XLSTAT 2023.3.1.1416 - TURF - Start time: 03/18/2024 at 16:38:00 / End time: 03/18/2024 at 16:38:02
Data: Workbook = demoTURF.xls / Sheet = Data / Range = 'Data'!$B$1:$AB$186 / 185 rows and 27 cc
Observation labels: Workbook = demoTURF.xls / Sheet = Data / Range = 'Data'!$A$1:$A$186 / 185 rov
Subset size: 5
Method: Enumeration
Combinations: 80730
Displayed combinations: 10
Scale: Minimum = 1 / Maximum = 5
Reach: Minimum = 4 / Maximum = 5

Product lines after TURF analysis (%)   ▼

Product lines after TURF analysis:

	Reach	Frequency	Product 1	Product 2	Product 3	Product 4	Product 5
Line 1	129	286	Product 14	Product 15	Product 16	Product 23	Product 26
Line 2	129	275	Product 4	Product 14	Product 15	Product 16	Product 26
Line 3	129	271	Product 10	Product 15	Product 21	Product 23	Product 25
Line 4	129	269	Product 3	Product 15	Product 16	Product 25	Product 26
Line 5	129	264	Product 3	Product 15	Product 21	Product 25	Product 26
Line 6	129	260	Product 4	Product 10	Product 15	Product 21	Product 25
Line 7	129	250	Product 10	Product 15	Product 16	Product 23	Product 27
Line 8	129	239	Product 4	Product 10	Product 15	Product 16	Product 27
Line 9	128	282	Product 10	Product 11	Product 15	Product 23	Product 25
Line 10	128	280	Product 10	Product 12	Product 15	Product 23	Product 25

Product lines after TURF analysis (%):

	Reach (%)	Frequency (%)	Product 1 (Frequency (%))	Product 2 (Frequency (%))	Product 3 (Frequency (%))	Product 4 (Frequency (%))	Product 5 (Frequency (%))
Line 1	69.730	30.919	34.054	36.757	16.757	40.000	27.027
Line 2	69.730	29.730	34.054	34.054	36.757	16.757	27.027
Line 3	69.730	29.297	25.405	36.757	14.054	40.000	30.270
Line 4	69.730	29.081	34.595	36.757	16.757	30.270	27.027
Line 5	69.730	28.541	34.595	36.757	14.054	30.270	27.027
Line 6	69.730	28.108	34.054	25.405	36.757	14.054	30.270
Line 7	69.730	27.027	25.405	36.757	16.757	40.000	16.216
Line 8	69.730	25.838	34.054	25.405	36.757	16.757	16.216
Line 9	69.189	30.486	25.405	20.000	36.757	40.000	30.270
Line 10	69.189	30.270	25.405	18.919	36.757	40.000	30.270

Number of subject(s) with no intention to purchase: 47

	Order

lumns
ws and 1 column