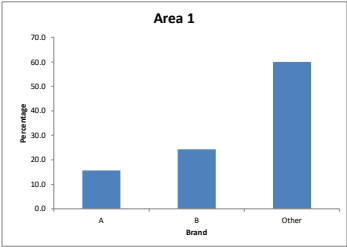


Frequencies		
	Area 1	Area 2
A	11	19
B	17	30
Other	42	41
Total	70	90

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.

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	A
2	A
2	B
2	A