```
MULT RESPONSE GROUPS=$FlavorSet 'Flavor Preferences' (flavor_citrus flavor_berry flavor_t
ropical
    flavor_mint flavor_coffee (1))
  /FREQUENCIES=$FlavorSet.
```

Multiple Response

1. What flavors does the market prefer?

Notes

Output Created		01-MAR-2025 02:44:02
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		MULT RESPONSE GROUPS=$FlavorSet 'Flavor Preferences' (flavor_citrus flavor_berry flavor_tropical flavor_mint flavor_coffee (1)) /FREQUENCIES=$FlavorSet.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$FlavorSet[a]	338	91.4%	32	8.6%	370	100.0%

a. Dichotomy group tabulated at value 1.

$FlavorSet Frequencies

		Responses		Percent of Cases
		N	Percent	
Flavor Preferences[a]	Q13: Citrus flavor preference.	290	37.3%	85.8%
	Q13: Berry flavor preference.	163	21.0%	48.2%
	Q13: Tropical flavor preference.	141	18.1%	41.7%
	Q13: Mint flavor preference.	153	19.7%	45.3%
	Q13: Coffee flavor preference.	30	3.9%	8.9%
Total		777	100.0%	229.9%

a. Dichotomy group tabulated at value 1.

```
CROSSTABS
 /TABLES=Flavor_Citrus Flavor_Berry Flavor_Tropical Flavor_Mint Flavor_Coffee BY Age_Gro
```

```
up Gender
    City Occupation Income_Range
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
  /COUNT ROUND CELL.
```

Crosstabs

2. Are there any regional or demographic differences in flavor preferences ?

Notes

Output Created		01-MAR-2025 02:54:01
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 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=Flavor_Citrus Flavor_Berry Flavor_Tropical Flavor_Mint Flavor_Coffee BY Age_Group Gender City Occupation Income_Range /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.09
	Elapsed Time	00:00:00.17
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q13: Citrus flavor preference. * Q1: Age.	369	99.7%	1	0.3%	370	100.0%
Q13: Citrus flavor preference. * Q2: Gender.	369	99.7%	1	0.3%	370	100.0%
Q13: Citrus flavor preference. * Q4: City of Residency.	369	99.7%	1	0.3%	370	100.0%
Q13: Citrus flavor preference. * Q5: Occupation.	369	99.7%	1	0.3%	370	100.0%
Q13: Citrus flavor preference. * Q6: Monthly income range.	369	99.7%	1	0.3%	370	100.0%
Q13: Berry flavor preference. * Q1: Age.	369	99.7%	1	0.3%	370	100.0%
Q13: Berry flavor preference. * Q2: Gender.	369	99.7%	1	0.3%	370	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q13: Berry flavor preference. * Q4: City of Residency.	369	99.7%	1	0.3%	370	100.0%
Q13: Berry flavor preference. * Q5: Occupation.	369	99.7%	1	0.3%	370	100.0%
Q13: Berry flavor preference. * Q6: Monthly income range.	369	99.7%	1	0.3%	370	100.0%
Q13: Tropical flavor preference. * Q1: Age.	369	99.7%	1	0.3%	370	100.0%
Q13: Tropical flavor preference. * Q2: Gender.	369	99.7%	1	0.3%	370	100.0%
Q13: Tropical flavor preference. * Q4: City of Residency.	369	99.7%	1	0.3%	370	100.0%
Q13: Tropical flavor preference. * Q5: Occupation.	369	99.7%	1	0.3%	370	100.0%
Q13: Tropical flavor preference. * Q6: Monthly income range.	369	99.7%	1	0.3%	370	100.0%
Q13: Mint flavor preference. * Q1: Age.	369	99.7%	1	0.3%	370	100.0%
Q13: Mint flavor preference. * Q2: Gender.	369	99.7%	1	0.3%	370	100.0%
Q13: Mint flavor preference. * Q4: City of Residency.	369	99.7%	1	0.3%	370	100.0%
Q13: Mint flavor preference. * Q5: Occupation.	369	99.7%	1	0.3%	370	100.0%
Q13: Mint flavor preference. * Q6: Monthly income range.	369	99.7%	1	0.3%	370	100.0%
Q13: Coffee flavor preference. * Q1: Age.	369	99.7%	1	0.3%	370	100.0%
Q13: Coffee flavor preference. * Q2: Gender.	369	99.7%	1	0.3%	370	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q13: Coffee flavor preference. * Q4: City of Residency.	369	99.7%	1	0.3%	370	100.0%
Q13: Coffee flavor preference. * Q5: Occupation.	369	99.7%	1	0.3%	370	100.0%
Q13: Coffee flavor preference. * Q6: Monthly income range.	369	99.7%	1	0.3%	370	100.0%

Q13: Citrus flavor preference. * Q1: Age.

Crosstab

			Q1: Age.		
			Under 18	18–24	25–34
Q13: Citrus flavor preference.	No	Count	15	48	1
		% within Q13: Citrus flavor preference.	19.0%	60.8%	1.3%
		% within Q1: Age.	62.5%	25.0%	0.9%
	Yes	Count	9	144	116
		% within Q13: Citrus flavor preference.	3.1%	49.7%	40.0%
		% within Q1: Age.	37.5%	75.0%	99.1%
Total		Count	24	192	117
		% within Q13: Citrus flavor preference.	6.5%	52.0%	31.7%
		% within Q1: Age.	100.0%	100.0%	100.0%

Crosstab

			Q1: Age.		
			35–44	45+	Total
Q13: Citrus flavor preference.	No	Count	0	15	79
		% within Q13: Citrus flavor preference.	0.0%	19.0%	100.0%
		% within Q1: Age.	0.0%	100.0%	21.4%
	Yes	Count	21	0	290
		% within Q13: Citrus flavor preference.	7.2%	0.0%	100.0%
		% within Q1: Age.	100.0%	0.0%	78.6%
Total		Count	21	15	369
		% within Q13: Citrus flavor preference.	5.7%	4.1%	100.0%
		% within Q1: Age.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	115.718[a]	4	.000
Likelihood Ratio	124.057	4	.000
Linear-by-Linear Association	1.237	1	.266
N of Valid Cases	369		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.21.

Q13: Citrus flavor preference. * Q2: Gender.

Crosstab

			Q2: Gender.		
			Male	Female	Prefer not to say
Q13: Citrus flavor preference.	No	Count	16	48	15
		% within Q13: Citrus flavor preference.	20.3%	60.8%	19.0%
		% within Q2: Gender.	9.2%	26.7%	100.0%
	Yes	Count	158	132	0
		% within Q13: Citrus flavor preference.	54.5%	45.5%	0.0%
		% within Q2: Gender.	90.8%	73.3%	0.0%
Total		Count	174	180	15
		% within Q13: Citrus flavor preference.	47.2%	48.8%	4.1%
		% within Q2: Gender.	100.0%	100.0%	100.0%

Crosstab

			Total
Q13: Citrus flavor preference.	No	Count	79
		% within Q13: Citrus flavor preference.	100.0%
		% within Q2: Gender.	21.4%
	Yes	Count	290
		% within Q13: Citrus flavor preference.	100.0%
		% within Q2: Gender.	78.6%
Total		Count	369
		% within Q13: Citrus flavor preference.	100.0%
		% within Q2: Gender.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	73.447[a]	2	.000
Likelihood Ratio	67.646	2	.000
Linear-by-Linear Association	53.704	1	.000
N of Valid Cases	369		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.21.

