

2014-2015 Control State Matrix

Control Jurisdiction	Population [1]	Products Sold By State [3]		Sales Outlets [3]				Gross Sales Volume [4]		Per Capita Consumption (or 2013) (Age 21+) [2]		
	Population [1]	At Wholesale	At Retail	* # State Operated Package Stores	# State Agency Package Stores	# Private Operated Package Stores*	Number of On-Premises Outlets	Spirits	Wine	Spirits	Wine	Beer
Alabama	4.8 Million	S,F	S,F	174 (S)	N/A	564 (S)	Not Available	2.2 Million	27,309	0.60	0.25	1.41
Idaho	1.6 Million	S,T,F, ML	S,T,F	66 (S, W)	102	1,150	5,100	926,597	6,330	0.77	1.08	0.96
Iowa	3 Million	S	N/A	N/A	N/A	3,398	6,181	1.8 Million	N/A	0.80	0.22	1.33
Maine	1.3 Million	S,F	S,F	N/A	500	2,510	2,675	950,683	392	0.91	0.42	1.36
Maryland-Montgomery County	1 Million	S,T,F, B	S,T,F,B	25	N/A	273 (B, W)	572	395,057	943,809	Not Available	Not Available	Not Available
Michigan	9.8 Million	S	N/A	N/A	N/A	11,864	6,827	6.7 Million	N/A	0.85	0.37	1.02
Mississippi	2.9 Million	S,T,F	N/A	N/A	N/A	563	1,232	1.7 Million	1.1 Million	0.73	0.16	1.35
Montana	1 Million	S,F	N/A	N/A	Not Available	968	2,359	700,211	6,469	0.95	0.49	1.63
New Hampshire	1.3 Million	S,T	S,T,F	77 (S, W)	3	1,418	1,804	2 Million	2.9 Million	1.93	0.89	1.86
North Carolina	9.8 Million	S	N/A	420 Local (S)	N/A	8,413	9,262	4.7 Million	N/A	0.60	0.39	1.04
Ohio	11.6 Million	S	N/A	N/A	467 (S)	Not Available	Not Available	4.5 Million	N/A	0.53	0.30	1.22
Oregon	4 Million	S	N/A	N/A	248 (S)	4,525	Not Available	2.8 Million	173	0.89	0.57	1.20
Pennsylvania	12.8 Million	S,T,F	S,T,F	607 (S, W)	N/A	13,145	14,666	6.6 Million	8.5 Million	0.68	0.31	1.34
Utah	2.9 Million	S,T,F	S,T,F	44	113	N/A	1,688	1 Million	1 Million	0.51	0.19	0.67
Vermont	626,630	S,F	N/A	N/A	78 (S)	1,017	2,406	365,641	7,941	0.72	0.74	1.54
Virginia	8.3 Million	S	S,T****	345 (S, W)	6	Not Available	7,915	3.9 Million	11,660	0.62	0.46	1.02
West Virginia	1.9 Million	S	N/A	N/A	N/A	2,141	2,809	651,209	5,584	0.46	0.10	1.24
Wyoming	582,658	S,T,F	N/A	N/A	N/A	626	1,242	510,613	384,813	1.13	0.29	1.24

[1] Source: Population Division, U.S. Census Bureau

[2] DISCUS 2011 State Data Book - Adult is defined as a person of legal drinking age, 21 and older

[3] NABCA Survey Book (2013)

[4] NABCA Annual Case Sales Report of Alcohol Beverages - Calendar Year 2013

[2] DISCUS 2011 State Data Book - Adult is defined as a person of legal drinking age, 21 and older

S = Spirits T = Table Wine ML = Malt Liquor B = Beer F = Fortified Wine N/A = Not Applicable

* Numbers reflect only off premises outlets selling products obtained from control jurisdiction warehouses

** Case Sales are calculated using standard case packs

*** Per Capita Consumption is Measured in Ethanol Gallons obtained from the National Institute on Alcohol Abuse and Alcoholism (published April 2015)

**** Native Virginia Wines Only

