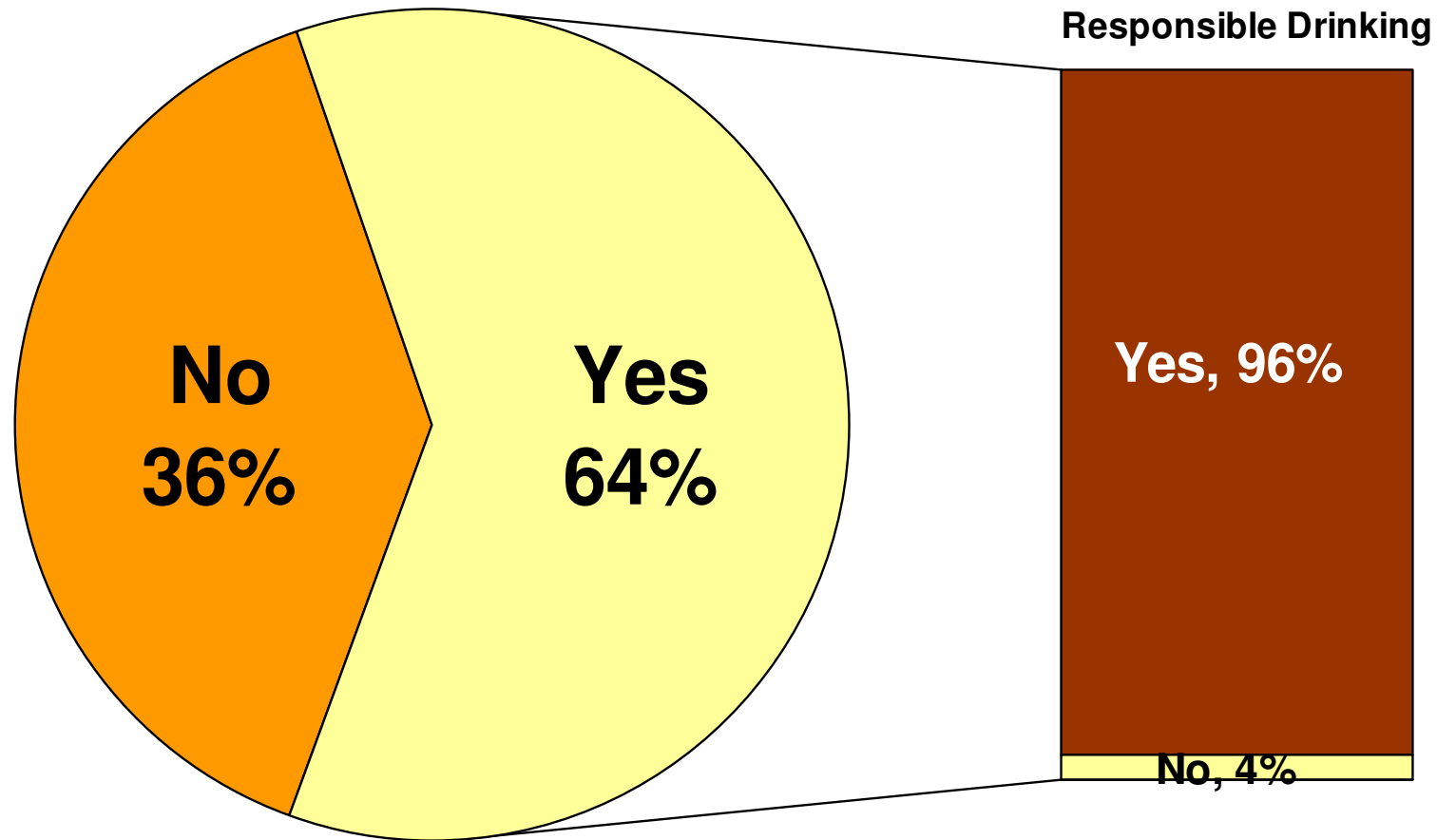


# 64% of American adults drink alcohol beverages

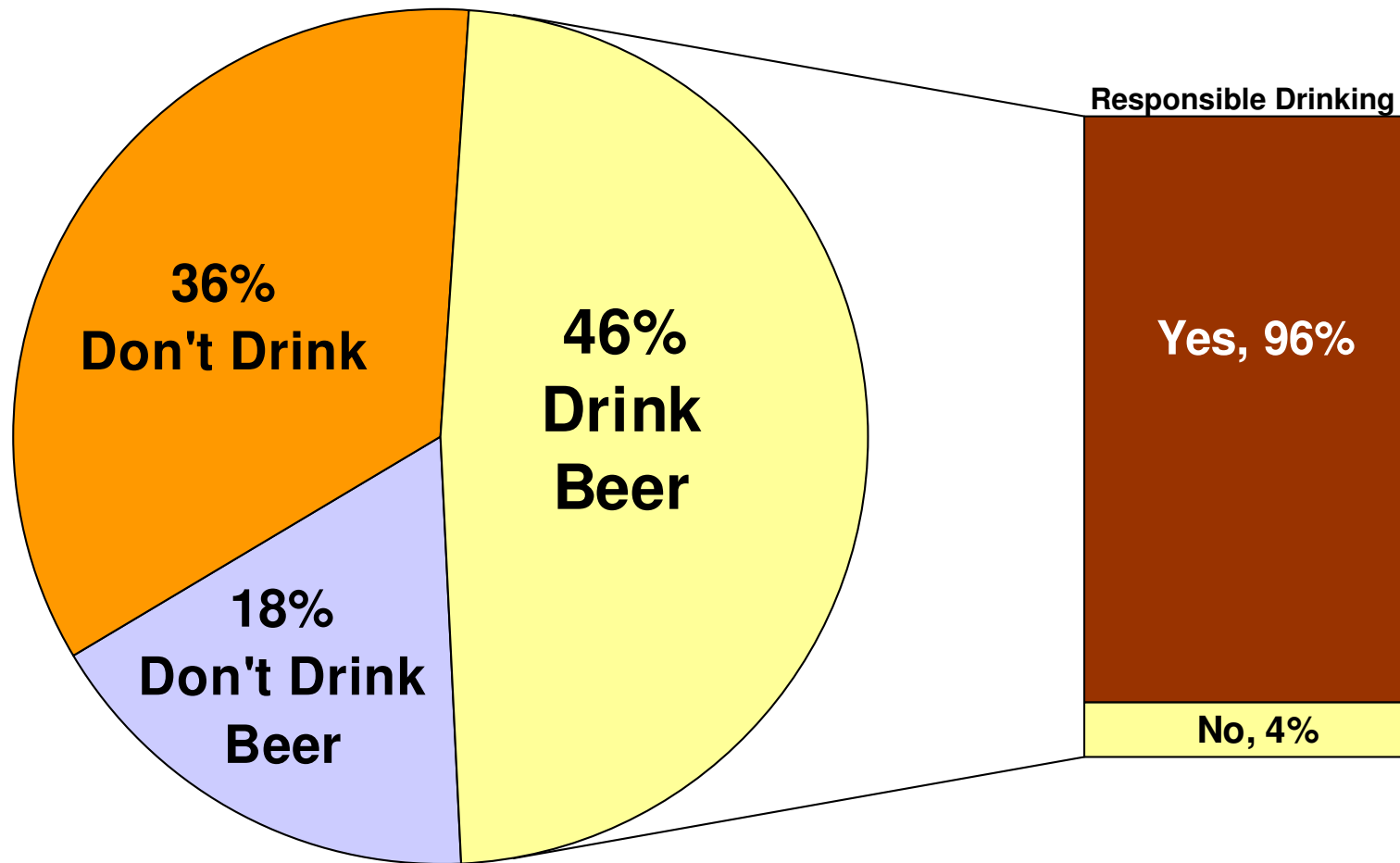
*96% of American adult drinkers drink responsibly and in moderation*



Source: Responsible Drinking Study, conducted by GfK Custom Research via telephone survey to 960 adults aged 21+ in the US, January 2010.  
Q1. Do you ever drink any alcohol beverages, even if it's only for special occasions? Base: total respondents (n= 960)  
Q3. When you drink, would you say you drink responsibly and in moderation? Base: respondents who drink (n=603)

# 46% of American adults drink beer

*96% of American adult beer drinkers drink responsibly and in moderation*



Source: Responsible Drinking Study, conducted by GfK Custom Research via telephone survey to 960 adults aged 21+ in the US, January 2010.  
Q1. Do you ever drink any alcohol beverages, even if it's only for special occasions? Base: total respondents (n= 960)  
Q3. When you drink, would you say you drink responsibly and in moderation? Base: respondents who drink beer (n=426)

# 2010 United States Responsible Drinking Study

## Based on Total Sample

- 64% or 141.5 million American adults drink alcohol beverages.
  - 96% or 135.9 million American adults drink responsibly and in moderation.
- 46% or 101.7 million American adults drink beer.
  - 96% or 97.6 million American adults drink beer responsibly and in moderation.

Source: U.S.Census Bureau, Population Division, Interim State Population Projections, 2005. The 2010 Total 21+ Population is 221,214,985

<http://www.census.gov/population/projections/DownldFile4.xls>