



FOR IMMEDIATE RELEASE

BEER AND BLING: TODAY'S BEER DRINKERS ARE MORE LIKELY TO BE 21-34 AND AFFLUENT, ACCORDING TO SCARBOROUGH RESEARCH

*Milwaukee top local U.S. market for beer drinkers;
Salt Lake City, UT consumers least likely to have a cold, frosty one*

NEW YORK (July 12, 2005) – Scarborough Research, the leading market research firm for identifying the shopping, media and lifestyle patterns of adults in the United States, released an analysis of beer consumers (ages 21+), which indicates that today's beer drinkers are more likely to be between the ages of 21-34 and affluent.

According to the Scarborough analysis, 44 percent of U.S. adults ages 21 and older drank beer during the past month. These beer consumers* include more than half (51 percent) of all 21-34 year-olds. Beer drinkers are 17 percent more likely than all consumers to be in this age group. They also tend to have higher incomes. Today's beer drinkers are 23 percent more likely than all consumers to have an annual household income of \$100k+.

“Today's beer marketers are fighting for their share against many other products – from wine to spirits. The information in the Scarborough analysis provides a key insight into the lives of today's beer drinkers,” said Alisa Joseph, vice president, advertiser marketing services, Scarborough Research. “Marketers and brewers can tap into this 21-34 year-old affluence through niche products which give today's beer drinker a feeling of exclusivity.”

With affluence comes other high-end spending habits. Today's beer drinkers are 17 percent more likely than all consumers to plan to buy new/lease a luxury vehicle in the next 12 months. They are 12 percent more likely to have a home with a market value of more than \$500k.

Scarborough's analysis reveals that Milwaukee is the top local market for beer drinkers, as more than half (54 percent) of consumers 21+ there drank any beer during the past month. The Twin Cities (Minneapolis/St. Paul) and Denver follow with 53 percent and 51 percent, respectively. At the bottom of the list are Salt Lake City, UT (23 percent of consumers 21+ drank any beer during the past 30 days), Charleston, WV (27 percent), Knoxville, TN (28 percent), and Roanoke, VA (29 percent).

** Beer Consumers/ Drinkers: Consumers 21+ who consumed any alcoholic or non-alcoholic beer during the past month.*

Scarborough Local Market Analysis: Beer Drinkers*

DMA ® **	%
Milwaukee, WI	54%
Minneapolis/St. Paul, MN	53%
Denver, CO	51%
St. Louis, MO	50%
Buffalo, NY	50%
Albany/Schenectady/Troy, NY	50%
Boston, MA	50%
San Francisco/Oakland/ San Jose, CA	49%
El Paso, TX	49%
Albuquerque/Santa Fe, TX	48%
San Diego, CA	48%
Fort Myers/Naples, FL	48%
Des Moines, IA	48%
West Palm Beach/Fort Pierce, FL	48%
Tucson, AZ	48%
Syracuse, NY	48%
San Antonio, TX	48%
Austin, TX	48%
Wichita/Hutchinson, KS	47%
Providence/New Bedford, RI	47%
Chicago, IL	47%
Hartford/New Haven, CT	47%
Rochester, NY	47%
Philadelphia, PA	47%
Pittsburgh, PA	46%
Orlando/Daytona Beach/ Melbourne, FL	46%
Cleveland/Akron, OH	46%
Sacramento/Stockton/ Modesto, CA	46%
Cincinnati, OH	46%
Baltimore, MD	46%
Portland, OR	45%
Kansas City, MO	45%
Washington, D.C.	45%
New York, NY	45%
New Orleans, LA	45%
Wilkes-Barre/Scranton, PA	45%
Miami/Ft.Lauderdale, FL	45%
Houston, TX	45%
Fresno/Visalia, CA	44%

DMA ® **	%
Grand Rapids/ Kalamazoo/Battle Creek, MI	44%
Columbus, OH	44%
Toledo, OH	44%
Detroit, MI	44%
Tampa/St.Petersburg, FL	44%
Phoenix, AZ	43%
Seattle/Tacoma, WA	43%
Dallas/Fort Worth, TX	43%
Norfolk/Portsmouth/ Newport News, VA	43%
Spokane, WA	42%
Los Angeles, CA	42%
Jacksonville, FL	42%
Richmond/Petersburg, VA	42%
Honolulu, HI	42%
Las Vegas, NV	42%
Harrisburg/Lancaster/ Lebanon/York, PA	41%
Louisville, KY	40%
Atlanta, GA	40%
Raleigh/Durham, NC	40%
Mobile, AL / Pensacola, FL	40%
Dayton, OH	39%
Indianapolis, IN	38%
Flint/Saginaw/Bay City, MI	38%
Oklahoma City, OK	36%
Nashville, TN	36%
Memphis, TN	35%
Charlotte, NC	35%
Greenville/Spartanburg/ Asheville/Anderson, SC	34%
Greensboro/High Point/ Winston-Salem, NC	33%
Tulsa, OK	32%
Birmingham, AL	32%
Lexington, KY	31%
Roanoke/Lynchburg, VA	29%
Knoxville, TN	28%
Charleston/Huntington, WV	27%
Salt Lake City, UT	23%

**DMA® or Designated Market Area, is a trademark of Nielsen Media Research

SOURCE: Scarborough USA+ 2004 Release 2

* Beer Consumers/ Drinkers: Consumers 21+ who consumed any alcoholic or non-alcoholic beer during the past month.

SOURCE: Scarborough USA+ 2004 Release 2

About Scarborough Research

Scarborough Research is the leader in identifying local, regional and national shopping patterns and media usage for the American consumer. With a sample size of over 200,000 adults nationally including in-depth coverage of 75 local U.S. markets and countless categories and brands, Scarborough data is a valuable tool for marketers and media professionals in their quest to achieve optimum marketing and sales ROI. Scarborough Research is a joint venture between Arbitron Inc. and VNU Media Measurement & Information. For additional information, please log on to www.scarborough.com.

CONTACT: Deirdre McFarland
Scarborough Research
646-654-8434
dmcfarland@scarborough.com