

PAIRED COMPARISON ANALYSIS WORKSHEET

This worksheet helps you eliminate, limit or prioritize your alternatives. This analysis helps you set priorities when multiple demands exist on the same resources — your time and money. It will isolate choices and remove some subjectivity. Use this worksheet to compare each option — one at a time, with the two following steps:

1. With the open cells, compare the option in the row with the one in the column.

For each cell, decide which of the two options is more important. Write down the letter of the more important option in the cell and score the difference in importance from 0 (equal importance) to 3 (much more important).

2. Consolidate the results by adding the total of all the values for each of the options.

Convert these values into a percentage of the total score to determine rank of importance.

	Opportunity #1 (A)	Opportunity #2 (B)	Opportunity #3 (C)	Opportunity #4 (D)
Opportunity #1 (A)	Blocked Out			
Opportunity #2 (B)	Blocked Out	Blocked Out		
Opportunity #3 (C)	Blocked Out	Blocked Out	Blocked Out	
Opportunity #4 (D)	Blocked Out	Blocked Out	Blocked Out	Blocked Out