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Positioning Analysis

Benjamin Karaoglan, ESSEC

Dimensions

Number of dimensions retained

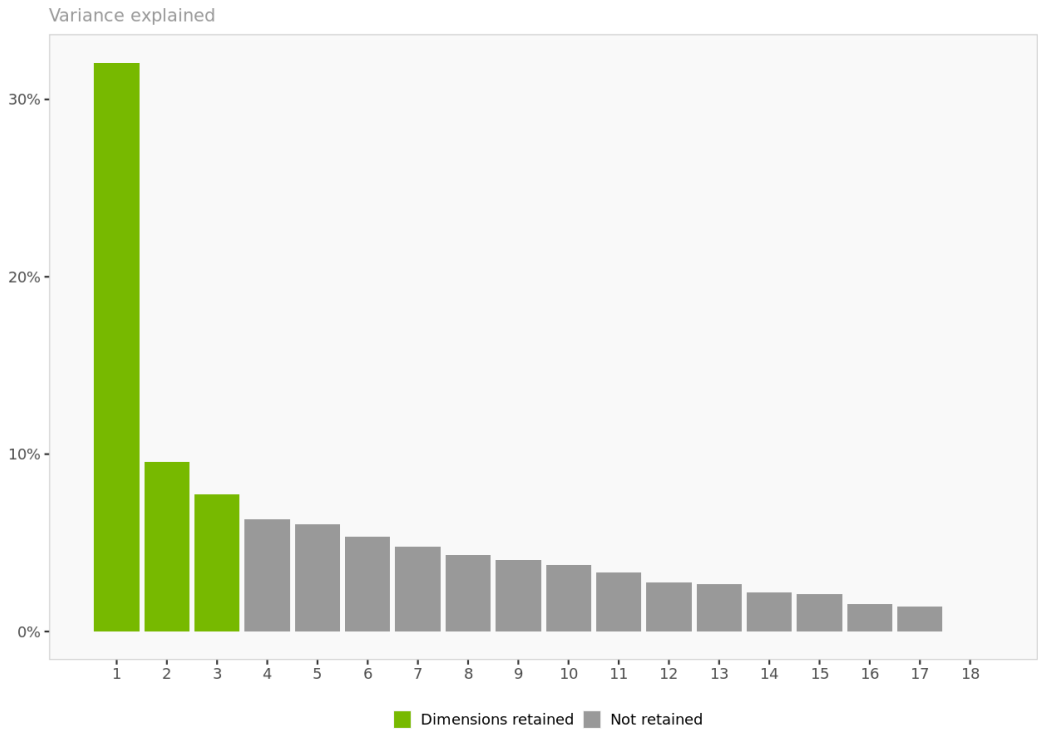
The first 2 dimensions of the positioning map explain 41.6% of the variance in the data.

Consequently, the first 3 dimensions will be displayed. The third dimension accounts for an additional 7.7% of the variance, for a total of 49.3%.

	Variance explained	Cumulative variance
Dimension 1	32.1%	32.1%
Dimension 2	9.5%	41.6%
Dimension 3	7.7%	49.3%
Dimension 4	6.3%	55.7%
Dimension 5	6.0%	61.7%
Dimension 6	5.3%	67.1%
Dimension 7	4.8%	71.8%
Dimension 8	4.3%	76.1%
Dimension 9	4.0%	80.2%
Dimension 10	3.7%	83.9%
Dimension 11	3.3%	87.2%
Dimension 12	2.8%	90.0%
Dimension 13	2.7%	92.7%
Dimension 14	2.2%	94.9%
Dimension 15	2.1%	97.0%
Dimension 16	1.6%	98.6%
Dimension 17	1.4%	100.0%
Dimension 18	0.0%	100.0%

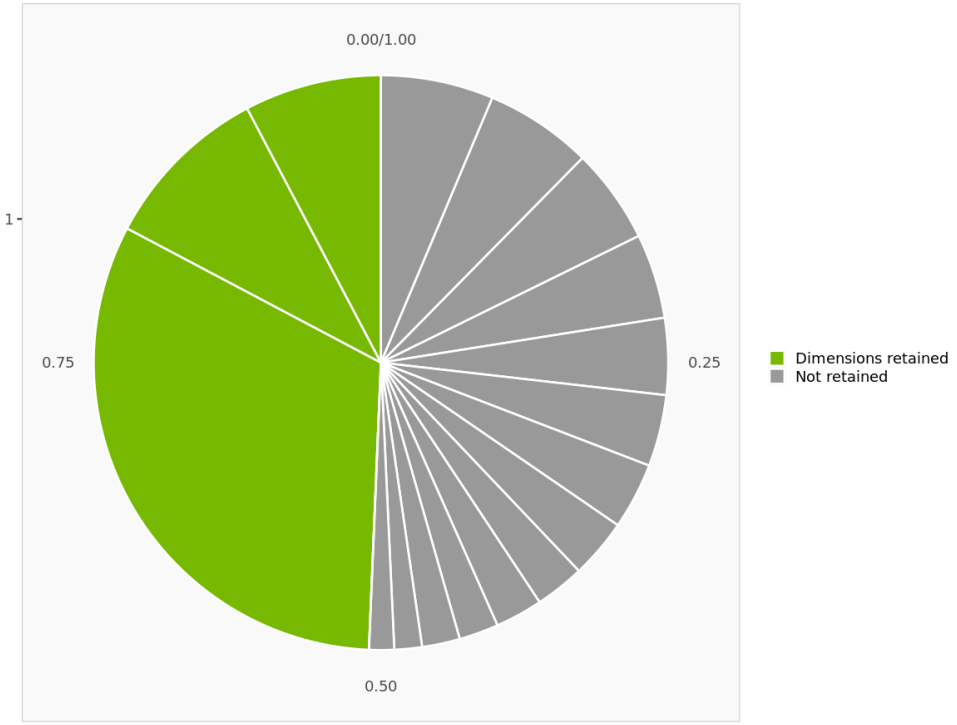
Variance explained. Variance and cumulated variance explained, by dimension.

Variance explained



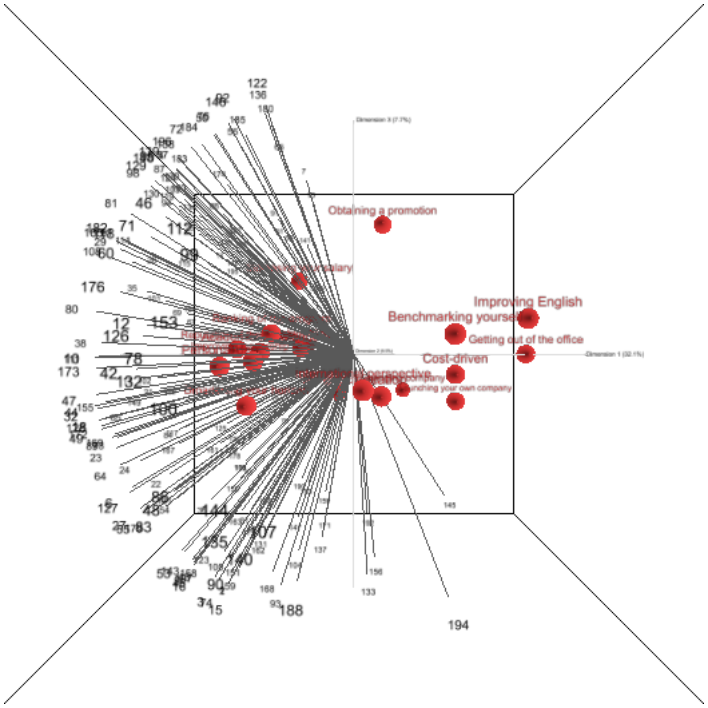
Variance explained. Each additional dimension captures a decreasing portion of the variance found in the original data.

Cumulative variance explained



Cummulative variance explained. The first 3 dimensions account for 49.3 % of the variance in the data.

3D visualization



Visualization in 3D of the perceptual map. To rotate the map, holds the left mouse button down and move it around.

Objects

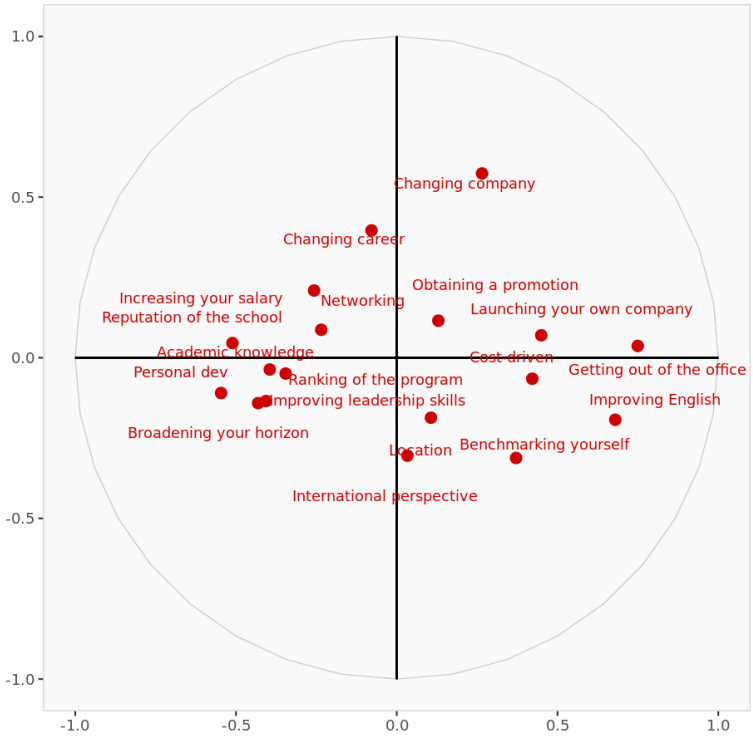
Interpretation

In this section, only the objects (e.g., brands) are displayed on the perceptual map.

In interpreting the map, remember that the closer two objects are, the more similar they are perceived to be, that is, the more similar they rate on the underlying attributes.

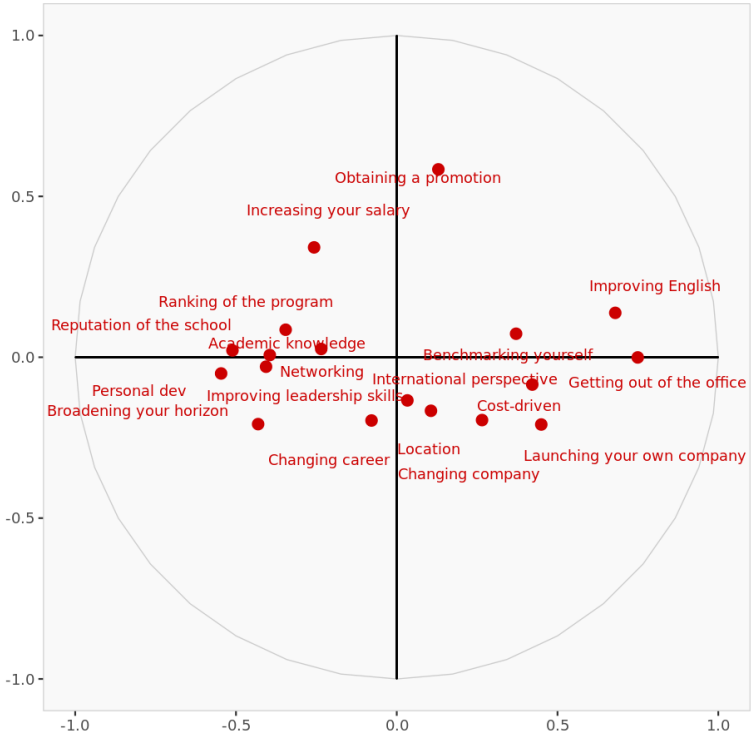
Since the first 3 dimensions of the perceptual map have been retained, the map can be seen as a cube in 3 dimensions. Each view displays the cube seen from a different angle.

Dimensions I-II



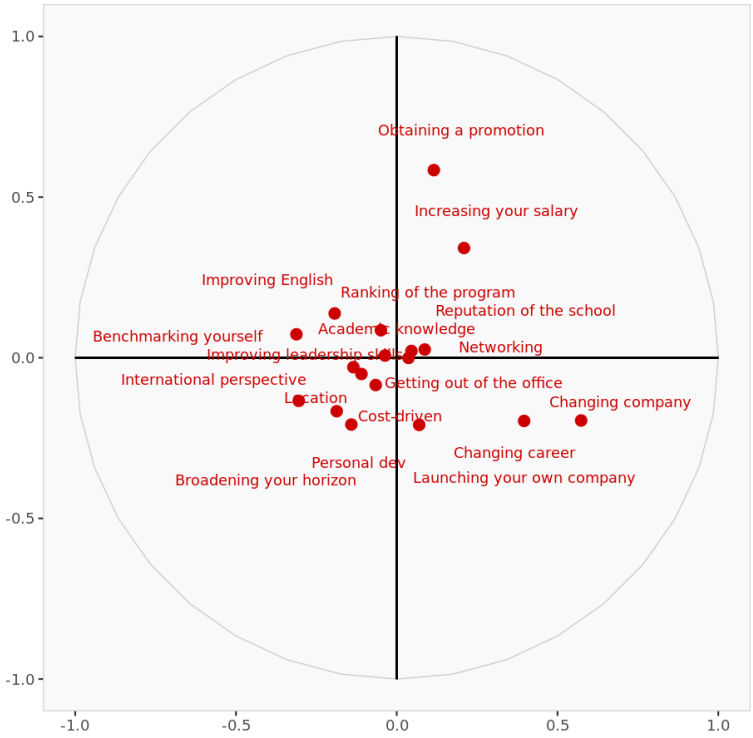
Objects I-II. Object position on the first and second dimensions of the perceptual map.

Dimensions I-III



Objects I-III. Object positions on the first and third dimensions of the perceptual map.

Dimensions II-III



Objects II-III. Object positions on the second and third dimensions of the perceptual map.

Coordinates

	Dimension I	Dimension II	Dimension III
Networking	-0.235	0.087	0.026
Reputation of the school	-0.511	0.046	0.021
Changing company	0.265	0.573	-0.195
Academic knowledge	-0.395	-0.037	0.007
Cost-driven	0.422	-0.065	-0.085
Location	0.106	-0.187	-0.166

Ranking of the program	-0.345	-0.049	0.085
Increasing your salary	-0.257	0.209	0.341
Launching your own company	0.449	0.070	-0.209
Personal dev	-0.546	-0.110	-0.050
Changing career	-0.078	0.396	-0.197
Obtaining a promotion	0.129	0.115	0.584
Benchmarking yourself	0.371	-0.312	0.073
Getting out of the office	0.750	0.037	-0.001
Broadening your horizon	-0.431	-0.141	-0.208
International perspective	0.033	-0.305	-0.134
Improving English	0.680	-0.193	0.138
Improving leadership skills	-0.406	-0.135	-0.029

Object coordinates. Displays the coordinates of all the objects in every dimensions.

Attributes

Interpretation

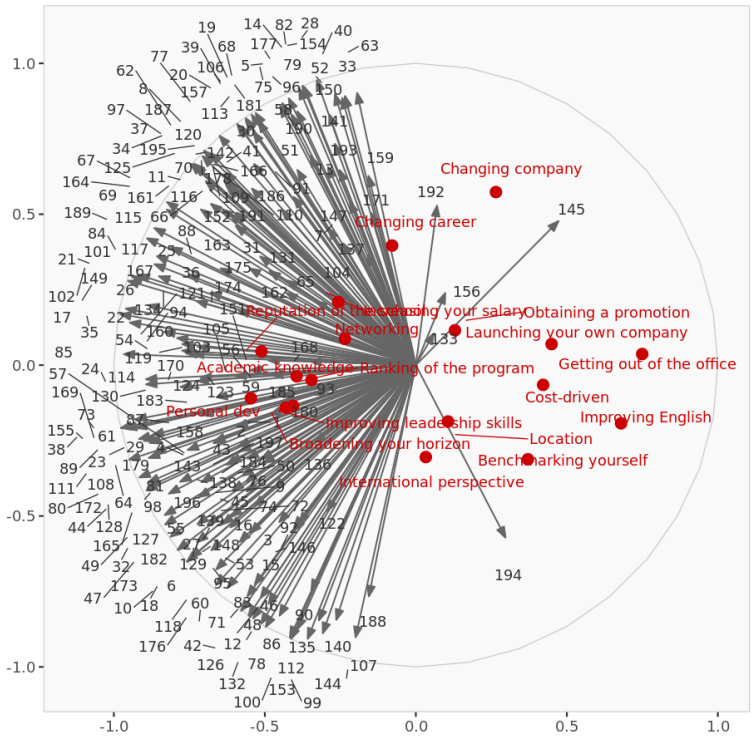
In interpreting the direction of the attributes, remember that:

- Two attributes that go in the same direction tend to be highly correlated, that is, an object rated high on one attribute will usually be rated high on the other.
- Two attributes that are perpendicular to one another tend to be uncorrelated.
- Two attributes that go in opposite directions tend to be negatively correlated, that is, an object rated high on one attribute will often rate low on the other, and vice-versa.

