

Single Pairwise Graphical/Numerical Comparisons

Pairwise graphical and numerical comparisons are used to express your judgment about the relative importance, preference, or likelihood of the two elements being compared.

In the example below, we are asked to compare the relative importance of the two objectives (Cost of Ownership and Performance) with respect to a car purchase decision.

Desktop

With respect to **Purchase a new car** which of the two Objectives below is more important

Purchase a new car

This model was designed to select the best automobile to purchase with respect to price, performance, and style of three alternative vehicles.

Cost of Ownership

[The Edmunds Inc. True Cost to Own®](#) (TCO) pricing system calculates the additional costs you may not have included when considering your next vehicle purchase. These extra costs include: depreciation, interest on your loan, taxes and fees, insurance premiums, fuel costs, maintenance, and repairs. Search here to view the TCO of any vehicle.

9 5 3 2 1 1 2 3 5 9

Performance

Some factors to consider:

- Acceleration
- Handling
- Braking
- Safety Features

Mobile

Expert Choice
comparison®

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prev 1 2 3 ... 19 next 100%

Current Steps

You can enter a judgment by clicking or dragging the slider bar or by entering a number in the left or right boxes below the slider bar.

The judgment above shows that "Performance" is about twice as important as the "Cost of Ownership" with respect to the decision "Purchase a new car."

You can drag the bar only up to ratio 9:1 as the extreme.

Judgments with ratios > 9 to 1 can be entered numerically, which will move the slider on the extra white spaces from 9.

If you realize that your judgment is inverted, you can click on the  icon.

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Your judgment will be automatically recorded when you go to another step by clicking **Next**.

You can also enter judgments about the **relative preference of two alternatives** with respect to an objective using the pairwise graphical or numerical comparison method.
