

## Beer Brands Survey Analysis

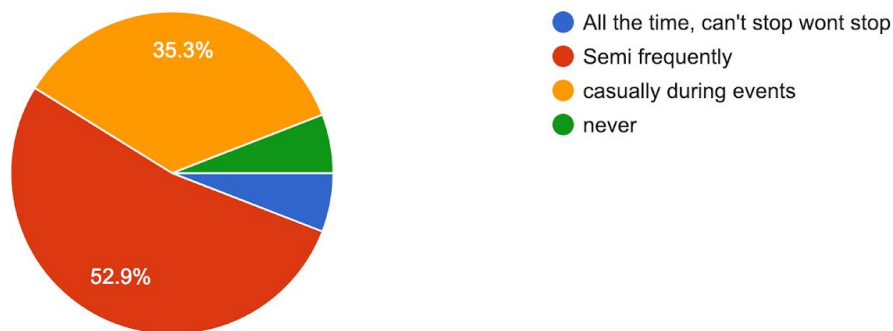
This document outlines the initial project kickoff surveys that were conducted. The goal of this second survey was to get a pulse on Fruition's potential customers. What beer brands they like and why, what beer styles they are into, and how much do they know about the beer brewing process. Logo, layout, and ease of use seemed like the most important aspects of beer websites that people liked.

I was able to survey 17 participants, the following are some key results from the survey responses. The link to all responses can be found [here](#).

### Survey Results

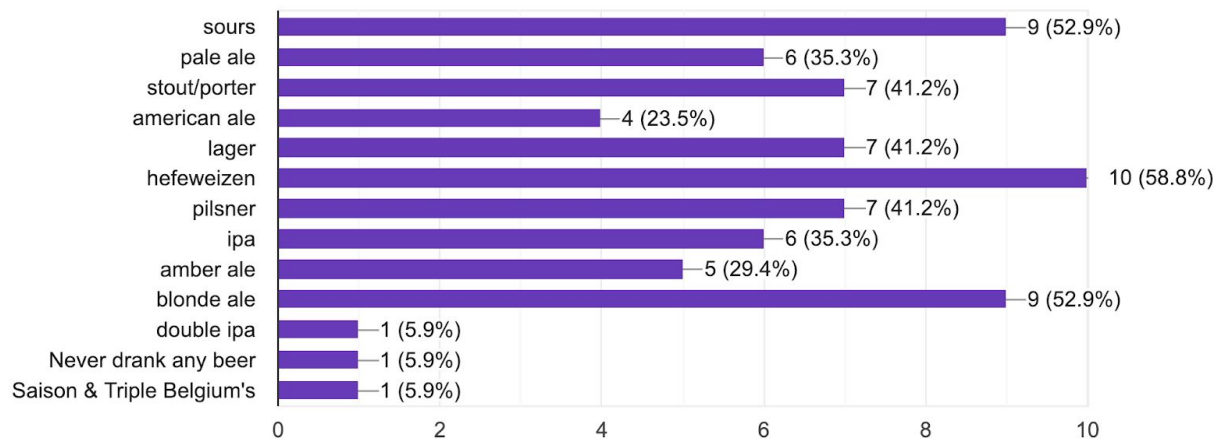
#### How often do you drink beer?

17 responses



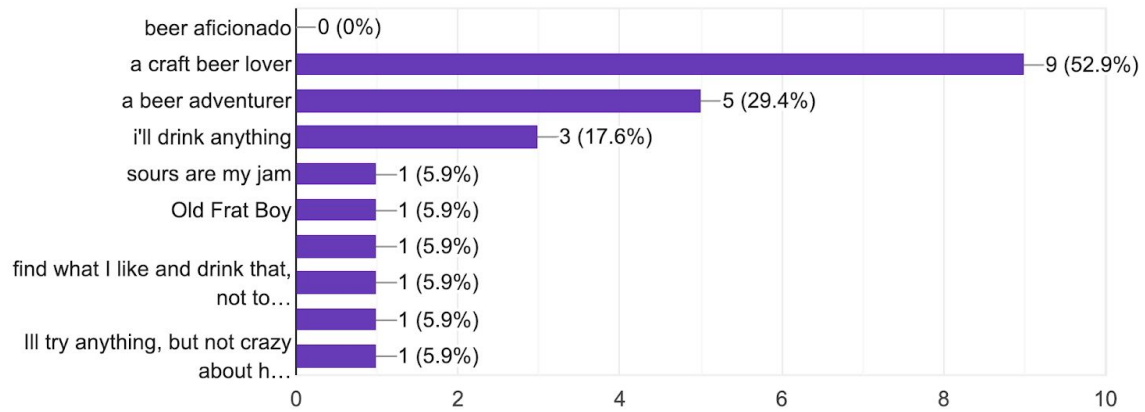
#### What styles of beer do you like?

