The Demographics of Craft Beer Lovers

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Agenda

• What we knew
• What we know now
What We Knew, Circa 2001

Median Lover:
- Male
- Age 39
- White
- High education
- Relatively high income
- Geographically concentrated
How the World Has Changed

• **Craft Beer’s Journey**
  – Geographically
    • Almost 75% of legal drinking age (LDA) adults live within 10 miles of a brewery
  – Economically
    • Market penetration (11%?)
  – Demographically
What We Know Now
The Millennials Have Arrived!

Sources: U.S. Census Bureau, Census 2000 Summary File 1 and 2010 Census Summary File 1.
What Has Changed

All Trends Point Toward Increasing Diversity

• Young women coming into craft beer
• More geographic diversity
• Increasing diversity of craft beer lovers
  • Still skews toward higher SES
Change 1: Young Women

Young women (21-34) now over-index on craft, account for 15% of total craft volume.
Change 2 - Geography
Change 3: Diversity

• Still skews toward higher SES, but:
  – The bottom 60% of households (by income) now consume 40% of craft volume
  – Some evidence Hispanic population has increased craft engagement (see Technomic report as example)