

## Question #65261, Math / Statistics and Probability

2.45 Construct a cross-tabulation table using cola preference (Rola or Koka) as the row variable and Rola-Cola purchase history (Yes or No) as the column variable. Based on the table, answer the following.

- a How many shoppers who preferred Rola-Cola in the blind taste test had previously purchased Rola-Cola? 19
- b How many shoppers who preferred Koka-Cola in the blind taste test had not previously purchased Rola-Cola? 21
- c What kind of relationship, if any, seems to exist between cola preference and Rola-Cola purchase history?

**Answer.**

### Cross-tabulation table

	Yes	No	Total
Koka	2	14	16
Rola	17	7	24
Total	19	21	40

a. 17.

b. 14.

c. There is reverse relationship between cola preference and Rola-Cola purchase history.