

Designated Driver Survey 2011 – U.S. Results

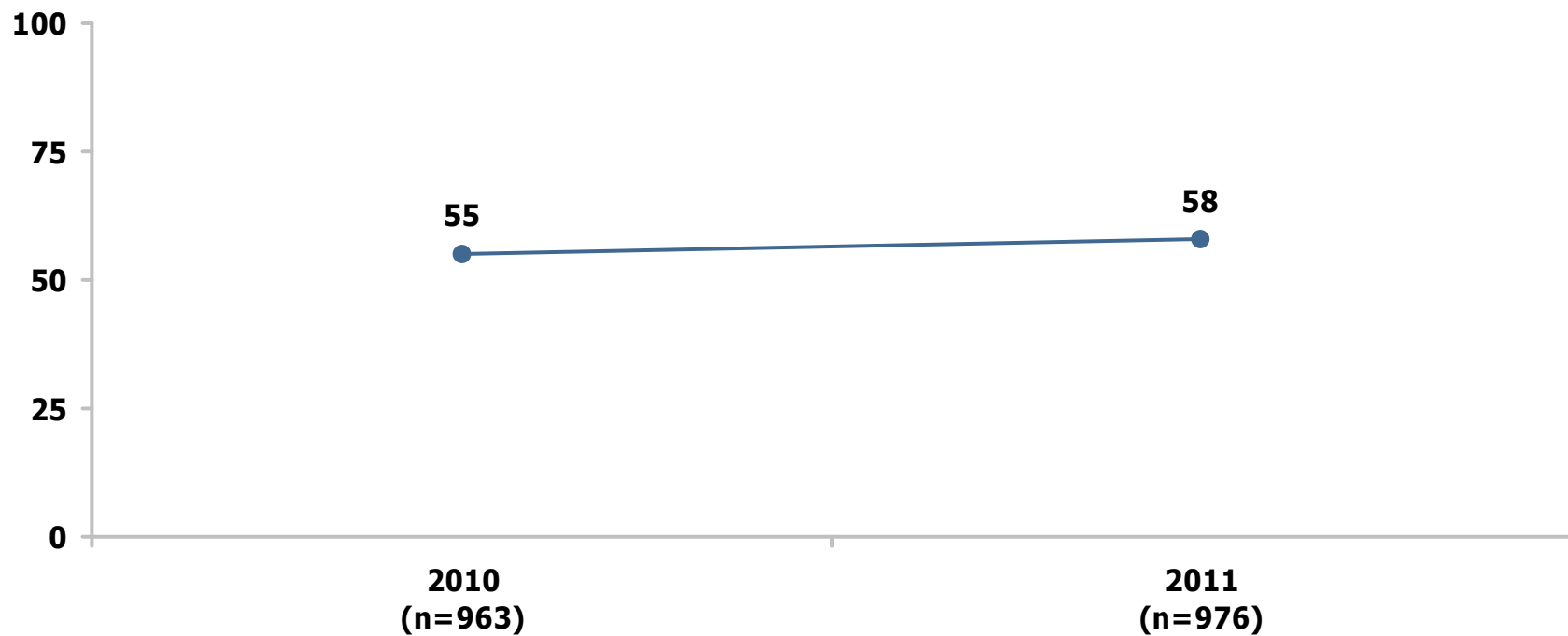
Prepared for: Anheuser-Busch

July 2011

Ever Been a Designated Driver - % Yes

- 58% of respondents said they have been a designated driver

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Source: GfK Roper, telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed July 15-17, 2011.

