

3 Purchase drivers and behavior



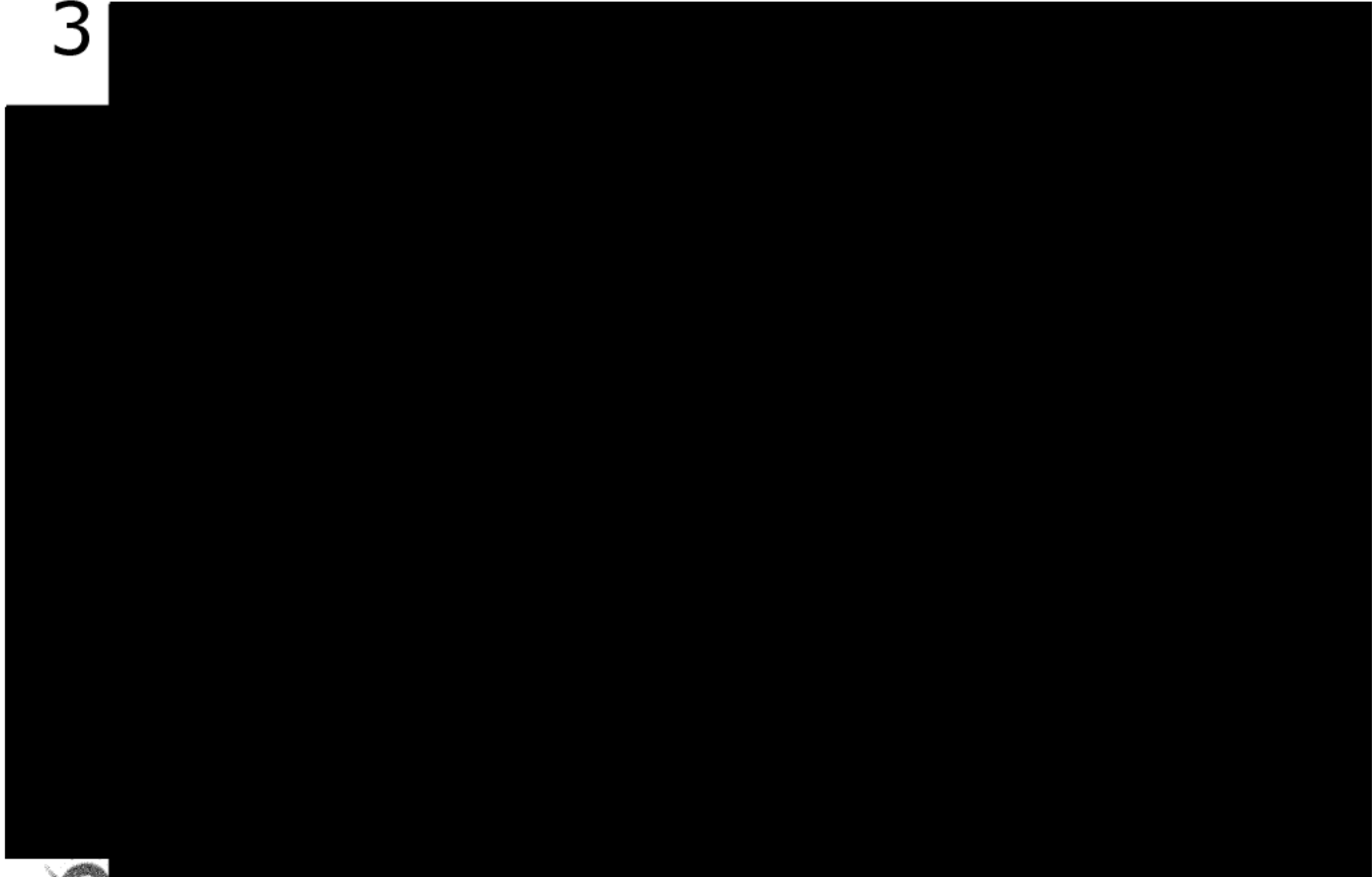
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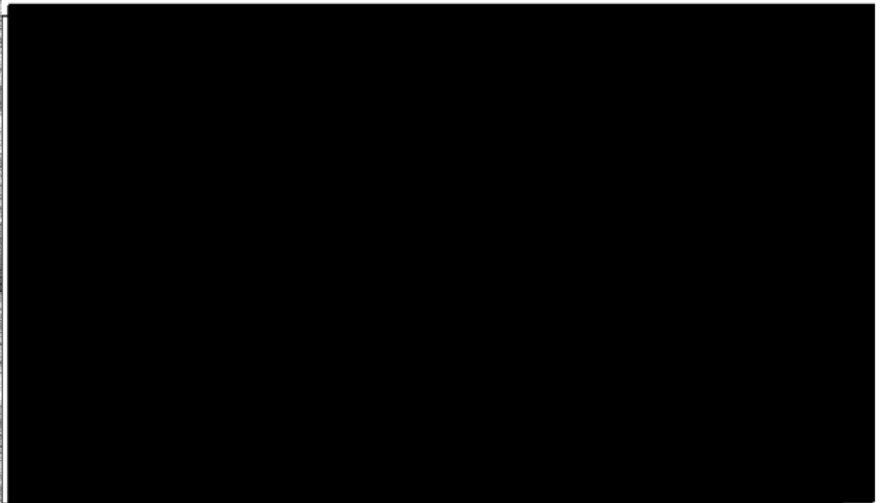
3 Purchase drivers and behavior



