

How to Use the Seafood Consumer Preference Tool



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

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

3 Select combination of attribute levels for comparison.

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

5 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.

6 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.

7 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.

	MARKET SIZE	INCLUDE IN RESULTS
US	1,000	
Netherlands	1,000	
Germany	1,000	
Canada	1,000	
China	1,000	

 The right side of the interface shows a 'PREFERENCE SHARE' chart with a bar for Product A (10%) and a larger bar for Product B (90%). Below this is an 'Isotherm' chart showing the relative impact of market attributes. At the bottom, a table shows the relative impact of each attribute:

PRODUCTION	SPECIES VERIFICATION	CRITICAL DATES VERIFICATION	SUSTAINABILITY VERIFICATION	PRICE
17%	17%	25%	22%	27%