

## BAB III

### KESIMPULAN DAN SARAN

#### A. Kesimpulan

Penelitian ini bertujuan untuk menganalisa efektifitas iklan *display* otomotif Toyota New Yaris dan Honda All New Jazz pada mahasiswa aktif Fakultas Ilmu Sosial dan Ilmu Politik Atma Jaya Yogyakarta angkatan 2007-2010 diukur dengan menggunakan *EPIC Model*. Penelitian ini menganalisa efektivitas iklan cetak *display* dengan menggunakan alat analisa *EPIC Model* yang memandang efektifitas iklan ke dalam 4 dimensi penilaian yang meliputi: *Empathy* (empati), *Persuasion* (persuasi), *Impact* (dampak), dan *Communication* (komunikasi).

##### 1. *Empathy* (empati)

Dimensi ini diukur dengan 2 indikator pertanyaan kuesioner untuk mengetahui tingkat representasi jiwa muda iklan *display* otomotif Toyota New Yaris dan Honda All New Jazz dan tingkat kesukaan iklan *display* otomotif Toyota New Yaris dan Honda All New Jazz. Untuk iklan *display* otomotif Toyota New Yaris, dengan menggunakan metode skor rata-rata, diketahui dimensi *empathy* masuk dalam rentang skala efektif (3,429-4,285) yaitu dengan skor 4,054. Hal ini menunjukkan bahwa iklan *display* otomotif Toyota New Yaris dinilai efektif dalam menciptakan kedekatan emosional dan disukai oleh *audiences* (pembaca). Sementara untuk iklan *display* otomotif Honda All New Jazz, dimensi *empathy* memiliki skor 2,587 yang masuk dalam skala cukup efektif namun sangat dekat dengan

batas skala tidak efektif (skala 1,715-2,571). Skor iklan display otomotif Honda All New Jazz menunjukkan bahwa iklan tersebut masih cukup untuk menciptakan kedekatan emosional dan disukai oleh *audiences* (pembaca).

## **2. Persuasion (persuasi)**

Dimensi ini dianalisa dengan 2 indikator pertanyaan kuesioner untuk mengetahui apakah kedua iklan *display* otomotif (Toyota New Yaris dan Honda All New Jazz) dinilai mampu mempengaruhi *audiences* (pembaca) sehingga tertarik dengan produk otomotif yang di dalam iklan display tersebut dan berkeinginan membeli produk tersebut. Dengan menggunakan metode skor rata-rata, iklan *display* otomotif Toyota New Yaris dimensi persuasi, masuk dalam rentang skala cukup efektif yaitu dengan skor 3,092. Hal ini menunjukkan bahwa iklan *display* otomotif Toyota New Yaris dinilai cukup efektif dalam mengembangkan daya tarik suatu merek serta memberikan dampak positif terhadap keinginan pembelian. Lain halnya dengan iklan *display* otomotif Honda All New Jazz yang masuk dalam skala tidak efektif dengan skor 2,467. Iklan tersebut kurang mampu untuk mengembangkan daya tariknya sehingga tidak efektif dalam merubah kepercayaan, sikap ataupun keinginan berperilaku seperti yang diinginkan pengiklan yakni untuk konsumen membeli produknya.

## **3. Impact (dampak)**

Dua indikator pertanyaan kuesioner digunakan dalam dimensi ini untuk menganalisa apakah berdasarkan iklan tersebut, *audiences*

(pembaca) memiliki *product knowledge* atas mobil Toyota New Yaris dan Honda All New Jazz dan untuk mengukur perbandingan tingkat kreatifitas iklan cetak *display* tersebut dengan iklan cetak *display* lainnya yang sejenis. Dengan menggunakan metode skor rata-rata diketahui bahwa dimensi *impact* dalam iklan *display* otomotif Toyota New Yaris masuk dalam rentang skala cukup efektif yaitu dengan skor 2,945. Rentang skala tersebut menunjukkan bahwa iklan *display* otomotif Toyota New Yaris cukup menonjol dibandingkan dengan iklan lainnya yang sejenis dan mampu menarik perhatian audiens. Lain halnya dengan iklan *display* otomotif Honda All New Jazz yang berada pada rentang skala tidak efektif dengan skor 2,257 yang kurang menonjol dibandingkan iklan sejenisnya sehingga tidak efektif dalam menarik perhatian audiens.

#### 4. *Communication* (komunikasi)

Dimensi ini dianalisa atau diukur dengan 3 indikator pertanyaan kuesioner untuk mengetahui apakah iklan *display* otomotif Toyota New Yaris dan Honda All New Jazz dinilai jelas dan mampu menyampaikan pesan kepada *audiences* (pembaca). Iklan *display* otomotif Toyota New Yaris memiliki skor 2,999 dan iklan *display* otomotif Honda All New Jazz dengan skor 2,956 menempatkan rentang skala kedua iklan tersebut dalam skala cukup efektif dalam dimensi *communication*. Melihat skor kedua iklan *display* otomotif, dapat diketahui bahwa kedua iklan tersebut cukup efektif dan cukup jelas dalam menyampaikan pesan kepada audiens.

## B. Saran

1. Dalam membuat iklan cetak *display* otomotif, sebaiknya perusahaan otomotif mengutamakan, menonjolkan pada penguatan karakter dari produk produknya itu sendiri sehingga konsumen, target sasaran iklan mengetahui ciri khas dan image dari produknya sebagai suatu produk otomotif, seperti misalnya: Honda Jazz sebagai mobil yang paling tinggi tingkat keamanannya, dan Toyota New Yaris dikenal untuk mobil yang paling rendah kadar emisinya.
2. Sebaiknya perusahaan otomotif dalam membuat iklan *display* selanjutnya selain menciptakan iklan yang menarik juga memperhatikan kemampuan iklan dalam hal persuasi terhadap *audiences* dan kemampuan iklan dalam meningkatkan *product knowledge* (pengetahuan produk) konsumen. Karena pada dasarnya iklan yang menarik dan disukai oleh *audiences* (pembaca) belum merupakan jaminan bahwa iklan tersebut akan efektif dalam mempengaruhi *audiences* untuk tertarik membeli produk yang ditawarkan.
3. Bagi peneliti lain, dalam mengukur efektifitas sebuah iklan hendaknya memilih iklan yang sesuai dengan waktu penelitian atau masih aktual dan aktif ditayangkan di media, baik elektronik maupun media cetak, sehingga dapat meminimalisir kemungkinan munculnya faktor-faktor lain di luar iklan tersebut yang menjadi pertimbangan *audiences* dalam menilai.

