Area	Brand					
1	В					
1	Other	Frequenci	ies			
1	Α					
1	В		Area 1	Area 2		
1	Other	Α	11	19		
1	Α	В	17	30		
1	Other	Other	42	41		
1	Other	Total	70	90		
1	Other					
1	Other					
1	В	Percentages				
1	Other	_				
1	Other		Area 1	Area 2		
1	Α	Α	15.7	21.1		
1	Α	В	24.3	33.3		
1	Α	Other	60.0	45.6		
1	В	Total	100	100		
1	Α					
1	Other					
1	В	Interpreation Exercis	se 8.3			
1	Α	The population size is	greater in A			
1	В	In Area 2 there is an higher preference for Brands A and B over "other" brands when compared to Area 1				
1	Other		•			
1	Other					
1	В					
1	В					
1	Other					
1	Other					
1	Other					
1	Other					
1	Other					
1	В					
1	В					
1	Othor					

1

1 1 1

1

1

1 1 1

1

1

1

1

1

1

1 1

1

1

1

1 2 Other Other B

B B Other Other B Other

Other Other

Other Other

Other Other Other

Other A Other

A Other

Other

Other

A A

Other Other

Other Other

Other Other B Other

В

Other

Other B A

```
В
          Α
         Other
          A
B
         Other
         Other
          B
B
        Other
B
          В
         Other
         Other
          A
B
          Α
         Other
          В
         Other
         Other
        A
Other
          Α
          В
         Other
          В
         Other
          В
         Other
          В
         Other
          B
A
A
        Other
B
         Other
         Other
          A
B
B
         Other
         Other
         Other
        Other
B
          В
          В
        Other
Other
          В
          В
          Α
        Other
B
          A
A
B
         Other
         Other
        Other
B
         Other
         Other
          Α
         Other
          A
B
B
         Other
        Other
```

2	В
2	Other
2	Α
2	Other
2	Α
2	Other
2	Α
2	В
2	Α
2	В
2	В
2	Other
2	Other