

# YouGov Realtime

## Craft Beer

US\_nat Sample: 11th - 12th May 2020



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	21-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

KYC\_Q1. How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?

Unweighted base	1209	549	660	281	377	551	205	216	483	305	804	153	176	76	437
<b>Base: All US Adults 21+</b>	1205	581	624	298	371	536	211	250	460	284	800	146	185	74	477
Daily	3%	5%	2%	7%	3%	2%	2%	2%	4%	4%	2%	10%	3%	1%	4%
Several times a week	3%	5%	2%	6%	5%	1%	4%	1%	4%	4%	3%	3%	3%	10%	2%
2 to 3 times a week	4%	4%	4%	5%	6%	1%	6%	2%	3%	6%	3%	4%	5%	5%	2%
Once a week	5%	6%	4%	8%	7%	2%	8%	3%	3%	6%	4%	3%	8%	5%	4%
2 to 3 times a month	5%	6%	4%	9%	5%	2%	7%	3%	4%	5%	5%	3%	4%	4%	2%
Once a month	4%	3%	4%	3%	4%	3%	3%	2%	4%	4%	4%	2%	3%	8%	2%
A few times a year	10%	11%	9%	9%	9%	11%	10%	9%	9%	12%	12%	4%	8%	8%	6%
Once a year or less	9%	10%	9%	8%	10%	10%	9%	10%	10%	8%	10%	5%	8%	8%	9%
Never	53%	48%	59%	37%	48%	66%	44%	64%	55%	48%	54%	57%	50%	42%	63%
Don't know	4%	3%	4%	8%	3%	2%	5%	4%	4%	3%	2%	8%	8%	8%	6%
Net: Drinks craft beer	43%	49%	37%	55%	48%	32%	51%	33%	41%	49%	44%	35%	42%	49%	31%
Net: Once a week or more	15%	20%	11%	26%	20%	6%	21%	8%	14%	20%	13%	20%	19%	21%	12%
Net: At least once a month, but less than weekly	8%	9%	8%	12%	9%	6%	11%	5%	8%	9%	9%	5%	7%	12%	4%
Net: At least once a year, but less than monthly	19%	20%	18%	17%	19%	20%	20%	19%	18%	20%	22%	9%	16%	16%	15%

KYC\_Q2a. Which THREE factors, if any, are most important to you when purchasing craft beer? Please select up to three options.

Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148
Price	34%	34%	34%	32%	37%	32%	35%	45%	29%	33%	36%	30%	28%	35%	34%
Brand/brewery	36%	36%	35%	32%	37%	38%	36%	42%	35%	33%	35%	24%	44%	38%	37%
Design of the packaging	10%	11%	9%	15%	12%	4%	18%	9%	6%	11%	10%	8%	16%	5%	11%
Alcohol percentage	24%	24%	24%	30%	24%	18%	31%	17%	22%	24%	22%	18%	28%	40%	19%
Type of beer (e.g., IPA)	54%	57%	50%	50%	55%	56%	52%	63%	53%	51%	60%	44%	40%	42%	45%
Region (i.e., where it's from)	16%	14%	18%	10%	16%	20%	13%	17%	16%	16%	17%	12%	12%	10%	11%
Recommendations and reviews	27%	26%	30%	26%	31%	25%	37%	30%	27%	19%	30%	21%	20%	30%	18%
Other	4%	5%	3%	4%	3%	6%	3%	1%	6%	6%	4%	3%	5%	5%	5%
Don't know	5%	4%	6%	4%	1%	9%	5%	3%	6%	4%	5%	3%	6%	3%	4%
Not applicable - I have never purchased craft beer	6%	5%	7%	4%	6%	7%	4%	5%	6%	6%	6%	7%	1%	8%	9%

To what extent do you like or dislike each of the following general styles of craft beer? Please select one option on each row.

Q4\_1. Clean and crisp

Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148
Like a lot	41%	39%	44%	34%	45%	44%	44%	49%	39%	36%	44%	33%	33%	40%	35%
Somewhat like	35%	36%	35%	32%	39%	34%	32%	40%	35%	35%	35%	33%	39%	31%	31%
Neither like nor dislike	10%	10%	9%	13%	9%	7%	10%	4%	8%	15%	8%	13%	14%	13%	10%
Somewhat dislike	4%	4%	4%	8%	1%	3%	6%	1%	4%	3%	3%	10%	4%	5%	7%
Dislike a lot	2%	2%	2%	5%	1%	-	2%	-	2%	3%	1%	-	5%	6%	3%
Don't know	4%	6%	2%	5%	3%	4%	3%	1%	5%	6%	4%	10%	1%	6%	8%
Not applicable - I've never had this style of craft beer before	4%	3%	5%	3%	2%	8%	2%	4%	7%	2%	5%	-	4%	-	6%
Net: Like	76%	75%	78%	66%	84%	78%	77%	89%	74%	71%	79%	67%	72%	71%	67%
Net: Dislike	6%	6%	6%	12%	2%	3%	8%	1%	6%	6%	4%	10%	9%	11%	9%

Q4\_2. Malty

Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148
Like a lot	15%	17%	12%	13%	19%	12%	17%	12%	13%	17%	15%	12%	12%	23%	10%
Somewhat like	31%	36%	25%	31%	34%	28%	30%	36%	27%	34%	32%	23%	30%	36%	26%
Neither like nor dislike	19%	20%	18%	20%	17%	20%	21%	17%	19%	19%	18%	26%	19%	19%	17%
Somewhat dislike	12%	10%	14%	9%	12%	14%	13%	12%	13%	9%	11%	9%	19%	5%	12%

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	Education			Marital Status										
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say

**KYC\_Q1. How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?**

Unweighted base	1209	391	246	135	616	15	70	32	733	258	118	54	16	4	26
<b>Base: All US Adults 21+</b>	1205	366	230	132	610	15	67	31	724	267	116	50	16	4	27
Daily	3%	2%	3%	3%	3%	21%	4%	3%	3%	4%	4%	2%	-	-	-
Several times a week	3%	2%	6%	9%	5%	-	6%	-	5%	2%	1%	2%	-	-	-
2 to 3 times a week	4%	3%	7%	7%	5%	8%	4%	-	5%	4%	2%	-	-	-	3%
Once a week	5%	4%	8%	7%	6%	14%	3%	-	5%	4%	3%	4%	6%	-	4%
2 to 3 times a month	5%	7%	7%	3%	4%	-	15%	10%	5%	4%	4%	1%	5%	-	2%
Once a month	4%	3%	6%	6%	4%	-	6%	11%	5%	2%	3%	4%	-	-	-
A few times a year	10%	12%	10%	16%	11%	-	13%	12%	11%	8%	11%	4%	18%	-	10%
Once a year or less	9%	9%	9%	12%	9%	6%	14%	4%	10%	10%	8%	8%	-	-	4%
Never	53%	54%	42%	36%	52%	52%	49%	49%	50%	57%	61%	71%	59%	22%	52%
Don't know	4%	3%	2%	1%	2%	-	1%	13%	2%	4%	4%	4%	12%	78%	25%
Net: Drinks craft beer	43%	42%	56%	63%	47%	48%	64%	39%	48%	39%	35%	25%	29%	-	23%
Net: Once a week or more	15%	11%	24%	25%	18%	42%	16%	3%	18%	14%	11%	8%	6%	-	7%
Net: At least once a month, but less than weekly	8%	10%	13%	9%	9%	-	22%	21%	10%	6%	6%	6%	5%	-	2%
Net: At least once a year, but less than monthly	19%	21%	19%	28%	20%	6%	27%	15%	20%	19%	18%	11%	18%	-	14%

**KYC\_Q2a. Which THREE factors, if any, are most important to you when purchasing craft beer? Please select up to three options.**

Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7
<b>Base: US Adults 21+ craft beer drinkers</b>	515	165	129	83	285	7	43	12	348	103	41	13	5	-	6
Price	34%	39%	32%	28%	34%	15%	46%	29%	35%	38%	21%	22%	21%	-	17%
Brand/brewery	36%	28%	37%	45%	38%	13%	25%	38%	36%	32%	55%	42%	-	-	43%
Design of the packaging	10%	11%	8%	11%	10%	16%	8%	8%	10%	13%	5%	6%	-	-	16%
Alcohol percentage	24%	26%	21%	33%	23%	28%	19%	45%	24%	27%	22%	8%	35%	-	16%
Type of beer (e.g., IPA)	54%	54%	57%	65%	56%	57%	57%	70%	57%	47%	56%	38%	60%	-	31%
Region (i.e., where it's from)	16%	17%	19%	16%	17%	43%	9%	-	16%	13%	18%	16%	-	-	17%
Recommendations and reviews	27%	25%	36%	34%	30%	-	21%	43%	29%	20%	22%	41%	39%	-	55%
Other	4%	4%	3%	5%	4%	-	4%	-	4%	4%	5%	16%	23%	-	-
Don't know	5%	7%	4%	1%	3%	13%	2%	15%	4%	6%	10%	14%	-	-	-
Not applicable - I have never purchased craft beer	6%	5%	4%	3%	7%	-	7%	-	6%	7%	-	-	-	-	-

**To what extent do you like or dislike each of the following general styles of craft beer? Please select one option on each row.**

**Q4\_1. Clean and crisp**

Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7
<b>Base: US Adults 21+ craft beer drinkers</b>	515	165	129	83	285	7	43	12	348	103	41	13	5	-	6
Like a lot	41%	37%	44%	54%	43%	15%	49%	52%	43%	37%	28%	58%	21%	-	44%
Somewhat like	35%	32%	42%	36%	38%	29%	34%	40%	37%	33%	30%	10%	56%	-	29%
Neither like nor dislike	10%	14%	6%	6%	10%	13%	7%	8%	9%	11%	10%	-	23%	-	17%
Somewhat dislike	4%	4%	2%	1%	2%	30%	2%	-	2%	8%	4%	7%	-	-	9%
Dislike a lot	2%	4%	-	-	0%	13%	2%	-	1%	4%	5%	9%	-	-	-
Don't know	4%	4%	2%	2%	3%	-	2%	-	3%	4%	15%	8%	-	-	-
Not applicable - I've never had this style of craft beer before	4%	5%	3%	1%	4%	-	5%	-	4%	4%	7%	8%	-	-	-
Net: Like	76%	69%	87%	90%	81%	44%	83%	92%	81%	69%	58%	68%	77%	-	74%
Net: Dislike	6%	8%	2%	1%	2%	43%	4%	-	3%	12%	9%	16%	-	-	9%

**Q4\_2. Malty**

Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7
<b>Base: US Adults 21+ craft beer drinkers</b>	515	165	129	83	285	7	43	12	348	103	41	13	5	-	6
Like a lot	15%	15%	16%	22%	19%	-	7%	15%	17%	12%	9%	-	17%	-	17%
Somewhat like	31%	30%	38%	32%	33%	-	33%	16%	32%	33%	22%	16%	62%	-	15%
Neither like nor dislike	19%	25%	18%	16%	15%	62%	22%	18%	17%	24%	16%	40%	-	-	52%
Somewhat dislike	12%	10%	12%	12%	11%	-	15%	14%	11%	13%	18%	7%	-	-	-

# YouGov Realtime

## Craft Beer

US\_nat Sample: 11th - 12th May 2020



Total	Parent or guardian of any children					Income				Facebook	Twitter	LinkedIn	Google+	MySpace
	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say					

KYC\_Q1. How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?

