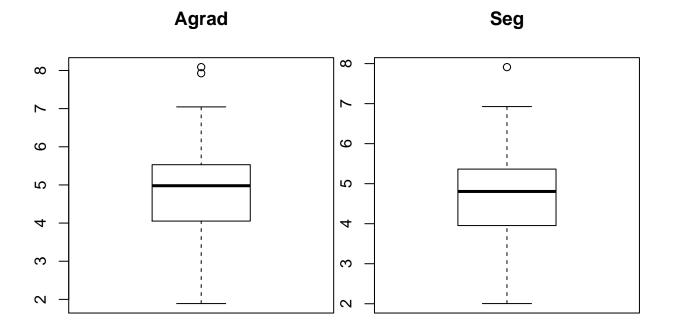
# Moran\_Corr\_Reg

#### Pos

```
## [1] "Agradável"
## [1] "Spearman red (p.value rho)"
## [1] "0.800751334931421
                          -0.0255145514551455"
## [1] "Spearman green"
## [1] "0.363152763479011
                           0.0917851785178518"
## [1] "Spearman blue"
## [1] "0.558525995353237
                           0.0591059105910591"
## [1] "Spearman diag"
## Warning in cor.test.default(dataAgrad$qscore, dataAgrad$diag, method =
## "spearman"): Cannot compute exact p-value with ties
## [1] "0.0144726933551139
                            -0.243892817270844"
## [1] "Spearman hor"
## Warning in cor.test.default(dataAgrad$qscore, dataAgrad$hor, method =
## "spearman"): Cannot compute exact p-value with ties
## [1] "0.47005062035536
                          -0.0730616085741104"
## [1] "Spearman ver"
## Warning in cor.test.default(dataAgrad$qscore, dataAgrad$ver, method =
## "spearman"): Cannot compute exact p-value with ties
## [1] "0.143883537526931 -0.147201353199184"
## [1] "Kendall red"
## [1] "0.881627933427547
                          -0.0101010101010101"
## [1] "Kendall green"
                           0.0658585858585859"
## [1] "0.331614974894427
## [1] "Kendall blue"
## [1] "0.55941483904054
                          0.0395959595959596"
## [1] "Kendall diag"
## [1] "0.0160377931823298 -0.16798909662299"
## [1] "Kendall hor"
## [1] "0.483930378426354 -0.0476628816419156"
## [1] "Kendall ver"
## [1] "0.135654726506175 -0.104132371695493"
## [1] "Segurança"
## [1] "Spearman red (p.value rho)"
## [1] "Spearman green"
## [1] "0.0614226019386618
                            0.196958114349419"
## [1] "Spearman blue"
## [1] "0.0495947887531634
                            0.206593406593407"
## [1] "Spearman diag"
```

```
## Warning in cor.test.default(dataSeg$qscore, dataSeg$diag, method =
## "spearman"): Cannot compute exact p-value with ties
## [1] "0.367736019159289
                            -0.0955257178905434"
## [1] "Spearman hor"
## Warning in cor.test.default(dataSeg$qscore, dataSeg$hor, method =
## "spearman"): Cannot compute exact p-value with ties
## [1] "0.0284134142965963
                             0.229827296099603"
## [1] "Spearman ver"
## Warning in cor.test.default(dataSeg$qscore, dataSeg$ver, method =
## "spearman"): Cannot compute exact p-value with ties
## [1] "0.218026361220384
                            -0.130377354511291"
## [1] "Kendall red"
## [1] "0.283251036294993
                            0.0764346764346764"
## [1] "Kendall green"
## [1] "0.0636408534854387
                             0.132112332112332"
## [1] "Kendall blue"
## [1] "0.0598205873394848
                             0.134065934065934"
## [1] "Kendall diag"
## [1] "0.387276577767187
                            -0.0633710192693113"
## [1] "Kendall hor"
## [1] "0.0380266334801129
                             0.148358326865419"
## [1] "Kendall ver"
## [1] "0.216260663811126
                            -0.0908043001489258"
## pdf
##
```



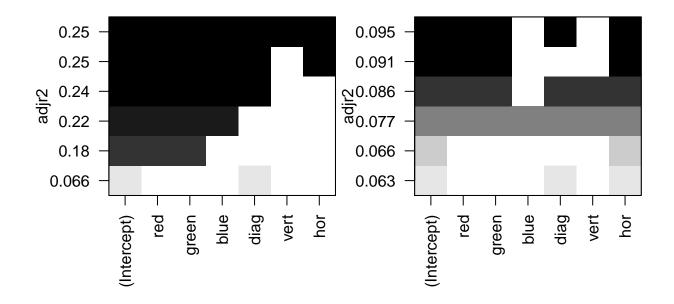
#### Regressões

#### Geral

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
## Coefficients:
##
  (Intercept)
                                 green
                                               blue
                                                           diag
                      red
                              0.259851
                                          -0.061956
##
     4.565124
                 -0.197583
                                                      -0.019681
##
          hor
                      vert
##
    -0.004546
                 0.010199
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
      data = dados)
##
## Residuals:
       Min
                 1Q Median
## -1.93197 -0.63625 -0.00591 0.57734 2.00778
## Coefficients:
##
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 4.565124 1.286860 3.547 0.000592 ***
              ## red
              0.259851 0.060827
                                   4.272 4.39e-05 ***
## green
## blue
              -0.061956 0.034727 -1.784 0.077408
              -0.019681
                         0.008539 -2.305 0.023226 *
## diag
## hor
              -0.004546
                         0.002435 -1.867 0.064826 .
                                   1.163 0.247771
## vert
              0.010199
                         0.008774
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.8085 on 101 degrees of freedom
## Multiple R-squared: 0.2943, Adjusted R-squared: 0.2524
## F-statistic: 7.02 on 6 and 101 DF, p-value: 2.911e-06
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
      data = dados)
##
## Coefficients:
## (Intercept)
                                               blue
                       red
                                 green
                                                           diag
##
    4.4248621
                -0.0634971
                             0.0588394
                                          0.0035299
                                                      0.0070742
##
          hor
                      vert
    0.0047938
##
                 0.0009279
##
```

```
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
       data = dados)
##
##
## Residuals:
       Min
                  1Q
                      Median
                                    30
## -1.21984 -0.48741 0.04953 0.44608 1.34158
##
## Coefficients:
                 Estimate Std. Error t value Pr(>|t|)
## (Intercept) 4.4248621
                          1.0175049
                                       4.349 3.28e-05 ***
## red
               -0.0634971
                           0.0295973
                                      -2.145
                                               0.0343 *
                           0.0480956
## green
                0.0588394
                                       1.223
                                               0.2240
## blue
                0.0035299
                           0.0274580
                                       0.129
                                               0.8980
## diag
                0.0070742
                           0.0067520
                                       1.048
                                               0.2973
## hor
                0.0047938
                           0.0019253
                                               0.0144 *
                                       2.490
## vert
                0.0009279
                           0.0069373
                                       0.134
                                               0.8939
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.6393 on 101 degrees of freedom
## Multiple R-squared: 0.1287, Adjusted R-squared: 0.07694
## F-statistic: 2.486 on 6 and 101 DF, p-value: 0.02764
```

## Adjusted R^2



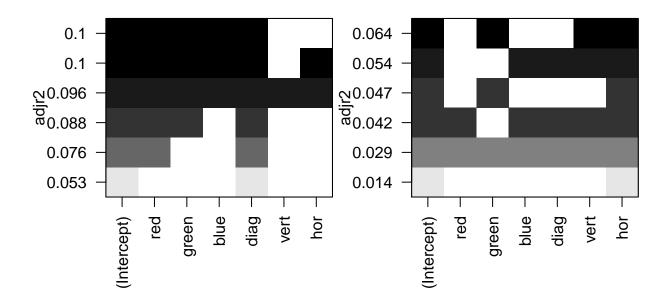
#### Adulto

