

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	television advertising ^b	.	Enter

a. Dependent Variable: weekly gross revenue

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,808 ^a	,653	,595	1,21518

a. Predictors: (Constant), television advertising

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,640	1	16,640	11,269	,015 ^b
	Residual	8,860	6	1,477		
	Total	25,500	7			

a. Dependent Variable: weekly gross revenue

b. Predictors: (Constant), television advertising

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	88,638	1,582		56,016	,000
	television advertising	1,604	,478	,808	3,357	,015

a. Dependent Variable: weekly gross revenue

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	newspaper advertising, television advertising ^b	.	Enter

a. Dependent Variable: weekly gross revenue

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,959 ^a	,919	,887	,64259

a. Predictors: (Constant), newspaper advertising, television advertising

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23,435	2	11,718	28,378	,002 ^b
	Residual	2,065	5	,413		
	Total	25,500	7			

a. Dependent Variable: weekly gross revenue

b. Predictors: (Constant), newspaper advertising, television advertising

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	83,230	1,574		52,882	,000
	television advertising	2,290	,304	1,153	7,532	,001
	newspaper advertising	1,301	,321	,621	4,057	,010

a. Dependent Variable: weekly gross revenue