

Crosstabs

[DataSet1] C:\Documents and Settings\nmalhotr\Desktop\Book 5E SPSS Files B\Wendy's\Wendy's Data 1450 Recoded.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Recoded Usage of fast foods * To begin, which of the following categories includes your age?	1450	100.0%	0	.0%	1450	100.0%
Recoded Usage of fast foods * Are you...?	1450	100.0%	0	.0%	1450	100.0%
Recoded Usage of fast foods * Recoded Payment Method	1440	99.3%	10	.7%	1450	100.0%
Recoded Usage of fast foods * Recoded Education	1446	99.7%	4	.3%	1450	100.0%
Recoded Usage of fast foods * Recoded Adults	1450	100.0%	0	.0%	1450	100.0%
Recoded Usage of fast foods * Recoded Childreb Less than 5 Years	1450	100.0%	0	.0%	1450	100.0%
Recoded Usage of fast foods * Recoded Children 6 to 11 Years	1450	100.0%	0	.0%	1450	100.0%
Recoded Usage of fast foods * Recoded Children 12-17 Years	1450	100.0%	0	.0%	1450	100.0%
Recoded Usage of fast foods * Recoded Income	1306	90.1%	144	9.9%	1450	100.0%
Recoded Usage of fast foods * Recoded Employment Status	1435	99.0%	15	1.0%	1450	100.0%
Recoded Usage of fast foods * Are you...?	1440	99.3%	10	.7%	1450	100.0%
Recoded Usage of fast foods * region	1450	100.0%	0	.0%	1450	100.0%

Recoded Usage of fast foods * To begin, which of the following categories includes your age?

Crosstab

			To begin, which of the following categories includes			
			18-24	25-29	30-34	35-39
Recoded Usage of fast foods	Light users	Count	239	79	77	59
		% within To begin, which of the following categories includes your age?	41.6%	34.2%	33.6%	32.8%
	Medium users	Count	146	70	80	61
		% within To begin, which of the following categories includes your age?	25.4%	30.3%	34.9%	33.9%
	Heavy users	Count	190	82	72	60
		% within To begin, which of the following categories includes your age?	33.0%	35.5%	31.4%	33.3%
Total		Count	575	231	229	180
		% within To begin, which of the following categories includes your age?	100.0%	100.0%	100.0%	100.0%

Crosstab

			To begin,	Total
			40-45	
Recoded Usage of fast foods	Light users	Count	101	555
		% within To begin, which of the following categories includes your age?	43.0%	38.3%
	Medium users	Count	69	426
		% within To begin, which of the following categories includes your age?	29.4%	29.4%
	Heavy users	Count	65	469
		% within To begin, which of the following categories includes your age?	27.7%	32.3%
Total		Count	235	1450
		% within To begin, which of the following categories includes your age?	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.037 ^a	8	.042
Likelihood Ratio	16.120	8	.041
Linear-by-Linear Association	.162	1	.687
N of Valid Cases	1450		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 52.88.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.005	.012	.382	.702
		Recoded Usage of fast foods Dependent	.009	.023	.382	.702
		To begin, which of the following categories includes your age? Dependent	.000	.000	^c	^c
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.006	.003		.039 ^d
		To begin, which of the following categories includes your age? Dependent	.003	.002		.014 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.105	.042
	Cramer's V	.074	.042
	Contingency Coefficient	.105	.042
N of Valid Cases		1450	

- a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Usage of fast foods * Are you...?

