

**Consumers, Cranberries, and Cures:
What Consumers Know About
The Health Benefits Of Cranberries**



Study conducted by:
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**UNIVERSITY OF MASSACHUSETTS DARTMOUTH
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Executive Summary

- **97% of the respondents have tried eating/drinking a cranberry product.**
- **3% of the respondents have never tried eating/drinking a cranberry product. 38% of these respondents did not because their family never served them; 13% were not familiar with them; 25% have never been served them, were not familiar with them, did not have recipes for them, and thought they may be too tart; and 25% of them have other reasons.**
- **65% of the respondents currently drink cranberry cocktails; 20% currently drink blended cranberry cocktails; 48% currently drink 100% cranberry juice blends; 13% currently eat dry, sweetened snacks; 71% currently eat cranberry sauce; 22% currently eat baked products; 13% currently eat fresh berries when available; 9% currently eat jam or jelly; and 7% currently eat/drink cranberry salads, cranberry Jello, Cape Codders, cranberry chutney, and cranberry relish.**
- **98% of the respondents who eat/drink cranberry products purchase them at the supermarket; 3% at road-side stands; 4% at farmer's markets; 31% at convenience stores; and 3% from neighbors, at cranberry bogs, from coffee shops, or from Ocean Spray.**
- **35% of the respondents who eat/drink cranberry products purchase them in single-serving sizes; 83% in family sizes; 11% in value/bulk sizes; 2% use them when served; and 7% by the pound, in bags, in jars, in cans, 14-15oz., or they pick them.**
- **91% of the respondents who eat/drink cranberry products eat/drink them because of the taste, 68% because of the health benefits, 38% because it is holiday tradition, and 5% because of availability.**
- **10% of the respondents who eat/drink cranberry products feel they definitely get the same health benefits from any cranberry beverage, 36% feel they probably get the same, 40% feel they possibly get the same, and 14% feel they definitely do not get the same health benefits from any cranberry beverage.**
- **17% of the respondents who eat/drink cranberry products think it is very important to buy the cranberry juice with the highest percentage of cranberry in it, 53% think it is somewhat important, 27% think it is somewhat unimportant, and 4% think it is very unimportant.**

- **39% of the respondents who eat/drink cranberry products think that all cranberry drinks have health benefits, 22% think only drinks with more than 27% cranberry have health benefits, 33% think drinks with at least 50% have health benefits, and 6% think either 75%, 100%, 80%, or 25% cranberry had health benefits.**
- **7% of the respondents who eat/drink cranberry products are very aware of the heart health/ cardiovascular benefits of cranberries, 27% are somewhat aware, 53% are somewhat unaware, and 14% are very unaware.**
- **7% of the respondents who eat/drink cranberry products are very aware of the anti-cancer benefits of cranberries, 26% are somewhat aware, 55% are somewhat unaware, and 13% are very unaware.**
- **5% of the respondents who eat/drink cranberry products are very aware of the anti-ulcer benefits of cranberries, 17% are somewhat aware, 56% are somewhat unaware, and 22% are very unaware.**
- **41% of the respondents who eat/drink cranberry products are very aware of the bladder health benefits of cranberries, 46% are somewhat aware, 7% are somewhat unaware, and 6% are very unaware.**
- **2% of the respondents who eat/drink cranberry products are very aware of the dental health benefits of cranberries, 13% are somewhat aware, 58% are somewhat unaware, and 27% are very unaware.**
- **2% of the respondents who eat/drink cranberry products are very aware of the anti-microbe benefits of cranberries, 10% are somewhat aware, 60% are somewhat unaware, and 28% are very unaware.**
- **24% of the respondents who eat/drink cranberry products are very aware that cranberries provide Vitamin C, 49% are somewhat aware, 24% are somewhat unaware, and 4% are very unaware.**
- **13% of the respondents who eat/drink cranberry products are very aware of other benefits of cranberries such as cystitis and prostate, 50% are aware, 13% are somewhat unaware, and 25% are very unaware.**
- **36% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from a physician's office.**
- **3% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from a pharmacy.**
- **4% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from health food stores.**

- **39% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from magazines.**
- **Of the 39% of respondents who learned of the health benefits of cranberries from magazines 2% were sports magazines 30% were health magazines 8% were women's magazines and 1% were from Modern Maturity.**
- **6% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from the newspaper.**
- **3% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from the Internet.**
- **2% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from the radio.**
- **4% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from a gym or fitness center.**
- **58% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries by word of mouth.**
- **4% of the respondents who eat/drink cranberry products learned of the benefits of cranberries from television.**
- **24% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from nutrition labels.**
- **5% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from product advertising.**
- **6% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries in other ways than those that were listed on the survey. These responses were listed: newsletters, working in a hospital, family, pamphlets, medical field work, Ocean Spray factory, education, health class, health, hospitals, and vegetarian.**
- **4% of the respondents who eat/drink cranberry products would be very likely to purchase cranberry juice/drink at a sporting event, 22% likely, 57% unlikely, and 17% very unlikely.**
- **2% of the respondents who eat/drink cranberry products would be very likely to purchase cranberry juice/drink while exercising, 22% likely, 56% unlikely, and 20% very unlikely.**

- **8% of the respondents who eat/drink cranberry products would be very likely to purchase cranberry juice/drink at a restaurant, 66% likely, 17% unlikely, and 9% very unlikely.**
- **15% of the respondents who eat/drink a cranberry product would be very likely to purchase cranberry juice/drink at a bar, 50% likely, 20% unlikely, and 16% very unlikely.**
- **8% of the respondents who eat/drink cranberry products would be very likely to purchase a cranberry juice/drink at a cafeteria, 43% likely, 32% unlikely, and 17% very unlikely.**
- **17% of the respondents who eat/drink cranberry products would be very likely to purchase a cranberry juice/drink at a convenience store, 65% likely, 12% unlikely, and 6% very unlikely.**
- **10% of the respondents who eat/drink cranberry products would be very likely to purchase a cranberry juice/drink at a location not specifically asked about in the survey.**
- **26% of the respondents are currently active in playing sports, 37% run/jog, 64% walk, 9% swim, 40% go to the gym, and 7% listed other activities. They were: biking, karate, cyclist, military training, biking, gardening, skiing, therapeutic exercise, camping, children's events, aerobics, landscaping, coaching, and dancing.**
- **18% of the respondents describe themselves as very health conscious, 79% as somewhat health conscious, and 3% not very health conscious.**
- **32% of the respondents take part in weight loss programs, 79% maintain a healthy diet, 83% exercise, 15% subscribe to health magazines, 11% shop at health food stores, and 8% smoke.**
- **7% of the respondents were very interested in receiving free health updates or a newsletter on cranberry benefits, 44% were somewhat interested, 12% were not very interested, and 38% were not interested at all.**
- **29% of the respondents who showed some interest in a newsletter about the health benefits of cranberries would like to pick it up at the grocery check out, 14% at the grocery juice aisle, 12% the pharmacy, 9% the gym/health club, 31% email, and 6% said mail, does not matter, in a newspaper, or a magazine.**
- **22% of the respondents were 18-25, 22% were 26-35, 20% were 36-45, 22% were 46-55, 6% were 55-65, and 9% were over 65.**

- **39% of the respondents were male and 61% were female.**
- **17% of the respondents' household income was under \$30,000, 27% was \$30,000-\$50,000, 22% was \$51,000-\$70,000, 24% was \$71,000-\$90,000, 6% was \$91,000-\$110,000, and 3% was over \$110,000.**
- **2% of the respondents' highest level of education was less than high school, 15% high school, 33% some college, 39% Bachelor's Degree, 7% graduate school, and 4% post graduate/ professional.**
- **33% of the respondents' professions were business related, 10% education related, 13% health related, 19% service oriented, 3% government, 1% legal, 2% science/ high tech, and 20% listed others. They were: retired, Pastor, contractor, construction, none, boating, counselor, musician, artist, unemployed, student, social worker, bookkeeper, childcare, waitress, parent, homemaker, engineer, real estate, research, service related, carpentry, mechanic, and computer repairs.**
- **34% of the respondents' marital status was single, 57% married, 4% widowed, 5% divorced, and 1% separated.**

Introduction

The first publicly available marketing study for the cranberry industry was conducted by the Slade's Ferry Bank Center for Business Research at the University of Massachusetts Dartmouth. The study was released in March, 2001 and uncovered some disappointing findings related to consumer awareness of the health benefits of eating or drinking cranberry products. This was somewhat surprising given the studies that have circulated in dailies as well as medical literature. While information regarding urinary tract infections was somewhat better known, most consumers had little awareness of other benefits.

Studies show that cranberries provide a unique, irreversible mechanism that interferes with the adhesion of *Escherichia coli* (*E. coli*) to the bladder wall and subsequent proliferation required for UTI development ("Cranberry and Bladder Infections"). In a study published by the University of Illinois in 1996, cranberry consumption was shown to have the potential to inhibit the initiation and early stages of colon cancer as evaluated by laboratory screening tests. Research conducted by the Department of Biochemistry, University of Western Ontario shows that cranberry consumption delays tumor development and reduces the spread of tumors to the lungs and lymph system. It is also a rich source of the flavonoid quercetin, which has been shown to effectively inhibit the development of both breast and colon cancer ("Cranberry and Anti-Cancer Potential").

Other research also suggests that there are compounds found in cranberries that might play a part in protecting against ulcer-causing bacteria ("Cranberry and Fighting Ulcers"). The same anti-bacterial properties found in cranberries may be active in

fighting periodontal disease. Research has revealed that cranberry reverses bacterial adhesion by 58% ("Cranberry and Dental Health").

This study pursued the topic to its fullest extent. Consumers in the state of Massachusetts were queried about their knowledge of the health benefits of cranberries. It is also essential to find out where they are getting this health information. Understanding their information sources, as well as the quality of information being disseminated, will help in targeting effective messages. Beyond this, the study looks at lifestyles and demographics. It is assumed that different consumers operationalize health consciousness in different ways. It may be that different health messages, products, or media are appropriate for different demographic segments.

The information compiled in this report will assist in targeting messages as well as products in such a way as to stimulate the purchasing of cranberry products based on their health benefits. This study pursues consumer interest in purchasing products based on the ability of those products to further their health and fitness goals.

Methodology

A random sample of 260 consumers from all over Massachusetts were selected and interviewed by telephone between September, 2001 and December, 2001 (PhoneDisc™). The research team explored consumption of cranberry products, consumer awareness of health benefits from cranberry products, consumer information sources for health information, consumer lifestyle, interests, and activities in order to design effective health and fitness related communications. All data was examined by demographics and by lifestyle in order to profile specific groups. Their product needs, media choices, information sources, and levels of awareness further identified these groups. The ultimate goal of this project was to match health messages with the appropriate consumer groups.

The response rate for this study was approximately 50%. The high response rate and statistically valid sample size make the findings of this study generalizable. The final sample of 260 respondents is statistically valid at the 95% confidence level. All findings presented in the report are valid within a range of $\pm 3\%$.

Profile of Sample N=260

GENDER:

Male	(101)	39.3
Female	(156)	60.7

AGE:

18-25	(55)	21.5
26-35	(57)	22.3
36-45	(50)	19.5
46-55	(55)	21.5
56-65	(16)	6.3
Over 65	(23)	9.0

HOUSEHOLD INCOME:

Under \$30,000	(41)	16.9
\$30,000-\$50,000	(66)	27.3
\$51,000-\$70,000	(53)	21.9
\$71,000-\$90,000	(59)	24.4
\$91,000-\$110,000	(15)	6.2
Over \$110,000	(8)	3.3

HIGHEST LEVEL OF EDUCATION COMPLETED:

Less than high school	(5)	2.0
High school	(38)	15.0
Some College	(82)	33.0
Bachelor's Degree	(99)	39.3
Graduate School	(18)	7.1
Post Grad/Professional	(10)	4.0

PROFESSION:

Business Related	(81)	32.5
Education Related	(25)	10.0
Health Related	(32)	12.9
Service Oriented	(47)	18.1
Government	(8)	3.2
Legal	(3)	1.2
Science/High Tech	(4)	1.6
Other	(49)	19.7

MARITAL STATUS:

Single	(85)	33.5
Married	(144)	56.7
Widowed	(11)	4.3
Divorced	(13)	5.1
Other	(1)	.4

**Any totals not exactly 100% are due to rounding.

Significance Test

A Chi-squared significance test was run on the data. A Chi-squared (X^2) test is a statistical test that calculates a significance level for survey data. A significance level equal to, or less than .10 is generally accepted to mean the data is valid and reliable. A value greater than .10 indicates that the findings cannot be relied on. The significance level for this study was equivalent to .000, which indicates that the data is real and it is valid at the highest level.

Cranberries and Health Awareness Study
A study conducted by UMD Charlton College of Business
Slade's Ferry Bank Center for Business Research

Consumption of cranberry products

1. Have you ever tried eating or drinking a cranberry product?

Yes _____ (go to **question 3**) **No** _____ (go to **question 2**)

2. Which best describes why you have not tried any cranberry product? (check all that apply) (**go to question 15**)

My family never served them__

I am not familiar with them__

I do not have recipes to use them__

I think the taste may be too tart__

All of the above__

Other_____

3. What cranberry products do you currently eat/drink?

Cranberry Cocktail _____

Blended Cranberry Cocktail _____

100% Cranberry Juice blends _____

Dry, sweetened snacks _____

Cranberry sauce _____

Baked products _____

Fresh berries when available _____

Jam, Jelly _____

Other (please specify) _____

4. Where do you usually purchase cranberry products?

Supermarkets _____

Road-side stands _____

Farmer's markets _____

Convenience stores _____

Online/Internet _____

Other (please specify) _____

5. How do you purchase your cranberry products?

Single-serve size _____

Family size (46 or 64oz) _____

Value/bulk size (larger than 64 oz) _____

Only use when served _____

Other (please specify) _____

6. Why do you use cranberry products?

Taste _____

Health benefits _____

Holiday tradition _____

Availability _____

Other (please specify) _____

Health Benefits of Cranberries

8. Do you feel you get the same health benefits from any cranberry beverage (such as juices, cocktails and blends)?

Definitely____ Probably____ Possibly____ Definitely Not____

9. How important is it for you to buy the cranberry juice with the highest percentage of cranberry in it?

Very important____ Somewhat important____ Somewhat unimportant____

Very unimportant____

10. What percentage of cranberry do you think needs to be in a juice product in order to obtain health benefits?

All cranberry drinks have health benefits_____

Only drinks with more than 27% cranberry in it_____

At least 50% cranberry in it_____

Has to have _____% cranberry in it

11. Are you aware of the following health benefits associated with cranberries?

	Very aware (know all about it)	Somewhat aware (know some of the benefits)	Somewhat unaware (have heard of little association)	Very unaware (have no idea about it)
Heart health/ cardiovascular				
Anti-cancer				
Anti-ulcer				
Bladder health (UTIs)				
Dental health				
Anti-microbe (fights E Coli)				
Provides vitamin C				
Other benefits (please specify)				

12. How did you come to learn of these health benefits? (check all that apply)

- Physician's office _____
- Pharmacy _____
- Health food stores _____
- Magazines _____ *if yes, which ones* sports _____ health _____ woman's _____ other _____
- Newspaper _____
- Internet _____
- Radio _____
- Gym/ Fitness centers _____
- Word of mouth _____
- Television _____
- Nutrition labels _____
- Product advertising _____
- Other (please specify) _____

Consumer Behavior

14. How likely would you be to purchase a cranberry juice/drink at?

	Very likely	Likely	Unlikely	Very unlikely
Sporting events				
While exercising				
Restaurant				
Bar (mixed drink)				
Cafeteria				
Vending machine				
Convenience store				
Other (please specify)				

15. Which of the following interests are you currently active in? (check all that apply)

- Play sports _____
- Running/jogging _____
- Walking _____
- Swimming _____
- Go to the gym _____
- Other (please specify) _____

16. Which best describes you?

Very health conscious _____

Somewhat health conscious _____

Not very health conscious _____

Not health conscious at all _____

17. Do you take part in the following? (check all that apply)

Weight loss programs _____

Maintain a healthy diet _____

Exercise _____

Subscribe to health magazines _____

Shop at health food stores _____

Smoking _____

18. How interested would you be in receiving free health updates or a newsletter on cranberry benefits?

Very interested _____

Somewhat interested _____

Not very interested _____

Not interested at all _____ (go to **question 20**)

19. Where would you like to get such a newsletter?

Pick it up at the grocery check out _____

Grocery Juice Aisle _____

The pharmacy _____

The gym or health club _____

Email _____

Other (please specify) _____

Demographics

20. How old are you?

18-25 _____

46-55 _____

26-35 _____

56-65 _____

36-45 _____

Over 65 _____

21. What is your gender?

Male _____

Female _____

22. What is your household income?

<\$30,000 _____

\$71,000-\$90,000 _____

\$30,000-\$50,000 _____

\$91,000-\$110,000 _____

\$51,000-\$70,000 _____

>\$110,000 _____

23. What is your highest level of education completed?

Less than high school _____ Bachelor's Degree _____
High school _____ Graduate school _____
Some College _____ Post grad/professional _____

24. What is your profession?

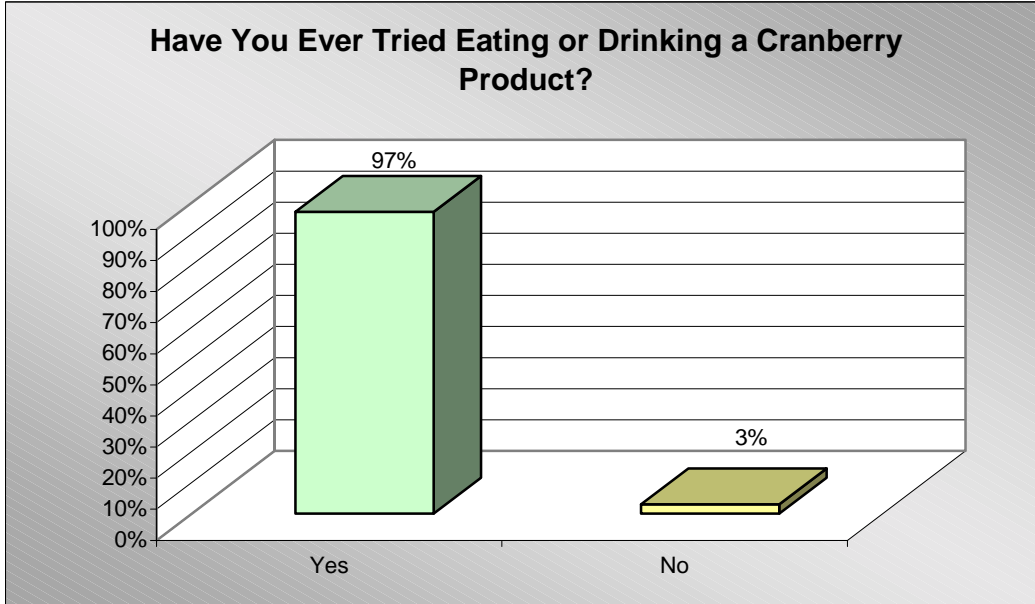
Business related _____
Education related _____
Health related _____
Service oriented _____
Government _____
Legal _____
Science/ high-tech _____
Other (please specify) _____

24. What is your marital status?

Single _____
Married _____
Widowed _____
Divorced _____
Other (please specify) _____

Have you ever tried eating or drinking a cranberry product?

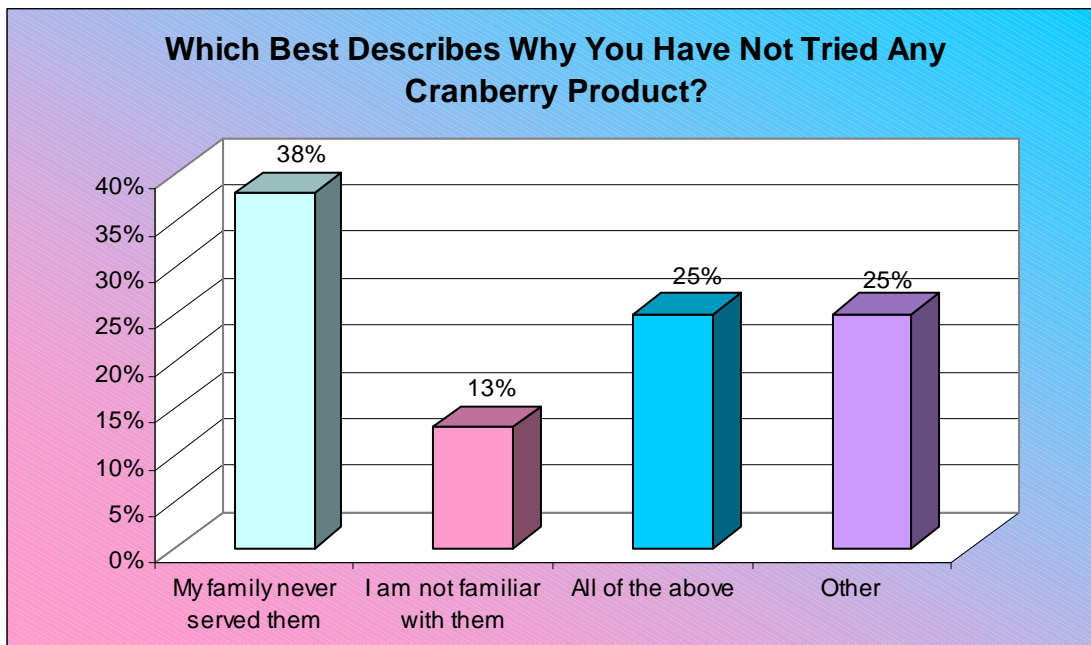
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	252	96.9	96.9	96.9
	No	8	3.1	3.1	100.0
	Total	260	100.0	100.0	



97% of the respondents have tried eating/drinking a cranberry product. 3% had not.

Which best describes why you have not tried any cranberry product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	My family never served them	3	1.2	37.5	37.5
	I am not familiar with them	1	.4	12.5	50.0
	All of the above	2	.8	25.0	75.0
	Other	2	.8	25.0	100.0
	Total	8	3.1	100.0	
Missing	System	252	96.9		
Total		260	100.0		



3% of the respondents have never tried eating/drinking a cranberry product. 38% of these respondents did not because their family never served them; 13% are not familiar with them; 25% have never been served them, are not familiar with them, do not have recipes for them, and think they may be too tart; and 25% of them have other reasons.

