CLAIMS

The invention is claimed as follows:

1. A tool for differentiating market research scores, the tool comprising:

a product rating scale comprising a plurality of successive scale points and a verbal anchor corresponding to each scale point; and

a behavioral list comprising a plurality of product acceptance behaviors for forming behavioral information;

wherein the tool is developed for administration to a non-verbal individual; and

wherein the verbal anchors describe varying degrees of liking of the product, further comprising a computer and a non-transitory computer-readable medium accessible to the computer and containing a software program therein, wherein the software program is programmed to cause a computer processor to run a multivariate analysis of variance to the product rating scale and the behavioral information.

2. The tool according to Claim 1, wherein the individual is a child of an age ranging from birth to about twelve months.

3. The tool according to Claim 1, wherein the product is a food product.

4. The tool according to Claim 1, wherein said tool is a tool for improving product development.

5. The tool according to Claim 1, wherein said tool is a tool for predicting market success of a product.

6. The tool according to Claim 1, wherein said tool is a tool for increasing separation of market research scores between at least two products, the tool comprising:

a product rating scale for a first product;

a product rating scale for a second product;