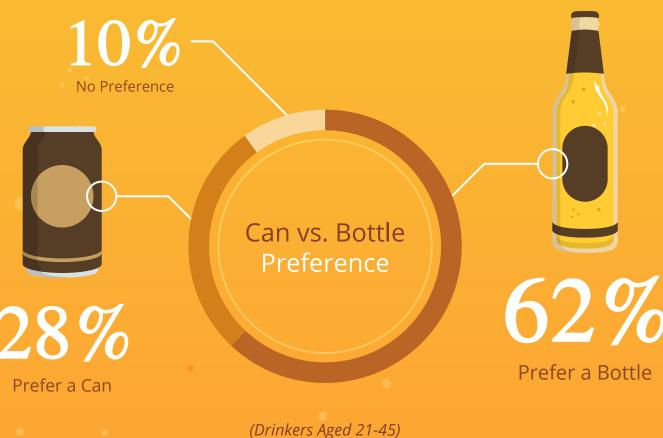


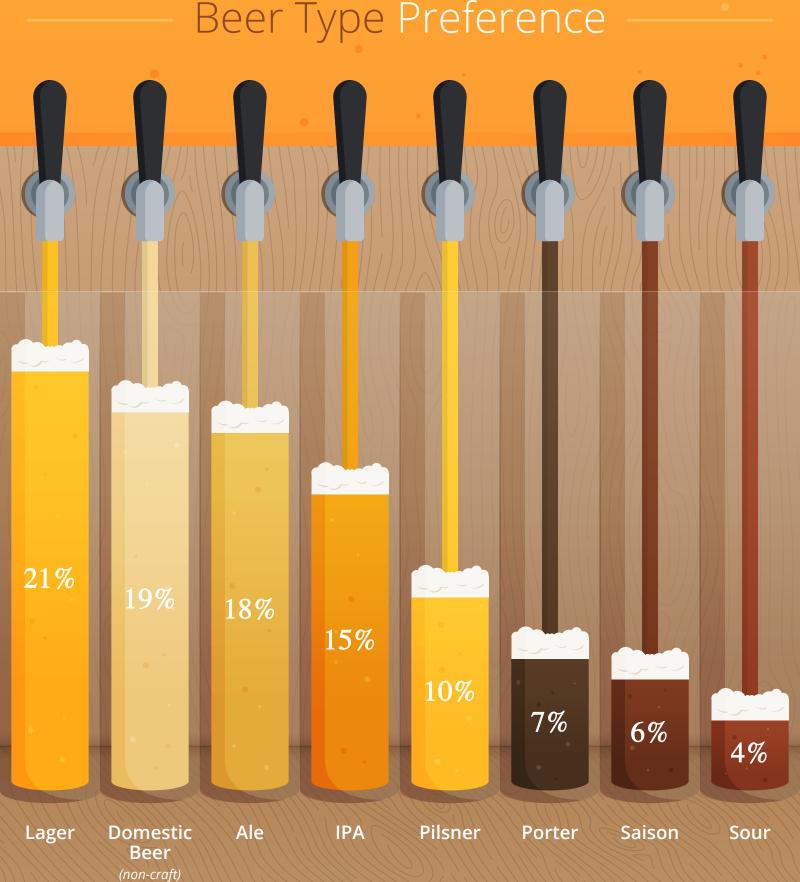
## Consumer Habits and Preferences for Beer

To learn more about our agile research solutions, click HERE

Roughly...

Three Fourths of U.S. Drinkers Drink Beer at Least Once a Week







44%

38%

CHO/CF.

## Frequency of Import Beer vs. Craft Beer Consumption

**Craft Beer** 

41%

34%

What influences beer choice?

Taste, price, and being easy to drink.

18% Every 2-3 months 14% Once every 6 months or less 0% 7% 0% 3% Never Men who drink beer do so on average 3 or more days a week, whereas women are more likely to drink beer 2 days a week or less.

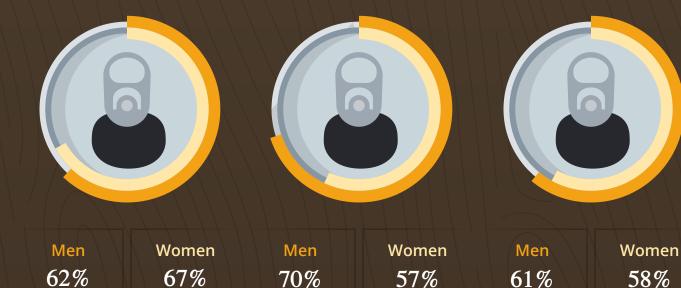
Once a week or more

1-3 times a month

## Brands Purchased: Men vs. Women **Bud Light** Heineken Corona Extra

WZD

TUE



Budy	weiser	Coors	s Light
Men	Women	Men 47%	Women 59%

## GutCheck 💋 **About GutCheck**

We pioneered agile market research to provide our clients with actionable answers and insights, globally, at the speed of their business. Our team of full-service agile research experts—experienced in multiple industries and tried-and-true methodologies, not just agile ones—uses our online qualitative and quantitative platform to help clients make more confident business decisions by connecting them with their target consumers more often and earlier on in development. For more information: https://gutcheckit.com.

