

How does alcohol advertising affect the youth?

Young people in markets where there is a saturation of alcohol advertising tend to **keep increasing their drinking over time to the point that they consume an average of 50 drinks per month by age 25**. The bottom line is, the more advertising young people see, the more they drink. <http://straightupvc.org/alcohol-advertising/>

Youth who start drinking before age 15 years are six times more likely to develop alcohol dependence or abuse later in life than those who begin drinking at or after age 21 years.

Center for Behavioral Health Statistics and Quality. 2015 National Survey on Drug Use and Health: Detailed Tables. Substance Abuse and Mental Health Services Administration, Rockville, MD; 2016.

By grade, 29 percent of 12th graders, 18 percent of 10th graders, and 8 percent of 8th graders reported current drinking.¹³ By 8th grade, 24 percent of students had used alcohol and by the end of high school 59 percent of students had done so.¹⁴

^{13,14} Johnston, L. D., Miech, R. A., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E., & Patrick, M. E. (2020). Monitoring the Future national survey results on drug use 1975-2019: Overview, key findings on adolescent drug use. Ann Arbor: Institute for Social Research, University of Michigan. Retrieved from http://www.monitoringthefuture.org/pubs/monographs/mtf-vol1_2019.pdf 1

About a quarter of car crashes with teens involve an underage drinking driver. Ninety-five percent of the 14 million people who are alcohol dependent began drinking before the legal age of 21.

National Highway Traffic Safety Administration. "Traffic Safety Facts 2013: Overview". Washington DC: National Highway Traffic Safety Administration, 2015. <http://www-nrd.nhtsa.dot.gov/Pubs/812169.pdf> National Highway Traffic Safety Administration. "Traffic Safety Facts 2013: Young Drivers". Washington DC: National Highway Traffic Safety Administration, 2015. <http://www-nrd.nhtsa.dot.gov/Pubs/812200.pdf>

Over a quarter of 8th graders have tried alcohol.

Miech, R. A., Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2015). Monitoring the Future national survey results on drug use, 1975-2014: Volume I, Secondary school students. Ann Arbor: Institute for Social Research, The University of Michigan, 599 pp.

Over 40% of all 10th graders drink alcohol.

Miech, R. A., Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2015). Monitoring the Future national survey results on drug use, 1975-2014: Volume I, Secondary school students. Ann Arbor: Institute for Social Research, The University of Michigan, 599 pp.

Underage drinking is common and often excessive. In 2019, over 7 million 12-to 20-year-olds reported past month alcohol use, over 4 million reported past month binge drinking, and nearly 1 million reported past month heavy alcohol use.⁷

⁷ Substance Abuse and Mental Health Services Administration, Center for Behavioral Health Statistics and Quality. (2020). Results from the 2019 National Survey on Drug Use and Health: Detailed tables. Detailed Table 7.16A. <https://www.samhsa.gov/data/report/2019-nsduh-detailed-tables>

On their most recent drinking occasion, 72 percent of youth reported that they obtained alcohol for free. Most got their alcohol from a non-relative who was older than 21 (22 percent) or person under 21 (12 percent).⁸

Half of them drank the alcohol at someone else's home.⁹

⁸ Substance Abuse and Mental Health Services Administration, Center for Behavioral Health Statistics and Quality. (2020). Results from the 2019 National Survey on Drug Use and Health: Detailed tables. Detailed Table 6.16B. <https://www.samhsa.gov/data/report/2019-nsduh-detailed-tables>

⁹ Substance Abuse and Mental Health Services Administration, Center for Behavioral Health Statistics and Quality. (2020). Results from the 2019 National Survey on Drug Use and Health: Detailed tables. Detailed Table 6.15B. <https://www.samhsa.gov/data/report/2019-nsduh-detailed-tables>

In fatal crashes in 2017, the highest percentage of drunk drivers was for drivers ages 21 to 24 (27 percent), followed by ages 25 to 34 (26 percent) and 35 to 44 (23 percent).

National Highway Traffic Safety Administration. "Traffic Safety Facts 2017: Alcohol-Impaired Driving." Washington DC: National Highway Traffic Safety Administration, 2017. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/812630>

About one in seven teens binge drinks, yet only 1 in 100 parents believe his or her teen binge drinks.

Center for Behavioral Health Statistics and Quality. (2015). Behavioral health trends in the United States: Results from the 2014 National Survey on Drug Use and Health (HHS Publication No. SMA 15-4927, NSDUH Series H-50). <http://www.samhsa.gov/data/sites/default/files/NSDUH-FRR1-2014/NSDUH-FRR1-2014.pdf>

In 2017, a total of 1,147 children 14 and younger were killed in motor vehicle traffic crashes. Of those 1,147 fatalities, 220 (19%) occurred in alcohol-impaired-driving crashes. Out of those 220 deaths, 118 (54%) were occupants of vehicles with drivers who had BACs of .08 or higher, and another 29 children (13%) were pedestrians or pedal-cyclists struck by drivers with

BACs of .08 or higher. 71 (32%) were occupants of other vehicles, and 2 (1%) were drivers.