17 responses



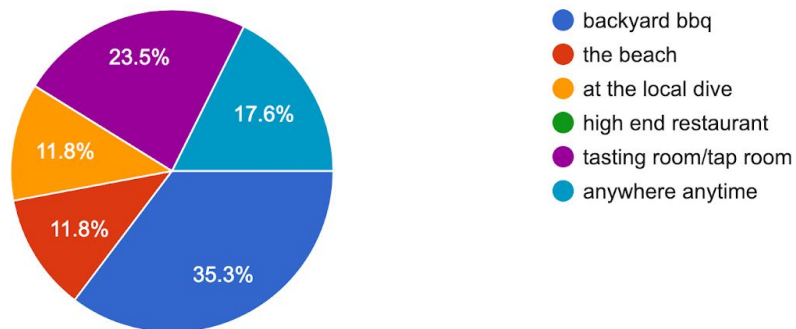
## What type of beer drinker are you? (click all that apply)

17 responses



## What is your preferred setting to drink a beer?

17 responses



## What is your favorite beer brand?

17 responses

Tivoli Brewing CO
Hoegaarten
Dangerous Man
Widmer Bros Hefeweizen
Jumping Cow
Sweetwater, New Belgium
Mac & Jacks
White Knight at angel city brewery
I have two: Guinness draft and Anchor Steam beer
Guinness
Westbrook
Blue Moon

## Why do you like that brand?

17 responses

Because they brew Helles Lager.
On a hot summer evening, tastes great with crisp pickles.
Good story, good beer, good logo
Local craft brew with full blonde-esque flavor
It tastes good
Good people, great product
Not too bitter, not too light. Just good.
Tastes good
flavor, flavor, flavor
It's tasty
Awesome Gose beers!
To me, I think it has a craft beer taste & body and a decent alcohol content but isn't as expensive as most craft beers. Also has good availability in bars/restaurants

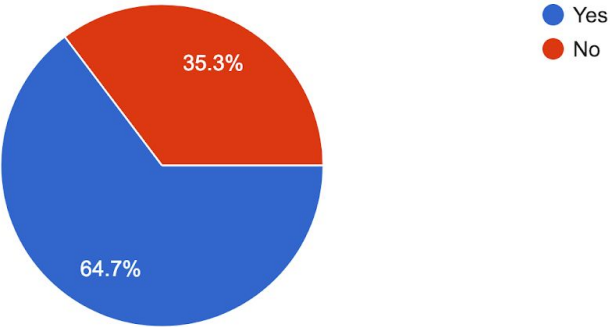
What beer company has good branding? (even if/especially if you don't actually like their beer)

17 responses

Avery-specifically white rascal
Not sure about overall branding - I like St Arnold's logo
Wild Mind Ales
Coors
I don't know or care. It's about taste
New Belgium
Dunno, there are so many! New Belgium, maybe?
I like the Kona graphics
Anchor Steam
Fancy, trendier canned beers
Hmm I don't really know...
Funky Buddha

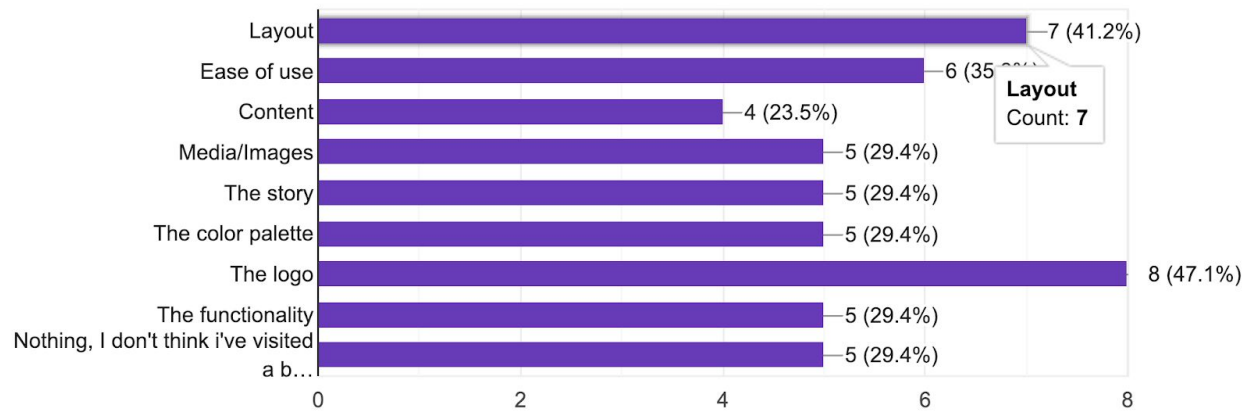
Have you ever visited a brewery's website?

