

## 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

14.29	<input type="checkbox"/>	-.0556( .3750)	MIXTURE	Product Form
		.6111( .3750)	-	Premixed
		-.5556( .3750)	-	Concentrate
				Powder
20.41	<input type="checkbox"/>	.4444( .3750)	NUMAPP	Number of Applications
		.6111( .3750)	-	50
		-1.0556( .3750)	--	100
				200
5.10	<input type="checkbox"/>	-.2083( .2812)	GERMFRE	Disinfectant
		.2083( .2812)		Yes
				No
13.27	<input type="checkbox"/>	.5417( .2812)	BIOPROT	Biodegradable
		-.5417( .2812)	-	No
			-	Yes
46.94	<input type="checkbox"/>	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

# 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: 123.00

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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 129.00

Importance Utility(s.e.) Factor

11.11	<input type="checkbox"/>		MIXTURE	Product Form
		-.0556( .0693)	-	Premixed
		.1111( .0693)	-	Concentrate
		-.0556( .0693)	-	Powder
11.11	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.0556( .0693)	-	50
		-.0556( .0693)	-	100
		.1111( .0693)	-	200
55.56	<input type="checkbox"/>		GERMFRE	Disinfectant
		.4167( .0520)	----	Yes
		-.4167( .0520)	----	No
11.11	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.0833( .0520)	-	No
		.0833( .0520)	-	Yes
11.11	<input type="checkbox"/>		PRICE	Price per Application
		-.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	<input type="checkbox"/>		MIXTURE	Product Form
		-.2222( .3250)	-	Premixed
		-.3889( .3250)		Concentrate
		.6111( .3250)	-	Powder
12.77	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.2222( .3250)	-	50
		-.3889( .3250)		100
		.6111( .3250)	-	200
4.26	<input type="checkbox"/>		GERMFRE	Disinfectant
		.1667( .2437)		Yes
		-.1667( .2437)		No
4.26	<input type="checkbox"/>		BIOPROT	Biodegradable
		.1667( .2437)		No
		-.1667( .2437)		Yes
65.96	<input type="checkbox"/>		PRICE	Price per Application
		2.9444( .3250)	----	35 cents
		-.7222( .3250)	-	49 cents
		-2.2222( .3250)	---	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		MIXTURE	Product Form
	-.7778( .3523)	--	Premixed
	.8889( .3523)	--	Concentrate
	-.1111( .3523)		Powder
27.12		NUMAPP	Number of Applications
	-1.1111( .3523)	---	50
	-.4444( .3523)	-	100
	1.5556( .3523)	----	200
29.66		GERMFRE	Disinfectant
	1.4583( .2643)	----	Yes
	-1.4583( .2643)	----	No
.85		BIOPROT	Biodegradable
	-.0417( .2643)		No
	.0417( .2643)		Yes
25.42		PRICE	Price per Application
	1.0556( .3523)	---	35 cents
	.3889( .3523)	-	49 cents
	-1.4444( .3523)	----	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	<input type="checkbox"/>		MIXTURE	Product Form
		-.1111( .3186)	-	Premixed
		.3889( .3186)		Concentrate
		-.2778( .3186)	-	Powder
11.76	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.4444( .3186)	-	50
		-.1111( .3186)	-	100
		.5556( .3186)		200
25.49	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.0833( .2390)	--	Yes
		-1.0833( .2390)	--	No
9.80	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.4167( .2390)	-	No
		.4167( .2390)	-	Yes
45.10	<input type="checkbox"/>		PRICE	Price per Application
		1.7222( .3186)	---	35 cents
		.3889( .3186)	-	49 cents
		-2.1111( .3186)	----	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

14.46	<input type="checkbox"/>		MIXTURE	Product Form
		-.5000( .4019)	-	Premixed
		.5000( .4019)	-	Concentrate
		.0000( .4019)		Powder
33.73	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.3333( .4019)	----	50
		.3333( .4019)	-	100
		1.0000( .4019)	---	200
14.46	<input type="checkbox"/>		GERMFRE	Disinfectant
		.5000( .3014)	-	Yes
		-.5000( .3014)	-	No
3.61	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.1250( .3014)		No
		.1250( .3014)		Yes
33.73	<input type="checkbox"/>		PRICE	Price per Application
		1.5000( .4019)	----	35 cents
		-.6667( .4019)	--	49 cents
		-.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		MIXTURE	Product Form
	-.2778( .1625)		Premixed
	.2222( .1625)		Concentrate
	.0556( .1625)		Powder
9.41		NUMAPP	Number of Applications
	.3889( .1625)		50
	-.1111( .1625)		100
	-.2778( .1625)		200
1.18		GERMFRE	Disinfectant
	-.0417( .1219)		Yes
	.0417( .1219)		No
4.71		BIOPROT	Biodegradable
	-.1667( .1219)		No
	.1667( .1219)		Yes
77.65		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)	----	MIXTURE	Product Form
	1.5000( .5729)	----		Premixed
	-.1667( .5729)			Concentrate
				Powder
17.98	-.6667( .5729)	--	NUMAPP	Number of Applications
	.6667( .5729)	--		50
	.0000( .5729)			100
				200
6.74	-.2500( .4297)	-	GERMFRE	Disinfectant
	.2500( .4297)	-		Yes
				No
3.37	.1250( .4297)		BIOPROT	Biodegradable
	-.1250( .4297)			No
				Yes
33.71	1.3333( .5729)	----	PRICE	Price per Application
	-.1667( .5729)			35 cents
	-1.1667( .5729)	---		49 cents
				79 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

	17.65	.5000( .4182)	MIXTURE	Product Form
		.0000( .4182)	--	Premixed
		-.5000( .4182)	--	Concentrate
				Powder
	17.65	.5000( .4182)	NUMAPP	Number of Applications
		.0000( .4182)	--	50
		-.5000( .4182)	--	100
				200
	22.06	.6250( .3137)	GERMFRE	Disinfectant
		-.6250( .3137)	---	Yes
			---	No
13.24		-.3750( .3137)	BIOPROT	Biodegradable
		.3750( .3137)	--	No
			--	Yes
	29.41	.6667( .4182)	PRICE	Price per Application
		.3333( .4182)	---	35 cents
		-1.0000( .4182)	-	49 cents
			----	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	
4.26		MIXTURE	Product Form
	.0556( .2214)		Premixed
	.0556( .2214)		Concentrate
	-.1111( .2214)		Powder
17.02		NUMAPP	Number of Applications
	-.1111( .2214)		50
	-.2778( .2214)	-	100
	.3889( .2214)	-	200
10.64		GERMFRE	Disinfectant
	.2083( .1661)	-	Yes
	-.2083( .1661)	-	No
4.26		BIOPROT	Biodegradable
	.0833( .1661)		No
	-.0833( .1661)		Yes
63.83		PRICE	Price per Application
	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			MIXTURE	Product Form
		-.2222( .2772)		Premixed
		.2778( .2772)		Concentrate
		-.0556( .2772)		Powder
5.00			NUMAPP	Number of Applications
		.1111( .2772)		50
		-.2222( .2772)		100
		.1111( .2772)		200
68.75			GERMFRE	Disinfectant
		2.2917( .2079)	----	Yes
		-2.2917( .2079)	----	No
6.25			BIOPROT	Biodegradable
		-.2083( .2079)		No
		.2083( .2079)		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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 181.00

Importance Utility(s.e.) Factor

38.10	-1.1667( .3287) .8333( .3287) .3333( .3287)	MIXTURE ---- --- -	Product Form Premixed Concentrate Powder
.00	.0000( .3287) .0000( .3287) .0000( .3287)	NUMAPP	Number of Applications 50 100 200
4.76	.1250( .2465) -.1250( .2465)	GERMFRE	Disinfectant Yes No
9.52	.2500( .2465) -.2500( .2465)	BIOPROT	Biodegradable No Yes
47.62	1.1667( .3287) .1667( .3287) -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

# ESTIMATING THE CONJOINT MODEL

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



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 193.00

Importance Utility(s.e.) Factor

9.62			MIXTURE	Product Form
		-.0556( .3405)		Premixed
		.4444( .3405)	-	Concentrate
		-.3889( .3405)	-	Powder
26.92			NUMAPP	Number of Applications
		-1.5556( .3405)	----	50
		.7778( .3405)	--	100
		.7778( .3405)	--	200
38.46			GERMFRE	Disinfectant
		1.6667( .2553)	----	Yes
		-1.6667( .2553)	----	No
3.85			BIOPROT	Biodegradable
		.1667( .2553)		No
		-.1667( .2553)		Yes
21.15			PRICE	Price per Application
		.7778( .3405)	--	35 cents
		.2778( .3405)	-	49 cents
		-1.0556( .3405)	---	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: 194.00

Importance	Utility(s.e.)	Factor	
		MIXTURE	Product Form
15.69	<input type="checkbox"/>	-.3333( .6195)	Premixed
		.0000( .6195)	Concentrate
		.3333( .6195)	Powder
		NUMAPP	Number of Applications
23.53	<input type="checkbox"/>	.5000( .6195)	50
		.0000( .6195)	100
		-.5000( .6195)	200
		GERMFRE	Disinfectant
47.06	<input type="checkbox"/>	1.0000( .4646)	Yes
		-1.0000( .4646)	No
		BIOPROT	Biodegradable
5.88	<input type="checkbox"/>	-.1250( .4646)	No
		.1250( .4646)	Yes
		PRICE	Price per Application
7.84	<input type="checkbox"/>	-.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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 197.00

Importance Utility(s.e.) Factor

16.13	<input type="checkbox"/>		MIXTURE	Product Form
		.3333( .3110)	-	Premixed
		-.5000( .3110)	--	Concentrate
		.1667( .3110)	-	Powder
38.71	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.8333( .3110)	---	50
		-.3333( .3110)	-	100
		1.1667( .3110)	----	200
4.84	<input type="checkbox"/>		GERMFRE	Disinfectant
		-.1250( .2332)		Yes
		.1250( .2332)		No
14.52	<input type="checkbox"/>		BIOPROT	Biodegradable
		.3750( .2332)	-	No
		-.3750( .2332)	-	Yes
25.81	<input type="checkbox"/>		PRICE	Price per Application
		.5000( .3110)	--	35 cents
		.3333( .3110)	-	49 cents
		-.8333( .3110)	---	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	<input type="checkbox"/>		MIXTURE	Product Form
		-.3889( .2753)	-	Premixed
		-.5556( .2753)	-	Concentrate
		.9444( .2753)	--	Powder
24.30	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.2222( .2753)	--	50
		.2778( .2753)	-	100
		.9444( .2753)	--	200
3.74	<input type="checkbox"/>		GERMFRE	Disinfectant
		.1667( .2065)		Yes
		-.1667( .2065)		No
15.89	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.7083( .2065)	-	No
		.7083( .2065)	-	Yes
39.25	<input type="checkbox"/>		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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 222.00

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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 225.00

Importance Utility(s.e.) Factor

8.70			MIXTURE	Product Form
	-.4444( .1228)	-		Premixed
	.2222( .1228)	-		Concentrate
	.2222( .1228)	-		Powder
26.09			NUMAPP	Number of Applications
	-.7778( .1228)	--		50
	-.4444( .1228)	-		100
	1.2222( .1228)	---		200
31.52			GERMFRE	Disinfectant
	1.2083( .0921)	---		Yes
	-1.2083( .0921)	---		No
1.09			BIOPROT	Biodegradable
	-.0417( .0921)			No
	.0417( .0921)			Yes
32.61			PRICE	Price per Application
	1.0556( .1228)	---		35 cents
	.3889( .1228)	-		49 cents
	-1.4444( .1228)	----		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"/>	.0556( .5088)	MIXTURE	Product Form
		.3889( .5088)	-	Premixed
		-.4444( .5088)	-	Concentrate
				Powder
23.88	<input type="checkbox"/>	-.1111( .5088)	NUMAPP	Number of Applications
		.7222( .5088)	--	50
		-.6111( .5088)	--	100
				200
11.94	<input type="checkbox"/>	.3333( .3816)	GERMFRE	Disinfectant
		-.3333( .3816)	-	Yes
			-	No
1.49		-.0417( .3816)	BIOPROT	Biodegradable
		.0417( .3816)		No
				Yes
47.76	<input type="checkbox"/>	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



