

STAND OUT POUR IT OUT.

WHAT YOUR FRIENDS REALLY THINK ABOUT ALCOHOL

Peer pressure is a big deal for high school students, so let's look at some statistics about today's youth across the state of Idaho, whether they're actually drinking, and what they really think about consuming alcohol.

Several recent studies and anonymous surveys have been conducted to learn more about what the rates for Idaho's underage alcohol consumption looks like. As it turns out, Idaho youth rank lower than the national average when it comes to social and binge drinking. Less than 15% of your peers have actually had alcohol in the past 30 days, and less than 7% of them were binge drinking.

How dangerous do our peers perceive alcohol to be? That's where we need to protect our friends the most: alcohol is considered to pose a "great risk" to our health by only about 50% of graduating Idaho seniors. With the extensive threat it poses to consumers, physically, financially, and legally, youth need to learn about the real danger of underage drinking. The good news is that this statistic is still higher than the national average, in which only around 33% of youth perceive alcohol consumption as risky.

About 12% of Idaho students believe that "most or all" of their friends drink alcohol regularly, but on each of these youth behavior surveys, a majority of students report not having consumed any alcohol in the past 30 days. What's the trend we're seeing? Youth assume their friends are drinking way more than they actually are!

