

## Conjoint Analysis

| Factor  | Model | Levels | Label                  |
|---------|-------|--------|------------------------|
| MIXTURE | d     | 3      | Product Form           |
| NUMAPP  | d     | 3      | Number of Applications |
| GERMFRE | d     | 2      | Disinfectant           |
| BIOPROT | d     | 2      | Biodegradable          |
| PRICE   | d     | 3      | Price per Application  |

(Models: d=discrete, l=linear, i=ideal, ai=antiideal, <=less, >=more)

All the factors are orthogonal.

## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 107.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)   | Factor |                        |
|------------|-----------------|--------|------------------------|
| 14.29      | -.0556( .3750)  |        | MIXTURE                |
|            | .6111( .3750)   | -      | Product Form           |
|            | -.5556( .3750)  | -      | Premixed               |
|            |                 | -      | Concentrate            |
|            |                 | -      | Powder                 |
| 20.41      | .4444( .3750)   |        | NUMAPP                 |
|            | .6111( .3750)   | -      | Number of Applications |
|            | -1.0556( .3750) | --     | 50                     |
|            |                 | --     | 100                    |
|            |                 | --     | 200                    |
| 5.10       | -.2083( .2812)  |        | GERMFRE                |
|            | .2083( .2812)   |        | Disinfectant           |
|            |                 |        | Yes                    |
|            |                 |        | No                     |
| 13.27      | .5417( .2812)   |        | BIOPROT                |
|            | -.5417( .2812)  | -      | Biodegradable          |
|            |                 | -      | No                     |
|            |                 | -      | Yes                    |
| 46.94      | 1.4444( .3750)  | --     | PRICE                  |
|            | .9444( .3750)   | --     | Price per Application  |
|            | -2.3889( .3750) | ----   | 35 cents               |
|            |                 | ----   | 49 cents               |
|            |                 | ----   | 79 cents               |
|            | 4.1111( .2964)  |        | CONSTANT               |

Pearson's R = .929                      Significance = .0000

Kendall's tau = .784                      Significance = .0000

Kendall's tau = .707 for 4 holdouts      Significance = .0899

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 1.4 | 3.9 | 3.2 |

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 110.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 20.69      | .4444 (.4141)  | MIXTURE  | Product Form           |
|            | -.5556 (.4141) |          | Premixed               |
|            | .1111 (.4141)  |          | Concentrate            |
|            |                |          | Powder                 |
| 17.24      | -.0556 (.4141) | NUMAPP   | Number of Applications |
|            | -.3889 (.4141) |          | 50                     |
|            | .4444 (.4141)  |          | 100                    |
|            |                |          | 200                    |
| 6.90       | .1667 (.3106)  | GERMFRE  | Disinfectant           |
|            | -.1667 (.3106) |          | Yes                    |
|            |                |          | No                     |
| 24.14      | -.5833 (.3106) | BIOPROT  | Biodegradable          |
|            | .5833 (.3106)  |          | No                     |
|            |                |          | Yes                    |
| 31.03      | .6111 (.4141)  | PRICE    | Price per Application  |
|            | -.8889 (.4141) |          | 35 cents               |
|            | .2778 (.4141)  |          | 49 cents               |
|            |                |          | 79 cents               |
|            | 5.6944 (.3274) | CONSTANT |                        |

Pearson's R = .756                      Significance = .0001  
Kendall's tau = .636                      Significance = .0004  
Kendall's tau = .408 for 4 holdouts      Significance = .2193

Simulation results:  
Card: 23 24 25  
Score: 7.1 5.4 7.6



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 129.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
|            |                | MIXTURE  | Product Form           |
| 11.11      | -.0556( .0693) | -        | Premixed               |
|            | .1111( .0693)  | -        | Concentrate            |
|            | -.0556( .0693) | -        | Powder                 |
|            |                | NUMAPP   | Number of Applications |
| 11.11      | -.0556( .0693) | -        | 50                     |
|            | -.0556( .0693) | -        | 100                    |
|            | .1111( .0693)  | -        | 200                    |
|            |                | GERMFRE  | Disinfectant           |
| 55.56      | .4167( .0520)  | ----     | Yes                    |
|            | -.4167( .0520) | ----     | No                     |
|            |                | BIOPROT  | Biodegradable          |
| 11.11      | -.0833( .0520) | -        | No                     |
|            | .0833( .0520)  | -        | Yes                    |
|            |                | PRICE    | Price per Application  |
| 11.11      | -.0556( .0693) | -        | 35 cents               |
|            | -.0556( .0693) | -        | 49 cents               |
|            | .1111( .0693)  | -        | 79 cents               |
|            | 6.6111( .0548) | CONSTANT |                        |

Pearson's R = .945                      Significance = .0000

Kendall's tau = .718                      Significance = .0005

Kendall's tau = .816 for 4 holdouts      Significance = .0607

Simulation results:  
 Card: 23 24 25  
 Score: 7.1 7.3 7.1

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 135.00

| Importance | Utility(s.e.) | Factor         |                        |
|------------|---------------|----------------|------------------------|
| 12.77      | [ ]           | MIXTURE        | Product Form           |
|            |               | -              | Premixed               |
|            |               | -              | Concentrate            |
|            |               |                | Powder                 |
| 12.77      | [ ]           | NUMAPP         | Number of Applications |
|            |               | -              | 50                     |
|            |               | -              | 100                    |
|            |               |                | 200                    |
| 4.26       | [ ]           | GERMFRE        | Disinfectant           |
|            |               |                | Yes                    |
|            |               |                | No                     |
| 4.26       | [ ]           | BIOPROT        | Biodegradable          |
|            |               |                | No                     |
|            |               |                | Yes                    |
| 65.96      | [ ]           | PRICE          | Price per Application  |
|            |               | ----           | 35 cents               |
|            |               | -              | 49 cents               |
|            |               | ---            | 79 cents               |
|            |               | 3.1111 (.2569) | CONSTANT               |

Pearson's R = .957 Significance = .0000

Kendall's tau = .876 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
 Score: .4 2.6 7.3

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 155.00

| Importance | Utility(s.e.)   | Factor                 |
|------------|-----------------|------------------------|
| 16.95      | -.7778( .3523)  | MIXTURE                |
|            | .8889( .3523)   | Product Form           |
|            | -.1111( .3523)  | Premixed               |
|            |                 | Concentrate            |
|            |                 | Powder                 |
| 27.12      | -1.1111( .3523) | NUMAPP                 |
|            | -.4444( .3523)  | Number of Applications |
|            | 1.5556( .3523)  | 50                     |
|            |                 | 100                    |
|            |                 | 200                    |
| 29.66      | 1.4583( .2643)  | GERMFRE                |
|            | -1.4583( .2643) | Disinfectant           |
|            |                 | Yes                    |
|            |                 | No                     |
| .85        | -.0417( .2643)  | BIOPROT                |
|            | .0417( .2643)   | Biodegradable          |
|            |                 | No                     |
|            |                 | Yes                    |
| 25.42      | 1.0556( .3523)  | PRICE                  |
|            | .3889( .3523)   | Price per Application  |
|            | -1.4444( .3523) | 35 cents               |
|            |                 | 49 cents               |
|            |                 | 79 cents               |
|            | 2.6389( .2785)  | CONSTANT               |

Pearson's R = .946 Significance = .0000  
Kendall's tau = .736 Significance = .0000  
Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:  
Card: 23 24 25  
Score: .8 7.0 6.6

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 161.00

| Importance | Utility(s.e.)  | Factor          |                        |
|------------|----------------|-----------------|------------------------|
| 7.84       | -              | MIXTURE         | Product Form           |
|            |                | -.1111( .3186)  | Premixed               |
|            |                | .3889( .3186)   | Concentrate            |
|            |                | -               | Powder                 |
| 11.76      | -              | NUMAPP          | Number of Applications |
|            |                | -.2778( .3186)  | 50                     |
|            |                |                 | 100                    |
|            |                | -               | 200                    |
| 25.49      | 1.0833( .2390) | GERMFRE         | Disinfectant           |
|            |                | -1.0833( .2390) | Yes                    |
|            |                | --              | No                     |
| 9.80       | -              | BIOPROT         | Biodegradable          |
|            |                | -.4167( .2390)  | No                     |
|            |                | -               | Yes                    |
| 45.10      | 1.7222( .3186) | PRICE           | Price per Application  |
|            |                | .3889( .3186)   | 35 cents               |
|            |                | -2.1111( .3186) | 49 cents               |
|            |                | ----            | 79 cents               |
|            | 2.8889( .2519) | CONSTANT        |                        |

Pearson's R = .947 Significance = .0000

Kendall's tau = .841 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: 1.7 5.7 6.4



## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 162.00

| Importance | Utility(s.e.)   | Factor  |                        |
|------------|-----------------|---------|------------------------|
|            |                 | MIXTURE | Product Form           |
| 14.46      | -0.5000 (.4019) | -       | Premixed               |
|            | 0.5000 (.4019)  | -       | Concentrate            |
|            | 0.0000 (.4019)  |         | Powder                 |
|            |                 | NUMAPP  | Number of Applications |
| 33.73      | -1.3333 (.4019) | ----    | 50                     |
|            | 0.3333 (.4019)  | -       | 100                    |
|            | 1.0000 (.4019)  | ---     | 200                    |
|            |                 | GERMFRE | Disinfectant           |
| 14.46      | 0.5000 (.3014)  | -       | Yes                    |
|            | -0.5000 (.3014) | -       | No                     |
|            |                 | BIOPROT | Biodegradable          |
| 3.61       | -0.1250 (.3014) |         | No                     |
|            | 0.1250 (.3014)  |         | Yes                    |
|            |                 | PRICE   | Price per Application  |
| 33.73      | 1.5000 (.4019)  | ----    | 35 cents               |
|            | -0.6667 (.4019) | --      | 49 cents               |
|            | -0.8333 (.4019) | --      | 79 cents               |
|            | 4.2083 (.3177)  |         | CONSTANT               |

Pearson's R = .880                      Significance = .0000

Kendall's tau = .828                      Significance = .0000

Kendall's tau = .667 for 4 holdouts      Significance = .0871

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 2.2 | 5.7 | 7.3 |

### ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 168.00

| Importance | Utility(s.e.)  | Factor                  |                        |
|------------|--|-------------------------|------------------------|
| 7.06       | <div style="border: 1px solid black; width: 15px; height: 15px; margin: 5px 0;"></div><br> <br><br> <br> <br> <br> | MIXTURE                 | Product Form           |
|            |  | -.2778( .1625)          | Premixed               |
|            |  | .2222( .1625)           | Concentrate            |
|            |  | .0556( .1625)           | Powder                 |
| 9.41       | <div style="border: 1px solid black; width: 15px; height: 15px; margin: 5px 0;"></div><br> <br> <br> <br>          | NUMAPP                  | Number of Applications |
|            |  | .3889( .1625)           | 50                     |
|            |  | -.1111( .1625)          | 100                    |
|            |  | -.2778( .1625)          | 200                    |
| 1.18       | <br> <br> <br>   | GERMFRE                 | Disinfectant           |
|            |  | -.0417( .1219)          | Yes                    |
|            |  | .0417( .1219)           | No                     |
| 4.71       | <div style="border: 1px solid black; width: 15px; height: 15px; margin: 5px 0;"></div><br>                         | BIOPROT                 | Biodegradable          |
|            |  | -.1667( .1219)          | No                     |
|            |  | .1667( .1219)           | Yes                    |
| 77.65      | <br> <br> <br>   | PRICE                   | Price per Application  |
|            |  | 3.3889( .1625)          | 35 cents               |
|            |  | -1.2778( .1625) --      | 49 cents               |
|            |  | -2.1111( .1625) --      | 79 cents               |
|            |  | 3.6806( .1285) CONSTANT |                        |

|               |   |                     |              |   |       |
|---------------|---|---------------------|--------------|---|-------|
| Pearson's R   | = | .990                | Significance | = | .0000 |
| Kendall's tau | = | .848                | Significance | = | .0000 |
| Kendall's tau | = | .913 for 4 holdouts | Significance | = | .0355 |

Simulation results:  
 Card: 23 24 25  
 Score: 1.8 2.5 7.0

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 170.00

| Importance | Utility(s.e.)                                       | Factor   |                        |
|------------|---|----------|------------------------|
| 38.20      | -1.3333( .5729)<br>1.5000( .5729)<br>-.1667( .5729) | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
| 17.98      | -.6667( .5729)<br>.6667( .5729)<br>.0000( .5729)    | NUMAPP   | Number of Applications |
|            |   |          | 50                     |
|            |   |          | 100                    |
| 6.74       | -.2500( .4297)<br>.2500( .4297)                     | GERMFRE  | Disinfectant           |
|            |   |          | Yes                    |
| 3.37       | .1250( .4297)<br>-.1250( .4297)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
| 33.71      | 1.3333( .5729)<br>-.1667( .5729)<br>-1.1667( .5729) | PRICE    | Price per Application  |
|            |   |          | 35 cents               |
|            |   |          | 49 cents               |
|            | 3.5417( .4529)                                      | CONSTANT |                        |

Pearson's R = .808                      Significance = .0000  
 Kendall's tau = .635                      Significance = .0002  
 Kendall's tau = .667 for 4 holdouts      Significance = .0871

Simulation results:  
 Card: 23 24 25  
 Score: .0 4.5 4.3

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 171.00

| Importance                                  | Utility(s.e.)   | Factor | Level       |
|---|-----------------|--------|-------------|
| <b>MIXTURE</b> <b>Product Form</b>          |                 |        |             |
| 17.65                                       | .5000( .4182)   |        | Premixed    |
|   | .0000( .4182)   |        | Concentrate |
|   | -.5000( .4182)  | --     | Powder      |
| <b>NUMAPP</b> <b>Number of Applications</b> |                 |        |             |
| 17.65                                       | .5000( .4182)   |        | 50          |
|   | .0000( .4182)   |        | 100         |
|   | -.5000( .4182)  | --     | 200         |
| <b>GERMFRE</b> <b>Disinfectant</b>          |                 |        |             |
| 22.06                                       | .6250( .3137)   |        | Yes         |
|   | -.6250( .3137)  | ---    | No          |
| <b>BIOPROT</b> <b>Biodegradable</b>         |                 |        |             |
| 13.24                                       | -.3750( .3137)  |        | No          |
|   | .3750( .3137)   | --     | Yes         |
| <b>PRICE</b> <b>Price per Application</b>   |                 |        |             |
| 29.41                                       | .6667( .4182)   |        | 35 cents    |
|   | .3333( .4182)   | -      | 49 cents    |
|   | -1.0000( .4182) | ----   | 79 cents    |
|   | 4.2500( .3306)  |        | CONSTANT    |

Pearson's R = .792      Significance = .0000

Kendall's tau = .648      Significance = .0002

Kendall's tau = .548 for 4 holdouts      Significance = .1393

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 5.3 | 5.1 | 4.9 |

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 173.00

| Importance | Utility(s.e.)   | Factor  |                        |
|------------|-----------------|---------|------------------------|
|            |                 | MIXTURE | Product Form           |
| 4.26       | .0556( .2214)   |         | Premixed               |
|            | .0556( .2214)   |         | Concentrate            |
|            | -.1111( .2214)  |         | Powder                 |
|            |                 | NUMAPP  | Number of Applications |
| 17.02      | -.1111( .2214)  |         | 50                     |
|            | -.2778( .2214)  | -       | 100                    |
|            | .3889( .2214)   | -       | 200                    |
|            |                 | GERMFRE | Disinfectant           |
| 10.64      | .2083( .1661)   | -       | Yes                    |
|            | -.2083( .1661)  | -       | No                     |
|            |                 | BIOPROT | Biodegradable          |
| 4.26       | .0833( .1661)   |         | No                     |
|            | -.0833( .1661)  |         | Yes                    |
|            |                 | PRICE   | Price per Application  |
| 63.83      | 1.3889( .2214)  | ----    | 35 cents               |
|            | -.2778( .2214)  | -       | 49 cents               |
|            | -1.1111( .2214) | ---     | 79 cents               |
|            | 4.0139( .1751)  |         | CONSTANT               |

Pearson's R = .920                      Significance = .0000

Kendall's tau = .783                      Significance = .0000

Kendall's tau = .548 for 4 holdouts      Significance = .1393

**Simulation results:**

Card:    23    24    25  
 Score:   3.0   4.3   5.8

## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME:      174.00

| Importance | Utility(s.e.)  | Factor   |
|------------|--|--|
| 7.50       | <div style="border: 1px solid black; width: 15px; height: 15px; margin-bottom: 5px;"></div> -.2222(.2772)<br>.2778(.2772)<br>-.0556(.2772) | MIXTURE<br> <br>Product Form<br>Premixed<br>Concentrate<br>Powder                    |
| 5.00       | <div style="border: 1px solid black; width: 15px; height: 15px; margin-bottom: 5px;"></div> .1111(.2772)<br>-.2222(.2772)<br>.1111(.2772)  | NUMAPP<br> <br>Number of Applications<br>50<br>100<br>200                            |
| 68.75      | <div style="border: 1px solid black; width: 40px; height: 15px; margin-bottom: 5px;"></div> 2.2917(.2079)<br>-2.2917(.2079)                | GERMFRE<br> <br>Disinfectant<br>Yes<br>No <div style="margin-left: 10px;">----</div> |
| 6.25       | <div style="border: 1px solid black; width: 15px; height: 15px; margin-bottom: 5px;"></div> -.2083(.2079)<br>.2083(.2079)                  | BIOPROT<br> <br>Biodegradable<br>No<br>Yes   |
| 12.50      | <div style="border: 1px solid black; width: 15px; height: 15px; margin-bottom: 5px;"></div> .2778(.2772)<br>.2778(.2772)<br>-.5556(.2772)  | PRICE<br> <br>Price per Application<br>35 cents<br>49 cents<br>79 cents<br>-         |
|            | 3.3611(.2191)  | CONSTANT   |

Pearson's R = .967

Significance = .0000

Kendall's tau = .785

Significance = .0000

Kendall's tau = .913 for 4 holdouts

Significance = .0355

Simulation results:

Card:    23    24    25  
 Score:    5.2    6.5    6.2

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 181.00

Importance Utility(s.e.) Factor

|       |                 |      |          |                        |
|-------|-----------------|------|----------|------------------------|
| 38.10 | -1.1667( .3287) | ---- | MIXTURE  | Product Form           |
|       | .8333( .3287)   | ---  |          | Premixed               |
|       | .3333( .3287)   | -    |          | Concentrate            |
|       |                 |      |          | Powder                 |
| .00   | .0000( .3287)   |      | NUMAPP   | Number of Applications |
|       | .0000( .3287)   |      |          | 50                     |
|       | .0000( .3287)   |      |          | 100                    |
|       |                 |      |          | 200                    |
| 4.76  | .1250( .2465)   |      | GERMFRE  | Disinfectant           |
|       | -.1250( .2465)  |      |          | Yes                    |
|       |                 |      |          | No                     |
| 9.52  | .2500( .2465)   | -    | BIOPROT  | Biodegradable          |
|       | -.2500( .2465)  | -    |          | No                     |
|       |                 |      |          | Yes                    |
| 47.62 | 1.1667( .3287)  | ---- | PRICE    | Price per Application  |
|       | .1667( .3287)   | -    |          | 35 cents               |
|       | -1.3333( .3287) | ---- |          | 49 cents               |
|       |                 |      |          | 79 cents               |
|       | 3.8750( .2598)  |      | CONSTANT |                        |

Pearson's R = .890

Significance = .0000

Kendall's tau = .771

Significance = .0000

Kendall's tau = .913 for 4 holdouts

Significance = .0355

Simulation results:

Card: 23 24 25

Score: 1.2 4.8 5.3

### ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 187.00

Importance Utility(s.e.) Factor

|       |   |                |          |                        |
|-------|---|----------------|----------|------------------------|
| 14.14 | □ | MIXTURE        |          | Product Form           |
|       |   | -              |          | Premixed               |
|       |   |                |          | Concentrate            |
|       |   |                | -        | Powder                 |
|       |   | NUMAPP         |          | Number of Applications |
| 14.14 | □ | -              |          | 50                     |
|       |   |                |          | 100                    |
|       |   |                |          | 200                    |
|       |   | GERMFRE        |          | Disinfectant           |
| 16.16 | □ |                |          | Yes                    |
|       |   |                |          | No                     |
|       |   | BIOPROT        |          | Biodegradable          |
| 11.11 | □ | -              |          | No                     |
|       |   |                |          | Yes                    |
|       |   | PRICE          |          | Price per Application  |
| 44.44 | □ |                | ---      | 35 cents               |
|       |   |                | -        | 49 cents               |
|       |   |                | ----     | 79 cents               |
|       |   | 4.3194( .1991) | CONSTANT |                        |

Pearson's R = .963 Significance = .0000

Kendall's tau = .858 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 1.9 | 6.4 | 7.8 |



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 193.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 9.62       | -0.0556 (.3405)<br>.4444 (.3405)<br>-.3889 (.3405) | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  |          | Concentrate            |
|            |  |          | Powder                 |
| 26.92      | -1.5556 (.3405)<br>.7778 (.3405)<br>.7778 (.3405)  | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
|            |  |          | 200                    |
| 38.46      | 1.6667 (.2553)<br>-1.6667 (.2553)                  | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| 3.85       | .1667 (.2553)<br>-.1667 (.2553)                    | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 21.15      | .7778 (.3405)<br>.2778 (.3405)<br>-1.0556 (.3405)  | PRICE    | Price per Application  |
|            |  |          | 35 cents               |
|            |  |          | 49 cents               |
|            |  |          | 79 cents               |
|            | 3.4444 (.2692)                                     | CONSTANT |                        |

Pearson's R = .946 Significance = .0000

Kendall's tau = .820 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
Score: 2.3 6.4 6.1



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 197.00

Importance Utility(s.e.) Factor

|       |                          |                |          |                        |
|-------|--------------------------|----------------|----------|------------------------|
| 16.13 | <input type="checkbox"/> | .3333( .3110)  | MIXTURE  | Product Form           |
|       |                          | -.5000( .3110) | -        | Premixed               |
|       |                          | .1667( .3110)  | --       | Concentrate            |
|       |                          |                | -        | Powder                 |
|       |                          |                |          |                        |
| 38.71 | <input type="checkbox"/> | -.8333( .3110) | NUMAPP   | Number of Applications |
|       |                          | -.3333( .3110) | ---      | 50                     |
|       |                          | 1.1667( .3110) | -        | 100                    |
|       |                          |                | ----     | 200                    |
|       |                          |                |          |                        |
| 4.84  | <input type="checkbox"/> | -.1250( .2332) | GERMFRE  | Disinfectant           |
|       |                          | .1250( .2332)  |          | Yes                    |
|       |                          |                |          | No                     |
|       |                          |                |          |                        |
| 14.52 | <input type="checkbox"/> | .3750( .2332)  | BIOPROT  | Biodegradable          |
|       |                          | -.3750( .2332) | -        | No                     |
|       |                          |                | -        | Yes                    |
|       |                          |                |          |                        |
| 25.81 | <input type="checkbox"/> | .5000( .3110)  | PRICE    | Price per Application  |
|       |                          | .3333( .3110)  | --       | 35 cents               |
|       |                          | -.8333( .3110) | -        | 49 cents               |
|       |                          |                | ---      | 79 cents               |
|       |                          | 4.5833( .2459) | CONSTANT |                        |

Pearson's R = .869 Significance = .0000

Kendall's tau = .731 Significance = .0000

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card: 23 24 25  
Score: 2.7 5.1 5.9

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 211.00

| Importance               | Utility(s.e.)   | Factor   |                        |
|--------------------------|-----------------|----------|------------------------|
| 16.82                    |                 | MIXTURE  | Product Form           |
| <input type="checkbox"/> | -.3889( .2753)  | -        | Premixed               |
|                          | -.5556( .2753)  | -        | Concentrate            |
|                          | .9444( .2753)   | --       | Powder                 |
|                          |                 | NUMAPP   | Number of Applications |
|                          |                 | --       | 50                     |
| 24.30                    | -1.2222( .2753) | -        | 100                    |
|                          | .2778( .2753)   | --       | 200                    |
|                          | .9444( .2753)   |          |                        |
| 3.74                     |                 | GERMFRE  | Disinfectant           |
| <input type="checkbox"/> | .1667( .2065)   |          | Yes                    |
|                          | -.1667( .2065)  |          | No                     |
| 15.89                    |                 | BIOPROT  | Biodegradable          |
| <input type="checkbox"/> | -.7083( .2065)  | -        | No                     |
|                          | .7083( .2065)   | -        | Yes                    |
|                          |                 | PRICE    | Price per Application  |
|                          |                 | ---      | 35 cents               |
| 39.25                    | 1.4444( .2753)  | -        | 49 cents               |
|                          | .6111( .2753)   | ----     | 79 cents               |
|                          | -2.0556( .2753) |          |                        |
|                          | 3.9028( .2176)  | CONSTANT |                        |

