

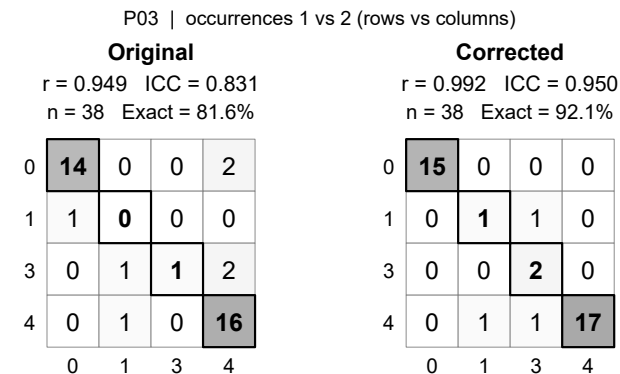
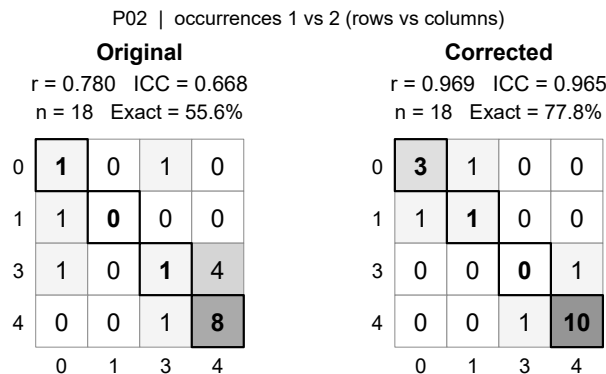
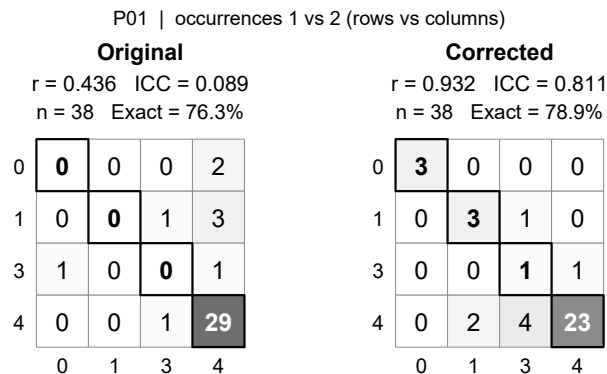
Repeated-item agreement: all 31 pairs

Matched complete cases: the same fragrances on both sides of each pair

Can this fragrance be found at most U.S. department stores.

Does this fragrance have fruity notes.

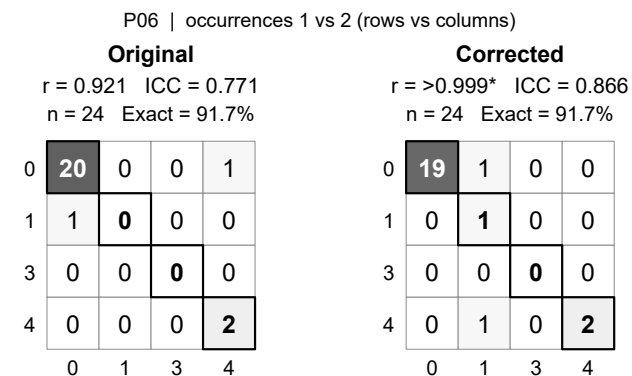
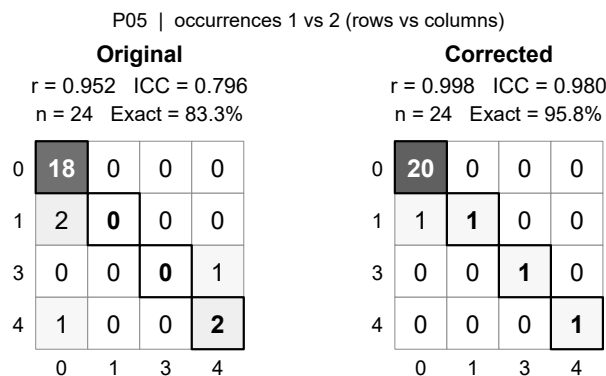
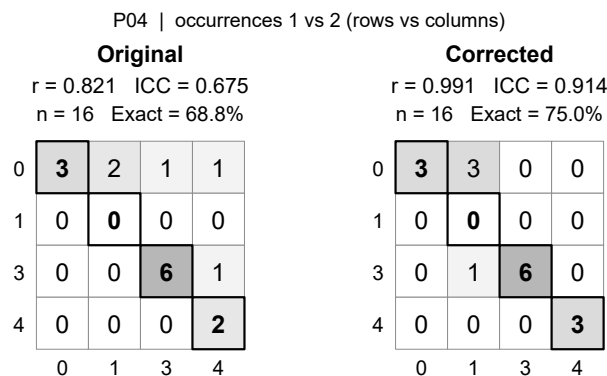
Does this fragrance have rose notes.



