

Report on Conjoint Analysis Usage among Sawtooth Software Customers

(2022 Data Collected April-May 2022)

***Percent of projects using different methods:
(Weighted data, by number of projects conducted)**

2003	2004	2005 ¹	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
35	46	54	56	59	62	68	65	68	60	65	69	69	72	73	72	71	71	72	73	CBC (Choice-Based Conjoint)
							6	9	10	10	11	11	11	12	14	13	14	13	14	ACBC (Adaptive Choice)
									2	2	2	2	2	2	3	3	3	3	4	MBC (Menu-Based Choice)
25	20	15	12	11	10	6	6	5	4	4	2	3	2	2	2	2	3	1	1	ACA (Adaptive Conjoint Analysis)
10	9	8	7	6	4	4	2	3	4	2	3	1	2	2	2	1	1	1	2	CVA (traditional conjoint analysis)
12	10	10	11	12	9	9	11	6	6	9	3	7	6	3	2	5	4	4	2	Proprietary version of conjoint analysis
5	4	3	4	3	3	2	2	3	2	3	3	2	1	1	2	1	1	3	1	Self-explicated approach
10	6	3	7	6	10	9	6	5	11	4	5	3	3	4	2	3	2	2	2	Other software system/approach not listed
3	5	3	3	3	2	2	2	2	1	2	3	1	1	1	1	1	1	1	1	BPTO (Brand Price TradeOff)

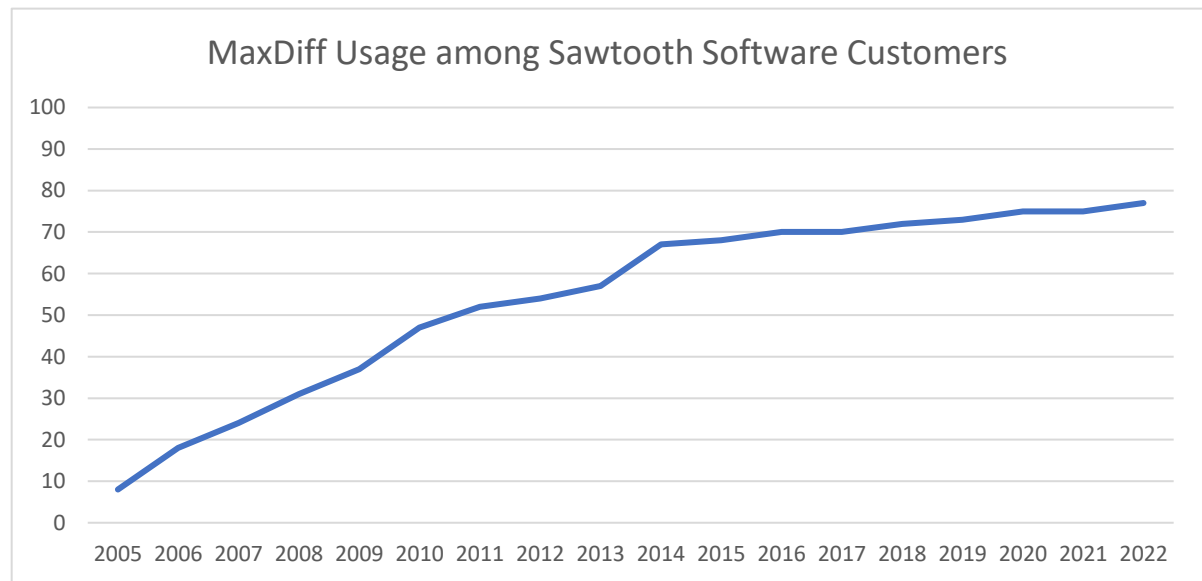
*Among respondents who reported that their company conducts tradeoff/conjoint/choice or some other preference modeling.

¹ The figures for 2005 sum to only 96% because we included MaxDiff as an option and it captured the remaining 4%. In 2006 and later, recognizing the MaxDiff is often used in addition to conjoint analysis within the same study, we asked the usage question about MaxDiff as a separate question.

MaxDiff (Maximum Difference Scaling)

The table below shows the percent of our total customer base (which involves many non-conjoint analysis users) who reported that their firm had used MaxDiff during the previous 12 months.

% of total respondents using MaxDiff during the previous year	
2005	8
2006	18
2007	24
2008	31
2009	37
2010	47
2011	52
2012	54
2013	57
2014	67
2015	68
2016	70
2017	70
2018	72
2019	73
2020	75
2021	75
2022	77



Panel Sample: Who We're Using

In our latest customer feedback survey, we also asked our users which Online Panels they primarily used over the last 12 months. Up to six mentions were allowed, asked in open-end format with no pre-coded responses. Sample providers who were mentioned by at least 3% of the sample in 2022 are reported below. (If a firm acquires another firm, the results for years prior to the acquisition are not netted.)

Percent of Respondents Using Panel/Sample Supplier in Last 12 Months
(Sorted by 2022 Results)

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Dynata	23	30	46	47	47	48	50	46	45	48	66	63	62	56	58
Lucid					2	2	2	2	5	8	13	16	21	19	25
Cint			1	2	5	4	3	3	4	4	8	12	6	8	18
Prodege								0	0	2	3	3	6	8	11
Kantar/Lightspeed Research	6	9	8	10	8	17	17	18	17	16	18	11	9	4	10
Bilendi/M3			0	1	1	0	2	4	4	7	8	8	10	8	8
Qualtrics						2	5	3	6	8	5	8	11	10	7
Norstat		3	2	2	4	3	3	5	2	5	5	3	4	6	5
EMI Research Solutions		0	2	2	3	2	3	2	4	3	2	4	5	4	5
Pureprofile		1	0	2	2	1	2	0	2	2	3	2	2	4	5
PureSpectrum											1	0	2	3	5
Rep Data															5
InnovateMR									1	3	2	4	2	6	4
Quest Mindshare											1	1	2	2	4
Sermo		2	1	5	6	4	2	3	2	4	3	2	2	4	3