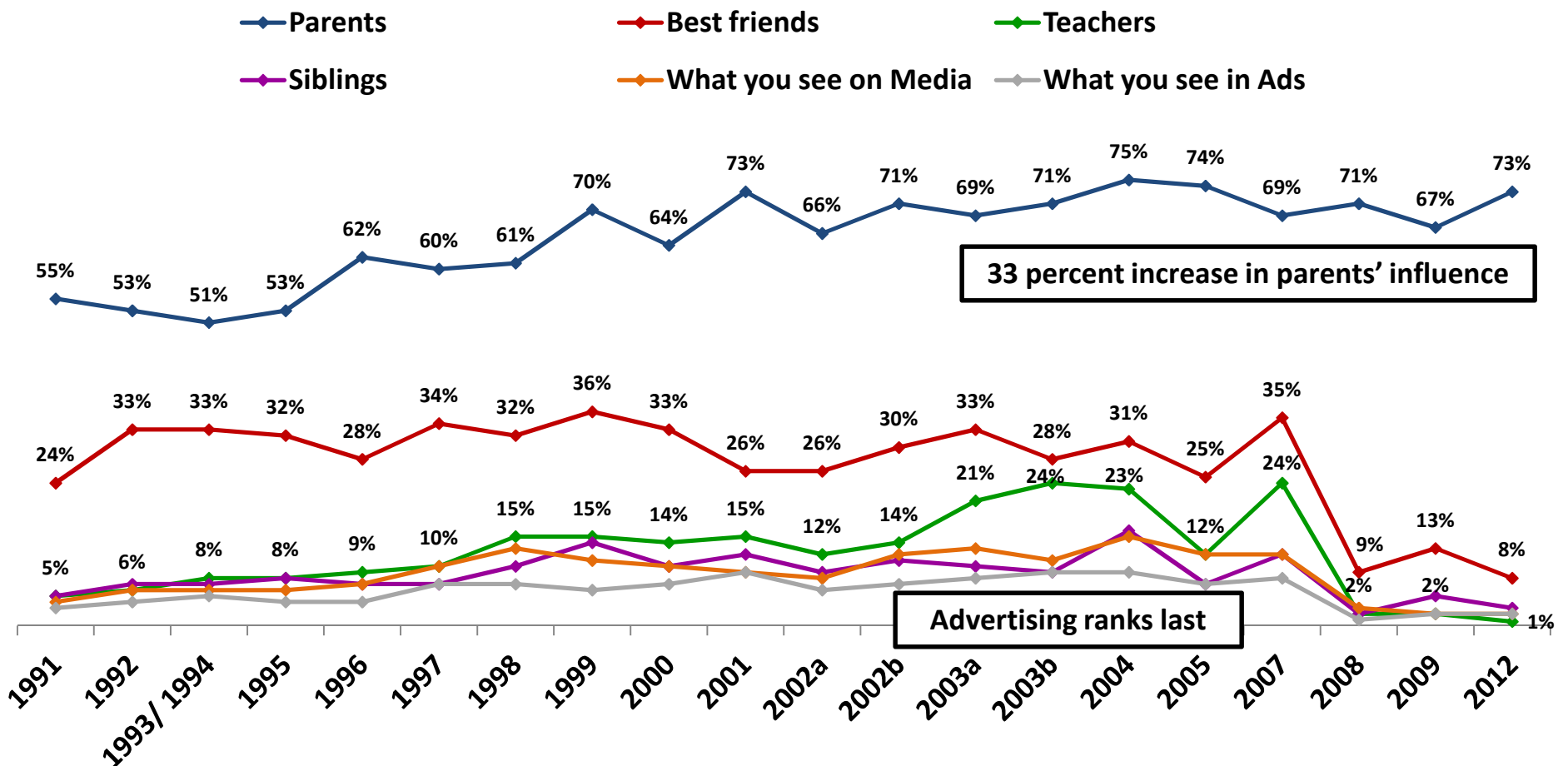


GfK Roper Youth Report

Influences on Youth Decisions about Drinking

Parents Have Been the Strongest Influence on Teens Ages 13-17 for 20 Years



Source: GfK Roper Youth Report. Americans age 13-17.