Does this fragrance have animalic notes.

Is leather a leading note in this fragrance.

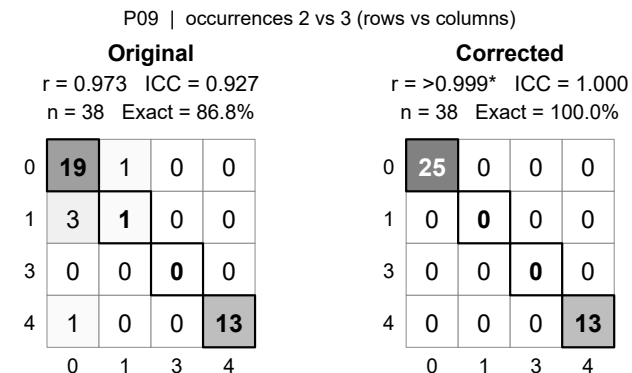
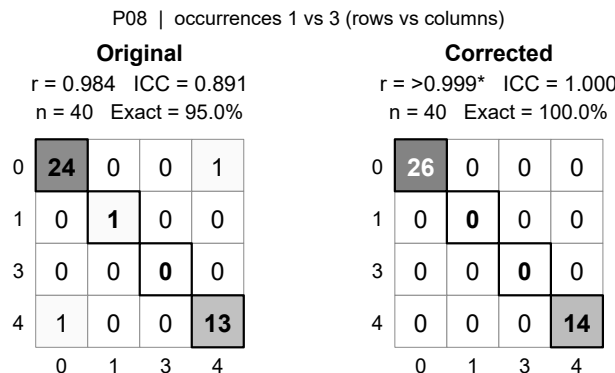
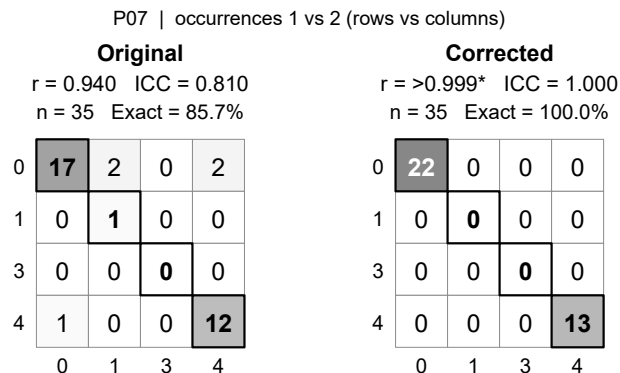
Does this fragrance have cardamom notes.



Is this fragrance marketed mostly to men.

Is this fragrance marketed mostly to men.

Is this fragrance marketed mostly to men.



Cells = counts; shading = share of complete pairs. All panels use the same scale. Diagonal borders = exact agreement.

r = polychoric r ; ICC = ICC(A, 1). NA = not estimable; * = near-boundary r . Codes: 0 definitely no; 1 probably no; 3 probably yes; 4 definitely yes.

Repeated-item agreement: all 31 pairs

Matched complete cases: the same fragrances on both sides of each pair

Is.petrichor.a.prominent.note.in.this.fragrance.

P10 | occurrences 1 vs 2 (rows vs columns)

Original
r = 0.999* ICC = 0.389
n = 36 Exact = 88.9%

0	32	0	0	0
1	0	0	0	0
3	2	0	0	0
4	1	0	1	0
	0	1	3	4

Corrected
r = NA ICC = 0.000
n = 36 Exact = 94.4%

0	34	0	0	0
1	2	0	0	0
3	0	0	0	0
4	0	0	0	0
	0	1	3	4

Is.musk.a.leading.note.in.this.fragrance.

