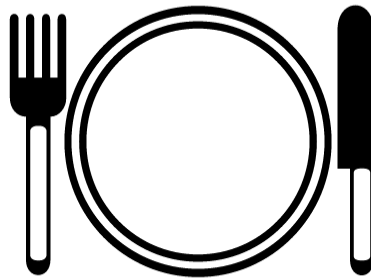


The Hobbit's Choice Restaurant



Kyle McCaul, Nat Larson, Tani Sullivan,
Josh Englund, & Angie Bersin

3/01/2016

Table Of Contents

Hobbit's Choice Ambience	- 2
Unusual Desserts and Entrees	- 4
Demographic Makeup of Probable Hobbit Patrons	- 5
Advertising Mediums	- 7
Appendix	- 9

Hobbit's Choice Ambience

Research Objective:

To find if there is a relationship between drive time and ambience variables.

Recommendation:

Based on the data below, it is suggested that if the drive time to the restaurant is less than 30 minutes the ambience needs to entail elegant decor and large variety of entrees. There is also good indication that Hobbit's Choice Restaurant have a wait staff in tuxedos, string quartet, unusual desserts, and unusual entrees.

Variables Correlated with Prefer Drive Less than 30 Minutes		
<i>Variable</i>	<i>Correlation</i>	<i>Strength</i>
<i>Variables positively correlated*</i>		
Prefer Elegant Decor**	0.819	Strong
Prefer Large Variety of Entrees**	0.806	Strong
Prefer Formal Wait Staff Wearing Tuxedos**	0.799	Moderate
Prefer String Quartet**	0.788	Moderate
Prefer Unusual Desserts**	0.768	Moderate
Prefer Unusual Entrees**	0.765	Moderate
<i>Variables negatively correlated*</i>		
Prefer a waterfront view**	-0.805	Strong
Prefer simple decor**	-0.793	Moderate
Prefer Jazz Combo**	-0.532	Moderate

*all statistically significant at the 0.01 level

**Based on a 5-point scale, 1= "Very Strongly Not Prefer" and 5 = "Very Strongly Prefer"

Summary:

The positive relationship between the variables indicate that if the drive time to Hobbit's Choice Restaurant is less than 30 minutes, then the customers will also prefer elegant decor, large variety of entrees, formal wait staff, string quartet, unusual desserts, and unusual entrees. This can be derived from the strong/moderate positive relationship between the variables, which indicates that a relationship exists.

In contrast, if the drive is less than 30 minutes, the customers dining at Hobbit's Choice Restaurant will not prefer a waterfront view, simple decor, and jazz combo. There is good evidence within the correlation analysis indicating that the relationship between these variables are strong/moderate negative relationships.

Unusual Desserts and Entrees

Research Objective:

To determine if older or younger people prefer unusual desserts and unusual entrees.

Recommendation:

The research revealed that the older the person gets, the more likely they are to prefer both unusual entrees and unusual desserts. It is recommended that:

- If the restaurant targets a **younger** target market, unique desserts and entrees **do not need** to be a focus of the marketing efforts
- If the restaurant is targeting and **older** target market, unique desserts and entrees **do need** to be a focus in the marketing efforts



Variable	Correlation	Strength of Correlation
Prefer Unusual Desserts	-.483	Weak
Prefer Unusual Entrees	-.520	Weak
Scale Range 1-5: 1 = Strongly Not Prefer 5 = Strongly Prefer		

Summary:

The negative correlation for both of the variables indicates that the older the person gets, the more likely they are to prefer both unusual entrees and unusual desserts. Since the data is recorded by the year they were born rather than the age itself, a higher number for age translates to a younger respondent. However, these correlations are fairly weak.

The significance level for both variables was $<.001$ which means that we reject the null hypothesis. In other words, there is a significant correlation between the respondents age and whether or not they prefer unusual desserts and unusual entrees.

