The LOGISTIC Procedure

Model Information	
Data Set	WORK.SORTTEMPTABLESORTED
Response Variable	SBR_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	**SBR_binary**	**Total Frequency**
1	0	188
2	1	153

Probability modeled is SBR_binary=1.

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

Model Fit Statistics		
Criterion	**Intercept Only**	**Intercept and Covariates**
AIC	471.128	441.454
SC	474.960	495.101
-2 Log L	469.128	413.454

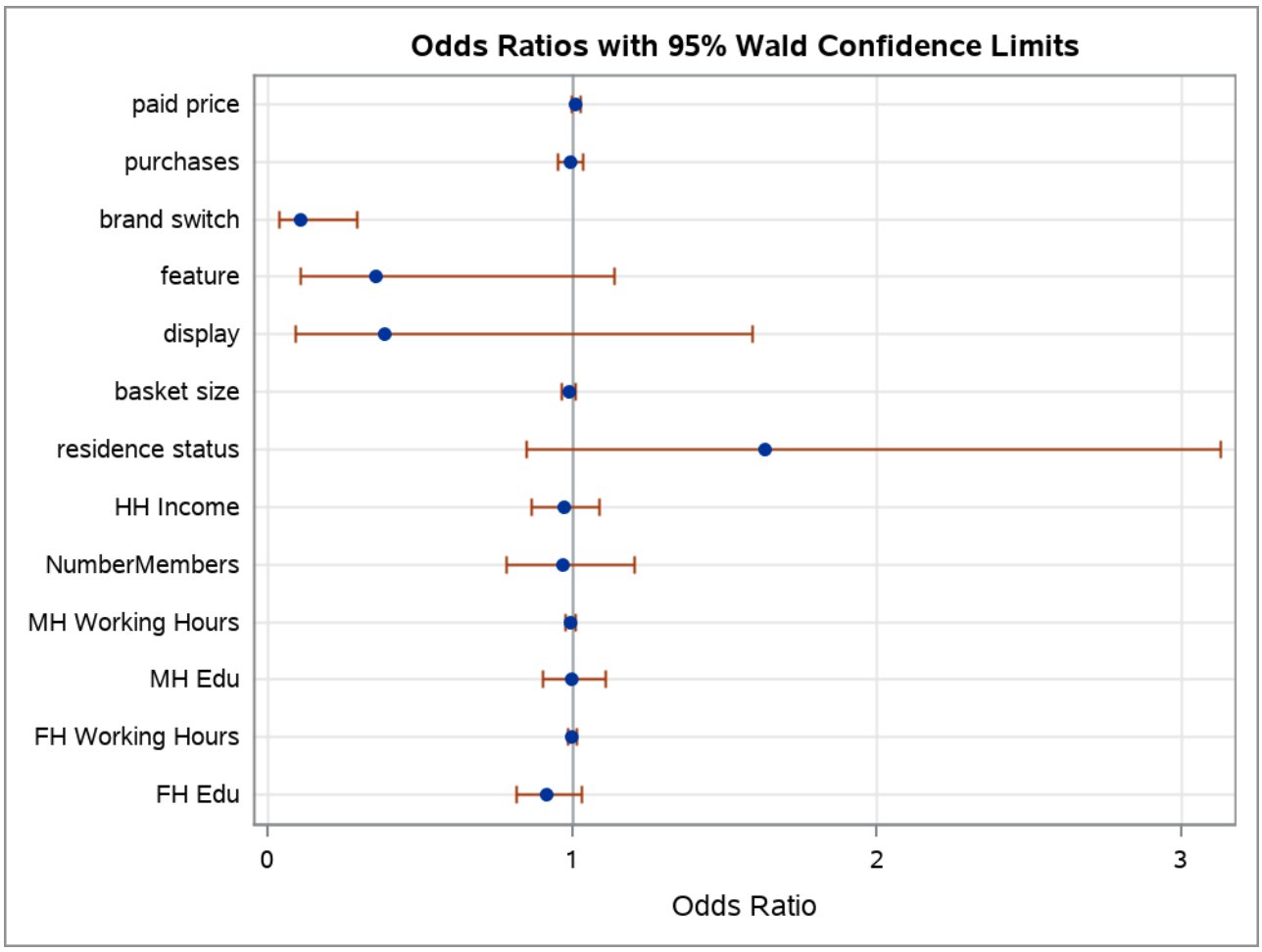
Testing Global Null Hypothesis: BETA=0			
Test	**Chi-Square**	**DF**	**Pr > ChiSq**
Likelihood Ratio	55.6735	13	<.0001
Score	52.0190	13	<.0001
Wald	44.8441	13	<.0001

The LOGISTIC Procedure

Analysis of Maximum Likelihood Estimates					
Parameter	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept	1	1.1245	1.0726	1.0990	0.2945
paid price	1	0.0112	0.00736	2.3148	0.1282
purchases	1	-0.00621	0.0207	0.0904	0.7637
brand switch	1	-2.2300	0.5119	18.9736	<.0001
feature	1	-1.0386	0.5965	3.0319	0.0816
display	1	-0.9549	0.7246	1.7367	0.1876
basket size	1	-0.0123	0.0110	1.2486	0.2638
residence status	1	0.4899	0.3319	2.1783	0.1400
HH Income	1	-0.0292	0.0577	0.2556	0.6131
NumberMembers	1	-0.0302	0.1095	0.0759	0.7829
MH Working Hours	1	-0.00487	0.00857	0.3230	0.5698
MH Edu	1	-0.00040	0.0523	0.0001	0.9938
FH Working Hours	1	-0.00111	0.00692	0.0257	0.8727
FH Edu	1	-0.0877	0.0593	2.1833	0.1395

