



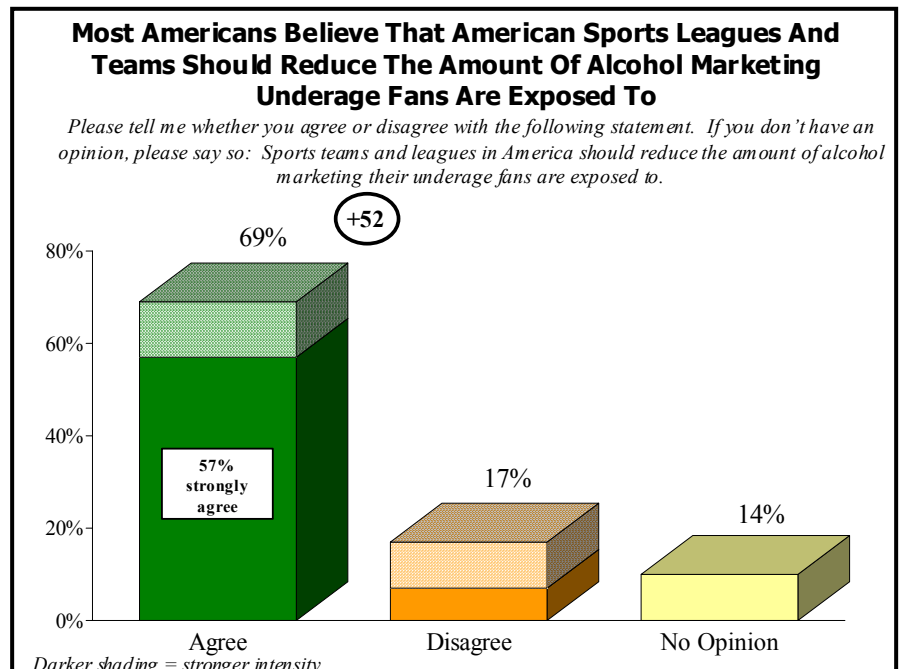
TO: Reducing Underage Drinking Through Coalitions
FROM: The Mellman Group, Inc.
RE: National Survey On Hard Liquor Sponsorships Of Racecars
DATE: November 22, 2004

This memo reports the results from a recently completed nationwide survey of 1,000 adults over 18 years old. Telephone interviewing was conducted November 19-21, 2004. Respondents were selected using random digit dialing to ensure an unbiased sample. The margin of error for this sample as a whole is plus or minus 3.2 percentage points at the 95% level of confidence. For sub-groups of the population, the margin of error is higher.

Our recently completed national survey reveals that a sizable majority of Americans believes that sports leagues should reduce the amount of alcohol marketing aimed at underage fans, and that racecars with hard-liquor ads send the wrong message to children and teens about drinking and driving. A plurality of Americans believes that NASCAR should reverse its recent decision to allow hard-liquor companies to sponsor racecars and teams.

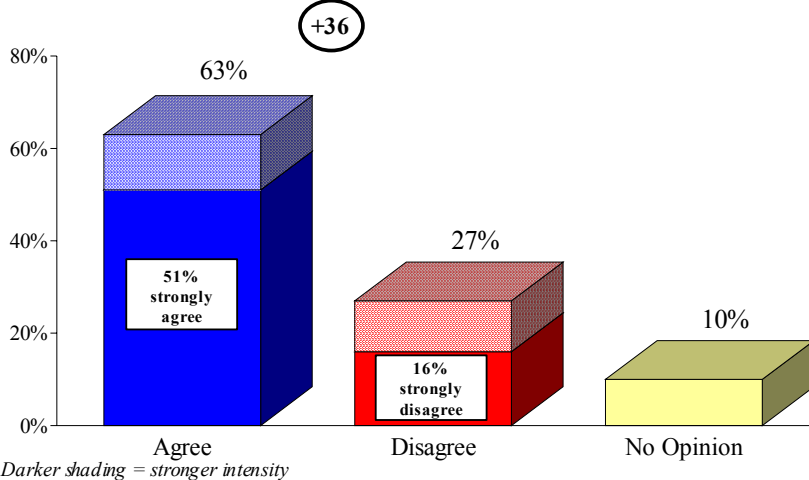
Most Americans Believe That Sports Teams And Leagues Should Reduce Alcohol Marketing

