

**Aluminum Can Council
Survey Findings
Prepared by the Ketchum Global Research Network
June 13, 2006**

Introduction

To help the Aluminum Can Council generate publicity, Ketchum conducted a study of Americans over the age of 21. The study probed two topics: the buying and storing of bulk foods as well as relationships and dating. The following is a summary of the findings.

Methodology

Ketchum worked with Opinion Research Corp. to field an Omnibus study among a nationally representative sample of about 1,000 American adults. Participants under the age of 21 were not interviewed in this survey because some questions required the respondent to be of legal drinking age; as a result, 952 people were surveyed. The survey was administered via telephone from June 8-11, 2006. The margin of error for the results is roughly \pm three percentage points at a 95-percent confidence level.

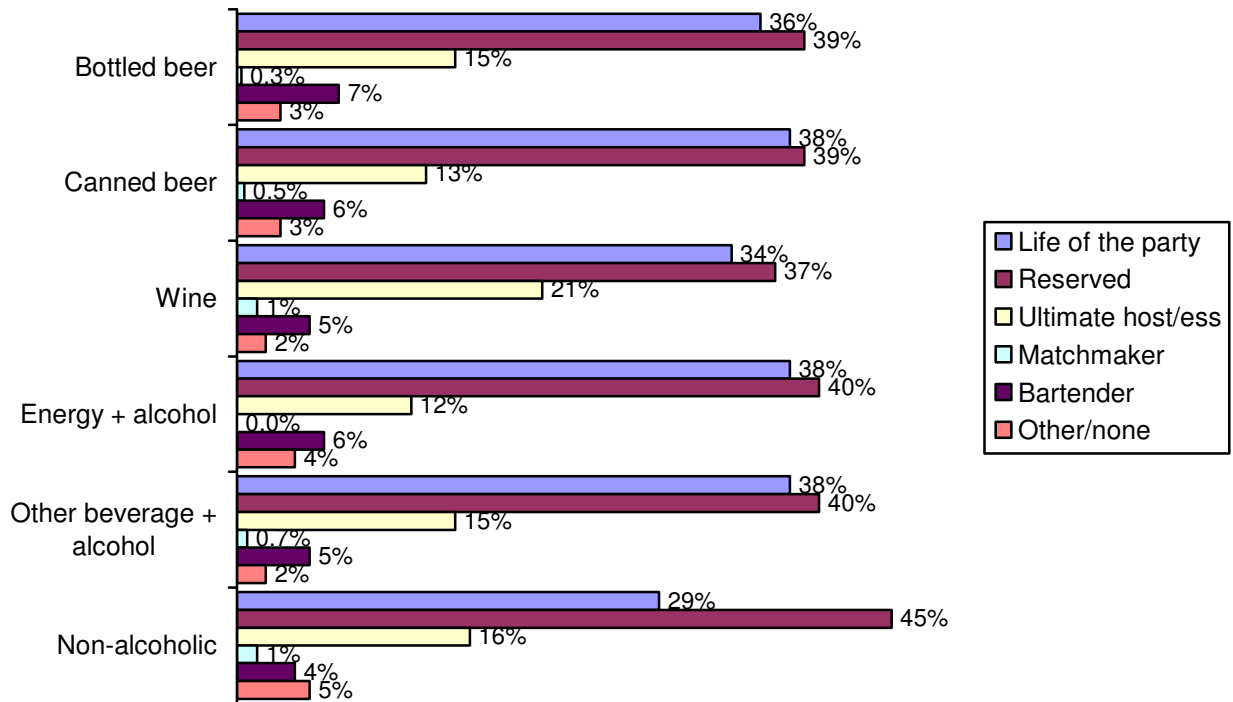
Findings

Socializing Personalities

More Americans claim to be reserved in social situations (44%), but about a third say they are the opposite and call themselves the “life of the party” (31%). Less than one-in-five Americans over 21 describe themselves as the ultimate hostess (15%), the bartender (4%) or the matchmaker (1%).