*2008-2012: Media includes TV, radio, magazines, and Internet; 1991-2007: Media included TV only

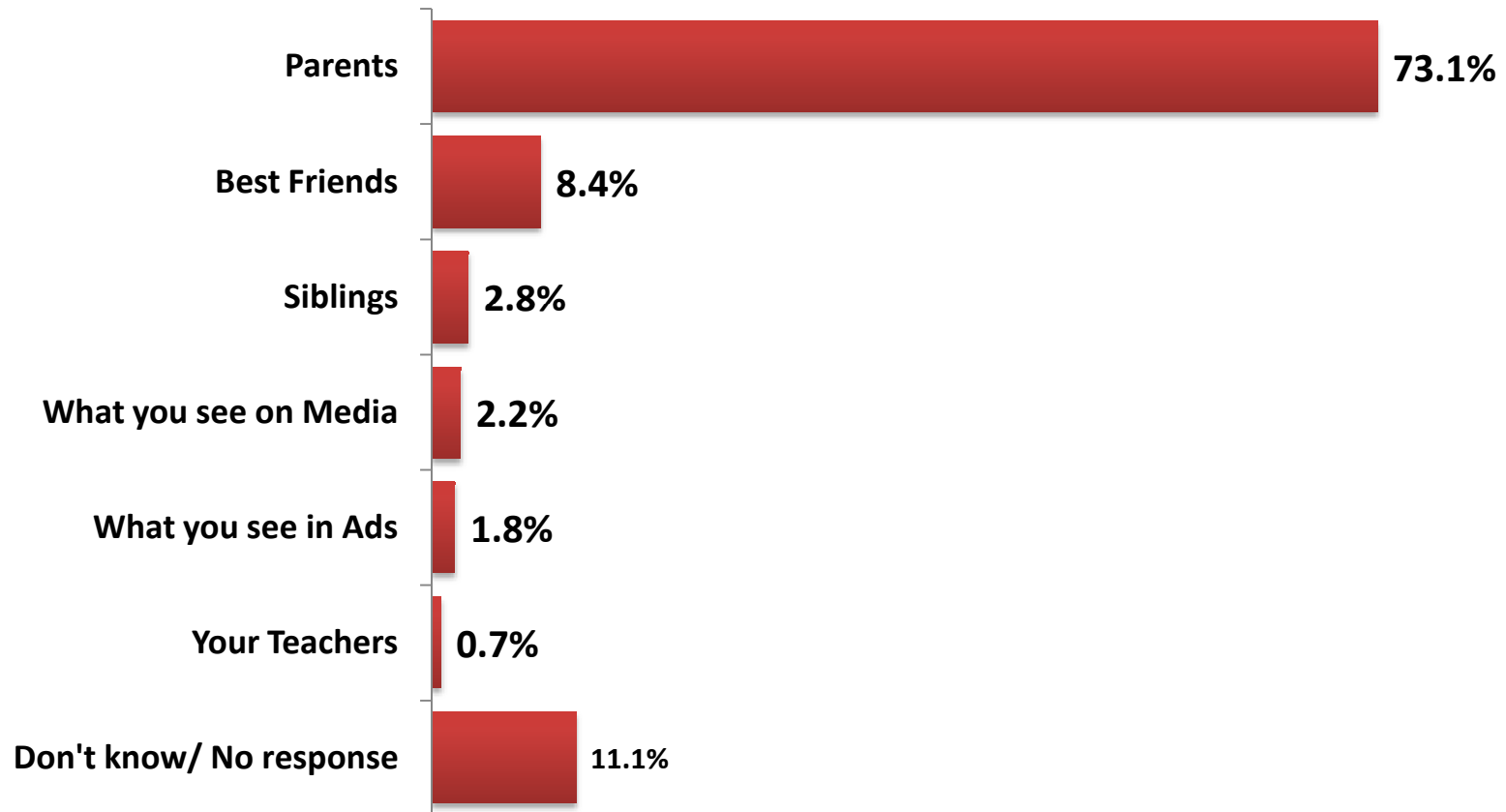
Note: 1999 and 2001 surveys allowed the unaided response "no one/just know." Therefore, they cannot be compared to other years' data points

Question: Which people or things, besides yourself, influence you the most or give you the best ideas about each of the following items?...Whether you drink alcohol or not

GfK Roper Youth Report

Influences on Youth's Decisions about Drinking

Ages 13-17



Source: GfK Roper Youth Report. This report was developed from a Omnweb study of 1007 Americans age 13-17, conducted February 2012 for Anheuser-Busch. In 2012, the respondents could only choose one answer option for this question.

