



**infogroup/ORC**

# **ID Checking Study 2010 Conducted for Anheuser-Busch, Inc.**

February 5, 2010



## **Background and Methodology**

**ORC conducted a study on behalf of Anheuser-Busch in order to collect information regarding opinions concerning ID checking programs to help prevent underage drinking.**

**This report presents the findings of a telephone survey conducted among a national probability sample of 987 American adults comprising 497 men and 490 women 21 years of age and older. Interviewing for this CARAVAN® Survey was completed during the period January 28-31, 2010.**



# Key Findings

## Key Findings

- 87% of American adults age 21 or older believe promoting ID checking is an excellent or good way to help reduce the problem of underage drinking.
- The vast majority (95%) of American adults age 21 or older agree that people who sell alcohol beverages should be trained to spot fake IDs.
- 93% American adults age 21 or older agree that checking IDs is a good way to prevent underage drinking.
- Nearly all (96%) of American adults age 21 or older believe it is a good thing that Anheuser-Busch provides servers and sellers of alcohol with training on how to detect fake IDs.
- 94% of American adults age 21 or older believe it is a good thing that Anheuser-Busch provides servers and sellers of alcohol with ID checking materials to help them check IDs.

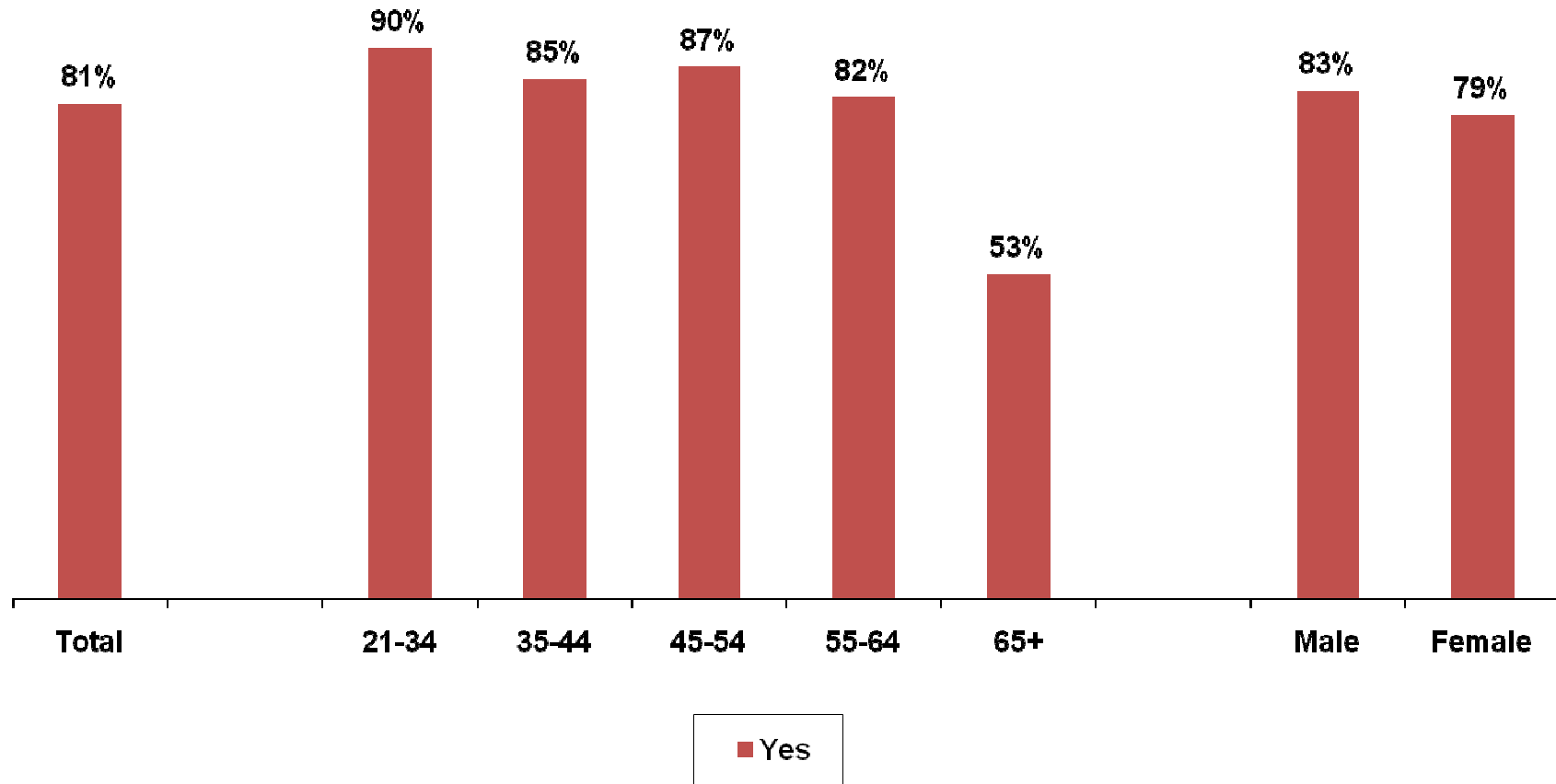


# Detailed Findings

## Age and Gender

# Has Seen Someone “Get Carded”

Four out of five American adults age 21 or older have seen someone get carded while purchasing alcohol beverages.

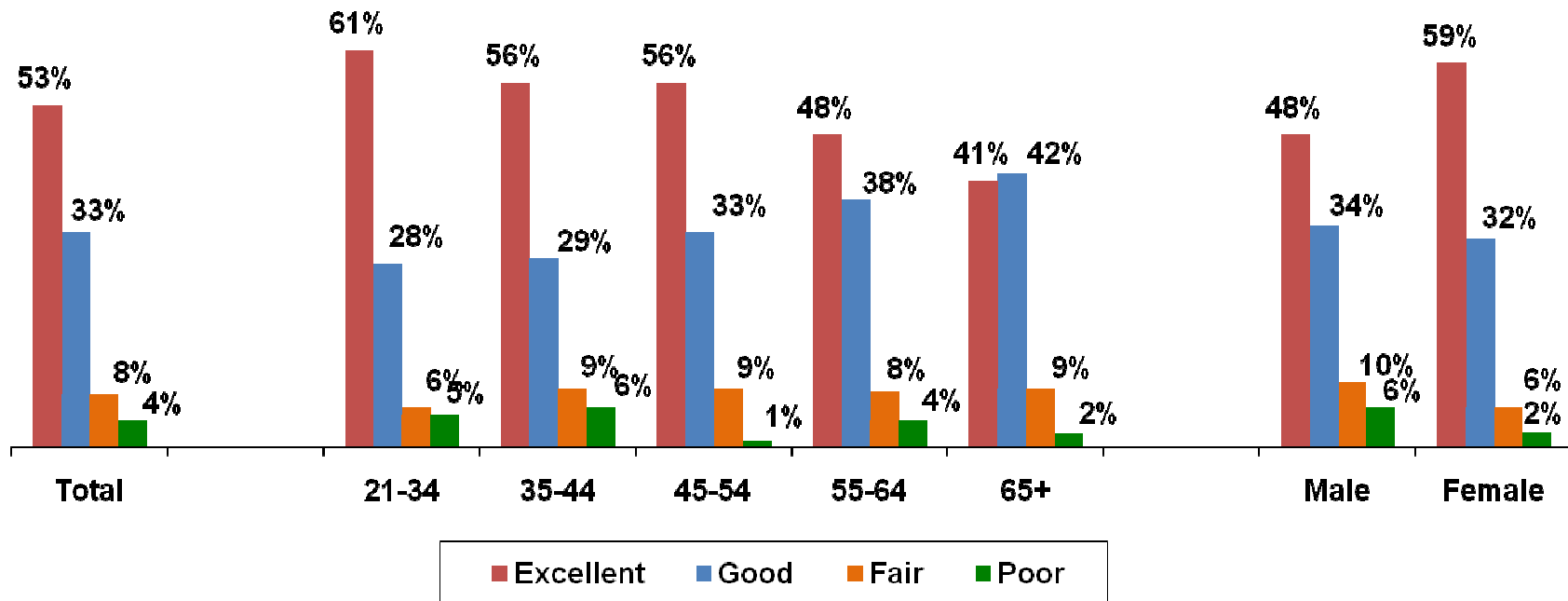


Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010.

K1: I'd like to talk about the sale of alcohol beverages. First, have you ever seen someone "get carded" – that is, have you seen someone asked for ID while they were purchasing alcohol beverages? Base = Ages 21 and older (n=987) ; 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Promoting ID Checking As A Way to Reduce Underage Drinking

The majority (87%) of American adults age 21 or older believe promoting ID checking is an excellent or good way to help reduce the problem of underage drinking, with over half (53%) saying it is an excellent way to help.

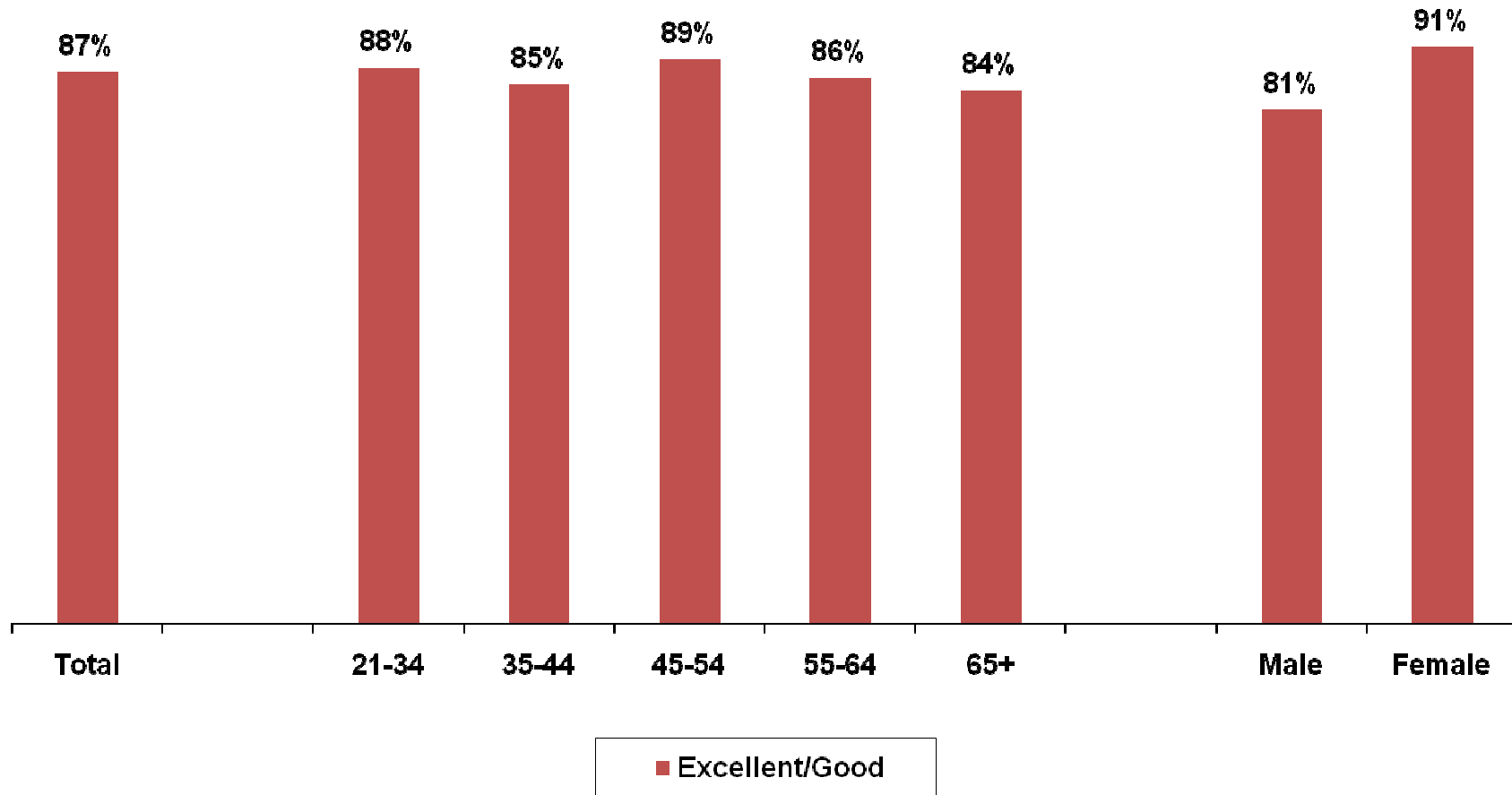


Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010.

K2: Do you think that promoting ID checking is an excellent, good, fair, or poor way to help reduce the problem of underage drinking? Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Promoting ID Checking As A Way to Reduce Underage Drinking

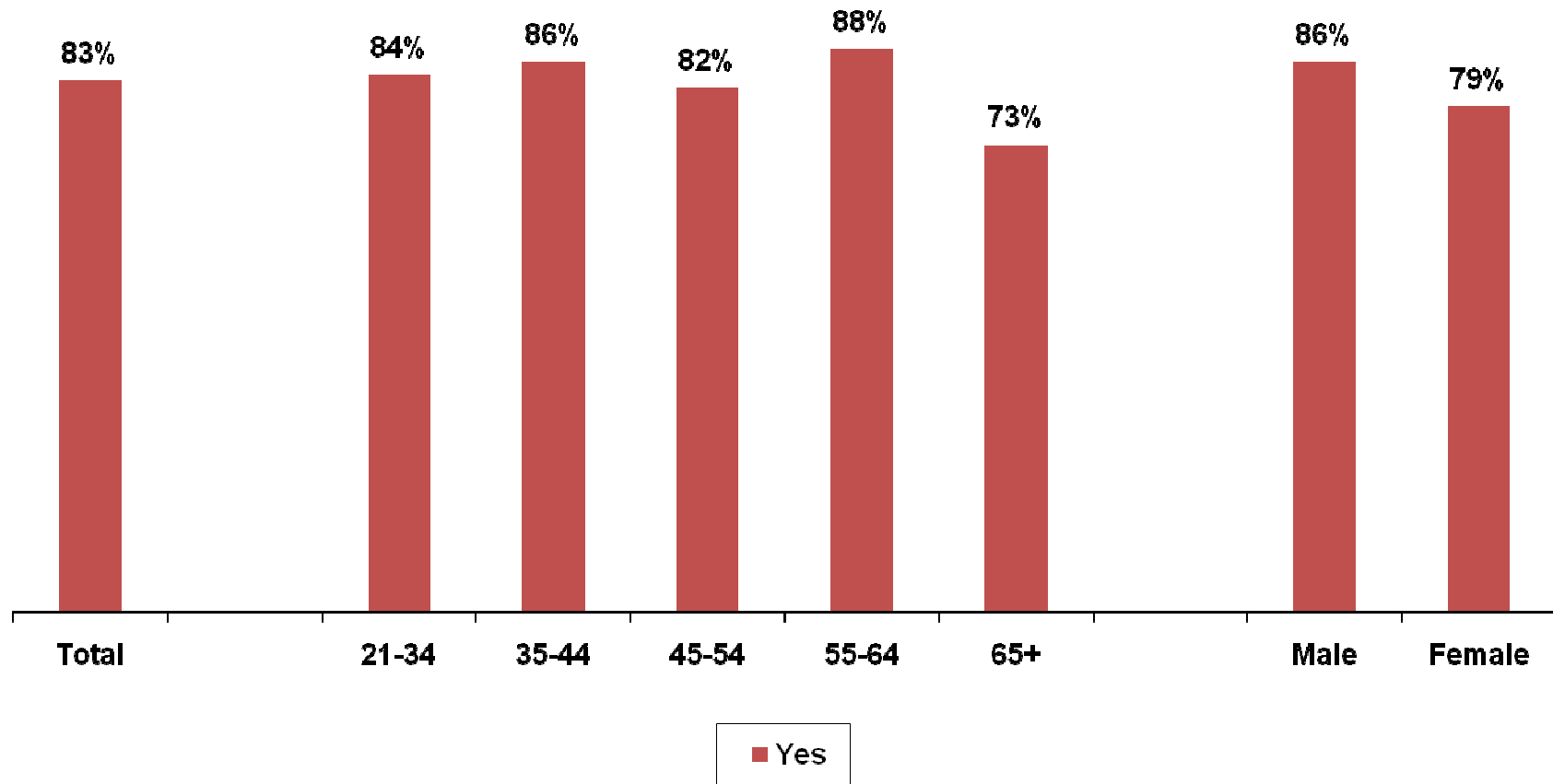
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# Ever Had Occasion to Purchase Alcohol Beverages

Four out of five American adults age 21 or older have had occasion to purchase alcohol beverages.

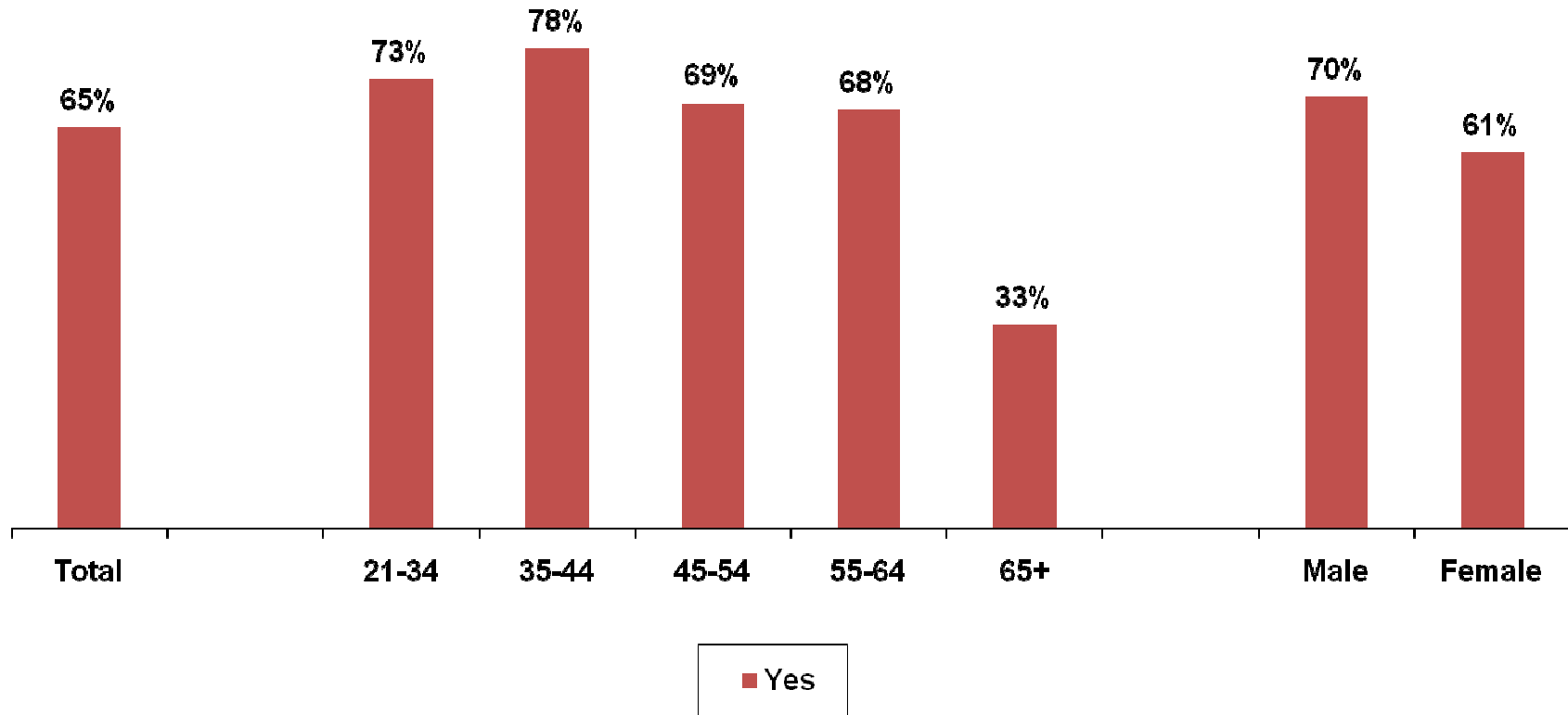


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K3: Have you ever had occasion to purchase alcohol beverages? Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Ever Had ID Checked When Purchasing Alcohol Beverages

Two-thirds (65%) of American adults age 21 or older have ever had their ID checked when purchasing alcohol beverages.

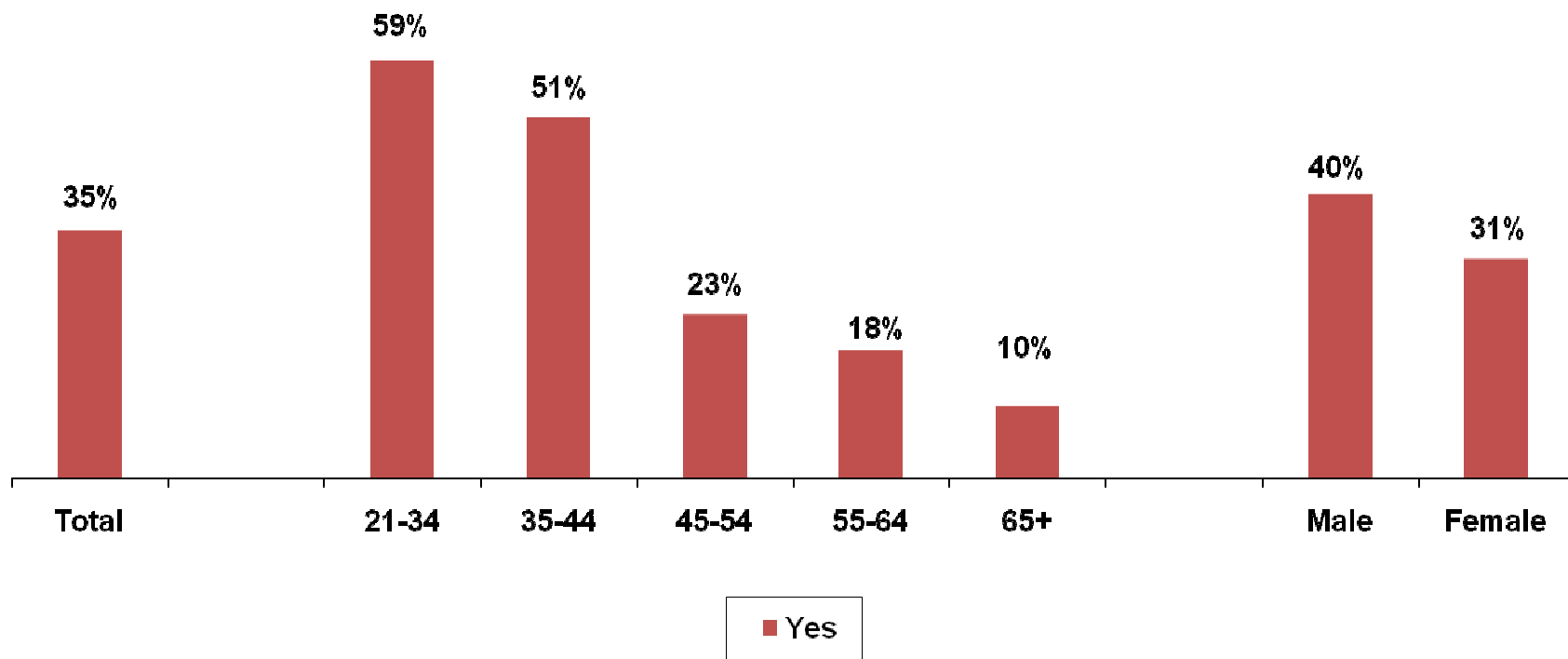


Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010.

