

TABLE 17.1

The Count or Frequency of 30 Children Choosing one of Two Products

One categorical variable (product) with two levels (with, without cartoon).

	Product	
	With Cartoon	Without Cartoon
Frequency observed	20	10

Of the 30 children sampled, 20 chose the product with the cartoon.

Of the 30 children sampled, 10 chose the product without the cartoon.

A single count or frequency is recorded in each category.