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 236.00

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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 240.00

Importance Utility(s.e.) Factor

8.96			MIXTURE	Product Form
		-.2222( .2753)		Premixed
		-.0556( .2753)		Concentrate
		.2778( .2753)	-	Powder
11.94			NUMAPP	Number of Applications
		-.3889( .2753)	-	50
		.2778( .2753)	-	100
		.1111( .2753)		200
2.99			GERMFRE	Disinfectant
		-.0833( .2065)		Yes
		.0833( .2065)		No
70.15			BIOPROT	Biodegradable
		-1.9583( .2065)	----	No
		1.9583( .2065)	----	Yes
5.97			PRICE	Price per Application
		.1111( .2753)		35 cents
		.1111( .2753)		49 cents
		-.2222( .2753)		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	<input type="text"/>	-.1111( .2559)	Premixed
		.3889( .2559)	Concentrate
		-.2778( .2559)	Powder
		NUMAPP	Number of Applications
12.31	<input type="text"/>	-.4444( .2559)	50
		.2222( .2559)	100
		.2222( .2559)	200
		GERMFRE	Disinfectant
53.85	<input type="text"/>	1.4583( .1919)	Yes
		-1.4583( .1919)	No
		BIOPROT	Biodegradable
12.31	<input type="text"/>	.3333( .1919)	No
		-.3333( .1919)	Yes
		PRICE	Price per Application
9.23	<input type="text"/>	.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
	-.7778( .2095)	-	Premixed
	.2222( .2095)		Concentrate
	.5556( .2095)	-	Powder
11.76		NUMAPP	Number of Applications
	-.4444( .2095)	-	50
	.2222( .2095)		100
	.2222( .2095)		200
2.94		GERMFRE	Disinfectant
	.0833( .1571)		Yes
	-.0833( .1571)		No
2.94		BIOPROT	Biodegradable
	.0833( .1571)		No
	-.0833( .1571)		Yes
58.82		PRICE	Price per Application
	1.2222( .2095)	--	35 cents
	.8889( .2095)	--	49 cents
	-2.1111( .2095)	----	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) .3333( .6864) .3333( .6864)	---		MIXTURE	Product Form
					Premixed
				--	Concentrate
				--	Powder
35.71	-.8333( .6864) .0000( .6864) .8333( .6864)	----		NUMAPP	Number of Applications
					50
					100
				----	200
10.71	.2500( .5148) -.2500( .5148)	-		GERMFRE	Disinfectant
				-	Yes
				-	No
21.43	-.5000( .5148) .5000( .5148)	--		BIOPROT	Biodegradable
				--	No
				--	Yes
10.71	.1667( .6864) .1667( .6864) -.3333( .6864)			PRICE	Price per Application
				-	35 cents
				-	49 cents
				--	79 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
		-.1667( .4410)	-	Premixed
		.0000( .4410)		Concentrate
		.1667( .4410)	-	Powder
21.54			NUMAPP	Number of Applications
		-.6667( .4410)	---	50
		.1667( .4410)	-	100
		.5000( .4410)	--	200
4.62			GERMFRE	Disinfectant
		.1250( .3307)	-	Yes
		-.1250( .3307)	-	No
36.92			BIOPROT	Biodegradable
		1.0000( .3307)	----	No
		-1.0000( .3307)	----	Yes
30.77			PRICE	Price per Application
		.6667( .4410)	---	35 cents
		.3333( .4410)	-	49 cents
		-1.0000( .4410)	----	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)	---	MIXTURE	Product Form
					Premixed
					Concentrate
		.7222( .3804)	---		Powder
28.57	-	1.1111( .3804)	---	NUMAPP	Number of Applications
					50
					100
		.5556( .3804)	--		200
24.29	-	.7083( .2853)	---	GERMFRE	Disinfectant
					Yes
					No
7.14	-	.2083( .2853)	-	BIOPROT	Biodegradable
					No
					Yes
14.29	-	.3889( .3804)	-	PRICE	Price per Application
					35 cents
					49 cents
		-.4444( .3804)	--		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

18.60	<input type="checkbox"/>		MIXTURE	Product Form
		-.1111( .2306)	-   -	Premixed
		-.2778( .2306)		Concentrate
		.3889( .2306)		Powder
18.60	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.2778( .2306)	-   -	50
		-.1111( .2306)		100
		.3889( .2306)		200
4.65	<input type="checkbox"/>		GERMFRE	Disinfectant
		.0833( .1729)		Yes
		-.0833( .1729)		No
2.33	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.0417( .1729)		No
		.0417( .1729)		Yes
55.81	<input type="checkbox"/>		PRICE	Price per Application
		1.2222( .2306)	---	35 cents
		-.4444( .2306)		49 cents
		-.7778( .2306)		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	
		MIXTURE	Product Form
19.67	<input type="checkbox"/>	-.5000( .1898)	Premixed
		.5000( .1898)	Concentrate
		.0000( .1898)	Powder
		NUMAPP	Number of Applications
6.56	<input type="checkbox"/>	-.1667( .1898)	50
		.0000( .1898)	100
		.1667( .1898)	200
		GERMFRE	Disinfectant
9.84	<input type="checkbox"/>	.2500( .1423)	Yes
		-.2500( .1423)	No
		BIOPROT	Biodegradable
4.92	<input type="checkbox"/>	.1250( .1423)	No
		-.1250( .1423)	Yes
		PRICE	Price per Application
59.02	<input type="checkbox"/>	1.1667( .1898)	35 cents
		.6667( .1898)	49 cents
		-1.8333( .1898)	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		GERMFRE	Disinfectant
	1.3333( .1416)	----	Yes
	-1.3333( .1416)	----	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: 303.00

Importance Utility(s.e.) Factor

			MIXTURE	Product Form
	25.88	-1.1667( .3586)	----	Premixed
		.5000( .3586)	--	Concentrate
		.6667( .3586)	--	Powder
			NUMAPP	Number of Applications
14.12		-.6667( .3586)	--	50
		.3333( .3586)	-	100
		.3333( .3586)	-	200
			GERMFRE	Disinfectant
	31.76	1.1250( .2690)	----	Yes
		-1.1250( .2690)	----	No
			BIOPROT	Biodegradable
14.12		-.5000( .2690)	--	No
		.5000( .2690)	--	Yes
			PRICE	Price per Application
14.12		.5000( .3586)	--	35 cents
		.0000( .3586)		49 cents
		-.5000( .3586)	--	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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 309.00

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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 318.00

Importance Utility(s.e.) Factor

17.91	<input type="checkbox"/>	.5556( .3538)	MIXTURE	Product Form
		-.1111( .3538)	--	Premixed
		-.4444( .3538)	-	Concentrate
				Powder
11.94	<input type="checkbox"/>	.3889( .3538)	NUMAPP	Number of Applications
		-.1111( .3538)	-	50
		-.2778( .3538)	-	100
				200
52.24	<input type="checkbox"/>	1.4583( .2653)	GERMFRE	Disinfectant
		-1.4583( .2653)	----	Yes
				No
14.93	<input type="checkbox"/>	-.4167( .2653)	BIOPROT	Biodegradable
		.4167( .2653)	-	No
			-	Yes
2.99	<input type="checkbox"/>	.0556( .3538)	PRICE	Price per Application
		.0556( .3538)		35 cents
		-.1111( .3538)		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"/>		MIXTURE	Product Form
		-.0556( .4311)	-	Premixed
		.4444( .4311)		Concentrate
		-.3889( .4311)	-	Powder
30.43	<input type="checkbox"/>		NUMAPP	Number of Applications
		.4444( .4311)	-	50
		-1.3889( .4311)	----	100
		.9444( .4311)	---	200
8.70	<input type="checkbox"/>		GERMFRE	Disinfectant
		-.3333( .3233)	-	Yes
		.3333( .3233)	-	No
21.74	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.8333( .3233)	--	No
		.8333( .3233)	--	Yes
28.26	<input type="checkbox"/>		PRICE	Price per Application
		1.2778( .4311)	----	35 cents
		-.3889( .4311)	-	49 cents
		-.8889( .4311)	---	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	<input type="checkbox"/>			MIXTURE	Product Form
		.2222( .2238)			Premixed
		.0556( .2238)			Concentrate
		-.2778( .2238)	-		Powder
10.00	<input type="checkbox"/>			NUMAPP	Number of Applications
		.2222( .2238)			50
		.0556( .2238)			100
		-.2778( .2238)	-		200
6.67	<input type="checkbox"/>			GERMFRE	Disinfectant
		-.1667( .1678)			Yes
		.1667( .1678)			No
16.67	<input type="checkbox"/>			BIOPROT	Biodegradable
		-.4167( .1678)	-		No
		.4167( .1678)	-		Yes
56.67	<input type="checkbox"/>			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



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 350.00

Importance Utility(s.e.) Factor

18.92	<input type="checkbox"/>		MIXTURE	Product Form
		-.6667( .1925)	--	Premixed
		.1667( .1925)		Concentrate
		.5000( .1925)	-	Powder
21.62	<input type="checkbox"/>		NUMAPP	Number of Applications
		.0000( .1925)		50
		-.6667( .1925)	--	100
		.6667( .1925)	--	200
48.65	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.5000( .1443)	----	Yes
		-1.5000( .1443)	----	No
.00	<input type="checkbox"/>		BIOPROT	Biodegradable
		.0000( .1443)		No
		.0000( .1443)		Yes
10.81	<input type="checkbox"/>		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: 354.00

Importance Utility(s.e.) Factor

25.00		MIXTURE		Product Form	
		.7222( .5179)	--	Premixed	
		.0556( .5179)		Concentrate	
		-.7778( .5179)	--	Powder	
22.22		NUMAPP		Number of Applications	
		.2222( .5179)	-	50	
		-.7778( .5179)	--	100	
		.5556( .5179)	-	200	
2.78		GERMFRE		Disinfectant	
		.0833( .3884)		Yes	
		-.0833( .3884)		No	
5.56		BIOPROT		Biodegradable	
		-.1667( .3884)		No	
		.1667( .3884)		Yes	
44.44		PRICE		Price per Application	
		1.0556( .5179)	---	35 cents	
		.5556( .5179)	-	49 cents	
		-1.6111( .5179)	----	79 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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 356.00

Importance	Utility(s.e.)	Factor	
		MIXTURE	Product Form
8.96	.0556( .3708)		Premixed
	-.2778( .3708)	-	Concentrate
	.2222( .3708)		Powder
		NUMAPP	Number of Applications
8.96	-.2778( .3708)	-	50
	.0556( .3708)		100
	.2222( .3708)		200
		GERMFRE	Disinfectant
5.97	-.1667( .2781)		Yes
	.1667( .2781)		No
		BIOPROT	Biodegradable
10.45	-.2917( .2781)	-	No
	.2917( .2781)	-	Yes
		PRICE	Price per Application
65.67	1.8889( .3708)	----	35 cents
	-.1111( .3708)		49 cents
	-1.7778( .3708)	----	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		MIXTURE	Product Form
	-.2778( .3218)	-	Premixed
	.0556( .3218)		Concentrate
	.2222( .3218)		Powder
16.22		NUMAPP	Number of Applications
	-.4444( .3218)	-	50
	.5556( .3218)	-	100
	-.1111( .3218)		200
14.86		GERMFRE	Disinfectant
	.4583( .2414)	-	Yes
	-.4583( .2414)	-	No
9.46		BIOPROT	Biodegradable
	-.2917( .2414)	-	No
	.2917( .2414)	-	Yes
51.35		PRICE	Price per Application
	1.2222( .3218)	---	35 cents
	.7222( .3218)	-	49 cents
	-1.9444( .3218)	----	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: 363.00

