

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	Other
1	Other
1	Other
1	B
1	B
1	Other
1	Other
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

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	21,11111
B	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.

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