

# Amazon Video On Demand

	1	2	3	4	5	Totals
<b>Observed</b>	16	31	60	140	146	393
<b>Expected</b>	35	31	45	85	196	393
<b>Variance</b>	10.68	0.00	4.66	35.88	12.80	<b>64.02</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>64.02</b>	0.00	9.49

# Automotive

	1	2	3	4	5	Totals
<b>Observed</b>	0	2	6	14	26	48
<b>Expected</b>	5	3	3	9	29	48
<b>Variance</b>	4.76	0.12	4.60	3.24	0.40	<b>13.12</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>13.12</b>	0.01	9.49

# Baby

	1	2	3	4	5	Totals
<b>Observed</b>	0	0	4	16	39	59
<b>Expected</b>	2	2	4	10	41	59
<b>Variance</b>	2.03	1.95	0.02	3.81	0.14	<b>7.95</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>7.95</b>	0.09	9.49

## Beauty

	1	2	3	4	5	Totals
<b>Observed</b>	3	6	14	29	30	82
<b>Expected</b>	10	4	6	13	49	82
<b>Variance</b>	5.07	1.20	11.96	20.35	7.62	<b>46.19</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>46.19</b>	0.00	9.49

## Books

	1	2	3	4	5	Totals
<b>Observed</b>	7	21	40	96	193	357
<b>Expected</b>	39	24	28	64	202	357
<b>Variance</b>	26.13	0.28	5.20	15.83	0.45	<b>47.88</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>47.88</b>	0.00	9.49

## Camera & Photo

	1	2	3	4	5	Totals
<b>Observed</b>	5	5	29	67	79	185
<b>Expected</b>	18	14	16	47	90	185
<b>Variance</b>	9.30	5.92	10.50	8.09	1.23	<b>35.04</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>35.04</b>	0.00	9.49

# Cell Phones & Accessories

	1	2	3	4	5	Totals
<b>Observed</b>	6	7	6	46	64	129
<b>Expected</b>	12	9	12	29	67	129
<b>Variance</b>	3.19	0.50	2.79	9.88	0.12	<b>16.47</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>16.47</b>	0.00	9.49

# Clothing

	1	2	3	4	5	Totals
<b>Observed</b>	0	0	1	5	18	24
<b>Expected</b>	2	1	2	4	15	24
<b>Variance</b>	2.44	1.12	0.19	0.54	0.48	<b>4.78</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>4.78</b>	0.31	9.49

# Computer & Accessories

	1	2	3	4	5	Totals
<b>Observed</b>	0	0	1	5	10	16
<b>Expected</b>	1	1	1	3	10	16
<b>Variance</b>	1.26	0.50	0.02	1.68	0.01	<b>3.47</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>3.47</b>	0.48	9.49

## Electronics

	1	2	3	4	5	Totals
<b>Observed</b>	3	3	12	44	107	169
<b>Expected</b>	9	5	10	34	110	169
<b>Variance</b>	4.03	1.05	0.30	2.80	0.09	<b>8.28</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>8.28</b>	0.08	9.49

## Grocery & Gourmet Food

	1	2	3	4	5	Totals
<b>Observed</b>	19	35	44	97	166	361
<b>Expected</b>	33	19	25	63	221	361
<b>Variance</b>	6.23	13.58	14.36	18.68	13.61	<b>66.45</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>66.45</b>	0.00	9.49

## Health & Personal Care

	1	2	3	4	5	Totals
<b>Observed</b>	0	6	7	64	123	200
<b>Expected</b>	8	6	8	36	141	200
<b>Variance</b>	8.35	0.01	0.25	21.44	2.24	<b>32.30</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>32.30</b>	0.00	9.49

## Home & Garden

	1	2	3	4	5	Totals
<b>Observed</b>	4	8	18	53	175	258
<b>Expected</b>	20	12	15	46	166	258
<b>Variance</b>	12.44	1.38	0.77	1.23	0.47	<b>16.29</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>16.29</b>	0.00	9.49

## Home Improvement

	1	2	3	4	5	Totals
<b>Observed</b>	4	0	8	27	49	88
<b>Expected</b>	4	3	6	17	58	88
<b>Variance</b>	0.03	3.33	1.06	6.29	1.40	<b>12.10</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>12.10</b>	0.02	9.49

## Industrial & Scientific

	1	2	3	4	5	Totals
<b>Observed</b>	0	0	0	0	0	0
<b>Expected</b>	0	0	0	0	0	0
<b>Variance</b>	0.00	0.00	0.00	0.00	0.00	<b>0.00</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>0.00</b>	1.00	9.49

