

Table 22.6. Segments identified among juice consumers

		Segment		
		1	2	3
<i>Base size</i>		110	105	20
<i>Additive constant</i>		68	68	43
Segment 1: Health Conscious				
E01	A bold fruit flavored drink made with real juice, not from concentrate	5	5	17
E05	Juice with a full days supply of vitamins and minerals	5	2	6
E06	Veggie juice . . . the all natural way to get a full serving of vegetables in every glass	5	-30	11
E09	A juice spritzer . . . lightly carbonated . . . made with 30% real fruit juice	-8	-10	11
E08	Juice mixed with real milk to give you a creamy taste	-30	-29	3
Segment 2: Traditionalists				
E01	A bold fruit flavored drink made with real juice, not from concentrate	5	5	17
E03	All nectar juice with antioxidants	3	-5	9
E09	A juice spritzer . . . lightly carbonated . . . made with 30% real fruit juice	-8	-10	11
E08	Juice mixed with real milk to give you a creamy taste	-30	-29	3
E06	Veggie juice . . . the all natural way to get a full serving of vegetables in every glass	5	-30	11
Segment 3: Variety seekers				
E16	Orange and white cranberry, apple, fruit punch, pear, raspberry, pineapple or tomato, carrot, or veggie blends . . . whatever you're looking for	3	-1	25
E01	A bold fruit flavored drink made with real juice, not from concentrate	5	5	17
E12	Exotic blends naturally sweet with real pulp	3	-4	17
E06	Veggie juice . . . the all natural way to get a full serving of vegetables in every glass	5	-30	11
E09	A juice spritzer . . . lightly carbonated . . . made with 30% real fruit juice	-8	-10	11
E03	All nectar juice with antioxidants	3	-5	9
E05	Juice with a full days supply of vitamins and minerals	5	2	6
E14	So refreshing you want to savor how it makes you feel	0	0	6
E11	With Calcium, Vitamins A and the energy releasing B vitamins . . . or what ever you need	1	2	6

Data courtesy of It! Ventures, Inc.