**The Data**

Thanks to tailgaters and others willing to drink free beer, we were able to collect 37 observations, each containing scores for 5 different kinds of beer. The scores were continuous with values ranging from 0.0 to 5.0 where 0.0 means this beer is awful and I will never drink it again and 5.0 means this beer is absolutely delicious, can I have three more. (i.e. 0 is the worst, 5 is the best). The data was not manipulated in anyway prior to analysis.

**Experiment/ Data Collection**

The five different beers were chosen somewhat judgmentally. The desire was to cover a full spectrum of beer affordably. The beers chosen were:

1. Budlight: a very light, cheap beer that is very similar to water.
2. Blue Moon: a citrus wheat beer
3. Dos Equis: a light-bodied lager that is often considered imported beer (yes, Mexico counts as imported)
4. Shiner Bock: an American-style dark lager-brewed in Texas
5. Guiness: a stout beer- the color is similar to oil

The data was collected at three different times with three different groups of people and the same procedures were followed all three times. A small amount of beer was placed in a cup with a designated number on it. The number corresponding to each beer was written on a piece of paper and placed in a cup. The test subject drew a number out of the cup and tried that corresponding beer, rating it immediately after. This process continued until they had tried all five beers. This process means everyone is trying the beers in a randomized order. The people trying the beer were also random; people who liked beer, did not like beer or were indifferent to beer were all represented in this data collection process.