Do you currently drink cranberry cocktail?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	159	61.2	64.9	64.9
	No	86	33.1	35.1	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

Do you currently drink blended cranberry cocktail?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	19.2	20.4	20.4
	No	195	75.0	79.6	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

Do you currently drink 100% cranberry juice blends?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	118	45.4	48.2	48.2
	No	127	48.8	51.8	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

Do you currently eat dry sweetened cranberry snacks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	11.9	12.7	12.7
	No	214	82.3	87.3	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

Do you currently eat cranberry sauce?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	174	66.9	71.0	71.0
	No	71	27.3	29.0	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

Do you currently eat baked cranberry products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	20.4	21.6	21.6
	No	192	73.8	78.4	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

Do you currently eat fresh cranberries when available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	11.9	12.7	12.7
	No	214	82.3	87.3	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

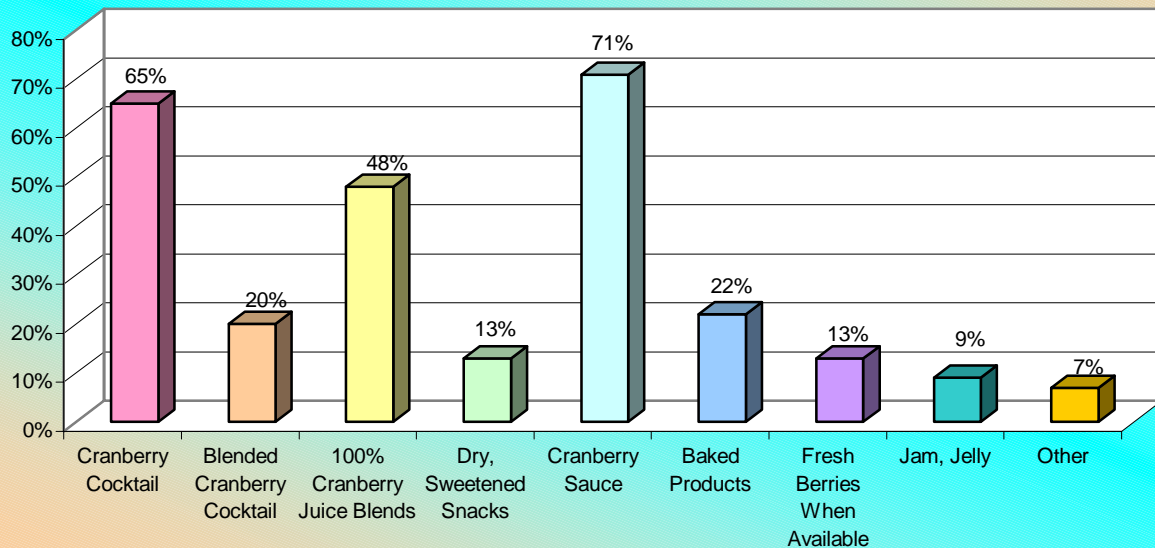
Do you currently eat cranberry jam or jelly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	8.5	9.0	9.0
	No	223	85.8	91.0	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

Is there any other cranberry product that you eat or drink?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	6.5	6.9	6.9
	No	228	87.7	93.1	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

What Cranberry Products Do You Currently Eat or Drink?



65% of the respondents currently drink cranberry cocktails; 20% currently drink blended cranberry cocktails; 48% currently drink 100% cranberry juice blends; 13% currently eat dry, sweetened snacks; 71% currently eat cranberry sauce; 22% currently eat baked products; 13% currently eat fresh berries when available; 9% currently eat jam or jelly; and 7% currently eat/drink cranberry salads, cranberry Jello, Cape Coddgers, cranberry chutney, and cranberry relish.

Do you purchase your cranberry products at a supermarket?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	242	93.1	98.0	98.0
	No	5	1.9	2.0	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Do you purchase your cranberry products at a road-side stand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	2.7	2.8	2.8
	No	241	92.7	97.2	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		

Do you purchase your cranberry products at a farmer's market?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	4.2	4.4	4.4
	No	237	91.2	95.6	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		

Do you purchase your cranberry products at a convenience store?

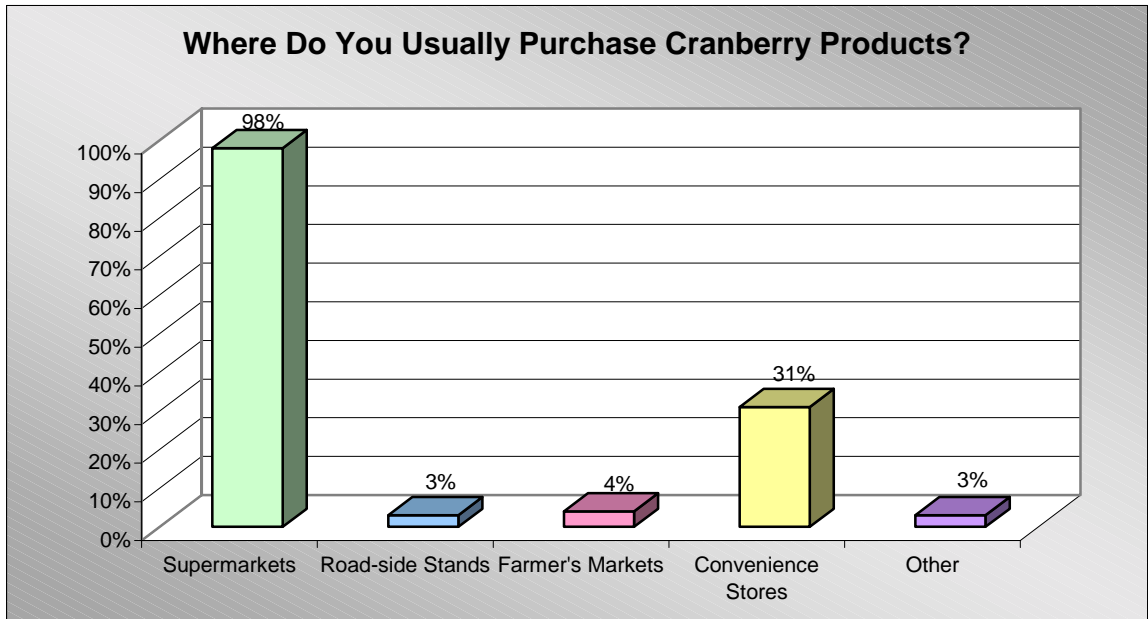
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	29.6	31.0	31.0
	No	171	65.8	69.0	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		

Do you purchase your cranberry products online?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	248	95.4	100.0	100.0
Missing	System	12	4.6		
Total		260	100.0		

Is there another location in which you purchase cranberry products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	2.7	2.8	2.8
	No	241	92.7	97.2	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		



98% of the respondents who eat/drink cranberry products purchase them at the supermarket; 3% at road-side stands; 4% at farmer's markets; 31% at convenience stores; and 3% from neighbors, at cranberry bogs, from coffee shops, or from Ocean Spray.

Do you purchase your cranberry products in a single-serving size?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	87	33.5	35.2	35.2
	No	160	61.5	64.8	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Do you purchase your cranberry products in a family size?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	205	78.8	83.0	83.0
	No	42	16.2	17.0	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Do you purchase your cranberry products in a value/bulk size?

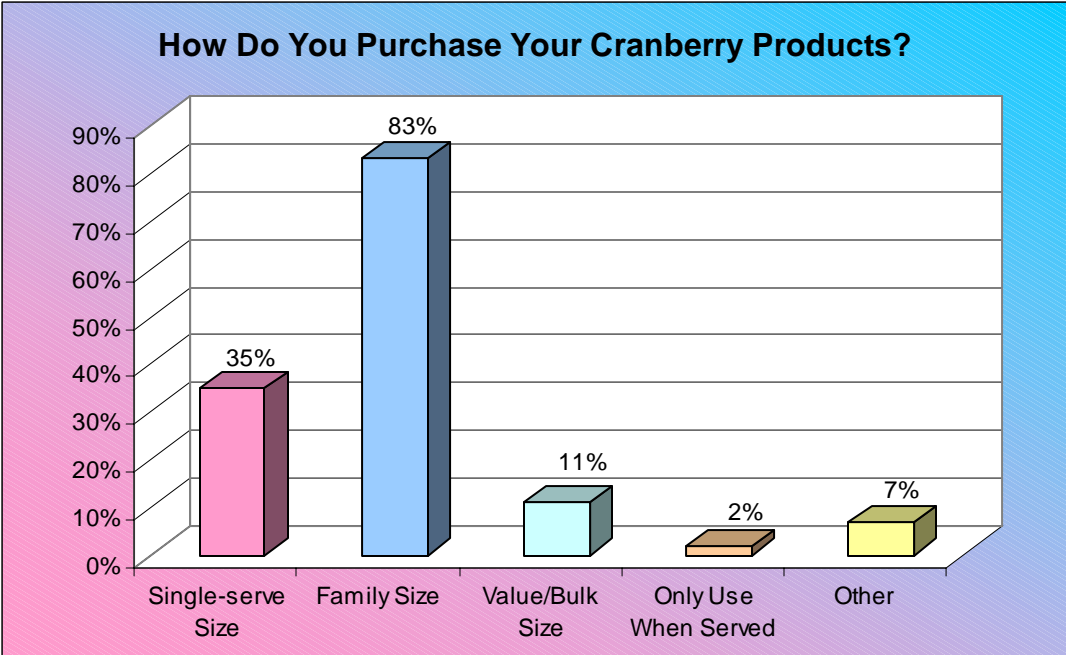
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	10.8	11.3	11.3
	No	219	84.2	88.7	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Do you only use cranberry products when served?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	1.5	1.6	1.6
	No	243	93.5	98.4	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Do you purchase your cranberry products in another way?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	6.5	6.9	6.9
	No	230	88.5	93.1	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		



35% of the respondents who eat/drink cranberry products purchase them in single-serve sizes, 83% in family sizes, 11% in value/bulk sizes, 2% only use them when served, and 7% by the pound, in bags, in jars, in cans, 14-15oz., or they pick berries.

Do You Use Cranberry Products For The Taste?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	223	85.8	90.7	90.7
	No	23	8.8	9.3	100.0
	Total	246	94.6	100.0	
Missing	System	14	5.4		
Total		260	100.0		

Do You Use Cranberry Products For The Health Benefits?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	166	63.8	67.8	67.8
	No	79	30.4	32.2	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		

Do You Use Cranberry Products Because Of Holiday Tradition?

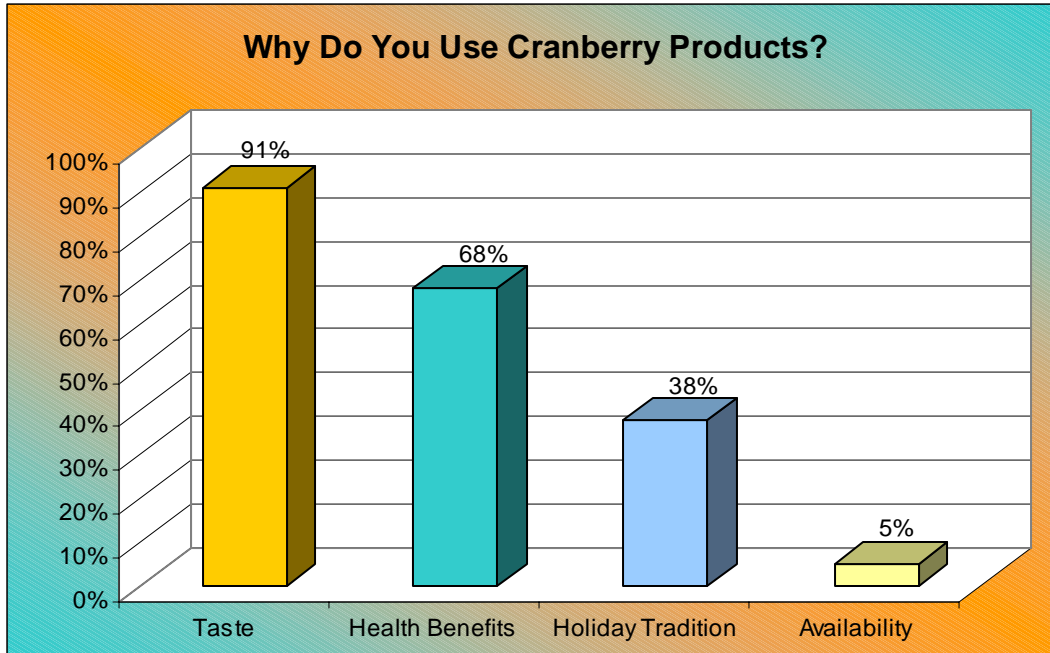
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	35.8	37.8	37.8
	No	153	58.8	62.2	100.0
	Total	246	94.6	100.0	
Missing	System	14	5.4		
Total		260	100.0		

Do You Use Cranberry Products Because Of The Availability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	4.6	4.9	4.9
	No	234	90.0	95.1	100.0
	Total	246	94.6	100.0	
Missing	System	14	5.4		
Total		260	100.0		

Is there Another Reason Why You Use Cranberry Products?

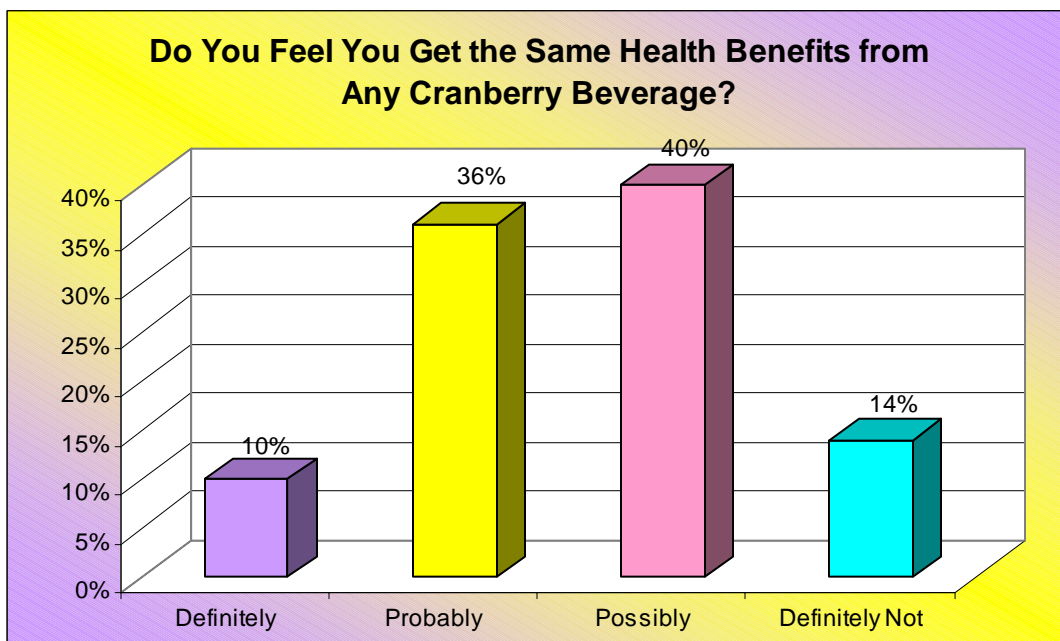
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	246	94.6	100.0	100.0
Missing	System	14	5.4		
Total		260	100.0		



91% of the respondents who eat/drink cranberry products eat/drink them because of the taste, 68% because of the health benefits, 38% because it is holiday tradition, and 5% because of availability.

Do you feel you get the same health benefits from any cranberry beverage (such as juices, cocktails, and blends)?

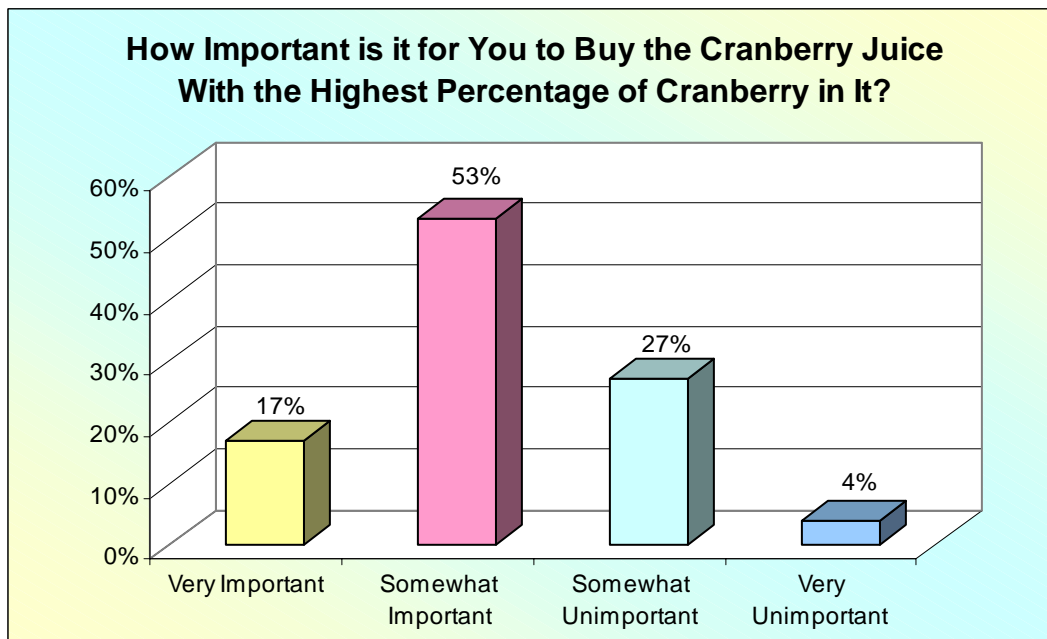
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	24	9.2	9.7	9.7
	Probably	89	34.2	35.9	45.6
	Possibly	100	38.5	40.3	85.9
	Definitely not	35	13.5	14.1	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		



10% of the respondents who eat/drink cranberry products feel they definitely get the same health benefits from any cranberry beverage, 36% feel they probably get the same, 40% feel they possibly get the same, and 14% feel they definitely do not get the same health benefits from any cranberry beverage.

How important is it for you to buy the cranberry juice with the highest percentage of cranberry in it?

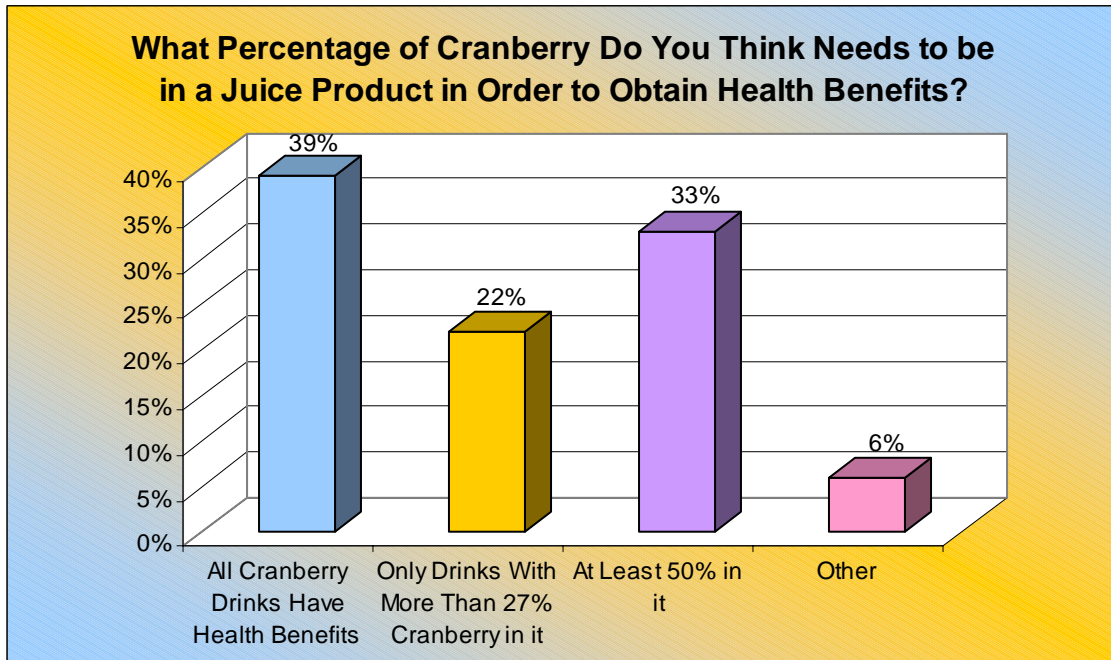
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	41	15.8	16.6	16.6
	Somewhat important	130	50.0	52.6	69.2
	Somewhat unimportant	67	25.8	27.1	96.4
	Very unimportant	9	3.5	3.6	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		



17% of the respondents who eat/drink cranberry products think it is very important to buy the cranberry juice with the highest percentage of cranberry in it, 53% think it is somewhat important, 27% think it is somewhat unimportant, and 4% think it is very unimportant.

What percentage of cranberry do you think needs to be in a juice product in order to obtain health benefits?

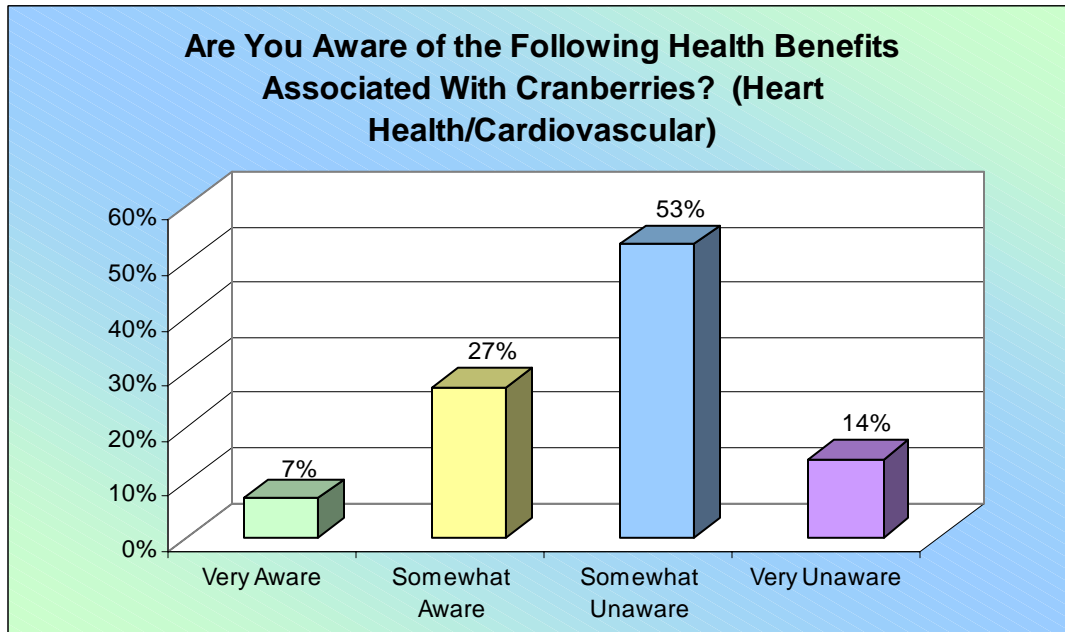
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All cranberry drinks have health benefits	94	36.2	38.7	38.7
	Only drinks with more than 27% cranberry in it	54	20.8	22.2	60.9
	At least 50% cranberry in it	81	31.2	33.3	94.2
	Has to have ___% cranberry in it	14	5.4	5.8	100.0
	Total	243	93.5	100.0	
Missing	System	17	6.5		
Total		260	100.0		



39% of the respondents who eat/drink cranberry products think that all cranberry drinks have health benefits, 22% think only drinks with more than 27% cranberry in it, 33% think drinks with at least 50% in it, and 6% think either 75%, 100%, 80%, or 25% had to be in it.

