

Repeated-item agreement: all 31 pairs

All available complete pairs within each dataset; sample sizes can differ

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

P01 | occurrences 1 vs 2 (rows vs columns)

Original		Corrected	
r = 0.617 ICC = 0.324 n = 156 Exact = 60.3%		r = 0.965 ICC = 0.812 n = 200 Exact = 96.5%	
0	87 35 8 5	0	190 3 0 0
1	2 3 3 5	1	1 2 1 0
3	2 0 1 1	3	0 1 1 0
4	1 0 0 3	4	0 0 1 0
	0 1 3 4		0 1 3 4

Does this fragrance have animalic notes?

P04 | occurrences 1 vs 2 (rows vs columns)

Original		Corrected	
r = 0.792 ICC = 0.654 n = 112 Exact = 64.3%		r = 0.886 ICC = 0.838 n = 178 Exact = 62.4%	
0	60 10 12 0	0	63 33 4 0
1	2 0 1 1	1	6 15 3 1
3	2 0 8 7	3	0 2 22 10
4	1 0 4 4	4	0 1 7 11
	0 1 3 4		0 1 3 4

Is this fragrance marketed mostly to men?

P07 | occurrences 1 vs 2 (rows vs columns)

Original		Corrected	
r = 0.941 ICC = 0.850 n = 112 Exact = 83.9%		r = 0.995 ICC = 0.967 n = 191 Exact = 93.2%	
0	60 5 3 2	0	143 4 0 1
1	3 7 1 1	1	3 2 0 0
3	0 0 4 0	3	0 1 1 4
4	1 0 2 23	4	0 0 0 32
	0 1 3 4		0 1 3 4

Does this fragrance have fruity notes?

P02 | occurrences 1 vs 2 (rows vs columns)

Original		Corrected	
r = 0.810 ICC = 0.718 n = 150 Exact = 62.0%		r = 0.965 ICC = 0.945 n = 195 Exact = 75.4%	
0	25 2 7 5	0	37 14 0 0
1	4 0 0 1	1	13 19 3 0
3	3 0 8 26	3	0 1 2 14
4	1 0 8 60	4	0 1 2 89
	0 1 3 4		0 1 3 4

Is leather a leading note in this fragrance?

P05 | occurrences 1 vs 2 (rows vs columns)

Original		Corrected	
r = 0.894 ICC = 0.741 n = 151 Exact = 86.8%		r = 0.973 ICC = 0.887 n = 197 Exact = 89.3%	
0	122 1 2 3	0	158 3 0 0
1	0 0 1 1	1	3 8 7 0
3	2 0 6 9	3	1 0 6 6
4	1 0 0 3	4	0 0 1 4
	0 1 3 4		0 1 3 4

Is this fragrance marketed mostly to men?

P08 | occurrences 1 vs 3 (rows vs columns)

Original		Corrected	
r = 0.921 ICC = 0.841 n = 124 Exact = 79.0%		r = 0.997 ICC = 0.970 n = 195 Exact = 94.4%	
0	62 5 3 2	0	150 1 1 0
1	11 6 2 2	1	4 0 1 0
3	0 0 1 0	3	0 2 2 2
4	1 0 0 29	4	0 0 0 32
	0 1 3 4		0 1 3 4

Does this fragrance have rose notes?

P03 | occurrences 1 vs 2 (rows vs columns)

Original		Corrected	
r = 0.969 ICC = 0.880 n = 152 Exact = 84.9%		r = 0.967 ICC = 0.961 n = 190 Exact = 80.5%	
0	96 1 2 3	0	96 19 1 0
1	1 0 1 0	1	11 3 1 0
3	2 0 1 11	3	0 0 0 2
4	1 0 1 32	4	0 0 3 54
	0 1 3 4		0 1 3 4

Does this fragrance have cardamom notes?

P06 | occurrences 1 vs 2 (rows vs columns)

Original		Corrected	
r = 0.969 ICC = 0.850 n = 151 Exact = 93.4%		r = 0.837 ICC = 0.877 n = 192 Exact = 75.5%	
0	128 0 2 1	0	115 23 0 0
1	2 0 0 1	1	21 12 0 1
3	1 0 0 1	3	0 0 0 1
4	1 0 1 13	4	1 0 0 18
	0 1 3 4		0 1 3 4

Is this fragrance marketed mostly to men?

