

## The LOGISTIC Procedure

Model Information	
Data Set	WORK.SORTTEMPTABLESORTED
Response Variable	MBR_binary
Number of Response Levels	2
Model	binary logit
Optimization Technique	Fisher's scoring

Number of Observations Read	341
Number of Observations Used	341

Response Profile		
Ordered Value	MBR_binary	Total Frequency
1	0	202
2	1	139

Probability modeled is MBR\_binary=1.

Model Convergence Status
Convergence criterion (GCONV=1E-8) satisfied.

Model Fit Statistics		
Criterion	Intercept Only	Intercept and Covariates
AIC	463.020	449.259
SC	466.852	502.906
-2 Log L	461.020	421.259

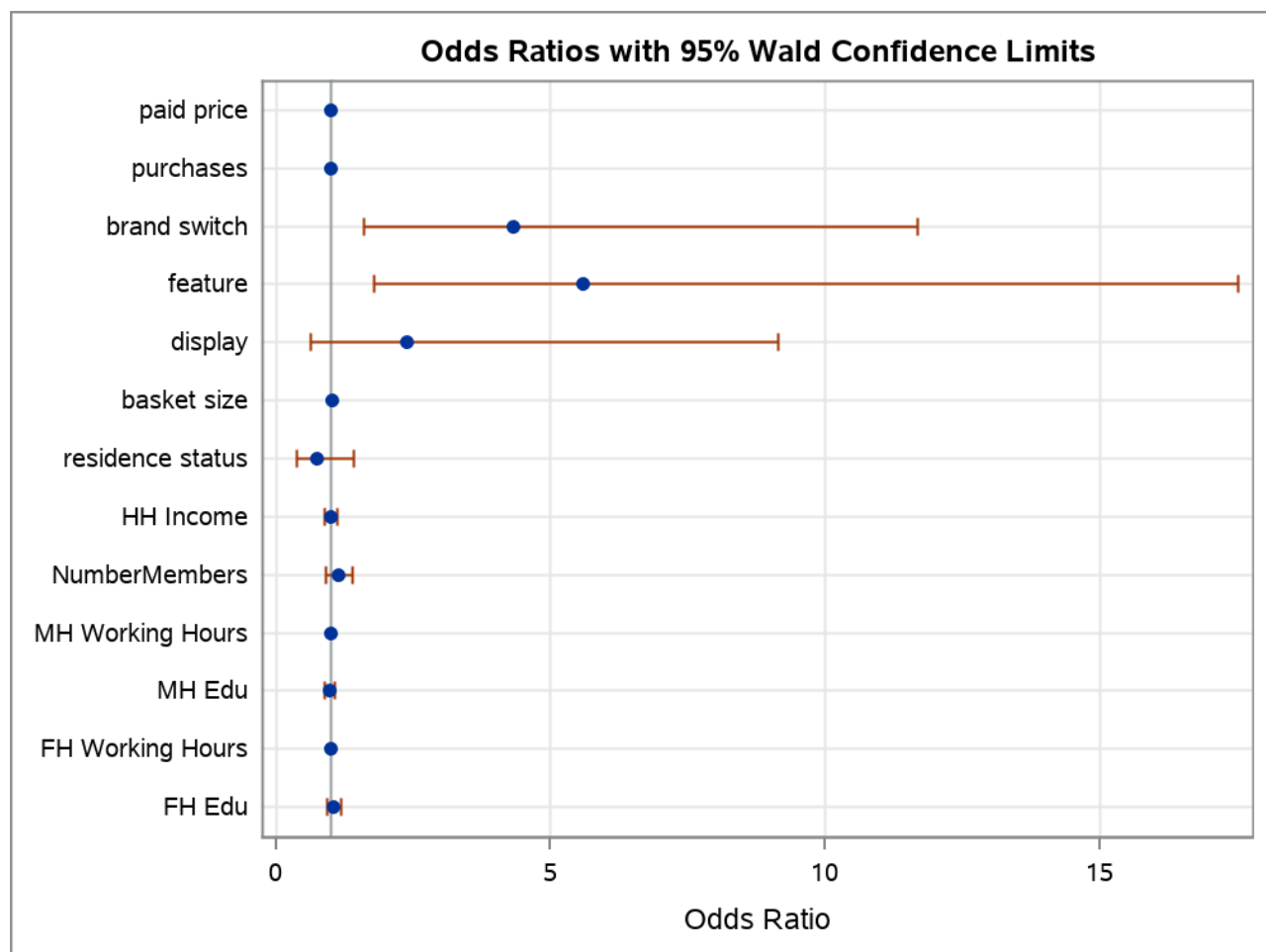
Testing Global Null Hypothesis: BETA=0			
Test	Chi-Square	DF	Pr > ChiSq
Likelihood Ratio	39.7606	13	0.0002
Score	37.1259	13	0.0004
Wald	33.4106	13	0.0015

## The LOGISTIC Procedure

Analysis of Maximum Likelihood Estimates					
Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	-1.0581	1.0998	0.9257	0.3360
paid price	1	-0.0111	0.00766	2.0884	0.1484
purchases	1	0.00607	0.0205	0.0880	0.7668
brand switch	1	1.4609	0.5085	8.2551	0.0041
feature	1	1.7192	0.5838	8.6736	0.0032
display	1	0.8685	0.6857	1.6041	0.2053
basket size	1	0.0153	0.0108	2.0073	0.1565
residence status	1	-0.3102	0.3378	0.8434	0.3584
HH Income	1	-0.00640	0.0566	0.0128	0.9099
NumberMembers	1	0.1185	0.1068	1.2319	0.2670
MH Working Hours	1	-0.00191	0.00835	0.0524	0.8189
MH Edu	1	-0.0283	0.0519	0.2961	0.5864
FH Working Hours	1	-0.00545	0.00675	0.6521	0.4193
FH Edu	1	0.0455	0.0580	0.6156	0.4327

