The Burden of Excessive Alcohol Use in Wisconsin

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Executive Summary
Excessive alcohol consumption in Wisconsin is a public health problem that affects every man, woman, and child living in the state. This study estimates the economic costs of excessive alcohol consumption in Wisconsin using a national study of the estimated economic cost of excessive alcohol consumption in the United States and Wisconsin’s proportion of binge drinkers. Data from the national study, conducted in 2006 and published in 2011, was adjusted to 2012 dollars. The estimated cost of excessive alcohol consumption in Wisconsin was $6.8 billion in 2012. This cost is borne by everyone in the state, not just the drinkers themselves. Revenue generated by current alcohol taxes covers less than 1% of the total economic cost.
THE BURDEN OF EXCESSIVE ALCOHOL USE IN WISCONSIN

Revisions
1. The definition of heavy drinking has been corrected: >1 drink per day on average for a woman, and >2 drinks per day on average for a man.
2. The map on the Ozaukee County profile has been corrected.
4. The alcohol tax revenue cited on page 5 has been corrected to account for credits given by the Wisconsin Department of Revenue.
5. Reference 28 has been modified to more clearly explain which rates were used and why.
6. Appendix 1 has been revised to include the prevalence of binge drinking in each county.
THE BURDEN OF EXCESSIVE ALCOHOL USE IN WISCONSIN

**Introduction**

Excessive alcohol consumption is one of Wisconsin’s biggest public health issues. Excessive alcohol consumption is associated with many negative health and social consequences,\(^1\)\(^-\)\(^15\) which come at a great economic cost. These consequences and associated economic costs are borne by individual users, family members, neighbors, and entire communities. Everyone who lives and works in Wisconsin is affected by the health and economic costs of excessive alcohol consumption.

In 2011, the most recent year data is available, excessive drinking in Wisconsin resulted in approximately \(1529\) deaths,\(^16\) \(48,578\) hospitalizations,\(^17\) \(46,583\) treatment admissions,\(^18\) \(60,221\) arrests,\(^19\) and \(5,751\) motor vehicle crashes (2010).\(^20\) Wisconsin ranks number 1 in the U.S. in rates of binge drinking and number 1 in intensity of drinking – Wisconsin adults report drinking an average of 9 drinks per occasion.\(^21\)

The purpose of this report is to present estimates of the economic cost of excessive alcohol consumption in Wisconsin and its impact on the state. It is our hope that these estimates will be used to more fully assess the public health impact of excessive drinking and inform discussions of public policy.

**Methods**

*Excessive Alcohol Consumption*

For the purpose of this report, excessive alcohol consumption was defined as binge drinking (≥4 drinks per occasion for a woman, and ≥5 drinks per occasion for a man); heavy drinking (>1 drink per day on average for a woman, and >2 drinks per day on average for a man); any alcohol consumption by youth aged <21 years; and any alcohol consumption by pregnant women. This definition is consistent with Centers for Disease Control and Prevention\(^21\) and National Institute on Alcoholism and Alcohol Abuse\(^22\) standards used to identify harmful patterns of alcohol consumption.

*Economic Costs*

National U.S. estimates of the economic costs of excessive alcohol consumption obtained by Bouchery, Hendrick, Sacks, Simon, and Brewer (2011)\(^23\) were used to extrapolate economic costs in Wisconsin. Binge drinking is responsible for the majority (76%) of alcohol-related costs\(^23\) and was therefore used to determine the percentage of the national estimates attributable to Wisconsin. The Consumer Price Index\(^24\) (CPI) was used to adjust the 2006 estimates from Bouchery et al. to 2012 dollars. Other states have used a similar methodology for estimating alcohol-related costs including New Mexico\(^25\), Oregon\(^26\), and Minnesota.\(^27\)

*State-level estimates:*

1. National and Wisconsin binge drinking rates from the Behavioral Risk Factor Surveillance System\(^28\) were multiplied by national and state adult (18 and older) population sizes\(^29\) to obtain the estimated number of binge drinkers in the U.S. and Wisconsin. The number of Wisconsin binge drinkers was divided by the total number of binge drinkers
THE BURDEN OF EXCESSIVE ALCOHOL USE IN WISCONSIN

in the U.S. to determine the percentage of U.S. binge drinkers coming from Wisconsin. (See calculations below)

2. National economic cost estimates were adjusted for inflation using the CPI for 2012.
3. Wisconsin’s binge drinker percentage was multiplied by the adjusted national total and categorical economic cost estimates to determine the amount attributed to Wisconsin as a state.

<table>
<thead>
<tr>
<th>Step 1</th>
<th>2010 WI Population (18+)</th>
<th>x</th>
<th>Binge Drinking %</th>
<th>=</th>
<th># of Binge Drinkers in WI</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,367,605</td>
<td>23%</td>
<td></td>
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<td>999,358</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Step 1</th>
<th>2010 US Population (18+)</th>
<th>x</th>
<th>Binge Drinking %</th>
<th>=</th>
<th># of Binge Drinkers in US</th>
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</thead>
<tbody>
<tr>
<td>235,572,845</td>
<td>16%</td>
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<td>37,691,655</td>
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</table>

