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

wherein the tool 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.~~.~~

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, 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.~~

~~5.~~4. The tool according to Claim 1, wherein said tool is a tool for improving product development.

~~6.~~5. The tool according to Claim 1, wherein said tool is a tool for predicting market success of a product.

~~7.~~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;

a behavioral list comprising a plurality of product acceptance behaviors for a first product; and

a behavioral list comprising a plurality of product acceptance behaviors for a second product.

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~~8.~~7. The tool according to Claim ~~7~~6, wherein the product rating scale for the first product is the same as the product rating scale for the second product.

~~9.~~8. The tool according to Claim ~~7~~6, wherein the behavioral list for the first product is the same as the behavioral list for the second product.

~~10.~~9. A method for differentiating market research scores, the method comprising:

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

providing a behavioral list comprising a plurality of product acceptance behaviors;

instructing a consumer to evaluate a product according to the product rating scale to obtain product rating scale information;

instructing the consumer to evaluate a product according to the behavioral list to obtain behavioral information; and

applying, using a digital computer, a multivariate analysis of variance to the product rating scale information and the behavioral information;

wherein the consumer is a non-verbal individual.