Importance Utility(s.e.) Factor

11.76	<input type="checkbox"/>		MIXTURE	Product Form
		.0000( .3110)	-	Premixed
		.5000( .3110)		Concentrate
		-.5000( .3110)	-	Powder
27.45	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.5000( .3110)	----	50
		.8333( .3110)	--	100
		.6667( .3110)	--	200
32.35	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.3750( .2332)	----	Yes
		-1.3750( .2332)	----	No
2.94	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.1250( .2332)		No
		.1250( .2332)		Yes
25.49	<input type="checkbox"/>		PRICE	Price per Application
		1.0000( .3110)	---	35 cents
		.1667( .3110)	---	49 cents
		-1.1667( .3110)		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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 364.00

Importance	Utility(s.e.)	Factor	
		MIXTURE	Product Form
12.50	<input type="checkbox"/>	-.3333( .4207)	Premixed
		.5000( .4207)	Concentrate
		-.1667( .4207)	Powder
		NUMAPP	Number of Applications
20.00	<input type="checkbox"/>	-.5000( .4207)	50
		.8333( .4207)	100
		-.3333( .4207)	200
		GERMFRE	Disinfectant
7.50	<input type="checkbox"/>	.2500( .3155)	Yes
		-.2500( .3155)	No
		BIOPROT	Biodegradable
15.00	<input type="checkbox"/>	.5000( .3155)	No
		-.5000( .3155)	Yes
		PRICE	Price per Application
45.00	<input type="checkbox"/>	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	<input type="checkbox"/>		MIXTURE	Product Form
		-.5000( .5162)	-	Premixed
		.5000( .5162)	-	Concentrate
		.0000( .5162)		Powder
31.46	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.1667( .5162)	---	50
		.0000( .5162)		100
		1.1667( .5162)	---	200
16.85	<input type="checkbox"/>		GERMFRE	Disinfectant
		.6250( .3871)	--	Yes
		-.6250( .3871)	--	No
6.74	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.2500( .3871)	-	No
		.2500( .3871)	-	Yes
31.46	<input type="checkbox"/>		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			MIXTURE	Product Form
		-.3889( .3567)	-	Premixed
		.2778( .3567)	-	Concentrate
		.1111( .3567)		Powder
18.56			NUMAPP	Number of Applications
		-.7222( .3567)	--	50
		-.0556( .3567)		100
		.7778( .3567)	--	200
28.87			GERMFRE	Disinfectant
		1.1667( .2675)	--	Yes
		-1.1667( .2675)	--	No
5.15			BIOPROT	Biodegradable
		-.2083( .2675)		No
		.2083( .2675)		Yes
39.18			PRICE	Price per Application
		1.2778( .3567)	---	35 cents
		.6111( .3567)	-	49 cents
		-1.8889( .3567)	----	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	<input type="checkbox"/>		MIXTURE	Product Form
		.0556( .2519)	-	Premixed
		.5556( .2519)		Concentrate
		-.6111( .2519)	--	Powder
8.70	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.2778( .2519)	-	50
		.0556( .2519)	-	100
		.2222( .2519)		200
55.07	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.5833( .1889)	----	Yes
		-1.5833( .1889)	----	No
1.45	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.0417( .1889)	-	No
		.0417( .1889)		Yes
14.49	<input type="checkbox"/>		PRICE	Price per Application
		.3889( .2519)	-	35 cents
		.0556( .2519)	-	49 cents
		-.4444( .2519)		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	
		MIXTURE	Product Form
20.41	<input type="checkbox"/>	-.3889( .4710)	Premixed
		-.0556( .4710)	Concentrate
		.4444( .4710)	Powder
		NUMAPP	Number of Applications
20.41	<input type="checkbox"/>	.2778( .4710)	50
		.2778( .4710)	100
		-.5556( .4710)	200
		GERMFRE	Disinfectant
2.04		.0417( .3533)	Yes
		-.0417( .3533)	No
		BIOPROT	Biodegradable
8.16	<input type="checkbox"/>	.1667( .3533)	No
		-.1667( .3533)	Yes
		PRICE	Price per Application
48.98	<input type="checkbox"/>	-.2222( .4710)	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	
		MIXTURE	Product Form
.00	.0000( .0000)		Premixed
	.0000( .0000)		Concentrate
	.0000( .0000)		Powder
		NUMAPP	Number of Applications
.00	.0000( .0000)		50
	.0000( .0000)		100
	.0000( .0000)		200
		GERMFRE	Disinfectant
.00	.0000( .0000)		Yes
	.0000( .0000)		No
		BIOPROT	Biodegradable
.00	.0000( .0000)		No
	.0000( .0000)		Yes
		PRICE	Price per Application
100.0	2.6667( .0000)	---	35 cents
	.6667( .0000)	-	49 cents
	-3.3333( .0000)	----	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	
		MIXTURE	Product Form
10.17	-.3333( .2199)	-	Premixed
	.1667( .2199)		Concentrate
	.1667( .2199)		Powder
		NUMAPP	Number of Applications
13.56	-.3333( .2199)	-	50
	.3333( .2199)	-	100
	.0000( .2199)		200
		GERMFRE	Disinfectant
10.17	.2500( .1649)	-	Yes
	-.2500( .1649)	-	No
		BIOPROT	Biodegradable
5.08	.1250( .1649)		No
	-.1250( .1649)		Yes
		PRICE	Price per Application
61.02	1.8333( .2199)	----	35 cents
	-.6667( .2199)	-	49 cents
	-1.1667( .2199)	---	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	
		MIXTURE	Product Form
4.65	.1111( .1717)		Premixed
	.1111( .1717)		Concentrate
	-.2222( .1717)		Powder
		NUMAPP	Number of Applications
6.98	-.2222( .1717)		50
	-.0556( .1717)		100
	.2778( .1717)		200
		GERMFRE	Disinfectant
11.63	.4167( .1288)	-	Yes
	-.4167( .1288)	-	No
		BIOPROT	Biodegradable
9.30	-.3333( .1288)		No
	.3333( .1288)		Yes
		PRICE	Price per Application
67.44	2.7778( .1717)	----	35 cents
	-.7222( .1717)	-	49 cents
	-2.0556( .1717)	---	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: 416.00

Importance Utility(s.e.) Factor

18.39	<input type="checkbox"/>	.0000( .3469)	MIXTURE	Product Form
		-.6667( .3469)	-	Premixed
		.6667( .3469)	-	Concentrate
				Powder
11.49	<input type="checkbox"/>	-.1667( .3469)	NUMAPP	Number of Applications
		-.3333( .3469)		50
		.5000( .3469)	-	100
				200
.00		.0000( .2602)	GERMFRE	Disinfectant
		.0000( .2602)		Yes
				No
3.45	<input type="checkbox"/>	-.1250( .2602)	BIOPROT	Biodegradable
		.1250( .2602)		No
				Yes
66.67	<input type="checkbox"/>	2.8333( .3469)	PRICE	Price per Application
		-.8333( .3469)	----	35 cents
		-2.0000( .3469)	-	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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 425.00

Importance Utility(s.e.) Factor

17.54	-.8889( .3435)	--	MIXTURE	Product Form
	.7778( .3435)	--		Premixed
	.1111( .3435)			Concentrate
				Powder
24.56	-1.0556( .3435)	---	NUMAPP	Number of Applications
	-.2222( .3435)	-		50
	1.2778( .3435)	---		100
				200
29.82	1.4167( .2576)	----	GERMFRE	Disinfectant
	-1.4167( .2576)	----		Yes
				No
1.75	-.0833( .2576)		BIOPROT	Biodegradable
	.0833( .2576)			No
				Yes
26.32	.9444( .3435)	--	PRICE	Price per Application
	.6111( .3435)	--		35 cents
	-1.5556( .3435)	----		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



# ESTIMATING THE CONJOINT MODEL

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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 422.00

Importance Utility(s.e.) Factor

13.19	<input type="checkbox"/>		MIXTURE	Product Form
		-.6111( .4002)	--	Premixed
		.3889( .4002)	-	Concentrate
		.2222( .4002)	-	Powder
37.36	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.4444( .4002)	----	50
		.0556( .4002)		100
		1.3889( .4002)	----	200
12.09	<input type="checkbox"/>		GERMFRE	Disinfectant
		.4583( .3001)	-	Yes
		-.4583( .3001)	-	No
4.40	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.1667( .3001)		No
		.1667( .3001)		Yes
32.97	<input type="checkbox"/>		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		MIXTURE	Product Form
	-.2222( .2934)		Premixed
	.2778( .2934)		Concentrate
	-.0556( .2934)		Powder
13.79		NUMAPP	Number of Applications
	.4444( .2934)	-	50
	.1111( .2934)		100
	-.5556( .2934)	-	200
1.15		GERMFRE	Disinfectant
	.0417( .2200)		Yes
	-.0417( .2200)		No
2.30		BIOPROT	Biodegradable
	-.0833( .2200)		No
	.0833( .2200)		Yes
75.86		PRICE	Price per Application
	3.1111( .2934)	----	35 cents
	-.7222( .2934)	-	49 cents
	-2.3889( .2934)	---	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	<input type="checkbox"/>	MIXTURE		Product Form	
		.2778( .3020)	-	Premixed	
		.1111( .3020)		Concentrate	
		-.3889( .3020)	-	Powder	
12.00	<input type="checkbox"/>	NUMAPP		Number of Applications	
		-.0556( .3020)		50	
		-.2222( .3020)	-	100	
		.2778( .3020)	-	200	
2.00	<input type="checkbox"/>	GERMFRE		Disinfectant	
		.0417( .2265)		Yes	
		-.0417( .2265)		No	
10.00	<input type="checkbox"/>	BIOPROT		Biodegradable	
		-.2083( .2265)	-	No	
		.2083( .2265)	-	Yes	
60.00	<input type="checkbox"/>	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

23.40	-1.1111( .4429) .7222( .4429) .3889( .4429)	---	---	MIXTURE	Product Form
					Premixed
				--	Concentrate
		-			Powder
4.26	.2222( .4429) -.1111( .4429) -.1111( .4429)	-	-	NUMAPP	Number of Applications
					50
					100
					200
40.43	1.5833( .3322) -1.5833( .3322)	----	----	GERMFRE	Disinfectant
					Yes
					No
4.26	-.1667( .3322) .1667( .3322)			BIOPROT	Biodegradable
					No
					Yes
27.66	1.3889( .4429) -.7778( .4429) -.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: 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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 453.00

Importance Utility(s.e.) Factor

9.62	<input type="checkbox"/>	MIXTURE	Product Form
			Premixed
			Concentrate
		-	Powder
19.23	<input type="checkbox"/>	NUMAPP	Number of Applications
		--	50
		-	100
			200
10.58	<input type="checkbox"/>	GERMFRE	Disinfectant
		-	Yes
		-	No
18.27	<input type="checkbox"/>	BIOPROT	Biodegradable
		-	No
		-	Yes
42.31	<input type="checkbox"/>	PRICE	Price per Application
		--	35 cents
		--	49 cents
		----	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	<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



# 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
			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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 471.00

Importance Utility(s.e.) Factor

14.29	<input type="checkbox"/>		MIXTURE	Product Form
		-.4444( .2772)	-	Premixed
		-.2778( .2772)	-	Concentrate
		.7222( .2772)	-	Powder
24.49	<input type="checkbox"/>		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	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.6667( .2079)	-	No
		.6667( .2079)	-	Yes
42.86	<input type="checkbox"/>		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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 472.00

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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 475.00

Importance Utility(s.e.) Factor

7.14			MIXTURE	Product Form
		-.2778( .2238)	-	Premixed
		.0556( .2238)		Concentrate
		.2222( .2238)	-	Powder
23.81			NUMAPP	Number of Applications
		-.6111( .2238)	--	50
		-.4444( .2238)	-	100
		1.0556( .2238)	---	200
34.52			GERMFRE	Disinfectant
		1.2083( .1678)	----	Yes
		-1.2083( .1678)	----	No
8.33			BIOPROT	Biodegradable
		-.2917( .1678)	-	No
		.2917( .1678)	-	Yes
26.19			PRICE	Price per Application
		.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: 476.00