Are you aware of the following health benefits associated with cranberries?(Heart health/cardiovascular)

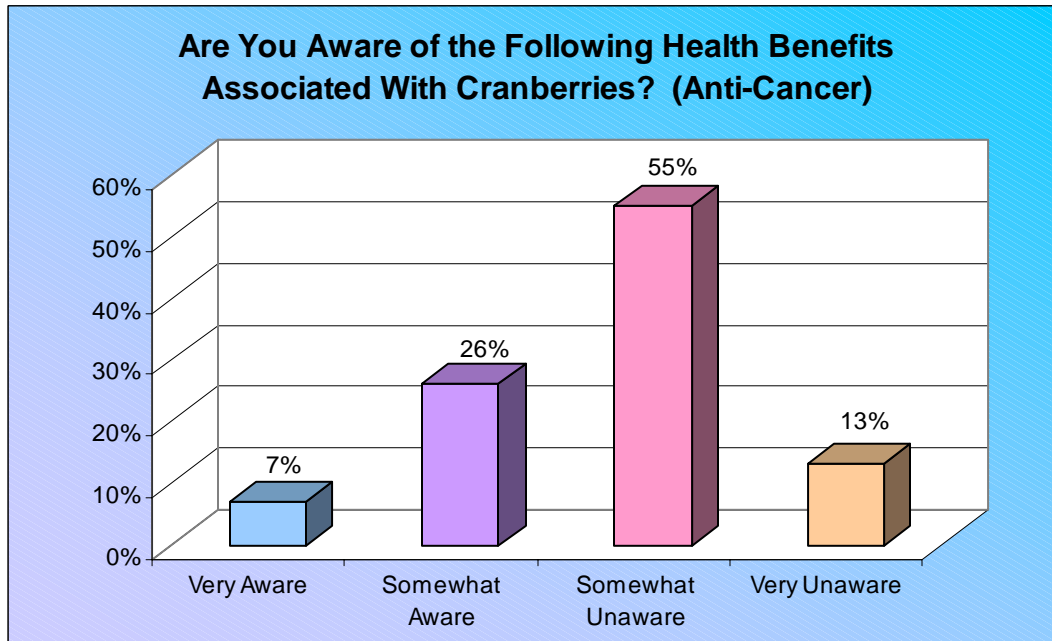
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware (know all about it)	17	6.5	6.9	6.9
	Somewhat aware (know some of the benefits)	66	25.4	26.6	33.5
	Somewhat unaware (have heard of little association)	131	50.4	52.8	86.3
	Very unaware (have no idea about it)	34	13.1	13.7	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		



7% of the respondents who eat/drink cranberry products are very aware of the heart health/ cardiovascular benefits of cranberries, 27% are somewhat aware, 53% are somewhat unaware, and 14% are very unaware.

Are you aware of the following health benefits associated with cranberries?(Anti-cancer)

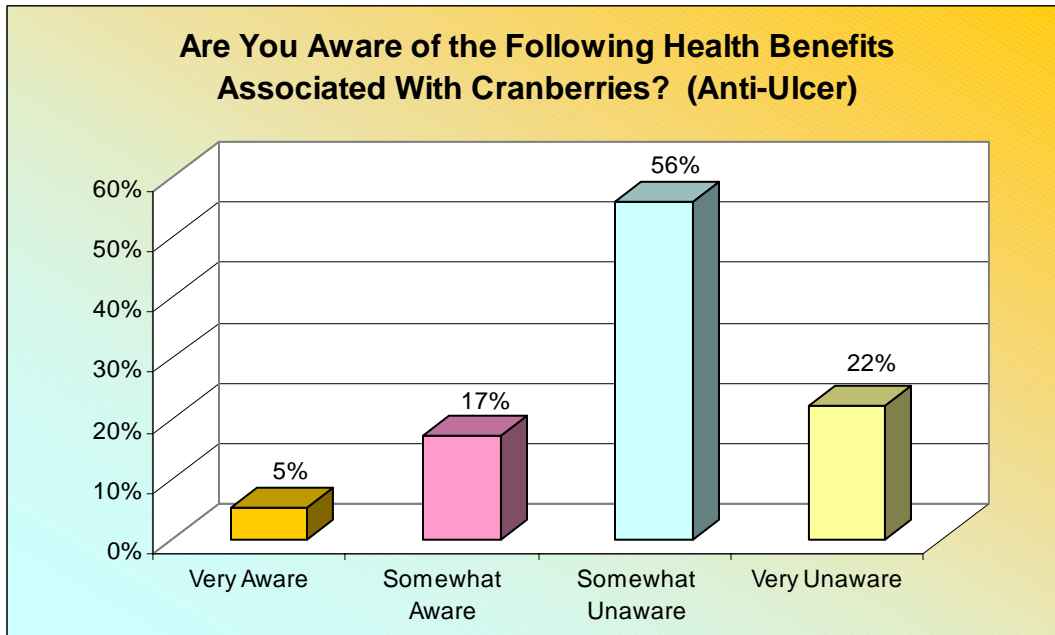
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware (know all about it)	16	6.2	6.5	6.5
	Somewhat aware (know some of the benefits)	63	24.2	25.7	32.2
	Somewhat unaware (have heard of little association)	134	51.5	54.7	86.9
	Very unaware (have no idea about it)	32	12.3	13.1	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		



7% of the respondents who eat/drink cranberry products are very aware of the anti-cancer benefits of cranberries, 26% are somewhat aware, 55% are somewhat unaware, and 13% are very unaware.

Are you aware of the following health benefits associated with cranberries?(Anti-ulcer)

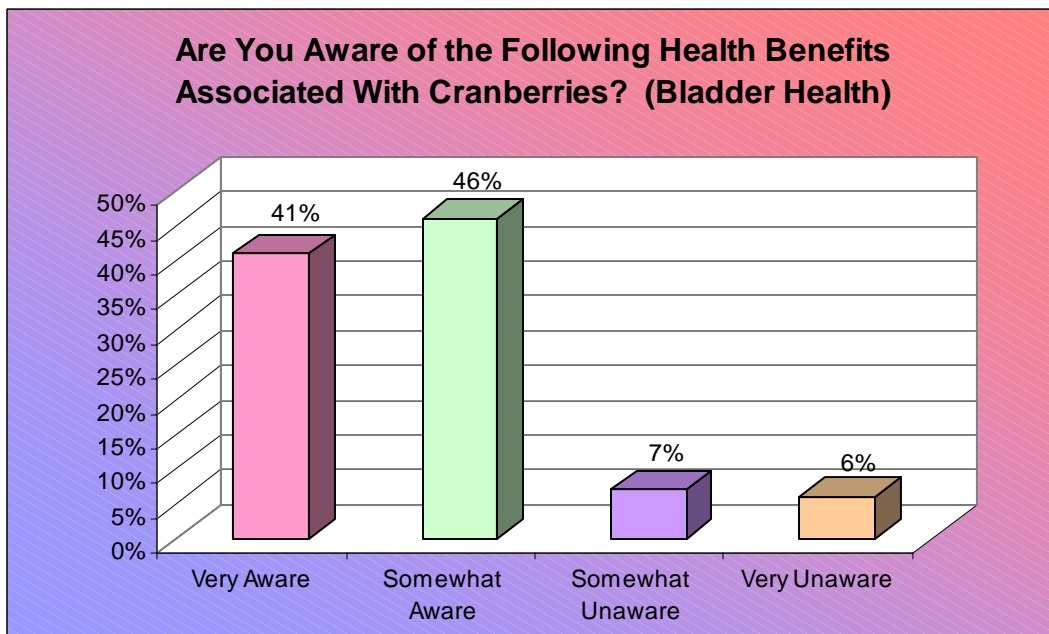
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware (know all about it)	12	4.6	4.9	4.9
	Somewhat aware (know some of the benefits)	43	16.5	17.4	22.3
	Somewhat unaware (have heard of little association)	137	52.7	55.5	77.7
	Very unaware (have no idea about it)	55	21.2	22.3	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		



5% of the respondents who eat/drink cranberry products are very aware of the anti-ulcer benefits of cranberries, 17% are somewhat aware, 56% are somewhat unaware, and 22% are very unaware.

Are you aware of the following health benefits associated with cranberries?(Bladder health)

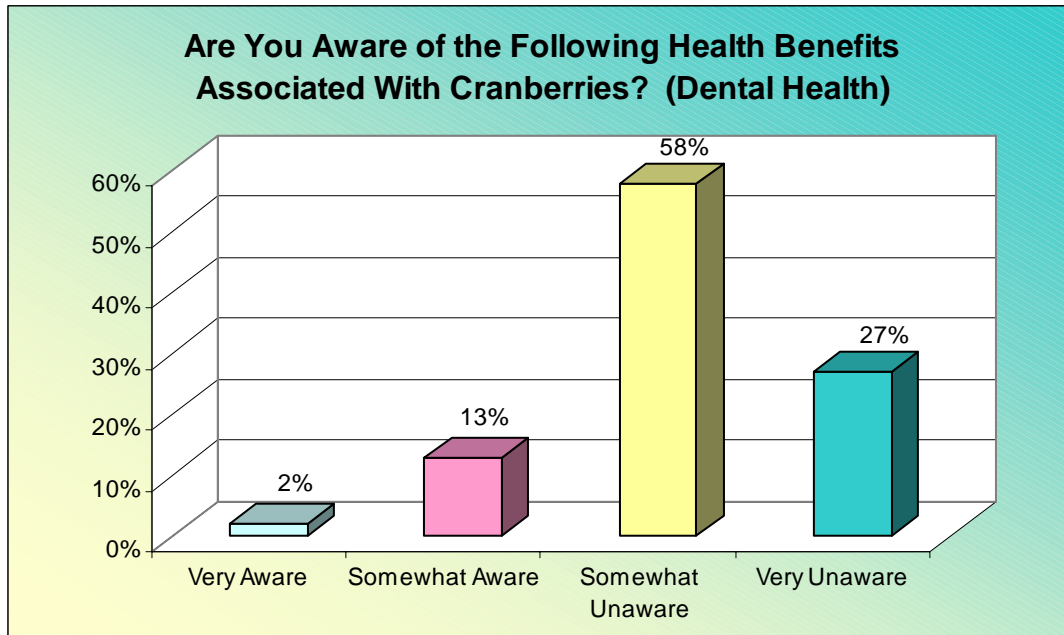
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware (know all about it)	101	38.8	41.2	41.2
	Somewhat aware (know some of the benefits)	112	43.1	45.7	86.9
	Somewhat unaware (have heard of little association)	17	6.5	6.9	93.9
	Very unaware (have no idea about it)	15	5.8	6.1	100.0
	Total	245	94.2	100.0	
Missing	System	15	5.8		
Total		260	100.0		



41% of the respondents who eat/drink cranberry products are very aware of the bladder health benefits of cranberries, 46% are somewhat aware, 7% are somewhat unaware, and 6% are very unaware.

Are you aware of the following health benefits associated with cranberries?(Dental health)

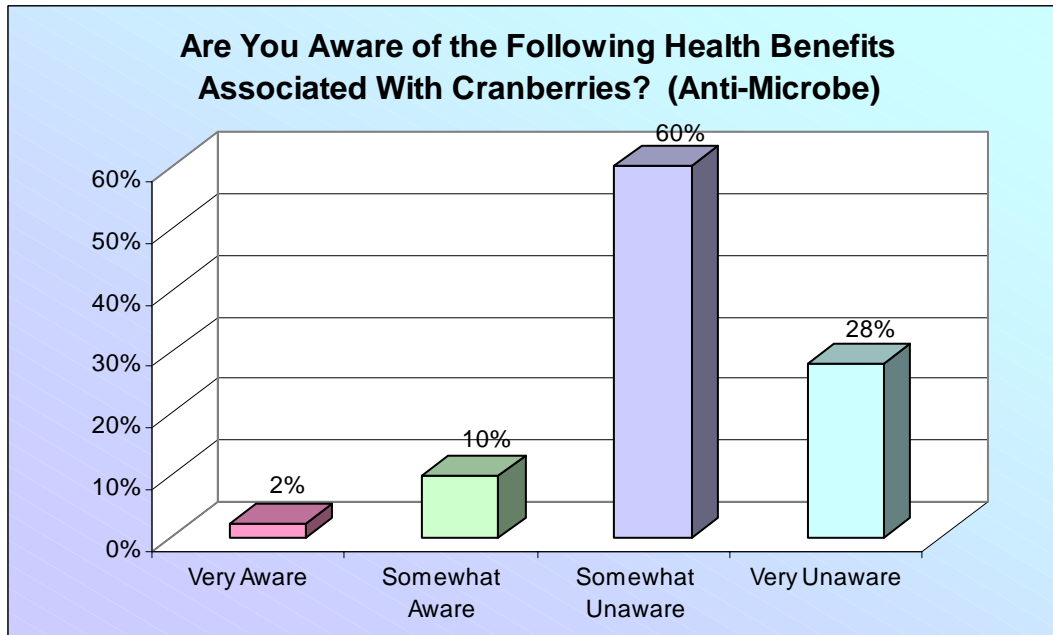
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware (know all about it)	4	1.5	1.6	1.6
	Somewhat aware (know some of the benefits)	31	11.9	12.8	14.4
	Somewhat unaware (have heard of little association)	142	54.6	58.4	72.8
	Very unaware (have no idea about it)	66	25.4	27.2	100.0
	Total	243	93.5	100.0	
Missing	System	17	6.5		
Total		260	100.0		



2% of the respondents who eat/drink cranberry products are very aware of the dental health benefits of cranberries, 13% are somewhat aware, 58% are somewhat unaware, and 27% are very unaware.

Are you aware of the following health benefits associated with cranberries?(Anti-Microbe)

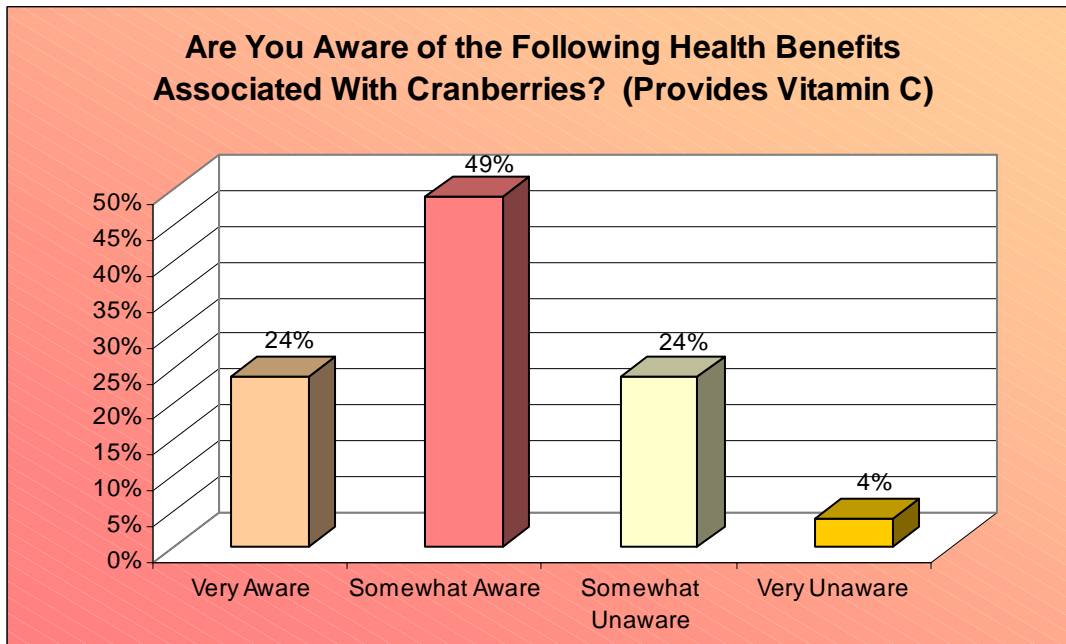
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware (know all about it)	5	1.9	2.0	2.0
	Somewhat aware (know some of the benefits)	24	9.2	9.7	11.7
	Somewhat unaware (have heard of little association)	149	57.3	60.3	72.1
	Very unaware (have no idea about it)	69	26.5	27.9	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		



2% of the respondents who eat/drink cranberry products are very aware of the anti-microbe benefits of cranberries, 10% are somewhat aware, 60% are somewhat unaware, and 28% are very unaware.

Are you aware of the following health benefits associated with cranberries?(Provides Vitamin C)

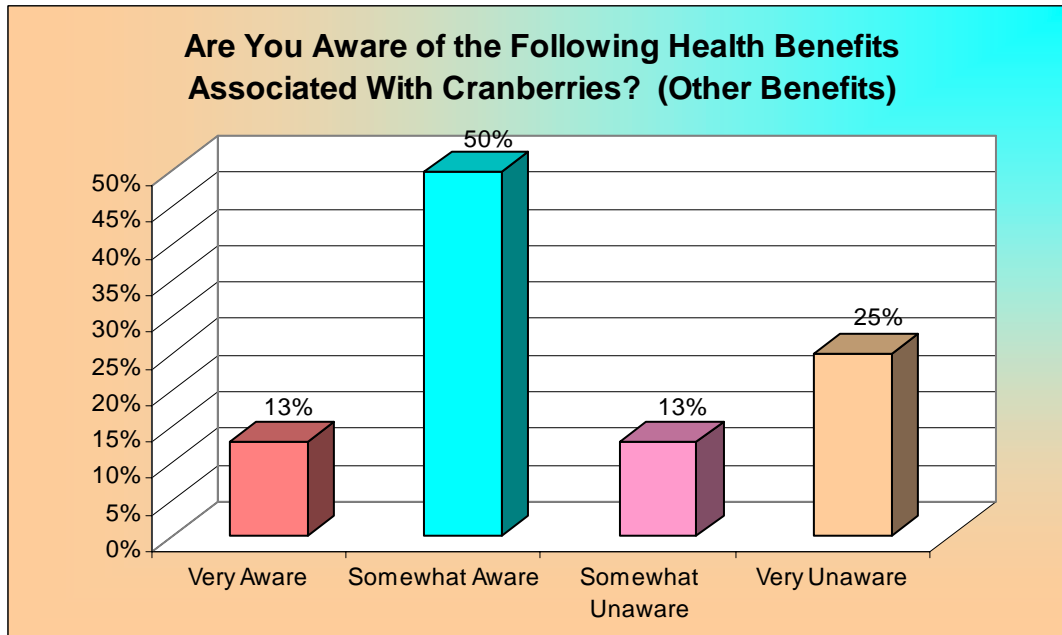
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware (know all about it)	59	22.7	23.9	23.9
	Somewhat aware (know some of the benefits)	120	46.2	48.6	72.5
	Somewhat unaware (have heard of little association)	58	22.3	23.5	96.0
	Very unaware (have no idea about it)	10	3.8	4.0	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		



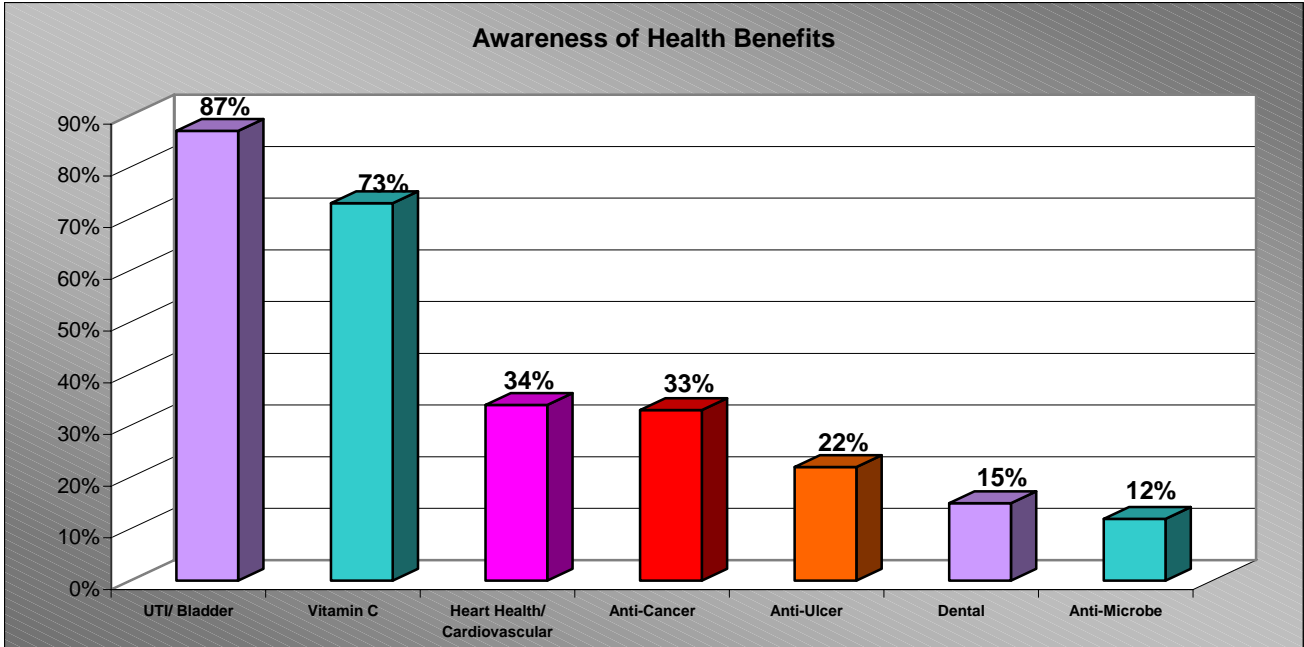
24% of the respondents who eat/drink cranberry products are very aware that cranberries provide Vitamin C, 49% are somewhat aware, 24% are somewhat unaware, and 4% are very unaware.

