

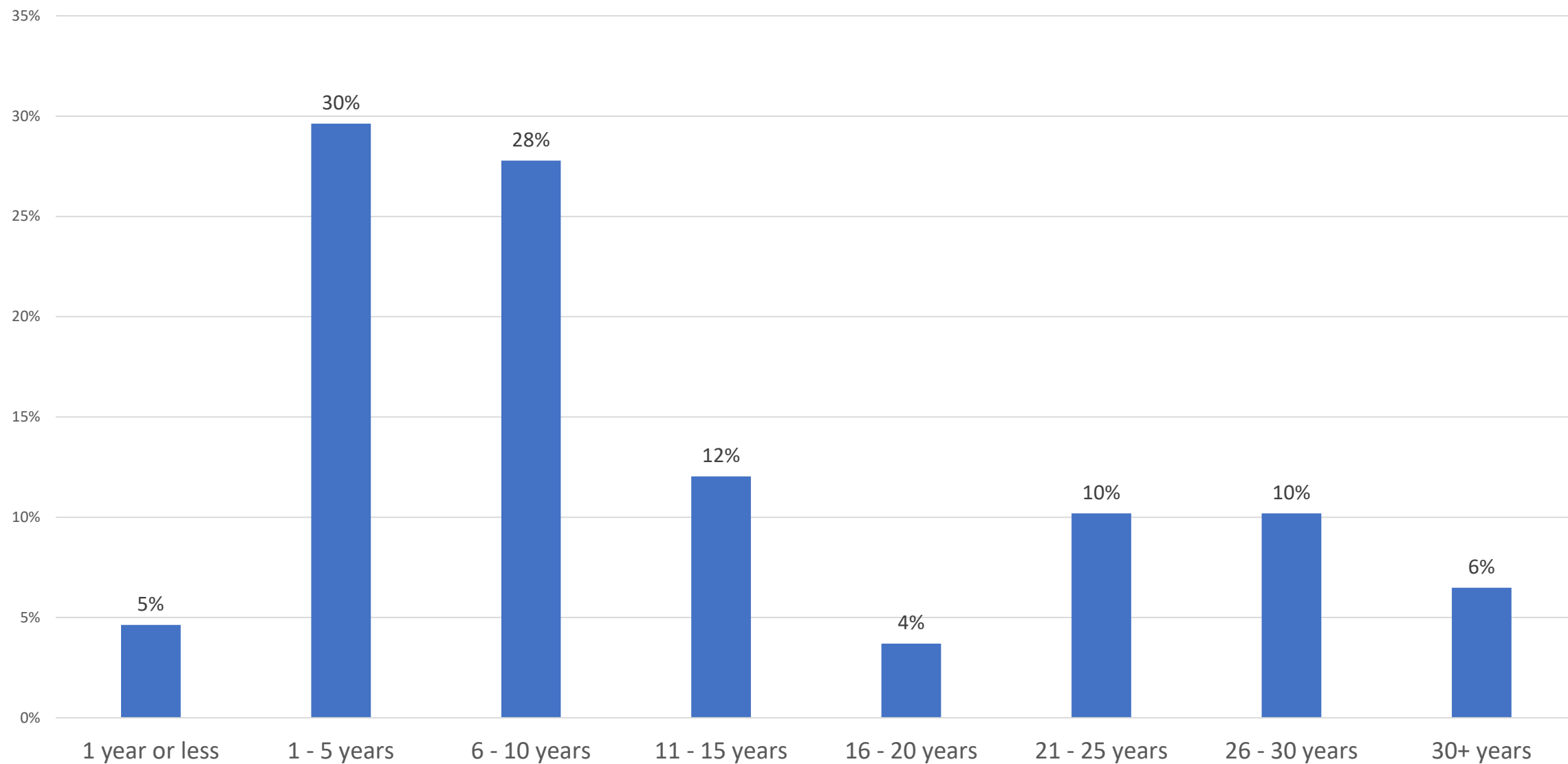


AHA Homebrew Club Survey

Conducted Feb 2019 – Apr 2019

113 Responses

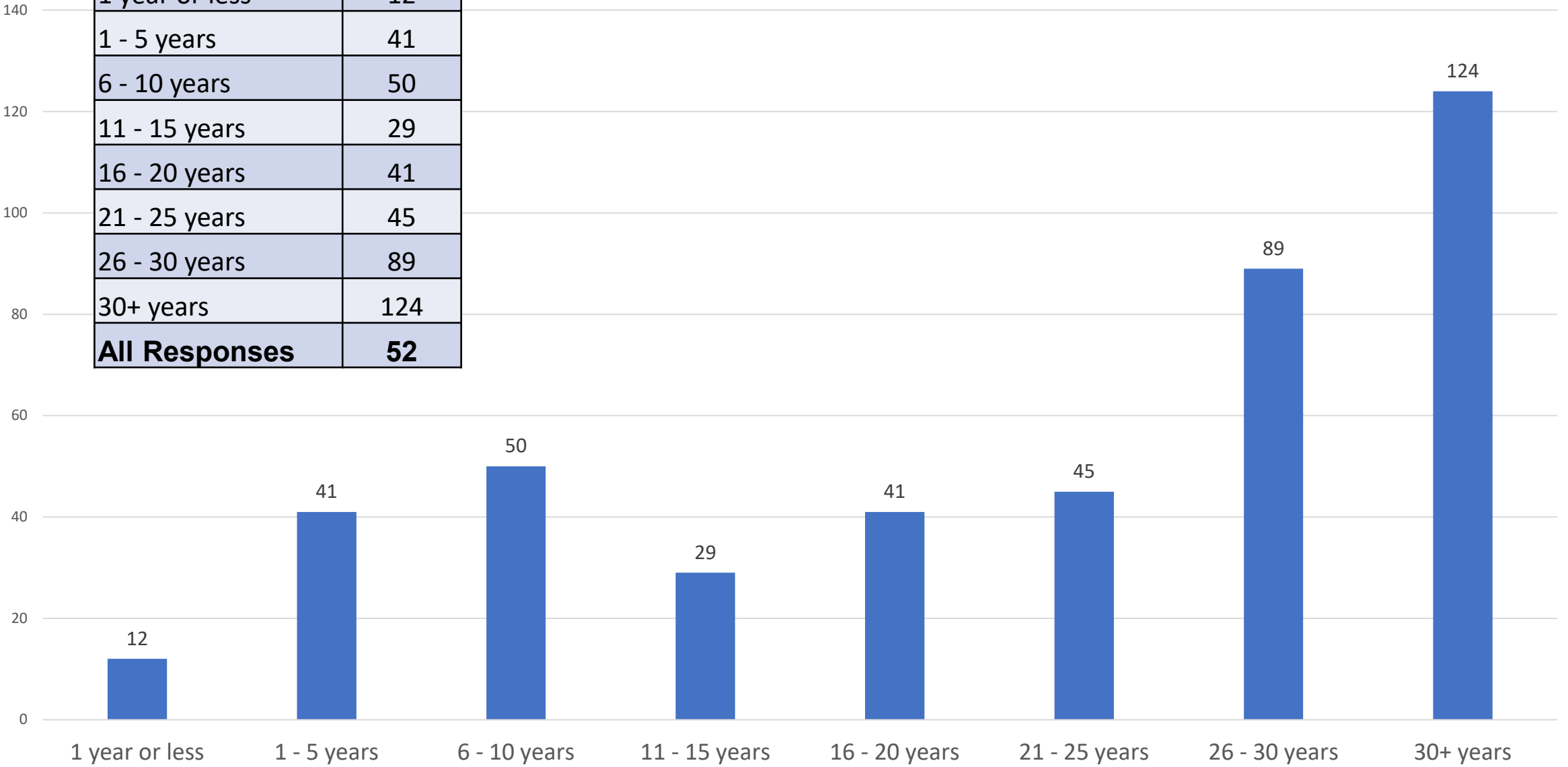
Club Age (years in existence)



Average (all): 13 years

Years in Existence	Avg Size
1 year or less	12
1 - 5 years	41
6 - 10 years	50
11 - 15 years	29
16 - 20 years	41
21 - 25 years	45
26 - 30 years	89
30+ years	124
All Responses	52

Club Age vs Size (# of members)



Average:

How much
are your
club's annual
dues?
(Individual
per year)

\$31.04

In the past 12 months, has the club increased in size, decreased in size, or stayed the same?

