76% | active | 15.28% | land | 10.27% | gymnastic apparatus | 8.34% |
| man | 24.20% | coast | 15.27% | waves | 10.22% | mountains | 8.33% |
| stick | 23.02% | shore | 15.08% | winter | 10.21% | fun | 8.23% |
| polo mallet | 22.89% | travel | 14.79% | clouds | 10.14% | farm | 8.03% |
| people | 21.76% | dog | 14.16% | field | 10.04% | rod | 8.01% |
| ocean | 21.75% | vaulting horse | 13.89% | stallion | 9.79% | plain | 7.90% |
| sports equipment | 21.75% | dalmatian | 13.34% | run | 9.65% | track | 7.87% |
| sunset | 21.57% | hobby | 12.33% | running | 9.60% | horses | 7.80% |
| sky | 20.80% | lifestyle | 12.29% | shoreline | 9.56% | hills | 7.76% |
| summer | 19.94% | equipment | 12.16% | walk | 9.52% | cold | 7.75% |
| outdoor | 19.88% | fisherman | 12.09% | wave | 9.50% | speed | 7.33% |
| sand | 19.51% | sun | 12.08% | tropical | 9.37% | lake | 7.32% |
| landscape | 18.60% | person | 12.07% | action | 9.27% | alone | 7.30% |
| male | 18.45% | men | 12.02% | plow | 9.17% | exercise | 7.26% |
| mallet | 18.27% | mountain | 11.57% | domestic animal | 9.10% | black | 7.21% |
| outdoors | 17.25% | fishing | 11.54% | canine | 9.08% | love | 7.10% |
| | | line | 11.31% | riding | 8.78% | happiness | 7.05% |



| <i>'Concept'</i> | <i>Score</i> | | | | | | |
|------------------|--------------|-------------|--------|------------|-------|------------------|-------|
| cowboy | 45.68% | action | 12.99% | mallet | 9.86% | stick | 8.17% |
| harness | 36.74% | riding | 12.69% | race | 9.56% | road | 8.14% |
| horse | 36.52% | landscape | 12.65% | plow | 9.50% | plain | 8.12% |
| support | 26.76% | polo mallet | 12.35% | rope | 9.36% | sunset | 8.09% |
| horses | 24.37% | sky | 12.33% | tourist | 9.17% | recreation | 8.08% |
| device | 20.35% | beach | 12.16% | vacation | 9.01% | track | 8.02% |
| animal | 18.58% | competition | 11.91% | history | 8.95% | steppe | 7.95% |
| people | 17.87% | jockey | 11.83% | sun | 8.86% | country | 7.91% |
| male | 16.33% | active | 11.69% | stallion | 8.82% | wild | 7.85% |
| travel | 16.21% | ride | 11.65% | racing | 8.81% | sports equipment | 7.75% |
| laborer | 15.20% | summer | 11.58% | backpack | 8.79% | hiking | 7.70% |
| man | 14.79% | walking | 11.37% | grass | 8.70% | mammal | 7.64% |
| sport | 14.77% | field | 10.88% | west | 8.69% | leisure | 7.48% |
| outdoor | 14.54% | cart | 10.84% | running | 8.64% | park | 7.41% |
| speed | 13.75% | rider | 10.82% | line | 8.49% | brown | 7.37% |
| sand | 13.66% | farm | 10.71% | clouds | 8.46% | group | 7.26% |
| outdoors | 13.45% | animals | 10.20% | ocean | 8.31% | cow | 7.15% |
| mountain | 13.36% | sea | 10.17% | silhouette | 8.28% | | |
| horse cart | 13.13% | land | 9.98% | weapon | 8.23% | | |
| | | tourism | 9.91% | wagon | 8.23% | | |



| <u>'Concept'</u> | <u>Score</u> | animals | 16.67% | ride | 11.64% | man | 9.41% |
|------------------|--------------|-------------|--------|-------------|--------|------------|-------|
| vaulting horse | 100.00% | equestrian | 15.70% | sand | 11.55% | stick | 9.20% |
| horse | 100.00% | polo mallet | 15.64% | sky | 11.48% | fall | 9.06% |
| gymnastic | 63.18% | running | 14.40% | black | 11.43% | race | 8.60% |
| apparatus | | rider | 13.76% | forest | 11.32% | outside | 8.55% |
| sports | 48.47% | mammals | 13.65% | countryside | 10.96% | walking | 8.53% |
| equipment | | ranch | 12.70% | mare | 10.80% | summer | 8.36% |
| sport | 25.18% | landscape | 12.65% | bridle | 10.32% | silhouette | 8.28% |
| animal | 25.04% | sunset | 12.58% | brown | 10.31% | active | 8.09% |
| stallion | 22.52% | run | 12.54% | fast | 10.29% | meadow | 8.07% |
| outdoors | 21.75% | mallet | 12.49% | beach | 10.23% | jockey | 7.88% |
| equipment | 20.04% | cowboy | 12.35% | mountains | 10.19% | saddle | 7.86% |
| horses | 19.49% | rural | 12.34% | lifestyle | 10.12% | mane | 7.83% |
| equine | 19.38% | male | 12.27% | speed | 10.08% | land | 7.45% |
| riding | 18.54% | people | 12.27% | competition | 10.07% | sun | 7.25% |
| field | 18.41% | mammal | 12.13% | outdoor | 9.94% | snow | 7.15% |
| farm | 17.85% | action | 12.06% | country | 9.66% | trees | 7.12% |
| grass | 17.40% | horseback | 11.84% | pasture | 9.58% | | |