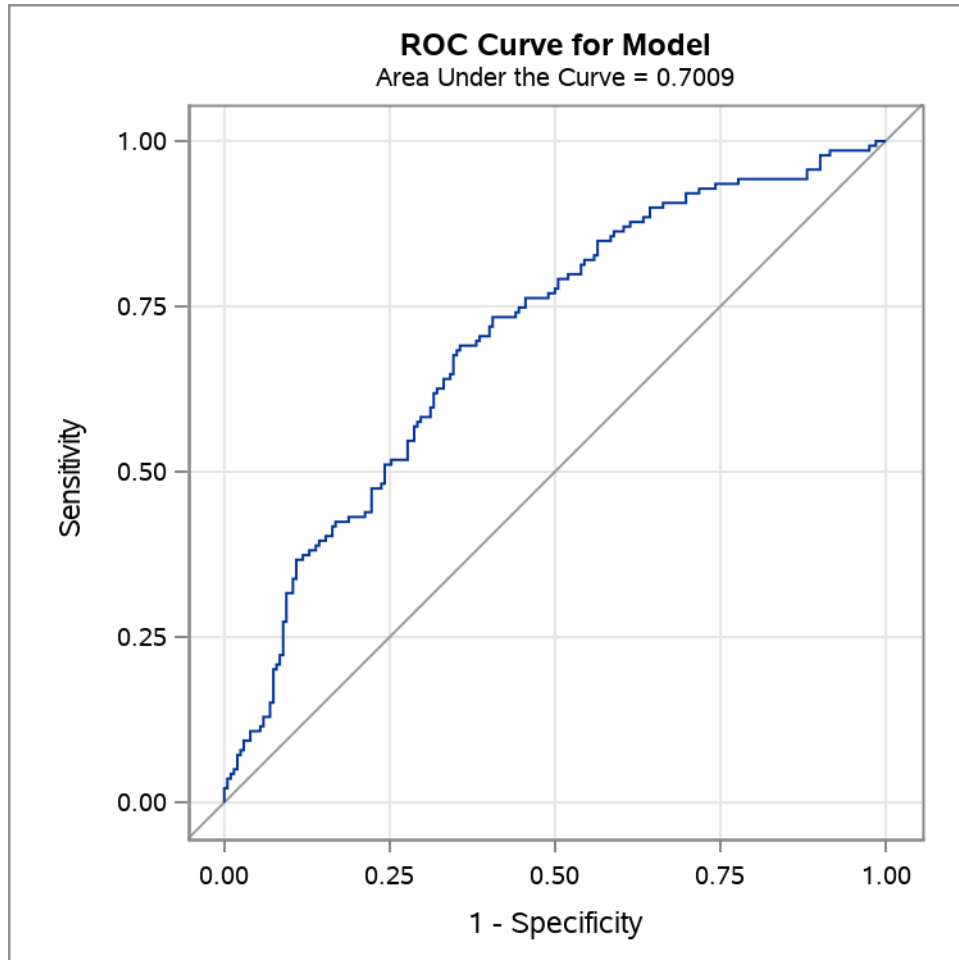
Odds Ratio Estimates			
Effect	Point Estimate	95% Wald Confidence Limits	
paid price	0.989	0.974	1.004
purchases	1.006	0.967	1.047
brand switch	4.310	1.591	11.676
feature	5.580	1.777	17.521
display	2.383	0.622	9.139
basket size	1.015	0.994	1.037
residence status	0.733	0.378	1.422
HH Income	0.994	0.889	1.110
NumberMembers	1.126	0.913	1.388
MH Working Hours	0.998	0.982	1.015
