

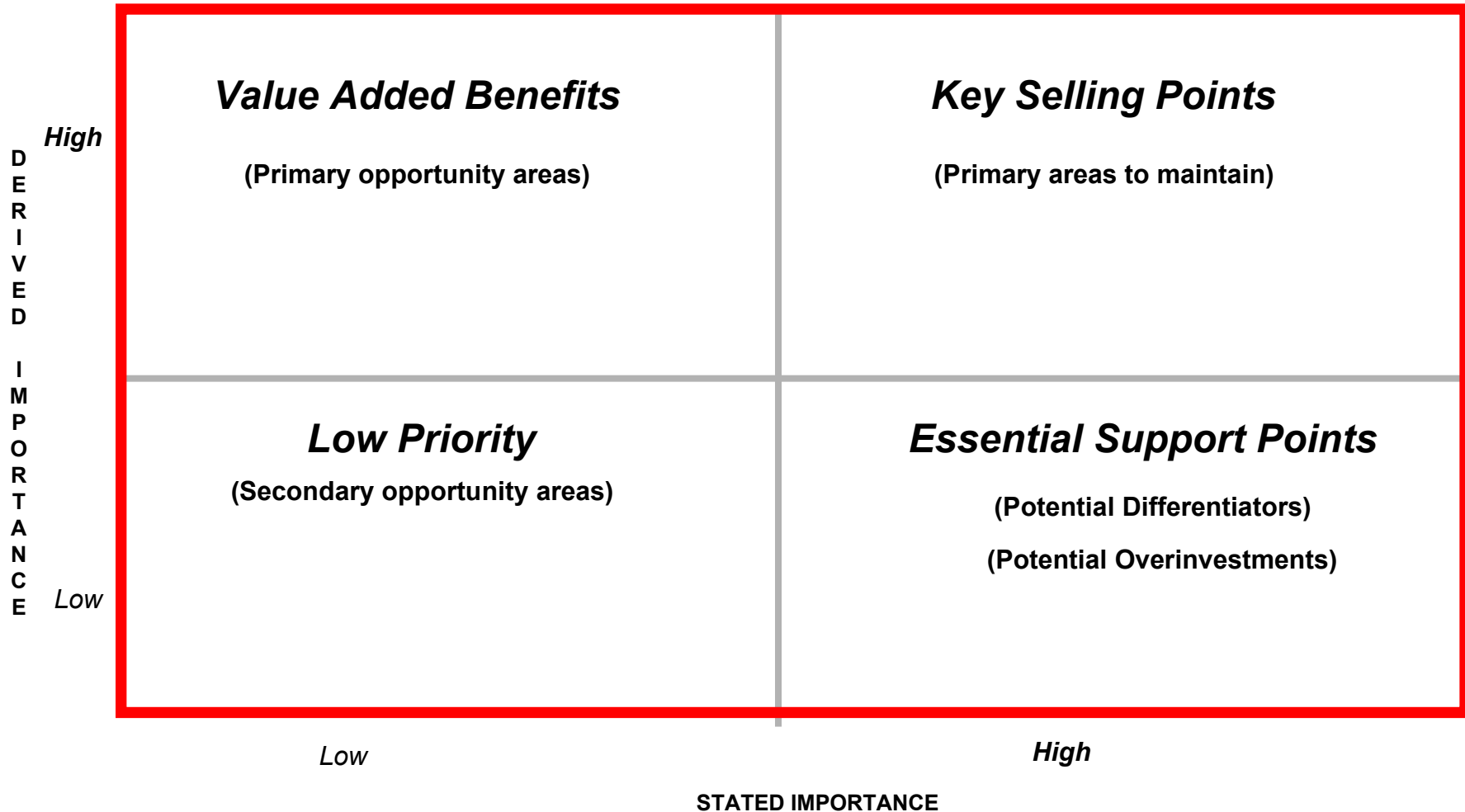
Stated versus Derived Importance Analysis

