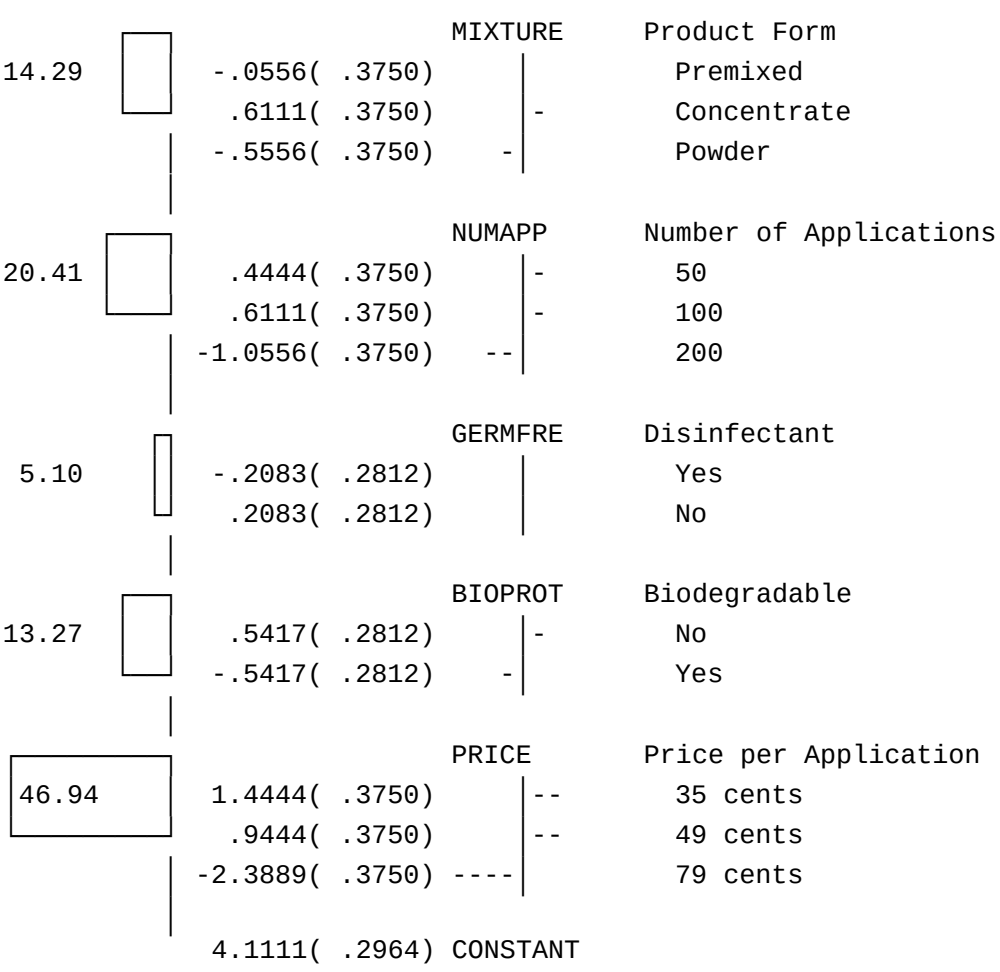
Conjoint Analysis

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.

SUBJECT NAME: 107.00



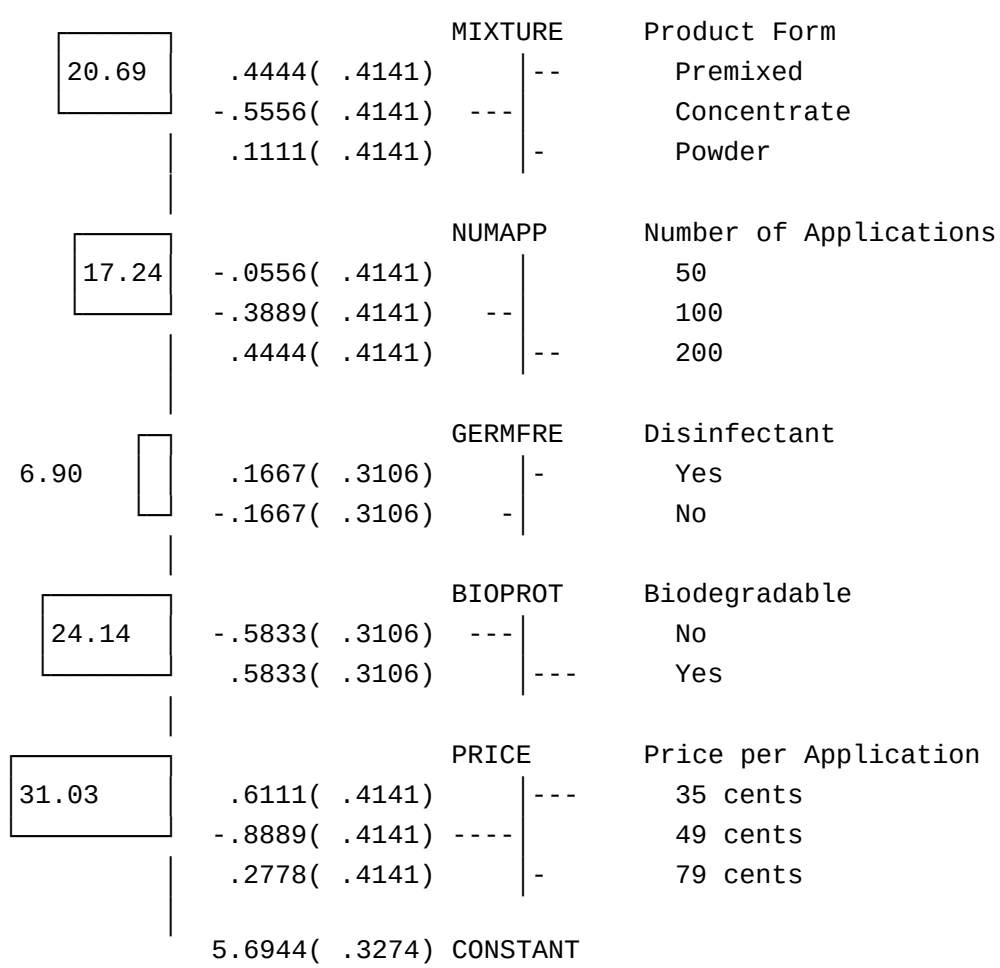
Pearson's R = .929 Significance = .0000

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

SUBJECT NAME: 110.00



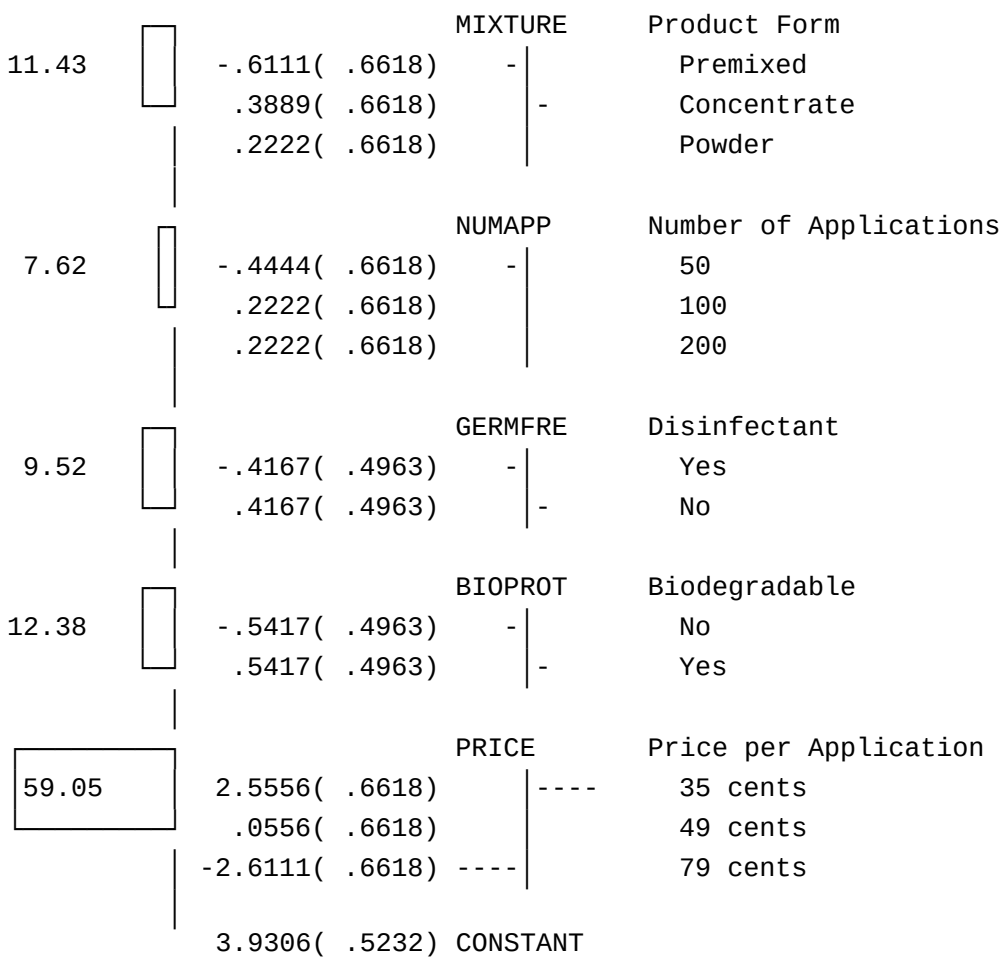
Pearson's R = .756 Significance = .0001

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

SUBJECT NAME: 123.00



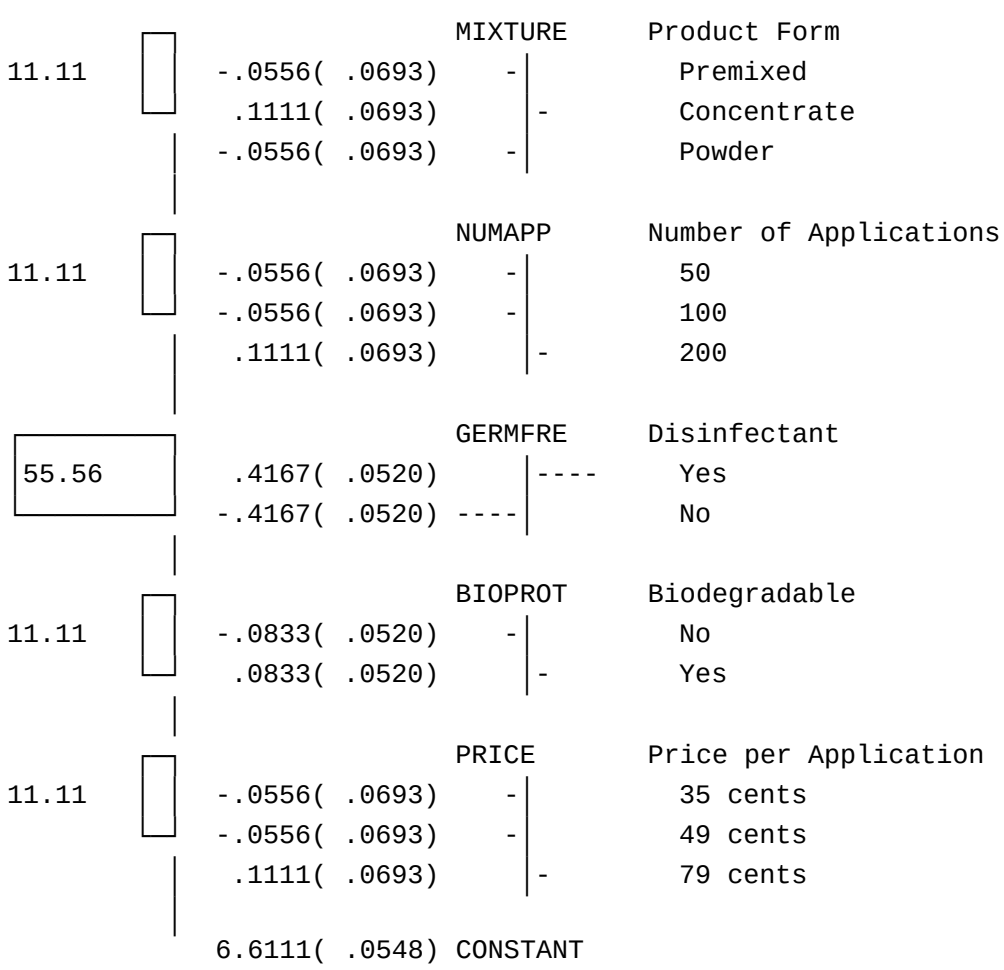
Pearson's R = .851 Significance = .0000

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

SUBJECT NAME: 129.00



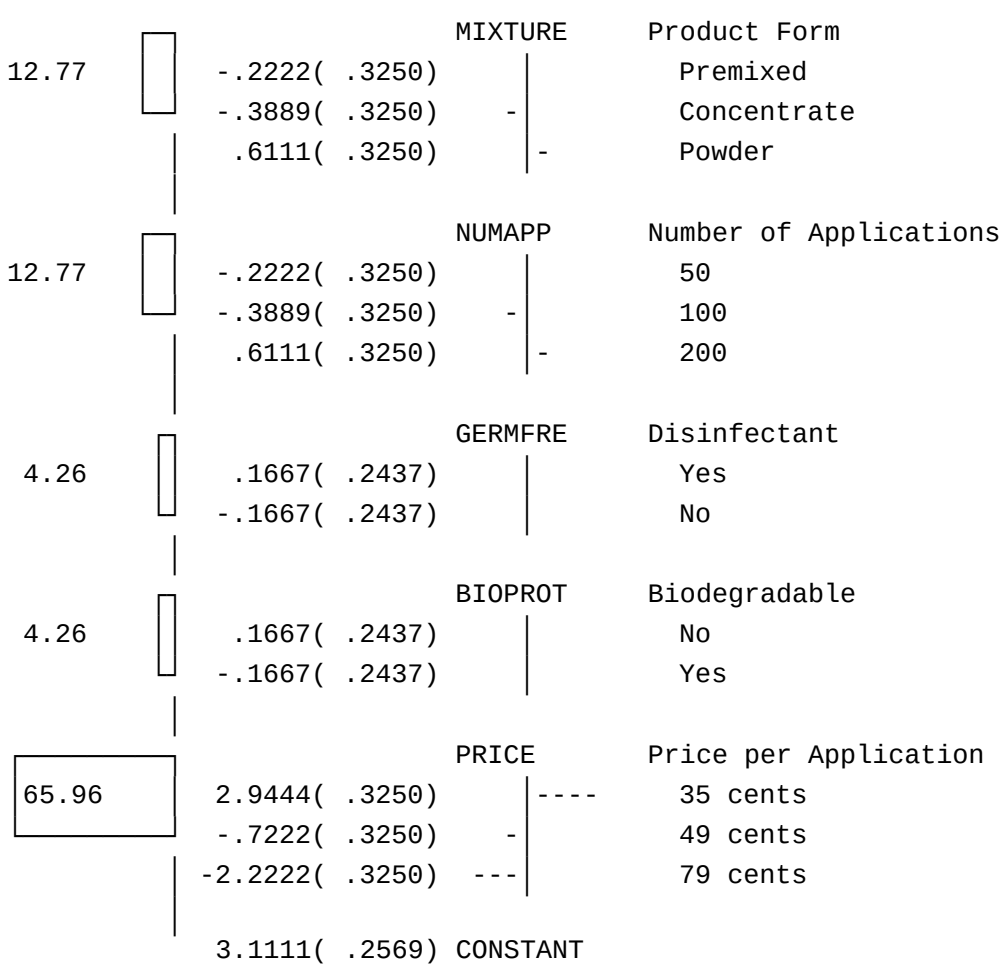
Pearson's R = .945 Significance = .0000

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

SUBJECT NAME: 135.00



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

SUBJECT NAME: 155.00

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

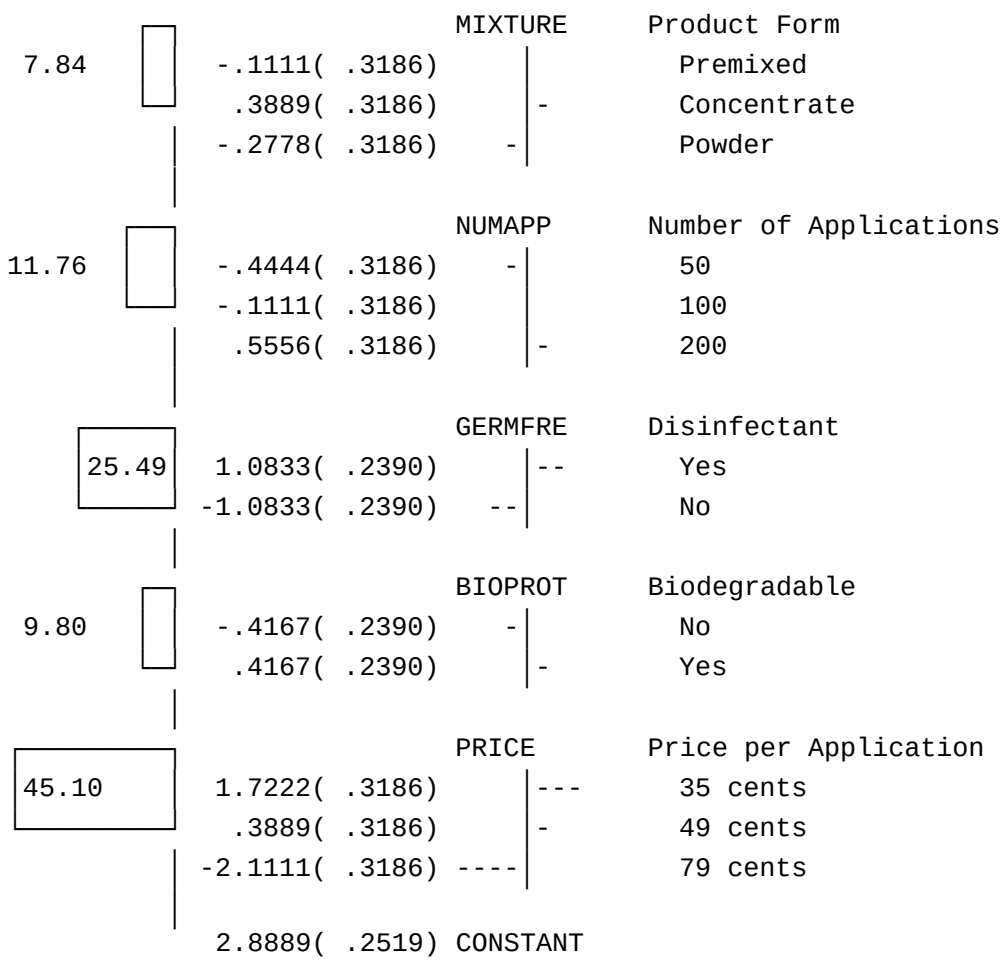
Pearson's R = .946 Significance = .0000

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

SUBJECT NAME: 161.00



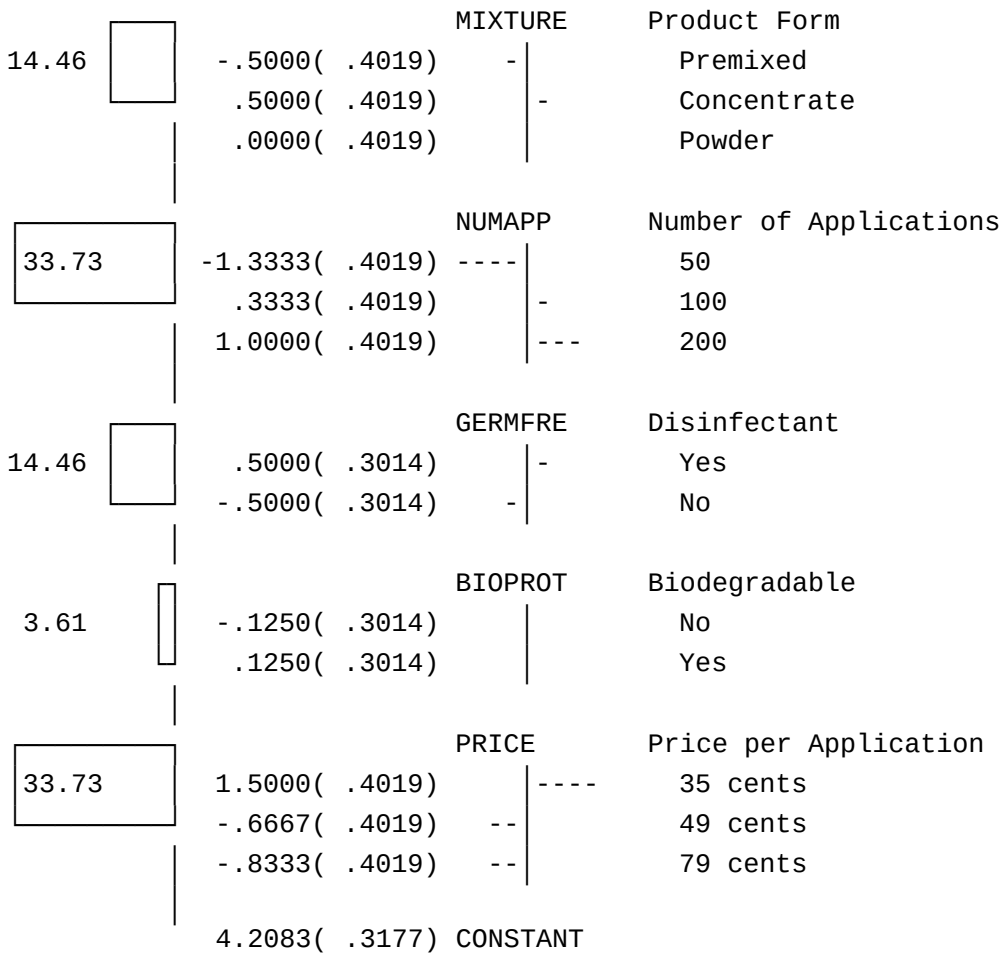
Pearson's R = .947 Significance = .0000

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

SUBJECT NAME: 162.00



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

SUBJECT NAME: 168.00

Importance	Utility(s.e.)	Factor	
		MIXTURE	Product Form
7.06	-.2778(.1625)		Premixed
	.2222(.1625)		Concentrate
	.0556(.1625)		Powder
		NUMAPP	Number of Applications
9.41	.3889(.1625)		50
	-.1111(.1625)		100
	-.2778(.1625)		200
		GERMFRE	Disinfectant
1.18	-.0417(.1219)		Yes
	.0417(.1219)		No
		BIOPROT	Biodegradable
4.71	-.1667(.1219)		No
	.1667(.1219)		Yes
		PRICE	Price per Application
77.65	3.3889(.1625)	----	35 cents
	-1.2778(.1625)	--	49 cents
	-2.1111(.1625)	--	79 cents
	3.6806(.1285)	CONSTANT	

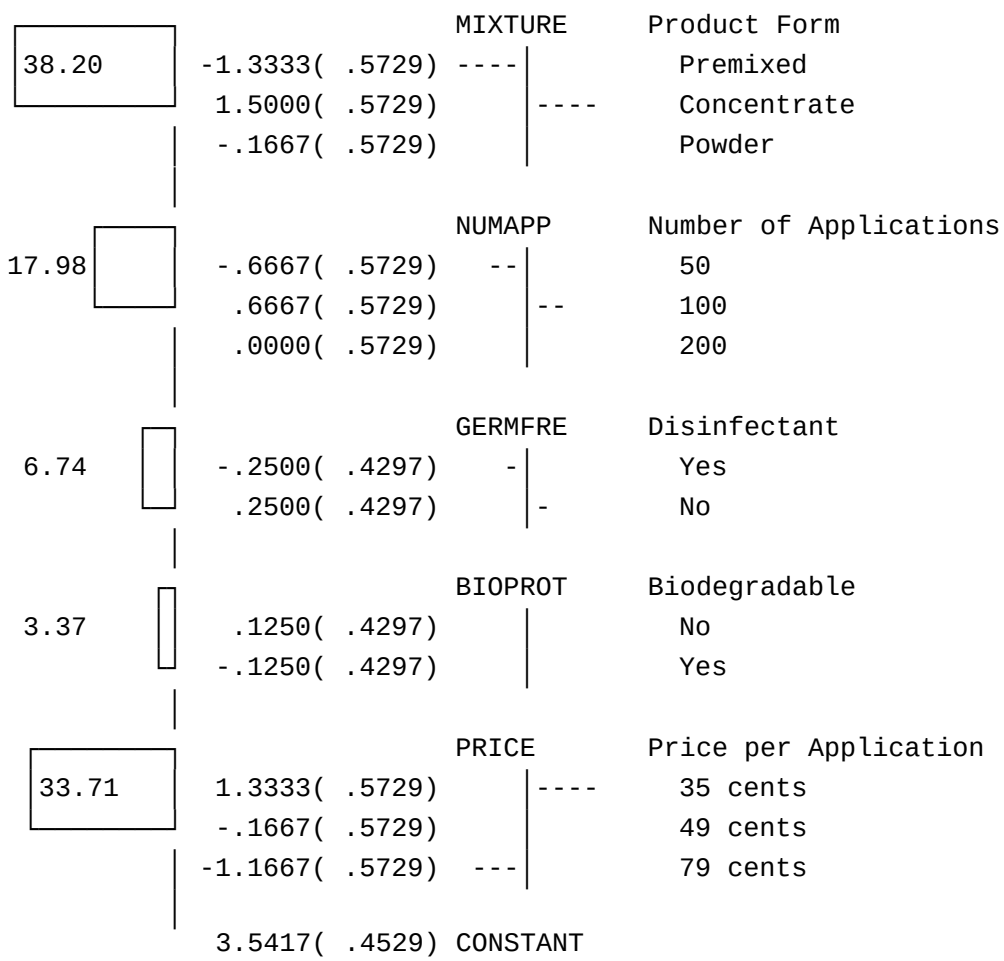
Pearson's R = .990 Significance = .0000

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

SUBJECT NAME: 170.00



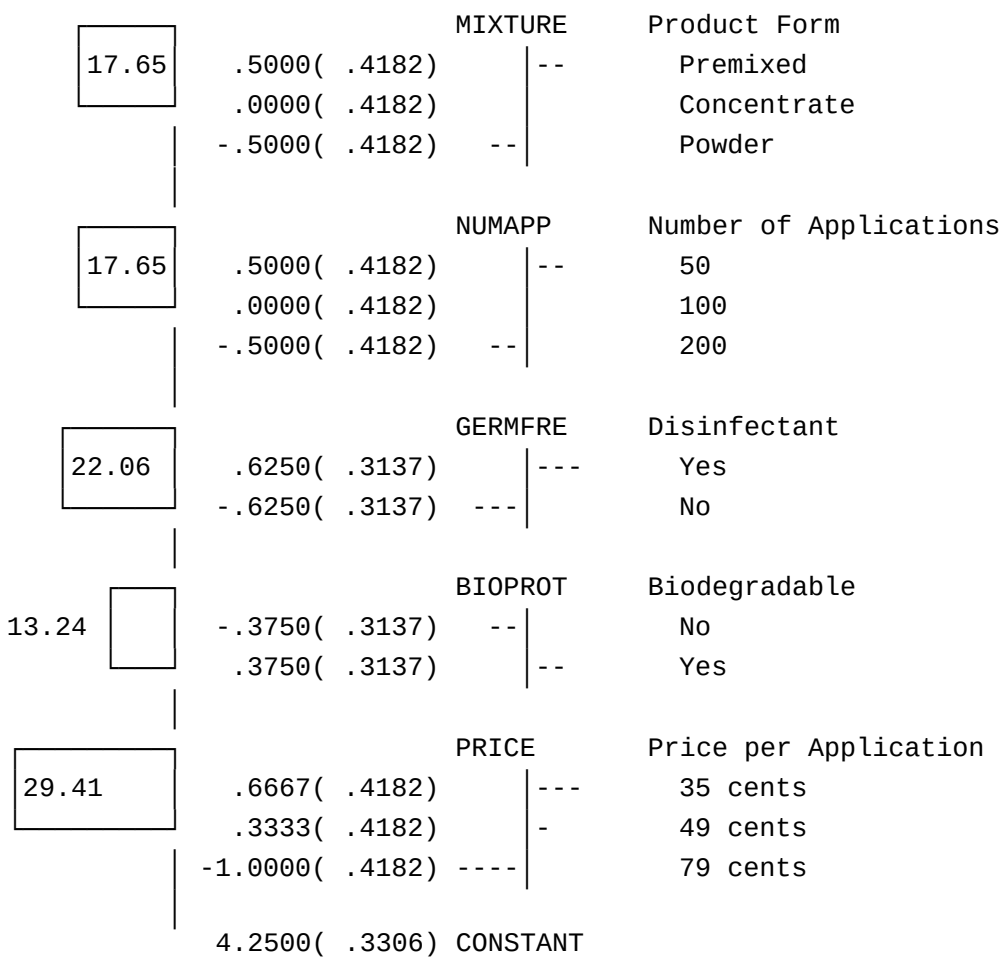
Pearson's R = .808 Significance = .0000

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

SUBJECT NAME: 171.00



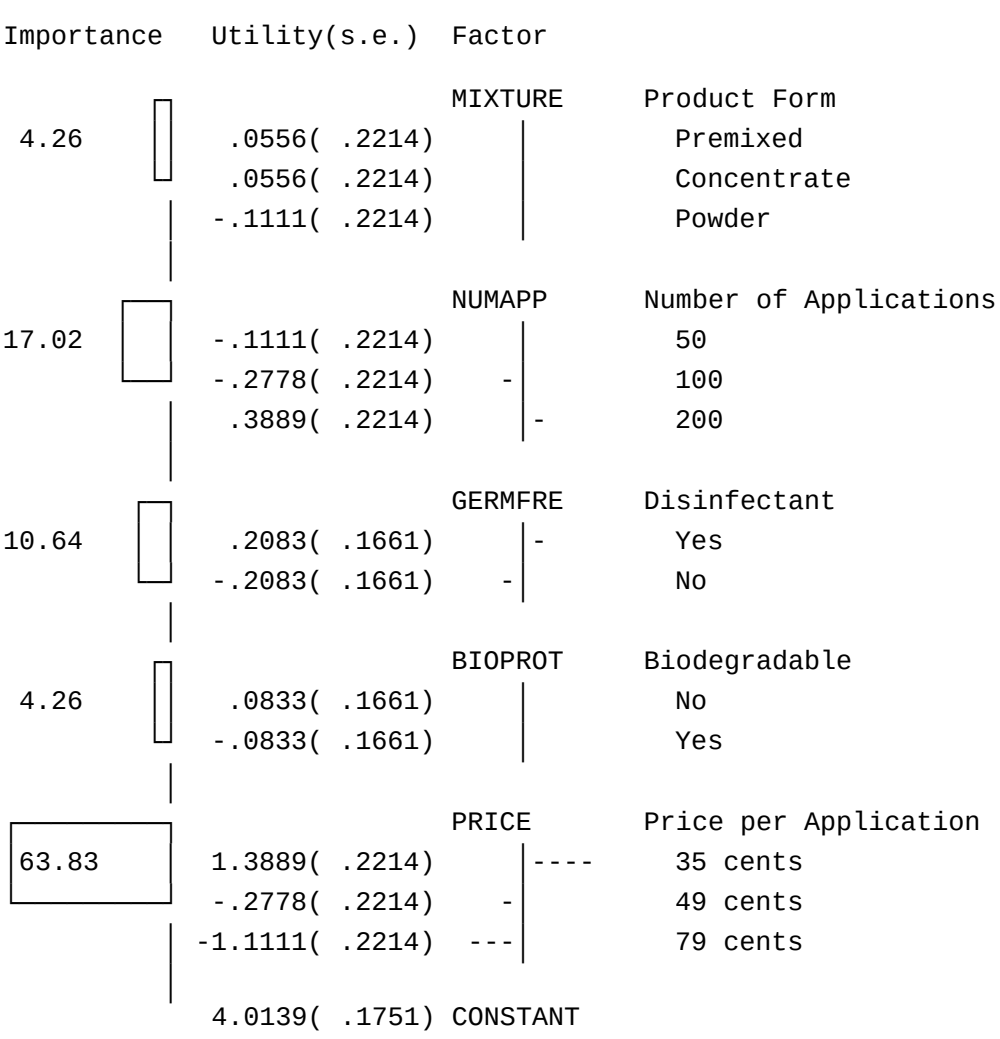
Pearson's R = .792 Significance = .0000

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

SUBJECT NAME: 173.00



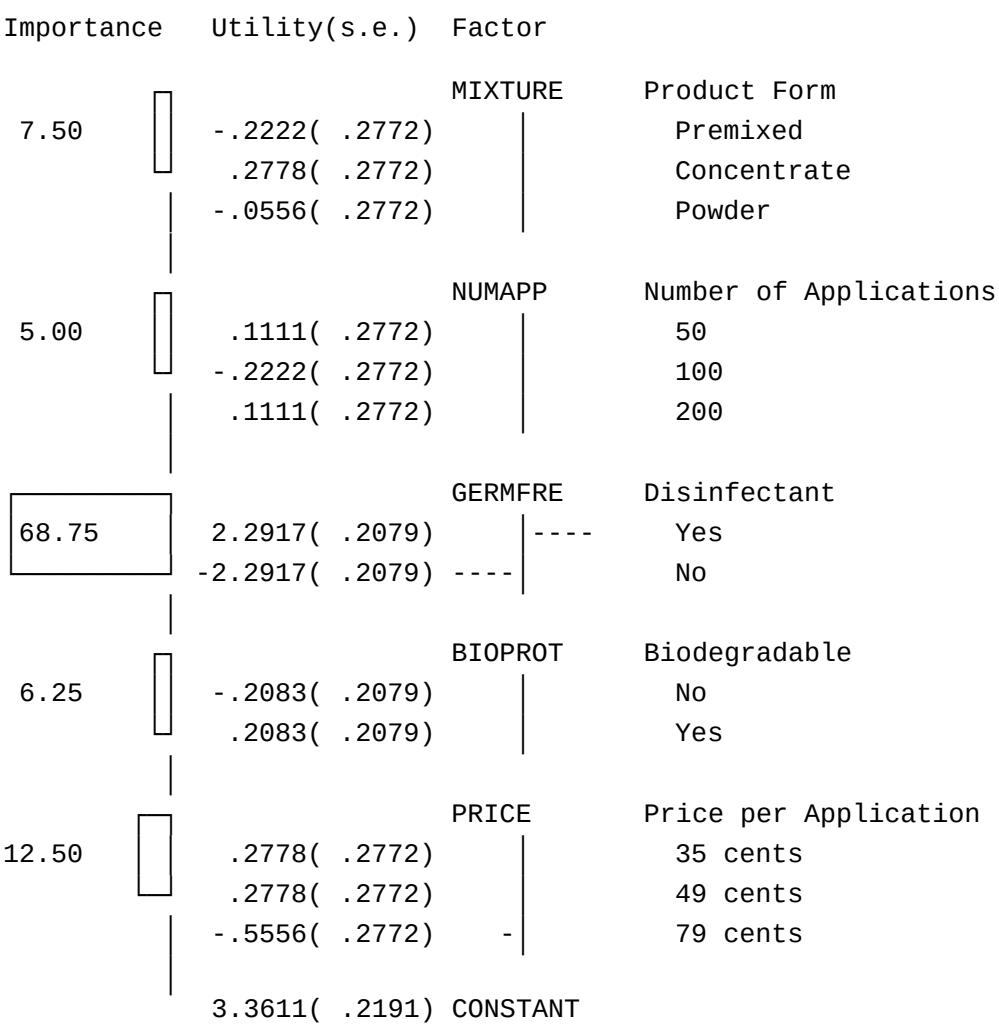
Pearson's R = .920 Significance = .0000

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

SUBJECT NAME: 174.00



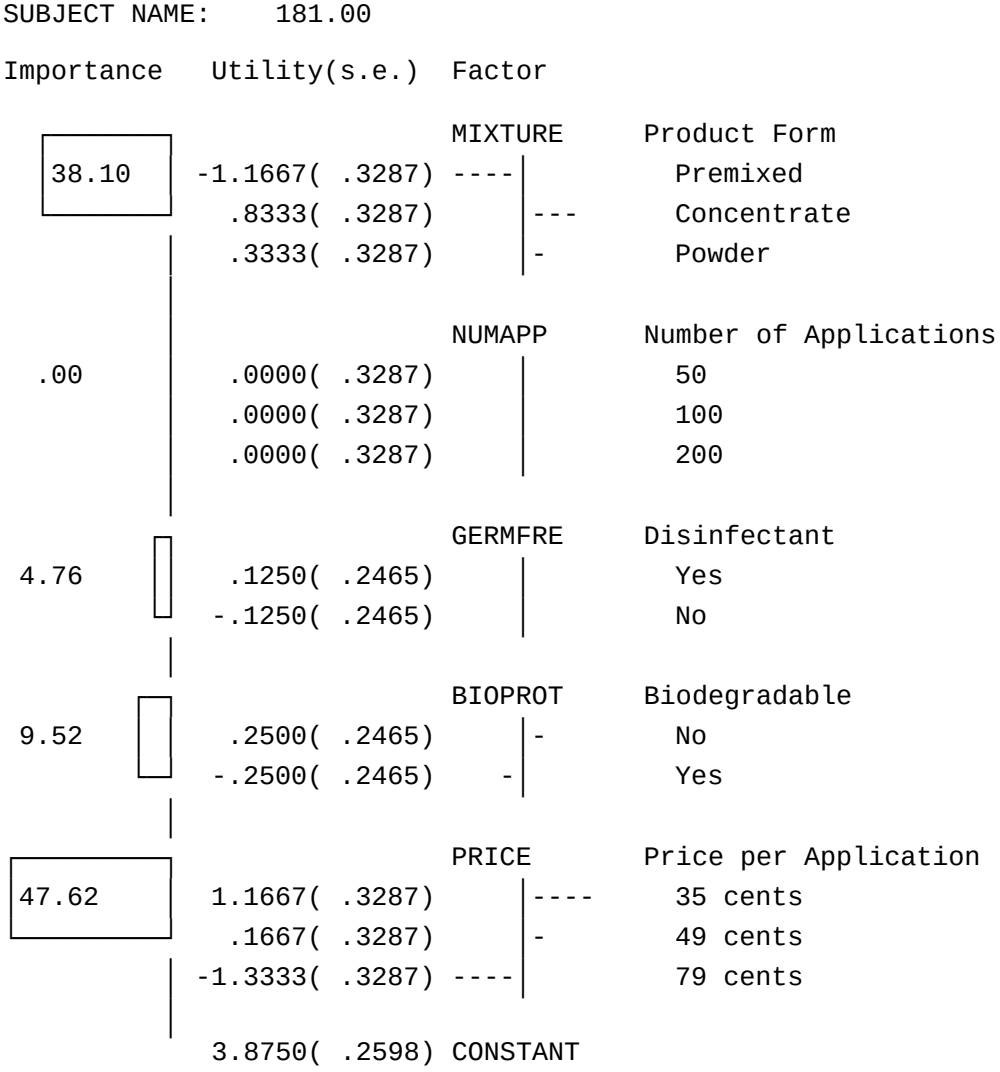
Pearson's R = .967 Significance = .0000

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

SUBJECT NAME: 181.00



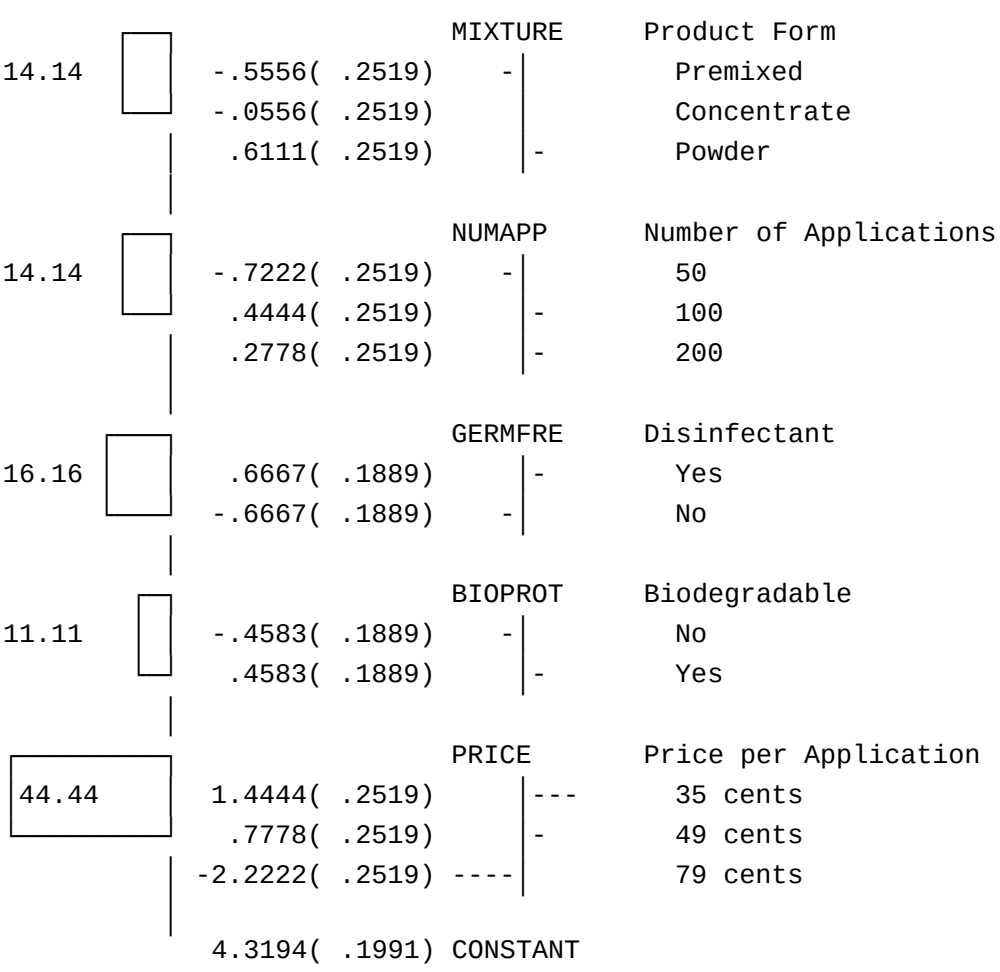
Pearson's R = .890 Significance = .0000

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

SUBJECT NAME: 187.00



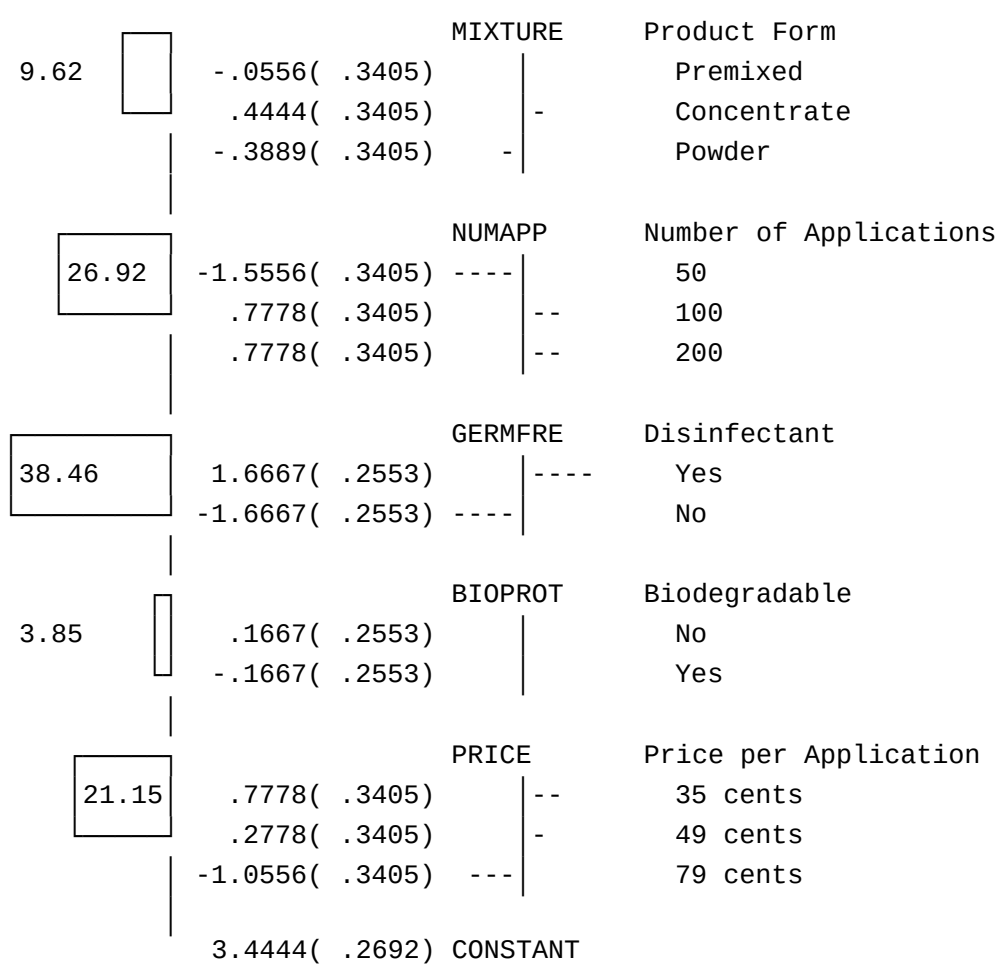
Pearson's R = .963 Significance = .0000

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

SUBJECT NAME: 193.00



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

SUBJECT NAME: 194.00

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

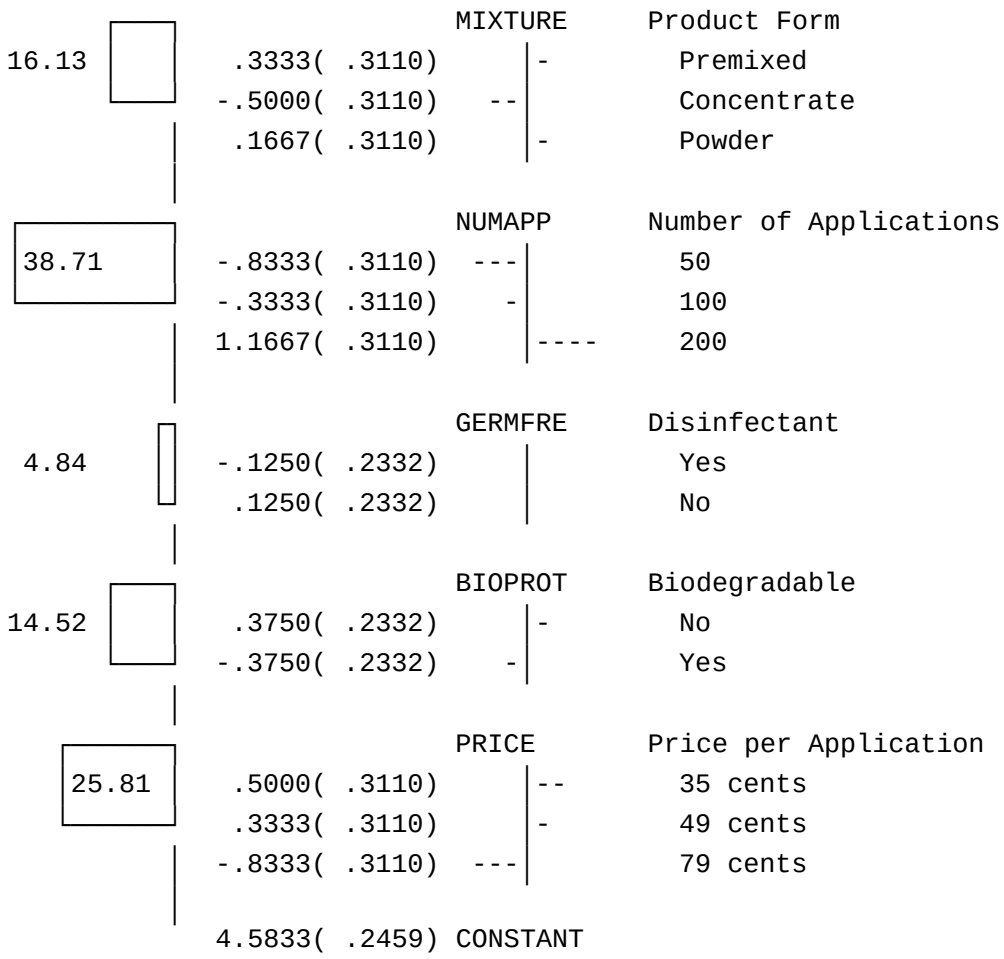
Pearson's R = .634 Significance = .0024

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

SUBJECT NAME: 197.00



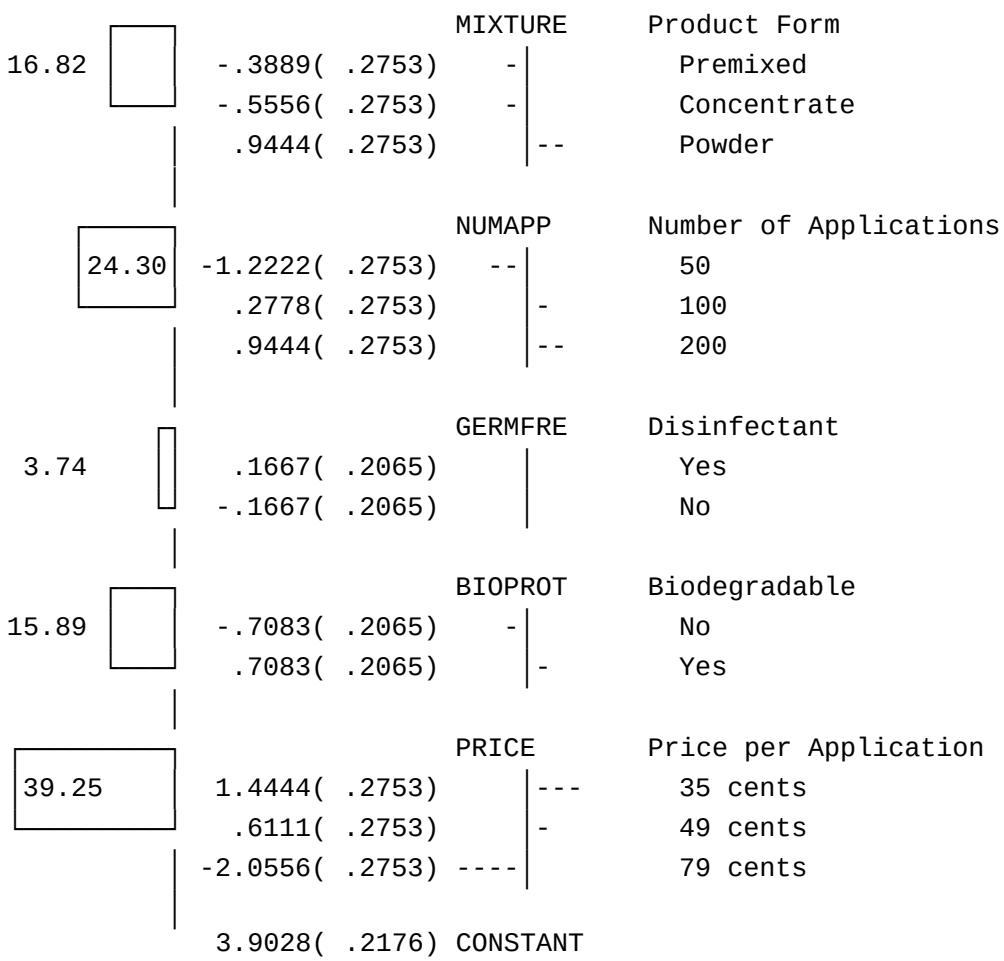
Pearson's R = .869 Significance = .0000

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

SUBJECT NAME: 211.00



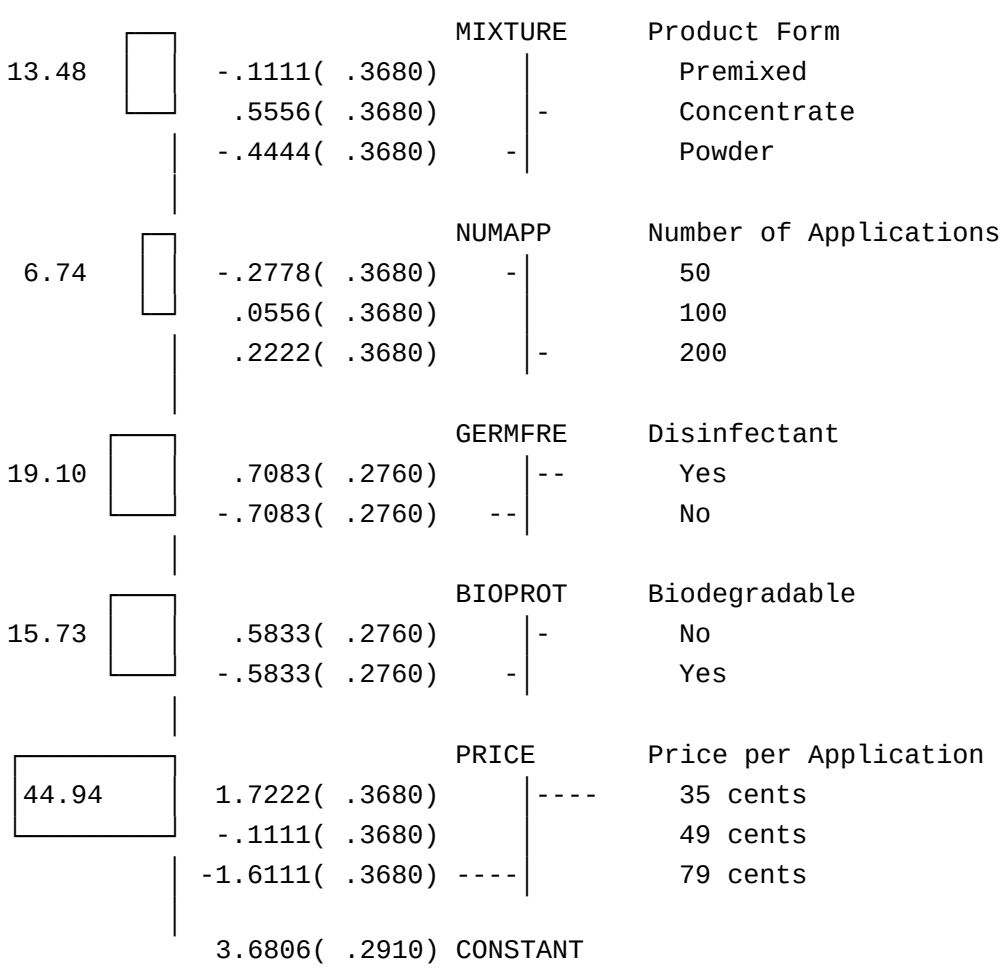
Pearson's R = .960 Significance = .0000

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

SUBJECT NAME: 222.00



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

SUBJECT NAME: 225.00

Importance	Utility(s.e.)	Factor		
		MIXTURE		Product Form
8.70	-.4444(.1228)		-	Premixed
	.2222(.1228)		-	Concentrate
	.2222(.1228)		-	Powder
		NUMAPP		Number of Applications
26.09	-.7778(.1228)		--	50
	-.4444(.1228)		-	100
	1.2222(.1228)		---	200
		GERMFRE		Disinfectant
31.52	1.2083(.0921)		---	Yes
	-1.2083(.0921)		---	No
		BIOPROT		Biodegradable
1.09	-.0417(.0921)			No
	.0417(.0921)			Yes
		PRICE		Price per Application
32.61	1.0556(.1228)		---	35 cents
	.3889(.1228)		-	49 cents
	-1.4444(.1228)		----	79 cents
	3.2222(.0971)	CONSTANT		

