



**infogroup/ORC**

# **Safe Boating Study, 2010 Conducted for Anheuser-Busch, Inc.**

April 6, 2010



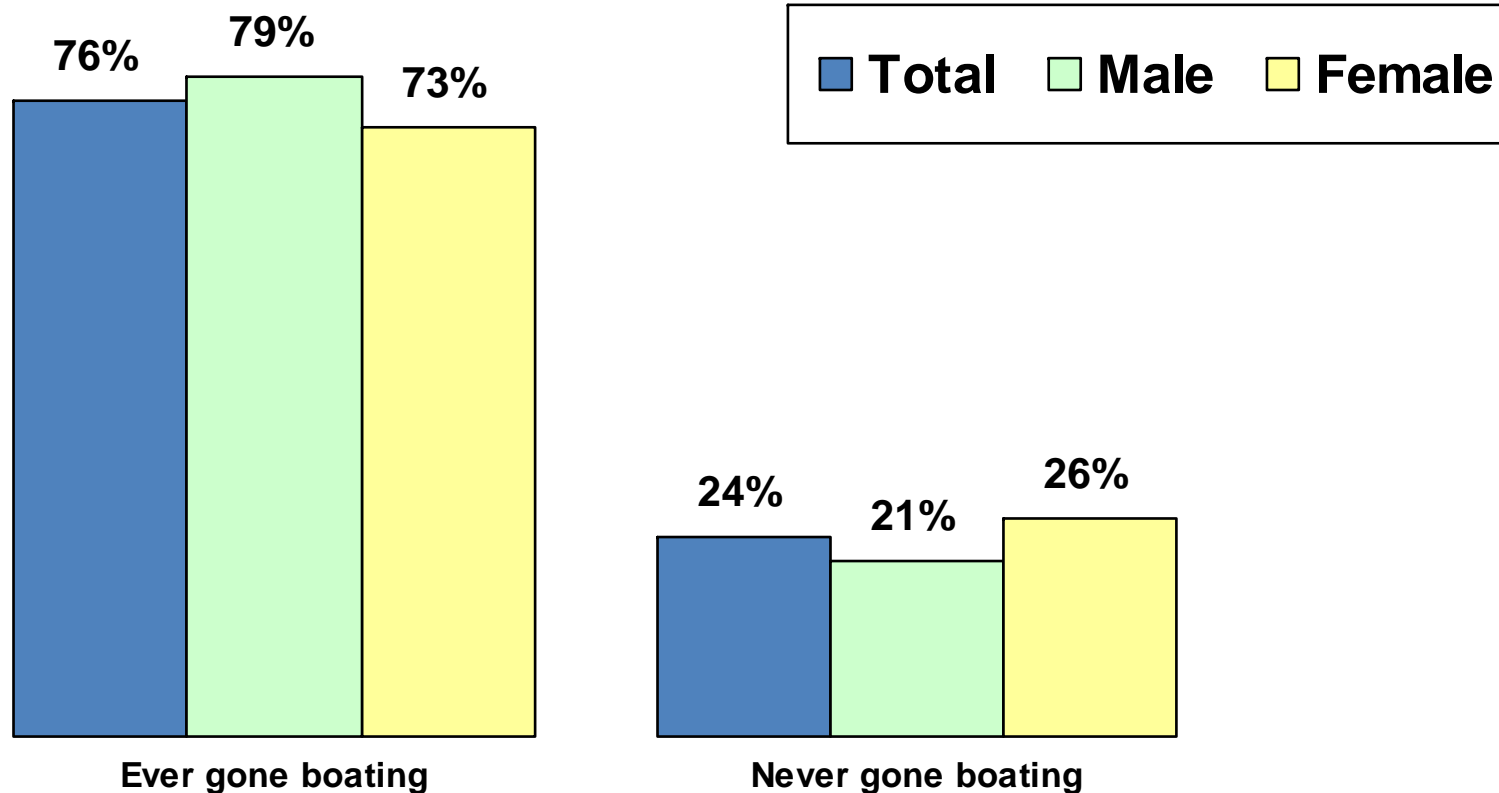
## **Background and Methodology**

**ORC conducted a study on behalf of Anheuser-Busch in order to collect information regarding opinions concerning Designated Skippers.**

