

# MAKING LIFE MORE FUN

## If The “Chew” Fits: Assessing Personality Types Through Chewing Habits

(NAPSA)—Forget psychology and even astrology...now turn to “chewology” to discover your true personality.

In conjunction with the launch of Wrigley’s Spearmint longer lasting flavor, non-verbal communication and behavior expert Patti Wood developed the Wrigley’s Spearmint Chew I.Q. quiz, a simple questionnaire that links chewing habits—why, what and how you chew—and personality.

When people reach for something to satisfy their urge to chew, whether it’s a straw, pen cap or piece of gum, they are sending signals that reveal insights about attitude and behavior.

To evaluate your chewing habits and get a fun, fresh perspective into your personality, take the quiz—circle your answers in the box, then check your Chew I.Q. For more information, go to [www.wrigley.com](http://www.wrigley.com).

1. When you have the urge to chew, which of the following best satisfies your craving?

- a. Straws
- b. Chewing gum
- c. Anything I can get my hands on (pencils, pens, straws, or chewing gum)
- d. None

2. Which of the following best describes the way you chew gum?

- a. Silent and discreet
- b. Snapping and cracking
- c. Blowing bubbles
- d. Slow

3. Which of the following do you think is the most true for you about chewing gum?

- a. It freshens my breath
- b. It eases my tension
- c. It tides me over between meals or when I can’t eat
- d. None

4. When do you most often chew gum?

- a. At work or school
- b. When other people offer it to me

	Helper	Doer	Persuader	Analyzer
1.	b	a	c	d
2.	c	d	b	a
3.	c	a	b	d
4.	d	c	b	a
5.	a	c	b	d
6.	d	b	a	c/e
7.	b	d	a	c/e
8.	d	b	c	a ⊕

c. While driving  
d. After a meal  
5. Which of the following best describes why you chew gum?

- a. I chew gum to freshen my breath
- b. I chew gum because I enjoy the taste
- c. I chew gum to help relieve stress or boredom
- d. I do not chew gum

6. You chew pencils, straws or your fingernails most when you feel...

- a. Stressed out
- b. Bored
- c. The need to concentrate
- d. Tired
- e. None

7. Whatever you choose to chew—pencils, pens, straws, your fingernails or gum—which of the following best describes your chewing style...

- a. Animated and energetic
- b. Steady and methodical
- c. Reserved and conservative
- d. Forceful and conquering
- e. Does not apply

8. How do you unwrap your gum?

a. I pull the piece of gum from the pack with the foil wrapping on, but leave the paper in the pack

b. I split it at the seams

c. I rip it open

d. I follow the way my peers open the gum

### What’s your Chew I.Q.?

**Helper**—You are warm and friendly and like a relaxed pace. The most important thing in your life is your relationships with others. You will work to avoid conflict and get along, even making personal sacrifices to do so. You are the shoulder to cry on and the one who remembers birthdays. A good day for you is when everyone gets along and you have helped others.

**Doer**—You get things done. Your lifestyle is fast paced and you are always on the go. At home you wash the dishes, take out the trash, fix dinner and do laundry all while talking on the phone. You gain energy from being in charge and meeting challenges. A good day is when you have gotten a lot done.

**Persuader**—You are a leader and influencer. You want to be noticed and appreciated for your ideas and what you do. You are spontaneous and live life to the fullest. You don’t like to waste your time or energy on boring details. You are boisterous, imaginative and playful. A good day is when someone notices your work.

**Analyzer**—You get things right. You are smart, careful and accurate. As a deep thinker, you consider things before you speak. You are detailed and precise and catch mistakes that others miss. A good day is when you noticed something that others didn’t see or had an insight that others didn’t.

\*Source: Wrigley’s Spearmint Gum survey, conducted by Harris Interactive, called 1,028 randomly chosen U.S. households the weekend of July 19–22, 2002. The margin of error was +/- 3.1 percent.