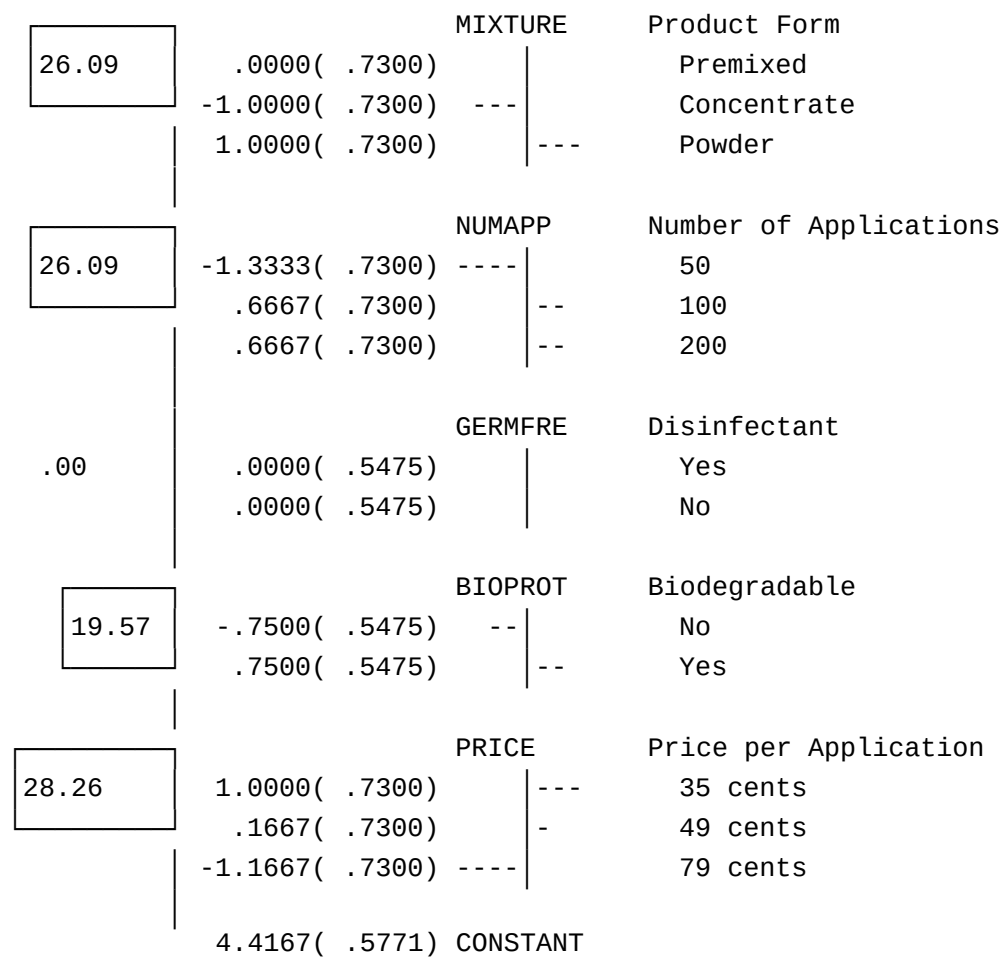
Pearson's R = .990 Significance = .0000

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

SUBJECT NAME: 229.00



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

SUBJECT NAME: 235.00

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

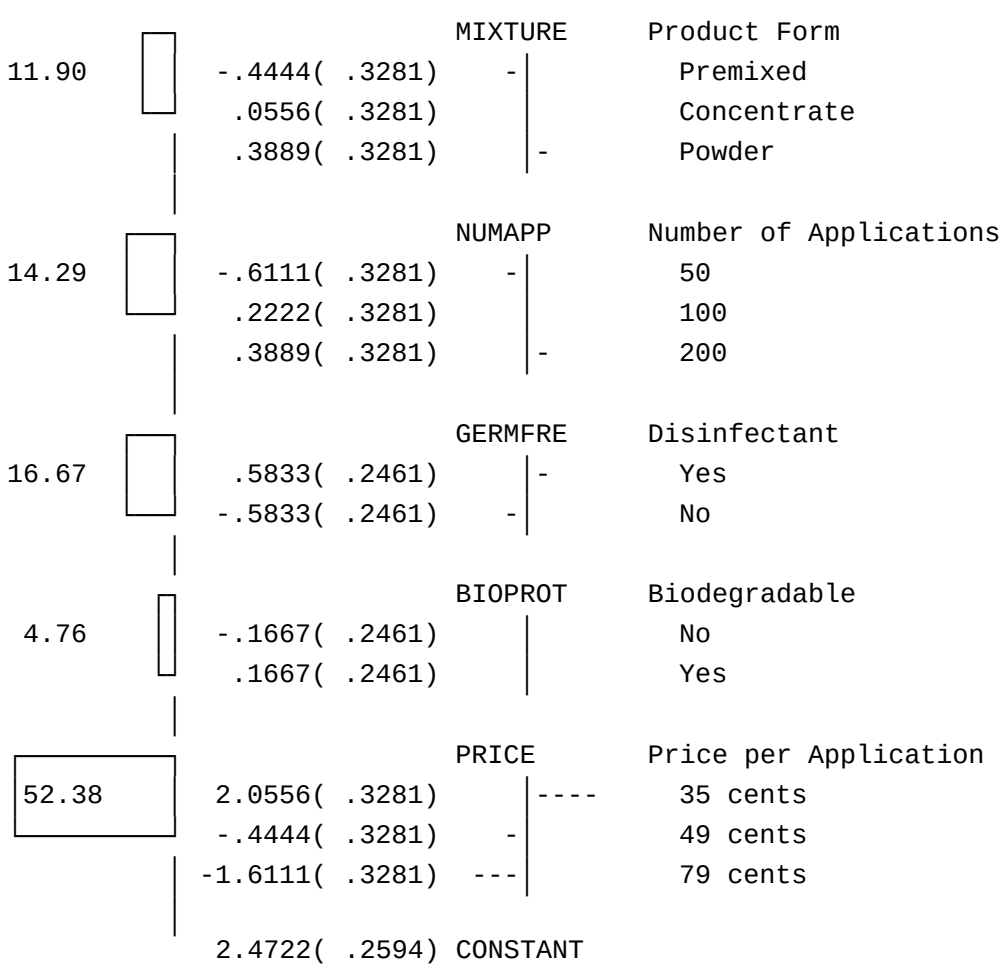
Pearson's R = .771 Significance = .0001

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

SUBJECT NAME: 236.00



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

SUBJECT NAME: 240.00

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

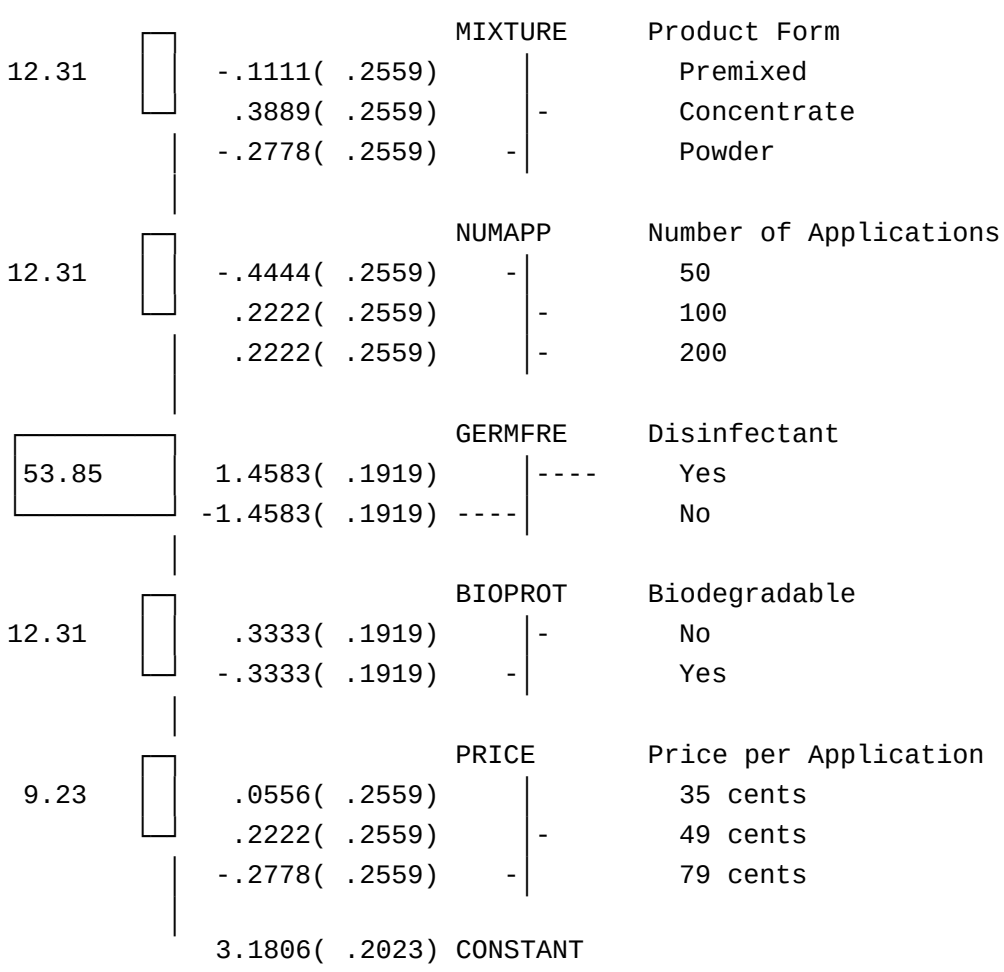
Pearson's R = .955 Significance = .0000

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

SUBJECT NAME: 260.00



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

SUBJECT NAME: 261.00

Importance	Utility(s.e.)	Factor		
		MIXTURE		Product Form
23.53	-.7778(.2095)		-	Premixed
	.2222(.2095)			Concentrate
	.5556(.2095)		-	Powder
		NUMAPP		Number of Applications
11.76	-.4444(.2095)		-	50
	.2222(.2095)			100
	.2222(.2095)			200
		GERMFRE		Disinfectant
2.94	.0833(.1571)			Yes
	-.0833(.1571)			No
		BIOPROT		Biodegradable
2.94	.0833(.1571)			No
	-.0833(.1571)			Yes
		PRICE		Price per Application
58.82	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

SUBJECT NAME: 266.00

Importance	Utility(s.e.)	Factor		
		MIXTURE		Product Form
21.43	-.6667(.6864)	---		Premixed
	.3333(.6864)		--	Concentrate
	.3333(.6864)		--	Powder
		NUMAPP		Number of Applications
35.71	-.8333(.6864)	----		50
	.0000(.6864)			100
	.8333(.6864)		----	200
		GERMFRE		Disinfectant
10.71	.2500(.5148)		-	Yes
	-.2500(.5148)	-		No
		BIOPROT		Biodegradable
21.43	-.5000(.5148)	--		No
	.5000(.5148)		--	Yes
		PRICE		Price per Application
10.71	.1667(.6864)		-	35 cents
	.1667(.6864)		-	49 cents
	-.3333(.6864)	--		79 cents
	3.9167(.5427)	CONSTANT		

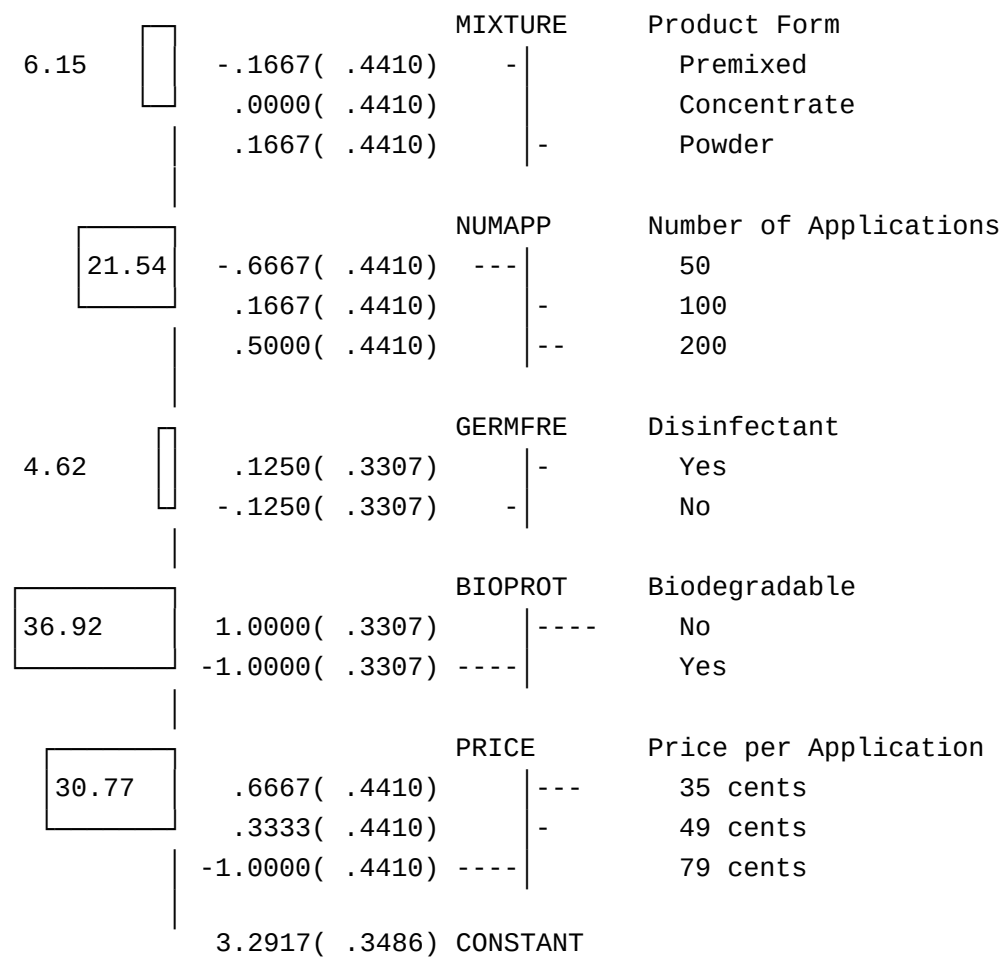
Pearson's R = .570 Significance = .0068

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

SUBJECT NAME: 271.00



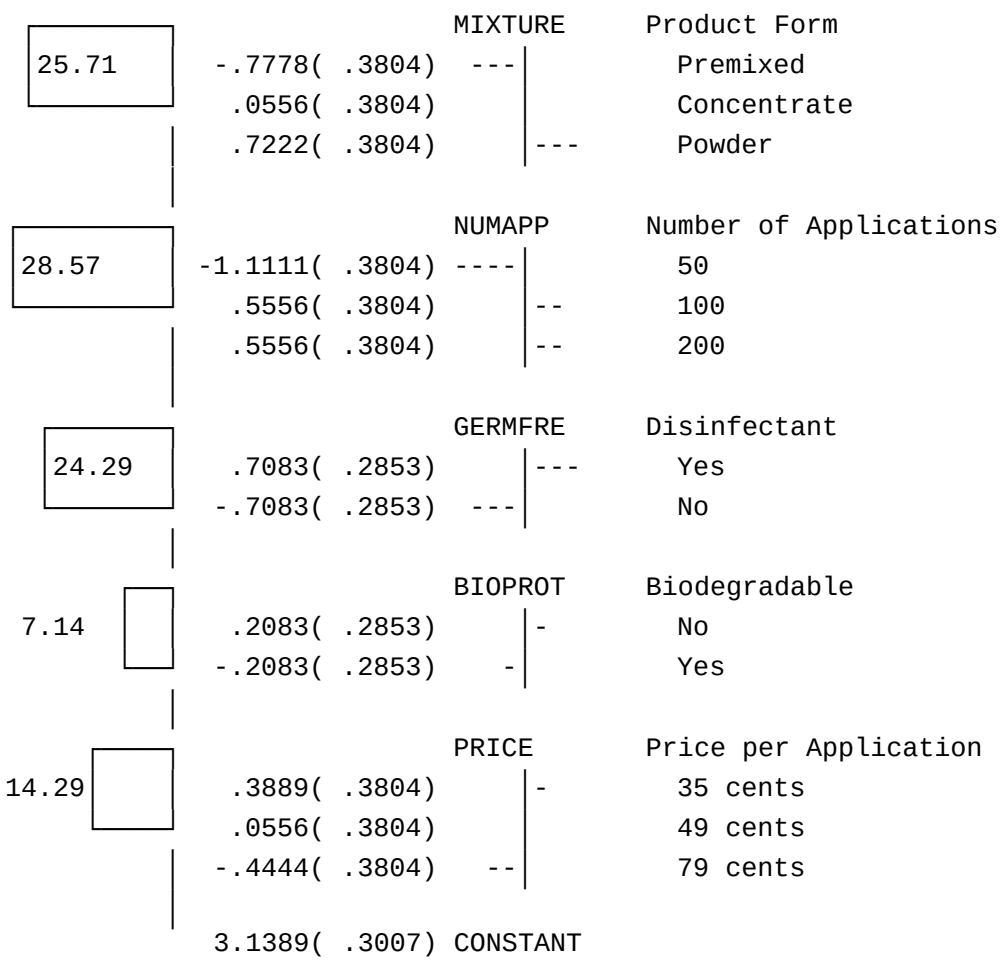
Pearson's R = .811 Significance = .0000

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

SUBJECT NAME: 277.00



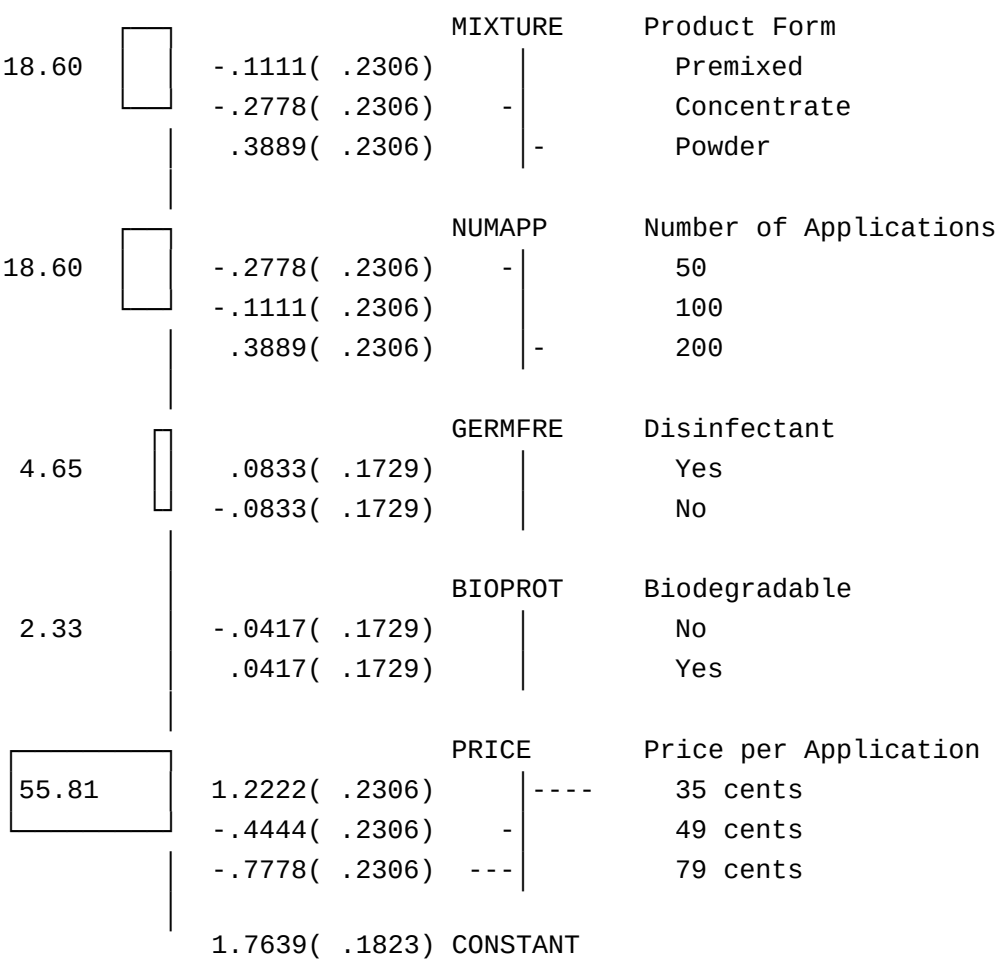
Pearson's R = .843 Significance = .0000

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

SUBJECT NAME: 287.00



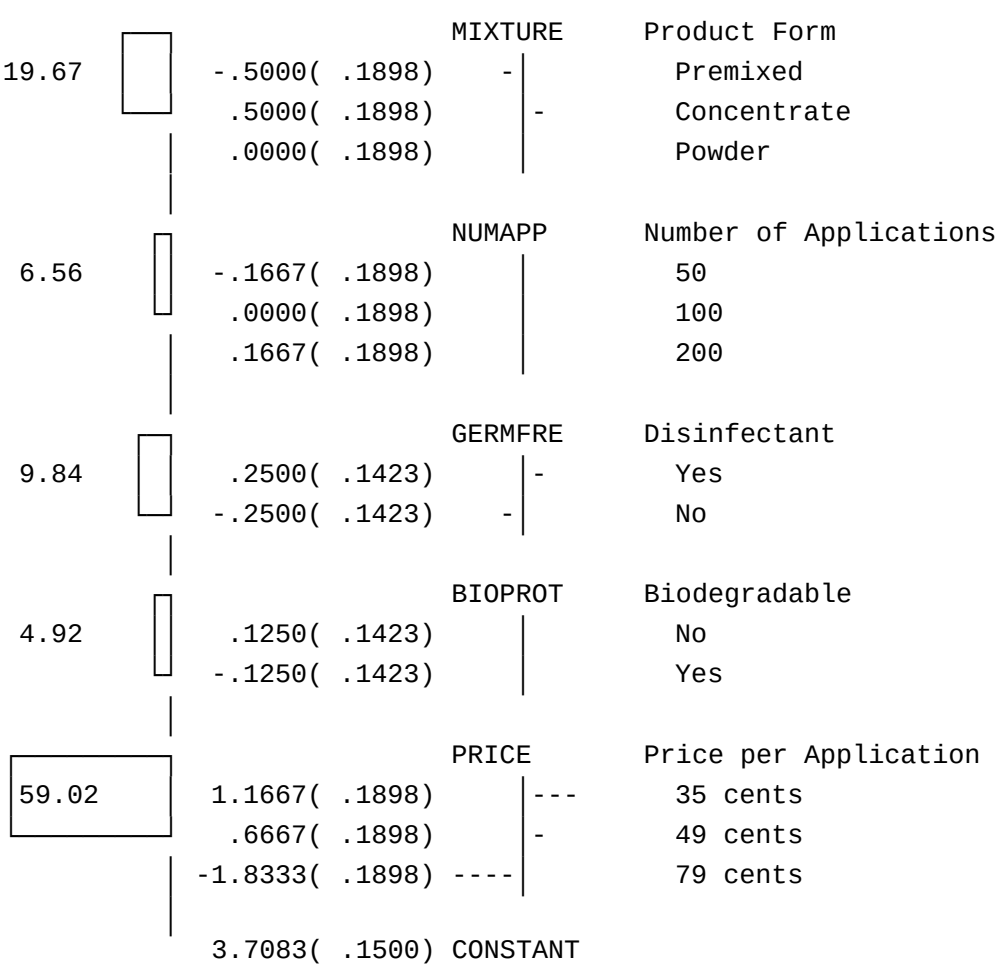
Pearson's R = .892 Significance = .0000

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

SUBJECT NAME: 300.00



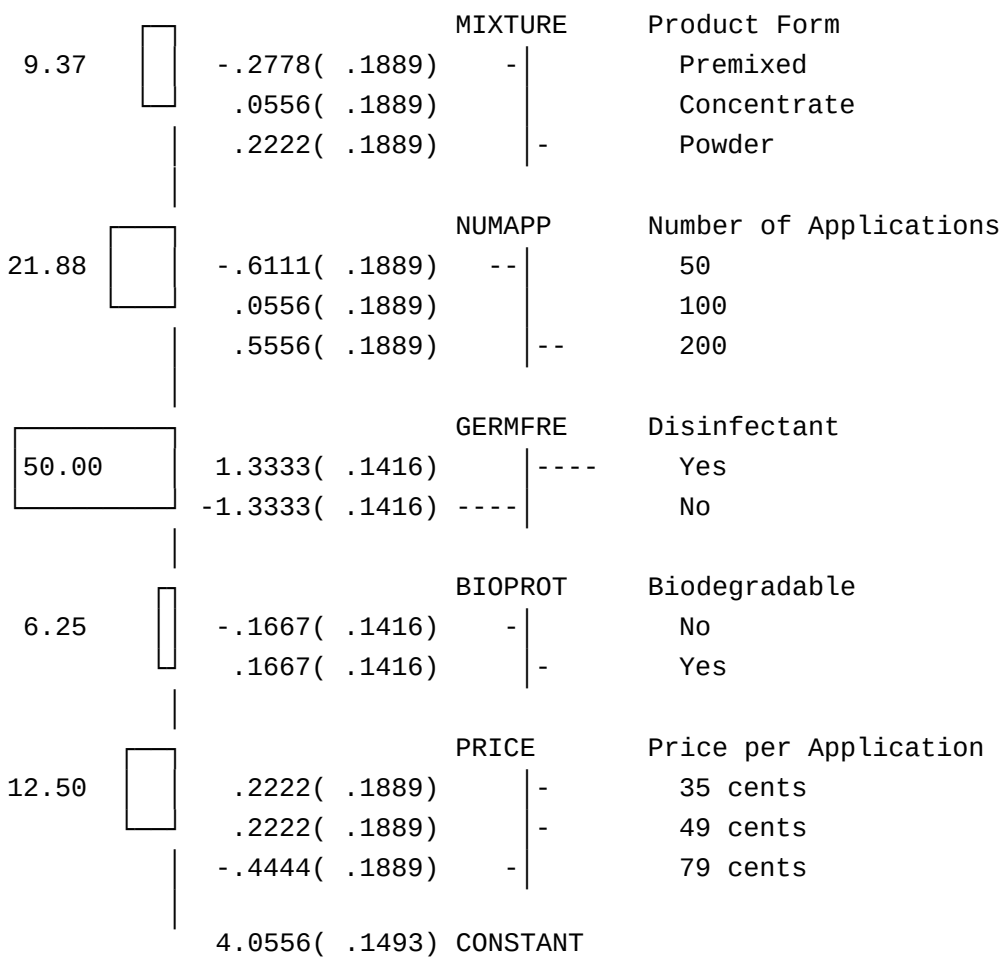
Pearson's R = .961 Significance = .0000

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

SUBJECT NAME: 302.00



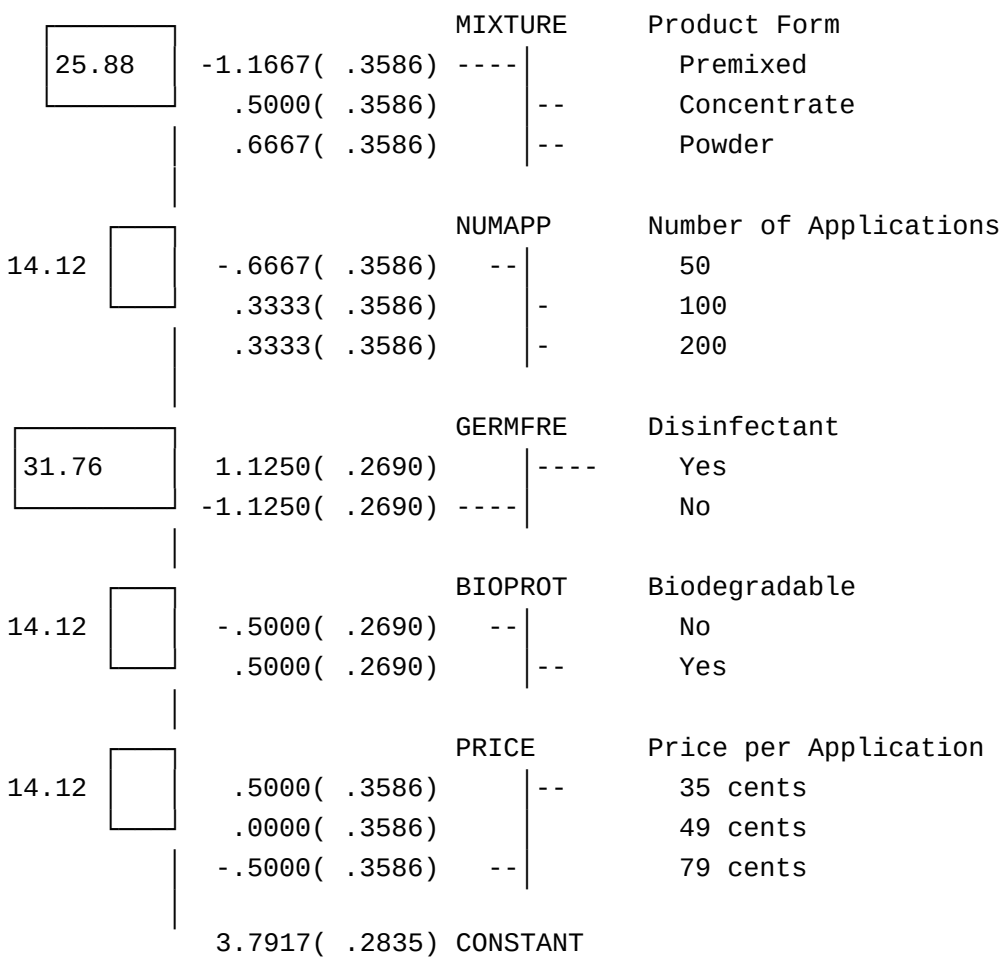
Pearson's R = .962 Significance = .0000

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

SUBJECT NAME: 303.00



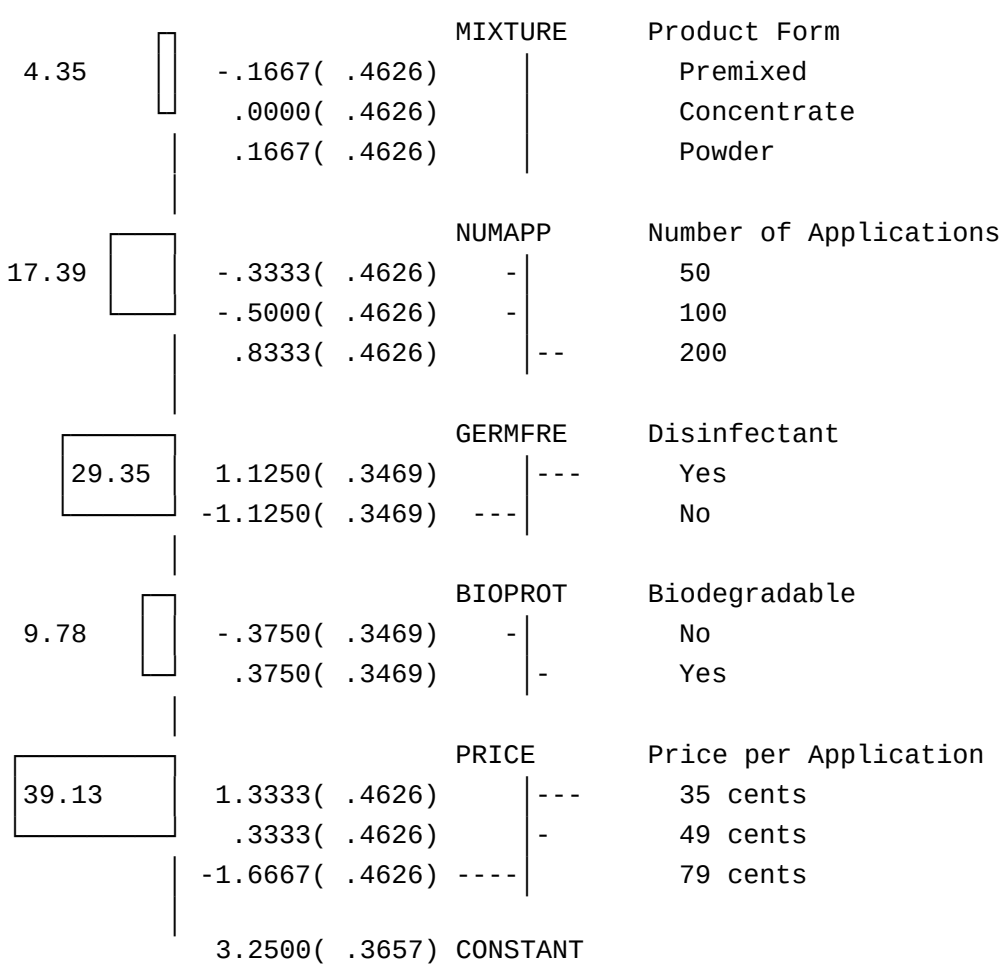
Pearson's R = .898 Significance = .0000

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

SUBJECT NAME: 309.00



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

SUBJECT NAME: 318.00

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

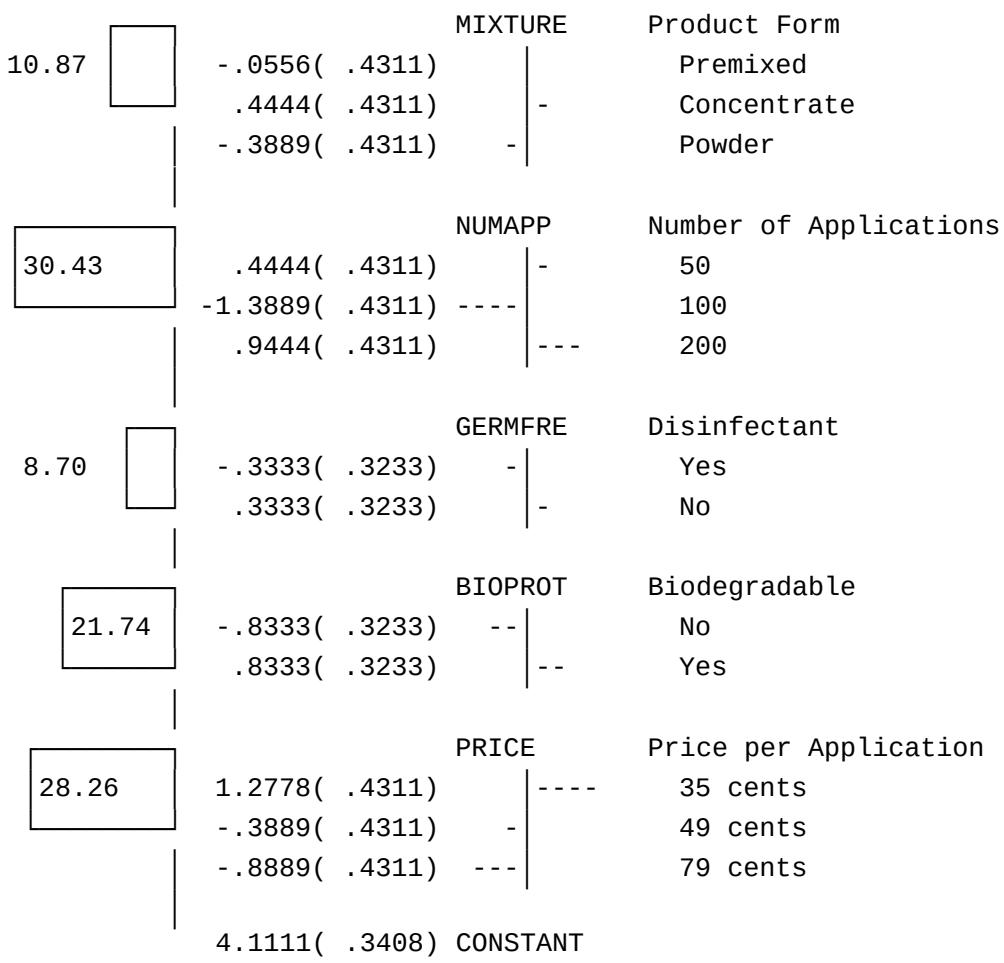
Pearson's R = .896 Significance = .0000

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

SUBJECT NAME: 323.00



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

SUBJECT NAME: 336.00

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

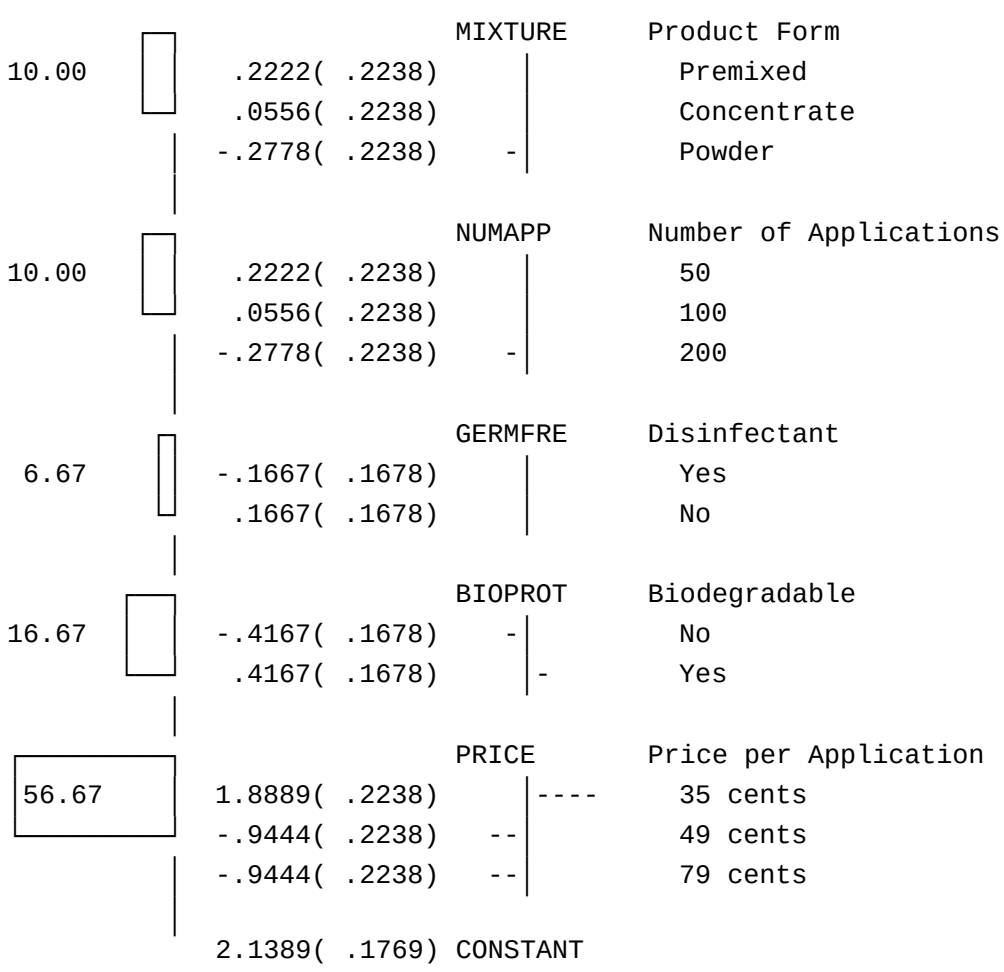
Pearson's R = .878 Significance = .0000

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

SUBJECT NAME: 348.00



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

SUBJECT NAME: 350.00

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

SUBJECT NAME: 354.00

Importance	Utility(s.e.)	Factor		
		MIXTURE		Product Form
25.00	.7222(.5179)		--	Premixed
	.0556(.5179)			Concentrate
	-.7778(.5179)	--		Powder
		NUMAPP		Number of Applications
22.22	.2222(.5179)		-	50
	-.7778(.5179)	--		100
	.5556(.5179)		-	200
		GERMFRE		Disinfectant
2.78	.0833(.3884)			Yes
	-.0833(.3884)			No
		BIOPROT		Biodegradable
5.56	-.1667(.3884)			No
	.1667(.3884)			Yes
		PRICE		Price per Application
44.44	1.0556(.5179)		---	35 cents
	.5556(.5179)		-	49 cents
	-1.6111(.5179)	----		79 cents
	3.9722(.4094)	CONSTANT		

