

Profiles Table

Target Group: Like or love salad (n. 10118)

Target Group description: 2/20 - what comes closest to your feelings about salad at a meal - love it/like enough/don't like but eat/don't eat is any

Control Group: Nat Rep (n. 193512)

Control Group description: Nat Rep

Number of Columns: 13

Row Filters: None

Text filter: Rows matching "salad"

Number of Rows: 23

Favorite dishes, Target: Like or love salad, Control: Nat Rep

Which are your favorite dishes? Add as many as apply.

Response label	Target percent	Target count	Target weighted base	Target base	Control percent
Taco Salad	24.22%	356	1470	1047	22.64%
Caesar Salad	22.09%	325	1470	1047	20.46%
Green Salad	20.76%	305	1470	1047	20.92%
Potato salad	19.77%	291	1470	1047	18.99%
Fruit salad	18.80%	276	1470	1047	18.64%
Chef Salad	16.95%	249	1470	1047	17.13%
Macaroni salad	16.36%	241	1470	1047	15.27%
Spinach Salad	15.63%	230	1470	1047	13.37%
Egg Salad Sandwich	15.34%	226	1470	1047	15.61%
Cobb Salad	14.02%	206	1470	1047	11.43%
Tuna salad	12.97%	191	1470	1047	14.72%
Cucumber Salad	12.94%	190	1470	1047	11.09%
Waldorf Salad	8.00%	118	1470	1047	7.54%
Ham salad	7.61%	112	1470	1047	7.23%
Kale Salad	7.14%	105	1470	1047	6.31%
Chickpea Salad	6.15%	90	1470	1047	5.21%
Bean salad	6.15%	90	1470	1047	5.38%
Greek Salad	2.42%	36	1470	1047	1.75%
Pasta salad	1.97%	29	1470	1047	1.83%
German Potato Salad	1.55%	23	1470	1047	1.43%

of [I love eating salad, I like eating salad enough]

Control count	Control weighted base	Control base	Z-Score	Diff	Index	Market Size
1664	7349	6779	1.13	1.58	106.98	N/A
1504	7349	6779	1.21	1.63	107.95	N/A
1538	7349	6779	-0.09	-0.16	99.24	N/A
1396	7349	6779	0.62	0.78	104.12	N/A
1370	7349	6779	0.15	0.16	100.88	N/A
1259	7349	6779	-0.11	-0.18	98.96	N/A
1122	7349	6779	0.92	1.09	107.14	N/A
983	7349	6779	1.92	2.26	116.91	N/A
1147	7349	6779	-0.2	-0.27	98.25	N/A
840	7349	6779	2.3	2.59	122.68	N/A
1082	7349	6779	-1.51	-1.75	88.14	N/A
815	7349	6779	1.71	1.85	116.67	N/A
554	7349	6779	0.57	0.47	106.21	N/A
531	7349	6779	0.48	0.38	105.22	N/A
464	7349	6779	1.03	0.83	113.2	N/A
383	7349	6779	1.25	0.94	118.11	N/A
396	7349	6779	1.03	0.77	114.27	N/A
129	7349	6779	1.42	0.67	138.3	N/A
135	7349	6779	0.4	0.13	107.34	N/A
105	7349	6779	0.43	0.12	108.73	N/A

Cabbage Salad	1.34%	20	1470	1047	0.71%
Thai Chicken Salad	1.33%	19	1470	1047	0.91%
Goat Cheese Salad	1.06%	16	1470	1047	0.70%
589 additional rows					

52	7349	6779	1.79	0.62	187.15	N/A
67	7349	6779	1.22	0.41	144.9	N/A
51	7349	6779	1.2	0.36	151.24	N/A