



SABMiller European consumer research results

Beer Buddies – the response from UK consumers



Which three men from the list below would you most like to go for a beer with?

	Total %	Men's votes %	Women's votes %
Stephen Fry	36	39	29
Jeremy Clarkson	36	41	25
Barack Obama	31	33	25
Will Smith	29	28	31
Jonathan Ross	18	18	19
Ross Kemp	16	17	13
Nelson Mandela	15	16	11
Robbie Williams	14	11	21
Daniel Craig	13	10	21
David Beckham	13	15	9
Brad Pitt	12	9	19
Steven Gerrard	11	14	5
Arnold Schwarznegger	11	12	7
Prince Harry	10	9	13
Peter Andre	9	5	19
Usain Bolt	7	8	4
Justin Timberlake	6	4	13
Tom Cruise	5	4	8
Rafael Nadal	4	4	3
Gordon Brown	3	3	3



Which three women from the list below would you most like to go for a beer with?

	Total %	Men's votes %	Women's votes %
Cheryl Cole	41	40	44
Angelina Jolie	28	34	13
Helen Mirren	27	25	33
Holly Willoughby	26	26	27
JK Rowling	20	16	28
Beyonce	18	19	16
Babs Windsor	16	11	27
Maria Sharapova	15	21	2
Queen Elizabeth II	14	16	11
Katie Price aka Jordan	11	8	19
Hilary Clinton	10	11	9
Madonna	10	10	10
Anne Widdecome	10	9	13
Kate Moss	9	10	9
Carla Bruni	9	12	2
Amy Winehouse	9	7	13
Paris Hilton	8	9	5
Victoria Pendleton	7	8	3
Victoria Beckham	6	5	8
Kerry Katona	5	4	8

SABMiller European consumer survey results

Beer Buddies – the combined response from consumers across Europe

Each country had the same 11 international male & 11 international female celebrities. They also then had 9 local male and 9 local female celebrities, which fit into pre-determined categories. Eg in the UK, the TV presenters were Jeremy Clarkson and Holly Willoughby



Which three men from the list below would you most like to go for a beer with?

	%											
	Italy	France	Spain	UK	Slovakia	Romania	Poland	Russia	Czech Rep	Hungary	Netherlands	Germany
Barack Obama	44	37	29	31	25	17	14	14	26	23	41	44
*Sports star	34	21	28	11	33	31	33	16	31	28	22	14
*TV presenter	46	14	29	18	10	36	22	35	16	42	17	15
Will Smith	23	30	29	29	21	19	21	15	15	17	25	35
*Movie star	7	23	26	13	29	31	33	26	27	21	22	19
*'Wild card'	7	10	6	36	10	19	19	12	20	27	18	30
*Music star	22	18	12	14	27	13	8	34	18	11	20	15
*Senior politician	18	16	17	3	14	13	25	45	4	15	11	23
Brad Pitt	12	20	16	12	14	12	18	18	15	16	18	19
*Reality TV star	4	12	3	9	11	31	7	18	20	6	25	19
*TV soap actor	6	16	14	16	15	10	27	12	22	19	4	1
Arnold Schwarzenegger	6	10	8	11	14	10	17	15	16	17	9	19
*Literary figure	19	4	19	36	9	10	9	9	10	17	5	1
Nelson Mandela	16	21	13	15	8	3	6	2	7	8	21	13
Tom Cruise	7	7	6	5	13	14	13	8	13	6	9	9
David Beckham	8	6	8	13	13	11	8	8	8	6	7	6
Rafael Nadal	6	10	29	4	9	5	4	3	8	5	8	2
Prince Harry	4	7	2	10	8	4	5	6	7	8	6	8
Usain Bolt	6	8	6	7	11	4	5	1	14	3	3	4
Justin Timberlake	4	9	3	6	5	7	7	2	3	3	8	6

Denotes international celebrity, consistent across all countries

* Denotes local celebrity, categories consistent across all countries but individual names vary



Which three women from the list below would you most like to go for a beer with?

	%											
	Italy	France	Spain	UK	Slovakia	Romania	Poland	Russia	Czech Rep	Hungary	Netherlands	Germany
Angelina Jolie	32	34	41	28	30	30	36	37	35	28	24	27
*Music star	21	32	22	41	37	14	20	25	41	27	37	23
*Movie star	17	24	20	27	25	31	18	9	26	27	27	31
*TV presenter	31	15	23	26	7	23	24	23	12	28	21	17
*Sports star	18	15	10	7	23	12	13	20	35	32	19	12
*TV soap actor	22	24	6	16	15	19	17	22	3	23	29	12
*'Wild card'	9	16	9	11	22	12	20	16	9	16	23	30
*Reality TV star	28	16	16	5	12	27	2	21	33	6	13	6
Madonna	17	16	20	10	12	9	18	22	17	14	11	18
Queen Elizabeth II	10	9	7	14	20	13	14	23	19	21	6	20
Beyonce	12	12	27	18	11	18	15	7	9	13	13	14
*Senior politician	13	11	13	10	31	9	15	12	4	8	3	28
Maria Sharapova	11	10	16	15	12	14	16	18	9	8	14	7
Paris Hilton	12	10	13	8	11	15	10	11	10	12	11	14
Hilary Clinton	11	10	12	10	8	13	13	10	12	13	11	14
*Literary figure	8	8	9	20	3	9	21	2	7	5	14	2
Carla Bruni	10	15	16	9	6	12	13	5	4	5	3	8
Kate Moss	6	7	10	9	6	8	5	6	7	5	6	5
Amy Winehouse	6	9	6	9	7	5	4	3	4	5	10	9
Victoria Beckham	4	8	5	6	4	7	5	7	5	4	4	4

Denotes international celebrity, consistent across all countries

* Denotes local celebrity, categories consistent across all countries but individual names vary