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Proportion of Binge Drinkers ((18+) in WI</th>
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</thead>
<tbody>
<tr>
<td>999,358 ÷ 37,691,655</td>
<td>2.65%</td>
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</tbody>
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<tbody>
<tr>
<td>$223,478.60</td>
<td>1.15</td>
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<td>$257,000.39</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Step 3</th>
<th>US National Estimate (millions 2012 dollars)</th>
<th>x</th>
<th>Proportion of Binge Drinkers in WI</th>
<th>=</th>
<th>Costs Attributed to WI (millions 2012 dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$257,000.39</td>
<td>2.65%</td>
<td></td>
<td></td>
<td>$6,810.51</td>
<td></td>
</tr>
</tbody>
</table>

County-level estimates:
1. County-level binge drinking prevalence rates from Behavioral Risk Factor Surveillance System were multiplied by county adult (18 and older) population sizes to obtain the number of binge drinkers in each Wisconsin county.
2. The number of binge drinkers in each county was divided by the total number of binge drinkers in Wisconsin to determine the percentage of binge drinkers for each county.
3. The percentage of binge drinkers in each county was used to determine what proportion of Wisconsin’s total and categorical alcohol-related costs are attributed to each county (Appendix 1).
Bouchery et al. divided costs into the following sub-categories:

⇒ Healthcare
- Specialty care for abuse/dependence
- Hospitalizations for the 54 Alcohol-Related Disease Impact (ARDI) conditions\(^{30}\) (primary diagnosis only)
- Fetal alcohol syndrome
- Health insurance administration
- Prevention and research
- Ambulatory care for the 54 ARDI conditions (primary diagnosis only)
- Nursing home costs
- Training of substance abuse and mental health professionals

⇒ Productivity (estimated earnings levels)
- Lost productivity while at work, home, or while institutionalized
- Premature mortality
- Incarceration of perpetrators
- Absenteeism
- Crime (loss of work among victims)
- Fetal alcohol syndrome

⇒ Other
- Criminal justice (police, court system, corrections, legal costs)
- Motor vehicle crashes
- Fire losses
- Crime victim property damage
- Fetal alcohol syndrome – special education

Bouchery et al. further identified who was responsible for paying the alcohol-related costs and the following percentages were carried over to determine the breakdown of costs in Wisconsin:

<table>
<thead>
<tr>
<th>Table 1: Percentage of alcohol-related costs attributed to each payer type by category(^{23})</th>
<th>Government</th>
<th>Excessive drinker and family</th>
<th>Others in society</th>
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</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>60.9</td>
<td>10.3</td>
<td>28.8</td>
</tr>
<tr>
<td>Lost productivity</td>
<td>35.1</td>
<td>54.6</td>
<td>10.4</td>
</tr>
<tr>
<td>Criminal justice</td>
<td>98.8</td>
<td>1.1</td>
<td>0</td>
</tr>
<tr>
<td>Motor vehicle crashes</td>
<td>0</td>
<td>14.2</td>
<td>85.8</td>
</tr>
<tr>
<td>Other</td>
<td>65.8</td>
<td>4.8</td>
<td>29.3</td>
</tr>
</tbody>
</table>

*Totals may not equal 100% due to rounding adjustments

Per capita costs were determined by dividing the estimated state and county costs by the total population in the state and each county, respectively.
THE BURDEN OF EXCESSIVE ALCOHOL USE IN WISCONSIN

Results

Economic Costs

The estimated total annual economic cost of excessive drinking in Wisconsin is $6.8 billion. On a per capita basis, this cost is approximately $1,198 for each man, woman, and child in Wisconsin. Of the total cost, $2.9 billion came from impaired productivity; $2 billion came from premature mortality costs; $749 million came from increased healthcare costs; $649 million came from criminal justice costs; $418 million came from motor vehicle costs; and $90 million came from other effects.

Healthcare Costs

Of the $749 million in health expenditures attributable to alcohol, $325 million (43.4%) was from specialty treatment for alcohol abuse and dependence and $156 million (20.8%) from hospitalizations for other medical conditions stemming from excessive drinking.

Lost Productivity Costs

The two largest productivity losses were from lost productivity at work, estimated at $1.3 billion (45.9%) and $1.2 billion (40.3%) in lost productivity in premature mortality.

Other Costs

The two largest costs were criminal justice system costs (55.7%) and motor vehicle crashes (36.4%). Of the $649 million in Wisconsin criminal justice system costs, Bouchery et al. determined 76.8%, or $498 million in Wisconsin, came from crimes that would not be thought of as solely alcohol-attributable (e.g., assault) as opposed to obviously alcohol-attributable crimes like driving under the influence of alcohol.

Of the total $498 million cost of alcohol-attributable crime, 43.8% came from crash-related costs from driving under the influence, 17.2% came from corrections costs, and 15.1% came from lost productivity associated with homicide.

Who Bears the Cost

In Wisconsin, $2.9 billion of the total economic cost of excessive alcohol was borne by government, including federal, state, and local government agencies (Table 2); $2.8 billion use was borne by excessive drinkers and their family members; and $1.1 billion was borne by others in society, including private health insurers, employers, and others.
**Table 2: US National and Wisconsin alcohol cost estimates by category and payer ($, millions)**

<table>
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<tbody>
<tr>
<td></td>
<td>Society a</td>
<td>Government b</td>
<td>Society</td>
</tr>
<tr>
<td>TOTAL</td>
<td>223,478.6</td>
<td>94,195.8</td>
<td>257,000.4</td>
</tr>
<tr>
<td>Healthcare</td>
<td>24,555.6</td>
<td>14,954.4</td>
<td>28,238.9</td>
</tr>
<tr>
<td>Lost productivity</td>
<td>161,286.1</td>
<td>56,611.4</td>
<td>185,479.0</td>
</tr>
<tr>
<td>Criminal justice</td>
<td>20,972.7</td>
<td>20,742.0</td>
<td>24,118.6</td>
</tr>
<tr>
<td>Motor vehicle crashes</td>
<td>13,718.4</td>
<td>0</td>
<td>15,776.2</td>
</tr>
<tr>
<td>Other</td>
<td>2,945.9</td>
<td>1,938.4</td>
<td>3,387.8</td>
</tr>
</tbody>
</table>

a Society refers to all payers (government, excessive drinker and family, and others in society)

b Government refers to all government entities; Federal, State, and local.

