

Exercise 8.3c

[illegible]

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 difference 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 they preferred another Cereals brand.

60% of respondents stated that they preferred another Cereal completely to either A or B.

In Area 2 -
Mass...

More people preferred Cereal B (33.3%) to Cereal A (21.1%).
45.6% of respondents stated that they preferred another Cereal.

45.6% of respondents stated that they 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.