Crosstab

			Are you...?		Total
			Male	Female	
Recoded Usage of fast foods	Light users	Count	205	350	555
		% within Are you...?	32.0%	43.2%	38.3%
	Medium users	Count	205	221	426
		% within Are you...?	32.0%	27.3%	29.4%
	Heavy users	Count	230	239	469
		% within Are you...?	35.9%	29.5%	32.3%
Total	Count	640	810	1450	
	% within Are you...?	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.986 ^a	2	.000
Likelihood Ratio	19.123	2	.000
Linear-by-Linear Association	15.767	1	.000
N of Valid Cases	1450		

- a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 188.03.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.016	.013	1.199	.230
		Recoded Usage of fast foods Dependent	.028	.023	1.199	.230
		Are you...? Dependent	.000	.000	. ^c	. ^c
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.007	.003		.000 ^d
		Are you...? Dependent	.013	.006		.000 ^d

- a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Cannot be computed because the asymptotic standard error equals zero.
d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.114	.000
	Cramer's V	.114	.000
	Contingency Coefficient	.114	.000
N of Valid Cases		1450	

a. Not assuming the null hypothesis.

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

Recoded Usage of fast foods * Recoded Payment Method

Crosstab

			Recoded Payment Method			Total
			Fast food restaurants - Withcash	Fast food restaurants - By creditcard	Fast food restaurants - By debitcard/ch eck/other	
Recoded Usage of fast foods	Llght users	Count	492	21	37	550
		% within Recoded Payment Method	38.5%	45.7%	31.6%	38.2%
	Medium users	Count	378	10	35	423
		% within Recoded Payment Method	29.6%	21.7%	29.9%	29.4%
	Heavy users	Count	407	15	45	467
		% within Recoded Payment Method	31.9%	32.6%	38.5%	32.4%
Total		Count	1277	46	117	1440
		% within Recoded Payment Method	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.412 ^a	4	.353
Likelihood Ratio	4.473	4	.346
Linear-by-Linear Association	2.114	1	.146
N of Valid Cases	1440		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.51.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.008	.009	.884	.377
		Recoded Usage of fast foods Dependent	.009	.010	.884	.377
		Recoded Payment Method Dependent	.000	.000	.	.
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.002	.001		.333 ^d
		Recoded Payment Method Dependent	.001	.002		.387 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

			Value	Approx. Sig.
Nominal by Nominal	Phi		.055	.353
	Cramer's V		.039	.353
	Contingency Coefficient		.055	.353
N of Valid Cases			1440	

a. Not assuming the null hypothesis.

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

Recoded Usage of fast foods * Recoded Education

Crosstab

			Recoded Education		
			Completed high school or less	Some college	Completed college
Recoded Usage of fast foods	Light users	Count	87	237	172
		% within Recoded Education	37.5%	40.2%	37.6%
	Medium users	Count	69	172	135
		% within Recoded Education	29.7%	29.2%	29.5%
	Heavy users	Count	76	180	150
		% within Recoded Education	32.8%	30.6%	32.8%
Total		Count	232	589	457
		% within Recoded Education	100.0%	100.0%	100.0%

Crosstab

			Recoded	
			Post graduate	
Recoded Usage of fast foods	Light users	Count	57	553
		% within Recoded Education	33.9%	38.2%
	Medium users	Count	48	424
		% within Recoded Education	28.6%	29.3%
	Heavy users	Count	63	469
		% within Recoded Education	37.5%	32.4%
Total		Count	168	1446
		% within Recoded Education	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.560 ^a	6	.736
Likelihood Ratio	3.531	6	.740
Linear-by-Linear Association	1.402	1	.236
N of Valid Cases	1446		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 49.26.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.003	.006	.548	.584
		Recoded Usage of fast foods Dependent	.007	.012	.548	.584
		Recoded Education Dependent	.000	.000	^c	^c
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.001	.001		.712 ^d
		Recoded Education Dependent	.001	.001		.753 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.050	.736
	Cramer's V	.035	.736
	Contingency Coefficient	.050	.736
N of Valid Cases		1446	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Usage of fast foods * Recoded Adults