And in interpreting the length of the vector representing the attributes:

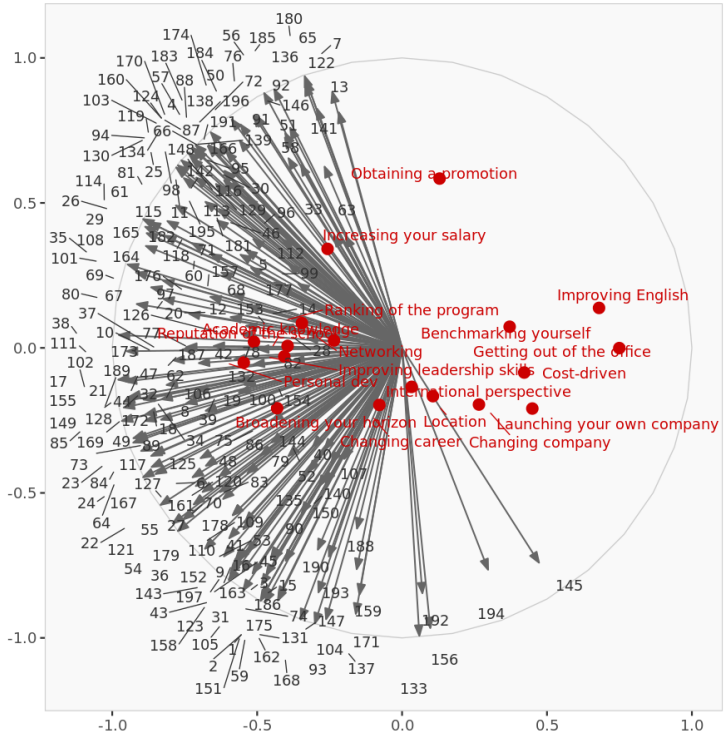
- The longer the vector, the better that attribute is captured by the two dimensions displayed.
- If an attribute appears very close to the origin when looking at dimensions I and II, it might appear much longer and be better captured by dimension III.

Dimensions I-II



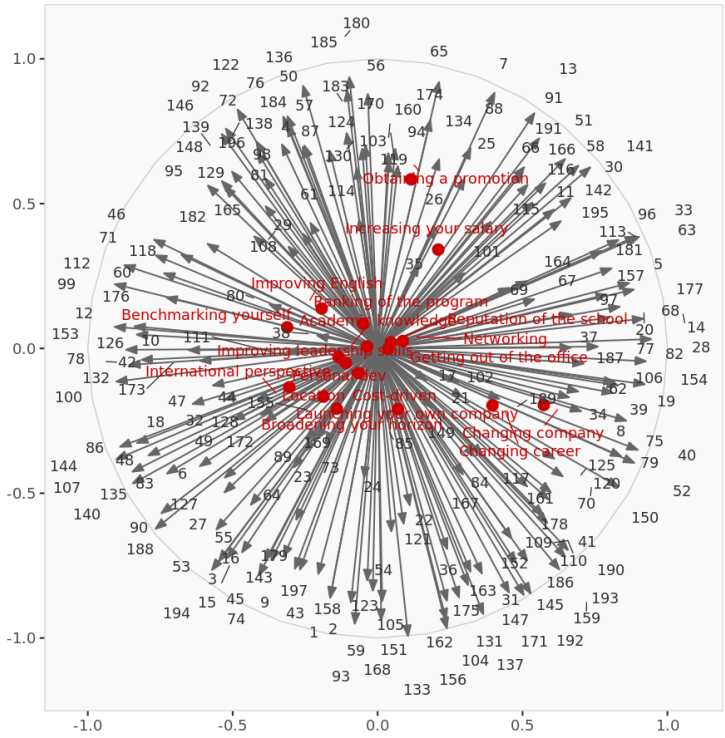
Attributes I-II. Objects and attributes on the first and second dimensions of the perceptual map.

Dimensions I-III



Attributes I-III. Objects and attributes on the first and third dimensions of the perceptual map.

Dimensions II-III



Attributes II-III. Objects and attributes on the second and third dimensions of the perceptual map.

Coordinates

	Dimension I	Dimension II	Dimension III
1	-0.483	-0.164	-0.860
2	-0.483	-0.164	-0.860
3	-0.452	-0.520	-0.724
4	-0.670	-0.258	0.696
5	-0.442	0.868	0.226
6	-0.677	-0.613	-0.406

7	-0.241	0.403	0.883
8	-0.678	0.703	-0.217
9	-0.575	-0.367	-0.731
10	-0.758	-0.652	-0.006
11	-0.679	0.535	0.504
12	-0.538	-0.839	0.076
13	-0.218	0.541	0.812
14	-0.387	0.917	0.103
15	-0.402	-0.548	-0.734
16	-0.534	-0.468	-0.704
17	-0.980	0.169	-0.110
18	-0.745	-0.638	-0.192
19	-0.543	0.830	-0.127
20	-0.592	0.799	0.106
21	-0.941	0.294	-0.168
22	-0.833	0.111	-0.541
23	-0.900	-0.251	-0.355
24	-0.894	-0.047	-0.446
25	-0.753	0.299	0.586
26	-0.887	0.199	0.418
27	-0.688	-0.528	-0.497
28	-0.328	0.944	0.032
29	-0.881	-0.258	0.396
30	-0.536	0.666	0.519
31	-0.516	0.360	-0.777
32	-0.830	-0.528	-0.177
33	-0.235	0.892	0.387
34	-0.731	0.661	-0.169
35	-0.947	0.141	0.288
36	-0.680	0.240	-0.693
37	-0.745	0.667	0.003
38	-0.977	-0.209	0.044
39	-0.563	0.812	-0.154
40	-0.268	0.898	-0.350
41	-0.543	0.585	-0.602
42	-0.579	-0.815	-0.039
43	-0.587	-0.268	-0.764
44	-0.892	-0.415	-0.178
45	-0.563	-0.386	-0.731
46	-0.514	-0.771	0.375
47	-0.813	-0.569	-0.128
48	-0.487	-0.791	-0.370
49	-0.832	-0.497	-0.247
50	-0.511	-0.311	0.801
51	-0.392	0.647	0.654
52	-0.244	0.886	-0.395
53	-0.548	-0.556	-0.625
54	-0.774	0.048	-0.632
55	-0.719	-0.437	-0.540
56	-0.476	-0.034	0.879
57	-0.668	-0.253	0.700
58	-0.349	0.693	0.631
59	-0.472	-0.092	-0.877
60	-0.624	-0.737	0.260
61	-0.871	-0.232	0.433
62	-0.706	0.692	-0.148
63	-0.194	0.902	0.385
64	-0.864	-0.290	-0.411
65	-0.330	0.212	0.920
66	-0.615	0.501	0.609
67	-0.824	0.541	0.170
68	-0.530	0.835	0.144
69	-0.866	0.454	0.209
70	-0.629	0.598	-0.497
71	-0.558	-0.765	0.321
72	-0.560	-0.419	0.715
73	-0.928	-0.180	-0.327
74	-0.469	-0.410	-0.783
75	-0.449	0.858	-0.249
76	-0.503	-0.326	0.801

77	-0.650	0.760	0.006
78	-0.497	-0.868	-0.004
79	-0.392	0.841	-0.373
80	-0.916	-0.372	0.151
81	-0.781	-0.386	0.491
82	-0.375	0.926	-0.044
83	-0.533	-0.727	-0.432
84	-0.866	0.334	-0.373
85	-0.967	0.036	-0.252
86	-0.451	-0.830	-0.327
87	-0.712	-0.166	0.683
88	-0.647	0.321	0.692
89	-0.917	-0.245	-0.316
90	-0.346	-0.746	-0.569
91	-0.404	0.557	0.725
92	-0.386	-0.524	0.759
93	-0.301	-0.079	-0.950
94	-0.774	0.070	0.630
95	-0.583	-0.586	0.563
96	-0.412	0.831	0.374
97	-0.735	0.668	0.118
98	-0.710	-0.388	0.588
99	-0.358	-0.907	0.222
100	-0.417	-0.902	-0.114
101	-0.918	0.299	0.260
102	-0.953	0.279	-0.116
103	-0.738	0.037	0.674
104	-0.262	0.236	-0.936
105	-0.548	-0.017	-0.836
106	-0.563	0.818	-0.117
107	-0.200	-0.902	-0.383
108	-0.884	-0.308	0.352
109	-0.584	0.571	-0.577
110	-0.584	0.571	-0.577
111	-0.950	-0.313	-0.011
112	-0.391	-0.874	0.287
113	-0.538	0.773	0.336
114	-0.894	-0.064	0.444
115	-0.810	0.391	0.437
116	-0.642	0.518	0.565
117	-0.858	0.361	-0.366
118	-0.661	-0.677	0.324
119	-0.761	0.039	0.647
120	-0.630	0.639	-0.442
121	-0.791	0.090	-0.605
122	-0.293	-0.483	0.825
123	-0.598	-0.036	-0.801
124	-0.722	-0.053	0.690
125	-0.695	0.610	-0.380
126	-0.554	-0.831	0.048
127	-0.723	-0.527	-0.446
128	-0.886	-0.403	-0.230
129	-0.640	-0.527	0.559
130	-0.780	-0.072	0.622
131	-0.426	0.281	-0.860
132	-0.512	-0.857	-0.057
133	0.060	0.105	-0.993
134	-0.727	0.212	0.654
135	-0.321	-0.846	-0.426
136	-0.334	-0.257	0.907
137	-0.160	0.365	-0.917
138	-0.628	-0.330	0.705
139	-0.612	-0.503	0.611
140	-0.263	-0.845	-0.466
141	-0.267	0.733	0.625
142	-0.633	0.608	0.479
143	-0.615	-0.325	-0.719
144	-0.308	-0.889	-0.340
145	0.473	0.478	-0.741
146	-0.403	-0.538	0.740

147	-0.289	0.454	-0.843
148	-0.614	-0.538	0.578
149	-0.961	0.187	-0.206
150	-0.287	0.831	-0.477
151	-0.488	0.016	-0.872
152	-0.597	0.462	-0.656
153	-0.413	-0.907	0.075
154	-0.369	0.921	-0.124
155	-0.960	-0.211	-0.185
156	0.097	0.239	-0.966
157	-0.583	0.791	0.186
158	-0.593	-0.205	-0.779
159	-0.157	0.627	-0.763
160	-0.722	0.061	0.689
161	-0.712	0.516	-0.476
162	-0.429	0.239	-0.871
163	-0.550	0.321	-0.771
164	-0.825	0.515	0.232
165	-0.818	-0.426	0.387
166	-0.583	0.579	0.570
167	-0.851	0.294	-0.435
168	-0.350	0.012	-0.937
169	-0.927	-0.208	-0.311
170	-0.713	-0.042	0.700
171	-0.147	0.504	-0.851
172	-0.886	-0.389	-0.252
173	-0.789	-0.613	-0.043
174	-0.588	0.182	0.788
175	-0.485	0.312	-0.817
176	-0.662	-0.729	0.176
177	-0.421	0.884	0.203
178	-0.618	0.589	-0.521
179	-0.756	-0.281	-0.592
180	-0.336	-0.098	0.937
181	-0.521	0.807	0.277
182	-0.725	-0.587	0.361
183	-0.660	-0.107	0.743
184	-0.557	-0.310	0.770
185	-0.441	-0.106	0.891
186	-0.444	0.516	-0.732
187	-0.701	0.711	-0.052
188	-0.156	-0.766	-0.623
189	-0.890	0.420	-0.174
190	-0.291	0.657	-0.696
191	-0.594	0.505	0.626
192	0.070	0.528	-0.846
193	-0.253	0.647	-0.720
194	0.297	-0.572	-0.765
195	-0.638	0.632	0.440
196	-0.607	-0.415	0.677
197	-0.583	-0.286	-0.761

Attributes coordinates. Displays the coordinates of all the attributes in every dimensions.

Summary

	Dimension I	Dimension II	Dimension III
1 Most positive		28	180
2		82	65
3		154	136
4		14	185
5		63	7
6		40	56
7		33	122
8		52	13
9		177	50
10		5	76
11		75	174
12		79	184

13		68	92
14		96	183
15		150	146
16		19	91
17		106	72
18		39	
19		181	
20		20	
21		157	
22		113	
23		77	
24		141	
25		187	
26 ...			
27	98		
28	87		
29	161		
30	170		
31	55		
32	160		
33	124		
34	127		
35	182		
36	134		
37	34		
38	97		
39	103		
40	37		
41	18		
42	25		
43	179		
44	10		
45	119		
46	94		
47	54		
48	130		
49	81		
50	173		
51	121		
52	115		
53	47		
54	165		
55	67		
56	164		143
57	32		193
58	49		3
59	22		45
60	167		9
61	117		186
62	64		15
63	84		145
64	69		197
65	61		159
66	29		43
67	108		194
68	128	83	163
69	172	176	31
70	26	60	158
71	189	90	74
72	44	71	123
73	114	188	175
74	24	46	105
75	23	48	147
76	80	42	192
77	89	86	171
78	101	126	131
79	169	12	2
80	73	140	1
81	21	135	162
82	35	132	151

83	111	78	59
84	102	112	137
85	155	144	104
86	149	100	168
87	85	107	93
88	38	99	156
89 Most negative	17	153	133

Attributes coordinates position. Displays the names of the attributes depending of their position in each dimension.