P09 | occurrences 2 vs 3 (rows vs columns)

Original		Corrected	
r = 0.983 ICC = 0.946 n = 108 Exact = 87.0%		r = 0.996 ICC = 0.966 n = 193 Exact = 93.3%	
0	60 2 0 1	0	146 1 0 0
1	7 3 0 1	1	5 1 1 0
3	0 0 4 3	3	1 0 0 1
4	0 0 0 27	4	0 1 3 33
	0 1 3 4		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

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Is petrichor a prominent note in this fragrance?

P10 | occurrences 1 vs 2 (rows vs columns)

Original

$r = -0.886$ ICC = -0.012
n = 140 Exact = 92.1%

0	129	2	0	0
1	5	0	0	0
3	4	0	0	0
4	0	0	0	0
	0	1	3	4

Corrected

$r = NA$ ICC = 0.000
n = 199 Exact = 99.5%

0	198	1	0	0
1	0	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

$r = 0.765$ ICC = 0.637
n = 107 Exact = 57.0%

0	45	5	9	1
1	7	1	9	1
3	2	0	10	6
4	0	1	5	5
	0	1	3	4

Corrected

$r = 0.806$ ICC = 0.611
n = 180 Exact = 56.1%

0	59	24	6	1
1	11	25	28	0
3	0	3	12	6
4	0	0	0	5
	0	1	3	4

Does this fragrance have fecal notes?

P12 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.488$ ICC = 0.134
n = 151 Exact = 90.1%

0	136	10	2	0
1	2	0	1	0
3	0	0	0	0
4	0	0	0	0
	0	1	3	4

Corrected

$r = 0.715$ ICC = 0.538
n = 189 Exact = 85.7%

0	158	17	1	0
1	6	2	2	0
3	0	1	2	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

$r = 0.834$ ICC = 0.655
n = 132 Exact = 67.4%

0	33	1	4	2
1	0	1	1	1
3	2	0	6	0
4	9	4	19	49
	0	1	3	4

Corrected

$r = 0.993$ ICC = 0.969
n = 180 Exact = 85.6%

0	66	7	0	0
1	3	4	0	0
3	0	0	5	0
4	1	0	15	79
	0	1	3	4

Does this fragrance have vetiver notes?

P14 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.772$ ICC = 0.560
n = 153 Exact = 80.4%

0	114	0	1	4
1	4	0	1	0
3	4	0	0	6
4	9	0	1	9
	0	1	3	4

Corrected

$r = 0.850$ ICC = 0.895
n = 186 Exact = 71.5%

0	87	23	0	0
1	27	20	1	0
3	0	1	0	0
4	1	0	0	26
	0	1	3	4

Does this fragrance have mossy notes?

P15 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.852$ ICC = 0.700
n = 136 Exact = 86.0%

0	109	2	1	3
1	6	0	1	0
3	0	0	0	2
4	3	0	1	8
	0	1	3	4

Corrected

$r = 0.857$ ICC = 0.843
n = 191 Exact = 75.4%

0	119	30	1	0
1	10	10	2	0
3	0	0	0	0
4	1	1	2	15
	0	1	3	4

Does this fragrance have ozonic notes?

P16 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.761$ ICC = 0.607
n = 130 Exact = 86.9%

0	106	2	3	2
1	5	0	0	0
3	1	0	5	1
4	2	0	1	2
	0	1	3	4

Corrected

$r = 0.932$ ICC = 0.915
n = 185 Exact = 84.3%

0	137	11	0	0
1	16	6	0	0
3	0	0	8	0
4	0	0	2	5
	0	1	3	4

Is this fragrance considered a "beast mode" projector?

P17 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.635$ ICC = 0.290
n = 99 Exact = 44.4%

0	36	19	25	5
1	0	1	1	0
3	0	0	3	1
4	1	0	3	4
	0	1	3	4

Corrected

$r = 0.734$ ICC = 0.511
n = 139 Exact = 49.6%

0	52	34	16	1
1	4	8	6	1
3	0	1	6	5
4	0	0	2	3
	0	1	3	4

Does this fragrance have gourmand notes?