Crosstab

			Recoded Adults		
			One	Two	Three
Recoded Usage of fast foods	Llght users	Count	133	312	68
		% within Recoded Adults	43.3%	37.8%	33.7%
	Medium users	Count	76	260	66
		% within Recoded Adults	24.8%	31.5%	32.7%
	Heavy users	Count	98	253	68
		% within Recoded Adults	31.9%	30.7%	33.7%
Total	Count	307	825	202	
	% within Recoded Adults	100.0%	100.0%	100.0%	

Crosstab

			Recoded	Total
			Four or More	
Recoded Usage of fast foods	Light users	Count	42	555
		% within Recoded Adults	36.2%	38.3%
	Medium users	Count	24	426
		% within Recoded Adults	20.7%	29.4%
	Heavy users	Count	50	469
		% within Recoded Adults	43.1%	32.3%
Total	Count	116	1450	
	% within Recoded Adults	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.578 ^a	6	.016
Likelihood Ratio	15.577	6	.016
Linear-by-Linear Association	5.065	1	.024
N of Valid Cases	1450		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 34.08.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.005	.006	.834	.404
		Recoded Usage of fast foods Dependent	.009	.011	.834	.404
		Recoded Adults Dependent	.000	.000	. ^c	. ^c
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.005	.003		.019 ^d
		Recoded Adults Dependent	.003	.002		.025 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.104	.016
	Cramer's V	.073	.016
	Contingency Coefficient	.103	.016
N of Valid Cases		1450	

a. Not assuming the null hypothesis.

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

Recoded Usage of fast foods * Recoded Childreb Less than 5 Years

Crosstab

			Recoded Childreb Less than 5 Years			Total
			None	One	Two or More	
Recoded Usage of fast foods	Light users	Count	453	70	32	555
		% within Recoded Childreb Less than 5 Years	41.5%	28.6%	28.3%	38.3%
	Medium users	Count	297	97	32	426
		% within Recoded Childreb Less than 5 Years	27.2%	39.6%	28.3%	29.4%
	Heavy users	Count	342	78	49	469
		% within Recoded Childreb Less than 5 Years	31.3%	31.8%	43.4%	32.3%
Total	Count	1092	245	113	1450	
	% within Recoded Childreb Less than 5 Years	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.016 ^a	4	.000
Likelihood Ratio	26.591	4	.000
Linear-by-Linear Association	12.786	1	.000
N of Valid Cases	1450		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 33.20.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.035	.012	2.802	.005
		Recoded Usage of fast foods Dependent	.049	.017	2.802	.005
		Recoded Childreb Less than 5 Years Dependent	.000	.000	^c	^c
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.010	.004		.000 ^d
		Recoded Childreb Less than 5 Years Dependent	.012	.005		.000 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.136	.000
	Cramer's V	.097	.000
	Contingency Coefficient	.135	.000
N of Valid Cases		1450	

a. Not assuming the null hypothesis.

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

Recoded Usage of fast foods * Recoded Children 6 to 11 Years

Crosstab

			Recoded Children 6 to 11 Years			Total
			None	One	Two or More	
Recoded Usage of fast foods	Llght users	Count	463	64	28	555
		% within Recoded Children 6 to 11 Years	39.5%	32.7%	34.1%	38.3%
	Medium users	Count	325	71	30	426
		% within Recoded Children 6 to 11 Years	27.7%	36.2%	36.6%	29.4%
	Heavy users	Count	384	61	24	469
		% within Recoded Children 6 to 11 Years	32.8%	31.1%	29.3%	32.3%
Total		Count	1172	196	82	1450
		% within Recoded Children 6 to 11 Years	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.501 ^a	4	.075
Likelihood Ratio	8.302	4	.081
Linear-by-Linear Association	.351	1	.554
N of Valid Cases	1450		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.09.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.008	.012	.648	.517
		Recoded Usage of fast foods Dependent	.010	.015	.648	.517
		Recoded Children 6 to 11 Years Dependent	.000	.000	.	.
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.003	.002		.084 ^d
		Recoded Children 6 to 11 Years Dependent	.004	.003		.013 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

			Value	Approx. Sig.
Nominal by Nominal	Phi		.077	.075
	Cramer's V		.054	.075
	Contingency Coefficient		.076	.075
N of Valid Cases			1450	

a. Not assuming the null hypothesis.

