

Market Research

From Green Harbor Publications

Annual Beer Consumption by a 53-Year-Old Male

Green Harbor Publications
January 2010

Annual Beer Consumption Study Parameters

- **One 53-year-old male**
- **January to December 2009**
- **Recorded on a regular basis**
 - ▶ Beer consumption
 - ▶ Wine consumption
- **One bottle equals one beer**

Annual Beer Consumption Results



Source: Annual Beer Consumption by a 53-Year-Old Male, Green Harbor Publications, 2010

Annual Beer Consumption Conclusions

- **Initial target of 100 beers proposed**
 - ▶ Was exceeded early in the year
- **Actual number was 323.5**
 - ▶ Ranging from 16 to 43 beers per month
 - Biggest months were when the study participant had vacation
 - ▶ The participant would have said he had “a couple of beers a week”
 - The truth is closer to a beer a day
 - Have found out since that doctors typically double the number you tell them
- **Very limited wine consumption**
 - ▶ About three glasses a month
- **No hard alcohol at all**