

**Table 23.9.** Brand sensitivity for foods in Europe: percent of the total range utility range across elements spanned by the utilities of the brands\*

	All Europe			UK			France			Germany		
	Total	Gender F M		Total	Gender F M		Total	Gender F M		Total	Gender F M	
<i>Mean</i>	49	54	44	47	47	56	51	57	46	44	52	51
<i>Standard deviation</i>	18	17	20	18	21	26	28	26	25	25	26	18
Cola	87	83	94	78	72	93	100	100	100	83	77	90
Traditional mint	77	82	70	57	64	42	100	100	88	75	83	79
Chewing gum	76	71	68	100	88	83	67	57	65	63	68	55
Fruity sweets	73	65	75	50	52	53	87	77	100	83	65	72
Potato crisps	61	68	38	61	69	18	65	59	65	56	76	31
Hamburger	61	66	69	54	66	51	69	71	71	59	63	86
Chocolate	58	57	46	42	40	36	57	61	52	77	70	50
Pizza	57	51	66	40	34	67	74	69	66	0	0	0
Yogurt	56	57	57	37	39	39	89	85	89	41	47	42
Ice cream	51	51	47	47	48	39	0	0	0	55	53	54
Lemonade	50	28	71	35	26	72	61	17	86	55	42	54
Cheese	46	38	56	36	46	30	49	32	60	53	35	78
Chicken	42	38	52	53	44	67	41	45	39	33	25	50
Iced tea	41	35	49	19	16	42	43	50	36	60	40	68
Fries	39	46	47	42	56	48	44	48	36	33	34	57
Crispy cereal bar	36	38	32	35	47	17	58	43	52	15	24	27
Orange juice	34	49	42	21	48	56	38	43	38	43	56	32
Soup	34	26	60	42	41	49	43	19	69	18	16	63
Tortilla chips	33	26	44	24	29	17	40	20	37	37	30	77
Tea	26	30	32	35	47	32	17	13	31	0	0	0
Coffee	23	27	27	16	14	29	36	52	26	18	14	27

\*Numbers in the body of the table are percents. F, female; and M, male. Data from the 2002 Eurocrave! study.