Demographic Makeup of Probable Hobbit Patrons

Research Objective:

To figure out the target market including Income, Education, Gender, & Zip Code

Target Market Suggestions
Income: Over \$100,000
Education: Bachelor's and Higher
Gender: N/A
Zip Code: B (3,4, & 5)

Households Income: The highest percentage group of probable patrons have a household income of \$150,000 and above and makeup **50.9%** of total probable patrons. However, those who have a household income of \$100,000-\$149,000 also makeup a good percentage of probable patrons at **36.4%**. Combined these two groups make up **87.3%** of total probable patrons, which is what we suggest for your desired target market.

Education Level: Those who have obtained a Bachelor Degree makeup the highest group of probable patrons at **60.0%**. However those with a Master's Degree also made up **30.9%** of the patrons and Doctorate Degree made up another **6.4%** so combined they create a favorable target market consisting **97.3%** of the patrons. We suggest targeting patrons with a Bachelor Degree and/or higher.

Gender: Although the male respondents had a higher percentage, there is no correlation between the variables because the significance level is $>.05$. Therefore, there is no advantage to targeting one gender over the other.

Zip Code: The B zip code range (3,4, & 5) is the strong majority and most likely to visit the restaurant. There is a strong correlation between the location and likeliness to patronize. Zone B would be a great location for a Hobbit Restaurant.

How We Recoded the Variable: We recoded the variable named 'likely' because it was a likert scale with a scale ranging 1-5 (1=very unlikely, 3=neither likely nor unlikely, 5=very likely). When running a cross-tabulation analysis, we need to have a dichotomous scale (Ex: yes/no). We grouped the variables 1, 2, & 3 together as 2 (Not Probable Patron) and grouped 4 & 5 together as 1 (Probable Patron). Since the variables 1, 2, & 3 range from "Very Unlikely" to "Neither Likely Nor Unlikely" we assume these people will not patron the restaurant. Since the variables 4 & 5 range

from “Somewhat Likely” to “Very Likely” we assume they would have a greater chance patroning the restaurant. We want to target those are likely to patronize the restaurant.

Respondent Who Are Likely to Patronize		
Demographic Variable	Highest Group	Percentage*
Household Income	\$150,000 +	50.9%
Education Level	Bachelor’s Degree	60.0%
Gender	Male	53.6%
Zip Code	B (3,4, & 5)	82.7%

*Percentage is based off total numbers of respondents who were likely to patronize. Does not include those who are unlikely to patronize.

Advertising Mediums

Research Objective:

To determine whether or not *City Magazine* is a viable advertising medium. In addition, are there other promotion vehicles that should be considered?

Type of Radio Programming Listened To	
Easy Listening	53.7%
Talk/News	36.1%
Total	89.8%
Type of Newscast Watched	
6:00pm	76.4%
10:00pm	18.2%
Total	94.6%
Section of Local Newspaper Read	
Business	49.0%
Editorial	31.7%
Total	80.7%

City Magazine: Based on our findings, we can see that *City Magazine* is a viable advertising medium. When asked, "Are you subscribed to City Magazine?" **88.2%** of respondents said yes. All are viable, as we can see by the percentages of likely patrons.

Types of Radio Programming Listened To: If Jeff wants to use other promotional vehicles as well, we've listed our top two recommendations below based on vehicle type. We found that 98.2% of our participants listened to the radio with Easy Listening and Talk/News combining **89.8%** of radio listeners. These would be a great place to advertise on the radio.

Types of Newscast Watched: Our findings concluded that 100% of people surveyed watched the Newscast. Of that 100%, 6:00pm and 10:00pm slots make up **94.6%**. We recommend these time slots for ads on television.

Section of Local Newspaper Read: 94.5% of surveyors said they read the newspaper. We see in the table above that the Business and Editorial section of the paper make up **80.7%** of reader. We concluded that Jeff should put print ads for Hobbit in these sections.

All are viable, as we can see by the percentages of likely patrons.