Unweighted base	1209	305	441	699	459	50	400	356	277	176	957	451	351	152	66
<b>Base: All US Adults 21+</b>	1205	300	434	687	464	52	405	349	271	180	950	445	343	150	68
Daily	3%	4%	2%	3%	3%	2%	5%	2%	3%	2%	3%	3%	2%	4%	12%
Several times a week	3%	8%	2%	4%	3%	3%	2%	2%	7%	3%	4%	4%	4%	2%	1%
2 to 3 times a week	4%	8%	3%	5%	2%	2%	3%	4%	6%	2%	4%	5%	5%	3%	11%
Once a week	5%	8%	3%	5%	5%	9%	5%	5%	8%	1%	5%	6%	7%	4%	6%
2 to 3 times a month	5%	8%	2%	5%	4%	3%	4%	5%	7%	2%	5%	5%	5%	5%	8%
Once a month	4%	5%	3%	4%	4%	2%	3%	3%	6%	3%	4%	4%	4%	2%	1%
A few times a year	10%	9%	11%	10%	11%	2%	7%	12%	11%	9%	10%	10%	12%	8%	10%
Once a year or less	9%	10%	10%	10%	9%	8%	10%	9%	9%	8%	11%	11%	13%	10%	13%
Never	53%	38%	63%	53%	58%	38%	56%	56%	41%	60%	53%	50%	45%	59%	39%
Don't know	4%	2%	1%	2%	4%	32%	6%	1%	1%	10%	4%	2%	1%	4%	-
Net: Drinks craft beer	43%	59%	35%	45%	41%	30%	38%	43%	58%	30%	44%	48%	53%	37%	61%
Net: Once a week or more	15%	28%	9%	17%	13%	16%	15%	13%	24%	7%	15%	18%	19%	13%	30%
Net: At least once a month, but less than weekly	8%	13%	5%	9%	8%	5%	7%	8%	13%	5%	8%	9%	9%	7%	9%
Net: At least once a year, but less than monthly	19%	19%	21%	20%	19%	9%	16%	22%	20%	18%	20%	21%	26%	18%	22%

KYC\_Q2a. Which THREE factors, if any, are most important to you when purchasing craft beer? Please select up to three options.

Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Price	34%	34%	36%	35%	33%	45%	40%	34%	32%	22%	36%	36%	34%	38%	19%
Brand/brewery	36%	33%	38%	35%	36%	32%	31%	39%	39%	33%	36%	37%	37%	32%	24%
Design of the packaging	10%	18%	5%	12%	7%	12%	10%	9%	12%	9%	9%	9%	10%	10%	24%
Alcohol percentage	24%	28%	22%	26%	20%	35%	26%	26%	23%	14%	24%	26%	24%	24%	26%
Type of beer (e.g., IPA)	54%	48%	58%	52%	60%	16%	49%	51%	62%	53%	53%	58%	59%	50%	51%
Region (i.e., where it's from)	16%	12%	16%	14%	18%	23%	11%	15%	19%	23%	15%	14%	14%	11%	9%
Recommendations and reviews	27%	30%	25%	27%	29%	11%	17%	30%	30%	40%	30%	33%	33%	25%	26%
Other	4%	2%	6%	3%	6%	-	3%	7%	4%	-	4%	3%	5%	6%	4%
Don't know	5%	3%	7%	5%	5%	3%	5%	5%	3%	11%	5%	6%	5%	9%	11%
Not applicable - I have never purchased craft beer	6%	3%	6%	5%	7%	6%	8%	5%	3%	6%	6%	4%	5%	2%	2%

To what extent do you like or dislike each of the following general styles of craft beer? Please select one option on each row.

Q4\_1. Clean and crisp

Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	41%	41%	45%	43%	40%	24%	34%	42%	47%	42%	44%	46%	50%	41%	43%
Somewhat like	35%	40%	33%	37%	32%	31%	32%	33%	40%	34%	35%	37%	34%	33%	27%
Neither like nor dislike	10%	8%	9%	9%	9%	27%	12%	10%	7%	9%	9%	6%	6%	14%	12%
Somewhat dislike	4%	3%	2%	2%	6%	-	7%	3%	2%	5%	5%	3%	4%	2%	4%
Dislike a lot	2%	3%	1%	2%	2%	12%	4%	2%	-	2%	1%	1%	-	3%	-
Don't know	4%	3%	3%	3%	7%	-	5%	5%	3%	4%	3%	2%	4%	7%	12%
Not applicable - I've never had this style of craft beer before	4%	2%	7%	4%	4%	6%	6%	5%	1%	5%	5%	3%	3%	-	2%
Net: Like	76%	82%	78%	80%	72%	55%	67%	75%	87%	75%	79%	84%	83%	74%	69%
Net: Dislike	6%	5%	2%	4%	8%	12%	10%	5%	2%	7%	6%	5%	4%	5%	4%

Q4\_2. Malty

Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	15%	22%	13%	17%	11%	14%	10%	17%	18%	10%	16%	22%	20%	16%	25%
Somewhat like	31%	32%	29%	31%	32%	32%	25%	33%	36%	30%	30%	31%	31%	23%	18%
Neither like nor dislike	19%	18%	20%	19%	19%	19%	23%	17%	16%	22%	20%	16%	17%	18%	12%
Somewhat dislike	12%	10%	15%	12%	10%	19%	12%	9%	14%	13%	11%	13%	11%	15%	9%

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	Social networks membership												Not applicable I am not currently a member of any social	Daily	Several times a week
	Pinterest	Tumblr	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know				

KYC\_Q1. How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?

Unweighted base	1209	396	95	445	215	115	14	7	27	6	33	7	116	33	42
<b>Base: All US Adults 21+</b>	1205	384	90	448	218	122	17	7	25	6	34	7	112	39	42
Daily	3%	2%	9%	4%	5%	4%	36%	-	4%	-	-	-	1%	100%	-
Several times a week	3%	3%	2%	5%	5%	5%	15%	-	14%	-	5%	-	2%	-	100%
2 to 3 times a week	4%	5%	11%	6%	5%	6%	12%	29%	4%	33%	6%	-	1%	-	-
Once a week	5%	4%	4%	6%	4%	8%	12%	33%	10%	37%	6%	-	2%	-	-
2 to 3 times a month	5%	5%	3%	4%	5%	4%	-	13%	4%	-	-	-	2%	-	-
Once a month	4%	4%	3%	5%	5%	7%	7%	13%	4%	15%	3%	-	2%	-	-
A few times a year	10%	10%	16%	12%	12%	9%	4%	12%	18%	-	14%	-	10%	-	-
Once a year or less	9%	12%	7%	11%	12%	10%	-	-	10%	-	3%	15%	4%	-	-
Never	53%	53%	42%	44%	41%	45%	12%	-	29%	14%	64%	39%	71%	-	-
Don't know	4%	2%	3%	4%	6%	3%	-	-	4%	-	-	45%	5%	-	-
Net: Drinks craft beer	43%	44%	55%	52%	53%	53%	88%	100%	67%	86%	36%	15%	24%	100%	100%
Net: Once a week or more	15%	14%	26%	20%	19%	24%	76%	61%	31%	70%	18%	-	5%	100%	100%
Net: At least once a month, but less than weekly	8%	8%	6%	9%	10%	10%	7%	26%	8%	15%	3%	-	4%	-	-
Net: At least once a year, but less than monthly	19%	22%	23%	23%	23%	19%	4%	12%	28%	-	16%	15%	14%	-	-

KYC\_Q2a. Which THREE factors, if any, are most important to you when purchasing craft beer? Please select up to three options.

Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42
Price	34%	34%	31%	33%	32%	40%	6%	33%	29%	44%	41%	100%	32%	29%	19%
Brand/brewery	36%	37%	46%	38%	40%	43%	53%	42%	64%	56%	63%	-	33%	40%	47%
Design of the packaging	10%	9%	9%	9%	10%	17%	19%	13%	11%	-	9%	100%	8%	5%	13%
Alcohol percentage	24%	24%	30%	26%	32%	31%	40%	48%	25%	64%	32%	-	19%	25%	39%
Type of beer (e.g., IPA)	54%	61%	49%	59%	59%	76%	61%	33%	59%	43%	50%	-	54%	56%	53%
Region (i.e., where it's from)	16%	17%	2%	15%	9%	18%	-	-	19%	-	6%	100%	26%	16%	18%
Recommendations and reviews	27%	36%	27%	30%	37%	35%	34%	29%	38%	39%	24%	-	19%	16%	22%
Other	4%	3%	6%	4%	4%	5%	-	12%	-	-	7%	-	11%	-	5%
Don't know	5%	5%	5%	5%	3%	4%	-	-	-	-	7%	-	-	-	-
Not applicable - I have never purchased craft beer	6%	5%	7%	4%	4%	-	-	-	-	-	-	-	12%	3%	7%

To what extent do you like or dislike each of the following general styles of craft beer? Please select one option on each row.

**Q4\_1. Clean and crisp**

Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42
Like a lot	41%	46%	57%	48%	53%	60%	44%	48%	66%	64%	39%	-	34%	46%	38%
Somewhat like	35%	34%	24%	31%	30%	27%	21%	26%	31%	18%	39%	-	35%	25%	42%
Neither like nor dislike	10%	7%	7%	10%	5%	5%	-	-	3%	-	15%	-	8%	-	16%
Somewhat dislike	4%	2%	4%	3%	3%	3%	-	-	-	-	-	-	4%	-	-
Dislike a lot	2%	2%	-	2%	4%	3%	-	13%	-	-	-	-	-	5%	-
Don't know	4%	3%	6%	6%	3%	-	35%	-	-	-	7%	-	15%	16%	2%
Not applicable - I've never had this style of craft beer before	4%	5%	2%	2%	2%	2%	-	13%	-	18%	-	100%	4%	-	2%
Net: Like	76%	80%	81%	78%	83%	87%	65%	74%	97%	82%	78%	-	69%	71%	79%
Net: Dislike	6%	4%	4%	5%	7%	7%	-	13%	-	-	-	-	4%	13%	-

**Q4\_2. Malty**

Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42
Like a lot	15%	14%	15%	16%	17%	18%	25%	15%	22%	21%	26%	-	12%	23%	22%
Somewhat like	31%	26%	26%	29%	28%	33%	35%	59%	40%	79%	22%	-	27%	25%	43%
Neither like nor dislike	19%	20%	27%	19%	20%	17%	5%	12%	11%	-	31%	-	20%	17%	7%
Somewhat dislike	12%	14%	10%	13%	11%	19%	-	-	21%	-	8%	-	11%	2%	13%

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?											
	2 to 3 times a week	Once a week	2 to 3 times a month	Once a month	A few times a year	Once a year or less	Never	Don't know	Net: Drinks craft beer	Net: Once a week or more	Net: At least once a month, but less than weekly	Net: At least once a year, but less than monthly

KYC\_Q1. How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?

Unweighted base	1209	48	55	59	49	121	110	647	45	517	178	108	231
<b>Base: All US Adults 21+</b>	1205	46	59	56	45	118	111	644	45	515	186	101	229
Daily	3%	-	-	-	-	-	-	-	-	8%	21%	-	-
Several times a week	3%	-	-	-	-	-	-	-	-	8%	23%	-	-
2 to 3 times a week	4%	100%	-	-	-	-	-	-	-	9%	25%	-	-
Once a week	5%	-	100%	-	-	-	-	-	-	11%	32%	-	-
2 to 3 times a month	5%	-	-	100%	-	-	-	-	-	11%	-	56%	-
Once a month	4%	-	-	-	100%	-	-	-	-	9%	-	44%	-
A few times a year	10%	-	-	-	-	100%	-	-	-	23%	-	-	52%
Once a year or less	9%	-	-	-	-	-	100%	-	-	22%	-	-	48%
Never	53%	-	-	-	-	-	-	100%	-	-	-	-	-
Don't know	4%	-	-	-	-	-	-	-	100%	-	-	-	-
Net: Drinks craft beer	43%	100%	100%	100%	100%	100%	100%	-	-	100%	100%	100%	100%
Net: Once a week or more	15%	100%	100%	-	-	-	-	-	-	36%	100%	-	-
Net: At least once a month, but less than weekly	8%	-	-	100%	100%	-	-	-	-	20%	-	100%	-
Net: At least once a year, but less than monthly	19%	-	-	-	-	100%	100%	-	-	44%	-	-	100%

KYC\_Q2a. Which THREE factors, if any, are most important to you when purchasing craft beer? Please select up to three options.

Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Price	34%	43%	50%	35%	35%	35%	28%	-	-	34%	37%	35%	32%
Brand/brewery	36%	40%	56%	44%	42%	26%	21%	-	-	36%	47%	43%	24%
Design of the packaging	10%	18%	17%	19%	5%	6%	6%	-	-	10%	14%	13%	6%
Alcohol percentage	24%	25%	27%	26%	30%	23%	13%	-	-	24%	29%	28%	18%
Type of beer (e.g., IPA)	54%	46%	53%	50%	70%	68%	37%	-	-	54%	52%	59%	53%
Region (i.e., where it's from)	16%	15%	17%	20%	16%	17%	11%	-	-	16%	17%	18%	14%
Recommendations and reviews	27%	24%	26%	29%	27%	34%	28%	-	-	27%	22%	28%	31%
Other	4%	2%	2%	3%	6%	7%	5%	-	-	4%	2%	5%	6%
Don't know	5%	2%	-	2%	2%	5%	14%	-	-	5%	1%	2%	9%
Not applicable - I have never purchased craft beer	6%	-	-	-	4%	3%	17%	-	-	6%	2%	2%	10%

To what extent do you like or dislike each of the following general styles of craft beer? Please select one option on each row.

**Q4\_1. Clean and crisp**

Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	41%	39%	41%	36%	53%	47%	32%	-	-	41%	41%	44%	40%
Somewhat like	35%	44%	30%	41%	23%	34%	39%	-	-	35%	35%	33%	36%
Neither like nor dislike	10%	13%	21%	7%	8%	7%	8%	-	-	10%	14%	7%	7%
Somewhat dislike	4%	-	4%	8%	6%	3%	4%	-	-	4%	3%	7%	3%
Dislike a lot	2%	2%	-	5%	7%	-	1%	-	-	2%	2%	6%	0%
Don't know	4%	2%	2%	4%	-	4%	6%	-	-	4%	5%	2%	5%
Not applicable - I've never had this style of craft beer before	4%	-	2%	-	2%	6%	11%	-	-	4%	1%	1%	8%
Net: Like	76%	83%	71%	77%	77%	81%	71%	-	-	76%	76%	77%	76%
Net: Dislike	6%	2%	4%	13%	13%	3%	4%	-	-	6%	5%	13%	3%

**Q4\_2. Malty**

Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	15%	26%	9%	14%	28%	13%	6%	-	-	15%	19%	20%	9%
Somewhat like	31%	33%	49%	35%	35%	24%	22%	-	-	31%	39%	35%	23%
Neither like nor dislike	19%	22%	18%	19%	12%	21%	25%	-	-	19%	16%	16%	23%
Somewhat dislike	12%	11%	10%	14%	9%	14%	14%	-	-	12%	9%	12%	14%

# YouGov Realtime

## Craft Beer

US\_nat Sample: 11th - 12th May 2020



	Total	Gender		Age			Region				Race				No HS, High school graduate	
		Male	Female	21-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
Dislike a lot	9%	6%	13%	10%	9%	7%	4%	11%	11%	9%	9%	5%	10%	8%	8%	
Don't know	7%	7%	8%	10%	4%	8%	8%	4%	8%	7%	7%	18%	4%	6%	11%	
Not applicable - I've never had this style of craft beer before	7%	4%	10%	6%	4%	10%	7%	8%	8%	4%	8%	6%	5%	3%	15%	
Net: Like	46%	53%	37%	44%	53%	40%	47%	48%	40%	52%	47%	35%	43%	59%	36%	
Net: Dislike	21%	16%	27%	19%	21%	22%	16%	23%	24%	18%	21%	14%	29%	13%	20%	
<b>Q4_3. Sweet</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	
Like a lot	17%	14%	21%	23%	22%	6%	20%	17%	14%	18%	13%	21%	28%	21%	12%	
Somewhat like	29%	26%	32%	29%	34%	23%	24%	33%	27%	32%	32%	17%	26%	24%	27%	
Neither like nor dislike	16%	18%	14%	16%	13%	20%	21%	13%	18%	15%	29%	14%	15%	18%		
Somewhat dislike	14%	15%	13%	13%	15%	14%	13%	14%	12%	18%	14%	12%	10%	23%	13%	
Dislike a lot	11%	15%	7%	6%	11%	16%	12%	13%	11%	13%	3%	12%	8%	12%		
Don't know	7%	8%	6%	7%	4%	10%	4%	3%	9%	8%	7%	14%	5%	5%	9%	
Not applicable - I've never had this style of craft beer before	6%	4%	7%	5%	2%	9%	5%	7%	8%	2%	6%	3%	5%	3%	10%	
Net: Like	46%	40%	52%	52%	56%	30%	44%	50%	42%	50%	45%	39%	54%	45%	39%	
Net: Dislike	25%	29%	20%	20%	25%	31%	25%	27%	23%	28%	27%	16%	22%	32%	25%	
<b>Q4_4. Fruity</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	
Like a lot	19%	14%	26%	26%	21%	11%	23%	23%	17%	16%	18%	15%	25%	29%	12%	
Somewhat like	33%	33%	33%	29%	41%	28%	30%	35%	28%	41%	35%	31%	29%	26%	30%	
Neither like nor dislike	16%	16%	15%	14%	16%	17%	21%	10%	15%	15%	16%	12%	19%	13%	14%	
Somewhat dislike	12%	16%	7%	12%	10%	15%	10%	12%	13%	13%	11%	14%	14%	14%	12%	
Dislike a lot	10%	11%	8%	7%	7%	15%	8%	12%	12%	7%	11%	8%	6%	10%	14%	
Don't know	4%	3%	5%	5%	2%	6%	3%	2%	7%	4%	4%	4%	5%	5%	5%	
Not applicable - I've never had this style of craft beer before	6%	7%	6%	8%	3%	8%	4%	5%	8%	5%	6%	15%	2%	3%	13%	
Net: Like	52%	47%	58%	55%	63%	39%	53%	59%	45%	57%	52%	46%	54%	55%	42%	
Net: Dislike	22%	27%	15%	19%	17%	30%	18%	24%	25%	19%	22%	22%	20%	24%	26%	
<b>Q4_5. Spicy</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	
Like a lot	10%	11%	10%	11%	14%	6%	11%	9%	7%	14%	8%	14%	18%	11%	11%	
Somewhat like	25%	28%	22%	27%	30%	18%	24%	27%	22%	29%	26%	15%	22%	34%	15%	
Neither like nor dislike	18%	20%	15%	17%	16%	21%	23%	26%	16%	13%	19%	22%	20%	2%	24%	
Somewhat dislike	12%	14%	10%	13%	11%	12%	12%	7%	13%	15%	11%	19%	14%	12%	10%	
Dislike a lot	17%	14%	21%	17%	18%	18%	16%	13%	19%	18%	17%	16%	16%	19%	19%	
Don't know	6%	6%	7%	4%	4%	11%	5%	4%	9%	4%	8%	1%	3%	8%	6%	
Not applicable - I've never had this style of craft beer before	11%	7%	16%	10%	9%	14%	10%	14%	13%	7%	11%	13%	6%	14%	15%	
Net: Like	35%	38%	31%	37%	44%	24%	34%	36%	29%	43%	34%	29%	40%	45%	25%	
Net: Dislike	29%	28%	31%	31%	27%	30%	27%	20%	32%	33%	28%	35%	31%	30%	29%	
<b>Q4_6. Sour / tart</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	
Like a lot	13%	13%	13%	14%	18%	7%	18%	12%	12%	11%	14%	11%	14%	8%	7%	
Somewhat like	19%	18%	19%	28%	16%	12%	15%	14%	16%	27%	16%	23%	18%	36%	13%	
Neither like nor dislike	19%	23%	15%	21%	18%	19%	24%	16%	18%	20%	19%	20%	21%	23%	21%	
Somewhat dislike	18%	17%	19%	12%	19%	22%	19%	24%	17%	14%	20%	13%	12%	17%	14%	
Dislike a lot	19%	18%	19%	11%	20%	24%	16%	16%	23%	16%	20%	15%	21%	8%	23%	
Don't know	6%	6%	5%	7%	5%	5%	5%	3%	6%	7%	4%	15%	7%	3%	12%	
Not applicable - I've never had this style of craft beer before	7%	5%	10%	7%	4%	11%	3%	15%	8%	4%	8%	3%	7%	6%	10%	
Net: Like	31%	31%	32%	42%	34%	19%	33%	25%	28%	39%	30%	34%	32%	44%	21%	

