



# Consumer Choice

School of Information Studies  
Syracuse University

# Consumer Choice

**verizon**✓

  
**U.S. Cellular**



**at&t**

**T-Mobile**

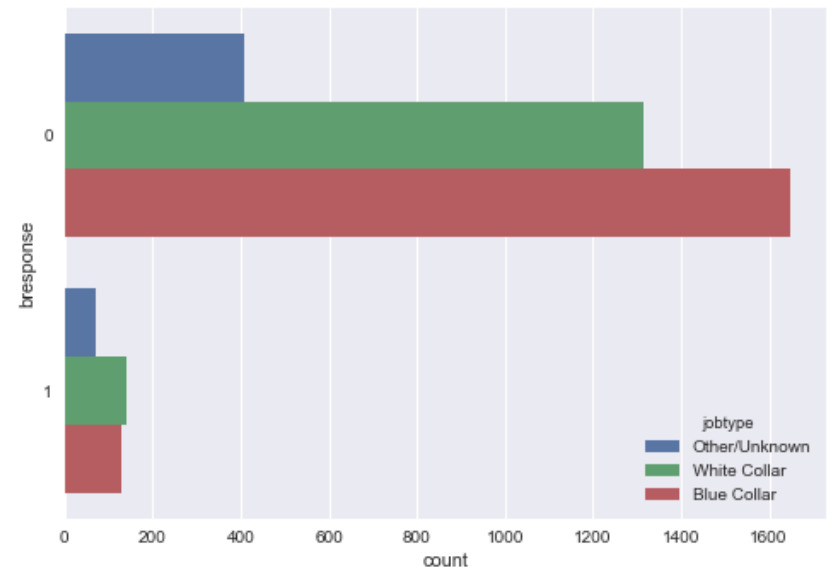
**Sprint**



# Summary Statistics

## Account Balance

- Low – (-) 3,313
- High – 71,188
- Mean – 1,422
- Number of records: 4521
  - Blue-collar – 946
  - Management – 969
  - Technician – 768
  - Retired – 230



# Summary Statistics

- Counts – per factor
- Range – per factor
- Deviation – by response
- Conjoint analysis

