

Facebook™ Cost

Question: "How much would you pay per month for an ads-free version of Facebook™?"

St.Dev. for Website Costs (Given)

\$5.35

| Monthly Cost (\$) | Yearly Cost (\$) |
|-------------------|------------------|
| \$6.50 | \$78.00 |
| \$1.50 | \$18.00 |
| \$1.50 | \$18.00 |
| \$1.25 | \$15.00 |
| \$1.00 | \$12.00 |
| \$7.75 | \$93.00 |
| \$3.50 | \$42.00 |
| \$8.00 | \$96.00 |
| \$4.00 | \$48.00 |
| \$10.00 | \$120.00 |
| \$11.00 | \$132.00 |
| \$1.00 | \$12.00 |
| \$20.00 | \$240.00 |
| \$25.00 | \$300.00 |
| \$13.00 | \$156.00 |
| \$20.00 | \$240.00 |
| \$10.00 | \$120.00 |
| \$12.00 | \$144.00 |
| \$12.50 | \$150.00 |
| \$12.25 | \$147.00 |
| \$8.50 | \$102.00 |
| \$2.00 | \$24.00 |
| \$6.50 | \$78.00 |
| \$3.00 | \$36.00 |
| \$1.00 | \$12.00 |
| \$1.00 | \$12.00 |
| \$1.50 | \$18.00 |
| \$14.00 | \$168.00 |
| \$6.75 | \$81.00 |
| \$25.00 | \$300.00 |
| \$7.00 | \$84.00 |
| \$2.00 | \$24.00 |
| \$11.50 | \$138.00 |
| \$12.50 | \$150.00 |
| \$2.00 | \$24.00 |
| \$6.50 | \$78.00 |
| \$3.50 | \$42.00 |
| \$7.50 | \$90.00 |
| \$4.25 | \$51.00 |
| \$7.50 | \$90.00 |
| \$3.35 | \$40.20 |
| \$1.50 | \$18.00 |
| \$12.50 | \$150.00 |

Number People Surveyed

54

Average Monthly Cost

\$7.44

Sample StDev Monthly Cost

\$5.89

97% Confidence Interval

Lower Value: \$5.86

Upper Value: \$9.02

Average \$7.44

z* 2.170090378

StDev \$5.35

n 54

Hyp. Test

Reject Ho

Ho: $\mu = 5$

Ha: $\mu \geq 5$

α 0.01

z-statistic 3.36

P(z ≤ __) 0.999606826

p-value 0.000393174

Power

0.999997206

True Mean 10

Reject z-value 2.326347874

Reject value \$6.69

z-statistic -4.54

P(z ≤ __) 2.79435E-06

p-value 0.999997206