P18 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.787$ ICC = 0.376
n = 144 Exact = 41.0%

0	39	12	39	11
1	0	0	3	1
3	1	0	11	17
4	0	0	1	9
	0	1	3	4

Corrected

$r = 0.927$ ICC = 0.801
n = 192 Exact = 68.8%

0	66	14	19	1
1	1	5	1	0
3	1	1	19	9
4	0	0	13	42
	0	1	3	4

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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.

All available complete pairs within each dataset; sample sizes can differ

Does this fragrance have carnation notes?

P19 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.675$ ICC = 0.315
n = 142 Exact = 93.0%

0	130	1	2	0
1	0	0	0	0
3	1	0	0	0
4	6	0	0	2
	0	1	3	4

Corrected

$r = 0.412$ ICC = 0.652
n = 194 Exact = 62.4%

0	106	35	1	0
1	35	10	0	0
3	0	1	0	0
4	0	0	1	5
	0	1	3	4

Does this fragrance have smoky notes?

P22 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.770$ ICC = 0.582
n = 137 Exact = 76.6%

0	93	3	10	3
1	1	0	1	1
3	3	1	8	6
4	2	0	1	4
	0	1	3	4

Corrected

$r = 0.967$ ICC = 0.908
n = 187 Exact = 78.1%

0	112	19	2	0
1	4	5	5	0
3	0	1	12	8
4	0	0	2	17
	0	1	3	4

Does this fragrance have cedar notes?

P25 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.899$ ICC = 0.729
n = 142 Exact = 83.1%

0	94	1	1	7
1	2	0	1	0
3	3	0	0	5
4	4	0	0	24
	0	1	3	4

Corrected

$r = 0.941$ ICC = 0.934
n = 184 Exact = 73.9%

0	78	25	0	0
1	15	13	3	1
3	0	1	2	3
4	0	0	0	43
	0	1	3	4

Does this fragrance cost more than \$100 per ounce?

P20 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.690$ ICC = 0.392
n = 122 Exact = 72.1%

0	80	7	8	12
1	2	0	0	1
3	0	0	1	2
4	2	0	0	7
	0	1	3	4

Corrected

$r = 0.983$ ICC = 0.930
n = 183 Exact = 91.8%

0	158	7	0	1
1	2	0	0	0
3	0	0	0	5
4	0	0	0	10
	0	1	3	4

Does this fragrance have notable longevity (8+ hours)?

P23 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.599$ ICC = 0.556
n = 101 Exact = 50.5%

0	2	3	1	0
1	6	16	7	3
3	1	5	19	11
4	0	5	8	14
	0	1	3	4

Corrected

$r = 0.720$ ICC = 0.675
n = 123 Exact = 58.5%

0	2	2	1	0
1	10	30	10	2
3	0	4	27	12
4	0	3	7	13
	0	1	3	4

Is mint a prominent note in this fragrance?

P26 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.851$ ICC = 0.521
n = 164 Exact = 95.7%

0	155	0	2	2
1	0	0	0	0
3	1	0	0	1
4	1	0	0	2
	0	1	3	4

Corrected

$r = 0.991$ ICC = 0.875
n = 195 Exact = 96.4%

0	184	3	0	1
1	0	0	0	0
3	0	1	0	2
4	0	0	0	4
	0	1	3	4

Does this fragrance have resinous notes?

P21 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.796$ ICC = 0.441
n = 135 Exact = 57.0%

0	55	0	22	18
1	1	0	3	1
3	0	0	8	12
4	0	0	1	14
	0	1	3	4

Corrected

$r = 0.947$ ICC = 0.841
n = 183 Exact = 67.2%

0	61	32	5	3
1	2	7	4	4
3	0	0	5	5
4	0	0	5	50
	0	1	3	4

Does this fragrance have significant sillage/projection?

