# **Exercise 9.1**

## A brief interpretation of the finding:

1. The trend of the preferred brands is identical between Area 1 and Area 2: Brand A is least preferred, followed by Brand B, whilst most respondents preferred some other brand.
2. In Area 2, more people preferred Brand A and B compared to Area 1. On the other hand, more people like Other Brand in Area 1 compared to Area B.