```
FREQUENCIES VARIABLES=Consum_Freq
 /BARCHART FREQ
 /ORDER=ANALYSIS.
```

Frequencies

1. How often do people consume energy drinks?

Notes

| Output Created		01-MAR-2025 03:39:01
Comments		
Input	Data	E:\WORK\Portfolio\Research\Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Consum_Freq /BARCHART FREQ /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.31
	Elapsed Time	00:00:00.37

Statistics

Q7: Energy drinks consume frequency.

N	Valid	369
	Missing	1

Q7: Energy drinks consume frequency.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	51	13.8	13.8	13.8
	3–4 times a week	78	21.1	21.1	35.0
	1–2 times a week	24	6.5	6.5	41.5
	Occasionally (less than once a week)	156	42.2	42.3	83.7
	Never	60	16.2	16.3	100.0
	Total	369	99.7	100.0	
Missing	System	1	.3		
Total		370	100.0		

Q7: Energy drinks consume frequency.
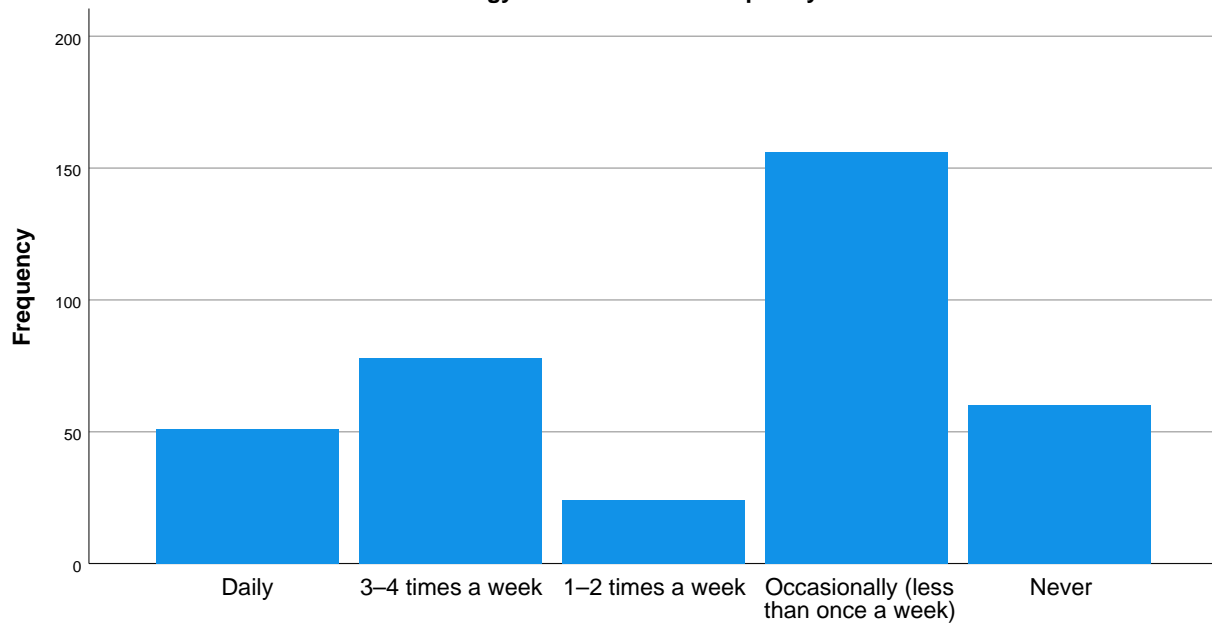
Q7: Energy drinks consume frequency.

```
CROSSTABS
 /TABLES=Consum_Freq BY Age_Group Gender City Occupation Income_Range
```

```
/FORMAT=AVALUE TABLES
/STATISTICS=CHISQ
/CELLS=COUNT ROW COLUMN
/COUNT ROUND CELL.
```

Crosstabs

1. How often do different demographics consume energy drinks?

Notes

Output Created		01-MAR-2025 03:42:49
Comments		
Input	Data	E: \WORK\Portfolio\Research \Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis. sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Notes

Syntax		CROSSTABS /TABLES=Consum_Freq BY Age_Group Gender City Occupation Income_Range /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q7: Energy drinks consume frequency. * Q1: Age.	369	99.7%	1	0.3%	370	100.0%
Q7: Energy drinks consume frequency. * Q2: Gender.	369	99.7%	1	0.3%	370	100.0%
Q7: Energy drinks consume frequency. * Q4: City of Residency.	369	99.7%	1	0.3%	370	100.0%
Q7: Energy drinks consume frequency. * Q5: Occupation.	369	99.7%	1	0.3%	370	100.0%
Q7: Energy drinks consume frequency. * Q6: Monthly income range.	369	99.7%	1	0.3%	370	100.0%

Q7: Energy drinks consume frequency. * Q1: Age.

