

# HOW TO READ

## Executive Reporting - Target Group - Consumer Profiles - Beer Overview

Provides an overview of beer data for the current year for the selected Target Group.

**Note:** Values are chosen from Index ranking with the minimum of 5% composition.

### Consumer Profiles | Beer Overview

ENVIRONICS ANALYTICS

**Target Group:** Group 1 (01, 02, 03, 04, 05)

**Households:** 1,240,097

The **Target Group** selected for the analysis and the number of **Households** within the Target Group is indicated at the top of the report.

#### DOMESTIC BRAND\*



Index: **166**  
% Comp: **11.3**

Blue Moon

#### IMPORTED BRAND\*



Index: **166**  
% Comp: **5.0**

Dos Equis

#### WHERE PURCHASED



Index: **195**  
% Comp: **14.5**

Stadium or arena

#### CONSUMPTION



Index: **130**  
% Comp: **132.6**

**Domestic Brand:** The brand of Domestic Beer that the majority of the Target Group drink.

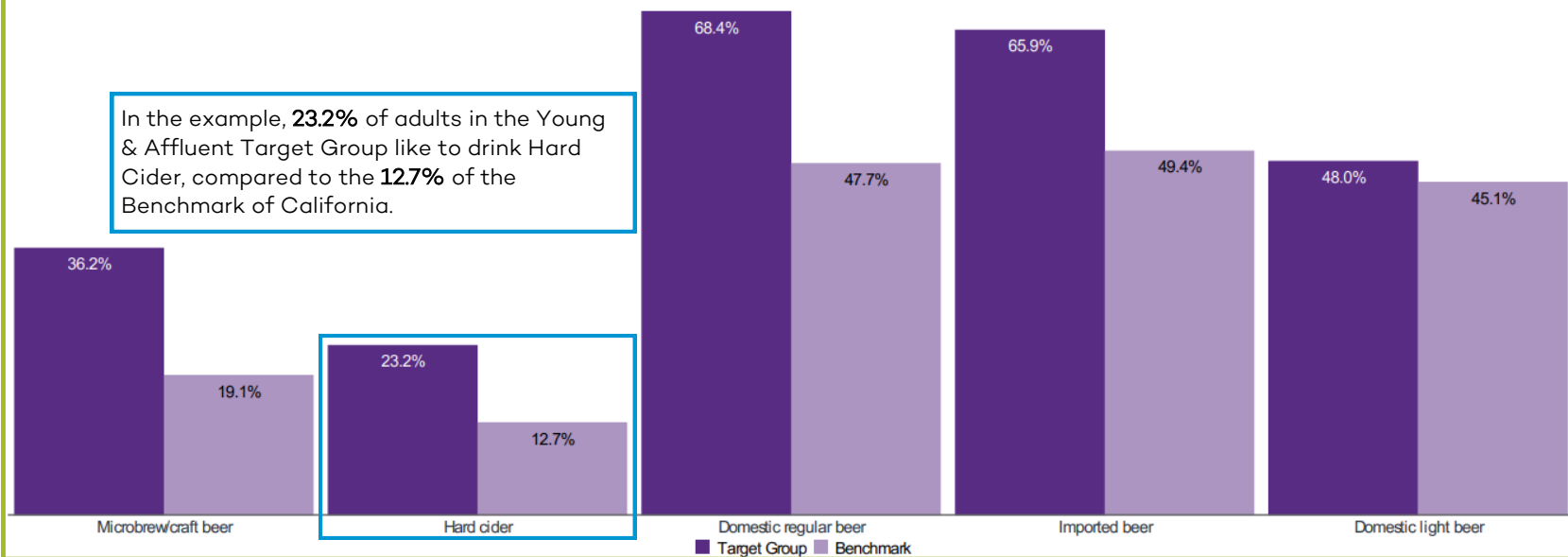
**Imported Brand:** The brand of Imported Beer that the majority of the Target Group drink.

**Where Purchased:** The seller that the majority of the Target Group prefer to purchase beer at.

**Consumption:** The total proportion of adults (people aged 21+) in the Target Group who consume beer.

**Note:** The % Comp of the variables compares the population aged 21+ in the Target Group against Households in the Target Group, which may cause % Comp to be greater than 100%.

#### TYPE CONSUMED (past 30 days)



**Type Consumed (past 30 days):** The bar chart shows the proportion of adults in the Target Group that consume each beer type, compared to the Benchmark.

**Benchmark:** California — The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+