Alcohol Advertising Exposure

14 million women in the U.S. binge drink 3 times a month, consuming an average of 5.7 drinks per binge.

Binge drinking:
- 1 in 8 women
- 1 in 5 high school girls

Binge drinking among boys and young men (ages 12-20) decreased 17% from 2010 to 2012. There was no decrease for girls and young women.

Alcohol Consumption

Excessive alcohol consumption increases the risk of:
- Breast cancer
- Heart disease
- Sexually transmitted diseases
- Unintended pregnancy
- Other health problems

25,000 women and girls die each year from alcohol.

Health Consequences

Radio:
In 2009, per capita, girls heard 31% more wine advertising than boys in the top 29 radio markets.

Internet:
The 10 alcohol brands underage females are most likely to drink have more than 42 million likes from persons of all ages on Facebook.

Magazines:
Underage girls see substantially more advertising for the alcohol brands they are drinking than women of legal drinking age.

TV:
In 2012, per capita, girls saw more cable TV advertising for 31 alcohol brands than boys.

The Center on Alcohol Marketing and Youth

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