Q3.   Why do you feel (positively / negatively) towards this gum?

Positive

1   Tastes good / Appealing flavor
2   No aftertaste / Does not have a bad aftertaste
3   Sweet
4   Minty
7   Healthy / Good for teeth
8   Strengthens teeth / Prevents tooth decay
9   Clean / Cleans mouth
13   Appealing texture (Non-Specific)
14   Soft texture / Does not get hard
15   Flavor crystals / Crunchy crystals
18   Effective / Works as promised
21   Enjoyable / Enjoy chewing
22   Good product / I like it (GENERAL)

Negative

30   Tastes bad / Unappealing flavor
31   Medicinal aftertaste / Bad aftertaste
32   Too sweet / Sugary
37   Not healthy / Not good for teeth
37   Doesn't strengthen teeth / Teeth don't feel stronger
38   Doesn't clean teeth / Teeth don't feel cleaned
39   Artificial sweetener / Contains aspartame / Aspartame is unhealthy
41   Unappealing texture
42   Gritty
43   Hard / Tough / Not soft
46   Not unique / Same as other gums / No different than other products
47   Dislike this product / Negative (GENERAL)

96   Other
97   None / Nothing
98   Don't know
99   Refused

Nets:
Codes can be grouped into nets to provide a better 'big picture' view. Netted codelists translate into tables where nets and individual data points that form that net can be also be ranked.

Ex. The codes here are netted into 'Positive' and 'Negative' codes.