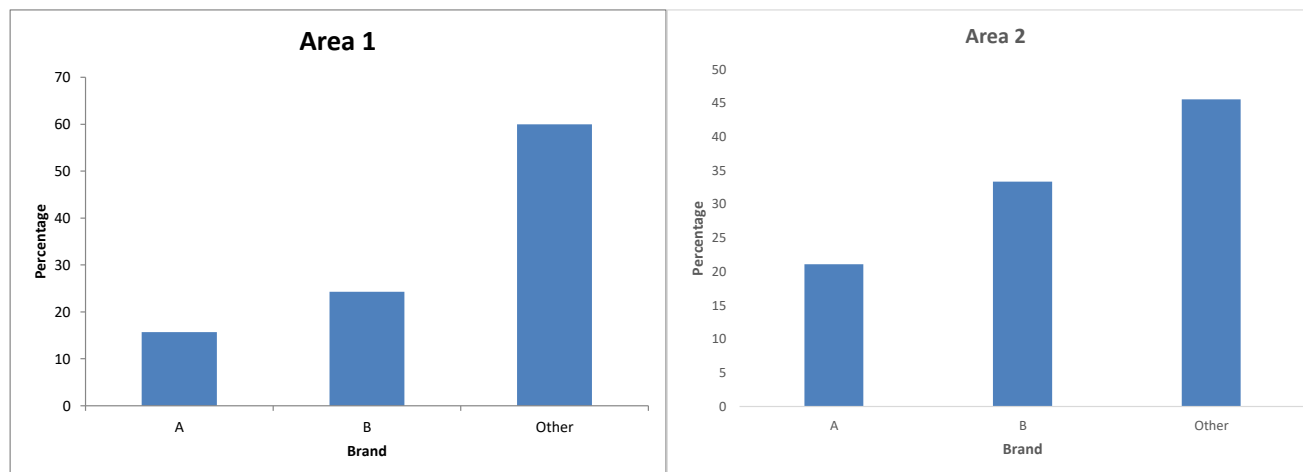


Area	Brand
1	B
1	Other
1	A
1	B
1	Other
1	A
1	Other
1	Other
1	Other
1	B
1	Other
1	Other
1	A
1	A
1	A
1	B
1	A
1	Other
1	B
1	A
1	B
1	Other
1	Other
1	B
1	B
1	Other
1	Other
1	Other
1	Other
1	B
1	Other
1	Other
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	A
1	Other
1	A
1	Other
1	Other
1	Other
1	A

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 of Findings** - The brand preferences have the same pattern in both areas, in that brand A is the least popular, followed by brand B and then the 'other' brands are the most popular in both areas. The total number of respondents for Area 1 was 70 and there were 90 respondents for Area 2. A and B brands had a higher percentage in Area 2, compared to Area 1, but the other brands had a lower percentage in Area 2, and so a hypothesis could be that as the number of respondents increase, brands A and B are more popular, but the other brands percentage decreases. This hypothesis would need to be tested with a larger group of respondents.

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	Other
2	A
2	B
2	B
2	Other
2	Other
2	Other
2	Other

2	B
2	B
2	B
2	Other
2	Other
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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	Other
2	Other
2	Other
2	A
2	B
2	A
2	B
2	B
2	Other
2	Other