Crosstab

			Q1: Age.	
			Under 18	18–24
Q7: Energy drinks consume frequency.	Daily	Count	0	21
		% within Q7: Energy drinks consume frequency.	0.0%	41.2%
		% within Q1: Age.	0.0%	10.9%
	3–4 times a week	Count	24	54
		% within Q7: Energy drinks consume frequency.	30.8%	69.2%
		% within Q1: Age.	100.0%	28.1%
	1–2 times a week	Count	0	15
		% within Q7: Energy drinks consume frequency.	0.0%	62.5%
		% within Q1: Age.	0.0%	7.8%
	Occasionally (less than once a week)	Count	0	57
		% within Q7: Energy drinks consume frequency.	0.0%	36.5%
		% within Q1: Age.	0.0%	29.7%
	Never	Count	0	45
		% within Q7: Energy drinks consume frequency.	0.0%	75.0%
		% within Q1: Age.	0.0%	23.4%
Total		Count	24	192
		% within Q7: Energy drinks consume frequency.	6.5%	52.0%
		% within Q1: Age.	100.0%	100.0%

Crosstab

			Q1: Age. 25–34	Q1: Age. 35–44
Q7: Energy drinks consume frequency.	Daily	Count	30	0
		% within Q7: Energy drinks consume frequency.	58.8%	0.0%
		% within Q1: Age.	25.6%	0.0%
	3–4 times a week	Count	0	0
		% within Q7: Energy drinks consume frequency.	0.0%	0.0%
		% within Q1: Age.	0.0%	0.0%
	1–2 times a week	Count	9	0
		% within Q7: Energy drinks consume frequency.	37.5%	0.0%
		% within Q1: Age.	7.7%	0.0%
	Occasionally (less than once a week)	Count	78	21
		% within Q7: Energy drinks consume frequency.	50.0%	13.5%
		% within Q1: Age.	66.7%	100.0%
	Never	Count	0	0
		% within Q7: Energy drinks consume frequency.	0.0%	0.0%
		% within Q1: Age.	0.0%	0.0%
Total		Count	117	21
		% within Q7: Energy drinks consume frequency.	31.7%	5.7%
		% within Q1: Age.	100.0%	100.0%

Crosstab

			Q1: Age. 45+	Total
Q7: Energy drinks consume frequency.	Daily	Count	0	51
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q1: Age.	0.0%	13.8%
	3–4 times a week	Count	0	78
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q1: Age.	0.0%	21.1%
	1–2 times a week	Count	0	24
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q1: Age.	0.0%	6.5%
	Occasionally (less than once a week)	Count	0	156
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q1: Age.	0.0%	42.3%
	Never	Count	15	60
		% within Q7: Energy drinks consume frequency.	25.0%	100.0%
		% within Q1: Age.	100.0%	16.3%
Total		Count	15	369
		% within Q7: Energy drinks consume frequency.	4.1%	100.0%
		% within Q1: Age.	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	287.137[a]	16	.000
Likelihood Ratio	295.523	16	.000
Linear-by-Linear Association	33.482	1	.000
N of Valid Cases	369		

a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .98.

Q7: Energy drinks consume frequency. * Q2: Gender.

Crosstab

			Q2: Gender.	
			Male	Female
Q7: Energy drinks consume frequency.	Daily	Count	21	30
		% within Q7: Energy drinks consume frequency.	41.2%	58.8%
		% within Q2: Gender.	12.1%	16.7%
	3–4 times a week	Count	30	33
		% within Q7: Energy drinks consume frequency.	38.5%	42.3%
		% within Q2: Gender.	17.2%	18.3%
	1–2 times a week	Count	9	15
		% within Q7: Energy drinks consume frequency.	37.5%	62.5%
		% within Q2: Gender.	5.2%	8.3%
	Occasionally (less than once a week)	Count	99	57
		% within Q7: Energy drinks consume frequency.	63.5%	36.5%
		% within Q2: Gender.	56.9%	31.7%

Crosstab

Q7: Energy drinks consume frequency.			Q2: Gender. Prefer not to say
Q7: Energy drinks consume frequency.	Daily	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q2: Gender.	0.0%
	3–4 times a week	Count	15
		% within Q7: Energy drinks consume frequency.	19.2%
		% within Q2: Gender.	100.0%
	1–2 times a week	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q2: Gender.	0.0%
	Occasionally (less than once a week)	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q2: Gender.	0.0%

Crosstab

			Total
Q7: Energy drinks consume frequency.	Daily	Count	51
		% within Q7: Energy drinks consume frequency.	100.0%
		% within Q2: Gender.	13.8%
	3–4 times a week	Count	78
		% within Q7: Energy drinks consume frequency.	100.0%
		% within Q2: Gender.	21.1%
	1–2 times a week	Count	24
		% within Q7: Energy drinks consume frequency.	100.0%
		% within Q2: Gender.	6.5%
	Occasionally (less than once a week)	Count	156
		% within Q7: Energy drinks consume frequency.	100.0%
		% within Q2: Gender.	42.3%

Crosstab

			Q2: Gender.	
			Male	Female
	Never	Count	15	45
		% within Q7: Energy drinks consume frequency.	25.0%	75.0%
		% within Q2: Gender.	8.6%	25.0%
Total		Count	174	180
		% within Q7: Energy drinks consume frequency.	47.2%	48.8%
		% within Q2: Gender.	100.0%	100.0%

Crosstab

			Q2: Gender. Prefer not to say
Never		Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q2: Gender.	0.0%
Total		Count	15
		% within Q7: Energy drinks consume frequency.	4.1%
		% within Q2: Gender.	100.0%

Crosstab

			Total
Never		Count	60
		% within Q7: Energy drinks consume frequency.	100.0%
		% within Q2: Gender.	16.3%
Total		Count	369
		% within Q7: Energy drinks consume frequency.	100.0%
		% within Q2: Gender.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	89.014[a]	8	.000
Likelihood Ratio	79.394	8	.000
Linear-by-Linear Association	4.389	1	.036
N of Valid Cases	369		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .98.

