

Ginger Johnson, Founder of Women Enjoying Beer The State Of The Woman and Beer - 2012 Report

No AV beyond a mobile microphone needed (preferably non hand held)

Basic outline I'll be following for the half hour time slot at the 2012 CBC:

1. Intro self and WEB
2. Purpose and Goal of WEB
3. Share 50 Question Survey and purpose therein
4. Psychographic, qualitative information
5. Gathering info no one else is collecting
6. Why this info matters to American Brewers, Distributors, etc.
7. Briefly review 5 of the questions (not enough time to go through everything!)
8. Take questions for audience, tell them I'm available the entire conference & beyond
9. Summary

Survey:

1. Why do you drink beer?
2. Why do you like beer?
3. What kinds of beers do you like?
4. How often do you drink beer and what helps dictate that pattern (however varied)?
5. What would compel you to try a beer you haven't tried before?
6. What dictates when you choose what beer?
7. What do you want from your beer? Conversely, what don't you want from your beer?
8. What kind of beer education or social beer opportunities would you like to take advantage of?
9. How do you want the beer companies to address/acknowledge you as a female beer drinker?
10. What kind of atmosphere do you prefer when you drink beer?
11. What are some elements of atmosphere that turn you off, even to the point of not patronizing a place because of them?
12. What do you think about present beer marketing and advertising as it relates to you as a woman?
13. Does size matter for your beer?
14. If I use the word "craft: beer, what does that mean to you?
15. If you use the term "craft" how do you define non-craft beer?
16. Do you drink any combination of beer, wine and spirits (please specify if so)?
17. Do you find learning about beer to have any roadblock for you? If so – what are they?
18. What kinds of establishments do you patronize to drink beer and why do you choose them?
19. What kinds of establishments will you avoid when you want to drink beer and why?
20. What would you say is a rough percentage breakdown of drinking beer in your own home, drinking beer out, and drinking at friends' (non public establishments)?
21. Does weather affect your beer habits and if so how?
22. Have you ever homebrewed?
23. If you're a home brewer or live with one, will you take those beers with you to places and people?
Tell us about why you do or don't.
24. If you have homebrewed, tell us why you tried it or why you currently do it (however sporadic).
25. What other factors affect your buying and or consumption of beer?
26. Will you travel to try a beer and if so why; if no – why not?
27. How far will you travel to get a beer and what are the factors you consider in doing so?
28. What do you drink when you travel?
29. Have you ever expressly taken a trip with a focus on beer in any way? Tell us about it.
30. Where do you shop for your beer?

31. If you're a cross drinker (drink beer, wine and spirits) what is the breakdown percentage wise of how often you choose each of the 3 drinks?
32. Are there any beers you won't try or buy? Why?
33. Please tell us what you think or know what beer distributors do.
34. What kind of beer marketing do you notice and why?
35. Where do you notice beer marketing, in any formats (billboards, TV, magazines, online, posters, packaging, etc.)?
36. Why do you notice the beer marketing you do?
37. Tell us if you think current beer marketing is inclusive of women and why (or why not).
38. What kind/s of marketing – in any category – gets your attention and why?
39. How do you want to be marketed to as a woman who enjoys beer?
40. What can a beer oriented company do to get your attention?
41. Do you use any social media platforms – if so which ones; if no why not?
42. When are you likely to buy a beer solely based on an advertising campaign or marketing effort?
43. What does a beer company, restaurant, bar or distributor have to do to get you to buy from them more than once?
44. Are you loyal to any brands (or any sort) and if so why? If not why not?
45. Do you want to know the story of the beer business and why or why not?
46. How does knowing anything about the beer company influence your purchasing of their products?
47. Do you want to know about beer company's fiscal, social, and environmental practices – why or why not?
48. Are you the primary caregiver of your household? Do you buy the majority of all products for the household?
49. Does a care giving role influence your relationship and consumption of beer? If so how so, if not, please explain.
50. What about your lifestyle and family (however large or compact) affects or influences your beer consumption?

51. Additional comments and ideas welcome.

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