

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

	Total	Gender		Segment		
		Male	Female	Classics	Elaborates	Imaginiers
E27 It feeds THE HUNGER	2	2	3	6	1	-3
E28 At White Castle	-5	-6	-4	-29	8	24
E29 At Jack-in-the-Box	-17	-22	-14	-29	-5	-25
E30 At McDonald's	-8	-10	-6	-15	5	-39
E31 At Wendy's	2	2	2	0	6	-8
E32 At Burger King	-1	3	-4	-5	3	-5
E33 At Fuddruckers	-4	-5	-4	-3	0	-29
E34 Fresh from the grill, especially for you . . . by you	5	3	5	1	5	15
E35 Simply the best burger in the whole wide world	5	5	5	3	6	8
E36 With the safety, care, and cleanliness that makes you trust it and love it all the more	-1	-4	0	-2	-2	2

Data courtesy of It! Ventures, Inc.