

Beer Tastes

Name:

The new Brew Pub manufactures and distributes three types of beers: a low-calorie light beer, a regular beer, and a dark beer. To investigate the relationship between gender and beer preference, a sample of 450 beer drinkers was selected. After taste-testing each of the three beers, the individuals were asked to state their preference, defined as their first choice. The table below summarizes their responses.

1.) List the “Who”, “What”, and completely describe any variables in this situation.

	Beer Type			Total
	Light	Regular	Dark	
Male	60	120	60	
Female	90	90	30	
Total				

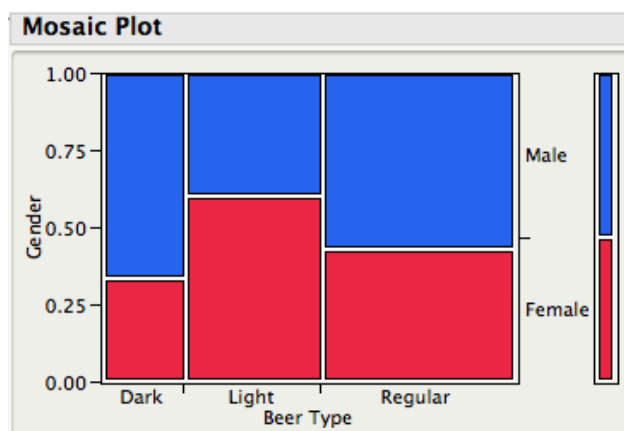
- Who:
- What:
- Variable(s):
- Type(s):
- Labels/Units:

2.) Compute marginal totals, and percentages, and write them on the table.

3.) Briefly describe in words what the value 30 in the table above represents.

4.) Compute the conditional percentages for gender conditioning on beer type (down columns). Write these in the table.

5.) The distribution of counts in the form of a mosaic plot (Gender conditional on type of beer) is presented. Based on the mosaic plot, should The New Brew Pub initiate a single advertising campaign for all of its beers, or tailor its promotions toward different target markets, such as male versus female? Explain.



Answer: