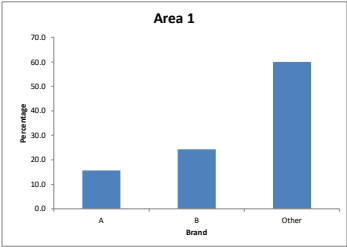


Frequencies		
	Area 1	Area 2
A	11	19
B	17	30
Other	42	41
Total	70	90

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



**Interpretation**

It is clear from the chart that Brand A is the least preferred, followed by Brand B, while the majority of respondents preferred another brand. (Interpretation from Charts Worksheet)

**DATA SET D (Brandprefs.xlsx)**

As part of a marketing study, samples of individuals in each of two different demographic areas were asked to state their brand preferences for a certain type of breakfast cereal. Of particular interest were two brands (A and B) made by a certain manufacturer.

Variable	Description
Area	Demographic area (1 or 2)
Brand	Preferred brand (A, B or Other)

*Notice that both these variables are nominal.*

The data are as follows:

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