

Variety Is the Spice of...Beer?

The majority of c-store shoppers enjoy trying different brews and want more options stocked

They say variety is the spice of life. The same apparently holds true for beer. EIQ Research Solutions, sister company of *Convenience Store News*, recently surveyed consumers who shop a convenience store at least once a month about their purchasing habits around beer. Among the insights revealed: 63.3 percent of respondents said they enjoy trying different beers. And they want c-stores to stock more options — especially in the craft, imported and local segments.



Which of the following best describes your beer-buying habits?

	TOTAL	URBAN	SUBURBAN	RURAL
I enjoy trying different beers	63.3%	70.4%	64.2%	48.4%
I generally stick to the same brand	36.7%	29.6%	35.8%	51.6%

Base: Consumers who visit a convenience store at least once a month
Source: EIQ Research Solutions

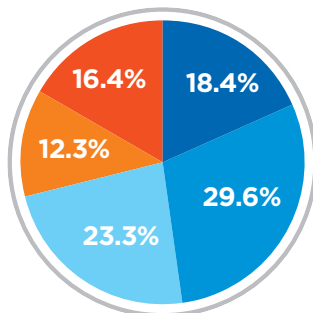
Urban c-store shoppers are far more interested in trying new beers than rural c-store shoppers.



C-store shoppers **aged 35-44** are the most likely to say they **enjoy trying different beers** (73.2%).
C-store shoppers **aged 65-plus** are the most likely to say they **generally stick to the same brand** (55%).

How likely would you be to buy a growler from a convenience store?

- Very likely
- Likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely



Base: Consumers who visit a convenience store at least once a month
Source: EIQ Research Solutions

For which of the following types of beer would you like convenience stores to offer a larger selection/more variety?

C-store shoppers with incomes of \$25,000 to \$34,999 want more flavored beer options, while those who earn \$100,000-plus desire more craft and local beers.

	TOTAL
Craft beers	55.3%
Imported beers	46.3%
Local beers	41.9%
Single cans/bottles	40.8%
Flavored beers	29.3%
Lower-calorie beers	24.1%
Lower-alcohol beers	11.2%
Other	1.9%
None of the above	6.6%

Base: Consumers who visit a convenience store at least once a month
Source: EIQ Research Solutions



The percentage of millennial c-store shoppers who say they are buying beer more often from stores compared to a year ago (vs. 17.5% for all c-store shoppers).



Want to collaborate and share expertise with your peers? The Council of Retail Experts (CORE) is an exclusive network of convenience store retail leaders who do just that. For more information on how to join CORE, please visit www.cvcareinsights.com.



Survey respondents sourced via ProdegeMR, reinventing the market research process by taking a respondent first approach. Visit www.prodegemr.com for more info.