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## TOYOTA NEW YARIS

### *Empathy*

1. Iklan cetak display otomotif Toyota New Yaris mampu merepresentasikan jiwa muda anda.
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

2. Anda menyukai iklan cetak display otomotif tersebut.
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

### *Persuasion*

1. Anda tertarik dengan iklan cetak display otomotif Toyota New Yaris karena wujud visualnya (garis, bidang, gambar, warna, foto dan teks).
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

2. Iklan tersebut membuat anda berkeinginan membeli mobil Toyota New Yaris.
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

### *Impact*

1. Hanya dari ilustrasinya, anda tahu iklan cetak display otomotif tersebut adalah iklan Toyota New Yaris.
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

2. Layout iklan cetak display otomotif Toyota New Yaris lebih kreatif dibandingkan iklan cetak display otomotif lainnya.

- Sangat tidak setuju sekali
- Sangat tidak setuju
- Tidak setuju
- Cukup
- Setuju
- Sangat setuju
- Sangat setuju sekali

### *Communication*

1. Iklan cetak display otomotif Toyota New Yaris lebih jelas dibanding iklan cetak display otomotif lainnya.

- Sangat tidak setuju sekali
- Sangat tidak setuju
- Tidak setuju
- Cukup
- Setuju
- Sangat setuju
- Sangat setuju sekali

2. Naskah dalam iklan cetak display otomotif Toyota New Yaris mampu mengkomunikasikan pesan yang disampaikan.

- Sangat tidak setuju sekali
- Sangat tidak setuju
- Tidak setuju
- Cukup
- Setuju
- Sangat setuju
- Sangat setuju sekali

3. Anda mengerti pesan yang disampaikan dalam iklan cetak display otomotif tersebut.

- Sangat tidak setuju sekali
- Sangat tidak setuju
- Tidak setuju
- Cukup
- Setuju
- Sangat setuju
- Sangat setuju sekali

## HONDA ALL NEW JAZZ

### *Empathy*

1. Iklan cetak display otomotif Honda All New Jazz mampu merepresentasikan jiwa muda anda.
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

2. Anda menyukai iklan cetak display otomotif tersebut.
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

### *Persuasion*

1. Anda tertarik dengan iklan cetak display otomotif Honda All New Jazz karena wujud visualnya (garis, bidang, gambar, warna, foto dan teks).
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

2. Iklan tersebut membuat anda berkeinginan membeli mobil Honda All New Jazz.
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

### *Impact*

1. Hanya dari ilustrasinya, anda tahu iklan cetak display otomotif tersebut adalah iklan Honda All New Jazz.
  - Sangat tidak setuju sekali
  - Sangat tidak setuju
  - Tidak setuju
  - Cukup
  - Setuju
  - Sangat setuju
  - Sangat setuju sekali

2. Layout iklan cetak display otomotif Honda All New Jazz lebih kreatif dibandingkan iklan cetak display otomotif lainnya.

- Sangat tidak setuju sekali
- Sangat tidak setuju
- Tidak setuju
- Cukup
- Setuju
- Sangat setuju
- Sangat setuju sekali

### *Communication*

1. Iklan cetak display otomotif Honda All New Jazz lebih jelas dibanding iklan cetak display otomotif lainnya.

- Sangat tidak setuju sekali
- Sangat tidak setuju
- Tidak setuju
- Cukup
- Setuju
- Sangat setuju
- Sangat setuju sekali

2. Naskah dalam iklan cetak display otomotif Honda All New Jazz mampu mengkomunikasikan pesan yang disampaikan.

- Sangat tidak setuju sekali
- Sangat tidak setuju
- Tidak setuju
- Cukup
- Setuju
- Sangat setuju
- Sangat setuju sekali

3. Anda mengerti pesan yang disampaikan dalam iklan cetak display otomotif tersebut.

- Sangat tidak setuju sekali
- Sangat tidak setuju
- Tidak setuju
- Cukup
- Setuju
- Sangat setuju
- Sangat setuju sekali



## Rekapitulasi Kuesioner

Toyota

| no | e1 | e2 | p1 | p2 | i1 | i2 | c1 | c2 | c3 | E  | P  | I  | C  |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1  | 4  | 3  | 3  | 4  | 5  | 4  | 5  | 4  | 5  | 7  | 7  | 9  | 14 |
| 2  | 4  | 3  | 4  | 3  | 5  | 4  | 3  | 5  | 5  | 7  | 7  | 9  | 13 |
| 3  | 6  | 6  | 3  | 3  | 3  | 3  | 5  | 5  | 5  | 12 | 6  | 6  | 15 |
| 4  | 7  | 7  | 4  | 4  | 4  | 4  | 5  | 7  | 7  | 14 | 8  | 8  | 19 |
| 5  | 5  | 6  | 4  | 4  | 3  | 4  | 5  | 4  | 5  | 11 | 8  | 7  | 14 |
| 6  | 5  | 6  | 7  | 3  | 4  | 4  | 5  | 4  | 5  | 11 | 10 | 8  | 14 |
| 7  | 3  | 5  | 4  | 3  | 3  | 3  | 5  | 4  | 5  | 8  | 7  | 6  | 14 |
| 8  | 6  | 6  | 5  | 7  | 6  | 6  | 4  | 4  | 4  | 12 | 12 | 12 | 12 |
| 9  | 5  | 5  | 3  | 4  | 5  | 6  | 3  | 3  | 3  | 10 | 7  | 11 | 9  |
| 10 | 6  | 6  | 3  | 3  | 4  | 4  | 1  | 1  | 1  | 12 | 6  | 8  | 3  |
| 11 | 5  | 5  | 5  | 5  | 4  | 4  | 3  | 3  | 4  | 10 | 10 | 8  | 10 |
| 12 | 4  | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 9  | 9  | 8  | 12 |
| 13 | 5  | 5  | 3  | 3  | 3  | 3  | 6  | 6  | 5  | 10 | 6  | 6  | 17 |
| 14 | 5  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 9  | 8  | 8  | 10 |
| 15 | 4  | 4  | 4  | 4  | 3  | 4  | 3  | 3  | 4  | 8  | 8  | 7  | 10 |
| 16 | 5  | 5  | 5  | 5  | 5  | 5  | 6  | 4  | 3  | 10 | 10 | 10 | 13 |
| 17 | 7  | 6  | 3  | 4  | 5  | 4  | 3  | 4  | 4  | 13 | 7  | 9  | 11 |
| 18 | 5  | 4  | 5  | 7  | 5  | 5  | 4  | 4  | 4  | 9  | 12 | 10 | 12 |
| 19 | 4  | 5  | 4  | 4  | 4  | 5  | 3  | 4  | 3  | 9  | 8  | 9  | 10 |
| 20 | 4  | 5  | 4  | 5  | 5  | 4  | 2  | 2  | 2  | 9  | 9  | 9  | 6  |
| 21 | 5  | 5  | 5  | 4  | 3  | 4  | 4  | 4  | 3  | 10 | 9  | 7  | 11 |
| 22 | 5  | 5  | 5  | 5  | 4  | 5  | 6  | 6  | 4  | 10 | 10 | 9  | 16 |
| 23 | 6  | 5  | 3  | 3  | 3  | 3  | 6  | 5  | 4  | 11 | 6  | 6  | 15 |
| 24 | 4  | 3  | 4  | 5  | 5  | 4  | 4  | 4  | 3  | 7  | 9  | 9  | 11 |
| 25 | 5  | 6  | 4  | 4  | 4  | 4  | 3  | 5  | 4  | 11 | 8  | 8  | 12 |
| 26 | 5  | 7  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 12 | 8  | 6  | 11 |
| 27 | 5  | 5  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 10 | 8  | 6  | 11 |
| 28 | 3  | 5  | 7  | 6  | 6  | 6  | 1  | 1  | 1  | 8  | 13 | 12 | 3  |
| 29 | 6  | 3  | 5  | 4  | 4  | 4  | 3  | 4  | 3  | 9  | 9  | 8  | 10 |
| 30 | 5  | 6  | 4  | 5  | 2  | 5  | 4  | 3  | 4  | 11 | 9  | 7  | 11 |
| 31 | 6  | 5  | 3  | 4  | 3  | 3  | 4  | 4  | 5  | 11 | 7  | 6  | 13 |
| 32 | 6  | 5  | 4  | 3  | 5  | 5  | 4  | 5  | 6  | 11 | 7  | 10 | 15 |
| 33 | 4  | 5  | 3  | 3  | 3  | 3  | 6  | 5  | 5  | 9  | 6  | 6  | 16 |
| 34 | 5  | 5  | 4  | 5  | 5  | 4  | 3  | 5  | 4  | 10 | 9  | 9  | 12 |
| 35 | 5  | 5  | 3  | 4  | 3  | 3  | 4  | 5  | 4  | 10 | 7  | 6  | 13 |