Q7: Energy drinks consume frequency. * Q4: City of Residency.

Crosstab

			Q4: City of Residency. Cairo	Q4: City of Residency. Giza
Q7: Energy drinks consume frequency.	Daily	Count	21	0
		% within Q7: Energy drinks consume frequency.	41.2%	0.0%
		% within Q4: City of Residency.	12.1%	0.0%
	3–4 times a week	Count	33	0
		% within Q7: Energy drinks consume frequency.	42.3%	0.0%
		% within Q4: City of Residency.	19.0%	0.0%
	1–2 times a week	Count	15	0
		% within Q7: Energy drinks consume frequency.	62.5%	0.0%
		% within Q4: City of Residency.	8.6%	0.0%
	Occasionally (less than once a week)	Count	75	36
		% within Q7: Energy drinks consume frequency.	48.1%	23.1%
		% within Q4: City of Residency.	43.1%	100.0%
	Never	Count	30	0
		% within Q7: Energy drinks consume frequency.	50.0%	0.0%
		% within Q4: City of Residency.	17.2%	0.0%
Total		Count	174	36
		% within Q7: Energy drinks consume frequency.	47.2%	9.8%
		% within Q4: City of Residency.	100.0%	100.0%

Crosstab

| | | | Q4: City of ... |
			Alexandria
Q7: Energy drinks consume frequency.	Daily	Count	30
		% within Q7: Energy drinks consume frequency.	58.8%
		% within Q4: City of Residency.	20.8%
	3–4 times a week	Count	45
		% within Q7: Energy drinks consume frequency.	57.7%
		% within Q4: City of Residency.	31.3%
	1–2 times a week	Count	9
		% within Q7: Energy drinks consume frequency.	37.5%
		% within Q4: City of Residency.	6.3%
	Occasionally (less than once a week)	Count	45
		% within Q7: Energy drinks consume frequency.	28.8%
		% within Q4: City of Residency.	31.3%
	Never	Count	15
		% within Q7: Energy drinks consume frequency.	25.0%
		% within Q4: City of Residency.	10.4%
Total		Count	144
		% within Q7: Energy drinks consume frequency.	39.0%
		% within Q4: City of Residency.	100.0%

Crosstab

| | | | Q4: City of ... | |
			Port Said	Total
Q7: Energy drinks consume frequency.	Daily	Count	0	51
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	13.8%
	3–4 times a week	Count	0	78
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	21.1%
	1–2 times a week	Count	0	24
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	6.5%
	Occasionally (less than once a week)	Count	0	156
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	42.3%
	Never	Count	15	60
		% within Q7: Energy drinks consume frequency.	25.0%	100.0%
		% within Q4: City of Residency.	100.0%	16.3%
Total		Count	15	369
		% within Q7: Energy drinks consume frequency.	4.1%	100.0%
		% within Q4: City of Residency.	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	147.777[a]	12	.000
Likelihood Ratio	137.033	12	.000
Linear-by-Linear Association	1.342	1	.247
N of Valid Cases	369		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is .98.

Q7: Energy drinks consume frequency. * Q5: Occupation.

Crosstab

			Q5: ... Student
Q7: Energy drinks consume frequency.	Daily	Count	15
		% within Q7: Energy drinks consume frequency.	29.4%
		% within Q5: Occupation.	12.8%
	3–4 times a week	Count	48
		% within Q7: Energy drinks consume frequency.	61.5%
		% within Q5: Occupation.	41.0%
	1–2 times a week	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q5: Occupation.	0.0%
	Occasionally (less than once a week)	Count	24
		% within Q7: Energy drinks consume frequency.	15.4%
		% within Q5: Occupation.	20.5%

Crosstab

			Q5: Occupation.
			Working Professional
Q7: Energy drinks consume frequency.	Daily	Count	36
		% within Q7: Energy drinks consume frequency.	70.6%
		% within Q5: Occupation.	17.0%
	3–4 times a week	Count	15
		% within Q7: Energy drinks consume frequency.	19.2%
		% within Q5: Occupation.	7.1%
	1–2 times a week	Count	24
		% within Q7: Energy drinks consume frequency.	100.0%
		% within Q5: Occupation.	11.3%
	Occasionally (less than once a week)	Count	122
		% within Q7: Energy drinks consume frequency.	78.2%
		% within Q5: Occupation.	57.5%

