Area 1	Brand B
1 1 1	Other A
1 1 1	B Other
1	Other Other
1 1	Other
1	Other Other
1	A
1 1	A B A
1	Other B
1 1 1	A B Other
1	Other B
1 1 1	B Other
1	Other Other Other
1	Other B
1 1 1	B Other Other
1	B B
1 1	B Other Other
1	B Other
1	Other Other Other
1 1	Other
1	Other Other
1 1 1	Other A Other
1	A Other
1 1 1	Other
1	A Other
1	Other
1 1 1	Other Other Other
1 1 1	B Other
4	B Other Other
1 1 2	B A
2 2 2	A A
2	A B
2 2 2	Other Other B
2 2 2 2	B Other
2 2 2	B B Other
2	Other A
2 2 2	B A Other
2	B Other
2 2 2	Other A Other
2	A B
2 2 2	Other B Other
2	B Other
2	B Other B
2 2 2	A A
2 2 2	Other B Other
2 2 2	Other A B
2 2 2	В
2 2	Other
2	Other B
2 2 2 2	B Other
2	Other B
2 2 2 2 2	B A Other
2	B A
2 2 2	A B Other
2 2 2 2	Other
2 2 2	B Other Other
2	A Other
2 2 2 2 2	A B B
2	Other
2	B Other A
2 2 2 2	Other A
2	Other
2 2 2	Other
2 2 2 2	A B
2	A B B
2	Other Other

Frequencies

	Area 1	Area 2
A	11	19
В	17	30
Other	42	41
Total	70	90

Area 1	Area
15,7	21,
24,3	33,
60,0	45.
100,0	100
	15,7 24,3 60,0

Exercise 8.3d

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.