

# Groundbreaking Survey Shows Most Canadian Beer Drinkers Are Planning Ahead Before Celebrating With Friends

*Younger Beer Drinkers (91%) More Likely to Make an Effective Party Plan than Older Beer Drinkers (85%)*

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## **Groundbreaking Survey Shows Most Canadian Beer Drinkers Are Planning Ahead Before Celebrating With Friends**

### ***Younger Beer Drinkers (91%) More Likely to Make an Effective Party Plan than Older Beer Drinkers (85%)***

**Toronto, ON - November 27, 2007** – Labatt and Ipsos Reid today released the largest public opinion survey on Canadian beer drinkers' transportation plans during the holiday season. The survey demonstrates that Canadian beer drinkers, particularly those aged 18-24, appear to get the message that drinking and driving don't mix. The results of the joint survey find that most (88%) beer drinkers generally have a plan or make arrangements to get home safely when they are going out to an activity where they might be drinking alcohol. The survey is comprised of 4,501 beer drinkers across Canada.

- Younger Canadian beer drinkers are more likely (91%) than middle-aged (89%) or older (85%) beer drinking Canadians to claim to make plans or arrangements to get home safely after being out at a place where they might drink alcohol.
- Female (94%) beer drinkers are more likely than beer drinking males (85%) to do this as well.
- Atlantic Canadian beer drinkers (93%) are the most likely to make these types of arrangements, followed by Ontarians (90%). British Columbians (85%) are the least likely.

“These data are very encouraging,” says John Wright, Senior Vice President of Ipsos Reid. “They demonstrate that Canadian beer drinkers appear to be highly aware of the need to plan ahead and are placing significant emphasis on finding alternative ways of getting home safely after a night out with friends.”

### **Mode of Transportation**

Nearly one half (46%) of the nation’s beer drinkers surveyed say they most often have a designated driver in their group to drive them home, whereas one quarter (25%) rely on public transportation after consuming their brew. One in twelve (8%) indicate that they have somebody pick them up, and a similar proportion (9%) say they usually walk home or go to a family or friend’s home for the night.

- Younger beer drinkers (34%) are more likely than middle-aged (25%) or older (16%) beer drinkers to rely on public transportation. Older beer drinkers (52%) are more likely than middle-aged (46%) or younger beer drinkers (41%) to use a designated driver.
- Female beer drinkers (49%) are more likely than their male counterparts (44%) to elect a designated driver.

Furthermore, two thirds (62%) of beer drinkers discuss these plans with the people they are going out with, while two in ten (17%) discuss their plans with the person who will be picking them up at the end of the night. Only one in ten (10%) do not discuss their plans with anybody.

- Older beer drinkers are more likely (13%) than middle-aged (10%) or younger beer drinkers (6%) to not discuss their travel plans with anybody.

- Female beer drinkers are more likely (68%) than male beer drinkers (57%) to discuss their travel plans with the people who they are going out with. But male beer drinkers are more likely (12%) to not discuss their plans with anybody, while only 6% of female beer drinkers do not share their plans.

### **Making a Plan**

“As an industry leader, Labatt continues to be committed to creating and supporting programs and initiatives that increase Canadians’ awareness about drinking responsibly,” says Neil Sweeney, Labatt Breweries of Canada. “The results of the survey demonstrate that the majority of those beer drinkers celebrating during the festive season are making responsible choices and are planning ahead for their safety. It would appear that the message of where to draw the line when it comes to the consumption of alcohol and transportation over the past few years has hit home year round.”

Canadian beer drinkers who make plans to arrive home safely tend to make these arrangements in advance of arriving at their destination. Most surveyed either make their plans as they are leaving their homes (16%), a few hours prior to leaving (26%), or a few days before (16%). Just one in ten (11%) Canadians makes plans to get home once they have arrived at their destination.

- Beer drinkers in Quebec are more likely than those in other provinces to make their plans last minute. For example, 14% of Quebecers don’t make their plans until they’ve reached their destination, and two in ten (20%) Quebecers make their plans just as they’re leaving their homes. This is compared to only 9% of Ontarians who make plans once they’ve reached their destination, and only 11% of Atlantic Canadians who make their plans while they’re on their way to their destination.

