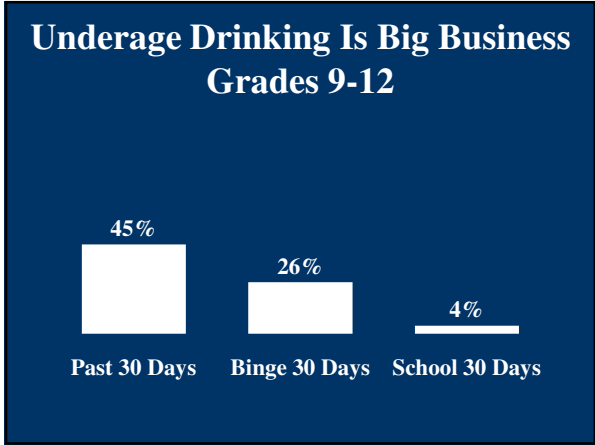
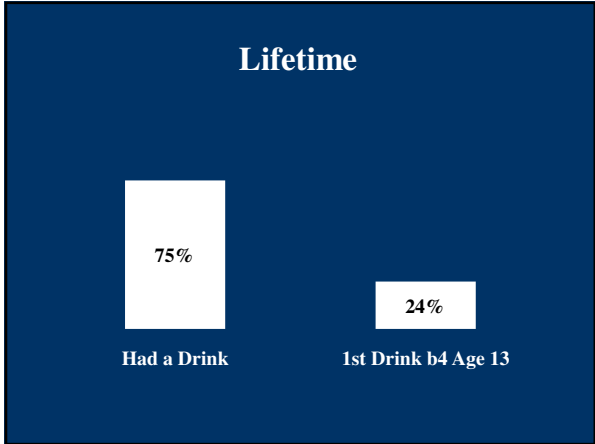


**Underage Drinking
and Related Crimes**

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Really Big Business

- 13.6 million underage customers in 2007
- \$1,820 in annual alcohol sales per kid who drinks illegally

Underage Drinkers Are Great Customers
Daily Drinks Per Drinker

2.9	4.2
Legal Drinker	Underage

Booze Consumed
When BAC Will Be > .08

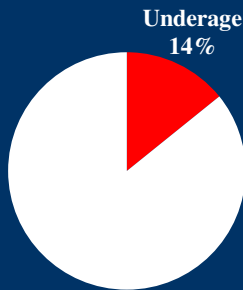
49%	82%
Legal Drinker	Underage

The alcohol industry denies it markets to kids

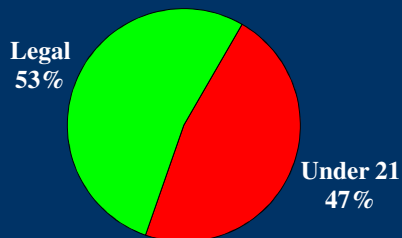
- But the signs are everywhere
- Are alcopops for the martini crowd or the beer bellies?
- Were the Budweiser frogs, the dinosaurs, or the clever dogs?



% Alcohol Consumption



47% of Alcopops Are Consumed Illegally by Underage Drinkers



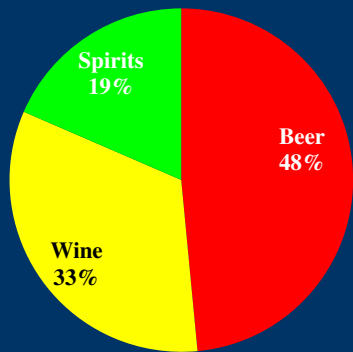
What kind of booze do kids drink?



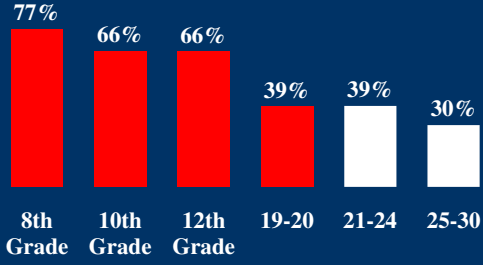
Bingers grades 6-10, in the past month, drank



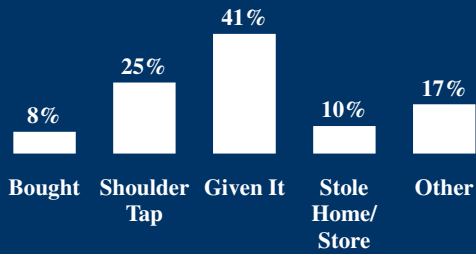
% of Total Underage Consumption, CA



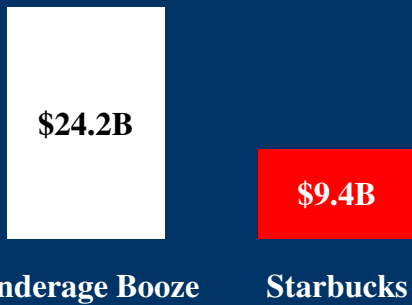
% of Drinkers Who Drank Alcopops in the Past Month



