|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Encuestado | | | | | | | | | |
| Variable | A | B | C | D | E | F | G | H | I | J |
| Tienda | 2 | 5 | 3 | 4 | 6 | 9 | 8 | 7 | 4 | 5 |
| Marca | 2 | 9 | 5 | 8 | 7 | 3 | 4 | 5 | 6 | 7 |