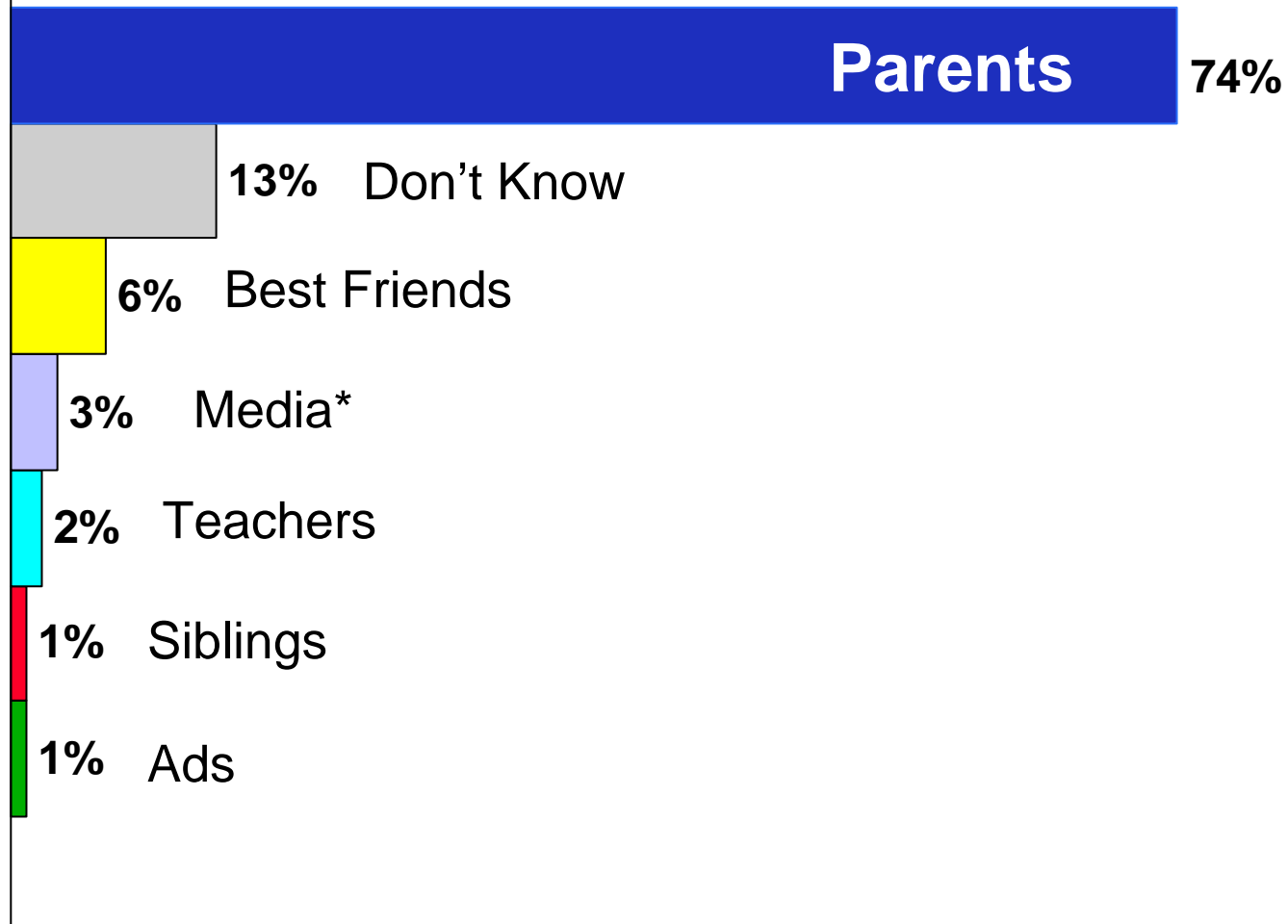


Drinking Decisions: What youth say ...

Among six things that might affect their decisions about drinking, 74 percent of American youth (ages 8-17) identified their parents as the leading influence.



Source: GfK Roper Youth Report. This report was developed from an online survey of 1,008 Americans age 8-17, conducted online March 19, 2008- April 27, 2008; the data are weighted based on online population estimates from Mediamark's (MRI) American Kids and Teens Survey.