Crosstab

			Q5: Occupation.
			Self-employed
Q7: Energy drinks consume frequency.	Daily	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q5: Occupation.	0.0%
	3–4 times a week	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q5: Occupation.	0.0%
	1–2 times a week	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q5: Occupation.	0.0%
	Occasionally (less than once a week)	Count	9
		% within Q7: Energy drinks consume frequency.	5.8%
		% within Q5: Occupation.	37.5%

Crosstab

			Q5: ...	
			Other	Total
Q7: Energy drinks consume frequency.	Daily	Count	0	51
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q5: Occupation.	0.0%	13.8%
	3–4 times a week	Count	15	78
		% within Q7: Energy drinks consume frequency.	19.2%	100.0%
		% within Q5: Occupation.	93.8%	21.1%
	1–2 times a week	Count	0	24
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q5: Occupation.	0.0%	6.5%
	Occasionally (less than once a week)	Count	1	156
		% within Q7: Energy drinks consume frequency.	0.6%	100.0%
		% within Q5: Occupation.	6.3%	42.3%

Crosstab

			Q5: ...
			Student
	Never	Count	30
		% within Q7: Energy drinks consume frequency.	50.0%
		% within Q5: Occupation.	25.6%
Total		Count	117
		% within Q7: Energy drinks consume frequency.	31.7%
		% within Q5: Occupation.	100.0%

Crosstab

			Q5: Occupation.
			Working Professional
Never	Count		15
	% within Q7: Energy drinks consume frequency.		25.0%
	% within Q5: Occupation.		7.1%
Total	Count		212
	% within Q7: Energy drinks consume frequency.		57.5%
	% within Q5: Occupation.		100.0%

Crosstab

			Q5: Occupation.
			Self-employed
Never	Count		15
	% within Q7: Energy drinks consume frequency.		25.0%
	% within Q5: Occupation.		62.5%
Total	Count		24
	% within Q7: Energy drinks consume frequency.		6.5%
	% within Q5: Occupation.		100.0%

Crosstab

			Q5: ...	
			Other	Total
Never		Count	0	60
		% within Q7: Energy drinks consume frequency.	0.0%	100.0%
		% within Q5: Occupation.	0.0%	16.3%
Total		Count	16	369
		% within Q7: Energy drinks consume frequency.	4.3%	100.0%
		% within Q5: Occupation.	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	192.960[a]	12	.000
Likelihood Ratio	191.994	12	.000
Linear-by-Linear Association	.015	1	.903
N of Valid Cases	369		

a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is 1.04.

Q7: Energy drinks consume frequency. * Q6: Monthly income range.

Crosstab

			Q6: Monthly ... Less than EGP 5,000
Q7: Energy drinks consume frequency.	Daily	Count	15
		% within Q7: Energy drinks consume frequency.	29.4%
		% within Q6: Monthly income range.	17.2%
	3–4 times a week	Count	48
		% within Q7: Energy drinks consume frequency.	61.5%
		% within Q6: Monthly income range.	55.2%
	1–2 times a week	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q6: Monthly income range.	0.0%
	Occasionally (less than once a week)	Count	9
		% within Q7: Energy drinks consume frequency.	5.8%
		% within Q6: Monthly income range.	10.3%
	Never	Count	15
		% within Q7: Energy drinks consume frequency.	25.0%
		% within Q6: Monthly income range.	17.2%
Total		Count	87
		% within Q7: Energy drinks consume frequency.	23.6%
		% within Q6: Monthly income range.	100.0%

Crosstab

			Q6: Monthly ...
			EGP 5,000– 10,000
Q7: Energy drinks consume frequency.	Daily	Count	36
		% within Q7: Energy drinks consume frequency.	70.6%
		% within Q6: Monthly income range.	20.7%
	3–4 times a week	Count	15
		% within Q7: Energy drinks consume frequency.	19.2%
		% within Q6: Monthly income range.	8.6%
	1–2 times a week	Count	15
		% within Q7: Energy drinks consume frequency.	62.5%
		% within Q6: Monthly income range.	8.6%
	Occasionally (less than once a week)	Count	93
		% within Q7: Energy drinks consume frequency.	59.6%
		% within Q6: Monthly income range.	53.4%
	Never	Count	15
		% within Q7: Energy drinks consume frequency.	25.0%
		% within Q6: Monthly income range.	8.6%
Total		Count	174
		% within Q7: Energy drinks consume frequency.	47.2%
		% within Q6: Monthly income range.	100.0%

Crosstab

			Q6: Monthly ...
			EGP 10,001–20,000
Q7: Energy drinks consume frequency.	Daily	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q6: Monthly income range.	0.0%
	3–4 times a week	Count	15
		% within Q7: Energy drinks consume frequency.	19.2%
		% within Q6: Monthly income range.	16.1%
	1–2 times a week	Count	9
		% within Q7: Energy drinks consume frequency.	37.5%
		% within Q6: Monthly income range.	9.7%
	Occasionally (less than once a week)	Count	54
		% within Q7: Energy drinks consume frequency.	34.6%
		% within Q6: Monthly income range.	58.1%
	Never	Count	15
		% within Q7: Energy drinks consume frequency.	25.0%
		% within Q6: Monthly income range.	16.1%
Total		Count	93
		% within Q7: Energy drinks consume frequency.	25.2%
		% within Q6: Monthly income range.	100.0%

