

# Raise a glass. To beer on St. Patrick's Day.

As they left 7-Eleven, we talked to 200 people about beers + plans to celebrate.

## TASTE

# 87%

who shop for beer say taste is what drove them to buy it.

## DRINK

# 85%

will be drinking on St. Patrick's Day this year.

## TOAST

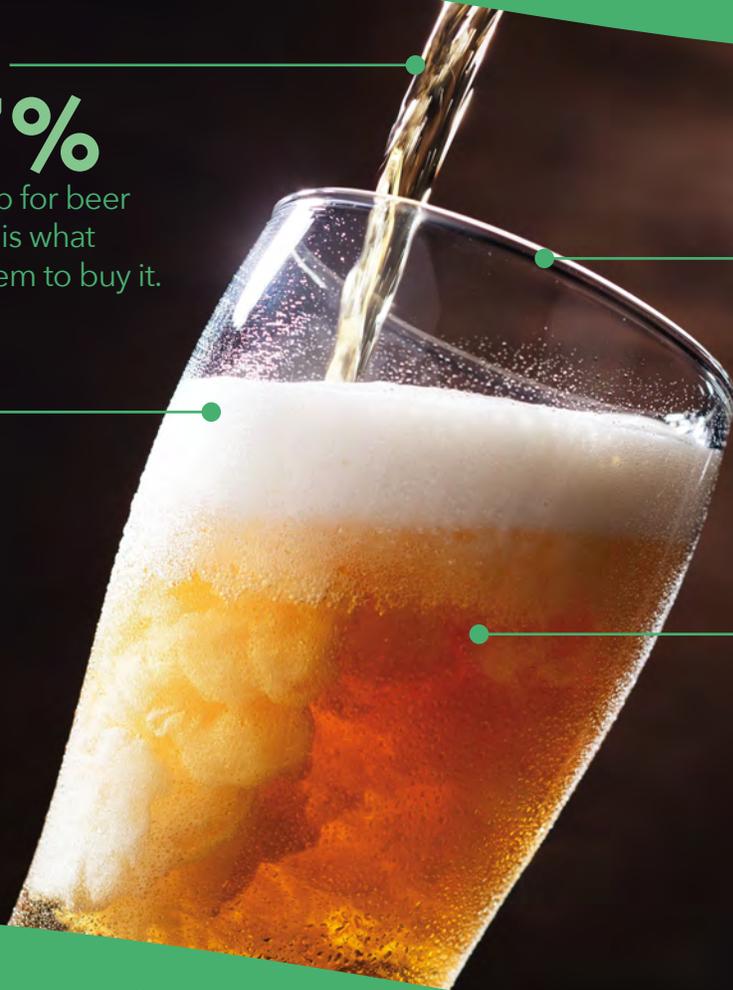
# 59%

will celebrate St. Patrick's Day away from their homes.

## BRAND

# 46%

will try a new brand or flavor, if it comes with a recommendation.



## WHO WINS—AND WHY?

We asked about taste, quality and price.



# 41%

choose Blue Moon for taste.



# 36%

like Miller Lite for the price.



# 32%

go for Stella Artois for quality.



# 31%

choose Heineken for quality.

## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.

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### METHODOLOGY

The Surveys on the Go® mobile app was used to track beer shoppers leaving 7-Eleven. Split evenly in age, gender and nationally representative.