	Dimension I	Dimension II	Dimension III
1	-0.0037	-0.0013	-0.0066
2	-0.0037	-0.0013	-0.0066
3	-0.0035	-0.0041	-0.0057
4	-0.0037	-0.0014	0.0038
5	-0.0036	0.0071	0.0019
6	-0.0051	-0.0046	-0.0031
7	-0.0023	0.0038	0.0083
8	-0.0037	0.0038	-0.0012
9	-0.0045	-0.0029	-0.0058
10	-0.0047	-0.0040	0.0000
11	-0.0046	0.0036	0.0034
12	-0.0033	-0.0051	0.0005
13	-0.0010	0.0024	0.0036
14	-0.0031	0.0073	0.0008
15	-0.0033	-0.0045	-0.0060
16	-0.0035	-0.0031	-0.0047
17	-0.0047	0.0008	-0.0005
18	-0.0049	-0.0042	-0.0013
19	-0.0039	0.0059	-0.0009
20	-0.0046	0.0062	0.0008
21	-0.0049	0.0015	-0.0009
22	-0.0036	0.0005	-0.0023
23	-0.0036	-0.0010	-0.0014
24	-0.0055	-0.0003	-0.0027
25	-0.0044	0.0018	0.0034
26	-0.0046	0.0010	0.0022
27	-0.0024	-0.0019	-0.0017
28	-0.0022	0.0062	0.0002
29	-0.0055	-0.0016	0.0025
30	-0.0039	0.0049	0.0038
31	-0.0041	0.0029	-0.0062
32	-0.0057	-0.0036	-0.0012
33	-0.0013	0.0050	0.0022
34	-0.0052	0.0047	-0.0012
35	-0.0046	0.0007	0.0014
36	-0.0040	0.0014	-0.0040
37	-0.0048	0.0043	0.0000
38	-0.0055	-0.0012	0.0003
39	-0.0042	0.0060	-0.0011
40	-0.0015	0.0049	-0.0019
41	-0.0041	0.0044	-0.0045
42	-0.0039	-0.0055	-0.0003
43	-0.0030	-0.0014	-0.0039
44	-0.0033	-0.0016	-0.0007
45	-0.0047	-0.0032	-0.0061
46	-0.0040	-0.0061	0.0030
47	-0.0043	-0.0030	-0.0007
48	-0.0034	-0.0055	-0.0026
49	-0.0056	-0.0033	-0.0017
50	-0.0028	-0.0017	0.0045
51	-0.0023	0.0038	0.0039
52	-0.0011	0.0041	-0.0018
53	-0.0034	-0.0035	-0.0039
54	-0.0033	0.0002	-0.0027
55	-0.0035	-0.0021	-0.0026
56	-0.0032	-0.0002	0.0059
57	-0.0043	-0.0016	0.0045

58	-0.0028	0.0055	0.0050
59	-0.0040	-0.0008	-0.0075
60	-0.0044	-0.0052	0.0018
61	-0.0046	-0.0012	0.0023
62	-0.0033	0.0032	-0.0007
63	-0.0018	0.0082	0.0035
64	-0.0056	-0.0019	-0.0027
65	-0.0029	0.0019	0.0081
66	-0.0039	0.0032	0.0039
67	-0.0030	0.0019	0.0006
68	-0.0038	0.0060	0.0010
69	-0.0058	0.0030	0.0014
70	-0.0033	0.0031	-0.0026
71	-0.0038	-0.0052	0.0022
72	-0.0044	-0.0033	0.0056
73	-0.0046	-0.0009	-0.0016
74	-0.0034	-0.0030	-0.0057
75	-0.0037	0.0070	-0.0020
76	-0.0038	-0.0025	0.0061
77	-0.0047	0.0055	0.0000
78	-0.0030	-0.0052	0.0000
79	-0.0028	0.0060	-0.0027
80	-0.0027	-0.0011	0.0004
81	-0.0042	-0.0021	0.0027
82	-0.0024	0.0058	-0.0003
83	-0.0033	-0.0045	-0.0026
84	-0.0047	0.0018	-0.0020
85	-0.0052	0.0002	-0.0014
86	-0.0038	-0.0069	-0.0027
87	-0.0045	-0.0011	0.0044
88	-0.0039	0.0019	0.0042
89	-0.0053	-0.0014	-0.0018
90	-0.0026	-0.0056	-0.0043
91	-0.0036	0.0050	0.0065
92	-0.0034	-0.0046	0.0066
93	-0.0020	-0.0005	-0.0062
94	-0.0057	0.0005	0.0047
95	-0.0037	-0.0037	0.0036
96	-0.0026	0.0052	0.0023
97	-0.0031	0.0028	0.0005
98	-0.0049	-0.0027	0.0041
99	-0.0032	-0.0081	0.0020
100	-0.0038	-0.0082	-0.0010
101	-0.0058	0.0019	0.0016
102	-0.0038	0.0011	-0.0005
103	-0.0053	0.0003	0.0049
104	-0.0017	0.0015	-0.0059
105	-0.0031	-0.0001	-0.0047
106	-0.0042	0.0062	-0.0009
107	-0.0017	-0.0075	-0.0032
108	-0.0042	-0.0015	0.0017
109	-0.0043	0.0042	-0.0042
110	-0.0043	0.0042	-0.0042
111	-0.0052	-0.0017	-0.0001
112	-0.0028	-0.0062	0.0020
113	-0.0042	0.0061	0.0026
114	-0.0048	-0.0003	0.0024
115	-0.0049	0.0024	0.0027
116	-0.0050	0.0041	0.0044
117	-0.0056	0.0024	-0.0024
118	-0.0052	-0.0053	0.0025
119	-0.0042	0.0002	0.0036
120	-0.0034	0.0034	-0.0024
121	-0.0036	0.0004	-0.0028
122	-0.0027	-0.0044	0.0076
123	-0.0048	-0.0003	-0.0064
124	-0.0048	-0.0004	0.0046
125	-0.0031	0.0027	-0.0017
126	-0.0030	-0.0045	0.0003
127	-0.0041	-0.0030	-0.0025

128	-0.0023	-0.0010	-0.0006
129	-0.0042	-0.0035	0.0037
130	-0.0030	-0.0003	0.0024
131	-0.0023	0.0015	-0.0047
132	-0.0042	-0.0071	-0.0005
133	0.0003	0.0004	-0.0042
134	-0.0030	0.0009	0.0027
135	-0.0024	-0.0064	-0.0032
136	-0.0024	-0.0018	0.0065
137	-0.0012	0.0027	-0.0068
138	-0.0034	-0.0018	0.0038
139	-0.0039	-0.0032	0.0039
140	-0.0024	-0.0078	-0.0043
141	-0.0013	0.0036	0.0031
142	-0.0031	0.0030	0.0023
143	-0.0030	-0.0016	-0.0035
144	-0.0029	-0.0084	-0.0032
145	0.0027	0.0027	-0.0043
146	-0.0029	-0.0039	0.0054
147	-0.0026	0.0042	-0.0077
148	-0.0024	-0.0021	0.0022
149	-0.0032	0.0006	-0.0007
150	-0.0019	0.0055	-0.0031
151	-0.0033	0.0001	-0.0059
152	-0.0041	0.0032	-0.0045
153	-0.0025	-0.0054	0.0004
154	-0.0028	0.0071	-0.0010
155	-0.0043	-0.0009	-0.0008
156	0.0007	0.0017	-0.0069
157	-0.0033	0.0045	0.0011
158	-0.0043	-0.0015	-0.0056
159	-0.0015	0.0059	-0.0072
160	-0.0045	0.0004	0.0043
161	-0.0042	0.0030	-0.0028
162	-0.0031	0.0017	-0.0062
163	-0.0035	0.0020	-0.0049
164	-0.0036	0.0023	0.0010
165	-0.0048	-0.0025	0.0023
166	-0.0025	0.0025	0.0025
167	-0.0054	0.0019	-0.0028
168	-0.0018	0.0001	-0.0047
169	-0.0045	-0.0010	-0.0015
170	-0.0045	-0.0003	0.0045
171	-0.0013	0.0044	-0.0074
172	-0.0056	-0.0024	-0.0016
173	-0.0038	-0.0030	-0.0002
174	-0.0037	0.0012	0.0050
175	-0.0034	0.0022	-0.0058
176	-0.0046	-0.0051	0.0012
177	-0.0034	0.0071	0.0016
178	-0.0027	0.0026	-0.0023
179	-0.0044	-0.0016	-0.0034
180	-0.0020	-0.0006	0.0056
181	-0.0023	0.0036	0.0012
182	-0.0026	-0.0021	0.0013
183	-0.0043	-0.0007	0.0048
184	-0.0038	-0.0021	0.0052
185	-0.0028	-0.0007	0.0058
186	-0.0029	0.0033	-0.0047
187	-0.0049	0.0050	-0.0004
188	-0.0004	-0.0020	-0.0016
189	-0.0033	0.0016	-0.0007
190	-0.0014	0.0033	-0.0035
191	-0.0026	0.0022	0.0028
192	0.0005	0.0037	-0.0059
193	-0.0006	0.0016	-0.0018
194	0.0027	-0.0051	-0.0068
195	-0.0024	0.0023	0.0016
196	-0.0040	-0.0028	0.0045
197	-0.0027	-0.0013	-0.0035

Factor loadings. Displays the factor loadings of attributes.

	Mean	Stdev
1	3.056	1.8096
2	3.056	1.8096
3	2.778	1.7498
4	2.833	1.9508
5	3.000	1.7321
6	3.167	1.7078
7	2.944	1.6823
8	3.278	1.7258
9	3.222	1.6518
10	3.000	1.2910
11	2.833	1.6415
12	3.000	2.0000
13	3.111	1.6292
14	3.278	1.6264
15	3.222	1.6851
16	2.889	1.8224
17	3.000	1.5986
18	3.278	1.5918
19	2.833	1.7078
20	3.444	1.6741
21	2.944	1.5802
22	3.000	1.5635
23	2.889	1.7916
24	3.278	1.5565
25	3.389	1.7365
26	3.111	1.6630
27	2.944	1.5446
28	3.056	1.5446
29	3.389	1.6377
30	3.000	1.2472
31	3.333	1.5986
32	3.000	1.5275
33	3.278	1.1928
34	3.111	1.5235
35	3.222	1.5831
36	2.889	1.6292
37	3.056	1.5082
38	3.222	1.6178
39	3.111	1.6292
40	3.000	1.8257
41	3.000	1.4907
42	3.000	1.4907
43	3.000	1.4907
44	2.889	1.2862
45	2.889	1.4866
46	3.333	1.6330
47	3.222	1.5476
48	3.222	1.5476
49	3.056	1.8096
50	3.333	1.6330
51	3.111	1.5947
52	2.944	1.4709
53	2.944	1.6823
54	3.056	1.5802
55	3.056	1.6823
56	2.778	1.5831
57	3.278	1.5204
58	3.111	1.4487
59	3.111	1.6292
60	3.222	1.5113
61	3.111	1.6292
62	3.167	1.5000
63	3.333	1.6667
64	2.944	1.4326
65	2.944	1.4326

66	3.333	1.5986
67	3.222	1.7177
68	3.222	1.6178
69	3.444	1.5713
70	3.222	1.5476
71	3.000	1.4142
72	3.167	1.5366
73	3.056	1.5802
74	3.167	1.1667
75	3.167	1.6750
76	3.167	1.6750
77	3.389	1.7365
78	3.056	1.6823
79	3.111	1.6292
80	3.500	1.6073
81	3.111	1.5595
82	3.056	1.6149
83	3.333	1.1055
84	2.889	1.6292
85	3.111	1.6292
86	3.111	1.5235
87	3.333	1.5986
88	3.167	1.6073
89	3.056	1.3933
90	2.944	1.6823
91	2.833	1.6415
92	3.278	1.6602
93	3.333	1.5635
94	3.278	1.6602
95	3.222	1.2273
96	3.500	1.5000
97	3.167	1.5723
98	3.056	1.4326
99	3.278	1.5565
100	3.167	1.4625
101	3.167	1.5723
102	3.167	1.5723
103	3.056	1.5802
104	2.722	1.6602
105	2.944	1.5802
106	3.056	1.6823
107	2.833	1.5723
108	3.222	1.5831
109	3.222	1.5113
110	3.222	1.5113
111	2.833	1.6073
112	3.111	1.5235
113	3.222	1.6178
114	3.333	1.4907
115	3.000	1.6330
116	3.000	1.6330
117	3.222	1.3966
118	2.889	1.4866
119	2.722	1.6264
120	3.056	1.4326
121	3.167	1.5000
122	3.222	1.6851
123	3.222	1.3966
124	3.333	1.7951
125	3.278	1.5204
126	3.278	0.9313
127	3.056	1.3112
128	3.167	1.5723
129	3.278	1.4455
130	3.389	1.4197
131	3.111	1.4487
132	3.000	1.5275
133	2.889	1.5595
134	3.056	1.5082
135	3.222	1.5113

136	3.444	1.7069
137	3.111	1.6960
138	3.222	1.3966
139	3.000	1.3744
140	3.111	1.6292
141	3.222	1.3966
142	3.111	1.2423
143	3.222	1.4359
144	3.222	1.3966
145	2.556	1.3426
146	3.444	1.4614
147	3.444	1.4229
148	3.333	1.4907
149	3.111	1.8224
150	3.000	1.4142
151	3.111	1.5235
152	3.222	1.7498
153	3.389	1.4197
154	3.278	1.5565
155	3.222	1.0830
156	3.222	1.4741
157	3.000	1.6330
158	3.222	1.3966
159	3.111	1.4098
160	3.111	1.2862
161	3.222	1.7498
162	3.222	1.7498
163	3.333	1.3744
164	3.167	1.0672
165	3.111	1.5595
166	3.333	1.6667
167	3.167	1.3437
168	2.944	1.4709
169	3.056	1.3529
170	3.111	1.4098
171	2.889	1.8224
172	3.444	1.5713
173	2.833	1.3437
174	3.556	1.3005
175	3.444	1.7069
176	2.889	1.4098
177	3.333	1.6667
178	2.889	0.4581
179	3.056	1.3529
180	3.444	1.5713
181	2.778	1.6178
182	3.056	1.2235
183	3.278	1.3252
184	2.889	1.7285
185	3.444	1.4229
186	3.333	1.1055
187	3.278	1.4455
188	3.278	1.1928
189	3.444	1.5713
190	3.500	1.7078
191	3.333	1.6997
192	3.000	1.3333
193	2.778	1.3147
194	2.944	1.5802
195	3.667	0.9428
196	2.778	1.9876
197	3.556	1.1653

Mean and standard deviation. Displays the mean and standard deviation of attributes.