But for many (38%) who have planned ahead, those plans fall through. Three quarters (75%) of Canadian beer drinkers whose plans change say that they would be 'very' (51%) or 'somewhat' (23%) comfortable in calling a friend or family member for a safe ride home even if late at night. However, two in ten (17%) would feel 'somewhat' (12%) or 'very uncomfortable' (5%) calling a family member or friend, and one in ten (8%) claim that they would never call for a ride home.

- One half (50%) of younger Canadian beer drinkers have been in a position where their plans to get home have fallen through, while just four in ten (39%) middle-aged and just one quarter (23%) of older beer drinkers have been in a similar situation.
- Alberta beer drinkers (50%) are more likely to claim that their plans have fallen through, while just 27% of Quebecers admit the same.
- Beer drinkers from Saskatchewan and Manitoba are most likely (85%) to say that they would be comfortable calling a friend or family member for a ride, compared to just seven in ten (70%) Quebecers who said that they would be comfortable doing this.

### **Backup Plan**

But, a majority (54%) of survey respondents say that 'all of the time' (29%) or 'most of the time' (25%) they have a backup plan in place in case their original arrangements fall through. Fourteen (14%) say that they have a backup plan 'some of the time', while one third say that they rarely (21%) or never (10%) have a backup plan in place.

- Middle-aged beer drinkers are more likely (33%) than older (29%) and younger Canadian beer drinkers (25%) to claim that they 'always' have a backup plan arranged.
- Female beer drinkers (33%) are more likely than their male counterparts (27%) to say that they 'always' have a backup plan in place.

- Quebec beer drinkers are the most likely to claim that they ‘always’ (36%) have a backup plan in place, while Atlantic Canadians (21%) are the least likely to say that they’ve made a back up plan.

For those beer drinkers who say they typically don’t make arrangements to get home safely after consuming alcohol, two thirds (63%) of them indicate that this occurs because they ‘do not intend on drinking very much’, while others ‘do not plan on drinking at all’ (8%). Fourteen percent (14%) trust that they ‘will get home safely somehow’, while 7% claim to not think about this possibility in advance.

- Younger Canadian beer drinkers (30%) are the most likely to trust that they will get home safely, compared to just 12% of middle-aged beer drinkers, and only 7% of older beer drinkers.
- Female beer drinkers (19%) are more likely than male beer drinkers (13%) to trust that they will get home safely without making a plan.
- Male beer drinkers (66%) are more likely than their female counterparts (52%) to claim that when they don’t make plans they do not intend on drinking very much. Older beer drinkers (75%) are also more likely than middle-aged (63%) and younger beer drinkers (43%) to indicate this.

Overall, a majority of Canadian beer drinkers, particularly the younger generations, appear to be planning ahead with responsible beer drinking habits and arrange to get home safely after consuming.



### **About the Ipsos Reid Poll**

These are the findings of an Ipsos Reid poll conducted on behalf of Labatt Breweries of Canada from Oct 18 to Oct 23, 2007. For the survey, a representative randomly selected sample of 4,501 beer drinkers was interviewed online. With a sample of this size, the results are considered accurate to within  $\pm 1.5$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of beer drinkers been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

### **About Labatt's Make a Plan Campaign**

Labatt's "Make a Plan," campaign is focused on helping Canadians plan ahead for the responsible and safe enjoyment of alcohol to further reduce the incidence of drinking and driving. Young adults across Canada have helped build this campaign by providing insight and feedback on tips for responsible use and by illustrating each tip with original artwork. Labatt has been an industry leader in the area of responsible use for more than two decades. For more information, please visit: [www.makeaplan.ca](http://www.makeaplan.ca).

### **About Labatt Breweries**

Since its founding in 1847, Labatt has become an internationally renowned brewer. A proud brewer of 60 quality beers, Labatt employs 3,200 Canadians and operates seven breweries from coast to coast. Today, Labatt is part of Belgium-based Inbev S.A., one of the largest brewing groups in the world with more than 180 fine beers available in over 110 countries worldwide. Across the country, Labatt prides itself on maintaining a direct and personal involvement in local community events, charity fundraisers and sporting events. Labatt's operations in Canada consist of four regional business units – the Western, Ontario, Québec, and Atlantic Regions.



## About Ipsos Reid

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