K4A: Have you, yourself, EVER had your ID checked when purchasing alcohol beverages? Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Had ID Checked In The Past Year

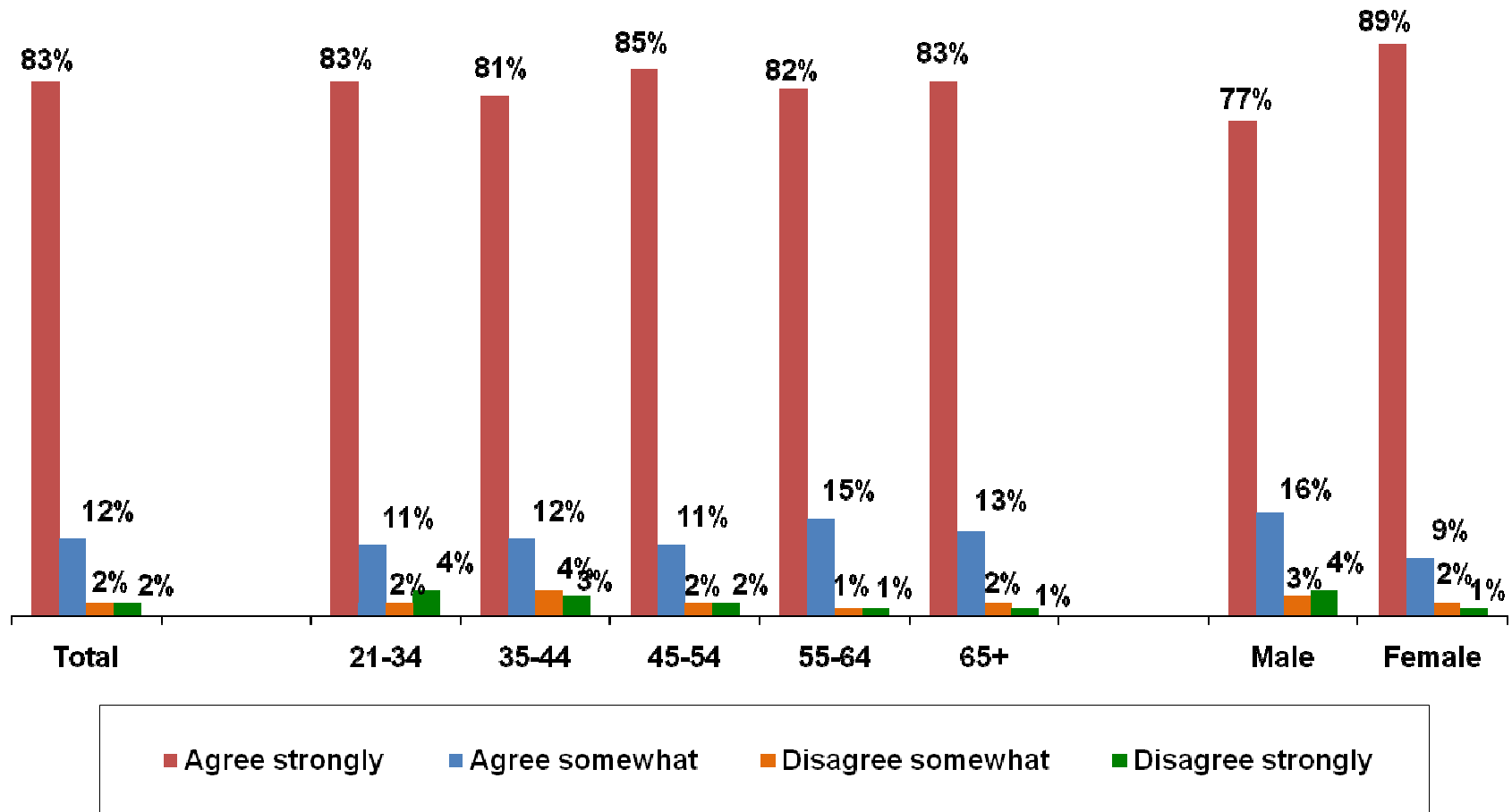
One-third (35%) of American adults age 21 or older have had their ID checked in the past year.



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010.  
K4B: Have you had your ID checked in the PAST YEAR? Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# “People who sell alcohol beverages should be trained to spot fake IDs.”

Four out of five (83%) American adults age 21 or older strongly agree that people who sell alcohol beverages should be trained to spot fake IDs.

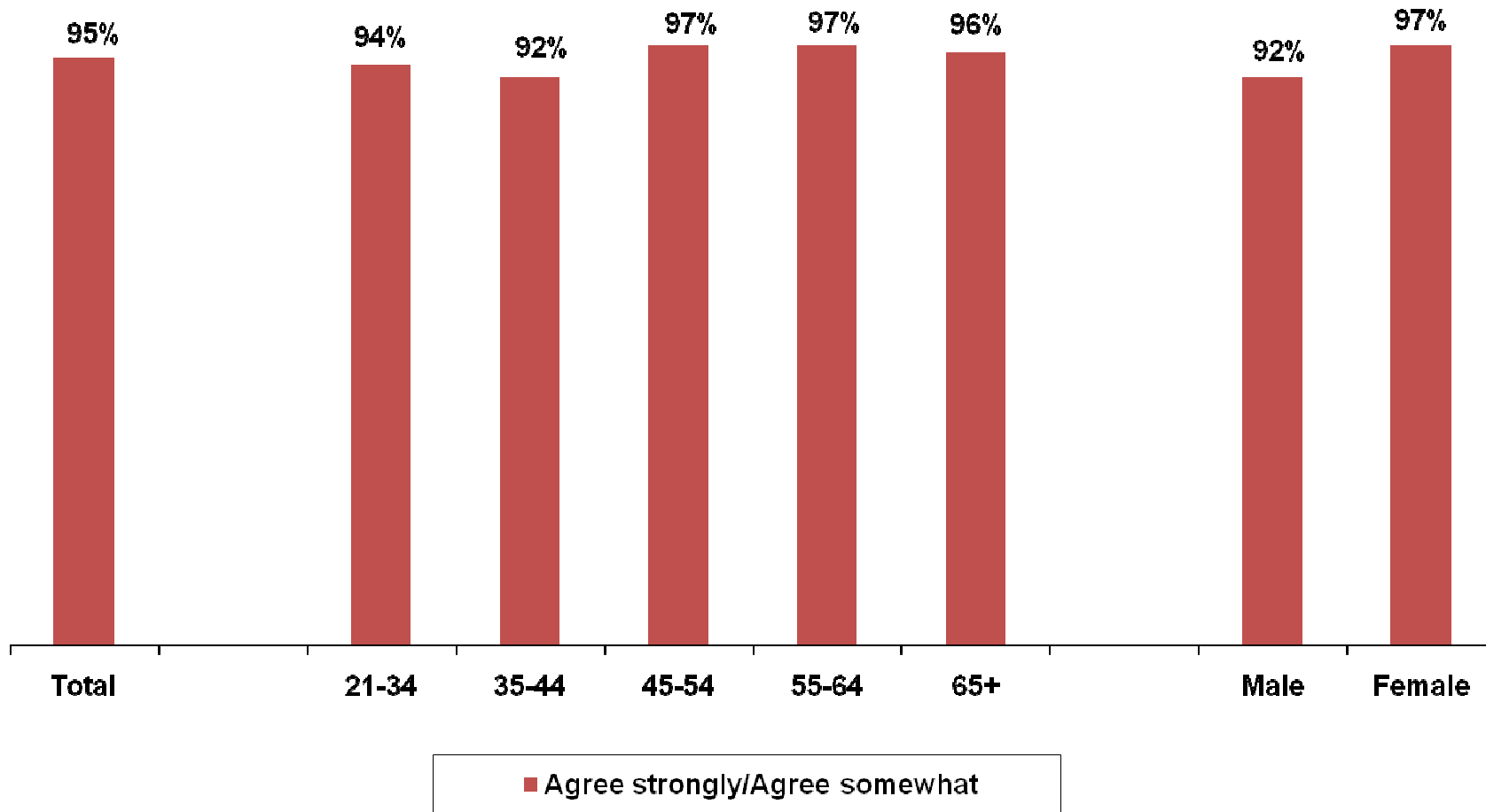


Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010.

K5: I'm going to read you a list of statements that some people have made regarding ID checking. For each one, please tell me how much you agree or disagree with that statement. Would you say you agree strongly, agree somewhat, disagree somewhat or disagree strongly with that statement? Base= Aged 21 and older (n=987): 21-34 (n=101). 35-44 (n=124). 45-54 (n=213). 55-64 (n=241). 65+ (n=308): Male (n=497). Female (n=490)

# “People who sell alcohol beverages should be trained to spot fake IDs.”

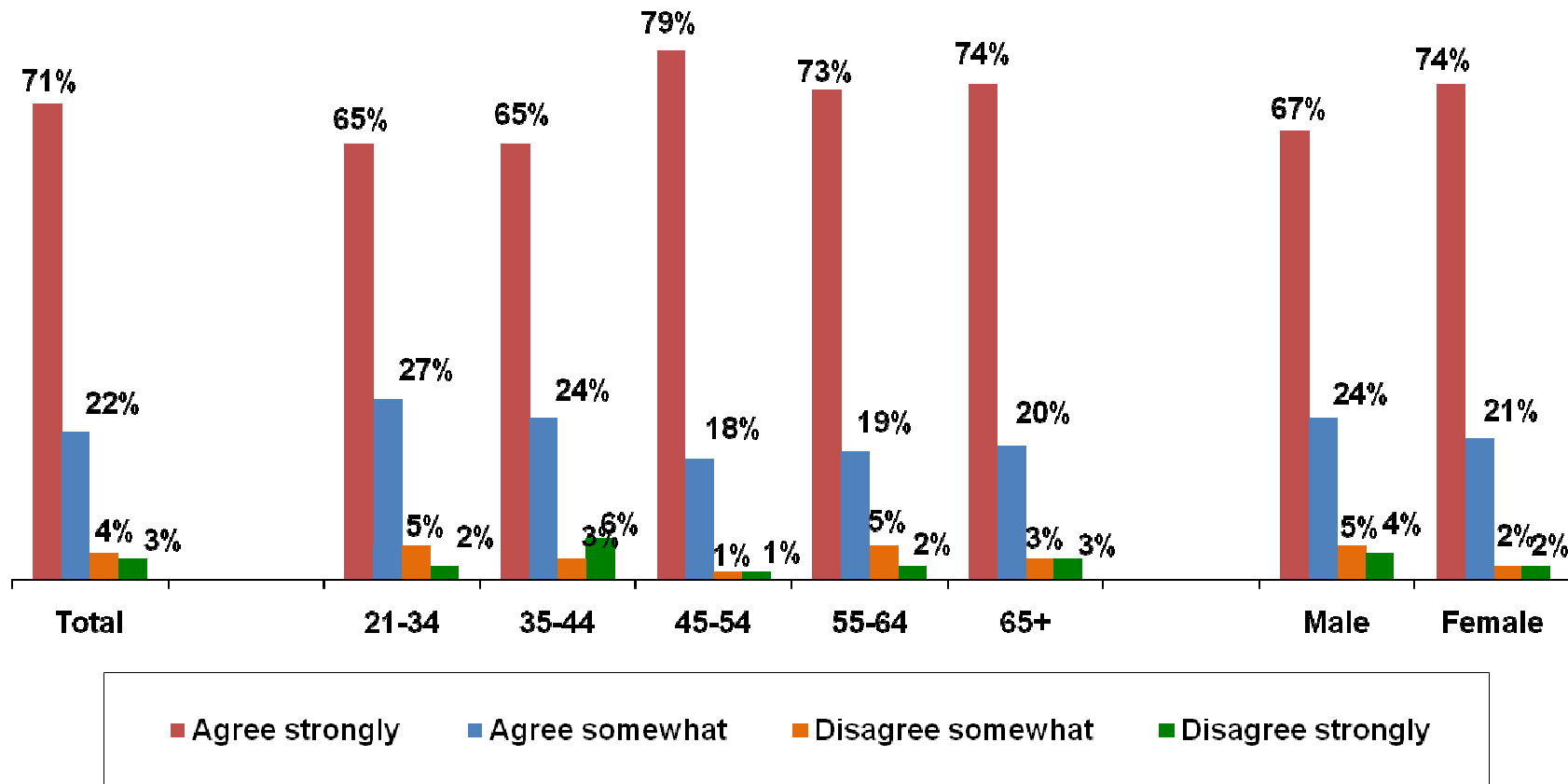
Nearly all (95%) American adults age 21 or older agree that people who sell alcohol beverages should be trained to spot fake IDs.



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## “Checking IDs is a good way to prevent underage drinking.”

Seven out of ten (71%) American adults age 21 or older strongly agree that checking IDs is a good way to prevent underage drinking.

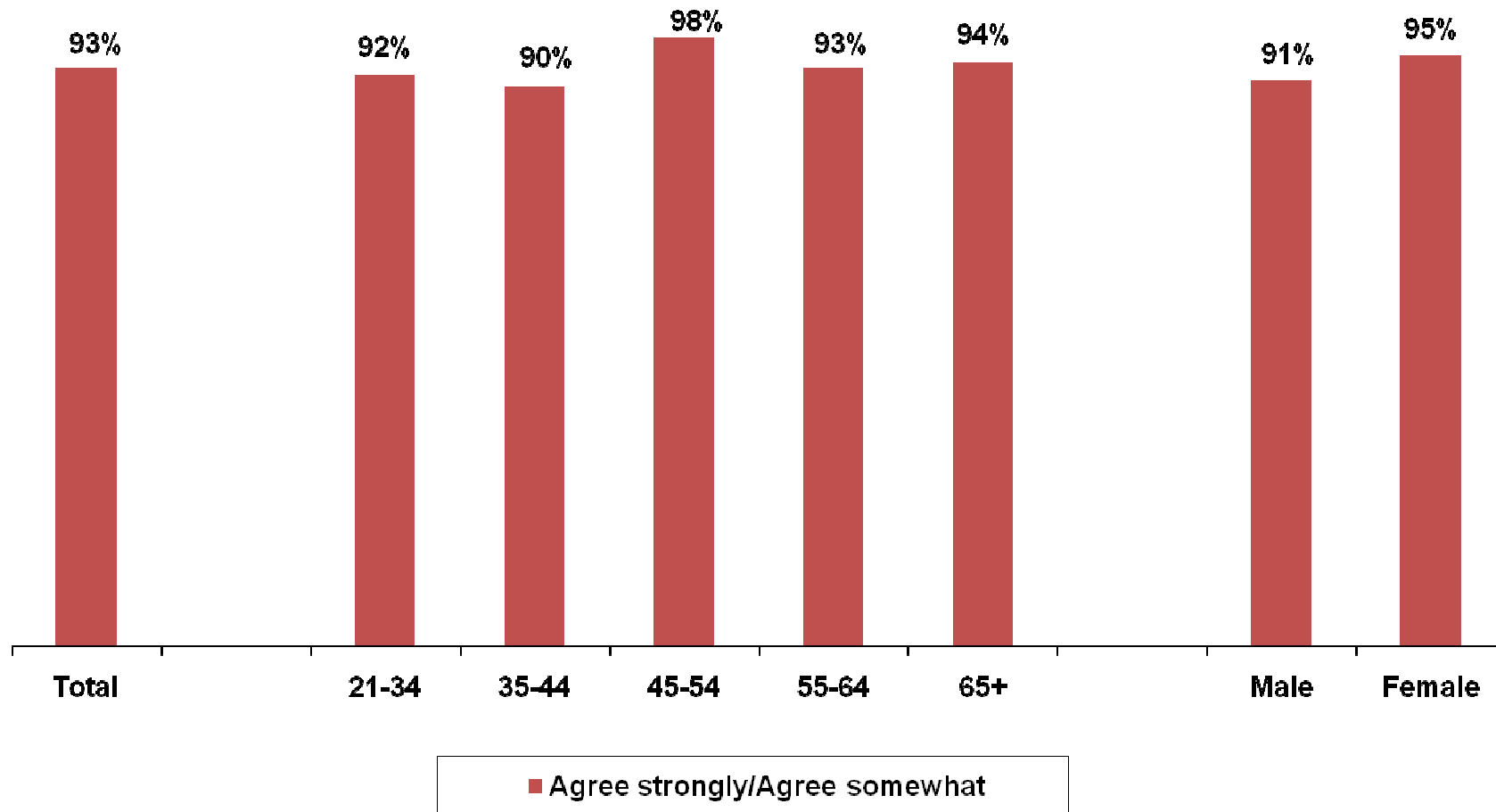


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Nearly all (93%) American adults age 21 or older agree that checking IDs is a good way to prevent underage drinking.

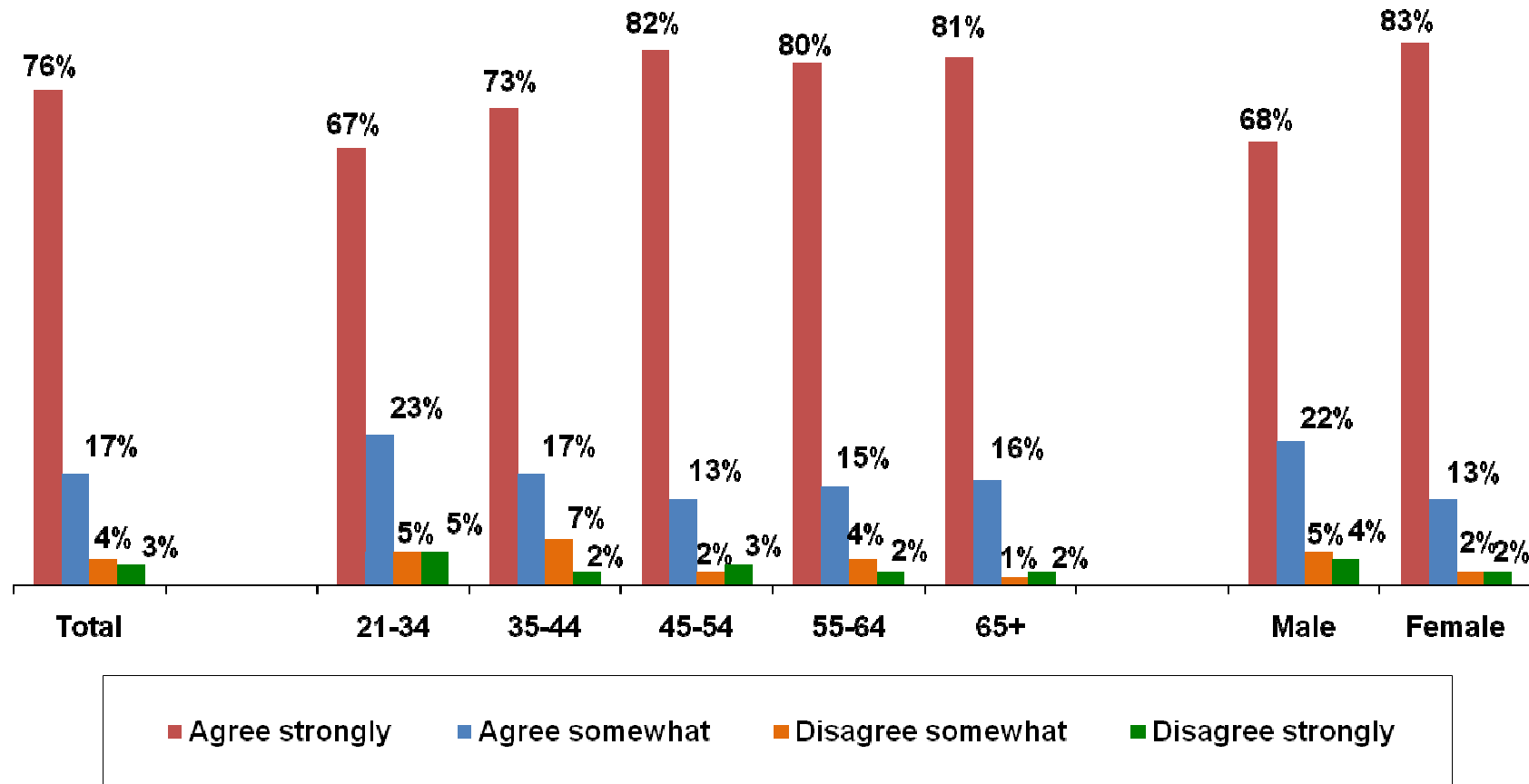


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**“It might be a little inconvenient to have to show ID, but it’s worth it to help reduce underage drinking.”**

**Three-quarters (76%) of American adults age 21 or older strongly agree that although it might be a little inconvenient to have to show ID, it’s worth it to help reduce underage drinking.**