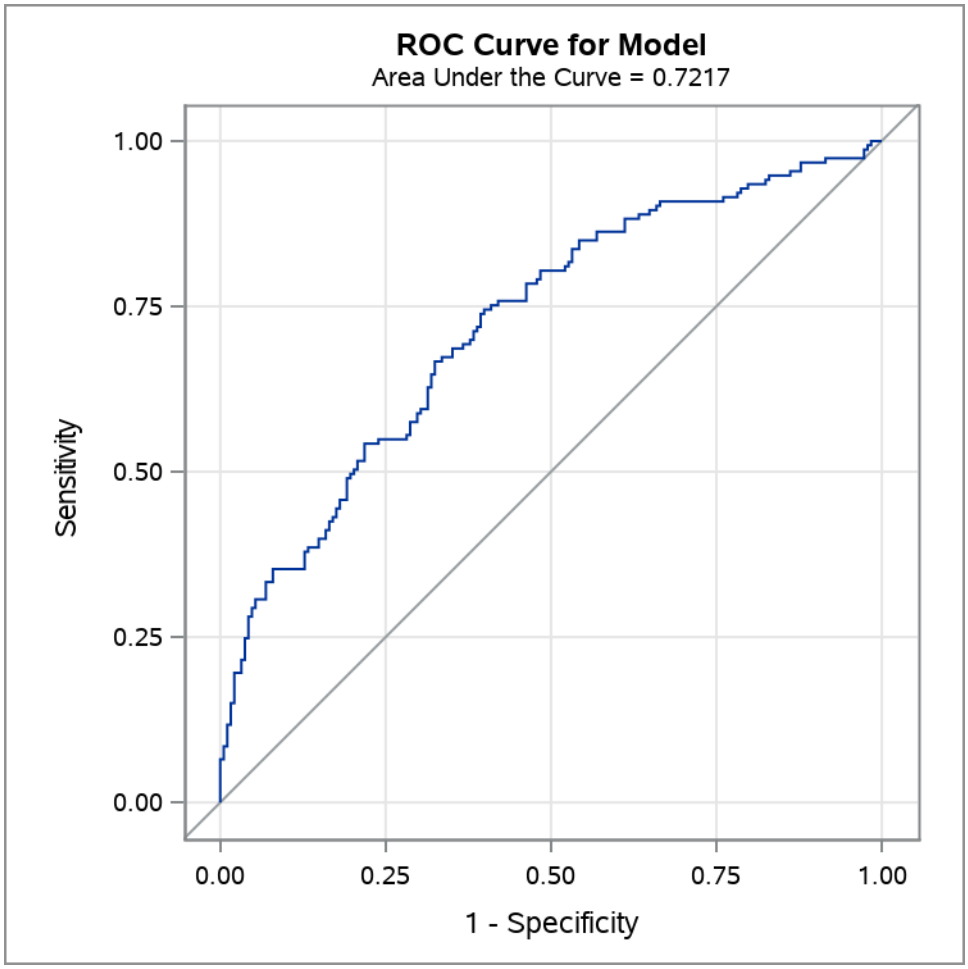
Odds Ratio Estimates			
Effect	Point Estimate	95% Wald Confidence Limits	
paid price	1.011	0.997	1.026
purchases	0.994	0.954	1.035
brand switch	0.108	0.039	0.293
feature	0.354	0.110	1.139
display	0.385	0.093	1.592
basket size	0.988	0.967	1.009
residence status	1.632	0.852	3.128
HH Income	0.971	0.867	1.088
NumberMembers	0.970	0.783	1.203
MH Working Hours	0.995	0.979	1.012
MH Edu	1.000	0.902	1.108
FH Working Hours	0.999	0.985	1.013
FH Edu	0.916	0.816	1.029

The LOGISTIC Procedure



Association of Predicted Probabilities and Observed Responses			
Percent Concordant	72.2	**Somers' D**	0.443
Percent Discordant	27.8	**Gamma**	0.443
Percent Tied	0.0	**Tau-a**	0.220
Pairs	28764	**c**	0.722