**This report presents the findings of a telephone survey conducted among a national probability sample of 1,958 American adults comprising 955 men and 1,003 women 21 years of age and older. Interviewing for this CARAVAN® Survey was completed during the period March 18-22, 2010.**

# Participation in Motorized Boating Activities

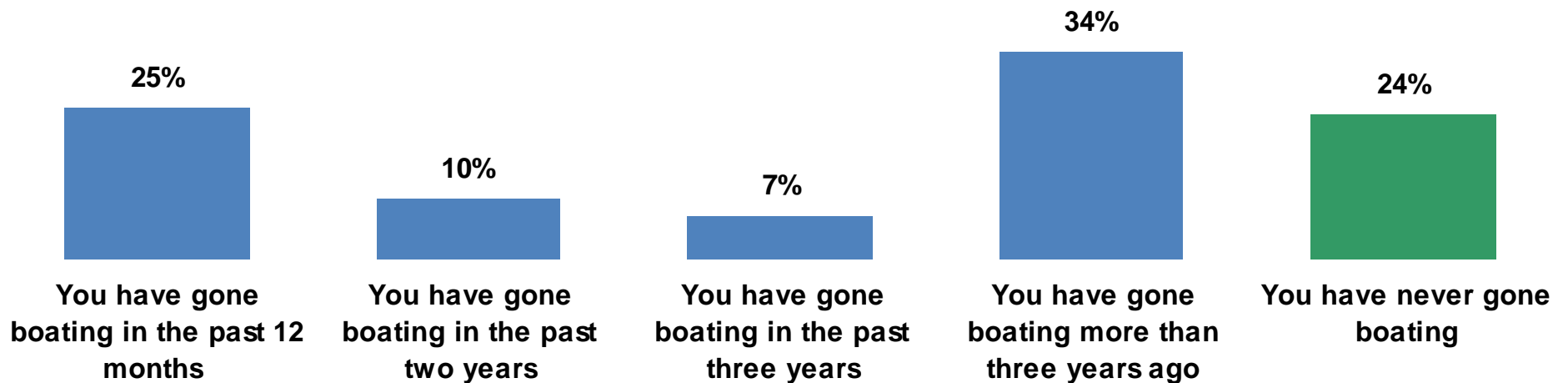
Now, thinking about boating, and that includes motorized boats such as ski boats, pontoon boats, fishing boats and sail boats, which of the following statements describes you?



Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed March 18-22, 2010. Base = Ages 21 and older (n=1,958): Male (n=955) and Female (n=1,003)  
K1. Now thinking about boating, and that includes motorized boats such as ski boats, pontoon boats, fishing boats and sail boats, which of the following statements describes you? You have gone boating in the past 12 months as part of a vacation or on a recreational outing, You have gone boating in the past two years, You have gone boating in the past three years, You have gone boating more than three years ago, Or, you have never gone boating.

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# Designated Skipper Study – Detailed Findings

## Among Total American Adult 21+

- 32% or 69<sup>1</sup> million American adults 21+ have been or used a designated skipper.
  - 13% or 29<sup>2</sup> million American adults 21+ have been a designated skipper.
  - 26% or 58<sup>3</sup> million American adults 21+ have been driven by a designated skipper.

