

Bud Light, Smirnoff favorite among underage drinkers



Underage drinkers stick to a small number of alcohol brands (February 11, 2013)

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The alcohol of choice for underage drinkers is Bud Light, according to the first national survey looking at what brands young people consume the most.

Underage drinkers tend to stick to a small number of alcohol brands, according to the study conducted by researchers at the Boston University School of Public Health and the **Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health**.

The top 25 brands accounted for nearly half of youth alcohol consumption, while adult consumption is spread among different brands.

In the past month, 27.9 percent of underage youth drank Bud Light and 17 percent consumed Smirnoff malt beverages.

The researchers said further studies can now be done to determine how much marketing and commercials influence what young people drink.

Alcohol accounts for 4,700 deaths per year among those under age 21.

The report was published online in Alcoholism: Clinical & Experimental Research.

The top beverages among young people are:

1. Bud Light, 27.9 percent
2. Smirnoff malt beverages, 17.0 percent
3. Budweiser, 14.6 percent
4. Smirnoff vodkas, 12.7 percent
5. Coors Light, 12.7 percent
6. Jack Daniel's bourbons, 11.4 percent
7. Corona Extra, 11.3 percent
8. Mike's, 10.8 percent
9. Captain Morgan rums, 10.4 percent
10. Absolut vodkas, 10.1 percent