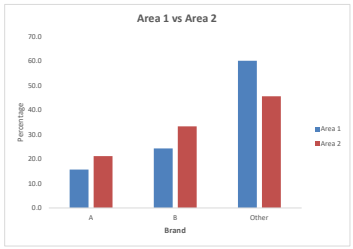
Area	Brand
1	B
1	Other
1	A
1	B
1	Other
1	A
1	Other
1	Other
1	Other
1	Other
1	B
1	Other
1	Other
1	A
1	A
1	A
1	B
1	A
1	Other
1	B
1	A
1	B
1	Other
1	Other
1	B
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	B
1	B
1	Other
1	Other
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	A
1	Other
1	A
1	Other
1	Other
1	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
2	Other
2	A
2	B
2	A
2	Other
2	B
2	Other
2	Other
2	A
2	Other
2	A
2	B
2	Other
2	B
2	Other
2	B
2	Other
2	B
2	Other
2	B
2	B
2	Other
2	Other
2	B
2	B
2	A
2	Other
2	B
2	A
2	A
2	B
2	Other
2	Other
2	Other
2	B
2	Other
2	Other
2	A
2	Other
2	A
2	B
2	B
2	Other
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	B
2	Other
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**	**100**



Interpretation

It is clear from the chart that in both Areas, Brand A is least preferred, followed by Brand B, whilst even more respondents preferred some other brand. However, it is now very clear that Brand A and Brand B preferences were both higher in Area 2 than in Area 1, whilst the percentage of respondents who preferred other brands was lower in Area 2. (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
⋮	⋮
2	A
2	B
2	A
⋮	⋮