

Teenage drinking key findings

AMA surveys of teens aged 13 to 18, and parents with children aged 12 to 20, have found that minors obtain alcohol easily—and often from familiar, non-retail sources.

Teenage Research Unlimited (TRU) survey of teenagers*

- Nearly half of teens surveyed report having obtained alcohol.
- In all age groups surveyed, girls nearly always ranked higher than boys in obtaining alcohol.
- Two out of three teens say it is easy to get alcohol from their homes without parents knowing about it.
- One-third of teens respond that it is easy to obtain alcohol from their own consenting parents.
- Two out of five teens say that it is easy to get alcohol from a friend's parents.
- One in four teens has attended a party where minors were drinking in front of parents.
- Nearly one in four teens, and one in three girls, say their own parents have supplied them with alcohol.
- For teens who have obtained alcohol in the past six months, parents have been the supplier an average of three times in a six-month period.

Harris interactive survey of parents**

- About one in four parents with children aged 12 to 20, agree that teens should be able to drink at home with their parents present.
- One out of four parents of children, aged 12 to 20 indicates that they have allowed their teens to drink under their supervision in the past six months. Approximately one in 12 indicated that they have allowed their teen's friends to drink under their supervision.
- While approximately seven of 10 parents of children aged 12 to 20 disagreed with the statement that "teen drinking was okay if a parent were present," three out of four of those same parents believe it is likely that teenagers obtain alcohol from a parent with their knowledge.

Comparisons

- Less than one in 10 parents with children aged 12 to 20 indicate they allow their teen and his/her friends to drink with supervision, while twice as many teens report attending a party where alcohol was provided by someone else's parents.
- One in 10 parents believes it is okay to have high school graduation or prom parties with alcohol if parents are present, while approximately twice as many teens surveyed state that they have attended such parties.
- Nearly nine out of 10 parents believe teens most likely could obtain alcohol using a fake ID, while only one-third of teens surveyed believe it is easy to obtain alcohol using a fake ID.

* Findings from TRU poll

** Findings from AMA commissioned survey conducted by Harris Interactive®

Editor's note: The above data are the result of two surveys consisting of similar questions on how teens obtain alcohol. The polls were conducted in the spring of 2005 by two separate polling firms. Data for both surveys were weighted to reflect the total U.S. population based on region, age within gender, education, household income, race/ethnicity and online access.

Teenage Research Unlimited (TRU) polled 701 teens, aged 13 to 18, in April 2005 through a monthly online omnibus survey.

Harris Interactive polled 2,283 U.S. adults aged 18+, of whom 394 were parents/guardians of children aged 12 to 20, April 29-May 3, 2005 through its QuickQuerySM online omnibus. Sampling error for the overall results is +/- 3 percentage points, +/-7 percentage points for parent results. Data was weighted to reflect the total U.S. adult population based on region, age within gender, education, household income, race/ethnicity and online access.

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