

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	B
1	Other
1	Other

**Frequencies**

	Area 1	Area 2
<b>A</b>	11	19
<b>B</b>	17	30
<b>Other</b>	42	41
<b>Total</b>	<b>70</b>	<b>90</b>

**Percentages**

	Area 1	Area 2
<b>A</b>	15.7	21.1
<b>B</b>	24.3	33.3
<b>Other</b>	60.0	45.6
<b>Total</b>	<b>100</b>	<b>100</b>

**Comment**

Area 1:

15.7% of respondents in Area 1 preferred Brand A.  
24.3% of respondents in Area 1 preferred Brand B.  
A majority, 60.0%, preferred some other brand of breakfast cereal.  
This data suggests that in Area 1, Brand B is more popular than Brand A, but the majority of respondents have preferences for other brands.

Area 2:

21.1% of respondents in Area 2 preferred Brand A.  
33.3% of respondents in Area 2 preferred Brand B.  
A significant majority, 45.6%, preferred some other brand of breakfast cereal.  
In Area 2, Brand B is also more popular than Brand A. The preference for Brand B is even more pronounced in Area 2 than in Area 1.  
respondents in Area 2 have preferences for other brands.

1	B
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

Overall, these results suggest that in both demographic areas, neither Brand A nor Brand B is the dominant or preferred choice for breakfast cereal are preferred by a majority of respondents in both areas.

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

or other brands. Brand B has a higher

Area 1, but again, the majority of

ce among respondents. Other brands of