Q13: Citrus flavor preference. * Q4: City of Residency.

Crosstab

			Q4: City of Residency.		
			Cairo	Giza	Alexandria
Q13: Citrus flavor preference.	No	Count	39	9	31
		% within Q13: Citrus flavor preference.	49.4%	11.4%	39.2%
		% within Q4: City of Residency.	22.4%	25.0%	21.5%
	Yes	Count	135	27	113
		% within Q13: Citrus flavor preference.	46.6%	9.3%	39.0%
		% within Q4: City of Residency.	77.6%	75.0%	78.5%
Total		Count	174	36	144
		% within Q13: Citrus flavor preference.	47.2%	9.8%	39.0%
		% within Q4: City of Residency.	100.0%	100.0%	100.0%

Crosstab

			Q4: City of ... Port Said	Total
Q13: Citrus flavor preference.	No	Count	0	79
		% within Q13: Citrus flavor preference.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	21.4%
	Yes	Count	15	290
		% within Q13: Citrus flavor preference.	5.2%	100.0%
		% within Q4: City of Residency.	100.0%	78.6%
Total		Count	15	369
		% within Q13: Citrus flavor preference.	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	4.468[a]	3	.215
Likelihood Ratio	7.597	3	.055
Linear-by-Linear Association	1.004	1	.316
N of Valid Cases	369		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.21.

Q13: Citrus flavor preference. * Q5: Occupation.

Crosstab

			Q5: Occupation.	
			Student	Working Professional
Q13: Citrus flavor preference.	No	Count	33	16
		% within Q13: Citrus flavor preference.	41.8%	20.3%
		% within Q5: Occupation.	28.2%	7.5%
	Yes	Count	84	196
		% within Q13: Citrus flavor preference.	29.0%	67.6%
		% within Q5: Occupation.	71.8%	92.5%
Total		Count	117	212
		% within Q13: Citrus flavor preference.	31.7%	57.5%
		% within Q5: Occupation.	100.0%	100.0%

Crosstab

			Q5: Occupation.		
			Self-employed	Other	Total
Q13: Citrus flavor preference.	No	Count	15	15	79
		% within Q13: Citrus flavor preference.	19.0%	19.0%	100.0%
		% within Q5: Occupation.	62.5%	93.8%	21.4%
	Yes	Count	9	1	290
		% within Q13: Citrus flavor preference.	3.1%	0.3%	100.0%
		% within Q5: Occupation.	37.5%	6.3%	78.6%
Total		Count	24	16	369
		% within Q13: Citrus flavor preference.	6.5%	4.3%	100.0%
		% within Q5: Occupation.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	101.271[a]	3	.000
Likelihood Ratio	91.377	3	.000
Linear-by-Linear Association	28.459	1	.000
N of Valid Cases	369		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.43.

Q13: Citrus flavor preference. * Q6: Monthly income range.

Crosstab

			Q6: Monthly income range.	
			Less than EGP 5,000	EGP 5,000–10,000
Q13: Citrus flavor preference.	No	Count	33	15
		% within Q13: Citrus flavor preference.	41.8%	19.0%
		% within Q6: Monthly income range.	37.9%	8.6%
	Yes	Count	54	159
		% within Q13: Citrus flavor preference.	18.6%	54.8%
		% within Q6: Monthly income range.	62.1%	91.4%
Total		Count	87	174
		% within Q13: Citrus flavor preference.	23.6%	47.2%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Q6: Monthly income range.	
			EGP 10,001–20,000	EGP 20,001–30,000
Q13: Citrus flavor preference.	No	Count	16	15
		% within Q13: Citrus flavor preference.	20.3%	19.0%
		% within Q6: Monthly income range.	17.2%	100.0%
	Yes	Count	77	0
		% within Q13: Citrus flavor preference.	26.6%	0.0%
		% within Q6: Monthly income range.	82.8%	0.0%
Total		Count	93	15
		% within Q13: Citrus flavor preference.	25.2%	4.1%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Total
Q13: Citrus flavor preference.	No	Count	79
		% within Q13: Citrus flavor preference.	100.0%
		% within Q6: Monthly income range.	21.4%
	Yes	Count	290
		% within Q13: Citrus flavor preference.	100.0%
		% within Q6: Monthly income range.	78.6%
Total		Count	369
		% within Q13: Citrus flavor preference.	100.0%
		% within Q6: Monthly income range.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	87.068[a]	3	.000
Likelihood Ratio	80.183	3	.000
Linear-by-Linear Association	.702	1	.402
N of Valid Cases	369		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.21.

Q13: Berry flavor preference. * Q1: Age.

Crosstab

			Q1: Age.		
			Under 18	18–24	25–34
Q13: Berry flavor preference.	No	Count	0	121	49
		% within Q13: Berry flavor preference.	0.0%	58.7%	23.8%
		% within Q1: Age.	0.0%	63.0%	41.9%
	Yes	Count	24	71	68
		% within Q13: Berry flavor preference.	14.7%	43.6%	41.7%
		% within Q1: Age.	100.0%	37.0%	58.1%
Total		Count	24	192	117
		% within Q13: Berry flavor preference.	6.5%	52.0%	31.7%
		% within Q1: Age.	100.0%	100.0%	100.0%

Crosstab

			Q1: Age.		
			35–44	45+	Total
Q13: Berry flavor preference.	No	Count	21	15	206
		% within Q13: Berry flavor preference.	10.2%	7.3%	100.0%
		% within Q1: Age.	100.0%	100.0%	55.8%
	Yes	Count	0	0	163
		% within Q13: Berry flavor preference.	0.0%	0.0%	100.0%
		% within Q1: Age.	0.0%	0.0%	44.2%
Total		Count	21	15	369
		% within Q13: Berry flavor preference.	5.7%	4.1%	100.0%
		% within Q1: Age.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	72.074[a]	4	.000
Likelihood Ratio	94.427	4	.000
Linear-by-Linear Association	18.737	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.63.

Q13: Berry flavor preference. * Q2: Gender.

Crosstab

			Q2: Gender.		
			Male	Female	Prefer not to say
Q13: Berry flavor preference.	No	Count	129	77	0
		% within Q13: Berry flavor preference.	62.6%	37.4%	0.0%
		% within Q2: Gender.	74.1%	42.8%	0.0%
	Yes	Count	45	103	15
		% within Q13: Berry flavor preference.	27.6%	63.2%	9.2%
		% within Q2: Gender.	25.9%	57.2%	100.0%
Total		Count	174	180	15
		% within Q13: Berry flavor preference.	47.2%	48.8%	4.1%
		% within Q2: Gender.	100.0%	100.0%	100.0%

Crosstab

			Total
Q13: Berry flavor preference.	No	Count	206
		% within Q13: Berry flavor preference.	100.0%
		% within Q2: Gender.	55.8%
	Yes	Count	163
		% within Q13: Berry flavor preference.	100.0%
		% within Q2: Gender.	44.2%
Total		Count	369
		% within Q13: Berry flavor preference.	100.0%
		% within Q2: Gender.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	55.044[a]	2	.000
Likelihood Ratio	61.836	2	.000
Linear-by-Linear Association	54.338	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.63.

Q13: Berry flavor preference. * Q4: City of Residency.

