

booze nation

TRENDS

Teenagers voted Abercrombie & Fitch the third most-popular brand (behind Nike and Hummer) in a market research survey, so it's no surprise that the same clothing company that's been blasted for using sex to sell its T-shirts is now under fire for the slogans that adorn them, including: "If you can read this you need another cocktail" and "Sotally Tober."

Abercrombie knows how to "preach to the choir." Alcohol is the #1 drug among teenagers—more than 8 million senior highers use it, and more than 5 million of them admit to binge drinking at least once a month. Other factoids from a reader survey by Teen People:

- Almost two-thirds of respondents say they've tried alcohol, but only 15% say they drink "at least every week-end."
- One out of 10 say they've driven a car while drunk.
- A third (32%) say they've "gone further sexually" than they would have if they were sober.
- Almost two-thirds (59%) say their parents don't know that they drink.
- A third (33%) say they've done something they regret



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while they were drinking.

Abercrombie has plenty of co-conspirators in its unofficial "just get drunk" campaign—teenagers see a mountain of alcohol advertising compared to the molehill of "don't drink" messages. On average, they sit through 779 TV commercials hawking alcohol compared to just nine ads discouraging underage drinking. So how do underage teenagers typically snag their booze? Two-thirds of them (66%) say their parents or other adults get it for them.