

Area	Brand
1	B
1	Other
1	A
1	B
1	Other
1	A
1	Other
1	Other
1	Other
1	Other
1	B
1	Other
1	Other
1	A
1	A
1	A
1	B
1	A
1	Other
1	B
1	A
1	B
1	Other
1	Other
1	B
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	A
1	Other
1	A

### Frequencies

	Area 1	Area 2
<b>A</b>	11	19
<b>B</b>	17	30
<b>Other</b>	42	41
<b>Total</b>	<b>70</b>	<b>90</b>

### Percentages

	Area 1	Area 2
<b>A</b>	15.7	21.1
<b>B</b>	24.3	33.3
<b>Other</b>	60.0	45.6
<b>Total</b>	<b>100</b>	<b>100</b>

Brand A preference: 11 out of 70 respondents in Area 1 and 19 out of 90 respondents in Area 2.

Brand B preference: 17 out of 70 respondents in Area 1 and 30 out of 90 respondents in Area 2.

Other Brand preference: 42 out of 70 respondents in Area 1 and 41 out of 90 respondents in Area 2.

Therefore, from the 70 respondents in Area 1, 15.7% preferred Brand A, 24.3% preferred Brand B, and the remaining 60.0% preferred some Other brand of breakfast cereal.

While the 90 respondents in Area 2, 21.1% preferred Brand A, 33.3% preferred Brand B, and the remaining 45.6% preferred some Other brand of breakfast cereal.

### Conclusion:

In both Area 1 and 2, Other brands were most preferred and Brand A was least preferred by the respondents.

1	Other
1	Other
1	Other
1	A
1	A
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	B
1	Other
1	B
1	Other
1	Other
1	B
2	A
2	B
2	A
2	Other
2	A
2	B
2	Other
2	Other
2	B
2	B
2	Other
2	B
2	B
2	Other
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2	Other
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2	Other
2	Other
2	Other
2	A
2	A
2	B
2	B
2	B
2	Other
2	Other