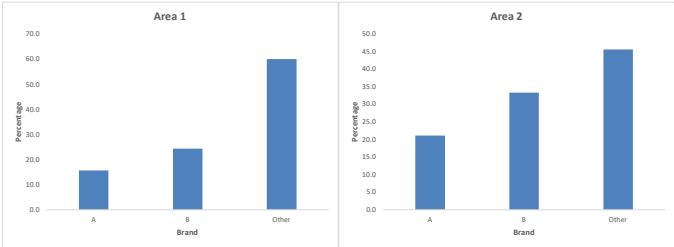


Frequencies		
A	11	19
B	17	30
Other	42	41
Total	70	90

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



In Area 1, most consumers lean towards brands other than the two major options, with Brand A being the least chosen and Brand B sitting in the middle. In Area 2, there is still an overall preference for other brands, followed by Brand B, and then Brand A in last place; however, the difference between these choices is not as striking as it is in Area 1. Overall, these results suggest that in both areas, respondents are generally more inclined to look beyond the two main brand options.

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.

Notice that both these variables are nominal

The data are as follows

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