Respondent who are likely to patronize		
Demographic Variable	Highest Group	Percentage*
Do You Listen to the Radio?	Yes	98.2%
Radio Programming	Easy Listening	53.7%
Do you watch the Newscast?	Yes	100%
Newscast Most Watched	6:00pm News	76.4%
Do you read the Newspaper?	Yes	94.5%
Section of Local Newspaper	Business	49.0%
Are you Subscribed to City Magazine?	Yes	88.2%

*Percentage is based off total numbers of respondents who were likely to patronize. Does not include those who are unlikely to patronize.

Appendix

Question 1

		Prefer Drive Less than 30 Minutes	Prefer Waterfront View	Prefer Unusual Desserts	Prefer Unusual Entrees	Prefer Large Variety of Entrees	Prefer Simple Decor	Prefer Elegant Decor	Prefer String Quartet	Prefer Jazz Combo	Prefer Formal Waitstaff Wearing Tuxedos
Prefer Drive Less than 30 Minutes	Pearson Correlation	1	-.805**	.768**	.765**	.806**	-.793**	.819**	.788**	-.532**	.799**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Waterfront View	Pearson Correlation	-.805**	1	-.810**	-.782**	-.795**	.780**	-.792**	-.792**	.645**	-.788**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Unusual Desserts	Pearson Correlation	.768**	-.810**	1	.868**	.823**	-.891**	.874**	.841**	-.567**	.891**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Unusual Entrees	Pearson Correlation	.765**	-.782**	.868**	1	.831**	-.889**	.869**	.832**	-.545**	.878**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Large Variety of Entrees	Pearson Correlation	.806**	-.795**	.823**	.831**	1	-.815**	.830**	.747**	-.497**	.845**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Simple Decor	Pearson Correlation	-.793**	.780**	-.891**	-.889**	-.815**	1	-.884**	-.843**	.573**	-.876**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Elegant Decor	Pearson Correlation	.819**	-.792**	.874**	.869**	.830**	-.884**	1	.843**	-.549**	.909**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer String Quartet	Pearson Correlation	.788**	-.792**	.841**	.832**	.747**	-.843**	.843**	1	-.620**	.816**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Jazz Combo	Pearson Correlation	-.532**	.645**	-.567**	-.545**	-.497**	.573**	-.549**	-.620**	1	-.554**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400	400	400	400	400
Prefer Formal Waitstaff Wearing Tuxedos	Pearson Correlation	.799**	-.788**	.891**	.878**	.845**	-.876**	.909**	.816**	-.554**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400	400	400	400	400

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

Question 2

Correlations				
		Prefer Unusual Desserts	Prefer Unusual Entrees	Year Born
Prefer Unusual Desserts	Pearson Correlation	1	.868**	-.483**
	Sig. (2-tailed)		.000	.000
	N	400	400	400
Prefer Unusual Entrees	Pearson Correlation	.868**	1	-.520**
	Sig. (2-tailed)	.000		.000
	N	400	400	400
Year Born	Pearson Correlation	-.483**	-.520**	1
	Sig. (2-tailed)	.000	.000	
	N	400	400	400

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

Question 3

Which of the following categories best describes your before tax household income? * Likemod

Crosstab					
			Likemod		Total
			Probable Patron	Not Probable Patron	
Which of the following categories best describes your before tax household income?	<\$15,000	Count	0	26	26
		% within Which of the following categories best describes your before tax household income?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	9.0%	6.5%
	\$15,000 to \$24,999	Count	0	34	34
		% within Which of the following categories best describes your before tax household income?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	11.7%	8.5%
	\$25,000 to \$49,999	Count	0	82	82
		% within Which of the following categories best describes your before tax household income?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	28.3%	20.5%
	\$50,000 to \$74,999	Count	4	129	133
		% within Which of the following categories best describes your before tax household income?	3.0%	97.0%	100.0%
		% within Likemod	3.6%	44.5%	33.3%
	\$75,000 to \$99,999	Count	10	6	16
		% within Which of the following categories best describes your before tax household income?	62.5%	37.5%	100.0%
		% within Likemod	9.1%	2.1%	4.0%
	\$100,000 to \$149,999	Count	40	3	43
		% within Which of the following categories best describes your before tax household income?	93.0%	7.0%	100.0%
		% within Likemod	36.4%	1.0%	10.8%
	\$150,000+	Count	56	10	66
		% within Which of the following categories best describes your before tax household income?	84.8%	15.2%	100.0%
		% within Likemod	50.9%	3.4%	16.5%
Total	Count	110	290	400	
	% within Which of the following categories best describes your before tax household income?	27.5%	72.5%	100.0%	
	% within Likemod	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	305.177 ^a	6	.000
Likelihood Ratio	335.550	6	.000
Linear-by-Linear Association	232.485	1	.000
N of Valid Cases	400		

