

NEWS

# Underage Drinkers Binge-Drink Bud Light More Than Any Other Alcohol Brand



Aluminum bottles of Bud Light beer on display at Alcoa headquarters in Pittsburgh. (AP Photo/Gene Puskar) *Credit: Gene Puskar/Associated Press*

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JUNE 16, 2014 6:20 PM

**B**ud Light is the most popular brand for underage binge-drinking, accounting for more than 13 percent of consumption, according to a [study](#) by researchers at Boston University and Johns Hopkins. The total is nearly double that of Jack Daniel's bourbons, which was the second most popular at 7 percent.

Although Bud Light was reported as the most popular brand, spirits were much more popular for underage binge-drinking, making up nearly 44 percent of consumption while beer made up less than 33 percent. Vodka was the most popular spirit consumed, with Smirnoff being the most popular brand.

Binge-drinking accounts for around two-thirds of all under-age alcohol consumption, according to the study, with the top-25 brands in terms of overall consumption accounting for more than 46 percent of all binge-drinking. The survey included 898 brands.

You can read the full report [here](#) by paying \$46 for 24-hour access to the document, which is approximately the cost of two 30-racks plus a six-pack of Bud Light.

*(@lilsarg is pretty sure, but not positive, that it's a 30-pack, not a 30-rack. We will update as more information becomes available.)*

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