Importance Utility(s.e.) Factor

23.53	-.1111( .5525) .7222( .5525) -.6111( .5525)	MIXTURE --- --	Product Form
			Premixed
			Concentrate
			Powder
23.53	-.4444( .5525) .8889( .5525) -.4444( .5525)	NUMAPP -- --- --	Number of Applications
			50
			100
			200
11.76	.3333( .4143) -.3333( .4143)	GERMFRE - -	Disinfectant
			Yes
			No
5.88	-.1667( .4143) .1667( .4143)	BIOPROT - -	Biodegradable
			No
			Yes
35.29	1.0556( .5525) -.1111( .5525) -.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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 492.00

Importance	Utility(s.e.)	Factor	
6.25	.0000( .2645) -.1667( .2645) .1667( .2645)	MIXTURE	Product Form
			Premixed
			Concentrate
			Powder
9.38	-.3333( .2645) .1667( .2645) .1667( .2645)	NUMAPP	Number of Applications
		-	50
			100
			200
4.69	.1250( .1984) -.1250( .1984)	GERMFRE	Disinfectant
			Yes
			No
60.94	-1.6250( .1984) 1.6250( .1984)	BIOPROT	Biodegradable
		----	No
			Yes
18.75	.5000( .2645) .0000( .2645) -.5000( .2645)	PRICE	Price per Application
		-	35 cents
		-	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			MIXTURE	Product Form
		-.6111( .2436)	-	Premixed
		.2222( .2436)		Concentrate
		.3889( .2436)	-	Powder
12.31			NUMAPP	Number of Applications
		-.4444( .2436)	-	50
		.2222( .2436)		100
		.2222( .2436)		200
3.08			GERMFRE	Disinfectant
		.0833( .1827)		Yes
		-.0833( .1827)		No
7.69			BIOPROT	Biodegradable
		.2083( .1827)		No
		-.2083( .1827)		Yes
58.46			PRICE	Price per Application
		1.2222( .2436)	---	35 cents
		.7222( .2436)	-	49 cents
		-1.9444( .2436)	----	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)	-	MIXTURE	Product Form
	-.3333( .2464)	--		Premixed
	.5000( .2464)	--		Concentrate
				Powder
24.49	-.5000( .2464)	--	NUMAPP	Number of Applications
	.0000( .2464)			50
	.5000( .2464)	--		100
				200
6.12	-.1250( .1848)	-	GERMFRE	Disinfectant
	.1250( .1848)	-		Yes
				No
12.24	-.2500( .1848)	-	BIOPROT	Biodegradable
	.2500( .1848)	-		No
				Yes
36.73	.8333( .2464)	----	PRICE	Price per Application
	-.1667( .2464)	-		35 cents
	-.6667( .2464)	---		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



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 514.00

Importance Utility(s.e.) Factor

17.24	<input type="checkbox"/>		MIXTURE	Product Form
		-.5556( .2619)	-	Premixed
		.2778( .2619)	-	Concentrate
		.2778( .2619)	-	Powder
17.24	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.3889( .2619)	-	50
		-.0556( .2619)		100
		.4444( .2619)	-	200
6.90	<input type="checkbox"/>		GERMFRE	Disinfectant
		.1667( .1964)		Yes
		-.1667( .1964)		No
3.45	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.0833( .1964)		No
		.0833( .1964)		Yes
55.17	<input type="checkbox"/>		PRICE	Price per Application
		.7778( .2619)	--	35 cents
		.9444( .2619)	--	49 cents
		-1.7222( .2619)	----	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	<input type="checkbox"/>	MIXTURE	Product Form
		--	Premixed
			Concentrate
		--	Powder
26.09	<input type="checkbox"/>	NUMAPP	Number of Applications
		---	50
		-	100
		---	200
34.78	<input type="checkbox"/>	GERMFRE	Disinfectant
		----	Yes
		----	No
4.35	<input type="checkbox"/>	BIOPROT	Biodegradable
		-	No
		-	Yes
17.39	<input type="checkbox"/>	PRICE	Price per Application
		-	35 cents
		-	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) .8333( .3395) .3333( .3395)	MIXTURE ---- --- -	Product Form Premixed Concentrate Powder
19.05	-.8333( .3395) .3333( .3395) .5000( .3395)	NUMAPP --- - --	Number of Applications 50 100 200
28.57	1.0000( .2546) -1.0000( .2546)	GERMFRE --- ---	Disinfectant Yes No
14.29	-.5000( .2546) .5000( .2546)	BIOPROT -- --	Biodegradable No Yes
9.52	.3333( .3395) .0000( .3395) -.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	<input type="checkbox"/>	MIXTURE		Product Form		
		.0556( .2899)		Premixed		
		.0556( .2899)		Concentrate		
		-.1111( .2899)		Powder		
25.45	<input type="checkbox"/>	NUMAPP		Number of Applications		
		.0556( .2899)		50		
		-.6111( .2899)		--	100	
		.5556( .2899)		--	200	
14.55	<input type="checkbox"/>	GERMFRE		Disinfectant		
		.3333( .2174)		-		
		-.3333( .2174)		-	Yes	
					No	
1.82	<input type="checkbox"/>	BIOPROT		Biodegradable		
		-.0417( .2174)		No		
		.0417( .2174)			Yes	
54.55	<input type="checkbox"/>	PRICE		Price per Application		
		1.3889( .2899)		----	35 cents	
		-.2778( .2899)		-		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

# 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	<input type="checkbox"/>	MIXTURE		Product Form	
		.2778( .2881)	-	Premixed	
		-.0556( .2881)		Concentrate	
		-.2222( .2881)	-	Powder	
7.14	<input type="checkbox"/>	NUMAPP		Number of Applications	
		.1111( .2881)		50	
		-.2222( .2881)	-	100	
		.1111( .2881)		200	
60.71	<input type="checkbox"/>	GERMFRE		Disinfectant	
		1.4167( .2161)	----	Yes	
		-1.4167( .2161)	----	No	
14.29	<input type="checkbox"/>	BIOPROT		Biodegradable	
		-.3333( .2161)	-	No	
		.3333( .2161)	-	Yes	
7.14	<input type="checkbox"/>	PRICE		Price per Application	
		.1111( .2881)		35 cents	
		.1111( .2881)		49 cents	
		-.2222( .2881)	-	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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 535.00

Importance Utility(s.e.) Factor

12.90	<input type="checkbox"/>		MIXTURE	Product Form
		-.2222( .4299)	-	Premixed
		.6111( .4299)	--	Concentrate
		-.3889( .4299)	-	Powder
32.26	<input type="checkbox"/>		NUMAPP	Number of Applications
		.6111( .4299)	--	50
		-1.5556( .4299)	----	100
		.9444( .4299)	--	200
5.38	<input type="checkbox"/>		GERMFRE	Disinfectant
		-.2083( .3224)	-	Yes
		.2083( .3224)	-	No
21.51	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.8333( .3224)	--	No
		.8333( .3224)	--	Yes
27.96	<input type="checkbox"/>		PRICE	Price per Application
		1.2778( .4299)	---	35 cents
		-.3889( .4299)	-	49 cents
		-.8889( .4299)	--	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

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



# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 557.00

Importance Utility(s.e.) Factor

23.88	<input type="checkbox"/>		MIXTURE	Product Form
		-.6667( .2335)	--	Premixed
		.0000( .2335)		Concentrate
		.6667( .2335)	--	Powder
17.91	<input type="checkbox"/>		NUMAPP	Number of Applications
		.0000( .2335)		50
		-.5000( .2335)	-	100
		.5000( .2335)	-	200
49.25	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.3750( .1751)	----	Yes
		-1.3750( .1751)	----	No
.00	<input type="checkbox"/>		BIOPROT	Biodegradable
		.0000( .1751)		No
		.0000( .1751)		Yes
8.96	<input type="checkbox"/>		PRICE	Price per Application
		.1667( .2335)		35 cents
		.1667( .2335)		49 cents
		-.3333( .2335)	-	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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 559.00

Importance	Utility(s.e.)	Factor	
8.57	-	MIXTURE	Product Form
			Premixed
			Concentrate
		-	Powder
11.43	-	NUMAPP	Number of Applications
			50
			100
		-	200
7.14	-	GERMFRE	Disinfectant
			Yes
			No
7.14	-	BIOPROT	Biodegradable
			No
			Yes
65.71	-	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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 578.00

Importance Utility(s.e.) Factor

13.79	<input type="checkbox"/>	-.5556( .3791)	MIXTURE	Product Form
		.4444( .3791)	-	Premixed
		.1111( .3791)	-	Concentrate
				Powder
16.09	<input type="checkbox"/>	-.3889( .3791)	NUMAPP	Number of Applications
		-.3889( .3791)	-	50
		.7778( .3791)	--	100
				200
32.18	<input type="checkbox"/>	1.1667( .2843)	GERMFRE	Disinfectant
		-1.1667( .2843)	---	Yes
				No
5.75	<input type="checkbox"/>	-.2083( .2843)	BIOPROT	Biodegradable
		.2083( .2843)	-	No
			-	Yes
32.18	<input type="checkbox"/>	.7778( .3791)	PRICE	Price per Application
		.7778( .3791)	--	35 cents
		-1.5556( .3791)	--	49 cents
			----	79 cents
		3.2361( .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

25.93		MIXTURE		Product Form	
		.5556( .4699)	--	Premixed	
		.0556( .4699)		Concentrate	
		-.6111( .4699)	---	Powder	
7.41		NUMAPP		Number of Applications	
		-.1111( .4699)		50	
		.2222( .4699)	-	100	
		-.1111( .4699)		200	
25.93		GERMFRE		Disinfectant	
		.5833( .3525)	--	Yes	
		-.5833( .3525)	--	No	
7.41		BIOPROT		Biodegradable	
		-.1667( .3525)	-	No	
		.1667( .3525)	-	Yes	
33.33		PRICE		Price per Application	
		.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	
		MIXTURE	Product Form
5.88	-.1667( .2313)		Premixed
	.0000( .2313)		Concentrate
	.1667( .2313)		Powder
		NUMAPP	Number of Applications
5.88	.1667( .2313)		50
	.0000( .2313)		100
	-.1667( .2313)		200
		GERMFRE	Disinfectant
.00	.0000( .1735)		Yes
	.0000( .1735)		No
		BIOPROT	Biodegradable
.00	.0000( .1735)		No
	.0000( .1735)		Yes
		PRICE	Price per Application
88.24	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	
		MIXTURE	Product Form
16.95	<input type="checkbox"/>	-.5000( .2505)	Premixed
		.3333( .2505)	Concentrate
		.1667( .2505)	Powder
		NUMAPP	Number of Applications
6.78	<input type="checkbox"/>	-.1667( .2505)	50
		.1667( .2505)	100
		.0000( .2505)	200
		GERMFRE	Disinfectant
10.17	<input type="checkbox"/>	.2500( .1879)	Yes
		-.2500( .1879)	No
		BIOPROT	Biodegradable
5.08	<input type="checkbox"/>	.1250( .1879)	No
		-.1250( .1879)	Yes
		PRICE	Price per Application
61.02	<input type="checkbox"/>	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

# ESTIMATING THE CONJOINT MODEL

SUBJECT NAME: 592.00

Importance	Utility(s.e.)	Factor	
2.70		MIXTURE	Product Form
	-.1111( .3250)		Premixed
	.0556( .3250)		Concentrate
	.0556( .3250)		Powder
8.11		NUMAPP	Number of Applications
	-.2778( .3250)	-	50
	.0556( .3250)		100
	.2222( .3250)		200
10.81		GERMFRE	Disinfectant
	.3333( .2437)	-	Yes
	-.3333( .2437)	-	No
13.51		BIOPROT	Biodegradable
	-.4167( .2437)	-	No
	.4167( .2437)	-	Yes
64.86		PRICE	Price per Application
	2.2222( .3250)	----	35 cents
	-.4444( .3250)	-	49 cents
	-1.7778( .3250)	---	79 cents
	3.1389( .2569)	CONSTANT	

