

- Inserting a blank column next to the variable you want to create a new variable from:

J	K	L	M
Reinforcing	Transform		Empowerment%
Drastic	Strongly Agree		10
Influential	Somewhat Agree		2
Influential	Neutral		8
Influential	Agree		0
Influential	Agree		10
Drastic	Agree		10
Influential	Somewhat Agree		10
Influential	Somewhat Agree		5
Drastic	Strongly Agree		10
Drastic	Strongly Agree		1
Influential	Strongly Agree		3
Limited	Agree		0
Influential	Somewhat Agree		0
Influential	Neutral		10
Influential	Agree		10
Drastic	Strongly Agree		2
Drastic	Strongly Agree		1
Influential	Strongly Agree		5
Influential	Somewhat Disagree		0
Influential	Agree		10
Drastic	Strongly Agree		15
Influential	Agree		10
Influential	Strongly Agree		5

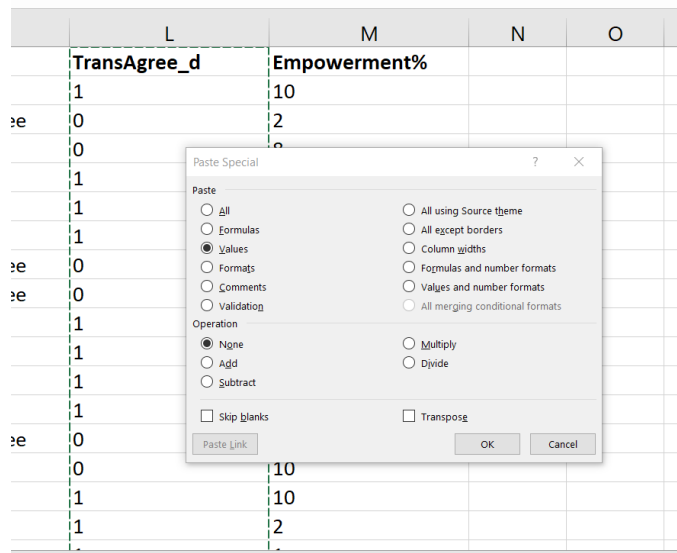
- Label the new variable, and write the formula in the cell next to the variable,

I	J	K	L	M	N
Prototype	Reinforcing	Transform	TransAgree_d	Empowerment%	
	Drastic	Strongly Agree	=if(or(K2="Strongly Agree",K2="Agree"),1,0)		
	Influential	Somewhat Agree		2	
	Influential	Neutral		8	
	Influential	Agree		0	
	Influential	Agree		10	
	Drastic	Agree		10	
	Influential	Somewhat Agree		10	

.... then drag this formula down the whole column to fill in the values for the new variable.

=IF(OR(K2="Strongly Agree",K2="Agree"),1,0)					
	J	K	L		
type	Reinforcing	Transform	TransAgree_d		Empov
	Drastic	Strongly Agree	1		10
	Influential	Somewhat Agree	0		2
	Influential	Neutral	0		8
	Influential	Agree	1		0
	Influential	Agree	1		10
	Drastic	Agree	1		10
	Influential	Somewhat Agree	0		10
	Influential	Somewhat Agree	0		5
	Drastic	Strongly Agree	1		10
	Drastic	Strongly Agree	1		1
	Influential	Strongly Agree	1		3
	Limited	Agree	1		0
	Influential	Somewhat Agree	0		0
	Influential	Neutral	0		10
	Influential	Agree	1		10
	Drastic	Strongly Agree	1		2
	Drastic	Strongly Agree	1		1
	Influential	Strongly Agree	1		5
	Influential	Somewhat Disagree	0		0

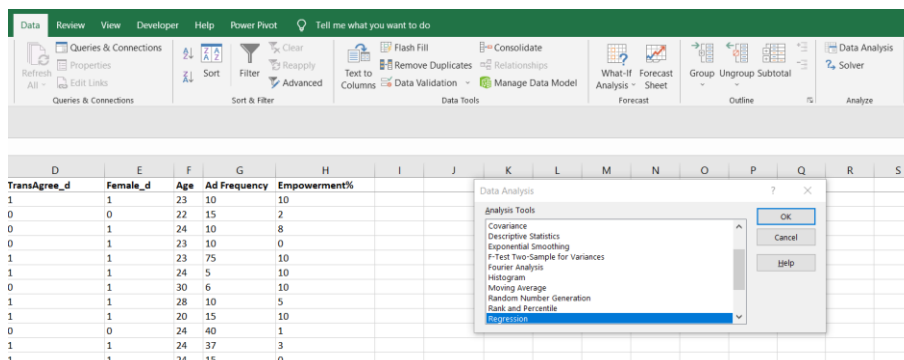
- (c) Copy this new variable and and “paste special – values” to turn the variable into actual numbers rather than a formula