Base: Total Respondents 21+

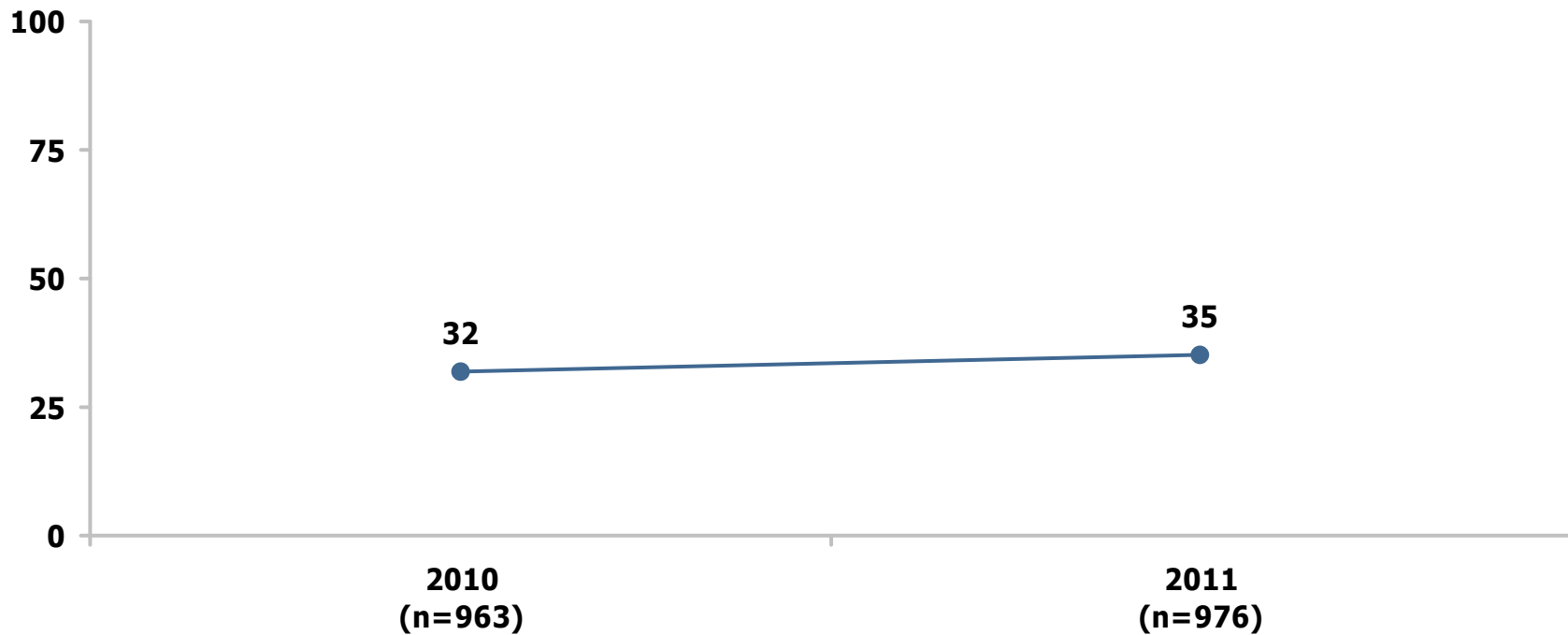
Q1b. Have you ever been a Designated Driver -- the person who agrees to do the driving when going out with others who will be drinking alcohol beverages?



