

Paired Comparison Analysis Worksheet

STEP 1: In the spaces below, list each of your options. Then, write a short version of the options in the grid below, next to each letter in the shaded boxes. This is to help you easily recall which option is which while comparing.

A) _____ B) _____ C) _____ D) _____	E) _____ F) _____ G) _____ H) _____
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STEP 2: For each square in the grid below, compare the option in the row to the option in the column. Circle the letter you prefer.

STEP 3: Next to each letter you circled, circle the number that best expresses how strongly you feel about your preference, on this scale:

1 = slightly prefer 2 = moderately prefer 3 = greatly prefer

	B:	C:	D:	E:	F:	G:	H:	SCORES
A:	A or B - 1 2 3	A or C - 1 2 3	A or D - 1 2 3	A or E - 1 2 3	A or F - 1 2 3	A or G - 1 2 3	A or H - 1 2 3	A=
	B:	B or C - 1 2 3	B or D - 1 2 3	B or E - 1 2 3	B or F - 1 2 3	B or G - 1 2 3	B or H - 1 2 3	B=
		C:	C or D - 1 2 3	C or E - 1 2 3	C or F - 1 2 3	C or G - 1 2 3	C or H - 1 2 3	C=
			D:	D or E - 1 2 3	D or F - 1 2 3	D or G - 1 2 3	D or H - 1 2 3	D=
				E:	E or F - 1 2 3	E or G - 1 2 3	E or H - 1 2 3	E=
					F:	F or G - 1 2 3	F or H - 1 2 3	F=
						G:	G or H - 1 2 3	G=
							H:	H=

STEP 4: Add the scores for each letter, and enter them in the rightmost column. Make sure you check each letter's column and row.