

Bi-lo Appliance Super-Store has outlets in several large metropolitan areas in New England. The general sales manager aired a commercial for a digital camera on selected local TV stations prior to a sale starting on Saturday and ending Sunday. She obtained the information for Saturday–Sunday digital camera sales at the various outlets and paired it with the number of times the advertisement was shown on the local TV stations. The purpose is to find whether there is any relationship between the number of times the advertisement was aired and digital camera sales. The pairings are:

Location of TV Station	Number of Airings	Saturday–Sunday Sales (\$ thousands)
Providence	4	15
Springfield	2	8
New Haven	5	21
Boston	6	24
Hartford	3	17

 [Click here for the Excel Data File](#)

a. What is the dependent variable?

(Click to select) ▼ is the dependent variable.

c. Determine the correlation coefficient. **(Round your answer to 2 decimal places.)**

Coefficient of correlation

d. Interpret these statistical measures.

The statistical measures obtained here indicate (Click to select) ▼ correlation between the variables.