



Budweiser ‘Beerpressions’ National Survey

<u>Participants:</u> 2,000 U.S. Residents	<u>Survey Method:</u> Online Survey
<u>Additional Targeting:</u> All participants were ages 21+	<u>Survey Dates:</u> August 1-12, 2016

This study examines how beverage choices influence first impressions. To conduct the survey, *Learndipity Data Insights* asked respondents to match common bar drinks with the perceived personality traits of those ordering them.

Seven common bar drinks featured in the survey include: *Domestic beer (Budweiser), imported beer, wine, champagne, a margarita, a cosmopolitan, and a gin & tonic.*

To categorize personality traits, we based our survey on the “Five Factor Model” (FFM). Psychologists have used this theory to gain insights into different personality archetypes. In developing the study, the five factors (agreeableness, conscientiousness, extraversion, neuroticism, openness to experience) were mapped to specific modern day descriptions of first impressions one would have in a bar.

“Approachability” for Men and Women

Q: When a man in a bar drinks one of the following beverages, which drink choice(s) suggests to you that he is “authentic” and “genuine”?

Domestic Beer (Budweiser)	59%
Imported Beer	29%
Margarita	28%
Cosmopolitan	22%
Gin & tonic	20%
Wine	18%
Champagne	16%

Q: When a woman in a bar drinks one of the following beverages, which drink choice(s) suggests to you that she is “friendly” and “low maintenance”?

Domestic Beer (Budweiser)	70%
Margarita	38%
Imported Beer	36%
Cosmopolitan	25%
Wine	23%
Gin & tonic	18%
Champagne	15%

“High Sophistication” for Men and Women

Q: When a man in a bar drinks one of the following beverages, which drink choice(s) suggests to you that he is “sophisticated” and “demanding”?

Champagne	41%
Wine	39%
Imported Beer	19%
Cosmopolitan	18%
Gin & tonic	14%
Margarita	9%
Domestic Beer (Budweiser)	6%

Q: When a woman in a bar drinks one of the following beverages, which drink choice(s) suggests to you that she is “high maintenance” with “expensive taste”?

Champagne	57%
Wine	35%
Cosmopolitan	21%
Gin & tonic	15%
Imported Beer	13%
Margarita	10%
Domestic Beer (Budweiser)	4%

“Seriousness” for Men and Women

Q: When a man in a bar drinks one of the following beverages, which drink choice(s) suggests to you that he is “serious” and “reserved”?

Wine	52%
Gin & tonic	24%
Champagne	21%
Imported Beer	14%
Cosmopolitan	13%
Margarita	9%
Domestic Beer (Budweiser)	7%

Q: When a woman in a bar drinks one of the following beverages, which drink choice(s) suggests to you that she is “predictable” and “cautious”?

Wine	31%
Gin & tonic	22%
Champagne	18%
Cosmopolitan	13%
Imported Beer	10%
Margarita	8%
Domestic Beer (Budweiser)	6%

Other Drink/Personality Associations

Imported Beer:

- **27%** believe a **man** drinking imported beer seems like “he’s trying to be cool” and “a bit insecure.”

Margarita:

- **50%** believe a **woman** drinking a margarita is “energetic,” “outgoing,” and “a bit shallow.”
- **41%** believe a **man** drinking a margarita is “fun-loving” and a “bit of a lightweight.”

Cosmopolitan:

- **48%** believe a **woman** drinking a cosmopolitan seems like she's "trying to seem trendy and fashionable."
- **40%** believe a **man** drinking a cosmopolitan is "fancy" and "not particularly manly."

Gin & Tonic:

- **30%** believe a **man** drinking a gin & tonic is "analytical" and "a bit calculating."

"Bar Interactions" for Men and Women

Q: Do more people chat with you at a bar when drinking a domestic beer (Budweiser) as compared to wine or other cocktails?

Men who answer "Yes" **22%**
Women who answer "Yes" **20%**

Q: Do more people chat with you at a bar when drinking an imported beer as compared to wine or other cocktails?

Men who answer "Yes" **11%**
Women who answer "Yes" **10%**

"Drink Choices" – Work, Dates & Friends

Q: Before placing a drink order, do you consider how your drink choice will be perceived by others in the following situations?

While out with friends – "Yes" **20%**
On a date – "Yes" **34%**
At a work event – "Yes" **39%**

“Drink Insights” for Americans

Q: Do you believe that what a person drinks at a bar gives significant clues about their personality?

Yes **61%**
No **39%**

Q: Do you make quick judgments about strangers based upon what drinks they order at a bar?

Yes **34%**
No **66%**