Chapter 2: Summary Measures of Statistics

Questionnaires

An opinion poll was carried out to gather tourists' spending and the overall quality of services provided by the resorts at a tourist destination. The questions are as follows:

Question 1
How many people in your group?

One
Two
Three
Four

Question 2
How many days are you planning to stay?

One
Two
Three
Four

Question 3
How much will you have spent in total in the resort by the end of your holiday?

Question 4
How would you rate your holiday overall?

Excellent	(E)
Good	(G)
Average	(A)
Poor	(P)

Question 5
How would you rate the food in your resort?

Excellent	(E)
Good	(G)
Average	(A)
Poor	(P)

Question 6
How would you rate the nightlife in your resort?

Excellent	(E)
Good	(G)
Average	(A)
Poor	(P)

Question 7
How would you rate the activities in your resort?

Excellent	(E)
Good	(G)
Average	(A)
Poor	(P)

The Excel spreadsheet file **Chap2_LabExercise1.xls** contains the data of the poll. There are 40 groups of tourists in the survey, and each case in the data file represents a group of tourists.

Tasks

1. Calculate the numerical values for the minimum, maximum, mean, mode, median, standard deviation and variance on the number of days stayed. The built-in Excel functions for the measures are MIN, MAX, AVERAGE, MODE, MEDIAN, STDEV and VAR respectively.

2. Create a column heading "**Spending per day**", which is the total spending divided by the number of days stayed. Then, summarise the data using the mean and the standard deviation on the spending per day.

3. Summarize the data using the mean and the standard deviation on the spending per group for each nationality.