

Girlie Drinks...

women's diseases.

brain damage

STDs

heart problems

liver disease

menstrual disorders

A third of all girls older than 12 have tried a popular new alcoholic beverage. Known as "girlie drinks" or "alcopops," their sweet fruity flavor can't conceal the negative health consequences. Companies market these "starter drinks" to appeal to girls and young women. Don't be taken in.



American Medical Association

Physicians dedicated to the health of America



www.AlcoholPolicyMD.com

Teenage Drinking Survey Results

Survey finds alcopops, sweet-flavored malt beverages, target teenage girls more than adult women. The American Medical Association finds reason for concern due to serious health issues among teenagers who consume these sweet, alcoholic beverages.

TRU Survey of Teenage Girls*

Consumption

- Approximately one-third of teen girls have tried alcopops
- Teen girls drink alcopops more than boys (one-third versus one-fifth)
- More than one in six teen girls drink alcopops every six months or more often
- Teen girls drink all types of alcohol (alcopops, wine, hard drinks, etc.) more than boys

Perceptions

- Alcopops are as popular with teens as the well-known and established types of alcohol
- Eighty-two percent of teen girls who have tried alcopops agree that they taste better than beer or other alcoholic drinks
- More teen girls think alcopops are cool
- Teenage girls 12-18 think alcopops are popular in their age group by a two to one margin (26 percent versus 13 percent who disagree with that statement)
- One-third of respondents (34 percent) incorrectly think that alcopops have less alcohol than beer and similar drinks
- There is much confusion about alcopops' level of addiction, amount of alcohol or carbs, etc. (60 or higher percent don't know if they have more or less than other drinks)
- Both teen girls who have tried and teen girls who have heard of alcopops believe—by a 2 to 1 margin that the products are targeted more to teenage girls

Marketing and advertising

- More than half (51 percent) of all teens have seen alcopops ads
- 15 percent of teen girls have heard alcopops ads on the radio
- One in seven teen girls have seen alcopops ads on the Internet
- Nine percent of teen girls wear branded clothes/logos (one in 10)
- More than 60 percent of teen girls who have seen TV, print or in-store ads have also tried alcopops
- Alcopop ads tend to be the only way a teen is aware of the product: roughly half of teens who have seen alcopops ads have never seen the product at parties or through friends
- One in five teens who have seen Internet alcopops ads have also worn alcopops branded clothing
- Four out of five teens who say they drink alcopops every six months or more often have seen TV ads, and nearly half (45 percent) have seen Internet ads
- Teen girls who have seen alcopops ads on TV said alcopops taste better than other alcohol drinks by a nine to one margin and think alcopops are easier to drink by an eight to one margin
- Teen girls who have seen TV, print or in-store ads think alcopops are popular within their age group by a four to one margin
- Teen girls who have seen alcopop ads were more likely to think alcopops have less alcohol than other drinks

Harms

- One out of five teen girls who have tried alcopops have thrown up or passed out from drinking
- One out of four teen girls who have tried alcopops have driven after drinking or ridden in a car with a driver who had been drinking
- One in six teen girls who tried alcopops have been sexually active after drinking

Harris Interactive Survey of Adult Women**

Consumption

- Only 37 percent of women 21-34 consumed alcopops every six months or more often
- More than half (61 percent) of women 21 or older have never tried alcopops
- Nearly half (46 percent) of women 21 or older have never heard of or seen alcopops
- One-third of women 21-34 have never tried alcopops, the lowest count among all alcohol drinks polled

Advertising and marketing

- Only two percent of women 21 or older have worn alcopops branding/logos
- Nearly half (47 percent) of women 21 or older have never seen an alcopops ad anywhere
- Only nine percent of women 21 or older have heard ads on radio
- Only seven percent have seen Internet ads
- Respondents aged 21 or older with children under 18 in their household were more likely to be aware of or buy alcopops than those without children

Perceptions

- Only about half of women 21-34 agree with the statement “alcopops are popular for people my age”
- Only 23 percent of women 21-34 agree with the statement “alcopops are cool”
- Less than one in four adults 21 or older agree that alcopops are targeted to adults instead of teens

Miscellaneous Comparisons

- 39 percent of women age 21 or older have tried alcopops**, compared with 31 percent of teen girls and twice that (60 percent) for those who have seen alcopop ads on TV, in print or in stores*
- Teen girls* have seen or heard more alcopop ads on TV, radio, billboards, online and in magazines than adult women**
- Fewer adult women** than teen girls* have seen or heard alcopops ads on TV, radio, the Web, or in stores
- One in four teen girls aged 16-18 have bought or had someone else buy alcopops for them*, compared with one in three legal-age adults**
- Approximately the same number of adults aged 21-44** as underage girls aged 16-18* agree that alcopops are popular among people their age group

* Findings from TRU poll

** Findings from Harris Interactive poll

Editor's Note:

The following are the results of two surveys of the same questions fielded by two different polling firms in the fall of 2004. Data for both surveys were weighted to reflect the total U.S. population on the basis of region, age within gender, education, household income, race/ethnicity and online access.

Teenage Research Unlimited (TRU) polled 741 U.S. teenagers aged 12-18 between October 13-18, 2004 through a monthly online omnibus survey

Harris Interactive polled 2,768 U.S. adults (aged 21 or up) between November 4-8, 2004. Within the total, 1161 were parents of children aged 13 years or older.

