# Conjoint Analysis Questionnaire

Suppose you are in the market for relationships. Prospective candidates can be described on five attributes each having three levels

1. **Career** with three levels a) Business ) b) Fine Arts and c) Science
2. **Fitness** with three levels a) Not fit b) Somewhat fit and c) Very fit
3. **Sense of Humor** with a) Serious b) Somewhat Funny c) Very funny
4. **Religiosity** with a) Not religious b) Somewhat religious and c) Very religious
5. **Match with your Interests** with a) Identical interests b) Share some interests and c) Very different

Please rate the following candidates by circling a number on the seven-point preference scale. Use 1 to represent strong dislike and 7 to represent strong liking.

**Career Fitness Humor Religious Match with Rating**

**your Hobbies**

1) Fine Arts Not fit Serious Some. religious Share some 1 2 3 4 5 6 7

2) Business Very fit Serious Very religious Very different 1 2 3 4 5 6 7

3) Business Not fit Some. funny Not religious Very different 1 2 3 4 5 6 7

4) Science Not fit Some. funny Very religious Identical 1 2 3 4 5 6 7

5) Business Some. fit Very funny Very religious Share some 1 2 3 4 5 6 7

6) Fine Arts Not fit Very funny Very religious Very different 1 2 3 4 5 6 7

7) Science Very fit Serious Some. religious Share some 1 2 3 4 5 6 7

8) Fine Arts Very fit Very funny Some. religious Very different 1 2 3 4 5 6 7

9) Science Mod fit Serious Not religious Very different 1 2 3 4 5 6 7

10) Fine Arts Very fit Some. funny Not religious Identical 1 2 3 4 5 6 7

11) Fine Arts Some. fit Some. funny Very religious Share some 1 2 3 4 5 6 7

12) Fine Arts Some. fit Serious Not religious Identical 1 2 3 4 5 6 7

13) Business Not fit Serious Some. religious Identical 1 2 3 4 5 6 7

14) Business Some. fit Very funny Some. religious Identical 1 2 3 4 5 6 7

15) Business Very fit Some. funny Not religious Share some 1 2 3 4 5 6 7

16) Science Not fit Very funny Not religious Share some 1 2 3 4 5 6 7

17) Science Some. fit Some. funny Some. religious Very different 1 2 3 4 5 6 7

18) Science Very Fit Very funny Very religious Identical 1 2 3 4 5 6 7