

Table 23.16. Brand sensitivity for the Healthy You! database*

	Total	Gender		Age				
		Male	Female	20–29	30–39	40–49	50–59	60–69
<i>Average</i>	33	37	32	33	32	40	37	40
<i>Standard deviation</i>	13	19	12	17	18	14	17	19
Frozen fish	66	78	58	61	56	68	76	63
Canned fruit	52	89	43	14	53	43	63	66
Pretzels	50	51	49	26	55	63	48	30
Margarine	47	49	47	35	35	36	68	74
Vegetable burger	47	41	49	36	43	35	58	49
Peanut butter	45	48	33	35	69	34	37	35
Soup	42	46	36	42	40	38	27	47
Milk	41	44	40	49	62	29	31	59
Bread	40	16	42	66	9	60	25	34
Rice mix	39	58	37	21	45	55	13	85
Water	38	23	42	50	35	36	21	48
Juice: citrus	38	33	33	55	44	23	20	33
Coffee	37	32	36	16	33	27	42	53
Pasta sauce	36	34	37	22	40	43	36	35
Tea	33	34	35	35	16	48	19	18
Cracker	32	36	31	47	19	17	40	41
Yogurt	30	44	30	24	16	44	39	52
Frozen meal	29	15	30	14	11	18	58	33
Pasta	26	7	35	18	13	53	9	10
Cold breakfast cereal	26	29	25	12	29	27	23	27
Nuts	24	52	18	52	50	67	40	28
Chews	22	28	13	14	21	41	42	11
Salad dressing	21	11	25	49	15	26	39	32
Chocolate candy	21	51	19	10	37	48	46	31
Cheese	20	21	19	56	1	34	39	42
Energy bar	19	26	23	31	15	51	31	7
Juice: noncitrus	18	13	21	18	22	34	45	18
Salsa	14	30	8	28	13	36	34	56
Milk shake	12	27	14	21	37	15	15	33

*Sensitivity is defined as the percentage of the total range of element utilities spanned by the brand names within a study. All numbers in the body of the table are percentages.

Data courtesy of It! Ventures, Inc.