For more information, contact: AMA Media Relations, (312) 464-4430, or (312) 464-5970

American Medical Association

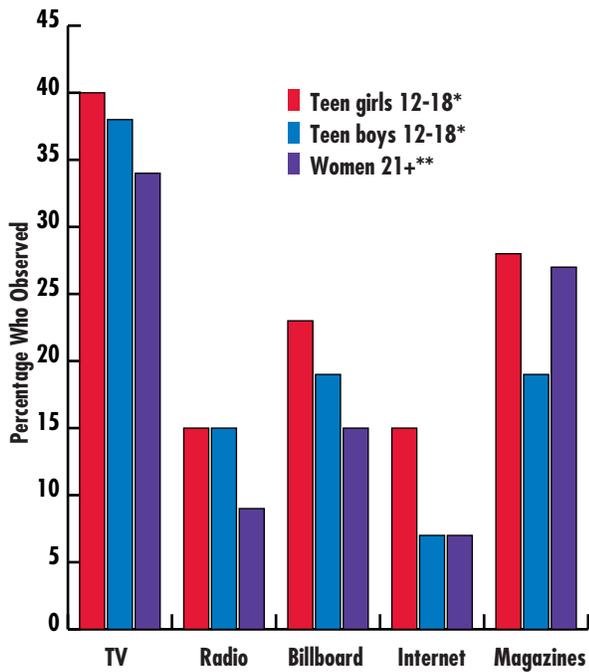
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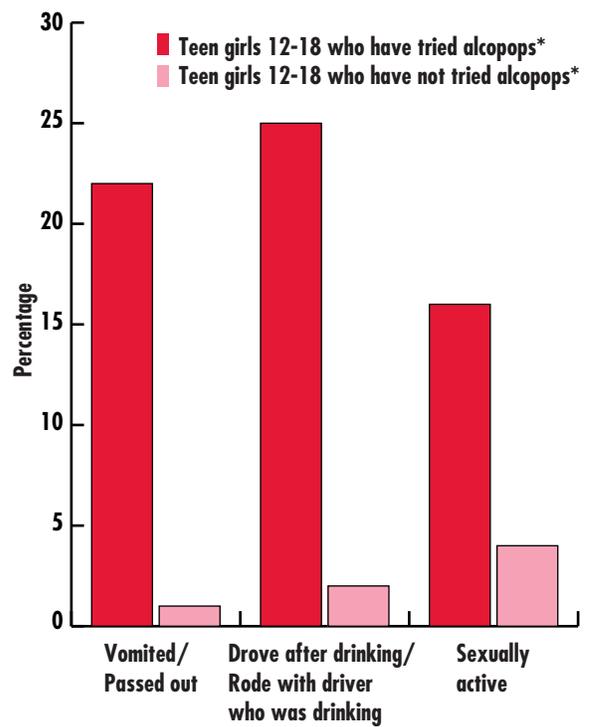
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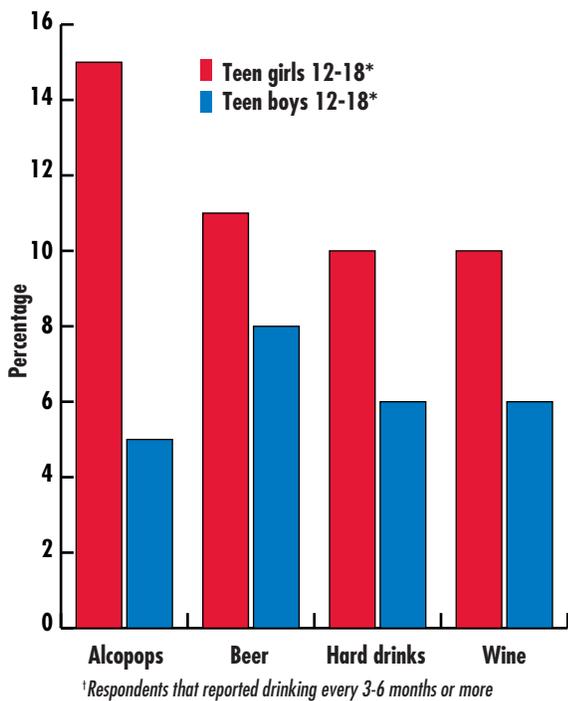
Exposure to Alcopops Advertising



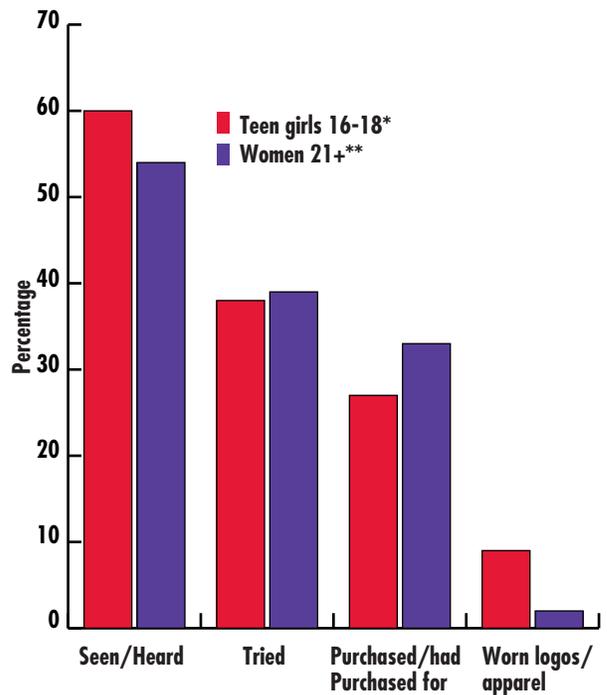
Consequences of Drinking Alcopops



Alcohol Consumption Girls vs Boys†



Experience with Alcopops



* Findings from TRU poll

** Findings from Harris Interactive poll