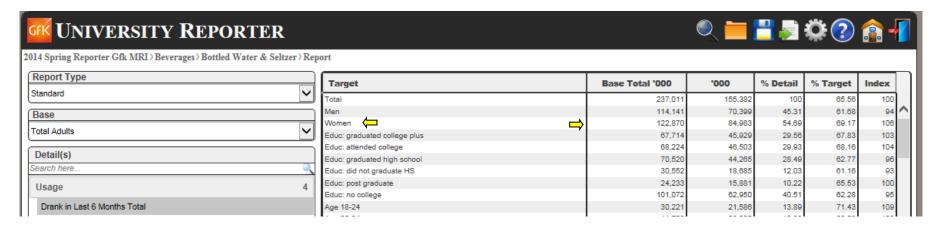
HOW TO INTERPRET DATA FROM THE UNIVERSITY REPORTER

For this report we are focusing on female drinkers of bottled water. If you look at the "Details/Usage/Brands" section on the left side of the screenshot you'll see Bottled Water highlighted, which indicates that our analysis is focusing on Bottled Water. And, specifically, people who drank Bottled Water in the past six months. Our Target is who or what we are looking at in regard to our category. There are many targets in the report, but for this example, we are focusing on and detailing the metrics related to Women.



Base Total '000: The base for this report is "Total Adults." The Base total number indicates the total number of the demographic (in this instance) that are in the population. There are 122,870,000 women in the U.S. population.

'000 = Projected Audience. There are 84,983,000 women who drink bottled water in the total Continental U.S. population.

% Detail: (aka Vert%) is the % of category users who are women. In this case, 54.69% of bottled water drinkers are women in the Continental U.S.

% Target: (aka Horz%) is the % of women who drink bottled water. In this case, 69.17% of all women in the Continental U.S. drink Bottled Water.

Index: The propensity of bottled water drinkers to be women and vice versa as compared to the Base. Index=105 means bottled water drinkers are 5% more likely than the rest of the base (total adults) to be female. It also means that women are 5% more likely to be bottled water drinkers than anyone else in the base of total adults.