MH Edu	0.972	0.878	1.076
FH Working Hours	0.995	0.981	1.008
FH Edu	1.047	0.934	1.173

## The LOGISTIC Procedure



Association of Predicted Probabilities and Observed Responses			
Percent Concordant	70.1	Somers' D	0.402
Percent Discordant	29.9	Gamma	0.402
Percent Tied	0.0	Tau-a	0.195
Pairs	28078	c	0.701

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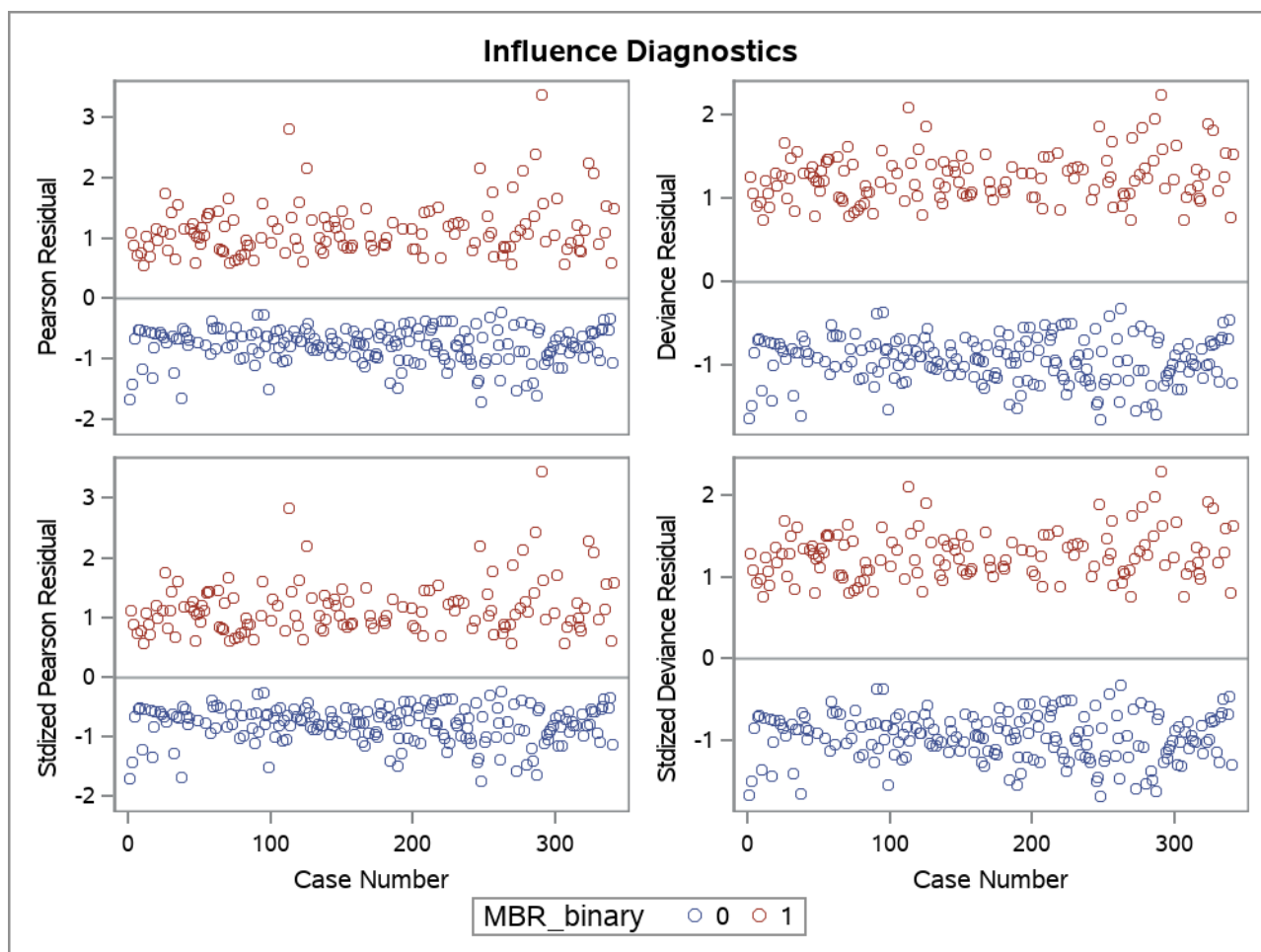