A sizable majority of Americans (69%) agrees with the statement that “sports teams and leagues in America should reduce the amount of alcohol marketing their underage fans are exposed to,” compared to only 17% who disagree with this statement. More than half (57%) *strongly* agrees that sports teams and leagues should reduce alcohol marketing. Those with children under 18 in their household (69% agree, 18% disagree), and those in the South (73% agree, 14% disagree) also overwhelmingly agree with this statement.



A Sizable Majority Believes That Hard Liquor Advertisements Send The Wrong Message To Children And Teens About Drinking And Driving

Please tell me whether you agree or disagree with the following statement. If you don't have an opinion, please say so: Racecars with hard-liquor ads and drivers with hard-liquor brand logos on them send the wrong message to children and teens about drinking and driving



disagree), women (68% agree, 21% disagree) and those in the South (60% agree, 26% disagree) all agree with this statement.

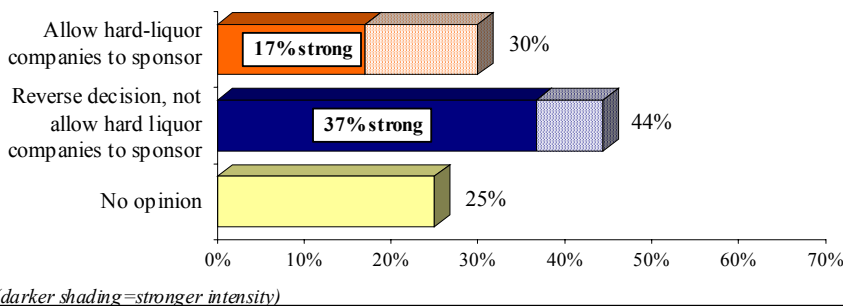
A Majority Of Americans Believes That These Advertisements Send The Wrong Message To Kids About Drinking And Driving

A significant majority of Americans (63%) agrees that “racecars with hard-liquor ads and drivers with hard-liquor brand logos on them send the wrong message to children and teens about drinking and driving,” while only 27% disagree with this statement. More than half of Americans (51%) *strongly* agrees these advertisements send the wrong message, compared to only 16% that *strongly* disagree. Large majorities of those with children under 18 in their household (62% agree, 30%

Less Than A Third Of Americans Believe That NASCAR Should Go Ahead With Their Plan To Allow Hard-Liquor Brand Sponsorships Of Racecars

Recently, NASCAR, the motor sport industry, announced plans to allow hard-liquor brands to sponsor racecars and teams. Based on this understanding, which of the following statements comes closer to your point of view:

- NASCAR should go ahead with their plan to allow hard-liquor companies to sponsor racecars and teams
- NASCAR should reverse its decision and not allow hard-liquor companies to sponsor racecars and teams



Less Than A Third Of Americans Believe NASCAR Should Go Ahead With Their Plan To Allow Hard Liquor Sponsorships

After being informed that NASCAR had recently allowed hard-liquor brands to sponsor racecars and teams, less than a third (30%) of Americans believe that “NASCAR should go ahead with their plan to allow hard-liquor companies to sponsor racecars and teams,” while a plurality (44%) believes that “NASCAR should reverse its decision and not allow hard-liquor companies to sponsor racecars and teams.” The number that *strongly* believes that NASCAR should reverse its decision (37%) is

more than double the number who *strongly* believes that they should continue to allow hard-liquor sponsorships (17%). Pluralities of women (48% reverse, 23% allow), those with children under 18 (44% reverse, 32% allow) and those in the South (45% reverse, 30% allow) all believe that NASCAR should reverse their policy.