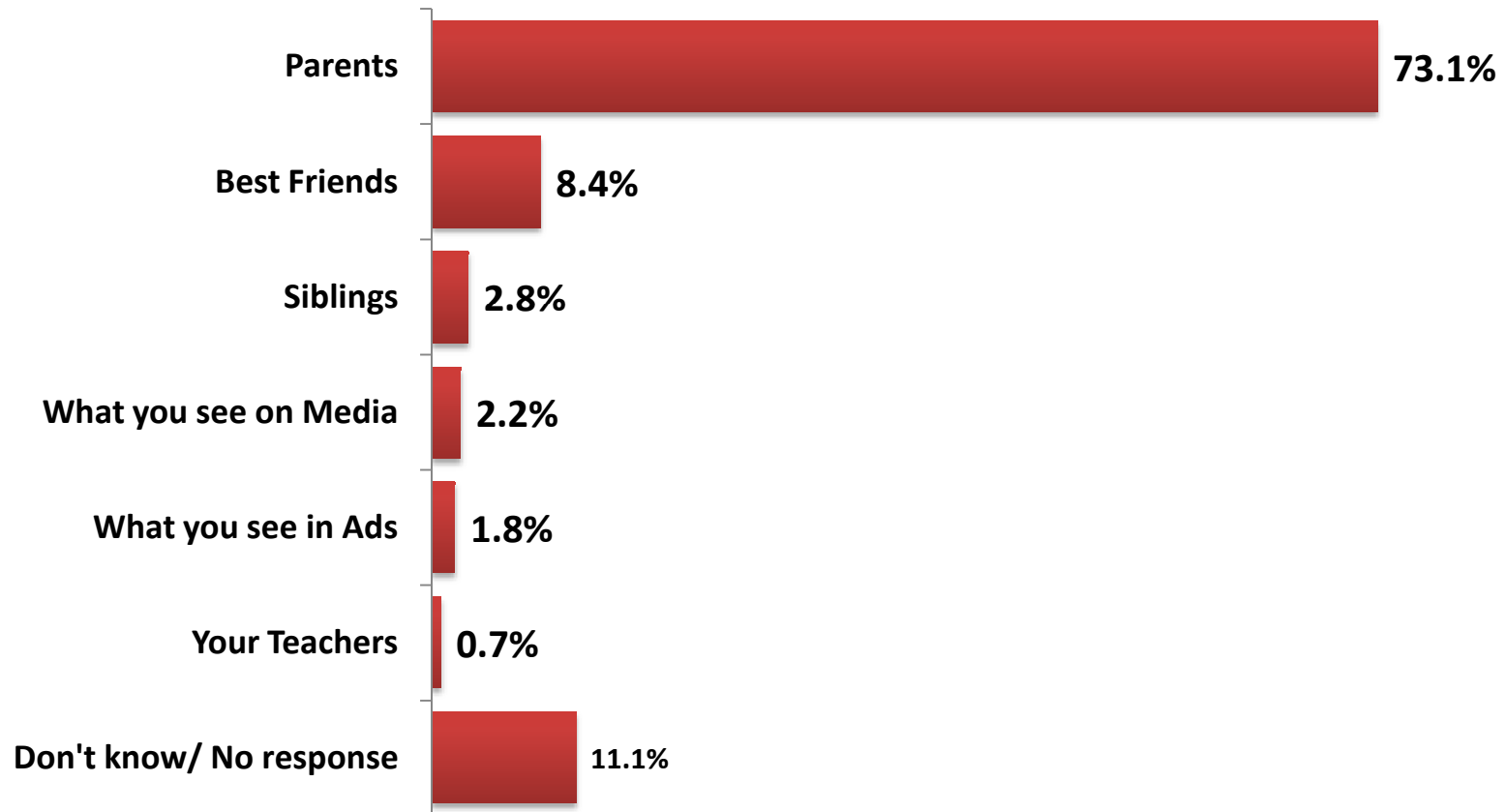


GfK Roper Youth Report

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.