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	Education			Marital Status											
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	
Dislike a lot	9%	10%	9%	8%	25%	14%	30%	10%	3%	10%	15%	21%	-	-	
Don't know	7%	3%	8%	7%	13%	4%	-	6%	8%	15%	14%	-	-	-	
Not applicable - I've never had this style of craft beer before	7%	5%	3%	1%	7%	-	5%	7%	6%	10%	8%	-	-	16%	
Net: Like	46%	54%	53%	52%	-	41%	31%	49%	46%	30%	16%	79%	-	32%	
Net: Dislike	21%	19%	22%	19%	25%	29%	44%	21%	17%	28%	22%	21%	-	-	
<b>Q4_3. Sweet</b>															
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6
Like a lot	17%	18%	18%	21%	18%	16%	11%	32%	17%	19%	11%	7%	17%	-	12%
Somewhat like	29%	24%	36%	29%	34%	30%	22%	32%	21%	23%	14%	21%	-	32%	
Neither like nor dislike	16%	21%	11%	14%	13%	-	17%	14%	23%	18%	50%	-	-	9%	
Somewhat dislike	14%	15%	14%	16%	14%	15%	20%	-	14%	15%	12%	-	21%	-	31%
Dislike a lot	11%	10%	12%	11%	11%	25%	20%	22%	13%	9%	6%	-	23%	-	
Don't know	7%	7%	5%	8%	4%	13%	5%	-	4%	9%	20%	14%	17%	-	-
Not applicable - I've never had this style of craft beer before	6%	5%	4%	-	5%	-	5%	-	5%	4%	10%	15%	-	-	16%
Net: Like	46%	42%	54%	51%	52%	47%	33%	64%	50%	41%	34%	21%	38%	-	44%
Net: Dislike	25%	25%	26%	27%	25%	40%	40%	22%	27%	24%	18%	-	44%	-	31%
<b>Q4_4. Fruity</b>															
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6
Like a lot	19%	19%	21%	30%	22%	-	27%	8%	22%	16%	9%	9%	21%	-	12%
Somewhat like	33%	28%	43%	32%	35%	16%	28%	31%	33%	34%	27%	30%	38%	-	32%
Neither like nor dislike	16%	18%	14%	17%	15%	13%	19%	25%	15%	19%	6%	30%	-	-	13%
Somewhat dislike	12%	14%	11%	13%	11%	46%	11%	23%	12%	13%	19%	-	-	-	
Dislike a lot	10%	10%	6%	6%	10%	13%	12%	7%	10%	8%	9%	8%	23%	-	9%
Don't know	4%	6%	2%	2%	4%	13%	2%	-	4%	4%	7%	15%	17%	-	-
Not applicable - I've never had this style of craft beer before	6%	5%	3%	-	4%	-	2%	6%	4%	5%	22%	8%	-	-	33%
Net: Like	52%	47%	64%	62%	57%	16%	55%	38%	55%	51%	36%	39%	60%	-	44%
Net: Dislike	22%	23%	17%	19%	21%	58%	22%	30%	22%	21%	28%	8%	23%	-	9%
<b>Q4_5. Spicy</b>															
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6
Like a lot	10%	7%	14%	10%	10%	-	9%	-	10%	11%	12%	6%	39%	-	12%
Somewhat like	25%	28%	26%	36%	27%	28%	26%	23%	26%	26%	13%	17%	-	-	48%
Neither like nor dislike	18%	17%	13%	19%	19%	59%	15%	8%	19%	18%	13%	25%	17%	-	-
Somewhat dislike	12%	16%	12%	9%	11%	13%	11%	8%	11%	13%	21%	7%	23%	-	13%
Dislike a lot	17%	15%	19%	15%	18%	-	24%	13%	19%	13%	17%	14%	21%	-	9%
Don't know	6%	7%	6%	7%	7%	-	4%	7%	6%	6%	7%	22%	-	-	-
Not applicable - I've never had this style of craft beer before	11%	11%	10%	4%	8%	-	11%	40%	9%	14%	18%	9%	-	-	17%
Net: Like	35%	34%	41%	46%	37%	28%	34%	23%	36%	36%	25%	23%	39%	-	60%
Net: Dislike	29%	31%	31%	24%	29%	13%	35%	21%	29%	26%	38%	21%	44%	-	23%
<b>Q4_6. Sour / tart</b>															
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6
Like a lot	13%	9%	19%	20%	16%	-	14%	8%	15%	11%	7%	-	-	-	15%
Somewhat like	19%	19%	26%	15%	18%	29%	22%	23%	19%	21%	9%	15%	39%	-	-
Neither like nor dislike	19%	22%	15%	19%	17%	46%	18%	17%	18%	27%	20%	7%	-	-	25%
Somewhat dislike	18%	18%	19%	23%	19%	-	12%	26%	18%	14%	15%	41%	38%	-	9%
Dislike a lot	19%	20%	17%	17%	18%	13%	28%	20%	14%	22%	22%	23%	-	-	17%
Don't know	6%	5%	2%	2%	5%	13%	-	-	4%	8%	12%	6%	-	-	-
Not applicable - I've never had this style of craft beer before	7%	7%	5%	4%	7%	-	5%	6%	6%	6%	15%	8%	-	-	33%
Net: Like	31%	29%	45%	35%	34%	29%	36%	31%	34%	32%	15%	15%	39%	-	15%

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	Parent or guardian of any children					Income				Facebook	Twitter	LinkedIn	Google+	MySpace	
	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say						
Dislike a lot	9%	9%	8%	9%	10%	6%	9%	9%	7%	12%	8%	7%	10%	13%	15%
Don't know	7%	6%	6%	5%	11%	3%	11%	7%	4%	5%	6%	6%	6%	15%	18%
Not applicable - I've never had this style of craft beer before	7%	4%	9%	7%	7%	6%	9%	7%	4%	8%	7%	5%	5%	-	2%
Net: Like	46%	54%	42%	48%	43%	46%	35%	50%	54%	40%	47%	53%	51%	40%	44%
Net: Dislike	21%	19%	23%	21%	20%	25%	21%	18%	21%	24%	20%	21%	21%	28%	24%
<b>Q4_3. Sweet</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	17%	29%	9%	20%	13%	7%	16%	19%	19%	10%	18%	22%	20%	22%	40%
Somewhat like	29%	37%	29%	32%	25%	12%	22%	31%	33%	29%	30%	32%	28%	28%	17%
Neither like nor dislike	16%	11%	19%	14%	18%	28%	15%	22%	12%	18%	17%	15%	14%	13%	5%
Somewhat dislike	14%	10%	13%	11%	18%	28%	19%	8%	15%	16%	14%	13%	15%	14%	9%
Dislike a lot	11%	8%	15%	12%	11%	-	14%	9%	12%	9%	11%	9%	13%	14%	11%
Don't know	7%	3%	6%	4%	11%	12%	10%	6%	5%	8%	5%	5%	6%	8%	14%
Not applicable - I've never had this style of craft beer before	6%	3%	8%	5%	5%	12%	6%	5%	4%	11%	5%	4%	5%	1%	2%
Net: Like	46%	66%	38%	52%	37%	19%	38%	50%	52%	39%	48%	54%	47%	50%	58%
Net: Dislike	25%	18%	28%	23%	29%	28%	32%	17%	27%	25%	25%	22%	28%	28%	21%
<b>Q4_4. Fruity</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	19%	31%	9%	22%	16%	10%	17%	15%	27%	14%	22%	28%	21%	24%	27%
Somewhat like	33%	34%	32%	32%	35%	13%	27%	42%	31%	31%	32%	34%	35%	33%	36%
Neither like nor dislike	16%	10%	17%	13%	19%	28%	15%	16%	16%	17%	15%	12%	13%	20%	7%
Somewhat dislike	12%	12%	14%	14%	10%	16%	14%	11%	13%	10%	13%	12%	16%	9%	7%
Dislike a lot	10%	8%	15%	11%	9%	-	12%	9%	9%	9%	8%	8%	8%	7%	4%
Don't know	4%	3%	6%	4%	4%	20%	5%	3%	4%	9%	3%	3%	3%	4%	4%
Not applicable - I've never had this style of craft beer before	6%	2%	8%	5%	7%	13%	10%	6%	1%	11%	5%	4%	5%	3%	14%
Net: Like	52%	65%	41%	54%	52%	22%	44%	56%	59%	45%	54%	61%	56%	57%	63%
Net: Dislike	22%	20%	29%	24%	19%	16%	26%	20%	21%	19%	22%	20%	24%	16%	11%
<b>Q4_5. Spicy</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	10%	16%	5%	10%	8%	15%	12%	10%	11%	4%	10%	14%	11%	10%	18%
Somewhat like	25%	27%	23%	25%	26%	19%	22%	21%	34%	21%	26%	28%	28%	18%	27%
Neither like nor dislike	18%	20%	19%	20%	15%	22%	15%	21%	18%	21%	17%	14%	16%	22%	13%
Somewhat dislike	12%	12%	14%	13%	12%	11%	14%	12%	11%	10%	11%	11%	10%	18%	21%
Dislike a lot	17%	15%	18%	16%	20%	-	17%	19%	15%	17%	18%	18%	17%	18%	17%
Don't know	6%	3%	8%	5%	7%	15%	6%	6%	6%	10%	6%	5%	9%	8%	-
Not applicable - I've never had this style of craft beer before	11%	7%	14%	11%	11%	18%	14%	11%	6%	16%	12%	10%	9%	9%	4%
Net: Like	35%	42%	28%	35%	34%	34%	34%	31%	44%	26%	35%	42%	39%	28%	45%
Net: Dislike	29%	27%	32%	29%	32%	11%	31%	31%	27%	27%	29%	29%	27%	34%	38%
<b>Q4_6. Sour / tart</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	13%	17%	8%	13%	14%	13%	8%	12%	18%	14%	12%	15%	16%	15%	18%
Somewhat like	19%	23%	13%	19%	16%	21%	17%	16%	25%	12%	18%	20%	19%	21%	21%
Neither like nor dislike	19%	18%	16%	17%	23%	29%	20%	18%	20%	23%	20%	18%	17%	11%	6%
Somewhat dislike	18%	15%	22%	19%	17%	6%	18%	20%	16%	18%	18%	21%	22%	19%	17%
Dislike a lot	19%	16%	20%	20%	17%	15%	22%	19%	14%	20%	19%	16%	17%	19%	17%
Don't know	6%	5%	5%	4%	8%	3%	8%	6%	4%	3%	4%	4%	3%	11%	14%
Not applicable - I've never had this style of craft beer before	7%	5%	10%	8%	6%	13%	8%	8%	4%	10%	8%	6%	6%	6%	7%
Net: Like	31%	40%	21%	32%	30%	34%	25%	29%	43%	26%	31%	35%	35%	35%	39%



**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	Social networks membership													Not applicable I am not currently a member of any social	Daily	Several times a week
	Pinterest	Tumblr	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know					
Dislike a lot	9%	11%	9%	8%	10%	6%	-	13%	-	-	7%	-	11%	13%	5%	
Don't know	7%	8%	6%	10%	8%	1%	35%	-	-	-	7%	-	11%	17%	2%	
Not applicable - I've never had this style of craft beer before	7%	7%	6%	5%	7%	5%	-	-	7%	-	-	100%	8%	3%	8%	
Net: Like	46%	40%	42%	45%	44%	51%	60%	75%	61%	100%	48%	-	39%	48%	65%	
Net: Dislike	21%	25%	19%	21%	21%	25%	-	13%	21%	-	15%	-	22%	15%	17%	
<b>Q4_3. Sweet</b>																
Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42	
Like a lot	17%	19%	31%	21%	24%	18%	39%	48%	16%	64%	23%	-	6%	21%	28%	
Somewhat like	29%	37%	34%	32%	32%	24%	13%	27%	23%	36%	16%	-	15%	27%	25%	
Neither like nor dislike	16%	13%	16%	17%	15%	27%	7%	-	-	16%	-	-	21%	11%	5%	
Somewhat dislike	14%	12%	4%	11%	11%	14%	6%	25%	35%	-	14%	-	17%	9%	29%	
Dislike a lot	11%	10%	7%	10%	8%	13%	-	-	16%	-	16%	-	8%	16%	7%	
Don't know	7%	4%	4%	7%	4%	1%	35%	-	3%	-	14%	-	18%	16%	2%	
Not applicable - I've never had this style of craft beer before	6%	5%	3%	3%	5%	4%	-	-	7%	-	-	100%	15%	-	5%	
Net: Like	46%	56%	65%	52%	57%	42%	52%	75%	39%	100%	39%	-	20%	48%	53%	
Net: Dislike	25%	21%	11%	21%	19%	27%	6%	25%	51%	-	31%	-	25%	25%	36%	
<b>Q4_4. Fruity</b>																
Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42	
Like a lot	19%	21%	30%	26%	30%	21%	30%	48%	29%	64%	32%	-	6%	20%	31%	
Somewhat like	33%	43%	42%	33%	35%	28%	20%	27%	23%	36%	15%	-	21%	25%	22%	
Neither like nor dislike	16%	13%	12%	15%	12%	24%	2%	-	19%	-	15%	-	25%	9%	25%	
Somewhat dislike	12%	9%	2%	12%	10%	17%	7%	-	18%	-	-	-	18%	14%	11%	
Dislike a lot	10%	6%	5%	4%	6%	7%	6%	12%	11%	-	25%	-	8%	16%	4%	
Don't know	4%	3%	4%	4%	2%	1%	-	13%	-	-	13%	-	11%	3%	4%	
Not applicable - I've never had this style of craft beer before	6%	4%	6%	5%	4%	2%	35%	-	-	-	-	100%	12%	13%	2%	
Net: Like	52%	65%	71%	60%	66%	50%	50%	75%	52%	100%	47%	-	26%	45%	53%	
Net: Dislike	22%	14%	7%	17%	16%	24%	13%	12%	29%	-	25%	-	26%	30%	16%	
<b>Q4_5. Spicy</b>																
Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42	
Like a lot	10%	12%	25%	10%	11%	13%	38%	29%	33%	39%	30%	-	-	19%	27%	
Somewhat like	25%	25%	24%	29%	26%	27%	21%	26%	17%	18%	16%	-	21%	19%	31%	
Neither like nor dislike	18%	16%	12%	16%	18%	23%	-	-	12%	-	9%	-	29%	18%	21%	
Somewhat dislike	12%	13%	9%	12%	13%	14%	41%	-	5%	-	16%	-	11%	31%	6%	
Dislike a lot	17%	16%	12%	16%	17%	12%	-	33%	27%	44%	-	-	24%	11%	8%	
Don't know	6%	5%	10%	6%	5%	-	-	13%	-	-	14%	-	11%	2%	-	
Not applicable - I've never had this style of craft beer before	11%	13%	10%	9%	10%	12%	-	-	7%	-	15%	100%	4%	-	7%	
Net: Like	35%	37%	48%	40%	38%	40%	59%	55%	49%	56%	46%	-	21%	38%	58%	
Net: Dislike	29%	29%	21%	28%	30%	26%	41%	33%	32%	44%	16%	-	35%	41%	15%	
<b>Q4_6. Sour / tart</b>																
Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42	
Like a lot	13%	16%	26%	15%	16%	16%	27%	29%	42%	39%	31%	-	12%	20%	29%	
Somewhat like	19%	16%	28%	19%	26%	21%	19%	26%	16%	18%	14%	-	4%	27%	31%	
Neither like nor dislike	19%	16%	8%	18%	16%	23%	11%	12%	11%	-	24%	100%	23%	13%	21%	
Somewhat dislike	18%	22%	17%	18%	17%	20%	7%	19%	16%	26%	15%	-	14%	9%	8%	
Dislike a lot	19%	18%	14%	17%	13%	14%	-	13%	9%	18%	9%	-	21%	10%	11%	
Don't know	6%	5%	4%	8%	7%	3%	35%	-	-	-	7%	-	11%	18%	-	
Not applicable - I've never had this style of craft beer before	7%	7%	3%	5%	5%	4%	-	-	7%	-	-	-	16%	3%	-	
Net: Like	31%	31%	53%	34%	42%	37%	47%	55%	58%	56%	45%	-	16%	48%	60%	

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?												
	2 to 3 times a week	Once a week	2 to 3 times a month	Once a month	A few times a year	Once a year or less	Never	Don't know	Net: Drinks craft beer	Net: Once a week or more	Net: At least once a month, but less than weekly	Net: At least once a year, but less than monthly	
Dislike a lot	9%	4%	10%	11%	12%	10%	7%	-	-	9%	8%	11%	8%
Don't know	7%	3%	2%	5%	2%	9%	12%	-	-	7%	6%	4%	10%
Not applicable - I've never had this style of craft beer before	7%	2%	2%	3%	2%	9%	14%	-	-	7%	3%	3%	11%
Net: Like	46%	59%	58%	49%	63%	37%	27%	-	-	46%	58%	55%	32%
Net: Dislike	21%	15%	20%	24%	21%	24%	21%	-	-	21%	17%	23%	22%
<b>Q4_3. Sweet</b>													
Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	17%	27%	22%	19%	12%	10%	12%	-	-	17%	24%	16%	11%
Somewhat like	29%	38%	18%	31%	37%	34%	23%	-	-	29%	26%	34%	29%
Neither like nor dislike	16%	14%	20%	15%	17%	15%	23%	-	-	16%	13%	16%	19%
Somewhat dislike	14%	8%	25%	15%	13%	13%	8%	-	-	14%	18%	14%	11%
Dislike a lot	11%	9%	11%	15%	14%	11%	9%	-	-	11%	11%	15%	10%
Don't know	7%	2%	2%	5%	6%	7%	12%	-	-	7%	5%	5%	9%
Not applicable - I've never had this style of craft beer before	6%	1%	2%	-	2%	9%	12%	-	-	6%	2%	1%	11%
Net: Like	46%	65%	40%	50%	49%	44%	36%	-	-	46%	51%	49%	40%
Net: Dislike	25%	17%	36%	30%	27%	24%	17%	-	-	25%	29%	29%	21%
<b>Q4_4. Fruity</b>													
Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	19%	22%	17%	25%	13%	18%	17%	-	-	19%	22%	19%	17%
Somewhat like	33%	39%	30%	34%	46%	38%	27%	-	-	33%	30%	40%	33%
Neither like nor dislike	16%	18%	21%	16%	13%	11%	16%	-	-	16%	18%	14%	14%
Somewhat dislike	12%	10%	14%	15%	16%	11%	11%	-	-	12%	12%	16%	11%
Dislike a lot	10%	10%	16%	7%	8%	10%	7%	-	-	10%	12%	8%	9%
Don't know	4%	-	-	3%	-	4%	11%	-	-	4%	2%	2%	8%
Not applicable - I've never had this style of craft beer before	6%	1%	2%	-	4%	8%	11%	-	-	6%	4%	2%	10%
Net: Like	52%	61%	47%	59%	59%	55%	44%	-	-	52%	52%	59%	50%
Net: Dislike	22%	20%	30%	22%	24%	21%	18%	-	-	22%	24%	23%	19%
<b>Q4_5. Spicy</b>													
Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	10%	15%	7%	13%	9%	7%	3%	-	-	10%	16%	11%	5%
Somewhat like	25%	38%	26%	34%	28%	25%	13%	-	-	25%	29%	31%	19%
Neither like nor dislike	18%	17%	23%	13%	23%	15%	19%	-	-	18%	20%	17%	17%
Somewhat dislike	12%	10%	14%	14%	3%	15%	8%	-	-	12%	15%	10%	11%
Dislike a lot	17%	6%	25%	11%	20%	22%	20%	-	-	17%	14%	15%	21%
Don't know	6%	2%	3%	5%	6%	9%	12%	-	-	6%	2%	5%	10%
Not applicable - I've never had this style of craft beer before	11%	11%	2%	10%	11%	9%	24%	-	-	11%	5%	10%	16%
Net: Like	35%	53%	33%	47%	37%	32%	16%	-	-	35%	44%	42%	24%
Net: Dislike	29%	16%	39%	25%	24%	36%	28%	-	-	29%	28%	25%	32%
<b>Q4_6. Sour / tart</b>													
Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	13%	21%	19%	16%	16%	3%	5%	-	-	13%	22%	16%	4%
Somewhat like	19%	30%	19%	32%	12%	13%	7%	-	-	19%	26%	23%	10%
Neither like nor dislike	19%	17%	17%	18%	21%	24%	19%	-	-	19%	17%	20%	22%
Somewhat dislike	18%	10%	24%	16%	28%	19%	21%	-	-	18%	14%	21%	20%
Dislike a lot	19%	17%	19%	8%	17%	26%	22%	-	-	19%	15%	12%	24%
Don't know	6%	2%	1%	5%	-	5%	11%	-	-	6%	5%	3%	8%
Not applicable - I've never had this style of craft beer before	7%	3%	2%	5%	6%	10%	15%	-	-	7%	2%	6%	12%
Net: Like	31%	51%	38%	48%	28%	17%	13%	-	-	31%	48%	39%	15%

# YouGov Realtime

## Craft Beer

US\_nat Sample: 11th - 12th May 2020



	Total	Gender		Age			Region				Race				No HS, High school graduate	
		Male	Female	21-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
Net: Dislike	36%	35%	38%	23%	39%	46%	35%	40%	40%	30%	39%	28%	33%	25%	37%	
<b>Q4_7. Hoppy</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	
Like a lot	17%	22%	11%	14%	20%	18%	17%	13%	15%	24%	17%	24%	20%	11%	14%	
Somewhat like	28%	31%	23%	30%	30%	24%	26%	35%	24%	30%	31%	19%	25%	18%	22%	
Neither like nor dislike	18%	18%	18%	19%	15%	20%	24%	14%	18%	15%	17%	11%	23%	31%	21%	
Somewhat dislike	12%	10%	15%	13%	12%	10%	14%	11%	10%	13%	13%	11%	11%	11%	8%	
Dislike a lot	12%	9%	16%	15%	14%	8%	10%	11%	15%	11%	10%	21%	13%	18%	15%	
Don't know	6%	6%	6%	3%	6%	10%	3%	8%	9%	5%	7%	6%	5%	6%	11%	
Not applicable - I've never had this style of craft beer before	6%	3%	10%	5%	3%	10%	5%	8%	9%	2%	7%	7%	4%	6%	9%	
Net: Like	45%	53%	35%	44%	50%	41%	43%	48%	39%	53%	47%	43%	44%	29%	37%	
Net: Dislike	24%	19%	30%	28%	26%	18%	24%	22%	25%	24%	23%	32%	24%	29%	22%	
<b>Q4_8. Bitter</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	
Like a lot	12%	14%	9%	12%	17%	7%	16%	8%	9%	14%	13%	3%	12%	14%	8%	
Somewhat like	19%	23%	15%	19%	22%	17%	20%	21%	15%	22%	20%	20%	15%	19%	9%	
Neither like nor dislike	14%	18%	10%	15%	20%	8%	21%	12%	10%	15%	13%	21%	12%	16%	16%	
Somewhat dislike	16%	17%	14%	17%	13%	19%	11%	12%	21%	15%	15%	20%	16%	17%	14%	
Dislike a lot	26%	17%	38%	25%	22%	32%	22%	33%	32%	19%	28%	21%	23%	29%	24%	
Don't know	5%	5%	5%	4%	4%	7%	4%	6%	4%	6%	4%	1%	11%	5%	8%	
Not applicable - I've never had this style of craft beer before	8%	6%	9%	8%	3%	12%	6%	8%	8%	8%	7%	14%	8%	3%	15%	
Net: Like	31%	37%	24%	31%	38%	23%	36%	29%	24%	37%	33%	23%	27%	33%	18%	
Net: Dislike	42%	34%	52%	42%	35%	51%	34%	44%	53%	34%	43%	41%	39%	46%	43%	
<b>Q4_9. Dark</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	
Like a lot	26%	30%	22%	17%	35%	26%	26%	32%	25%	25%	28%	23%	24%	24%	19%	
Somewhat like	24%	26%	22%	25%	23%	25%	27%	20%	18%	32%	24%	16%	21%	35%	21%	
Neither like nor dislike	18%	18%	17%	21%	17%	15%	18%	14%	22%	13%	29%	29%	29%	17%	27%	
Somewhat dislike	9%	9%	9%	10%	8%	10%	7%	11%	9%	10%	11%	4%	8%	6%	5%	
Dislike a lot	13%	8%	19%	16%	13%	11%	15%	13%	13%	13%	11%	14%	10%	10%	11%	
Don't know	5%	6%	5%	7%	3%	6%	6%	3%	5%	7%	5%	14%	5%	3%	11%	
Not applicable - I've never had this style of craft beer before	5%	3%	7%	5%	1%	8%	2%	7%	8%	1%	5%	3%	3%	6%	6%	
Net: Like	50%	56%	44%	42%	57%	51%	53%	51%	44%	56%	52%	39%	45%	59%	40%	
Net: Dislike	22%	18%	28%	26%	21%	20%	22%	24%	21%	23%	25%	15%	19%	16%	16%	
<b>Q4_10. Cloudy</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	
Like a lot	11%	14%	8%	14%	11%	9%	9%	12%	8%	19%	9%	19%	19%	11%	10%	
Somewhat like	22%	23%	20%	25%	27%	13%	26%	10%	21%	26%	22%	9%	19%	39%	13%	
Neither like nor dislike	25%	29%	21%	25%	25%	25%	28%	27%	23%	26%	26%	34%	17%	20%	21%	
Somewhat dislike	15%	13%	17%	16%	13%	15%	13%	17%	17%	11%	14%	22%	14%	11%	19%	
Dislike a lot	6%	5%	8%	4%	6%	8%	3%	7%	8%	7%	6%	3%	9%	8%	8%	
Don't know	10%	9%	11%	7%	9%	13%	9%	14%	11%	7%	11%	7%	12%	3%	14%	
Not applicable - I've never had this style of craft beer before	11%	8%	15%	9%	7%	16%	11%	15%	13%	5%	12%	7%	10%	9%	16%	
Net: Like	33%	37%	28%	39%	38%	23%	35%	21%	29%	44%	31%	28%	38%	49%	23%	
Net: Dislike	21%	18%	25%	20%	20%	23%	16%	24%	25%	18%	20%	24%	23%	19%	26%	
<b>dMuHY. In general, which ONE of the following is your most preferred container for craft beer?</b>																
Unweighted base	517	274	243	156	182	179	104	70	195	148	354	50	77	36	131	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	285	230	164	179	173	108	81	187	139	351	51	77	36	148	