P11 | occurrences 1 vs 2 (rows vs columns)

Original
r = 0.347 ICC = 0.221
n = 20 Exact = 30.0%

0	4	0	1	0
1	1	0	2	2
3	0	2	2	1
4	0	3	2	0
	0	1	3	4

Corrected
r = 0.923 ICC = 0.357
n = 20 Exact = 70.0%

0	4	1	0	0
1	1	10	4	0
3	0	0	0	0
4	0	0	0	0
	0	1	3	4

Does.this.fragrance.have.fecal.notes.

P12 | occurrences 1 vs 2 (rows vs columns)

Original
r = -0.942 ICC = -0.075
n = 20 Exact = 85.0%

0	17	2	0	0
1	1	0	0	0
3	0	0	0	0
4	0	0	0	0
	0	1	3	4

Corrected
r = 0.796 ICC = 0.333
n = 20 Exact = 75.0%

0	15	1	0	0
1	1	0	0	0
3	1	2	0	0
4	0	0	0	0
	0	1	3	4

Does.this.fragrance.cost.less.than..30.per.ounce.

P13 | occurrences 1 vs 2 (rows vs columns)

Original
r = 0.912 ICC = 0.768
n = 29 Exact = 79.3%

0	12	2	0	1
1	0	0	0	0
3	1	0	0	0
4	1	1	0	11
	0	1	3	4

Corrected
r = 0.999* ICC = 0.989
n = 29 Exact = 93.1%

0	18	2	0	0
1	0	1	0	0
3	0	0	1	0
4	0	0	0	7
	0	1	3	4

Does.this.fragrance.have.vetiver.notes.

P14 | occurrences 1 vs 2 (rows vs columns)

Original
r = 0.892 ICC = 0.781
n = 23 Exact = 78.3%

0	14	0	0	1
1	0	0	0	0
3	0	0	0	3
4	1	0	0	4
	0	1	3	4

Corrected
r = 0.977 ICC = 0.965
n = 23 Exact = 78.3%

0	10	1	0	0
1	3	1	0	0
3	0	0	2	1
4	0	0	0	5
	0	1	3	4

Does.this.fragrance.have.mossy.notes.

P15 | occurrences 1 vs 2 (rows vs columns)

Original
r = 0.831 ICC = 0.748
n = 17 Exact = 64.7%

0	7	1	0	0
1	1	0	0	0
3	1	0	1	1
4	1	0	1	3
	0	1	3	4

Corrected
r = 0.931 ICC = 0.943
n = 17 Exact = 64.7%

0	7	2	0	0
1	2	0	0	0
3	0	0	1	1
4	0	0	1	3
	0	1	3	4

Does.this.fragrance.have.ozonic.notes.

P16 | occurrences 1 vs 2 (rows vs columns)

Original
r = >0.999* ICC = 1.000
n = 19 Exact = 100.0%

0	16	0	0	0
1	0	1	0	0
3	0	0	0	0
4	0	0	0	2
	0	1	3	4

Corrected
r = >0.999* ICC = 0.940
n = 19 Exact = 94.7%

0	16	0	0	0
1	0	0	1	0
3	0	0	0	0
4	0	0	0	2
	0	1	3	4

Is.this.fragrance.considered.a..beast.mode..projector.

P17 | occurrences 1 vs 2 (rows vs columns)

Original
r = 0.974 ICC = 0.349
n = 18 Exact = 33.3%

0	2	4	3	4
1	0	0	0	0
3	0	0	0	1
4	0	0	0	4
	0	1	3	4

Corrected
r = 0.980 ICC = 0.891
n = 18 Exact = 38.9%

0	1	6	0	0
1	0	2	0	0
3	0	0	1	5
4	0	0	0	3
	0	1	3	4

Does.this.fragrance.have.gourmand.notes.

P18 | occurrences 1 vs 2 (rows vs columns)

Original
r = 0.889 ICC = 0.603
n = 25 Exact = 56.0%

0	8	3	3	2
1	0	0	0	0
3	0	0	3	3
4	0	0	0	3
	0	1	3	4

Corrected
r = 0.963 ICC = 0.873
n = 25 Exact = 76.0%

0	8	1	0	0
1	0	2	0	1
3	0	2	2	2
4	0	0	0	7
	0	1	3	4

Cells = counts; shading = share of complete pairs. All panels use the same scale. Diagonal borders = exact agreement.

r = polychoric r; ICC = ICC(A,1). NA = not estimable; * = near-boundary r. Codes: 0 definitely no; 1 probably no; 3 probably yes; 4 definitely yes.