Classification Table									
Prob Level	Correct		Incorrect		Percentages				
	Event	Non-Event	Event	Non-Event	Correct	Sensitivity	Specificity	False POS	False NEG
0.040	139	0	202	0	40.8	100.0	0.0	59.2	.
0.060	138	1	201	1	40.8	99.3	0.5	59.3	50.0
0.080	138	3	199	1	41.3	99.3	1.5	59.1	25.0
0.100	137	4	198	2	41.3	98.6	2.0	59.1	33.3
0.120	137	7	195	2	42.2	98.6	3.5	58.7	22.2
0.140	136	12	190	3	43.4	97.8	5.9	58.3	20.0
0.160	132	17	185	7	43.7	95.0	8.4	58.4	29.2
0.180	131	21	181	8	44.6	94.2	10.4	58.0	27.6
0.200	131	25	177	8	45.7	94.2	12.4	57.5	24.2
0.220	130	36	166	9	48.7	93.5	17.8	56.1	20.0
0.240	126	49	153	13	51.3	90.6	24.3	54.8	21.0
0.260	121	56	146	18	51.9	87.1	27.7	54.7	24.3

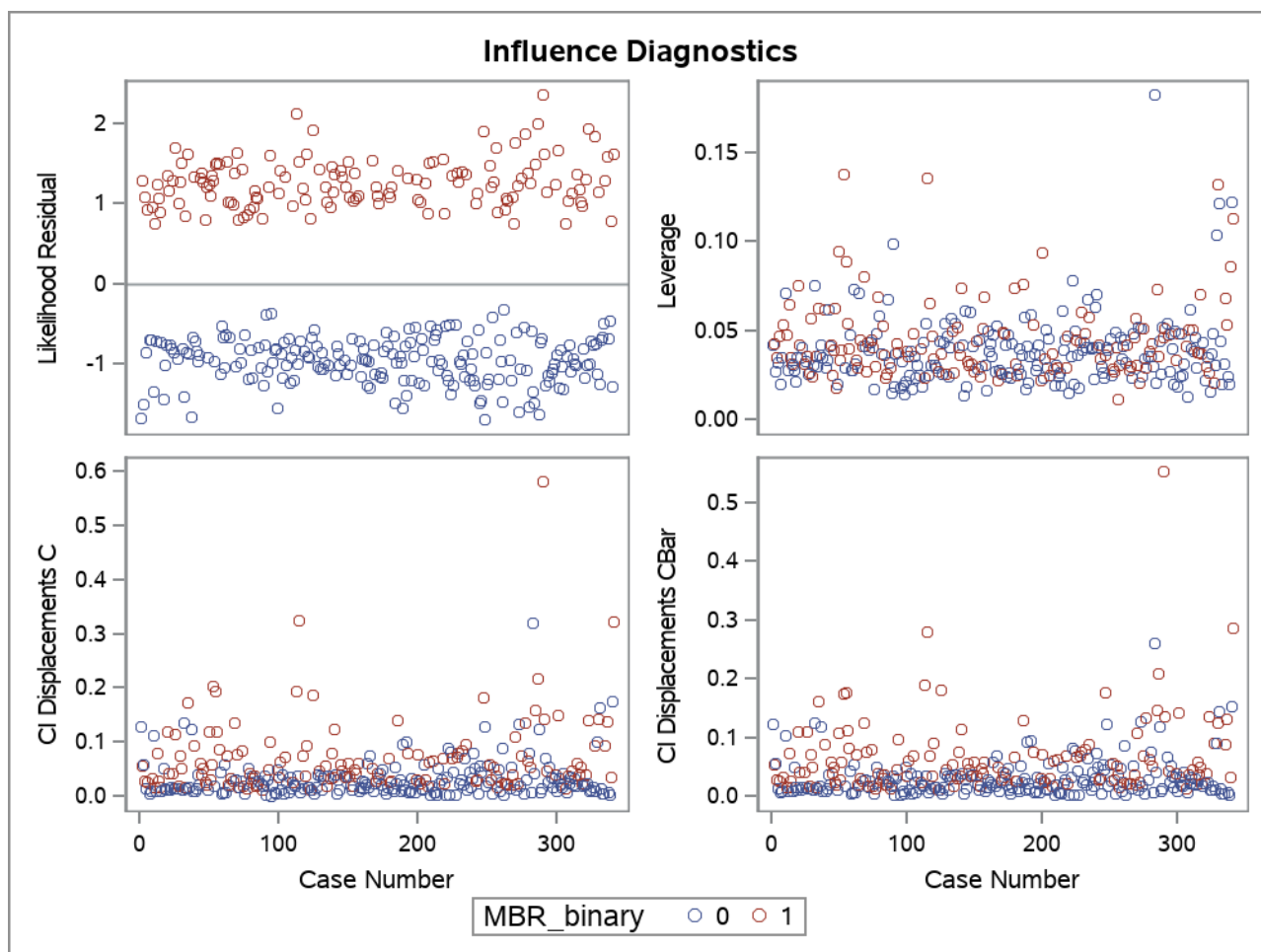
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Classification Table									
Prob Level	Correct		Incorrect		Percentages				
	Event	Non-Event	Event	Non-Event	Correct	Sensitivity	Specificity	False POS	False NEG
0.280	119	60	142	20	52.5	85.6	29.7	54.4	25.0
0.300	115	72	130	24	54.8	82.7	35.6	53.1	25.0
0.320	108	82	120	31	55.7	77.7	40.6	52.6	27.4
0.340	105	90	112	34	57.2	75.5	44.6	51.6	27.4
0.360	100	97	105	39	57.8	71.9	48.0	51.2	28.7
0.380	92	105	97	47	57.8	66.2	52.0	51.3	30.9
0.400	84	117	85	55	58.9	60.4	57.9	50.3	32.0
0.420	79	129	73	60	61.0	56.8	63.9	48.0	31.7
0.440	71	136	66	68	60.7	51.1	67.3	48.2	33.3
0.460	68	140	62	71	61.0	48.9	69.3	47.7	33.6
0.480	59	145	57	80	59.8	42.4	71.8	49.1	35.6
0.500	55	153	49	84	61.0	39.6	75.7	47.1	35.4
0.520	50	162	40	89	62.2	36.0	80.2	44.4	35.5
0.540	46	169	33	93	63.0	33.1	83.7	41.8	35.5
0.560	36	173	29	103	61.3	25.9	85.6	44.6	37.3
0.580	31	178	24	108	61.3	22.3	88.1	43.6	37.8
0.600	24	182	20	115	60.4	17.3	90.1	45.5	38.7
0.620	19	183	19	120	59.2	13.7	90.6	50.0	39.6
0.640	17	185	17	122	59.2	12.2	91.6	50.0	39.7
0.660	14	188	14	125	59.2	10.1	93.1	50.0	39.9
0.680	11	192	10	128	59.5	7.9	95.0	47.6	40.0
0.700	8	195	7	131	59.5	5.8	96.5	46.7	40.2
0.720	4	197	5	135	58.9	2.9	97.5	55.6	40.7
0.740	3	198	4	136	58.9	2.2	98.0	57.1	40.7
0.760	0	200	2	139	58.7	0.0	99.0	100.0	41.0
0.780	0	202	0	139	59.2	0.0	100.0	.	40.8

