



# CodeX Performance Report

Brand

All

Marketing Channels

All

Purchase Location

All

Gender

All

10K

Total\_Respondents

980

CodeX\_Respondents

3.28

Avg\_Taste\_Experience

City

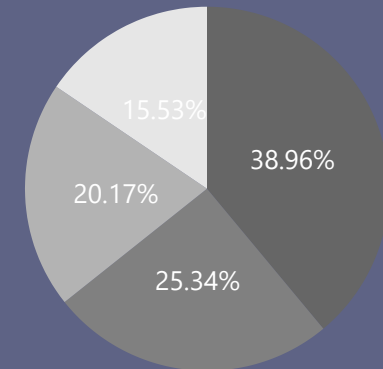
All

Age Group

All

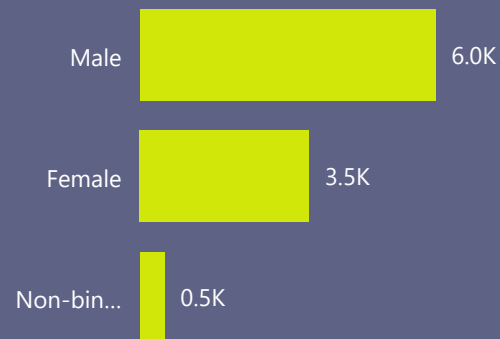
## Respondents by Ingredients Expected

Ingredients... ● Caffeine ● Vitamins ● Sugar ● Guarana

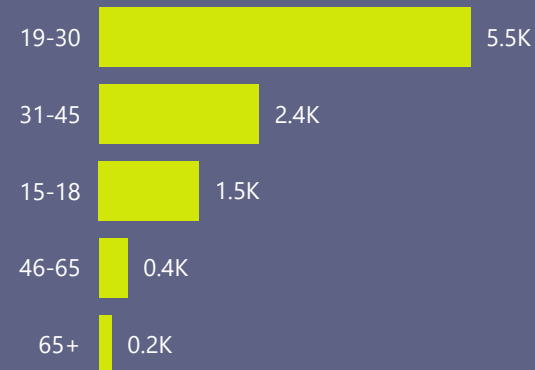


Age	Online ads	Other	Outdoor billboards	Print media	TV commercials	Total
19-30	2666	608	585	371	1290	5520
31-45	490	408	431	310	737	2376
15-18	707	94	117	75	495	1488
46-65	109	78	65	57	117	426
65+	48	37	28	28	49	190
Total	4020	1225	1226	841	2688	10000

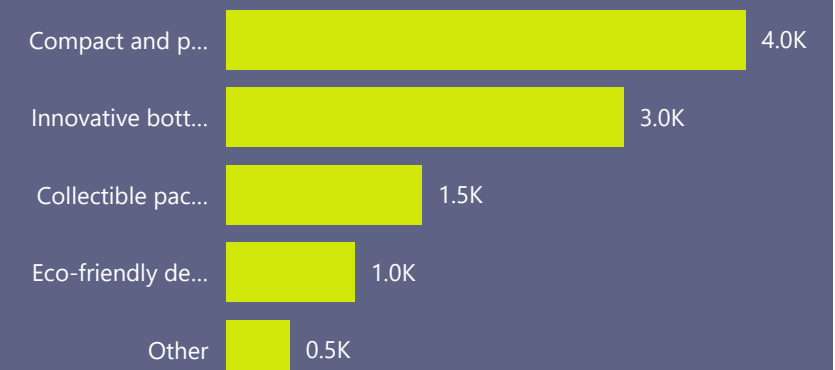
## Respondents by Gender



## Respondents by Age\_Group



## Respondents by Packaging\_Preference





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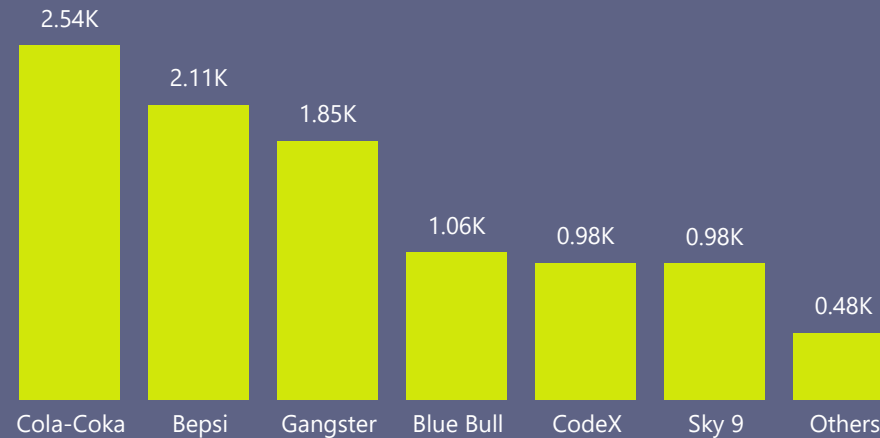
Purchase Location

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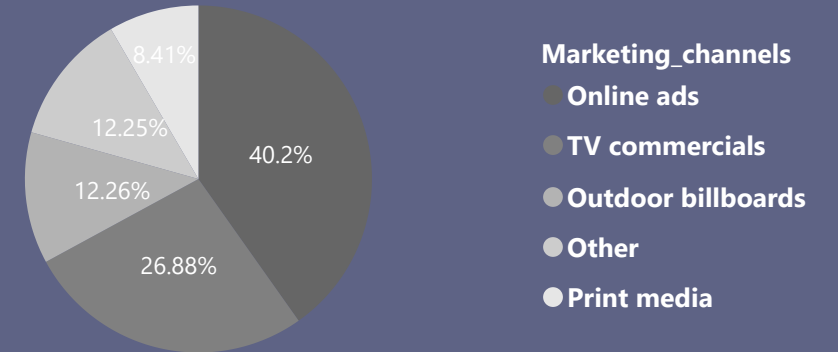
Gender

All

## Respondents by Brand



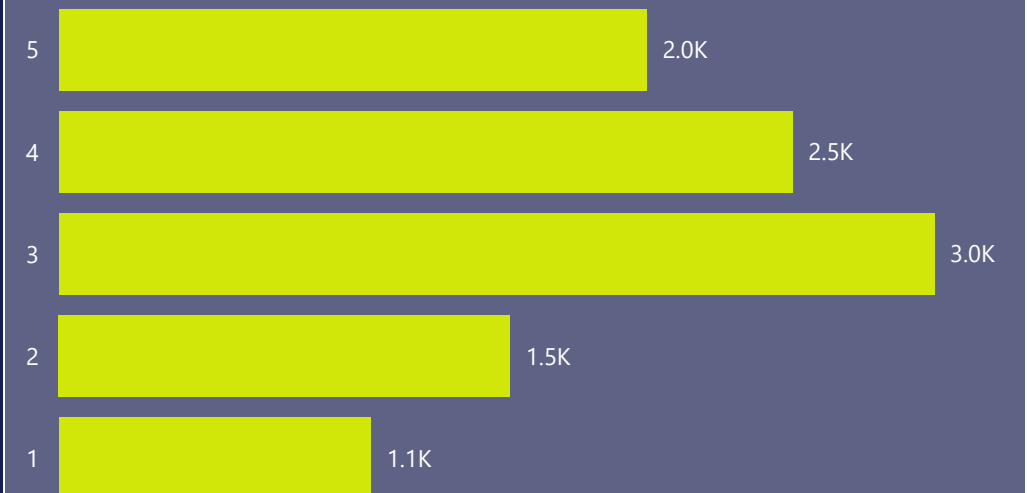
## Respondents by Marketing Channels



## Respondents by Reasons for Choosing Brands



## Respondents by Taste Experience





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Brand

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Marketing Channels

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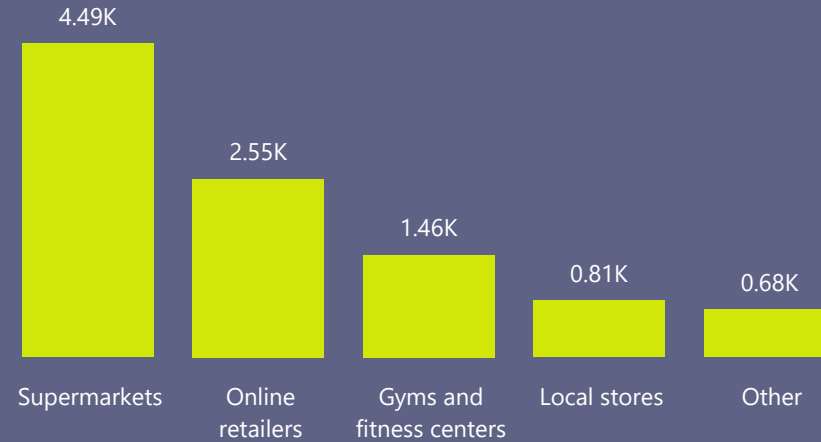
Purchase Location

All

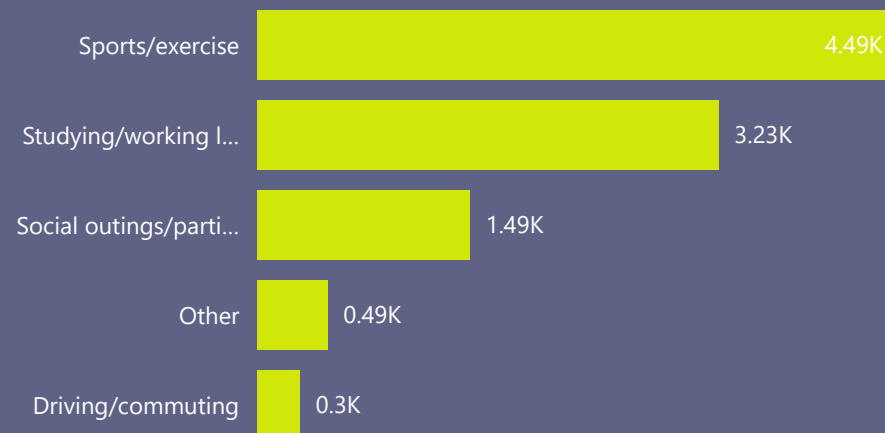
Gender

All

## Respondents by Purchase Location



## Respondents by Typical Consumption Situations



## Respondents by City

