

**Table 20.3.** Proportion of respondents saying that mood is key fact in craveability for 20 of the foods in the 2001 Crave It! study

Food	Total panel	Mood is important	Mood/total (%)
Chocolate	472	226	48
Ice cream	316	115	36
Cola	237	86	36
Nuts	149	52	35
Pretzel	148	50	34
Coffee	206	69	33
Olives	147	42	29
Tacos	148	42	28
Tortilla chips	148	41	28
Potato chips	151	41	27
Cheesecake	172	45	26
French fries	148	36	24
Hamburger	150	31	21
Cinnamon rolls	149	29	19
Cheese	149	28	19
Chicken	148	27	18
Peanut butter	149	27	18
Pizza	318	55	17
Steak	168	22	13
BBQ ribs	149	17	11

Data courtesy of It! Ventures, Inc.