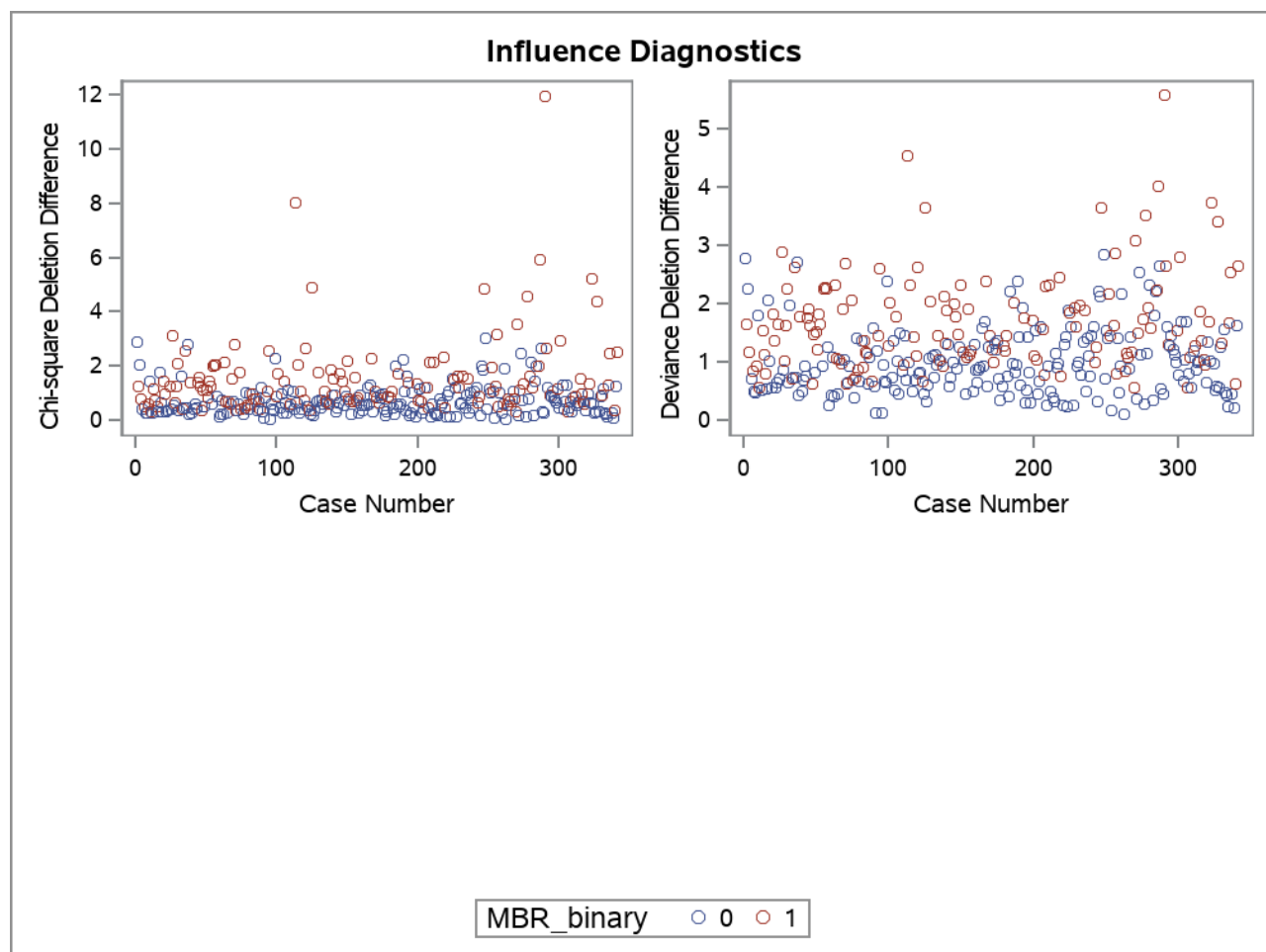
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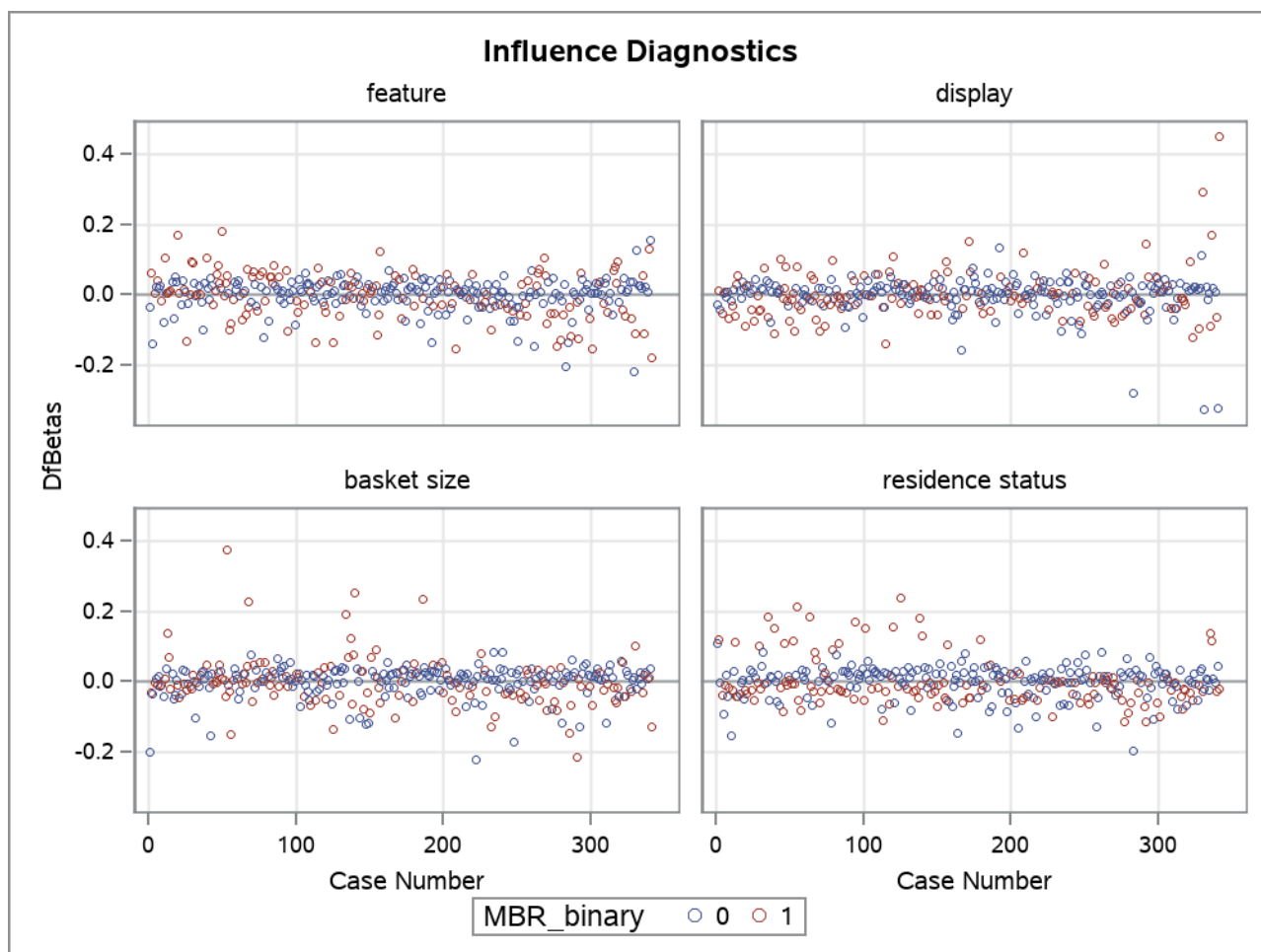