Increase	39.82%
No change	55.75%
Decrease	4.42%

Please estimate the percentage of female homebrewers in your club: 16%

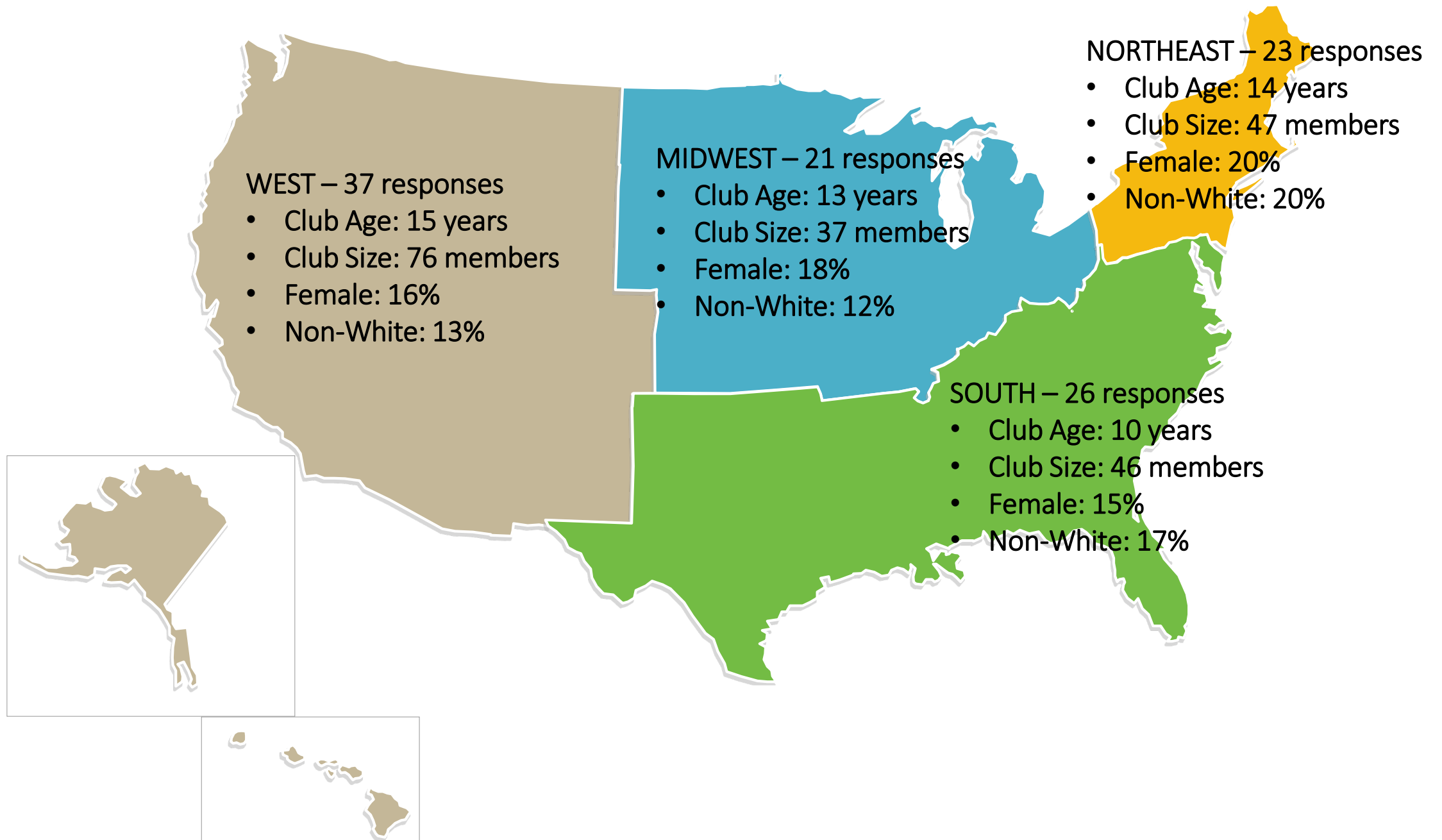
In the past 12 months, has the club experienced an increase in female membership, a decrease in female membership, or has it stayed the same?