The LOGISTIC Procedure

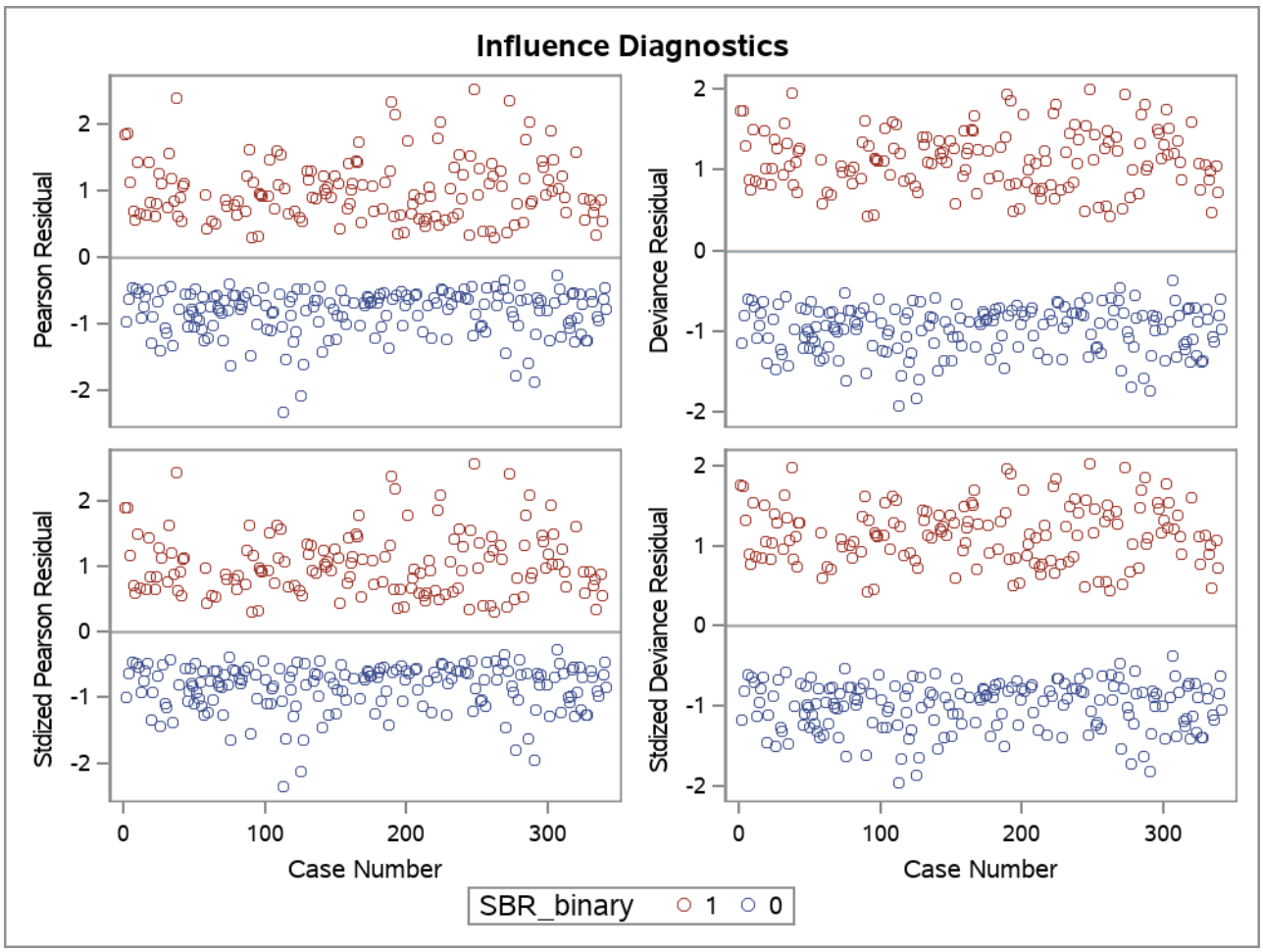


Classification Table									
	Correct		Incorrect		Percentages				
Prob Level	Event	Non-Event	Event	Non-Event	Correct	Sensi-tivity	Speci-ficity	False POS	False NEG
0.060	153	0	188	0	44.9	100.0	0.0	55.1	.
0.080	153	1	187	0	45.2	100.0	0.5	55.0	0.0
0.100	153	1	187	0	45.2	100.0	0.5	55.0	0.0
0.120	152	2	186	1	45.2	99.3	1.1	55.0	33.3
0.140	149	3	185	4	44.6	97.4	1.6	55.4	57.1
0.160	148	6	182	5	45.2	96.7	3.2	55.2	45.5
0.180	146	15	173	7	47.2	95.4	8.0	54.2	31.8
0.200	143	24	164	10	49.0	93.5	12.8	53.4	29.4
0.220	141	25	163	12	48.7	92.2	13.3	53.6	32.4
0.240	138	34	154	15	50.4	90.2	18.1	52.7	30.6
0.260	137	46	142	16	53.7	89.5	24.5	50.9	25.8
0.280	134	60	128	19	56.9	87.6	31.9	48.9	24.1

The LOGISTIC Procedure

Classification Table									
	Correct		Incorrect		Percentages				
Prob Level	Event	Non-Event	Event	Non-Event	Correct	Sensi-tivity	Speci-ficity	False POS	False NEG
0.300	126	69	119	27	57.2	82.4	36.7	48.6	28.1
0.320	122	77	111	31	58.4	79.7	41.0	47.6	28.7
0.340	119	86	102	34	60.1	77.8	45.7	46.2	28.3
0.360	114	95	93	39	61.3	74.5	50.5	44.9	29.1
0.380	108	100	88	45	61.0	70.6	53.2	44.9	31.0
0.400	107	109	79	46	63.3	69.9	58.0	42.5	29.7
0.420	100	114	74	53	62.8	65.4	60.6	42.5	31.7
0.440	93	118	70	60	61.9	60.8	62.8	42.9	33.7
0.460	88	123	65	65	61.9	57.5	65.4	42.5	34.6
0.480	84	129	59	69	62.5	54.9	68.6	41.3	34.8
0.500	80	130	58	73	61.6	52.3	69.1	42.0	36.0
0.520	72	137	51	81	61.3	47.1	72.9	41.5	37.2
0.540	65	144	44	88	61.3	42.5	76.6	40.4	37.9
0.560	61	149	39	92	61.6	39.9	79.3	39.0	38.2
0.580	57	155	33	96	62.2	37.3	82.4	36.7	38.2
0.600	53	157	31	100	61.6	34.6	83.5	36.9	38.9
0.620	51	161	27	102	62.2	33.3	85.6	34.6	38.8
0.640	47	171	17	106	63.9	30.7	91.0	26.6	38.3
0.660	44	173	15	109	63.6	28.8	92.0	25.4	38.7
0.680	38	174	14	115	62.2	24.8	92.6	26.9	39.8
0.700	34	178	10	119	62.2	22.2	94.7	22.7	40.1
0.720	28	179	9	125	60.7	18.3	95.2	24.3	41.1
0.740	24	180	8	129	59.8	15.7	95.7	25.0	41.7
0.760	21	183	5	132	59.8	13.7	97.3	19.2	41.9
0.780	15	183	5	138	58.1	9.8	97.3	25.0	43.0
0.800	14	185	3	139	58.4	9.2	98.4	17.6	42.9
0.820	12	185	3	141	57.8	7.8	98.4	20.0	43.3
0.840	10	185	3	143	57.2	6.5	98.4	23.1	43.6
0.860	8	187	1	145	57.2	5.2	99.5	11.1	43.7
0.880	5	188	0	148	56.6	3.3	100.0	0.0	44.0
0.900	3	188	0	150	56.0	2.0	100.0	0.0	44.4
0.920	0	188	0	153	55.1	0.0	100.0	.	44.9

