

Message in a Beer Bottle

Insight on beer buyers and non-buyers flows from new c-store shopper research

With so many alcoholic beverage options in the marketplace today, are convenience store shoppers still saying cheers to beer? EIQ Research Solutions, sister company of *Convenience Store News*, recently surveyed consumers who shop a c-store at least once a month about their beer-buying habits. While roughly a quarter say they never drink beer, four in 10 c-store shoppers say they drink beer weekly, and one in four imbibe multiple times a week. That adds up to a whole lot of opportunity for c-store retailers to froth up their beer sales.



How often do you drink beer?

| | Total Respondents |
|--|-------------------|
| Every day | 2.9% |
| Multiple times a week | 24.0% |
| Once a week | 14.3% |
| 2-3 times a month | 11.0% |
| Once a month | 6.8% |
| Every couple of months | 6.4% |
| Less often than every couple of months | 10.1% |
| Never | 24.4% |

The largest percentage of c-store shoppers who say they drink beer every day are those aged 18-24 (7% vs. 2.9% for all respondents).

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



74.1% vs. 59.1%

The percentage of female vs. male c-store shoppers who say they are drinking fewer alcoholic beverages now compared to a year ago.



24.4%

The percentage of c-store shoppers who say they never drink beer.

Why don't people drink beer?

- They don't drink alcohol **(48.3%)**
- They don't like the taste **(45.8%)**
- They prefer other alcoholic beverages **(7.6%)**
- They think beer has too many calories **(4.2%)**



Which types of beer do you prefer?

Hispanic c-store shoppers, in particular, have a stronger preference for beers from major brewers.

| | |
|--|-------|
| Beers from major brewers (e.g., Anheuser-Busch, MillerCoors) | 42.2% |
| Beers from smaller brewers | 29.3% |
| No preference | 28.5% |

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



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.cvcoreinsights.com.



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

