

Table 20.5. Utility values for the 36 elements (E) and the additive constant, for total panel, gender, and the concept-response segments

	Gender			Segment		
	Total	Male	Female	Classics	Elaborates	Imaginers
<i>Additive constant</i>	29	34	27	44	12	56
<i>Base size</i>	171	64	107	68	85	18
E01 Fresh-grilled hamburger	5	5	6	5	5	7
E02 A char-grilled hamburger with a taste you can't duplicate	7	9	5	6	8	2
E03 A grilled aroma that surrounds a thick burger on a toasted bun	11	9	12	5	17	8
E04 Moist bites of bun, burger, and onion	-2	-1	-2	-8	3	0
E05 Juicy burger with the crunch of lettuce and tomato	7	0	11	1	14	-1
E06 Goopy grilled burger with rich sauce and fresh lettuce and tomato	1	-1	2	-8	7	8
E07 Layers of burger, sauce, pickles, and lettuce on a moist sourdough sesame seed bun	7	10	6	3	18	-28
E08 Lots of crispy bacon and cheese on a juicy grilled hamburger on a lightly toasted bun	17	12	21	7	33	-20
E09 Burger smothered in onions and cheese	6	6	6	-9	17	7
E10 Burgers are a party pleaser	-2	1	-3	2	-5	-2
E11 With a chilled glass of water . . . or carbonated beverage	0	-1	1	1	-2	4
E12 With great-tasting french fries . . . and that special sauce	6	5	7	3	9	3
E13 Premium quality . . . that great classic taste, like it used to be	7	5	8	8	7	1
E14 You can just savor it when you think about it during work and school	0	1	0	3	-1	-3
E15 100% natural . . . a real beef burger!	9	9	9	9	9	4
E16 With all the toppings and sides you want . . . pickles, relish, jalapenos . . . lettuce, tomato, chips . . . whatever	10	13	8	2	19	1
E17 You can imagine the taste as you walk in the door	8	8	8	9	5	12
E18 So tasty and juicy you practically have to lick your lips twice after each bite	8	7	9	5	13	1
E19 Quick and fun . . . eating alone doesn't have to be ordinary	0	-1	1	2	0	-3
E20 When you think about it, you have to have it . . . and after you have it, you can't stop eating it	7	7	7	6	7	8
E21 Fills that empty spot in you . . . just when you want it	6	3	7	5	6	7
E22 When you're sad, it makes you glad	-4	-6	-3	-2	-6	1
E23 Now you can escape the routine . . . a way to celebrate special occasions	0	-2	2	3	-2	1
E24 A joy for your senses . . . seeing, smelling, tasting	3	3	3	7	1	0
E25 An outrageous experience . . . shared with family and friends	0	-3	1	3	-1	-6
E26 Pure ecstasy	0	-1	1	2	-1	-2

(continued)