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(54) Title: TOOLS AND METHODS FOR DIFFERENTIATING SCORES IN PRODUCT TESTING ENVIRONMENTS

(57) Abstract: The present disclosure provides tools and methods for improving differentiation in child-liking scores in a product testing environment and/or to improve development of products for child consumers. In an embodiment, tools for differentiating market research scores are provided and include a product rating scale having a plurality of successive scale points and a verbal anchor corresponding to each scale point, and a behavioral list with a plurality of product acceptance behaviors. Methods for differentiating market research scores are also provided and include instructing a consumer to evaluate a product according to a product rating scale, instructing the consumer to evaluate a product according to a behavioral list, and applying, using a digital computer, a multivariate analysis of variance to the product rating scale information and the behavioral information.