

Appendix 26 – LFQ Question 46 & MBTI Dichotomies – Eta Values

Question 46

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A Market Innovator & Shaper	85	41.5	42.5	42.5
	A Quick Adapter of New Trends	66	32.2	33.0	75.5
	A Reluctant Follower of/ Resistant to Innovation or New Trends	49	23.9	24.5	100.0
	Total	200	97.6	100.0	
Missing	No Response	5	2.4		
Total		205	100.0		

Question 46 * Extraversion / Introversion

Crosstab

		Extrovert/Introvert		Total	
		Extrovert	Introvert		
(RECODED)Question 46	A Market Innovator & Shaper	Count	49	36	85
		% within (RECODED)Question 46	57.6%	42.4%	100.0%
	A Quick Adapter of New Trends	Count	37	29	66
		% within (RECODED)Question 46	56.1%	43.9%	100.0%
	A Reluctant Follower of / Resistant to Innovation or New Trends	Count	29	20	49
		% within (RECODED)Question 46	59.2%	40.8%	100.0%
Total		Count	115	85	200
		% within (RECODED)Question 46	57.5%	42.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.114(a)	2	.945
Likelihood Ratio	.114	2	.945
Linear-by-Linear Association	.016	1	.900
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.83.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.024	.945
	Cramer's V	.024	.945
	Contingency Coefficient	.024	.945
N of Valid Cases		200	

a Not assuming the null hypothesis.

b Using the asymptotic standard error assuming the null hypothesis.



Question 46 * Sensing / Intuition

Crosstab

		Sensing/Intuitive		Total	
		Intuitive	Sensing		
(RECODED)Question 46	A Market Innovator & Shaper	Count % within (RECODED)Question 46	56 65.9%	29 34.1%	85 100.0%
	A Quick Adapter of New Trends	Count % within (RECODED)Question 46	33 50.0%	33 50.0%	66 100.0%
	A Reluctant Follower of / Resistant to Innovation or New Trends	Count % within (RECODED)Question 46	27 55.1%	22 44.9%	49 100.0%
Total		Count % within (RECODED)Question 46	116 58.0%	84 42.0%	200 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.071(a)	2	.131
Likelihood Ratio	4.096	2	.129
Linear-by-Linear Association	2.112	1	.146
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 20.58.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.143	.131
	Cramer's V	.143	.131
	Contingency Coefficient	.141	.131
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Question 46 * Thinking / Feeling

Crosstab

		Thinking/Feeling		Total	
		Feeling	Thinking		
(RECODED)Question 46	A Market Innovator & Shaper	Count % within (RECODED)Question 46	15 17.6%	70 82.4%	85 100.0%
	A Quick Adapter of New Trends	Count % within (RECODED)Question 46	10 15.2%	56 84.8%	66 100.0%
	A Reluctant Follower of / Resistant to Innovation or New Trends	Count % within (RECODED)Question 46	12 25.0%	36 75.0%	48 100.0%
Total		Count % within (RECODED)Question 46	37 18.6%	162 81.4%	199 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.868(a)	2	.393
Likelihood Ratio	1.799	2	.407
Linear-by-Linear Association	.784	1	.376
N of Valid Cases	199		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.92.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.097	.393
	Cramer's V	.097	.393
	Contingency Coefficient	.096	.393
N of Valid Cases		199	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Question 46 * Judging / Perceiving

Crosstab

		Judging/Perceptive		Total	
		Judging	Perceptive		
(RECODED)Question 46	A Market Innovator & Shaper	Count % within (RECODED)Question 46	51 60.0%	34 40.0%	85 100.0%
	A Quick Adapter of New Trends	Count % within (RECODED)Question 46	43 65.2%	23 34.8%	66 100.0%
	A Reluctant Follower of / Resistant to Innovation or New Trends	Count % within (RECODED)Question 46	31 63.3%	18 36.7%	49 100.0%
Total		Count % within (RECODED)Question 46	125 62.5%	75 37.5%	200 100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.437(a)	2	.804
Likelihood Ratio	.437	2	.804
Linear-by-Linear Association	.208	1	.648
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.38.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.047	.804
	Cramer's V	.047	.804
	Contingency Coefficient	.047	.804
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.