

**Table 23.5.** Brand range versus total range (brand sensitivity): amount of the total range of element utilities spanned by the brands in the 2001 Crave It! study\*

	Average	Adult	Teen
<i>Average</i>	41	35	62
<i>Standard deviation</i>	14	17	19
Potato chips	71	49	89
Donuts	65	49	78
Cheesecake	60	45	70
Water	58	24	94
Cola	56	91	60
Fries	55	33	90
Steak	54	34	72
Tacos	47	40	68
BBQ ribs	47	42	80
Coffee	47	67	62
Peanut butter	47	30	71
Popcorn	44	26	86
Chocolate candy	42	14	78
Bread	41	23	76
Cinnamon rolls	38	47	43
Hamburger	38	55	75
Chicken	37	40	47
Fresh fruit	36	43	45
Pretzels	36	38	50
Chocolate chip cookies	34	24	54
Cheese	32	28	54
Hot dogs	30	18	67
Ice cream	28	27	35
Olives	28	16	57
Pizza	27	23	42
Nuts	22	20	30
Bacon	20	7	48
Tortilla chips	19	33	41
Brownies	13	21	30

\*Percentage is defined as [(range of brand utilities)/(range of all utilities)]. Numbers in the table body are percentages. Data courtesy of It! Ventures, Inc