**8. Reporting Multiple Regression Results**

Like with simple regression, two tables are often used, one for descriptive information and one for regression results. Using the ice cream data, below are sample tables and written results.

*Table 2: Descriptive Statistics and Correlations for Ice Cream Sales Data*

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Correlations |  |
| Variable | 1 | 2 | 3 | 4 |
| 1. Sales | --- |  |  |  |
| 2. Price | -.26 | --- |  |  |
| 3. Income | .05 | -.11 | --- |  |
| 4. Temperature | .78\* | -.11 | -.33 | --- |
| Mean | 0.36 | 0.28 | 84.60 | 49.10 |
| SD | 0.07 | 0.01 | 6.25 | 16.42 |

*Note:* n = 30

\* p < .05

*Table 3: Regression of Ice Cream Sales on Price, Income, and Temperature*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Variable | b | se b | 95% CI | t |
| Price | -1.04 | 0.83 | -2.76. 0.67 | -1.25 |
| Income | 0.003 | 0.001 | 0.001, 0.006 | 2.82\* |
| Temperature | 0.003 | 0.001 | 0.003, 0.004 | 7.76\* |
| Intercept | 0.20 | 0.27 | -0.36, 0.75 | 0.73 |

*Note:* R2 = .72, adj. R2 = .69, F = 22.18\*, df = 3,26; n = 30

\*p < .05.

Results of the regression analysis show that both temperature and weekly family income are positively and statistically associated with ice cream sales. Ice cream price is not a statistically significant predictor of sales in this analysis. The greater the family income, and the greater the temperature, the higher will be predicted sales of ice cream.