Perceptual data

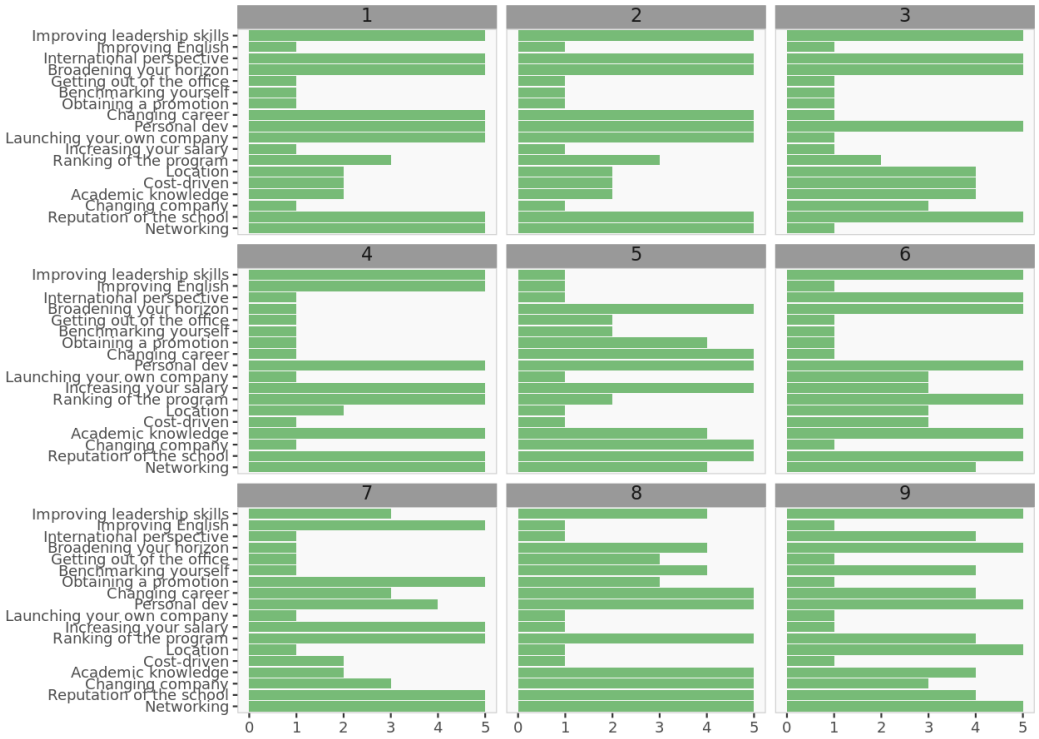
Perceptual data

	Networking	Reputation of the school	Changing company	Academic knowledge	Cost-driven	Location	Ranking of the program	Increasing your salary	Launching your own company	Personal dev	Changing career	Obtaining a promotion	Benchmarking yourself	Getting out of the office
1	5.0	5.0	1.0	2.0	2.0	2.0	3.0	1.0	5.0	5.0	5.0	1.0	1.0	1.0
2	5.0	5.0	1.0	2.0	2.0	2.0	3.0	1.0	5.0	5.0	5.0	1.0	1.0	1.0
3	1.0	5.0	3.0	4.0	4.0	4.0	2.0	1.0	1.0	5.0	1.0	1.0	1.0	1.0
4	5.0	5.0	1.0	5.0	1.0	2.0	5.0	5.0	1.0	5.0	1.0	1.0	1.0	1.0
5	4.0	5.0	5.0	4.0	1.0	1.0	2.0	5.0	1.0	5.0	5.0	4.0	2.0	2.0
6	4.0	5.0	1.0	5.0	3.0	3.0	5.0	3.0	3.0	5.0	1.0	1.0	1.0	1.0
7	5.0	5.0	3.0	2.0	2.0	1.0	5.0	5.0	1.0	4.0	3.0	5.0	1.0	1.0
8	5.0	5.0	5.0	5.0	1.0	1.0	5.0	1.0	1.0	5.0	5.0	3.0	4.0	3.0
9	5.0	4.0	3.0	4.0	1.0	5.0	4.0	1.0	1.0	5.0	4.0	1.0	4.0	1.0
10	4.0	4.0	1.0	4.0	1.0	2.0	4.0	4.0	4.0	4.0	2.0	2.0	4.0	1.0
11	3.0	5.0	5.0	4.0	1.0	2.0	5.0	4.0	1.0	3.0	1.0	4.0	1.0	1.0
12	5.0	5.0	1.0	5.0	1.0	1.0	5.0	1.0	1.0	5.0	1.0	1.0	5.0	1.0
13	5.0	4.0	2.0	3.0	5.0	5.0	2.0	5.0	1.0	3.0	3.0	4.0	1.0	5.0
14	4.0	3.0	5.0	5.0	1.0	1.0	3.0	5.0	5.0	3.0	5.0	5.0	1.0	1.0
15	5.0	3.0	1.0	3.0	1.0	4.0	5.0	1.0	5.0	5.0	4.0	1.0	4.0	1.0
16	3.0	5.0	1.0	5.0	3.0	5.0	5.0	1.0	5.0	5.0	1.0	1.0	1.0	1.0
17	5.0	5.0	1.0	5.0	4.0	2.0	4.0	4.0	1.0	4.0	5.0	1.0	3.0	1.0
18	4.0	4.0	1.0	5.0	3.0	3.0	5.0	5.0	4.0	5.0	1.0	1.0	3.0	1.0
19	3.0	5.0	5.0	5.0	1.0	1.0	5.0	5.0	1.0	3.0	5.0	1.0	2.0	1.0
20	5.0	5.0	5.0	5.0	3.0	2.0	5.0	3.0	2.0	5.0	5.0	5.0	1.0	1.0
21	5.0	5.0	1.0	4.0	3.0	4.0	4.0	5.0	1.0	3.0	5.0	1.0	1.0	1.0
22	5.0	5.0	1.0	3.0	2.0	1.0	5.0	4.0	5.0	2.0	4.0	1.0	1.0	1.0
23	5.0	5.0	1.0	3.0	3.0	2.0	1.0	5.0	5.0	5.0	1.0	1.0	2.0	1.0
24	4.0	4.0	3.0	5.0	4.0	3.0	4.0	5.0	1.0	5.0	3.0	1.0	1.0	1.0
25	5.0	5.0	2.0	5.0	1.0	3.0	5.0	5.0	1.0	5.0	5.0	3.0	1.0	1.0
26	5.0	3.0	1.0	5.0	3.0	4.0	3.0	3.0	1.0	5.0	5.0	5.0	1.0	1.0
27	4.0	5.0	1.0	5.0	1.0	2.0	4.0	2.0	5.0	3.0	1.0	2.0	1.0	5.0
28	5.0	5.0	5.0	4.0	4.0	4.0	5.0	4.0	2.0	2.0	4.0	3.0	1.0	1.0
29	4.0	5.0	1.0	4.0	2.0	4.0	5.0	4.0	1.0	4.0	4.0	5.0	1.0	1.0
30	4.0	4.0	4.0	2.0	3.0	1.0	4.0	4.0	1.0	4.0	4.0	4.0	3.0	1.0
31	3.0	4.0	4.0	4.0	5.0	4.0	5.0	3.0	3.0	5.0	5.0	1.0	1.0	1.0
32	5.0	5.0	1.0	3.0	1.0	3.0	4.0	3.0	2.0	5.0	2.0	2.0	2.0	1.0
33	4.0	4.0	4.0	1.0	1.0	2.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
34	4.0	5.0	4.0	5.0	2.0	1.0	4.0	3.0	3.0	4.0	4.0	3.0	1.0	1.0
35	5.0	5.0	1.0	3.0	3.0	1.0	3.0	3.0	4.0	5.0	4.0	5.0	1.0	1.0
36	3.0	5.0	5.0	5.0	1.0	2.0	1.0	2.0	1.0	5.0	3.0	2.0	1.0	1.0
37	2.0	4.0	5.0	4.0	1.0	1.0	4.0	3.0	2.0	5.0	4.0	4.0	2.0	1.0
38	4.0	5.0	2.0	5.0	1.0	2.0	4.0	4.0	1.0	5.0	4.0	2.0	5.0	1.0
39	2.0	5.0	5.0	5.0	2.0	4.0	4.0	5.0	2.0	4.0	5.0	2.0	1.0	1.0
40	4.0	5.0	2.0	5.0	2.0	1.0	4.0	5.0	5.0	1.0	5.0	1.0	1.0	5.0
41	3.0	5.0	5.0	5.0	2.0	3.0	4.0	2.0	1.0	5.0	5.0	1.0	2.0	2.0
42	5.0	4.0	1.0	5.0	4.0	4.0	4.0	3.0	1.0	5.0	1.0	1.0	4.0	1.0
43	2.0	4.0	1.0	5.0	1.0	4.0	2.0	3.0	5.0	5.0	5.0	2.0	4.0	1.0
44	2.0	5.0	2.0	5.0	2.0	2.0	5.0	2.0	2.0	5.0	2.0	2.0	2.0	4.0
45	4.0	4.0	1.0	3.0	3.0	4.0	4.0	1.0	2.0	5.0	4.0	1.0	1.0	1.0
46	5.0	3.0	1.0	5.0	3.0	2.0	3.0	5.0	1.0	5.0	1.0	3.0	5.0	1.0
47	4.0	5.0	1.0	4.0	3.0	5.0	4.0	5.0	1.0	5.0	4.0	1.0	5.0	1.0
48	5.0	5.0	1.0	4.0	1.0	4.0	4.0	3.0	5.0	5.0	1.0	1.0	4.0	1.0
49	5.0	5.0	1.0	5.0	1.0	5.0	5.0	2.0	1.0	5.0	2.0	2.0	1.0	1.0
50	3.0	5.0	2.0	5.0	5.0	5.0	3.0	5.0	1.0	3.0	2.0	5.0	5.0	1.0
51	3.0	5.0	4.0	4.0	1.0	4.0	4.0	5.0	1.0	1.0	5.0	5.0	4.0	1.0
52	2.0	3.0	5.0	2.0	3.0	4.0	4.0	5.0	1.0	1.0	5.0	1.0	2.0	1.0
53	3.0	4.0	1.0	4.0	5.0	1.0	3.0	3.0	5.0	5.0	1.0	1.0	1.0	1.0
54	5.0	4.0	1.0	4.0	1.0	4.0	3.0	4.0	5.0	4.0	5.0	1.0	3.0	1.0
55	2.0	4.0	1.0	5.0	5.0	5.0	2.0	4.0	4.0	5.0	2.0	2.0	1.0	1.0
56	5.0	2.0	3.0	3.0	1.0	1.0	2.0	5.0	1.0	5.0	1.0	5.0	3.0	1.0
57	4.0	4.0	1.0	3.0	1.0	1.0	4.0	5.0	4.0	4.0	3.0	5.0	4.0	1.0
58	5.0	5.0	5.0	3.0	4.0	2.0	4.0	5.0	2.0	4.0	2.0	4.0	2.0	1.0
59	1.0	5.0	3.0	4.0	3.0	4.0	5.0	1.0	4.0	5.0	4.0	1.0	1.0	1.0

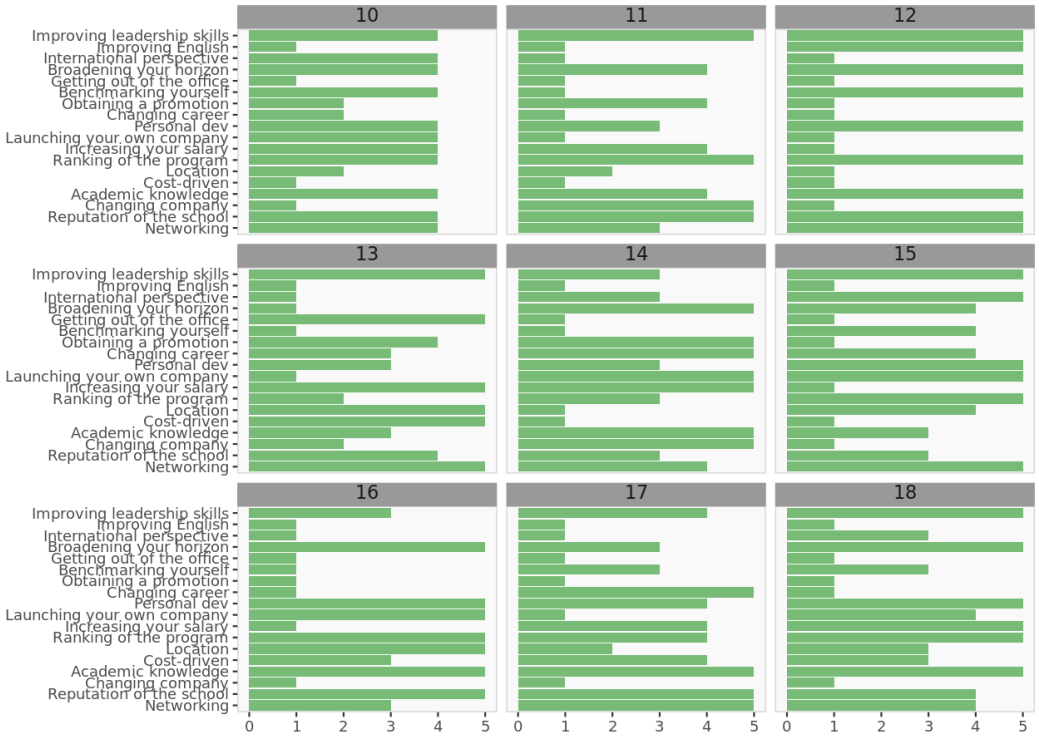
60	4.0	4.0	1.0	5.0	1.0	4.0	3.0	3.0	1.0	4.0	3.0	4.0	5.0	1.0
61	3.0	4.0	1.0	5.0	1.0	1.0	4.0	5.0	1.0	4.0	5.0	3.0	5.0	1.0
62	1.0	4.0	3.0	5.0	1.0	4.0	4.0	4.0	3.0	5.0	5.0	4.0	1.0	3.0
63	5.0	5.0	5.0	3.0	1.0	1.0	3.0	5.0	3.0	5.0	5.0	5.0	1.0	5.0
64	4.0	4.0	1.0	3.0	1.0	3.0	5.0	4.0	2.0	4.0	4.0	1.0	2.0	1.0
65	5.0	5.0	1.0	2.0	2.0	3.0	5.0	5.0	1.0	3.0	3.0	5.0	2.0	3.0
66	2.0	5.0	5.0	5.0	4.0	4.0	5.0	5.0	1.0	4.0	2.0	5.0	2.0	1.0
67	2.0	2.0	2.0	5.0	1.0	4.0	4.0	5.0	5.0	5.0	5.0	5.0	1.0	1.0
68	5.0	5.0	4.0	2.0	1.0	1.0	5.0	5.0	4.0	4.0	5.0	4.0	1.0	1.0
69	5.0	4.0	4.0	5.0	2.0	2.0	4.0	5.0	1.0	5.0	4.0	4.0	1.0	1.0
70	5.0	4.0	4.0	3.0	1.0	1.0	3.0	4.0	3.0	5.0	5.0	1.0	1.0	1.0
71	4.0	4.0	1.0	4.0	3.0	4.0	4.0	3.0	1.0	4.0	1.0	3.0	5.0	2.0
72	3.0	5.0	1.0	4.0	3.0	1.0	5.0	4.0	3.0	5.0	1.0	5.0	3.0	1.0
73	4.0	3.0	1.0	4.0	3.0	4.0	1.0	4.0	1.0	5.0	5.0	3.0	1.0	1.0
74	3.0	2.0	2.0	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	1.0	4.0	1.0
75	5.0	5.0	5.0	4.0	2.0	2.0	5.0	5.0	4.0	4.0	5.0	1.0	1.0	1.0
76	1.0	5.0	1.0	5.0	4.0	2.0	4.0	5.0	1.0	4.0	2.0	5.0	4.0	1.0
77	5.0	5.0	5.0	3.0	2.0	5.0	5.0	5.0	1.0	5.0	5.0	3.0	1.0	1.0
78	5.0	5.0	1.0	4.0	4.0	5.0	5.0	4.0	1.0	2.0	1.0	1.0	4.0	1.0
79	5.0	5.0	5.0	5.0	5.0	3.0	4.0	4.0	3.0	3.0	4.0	1.0	1.0	1.0
80	2.0	2.0	3.0	3.0	1.0	5.0	2.0	5.0	3.0	5.0	5.0	5.0	5.0	1.0
81	3.0	4.0	1.0	4.0	4.0	1.0	4.0	5.0	4.0	5.0	1.0	4.0	1.0	1.0
82	5.0	5.0	5.0	4.0	1.0	3.0	5.0	5.0	1.0	1.0	4.0	1.0	3.0	4.0
83	4.0	4.0	1.0	4.0	3.0	3.0	4.0	4.0	4.0	4.0	4.0	1.0	4.0	1.0
84	2.0	5.0	5.0	5.0	2.0	2.0	4.0	4.0	1.0	5.0	1.0	1.0	1.0	2.0
85	4.0	5.0	1.0	4.0	4.0	2.0	5.0	5.0	1.0	4.0	5.0	1.0	1.0	1.0
86	4.0	5.0	1.0	5.0	2.0	2.0	4.0	1.0	2.0	5.0	2.0	1.0	4.0	1.0
87	5.0	5.0	2.0	5.0	1.0	2.0	4.0	5.0	4.0	4.0	1.0	5.0	2.0	1.0
88	5.0	5.0	3.0	5.0	3.0	5.0	3.0	5.0	1.0	3.0	2.0	5.0	2.0	1.0
89	3.0	5.0	3.0	4.0	1.0	4.0	5.0	4.0	1.0	4.0	3.0	1.0	4.0	1.0
90	3.0	3.0	1.0	4.0	3.0	5.0	5.0	1.0	1.0	5.0	1.0	1.0	1.0	5.0
91	3.0	5.0	3.0	5.0	1.0	1.0	5.0	5.0	1.0	4.0	3.0	5.0	1.0	3.0
92	3.0	2.0	1.0	5.0	2.0	3.0	5.0	5.0	1.0	5.0	1.0	5.0	2.0	1.0
93	2.0	3.0	5.0	2.0	3.0	5.0	5.0	2.0	2.0	5.0	5.0	2.0	5.0	1.0
94	3.0	5.0	2.0	5.0	1.0	1.0	5.0	5.0	2.0	5.0	3.0	5.0	2.0	1.0
95	4.0	4.0	1.0	4.0	1.0	4.0	3.0	4.0	1.0	4.0	3.0	4.0	4.0	4.0
96	3.0	3.0	5.0	3.0	1.0	3.0	3.0	5.0	1.0	5.0	5.0	5.0	3.0	5.0
97	4.0	4.0	5.0	5.0	2.0	1.0	5.0	4.0	1.0	5.0	2.0	2.0	4.0	4.0
98	3.0	5.0	1.0	4.0	1.0	3.0	5.0	4.0	1.0	5.0	3.0	3.0	4.0	1.0
99	2.0	4.0	1.0	5.0	1.0	4.0	4.0	2.0	1.0	5.0	2.0	4.0	5.0	1.0
100	2.0	4.0	1.0	5.0	2.0	4.0	4.0	2.0	1.0	5.0	2.0	2.0	4.0	1.0
101	4.0	5.0	2.0	4.0	1.0	4.0	5.0	4.0	2.0	5.0	4.0	4.0	1.0	1.0
102	4.0	5.0	5.0	4.0	2.0	2.0	4.0	5.0	1.0	5.0	2.0	1.0	5.0	1.0
103	2.0	4.0	1.0	5.0	2.0	2.0	4.0	5.0	1.0	5.0	4.0	5.0	2.0	1.0
104	2.0	5.0	5.0	4.0	2.0	1.0	1.0	1.0	1.0	2.0	5.0	1.0	4.0	1.0
105	4.0	2.0	4.0	4.0	1.0	4.0	2.0	2.0	1.0	5.0	4.0	1.0	5.0	2.0
106	5.0	5.0	5.0	5.0	1.0	1.0	2.0	4.0	2.0	5.0	5.0	2.0	1.0	1.0
107	3.0	4.0	1.0	3.0	4.0	5.0	4.0	1.0	1.0	3.0	1.0	1.0	1.0	1.0
108	5.0	3.0	1.0	5.0	2.0	3.0	3.0	3.0	1.0	5.0	5.0	5.0	3.0	1.0
109	4.0	4.0	5.0	2.0	1.0	4.0	4.0	5.0	2.0	5.0	5.0	1.0	1.0	1.0
110	4.0	4.0	5.0	2.0	1.0	4.0	4.0	5.0	2.0	5.0	5.0	1.0	1.0	1.0
111	4.0	5.0	1.0	5.0	3.0	1.0	5.0	1.0	1.0	4.0	3.0	3.0	1.0	1.0
112	4.0	2.0	1.0	2.0	2.0	5.0	4.0	2.0	2.0	5.0	2.0	5.0	5.0	1.0
113	4.0	5.0	4.0	4.0	2.0	1.0	2.0	5.0	4.0	5.0	4.0	5.0	1.0	1.0
114	4.0	4.0	1.0	4.0	2.0	5.0	4.0	4.0	1.0	4.0	5.0	5.0	1.0	2.0
115	5.0	4.0	1.0	5.0	2.0	1.0	4.0	4.0	1.0	5.0	5.0	4.0	1.0	2.0
116	4.0	5.0	2.0	4.0	1.0	1.0	4.0	4.0	1.0	4.0	5.0	5.0	1.0	2.0
117	4.0	5.0	4.0	4.0	2.0	4.0	5.0	4.0	1.0	4.0	4.0	2.0	1.0	1.0
118	3.0	4.0	1.0	4.0	1.0	3.0	3.0	3.0	1.0	5.0	1.0	4.0	3.0	1.0
119	3.0	4.0	3.0	5.0	1.0	1.0	5.0	4.0	1.0	4.0	1.0	4.0	1.0	1.0
120	3.0	4.0	3.0	3.0	3.0	5.0	4.0	4.0	4.0	5.0	4.0	3.0	1.0	1.0
121	5.0	3.0	1.0	5.0	3.0	3.0	3.0	3.0	5.0	5.0	5.0	2.0	3.0	1.0
122	2.0	5.0	1.0	3.0	1.0	3.0	5.0	5.0	1.0	5.0	1.0	5.0	2.0	2.0
123	3.0	5.0	3.0	3.0	2.0	3.0	3.0	2.0	3.0	5.0	5.0	2.0	2.0	1.0
124	5.0	5.0	3.0	3.0	1.0	5.0	5.0	5.0	1.0	5.0	1.0	5.0	3.0	1.0
125	5.0	3.0	5.0	5.0	3.0	1.0	3.0	5.0	2.0	5.0	3.0	2.0	3.0	2.0
126	3.0	4.0	1.0	3.0	3.0	3.0	3.0	4.0	4.0	4.0	4.0	3.0	3.0	1.0
127	3.0	4.0	4.0	4.0	3.0	4.0	4.0	4.0	1.0	4.0	1.0	1.0	4.0	1.0
128	4.0	2.0	1.0	5.0	1.0	4.0	5.0	4.0	2.0	4.0	5.0	2.0	5.0	4.0
129	5.0	4.0	2.0	4.0	2.0	4.0	2.0	4.0	1.0	5.0	2.0	5.0	4.0	1.0

