

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?

P01 | occurrences 1 vs 2 (rows vs columns)

Original		Corrected	
r = 0.617 ICC = 0.324 n = 156 Exact = 60.3%		r = 0.946 ICC = 0.777 n = 156 Exact = 96.2%	
0	87 35 8 5	0	149 3 0 0
1	2 3 3 5	1	1 1 1 0
3	2 0 1 1	3	0 0 0 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 = 0.799 ICC = 0.665 n = 111 Exact = 64.9%		r = 0.937 ICC = 0.889 n = 111 Exact = 73.0%	
0	60 10 12 0	0	61 13 2 0
1	2 0 1 0	1	3 4 2 0
3	2 0 8 7	3	0 0 11 5
4	1 0 4 4	4	0 0 5 5
	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 = 0.949 ICC = 0.869 n = 110 Exact = 84.5%		r = 0.996 ICC = 0.967 n = 110 Exact = 94.5%	
0	60 5 3 1	0	78 2 0 1
1	3 7 1 1	1	1 1 0 0
3	0 0 4 0	3	0 0 1 2
4	1 0 2 22	4	0 0 0 24
	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 = 0.978 ICC = 0.954 n = 150 Exact = 80.0%	
0	25 2 7 5	0	32 6 0 0
1	4 0 0 1	1	8 12 2 0
3	3 0 8 26	3	0 0 2 11
4	1 0 8 60	4	0 1 2 74
	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 = 0.904 ICC = 0.769 n = 150 Exact = 87.3%		r = 0.977 ICC = 0.891 n = 150 Exact = 92.0%	
0	122 1 2 2	0	125 1 0 0
1	0 0 1 1	1	0 5 5 0
3	2 0 6 9	3	1 0 6 4
4	1 0 0 3	4	0 0 1 2
	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 = 0.931 ICC = 0.861 n = 123 Exact = 79.7%		r = >0.999* ICC = 0.997 n = 123 Exact = 98.4%	
0	62 5 3 1	0	92 0 0 0
1	11 6 2 2	1	1 0 0 0
3	0 0 1 0	3	0 0 0 1
4	1 0 0 29	4	0 0 0 29
	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 = 0.968 ICC = 0.878 n = 151 Exact = 84.8%		r = 0.990 ICC = 0.972 n = 151 Exact = 88.7%	
0	96 1 2 3	0	90 4 1 0
1	1 0 1 0	1	7 1 1 0
3	2 0 1 11	3	0 0 0 2
4	1 0 1 31	4	0 0 2 43
	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 = 150 Exact = 93.3%		r = 0.902 ICC = 0.924 n = 150 Exact = 82.7%	
0	127 0 2 1	0	107 13 0 0
1	2 0 0 1	1	12 2 0 1
3	1 0 0 1	3	0 0 0 0
4	1 0 1 13	4	0 0 0 15
	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 = 0.945 n = 107 Exact = 86.9%		r = 0.997 ICC = 0.978 n = 107 Exact = 94.4%	
0	60 2 0 1	0	75 1 0 0
1	7 3 0 1	1	3 0 0 0
3	0 0 4 3	3	0 0 0 1
4	0 0 0 26	4	0 1 0 26
	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.

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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

$r = \text{NA}$ ICC = NA
n = 140 Exact = 100.0%

0	140	0	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

$r = 0.840$ ICC = 0.617
n = 107 Exact = 62.6%

0	48	9	4	1
1	7	11	16	0
3	0	0	5	3
4	0	0	0	3
	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

$r = 0.651$ ICC = 0.320
n = 151 Exact = 88.7%

0	134	10	1	0
1	3	0	2	0
3	0	1	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

$r = 0.833$ ICC = 0.657
n = 130 Exact = 67.7%

0	32	1	4	2
1	0	1	1	1
3	1	0	6	0
4	9	4	19	49
	0	1	3	4

Corrected

$r = 0.992$ ICC = 0.963
n = 130 Exact = 85.4%

0	41	5	0	0
1	2	1	0	0
3	0	0	4	0
4	1	0	11	65
	0	1	3	4

Does this fragrance have vetiver notes?

