The GLM Procedure

Class Level Information		
Class	**Levels**	**Values**
time	4	1 2 3 4
day	4	1 2 3 4
genre	4	A B C D

Number of Observations Read	16
Number of Observations Used	16

The GLM Procedure

Dependent Variable: appeal

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	9	815.0625000	90.5625000	21.84	0.0006
Error	6	24.8750000	4.1458333		
Corrected Total	15	839.9375000			

R-Square	Coeff Var	Root MSE	appeal Mean
0.970385	6.476762	2.036132	31.43750

Source	DF	Type III SS	Mean Square	F Value	Pr > F
time	3	18.6875000	6.2291667	1.50	0.3066
day	3	60.6875000	20.2291667	4.88	0.0475
genre	3	735.6875000	245.2291667	59.15	<.0001

Contrast	DF	Contrast SS	Mean Square	F Value	Pr > F
mystery v. scifi	1	0.5000000	0.5000000	0.12	0.7402
mystery v. comedy	1	24.5000000	24.5000000	5.91	0.0511
mystery v. drama	1	528.1250000	528.1250000	127.39	<.0001
scifi v. comedy	1	32.0000000	32.0000000	7.72	0.0321
scifi v. drama	1	561.1250000	561.1250000	135.35	<.0001
comedy v. drama	1	325.1250000	325.1250000	78.42	0.0001

