

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered        | Variables Removed | Method |
|-------|--------------------------|-------------------|--------|
| 1     | SPORT, WEEK <sup>a</sup> | .                 | Enter  |

a. All requested variables entered.

b. Dependent Variable: Weekly Bar Sales (£000)

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .944 <sup>a</sup> | .892     | .861              | 3.82442                    |

a. Predictors: (Constant), SPORT, WEEK

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 845.717        | 2  | 422.858     | 28.911 | .000 <sup>a</sup> |
|       | Residual   | 102.383        | 7  | 14.626      |        |                   |
|       | Total      | 948.100        | 9  |             |        |                   |

a. Predictors: (Constant), SPORT, WEEK

b. Dependent Variable: Weekly Bar Sales (£000)

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 46.467                      | 2.613      |                           | 17.786 | .000 |
|       | WEEK       | -1.617                      | .494       | -.477                     | -3.274 | .014 |
|       | SPORT      | -11.750                     | 2.836      | -.603                     | -4.143 | .004 |

a. Dependent Variable: Weekly Bar Sales (£000)

**Figure 11.1**  
Basic Dummy  
Variable  
Regression  
Output