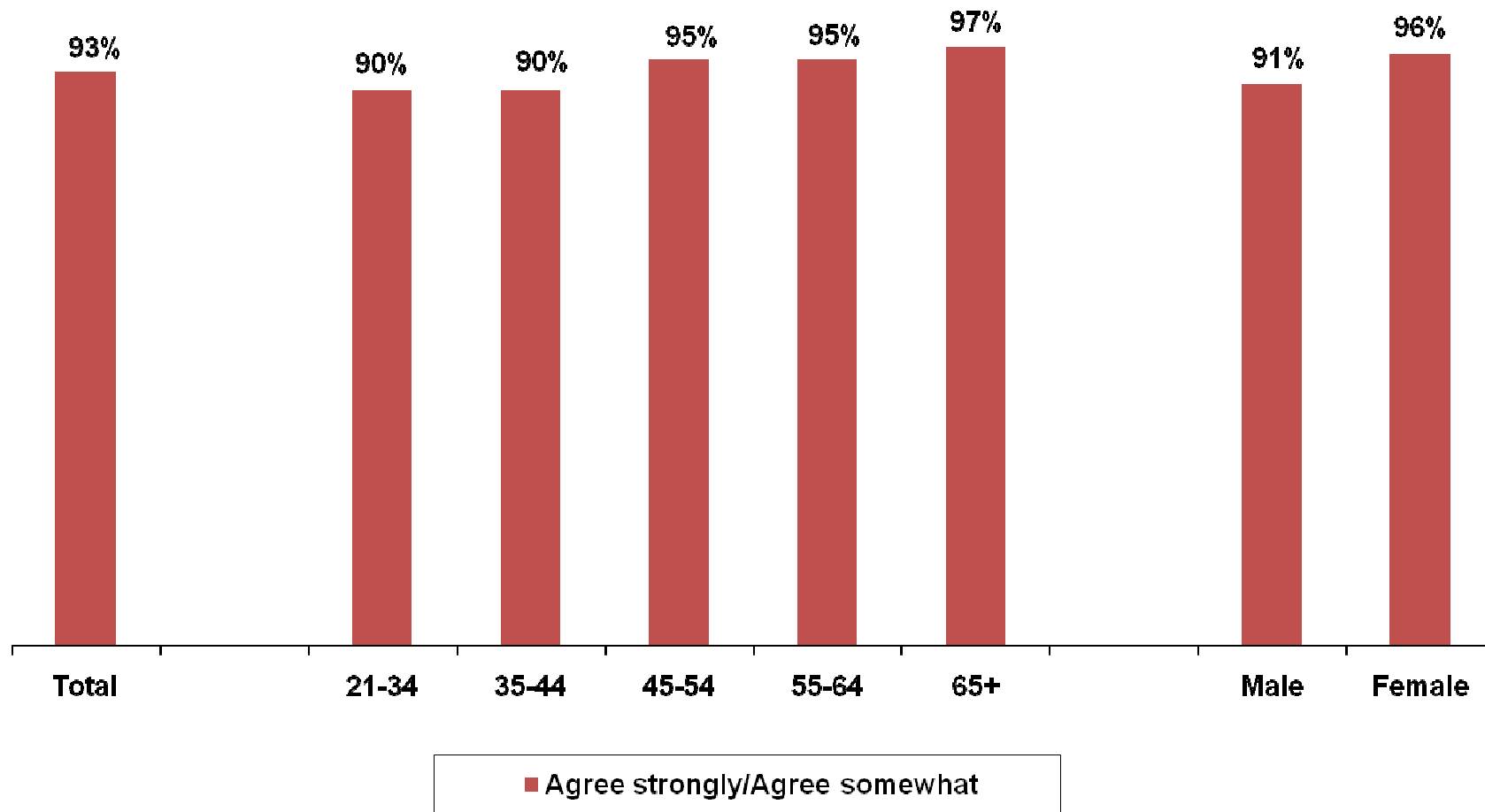


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**“It might be a little inconvenient to have to show ID, but it’s worth it to help reduce underage drinking.”**

**The vast majority (93%) of American adults age 21 or older agree that it’s worth it to have to show ID to help reduce underage drinking.**

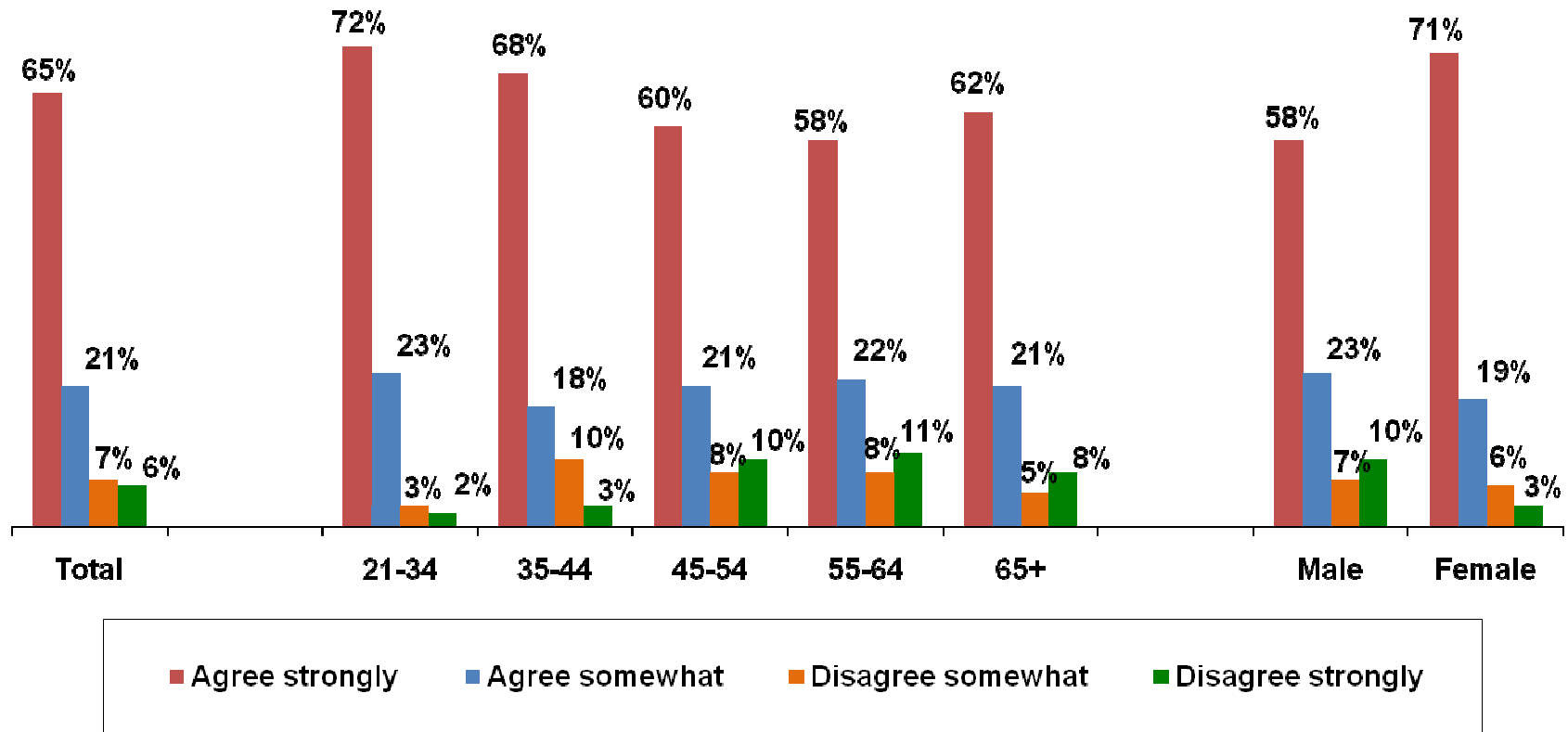


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**“I would appreciate having someone check my ID because it demonstrates that the bar, restaurant, or store owner is committed to preventing underage drinking.”**

**Two-thirds (65%) of American adults age 21 or older strongly agree that they would appreciate having someone check their ID.**

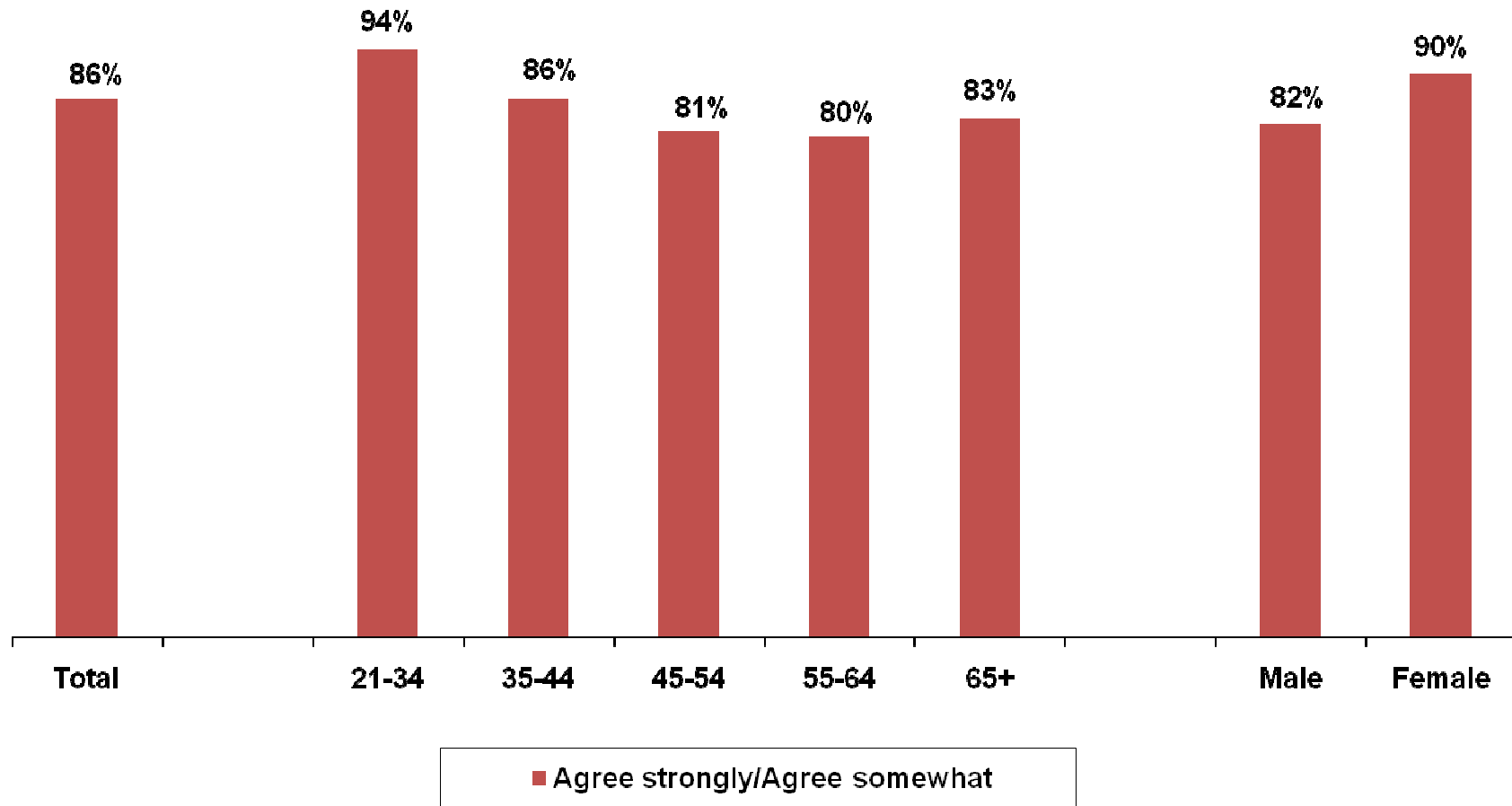


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**“I would appreciate having someone check my ID because it demonstrates that the bar, restaurant, or store owner is committed to preventing underage drinking.”**

**The majority (86%) of American adults age 21 or older agree that they would appreciate having someone check their ID.**

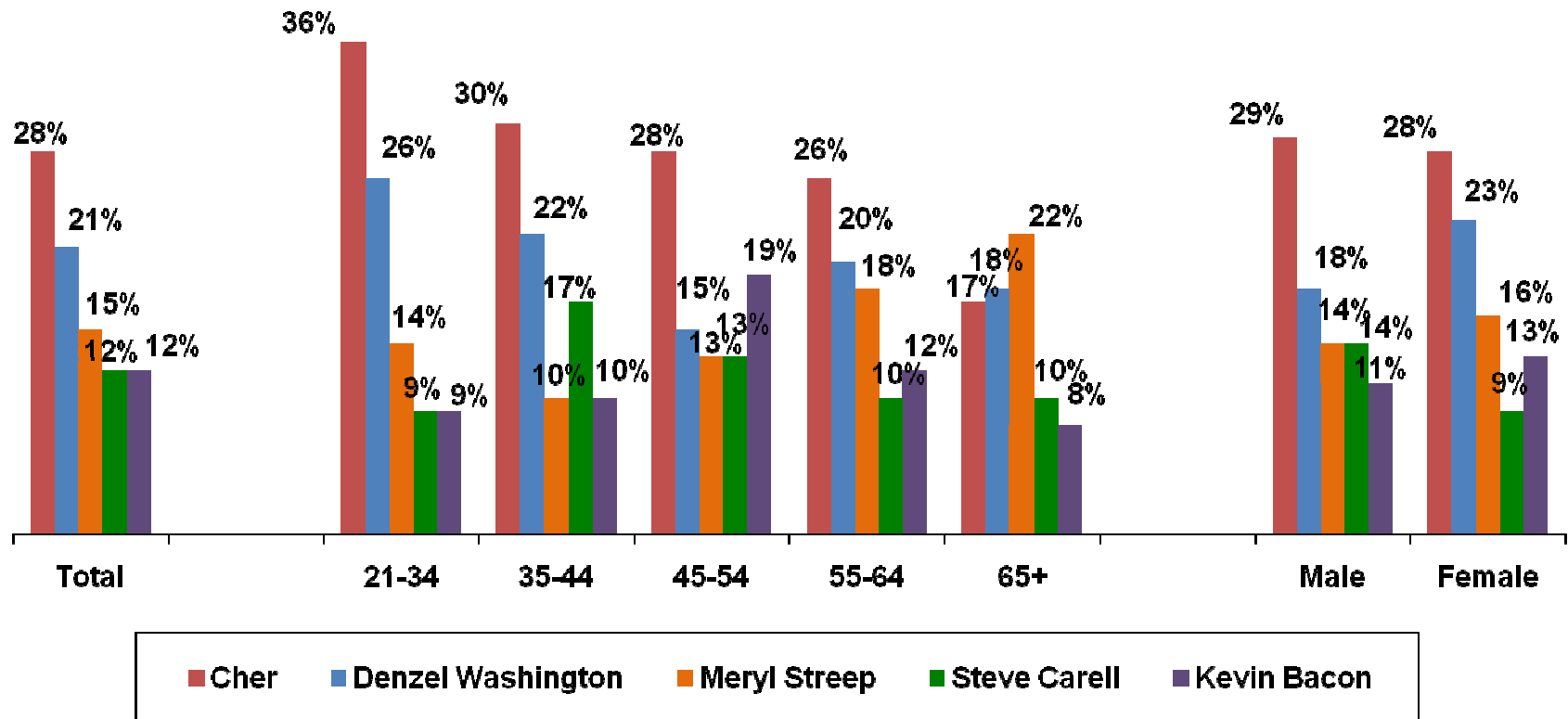


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# Check ID of Which Celebrity to Learn True Age

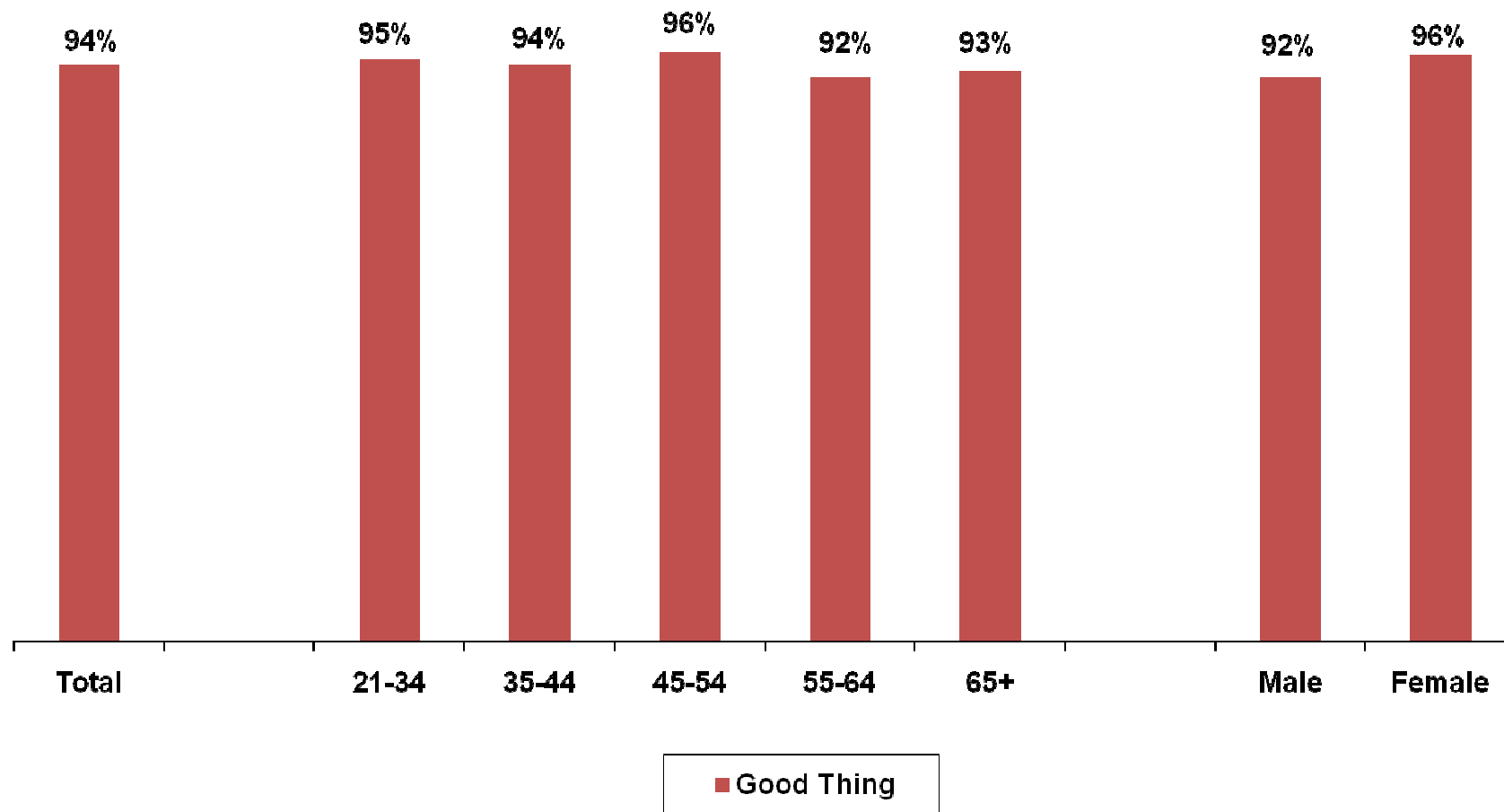
When asked which celebrity they would like to ID to learn their true age, more American adults 21+ chose Cher (28%) from among select celebrities. Denzel Washington came in second (21%), followed by Meryl Streep (15%), Steve Carell (12%), and Kevin Bacon (12%).



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010.  
 K6: I'm going to read you a short list of celebrities. If you could check the ID of just ONE of these celebrities to learn their TRUE AGE, which ONE would it be? Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Response to Anheuser-Busch Providing ID Checking Materials

The vast majority (94%) of American adults age 21 or older believe it is a good thing that Anheuser-Busch provides servers and sellers of alcohol with ID checking materials to help them check IDs.

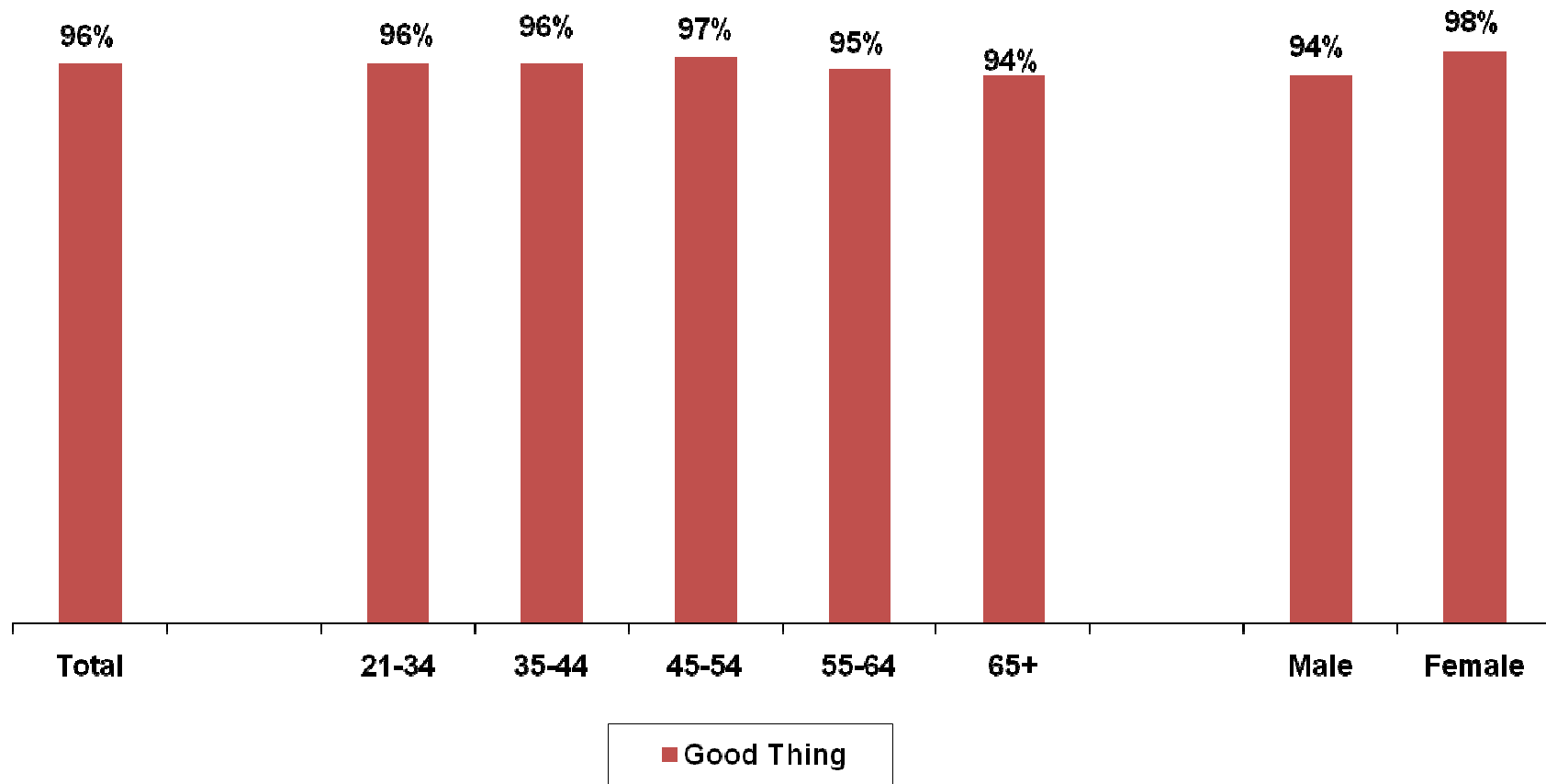


Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010.

