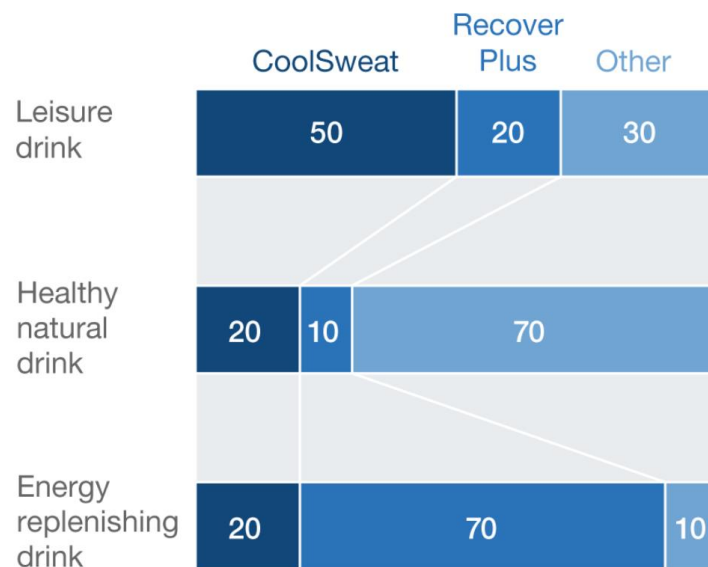


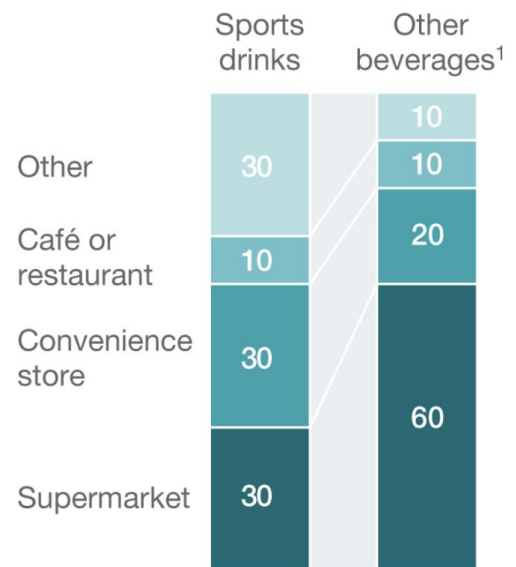
To help *SuperSoda* determine how best to launch the new *Electro-Light* product, the team conducted a consumer-research study. The following information shows results from the study. What can you conclude from this regarding how the new *Electro-Light* product should be launched?

% of consumers

I identify product X with...



I would buy beverage X in...



¹For example, other SuperSoda products.