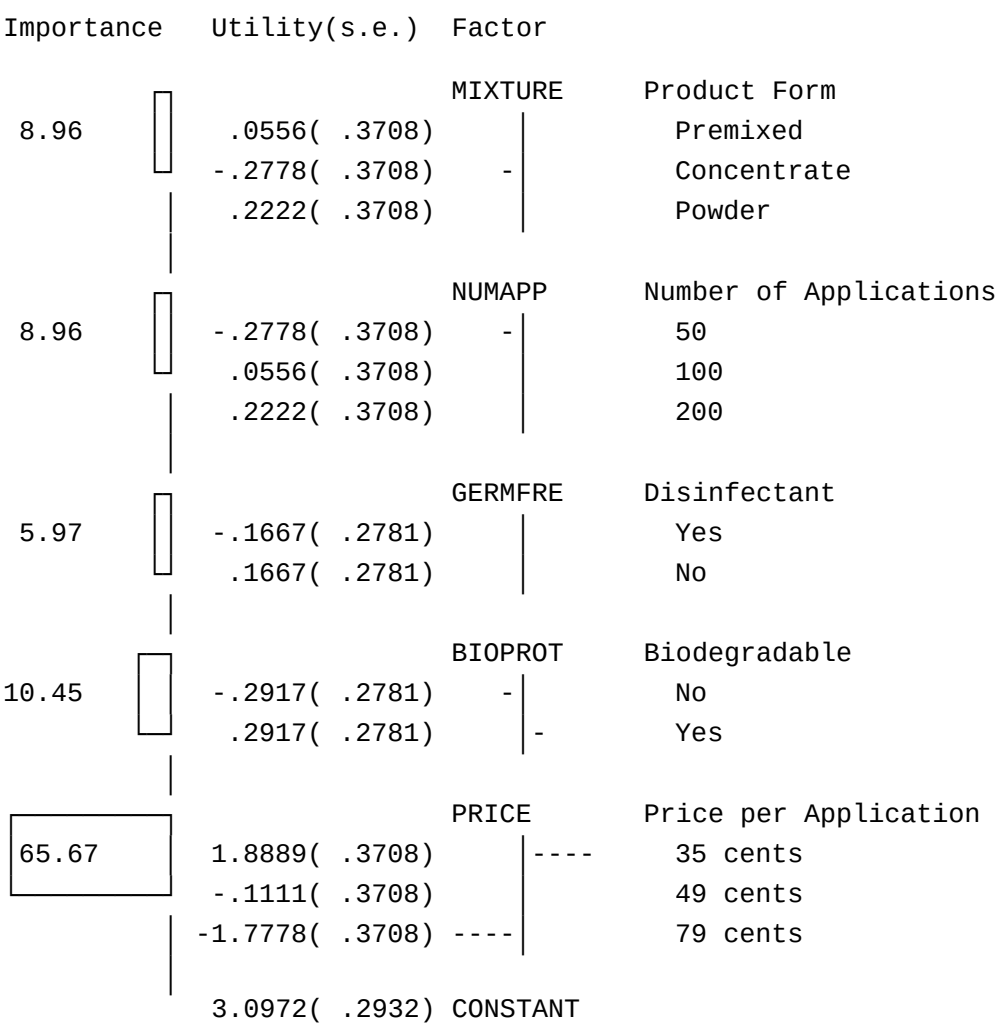
Pearson's R = .795 Significance = .0000

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

SUBJECT NAME: 356.00



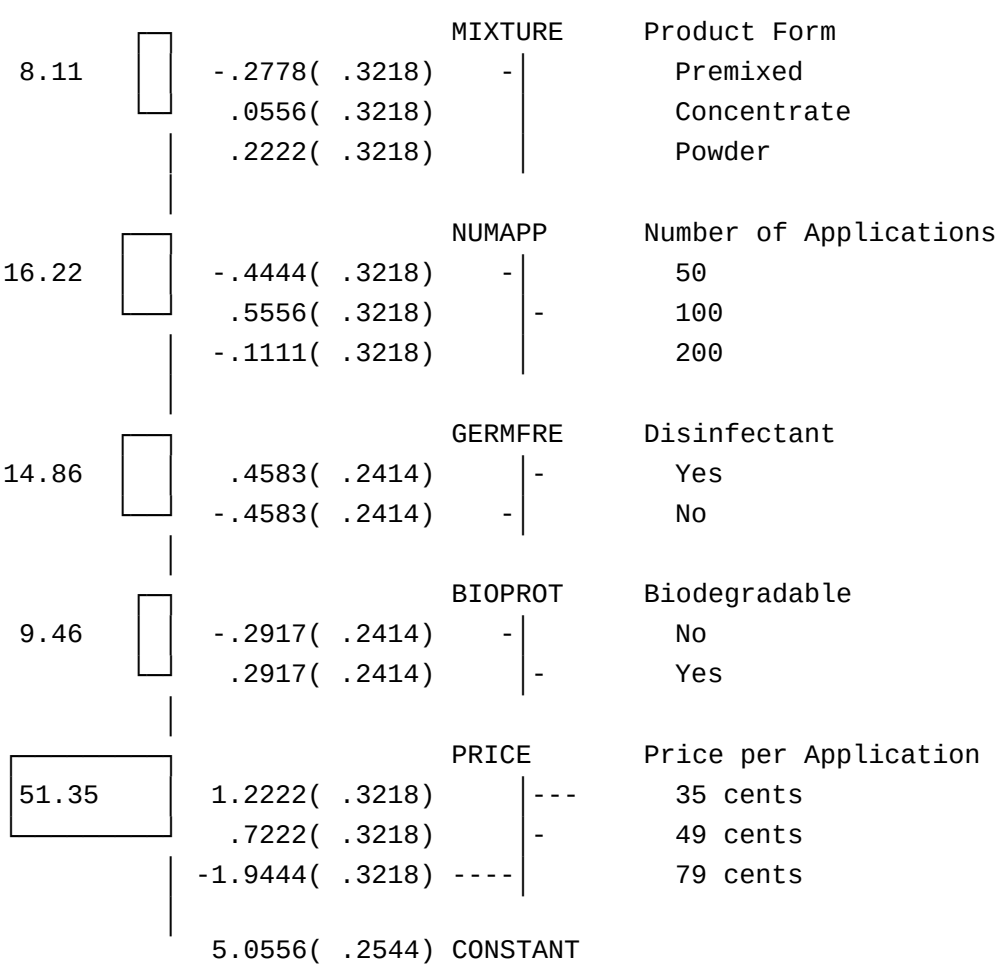
Pearson's R = .893 Significance = .0000

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

SUBJECT NAME: 357.00



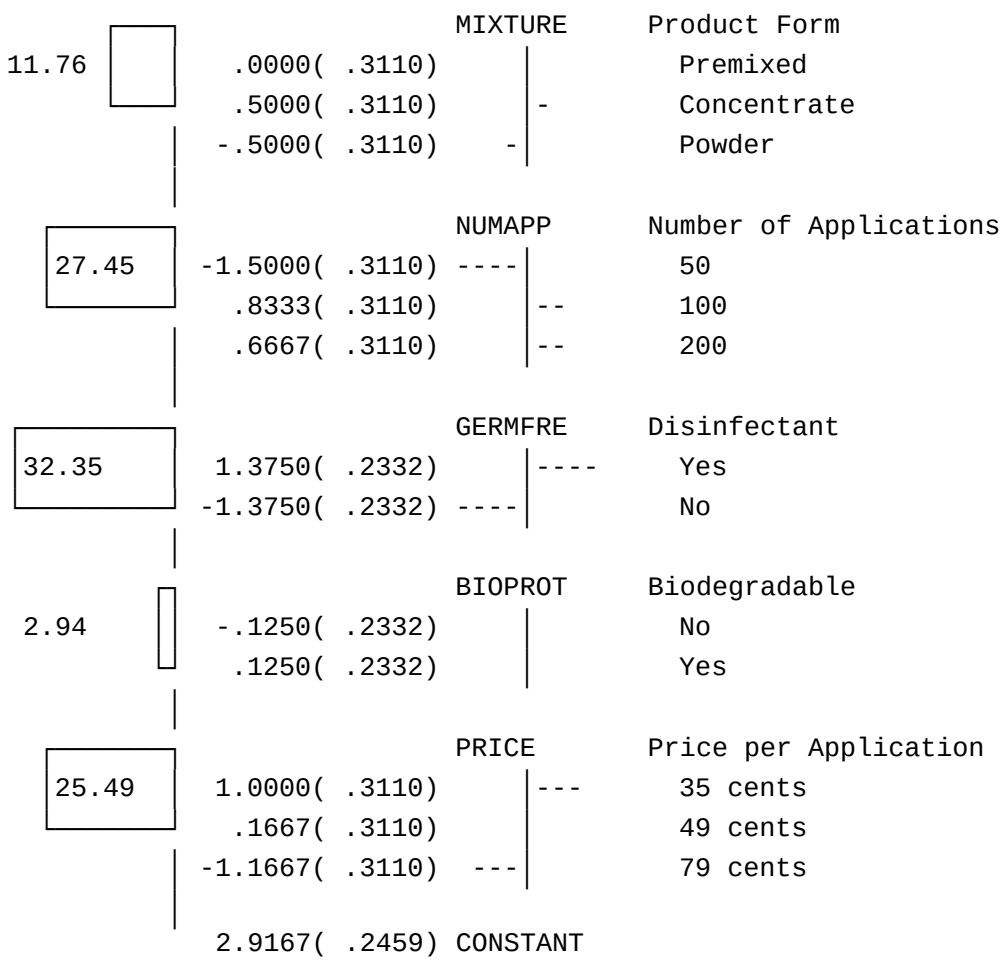
Pearson's R = .915 Significance = .0000

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

SUBJECT NAME: 363.00



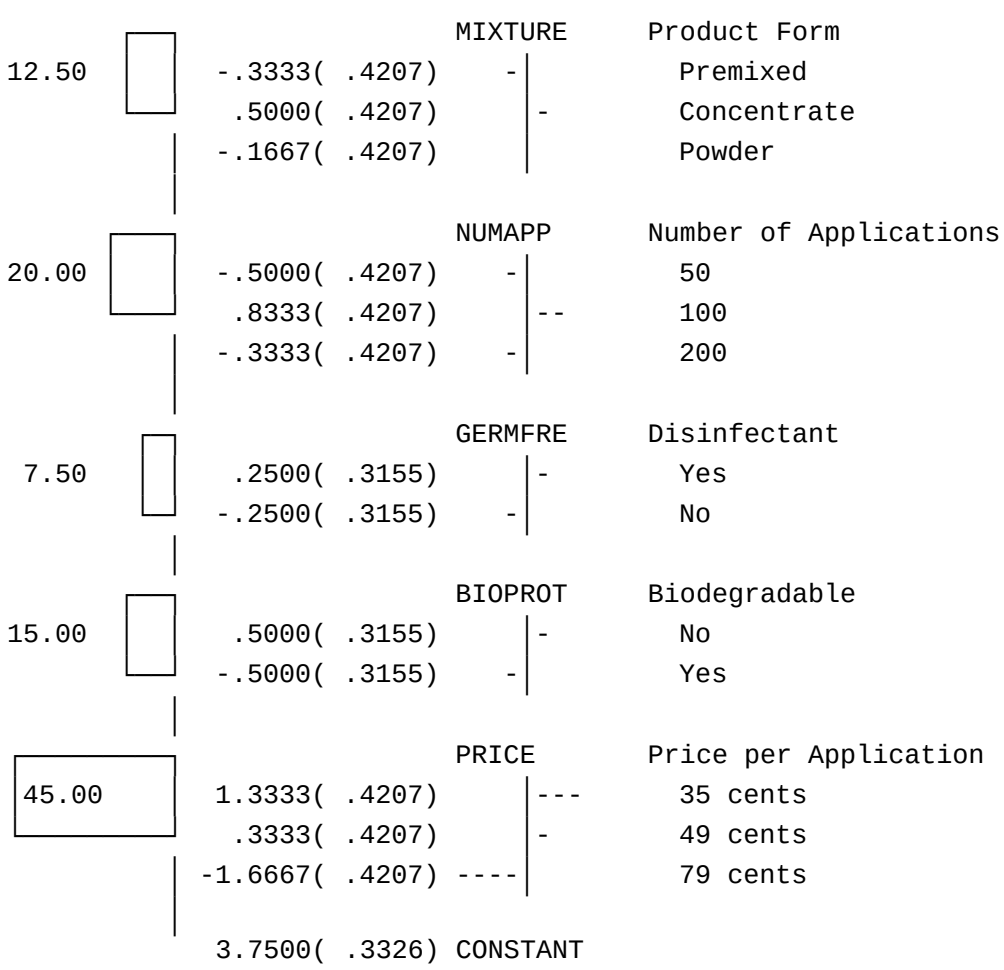
Pearson's R = .947 Significance = .0000

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

SUBJECT NAME: 364.00



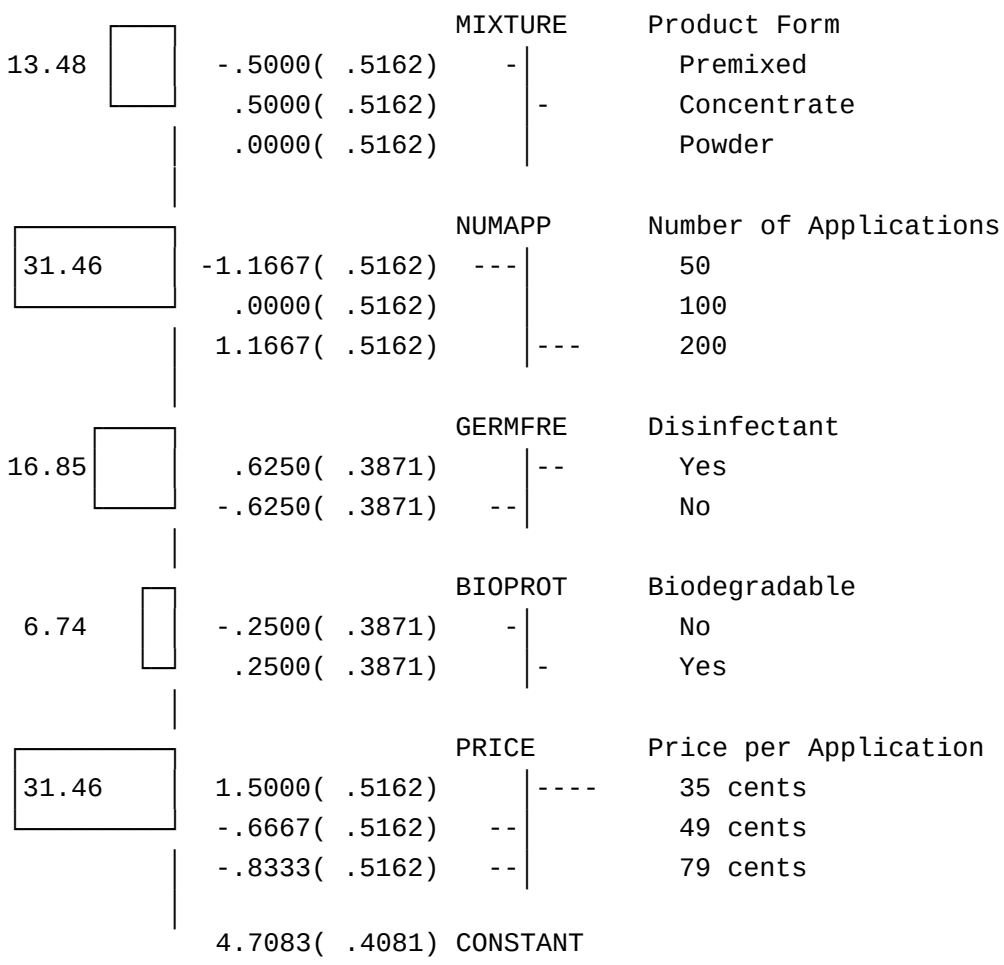
Pearson's R = .863 Significance = .0000

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

SUBJECT NAME: 366.00



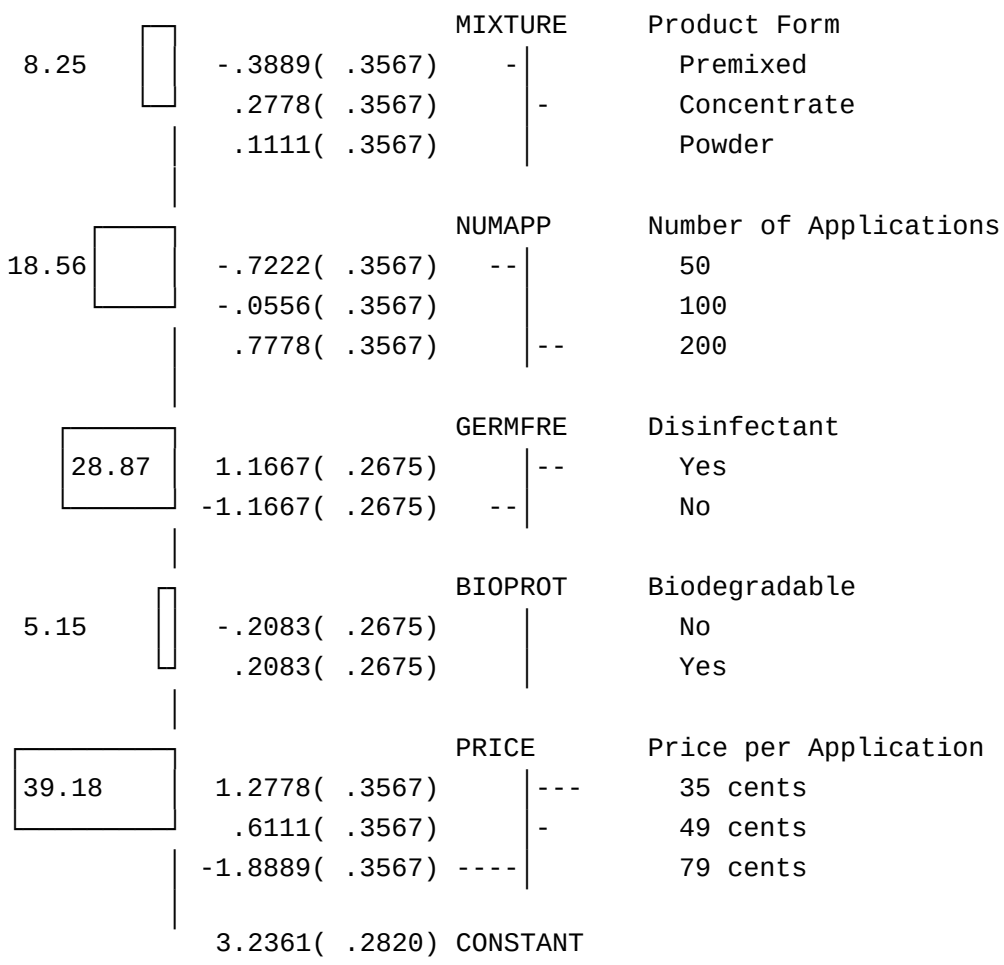
Pearson's R = .828 Significance = .0000

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

SUBJECT NAME: 368.00



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

SUBJECT NAME: 370.00

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

SUBJECT NAME: 372.00

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

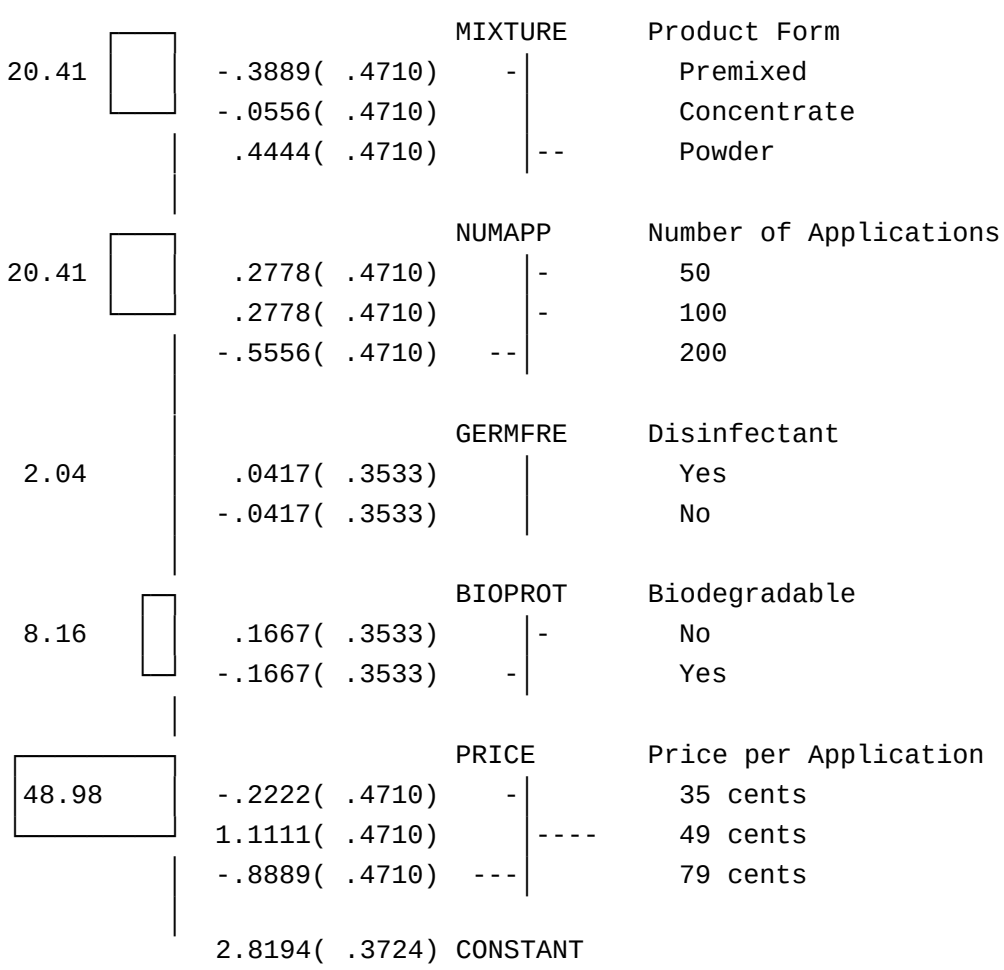
Pearson's R = .950 Significance = .0000

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

SUBJECT NAME: 382.00



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

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		

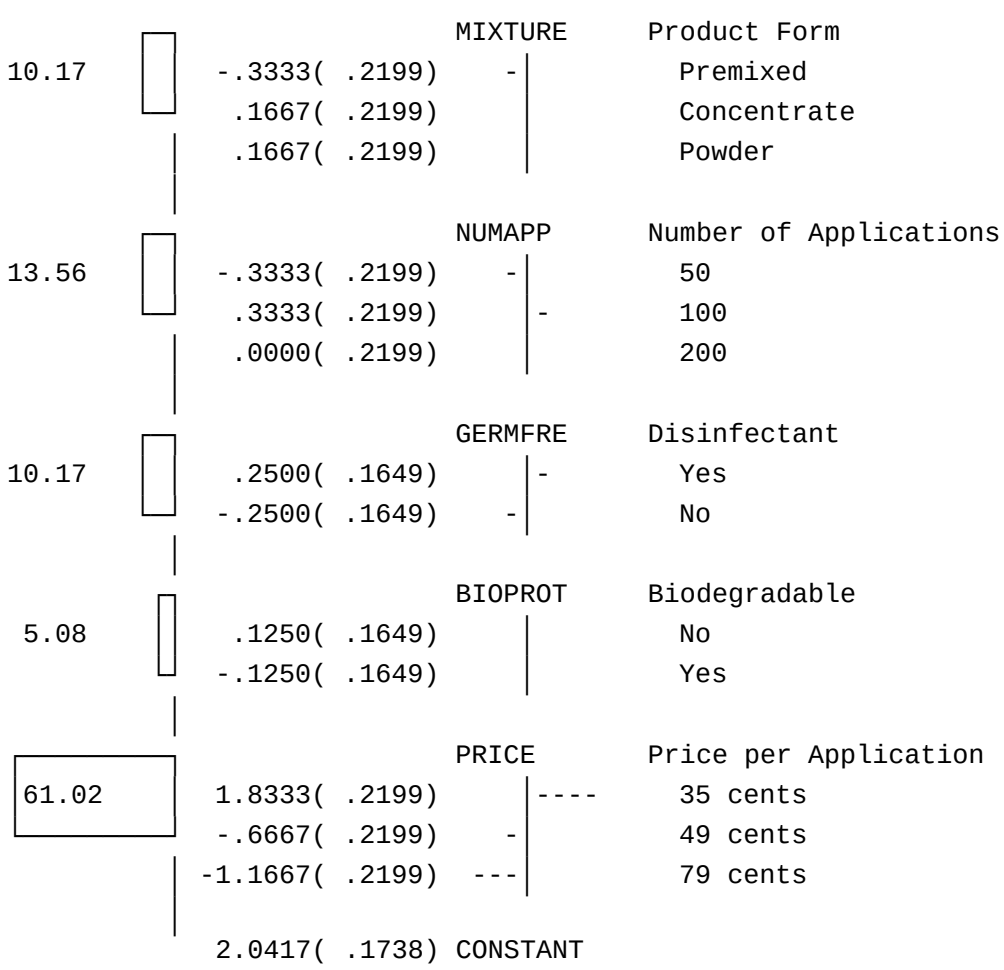
Pearson's R = 1.000 Significance = .

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

SUBJECT NAME: 399.00



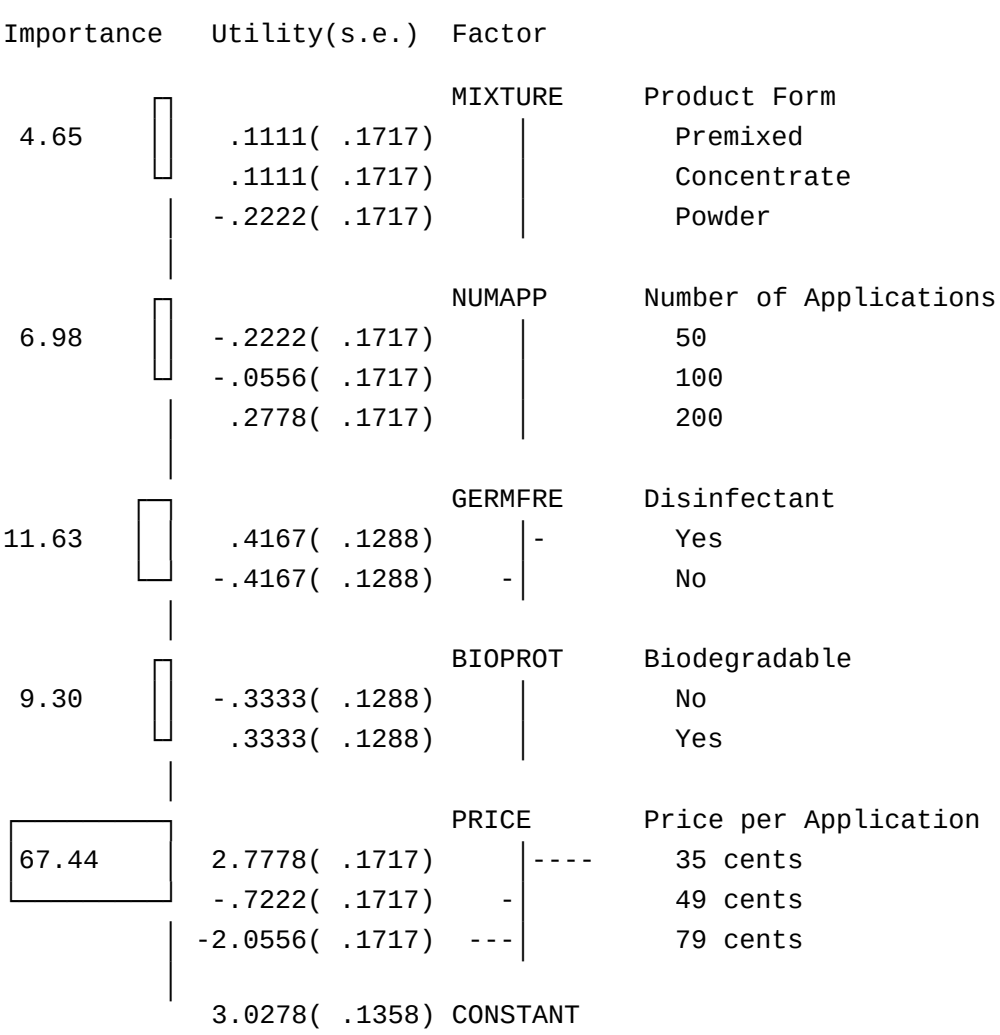
Pearson's R = .948 Significance = .0000

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

SUBJECT NAME: 401.00



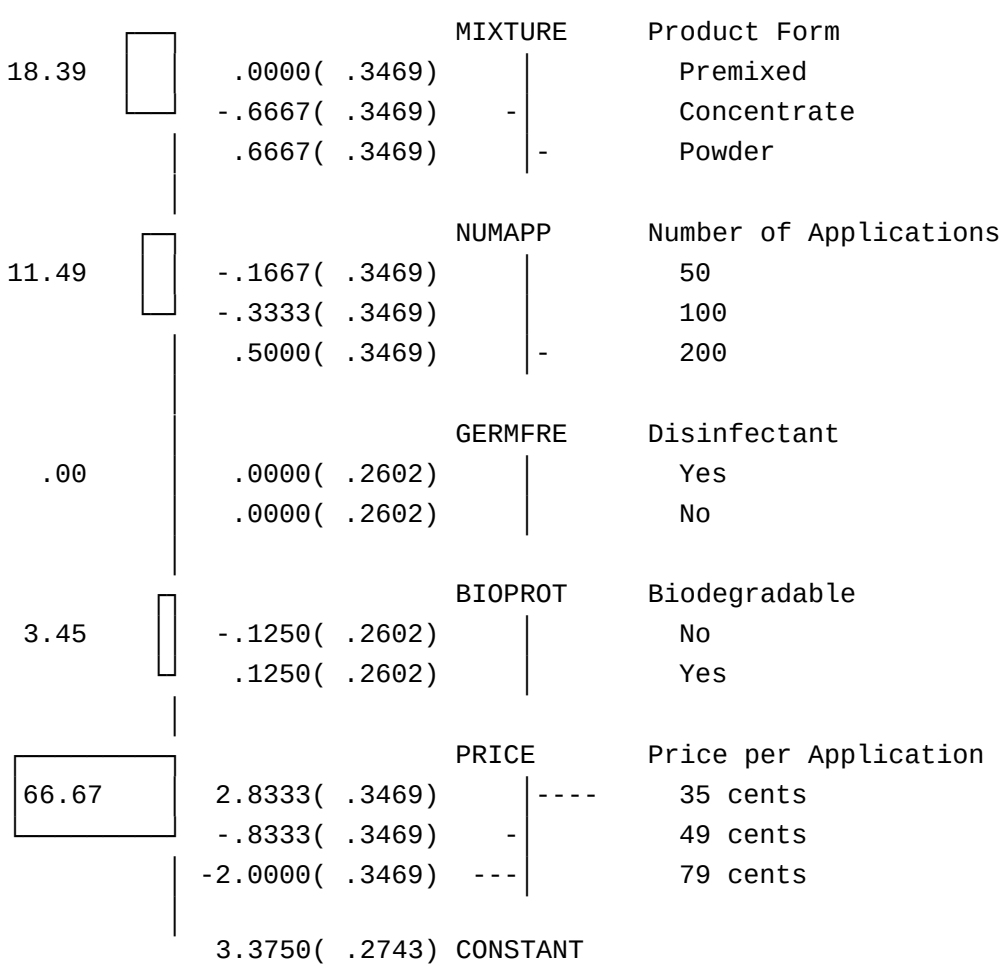
Pearson's R = .985 Significance = .0000

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

SUBJECT NAME: 416.00



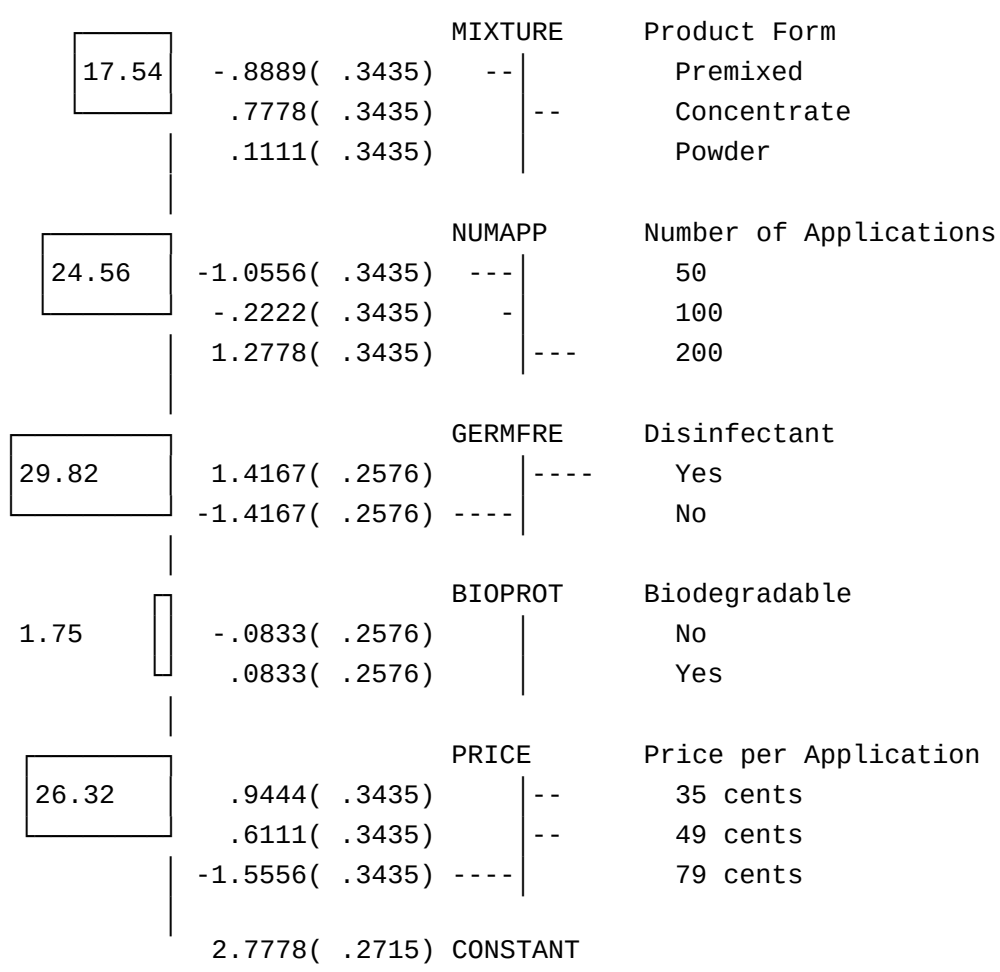
Pearson's R = .947 Significance = .0000

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

SUBJECT NAME: 425.00



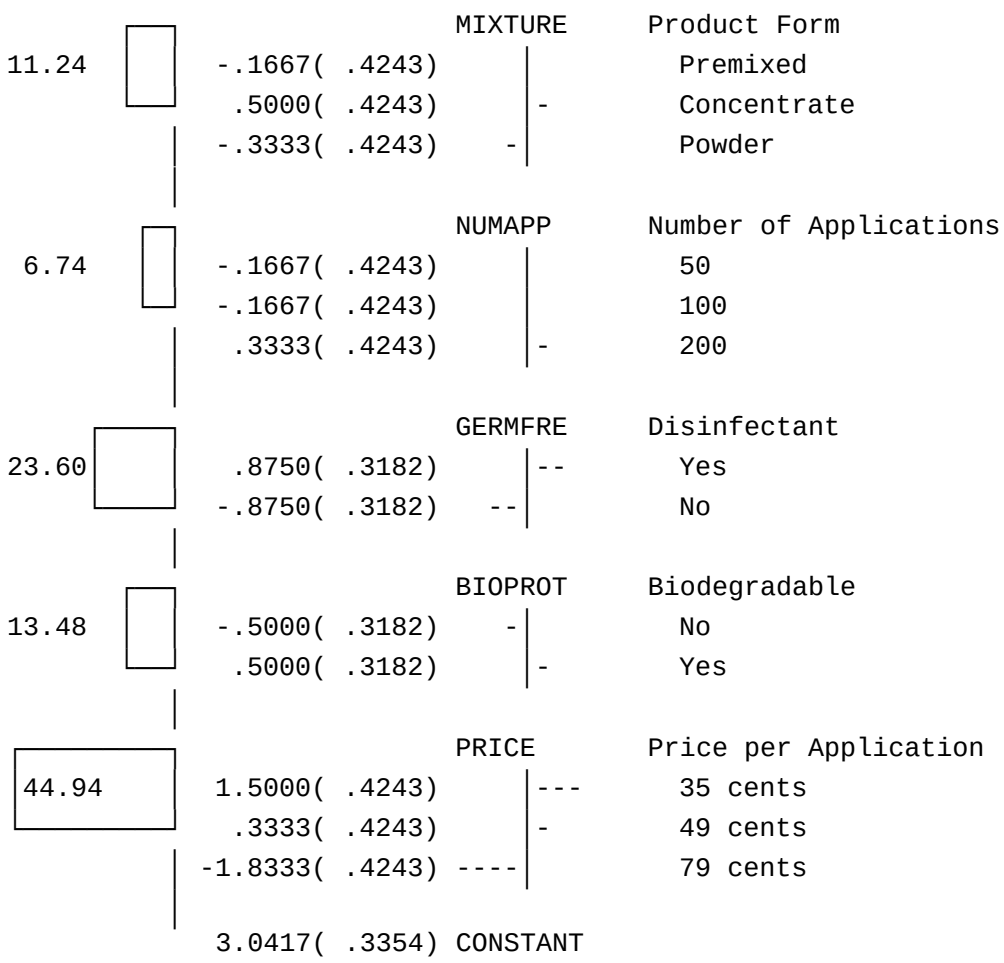
Pearson's R = .945 Significance = .0000

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

SUBJECT NAME: 421.00



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

```
SUBJECT NAME:    422.00

Importance   Utility(s.e.)  Factor

                            MIXTURE     Product Form
13.19                -.6111( .4002)   --|          Premixed
                      .3889( .4002)     |-         Concentrate
                      .2222( .4002)     |-         Powder

                            NUMAPP      Number of Applications
37.36               -1.4444( .4002) ----|          50
                      .0556( .4002)     |          100
                     1.3889( .4002)     |----      200

                            GERMFRE     Disinfectant
12.09                 .4583( .3001)     |-         Yes
                     -.4583( .3001)    -|          No

                            BIOPROT     Biodegradable
 4.40                -.1667( .3001)     |          No
                      .1667( .3001)     |          Yes

                            PRICE       Price per Application
32.97                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
```

SUBJECT NAME: 428.00

Importance	Utility(s.e.)	Factor	
		MIXTURE	Product Form
6.90	-.2222(.2934)		Premixed
	.2778(.2934)		Concentrate
	-.0556(.2934)		Powder
		NUMAPP	Number of Applications
13.79	.4444(.2934)		50
	.1111(.2934)		100
	-.5556(.2934)		200
		GERMFRE	Disinfectant
1.15	.0417(.2200)		Yes
	-.0417(.2200)		No
		BIOPROT	Biodegradable
2.30	-.0833(.2200)		No
	.0833(.2200)		Yes
		PRICE	Price per Application
75.86	3.1111(.2934)		35 cents
	-.7222(.2934)		49 cents
	-2.3889(.2934)		79 cents
	3.5694(.2319)	CONSTANT	

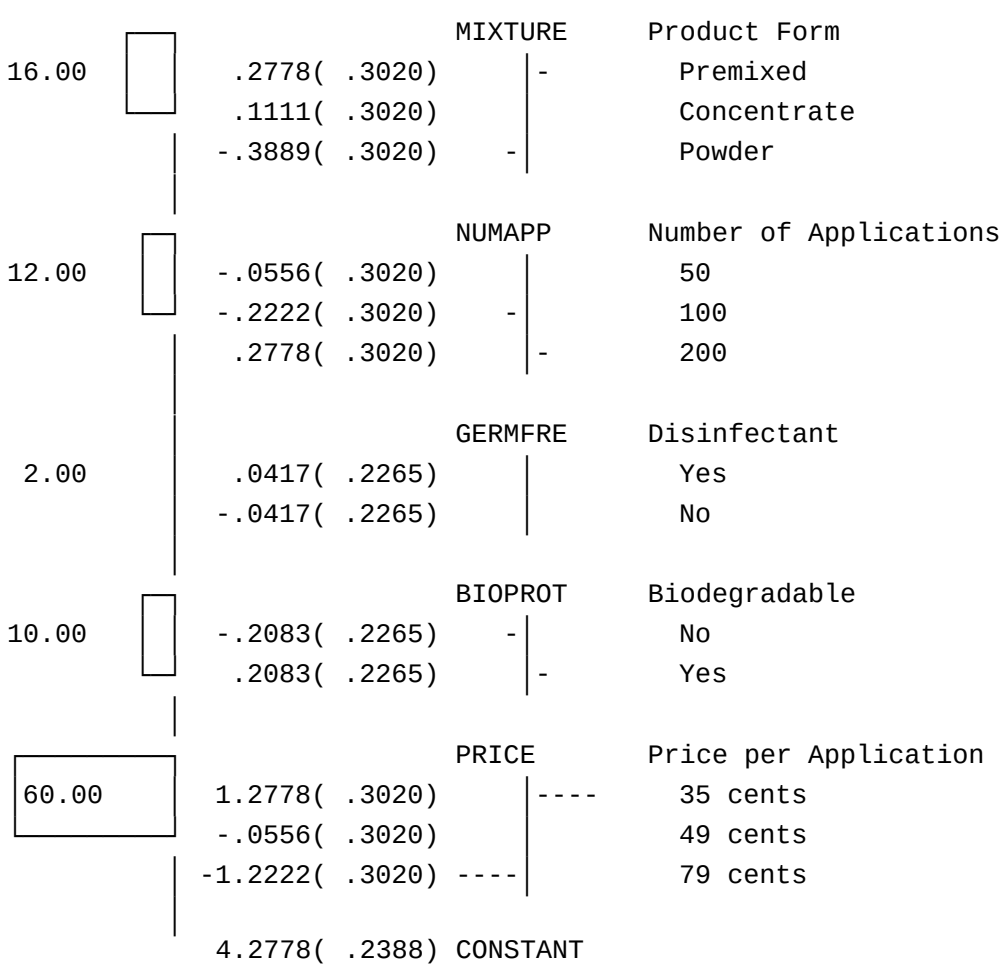
Pearson's R = .967 Significance = .0000

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

SUBJECT NAME: 433.00



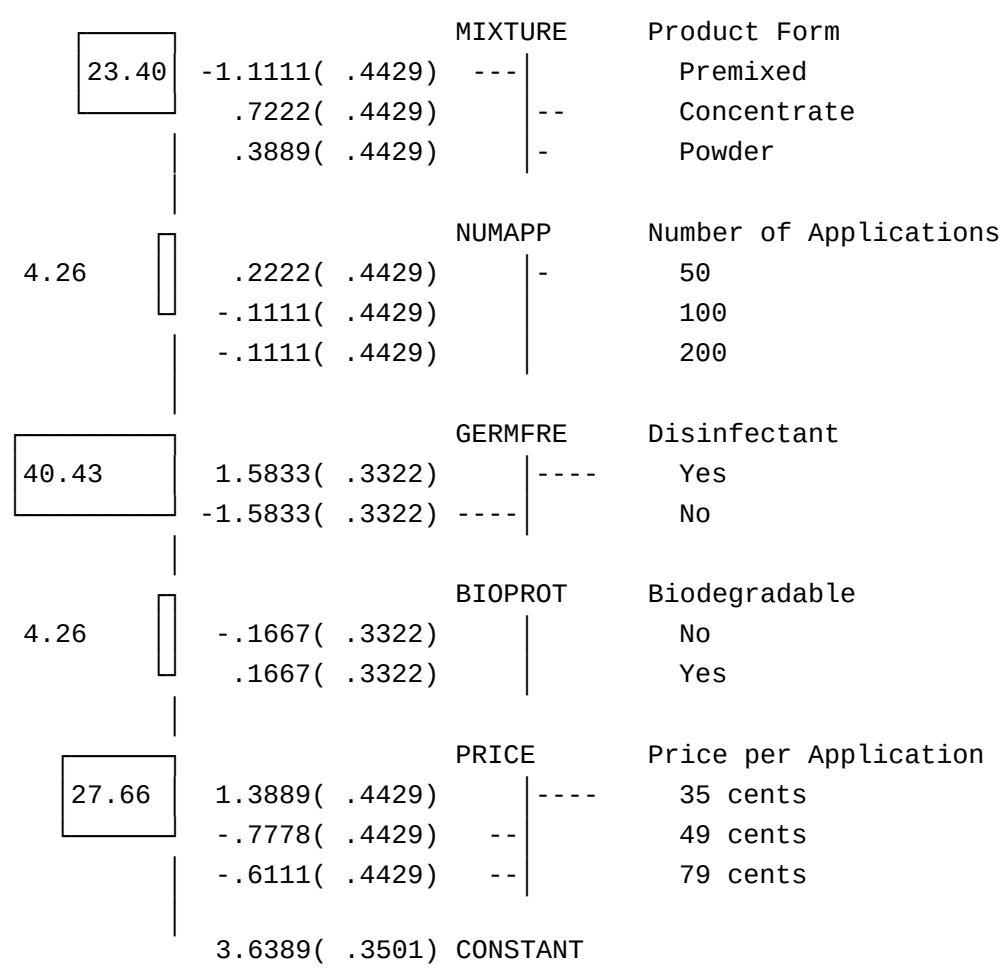
Pearson's R = .864 Significance = .0000

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

SUBJECT NAME: 440.00



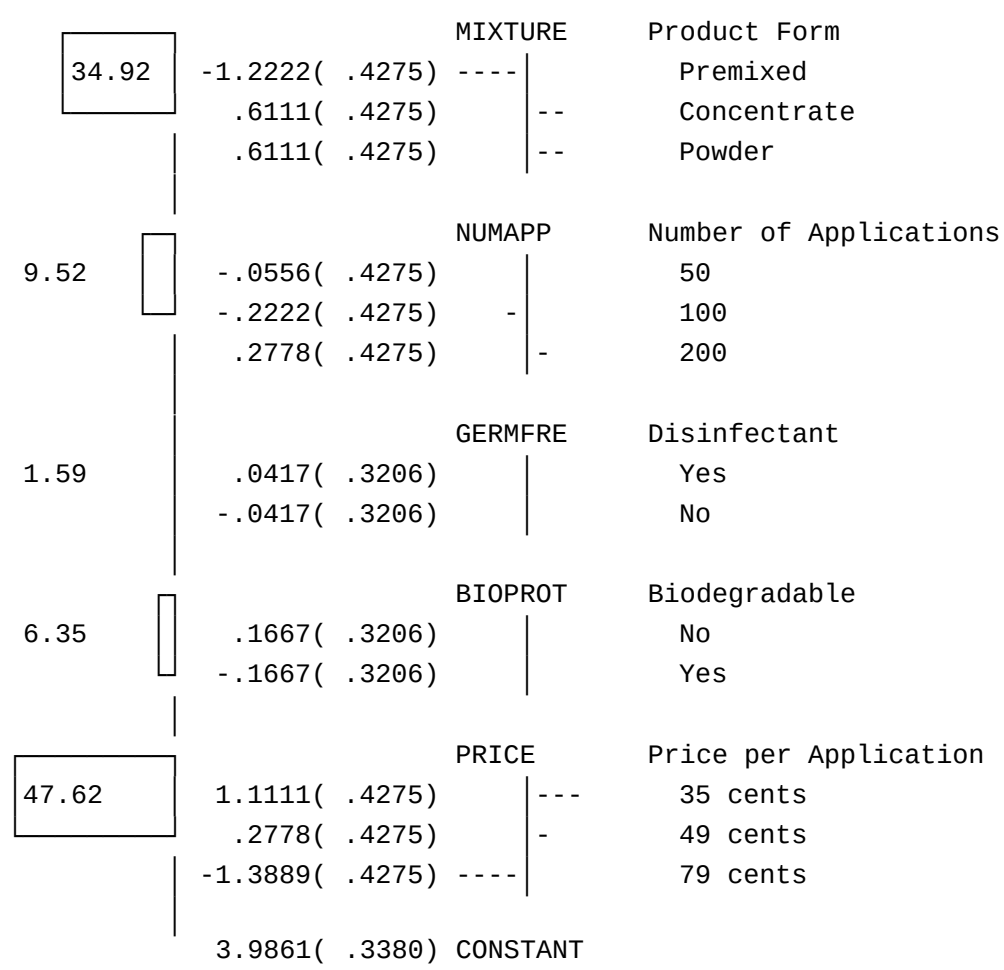
Pearson's R = .903 Significance = .0000

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

SUBJECT NAME: 441.00



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

SUBJECT NAME: 453.00

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

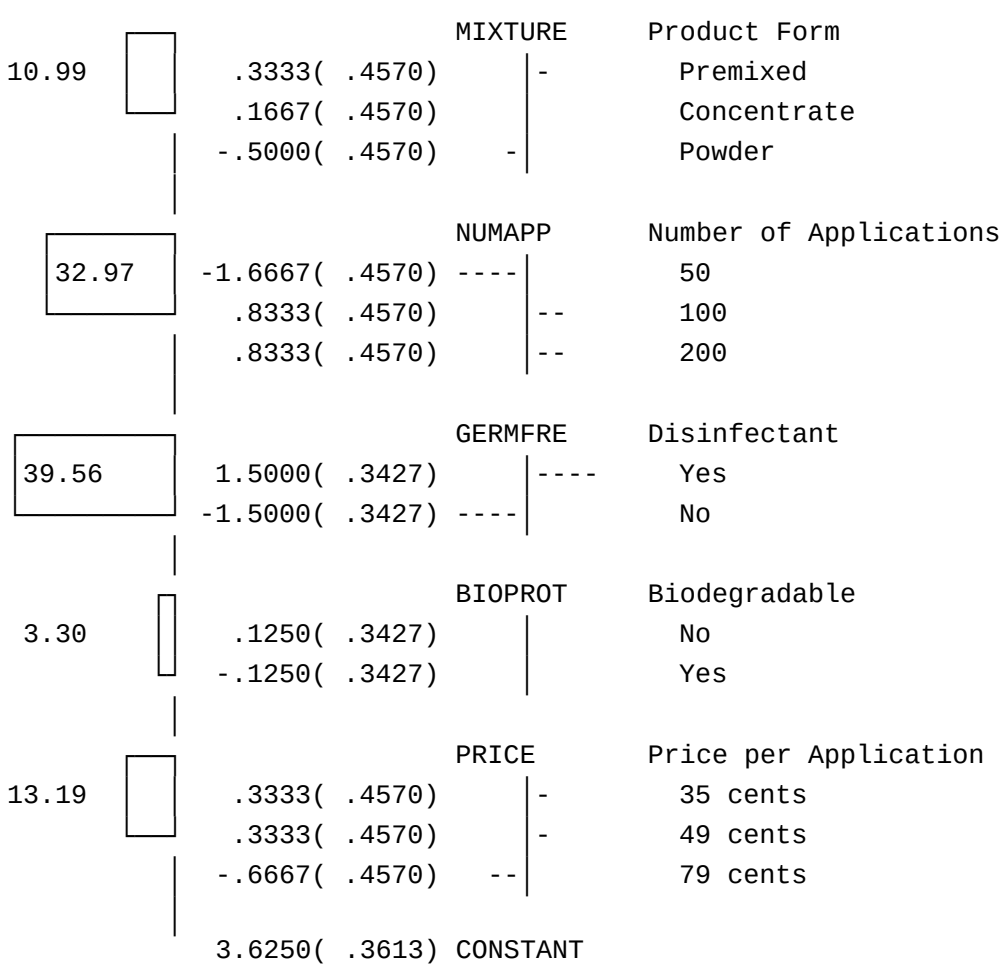
Pearson's R = .926 Significance = .0000

Kendall's tau = .815 Significance = .0000
Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card:	23	24	25
Score:	2.3	6.6	8.0