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



	Total	Education			Marital Status											
		Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say	
Net: Dislike	36%	38%	33%	40%	37%	13%	40%	46%	38%	28%	37%	63%	61%	-	27%	
<b>Q4_7. Hoppy</b>																
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6	
Like a lot	17%	16%	19%	23%	18%	-	22%	-	18%	13%	33%	14%	-	-	-	
Somewhat like	28%	29%	31%	31%	31%	32%	24%	22%	30%	28%	18%	7%	17%	-	27%	
Neither like nor dislike	18%	20%	10%	21%	18%	25%	19%	7%	18%	17%	16%	29%	-	-	31%	
Somewhat dislike	12%	10%	19%	12%	10%	-	12%	16%	11%	15%	7%	17%	65%	-	17%	
Dislike a lot	12%	12%	13%	8%	11%	30%	12%	49%	13%	12%	9%	9%	17%	-	-	
Don't know	6%	7%	3%	2%	6%	13%	4%	-	6%	7%	7%	22%	-	-	9%	
Not applicable - I've never had this style of craft beer before	6%	5%	6%	2%	5%	-	7%	6%	5%	8%	10%	2%	-	-	16%	
Net: Like	45%	45%	50%	54%	49%	32%	46%	22%	47%	41%	51%	21%	17%	-	27%	
Net: Dislike	24%	22%	31%	20%	22%	30%	24%	65%	24%	27%	16%	26%	83%	-	17%	
<b>Q4_8. Bitter</b>																
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6	
Like a lot	12%	8%	16%	18%	14%	-	16%	8%	14%	6%	16%	-	-	-	-	
Somewhat like	19%	21%	27%	23%	21%	-	20%	-	20%	22%	9%	6%	17%	-	24%	
Neither like nor dislike	14%	15%	9%	17%	13%	74%	15%	-	14%	15%	11%	27%	-	-	25%	
Somewhat dislike	16%	18%	18%	13%	15%	-	12%	22%	14%	20%	21%	21%	23%	-	-	
Dislike a lot	26%	25%	25%	27%	26%	13%	26%	63%	27%	27%	18%	32%	42%	-	17%	
Don't know	5%	5%	2%	3%	5%	13%	6%	-	5%	5%	4%	6%	-	-	-	
Not applicable - I've never had this style of craft beer before	8%	8%	3%	-	6%	-	5%	6%	6%	6%	22%	8%	17%	-	33%	
Net: Like	31%	28%	43%	40%	35%	-	36%	8%	34%	27%	25%	6%	17%	-	24%	
Net: Dislike	42%	43%	42%	40%	41%	13%	37%	85%	41%	47%	39%	53%	65%	-	17%	
<b>Q4_9. Dark</b>																
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6	
Like a lot	26%	28%	30%	30%	30%	-	25%	16%	28%	22%	26%	23%	17%	-	29%	
Somewhat like	24%	25%	27%	23%	24%	13%	23%	16%	23%	26%	22%	30%	21%	-	44%	
Neither like nor dislike	18%	14%	12%	16%	15%	47%	21%	14%	17%	22%	18%	17%	-	-	17%	
Somewhat dislike	9%	11%	9%	13%	11%	15%	8%	7%	11%	4%	11%	7%	23%	-	-	
Dislike a lot	13%	11%	16%	16%	13%	13%	16%	32%	14%	14%	7%	-	21%	-	9%	
Don't know	5%	5%	2%	2%	4%	13%	2%	8%	4%	7%	12%	23%	-	-	-	
Not applicable - I've never had this style of craft beer before	5%	6%	4%	-	4%	-	5%	6%	4%	6%	5%	-	17%	-	-	
Net: Like	50%	53%	57%	53%	53%	13%	48%	32%	51%	48%	47%	54%	39%	-	73%	
Net: Dislike	22%	23%	25%	29%	24%	28%	24%	39%	24%	18%	18%	7%	44%	-	9%	
<b>Q4_10. Cloudy</b>																
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6	
Like a lot	11%	14%	9%	13%	12%	15%	8%	7%	11%	11%	19%	-	17%	-	-	
Somewhat like	22%	17%	32%	30%	24%	-	26%	7%	23%	19%	13%	21%	40%	-	15%	
Neither like nor dislike	25%	30%	25%	24%	23%	29%	23%	26%	23%	31%	24%	21%	-	-	25%	
Somewhat dislike	15%	12%	14%	15%	16%	30%	10%	32%	16%	12%	13%	24%	-	-	-	
Dislike a lot	6%	7%	4%	7%	6%	13%	8%	6%	7%	6%	5%	-	21%	-	9%	
Don't know	10%	9%	9%	6%	9%	13%	11%	16%	10%	11%	10%	22%	-	-	-	
Not applicable - I've never had this style of craft beer before	11%	11%	8%	5%	10%	-	14%	6%	10%	11%	10%	9%	-	-	50%	
Net: Like	33%	31%	41%	43%	36%	15%	34%	14%	34%	30%	32%	21%	58%	-	15%	
Net: Dislike	21%	18%	18%	22%	22%	43%	18%	38%	23%	17%	17%	24%	21%	-	9%	
<b>dMuHY. In general, which ONE of the following is your most preferred container for craft beer?</b>																
Unweighted base	517	165	139	82	284	6	45	13	348	103	40	14	5	-	7	
<b>Base: US Adults 21+ craft beer drinkers</b>	515	155	129	83	285	7	43	12	348	103	41	13	5	-	6	

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



	Total	Parent or guardian of any children					Income				Facebook	Twitter	LinkedIn	Google+	MySpace
		Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say					
Net: Dislike	36%	31%	47%	39%	34%	20%	40%	39%	30%	38%	38%	37%	39%	36%	34%
<b>Q4_7. Hoppy</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	17%	19%	17%	18%	18%	11%	16%	18%	20%	13%	16%	20%	22%	17%	34%
Somewhat like	28%	30%	26%	28%	27%	27%	25%	29%	34%	13%	27%	28%	23%	23%	28%
Neither like nor dislike	18%	19%	21%	19%	15%	34%	16%	18%	16%	27%	18%	17%	16%	20%	19%
Somewhat dislike	12%	10%	10%	10%	15%	7%	14%	12%	11%	10%	12%	12%	14%	9%	1%
Dislike a lot	12%	14%	9%	12%	13%	6%	14%	9%	11%	18%	13%	11%	12%	16%	8%
Don't know	6%	4%	9%	6%	8%	3%	6%	9%	4%	9%	7%	6%	8%	11%	7%
Not applicable - I've never had this style of craft beer before	6%	5%	9%	7%	5%	12%	9%	6%	3%	10%	7%	6%	4%	4%	2%
Net: Like	45%	49%	42%	46%	44%	38%	41%	46%	55%	26%	43%	48%	45%	40%	63%
Net: Dislike	24%	24%	19%	22%	29%	13%	28%	21%	22%	28%	26%	23%	26%	26%	9%
<b>Q4_8. Bitter</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	12%	18%	8%	14%	10%	-	7%	12%	15%	14%	11%	13%	13%	5%	13%
Somewhat like	19%	23%	16%	20%	18%	13%	16%	17%	28%	7%	18%	22%	19%	23%	19%
Neither like nor dislike	14%	17%	11%	14%	14%	33%	17%	13%	14%	13%	15%	14%	14%	10%	11%
Somewhat dislike	16%	14%	16%	16%	17%	11%	16%	17%	13%	20%	16%	15%	19%	25%	8%
Dislike a lot	26%	20%	31%	25%	30%	21%	25%	29%	24%	32%	29%	26%	28%	25%	28%
Don't know	5%	6%	6%	5%	5%	3%	7%	4%	4%	4%	5%	4%	5%	10%	7%
Not applicable - I've never had this style of craft beer before	8%	3%	12%	7%	8%	19%	13%	8%	2%	9%	6%	5%	4%	2%	14%
Net: Like	31%	40%	24%	34%	27%	13%	23%	30%	44%	21%	29%	36%	32%	28%	32%
Net: Dislike	42%	34%	47%	41%	47%	32%	41%	46%	37%	53%	45%	41%	47%	51%	35%
<b>Q4_9. Dark</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	26%	26%	27%	27%	27%	7%	26%	27%	26%	27%	27%	29%	30%	24%	27%
Somewhat like	24%	25%	19%	22%	26%	48%	17%	24%	32%	20%	23%	27%	25%	17%	23%
Neither like nor dislike	18%	19%	20%	19%	14%	17%	22%	16%	13%	21%	19%	15%	14%	21%	19%
Somewhat dislike	9%	10%	9%	9%	9%	13%	9%	9%	12%	5%	9%	8%	9%	14%	8%
Dislike a lot	13%	14%	13%	13%	13%	12%	14%	17%	10%	9%	14%	12%	16%	10%	7%
Don't know	5%	3%	6%	5%	7%	3%	8%	1%	4%	13%	4%	3%	5%	10%	14%
Not applicable - I've never had this style of craft beer before	5%	3%	6%	5%	5%	-	5%	6%	3%	5%	5%	4%	3%	3%	2%
Net: Like	50%	51%	46%	49%	52%	55%	42%	52%	58%	47%	50%	57%	54%	42%	50%
Net: Dislike	22%	24%	22%	23%	22%	25%	23%	25%	22%	14%	23%	21%	25%	24%	15%
<b>Q4_10. Cloudy</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42
Like a lot	11%	15%	8%	12%	9%	29%	12%	9%	12%	12%	11%	12%	10%	10%	29%
Somewhat like	22%	30%	16%	24%	20%	6%	18%	16%	34%	9%	21%	26%	21%	18%	21%
Neither like nor dislike	25%	20%	28%	25%	26%	31%	23%	28%	24%	29%	27%	27%	30%	27%	22%
Somewhat dislike	15%	13%	15%	14%	16%	6%	18%	15%	11%	16%	14%	13%	13%	12%	8%
Dislike a lot	6%	6%	7%	6%	7%	6%	8%	5%	6%	6%	6%	3%	4%	8%	6%
Don't know	10%	8%	13%	10%	11%	3%	8%	14%	7%	14%	10%	9%	11%	16%	7%
Not applicable - I've never had this style of craft beer before	11%	8%	12%	10%	11%	19%	11%	14%	6%	14%	12%	10%	9%	8%	7%
Net: Like	33%	46%	24%	36%	29%	35%	31%	26%	47%	21%	32%	37%	31%	28%	50%
Net: Dislike	21%	19%	23%	20%	23%	11%	27%	19%	17%	22%	20%	16%	18%	21%	14%
<b>dMuHY. In general, which ONE of the following is your most preferred container for craft beer?</b>															
Unweighted base	517	176	155	310	190	16	148	152	161	56	420	222	190	59	39
<b>Base: US Adults 21+ craft beer drinkers</b>	515	178	153	309	188	15	154	149	157	54	416	215	183	56	42