The LOGISTIC Procedure



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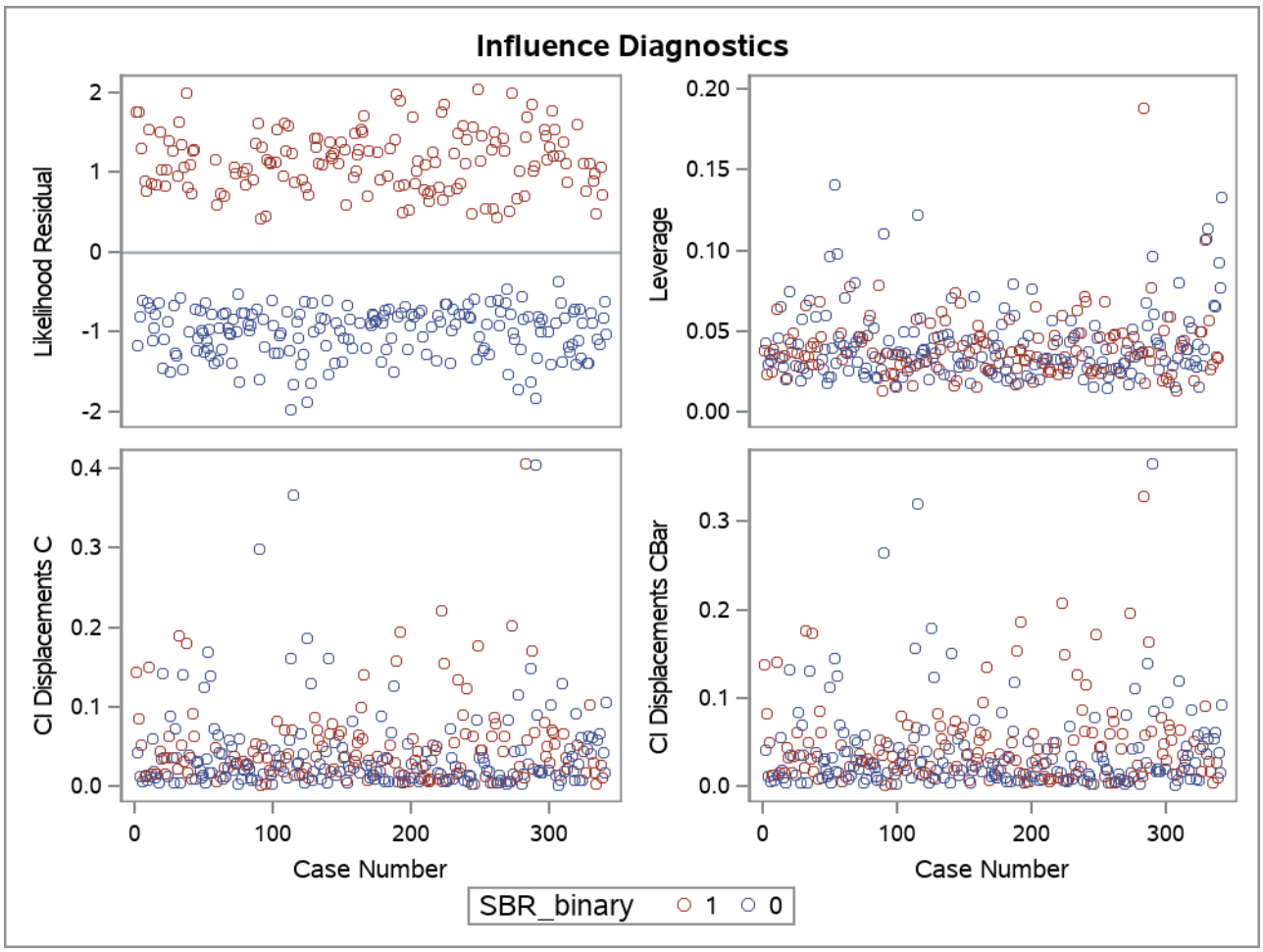

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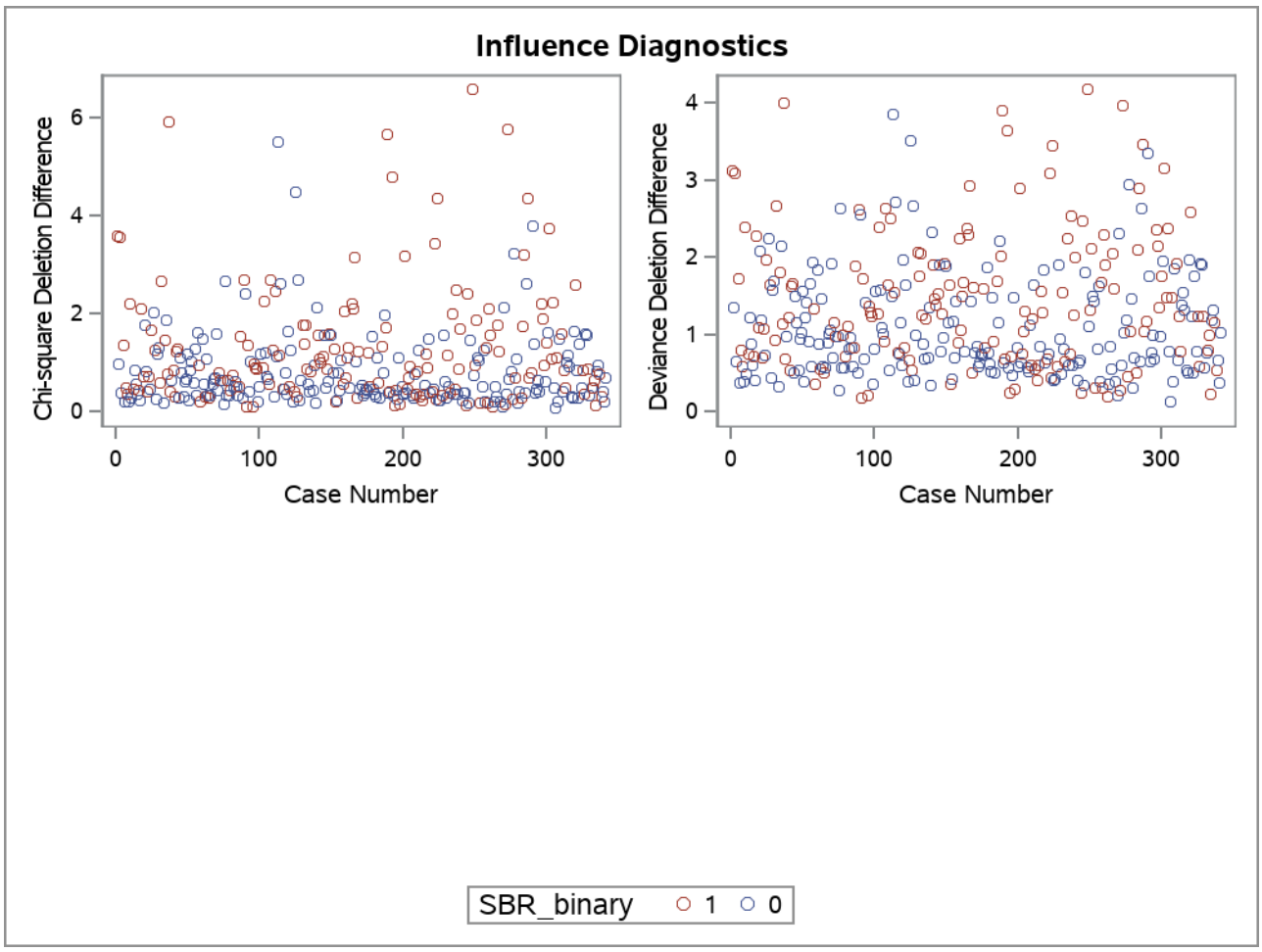