K7: Leaving humor aside for a moment, in general, do you think it's a good thing or not that Anheuser-Busch, the brewer of Budweiser, Bud Light, and Michelob, provides servers and sellers of alcohol with ID CHECKING MATERIALS to help them check IDs? Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Response to Anheuser-Busch Providing Training on Detecting Fake IDs

The vast majority (96%) of American adults age 21 or older believe it is a good thing that Anheuser-Busch provides servers and sellers of alcohol with training on how to detect fake IDs.



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010.

K8: In general, do you think it's a good thing or not that Anheuser-Busch provides servers and sellers of alcohol with TRAINING on how to detect fake IDs? Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

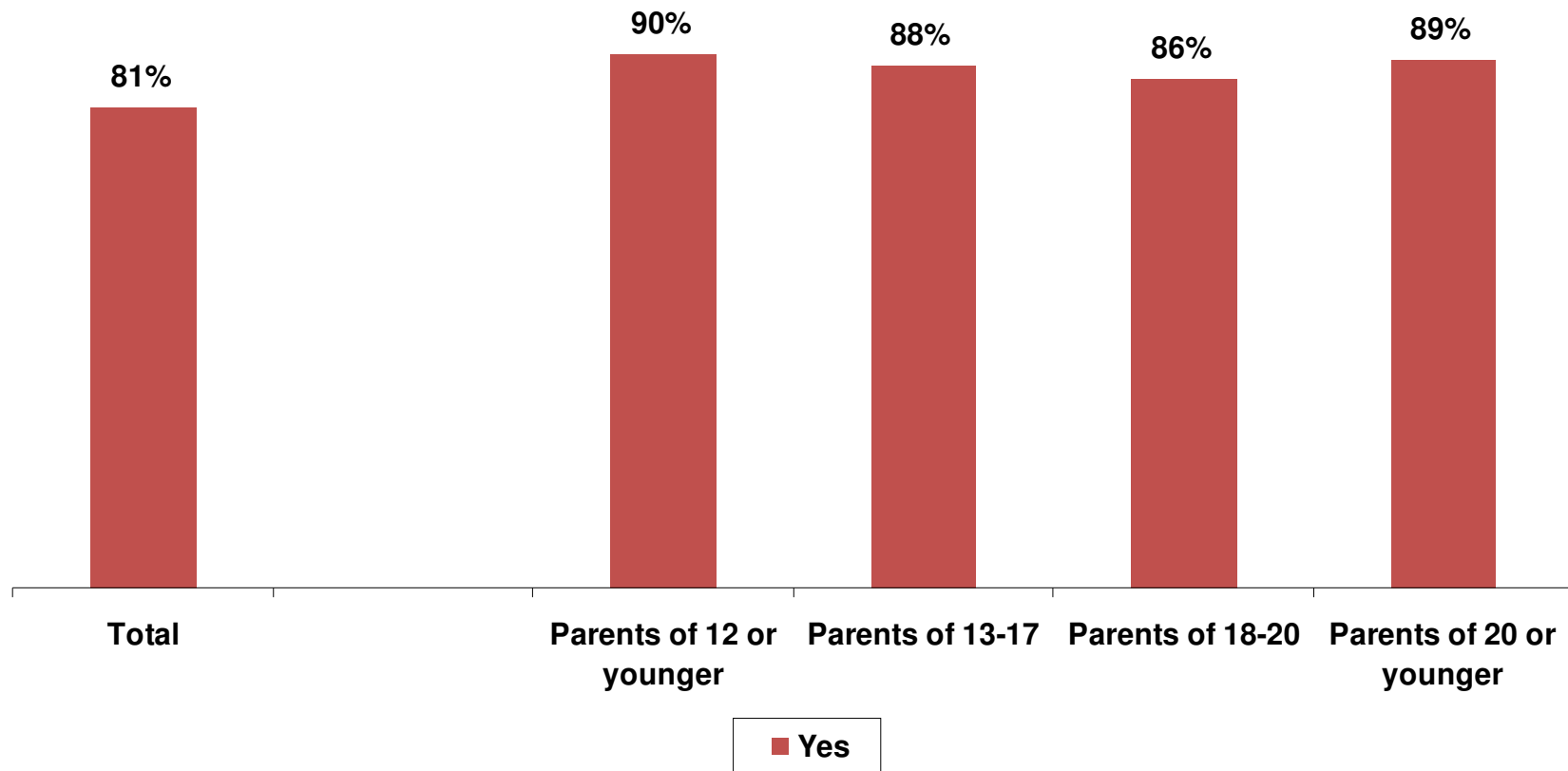


# Detailed Findings

## Parents of Children 20 or Younger

# Ever Saw Someone “Get Carded”

Nearly nine out of ten parents of children ages 20 or younger have ever seen someone “get carded”.

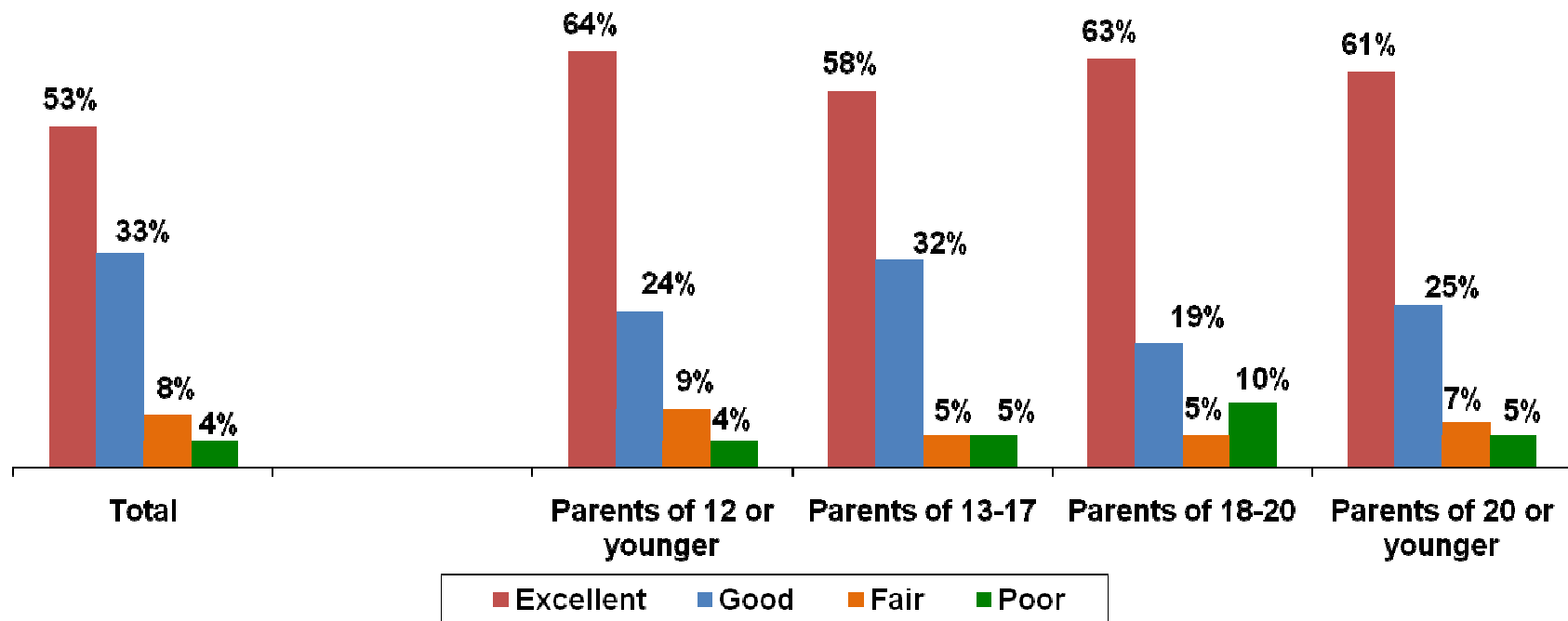


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K1: I'd like to talk about the sale of alcohol beverages. First, have you ever seen someone “get carded” – that is, have you seen someone asked for ID while they were purchasing alcohol beverages? Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Promoting ID Checking As A Way to Reduce Underage Drinking

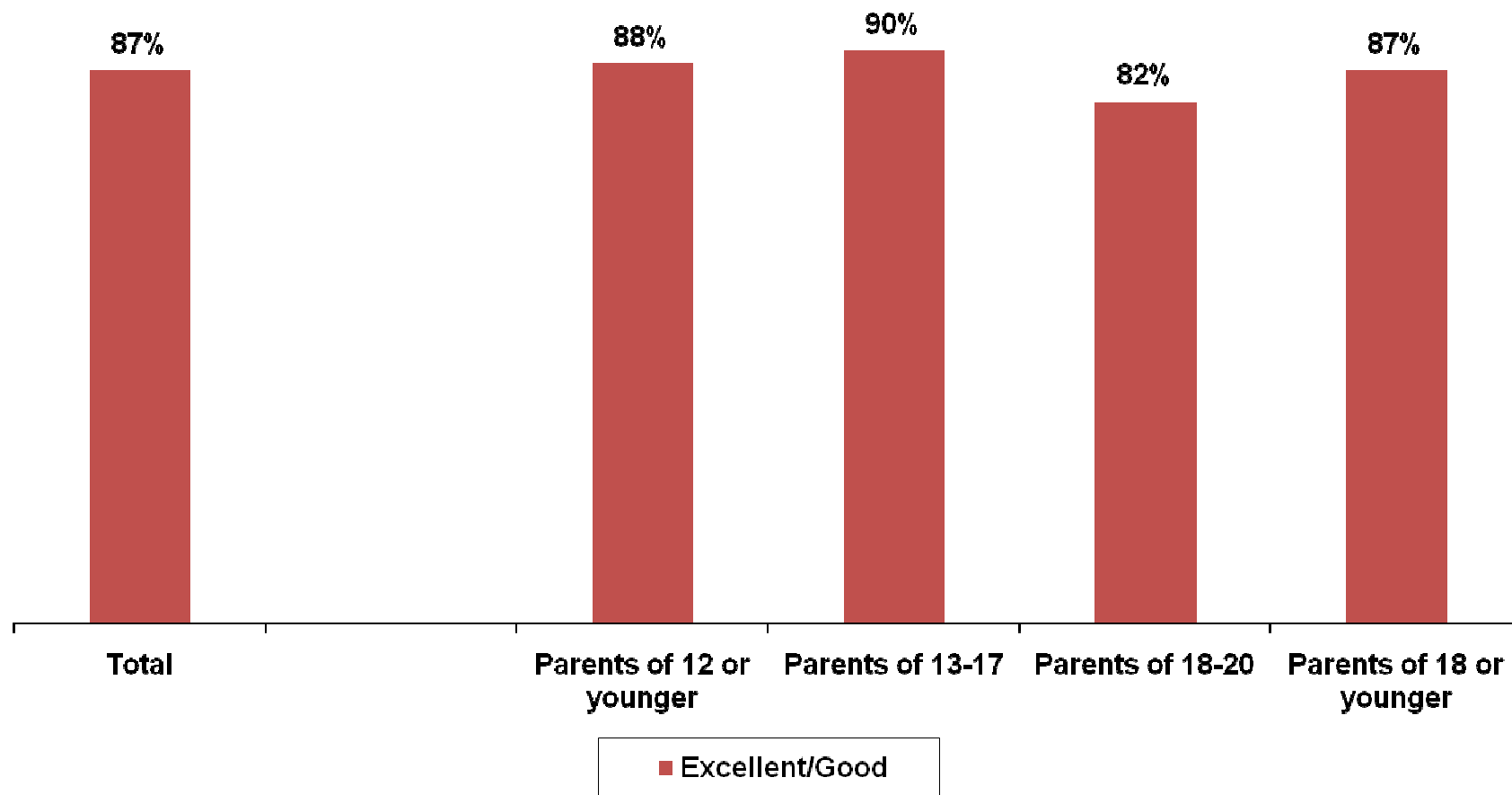
Three out of five parents of children 20 or younger think promoting ID checking is an excellent way to reduce the problem of underage drinking.



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010.  
K2: Do you think that promoting ID checking is an excellent, good, fair, or poor way to help reduce the problem of underage drinking? Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Promoting ID Checking As A Way to Reduce Underage Drinking

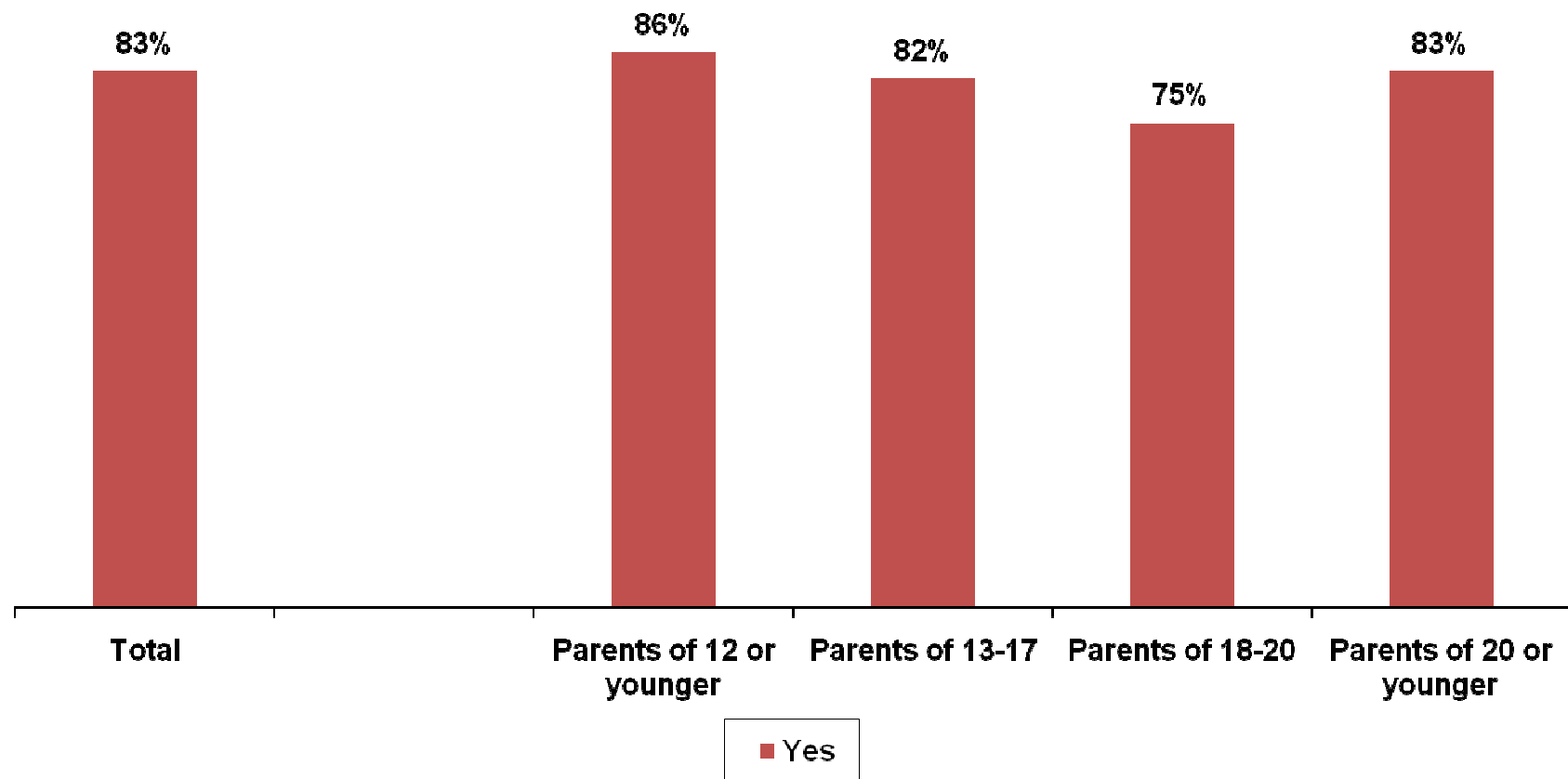
About nine out of ten parents of children 20 or younger think promoting ID checking is an excellent or good way to reduce the problem of underage drinking.



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# Ever Had Occasion to Purchase Alcohol Beverages

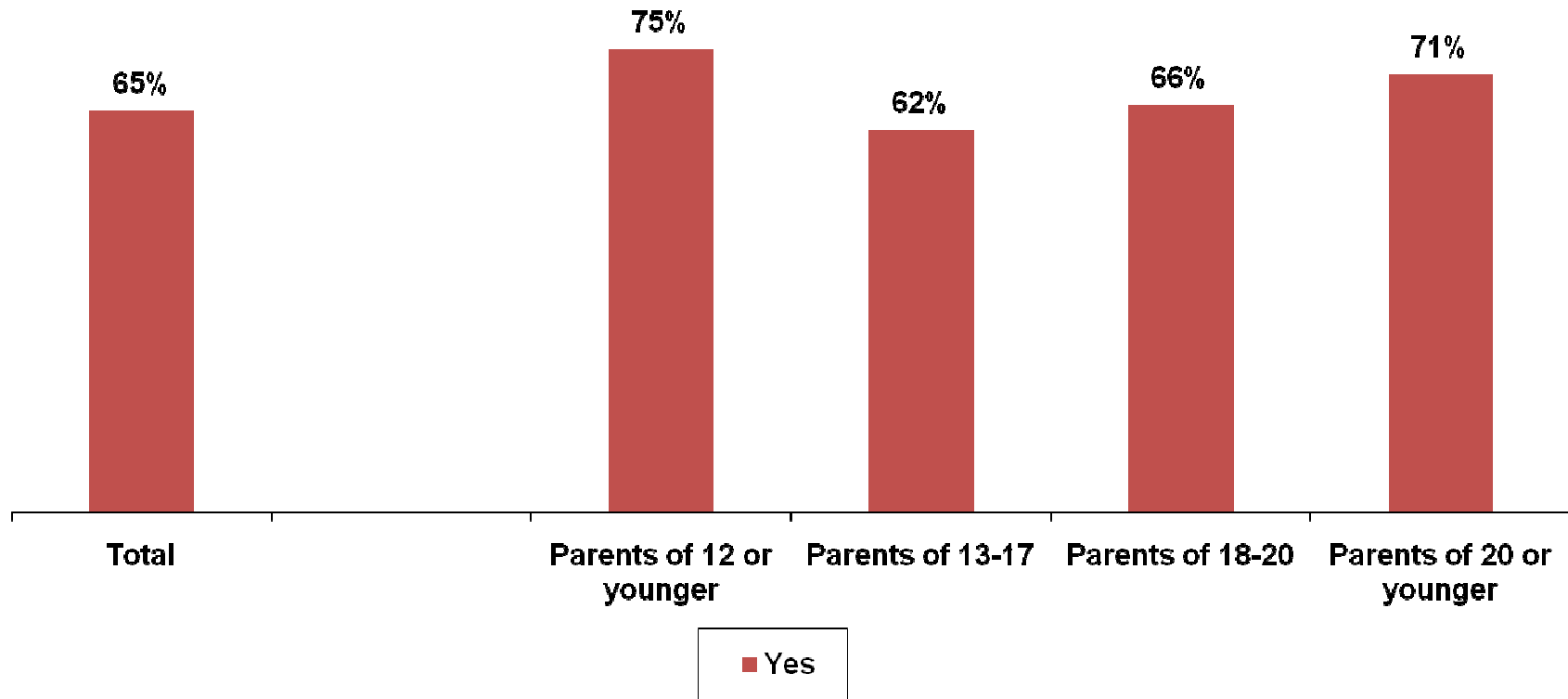
More than three-quarters of parents of children 20 or younger have had occasion to purchase alcohol beverages.



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K3: Have you ever had occasion to purchase alcohol beverages? Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Ever Had ID Checked When Purchasing Alcohol Beverages

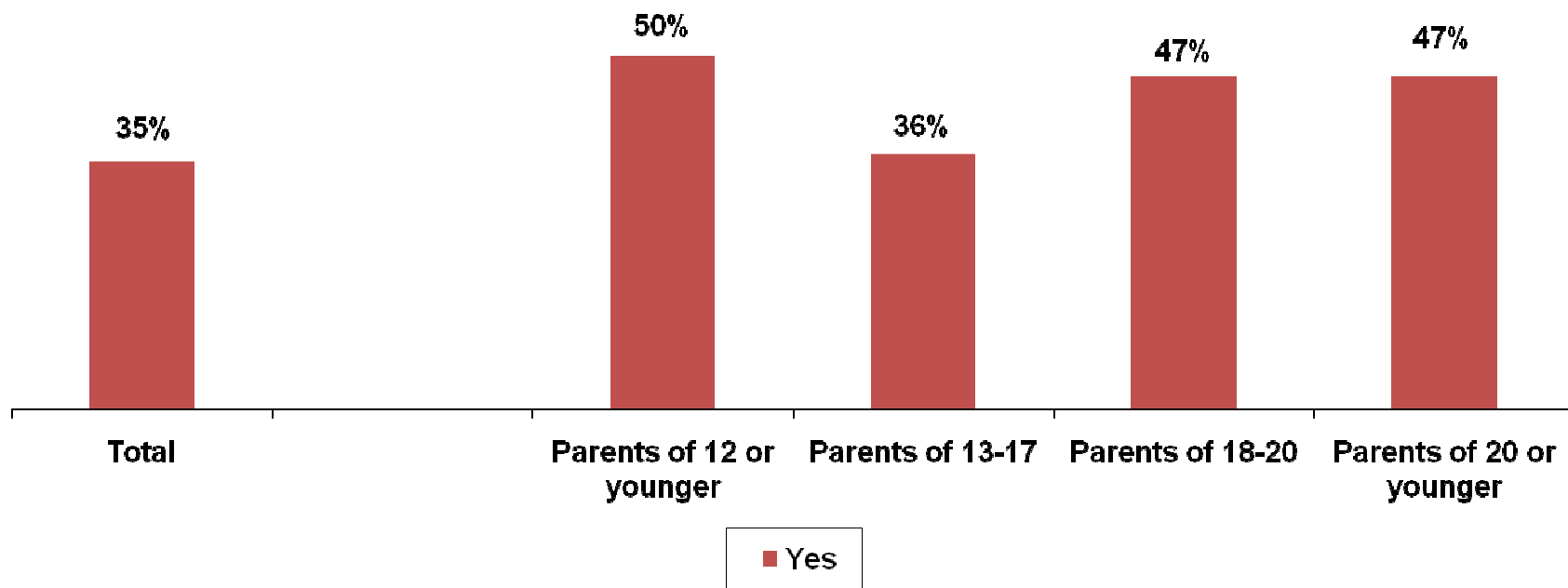
Two-thirds of parents of children 20 or younger have ever had their ID checked when purchasing alcohol beverages.



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K4A: Have you, yourself, EVER had your ID checked when purchasing alcohol beverages? Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Had ID Checked In The Past Year

About half of most parents have had their ID checked in the past year.

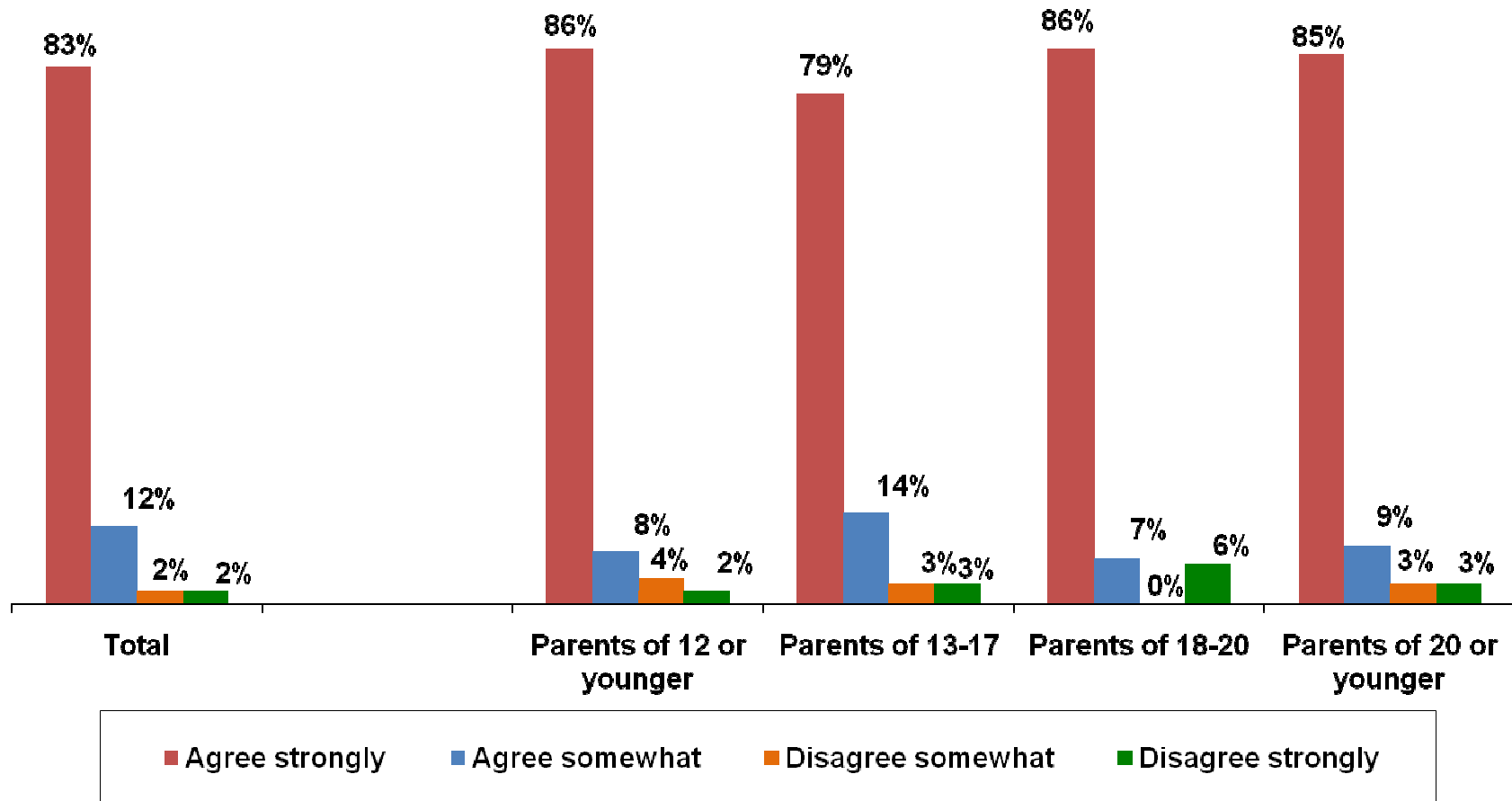


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# “People who sell alcohol beverages should be trained to spot fake IDs.”

Four out of five parents of children 20 or younger strongly agree that people who sell alcohol beverages should be trained to spot fake IDs.



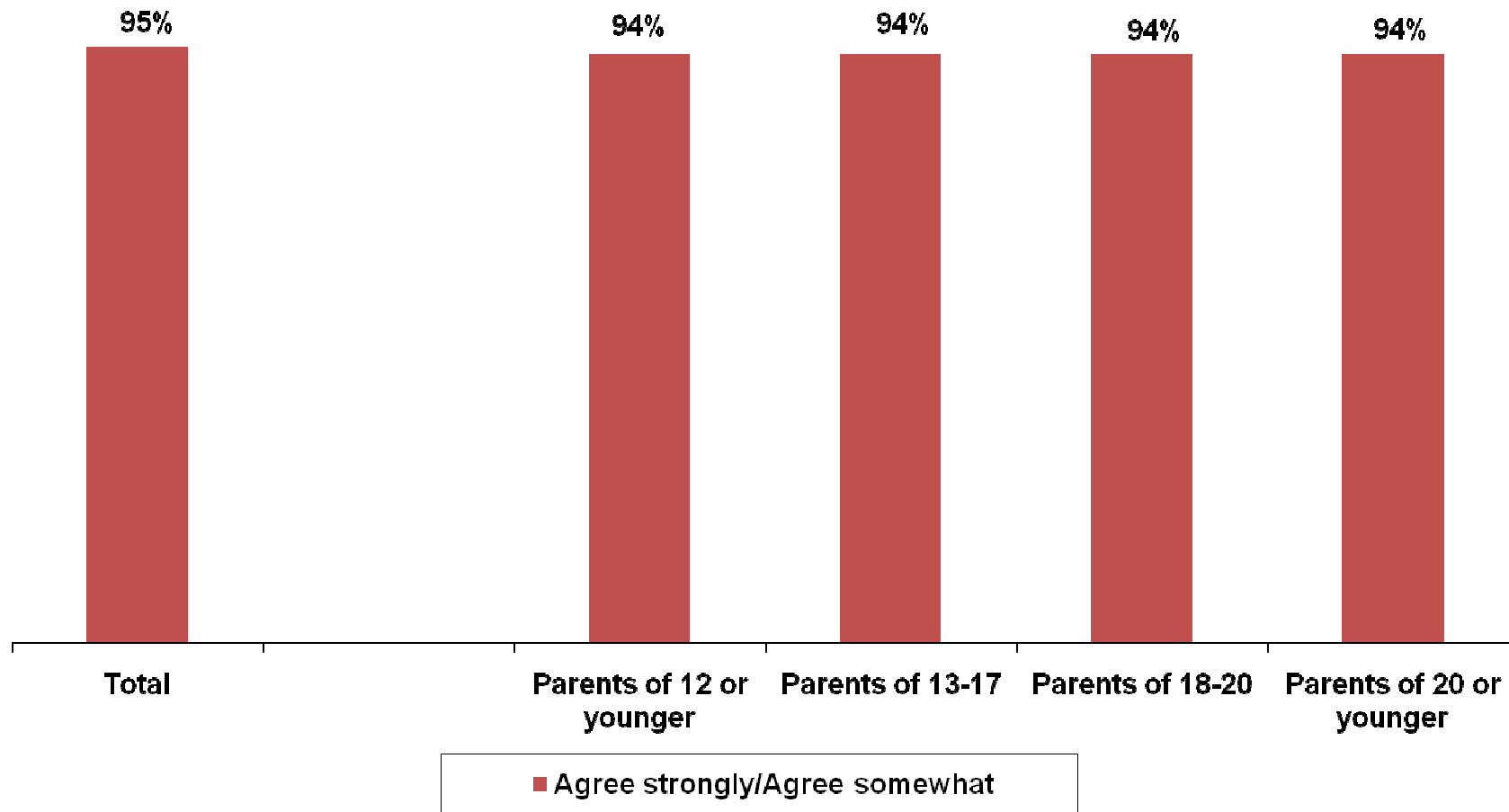
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# “People who sell alcohol beverages should be trained to spot fake IDs.”

Nearly all parents of children 20 and younger agree that people who sell alcohol beverages should be trained to spot fake IDs.



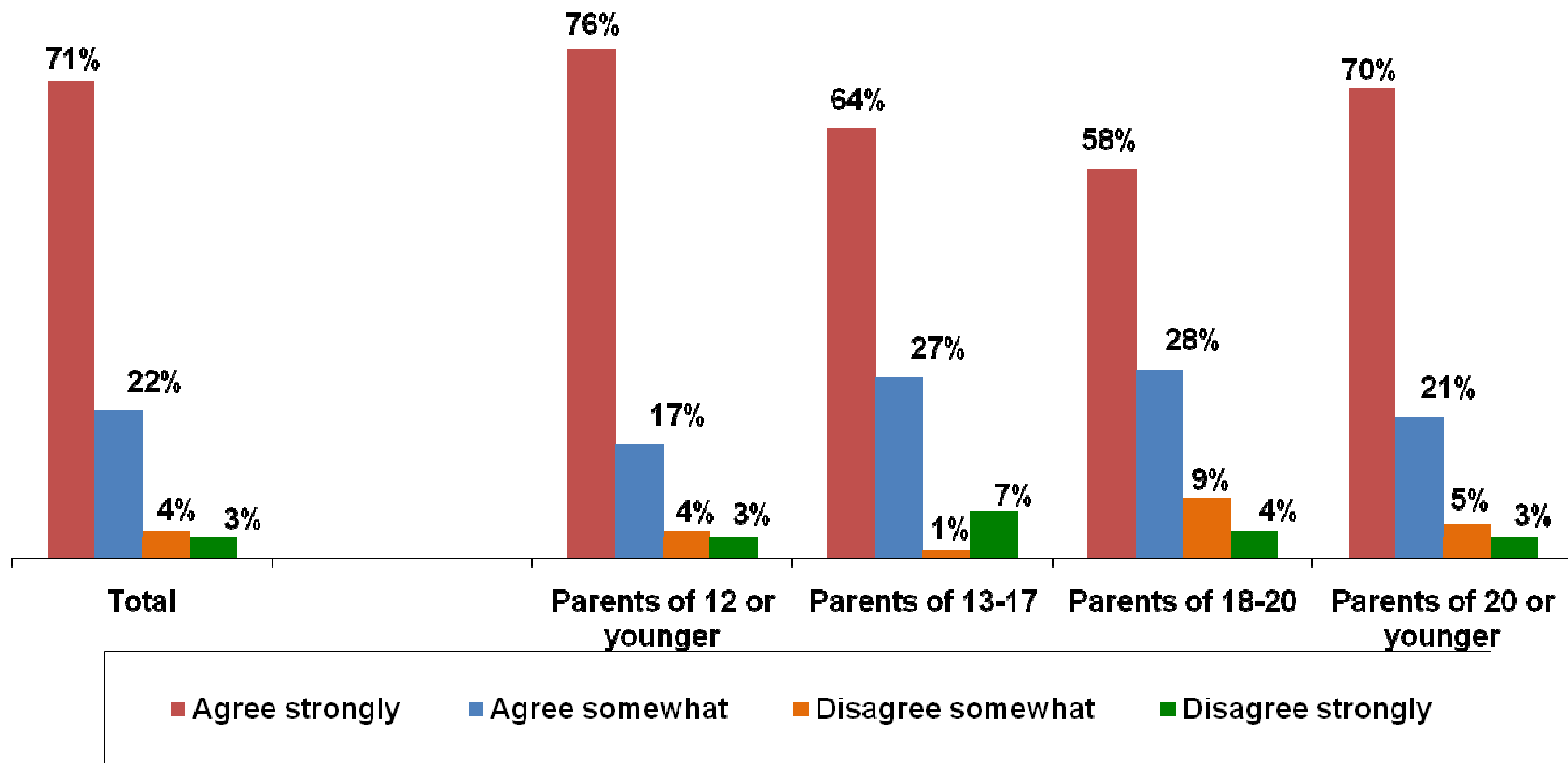
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## “Checking IDs is a good way to prevent underage drinking.”

Roughly two-thirds of parents of children 20 or younger strongly agree that checking IDs is a good way to prevent underage drinking.



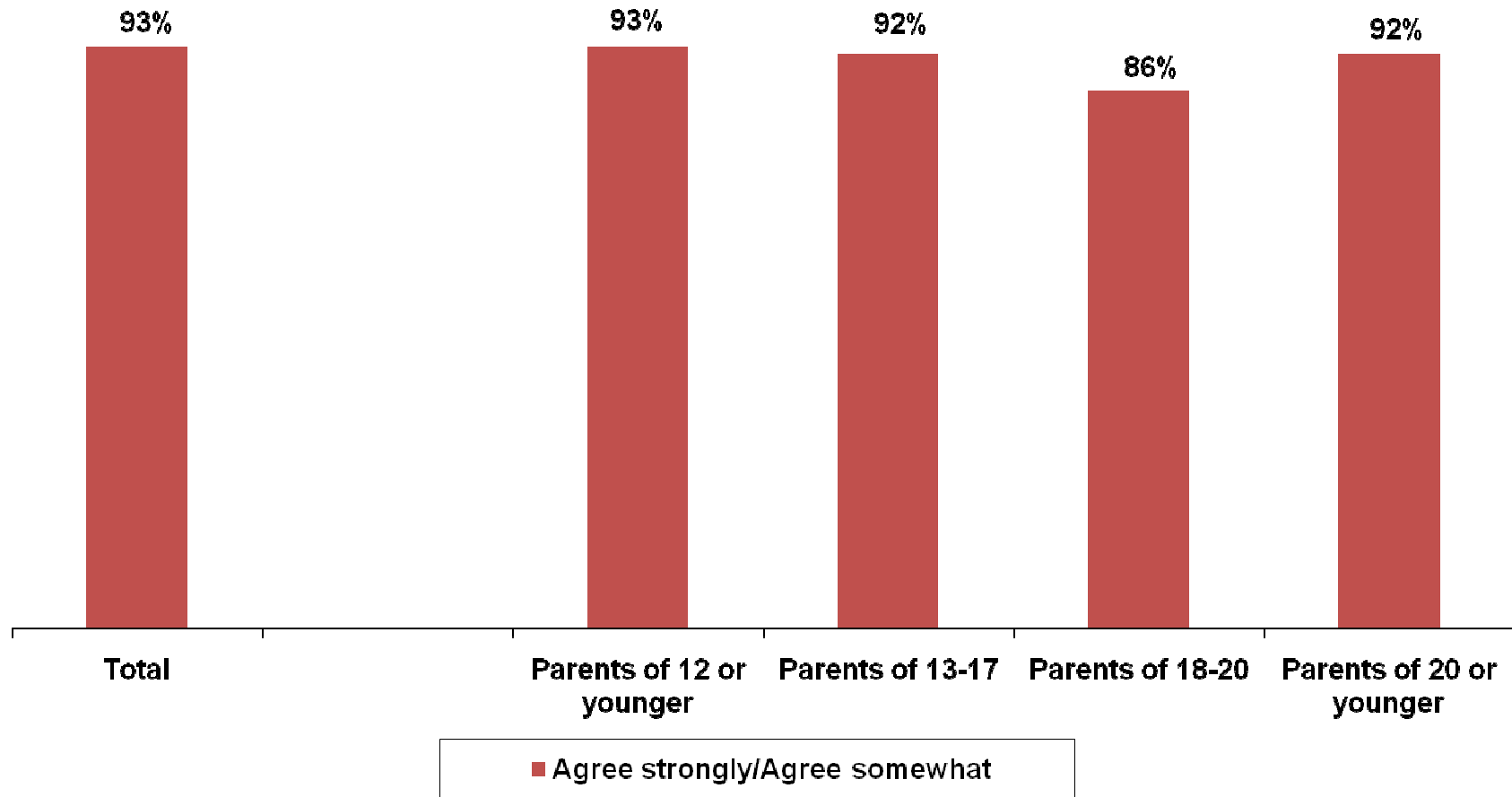
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## “Checking IDs is a good way to prevent underage drinking.”

The majority parents agree that checking IDs is a good way to prevent underage drinking.



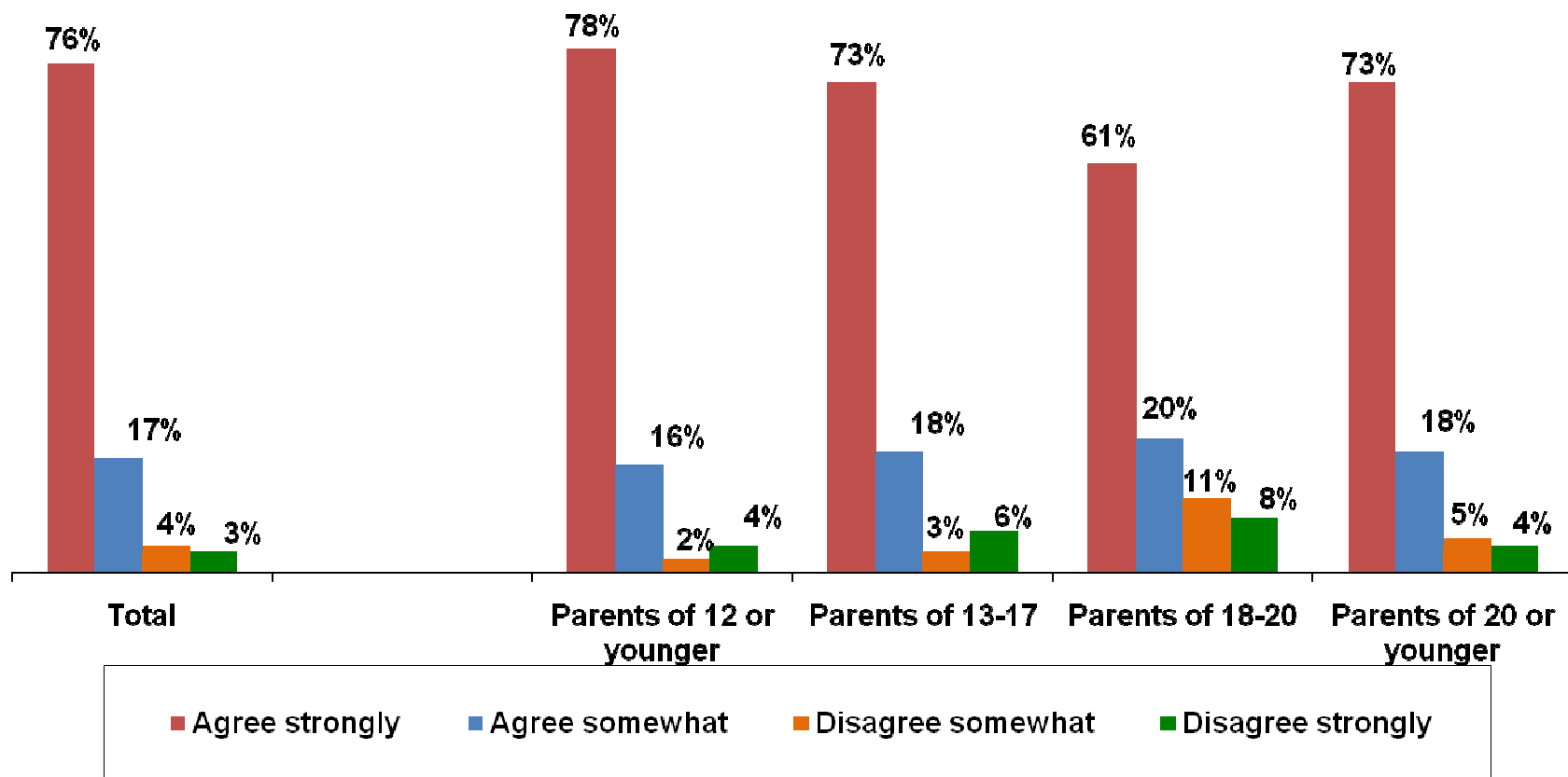
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K5: I'm going to read you a list of statements that some people have made regarding ID checking. For each one, please tell me how much you agree or disagree with that statement. Would you say you agree strongly, agree somewhat, disagree somewhat or disagree strongly with that statement?

