

**Table 21.6.** How coffee elements perform in the conjoint study among respondents who crave coffee at different times of the day

	Time of day when respondent says he craves coffee					
	Total panel	As soon as I wake up in the morning	At breakfast time	Mid-morning	Mid-afternoon	Just after dinner
<i>Base size</i>	274	210	76	67	71	54
<i>Additive constant</i>	48	49	45	53	47	44
As soon as I wake up in the morning						
Premium quality . . . the best Coffee in the whole world	8	9	10	11	4	5
Fresh ground and brewed coffee	7	7	8	9	6	3
Prepared just to your liking . . . add whatever your heart desires	6	7	4	9	3	7
At breakfast time						
Premium quality . . . the best Coffee in the whole world	8	9	10	11	4	5
Fresh ground and brewed coffee	7	7	8	9	6	3
Made with 100% Columbian coffee beans	6	7	7	9	0	3
Midmorning						
Premium quality . . . the best Coffee in the whole world	8	9	10	11	4	5
Fresh ground and brewed coffee	7	7	8	9	6	3
Prepared just to your liking . . . add whatever your heart desires	6	7	4	9	3	7
Made with 100% Columbian coffee beans	6	7	7	9	0	3
A quick refresher for when you're on the run	2	2	-1	7	-1	3
A special treat . . . you will savor every sip	4	4	4	6	3	5
Drinking it makes all the stress just melt away	2	2	3	5	2	-3