Pearson's R = .960

Significance = .0000

Kendall's tau = .839

Significance = .0000

Kendall's tau = .707 for 4 holdouts

Significance = .0899

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 1.1 | 5.8 | 8.1 |



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 225.00

| Importance | Utility(s.e.) | Factor         |                        |
|------------|---------------|----------------|------------------------|
| 8.70       | -             | MIXTURE        | Product Form           |
|            |               | -.4444( .1228) | Premixed               |
|            |               | .2222( .1228)  | Concentrate            |
|            |               |                | Powder                 |
| 26.09      | -             | NUMAPP         | Number of Applications |
|            |               | -.7778( .1228) | 50                     |
|            |               | -.4444( .1228) | 100                    |
|            |               |                | 200                    |
| 31.52      | -             | GERMFRE        | Disinfectant           |
|            |               | 1.2083( .0921) | Yes                    |
|            |               |                | No                     |
| 1.09       | -             | BIOPROT        | Biodegradable          |
|            |               | -.0417( .0921) | No                     |
|            |               |                | Yes                    |
| 32.61      | -             | PRICE          | Price per Application  |
|            |               | 1.0556( .1228) | 35 cents               |
|            |               | .3889( .1228)  | 49 cents               |
|            |               |                | 79 cents               |
|            |               | 3.2222( .0971) | CONSTANT               |

Pearson's R = .990 Significance = .0000

Kendall's tau = .931 Significance = .0000

Kendall's tau = 1.000 for 4 holdouts Significance = .0208

Simulation results:

Card: 23 24 25  
 Score: 1.8 6.3 7.0

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 229.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 26.09      | .0000( .7300)   | MIXTURE  | Product Form           |
|            | -1.0000( .7300) | ---      | Premixed               |
|            | 1.0000( .7300)  | ---      | Concentrate            |
|            |                 |          | Powder                 |
| 26.09      | -1.3333( .7300) | NUMAPP   | Number of Applications |
|            | .6667( .7300)   | ---      | 50                     |
|            | .6667( .7300)   | --       | 100                    |
|            |                 | --       | 200                    |
| .00        | .0000( .5475)   | GERMFRE  | Disinfectant           |
|            | .0000( .5475)   |          | Yes                    |
|            |                 |          | No                     |
| 19.57      | -.7500( .5475)  | BIOPROT  | Biodegradable          |
|            | .7500( .5475)   | --       | No                     |
|            |                 | --       | Yes                    |
| 28.26      | 1.0000( .7300)  | PRICE    | Price per Application  |
|            | .1667( .7300)   | ---      | 35 cents               |
|            | -1.1667( .7300) | -        | 49 cents               |
|            |                 | ----     | 79 cents               |
|            | 4.4167( .5771)  | CONSTANT |                        |

Pearson's R = .737

Significance = .0002

Kendall's tau = .582

Significance = .0007

Kendall's tau = .236 for 4 holdouts

Significance = .3274

Simulation results:

Card: 23 24 25  
 Score: 2.7 5.0 7.8

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 235.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|---|----------|------------------------|
| 14.93      | <input type="checkbox"/><br>.0556( .5088)<br>.3889( .5088)<br>-.4444( .5088)    | MIXTURE  | Product Form           |
|            |   | -        | Premixed               |
|            |   | -        | Concentrate            |
|            |   |          | Powder                 |
| 23.88      | <input type="checkbox"/><br>-.1111( .5088)<br>.7222( .5088)<br>-.6111( .5088)   | NUMAPP   | Number of Applications |
|            |   | - -      | 50                     |
|            |   | - -      | 100                    |
|            |   |          | 200                    |
| 11.94      | <input type="checkbox"/><br>.3333( .3816)<br>-.3333( .3816)                     | GERMFRE  | Disinfectant           |
|            |   | -        | Yes                    |
|            |   | -        | No                     |
| 1.49       | <input type="checkbox"/><br>-.0417( .3816)<br>.0417( .3816)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 47.76      | <input type="checkbox"/><br>1.3889( .5088)<br>-.1111( .5088)<br>-1.2778( .5088) | PRICE    | Price per Application  |
|            |   | - - - -  | 35 cents               |
|            |   | - - - -  | 49 cents               |
|            |   |          | 79 cents               |
|            | 5.0139( .4023)  | CONSTANT |                        |

Pearson's R = .771 Significance = .0001

Kendall's tau = .639 Significance = .0004

Kendall's tau = .775 for 4 holdouts Significance = .0786

Simulation results:

Card: 23 24 25  
 Score: 4.1 5.1 5.7



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 236.00

| Importance | Utility(s.e.)   | Factor                                     |   |
|------------|---|--|---|
| 11.90      | - .4444 ( .3281)<br>.0556 ( .3281)<br>.3889 ( .3281)                      | MIXTURE<br>-  <br>-                        | Product Form<br>Premixed<br>Concentrate<br>Powder         |
| 14.29      | -.6111 ( .3281)<br>.2222 ( .3281)<br>.3889 ( .3281)                       | NUMAPP<br>-  <br>-                         | Number of Applications<br>50<br>100<br>200                |
| 16.67      | .5833 ( .2461)<br>-.5833 ( .2461)   | GERMFRE<br>-  <br>-                        | Disinfectant<br>Yes<br>No                                 |
| 4.76       | -.1667 ( .2461)<br>.1667 ( .2461)   | BIOPROT<br> <br>                           | Biodegradable<br>No<br>Yes                                |
| 52.38      | 2.0556 ( .3281)<br>-.4444 ( .3281)<br>-1.6111 ( .3281)<br>2.4722 ( .2594) | PRICE<br> ----<br>-  <br>---  <br>CONSTANT | Price per Application<br>35 cents<br>49 cents<br>79 cents |

Pearson's R = .927

Significance = .0000

Kendall's tau = .843

Significance = .0000

Kendall's tau = .707 for 4 holdouts

Significance = .0899

**Simulation results:**

Card: 23 24 25  
Score: .6 3.2 6.1

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 240.00

| Importance | Utility(s.e.)  | Factor                      |   |
|------------|--|-----------------------------|---|
| 8.96       | - .2222 ( .2753)<br>- .0556 ( .2753)<br>.2778 ( .2753) | MIXTURE<br> <br>-           | Product Form<br>Premixed<br>Concentrate<br>Powder         |
| 11.94      | - .3889 ( .2753)<br>.2778 ( .2753)<br>.1111 ( .2753)   | NUMAPP<br>-  <br>-          | Number of Applications<br>50<br>100<br>200                |
| 2.99       | - .0833 ( .2065)<br>.0833 ( .2065)                     | GERMFRE<br> <br>            | Disinfectant<br>Yes<br>No                                 |
| 70.15      | - 1.9583 ( .2065)<br>1.9583 ( .2065)                   | BIOPROT<br>----  <br>  ---- | Biodegradable<br>No<br>Yes                                |
| 5.97       | .1111 ( .2753)<br>.1111 ( .2753)<br>- .2222 ( .2753)   | PRICE<br> <br>              | Price per Application<br>35 cents<br>49 cents<br>79 cents |
|            | 4.0694 ( .2176)  | CONSTANT                    |   |

Pearson's R = .955    Significance = .0000  
 Kendall's tau = .735    Significance = .0001  
 Kendall's tau = .816 for 4 holdouts                              Significance = .0607

Simulation results:  
 Card:    23    24    25  
 Score:   5.1   6.1   6.4

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 260.00

| Importance | Utility(s.e.)   | Factor      |                        |
|------------|-----------------|-------------|------------------------|
|            |                 | MIXTURE     | Product Form           |
| 12.31      | -.1111 (.2559)  | -           | Premixed               |
|            | .3889 (.2559)   |             | Concentrate            |
|            | -.2778 (.2559)  |             | Powder                 |
|            |                 | NUMAPP      | Number of Applications |
| 12.31      | -.4444 (.2559)  | -           | 50                     |
|            | .2222 (.2559)   |             | 100                    |
|            | .2222 (.2559)   |             | 200                    |
|            |                 | GERMFRE     | Disinfectant           |
| 53.85      | 1.4583 (.1919)  | ----   ---- | Yes                    |
|            | -1.4583 (.1919) |             | No                     |
|            |                 | BIOPROT     | Biodegradable          |
| 12.31      | .3333 (.1919)   | -           | No                     |
|            | -.3333 (.1919)  |             | Yes                    |
|            |                 | PRICE       | Price per Application  |
| 9.23       | .0556 (.2559)   | -           | 35 cents               |
|            | .2222 (.2559)   |             | 49 cents               |
|            | -.2778 (.2559)  |             | 79 cents               |
|            | 3.1806 (.2023)  | CONSTANT    |                        |

Pearson's R = .939                      Significance = .0000

Kendall's tau = .738                      Significance = .0001

Kendall's tau = .775 for 4 holdouts      Significance = .0786

Simulation results:

Card: 23 24 25  
Score: 3.5 5.1 4.3

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 261.00

| Importance | Utility(s.e.) | Factor  |                         |
|------------|---------------|---------|-------------------------|
| 23.53      | -             | MIXTURE | Product Form            |
|            |               | -       | Premixed                |
|            |               | -       | Concentrate             |
|            |               |         | Powder                  |
| 11.76      | -             | NUMAPP  | Number of Applications  |
|            |               | -       | 50                      |
|            |               |         | 100                     |
|            |               |         | 200                     |
| 2.94       | -             | GERMFRE | Disinfectant            |
|            |               |         | Yes                     |
|            |               |         | No                      |
| 2.94       | -             | BIOPROT | Biodegradable           |
|            |               |         | No                      |
|            |               |         | Yes                     |
| 58.82      | -             | PRICE   | Price per Application   |
|            |               | --      | 35 cents                |
|            |               | --      | 49 cents                |
|            |               | ----    | 79 cents                |
|            |               |         | 4.0556( .1656) CONSTANT |

Pearson's R = .965 Significance = .0000

Kendall's tau = .847 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: .7 5.4 6.1

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 266.00

| Importance | Utility(s.e.)  | Factor |                               |
|------------|----------------|--------|-------------------------------|
| 21.43      | -.6667( .6864) | ---    | MIXTURE Product Form          |
|            | .3333( .6864)  | --     | Premixed                      |
|            | .3333( .6864)  | --     | Concentrate                   |
| 35.71      | -.8333( .6864) | ----   | NUMAPP Number of Applications |
|            | .0000( .6864)  |        | 50                            |
|            | .8333( .6864)  | ----   | 100                           |
| 10.71      | .2500( .5148)  | -      | GERMFRE Disinfectant          |
|            | -.2500( .5148) | -      | Yes                           |
| 21.43      | -.5000( .5148) | --     | BIOPROT Biodegradable         |
|            | .5000( .5148)  | --     | No                            |
| 10.71      | .1667( .6864)  | -      | PRICE Price per Application   |
|            | .1667( .6864)  | -      | 35 cents                      |
|            | -.3333( .6864) | --     | 49 cents                      |
|            | 3.9167( .5427) |        | CONSTANT                      |

Pearson's R = .570 Significance = .0068

Kendall's tau = .287 Significance = .0602

Kendall's tau = .236 for 4 holdouts Significance = .3274

Simulation results:

Card: 23 24 25  
Score: 2.8 6.0 6.0

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 271.00

| Importance | Utility(s.e.) | Factor  |                         |
|------------|---------------|---------|-------------------------|
| 6.15       | -             | MIXTURE | Product Form            |
|            |               | -       | Premixed                |
|            |               | -       | Concentrate             |
|            |               |         | Powder                  |
| 21.54      | -             | NUMAPP  | Number of Applications  |
|            |               | ---     | 50                      |
|            |               | -       | 100                     |
|            |               | --      | 200                     |
| 4.62       | -             | GERMFRE | Disinfectant            |
|            |               | -       | Yes                     |
|            |               | -       | No                      |
| 36.92      | -             | BIOPROT | Biodegradable           |
|            |               | ----    | No                      |
|            |               | ----    | Yes                     |
| 30.77      | -             | PRICE   | Price per Application   |
|            |               | ---     | 35 cents                |
|            |               | -       | 49 cents                |
|            |               | ----    | 79 cents                |
|            |               |         | 3.2917( .3486) CONSTANT |

Pearson's R = .811                      Significance = .0000  
 Kendall's tau = .654                     Significance = .0002  
 Kendall's tau = .707 for 4 holdouts    Significance = .0899

Simulation results:  
 Card: 23 24 25  
 Score: .6 3.3 3.8

## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 277.00

| Importance | Utility(s.e.)                                     | Factor   |                        |
|------------|---|----------|------------------------|
| 25.71      | -.7778( .3804)<br>.0556( .3804)<br>.7222( .3804)  | MIXTURE  | Product Form           |
|            |   | ---      | Premixed               |
|            |   | ---      | Concentrate            |
| 28.57      | -1.1111( .3804)<br>.5556( .3804)<br>.5556( .3804) | NUMAPP   | Number of Applications |
|            |   | ----     | 50                     |
|            |   | --       | 100                    |
| 24.29      | .7083( .2853)<br>-.7083( .2853)                   | GERMFRE  | Disinfectant           |
|            |   | ---      | Yes                    |
|            |   | ---      | No                     |
| 7.14       | .2083( .2853)<br>-.2083( .2853)                   | BIOPROT  | Biodegradable          |
|            |   | -        | No                     |
| 14.29      | .3889( .3804)<br>.0556( .3804)<br>-.4444( .3804)  | PRICE    | Price per Application  |
|            |   | -        | 35 cents               |
|            |   | --       | 79 cents               |
|            | 3.1389( .3007)                                    | CONSTANT |                        |

Pearson's R = .843                      Significance = .0000

Kendall's tau = .718                      Significance = .0000

Kendall's tau = .707 for 4 holdouts      Significance = .0899

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 1.3 | 4.3 | 5.3 |

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 287.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|--|----------|------------------------|
| 18.60      | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div><br>-.1111( .2306)<br>-.2778( .2306)<br>.3889( .2306)  | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | -        | Concentrate            |
|            |  |          | Powder                 |
| 18.60      | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div><br>-.2778( .2306)<br>-.1111( .2306)<br>.3889( .2306)  | NUMAPP   | Number of Applications |
|            |  | -        | 50                     |
|            |  | -        | 100                    |
|            |  |          | 200                    |
| 4.65       | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div><br>.0833( .1729)<br>-.0833( .1729)                    | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| 2.33       | -.0417( .1729)<br>.0417( .1729)  | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 55.81      | <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div><br>1.2222( .2306)<br>-.4444( .2306)<br>-.7778( .2306) | PRICE    | Price per Application  |
|            |  | ----     | 35 cents               |
|            |  | -        | 49 cents               |
|            |  | ---      | 79 cents               |
|            | 1.7639( .1823)   | CONSTANT |                        |

Pearson's R = .892

Significance = .0000

Kendall's tau = .744

Significance = .0001

Kendall's tau = .913 for 4 holdouts

Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: .7 1.6 3.9



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 300.00

Importance     Utility(s.e.)     Factor

|       |     |                 |      |          |                        |
|-------|-----|-----------------|------|----------|------------------------|
| 19.67 | [ ] | -.5000( .1898)  | -    | MIXTURE  | Product Form           |
|       |     | .5000( .1898)   | -    |          | Premixed               |
|       |     | .0000( .1898)   |      |          | Concentrate            |
|       |     |                 |      |          | Powder                 |
| 6.56  | [ ] | -.1667( .1898)  |      | NUMAPP   | Number of Applications |
|       |     | .0000( .1898)   |      |          | 50                     |
|       |     | .1667( .1898)   |      |          | 100                    |
|       |     |                 |      |          | 200                    |
| 9.84  | [ ] | .2500( .1423)   | -    | GERMFRE  | Disinfectant           |
|       |     | -.2500( .1423)  | -    |          | Yes                    |
|       |     |                 |      |          | No                     |
| 4.92  | [ ] | .1250( .1423)   |      | BIOPROT  | Biodegradable          |
|       |     | -.1250( .1423)  |      |          | No                     |
|       |     |                 |      |          | Yes                    |
| 59.02 | [ ] | 1.1667( .1898)  | ---  | PRICE    | Price per Application  |
|       |     | .6667( .1898)   | -    |          | 35 cents               |
|       |     | -1.8333( .1898) | ---- |          | 49 cents               |
|       |     |                 |      |          | 79 cents               |
|       |     | 3.7083( .1500)  |      | CONSTANT |                        |

Pearson's R = .961

Significance = .0000

Kendall's tau = .885

Significance = .0000

Kendall's tau = .707 for 4 holdouts

Significance = .0899

Simulation results:

Card: 23 24 25  
Score: 1.3 5.2 5.2

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 302.00

| Importance | Utility(s.e.)   | Factor                  |                        |
|------------|-----------------|-------------------------|------------------------|
| 9.37       | -               | MIXTURE                 | Product Form           |
|            | -.2778( .1889)  | -                       | Premixed               |
|            | .0556( .1889)   |                         | Concentrate            |
|            | .2222( .1889)   | -   -                   | Powder                 |
|            |                 |                         |                        |
| 21.88      | -               | NUMAPP                  | Number of Applications |
|            | -.6111( .1889)  | --                      | 50                     |
|            | .0556( .1889)   |                         | 100                    |
|            | .5556( .1889)   | -   -                   | 200                    |
|            |                 |                         |                        |
| 50.00      | 1.3333( .1416)  | GERMFRE                 | Disinfectant           |
|            | -1.3333( .1416) | -----   -----           | Yes                    |
|            |                 | -----   -----           | No                     |
|            |                 |                         |                        |
| 6.25       | -               | BIOPROT                 | Biodegradable          |
|            | -.1667( .1416)  | -                       | No                     |
|            | .1667( .1416)   | -                       | Yes                    |
|            |                 |                         |                        |
| 12.50      | -               | PRICE                   | Price per Application  |
|            | .2222( .1889)   | -                       | 35 cents               |
|            | .2222( .1889)   | -                       | 49 cents               |
|            | -.4444( .1889)  | -   -                   | 79 cents               |
|            |                 |                         |                        |
|            |                 | 4.0556( .1493) CONSTANT |                        |

|                                     |                      |
|-------------------------------------|----------------------|
| Pearson's R = .962                  | Significance = .0000 |
| Kendall's tau = .871                | Significance = .0000 |
| Kendall's tau = .816 for 4 holdouts | Significance = .0607 |

Simulation results:  
 Card: 23 24 25  
 Score: 4.2 6.4 6.6



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 309.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 4.35       | -.1667( .4626)<br>.0000( .4626)<br>.1667( .4626)   | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  |          | Concentrate            |
|            |  |          | Powder                 |
| 17.39      | -.3333( .4626)<br>-.5000( .4626)<br>.8333( .4626)  | NUMAPP   | Number of Applications |
|            |  | -        | 50                     |
|            |  | -        | 100                    |
|            |  | --       | 200                    |
| 29.35      | 1.1250( .3469)<br>-1.1250( .3469)                  | GERMFRE  | Disinfectant           |
|            |  | ---      | Yes                    |
|            |  | ---      | No                     |
| 9.78       | -.3750( .3469)<br>.3750( .3469)                    | BIOPROT  | Biodegradable          |
|            |  | -        | No                     |
|            |  | -        | Yes                    |
| 39.13      | 1.3333( .4626)<br>.3333( .4626)<br>-1.6667( .4626) | PRICE    | Price per Application  |
|            |  | ---      | 35 cents               |
|            |  | -        | 49 cents               |
|            |  | ----     | 79 cents               |
|            | 3.2500( .3657)                                     | CONSTANT |                        |

Pearson's R = .876 Significance = .0000

Kendall's tau = .721 Significance = .0000

Kendall's tau = .800 for 4 holdouts Significance = .0630

Simulation results:

Card: 23 24 25  
Score: 2.6 5.9 7.1

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 318.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)                                     | Factor   |                        |
|------------|---|----------|------------------------|
| 17.91      | .5556 (.3538)<br>-.1111 (.3538)<br>-.4444 (.3538) | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
|            |   |          | Powder                 |
| 11.94      | .3889 (.3538)<br>-.1111 (.3538)<br>-.2778 (.3538) | NUMAPP   | Number of Applications |
|            |   |          | 50                     |
|            |   |          | 100                    |
|            |   |          | 200                    |
| 52.24      | 1.4583 (.2653)<br>-1.4583 (.2653)                 | GERMFRE  | Disinfectant           |
|            |   |          | Yes                    |
|            |   |          | No                     |
| 14.93      | -.4167 (.2653)<br>.4167 (.2653)                   | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 2.99       | .0556 (.3538)<br>.0556 (.3538)<br>-.1111 (.3538)  | PRICE    | Price per Application  |
|            |   |          | 35 cents               |
|            |   |          | 49 cents               |
|            |   |          | 79 cents               |
|            | 3.9306 (.2797)                                    | CONSTANT |                        |

Pearson's R = .896                      Significance = .0000  
 Kendall's tau = .713                      Significance = .0001  
 Kendall's tau = .816 for 4 holdouts      Significance = .0607

Simulation results:  
 Card: 23 24 25  
 Score: 6.6 5.5 5.1

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 323.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|--|----------|------------------------|
| 10.87      | <input type="checkbox"/><br>-.0556( .4311)<br>.4444( .4311)<br>-.3889( .4311)  | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | -        | Concentrate            |
|            |  |          | Powder                 |
| 30.43      | <input type="checkbox"/><br>.4444( .4311)<br>-1.3889( .4311)<br>.9444( .4311)  | NUMAPP   | Number of Applications |
|            |  | -        | 50                     |
|            |  | ----     | 100                    |
|            |  | ---      | 200                    |
| 8.70       | <input type="checkbox"/><br>-.3333( .3233)<br>.3333( .3233)                    | GERMFRE  | Disinfectant           |
|            |  | -        | Yes                    |
|            |  | -        | No                     |
| 21.74      | <input type="checkbox"/><br>-.8333( .3233)<br>.8333( .3233)                    | BIOPROT  | Biodegradable          |
|            |  | --       | No                     |
|            |  | ---      | Yes                    |
| 28.26      | <input type="checkbox"/><br>1.2778( .4311)<br>-.3889( .4311)<br>-.8889( .4311) | PRICE    | Price per Application  |
|            |  | ----     | 35 cents               |
|            |  | -        | 49 cents               |
|            |  | ---      | 79 cents               |
|            | 4.1111( .3408)   | CONSTANT |                        |

Pearson's R = .874    Significance = .0000

Kendall's tau = .762    Significance = .0000

Kendall's tau = .816 for 4 holdouts                          Significance = .0607

Simulation results:

Card: 23 24 25  
 Score: 4.1 5.6 6.4

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 336.00

Importance Utility(s.e.) Factor

|       |                 |          |                        |
|-------|-----------------|----------|------------------------|
| 40.58 | 1.2778( .3479)  | MIXTURE  | Product Form           |
|       | -.2222( .3479)  | ----     | Premixed               |
|       | -1.0556( .3479) | -        | Concentrate            |
|       |                 | ---      | Powder                 |
| 34.78 | 1.1111( .3479)  | NUMAPP   | Number of Applications |
|       | -.2222( .3479)  | ---      | 50                     |
|       | -.8889( .3479)  | -        | 100                    |
|       |                 | ---      | 200                    |
| 15.94 | -.4583( .2609)  | GERMFRE  | Disinfectant           |
|       | .4583( .2609)   | -        | Yes                    |
|       |                 | -        | No                     |
| 5.80  | .1667( .2609)   | BIOPROT  | Biodegradable          |
|       | -.1667( .2609)  | -        | No                     |
|       |                 | -        | Yes                    |
| 2.90  | -.0556( .3479)  | PRICE    | Price per Application  |
|       | .1111( .3479)   |          | 35 cents               |
|       | -.0556( .3479)  |          | 49 cents               |
|       |                 |          | 79 cents               |
|       | 4.1528( .2751)  | CONSTANT |                        |

Pearson's R = .878 Significance = .0000

Kendall's tau = .780 Significance = .0000

Kendall's tau = .667 for 4 holdouts Significance = .0871

Simulation results:

Card: 23 24 25  
Score: 5.9 2.5 1.5

### ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 348.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 10.00      | .2222( .2238)  | MIXTURE  | Product Form           |
|            | .0556( .2238)  |          | Premixed               |
|            | -.2778( .2238) | -        | Concentrate<br>Powder  |
| 10.00      | .2222( .2238)  | NUMAPP   | Number of Applications |
|            | .0556( .2238)  |          | 50                     |
|            | -.2778( .2238) | -        | 100<br>200             |
| 6.67       | -.1667( .1678) | GERMFRE  | Disinfectant           |
|            | .1667( .1678)  |          | Yes<br>No              |
| 16.67      | -.4167( .1678) | BIOPROT  | Biodegradable          |
|            | .4167( .1678)  | -        | No<br>Yes              |
| 56.67      | 1.8889( .2238) | PRICE    | Price per Application  |
|            | -.9444( .2238) | --       | 35 cents               |
|            | -.9444( .2238) | --       | 49 cents<br>79 cents   |
|            | 2.1389( .1769) | CONSTANT |                        |

Pearson's R = .949                      Significance = .0000  
 Kendall's tau = .747                    Significance = .0001  
 Kendall's tau = .816 for 4 holdouts   Significance = .0607

