



Fact Sheet Girls Versus Boys

- Moms and daughters alike do not believe *drinking alcohol has more risks for girls than for boys* (56% and 58%, respectively). As their daughters age increases moms are significantly more likely to change their mind regarding the risks associated with drinking for their daughters – moms of 13-15 year olds, 36%; moms of 16-18 year olds, 49%, and moms of 19-20 year olds, 49%.
- More than half of moms and daughters agree *drinking alcohol impacts girls' reputations more than it does boys* (54% and 57%, respectively), however this also means that nearly half of moms and daughters do **not** agree that drinking impacts boys differently than girls.
- Interestingly, daughters (51%) are slightly more likely than moms (47%) to believe *physically, drinking alcohol affects girls and boys differently*. Moms of the oldest daughters – ages 19-20 – are more likely to understand this physiological difference between young women and men than moms with younger daughters.
- Six out of ten moms (64%) and daughters (60%) do **not** believe *boys are more likely to drink alcohol than girls*.