P24 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.491$ ICC = 0.362
n = 75 Exact = 42.7%

0	1	2	1	3
1	3	9	21	1
3	0	2	16	8
4	0	0	2	6
	0	1	3	4

Corrected

$r = 0.670$ ICC = 0.561
n = 110 Exact = 58.2%

0	0	2	1	1
1	5	28	21	2
3	0	2	27	10
4	0	0	2	9
	0	1	3	4

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

P27 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.392$ ICC = 0.143
n = 113 Exact = 28.3%

0	28	41	28	4
1	1	2	3	0
3	1	0	1	1
4	0	0	2	1
	0	1	3	4

Corrected

$r = 0.766$ ICC = 0.387
n = 166 Exact = 37.3%

0	41	66	24	0
1	0	6	8	0
3	0	3	15	2
4	0	0	1	0
	0	1	3	4

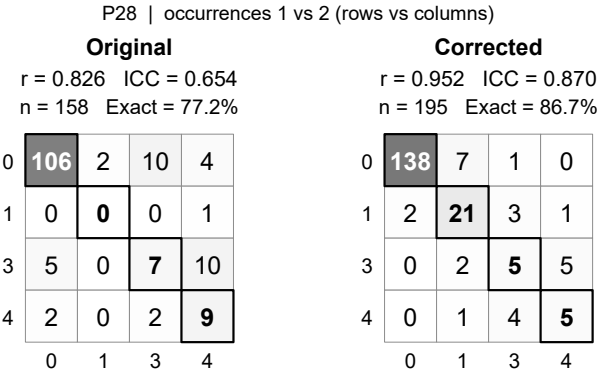
Cells = counts; shading = share of complete pairs. All panels use the same scale. Diagonal borders = exact agreement.

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.

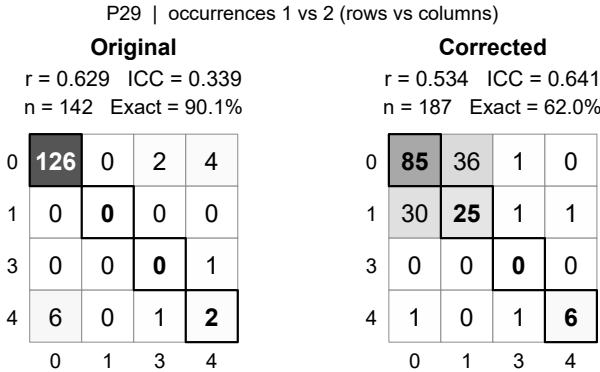
Repeated-item agreement: all 31 pairs

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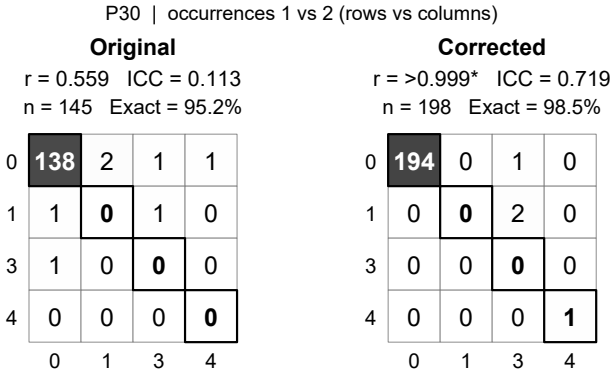
Is patchouli a leading note in this fragrance?



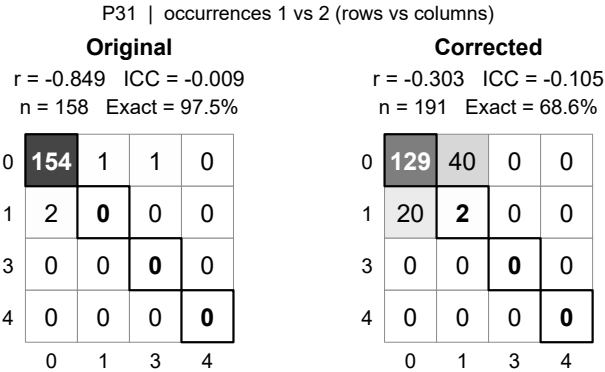
Does this fragrance have aldehydic notes?



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.