

BEER

In June 2016, we asked the 1,000 strong work.shop.play. urban community in Northern Ireland all about Beer! Here's a snapshot of what they told us...

7 in 10

urbanites are beer drinkers, with **47%** opting for premium lagers such as Peroni and **27%** preferring craft or locally brewed beers.

36%

of female urbanites say they have been served the wrong drink when they have asked for a beer in a bar or restaurant, with the assumption being that the beer must be for the man!

Half

Over half (**56%**) drink some form of beer every week, with over a **third** drinking beer at least twice a week.

61%

consider themselves 'Explorers' when it comes to beer saying "I like to try and sample a broad portfolio of beers".

Pint

Men opt for pints of beer with **63%** saying they prefer draught beer, whilst **67%** of women would choose bottled beer.

73%

list **flavour** as the most important factor when it comes to deciding which brand of beer to buy.

87%

usually buy beer at a large supermarket such as Tesco when they plan to consume beer at home / friends house. **45%** do so with their main weekly shop.

Posh!

When asked which beer is most posh, NI urbanites said Peroni (**31%**) followed by Stella Artois (**14%**)



Want to hear more from our panel of Northern Ireland Urbanites on Beer? - Get in touch with Exterion Media on **028 9032 2333**

CIDER

In June 2016, we asked the 1,000 strong work.shop.play. urban community in Northern Ireland all about Cider! Here's a snapshot of what they told us...

56%

of NI urbanites are cider drinkers, rising to **6in10** amongst women. **Half** of women opt for fruit ciders such as Kopparberg.

85%

usually buy cider at a large supermarket such as Tesco when they plan to consume cider at home / friends house with **41%** doing so with their main weekly shop.

1 in 4

drink cider weekly, whilst **67%** drink cider at least once a month.

27%

Over a **quarter** describe themselves as one-brand cider Drinkers, saying "I'm loyal to a particular brand".

Summer

Served over ice rather than hot with cloves! **69%** drink the most cider in Summer, with almost **1in3** doing so all year round.

64%

say **taste**, followed by **price (58%)**, are important factors when considering which brand of cider to buy.

79%

prefer their cider in bottles (**78%** of men and **81%** of women), whilst **12%** choose draught and **8%** opt for cans.

Loyalty

63% said if they were offered free drink vouchers or other promotions by cider brands it would make them more loyal to that brand.



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