Repeated-item agreement: all 31 pairs

Matched complete cases: the same fragrances on both sides of each pair

Does.this.fragrance.have.carnation.notes.

P19 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.940 ICC = 0.685
n = 23 Exact = 78.3%

0	14	1	1	2
1	0	0	0	0
3	0	0	1	1
4	0	0	0	3
	0	1	3	4

Corrected

r = 0.965 ICC = 0.853
n = 23 Exact = 82.6%

0	13	2	1	0
1	0	1	0	0
3	0	0	0	0
4	0	1	0	5
	0	1	3	4

Does.this.fragrance.cost.more.than..100.per.ounce.

P20 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.831 ICC = 0.761
n = 41 Exact = 78.0%

0	30	6	0	1
1	1	0	0	0
3	0	0	0	0
4	0	0	1	2
	0	1	3	4

Corrected

r = >0.999* ICC = 0.964
n = 41 Exact = 95.1%

0	38	1	0	0
1	0	0	0	0
3	0	0	0	0
4	0	0	1	1
	0	1	3	4

Does.this.fragrance.have.resinous.notes.

P21 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.997 ICC = 0.221
n = 19 Exact = 26.3%

0	5	0	6	4
1	0	0	0	0
3	0	0	0	4
4	0	0	0	0
	0	1	3	4

Corrected

r = 0.942 ICC = 0.745
n = 19 Exact = 57.9%

0	4	3	2	0
1	0	2	0	1
3	0	0	0	2
4	0	0	0	5
	0	1	3	4

Does.this.fragrance.have.smoky.notes.

P22 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.452 ICC = 0.236
n = 20 Exact = 75.0%

0	14	0	1	2
1	1	0	0	0
3	0	1	1	0
4	0	0	0	0
	0	1	3	4

Corrected

r = 0.990 ICC = 0.982
n = 20 Exact = 90.0%

0	13	0	0	0
1	0	1	0	0
3	0	0	2	1
4	0	0	1	2
	0	1	3	4

Does.this.fragrance.have.notable.longevity..8..hours..

P23 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.512 ICC = 0.389
n = 24 Exact = 54.2%

0	0	0	0	0
1	0	1	0	1
3	0	3	4	4
4	0	0	3	8
	0	1	3	4

Corrected

r = 0.999* ICC = 0.913
n = 24 Exact = 91.7%

0	0	0	0	0
1	0	4	0	0
3	0	1	9	0
4	0	0	1	9
	0	1	3	4

Does.this.fragrance.have.significant.sillage.projection.

P24 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.792 ICC = 0.261
n = 20 Exact = 45.0%

0	0	0	0	0
1	0	0	2	1
3	0	0	2	8
4	0	0	0	7
	0	1	3	4

Corrected

r = 0.999 ICC = 0.913
n = 20 Exact = 85.0%

0	0	0	0	0
1	0	2	0	0
3	0	0	6	3
4	0	0	0	9
	0	1	3	4

Does.this.fragrance.have.cedar.notes.

P25 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.893 ICC = 0.759
n = 25 Exact = 68.0%

0	11	0	1	2
1	0	0	0	0
3	0	0	0	4
4	0	0	1	6
	0	1	3	4

Corrected

r = 0.946 ICC = 0.792
n = 25 Exact = 72.0%

0	3	4	0	1
1	0	2	1	1
3	0	0	1	0
4	0	0	0	12
	0	1	3	4

Is.mint.a.prominent.note.in.this.fragrance.

P26 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.999* ICC = 0.658
n = 27 Exact = 96.3%

0	25	0	0	1
1	0	0	0	0
3	0	0	0	0
4	0	0	0	1
	0	1	3	4

Corrected

r = >0.999* ICC = 1.000
n = 27 Exact = 100.0%

0	25	0	0	0
1	0	0	0	0
3	0	0	1	0
4	0	0	0	1
	0	1	3	4

Would.many.U.S..consumers.describe.this.fragrance.as..strange..