a. 1 cells (7.1%) have expected count less than 5. The minimum expected count is 4.40.

What is your highest level of education? * Likemod

Crosstab

			Likemod		Total
			Probable Patron	Not Probable Patron	
What is your highest level of education?	Less than High School	Count	0	11	11
		% within What is your highest level of education?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	3.8%	2.8%
	Some High School	Count	0	14	14
		% within What is your highest level of education?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	4.8%	3.5%
	High School Graduate	Count	0	14	14
		% within What is your highest level of education?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	4.8%	3.5%
	Some College (No Degree)	Count	0	14	14
		% within What is your highest level of education?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	4.8%	3.5%
	Associate Degree	Count	3	11	14
		% within What is your highest level of education?	21.4%	78.6%	100.0%
		% within Likemod	2.7%	3.8%	3.5%
	Bachelor's Degree	Count	66	172	238
		% within What is your highest level of education?	27.7%	72.3%	100.0%
		% within Likemod	60.0%	59.3%	59.5%
	Master's Degree	Count	34	52	86
		% within What is your highest level of education?	39.5%	60.5%	100.0%
		% within Likemod	30.9%	17.9%	21.5%
	Doctorate Degree	Count	7	2	9
		% within What is your highest level of education?	77.8%	22.2%	100.0%
		% within Likemod	6.4%	0.7%	2.3%
Total		Count	110	290	400
		% within What is your highest level of education?	27.5%	72.5%	100.0%
		% within Likemod	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.027 ^a	7	.000
Likelihood Ratio	49.998	7	.000
Linear-by-Linear Association	30.809	1	.000
N of Valid Cases	400		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 2.48.

What is your gender? * Likemod**Crosstab**

			Likemod		Total
			Probable Patron	Not Probable Patron	
What is your gender?	Male	Count	59	145	204
		% within What is your gender?	28.9%	71.1%	100.0%
		% within Likemod	53.6%	50.0%	51.0%
	Female	Count	51	145	196
		% within What is your gender?	26.0%	74.0%	100.0%
		% within Likemod	46.4%	50.0%	49.0%
Total	Count		110	290	400
	% within What is your gender?		27.5%	72.5%	100.0%
	% within Likemod		100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.422 ^a	1	.516	.576	.296
Continuity Correction ^b	.289	1	.591		
Likelihood Ratio	.422	1	.516		
Fisher's Exact Test					
Linear-by-Linear Association	.421	1	.516		
N of Valid Cases	400				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 53.90.

b. Computed only for a 2x2 table

Please check the letter that includes the Zip Code in which you live (coded by letter). * Likemod

Crosstab

			Likemod		Total
			Probable Patron	Not Probable Patron	
Please check the letter that includes the Zip Code in which you live (coded by letter).	A (1 & 2)	Count	0	20	20
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	0.0%	100.0%	100.0%
		% within Likemod	0.0%	6.9%	5.0%
	B (3, 4, & 5)	Count	91	29	120
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	75.8%	24.2%	100.0%
		% within Likemod	82.7%	10.0%	30.0%
	C (6, 7, 8, & 9)	Count	19	201	220
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	8.6%	91.4%	100.0%
		% within Likemod	17.3%	69.3%	55.0%
	D (10, 11, & 12)	Count	0	40	40
		% within Please check the letter that includes the Zip Code in which you live (coded by letter).	0.0%	100.0%	100.0%
		% within Likemod	0.0%	13.8%	10.0%
Total	Count		110	290	400
	% within Please check the letter that includes the Zip Code in which you live (coded by letter).		27.5%	72.5%	100.0%
	% within Likemod		100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	202.629 ^a	3	.000
Likelihood Ratio	208.438	3	.000
Linear-by-Linear Association	82.503	1	.000
N of Valid Cases	400		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.50.

