

2. In a pretest, respondents were asked to express their preference for an outdoor lifestyle using a 7-point scale: 1 = not at all preferred, to 7 = greatly preferred (V1). They were also asked to indicate the importance of the following variables on a 7-point scale: 1 = not at all important, to 7 = very important.

V2 = enjoying nature

V3 = relating to the weather

V4 = living in harmony with the environment

V5 = exercising regularly

V6 = meeting other people

The sex of the respondent (V7) was coded as 1 for females and 2 for males. The location of residence (V8) was coded as: 1 = midtown/downtown, 2 = suburbs, and 3 = countryside. The data obtained are given in the following table:

V1	V2	V3	V4	V5	V6	V7	V8
7.00	3.00	6.00	4.00	5.00	2.00	1.00	1.00
1.00	1.00	1.00	2.00	1.00	2.00	1.00	1.00
6.00	2.00	5.00	4.00	4.00	5.00	1.00	1.00
4.00	3.00	4.00	6.00	3.00	2.00	1.00	1.00
1.00	2.00	2.00	3.00	1.00	2.00	1.00	1.00
6.00	3.00	5.00	4.00	6.00	2.00	1.00	1.00
5.00	3.00	4.00	3.00	4.00	5.00	1.00	1.00
6.00	4.00	5.00	4.00	5.00	1.00	1.00	1.00
3.00	3.00	2.00	2.00	2.00	2.00	1.00	1.00
2.00	4.00	2.00	6.00	2.00	2.00	1.00	1.00
6.00	4.00	5.00	3.00	5.00	5.00	1.00	2.00
2.00	3.00	1.00	4.00	2.00	1.00	1.00	2.00

7.00	2.00	6.00	4.00	5.00	6.00	1.00	2.00
4.00	6.00	4.00	5.00	3.00	3.00	1.00	2.00
1.00	3.00	1.00	2.00	1.00	4.00	1.00	2.00
6.00	6.00	6.00	3.00	4.00	5.00	2.00	2.00
5.00	5.00	6.00	4.00	4.00	6.00	2.00	2.00
7.00	7.00	4.00	4.00	7.00	7.00	2.00	2.00
2.00	6.00	3.00	7.00	4.00	3.00	2.00	2.00
3.00	7.00	3.00	6.00	4.00	4.00	2.00	2.00
1.00	5.00	2.00	6.00	3.00	3.00	2.00	3.00
5.00	6.00	4.00	7.00	5.00	6.00	2.00	3.00
2.00	4.00	1.00	5.00	4.00	4.00	2.00	3.00
4.00	7.00	4.00	7.00	4.00	6.00	2.00	3.00
6.00	7.00	4.00	2.00	1.00	7.00	2.00	3.00
3.00	6.00	4.00	6.00	4.00	4.00	2.00	3.00
4.00	7.00	7.00	4.00	2.00	5.00	2.00	3.00
3.00	7.00	2.00	6.00	4.00	3.00	2.00	3.00
4.00	6.00	3.00	7.00	2.00	7.00	2.00	3.00
5.00	6.00	2.00	6.00	7.00	2.00	2.00	3.00

Using a statistical package of your choice, please answer the following questions. In each case, formulate the null and the alternative hypotheses and conduct the appropriate statistical test(s).

- Does the mean preference for an outdoor lifestyle exceed 3.0?
- Does the mean importance of enjoying nature exceed 3.5?
- Does the mean preference for an outdoor lifestyle differ for males and females?
- Does the importance attached to V2 to V6 differ for males and females?

- e. Do the respondents attach more importance to enjoying nature than they do to relating to the weather?
 - f. Do the respondents attach more importance to relating to the weather than they do to meeting other people?
 - g. Do the respondents attach more importance to living in harmony with the environment than they do to exercising regularly?
 - h. Does the importance attached to V2 to V6 differ for males and females if these variables are treated as ordinal rather than interval scaled?
 - i. Do the respondents attach more importance to relating to the weather than they do to meeting other people if these variables are treated as ordinal rather than interval?
3. Use one of the main factors to test the following hypotheses: