_	
Area 1	Brand B
1	Other
1 1	A B
1	Other
1	Α
1 1	Other Other
1	Other
1	Other
1 1	B Other
1	Other
1	Α
1 1	A A
1	В
1	Α
1 1	Other B
1	A
1	В
1 1	Other Other
1	В
1	В
1 1	Other Other
1	Other
1	Other
1 1	Other B
1	В
1	Other
1 1	Other B
1	В
1	B
1 1	Other Other
1	В
1 1	Other
1	Other Other
1	Other
1 1	Other Other
1	Other
1	Other
1 1	Other A
1	Other
1	A
1 1	Other Other
•	Culci

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	21,11111
В	24,3	33,33333
Other	60,0	45,55556
Total	100	100

Interpretation: Area 1 has a higher percentage of other brands, compare with Area 2. Area 2 has a higher percentage of Brand A as well as Brand B, compared with Area 1.

```
Other
1
1
           Α
           Α
1
         Other
1
         Other
1
         Other
1
1
         Other
         Other
1
1
         Other
           В
1
         Other
1
1
           В
1
         Other
         Other
1
           В
1
2
           Α
           В
2
2
2
2
2
2
2
2
           Α
         Other
           Α
           В
         Other
         Other
           В
           В
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         Other
           В
2
2
2
2
2
2
2
2
2
           В
         Other
         Other
           Α
           В
           Α
         Other
           В
2
         Other
2
         Other
2
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2
          Α
         Other
           Α
           В
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         Other
           В
         Other
2
           В
         Other
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2
           В
         Other
           В
           Α
           Α
         Other
           В
         Other
2
         Other
           Α
```

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