|    |   |   |   |   |   |   |   |   |   |    |    |    |    |
|----|---|---|---|---|---|---|---|---|---|----|----|----|----|
| 36 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 8  | 7  | 7  | 14 |
| 37 | 5 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 9  | 6  | 6  | 9  |
| 38 | 5 | 6 | 4 | 5 | 5 | 5 | 1 | 1 | 1 | 11 | 9  | 10 | 3  |
| 39 | 5 | 6 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 11 | 7  | 9  | 11 |
| 40 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 8  | 10 | 6  | 13 |
| 41 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 9  | 10 | 7  | 10 |
| 42 | 5 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 10 | 7  | 6  | 10 |
| 43 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 10 | 10 | 6  | 10 |
| 44 | 5 | 6 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 11 | 10 | 8  | 10 |
| 45 | 5 | 7 | 4 | 4 | 3 | 4 | 5 | 2 | 3 | 12 | 8  | 7  | 10 |
| 46 | 4 | 5 | 5 | 5 | 4 | 4 | 6 | 5 | 5 | 9  | 10 | 8  | 16 |
| 47 | 3 | 4 | 7 | 4 | 6 | 7 | 3 | 3 | 3 | 7  | 11 | 13 | 9  |
| 48 | 6 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 11 | 8  | 6  | 12 |
| 49 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 10 | 9  | 10 | 10 |
| 50 | 6 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 11 | 7  | 9  | 11 |
| 51 | 6 | 6 | 3 | 3 | 5 | 4 | 4 | 3 | 3 | 12 | 6  | 9  | 10 |
| 52 | 5 | 6 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 11 | 6  | 6  | 12 |
| 53 | 7 | 6 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 13 | 6  | 7  | 14 |
| 54 | 5 | 6 | 4 | 3 | 5 | 5 | 3 | 4 | 5 | 11 | 7  | 10 | 12 |
| 55 | 6 | 4 | 4 | 5 | 3 | 3 | 3 | 7 | 7 | 10 | 9  | 6  | 17 |
| 56 | 5 | 5 | 4 | 2 | 5 | 5 | 7 | 7 | 6 | 10 | 6  | 10 | 20 |
| 57 | 6 | 6 | 7 | 7 | 3 | 3 | 4 | 5 | 4 | 12 | 14 | 6  | 13 |
| 58 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 5 | 9  | 6  | 8  | 13 |
| 59 | 6 | 5 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 11 | 8  | 6  | 13 |
| 60 | 6 | 6 | 6 | 4 | 2 | 2 | 3 | 5 | 5 | 12 | 10 | 4  | 13 |
| 61 | 4 | 5 | 6 | 4 | 4 | 5 | 4 | 3 | 3 | 9  | 10 | 9  | 10 |
| 62 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 10 | 10 | 7  | 14 |
| 63 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 7  | 9  | 8  | 9  |
| 64 | 5 | 5 | 5 | 5 | 5 | 6 | 3 | 4 | 4 | 10 | 10 | 11 | 11 |
| 65 | 5 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 10 | 8  | 7  | 10 |
| 66 | 6 | 5 | 3 | 5 | 3 | 1 | 5 | 5 | 4 | 11 | 8  | 4  | 14 |
| 67 | 6 | 5 | 4 | 3 | 3 | 3 | 6 | 6 | 5 | 11 | 7  | 6  | 17 |
| 68 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 8  | 7  | 6  | 12 |
| 69 | 6 | 7 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 13 | 6  | 5  | 7  |
| 70 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 5 | 5 | 10 | 9  | 7  | 13 |
| 71 | 6 | 5 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 11 | 8  | 6  | 11 |
| 72 | 5 | 3 | 4 | 4 | 4 | 4 | 6 | 5 | 5 | 8  | 8  | 8  | 16 |
| 73 | 5 | 5 | 4 | 6 | 5 | 4 | 3 | 4 | 5 | 10 | 10 | 9  | 12 |
| 74 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 9  | 6  | 8  | 12 |

|           |   |   |   |   |   |   |   |   |   |
|-----------|---|---|---|---|---|---|---|---|---|
| <b>75</b> | 6 | 6 | 5 | 4 | 7 | 6 | 5 | 5 | 5 |
| <b>76</b> | 5 | 5 | 4 | 5 | 6 | 5 | 3 | 4 | 5 |
| <b>77</b> | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 5 | 5 |
| <b>78</b> | 5 | 5 | 2 | 3 | 2 | 2 | 3 | 3 | 3 |
| <b>79</b> | 4 | 5 | 5 | 5 | 3 | 3 | 4 | 5 | 5 |
| <b>80</b> | 5 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 |
| <b>81</b> | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 |
| <b>82</b> | 6 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 |
| <b>83</b> | 7 | 6 | 3 | 3 | 5 | 3 | 5 | 5 | 3 |
| <b>84</b> | 5 | 6 | 4 | 3 | 4 | 3 | 5 | 3 | 4 |
| <b>85</b> | 4 | 5 | 3 | 5 | 5 | 4 | 2 | 3 | 3 |
| <b>86</b> | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 5 |
| <b>87</b> | 5 | 6 | 3 | 3 | 5 | 3 | 3 | 3 | 3 |
| <b>88</b> | 6 | 6 | 5 | 5 | 4 | 5 | 4 | 5 | 5 |
| <b>89</b> | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 6 | 7 |
| <b>90</b> | 6 | 7 | 4 | 4 | 5 | 6 | 3 | 5 | 5 |
| <b>91</b> | 6 | 6 | 5 | 5 | 5 | 5 | 3 | 5 | 5 |

|           |    |    |    |
|-----------|----|----|----|
| <b>12</b> | 9  | 13 | 15 |
| <b>10</b> | 9  | 11 | 12 |
| <b>10</b> | 6  | 7  | 13 |
| <b>10</b> | 5  | 4  | 9  |
| <b>9</b>  | 10 | 6  | 14 |
| <b>9</b>  | 6  | 9  | 14 |
| <b>7</b>  | 8  | 9  | 10 |
| <b>11</b> | 9  | 8  | 12 |
| <b>13</b> | 6  | 8  | 13 |
| <b>11</b> | 7  | 7  | 12 |
| <b>9</b>  | 8  | 9  | 8  |
| <b>7</b>  | 6  | 8  | 13 |
| <b>11</b> | 6  | 8  | 9  |
| <b>12</b> | 10 | 9  | 14 |
| <b>9</b>  | 9  | 7  | 17 |
| <b>13</b> | 8  | 11 | 13 |
| <b>12</b> | 10 | 10 | 13 |

