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Budweiser “Grow One. Save a Million.” Consumer Beardometer Survey

Budweiser is asking adult men across America to help save one million gallons of water by not shaving in the days leading up to World Environment Day (June 5). As part of Budweiser’s ongoing commitment to water conservation, the “Grow One. Save a Million.” program allows consumers to get involved and save roughly 5 gallons of water for each shave they skip.

Consumers 21 years of age and older can visit Budweiser’s Facebook page (<http://www.facebook.com/Budweiser>) to make a pledge and share the program with Facebook friends. Participants can commit to a range of options, from a few days to multiple weeks. Ladies also can get involved by recruiting male friends or family members. The page also features a daily tracker of the gallons saved to date.

Before asking men to skip shaving, Budweiser wanted to gain a better understanding of consumers’ thoughts on facial hair. As such, Anheuser-Busch commissioned the Budweiser “Grow One. Save a Million.” Consumer Beardometer Survey.

Budweiser combed through the Beardometer Survey findings to uncover the following results:

- **To shave or not to shave? That is the question.** More than half of men ages 21 to 34 years old would grow a beard if they had a reason to do so – like a good cause. In this same group, about 60 percent feel manlier when they grow facial hair.
- **Women think their guys look manlier with facial hair.** 45 percent of women (ages 21 to 34 years old) think their man is manlier when they have facial hair. And 63 percent of all women (all ages, 21+) would let the man in their life grow a beard if he had a purpose for doing so.
- **The majority of people don’t know that the typical shave uses anywhere from 3-10 gallons of water, on average, and that about 5 gallons of water can be saved for each shave that is skipped.** The majority of men do not realize that not shaving helps

conserve water – only 1 in 3 believes it does (33 percent). As for the women, only 1 in 4 believes this to be true (27 percent).

- **Size does matter (when it comes to beards).** When asked how long is too long regarding beard length, men and women agreed that “ZZ Top-length” is too long (31 percent of men and 26 percent of women believe this to be true); however, there was disparity in what was acceptable regarding shorter beard lengths.
 - While 20 percent of women believe “a few inches” is too long, only 12 percent of men feel the same way.
 - Women tend to be more accepting of “5 o’clock shadow” – 12 percent of men feel this length is too long, whereas 8 percent of women feel this way.
- **Women think some of the late night TV talk show hosts are sexier with beards.** The now cleanly shaven Conan O’Brien may want to consider growing back his beard. O’Brien topped the list of late night TV talk show hosts with 1 in 4 women (all ages, 21+) reporting that he is sexier with a beard (25 percent).

Anheuser-Busch commissioned Impulse Research to conduct the Budweiser “Grow One. Save a Million.” Consumer Beardometer Survey. Research for the survey was conducted in May 2011 online with a random sample of 1,049 men and women, ages 21 years old or older. Survey participants were carefully selected to closely match U.S. population demographics and the respondents are representative of American men and women 21 years old or older. The overall sampling error rate for this survey is +/-3 percent at the 95 percent rate of confidence.

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