

*All assignments are to be handed in during class, or to Ross personally.
Do not hand them in at the resource centre.*

1. A study was conducted to determine factors which might influence shopping behaviour. The sample was taken a random from the population of the town of Dukefield, Greater Manchester, England. In the following table, we present the variables, choice of shopping centre, age, income and car ownership.

Age	Income	Car Owner			
		Yes		No	
		Shopping Centre			
		Near	Other	Near	Other
Young	Low	12	57	17	48
	High	3	24	2	3
Old	Low	18	53	51	105
	High	2	11	1	0

What does this data tell us about shopping behaviour? (The question is deliberately vague. Determining the real questions of interest is part of the assignment.)