SUBJECT NAME: 454.00



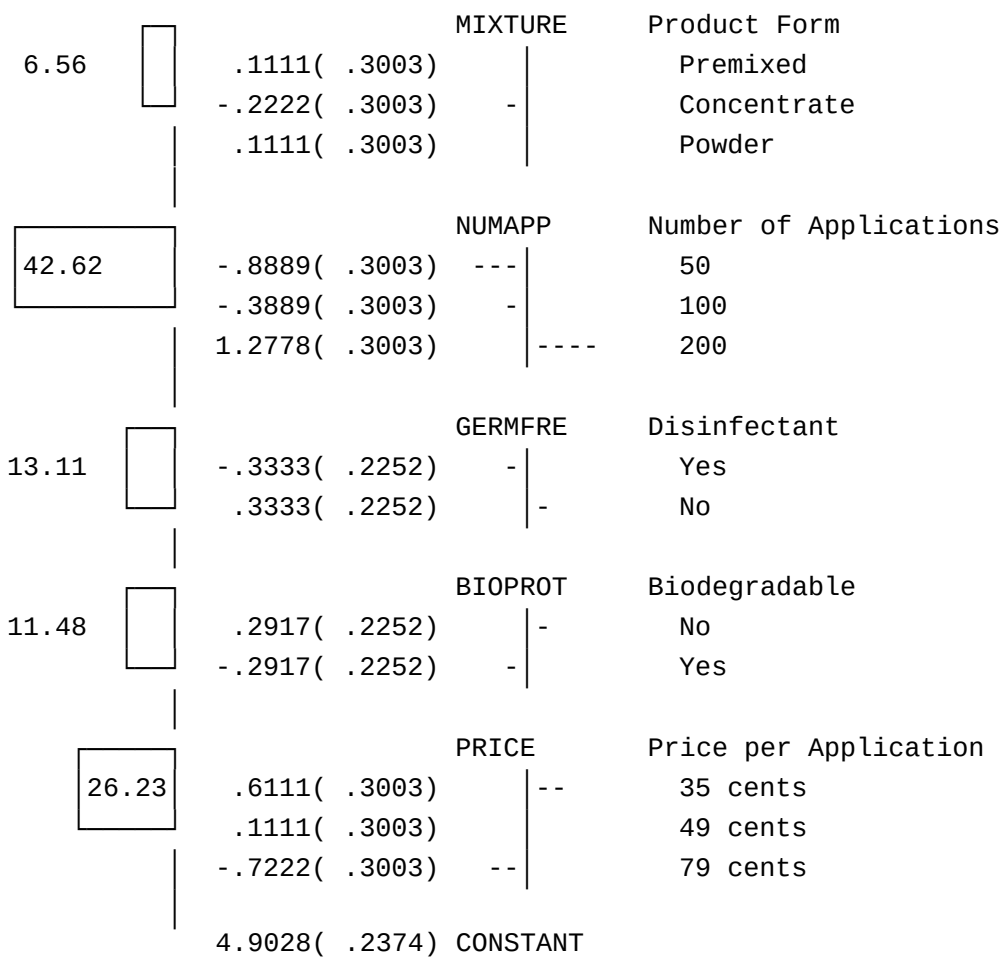
Pearson's R = .894 Significance = .0000

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

SUBJECT NAME: 467.00



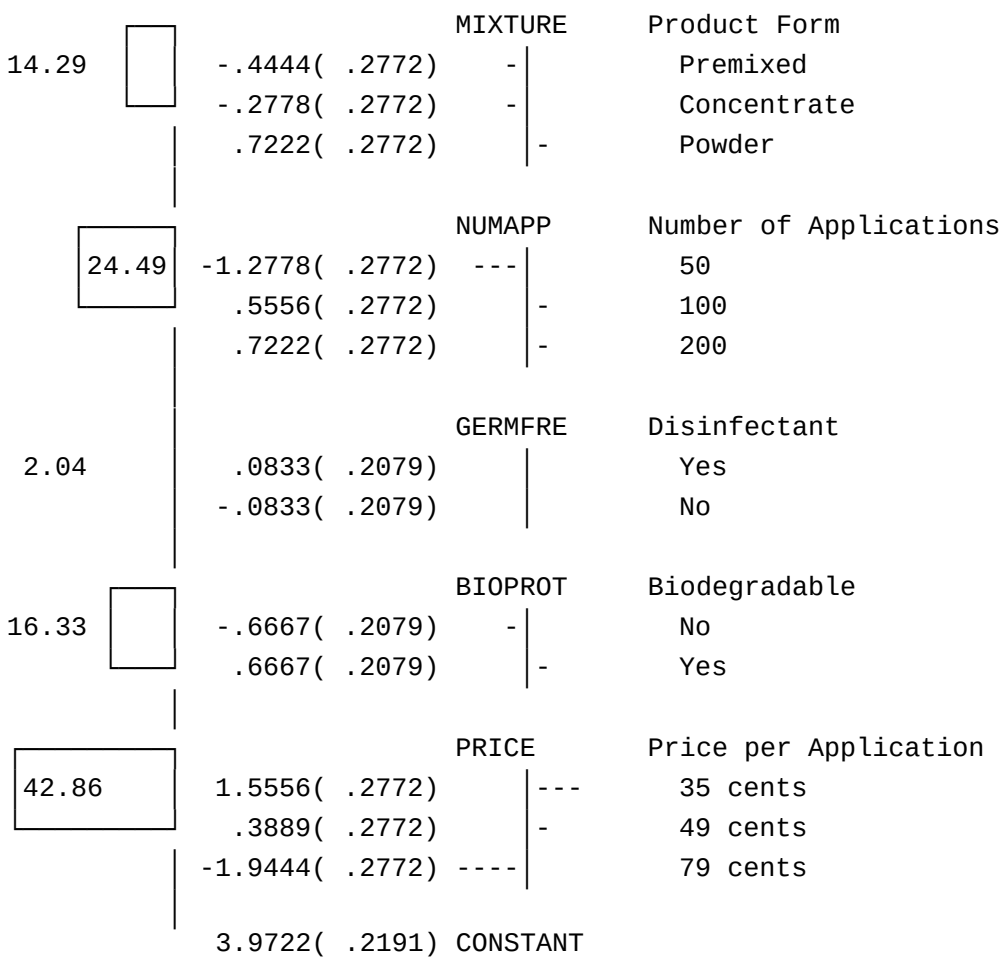
Pearson's R = .878 Significance = .0000

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

SUBJECT NAME: 471.00



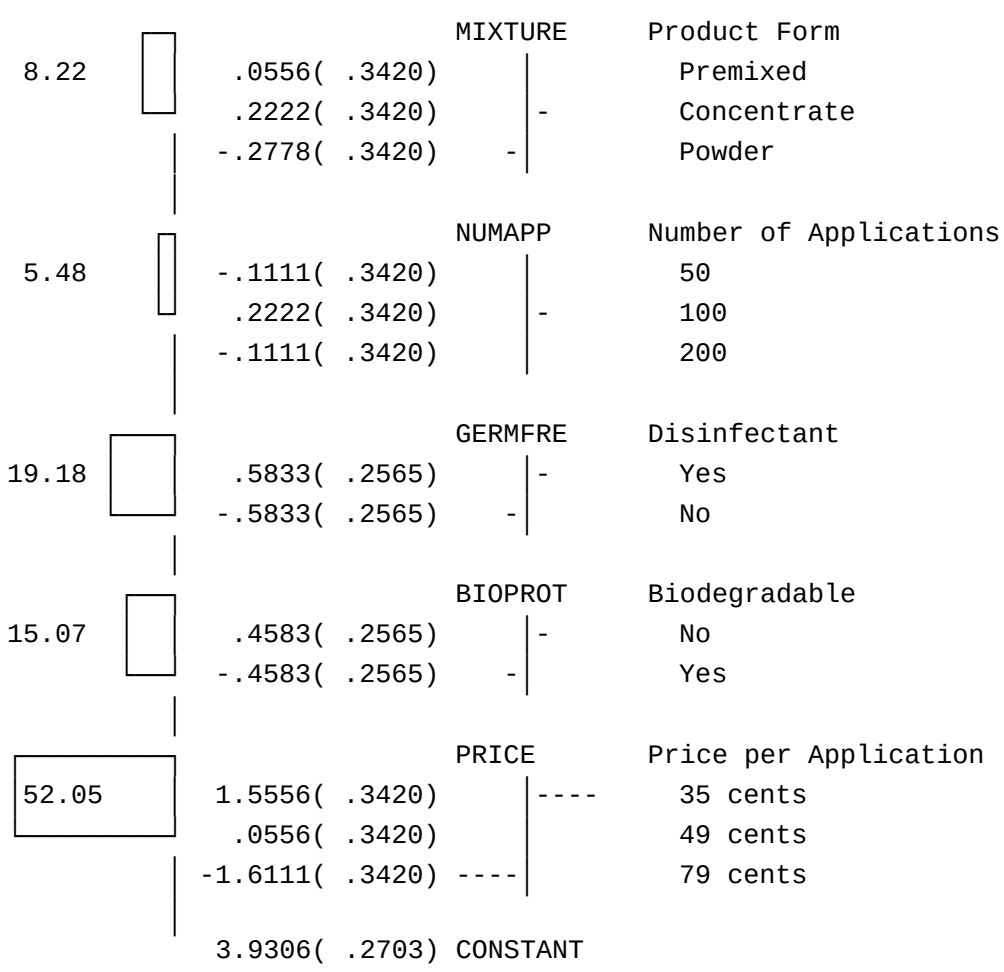
Pearson's R = .955 Significance = .0000

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

SUBJECT NAME: 472.00



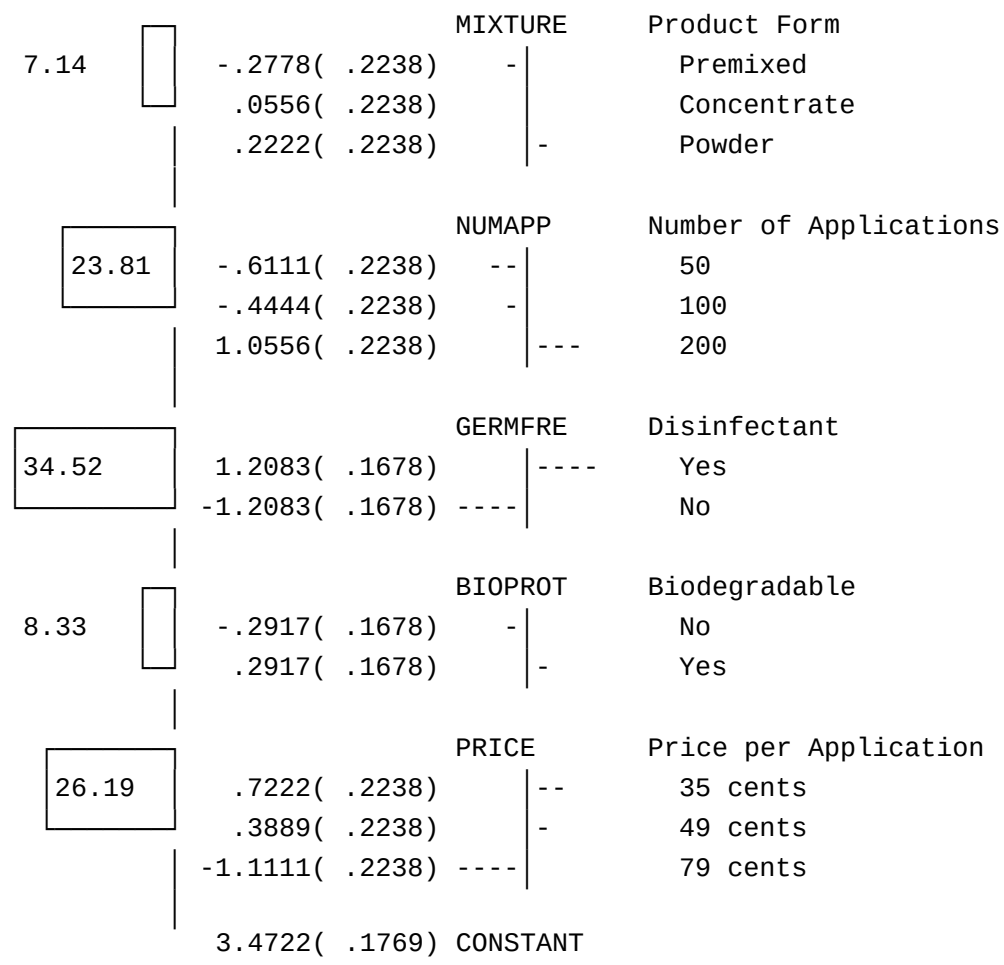
Pearson's R = .899 Significance = .0000

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

SUBJECT NAME: 475.00



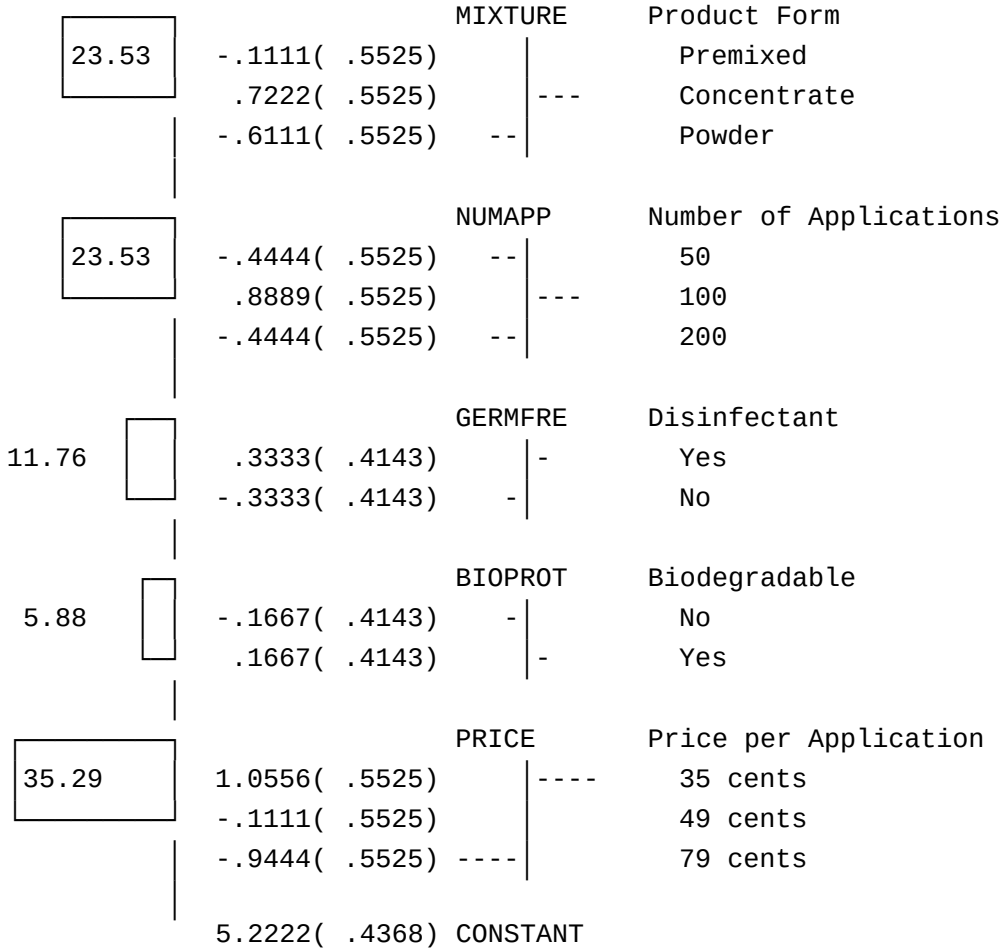
Pearson's R = .960 Significance = .0000

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

SUBJECT NAME: 476.00



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

SUBJECT NAME: 492.00

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

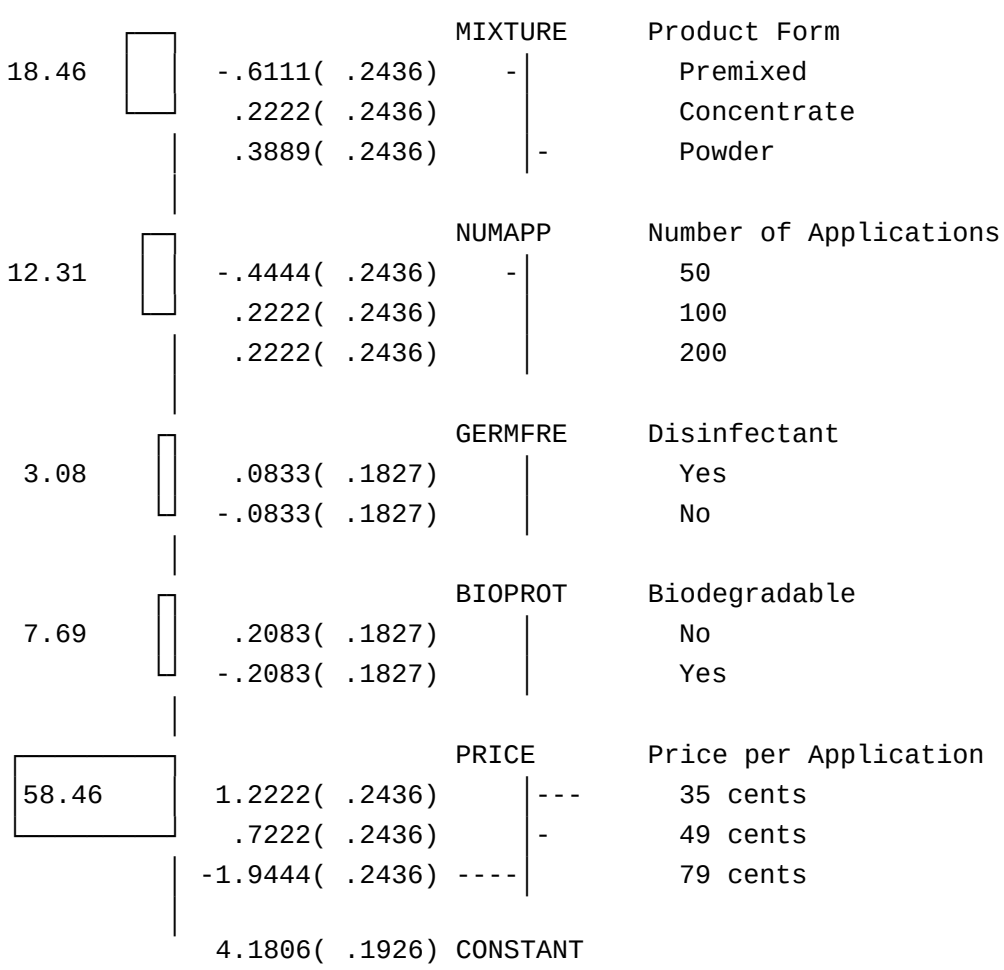
Pearson's R = .944 Significance = .0000

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

SUBJECT NAME: 502.00



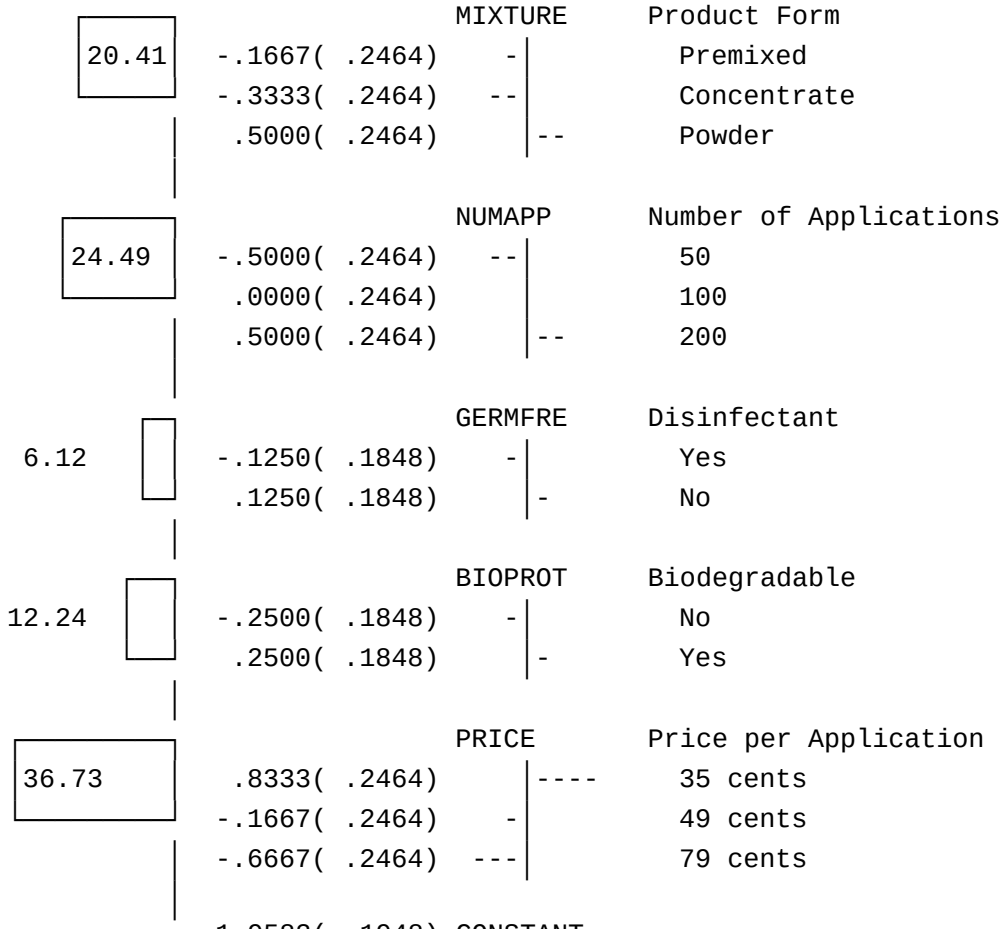
Pearson's R = .946 Significance = .0000

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

SUBJECT NAME: 507.00



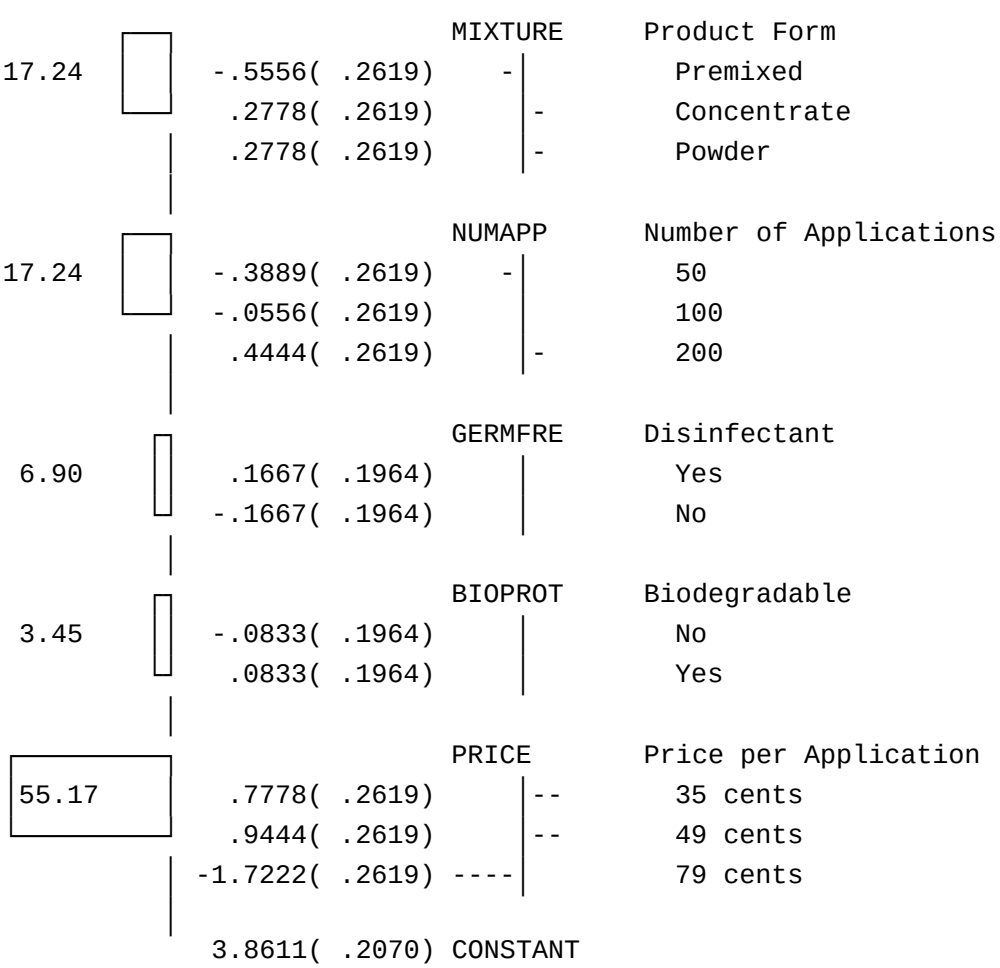
Pearson's R = .857 Significance = .0000

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

SUBJECT NAME: 514.00



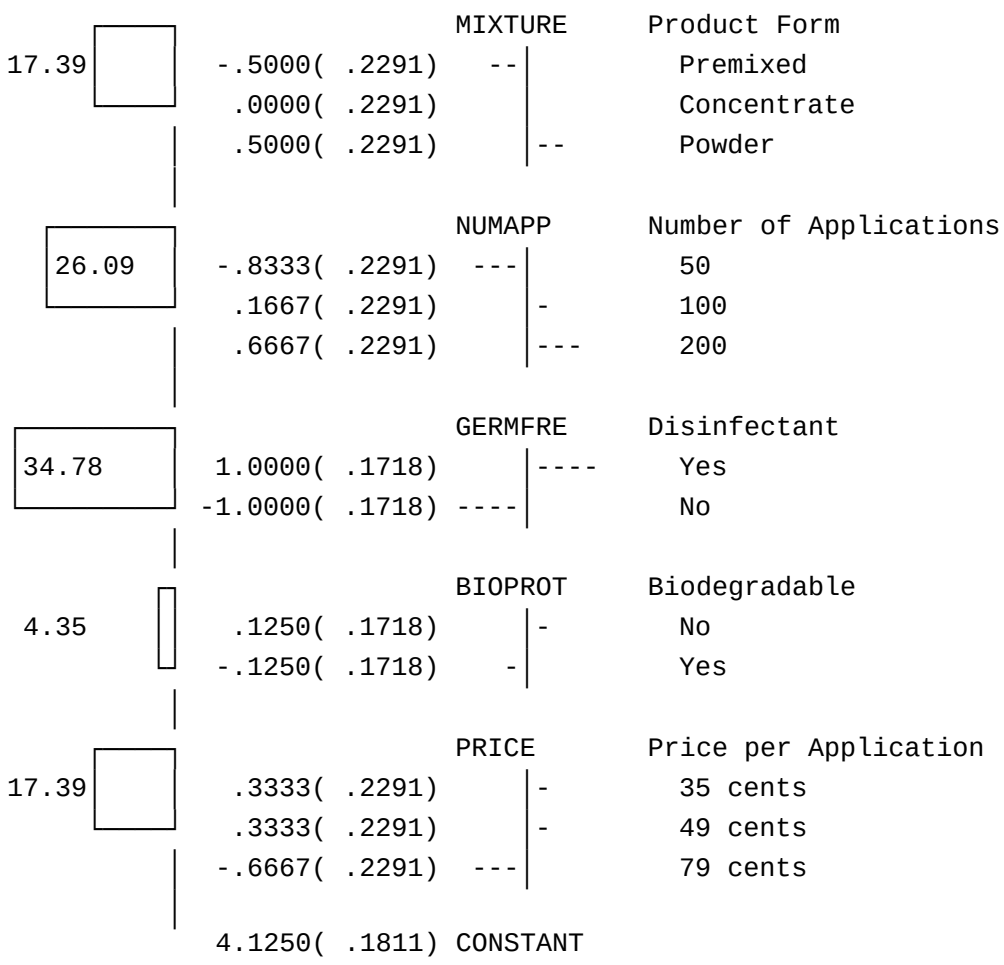
Pearson's R = .924 Significance = .0000

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

SUBJECT NAME: 516.00



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

SUBJECT NAME: 518.00

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

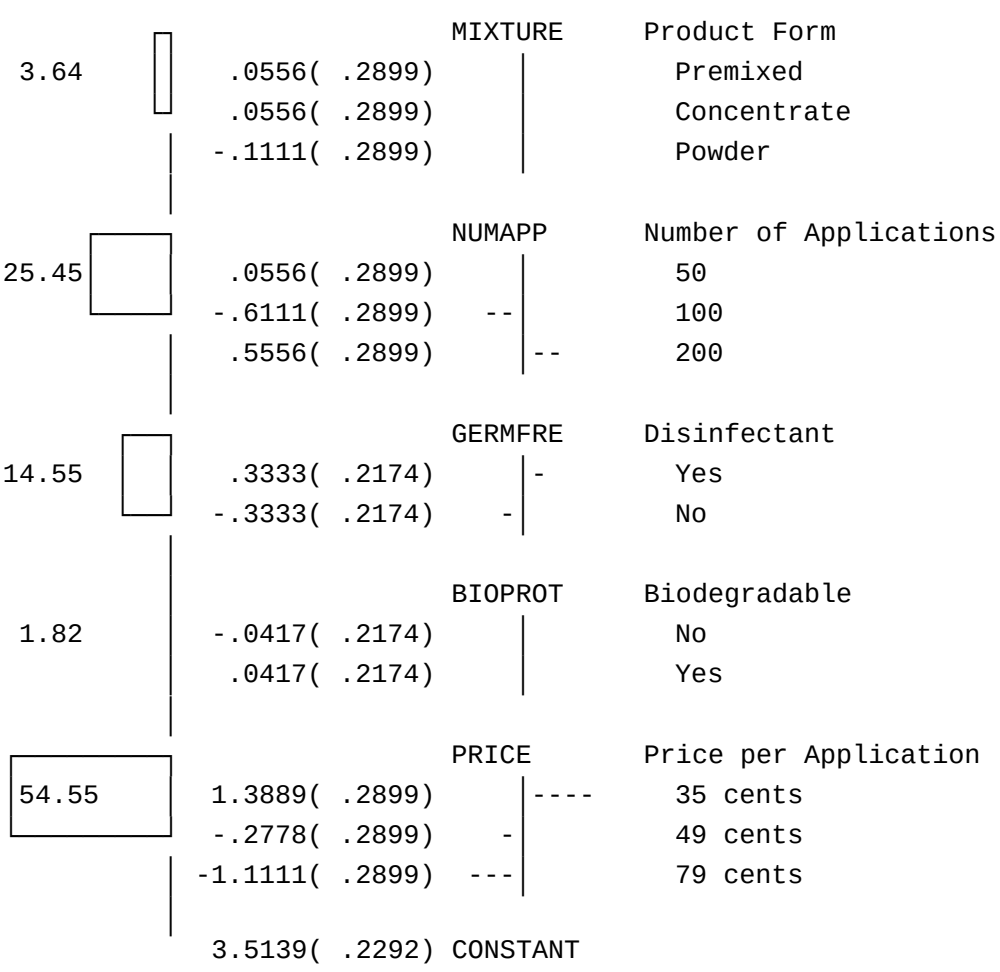
Pearson's R = .902 Significance = .0000

Kendall's tau = .803 Significance = .0000
Kendall's tau = 1.000 for 4 holdouts Significance = .0208

Simulation results:

Card:	23	24	25
Score:	3.0	6.7	6.5

SUBJECT NAME: 520.00



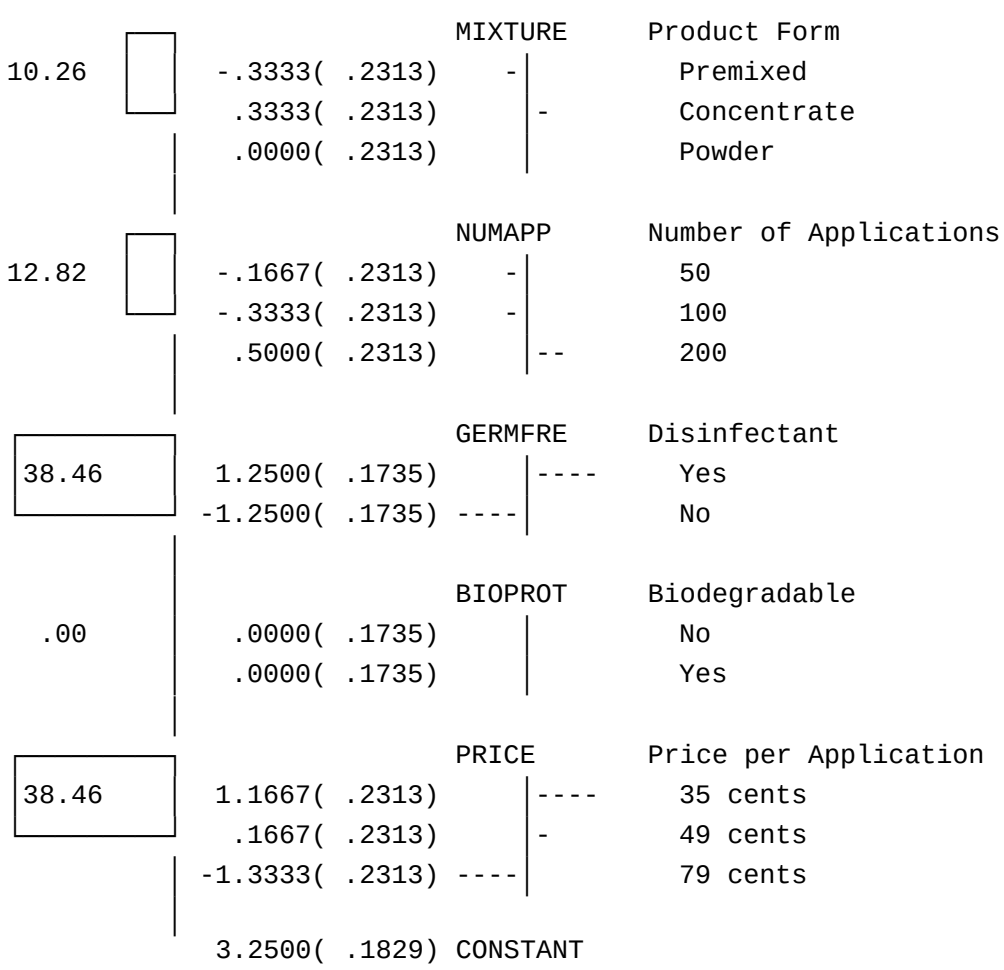
Pearson's R = .888 Significance = .0000

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

SUBJECT NAME: 522.00



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

SUBJECT NAME: 528.00

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

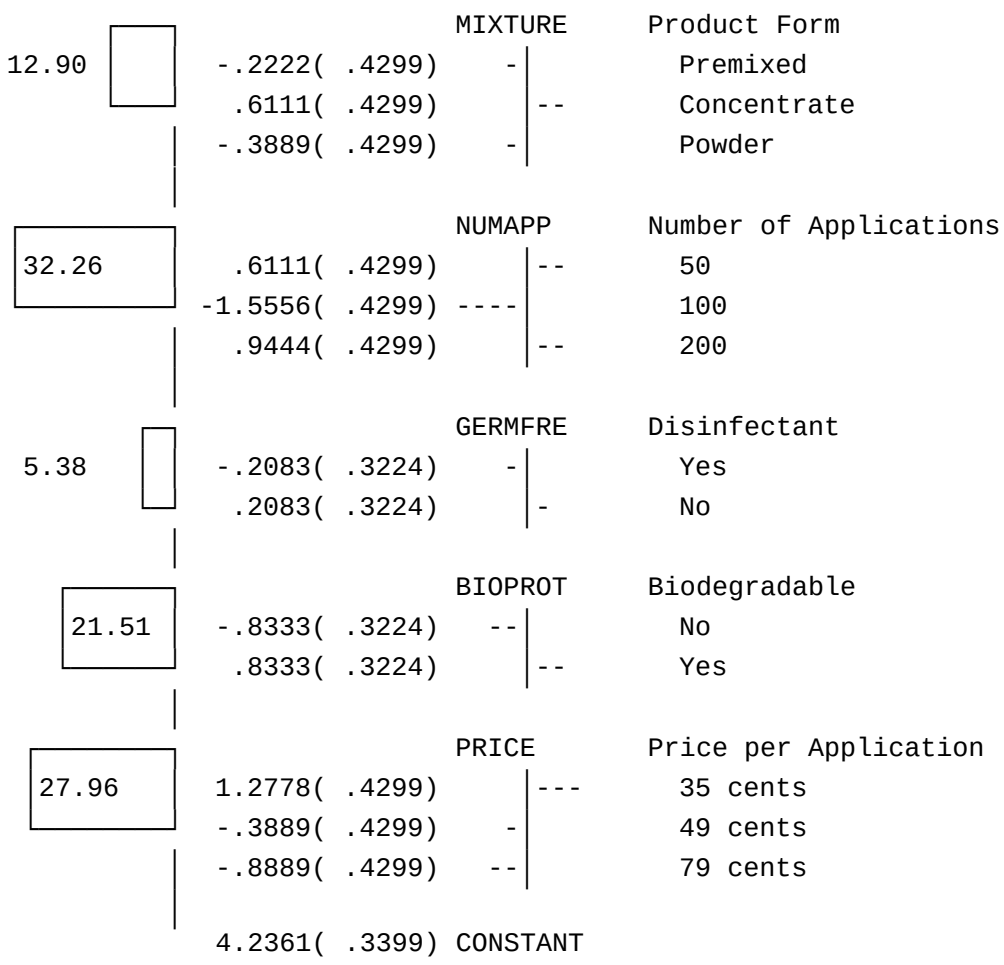
Pearson's R = .917 Significance = .0000

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

SUBJECT NAME: 535.00



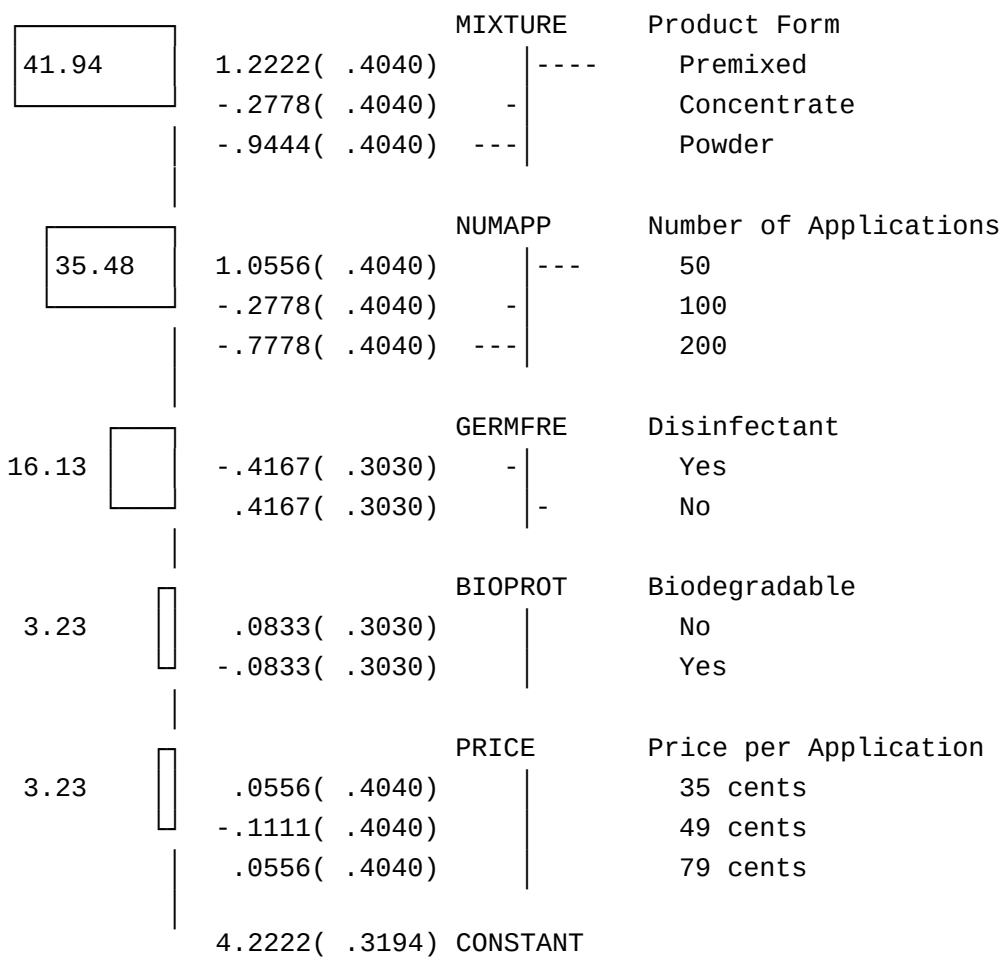
Pearson's R = .883 Significance = .0000

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

SUBJECT NAME: 538.00



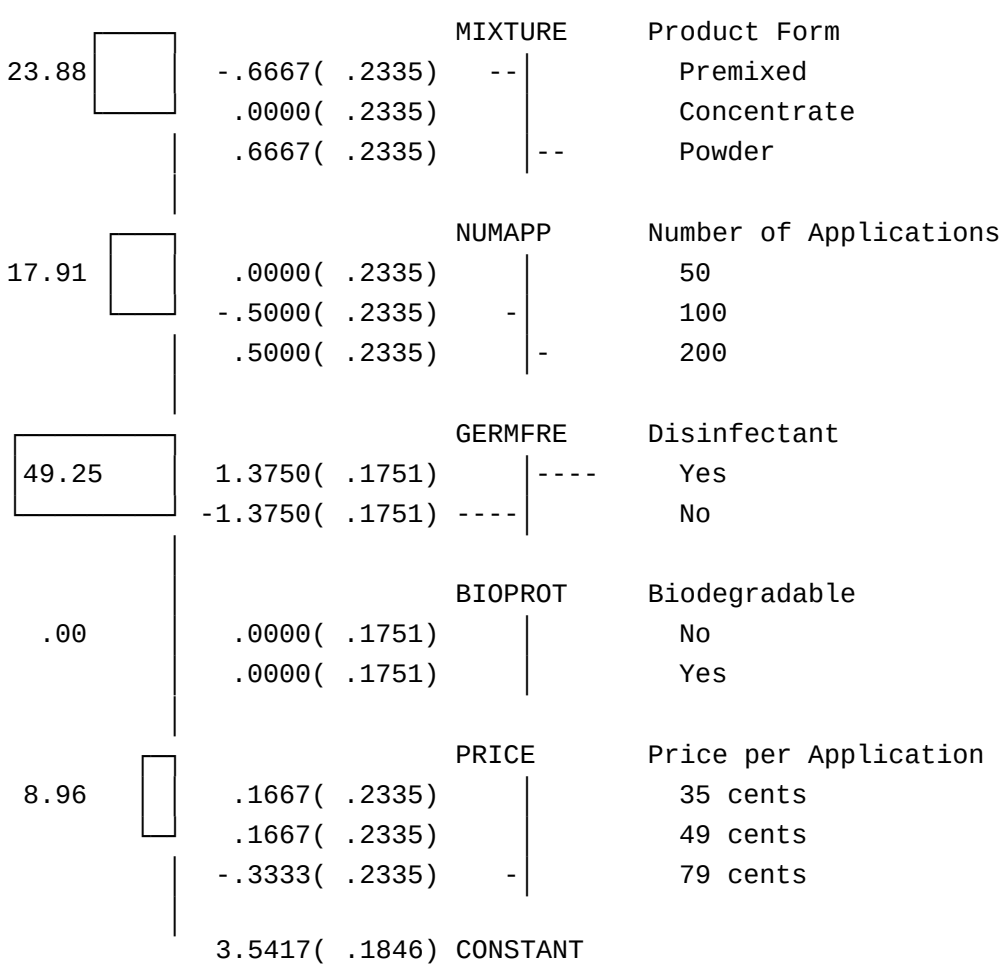
Pearson's R = .827 Significance = .0000

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

SUBJECT NAME: 557.00



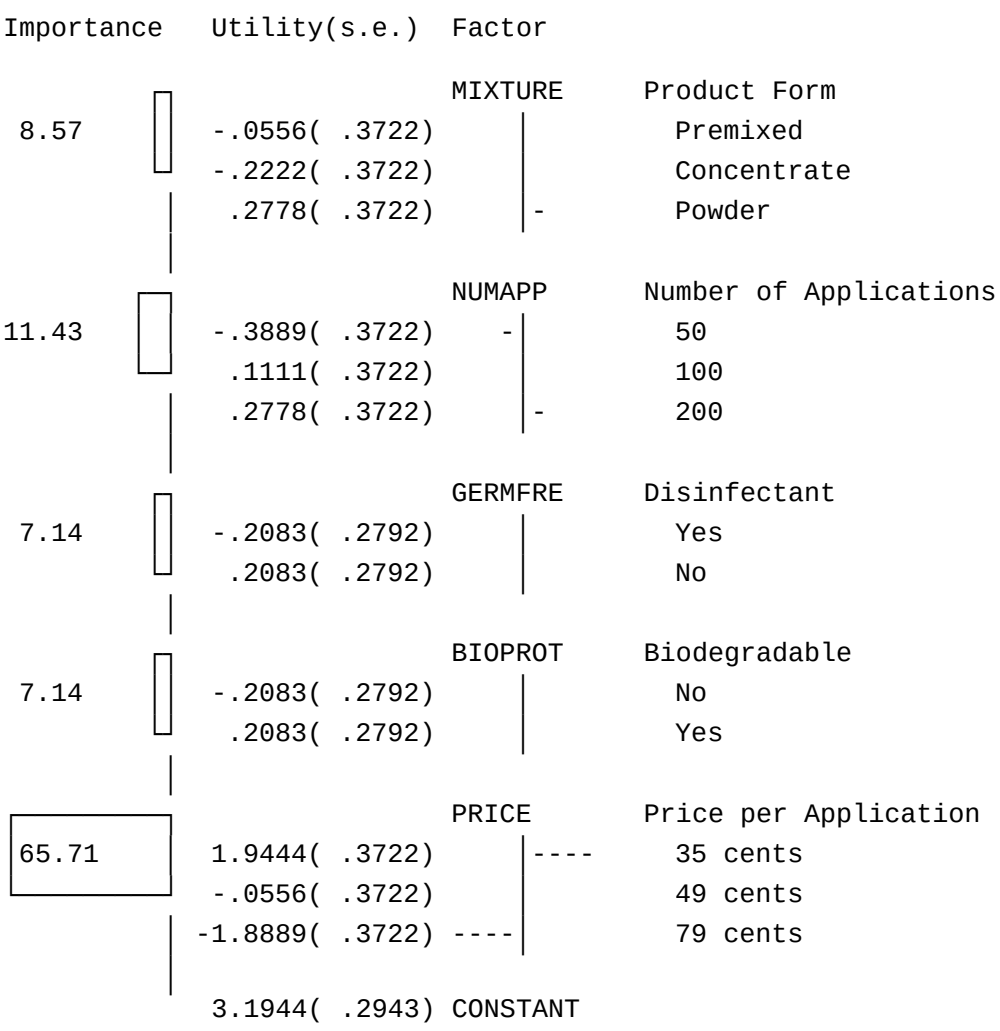
Pearson's R = .948 Significance = .0000

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

SUBJECT NAME: 559.00



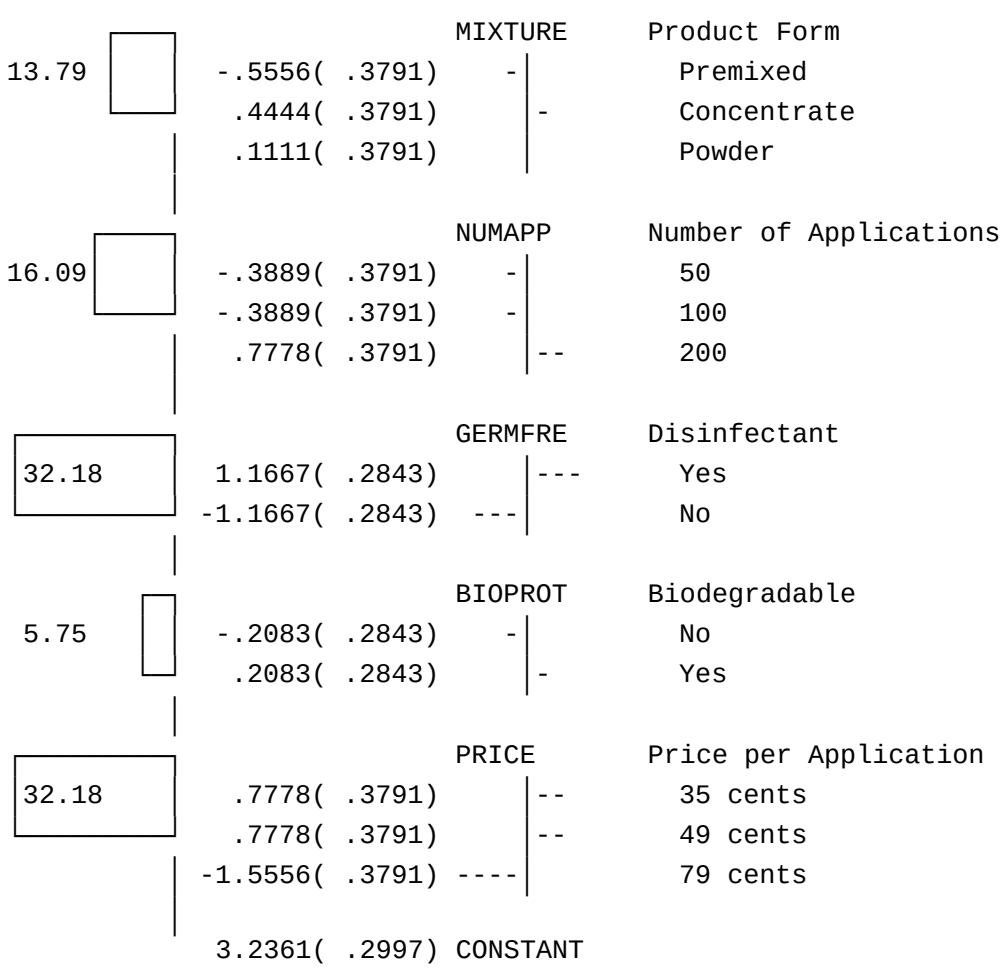
Pearson's R = .900 Significance = .0000

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

SUBJECT NAME: 578.00



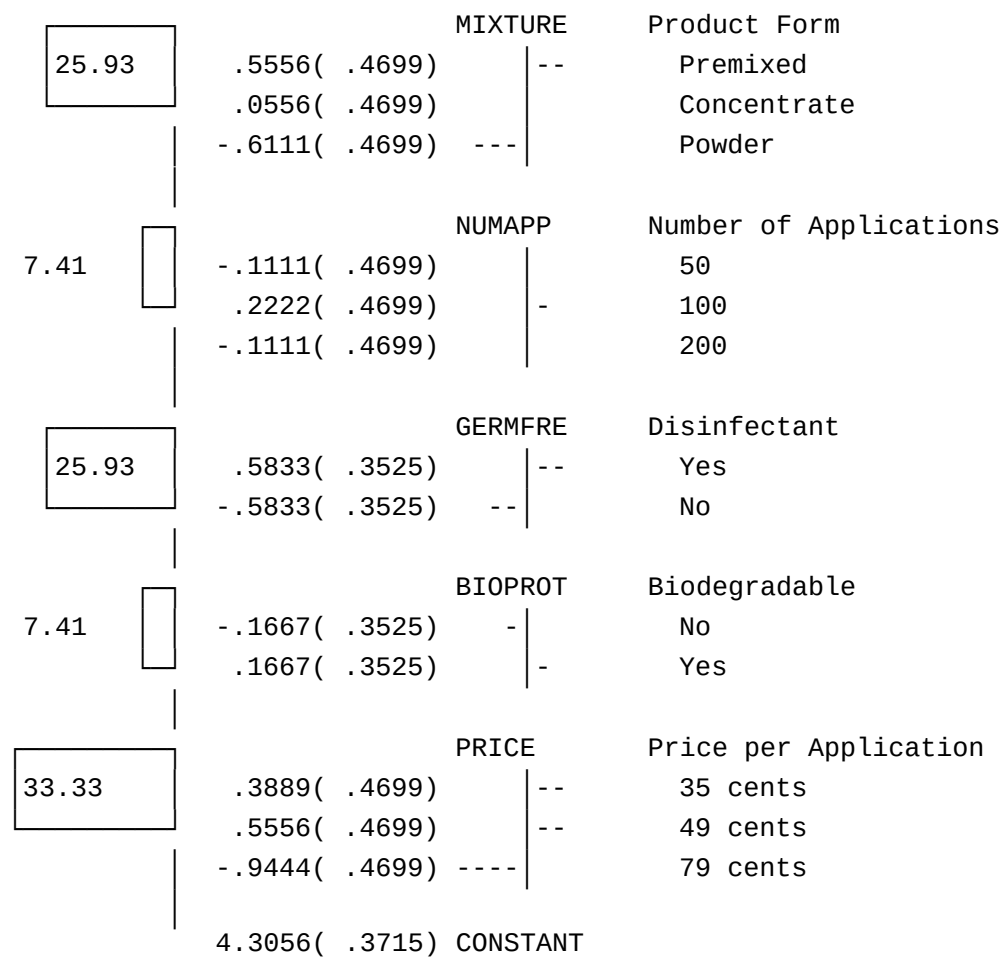
Pearson's R = .905 Significance = .0000

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

SUBJECT NAME: 580.00



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

SUBJECT NAME: 586.00

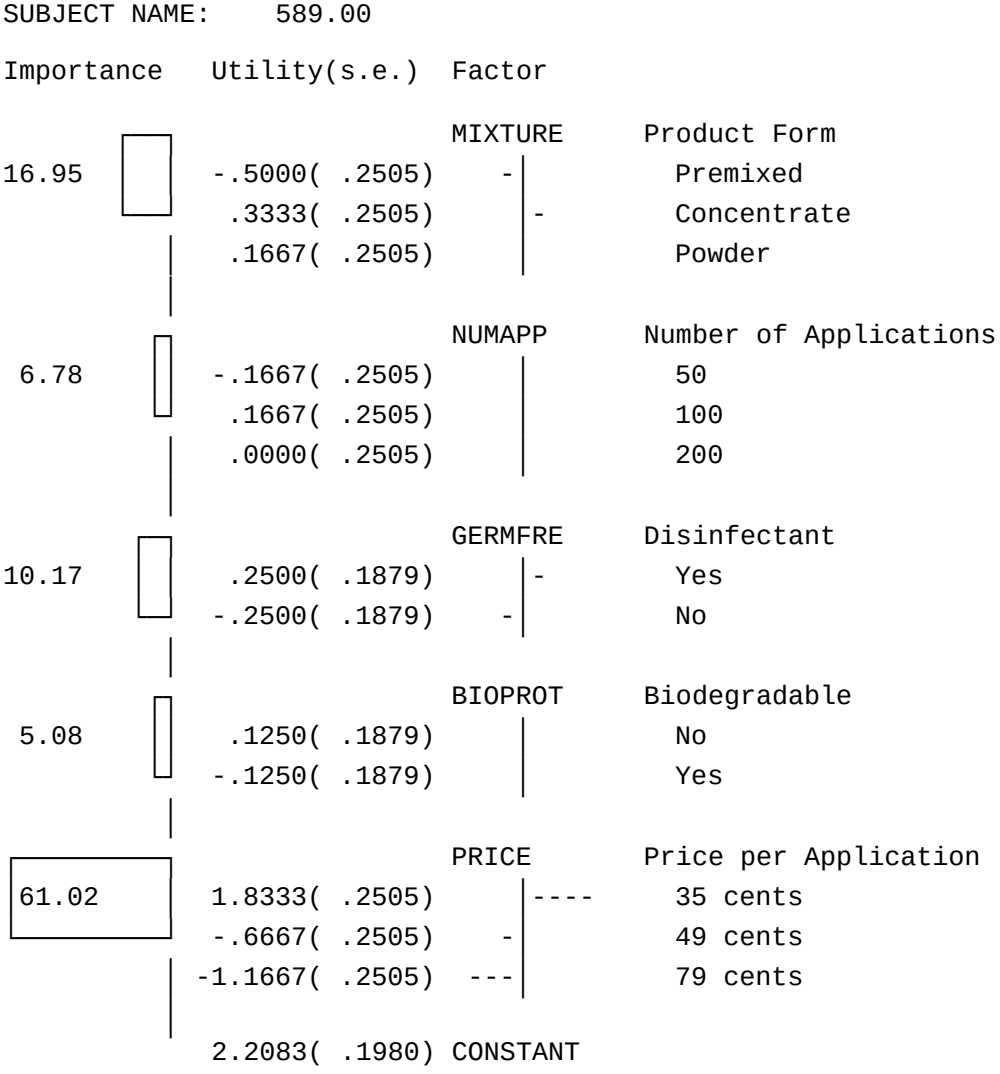
Importance	Utility(s.e.)	Factor		
		MIXTURE		Product Form
5.88	-.1667(.2313)			Premixed
	.0000(.2313)			Concentrate
	.1667(.2313)			Powder
		NUMAPP		Number of Applications
5.88	.1667(.2313)			50
	.0000(.2313)			100
	-.1667(.2313)			200
		GERMFRE		Disinfectant
.00	.0000(.1735)			Yes
	.0000(.1735)			No
		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