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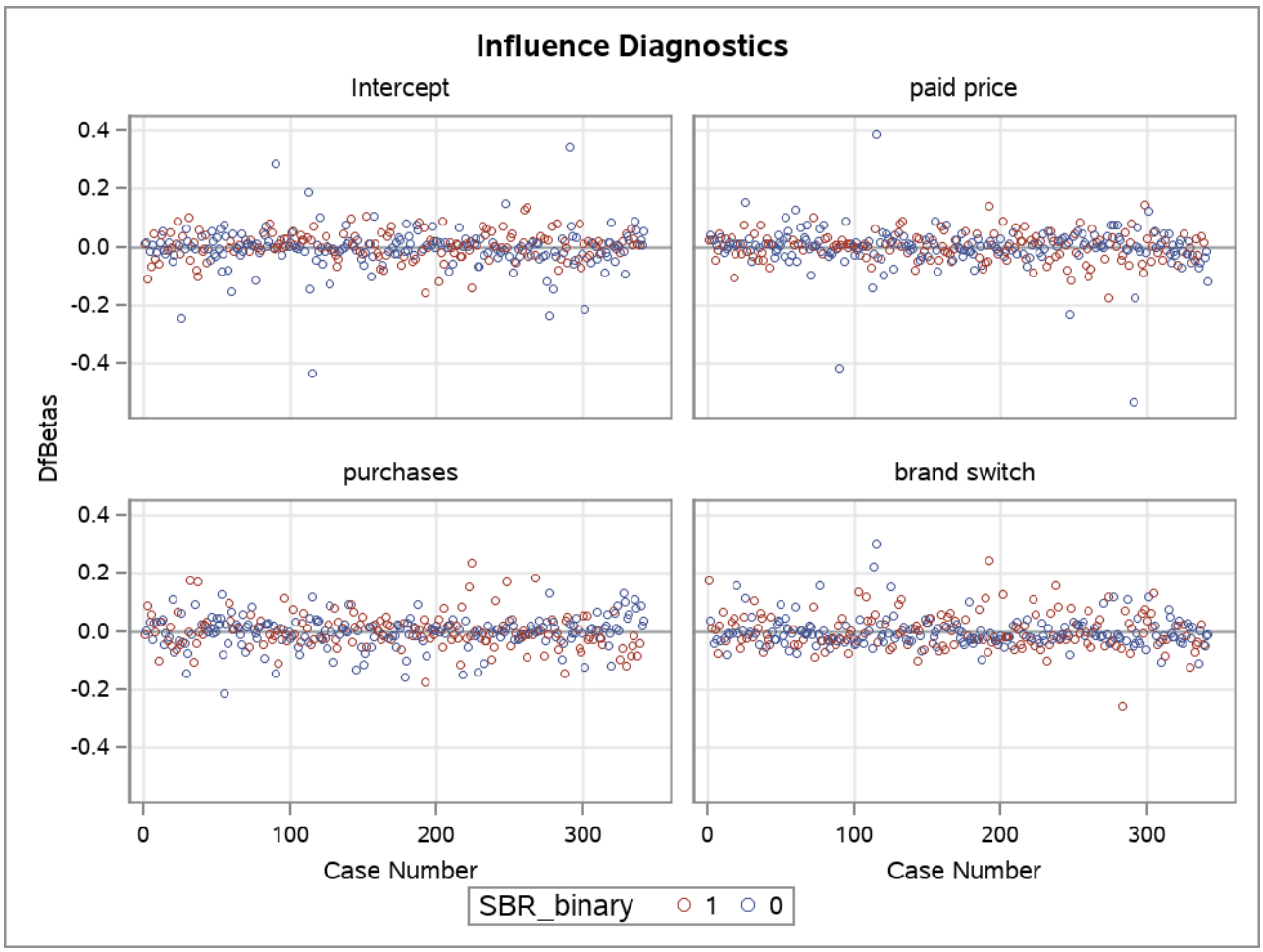

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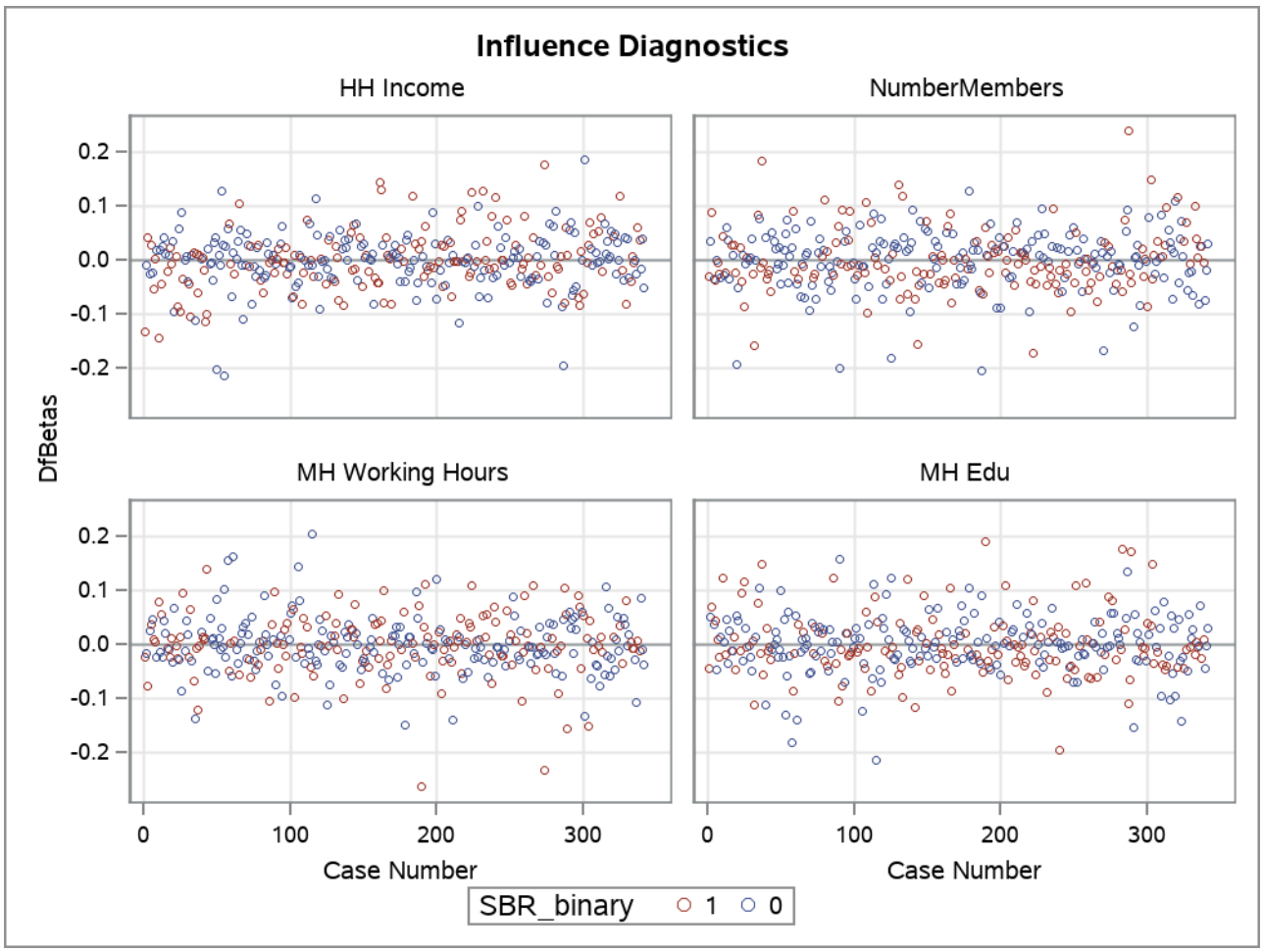

