SELTZERS & CANNED COCKTAILS

Fruity, fizzy and often stronger than they look.

Know the Basics

What they are

Flavored alcoholic drinks in cans: hard seltzers, hard teas and lemonades, and spirit-based canned cocktails.

Not "lighter" by default

A 12 oz seltzer at 5% alcohol is one standard drink. Many cans are bigger or stronger.

Do the math

12 oz at 5% = 1 drink. 16 oz at 8% = about 2. 12 oz at 12% = about 2.4. A 24 oz can at 8% = about 3.

Look-alike packaging

Many cans look like sparkling water, soda or energy drinks, making them easy to mistake or hide.

Easy to drink fast

Sweet, fruity flavors cover the taste of alcohol, so people drink more and faster than they realize.

BY THE NUMBERS

89%

of Indiana 7th–12th graders did **not** drink any alcohol in the past year.
2026 Indiana Youth Survey

Parties

were the most common source of alcohol for Indiana 9th–12th graders who drank. For 7th and 8th graders, it was parents or guardians.
2026 Indiana Youth Survey

Data Check: Using These Numbers Right

- **No Indiana data by drink type.** The survey asks about alcohol in general, so you can't say how many teens drink seltzers or canned cocktails specifically.
- **Question wording changed in 2026.** The survey added "seltzer" to its list of alcohol examples. When wording changes, compare trends over time with care.
- **Use source data for action.** Knowing where teens get alcohol points to strategies like party prevention and talking with parents.

Laws & Safety in Indiana

- **21** is the legal drinking age, whatever the drink looks like.
- **Under 21 and driving?** A blood alcohol level of 0.02% or higher, which can be one drink, is illegal.
- **Providing alcohol to anyone under 21** is illegal, including at a house party.
- **Alcohol poisoning?** Call 911. Never let someone "sleep it off."

Campaign Angles

- **Teach the standard drink:** check the can size and the alcohol percentage.
- **Name the look-alike problem** for parents, coaches and event planners.
- **Target where alcohol comes from:** parties and family. Most teens never buy it in a store.

Sources: 2026 Indiana Youth Survey, Prevention Insights, IU School of Public Health-Bloomington; National Institute on Alcohol Abuse and Alcoholism (NIAAA).