

Key Themes & Ideas	Overall
sample size	259
Taste	57%
<i>Good Taste</i>	26%
Good Tasting	22%
Fresh Tasting	3%
Best Tasting	2%
Smooth Taste	1%
<i>How It Tastes</i>	17%
Salty	8%
Sweet	7%
Rich Tasting	2%
Spicy	2%
Light Taste	1%
Tangy	1%
Bold Taste	1%
<i>Bad Taste</i>	1%
Bland	1%
Emotions	24%
<i>Positive</i>	23%
Happy & Good Feelings	14%
Enjoyable	12%
Happy & Cheerful	1%
Excited	1%
Memories	5%
As a Kid	3%
Nostalgia & Memories	3%
Satisfy	3%
Trust & Safety	2%
Trust	2%
Confident & Comfortable	1%
Comfortable	1%
<i>Negative</i>	1%
Brands	22%
<i>Name Brands</i>	2%
<i>Store Brands</i>	2%
<i>Good Brand</i>	1%
<i>My Preferred Brand</i>	1%
<i>Reputation</i>	1%
Price/Value	19%
<i>How Much It Costs</i>	13%
<i>Positive Price</i>	8%
Price is Low	7%
Free	1%
<i>Sales Coupons & Discounts</i>	6%
On Sale	6%
Coupons	1%
<i>Value</i>	1%
Good Value	1%

<i>Negative Price</i>		2%
	High Price	2%
Health		17%
<i>Health RTBs</i>		14%
	Number of Calories	4%
	Fat Content	4%
	How Natural Is It	3%
	Salt	3%
	Nutritional Value	2%
	Low Calorie	2%
	All Natural	1%
	Nurtitious	1%
	Minerals & Vitamins	1%
	Vitamins	1%
	Fiber	1%
<i>How Healthy Is It</i>		7%
	It is Healthy	6%
	Health	2%
	It's Unhealthy	1%
<i>Weight</i>		2%
	Weight Loss	1%
Experience		15%
<i>Selection & Variety</i>		10%
	Variety	7%
	Choices	3%
	Selection	1%
	Options	1%
<i>Store Atmosphere</i>		3%
	General	1%
	Aisles	1%
	Positive Atmosphere	1%
	In Stock	1%
<i>Customer Service</i>		2%
	Positive Service Experience	2%
	Helpful	2%
Function & Benefits		14%
<i>Freshness</i>		6%
	Fresh	6%
<i>Situation of Use</i>		2%
	Seasonal and Holidays	1%
	For Special Occasion	1%
<i>Materials</i>		2%
	Plastic	1%
<i>Effectiveness</i>		1%
<i>Packaging</i>		3%
<i>Portion Size</i>		2%
<i>Filling</i>		2%
My Family		14%
Texture		13%
<i>Crunch</i>		4%
<i>Texture</i>		4%

<i>Creamy</i>	3%
<i>Crispy</i>	2%
<i>Smoothness</i>	1%
<i>Soft</i>	1%
Quality	11%
<i>Positive Quality Cues</i>	3%
Trust	2%
Strong	1%
Thick	2%
Longevity	1%
<i>High Quality</i>	2%
Convenience	9%
<i>It Is Convenient</i>	8%
Easy	6%
Quick	2%
<i>It Is Inconvenient</i>	1%
Hard to Find	1%
Positive Reactions	6%
<i>General Reactions</i>	4%
Awesome	1%
I Liked It	2%
<i>Funny & Entertaining</i>	2%
Fun	1%
Motivation	5%
<i>Negative</i>	1%
Not Buy	1%
<i>Positive</i>	4%
Makes Me Hungry	3%
Neutral	4%
<i>Nothing</i>	2%
<i>Neutral</i>	2%
Negative Reactions	3%
<i>Boring & Not Entertaining</i>	1%
Boring	1%
<i>Dumb, Weird & Cheesy</i>	2%
Cheesy & Tacky	1%
Info Sources	3%
<i>In-Store</i>	2%
<i>Recommendations & Info From Others</i>	1%
Medicine	3%
<i>Treatment Considerations</i>	2%
Ingredients	2%
Diet	1%
Misc.	10%