Crosstab

			Q4: City of Residency.		
			Cairo	Giza	Alexandria
Q13: Berry flavor preference.	No	Count	132	19	55
		% within Q13: Berry flavor preference.	64.1%	9.2%	26.7%
		% within Q4: City of Residency.	75.9%	52.8%	38.2%
	Yes	Count	42	17	89
		% within Q13: Berry flavor preference.	25.8%	10.4%	54.6%
		% within Q4: City of Residency.	24.1%	47.2%	61.8%
Total		Count	174	36	144
		% within Q13: Berry flavor preference.	47.2%	9.8%	39.0%
		% within Q4: City of Residency.	100.0%	100.0%	100.0%

Crosstab

| | | | Q4: City of ... | |
			Port Said	Total
Q13: Berry flavor preference.	No	Count	0	206
		% within Q13: Berry flavor preference.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	55.8%
	Yes	Count	15	163
		% within Q13: Berry flavor preference.	9.2%	100.0%
		% within Q4: City of Residency.	100.0%	44.2%
Total		Count	15	369
		% within Q13: Berry flavor preference.	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	65.570[a]	3	.000
Likelihood Ratio	72.875	3	.000
Linear-by-Linear Association	63.432	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.63.

Q13: Berry flavor preference. * Q5: Occupation.

Crosstab

			Q5: Occupation.	
			Student	Working Professional
Q13: Berry flavor preference.	No	Count	61	120
		% within Q13: Berry flavor preference.	29.6%	58.3%
		% within Q5: Occupation.	52.1%	56.6%
	Yes	Count	56	92
		% within Q13: Berry flavor preference.	34.4%	56.4%
		% within Q5: Occupation.	47.9%	43.4%
Total		Count	117	212
		% within Q13: Berry flavor preference.	31.7%	57.5%
		% within Q5: Occupation.	100.0%	100.0%

Crosstab

			Q5: Occupation.		
			Self-employed	Other	Total
Q13: Berry flavor preference.	No	Count	24	1	206
		% within Q13: Berry flavor preference.	11.7%	0.5%	100.0%
		% within Q5: Occupation.	100.0%	6.3%	55.8%
	Yes	Count	0	15	163
		% within Q13: Berry flavor preference.	0.0%	9.2%	100.0%
		% within Q5: Occupation.	0.0%	93.8%	44.2%
Total		Count	24	16	369
		% within Q13: Berry flavor preference.	6.5%	4.3%	100.0%
		% within Q5: Occupation.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.635[a]	3	.000
Likelihood Ratio	46.871	3	.000
Linear-by-Linear Association	1.140	1	.286
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.07.

Q13: Berry flavor preference. * Q6: Monthly income range.

Crosstab

			Q6: Monthly income range.	
			Less than EGP 5,000	EGP 5,000–10,000
Q13: Berry flavor preference.	No	Count	16	121
		% within Q13: Berry flavor preference.	7.8%	58.7%
		% within Q6: Monthly income range.	18.4%	69.5%
	Yes	Count	71	53
		% within Q13: Berry flavor preference.	43.6%	32.5%
		% within Q6: Monthly income range.	81.6%	30.5%
Total		Count	87	174
		% within Q13: Berry flavor preference.	23.6%	47.2%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Q6: Monthly income range.	
			EGP 10,001–20,000	EGP 20,001–30,000
Q13: Berry flavor preference.	No	Count	54	15
		% within Q13: Berry flavor preference.	26.2%	7.3%
		% within Q6: Monthly income range.	58.1%	100.0%
	Yes	Count	39	0
		% within Q13: Berry flavor preference.	23.9%	0.0%
		% within Q6: Monthly income range.	41.9%	0.0%
Total		Count	93	15
		% within Q13: Berry flavor preference.	25.2%	4.1%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Total
Q13: Berry flavor preference.	No	Count	206
		% within Q13: Berry flavor preference.	100.0%
		% within Q6: Monthly income range.	55.8%
	Yes	Count	163
		% within Q13: Berry flavor preference.	100.0%
		% within Q6: Monthly income range.	44.2%
Total		Count	369
		% within Q13: Berry flavor preference.	100.0%
		% within Q6: Monthly income range.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	74.769[a]	3	.000
Likelihood Ratio	83.061	3	.000
Linear-by-Linear Association	39.240	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.63.

Q13: Tropical flavor preference. * Q1: Age.

Crosstab

			Q1: Age.		
			Under 18	18–24	25–34
Q13: Tropical flavor preference.	No	Count	15	153	39
		% within Q13: Tropical flavor preference.	6.6%	67.1%	17.1%
		% within Q1: Age.	62.5%	79.7%	33.3%
	Yes	Count	9	39	78
		% within Q13: Tropical flavor preference.	6.4%	27.7%	55.3%
		% within Q1: Age.	37.5%	20.3%	66.7%
Total		Count	24	192	117
		% within Q13: Tropical flavor preference.	6.5%	52.0%	31.7%
		% within Q1: Age.	100.0%	100.0%	100.0%

Crosstab

| | | | Q1: Age. | | |
			35–44	45+	Total
Q13: Tropical flavor preference.	No	Count	6	15	228
		% within Q13: Tropical flavor preference.	2.6%	6.6%	100.0%
		% within Q1: Age.	28.6%	100.0%	61.8%
	Yes	Count	15	0	141
		% within Q13: Tropical flavor preference.	10.6%	0.0%	100.0%
		% within Q1: Age.	71.4%	0.0%	38.2%
Total		Count	21	15	369
		% within Q13: Tropical flavor preference.	5.7%	4.1%	100.0%
		% within Q1: Age.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	85.273[a]	4	.000
Likelihood Ratio	91.203	4	.000
Linear-by-Linear Association	14.171	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.73.

Q13: Tropical flavor preference. * Q2: Gender.

Crosstab

			Q2: Gender.		
			Male	Female	Prefer not to say
Q13: Tropical flavor preference.	No	Count	105	108	15
		% within Q13: Tropical flavor preference.	46.1%	47.4%	6.6%
		% within Q2: Gender.	60.3%	60.0%	100.0%
	Yes	Count	69	72	0
		% within Q13: Tropical flavor preference.	48.9%	51.1%	0.0%
		% within Q2: Gender.	39.7%	40.0%	0.0%
Total		Count	174	180	15
		% within Q13: Tropical flavor preference.	47.2%	48.8%	4.1%
		% within Q2: Gender.	100.0%	100.0%	100.0%

Crosstab

			Total
Q13: Tropical flavor preference.	No	Count	228
		% within Q13: Tropical flavor preference.	100.0%
		% within Q2: Gender.	61.8%
	Yes	Count	141
		% within Q13: Tropical flavor preference.	100.0%
		% within Q2: Gender.	38.2%
Total		Count	369
		% within Q13: Tropical flavor preference.	100.0%
		% within Q2: Gender.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.674[a]	2	.008
Likelihood Ratio	14.839	2	.001
Linear-by-Linear Association	2.383	1	.123
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.73.

Q13: Tropical flavor preference. * Q4: City of Residency.

