# **Exercise 8.3**

Open the Excel workbook in **Exe 8.3D.xlsx** from the Exercises folder. Obtain the frequencies and percentage frequencies of the variable Brand, but this time for the Area 2 respondents, using the same format as that employed for the Area1 results in the above example.

Briefly interpret your findings. What do these results tell you about the patterns of brand preferences for each of the two demographic areas?

## **Results**

|  |  |  |
| --- | --- | --- |
|  | **Area 1** | **Area 2** |
| **A** | 11 | 19 |
| **B** | 17 | 30 |
| **Other** | 42 | 41 |
| **Total** | **70** | 90 |

|  |  |  |
| --- | --- | --- |
|  | **Area 1** | **Area 2** |
| **A** | 15.7 | 21.1 |
| **B** | 24.3 | 33.3 |
| **Other** | 60.0 | 45.6 |
| **Total** | **100** | 100 |

## A brief interpretation of the findings:

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.

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.