## Jewelry

	1	2	3	4	5	Totals
<b>Observed</b>	0	1	1	5	11	18
<b>Expected</b>	1	1	1	3	12	18
<b>Variance</b>	1.27	0.24	0.03	1.73	0.11	<b>3.37</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>3.37</b>	0.50	9.49

## Magazines

	1	2	3	4	5	Totals
<b>Observed</b>	10	12	12	32	57	123
<b>Expected</b>	26	9	10	19	59	123
<b>Variance</b>	9.86	0.70	0.64	8.86	0.07	<b>20.13</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>20.13</b>	0.00	9.49

## Movies & TV

	1	2	3	4	5	Totals
<b>Observed</b>	11	18	49	165	549	792
<b>Expected</b>	47	32	48	92	573	792
<b>Variance</b>	27.92	5.80	0.01	57.30	0.97	<b>92.00</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>92.00</b>	0.00	9.49

# Music

	1	2	3	4	5	Totals
<b>Observed</b>	3	4	11	20	56	94
<b>Expected</b>	5	4	7	11	67	94
<b>Variance</b>	0.63	0.01	2.28	6.91	1.78	<b>11.61</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>11.61</b>	0.02	9.49

# Musical Instruments

	1	2	3	4	5	Totals
<b>Observed</b>	0	3	1	6	16	26
<b>Expected</b>	1	1	2	6	16	26
<b>Variance</b>	1.21	7.32	0.25	0.00	0.01	<b>8.80</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>8.80</b>	0.07	9.49

# Office Products

	1	2	3	4	5	Totals
<b>Observed</b>	0	0	2	9	38	49
<b>Expected</b>	2	1	2	7	37	49
<b>Variance</b>	1.78	0.83	0.03	0.41	0.01	<b>3.05</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>3.05</b>	0.55	9.49

## Patio, Lawn & Garden

	1	2	3	4	5	Totals
<b>Observed</b>	3	1	1	4	28	37
<b>Expected</b>	2	1	2	7	24	37
<b>Variance</b>	0.35	0.08	0.47	1.44	0.54	<b>2.88</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>2.88</b>	0.58	9.49

## Shoes

	1	2	3	4	5	Totals
<b>Observed</b>	1	0	0	1	3	5
<b>Expected</b>	0	0	0	1	3	5
<b>Variance</b>	2.19	0.23	0.35	0.11	0.06	<b>2.94</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>2.94</b>	0.57	9.49

## Software

	1	2	3	4	5	Totals
<b>Observed</b>	12	12	25	101	123	273
<b>Expected</b>	42	21	23	51	137	273
<b>Variance</b>	21.27	3.80	0.22	50.09	1.40	<b>76.79</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>76.79</b>	0.00	9.49

## Sports & Outdoors

	1	2	3	4	5	Totals
<b>Observed</b>	1	1	1	9	17	29
<b>Expected</b>	2	1	1	5	20	29
<b>Variance</b>	0.23	0.00	0.16	3.52	0.47	<b>4.38</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>4.38</b>	0.36	9.49

## Toys & Games

	1	2	3	4	5	Totals
<b>Observed</b>	0	2	14	44	52	112
<b>Expected</b>	7	6	9	27	63	112
<b>Variance</b>	6.85	3.07	3.17	11.19	2.00	<b>26.29</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>26.29</b>	0.00	9.49

## Video

	1	2	3	4	5	Totals
<b>Observed</b>	5	5	17	49	210	286
<b>Expected</b>	27	10	17	37	195	286
<b>Variance</b>	17.52	2.76	0.00	4.21	1.08	<b>25.57</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>25.57</b>	0.00	9.49

# Video Games

	1	2	3	4	5	Totals
<b>Observed</b>	3	5	8	22	48	86
<b>Expected</b>	6	6	8	16	49	86
<b>Variance</b>	1.78	0.30	0.00	2.54	0.04	<b>4.66</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>4.66</b>	0.32	9.49

# Watches

	1	2	3	4	5	Totals
<b>Observed</b>	0	1	0	1	2	4
<b>Expected</b>	1	0	0	1	2	4
<b>Variance</b>	0.50	4.08	0.28	0.00	0.00	<b>4.86</b>

Statistic	DF	Obtained	Prob	Critical
Chi Square	4	<b>4.86</b>	0.30	9.49