X $=5.2$
$S_{x}=2.4$
$\alpha=5 \%$
$\mathrm{n}=300$

Population Aquatics Paints Customers
Quantitative Variable
Preference Score for Organic Orange

## Step I Identify Procedure:

We want to estimate the mean for preference score for Organic Orange in the population of Aquatics Paint Customers ( $\mu$ ).

## Step II Check Conditions:

* Random Sample: A random sample was conducted to insure every member of the population was equally likely to be selected.
* Normal Sampling Distribution: The sampling distribution of all possible sample means has an approximately normal shape because the sample was of sufficient size, over 30 (per the Central Limit Theorem).
* Independence: The lack of replacement is not a problem in this case because the number of subjects in the population is more than 10 times the sample size.


## Step III Perform Procedure:

| Estimate |  | Margin of Error |
| :---: | :---: | :---: |
| 5.2 | $+/-$ | 0.3 |

95\% Confidence Interval Ranges From 4.9 to 5.5

## Step IV Interpretation:

We are 95\% confident that the mean for preference score for Organic Orange in the population of Aquatics Paints customers $(\mu)$ falls between 4.9 and 5.5.