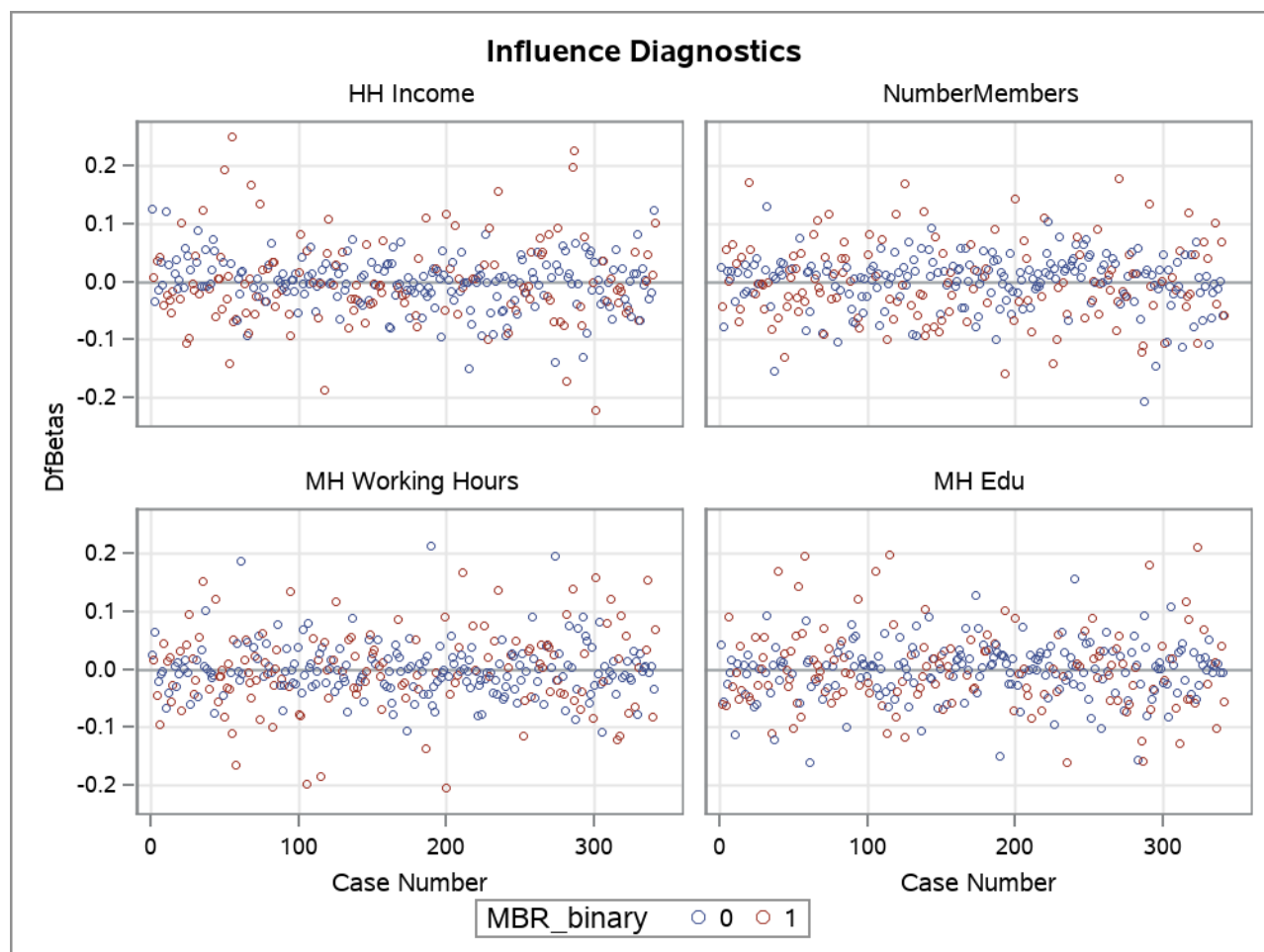
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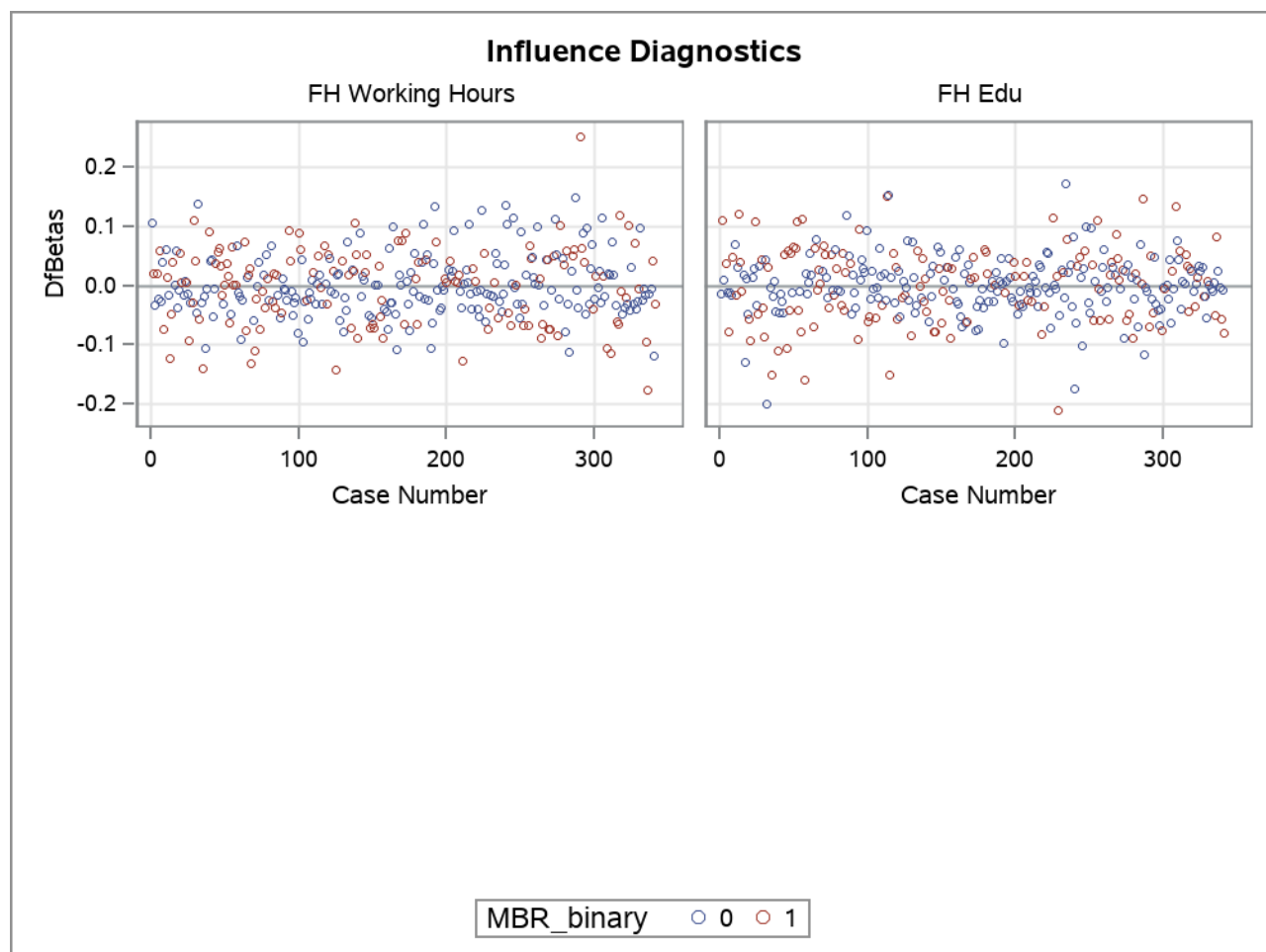
