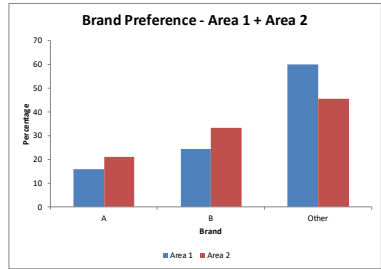


| Frequencies |        |        |
|-------------|--------|--------|
|             | Area 1 | Area 2 |
| A           | 11     | 19     |
| B           | 17     | 30     |
| Other       | 42     | 41     |
| Total       | 70     | 90     |

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



In both Areas, other Cereal Brands are clearly dominant, over Brands A and B. Other Brands have a majority of sales in both locations, with 60% in Area 1, and to a slightly lesser degree of 45.6% in Area 2.

In Area 1, other Brands, outsell Brands A and B combined, whereas in Area 2, Brands A and B together, outsell other Brands combined.

Of the named Brands, brand A is less popular than Brand B in both areas.

The data does not show us how many other brands are available, we can only state that other brands collectively, are more popular than Brands A and B separately in both areas.