SUBJECT NAME: 589.00



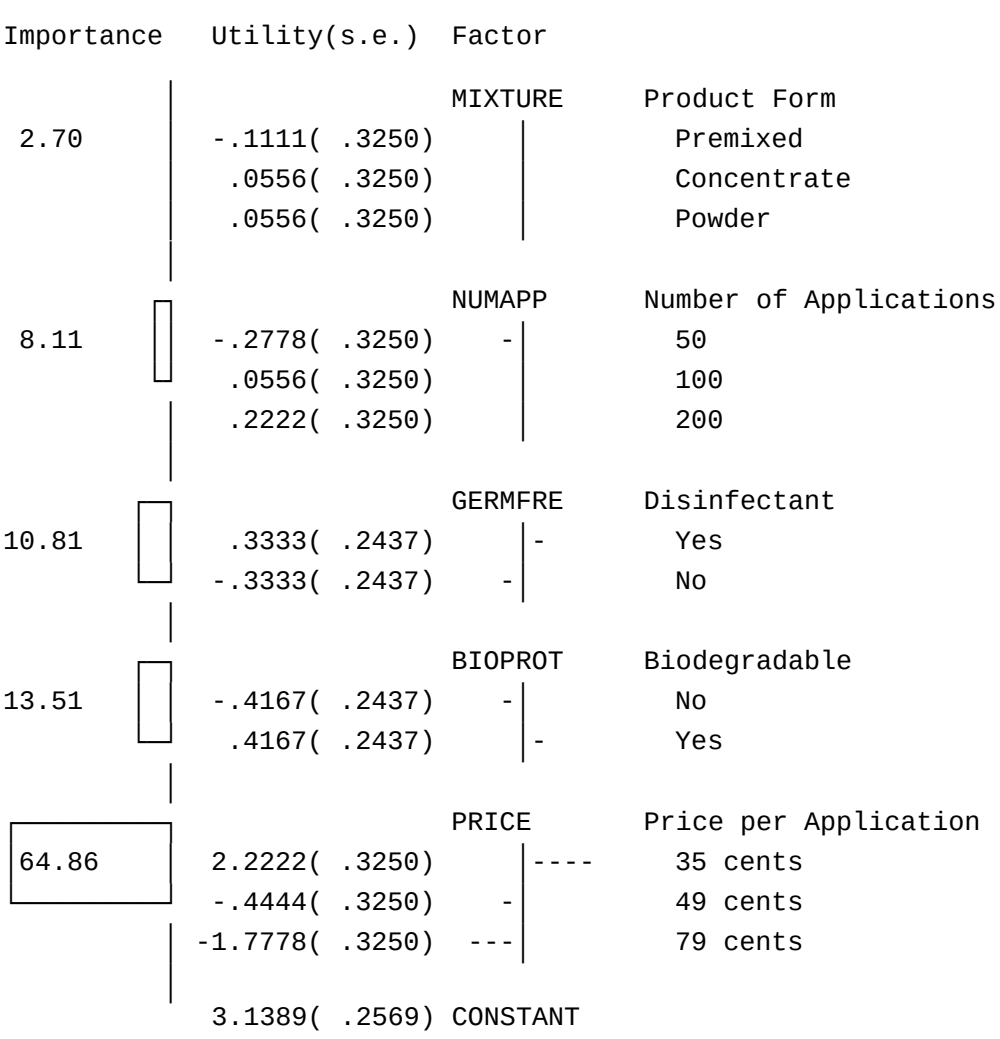
Pearson's R = .934 Significance = .0000

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

SUBJECT NAME: 592.00



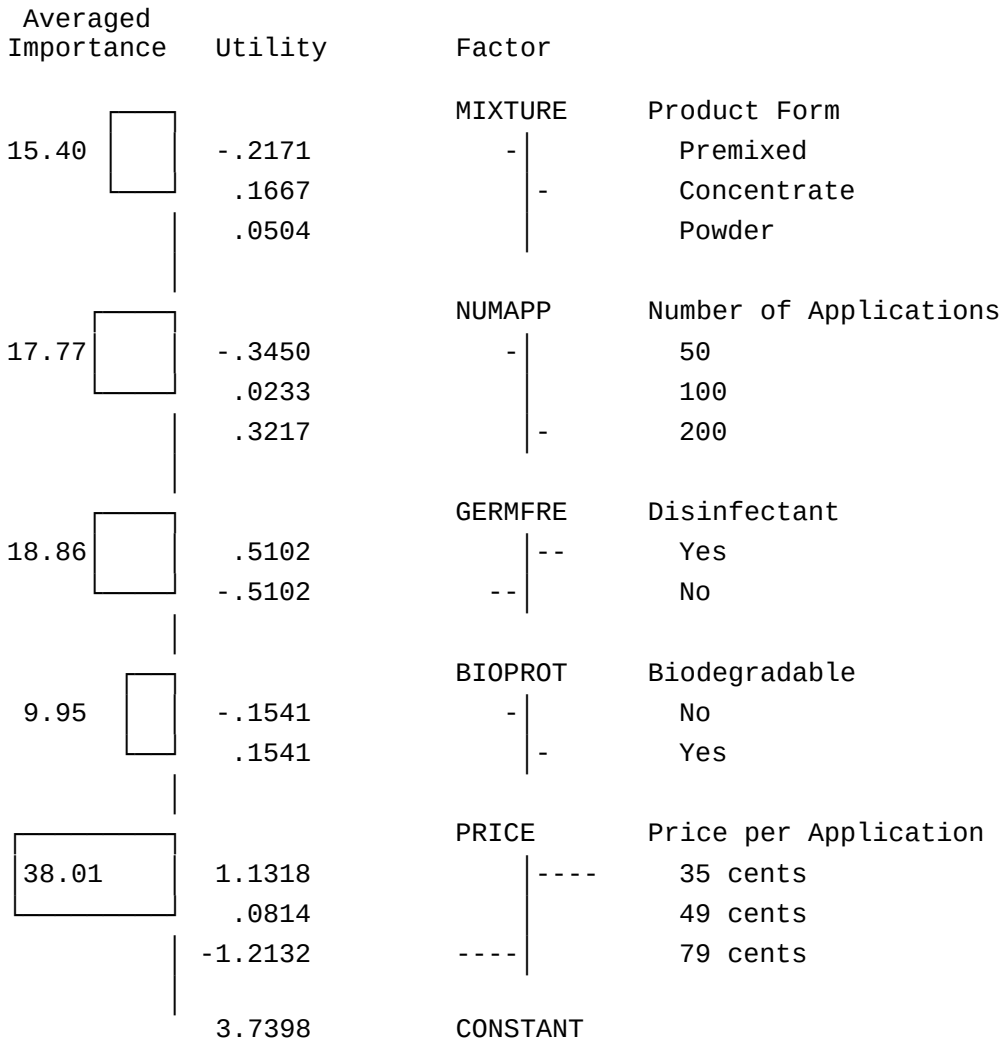
Pearson's R = .931 Significance = .0000

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

SUBFILE SUMMARY



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

SUBFILE SUMMARY

No reversals occured in this split file group.

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

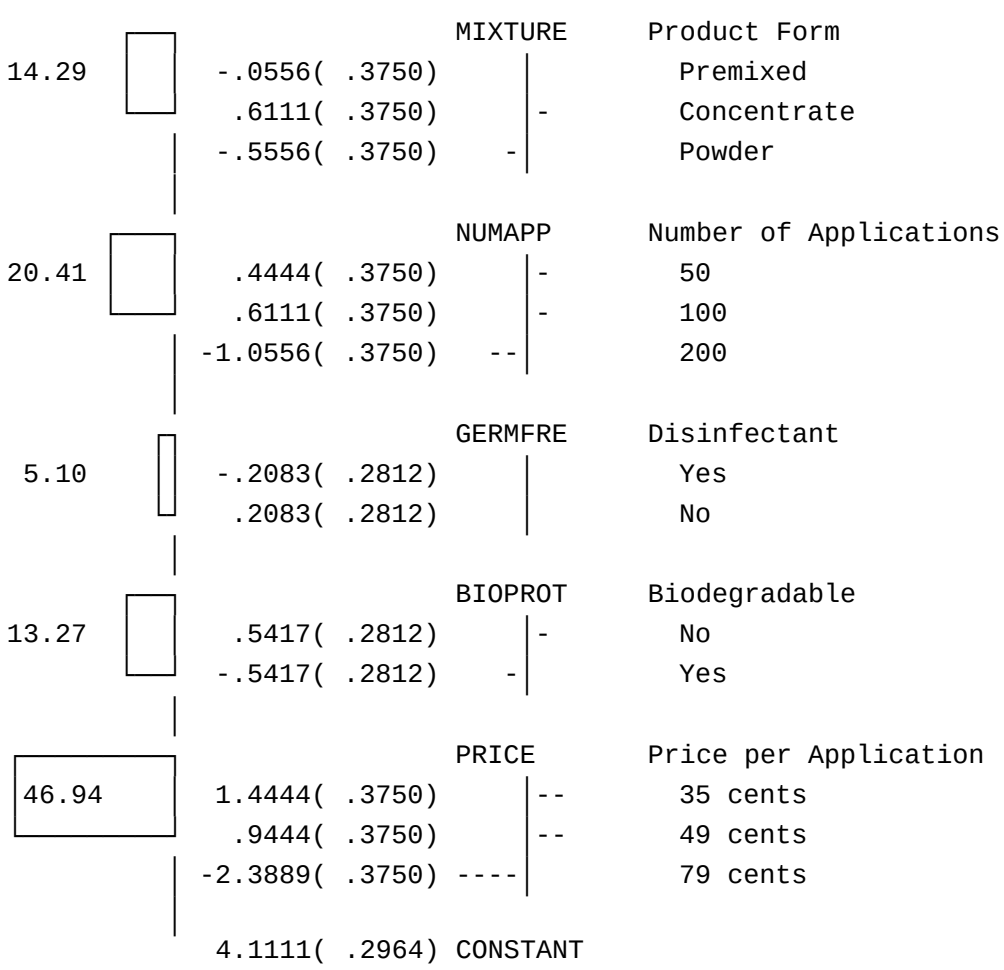
Card	Max Utility*	BTL	Logit
23	6.40%	18.57%	8.42%
24	23.84	36.54	29.61
25	69.77	44.89	61.97