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

# ESTIMATING THE CONJOINT MODEL

## SUBFILE SUMMARY

Averaged Importance	Utility	Factor	
15.40	<div><div></div></div>	MIXTURE	Product Form
	-.2171	-	Premixed
	.1667	-	Concentrate
	.0504		Powder
17.77	<div><div></div></div>	NUMAPP	Number of Applications
	-.3450	-	50
	.0233		100
	.3217	-	200
18.86	<div><div></div></div>	GERMFRE	Disinfectant
	.5102	--	Yes
	-.5102	--	No
9.95	<div><div></div></div>	BIOPROT	Biodegradable
	-.1541	-	No
	.1541	-	Yes
38.01	<div><div></div></div>	PRICE	Price per Application
	1.1318	----	35 cents
	.0814		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	<input type="checkbox"/>	-.0556( .3750)	MIXTURE	Product Form
		.6111( .3750)	-	Premixed
		-.5556( .3750)	-	Concentrate
				Powder
20.41	<input type="checkbox"/>	.4444( .3750)	NUMAPP	Number of Applications
		.6111( .3750)	-	50
		-1.0556( .3750)	--	100
				200
5.10	<input type="checkbox"/>	-.2083( .2812)	GERMFRE	Disinfectant
		.2083( .2812)		Yes
				No
13.27	<input type="checkbox"/>	.5417( .2812)	BIOPROT	Biodegradable
		-.5417( .2812)	-	No
			-	Yes
46.94	<input type="checkbox"/>	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

11.43	<input type="checkbox"/>		MIXTURE	Product Form
		-.6111( .6618)	-	Premixed
		.3889( .6618)	-	Concentrate
		.2222( .6618)		Powder
7.62	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.4444( .6618)	-	50
		.2222( .6618)		100
		.2222( .6618)		200
9.52	<input type="checkbox"/>		GERMFRE	Disinfectant
		-.4167( .4963)	-	Yes
		.4167( .4963)	-	No
12.38	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.5417( .4963)	-	No
		.5417( .4963)	-	Yes
59.05	<input type="checkbox"/>		PRICE	Price per Application
		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

12.77	<input type="checkbox"/>		MIXTURE	Product Form
		-.2222( .3250)	-	Premixed
		-.3889( .3250)		Concentrate
		.6111( .3250)	-	Powder
12.77	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.2222( .3250)	-	50
		-.3889( .3250)		100
		.6111( .3250)	-	200
4.26	<input type="checkbox"/>		GERMFRE	Disinfectant
		.1667( .2437)	-	Yes
		-.1667( .2437)		No
4.26	<input type="checkbox"/>		BIOPROT	Biodegradable
		.1667( .2437)	-	No
		-.1667( .2437)		Yes
65.96	<input type="checkbox"/>		PRICE	Price per Application
		2.9444( .3250)	----	35 cents
		-.7222( .3250)	-	49 cents
		-2.2222( .3250)	---	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		MIXTURE	Product Form
	-.7778( .3523)	--	Premixed
	.8889( .3523)	--	Concentrate
	-.1111( .3523)		Powder
27.12		NUMAPP	Number of Applications
	-1.1111( .3523)	---	50
	-.4444( .3523)	-	100
	1.5556( .3523)	----	200
29.66		GERMFRE	Disinfectant
	1.4583( .2643)	----	Yes
	-1.4583( .2643)	----	No
.85		BIOPROT	Biodegradable
	-.0417( .2643)		No
	.0417( .2643)		Yes
25.42		PRICE	Price per Application
	1.0556( .3523)	---	35 cents
	.3889( .3523)	-	49 cents
	-1.4444( .3523)	----	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
		-.2778( .3186)	-	Powder
11.76			NUMAPP	Number of Applications
		-.4444( .3186)	-	50
		-.1111( .3186)		100
		.5556( .3186)	-	200
25.49			GERMFRE	Disinfectant
		1.0833( .2390)	--	Yes
		-1.0833( .2390)	--	No
9.80			BIOPROT	Biodegradable
		-.4167( .2390)	-	No
		.4167( .2390)	-	Yes
45.10			PRICE	Price per Application
		1.7222( .3186)	---	35 cents
		.3889( .3186)	-	49 cents
		-2.1111( .3186)	----	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

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



# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 168.00

Importance Utility(s.e.) Factor

7.06			MIXTURE	Product Form
		-.2778( .1625)		Premixed
		.2222( .1625)		Concentrate
		.0556( .1625)		Powder
9.41			NUMAPP	Number of Applications
		.3889( .1625)		50
		-.1111( .1625)		100
		-.2778( .1625)		200
1.18			GERMFRE	Disinfectant
		-.0417( .1219)		Yes
		.0417( .1219)		No
4.71			BIOPROT	Biodegradable
		-.1667( .1219)		No
		.1667( .1219)		Yes
77.65			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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 170.00

Importance Utility(s.e.) Factor

38.20	-1.3333( .5729)	----	MIXTURE	Product Form
	1.5000( .5729)	----		Premixed
	-.1667( .5729)			Concentrate
				Powder
17.98	-.6667( .5729)	--	NUMAPP	Number of Applications
	.6667( .5729)	--		50
	.0000( .5729)			100
				200
6.74	-.2500( .4297)	-	GERMFRE	Disinfectant
	.2500( .4297)	-		Yes
				No
3.37	.1250( .4297)		BIOPROT	Biodegradable
	-.1250( .4297)			No
				Yes
33.71	1.3333( .5729)	----	PRICE	Price per Application
	-.1667( .5729)			35 cents
	-1.1667( .5729)	---		49 cents
				79 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

# 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
				Powder
	17.65	.5000( .4182)	NUMAPP	Number of Applications
		.0000( .4182)	--	50
		-.5000( .4182)	--	100
				200
	22.06	.6250( .3137)	GERMFRE	Disinfectant
		-.6250( .3137)	---	Yes
			---	No
13.24		-.3750( .3137)	BIOPROT	Biodegradable
		.3750( .3137)	--	No
			--	Yes
	29.41	.6667( .4182)	PRICE	Price per Application
		.3333( .4182)	---	35 cents
		-1.0000( .4182)	-	49 cents
			----	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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 173.00

Importance Utility(s.e.) Factor

4.26	<input type="checkbox"/>	MIXTURE		Product Form
		.0556( .2214)		Premixed
		.0556( .2214)		Concentrate
		-.1111( .2214)		Powder
17.02	<input type="checkbox"/>	NUMAPP		Number of Applications
		-.1111( .2214)		50
		-.2778( .2214)	-	100
		.3889( .2214)	-	200
10.64	<input type="checkbox"/>	GERMFRE		Disinfectant
		.2083( .1661)	-	Yes
		-.2083( .1661)	-	No
4.26	<input type="checkbox"/>	BIOPROT		Biodegradable
		.0833( .1661)		No
		-.0833( .1661)		Yes
63.83	<input type="checkbox"/>	PRICE		Price per Application
		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

# 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
		-.0556( .2772)		Powder
5.00			NUMAPP	Number of Applications
		.1111( .2772)		50
		-.2222( .2772)		100
		.1111( .2772)		200
68.75			GERMFRE	Disinfectant
		2.2917( .2079)	----	Yes
		-2.2917( .2079)	----	No
6.25			BIOPROT	Biodegradable
		-.2083( .2079)		No
		.2083( .2079)		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

38.10	-1.1667( .3287) .8333( .3287) .3333( .3287)	MIXTURE ---- --- -	Product Form
			Premixed
			Concentrate
			Powder
.00	.0000( .3287) .0000( .3287) .0000( .3287)	NUMAPP	Number of Applications
			50
			100
			200
4.76	.1250( .2465) -.1250( .2465)	GERMFRE	Disinfectant
			Yes
			No
9.52	.2500( .2465) -.2500( .2465)	BIOPROT	Biodegradable
			No
			Yes
47.62	1.1667( .3287) .1667( .3287) -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			MIXTURE	Product Form
		-.0556( .3405)		Premixed
		.4444( .3405)	-	Concentrate
		-.3889( .3405)	-	Powder
26.92			NUMAPP	Number of Applications
		-1.5556( .3405)	----	50
		.7778( .3405)	--	100
		.7778( .3405)	--	200
38.46			GERMFRE	Disinfectant
		1.6667( .2553)	----	Yes
		-1.6667( .2553)	----	No
3.85			BIOPROT	Biodegradable
		.1667( .2553)		No
		-.1667( .2553)		Yes
21.15			PRICE	Price per Application
		.7778( .3405)	--	35 cents
		.2778( .3405)	-	49 cents
		-1.0556( .3405)	---	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	<input type="checkbox"/>	MIXTURE	Product Form
	-.3333( .6195)	-	Premixed
	.0000( .6195)		Concentrate
	.3333( .6195)	-	Powder
23.53	<input type="checkbox"/>	NUMAPP	Number of Applications
	.5000( .6195)	--	50
	.0000( .6195)		100
	-.5000( .6195)	--	200
47.06	<input type="checkbox"/>	GERMFRE	Disinfectant
	1.0000( .4646)	----	Yes
	-1.0000( .4646)	----	No
5.88	<input type="checkbox"/>	BIOPROT	Biodegradable
	-.1250( .4646)	-	No
	.1250( .4646)	-	Yes
7.84	<input type="checkbox"/>	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: 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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 211.00

Importance Utility(s.e.) Factor

16.82	<input type="checkbox"/>		MIXTURE	Product Form
		-.3889( .2753)	-	Premixed
		-.5556( .2753)	-	Concentrate
		.9444( .2753)	--	Powder
24.30	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.2222( .2753)	--	50
		.2778( .2753)	-	100
		.9444( .2753)	--	200
3.74	<input type="checkbox"/>		GERMFRE	Disinfectant
		.1667( .2065)		Yes
		-.1667( .2065)		No
15.89	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.7083( .2065)	-	No
		.7083( .2065)	-	Yes
39.25	<input type="checkbox"/>		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	<input type="checkbox"/>	-.1111( .3680)	MIXTURE	Product Form
		.5556( .3680)	-	Premixed
		-.4444( .3680)	-	Concentrate
				Powder
6.74	<input type="checkbox"/>	-.2778( .3680)	NUMAPP	Number of Applications
		.0556( .3680)	-	50
		.2222( .3680)	-	100
				200
19.10	<input type="checkbox"/>	.7083( .2760)	GERMFRE	Disinfectant
		-.7083( .2760)	--	Yes
				No
15.73	<input type="checkbox"/>	.5833( .2760)	BIOPROT	Biodegradable
		-.5833( .2760)	-	No
				Yes
44.94	<input type="checkbox"/>	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	
		-.4444( .1228)	-	Premixed	
		.2222( .1228)	-	Concentrate	
		.2222( .1228)	-	Powder	
26.09		NUMAPP		Number of Applications	
		-.7778( .1228)	--	50	
		-.4444( .1228)	-	100	
		1.2222( .1228)	---	200	
31.52		GERMFRE		Disinfectant	
		1.2083( .0921)	---	Yes	
		-1.2083( .0921)	---	No	
1.09		BIOPROT		Biodegradable	
		-.0417( .0921)		No	
		.0417( .0921)		Yes	
32.61		PRICE		Price per Application	
		1.0556( .1228)	---	35 cents	
		.3889( .1228)	-	49 cents	
		-1.4444( .1228)	----	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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 235.00

Importance Utility(s.e.) Factor

14.93	<input type="checkbox"/>	.0556( .5088)	MIXTURE	Product Form
		.3889( .5088)	-	Premixed
		-.4444( .5088)	-	Concentrate
				Powder
23.88	<input type="checkbox"/>	-.1111( .5088)	NUMAPP	Number of Applications
		.7222( .5088)	--	50
		-.6111( .5088)	--	100
				200
11.94	<input type="checkbox"/>	.3333( .3816)	GERMFRE	Disinfectant
		-.3333( .3816)	-	Yes
			-	No
1.49		-.0417( .3816)	BIOPROT	Biodegradable
		.0417( .3816)		No
				Yes
47.76	<input type="checkbox"/>	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			MIXTURE	Product Form
		-.4444( .3281)	-	Premixed
		.0556( .3281)		Concentrate
		.3889( .3281)	-	Powder
14.29			NUMAPP	Number of Applications
		-.6111( .3281)	-	50
		.2222( .3281)		100
		.3889( .3281)	-	200
16.67			GERMFRE	Disinfectant
		.5833( .2461)	-	Yes
		-.5833( .2461)	-	No
4.76			BIOPROT	Biodegradable
		-.1667( .2461)		No
		.1667( .2461)		Yes
52.38			PRICE	Price per Application
		2.0556( .3281)	----	35 cents
		-.4444( .3281)	-	49 cents
		-1.6111( .3281)	---	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			MIXTURE	Product Form
		-.2222( .2753)	-	Premixed
		-.0556( .2753)		Concentrate
		.2778( .2753)		Powder
11.94			NUMAPP	Number of Applications
		-.3889( .2753)	-	50
		.2778( .2753)	-	100
		.1111( .2753)		200
2.99			GERMFRE	Disinfectant
		-.0833( .2065)		Yes
		.0833( .2065)		No
70.15			BIOPROT	Biodegradable
		-1.9583( .2065)	----	No
		1.9583( .2065)	----	Yes
5.97			PRICE	Price per Application
		.1111( .2753)		35 cents
		.1111( .2753)		49 cents
		-.2222( .2753)		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