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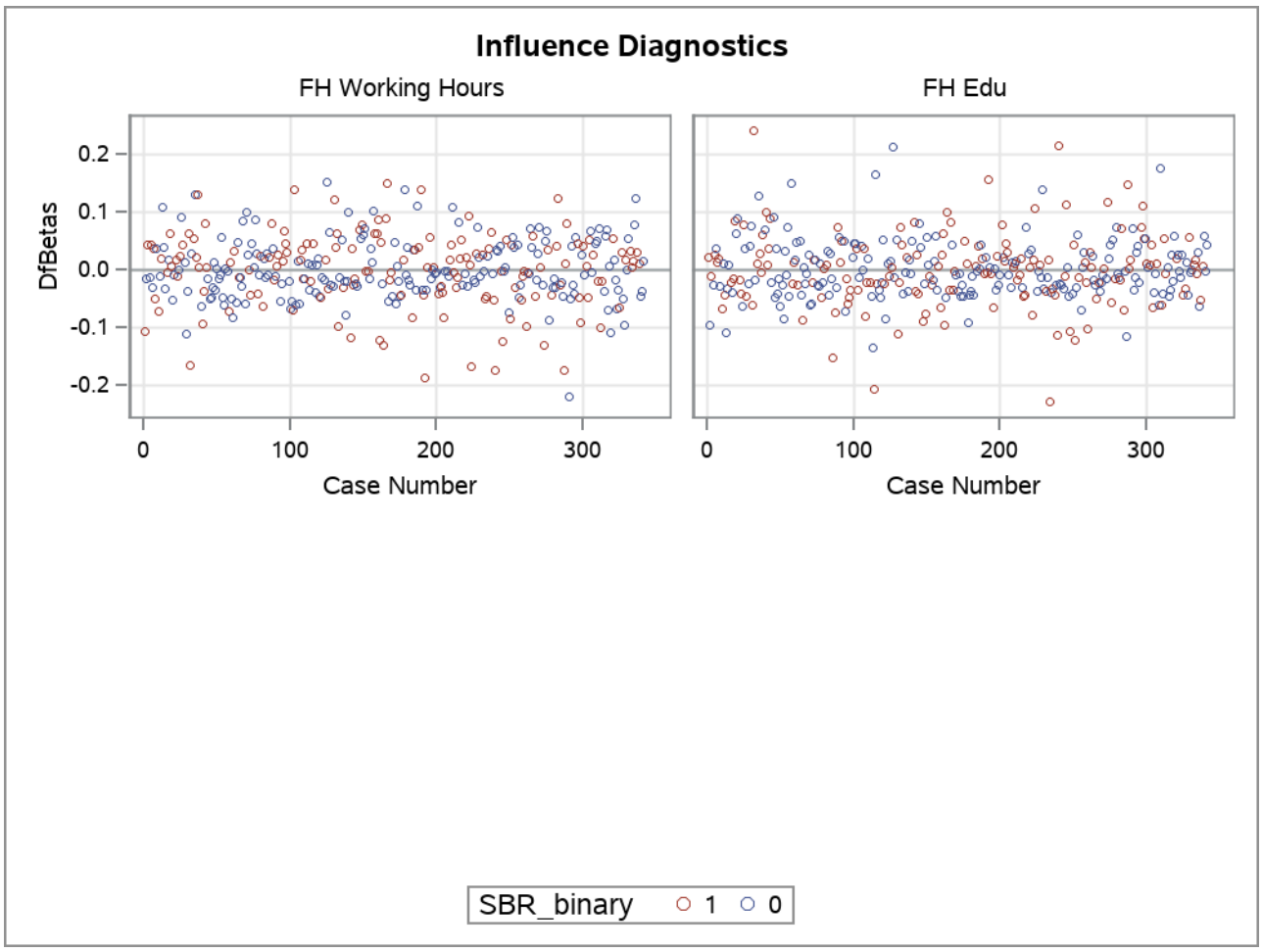