Primary Source of ETOH



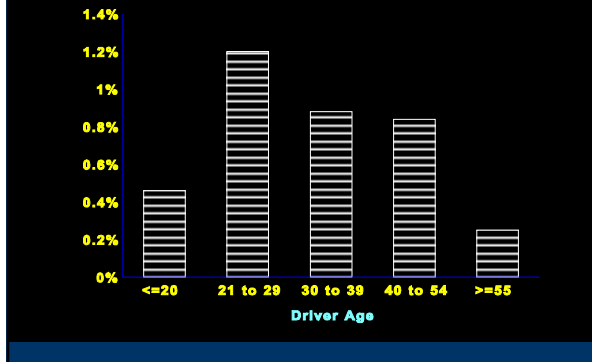
Nationally, \$24.2 Billion of Booze Was Consumed by Underage Drinkers in 2007

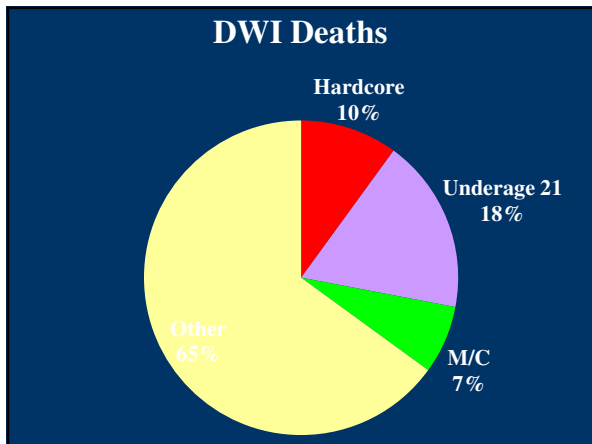


A Devastating Tidal Wave of Alcohol-Related Harm Resulted

- 3170 deaths
- 300 K DWI crashes
- 540 K violent crimes
- 1.2 million property crimes
- 400 K risky sexual encounters
- 100K alcohol poisonings & psychoses
- 70 K kids in alcohol treatment

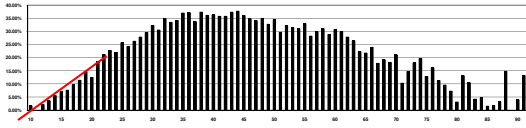
Figure 1. % of Kilometers Driven Drunk (BAC \geq .08) by Driver Age, United States, 1992-1993





Lowering MLDA from 21 to 18 would raise alcohol-involved suicide acts among 18 to 20 year olds by 27%

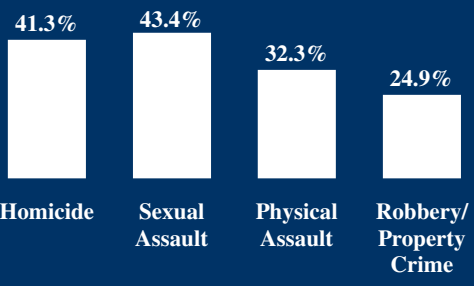
% of suicide discharges alcohol-involved by age: 9.1% Ages 12-21