```
## [1] ">>>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
```

```
##
      data = dados)
##
## Coefficients:
## (Intercept)
                       red
                                   green
                                                 blue
                                                              diag
##
     7.991203
                 -0.237902
                               0.370065
                                            -0.165281
                                                        -0.037364
##
          hor
                       vert
##
      0.004195
                  0.009702
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
      data = dados)
##
## Residuals:
##
      Min
               1Q Median
                               ЗQ
                                      Max
## -3.4544 -1.3351 -0.0421 1.2140 3.8318
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 7.991203
                          2.933328
                                    2.724 0.00766 **
              -0.237902
## red
                          0.092848 -2.562 0.01195 *
## green
               0.370065
                          0.160185
                                    2.310 0.02302 *
                          0.091936 -1.798 0.07535 .
## blue
              -0.165281
              -0.037364
                          0.019894 -1.878 0.06340 .
## diag
               0.004195 0.005544
                                    0.757 0.45114
## hor
## vert
               0.009702 0.021232 0.457 0.64873
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.819 on 96 degrees of freedom
## Multiple R-squared: 0.1495, Adjusted R-squared: 0.09634
## F-statistic: 2.812 on 6 and 96 DF, p-value: 0.01451
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
      data = dados)
##
## Coefficients:
## (Intercept)
                       red
                                   green
                                                 blue
                                                              diag
##
     9.747551
                 -0.009046
                               -0.010505
                                            -0.024777
                                                          0.007828
##
          hor
                       vert.
##
     0.014354
                 -0.037825
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
      data = dados)
##
## Residuals:
      Min
               1Q Median
                               ЗQ
                                      Max
## -3.9313 -1.2267 0.1173 1.0785 3.3969
##
```

```
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
##
## (Intercept) 9.747551
                          3.355016
                                     2.905 0.00484 **
              -0.009046
                          0.104729
                                    -0.086 0.93140
## red
## green
                                    -0.069
              -0.010505
                          0.151462
                                            0.94489
## blue
              -0.024777
                          0.082274
                                    -0.301 0.76414
               0.007828
                          0.020686
                                     0.378 0.70618
## diag
## hor
               0.014354
                          0.005910
                                     2.429 0.01758 *
## vert
              -0.037825
                          0.024013 -1.575 0.11948
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.67 on 74 degrees of freedom
## Multiple R-squared: 0.1019, Adjusted R-squared: 0.02906
## F-statistic: 1.399 on 6 and 74 DF, p-value: 0.2265
```

## Adjusted R^2



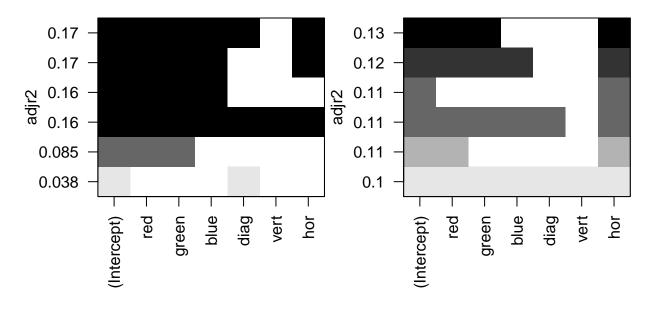
#### Jovem

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
##
## Call:
  lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Coefficients:
   (Intercept)
                                    green
                                                  blue
                        red
                                                                diag
     2.9121900
                 -0.2092158
                                0.3558928
                                            -0.1355609
##
                                                          -0.0124690
##
           hor
                        vert
                 -0.0003493
    -0.0038429
##
##
##
```

```
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
## Residuals:
##
      Min
               1Q Median
                              3Q
                                     Max
## -3.2971 -0.5619 -0.0061 0.5062 2.7577
##
## Coefficients:
##
                Estimate Std. Error t value Pr(>|t|)
## (Intercept) 2.9121900 1.6784003
                                    1.735 0.085932 .
              ## red
## green
              0.3558928 0.0916553
                                    3.883 0.000189 ***
## blue
              -0.1355609 0.0526040 -2.577 0.011488 *
              -0.0124690 0.0113833 -1.095 0.276091
## diag
## hor
              -0.0038429 0.0031721 -1.211 0.228697
              -0.0003493 0.0121487 -0.029 0.977119
## vert
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.041 on 96 degrees of freedom
## Multiple R-squared: 0.2091, Adjusted R-squared: 0.1596
## F-statistic: 4.229 on 6 and 96 DF, p-value: 0.0008053
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
      data = dados)
##
## Coefficients:
## (Intercept)
                                 green
                                               blue
                                                           diag
                      red
##
     4.491515
                 -0.090704
                              0.116020
                                          -0.028970
                                                       0.006509
##
          hor
                      vert
##
     0.008473
                  0.003860
##
##
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Residuals:
##
                 1Q Median
       Min
                                  3Q
## -1.87761 -0.47441 -0.03708 0.50024 2.37409
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 4.491515
                        1.629708
                                  2.756 0.00736 **
## red
              -0.090704
                         0.050872 -1.783 0.07869
## green
              0.116020
                         0.073573
                                   1.577 0.11908
## blue
              -0.028970
                         0.039965 -0.725 0.47080
                         0.010048
                                  0.648 0.51914
## diag
              0.006509
## hor
              0.008473
                         0.002871
                                   2.951 0.00424 **
              0.003860 0.011665 0.331 0.74163
## vert
```

```
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.811 on 74 degrees of freedom
## Multiple R-squared: 0.1707, Adjusted R-squared: 0.1035
## F-statistic: 2.539 on 6 and 74 DF, p-value: 0.02727
```

## Adjusted R^2

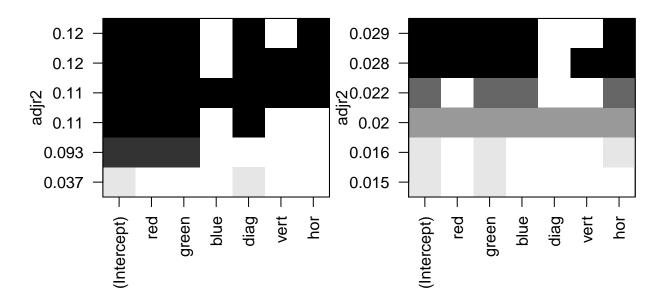


#### Baixa

```
## [1] ">>>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
## Coefficients:
                                    green
## (Intercept)
                                                  blue
                        red
                                                                diag
##
      4.983040
                  -0.173401
                                 0.201460
                                             -0.028102
                                                          -0.020647
##
           hor
                       vert
     -0.005034
                   0.009207
##
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
       data = dados)
##
##
## Residuals:
       Min
                1Q Median
                                3Q
                                        Max
## -3.1864 -0.6211 -0.0344 0.6647 2.4449
## Coefficients:
```

```
Estimate Std. Error t value Pr(>|t|)
## (Intercept) 4.983040 1.735590
                                   2.871 0.004984 **
## red
                          0.050485 -3.435 0.000862 ***
              -0.173401
## green
               0.201460
                         0.082038
                                    2.456 0.015769 *
## blue
              -0.028102
                          0.046836 -0.600 0.549839
              -0.020647
                          0.011517 -1.793 0.076007 .
## diag
              -0.005034
                          0.003284 -1.533 0.128399
## hor
                                   0.778 0.438353
## vert
               0.009207
                          0.011833
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.09 on 101 degrees of freedom
## Multiple R-squared: 0.1637, Adjusted R-squared: 0.114
## F-statistic: 3.294 on 6 and 101 DF, p-value: 0.005302
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Coefficients:
## (Intercept)
                                                blue
                       red
                                  green
                                                             diag
##
     1.387015
                 -0.068722
                               0.161543
                                           -0.072663
                                                        -0.005209
##
          hor
                      vert
##
     0.003261
                  0.011544
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
      data = dados)
##
## Residuals:
##
      Min
               1Q Median
                                      Max
## -3.0242 -0.6455 0.1965 0.5617 3.2912
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 1.387015
                          1.724431
                                     0.804
                                            0.4231
              -0.068722
                          0.050160
                                   -1.370
## red
                                             0.1737
                                    1.982
## green
               0.161543
                          0.081511
                                             0.0502
## blue
              -0.072663
                          0.046535 -1.561
                                             0.1215
                          0.011443 -0.455
## diag
              -0.005209
                                             0.6499
                          0.003263
                                    0.999
                                             0.3200
## hor
               0.003261
## vert
              0.011544
                          0.011757
                                   0.982
                                             0.3285
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.083 on 101 degrees of freedom
## Multiple R-squared: 0.07495,
                                   Adjusted R-squared:
## F-statistic: 1.364 on 6 and 101 DF, p-value: 0.2365
```