Question 4

Would you describe yourself as one who listens to the radio? * Likemod**Crosstab**

			Likemod		Total	
			Probable Patron	Not Probable Patron		
Would you describe yourself as one who listens to the radio?	Yes	Count	108	277	385	
		% within Would you describe yourself as one who listens to the radio?	28.1%	71.9%	100.0%	
		% within Likemod	98.2%	95.5%	96.3%	
	No	Count	2	13	15	
		% within Would you describe yourself as one who listens to the radio?	13.3%	86.7%	100.0%	
		% within Likemod	1.8%	4.5%	3.8%	
	Total		Count	110	290	400
			% within Would you describe yourself as one who listens to the radio?	27.5%	72.5%	100.0%
			% within Likemod	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.569 ^a	1	.210	.255	.170
Continuity Correction ^b	.917	1	.338		
Likelihood Ratio	1.803	1	.179		
Fisher's Exact Test					
Linear-by-Linear Association	1.565	1	.211		
N of Valid Cases	400				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.13.

b. Computed only for a 2x2 table

To which type of radio programming do you most often listen? * Likemod

Crosstab

			Likemod		Total
			Probable Patron	Not Probable Patron	
To which type of radio programming do you most often listen?	Country&Western	Count	6	60	66
		% within To which type of radio programming do you most often listen?	9.1%	90.9%	100.0%
		% within Likemod	5.6%	21.7%	17.1%
	Easy Listening	Count	58	20	78
		% within To which type of radio programming do you most often listen?	74.4%	25.6%	100.0%
		% within Likemod	53.7%	7.2%	20.3%
	Rock	Count	5	154	159
		% within To which type of radio programming do you most often listen?	3.1%	96.9%	100.0%
		% within Likemod	4.6%	55.6%	41.3%
	Talk/News	Count	39	43	82
		% within To which type of radio programming do you most often listen?	47.6%	52.4%	100.0%
		% within Likemod	36.1%	15.5%	21.3%
Total	Count	108	277	385	
	% within To which type of radio programming do you most often listen?	28.1%	71.9%	100.0%	
	% within Likemod	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	158.965 ^a	3	.000
Likelihood Ratio	170.017	3	.000
Linear-by-Linear Association	.312	1	.577
N of Valid Cases	385		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.51.

Would you describe yourself as a viewer of TV local news? * Likemod

Crosstab

			Likemod		Total
			Probable Patron	Not Probable Patron	
Would you describe yourself as a viewer of TV local news?	Yes	Count	110	246	356
		% within Would you describe yourself as a viewer of TV local news?	30.9%	69.1%	100.0%
		% within Likemod	100.0%	84.8%	89.0%
	No	Count	0	44	44
		% within Would you describe yourself as a viewer of TV local news?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	15.2%	11.0%
Total		Count	110	290	400
		% within Would you describe yourself as a viewer of TV local news?	27.5%	72.5%	100.0%
		% within Likemod	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	18.752 ^a	1	.000	.000	.000
Continuity Correction ^b	17.235	1	.000		
Likelihood Ratio	30.313	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	18.706	1	.000		
N of Valid Cases	400				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.10.