**Discussion**

The burden of excessive alcohol consumption in Wisconsin is manifested in social, health, and economic damages. Although this burden is not shared equally by everyone in the state, its impact is felt by everyone because many of the costs filter throughout the economy via higher insurance rates, diverted government spending to address substance abuse related crimes and consequences, lost economic output, and higher healthcare costs.

It should be noted that, although the $6.8 billion figure is the best currently available estimate of the cost of excessive drinking in Wisconsin, Bouchery et al. caution that it is a substantial underestimate due to data limitations, conservative estimates, and the non-inclusion of intangible costs like pain, suffering, and bereavement.

Despite these limitations, this study shows that the economic impact of excessive alcohol consumption is carried by people other than the excessive drinkers themselves. The $56 million in 2012 state revenues from alcohol taxes do not begin to cover the economic costs.

Effective interventions to reduce excessive alcohol consumption — including increasing alcohol excise taxes, limiting alcohol outlet density, maintaining and enforcing the minimum legal drinking age of 21 years, and specific countermeasures for alcohol-impaired driving such as sobriety checkpoints — are available but are underutilized in reducing the health, social, and economic impacts of excessive drinking. For more information regarding evidence-based prevention strategies, visit What Works for Health (http://whatworksforhealth.wisc.edu/), the Wisconsin State Council on Alcohol and Other Drug Abuse’s report on Alcohol, Culture and Environment (http://scaoda.state.wi.us/docs/ace/ACE2011reprint.pdf), and The Community Guide (http://www.thecommunityguide.org/index.html).

Estimates of the economic cost of excessive alcohol consumption in each county are provided to facilitate local discussion, planning, and action.
Acknowledgements

The University of Wisconsin Population Health Institute would like to thank the following people for providing data, expertise, and support in developing this report:

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Winnebago County

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Health First Wisconsin

Dorothy Chaney, Proprietor and Director
Wisconsin Community Health Alliance

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Chris Fitzgerald, Sheriff
Barron County

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City of Madison Municipal Court

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Health First Wisconsin

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Wisconsin Clearinghouse for Prevention Resources

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Focus on Community

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Bureau of Prevention Treatment and Recovery, Wisconsin Department of Health Services

Lou Oppor, Section Chief, Substance Abuse Services Section
Bureau of Prevention Treatment and Recovery, Wisconsin Department of Health Services

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THE BURDEN OF EXCESSIVE ALCOHOL USE IN WISCONSIN

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University of Wisconsin Law School

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Wisconsin Division of Public Health, Wisconsin Department of Health Services

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References and Endnotes


THE BURDEN OF EXCESSIVE ALCOHOL USE IN WISCONSIN

   a. The binge drinking rate from 2007 was used to determine the number of binge drinkers in the United States.
   b. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights. Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.
30. Centers for Disease Control and Prevention, Alcohol-Related Disease Impact Software (ARDI), available at https://apps.nccd.cdc.gov/ardi/Homepage.aspx - ARDI is an online application that provides national and state estimates of alcohol-related health impacts, including deaths and years of potential life lost (YPLL). These estimates are calculated for 54 acute and chronic causes using alcohol-attributable fractions.
The Burden of Excessive Alcohol Use in Wisconsin

Appendix 1 – Prevalence of Binge Drinking and Proportion of Binge Drinkers by County

- Prevalence refers to the percentage of adults, ages 18+, who report binge drinking.
- Proportion refers to the contribution of each county to the state's overall prevalence.