- Those who drink canned beverages (canned beer and energy drinks mixed with alcohol) tend to describe themselves as the “life of the party.” (76% total, or 38% each)
- Women are more likely than men to compare their personality to that of the ultimate hostess (18% vs. 12). Men are more likely to be comfortable as the bartender (5% vs. 2%).
- Those who consume non-alcoholic drinks are more likely than drinkers of all other options to be reserved and quiet. And, across the board, people who drink alcoholic beverages are more likely than those who don't to say they are the “life of the party.”
- Wine drinkers tend to describe themselves as the ultimate host or hostess.

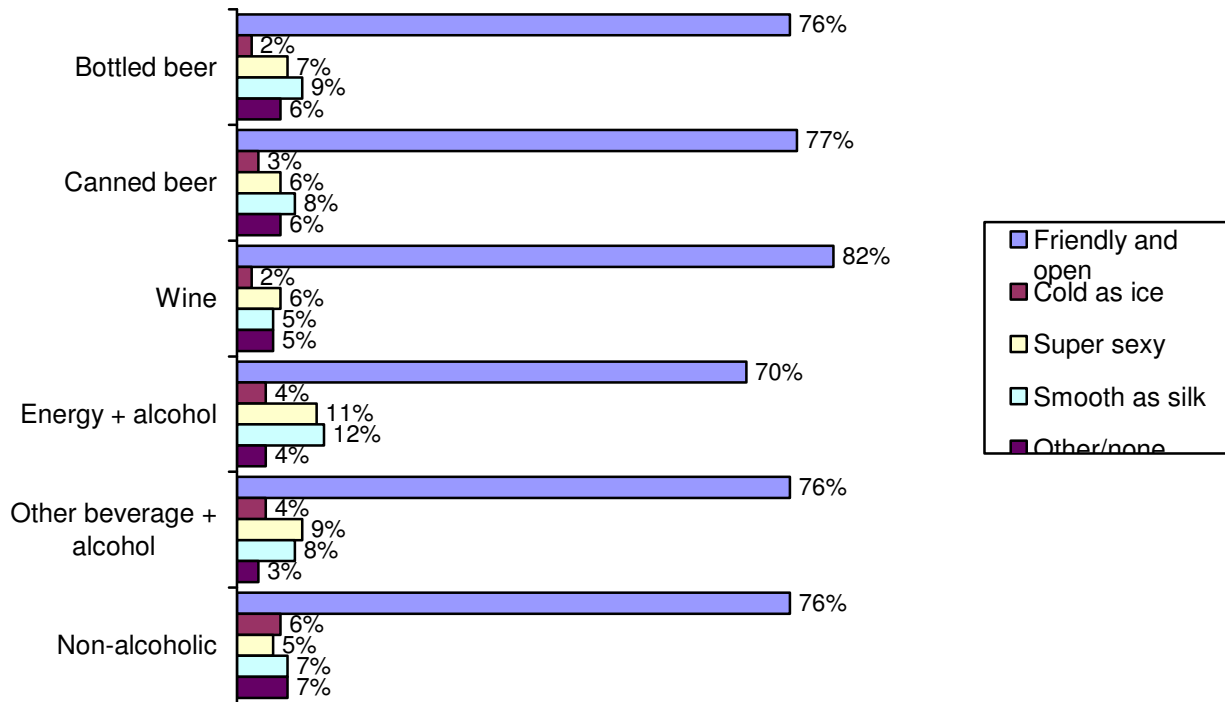
Beverage Drinkers Describe Themselves As...



When it comes to romance, however, Americans are less shy. Indeed, three-quarters of Americans over 21 say they are “friendly and open” (74%) in romantic situations. Meanwhile, just 7% say they are “smooth as silk,” 5% are “cold as ice” and another 5% are “super sexy.”

- Younger Americans are more apt to say they are “super sexy.” Twelve percent of those 34 and under describe themselves as such, compared to 2% of those over 34.
- Across the board, drinkers of both alcoholic and non-alcoholic beverages say they are friendly and open, but those who drink wine are the most likely to do so. Meanwhile, those who combine alcohol with energy drinks tend to say they are “super sexy” and “smooth as silk.”
- Perhaps the non-alcoholic drinkers need to loosen up, as they are more likely than the others to say they are “cold as ice,” though just slightly so.

Beverage Drinkers Say Their Romantic Personality Is..

