

Crosstabs

[DataSet1] C:\Documents and Settings\nmalhotr\Desktop\Book 5E SPSS Files B\Dell Burke Nancy\Dell Data Recoded.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Recoded satisfaction * Gender	372	100.0%	0	.0%	372	100.0%
Recoded satisfaction * Recoded Education	372	100.0%	0	.0%	372	100.0%
Recoded satisfaction * Recoded Age	372	100.0%	0	.0%	372	100.0%
Recoded satisfaction * Recoded Income	334	89.8%	38	10.2%	372	100.0%
Recoded Would Recommend * Gender	372	100.0%	0	.0%	372	100.0%
Recoded Would Recommend * Recoded Education	372	100.0%	0	.0%	372	100.0%
Recoded Would Recommend * Recoded Age	372	100.0%	0	.0%	372	100.0%
Recoded Would Recommend * Recoded Income	334	89.8%	38	10.2%	372	100.0%
Recoded Likelihood of Choosing * Gender	372	100.0%	0	.0%	372	100.0%
Recoded Likelihood of Choosing * Recoded Education	372	100.0%	0	.0%	372	100.0%
Recoded Likelihood of Choosing * Recoded Age	372	100.0%	0	.0%	372	100.0%
Recoded Likelihood of Choosing * Recoded Income	334	89.8%	38	10.2%	372	100.0%

Recoded satisfaction * Gender

Crosstab

			Gender		Total
			Male	Female	
Recoded satisfaction	Very Satisfied	Count	104	104	208
		% within Gender	56.8%	55.0%	55.9%
	Not Very satisfied	Count	79	85	164
		% within Gender	43.2%	45.0%	44.1%
Total		Count	183	189	372
		% within Gender	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.123 ^b	1	.726		
Continuity Correction ^a	.060	1	.806		
Likelihood Ratio	.123	1	.726		
Fisher's Exact Test				.755	.403
Linear-by-Linear Association	.122	1	.726		
N of Valid Cases	372				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 80.68.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	.018	.726
Cramer's V	.018	.726
Contingency Coefficient	.018	.726
N of Valid Cases	372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded satisfaction * Recoded Education

Crosstab

			Recoded Education	
			High School or Less	Some College
Recoded satisfaction	Very Satisfied	Count	25	57
		% within Recoded Education	58.1%	50.4%
	Not Very satisfied	Count	18	56
		% within Recoded Education	41.9%	49.6%
Total		Count	43	113
		% within Recoded Education	100.0%	100.0%

Crosstab

			Recoded	Total
			College Graduate	
Recoded satisfaction	Very Satisfied	Count	126	208
		% within Recoded Education	58.3%	55.9%
	Not Very satisfied	Count	90	164
		% within Recoded Education	41.7%	44.1%
Total		Count	216	372
		% within Recoded Education	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.972 ^a	2	.373
Likelihood Ratio	1.965	2	.374
Linear-by-Linear Association	.413	1	.520
N of Valid Cases	372		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.96.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.073	.373
	Cramer's V	.073	.373
	Contingency Coefficient	.073	.373
N of Valid Cases		372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded satisfaction * Recoded Age

Crosstab

			Recoded Age		
			18 to 29 Years	30 to 39 Years	40 to 49 Years
Recoded satisfaction	Very Satisfied	Count	53	52	55
		% within Recoded Age	57.0%	54.7%	55.6%
	Not Very satisfied	Count	40	43	44
		% within Recoded Age	43.0%	45.3%	44.4%
Total		Count	93	95	99
		% within Recoded Age	100.0%	100.0%	100.0%

Crosstab

			Recoded Age	Total
			50 and Older	
Recoded satisfaction	Very Satisfied	Count	48	208
		% within Recoded Age	56.5%	55.9%
	Not Very satisfied	Count	37	164
		% within Recoded Age	43.5%	44.1%
Total		Count	85	372
		% within Recoded Age	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.113 ^a	3	.990
Likelihood Ratio	.113	3	.990
Linear-by-Linear Association	.002	1	.969
N of Valid Cases	372		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 37.47.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.017	.990
	Cramer's V	.017	.990
	Contingency Coefficient	.017	.990
N of Valid Cases		372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded satisfaction * Recoded Income

Crosstab

			Recoded Income			
			Under \$30,000	\$30,000 - \$49,999	\$50,000 - \$74,000	\$75,000 - \$99,999
Recoded satisfaction	Very Satisfied	Count	18	52	47	27
		% within Recoded Income	39.1%	59.8%	51.1%	62.8%
	Not Very satisfied	Count	28	35	45	16
		% within Recoded Income	60.9%	40.2%	48.9%	37.2%
Total		Count	46	87	92	43
		% within Recoded Income	100.0%	100.0%	100.0%	100.0%

