

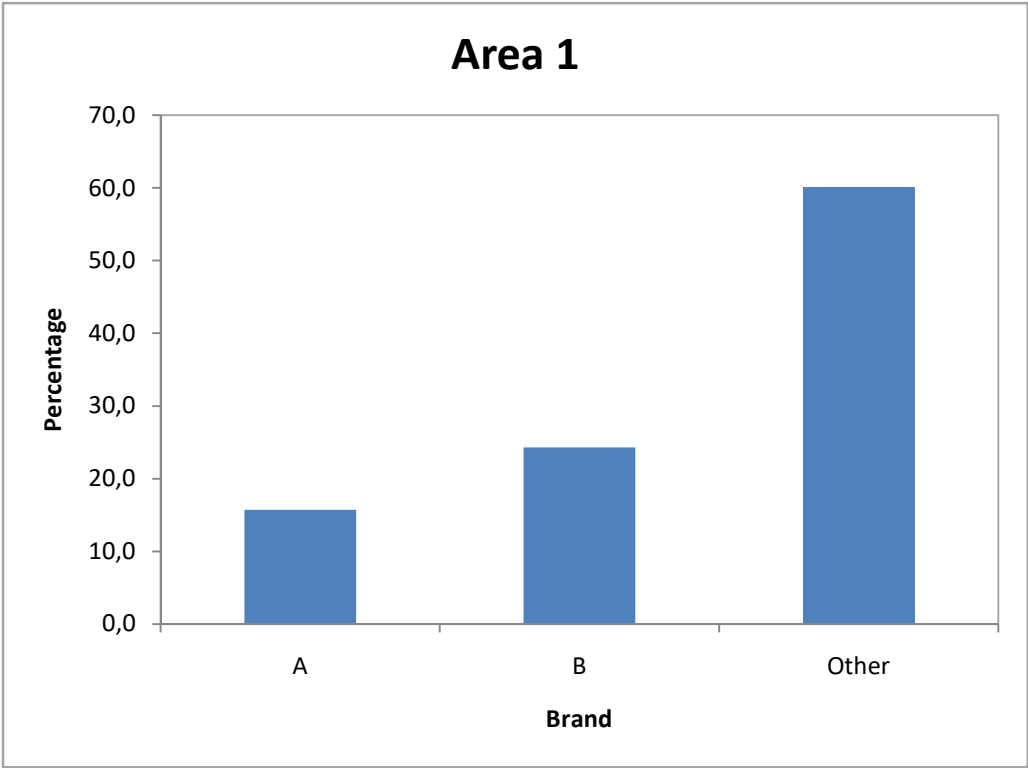
Area	Brand
1	B
1	Other
1	A
1	B
1	Other
1	A
1	Other
1	Other
1	Other
1	B
1	Other
1	Other
1	A
1	A
1	A
1	B
1	A
1	Other
1	Other
1	B
1	B
1	Other
1	Other
1	Other
1	Other
1	Other
1	B
1	B
1	Other
1	Other

Frequencies

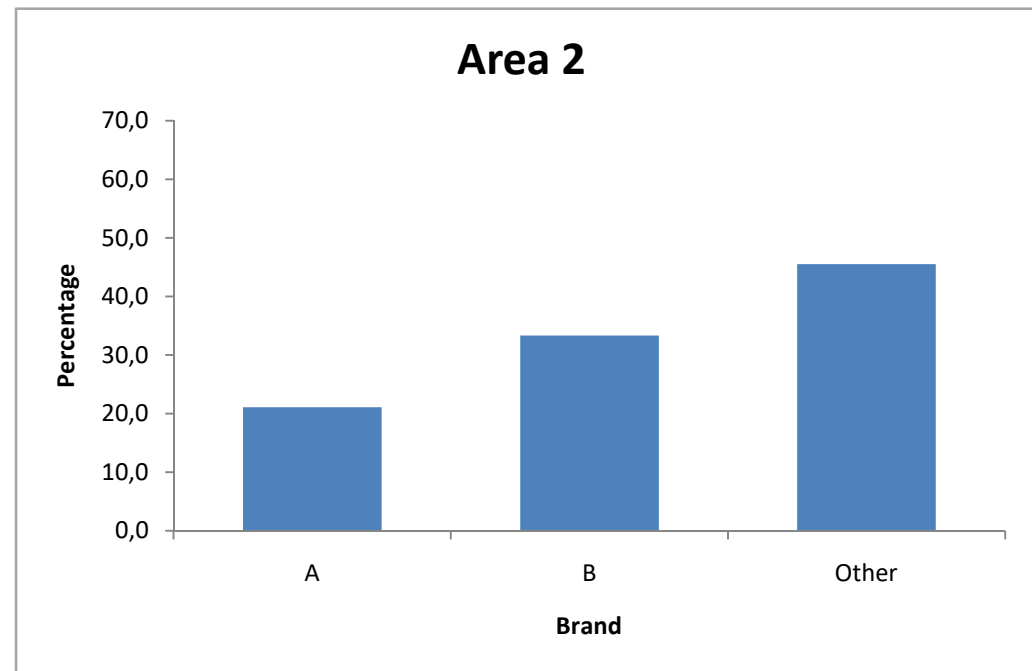
	Area 1	Area 2
A	11	19
B	17	30
Other	42	41
Total	70	90

Percentages

	Area 1	Area 2
A	15,7	21,1
B	24,3	33,3
Other	60,0	45,6
Total	100	100



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



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	A
2	A
2	Other

Interpretation: Area 1 and Area 2 have similar patterns of brand preferences, while in Area 2 the relative preference of Brand A and B higher is than in Area 1. In Area 1 and Area 2 has brand A the least percentage, followed by brand B. The most participants prefere other brands in both areas.

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