



Contribution of Craft Breweries to Patron Quality of Life

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Motivation

There has been a steady increase in sales from craft breweries across the U.S. in recent years. We are interested in how craft breweries might affect the perceived quality of life for those living in Nebraska and attending these establishments.

Research Question

Is the presence and perceived quality of microbreweries statistically related to individuals' perceived quality of life in their community?

Data

Collected survey data from 95 patrons at microbreweries across Nebraska. Survey consisted of approximately 40 questions. Breweries were randomly sampled from list of 54 active microbreweries in Nebraska.

Method

Using a survey, respondents were asked a series of questions about satisfaction with breweries and other amenities in Nebraska towns. This allowed us to compare satisfaction with breweries to satisfaction with other amenities. Mean scores on these variables were used to make this comparison (see Figure 1).

To understand the relative importance of satisfaction with breweries as a driver of overall satisfaction with quality of life, we used a derived-importance model. This approach correlates satisfaction with various services with "anchoring" questions – in this case perceptions of quality of life – to better understand whether the presence of craft breweries is related to peoples' perceptions of quality of life in Nebraska. The strength of correlations were compared (see Fig. 2 & 3, Table 1).

Results

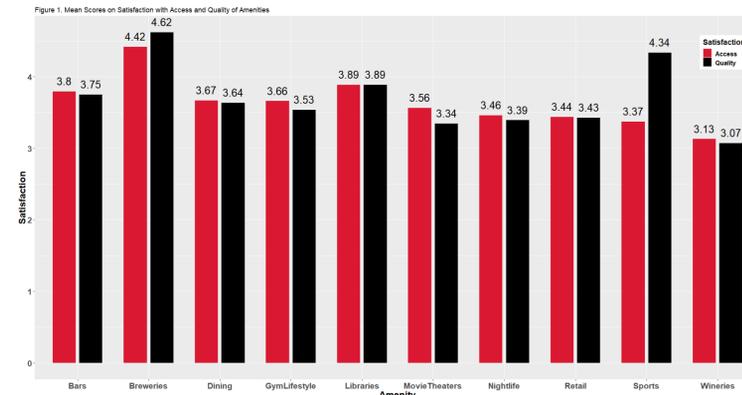


Table 1. Correlation with Access to Amenities and Quality of Amenities with Quality of Life

| | Correlation w/ Access and Quality of Life | Correlation w/ Access and Quality of Life |
|----------------|---|---|
| Bars | 0.28 | 0.29 |
| Breweries | 0.26 | 0.30 |
| Dining | 0.37 | 0.24 |
| Gym/Lifestyle | 0.22 | 0.26 |
| Libraries | 0.49 | 0.34 |
| Movie Theaters | 0.30 | 0.24 |
| Nightlife | 0.23 | 0.20 |
| Retail | 0.41 | 0.24 |
| Sports | 0.20 | 0.22 |
| Wineries | 0.21 | 0.17 |

Conclusion

Respondents from the surveys indicated high satisfaction with both access and the quality of breweries. However, when we correlated these responses with their responses to overall quality of life, the relationship was weak.

References

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Van Ryzin, G. G., & Immerwahr, S. (2004) Derived-Importance of citizen survey data. *Public Performance and Management Review*.