Simulation results:  
 Card: 23 24 25  
 Score: 1.9 1.2 3.7



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 350.00

| Importance | Utility(s.e.)  | Factor          |                        |
|------------|----------------|-----------------|------------------------|
| 18.92      | -              | MIXTURE         | Product Form           |
|            |                | -.6667( .1925)  | Premixed               |
|            |                | .1667( .1925)   | Concentrate            |
|            | .5000( .1925)  | -               | Powder                 |
| 21.62      | .              | NUMAPP          | Number of Applications |
|            |                | .0000( .1925)   | 50                     |
|            |                | -.6667( .1925)  | 100                    |
|            | .6667( .1925)  | --              | 200                    |
| 48.65      | 1.5000( .1443) | GERMFRE         | Disinfectant           |
|            |                | -1.5000( .1443) | Yes                    |
|            |                | ----            | No                     |
| .00        | .              | BIOPROT         | Biodegradable          |
|            |                | .0000( .1443)   | No                     |
|            | .0000( .1443)  |                 | Yes                    |
| 10.81      | .              | PRICE           | Price per Application  |
|            |                | .3333( .1925)   | 35 cents               |
|            |                | .0000( .1925)   | 49 cents               |
|            | -.3333( .1925) | -               | 79 cents               |
|            | 3.5000( .1521) | CONSTANT        |                        |

Pearson's R = .970 Significance = .0000

Kendall's tau = .861 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
 Score: 4.0 5.8 6.5



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 356.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)   | Factor |                               |
|------------|-----------------|--------|-------------------------------|
| 8.96       | .0556( .3708)   | -      | MIXTURE Product Form          |
|            | -.2778( .3708)  |        | Premixed                      |
|            | .2222( .3708)   |        | Concentrate<br>Powder         |
| 8.96       | -.2778( .3708)  | -      | NUMAPP Number of Applications |
|            | .0556( .3708)   |        | 50                            |
|            | .2222( .3708)   |        | 100<br>200                    |
| 5.97       | -.1667( .2781)  |        | GERMFRE Disinfectant          |
|            | .1667( .2781)   |        | Yes<br>No                     |
| 10.45      | -.2917( .2781)  | -      | BIOPROT Biodegradable         |
|            | .2917( .2781)   |        | No<br>Yes                     |
| 65.67      | 1.8889( .3708)  | ----   | PRICE Price per Application   |
|            | -.1111( .3708)  |        | 35 cents                      |
|            | -1.7778( .3708) |        | 49 cents<br>79 cents          |
|            | 3.0972( .2932)  |        | CONSTANT                      |

Pearson's R = .893 Significance = .0000

Kendall's tau = .780 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 1.2 3.1 5.6

### ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 357.00

| Importance | Utility(s.e.)                                      | Factor                           |   |
|------------|--|----------------------------------|---|
| 8.11       | - .2778( .3218)<br>.0556( .3218)<br>.2222( .3218)  | MIXTURE<br>-<br>-<br>-<br>-<br>- | Product Form<br>Premixed<br>Concentrate<br>Powder         |
| 16.22      | -.4444( .3218)<br>.5556( .3218)<br>-.1111( .3218)  | NUMAPP<br>-<br>-<br>-            | Number of Applications<br>50<br>100<br>200                |
| 14.86      | .4583( .2414)<br>-.4583( .2414)                    | GERMFRE<br>-<br>-                | Disinfectant<br>Yes<br>No                                 |
| 9.46       | -.2917( .2414)<br>.2917( .2414)                    | BIOPROT<br>-<br>-                | Biodegradable<br>No<br>Yes                                |
| 51.35      | 1.2222( .3218)<br>.7222( .3218)<br>-1.9444( .3218) | PRICE<br>---<br>-<br>----        | Price per Application<br>35 cents<br>49 cents<br>79 cents |
|            | 5.0556( .2544)                                     | CONSTANT                         |   |

Pearson's R = .915                          Significance = .0000

Kendall's tau = .730                          Significance = .0000

Kendall's tau = .913 for 4 holdouts        Significance = .0355

Simulation results:  
Card: 23 24 25  
Score: 3.1 6.5 7.1



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 364.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 12.50      |                 | MIXTURE  | Product Form           |
|            | -.3333 (.4207)  | -        | Premixed               |
|            | .5000 (.4207)   | -        | Concentrate            |
|            | -.1667 (.4207)  | -        | Powder                 |
| 20.00      |                 | NUMAPP   | Number of Applications |
|            | -.5000 (.4207)  | -        | 50                     |
|            | .8333 (.4207)   | --       | 100                    |
|            | -.3333 (.4207)  | -        | 200                    |
| 7.50       |                 | GERMFRE  | Disinfectant           |
|            | .2500 (.3155)   | -        | Yes                    |
|            | -.2500 (.3155)  | -        | No                     |
| 15.00      |                 | BIOPROT  | Biodegradable          |
|            | .5000 (.3155)   | -        | No                     |
|            | -.5000 (.3155)  | -        | Yes                    |
| 45.00      |                 | PRICE    | Price per Application  |
|            | 1.3333 (.4207)  | ---      | 35 cents               |
|            | .3333 (.4207)   | -        | 49 cents               |
|            | -1.6667 (.4207) | ----     | 79 cents               |
|            | 3.7500 (.3326)  | CONSTANT |                        |

Pearson's R = .863                      Significance = .0000  
 Kendall's tau = .760                      Significance = .0000  
 Kendall's tau = .707 for 4 holdouts      Significance = .0899

Simulation results:  
 Card: 23 24 25  
 Score: 1.0 4.0 4.3

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 366.00

| Importance | Utility(s.e.)   | Factor  |                        |
|------------|-----------------|---------|------------------------|
| 13.48      |                 | MIXTURE | Product Form           |
|            | -.5000( .5162)  | -       | Premixed               |
|            | .5000( .5162)   | -       | Concentrate            |
|            | .0000( .5162)   | -       | Powder                 |
| 31.46      |                 | NUMAPP  | Number of Applications |
|            | -1.1667( .5162) | ---     | 50                     |
|            | .0000( .5162)   | ---     | 100                    |
|            | 1.1667( .5162)  | ---     | 200                    |
| 16.85      |                 | GERMFRE | Disinfectant           |
|            | .6250( .3871)   | --      | Yes                    |
|            | -.6250( .3871)  | --      | No                     |
| 6.74       |                 | BIOPROT | Biodegradable          |
|            | -.2500( .3871)  | -       | No                     |
|            | .2500( .3871)   | -       | Yes                    |
| 31.46      |                 | PRICE   | Price per Application  |
|            | 1.5000( .5162)  | ----    | 35 cents               |
|            | -.6667( .5162)  | --      | 49 cents               |
|            | -.8333( .5162)  | --      | 79 cents               |
|            | 4.7083( .4081)  |         | CONSTANT               |

Pearson's R = .828                                  Significance = .0000

Kendall's tau = .751                                  Significance = .0000

Kendall's tau = .548 for 4 holdouts              Significance = .1393

Simulation results:  
 Card: 23 24 25  
 Score: 3.1 6.6 8.3

## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 368.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 8.25       | -.3889( .3567)<br>.2778( .3567)<br>.1111( .3567)   | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | -        | Concentrate            |
|            |  |          | Powder                 |
| 18.56      | -.7222( .3567)<br>-.0556( .3567)<br>.7778( .3567)  | NUMAPP   | Number of Applications |
|            |  | --       | 50                     |
|            |  | --       | 100                    |
|            |  |          | 200                    |
| 28.87      | 1.1667( .2675)<br>-1.1667( .2675)                  | GERMFRE  | Disinfectant           |
|            |  | --       | Yes                    |
|            |  | --       | No                     |
| 5.15       | -.2083( .2675)<br>.2083( .2675)                    | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 39.18      | 1.2778( .3567)<br>.6111( .3567)<br>-1.8889( .3567) | PRICE    | Price per Application  |
|            |  | ---      | 35 cents               |
|            |  | -        | 49 cents               |
|            |  | ----     | 79 cents               |
|            | 3.2361( .2820)                                     | CONSTANT |                        |

Pearson's R = .928                      Significance = .0000

Kendall's tau = .783                      Significance = .0000

Kendall's tau = .775 for 4 holdouts      Significance = .0786

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 1.6 | 6.3 | 6.8 |



## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 370.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 29.63      |                | MIXTURE  | Product Form           |
|            | .5556( .3937)  | --       | Premixed               |
|            | .2222( .3937)  | -        | Concentrate            |
|            | -.7778( .3937) | ---      | Powder                 |
| 3.70       |                | NUMAPP   | Number of Applications |
|            | .0556( .3937)  |          | 50                     |
|            | .0556( .3937)  |          | 100                    |
|            | -.1111( .3937) |          | 200                    |
| 25.93      |                | GERMFRE  | Disinfectant           |
|            | .5833( .2953)  | --       | Yes                    |
|            | -.5833( .2953) | --       | No                     |
| 7.41       |                | BIOPROT  | Biodegradable          |
|            | -.1667( .2953) | -        | No                     |
|            | .1667( .2953)  | -        | Yes                    |
| 33.33      |                | PRICE    | Price per Application  |
|            | .3889( .3937)  | --       | 35 cents               |
|            | .5556( .3937)  | --       | 49 cents               |
|            | -.9444( .3937) | ----     | 79 cents               |
|            | 4.3056( .3113) | CONSTANT |                        |

Pearson's R = .783

Significance = .0001

Kendall's tau = .690

Significance = .0001

Kendall's tau = .913 for 4 holdouts

Significance = .0355

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 4.7 | 5.7 | 4.6 |

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 372.00

| Importance | Utility(s.e.)                                    | Factor   |                        |
|------------|--|----------|------------------------|
| 20.29      | .0556( .2519)<br>.5556( .2519)<br>-.6111( .2519) | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | --       | Concentrate            |
|            |  |          | Powder                 |
| 8.70       | -.2778( .2519)<br>.0556( .2519)<br>.2222( .2519) | NUMAPP   | Number of Applications |
|            |  | -        | 50                     |
|            |  | -        | 100                    |
|            |  |          | 200                    |
| 55.07      | 1.5833( .1889)<br>-1.5833( .1889)                | GERMFRE  | Disinfectant           |
|            |  | -----    | Yes                    |
|            |  | -----    | No                     |
| 1.45       | -.0417( .1889)<br>.0417( .1889)                  | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 14.49      | .3889( .2519)<br>.0556( .2519)<br>-.4444( .2519) | PRICE    | Price per Application  |
|            |  | -        | 35 cents               |
|            |  | -        | 49 cents               |
|            |  |          | 79 cents               |
|            | 4.0972( .1991)                                   | CONSTANT |                        |

Pearson's R = .950 Significance = .0000

Kendall's tau = .813 Significance = .0000

Kendall's tau = .183 for 4 holdouts Significance = .3590

Simulation results:

Card: 23 24 25  
Score: 5.1 6.6 5.7

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 382.00

| Importance | Utility(s.e.) | Factor         |                        |
|------------|---------------|----------------|------------------------|
| 20.41      | -             | MIXTURE        | Product Form           |
|            |               | -              | Premixed               |
|            |               | -.0556( .4710) | Concentrate            |
|            |               | -.4444( .4710) | Powder                 |
| 20.41      | -             | NUMAPP         | Number of Applications |
|            |               |                | 50                     |
|            |               | -.5556( .4710) | 200                    |
| 2.04       | -             | GERMFRE        | Disinfectant           |
|            |               |                | Yes                    |
|            |               | -.0417( .3533) | No                     |
| 8.16       | -             | BIOPROT        | Biodegradable          |
|            |               |                | No                     |
|            |               | -.1667( .3533) | Yes                    |
| 48.98      | -             | PRICE          | Price per Application  |
|            |               |                | 35 cents               |
|            |               | 1.1111( .4710) | 49 cents               |
|            |               | -.8889( .4710) | 79 cents               |
|            |               | 2.8194( .3724) | CONSTANT               |

Pearson's R = .705                      Significance = .0005  
 Kendall's tau = .463                      Significance = .0069  
 Kendall's tau = .548 for 4 holdouts      Significance = .1393

Simulation results:  
 Card: 23 24 25  
 Score: 1.7 3.2 2.4

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 396.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| .00        | .0000( .0000)<br>.0000( .0000)<br>.0000( .0000)    | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  |          | Concentrate            |
|            |  |          | Powder                 |
| .00        | .0000( .0000)<br>.0000( .0000)<br>.0000( .0000)    | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
|            |  |          | 200                    |
| .00        | .0000( .0000)<br>.0000( .0000)                     | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| .00        | .0000( .0000)<br>.0000( .0000)                     | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 100.0      | 2.6667( .0000)<br>.6667( .0000)<br>-3.3333( .0000) | PRICE    | Price per Application  |
|            |  |          | 35 cents               |
|            |  |          | 49 cents               |
|            |  |          | 79 cents               |
|            | 4.3333( .0000)                                     | CONSTANT |                        |

Pearson's R = 1.000

Significance = .

Kendall's tau = 1.000

Significance = .0000

Kendall's tau = 1.000 for 4 holdouts

Significance = .0279

Simulation results:

Card: 23 24 25  
Score: 1.0 5.0 7.0

## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 399.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|---|----------|------------------------|
| 10.17      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> -.3333( .2199)<br>.1667( .2199)<br>.1667( .2199)    | MIXTURE  | Product Form           |
|            |   | -        | Premixed               |
|            |   |          | Concentrate            |
|            |   |          | Powder                 |
| 13.56      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> -.3333( .2199)<br>.3333( .2199)<br>.0000( .2199)    | NUMAPP   | Number of Applications |
|            |   | -        | 50                     |
|            |   | -        | 100                    |
|            |   |          | 200                    |
| 10.17      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> .2500( .1649)<br>-.2500( .1649)                     | GERMFRE  | Disinfectant           |
|            |   | -        | Yes                    |
|            |   | -        | No                     |
| 5.08       | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> .1250( .1649)<br>-.1250( .1649)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 61.02      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> 1.8333( .2199)<br>-.6667( .2199)<br>-1.1667( .2199) | PRICE    | Price per Application  |
|            |   | ----     | 35 cents               |
|            |   | -        | 49 cents               |
|            |   | ---      | 79 cents               |
|            | 2.0417( .1738)  | CONSTANT |                        |

Pearson's R = .948                      Significance = .0000

Kendall's tau = .766                      Significance = .0000

Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: .3 1.7 4.2

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 401.00

| Importance | Utility(s.e.)                                       | Factor   |                        |
|------------|---|----------|------------------------|
| 4.65       | .1111( .1717)<br>.1111( .1717)<br>-.2222( .1717)    | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
|            |   |          | Powder                 |
| 6.98       | -.2222( .1717)<br>-.0556( .1717)<br>.2778( .1717)   | NUMAPP   | Number of Applications |
|            |   |          | 50                     |
|            |   |          | 100                    |
|            |   |          | 200                    |
| 11.63      | .4167( .1288)<br>-.4167( .1288)                     | GERMFRE  | Disinfectant           |
|            |   | -        | Yes                    |
|            |   | -        | No                     |
| 9.30       | -.3333( .1288)<br>.3333( .1288)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 67.44      | 2.7778( .1717)<br>-.7222( .1717)<br>-2.0556( .1717) | PRICE    | Price per Application  |
|            |   | ----     | 35 cents               |
|            |   | -        | 49 cents               |
|            |   | ---      | 79 cents               |
|            | 3.0278( .1358)                                      | CONSTANT |                        |

Pearson's R = .985                      Significance = .0000

Kendall's tau = .869                      Significance = .0000

Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 1.6 3.4 6.6







ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 421.00

| Importance | Utility(s.e.) | Factor         |                        |
|------------|---------------|----------------|------------------------|
| 11.24      | -             | MIXTURE        | Product Form           |
|            |               | -.1667( .4243) | Premixed               |
|            |               | .5000( .4243)  | Concentrate            |
|            |               | -              | Powder                 |
| 6.74       | -             | NUMAPP         | Number of Applications |
|            |               | -.1667( .4243) | 50                     |
|            |               | -.1667( .4243) | 100                    |
|            |               | -              | 200                    |
| 23.60      | -             | GERMFRE        | Disinfectant           |
|            |               | .8750( .3182)  | Yes                    |
|            |               | --             | No                     |
| 13.48      | -             | BIOPROT        | Biodegradable          |
|            |               | -.5000( .3182) | No                     |
|            |               | -              | Yes                    |
| 44.94      | -             | PRICE          | Price per Application  |
|            |               | 1.5000( .4243) | 35 cents               |
|            |               | .3333( .4243)  | 49 cents               |
|            |               | ----           | 79 cents               |
|            |               | 3.0417( .3354) | CONSTANT               |

Pearson's R = .887 Significance = .0000

Kendall's tau = .732 Significance = .0000

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card: 23 24 25  
 Score: 2.2 5.6 5.9

### ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 422.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 13.19      |                 | MIXTURE  | Product Form           |
|            | -.6111( .4002)  | --       | Premixed               |
|            | .3889( .4002)   | -        | Concentrate            |
|            | .2222( .4002)   | -        | Powder                 |
| 37.36      |                 | NUMAPP   | Number of Applications |
|            | -1.4444( .4002) | ----     | 50                     |
|            | .0556( .4002)   |          | 100                    |
|            | 1.3889( .4002)  | ----     | 200                    |
| 12.09      |                 | GERMFRE  | Disinfectant           |
|            | .4583( .3001)   | -        | Yes                    |
|            | -.4583( .3001)  | -        | No                     |
| 4.40       |                 | BIOPROT  | Biodegradable          |
|            | -.1667( .3001)  |          | No                     |
|            | .1667( .3001)   |          | Yes                    |
| 32.97      |                 | PRICE    | Price per Application  |
|            | 1.5556( .4002)  | ----     | 35 cents               |
|            | -.6111( .4002)  | --       | 49 cents               |
|            | -.9444( .4002)  | --       | 79 cents               |
|            | 4.3472( .3164)  | CONSTANT |                        |

Pearson's R = .897                      Significance = .0000

Kendall's tau = .832                      Significance = .0000

Kendall's tau = 1.000 for 4 holdouts      Significance = .0208

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 2.0 | 6.1 | 8.1 |

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 428.00

| Importance | Utility(s.e.)   | Factor                  |                        |
|------------|---|-------------------------|------------------------|
| 6.90       | <div style="border: 1px solid black; width: 15px; height: 20px; margin: 0 auto;"></div> | MIXTURE<br> <br> <br>   | Product Form           |
|            |   |                         | Premixed               |
|            |   |                         | Concentrate            |
|            |   |                         | Powder                 |
| 13.79      | <div style="border: 1px solid black; width: 15px; height: 20px; margin: 0 auto;"></div> | NUMAPP<br> <br> <br>    | Number of Applications |
|            |   |                         | 50                     |
|            |   |                         | 100                    |
|            |   | -                       | 200                    |
| 1.15       | <div style="border: 1px solid black; width: 15px; height: 20px; margin: 0 auto;"></div> | GERMFRE<br> <br>        | Disinfectant           |
|            |   |                         | Yes                    |
|            |   | -                       | No                     |
| 2.30       | <div style="border: 1px solid black; width: 15px; height: 20px; margin: 0 auto;"></div> | BIOPROT<br> <br>        | Biodegradable          |
|            |   |                         | No                     |
|            |   | -                       | Yes                    |
| 75.86      | <div style="border: 1px solid black; width: 40px; height: 20px; margin: 0 auto;"></div> | PRICE<br> <br> <br>     | Price per Application  |
|            |   |                         | 35 cents               |
|            |   |                         | 49 cents               |
|            |   | - - -                   | 79 cents               |
|            |   | 3.5694( .2319) CONSTANT |                        |

Pearson's R = .967                                  Significance = .0000

Kendall's tau = .834                                  Significance = .0000

Kendall's tau = .913 for 4 holdouts              Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: 1.5 2.7 6.2

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 433.00

| Importance | Utility(s.e.)   | Factor          |                        |
|------------|---|-----------------|------------------------|
| 16.00      | <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | MIXTURE         | Product Form           |
|            |   | .2778( .3020)   | Premixed               |
|            |   | .1111( .3020)   | Concentrate            |
|            |   | -.3889( .3020)  | Powder                 |
| 12.00      | <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | NUMAPP          | Number of Applications |
|            |   | -.0556( .3020)  | 50                     |
|            |   | -.2222( .3020)  | 100                    |
|            |   | .2778( .3020)   | 200                    |
| 2.00       |   | GERMFRE         | Disinfectant           |
|            |   | .0417( .2265)   | Yes                    |
|            |   | -.0417( .2265)  | No                     |
| 10.00      | <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | BIOPROT         | Biodegradable          |
|            |   | -.2083( .2265)  | No                     |
|            |   | .2083( .2265)   | Yes                    |
| 60.00      | <div style="border: 1px solid black; width: 60px; height: 40px; margin: 0 auto;"></div> | PRICE           | Price per Application  |
|            |   | 1.2778( .3020)  | 35 cents               |
|            |   | -.0556( .3020)  | 49 cents               |
|            |   | -1.2222( .3020) | 79 cents               |
|            |   | 4.2778( .2388)  | CONSTANT               |

Pearson's R = .864 Significance = .0000

Kendall's tau = .754 Significance = .0000

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card: 23 24 25  
 Score: 3.5 4.9 5.7

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 440.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)                                      | Factor   | Level | Description            |
|------------|--|----------|-------|------------------------|
| 23.40      | -1.1111 (.4429)<br>.7222 (.4429)<br>.3889 (.4429)  | MIXTURE  | ---   | Product Form           |
|            |  |          |       | Premixed               |
|            |  |          | --    | Concentrate            |
|            |  |          | -     | Powder                 |
| 4.26       | .2222 (.4429)<br>-.1111 (.4429)<br>-.1111 (.4429)  | NUMAPP   | -     | Number of Applications |
|            |  |          |       | 50                     |
|            |  |          |       | 100                    |
|            |  |          |       | 200                    |
| 40.43      | 1.5833 (.3322)<br>-1.5833 (.3322)                  | GERMFRE  | ----  | Disinfectant           |
|            |  |          | ----  | Yes                    |
|            |  |          |       | No                     |
| 4.26       | -.1667 (.3322)<br>.1667 (.3322)                    | BIOPROT  |       | Biodegradable          |
|            |  |          |       | No                     |
|            |  |          |       | Yes                    |
| 27.66      | 1.3889 (.4429)<br>-.7778 (.4429)<br>-.6111 (.4429) | PRICE    | ----  | Price per Application  |
|            |  |          | --    | 35 cents               |
|            |  |          | --    | 49 cents               |
|            |  |          | --    | 79 cents               |
|            | 3.6389 (.3501)                                     | CONSTANT |       |                        |

Pearson's R = .903

Significance = .0000

Kendall's tau = .778

Significance = .0000

Kendall's tau = .816 for 4 holdouts

Significance = .0607

Simulation results:

Card: 23 24 25  
Score: 3.9 5.2 7.1



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 453.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 9.62       |                 | MIXTURE  | Product Form           |
|            | -.2778( .3858)  |          | Premixed               |
|            | -.2778( .3858)  |          | Concentrate            |
|            | .5556( .3858)   | -        | Powder                 |
| 19.23      |                 | NUMAPP   | Number of Applications |
|            | -.9444( .3858)  | --       | 50                     |
|            | .7222( .3858)   | -        | 100                    |
|            | .2222( .3858)   | -        | 200                    |
| 10.58      |                 | GERMFRE  | Disinfectant           |
|            | .4583( .2893)   | -        | Yes                    |
|            | -.4583( .2893)  | -        | No                     |
| 18.27      |                 | BIOPROT  | Biodegradable          |
|            | -.7917( .2893)  | -        | No                     |
|            | .7917( .2893)   | -        | Yes                    |
| 42.31      |                 | PRICE    | Price per Application  |
|            | 1.3889( .3858)  | --       | 35 cents               |
|            | .8889( .3858)   | --       | 49 cents               |
|            | -2.2778( .3858) | ----     | 79 cents               |
|            | 4.5556( .3050)  | CONSTANT |                        |

Pearson's R = .926                      Significance = .0000

Kendall's tau = .815                      Significance = .0000

Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:  
Card: 23 24 25  
Score: 2.3 6.6 8.0

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 454.00

| Importance | Utility(s.e.)                                     | Factor   |                        |
|------------|---|----------|------------------------|
| 10.99      | .3333( .4570)<br>.1667( .4570)<br>-.5000( .4570)  | MIXTURE  | Product Form           |
|            |   | -        | Premixed               |
|            |   | -        | Concentrate            |
|            |   |          | Powder                 |
| 32.97      | -1.6667( .4570)<br>.8333( .4570)<br>.8333( .4570) | NUMAPP   | Number of Applications |
|            |   | ----     | 50                     |
|            |   | --       | 100                    |
|            |   | --       | 200                    |
| 39.56      | 1.5000( .3427)<br>-1.5000( .3427)                 | GERMFRE  | Disinfectant           |
|            |   | ----     | Yes                    |
|            |   | ----     | No                     |
| 3.30       | .1250( .3427)<br>-.1250( .3427)                   | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 13.19      | .3333( .4570)<br>.3333( .4570)<br>-.6667( .4570)  | PRICE    | Price per Application  |
|            |   | -        | 35 cents               |
|            |   | -        | 49 cents               |
|            |   | --       | 79 cents               |
|            | 3.6250( .3613)                                    | CONSTANT |                        |

Pearson's R = .894 Significance = .0000

Kendall's tau = .661 Significance = .0001

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
Score: 3.0 6.3 5.7



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 467.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 6.56       | .1111( .3003)                                      | MIXTURE  | Product Form           |
|            | -.2222( .3003)                                     |          | Premixed               |
|            | .1111( .3003)                                      |          | Concentrate            |
| 42.62      | -.8889( .3003)<br>-.3889( .3003)<br>1.2778( .3003) | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
| 13.11      | -.3333( .2252)<br>.3333( .2252)                    | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
| 11.48      | .2917( .2252)<br>-.2917( .2252)                    | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
| 26.23      | .6111( .3003)<br>.1111( .3003)<br>-.7222( .3003)   | PRICE    | Price per Application  |
|            |  |          | 35 cents               |
|            |  |          | 49 cents               |
|            | 4.9028( .2374)                                     | CONSTANT | 79 cents               |