| <u>'Concept'</u> | <u>Score</u> | | | | | | |
|------------------|--------------|------------------|--------|------------|--------|------------|-------|
| | | race | 15.29% | landscape | 11.16% | adult | 8.58% |
| horse | 67.58% | mammal | 14.99% | action | 11.13% | ocean | 8.44% |
| cowboy | 64.41% | run | 14.48% | jockey | 10.85% | fast | 8.42% |
| harness | 35.90% | summer | 14.15% | black | 10.83% | danger | 8.19% |
| animal | 31.43% | line | 14.05% | equestrian | 10.80% | equipment | 8.17% |
| sport | 30.92% | sky | 14.04% | male | 10.74% | mountain | 8.01% |
| vaulting horse | 28.64% | people | 13.96% | vacation | 10.65% | bullring | 7.92% |
| support | 26.14% | rider | 13.77% | dirt | 10.51% | grass | 7.91% |
| horses | 23.40% | ride | 13.59% | equine | 10.33% | gallop | 7.90% |
| laborer | 23.12% | sunset | 13.49% | bull | 10.27% | mane | 7.83% |
| rope | 20.64% | man | 13.45% | sea | 10.17% | mammals | 7.81% |
| device | 20.22% | silhouette | 13.25% | leisure | 9.97% | track | 7.69% |
| outdoors | 19.42% | sports equipment | 13.08% | horseback | 9.87% | wilderness | 7.56% |
| riding | 18.54% | competition | 12.82% | wild | 9.59% | sunrise | 7.50% |
| beach | 17.71% | travel | 12.68% | brown | 9.57% | evening | 7.48% |
| speed | 17.41% | active | 12.59% | desert | 9.35% | sports | 7.40% |
| gymnastic | 17.19% | saddle | 12.38% | bridle | 9.21% | lifestyle | 7.24% |
| apparatus | | animals | 12.05% | outdoor | 9.18% | land | 7.23% |
| sand | 15.90% | racing | 11.74% | recreation | 8.97% | | |
| stallion | 15.68% | field | 11.72% | activity | 8.96% | | |
| running | 15.36% | farm | 11.60% | sun | 8.86% | | |



| <i>'Concept'</i> | <i>Score</i> | travel | 16.92% | forest | 10.45% | tourist | 8.45% |
|----------------------|--------------|------------|--------|-----------|--------|-------------|-------|
| snow | 54.98% | summer | 16.09% | person | 10.44% | river | 8.02% |
| beach | 32.24% | tree | 15.40% | wave | 10.38% | country | 7.91% |
| geological formation | 27.25% | recreation | 15.25% | sunrise | 10.32% | scene | 7.80% |
| winter | 24.70% | mountain | 15.25% | fisherman | 10.21% | men | 7.74% |
| landscape | 23.83% | shore | 14.25% | morning | 9.95% | outside | 7.71% |
| sand | 23.52% | leisure | 14.13% | backpack | 9.77% | running | 7.68% |
| slope | 22.95% | sun | 13.70% | dune | 9.72% | shoreline | 7.67% |
| weather | 22.89% | sunset | 13.49% | coastline | 9.41% | extreme | 7.67% |
| basin | 22.69% | coast | 13.48% | light | 9.36% | old | 7.67% |
| sport | 22.17% | walk | 13.34% | waves | 9.30% | dusk | 7.63% |
| outdoor | 21.43% | active | 12.60% | ice | 9.23% | hill | 7.50% |
| sea | 21.13% | trees | 12.46% | field | 9.21% | action | 7.42% |
| ski slope | 20.82% | male | 12.22% | island | 9.16% | park | 7.42% |
| sky | 20.69% | couple | 12.21% | lake | 9.16% | athlete | 7.41% |
| people | 20.66% | holiday | 12.19% | activity | 8.96% | peaceful | 7.33% |
| man | 20.18% | season | 11.70% | scenic | 8.78% | runner | 7.32% |
| water | 20.04% | fun | 11.24% | snowy | 8.76% | countryside | 7.31% |
| outdoors | 19.44% | clouds | 11.00% | hiking | 8.67% | exercise | 7.27% |
| vacation | 18.84% | relax | 10.96% | fishing | 8.66% | adult | 7.20% |
| cold | 18.10% | lifestyle | 10.85% | frost | 8.65% | grass | 7.12% |
| ocean | 17.99% | scenery | 10.84% | day | 8.64% | resort | 7.06% |
| natural depression | 17.43% | silhouette | 10.77% | ski | 8.55% | | |
| walking | 17.07% | run | 10.62% | hobby | 8.55% | | |