P14 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.793$ ICC = 0.578
n = 151 Exact = 80.8%

0	113	0	1	3
1	4	0	1	0
3	4	0	0	6
4	9	0	1	9
	0	1	3	4

Corrected

$r = 0.918$ ICC = 0.916
n = 151 Exact = 78.8%

0	87	10	0	0
1	19	9	1	0
3	0	1	0	0
4	1	0	0	23
	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

$r = 0.947$ ICC = 0.879
n = 136 Exact = 88.2%

0	107	6	1	0
1	5	1	1	0
3	0	0	0	0
4	1	1	1	12
	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

$r = 0.977$ ICC = 0.947
n = 130 Exact = 90.8%

0	108	2	0	0
1	8	2	0	0
3	0	0	5	0
4	0	0	2	3
	0	1	3	4

Is this fragrance considered a "beast mode" projector?

P17 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.660$ ICC = 0.317
n = 94 Exact = 45.7%

0	36	19	22	4
1	0	1	1	0
3	0	0	2	1
4	1	0	3	4
	0	1	3	4

Corrected

$r = 0.830$ ICC = 0.465
n = 94 Exact = 46.8%

0	36	23	15	1
1	1	1	5	1
3	0	0	4	3
4	0	0	1	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 = 0.794
n = 144 Exact = 68.1%

0	45	11	15	1
1	0	3	0	0
3	1	0	16	5
4	0	0	13	34
	0	1	3	4

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Does this fragrance have carnation notes?

P19 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.674$ ICC = 0.315
n = 141 Exact = 92.9%

0	129	1	2	0
1	0	0	0	0
3	1	0	0	0
4	6	0	0	2
	0	1	3	4

Corrected

$r = 0.785$ ICC = 0.661
n = 141 Exact = 75.9%

0	102	1	1	0
1	30	3	0	0
3	0	1	0	0
4	0	0	1	2
	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

$r = 0.981$ ICC = 0.924
n = 137 Exact = 86.9%

0	95	6	2	0
1	3	3	3	0
3	0	0	8	3
4	0	0	1	13
	0	1	3	4

Does this fragrance have cedar notes?

P25 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.900$ ICC = 0.726
n = 141 Exact = 83.7%

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

Corrected

$r = 0.974$ ICC = 0.954
n = 141 Exact = 83.0%

0	78	8	0	0
1	11	5	1	1
3	0	1	1	2
4	0	0	0	33
	0	1	3	4

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

P20 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.710$ ICC = 0.426
n = 119 Exact = 73.9%

0	80	7	6	11
1	2	0	0	1
3	0	0	1	2
4	2	0	0	7
	0	1	3	4

Corrected

$r = >0.999^*$ ICC = 0.943
n = 119 Exact = 94.1%

0	102	2	0	1
1	0	0	0	0
3	0	0	0	4
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

$r = 0.590$ ICC = 0.550
n = 100 Exact = 50.0%

0	2	3	1	0
1	6	16	7	3
3	1	5	19	11
4	0	5	8	13
	0	1	3	4

Corrected

$r = 0.696$ ICC = 0.646
n = 100 Exact = 56.0%

0	2	2	1	0
1	6	23	9	2
3	0	3	19	12
4	0	3	6	12
	0	1	3	4

Is mint a prominent note in this fragrance?

P26 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.850$ ICC = 0.521
n = 163 Exact = 95.7%

0	154	0	2	2
1	0	0	0	0
3	1	0	0	1
4	1	0	0	2
	0	1	3	4

Corrected

$r = 0.987$ ICC = 0.832
n = 163 Exact = 96.9%

0	156	1	0	1
1	0	0	0	0
3	0	1	0	2
4	0	0	0	2
	0	1	3	4

Does this fragrance have resinous notes?

P21 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.794$ ICC = 0.439
n = 134 Exact = 56.7%

0	54	0	22	18
1	1	0	3	1
3	0	0	8	12
4	0	0	1	14
	0	1	3	4

Corrected

$r = 0.943$ ICC = 0.817
n = 134 Exact = 70.9%

0	49	14	5	3
1	1	5	3	4
3	0	0	4	4
4	0	0	5	37
	0	1	3	4

Does this fragrance have significant sillage/projection?

