

The Research and Application on the Paired-Comparison Model involving Ties-
Using Drink Preference Survey as an Example

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Abstract

The purpose of the paper is to discuss the paired-comparison models with ties and their application. The research subject is the survey of drink preference and the target population is the people living in the Hsin-Chu area. First, this paper will introduce the origin of each model and discuss the relationship between these models. Then the details of parameter estimations and related tests are presented. Finally, Rao-Kupper, Davidson and Tie-worth these three paired-comparison models involving ties are used to analyze the collected data and make conclusions. The conclusion is that the first two preferred drinks for the people in Hsin-Chu county and city are juice and tea.

Keyword : paired-comparison models, tie, drink preference survey