

## 2010 Control State Matrix

Control Jurisdiction	Population		Listings By State [2]		Sales Outlets [2]			2010 Case Sales Volume** [3]		
	Population [1]	Adult Population [4]	Spirits	Wine	# State Operated Package Stores	# State Agency Package Stores	# Private Operated Package Stores*	Number of On-Premises Outlets	Spirits	Wine
Alabama	4.8 Million	3.3 Million	1,122	33	161 (S, W)		7975 (S,B,W)	3,785	2.07 Million	45,800
Idaho	1.6 Million	1 Million	1,064	39	65 (S, W)	102 (S,B,W)	3,500 (B,W)	1,110	852,736	9,014
Iowa	3 Million	2.1 Million	1,264	N/A	N/A	N/A	3462 (S,B,W)	5,573	1.63 Million	N/A
Maine	1.3 Million	981,000	2,500	N/A	N/A	246 (S,B,W)	1782 (B,W)	1,768	860,789	1,416
Maryland-Montgomery County	971,600	N/A	676	2,227	22 (S,B,W)	3 (S,B,W)	273 (B, W)	572	360,528	865,752
Michigan	10 Million	7.2 Million	Over 5,500 items	N/A	N/A	N/A	8086 (S,B,W)	9,258	6.31 Million	N/A
Mississippi	3 Million	2 Million	1,582	2,044	N/A	N/A	510 (S,W)	1,107	1.57 Million	1.07 Million
Montana	974,989	689,000	840	30	N/A	97 (S, W)	876 (B,W)	2,340	632,763	9,268
New Hampshire	1.4 Million	955,000	1,512	N/A	72 (S, W)	3 (S,B,W)	1366 (B,W)	1,762	1.90 Million	2.80 Million
North Carolina	9.4 Million	6.3 Million	1,586	N/A	404 County/ Municipal (S)	N/A	12579 (B,W)	5,066	4.31 Million	N/A
Ohio	11.6 Million	8.2 Million	1,518	N/A	N/A	457 (S)	8167 (B,W)	12,541	3.99 Million	N/A
Oregon	3.9 Million	2.7 Million	1,100	N/A	N/A	243 (S)	4026 (B,W)	6,395	2.53 Million	6,826
Pennsylvania	12.7 Million	9 Million	2,120	2,728	634 (S, W)	N/A	13575 (B)	15,574	6.19 Million	7.89 Million
Utah	2.8 Million	1.7 Million	790	800	38 (S,B,W)	119 (S,B,W)		1,473	912,170	942,445
Vermont	621,760	458,000	827	N/A	N/A	77 (S)	1129 (B,W)	2,449	356,734	12,584
Virginia	7.9 Million	5.5 Million	2,530	93	332 (S, W)	N/A	7707 (B,W)	7,577	3.54 Million	27,363
Washington	6.6 Million	4.6 Million	1,101	430	161 (S,B,W)	154 (S,B,W)	5724 (B,W)	7,703	3.94 Million	385,864
West Virginia	1.9 Million	1.3 Million	1,993	N/A	N/A	N/A	2,100 (S,B,W)	2,827	621,465	7,978
Wyoming	544,270	368,000	944	1023	N/A	N/A	206 (S,B,W)	1,150	458,894	337,245

S = Spirits B = Beer W = Wine

\* Numbers reflect only off premises outlets selling products obtained from control jurisdiction warehouses \*\* Case Sales are calculated using standard case packs

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

[2] Source: NABCA Industry Steering Committee

[3] Source: NABCA Annual Case Sales Report of Alcohol Beverages- Calendar Year 2010

[4] Source: DISCUS 2008 State Data Book - Adult is defined as a person of legal drinking age, 21 and old

# NABCA

## NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION, INC.