Driven Home By a Designated Driver - % Yes

- 35% of respondents have been driven home by a designated driver

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Base: Total Respondents 21+

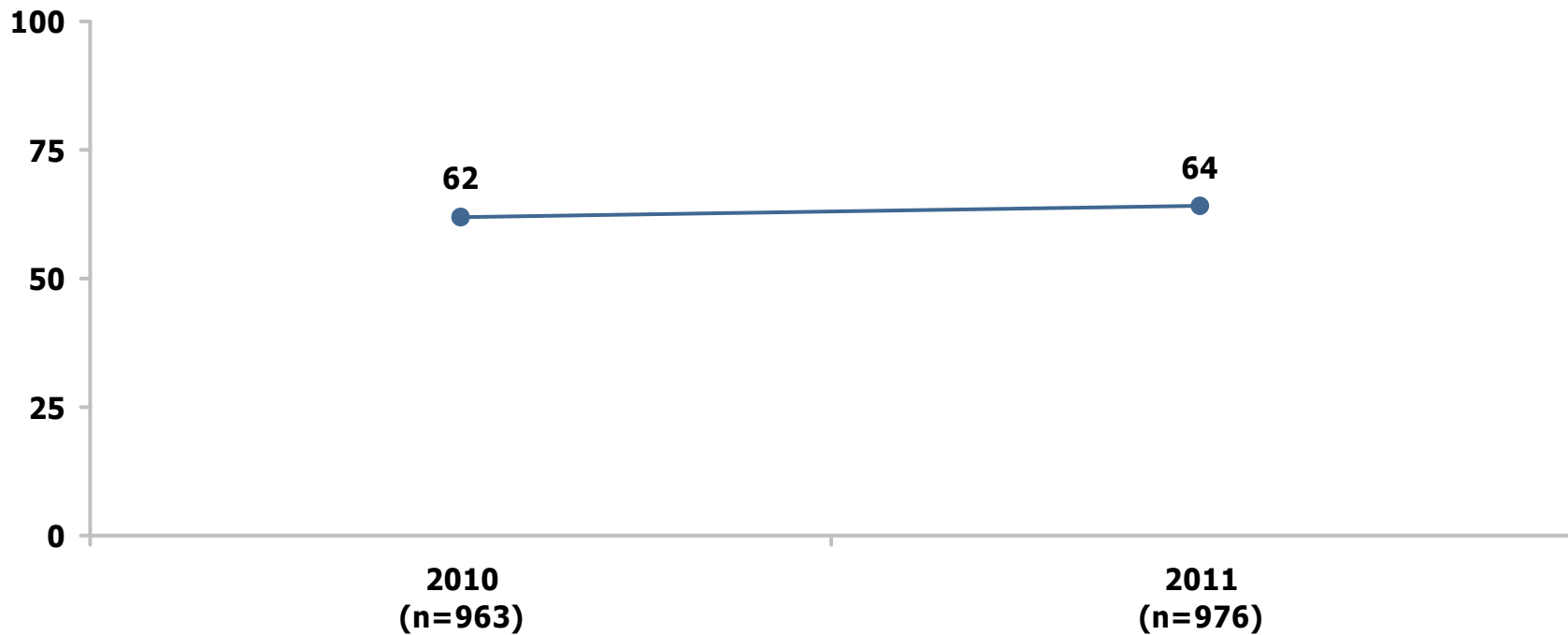
Q3. Have you ever been driven home by a Designated Driver?



Ever Been a Designated Driver or Driven Home By a Designated Driver - % Yes

- 64% of respondents have ever been a designated driver or driven home by one

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Base: Total Respondents 21+

Q1b. Have you ever been a Designated Driver -- the person who agrees to do the driving when going out with others who will be drinking alcohol beverages? and

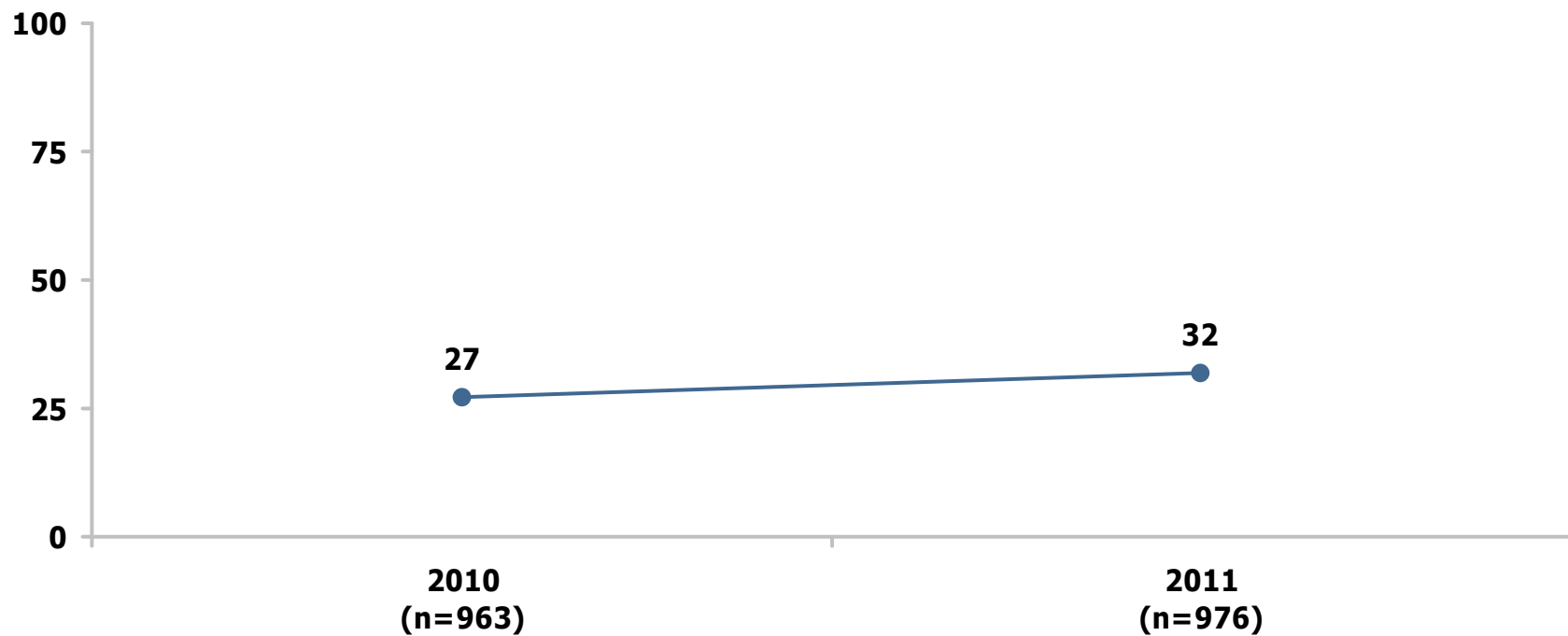
Q3. Have you ever been driven home by a Designated Driver?



