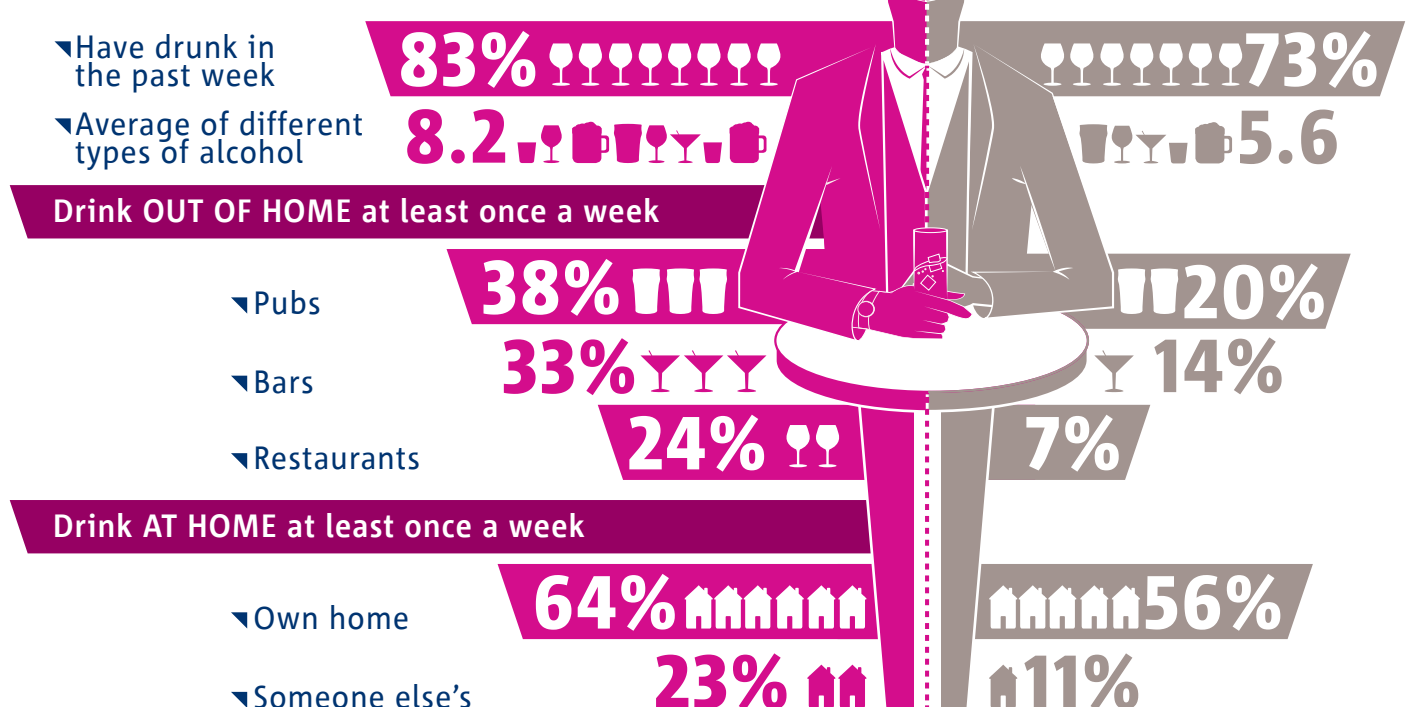


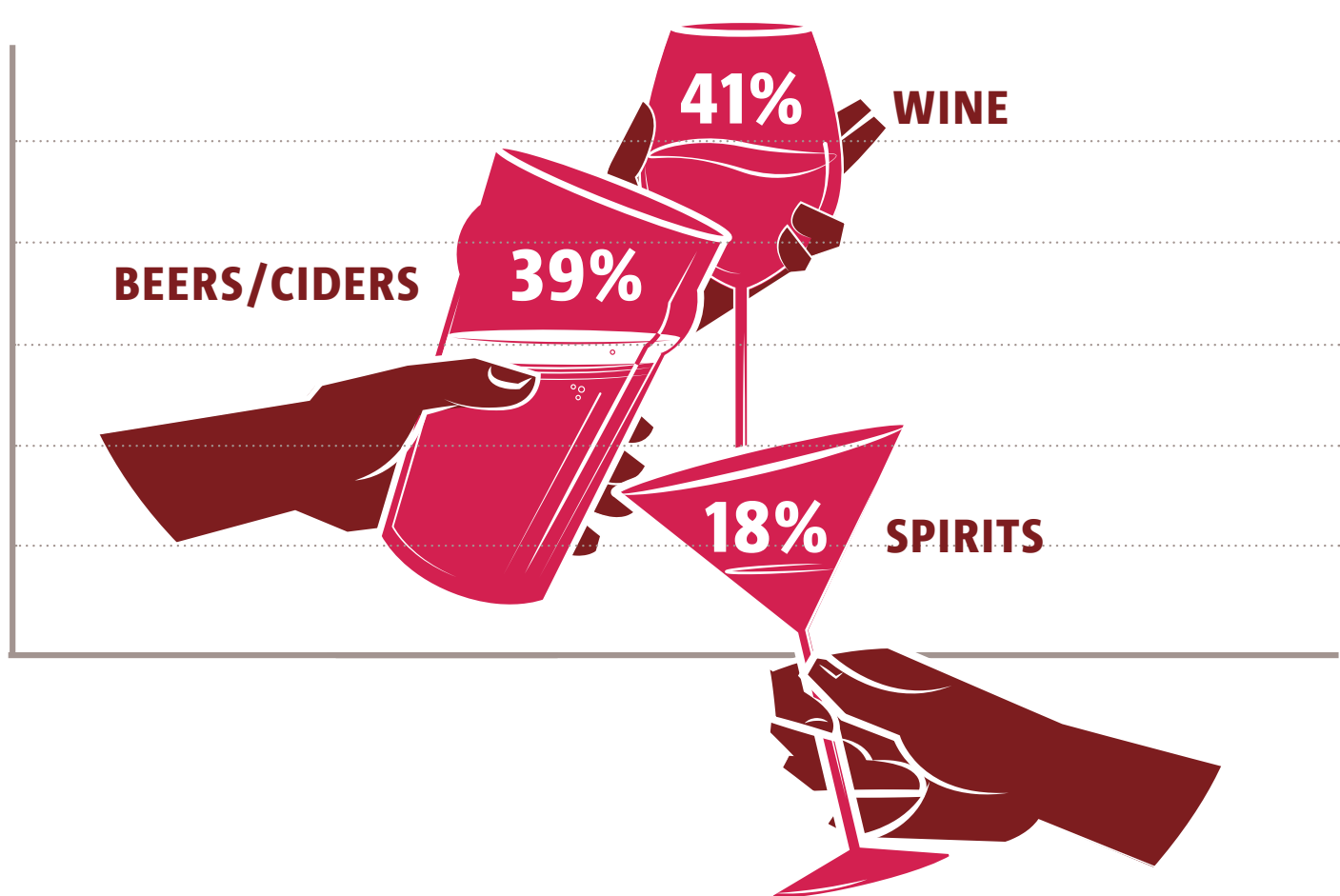
# INSIGHTS

## URBANITES AND ALCOHOL: THE DISTILLED FACTS

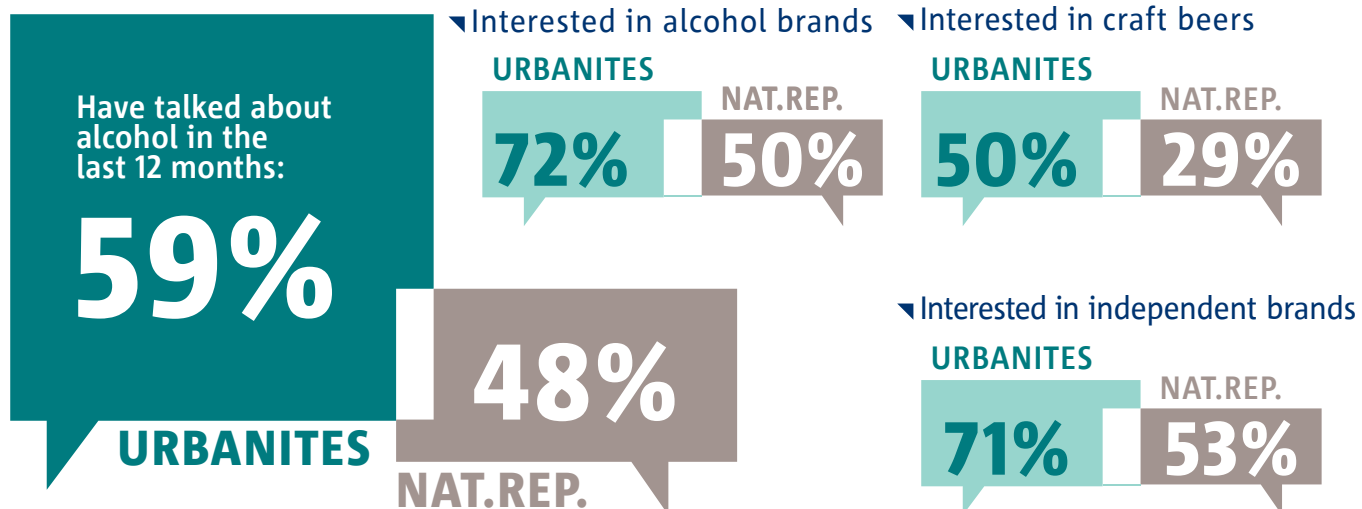
### URBANITES DRINK MORE THAN NON-URBANITES



