



Making the Most of Cask

Any pub that offers Cask Ale will want to make any marketing activity it organises attractive to Cask Ale drinkers.

The 2017/18 Cask Report highlighted that Cask Drinkers visit the pub more frequently and spend more than the average pub goer.

The YouGov survey commissioned by the Cask Ale Report also asked drinkers to say why they had visited the pub in the past year. By analysing the responses of those drinking Cask Ale, we are able to see which occasions Cask Drinkers are more likely to attend than the average pub goer...

Going on a date



Average Pub Goer	15%
Cask Drinkers	20%
Male Cask Drinkers	18%
Female Cask Drinkers	28%

0% 50% 100%

Watching live sports

Average Pub Goer	13%
Cask Drinkers	23%
Male Cask Drinkers	26%
Female Cask Drinkers	13%

0% 50% 100%



Listening to live music



Average Pub Goer	17%
Cask Drinkers	28%
Male Cask Drinkers	27%
Female Cask Drinkers	32%

0% 50% 100%

Taking part in a pub quiz

Average Pub Goer	19%
Cask Drinkers	30%
Male Cask Drinkers	29%
Female Cask Drinkers	34%

0% 50% 100%



Spontaneously going out for a drink



Average Pub Goer	53%
Cask Drinkers	65%
Male Cask Drinkers	65%
Female Cask Drinkers	67%

0% 50% 100%

Going out for a planned meal or drinks

Average Pub Goer	65%
Cask Drinkers	79%
Male Cask Drinkers	78%
Female Cask Drinkers	81%

0% 50% 100%



All data from YouGov survey 2017 commissioned by The Cask Report

It is clear that Cask Ale drinkers are more likely to support live music events, quiz nights and televised sports compared to the average pub goer. Female Cask Ale drinkers, whilst less likely to visit to see a major sporting event, are more likely than their male counterparts to support a pub quiz, to see live music and to find romance!

When promoting an upcoming event make sure you make it as attractive as possible to Cask drinkers; not just your regular customers but also those Cask enthusiasts who are occasional visitors.

Cask Marque suggests...

- Highlighting the range of Cask Ales that will be available
 - Putting on a special Guest Ale for the evening
- Remember Cask Ale drinkers chose the venue for their friends, so talk to the local CAMRA branch about your events
- If you are running a food promotion highlight which Cask Ales go well with specific dishes

Download the latest Cask Report

www.caskmarque.co.uk

