How to Use the Seafood Consumer Preference Tool

❶ Select enable content for macros. Otherwise the simulator will not function.

❷ Select species and packaging type to examine. Also select countries for examination.

❸ Select combination of attribute levels for comparison.

❹ Use price toggle options to determine the relative value of any given attribute (determined at point where demand for both choices = 50%.

❺ Shows "choice share" between two theoretical configurations (selected on left). In this case 90% of respondents would select "Product B" based on the configuration selected.

❻ Isotherm reveals the degree of impact each attribute has in a given market. This provides a "road map" to the analyst when considering which market configurations are most impactful.

❼ These percentages reveal the degree of "impact" each attribute has on choice shares. Those with larger values are relatively more impactful; those with lesser values are relatively less impactful.