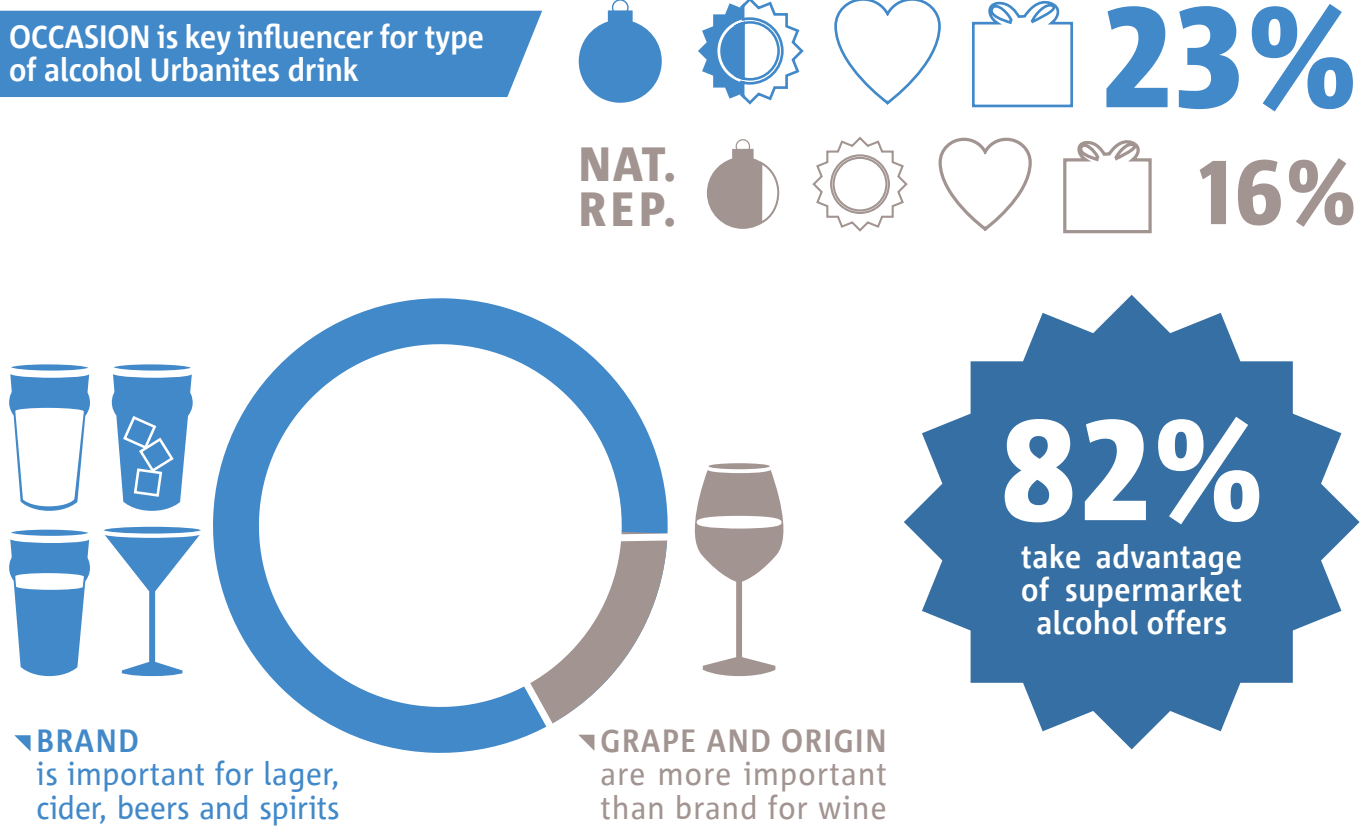
### MAIN DRINKS URBANITES DRINK



### URBANITES ARE MORE ENGAGED IN THE ALCOHOL CATEGORY



### INFLUENCERS



### THE EFFECT OF ADVERTISING ALCOHOL IN METRO



Metro City Story reader panel, base 896 Metro Urbanites (506 Nat rep)

