1. Descriptive. The variable to be measured is how often Columbia residents buy floral items.
2. Association. The two variables to be associated are household income and purchasing frequency of floral items.
3. Difference. The grouping variable is marital status, and the analysis variable is purchasing frequency of floral items.
4. Descriptive. The variable to be measured is channel frequency (e.g., supermarket or florist shop or other).
5. Descriptive. The variable to be measured is the percentage of Columbia residents with a favorite florist.
6. Descriptive. The variable to be measured is the percentage of Columbia residents who purchased via the internet.
7. Difference. The grouping variable is gender and the analysis variable purchasing via the internet.
8. Descriptive. The variable to be measured is average price residents pay.
9. Descriptive. The variable to be measured is the types of occasions people buy floral items for.
10. Association. The two variables to be associated are age and purchase frequency of floral items.