



Global Strategy Group

1825 Connecticut Avenue, NW, Suite 5W
Washington, DC 20009
202.265.4676 voice
202.265.4619 fax

Survey Research Data on “Alcopops”

This document provides the findings from a series of questions asked in two separate census-balanced nationally representative telephone studies conducted among American teenagers and adults.

- The study among 750 teenagers (ages 12-to-18) was conducted in July 2002 by Global Strategy Group. The margin of error is +/- 3.5%.
- The study among 500 adults ages 18 years of age and older was conducted in October 2002 by Global Strategy Group. The margin of error is +/- 4.4%.

The questions asked of teenagers and adults in the two separate studies were identical and the questions were asked in the following sequence:

- I am going to read a list of alcohol beverage products. For each, please tell me if you have seen any advertising commercial for these products. **The following choices, which were rotated on a random basis to control bias, were read to respondents:** Zima, Mike’s Hard Lemonade, Smirnoff Ice, Bacardi Silver, Skyy Blue, Coors Vibe, Seagram Split, Absolut Platinum. Note: Seagram Split and Absolut Platinum are fictitious brands. They were included to account for “false positives” (respondents say they saw advertising for a product that does not exist).
- I am going to read the same list. Please tell me whether you think each is more like beer, more like wine or more like liquor. **The same choices from the preceding questions were asked, on a rotating basis.**

Explanation of the headings on the following tables:

- All – all respondents from the study (750 teenagers, 500 adults).
- M – male respondents
- F – female respondents

Research Findings

I am going to read a list of alcoholic beverage products. For each, please tell me if you have seen any advertising commercials for these products.	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Smirnoff Ice	62	71	54	46	48	44
Mike's Hard Lemonade	58	65	52	40	46	37
Zima	52	60	45	51	51	50
Coors Vibe	45	48	41	17	24	12
Bacardi Silver	40	41	38	27	34	24
Sky Blue	30	34	27	27	30	25
Absolut Platinum	14	15	13	21	25	18
Seagram Split	7	8	6	11	18	7

<u>Zima</u> : Is this more like beer, more like wine or more like liquor?	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Beer	36	44	29	28	26	29
Wine	18	16	20	15	14	16
Liquor	24	24	25	16	15	16
Don't Know	22	16	26	42	44	40

<u>Mike's Hard Lemonade</u> : Is this more like beer, more like wine or more like liquor?	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Beer	28	34	23	12	13	11
Wine	16	17	15	14	7	17
Liquor	39	38	41	42	47	40
Don't Know	17	11	21	32	34	31

Smirnoff Ice: Is this more like beer, more like wine or more like liquor?	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Beer	32	37	28	14	14	15
Wine	14	13	15	10	3	14
Liquor	36	37	36	47	54	43
Don't Know	18	13	21	29	30	28

Bacardi Silver: Is this more like beer, more like wine or more like liquor?	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Beer	19	20	19	9	7	10
Wine	18	24	13	4	3	5
Liquor	42	41	44	49	50	48
Don't Know	20	15	24	38	39	36

Skyy Blue: Is this more like beer, more like wine or more like liquor?	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Beer	23	24	22	14	23	9
Wine	19	20	19	11	5	14
Liquor	31	34	29	24	28	23
Don't Know	27	22	30	50	44	54

Coors Vibe: Is this more like beer, more like wine or more like liquor?	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Beer	67	68	66	48	39	54
Wine	6	7	5	2	5	0
Liquor	10	10	9	4	6	4
Don't Know	17	15	20	46	51	43

Seagram Split: Is this more like beer, more like wine or more like liquor?	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Beer	14	16	12	8	6	9
Wine	19	20	18	7	9	6
Liquor	30	30	31	40	37	42
Don't Know	37	34	39	45	48	43

Absolute Platinum: Is this more like beer, more like wine or more like liquor?	12-18 Year-Old Children			Adults		
	ALL (%)	M (%)	F (%)	ALL (%)	M (%)	F (%)
Beer	13	14	13	8	3	11
Wine	13	13	13	3	4	3
Liquor	42	45	40	38	39	38
Don't Know	32	28	34	50	54	48