



Beer Tastes

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 at the right summarizes the responses.

	Beer Preference			
	Light	Regular	Dark	
Male	60	120	60	
Female	90	90	30	

1. Compute the marginal totals, and write them on the table above.
2. Describe briefly in words what the value of 30 in the above table represents.
3. Present the distribution of counts in the form of a mosaic plot.
4. The null hypothesis is that there is no difference in beer preference by gender. Compute the expected counts for each cell assuming the null hypothesis is true and write the values in the table below,

	Beer Preference		
	Light	Regular	Dark
Male			
Female			

5. Compute the chi-square test statistic.
6. Based on your calculations, 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.