12.31	<input type="checkbox"/>		MIXTURE	Product Form
		-.1111( .2559)	-	Premixed
		.3889( .2559)		Concentrate
		-.2778( .2559)	-	Powder
12.31	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.4444( .2559)	-	50
		.2222( .2559)	-	100
		.2222( .2559)	-	200
53.85	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.4583( .1919)	----	Yes
		-1.4583( .1919)	----	No
12.31	<input type="checkbox"/>		BIOPROT	Biodegradable
		.3333( .1919)	-	No
		-.3333( .1919)	-	Yes
9.23	<input type="checkbox"/>		PRICE	Price per Application
		.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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 261.00

Importance Utility(s.e.) Factor

23.53	<input type="checkbox"/>		MIXTURE	Product Form
		-.7778( .2095)	-	Premixed
		.2222( .2095)		Concentrate
		.5556( .2095)	-	Powder
11.76	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.4444( .2095)	-	50
		.2222( .2095)		100
		.2222( .2095)		200
2.94	<input type="checkbox"/>		GERMFRE	Disinfectant
		.0833( .1571)		Yes
		-.0833( .1571)		No
2.94	<input type="checkbox"/>		BIOPROT	Biodegradable
		.0833( .1571)		No
		-.0833( .1571)		Yes
58.82	<input type="checkbox"/>		PRICE	Price per Application
		1.2222( .2095)	--	35 cents
		.8889( .2095)	--	49 cents
		-2.1111( .2095)	----	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
		.1667( .4410)	-	Powder
21.54			NUMAPP	Number of Applications
		-.6667( .4410)	---	50
		.1667( .4410)	-	100
		.5000( .4410)	--	200
4.62			GERMFRE	Disinfectant
		.1250( .3307)	-	Yes
		-.1250( .3307)	-	No
36.92			BIOPROT	Biodegradable
		1.0000( .3307)	----	No
		-1.0000( .3307)	----	Yes
30.77			PRICE	Price per Application
		.6667( .4410)	---	35 cents
		.3333( .4410)	-	49 cents
		-1.0000( .4410)	----	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
					Premixed
					Concentrate
		.7222( .3804)	---		Powder
28.57	-	1.1111( .3804)	---	NUMAPP	Number of Applications
					50
					100
		.5556( .3804)	--		200
24.29	-	.7083( .2853)	---	GERMFRE	Disinfectant
					Yes
					No
7.14	-	.2083( .2853)	-	BIOPROT	Biodegradable
					No
					Yes
14.29	-	.3889( .3804)	-	PRICE	Price per Application
					35 cents
					49 cents
		-.4444( .3804)	--		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: 287.00

Importance Utility(s.e.) Factor

18.60	<input type="checkbox"/>		MIXTURE	Product Form
		-.1111( .2306)	-   -	Premixed
		-.2778( .2306)		Concentrate
		.3889( .2306)		Powder
18.60	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.2778( .2306)	-   -	50
		-.1111( .2306)		100
		.3889( .2306)		200
4.65	<input type="checkbox"/>		GERMFRE	Disinfectant
		.0833( .1729)		Yes
		-.0833( .1729)		No
2.33	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.0417( .1729)		No
		.0417( .1729)		Yes
55.81	<input type="checkbox"/>		PRICE	Price per Application
		1.2222( .2306)	---	35 cents
		-.4444( .2306)		49 cents
		-.7778( .2306)		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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 300.00

Importance Utility(s.e.) Factor

19.67	<input type="checkbox"/>	MIXTURE	Product Form
		-	Premixed
		-	Concentrate
		-	Powder
6.56	<input type="checkbox"/>	NUMAPP	Number of Applications
			50
			100
			200
9.84	<input type="checkbox"/>	GERMFRE	Disinfectant
		-	Yes
		-	No
4.92	<input type="checkbox"/>	BIOPROT	Biodegradable
			No
			Yes
59.02	<input type="checkbox"/>	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	<input type="checkbox"/>		MIXTURE	Product Form
		-.2778( .1889)	-	Premixed
		.0556( .1889)		Concentrate
		.2222( .1889)	-	Powder
21.88	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.6111( .1889)	--	50
		.0556( .1889)		100
		.5556( .1889)	--	200
50.00	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.3333( .1416)	----	Yes
		-1.3333( .1416)	----	No
6.25	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.1667( .1416)	-	No
		.1667( .1416)	-	Yes
12.50	<input type="checkbox"/>		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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 303.00

Importance Utility(s.e.) Factor

			MIXTURE	Product Form
	25.88	-1.1667( .3586)	----	Premixed
		.5000( .3586)	--	Concentrate
		.6667( .3586)	--	Powder
			NUMAPP	Number of Applications
14.12		-.6667( .3586)	--	50
		.3333( .3586)	-	100
		.3333( .3586)	-	200
			GERMFRE	Disinfectant
	31.76	1.1250( .2690)	----	Yes
		-1.1250( .2690)	----	No
			BIOPROT	Biodegradable
14.12		-.5000( .2690)	--	No
		.5000( .2690)	--	Yes
			PRICE	Price per Application
14.12		.5000( .3586)	--	35 cents
		.0000( .3586)		49 cents
		-.5000( .3586)	--	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

4.35	<input type="checkbox"/>		MIXTURE	Product Form
		-.1667( .4626)		Premixed
		.0000( .4626)		Concentrate
		.1667( .4626)		Powder
17.39	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.3333( .4626)	-	50
		-.5000( .4626)	-	100
		.8333( .4626)	--	200
29.35	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.1250( .3469)	---	Yes
		-1.1250( .3469)	---	No
9.78	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.3750( .3469)	-	No
		.3750( .3469)	-	Yes
39.13	<input type="checkbox"/>		PRICE	Price per Application
		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	<input type="checkbox"/>	.5556( .3538)	MIXTURE	Product Form
		-.1111( .3538)	--	Premixed
		-.4444( .3538)	-	Concentrate
				Powder
11.94	<input type="checkbox"/>	.3889( .3538)	NUMAPP	Number of Applications
		-.1111( .3538)	-	50
		-.2778( .3538)	-	100
				200
52.24	<input type="checkbox"/>	1.4583( .2653)	GERMFRE	Disinfectant
		-1.4583( .2653)	----	Yes
				No
14.93	<input type="checkbox"/>	-.4167( .2653)	BIOPROT	Biodegradable
		.4167( .2653)	-	No
			-	Yes
2.99	<input type="checkbox"/>	.0556( .3538)	PRICE	Price per Application
		.0556( .3538)		35 cents
		-.1111( .3538)		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	<input type="checkbox"/>		MIXTURE	Product Form
		-.0556( .4311)	-	Premixed
		.4444( .4311)		Concentrate
		-.3889( .4311)	-	Powder
30.43	<input type="checkbox"/>		NUMAPP	Number of Applications
		.4444( .4311)	-	50
		-1.3889( .4311)	----	100
		.9444( .4311)	---	200
8.70	<input type="checkbox"/>		GERMFRE	Disinfectant
		-.3333( .3233)	-	Yes
		.3333( .3233)	-	No
21.74	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.8333( .3233)	--	No
		.8333( .3233)	--	Yes
28.26	<input type="checkbox"/>		PRICE	Price per Application
		1.2778( .4311)	----	35 cents
		-.3889( .4311)	-	49 cents
		-.8889( .4311)	---	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) -.2222( .3479) -1.0556( .3479)	MIXTURE ----- - ---	Product Form
			Premixed
			Concentrate
			Powder
34.78	1.1111( .3479) -.2222( .3479) -.8889( .3479)	NUMAPP --- - ---	Number of Applications
			50
			100
			200
15.94	-.4583( .2609) .4583( .2609)	GERMFRE - -	Disinfectant
			Yes
			No
5.80	.1667( .2609) -.1667( .2609)	BIOPROT - -	Biodegradable
			No
			Yes
2.90	-.0556( .3479) .1111( .3479) -.0556( .3479)	PRICE     	Price per Application
			35 cents
			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	<input type="checkbox"/>		MIXTURE	Product Form
		.2222( .2238)	-	Premixed
		.0556( .2238)		Concentrate
		-.2778( .2238)		Powder
10.00	<input type="checkbox"/>		NUMAPP	Number of Applications
		.2222( .2238)	-	50
		.0556( .2238)		100
		-.2778( .2238)		200
6.67	<input type="checkbox"/>		GERMFRE	Disinfectant
		-.1667( .1678)	-	Yes
		.1667( .1678)		No
16.67	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.4167( .1678)	-	No
		.4167( .1678)		Yes
56.67	<input type="checkbox"/>		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	Product Form
		-.6667( .1925)	--	Premixed
		.1667( .1925)		Concentrate
		.5000( .1925)	-	Powder
21.62	<input type="checkbox"/>		NUMAPP	Number of Applications
		.0000( .1925)		50
		-.6667( .1925)	--	100
		.6667( .1925)	--	200
48.65	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.5000( .1443)	----	Yes
		-1.5000( .1443)	----	No
.00	<input type="checkbox"/>		BIOPROT	Biodegradable
		.0000( .1443)		No
		.0000( .1443)		Yes
10.81	<input type="checkbox"/>		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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 354.00

Importance Utility(s.e.) Factor

25.00	.7222( .5179)	MIXTURE	Product Form
	.0556( .5179)	--	Premixed
	-.7778( .5179)	--	Concentrate
			Powder
22.22	.2222( .5179)	NUMAPP	Number of Applications
	-.7778( .5179)	-	50
	.5556( .5179)	--	100
		-	200
2.78	.0833( .3884)	GERMFRE	Disinfectant
	-.0833( .3884)		Yes
			No
5.56	-.1667( .3884)	BIOPROT	Biodegradable
	.1667( .3884)		No
			Yes
44.44	1.0556( .5179)	PRICE	Price per Application
	.5556( .5179)	---	35 cents
	-1.6111( .5179)	-	49 cents
		----	79 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	<input type="checkbox"/>		MIXTURE	Product Form
		.0556( .3708)	-	Premixed
		-.2778( .3708)		Concentrate
		.2222( .3708)		Powder
8.96	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.2778( .3708)	-	50
		.0556( .3708)		100
		.2222( .3708)		200
5.97	<input type="checkbox"/>		GERMFRE	Disinfectant
		-.1667( .2781)		Yes
		.1667( .2781)		No
10.45	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.2917( .2781)	-	No
		.2917( .2781)		Yes
65.67	<input type="checkbox"/>		PRICE	Price per Application
		1.8889( .3708)	----	35 cents
		-.1111( .3708)		49 cents
		-1.7778( .3708)		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



# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 357.00

Importance Utility(s.e.) Factor

8.11	<input type="checkbox"/>	-.2778( .3218)	MIXTURE	Product Form
		.0556( .3218)	-	Premixed
		.2222( .3218)		Concentrate
				Powder
16.22	<input type="checkbox"/>	-.4444( .3218)	NUMAPP	Number of Applications
		.5556( .3218)	-	50
		-.1111( .3218)	-	100
				200
14.86	<input type="checkbox"/>	.4583( .2414)	GERMFRE	Disinfectant
		-.4583( .2414)	-	Yes
			-	No
9.46	<input type="checkbox"/>	-.2917( .2414)	BIOPROT	Biodegradable
		.2917( .2414)	-	No
			-	Yes
51.35	<input type="checkbox"/>	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	<input type="checkbox"/>		MIXTURE	Product Form
		.0000( .3110)	-	Premixed
		.5000( .3110)		Concentrate
		-.5000( .3110)	-	Powder
27.45	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.5000( .3110)	----	50
		.8333( .3110)	--	100
		.6667( .3110)	--	200
32.35	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.3750( .2332)	----	Yes
		-1.3750( .2332)	----	No
2.94	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.1250( .2332)		No
		.1250( .2332)		Yes
25.49	<input type="checkbox"/>		PRICE	Price per Application
		1.0000( .3110)	---	35 cents
		.1667( .3110)	---	49 cents
		-1.1667( .3110)		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	<input type="checkbox"/>	-.3333( .4207)	MIXTURE	Product Form
		.5000( .4207)	-	Premixed
		-.1667( .4207)	-	Concentrate
				Powder
20.00	<input type="checkbox"/>	-.5000( .4207)	NUMAPP	Number of Applications
		.8333( .4207)	--	50
		-.3333( .4207)	-	100
				200
7.50	<input type="checkbox"/>	.2500( .3155)	GERMFRE	Disinfectant
		-.2500( .3155)	-	Yes
				No
15.00	<input type="checkbox"/>	.5000( .3155)	BIOPROT	Biodegradable
		-.5000( .3155)	-	No
				Yes
45.00	<input type="checkbox"/>	1.3333( .4207)	PRICE	Price per Application
		.3333( .4207)	---	35 cents
		-1.6667( .4207)	-	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	<input type="checkbox"/>		MIXTURE	Product Form
		-.5000( .5162)	-	Premixed
		.5000( .5162)	-	Concentrate
		.0000( .5162)		Powder
31.46	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.1667( .5162)	---	50
		.0000( .5162)		100
		1.1667( .5162)	---	200
16.85	<input type="checkbox"/>		GERMFRE	Disinfectant
		.6250( .3871)	--	Yes
		-.6250( .3871)	--	No
6.74	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.2500( .3871)	-	No
		.2500( .3871)	-	Yes
31.46	<input type="checkbox"/>		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	<input type="checkbox"/>		MIXTURE	Product Form
		-.3889( .3567)	-	Premixed
		.2778( .3567)	-	Concentrate
		.1111( .3567)		Powder
18.56	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.7222( .3567)	--	50
		-.0556( .3567)		100
		.7778( .3567)	--	200
28.87	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.1667( .2675)	--	Yes
		-1.1667( .2675)	--	No
5.15	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.2083( .2675)		No
		.2083( .2675)		Yes
39.18	<input type="checkbox"/>		PRICE	Price per Application
		1.2778( .3567)	---	35 cents
		.6111( .3567)	-	49 cents
		-1.8889( .3567)	----	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)	MIXTURE	Product Form
			Premixed
			Concentrate
	.0000( .0000)		Powder
.00	.0000( .0000)	NUMAPP	Number of Applications
			50
			100
	.0000( .0000)		200
.00	.0000( .0000)	GERMFRE	Disinfectant
			Yes
	.0000( .0000)		No
.00	.0000( .0000)	BIOPROT	Biodegradable
			No
	.0000( .0000)		Yes
100.0	2.6667( .0000)	PRICE	Price per Application
			35 cents
			49 cents
	-3.3333( .0000)	----	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: 399.00

Importance Utility(s.e.) Factor

10.17			MIXTURE	Product Form
		-.3333( .2199)	-	Premixed
		.1667( .2199)		Concentrate
		.1667( .2199)		Powder
13.56			NUMAPP	Number of Applications
		-.3333( .2199)	-	50
		.3333( .2199)	-	100
		.0000( .2199)		200
10.17			GERMFRE	Disinfectant
		.2500( .1649)	-	Yes
		-.2500( .1649)	-	No
5.08			BIOPROT	Biodegradable
		.1250( .1649)		No
		-.1250( .1649)		Yes
61.02			PRICE	Price per Application
		1.8333( .2199)	----	35 cents
		-.6667( .2199)	-	49 cents
		-1.1667( .2199)	---	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



# 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	<input type="checkbox"/>	.0000( .3469)	MIXTURE	Product Form
		-.6667( .3469)	-	Premixed
		.6667( .3469)	-	Concentrate
				Powder
11.49	<input type="checkbox"/>	-.1667( .3469)	NUMAPP	Number of Applications
		-.3333( .3469)		50
		.5000( .3469)	-	100
				200
.00		.0000( .2602)	GERMFRE	Disinfectant
		.0000( .2602)		Yes
				No
3.45	<input type="checkbox"/>	-.1250( .2602)	BIOPROT	Biodegradable
		.1250( .2602)		No
				Yes
66.67	<input type="checkbox"/>	2.8333( .3469)	PRICE	Price per Application
		-.8333( .3469)	----	35 cents
		-2.0000( .3469)	---	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)	--	MIXTURE	Product Form
	.7778( .3435)	--		Premixed
	.1111( .3435)			Concentrate
				Powder
24.56	-1.0556( .3435)	---	NUMAPP	Number of Applications
	-.2222( .3435)	-		50
	1.2778( .3435)	---		100
				200
29.82	1.4167( .2576)	----	GERMFRE	Disinfectant
	-1.4167( .2576)	----		Yes
				No
1.75	-.0833( .2576)		BIOPROT	Biodegradable
	.0833( .2576)			No
				Yes
26.32	.9444( .3435)	--	PRICE	Price per Application
	.6111( .3435)	--		35 cents
	-1.5556( .3435)	----		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"/>		MIXTURE	Product Form
		-.1667( .4243)	-	Premixed
		.5000( .4243)		Concentrate
		-.3333( .4243)	-	Powder
6.74	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.1667( .4243)	-	50
		-.1667( .4243)		100
		.3333( .4243)	-	200
23.60	<input type="checkbox"/>		GERMFRE	Disinfectant
		.8750( .3182)	--	Yes
		-.8750( .3182)		No
13.48	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.5000( .3182)	-	No
		.5000( .3182)		Yes
44.94	<input type="checkbox"/>		PRICE	Price per Application
		1.5000( .4243)	---	35 cents
		.3333( .4243)		49 cents
		-1.8333( .4243)	----	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	<input type="checkbox"/>		MIXTURE	Product Form
		-.6111( .4002)	--	Premixed
		.3889( .4002)	-	Concentrate
		.2222( .4002)	-	Powder
37.36	<input type="checkbox"/>		NUMAPP	Number of Applications
		-1.4444( .4002)	----	50
		.0556( .4002)		100
		1.3889( .4002)	----	200
12.09	<input type="checkbox"/>		GERMFRE	Disinfectant
		.4583( .3001)	-	Yes
		-.4583( .3001)	-	No
4.40	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.1667( .3001)		No
		.1667( .3001)		Yes
32.97	<input type="checkbox"/>		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

6.90			MIXTURE	Product Form
		-.2222( .2934)		Premixed
		.2778( .2934)		Concentrate
		-.0556( .2934)		Powder
13.79			NUMAPP	Number of Applications
		.4444( .2934)	-	50
		.1111( .2934)		100
		-.5556( .2934)	-	200
1.15			GERMFRE	Disinfectant
		.0417( .2200)		Yes
		-.0417( .2200)		No
2.30			BIOPROT	Biodegradable
		-.0833( .2200)		No
		.0833( .2200)		Yes
75.86			PRICE	Price per Application
		3.1111( .2934)	----	35 cents
		-.7222( .2934)	-	49 cents
		-2.3889( .2934)	---	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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 433.00

Importance Utility(s.e.) Factor

16.00	<input type="checkbox"/>		MIXTURE	Product Form
		.2778( .3020)	-	Premixed
		.1111( .3020)	-	Concentrate
		-.3889( .3020)	-	Powder
12.00	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.0556( .3020)	-	50
		-.2222( .3020)	-	100
		.2778( .3020)	-	200
2.00	<input type="checkbox"/>		GERMFRE	Disinfectant
		.0417( .2265)	-	Yes
		-.0417( .2265)	-	No
10.00	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.2083( .2265)	-	No
		.2083( .2265)	-	Yes
60.00	<input type="checkbox"/>		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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 440.00

Importance Utility(s.e.) Factor

23.40	-1.1111( .4429) .7222( .4429) .3889( .4429)	---	---	MIXTURE	Product Form
					Premixed
					Concentrate
					Powder
4.26	.2222( .4429) -.1111( .4429) -.1111( .4429)	-	-	NUMAPP	Number of Applications
					50
					100
					200
40.43	1.5833( .3322) -1.5833( .3322)	----	----	GERMFRE	Disinfectant
					Yes
					No
4.26	-.1667( .3322) .1667( .3322)			BIOPROT	Biodegradable
					No
					Yes
27.66	1.3889( .4429) -.7778( .4429) -.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



# 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: 453.00

Importance Utility(s.e.) Factor

9.62	<input type="checkbox"/>	MIXTURE	Product Form
			Premixed
			Concentrate
		-	Powder
19.23	<input type="checkbox"/>	NUMAPP	Number of Applications
		--	50
		-	100
			200
10.58	<input type="checkbox"/>	GERMFRE	Disinfectant
		-	Yes
		-	No
18.27	<input type="checkbox"/>	BIOPROT	Biodegradable
		-	No
		-	Yes
42.31	<input type="checkbox"/>	PRICE	Price per Application
		--	35 cents
		--	49 cents
		----	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

# 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	<input type="checkbox"/>	.1111( .3003)	MIXTURE	Product Form
		-.2222( .3003)	-	Premixed
		.1111( .3003)		Concentrate
				Powder
42.62	<input type="checkbox"/>	-.8889( .3003)	NUMAPP	Number of Applications
		-.3889( .3003)	---	50
		1.2778( .3003)	-	100
			----	200
13.11	<input type="checkbox"/>	-.3333( .2252)	GERMFRE	Disinfectant
		.3333( .2252)	-	Yes
			-	No
11.48	<input type="checkbox"/>	.2917( .2252)	BIOPROT	Biodegradable
		-.2917( .2252)	-	No
			-	Yes
26.23	<input type="checkbox"/>	.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

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

8.22	<input type="checkbox"/>		MIXTURE	Product Form
		.0556( .3420)	-	Premixed
		.2222( .3420)		Concentrate
		-.2778( .3420)	-	Powder
5.48	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.1111( .3420)	-	50
		.2222( .3420)		100
		-.1111( .3420)		200
19.18	<input type="checkbox"/>		GERMFRE	Disinfectant
		.5833( .2565)	-	Yes
		-.5833( .2565)	-	No
15.07	<input type="checkbox"/>		BIOPROT	Biodegradable
		.4583( .2565)	-	No
		-.4583( .2565)	-	Yes
52.05	<input type="checkbox"/>		PRICE	Price per Application
		1.5556( .3420)	----	35 cents
		.0556( .3420)		49 cents
		-1.6111( .3420)	----	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
		-.2778( .2238)	-	Premixed
		.0556( .2238)		Concentrate
		.2222( .2238)	-	Powder
23.81			NUMAPP	Number of Applications
		-.6111( .2238)	--	50
		-.4444( .2238)	-	100
		1.0556( .2238)	---	200
34.52			GERMFRE	Disinfectant
		1.2083( .1678)	----	Yes
		-1.2083( .1678)	----	No
8.33			BIOPROT	Biodegradable
		-.2917( .1678)	-	No
		.2917( .1678)	-	Yes
26.19			PRICE	Price per Application
		.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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 476.00