Honda

| <b>no</b> | <b>e1</b> | <b>e2</b> | <b>p1</b> | <b>p2</b> | <b>i1</b> | <b>i2</b> | <b>c1</b> | <b>c2</b> | <b>c3</b> |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>1</b>  | 5         | 4         | 5         | 3         | 3         | 4         | 5         | 5         | 5         |
| <b>2</b>  | 4         | 4         | 4         | 4         | 5         | 4         | 4         | 5         | 5         |
| <b>3</b>  | 3         | 3         | 3         | 3         | 4         | 3         | 3         | 3         | 4         |
| <b>4</b>  | 4         | 5         | 5         | 3         | 6         | 3         | 3         | 4         | 4         |
| <b>5</b>  | 5         | 4         | 5         | 3         | 5         | 5         | 4         | 5         | 5         |
| <b>6</b>  | 5         | 4         | 5         | 3         | 4         | 4         | 3         | 3         | 4         |
| <b>7</b>  | 2         | 3         | 2         | 1         | 2         | 2         | 4         | 4         | 4         |
| <b>8</b>  | 4         | 4         | 4         | 3         | 4         | 4         | 4         | 4         | 4         |
| <b>9</b>  | 4         | 3         | 4         | 2         | 3         | 3         | 3         | 4         | 4         |
| <b>10</b> | 4         | 3         | 3         | 3         | 3         | 3         | 4         | 5         | 4         |
| <b>11</b> | 3         | 4         | 3         | 3         | 3         | 3         | 5         | 6         | 4         |
| <b>12</b> | 3         | 3         | 3         | 3         | 3         | 3         | 4         | 3         | 3         |
| <b>13</b> | 3         | 3         | 3         | 3         | 4         | 3         | 4         | 4         | 3         |
| <b>14</b> | 2         | 4         | 3         | 4         | 2         | 3         | 3         | 4         | 4         |
| <b>15</b> | 2         | 4         | 4         | 4         | 2         | 3         | 4         | 4         | 4         |
| <b>16</b> | 3         | 3         | 3         | 1         | 1         | 1         | 2         | 4         | 4         |
| <b>17</b> | 2         | 4         | 4         | 4         | 2         | 3         | 3         | 4         | 4         |
| <b>18</b> | 3         | 3         | 3         | 3         | 3         | 3         | 4         | 3         | 3         |

| <b>E</b> | <b>P</b> | <b>I</b> | <b>C</b> |
|----------|----------|----------|----------|
| 9        | 8        | 7        | 15       |
| 8        | 8        | 9        | 14       |
| 6        | 6        | 7        | 10       |
| 9        | 8        | 9        | 11       |
| 9        | 8        | 10       | 14       |
| 9        | 8        | 8        | 10       |
| 5        | 3        | 4        | 12       |
| 8        | 7        | 8        | 12       |
| 7        | 6        | 6        | 11       |
| 7        | 6        | 6        | 13       |
| 7        | 6        | 6        | 15       |
| 6        | 6        | 6        | 10       |
| 6        | 6        | 7        | 11       |
| 6        | 7        | 5        | 11       |
| 6        | 8        | 5        | 12       |
| 6        | 4        | 2        | 10       |
| 6        | 8        | 5        | 11       |
| 6        | 6        | 6        | 10       |

|    |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 19 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 6 | 4 | 7 | 6 | 6 | 15 |
| 20 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 8 | 7 | 7 | 11 |
| 21 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 9 | 8 | 9 | 14 |
| 22 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 6 | 6 | 7 | 11 |
| 23 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 9 | 8 | 7 | 14 |
| 24 | 3 | 3 | 3 | 1 | 1 | 2 | 4 | 4 | 4 | 6 | 4 | 3 | 12 |
| 25 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 5 | 5 | 9 | 9 | 7 | 15 |
| 26 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 8 | 7 | 9 | 14 |
| 27 | 3 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 8 | 6 | 7 | 11 |
| 28 | 4 | 3 | 5 | 3 | 6 | 3 | 3 | 3 | 4 | 7 | 8 | 9 | 10 |
| 29 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 3 | 5 | 9 | 8 | 9 | 12 |
| 30 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 9 | 8 | 9 | 12 |
| 31 | 2 | 4 | 2 | 3 | 2 | 4 | 4 | 3 | 4 | 6 | 5 | 6 | 11 |
| 32 | 4 | 3 | 4 | 1 | 4 | 2 | 4 | 4 | 4 | 7 | 5 | 6 | 12 |
| 33 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 8 | 7 | 7 | 11 |
| 34 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 7 | 5 | 6 | 12 |
| 35 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 6 | 6 | 6 | 14 |
| 36 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 6 | 3 | 7 | 6 | 6 | 13 |
| 37 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 6 | 6 | 7 | 10 |
| 38 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 5 | 6 | 5 | 11 |
| 39 | 2 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 6 | 8 | 5 | 12 |
| 40 | 3 | 4 | 3 | 4 | 1 | 3 | 2 | 4 | 4 | 7 | 7 | 4 | 10 |
| 41 | 2 | 3 | 4 | 1 | 2 | 1 | 3 | 4 | 4 | 5 | 5 | 3 | 11 |
| 42 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 7 | 7 | 6 | 11 |
| 43 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 7 | 6 | 6 | 12 |
| 44 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 6 | 4 | 7 | 7 | 7 | 13 |
| 45 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 9 | 8 | 7 | 13 |
| 46 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 7 | 6 | 7 | 13 |
| 47 | 5 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 5 | 8 | 8 | 6 | 13 |
| 48 | 3 | 4 | 3 | 3 | 1 | 4 | 4 | 5 | 4 | 7 | 6 | 5 | 13 |
| 49 | 2 | 4 | 2 | 3 | 2 | 5 | 4 | 5 | 4 | 6 | 5 | 7 | 13 |
| 50 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 8 | 7 | 8 | 11 |
| 51 | 5 | 3 | 5 | 1 | 5 | 2 | 4 | 4 | 5 | 8 | 6 | 7 | 13 |
| 52 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 8 | 7 | 7 | 10 |
| 53 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 7 | 5 | 6 | 12 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 6 | 6 | 6 | 14 |
| 55 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 6 | 3 | 7 | 6 | 6 | 13 |
| 56 | 5 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 8 | 8 | 6 | 13 |
| 57 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 8 | 8 | 9 | 14 |