## Adjusted R^2

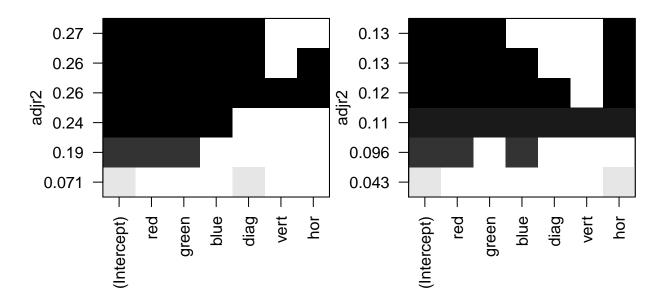


#### Media

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Coefficients:
##
   (Intercept)
                                                  blue
                        red
                                   green
                                                               diag
                                0.348010
##
      3.706588
                  -0.246277
                                             -0.097033
                                                          -0.021698
##
           hor
                       vert
##
     -0.002651
                   0.003931
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
       data = dados)
##
##
## Residuals:
        Min
                  1Q
                       Median
                                    ЗQ
                                             Max
## -2.25839 -0.64907 -0.00054 0.69022 2.70873
##
## Coefficients:
##
                Estimate Std. Error t value Pr(>|t|)
## (Intercept) 3.706588
                           1.561342
                                     2.374
                                             0.0195 *
## red
               -0.246277
                           0.045416 -5.423 4.02e-07 ***
## green
               0.348010
                           0.073802
                                     4.715 7.75e-06 ***
## blue
               -0.097033
                           0.042134 -2.303
                                               0.0233 *
## diag
               -0.021698
                           0.010361
                                     -2.094
                                               0.0387 *
               -0.002651
## hor
                           0.002954 -0.897
                                              0.3716
```

```
## vert
               0.003931
                          0.010645 0.369 0.7127
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.981 on 101 degrees of freedom
## Multiple R-squared: 0.2982, Adjusted R-squared: 0.2565
## F-statistic: 7.153 on 6 and 101 DF, p-value: 2.254e-06
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Coefficients:
## (Intercept)
                                                blue
                                                             diag
                       red
                                  green
                               0.097794
##
     5.890150
                 -0.137773
                                            0.028414
                                                         0.003504
##
          hor
                      vert
##
     0.006073
                 -0.001116
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Residuals:
               1Q Median
                               30
## -2.1134 -0.6446 0.1076 0.6574 2.3050
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 5.890150
                         1.542572
                                   3.818 0.000232 ***
                          0.044870 -3.070 0.002746 **
## red
              -0.137773
## green
               0.097794
                          0.072915
                                   1.341 0.182860
## blue
               0.028414
                          0.041627
                                   0.683 0.496441
## diag
               0.003504
                          0.010236
                                   0.342 0.732828
## hor
               0.006073
                          0.002919
                                   2.081 0.040005 *
## vert
              -0.001116
                          0.010517 -0.106 0.915737
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.9692 on 101 degrees of freedom
## Multiple R-squared: 0.1607, Adjusted R-squared: 0.1108
## F-statistic: 3.223 on 6 and 101 DF, p-value: 0.006146
```

## Adjusted R^2

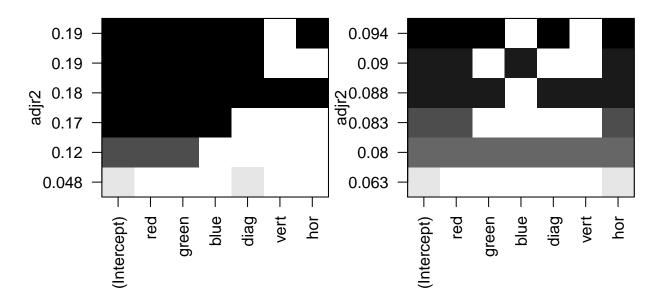


#### Feminino

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Coefficients:
##
   (Intercept)
                                                  blue
                        red
                                   green
                                                               diag
##
      5.126937
                  -0.228844
                                0.331050
                                             -0.107171
                                                          -0.018710
##
           hor
                       vert
##
     -0.003909
                  -0.004145
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
       data = dados)
##
##
## Residuals:
        Min
                  1Q
                       Median
                                    ЗQ
                                             Max
## -2.63807 -0.74612 -0.02852 0.75888 2.75349
##
## Coefficients:
##
                Estimate Std. Error t value Pr(>|t|)
## (Intercept) 5.126937
                           1.838288
                                     2.789 0.006320 **
## red
               -0.228844
                           0.053472 -4.280 4.26e-05 ***
## green
               0.331050
                           0.086892
                                     3.810 0.000239 ***
## blue
               -0.107171
                           0.049607 -2.160 0.033108 *
## diag
               -0.018710
                           0.012199 -1.534 0.128200
               -0.003909
                           0.003478 -1.124 0.263713
## hor
```

```
## vert
              -0.004145 0.012533 -0.331 0.741569
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.155 on 101 degrees of freedom
## Multiple R-squared: 0.2299, Adjusted R-squared: 0.1841
## F-statistic: 5.025 on 6 and 101 DF, p-value: 0.0001519
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Coefficients:
## (Intercept)
                                                blue
                       red
                                  green
                                                             diag
                               0.033743
##
     7.167908
                 -0.075625
                                            0.018246
                                                         0.015939
##
          hor
                      vert
##
     0.010028
                 -0.007574
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Residuals:
                 1Q Median
                                   30
## -2.68444 -0.57724 -0.02904 0.68048 2.98733
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
                        1.845112
                                   3.885 0.000187 ***
## (Intercept) 7.167908
              -0.075625
                          0.051400 -1.471 0.144448
## red
                          0.083970 0.402 0.688678
## green
               0.033743
## blue
               0.018246
                          0.048206
                                   0.378 0.705893
## diag
               0.015939
                          0.011794
                                   1.351 0.179689
## hor
               0.010028
                          0.003379 2.967 0.003782 **
## vert
              -0.007574
                          0.012117 -0.625 0.533408
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.108 on 97 degrees of freedom
## Multiple R-squared: 0.1338, Adjusted R-squared: 0.08019
## F-statistic: 2.497 on 6 and 97 DF, p-value: 0.02736
```

## Adjusted R^2

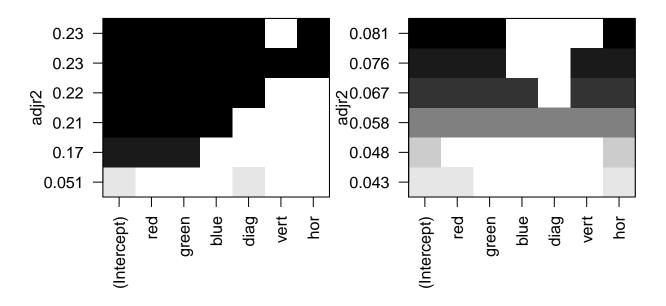


#### Masculino

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Coefficients:
##
   (Intercept)
                                                 blue
                        red
                                   green
                                                               diag
                                            -0.068810
##
      4.455848
                  -0.215464
                                0.285074
                                                          -0.017636
##
           hor
                       vert
##
     -0.004116
                   0.007195
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
       data = dados)
##
##
## Residuals:
        Min
                  1Q
                       Median
                                    3Q
                                            Max
## -2.10546 -0.65448 -0.03533 0.68241 2.16607
##
## Coefficients:
##
                Estimate Std. Error t value Pr(>|t|)
## (Intercept) 4.455848
                           1.442091
                                     3.090 0.00259 **
## red
               -0.215464
                           0.041948 -5.136 1.37e-06 ***
## green
               0.285074
                           0.068165
                                     4.182 6.16e-05 ***
## blue
               -0.068810
                           0.038916 -1.768 0.08005 .
## diag
               -0.017636
                           0.009569
                                     -1.843 0.06827 .
## hor
               -0.004116
                           0.002729 -1.508 0.13457
```