Importance Utility(s.e.) Factor

	23.53	-.1111( .5525)	MIXTURE	Product Form
		.7222( .5525)	---	Premixed
		-.6111( .5525)	--	Concentrate
				Powder
	23.53	-.4444( .5525)	NUMAPP	Number of Applications
		.8889( .5525)	---	50
		-.4444( .5525)	--	100
				200
11.76		.3333( .4143)	GERMFRE	Disinfectant
		-.3333( .4143)	-	Yes
			-	No
5.88		-.1667( .4143)	BIOPROT	Biodegradable
		.1667( .4143)	-	No
			-	Yes
	35.29	1.0556( .5525)	PRICE	Price per Application
		-.1111( .5525)	----	35 cents
		-.9444( .5525)	----	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	<input type="checkbox"/>		MIXTURE	Product Form
		.0000( .2645)	-	Premixed
		-.1667( .2645)		Concentrate
		.1667( .2645)		Powder
9.38	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.3333( .2645)	-	50
		.1667( .2645)		100
		.1667( .2645)		200
4.69	<input type="checkbox"/>		GERMFRE	Disinfectant
		.1250( .1984)	-	Yes
		-.1250( .1984)		No
60.94	<input type="checkbox"/>		BIOPROT	Biodegradable
		-1.6250( .1984)	----	No
		1.6250( .1984)	----	Yes
18.75	<input type="checkbox"/>		PRICE	Price per Application
		.5000( .2645)	-	35 cents
		.0000( .2645)		49 cents
		-.5000( .2645)		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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 502.00

Importance Utility(s.e.) Factor

18.46	<input type="checkbox"/>		MIXTURE	Product Form
		-.6111( .2436)	-	Premixed
		.2222( .2436)		Concentrate
		.3889( .2436)	-	Powder
12.31	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.4444( .2436)	-	50
		.2222( .2436)		100
		.2222( .2436)		200
3.08	<input type="checkbox"/>		GERMFRE	Disinfectant
		.0833( .1827)		Yes
		-.0833( .1827)		No
7.69	<input type="checkbox"/>		BIOPROT	Biodegradable
		.2083( .1827)		No
		-.2083( .1827)		Yes
58.46	<input type="checkbox"/>		PRICE	Price per Application
		1.2222( .2436)	---	35 cents
		.7222( .2436)	-	49 cents
		-1.9444( .2436)	----	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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 507.00

Importance Utility(s.e.) Factor

20.41	-.1667( .2464)	-	MIXTURE	Product Form
	-.3333( .2464)	--		Premixed
	.5000( .2464)	--		Concentrate
				Powder
24.49	-.5000( .2464)	--	NUMAPP	Number of Applications
	.0000( .2464)			50
	.5000( .2464)	--		100
				200
6.12	-.1250( .1848)	-	GERMFRE	Disinfectant
	.1250( .1848)	-		Yes
				No
12.24	-.2500( .1848)	-	BIOPROT	Biodegradable
	.2500( .1848)	-		No
				Yes
36.73	.8333( .2464)	----	PRICE	Price per Application
	-.1667( .2464)	-		35 cents
	-.6667( .2464)	---		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	<input type="checkbox"/>		MIXTURE	Product Form
		-.5556( .2619)	-	Premixed
		.2778( .2619)	-	Concentrate
		.2778( .2619)	-	Powder
17.24	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.3889( .2619)	-	50
		-.0556( .2619)		100
		.4444( .2619)	-	200
6.90	<input type="checkbox"/>		GERMFRE	Disinfectant
		.1667( .1964)		Yes
		-.1667( .1964)		No
3.45	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.0833( .1964)		No
		.0833( .1964)		Yes
55.17	<input type="checkbox"/>		PRICE	Price per Application
		.7778( .2619)	--	35 cents
		.9444( .2619)	--	49 cents
		-1.7222( .2619)	----	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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 516.00

Importance Utility(s.e.) Factor

17.39	<input type="checkbox"/>		MIXTURE	Product Form
		-.5000( .2291)	--	Premixed
		.0000( .2291)		Concentrate
		.5000( .2291)	--	Powder
26.09	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.8333( .2291)	---	50
		.1667( .2291)	-	100
		.6667( .2291)	---	200
34.78	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.0000( .1718)	----	Yes
		-1.0000( .1718)	----	No
4.35	<input type="checkbox"/>		BIOPROT	Biodegradable
		.1250( .1718)	-	No
		-.1250( .1718)	-	Yes
17.39	<input type="checkbox"/>		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	-.5000( .2546)	--	BIOPROT	Biodegradable
	.5000( .2546)	--		No
				Yes
9.52	.3333( .3395)	-	PRICE	Price per Application
	.0000( .3395)			35 cents
	-.3333( .3395)	-		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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 520.00

Importance Utility(s.e.) Factor

3.64		MIXTURE		Product Form
		.0556( .2899)		Premixed
		.0556( .2899)		Concentrate
		-.1111( .2899)		Powder
25.45		NUMAPP		Number of Applications
		.0556( .2899)		50
		-.6111( .2899)	--	100
		.5556( .2899)	--	200
14.55		GERMFRE		Disinfectant
		.3333( .2174)	-	Yes
		-.3333( .2174)	-	No
1.82		BIOPROT		Biodegradable
		-.0417( .2174)		No
		.0417( .2174)		Yes
54.55		PRICE		Price per Application
		1.3889( .2899)	----	35 cents
		-.2778( .2899)	-	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	<input type="checkbox"/>	MIXTURE	Product Form
		-	Premixed
		-	Concentrate
		-	Powder
12.82	<input type="checkbox"/>	NUMAPP	Number of Applications
		-	50
		-	100
		--	200
38.46	<input type="checkbox"/>	GERMFRE	Disinfectant
		----	Yes
		----	No
.00	<input type="checkbox"/>	BIOPROT	Biodegradable
		-	No
		-	Yes
38.46	<input type="checkbox"/>	PRICE	Price per Application
		----	35 cents
		-	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	<input type="checkbox"/>	MIXTURE		Product Form	
		.2778( .2881)	-	Premixed	
		-.0556( .2881)		Concentrate	
		-.2222( .2881)	-	Powder	
7.14	<input type="checkbox"/>	NUMAPP		Number of Applications	
		.1111( .2881)		50	
		-.2222( .2881)	-	100	
		.1111( .2881)		200	
60.71	<input type="checkbox"/>	GERMFRE		Disinfectant	
		1.4167( .2161)	----	Yes	
		-1.4167( .2161)	----	No	
14.29	<input type="checkbox"/>	BIOPROT		Biodegradable	
		-.3333( .2161)	-	No	
		.3333( .2161)	-	Yes	
7.14	<input type="checkbox"/>	PRICE		Price per Application	
		.1111( .2881)		35 cents	
		.1111( .2881)		49 cents	
		-.2222( .2881)	-	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	<input type="checkbox"/>		MIXTURE	Product Form
		-.2222( .4299)	-	Premixed
		.6111( .4299)	--	Concentrate
		-.3889( .4299)	-	Powder
32.26	<input type="checkbox"/>		NUMAPP	Number of Applications
		.6111( .4299)	--	50
		-1.5556( .4299)	----	100
		.9444( .4299)	--	200
5.38	<input type="checkbox"/>		GERMFRE	Disinfectant
		-.2083( .3224)	-	Yes
		.2083( .3224)	-	No
21.51	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.8333( .3224)	--	No
		.8333( .3224)	--	Yes
27.96	<input type="checkbox"/>		PRICE	Price per Application
		1.2778( .4299)	---	35 cents
		-.3889( .4299)	-	49 cents
		-.8889( .4299)	--	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	<input type="checkbox"/>		MIXTURE	Product Form
		-.6667( .2335)	--	Premixed
		.0000( .2335)		Concentrate
		.6667( .2335)	--	Powder
17.91	<input type="checkbox"/>		NUMAPP	Number of Applications
		.0000( .2335)		50
		-.5000( .2335)	-	100
		.5000( .2335)	-	200
49.25	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.3750( .1751)	----	Yes
		-1.3750( .1751)	----	No
.00	<input type="checkbox"/>		BIOPROT	Biodegradable
		.0000( .1751)		No
		.0000( .1751)		Yes
8.96	<input type="checkbox"/>		PRICE	Price per Application
		.1667( .2335)		35 cents
		.1667( .2335)		49 cents
		-.3333( .2335)	-	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			MIXTURE	Product Form
		-.0556( .3722)	-	Premixed
		-.2222( .3722)		Concentrate
		.2778( .3722)		Powder
11.43			NUMAPP	Number of Applications
		-.3889( .3722)	-	50
		.1111( .3722)		100
		.2778( .3722)		200
7.14			GERMFRE	Disinfectant
		-.2083( .2792)	-	Yes
		.2083( .2792)		No
7.14			BIOPROT	Biodegradable
		-.2083( .2792)	-	No
		.2083( .2792)		Yes
65.71			PRICE	Price per Application
		1.9444( .3722)	----	35 cents
		-.0556( .3722)		49 cents
		-1.8889( .3722)		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: 578.00

Importance Utility(s.e.) Factor

13.79	<input type="checkbox"/>		MIXTURE	Product Form
		-.5556( .3791)	-	Premixed
		.4444( .3791)	-	Concentrate
		.1111( .3791)		Powder
16.09	<input type="checkbox"/>		NUMAPP	Number of Applications
		-.3889( .3791)	-	50
		-.3889( .3791)	-	100
		.7778( .3791)	--	200
32.18	<input type="checkbox"/>		GERMFRE	Disinfectant
		1.1667( .2843)	---	Yes
		-1.1667( .2843)	---	No
5.75	<input type="checkbox"/>		BIOPROT	Biodegradable
		-.2083( .2843)	-	No
		.2083( .2843)	-	Yes
32.18	<input type="checkbox"/>		PRICE	Price per Application
		.7778( .3791)	--	35 cents
		.7778( .3791)	--	49 cents
		-1.5556( .3791)	----	79 cents
		3.2361( .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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 580.00

Importance Utility(s.e.) Factor

25.93		MIXTURE		Product Form	
		.5556( .4699)	--	Premixed	
		.0556( .4699)		Concentrate	
		-.6111( .4699)	---	Powder	
7.41		NUMAPP		Number of Applications	
		-.1111( .4699)		50	
		.2222( .4699)	-	100	
		-.1111( .4699)		200	
25.93		GERMFRE		Disinfectant	
		.5833( .3525)	--	Yes	
		-.5833( .3525)	--	No	
7.41		BIOPROT		Biodegradable	
		-.1667( .3525)	-	No	
		.1667( .3525)	-	Yes	
33.33		PRICE		Price per Application	
		.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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

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



# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 589.00

Importance Utility(s.e.) Factor

16.95	<input type="checkbox"/>	MIXTURE	Product Form
		-	Premixed
		-	Concentrate
		-	Powder
6.78	<input type="checkbox"/>	NUMAPP	Number of Applications
			50
			100
			200
10.17	<input type="checkbox"/>	GERMFRE	Disinfectant
		-	Yes
		-	No
5.08	<input type="checkbox"/>	BIOPROT	Biodegradable
			No
			Yes
61.02	<input type="checkbox"/>	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

# CONJONT MODEL SIMULATOR WITH 6 CASES OMITTED

SUBJECT NAME: 592.00

Importance	Utility(s.e.)	Factor	
2.70	-.1111( .3250)	MIXTURE	Product Form
	.0556( .3250)		Premixed
	.0556( .3250)		Concentrate
			Powder
8.11	-.2778( .3250)	NUMAPP	Number of Applications
	.0556( .3250)	-	50
	.2222( .3250)		100
			200
10.81	.3333( .2437)	GERMFRE	Disinfectant
	-.3333( .2437)	-	Yes
		-	No
13.51	-.4167( .2437)	BIOPROT	Biodegradable
	.4167( .2437)	-	No
		-	Yes
64.86	2.2222( .3250)	PRICE	Price per Application
	-.4444( .3250)	----	35 cents
	-1.7778( .3250)	---	49 cents
			79 cents
	3.1389( .2569)	CONSTANT	

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	<input type="checkbox"/>	MIXTURE	Product Form
	-.2257	-	Premixed
	.1868	-	Concentrate
	.0389		Powder
17.61	<input type="checkbox"/>	NUMAPP	Number of Applications
	-.3424	-	50
	.0181		100
	.3243	-	200
18.65	<input type="checkbox"/>	GERMFRE	Disinfectant
	.5177	--	Yes
	-.5177	--	No
9.63	<input type="checkbox"/>	BIOPROT	Biodegradable
	-.1432		No
	.1432		Yes
39.06	<input type="checkbox"/>	PRICE	Price per Application
	1.1931	----	35 cents
	.0806		49 cents
	-1.2736	----	79 cents
	3.6759	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