Base= Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

**“It might be a little inconvenient to have to show ID, but it’s worth it to help reduce underage drinking.”**

**About three-quarters of parents of children 20 or younger strongly agree that although it might be a little inconvenient to have to show ID, it’s worth it to help reduce underage drinking.**



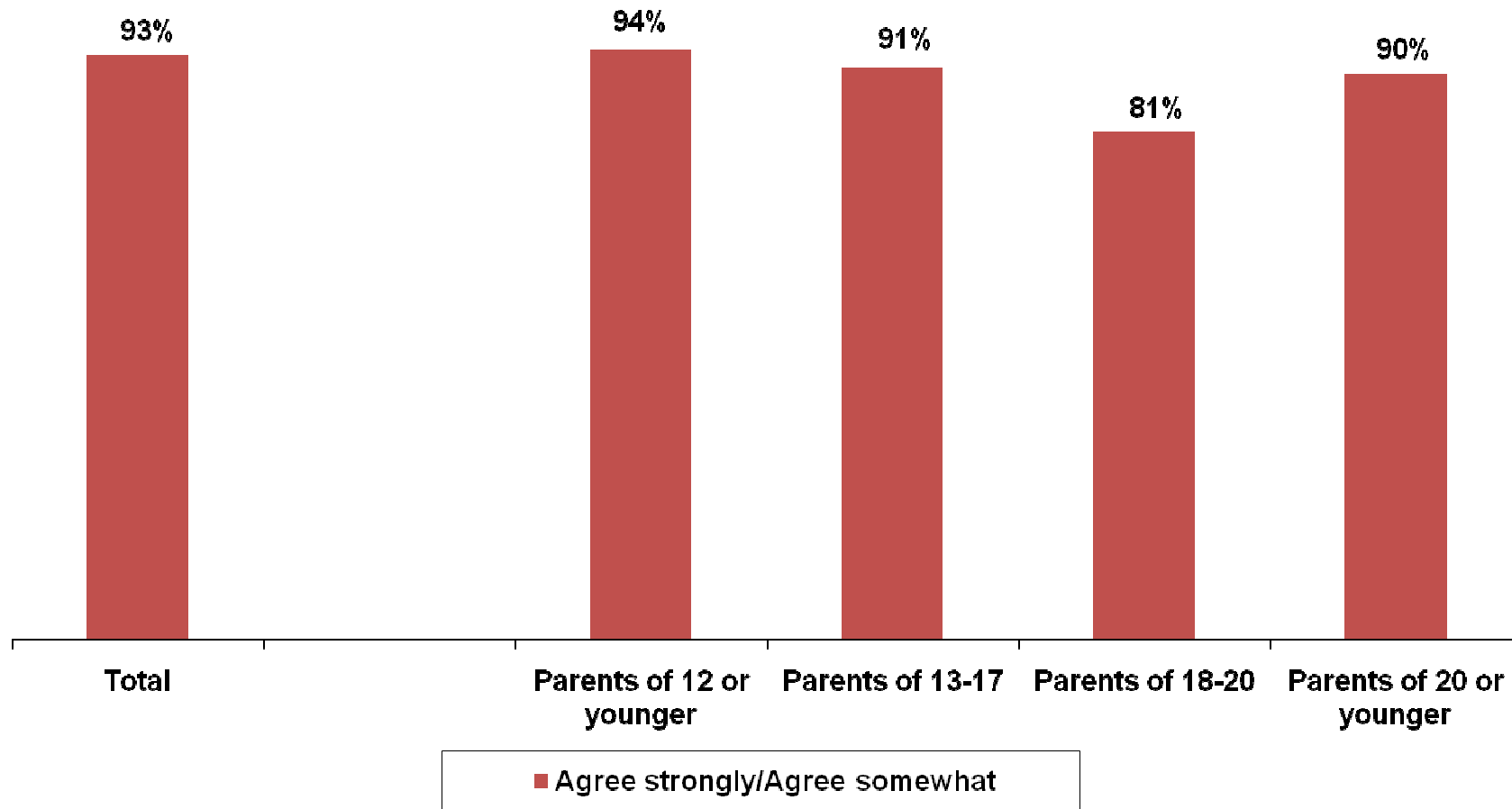
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Base= Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

**“It might be a little inconvenient to have to show ID, but it’s worth it to help reduce underage drinking.”**

**The majority of parents agree that it’s worth it to have to show ID to help reduce underage drinking.**



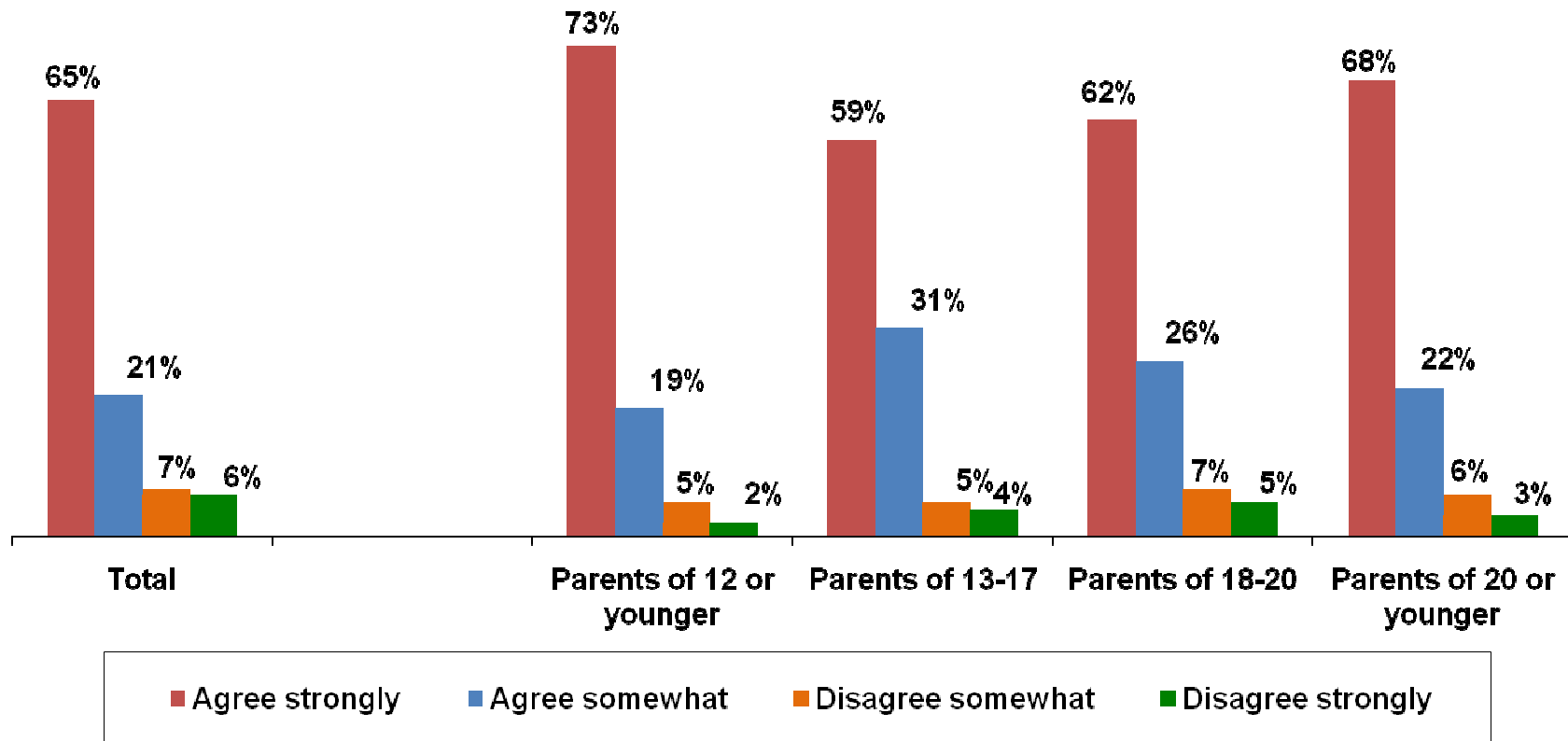
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Base= Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

**“I would appreciate having someone check my ID because it demonstrates that the bar, restaurant, or store owner is committed to preventing underage drinking.”**

**Nearly seven out of ten parents of children 20 or younger strongly agree that they would appreciate having someone check their ID.**



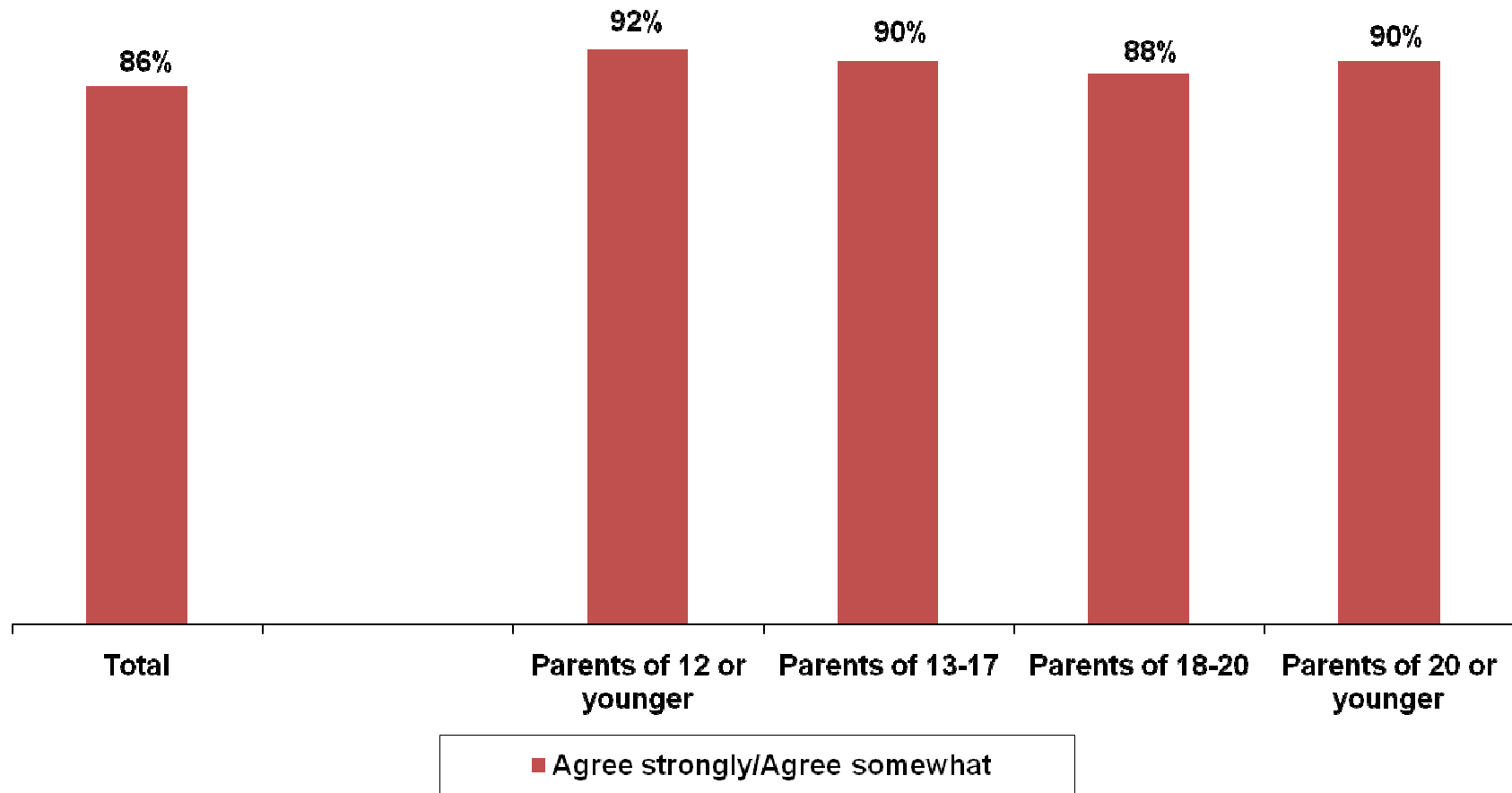
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K5: I'm going to read you a list of statements that some people have made regarding ID checking. For each one, please tell me how much you agree or disagree with that statement. Would you say you agree strongly, agree somewhat, disagree somewhat or disagree strongly with that statement?

Base= Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

**“I would appreciate having someone check my ID because it demonstrates that the bar, restaurant, or store owner is committed to preventing underage drinking.”**

**The majority of parents agree that they would appreciate having someone check their ID.**



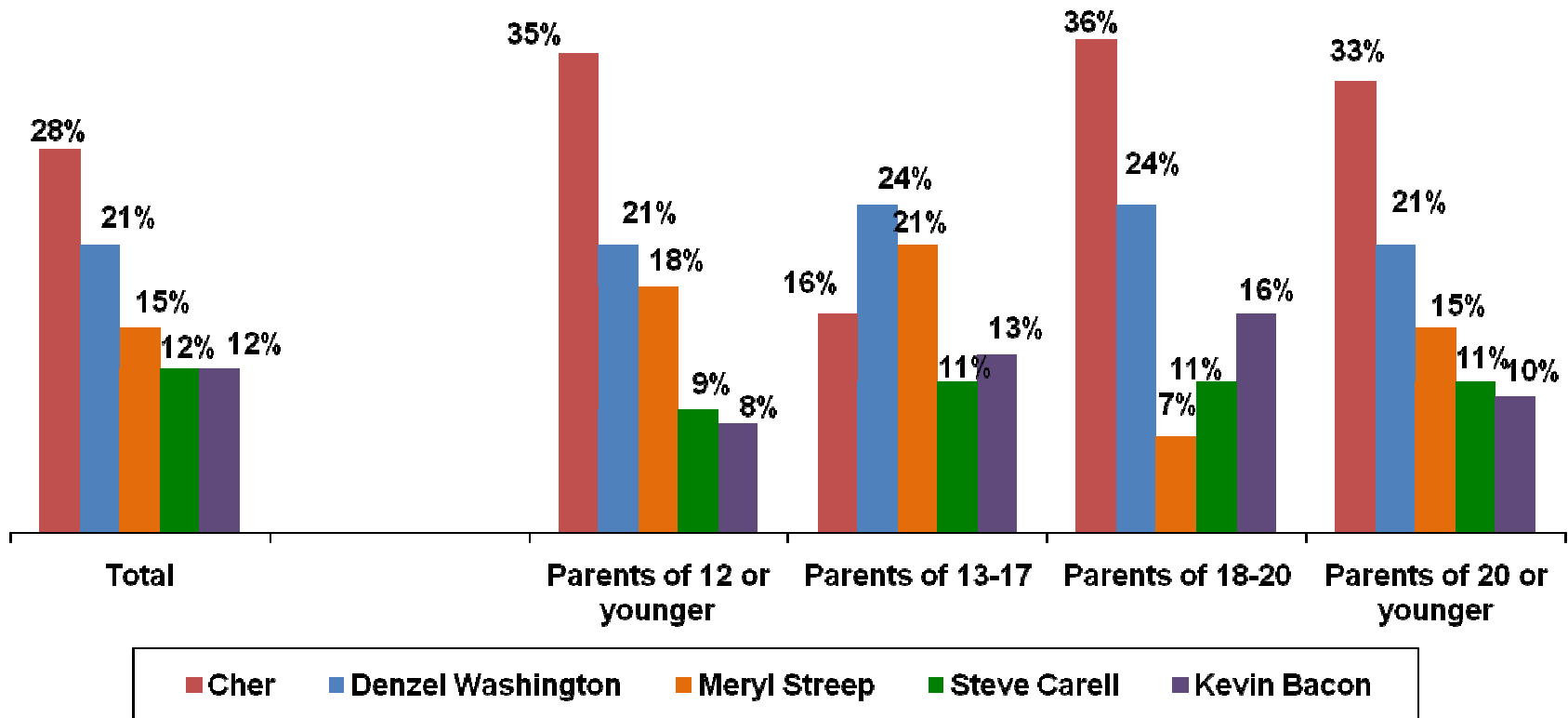
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Base= Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Check ID of Which Celebrity to Learn True Age

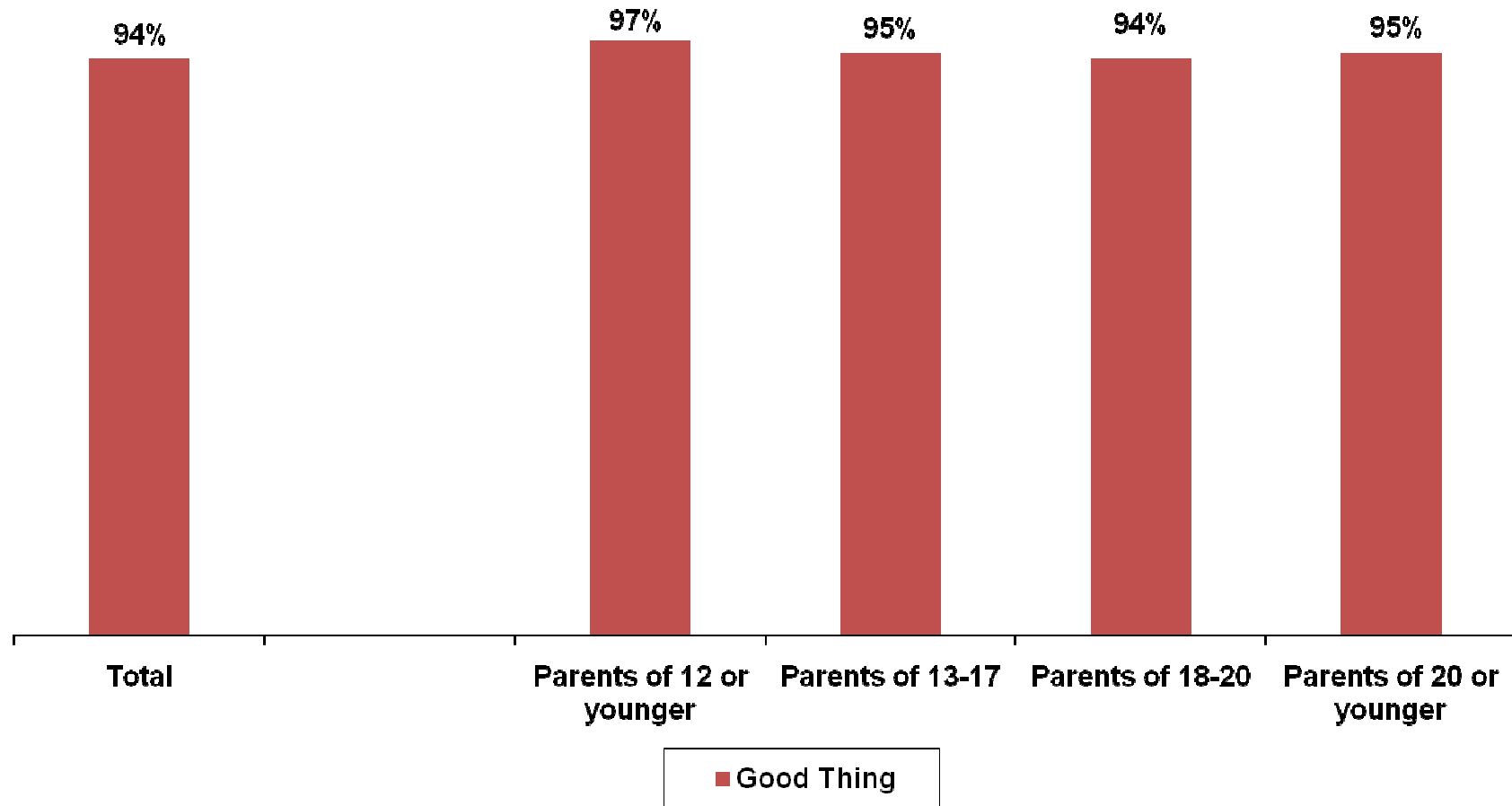
When asked which celebrity they would like to ID to learn their true age, about a third of parents of children 20 or younger chose Cher.



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010.  
 K6: I'm going to read you a short list of celebrities. If you could check the ID of just ONE of these celebrities to learn their TRUE AGE, which ONE would it be? Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Response to Anheuser-Busch Providing ID Checking Materials

The vast majority of parents believe it is a good thing that Anheuser-Busch provides servers and sellers of alcohol with ID checking materials to help them check IDs.

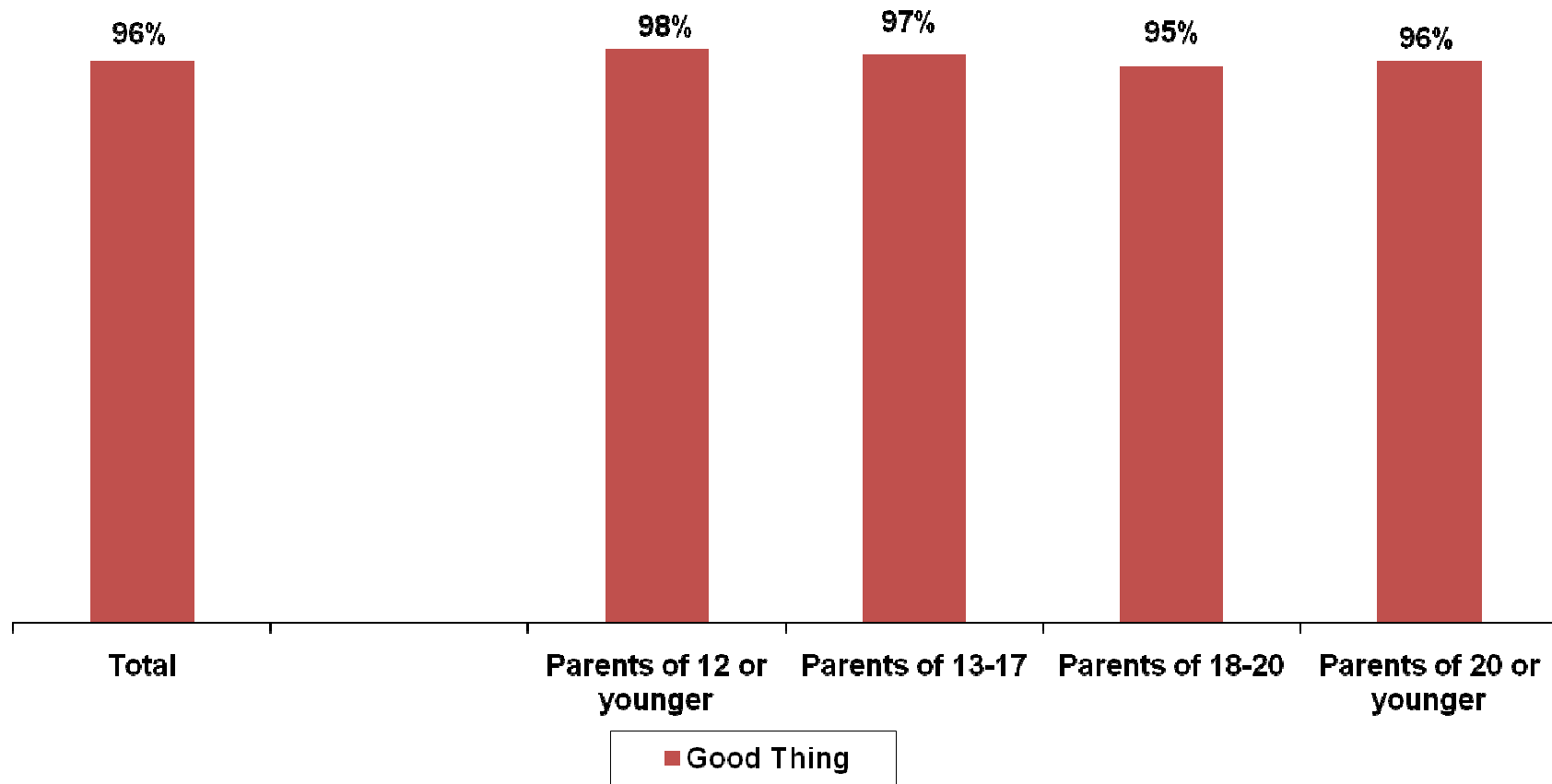


Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010.