130	5.0	5.0	2.0	2.0	4.0	4.0	5.0	5.0	5.0	4.0	2.0	4.0	2.0	1.0
131	1.0	5.0	5.0	3.0	2.0	3.0	5.0	2.0	1.0	2.0	5.0	2.0	3.0	2.0
132	3.0	5.0	1.0	4.0	1.0	4.0	4.0	3.0	1.0	5.0	1.0	1.0	3.0	1.0
133	3.0	4.0	5.0	1.0	4.0	4.0	1.0	4.0	4.0	1.0	1.0	1.0	1.0	1.0
134	3.0	5.0	2.0	5.0	2.0	3.0	5.0	5.0	5.0	2.0	2.0	3.0	1.0	1.0
135	2.0	5.0	1.0	3.0	3.0	5.0	3.0	2.0	1.0	5.0	2.0	2.0	2.0	5.0
136	5.0	5.0	1.0	3.0	1.0	1.0	3.0	5.0	1.0	3.0	5.0	5.0	5.0	1.0
137	3.0	1.0	5.0	3.0	3.0	5.0	1.0	3.0	1.0	5.0	5.0	1.0	1.0	5.0
138	2.0	4.0	1.0	5.0	4.0	4.0	2.0	5.0	1.0	5.0	4.0	4.0	2.0	1.0
139	3.0	4.0	1.0	5.0	3.0	5.0	4.0	4.0	1.0	4.0	1.0	4.0	1.0	3.0
140	2.0	4.0	1.0	5.0	4.0	5.0	4.0	1.0	1.0	5.0	1.0	1.0	4.0	4.0
141	5.0	5.0	4.0	1.0	1.0	4.0	5.0	4.0	1.0	2.0	4.0	4.0	4.0	4.0
142	3.0	4.0	3.0	3.0	1.0	4.0	4.0	4.0	4.0	5.0	4.0	4.0	1.0	1.0
143	3.0	3.0	2.0	3.0	3.0	3.0	3.0	5.0	2.0	5.0	3.0	1.0	1.0	5.0
144	2.0	5.0	1.0	4.0	4.0	4.0	5.0	2.0	2.0	4.0	2.0	1.0	4.0	1.0
145	4.0	2.0	5.0	2.0	2.0	5.0	1.0	2.0	5.0	1.0	2.0	2.0	4.0	2.0
146	4.0	5.0	1.0	4.0	2.0	4.0	4.0	4.0	1.0	5.0	4.0	4.0	4.0	1.0
147	5.0	3.0	5.0	5.0	3.0	3.0	3.0	3.0	5.0	3.0	5.0	1.0	1.0	1.0
148	4.0	4.0	4.0	2.0	1.0	1.0	4.0	5.0	1.0	5.0	2.0	2.0	5.0	2.0
149	5.0	5.0	5.0	1.0	1.0	1.0	5.0	5.0	1.0	3.0	1.0	1.0	3.0	3.0
150	1.0	4.0	5.0	4.0	4.0	3.0	1.0	3.0	3.0	5.0	4.0	3.0	1.0	3.0
151	3.0	5.0	3.0	5.0	3.0	2.0	5.0	1.0	5.0	5.0	3.0	1.0	3.0	2.0
152	5.0	5.0	5.0	5.0	3.0	3.0	1.0	1.0	1.0	5.0	5.0	3.0	1.0	1.0
153	4.0	4.0	2.0	1.0	2.0	4.0	4.0	2.0	1.0	5.0	4.0	4.0	5.0	1.0
154	2.0	5.0	5.0	4.0	5.0	2.0	4.0	4.0	4.0	5.0	5.0	4.0	1.0	1.0
155	4.0	4.0	3.0	4.0	4.0	1.0	4.0	3.0	3.0	4.0	3.0	3.0	4.0	1.0
156	3.0	1.0	5.0	3.0	3.0	3.0	1.0	1.0	3.0	3.0	5.0	3.0	3.0	5.0
157	5.0	3.0	5.0	5.0	3.0	3.0	1.0	3.0	1.0	3.0	3.0	5.0	1.0	1.0
158	2.0	5.0	2.0	4.0	4.0	4.0	5.0	2.0	4.0	5.0	4.0	2.0	1.0	1.0
159	5.0	4.0	5.0	2.0	4.0	4.0	2.0	2.0	4.0	4.0	5.0	2.0	2.0	2.0
160	4.0	4.0	2.0	4.0	2.0	1.0	4.0	4.0	1.0	4.0	4.0	4.0	1.0	1.0
161	5.0	3.0	5.0	5.0	1.0	1.0	3.0	5.0	1.0	3.0	5.0	1.0	3.0	1.0
162	3.0	5.0	5.0	5.0	1.0	5.0	5.0	1.0	1.0	5.0	5.0	1.0	3.0	3.0
163	5.0	5.0	5.0	4.0	2.0	2.0	5.0	2.0	5.0	4.0	2.0	2.0	2.0	2.0
164	3.0	3.0	4.0	4.0	4.0	1.0	3.0	4.0	3.0	4.0	3.0	4.0	3.0	1.0
165	1.0	5.0	1.0	3.0	3.0	3.0	5.0	5.0	1.0	5.0	3.0	3.0	1.0	1.0
166	1.0	3.0	5.0	5.0	1.0	5.0	3.0	5.0	1.0	3.0	5.0	5.0	5.0	1.0
167	4.0	4.0	4.0	4.0	1.0	4.0	4.0	4.0	1.0	4.0	4.0	2.0	1.0	1.0
168	1.0	2.0	4.0	2.0	2.0	2.0	1.0	4.0	4.0	4.0	4.0	2.0	4.0	1.0
169	5.0	4.0	4.0	4.0	2.0	2.0	4.0	2.0	1.0	4.0	2.0	2.0	4.0	1.0
170	3.0	3.0	1.0	5.0	3.0	3.0	3.0	5.0	3.0	5.0	3.0	5.0	1.0	1.0
171	1.0	5.0	5.0	3.0	1.0	5.0	5.0	1.0	5.0	3.0	5.0	1.0	1.0	3.0
172	5.0	5.0	1.0	5.0	3.0	5.0	5.0	3.0	3.0	5.0	3.0	3.0	1.0	1.0
173	4.0	5.0	1.0	4.0	2.0	4.0	2.0	4.0	1.0	4.0	2.0	1.0	1.0	2.0
174	3.0	5.0	3.0	5.0	1.0	3.0	5.0	5.0	3.0	5.0	3.0	5.0	1.0	3.0
175	1.0	5.0	5.0	5.0	3.0	5.0	1.0	5.0	3.0	5.0	5.0	1.0	3.0	1.0
176	2.0	4.0	1.0	4.0	1.0	2.0	4.0	2.0	2.0	4.0	2.0	4.0	2.0	1.0
177	3.0	5.0	5.0	5.0	1.0	1.0	3.0	5.0	5.0	3.0	5.0	5.0	1.0	1.0
178	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
179	4.0	4.0	2.0	5.0	4.0	4.0	5.0	2.0	1.0	4.0	4.0	2.0	2.0	1.0
180	3.0	5.0	3.0	5.0	5.0	5.0	3.0	5.0	3.0	5.0	1.0	5.0	3.0	1.0
181	3.0	1.0	1.0	5.0	1.0	1.0	3.0	5.0	5.0	3.0	5.0	3.0	1.0	3.0
182	2.0	4.0	1.0	2.0	1.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	2.0
183	5.0	4.0	2.0	2.0	1.0	2.0	4.0	4.0	2.0	4.0	4.0	5.0	4.0	1.0
184	4.0	4.0	1.0	5.0	1.0	5.0	5.0	5.0	1.0	4.0	1.0	4.0	4.0	1.0
185	1.0	5.0	3.0	5.0	3.0	1.0	3.0	5.0	3.0	5.0	3.0	5.0	5.0	1.0
186	4.0	4.0	4.0	2.0	4.0	4.0	4.0	4.0	2.0	4.0	4.0	2.0	1.0	4.0
187	4.0	4.0	5.0	4.0	1.0	4.0	4.0	4.0	1.0	4.0	5.0	4.0	1.0	1.0
188	4.0	4.0	4.0	2.0	2.0	1.0	4.0	4.0	4.0	4.0	1.0	1.0	4.0	4.0
189	5.0	5.0	2.0	2.0	2.0	1.0	5.0	5.0	5.0	5.0	5.0	2.0	2.0	2.0
190	5.0	2.0	5.0	5.0	2.0	2.0	2.0	5.0	5.0	5.0	5.0	1.0	1.0	1.0
191	1.0	5.0	2.0	2.0	2.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	2.0	1.0
192	3.0	3.0	5.0	3.0	1.0	3.0	1.0	3.0	5.0	3.0	5.0	1.0	3.0	1.0
193	5.0	3.0	3.0	1.0	5.0	5.0	1.0	3.0	1.0	3.0	3.0	3.0	1.0	3.0
194	1.0	1.0	1.0	4.0	4.0	5.0	1.0	1.0	5.0	4.0	4.0	1.0	4.0	4.0
195	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	1.0	4.0	4.0	4.0	1.0	4.0
196	1.0	1.0	1.0	5.0	1.0	1.0	5.0	5.0	1.0	5.0	1.0	5.0	1.0	1.0
197	4.0	4.0	4.0	4.0	1.0	4.0	4.0	4.0	1.0	4.0	4.0	1.0	4.0	4.0

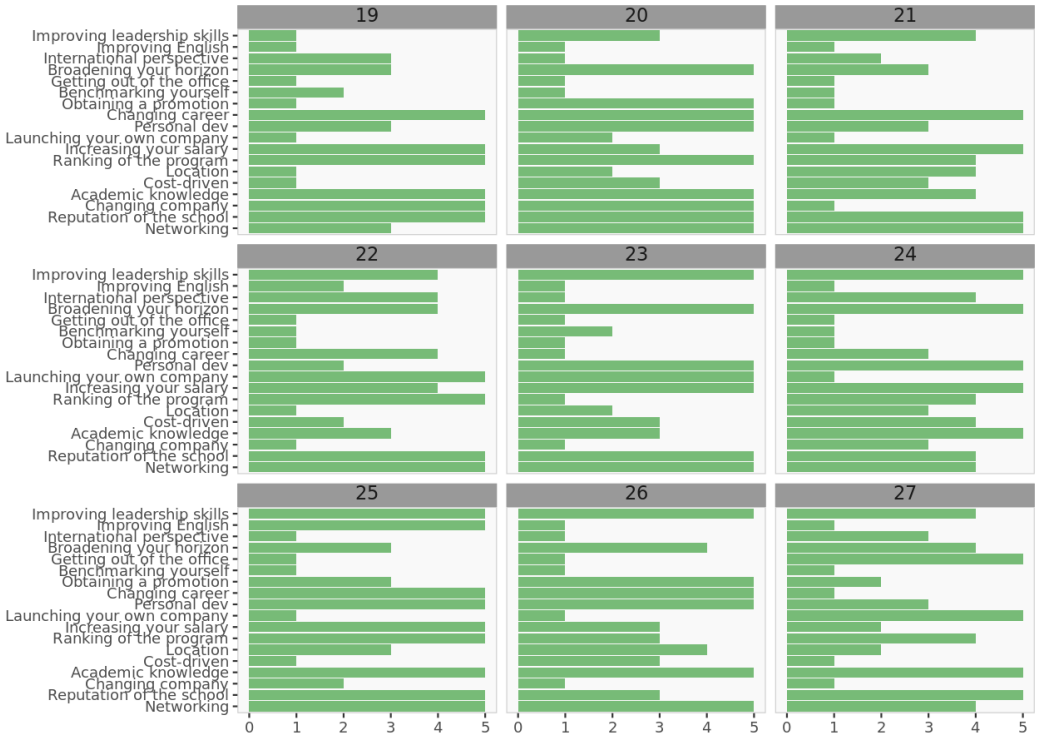
Perceptual data overview. Values in red if below their row mean minus their standard deviation and in green if above their row mean plus their standard deviation.