|    |   |   |   |   |   |   |   |   |   |    |   |   |    |
|----|---|---|---|---|---|---|---|---|---|----|---|---|----|
| 58 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 7  | 6 | 8 | 12 |
| 59 | 4 | 5 | 5 | 3 | 6 | 3 | 3 | 4 | 4 | 9  | 8 | 9 | 11 |
| 60 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 6  | 6 | 7 | 10 |
| 61 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 5  | 6 | 5 | 11 |
| 62 | 2 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 6  | 8 | 5 | 12 |
| 63 | 3 | 4 | 3 | 4 | 1 | 3 | 2 | 4 | 4 | 7  | 7 | 4 | 10 |
| 64 | 2 | 3 | 4 | 1 | 2 | 1 | 3 | 4 | 4 | 5  | 5 | 3 | 11 |
| 65 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 7  | 7 | 6 | 11 |
| 66 | 5 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 5 | 8  | 8 | 6 | 13 |
| 67 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 8  | 7 | 9 | 14 |
| 68 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 7  | 7 | 8 | 12 |
| 69 | 4 | 3 | 5 | 3 | 6 | 3 | 3 | 3 | 4 | 7  | 8 | 9 | 10 |
| 70 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 4 | 5 | 10 | 8 | 8 | 13 |
| 71 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 5 | 4 | 9  | 8 | 9 | 12 |
| 72 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 5 | 9  | 8 | 8 | 12 |
| 73 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 5 | 4 | 8  | 6 | 8 | 14 |
| 74 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 7  | 7 | 7 | 10 |
| 75 | 5 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 8  | 7 | 7 | 11 |
| 76 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 7  | 6 | 7 | 13 |
| 77 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 9  | 8 | 7 | 13 |
| 78 | 3 | 3 | 3 | 3 | 1 | 3 | 4 | 4 | 4 | 6  | 6 | 4 | 12 |
| 79 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 8  | 7 | 7 | 12 |
| 80 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 8  | 6 | 7 | 12 |
| 81 | 3 | 3 | 3 | 2 | 3 | 3 | 5 | 4 | 4 | 6  | 5 | 6 | 13 |
| 82 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 6  | 6 | 6 | 12 |
| 83 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 6 | 3 | 7  | 6 | 7 | 13 |
| 84 | 5 | 3 | 5 | 3 | 3 | 3 | 4 | 3 | 5 | 8  | 8 | 6 | 12 |
| 85 | 3 | 4 | 3 | 3 | 1 | 4 | 4 | 5 | 4 | 7  | 6 | 5 | 13 |
| 86 | 3 | 3 | 3 | 1 | 3 | 2 | 4 | 4 | 3 | 6  | 4 | 5 | 11 |
| 87 | 2 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 6  | 7 | 5 | 11 |
| 88 | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 5  | 7 | 5 | 11 |
| 89 | 3 | 4 | 3 | 4 | 1 | 3 | 4 | 4 | 4 | 7  | 7 | 4 | 12 |
| 90 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 8  | 8 | 7 | 12 |
| 91 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 8  | 6 | 7 | 13 |

```

DATASET CLOSE DataSet0.
CORRELATIONS
  /VARIABLES=e1 e2 E
  /PRINT=TWOTAIL NOSIG
  /MISSING=PAIRWISE.
    
```

## Correlations

| Notes                  |                                |   |
|------------------------|--------------------------------|---|
| Output Created         |                                | 2011-02-17T09:42:18.451   |
| Comments               |                                |   |
| Input                  | Active Dataset                 | DataSet1  |
|                        | Filter                         | <none>  |
|                        | Weight                         | <none>  |
|                        | Split File                     | <none>  |
|                        | N of Rows in Working Data File | 91  |
| 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<br>/VARIABLES=e1 e2 E<br>/PRINT=TWOTAIL NOSIG<br>/MISSING=PAIRWISE.                |
| Resources              | Processor Time                 | 0:00:00.000   |
|                        | Elapsed Time                   | 0:00:00.008   |

[DataSet1]

## Correlations

|    |                     | e1     | e2     | E      |
|----|---------------------|--------|--------|--------|
| e1 | Pearson Correlation | 1.000  | .463** | .839** |
|    | Sig. (2-tailed)     |        | .000   | .000   |
|    | N                   | 91.000 | 91     | 91     |
| e2 | Pearson Correlation | .463** | 1.000  | .871** |
|    | Sig. (2-tailed)     | .000   |        | .000   |
|    | N                   | 91     | 91.000 | 91     |
| E  | Pearson Correlation | .839** | .871** | 1.000  |
|    | Sig. (2-tailed)     | .000   | .000   |        |
|    | N                   | 91     | 91     | 91.000 |

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

```

CORRELATIONS
/VARIABLES=p1 p2 P
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

| Notes                  |                                |   |
|------------------------|--------------------------------|---|
| Output Created         |                                | 2011-02-17T09:42:27.659   |
| Comments               |                                |   |
| Input                  | Active Dataset                 | DataSet1  |
|                        | Filter                         | <none>  |
|                        | Weight                         | <none>  |
|                        | Split File                     | <none>  |
|                        | N of Rows in Working Data File | 91  |
| 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<br>/VARIABLES=p1 p2 P<br>/PRINT=TWOTAIL NOSIG<br>/MISSING=PAIRWISE.                |
| Resources              | Processor Time                 | 0:00:00.032   |
|                        | Elapsed Time                   | 0:00:00.014   |



[DataSet1]

## Correlations

|    |                     | p1     | p2     | P      |
|----|---------------------|--------|--------|--------|
| p1 | Pearson Correlation | 1.000  | .465** | .853** |
|    | Sig. (2-tailed)     |        | .000   | .000   |
|    | N                   | 91.000 | 91     | 91     |
| p2 | Pearson Correlation | .465** | 1.000  | .859** |
|    | Sig. (2-tailed)     | .000   |        | .000   |
|    | N                   | 91     | 91.000 | 91     |
| P  | Pearson Correlation | .853** | .859** | 1.000  |
|    | Sig. (2-tailed)     | .000   | .000   |        |
|    | N                   | 91     | 91     | 91.000 |

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

```

CORRELATIONS
/VARIABLES=i1 i2 I
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

| Notes                  |                                |   |
|------------------------|--------------------------------|---|
| Output Created         |                                | 2011-02-17T09:42:35.270   |
| Comments               |                                |   |
| Input                  | Active Dataset                 | DataSet1  |
|                        | Filter                         | <none>  |
|                        | Weight                         | <none>  |
|                        | Split File                     | <none>  |
|                        | N of Rows in Working Data File | 91  |
| 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<br>/VARIABLES=i1 i2 I<br>/PRINT=TWOTAIL NOSIG<br>/MISSING=PAIRWISE.                |
| Resources              | Processor Time                 | 0:00:00.047   |
|                        | Elapsed Time                   | 0:00:00.043   |

[DataSet1]

## Correlations

|    |                     | i1     | i2     | I      |
|----|---------------------|--------|--------|--------|
| i1 | Pearson Correlation | 1.000  | .684** | .917** |
|    | Sig. (2-tailed)     |        | .000   | .000   |
|    | N                   | 91.000 | 91     | 91     |
| i2 | Pearson Correlation | .684** | 1.000  | .918** |
|    | Sig. (2-tailed)     | .000   |        | .000   |
|    | N                   | 91     | 91.000 | 91     |
| I  | Pearson Correlation | .917** | .918** | 1.000  |
|    | Sig. (2-tailed)     | .000   | .000   |        |
|    | N                   | 91     | 91     | 91.000 |

