

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: revenue

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,808 ^a	,653	,595	1,21518	1,837

a. Predictors: (Constant), television ads

b. Dependent Variable: revenue

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: revenue

b. Predictors: (Constant), television ads

Coefficients^a

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

Coefficients^a

Model		95,0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	84,766	92,510
	television ads	,435	2,773

a. Dependent Variable: revenue

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	91,8454	96,6570	93,7500	1,54180	8
Residual	-1,84541	1,55072	,00000	1,12503	8
Std. Predicted Value	-1,235	1,885	,000	1,000	8
Std. Residual	-1,519	1,276	,000	,926	8

a. Dependent Variable: revenue

Regression

Variables Entered/Removed^a

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

a. Dependent Variable: revenue

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,959 ^a	,919	,887	,64259	2,174

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

b. Dependent Variable: revenue

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: revenue

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

Coefficients^a

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

Coefficients^a

Model		95,0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	79,184	87,276
	television ads	1,509	3,072
	newspaper ads	,477	2,125

a. Dependent Variable: revenue

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	90,4124	96,6325	93,7500	1,82973	8
Residual	-,63249	,65769	,00000	,54309	8
Std. Predicted Value	-1,824	1,575	,000	1,000	8
Std. Residual	-,984	1,024	,000	,845	8

a. Dependent Variable: revenue