



A PROGRAM OF FAMILY SERVICES

- The number of We ID signs found increased from 19 to 20 over the past year.
- However, most of these signs are also branded alcohol advertisements!



	2013	2014
Businesses visited:	87	77
Refused entry:	1	1
Ads Counted:	713	866
Average Ads per business:	8.2	11.25



- A single beer could be found as cheap as \$1.29—around the same as a single soda which costs \$1-\$2.

• On average, sports/recreational venues have the most branded alcohol advertisements— about 27.5 per venue.

• Of the 866 ads we counted, 333 were outdoor advertisements.

- Grocery stores had the second highest count (22.83), but these were mostly inside and contained within the store's liquor section.



- Pharmacies had the smallest number of branded ads per location— less than one each!

• At one location we found a pile of loose beer on the floor.



- Alcohol was often found placed next to soda— once it was even in the same cooler , mixed in on the same shelves!