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

Recoded Usage of fast foods * Recoded Children 12-17 Years

Crosstab

			Recoded Children 12-17 Years			Total
			None	One	Two or More	
Recoded Usage of fast foods	Light users	Count	467	58	30	555
		% within Recoded Children 12-17 Years	38.8%	33.3%	41.1%	38.3%
	Medium users	Count	342	64	20	426
		% within Recoded Children 12-17 Years	28.4%	36.8%	27.4%	29.4%
	Heavy users	Count	394	52	23	469
		% within Recoded Children 12-17 Years	32.8%	29.9%	31.5%	32.3%
Total	Count	1203	174	73	1450	
	% within Recoded Children 12-17 Years	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.471 ^a	4	.242
Likelihood Ratio	5.290	4	.259
Linear-by-Linear Association	.004	1	.951
N of Valid Cases	1450		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.45.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda Symmetric	Recoded Usage of fast foods Dependent	.005	.010	.543	.587
		Recoded Children 12-17 Years Dependent	.007	.012	.543	.587
		Recoded Children 12-17 Years Dependent	.000	.000	^c	^c
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.002	.002		.263 ^d
		Recoded Children 12-17 Years Dependent	.002	.002		.144 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.061	.242
	Cramer's V	.043	.242
	Contingency Coefficient	.061	.242
N of Valid Cases		1450	

a. Not assuming the null hypothesis.

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

Recoded Usage of fast foods * Recoded Income

Crosstab

			Recoded Income			
			Under \$25,000	\$25,000 but under \$50,000	\$50,000 but under \$75,000	\$75,000 but under \$100,000
Recoded Usage of fast foods	Light users	Count	98	156	112	70
		% within Recoded Income	45.8%	37.0%	32.1%	38.5%
	Medium users	Count	57	124	112	51
		% within Recoded Income	26.6%	29.4%	32.1%	28.0%
	Heavy users	Count	59	142	125	61
		% within Recoded Income	27.6%	33.6%	35.8%	33.5%
Total		Count	214	422	349	182
		% within Recoded Income	100.0%	100.0%	100.0%	100.0%

Crosstab

			Recoded	Total
			\$100,000 or more	
Recoded Usage of fast foods	Light users	Count	52	488
		% within Recoded Income	37.4%	37.4%
	Medium users	Count	46	390
		% within Recoded Income	33.1%	29.9%
	Heavy users	Count	41	428
		% within Recoded Income	29.5%	32.8%
Total	Count	139	1306	
	% within Recoded Income	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.134 ^a	8	.145
Likelihood Ratio	12.080	8	.148
Linear-by-Linear Association	1.396	1	.237
N of Valid Cases	1306		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 41.51.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.008	.009	.845	.398
		Recoded Usage of fast foods Dependent	.016	.019	.845	.398
		Recoded Income Dependent	.000	.000	^c	^c
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.005	.003		.122 ^d
		Recoded Income Dependent	.002	.001		.134 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.096	.145
	Cramer's V	.068	.145
	Contingency Coefficient	.096	.145
N of Valid Cases		1306	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Usage of fast foods * Recoded Employment Status

Crosstab

			Recoded Employment Status		
			Full-time	Part-time	Student
Recoded Usage of fast foods	Light users	Count	292	54	115
		% within Recoded Employment Status	34.2%	40.0%	45.3%
	Medium users	Count	257	36	61
		% within Recoded Employment Status	30.1%	26.7%	24.0%
	Heavy users	Count	305	45	78
		% within Recoded Employment Status	35.7%	33.3%	30.7%
Total	Count	854	135	254	
	% within Recoded Employment Status	100.0%	100.0%	100.0%	

