

	Respondent	City	State	Gender	Colors	Advert	Response 1	Response 4
1	R. Rafuse	St. Philips	NL	MALE	Red	PEPSI	34	\$23.69
2	B. Madden	Britton	SD	MALE	Red	PEPSI	38	\$18.38
3	W. Willden	LA	CA	MALE	Red	PEPSI	40	\$17.99
4	K. French	Owasso	OK	MALE	Red	PEPSI	41	\$25.62
5	E. Van Landuyt	Tulsa	OK	MALE	Red	PEPSI	41	\$14.48
6	T. Leiker	Broken Arrow	OK	MALE	Red	COKE	32	\$35.69
7	J. Landrum	Sapulpa Sand	OK	MALE	Orange	PEPSI	33	\$35.12
8	M. Taylor	Springs	OK	MALE	Orange	COKE	34	\$17.97
9	L. Cunha	Jenks	OK	MALE	Orange	COKE	36	\$7.16
10	J. Willcoxson	Tulsa	OK	MALE	Orange	COKE	38	\$20.27
11	B. Brinker	Claremore	OK	MALE	Orange	COKE	39	\$34.33
12	U. Kasetsart	Fort Worth	TX	MALE	Yellow	PEPSI	34	\$42.71
13	J. Fedrick	Paris	TX	MALE	Yellow	PEPSI	38	\$31.99
14	W. Cox	Tulsa	OK	MALE	Yellow	PEPSI	40	\$39.63
15	M. Kmiecik	Portland	OR	MALE	Yellow	COKE	33	\$31.69
16	C. Barrett	Dallas	TX	MALE	Yellow	COKE	35	\$27.66
17	R. McKinney	Fort Worth	TX	MALE	Yellow	COKE	40	\$9.19
18	D. McBee	Seattle	WA	MALE	Green	PEPSI	41	\$34.12
19	C. Howard	Ralston	OK	MALE	Green	COKE	33	\$23.80
20	P. Barnes	Hot Springs	AR	MALE	Green	COKE	35	\$29.44
21	M. Howard	Miami	OK	MALE	Green	COKE	36	\$16.41
22	L. Fine	Miami Clayton	FL	MALE	Green	COKE	39	\$23.68
23	B. Herring	Falls	AR	MALE	Blue	PEPSI	32	\$38.20
24	D. Redwood	Gainesville	TX	MALE	Blue	PEPSI	32	\$5.43
25	N. Luce	Conway	AR	MALE	Blue	PEPSI	40	\$34.10
26	A. Shafer	Medford	OK	MALE	Blue	COKE	36	\$51.92
27	S. Ahrens	Wellington	KS	MALE	Blue	COKE	38	\$19.45
28	B. Buckman	Dardanelle	AR	MALE	Blue	COKE	40	\$19.35
29	B. Herring	Topeka	KS	MALE	Purple	PEPSI	32	\$38.20
30	B. Burnout	Seattle	WA	MALE	Purple	PEPSI	41	\$34.12

31	C. Barrett	Dallas	TX	MALE	Purple	COKE	35	\$27.66
32	S. Kohut	Tulsa	OK	FEMALE	Red	PEPSI	41	\$45.03
33	K. Harrell	Arkadelphia	AR	FEMALE	Red	COKE	33	\$47.10
34	W. Noren	Broken Arrow	OK	FEMALE	Red	COKE	39	\$25.87
35	E. Bizot	Sapulpa	OK	FEMALE	Red	COKE	40	\$9.48
36	N.S. Madden	Britton	SD	FEMALE	Orange	PEPSI	34	\$21.13
37	F. Wind	Guymon	OK	FEMALE	Orange	PEPSI	36	\$41.82
38	K. Ridgway	Wichita	KS	FEMALE	Orange	PEPSI	36	\$51.23
39	M. Bowling	Sand Springs	OK	FEMALE	Orange	PEPSI	40	\$19.63
40	K. Judkasikar	Tulsa	OK	FEMALE	Orange	COKE	36	\$59.63
41	L. Liu	Dallas	TX	FEMALE	Yellow	PEPSI	34	\$43.11
42	V. Rameriz	Portland	ME	FEMALE	Yellow	PEPSI	37	\$62.45
43	O. Vizquel	Oxford	ME	FEMALE	Yellow	PEPSI	39	\$36.45
44	K. Record	Denton	TX	FEMALE	Yellow	COKE	35	\$46.71
45	D. Slicker	Fairfax	OK	FEMALE	Green	PEPSI	35	\$42.94
46	F. Porvo	Hominy	OK	FEMALE	Green	PEPSI	39	\$20.75
47	R. Jerin	Benton	AR	FEMALE	Green	PEPSI	39	\$28.02
48	P. Catron	Tulsa	OK	FEMALE	Green	PEPSI	41	\$31.23
49	J. Tang	Durant	OK	FEMALE	Green	COKE	41	\$16.63
50	E. Morris	Trenton	TX	FEMALE	Blue	PEPSI	32	\$18.03
51	S. Banks	Pryor	OK	FEMALE	Blue	PEPSI	39	\$47.04
52	M. Hua	Paris	TX	FEMALE	Blue	COKE	32	\$36.22
53	K. Weins	Oklahoma City	OK	FEMALE	Blue	COKE	36	\$33.66
54	L. Liu	Fort Worth	TX	FEMALE	Purple	PEPSI	34	\$43.11
55	K. Ridgway	Plainview	AR	FEMALE	Purple	PEPSI	36	\$51.23
56	K. Harrell	Plainview	AR	FEMALE	Purple	PEPSI	36	\$51.23
57	K. Ridgway	Plainview	KS	FEMALE	Purple	PEPSI	36	\$51.23
58	F. Porvo	Cleveland	OK	FEMALE	Purple	PEPSI	39	\$20.75
59	K. Harrell	Arkadelphia	AR	FEMALE	Purple	COKE	33	\$47.10
60	W. Noren	Broken Arrow	OK	FEMALE	Purple	COKE	39	\$25.87