Crosstab

			Q4: City of Residency.		
			Cairo	Giza	Alexandria
Q13: Tropical flavor preference.	No	Count	126	27	75
		% within Q13: Tropical flavor preference.	55.3%	11.8%	32.9%
		% within Q4: City of Residency.	72.4%	75.0%	52.1%
	Yes	Count	48	9	69
		% within Q13: Tropical flavor preference.	34.0%	6.4%	48.9%
		% within Q4: City of Residency.	27.6%	25.0%	47.9%
Total		Count	174	36	144
		% within Q13: Tropical flavor preference.	47.2%	9.8%	39.0%
		% within Q4: City of Residency.	100.0%	100.0%	100.0%

Crosstab

| | | | Q4: City of ... | |
			Port Said	Total
Q13: Tropical flavor preference.	No	Count	0	228
		% within Q13: Tropical flavor preference.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	61.8%
	Yes	Count	15	141
		% within Q13: Tropical flavor preference.	10.6%	100.0%
		% within Q4: City of Residency.	100.0%	38.2%
Total		Count	15	369
		% within Q13: Tropical flavor preference.	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	40.981[a]	3	.000
Likelihood Ratio	45.999	3	.000
Linear-by-Linear Association	29.065	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.73.

Q13: Tropical flavor preference. * Q5: Occupation.

Crosstab

			Q5: Occupation.	
			Student	Working Professional
Q13: Tropical flavor preference.	No	Count	93	110
		% within Q13: Tropical flavor preference.	40.8%	48.2%
		% within Q5: Occupation.	79.5%	51.9%
	Yes	Count	24	102
		% within Q13: Tropical flavor preference.	17.0%	72.3%
		% within Q5: Occupation.	20.5%	48.1%
Total		Count	117	212
		% within Q13: Tropical flavor preference.	31.7%	57.5%
		% within Q5: Occupation.	100.0%	100.0%

Crosstab

			Q5: Occupation.		
			Self-employed	Other	Total
Q13: Tropical flavor preference.	No	Count	24	1	228
		% within Q13: Tropical flavor preference.	10.5%	0.4%	100.0%
		% within Q5: Occupation.	100.0%	6.3%	61.8%
	Yes	Count	0	15	141
		% within Q13: Tropical flavor preference.	0.0%	10.6%	100.0%
		% within Q5: Occupation.	0.0%	93.8%	38.2%
Total		Count	24	16	369
		% within Q13: Tropical flavor preference.	6.5%	4.3%	100.0%
		% within Q5: Occupation.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	60.071[a]	3	.000
Likelihood Ratio	71.024	3	.000
Linear-by-Linear Association	22.046	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.11.

Q13: Tropical flavor preference. * Q6: Monthly income range.

Crosstab

			Q6: Monthly income range.	
			Less than EGP 5,000	EGP 5,000–10,000
Q13: Tropical flavor preference.	No	Count	63	105
		% within Q13: Tropical flavor preference.	27.6%	46.1%
		% within Q6: Monthly income range.	72.4%	60.3%
	Yes	Count	24	69
		% within Q13: Tropical flavor preference.	17.0%	48.9%
		% within Q6: Monthly income range.	27.6%	39.7%
Total		Count	87	174
		% within Q13: Tropical flavor preference.	23.6%	47.2%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Q6: Monthly income range.	
			EGP 10,001–20,000	EGP 20,001–30,000
Q13: Tropical flavor preference.	No	Count	45	15
		% within Q13: Tropical flavor preference.	19.7%	6.6%
		% within Q6: Monthly income range.	48.4%	100.0%
	Yes	Count	48	0
		% within Q13: Tropical flavor preference.	34.0%	0.0%
		% within Q6: Monthly income range.	51.6%	0.0%
Total		Count	93	15
		% within Q13: Tropical flavor preference.	25.2%	4.1%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Total
Q13: Tropical flavor preference.	No	Count	228
		% within Q13: Tropical flavor preference.	100.0%
		% within Q6: Monthly income range.	61.8%
	Yes	Count	141
		% within Q13: Tropical flavor preference.	100.0%
		% within Q6: Monthly income range.	38.2%
Total		Count	369
		% within Q13: Tropical flavor preference.	100.0%
		% within Q6: Monthly income range.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.664[a]	3	.000
Likelihood Ratio	25.808	3	.000
Linear-by-Linear Association	1.874	1	.171
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.73.

Q13: Mint flavor preference. * Q1: Age.

Crosstab

				Q1: Age.		
				Under 18	18–24	25–34
Q13: Mint flavor preference.	No	Count		15	96	75
		% within Q13: Mint flavor preference.		6.9%	44.4%	34.7%
		% within Q1: Age.		62.5%	50.0%	64.1%
	Yes	Count		9	96	42
		% within Q13: Mint flavor preference.		5.9%	62.7%	27.5%
		% within Q1: Age.		37.5%	50.0%	35.9%
Total		Count		24	192	117
		% within Q13: Mint flavor preference.		6.5%	52.0%	31.7%
		% within Q1: Age.		100.0%	100.0%	100.0%

Crosstab

			Q1: Age.		
			35–44	45+	Total
Q13: Mint flavor preference.	No	Count	15	15	216
		% within Q13: Mint flavor preference.	6.9%	6.9%	100.0%
		% within Q1: Age.	71.4%	100.0%	58.5%
	Yes	Count	6	0	153
		% within Q13: Mint flavor preference.	3.9%	0.0%	100.0%
		% within Q1: Age.	28.6%	0.0%	41.5%
Total		Count	21	15	369
		% within Q13: Mint flavor preference.	5.7%	4.1%	100.0%
		% within Q1: Age.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.476[a]	4	.001
Likelihood Ratio	24.922	4	.000
Linear-by-Linear Association	13.257	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.22.

Q13: Mint flavor preference. * Q2: Gender.

Crosstab

			Q2: Gender.		
			Male	Female	Prefer not to say
Q13: Mint flavor preference.	No	Count	69	132	15
		% within Q13: Mint flavor preference.	31.9%	61.1%	6.9%
		% within Q2: Gender.	39.7%	73.3%	100.0%
	Yes	Count	105	48	0
		% within Q13: Mint flavor preference.	68.6%	31.4%	0.0%
		% within Q2: Gender.	60.3%	26.7%	0.0%
Total		Count	174	180	15
		% within Q13: Mint flavor preference.	47.2%	48.8%	4.1%
		% within Q2: Gender.	100.0%	100.0%	100.0%

Crosstab

			Total
Q13: Mint flavor preference.	No	Count	216
		% within Q13: Mint flavor preference.	100.0%
		% within Q2: Gender.	58.5%
	Yes	Count	153
		% within Q13: Mint flavor preference.	100.0%
		% within Q2: Gender.	41.5%
Total		Count	369
		% within Q13: Mint flavor preference.	100.0%
		% within Q2: Gender.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.420[a]	2	.000
Likelihood Ratio	58.251	2	.000
Linear-by-Linear Association	52.065	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.22.

Q13: Mint flavor preference. * Q4: City of Residency.

Crosstab

			Q4: City of Residency.		
			Cairo	Giza	Alexandria
Q13: Mint flavor preference.	No	Count	93	18	105
		% within Q13: Mint flavor preference.	43.1%	8.3%	48.6%
		% within Q4: City of Residency.	53.4%	50.0%	72.9%
	Yes	Count	81	18	39
		% within Q13: Mint flavor preference.	52.9%	11.8%	25.5%
		% within Q4: City of Residency.	46.6%	50.0%	27.1%
Total		Count	174	36	144
		% within Q13: Mint flavor preference.	47.2%	9.8%	39.0%
		% within Q4: City of Residency.	100.0%	100.0%	100.0%

Crosstab

| | | | Q4: City of ... | |
			Port Said	Total
Q13: Mint flavor preference.	No	Count	0	216
		% within Q13: Mint flavor preference.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	58.5%
	Yes	Count	15	153
		% within Q13: Mint flavor preference.	9.8%	100.0%
		% within Q4: City of Residency.	100.0%	41.5%
Total		Count	15	369
		% within Q13: Mint flavor preference.	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	36.382[a]	3	.000
Likelihood Ratio	42.223	3	.000
Linear-by-Linear Association	1.565	1	.211
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.22.

