

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Area	Brand														
2	1	B														
3	1	Other		Frequencies												
4	1	A														
5	1	B			Area 1	Area 2										
6	1	Other		A	11	19										
7	1	A		B	17	30										
8	1	Other		Other	42	41										
9	1	Other		Total	70	90										
10	1	Other														
11	1	Other														
12	1	B		Percentages												
13	1	Other														
14	1	Other			Area 1	Area 2										
15	1	A		A	15.7	21.1										
16	1	A		B	24.3	33.3										
17	1	A		Other	60.0	45.6										
18	1	B		Total	100	100										
19	1	A														
20	1	Other														
21	1	B														
22	1	A														
23	1	B														
24	1	Other														
25	1	Other														
26	1	B														
27	1	B														
28	1	Other														
29	1	Other														
30	1	Other														
31	1	Other														
32	1	Other														
33	1	B														
34	1	B														
35	1	Other														
36	1	Other														
37	1	B														
38	1	B														
39	1	B														
40	1	Other														
41	1	Other														
42	1	B														
43	1	Other														
44	1	Other														
45	1	Other														
46	1	Other														
47	1	Other														
48	1	Other														
49	1	Other														
50	1	Other														
51	1	Other														
52	1	A														
53	1	Other														
54	1	A														
55	1	Other														

Area 1

Brand	Percentage
A	15.7
B	24.3
Other	60.0

Area 2

Brand	Percentage
A	21.1
B	33.3
Other	45.6

For Area 1:- 11 out of 70 respondents in Area 1 preferred Brand A, 17 preferred Brand B, and the remaining 42 preferred some other brand of breakfast cereal. Out of the 70 respondents in Area 1, 15.7% preferred Brand A, 24.3% preferred Brand B, and the remaining 60.0% preferred some other brand of breakfast cereal.

For Area 2:- 19 out of 90 respondents in Area 2 preferred Brand A, 30 preferred Brand B, and the remaining 41 preferred some other brand of breakfast cereal. Out of the 90 respondents in Area 2, 21.1% preferred Brand A, 33.3% preferred Brand B, and the remaining 45.6% preferred some other brand of breakfast cereal.

From the above both graphs we can Interpret that in both the Area 1 and Area 2 Brand A is least preferred, followed by Brand B, whilst the majority of respondents preferred some other brand.

[illegible]

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
111	2	Other														
112	2	A														
113	2	B														
114	2	B														
115	2	Other														
116	2	Other														
117	2	Other														
118	2	Other														
119	2	B														
120	2	B														
121	2	B														
122	2	Other														
123	2	Other														
124	2	B														
125	2	B														
126	2	A														
127	2	Other														
128	2	B														
129	2	A														
130	2	A														
131	2	B														
132	2	Other														
133	2	Other														
134	2	Other														
135	2	B														
136	2	Other														
137	2	Other														
138	2	A														
139	2	Other														
140	2	A														
141	2	B														
142	2	B														
143	2	Other														
144	2	Other														
145	2	B														
146	2	Other														
147	2	A														
148	2	Other														
149	2	A														
150	2	Other														
151	2	Other														
152	2	Other														
153	2	Other														
154	2	Other														
155	2	A														
156	2	B														
157	2	A														
158	2	B														
159	2	B														
160	2	Other														
161	2	Other														