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.

Underage alcohol use is associated with many health risks including...

- SMOKING,
- PHYSICAL FIGHTING,
- AND HIGH-RISK SEXUAL ACTIVITY.

3.8 BILLION

Underage viewers saw an alcohol advertisement on a cable TV program that violated alcohol industry guidelines 3.8 billion times from October 2013-September 2015.

4,300 DEATHS

4,300 people under age 21 die every year as a result of alcohol use.

Alcohol industry guidelines advise against advertising on programs where more than 28.4% of the audience is underage.
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- Physical fighting,
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3.8 BILLION
were on programs that were non-compliant in the past

73.8%
were on cable network/time-of-day combinations that were non-compliant in the past

18.4%
were on low-rated programs

6.7%

Nearly 1 in 8 alcohol ads on cable TV violated industry guidelines during this time period.

ABOUT 99% of these 3.8 billion non-compliant exposures could be eliminated because:

- 73.8% were on programs that were non-compliant in the past
- 18.4% were on cable network/time-of-day combinations that were non-compliant in the past
- 6.7% were on low-rated programs

To reduce non-compliant alcohol advertising on cable TV, alcohol advertisers could use three no-buy list criteria:

1. Avoid placing ads on cable TV programs that violated industry guidelines in the past;
2. Avoid placing ads on cable networks at times of day that violated industry guidelines in the past; and
3. Avoid placing ads on low-rated programs.
Avoid placing ads on cable TV programs with a small number of adult viewers (i.e., less than 1 million).

Learn more at camy.org/resources/reports