Crosstab

			Q6: Monthly ... EGP 20,001–30,000
Q7: Energy drinks consume frequency.	Daily	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q6: Monthly income range.	0.0%
	3–4 times a week	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q6: Monthly income range.	0.0%
	1–2 times a week	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q6: Monthly income range.	0.0%
	Occasionally (less than once a week)	Count	0
		% within Q7: Energy drinks consume frequency.	0.0%
		% within Q6: Monthly income range.	0.0%
	Never	Count	15
		% within Q7: Energy drinks consume frequency.	25.0%
		% within Q6: Monthly income range.	100.0%
Total		Count	15
		% within Q7: Energy drinks consume frequency.	4.1%
		% within Q6: Monthly income range.	100.0%

Crosstab

				Total
Q7: Energy drinks consume frequency.	Daily	Count		51
		% within Q7: Energy drinks consume frequency.		100.0%
		% within Q6: Monthly income range.		13.8%
	3–4 times a week	Count		78
		% within Q7: Energy drinks consume frequency.		100.0%
		% within Q6: Monthly income range.		21.1%
	1–2 times a week	Count		24
		% within Q7: Energy drinks consume frequency.		100.0%
		% within Q6: Monthly income range.		6.5%
	Occasionally (less than once a week)	Count		156
		% within Q7: Energy drinks consume frequency.		100.0%
		% within Q6: Monthly income range.		42.3%
	Never	Count		60
		% within Q7: Energy drinks consume frequency.		100.0%
		% within Q6: Monthly income range.		16.3%
Total		Count		369
		% within Q7: Energy drinks consume frequency.		100.0%
		% within Q6: Monthly income range.		100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	204.653[a]	12	.000
Likelihood Ratio	197.882	12	.000
Linear-by-Linear Association	59.966	1	.000
N of Valid Cases	369		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is .98.

```
FREQUENCIES VARIABLES=Occ_work Occ_exercise Occ_social Occ_tired
  /BARCHART FREQ
  /ORDER=ANALYSIS.
```

Frequencies

2. What are the typical occasions for consumption (e.g., during work, exercise , social events)?

Notes

Output Created		01-MAR-2025 03:45:38
Comments		
Input	Data	E:\WORK\Portfolio\Research\Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Occ_work Occ_exercise Occ_social Occ_tired /BARCHART FREQ /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.81
	Elapsed Time	00:00:00.75

Statistics

		Q8: Consumes energy drinks during work/studies.	Q8: Consumes energy drinks during exercise.	Q8: Consumes energy drinks during social events.	Q8: Consumes energy drinks when tired/low energy
N	Valid	369	369	369	369
	Missing	1	1	1	1

```
CROSSTABS
 /TABLES=Occ_work Occ_exercise Occ_social Occ_tired BY Preference_Natural_Ingrid
   Preference_Low_Sugar Preference_Caffeine
 /FORMAT=AVALUE TABLES
 /STATISTICS=CHISQ
 /CELLS=COUNT ROW COLUMN
 /COUNT ROUND CELL.
```

Crosstabs

4. Do respondents who consume energy drinks during exercise (Q8) prioritize nayral ingridients , low sugar content , or caffeine (Q11) more than others ?

Notes

Output Created		01-MAR-2025 03:56:38
Comments		
Input	Data	E: \WORK\Portfolio\Research \Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis. sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Notes

Syntax		CROSSTABS
		  /TABLES=Occ_work
		Occ_exercise Occ_social
		Occ_tired BY
		Preference_Natural_Ingrid
		  Preference_Low_Sugar
		Preference_Caffeine
		  /FORMAT=AVALUE
		TABLES
		  /STATISTICS=CHISQ
		  /CELLS=COUNT ROW
		COLUMN
		  /COUNT ROUND CELL.

Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q8: Consumes energy drinks during work/studies. * Q10: Preference for natural ingredients.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks during work/studies. * Q11: Preference for low sugar.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks during work/studies. * Q12: Preference for caffeine.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks during exercise. * Q10: Preference for natural ingredients.	369	99.7%	1	0.3%	370	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q8: Consumes energy drinks during exercise. * Q11: Preference for low sugar.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks during exercise. * Q12: Preference for caffeine.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks during social events. * Q10: Preference for natural ingredients.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks during social events. * Q11: Preference for low sugar.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks during social events. * Q12: Preference for caffeine.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks when tired/low energy * Q10: Preference for natural ingredients.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks when tired/low energy * Q11: Preference for low sugar.	369	99.7%	1	0.3%	370	100.0%
Q8: Consumes energy drinks when tired/low energy * Q12: Preference for caffeine.	369	99.7%	1	0.3%	370	100.0%

Q8: Consumes energy drinks during work/studies. * Q10: Preference for natural ingredients.