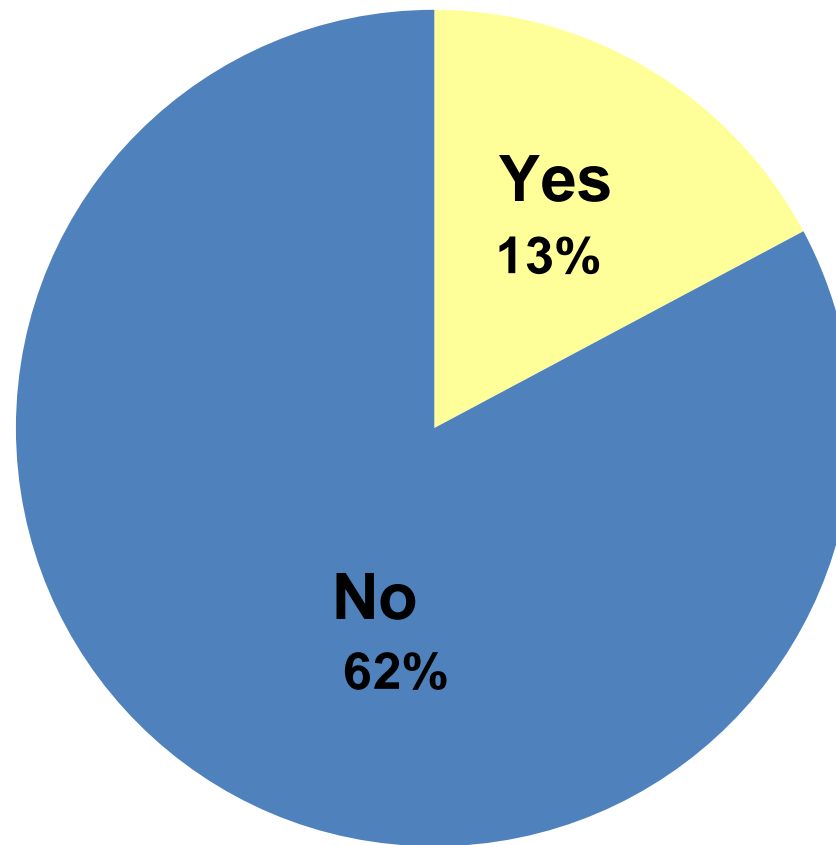
## Among American Adult Boaters 21+

- 42% or 69<sup>1</sup> million American adult boaters 21+ have been or used a designated skipper.
  - 18% or 29<sup>2</sup> million American adult boaters 21+ have been a designated skipper.
  - 35% or 58<sup>3</sup> million American adult boaters 21+ have been driven by a designated skipper.

Source: Opinion Research Corporation CARAVAN® telephone omnibus survey. The telephone survey was conducted among a national probability sample of approximately 2,000 adults 21 years of age and older. Interviewing for this survey was completed March 18-22, 2010. Base = Ages 21 and older (n=1,958) and boaters (n=1,491).  
1 – 69,793,327; 2 – 29,864,022; 3 – 58,400,756  
Note: Total U.S. Adult 21+ Population – 221,214,985

## Participation in being a Designated Skipper among American Adults 21+

Have you ever been a Designated Skipper when you've been out boating with family or friends?

