Area	Brand
1	Brand B Other
1	A B
1	Other A
1	Other
1	Other
1	B Other
1	Other A
1	A
1	В
1	Other
1	A
1	Other
1	B
1	Other
1	Other
1	Other
1	B Other
1	Other
1	B
1	Other
1	B
1	Other
1	A
1	A
1	Other
1	Other A
Area 1 1 1 1 1 1 1 1 1	Other of the control
1	Other
1	Other
1	Other B
1	Other B
1	Other
1 2	B
2	B
2	Other
2	B
2	Other
2	B
2	B
2	Other
2	A
2	A A
2	Other B
2	Other Other
2	A Other
2	A B
2	Other B
2 2	Other B
2 2	Other B
2	Other B
2 2	A A
2 2	Other B
2 2	Other
2 2	A B
2 2	B Other
2 2 2	Other Other Other
2 2	Other
2 2	B B
2 2	Other
2 2	B B
2	A Other
2	B
2	B A A B Other
2	Other
2	Other Other Other B Other
2 2	Other
2	A Other A
2	Other A B
2	R
2	Other
2	B Other
2	A Other
2	A Other
2	Other
2	Other Other
2	A B A
2	В
2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	B Other
2	Other

Frequencies		Frequencies	
	Area 1		Area 2
A	11	A	19
В	17	В	30
Other	42	Other	41
Total	70	Total	90
Percentag	ies	Percentag	jes
	Area 1		Area 2
A	15.7	A	21.1
В	24.3	В	33.3
Other	60.0	Other	45.6
T-4-1	400	T-4-1	400

This snalpis compares brand preferences between two demographic areas. In Area 1, about 15.7% choose Brand A. 24.3% pick Brand B, and 60% perfect other brands. In Area 2, around 21.1% poly for Brand A, 3.3% go for Brand B, and 45.6% choose other brands. These results show that Brand B is clerify more popular in Area 2. Meanwhile, a higher proportion of consumers in Area 1 pick other brands rather than A of 5.0 Chesal, Area 2 has geated preference for the low man startle than A of 5.0 Chesal, Area 2 has geated preference for the low man than the start of 5.0 Chesal Area 2 has geated preference for the low man these main brands.

areas we	re aske	keting study, samples of individuals in each of two different demographic I to state their brand preferences for a certain type of breakfast cereal. Of were two brands (A and B) made by a certain manufacturer.
Variable Area Brand	De	scription mographic area (1 or 2) eferred brand (A, B or Other)
		hese variables are nominal.
The data		
The data	are as f	ollows:
		ollows:
The data	are as f	ollows:
The data	are as f	ollows:
The data	Branc B Other	ollows:
The data	Branc B Other	ollows:
Area 1 1 1 1 :	Branc B Other A	ollows:
Area 1 1 1 2	Branc B Other A	ollows: