

April 24, 1996

Fruit Juice Survey Report

Purpose:

Fruit juice corporations worldwide need to know what markets they should target with their various lines of juices. They want to know what is going to sell and what will be a waste of time and money to produce and advertise. Therefore, this is a general survey which could be administered to the general public, either by an individual company in the fruit juice industry or by a surveyor who could then make the results available to any company who is interested in obtaining them.

A survey was conducted to collect information on basic fruit juice preferences in general, as well as various correlations between demographics and fruit juice preferences.

Method:

Twenty (20) randomly selected individuals participated in this survey. Participants anonymously completed questionnaires which contained three (3) questions about demographics and five (5) on the topic of fruit juice. (For a copy of the survey, see Appendix 1).

Out of the 20 people surveyed, 12 of which are females and 8 are men, ages were dispersed fairly equally among the various ranges, 2 participants were 12 years of age or under, 3 were 13 to 17, 5 were in the range of 18 to 25, 1 was between 26 and 35, 6 were

36 to 50, and 3 were 65 or over. The ethnic majority of the individuals surveyed were Italian (14 out of 20). There were 5 Irish participants and 1 Hispanic. All demographic information was fairly general and equally balanced along the continuum.

Results:

Of all the people surveyed, male and female, orange juice proved to be the most popular type of fruit juice, overall. Over 50% of females and males, Italians, Hispanics and Irish, and people of all age groups prefer orange juice over all others. The second favorite type of juice was apple, particularly among younger individuals.

More than 50% of the people surveyed said they drank their chosen type of fruit juice once a day, and more than 50% also stated that they consume this juice in the morning more than any other time of day, with the afternoon coming in second place, but by a wide margin. An impressive 95% of participants admitted that they do like the taste of multi-fruit juice blends. Of such juice combinations, kiwi-strawberry seemed to be the most popular, with apple-cranberry and orange-banana receiving very similar results. (See Appendix 2 for a complete listing of survey results, along with graphical illustrations.)

Through a thorough analysis of the survey results, it appears evident that certain demographics maintained direct correlations with specific fruit juice preferences. Ethnicity did not appear to have a significant relationship to such preferences. Italian and Irish participants expressed extremely similar likes and dislikes. In terms of gender, men and women both preferred orange juice overall. However, females tended to show a broader diversity in terms of various juice preferences. Age was an important factor, showing that,

although orange juice still remained the number one favorite, it gained popularity among older people, while apple juice was more popular among younger individuals. (Specific demographic quantities and preferences can also be found in Appendix 2.)

Conclusion:

Overall, orange juice has proven to be the most popular type of fruit juice. If a company was depending on this survey to organize an advertising campaign, they would know what kinds of scenes to portray in their television commercials, billboards, and print ads in magazines and newspapers. Since 60% of people surveyed stated that they are most likely to drink fruit juice in the morning, they could show scenes of early morning sunrises and friendly breakfasts. Since young children seemed to like apple juice a lot and enjoy drinking it in the afternoon, advertisements could be created portraying the school cafeteria and smiling children, which would not only appeal to the children, but also to parents who do the grocery shopping.

Since kiwi-strawberry seemed to be popular, stores could order a greater quantity of that type of juice blend, and less of the types that people do not like. By finding out what people like and adjusting their corporations' marketing strategy accordingly, businesses could significantly increase their sales and profit. Simultaneously, they could be saving time and money on unsuccessful advertising campaigns, as well as eliminating the overstocking of unwanted products on supermarket shelves. Only by understanding the public can a business truly reach them.

SURVEY

Gender: female ☐ ☐
 male ☐ ☐

Age: 12 & under ☐ ☐ 36 - 50 ☐ ☐
 13 - 17 ☐ ☐ 51 - 65 ☐ ☐
 18 - 25 ☐ ☐ 65 & over ☐ ☐
 26 - 35 ☐ ☐

Ethnic Background: _____

1. What is your favorite type of fruit juice? _____

2. How often do you drink this type of juice? _____

3. When/what time of day are you most likely to drink this juice?

- Please check one of the following:

morning ☐ ☐
 afternoon ☐ ☐
 evening ☐ ☐
 other... ☐ ☐ please specify _____

4. Do you like the taste of multi-fruit juice blends? YES ☐ ☐
 NO ☐ ☐

5. Rank the following according to which you think is the best combination of flavors:
 (1 = best, 3 = least appealing to your taste)

_____ orange - banana

_____ apple - cranberry

_____ kiwi - strawberry

Thank you for your time and cooperation!!
 Your assistance is sincerely appreciated!!

Survey Results

(20 participants)

Gender: Female 12 (60%)
Male 8 (40%)

Age: 12 & under 2 (10%) 26 - 35 1 (5%)
13 - 17 3 (15%) 36 - 50 6 (30%)
18 - 25 5 (25%) 51 - 65 0 (0%)
65 & over 3 (15%)

Ethnic Background: Italian 14 (70%)
Irish 5 (25%)
Hispanic 1 (5%)

1. Favorite juices: Orange 13 (65%)
Apple 4 (20%)
Lemonade 1 (5%)
Cranberry 1 (5%)
Grape 1 (5%)

2. How often: approx. once per day 11 (55%)
approx. twice per day 4 (20%)
approx. 3 times per week 4 (20%)
approx. once per week 1 (5%)

3. When: morning 12 (60%)
afternoon 6 (30%)
evening 4 (20%)
late night 2 (10%)

4. multi-fruit juice blends: Like 19 (95%)
Dislike 1 (5%)

5. Ranking of combinations: Best: kiwi - strawberry 11 (55%)
apple - cranberry 5 (25%)
orange - banana 4 (20%)
Worst: kiwi - strawberry 8 (40%)
apple - cranberry 6 (30%)
orange - banana 6 (30%)

Survey Results (continued)

Females (12)

orange	7	58%
apple	3	25%
lemonade	1	8%
grape	1	8%

GENDER

Males (8)

orange	6	75%
apple	1	13%
cranberry	1	13%

ETHNICITY

Italians (14)

orange	9	64%
apple	2	14%
lemonade	1	7%
grape	1	7%
cranberry	1	7%

Irish (5)

orange	3	60%
apple	2	40%

Hispanic (1)

orange	1	100%
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AGE

Under 18 (5)

orange	3 (60%)
apple	2 (40%)

36 - 50 (6)

orange	4 (67%)
lemonade	1 (17%)
cranberry	1 (17%)

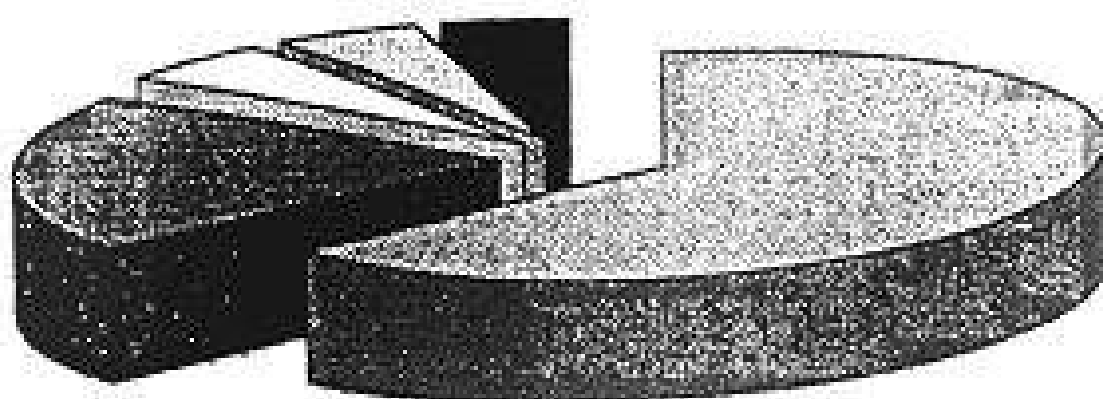
18 - 35 (6)

orange	3 (50%)
apple	2 (33%)
grape	1 (17%)

65 & over

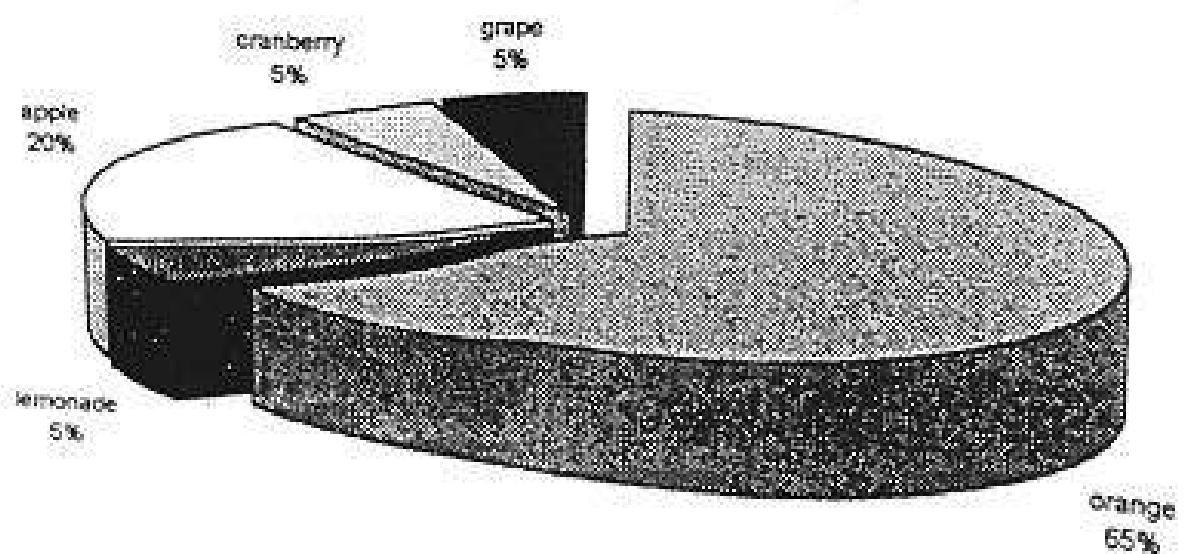
orange	3 (100%)
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Most Popular Types of Fruit Juice



- ☐ orange
- ☐ apple
- ☐ lemonade
- ☐ cranberry
- ☐ grape

Most Popular Types of Fruit Juice



Most Common Times Juice Consumed