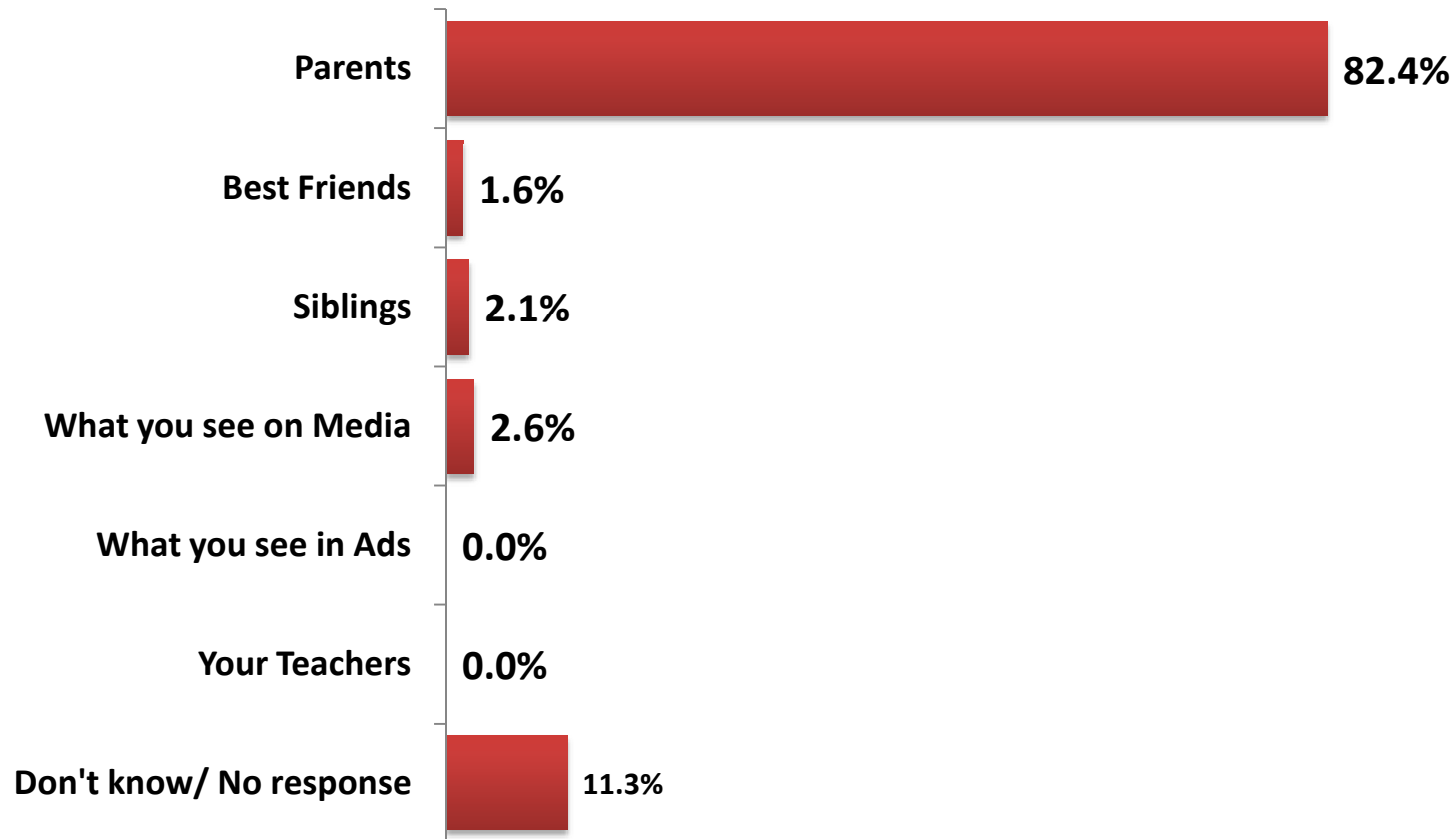
*Media includes TV, radio, magazines, and Internet

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.

