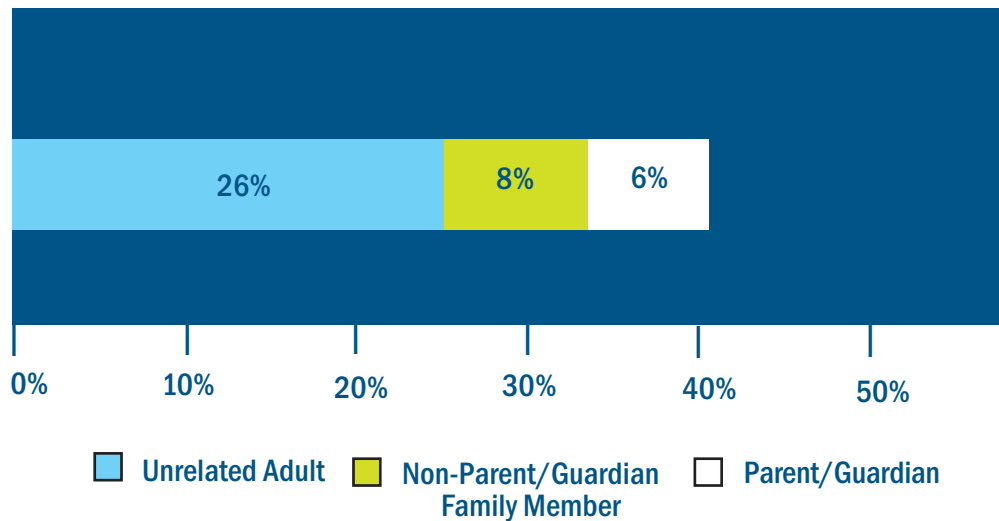




Forty Percent of Underage Drinkers Get Alcohol from Adults

In 2006, an estimated 40% (4.3 million) of current underage drinkers obtained alcohol from an adult, according to a new report from the Substance Abuse and Mental Health Services Administration. Alcohol is the drug of choice among youth in the U.S.; each year, approximately 5,000 youth die as a result of underage drinking. In 2006, 28% (10.8 million) of people aged 12-20 reported current alcohol use, and 19% (7.2 million) reported binge drinking, which means consuming five or more drinks in one episode. More than a quarter of current underage drinkers (26%) reported receiving alcohol from an unrelated adult, 8% from a non-parent/guardian adult family member, and 6% from a parent or guardian. The advertising of alcoholic drinks to underage drinkers remains problematic. A recent report by the Center on Alcohol Marketing and Youth indicates that more than 40% of youth exposure to alcohol advertising on television came from ads placed during youth-oriented programming, and that youth aged 12-20 are 22 times more likely to see an alcohol product ad than an alcohol-industry “responsibility” ad.

Selected Sources of Alcohol for Underage Drinkers
Aged 12-20, 2002-2006



Sources: Penberton, M. R., Colliver, J. D., Robbins, T. M., and Gfroerer, J. C. (2008). Underage alcohol use: Findings from the 2002-2006 National Surveys on Drug Use and Health (DHHS Publication No. SMA 08-4333, Analytic Series A-30). Rockville, MD: Substance Abuse and Mental Health Services Administration, Office of Applied Studies.

The Center on Alcohol Marketing and Youth. (2008). Youth exposure to alcohol advertising on television, 2001 to 2007. Georgetown University. Washington, DC: author.

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