Has Been a Designated Driver in the Past Year - % Yes

- 32% of respondents have been a designated driver in the past year

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Base: Total Respondents 21+

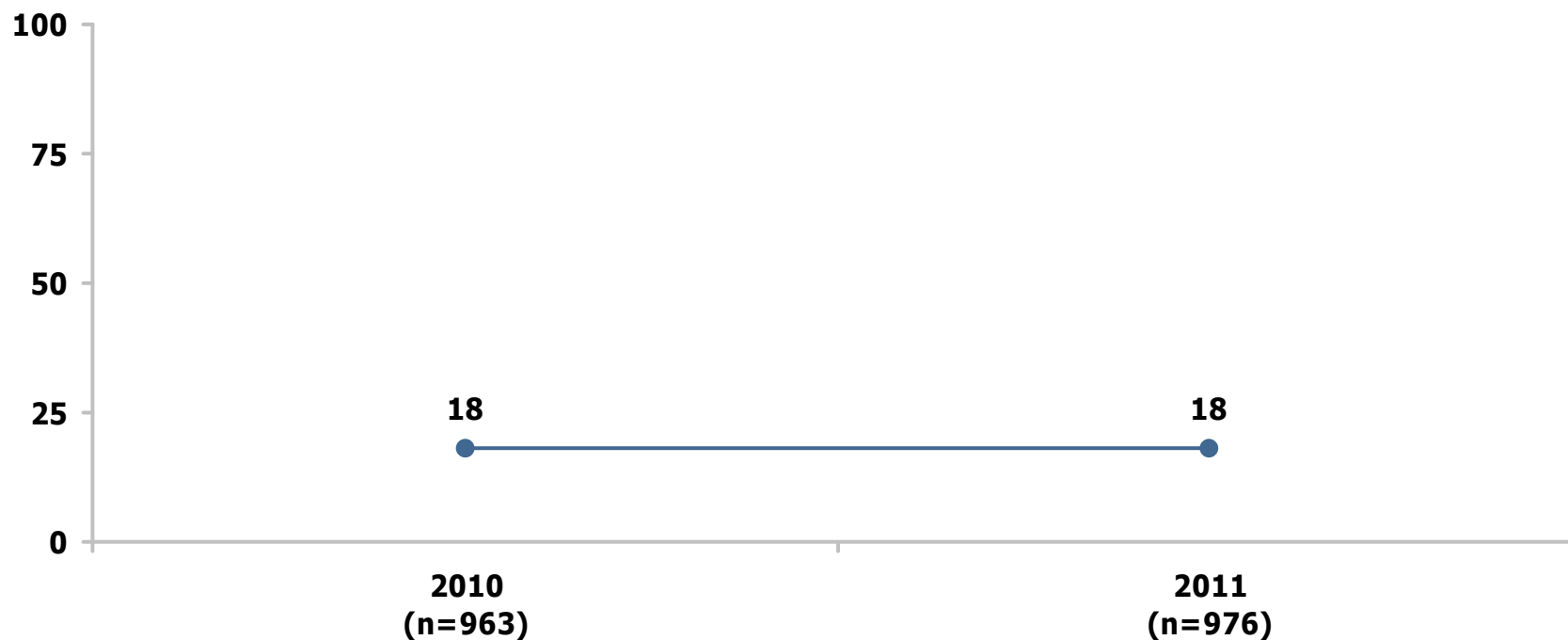
Q2. Have you been a Designated Driver in the PAST YEAR?



