



Coke or Pepsi?— regional preferences

- ◆ Sample of approximately 50 GT students, 1/2 from Southeast, 1/2 from outside Southeast
- ◆ Hypothesis Test
- ◆ $H_0 = x_2 - x_1 = 0$
- ◆ $H_a = x_2 - x_1 > 0$
- ◆ $(\bar{x} - 0) / (S / \sqrt{n}); \quad (0.1383399209 - 0) / (0.3178 / \sqrt{44}) = 2.89 = t_0$
- ◆ Since $t_{.05, 43} \approx 2.021$, we can reject the H_0 , since $t_0 > t_{.05, 43}$.
- ◆ Conclusion: Southeasterners prefer Coke at a higher rate than non-Southeasterners.