Area	Brand	
1	В	
1	Other	
1	Α	
1	В	
1	Other	
1	Α	
1	Other	
1	В	
1	Other	
1	Other	
1	Α	
1	Α	
1	Α	
1	В	
1	Α	
1	Other	
1	В	
1	Α	
1	В	
1	Other	
1	Other	
1	В	
1	В	
1	Other	
1	В	
1	В	
1	Other	

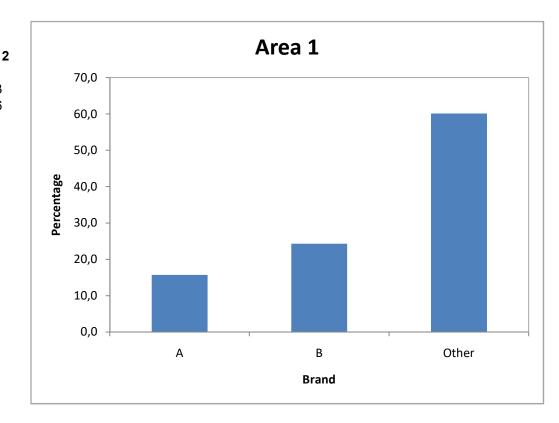
Other

## Frequencies

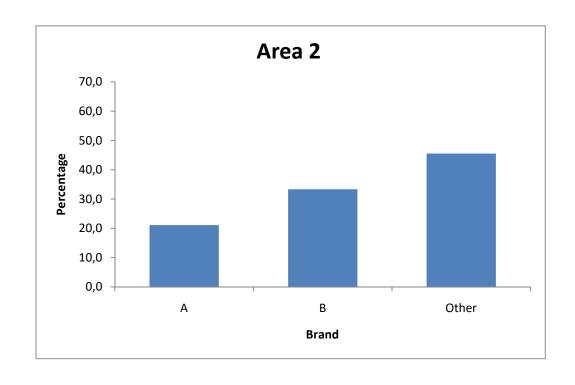
	Area 1	Area 2
Α	11	19
В	17	30
Other	42	41
Total	70	90

## Percentages

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



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



```
2
        В
2
        Α
      Other
2
2
        Α
        В
2
       Other
      Other
2
2
        В
2
        В
2
      Other
2
        В
        В
2
       Other
      Other
2
        Α
        В
2
2
        Α
2
      Other
2
        В
       Other
      Other
2
        Α
2
      Other
2
        Α
        В
2
2
      Other
2
        В
      Other
2
2
        В
2
      Other
        В
2
2
      Other
2
        В
2
        Α
2
        Α
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.

```
В
2
       Other
2
2
       Other
         A
B
B
2
2
2
2
       Other
2
       Other
2
       Other
2
       Other
         B
B
B
2
2
2
2
       Other
2
       Other
         B
B
2
2
        Α
2
2
       Other
2
         B
A
         A
B
2
2
       Other
2
       Other
2
       Other
         В
2
2
       Other
2
       Other
2
        Α
2
       Other
        A
B
B
2
2
2
2
       Other
2
       Other
```

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

Other

2