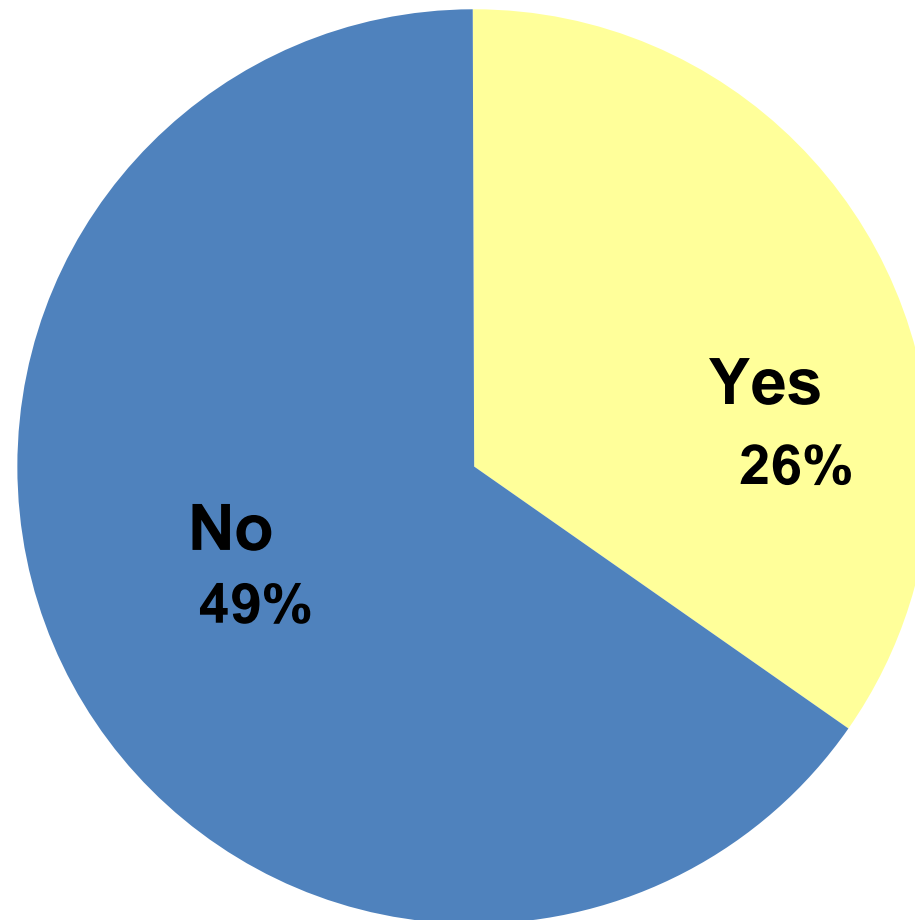


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K2. A Designated Skipper is a person who agrees to drive when boating with others who will be drinking alcohol beverages. Have you ever been a Designated Skipper when you've been out boating with family or friends?

# Participation in being driven by a Designated Skipper among American Adults 21+

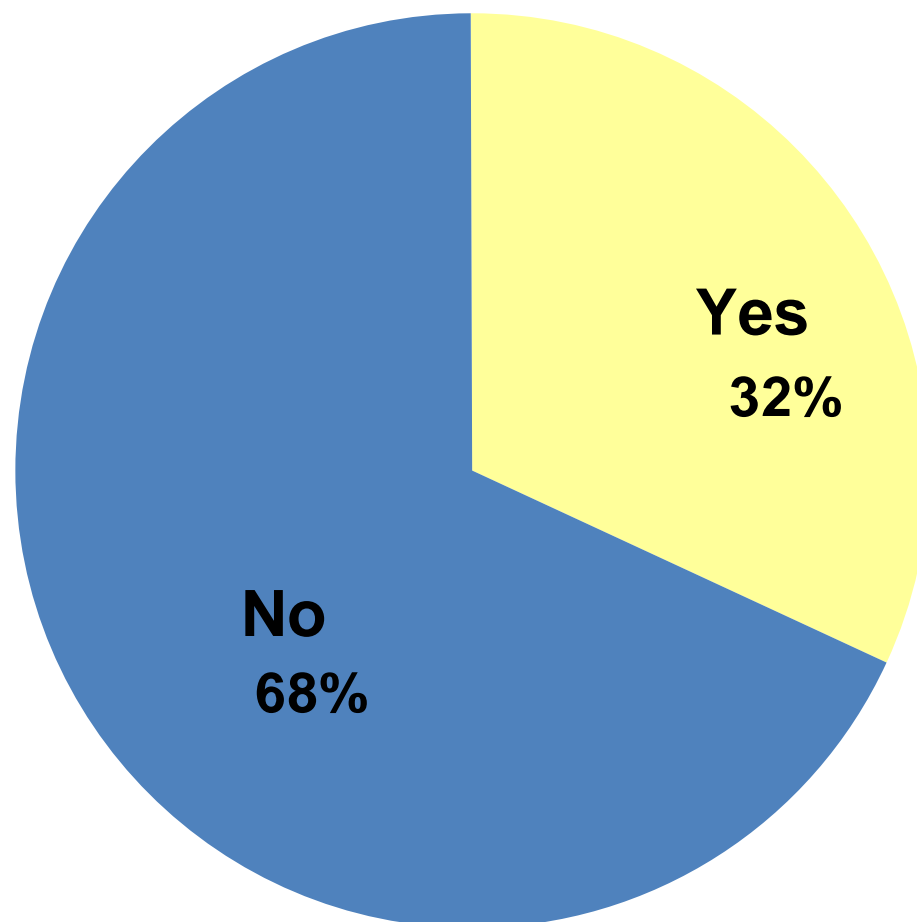
Have you ever been driven by a Designated Skipper?



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K3. A Designated Skipper is a person who agrees to drive when boating with others who will be drinking alcohol beverages. Have you ever been driven by a Designated Skipper when you've been out boating with family or friends?