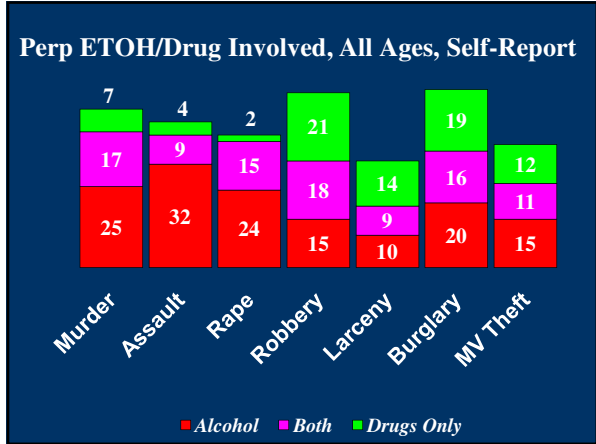


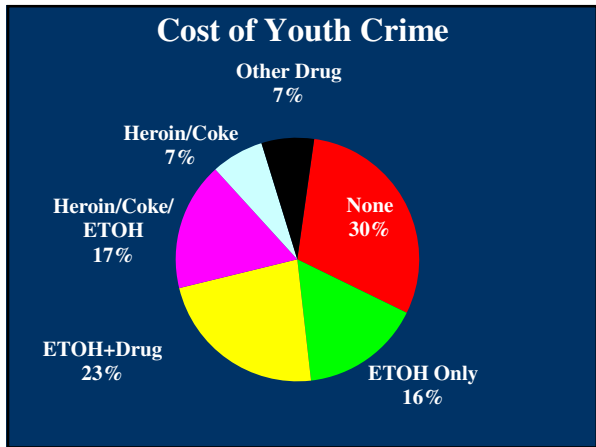
Perpetrator AOD Involvement

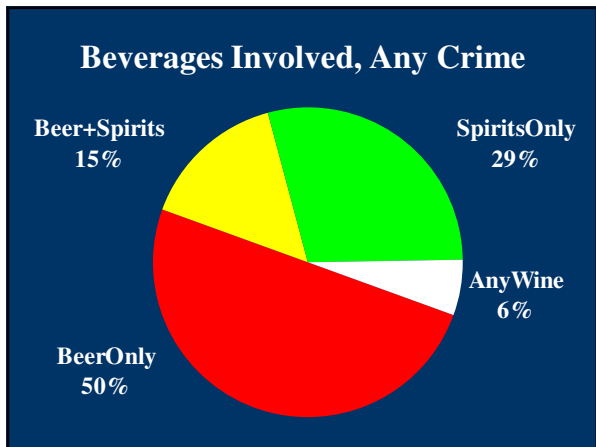


Crime: Surveys of Youth Custody & Youth in Adult Custody (excludes 20% of crimes involving ETOH & heroin or cocaine)





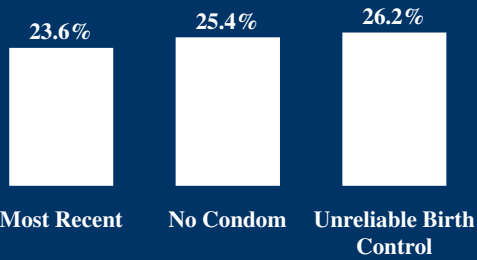




**40% of Medically Treated Assault
Victims Are BAC-Positive**

**Victimization Is 7-10 Times As
Likely When Someone Is Alcohol-
Positive As When (S)he Is Sober**

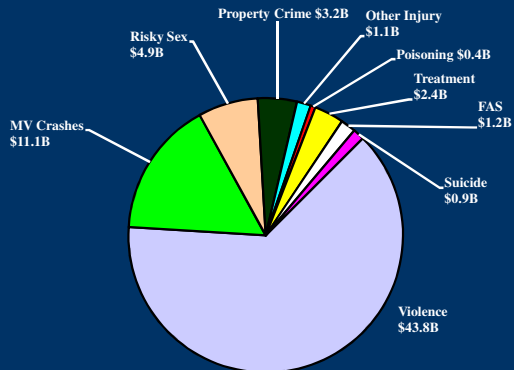
% Youth Sex Alcohol Involved



**The Costs are for Events Caused by
Alcohol**

- 90% of alcohol-involved crashes
- 50% of alcohol-involved crime & risky sex

Underage Drinking Cost \$69 B in 2007



How can we make \$69 B comprehensible?



A National Yardstick

\$69B

Underage drinking

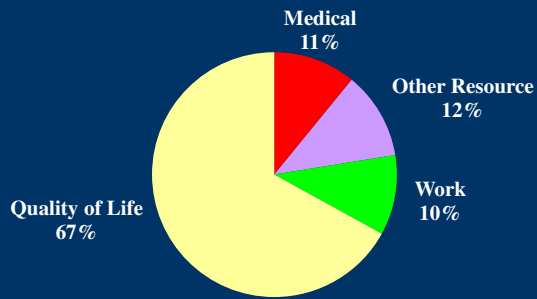
\$70B

US Depts Justice & Education

Divide by a Sensible Exposure Measure

- \$5180 Per Underage Drinker
- \$2320 Per Youth Ages 14-20
- \$3.30 Per Illegal Drink

Underage Drinking In the US Cost \$69B in 2007



Per Illegal Underage Drink



Fact sheets by state available

On web at

www.iaaonline.org/profiles.php

- % of alcohol consumed by youth
- Costs

2007 update will be out shortly

**Journal of Studies on Alcohol
July 2006**

- Societal Costs of Underage Drinking
- Ted Miller, David Levy, Rebecca Spicer & Dexter Taylor

Summary

- Underage drinking is a big, profitable business
- It causes \$69 B in harm annually; more than \$3/drink
- Almost 40% of youth violence involves alcohol
- In 18% of DWI deaths, underage drinkers were driving
