	Α	ВС	D	E	F	G	Н	I	J	K	L	М	N	0	Р					
1	Area	Brand																		
2	1	В																		
3	1	Other	Frequenci	es																
4	1	A						Area 1												
5	1	В		Area 1	Area 2			70.0 — — — — — — — — — — — — — — — — — —												
6	1	Other	A	11	19															
7	1	A	B	17	30			60.0												
8	1	Other	Other	42	41 <b>90</b>															
9	1	Other Other	Total	70	90			50.0												
11	1 1	Other						40.0												
12	1	B	Percentag	06				98 40.0 -												
13	1	Other	1 er centag					30.0												
14	1	Other		Area 1	Area 2			20.0												
15	1	A	A	15.7	21.1			10.0												
16	1	A	В	24.3	33.3															
17	1	A	Other	60.0	45.6			0.0												
18	1	В	Total	100	100				1	A		В		Other						
19	1	A									В	rand								
20	1	Other						Ĺ												
21	1	В												'						
22 23	1	A									Area 2	2								
23	1	В						50.0 -												
24	1	Other																		
25	1	Other						40.0												
26	1	В																		
27	1	В						35.0 –												
28	1	Other						35.0 – 35.0 – 35.0 – 25.0 – 20.0 – 35												
29	1	Other						25.0												
30	1	Other						15.0												
31	1	Other						10.0												
32	1	Other						5.0												
33	1	В						0.0												
34 35	1 1	B Other						0.0	A	4		В		Other						
36	1	Other								•	R	rand								
37	1	В									D	Iaiiu								
38	1	В																		
38 39	1	В																		
40	1	Other																		
41	1	Other						For Area 1:	- 11 out of 7	70 responde	ents in Area	1 preferred	Brand A, 17	7 preferred Bi	and B, and					
42	1	В												of the 70 resp						
43	1	Other												emaining 60.0						
44	1	Other									akfast cereal			Ü						
45	1	Other						_												
46	1	Other						For Area 2:	- 19 out of 9	90 responde	ents in Area	2 preferred	Brand A, 30	) preferred Bi	cand B, and					
47	1	Other												of the 90 resp						
48	1	Other												emaining 45.6						
49	1	Other									akfast cereal			-						
50	1	Other																		
51	1	Other												and Area 2 Br						
52	1	A							red, followe	d by Brand	B, whilst the	majority o	f responden	nts preferred :	some other					
53	1	Other						brand.												
54	1	A																		
55	1	Other																		

	Α	В	С	D	E	F	G	Н	I	J	K	L	М	N	0	Р
56	1	Other			•											
57	1	Other														
58	1	A														
59	1	A														
60	1	Other														
61	1	Other														
62	1	Other														
64	1	Other														
65	1 1	Other Other														
66	1	В														
67	1	Other														
68	1	В														
69	1	Other														
70	1	Other														
71	1	В														
72	2	A														
73	2	В														
74	2	Α														
75	2	Other														
76	2	A														
70	2	B														
70	2	Other Other														
80	2	B														
81	2	В														
82	2	Other														
83	2	В														
84	2	В														
85	2	Other														
86	2	Other														
56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90	2	A														
88	2	В														
89	2	A														
	2	Other														
91	2	B														
92	2	Other Other														
94	2	A														
95	2	Other														
96	2	A														
97	2	В														
98	2	Other														
99	2	В														
100	2	Other														
101	2	В														
92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110	2	Other														
103	2	В														
104	2	Other														
105	2	В														
100	2	A A														
107	2	Other														
109	2	В														
110	2	Other														
110		Juici														

	Α	В	С	D	E	F	G	Н	ı	J	K	L	M	N	0	Р
111	2	Other				·				0		_	141			
112	2	A														
112	2	В														
114	2	В														
115	2	Other														
116	2	Other														
117	2	Other														
118	2	Other														
119	2	В														
120	2	В														
121	2	В														
122	2 2	Other														
123	2	Other														
124	2	В														
125	2	В														
126	2	A														
127	2	Other														
128	2	В														
129	2	A														
130	2	A														
131	2	В														
132	2	Other														
133	2	Other														
134	2	Other														
135	2	В														
136	2	Other														
137	2	Other														
138	2	A														
139	2	Other														
140	2	A														
141	2	В														
142	2	В														
143	2	Other														
144	2	Other														
145	2 2	В														
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	В														
157	2	A														
158	2	В														
159	2	В														
112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 149 150 151 152 153 154 155 156 157 158 159 160 161	2	Other														
161	2	Other														