K7: Leaving humor aside for a moment, in general, do you think it's a good thing or not that Anheuser-Busch, the brewer of Budweiser, Bud Light, and Michelob, provides servers and sellers of alcohol with ID CHECKING MATERIALS to help them check IDs? Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Response to Anheuser-Busch Providing Training on Detecting Fake IDs

The vast majority of parents believe it is a good thing that Anheuser-Busch provides servers and sellers of alcohol with training on how to detect fake IDs.



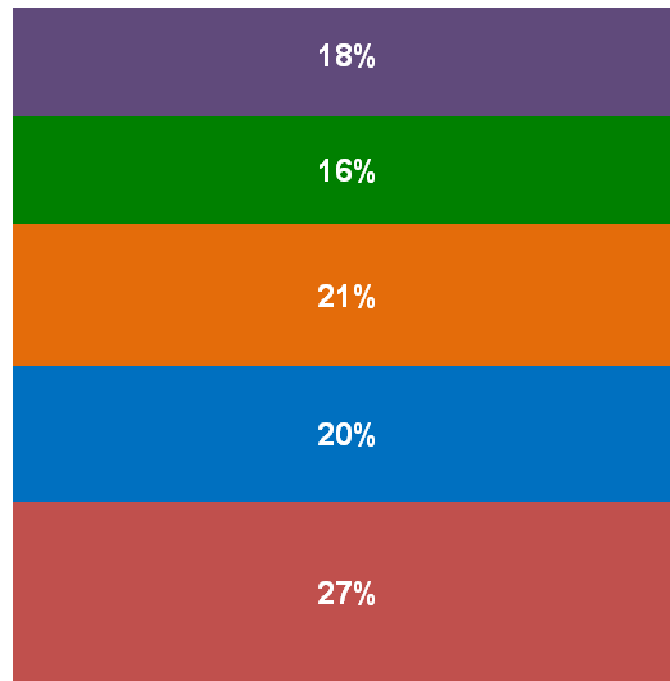
Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010.

K8: In general, do you think it's a good thing or not that Anheuser-Busch provides servers and sellers of alcohol with TRAINING on how to detect fake IDs? Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)



# Appendix Demographics

# Respondent Age

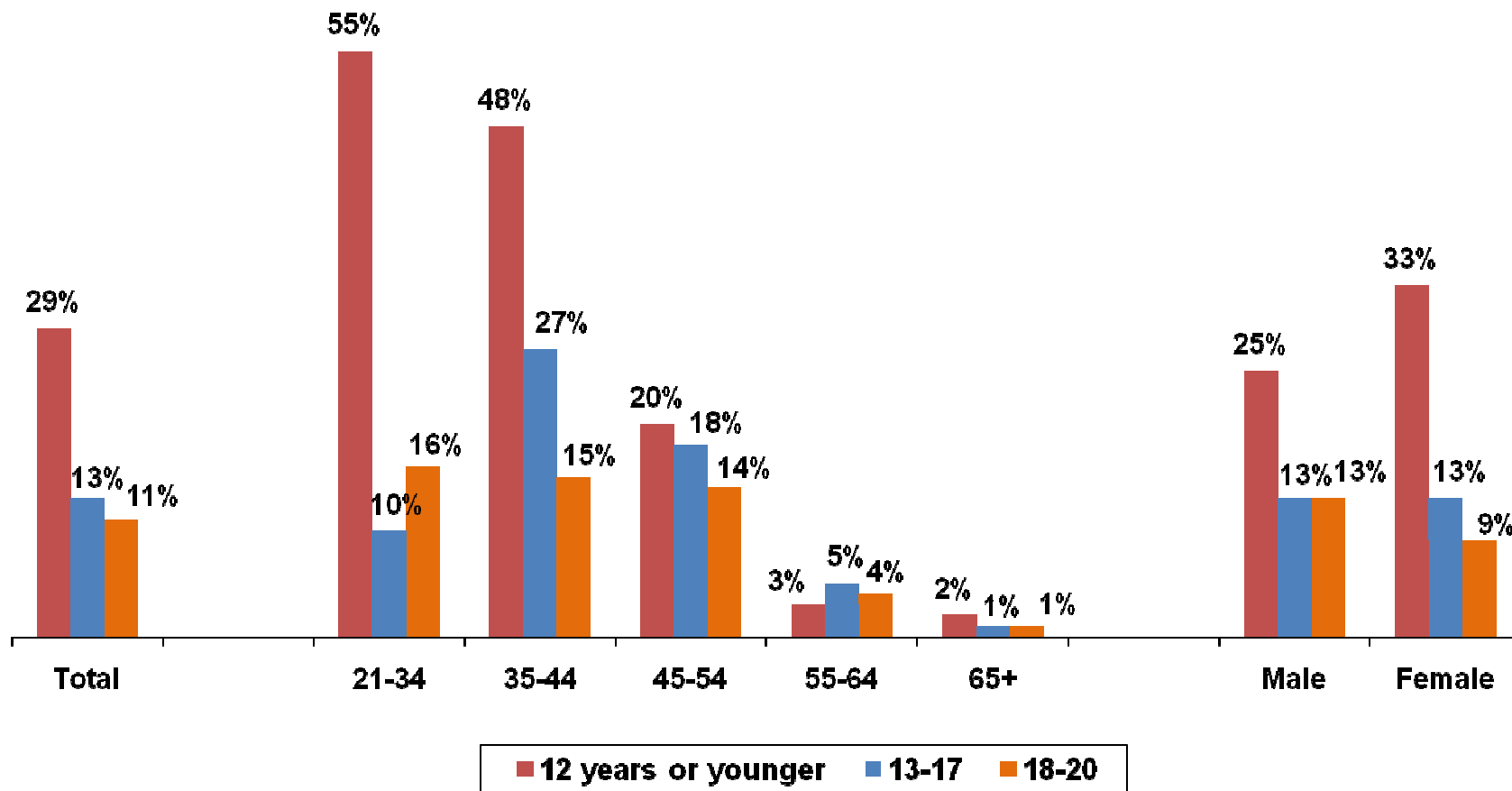


Total

■ 21-34   ■ 35-44   ■ 45-54   ■ 55-64   ■ 65+

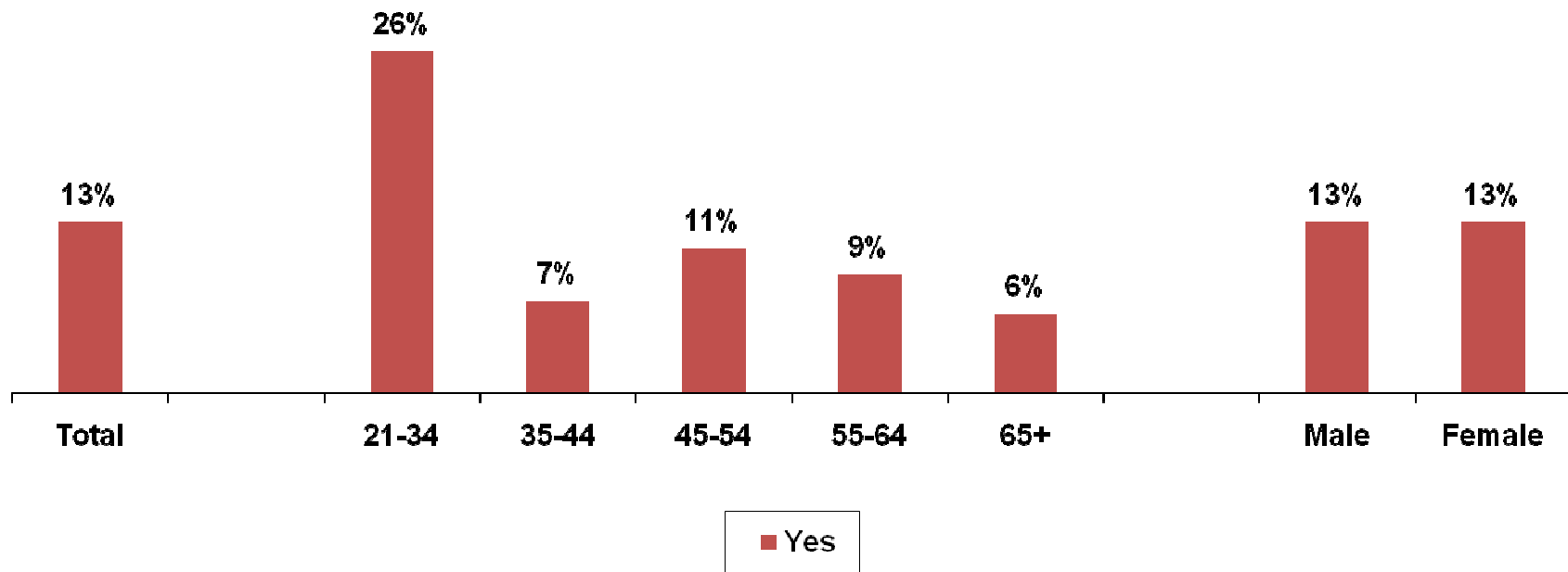
Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010. Base = Ages 21 and older (n=987)

# Children in Household



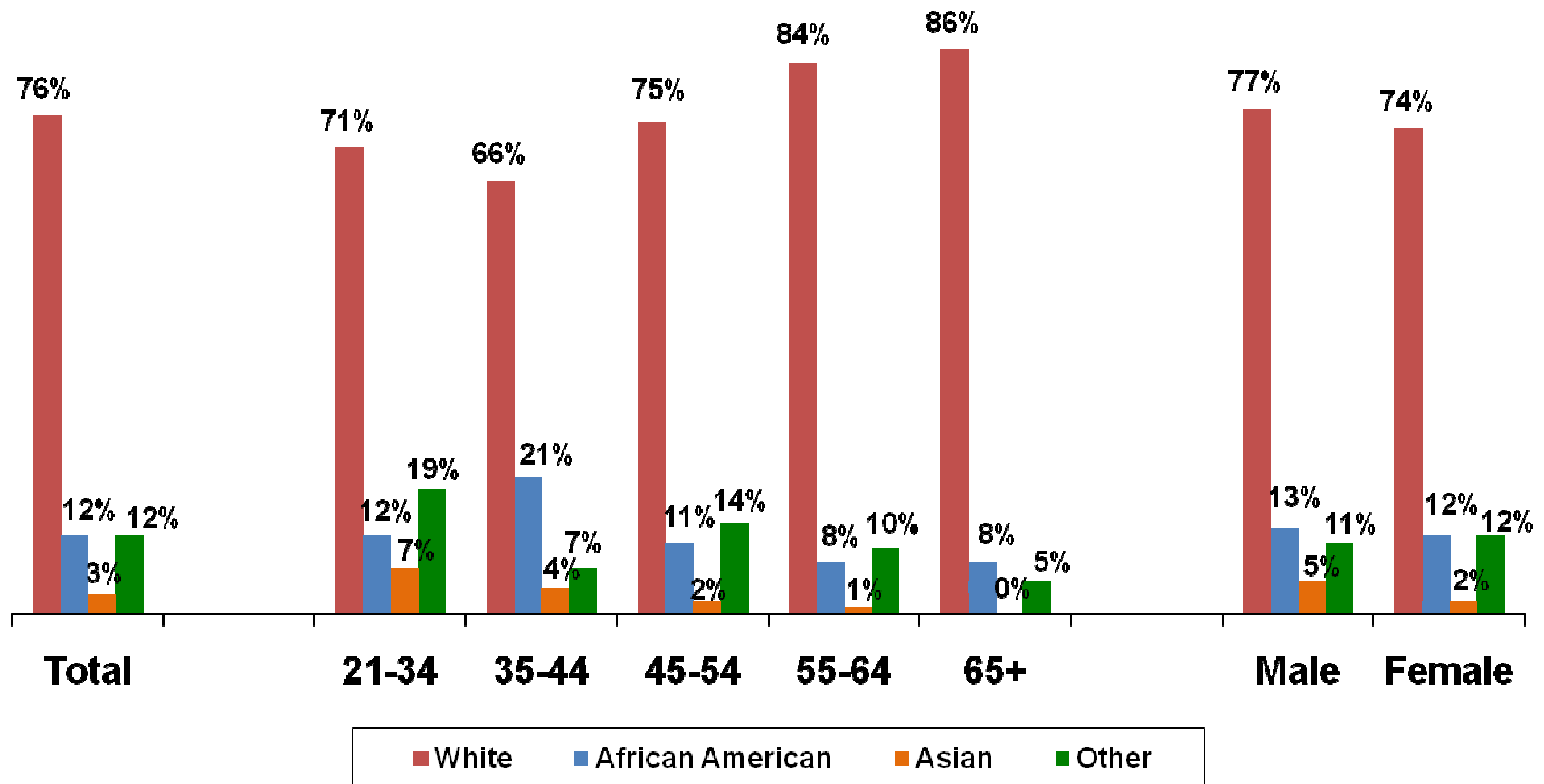
Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010. Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Spanish/Hispanic/Latino



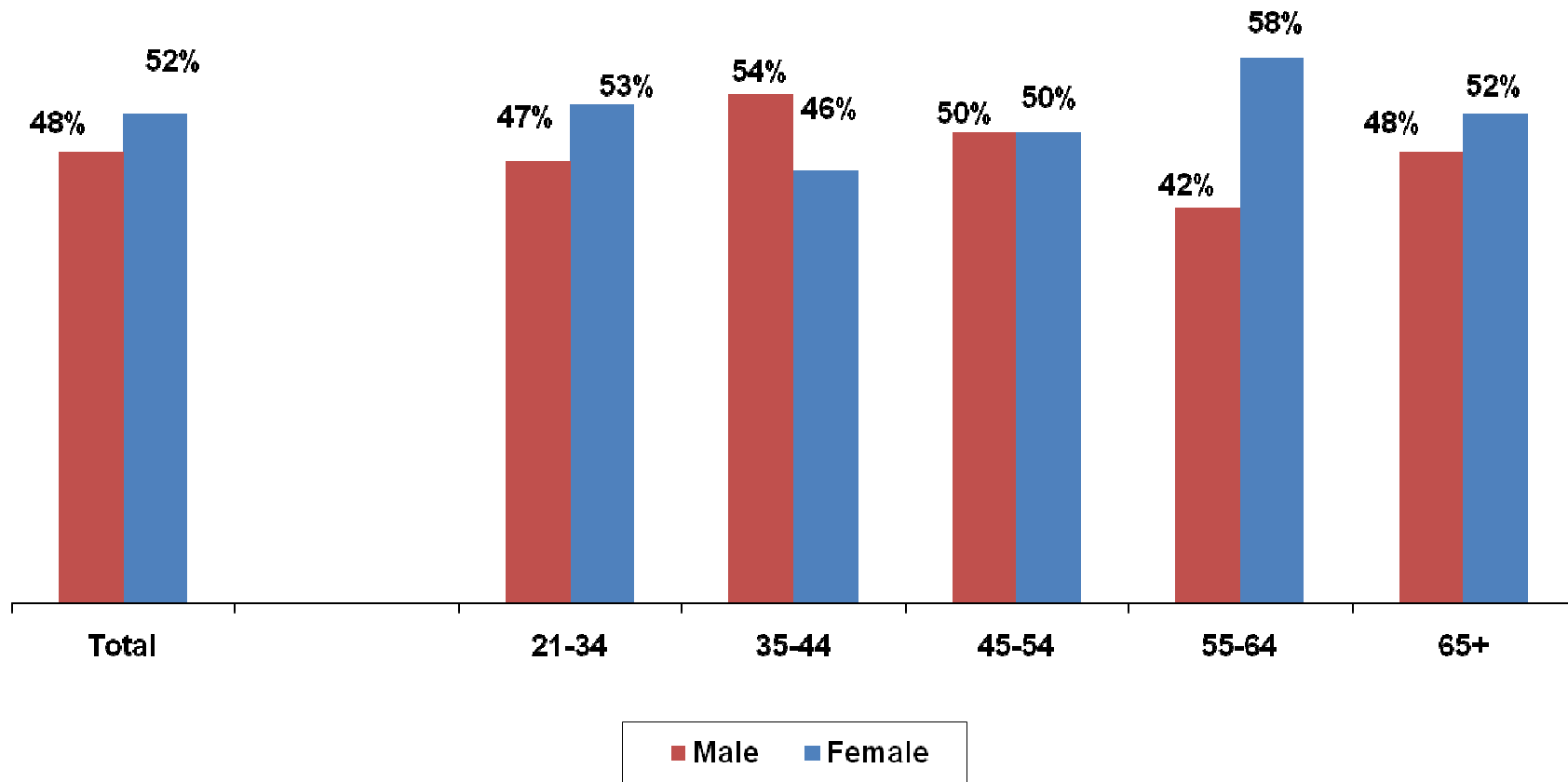
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# Respondent Race



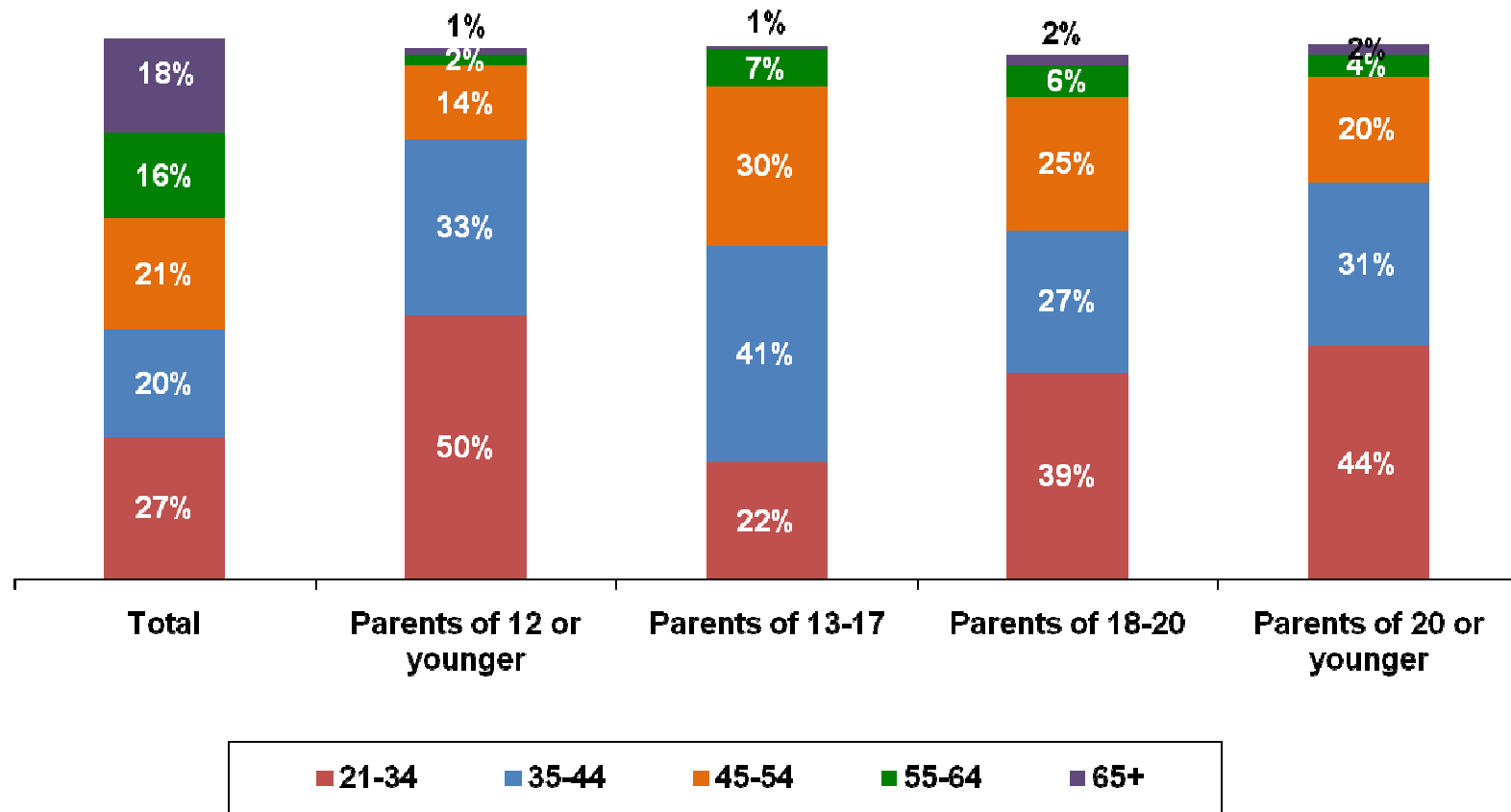
Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010. Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Respondent Gender