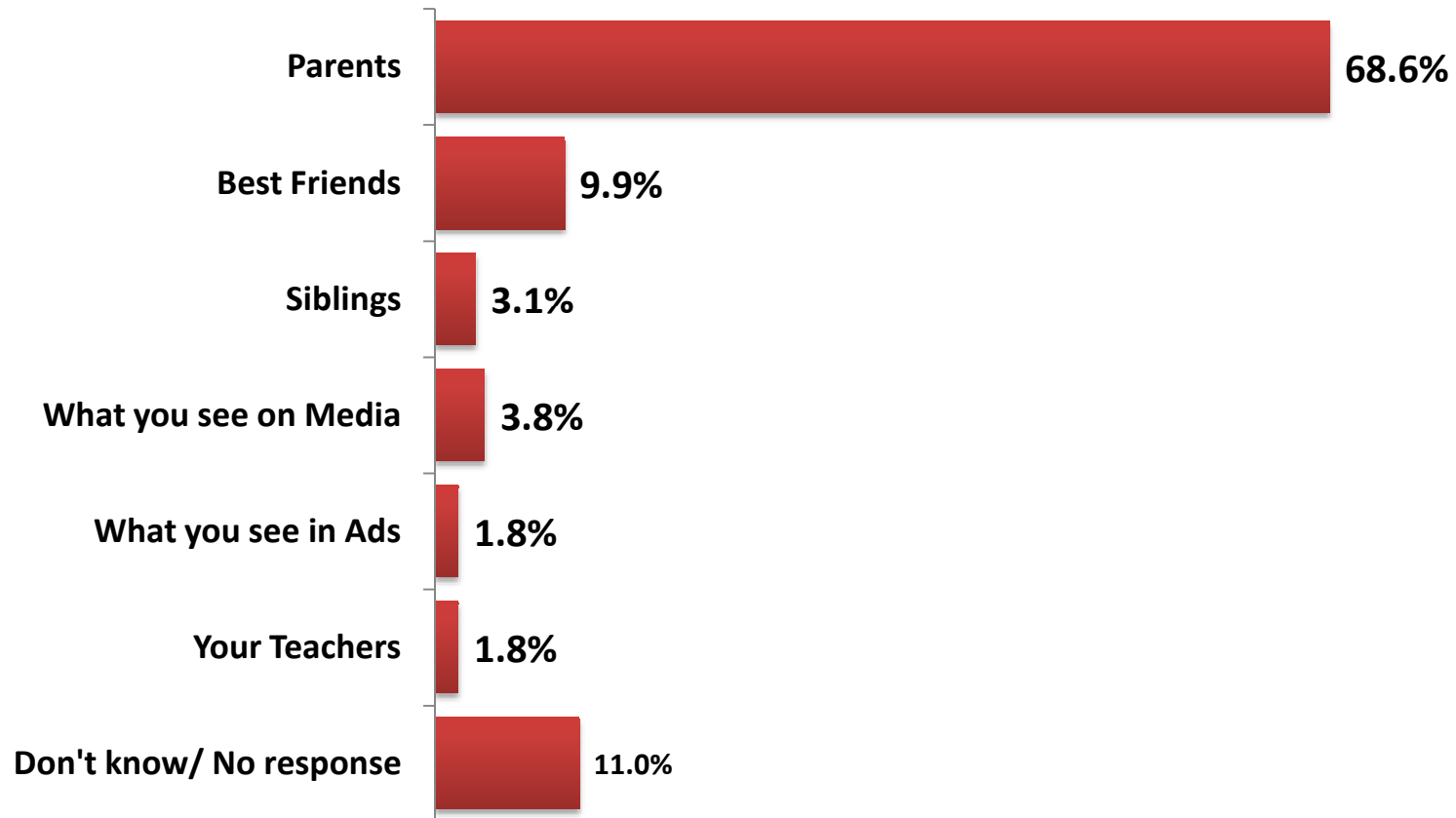
*Media includes TV, radio, magazines, and Internet

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