Studies have shown that the more young people are exposed to alcohol marketing, the more likely they are to start drinking, or if already drinking, to drink more. Alcohol industry guidelines advise against advertising on programs where more than 28.4% of the audience is underage.

Underage alcohol use is associated with many health risks including smoking, physical fighting, and high-risk sexual activity.

To reduce youth exposure to non-compliant alcohol advertising on cable TV, alcohol advertisers could place programs like these on a “No-Buy” list and avoid placing ads on them.

Learn more at camy.org/resources/reports