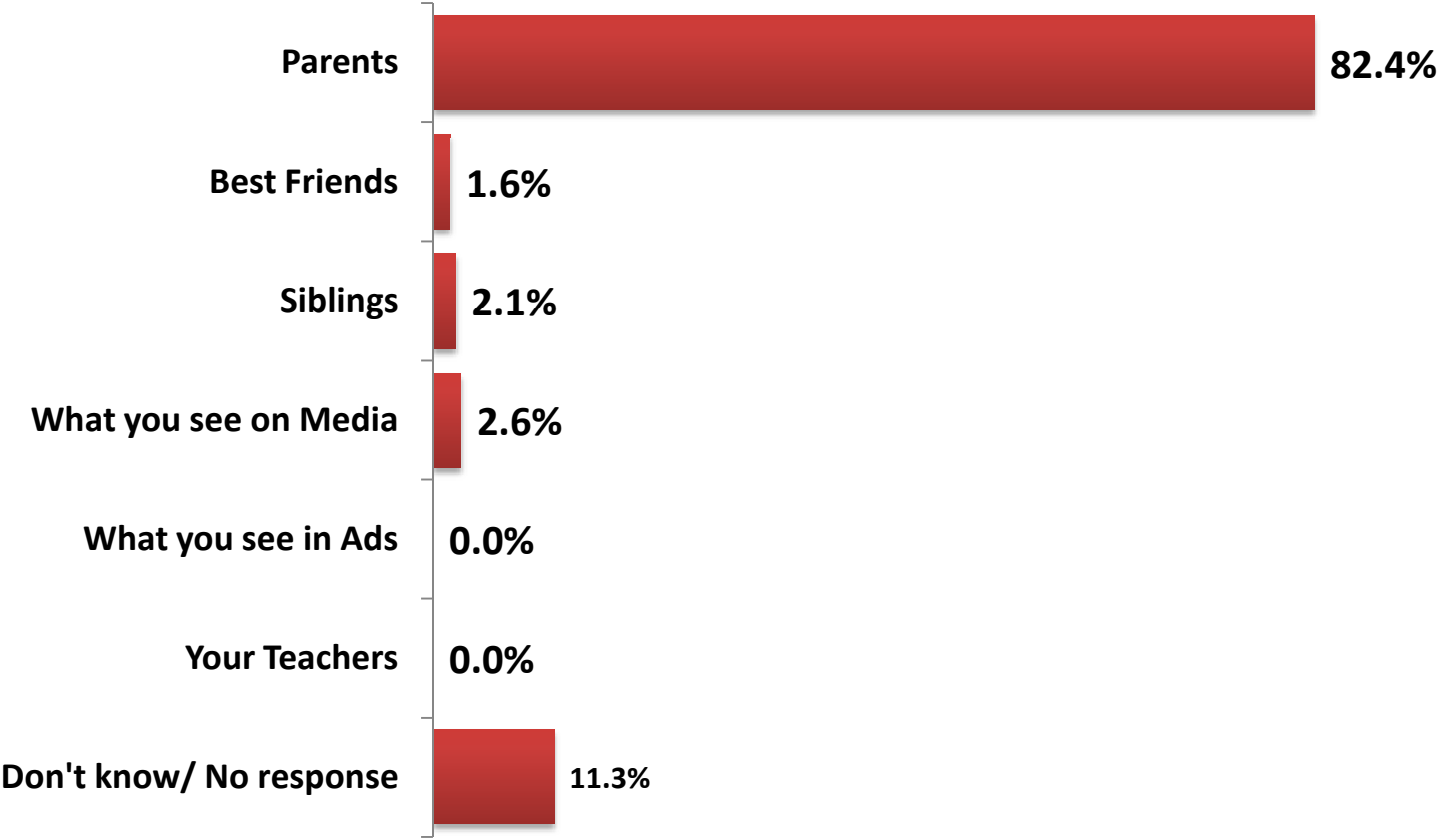
*Media includes TV, radio, magazines, and Internet

Question: Which people or things, besides yourself, influence you the most or give you the best ideas about each of the following items?...Whether you drink alcohol or not

GfK Roper Youth Report

Influences on Youth's Decisions about Drinking

Black Youth Ages 13-17



Source: GfK Roper Youth Report. This report was developed from a Omnweb study of 1007 Americans age 13-17, conducted February 2012 for Anheuser-Busch. In 2012, the respondents could only choose one answer option for this question.