Driven Home By a Designated Driver in the Past Year - % Yes

- 18% of respondents have been driven home by a designated driver in the past year

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Base: Total Respondents 21+

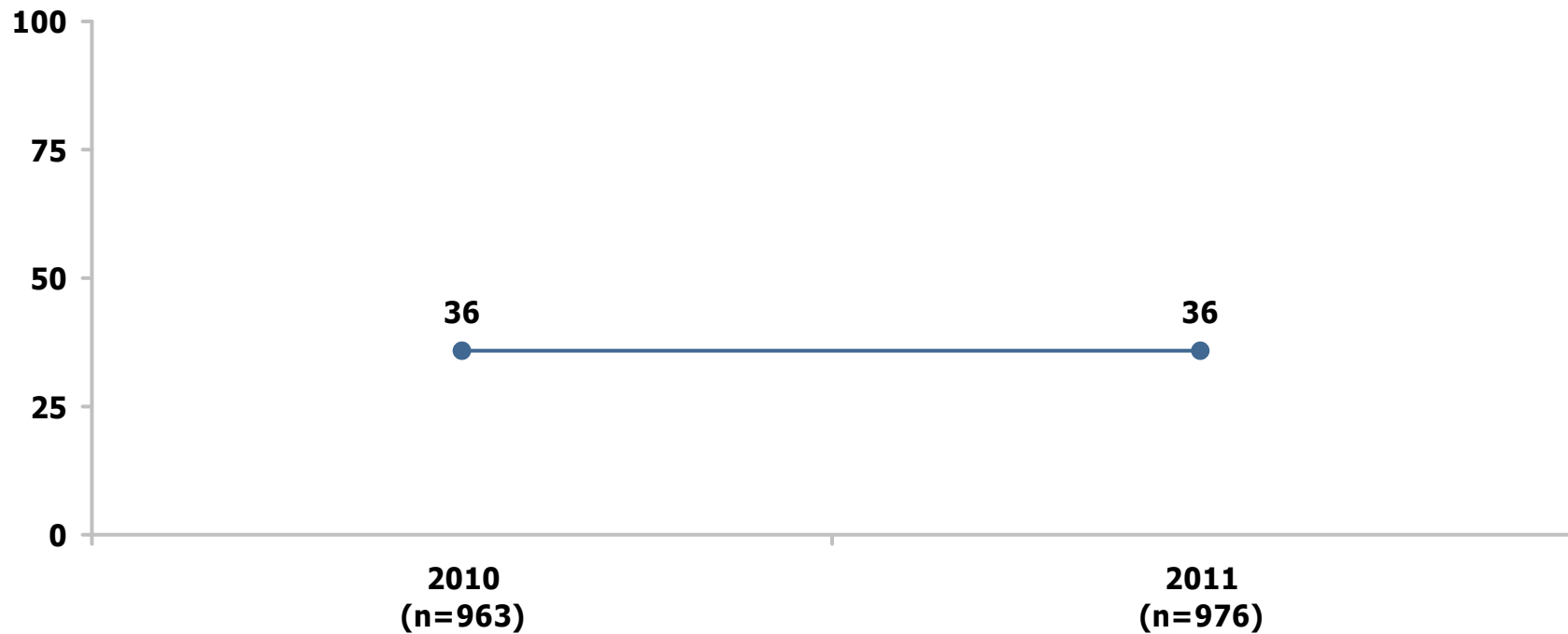
Q4. Have you been driven home by a Designated Driver in the PAST YEAR?