Crosstab

			Recoded	Total
			\$100,000 or over	
Recoded satisfaction	Very Satisfied	Count % within Recoded Income	41 62.1%	185 55.4%
	Not Very satisfied	Count % within Recoded Income	25 37.9%	149 44.6%
Total		Count % within Recoded Income	66 100.0%	334 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.450 ^a	4	.076
Likelihood Ratio	8.454	4	.076
Linear-by-Linear Association	3.763	1	.052
N of Valid Cases	334		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.18.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.159	.076
	Cramer's V	.159	.076
	Contingency Coefficient	.157	.076
N of Valid Cases		334	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Would Recommend * Gender

Crosstab

			Gender		Total
			Male	Female	
Recoded Would Recommend	Definitely Recommend	Count % within Gender	85 46.4%	92 48.7%	177 47.6%
	Less Likely to Recommend	Count % within Gender	98 53.6%	97 51.3%	195 52.4%
Total		Count % within Gender	183 100.0%	189 100.0%	372 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.185 ^b	1	.667		
Continuity Correction ^a	.107	1	.744		
Likelihood Ratio	.185	1	.667		
Fisher's Exact Test				.679	.372
Linear-by-Linear Association	.185	1	.667		
N of Valid Cases	372				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 87.07.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	-.022	.667
Cramer's V	.022	.667
Contingency Coefficient	.022	.667
N of Valid Cases	372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Would Recommend * Recoded Education

Crosstab

			Recoded Education	
			High School or Less	Some College
Recoded Would Recommend	Definitely Recommend	Count % within Recoded Education	21 48.8%	51 45.1%
	Less Likely to Recommend	Count % within Recoded Education	22 51.2%	62 54.9%
Total		Count % within Recoded Education	43 100.0%	113 100.0%

Crosstab

			Recoded	Total
			College Graduate	
Recoded Would Recommend	Definitely Recommend	Count % within Recoded Education	105 48.6%	177 47.6%
	Less Likely to Recommend	Count % within Recoded Education	111 51.4%	195 52.4%
Total		Count % within Recoded Education	216 100.0%	372 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.391 ^a	2	.823
Likelihood Ratio	.391	2	.822
Linear-by-Linear Association	.064	1	.801
N of Valid Cases	372		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.46.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.032	.823
	Cramer's V	.032	.823
	Contingency Coefficient	.032	.823
N of Valid Cases		372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Would Recommend * Recoded Age

Crosstab

			Recoded Age		
			18 to 29 Years	30 to 39 Years	40 to 49 Years
Recoded Would Recommend	Definitely Recommend	Count % within Recoded Age	47 50.5%	43 45.3%	44 44.4%
	Less Likely to Recommend	Count % within Recoded Age	46 49.5%	52 54.7%	55 55.6%
Total		Count % within Recoded Age	93 100.0%	95 100.0%	99 100.0%

Crosstab

			Recoded Age	Total
			50 and Older	
Recoded Would Recommend	Definitely Recommend	Count % within Recoded Age	43 50.6%	177 47.6%
	Less Likely to Recommend	Count % within Recoded Age	42 49.4%	195 52.4%
Total		Count % within Recoded Age	85 100.0%	372 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.229 ^a	3	.746
Likelihood Ratio	1.230	3	.746
Linear-by-Linear Association	.005	1	.944
N of Valid Cases	372		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 40.44.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.057	.746
	Cramer's V	.057	.746
	Contingency Coefficient	.057	.746
N of Valid Cases		372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Would Recommend * Recoded Income

Crosstab

			Recoded Income			
			Under \$30,000	\$30,000 - \$49,999	\$50,000 - \$74,000	\$75,000 - \$99,999
Recoded Would Recommend	Definitely Recommend	Count % within Recoded Income	17 37.0%	46 52.9%	39 42.4%	22 51.2%
	Less Likely to Recommend	Count % within Recoded Income	29 63.0%	41 47.1%	53 57.6%	21 48.8%
Total		Count % within Recoded Income	46 100.0%	87 100.0%	92 100.0%	43 100.0%