<table>
<thead>
<tr>
<th>Prevalence</th>
<th>Proportion</th>
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<tbody>
<tr>
<td>Adams</td>
<td>22%</td>
</tr>
<tr>
<td>Ashland</td>
<td>26%</td>
</tr>
<tr>
<td>Barron</td>
<td>26%</td>
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<tr>
<td>Bayfield</td>
<td>18%</td>
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<tr>
<td>Brown</td>
<td>25%</td>
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<tr>
<td>Buffalo</td>
<td>23%</td>
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<td>Burnett</td>
<td>17%</td>
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<tr>
<td>Calumet</td>
<td>38%</td>
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<tr>
<td>Chippewa</td>
<td>20%</td>
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<tr>
<td>Clark</td>
<td>23%</td>
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<tr>
<td>Columbia</td>
<td>29%</td>
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<td>Crawford</td>
<td>25%</td>
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<td>Dane</td>
<td>25%</td>
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<tr>
<td>Dodge</td>
<td>24%</td>
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<td>Door</td>
<td>25%</td>
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<tr>
<td>Douglas</td>
<td>25%</td>
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<tr>
<td>Dunn</td>
<td>18%</td>
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<tr>
<td>Eau Claire</td>
<td>30%</td>
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<tr>
<td>Florence</td>
<td>28%</td>
</tr>
<tr>
<td>Fond du Lac</td>
<td>22%</td>
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<tr>
<td>Forest</td>
<td>22%</td>
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<tr>
<td>Grant</td>
<td>28%</td>
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<td>Green</td>
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<td>Green Lake</td>
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<td>Iowa</td>
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<td>Iron</td>
<td>29%</td>
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<tr>
<td>Jackson</td>
<td>17%</td>
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<td>Jefferson</td>
<td>23%</td>
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<td>Juneau</td>
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<tr>
<td>Kenosha</td>
<td>19%</td>
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<tr>
<td>Kewaunee</td>
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<td>Lincoln</td>
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<td>Manitowoc</td>
<td>27%</td>
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<table>
<thead>
<tr>
<th>Prevalence</th>
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<tbody>
<tr>
<td>Marathon</td>
<td>22%</td>
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<td>Marinette</td>
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<td>Menominee</td>
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<td>Milwaukee</td>
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<td>Ozaukee</td>
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<td>Pepin</td>
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<td>Portage</td>
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<td>Price</td>
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<td>Racine</td>
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<td>Richland</td>
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<td>Rock</td>
<td>24%</td>
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<td>Rusk</td>
<td>16%</td>
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<td>St. Croix</td>
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<td>Sauk</td>
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<td>Sawyer</td>
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<td>Shawano</td>
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<td>Taylor</td>
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<td>Vernon</td>
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<tr>
<td>Winnebago</td>
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<tr>
<td>Wood</td>
<td>19%</td>
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</tbody>
</table>
The Burden of Excessive Alcohol Use in Wisconsin

Annual economic cost of excessive alcohol use in Wisconsin $6.8 BILLION

What We Pay For\(^1,2\)

- **$2.9 billion** Lost Productivity
- **$2.0 billion** Premature Death
- **$749 million** Healthcare
- **$649 million** Criminal Justice
- **$418 million** Motor Vehicle
- **$90 million** Other

We All Pay\(^1,2\)

- **$2.9 billion** Taxpayers
- **$2.8 billion** Excessive Drinkers and their Families
- **$1.1 billion** Others in Society (including health insurers, employers)

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption contributed to at least:

- 1,529 deaths\(^4\)
- 48,578 hospitalizations\(^5\)
- 46,583 treatment admissions\(^6\)
- 60,221 arrests\(^7\)
- 5,751 motor vehicle crashes\(^8\)

For more details, please refer to the full report, available online at
http://uwphi.pophealth.wisc.edu/.

How We Got Here

High Consumption

Wisconsin’s annual alcohol consumption is 28% higher than the national average.\(^9\)

#1 in Binge Drinking

Wisconsin ranks highest among all states in binge drinking, an important risk factor for alcohol related injuries and deaths.\(^9\)

Binge drinking = 5+ drinks on an occasion for men; 4+ drinks for women.

Excessive alcohol use in Wisconsin costs $1,200 per person
Suggested Citation


References and Notes


6 Wisconsin Division of Mental Health and Substance Abuse Services. Human Services Reporting System staff data query. 2013.


8 Wisconsin Department of Transportation. 2010 Wisconsin Traffic Crash Facts, Section V: Alcohol. 2011.

9 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

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The Cost of Excessive Alcohol Use in Adams County

Annual economic cost of excessive alcohol use in Adams County: $26.2 MILLION

What We Pay For

- $2.9 million Healthcare
- $18.9 million Lost Productivity
- $4.4 million Other

Cost per Adams County resident: $1,257.06

We All Pay

- $10.9 million Excessive Drinkers and their Families
- $11.1 million Taxpayers
- $4.3 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Adams County contributed to at least:
- 9 alcohol-related deaths
- 7 alcohol-related hospitalizations
- 208 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Adams County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>23%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Ashland County

Annual economic cost of excessive alcohol use in Ashland County $22.1 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$2.4</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$15.9</td>
</tr>
<tr>
<td>Other</td>
<td>$3.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$22.1</td>
</tr>
</tbody>
</table>

Cost per Ashland County resident: $1,365.06

We All Pay

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$9.3</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$9.2</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$3.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$22.1</td>
</tr>
</tbody>
</table>

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences. Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Ashland County contributed to at least:

- 5 alcohol-related deaths
- 264 alcohol-related hospitalizations
- 145 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
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References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Barron County

Annual economic cost of excessive alcohol use in Barron County $63.5 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$7.0 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$45.8 million</td>
</tr>
<tr>
<td>Other</td>
<td>$10.7 million</td>
</tr>
</tbody>
</table>

Cost per Barron County resident: $1,384.56

We All Pay

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$26.7 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$26.4 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$10.4 million</td>
</tr>
</tbody>
</table>

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Barron County contributed to at least:
- 12 alcohol-related deaths
- 367 alcohol-related hospitalizations
- 388 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barron County</td>
<td>26%</td>
</tr>
<tr>
<td>WI</td>
<td>23%</td>
</tr>
<tr>
<td>US</td>
<td>16%</td>
</tr>
</tbody>
</table>
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Bayfield County

Annual economic cost of excessive alcohol use in Bayfield County: $15.0 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$1.6 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$10.8 million</td>
</tr>
<tr>
<td>Other</td>
<td>$2.5 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15.0 million</strong></td>
</tr>
</tbody>
</table>

Bayfield County population: 15,012

Cost per Bayfield County resident: $996.59

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Bayfield County contributed to at least:

- 6 alcohol-related deaths
- 147 alcohol-related hospitalizations
- 36 alcohol-related arrests

