

# UNDERAGE DRINKING

2002-2003

# ISSUES

Brought to you by

Mothers Against  
Drunk Driving

*15 – 20 year olds are 6.8% of U.S. drivers, but are 14% of drivers involved in fatal crashes. 22% of those involved in fatal crashes had been drinking.*<sup>1</sup>



**2.6 million teenagers did not know you could die from an alcohol overdose.**<sup>2</sup>



Of drivers 15 – 20 years of age who had been drinking and killed in an alcohol-related crash, 80% were not wearing their seatbelts.<sup>1</sup>



*Alcohol is a factor in the three leading causes of death - vehicle crashes, homicide and suicide – for people ages 16-to-20; more than 45% of these deaths result from alcohol-related crashes... about one death every 2½ hours on a typical weekend.*<sup>1</sup>



**The brain does not finish developing until a person is around 21 year-old, so the risks of losing memory and learning capacity, as well as slowing the capacity for good judgment can be severely affected by the use of alcohol at early ages.**<sup>8</sup>

## Alcohol Advertising

## Underage Drinking

## The Consequences

**\$1.57 billion** was spent on alcohol advertising in measured media (television, radio, print, and outdoor advertising) in 2001.<sup>16</sup>

American children will see **100,000** beer commercials before they turn 18.<sup>2</sup>

Alcohol was consumed in 65% of the **TV programs** most popular with teenagers.<sup>6</sup>

In 2001, alcohol advertising on TV reached **89%** of young people ages 12-20, who saw an average of 245 alcohol advertisements each.<sup>17</sup>

31% of high school seniors reported **binge drinking** within the last 2 weeks, 51% admitted to the consumption of alcohol.<sup>5</sup>

**79%** of all high school students have tried alcohol at least once.<sup>12</sup>

40% of ninth-grade students have consumed alcohol before **age 13**.<sup>7</sup>

55.8% of underage students say that drinking **“to get drunk”** was an important reason for drinking.<sup>15</sup>

40% of drinkers who got started before age 15 were classified later in life as **alcohol dependent**.<sup>14</sup>

In 2000, 2,339 youths ages 15 – 20 died in alcohol-related crashes. That's **50 per week**.<sup>18</sup>

About one-third of all drivers arrested or convicted of DUI are **repeat offenders**.<sup>15</sup>

Teens 15 and older who drink alcohol are 7 times more likely to have **sexual intercourse** than those who do not drink.<sup>20</sup>

# College Statistics

College students spend **\$5.5 billion** on alcohol each year... more than they spend on soft drinks, tea, milk, juice, coffee, or books combined.<sup>3</sup>

42% of all college students reported that they had engaged in **binge drinking** the last two weeks.<sup>3</sup>

More than ¼ of college students ages 18 – 24 have driven in the past year while **under the influence**.<sup>4</sup>

65% of college students involved in alcohol-related crashes have a **BAC** of a .10% or higher.

Most of these are more than 2 times the legal limit!<sup>1</sup>

Among young adults 18 to 25 years old, **19.9%** have driven under the influence of alcohol.<sup>9</sup>

About **18%** of full time undergraduates are heavy drinkers.<sup>9</sup>

Residents of **fraternities or sororities** are 75% more likely to be binge drinkers compared to other students.<sup>10</sup>

More than 70,000 students between the ages of 18 and 24 report having been too intoxicated to know if they consented to having **sex**.<sup>11</sup>

About 25% of college students report **academic consequences** of their drinking, including missing classes, falling behind, doing poorly on exams or papers and receiving lower grades overall.<sup>13</sup>

More than three million college students between the ages of 18 and 24 **chose to ride** with a driver who had been drinking.<sup>11</sup>



More Americans have been killed by drunk drivers than in all the wars fought since the founding of our country. <sup>1</sup>

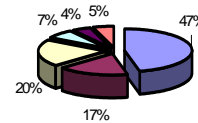
There were 16,653 alcohol-related fatalities in 2000; 40% of the total traffic fatalities for the year.<sup>18</sup>

An estimated 513,000 people are injured in alcohol-related crashes each year, an average of 59 people per hour or approximately one person every minute.<sup>19</sup>

Laboratory and on-road research shows that the vast majority of drivers, even experienced drivers, are significantly impaired at .08 with regard to critical driving tasks such as braking, steering, lane changing, judgment and divided attention.<sup>19</sup>

80% of the people killed by drunk drivers and 68% of the people injured by drunk drivers are in the drunk driver's car. <sup>1</sup>

**Victim Types, California 2000**  
California Highway Patrol, 2001



- HBD (Had Been Drinking) Driver 47%
- HBD Pedestrian 17%
- Passenger in HBD Driver's Vehicle 20%
- HNBD (Had Not Been Drinking) Driver 7%
- HNBD Pedestrian 4%

## Sources

1. National Highway Traffic Safety Administration, 2000
2. Department of Health & Human Services. Center for Substance Abuse Prevention, and Centers for Disease Control and Prevention. "Jam the Performance Magazine."
3. Eigen, Lewis D. "Alcohol Practices, Policies and Potentials of American Colleges and Universities: An OSAP White Paper."
4. Department of Health & Human Services. "Changing the Culture of Drinking at US Colleges?" April 2002
5. University of Michigan Survey, 1999
6. OND CP study of Broadcast between October-December 1999
7. Center for Disease Control, 2000
8. MADD, *The Key*, Dr. Swartzwelder, Duke University Medical Center
9. Substance Abuse and Mental Health Services Administration, 2000
10. Weschler et al, Journal of American College Health, March 2002
11. Hingson et al, "Age of Drinking Onset and Involvement in Physical Fights After Drinking", 2002
12. Center for Disease Control, 2002
13. National Institute on Alcohol Abuse and Alcoholism, Washington, D.C., 2002
14. National Institute on Alcohol Abuse and Alcoholism, Washington, D.C., 2001
15. Weschler et al, 2001
16. Competitive Media Reporting, Strategy, Database, June 2002
17. Teenage Research Unlimited, 2002
18. National Highway Traffic Safety Administration, 2000
19. National Highway Traffic Safety Administration, 2002
20. Center for Addiction and Substance Abuse, Columbia University, New York 2002