Crosstab

			Recoded	Total
			\$100,000 or over	
Recoded Would Recommend	Definitely Recommend	Count % within Recoded Income	34 51.5%	158 47.3%
	Less Likely to Recommend	Count % within Recoded Income	32 48.5%	176 52.7%
Total		Count % within Recoded Income	66 100.0%	334 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.676 ^a	4	.322
Likelihood Ratio	4.707	4	.319
Linear-by-Linear Association	.979	1	.323
N of Valid Cases	334		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.34.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.118	.322
	Cramer's V	.118	.322
	Contingency Coefficient	.117	.322
N of Valid Cases		334	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Likelihood of Choosing * Gender

Crosstab

			Gender		Total
			Male	Female	
Recoded Likelihood of Choosing	Definitely Choose	Count % within Gender	117 63.9%	123 65.1%	240 64.5%
	Less Likely to Choose	Count % within Gender	66 36.1%	66 34.9%	132 35.5%
Total		Count % within Gender	183 100.0%	189 100.0%	372 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.053 ^b	1	.818		
Continuity Correction ^a	.015	1	.903		
Likelihood Ratio	.053	1	.818		
Fisher's Exact Test				.829	.451
Linear-by-Linear Association	.053	1	.818		
N of Valid Cases	372				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 64.94.

Symmetric Measures

	Value	Approx. Sig.
Nominal by Nominal Phi	-.012	.818
Cramer's V	.012	.818
Contingency Coefficient	.012	.818
N of Valid Cases	372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Likelihood of Choosing * Recoded Education

Crosstab

			Recoded Education	
			High School or Less	Some College
Recoded Likelihood of Choosing	Definitely Choose	Count	30	70
		% within Recoded Education	69.8%	61.9%
	Less Likely to Choose	Count	13	43
		% within Recoded Education	30.2%	38.1%
Total		Count	43	113
		% within Recoded Education	100.0%	100.0%

Crosstab

			Recoded	
			College Graduate	Total
Recoded Likelihood of Choosing	Definitely Choose	Count	140	240
		% within Recoded Education	64.8%	64.5%
	Less Likely to Choose	Count	76	132
		% within Recoded Education	35.2%	35.5%
Total		Count	216	372
		% within Recoded Education	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.852 ^a	2	.653
Likelihood Ratio	.862	2	.650
Linear-by-Linear Association	.063	1	.801
N of Valid Cases	372		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.26.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.048	.653
	Cramer's V	.048	.653
	Contingency Coefficient	.048	.653
N of Valid Cases		372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Likelihood of Choosing * Recoded Age

Crosstab

			Recoded Age		
			18 to 29 Years	30 to 39 Years	40 to 49 Years
Recoded Likelihood of Choosing	Definitely Choose	Count	64	57	65
		% within Recoded Age	68.8%	60.0%	65.7%
	Less Likely to Choose	Count	29	38	34
		% within Recoded Age	31.2%	40.0%	34.3%
Total		Count	93	95	99
		% within Recoded Age	100.0%	100.0%	100.0%

Crosstab

			Recoded Age	Total
			50 and Older	
Recoded Likelihood of Choosing	Definitely Choose	Count	54	240
		% within Recoded Age	63.5%	64.5%
	Less Likely to Choose	Count	31	132
		% within Recoded Age	36.5%	35.5%
Total		Count	85	372
		% within Recoded Age	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.690 ^a	3	.639
Likelihood Ratio	1.691	3	.639
Linear-by-Linear Association	.201	1	.654
N of Valid Cases	372		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.16.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.067	.639
	Cramer's V	.067	.639
	Contingency Coefficient	.067	.639
N of Valid Cases		372	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Likelihood of Choosing * Recoded Income

Crosstab

			Recoded Income		
			Under \$30,000	\$30,000 - \$49,999	\$50,000 - \$74,000
Recoded Likelihood of Choosing	Definitely Choose	Count	25	61	57
		% within Recoded Income	54.3%	70.1%	62.0%
	Less Likely to Choose	Count	21	26	35
		% within Recoded Income	45.7%	29.9%	38.0%
Total		Count	46	87	92
		% within Recoded Income	100.0%	100.0%	100.0%

Crosstab

			Recoded Income		Total
			\$75,000 - \$99,999	\$100,000 or over	
Recoded Likelihood of Choosing	Definitely Choose	Count % within Recoded Income	25 58.1%	46 69.7%	214 64.1%
	Less Likely to Choose	Count % within Recoded Income	18 41.9%	20 30.3%	120 35.9%
Total		Count % within Recoded Income	43 100.0%	66 100.0%	334 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.013 ^a	4	.286
Likelihood Ratio	5.002	4	.287
Linear-by-Linear Association	.549	1	.459
N of Valid Cases	334		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.45.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.123	.286
	Cramer's V	.123	.286
	Contingency Coefficient	.122	.286
N of Valid Cases		334	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.