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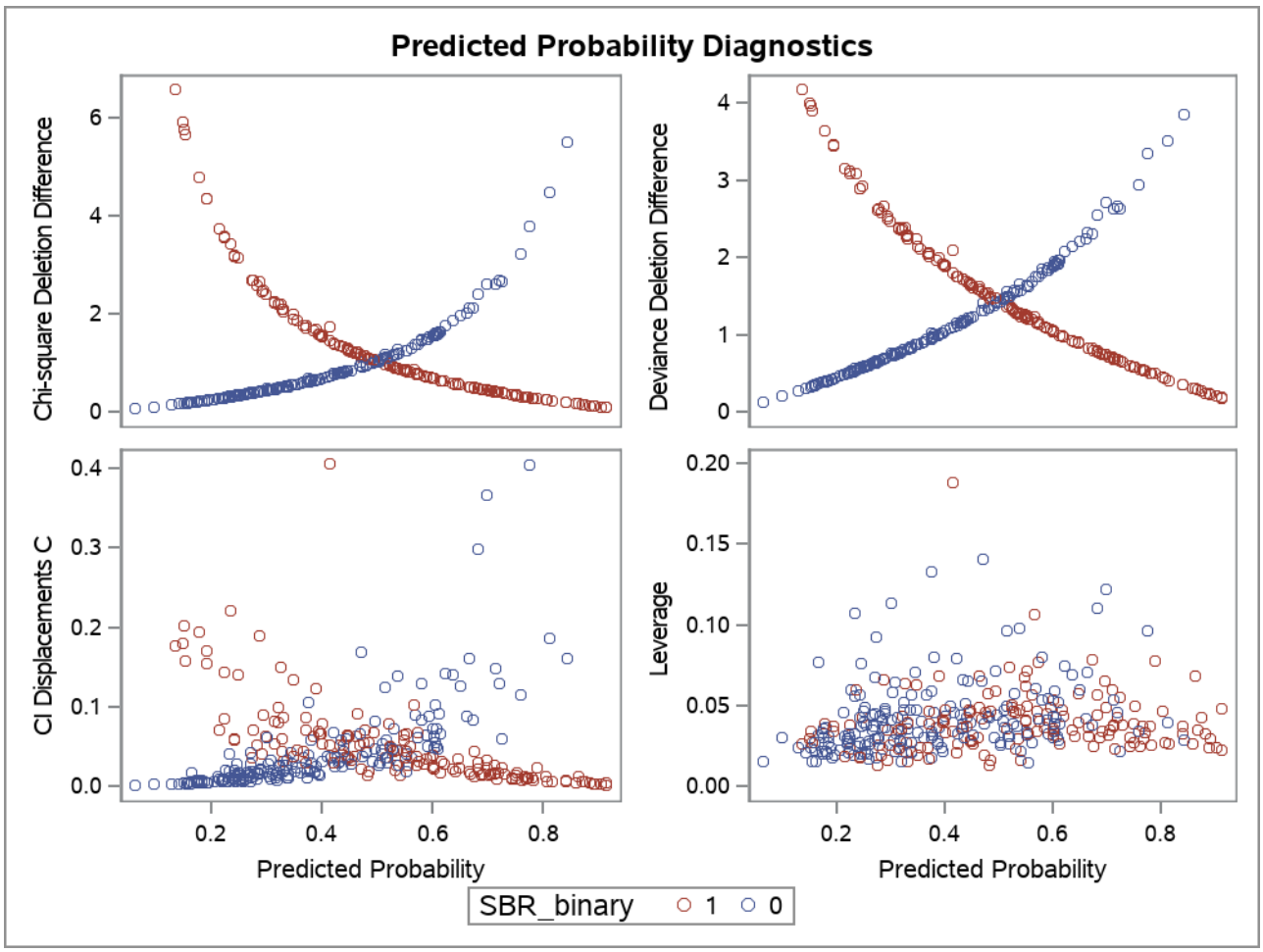

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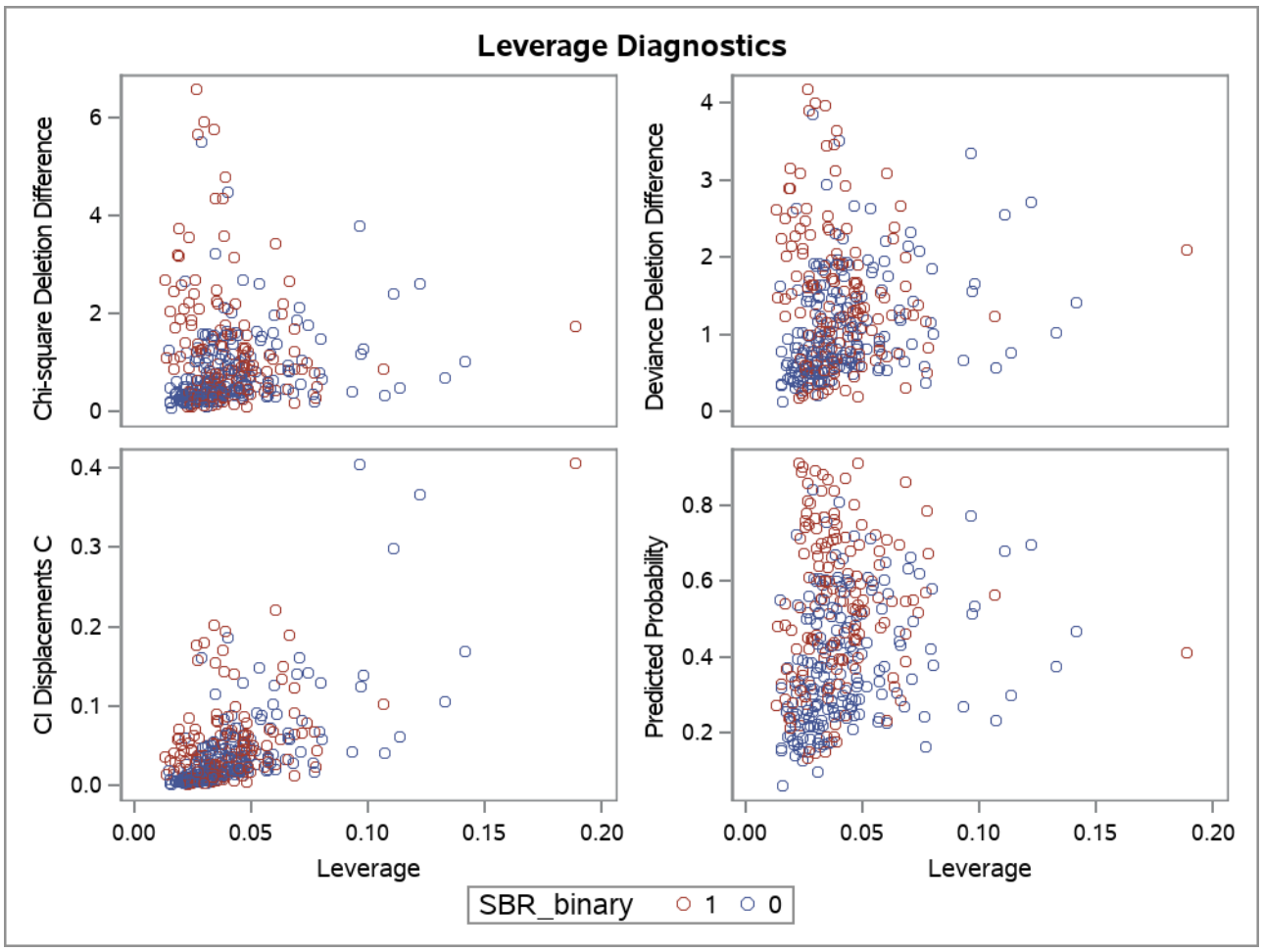