Has been a Designated Driver or Driven Home By a Designated Driver in the Past Year - % Yes

- 36% of respondents have been a designated driver or driven home by one in the past year

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Base: Total Respondents 21+

Q2. Have you been a Designated Driver in the PAST YEAR? And

Q4. Have you been driven home by a Designated Driver in the PAST YEAR?

Designated Driver Study – Detailed Findings

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- 64% or 141 million^a American adults 21+ have been a designated driver or have been driven home by one.
 - 58% or 128 million^b American adults 21+ have been a designated driver.
 - 35% or 77 million^c American adults 21+ have been driven home by a designated driver.
- 36% or 80 million^d American adults 21+ have been a designated driver or been driven home by one in the past year.
 - 32% or 71 million^e American adults 21+ have been a designated driver in the past year.
 - 18% or 40 million^f American adults 21+ have been driven home by a designated driver in the past year.

Source: GfK Roper, telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed July 15-17, 2011.

Note: Total base for projections based on 2010 Census projected population for Americans age 21+ (220,958,853), US Census Bureau: www.census.gov

a: 141,413,666

b: 128,156,135

c: 77,335,599

d: 79,545,187

e: 70,706,833

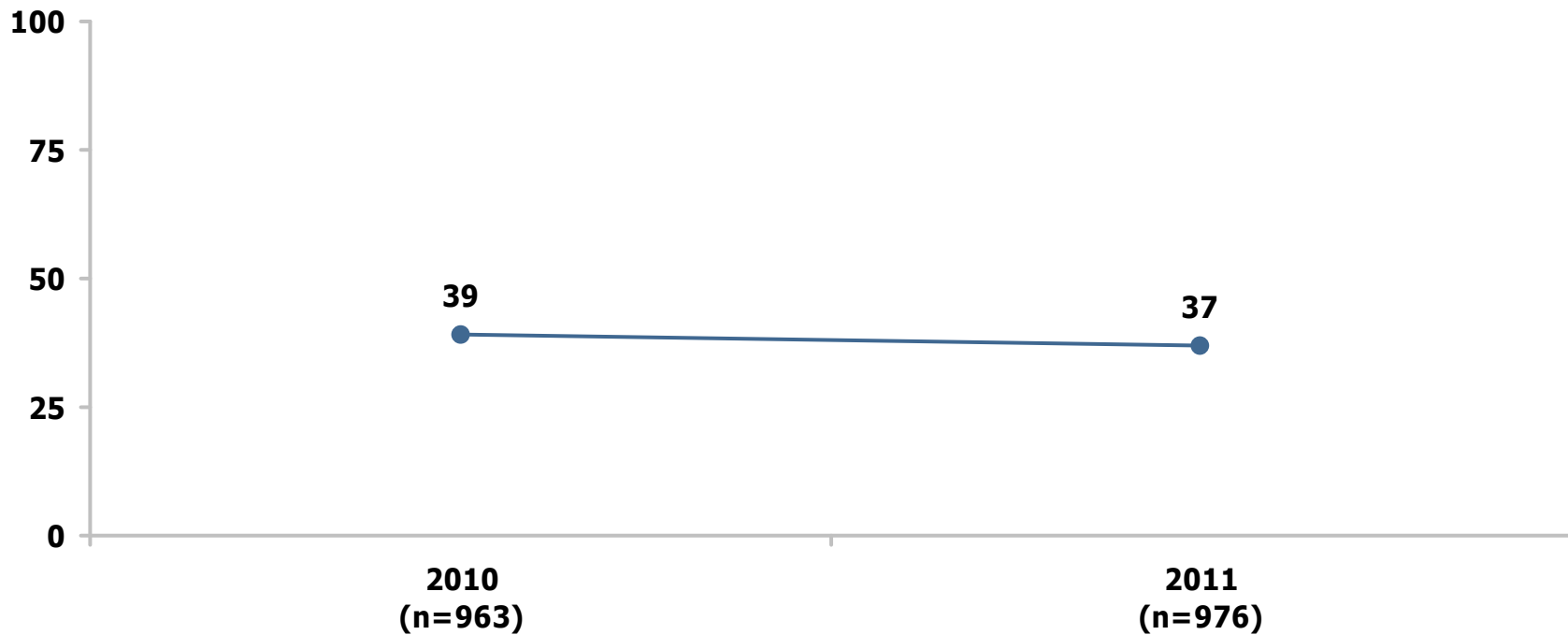
f: 39,772,594



Seen or Heard About a Campaign Promoting Designated Drivers from Budweiser in the Past Year - % Yes