We All Pay

<table>
<thead>
<tr>
<th>Cost Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$6.3 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$6.2 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$2.4 million</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$15.0 million</strong></td>
</tr>
</tbody>
</table>

Others in Society includes private health insurers, employers, crime victims, and others.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men; average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Bayfield County: 18%
WI: 23%
US: 16%

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Brown County

Annual economic cost of excessive alcohol use in Brown County $318 MILLION

What We Pay For

- $35.0 million Healthcare
- $229.8 million Lost Productivity
- $53.6 million Other

Total: $318 million

Lost Productivity

- Cost per Brown County resident: $1,283.58

We All Pay

- $134.0 million Taxpayers
- $132.1 million Excessive Drinkers and their Families
- $51.9 million Others in Society

Total: $318 million

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Brown County contributed to at least:

- 59 alcohol-related deaths
- 2,030 alcohol-related hospitalizations
- 3,024 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Binge Drinking Rates

Brown County 25%

WI 23%

US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Buffalo County

Annual economic cost of excessive alcohol use in Buffalo County $16.7 MILLION

What We Pay For

$16.7 million
- $1.8 million Healthcare
- $12.0 million Lost Productivity
- $2.8 million Other

Cost per Buffalo County resident: $1,227.94

We All Pay

$16.7 million
- $7.0 million Taxpayers
- $6.9 million Excessive Drinkers and their Families
- $2.7 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Buffalo County contributed to at least:
- 6 alcohol-related deaths
- 83 alcohol-related hospitalizations
- 128 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Buffalo County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>23%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
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2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Burnett County

Annual economic cost of excessive alcohol use in Burnett County **$14.5 MILLION**

**What We Pay For**

- **$1.6 million** Healthcare
- **$10.4 million** Lost Productivity
- **$2.4 million** Other

Cost per Burnett County resident: $935.43

**We All Pay**

- **$6.1 million** Taxpayers
- **$6.0 million** Excessive Drinkers and their Families
- **$2.4 million** Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Burnett County contributed to at least:

- 5 alcohol-related deaths³
- 85 alcohol-related hospitalizations⁴
- 77 alcohol-related arrests⁵

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

**Binge Drinking Rates**

Burnett County 17%  
WI 23%  
US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Calumet County

Annual economic cost of excessive alcohol use in Calumet County $93.1 MILLION

What We Pay For

- $10.2 million Healthcare
- $67.2 million Lost Productivity
- $15.7 million Other

Total: $93.1 million

Cost per Calumet County resident: $1,901.81

We All Pay

- $39.2 million Taxpayers
- $38.7 million Excessive Drinkers and their Families
- $15.2 million Others in Society

Total: $93.1 million

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Calumet County contributed to at least:

- 10 alcohol-related deaths
- 119 alcohol-related hospitalizations
- 189 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

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References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Chippewa County

**Annual economic cost of excessive alcohol use in Chippewa County** $65.4 MILLION

### What We Pay For

- **$7.2 million** Healthcare
- **$47.2 million** Lost Productivity
- **$11.0 million** Other

Cost per Chippewa County resident: $1,047.32

### We All Pay

- **$27.5 million** Taxpayers
- **$27.1 million** Excessive Drinkers and their Families
- **$10.7 million** Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences. Others in Society includes private health insurers, employers, crime victims, and others.

### Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Chippewa County contributed to at least:

- 16 alcohol-related deaths
- 521 alcohol-related hospitalizations
- 586 alcohol-related arrests

### How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Clark County

Annual economic cost of excessive alcohol use in Clark County $38.6 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$4.2 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$27.9 million</td>
</tr>
<tr>
<td>Other</td>
<td>$6.5 million</td>
</tr>
</tbody>
</table>

Cost per Clark County resident: $1,113.46

We All Pay

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$16.3 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$16.0 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$6.3 million</td>
</tr>
</tbody>
</table>

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Clark County contributed to at least:
- 8 alcohol-related deaths
- 242 alcohol-related hospitalizations
- 326 alcohol-related arrests

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Clark County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Binge</td>
<td>23%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Columbia County

Annual economic cost of excessive alcohol use in Columbia County **$86.6 MILLION**

What We Pay For

- **$9.5 million** Healthcare
- **$62.5 million** Lost Productivity
- **$14.6 million** Other

Cost per Columbia County resident: **$1,524.55**

We All Pay

- **$36.5 million** Taxpayers
- **$36.0 million** Excessive Drinkers and their Families
- **$14.1 million** Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Columbia County contributed to at least:

- 15 alcohol-related deaths
- 518 alcohol-related hospitalizations
- 781 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

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2013
The Cost of Excessive Alcohol Use in Crawford County

Annual economic cost of excessive alcohol use in Crawford County $22.1 MILLION

What We Pay For

- **$2.4 million** Healthcare
- **$16.0 million** Lost Productivity
- **$3.7 million** Other

Cost per Crawford County resident: $1,329.61

We All Pay

- **$9.3 million** Taxpayers
- **$9.2 million** Excessive Drinkers and their Families
- **$3.6 million** Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Crawford County contributed to at least:
- 5 alcohol-related deaths
- 115 alcohol-related hospitalizations
- 131 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Crawford County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>23%</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>

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Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Dane County

Annual economic cost of excessive alcohol use in Dane County: $654.8 MILLION

What We Pay For

- $72.0 million Healthcare
- $472.6 million Lost Productivity
- $110.3 million Other

