

Caregivers: Don't Underestimate the Power of Conversations

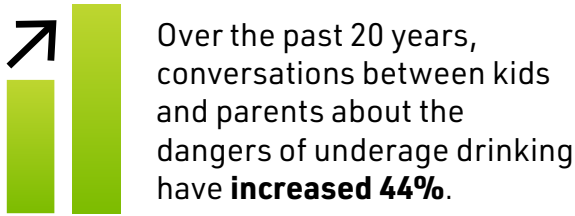
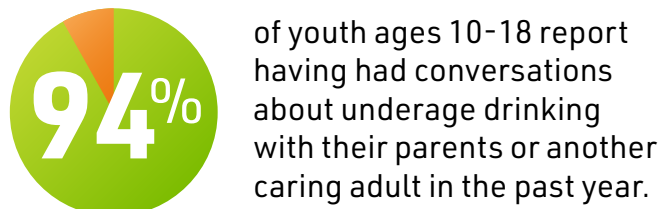


When conversations go up, underage drinking goes down. We asked parents and kids about their conversations--what they talk about, what concerns them and how they discuss risky behaviors to keep them safe and help them make smart, healthy decisions. Here is what we learned:

Parents & Caregivers - Your Conversations Matter



And kids are listening:



In addition to talking about alcohol, **more than four out of five parents (84%) and 83% of kids report they have had a discussion about the dangers of underage cannabis use at least once in the past year.**



Informed Kids Make Healthy Choices

Nine out of ten youth (91%) believe they have the information they need to make healthy decisions about underage drinking.

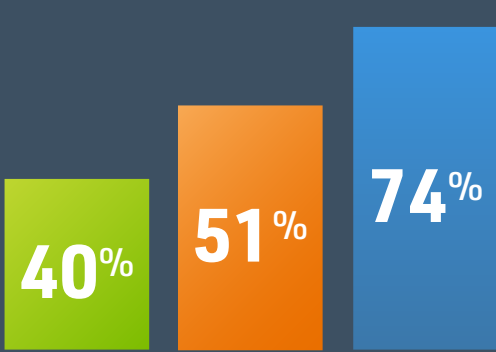
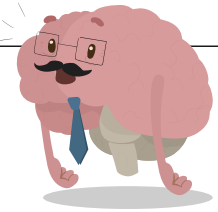


The rate of current underage drinking is **down 60%** since 2003.



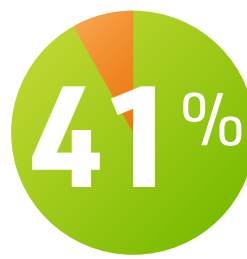
(Monitoring the Future, 2024)

Understanding Kids' Access to Alcohol



Ease of access to alcohol increases with age - **40% of 8th graders** report alcohol is "fairly" or "very" easy to access, increasing to **51% among 10th graders** and among **74% of 12th graders.**

(Monitoring the Future Survey, 2024)



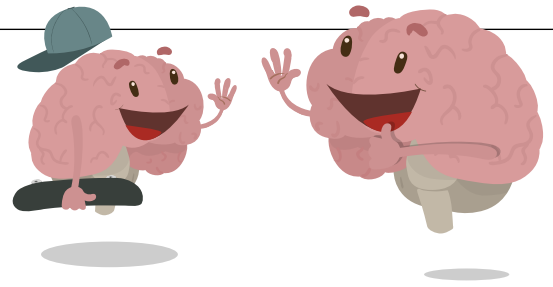
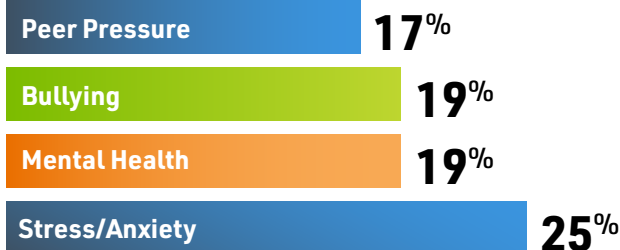
of kids believe they will be faced with a **decision regarding drinking or not drinking alcohol** within the next year, while 52% of parents think they will.



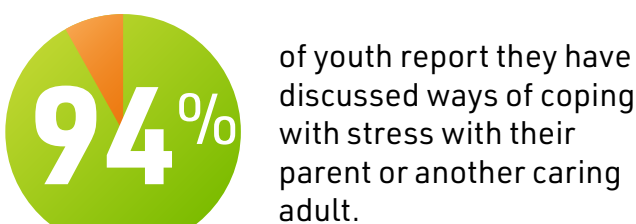
1-in-5 youth (23%) report they have been offered alcohol, and **21%** say they have attended a party where alcohol was served or available.

What Kids Worry About

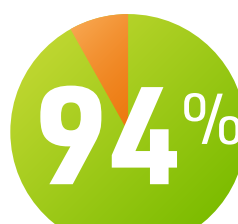
Stress/anxiety, mental health and bullying were reported to be the **most worrisome issues for kids** today. **One in four** youth report they are **very or extremely worried about stress and anxiety**, followed by **mental health (19%), bullying (19%)** and **peer pressure (17%).**



When it comes to their children's health and well-being, **nearly 4 out of 5 parents are very concerned about stress/anxiety (83%), emotional well-being (79%), peer pressure (79%) and mental health (77%).**



of youth report they have discussed ways of coping with stress with their parent or another caring adult.



of parents report having at least one conversation with their child about ways to cope with stress over the last year.

Parents are the #1 influence on their kids' decisions to drink – or not to drink – alcohol. Keep the conversations going. They matter, and they are working!

Unless otherwise stated, all statistics are attributed to APCO Insights for Responsibility.org Parent & Child survey, 2025