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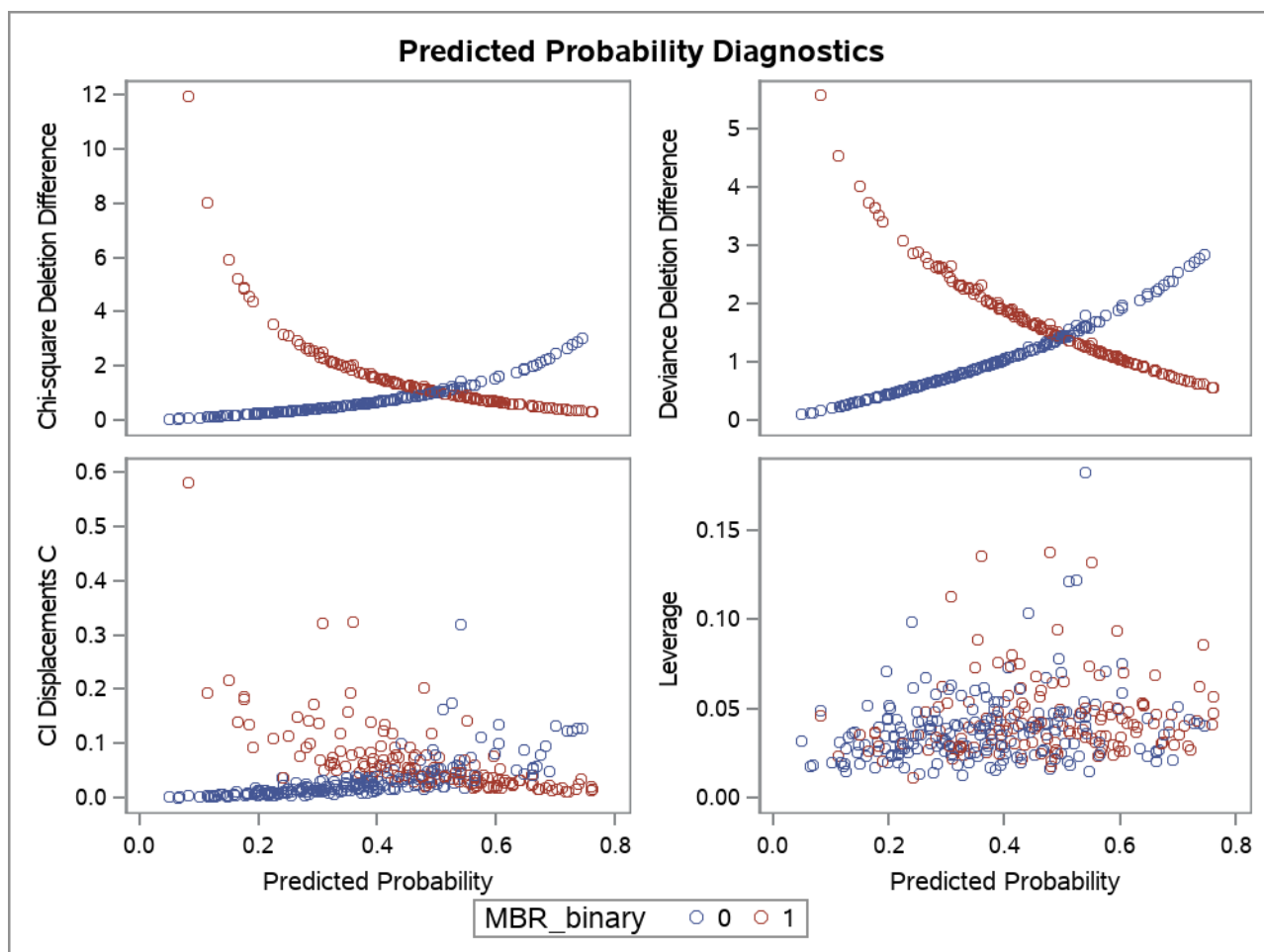
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