Cost per Dane County resident: $1,341.54

We All Pay

- $275.7 million Taxpayers
- $271.7 million Excessive Drinkers and their Families
- $106.7 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Dane County contributed to at least:
- 98 alcohol-related deaths
- 3,706 alcohol-related hospitalizations
- 5,824 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Dane County population: 488,073

Dane County 25%
WI 23%
US 16%

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
Annual economic cost of excessive alcohol use in Dodge County $113.7 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$12.5 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$82.1 million</td>
</tr>
<tr>
<td>Other</td>
<td>$19.2 million</td>
</tr>
</tbody>
</table>

We All Pay

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$47.9 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$47.2 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$18.5 million</td>
</tr>
</tbody>
</table>

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Dodge County contributed to at least:
- 21 alcohol-related deaths
- 675 alcohol-related hospitalizations
- 762 alcohol-related arrests

Cost per Dodge County resident: $1,281.33

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Binge Drinking Rates

Dodge County 24% | WI 23% | US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Door County

Annual economic cost of excessive alcohol use in Door County **$38.9 MILLION**

**What We Pay For**

- **$4.3 million** Healthcare
- **$28.1 million** Lost Productivity
- **$6.6 million** Other

**Cost per Door County resident: $1,399.50**

**We All Pay**

- **$16.4 million** Taxpayers
- **$16.1 million** Excessive Drinkers and their Families
- **$6.3 million** Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Door County contributed to at least:

- 7 alcohol-related deaths
- 211 alcohol-related hospitalizations
- 296 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

**Binge Drinking Rates**

Door County 25%  
WI 23%  
US 16%  

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the
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2013
The Cost of Excessive Alcohol Use in Douglas County

Annual economic cost of excessive alcohol use in Douglas County $59.2 MILLION

What We Pay For

- $6.5 million Healthcare
- $42.8 million Lost Productivity
- $10.0 million Other

We All Pay

- $24.9 million Taxpayers
- $24.6 million Excessive Drinkers and their Families
- $9.7 million Others in Society

Cost per Douglas County resident: $1,341.54

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Douglas County contributed to at least:
- 13 alcohol-related deaths
- 49 alcohol-related hospitalizations
- 512 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Douglas County 25%  WI 23%  US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Dunn County

Annual economic cost of excessive alcohol use in Dunn County **$43 MILLION**

**What We Pay For**

- **$4.7 million** Healthcare
- **$31.0 million** Lost Productivity
- **$7.2 million** Other

Cost per Dunn County resident: **$980.64**

**We All Pay**

- **$18.1 million** Taxpayers
- **$17.9 million** Excessive Drinkers and their Families
- **$7.0 million** Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Dunn County contributed to at least:

- 11 alcohol-related deaths
- 281 alcohol-related hospitalizations
- 1035 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

**Binge Drinking Rates**

<table>
<thead>
<tr>
<th>Dunn County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Eau Claire County

Annual economic cost of excessive alcohol use in Eau Claire County: **$160.4 MILLION**

**What We Pay For**

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td><strong>$17.6 million</strong></td>
</tr>
<tr>
<td>Lost Productivity</td>
<td><strong>$115.7 million</strong></td>
</tr>
<tr>
<td>Other</td>
<td><strong>$27.0 million</strong></td>
</tr>
</tbody>
</table>

Total: **$160.4 million**

Cost per Eau Claire County resident: **$1,624.17**

**We All Pay**

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td><strong>$67.5 million</strong></td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td><strong>$66.6 million</strong></td>
</tr>
<tr>
<td>Others in Society</td>
<td><strong>$26.1 million</strong></td>
</tr>
</tbody>
</table>

Total: **$160.4 million**

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Eau Claire County contributed to at least:

- 19 alcohol-related deaths³
- 1,115 alcohol-related hospitalizations⁴
- 1,829 alcohol-related arrests⁵

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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The Cost of Excessive Alcohol Use in Florence County

**Annual economic cost of excessive alcohol use in Florence County**  $7 MILLION

**What We Pay For**

- **$0.8 million** Healthcare
- **$5.1 million** Lost Productivity
- **$1.2 million** Other

**Cost per Florence County resident:** $1,584.62

**We All Pay**

- **$3.0 million** Taxpayers
- **$2.9 million** Excessive Drinkers and their Families
- **$1.1 million** Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences. Others in Society includes private health insurers, employers, crime victims, and others.

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Florence County contributed to at least:

- 3 alcohol-related deaths
- 19 alcohol-related hospitalizations
- 33 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Fond du Lac County

Annual economic cost of excessive alcohol use in Fond du Lac County **$118.2 million**

### What We Pay For

- **$13.0 million** Healthcare
- **$85.3 million** Lost Productivity
- **$19.9 million** Other

Cost per Fond du Lac County resident: $1,162.55

### We All Pay

- **$49.7 million** Taxpayers
- **$49.0 million** Excessive Drinkers and their Families
- **$19.3 million** Others in Society

### Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Fond du Lac County contributed to at least:

- 24 alcohol-related deaths
- 829 alcohol-related hospitalizations
- 1,046 alcohol-related arrests

### How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

### Other

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).