Are you aware of the following health benefits associated with cranberries?(Other Benefits)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very aware (know all about it)	1	.4	12.5	12.5
	Somewhat aware (know some of the benefits)	4	1.5	50.0	62.5
	Somewhat unaware (have heard of little association)	1	.4	12.5	75.0
	Very unaware (have no idea about it)	2	.8	25.0	100.0
	Total	8	3.1	100.0	
Missing	System	252	96.9		
Total		260	100.0		



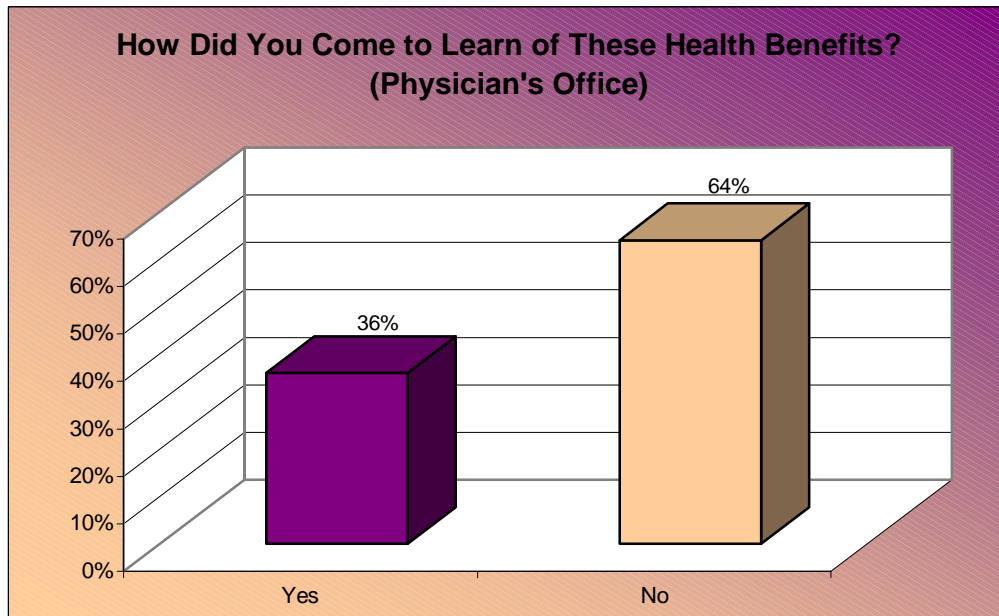
13% of the respondents who eat/drink cranberry products are very aware of other benefits of cranberries such as cystitis and prostate, 50% are aware, 13% are somewhat unaware, and 25% are very unaware.



Respondents' awareness of the health benefits of cranberries varied: 87% UTI/ bladder health, 73% Vitamin C, 34% heart health/ cardiovascular, 33% anti-cancer, 22% anti-ulcer, 15% dental health, and 12% anti-microbe.

Did you come to learn of these health benefits at a physician's office?

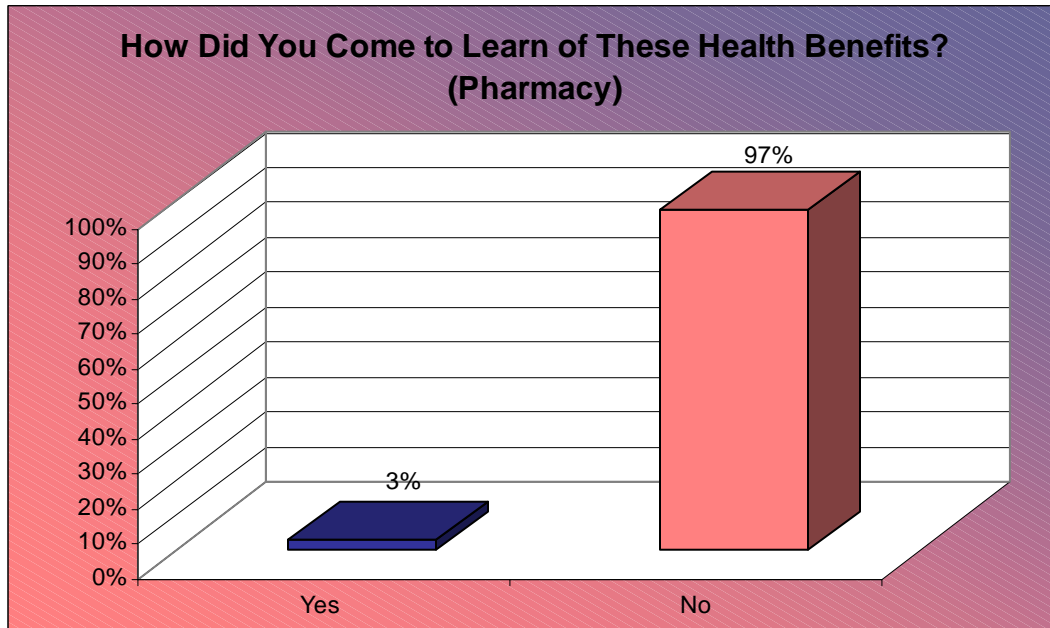
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	88	33.8	36.4	36.4
	No	154	59.2	63.6	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



36% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from a physician's office.

Did you come to learn of these health benefits at a pharmacy?

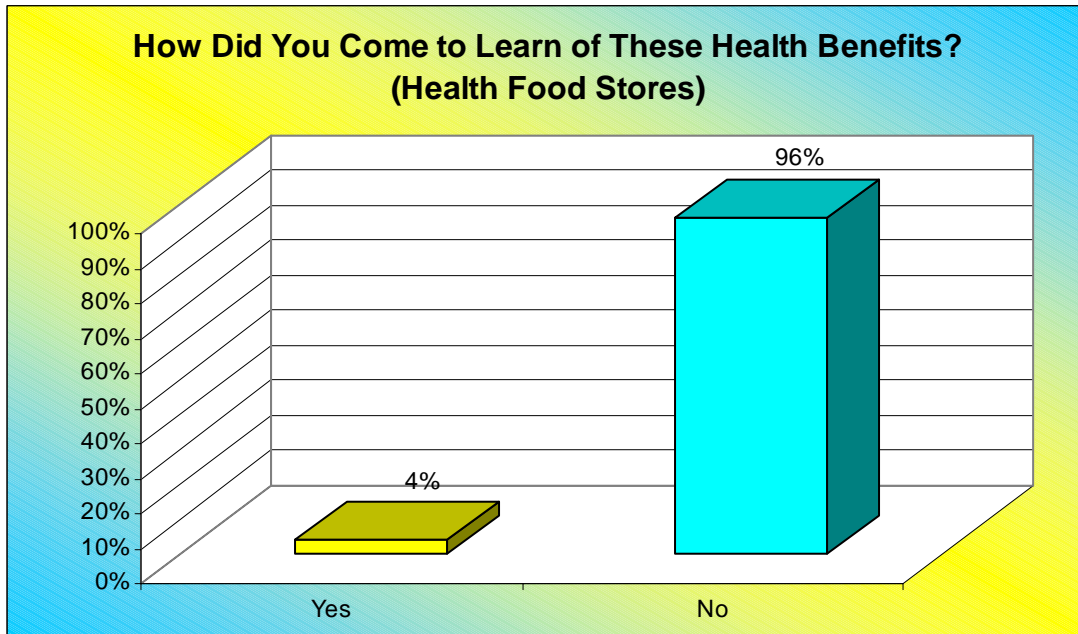
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	2.7	2.9	2.9
	No	235	90.4	97.1	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



3% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from a pharmacy.

Did you come to learn of these health benefits at a health food stores?

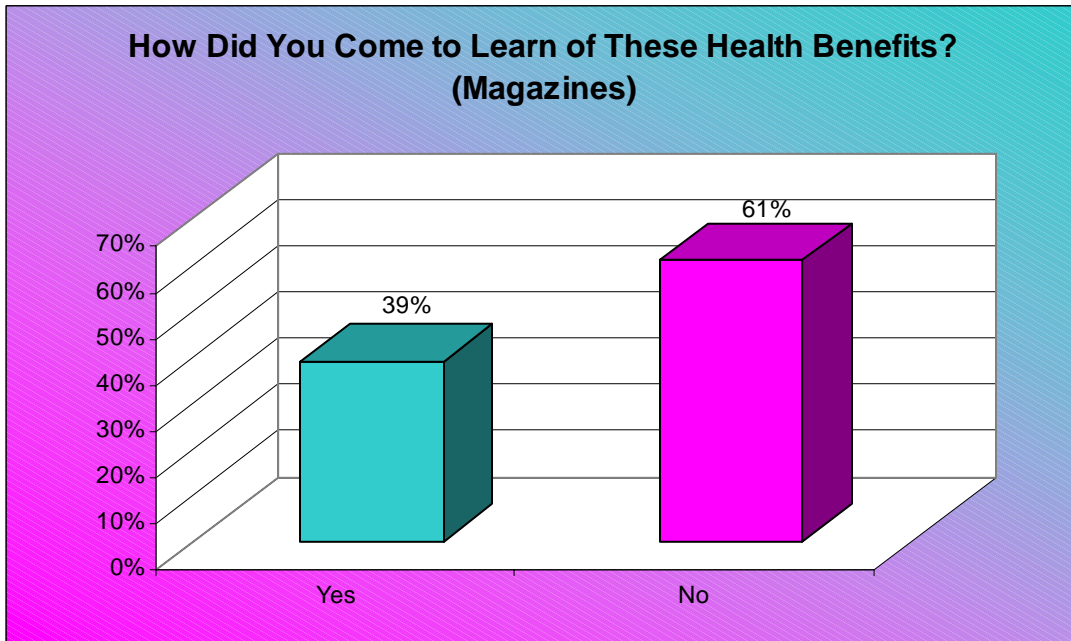
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	3.5	3.7	3.7
	No	233	89.6	96.3	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



4% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from health food stores.

Did you come to learn of these health benefits by reading a magazine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	94	36.2	38.8	38.8
	No	148	56.9	61.2	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



39% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from magazines.

Did you come to learn of these health benefits by reading a sports magazine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	1.9	2.1	2.1
	No	237	91.2	97.9	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		

Did you come to learn of these health benefits by reading a health magazine?

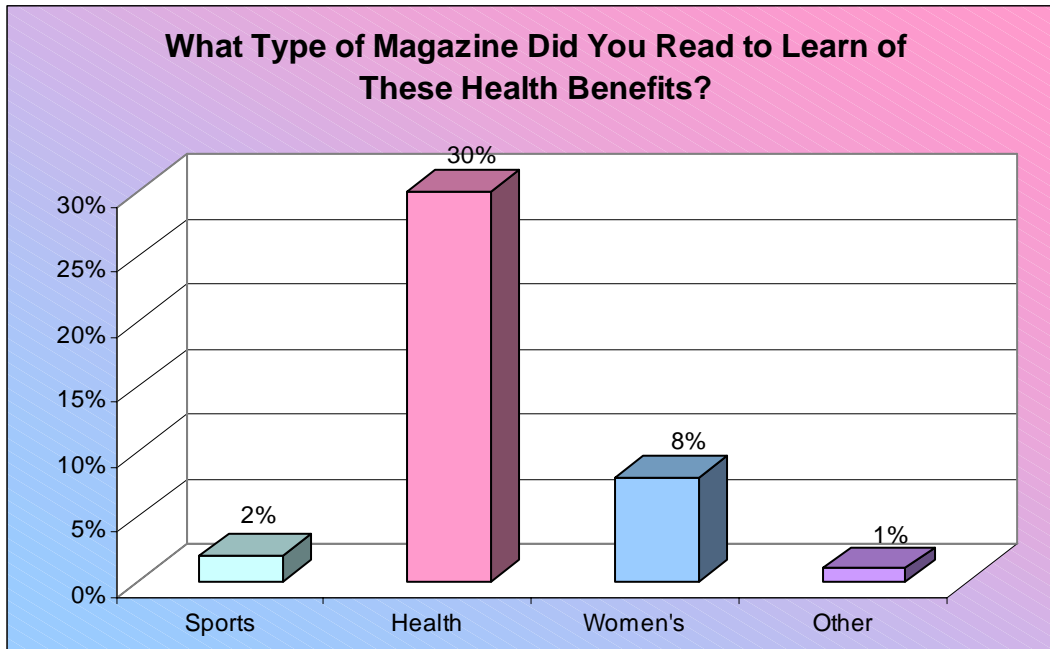
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	27.7	29.8	29.8
	No	170	65.4	70.2	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		

Did you come to learn of these health benefits by reading a women's magazine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	7.7	8.3	8.3
	No	222	85.4	91.7	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		

What other magazine did you read to learn about these health benefits?

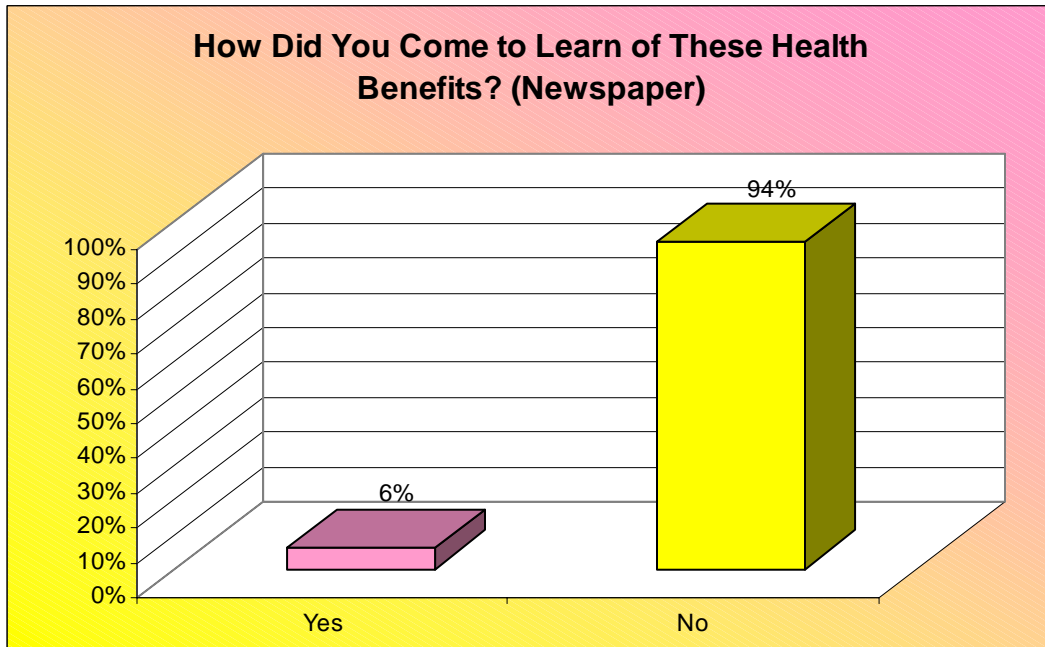
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	.4	.4	.4
	No	241	92.7	99.6	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



Of the 39% of respondents who learned of the health benefits of cranberries from magazines 2% were sports magazines 30% were health magazines 8% were women’s magazines and 1% were from Modern Maturity.

Did you come to learn of these health benefits by reading a newspaper?

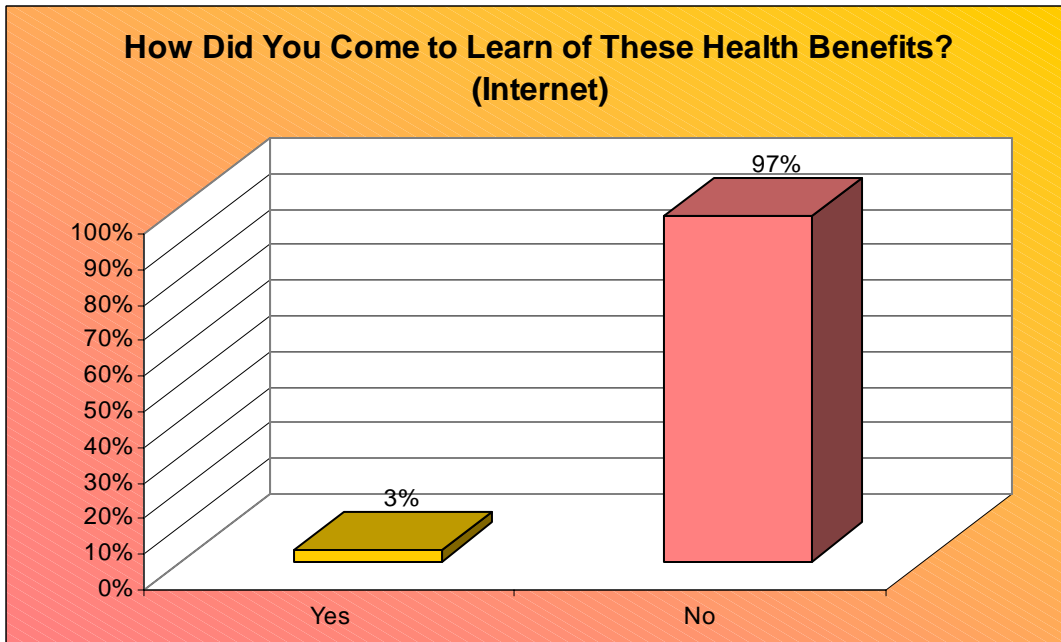
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	5.4	5.8	5.8
	No	228	87.7	94.2	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



6% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from the newspaper.

Did you come to learn of these health benefits on the Internet?

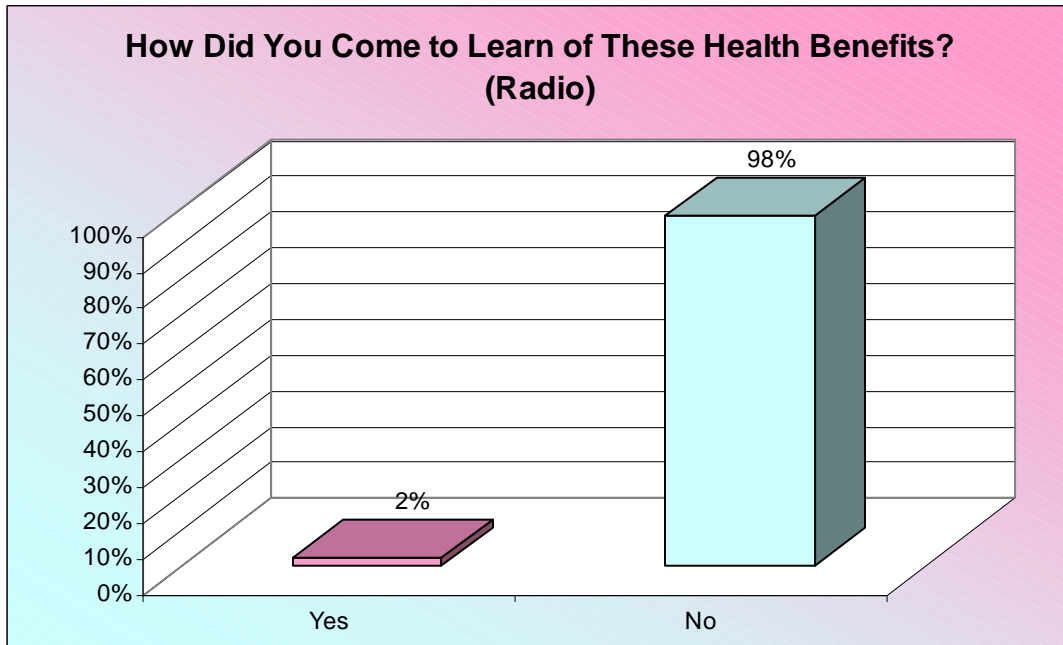
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	2.7	2.9	2.9
	No	235	90.4	97.1	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



3% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from the Internet.

Did you come to learn of these health benefits by listening to the radio?

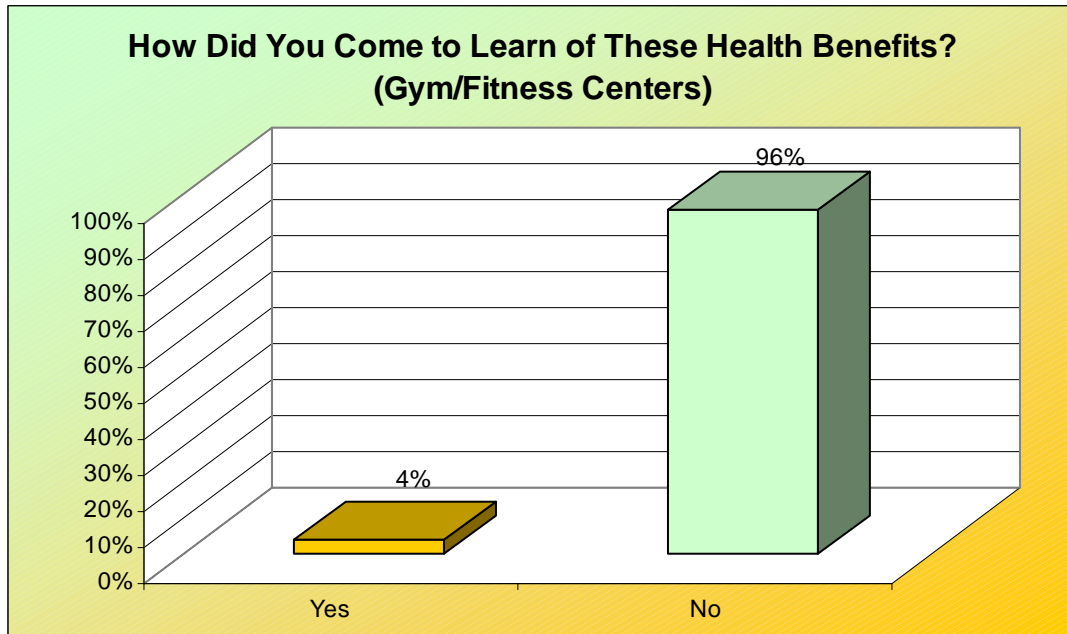
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	1.5	1.7	1.7
	No	238	91.5	98.3	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



2% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from the radio.

Did you come to learn of these health benefits at a gym/fitness center?

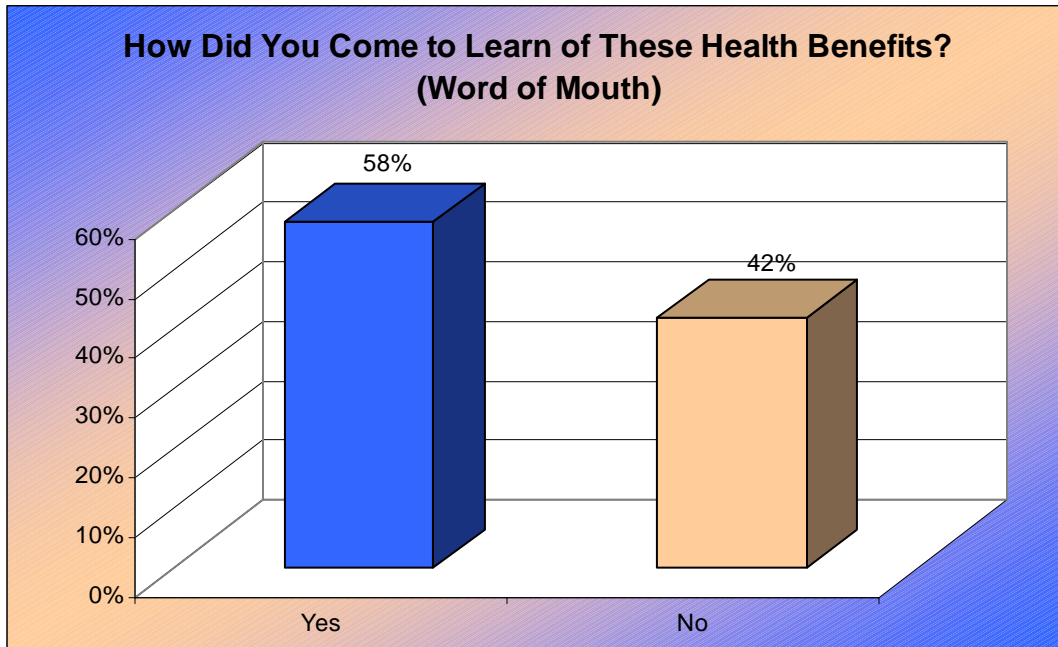
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	3.8	4.1	4.1
	No	232	89.2	95.9	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



4% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from a gym or fitness center.

