Young people drink too much: Survey

YOUNG people nowadays consume too much alcohol, according to the results of a survey.

Out of 531 youth aged between 18 and 25 surveyed, 73 per cent said they binge-drink at least once a month.

Health experts said having more than five drinks in one sitting is considered binge-drinking and is a cause for concern.

The survey showed that more than 60 per cent of respondents said that such drinking is common among those that they hang out with.

The study was commissioned by Asia Pacific Breweries (APB) Singapore and conducted by Dr Mathew Mathews from the Department of Sociology at the National University of Singapore.

Quipped 19-year-old student Joel Chan: “Youngsters nowadays, they like to drink. It is the cool thing to do.”

But responsible drinking can be cool too, said the young people leading the on-going campaign “Get Your Sexy Back”.

Through a variety of platforms like music and fashion, the initiative promotes moderation, backed up by facts and figures on current attitudes and drinking trends.

“With a better understanding of how youth think and behave, we are able to develop better programmes,” said Mr Bennett Neo, general manager of Asia Pacific Breweries, Singapore.

In the coming months, APB will be working with the owners of clubs and bars to deliver the message of responsible drinking.