Increase	31.25%
No change	63.39%
Decrease	5.36%

Please estimate the percentage of non-white/Caucasian homebrewers in your club: 16%

In the past 12 months, has the club experienced an increase in non-white/Caucasian membership, a decrease in non-white/Caucasian membership, or has it stayed the same?

Increase	15.97%
No change	76.47%
Decrease	2.52%



Club Organizational Type

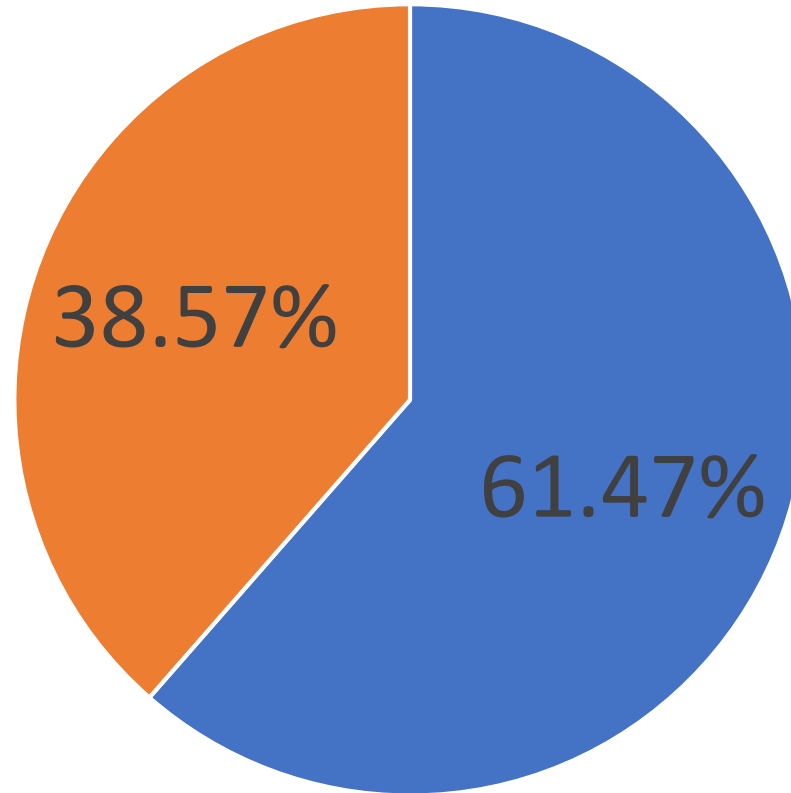
501(c)3 Educational or Charitable Organization	14%
501(c)7 Social or Recreational Organization	29%
Incorporated or LLC	9%
No organized structure	43%
Other	8%

	Total	Average
501(c)3 Educational or Charitable Organization	\$95,800	\$7,983.33
501(c)7 Social or Recreational Organization	\$55,570	\$1,792.58
Incorporated or LLC	\$2,500	\$416.67
No organized structure	\$8,160	\$209.00
All	\$172,530	\$1,159.25

Please estimate the total monetary amount of charitable donations your club has given in the past 12 months.

Responses: 91

Is your club insured through the AHA's general & liquor liability insurance?