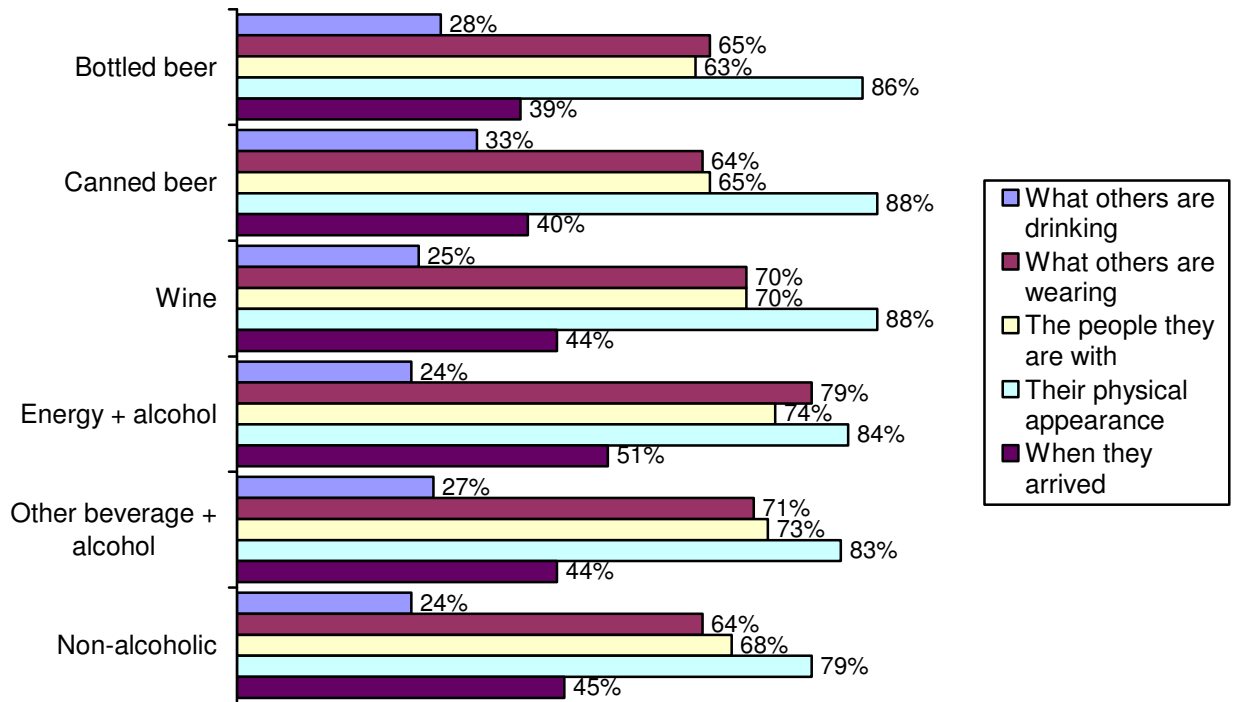


What They're Watching For

Two-thirds of Americans over 21 notice the physical appearance of others who are out (68%), while more than half concern themselves with what others are wearing (54%) or who they are with (55%). Some Americans may be sticklers for punctuality, as 38% notice when others arrive. Just one-in-five pay attention to what others are drinking.

- Women, traditionally more into fashion than men, are more likely to report noticing what others are wearing (59% vs. 48% of men). Men, on the other hand, tend to concern themselves more with what people are drinking (24% vs. 16% of women).
- Canned beer drinkers are more likely to note what other people are drinking, but generally, the other groups are on par with the total public. The exception is those who drink energy drinks with alcohol, who are more likely to pay attention to what people are wearing, their physical appearance and when they arrived.