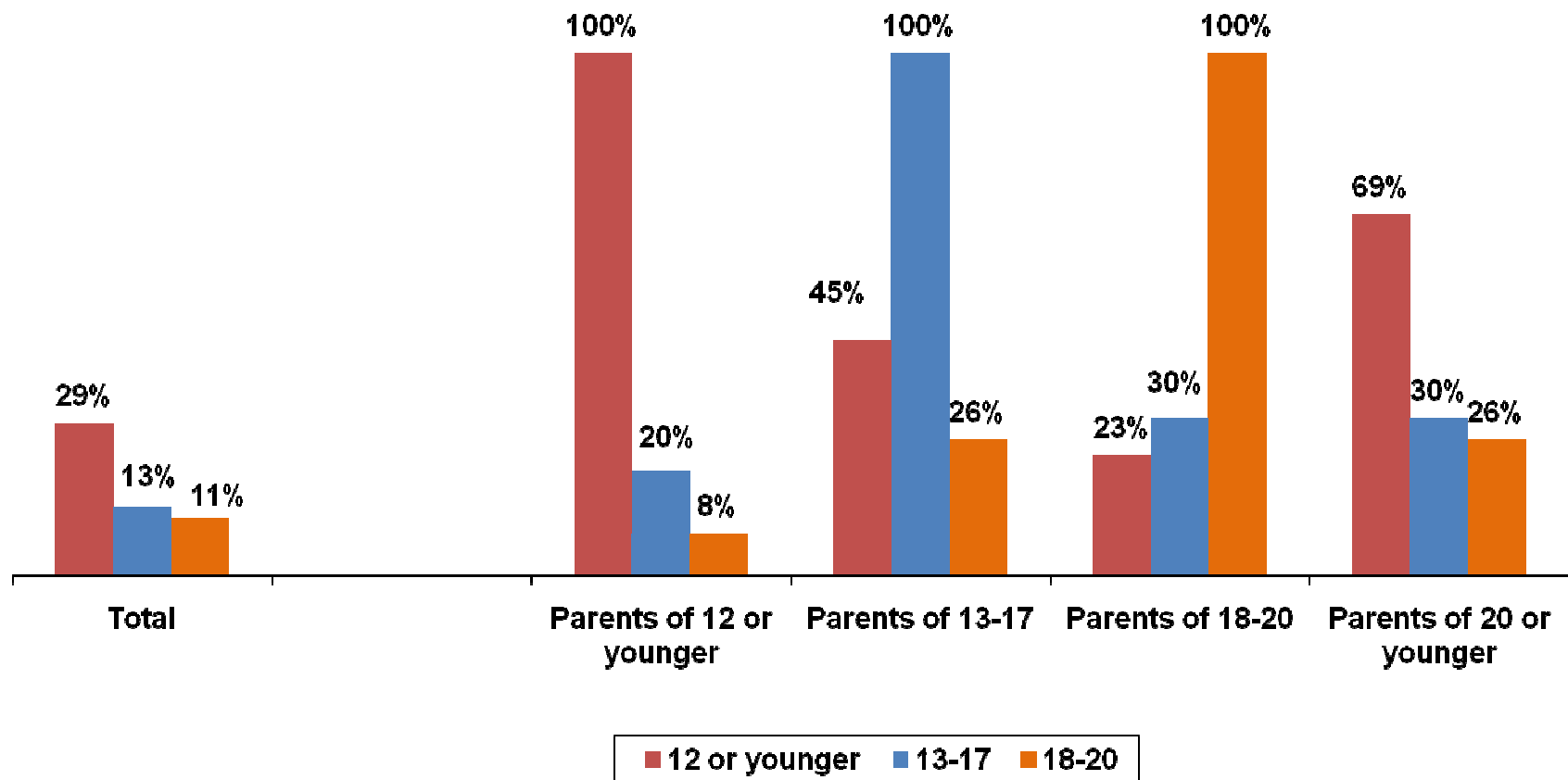
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# Respondent Age



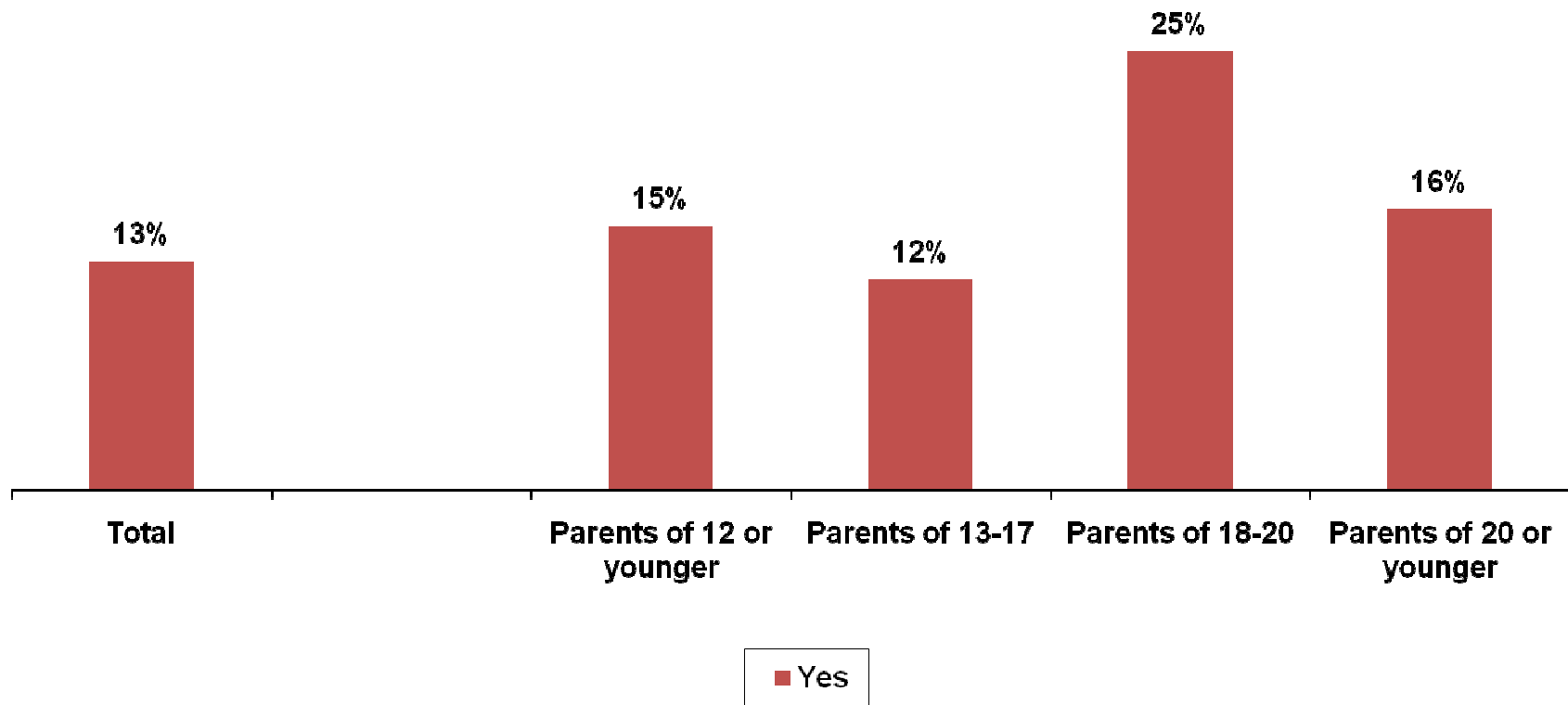
Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 1,000 adults 21 years of age and older. Interviewing for this survey was completed January 28-31, 2010. Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Children in Household



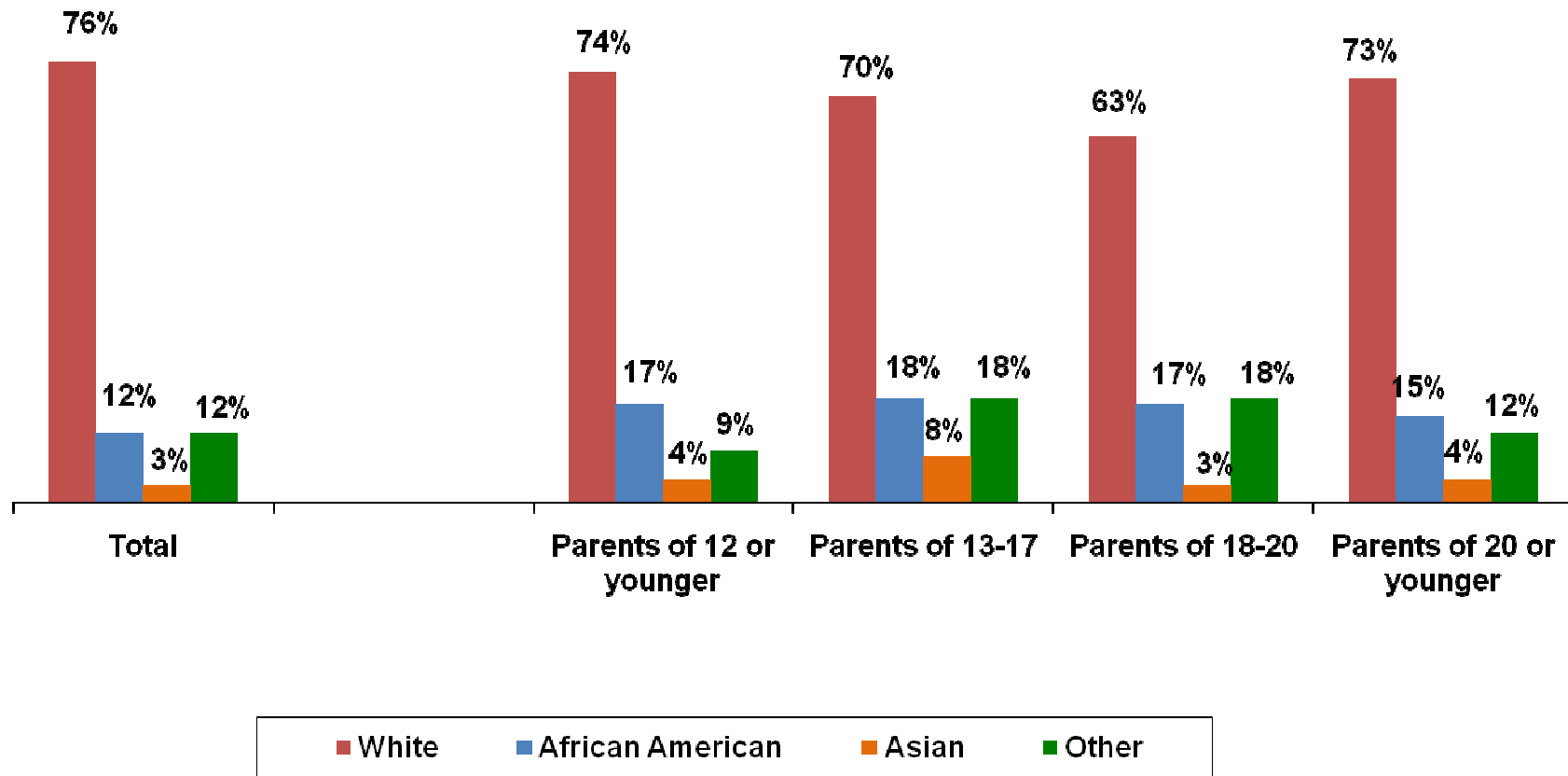
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# Spanish/Hispanic/Latino



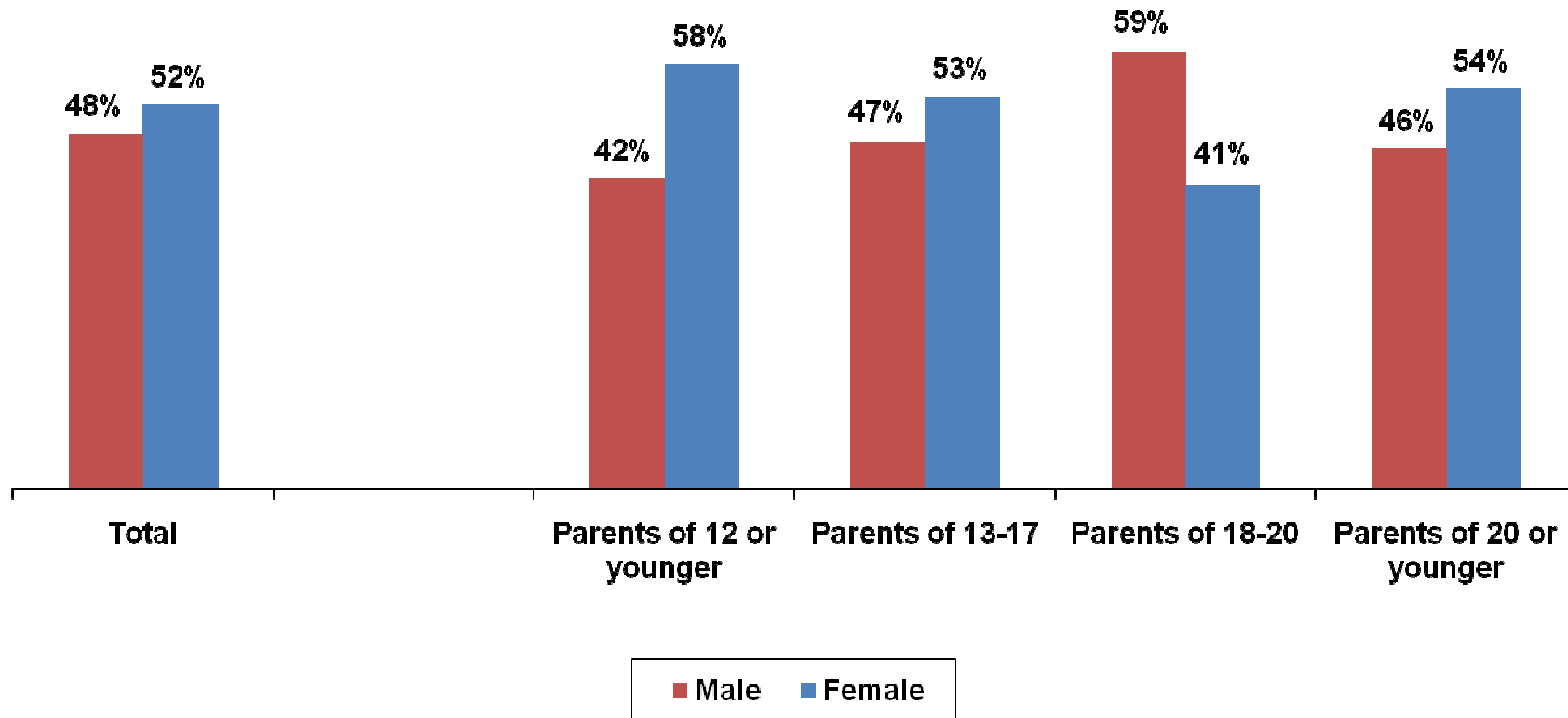
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# Respondent Race



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010. Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

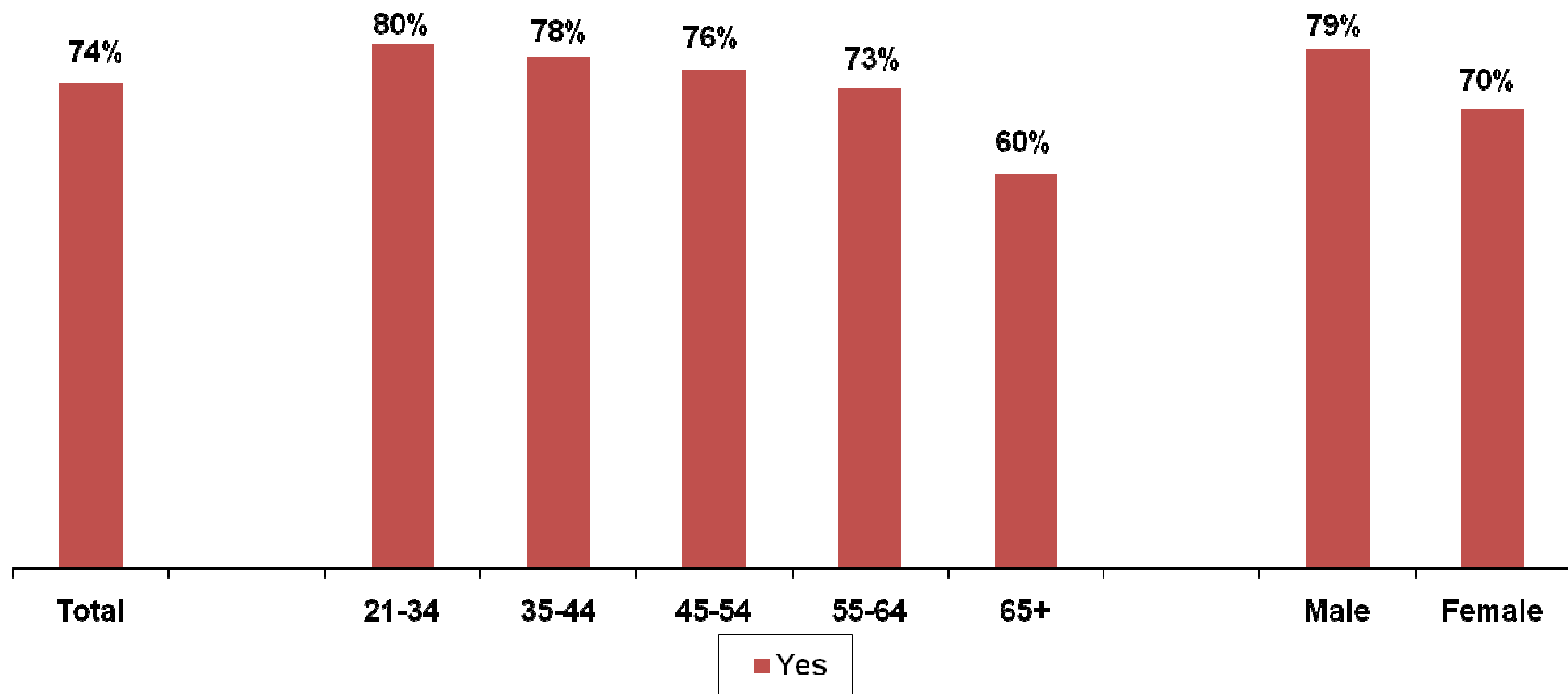
# Respondent Gender



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010. Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)

# Ever Drink Alcohol Beverages

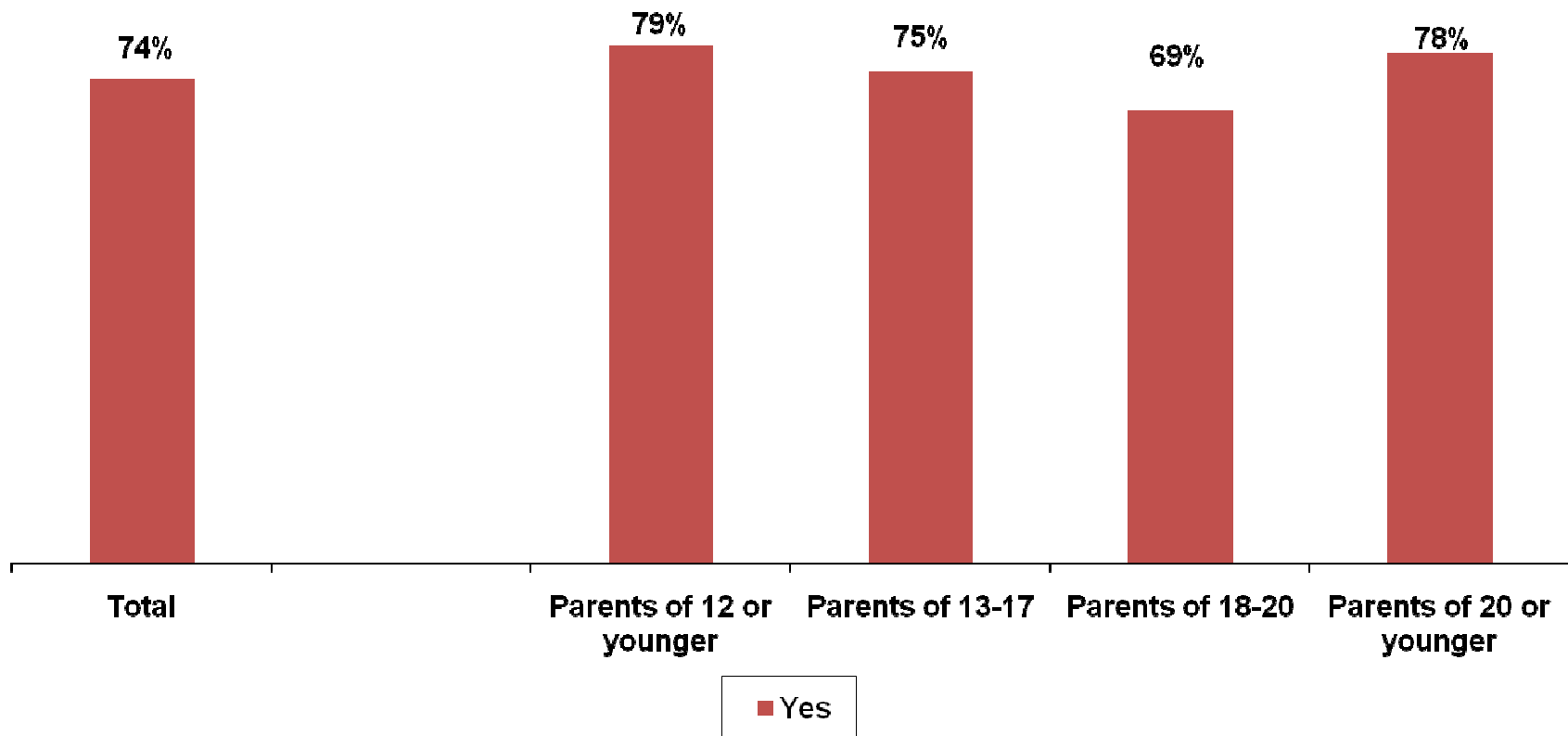
Three-quarters (74%) of American adults age 21 or older ever drink alcohol beverages.



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010.  
K9: Do you EVER drink alcohol beverages? Base = Ages 21 and older (n=987); 21-34 (n=101), 35-44 (n=124), 45-54 (n=213), 55-64 (n=241), 65+ (n=308); Male (n=497), Female (n=490)

# Ever Drink Alcohol Beverages

Three-quarters of parent of children 20 or younger ever drink alcohol beverages.



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The 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 January 28-31, 2010.  
K9: Do you EVER drink alcohol beverages? Base = Ages 21 and older (n=987); Children 12 or younger (n=175); Children 13-17 (n=101); Children 18-20 (n=72); Children 20 or younger (n=280)