Broadcast and cable television has been a staple of entertainment in American homes, but recently online platforms like Netflix have expanded viewers’ options for television programming. Statistics show that Netflix subscriptions have increased while cable TV subscriptions have dropped (Huddleston, 2017). Studies have examined Netflix viewing habits including ‘binge watching” (Jenner, 2016) and how certain content such as mental illness and suicide are portrayed (Singer, 2017; Stafford, 2017). However, there is limited research on portrayals of harmful behaviors (e.g., the use of drugs, alcohol, and tobacco) on Netflix TV programs. The current study is an expansion of previous research by Mihelis and Mangano (2017) that examined portrayals of drugs (illegal and legal), alcohol, and tobacco on cable TV shows, PSAs and commercials. The present study analyzed portrayals in 90 Netflix shows for comedy, drama, and action genres. Messages about these substances were coded as negative, positive or neutral, according to the portrayal and/or verbal statements made during the scenes. Findings show that the majority of messages involved alcohol, followed by legal and illegal drugs, with far fewer portrayals of tobacco use. Positive portrayals outweighed neutral and negative portrayals for all three substances.