```
0.007195 0.009832 0.732 0.46600
## vert
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.906 on 101 degrees of freedom
## Multiple R-squared: 0.2693, Adjusted R-squared: 0.2259
## F-statistic: 6.203 on 6 and 101 DF, p-value: 1.434e-05
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Coefficients:
## (Intercept)
                                                blue
                                                             diag
                       red
                                  green
##
     4.681363
                 -0.082593
                               0.091197
                                           -0.012000
                                                         0.002327
##
          hor
                      vert
##
     0.004800
                  0.004466
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Residuals:
                 1Q Median
                                   30
## -1.85671 -0.51575 0.08357 0.54590 1.46146
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 4.681363
                         1.223179
                                   3.827 0.00023 ***
## red
              -0.082593
                          0.034075 -2.424 0.01721 *
                                   1.638 0.10460
## green
               0.091197
                          0.055666
## blue
              -0.012000
                          0.031957 -0.375 0.70811
                                    0.298 0.76665
## diag
               0.002327
                          0.007818
## hor
               0.004800
                          0.002240
                                   2.143 0.03465 *
## vert
               0.004466
                          0.008033
                                   0.556 0.57951
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.7345 on 97 degrees of freedom
## Multiple R-squared: 0.1133, Adjusted R-squared: 0.0584
## F-statistic: 2.065 on 6 and 97 DF, p-value: 0.06435
```

## Adjusted R^2

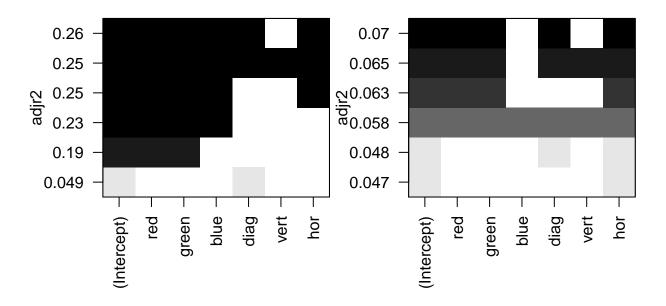


#### Solteiro

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Coefficients:
## (Intercept)
                                                 blue
                        red
                                   green
                                                              diag
                 -0.2211237
                               0.3066778
##
     3.4222722
                                           -0.0772798
                                                        -0.0143422
##
           hor
                       vert
##
    -0.0043441
                  0.0002473
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
       data = dados)
##
##
## Residuals:
       Min
                  1Q
                      Median
                                    3Q
                                            Max
## -2.07464 -0.65480 0.03152 0.64451 2.17335
##
## Coefficients:
##
                 Estimate Std. Error t value Pr(>|t|)
## (Intercept) 3.4222722 1.4311292
                                       2.391
                                               0.0187 *
## red
               -0.2211237 0.0416967
                                     -5.303 6.83e-07 ***
## green
               0.3066778 0.0681433
                                      4.500 1.83e-05 ***
## blue
               -0.0772798 0.0389783 -1.983
                                               0.0502 .
## diag
               -0.0143422 0.0096631 -1.484
                                               0.1409
## hor
               -0.0043441 0.0027206 -1.597
                                              0.1135
```

```
0.0002473 0.0104396 0.024
## vert
                                            0.9812
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.8982 on 100 degrees of freedom
## Multiple R-squared: 0.2914, Adjusted R-squared: 0.2488
## F-statistic: 6.853 on 6 and 100 DF, p-value: 4.111e-06
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Coefficients:
## (Intercept)
                                                blue
                                                            diag
                       red
                                  green
     3.297596
                                                         0.009205
##
                 -0.072185
                               0.094480
                                           -0.015913
##
          hor
                      vert
##
     0.004423
                  0.005549
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Residuals:
                 1Q Median
                                   30
## -1.93566 -0.56810 0.03265 0.52982 1.48095
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 3.297596 1.198963
                                   2.750 0.00707 **
              -0.072185
                         0.037002 -1.951 0.05388 .
## red
                          0.059462
                                   1.589 0.11524
## green
               0.094480
## blue
              -0.015913
                          0.032861 -0.484 0.62925
                                    1.151 0.25253
## diag
               0.009205
                          0.007998
## hor
               0.004423
                          0.002268
                                   1.950 0.05393 .
## vert
               0.005549
                          0.008206
                                   0.676 0.50051
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.753 on 100 degrees of freedom
## Multiple R-squared: 0.111, Adjusted R-squared: 0.05761
## F-statistic: 2.08 on 6 and 100 DF, p-value: 0.06215
```

## Adjusted R^2

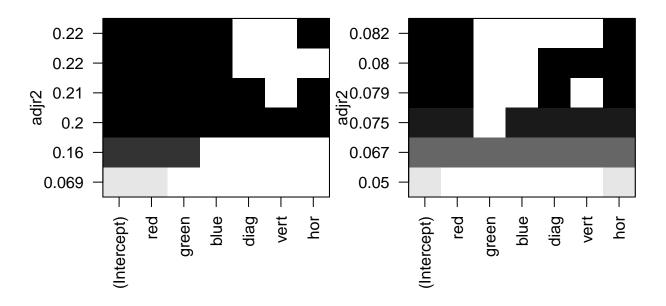


#### Casado

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Coefficients:
##
   (Intercept)
                                                  blue
                        red
                                   green
                                                               diag
                  -0.299523
##
      8.007985
                                0.411360
                                             -0.142434
                                                          -0.006573
##
           hor
                       vert
##
     -0.004089
                  -0.004533
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
       data = dados)
##
##
## Residuals:
       Min
                1Q Median
                                ЗQ
                                       Max
## -3.2941 -0.8104 -0.0341 0.8492 3.0323
##
## Coefficients:
##
                Estimate Std. Error t value Pr(>|t|)
## (Intercept) 8.007985
                           2.198076
                                     3.643 0.000429 ***
## red
               -0.299523
                           0.064042 -4.677 9.13e-06 ***
## green
               0.411360
                           0.104661
                                     3.930 0.000156 ***
## blue
               -0.142434
                           0.059867 -2.379 0.019249 *
## diag
               -0.006573
                           0.014842 -0.443 0.658808
                           0.004179 -0.979 0.330123
## hor
               -0.004089
```

