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

Frequencies

	Area 1	Area 2
A	11	19
B	17	30
Other	42	41
Total	70	90

Percentages

	Area 1	Area 2
A	15.7	21.1
B	24.3	33.3
Other	60.0	45.6
Total	100.0	100

Interpretation

This analysis compares brand preferences between two demographic areas. In Area 1, about 15.7% choose Brand A, 24.3% pick Brand B, and 60% prefer other brands. In Area 2, around 21.1% opt for Brand A, 33.3% go for Brand B, and 45.6% choose other brands.

These results show that Brand B is clearly more popular in Area 2. Meanwhile, a higher proportion of consumers in Area 1 pick other brands rather than A or B. Overall, Area 2 has greater preference for the two main brands (A and B), while Area 1 seems more open to alternatives outside these main brands.