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



	Total	Social networks membership											Not applicable I am not currently a member of any social network	Daily	Several times a week
		Pinterest	Tumblr	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know			
Net: Dislike	36%	40%	31%	35%	30%	33%	7%	33%	24%	44%	24%	-	35%	19%	19%
<b>Q4_7. Hoppy</b>															
Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42
Like a lot	17%	17%	27%	19%	18%	21%	62%	15%	31%	21%	23%	-	19%	43%	35%
Somewhat like	28%	29%	25%	26%	23%	31%	32%	39%	39%	36%	54%	-	20%	28%	31%
Neither like nor dislike	18%	15%	13%	18%	21%	18%	-	19%	5%	26%	15%	-	29%	8%	15%
Somewhat dislike	12%	11%	11%	11%	12%	14%	-	-	12%	-	-	-	14%	-	7%
Dislike a lot	12%	11%	12%	15%	14%	10%	6%	13%	5%	-	-	-	-	21%	12%
Don't know	6%	8%	9%	7%	6%	3%	-	-	-	-	7%	-	11%	-	-
Not applicable - I've never had this style of craft beer before	6%	8%	4%	4%	6%	2%	-	13%	7%	18%	-	100%	8%	-	-
Net: Like	45%	47%	52%	44%	41%	52%	94%	55%	71%	56%	78%	-	38%	71%	66%
Net: Dislike	24%	23%	22%	26%	27%	25%	6%	13%	17%	-	-	-	14%	21%	19%
<b>Q4_8. Bitter</b>															
Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42
Like a lot	12%	11%	22%	13%	12%	17%	33%	27%	32%	36%	15%	-	15%	24%	31%
Somewhat like	19%	15%	20%	19%	21%	20%	21%	29%	12%	38%	25%	-	13%	31%	28%
Neither like nor dislike	14%	12%	6%	13%	14%	18%	11%	12%	17%	-	15%	-	8%	13%	10%
Somewhat dislike	16%	18%	15%	17%	16%	16%	-	19%	11%	26%	9%	-	18%	5%	18%
Dislike a lot	26%	31%	31%	26%	29%	26%	-	13%	23%	-	21%	-	23%	10%	11%
Don't know	5%	7%	4%	5%	6%	1%	-	-	5%	-	7%	-	11%	2%	-
Not applicable - I've never had this style of craft beer before	8%	6%	2%	6%	3%	2%	35%	-	-	-	9%	100%	12%	13%	2%
Net: Like	31%	26%	42%	32%	32%	37%	54%	56%	44%	74%	40%	-	28%	56%	59%
Net: Dislike	42%	49%	46%	43%	45%	42%	-	32%	34%	26%	30%	-	41%	15%	29%
<b>Q4_9. Dark</b>															
Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42
Like a lot	26%	25%	24%	23%	18%	31%	37%	29%	16%	39%	23%	-	25%	32%	40%
Somewhat like	24%	23%	31%	23%	27%	24%	21%	58%	43%	61%	55%	-	31%	16%	19%
Neither like nor dislike	18%	17%	22%	21%	21%	16%	-	-	5%	-	6%	-	3%	19%	26%
Somewhat dislike	9%	9%	4%	8%	9%	14%	-	-	18%	-	9%	-	25%	2%	6%
Dislike a lot	13%	13%	17%	13%	18%	11%	-	13%	5%	-	-	-	-	13%	7%
Don't know	5%	4%	4%	6%	4%	-	41%	-	5%	-	7%	-	11%	18%	2%
Not applicable - I've never had this style of craft beer before	5%	5%	2%	3%	3%	4%	-	-	7%	-	-	100%	4%	-	-
Net: Like	50%	47%	56%	46%	45%	55%	59%	87%	59%	100%	78%	-	56%	48%	59%
Net: Dislike	22%	26%	17%	25%	27%	25%	-	13%	24%	-	9%	-	25%	15%	13%
<b>Q4_10. Cloudy</b>															
Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42
Like a lot	11%	11%	15%	13%	10%	14%	46%	-	29%	-	6%	-	12%	34%	24%
Somewhat like	22%	22%	25%	23%	26%	25%	43%	68%	39%	74%	32%	-	15%	10%	44%
Neither like nor dislike	25%	25%	27%	28%	29%	41%	5%	19%	14%	26%	30%	-	18%	15%	14%
Somewhat dislike	15%	10%	11%	9%	11%	7%	-	-	5%	-	9%	-	18%	23%	7%
Dislike a lot	6%	7%	5%	5%	5%	-	-	-	-	-	9%	-	11%	7%	3%
Don't know	10%	11%	9%	11%	13%	6%	6%	-	5%	-	14%	-	15%	10%	2%
Not applicable - I've never had this style of craft beer before	11%	13%	9%	10%	7%	6%	-	12%	7%	-	-	100%	11%	-	6%
Net: Like	33%	33%	40%	36%	35%	39%	89%	68%	69%	74%	38%	-	27%	44%	68%
Net: Dislike	21%	18%	15%	15%	16%	7%	-	-	5%	-	18%	-	29%	30%	10%

dMuHY. In general, which ONE of the following is your most preferred container for craft beer?

Unweighted base	517	177	53	231	114	63	12	7	18	5	13	1	27	33	42
<b>Base: US Adults 21+ craft beer drinkers</b>	515	170	49	233	115	64	15	7	17	5	13	1	26	39	42

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?												
	2 to 3 times a week	Once a week	2 to 3 times a month	Once a month	A few times a year	Once a year or less	Never	Don't know	Net: Drinks craft beer	Net: Once a week or more	Net: At least once a month, but less than weekly	Net: At least once a year, but less than monthly	
Net: Dislike	36%	27%	43%	24%	45%	45%	43%	-	-	36%	29%	33%	44%

**Q4\_7. Hoppy**

Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	17%	19%	11%	24%	23%	13%	3%	-	-	17%	25%	24%	8%
Somewhat like	28%	27%	39%	33%	39%	24%	17%	-	-	28%	32%	36%	21%
Neither like nor dislike	18%	14%	28%	16%	17%	20%	19%	-	-	18%	17%	17%	19%
Somewhat dislike	12%	18%	13%	10%	6%	15%	15%	-	-	12%	10%	8%	15%
Dislike a lot	12%	14%	3%	12%	6%	13%	15%	-	-	12%	12%	10%	14%
Don't know	6%	4%	3%	4%	-	8%	16%	-	-	6%	2%	2%	12%
Not applicable - I've never had this style of craft beer before	6%	3%	3%	-	8%	7%	15%	-	-	6%	2%	4%	11%
Net: Like	45%	47%	49%	57%	62%	37%	21%	-	-	45%	57%	59%	29%
Net: Dislike	24%	32%	16%	22%	12%	28%	30%	-	-	24%	22%	18%	29%

**Q4\_8. Bitter**

Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	12%	17%	13%	12%	20%	4%	2%	-	-	12%	20%	15%	3%
Somewhat like	19%	27%	19%	29%	19%	17%	5%	-	-	19%	26%	25%	11%
Neither like nor dislike	14%	27%	29%	14%	9%	10%	10%	-	-	14%	21%	12%	10%
Somewhat dislike	16%	9%	19%	14%	23%	16%	18%	-	-	16%	13%	18%	17%
Dislike a lot	26%	16%	12%	24%	23%	37%	42%	-	-	26%	12%	24%	39%
Don't know	5%	2%	5%	7%	2%	5%	9%	-	-	5%	3%	5%	7%
Not applicable - I've never had this style of craft beer before	8%	2%	4%	-	4%	11%	14%	-	-	8%	5%	2%	12%
Net: Like	31%	44%	32%	41%	39%	21%	7%	-	-	31%	46%	40%	14%
Net: Dislike	42%	25%	30%	38%	46%	53%	60%	-	-	42%	26%	41%	57%

**Q4\_9. Dark**

Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	26%	35%	35%	33%	23%	20%	16%	-	-	26%	35%	29%	18%
Somewhat like	24%	33%	32%	34%	31%	22%	15%	-	-	24%	26%	33%	18%
Neither like nor dislike	18%	21%	8%	9%	13%	18%	23%	-	-	18%	18%	11%	20%
Somewhat dislike	9%	3%	15%	9%	12%	11%	10%	-	-	9%	7%	11%	10%
Dislike a lot	13%	6%	8%	8%	17%	18%	17%	-	-	13%	8%	12%	18%
Don't know	5%	2%	-	7%	-	6%	7%	-	-	5%	5%	4%	7%
Not applicable - I've never had this style of craft beer before	5%	-	2%	-	4%	7%	12%	-	-	5%	1%	2%	9%
Net: Like	50%	68%	68%	67%	54%	41%	31%	-	-	50%	61%	62%	36%
Net: Dislike	22%	9%	23%	17%	29%	28%	27%	-	-	22%	15%	22%	28%

**Q4\_10. Cloudy**

Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229
Like a lot	11%	21%	11%	19%	8%	3%	2%	-	-	11%	21%	14%	2%
Somewhat like	22%	39%	28%	28%	24%	18%	6%	-	-	22%	31%	26%	12%
Neither like nor dislike	25%	14%	38%	22%	28%	26%	31%	-	-	25%	22%	25%	28%
Somewhat dislike	15%	11%	8%	14%	24%	19%	13%	-	-	15%	12%	18%	16%
Dislike a lot	6%	6%	9%	1%	4%	9%	6%	-	-	6%	7%	2%	8%
Don't know	10%	6%	2%	7%	6%	12%	20%	-	-	10%	5%	7%	16%
Not applicable - I've never had this style of craft beer before	11%	4%	3%	9%	6%	14%	22%	-	-	11%	3%	7%	18%
Net: Like	33%	60%	40%	47%	32%	20%	8%	-	-	33%	52%	40%	14%
Net: Dislike	21%	16%	18%	15%	28%	28%	19%	-	-	21%	18%	21%	24%

**dMuHY. In general, which ONE of the following is your most preferred container for craft beer?**

Unweighted base	517	48	55	59	49	121	110	-	-	517	178	108	231
<b>Base: US Adults 21+ craft beer drinkers</b>	515	46	59	56	45	118	111	-	-	515	186	101	229

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	21-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Small can (i.e., less than 16 oz)	22%	22%	22%	25%	23%	18%	21%	17%	21%	28%	20%	29%	21%	33%	21%
Large can (i.e., 16 oz or more)	13%	13%	12%	24%	10%	5%	17%	6%	13%	14%	10%	20%	20%	12%	17%
Small bottle (i.e., less than 16 oz)	34%	30%	38%	26%	38%	36%	34%	56%	28%	30%	37%	14%	30%	35%	26%
Large bottle (i.e., 16 oz or more)	14%	18%	10%	10%	16%	17%	16%	9%	18%	11%	14%	19%	16%	7%	13%
Crowler (i.e., around 32 oz)	3%	4%	3%	3%	4%	3%	4%	2%	4%	3%	3%	8%	3%	2%	4%
Growler (i.e., large refillable jug)	2%	2%	2%	2%	2%	3%	-	2%	3%	3%	2%	1%	4%	2%	1%
Other	1%	1%	1%	-	-	3%	-	3%	1%	1%	1%	-	1%	-	1%
No preference	7%	6%	8%	5%	5%	11%	5%	6%	8%	7%	8%	-	5%	8%	10%
Don't know	4%	3%	5%	5%	2%	4%	3%	-	5%	4%	4%	8%	1%	-	7%