Did you come to learn of these health benefits by word of mouth?

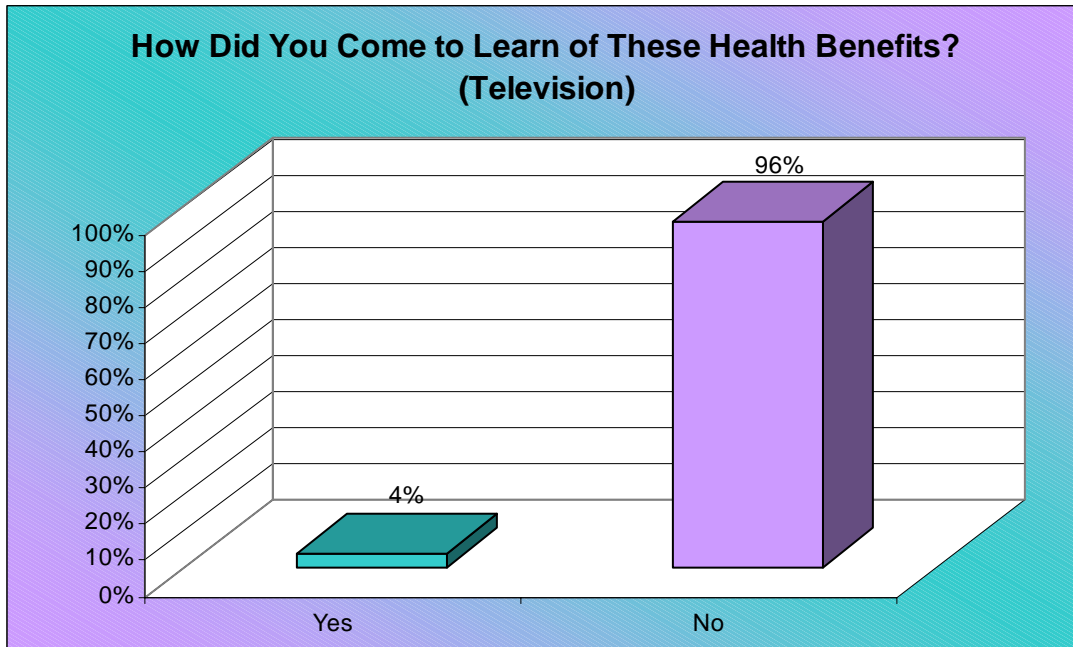
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	140	53.8	57.9	57.9
	No	102	39.2	42.1	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



58% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries by word of mouth.

Did you come to learn of these health benefits by watching television?

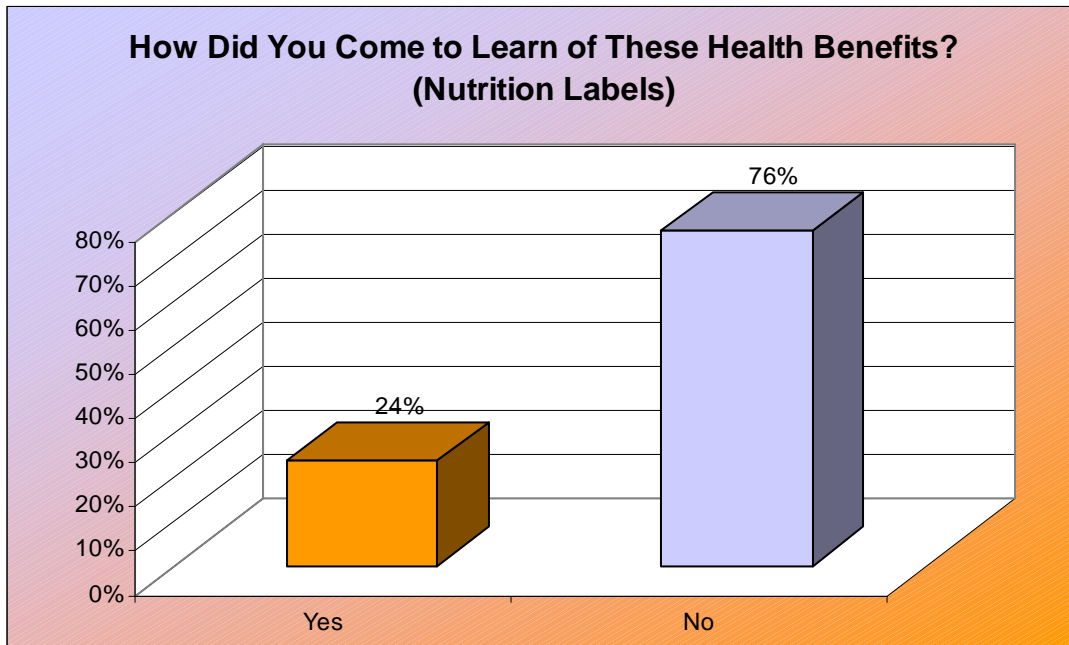
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	3.8	4.1	4.1
	No	232	89.2	95.9	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



4% of the respondents who eat/drink cranberry products learned of the benefits of cranberries from television.

Did you come to learn of these health benefits by reading nutrition labels?

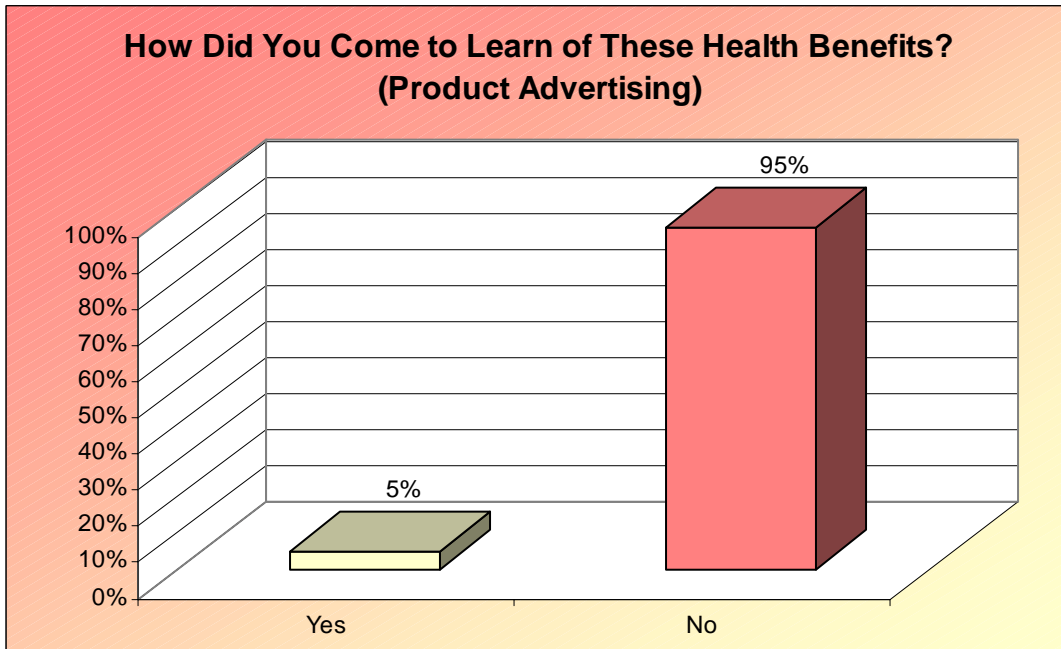
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	21.9	23.6	23.6
	No	185	71.2	76.4	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



24% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries from nutrition labels.

Did you come to learn of these health benefits by product advertising?

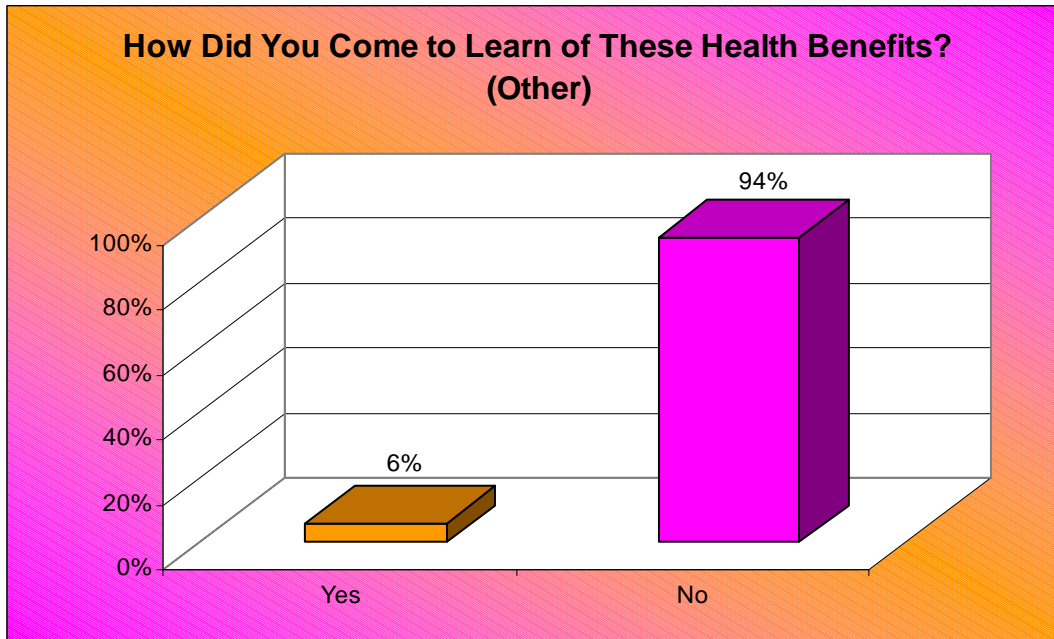
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	4.2	4.5	4.5
	No	231	88.8	95.5	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



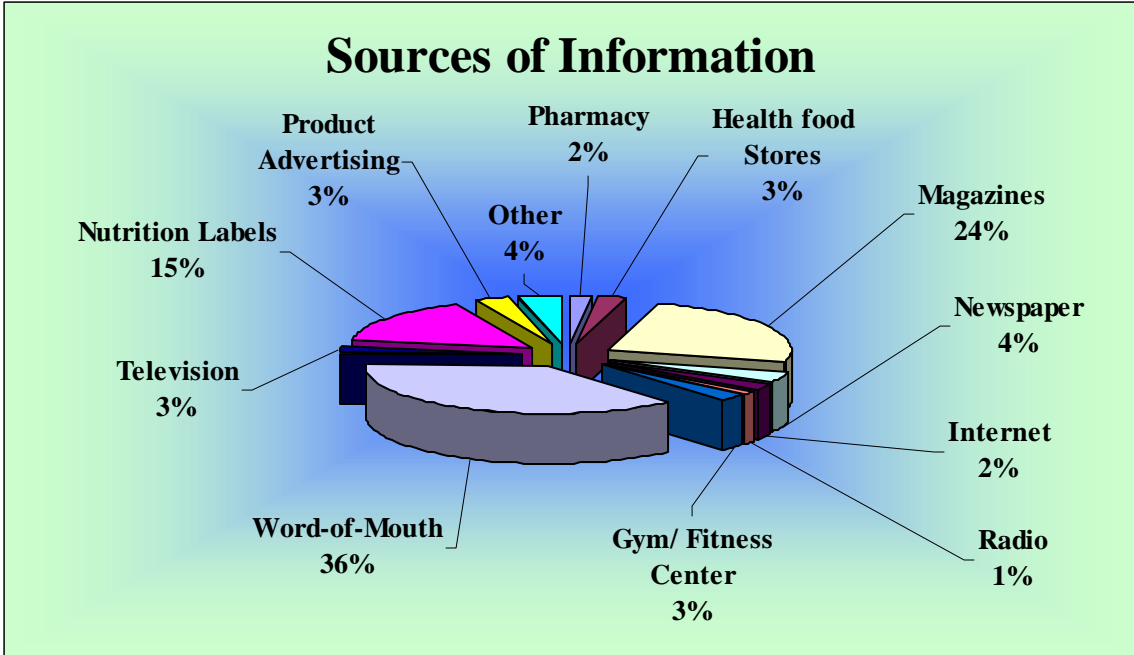
5% of the respondents who eat/drink cranberry products, learned of the health benefits of cranberries from product advertising.

What other way did you come to learn of these health benefits?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	5.8	6.2	6.2
	No	227	87.3	93.8	100.0
	Total	242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



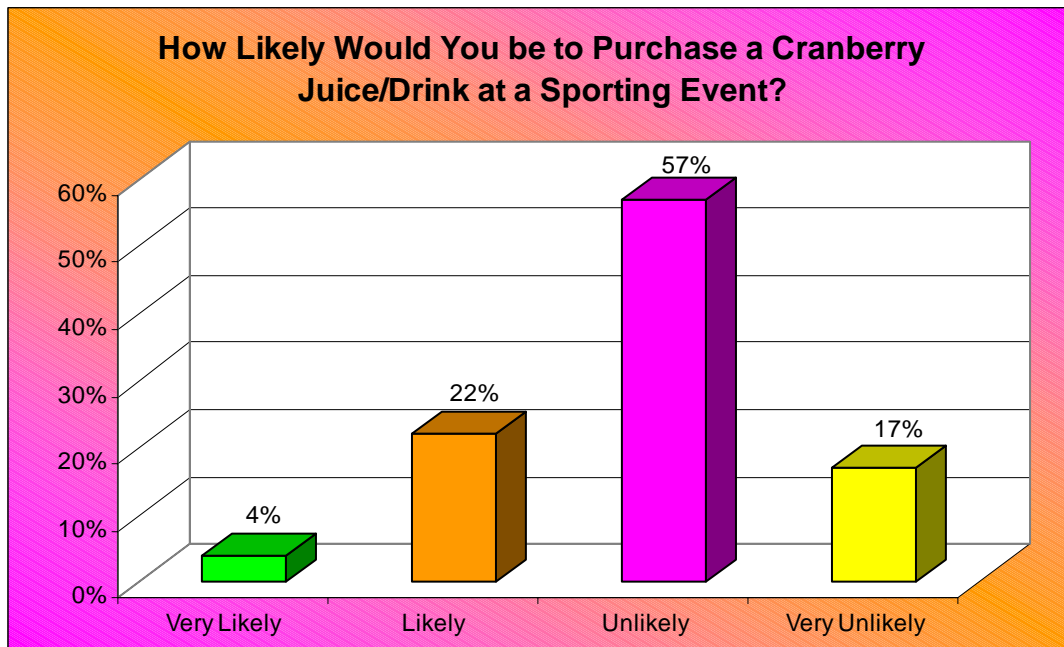
6% of the respondents who eat/drink cranberry products learned of the health benefits of cranberries in other ways than those that were listed on the survey. These responses were listed: newsletters, working in a hospital, family, pamphlets, medical field work, Ocean Spray factory, education, health class, health, hospitals, and vegetarian.



If the respondents are aware of the health benefits of cranberries, they learned of them from these sources: 36% word-of-mouth, 24% magazines, 15% nutrition labels, 3% product advertising, 3% health food stores, 3% gym/ fitness centers, 3% television, 2% Internet, 2% pharmacies, 1% radio, and 4% other sources.

How likely would you be to purchase a cranberry juice/drink at a sporting event?

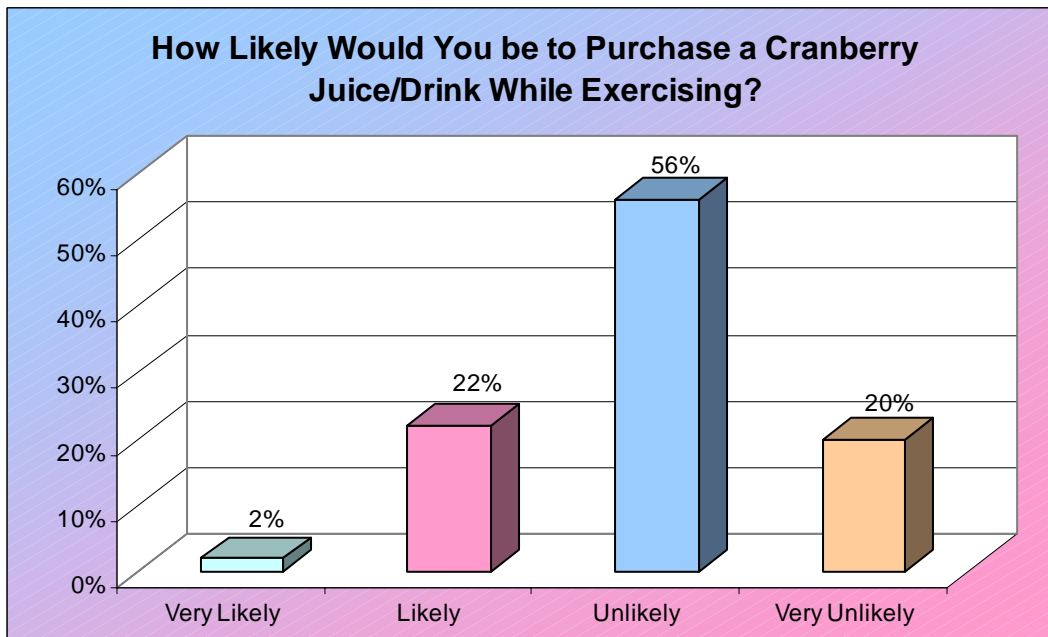
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	11	4.2	4.4	4.4
	Likely	55	21.2	22.2	26.6
	Unlikely	140	53.8	56.5	83.1
	Very unlikely	42	16.2	16.9	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		



4% of the respondents who eat/drink cranberry products would be very likely to purchase cranberry juice/drink at a sporting event, 22% likely, 57% unlikely, and 17% very unlikely.

How likely would you be to purchase a cranberry juice/drink while exercising?

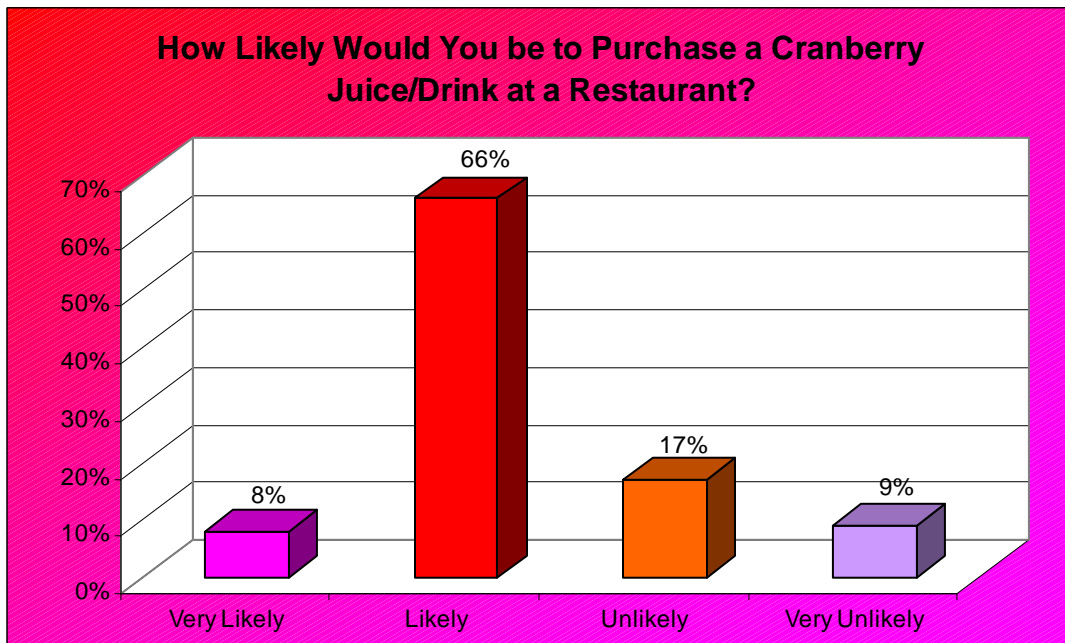
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	6	2.3	2.4	2.4
	Likely	54	20.8	21.8	24.2
	Unlikely	138	53.1	55.6	79.8
	Very unlikely	50	19.2	20.2	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		



2% of the respondents who eat/drink cranberry products would be very likely to purchase cranberry juice/drink while exercising, 22% likely, 56% unlikely, and 20% very unlikely.

How likely would you be to purchase a cranberry juice/drink at a restaurant?

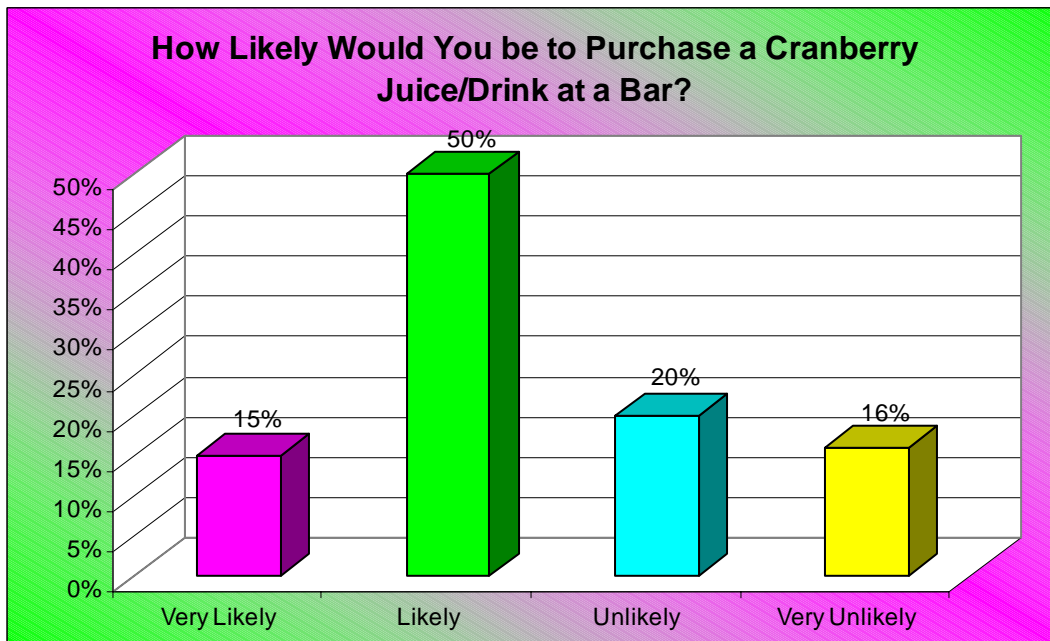
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	19	7.3	7.7	7.7
	Likely	164	63.1	66.1	73.8
	Unlikely	42	16.2	16.9	90.7
	Very unlikely	23	8.8	9.3	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		



8% of the respondents who eat/drink cranberry products would be very likely to purchase cranberry juice/drink at a restaurant, 66% likely, 17% unlikely, and 9% very unlikely.