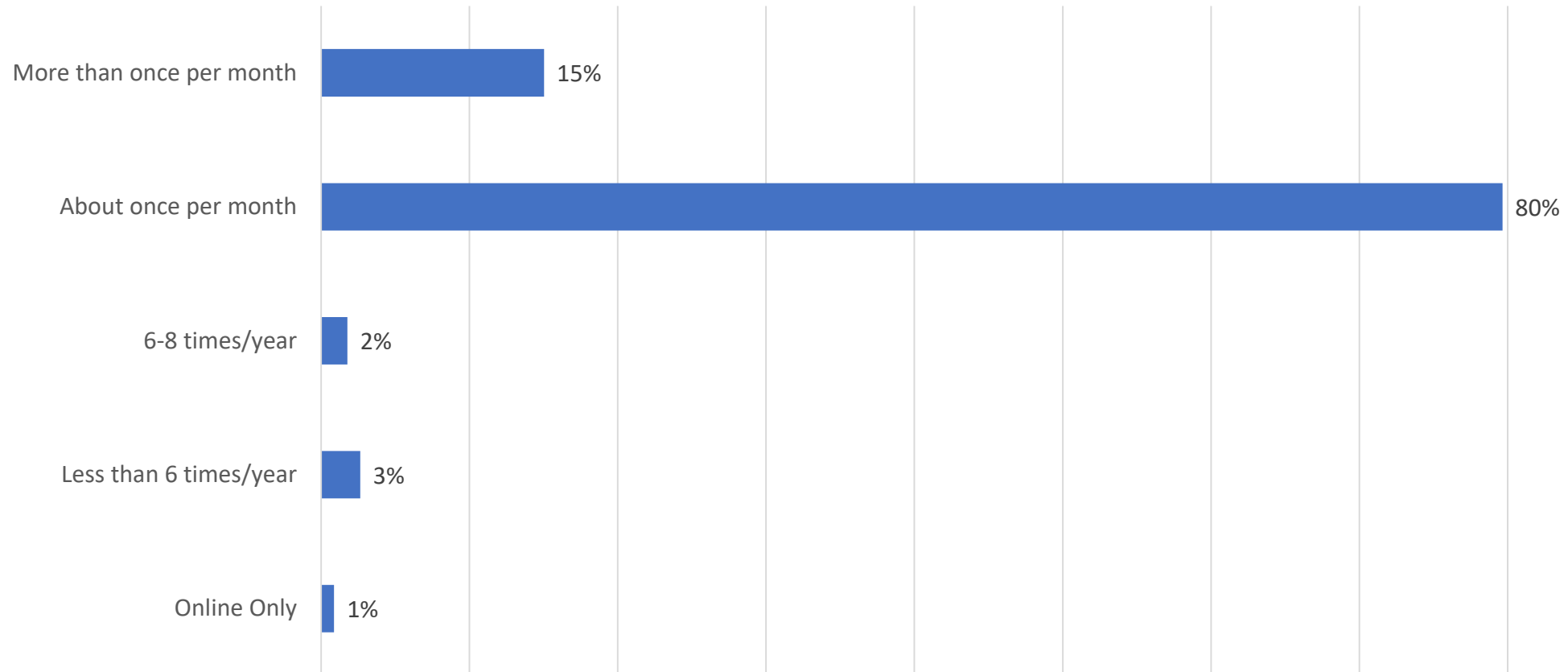


■ Yes ■ No

What online/social media platforms does the club maintain a presence on?

Facebook Group	73%
Facebook Page	70%
Website	59%
Instagram	30%
Twitter	22%
Google Groups	10%
Slack	7%
LinkedIn	2%
MeetUp	2%
Flickr	1%
Other responses: Github, Mailchimp, Yahoo Discussion Group, Untappd, WhatsApp, YouTube	