**KYC\_Q5. From which ONE of the following do you most prefer to purchase craft beer?**

Unweighted base	463	253	210	142	171	150	94	64	173	132	314	46	71	32	112
<b>Base: US Adults 21+ craft beer drinkers &amp; buyers</b>	<b>461</b>	<b>263</b>	<b>199</b>	<b>150</b>	<b>167</b>	<b>145</b>	<b>98</b>	<b>75</b>	<b>164</b>	<b>125</b>	<b>312</b>	<b>45</b>	<b>72</b>	<b>32</b>	<b>129</b>
Beers hop/liquor store	37%	35%	39%	40%	37%	34%	42%	33%	34%	39%	36%	43%	40%	35%	40%
Direct from the brewery	23%	21%	25%	20%	24%	25%	15%	32%	22%	25%	22%	14%	26%	32%	17%
Bar and/or pub	27%	30%	24%	29%	25%	27%	36%	26%	28%	19%	29%	18%	25%	23%	21%
Other	4%	5%	3%	1%	6%	5%	1%	-	6%	8%	4%	3%	5%	8%	5%
Don't know	6%	6%	5%	5%	5%	6%	3%	8%	6%	6%	6%	14%	1%	3%	13%
Not applicable - I do not purchase craft beer	3%	2%	4%	5%	2%	2%	2%	2%	5%	3%	3%	8%	3%	-	5%



**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	Education			Marital Status										
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say
Small can (i.e., less than 16 oz)	22%	19%	22%	25%	-	17%	9%	23%	19%	21%	21%	17%	-	45%
Large can (i.e., 16 oz or more)	13%	9%	11%	10%	56%	17%	6%	11%	21%	9%	6%	-	-	-
Small bottle (i.e., less than 16 oz)	34%	32%	40%	41%	35%	16%	43%	47%	36%	31%	31%	10%	42%	38%
Large bottle (i.e., 16 oz or more)	14%	22%	9%	10%	14%	-	8%	8%	13%	14%	23%	38%	-	-
Crowler (i.e., around 32 oz)	3%	3%	3%	3%	3%	-	5%	-	3%	2%	4%	9%	-	-
Growler (i.e., large refillable jug)	2%	3%	1%	3%	2%	-	-	6%	2%	1%	2%	9%	17%	-
Other	1%	1%	1%	2%	1%	-	2%	-	1%	-	-	-	23%	-
No preference	7%	7%	4%	5%	6%	28%	5%	8%	6%	7%	9%	7%	-	17%
Don't know	4%	4%	2%	-	4%	-	4%	15%	4%	4%	-	-	-	-

**KYC\_Q5. From which ONE of the following do you most prefer to purchase craft beer?**

Unweighted base	463	145	127	79	256	5	41	11	313	90	36	12	5	-	7
<b>Base: US Adults 21+ craft beer drinkers &amp; buyers</b>	461	136	118	79	257	6	39	10	313	90	37	11	5	-	6
Beers hop/liquor store	37%	37%	40%	28%	38%	50%	40%	37%	39%	36%	32%	29%	17%	-	28%
Direct from the brewery	23%	25%	25%	25%	23%	-	22%	20%	23%	24%	22%	16%	21%	-	41%
Bar and/or pub	27%	24%	30%	37%	29%	51%	28%	26%	29%	24%	21%	19%	21%	-	13%
Other	4%	6%	2%	5%	4%	-	3%	7%	4%	4%	-	16%	23%	-	-
Don't know	6%	3%	2%	4%	4%	-	3%	-	3%	6%	19%	9%	17%	-	17%
Not applicable - I do not purchase craft beer	3%	5%	1%	1%	1%	-	4%	10%	2%	6%	6%	10%	-	-	-

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	Parent or guardian of any children					Income				Facebook	Twitter	LinkedIn	Google+	MySpace	
	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say						
Small can (i.e., less than 16 oz)	22%	25%	14%	21%	24%	31%	20%	24%	24%	19%	21%	22%	20%	10%	34%
Large can (i.e., 16 oz or more)	13%	17%	12%	14%	10%	23%	16%	12%	14%	5%	14%	16%	15%	17%	9%
Small bottle (i.e., less than 16 oz)	34%	31%	38%	34%	36%	9%	30%	35%	35%	39%	34%	31%	37%	35%	24%
Large bottle (i.e., 16 oz or more)	14%	15%	19%	16%	12%	6%	15%	13%	17%	11%	15%	14%	15%	22%	14%
Crowler (i.e., around 32 oz)	3%	4%	2%	4%	2%	9%	5%	4%	2%	-	3%	3%	3%	-	8%
Growler (i.e., large refillable jug)	2%	2%	2%	2%	3%	6%	1%	3%	2%	4%	2%	3%	2%	3%	2%
Other	1%	-	3%	1%	1%	-	1%	1%	1%	-	1%	1%	-	2%	-
No preference	7%	4%	8%	6%	8%	13%	8%	5%	4%	18%	7%	8%	6%	5%	7%
Don't know	4%	2%	3%	3%	4%	3%	5%	3%	3%	5%	3%	2%	2%	6%	2%

**KYC\_Q5. From which ONE of the following do you most prefer to purchase craft beer?**

Unweighted base	463	166	136	281	167	14	128	137	152	46	373	199	170	52	33
<b>Base: US Adults 21+ craft beer drinkers &amp; buyers</b>	<b>461</b>	<b>168</b>	<b>134</b>	<b>279</b>	<b>166</b>	<b>14</b>	<b>133</b>	<b>135</b>	<b>148</b>	<b>45</b>	<b>369</b>	<b>193</b>	<b>164</b>	<b>50</b>	<b>36</b>
Beers hop/liquor store	37%	43%	39%	40%	32%	38%	39%	34%	37%	40%	38%	37%	36%	34%	38%
Direct from the brewery	23%	19%	23%	21%	26%	33%	19%	28%	23%	20%	23%	21%	22%	21%	19%
Bar and/or pub	27%	30%	24%	29%	25%	25%	27%	26%	31%	18%	28%	29%	32%	37%	24%
Other	4%	2%	4%	3%	6%	-	3%	5%	5%	2%	4%	3%	6%	4%	2%
Don't know	6%	3%	5%	4%	9%	-	7%	5%	3%	12%	5%	6%	3%	1%	17%
Not applicable - I do not purchase craft beer	3%	2%	4%	3%	3%	4%	6%	1%	1%	8%	2%	3%	2%	4%	-

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



	Total	Social networks membership											Not applicable I am not currently a member of any social network	Daily	Several times a week
		Pinterest	Tumblr	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know			
Small can (i.e., less than 16 oz)	22%	17%	18%	23%	18%	20%	40%	13%	22%	18%	22%	-	20%	31%	21%
Large can (i.e., 16 oz or more)	13%	9%	14%	14%	18%	17%	8%	-	10%	-	8%	-	6%	33%	31%
Small bottle (i.e., less than 16 oz)	34%	41%	27%	34%	37%	36%	13%	45%	44%	43%	29%	100%	33%	11%	21%
Large bottle (i.e., 16 oz or more)	14%	16%	22%	14%	13%	15%	31%	26%	11%	18%	17%	-	11%	9%	18%
Crowler (i.e., around 32 oz)	3%	2%	2%	3%	2%	5%	8%	15%	6%	21%	24%	-	-	3%	7%
Growler (i.e., large refillable jug)	2%	3%	2%	2%	3%	2%	-	-	8%	-	-	-	4%	3%	2%
Other	1%	-	-	0%	-	-	-	-	-	-	-	-	4%	-	-
No preference	7%	9%	9%	6%	7%	3%	-	-	-	-	-	-	13%	-	-
Don't know	4%	4%	6%	3%	2%	1%	-	-	-	-	-	-	9%	11%	-

**KYC\_Q5. From which ONE of the following do you most prefer to purchase craft beer?**

Unweighted base	463	158	46	209	106	61	12	7	18	5	12	1	24	32	40
<b>Base: US Adults 21+ craft beer drinkers &amp; buyers</b>	<b>461</b>	<b>153</b>	<b>43</b>	<b>212</b>	<b>107</b>	<b>62</b>	<b>15</b>	<b>7</b>	<b>17</b>	<b>5</b>	<b>12</b>	<b>1</b>	<b>23</b>	<b>38</b>	<b>39</b>
Beers hop/liquor store	37%	36%	40%	38%	37%	40%	25%	58%	45%	61%	57%	-	45%	36%	42%
Direct from the brewery	23%	22%	17%	23%	23%	17%	6%	-	29%	-	7%	-	23%	24%	24%
Bar and/or pub	27%	30%	25%	29%	32%	29%	28%	42%	18%	39%	29%	-	24%	13%	29%
Other	4%	2%	4%	3%	2%	7%	-	-	-	-	8%	-	9%	3%	-
Don't know	6%	5%	7%	5%	3%	5%	35%	-	-	-	-	100%	-	16%	-
Not applicable - I do not purchase craft beer	3%	5%	7%	2%	4%	1%	6%	-	8%	-	-	-	-	9%	5%

**YouGov Realtime**  
**Craft Beer**

US\_nat Sample: 11th - 12th May 2020



Total	How often, if ever, do you drink craft beer (i.e., beer brewed in smaller quantities by independent breweries)?												
	2 to 3 times a week	Once a week	2 to 3 times a month	Once a month	A few times a year	Once a year or less	Never	Don't know	Net: Drinks craft beer	Net: Once a week or more	Net: At least once a month, but less than weekly	Net: At least once a year, but less than monthly	
Small can (i.e., less than 16 oz)	22%	16%	18%	29%	26%	25%	17%	-	-	22%	21%	28%	21%
Large can (i.e., 16 oz or more)	13%	18%	20%	10%	13%	5%	3%	-	-	13%	25%	12%	4%
Small bottle (i.e., less than 16 oz)	34%	41%	31%	30%	23%	39%	46%	-	-	34%	27%	27%	43%
Large bottle (i.e., 16 oz or more)	14%	18%	20%	17%	21%	13%	8%	-	-	14%	17%	19%	10%
Crowler (i.e., around 32 oz)	3%	2%	5%	3%	-	2%	4%	-	-	3%	5%	2%	3%
Growler (i.e., large refillable jug)	2%	-	4%	3%	2%	4%	-	-	-	2%	2%	3%	2%
Other	1%	-	-	-	4%	2%	1%	-	-	1%	-	2%	1%
No preference	7%	2%	2%	5%	8%	10%	14%	-	-	7%	1%	6%	12%
Don't know	4%	2%	-	2%	4%	2%	8%	-	-	4%	3%	3%	5%

**KYC\_Q5. From which ONE of the following do you most prefer to purchase craft beer?**

Unweighted base	463	47	55	58	46	111	74	-	-	463	174	104	185
<b>Base: US Adults 21+ craft beer drinkers &amp; buyers</b>	461	45	59	55	42	108	76	-	-	461	181	97	184
Beers hop/liquor store	37%	45%	52%	35%	38%	31%	28%	-	-	37%	45%	36%	30%
Direct from the brewery	23%	16%	11%	30%	27%	24%	27%	-	-	23%	18%	29%	25%
Bar and/or pub	27%	31%	26%	26%	23%	32%	28%	-	-	27%	25%	24%	30%
Other	4%	4%	6%	6%	6%	7%	-	-	-	4%	4%	6%	4%
Don't know	6%	4%	5%	-	2%	6%	11%	-	-	6%	6%	1%	8%
Not applicable - I do not purchase craft beer	3%	-	-	4%	4%	2%	6%	-	-	3%	3%	4%	3%