

Hamburger Quality

April 19, 2011

1. Using the scale below, select a number closest to the left or right description that best describes this hamburger for each attribute.

TOP-2-BOX: Score 6 or 7		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Initial Taste - the initial taste of the burger overall	% Great taste initially	29%	42% ADFHI	32% FH	28%	40% FH	20%	32% FH	20%	29%	34% FH
Bun Softness - the softness of the top and bottom buns	% Right softness initially	16%	34% ACG	15%	26% AC	36% ACG	40% ACDGJ	22%	40% ACDGJ	39% ACDGJ	27% AC
Topping Freshness - the freshness of the toppings	% Good Freshness of toppings	27%	42% ACDG	25%	27%	41% ACD	30%	29%	36% C	38% C	37% C
Quality of meat - how well the burger gave the impression of being made of high quality meat	% Tasted like high quality	35% FH	45% FGHI	37% FH	38% FH	46% FGHI	19%	28%	24%	31% F	37% FH
Taste of cheese - how well the cheese added to the flavorfulness of the burger	% Great cheese taste	27%	40% ACFGH	26%	31%	45% ACDFGHI	21%	22%	28%	31%	38% CFG
Size of patty - the hamburger patty was the size that you expected	% Meet / Exceeded Expectations	37% FG	50% ACFGHIJ	37% FG	41% FGI	41% FGI	24%	20%	33% G	29%	38% FG
Burger Temperature - the temperature of the burger was satisfactory	% Good Temperature	25%	43% ACDF	32%	28%	41% AD	31%	35%	35%	35%	43% ACD
Cheese Temperature - the cheese was melted; it wasn't cold and solid	% Great Meltiness	33%	51% ACDFH	39%	38%	47% A	36%	49% AF	38%	43%	43%
Cheese position - the cheese was positioned on the center of the burger and not off to one side	% Positioned centered of patty	56% FGHIJ	57% FGHIJ	61% FGHIJ	54% FGHIJ	56% FGHIJ	15%	20%	16%	21%	43% FGHI
Amount of toppings - the amount of the toppings used in relation to the size of the patty	% Right amount of toppings	42%	46% FH	40%	40%	54% ACDFGHIJ	31%	37%	34%	37%	37%
Taste of toppings - how well the toppings added to the flavorfulness of the burger	% Great topping taste	25%	40% ACDFGI	23%	27%	38% ACFG	25%	25%	30%	27%	32%