## Participation in being or using a Designated Skipper among American Adults 21+

Have you ever been or used a Designated Skipper?

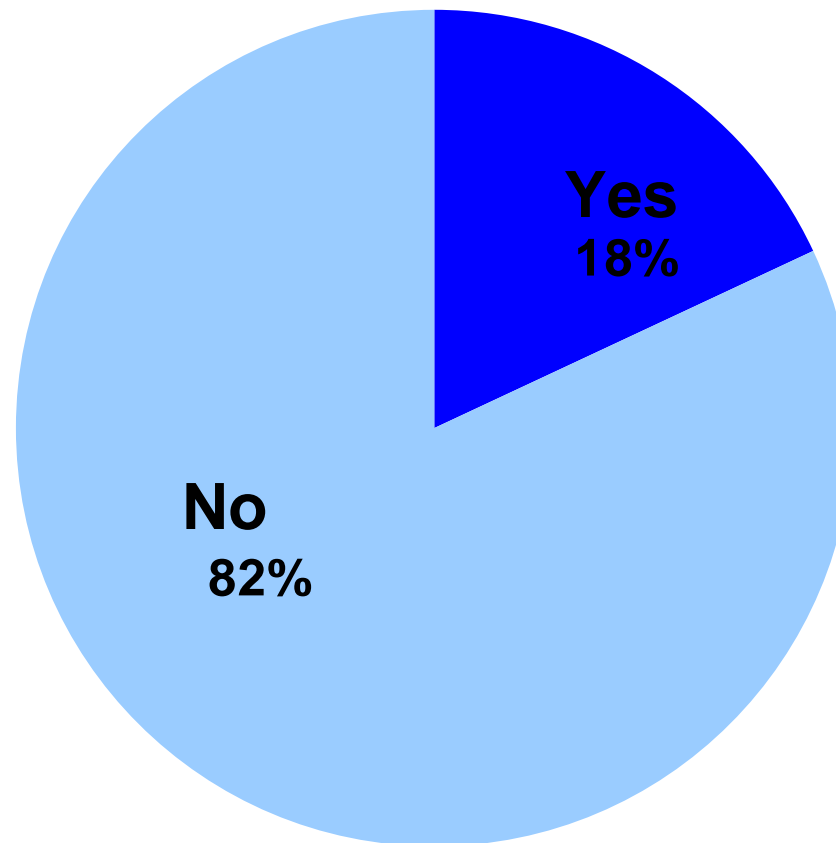


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# American Adult Boaters 21+ who have ever been a Designated Skipper

Have you ever been a Designated Skipper when you've been out boating with family or friends?

