

A day in the life of a child

The placement of alcohol marketing is pervasive in the community and creates an environment in which young people can be regularly exposed to alcohol marketing. This infographic is a hypothetical example of how many times an average 15 year old Australian child could be exposed to alcohol marketing in one day, based on placement-related complaints received by the AARB from January 2016 – March 2019. It updates the 'Day in the life of a child' timeline from the AARB Annual Report 2014-15.