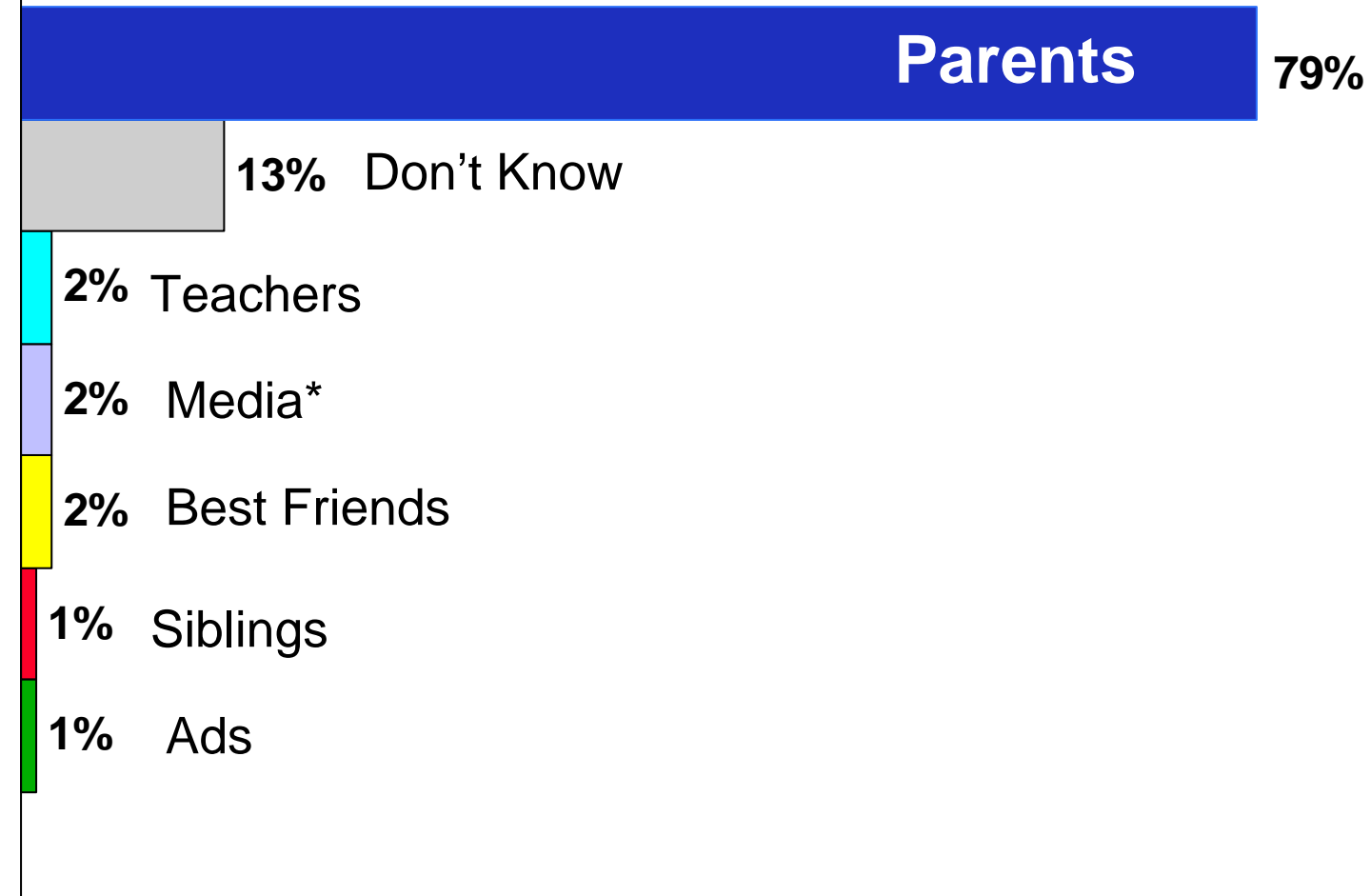
*Media includes TV, radio, magazines, and Internet

In 2008 the respondents could only choose one answer option for this question.

Q.A11: Many times we get ideas for things from what other people say and do. I am going to read a list of some different things and ask you which people or things, beside yourself, have influenced you the most in that particular area...whether you drink alcohol or not.

Drinking Decisions: What youth say ...

Among six things that might affect their decisions about drinking, 79 percent of American youth (**ages 8-12**) identified their parents as the leading influence.



Source: GfK Roper Youth Report. This report was developed from an online survey of 1,008 Americans age 8-17, conducted online March 19, 2008- April 27, 2008; the data are weighted based on online population estimates from Mediamark's (MRI) American Kids and Teens Survey.