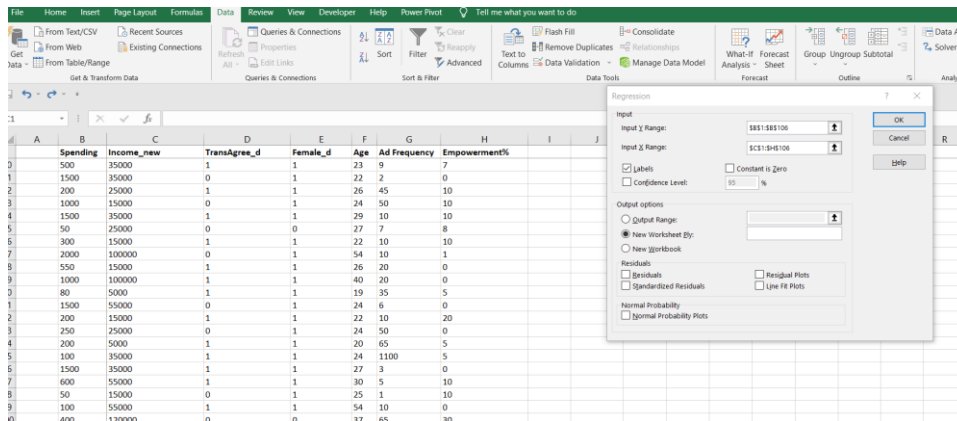
2. Once you’ve created/organized all of the explanatory variables you wish to use, copy and paste all of the variables you want to use for your model to a separate tab and organize them in a set of columns such as Y X1 X2 X2. Call this tab “Mod1_dat” to indicate this is the set of explanatory variables for Model 1.

	A	B	C	D	E	F	G	H	I
	Spending	Income_new	TransAgree_d	Female_d	Age	Ad Frequency	Empowerment%		
1	500	15000	1	1	23	10	10		
2	75	25000	0	0	22	15	2		
3	1500	60000	0	1	24	10	8		
4	500	35000	0	1	23	10	0		
5	4000	35000	1	1	23	75	10		
6	300	15000	1	1	24	5	10		
7	700	60000	0	1	30	6	10		
8	500	55000	1	1	28	10	5		
9	1000	5000	1	1	20	15	10		
10	337	25000	0	0	24	40	1		
11	600	25000	1	1	24	37	3		
12	240	35000	1	1	24	15	0		
13	3000	75000	1	1	27	2	0		
14	250	5000	0	1	24	20	10		
15	500	5000	0	1	21	20	10		
16	2500	75000	0	1	23	600	2		
17	2000	50000	0	1	23	50	1		
18	400	5000	1	1	20	400	5		
19	100	15000	0	1	46	5	0		
20	1000	55000	1	1	23	20	10		
21	750	15000	0	1	23	100	15		
22	400	15000	1	0	23	3	10		
23	800	5000	1	1	21	10	5		
24	500	25000	1	0	23	50	10		
25	600	5000	1	0	19	15	5		
26	2500	150000	1	1	59	20	0		
27	350	75000	1	1	65	20	0		

3. Select Data / Data Analysis / Regression



Select the single column for the dependent variable (i.e., Spending), including the column heading, for the “Input Y Range”. Select the full set of columns (a.k.a. the “array”) that are the explanatory variables, including the column headings, for the “Input X Range”. Select “Labels” so that the output has your variable names in it, and select “New Worksheet Ply” so that the output is put on a new tab.



4. You now have a new tab with the output of your regression. Label this tab “Mod1_out” so that you know it is linked to the selection of explanatory variables you’ve created.

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Get Data From Text/CSV Recent Sources From Web Existing Connections				Refresh All Queries & Connections Properties Edit Links		Sort Filter		Clear Reapply Advanced		
Get & Transform Data				Queries & Connections		Sort & Filter				
v122										
SUMMARY OUTPUT										
Regression Statistics										
Multiple R 0.451233										
R Square 0.203612										
Adjusted R Square 0.154853										
Standard Error 741.422										
Observations 105										
ANOVA										
df SS MS F Significance F										
Regression 6 13773196 2295533 4.175923 0.000883										
Residual 98 53871248 549706.6										
Total 104 67644443										
Coefficients Standard Error t Stat P-value Lower 95% Upper 95% Lower 95.0% Upper 95.0%										
Intercept 619.417 279.9414 2.212667 0.029242 63.88243 1174.952 63.88243 1174.952										
Income_new 0.012794 0.003157 4.053027 0.000101 0.00653 0.019059 0.00653 0.019059										
TransAgree_d -62.3797 150.5478 -0.41435 0.679522 -361.137 236.3775 -361.137 236.3775										
Female_d 472.9143 194.7854 2.427873 0.017012 86.36897 859.4595 86.36897 859.4595										
Age -23.8312 8.668454 -2.74919 0.007114 -41.0335 -6.62895 -41.0335 -6.62895										
Ad Frequency -0.06733 0.567156 -0.11872 0.90574 -1.19284 1.058169 -1.19284 1.058169										
Empowerment% -12.6608 12.32306 -1.02741 0.306758 -37.1155 11.7939 -37.1155 11.7939										
DroutAdvertisingSurveytxt Mod1_dat Mod1_out										

5. Repeat as necessary.

As can be seen, this produces an adjusted R-squared of 0.15, with the intercept, Income_new, Female_d and Age all statistically significant at better than the 5% level. Now you can begin to fool around with different combinations of the explanatory variables, or create new ones, and repeat this process for a new “Model” with a new tab.