```
## vert
              ## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.38 on 100 degrees of freedom
## Multiple R-squared: 0.2491, Adjusted R-squared: 0.2041
## F-statistic: 5.529 on 6 and 100 DF, p-value: 5.562e-05
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Coefficients:
## (Intercept)
                                               blue
                                                           diag
                      red
                                 green
                              -0.03505
##
      9.14669
                  -0.04259
                                            0.04001
                                                        0.01510
##
          hor
                      vert
##
      0.01250
                  -0.01534
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Residuals:
               1Q Median
                              30
## -2.9251 -0.9886 -0.1052 0.8775 3.5513
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 9.146688
                        2.293825
                                  3.988 0.000127 ***
## red
              -0.042592
                         0.070792 -0.602 0.548770
                         0.113761 -0.308 0.758630
## green
              -0.035052
## blue
              0.040009
                         0.062868
                                  0.636 0.525976
## diag
              0.015101
                         0.015302
                                   0.987 0.326103
## hor
              0.012497
                         0.004339 2.880 0.004861 **
## vert
              -0.015336
                         0.015700 -0.977 0.331013
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.441 on 100 degrees of freedom
## Multiple R-squared: 0.1195, Adjusted R-squared: 0.06671
## F-statistic: 2.263 on 6 and 100 DF, p-value: 0.04334
```

## Adjusted R^2

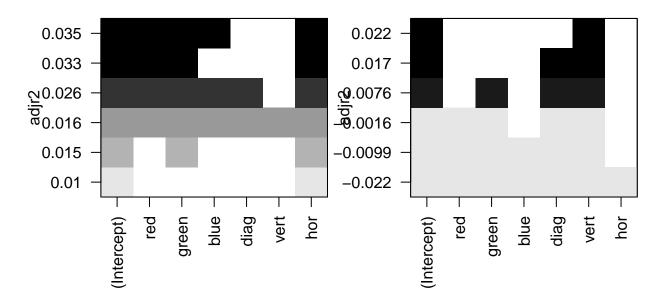


#### Medio

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Coefficients:
##
  (Intercept)
                                                  blue
                        red
                                   green
                                                               diag
##
      2.440587
                  -0.137821
                                0.228698
                                             -0.070668
                                                          -0.006878
##
           hor
                       vert
##
     -0.007701
                   0.001301
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Residuals:
      Min
              1Q Median
                            3Q
                                  Max
## -3.718 -1.004 -0.140 1.124 3.139
##
## Coefficients:
##
                Estimate Std. Error t value Pr(>|t|)
## (Intercept) 2.440587
                           2.849298
                                     0.857
                                               0.3939
## red
               -0.137821
                           0.076704 -1.797
                                               0.0756 .
## green
               0.228698
                           0.124862
                                     1.832
                                               0.0702 .
## blue
               -0.070668
                           0.071744 -0.985
                                               0.3272
## diag
               -0.006878
                           0.017731
                                     -0.388
                                               0.6990
## hor
               -0.007701
                           0.005303 -1.452
                                               0.1498
```

```
0.001301 0.018285 0.071 0.9434
## vert
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.647 on 93 degrees of freedom
## Multiple R-squared: 0.07565,
                                  Adjusted R-squared: 0.01602
## F-statistic: 1.269 on 6 and 93 DF, p-value: 0.2794
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Coefficients:
## (Intercept)
                                               blue
                                                            diag
                       red
                                  green
                                         -0.0360766
##
   3.2294573
                -0.0461779
                              0.0924572
                                                     -0.0105836
##
          hor
                      vert
##
   -0.0009177
                 0.0356284
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Residuals:
               1Q Median
                               30
## -3.1191 -0.8296 -0.0020 0.8578 3.4956
##
## Coefficients:
                Estimate Std. Error t value Pr(>|t|)
## (Intercept) 3.2294573 2.9317526
                                     1.102
                                            0.274
## red
              -0.0461779 0.0764768 -0.604
                                              0.548
              0.0924572 0.1289017
## green
                                    0.717
                                              0.475
## blue
              -0.0360766 0.0736065 -0.490
                                              0.625
## diag
              -0.0105836 0.0174943 -0.605
                                              0.547
## hor
              -0.0009177 0.0052958 -0.173
                                              0.863
## vert
              0.0356284 0.0192024
                                    1.855
                                            0.067 .
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 1.559 on 84 degrees of freedom
## Multiple R-squared: 0.0465, Adjusted R-squared: -0.02161
## F-statistic: 0.6828 on 6 and 84 DF, p-value: 0.664
```

## Adjusted R^2

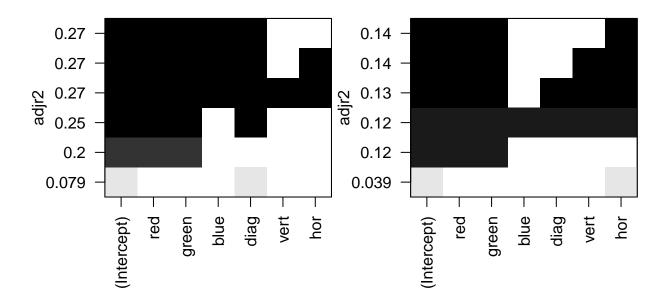


#### Casado

```
## [1] ">>> Regressao Agradavel: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Coefficients:
##
   (Intercept)
                                                  blue
                        red
                                   green
                                                               diag
##
      4.121464
                  -0.244851
                                0.329768
                                             -0.082333
                                                          -0.024031
##
           hor
                       vert
##
     -0.003141
                   0.005015
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
##
       data = dados)
##
## Residuals:
       Min
                1Q Median
                                ЗQ
                                       Max
## -2.3016 -0.6249 0.0310 0.7167 2.6993
##
## Coefficients:
##
                Estimate Std. Error t value Pr(>|t|)
## (Intercept) 4.121464
                           1.708494
                                      2.412
                                               0.0178 *
## red
               -0.244851
                           0.045993 -5.324 7.02e-07 ***
## green
               0.329768
                           0.074870
                                     4.405 2.83e-05 ***
## blue
               -0.082333
                           0.043019 -1.914
                                               0.0587 .
## diag
               -0.024031
                           0.010632
                                     -2.260
                                               0.0261 *
               -0.003141
                           0.003180 -0.988
## hor
                                              0.3259
```

```
## vert
               0.005015 0.010964 0.457 0.6485
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.9878 on 93 degrees of freedom
## Multiple R-squared: 0.3116, Adjusted R-squared: 0.2672
## F-statistic: 7.016 on 6 and 93 DF, p-value: 3.539e-06
## [1] ">>> Regressao Seguro: qscore = red + green + blue + diag + hor + vert"
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Coefficients:
## (Intercept)
                                               blue
                       red
                                  green
                                                            diag
##
     3.751992
                 -0.150906
                               0.165828
                                          -0.012440
                                                        0.006115
##
          hor
                      vert
##
     0.006622
                 -0.008470
##
##
## Call:
## lm(formula = qscore ~ red + green + blue + diag + hor + vert,
      data = dados)
##
##
## Residuals:
                 1Q Median
                                   30
## -2.04358 -0.62357 0.08672 0.58989 2.40304
##
## Coefficients:
               Estimate Std. Error t value Pr(>|t|)
## (Intercept) 3.751992
                        1.822709
                                   2.058 0.0426 *
              -0.150906
## red
                          0.047547 -3.174
                                            0.0021 **
                          0.080140 2.069
## green
               0.165828
                                            0.0416 *
## blue
              -0.012440
                          0.045762 -0.272
                                            0.7864
## diag
               0.006115
                          0.010876
                                   0.562
                                            0.5754
## hor
              0.006622
                          0.003292
                                   2.011
                                            0.0475 *
## vert
              -0.008470
                          0.011938 -0.709
                                            0.4800
## ---
## Signif. codes: 0 '***' 0.001 '**' 0.05 '.' 0.1 ' ' 1
## Residual standard error: 0.969 on 84 degrees of freedom
## Multiple R-squared: 0.1784, Adjusted R-squared: 0.1197
## F-statistic: 3.04 on 6 and 84 DF, p-value: 0.009687
```