b. Computed only for a 2x2 table

Which newscast do you watch most frequently? * Likemod

Crosstab

			Likemod		Total
			Probable Patron	Not Probable Patron	
Which newscast do you watch most frequently?	7:00 am News	Count	6	26	32
		% within Which newscast do you watch most frequently?	18.8%	81.3%	100.0%
		% within Likemod	5.5%	10.6%	9.0%
	Noon News	Count	0	1	1
		% within Which newscast do you watch most frequently?	0.0%	100.0%	100.0%
		% within Likemod	0.0%	0.4%	0.3%
	6:00 pm News	Count	84	45	129
		% within Which newscast do you watch most frequently?	65.1%	34.9%	100.0%
		% within Likemod	76.4%	18.3%	36.2%
	10:00 pm News	Count	20	174	194
		% within Which newscast do you watch most frequently?	10.3%	89.7%	100.0%
		% within Likemod	18.2%	70.7%	54.5%
Total	Count	110	246	356	
	% within Which newscast do you watch most frequently?	30.9%	69.1%	100.0%	
	% within Likemod	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	111.916 ^a	3	.000
Likelihood Ratio	113.734	3	.000
Linear-by-Linear Association	17.160	1	.000
N of Valid Cases	356		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .31.

Do you read the newspaper? * Likemod

Crosstab

			Likemod		Total
			Probable Patron	Not Probable Patron	
Do you read the newspaper?	Yes	Count	104	274	378
		% within Do you read the newspaper?	27.5%	72.5%	100.0%
		% within Likemod	94.5%	94.5%	94.5%
	No	Count	6	16	22
		% within Do you read the newspaper?	27.3%	72.7%	100.0%
		% within Likemod	5.5%	5.5%	5.5%
Total	Count	110	290	400	
	% within Do you read the newspaper?	27.5%	72.5%	100.0%	
	% within Likemod	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.001 ^a	1	.980	1.000	.599
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.001	1	.980		
Fisher's Exact Test					
Linear-by-Linear Association	.001	1	.980		
N of Valid Cases	400				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.05.

b. Computed only for a 2x2 table

Which section of the local newspaper would you say you read most frequently? * Likemod

Crosstab

			Likemod		Total
			Probable Patron	Not Probable Patron	
Which section of the local newspaper would you say you read most frequently?	Editorial	Count	33	19	52
		% within Which section of the local newspaper would you say you read most frequently?	63.5%	36.5%	100.0%
		% within Likemod	31.7%	6.9%	13.7%
	Business	Count	51	14	65
		% within Which section of the local newspaper would you say you read most frequently?	78.5%	21.5%	100.0%
		% within Likemod	49.0%	5.1%	17.2%
	Local	Count	5	113	118
		% within Which section of the local newspaper would you say you read most frequently?	4.2%	95.8%	100.0%
		% within Likemod	4.8%	41.1%	31.1%
	Classifieds	Count	4	53	57
		% within Which section of the local newspaper would you say you read most frequently?	7.0%	93.0%	100.0%
		% within Likemod	3.8%	19.3%	15.0%
	Life, Health & Entertainment	Count	11	76	87
		% within Which section of the local newspaper would you say you read most frequently?	12.6%	87.4%	100.0%
		% within Likemod	10.6%	27.6%	23.0%
Total	Count	104	275	379	
	% within Which section of the local newspaper would you say you read most frequently?	27.4%	72.6%	100.0%	
	% within Likemod	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	172.283 ^a	4	.000
Likelihood Ratio	172.986	4	.000
Linear-by-Linear Association	87.505	1	.000
N of Valid Cases	379		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.27.

Do you subscribe to City Magazine? * Likemod

Crosstab

			Likemod		Total
			Probable Patron	Not Probable Patron	
Do you subscribe to City Magazine?	Yes	Count	97	84	181
		% within Do you subscribe to City Magazine?	53.6%	46.4%	100.0%
		% within Likemod	88.2%	29.0%	45.3%
	No	Count	13	206	219
		% within Do you subscribe to City Magazine?	5.9%	94.1%	100.0%
		% within Likemod	11.8%	71.0%	54.8%
Total		Count	110	290	400
		% within Do you subscribe to City Magazine?	27.5%	72.5%	100.0%
		% within Likemod	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	112.878 ^a	1	.000	.000	.000
Continuity Correction ^b	110.501	1	.000		
Likelihood Ratio	121.910	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	112.596	1	.000		
N of Valid Cases	400				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 49.78.

b. Computed only for a 2x2 table