Q13: Mint flavor preference. * Q5: Occupation.

Crosstab

			Q5: Occupation. Student	Q5: Occupation. Working Professional
Q13: Mint flavor preference.	No	Count	63	129
		% within Q13: Mint flavor preference.	29.2%	59.7%
		% within Q5: Occupation.	53.8%	60.8%
	Yes	Count	54	83
		% within Q13: Mint flavor preference.	35.3%	54.2%
		% within Q5: Occupation.	46.2%	39.2%
Total		Count	117	212
		% within Q13: Mint flavor preference.	31.7%	57.5%
		% within Q5: Occupation.	100.0%	100.0%

Crosstab

			Q5: Occupation. Self-employed	Other	Total
Q13: Mint flavor preference.	No	Count	24	0	216
		% within Q13: Mint flavor preference.	11.1%	0.0%	100.0%
		% within Q5: Occupation.	100.0%	0.0%	58.5%
	Yes	Count	0	16	153
		% within Q13: Mint flavor preference.	0.0%	10.5%	100.0%
		% within Q5: Occupation.	0.0%	100.0%	41.5%
Total		Count	24	16	369
		% within Q13: Mint flavor preference.	6.5%	4.3%	100.0%
		% within Q5: Occupation.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	41.116[a]	3	.000
Likelihood Ratio	55.397	3	.000
Linear-by-Linear Association	2.356	1	.125
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.63.

Q13: Mint flavor preference. * Q6: Monthly income range.

Crosstab

			Q6: Monthly income range.	
			Less than EGP 5,000	EGP 5,000–10,000
Q13: Mint flavor preference.	No	Count	48	129
		% within Q13: Mint flavor preference.	22.2%	59.7%
		% within Q6: Monthly income range.	55.2%	74.1%
	Yes	Count	39	45
		% within Q13: Mint flavor preference.	25.5%	29.4%
		% within Q6: Monthly income range.	44.8%	25.9%
Total		Count	87	174
		% within Q13: Mint flavor preference.	23.6%	47.2%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Q6: Monthly income range.	
			EGP 10,001–20,000	EGP 20,001–30,000
Q13: Mint flavor preference.	No	Count	24	15
		% within Q13: Mint flavor preference.	11.1%	6.9%
		% within Q6: Monthly income range.	25.8%	100.0%
	Yes	Count	69	0
		% within Q13: Mint flavor preference.	45.1%	0.0%
		% within Q6: Monthly income range.	74.2%	0.0%
Total		Count	93	15
		% within Q13: Mint flavor preference.	25.2%	4.1%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Total
Q13: Mint flavor preference.	No	Count	216
		% within Q13: Mint flavor preference.	100.0%
		% within Q6: Monthly income range.	58.5%
	Yes	Count	153
		% within Q13: Mint flavor preference.	100.0%
		% within Q6: Monthly income range.	41.5%
Total		Count	369
		% within Q13: Mint flavor preference.	100.0%
		% within Q6: Monthly income range.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	69.528[a]	3	.000
Likelihood Ratio	75.928	3	.000
Linear-by-Linear Association	3.948	1	.047
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.22.

Q13: Coffee flavor preference. * Q1: Age.

Crosstab

			Q1: Age.		
			Under 18	18–24	25–34
Q13: Coffee flavor preference.	No	Count	15	171	117
		% within Q13: Coffee flavor preference.	4.4%	50.4%	34.5%
		% within Q1: Age.	62.5%	89.1%	100.0%
	Yes	Count	9	21	0
		% within Q13: Coffee flavor preference.	30.0%	70.0%	0.0%
		% within Q1: Age.	37.5%	10.9%	0.0%
Total		Count	24	192	117
		% within Q13: Coffee flavor preference.	6.5%	52.0%	31.7%
		% within Q1: Age.	100.0%	100.0%	100.0%

Crosstab

			Q1: Age.		
			35–44	45+	Total
Q13: Coffee flavor preference.	No	Count	21	15	339
		% within Q13: Coffee flavor preference.	6.2%	4.4%	100.0%
		% within Q1: Age.	100.0%	100.0%	91.9%
	Yes	Count	0	0	30
		% within Q13: Coffee flavor preference.	0.0%	0.0%	100.0%
		% within Q1: Age.	0.0%	0.0%	8.1%
Total		Count	21	15	369
		% within Q13: Coffee flavor preference.	5.7%	4.1%	100.0%
		% within Q1: Age.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43.283[a]	4	.000
Likelihood Ratio	43.754	4	.000
Linear-by-Linear Association	27.400	1	.000
N of Valid Cases	369		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.22.

Q13: Coffee flavor preference. * Q2: Gender.

Crosstab

			Q2: Gender.		
			Male	Female	Prefer not to say
Q13: Coffee flavor preference.	No	Count	168	156	15
		% within Q13: Coffee flavor preference.	49.6%	46.0%	4.4%
		% within Q2: Gender.	96.6%	86.7%	100.0%
	Yes	Count	6	24	0
		% within Q13: Coffee flavor preference.	20.0%	80.0%	0.0%
		% within Q2: Gender.	3.4%	13.3%	0.0%
Total		Count	174	180	15
		% within Q13: Coffee flavor preference.	47.2%	48.8%	4.1%
		% within Q2: Gender.	100.0%	100.0%	100.0%

Crosstab

			Total
Q13: Coffee flavor preference.	No	Count	339
		% within Q13: Coffee flavor preference.	100.0%
		% within Q2: Gender.	91.9%
	Yes	Count	30
		% within Q13: Coffee flavor preference.	100.0%
		% within Q2: Gender.	8.1%
Total		Count	369
		% within Q13: Coffee flavor preference.	100.0%
		% within Q2: Gender.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.958[a]	2	.002
Likelihood Ratio	14.507	2	.001
Linear-by-Linear Association	5.317	1	.021
N of Valid Cases	369		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.22.

Q13: Coffee flavor preference. * Q4: City of Residency.

Crosstab

			Q4: City of Residency.		
			Cairo	Giza	Alexandria
Q13: Coffee flavor preference.	No	Count	144	36	144
		% within Q13: Coffee flavor preference.	42.5%	10.6%	42.5%
		% within Q4: City of Residency.	82.8%	100.0%	100.0%
	Yes	Count	30	0	0
		% within Q13: Coffee flavor preference.	100.0%	0.0%	0.0%
		% within Q4: City of Residency.	17.2%	0.0%	0.0%
Total		Count	174	36	144
		% within Q13: Coffee flavor preference.	47.2%	9.8%	39.0%
		% within Q4: City of Residency.	100.0%	100.0%	100.0%

Crosstab

| | | | Q4: City of ... | |
			Port Said	Total
Q13: Coffee flavor preference.	No	Count	15	339
		% within Q13: Coffee flavor preference.	4.4%	100.0%
		% within Q4: City of Residency.	100.0%	91.9%
	Yes	Count	0	30
		% within Q13: Coffee flavor preference.	0.0%	100.0%
		% within Q4: City of Residency.	0.0%	8.1%
Total		Count	15	369
		% within Q13: Coffee flavor preference.	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	36.596[a]	3	.000
Likelihood Ratio	48.095	3	.000
Linear-by-Linear Association	31.791	1	.000
N of Valid Cases	369		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.22.

