

Number of visitors v (1000s)	2450	2480	2540	2420	2350	2290	2400	2460
Amount of money spent m (£ millions)	1370	1350	1400	1330	1270	1210	1330	1350

e. Interpret your value of b. (2)

[illegible]

Solutions

1a.

Use of calculator or, $r = \frac{31512.5}{\sqrt{42587.5 \times 25187.5}}$	M1
= 0.962	M1

1b.

r is close to 1 therefore strong correlation	M1
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1c.

$b = \frac{31512.5}{42587.5}$	M1
= 0.7339957...	
= 0.740	M1

1d.

$a = 1326.25 - (0.7399 \times 2423.75) = -467.2$	M1
$m = -467 + 0.74v$	M1

1e.

b is the money (spent) per visitor.	M1
So each 1000 visitors generates an extra £0.74 million	M1

