**Crosstab:**

|  |  |
| --- | --- |
| **Do you use beursgids.nl?** | |
| With... | **Would you be interested in our JavaCharts for the Blackberry?** |

|  |  |  |
| --- | --- | --- |
| *Statistical Values* | | |
| *Chi Sq* | *df* | *Sig* |
| 10.63 | 1 | 0.00 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Observed Frequencies** | |  |  |
|  | **Yes** | **No** | **Grand Total** |
| **No** | 13 | 78 | 91 |
| **Yes** | 2 | 0 | 2 |
| **Grand Total** | 15 | 78 | 93 |
|  |  |  |  |
| **There IS a significant association between these two variables.** | | | |
| (95% level of confidence) | |  |  |
|  |  |  |  |
| **Column Percents** |  |  |  |
|  | **Yes** | **No** | **Grand Total** |
| **No** | 87% | 100% | 98% |
| **Yes** | 13% | 0% | 2% |
| **Grand Total** | 100% | 100% | 100% |

Conclusion:  
There is a significant correlation between users who are interested in the JavaCharts for the Blackberry and users who visit the website beursgids.nl. 100% of the respondents who are not interested in the JavaCharts for the Blackberry do not visit the website beursgids.nl.

Recommendation:  
Take no action to promote the Blackberry to customers who use beursgids.nl.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Do you use esignal.com?** | |  |  |  |  |  |  |
| With... | **Would you be interested in our JavaCharts for the Blackberry?** | | | | | |  |
|  |  |  |  |  |  |  |  |
| **Observed Frequencies** | |  |  |  |  |  |  |
|  | **Yes** | **No** | **Grand Total** |  | *Statistical Values* | | |
| **No** | 13 | 77 | 90 |  | *Chi Sq* | *df* | *Sig* |
| **Yes** | 2 | 1 | 3 |  | 5.85 | 1 | 0.02 |
| **Grand Total** | 15 | 78 | 93 |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **There IS a significant association between these two variables.** | | | | |  |  |  |
| (95% level of confidence) | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Column Percents** |  |  |  |  |  |  |  |
|  | **Yes** | **No** | **Grand Total** |  |  |  |  |
| **No** | 87% | 99% | 97% |  |  |  |  |
| **Yes** | 13% | 1% | 3% |  |  |  |  |
| **Grand Total** | 100% | 100% | 100% |  |  |  |  |

Conclusion:  
99% of the respondents who are not interested in the JavaCharts for the Blackberry do not visit the website esignal.com.

Recommendation:   
Take no action to promote the iPhone to customers who use signal.com.