## Adjusted R^2

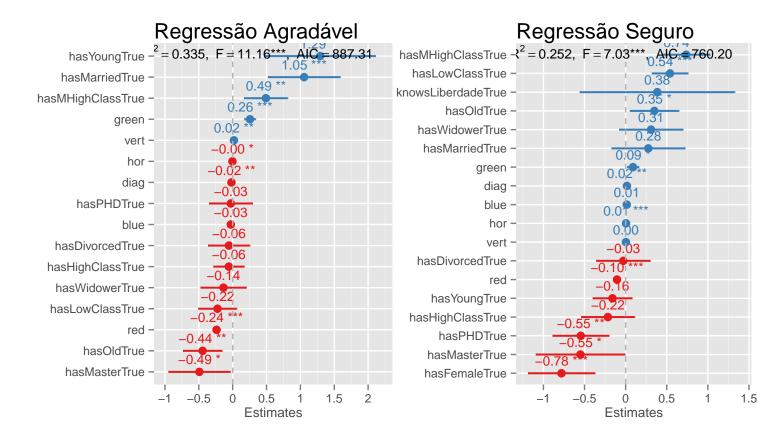


#### Modelo de Regressão com Variáveis Categóricas (Binárias)

```
## Version:
             1.35
             2015-04-25
## Date:
             Philip Leifeld (University of Konstanz)
## Author:
## Please cite the JSS article in your publications -- see citation("texreg").
## [1] ">>> Agrad"
##
## \begin{table}
## \begin{center}
## \begin{tabular}{l c }
## \hline
##
                      & Model 1 \\
## \hline
## (Intercept)
                      & $4.44^{***}$
##
                      & $(0.95)$
                                       //
                      & $1.29^{**}$
## hasYoungTrue
##
                      & $(0.42)$
                                       //
## hasOldTrue
                      & $-0.44^{**}$
##
                      & $(0.15)$
                                       //
## hasLowClassTrue
                      & $-0.22$
                                       //
                      & $(0.14)$
##
                                       //
## hasMHighClassTrue & $0.49^{**}$
                                       //
##
                      & $(0.16)$
                                       //
## hasHighClassTrue
                      & $-0.06$
                                       //
##
                      & $(0.12)$
                                       //
## hasMasterTrue
                      & $-0.49<sup>*</sup>{*}$
                                       //
                      & $(0.23)$
                                       //
##
```

```
## hasPHDTrue
                       & $-0.03$
                                        //
##
                       & $(0.16)$
                                        //
                       & $1.05<sup>*</sup>{***}$
## hasMarriedTrue
                                        //
##
                       & $(0.27)$
                                        //
## hasDivorcedTrue
                       & $-0.06$
                                        //
##
                       & $(0.16)$
                                        //
## hasWidowerTrue
                       & $-0.14$
                                        11
                       & $(0.17)$
##
                                        //
## red
                       & $-0.24<sup>*</sup>**
##
                       & $(0.03)$
                                        //
##
                       & $0.26^{***}$
                                        11
   green
##
                       & $(0.04)$
                                        //
                       & $-0.03$
## blue
                                        //
                       & $(0.03)$
##
                                        //
## diag
                       & $-0.02<sup>*</sup>**
                                        //
##
                       & $(0.01)$
                                        //
## vert
                       & $0.02<sup>*</sup>*
                                        //
##
                       & $(0.01)$
                                        //
## hor
                       & $-0.00<sup>*</sup>{*}$
                                        //
##
                       & $(0.00)$
## \hline
## R$^2$
                       & 0.37
                                        //
                       & 0.33
## Adj. R$^2$
                                        //
## Num. obs.
                       & 324
                                        11
## RMSE
                       & 0.92
                                        //
## \multicolumn{2}{1}{\scriptsize{$^{***}p<0.001$, $^{**}p<0.01$, $^*p<0.05$}}
## \end{tabular}
## \caption{Statistical models}
## \label{table:coefficients}
## \end{center}
## \end{table}
## [1] ">>> Seg"
##
## \begin{table}
## \begin{center}
## \begin{tabular}{l c }
## \hline
##
                        & Model 1 \\
## \hline
                        & $4.55^{***}$
## (Intercept)
                        & $(0.85)$
##
                                         //
## hasFemaleTrue
                        & $-0.78^{***}$ \\
##
                        & $(0.21)$
                                         //
## hasYoungTrue
                        & $-0.16$
                                          //
                        & $(0.12)$
##
                                         //
## hasOldTrue
                        & $0.35<sup>*</sup>
                                         //
##
                        & $(0.15)$
                                          //
## hasLowClassTrue
                        & $0.54^{***}$
                                         11
##
                        & $(0.11)$
                                         //
## hasMHighClassTrue & $0.74^{***}$
                                         //
##
                        & $(0.15)$
                                         //
```

```
## hasHighClassTrue
                       & $-0.22$
                                        //
##
                       & $(0.17)$
                                        //
                       & $-0.55<sup>*</sup>
## hasMasterTrue
                                        //
##
                       & $(0.28)$
                                        //
## hasPHDTrue
                       & $-0.55<sup>*</sup>{**}$
                                        //
##
                       & $(0.17)$
                                        //
## hasMarriedTrue
                       & $0.28$
                                        //
                       & $(0.23)$
##
                                        //
## hasDivorcedTrue
                       & $-0.03$
                                        //
##
                       & $(0.17)$
                                        //
## hasWidowerTrue
                       & $0.31$
                                        //
                       & $(0.20)$
##
                                        //
## knowsLiberdadeTrue & $0.38$
                                        //
##
                       & $(0.48)$
                                        //
## red
                       & $-0.10^{***}$ \\
##
                       & $(0.02)$
                                        //
                       & $0.09^{*}$
## green
                                        //
                       & $(0.04)$
                                        //
## blue
                       & $0.01$
                                        //
##
                       & $(0.02)$
                                        //
## diag
                       & $0.02^{**}$
                                        //
##
                       & $(0.00)$
                                        //
                       & $0.00$
## vert
                                        //
##
                       & $(0.00)$
                                        //
## hor
                       & $0.01^{***}$
                                        //
                       & $(0.00)$
                                        //
## \hline
## R$^2$
                       & 0.29
                                        //
## Adj. R$^2$
                       & 0.25
                                        //
                       & 324
## Num. obs.
                                        //
## RMSE
                       & 0.76
                                        //
## \hline
## \multicolumn{2}{1}{\scriptsize{^{***}p<0.001, ^{**}p<0.01, ^{**}p<0.05}}
## \end{tabular}
## \caption{Statistical models}
## \label{table:coefficients}
## \end{center}
## \end{table}
## Visit http://strengejacke.de/sjPlot for illustrative examples of sjPlot-functions.
##
## Attaching package: 'sjPlot'
##
## The following objects are masked _by_ '.GlobalEnv':
##
##
       adjust_plot_range, sjp.glm, sjp.setTheme
```



