

Rules of thumb:

- To answer the questions, create an extra document in Microsoft Word.
- Include ALL important numbers. Include ONLY the important numbers. Only import those tables to your Microsoft document that deliver meaningful data for the question.
- Whenever possible, include graphical illustrations.
- Always add an interpretation of the results expressed in 'normal', non-mathematical language that explains the findings.
- When it comes to tests of associations or differences, add information about the statistical significance even if it's not explicitly demanded.

SANTA FE

1) Are the distance driven to Santa Fe and the number of children at home associated to each other?

2) Which life style is more popular among the customers to like parties or to eat balanced, nutritious food?

3) Are the customer satisfaction and the likeliness to return to Santa Fe related?

4) How do women that are older than 59 evaluate the attractive interior of Santa Fe?

5) Does the annual Gross Household Income depend on the gender? Please do NOT use cross tabs.

6) How are customer satisfaction and the number of children at home connected?

7) What is the more reliable and accurate central tendency, the perception of Santa Fe as a fun place to eat or the perception of an attractive interior of Santa Fe?

8) Does the liking of parties differ between respondents with no children and respondents with two or more children? Do you have a plausible explanation for the result?

9) Does the evaluation of the general importance of atmosphere for the selection of a restaurant differ between 18-25 year olds and customers older than 60 years? Please do NOT use cross-tabs to answer the question.