* 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.
```

SUBJECT NAME: 107.00



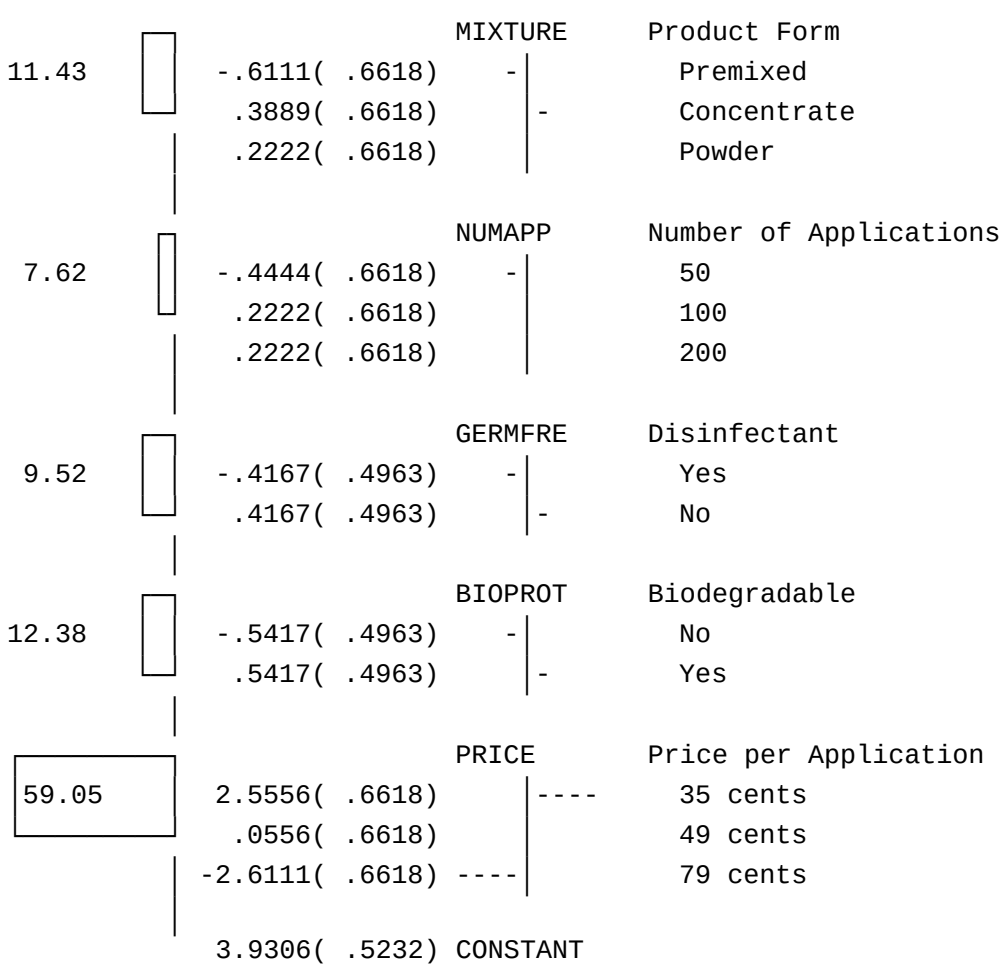
Pearson's R = .929 Significance = .0000

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

SUBJECT NAME: 123.00



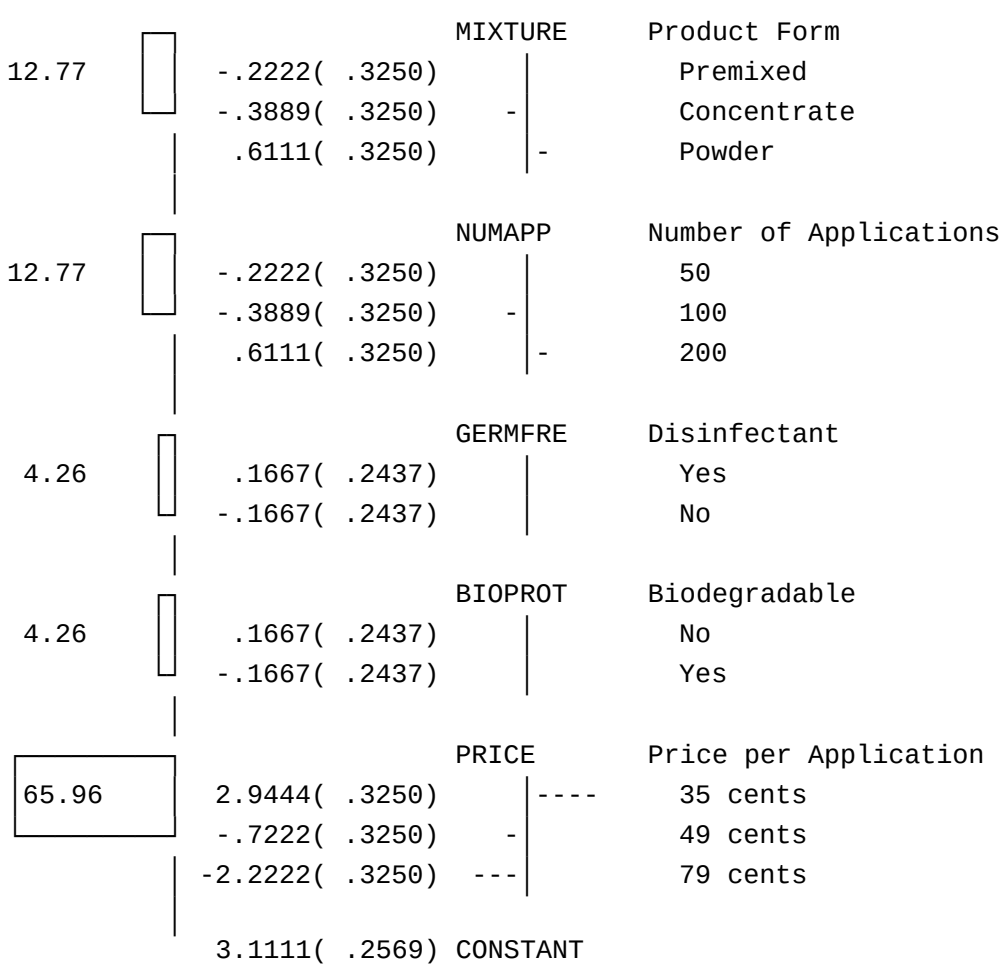
Pearson's R = .851 Significance = .0000

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

SUBJECT NAME: 135.00



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

SUBJECT NAME: 155.00

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

SUBJECT NAME: 161.00

Importance	Utility(s.e.)	Factor	
		MIXTURE	Product Form
7.84	-.1111(.3186)		Premixed
	.3889(.3186)	-	Concentrate
	-.2778(.3186)	-	Powder
		NUMAPP	Number of Applications
11.76	-.4444(.3186)	-	50
	-.1111(.3186)		100
	.5556(.3186)	-	200
		GERMFRE	Disinfectant
25.49	1.0833(.2390)	--	Yes
	-1.0833(.2390)	--	No
		BIOPROT	Biodegradable
9.80	-.4167(.2390)	-	No
	.4167(.2390)	-	Yes
		PRICE	Price per Application
45.10	1.7222(.3186)	---	35 cents
	.3889(.3186)	-	49 cents
	-2.1111(.3186)	----	79 cents
	2.8889(.2519)	CONSTANT	

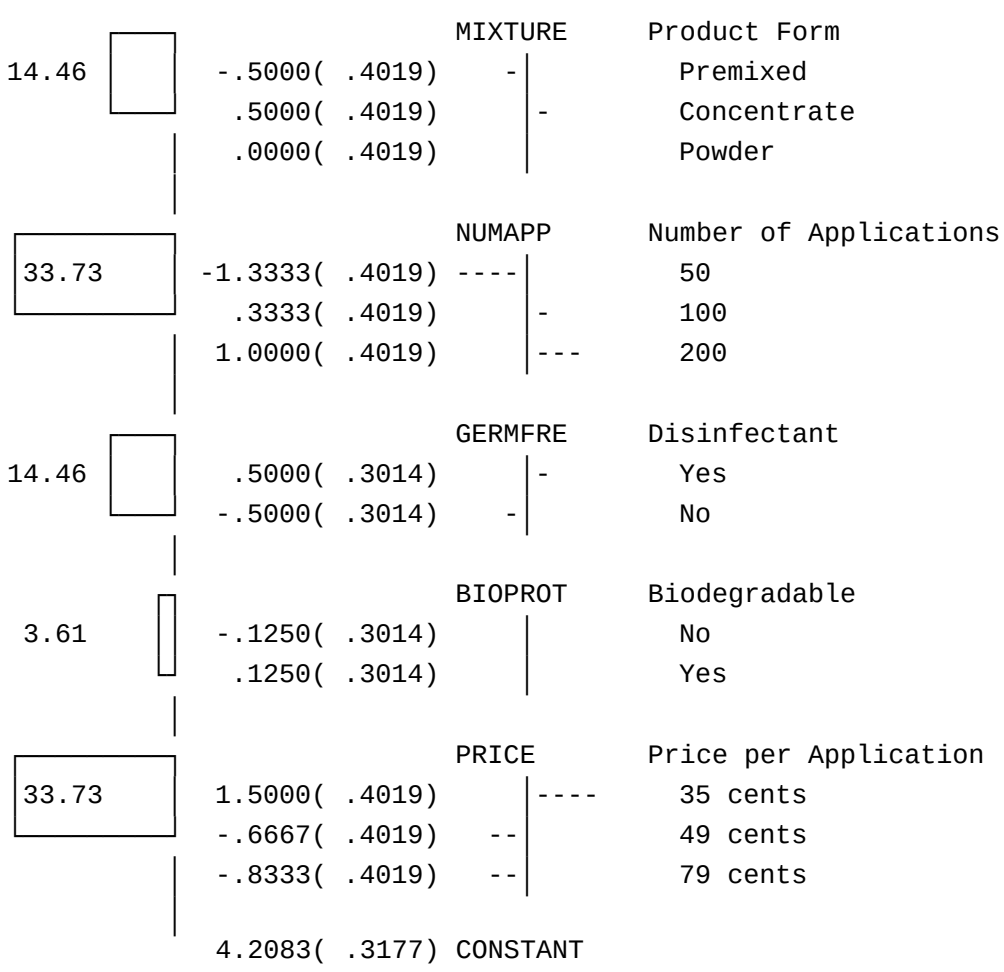
Pearson's R = .947 Significance = .0000

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

SUBJECT NAME: 162.00



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

SUBJECT NAME: 168.00

Importance	Utility(s.e.)	Factor	
		MIXTURE	Product Form
7.06	-.2778(.1625)		Premixed
	.2222(.1625)		Concentrate
	.0556(.1625)		Powder
		NUMAPP	Number of Applications
9.41	.3889(.1625)		50
	-.1111(.1625)		100
	-.2778(.1625)		200
		GERMFRE	Disinfectant
1.18	-.0417(.1219)		Yes
	.0417(.1219)		No
		BIOPROT	Biodegradable
4.71	-.1667(.1219)		No
	.1667(.1219)		Yes
		PRICE	Price per Application
77.65	3.3889(.1625)	----	35 cents
	-1.2778(.1625)	--	49 cents
	-2.1111(.1625)	--	79 cents
	3.6806(.1285)	CONSTANT	

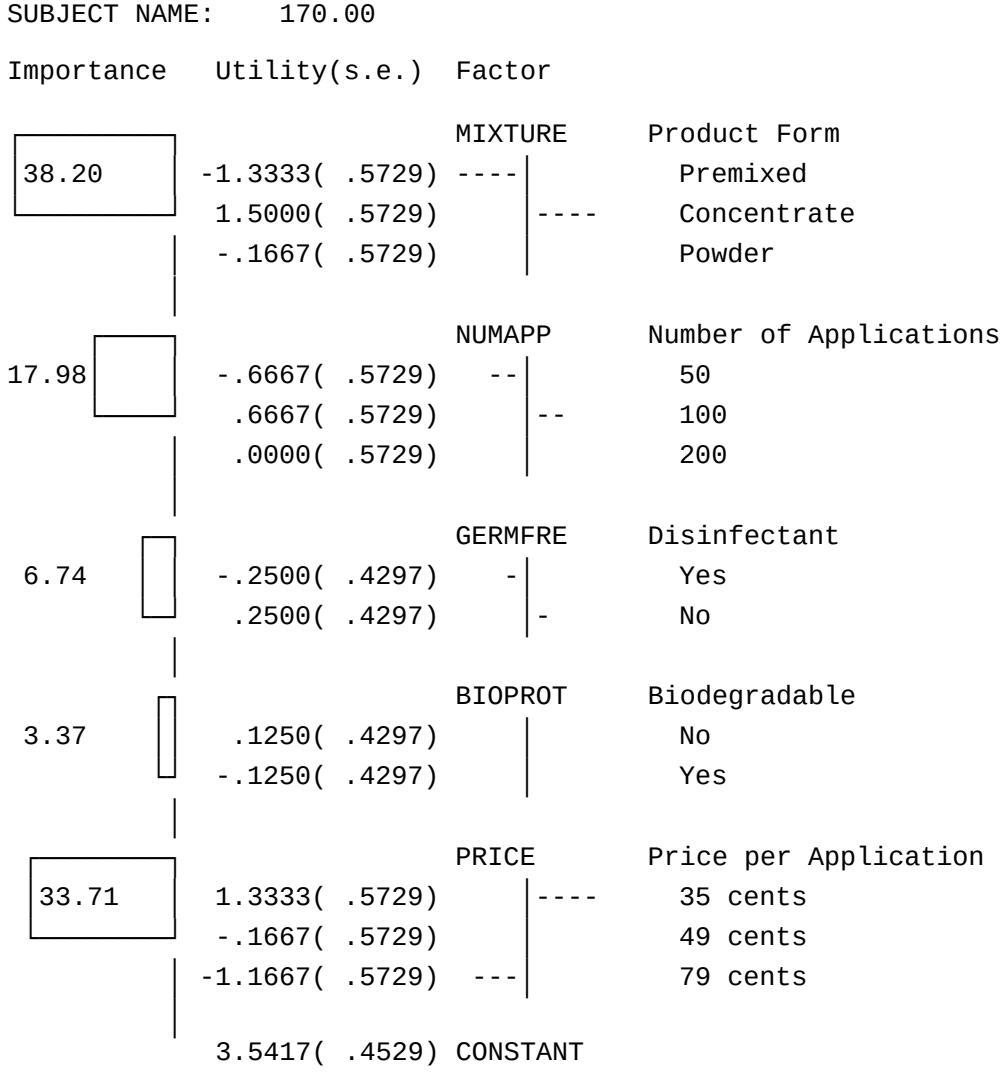
Pearson's R = .990 Significance = .0000

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

SUBJECT NAME: 170.00



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

SUBJECT NAME: 171.00

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

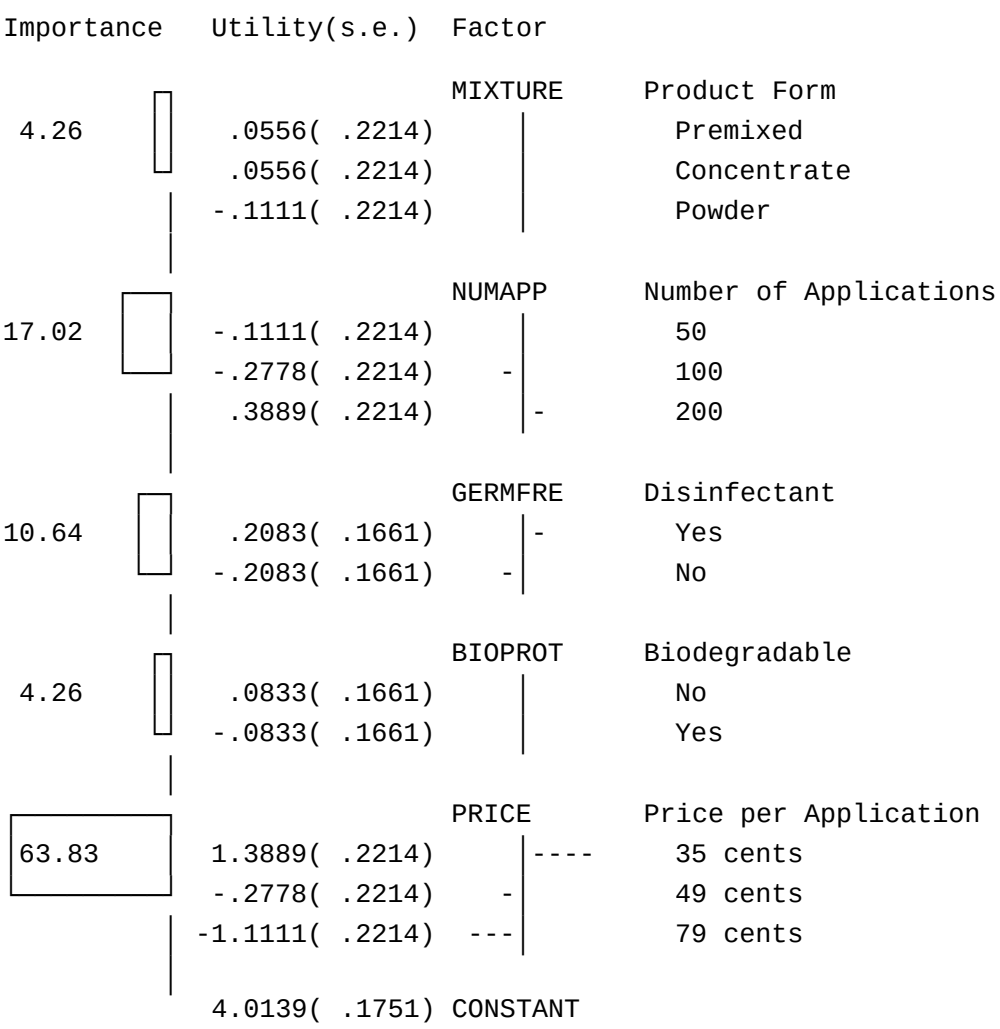
Pearson's R = .792 Significance = .0000

Kendall's tau = .648 Significance = .0002
Kendall's tau = .548 for 4 holdouts Significance = .1393

Simulation results:

Card:	23	24	25
Score:	5.3	5.1	4.9

SUBJECT NAME: 173.00



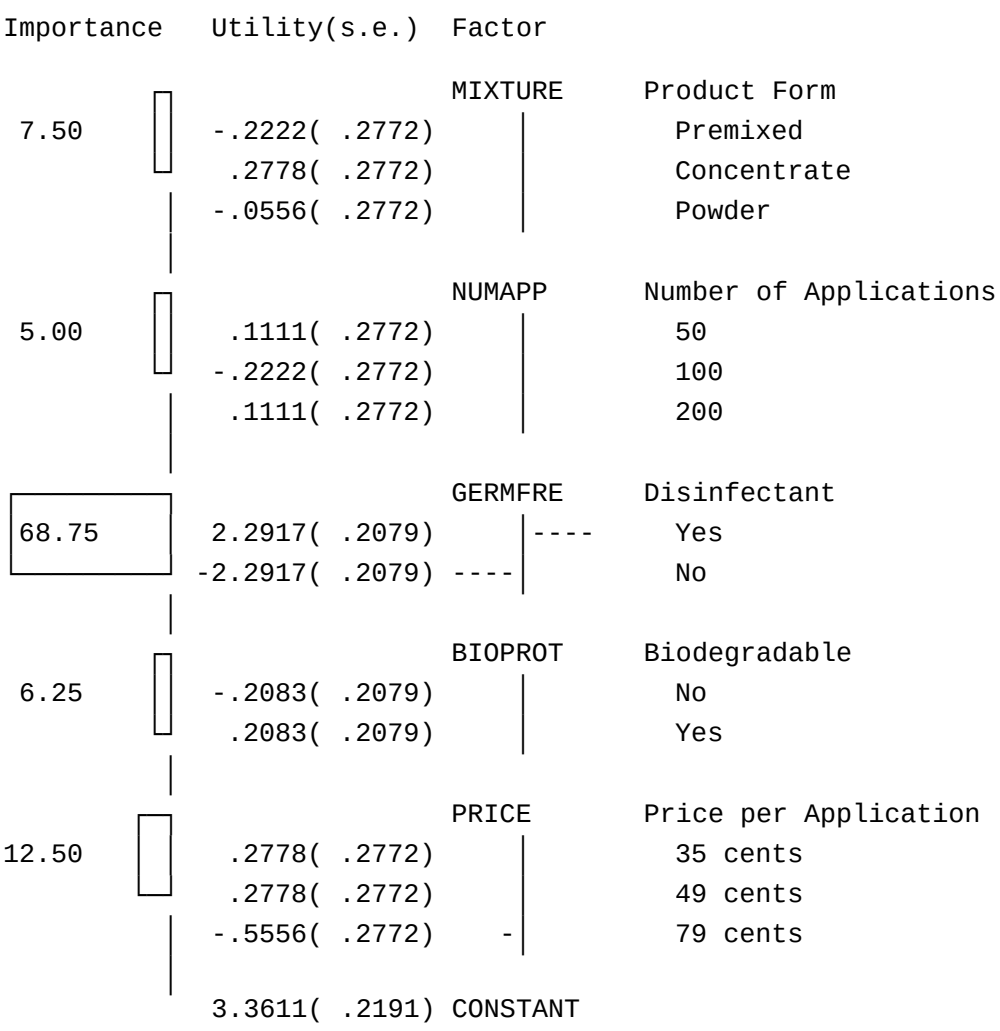
Pearson's R = .920 Significance = .0000

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

SUBJECT NAME: 174.00



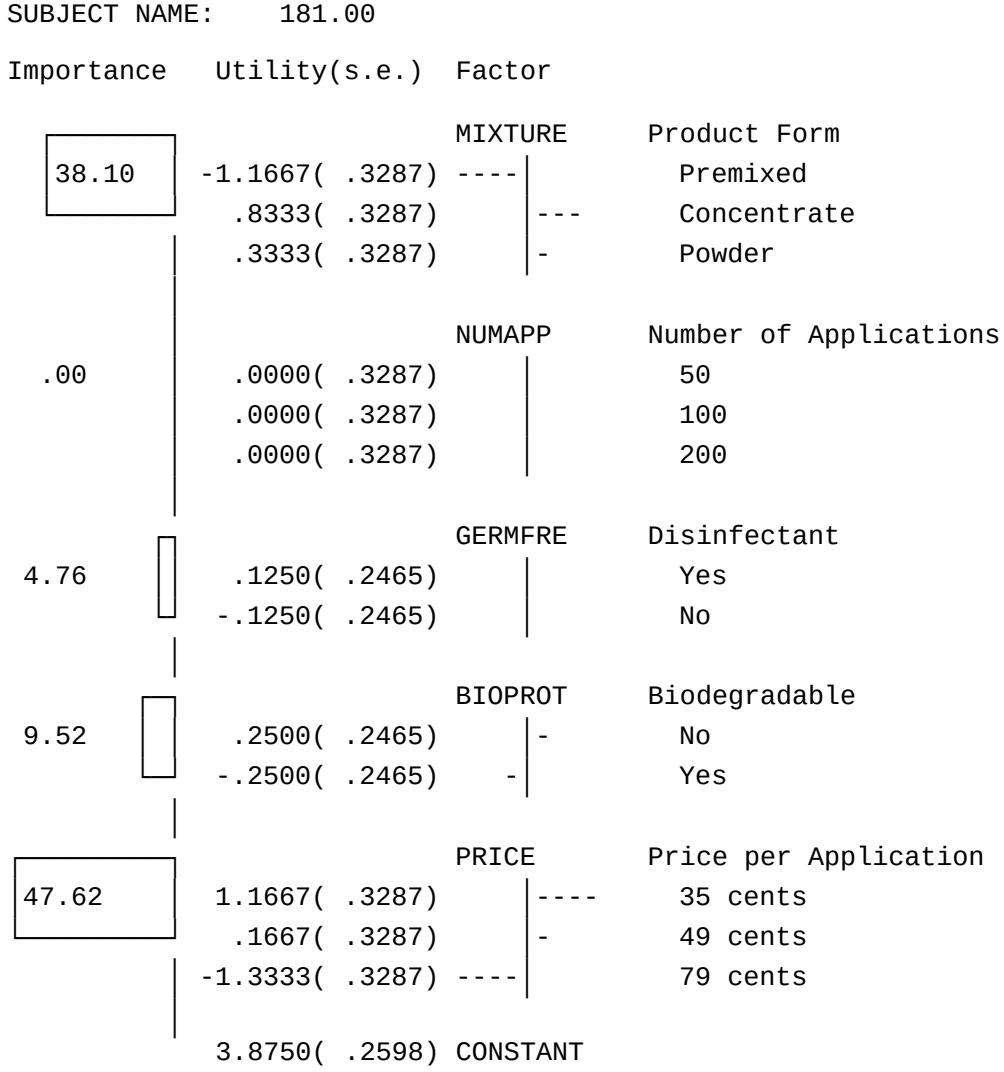
Pearson's R = .967 Significance = .0000

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

SUBJECT NAME: 181.00



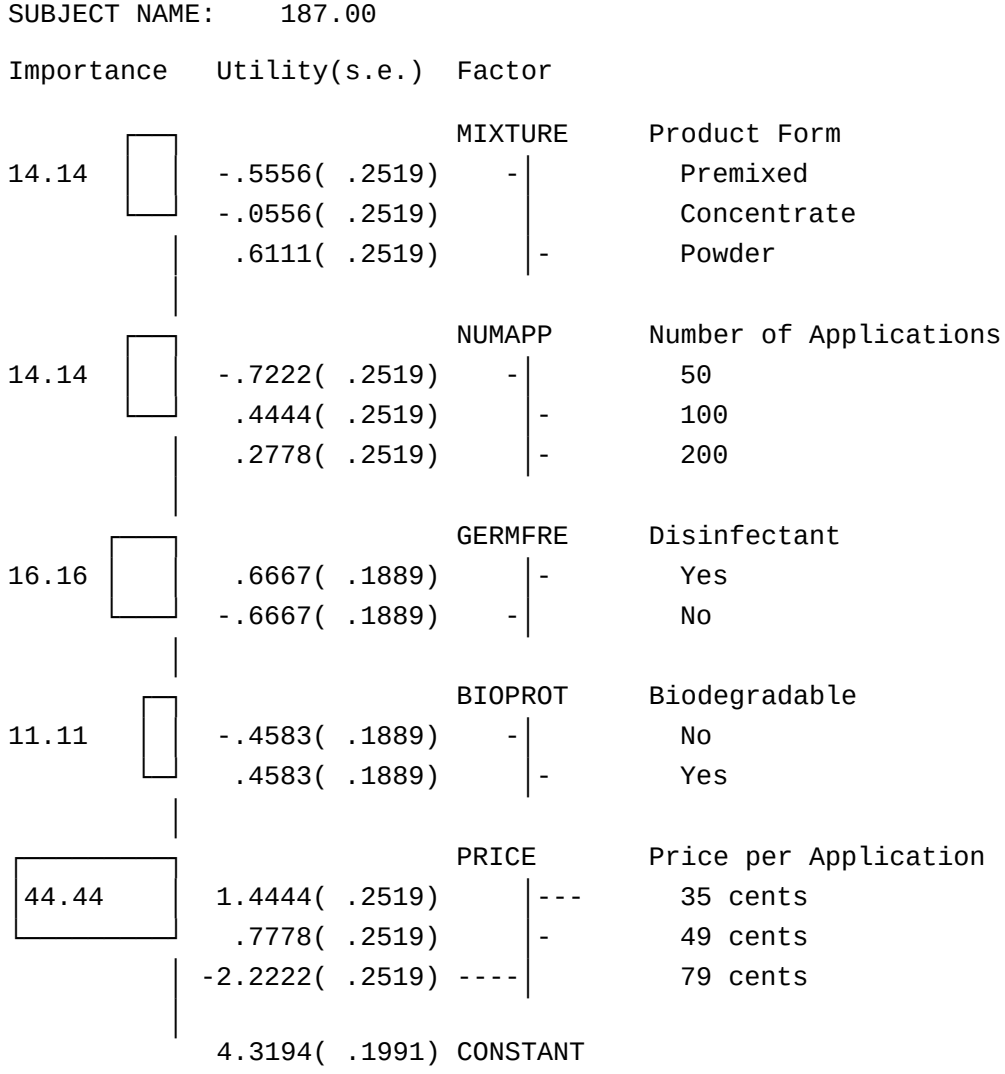
Pearson's R = .890 Significance = .0000

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

SUBJECT NAME: 187.00



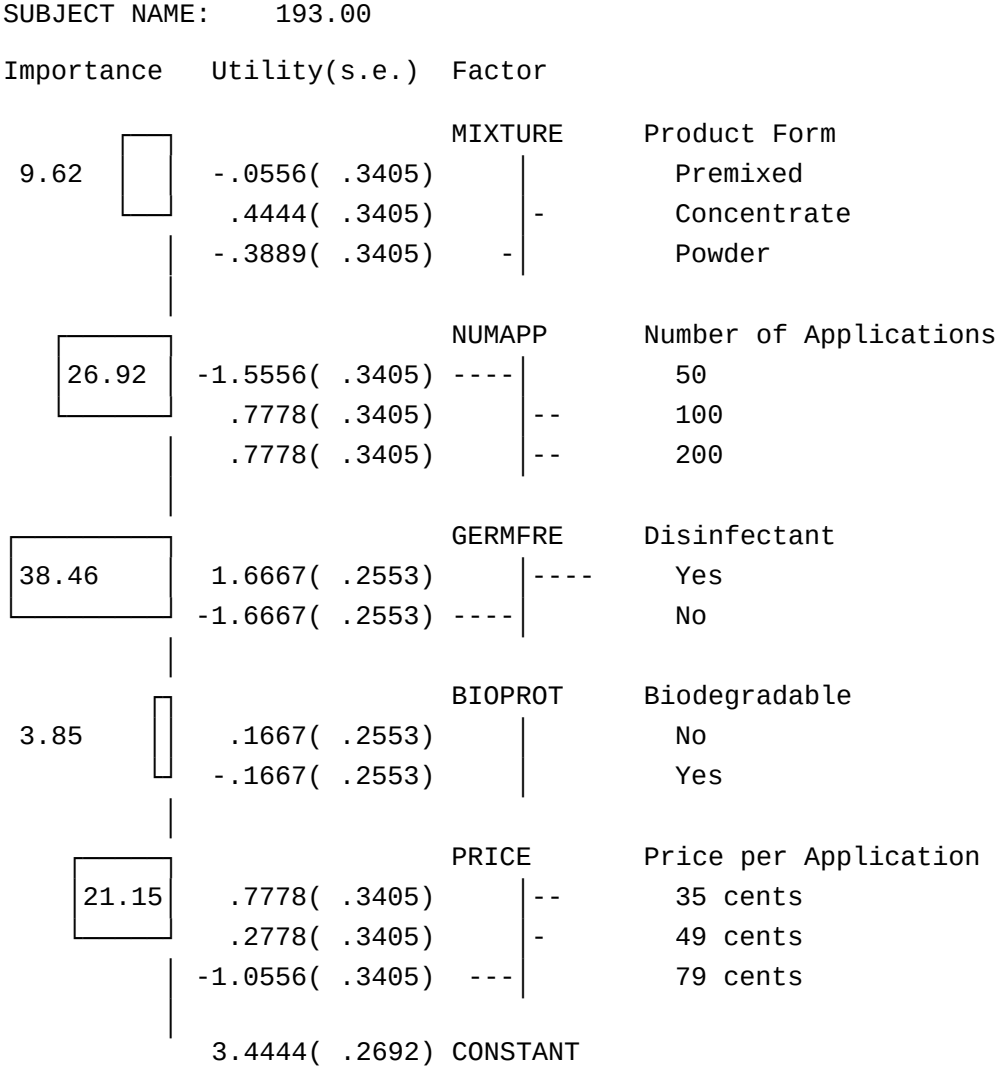
Pearson's R = .963 Significance = .0000

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

SUBJECT NAME: 193.00



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

SUBJECT NAME: 194.00

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

SUBJECT NAME: 197.00

Importance	Utility(s.e.)	Factor		
		MIXTURE		Product Form
16.13	.3333(.3110)		-	Premixed
	-.5000(.3110)	--		Concentrate
	.1667(.3110)		-	Powder
		NUMAPP		Number of Applications
38.71	-.8333(.3110)	---		50
	-.3333(.3110)	-		100
	1.1667(.3110)		----	200
		GERMFRE		Disinfectant
4.84	-.1250(.2332)			Yes
	.1250(.2332)			No
		BIOPROT		Biodegradable
14.52	.3750(.2332)		-	No
	-.3750(.2332)	-		Yes
		PRICE		Price per Application
25.81	.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

SUBJECT NAME: 211.00

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

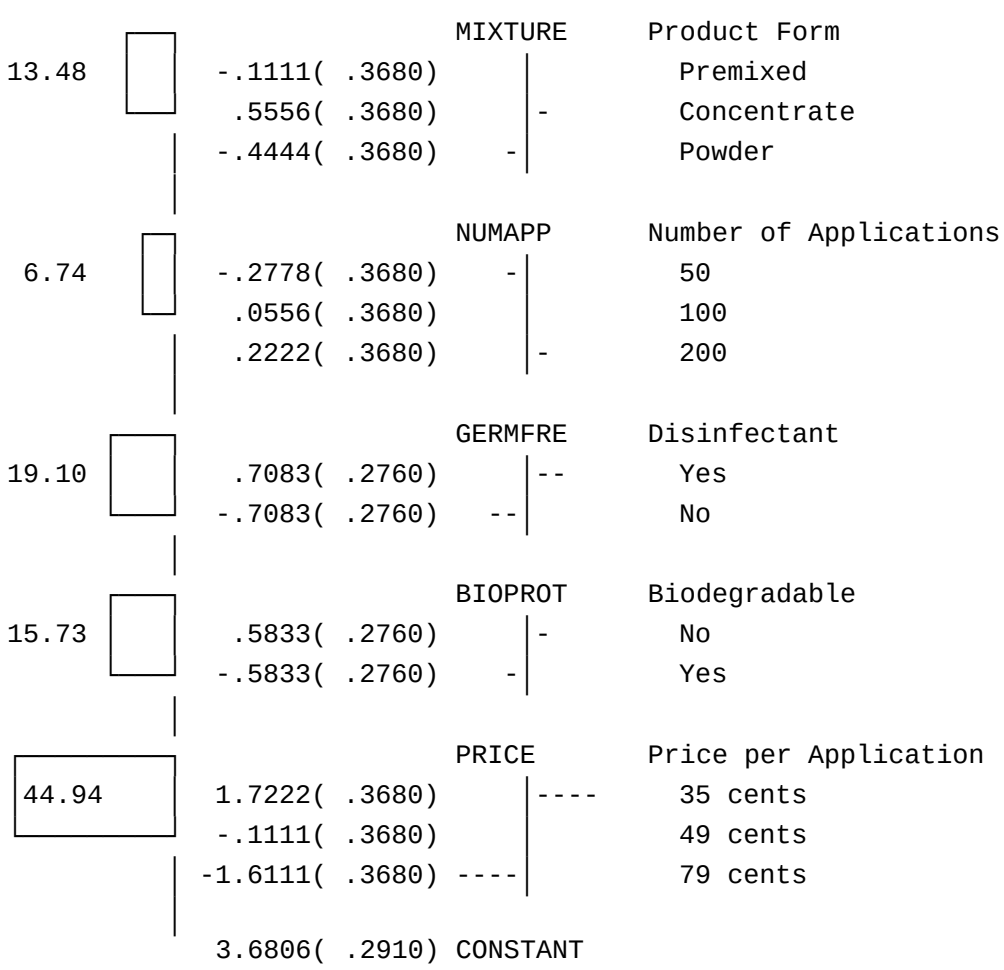
Pearson's R = .960 Significance = .0000

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

SUBJECT NAME: 222.00



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

SUBJECT NAME: 225.00

Importance	Utility(s.e.)	Factor		
		MIXTURE		Product Form
8.70	-.4444(.1228)		-	Premixed
	.2222(.1228)		-	Concentrate
	.2222(.1228)		-	Powder
		NUMAPP		Number of Applications
26.09	-.7778(.1228)		--	50
	-.4444(.1228)		-	100
	1.2222(.1228)		---	200
		GERMFRE		Disinfectant
31.52	1.2083(.0921)		---	Yes
	-1.2083(.0921)		---	No
		BIOPROT		Biodegradable
1.09	-.0417(.0921)			No
	.0417(.0921)			Yes
		PRICE		Price per Application
32.61	1.0556(.1228)		---	35 cents
	.3889(.1228)		-	49 cents
	-1.4444(.1228)		----	79 cents
	3.2222(.0971)	CONSTANT		

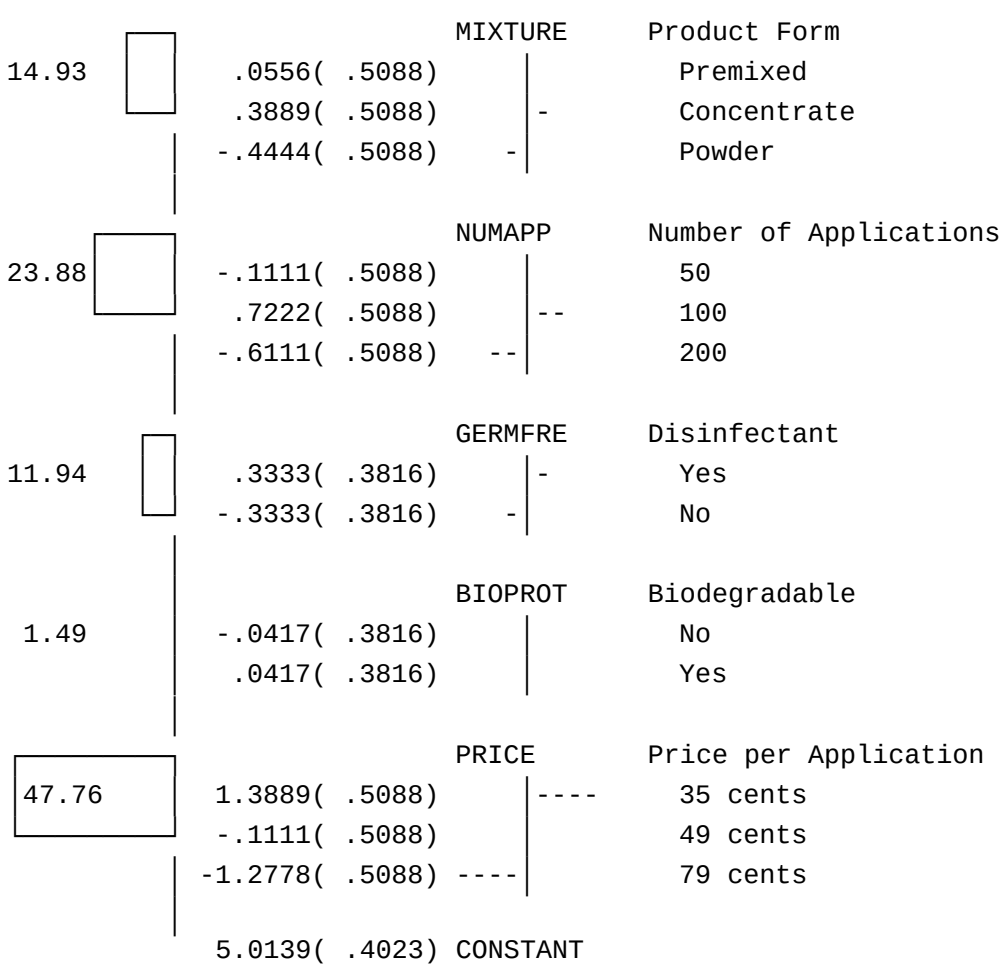
Pearson's R = .990 Significance = .0000

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

SUBJECT NAME: 235.00



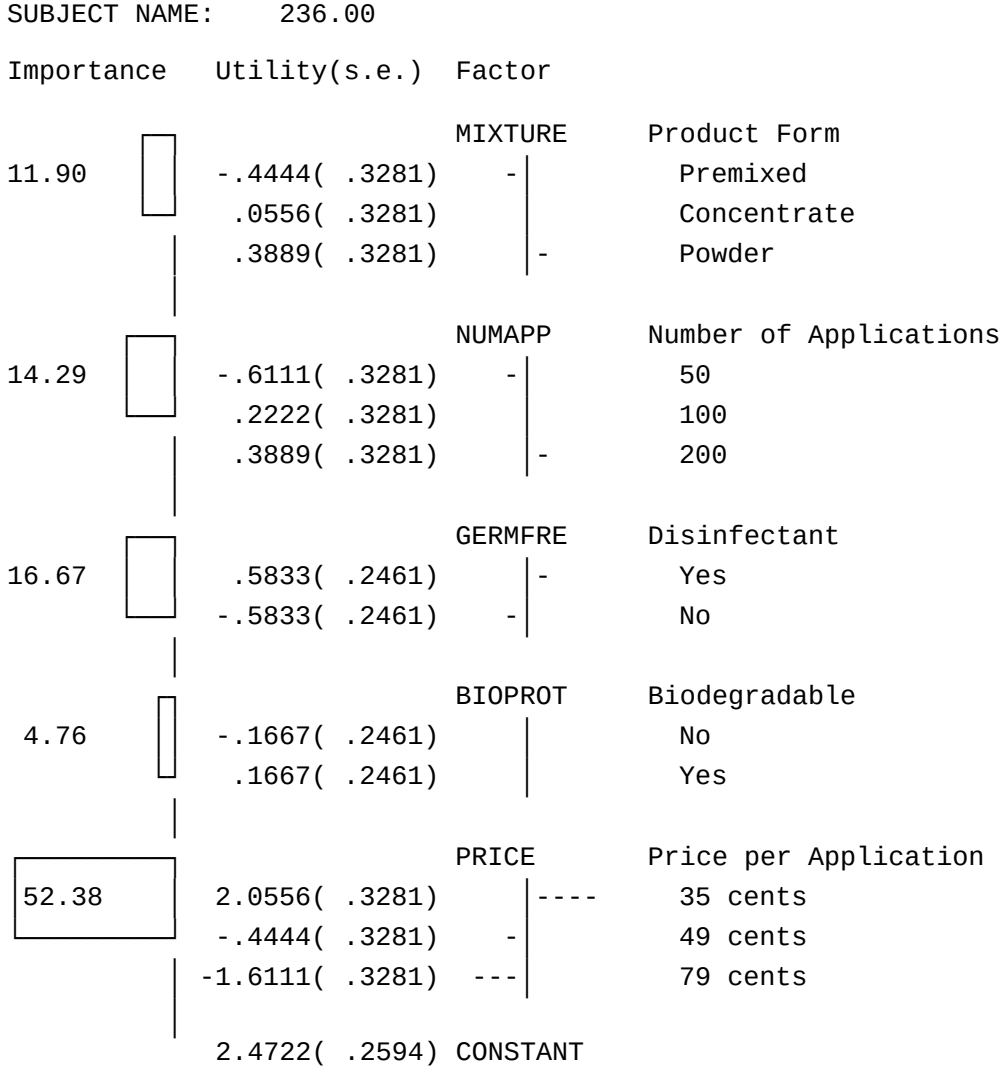
Pearson's R = .771 Significance = .0001

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

SUBJECT NAME: 236.00



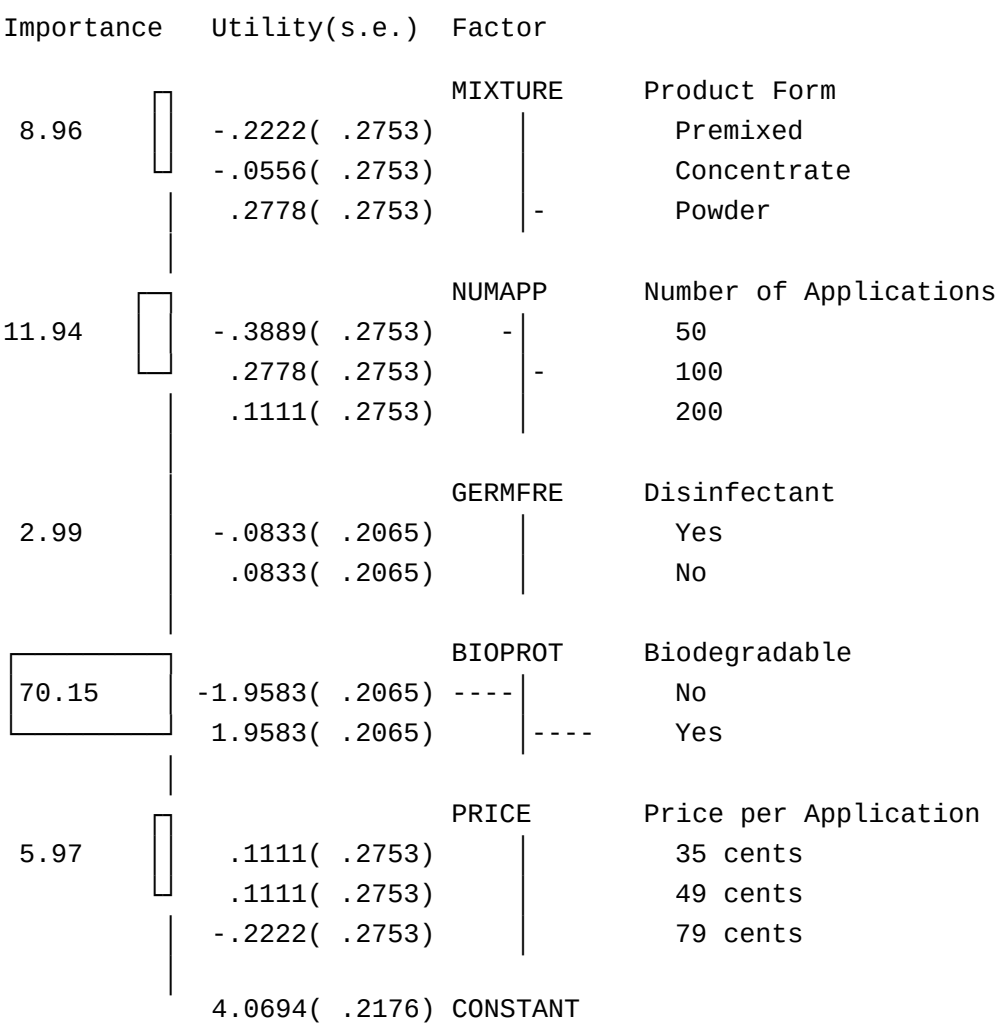
Pearson's R = .927 Significance = .0000

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

SUBJECT NAME: 240.00



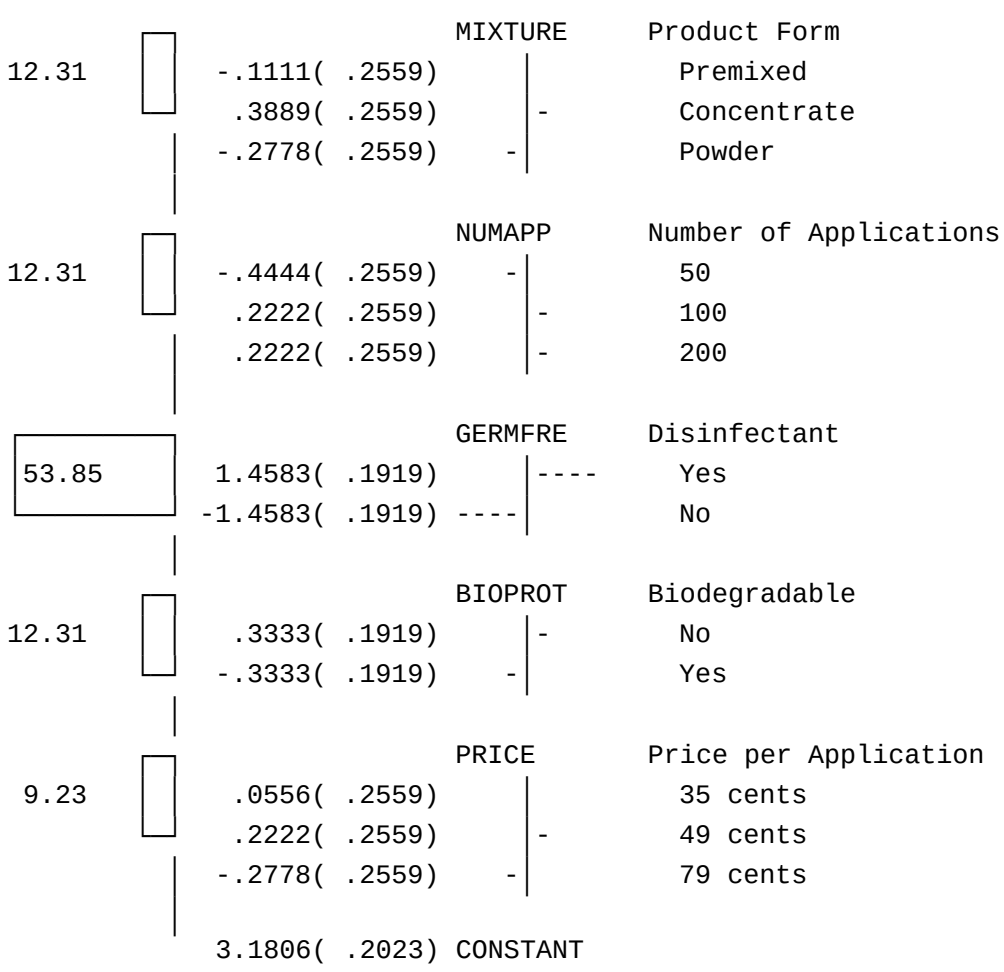
Pearson's R = .955 Significance = .0000

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

SUBJECT NAME: 260.00



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

SUBJECT NAME: 261.00

Importance	Utility(s.e.)	Factor	
		MIXTURE	Product Form
23.53	-.7778(.2095)	-	Premixed
	.2222(.2095)		Concentrate
	.5556(.2095)	-	Powder
		NUMAPP	Number of Applications
11.76	-.4444(.2095)	-	50
	.2222(.2095)		100
	.2222(.2095)		200
		GERMFRE	Disinfectant
2.94	.0833(.1571)		Yes
	-.0833(.1571)		No
		BIOPROT	Biodegradable
2.94	.0833(.1571)		No
	-.0833(.1571)		Yes
		PRICE	Price per Application
58.82	1.2222(.2095)	--	35 cents
	.8889(.2095)	--	49 cents
	-2.1111(.2095)	----	79 cents
	4.0556(.1656)	CONSTANT	

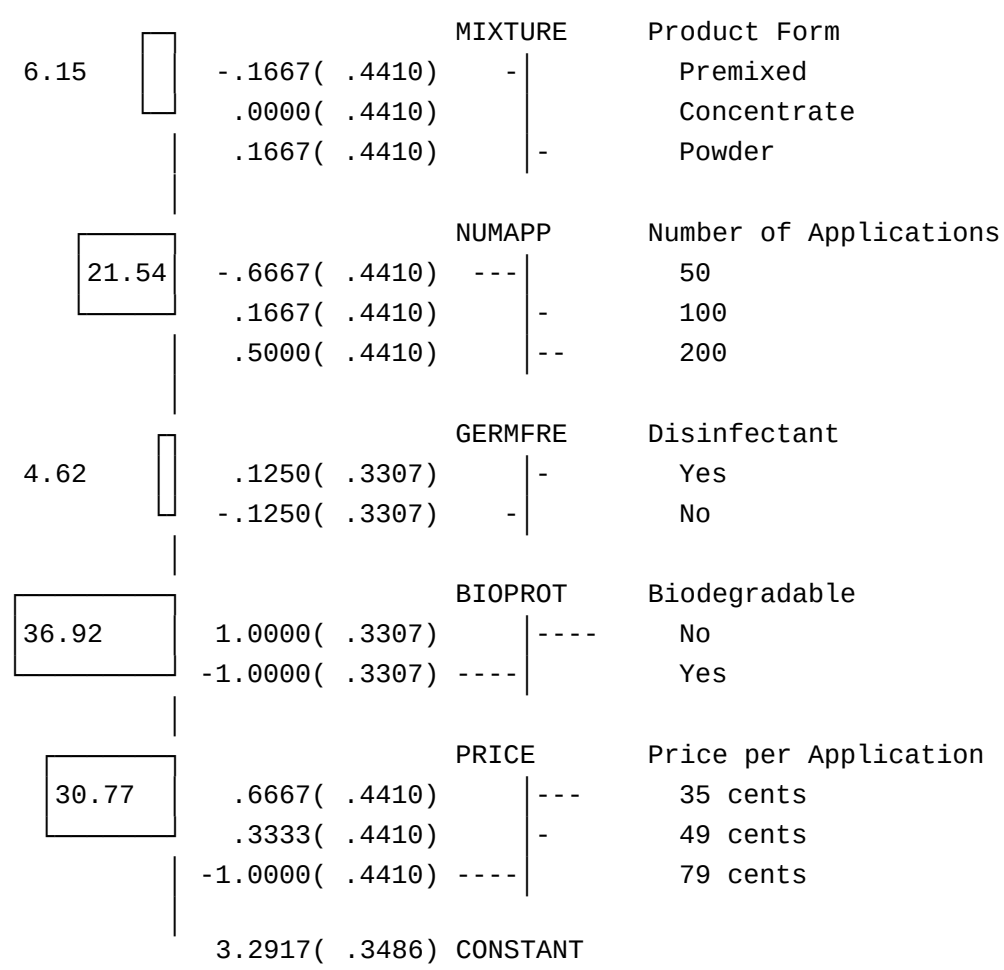
Pearson's R = .965 Significance = .0000

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

SUBJECT NAME: 271.00



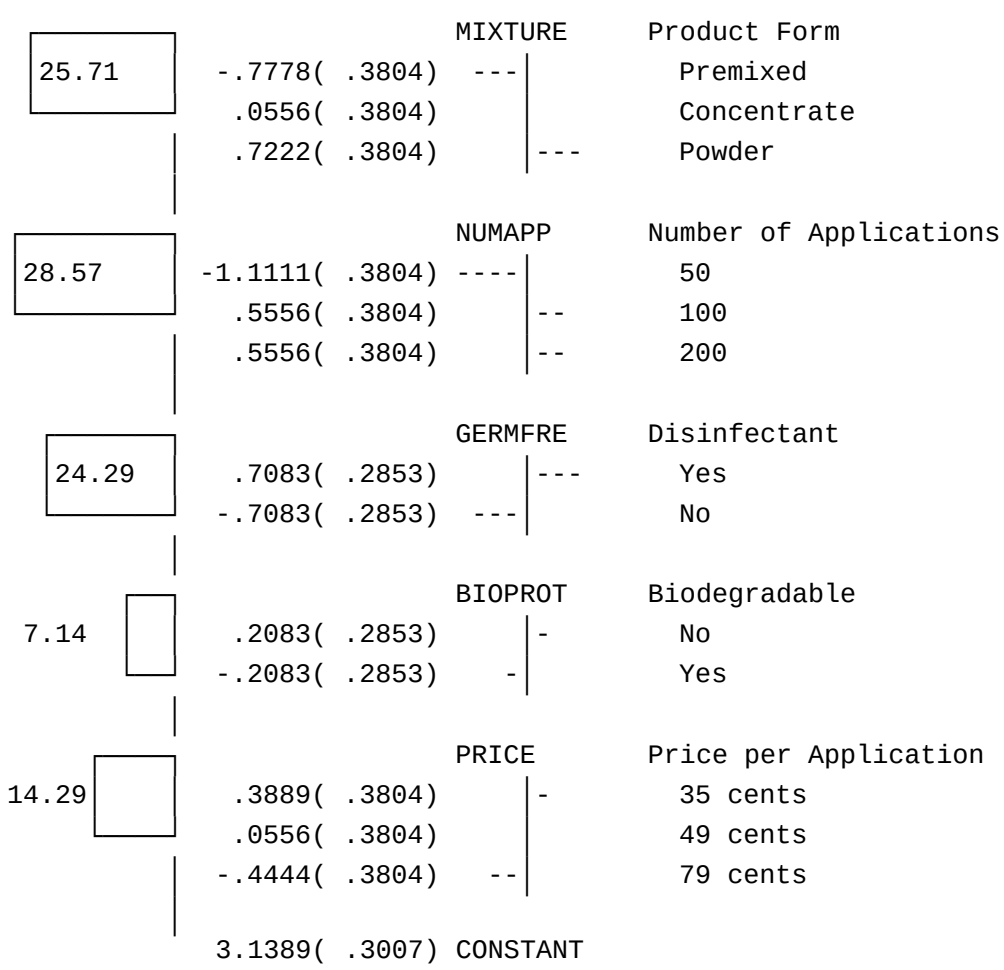
Pearson's R = .811 Significance = .0000

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

SUBJECT NAME: 277.00



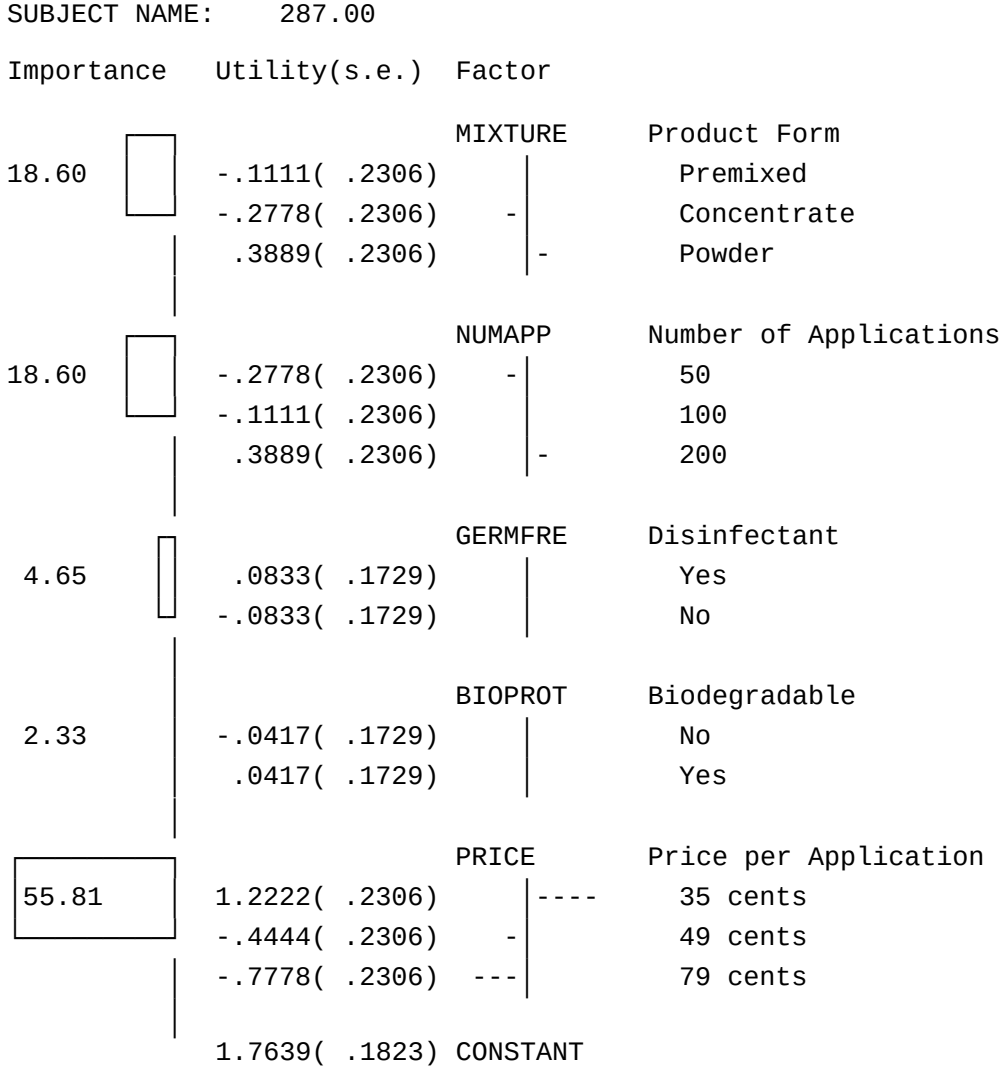
Pearson's R = .843 Significance = .0000

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

SUBJECT NAME: 287.00



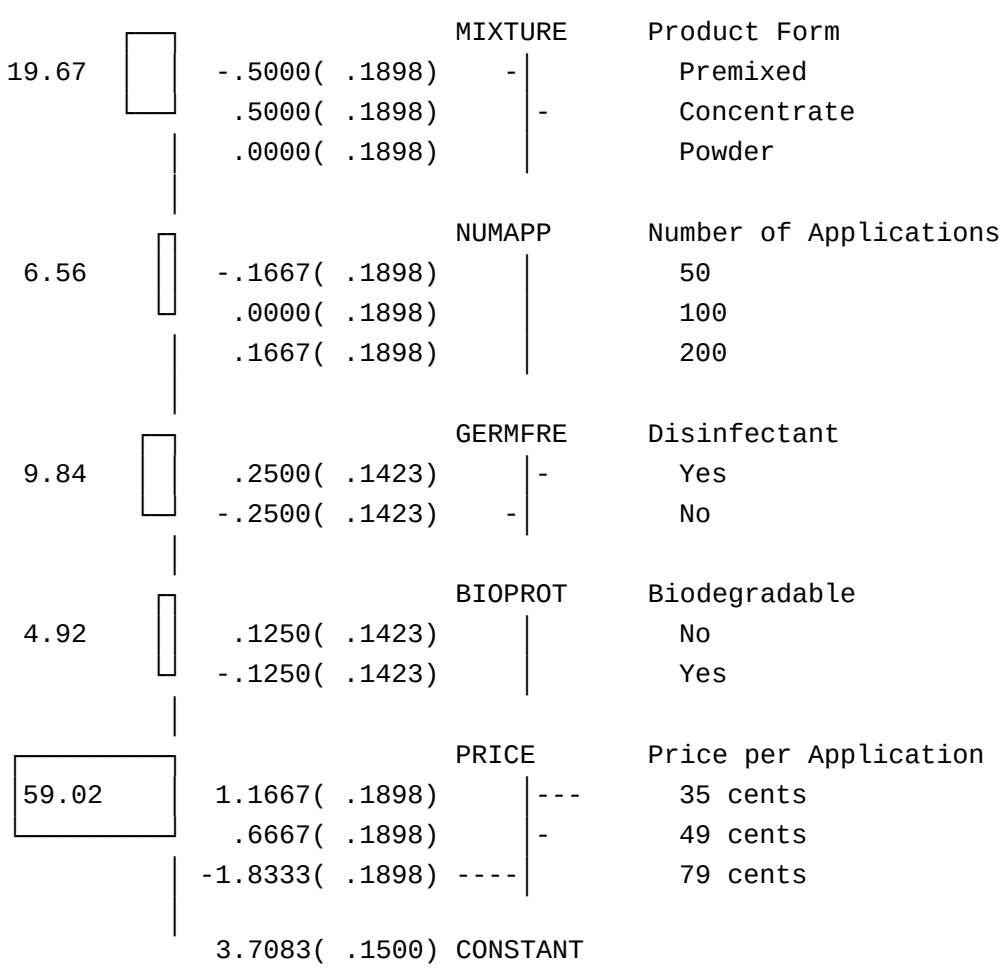
Pearson's R = .892 Significance = .0000

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

SUBJECT NAME: 300.00



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

SUBJECT NAME: 302.00