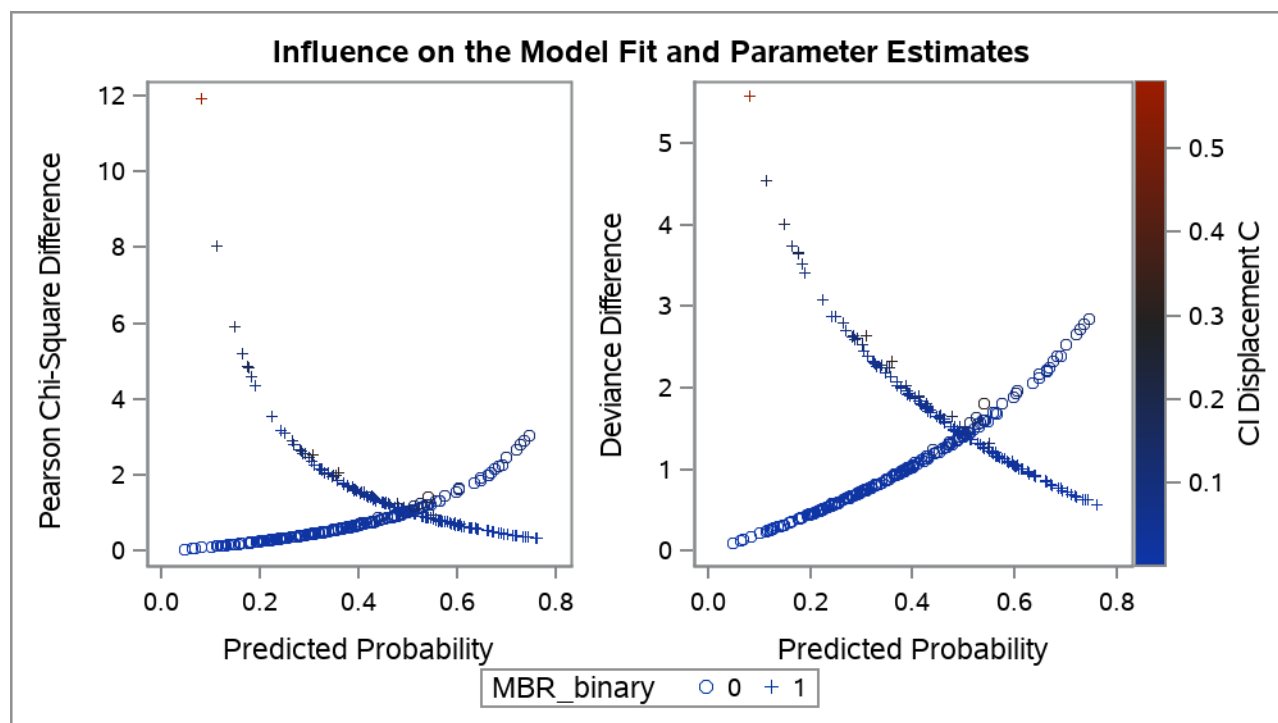
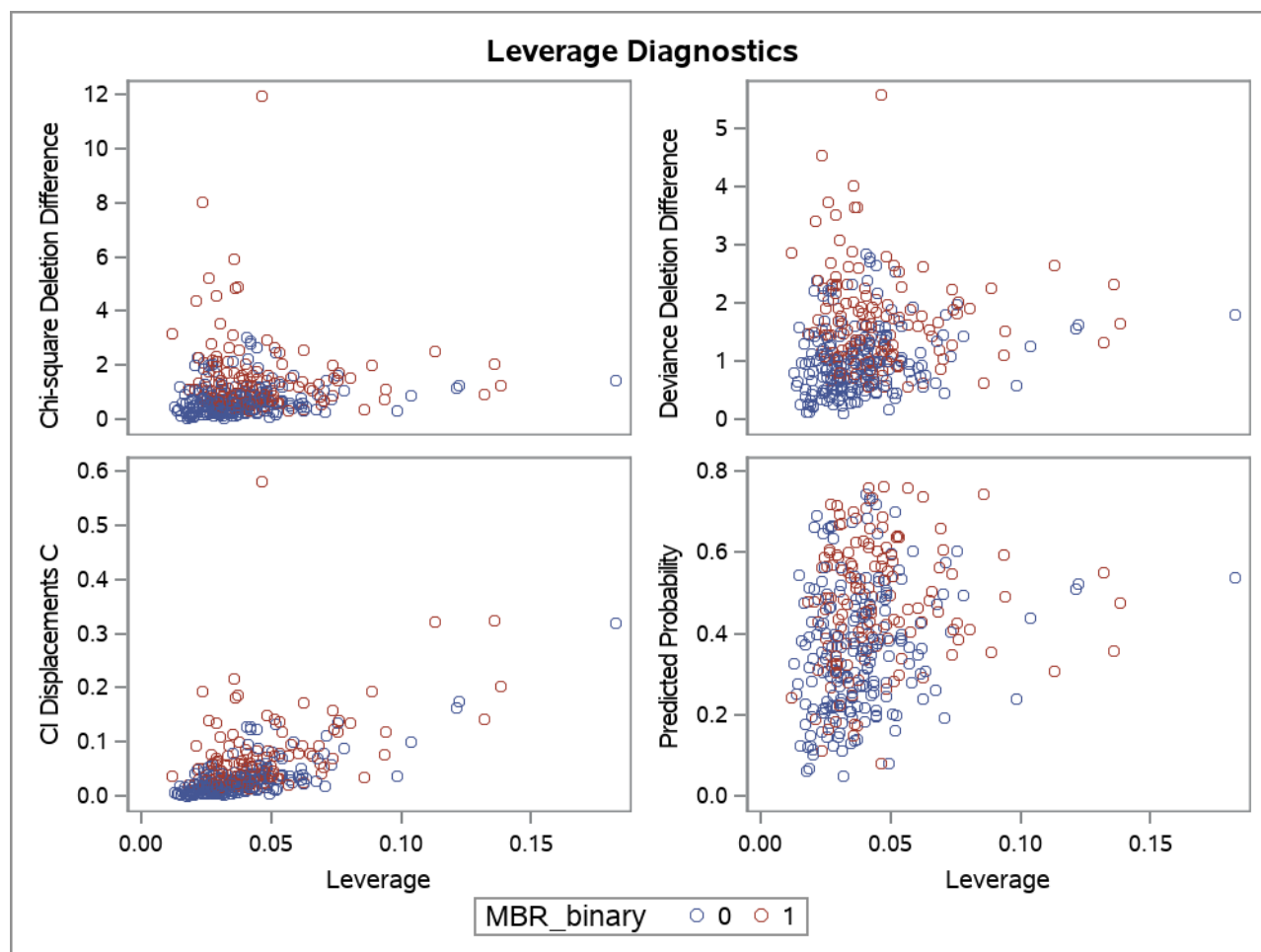
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