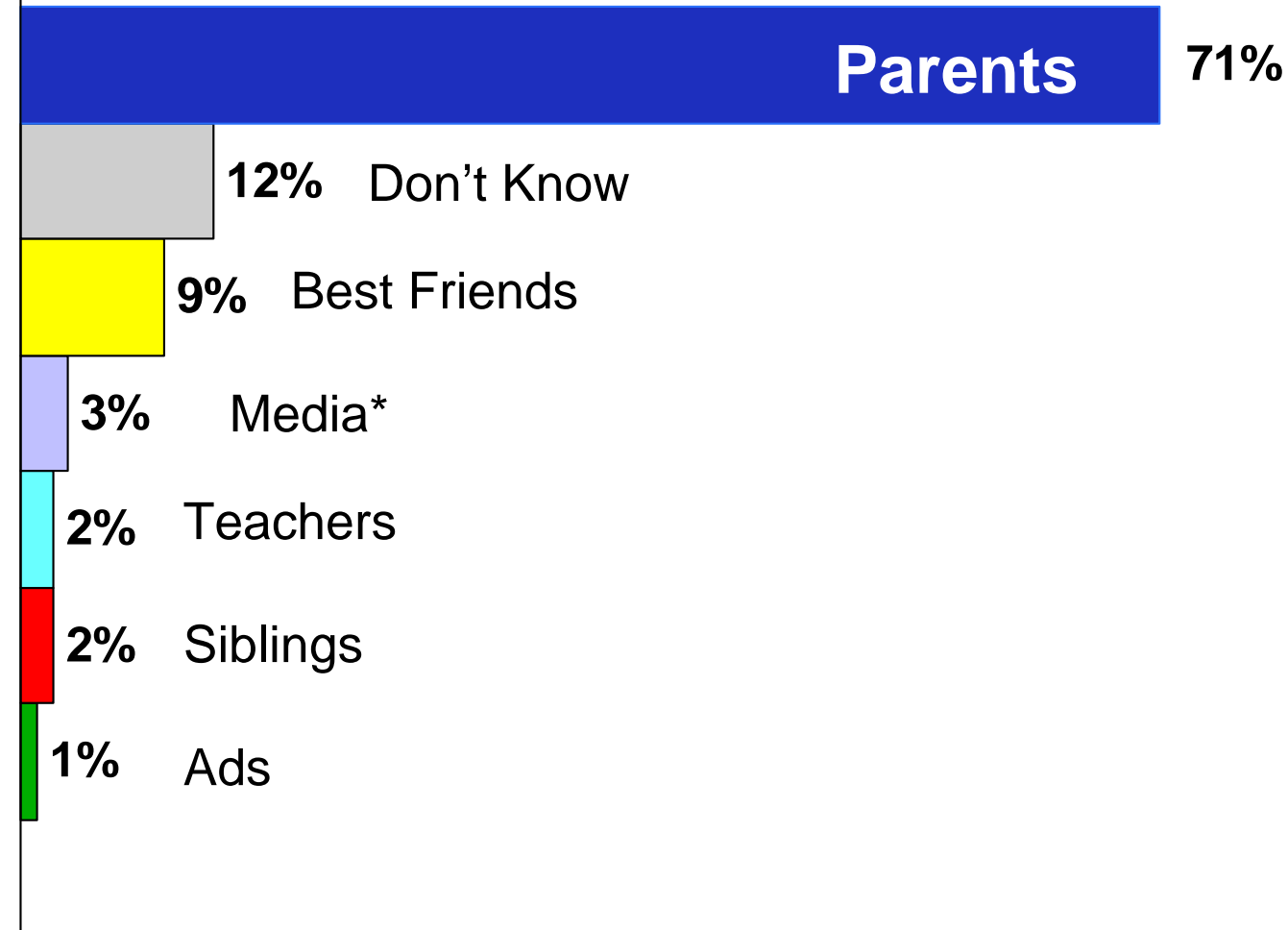
*Media includes TV, radio, magazines, and Internet

In 2008 the respondents could only choose one answer option for this question.

Q.A11: Many times we get ideas for things from what other people say and do. I am going to read a list of some different things and ask you which people or things, beside yourself, have influenced you the most in that particular area...whether you drink alcohol or not.

Drinking Decisions: What youth say ...

Among six things that might affect their decisions about drinking, 71 percent of American youth (**ages 13-17**) identified their parents as the leading influence.



Source: GfK Roper Youth Report. This report was developed from an online survey of 1,008 Americans age 8-17, conducted online March 19, 2008- April 27, 2008; the data are weighted based on online population estimates from Mediamark's (MRI) American Kids and Teens Survey.