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

```

CORRELATIONS
/VARIABLES=c1 c2 c3 C
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Correlations

| Notes                  |                                |   |
|------------------------|--------------------------------|---|
| Output Created         |                                | 2011-02-17T09:42:48.622   |
| Comments               |                                |   |
| Input                  | Active Dataset                 | DataSet1  |
|                        | Filter                         | <none>  |
|                        | Weight                         | <none>  |
|                        | Split File                     | <none>  |
|                        | N of Rows in Working Data File | 91  |
| 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<br>/VARIABLES=c1 c2 c3 C<br>/PRINT=TWOTAIL NOSIG<br>/MISSING=PAIRWISE.             |
| Resources              | Processor Time                 | 0:00:00.047   |
|                        | Elapsed Time                   | 0:00:00.034   |

[DataSet1]

**Correlations**

|    |                     | c1     | c2     | c3     | C      |
|----|---------------------|--------|--------|--------|--------|
| c1 | Pearson Correlation | 1.000  | .524** | .417** | .764** |
|    | Sig. (2-tailed)     |        | .000   | .000   | .000   |
|    | N                   | 91.000 | 91     | 91     | 91     |
| c2 | Pearson Correlation | .524** | 1.000  | .791** | .912** |
|    | Sig. (2-tailed)     | .000   |        | .000   | .000   |
|    | N                   | 91     | 91.000 | 91     | 91     |
| c3 | Pearson Correlation | .417** | .791** | 1.000  | .867** |
|    | Sig. (2-tailed)     | .000   | .000   |        | .000   |
|    | N                   | 91     | 91     | 91.000 | 91     |
| C  | Pearson Correlation | .764** | .912** | .867** | 1.000  |
|    | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|    | N                   | 91     | 91     | 91     | 91.000 |

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

```
RELIABILITY
/VARIABLES=e1 e2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

## Reliability

| Notes                  |                           |   |
|------------------------|---------------------------|---|
| Output Created         |                           | 2011-02-17T09:42:55.003   |
| Comments               |                           |   |
| Input                  | Active Dataset            | DataSet1  |
|                        | Filter                    | <none>  |
|                        | Weight                    | <none>  |
|                        | Split File                | <none>  |
|                        | N of Rows in Working Data | 91  |
|                        | File                      |   |
|                        | Matrix Input              | Matrix Input  |
| Missing Value Handling | Definition of Missing     | User-defined missing values are treated as missing.                                   |
|                        | Cases Used                | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax                 |                           | RELIABILITY<br>/VARIABLES=e1 e2<br>/SCALE('ALL VARIABLES') ALL<br>/MODEL=ALPHA.       |
| Resources              | Processor Time            | 0:00:00.000   |
|                        | Elapsed Time              | 0:00:00.003   |

[DataSet1]

**Scale: ALL VARIABLES****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 91 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 91 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .631             | 2          |

```
RELIABILITY
/VARIABLES=p1 p2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

## Reliability

| Notes                  |                           |   |
|------------------------|---------------------------|---|
| Output Created         |                           | 2011-02-17T09:43:04.956   |
| Comments               |                           |   |
| Input                  | Active Dataset            | DataSet1  |
|                        | Filter                    | <none>  |
|                        | Weight                    | <none>  |
|                        | Split File                | <none>  |
|                        | N of Rows in Working Data | 91  |
|                        | File                      |   |
|                        | Matrix Input              | Matrix Input  |
| Missing Value Handling | Definition of Missing     | User-defined missing values are treated as missing.                                   |
|                        | Cases Used                | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax                 |                           | RELIABILITY<br>/VARIABLES=p1 p2<br>/SCALE('ALL VARIABLES') ALL<br>/MODEL=ALPHA.       |
| Resources              | Processor Time            | 0:00:00.000   |
|                        | Elapsed Time              | 0:00:00.010   |

[DataSet1]



**Scale: ALL VARIABLES****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 91 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 91 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .635             | 2          |

```
RELIABILITY
/VARIABLES=i1 i2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.
```

## Reliability

| Notes                  |                           |   |
|------------------------|---------------------------|---|
| Output Created         |                           | 2011-02-17T09:43:12.981   |
| Comments               |                           |   |
| Input                  | Active Dataset            | DataSet1  |
|                        | Filter                    | <none>  |
|                        | Weight                    | <none>  |
|                        | Split File                | <none>  |
|                        | N of Rows in Working Data | 91  |
|                        | File                      |   |
|                        | Matrix Input              | Matrix Input  |
| Missing Value Handling | Definition of Missing     | User-defined missing values are treated as missing.                                   |
|                        | Cases Used                | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax                 |                           | RELIABILITY<br>/VARIABLES=i1 i2<br>/SCALE('ALL VARIABLES') ALL<br>/MODEL=ALPHA.       |
| Resources              | Processor Time            | 0:00:00.016   |
|                        | Elapsed Time              | 0:00:00.004   |

[DataSet1]

**Scale: ALL VARIABLES****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 91 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 91 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .813             | 2          |

```
RELIABILITY  
/VARIABLES=c1 c2 c3  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

## Reliability

| Notes                  |                           |   |
|------------------------|---------------------------|---|
| Output Created         |                           | 2011-02-17T09:43:24.062   |
| Comments               |                           |   |
| Input                  | Active Dataset            | DataSet1  |
|                        | Filter                    | <none>  |
|                        | Weight                    | <none>  |
|                        | Split File                | <none>  |
|                        | N of Rows in Working Data | 91  |
|                        | File                      |   |
|                        | Matrix Input              | Matrix Input  |
| Missing Value Handling | Definition of Missing     | User-defined missing values are treated as missing.                                   |
|                        | Cases Used                | Statistics are based on all cases with valid data for all variables in the procedure. |
| Syntax                 |                           | RELIABILITY<br>/VARIABLES=c1 c2 c3<br>/SCALE('ALL VARIABLES') ALL<br>/MODEL=ALPHA.    |
| Resources              | Processor Time            | 0:00:00.000   |
|                        | Elapsed Time              | 0:00:00.003   |

[DataSet1]

**Scale: ALL VARIABLES****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 91 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 91 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .804             | 3          |

```
FREQUENCIES VARIABLES=e1 e2
  /ORDER=ANALYSIS.
```

## Frequencies

|                        |                           | Notes   |                         |
|------------------------|---------------------------|---|-------------------------|
| Output Created         |                           |   | 2011-02-17T10:02:45.026 |
| Comments               |                           |   |                         |
| Input                  | Active Dataset            | DataSet1  |                         |
|                        | Filter                    | <none>  |                         |
|                        | Weight                    | <none>  |                         |
|                        | Split File                | <none>  |                         |
|                        | N of Rows in Working Data |   | 91                      |
|                        | File                      |   |                         |
| Missing Value Handling | Definition of Missing     | User-defined missing values are treated as missing. |                         |
|                        | Cases Used                | Statistics are based on all cases with valid data.  |                         |
| Syntax                 |                           | FREQUENCIES VARIABLES=e1 e2<br>/ORDER=ANALYSIS.     |                         |
| Resources              | Processor Time            |   | 0:00:00.000             |
|                        | Elapsed Time              |   | 0:00:00.003             |

[DataSet1]

**Statistics**

|   |         | e1 | e2 |
|---|---------|----|----|
| N | Valid   | 91 | 91 |
|   | Missing | 0  | 0  |

**Frequency Table****e1**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 3 | 4         | 4.4     | 4.4           | 4.4                |
|       | 4 | 17        | 18.7    | 18.7          | 23.1               |
|       | 5 | 43        | 47.3    | 47.3          | 70.3               |
|       | 6 | 23        | 25.3    | 25.3          | 95.6               |
|       | 7 | 4         | 4.4     | 4.4           | 100.0              |
| Total |   | 91        | 100.0   | 100.0         |                    |

