



Draft, Bottle or Can?

What your preferred way to drink beer
may say about you.



About This Study

CivicScience developed this report using our **InsightStore™** – an online, enterprise consumer research platform that mines real-time consumer opinions and custom research responses from over 30 million+ anonymous respondent profiles (and growing daily).

The data for this report was collected from 1/1/2014 to 10/30/2014 and re-validated on 3/6/2015. The core question was asked to U.S. adults age 25+, with answer options randomized:

How do you prefer to drink beer?

- **Out of a bottle**
- **As a draft**
- **Out of a can**
- **I have no preference**
- **I don't drink beer**

We collected answers from **76,775 individual respondents** and weighted the responses for U.S. census age and gender proportions. These responses were then cross-tabulated against approximately 100 other questions in the CivicScience InsightStore™ library to find the strongest and most statistically meaningful correlations.

58% of U.S. Adults Age 25+ Drink Beer

44% Prefer Bottles

33% Prefer Drafts

8% Prefer Cans

(The rest have no preference.)

Gender

Women overall favor beer from a **bottle.**



Men overall favor beer from a **draft.**

Men are more likely to drink beer than **women.**

Where You Live

Draft beer fans are more likely than can or bottle fans to live in the suburbs. 45% of them live here.

Type of Beer



Most (56%) **bottle** fans prefer large American beer brands.

Most (also 56%) **draft beer** fans prefer either national or regional craft beers or small, local beers.

Sporting Events

Draft beer fans are the most likely to attend at least 1 sporting event per month. 42% of them do this.

Fans of Sport Types

Draft beer fans are more likely to be NCAA basketball fans. They are also more likely to play fantasy sports.

Can beer fans are more likely to be MLB and NHL fans.



What Influences Them Most: TV ads, Internet ads, or social media?

TV Ads are most influential on **can** and **bottle** fans (52% and 47%).

Social media is most influential on **draft** fans (43%).



Restaurant Type Preference

Fast food chain diners are most likely to prefer beer from a **can**.

Casual dining/sit-down chain eaters are most likely to prefer beer from a **bottle**.

Those eating at locally-owned, independent establishments are much more likely to prefer **draft** beers.



The draft beer fan



A March 2015 Insight Report by
CivicScience

Is more likely than the other beer drinking types to be:

- Male
- 25-44 years old
- Educated with a secondary degree
- Earning over \$75K per year in household income (HHI)
- A homeowner in the suburbs
- A fan of craft or local beers
- In the crowd at a sporting event at least once a month
- A big fan of NCAA basketball
- A buyer of eco-friendly products and locally-grown foods
- Influenced by connections on social media
- On Facebook (59% are)
- Tech savvy
- Own personal digital devices
- Addicted to personal digital devices
- Practicing a healthy lifestyle

<http://biz.civicscience.com>



The bottled beer fan



A March 2015 Insight Report by
CivicScience

Is more likely than the other beer drinking types to be:

- A woman, although men still make up the majority across all beer drinking types
- 35-54 years old
- Earning between \$25K - \$75K per year in HHI
- Educated with at least some college time
- A parent
- A homeowner in the suburbs or a rural area
- A fan of large American beer brands
- Influenced most by TV ads vs. Internet ads or social media
- Equally likely to prefer eating at a national casual restaurant chain and locally-owned establishments
- On social media while watching TV – which is more likely to be a sitcom
- Comparing prices before buying
- A movie-goer (theaters) only about once a year

<http://biz.civicscience.com>



The canned beer fan



A March 2015 Insight Report by
CivicScience

Is more likely than the other beer drinking types to be:

- Male
- 45-54 years old (24%) or 65 and older (19%)
- Educated less than the other groups, with 57% having at most a high school diploma/GED or some college with no degree.
- Earning less than \$25K up to \$50K per year in HHI
- Living in either an urban or rural area
- Influenced most by TV ads vs. Internet ads or social media
- Frequenting fast food chain restaurants
- Divorced
- Twitter user
- Fan of Major League Baseball and National Hockey League
- Less loyal to favorite brands
- Not a world traveler or a movie-goer (in theaters)
- Using cash to pay for purchases

<http://biz.civicscience.com>





Contact Us for Data Use (or for more insights... on anything.)

Jennifer Sikora, VP of Market Insights,
CivicScience

jsikora@civicscience.com