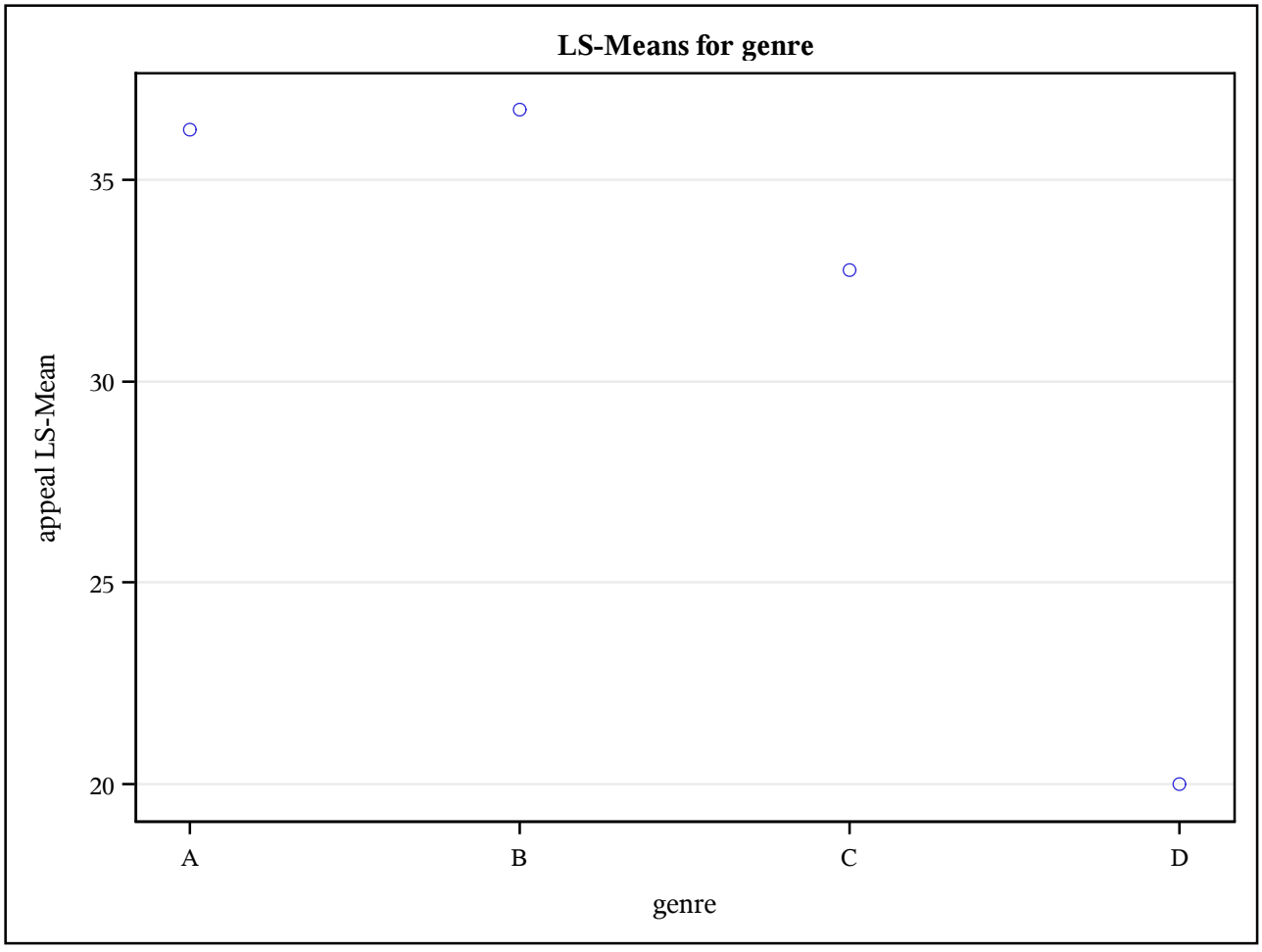
The GLM Procedure
Least Squares Means

genre	appeal LSMEAN	LSMEAN Number
A	36.2500000	1
B	36.7500000	2
C	32.7500000	3
D	20.0000000	4

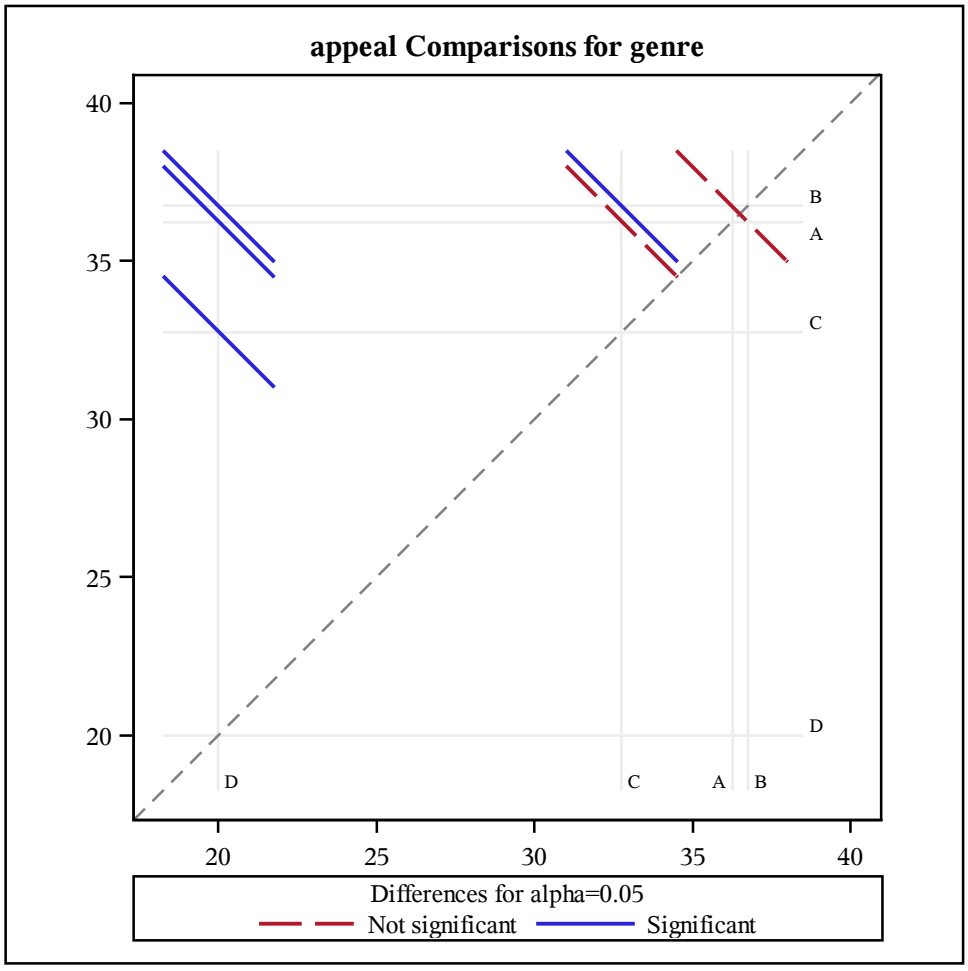
Least Squares Means for effect genre
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: appeal

i/j	1	2	3	4
1		0.7402	0.0511	<.0001
2	0.7402		0.0321	<.0001
3	0.0511	0.0321		0.0001
4	<.0001	<.0001	0.0001	



The GLM Procedure
Least Squares Means



Note: To ensure overall protection level, only probabilities associated with pre-planned comparisons should be used.