P27 | occurrences 1 vs 2 (rows vs columns)

Original

r = 0.822 ICC = 0.493
n = 18 Exact = 61.1%

0	10	2	2	0
1	1	0	1	1
3	0	0	0	0
4	0	0	0	1
	0	1	3	4

Corrected

r = 0.994 ICC = 0.534
n = 18 Exact = 66.7%

0	11	3	1	0
1	0	0	2	0
3	0	0	1	0
4	0	0	0	0
	0	1	3	4

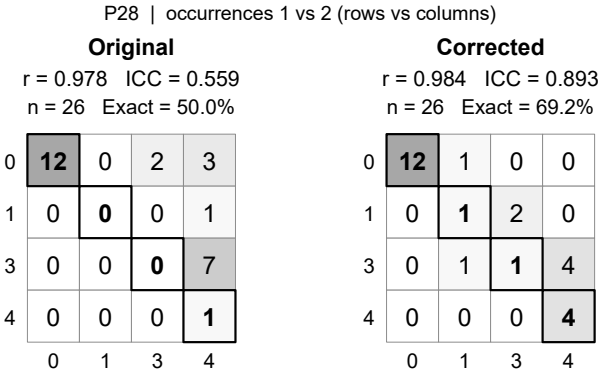
Cells = counts; shading = share of complete pairs. All panels use the same scale. Diagonal borders = exact agreement.

r = polychoric r; ICC = ICC(A,1). NA = not estimable; * = near-boundary r. Codes: 0 definitely no; 1 probably no; 3 probably yes; 4 definitely yes.

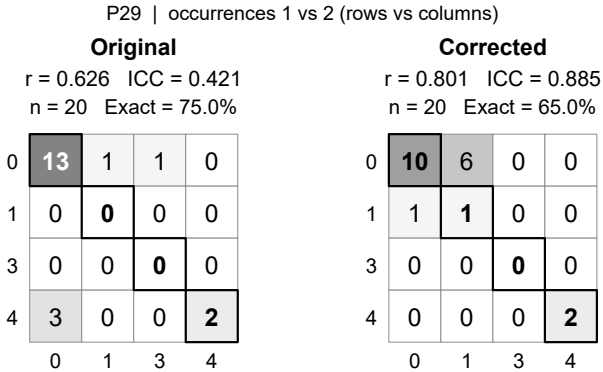
Repeated-item agreement: all 31 pairs

Matched complete cases: the same fragrances on both sides of each pair

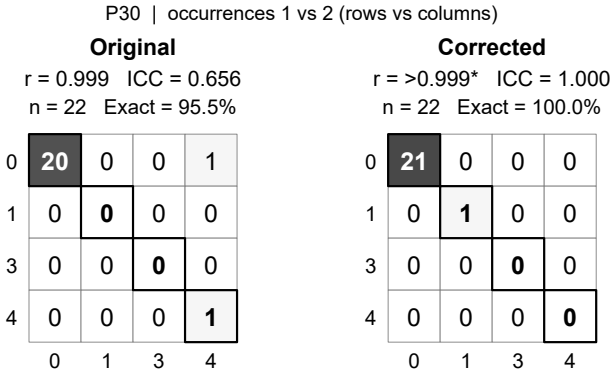
Is.patchouli.a.leading.note.in.this.fragrance.



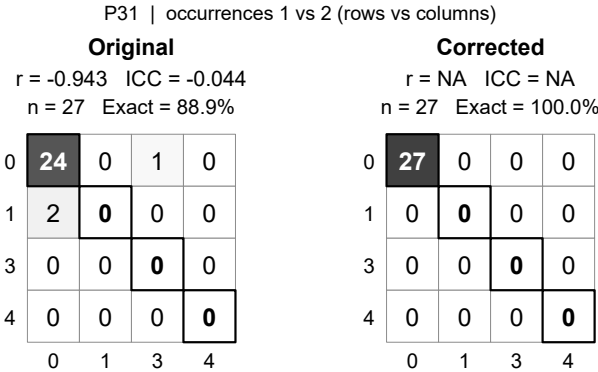
Does.this.fragrance.have.aldehydic.notes.



Is.cumin.a.leading.note.in.this.fragrance.



Does.this.fragrance.have.hay.notes.



Cells = counts; shading = share of complete pairs. All panels use the same scale. Diagonal borders = exact agreement.
r = polychoric r; ICC = ICC(A,1). NA = not estimable; * = near-boundary r. Codes: 0 definitely no; 1 probably no; 3 probably yes; 4 definitely yes.