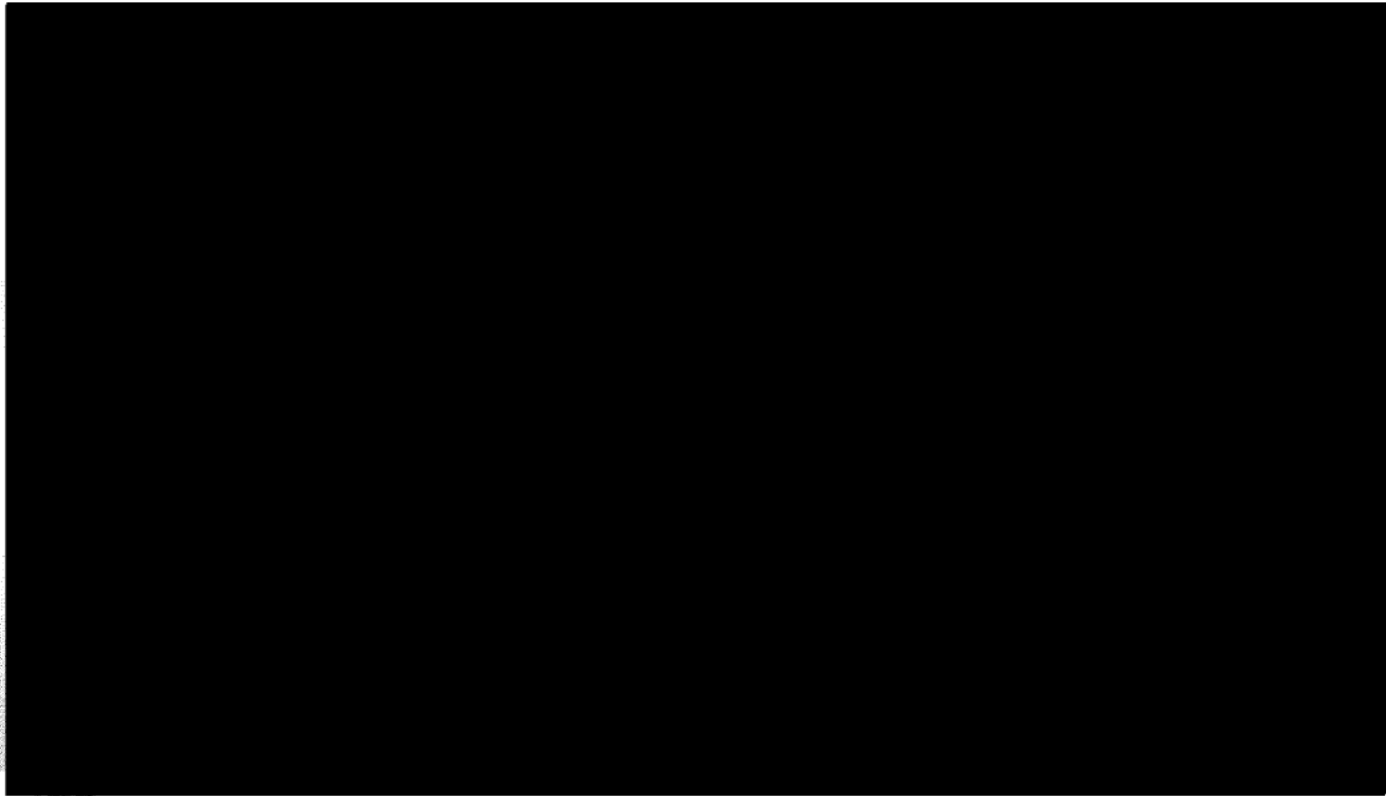
3 Demographics and Behaviors Summary



4 BYO (Build Your Own)



4 BYO BYO/Conjoint attributes and levels tested



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