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Tukey

genre	appeal LSMEAN	LSMEAN Number
A	36.2500000	1
B	36.7500000	2
C	32.7500000	3
D	20.0000000	4

Least Squares Means for effect genre
Pr > |t| for H0: LSMean(i)=LSMean(j)

Dependent Variable: appeal

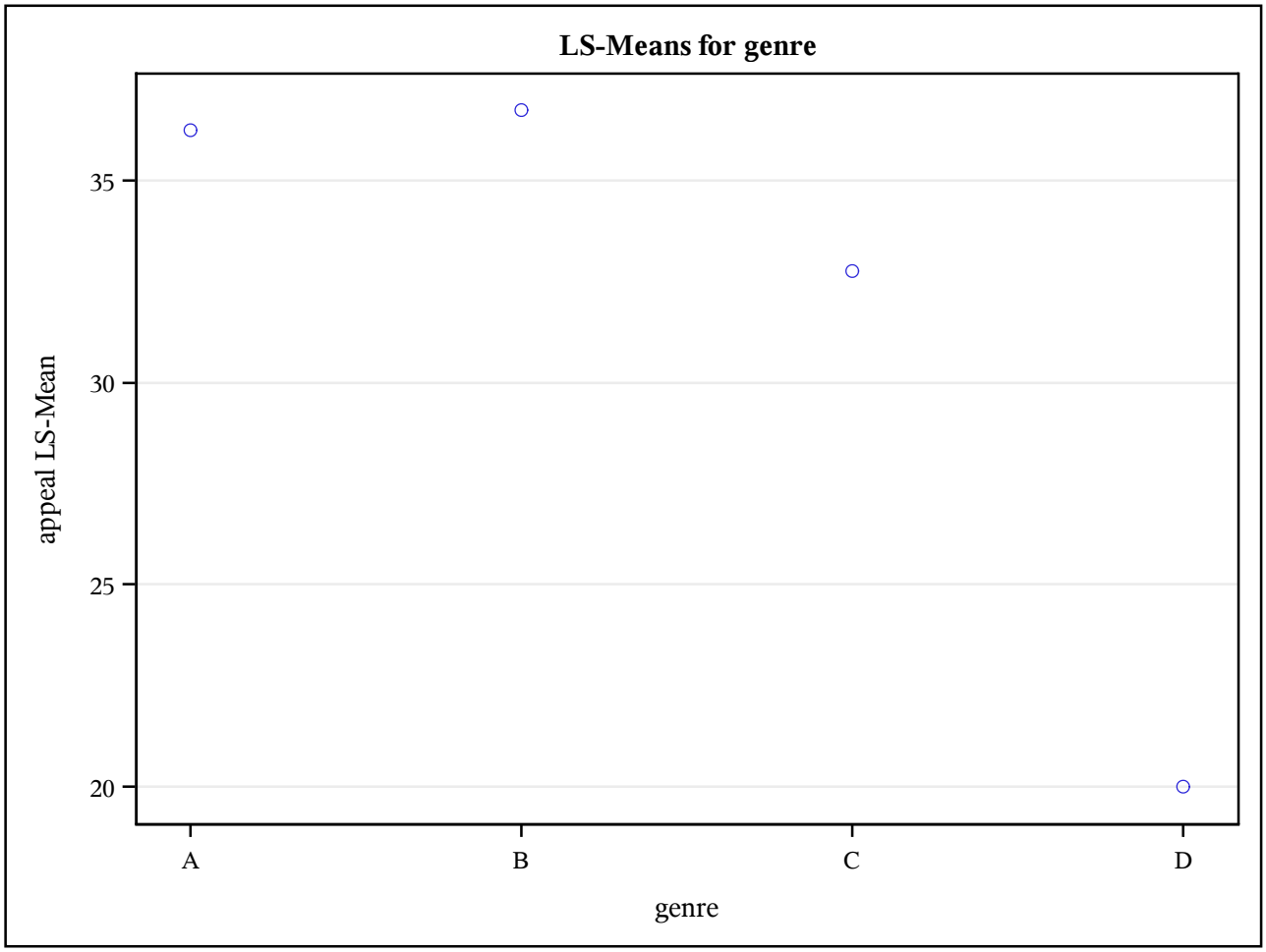
i/j	1	2	3	4
1		0.9842	0.1708	0.0001
2	0.9842		0.1123	0.0001
3	0.1708	0.1123		0.0005
4	0.0001	0.0001	0.0005	

genre	appeal LSMEAN	95% Confidence Limits	
A	36.250000	33.758882	38.741118
B	36.750000	34.258882	39.241118
C	32.750000	30.258882	35.241118
D	20.000000	17.508882	22.491118

Least Squares Means for Effect genre

i	j	Difference Between Means	Simultaneous 95% Confidence Limits for LSMean(i)-LSMean(j)	
1	2	-0.500000	-5.484035	4.484035
1	3	3.500000	-1.484035	8.484035
1	4	16.250000	11.265965	21.234035
2	3	4.000000	-0.984035	8.984035
2	4	16.750000	11.765965	21.734035
3	4	12.750000	7.765965	17.734035

The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Tukey



The GLM Procedure
Least Squares Means
Adjustment for Multiple Comparisons: Tukey