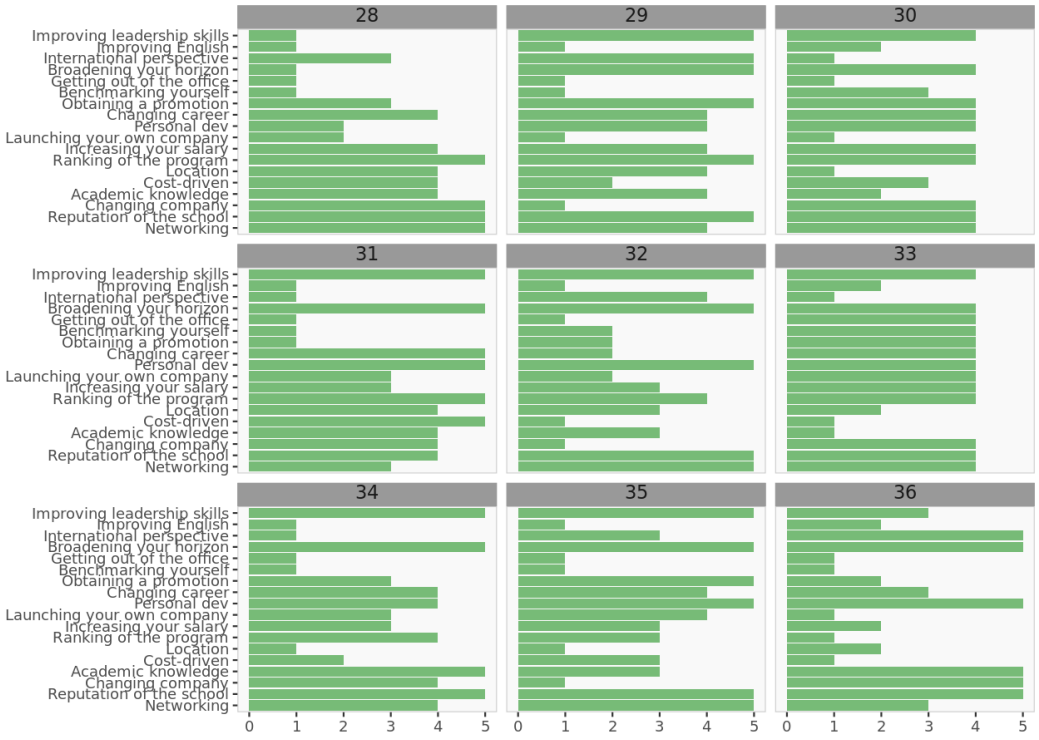
Attributes histograms number 1/22. For each attribute, we display an histogram of brands positionning.



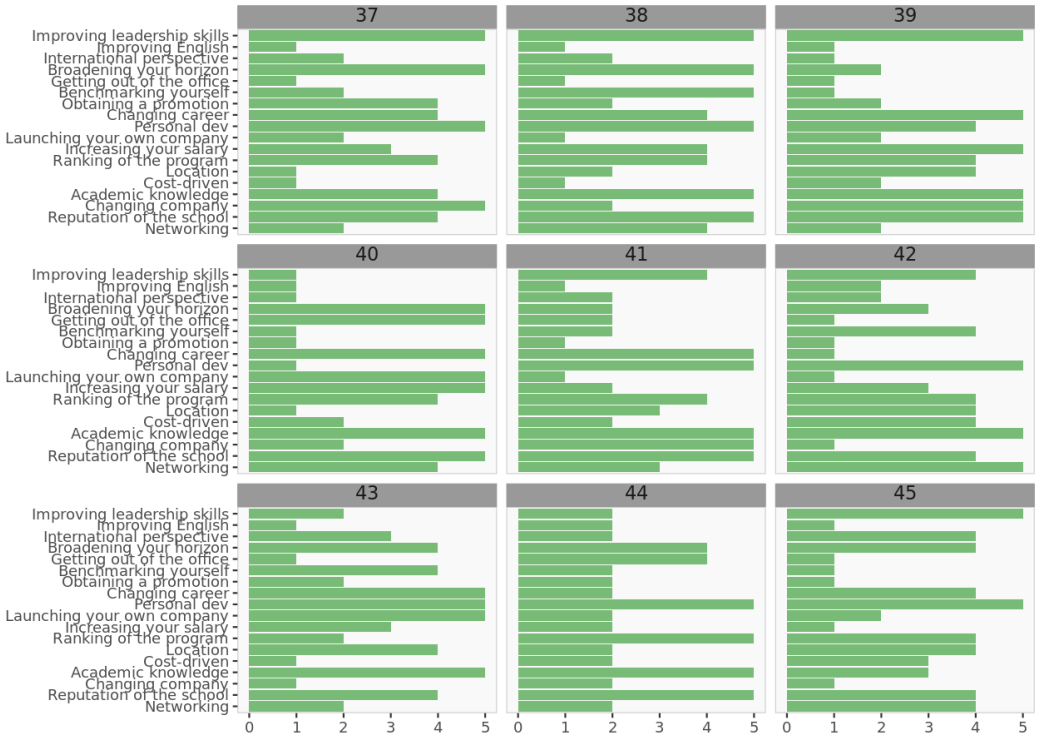
Attributes histograms number 2/22. For each attribute, we display an histogram of brands positionning.



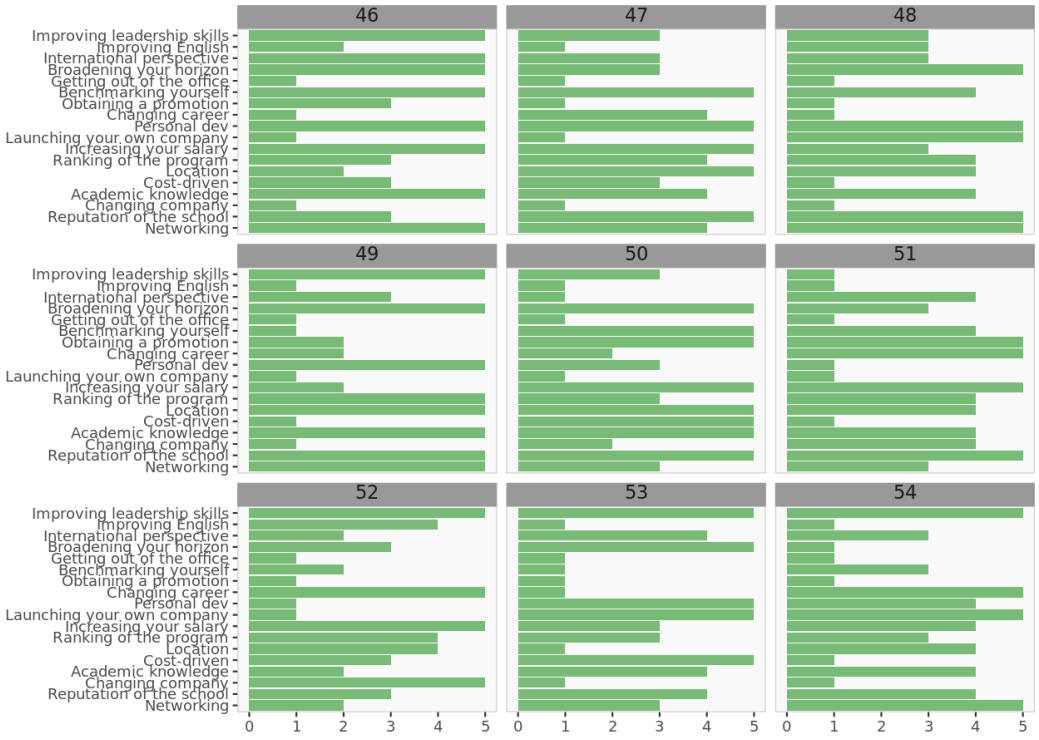
Attributes histograms number 3/22. For each attribute, we display an histogram of brands positionning.



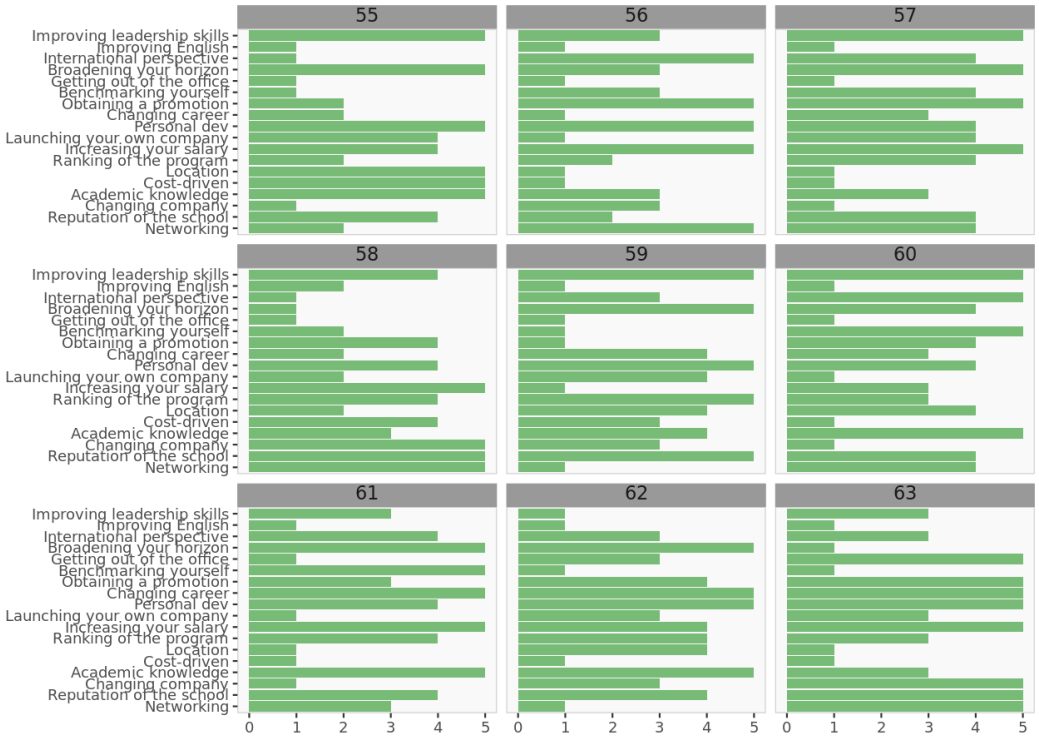
Attributes histograms number 4/22. For each attribute, we display an histogram of brands positionning.



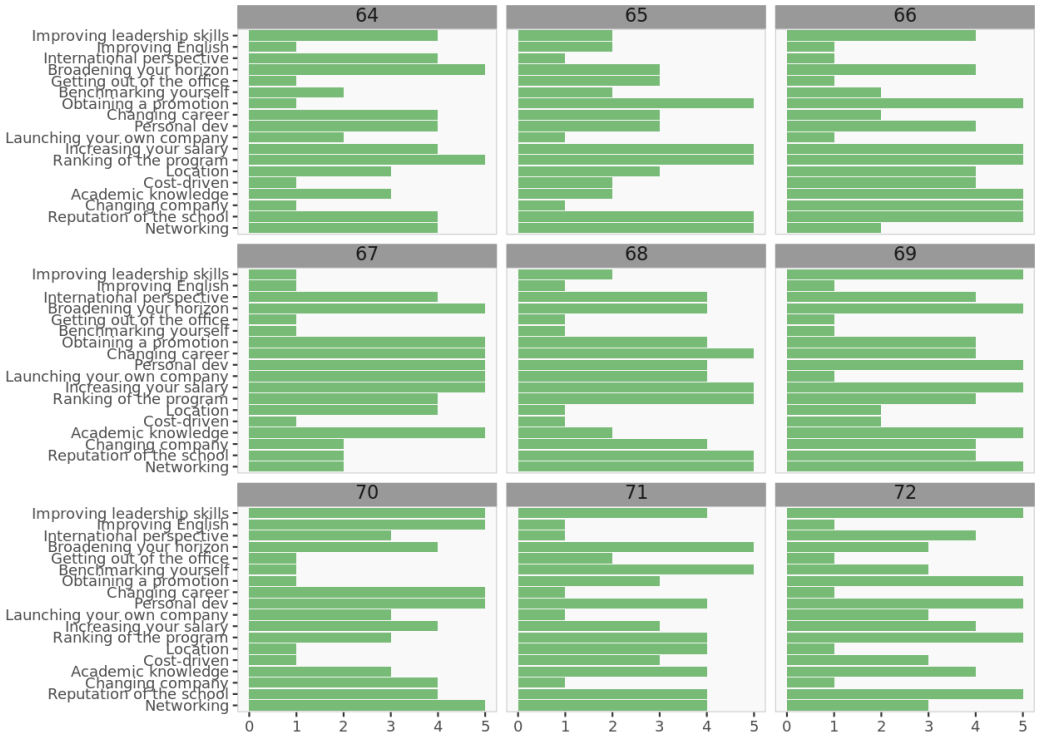
Attributes histograms number 5/22. For each attribute, we display an histogram of brands positionning.



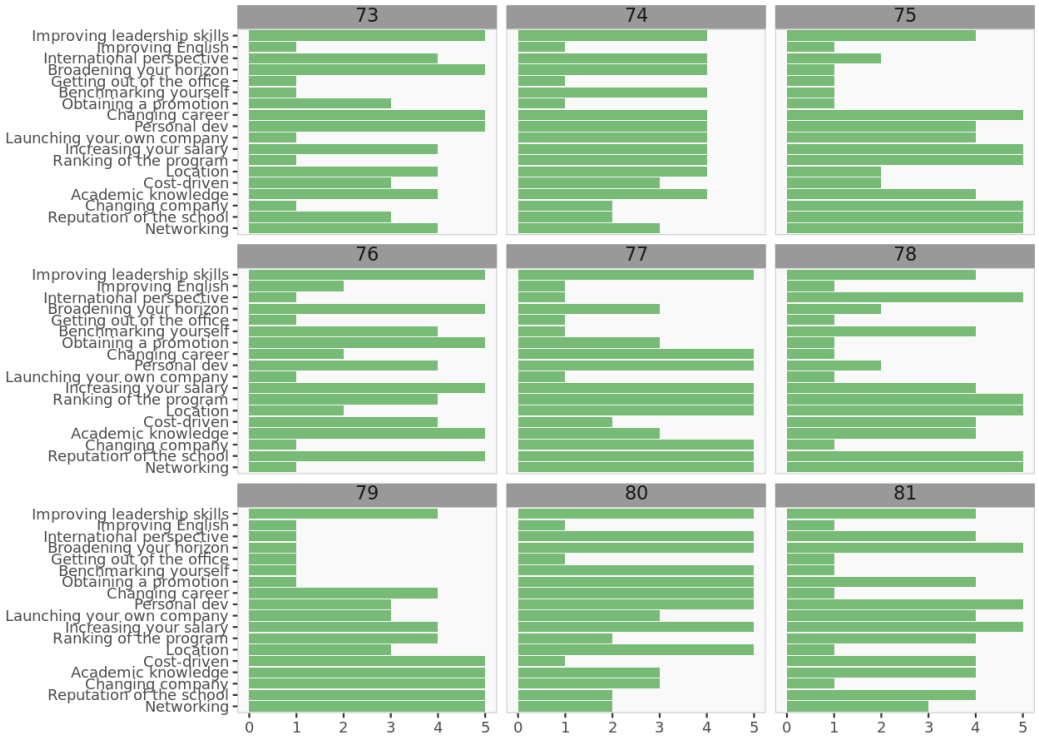
Attributes histograms number 6/22. For each attribute, we display an histogram of brands positionning.



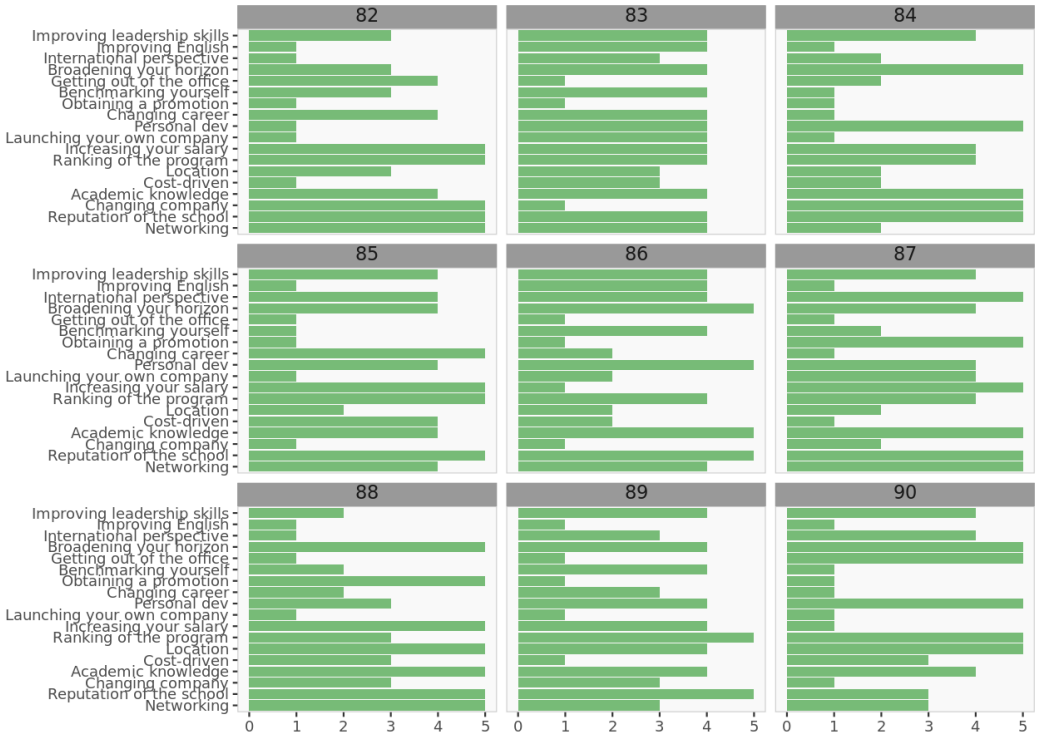
Attributes histograms number 7/22. For each attribute, we display an histogram of brands positionning.