How likely would you be to purchase a cranberry juice/drink at a bar?

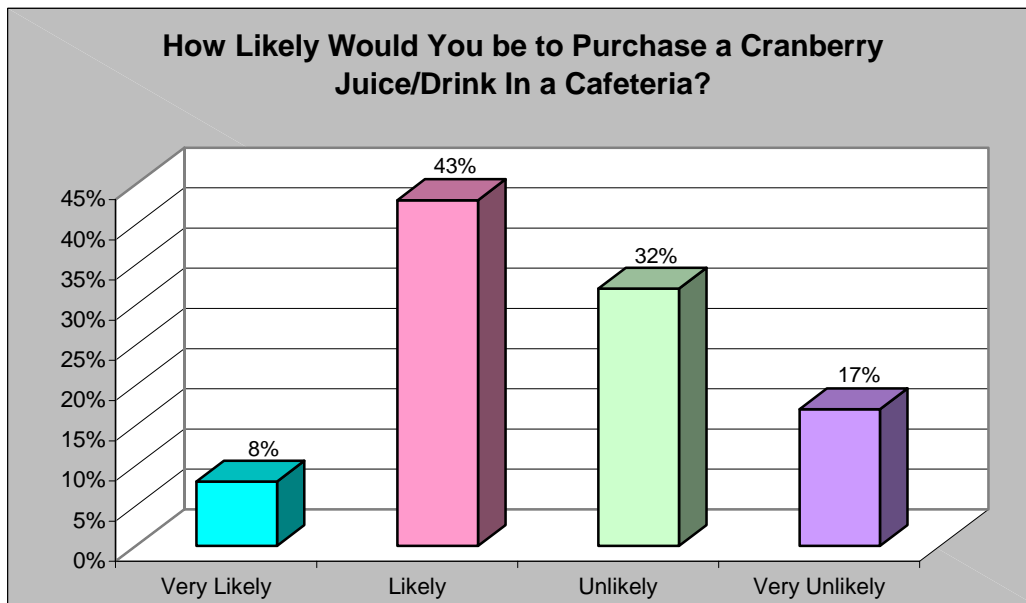
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	36	13.8	14.8	14.8
	Likely	122	46.9	50.0	64.8
	Unlikely	48	18.5	19.7	84.4
	Very unlikely	38	14.6	15.6	100.0
	Total	244	93.8	100.0	
Missing	System	16	6.2		
Total		260	100.0		



15% of the respondents who eat/drink a cranberry product would be very likely to purchase cranberry juice/drink at a bar, 50% likely, 20% unlikely, and 16% very unlikely.

How likely would you be to purchase a cranberry juice/drink at a cafeteria?

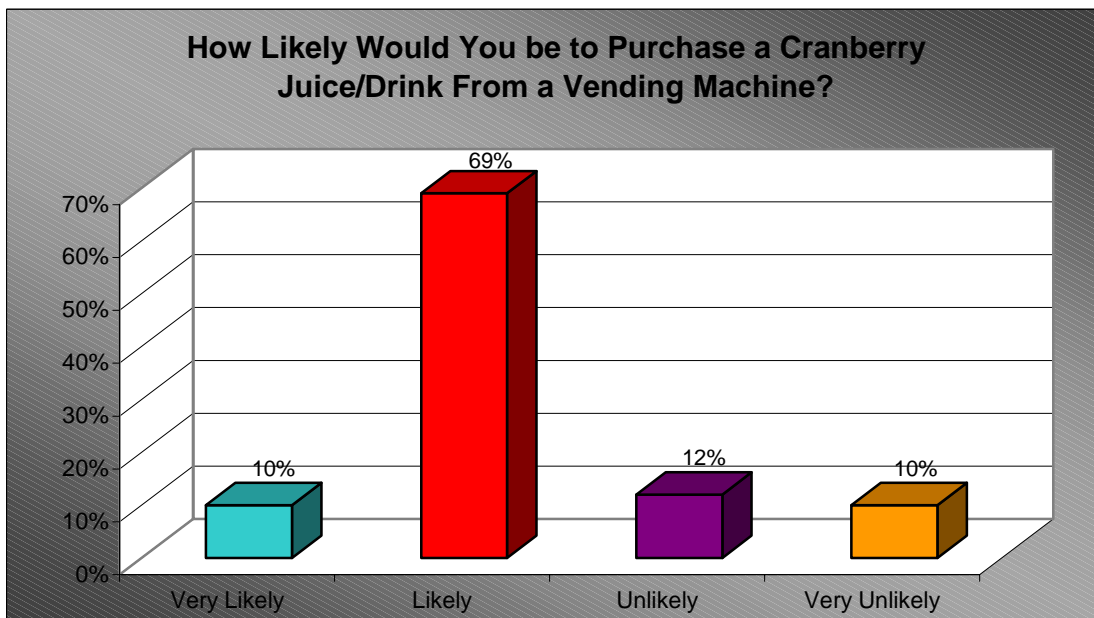
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	20	7.7	8.2	8.2
	Likely	105	40.4	43.0	51.2
	Unlikely	77	29.6	31.6	82.8
	Very unlikely	42	16.2	17.2	100.0
	Total	244	93.8	100.0	
Missing	System	16	6.2		
Total		260	100.0		



8% of the respondents who eat/drink cranberry products would be very likely to purchase a cranberry juice/drink in a cafeteria, 43% likely, 32% unlikely, and 17% very unlikely.

How likely would you be to purchase a cranberry juice/drink at a vending machine?

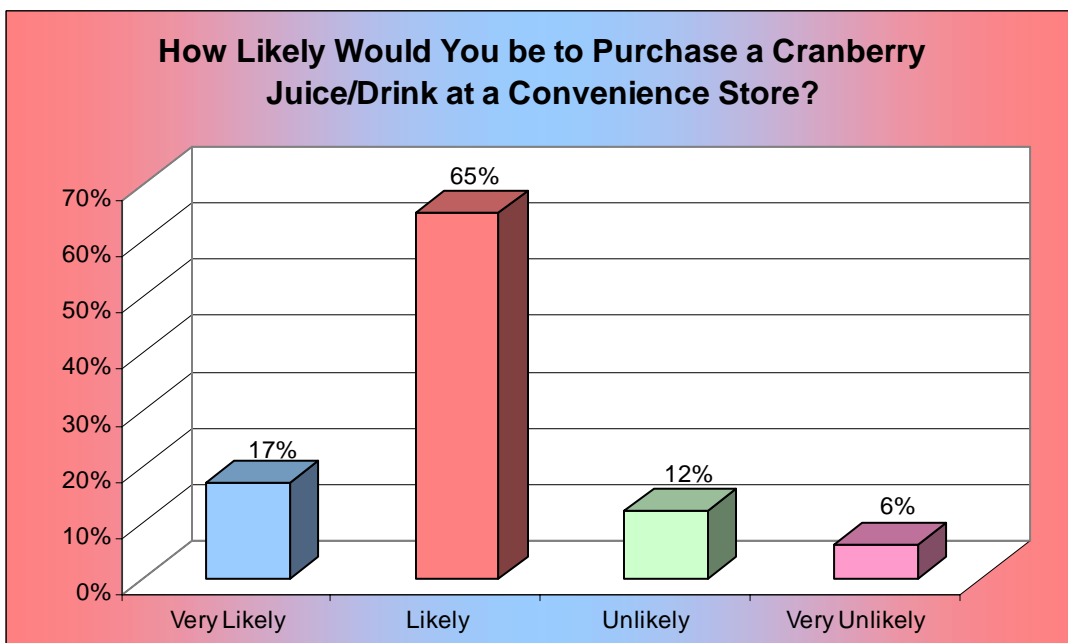
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	24	9.2	9.7	9.7
	Likely	170	65.4	68.8	78.5
	Unlikely	29	11.2	11.7	90.3
	Very unlikely	24	9.2	9.7	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		



10% of the respondents who eat/drink cranberry products would be very likely to purchase cranberry juice/drink from a vending machine, 69% likely, 12% unlikely, and 10% very unlikely.

How likely would you be to purchase a cranberry juice/drink at a convenience store?

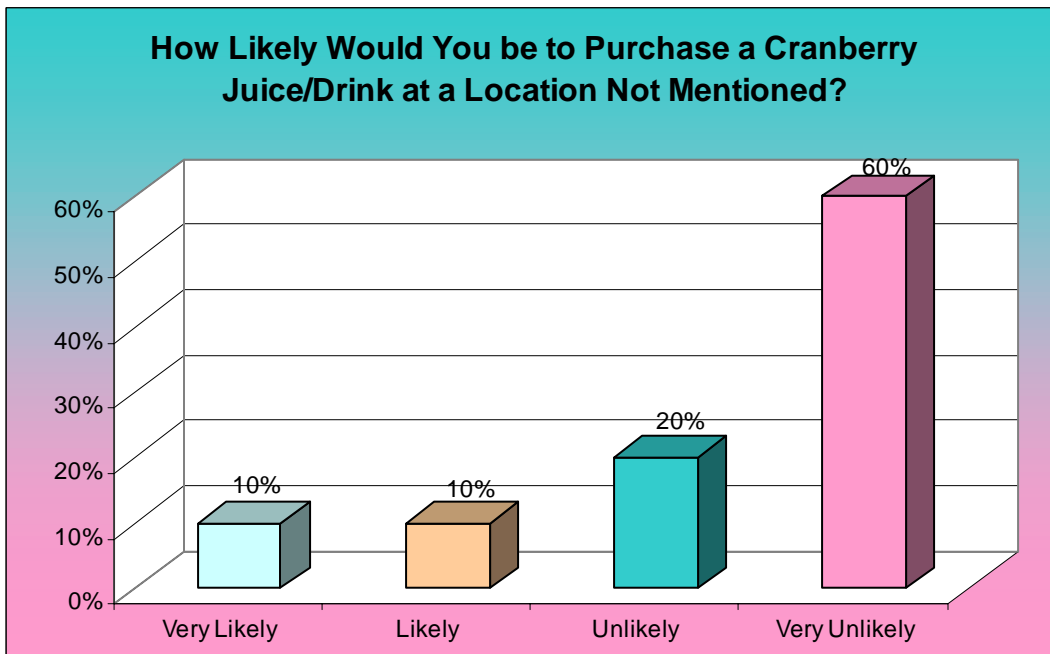
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	43	16.5	17.4	17.4
	Likely	161	61.9	65.2	82.6
	Unlikely	29	11.2	11.7	94.3
	Very unlikely	14	5.4	5.7	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		



17% of the respondents who eat/drink cranberry products would be very likely to purchase a cranberry juice/drink at a convenience store, 65% likely, 12% unlikely, and 6% very unlikely.

How likely would you be to purchase a cranberry juice/drink somewhere else?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	1	.4	10.0	10.0
	Likely	1	.4	10.0	20.0
	Unlikely	2	.8	20.0	40.0
	Very unlikely	6	2.3	60.0	100.0
	Total	10	3.8	100.0	
Missing	System	250	96.2		
Total		260	100.0		



10% of the respondents who eat/drink cranberry products would be very likely to purchase a cranberry juice/drink at a location not specifically asked about in the survey.

Are you currently active in playing sports?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	24.6	25.9	25.9
	No	183	70.4	74.1	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Are you currently active in running/jogging?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	35.0	36.8	36.8
	No	156	60.0	63.2	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Are you currently active in walking?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	159	61.2	64.4	64.4
	No	88	33.8	35.6	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Are you currently active in swimming?

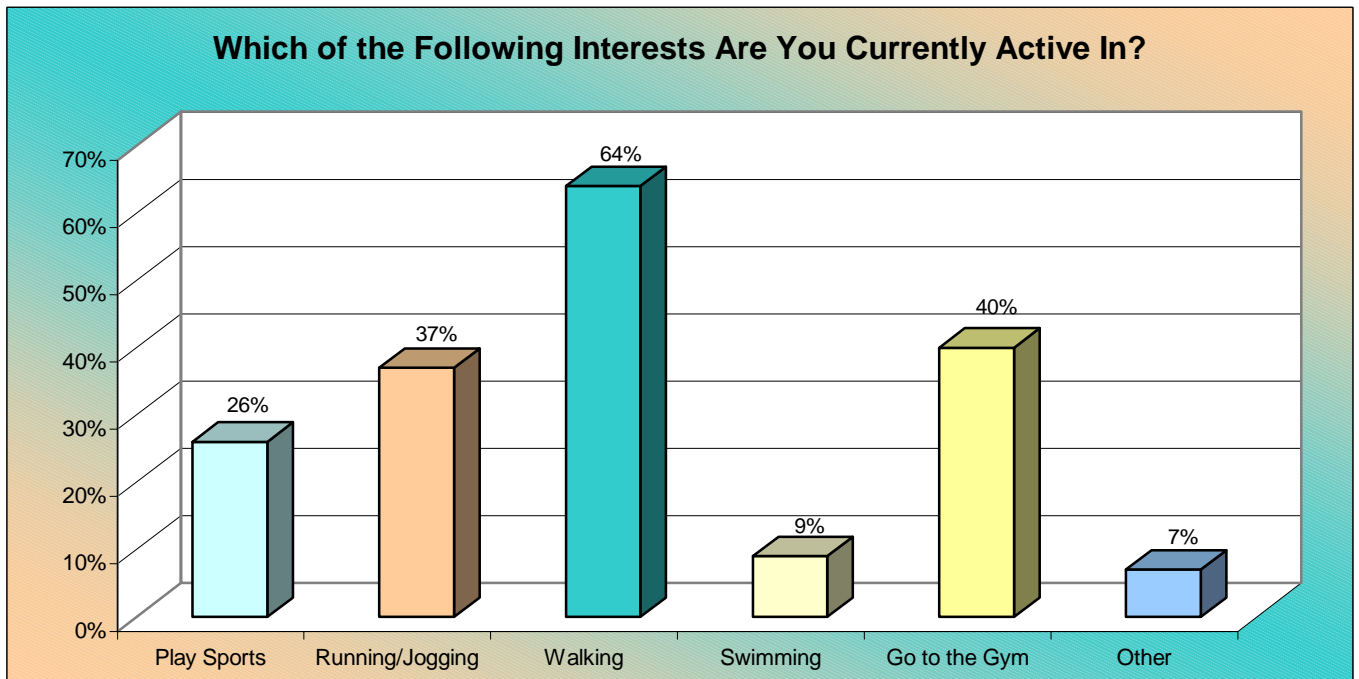
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	8.5	8.9	8.9
	No	225	86.5	91.1	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Are you currently active in going to the gym?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	37.7	39.7	39.7
	No	149	57.3	60.3	100.0
	Total	247	95.0	100.0	
Missing	System	13	5.0		
Total		260	100.0		

Is there something else that you are currently active in?

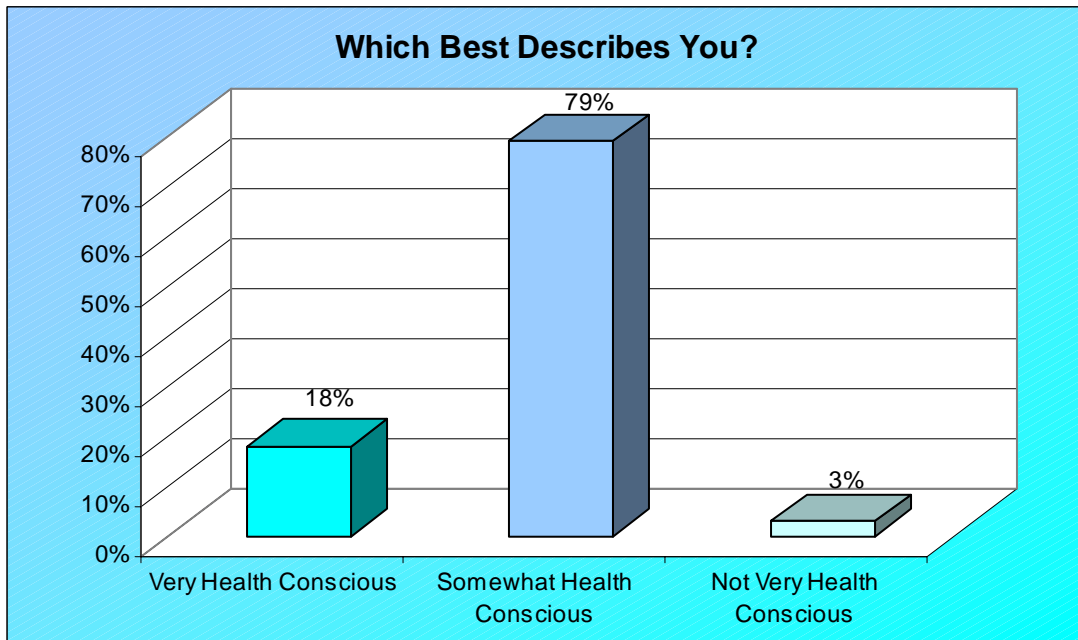
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	6.9	7.3	7.3
	No	228	87.7	92.7	100.0
	Total	246	94.6	100.0	
Missing	System	14	5.4		
Total		260	100.0		



26% of the respondents are currently active in playing sports, 37% run/jog, 64% walk, 9% swim, 40% go to the gym, and 7% listed other activities. They were: biking, karate, cyclist, military training, gardening, skiing, therapeutic exercise, camping, children’s events, aerobics, landscaping, coaching, and dancing.

Which best describes you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very health conscious	44	16.9	17.5	17.5
	Somewhat health conscious	199	76.5	79.0	96.4
	Not very health conscious	9	3.5	3.6	100.0
	Total	252	96.9	100.0	
Missing	System	8	3.1		
Total		260	100.0		



18% of the respondents describe themselves at very health conscious, 79% as somewhat health conscious, and 3% not very health conscious.

Do you take part in a weight loss program?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	30.4	31.9	31.9
	No	169	65.0	68.1	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		

Do you maintain a healthy diet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	195	75.0	78.6	78.6
	No	53	20.4	21.4	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		

Do you exercise?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	206	79.2	83.1	83.1
	No	42	16.2	16.9	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		

Do you subscribe to a health magazine?

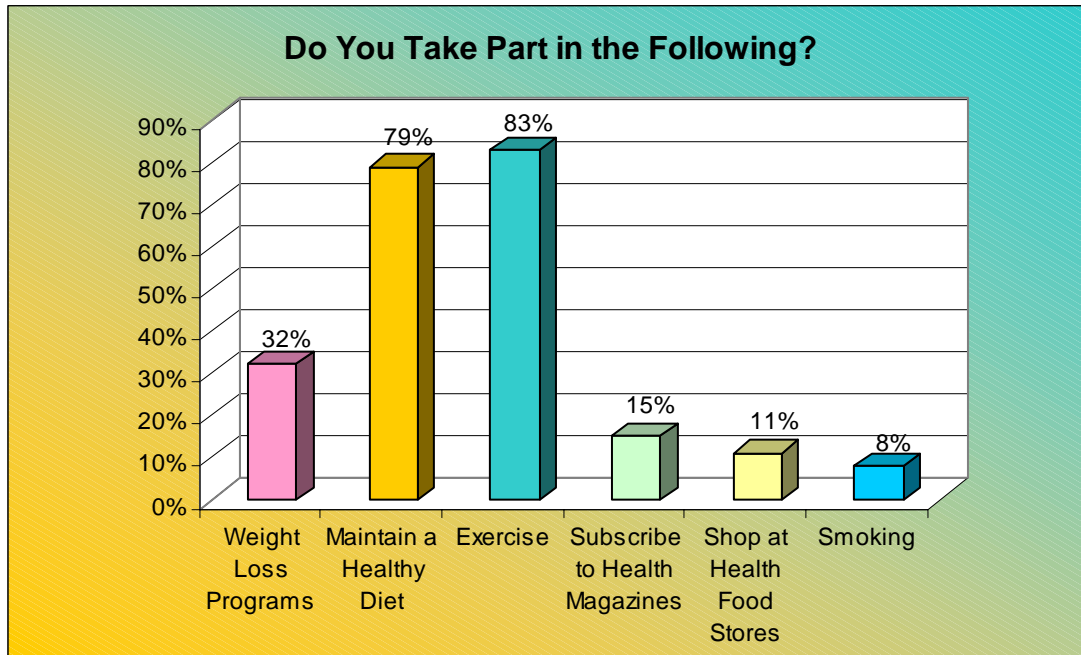
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	13.8	14.5	14.5
	No	212	81.5	85.5	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		

Do you shop at a health food store?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	10.0	10.5	10.5
	No	222	85.4	89.5	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		

Do you smoke?

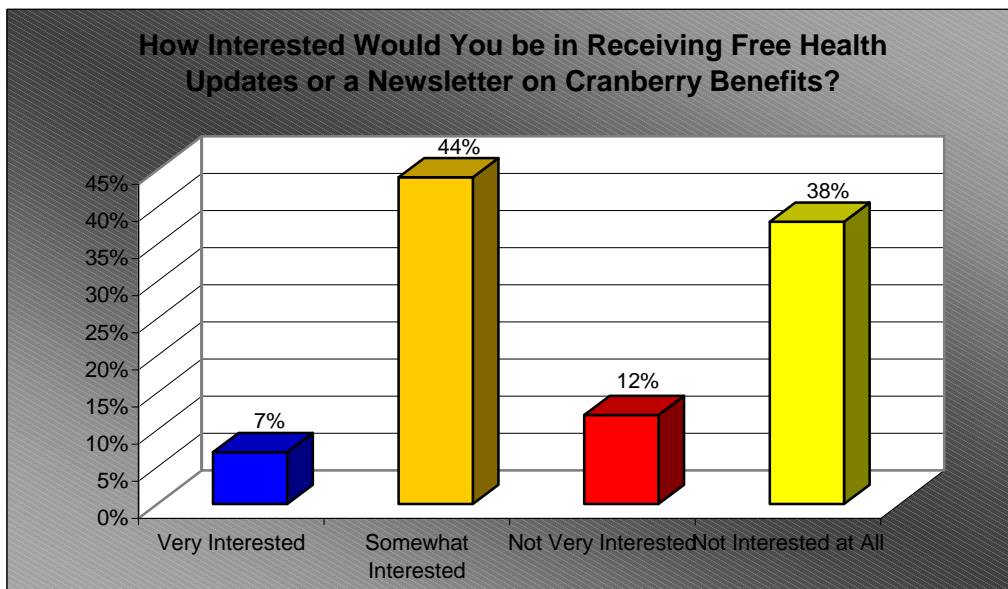
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	7.7	8.1	8.1
	No	228	87.7	91.9	100.0
	Total	248	95.4	100.0	
Missing	System	12	4.6		
Total		260	100.0		



32% of the respondents take part in weight loss programs, 79% maintain a healthy diet, 83% exercise, 15% subscribe to health magazines, 11% shop at health food stores, and 8% smoke.

