

Table number: 1 of 10

Click 1	Table number: 1 of 3 Age Class			Table number: 2 of 3 Sex		Table number: 3 of 3 Like / Dislike Class			Sum
	Less 35	35 to 55	Over 55	F	M	Dislike	Like	Delight	
	(c1)	(c2)	(c3)	(c4)	(c5)	(c6)	(c7)	(c8)	
Big Visual Left	0	4	3	0	7	3	2	2	7
%	0.0%	14.8%	37.5%	0.0%	17.5%	15.8%	11.8%	25.0%	15.9%
Signif									
Big Visual Arrows	7	19	5	4	27	14	11	6	31
%	77.8%	70.4%	62.5%	100.0%	67.5%	73.7%	64.7%	75.0%	70.5%
Signif									
Big Visual Right	2	4	0	0	6	2	4	0	6
%	22.2%	14.8%	0.0%	0.0%	15.0%	10.5%	23.5%	0.0%	13.6%
Signif									
Sum	9	27	8	4	40	19	17	8	44
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Signif									

Chi² test on table, 95% conf., Ho: col' Chi² test on table, 95% c Chi² test on table, 95% conf., Ho: col's & rows indep't = TRUE
 Pearson Corr Coef= -0.338 - Pearson Pearson Corr Coef= 0.0(Pearson Corr Coef= -0.070 - Pearson² = 0.005
 Proportions/Means: Columns tested (Proportions/Means: Colu Proportions/Means: Columns tested (5% Risk level)
 * Small base (<30) * Small base (<30) * Small base (<30)
 ** Very small base (<6) ** Very small base (<6) ** Very small base (<6)

Table number: 2 of 10

Click 2	Table number: 1 of 3 Age Class			Table number: 2 of 3 Sex		Table number: 3 of 3 Like / Dislike Class			Sum
	Less 35	35 to 55	Over 55	F	M	Dislike	Like	Delight	
	(c1)	(c2)	(c3)	(c4)	(c5)	(c6)	(c7)	(c8)	
Big Visual Left	0	3	1	0	4	3	0	1	4
%	0.0%	11.1%	12.5%	0.0%	10.0%	15.8%	0.0%	12.5%	9.1%
Signif									
Big Visual Arrows	6	21	5	3	29	14	12	6	32
%	66.7%	77.8%	62.5%	75.0%	72.5%	73.7%	70.6%	75.0%	72.7%
Signif									
Big Visual Right	2	2	2	0	6	2	4	0	6
%	22.2%	7.4%	25.0%	0.0%	15.0%	10.5%	23.5%	0.0%	13.6%
Signif									
Logo	1	1	0	1	1	0	1	1	2
%	11.1%	3.7%	0.0%	25.0%	2.5%	0.0%	5.9%	12.5%	4.5%
Signif				** c5					
Sum	9	27	8	4	40	19	17	8	44
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Signif									

Chi² test on table, 95% conf., Ho: col' Chi² test on table, 95% c Chi² test on table, 95% conf., Ho: col's & rows indep't = TRUE
 Pearson Corr Coef= -0.180 - Pearson Pearson Corr Coef= 0.0(Pearson Corr Coef= 0.197 - Pearson² = 0.039
 Proportions/Means: Columns tested (Proportions/Means: Colu Proportions/Means: Columns tested (5% Risk level)
 * Small base (<30) * Small base (<30) * Small base (<30)
 ** Very small base (<6) ** Very small base (<6) ** Very small base (<6)