Crosstab

| | | | Q10: Preference for natural ingredients. | |
			Yes	I don't care
Q8: Consumes energy drinks during work/studies.	No	Count	111	60
		% within Q8: Consumes energy drinks during work/studies.	64.9%	35.1%
		% within Q10: Preference for natural ingredients.	46.3%	46.5%
	Yes	Count	129	69
		% within Q8: Consumes energy drinks during work/studies.	65.2%	34.8%
		% within Q10: Preference for natural ingredients.	53.8%	53.5%
Total		Count	240	129
		% within Q8: Consumes energy drinks during work/studies.	65.0%	35.0%
		% within Q10: Preference for natural ingredients.	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during work/studies.	No	Count	171
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q10: Preference for natural ingredients.	46.3%
	Yes	Count	198
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q10: Preference for natural ingredients.	53.7%
Total		Count	369
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q10: Preference for natural ingredients.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.002[a]	1	.962		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.002	1	.962		
Fisher's Exact Test				1.000	.524
Linear-by-Linear Association	.002	1	.962		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 59.78.

b. Computed only for a 2x2 table

Q8: Consumes energy drinks during work/studies. * Q11: Preference for low sugar.

Crosstab

			Q11: Preference for low sugar.		
			Yes	No	I don't care
Q8: Consumes energy drinks during work/studies.	No	Count	102	0	69
		% within Q8: Consumes energy drinks during work/studies.	59.6%	0.0%	40.4%
		% within Q11: Preference for low sugar.	69.4%	0.0%	50.0%
	Yes	Count	45	84	69
		% within Q8: Consumes energy drinks during work/studies.	22.7%	42.4%	34.8%
		% within Q11: Preference for low sugar.	30.6%	100.0%	50.0%
Total		Count	147	84	138
		% within Q8: Consumes energy drinks during work/studies.	39.8%	22.8%	37.4%
		% within Q11: Preference for low sugar.	100.0%	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during work/studies.	No	Count	171
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q11: Preference for low sugar.	46.3%
	Yes	Count	198
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q11: Preference for low sugar.	53.7%
Total		Count	369
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q11: Preference for low sugar.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	104.687[a]	2	.000
Likelihood Ratio	137.164	2	.000
Linear-by-Linear Association	11.705	1	.001
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 38.93.

Q8: Consumes energy drinks during work/studies. * Q12: Preference for caffeine.

Crosstab

			Q12: Preference for caffeine.		
			Yes	No	I don't care
Q8: Consumes energy drinks during work/studies.	No	Count	39	24	108
		% within Q8: Consumes energy drinks during work/studies.	22.8%	14.0%	63.2%
		% within Q12: Preference for caffeine.	28.3%	38.1%	64.3%
	Yes	Count	99	39	60
		% within Q8: Consumes energy drinks during work/studies.	50.0%	19.7%	30.3%
		% within Q12: Preference for caffeine.	71.7%	61.9%	35.7%
Total		Count	138	63	168
		% within Q8: Consumes energy drinks during work/studies.	37.4%	17.1%	45.5%
		% within Q12: Preference for caffeine.	100.0%	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during work/studies.	No	Count	171
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q12: Preference for caffeine.	46.3%
	Yes	Count	198
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q12: Preference for caffeine.	53.7%
Total		Count	369
		% within Q8: Consumes energy drinks during work/studies.	100.0%
		% within Q12: Preference for caffeine.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	41.620[a]	2	.000
Likelihood Ratio	42.514	2	.000
Linear-by-Linear Association	40.108	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 29.20.

Q8: Consumes energy drinks during exercise. * Q10: Preference for natural ingredients.

Crosstab

			Q10: Preference for natural ingredients.	
			Yes	I don't care
Q8: Consumes energy drinks during exercise.	No	Count	201	129
		% within Q8: Consumes energy drinks during exercise.	60.9%	39.1%
		% within Q10: Preference for natural ingredients.	83.8%	100.0%
	Yes	Count	39	0
		% within Q8: Consumes energy drinks during exercise.	100.0%	0.0%
		% within Q10: Preference for natural ingredients.	16.3%	0.0%
Total		Count	240	129
		% within Q8: Consumes energy drinks during exercise.	65.0%	35.0%
		% within Q10: Preference for natural ingredients.	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during exercise.	No	Count	330
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q10: Preference for natural ingredients.	89.4%
	Yes	Count	39
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q10: Preference for natural ingredients.	10.6%
Total		Count	369
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q10: Preference for natural ingredients.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	23.440[a]	1	.000		
Continuity Correction[b]	21.752	1	.000		
Likelihood Ratio	35.989	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	23.376	1	.000		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.63.

b. Computed only for a 2x2 table

Q8: Consumes energy drinks during exercise. * Q11: Preference for low sugar.

Crosstab

			Q11: Preference for low sugar.		
			Yes	No	I don't care
Q8: Consumes energy drinks during exercise.	No	Count	108	84	138
		% within Q8: Consumes energy drinks during exercise.	32.7%	25.5%	41.8%
		% within Q11: Preference for low sugar.	73.5%	100.0%	100.0%
	Yes	Count	39	0	0
		% within Q8: Consumes energy drinks during exercise.	100.0%	0.0%	0.0%
		% within Q11: Preference for low sugar.	26.5%	0.0%	0.0%
Total		Count	147	84	138
		% within Q8: Consumes energy drinks during exercise.	39.8%	22.8%	37.4%
		% within Q11: Preference for low sugar.	100.0%	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during exercise.	No	Count	330
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q11: Preference for low sugar.	89.4%
	Yes	Count	39
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q11: Preference for low sugar.	10.6%
Total		Count	369
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q11: Preference for low sugar.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	65.859[a]	2	.000
Likelihood Ratio	78.920	2	.000
Linear-by-Linear Association	53.637	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.88.