How interested would you be in receiving free health updates or a newsletter on cranberry benefits?

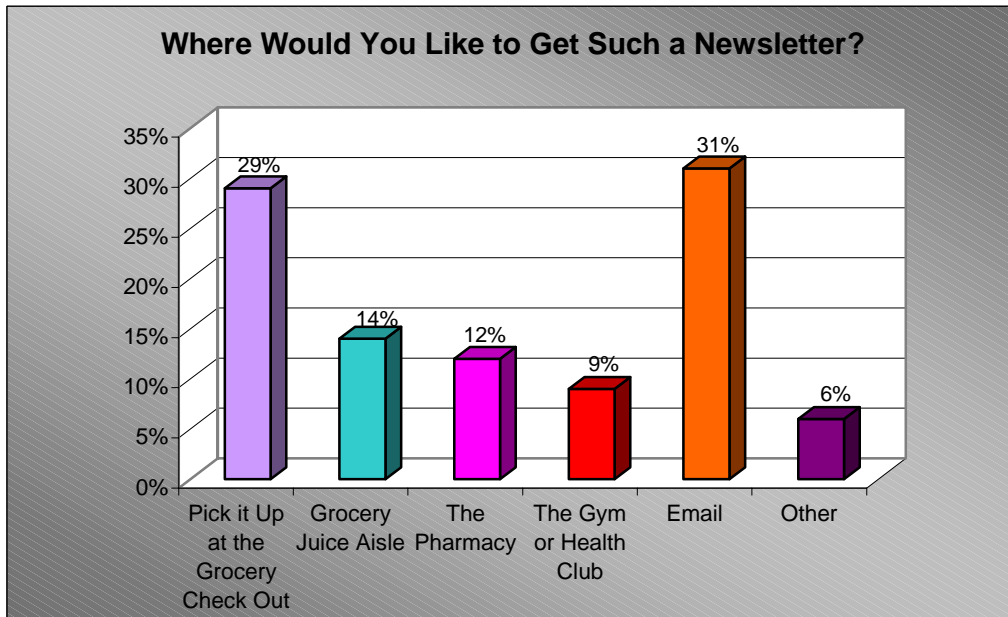
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very interested	17	6.5	6.7	6.7
	Somewhat interested	112	43.1	44.3	51.0
	Not very interested	29	11.2	11.5	62.5
	Not interested at all	95	36.5	37.5	100.0
	Total	253	97.3	100.0	
Missing	System	7	2.7		
Total		260	100.0		



7% of the respondents were very interested in receiving free health updates or a newsletter on cranberry benefits, 44% were somewhat interested, 12% were not very interested, and 38% were not interested at all.

Where would you like to get such a newsletter?

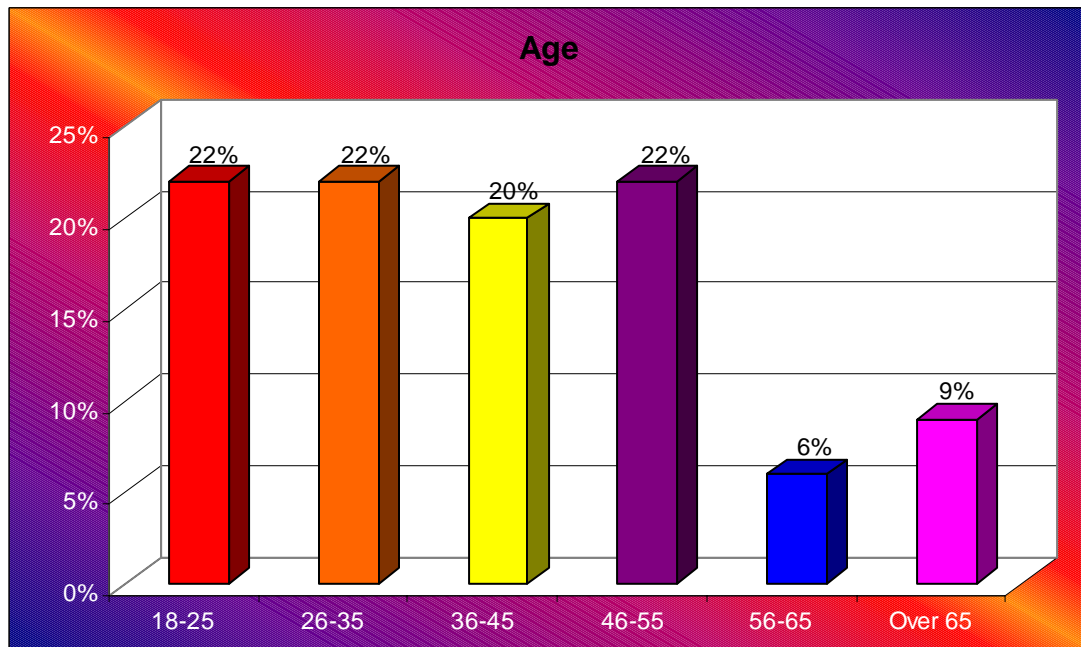
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pick it up at the grocery store	40	15.4	28.6	28.6
	Grocery juice isle	20	7.7	14.3	42.9
	The pharmacy	17	6.5	12.1	55.0
	The gym or health club	12	4.6	8.6	63.6
	Email	43	16.5	30.7	94.3
	Other (please specify)	8	3.1	5.7	100.0
	Total	140	53.8	100.0	
Missing	System	120	46.2		
Total		260	100.0		



29% of the respondents who showed some interest in a newsletter about the health benefits of cranberries would like to pick it up at the grocery check out, 14% at the grocery juice aisle, 12% the pharmacy, 9% the gym/health club, 31% email, and 6% said mail, does not matter, in a newspaper, or a magazine.

How old are you?

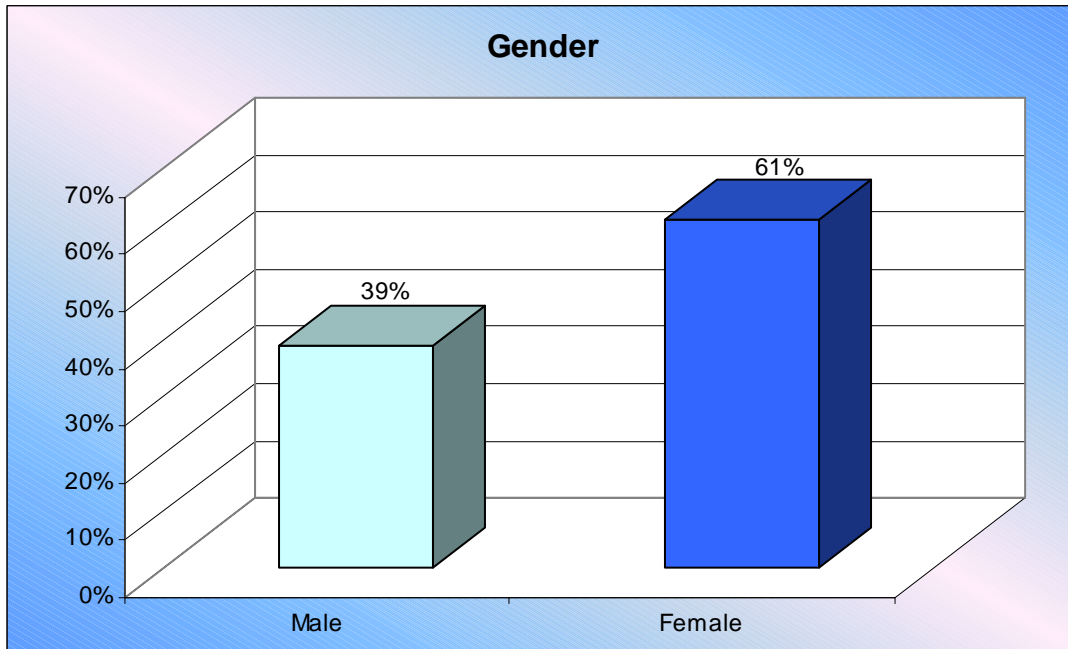
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	55	21.2	21.5	21.5
	26-35	57	21.9	22.3	43.8
	36-45	50	19.2	19.5	63.3
	46-55	55	21.2	21.5	84.8
	56-65	16	6.2	6.3	91.0
	Over 65	23	8.8	9.0	100.0
	Total		256	98.5	100.0
Missing	System	4	1.5		
Total		260	100.0		



22% of the respondents were 18-25, 22% were 26-35, 20% were 36-45, 22% were 46-55, 6% were 55-65, and 9% were over 65.

What is your gender?

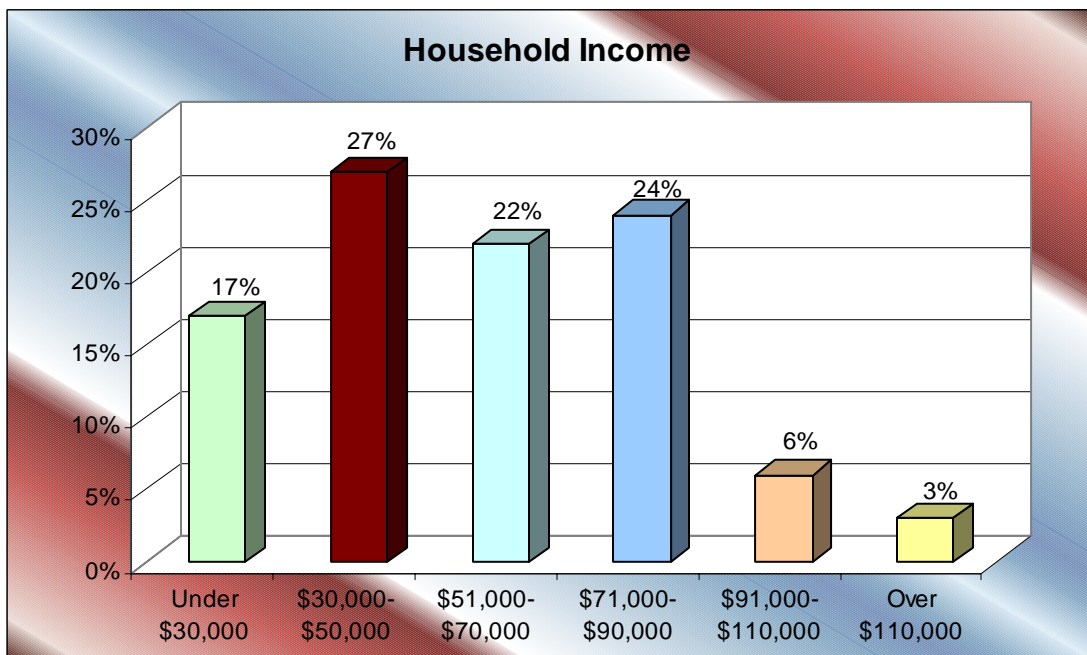
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	101	38.8	39.3	39.3
	Female	156	60.0	60.7	100.0
	Total	257	98.8	100.0	
Missing	System	3	1.2		
Total		260	100.0		



39% of the respondents were male and 61% were female.

What is your household income?

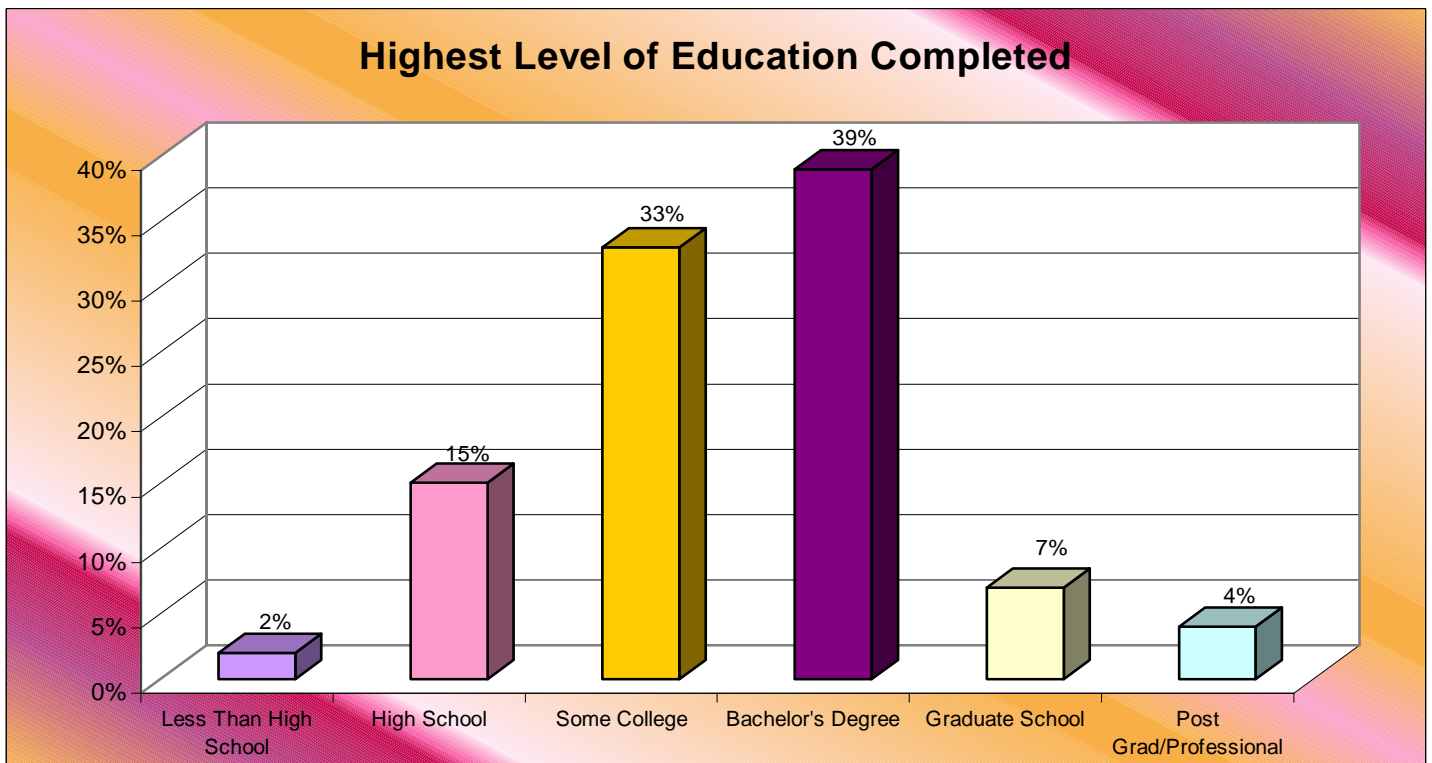
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$30,000	41	15.8	16.9	16.9
	\$30,000-\$50,000	66	25.4	27.3	44.2
	\$51,000-\$70,000	53	20.4	21.9	66.1
	\$71,000-\$90,000	59	22.7	24.4	90.5
	\$91,000-\$110,000	15	5.8	6.2	96.7
	More than \$110,000	8	3.1	3.3	100.0
Total		242	93.1	100.0	
Missing	System	18	6.9		
Total		260	100.0		



17% of the respondents' household income was under \$30,000, 27% was \$30,000-\$50,000, 22% was \$51,000-\$70,000, 24% was \$71,000-\$90,000, 6% was \$91,000-\$110,000, and 3% was over \$110,000.

What is your highest level of education completed?

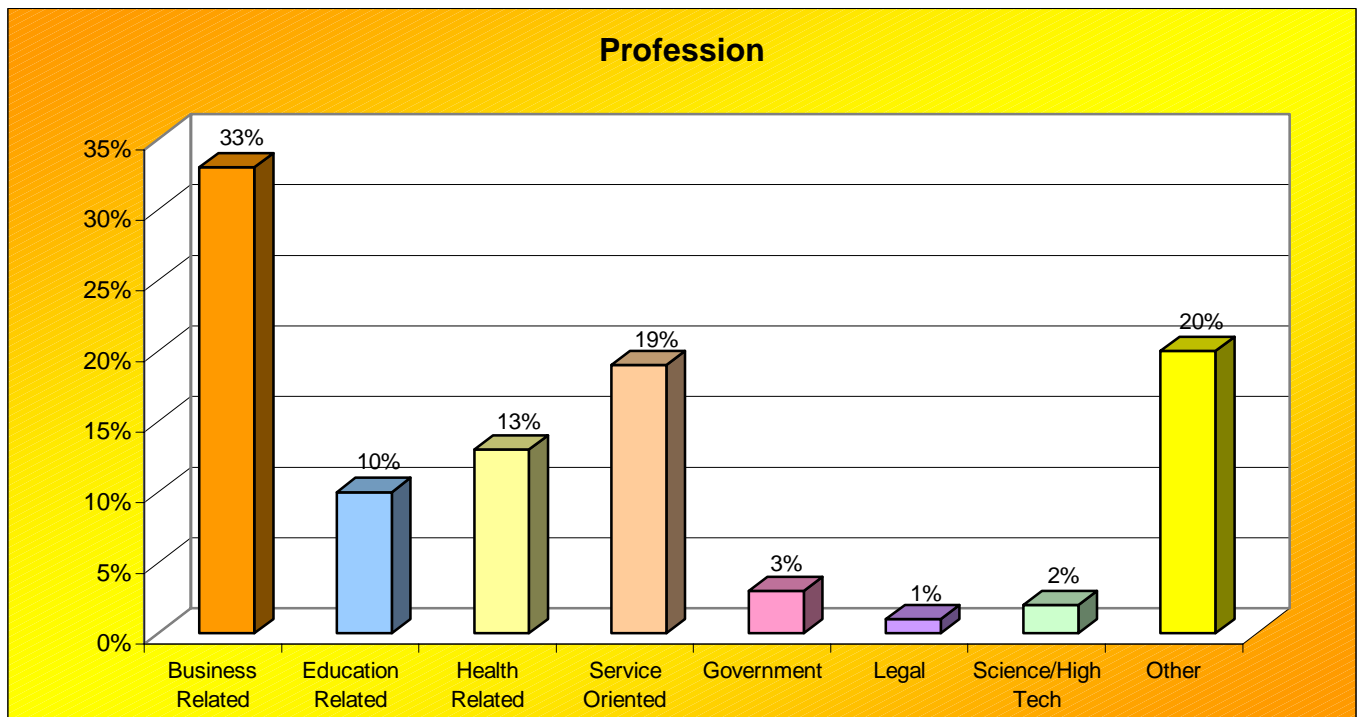
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	5	1.9	2.0	2.0
	High school	38	14.6	15.1	17.1
	Some college	82	31.5	32.5	49.6
	Bachelor's Degree	99	38.1	39.3	88.9
	Graduate school	18	6.9	7.1	96.0
	Post grad/professional	10	3.8	4.0	100.0
	Total	252	96.9	100.0	
Missing	System	8	3.1		
Total		260	100.0		



2% of the respondents' highest level of education was less than high school, 15% high school, 33% some college, 39% Bachelor's Degree, 7% graduate school, and 4% post graduate/ professional.

What is your profession?

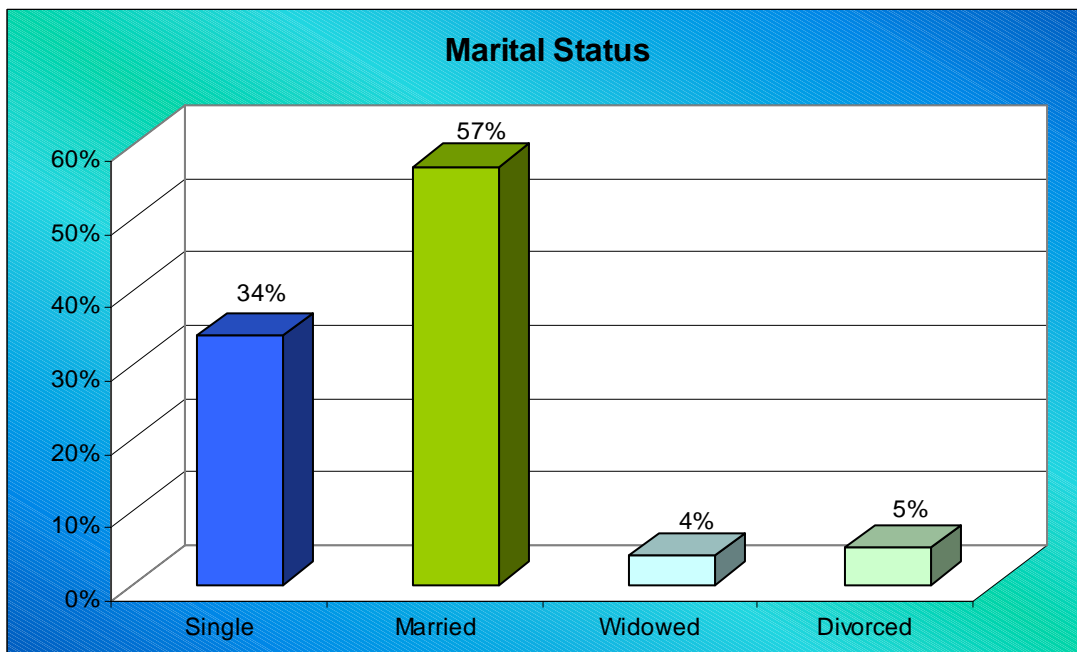
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business related	81	31.2	32.5	32.5
	Education related	25	9.6	10.0	42.6
	Health related	32	12.3	12.9	55.4
	Service oriented	47	18.1	18.9	74.3
	Government	8	3.1	3.2	77.5
	Legal	3	1.2	1.2	78.7
	Science/high-tech	4	1.5	1.6	80.3
	Other (please specify)	49	18.8	19.7	100.0
	Total	249	95.8	100.0	
Missing	System	11	4.2		
Total		260	100.0		



33% of the respondents' professions were business related, 10% education related, 13% health related, 19% service oriented, 3% government, 1% legal, 2% science/high tech, and 20% listed others. They were: retired, Pastor, contractor, construction, none, boating, counselor, musician, artist, unemployed, student, social worker, bookkeeper, childcare, waitress, parent, homemaker, engineer, real estate, research, service related, carpentry, mechanic, and computer repairs.