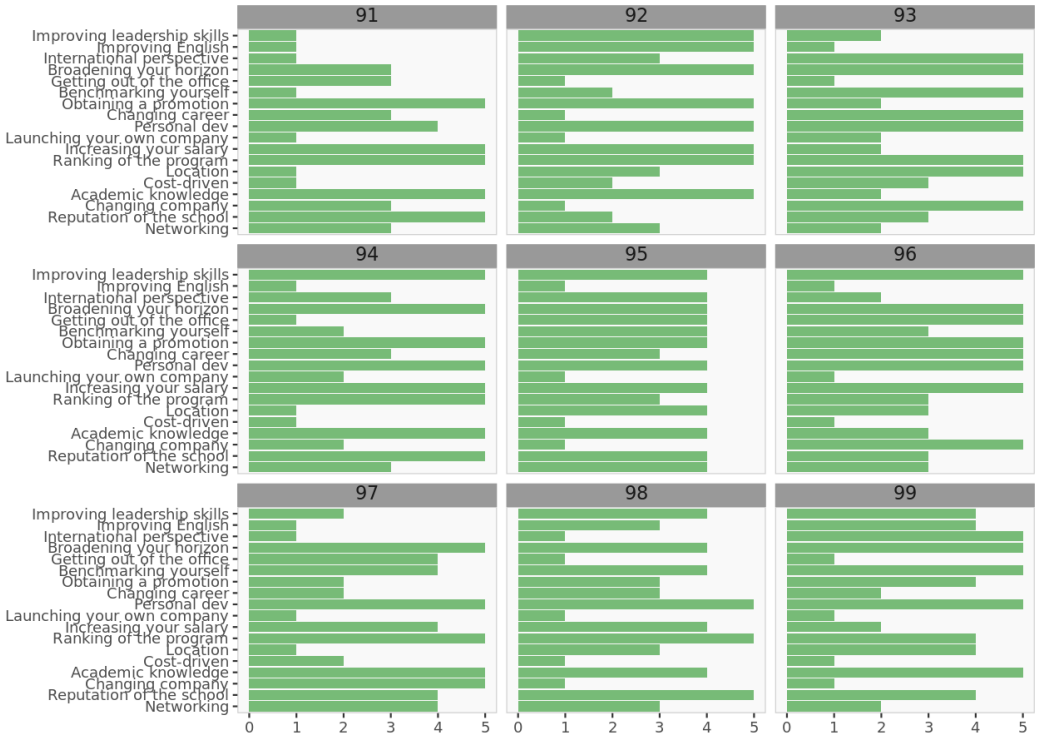
Attributes histograms number 8/22. For each attribute, we display an histogram of brands positionning.



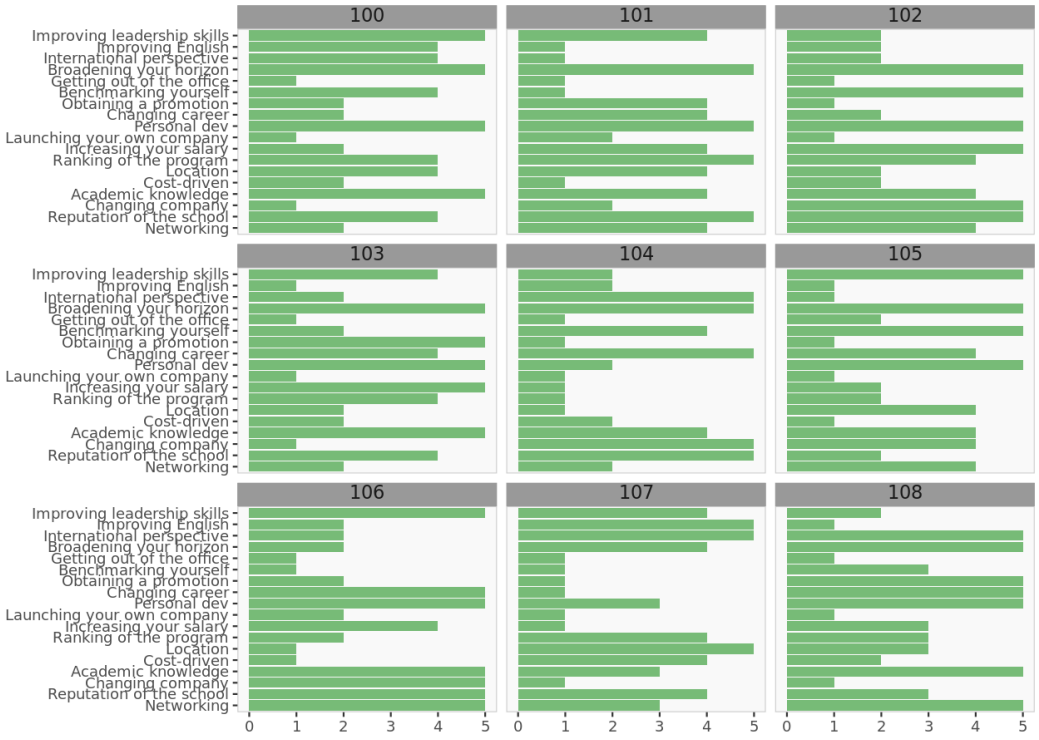
Attributes histograms number 9/22. For each attribute, we display an histogram of brands positionning.



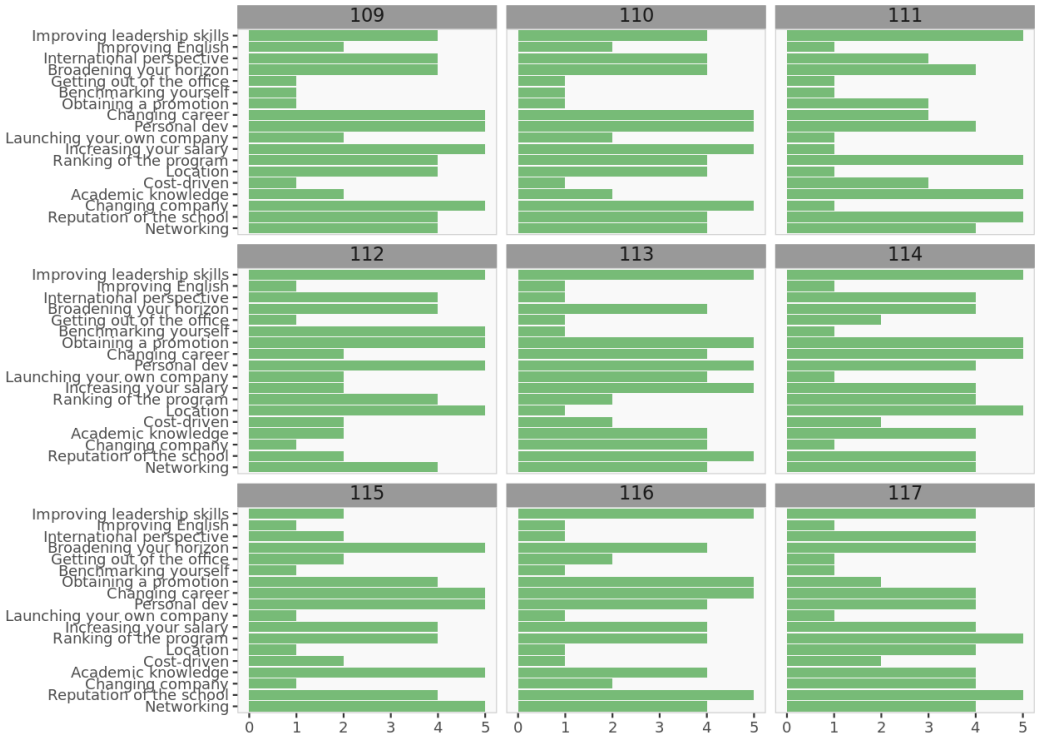
Attributes histograms number 10/22. For each attribute, we display an histogram of brands positionning.



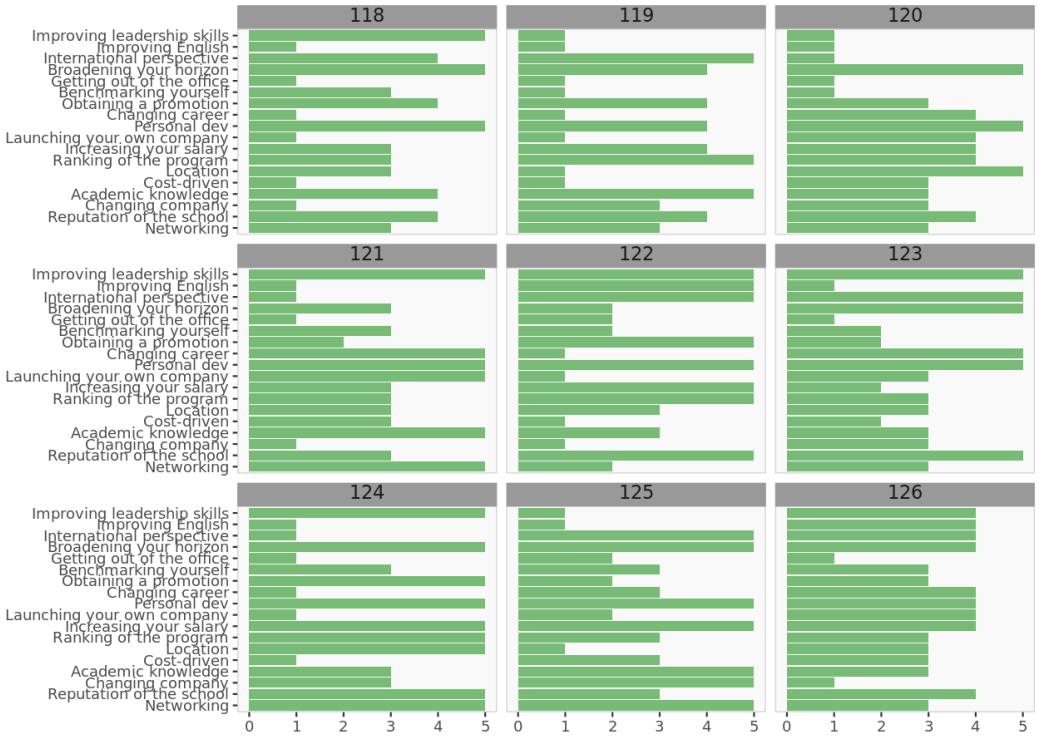
Attributes histograms number 11/22. For each attribute, we display an histogram of brands positionning.



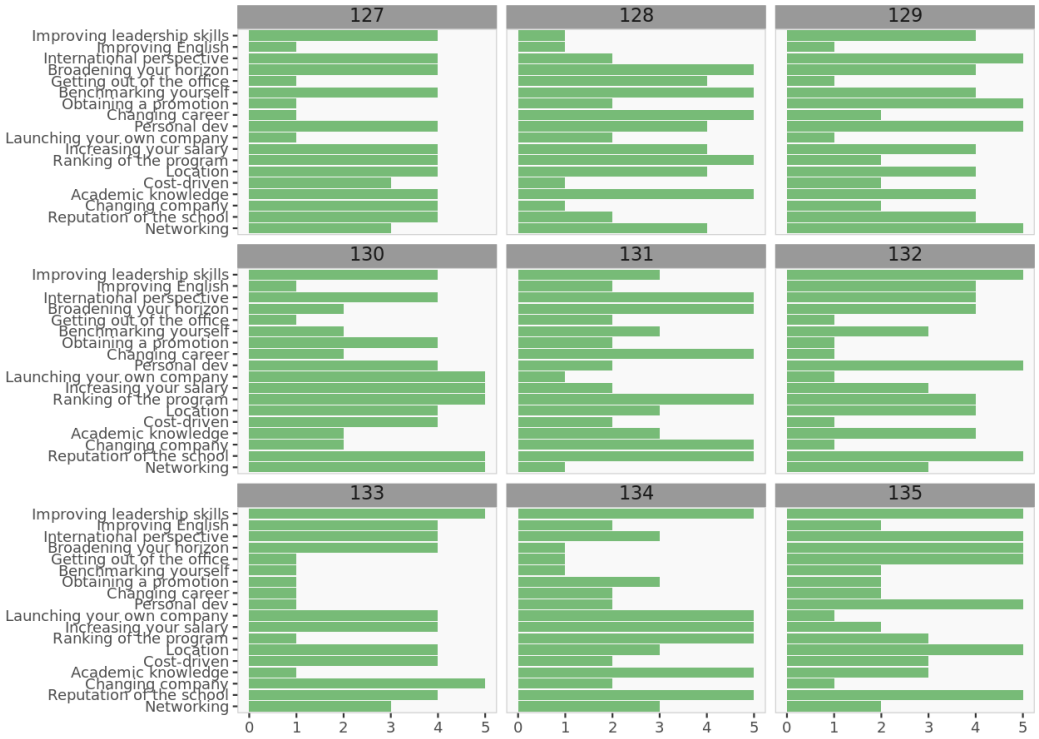
Attributes histograms number 12/22. For each attribute, we display an histogram of brands positionning.



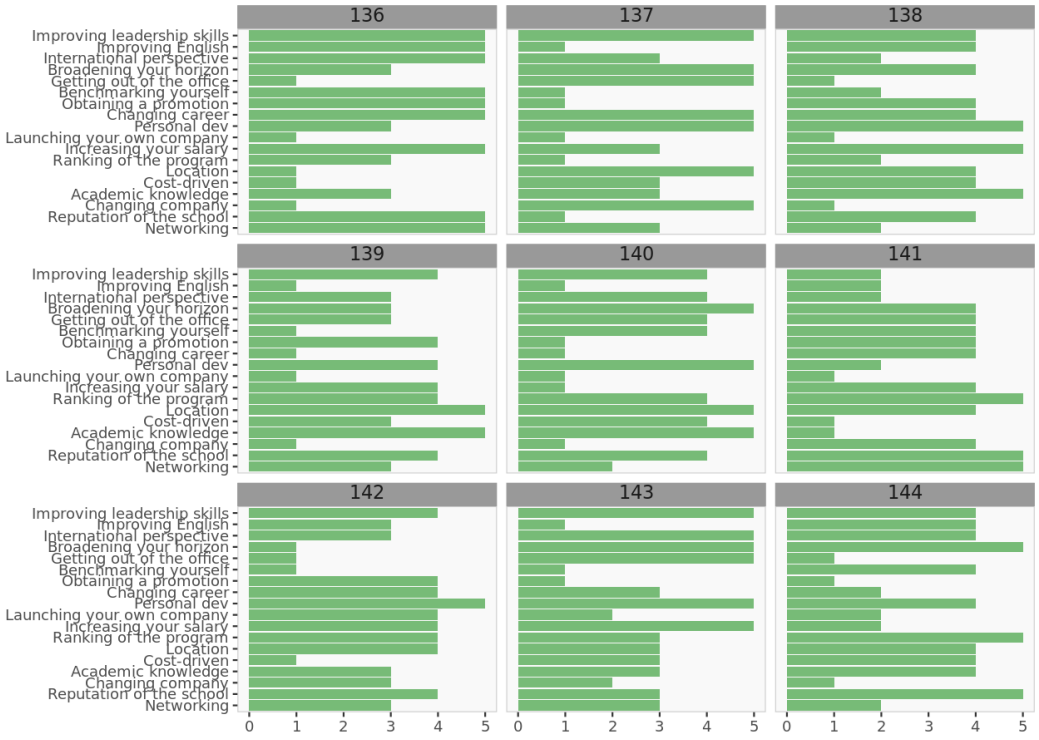
Attributes histograms number 13/22. For each attribute, we display an histogram of brands positionning.