P24 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.493$ ICC = 0.369
n = 74 Exact = 43.2%

0	1	2	1	3
1	3	9	20	1
3	0	2	16	8
4	0	0	2	6
	0	1	3	4

Corrected

$r = 0.577$ ICC = 0.427
n = 74 Exact = 43.2%

0	0	2	1	1
1	4	10	19	2
3	0	2	16	9
4	0	0	2	6
	0	1	3	4

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

P27 | occurrences 1 vs 2 (rows vs columns)

Original

$r = 0.391$ ICC = 0.143
n = 112 Exact = 28.6%

0	28	40	28	4
1	1	2	3	0
3	1	0	1	1
4	0	0	2	1
	0	1	3	4

Corrected

$r = 0.845$ ICC = 0.360
n = 112 Exact = 33.9%

0	30	48	19	0
1	0	0	3	0
3	0	1	8	2
4	0	0	1	0
	0	1	3	4

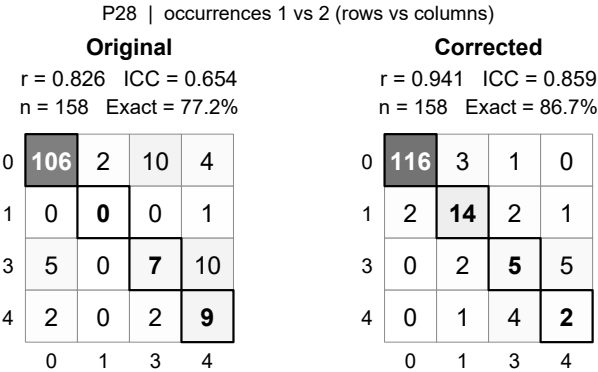
Cells = counts; shading = share of complete pairs. All panels use the same scale. Diagonal borders = exact agreement.

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.

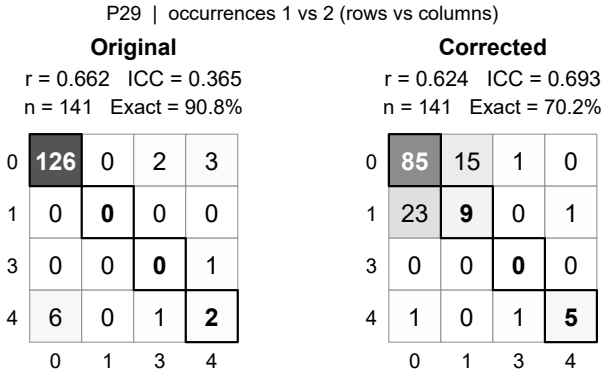
Repeated-item agreement: all 31 pairs

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

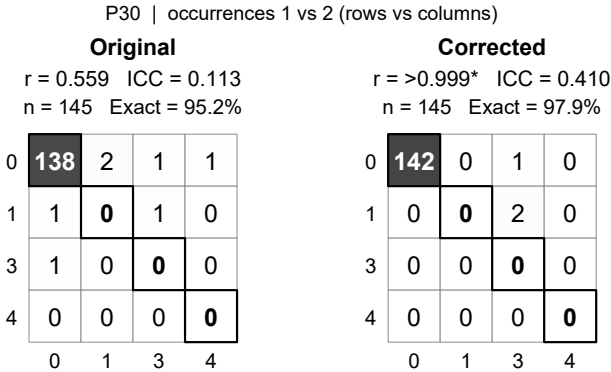
Is patchouli a leading note in this fragrance?



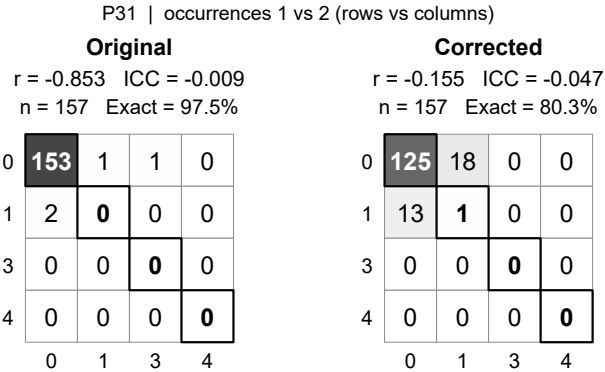
Does this fragrance have aldehydic notes?



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.