Q13: Coffee flavor preference. * Q5: Occupation.

Crosstab

			Q5: Occupation.	
			Student	Working Professional
Q13: Coffee flavor preference.	No	Count	108	191
		% within Q13: Coffee flavor preference.	31.9%	56.3%
		% within Q5: Occupation.	92.3%	90.1%
	Yes	Count	9	21
		% within Q13: Coffee flavor preference.	30.0%	70.0%
		% within Q5: Occupation.	7.7%	9.9%
Total		Count	117	212
		% within Q13: Coffee flavor preference.	31.7%	57.5%
		% within Q5: Occupation.	100.0%	100.0%

Crosstab

			Q5: Occupation.		
			Self-employed	Other	Total
Q13: Coffee flavor preference.	No	Count	24	16	339
		% within Q13: Coffee flavor preference.	7.1%	4.7%	100.0%
		% within Q5: Occupation.	100.0%	100.0%	91.9%
	Yes	Count	0	0	30
		% within Q13: Coffee flavor preference.	0.0%	0.0%	100.0%
		% within Q5: Occupation.	0.0%	0.0%	8.1%
Total		Count	24	16	369
		% within Q13: Coffee flavor preference.	6.5%	4.3%	100.0%
		% within Q5: Occupation.	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.465[a]	3	.215
Likelihood Ratio	7.656	3	.054
Linear-by-Linear Association	1.363	1	.243
N of Valid Cases	369		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.30.

Q13: Coffee flavor preference. * Q6: Monthly income range.

Crosstab

			Q6: Monthly income range.	
			Less than EGP 5,000	EGP 5,000–10,000
Q13: Coffee flavor preference.	No	Count	78	153
		% within Q13: Coffee flavor preference.	23.0%	45.1%
		% within Q6: Monthly income range.	89.7%	87.9%
	Yes	Count	9	21
		% within Q13: Coffee flavor preference.	30.0%	70.0%
		% within Q6: Monthly income range.	10.3%	12.1%
Total		Count	87	174
		% within Q13: Coffee flavor preference.	23.6%	47.2%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Q6: Monthly income range.	
			EGP 10,001–20,000	EGP 20,001–30,000
Q13: Coffee flavor preference.	No	Count	93	15
		% within Q13: Coffee flavor preference.	27.4%	4.4%
		% within Q6: Monthly income range.	100.0%	100.0%
	Yes	Count	0	0
		% within Q13: Coffee flavor preference.	0.0%	0.0%
		% within Q6: Monthly income range.	0.0%	0.0%
Total		Count	93	15
		% within Q13: Coffee flavor preference.	25.2%	4.1%
		% within Q6: Monthly income range.	100.0%	100.0%

Crosstab

			Total
Q13: Coffee flavor preference.	No	Count	339
		% within Q13: Coffee flavor preference.	100.0%
		% within Q6: Monthly income range.	91.9%
	Yes	Count	30
		% within Q13: Coffee flavor preference.	100.0%
		% within Q6: Monthly income range.	8.1%
Total		Count	369
		% within Q13: Coffee flavor preference.	100.0%
		% within Q6: Monthly income range.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.743^a	3	.003
Likelihood Ratio	22.029	3	.000
Linear-by-Linear Association	8.031	1	.005
N of Valid Cases	369		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 1.22.

```
CROSSTABS
 /TABLES=Preference_Natural_Ingrid BY Flavor_Citrus Flavor_Berry Flavor_Tropical Flavor_
Mint
    Flavor_Coffee
 /FORMAT=AVALUE TABLES
 /STATISTICS=CHISQ
 /CELLS=COUNT ROW COLUMN
 /COUNT ROUND CELL.
```

Crosstabs

3. How does the preference for natural ingredients (Q10) correlate with specific flavor choices (Q13)?

Notes

Output Created		01-MAR-2025 03:12:10
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.
Syntax		CROSSTABS /TABLES=Preference_Natural_Ingrid BY Flavor_Citrus Flavor_Berry Flavor_Tropical Flavor_Mint Flavor_Coffee /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.06
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q10: Preference for natural ingredients. * Q13: Citrus flavor preference.	369	99.7%	1	0.3%	370	100.0%
Q10: Preference for natural ingredients. * Q13: Berry flavor preference.	369	99.7%	1	0.3%	370	100.0%
Q10: Preference for natural ingredients. * Q13: Tropical flavor preference.	369	99.7%	1	0.3%	370	100.0%
Q10: Preference for natural ingredients. * Q13: Mint flavor preference.	369	99.7%	1	0.3%	370	100.0%
Q10: Preference for natural ingredients. * Q13: Coffee flavor preference.	369	99.7%	1	0.3%	370	100.0%

Q10: Preference for natural ingredients. * Q13: Citrus flavor preference.

Crosstab

			Q13: Citrus flavor preference.	
			No	Yes
Q10: Preference for natural ingredients.	Yes	Count	33	207
		% within Q10: Preference for natural ingredients.	13.8%	86.3%
		% within Q13: Citrus flavor preference.	41.8%	71.4%
	I don't care	Count	46	83
		% within Q10: Preference for natural ingredients.	35.7%	64.3%
		% within Q13: Citrus flavor preference.	58.2%	28.6%
Total		Count	79	290
		% within Q10: Preference for natural ingredients.	21.4%	78.6%
		% within Q13: Citrus flavor preference.	100.0%	100.0%

Crosstab

			Total
Q10: Preference for natural ingredients.	Yes	Count	240
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Citrus flavor preference.	65.0%
	I don't care	Count	129
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Citrus flavor preference.	35.0%
Total		Count	369
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Citrus flavor preference.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	23.936[a]	1	.000		
Continuity Correction[b]	22.651	1	.000		
Likelihood Ratio	23.004	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	23.871	1	.000		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.62.

b. Computed only for a 2x2 table

Q10: Preference for natural ingredients. * Q13: Berry flavor preference.

Crosstab

			Q13: Berry flavor preference. No	Q13: Berry flavor preference. Yes
Q10: Preference for natural ingredients.	Yes	Count	137	103
		% within Q10: Preference for natural ingredients.	57.1%	42.9%
		% within Q13: Berry flavor preference.	66.5%	63.2%
	I don't care	Count	69	60
		% within Q10: Preference for natural ingredients.	53.5%	46.5%
		% within Q13: Berry flavor preference.	33.5%	36.8%
Total		Count	206	163
		% within Q10: Preference for natural ingredients.	55.8%	44.2%
		% within Q13: Berry flavor preference.	100.0%	100.0%

Crosstab

			Total
Q10: Preference for natural ingredients.	Yes	Count	240
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Berry flavor preference.	65.0%
	I don't care	Count	129
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Berry flavor preference.	35.0%
Total		Count	369
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Berry flavor preference.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.440[a]	1	.507		
Continuity Correction[b]	.306	1	.580		
Likelihood Ratio	.439	1	.508		
Fisher's Exact Test				.512	.290
Linear-by-Linear Association	.439	1	.508		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 56.98.

b. Computed only for a 2x2 table

Q10: Preference for natural ingredients. * Q13: Tropical flavor preference.