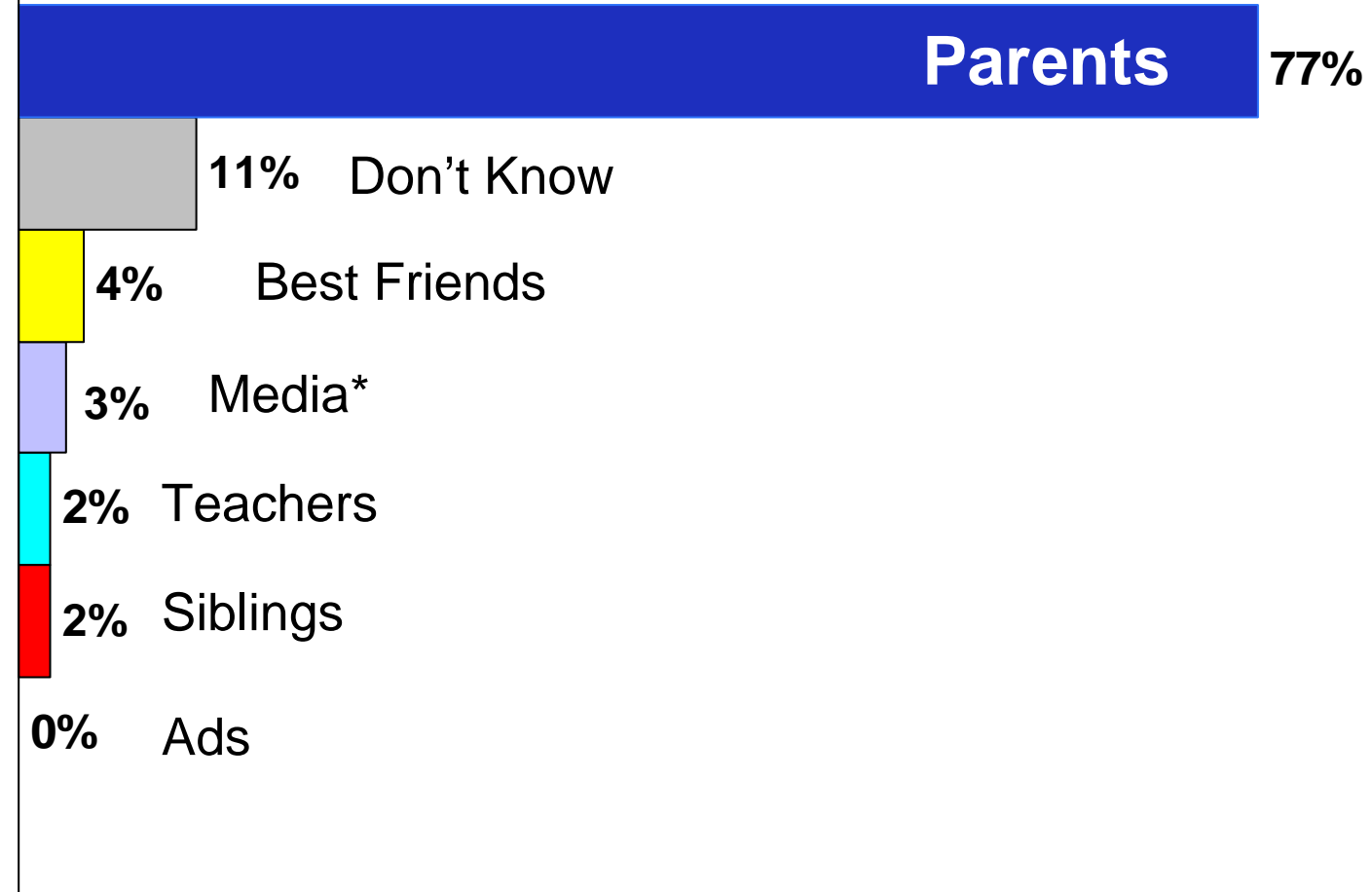
*Media includes TV, radio, magazines, and Internet

In 2008 the respondents could only choose one answer option for this question.

Q.A11: Many times we get ideas for things from what other people say and do. I am going to read a list of some different things and ask you which people or things, beside yourself, have influenced you the most in that particular area...whether you drink alcohol or not.

Drinking Decisions: What college-bound youth say ...

Among six things that might affect their decisions about drinking, 77 percent of teens **planning to attend college (ages 8-17)** identified their parents as the leading influence.



Source: GfK Roper Youth Report. This report was developed from an online survey of 1,008 Americans age 8-17, conducted online March 19, 2008- April 27, 2008; the data are weighted based on online population estimates from Mediamark's (MRI) American Kids and Teens Survey.

*Media includes TV, radio, magazines, and Internet

Teens going to college defined as those 8-17 year-olds who are say their plans after high school involve going to college. Questions asked of 8-17 year-olds (n=1,008) and based on those who plan to attend college either full-time or part-time (n=747).

In 2008 the respondents could only choose one answer option for this question.

Q.A11: Many times we get ideas for things from what other people say and do. I am going to read a list of some different things and ask you which people or things, beside yourself, have influenced you the most in that particular area...whether you drink alcohol or not.

Think about your plans after high school or over the next few years. Which of the following do you think you might be doing: Going to college (full-time or part-time), working (full-time or part-time), going to a vocational, business or trade school, serving in the military, staying at home/having a family, or doing nothing.