

Table 22.8. Segments identified among consumers of low-alcohol-flavored drinks

	Segment		
	1	2	3
<i>Base size</i>	145	59	16
<i>Additive constant</i>	45	31	40
Segment 1: Traditionalist			
E16 Raspberry, Berry, Lemon and Lime flavors . . . whatever you're looking for	10	25	1
E09 A mix of the freshest juice, the best spirits, and natural flavors	9	24	19
E02 Wine based coolers or breezers in so many flavors	8	33	8
E29 From Bacardi	8	3	24
E28 From Smirnoff	7	-2	18
E01 Hard cider, alcoholic lemonade, and all types of coolers and breezers	-7	27	-8
E05 A malt beverage with a light crisp flavor	-16	5	0
E07 Lemonade with a lite hit of malt whiskey . . . cool and refreshing	-20	16	-13
E04 A splash of beer, a sweet tingly flavor, fizz and some juice . . . it goes together to create a sensation for your senses	-24	18	12
E03 Lemon and a touch of beer, just the right touch	-25	13	-11
Segment 2: Variety seekers			
E02 Wine based coolers or breezers in so many flavors	8	33	8
E06 Vodka and juice . . . not too sour, not too sweet . . . just a refreshing sensation!	1	27	16
E01 Hard cider, alcoholic lemonade, and all types of coolers and breezers	-7	27	-8
E16 Raspberry, Berry, Lemon and Lime flavors . . . whatever you're looking for	10	25	1
E09 A mix of the freshest juice, the best spirits, and natural flavors	9	24	19
E04 A splash of beer, a sweet tingly flavor, fizz and some juice . . . it goes together to create a sensation for your senses	-24	18	12
E07 Lemonade with a lite hit of malt whiskey . . . cool and refreshing	-20	16	-13
E03 Lemon and a touch of beer, just the right touch	-25	13	-11
E10 Hits the spot on a hot summer day	2	6	11
E20 When you think about it, you have to have it . . . and after you have it, you can't stop drinking it	1	-6	-36
E21 Simply the best	0	-7	4
Segment 3: Impressionables			
E31 From Gallo	-3	-1	25
E29 From Bacardi	8	3	24
E09 A mix of the freshest juice, the best spirits, and natural flavors	9	24	19
E28 From Smirnoff	7	-2	18
E06 Vodka and juice . . . not too sour, not too sweet . . . just a refreshing sensation!	1	27	16
E35 Easy to drink right from the bottle	2	1	14
E23 A great way to celebrate special occasions	-1	3	14
E04 A splash of beer, a sweet tingly flavor, fizz and some juice . . . it goes together to create a sensation for your senses	-24	18	12
E27 It quenches THE THIRST	-1	-4	12
E15 100% natural	2	0	11
E10 Hits the spot on a hot summer day	2	6	11
E02 Wine based coolers or breezers in so many flavors	8	33	8
E25 A wonderful experience . . . shared with family and friends	4	-2	8
E30 From Anheuser Bush	-5	0	8
E19 Quick and fun . . . ready to drink, no bartender required	5	1	7
E11 Goes down smooth and easy	-1	0	6
E12 Made in the Traditionalist way	0	-2	-6
E32 Doesn't even taste like alcohol	1	-2	-6

(continued)