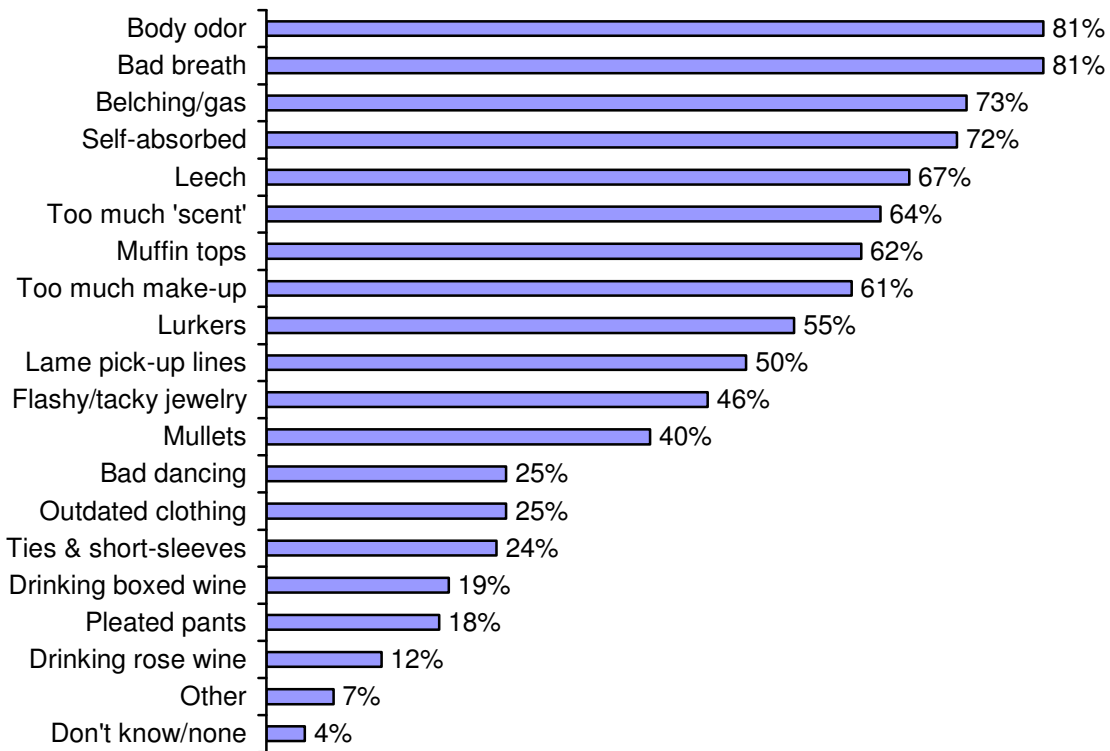
What Beverage Drinkers Notice About Others...



Though they are more likely to notice one's appearance, Americans are more likely to complain about issues related to how people smell or other bodily issues. And women tend to be more critical of smells and bodily issues than men; women were more likely than men to be turned off by:

- Belching, burping and other "gas" issues (78% vs. 66%)
- Too much perfume or cologne (68% vs. 59%)
- Muffin tops (67% vs. 57%)
- Lurkers (63% vs. 47%)
- Lame pick-up lines (55% vs. 44%)
- Flashy or tacky jewelry (50% vs. 41%)
- Mullets (46% vs. 33%)
- Outdated clothing (30% vs. 20%)
- Ties with short-sleeved shirts (28% vs. 20%)
- Drinking wine from a box (23% vs. 14%)
- Drinking rosé wine (15% vs. 9%)

