

Table 22.4. Segments identified among cola consumers (cont.)

	Segment				
	1	2	3	4	5
E01 A Traditionalist cola . . . just the way you like it	3	4	6	9	6
E08 Cola . . . the perfect mixer for everything you drink	1	-2	1	7	-7
E22 Relaxes you after a busy day	1	2	-2	6	-4
E02 Carbonated, sparkling Cola . . . just the right amount of taste and bubbles	3	3	5	6	-4
E07 A thick slushy of cola and ice	4	-1	6	5	1
E10 Drinking Cola is so inviting	2	1	5	5	-6
E20 When you think about it, you have to have it . . . and after you have it, you can't stop drinking it	2	1	-1	-5	1
E23 A great way to celebrate special occasions	0	2	1	-5	-1
E09 An ice cream float—cola, ice cream . . . chilled and tasty	5	-8	7	-5	-7
E29 From Tab	-24	-19	-20	-5	-1
E03 A perfect beverage . . . with breakfast, lunch, a break, or dinner	0	1	-7	-5	-5
E35 Resealable single serve container . . . to take with you on the go	1	2	2	-6	2
E28 From RC Cola	-24	-6	-9	-9	3
E15 100% natural	0	0	2	-9	1
E04 Cola . . . The dark brown color, faint smell of vanilla, and bubbles tell you, you have real cola	1	-12	2	-10	-19
E36 With the safety, care and quality that makes you trust it all the more	1	0	1	-10	-3
E11 Fortified with important vitamins and minerals for your body	0	-6	-3	-12	-9
E05 Cola . . . all the taste but only one calorie	3	-13	-4	-13	8
E12 With twice the jolt from caffeine . . . gives you just the added energy you need	-3	-7	-6	-15	-28
Segment 5: Health conscious					
E06 Diet cola with a slice of lemon . . . the world's most perfect drink!	-14	-34	-17	12	17
E05 Cola . . . all the taste but only one calorie	3	-13	-4	-13	8
E31 From Pepsi	-18	5	-14	22	7
E01 A Traditionalist cola . . . just the way you like it	3	4	6	9	6
E03 A perfect beverage . . . with breakfast, lunch, a break, or dinner	0	1	-7	-5	-5
E30 From Dr Pepper	-18	-7	14	13	-5
E10 Drinking Cola is so inviting	2	1	5	5	-6
E24 Looks great, smells great, tastes delicious	3	1	3	0	-6
E18 So refreshing . . . you have to drink some more	1	2	2	12	-6
E08 Cola . . . the perfect mixer for everything you drink	1	-2	1	7	-7
E09 An ice cream float—cola, ice cream . . . chilled and tasty	5	-8	7	-5	-7
E11 Fortified with important vitamins and minerals for your body	0	-6	-3	-12	-9
E04 Cola . . . The dark brown color, faint smell of vanilla, and bubbles tell you, you have real cola	1	-12	2	-10	-19
E12 With twice the jolt from caffeine . . . gives you just the added energy you need	-3	-7	-6	-15	-28