

	Effect	Std Err	t Ratio	Attribute Level
1	0.56175	0.03366	16.68973	1 1 High-Flyer Pro, by Smith and Forester
2	0.42966	0.03359	12.79133	1 2 Magnum Force, by Durango
3	-0.38322	0.04097	-9.35267	1 3 Eclipse+, by Golfers, Inc.
4	-0.60820	0.04598	-13.22687	1 4 Long Shot, by Performance Plus
5	-0.48436	0.03013	-16.07724	2 1 Drives 5 yards farther than the average ball
6	0.12408	0.02670	4.64707	2 2 Drives 10 yards farther than the average ball
7	0.36028	0.02605	13.82881	2 3 Drives 15 yards farther than the average ball
8	0.69630	0.03323	20.95452	3 1 \$4.99 for package of 3 balls
9	0.21622	0.03502	6.17338	3 2 \$6.99 for package of 3 balls
10	-0.08455	0.03783	-2.23478	3 3 \$8.99 for package of 3 balls
11	-0.82797	0.04816	-17.19241	3 4 \$10.99 for package of 3 balls