

Girls, Women and Alcohol

Alcohol Consumption

14 million women in the U.S. binge drink 3 times a month, consuming an average of 5.7 drinks per binge.

Binge drinking:

1 in 8 women



1 in 5 high school girls



Binge drinking among boys and young men (ages 12-20) decreased 17% from 2010 to 2012. There was no decrease for girls and young women.

Health Consequences



Excessive alcohol consumption increases the risk of:

- Breast cancer
- Heart disease
- Sexually transmitted diseases
- Unintended pregnancy
- Other health problems

25,000 women and girls die each year from alcohol.



Radio:

In 2009, per capita, girls heard 31% more wine advertising than boys in the top 29 radio markets

Internet:

The 10 alcohol brands underage females are most likely to drink have more than 42 million likes from persons of all ages on Facebook

Magazines:

Underage girls see substantially more advertising for the alcohol brands they are drinking than women of legal drinking age

TV:

In 2012, per capita, girls saw more cable TV advertising for 31 alcohol brands than boys

Alcohol Advertising Exposure