| Area | Brand |
|---|---|
| 1 | B |
| 1 | Other |
| 1 | A |
| 1 | B |
| 1 | Other |
| 1 | A |
| 1 | Other |
| 1 | Other |
| 1 | Other |
| 1 | Other |
| 1 | B |
| 1 | Other |
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| 1 | Other |
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| 2 | B |
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| 2 | A |
| 2 | Other |
| 2 | A |
| 2 | Other |
| 2 | Other |
| 2 | Other |
| 2 | Other |
| 2 | A |
| 2 | B |
| 2 | A |
| 2 | B |
| 2 | B |
| 2 | Other |
| 2 | Other |

**Frequencies**

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

**Percentages**

| | Area 1 | Area 2 |
|---|---|---|
| **A** | 15,7 | 21,1 |
| **B** | 24,3 | 33,3 |
| **Other** | 60,0 | 45,6 |
| **Total** | **100,0** | **100,0** |

**Survey was to determine preferred brand of Breakfast Cereal in 2 Areas.**

**Sample size was not the same in both Areas (70 in Area 1 vs 90 in Area 2) though both sample sizes should be sufficient to be able to analyse the data sufficiently.**

**To make allowances for the differnece in sample size, percentage figures will be used for the analysis.**

**In Area 1 -**
**More people preferred Cereal B (24.3%) to Cereal A (15.7%)**
**60% of respondents stated that the preferred another Cereal completely to either A or B.**

**In Area 2 -**
**More people preferred Cereal B (33.3%) to Cereal A (21.1%)**
**45.6% of respondents stated that the preferred another Cereal completely to either A or B.**

**Statistics show that in both Areas, Cereal B was preferred to Cereal A by all respondents that selected a preference for either of those options, but in both Areas, the majority of respondents stated that they preferred another Cereal entirely, though it was only in Area 1 (60%) that the majority was over 50% of the population polled.**

**It is not clear how many other brands are available in both Areas, only that there are other options available for sale.**