Area	Brand
1	В
1 1	Other A
1	В
1	Other
1	Α
1	Other
1	Other
1 1	Other Other
i	В
1	Other
1	Other
1	A
1 1	A A
1	В
1	A
1	Other
1	В
1	Α
1 1	B Other
1	Other
1	В
1	В
1	Other
1 1	Other
1	Other Other
1	Other
1	В
1	В
1	Other
1 1	Other B
i	В
1	В
1	Other
1	Other
1 1	B
1	Other Other
1	Other
1	Other
1	Other
1 1	Other
1	Other Other
1	Other
1	Α
1	Other
1 1	A Othor
1	Other Other
1	Other
1	Α
1	A
1 1	Other Other
1	Other
1	Other
1	Other
4	Other-

Other

Frequencies

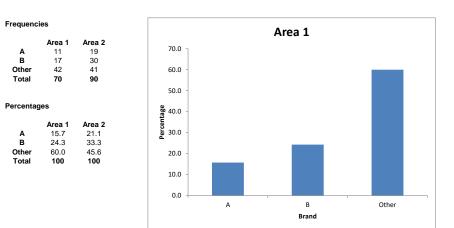
A B

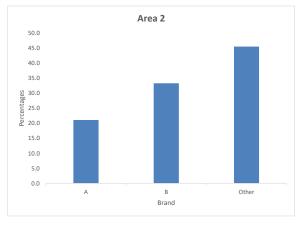
Other

Total

Other

Total





The bar charts show significant differences in brand preferences between the two areas. Brand A is less popular in both Areas. Other brands are the most popular category in both areas. Area 1 strongly prefers other brands, suggesting more diverse brand preferences. Brands A and B have better market penetration in Area 2.

```
Other
B
                            Other
Other
B
A
B
A
Other
A
B
Other
Other
B
B
Other
B
Cother
B
Other
A
B
                            A
Other
                            Other
Other
A
Other
A
B
                            Other
B
Other
B
Other
B
Other
B
A
A
Other
B
Other
B
B
B
Other
                            Other
Other
Other
Other
B
B
                               В
                            Other
Other
B
B
A
Other
B
                            A
A
B
Other
```

2 Other
2 B
2 Other
2 Other
2 Other
2 A
2 DHer
2 A
2 B
2 Other
2 A
2 B
2 Other
2 Other
2 Other
2 A
2 Other
2 Other
2 A
2 Other
2 Other
2 Other
2 Other
3 DHer
4 DHer
5 Other
6 DHer
7 Other
7 Other
8 B
8 B
9 C Other
9 DHer
9 Other
1 Other
1 Other
1 Other
1 Other
2 Other
2 Other
2 Other
3 DHer
4 DHer
5 DHer
6 DHer
7 Other