#### Tabela com Modelos para Agradavel

```
##
## \begin{table}
## \begin{center}
   \begin{tabular}{l c c c c c }
##
   \hline
##
                & Geral & Adulto & Jovem & Baixa & Media \\
##
   \hline
                                  & $7.99^{**}$ & $2.91$
                                                                   & $4.98^{**}$
                                                                                     & $3.71^{*}$
                                                                                                      11
##
   (Intercept) & $4.57^{***}$
##
                & $(1.29)$
                                  & $(2.93)$
                                                 & $(1.68)$
                                                                   & $(1.74)$
                                                                                     & $(1.56)$
                                                                                                      //
## red
                & $-0.20^{***}$ & $-0.24^{*}$ & $-0.21^{***}$ & $-0.17^{***}$ & $-0.25^{***}$
##
                  $(0.04)$
                                  & $(0.09)$
                                                 & $(0.05)$
                                                                   & $(0.05)$
                                                                                     & $(0.05)$
                                                                                                      //
                  $0.26^{***}$
                                  & $0.37<sup>*</sup>
                                                 & $0.36^{***}$
                                                                   & $0.20^{*}$
                                                                                     & $0.35^{***}$
##
                                                                                                      //
   green
##
                & $(0.06)$
                                  & $(0.16)$
                                                 & $(0.09)$
                                                                   & $(0.08)$
                                                                                     & $(0.07)$
                                                                                                      //
                                                                                     & $-0.10<sup>*</sup>
##
   blue
                & $-0.06$
                                  & $-0.17$
                                                 & $-0.14<sup>*</sup>
                                                                   & $-0.03$
                                                                                                      //
##
                  $(0.03)$
                                  & $(0.09)$
                                                 & $(0.05)$
                                                                   & $(0.05)$
                                                                                     & $(0.04)$
                                                                                                      //
   diag
                & $-0.02<sup>*</sup>
                                  & $-0.04$
                                                 & $-0.01$
                                                                   & $-0.02$
                                                                                     & $-0.02<sup>*</sup>
##
                                                                                                      //
                                  & $(0.02)$
##
                & $(0.01)$
                                                 & $(0.01)$
                                                                   & $(0.01)$
                                                                                     & $(0.01)$
                                                                                                      //
                & $-0.00$
                                  & $0.00$
                                                 & $-0.00$
                                                                   & $-0.01$
                                                                                     & $-0.00$
## hor
                                                                                                      //
                                  & $(0.01)$
##
                & $(0.00)$
                                                 & $(0.00)$
                                                                   & $(0.00)$
                                                                                     & $(0.00)$
                                                                                                      //
##
   vert
                & $0.01$
                                  & $0.01$
                                                 & $-0.00$
                                                                   & $0.01$
                                                                                     & $0.00$
                                                                                                      //
##
                & $(0.01)$
                                  & $(0.02)$
                                                 & $(0.01)$
                                                                   & $(0.01)$
                                                                                     & $(0.01)$
                                                                                                      //
## \hline
## R$^2$
                                  & 0.15
                                                 & 0.21
                                                                                     & 0.30
                                                                                                      11
                & 0.29
                                                                   & 0.16
## Adj. R$^2$
                & 0.25
                                  & 0.10
                                                 & 0.16
                                                                   & 0.11
                                                                                     & 0.26
                                                                                                      //
                & 108
                                  & 103
                                                 & 103
                                                                   & 108
                                                                                     & 108
                                                                                                      //
## Num. obs.
```

```
## RMSE
                & 0.81
                                 & 1.82
                                                & 1.04
                                                                 & 1.09
                                                                                   & 0.98
                                                                                                    //
## \hline
## \multicolumn{6}{1}{\scriptsize{$^{***}p<0.001$, $^{**}p<0.01$, $^*p<0.05$}}
## \end{tabular}
## \caption{Modelo de Regressão para Agradável}
## \label{table:coefficients}
## \end{center}
## \end{table}
##
## \begin{table}
## \begin{center}
## \begin{tabular}{l c c c c c }
## \hline
##
                & Geral & Feminino & Masculino & Solteiro & Casado \\
## \hline
   (Intercept) & $4.57^{***}$ & $5.13^{**}$
                                                  & $4.46<sup>*</sup>*
                                                                   & $3.42^{*}$
                                                                                     & $8.01<sup>*</sup>**
                                                                                                      //
##
                & $(1.29)$
                                 & $(1.84)$
                                                  & $(1.44)$
                                                                    & $(1.43)$
                                                                                     & $(2.20)$
                                                                                                      //
##
                & $-0.20^{***}$ & $-0.23^{***}$ & $-0.22^{***}$ & $-0.22^{***}$ & $-0.30^{***}$
  red
##
                & $(0.04)$
                                 & $(0.05)$
                                                  & $(0.04)$
                                                                    & $(0.04)$
                                                                                     & $(0.06)$
                                                                                                      //
                & $0.26^{***}$
                                 & $0.33^{***}$
                                                  & $0.29<sup>*</sup>***}$
                                                                   & $0.31<sup>*</sup>**}$
                                                                                    & $0.41<sup>*</sup>**}$
                                                                                                      11
##
  green
##
                & $(0.06)$
                                 & $(0.09)$
                                                  & $(0.07)$
                                                                   & $(0.07)$
                                                                                     & $(0.10)$
                                                                                                      //
                                                                                     & $-0.14^{*}$
## blue
                & $-0.06$
                                 & $-0.11<sup>*</sup>
                                                  & $-0.07$
                                                                   & $-0.08$
                                                                                                      //
##
                & $(0.03)$
                                 & $(0.05)$
                                                  & $(0.04)$
                                                                   & $(0.04)$
                                                                                     & $(0.06)$
                                                                                                      //
                & $-0.02<sup>*</sup>*
                                 & $-0.02$
                                                  & $-0.02$
                                                                   & $-0.01$
                                                                                     & $-0.01$
                                                                                                      //
##
   diag
##
                & $(0.01)$
                                 & $(0.01)$
                                                  & $(0.01)$
                                                                    & $(0.01)$
                                                                                     & $(0.01)$
                                                                                                      //
## hor
                & $-0.00$
                                 & $-0.00$
                                                  & $-0.00$
                                                                    & $-0.00$
                                                                                     & $-0.00$
                                                                                                      //
##
                & $(0.00)$
                                 & $(0.00)$
                                                  & $(0.00)$
                                                                   & $(0.00)$
                                                                                     & $(0.00)$
                                                                                                      //
## vert
                & $0.01$
                                 & $-0.00$
                                                  & $0.01$
                                                                    & $0.00$
                                                                                     & $-0.00$
                                                                                                      //
                & $(0.01)$
                                 & $(0.01)$
                                                                                     & $(0.02)$
##
                                                  & $(0.01)$
                                                                   & $(0.01)$
                                                                                                      //
## \hline
                                                                   & 0.29
## R$^2$
                & 0.29
                                 & 0.23
                                                  & 0.27
                                                                                     & 0.25
                                                                                                      //
## Adj. R$^2$
               & 0.25
                                 & 0.18
                                                  & 0.23
                                                                    & 0.25
                                                                                     & 0.20
                                                                                                      //
                & 108
                                 & 108
                                                  & 108
                                                                    & 107
                                                                                     & 107
                                                                                                      //
## Num. obs.
## RMSE
                & 0.81
                                 & 1.15
                                                  & 0.91
                                                                   & 0.90
                                                                                     & 1.38
                                                                                                      //
## \hline
## \multicolumn{6}{1}{\scriptsize{$^{***}p<0.001$, $^{***}p<0.01$, $^*p<0.05$}}
## \end{tabular}
## \caption{Modelo de Regressão para Agradável}
## \label{table:coefficients}
## \end{center}
## \end{table}
##
## \begin{table}
## \begin{center}
## \begin{tabular}{l c c c }
## \hline
##
                & Geral & Medio & Pos \\
## \hline
  (Intercept) & $4.57^{***}$
                                 & $2.44$
                                             & $4.12^{*}$
                                                              //
##
                & $(1.29)$
                                 & $(2.85)$ & $(1.71)$
                                                              //
## red
                & $-0.20^{***}$ & $-0.14$ & $-0.24^{***}$ \\
                                 & $(0.08)$ & $(0.05)$
##
                & $(0.04)$
                                                              //
```

```
& $0.26<sup>*</sup>**}$
                                 & $0.23$
                                             & $0.33^{***}$
## green
                                                              //
##
                & $(0.06)$
                                 & $(0.12)$ & $(0.07)$
                                                              //
## blue
                                 & $-0.07$ & $-0.08$
                & $-0.06$
                                                              //
                & $(0.03)$
                                 & $(0.07)$ & $(0.04)$
                                                              //
##
## diag
                & $-0.02<sup>*</sup>{*}$
                                 & $-0.01$ & $-0.02^{*}$
                                                              //
                                 & $(0.02)$ & $(0.01)$
##
                & $(0.01)$
                                                              //
## hor
                & $-0.00$
                                 & $-0.01$ & $-0.00$
                                                              //
##
                & $(0.00)$
                                 & $(0.01)$ & $(0.00)$
                                                              //
## vert
                & $0.01$
                                 & $0.00$
                                             & $0.01$
                                                              //
##
                & $(0.01)$
                                 & $(0.02)$ & $(0.01)$
                                                              //
## \hline
## R$^2$
                                             & 0.31
                                                              11
                & 0.29
                                 & 0.08
## Adj. R$^2$
               & 0.25
                                 & 0.02
                                             & 0.27
                                                              11
## Num. obs.
                & 108
                                 & 100
                                             & 100
                                                              //
## RMSE
                & 0.81
                                             & 0.99
                                                              11
                                 & 1.65
## \hline
## \multicolumn{4}{1}{\scriptsize{$^{***}p<0.001$, $^{***}p<0.01$, $^*p<0.05$}}
## \end{tabular}
## \caption{Modelo de Regressão para Agradável}
## \label{table:coefficients}
## \end{center}
## \end{table}
```