Q8: Consumes energy drinks during exercise. * Q12: Preference for caffeine.

Crosstab

			Q12: Preference for caffeine.		
			Yes	No	I don't care
Q8: Consumes energy drinks during exercise.	No	Count	123	57	150
		% within Q8: Consumes energy drinks during exercise.	37.3%	17.3%	45.5%
		% within Q12: Preference for caffeine.	89.1%	90.5%	89.3%
	Yes	Count	15	6	18
		% within Q8: Consumes energy drinks during exercise.	38.5%	15.4%	46.2%
		% within Q12: Preference for caffeine.	10.9%	9.5%	10.7%
Total		Count	138	63	168
		% within Q8: Consumes energy drinks during exercise.	37.4%	17.1%	45.5%
		% within Q12: Preference for caffeine.	100.0%	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during exercise.	No	Count	330
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q12: Preference for caffeine.	89.4%
	Yes	Count	39
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q12: Preference for caffeine.	10.6%
Total		Count	369
		% within Q8: Consumes energy drinks during exercise.	100.0%
		% within Q12: Preference for caffeine.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.090[a]	2	.956
Likelihood Ratio	.092	2	.955
Linear-by-Linear Association	.001	1	.975
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.66.

Q8: Consumes energy drinks during social events. * Q10: Preference for natural ingredients.

Crosstab

			Q10: Preference for natural ingredients.	
			Yes	I don't care
Q8: Consumes energy drinks during social events.	No	Count	178	129
		% within Q8: Consumes energy drinks during social events.	58.0%	42.0%
		% within Q10: Preference for natural ingredients.	74.2%	100.0%
	Yes	Count	62	0
		% within Q8: Consumes energy drinks during social events.	100.0%	0.0%
		% within Q10: Preference for natural ingredients.	25.8%	0.0%
Total		Count	240	129
		% within Q8: Consumes energy drinks during social events.	65.0%	35.0%
		% within Q10: Preference for natural ingredients.	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during social events.	No	Count	307
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q10: Preference for natural ingredients.	83.2%
	Yes	Count	62
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q10: Preference for natural ingredients.	16.8%
Total		Count	369
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q10: Preference for natural ingredients.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	40.055[a]	1	.000		
Continuity Correction[b]	38.228	1	.000		
Likelihood Ratio	59.892	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	39.947	1	.000		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.67.

b. Computed only for a 2x2 table

Q8: Consumes energy drinks during social events. * Q11: Preference for low sugar.

Crosstab

			Q11: Preference for low sugar.		
			Yes	No	I don't care
Q8: Consumes energy drinks during social events.	No	Count	109	84	114
		% within Q8: Consumes energy drinks during social events.	35.5%	27.4%	37.1%
		% within Q11: Preference for low sugar.	74.1%	100.0%	82.6%
	Yes	Count	38	0	24
		% within Q8: Consumes energy drinks during social events.	61.3%	0.0%	38.7%
		% within Q11: Preference for low sugar.	25.9%	0.0%	17.4%
Total		Count	147	84	138
		% within Q8: Consumes energy drinks during social events.	39.8%	22.8%	37.4%
		% within Q11: Preference for low sugar.	100.0%	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during social events.	No	Count	307
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q11: Preference for low sugar.	83.2%
	Yes	Count	62
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q11: Preference for low sugar.	16.8%
Total		Count	369
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q11: Preference for low sugar.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.608[a]	2	.000
Likelihood Ratio	38.580	2	.000
Linear-by-Linear Association	3.907	1	.048
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.11.

Q8: Consumes energy drinks during social events. * Q12: Preference for caffeine.

Crosstab

			Q12: Preference for caffeine.		
			Yes	No	I don't care
Q8: Consumes energy drinks during social events.	No	Count	129	55	123
		% within Q8: Consumes energy drinks during social events.	42.0%	17.9%	40.1%
		% within Q12: Preference for caffeine.	93.5%	87.3%	73.2%
	Yes	Count	9	8	45
		% within Q8: Consumes energy drinks during social events.	14.5%	12.9%	72.6%
		% within Q12: Preference for caffeine.	6.5%	12.7%	26.8%
Total		Count	138	63	168
		% within Q8: Consumes energy drinks during social events.	37.4%	17.1%	45.5%
		% within Q12: Preference for caffeine.	100.0%	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks during social events.	No	Count	307
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q12: Preference for caffeine.	83.2%
	Yes	Count	62
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q12: Preference for caffeine.	16.8%
Total		Count	369
		% within Q8: Consumes energy drinks during social events.	100.0%
		% within Q12: Preference for caffeine.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.171[a]	2	.000
Likelihood Ratio	24.366	2	.000
Linear-by-Linear Association	22.526	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.59.

Q8: Consumes energy drinks when tired/low energy * Q10: Preference for natural ingredients.

