15.28. Can people really identify their favorite brand of cola? Volunteers tasted Coca-Cola Classic, Pepsi, Diet Coke, and Diet Pepsi, with the results shown below. *Research question:* At α = .05, is the correctness of the prediction different for the two types of cola drinkers? Could you identify your favorite brand in this kind of test? Since it is a 2 × 2 table, try also a two-tailed two-sample z test for π1 = π2 (see Chapter 10) and verify that z2 is the same as your chi-square statistic. Which test do you prefer? Why? (Data are from *Consumer Reports* 56, no. 8 [August 1991], p. 519.) **Cola**