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

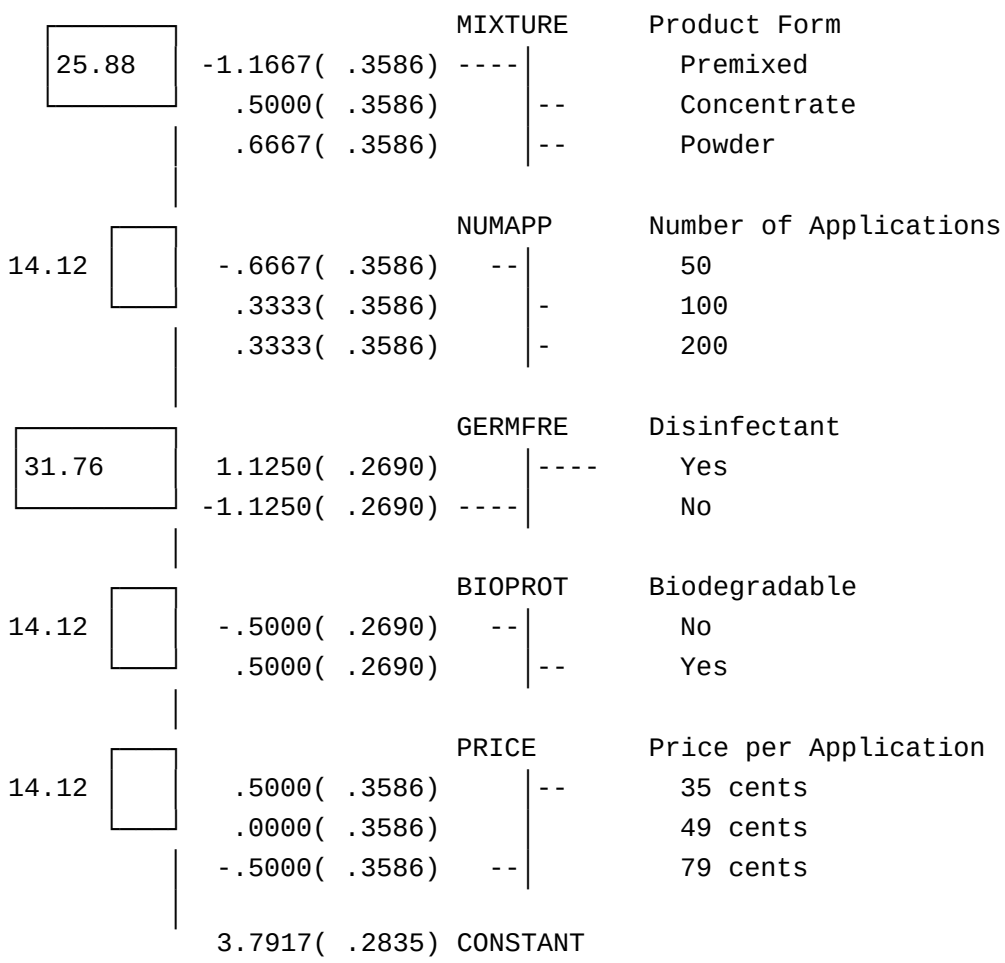
Pearson's R = .962 Significance = .0000

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

SUBJECT NAME: 303.00



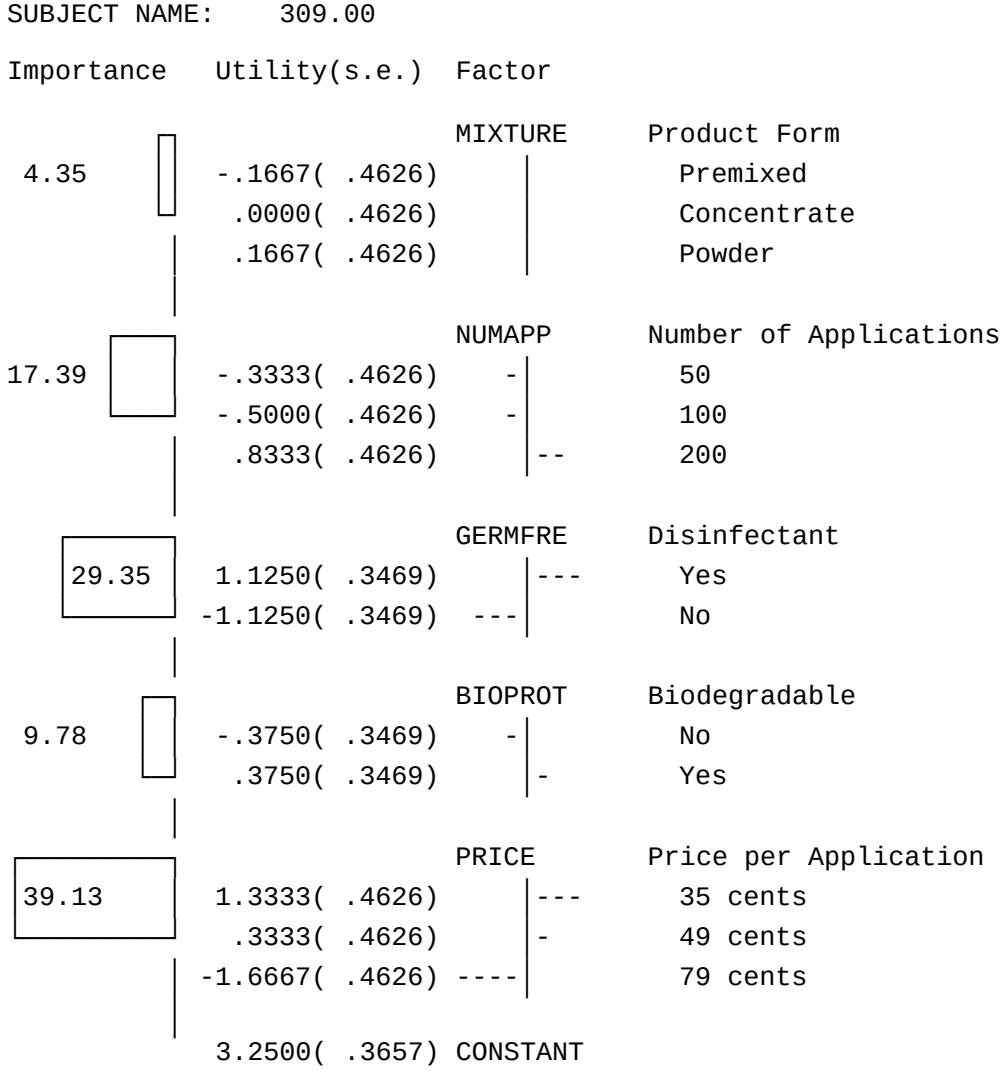
Pearson's R = .898 Significance = .0000

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

SUBJECT NAME: 309.00



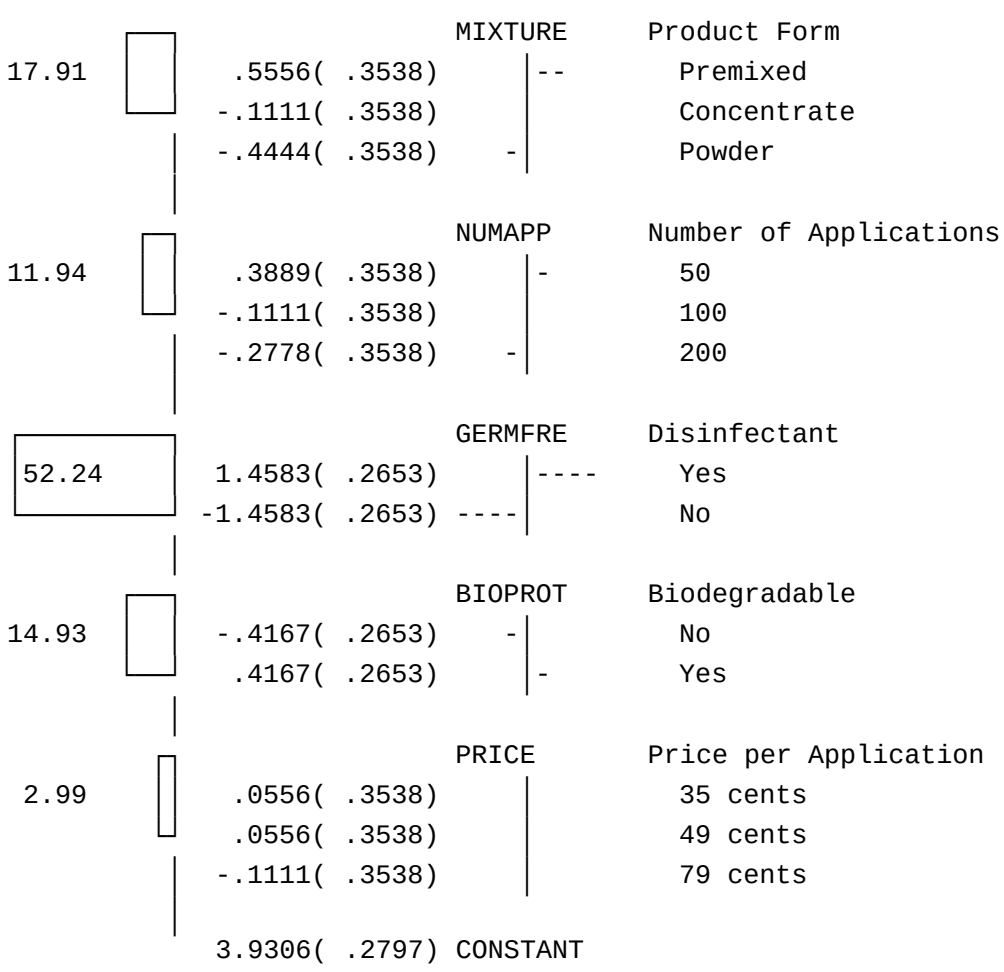
Pearson's R = .876 Significance = .0000

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

SUBJECT NAME: 318.00



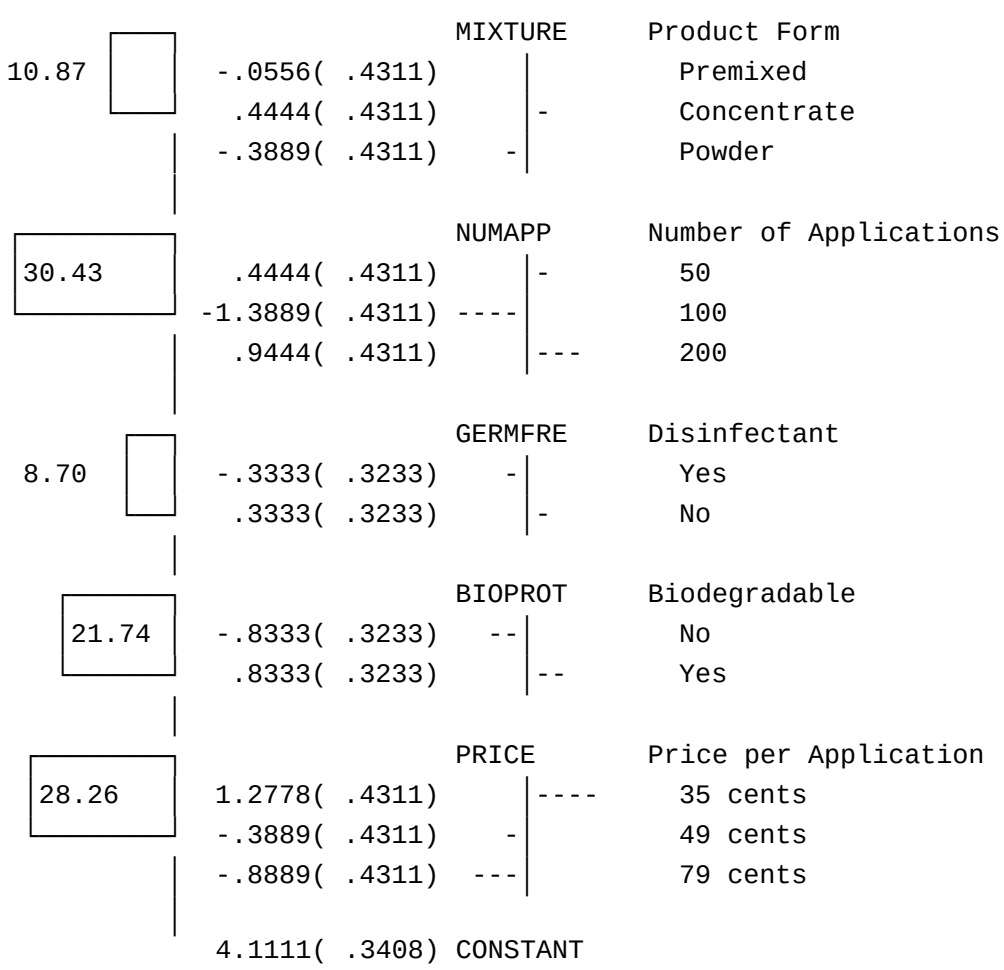
Pearson's R = .896 Significance = .0000

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

SUBJECT NAME: 323.00



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

SUBJECT NAME: 336.00

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

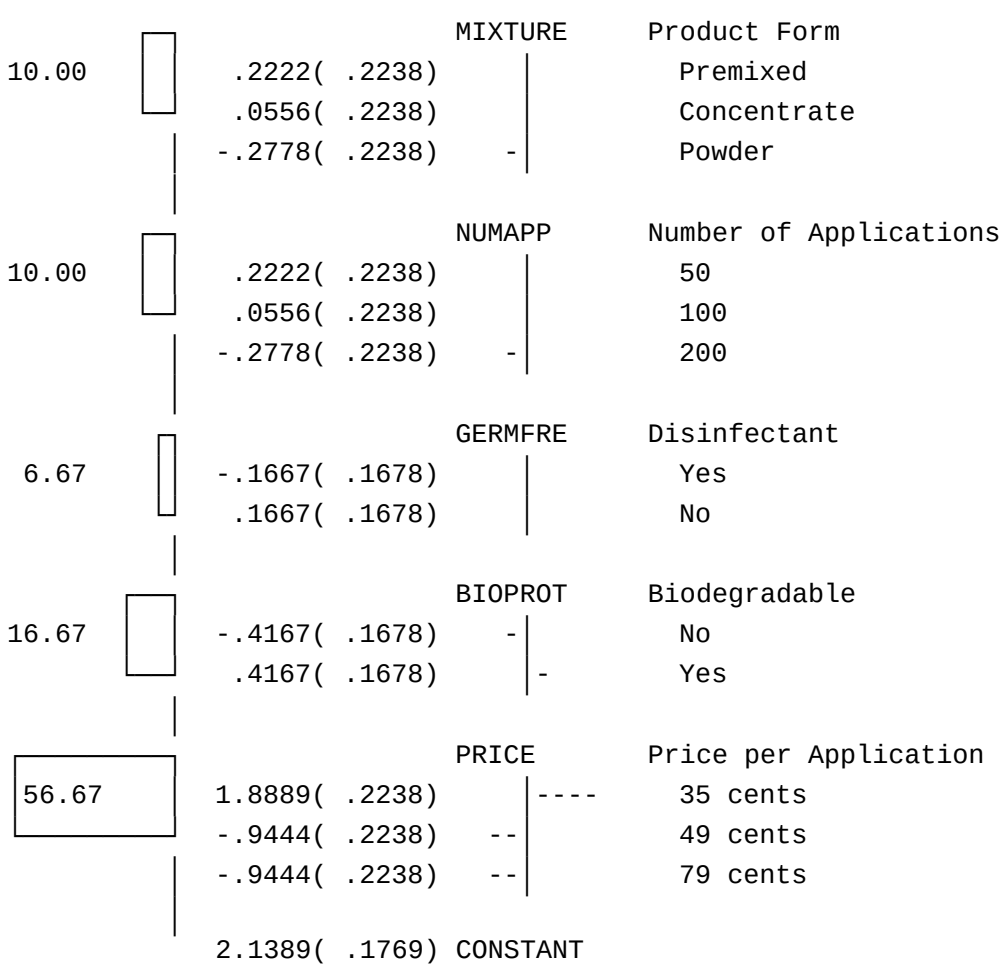
Pearson's R = .878 Significance = .0000

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

SUBJECT NAME: 348.00



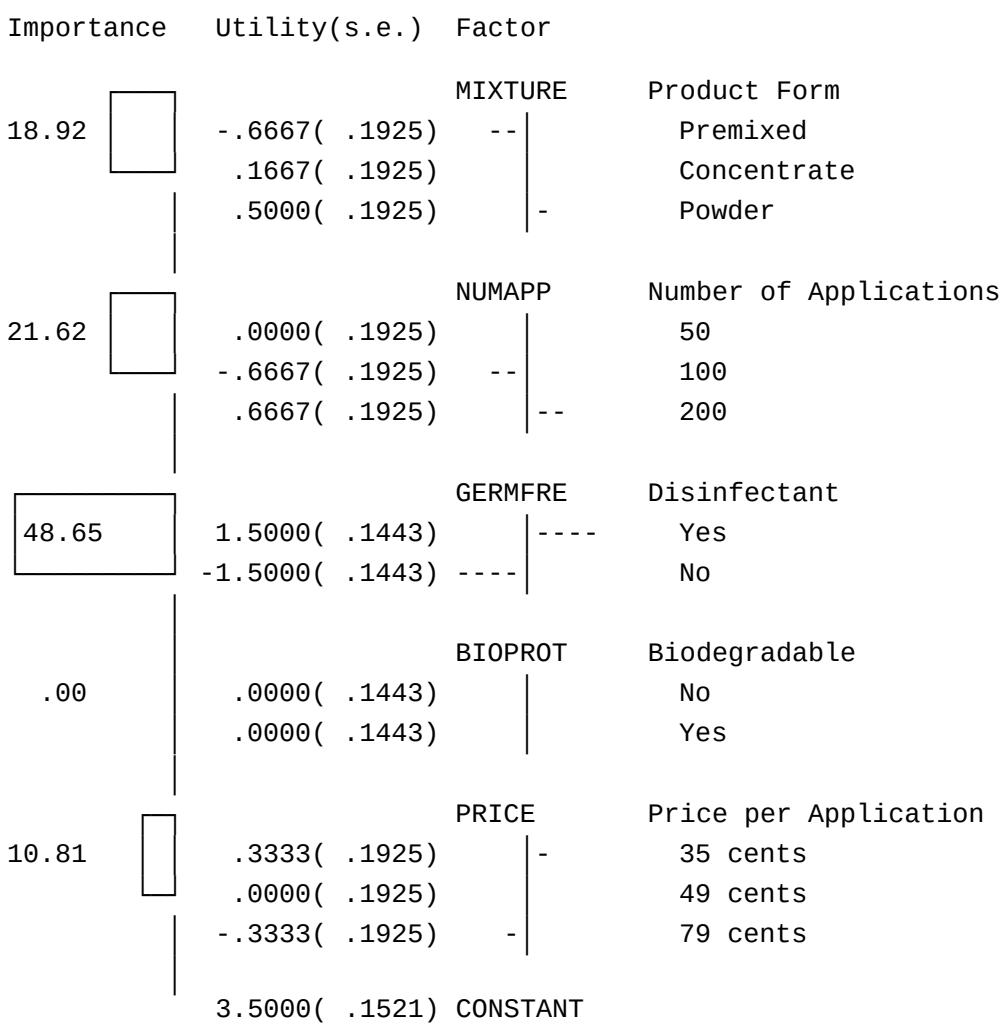
Pearson's R = .949 Significance = .0000

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

SUBJECT NAME: 350.00



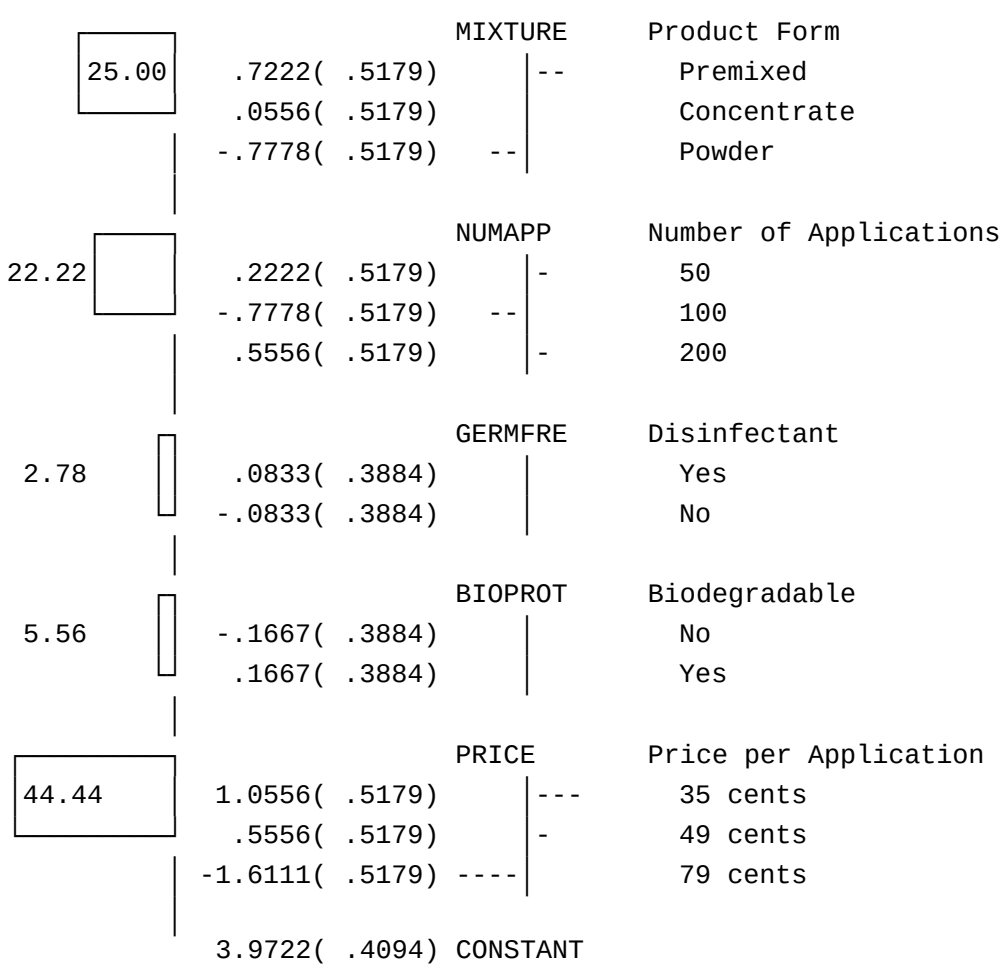
Pearson's R = .970 Significance = .0000

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

SUBJECT NAME: 354.00



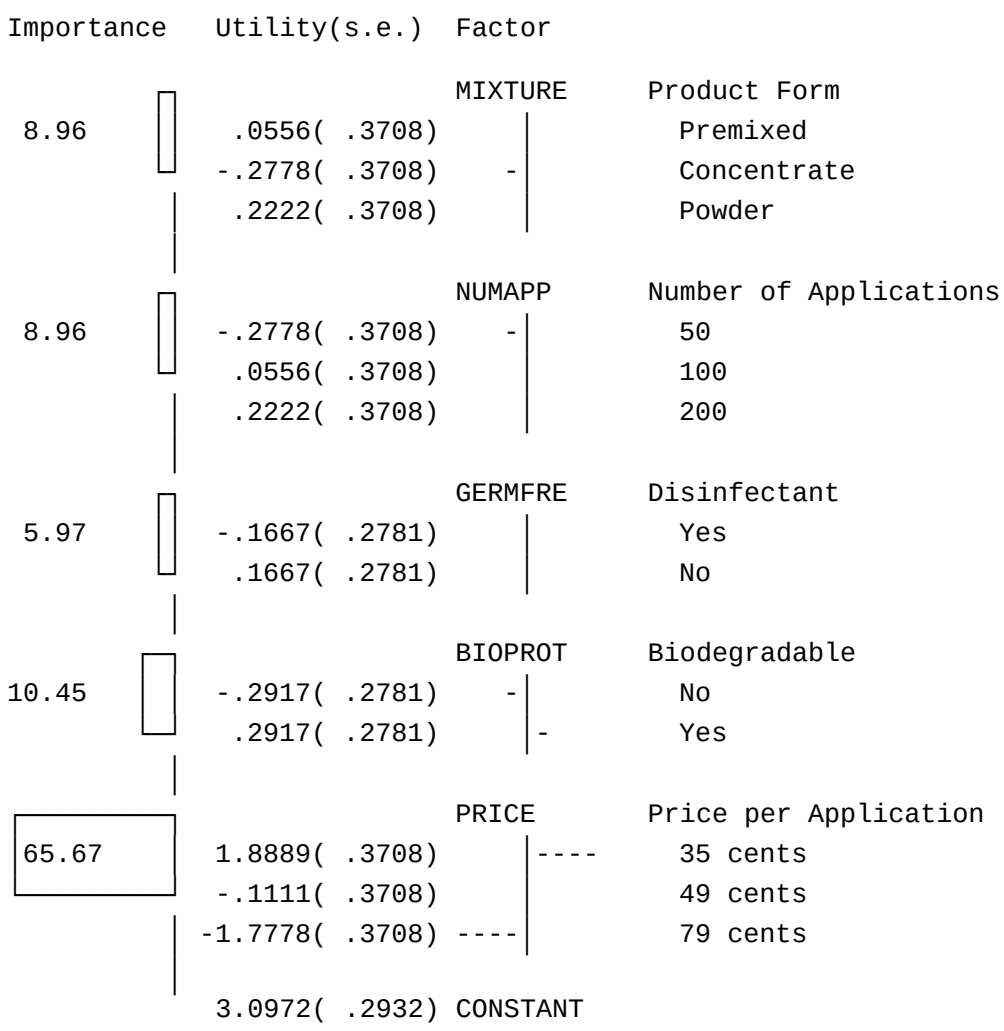
Pearson's R = .795 Significance = .0000

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

SUBJECT NAME: 356.00



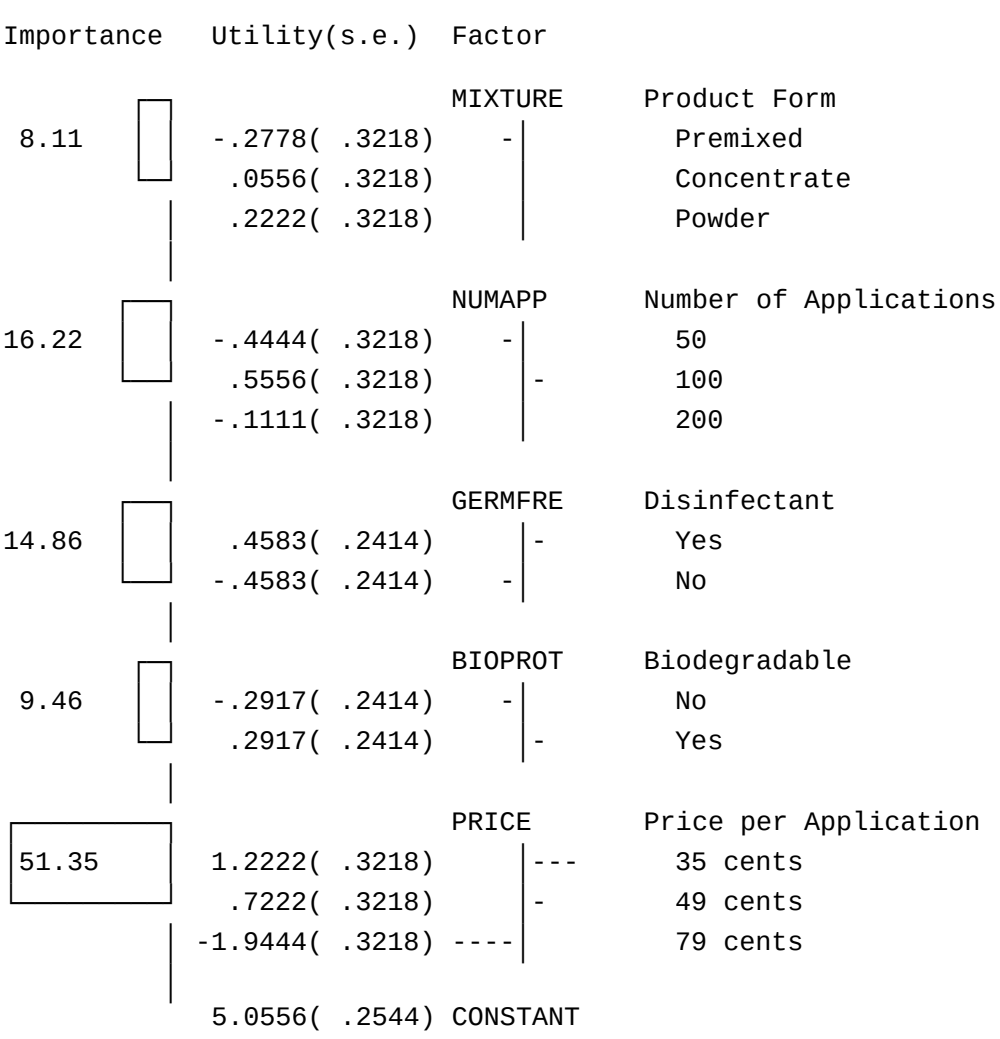
Pearson's R = .893 Significance = .0000

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

SUBJECT NAME: 357.00



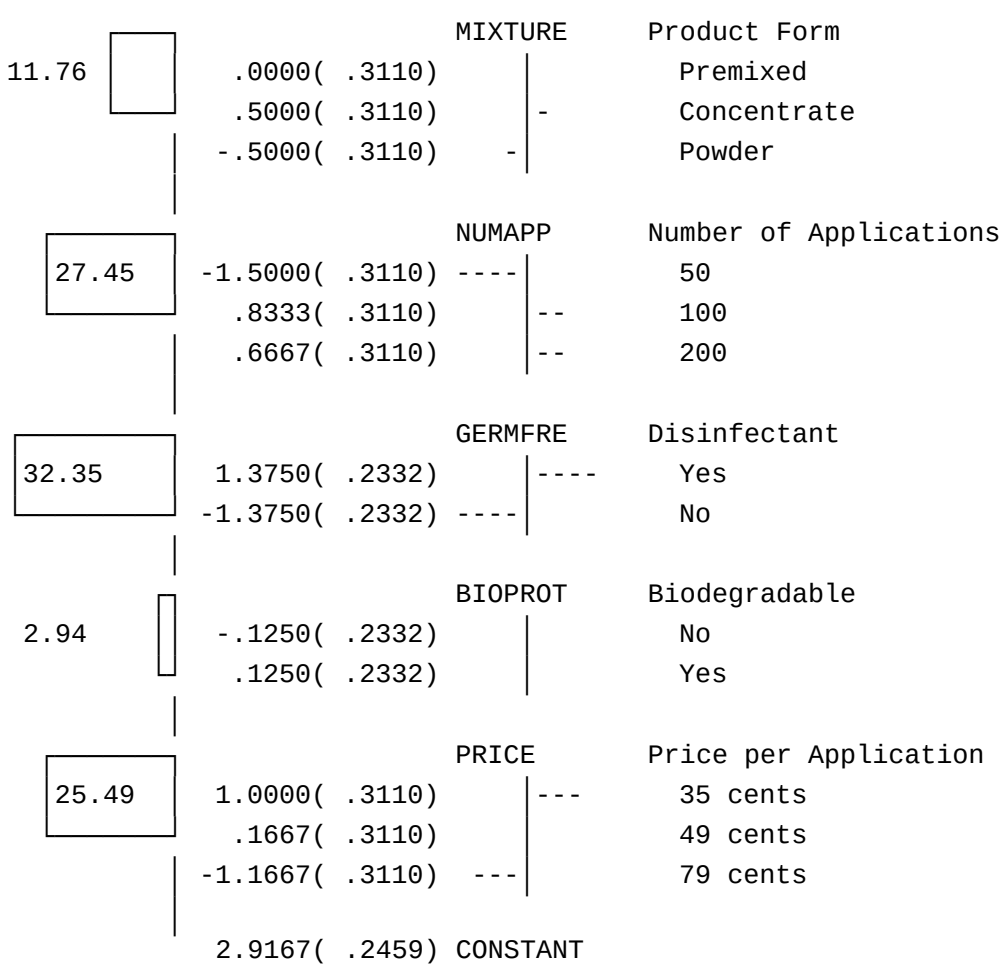
Pearson's R = .915 Significance = .0000

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

SUBJECT NAME: 363.00



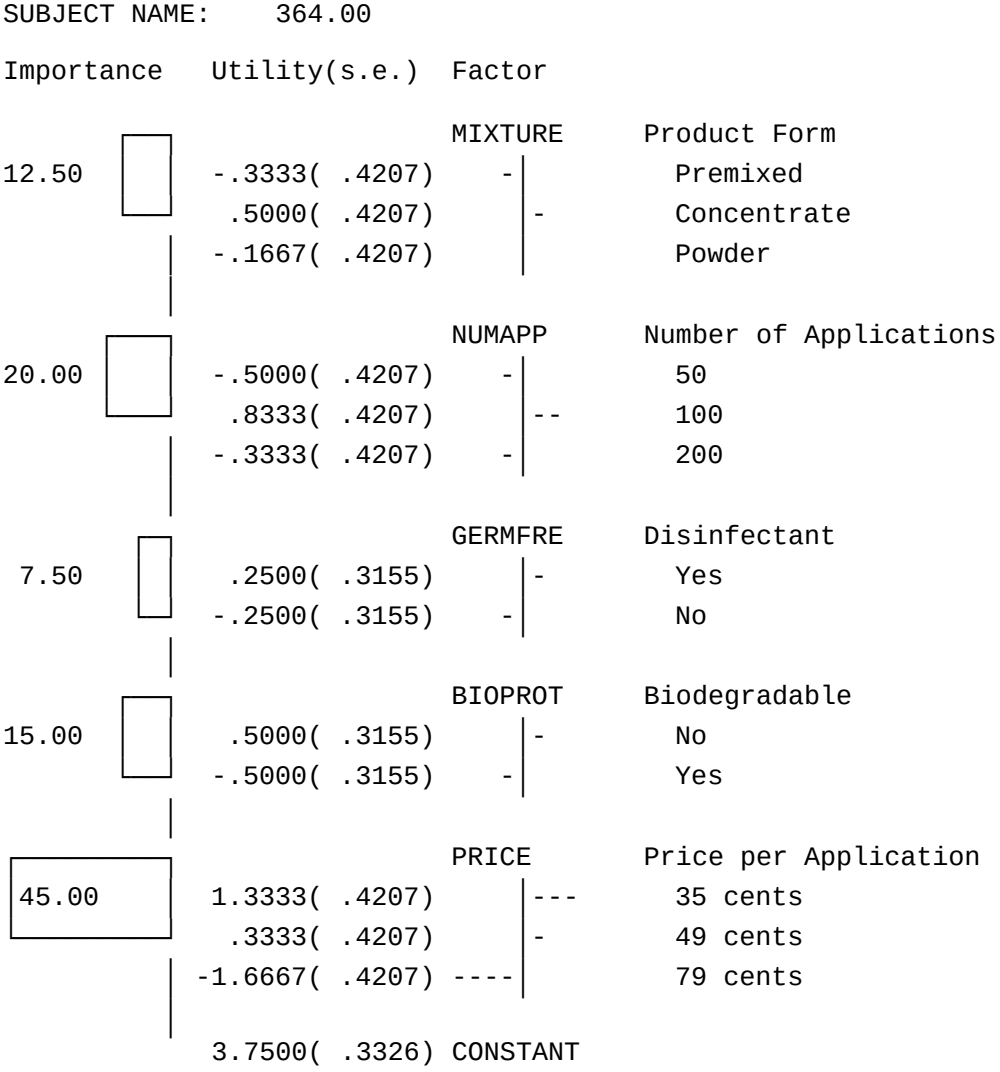
Pearson's R = .947 Significance = .0000

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

SUBJECT NAME: 364.00



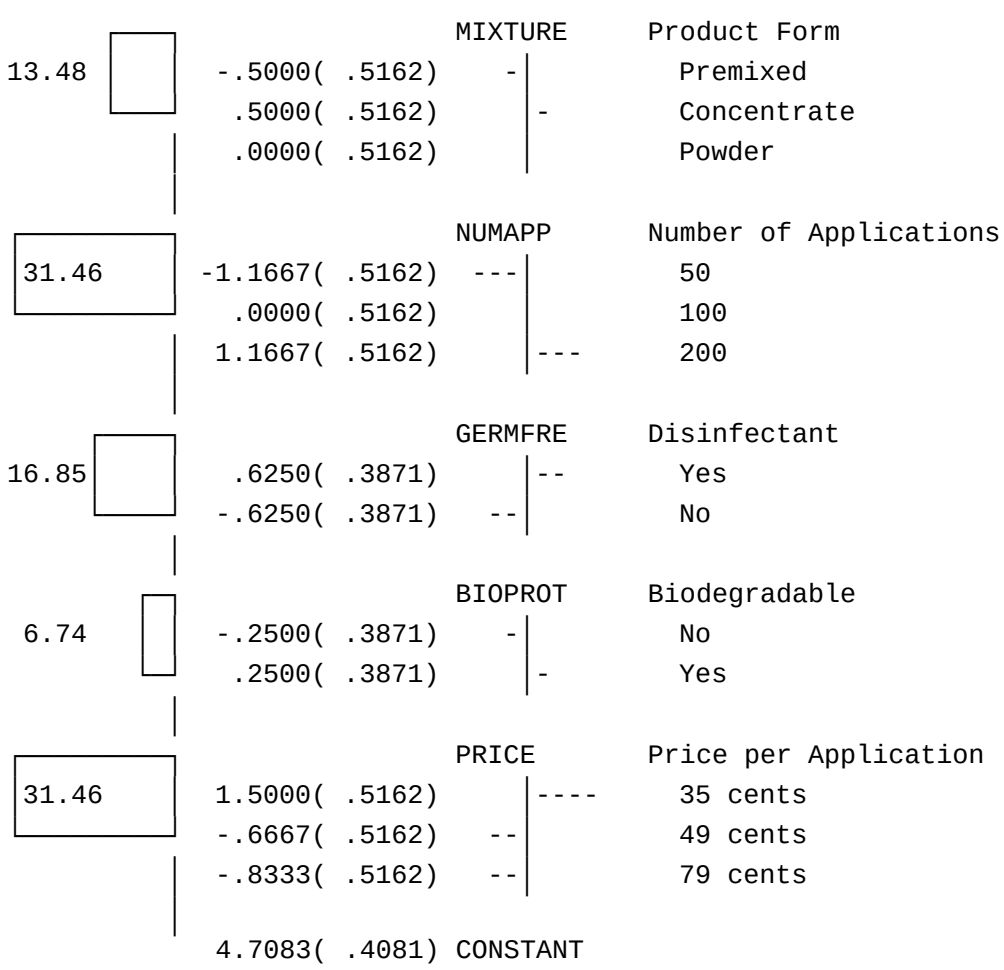
Pearson's R = .863 Significance = .0000

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

SUBJECT NAME: 366.00



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

SUBJECT NAME: 368.00

Importance	Utility(s.e.)	Factor		
		MIXTURE		Product Form
8.25	-.3889(.3567)		-	Premixed
	.2778(.3567)		-	Concentrate
	.1111(.3567)			Powder
		NUMAPP		Number of Applications
18.56	-.7222(.3567)		--	50
	-.0556(.3567)			100
	.7778(.3567)		--	200
		GERMFRE		Disinfectant
28.87	1.1667(.2675)		--	Yes
	-1.1667(.2675)		--	No
		BIOPROT		Biodegradable
5.15	-.2083(.2675)			No
	.2083(.2675)			Yes
		PRICE		Price per Application
39.18	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

SUBJECT NAME: 370.00

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

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		

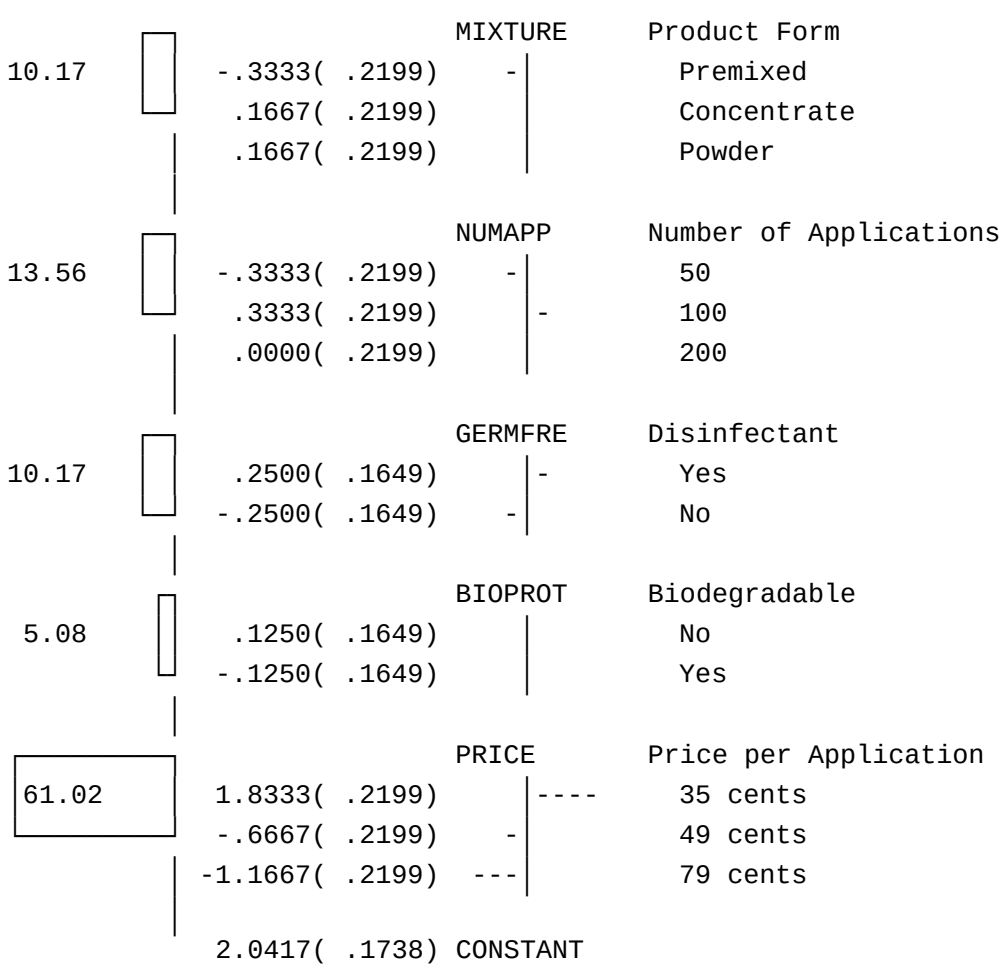
Pearson's R = 1.000 Significance = .

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

SUBJECT NAME: 399.00



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

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	

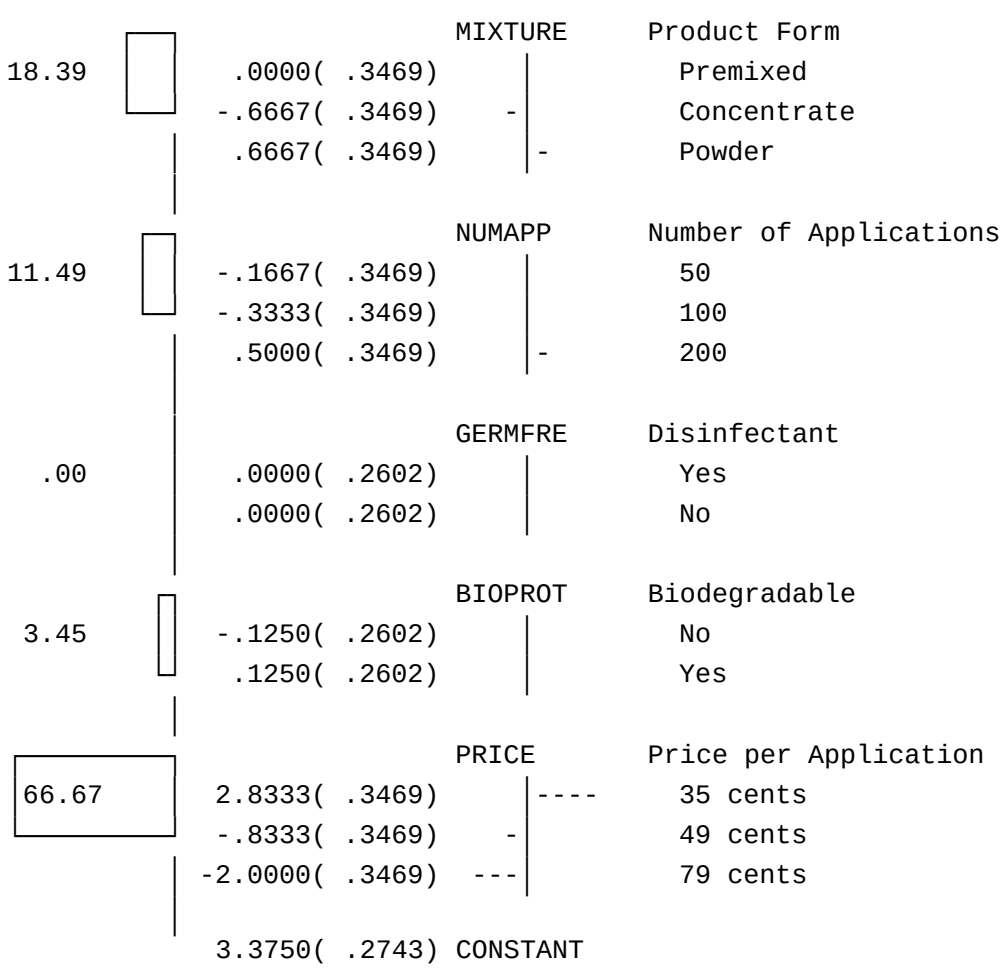
Pearson's R = .985 Significance = .0000

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

SUBJECT NAME: 416.00



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

SUBJECT NAME: 425.00

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

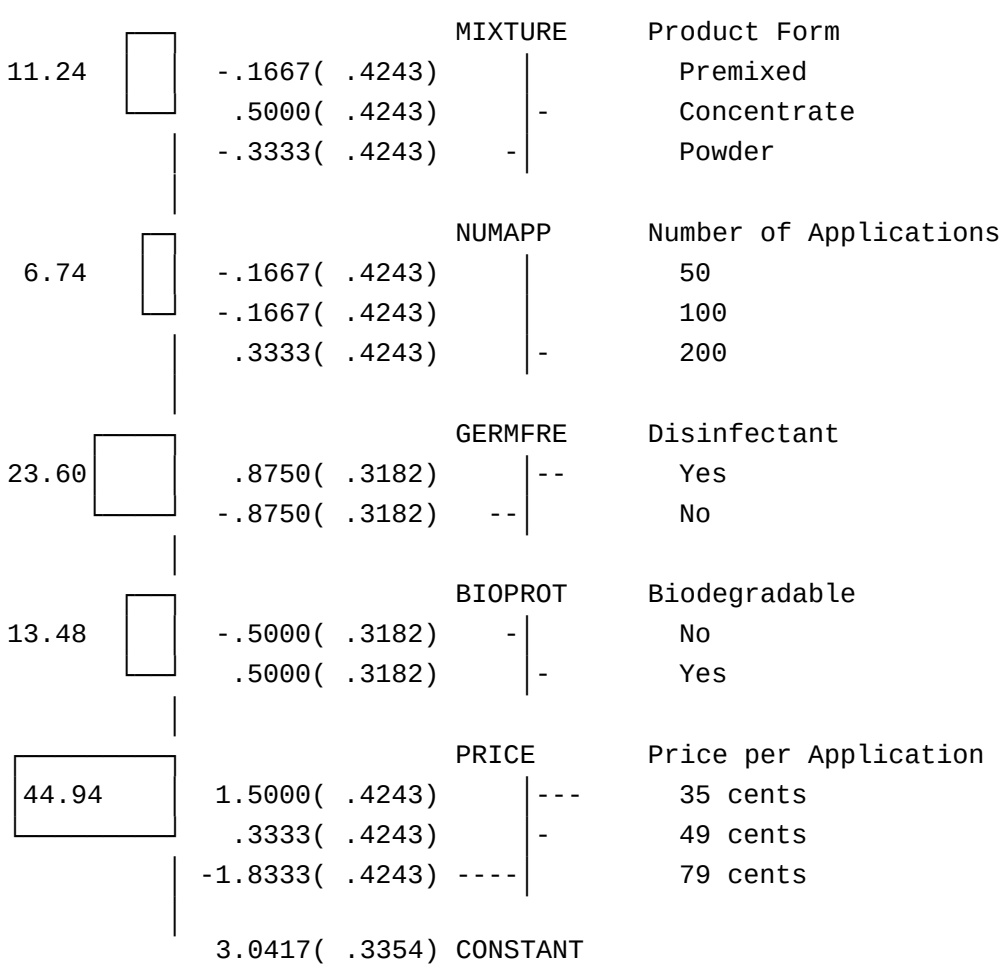
Pearson's R = .945 Significance = .0000

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

SUBJECT NAME: 421.00



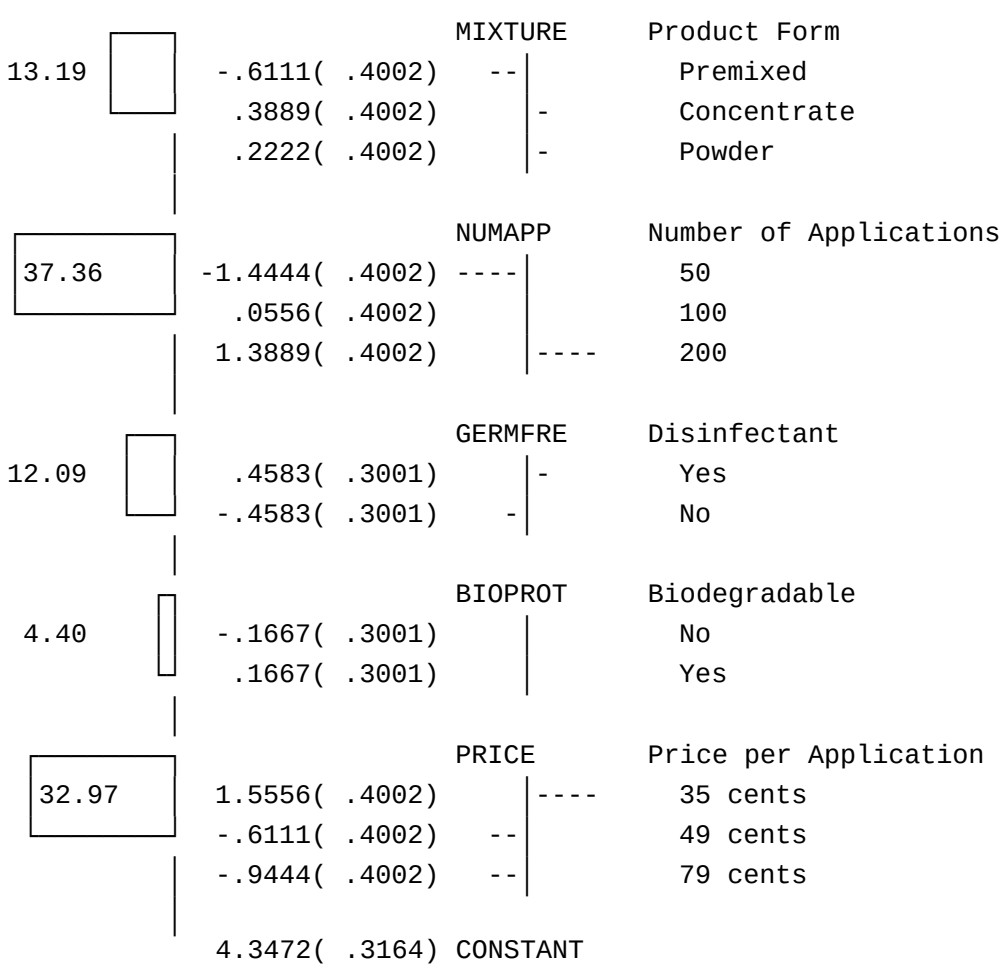
Pearson's R = .887 Significance = .0000

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

SUBJECT NAME: 422.00



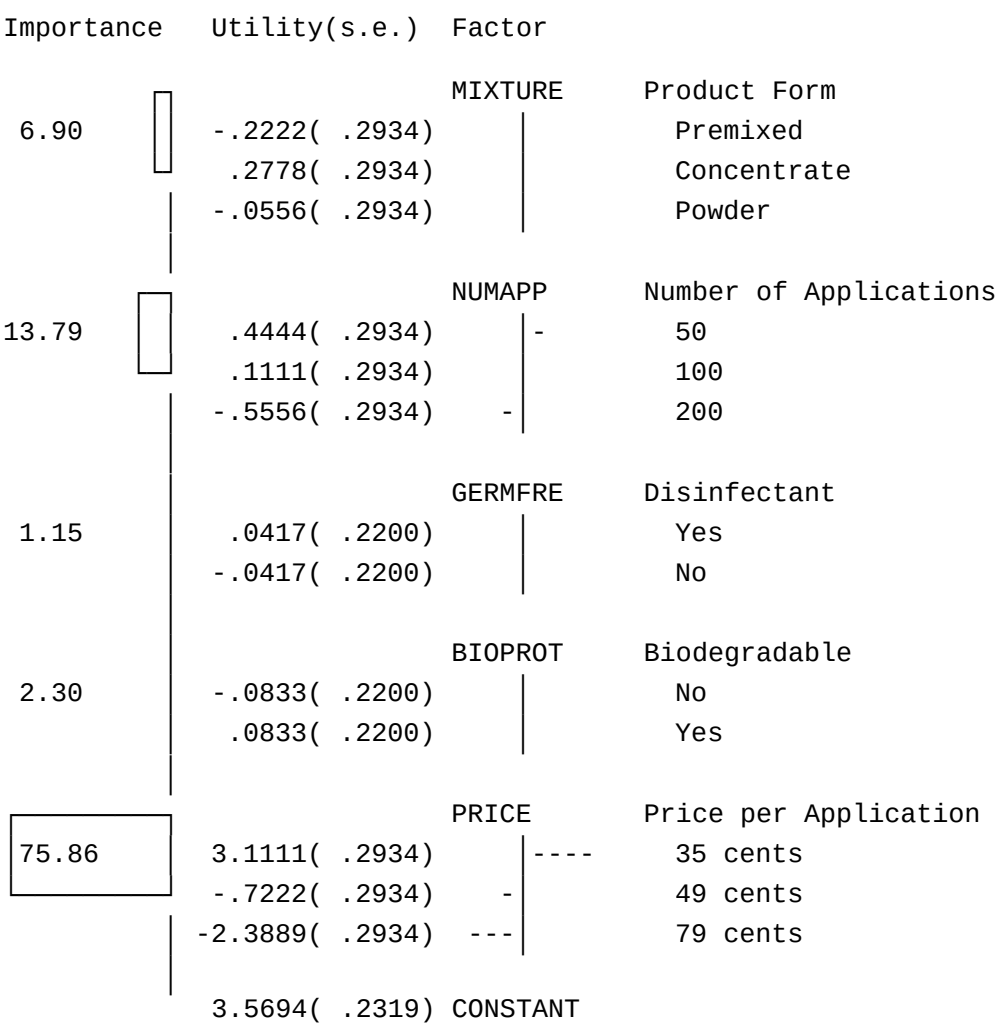
Pearson's R = .897 Significance = .0000

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

SUBJECT NAME: 428.00



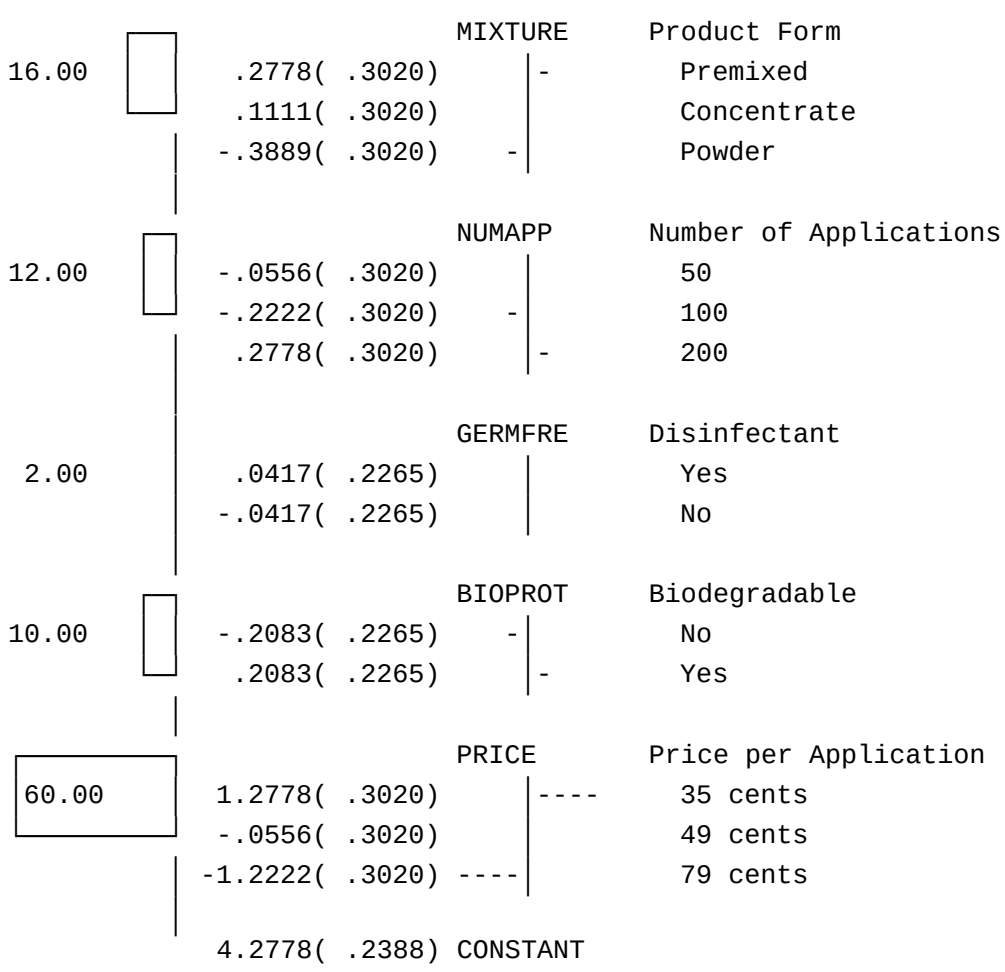
Pearson's R = .967 Significance = .0000

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

SUBJECT NAME: 433.00



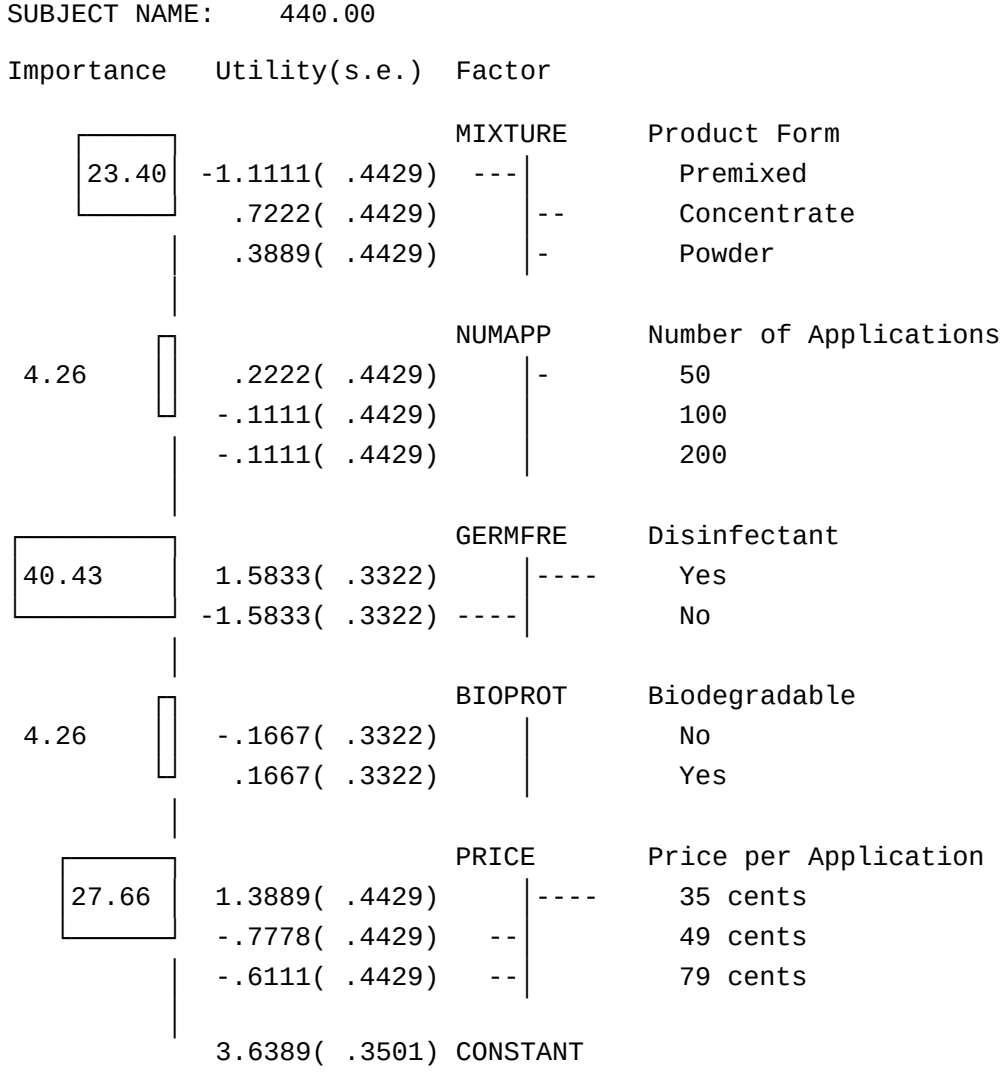
Pearson's R = .864 Significance = .0000

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

SUBJECT NAME: 440.00



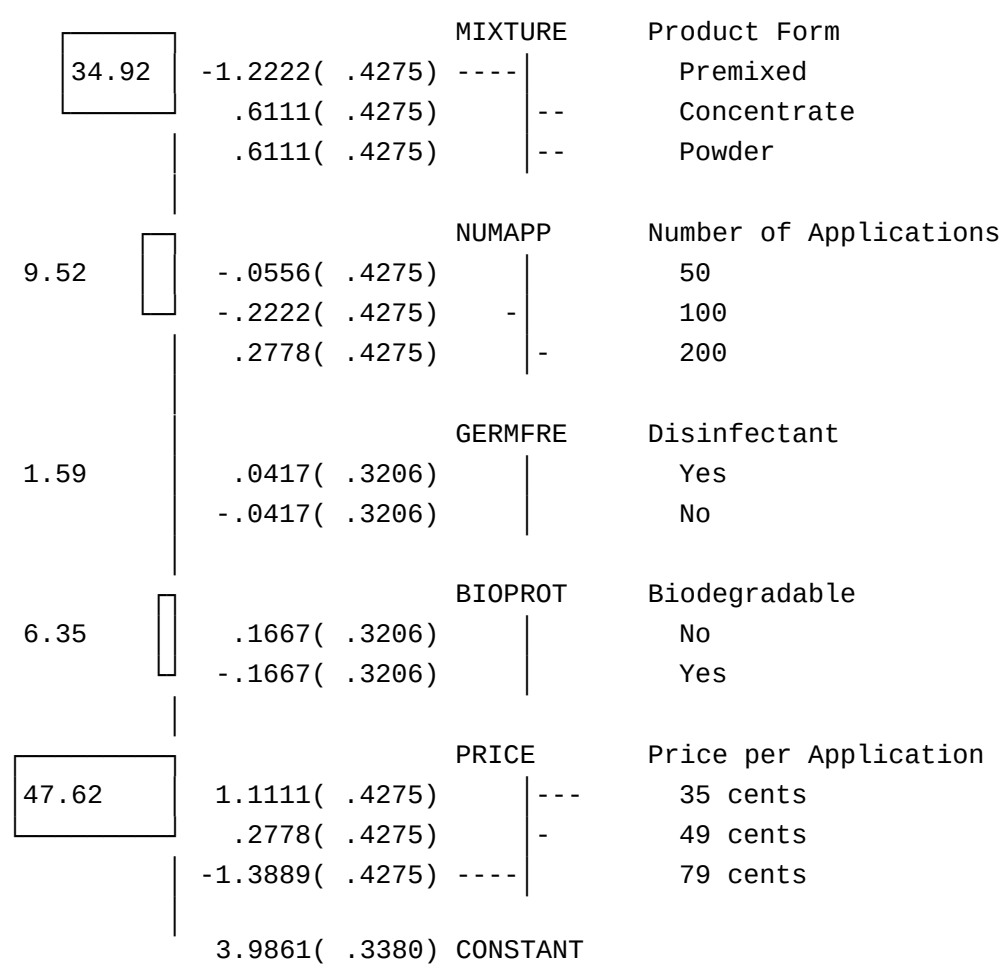
Pearson's R = .903 Significance = .0000

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

SUBJECT NAME: 441.00



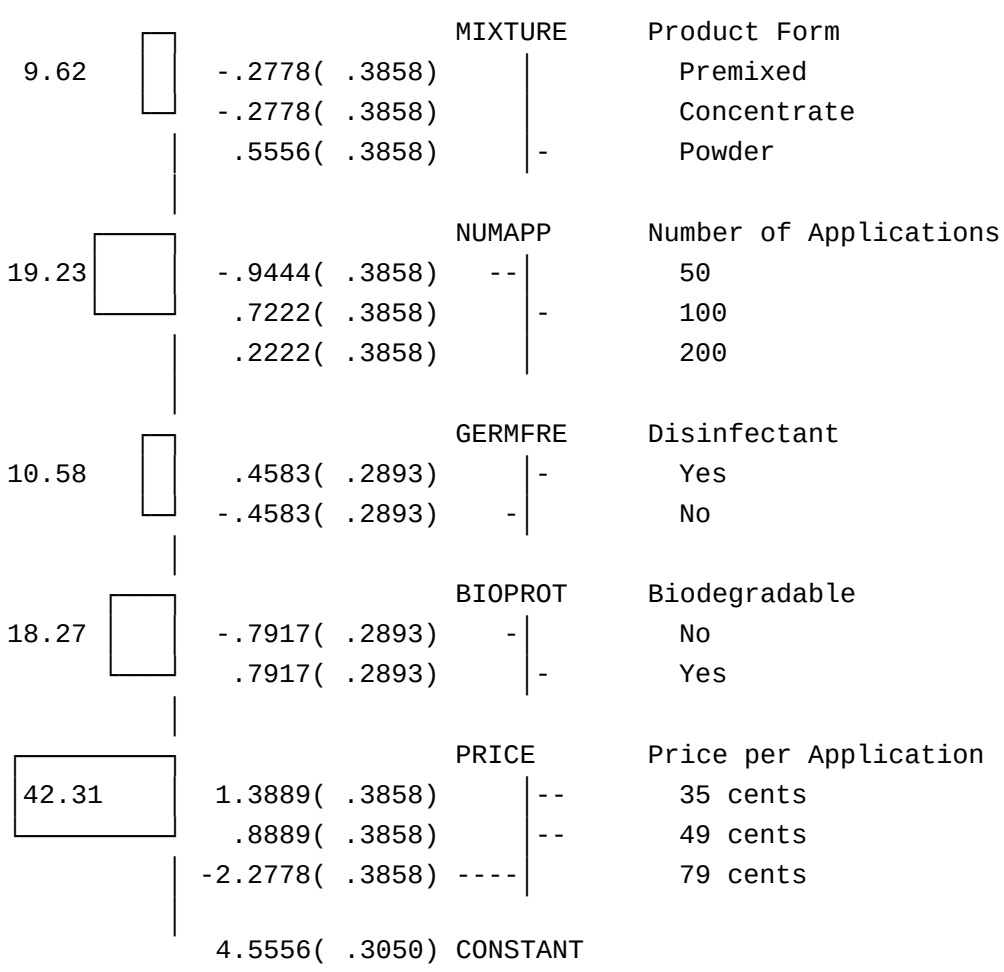
Pearson's R = .835 Significance = .0000

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

SUBJECT NAME: 453.00



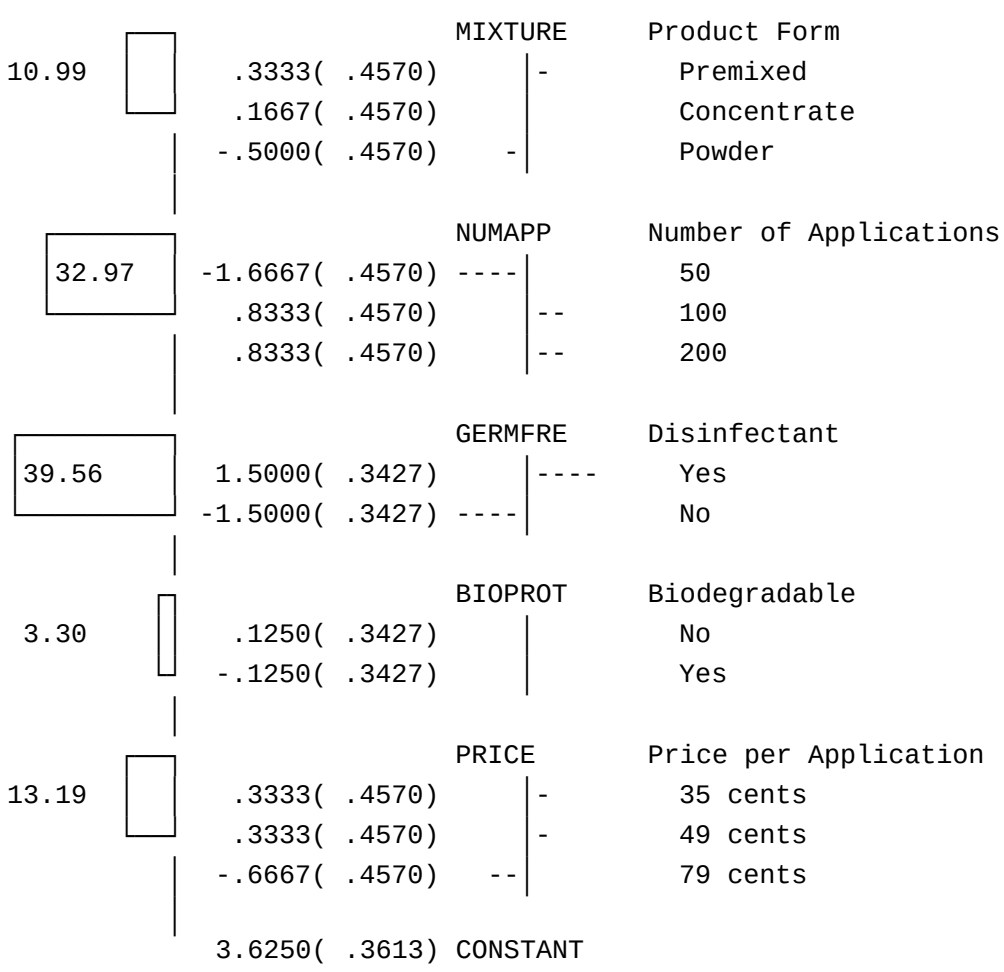
Pearson's R = .926 Significance = .0000

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

SUBJECT NAME: 454.00

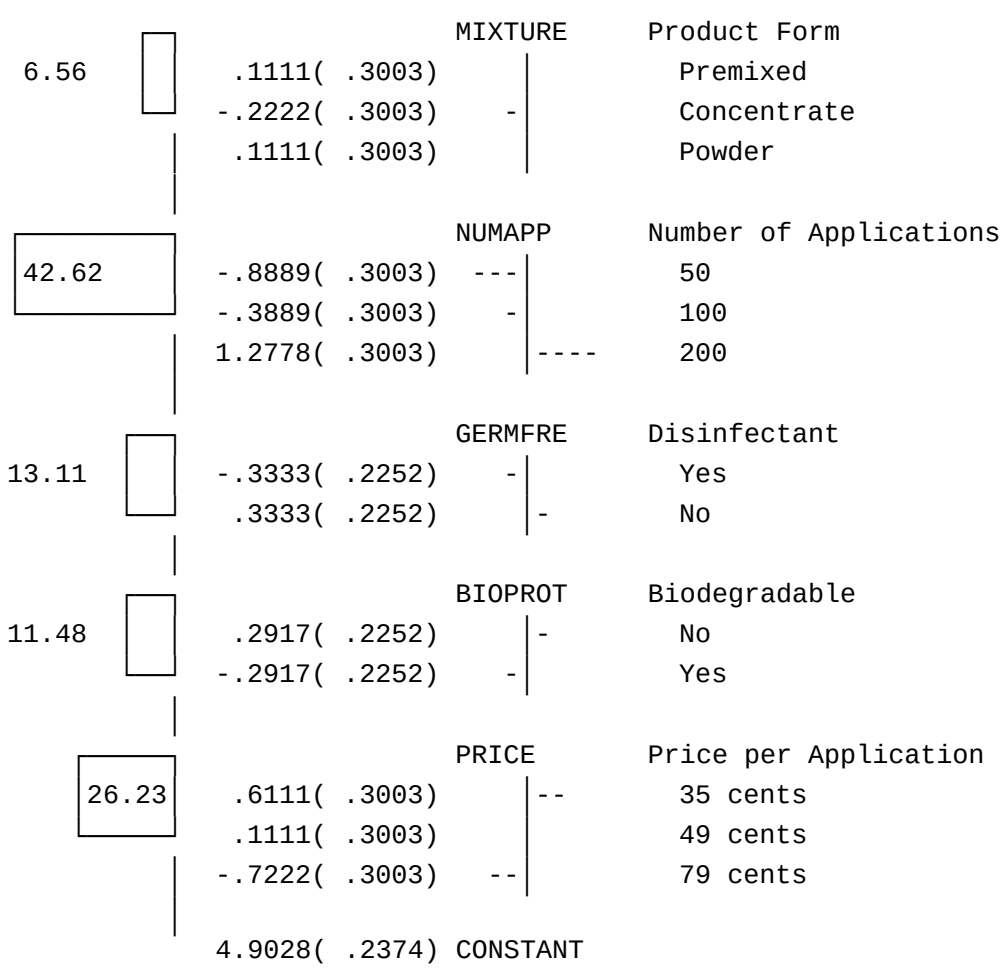


Pearson's R = .894 Significance = .0000

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

SUBJECT NAME: 467.00



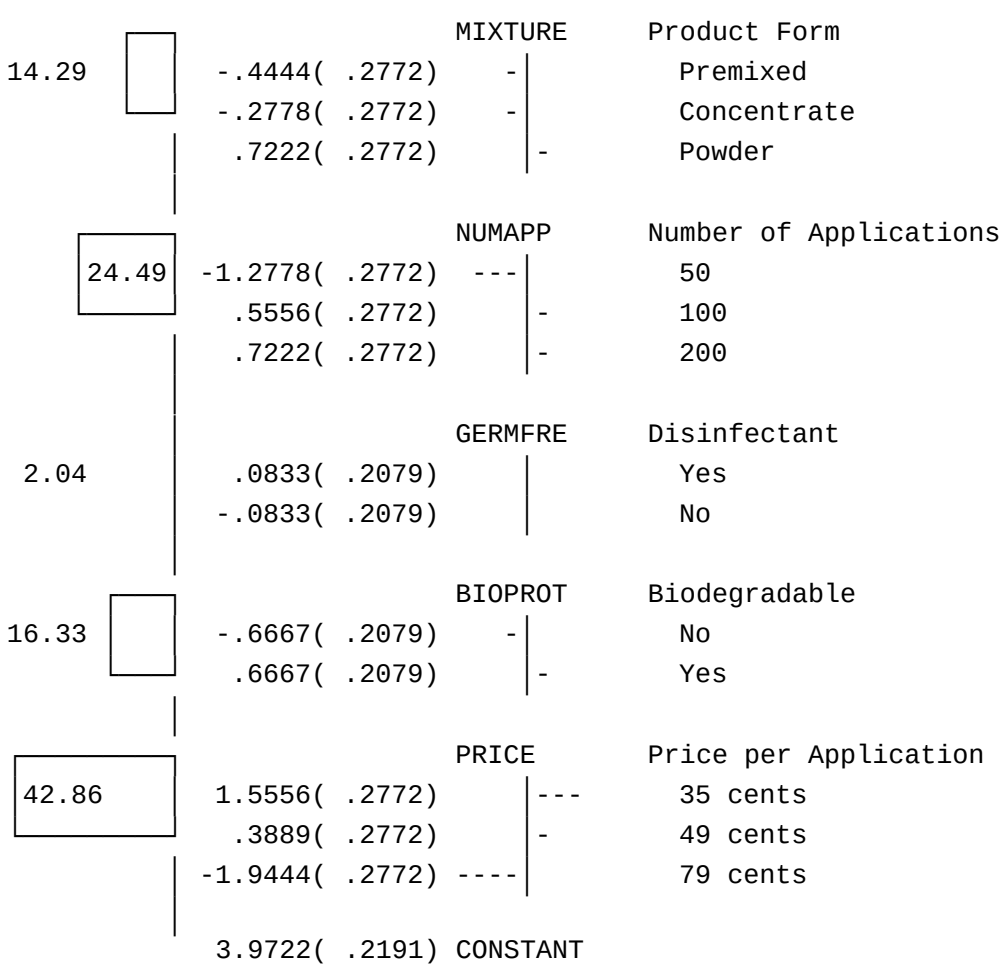
Pearson's R = .878 Significance = .0000

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

SUBJECT NAME: 471.00



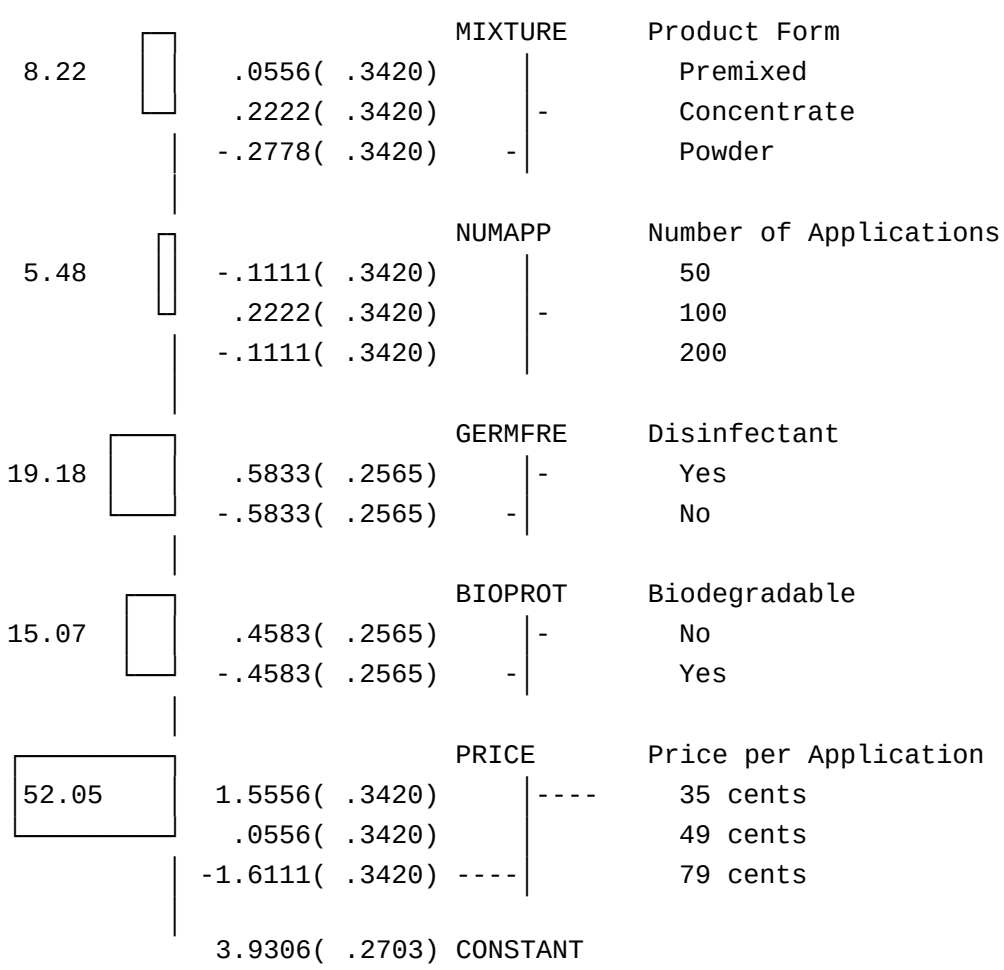
Pearson's R = .955 Significance = .0000

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

SUBJECT NAME: 472.00



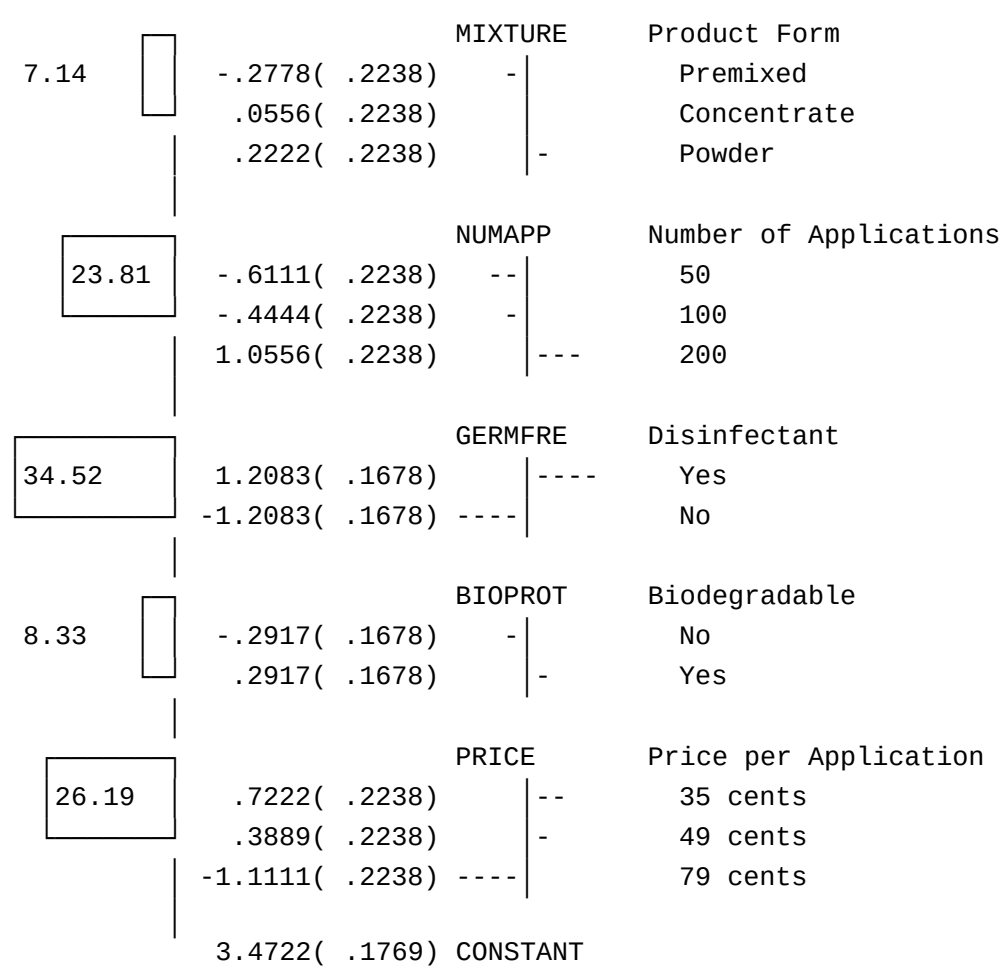
Pearson's R = .899 Significance = .0000

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

SUBJECT NAME: 475.00



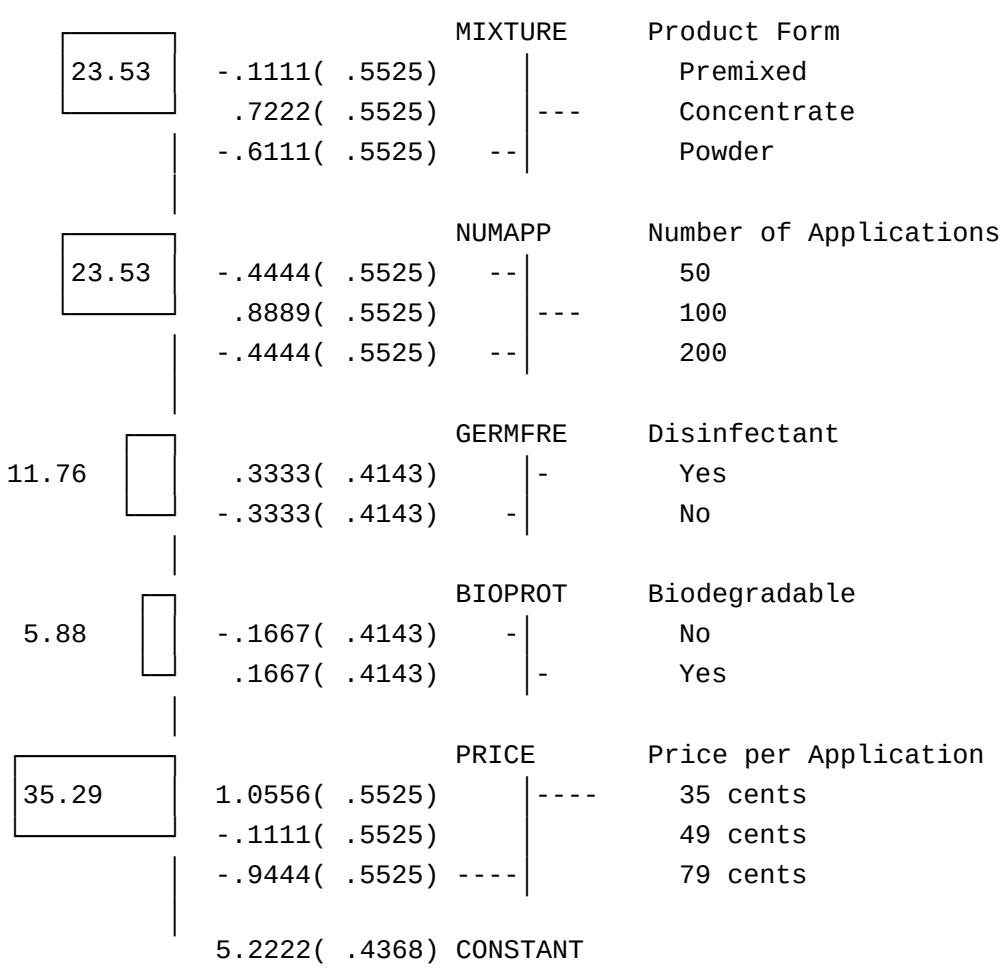
Pearson's R = .960 Significance = .0000

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

SUBJECT NAME: 476.00



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

SUBJECT NAME: 492.00

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

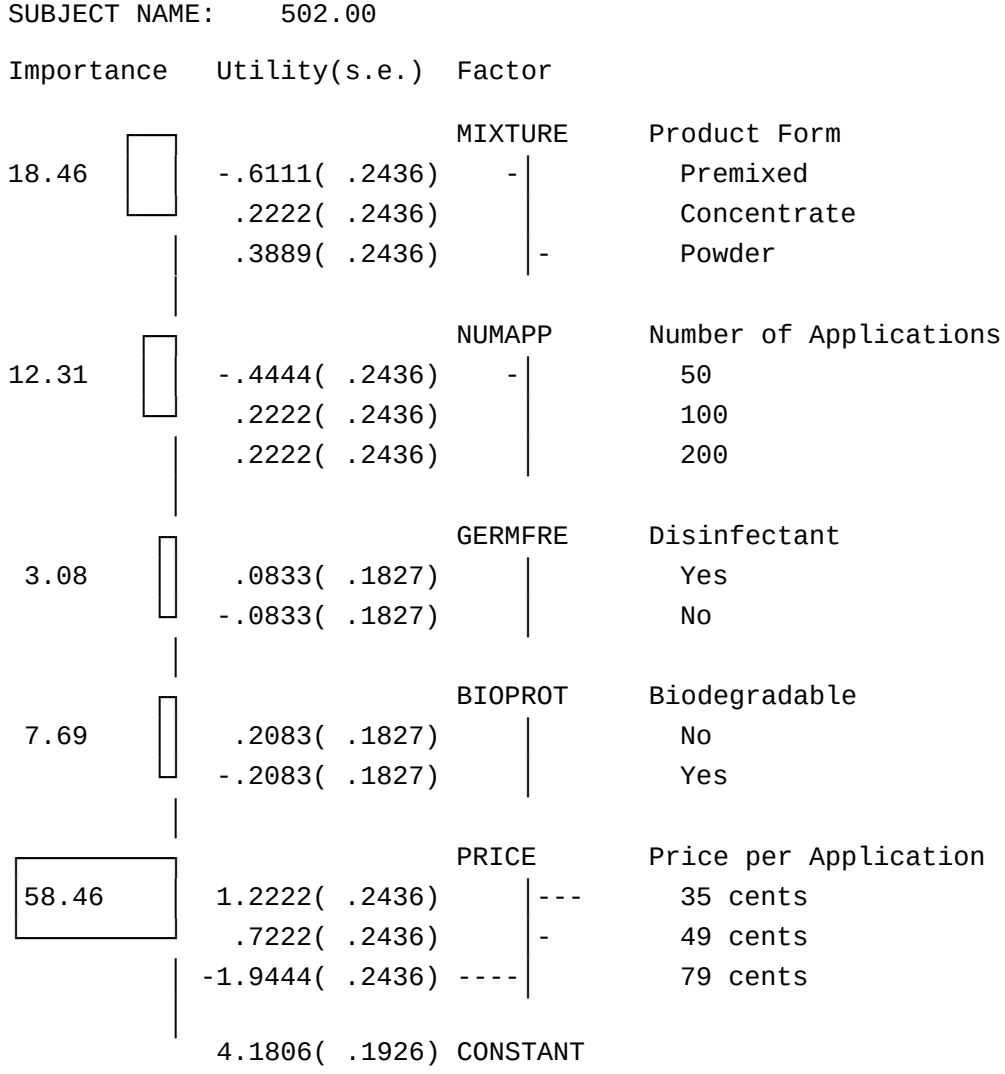
Pearson's R = .944 Significance = .0000

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

SUBJECT NAME: 502.00



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

SUBJECT NAME: 507.00

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

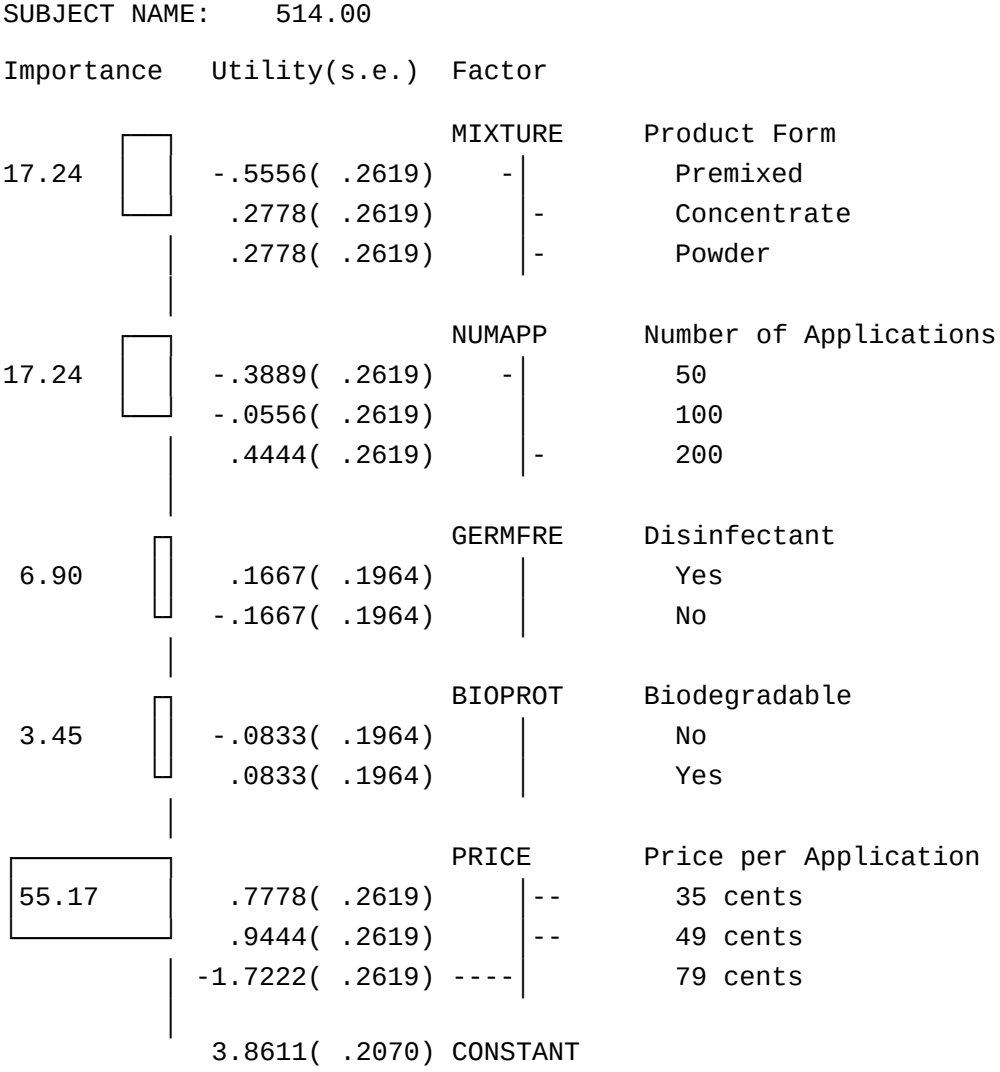
Pearson's R = .857 Significance = .0000

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

SUBJECT NAME: 514.00



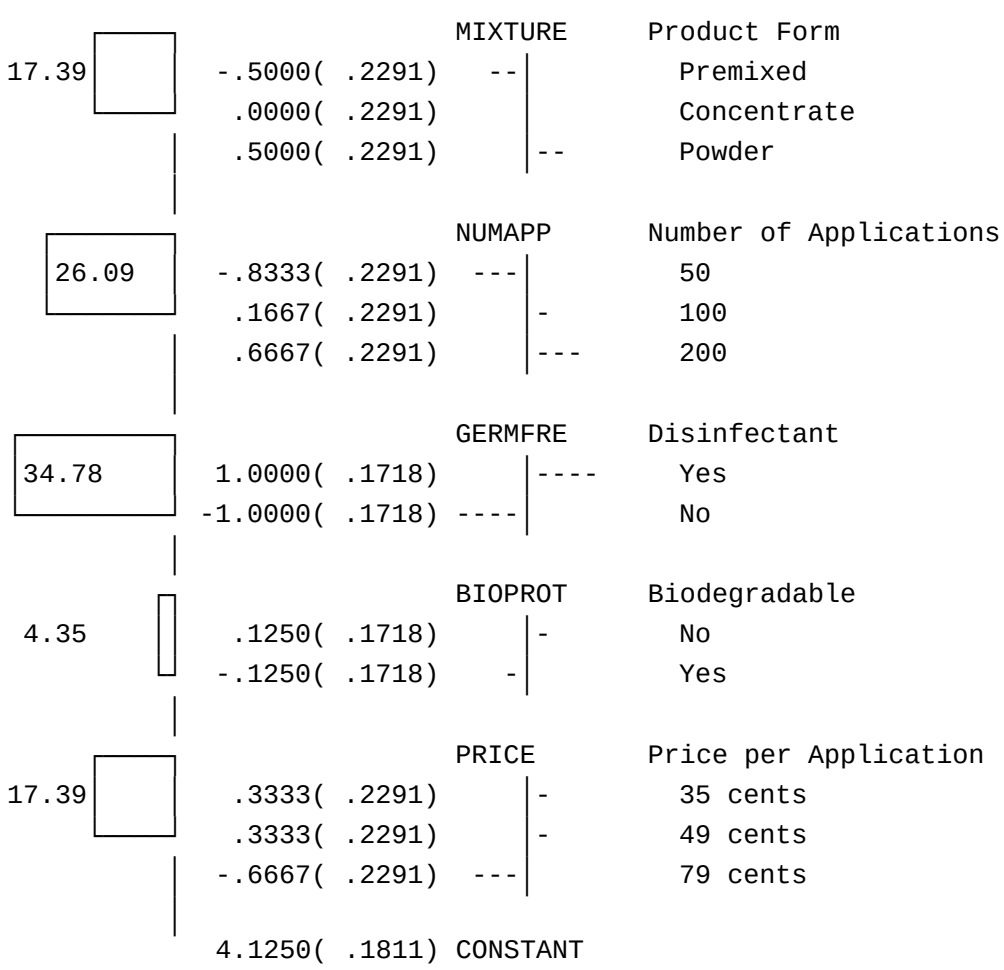
Pearson's R = .924 Significance = .0000

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

SUBJECT NAME: 516.00



Pearson's R = .936 Significance = .0000

Kendall's tau = .850 Significance = .0000
Kendall's tau = .548 for 4 holdouts Significance = .1393

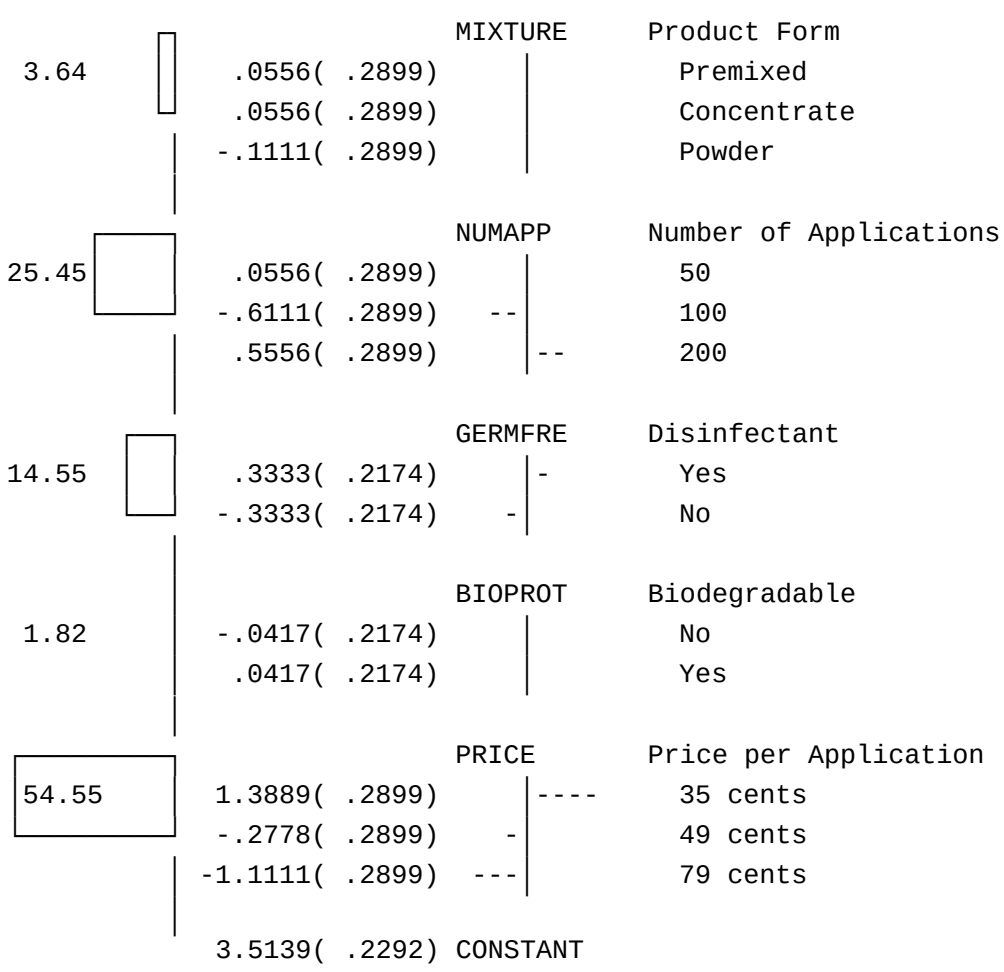
Simulation results:

Card:	23	24	25
Score:	3.0	6.0	6.5

SUBJECT NAME: 518.00

