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(54) Title: CALIBRATE A CHOICE FORECASTING SYSTEM FOR USE IN MARKET SHARE FORECASTING

(57) Abstract: Methods and apparatus to calibrate a choice forecasting system for use in market share forecasting are disclosed. An example disclosed method comprises obtaining market research data to determine a plurality of choice probabilities and a plurality of segment weights, each choice probability representing a probability that a respective population segment will choose a respective alternative from a plurality of alternatives and each segment weight representing a weight of a respective population segment in an overall population, and performing a calibration procedure to calibrate the plurality of choice probabilities and plurality of segment weights, the calibration procedure configured to preserve before and after calibration relative contributions of a pair of population segments to a first choice share corresponding to a first alternative, the first choice share for the first alternative determined from the plurality of segment weights and a subset of the plurality of choice probabilities corresponding to the first alternative.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06F 17/30 (2010.01)
USPC - 705/10
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
USPC: 705/10

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 705/1, 7, 8, 10, 35, 36R, 37, 500; 700/90, 91, 92; 702/85, 127, 179, 181; 703/2, 13, 22

Electronic database consulted during the international search (name of database and, where practicable, search terms used)
PubWEST (PGBP, USPT, EPAB, JPAB); Google Scholar
Search Terms: forecast, predict, alternative, calibrate, market, share, choice, product, service, population, population segment, weight, score, percentage, segment weight, group, market research, logit model, choice model, utility, probability, ratio, demographics etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 2007/0241944 A1 (Coldren et al.) 18 October 2007 (18.10.2007) (para 0060), [0072]-[0077], [0080], [0084]-[0085], [0093]-[0094], [0096]-[0098], [0130]-[0133], [0148])</td>
<td>1-6, 12-18, and 21-22; 7-11, 19-20, and 23-28</td>
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Further documents are listed in the continuation of Box C.

Date of the actual completion of the international search
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