```
 NEW FILE.
DATASET NAME DataSet1 WINDOW=FRONT.
CROSSTABS
  /TABLES=gender BY ads
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT COLUMN
  /COUNT ROUND CELL.
```

Crosstabs

Notes

Output Created		11-NOV-2021 16:51:38
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	32
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=gender BY ads /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Dimensions Requested	2
	Cells Available	524245

[DataSet1]

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * ads	32	100.0%	0	0.0%	32	100.0%

gender * ads Crosstabulation

			ads		
			ADS1	ADS2	Total
gender	male	Count	4	3	7
		% within ads	22.2%	21.4%	21.9%
	female	Count	10	9	19
		% within ads	55.6%	64.3%	59.4%
	LGBTQ+	Count	3	2	5
		% within ads	16.7%	14.3%	15.6%
	3	Count	1	0	1
		% within ads	5.6%	0.0%	3.1%
Total		Count	18	14	32
		% within ads	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.910[a]	3	.823
Likelihood Ratio	1.282	3	.733
Linear-by-Linear Association	.246	1	.620
N of Valid Cases	32		

a. 6 cells (75.0%) have expected count less than 5. The minimum expected count is .44.

```
CROSSTABS
  /TABLES=age BY ads
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT COLUMN
  /COUNT ROUND CELL.
```

Crosstabs

Notes

Output Created		11-NOV-2021 16:51:59
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	32
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=age BY ads /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT 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
age * ads	32	100.0%	0	0.0%	32	100.0%

age * ads Crosstabulation

			ads		
			ADS1	ADS2	Total
age	18-24	Count	7	5	12
		% within ads	38.9%	35.7%	37.5%
	25-34	Count	10	6	16
		% within ads	55.6%	42.9%	50.0%
	35-44	Count	1	1	2
		% within ads	5.6%	7.1%	6.3%
	45-54	Count	0	1	1
		% within ads	0.0%	7.1%	3.1%
	> 54	Count	0	1	1
		% within ads	0.0%	7.1%	3.1%
Total		Count	18	14	32
		% within ads	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.878[a]	4	.578
Likelihood Ratio	3.617	4	.460
Linear-by-Linear Association	1.525	1	.217
N of Valid Cases	32		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .44.

```
CROSSTABS
  /TABLES=salary BY ads
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT COLUMN
  /COUNT ROUND CELL.
```

Crosstabs

Notes

Output Created		11-NOV-2021 16:52:11
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	32
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=salary BY ads /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
salary * ads	32	100.0%	0	0.0%	32	100.0%

salary * ads Crosstabulation

			ads		
			ADS1	ADS2	Total
salary	< 15K	Count	8	5	13
		% within ads	44.4%	35.7%	40.6%
	15-25K	Count	7	4	11
		% within ads	38.9%	28.6%	34.4%
	25-35K	Count	1	2	3
		% within ads	5.6%	14.3%	9.4%
	35-45K	Count	0	1	1
		% within ads	0.0%	7.1%	3.1%
	>45K	Count	2	2	4
		% within ads	11.1%	14.3%	12.5%
Total		Count	18	14	32
		% within ads	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.381[a]	4	.666
Likelihood Ratio	2.752	4	.600
Linear-by-Linear Association	.749	1	.387
N of Valid Cases	32		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .44.

```
CROSSTABS
  /TABLES=occupation BY ads
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT COLUMN
  /COUNT ROUND CELL.
```

Crosstabs

Notes

Output Created		11-NOV-2021 16:52:24
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	32
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=occupation BY ads /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
occupation * ads	32	100.0%	0	0.0%	32	100.0%

occupation * ads Crosstabulation

			ads		
			ADS1	ADS2	Total
occupation	BU	Count	1	0	1
		% within ads	5.6%	0.0%	3.1%
	CO	Count	8	5	13
		% within ads	44.4%	35.7%	40.6%
	SE	Count	0	2	2
		% within ads	0.0%	14.3%	6.3%
	GOV	Count	1	1	2
		% within ads	5.6%	7.1%	6.3%
	FL	Count	1	1	2
		% within ads	5.6%	7.1%	6.3%
	STU	Count	7	5	12
		% within ads	38.9%	35.7%	37.5%
Total		Count	18	14	32
		% within ads	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.582[a]	5	.611
Likelihood Ratio	4.691	5	.455
Linear-by-Linear Association	.049	1	.824
N of Valid Cases	32		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .44.

```
CROSSTABS
  /TABLES=gender BY ads
  /FORMAT=AVALUE TABLES
  /STATISTICS=CHISQ
  /CELLS=COUNT COLUMN
  /COUNT ROUND CELL.
```

Crosstabs

Notes

Output Created		11-NOV-2021 16:57:42
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	32
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=gender BY ads /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT COLUMN /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * ads	32	100.0%	0	0.0%	32	100.0%

gender * ads Crosstabulation

			ads		
			ADS1	ADS2	Total
gender	male	Count	4	3	7
		% within ads	22.2%	21.4%	21.9%
	female	Count	10	9	19
		% within ads	55.6%	64.3%	59.4%
	LGBTQ+	Count	4	2	6
		% within ads	22.2%	14.3%	18.8%
Total		Count	18	14	32
		% within ads	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.368[a]	2	.832
Likelihood Ratio	.374	2	.829
Linear-by-Linear Association	.096	1	.757
N of Valid Cases	32		

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is 2.63.

```
CORRELATIONS
  /VARIABLES=gender age salary occupation ads
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		11-NOV-2021 17:01:25
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	32
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		CORRELATIONS /VARIABLES=gender age salary occupation ads /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Correlations

		gender	age	salary	occupation	ads
gender	Pearson Correlation	1	-.225	-.256	.075	-.056
	Sig. (2-tailed)		.215	.157	.685	.762
	N	32	32	32	32	32
age	Pearson Correlation	-.225	1	.593**	-.365*	.222
	Sig. (2-tailed)	.215		.000	.040	.222
	N	32	32	32	32	32
salary	Pearson Correlation	-.256	.593**	1	-.347	.155
	Sig. (2-tailed)	.157	.000		.052	.396
	N	32	32	32	32	32
occupation	Pearson Correlation	.075	-.365*	-.347	1	.040
	Sig. (2-tailed)	.685	.040	.052		.828
	N	32	32	32	32	32
ads	Pearson Correlation	-.056	.222	.155	.040	1
	Sig. (2-tailed)	.762	.222	.396	.828	
	N	32	32	32	32	32

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

*. Correlation is significant at the 0.05 level (2-tailed).

```
SAVE OUTFILE='C:\Users\Lenovo\Documents\_term1-2021\BADS7105\AB testing_WK1
2.sav'
  /COMPRESSED.
```