For more than 50 years, sensory scientists have measured and evaluated all kinds of foods and beverages, completing analyses and making recommendations. While much attention has focused on methods and data analyses, much less thought or action has been directed to who provides the responses, i.e., the subjects. More than 30 years have passed since an excellent summary of human behavior was provided by Pangborn (1981). Pangborn demonstrated that the uniqueness of each individual had to be taken into account otherwise our results might appear to be internally valid but have no external validity leading to the wrong decisions. While much progress continues to be made in all phases of sensory evaluation and the science behind it, one continues to review test results that are based on a random selection of subjects. It’s no wonder that the rate of product failure has not moved very much in the past few decades. The author will share information about the subject selection process and the means by which one can monitor response behavior and determine, in the case of attribute scoring, which subjects are more or less sensitive and need more assistance in the learning process. This will be supplemented with typical response behavior patterns.