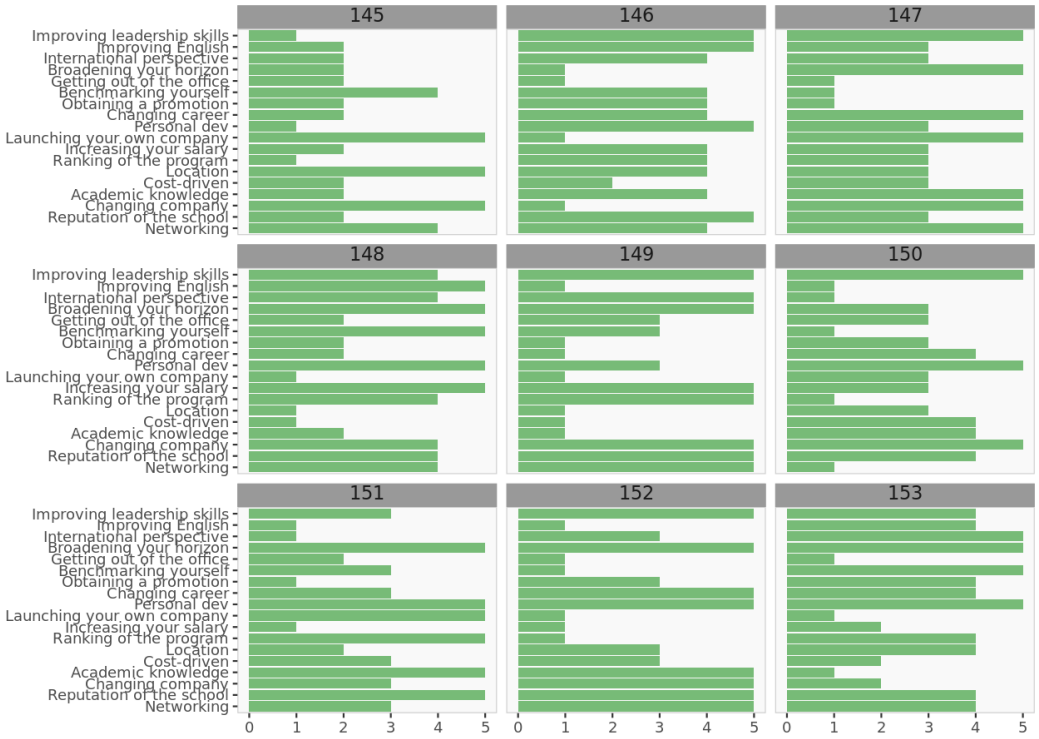
Attributes histograms number 14/22. For each attribute, we display an histogram of brands positionning.



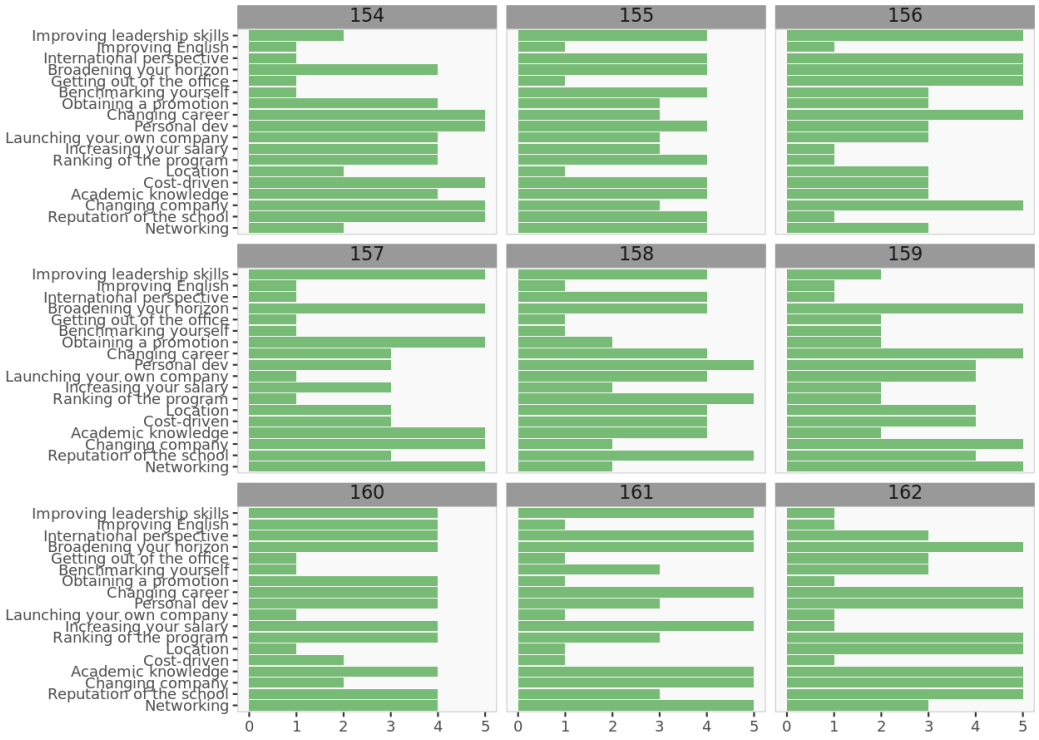
Attributes histograms number 15/22. For each attribute, we display an histogram of brands positionning.



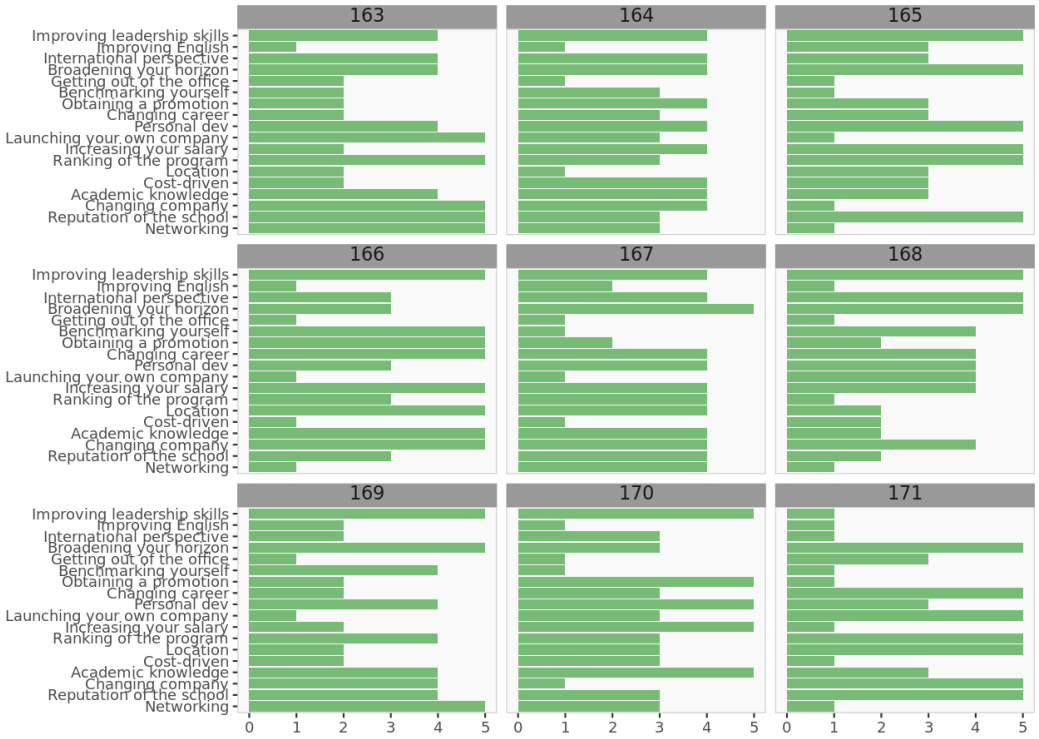
Attributes histograms number 16/22. For each attribute, we display an histogram of brands positionning.



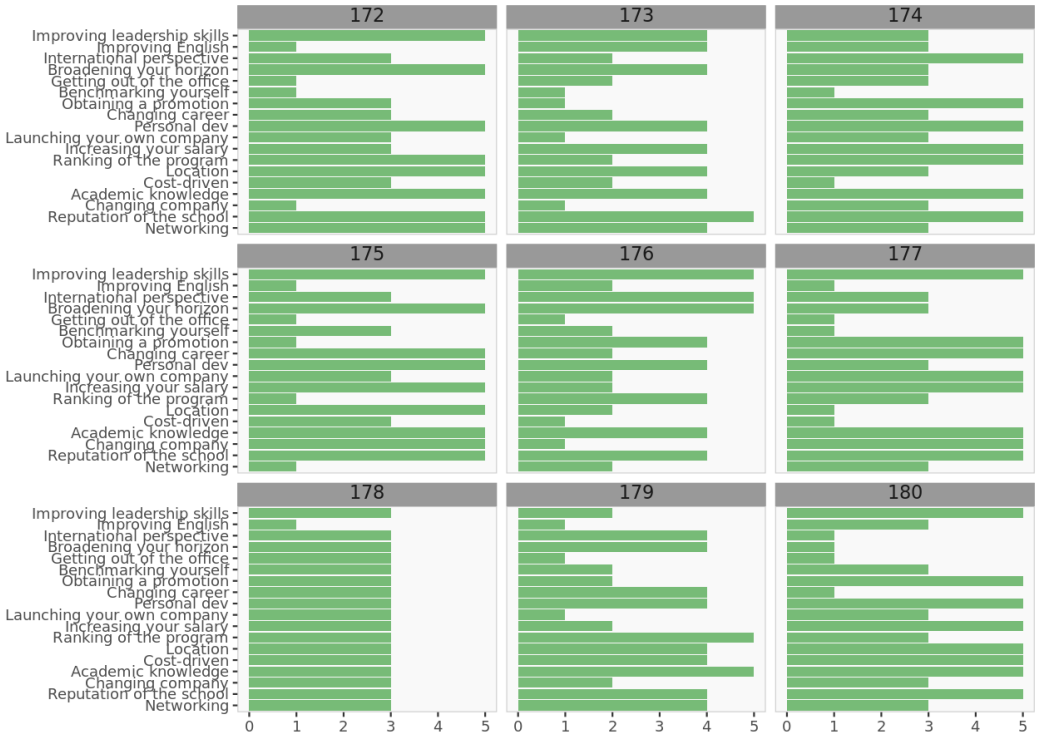
Attributes histograms number 17/22. For each attribute, we display an histogram of brands positionning.



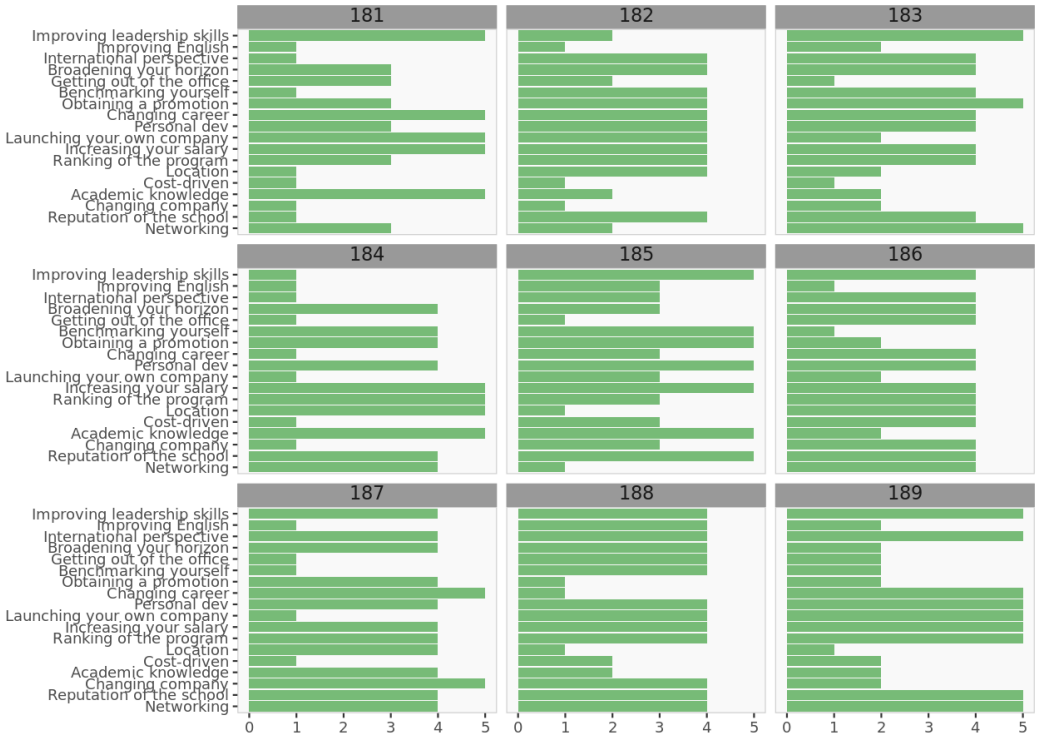
Attributes histograms number 18/22. For each attribute, we display an histogram of brands positionning.



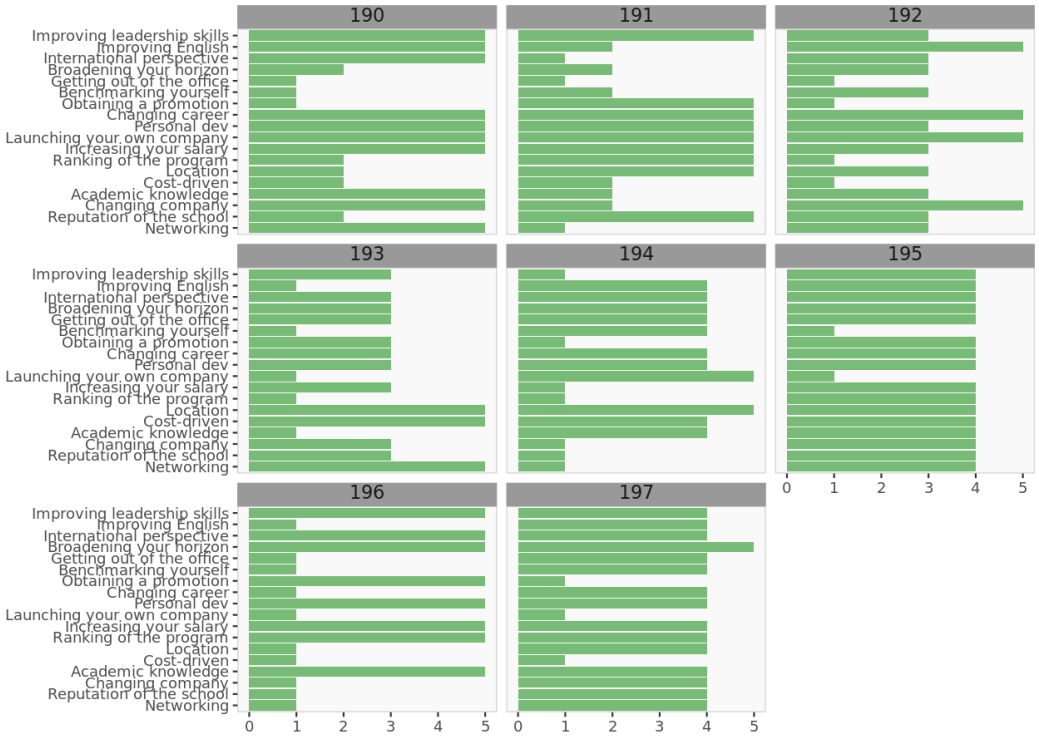
Attributes histograms number 19/22. For each attribute, we display an histogram of brands positionning.



Attributes histograms number 20/22. For each attribute, we display an histogram of brands positionning.



Attributes histograms number 21/22. For each attribute, we display an histogram of brands positionning.



Attributes histograms number 22/22. For each attribute, we display an histogram of brands positionning.