Multivariate Solutions

Stated versus Derived Importance Analysis

- **Use**
 - Stated Importance Ratings for Companies
 - Derived Importance Expectation Ratings for Companies as they Drive Overall Company Performance (regression analysis)
- **Step 1**
 - Compute Stated Importance Means= Mean of Stated Importance
 - Compute Derived Importance= Normalized regression coefficient multiplied by 10.
- **Step 2**
 - Y-Axis = Each Derived Importance Beta Score
 - X-Axis= Each Stated Importance Mean
 - Median Quadrant Axis Separating Top Three from Bottom Three Derived and Stated Importance Ratings

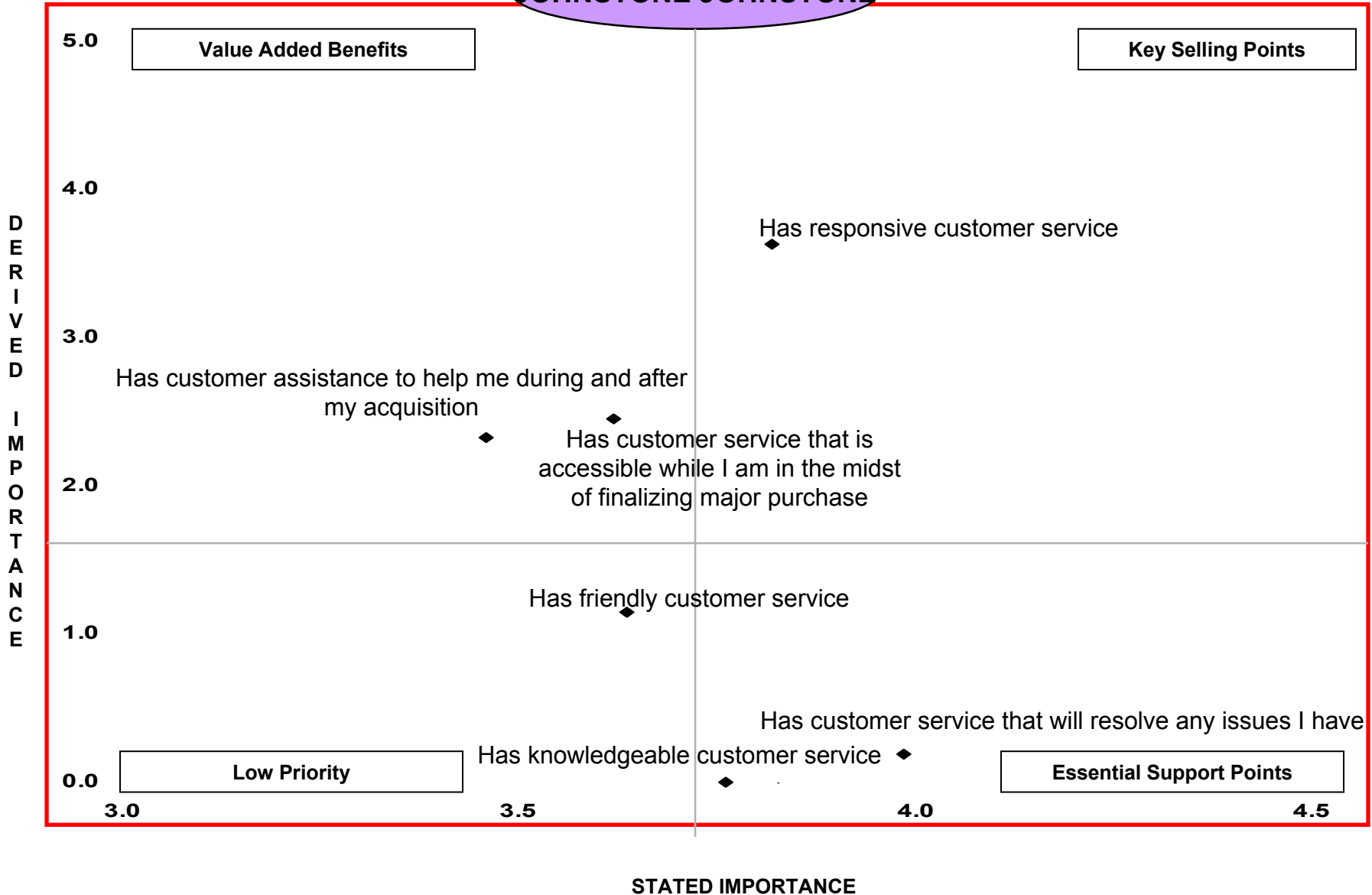
Stated versus Derived Importance Analysis