| <u>'Concept'</u> | <u>Score</u> | outdoors | 18.69% | countryside | 10.97% | summer | 9.02% |
|------------------|--------------|-----------|--------|-------------|--------|--------------|-------|
| antelope | 37.03% | pasture | 18.22% | sky | 10.94% | riding | 8.79% |
| horse | 30.33% | park | 17.31% | bovine | 10.81% | mammal | 8.78% |
| wildlife | 28.56% | ruminant | 16.91% | meadow | 10.77% | forest | 8.71% |
| wild | 27.03% | safari | 16.38% | sand | 10.66% | sea | 8.62% |
| steppe | 26.39% | impala | 15.94% | running | 10.57% | beach | 8.59% |
| horses | 26.33% | field | 15.91% | standing | 10.44% | south | 8.46% |
| grass | 24.54% | group | 15.33% | desert | 10.28% | mountains | 8.34% |
| land | 23.79% | equine | 15.31% | grazing | 9.82% | national | 8.16% |
| plain | 22.87% | brown | 14.74% | game | 9.82% | mountain | 8.01% |
| deer | 22.08% | livestock | 14.46% | horn | 9.80% | horse cart | 7.99% |
| ranch | 21.74% | caribou | 14.12% | stallion | 9.80% | agriculture | 7.90% |
| farm | 21.44% | ox | 13.97% | reserve | 9.72% | horns | 7.87% |
| cattle | 20.84% | camel | 13.82% | country | 9.67% | mare | 7.86% |
| herd | 20.63% | trees | 13.36% | wilderness | 9.61% | laborer | 7.76% |
| cowboy | 20.29% | outdoor | 13.01% | male | 9.38% | resort | 7.73% |
| rural | 20.29% | water | 12.70% | ass | 9.18% | cart | 7.60% |
| landscape | 20.11% | cow | 12.32% | travel | 9.17% | walking | 7.59% |
| gazelle | 19.73% | tree | 11.55% | tourism | 9.09% | conservation | 7.58% |
| animals | 19.47% | bull | 11.36% | plow | 9.03% | environment | 7.41% |



| <i>'Concept'</i> | <i>Score</i> | | | | | | |
|------------------|--------------|--------------|--------|-------------|--------|-----------|-------|
| | | outdoor | 16.06% | sun | 11.27% | lifestyle | 8.68% |
| polo mallet | 52.96% | summer | 15.44% | fun | 11.23% | tree | 8.46% |
| stick | 43.86% | water | 15.35% | activity | 10.75% | action | 8.35% |
| mallet | 42.28% | sky | 15.31% | men | 10.31% | mountain | 8.01% |
| sports | 33.81% | active | 15.28% | shore | 10.23% | equipment | 7.95% |
| equipment | | outdoors | 15.27% | waves | 10.22% | support | 7.84% |
| sport | 31.23% | silhouette | 14.90% | speed | 10.08% | resort | 7.68% |
| beach | 27.54% | hockey stick | 14.86% | coast | 9.88% | running | 7.68% |
| sand | 21.83% | vacation | 14.74% | adult | 9.78% | dirt | 7.64% |
| horse | 20.15% | horses | 12.67% | riding | 9.76% | two | 7.63% |
| people | 18.97% | walking | 12.32% | landscape | 9.67% | relax | 7.59% |
| man | 18.82% | harness | 12.06% | run | 9.65% | hill | 7.50% |
| ocean | 18.39% | sunset | 11.69% | couple | 9.58% | sports | 7.40% |
| male | 17.74% | recreation | 11.66% | winter | 9.36% | freedom | 7.32% |
| travel | 17.61% | leisure | 11.63% | snow | 9.33% | holiday | 7.17% |
| sea | 17.20% | person | 11.36% | clouds | 9.30% | grass | 7.12% |
| pedestrian | 16.52% | animal | 11.29% | competition | 9.15% | | |