

Data Analysis

1. Twenty-five children were asked to sample each of three brands of cereals: Canary Crunch, Turtle Treats, and Ghostly Shadows. They were asked to choose their favorite and indicate how much they liked it (crazy about it, liked it, didn't particularly like it). They were also asked to select which of four "gifts" they'd like to find in it: a marble, a squirt gun, a whistle, or a magic ring. Here are their responses:

Child	Cereal	Like	Gift	Gender
1	Ghostly Shadows	crazy	squirt gun	M
2	Ghostly Shadows	like	squirt gun	M
3	Ghostly Shadows	not part	squirt gun	M
4	Canary Crunch	not part	ring	M
5	Turtle Treats	crazy	squirt gun	F
6	Turtle Treats	crazy	ring	F
7	Turtle Treats	crazy	squirt gun	F
8	Turtle Treats	like	ring	F
9	Ghostly Shadows	crazy	ring	M
10	Canary Crunch	not part	squirt gun	F
11	Turtle Treats	crazy	squirt gun	F
12	Ghostly Shadows	like	ring	F
13	Turtle Treats	crazy	squirt gun	M
14	Turtle Treats	like	ring	M
15	Ghostly Shadows	crazy	whistle	F
16	Canary Crunch	don't know	ring	M
17	Turtle Treats	crazy	whistle	F
18	Turtle Treats	like	ring	F
19	Ghostly Shadows	like	squirt gun	F
20	Turtle Treats	crazy	can't decide	M
21	Canary Crunch	like	ring	F
22	Turtle Treats	crazy	squirt gun	M
23	Ghostly Shadows	like	ring	F
24	Turtle Treats	like	ring	F
25	Turtle Treats	crazy	ring	F

0 = ring
1 = squirt gun
2 = whistle

Enter the data into SPSS and use the computer to answer the following questions:

- What percentage of the sample are males and what percentage are females?
- Which cereal was preferred by most children?