Derived versus Stated Importance

JOHNSTONE JOHNSTONE

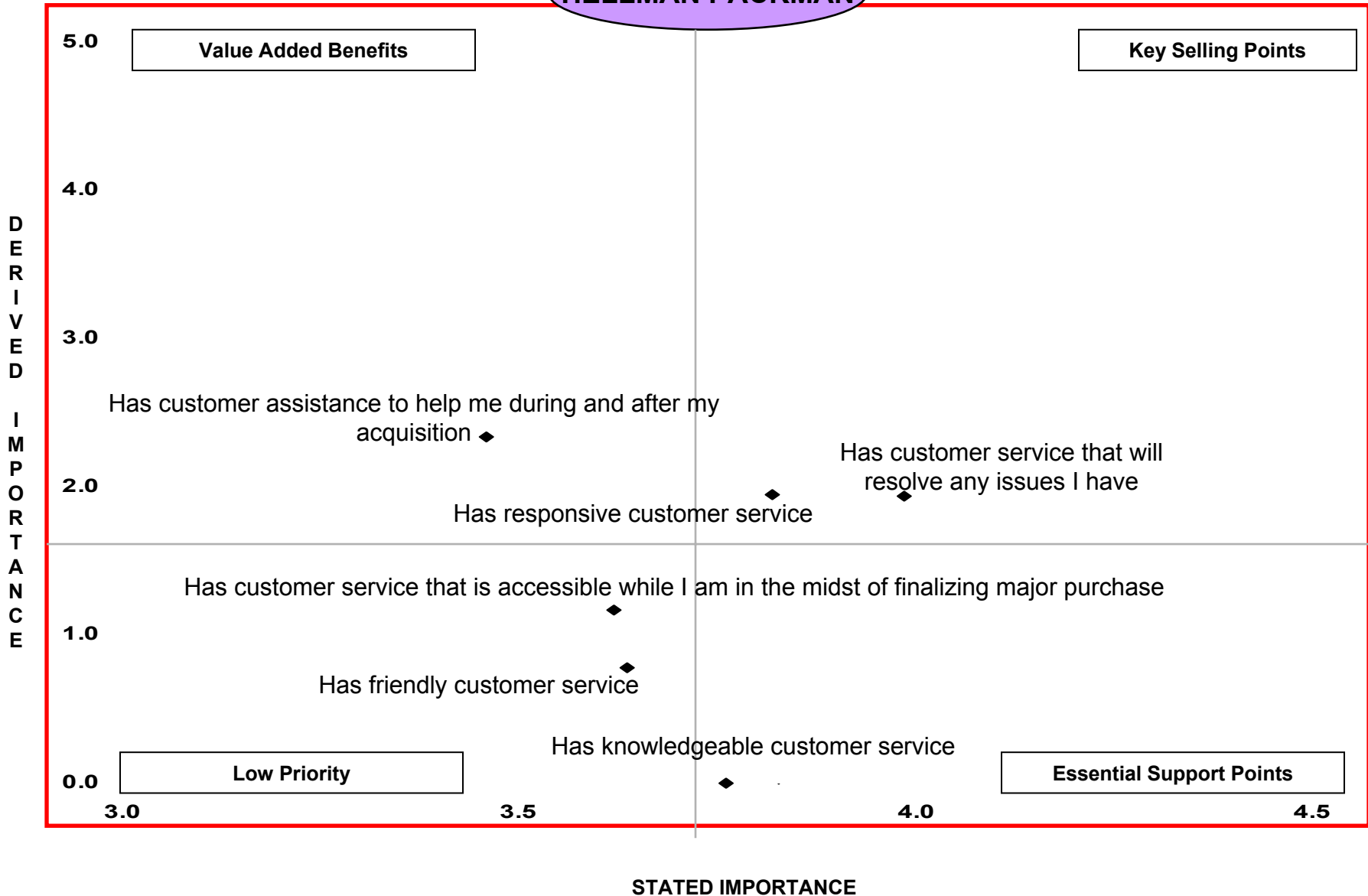
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Derived versus Stated Importance

