

Strengths/ Weaknesses Analysis

% who say statement applies to brand

	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5
Most important ↑					
Taste/quality: statement 3	55	31	13	38	59
Taste/quality: statement 5	50	28	23	35	69
Taste/quality: statement 2	44	32	27	39	36
Price/ value: statement 2	24	66	7	28	12
Health: statement 4	14	23	53	61	14
Health: statement 1	8	21	70	72	3
Taste/quality: statement 1	14	15	31	58	12
Health: statement 2	12	12	66	72	8
Health: statement 3	3	14	80	73	3
Taste/quality: statement 4	54	31	19	39	46
Brand: statement 1	42	42	26	47	39
Brand: statement 2	48	37	29	41	52
Health: statement 6	16	21	69	70	16
Convenience: statement 2	36	69	42	62	34
Price/ value: statement 2	46	35	27	39	50
Brand: statement 3	29	42	57	54	27
Health: statement 5	35	24	23	35	40
Convenience: statement 1	67	32	27	38	63
Least important ↓					

- Significantly above average at the 90% confidence level.
- Not significantly different to the average at the 90% confidence level.
- Significantly below average at the 90% confidence level.