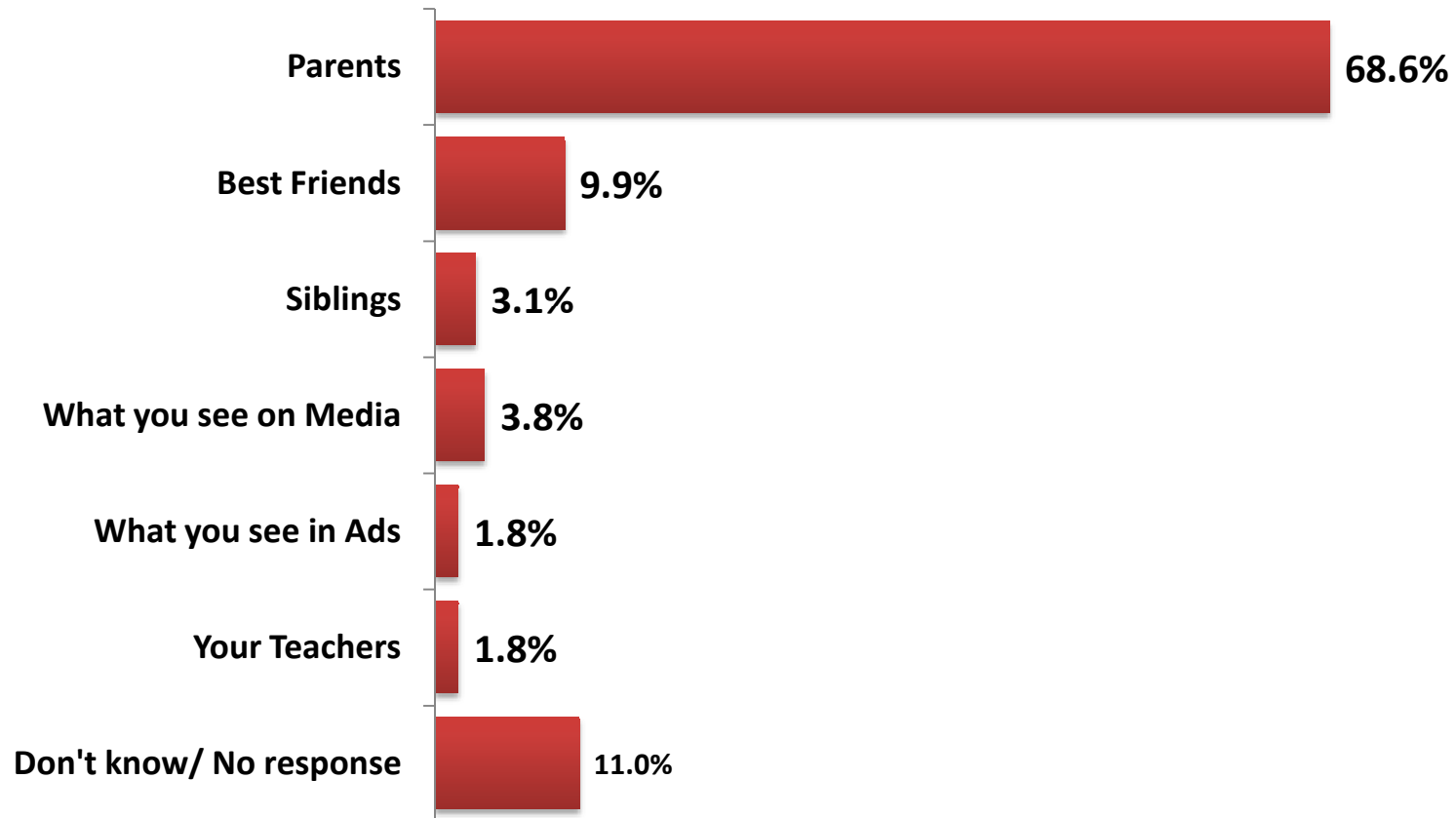
*Media includes TV, radio, magazines, and Internet

Question: Which people or things, besides yourself, influence you the most or give you the best ideas about each of the following items?...Whether you drink alcohol or not

GfK Roper Youth Report

Influences on Youth's Decisions about Drinking

Hispanic Youth Ages 13-17



Source: GfK Roper Youth Report. This report was developed from a Omnweb study of 1007 Americans age 13-17, conducted February 2012 for Anheuser-Busch. In 2012, the respondents could only choose one answer option for this question.

*Media includes TV, radio, magazines, and Internet

Question: Which people or things, besides yourself, influence you the most or give you the best ideas about each of the following items?...Whether you drink alcohol or not