FORCED CHOICE MATRIX

Directions: Select up to 12 things you wish to compare. List them on the matrix below. List each item twice. Once on the top (columns) and once on the left side (rows) of the matrix. Compare the two and write the preference in the corresponding cell on the matrix. When the matrix if full count up the number of each letter. The items with the highest number are the highest priority.

	A	B	C	D	E	F	G	H	I	J	K	L
A												
B												
C												
D												
E												
F												
G												
H												
I												
J												
K												
L												
TOTALS:												