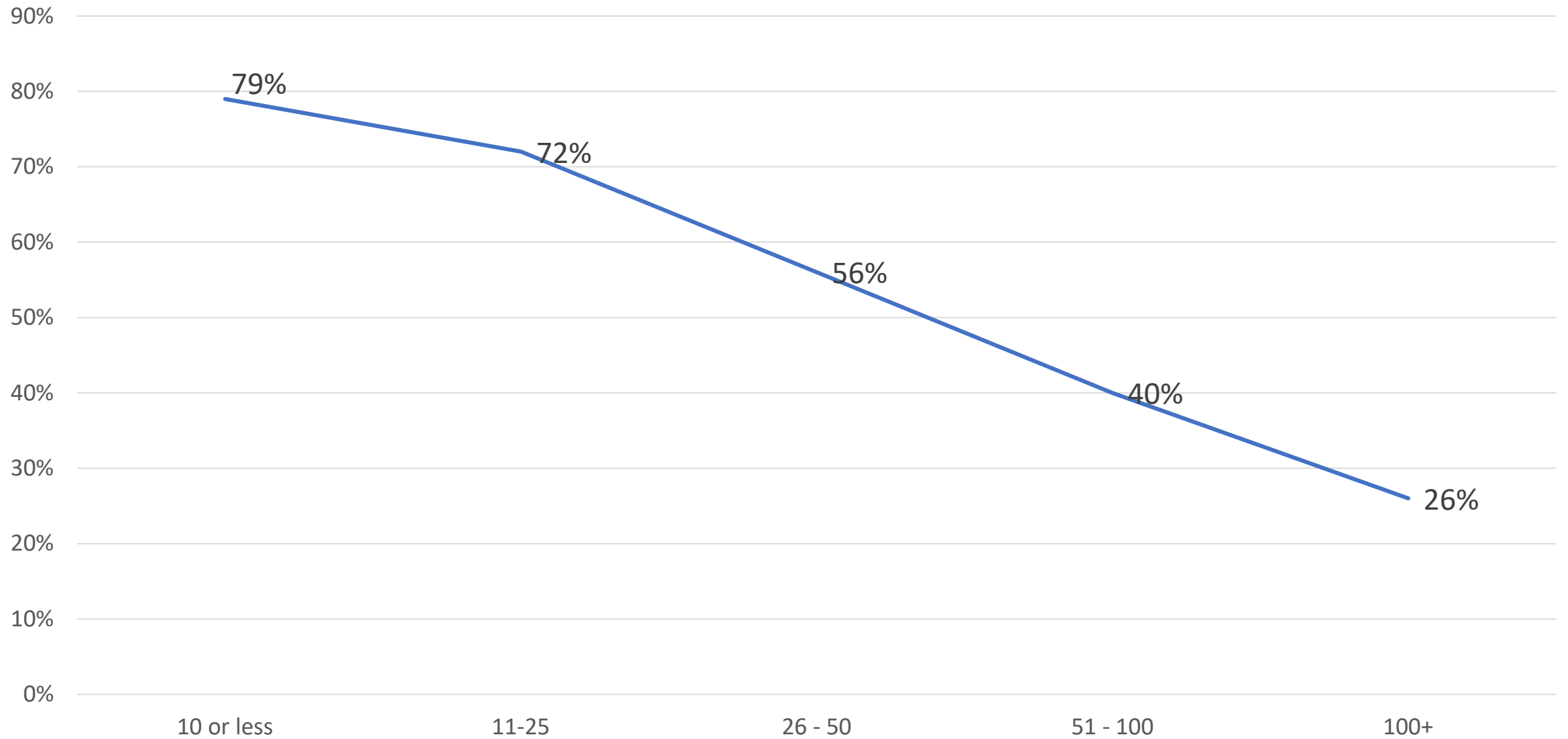
Please indicate how often your homebrew club holds in-person membership meetings.



How many people typically attend your club meetings?

Club size	Average attendance	Average attendance (% of members)	Average age of club
10 or less	6	79%	5
11-25	13	72%	9
26 - 50	20	56%	13
51 - 100	25	40%	15
100+	41	26%	23
All	19	57%	13

Average Meeting Attendance (% of membership) vs Club Size



Please indicate where your homebrew club hosts in-person meetings (Select all that apply)

*Common 'Other' responses: bottle shops, local non-beer related businesses

Commercial brewery	71%
Residence	33%
Homebrew Supply Shop	29%
Restaurant or bar	24%
Community facility/venue	14%
Other (please specify)*	8%
Dedicated 'club house'	7%

Generally in the same place	57%
Different venue each meeting	37%
Other (please specify)*	6%

*Common 'Other' responses: Every other meeting is held in a different venue

If your club hosts regular in-person meetings, are those meetings generally held in the same place every time, or is each meeting at a different venue?

Please indicate how often your club hosts the following events & activities	Regularly (6+/year)	Often (3-5/year)	Sometimes (1-2/year)	Rarely (<1/year)	Never
Bottle shares (homebrew)	81%	3%	8%	4%	4%
Educational presentations	36%	27%	26%	8%	4%
Bottle shares (commercial beer)	31%	9%	23%	18%	18%
Homebrew competitions	12%	30%	33%	13%	12%
Group brew days	11%	28%	42%	17%	3%
Club parties (picnics, tailgates, holiday parties, etc)	4%	27%	55%	11%	4%
Brewery tours/pub crawls	7%	19%	48%	15%	12%
Volunteering at local beer events	5%	25%	41%	12%	18%
Bulk ingredient purchases (malt bags, etc)	4%	16%	30%	22%	27%
Teach a homebrew class	6%	12%	25%	27%	31%
Volunteering/fundraising for charitable organizations	4%	10%	33%	18%	35%
BJCP/Cicerone training	14%	7%	24%	12%	38%
Raffles	14%	7%	24%	12%	43%
Common “Other” answers: food & beer pairings, club camping trips					