

Table 20.4. Summary of the respondent panel, based on the self-profiling questionnaire for hamburger and based on derived subgroups (cont.)

	Question	Response	Base	%
8	Reasons for craving	Appearance	83	49
		Aroma	97	57
		Texture	29	17
		Taste	161	94
		Memories	12	7
		Associations	3	2
		Brand	27	16
		Advertisement	13	8
		Package	2	1
		Portion size	44	26
		Social occasion	3	2
9	Time when craved	Mood	34	20
		Breakfast	3	2
		Midmorning	4	2
		Lunch	97	57
		Midafternoon	41	24
		Dinner	61	36
		After dinner	8	5
		While Shopping	12	7
		Going to work	21	12
		After school	4	2
		Watching TV	26	15
		While alone	8	5
		With friends	23	14
		To celebrate	12	7
When bored	4	2		
7		When hormones acting up	12	7
		When kids bug me	2	1
		When I want to escape	10	6
	Part III: Oral health and panel membership			
10	State of mouth	All teeth	92	54
		Some teeth missing, teeth match	33	19
		Some teeth missing, teeth don't match	22	13
		Braces	1	1
		Cavities	72	42
		Retainer	0	0
		Crown	27	16
		Bridge	12	7
		Denture	14	8
		Caps	10	6
11	Join the panel		150	88
	Part IV: Derived profile values from the questionnaire			
12	Top-3 box Fact scale		125	73
13	Element-22 acceptor: "When you're sad, it makes you glad"		64	37
14	Element-24 acceptor: "A joy for your senses . . . seeing, smelling, tasting"		84	49
15	Element-30 acceptor: At McDonald's		68	40
16	Element-31 acceptor: At Wendy's		76	44

FACT scale, food action scale.

Data courtesy of It! Ventures, Inc.