#### Tabelas com Modelos para Seguro

```
##
## \begin{table}
## \begin{center}
## \begin{tabular}{l c c c c c }
## \hline
##
                & Geral & Adulto & Jovem & Baixa & Media \\
## \hline
   (Intercept) & $4.42^{***}$ & $9.75^{**}$ & $4.49^{**}$ & $1.39$
                                                                         & $5.89^{***}$ \\
##
               & $(1.02)$
                                & $(3.36)$
                                               & $(1.63)$
                                                             & $(1.72)$ & $(1.54)$
                                                                                         //
##
                & $-0.06^{*}$
                               & $-0.01$
                                               & $-0.09$
                                                              & $-0.07$ & $-0.14^{**}$
  red
               & $(0.03)$
                                & $(0.10)$
                                                             & $(0.05)$ & $(0.04)$
##
                                               & $(0.05)$
                                                                                         //
  green
               & $0.06$
                                & $-0.01$
                                               & $0.12$
                                                              & $0.16$
                                                                         & $0.10$
                                                                                         //
##
                & $(0.05)$
                                & $(0.15)$
                                               & $(0.07)$
                                                              & $(0.08)$ & $(0.07)$
                                                                                         //
               & $0.00$
                                & $-0.02$
                                               & $-0.03$
                                                             & $-0.07$ & $0.03$
## blue
                                                                                          //
##
                                                              & $(0.05)$ & $(0.04)$
               & $(0.03)$
                                & $(0.08)$
                                               & $(0.04)$
                                                                                         //
                                                              & $-0.01$ & $0.00$
##
               & $0.01$
                                & $0.01$
                                               & $0.01$
                                                                                          //
  diag
                                               & $(0.01)$
                & $(0.01)$
                                                              & $(0.01)$ & $(0.01)$
                                                                                          //
##
                                & $(0.02)$
## hor
               & $0.00<sup>*</sup>{*}$
                                & $0.01<sup>*</sup>
                                              & $0.01<sup>*</sup>*}$ & $0.00$
                                                                         & $0.01^{*}$
                                                                                          //
##
                & $(0.00)$
                                & $(0.01)$
                                               & $(0.00)$
                                                              & $(0.00)$ & $(0.00)$
                                                                                         //
## vert
                & $0.00$
                                & $-0.04$
                                               & $0.00$
                                                              & $0.01$
                                                                         & $-0.00$
                                                                                         //
                & $(0.01)$
                                & $(0.02)$
                                               & $(0.01)$
                                                              & $(0.01)$ & $(0.01)$
##
                                                                                         //
## \hline
## R$^2$
                & 0.13
                                & 0.10
                                               & 0.17
                                                              & 0.07
                                                                         & 0.16
                                                                                         //
               & 0.08
                                & 0.03
                                               & 0.10
                                                              & 0.02
                                                                         & 0.11
                                                                                         //
## Adj. R$^2$
                                & 81
## Num. obs.
                & 108
                                               & 81
                                                              & 108
                                                                         & 108
                                                                                         //
## RMSE
                & 0.64
                                & 1.67
                                               & 0.81
                                                              & 1.08
                                                                         & 0.97
                                                                                         //
## \hline
## \multicolumn{6}{1}{\scriptsize{$^{***}p<0.001$, $^{**}p<0.01$, $^*p<0.05$}}
```

```
## \end{tabular}
## \caption{Modelo de Regressão para Seguro}
## \label{table:coefficients}
## \end{center}
## \end{table}
##
## \begin{table}
## \begin{center}
## \begin{tabular}{l c c c c c }
## \hline
##
                & Geral & Feminino & Masculino & Solteiro & Casado \\
## \hline
   (Intercept) & \$4.42^{***} & \$7.17^{***} & \$4.68^{***} & \$3.30^{**} & \$9.15^{***} \\
##
                & $(1.02)$
                                & $(1.85)$
                                                 & $(1.22)$
                                                                 & $(1.20)$
                                                                                 & $(2.29)$
                                                                                                 //
                & $-0.06<sup>*</sup>{*}$
                                & $-0.08$
                                                 & $-0.08<sup>*</sup>{*}$
##
   red
                                                                 & $-0.07$
                                                                                 & $-0.04$
                                                                                                 //
##
                & $(0.03)$
                                & $(0.05)$
                                                 & $(0.03)$
                                                                 & $(0.04)$
                                                                                 & $(0.07)$
                                                                                                 //
##
                & $0.06$
                                & $0.03$
                                                 & $0.09$
                                                                 & $0.09$
                                                                                 & $-0.04$
                                                                                                 //
   green
##
                & $(0.05)$
                                & $(0.08)$
                                                 & $(0.06)$
                                                                 & $(0.06)$
                                                                                 & $(0.11)$
                                                                                                 //
## blue
                & $0.00$
                                & $0.02$
                                                 & $-0.01$
                                                                 & $-0.02$
                                                                                 & $0.04$
                                                                                                 //
                & $(0.03)$
                                & $(0.05)$
                                                 & $(0.03)$
                                                                 & $(0.03)$
                                                                                 & $(0.06)$
##
                                                                                                 //
## diag
                & $0.01$
                                & $0.02$
                                                 & $0.00$
                                                                 & $0.01$
                                                                                 & $0.02$
                                                                                                 //
##
                & $(0.01)$
                                & $(0.01)$
                                                 & $(0.01)$
                                                                 & $(0.01)$
                                                                                 & $(0.02)$
                                                                                                 //
                & $0.00<sup>*</sup>*}$
                                & $0.01<sup>*</sup>**}$
                                                 & $0.00^{*}$
                                                                 & $0.00$
                                                                                 & $0.01^{**}$
## hor
                                                                                                 //
##
                & $(0.00)$
                                                                 & $(0.00)$
                                                                                 & $(0.00)$
                                                                                                 //
                                & $(0.00)$
                                                 & $(0.00)$
##
                & $0.00$
                                & $-0.01$
                                                 & $0.00$
                                                                 & $0.01$
                                                                                 & $-0.02$
   vert
                                                                                                 //
##
                & $(0.01)$
                                & $(0.01)$
                                                 & $(0.01)$
                                                                 & $(0.01)$
                                                                                 & $(0.02)$
                                                                                                 //
## \hline
## R$^2$
                & 0.13
                                & 0.13
                                                                 & 0.11
                                                                                 & 0.12
                                                                                                 //
                                                 & 0.11
                & 0.08
                                & 0.08
                                                 & 0.06
                                                                 & 0.06
                                                                                 & 0.07
## Adj. R$^2$
                                                                                                 //
                & 108
                                & 104
                                                 & 104
                                                                 & 107
                                                                                 & 107
## Num. obs.
                                                                                                 //
## RMSE
                & 0.64
                                & 1.11
                                                 & 0.73
                                                                 & 0.75
                                                                                 & 1.44
                                                                                                 //
## \hline
## \multicolumn{6}{1}{\scriptsize{$^{***}p<0.001$, $^{***}p<0.01$, $^*p<0.05$}}
## \end{tabular}
## \caption{Modelo de Regressão para Seguro}
## \label{table:coefficients}
## \end{center}
## \end{table}
##
## \begin{table}
## \begin{center}
## \begin{tabular}{l c c c }
## \hline
##
                & Geral & Medio & Pos \\
  \hline
   (Intercept) & $4.42^{***}$ & $3.23$
                                            & $3.75<sup>*</sup>
                                                             //
##
##
                & $(1.02)$
                                & $(2.93)$ & $(1.82)$
                                                             //
## red
                & $-0.06<sup>*</sup>
                                & $-0.05$ & $-0.15<sup>*</sup>**}$ \\
##
                & $(0.03)$
                                & $(0.08)$ & $(0.05)$
                                                             //
##
                & $0.06$
                                & $0.09$
                                            & $0.17<sup>{*</sup>}$
                                                             //
  green
                                & $(0.13)$ & $(0.08)$
##
                & $(0.05)$
                                                             //
## blue
                & $0.00$
                                & $-0.04$ & $-0.01$
                                                             //
```

```
& $(0.03)$
                              & $(0.07)$ & $(0.05)$
                                                        //
##
## diag
               & $0.01$
                              & $-0.01$ & $0.01$
                                                        \\
               & $(0.01)$
                              & $(0.02)$ & $(0.01)$
                                                        //
##
               & $0.00<sup>*</sup>{*}$
## hor
                              & $-0.00$ & $0.01^{*}$
                                                        \\
                              & $(0.01)$ & $(0.00)$
##
               & $(0.00)$
                                                        //
                              & $0.04$ & $-0.01$
## vert
               & $0.00$
                                                        11
                              & $(0.02)$ & $(0.01)$
##
               & $(0.01)$
                                                        //
## \hline
## R$^2$
               & 0.13
                              & 0.05
                                         & 0.18
                                                        //
## Adj. R$^2$ & 0.08
                              & -0.02
                                         & 0.12
                                                        //
## Num. obs.
               & 108
                              & 91
                                         & 91
                                                        //
               & 0.64
## RMSE
                              & 1.56
                                         & 0.97
                                                        \\
## \hline
## \multicolumn{4}{1}{\scriptsize{^{***}p<0.001$, $^{**}p<0.01$, $^*p<0.05$}}
## \end{tabular}
## \caption{Modelo de Regressão para Seguro}
## \label{table:coefficients}
## \end{center}
## \end{table}
```