Pearson's R = .878                      Significance = .0000

Kendall's tau = .798                      Significance = .0000

Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 2.8 5.4 6.3

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 471.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 14.29      | -              | MIXTURE  | Product Form           |
|            |                | -        | Premixed               |
|            |                | -        | Concentrate            |
|            |                | -        | Powder                 |
| 24.49      | -              | NUMAPP   | Number of Applications |
|            |                | ---      | 50                     |
|            |                | -        | 100                    |
|            |                | -        | 200                    |
| 2.04       | .              | GERMFRE  | Disinfectant           |
|            |                |          | Yes                    |
|            |                |          | No                     |
| 16.33      | -              | BIOPROT  | Biodegradable          |
|            |                | -        | No                     |
|            |                | -        | Yes                    |
| 42.86      | 1.             | PRICE    | Price per Application  |
|            |                | ---      | 35 cents               |
|            |                | -        | 49 cents               |
|            |                | ----     | 79 cents               |
|            | 3.9722( .2191) | CONSTANT |                        |

Pearson's R = .955 Significance = .0000

Kendall's tau = .840 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25
Score: 1.1 5.6 7.7



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 475.00

Importance Utility(s.e.) Factor

|       |                          |                 |         |                        |
|-------|--------------------------|-----------------|---------|------------------------|
| 7.14  | <input type="checkbox"/> |                 | MIXTURE | Product Form           |
|       |                          | -.2778( .2238)  | -       | Premixed               |
|       |                          | .0556( .2238)   |         | Concentrate            |
|       |                          | .2222( .2238)   | -       | Powder                 |
|       |                          |                 |         |                        |
|       | <input type="checkbox"/> |                 | NUMAPP  | Number of Applications |
| 23.81 |                          | -.6111( .2238)  | --      | 50                     |
|       |                          | -.4444( .2238)  | -       | 100                    |
|       |                          | 1.0556( .2238)  | ---     | 200                    |
|       |                          |                 |         |                        |
|       | <input type="checkbox"/> |                 | GERMFRE | Disinfectant           |
| 34.52 |                          | 1.2083( .1678)  | ----    | Yes                    |
|       |                          | -1.2083( .1678) | ----    | No                     |
|       |                          |                 |         |                        |
|       | <input type="checkbox"/> |                 | BIOPROT | Biodegradable          |
| 8.33  |                          | -.2917( .1678)  | -       | No                     |
|       |                          | .2917( .1678)   | -       | Yes                    |
|       |                          |                 |         |                        |
|       | <input type="checkbox"/> |                 | PRICE   | Price per Application  |
| 26.19 |                          | .7222( .2238)   | --      | 35 cents               |
|       |                          | .3889( .2238)   | -       | 49 cents               |
|       |                          | -1.1111( .2238) | ----    | 79 cents               |
|       |                          |                 |         |                        |
|       |                          | 3.4722( .1769)  |         | CONSTANT               |

Pearson's R = .960

Significance = .0000

Kendall's tau = .875

Significance = .0000

Kendall's tau = .667 for 4 holdouts

Significance = .0871

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 3.0 | 6.5 | 7.0 |



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 492.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 6.25       | .0000( .2645)   | MIXTURE  | Product Form           |
|            | -.1667( .2645)  |          | Premixed               |
|            | .1667( .2645)   |          | Concentrate            |
|            |                 |          | Powder                 |
| 9.38       | -.3333( .2645)  | NUMAPP   | Number of Applications |
|            | .1667( .2645)   | -        | 50                     |
|            | .1667( .2645)   |          | 100                    |
|            |                 |          | 200                    |
| 4.69       | .1250( .1984)   | GERMFRE  | Disinfectant           |
|            | -.1250( .1984)  |          | Yes                    |
|            |                 |          | No                     |
| 60.94      | -1.6250( .1984) | BIOPROT  | Biodegradable          |
|            | 1.6250( .1984)  | ----     | No                     |
|            |                 |          | Yes                    |
| 18.75      | .5000( .2645)   | PRICE    | Price per Application  |
|            | .0000( .2645)   | -        | 35 cents               |
|            | -.5000( .2645)  | -        | 49 cents               |
|            |                 |          | 79 cents               |
|            | 4.0000( .2091)  | CONSTANT |                        |

Pearson's R = .944

Significance = .0000

Kendall's tau = .791

Significance = .0000

Kendall's tau = .816 for 4 holdouts

Significance = .0607

Simulation results:

Card: 23 24 25

Score: 4.9 5.8 6.6

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 502.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 18.46      | - .6111( .2436) | MIXTURE  | Product Form           |
|            | .2222( .2436)   | -        | Premixed               |
|            | .3889( .2436)   | -        | Concentrate            |
|            |                 |          | Powder                 |
| 12.31      | - .4444( .2436) | NUMAPP   | Number of Applications |
|            | .2222( .2436)   | -        | 50                     |
|            | .2222( .2436)   |          | 100                    |
|            |                 |          | 200                    |
| 3.08       | .0833( .1827)   | GERMFRE  | Disinfectant           |
|            | -.0833( .1827)  |          | Yes                    |
|            |                 |          | No                     |
| 7.69       | .2083( .1827)   | BIOPROT  | Biodegradable          |
|            | -.2083( .1827)  |          | No                     |
|            |                 |          | Yes                    |
| 58.46      | 1.2222( .2436)  | PRICE    | Price per Application  |
|            | .7222( .2436)   | ---      | 35 cents               |
|            | -1.9444( .2436) | -        | 49 cents               |
|            |                 | ----     | 79 cents               |
|            | 4.1806( .1926)  | CONSTANT |                        |

Pearson's R = .946 Significance = .0000

Kendall's tau = .832 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: 1.1 5.2 5.9

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 507.00

| Importance | Utility(s.e.)                                     | Factor               |                               |
|------------|---|----------------------|-------------------------------|
| 20.41      | -.1667( .2464)<br>-.3333( .2464)<br>.5000( .2464) | -  <br>--  <br>--    | MIXTURE Product Form          |
|            |   |                      | Premixed                      |
|            |   |                      | Concentrate                   |
| 24.49      | -.5000( .2464)<br>.0000( .2464)<br>.5000( .2464)  | --  <br>--  <br>--   | NUMAPP Number of Applications |
|            |   |                      | 50                            |
|            |   |                      | 100                           |
| 6.12       | -.1250( .1848)<br>.1250( .1848)                   | -  <br>-             | GERMFRE Disinfectant          |
|            |   |                      | Yes                           |
| 12.24      | -.2500( .1848)<br>.2500( .1848)                   | -  <br>-             | BIOPROT Biodegradable         |
|            |   |                      | No                            |
| 36.73      | .8333( .2464)<br>-.1667( .2464)<br>-.6667( .2464) | ----  <br>-  <br>--- | PRICE Price per Application   |
|            |   |                      | 35 cents                      |
|            |   |                      | 49 cents                      |
|            | 1.9583( .1948)                                    | CONSTANT             | 79 cents                      |

Pearson's R = .857 Significance = .0000

Kendall's tau = .746 Significance = .0001

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:  
Card: 23 24 25  
Score: .7 2.1 3.9



ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 514.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|--|----------|------------------------|
| 17.24      | <div style="border: 1px solid black; display: inline-block; width: 30px; height: 30px; vertical-align: middle;"></div> | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | -        | Concentrate            |
|            |  | -        | Powder                 |
| 17.24      | <div style="border: 1px solid black; display: inline-block; width: 30px; height: 30px; vertical-align: middle;"></div> | NUMAPP   | Number of Applications |
|            |  | -        | 50                     |
|            |  | -        | 100                    |
|            |  | -        | 200                    |
| 6.90       | <div style="border: 1px solid black; display: inline-block; width: 30px; height: 30px; vertical-align: middle;"></div> | GERMFRE  | Disinfectant           |
|            |  | -        | Yes                    |
|            |  | -        | No                     |
| 3.45       | <div style="border: 1px solid black; display: inline-block; width: 30px; height: 30px; vertical-align: middle;"></div> | BIOPROT  | Biodegradable          |
|            |  | -        | No                     |
|            |  | -        | Yes                    |
| 55.17      | <div style="border: 1px solid black; display: inline-block; width: 30px; height: 30px; vertical-align: middle;"></div> | PRICE    | Price per Application  |
|            |  | --       | 35 cents               |
|            |  | --       | 49 cents               |
|            |  | ----     | 79 cents               |
|            | 3.8611( .2070)   | CONSTANT |                        |

Pearson's R = .924                      Significance = .0000

Kendall's tau = .795                      Significance = .0000

Kendall's tau = .707 for 4 holdouts      Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: 1.4 5.8 5.6

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 516.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 17.39      | - .5000( .2291) | MIXTURE  | Product Form           |
|            | .0000( .2291)   | --       | Premixed               |
|            | .5000( .2291)   |          | Concentrate            |
|            |                 |          | Powder                 |
| 26.09      | - .8333( .2291) | NUMAPP   | Number of Applications |
|            | .1667( .2291)   | ---      | 50                     |
|            | .6667( .2291)   | -        | 100                    |
|            |                 | ---      | 200                    |
| 34.78      | 1.0000( .1718)  | GERMFRE  | Disinfectant           |
|            | -1.0000( .1718) | ----     | Yes                    |
|            |                 |          | No                     |
| 4.35       | .1250( .1718)   | BIOPROT  | Biodegradable          |
|            | -.1250( .1718)  | -        | No                     |
|            |                 | -        | Yes                    |
| 17.39      | .3333( .2291)   | PRICE    | Price per Application  |
|            | .3333( .2291)   | -        | 35 cents               |
|            | -.6667( .2291)  | ---      | 49 cents               |
|            |                 |          | 79 cents               |
|            | 4.1250( .1811)  | CONSTANT |                        |

Pearson's R = .936

Significance = .0000

Kendall's tau = .850

Significance = .0000

Kendall's tau = .548 for 4 holdouts

Significance = .1393

Simulation results:

Card: 23 24 25  
 Score: 3.0 6.0 6.5

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 518.00

| Importance | Utility(s.e.)                                     | Factor   |                        |
|------------|---|----------|------------------------|
| 28.57      | -1.1667( .3395)<br>.8333( .3395)<br>.3333( .3395) | MIXTURE  | Product Form           |
|            |   | ----     | Premixed               |
|            |   | ---      | Concentrate            |
|            |   | -        | Powder                 |
| 19.05      | -.8333( .3395)<br>.3333( .3395)<br>.5000( .3395)  | NUMAPP   | Number of Applications |
|            |   | ---      | 50                     |
|            |   | -        | 100                    |
|            |   | --       | 200                    |
| 28.57      | 1.0000( .2546)<br>-1.0000( .2546)                 | GERMFRE  | Disinfectant           |
|            |   | ----     | Yes                    |
|            |   | ---      | No                     |
| 14.29      | -.5000( .2546)<br>.5000( .2546)                   | BIOPROT  | Biodegradable          |
|            |   | --       | No                     |
|            |   | --       | Yes                    |
| 9.52       | .3333( .3395)<br>.0000( .3395)<br>-.3333( .3395)  | PRICE    | Price per Application  |
|            |   | -        | 35 cents               |
|            |   | -        | 49 cents               |
|            |   | -        | 79 cents               |
|            | 3.8333( .2684)                                    | CONSTANT |                        |

Pearson's R = .902                      Significance = .0000

Kendall's tau = .803                      Significance = .0000

Kendall's tau = 1.000 for 4 holdouts      Significance = .0208

Simulation results:

Card: 23 24 25  
Score: 3.0 6.7 6.5

## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 520.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|---|----------|------------------------|
| 3.64       | .0556( .2899)<br> <br>.0556( .2899)<br> <br>-.1111( .2899)    | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
|            |   |          | Powder                 |
| 25.45      | .0556( .2899)<br> <br>-.6111( .2899)<br> <br>.5556( .2899)    | NUMAPP   | Number of Applications |
|            |   |          | 50                     |
|            |   |          | 100                    |
|            |   |          | 200                    |
| 14.55      | .3333( .2174)<br> <br>-.3333( .2174)                          | GERMFRE  | Disinfectant           |
|            |   |          | Yes                    |
|            |   |          | No                     |
| 1.82       | -.0417( .2174)<br> <br>.0417( .2174)                          | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 54.55      | 1.3889( .2899)<br> <br>-.2778( .2899)<br> <br>-1.1111( .2899) | PRICE    | Price per Application  |
|            |   |          | 35 cents               |
|            |   |          | 49 cents               |
|            |   |          | 79 cents               |
|            | 3.5139( .2292)  | CONSTANT |                        |

Pearson's R = .888                      Significance = .0000  
 Kendall's tau = .812                      Significance = .0000  
 Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:  
 Card: 23 24 25  
 Score: 2.9 4.2 5.7

## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 522.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 10.26      |                 | MIXTURE  | Product Form           |
|            | -.3333( .2313)  | -        | Premixed               |
|            | .3333( .2313)   | -        | Concentrate            |
|            | .0000( .2313)   | -        | Powder                 |
| 12.82      |                 | NUMAPP   | Number of Applications |
|            | -.1667( .2313)  | -        | 50                     |
|            | -.3333( .2313)  | -        | 100                    |
|            | .5000( .2313)   | --       | 200                    |
| 38.46      |                 | GERMFRE  | Disinfectant           |
|            | 1.2500( .1735)  | ----     | Yes                    |
|            | -1.2500( .1735) | ----     | No                     |
| .00        |                 | BIOPROT  | Biodegradable          |
|            | .0000( .1735)   | -        | No                     |
|            | .0000( .1735)   | -        | Yes                    |
| 38.46      |                 | PRICE    | Price per Application  |
|            | 1.1667( .2313)  | ----     | 35 cents               |
|            | .1667( .2313)   | -        | 49 cents               |
|            | -1.3333( .2313) | ----     | 79 cents               |
|            | 3.2500( .1829)  | CONSTANT |                        |

Pearson's R = .957                      Significance = .0000

Kendall's tau = .903                      Significance = .0000

Kendall's tau = .548 for 4 holdouts      Significance = .1393

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 2.7 | 5.5 | 6.2 |

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 528.00

| Importance | Utility(s.e.)   | Factor                   |
|------------|-----------------|--------------------------|
| 10.71      | .2778( .2881)   | MIXTURE<br>-   -         |
|            | -.0556( .2881)  |                          |
|            | -.2222( .2881)  |                          |
| 7.14       | .1111( .2881)   | NUMAPP<br>-   -          |
|            | -.2222( .2881)  |                          |
|            | .1111( .2881)   |                          |
| 60.71      | 1.4167( .2161)  | GERMFRE<br>-----   ----- |
|            | -1.4167( .2161) |                          |
| 14.29      | -.3333( .2161)  | BIOPROT<br>-   -         |
|            | .3333( .2161)   |                          |
| 7.14       | .1111( .2881)   | PRICE<br>-   -           |
|            | .1111( .2881)   |                          |
|            | -.2222( .2881)  |                          |
|            | 4.0278( .2277)  | CONSTANT                 |

|                                     |                      |
|-------------------------------------|----------------------|
| Pearson's R = .917                  | Significance = .0000 |
| Kendall's tau = .797                | Significance = .0000 |
| Kendall's tau = .816 for 4 holdouts | Significance = .0607 |

Simulation results:  
 Card: 23 24 25  
 Score: 5.9 5.9 5.8

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 535.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 12.90      | -              | MIXTURE  | Product Form           |
|            |                | -        | Premixed               |
|            |                | --       | Concentrate            |
|            |                | -        | Powder                 |
| 32.26      | -              | NUMAPP   | Number of Applications |
|            |                | --       | 50                     |
|            |                | ----     | 100                    |
|            |                | --       | 200                    |
| 5.38       | -              | GERMFRE  | Disinfectant           |
|            |                | -        | Yes                    |
|            |                | -        | No                     |
| 21.51      | -              | BIOPROT  | Biodegradable          |
|            |                | --       | No                     |
|            |                | --       | Yes                    |
| 27.96      | -              | PRICE    | Price per Application  |
|            |                | ---      | 35 cents               |
|            |                | -        | 49 cents               |
|            |                | --       | 79 cents               |
|            | 4.2361( .3399) | CONSTANT |                        |

Pearson's R = .883

Significance = .0000

Kendall's tau = .748

Significance = .0000

Kendall's tau = .816 for 4 holdouts

Significance = .0607

Simulation results:

Card: 23 24 25  
Score: 4.4 6.0 6.7

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 538.00

| Importance | Utility(s.e.)  | Factor        |
|------------|----------------|---------------|
|            |                | MIXTURE       |
| 41.94      | 1.2222( .4040) | ---- Premixed |
|            | -.2778( .4040) | - Concentrate |
|            | -.9444( .4040) | --- Powder    |
|            |                | NUMAPP        |
| 35.48      | 1.0556( .4040) | --- 50        |
|            | -.2778( .4040) | - 100         |
|            | -.7778( .4040) | --- 200       |
|            |                | GERMFRE       |
| 16.13      | -.4167( .3030) | - Yes         |
|            | .4167( .3030)  | - No          |
|            |                | BIOPROT       |
| 3.23       | .0833( .3030)  | No            |
|            | -.0833( .3030) | Yes           |
|            |                | PRICE         |
| 3.23       | .0556( .4040)  | 35 cents      |
|            | -.1111( .4040) | 49 cents      |
|            | .0556( .4040)  | 79 cents      |
|            | 4.2222( .3194) | CONSTANT      |

Pearson's R = .827                                 Significance = .0000

Kendall's tau = .665                                 Significance = .0002

Kendall's tau = 1.000 for 4 holdouts             Significance = .0208

Simulation results:

Card: 23 24 25  
Score: 6.1 2.6 2.1





## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 559.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 8.57       | -.0556( .3722)  | MIXTURE  | Product Form           |
|            | -.2222( .3722)  |          | Premixed               |
|            | .2778( .3722)   | -        | Concentrate            |
|            |                 |          | Powder                 |
| 11.43      | -.3889( .3722)  | NUMAPP   | Number of Applications |
|            | .1111( .3722)   | -        | 50                     |
|            | .2778( .3722)   | -        | 100                    |
|            |                 |          | 200                    |
| 7.14       | -.2083( .2792)  | GERMFRE  | Disinfectant           |
|            | .2083( .2792)   |          | Yes                    |
|            |                 |          | No                     |
| 7.14       | -.2083( .2792)  | BIOPROT  | Biodegradable          |
|            | .2083( .2792)   |          | No                     |
|            |                 |          | Yes                    |
| 65.71      | 1.9444( .3722)  | PRICE    | Price per Application  |
|            | -.0556( .3722)  | ----     | 35 cents               |
|            | -1.8889( .3722) | ----     | 49 cents               |
|            |                 |          | 79 cents               |
|            | 3.1944( .2943)  | CONSTANT |                        |

Pearson's R = .900                      Significance = .0000

Kendall's tau = .767                      Significance = .0000

Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:

Card: 23 24 25  
Score: .9 3.2 5.7

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 578.00

| Importance | Utility(s.e.) | Factor    |                        |
|------------|---------------|-----------|------------------------|
| 13.79      | .3791         | MIXTURE   | Product Form           |
|            |               | -         | Premixed               |
|            |               | -         | Concentrate            |
|            |               |           | Powder                 |
| 16.09      | .3791         | NUMAPP    | Number of Applications |
|            |               | -         | 50                     |
|            |               | -         | 100                    |
|            |               | --        | 200                    |
| 32.18      | .2843         | GERMFRE   | Disinfectant           |
|            |               | ---   --- | Yes                    |
|            |               | ---       | No                     |
| 5.75       | .2843         | BIOPROT   | Biodegradable          |
|            |               | -         | No                     |
|            |               | -         | Yes                    |
| 32.18      | .3791         | PRICE     | Price per Application  |
|            |               | ---   --  | 35 cents               |
|            |               | ---   --  | 49 cents               |
|            |               | ----      | 79 cents               |
|            | .2997         | CONSTANT  |                        |

Pearson's R = .905    Significance = .0000

Kendall's tau = .726    Significance = .0000

Kendall's tau = .707 for 4 holdouts                                  Significance = .0899

Simulation results:  
 Card: 23 24 25  
 Score: 2.1 6.6 6.3

## ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 580.00

| Importance                         | Utility(s.e.)  | Factor   |             |
|------------------------------------|----------------|----------|-------------|
| MIXTURE      Product Form          |                |          |             |
| 25.93                              | .5556( .4699)  |          | Premixed    |
|                                    | .0556( .4699)  |          | Concentrate |
|                                    | -.6111( .4699) | ---      | Powder      |
| NUMAPP      Number of Applications |                |          |             |
| 7.41                               | -.1111( .4699) |          | 50          |
|                                    | .2222( .4699)  |          | 100         |
|                                    | -.1111( .4699) |          | 200         |
| GERMFRE      Disinfectant          |                |          |             |
| 25.93                              | .5833( .3525)  |          | Yes         |
|                                    | -.5833( .3525) | --       | No          |
| BIOPROT      Biodegradable         |                |          |             |
| 7.41                               | -.1667( .3525) |          | No          |
|                                    | .1667( .3525)  |          | Yes         |
| PRICE      Price per Application   |                |          |             |
| 33.33                              | .3889( .4699)  |          | 35 cents    |
|                                    | .5556( .4699)  | --       | 49 cents    |
|                                    | -.9444( .4699) | ----     | 79 cents    |
|                                    | 4.3056( .3715) | CONSTANT |             |

Pearson's R = .714      Significance = .0004

Kendall's tau = .614      Significance = .0004

Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:  
 Card: 23 24 25  
 Score: 4.6 5.6 4.7

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 586.00

Importance Utility(s.e.) Factor

|       |  |                 |                        |
|-------|--|-----------------|------------------------|
| 5.88  |  | MIXTURE         | Product Form           |
|       |  | -.1667( .2313)  | Premixed               |
|       |  | .0000( .2313)   | Concentrate            |
|       |  | .1667( .2313)   | Powder                 |
| 5.88  |  | NUMAPP          | Number of Applications |
|       |  | .1667( .2313)   | 50                     |
|       |  | .0000( .2313)   | 100                    |
|       |  | -.1667( .2313)  | 200                    |
| .00   |  | GERMFRE         | Disinfectant           |
|       |  | .0000( .1735)   | Yes                    |
|       |  | .0000( .1735)   | No                     |
| .00   |  | BIOPROT         | Biodegradable          |
|       |  | .0000( .1735)   | No                     |
|       |  | .0000( .1735)   | Yes                    |
| 88.24 |  | PRICE           | Price per Application  |
|       |  | 2.1667( .2313)  | --- 35 cents           |
|       |  | .6667( .2313)   | - 49 cents             |
|       |  | -2.8333( .2313) | ---- 79 cents          |
|       |  | 4.3333( .1829)  | CONSTANT               |

Pearson's R = .974

Significance = .0000

Kendall's tau = .862

Significance = .0000

Kendall's tau = 1.000 for 4 holdouts

Significance = .0279

Simulation results:

Card: 23 24 25

Score: 1.5 4.8 6.5

ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 589.00

| Importance | Utility(s.e.)  | Factor                  |                        |
|------------|--|-------------------------|------------------------|
| 16.95      | <div style="border: 1px solid black; width: 30px; height: 20px; margin: 5px;"></div> | MIXTURE                 | Product Form           |
|            |  | -                       | Premixed               |
|            |  | -                       | Concentrate            |
|            |  |                         | Powder                 |
| 6.78       | <div style="border: 1px solid black; width: 30px; height: 20px; margin: 5px;"></div> | NUMAPP                  | Number of Applications |
|            |  |                         | 50                     |
|            |  |                         | 100                    |
|            |  |                         | 200                    |
| 10.17      | <div style="border: 1px solid black; width: 30px; height: 20px; margin: 5px;"></div> | GERMFRE                 | Disinfectant           |
|            |  | -                       | Yes                    |
|            |  | -                       | No                     |
| 5.08       | <div style="border: 1px solid black; width: 30px; height: 20px; margin: 5px;"></div> | BIOPROT                 | Biodegradable          |
|            |  |                         | No                     |
|            |  |                         | Yes                    |
| 61.02      | <div style="border: 1px solid black; width: 50px; height: 20px; margin: 5px;"></div> | PRICE                   | Price per Application  |
|            |  | ----                    | 35 cents               |
|            |  | -                       | 49 cents               |
|            |  | ---                     | 79 cents               |
|            |  | 2.2083( .1980) CONSTANT |                        |

Pearson's R = .934 Significance = .0000

Kendall's tau = .679 Significance = .0002

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: .5 2.0 4.3



# ESTIMATING THE CONJOINT MODEL

## SUBFILE SUMMARY

| Averaged Importance | Utility | Factor   |                        |
|---------------------|---------|----------|------------------------|
| 15.40               | -       | MIXTURE  | Product Form           |
|                     |         |          | Premixed               |
|                     |         |          | Concentrate            |
|                     | .0504   |          | Powder                 |
| 17.77               | -       | NUMAPP   | Number of Applications |
|                     |         |          | 50                     |
|                     |         |          | 100                    |
|                     | .3217   |          | 200                    |
| 18.86               | -       | GERMFRE  | Disinfectant           |
|                     |         |          | Yes                    |
|                     |         |          | No                     |
|                     | -.5102  |          |                        |
| 9.95                | -       | BIOPROT  | Biodegradable          |
|                     |         |          | No                     |
|                     |         |          | Yes                    |
|                     | .1541   |          |                        |
| 38.01               | -       | PRICE    | Price per Application  |
|                     |         |          | 35 cents               |
|                     |         |          | 49 cents               |
|                     | -1.2132 |          | 79 cents               |
|                     | 3.7398  | CONSTANT |                        |

Pearson's R = .993

Significance = .0000

Kendall's tau = .922

Significance = .0000

Kendall's tau = 1.000 for 4 holdouts

Significance = .0208

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 2.6 | 5.0 | 5.9 |



## ESTIMATING THE CONJOINT MODEL

### SUBFILE SUMMARY

No reversals occurred in this split file group.

