

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	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

Frequencies					
		Area 1	Area 2	Area 2 (Reworked)	Area 2 (Rounded)
A		11	19	14.78	15
B		17	30	23.33	23
Other		42	41	31.89	32
Total		70	90	70	70

Percentages					
		Area 1	Area 2	Area 2 (Reworked)	
A	A	15.7	21.1	21.4	
A	B	24.3	33.3	32.9	
A	Other	60.0	45.6	45.7	
B	Total	100	100	100.0	

Interpretation	
	More people used Other than A or B.
	More people were identified in Area2 compared to Area 1 which will make the percentage values higher than Area 1.
Other	To compare apples to apples, I reworked Area 2 figures as a ratio of Area 1 (as can be seen by the "Area 2 Reworked" total of "70")
Other	Then I compared the rounded values of the reworked figures to the original Area 2 and I note that using the reworked approach, the figures are still very close to the original
B	I took this approach to ensure that the greater number of Area 2 entries had no impact compared to the number of entries for Area 1.
B	
Other	Therefore, since the figures almost match the same,
Other	Fewer entries in Area 2 (24%) preferred Other
Other	More entries in Area 2 (37%) preferred Brand B
Other	More entries in Area 2 (34.3%) preferred Brand A
Other	
B	
B	
Other	
Other	
B	
B	
B	
Other	
Other	
B	
Other	
Other	
Other	

1	Other
1	Other
1	Other
1	Other
1	Other
1	Other
1	A
1	Other
1	A
1	Other
1	Other
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	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	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	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