Binge Drinking Rates

<table>
<thead>
<tr>
<th>Fond du Lac County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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The Cost of Excessive Alcohol Use in Forest County

Annual economic cost of excessive alcohol use in Forest County **$10.9 MILLION**

**What We Pay For**

- **$1.2 million** Healthcare
- **$8.0 million** Lost Productivity
- **$1.8 million** Other

**Cost per Forest County resident: $1,174.55**

**We All Pay**

- **$4.6 million** Taxpayers
- **$4.5 million** Excessive Drinkers and their Families
- **$1.8 million** Others in Society

Cost per Forest County resident: $1,174.55

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Forest County contributed to at least:

- 5 alcohol-related deaths
- 111 alcohol-related hospitalizations
- 85 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

**Binge Drinking Rates**

<table>
<thead>
<tr>
<th></th>
<th>Forest County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>22%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Grant County

Annual economic cost of excessive alcohol use in Grant County  **$77.3 MILLION**

**What We Pay For**

- **$8.5 million** Healthcare
- **$55.8 million** Lost Productivity
- **$13.0 million** Other

**We All Pay**

- **$32.6 million** Taxpayers
- **$32.1 million** Excessive Drinkers and their Families
- **$12.6 million** Others in Society

Cost per Grant County resident: **$1,510.16**

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Grant County contributed to at least:

- 10 alcohol-related deaths
- 207 alcohol-related hospitalizations
- 840 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

**For more details, please refer to the full report, available online at**

http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Green Lake County

Annual economic cost of excessive alcohol use in Green Lake County $16.1 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$1.8 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$11.6 million</td>
</tr>
<tr>
<td>Other</td>
<td>$2.7 million</td>
</tr>
</tbody>
</table>

We All Pay

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$6.8 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$6.7 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$2.6 million</td>
</tr>
</tbody>
</table>

Cost per Green Lake County resident: $844.40

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Green Lake County contributed to at least:
- 7 alcohol-related deaths
- 171 alcohol-related hospitalizations
- 131 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Green Lake County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>16%</td>
<td>23%</td>
<td></td>
<td>16%</td>
</tr>
</tbody>
</table>
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Green County

Annual economic cost of excessive alcohol use in Green County: $44 MILLION

What We Pay For

- $4.8 million Healthcare
- $31.7 million Lost Productivity
- $7.4 million Other

Cost per Green County resident: $1,193.44

We All Pay

- $18.5 million Taxpayers
- $18.3 million Excessive Drinkers and their Families
- $7.2 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Green County contributed to at least:

- 8 alcohol-related deaths
- 231 alcohol-related hospitalizations
- 380 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Green County: 23%
WI: 23%
US: 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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The Cost of Excessive Alcohol Use in Iowa County

Annual economic cost of excessive alcohol use in Iowa County: **$29.3 MILLION**

**What We Pay For**

- **$3.2 million** Healthcare
- **$21.2 million** Lost Productivity
- **$4.9 million** Other

Cost per Iowa County resident: **$1,238.78**

**We All Pay**

- **$12.4 million** Taxpayers
- **$12.2 million** Excessive Drinkers and their Families
- **$4.8 million** Others in Society

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Iowa County contributed to at least:
- 7 alcohol-related deaths
- 155 alcohol-related hospitalizations
- 111 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

**Binge Drinking Rates**

- Iowa County: 24%
- WI: 23%
- US: 16%

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Iron County

Annual economic cost of excessive alcohol use in Iron County $9.8 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$1.1 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$7.1 million</td>
</tr>
<tr>
<td>Other</td>
<td>$1.7 million</td>
</tr>
</tbody>
</table>

Iron County population: 5,916

Cost per Iron County resident: $1,651.10

We All Pay

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$4.1 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$4.1 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$1.6 million</td>
</tr>
</tbody>
</table>

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Iron County contributed to at least:
- 2 alcohol-related deaths
- 42 alcohol-related hospitalizations
- 72 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Iron County 29%  WI 23%  US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Jackson County

Annual economic cost of excessive alcohol use in Jackson County $18.4 MILLION

What We Pay For

- $2.0 million Healthcare
- $13.3 million Lost Productivity
- $3.1 million Other

Cost per Jackson County resident: $898.34

We All Pay

- $7.7 million Taxpayers
- $7.6 million Excessive Drinkers and their Families
- $3.0 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Jackson County contributed to at least:
- 5 alcohol-related deaths
- 175 alcohol-related hospitalizations
- 155 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Jackson County population: 20,449

Binge Drinking Rates

Jackson County 17%  WI 23%  US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Jefferson County

Annual economic cost of excessive alcohol use in Jefferson County $100.4 MILLION

What We Pay For

- $11.0 million Healthcare
- $72.5 million Lost Productivity
- $16.9 million Other

We All Pay

- $42.3 million Taxpayers
- $41.7 million Excessive Drinkers and their Families
- $16.4 million Others in Society

Cost per Jefferson County resident: $1,199.71

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Jefferson County contributed to at least:

- 18 alcohol-related deaths
- 491 alcohol-related hospitalizations
- 735 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Jefferson County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>23%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Juneau County

Annual economic cost of excessive alcohol use in Juneau County: **$25.9 MILLION**

**What We Pay For**

- **$2.8 million** Healthcare
- **$18.7 million** Lost Productivity
- **$4.4 million** Other

Cost per Juneau County resident: **$969.59**

**We All Pay**

- **$10.9 million** Taxpayers
- **$10.7 million** Excessive Drinkers and their Families
- **$4.2 million** Others in Society

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Juneau County contributed to at least:

- **10** alcohol-related deaths
- **213** alcohol-related hospitalizations
- **63** alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