Simulation Summary (86 subjects/ 86 subjects with non-negative scores)

| Card | Max Utility* | BTL    | Logit |
|------|--------------|--------|-------|
| 23   | 6.40%        | 18.57% | 8.42% |
| 24   | 23.84        | 36.54  | 29.61 |
| 25   | 69.77        | 44.89  | 61.97 |

\* Includes tied simulations

## Conjoint Analysis

| Factor  | Model | Levels | Label                  |
|---------|-------|--------|------------------------|
| MIXTURE | d     | 3      | Product Form           |
| NUMAPP  | d     | 3      | Number of Applications |
| GERMFRE | d     | 2      | Disinfectant           |
| BIOPROT | d     | 2      | Biodegradable          |
| PRICE   | d     | 3      | Price per Application  |

(Models: d=discrete, l=linear, i=ideal, ai=antiideal, <=less, >=more)

All the factors are orthogonal.

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 107.00

| Importance | Utility(s.e.)    | Factor   |                        |
|------------|------------------|----------|------------------------|
| 14.29      | - .0556 ( .3750) | MIXTURE  | Product Form           |
|            | .6111 ( .3750)   | -        | Premixed               |
|            | - .5556 ( .3750) | -        | Concentrate            |
|            |                  |          | Powder                 |
| 20.41      | .4444 ( .3750)   | NUMAPP   | Number of Applications |
|            | .6111 ( .3750)   | -        | 50                     |
|            | -1.0556 ( .3750) | --       | 100                    |
|            |                  |          | 200                    |
| 5.10       | - .2083 ( .2812) | GERMFRE  | Disinfectant           |
|            | .2083 ( .2812)   |          | Yes                    |
|            |                  |          | No                     |
| 13.27      | .5417 ( .2812)   | BIOPROT  | Biodegradable          |
|            | - .5417 ( .2812) | -        | No                     |
|            |                  | -        | Yes                    |
| 46.94      | 1.4444 ( .3750)  | PRICE    | Price per Application  |
|            | .9444 ( .3750)   | --       | 35 cents               |
|            | -2.3889 ( .3750) | ----     | 49 cents               |
|            |                  |          | 79 cents               |
|            | 4.1111 ( .2964)  | CONSTANT |                        |

Pearson's R = .929                      Significance = .0000

Kendall's tau = .784                      Significance = .0000

Kendall's tau = .707 for 4 holdouts      Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: 1.4 3.9 3.2

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 123.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
|            |                 |          |                        |
|            |                 | MIXTURE  | Product Form           |
| 11.43      | - .6111( .6618) | -        | Premixed               |
|            | .3889( .6618)   | -        | Concentrate            |
|            | .2222( .6618)   |          | Powder                 |
|            |                 |          |                        |
|            |                 | NUMAPP   | Number of Applications |
| 7.62       | - .4444( .6618) | -        | 50                     |
|            | .2222( .6618)   |          | 100                    |
|            | .2222( .6618)   |          | 200                    |
|            |                 |          |                        |
|            |                 | GERMFRE  | Disinfectant           |
| 9.52       | - .4167( .4963) | -        | Yes                    |
|            | .4167( .4963)   | -        | No                     |
|            |                 |          |                        |
|            |                 | BIOPROT  | Biodegradable          |
| 12.38      | - .5417( .4963) | -        | No                     |
|            | .5417( .4963)   | -        | Yes                    |
|            |                 |          |                        |
|            |                 | PRICE    | Price per Application  |
| 59.05      | 2.5556( .6618)  | ----     | 35 cents               |
|            | .0556( .6618)   |          | 49 cents               |
|            | -2.6111( .6618) | ----     | 79 cents               |
|            |                 |          |                        |
|            | 3.9306( .5232)  | CONSTANT |                        |

Pearson's R = .851

Significance = .0000

Kendall's tau = .753

Significance = .0000

Kendall's tau = .707 for 4 holdouts

Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: .4 4.7 7.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 135.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.) | Factor          |                         |          |
|------------|---------------|-----------------|-------------------------|----------|
| 12.77      | [ ]<br>       | MIXTURE         | Product Form            |          |
|            |               | - .2222( .3250) | Premixed                |          |
|            |               | - .3889( .3250) | Concentrate             |          |
|            |               | -               | Powder                  |          |
| 12.77      | [ ]<br>       | NUMAPP          | Number of Applications  |          |
|            |               | - .2222( .3250) | 50                      |          |
|            |               | - .3889( .3250) | 100                     |          |
|            |               | -               | 200                     |          |
| 4.26       | [ ]<br>       | GERMFRE         | Disinfectant            |          |
|            |               |                 | .1667( .2437)           | Yes      |
|            |               |                 | No                      |          |
| 4.26       | [ ]<br>       | BIOPROT         | Biodegradable           |          |
|            |               |                 | .1667( .2437)           | No       |
|            |               |                 | Yes                     |          |
| 65.96      | [ ]<br>       | PRICE           | Price per Application   |          |
|            |               |                 | 2.9444( .3250)          | 35 cents |
|            |               |                 | - .7222( .3250)         | 49 cents |
|            |               | ---             | 79 cents                |          |
|            |               |                 | 3.1111( .2569) CONSTANT |          |

Pearson's R = .957 Significance = .0000

Kendall's tau = .876 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
Score: .4 2.6 7.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 155.00

| Importance | Utility(s.e.)                                       | Factor   |                        |
|------------|---|----------|------------------------|
| 16.95      | -.7778( .3523)<br>.8889( .3523)<br>-.1111( .3523)   | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
|            |   |          | Powder                 |
| 27.12      | -1.1111( .3523)<br>-.4444( .3523)<br>1.5556( .3523) | NUMAPP   | Number of Applications |
|            |   |          | 50                     |
|            |   |          | 100                    |
|            |   |          | 200                    |
| 29.66      | 1.4583( .2643)<br>-1.4583( .2643)                   | GERMFRE  | Disinfectant           |
|            |   |          | Yes                    |
|            |   |          | No                     |
| .85        | -.0417( .2643)<br>.0417( .2643)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 25.42      | 1.0556( .3523)<br>.3889( .3523)<br>-1.4444( .3523)  | PRICE    | Price per Application  |
|            |   |          | 35 cents               |
|            |   |          | 49 cents               |
|            |   |          | 79 cents               |
|            | 2.6389( .2785)                                      | CONSTANT |                        |

Pearson's R = .946                      Significance = .0000

Kendall's tau = .736                      Significance = .0000

Kendall's tau = .707 for 4 holdouts      Significance = .0899

Simulation results:

Card:    23    24    25  
Score:    .8    7.0    6.6

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 161.00

| Importance | Utility(s.e.)  | Factor          |                        |
|------------|----------------|-----------------|------------------------|
| 7.84       | -              | MIXTURE         | Product Form           |
|            |                | -.1111( .3186)  | Premixed               |
|            |                | .3889( .3186)   | Concentrate            |
|            |                | -               | Powder                 |
| 11.76      | -              | NUMAPP          | Number of Applications |
|            |                | -.4444( .3186)  | 50                     |
|            |                | -.1111( .3186)  | 100                    |
|            |                | -               | 200                    |
| 25.49      | 1.0833( .2390) | GERMFRE         | Disinfectant           |
|            |                | -1.0833( .2390) | Yes                    |
|            |                | --              | No                     |
| 9.80       | -              | BIOPROT         | Biodegradable          |
|            |                | -.4167( .2390)  | No                     |
|            |                | -               | Yes                    |
| 45.10      | 1.7222( .3186) | PRICE           | Price per Application  |
|            |                | .3889( .3186)   | 35 cents               |
|            |                | -2.1111( .3186) | 49 cents               |
|            |                | ----            | 79 cents               |
|            | 2.8889( .2519) | CONSTANT        |                        |

Pearson's R = .947 Significance = .0000

Kendall's tau = .841 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 1.7 5.7 6.4

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 162.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|--|----------|------------------------|
| 14.46      | <input type="checkbox"/><br>-.5000( .4019)<br>.5000( .4019)<br>.0000( .4019)   | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | -        | Concentrate            |
|            |  |          | Powder                 |
| 33.73      | <input type="checkbox"/><br>-1.3333( .4019)<br>.3333( .4019)<br>1.0000( .4019) | NUMAPP   | Number of Applications |
|            |  | ----     | 50                     |
|            |  | -        | 100                    |
|            |  | ---      | 200                    |
| 14.46      | <input type="checkbox"/><br>.5000( .3014)<br>-.5000( .3014)                    | GERMFRE  | Disinfectant           |
|            |  | -        | Yes                    |
|            |  | -        | No                     |
| 3.61       | <input type="checkbox"/><br>-.1250( .3014)<br>.1250( .3014)                    | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 33.73      | <input type="checkbox"/><br>1.5000( .4019)<br>-.6667( .4019)<br>-.8333( .4019) | PRICE    | Price per Application  |
|            |  | ----     | 35 cents               |
|            |  | --       | 49 cents               |
|            |  | --       | 79 cents               |
|            | 4.2083( .3177)   | CONSTANT |                        |

Pearson's R = .880 Significance = .0000  
 Kendall's tau = .828 Significance = .0000  
 Kendall's tau = .667 for 4 holdouts Significance = .0871

Simulation results:  
 Card: 23 24 25  
 Score: 2.2 5.7 7.3



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 168.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|--|----------|------------------------|
| 7.06       | -.2778( .1625)<br>.2222( .1625)<br>.0556( .1625)     | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  |          | Concentrate            |
| 9.41       | .3889( .1625)<br>-.1111( .1625)<br>-.2778( .1625)    | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
| 1.18       | -.0417( .1219)<br>.0417( .1219)                      | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| 4.71       | -.1667( .1219)<br>.1667( .1219)                      | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 77.65      | 3.3889( .1625)<br>-1.2778( .1625)<br>-2.1111( .1625) | PRICE    | Price per Application  |
|            |  |          | 35 cents               |
|            |  |          | 49 cents               |
|            | 3.6806( .1285)                                       | CONSTANT | 79 cents               |

Pearson's R = .990 Significance = .0000

Kendall's tau = .848 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 1.8 2.5 7.0



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 171.00

| Importance | Utility(s.e.)   | Factor |          |                        |
|------------|-----------------|--------|----------|------------------------|
| 17.65      | .5000( .4182)   |        | MIXTURE  | Product Form           |
|            | .0000( .4182)   |        | --       | Premixed               |
|            | -.5000( .4182)  |        | --       | Concentrate            |
| 17.65      | .5000( .4182)   |        | NUMAPP   | Number of Applications |
|            | .0000( .4182)   |        | --       | 50                     |
|            | -.5000( .4182)  |        | --       | 200                    |
| 22.06      | .6250( .3137)   |        | GERMFRE  | Disinfectant           |
|            | -.6250( .3137)  |        | ---      | Yes                    |
| 13.24      | .3750( .3137)   |        | BIOPROT  | Biodegradable          |
|            | .3750( .3137)   |        | --       | No                     |
| 29.41      | .6667( .4182)   |        | PRICE    | Price per Application  |
|            | .3333( .4182)   |        | ---      | 35 cents               |
|            | -1.0000( .4182) |        | ---      | 49 cents               |
|            | 4.2500( .3306)  |        | CONSTANT | 79 cents               |

Pearson's R = .792 Significance = .0000

Kendall's tau = .648 Significance = .0002

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 5.3 | 5.1 | 4.9 |

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 173.00

| Importance | Utility(s.e.)                                       | Factor   |                        |
|------------|---|----------|------------------------|
| 4.26       | .0556( .2214)<br>.0556( .2214)<br>-.1111( .2214)    | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
|            |   |          | Powder                 |
| 17.02      | -.1111( .2214)<br>-.2778( .2214)<br>.3889( .2214)   | NUMAPP   | Number of Applications |
|            |   |          | 50                     |
|            |   |          | 100                    |
|            |   |          | 200                    |
| 10.64      | .2083( .1661)<br>-.2083( .1661)                     | GERMFRE  | Disinfectant           |
|            |   |          | Yes                    |
|            |   |          | No                     |
| 4.26       | .0833( .1661)<br>-.0833( .1661)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 63.83      | 1.3889( .2214)<br>-.2778( .2214)<br>-1.1111( .2214) | PRICE    | Price per Application  |
|            |   |          | 35 cents               |
|            |   |          | 49 cents               |
|            |   |          | 79 cents               |
|            | 4.0139( .1751)                                      | CONSTANT |                        |

Pearson's R = .920 Significance = .0000

Kendall's tau = .783 Significance = .0000

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card: 23 24 25  
Score: 3.0 4.3 5.8

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 174.00

| Importance | Utility(s.e.)  | Factor         |                        |
|------------|----------------|----------------|------------------------|
| 7.50       | -              | MIXTURE        | Product Form           |
|            |                | -.2222( .2772) | Premixed               |
|            |                | .2778( .2772)  | Concentrate            |
|            |                |                | Powder                 |
| 5.00       | -              | NUMAPP         | Number of Applications |
|            |                | .1111( .2772)  | 50                     |
|            |                | -.2222( .2772) | 100                    |
|            |                |                | 200                    |
| 68.75      | 2.2917( .2079) | GERMFRE        | Disinfectant           |
|            |                | ----           | Yes                    |
|            |                | ----           | No                     |
| 6.25       | -              | BIOPROT        | Biodegradable          |
|            |                | -.2083( .2079) | No                     |
|            |                |                | Yes                    |
| 12.50      | -              | PRICE          | Price per Application  |
|            |                | .2778( .2772)  | 35 cents               |
|            |                | .2778( .2772)  | 49 cents               |
|            |                | -.5556( .2772) | 79 cents               |
|            |                | 3.3611( .2191) | CONSTANT               |

Pearson's R = .967 Significance = .0000

Kendall's tau = .785 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: 5.2 6.5 6.2

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 181.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 38.10      | -1.1667( .3287)<br>.8333( .3287)<br>.3333( .3287)  | MIXTURE  | Product Form           |
|            |  | ----     | Premixed               |
|            |  | ---      | Concentrate            |
|            |  | -        | Powder                 |
| .00        | .0000( .3287)<br>.0000( .3287)<br>.0000( .3287)    | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
|            |  |          | 200                    |
| 4.76       | .1250( .2465)<br>-.1250( .2465)                    | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| 9.52       | .2500( .2465)<br>-.2500( .2465)                    | BIOPROT  | Biodegradable          |
|            |  | -        | No                     |
|            |  | -        | Yes                    |
| 47.62      | 1.1667( .3287)<br>.1667( .3287)<br>-1.3333( .3287) | PRICE    | Price per Application  |
|            |  | ----     | 35 cents               |
|            |  | -        | 49 cents               |
|            |  | ----     | 79 cents               |
|            | 3.8750( .2598)                                     | CONSTANT |                        |

Pearson's R = .890 Significance = .0000

Kendall's tau = .771 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 1.2 4.8 5.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 187.00

| Importance | Utility(s.e.)            | Factor   |                        |
|------------|--------------------------|----------|------------------------|
| 14.14      | <input type="checkbox"/> | MIXTURE  | Product Form           |
|            | -.5556( .2519)           | -        | Premixed               |
|            | -.0556( .2519)           |          | Concentrate            |
|            | .6111( .2519)            | -        | Powder                 |
| 14.14      | <input type="checkbox"/> | NUMAPP   | Number of Applications |
|            | -.7222( .2519)           | -        | 50                     |
|            | .4444( .2519)            |          | 100                    |
|            | .2778( .2519)            | -        | 200                    |
| 16.16      | <input type="checkbox"/> | GERMFRE  | Disinfectant           |
|            | .6667( .1889)            |          | Yes                    |
|            | -.6667( .1889)           | -        | No                     |
| 11.11      | <input type="checkbox"/> | BIOPROT  | Biodegradable          |
|            | -.4583( .1889)           |          | No                     |
|            | .4583( .1889)            | -        | Yes                    |
| 44.44      | <input type="checkbox"/> | PRICE    | Price per Application  |
|            | 1.4444( .2519)           | ---      | 35 cents               |
|            | .7778( .2519)            | -        | 49 cents               |
|            | -2.2222( .2519)          | ----     | 79 cents               |
|            | 4.3194( .1991)           | CONSTANT |                        |

Pearson's R = .963                      Significance = .0000  
 Kendall's tau = .858                      Significance = .0000  
 Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:  
 Card: 23 24 25  
 Score: 1.9 6.4 7.8

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 193.00

| Importance | Utility(s.e.)                                       | Factor   |                        |
|------------|---|----------|------------------------|
| 9.62       | - .0556( .3405)<br>.4444( .3405)<br>- .3889( .3405) | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   | -        | Concentrate            |
|            |   | -        | Powder                 |
| 26.92      | -1.5556( .3405)<br>.7778( .3405)<br>.7778( .3405)   | NUMAPP   | Number of Applications |
|            |   | ----     | 50                     |
|            |   | --       | 100                    |
|            |   | --       | 200                    |
| 38.46      | 1.6667( .2553)<br>-1.6667( .2553)                   | GERMFRE  | Disinfectant           |
|            |   | ----     | Yes                    |
|            |   | ----     | No                     |
| 3.85       | .1667( .2553)<br>-.1667( .2553)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 21.15      | .7778( .3405)<br>.2778( .3405)<br>-1.0556( .3405)   | PRICE    | Price per Application  |
|            |   | --       | 35 cents               |
|            |   | -        | 49 cents               |
|            |   | ---      | 79 cents               |
|            | 3.4444( .2692)                                      | CONSTANT |                        |

Pearson's R = .946 Significance = .0000

Kendall's tau = .820 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
Score: 2.3 6.4 6.1



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 194.00

| Importance | Utility(s.e.)  | Factor         |                        |
|------------|----------------|----------------|------------------------|
| 15.69      | -              | MIXTURE        | Product Form           |
|            |                | -.3333 (.6195) | Premixed               |
|            |                | .0000 (.6195)  | Concentrate            |
|            |                | -.3333 (.6195) | Powder                 |
| 23.53      | .              | NUMAPP         | Number of Applications |
|            |                | .5000 (.6195)  | 50                     |
|            |                | .0000 (.6195)  | 100                    |
|            |                | -.5000 (.6195) | 200                    |
| 47.06      | 1.0000 (.4646) | GERMFRE        | Disinfectant           |
|            |                | -.0000 (.4646) | Yes                    |
|            |                | ----           | No                     |
| 5.88       | -              | BIOPROT        | Biodegradable          |
|            |                | -.1250 (.4646) | No                     |
|            |                | .1250 (.4646)  | Yes                    |
| 7.84       | -              | PRICE          | Price per Application  |
|            |                | -.1667 (.6195) | 35 cents               |
|            |                | .0000 (.6195)  | 49 cents               |
|            |                | .1667 (.6195)  | 79 cents               |
|            | 3.3750 (.4897) | CONSTANT       |                        |

Pearson's R = .634                      Significance = .0024

Kendall's tau = .470                      Significance = .0062

Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 4.8 | 4.0 | 4.2 |



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 211.00

| Importance | Utility(s.e.)   | Factor                  |                        |
|------------|---|-------------------------|------------------------|
| 16.82      | <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | MIXTURE                 | Product Form           |
|            |   | -.3889( .2753) -        | Premixed               |
|            |   | -.5556( .2753) -        | Concentrate            |
|            |   | .9444( .2753) --        | Powder                 |
| 24.30      | <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | NUMAPP                  | Number of Applications |
|            |   | -1.2222( .2753) --      | 50                     |
|            |   | .2778( .2753) -         | 100                    |
|            |   | .9444( .2753) --        | 200                    |
| 3.74       | <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | GERMFRE                 | Disinfectant           |
|            |   | .1667( .2065)           | Yes                    |
|            |   | -.1667( .2065)          | No                     |
| 15.89      | <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | BIOPROT                 | Biodegradable          |
|            |   | -.7083( .2065) -        | No                     |
|            |   | .7083( .2065) -         | Yes                    |
| 39.25      | <div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto;"></div> | PRICE                   | Price per Application  |
|            |   | 1.4444( .2753) ---      | 35 cents               |
|            |   | .6111( .2753) -         | 49 cents               |
|            |   | -2.0556( .2753) ----    | 79 cents               |
|            |   | 3.9028( .2176) CONSTANT |                        |

Pearson's R = .960 Significance = .0000

Kendall's tau = .839 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: 1.1 5.8 8.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 222.00

| Importance | Utility(s.e.)                 | Factor   |                        |
|------------|-------------------------------|----------|------------------------|
| 13.48      | -.1111(.3680)<br>.5556(.3680) | MIXTURE  | Product Form           |
|            | -.4444(.3680)                 | -        | Premixed               |
|            |                               | -        | Concentrate            |
|            |                               | -        | Powder                 |
| 6.74       | -.2778(.3680)<br>.0556(.3680) | NUMAPP   | Number of Applications |
|            | .2222(.3680)                  | -        | 50                     |
|            |                               | -        | 100                    |
|            |                               | -        | 200                    |
| 19.10      | .7083(.2760)                  | GERMFRE  | Disinfectant           |
|            | -.7083(.2760)                 | --       | Yes                    |
|            |                               | --       | No                     |
| 15.73      | .5833(.2760)                  | BIOPROT  | Biodegradable          |
|            | -.5833(.2760)                 | -        | No                     |
|            |                               | -        | Yes                    |
| 44.94      | 1.7222(.3680)                 | PRICE    | Price per Application  |
|            | -.1111(.3680)                 | ----     | 35 cents               |
|            | -1.6111(.3680)                | ----     | 49 cents               |
|            |                               | ----     | 79 cents               |
|            | 3.6806(.2910)                 | CONSTANT |                        |

Pearson's R = .907 Significance = .0000

Kendall's tau = .761 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25

Score: 1.8 4.5 5.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 225.00

| Importance | Utility(s.e.) | Factor   |                        |
|------------|---------------|----------|------------------------|
| 8.70       | -             | MIXTURE  | Product Form           |
|            |               | -        | Premixed               |
|            |               | -        | Concentrate            |
| 26.09      | -             | NUMAPP   | Number of Applications |
|            |               | --       | 50                     |
|            |               | -        | 100                    |
| 31.52      | -             | GERMFRE  | Disinfectant           |
|            |               | ---      | Yes                    |
|            |               | ---      | No                     |
| 1.09       | -             | BIOPROT  | Biodegradable          |
|            |               |          | No                     |
|            |               |          | Yes                    |
| 32.61      | -             | PRICE    | Price per Application  |
|            |               | ---      | 35 cents               |
|            |               | -        | 49 cents               |
| 3.2222     | -             | CONSTANT | 79 cents               |
|            |               |          | ----                   |

Pearson's R = .990    Significance = .0000  
Kendall's tau = .931    Significance = .0000  
Kendall's tau = 1.000 for 4 holdouts                          Significance = .0208

Simulation results:  
Card: 23 24 25  
Score: 1.8 6.3 7.0

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 235.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 14.93      | .0556( .5088)   | MIXTURE  | Product Form           |
|            | .3889( .5088)   | -        | Premixed               |
|            | -.4444( .5088)  | -        | Concentrate            |
|            |                 |          | Powder                 |
| 23.88      | -.1111( .5088)  | NUMAPP   | Number of Applications |
|            | .7222( .5088)   | --       | 50                     |
|            | -.6111( .5088)  | --       | 100                    |
|            |                 |          | 200                    |
| 11.94      | .3333( .3816)   | GERMFRE  | Disinfectant           |
|            | -.3333( .3816)  | -        | Yes                    |
|            |                 | -        | No                     |
| 1.49       | -.0417( .3816)  | BIOPROT  | Biodegradable          |
|            | .0417( .3816)   |          | No                     |
|            |                 |          | Yes                    |
| 47.76      | 1.3889( .5088)  | PRICE    | Price per Application  |
|            | -.1111( .5088)  | ----     | 35 cents               |
|            | -1.2778( .5088) | ----     | 49 cents               |
|            |                 |          | 79 cents               |
|            | 5.0139( .4023)  | CONSTANT |                        |

Pearson's R = .771                      Significance = .0001

Kendall's tau = .639                      Significance = .0004

Kendall's tau = .775 for 4 holdouts      Significance = .0786

Simulation results:

Card: 23 24 25  
Score: 4.1 5.1 5.7

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 236.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|---|----------|------------------------|
| 11.90      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> -.4444( .3281)<br>.0556( .3281)<br>.3889( .3281)    | MIXTURE  | Product Form           |
|            |   | -        | Premixed               |
|            |   | -        | Concentrate            |
|            |   | -        | Powder                 |
| 14.29      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> -.6111( .3281)<br>.2222( .3281)<br>.3889( .3281)    | NUMAPP   | Number of Applications |
|            |   | -        | 50                     |
|            |   | -        | 100                    |
|            |   | -        | 200                    |
| 16.67      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> .5833( .2461)<br>-.5833( .2461)                     | GERMFRE  | Disinfectant           |
|            |   | -        | Yes                    |
|            |   | -        | No                     |
| 4.76       | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> -.1667( .2461)<br>.1667( .2461)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 52.38      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> 2.0556( .3281)<br>-.4444( .3281)<br>-1.6111( .3281) | PRICE    | Price per Application  |
|            |   | ----     | 35 cents               |
|            |   | -        | 49 cents               |
|            |   | ---      | 79 cents               |
|            | 2.4722( .2594)  | CONSTANT |                        |

|               |   |                     |              |   |       |
|---------------|---|---------------------|--------------|---|-------|
| Pearson's R   | = | .927                | Significance | = | .0000 |
| Kendall's tau | = | .843                | Significance | = | .0000 |
| Kendall's tau | = | .707 for 4 holdouts | Significance | = | .0899 |

Simulation results:  
 Card: 23 24 25  
 Score: .6 3.2 6.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 240.00

| Importance | Utility(s.e.)                                       | Factor   |                        |
|------------|---|----------|------------------------|
| 8.96       | - .2222( .2753)<br>- .0556( .2753)<br>.2778( .2753) | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
|            |   | -        | Powder                 |
| 11.94      | - .3889( .2753)<br>.2778( .2753)<br>.1111( .2753)   | NUMAPP   | Number of Applications |
|            |   | -        | 50                     |
|            |   | -        | 100                    |
|            |   |          | 200                    |
| 2.99       | - .0833( .2065)<br>.0833( .2065)                    | GERMFRE  | Disinfectant           |
|            |   |          | Yes                    |
|            |   |          | No                     |
| 70.15      | -1.9583( .2065)<br>1.9583( .2065)                   | BIOPROT  | Biodegradable          |
|            |   | ----     | No                     |
|            |   | ----     | Yes                    |
| 5.97       | .1111( .2753)<br>.1111( .2753)<br>- .2222( .2753)   | PRICE    | Price per Application  |
|            |   |          | 35 cents               |
|            |   |          | 49 cents               |
|            |   |          | 79 cents               |
|            | 4.0694( .2176)                                      | CONSTANT |                        |

Pearson's R = .955 Significance = .0000

Kendall's tau = .735 Significance = .0001

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:  
 Card: 23 24 25  
 Score: 5.1 6.1 6.4



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 260.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)  | Factor                  |                        |
|------------|--|-------------------------|------------------------|
| 12.31      | [ ]<br>- .1111 (.2559)<br> <br>.3889 (.2559)<br> <br>- .2778 (.2559) | MIXTURE                 | Product Form           |
|            |  | -                       | Premixed               |
|            |  | -                       | Concentrate            |
| 12.31      | [ ]<br>- .4444 (.2559)<br> <br>.2222 (.2559)<br> <br>.2222 (.2559)   | NUMAPP                  | Number of Applications |
|            |  | -                       | 50                     |
|            |  | -                       | 100                    |
| 53.85      | [ ]<br>1.4583 (.1919)<br> <br>-1.4583 (.1919)                        | GERMFRE                 | Disinfectant           |
|            |  | -----                   | Yes                    |
| 12.31      | [ ]<br>.3333 (.1919)<br> <br>- .3333 (.1919)                         | BIOPROT                 | Biodegradable          |
|            |  | -                       | No                     |
|            |  | -                       | Yes                    |
| 9.23       | [ ]<br>.0556 (.2559)<br> <br>.2222 (.2559)<br> <br>- .2778 (.2559)   | PRICE                   | Price per Application  |
|            |  | -                       | 35 cents               |
|            |  | -                       | 49 cents               |
|            |  |                         | 79 cents               |
|            |  | 3.1806 (.2023) CONSTANT |                        |

Pearson's R = .939                      Significance = .0000

Kendall's tau = .738                      Significance = .0001

Kendall's tau = .775 for 4 holdouts      Significance = .0786

Simulation results:  
Card: 23 24 25  
Score: 3.5 5.1 4.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 261.00

| Importance | Utility(s.e.) | Factor         |                        |
|------------|---------------|----------------|------------------------|
| 23.53      | -             | MIXTURE        | Product Form           |
|            |               | -              | Premixed               |
|            |               | -              | Concentrate            |
|            |               |                | Powder                 |
| 11.76      | -             | NUMAPP         | Number of Applications |
|            |               | -              | 50                     |
|            |               |                | 100                    |
|            |               |                | 200                    |
| 2.94       | -             | GERMFRE        | Disinfectant           |
|            |               |                | Yes                    |
|            |               |                | No                     |
| 2.94       | -             | BIOPROT        | Biodegradable          |
|            |               |                | No                     |
|            |               |                | Yes                    |
| 58.82      | -             | PRICE          | Price per Application  |
|            |               | --             | 35 cents               |
|            |               | --             | 49 cents               |
|            |               | ----           | 79 cents               |
|            |               | 4.0556( .1656) | CONSTANT               |

Pearson's R = .965 Significance = .0000

Kendall's tau = .847 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: .7 5.4 6.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 271.00

| Importance | Utility(s.e.) | Factor         |                        |
|------------|---------------|----------------|------------------------|
| 6.15       | -             | MIXTURE        | Product Form           |
|            |               | -.1667( .4410) | Premixed               |
|            |               | .0000( .4410)  | Concentrate            |
|            |               |                | Powder                 |
| 21.54      | -             | NUMAPP         | Number of Applications |
|            |               | .1667( .4410)  | 50                     |
|            |               | .5000( .4410)  | 100                    |
|            |               |                | 200                    |
| 4.62       | -             | GERMFRE        | Disinfectant           |
|            |               | .1250( .3307)  | Yes                    |
|            |               |                | No                     |
| 36.92      | -             | BIOPROT        | Biodegradable          |
|            |               | 1.0000( .3307) | No                     |
|            |               |                | Yes                    |
| 30.77      | -             | PRICE          | Price per Application  |
|            |               | .6667( .4410)  | 35 cents               |
|            |               | .3333( .4410)  | 49 cents               |
|            |               |                | 79 cents               |
|            |               | 3.2917( .3486) | CONSTANT               |

Pearson's R = .811 Significance = .0000

Kendall's tau = .654 Significance = .0002

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: .6 3.3 3.8

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 277.00

Importance Utility(s.e.) Factor

|       |                 |      |         |                        |
|-------|-----------------|------|---------|------------------------|
| 25.71 | -.7778( .3804)  | ---  | MIXTURE | Product Form           |
|       | .0556( .3804)   |      |         | Premixed               |
|       | .7222( .3804)   |      |         | Concentrate            |
|       |                 |      |         | Powder                 |
|       |                 |      |         |                        |
| 28.57 | -1.1111( .3804) | ---- | NUMAPP  | Number of Applications |
|       | .5556( .3804)   |      |         | 50                     |
|       | .5556( .3804)   |      |         | 100                    |
|       |                 |      |         | 200                    |
|       |                 |      |         |                        |
| 24.29 | .7083( .2853)   | ---  | GERMFRE | Disinfectant           |
|       | -.7083( .2853)  |      |         | Yes                    |
|       |                 |      |         | No                     |
|       |                 |      |         |                        |
| 7.14  | .2083( .2853)   | -    | BIOPROT | Biodegradable          |
|       | -.2083( .2853)  |      |         | No                     |
|       |                 |      |         | Yes                    |
|       |                 |      |         |                        |
| 14.29 | .3889( .3804)   | -    | PRICE   | Price per Application  |
|       | .0556( .3804)   |      |         | 35 cents               |
|       | -.4444( .3804)  |      |         | 49 cents               |
|       |                 |      |         | 79 cents               |
|       |                 |      |         |                        |
|       | 3.1389( .3007)  |      |         | CONSTANT               |

Pearson's R = .843 Significance = .0000  
 Kendall's tau = .718 Significance = .0000  
 Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:  
 Card: 23 24 25  
 Score: 1.3 4.3 5.3



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 300.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|--|----------|------------------------|
| 19.67      | <input type="checkbox"/><br>.5000( .1898)<br>.0000( .1898)                     | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | -        | Concentrate            |
|            |  |          | Powder                 |
| 6.56       | <input type="checkbox"/><br>.0000( .1898)<br>.1667( .1898)                     | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
|            |  |          | 200                    |
| 9.84       | <input type="checkbox"/><br>.2500( .1423)<br>-.2500( .1423)                    | GERMFRE  | Disinfectant           |
|            |  | -        | Yes                    |
|            |  | -        | No                     |
| 4.92       | <input type="checkbox"/><br>.1250( .1423)<br>-.1250( .1423)                    | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 59.02      | <input type="checkbox"/><br>1.1667( .1898)<br>.6667( .1898)<br>-1.8333( .1898) | PRICE    | Price per Application  |
|            |  | ---      | 35 cents               |
|            |  | -        | 49 cents               |
|            |  | ----     | 79 cents               |
|            | 3.7083( .1500)   | CONSTANT |                        |

Pearson's R = .961                      Significance = .0000  
 Kendall's tau = .885                      Significance = .0000  
 Kendall's tau = .707 for 4 holdouts      Significance = .0899

Simulation results:  
 Card: 23 24 25  
 Score: 1.3 5.2 5.2

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 302.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 9.37       | -              | MIXTURE  | Product Form           |
|            |                | -        | Premixed               |
|            |                | -        | Concentrate            |
|            |                |          | Powder                 |
| 21.88      | -              | NUMAPP   | Number of Applications |
|            |                | --       | 50                     |
|            |                | --       | 100                    |
|            |                |          | 200                    |
| 50.00      | -              | GERMFRE  | Disinfectant           |
|            |                | ----     | Yes                    |
|            |                | ----     | No                     |
| 6.25       | -              | BIOPROT  | Biodegradable          |
|            |                | -        | No                     |
|            |                | -        | Yes                    |
| 12.50      | -              | PRICE    | Price per Application  |
|            |                | -        | 35 cents               |
|            |                | -        | 49 cents               |
|            |                | -        | 79 cents               |
|            | 4.0556( .1493) | CONSTANT |                        |

Pearson's R = .962 Significance = .0000

Kendall's tau = .871 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
 Score: 4.2 6.4 6.6

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME:     303.00

| Importance | Utility(s.e.)                                     | Factor                      |   |
|------------|---|-----------------------------|---|
| 25.88      | -1.1667( .3586)<br>.5000( .3586)<br>.6667( .3586) | MIXTURE<br>----<br>--<br>-- | Product Form<br>Premixed<br>Concentrate<br>Powder         |
| 14.12      | -.6667( .3586)<br>.3333( .3586)<br>.3333( .3586)  | NUMAPP<br>--<br>-<br>-      | Number of Applications<br>50<br>100<br>200                |
| 31.76      | 1.1250( .2690)<br>-1.1250( .2690)                 | GERMFRE<br>----<br>----     | Disinfectant<br>Yes<br>No                                 |
| 14.12      | -.5000( .2690)<br>.5000( .2690)                   | BIOPROT<br>--<br>--         | Biodegradable<br>No<br>Yes                                |
| 14.12      | .5000( .3586)<br>.0000( .3586)<br>-.5000( .3586)  | PRICE<br>--<br>--           | Price per Application<br>35 cents<br>49 cents<br>79 cents |
|            | 3.7917( .2835)                                    | CONSTANT                    |   |

Pearson's R     =   .898 Significance = .0000

Kendall's tau = .821 Significance = .0000

Kendall's tau = 1.000 for 4 holdouts Significance = .0208

Simulation results:

|        |     |     |     |
|--------|-----|-----|-----|
| Card:  | 23  | 24  | 25  |
| Score: | 3.1 | 6.3 | 6.9 |



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 309.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
|            |                 | MIXTURE  | Product Form           |
| 4.35       | -.1667( .4626)  |          | Premixed               |
|            | .0000( .4626)   |          | Concentrate            |
|            | .1667( .4626)   |          | Powder                 |
|            |                 | NUMAPP   | Number of Applications |
| 17.39      | -.3333( .4626)  | -        | 50                     |
|            | -.5000( .4626)  | -        | 100                    |
|            | .8333( .4626)   | --       | 200                    |
|            |                 | GERMFRE  | Disinfectant           |
| 29.35      | 1.1250( .3469)  | --- ---  | Yes                    |
|            | -1.1250( .3469) | --- ---  | No                     |
|            |                 | BIOPROT  | Biodegradable          |
| 9.78       | -.3750( .3469)  | -        | No                     |
|            | .3750( .3469)   | -        | Yes                    |
|            |                 | PRICE    | Price per Application  |
| 39.13      | 1.3333( .4626)  | --- ---  | 35 cents               |
|            | .3333( .4626)   | -        | 49 cents               |
|            | -1.6667( .4626) | ----     | 79 cents               |
|            | 3.2500( .3657)  | CONSTANT |                        |

Pearson's R = .876    Significance = .0000  
 Kendall's tau = .721    Significance = .0000  
 Kendall's tau = .800 for 4 holdouts    Significance = .0630

Simulation results:  
 Card: 23 24 25  
 Score: 2.6 5.9 7.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 318.00

| Importance | Utility(s.e.)                                     | Factor   |                        |
|------------|---|----------|------------------------|
| 17.91      | .5556( .3538)<br>-.1111( .3538)<br>-.4444( .3538) | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
|            |   |          | Powder                 |
| 11.94      | .3889( .3538)<br>-.1111( .3538)<br>-.2778( .3538) | NUMAPP   | Number of Applications |
|            |   |          | 50                     |
|            |   |          | 100                    |
|            |   |          | 200                    |
| 52.24      | 1.4583( .2653)<br>-1.4583( .2653)                 | GERMFRE  | Disinfectant           |
|            |   |          | Yes                    |
|            |   |          | No                     |
| 14.93      | -.4167( .2653)<br>.4167( .2653)                   | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 2.99       | .0556( .3538)<br>.0556( .3538)<br>-.1111( .3538)  | PRICE    | Price per Application  |
|            |   |          | 35 cents               |
|            |   |          | 49 cents               |
|            |   |          | 79 cents               |
|            | 3.9306( .2797)                                    | CONSTANT |                        |

Pearson's R = .896                      Significance = .0000

Kendall's tau = .713                      Significance = .0001

Kendall's tau = .816 for 4 holdouts      Significance = .0607

Simulation results:

Card: 23 24 25  
Score: 6.6 5.5 5.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 323.00

Importance Utility(s.e.) Factor

|       |  |                 |      |         |                        |
|-------|--|-----------------|------|---------|------------------------|
| 10.87 |  | -.0556( .4311)  |      | MIXTURE | Product Form           |
|       |  | .4444( .4311)   | -    |         | Premixed               |
|       |  | -.3889( .4311)  | -    |         | Concentrate            |
|       |  |                 |      |         | Powder                 |
|       |  |                 |      |         |                        |
| 30.43 |  | .4444( .4311)   |      | NUMAPP  | Number of Applications |
|       |  | -1.3889( .4311) | ---- |         | 50                     |
|       |  | .9444( .4311)   | ---  |         | 100                    |
|       |  |                 |      |         | 200                    |
|       |  |                 |      |         |                        |
| 8.70  |  | -.3333( .3233)  |      | GERMFRE | Disinfectant           |
|       |  | .3333( .3233)   | -    |         | Yes                    |
|       |  |                 |      |         | No                     |
|       |  |                 |      |         |                        |
| 21.74 |  | -.8333( .3233)  | --   | BIOPROT | Biodegradable          |
|       |  | .8333( .3233)   | ---  |         | No                     |
|       |  |                 |      |         | Yes                    |
|       |  |                 |      |         |                        |
| 28.26 |  | 1.2778( .4311)  | ---- | PRICE   | Price per Application  |
|       |  | -.3889( .4311)  | -    |         | 35 cents               |
|       |  | -.8889( .4311)  | ---  |         | 49 cents               |
|       |  |                 |      |         | 79 cents               |

4.1111( .3408) CONSTANT

Pearson's R = .874 Significance = .0000  
 Kendall's tau = .762 Significance = .0000  
 Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:  
 Card: 23 24 25  
 Score: 4.1 5.6 6.4

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 336.00

Importance Utility(s.e.) Factor

|       |                 |          |                        |
|-------|-----------------|----------|------------------------|
| 40.58 | 1.2778( .3479)  | MIXTURE  | Product Form           |
|       | -.2222( .3479)  | ----     | Premixed               |
|       | -1.0556( .3479) | ---      | Concentrate            |
|       |                 |          | Powder                 |
| 34.78 | 1.1111( .3479)  | NUMAPP   | Number of Applications |
|       | -.2222( .3479)  | ---      | 50                     |
|       | -.8889( .3479)  | ---      | 100                    |
|       |                 |          | 200                    |
| 15.94 | -.4583( .2609)  | GERMFRE  | Disinfectant           |
|       | .4583( .2609)   | -        | Yes                    |
|       |                 |          | No                     |
| 5.80  | .1667( .2609)   | BIOPROT  | Biodegradable          |
|       | -.1667( .2609)  | -        | No                     |
|       |                 |          | Yes                    |
| 2.90  | -.0556( .3479)  | PRICE    | Price per Application  |
|       | .1111( .3479)   |          | 35 cents               |
|       | -.0556( .3479)  |          | 49 cents               |
|       |                 |          | 79 cents               |
|       | 4.1528( .2751)  | CONSTANT |                        |

Pearson's R = .878 Significance = .0000

Kendall's tau = .780 Significance = .0000

Kendall's tau = .667 for 4 holdouts Significance = .0871

Simulation results:

Card: 23 24 25  
Score: 5.9 2.5 1.5

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 348.00

| Importance | Utility(s.e.)   | Factor                  |                        |
|------------|---|-------------------------|------------------------|
| 10.00      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> | MIXTURE                 | Product Form           |
|            |   | .2222( .2238)           | Premixed               |
|            |   | .0556( .2238)           | Concentrate            |
|            |   | -.2778( .2238) -        | Powder                 |
| 10.00      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> | NUMAPP                  | Number of Applications |
|            |   | .2222( .2238)           | 50                     |
|            |   | .0556( .2238)           | 100                    |
|            |   | -.2778( .2238) -        | 200                    |
| 6.67       | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div>   | GERMFRE                 | Disinfectant           |
|            |   | -.1667( .1678)          | Yes                    |
|            |   | .1667( .1678)           | No                     |
| 16.67      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div>   | BIOPROT                 | Biodegradable          |
|            |   | -.4167( .1678) -        | No                     |
|            |   | .4167( .1678) -         | Yes                    |
| 56.67      | <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> | PRICE                   | Price per Application  |
|            |   | 1.8889( .2238) ----     | 35 cents               |
|            |   | -.9444( .2238) --       | 49 cents               |
|            |   | -.9444( .2238) --       | 79 cents               |
|            |   | 2.1389( .1769) CONSTANT |                        |

Pearson's R = .949 Significance = .0000

Kendall's tau = .747 Significance = .0001

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
 Score: 1.9 1.2 3.7

## CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 350.00

| Importance | Utility(s.e.)            | Factor                       |   |
|------------|--------------------------|------------------------------|---|
| 18.92      | <input type="checkbox"/> | MIXTURE<br>--  <br>--  <br>- | Product Form<br>Premixed<br>Concentrate<br>Powder         |
| 21.62      | <input type="checkbox"/> | NUMAPP<br>--  <br>--  <br>-- | Number of Applications<br>50<br>100<br>200                |
| 48.65      | <input type="checkbox"/> | GERMFRE<br>----  <br>----    | Disinfectant<br>Yes<br>No                                 |
| .00        | <input type="checkbox"/> | BIOPROT<br> <br>             | Biodegradable<br>No<br>Yes                                |
| 10.81      | <input type="checkbox"/> | PRICE<br>-  <br>-  <br>-     | Price per Application<br>35 cents<br>49 cents<br>79 cents |
|            |                          | 3.5000( .1521) CONSTANT      |   |

Pearson's R = .970                      Significance = .0000  
 Kendall's tau = .861                      Significance = .0000  
 Kendall's tau = .816 for 4 holdouts      Significance = .0607

Simulation results:  
 Card: 23 24 25  
 Score: 4.0 5.8 6.5

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 354.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 25.00      | .7222( .5179)<br>.0556( .5179)<br>-.7778( .5179)   | MIXTURE  | Product Form           |
|            |  | --       | Premixed               |
|            |  | --       | Concentrate            |
| 22.22      | .2222( .5179)<br>-.7778( .5179)<br>.5556( .5179)   | NUMAPP   | Number of Applications |
|            |  | -        | 50                     |
|            |  | -        | 100                    |
| 2.78       | .0833( .3884)<br>-.0833( .3884)                    | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
| 5.56       | -.1667( .3884)<br>.1667( .3884)                    | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
| 44.44      | 1.0556( .5179)<br>.5556( .5179)<br>-1.6111( .5179) | PRICE    | Price per Application  |
|            |  | ---      | 35 cents               |
|            |  | -        | 49 cents               |
|            | 3.9722( .4094)                                     | CONSTANT |                        |

Pearson's R = .795 Significance = .0000

Kendall's tau = .516 Significance = .0028

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
Score: 3.6 5.4 5.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 356.00

| Importance | Utility(s.e.)   | Factor   |                               |
|------------|-----------------|----------|-------------------------------|
| 8.96       | .0556( .3708)   | -        | MIXTURE Product Form          |
|            | -.2778( .3708)  |          | Premixed                      |
|            | .2222( .3708)   |          | Concentrate                   |
| 8.96       | .0556( .3708)   | -        | NUMAPP Number of Applications |
|            | -.2778( .3708)  |          | 50                            |
|            | .2222( .3708)   |          | 100                           |
| 5.97       | -.1667( .2781)  |          | GERMFRE Disinfectant          |
|            | .1667( .2781)   |          | Yes                           |
| 10.45      | -.2917( .2781)  | -        | BIOPROT Biodegradable         |
|            | .2917( .2781)   |          | No                            |
| 65.67      | 1.8889( .3708)  | ----     | PRICE Price per Application   |
|            | -.1111( .3708)  |          | 35 cents                      |
|            | -1.7778( .3708) |          | 49 cents                      |
|            | 3.0972( .2932)  | CONSTANT | 79 cents                      |

Pearson's R = .893 Significance = .0000

Kendall's tau = .780 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: 1.2 3.1 5.6



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 357.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 8.11       | -.2778( .3218)  | MIXTURE  | Product Form           |
|            | .0556( .3218)   | -        | Premixed               |
|            | .2222( .3218)   |          | Concentrate            |
|            |                 |          | Powder                 |
| 16.22      | -.4444( .3218)  | NUMAPP   | Number of Applications |
|            | .5556( .3218)   | -        | 50                     |
|            | -.1111( .3218)  |          | 100                    |
|            |                 |          | 200                    |
| 14.86      | .4583( .2414)   | GERMFRE  | Disinfectant           |
|            | -.4583( .2414)  | -        | Yes                    |
|            |                 |          | No                     |
| 9.46       | -.2917( .2414)  | BIOPROT  | Biodegradable          |
|            | .2917( .2414)   | -        | No                     |
|            |                 |          | Yes                    |
| 51.35      | 1.2222( .3218)  | PRICE    | Price per Application  |
|            | .7222( .3218)   | ---      | 35 cents               |
|            | -1.9444( .3218) | -        | 49 cents               |
|            |                 | ----     | 79 cents               |
|            | 5.0556( .2544)  | CONSTANT |                        |

Pearson's R = .915 Significance = .0000

Kendall's tau = .730 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 3.1 6.5 7.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 363.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 11.76      | .0000( .3110)<br>.5000( .3110)<br>-.5000( .3110)   | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  |          | Concentrate            |
| 27.45      | -1.5000( .3110)<br>.8333( .3110)<br>.6667( .3110)  | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 200                    |
| 32.35      | 1.3750( .2332)<br>-1.3750( .2332)                  | GERMFRE  | Disinfectant           |
|            |  |          | No                     |
| 2.94       | -.1250( .2332)<br>.1250( .2332)                    | BIOPROT  | Biodegradable          |
|            |  |          | Yes                    |
| 25.49      | 1.0000( .3110)<br>.1667( .3110)<br>-1.1667( .3110) | PRICE    | Price per Application  |
|            |  |          | 35 cents               |
|            |  |          | 79 cents               |
|            | 2.9167( .2459)                                     | CONSTANT |                        |

Pearson's R = .947                      Significance = .0000

Kendall's tau = .819                      Significance = .0000

Kendall's tau = .548 for 4 holdouts      Significance = .1393

Simulation results:

Card: 23 24 25  
Score: 1.7 5.8 5.6

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 364.00

| Importance | Utility(s.e.) | Factor         |                        |
|------------|---------------|----------------|------------------------|
| 12.50      | -             | MIXTURE        | Product Form           |
|            |               | -              | Premixed               |
|            |               | -              | Concentrate            |
|            |               |                | Powder                 |
| 20.00      | -             | NUMAPP         | Number of Applications |
|            |               | -              | 50                     |
|            |               | --             | 100                    |
|            |               |                | 200                    |
| 7.50       | -             | GERMFRE        | Disinfectant           |
|            |               | -              | Yes                    |
|            |               |                | No                     |
| 15.00      | -             | BIOPROT        | Biodegradable          |
|            |               | -              | No                     |
|            |               |                | Yes                    |
| 45.00      | -             | PRICE          | Price per Application  |
|            |               | ---            | 35 cents               |
|            |               | -              | 49 cents               |
|            |               |                | 79 cents               |
|            |               | 3.7500( .3326) | CONSTANT               |