**e2**

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 3 | 8         | 8.8     | 8.8           | 8.8                |
|       | 4 | 13        | 14.3    | 14.3          | 23.1               |
|       | 5 | 42        | 46.2    | 46.2          | 69.2               |
|       | 6 | 23        | 25.3    | 25.3          | 94.5               |
|       | 7 | 5         | 5.5     | 5.5           | 100.0              |
| Total |   | 91        | 100.0   | 100.0         |                    |

```
FREQUENCIES VARIABLES=p1 p2
/ORDER=ANALYSIS.
```

## Frequencies

| Notes                  |                                |   |
|------------------------|--------------------------------|---|
| Output Created         |                                | 2011-02-17T10:02:53.583                             |
| Comments               |                                |   |
| Input                  | Active Dataset                 | DataSet1  |
|                        | Filter                         | <none>  |
|                        | Weight                         | <none>  |
|                        | Split File                     | <none>  |
|                        | N of Rows in Working Data File | 91  |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing. |
|                        | Cases Used                     | Statistics are based on all cases with valid data.  |
| Syntax                 |                                | FREQUENCIES VARIABLES=p1 p2<br>/ORDER=ANALYSIS.     |
| Resources              | Processor Time                 | 0:00:00.000   |
|                        | Elapsed Time                   | 0:00:00.003   |

[DataSet1]

### Statistics

|   |         | p1 | p2 |
|---|---------|----|----|
| N | Valid   | 91 | 91 |
|   | Missing | 0  | 0  |



## Frequency Table

**p1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 1         | 1.1     | 1.1           | 1.1                |
|       | 3     | 28        | 30.8    | 30.8          | 31.9               |
|       | 4     | 38        | 41.8    | 41.8          | 73.6               |
|       | 5     | 18        | 19.8    | 19.8          | 93.4               |
|       | 6     | 2         | 2.2     | 2.2           | 95.6               |
|       | 7     | 4         | 4.4     | 4.4           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

**p2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 2         | 2.2     | 2.2           | 2.2                |
|       | 3     | 26        | 28.6    | 28.6          | 30.8               |
|       | 4     | 28        | 30.8    | 30.8          | 61.5               |
|       | 5     | 30        | 33.0    | 33.0          | 94.5               |
|       | 6     | 2         | 2.2     | 2.2           | 96.7               |
|       | 7     | 3         | 3.3     | 3.3           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

```
FREQUENCIES VARIABLES=i1 i2
/ORDER=ANALYSIS.
```

## Frequencies

| Notes                  |                                |   |                         |
|------------------------|--------------------------------|---|-------------------------|
| Output Created         |                                |   | 2011-02-17T10:03:03.880 |
| Comments               |                                |   |                         |
| Input                  | Active Dataset                 | DataSet1  |                         |
|                        | Filter                         | <none>  |                         |
|                        | Weight                         | <none>  |                         |
|                        | Split File                     | <none>  |                         |
|                        | N of Rows in Working Data File |   | 91                      |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing. |                         |
|                        | Cases Used                     | Statistics are based on all cases with valid data.  |                         |
| Syntax                 |                                | FREQUENCIES VARIABLES=i1 i2 /ORDER=ANALYSIS.        |                         |
| Resources              | Processor Time                 |   | 0:00:00.000             |
|                        | Elapsed Time                   |   | 0:00:00.005             |

[DataSet1]

### Statistics

|   |         | i1 | i2 |
|---|---------|----|----|
| N | Valid   | 91 | 91 |
|   | Missing | 0  | 0  |

## Frequency Table

i1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 4         | 4.4     | 4.4           | 4.4                |
|       | 3     | 29        | 31.9    | 31.9          | 36.3               |
|       | 4     | 27        | 29.7    | 29.7          | 65.9               |
|       | 5     | 26        | 28.6    | 28.6          | 94.5               |
|       | 6     | 4         | 4.4     | 4.4           | 98.9               |
|       | 7     | 1         | 1.1     | 1.1           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

i2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 1         | 1.1     | 1.1           | 1.1                |
|       | 2     | 2         | 2.2     | 2.2           | 3.3                |
|       | 3     | 33        | 36.3    | 36.3          | 39.6               |
|       | 4     | 33        | 36.3    | 36.3          | 75.8               |
|       | 5     | 15        | 16.5    | 16.5          | 92.3               |
|       | 6     | 6         | 6.6     | 6.6           | 98.9               |
|       | 7     | 1         | 1.1     | 1.1           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

```
FREQUENCIES VARIABLES=c1 c2 c3
/ORDER=ANALYSIS.
```

## Frequencies

| Notes                  |                                |   |                         |
|------------------------|--------------------------------|---|-------------------------|
| Output Created         |                                |   | 2011-02-17T10:03:14.774 |
| Comments               |                                |   |                         |
| Input                  | Active Dataset                 | DataSet1  |                         |
|                        | Filter                         | <none>  |                         |
|                        | Weight                         | <none>  |                         |
|                        | Split File                     | <none>  |                         |
|                        | N of Rows in Working Data File |   | 91                      |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing. |                         |
|                        | Cases Used                     | Statistics are based on all cases with valid data.  |                         |
| Syntax                 |                                | FREQUENCIES VARIABLES=c1 c2 c3 /ORDER=ANALYSIS.     |                         |
| Resources              | Processor Time                 |   | 0:00:00.000             |
|                        | Elapsed Time                   |   | 0:00:00.001             |

[DataSet1]

### Statistics

|   |         | c1 | c2 | c3 |
|---|---------|----|----|----|
| N | Valid   | 91 | 91 | 91 |
|   | Missing | 0  | 0  | 0  |

## Frequency Table

c1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 3         | 3.3     | 3.3           | 3.3                |
|       | 2     | 3         | 3.3     | 3.3           | 6.6                |
|       | 3     | 30        | 33.0    | 33.0          | 39.6               |
|       | 4     | 29        | 31.9    | 31.9          | 71.4               |
|       | 5     | 17        | 18.7    | 18.7          | 90.1               |
|       | 6     | 8         | 8.8     | 8.8           | 98.9               |
|       | 7     | 1         | 1.1     | 1.1           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

c2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 3         | 3.3     | 3.3           | 3.3                |
|       | 2     | 3         | 3.3     | 3.3           | 6.6                |
|       | 3     | 24        | 26.4    | 26.4          | 33.0               |
|       | 4     | 29        | 31.9    | 31.9          | 64.8               |
|       | 5     | 25        | 27.5    | 27.5          | 92.3               |
|       | 6     | 4         | 4.4     | 4.4           | 96.7               |
|       | 7     | 3         | 3.3     | 3.3           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

c3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 3         | 3.3     | 3.3           | 3.3                |
|       | 2     | 1         | 1.1     | 1.1           | 4.4                |
|       | 3     | 26        | 28.6    | 28.6          | 33.0               |
|       | 4     | 26        | 28.6    | 28.6          | 61.5               |
|       | 5     | 30        | 33.0    | 33.0          | 94.5               |
|       | 6     | 2         | 2.2     | 2.2           | 96.7               |
|       | 7     | 3         | 3.3     | 3.3           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

```
FREQUENCIES VARIABLES=e1 e2
/ORDER=ANALYSIS.
```