What is your marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	85	32.7	33.5	33.5
	Married	144	55.4	56.7	90.2
	Widowed	11	4.2	4.3	94.5
	Divorced	13	5.0	5.1	99.6
	Other (please specify)	1	.4	.4	100.0
	Total	254	97.7	100.0	
Missing	System	6	2.3		
Total		260	100.0		



34% of the respondents' marital status was single, 57% married, 4% widowed, 5% divorced, and 1% separated.

Relationship Marketing

The phrase “relationship marketing” first appeared in the services marketing literature in a paper by Leonard Berry in 1983 (Berry, 1995). The term is now used to describe marketing strategies that focus on current customer satisfaction and loyalty rather than recruitment of new customers. Ultimately, that new customer recruitment is essentially a function assumed by the enthusiastic current customers. The aim is to turn common customers into brand advocates who will automatically do your marketing for you. Some of the most widely recognized successes in making a strong, emotional consumer connection are Volkswagen, Apple Computer, and Saturn. Many others, however, have created effective bonds including Coke, GAP, and Levis.

Creating that connection involves a multi-faceted approach, with the ultimate goal of meaningful information dissemination. It is suggested that the cranberry industry adopt a similar approach. Communicating health information effectively to the most involved consumers, allows them to informally convert others on your behalf. The following marketing strategies have all been proven to be effective in communicating product or company information while sparking emotional consumer responses.

Cause-Related Marketing

In 1981, American Express entered into an agreement with the not-for-profit Statue of Liberty/ Ellis Island Foundation. For every new American Express Card issued, money would be donated to the restoration project. This marked the first national joint venture marketing campaign of this type in the United States. American Express registered the designation of this relationship as “cause-related marketing” with the

United States Patent Office as a service mark. The campaign resulted in a \$1.7 million donation to the foundation and an increase in American Express card usage of 28%.

Since then, there have been literally hundreds of these relationships including Proctor & Gamble and Special Olympics; Burger King and the March of Dimes; and Campbell Soup and the Literacy Foundation. Just recently, Coca-Cola announced that their beverage division is adopting a cause-related marketing (CRM) drive for its vending operation on a trial basis in England. The Royal National Institute for the Blind will receive money for every can sold from specially labeled machines. This marked the first venture of CRM campaigns into the self-service arena.

Articles about these campaigns have covered the pages of most leading newspapers and trade publications. Marketing and business journals have been detailing the advantages, disadvantages, and possibilities for these relationships. A definitive article on the subject offered the following: “*Cause-related marketing occurs when a company promises to make a charitable contribution contingent on a customer purchasing something from the firm*” (Varadarajan, 1988). The authors make it clear that cause-related marketing is a partnership that is mutually beneficial to both parties.

There are three components of a typical CRM campaign. The for-profit business partner lends its promotional expertise and one or more of its products as a focal point of the campaign. The not-for-profit partner contributes its name, image, and audience. If consumers purchase the product, both partners reap rewards. The consumer also realizes those emotional rewards of facilitating a donation to a worthy cause.

Cause-related marketing has proliferated in the past decade. To date, there is scant evidence of the strategy being risky or unproductive. On the contrary, CRM is said

to be one of the most successful promotional strategies in recent memory. Some possibilities for CRM campaigns include the following:

- For every family size cranberry drink sold, x amount of money is donated to a women's hospital or clinic.
- For every package of dry, sweetened cranberries sold, x amount of money is donated to a children's health care organization.
- For every bottle of cranberry juice sold through a vending machine, x amount of money will go to sponsor athletes for Gravity Games/ Extreme Games/ Olympics.

In all these examples, the cranberry product is associated with health or sports and the for-profit company is positioned as a “do-gooder.” In order to trigger the donation, the consumer makes the purchase. The result is more product sold, communication of an association with appropriate causes, and enhanced company or industry image. All of these campaigns also facilitate the distribution of information to new segments.

Partnerships/ Sponsorships

These strategic alliances differ from Cause-Related Marketing in that they do not involve the consumer to facilitate the relationship. By partnering with appropriate groups, a company or industry can extend its audience, communicate information and enhance or promote an image.

The cranberry industry could consider a relationship with the University of Massachusetts for example. That relationship could involve sponsoring research, supplying juice to the basketball team, or giving scholarships to students who have assisted professors with cranberry related studies. The University, in turn, would provide research at reduced prices and promote the juice or brand at basketball games, serve it in their cafeterias, etc.

Another strategic partnership might be with a large chain of childcare centers. The company or industry could provide juice; dry, sweetened cranberries; or any appropriate product at a reduced price. In turn, the chain might agree to serve the products exclusively and send product information home with children. The obvious value of an entrée to the youngest consumers, and their parents, could be priceless.

Sponsoring health or sports related events provides significant exposure, and another opportunity to disseminate information to likely consumers. Given the wide range of road races, local events, and school sports competitions, the opportunity to become a sponsor is readily available.

The “Young and Restless”

There are 130 million people that make up a market sensitive to information about the health benefits of cranberry products (Leand, 2000). This “Young and Restless” market is made up of consumers from two separate generations, X and Y. While definitions vary, Generation X consists of those born roughly between 1965 and 1978. Generation Y is often considered to be made up of anyone born after 1979. Within these generational groups are cohorts of young, active, adventurous, and fitness- oriented people. They will respond to information presented in an appropriate way, using a favored communications vehicle.

This group of “Young and Restless” people is all about music, the Internet, sports, and technology (Leand, 2000). They are unique in every aspect of their lives and they demand that they be regarded that way. The lifestyles of the “Young and Restless” consist of 28-hour days, achieved by multi-tasking (Fitzgerald). The spending habits of this group provide huge opportunity for any industry. Last year, teenagers spent about \$153 billion of their own money, \$48 billion of their parents’ money, and parents gave them \$59.7 billion to shop for groceries alone (Angrisani, 2000).

The profile of a typical Gen X-er includes: a sophisticated sense of humor, entrepreneurial, risk-taking, enjoys new experiences, comfortable learning new technological skills, attuned to Internet style communication, have developed their own system of values, value fair play and honesty, and demand truth in advertising. Gen X-ers are all about innovation, speed, and themselves. They live in the present and are looking for immediate results. Many are selfish, cynical, and question authority. Gen X-ers have

been brought up as children of divorced parents and respond to a sense of family belonging, but they do not conceive of family as a traditional nuclear unit. These young people are multi-cultural and gender-neutral and dislike being labeled. They find ads that exclude certain cultures as incomplete, and prefer ads with less text in them (Build A Reputation, 2000).

Less than one quarter of people under age 35 read the newspaper daily making this vehicle ineffective for health messages for this group (Mitchell, 1999). More appropriate means of advertising to them are through online marketing and use of the entertainment and music industries (Build A Reputation., 2000). Marketers are sponsoring concerts and other entertainment events, holding panel discussions, promoting products on campuses and on the Internet in order to effectively reach this group of consumers. Marketing efforts such as freshman orientation initiatives, stadium signage programs, on-campus promotions, continuity programs, in-store merchandising, gift-with-purchase promotions, and national print ad campaigns are also considered to be very effective (Leand, 2000).

Generation Y shares some characteristics with Generation X, but members differ in important ways. While every Gen Y-er does not share the active/ health/ fitness lifestyle, a considerable segment are a viable target for cranberry health information. They are incredibly media savvy, cynical, and tired by advertisements. They like their entertainment and their brands edgier than other generations. The key is to infiltrate their lifestyles without them knowing it. Market to them on campuses, through school radio and newspapers; inundate them with television, magazine, & Internet ads, reaching them in the most direct way possible. Advertisers like Coca-Cola are advertising on televisions

in dining halls and recreational spots like gyms/ fitness centers in more than 800 colleges. These advertisements reach 7.2 million viewers per week (Kinsman, 2001).

Guerilla marketing campaigns such as “Mountain Dew Pirate Radio,” can also be effective. This campaign consisted of 16 foot mobile units driving around promoting underground “pirate radio” broadcasts of new up-and-coming local musicians. Listeners would have to visit www.mountaindew.com to get details about how and where to hear the artists. The tour distributed Mountain Dew products to over 1,750 teenagers per day (Fitzgerald, 2001). Some campuses such as Boston University host *Splash*, an orientation program that invites brands to set up booths and distribute samples (Kinsman, 2001). Both of these programs are effective ways to get products and product information to consumers for sampling to encourage future buying.

Spring Break is becoming an increasingly popular way to target a segment of the “Young and Restless.” Dr. Pepper hosted the Dr. Pepper Cabana Café in Panama City, providing over 300 beach chairs, live music, 10-foot submarine sandwiches (donated), free Internet access, free phone calls, and one of the few places for students to unite on the strip. Being one of the only places to hang out, over 40,000 people attended the festivities. Dr. Pepper was also at student registrations passing out 32 oz. cups filled with coupons for its products (Kinsman, 2001).

What all this says about the “Young and Restless” is that they are open to factual information about the products they purchase. With all the multi-tasking that goes on, these consumers are thriving on energy boosting products, nutraceuticals, and healthier choices. While marketing to students on campus and at entertainment events will provide the opportunity for the cranberry industry to promote the health benefits of its product,

health information can also be distributed to this group of people in pharmacies and at physician's offices. The increasing number of young people concerned with sexually transmitted diseases and other health issues has spurred visits to clinics, primary care physicians, and obstetricians where information can be disseminated. Young women are becoming increasingly interested in their own health and well-being (Build A Reputation., 2000). Sixty-six percent of 18-39 year olds are health conscious and are reading food-packaging labels (Mitchell, 1999). Magazine readership is also high among these consumers. Print ads in sports, health, and women's magazines are optimal places to learn about the health benefits of cranberries.

There can obviously be both small and large-scale campaigns waged to dispense the information that needs to reach consumers regarding the health benefits of cranberry products. Regardless of the promotional strategy, a message that is direct and straightforward is the way to go with these savvy people.

The “Forever Young”

One third of the United States population will be age 50 or over by 2010 (up from one quarter in 1991). For the next 20 years, this will be the United States' single largest market segment. This generation, brought up on aerobic exercise and “natural” foods, are increasingly receptive to anything that makes them feel younger (Baby Boomers Grow Up).

These consumers continue to challenge convention. They married later, became parents later, and are putting off retirement. While Baby Boomers are defined as those born between 1946-64, it would be a mistake, however, to define this group based solely on age. It is their perspective on life that makes them so complex. They refuse to accept

the aging process. They consider their lives to be full of activity and creativity. They are concerned with quality of life and the quality of the environment. There is a committed group of consumers buying organic (30%) regularly, expressing a health perspective for themselves and their families (Howell, 2001).

This group of “Forever Young” consumers consider themselves health conscious and regularly engages in exercise or weight loss initiatives. They are very brand aware and when these consumers become emotionally tied to a brand, they are unwavering. Customization, or the appearance of a product created specifically for them is a prerequisite for success.

Reaching these psychologically young consumers takes a subtle approach. Often just presenting attractive models and a unique product is enough to make these buyers think you are speaking directly to them. The best example of this is the GAP “khakis” ads. Several attractive men and women wearing khakis simply dance to a 70’s song. That ambiguous targeting allowed both younger and older consumers to see themselves in the commercial, and respond. Jeep had a similar strategy, which was equally effective.

Given the focus on health, vitamins, lifestyle, and education, these young-thinking consumers are perfect recipients of information about the health benefits of cranberries. As the most highly educated market segment, these consumers are the most likely to subscribe to magazines, read newspapers, watch hours of TV news programs, and to own a computer. One author has called these people “bookish, and Sunday Times ritualists” (Grimm, 2000). Women in the “Forever Young” segment read about health in women’s magazines as well as health magazines. Men are more likely to get health information through sports, gyms, or from television advertising.

Because both men and women are likely to work outside the home, commuter radio, billboards, and prime time television are all-important inputs. Product placements on popular television programs or advertisements on news programs or on The Weather Channel could be effective. About 30% of these people are already grandparents. Most still have dependant children at home. Health messages funneled through schools, youth sports, or even childcare centers would find its way to these responsive and health conscious parents and grandparents.

These educated consumers would warmly receive information on the health benefits of cranberries. If they become convinced that cranberry products are beneficial in maintaining good health, they will single-handedly assure product success. The trick is not making age an issue. Focus on the message: health, vitamins, fitness, activity, and energy. Cranberry products must become life-style related in order to capture and keep the “Forever Young.”

The “Young at Heart”

Many of the people who were born in 1945 or earlier have adopted a new sense of living. A “Young at Heart” attitude is a key trait of this market and it is not only reflected in their lifestyles, but also in their desire to experiment and continually learn (Recognising Grey Matters, 1999). Women of this segment are benefiting from advances in medicine, nutrition, and lifestyle changes such as lifelong exercise. The trends among them are “active retirement” and “soft adventure” travel (Silent Generation Are Active, 2000). There is a potential market among these consumers who are still interested in maintaining healthy and active lifestyles.

The “Young at Heart” group demonstrates greater interest in government/ politics, investing, news, travel, spirituality/religion, medicine, and culture than those younger. In fact, 83% of those in the 50-plus age group, log onto the Internet every day and are more inclined to buy products online than younger users (Excite and ThirdAge.com Host, 1997). There are many of these consumers who are involved in sports and leisure activities as well as community issues and local affairs (Recognising Grey Matters, 1999). Women in this group were the first to get involved in yoga and physical fitness as ways of maintaining strength and combating osteoporosis. They also respond well to both authority figures and value the opinions of experts (Silent Generation Women Are Active, 2000).

Three out of five Americans in this group make an effort to maintain or improve their health conditions through exercise and diet. In fact, the fear of health and loss of physical independence are reported to be among the main concerns of older people (In Trying to Define, 1997). There is a segment of the older generation dubbed “New Me’s” who consist of 15.2 million consumers. They make up the most health-conscious of the 50-plusers and 50% of them gravitate toward buying food offering health benefits. Fifty-three percent of these “New Me’s” think that paying more for premium orange juice is worth the cost because of the value added by having extra Calcium (Ross, 1999). The female consumers in this group have attractive consumer characteristics similar to the “Forever Young,” vitality, affluence, and a willingness to spend money on themselves (Silent Generation Women Are Active, 2000).

When marketing to consumers who are “Young at Heart,” it is important to realize that there are transitions that occur later in life. Divorce or the loss of someone,

can have the same impact on consumer choices as earlier life events, such as a first job or getting married. This means that youth and brand loyalty do not go hand in hand (Ross, 1999). Sampling is a means to market products to seniors that is not used as often as it could be (Capturing America's Most Wanted, 1997). Many consumers in this generation spend time in casinos where free products are always given away. Cranberry products, accompanied by health information, can be sampled in such a place. Local press is also a prime way to take advantage of the fact that older people become absorbed in local life (Recognising Grey Matters, 1999). These consumers are most likely to read a local paper everyday.

When advertising to this market, clever or informative ads, reflecting real life, are appealing and sexy ads are least popular (Recognizing Grey Matters, 1999). Female consumers respond most strongly to images of mothers and daughters or groups of friends, rather than the cozy gray-haired couple stereotype. It is also astute to avoid references to aging or retirement when marketing to this group (Silent Generation Women Are Active, 2000).

In order for any of the marketing techniques mentioned to be effective, the message must be clear. Health information must be relayed in a specific, undiluted context. With the "Young at Heart" being so anxious to stay "Young at Heart," health benefits of any kind will be positively received.

Total Audience

Ask New Englander's the difference between white eggs and brown eggs and you will probably hear the familiar jingle, "Brown eggs are local eggs, and local eggs are fresh." Show American consumers a celebrity with a milk moustache and most will

identify the “Got Milk?” advertising campaign co-sponsored by the milk processors and the National Dairy Council. The Florida Growers’ Association touts juice made with Florida oranges as a premium product (Enrico, 2002) .

Generic, industry-wide campaigns are not new. Some have been prompted by legislation, while others simply needed to deliver a message to the American consumer. These advertising campaigns benefit the entire industry by stimulating overall demand.

The Fluid Milk Promotion Act of 1990 authorized the establishment of a program for milk promotion and education. The idea was to get people to think differently, change their attitudes, and make milk “cool”. The “Got Milk?” campaign is credited with reversing a 30-year downward slide of milk consumption. According to at least one ad critic, the reason for its success is its lifestyle approach. The concept is simple: Life without milk can be a drag. This message is consistent in all media used. In print media, four lines of copy reflecting the celebrity’s personality and some surprising new information about milk and its health benefits accompanied celebrity moustache photos. This allowed the campaign to target different market segments by varying the celebrity’s age, sex, and audience. All this has helped to make milk a more competitive beverage (Tabbita, 1998).

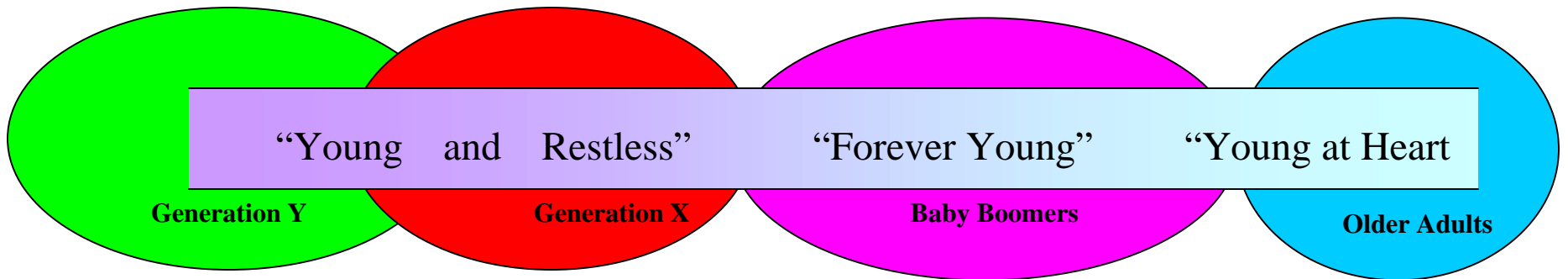
The findings included in this study suggest the need for an industry campaign to tout cranberry juice. Consumers need to distinguish cranberry from other juices. The message needs to address the surprising taste...surprising benefits of the cranberry. If any juice is considered to be good for you, then cranberry juice needs to be *better* for you, or at least *better in certain key ways*. Generic promotion of cranberry juice allows for information dissemination to a wide audience. The suggestion of its nutraceutical

powers and clear association with a healthy lifestyle will attract a diverse group of consumers.

Beyond ad campaigns themselves, licensing programs carry the message to another level. Apparel with “Got Milk?” is popular. Other products available include mugs, recipe books, and puzzles. Each extension of the campaign brings the product into another arena and to a new potential market segment.

It is clear that these campaigns can stimulate demand and educate consumers. The cranberry industry needs to do exactly that. Promoting the unique taste(s) of cranberry juice along with its unique health benefits would help to stimulate demand and increase the level of consumer product knowledge. The importance of this kind of promotional boost cannot be underestimated. In the case of cranberry juice, the more educated the consumer, the better off the industry will be.

Exhibit 1: Conceptual Model of Perspective Market Niches



Recommendations and Conclusion

The results of this study indicate there is great potential for informing consumers about the health benefits of cranberries. Consumers we surveyed have limited awareness of health benefits of cranberry consumption beyond UTI or Vitamin C. Most are unaware of the value of different levels of cranberry juice concentration in a beverage.

Concurrently, it is clear that many consumers have tried and like cranberry products. They purchase these products from supermarkets, convenience stores, and vending machines. Most of these consumers believe that cranberry juice is a healthy product. They believe all forms of cranberry juice have health benefits. Interestingly, this lack of awareness permeates all consumers segments. Young and old, male and female felt that benefits accrue from drinking any cranberry juice regardless of the percent of juice present in the product.

Consumers in this study generally described themselves as health conscious and active regardless of age and gender. Most engaged in physical exercise, running, walking, jogging, or weight loss in order to achieve a desired level of fitness.

The end result is a cranberry consuming public, regardless of their age demographic, that views itself as a particular type. They engage in a lifestyle, have a certain mindset, and have consumption patterns that are consistent with these. The manifestation is somewhat different across generations, but not all members of any particular generation share these health/ fitness attitudes. In this study, we suggest three target populations that could be considered sub-groups within generations linked by their attitudes and lifestyles. (See Exhibit 1, Conceptual Model of Perspective Market Niches).

One group called the “Young and Restless,” are identified as members of Generations X and Y who are concerned with being active, challenged, and fit. This group holds great potential for the industry. Targeting the consumers most likely to purchase cranberry products would appear to be a simplistic concept. Unfortunately, these young generations are virtually untapped by the existing marketing campaigns for cranberry products. Generation X is the single largest group of consumers for all beverages- both alcoholic and non-alcoholic.

The same is true for the segment in the study called, “Forever Young.” This health conscious, active sub group of Baby Boomers is substantial in size, yet not directly targeted by the industry. One interesting fact is that these consumers are parents, and close to 30% are grandparents. They buy health related products for themselves and their families. This group appears to have enormous financial potential as they move into the future. Securing them as consumers now, could result in a 25-year market opportunity given their potential longevity.

The segment referred to as “Young at Heart,” understands the UTI benefits and the anti-cancer/ ulcer benefits better than other consumers. They were no more accurate, however, in selecting the percent of juice needed to obtain the health benefits. We suggest that this segment be targeted in a more complete way. Males are equally likely to consume the product, yet less likely to be targeted by the industry.

It is suggested that these three groups be fully addressed. In addition, it is also suggested that an industry wide campaign promoting the value of cranberries be designed. A generic campaign could stimulate demand and awareness that would be beneficial for all involved. Our recommendations are broadly summarized below:

Information dissemination:

- Targeting consumers with information: Brochures, product stickers, product necklaces with information, web sites, information at pharmacies, grocery checkouts, conferences, taste testing, samples, advertising in all media forms
- Targeting purchase locations with information: Convenience stores, gyms/fitness centers, vending machines

Using Relationship Marketing Strategies:

- Engage in Cause-Related Marketing Campaigns with appropriate partners to further information dissemination and image positioning
- Form Strategic Partnerships with University of Massachusetts, Child Care centers, or others who could use products and disseminate information
- Sponsorships of concerts and entertainment events, promote on campuses, Freshman orientations, spring breaks, health fairs, road races

Target Identified Consumer Segments to Maximize Product Information Dissemination

- **Young & Restless-** Internet, MTV, ESPN, product placement, magazines, physicians' offices (Vitamin C, energy, health, active life, style focus)
- **Forever Young-** magazines, cable, CNN, gyms/ fitness centers, commuter radio, billboards, (weight loss, fitness, appearance focus)
- **Young at Heart-** local newspaper, TV, radio, pharmacy information, supermarket checkout, sampling (health focus)
- **Generic promotions-** magazines, product placements, television (taste, health and energy focus)

As the cranberry industry searches for ways to increase product demand and increase health benefit information, it must look closely at its current communications. There is an obvious lack of consumer awareness regarding health benefits. Strategic, and specifically targeted campaigns, along with a strong message, could leave consumers asking "Got Cranberries?"

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