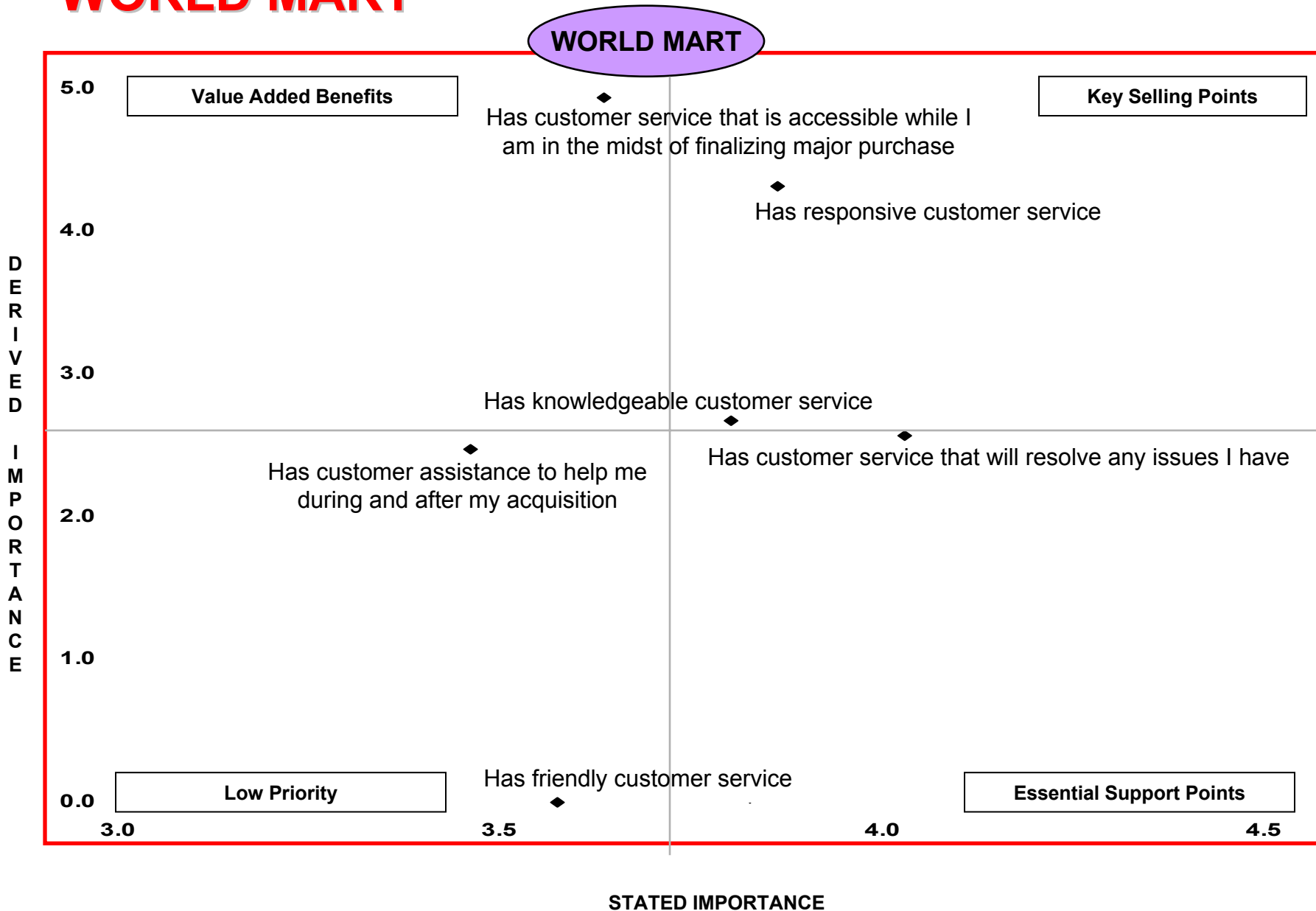
HELLMAN PACKMAN

HELLMAN PACKMAN



Derived versus Stated Importance

WORLD MART



Derived versus Stated Importance

BRITISH ANDERSON

BRITISH ANDERSON

