Advertising of Alcohol Products - Exterior

- We collect data 2 ways:
  - Count ads by size on store window, door, walls
    - Less than 1 ft in any dimension; 1-3 ft, or larger than 3 ft
  - Overall impression of advertising (subjective but provides a measure of the visual impact)
    - No ads
    - Discreet
    - Moderate
    - In your face
Exterior Advertising – Moderate
Exterior Advertising – Moderate
Store Exterior Advertising – Moderate
Exterior Advertising – In Your Face
Exterior Advertising – In Your Face
Counter-Advertising

- Signage to warn about age of sale restrictions
- Signage to warn about health effects of alcohol consumption
- Signage to warn about driving while intoxicated
Don't try if you're too young to buy.

Even.