



NATIONAL BOURBON HERITAGE MONTH **“MAN-CATION” SURVEY FACT SHEET**

Jim Beam® Kentucky Straight Bourbon and Knob Creek® Straight Bourbon Whiskey are celebrating September as National Bourbon Heritage Month with the ultimate man-cation get-away in Kentucky. A recent national survey revealed just what men look for when planning their guy’s getaway.

GUYS JUST WANNA MAN-CATION:

- **42%** have taken a man-cation
- **42%** of men that have not taken a man-cation would consider it
 - Men ages 25-34 are most likely to have taken, or want to take, a man-cation
 - Men in the Northeast are most likely to have never taken a man-cation
- Top three reasons men want to get away
 - Bond with the guys
 - Have fun
 - See friends you rarely see

BONDING IN LOUISVILLE, JIM-BEAM STYLE:

- Top three factors when choosing a man-cation destination
 - Overall: 1) Affordable price 2) sporting events 3) recreational activities
 - Ages 25-34: 1) Affordable price 2) nightlife 3) sporting events
- Top three alcoholic spirits considered ‘must-haves’ on a man-cation:
 - Beer
 - Whiskey
 - Vodka
- **Nearly half** of men polled won’t spend more than \$500 on a guys’ getaway
- **⅔** of men surveyed chose a Bourbon-themed distillery trip over a VIP, Vegas-type getaway
- **43%** of respondents are interested in learning more about their favorite alcoholic beverages
- **41%** believe the type of alcohol a man drinks says a lot about the type of man he is

The Jim Beam and Knob Creek “Man-cation” Survey interviewed more than 430 consumers of legal purchase age. The national Omnibus online survey was conducted by Synovate, a global market research company, and only surveyed men who consume alcohol.

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