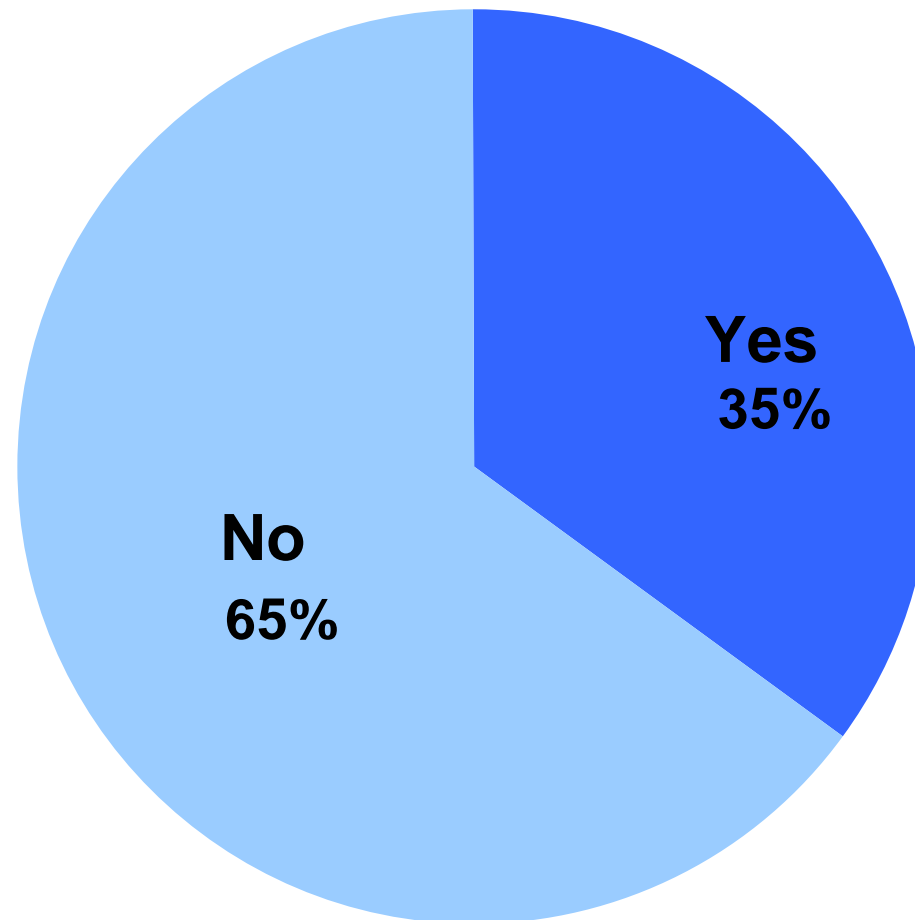


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# American Adult Boaters 21+ who have ever been driven by a Designated Skipper

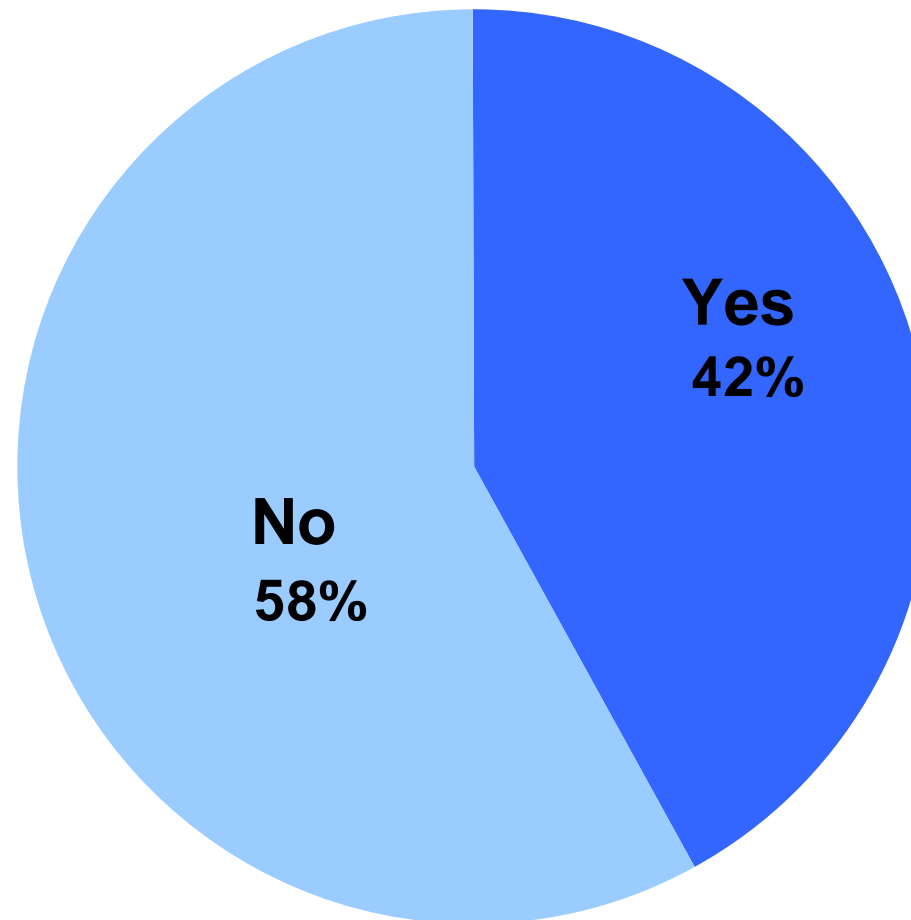
Have you ever been driven by a Designated Skipper?



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# American Adult Boaters 21+ who have ever been or used a Designated Skipper

Have you ever been or used a Designated Skipper?



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