```
Importance   Utility(s.e.)  Factor

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

Pearson's R   =  .902                     Significance =  .0000

Kendall's tau =  .803                     Significance =  .0000
Kendall's tau = 1.000 for 4 holdouts      Significance =  .0208

Simulation results:
  Card:    23   24   25
  Score:   3.0  6.7  6.5
```

SUBJECT NAME: 520.00



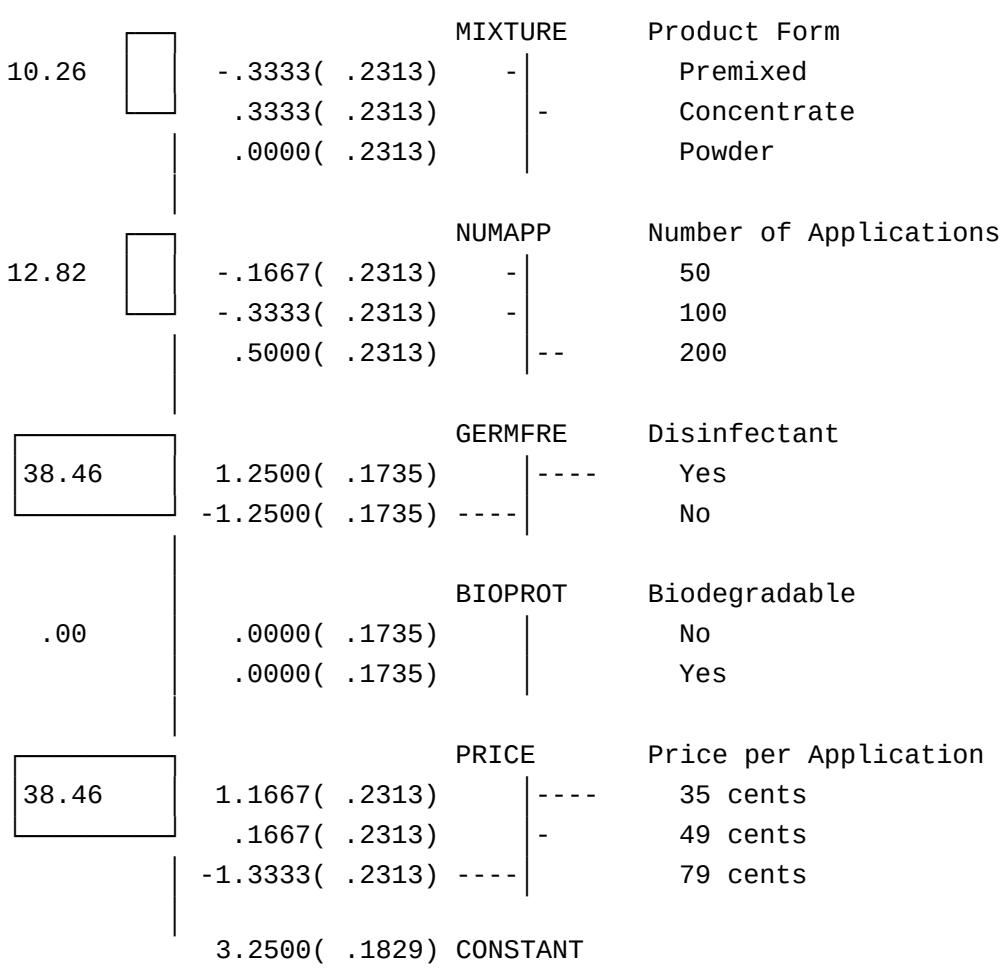
Pearson's R = .888 Significance = .0000

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

SUBJECT NAME: 522.00



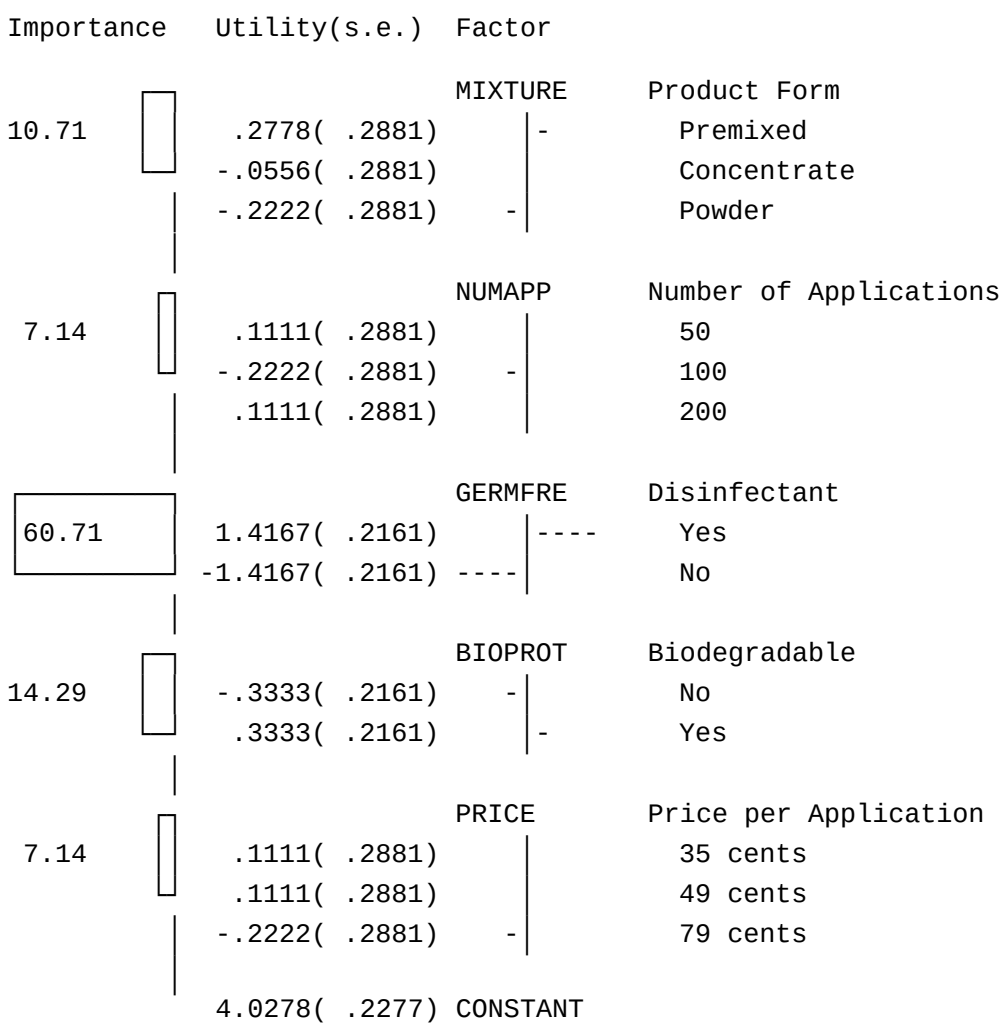
Pearson's R = .957 Significance = .0000

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

SUBJECT NAME: 528.00



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

SUBJECT NAME: 535.00

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

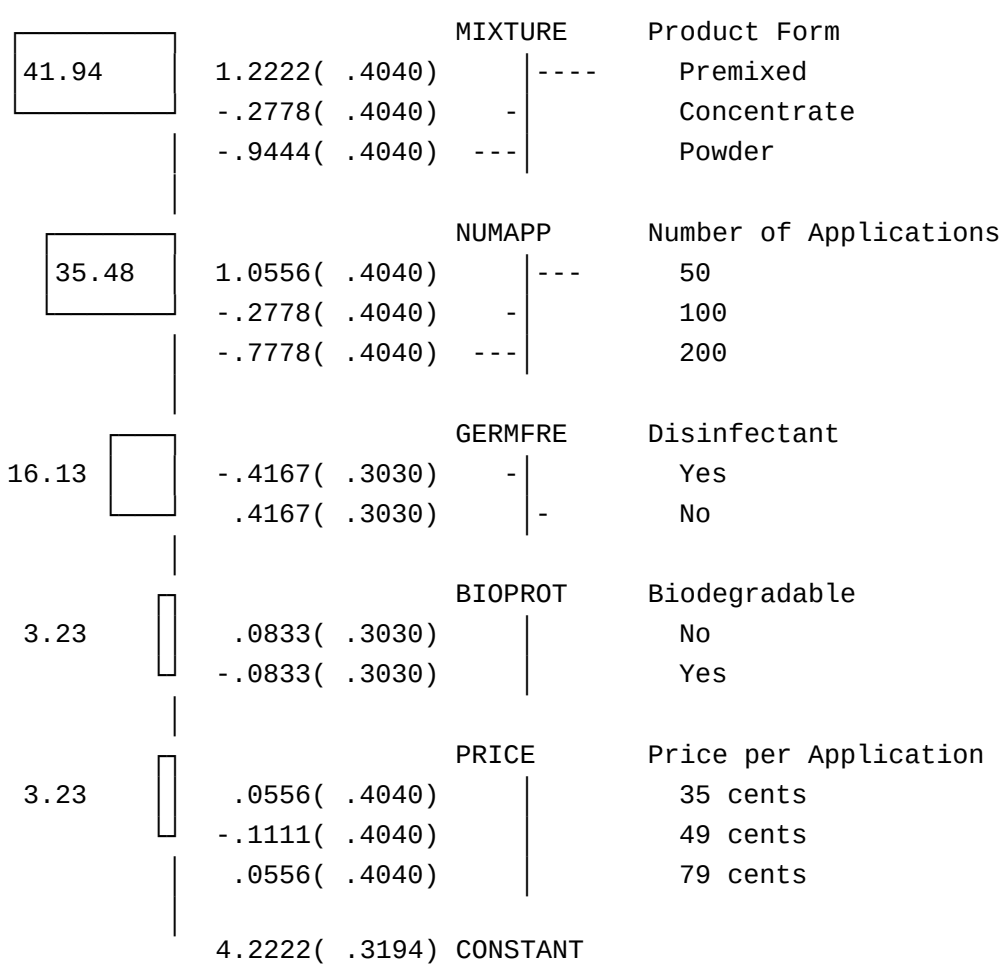
Pearson's R = .883 Significance = .0000

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

SUBJECT NAME: 538.00



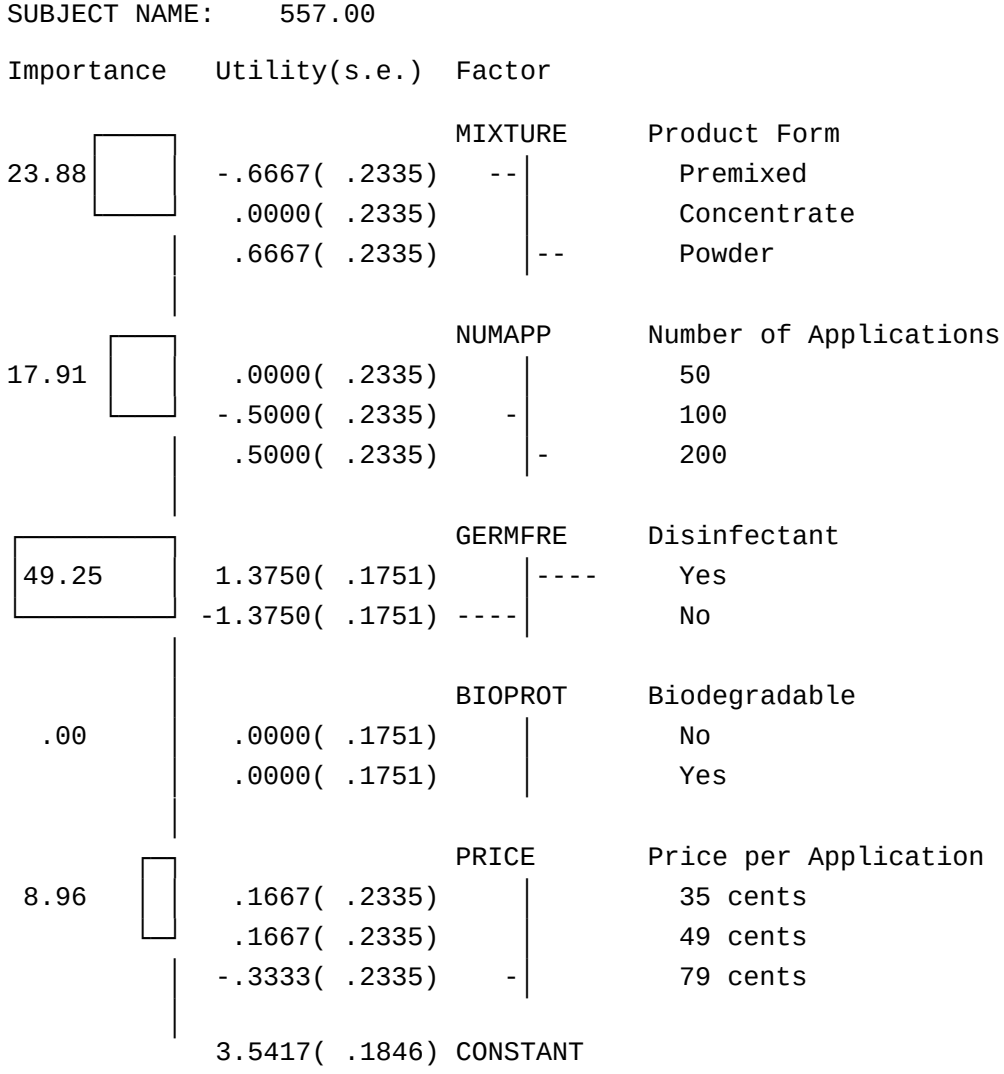
Pearson's R = .827 Significance = .0000

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

SUBJECT NAME: 557.00



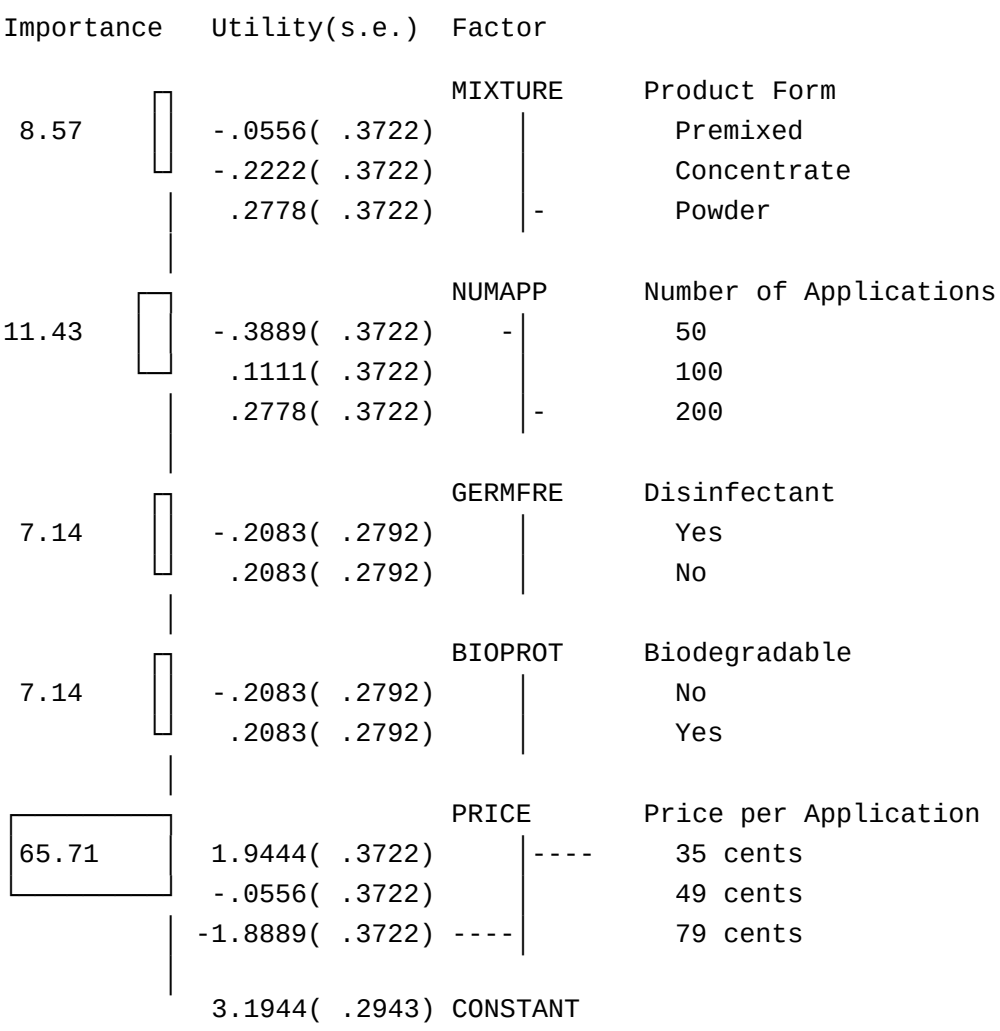
Pearson's R = .948 Significance = .0000

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

SUBJECT NAME: 559.00



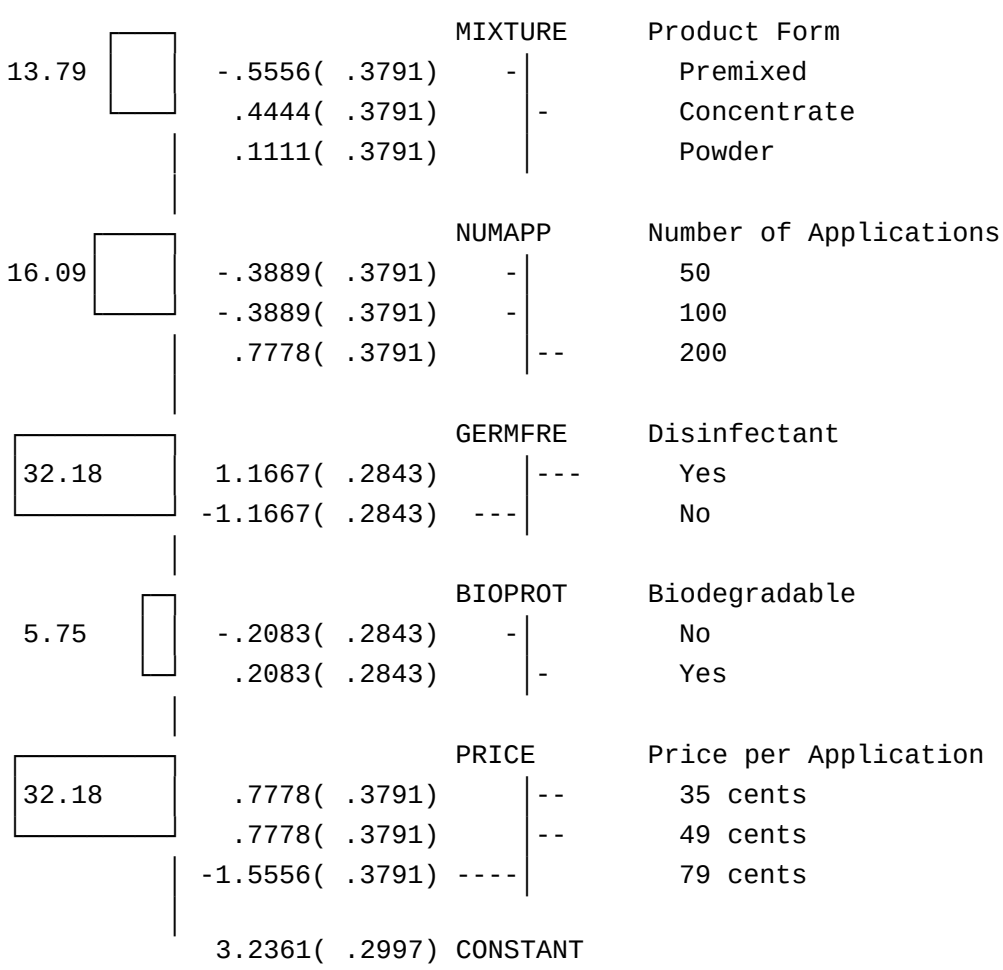
Pearson's R = .900 Significance = .0000

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

SUBJECT NAME: 578.00



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

SUBJECT NAME: 580.00

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

Pearson's R = .714 Significance = .0004

Kendall's tau = .614 Significance = .0004
Kendall's tau = .913 for 4 holdouts Significance = .0355

Simulation results:

Card:	23	24	25
Score:	4.6	5.6	4.7

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	

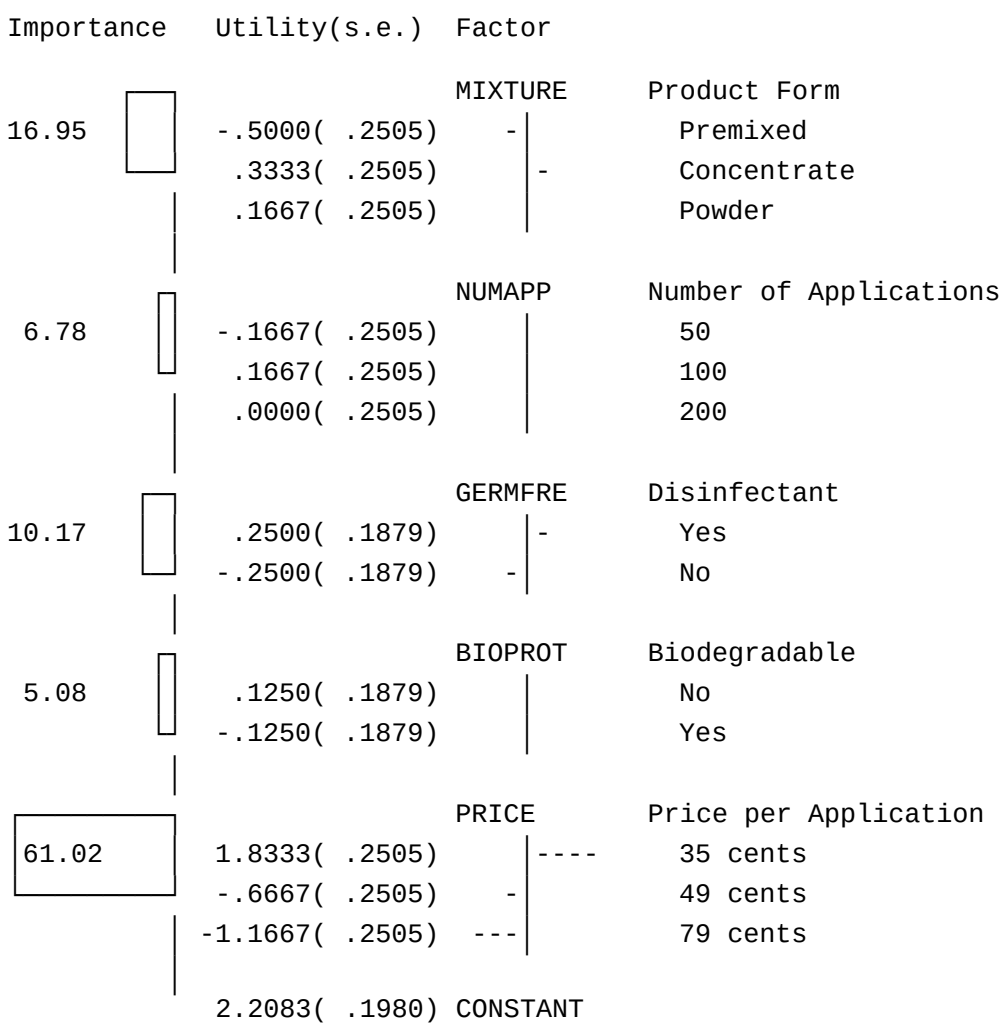
Pearson's R = .974 Significance = .0000

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

SUBJECT NAME: 589.00



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

SUBJECT NAME: 592.00

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

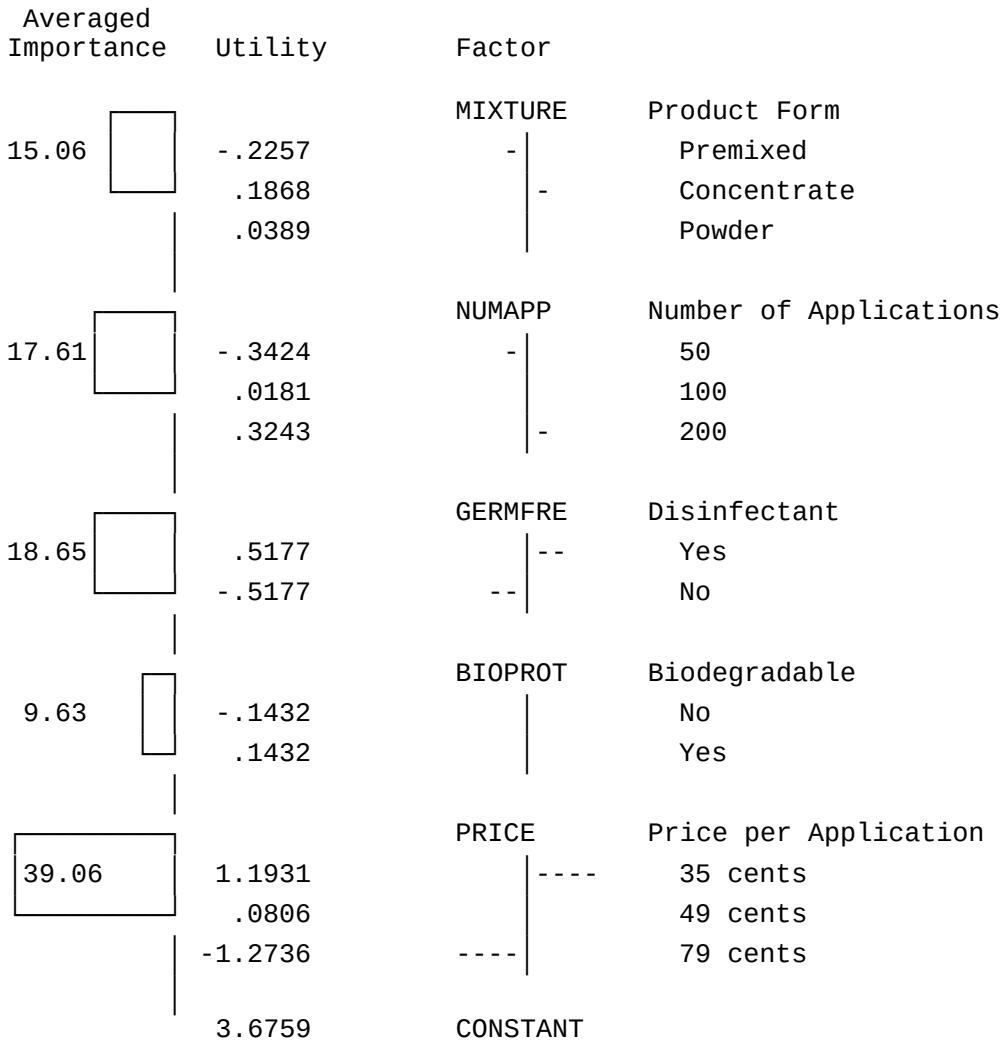
Pearson's R = .931 Significance = .0000

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

SUBFILE SUMMARY



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

SUBFILE SUMMARY

No reversals occured 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