## Frequencies

|                        |                           | Notes   |                         |
|------------------------|---------------------------|---|-------------------------|
| Output Created         |                           |   | 2011-02-17T19:40:08.573 |
| Comments               |                           |   |                         |
| Input                  | Active Dataset            | DataSet0  |                         |
|                        | Filter                    | <none>  |                         |
|                        | Weight                    | <none>  |                         |
|                        | Split File                | <none>  |                         |
|                        | N of Rows in Working Data |   | 91                      |
|                        | File                      |   |                         |
| Missing Value Handling | Definition of Missing     | User-defined missing values are treated as missing. |                         |
|                        | Cases Used                | Statistics are based on all cases with valid data.  |                         |
| Syntax                 |                           | FREQUENCIES VARIABLES=e1 e2<br>/ORDER=ANALYSIS.     |                         |
| Resources              | Processor Time            |   | 0:00:00.000             |
|                        | Elapsed Time              |   | 0:00:00.002             |

[DataSet0]

### Statistics

|   |         | e1 | e2 |
|---|---------|----|----|
| N | Valid   | 91 | 91 |
|   | Missing | 0  | 0  |

## Frequency Table

**e1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 14        | 15.4    | 15.4          | 15.4               |
|       | 3     | 31        | 34.1    | 34.1          | 49.5               |
|       | 4     | 27        | 29.7    | 29.7          | 79.1               |
|       | 5     | 19        | 20.9    | 20.9          | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

**e2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 38        | 41.8    | 41.8          | 41.8               |
|       | 4     | 49        | 53.8    | 53.8          | 95.6               |
|       | 5     | 4         | 4.4     | 4.4           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

```
FREQUENCIES VARIABLES=p1 p2
/ORDER=ANALYSIS.
```



## Frequencies

| Notes                  |                                |   |                         |
|------------------------|--------------------------------|---|-------------------------|
| Output Created         |                                |   | 2011-02-17T19:40:18.554 |
| Comments               |                                |   |                         |
| Input                  | Active Dataset                 | DataSet0  |                         |
|                        | Filter                         | <none>  |                         |
|                        | Weight                         | <none>  |                         |
|                        | Split File                     | <none>  |                         |
|                        | N of Rows in Working Data File |   | 91                      |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing. |                         |
|                        | Cases Used                     | Statistics are based on all cases with valid data.  |                         |
| Syntax                 |                                | FREQUENCIES VARIABLES=p1 p2 /ORDER=ANALYSIS.        |                         |
| Resources              | Processor Time                 |   | 0:00:00.000             |
|                        | Elapsed Time                   |   | 0:00:00.002             |

[DataSet0]

### Statistics

|   |         | p1 | p2 |
|---|---------|----|----|
| N | Valid   | 91 | 91 |
|   | Missing | 0  | 0  |

## Frequency Table

**p1**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 3.3     | 3.3           | 3.3                |
|       | 3     | 43        | 47.3    | 47.3          | 50.5               |
|       | 4     | 23        | 25.3    | 25.3          | 75.8               |
|       | 5     | 22        | 24.2    | 24.2          | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

**p2**

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 8         | 8.8     | 8.8           | 8.8                |
|       | 2     | 4         | 4.4     | 4.4           | 13.2               |
|       | 3     | 63        | 69.2    | 69.2          | 82.4               |
|       | 4     | 16        | 17.6    | 17.6          | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

```
FREQUENCIES VARIABLES=i1 i2
/ORDER=ANALYSIS.
```

## Frequencies

| Notes                  |                                |   |                         |
|------------------------|--------------------------------|---|-------------------------|
| Output Created         |                                |   | 2011-02-17T19:40:25.830 |
| Comments               |                                |   |                         |
| Input                  | Active Dataset                 | DataSet0  |                         |
|                        | Filter                         | <none>  |                         |
|                        | Weight                         | <none>  |                         |
|                        | Split File                     | <none>  |                         |
|                        | N of Rows in Working Data File |   | 91                      |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing. |                         |
|                        | Cases Used                     | Statistics are based on all cases with valid data.  |                         |
| Syntax                 |                                | FREQUENCIES VARIABLES=i1 i2 /ORDER=ANALYSIS.        |                         |
| Resources              | Processor Time                 |   | 0:00:00.000             |
|                        | Elapsed Time                   |   | 0:00:00.003             |

[DataSet0]

### Statistics

|   |         | i1 | i2 |
|---|---------|----|----|
| N | Valid   | 91 | 91 |
|   | Missing | 0  | 0  |

## Frequency Table

i1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 8         | 8.8     | 8.8           | 8.8                |
|       | 2     | 14        | 15.4    | 15.4          | 24.2               |
|       | 3     | 31        | 34.1    | 34.1          | 58.2               |
|       | 4     | 26        | 28.6    | 28.6          | 86.8               |
|       | 5     | 8         | 8.8     | 8.8           | 95.6               |
|       | 6     | 4         | 4.4     | 4.4           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

i2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1     | 3         | 3.3     | 3.3           | 3.3                |
|       | 2     | 5         | 5.5     | 5.5           | 8.8                |
|       | 3     | 55        | 60.4    | 60.4          | 69.2               |
|       | 4     | 22        | 24.2    | 24.2          | 93.4               |
|       | 5     | 6         | 6.6     | 6.6           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

```
FREQUENCIES VARIABLES=c1 c2 c3
/ORDER=ANALYSIS.
```

## Frequencies

| Notes                  |                                |   |                         |
|------------------------|--------------------------------|---|-------------------------|
| Output Created         |                                |   | 2011-02-17T19:40:35.513 |
| Comments               |                                |   |                         |
| Input                  | Active Dataset                 | DataSet0  |                         |
|                        | Filter                         | <none>  |                         |
|                        | Weight                         | <none>  |                         |
|                        | Split File                     | <none>  |                         |
|                        | N of Rows in Working Data File |   | 91                      |
| Missing Value Handling | Definition of Missing          | User-defined missing values are treated as missing. |                         |
|                        | Cases Used                     | Statistics are based on all cases with valid data.  |                         |
| Syntax                 |                                | FREQUENCIES VARIABLES=c1 c2 c3 /ORDER=ANALYSIS.     |                         |
| Resources              | Processor Time                 |   | 0:00:00.015             |
|                        | Elapsed Time                   |   | 0:00:00.003             |

[DataSet0]

### Statistics

|   |         | c1 | c2 | c3 |
|---|---------|----|----|----|
| N | Valid   | 91 | 91 | 91 |
|   | Missing | 0  | 0  | 0  |

## Frequency Table

c1

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2     | 3         | 3.3     | 3.3           | 3.3                |
|       | 3     | 28        | 30.8    | 30.8          | 34.1               |
|       | 4     | 48        | 52.7    | 52.7          | 86.8               |
|       | 5     | 12        | 13.2    | 13.2          | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

c2

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 18        | 19.8    | 19.8          | 19.8               |
|       | 4     | 45        | 49.5    | 49.5          | 69.2               |
|       | 5     | 22        | 24.2    | 24.2          | 93.4               |
|       | 6     | 6         | 6.6     | 6.6           | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |

c3

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3     | 12        | 13.2    | 13.2          | 13.2               |
|       | 4     | 58        | 63.7    | 63.7          | 76.9               |
|       | 5     | 21        | 23.1    | 23.1          | 100.0              |
|       | Total | 91        | 100.0   | 100.0         |                    |