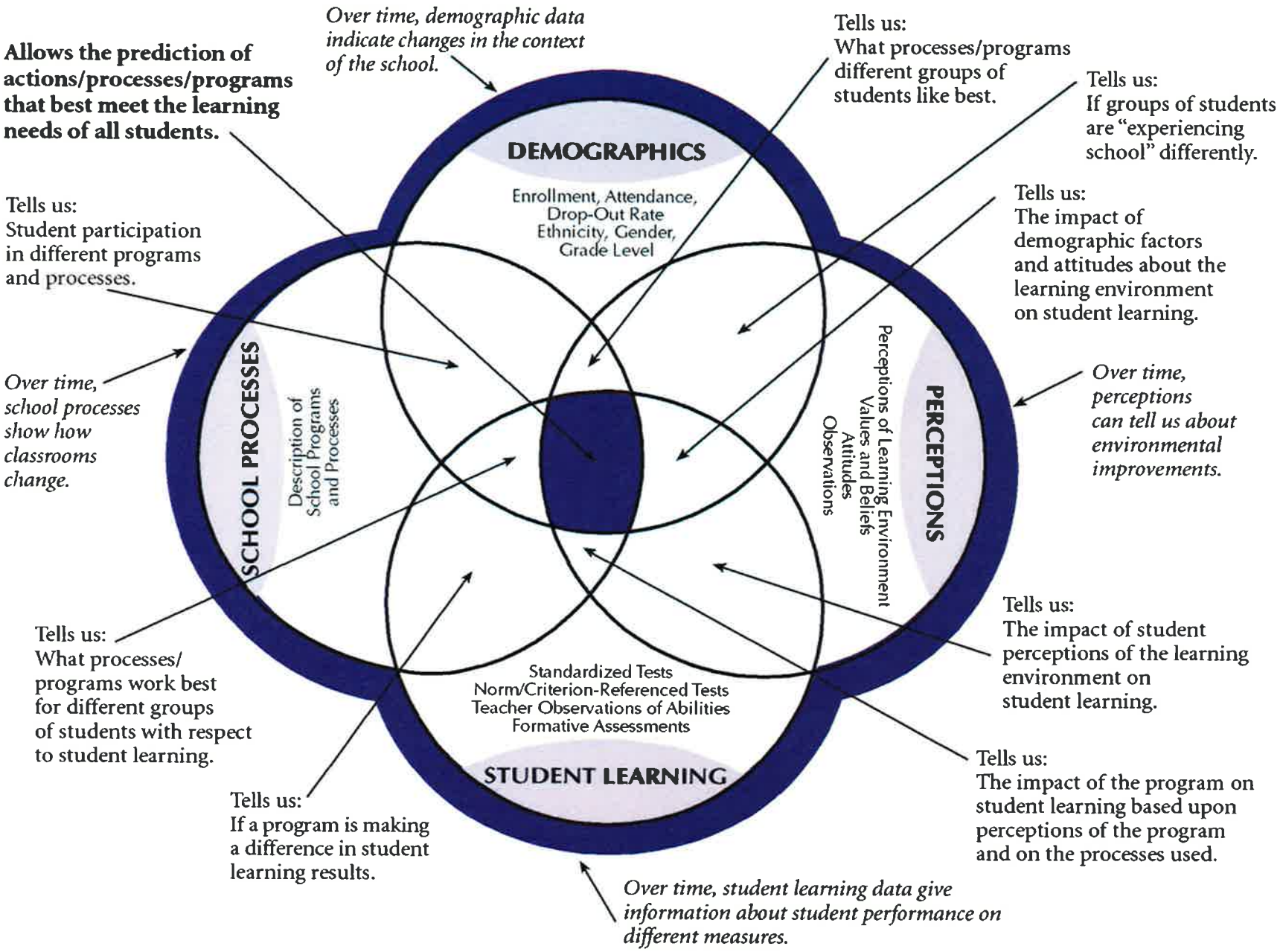Multiple Measures of Data