Crosstab

			Q13: Tropical flavor preference.	
			No	Yes
Q10: Preference for natural ingredients.	Yes	Count	138	102
		% within Q10: Preference for natural ingredients.	57.5%	42.5%
		% within Q13: Tropical flavor preference.	60.5%	72.3%
	I don't care	Count	90	39
		% within Q10: Preference for natural ingredients.	69.8%	30.2%
		% within Q13: Tropical flavor preference.	39.5%	27.7%
Total		Count	228	141
		% within Q10: Preference for natural ingredients.	61.8%	38.2%
		% within Q13: Tropical flavor preference.	100.0%	100.0%

Crosstab

			Total
Q10: Preference for natural ingredients.	Yes	Count	240
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Tropical flavor preference.	65.0%
	I don't care	Count	129
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Tropical flavor preference.	35.0%
Total		Count	369
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Tropical flavor preference.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.348[a]	1	.021		
Continuity Correction[b]	4.841	1	.028		
Likelihood Ratio	5.438	1	.020		
Fisher's Exact Test				.025	.013
Linear-by-Linear Association	5.333	1	.021		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 49.29.

b. Computed only for a 2x2 table

Q10: Preference for natural ingredients. * Q13: Mint flavor preference.

Crosstab

			Q13: Mint flavor preference.	
			No	Yes
Q10: Preference for natural ingredients.	Yes	Count	141	99
		% within Q10: Preference for natural ingredients.	58.8%	41.3%
		% within Q13: Mint flavor preference.	65.3%	64.7%
	I don't care	Count	75	54
		% within Q10: Preference for natural ingredients.	58.1%	41.9%
		% within Q13: Mint flavor preference.	34.7%	35.3%
Total		Count	216	153
		% within Q10: Preference for natural ingredients.	58.5%	41.5%
		% within Q13: Mint flavor preference.	100.0%	100.0%

Crosstab

			Total
Q10: Preference for natural ingredients.	Yes	Count	240
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Mint flavor preference.	65.0%
	I don't care	Count	129
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Mint flavor preference.	35.0%
Total		Count	369
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Mint flavor preference.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.013[a]	1	.910		
Continuity Correction[b]	.000	1	.998		
Likelihood Ratio	.013	1	.910		
Fisher's Exact Test				.912	.498
Linear-by-Linear Association	.013	1	.910		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 53.49.

b. Computed only for a 2x2 table

Q10: Preference for natural ingredients. * Q13: Coffee flavor preference.

Crosstab

			Q13: Coffee flavor preference.	
			No	Yes
Q10: Preference for natural ingredients.	Yes	Count	210	30
		% within Q10: Preference for natural ingredients.	87.5%	12.5%
		% within Q13: Coffee flavor preference.	61.9%	100.0%
	I don't care	Count	129	0
		% within Q10: Preference for natural ingredients.	100.0%	0.0%
		% within Q13: Coffee flavor preference.	38.1%	0.0%
Total		Count	339	30
		% within Q10: Preference for natural ingredients.	91.9%	8.1%
		% within Q13: Coffee flavor preference.	100.0%	100.0%

Crosstab

			Total
Q10: Preference for natural ingredients.	Yes	Count	240
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Coffee flavor preference.	65.0%
	I don't care	Count	129
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Coffee flavor preference.	35.0%
Total		Count	369
		% within Q10: Preference for natural ingredients.	100.0%
		% within Q13: Coffee flavor preference.	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	17.552[a]	1	.000		
Continuity Correction[b]	15.918	1	.000		
Likelihood Ratio	27.218	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	17.504	1	.000		
N of Valid Cases	369				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.49.

b. Computed only for a 2x2 table

```
NONPAR CORR
 /VARIABLES=Importance_Varitiety_Recoded Likely_Try_New_Recoded
 /PRINT=SPEARMAN TWOTAIL NOSIG FULL
 /MISSING=PAIRWISE.
```

Nonparametric Correlations

4. Do respondents who prioritize flavor variety (Q14) show a higher likelihood of trying new brands (Q20)?

Notes

Output Created		01-MAR-2025 03:16:03
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=Importance _Varitiety_Recoded Likely_Try_New_Recoded /PRINT=SPEARMAN TWOTAIL NOSIG FULL /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Number of Cases Allowed	629145 cases[a]

a. Based on availability of workspace memory

Correlations

			Q14: Importance of variety.	Q20: Likely to try a new energy drink brand.
Spearman's rho	Q14: Importance of variety.	Correlation Coefficient	1.000	.752[**]
		Sig. (2-tailed)	.	.000
		N	369	369
	Q20: Likely to try a new energy drink brand.	Correlation Coefficient	.752[**]	1.000
		Sig. (2-tailed)	.000	.
		N	369	369

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

```
CROSSTABS
  /TABLES=Flavor_Citrus Flavor_Berry Flavor_Tropical Flavor_Mint Flavor_Coffee BY Consum_
Freq
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT ROW COLUMN
  /COUNT ROUND CELL.
```

Crosstabs

5. Is there a difference in flavor preferences between frequent users (Q7) and occasional users ?

Notes

Output Created		01-MAR-2025 03:19:07
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.
Syntax		CROSSTABS /TABLES=Flavor_Citrus Flavor_Berry Flavor_Tropical Flavor_Mint Flavor_Coffee BY Consum_Freq /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
Q13: Citrus flavor preference. * Q7: Energy drinks consume frequency.	369	99.7%	1	0.3%	370	100.0%
Q13: Berry flavor preference. * Q7: Energy drinks consume frequency.	369	99.7%	1	0.3%	370	100.0%
Q13: Tropical flavor preference. * Q7: Energy drinks consume frequency.	369	99.7%	1	0.3%	370	100.0%
Q13: Mint flavor preference. * Q7: Energy drinks consume frequency.	369	99.7%	1	0.3%	370	100.0%
Q13: Coffee flavor preference. * Q7: Energy drinks consume frequency.	369	99.7%	1	0.3%	370	100.0%

Q13: Citrus flavor preference. * Q7: Energy drinks consume frequency.

Crosstab

			Q7: Energy drinks consume .	
			Daily	3–4 times a week
Q13: Citrus flavor preference.	No	Count	0	39
		% within Q13: Citrus flavor preference.	0.0%	49.4%
		% within Q7: Energy drinks consume frequency.	0.0%	50.0%
	Yes	Count	51	39
		% within Q13: Citrus flavor preference.	17.6%	13.4%
		% within Q7: Energy drinks consume frequency.	100.0%	50.0%
Total		Count	51	78
		% within Q13: Citrus flavor preference.	13.8%	21.1%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy drinks consume ...	
			1–2 times a week	Occasionally (less than once a week)
Q13: Citrus flavor preference.	No	Count	0	10
		% within Q13: Citrus flavor preference.	0.0%	12.7%
		% within Q7: Energy drinks consume frequency.	0.0%	6.4%
	Yes	Count	24	146
		% within Q13: Citrus flavor preference.	8.3%	50.3%
		% within Q7: Energy drinks consume frequency.	100.0%	93.6%
Total		Count	24	156
		% within Q13: Citrus flavor preference.	6.5%	42.3%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy ...	
			Never	Total
Q13: Citrus flavor preference.	No	Count	30	79
		% within Q13: Citrus flavor preference.	38.0%	100.0%
		% within Q7: Energy drinks consume frequency.	50.0%	21.4%
	Yes	Count	30	290
		% within Q13: Citrus flavor preference.	10.3%	100.0%
		% within Q7: Energy drinks consume frequency.	50.0%	78.6%
Total		Count	60	369
		% within Q13: Citrus flavor preference.	16.3%	100.0%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	108.333[a]	4	.000
Likelihood Ratio	117.665	4	.000
Linear-by-Linear Association	.991	1	.320
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.14.