Turn-offs



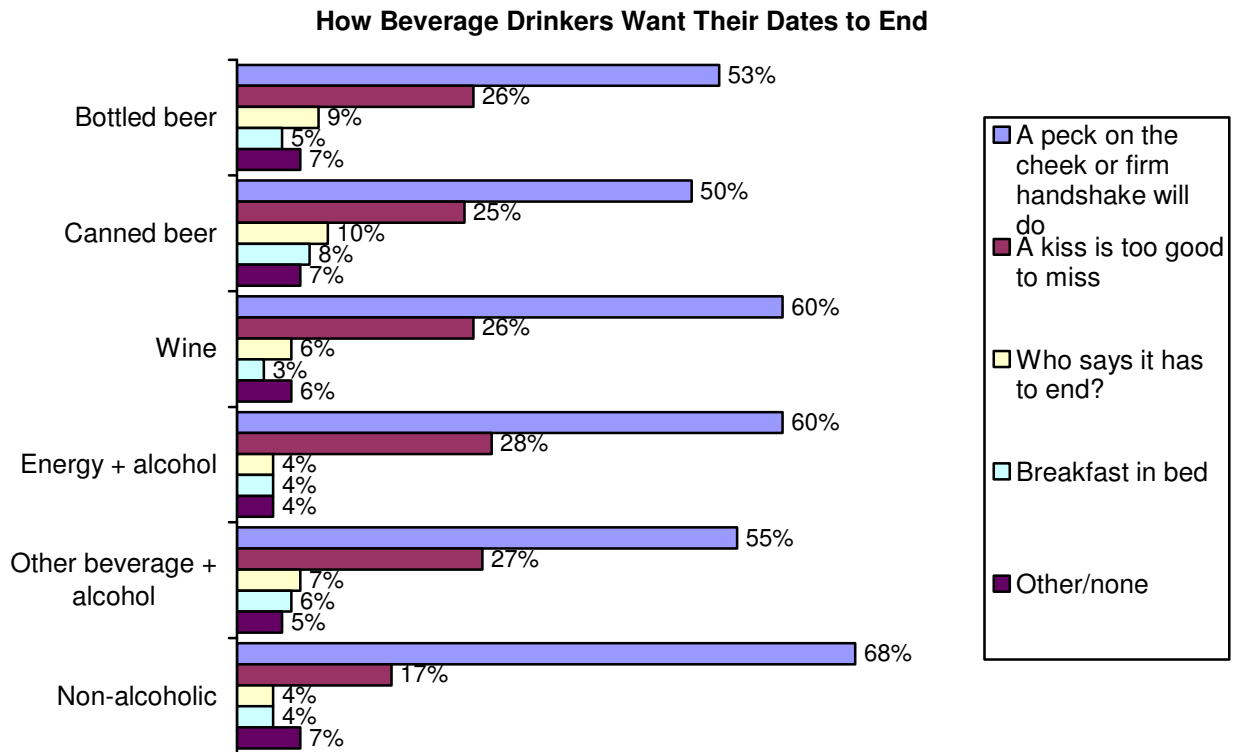
- When looking at what turns off those with preferences for certain beverages, wine drinkers are the most particular. While they don't mind seeing attractive people drinking rosé wine or wine from a box, they are more likely than the public to be turned off by a number of characteristics, including:
 - Body odor
 - Belching/gas
 - Being self-absorbed
 - People who are leeches
 - Too much perfume or cologne
 - Muffin tops
 - Lurkers
 - Lame pick-up lines
 - Mullets
- Those who drink bottled beer are least turned off by any of the characteristics. Meanwhile, canned beer drinkers tend to be bothered by: people who leech, too much make-up, bad dancing and pleated pants.
- Americans who choose energy drinks mixed with alcohol are slightly more forgiving. They are more likely than all Americans to find these to be turn-offs:
 - Too much makeup
 - Lurkers
 - Flashy/tacky jewelry
 - Bad dancing
 - Outdated clothing
 - Ties with short-sleeved shirts
 - Drinking rosé wine

- Those who mix alcohol with other beverages besides energy drinks, like wine drinkers, have a lot of turn-offs, including:
 - Bad breath
 - Muffin tops
 - Lame pick-up lines
 - Flashy/tacky jewelry
 - Mullet
 - Ties with short-sleeved shirts
 - Drinking boxed wine
 - Pleated pants
- Finally, non-alcoholic beverage drinkers are also annoyed easily by a number of things. They are more likely to say the following turn them off:
 - Body odor
 - Bad breath
 - Belching/gas
 - Being self-absorbed
 - Too much perfume and cologne
 - Lurkers
 - Outdated clothing

Turn-offs	Bottled beer	Canned beer	Wine	Energy drinks + alcohol	Non-energy drinks + alcohol	Non-alcoholic
Body odor	86%	86%	88%	87%	87%	89%
Bad breath	85%	84%	88%	83%	91%	89%
Belching/gas	77%	77%	82%	75%	77%	80%
Self-absorbed	80%	78%	84%	79%	77%	81%
Leech	75%	78%	79%	76%	77%	73%
Too much 'scent'	63%	62%	70%	61%	68%	70%
Muffin tops	65%	63%	70%	65%	69%	68%
Too much make-up	66%	71%	65%	72%	68%	67%
Lurkers	60%	53%	65%	61%	60%	61%
Lame pick-up lines	55%	53%	60%	47%	60%	55%
Flashy/tacky jewelry	40%	43%	46%	54%	51%	50%
Mullet	42%	42%	50%	40%	49%	44%
Bad dancing	23%	30%	26%	37%	29%	29%
Outdated clothing	23%	23%	26%	32%	26%	27%
Ties & short-sleeves	26%	24%	27%	32%	31%	26%
Drinking boxed wine	15%	8%	20%	20%	21%	20%
Pleated pants	20%	22%	20%	18%	23%	21%
Drinking rosé wine	8%	8%	12%	15%	10%	12%