Crosstab

			Q10: Preference for natural ingredients.	
			Yes	I don't care
Q8: Consumes energy drinks when tired/low energy	No	Count	232	114
		% within Q8: Consumes energy drinks when tired/low energy	67.1%	32.9%
		% within Q10: Preference for natural ingredients.	96.7%	88.4%
	Yes	Count	8	15
		% within Q8: Consumes energy drinks when tired/low energy	34.8%	65.2%
		% within Q10: Preference for natural ingredients.	3.3%	11.6%
Total		Count	240	129
		% within Q8: Consumes energy drinks when tired/low energy	65.0%	35.0%
		% within Q10: Preference for natural ingredients.	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks when tired/low energy	No	Count	346
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q10: Preference for natural ingredients.	93.8%
	Yes	Count	23
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q10: Preference for natural ingredients.	6.2%
Total		Count	369
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q10: Preference for natural ingredients.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.877[a]	1	.002		
Continuity Correction[b]	8.508	1	.004		
Likelihood Ratio	9.313	1	.002		
Fisher's Exact Test				.003	.002
Linear-by-Linear Association	9.850	1	.002		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.04.

b. Computed only for a 2x2 table

Q8: Consumes energy drinks when tired/low energy * Q11: Preference for low sugar.

Crosstab

			Q11: Preference for low sugar.		
			Yes	No	I don't care
Q8: Consumes energy drinks when tired/low energy	No	Count	139	84	123
		% within Q8: Consumes energy drinks when tired/low energy	40.2%	24.3%	35.5%
		% within Q11: Preference for low sugar.	94.6%	100.0%	89.1%
	Yes	Count	8	0	15
		% within Q8: Consumes energy drinks when tired/low energy	34.8%	0.0%	65.2%
		% within Q11: Preference for low sugar.	5.4%	0.0%	10.9%
Total		Count	147	84	138
		% within Q8: Consumes energy drinks when tired/low energy	39.8%	22.8%	37.4%
		% within Q11: Preference for low sugar.	100.0%	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks when tired/low energy	No	Count	346
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q11: Preference for low sugar.	93.8%
	Yes	Count	23
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q11: Preference for low sugar.	6.2%
Total		Count	369
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q11: Preference for low sugar.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.817[a]	2	.004
Likelihood Ratio	15.184	2	.001
Linear-by-Linear Association	3.425	1	.064
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.24.

Q8: Consumes energy drinks when tired/low energy * Q12: Preference for caffeine.

Crosstab

			Q12: Preference for caffeine.		
			Yes	No	I don't care
Q8: Consumes energy drinks when tired/low energy	No	Count	123	55	168
		% within Q8: Consumes energy drinks when tired/low energy	35.5%	15.9%	48.6%
		% within Q12: Preference for caffeine.	89.1%	87.3%	100.0%
	Yes	Count	15	8	0
		% within Q8: Consumes energy drinks when tired/low energy	65.2%	34.8%	0.0%
		% within Q12: Preference for caffeine.	10.9%	12.7%	0.0%
Total		Count	138	63	168
		% within Q8: Consumes energy drinks when tired/low energy	37.4%	17.1%	45.5%
		% within Q12: Preference for caffeine.	100.0%	100.0%	100.0%

Crosstab

			Total
Q8: Consumes energy drinks when tired/low energy	No	Count	346
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q12: Preference for caffeine.	93.8%
	Yes	Count	23
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q12: Preference for caffeine.	6.2%
Total		Count	369
		% within Q8: Consumes energy drinks when tired/low energy	100.0%
		% within Q12: Preference for caffeine.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.749[a]	2	.000
Likelihood Ratio	29.359	2	.000
Linear-by-Linear Association	15.997	1	.000
N of Valid Cases	369		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.93.

```
NONPAR CORR
 /VARIABLES=Consum_Freq Likely_Try_New
 /PRINT=SPEARMAN TWOTAIL NOSIG FULL
 /MISSING=PAIRWISE.
```

Nonparametric Correlations

5. Is there a relationship between consumption frequency (Q7) and willingness to try new brands (Q20)?

Notes

Output Created		01-MAR-2025 04:05:04
Comments		
Input	Data	E: \WORK\Portfolio\Research \Consumer Preferences and Behavior in the Energy Drink Market\Consumer-Preferences-and-Behavior-in-the-Energy-Drink-Market\1_Data\Analysis. sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	370
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		NONPAR CORR /VARIABLES=Consum_Fr eq Likely_Try_New /PRINT=SPEARMAN TWOTAIL NOSIG FULL /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00
	Number of Cases Allowed	629145 cases[a]

a. Based on availability of workspace memory

Correlations

			Q7: Energy drinks consume frequency.	Q20: Likely to try a new energy drink brand.
Spearman's rho	Q7: Energy drinks consume frequency.	Correlation Coefficient	1.000	.313[**]
		Sig. (2-tailed)	.	.000
		N	369	369
	Q20: Likely to try a new energy drink brand.	Correlation Coefficient	.313[**]	1.000
		Sig. (2-tailed)	.000	.
		N	369	369

**. Correlation is significant at the 0.01 level (2-tailed).