17 responses



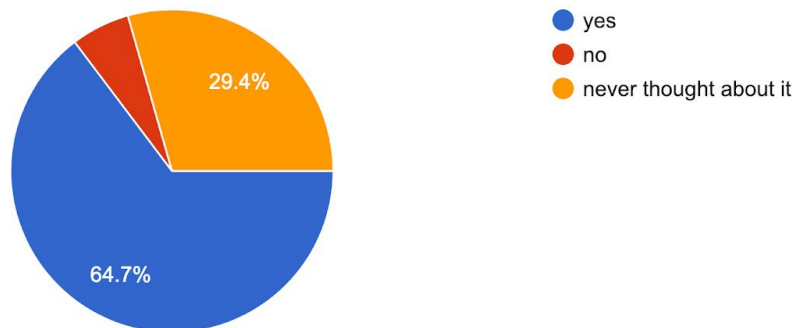
## What did you like about the company's website?

17 responses



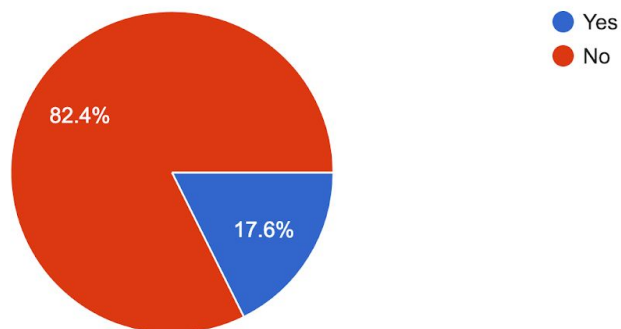
## Do you care how your beer is made or where the ingredients are sourced?

17 responses



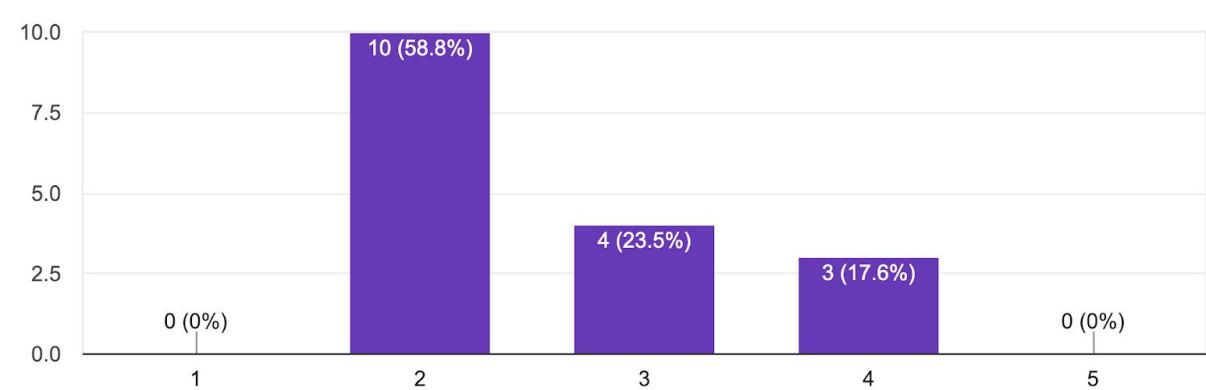
## Have you ever made your own beer?

17 responses



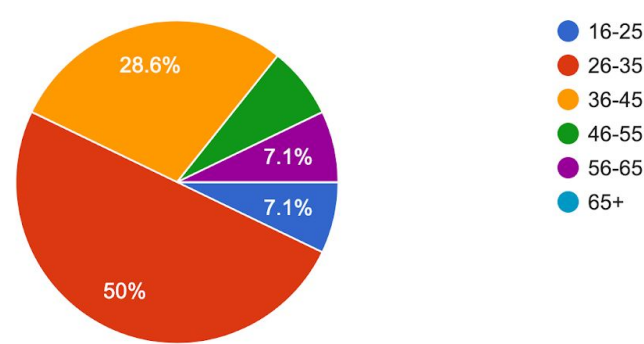
How much do you know about the beer brewing process?

17 responses



How old are you?

14 responses



## Analysis

### Quantitative Results:

~87% of people surveyed were casual or semi-frequent beer drinkers

~80% of people surveyed considered themselves craft beer lovers or beer adventurers

~65% of people surveyed cared where the ingredients used to make their beer and ~30% of people surveyed had never thought of it, only ~5% of people didn't care

~80% of people surveyed knew a medium-little amount about the brewing process

~82% of people surveyed had never brewed their own beer

### Qualitative Results:

Logo, layout, and ease of use seemed like the most important aspects of beer websites that people liked.

Almost all people surveyed cited the taste/flavor of the beer as important

Those surveyed loved a wide variety of beers

## Key takeaways

High percentages of the people surveyed considered themselves craft beer drinkers, but didn't really know much about the brewing process or how the beers they love get made. I view this as an opportunity for Fruition to inform the people and hopefully gain a following in the market.

In terms of the website, the logo, layout, and ease of use seemed like the most important aspects of beer websites that people liked.