Crosstab

			Recoded	Total
			Homemaker/ Unemployed/ Retired	
Recoded Usage of fast foods	Light users	Count	86	547
		% within Recoded Employment Status	44.8%	38.1%
	Medium users	Count	67	421
		% within Recoded Employment Status	34.9%	29.3%
	Heavy users	Count	39	467
		% within Recoded Employment Status	20.3%	32.5%
Total		Count	192	1435
		% within Recoded Employment Status	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.957 ^a	6	.000
Likelihood Ratio	27.119	6	.000
Linear-by-Linear Association	18.761	1	.000
N of Valid Cases	1435		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 39.61.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.009	.017	.532	.595
		Recoded Usage of fast foods Dependent	.015	.027	.532	.595
		Recoded Employment Status Dependent	.000	.000	^c	^c
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.009	.003		.000 ^d
		Recoded Employment Status Dependent	.008	.003		.000 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.134	.000
	Cramer's V	.095	.000
	Contingency Coefficient	.133	.000
N of Valid Cases		1435	

a. Not assuming the null hypothesis.

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

Recoded Usage of fast foods * Are you...?

Crosstab

			Are you...?		Total
			Single/separated/divorced/widowed	Married/living as married	
Recoded Usage of fast foods	Light users	Count	276	274	550
		% within Are you...?	41.0%	35.7%	38.2%
	Medium users	Count	170	252	422
		% within Are you...?	25.3%	32.9%	29.3%
	Heavy users	Count	227	241	468
		% within Are you...?	33.7%	31.4%	32.5%
Total	Count	673	767	1440	
	% within Are you...?	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.267 ^a	2	.006
Likelihood Ratio	10.321	2	.006
Linear-by-Linear Association	.452	1	.502
N of Valid Cases	1440		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 197.23.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.001	.015	.085	.932
		Recoded Usage of fast foods Dependent	.000	.000	.	.
		Are you...? Dependent	.003	.035	.085	.932
	Goodman and Kruskal tau	Recoded Usage of fast foods Dependent	.003	.002		.007 ^d
		Are you...? Dependent	.007	.004		.006 ^d

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.084	.006
	Cramer's V	.084	.006
	Contingency Coefficient	.084	.006
N of Valid Cases		1440	

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.

Recoded Usage of fast foods * region

Crosstab

			region		
			Northeast	Midwest	South
Recoded Usage of fast foods	Llght users	Count	115	139	194
		% within region	35.4%	38.2%	40.7%
	Medium users	Count	89	114	130
		% within region	27.4%	31.3%	27.3%
	Heavy users	Count	121	111	153
		% within region	37.2%	30.5%	32.1%
Total	Count	325	364	477	
	% within region	100.0%	100.0%	100.0%	

Crosstab

			region	Total
			West	
Recoded Usage of fast foods	Llght users	Count	107	555
		% within region	37.7%	38.3%
	Medium users	Count	93	426
		% within region	32.7%	29.4%
	Heavy users	Count	84	469
		% within region	29.6%	32.3%
Total	Count	284	1450	
	% within region	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.655 ^a	6	.264
Likelihood Ratio	7.554	6	.273
Linear-by-Linear Association	2.276	1	.131
N of Valid Cases	1450		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 83.44.

Directional Measures

			Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Lambda	Symmetric	.003	.008	.391	.696
		Recoded Usage of fast foods	.007	.017	.391	.696
		Dependent region	.000	.000	. ^c	. ^c
	Goodman and Kruskal tau	Recoded Usage of fast foods	.003	.002		.278 ^d
		Dependent region	.002	.001		.281 ^d
		Dependent region				

a. Not assuming the null hypothesis.

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

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on chi-square approximation

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.073	.264
	Cramer's V	.051	.264
	Contingency Coefficient	.072	.264
N of Valid Cases		1450	

a. Not assuming the null hypothesis.

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