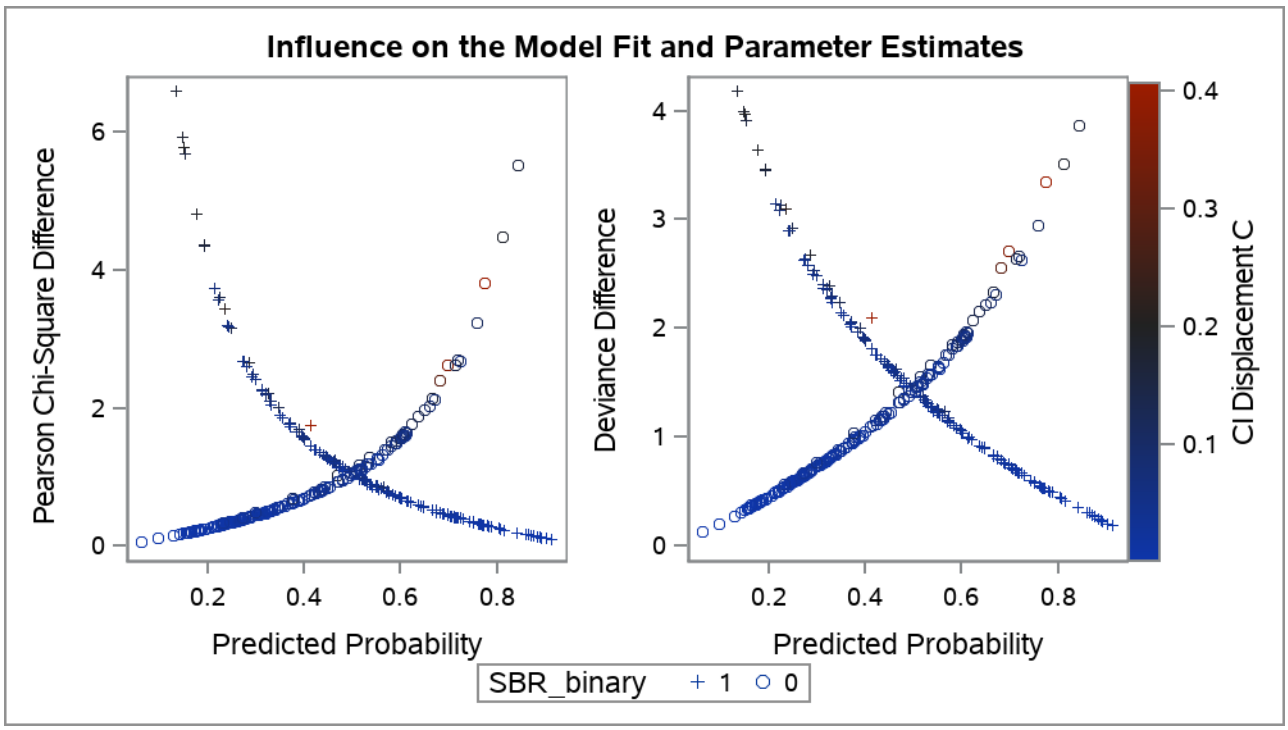
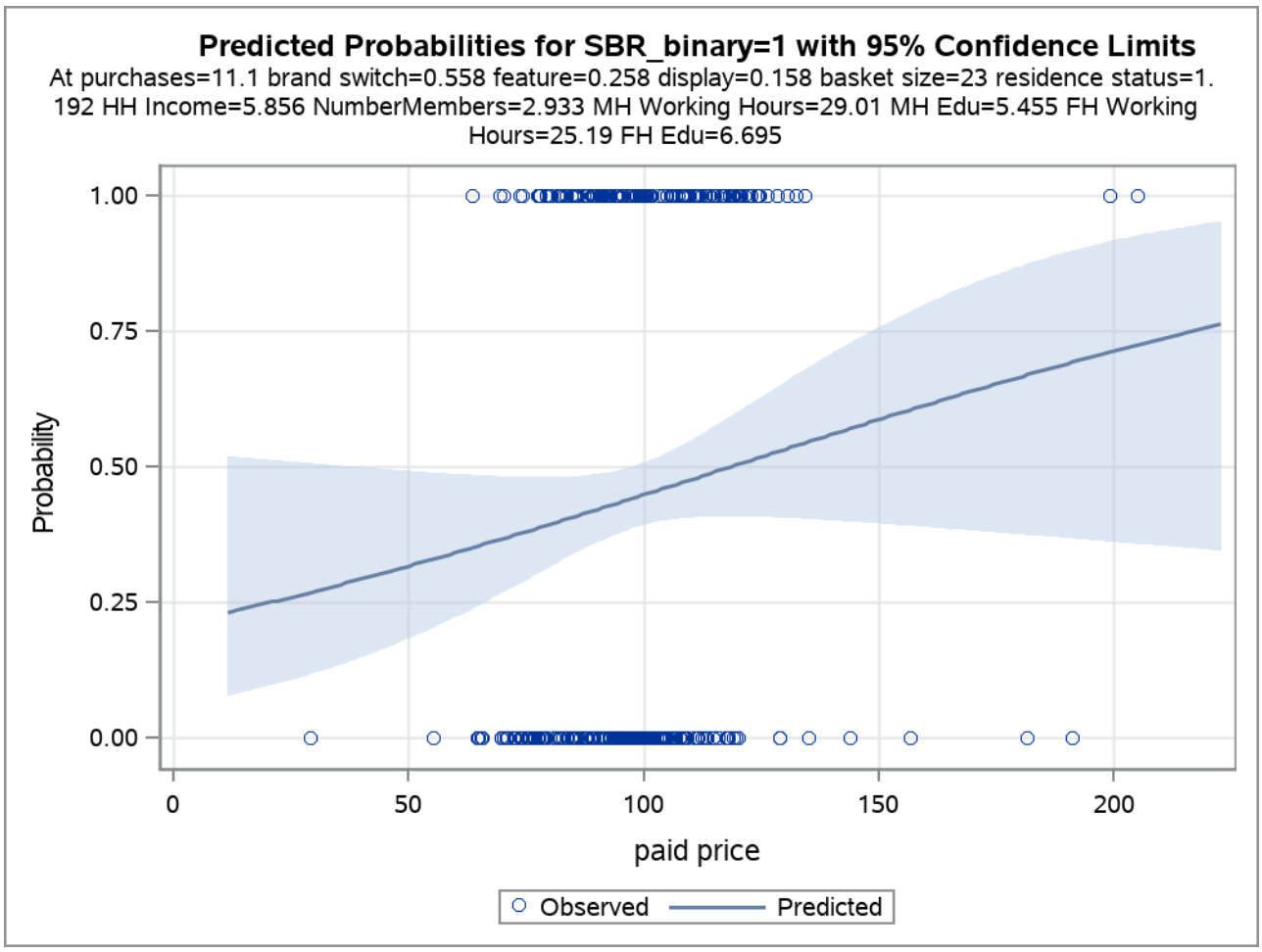
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