

Multi-pairwise Graphical/Numerical Comparisons

Pairwise graphical and numerical comparisons are to be used to express judgments about the relative importance, preference, or likelihoods of the two elements shown on each line.

In the example below, we are asked to compare the relative importance of each pair of objectives with respect to the decision of which car to purchase.

When thinking about **Purchase a new car**, choose the relative importance for each pair of Objectives below

Cost of Ownership **Purchase a new car** **Performance**

[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,](#)

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

Some factors to consider:

- Acceleration
- Handling
- Braking
- Safety Features

Objective 1	Objective 2	Ratio (Left:Right)
Cost of Ownership	Performance	2:1
Performance	Style	9:1
Cost of Ownership	Style	9:1

For each pair, you can enter a judgment by dragging the slider bar or by entering a number (greater than 0) in the left or right boxes below the slider bar.

In the top line of the example above, a judgment is made that "Performance" is about twice as important as "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 (see Performance vs. Style). Judgments with ratios > 9 to 1 can be entered numerically (see Cost of Ownership vs. Style), 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.

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 multi pairwise graphical or numerical comparison method.