

HOW TO READ

Executive Reporting - Trade Area - Consumer Profiles - Beer Overview

Provides an overview of beer data for the current year for the selected Trade Area.

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

Consumer Profiles | Beer Overview

ENVIRONICS
ANALYTICS

Trade Area: California

Households: 13,379,828

The Trade Area selected for the analysis and the number of Households within the Trade Area is indicated at the top of the report.



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

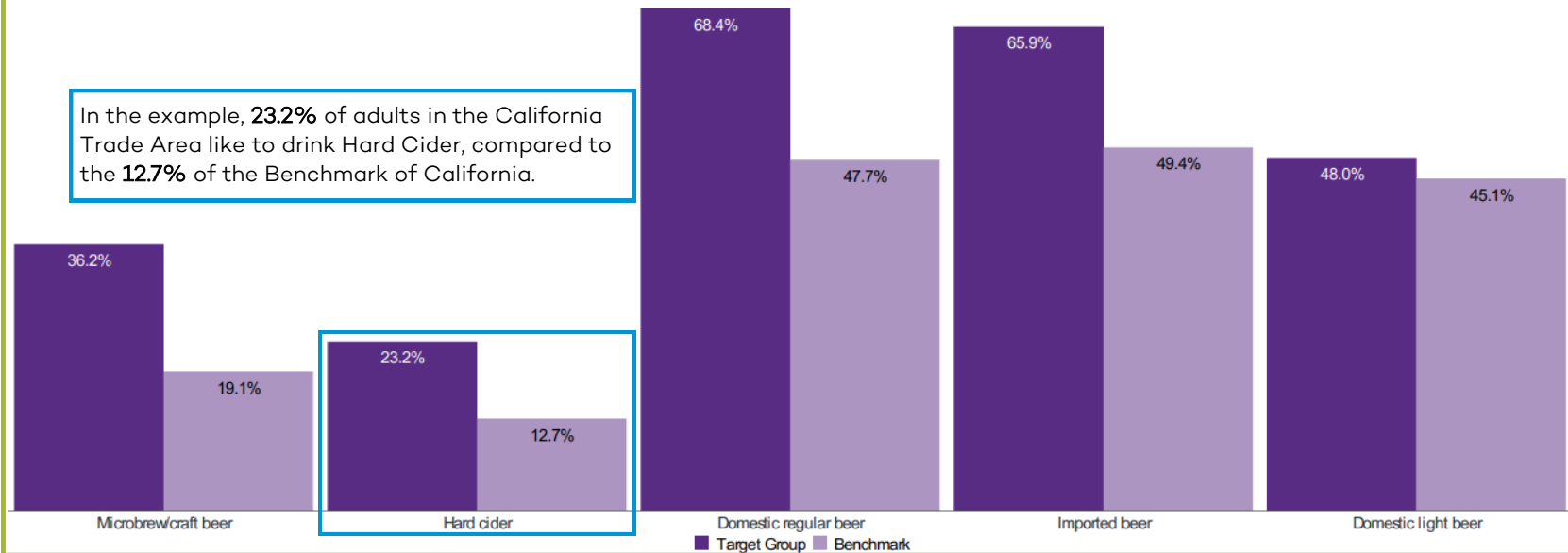
Imported Brand: The brand of Imported Beer that the majority of the Target Group drink.

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+