Pearson's R = .863 Significance = .0000

Kendall's tau = .760 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: 1.0 4.0 4.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 366.00

| Importance | Utility(s.e.)   | Factor  |                        |
|------------|-----------------|---------|------------------------|
| 13.48      |                 | MIXTURE | Product Form           |
|            | -.5000( .5162)  | -       | Premixed               |
|            | .5000( .5162)   | -       | Concentrate            |
|            | .0000( .5162)   |         | Powder                 |
| 31.46      |                 | NUMAPP  | Number of Applications |
|            | -1.1667( .5162) | ---     | 50                     |
|            | .0000( .5162)   |         | 100                    |
|            | 1.1667( .5162)  | ---     | 200                    |
| 16.85      |                 | GERMFRE | Disinfectant           |
|            | .6250( .3871)   | --      | Yes                    |
|            | -.6250( .3871)  | --      | No                     |
| 6.74       |                 | BIOPROT | Biodegradable          |
|            | -.2500( .3871)  | -       | No                     |
|            | .2500( .3871)   | -       | Yes                    |
| 31.46      |                 | PRICE   | Price per Application  |
|            | 1.5000( .5162)  | ----    | 35 cents               |
|            | -.6667( .5162)  | --      | 49 cents               |
|            | -.8333( .5162)  | --      | 79 cents               |
|            | 4.7083( .4081)  |         | CONSTANT               |

Pearson's R = .828 Significance = .0000

Kendall's tau = .751 Significance = .0000

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card: 23 24 25  
Score: 3.1 6.6 8.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 368.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 8.25       | -.3889( .3567)<br>.2778( .3567)<br>.1111( .3567)   | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  |          | Concentrate            |
|            |  |          | Powder                 |
| 18.56      | -.7222( .3567)<br>-.0556( .3567)<br>.7778( .3567)  | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
|            |  |          | 200                    |
| 28.87      | 1.1667( .2675)<br>-1.1667( .2675)                  | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| 5.15       | -.2083( .2675)<br>.2083( .2675)                    | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 39.18      | 1.2778( .3567)<br>.6111( .3567)<br>-1.8889( .3567) | PRICE    | Price per Application  |
|            |  |          | 35 cents               |
|            |  |          | 49 cents               |
|            |  |          | 79 cents               |
|            | 3.2361( .2820)                                     | CONSTANT |                        |

Pearson's R = .928 Significance = .0000

Kendall's tau = .783 Significance = .0000

Kendall's tau = .775 for 4 holdouts Significance = .0786

Simulation results:

Card: 23 24 25  
Score: 1.6 6.3 6.8

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 370.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 29.63      | .5556( .3937)  | MIXTURE  | Product Form           |
|            | .2222( .3937)  | --       | Premixed               |
|            | -.7778( .3937) | -        | Concentrate            |
|            |                | ---      | Powder                 |
| 3.70       | .0556( .3937)  | NUMAPP   | Number of Applications |
|            | .0556( .3937)  |          | 50                     |
|            | -.1111( .3937) |          | 100                    |
|            |                |          | 200                    |
| 25.93      | .5833( .2953)  | GERMFRE  | Disinfectant           |
|            | -.5833( .2953) | --       | Yes                    |
|            |                | --       | No                     |
| 7.41       | -.1667( .2953) | BIOPROT  | Biodegradable          |
|            | .1667( .2953)  | -        | No                     |
|            |                | -        | Yes                    |
| 33.33      | .3889( .3937)  | PRICE    | Price per Application  |
|            | .5556( .3937)  | --       | 35 cents               |
|            | -.9444( .3937) | --       | 49 cents               |
|            |                | ----     | 79 cents               |
|            | 4.3056( .3113) | CONSTANT |                        |

Pearson's R = .783 Significance = .0001

Kendall's tau = .690 Significance = .0001

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: 4.7 5.7 4.6

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 396.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| .00        | .0000( .0000)<br>.0000( .0000)<br>.0000( .0000)    | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  |          | Concentrate            |
|            |  |          | Powder                 |
| .00        | .0000( .0000)<br>.0000( .0000)<br>.0000( .0000)    | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
|            |  |          | 200                    |
| .00        | .0000( .0000)<br>.0000( .0000)                     | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| .00        | .0000( .0000)<br>.0000( .0000)                     | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 100.0      | 2.6667( .0000)<br>.6667( .0000)<br>-3.3333( .0000) | PRICE    | Price per Application  |
|            |  |          | 35 cents               |
|            |  |          | 49 cents               |
|            |  |          | 79 cents               |
|            | 4.3333( .0000)                                     | CONSTANT |                        |

Pearson's R = 1.000

Significance = .

Kendall's tau = 1.000

Significance = .0000

Kendall's tau = 1.000 for 4 holdouts

Significance = .0279

Simulation results:

Card: 23 24 25  
Score: 1.0 5.0 7.0





CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 401.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 4.65       | .1111( .1717)   | MIXTURE  | Product Form           |
|            | .1111( .1717)   |          | Premixed               |
|            | -.2222( .1717)  |          | Concentrate            |
|            |                 |          | Powder                 |
| 6.98       | -.2222( .1717)  | NUMAPP   | Number of Applications |
|            | -.0556( .1717)  |          | 50                     |
|            | .2778( .1717)   |          | 100                    |
|            |                 |          | 200                    |
| 11.63      | .4167( .1288)   | GERMFRE  | Disinfectant           |
|            | -.4167( .1288)  | -        | Yes                    |
|            |                 |          | No                     |
| 9.30       | -.3333( .1288)  | BIOPROT  | Biodegradable          |
|            | .3333( .1288)   |          | No                     |
|            |                 |          | Yes                    |
| 67.44      | 2.7778( .1717)  | PRICE    | Price per Application  |
|            | -.7222( .1717)  | -        | 35 cents               |
|            | -2.0556( .1717) | ---      | 49 cents               |
|            |                 |          | 79 cents               |
|            | 3.0278( .1358)  | CONSTANT |                        |

Pearson's R = .985 Significance = .0000  
 Kendall's tau = .869 Significance = .0000  
 Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:  
 Card: 23 24 25  
 Score: 1.6 3.4 6.6

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 416.00

| Importance | Utility(s.e.)                                       | Factor            |                        |
|------------|---|-------------------|------------------------|
| 18.39      | .0000( .3469)<br>-.6667( .3469)<br>.6667( .3469)    | MIXTURE<br>-<br>- | Product Form           |
|            |   |                   | Premixed               |
|            |   |                   | Concentrate            |
|            |   |                   | Powder                 |
| 11.49      | -.1667( .3469)<br>-.3333( .3469)<br>.5000( .3469)   | NUMAPP<br>-<br>-  | Number of Applications |
|            |   |                   | 50                     |
|            |   |                   | 100                    |
|            |   |                   | 200                    |
| .00        | .0000( .2602)<br>.0000( .2602)                      | GERMFRE<br>-<br>- | Disinfectant           |
|            |   |                   | Yes                    |
|            |   |                   | No                     |
| 3.45       | -.1250( .2602)<br>.1250( .2602)                     | BIOPROT<br>-<br>- | Biodegradable          |
|            |   |                   | No                     |
|            |   |                   | Yes                    |
| 66.67      | 2.8333( .3469)<br>-.8333( .3469)<br>-2.0000( .3469) | PRICE<br>-<br>--- | Price per Application  |
|            |   |                   | 35 cents               |
|            |   |                   | 49 cents               |
|            |   |                   | 79 cents               |
|            | 3.3750( .2743)                                      | CONSTANT          |                        |

Pearson's R = .947 Significance = .0000

Kendall's tau = .762 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
Score: 1.3 2.5 7.5

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 425.00

| Importance | Utility(s.e.)                                       | Factor   |                        |
|------------|---|----------|------------------------|
| 17.54      | -.8889( .3435)<br>.7778( .3435)<br>.1111( .3435)    | MIXTURE  | Product Form           |
|            |   | --       | Premixed               |
|            |   | --       | Concentrate            |
|            |   |          | Powder                 |
| 24.56      | -1.0556( .3435)<br>-.2222( .3435)<br>1.2778( .3435) | NUMAPP   | Number of Applications |
|            |   | ---      | 50                     |
|            |   | -        | 100                    |
|            |   | ---      | 200                    |
| 29.82      | 1.4167( .2576)<br>-1.4167( .2576)                   | GERMFRE  | Disinfectant           |
|            |   | ----     | Yes                    |
|            |   | ----     | No                     |
| 1.75       | -.0833( .2576)<br>.0833( .2576)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
|            |   |          | Yes                    |
| 26.32      | .9444( .3435)<br>.6111( .3435)<br>-1.5556( .3435)   | PRICE    | Price per Application  |
|            |   | --       | 35 cents               |
|            |   | --       | 49 cents               |
|            |   | ----     | 79 cents               |
|            | 2.7778( .2715)                                      | CONSTANT |                        |

Pearson's R = .945 Significance = .0000

Kendall's tau = .743 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
Score: .8 6.9 6.6

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 421.00

Importance Utility(s.e.) Factor

|       |                          |                 |          |                        |
|-------|--------------------------|-----------------|----------|------------------------|
| 11.24 | <input type="checkbox"/> | -.1667( .4243)  | MIXTURE  | Product Form           |
|       |                          | .5000( .4243)   |          | Premixed               |
|       |                          | -.3333( .4243)  |          | Concentrate            |
|       |                          |                 |          | Powder                 |
| 6.74  | <input type="checkbox"/> | -.1667( .4243)  | NUMAPP   | Number of Applications |
|       |                          | -.1667( .4243)  |          | 50                     |
|       |                          | .3333( .4243)   |          | 100                    |
|       |                          |                 |          | 200                    |
| 23.60 | <input type="checkbox"/> | .8750( .3182)   | GERMFRE  | Disinfectant           |
|       |                          | -.8750( .3182)  |          | Yes                    |
|       |                          |                 |          | No                     |
| 13.48 | <input type="checkbox"/> | -.5000( .3182)  | BIOPROT  | Biodegradable          |
|       |                          | .5000( .3182)   |          | No                     |
|       |                          |                 |          | Yes                    |
| 44.94 | <input type="checkbox"/> | 1.5000( .4243)  | PRICE    | Price per Application  |
|       |                          | .3333( .4243)   |          | 35 cents               |
|       |                          | -1.8333( .4243) |          | 49 cents               |
|       |                          |                 |          | 79 cents               |
|       |                          | 3.0417( .3354)  | CONSTANT |                        |

Pearson's R = .887                      Significance = .0000  
 Kendall's tau = .732                      Significance = .0000  
 Kendall's tau = .548 for 4 holdouts      Significance = .1393

Simulation results:  
 Card: 23 24 25  
 Score: 2.2 5.6 5.9

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 422.00

| Importance | Utility(s.e.)       | Factor               |                        |
|------------|---------------------|----------------------|------------------------|
| 13.19      | -                   | MIXTURE              | Product Form           |
|            |                     | -.6111( .4002) --    | Premixed               |
|            |                     | .3889( .4002) -      | Concentrate            |
|            | .2222( .4002) -     |                      | Powder                 |
| 37.36      | -                   | NUMAPP               | Number of Applications |
|            |                     | -1.4444( .4002) ---- | 50                     |
|            |                     | .0556( .4002)        | 100                    |
|            | 1.3889( .4002) ---- |                      | 200                    |
| 12.09      | -                   | GERMFRE              | Disinfectant           |
|            |                     | .4583( .3001) -      | Yes                    |
|            | -.4583( .3001) -    |                      | No                     |
| 4.40       | -                   | BIOPROT              | Biodegradable          |
|            |                     | -.1667( .3001)       | No                     |
|            | .1667( .3001)       |                      | Yes                    |
| 32.97      | -                   | PRICE                | Price per Application  |
|            |                     | 1.5556( .4002) ----  | 35 cents               |
|            |                     | -.6111( .4002) --    | 49 cents               |
|            | -.9444( .4002) --   |                      | 79 cents               |
|            | 4.3472( .3164)      | CONSTANT             |                        |

Pearson's R = .897 Significance = .0000

Kendall's tau = .832 Significance = .0000

Kendall's tau = 1.000 for 4 holdouts Significance = .0208

Simulation results:

Card: 23 24 25  
 Score: 2.0 6.1 8.1

## CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 428.00

| Importance | Utility(s.e.)   | Factor   | Product Form           |
|------------|-----------------|----------|------------------------|
| 6.90       | -0.2222( .2934) | MIXTURE  | Premixed               |
|            | .2778( .2934)   |          | Concentrate            |
|            | -0.0556( .2934) |          | Powder                 |
| 13.79      | .4444( .2934)   | NUMAPP   | Number of Applications |
|            | .1111( .2934)   | -        | 50                     |
|            | -0.5556( .2934) | -        | 200                    |
| 1.15       | .0417( .2200)   | GERMFRE  | Disinfectant           |
|            | -0.0417( .2200) |          | Yes                    |
| 2.30       | .0833( .2200)   |          | No                     |
|            | -0.0833( .2200) | BIOPROT  | Biodegradable          |
| 75.86      | 3.1111( .2934)  | PRICE    | Price per Application  |
|            | -0.7222( .2934) | ----     | 35 cents               |
|            | -2.3889( .2934) | ---      | 49 cents               |
|            | 3.5694( .2319)  | CONSTANT | 79 cents               |

Pearson's R = .967

Significance = .0000

Kendall's tau = .834

Significance = .0000

Kendall's tau = .913 for 4 holdouts

Significance = .0355

Simulation results:

Card: 23 24 25

Score: 1.5 2.7 6.2

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 433.00

| Importance | Utility(s.e.)                                       | Factor                         |                        |
|------------|---|--------------------------------|------------------------|
| 16.00      | .2778( .3020)<br>.1111( .3020)<br>-.3889( .3020)    | MIXTURE<br>-<br>-              | Product Form           |
|            |   |                                | Premixed               |
|            |   |                                | Concentrate            |
|            |   |                                | Powder                 |
| 12.00      | -.0556( .3020)<br>-.2222( .3020)<br>.2778( .3020)   | NUMAPP<br>-<br>-               | Number of Applications |
|            |   |                                | 50                     |
|            |   |                                | 100                    |
|            |   |                                | 200                    |
| 2.00       | .0417( .2265)<br>-.0417( .2265)                     | GERMFRE<br>-<br>-              | Disinfectant           |
|            |   |                                | Yes                    |
|            |   |                                | No                     |
| 10.00      | -.2083( .2265)<br>.2083( .2265)                     | BIOPROT<br>-<br>-              | Biodegradable          |
|            |   |                                | No                     |
|            |   |                                | Yes                    |
| 60.00      | 1.2778( .3020)<br>-.0556( .3020)<br>-1.2222( .3020) | PRICE<br>-<br>-<br>-<br>-<br>- | Price per Application  |
|            |   |                                | 35 cents               |
|            |   |                                | 49 cents               |
|            |   |                                | 79 cents               |
|            | 4.2778( .2388)                                      | CONSTANT                       |                        |

Pearson's R = .864 Significance = .0000

Kendall's tau = .754 Significance = .0000

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card: 23 24 25  
Score: 3.5 4.9 5.7





CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 441.00

Importance Utility(s.e.) Factor

|       |                 |      |          |                        |
|-------|-----------------|------|----------|------------------------|
| 34.92 | -1.2222( .4275) | ---- | MIXTURE  | Product Form           |
|       | .6111( .4275)   | --   |          | Premixed               |
|       | .6111( .4275)   | --   |          | Concentrate            |
|       |                 |      |          | Powder                 |
| 9.52  | -.0556( .4275)  |      | NUMAPP   | Number of Applications |
|       | -.2222( .4275)  | -    |          | 50                     |
|       | .2778( .4275)   | -    |          | 100                    |
|       |                 |      |          | 200                    |
| 1.59  | .0417( .3206)   |      | GERMFRE  | Disinfectant           |
|       | -.0417( .3206)  |      |          | Yes                    |
|       |                 |      |          | No                     |
| 6.35  | .1667( .3206)   |      | BIOPROT  | Biodegradable          |
|       | -.1667( .3206)  |      |          | No                     |
|       |                 |      |          | Yes                    |
| 47.62 | 1.1111( .4275)  | ---  | PRICE    | Price per Application  |
|       | .2778( .4275)   | -    |          | 35 cents               |
|       | -1.3889( .4275) | ---- |          | 49 cents               |
|       |                 |      |          | 79 cents               |
|       | 3.9861( .3380)  |      | CONSTANT |                        |

Pearson's R = .835                      Significance = .0000  
 Kendall's tau = .666                    Significance = .0001  
 Kendall's tau = .548 for 4 holdouts   Significance = .1393

Simulation results:  
 Card: 23 24 25  
 Score: 1.2 5.0 5.9



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 454.00

Importance Utility(s.e.) Factor

|       |                          |                        |       |                        |
|-------|--------------------------|------------------------|-------|------------------------|
| 10.99 | <input type="checkbox"/> | MIXTURE                |       | Product Form           |
|       |                          | .3333(.4570)           | -     | Premixed               |
|       |                          | .1667(.4570)           | -     | Concentrate            |
|       |                          | -.5000(.4570)          | -   - | Powder                 |
| 32.97 | <input type="checkbox"/> | NUMAPP                 |       | Number of Applications |
|       |                          | -1.6667(.4570)         | ----  | 50                     |
|       |                          | .8333(.4570)           | --    | 100                    |
|       |                          | .8333(.4570)           | --    | 200                    |
| 39.56 | <input type="checkbox"/> | GERMFRE                |       | Disinfectant           |
|       |                          | 1.5000(.3427)          | ----  | Yes                    |
|       |                          | -1.5000(.3427)         | ----  | No                     |
| 3.30  | <input type="checkbox"/> | BIOPROT                |       | Biodegradable          |
|       |                          | .1250(.3427)           |       | No                     |
|       |                          | -.1250(.3427)          |       | Yes                    |
| 13.19 | <input type="checkbox"/> | PRICE                  |       | Price per Application  |
|       |                          | .3333(.4570)           | -     | 35 cents               |
|       |                          | .3333(.4570)           | -     | 49 cents               |
|       |                          | -.6667(.4570)          | --    | 79 cents               |
|       |                          | 3.6250(.3613) CONSTANT |       |                        |

Pearson's R = .894 Significance = .0000

Kendall's tau = .661 Significance = .0001

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25

Score: 3.0 6.3 5.7

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 467.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 6.56       | .1111( .3003)  | MIXTURE  | Product Form           |
|            | -.2222( .3003) | -        | Premixed               |
|            | .1111( .3003)  |          | Concentrate            |
|            |                |          | Powder                 |
| 42.62      | -.8889( .3003) | NUMAPP   | Number of Applications |
|            | -.3889( .3003) | ---      | 50                     |
|            | 1.2778( .3003) | -        | 100                    |
|            |                | ----     | 200                    |
| 13.11      | -.3333( .2252) | GERMFRE  | Disinfectant           |
|            | .3333( .2252)  | -        | Yes                    |
|            |                | -        | No                     |
| 11.48      | .2917( .2252)  | BIOPROT  | Biodegradable          |
|            | -.2917( .2252) | -        | No                     |
|            |                | -        | Yes                    |
| 26.23      | .6111( .3003)  | PRICE    | Price per Application  |
|            | .1111( .3003)  | --       | 35 cents               |
|            | -.7222( .3003) | --       | 49 cents               |
|            |                |          | 79 cents               |
|            | 4.9028( .2374) | CONSTANT |                        |

Pearson's R = .878    Significance = .0000  
Kendall's tau = .798    Significance = .0000  
Kendall's tau = .913 for 4 holdouts                          Significance = .0355

Simulation results:  
Card: 23 24 25  
Score: 2.8 5.4 6.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 471.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)   | Factor          |                        |
|------------|-----------------|-----------------|------------------------|
| 14.29      | -               | MIXTURE         | Product Form           |
|            |                 | -.4444( .2772)  | Premixed               |
|            |                 | -.2778( .2772)  | Concentrate            |
|            | .7222( .2772)   | -               | Powder                 |
| 24.49      | -               | NUMAPP          | Number of Applications |
|            |                 | -1.2778( .2772) | 50                     |
|            |                 | .5556( .2772)   | 100                    |
|            | .7222( .2772)   | -               | 200                    |
| 2.04       | -               | GERMFRE         | Disinfectant           |
|            |                 | .0833( .2079)   | Yes                    |
|            | -.0833( .2079)  | -               | No                     |
| 16.33      | -               | BIOPROT         | Biodegradable          |
|            |                 | -.6667( .2079)  | No                     |
|            | .6667( .2079)   | -               | Yes                    |
| 42.86      | -               | PRICE           | Price per Application  |
|            |                 | 1.5556( .2772)  | 35 cents               |
|            |                 | .3889( .2772)   | 49 cents               |
|            | -1.9444( .2772) | ----            | 79 cents               |
|            | 3.9722( .2191)  | CONSTANT        |                        |

Pearson's R = .955 Significance = .0000

Kendall's tau = .840 Significance = .0000

Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:

Card: 23 24 25  
 Score: 1.1 5.6 7.7

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 472.00

Importance Utility(s.e.) Factor

| Importance | Utility(s.e.)                                      | Factor                  |                                    |
|------------|--|-------------------------|------------------------------------|
| 8.22       | .0556( .3420)<br>.2222( .3420)<br>-.2778( .3420)   | <br>-<br>-              | MIXTURE      Product Form          |
|            |  |                         | Premixed                           |
|            |  |                         | Concentrate                        |
|            |  |                         | Powder                             |
| 5.48       | -.1111( .3420)<br>.2222( .3420)<br>-.1111( .3420)  | <br>-<br>-              | NUMAPP      Number of Applications |
|            |  |                         | 50                                 |
|            |  |                         | 100                                |
|            |  |                         | 200                                |
| 19.18      | .5833( .2565)<br>-.5833( .2565)                    | <br>-                   | GERMFRE      Disinfectant          |
|            |  |                         | Yes                                |
|            |  |                         | No                                 |
| 15.07      | .4583( .2565)<br>-.4583( .2565)                    | <br>-                   | BIOPROT      Biodegradable         |
|            |  |                         | No                                 |
|            |  |                         | Yes                                |
| 52.05      | 1.5556( .3420)<br>.0556( .3420)<br>-1.6111( .3420) | -----<br>-----<br>----- | PRICE      Price per Application   |
|            |  |                         | 35 cents                           |
|            |  |                         | 49 cents                           |
|            |  |                         | 79 cents                           |
|            | 3.9306( .2703)                                     | CONSTANT                |                                    |

Pearson's R = .899      Significance = .0000  
Kendall's tau = .748      Significance = .0000  
Kendall's tau = .707 for 4 holdouts      Significance = .0899

Simulation results:  
Card: 23 24 25  
Score: 2.4 4.2 5.2

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 475.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 7.14       | -               | MIXTURE  | Product Form           |
|            |                 | -        | Premixed               |
|            |                 | -        | Concentrate            |
|            | .2222( .2238)   | -        | Powder                 |
| 23.81      | -               | NUMAPP   | Number of Applications |
|            |                 | --       | 50                     |
|            |                 | -        | 100                    |
|            | 1.0556( .2238)  | ---      | 200                    |
| 34.52      | -               | GERMFRE  | Disinfectant           |
|            |                 | ----     | Yes                    |
|            | -1.2083( .1678) | ----     | No                     |
| 8.33       | -               | BIOPROT  | Biodegradable          |
|            |                 | -        | No                     |
|            | .2917( .1678)   | -        | Yes                    |
| 26.19      | -               | PRICE    | Price per Application  |
|            |                 | ---      | 35 cents               |
|            |                 | -        | 49 cents               |
|            | -1.1111( .2238) | ----     | 79 cents               |
|            | 3.4722( .1769)  | CONSTANT |                        |

Pearson's R = .960 Significance = .0000

Kendall's tau = .875 Significance = .0000

Kendall's tau = .667 for 4 holdouts Significance = .0871

Simulation results:

Card: 23 24 25  
 Score: 3.0 6.5 7.0

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 476.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 23.53      | -.1111( .5525)<br>.7222( .5525)<br>-.6111( .5525)  | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  | ---      | Concentrate            |
|            |  | --       | Powder                 |
| 23.53      | -.4444( .5525)<br>.8889( .5525)<br>-.4444( .5525)  | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  | ---      | 100                    |
|            |  | --       | 200                    |
| 11.76      | .3333( .4143)<br>-.3333( .4143)                    | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  | -        | No                     |
| 5.88       | -.1667( .4143)<br>.1667( .4143)                    | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  | -        | Yes                    |
| 35.29      | 1.0556( .5525)<br>-.1111( .5525)<br>-.9444( .5525) | PRICE    | Price per Application  |
|            |  | ----     | 35 cents               |
|            |  |          | 49 cents               |
|            |  | ----     | 79 cents               |
|            | 5.2222( .4368)                                     | CONSTANT |                        |

Pearson's R = .722 Significance = .0004

Kendall's tau = .538 Significance = .0023

Kendall's tau = .775 for 4 holdouts Significance = .0786

Simulation results:

Card: 23 24 25  
Score: 4.2 5.9 5.7



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 492.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 6.25       | .0000( .2645)   | MIXTURE  | Product Form           |
|            | -.1667( .2645)  |          | Premixed               |
|            | .1667( .2645)   |          | Concentrate            |
| 9.38       | .1667( .2645)   | NUMAPP   | Number of Applications |
|            | -.3333( .2645)  |          | 50                     |
|            | .1667( .2645)   |          | 100                    |
| 4.69       | .1250( .1984)   | GERMFRE  | Disinfectant           |
|            | -.1250( .1984)  |          | Yes                    |
|            |                 |          | No                     |
| 60.94      | -1.6250( .1984) | BIOPROT  | Biodegradable          |
|            | 1.6250( .1984)  |          | No                     |
| 18.75      | .5000( .2645)   | PRICE    | Price per Application  |
|            | .0000( .2645)   |          | 35 cents               |
|            | -.5000( .2645)  |          | 49 cents               |
|            | 4.0000( .2091)  | CONSTANT | 79 cents               |

Pearson's R = .944 Significance = .0000

Kendall's tau = .791 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
 Score: 4.9 5.8 6.6

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 502.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 18.46      | - .6111( .2436)<br>.2222( .2436)<br>.3889( .2436)  | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | -        | Concentrate            |
| 12.31      | - .4444( .2436)<br>.2222( .2436)<br>.2222( .2436)  | NUMAPP   | Number of Applications |
|            |  | -        | 50                     |
|            |  | -        | 100                    |
| 3.08       | .0833( .1827)<br>- .0833( .1827)                   | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| 7.69       | .2083( .1827)<br>- .2083( .1827)                   | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 58.46      | 1.2222( .2436)<br>.7222( .2436)<br>-1.9444( .2436) | PRICE    | Price per Application  |
|            |  | ---      | 35 cents               |
|            |  | -        | 49 cents               |
|            | 4.1806( .1926)                                     | CONSTANT |                        |

Pearson's R = .946 Significance = .0000  
 Kendall's tau = .832 Significance = .0000  
 Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:  
 Card: 23 24 25  
 Score: 1.1 5.2 5.9

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 507.00

| Importance | Utility(s.e.)                                     | Factor             |                               |
|------------|---|--------------------|-------------------------------|
| 20.41      | -.1667( .2464)<br>-.3333( .2464)<br>.5000( .2464) | -  <br>--  <br>--  | MIXTURE Product Form          |
|            |   |                    | Premixed                      |
|            |   |                    | Concentrate                   |
|            |   |                    | Powder                        |
| 24.49      | -.5000( .2464)<br>.0000( .2464)<br>.5000( .2464)  | --  <br>--  <br>-- | NUMAPP Number of Applications |
|            |   |                    | 50                            |
|            |   |                    | 100                           |
|            |   |                    | 200                           |
| 6.12       | -.1250( .1848)<br>.1250( .1848)                   | -  <br>-           | GERMFRE Disinfectant          |
|            |   |                    | Yes                           |
|            |   |                    | No                            |
| 12.24      | -.2500( .1848)<br>.2500( .1848)                   | -  <br>-           | BIOPROT Biodegradable         |
|            |   |                    | No                            |
|            |   |                    | Yes                           |
| 36.73      | .8333( .2464)<br>-.1667( .2464)<br>-.6667( .2464) | ----<br>-  <br>--- | PRICE Price per Application   |
|            |   |                    | 35 cents                      |
|            |   |                    | 49 cents                      |
|            |   |                    | 79 cents                      |
|            | 1.9583( .1948)                                    | CONSTANT           |                               |

Pearson's R = .857 Significance = .0000

Kendall's tau = .746 Significance = .0001

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card: 23 24 25  
Score: .7 2.1 3.9

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 514.00

| Importance | Utility(s.e.) | Factor                 |
|------------|---------------|------------------------|
| 17.24      | -             | MIXTURE                |
|            |               | Product Form           |
|            |               | Premixed               |
| 17.24      | -             | Concentrate            |
|            |               | Powder                 |
|            |               | NUMAPP                 |
| 17.24      | -             | Number of Applications |
|            |               | 50                     |
|            |               | 100                    |
| 6.90       | -             | 200                    |
|            |               | GERMFRE                |
|            |               | Disinfectant           |
| 3.45       | -             | Yes                    |
|            |               | No                     |
|            |               | BIOPROT                |
| 55.17      | -             | Biodegradable          |
|            |               | No                     |
|            |               | Yes                    |
| 55.17      | -             | PRICE                  |
|            |               | Price per Application  |
|            |               | 35 cents               |
|            |               | 49 cents               |
| 55.17      | -             | 79 cents               |
|            |               | CONSTANT               |

Pearson's R = .924 Significance = .0000  
 Kendall's tau = .795 Significance = .0000  
 Kendall's tau = .707 for 4 holdouts Significance = .0899

Simulation results:  
 Card: 23 24 25  
 Score: 1.4 5.8 5.6

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 516.00

| Importance | Utility(s.e.)      | Factor               |                        |
|------------|--------------------|----------------------|------------------------|
| 17.39      | -                  | MIXTURE              | Product Form           |
|            |                    | -.5000( .2291) --    | Premixed               |
|            |                    | .0000( .2291)        | Concentrate            |
|            | .5000( .2291) --   |                      | Powder                 |
| 26.09      | -                  | NUMAPP               | Number of Applications |
|            |                    | -.8333( .2291) ---   | 50                     |
|            |                    | .1667( .2291) -      | 100                    |
|            | .6667( .2291) ---  |                      | 200                    |
| 34.78      | 1.0000( .1718)     | GERMFRE              | Disinfectant           |
|            |                    | -1.0000( .1718) ---- | Yes                    |
|            |                    |                      | No                     |
| 4.35       | .                  | BIOPROT              | Biodegradable          |
|            |                    | .1250( .1718) -      | No                     |
|            | -.1250( .1718) -   |                      | Yes                    |
| 17.39      | .                  | PRICE                | Price per Application  |
|            |                    | .3333( .2291) -      | 35 cents               |
|            |                    | .3333( .2291) -      | 49 cents               |
|            | -.6667( .2291) --- |                      | 79 cents               |
|            | 4.1250( .1811)     | CONSTANT             |                        |

Pearson's R = .936 Significance = .0000

Kendall's tau = .850 Significance = .0000

Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card: 23 24 25  
Score: 3.0 6.0 6.5

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME:      518.00

Importance      Utility(s.e.)      Factor

|       |                 |      |  |          |                        |
|-------|-----------------|------|--|----------|------------------------|
| 28.57 | -1.1667( .3395) | ---- |  | MIXTURE  | Product Form           |
|       | .8333( .3395)   |      |  |          | Premixed               |
|       | .3333( .3395)   |      |  |          | Concentrate            |
|       |                 |      |  |          | Powder                 |
|       |                 |      |  |          |                        |
| 19.05 | -.8333( .3395)  | ---  |  | NUMAPP   | Number of Applications |
|       | .3333( .3395)   |      |  |          | 50                     |
|       | .5000( .3395)   |      |  |          | 100                    |
|       |                 |      |  |          | 200                    |
|       |                 |      |  |          |                        |
| 28.57 | 1.0000( .2546)  |      |  | GERMFRE  | Disinfectant           |
|       | -1.0000( .2546) | ---  |  |          | Yes                    |
|       |                 |      |  |          | No                     |
|       |                 |      |  |          |                        |
| 14.29 |                 |      |  | BIOPROT  | Biodegradable          |
|       | -.5000( .2546)  | --   |  |          | No                     |
|       | .5000( .2546)   |      |  |          | Yes                    |
|       |                 |      |  |          |                        |
| 9.52  |                 |      |  | PRICE    | Price per Application  |
|       | .3333( .3395)   |      |  |          | 35 cents               |
|       | .0000( .3395)   |      |  |          | 49 cents               |
|       | -.3333( .3395)  | -    |  |          | 79 cents               |
|       |                 |      |  |          |                        |
|       | 3.8333( .2684)  |      |  | CONSTANT |                        |

Pearson's R      =      .902    Significance =      .0000

Kendall's tau =      .803    Significance =      .0000

Kendall's tau = 1.000 for 4 holdouts    Significance =      .0208

**Simulation results:**

Card:      23      24      25  
 Score:      3.0      6.7      6.5

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 520.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 3.64       | .0556 (.2899)   | MIXTURE  | Product Form           |
|            | .0556 (.2899)   |          | Premixed               |
|            | -.1111 (.2899)  |          | Concentrate<br>Powder  |
| 25.45      | .0556 (.2899)   | NUMAPP   | Number of Applications |
|            | -.6111 (.2899)  |          | 50<br>100              |
|            | .5556 (.2899)   |          | 200                    |
| 14.55      | .3333 (.2174)   | GERMFRE  | Disinfectant           |
|            | -.3333 (.2174)  |          | Yes<br>No              |
| 1.82       | -.0417 (.2174)  | BIOPROT  | Biodegradable          |
|            | .0417 (.2174)   |          | No<br>Yes              |
| 54.55      | 1.3889 (.2899)  | PRICE    | Price per Application  |
|            | -.2778 (.2899)  |          | 35 cents<br>49 cents   |
|            | -1.1111 (.2899) |          | 79 cents               |
|            | 3.5139 (.2292)  | CONSTANT |                        |

Pearson's R = .888 Significance = .0000

Kendall's tau = .812 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:  
Card: 23 24 25  
Score: 2.9 4.2 5.7

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 522.00

Importance Utility(s.e.) Factor

|       |  |                 |      |          |                        |
|-------|--|-----------------|------|----------|------------------------|
| 10.26 |  | -.3333 (.2313)  | -    | MIXTURE  | Product Form           |
|       |  | .3333 (.2313)   | -    |          | Premixed               |
|       |  | .0000 (.2313)   |      |          | Concentrate            |
|       |  |                 |      |          | Powder                 |
| 12.82 |  | -.1667 (.2313)  | -    | NUMAPP   | Number of Applications |
|       |  | -.3333 (.2313)  | -    |          | 50                     |
|       |  | .5000 (.2313)   | --   |          | 100                    |
|       |  |                 |      |          | 200                    |
| 38.46 |  | 1.2500 (.1735)  | ---- | GERMFRE  | Disinfectant           |
|       |  | -1.2500 (.1735) | ---- |          | Yes                    |
|       |  |                 |      |          | No                     |
| .00   |  | .0000 (.1735)   |      | BIOPROT  | Biodegradable          |
|       |  | .0000 (.1735)   |      |          | No                     |
|       |  |                 |      |          | Yes                    |
| 38.46 |  | 1.1667 (.2313)  | ---- | PRICE    | Price per Application  |
|       |  | .1667 (.2313)   | -    |          | 35 cents               |
|       |  | -1.3333 (.2313) | ---- |          | 49 cents               |
|       |  |                 |      |          | 79 cents               |
|       |  | 3.2500 (.1829)  |      | CONSTANT |                        |

Pearson's R = .957

Significance = .0000

Kendall's tau = .903

Significance = .0000

Kendall's tau = .548 for 4 holdouts

Significance = .1393

Simulation results:

Card: 23 24 25  
Score: 2.7 5.5 6.2



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 528.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
| 10.71      | .2778( .2881)   | MIXTURE  | Product Form           |
|            | -.0556( .2881)  | -        | Premixed               |
|            | -.2222( .2881)  | -        | Concentrate            |
|            |                 |          | Powder                 |
| 7.14       | .1111( .2881)   | NUMAPP   | Number of Applications |
|            | -.2222( .2881)  | -        | 50                     |
|            | .1111( .2881)   |          | 100                    |
|            |                 |          | 200                    |
| 60.71      | 1.4167( .2161)  | GERMFRE  | Disinfectant           |
|            | -1.4167( .2161) | ----     | Yes                    |
|            |                 | ----     | No                     |
| 14.29      | -.3333( .2161)  | BIOPROT  | Biodegradable          |
|            | .3333( .2161)   | -        | No                     |
|            |                 | -        | Yes                    |
| 7.14       | .1111( .2881)   | PRICE    | Price per Application  |
|            | .1111( .2881)   |          | 35 cents               |
|            | -.2222( .2881)  | -        | 49 cents               |
|            |                 |          | 79 cents               |
|            | 4.0278( .2277)  | CONSTANT |                        |

Pearson's R = .917                      Significance = .0000  
 Kendall's tau = .797                      Significance = .0000  
 Kendall's tau = .816 for 4 holdouts      Significance = .0607

Simulation results:  
 Card: 23 24 25  
 Score: 5.9 5.9 5.8

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 535.00

| Importance | Utility(s.e.)                                      | Factor   |                        |
|------------|--|----------|------------------------|
| 12.90      | .2222( .4299)<br>.6111( .4299)<br>.3889( .4299)    | MIXTURE  | Product Form           |
|            |  | -        | Premixed               |
|            |  | --       | Concentrate            |
|            |  | -        | Powder                 |
| 32.26      | .6111( .4299)<br>-1.5556( .4299)<br>.9444( .4299)  | NUMAPP   | Number of Applications |
|            |  | --       | 50                     |
|            |  | ----     | 100                    |
|            |  | --       | 200                    |
| 5.38       | .2083( .3224)<br>.2083( .3224)                     | GERMFRE  | Disinfectant           |
|            |  | -        | Yes                    |
|            |  | -        | No                     |
| 21.51      | .8333( .3224)<br>.8333( .3224)                     | BIOPROT  | Biodegradable          |
|            |  | --       | No                     |
|            |  | --       | Yes                    |
| 27.96      | 1.2778( .4299)<br>-.3889( .4299)<br>-.8889( .4299) | PRICE    | Price per Application  |
|            |  | ---      | 35 cents               |
|            |  | -        | 49 cents               |
|            |  | --       | 79 cents               |
|            | 4.2361( .3399)                                     | CONSTANT |                        |

Pearson's R = .883 Significance = .0000

Kendall's tau = .748 Significance = .0000

Kendall's tau = .816 for 4 holdouts Significance = .0607

Simulation results:

Card: 23 24 25  
Score: 4.4 6.0 6.7

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 538.00

Importance Utility(s.e.) Factor

|       |                |          |                        |
|-------|----------------|----------|------------------------|
| 41.94 | 1.2222( .4040) | MIXTURE  | Product Form           |
|       | -.2778( .4040) | -----    | Premixed               |
|       | -.9444( .4040) | -        | Concentrate            |
|       |                | ---      | Powder                 |
| 35.48 | 1.0556( .4040) | NUMAPP   | Number of Applications |
|       | -.2778( .4040) | ---      | 50                     |
|       | -.7778( .4040) | -        | 100                    |
|       |                | ---      | 200                    |
| 16.13 | -.4167( .3030) | GERMFRE  | Disinfectant           |
|       | .4167( .3030)  | -        | Yes                    |
|       |                | -        | No                     |
| 3.23  | .0833( .3030)  | BIOPROT  | Biodegradable          |
|       | -.0833( .3030) |          | No                     |
|       |                |          | Yes                    |
| 3.23  | .0556( .4040)  | PRICE    | Price per Application  |
|       | -.1111( .4040) |          | 35 cents               |
|       | .0556( .4040)  |          | 49 cents               |
|       |                |          | 79 cents               |
|       | 4.2222( .3194) | CONSTANT |                        |

Pearson's R = .827 Significance = .0000

Kendall's tau = .665 Significance = .0002

Kendall's tau = 1.000 for 4 holdouts Significance = .0208

Simulation results:

Card: 23 24 25  
 Score: 6.1 2.6 2.1

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 557.00

| Importance | Utility(s.e.)  | Factor            |                        |
|------------|----------------|-------------------|------------------------|
| 23.88      | -              | MIXTURE           | Product Form           |
|            |                | -.6667( .2335) -- | Premixed               |
|            |                | .0000( .2335)     | Concentrate            |
|            |                |                   | Powder                 |
| 17.91      | .              | NUMAPP            | Number of Applications |
|            |                | .0000( .2335) -   | 50                     |
|            |                | -.5000( .2335) -  | 100                    |
|            |                |                   | 200                    |
| 49.25      | 1.3750( .1751) | GERMFRE           | Disinfectant           |
|            |                |                   | Yes                    |
|            |                |                   | No                     |
| .00        | .0000( .1751)  | BIOPROT           | Biodegradable          |
|            |                |                   | No                     |
|            |                |                   | Yes                    |
| 8.96       | .1667( .2335)  | PRICE             | Price per Application  |
|            |                |                   | 35 cents               |
|            |                |                   | 49 cents               |
|            |                |                   | 79 cents               |
|            | 3.5417( .1846) | CONSTANT          |                        |

Pearson's R = .948 Significance = .0000

Kendall's tau = .854 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
 Score: 3.9 5.6 6.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 559.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|--|----------|------------------------|
| 8.57       | - .0556( .3722)<br>- .2222( .3722)<br>.2778( .3722)  | MIXTURE  | Product Form           |
|            |  |          | Premixed               |
|            |  |          | Concentrate            |
|            |  | -        | Powder                 |
| 11.43      | - .3889( .3722)<br>.1111( .3722)<br>.2778( .3722)    | NUMAPP   | Number of Applications |
|            |  |          | 50                     |
|            |  |          | 100                    |
|            |  | -        | 200                    |
| 7.14       | - .2083( .2792)<br>.2083( .2792)                     | GERMFRE  | Disinfectant           |
|            |  |          | Yes                    |
|            |  |          | No                     |
| 7.14       | - .2083( .2792)<br>.2083( .2792)                     | BIOPROT  | Biodegradable          |
|            |  |          | No                     |
|            |  |          | Yes                    |
| 65.71      | 1.9444( .3722)<br>- .0556( .3722)<br>-1.8889( .3722) | PRICE    | Price per Application  |
|            |  |          | 35 cents               |
|            |  |          | 49 cents               |
|            |  | ----     | 79 cents               |
|            | 3.1944( .2943)                                       | CONSTANT |                        |

Pearson's R = .900 Significance = .0000

Kendall's tau = .767 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
Score: .9 3.2 5.7



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 580.00

| Importance | Utility(s.e.)  | Factor   |                        |
|------------|----------------|----------|------------------------|
| 25.93      | .5556( .4699)  | MIXTURE  | Product Form           |
|            | .0556( .4699)  |          | Premixed               |
|            | -.6111( .4699) |          | Concentrate            |
|            |                |          | Powder                 |
| 7.41       | -.1111( .4699) | NUMAPP   | Number of Applications |
|            | .2222( .4699)  |          | 50                     |
|            | -.1111( .4699) |          | 100                    |
|            |                |          | 200                    |
| 25.93      | .5833( .3525)  | GERMFRE  | Disinfectant           |
|            | -.5833( .3525) |          | Yes                    |
|            |                |          | No                     |
| 7.41       | -.1667( .3525) | BIOPROT  | Biodegradable          |
|            | .1667( .3525)  |          | No                     |
|            |                |          | Yes                    |
| 33.33      | .3889( .4699)  | PRICE    | Price per Application  |
|            | .5556( .4699)  |          | 35 cents               |
|            | -.9444( .4699) |          | 49 cents               |
|            |                |          | 79 cents               |
|            | 4.3056( .3715) | CONSTANT |                        |

Pearson's R = .714 Significance = .0004

Kendall's tau = .614 Significance = .0004

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 4.6 5.6 4.7

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 586.00

| Importance | Utility(s.e.)  | Factor                 |
|------------|----------------|------------------------|
| 5.88       | -.1667(.2313)  | MIXTURE                |
|            | .0000(.2313)   | Product Form           |
|            | .1667(.2313)   | Premixed               |
|            |                | Concentrate            |
|            |                | Powder                 |
| 5.88       | .1667(.2313)   | NUMAPP                 |
|            | .0000(.2313)   | Number of Applications |
|            | -.1667(.2313)  | 50                     |
|            |                | 100                    |
|            |                | 200                    |
| .00        | .0000(.1735)   | GERMFRE                |
|            | .0000(.1735)   | Disinfectant           |
|            |                | Yes                    |
|            |                | No                     |
| .00        | .0000(.1735)   | BIOPROT                |
|            | .0000(.1735)   | Biodegradable          |
|            |                | No                     |
|            |                | Yes                    |
| 88.24      | 2.1667(.2313)  | PRICE                  |
|            | .6667(.2313)   | Price per Application  |
|            | -2.8333(.2313) | 35 cents               |
|            |                | 49 cents               |
|            |                | 79 cents               |
|            | 4.3333(.1829)  | CONSTANT               |

Pearson's R = .974                                  Significance = .0000  
 Kendall's tau = .862                                  Significance = .0000  
 Kendall's tau = 1.000 for 4 holdouts              Significance = .0279

Simulation results:  
 Card: 23 24 25  
 Score: 1.5 4.8 6.5



CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 589.00

| Importance | Utility(s.e.)   | Factor   |                        |
|------------|-----------------|----------|------------------------|
|            |                 | MIXTURE  | Product Form           |
| 16.95      | - .5000( .2505) | -        | Premixed               |
|            | .3333( .2505)   | -        | Concentrate            |
|            | .1667( .2505)   |          | Powder                 |
|            |                 | NUMAPP   | Number of Applications |
| 6.78       | - .1667( .2505) |          | 50                     |
|            | .1667( .2505)   |          | 100                    |
|            | .0000( .2505)   |          | 200                    |
|            |                 | GERMFRE  | Disinfectant           |
| 10.17      | .2500( .1879)   | -        | Yes                    |
|            | -.2500( .1879)  | -        | No                     |
|            |                 | BIOPROT  | Biodegradable          |
| 5.08       | .1250( .1879)   |          | No                     |
|            | -.1250( .1879)  |          | Yes                    |
|            |                 | PRICE    | Price per Application  |
| 61.02      | 1.8333( .2505)  | ----     | 35 cents               |
|            | -.6667( .2505)  | -        | 49 cents               |
|            | -1.1667( .2505) | ---      | 79 cents               |
|            | 2.2083( .1980)  | CONSTANT |                        |

Pearson's R = .934                      Significance = .0000

Kendall's tau = .679                      Significance = .0002

Kendall's tau = .913 for 4 holdouts      Significance = .0355

Simulation results:  
 Card: 23 24 25  
 Score: .5 2.0 4.3

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 592.00

| Importance | Utility(s.e.)                                       | Factor   |                        |
|------------|---|----------|------------------------|
| 2.70       | -.1111( .3250)<br>.0556( .3250)<br>.0556( .3250)    | MIXTURE  | Product Form           |
|            |   |          | Premixed               |
|            |   |          | Concentrate            |
| 8.11       | -.2778( .3250)<br>.0556( .3250)<br>.2222( .3250)    | NUMAPP   | Number of Applications |
|            |   |          | 50                     |
|            |   |          | 200                    |
| 10.81      | .3333( .2437)<br>-.3333( .2437)                     | GERMFRE  | Disinfectant           |
|            |   |          | Yes                    |
| 13.51      | -.4167( .2437)<br>.4167( .2437)                     | BIOPROT  | Biodegradable          |
|            |   |          | No                     |
| 64.86      | 2.2222( .3250)<br>-.4444( .3250)<br>-1.7778( .3250) | PRICE    | Price per Application  |
|            |   |          | 35 cents               |
|            |   |          | 49 cents               |
|            | 3.1389( .2569)                                      | CONSTANT | 79 cents               |

Pearson's R = .931 Significance = .0000

Kendall's tau = .832 Significance = .0000

Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card: 23 24 25  
Score: 1.7 3.7 6.4

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

## SUBFILE SUMMARY

| Averaged Importance | Utility                              | Factor   |                        |
|---------------------|--------------------------------------|----------|------------------------|
| 15.06               | - .2257<br>.1868<br>.0389            | MIXTURE  | Product Form           |
|                     |                                      | -        | Premixed               |
|                     |                                      | -        | Concentrate            |
|                     |                                      |          | Powder                 |
| 17.61               | - .3424<br>.0181<br>.3243            | NUMAPP   | Number of Applications |
|                     |                                      | -        | 50                     |
|                     |                                      | -        | 100                    |
|                     |                                      |          | 200                    |
| 18.65               | .5177<br>- .5177                     | GERMFRE  | Disinfectant           |
|                     |                                      | ---      | Yes                    |
|                     |                                      | ---      | No                     |
| 9.63                | - .1432<br>.1432                     | BIOPROT  | Biodegradable          |
|                     |                                      |          | No                     |
|                     |                                      |          | Yes                    |
| 39.06               | 1.1931<br>.0806<br>-1.2736<br>3.6759 | PRICE    | Price per Application  |
|                     |                                      | -----    | 35 cents               |
|                     |                                      | -----    | 49 cents               |
|                     |                                      | -----    | 79 cents               |
|                     |                                      | CONSTANT |                        |

Pearson's R = .991

Significance = .0000

Kendall's tau = .922

Significance = .0000

Kendall's tau = .667 for 4 holdouts

Significance = .0871

### Simulation results:

Card: 23 24 25  
Score: 2.5 4.9 5.9

CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBFILE SUMMARY

No reversals occurred in this split file group.

Simulation Summary (80 subjects/ 80 subjects with non-negative scores)

| Card | Max Utility* | BTL    | Logit |
|------|--------------|--------|-------|
| 23   | 6.88%        | 18.00% | 7.85% |
| 24   | 21.25        | 36.58  | 29.09 |
| 25   | 71.88        | 45.42  | 63.06 |

\* Includes tied simulations