- 37% of respondents said they have seen or heard about a campaign promoting Designated Drivers from Budweiser in the past year

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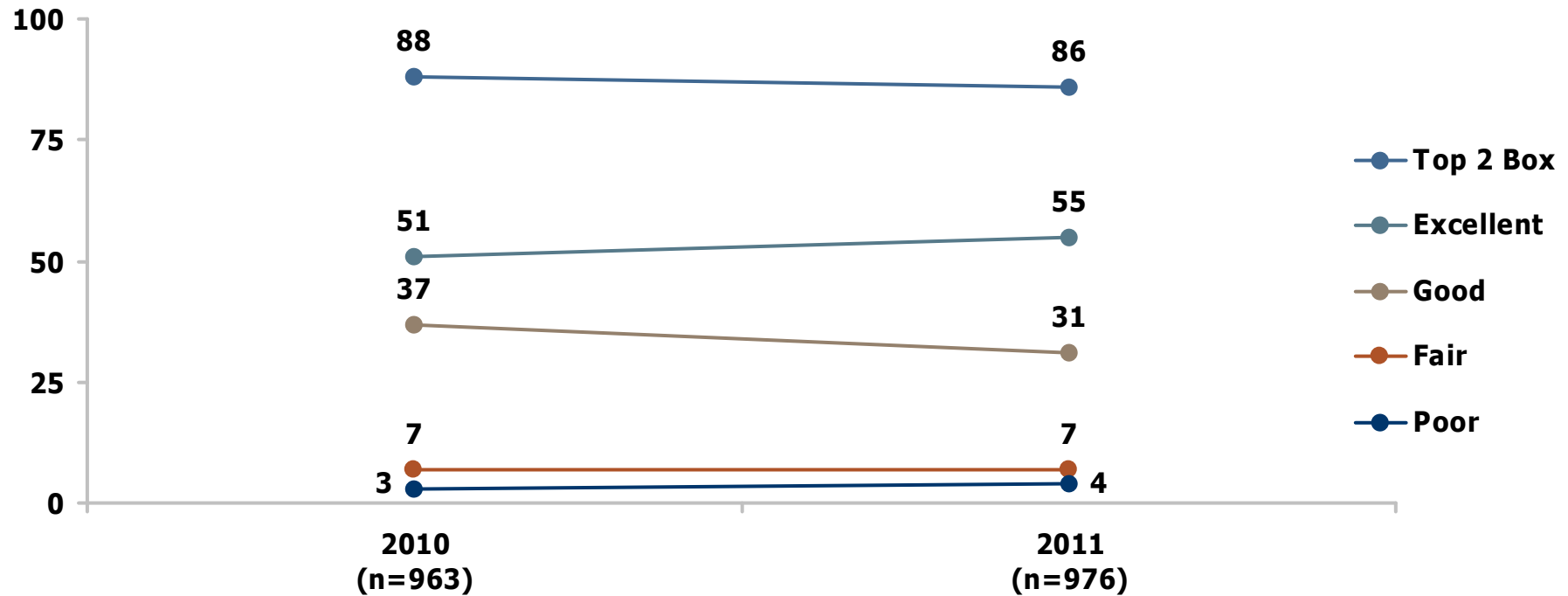
Q5. Have you seen or heard about a campaign promoting Designated Drivers from Budweiser in the past year?



Promoting Designated Driving to Reduce Drunk Driving

- 86% of respondents think that promoting the use of designated drivers is an excellent/good way to help reduce drunk driving

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Q6. Do you think that promoting the use of Designated Drivers is an Excellent, Good, Fair or Poor way to help reduce drunk driving?