Once they get beyond their turn-offs, most Americans over 21 say the most appropriate way to end a date is with a peck on the cheek or a firm handshake (64%). Others would like a little more, as 18% say “a kiss is too good to miss,” 5% say they’d rather it not end and 4% say they like breakfast in bed.

- Women are more likely than men to be satisfied with a kiss or a handshake (74% vs. 53%), while men are up for an all-night affair. Nine percent of men say the date doesn’t have to end (compared to 2% of women) and 8% are eager for breakfast in bed (1% of women say the same).
- Those who consume non-alcoholic drinks are more likely to be fine with a peck on the cheek or a handshake, while canned beer drinkers tend to want the night to go on and on.



Profiles of Various Beverage Drinkers

On the following pages are descriptors for individuals who prefer different kinds of beverages – both alcoholic and non-alcoholic.

Bottled Beer Drinkers

Demographics	Gender	Men
	Age	35-49
	Employed	Full-time, blue collar
	Marital status	Married
	Kids in household	No
Social situations	Social personality	Bartender
	Romantic personality	Super sexy
	What they notice	Physical appearance What people are drinking
	Turned off by...	Too much makeup Being self-absorbed Lame pick-up lines People who leech

Canned Beer Drinkers

Demographics	Gender	Men
	Age	21-29
	Employed	Full-time, blue collar
	Marital status	Single
	Kids in household	No
Social situations	Social personality	Life of the party
	Romantic personality	Friendly and open
	What they notice	Physical appearance What people are drinking
	Turned off by...	People who leech Too much make-up Bad dancing Pleated pants

Wine Drinkers

Demographics	Gender	Women
	Age	25-29 and 35-44
	Employed	Full-time, white collar
	Marital status	Married
	Kids in household	No
Social situations	Social personality	Ultimate hostess
	Romantic personality	Friendly and open
	What they notice	Physical appearance What others are wearing Who they're with
	Turned off by...	Body odor Belching/gas Being self-absorbed People who are leeches Too much perfume or cologne Muffin tops Lurkers Lame pick-up lines Mullets

Energy + Alcohol Drinkers

Demographics	Gender	Men
	Age	21-29
	Employed	Part-time, white collar
	Marital status	Single
	Kids in household	Yes – kids of all ages
Social situations	Social personality	Life of the party
	Romantic personality	Smooth as silk and super sexy
	What they notice	Physical appearance What others are wearing Who they're with When they arrived
	Turned off by...	Too much makeup Lurkers Flashy/tacky jewelry Bad dancing Outdated clothing Ties with short-sleeved shirts Drinking rosé wine

Non-Energy + Alcohol Drinkers

Demographics	Gender	Fairly evenly split
	Age	35-44
	Employed	Full-time, white collar
	Marital status	Divorced
	Kids in household	Young kids
Social situations	Social personality	Life of the party
	Romantic personality	Friendly/open and super sexy
	What they notice	What others are wearing Who they're with
	Turned off by...	Bad breath Muffin tops Lame pick-up lines Flashy/tacky jewelry Mullets Ties with short-sleeved shirts Drinking boxed wine Pleated pants

Non-alcoholic Drinkers

Demographics	Gender	Women
	Age	30-39
	Employed	Full-time (white collar) or not employed
	Marital status	Married or widowed
	Kids in household	Teens (between 12 and 17)
Social situations	Social personality	Reserved
	Romantic personality	Cold as ice or sometimes friendly and open
	What they notice	When they arrived
	Turned off by...	Body odor Bad breath Belching/gas Being self-absorbed Too much perfume and cologne Lurkers Outdated clothing