Q13: Berry flavor preference. * Q7: Energy drinks consume frequency.

Crosstab

			Q7: Energy drinks consume .	
			Daily	3–4 times a week
Q13: Berry flavor preference.	No	Count	22	15
		% within Q13: Berry flavor preference.	10.7%	7.3%
		% within Q7: Energy drinks consume frequency.	43.1%	19.2%
	Yes	Count	29	63
		% within Q13: Berry flavor preference.	17.8%	38.7%
		% within Q7: Energy drinks consume frequency.	56.9%	80.8%
Total		Count	51	78
		% within Q13: Berry flavor preference.	13.8%	21.1%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy drinks consume ...	
			1–2 times a week	Occasionally (less than once a week)
Q13: Berry flavor preference.	No	Count	24	100
		% within Q13: Berry flavor preference.	11.7%	48.5%
		% within Q7: Energy drinks consume frequency.	100.0%	64.1%
	Yes	Count	0	56
		% within Q13: Berry flavor preference.	0.0%	34.4%
		% within Q7: Energy drinks consume frequency.	0.0%	35.9%
Total		Count	24	156
		% within Q13: Berry flavor preference.	6.5%	42.3%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy ...	
			Never	Total
Q13: Berry flavor preference.	No	Count	45	206
		% within Q13: Berry flavor preference.	21.8%	100.0%
		% within Q7: Energy drinks consume frequency.	75.0%	55.8%
	Yes	Count	15	163
		% within Q13: Berry flavor preference.	9.2%	100.0%
		% within Q7: Energy drinks consume frequency.	25.0%	44.2%
Total		Count	60	369
		% within Q13: Berry flavor preference.	16.3%	100.0%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	77.957[a]	4	.000
Likelihood Ratio	89.251	4	.000
Linear-by-Linear Association	37.106	1	.000
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.60.

Q13: Tropical flavor preference. * Q7: Energy drinks consume frequency.

Crosstab

			Q7: Energy drinks consume .	
			Daily	3–4 times a week
Q13: Tropical flavor preference.	No	Count	36	54
		% within Q13: Tropical flavor preference.	15.8%	23.7%
		% within Q7: Energy drinks consume frequency.	70.6%	69.2%
	Yes	Count	15	24
		% within Q13: Tropical flavor preference.	10.6%	17.0%
		% within Q7: Energy drinks consume frequency.	29.4%	30.8%
Total		Count	51	78
		% within Q13: Tropical flavor preference.	13.8%	21.1%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy drinks consume ...	
			1–2 times a week	Occasionally (less than once a week)
Q13: Tropical flavor preference.	No	Count	15	78
		% within Q13: Tropical flavor preference.	6.6%	34.2%
		% within Q7: Energy drinks consume frequency.	62.5%	50.0%
	Yes	Count	9	78
		% within Q13: Tropical flavor preference.	6.4%	55.3%
		% within Q7: Energy drinks consume frequency.	37.5%	50.0%
Total		Count	24	156
		% within Q13: Tropical flavor preference.	6.5%	42.3%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy ...	
			Never	Total
Q13: Tropical flavor preference.	No	Count	45	228
		% within Q13: Tropical flavor preference.	19.7%	100.0%
		% within Q7: Energy drinks consume frequency.	75.0%	61.8%
	Yes	Count	15	141
		% within Q13: Tropical flavor preference.	10.6%	100.0%
		% within Q7: Energy drinks consume frequency.	25.0%	38.2%
Total		Count	60	369
		% within Q13: Tropical flavor preference.	16.3%	100.0%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.125[a]	4	.002
Likelihood Ratio	17.258	4	.002
Linear-by-Linear Association	1.940	1	.164
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.17.

Q13: Mint flavor preference. * Q7: Energy drinks consume frequency.

Crosstab

			Q7: Energy drinks consume .	
			Daily	3–4 times a week
Q13: Mint flavor preference.	No	Count	30	39
		% within Q13: Mint flavor preference.	13.9%	18.1%
		% within Q7: Energy drinks consume frequency.	58.8%	50.0%
	Yes	Count	21	39
		% within Q13: Mint flavor preference.	13.7%	25.5%
		% within Q7: Energy drinks consume frequency.	41.2%	50.0%
Total		Count	51	78
		% within Q13: Mint flavor preference.	13.8%	21.1%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy drinks consume ...	
			1–2 times a week	Occasionally (less than once a week)
Q13: Mint flavor preference.	No	Count	0	102
		% within Q13: Mint flavor preference.	0.0%	47.2%
		% within Q7: Energy drinks consume frequency.	0.0%	65.4%
	Yes	Count	24	54
		% within Q13: Mint flavor preference.	15.7%	35.3%
		% within Q7: Energy drinks consume frequency.	100.0%	34.6%
Total		Count	24	156
		% within Q13: Mint flavor preference.	6.5%	42.3%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy ...	
			Never	Total
Q13: Mint flavor preference.	No	Count	45	216
		% within Q13: Mint flavor preference.	20.8%	100.0%
		% within Q7: Energy drinks consume frequency.	75.0%	58.5%
	Yes	Count	15	153
		% within Q13: Mint flavor preference.	9.8%	100.0%
		% within Q7: Energy drinks consume frequency.	25.0%	41.5%
Total		Count	60	369
		% within Q13: Mint flavor preference.	16.3%	100.0%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	45.941[a]	4	.000
Likelihood Ratio	54.768	4	.000
Linear-by-Linear Association	8.523	1	.004
N of Valid Cases	369		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.95.

Q13: Coffee flavor preference. * Q7: Energy drinks consume frequency.

Crosstab

			Q7: Energy drinks consume .	
			Daily	3–4 times a week
Q13: Coffee flavor preference.	No	Count	45	69
		% within Q13: Coffee flavor preference.	13.3%	20.4%
		% within Q7: Energy drinks consume frequency.	88.2%	88.5%
	Yes	Count	6	9
		% within Q13: Coffee flavor preference.	20.0%	30.0%
		% within Q7: Energy drinks consume frequency.	11.8%	11.5%
Total		Count	51	78
		% within Q13: Coffee flavor preference.	13.8%	21.1%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy drinks consume ...	
			1–2 times a week	Occasionally (less than once a week)
Q13: Coffee flavor preference.	No	Count	9	156
		% within Q13: Coffee flavor preference.	2.7%	46.0%
		% within Q7: Energy drinks consume frequency.	37.5%	100.0%
	Yes	Count	15	0
		% within Q13: Coffee flavor preference.	50.0%	0.0%
		% within Q7: Energy drinks consume frequency.	62.5%	0.0%
Total		Count	24	156
		% within Q13: Coffee flavor preference.	6.5%	42.3%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Crosstab

			Q7: Energy ...	
			Never	Total
Q13: Coffee flavor preference.	No	Count	60	339
		% within Q13: Coffee flavor preference.	17.7%	100.0%
		% within Q7: Energy drinks consume frequency.	100.0%	91.9%
	Yes	Count	0	30
		% within Q13: Coffee flavor preference.	0.0%	100.0%
		% within Q7: Energy drinks consume frequency.	0.0%	8.1%
Total		Count	60	369
		% within Q13: Coffee flavor preference.	16.3%	100.0%
		% within Q7: Energy drinks consume frequency.	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	116.216[a]	4	.000
Likelihood Ratio	83.578	4	.000
Linear-by-Linear Association	16.965	1	.000
N of Valid Cases	369		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 1.95.