**Binge Drinking Rates**

- Juneau County: 18%
- WI: 23%
- US: 16%

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Kenosha County

Annual economic cost of excessive alcohol use in Kenosha County $161.1 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$161.1 million</td>
<td>Total cost of excessive alcohol use</td>
</tr>
<tr>
<td>$17.7 million</td>
<td>Healthcare</td>
</tr>
<tr>
<td>$116.2 million</td>
<td>Lost Productivity</td>
</tr>
<tr>
<td>$27.1 million</td>
<td>Other</td>
</tr>
</tbody>
</table>

Cost per Kenosha County resident: $967.75

We All Pay

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$67.8 million</td>
<td>Taxpayers</td>
</tr>
<tr>
<td>$66.8 million</td>
<td>Excessive Drinkers and their Families</td>
</tr>
<tr>
<td>$26.3 million</td>
<td>Others in Society</td>
</tr>
</tbody>
</table>

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Kenosha County contributed to at least:
- 45 alcohol-related deaths
- 1,624 alcohol-related hospitalizations
- 1,979 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Kenosha County 19%  
WI 23%  
US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Kewaunee County

Annual economic cost of excessive alcohol use in Kewaunee County: $34.6 MILLION

What We Pay For

- $3.8 million Healthcare
- $25.0 million Lost Productivity
- $5.8 million Other

Cost per Kewaunee County resident: $1,680.75

We All Pay

- $14.6 million Taxpayers
- $14.3 million Excessive Drinkers and their Families
- $5.6 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Kewaunee County contributed to at least:

- 5 alcohol-related deaths
- 138 alcohol-related hospitalizations
- 176 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in La Crosse County

Annual economic cost of excessive alcohol use in La Crosse County: **$105 MILLION**

**What We Pay For**

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$11.5 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$75.8 million</td>
</tr>
<tr>
<td>Other</td>
<td>$17.7 million</td>
</tr>
</tbody>
</table>

Cost per La Crosse County resident: $915.72

**We All Pay**

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$44.2 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$43.6 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$17.1 million</td>
</tr>
</tbody>
</table>

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences. Others in Society includes private health insurers, employers, crime victims, and others.

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in La Crosse County contributed to at least:

- 28 alcohol-related deaths
- 1,285 alcohol-related hospitalizations
- 2,044 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Lafayette County

Annual economic cost of excessive alcohol use in Lafayette County $14.6 MILLION

What We Pay For

- $1.6 million Healthcare
- $10.5 million Lost Productivity
- $2.5 million Other

Total: $14.6 million

Cost per Lafayette County resident: $865.88

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Lafayette County contributed to at least:

- 6 alcohol-related deaths
- 80 alcohol-related hospitalizations
- 118 alcohol-related arrests

We All Pay

- $6.1 million Taxpayers
- $6.1 million Excessive Drinkers and their Families
- $2.4 million Others in Society

Total: $14.6 million

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

- Lafayette County 17%
- WI 23%
- US 16%

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Langlade County

Annual economic cost of excessive alcohol use in Langlade County **$31.4 MILLION**

**What We Pay For**

- **$3.5 million** Healthcare
- **$22.7 million** Lost Productivity
- **$5.3 million** Other

**Cost per Langlade County resident:** $1,572.00

**We All Pay**

- **$13.2 million** Taxpayers
- **$13.0 million** Excessive Drinkers and their Families
- **$5.1 million** Others in Society

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Langlade County contributed to at least:

- 7 alcohol-related deaths
- 200 alcohol-related hospitalizations
- 162 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Lincoln County

Annual economic cost of excessive alcohol use in Lincoln County $35.3 MILLION

What We Pay For

$3.9 million Healthcare
$25.5 million Lost Productivity
$6.0 million Other

We All Pay

$14.9 million Taxpayers
$14.7 million Excessive Drinkers and their Families
$5.8 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Lincoln County contributed to at least:

- 10 alcohol-related deaths
- 312 alcohol-related hospitalizations
- 227 alcohol-related arrests

Cost per Lincoln County resident: $1,229.51

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Lincoln County 23%  WI 23%  US 16%
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013.
The Cost of Excessive Alcohol Use in Marathon County

Annual economic cost of excessive alcohol use in Marathon County: $152.4 MILLION

What We Pay For

- $16.8 million Healthcare
- $110.0 million Lost Productivity
- $25.7 million Other

Cost per Marathon County resident: $1,137.05

We All Pay

- $64.2 million Taxpayers
- $63.3 million Excessive Drinkers and their Families
- $24.9 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Marathon County contributed to at least:

- 31 alcohol-related deaths
- 1,318 alcohol-related hospitalizations
- 1,392 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Binge Drinking Rates

Marathon County: 22%
WI: 23%
US: 16%
References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Marinette County

Annual economic cost of excessive alcohol use in Marinette County $57.1 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$6.3 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$41.2 million</td>
</tr>
<tr>
<td>Other</td>
<td>$9.6 million</td>
</tr>
</tbody>
</table>

We All Pay

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$24.0 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$23.7 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$9.3 million</td>
</tr>
</tbody>
</table>

Cost per Marinette County resident: $1,367.11

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Marinette County contributed to at least:

- 15 alcohol-related deaths
- 415 alcohol-related hospitalizations
- 370 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th>Region</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marinette County</td>
<td>25%</td>
</tr>
<tr>
<td>WI</td>
<td>23%</td>
</tr>
<tr>
<td>US</td>
<td>16%</td>
</tr>
</tbody>
</table>
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Marquette County

Annual economic cost of excessive alcohol use in Marquette County $17.7 MILLION

What We Pay For

- $17.7 million
- $1.9 million Healthcare
- $12.8 million Lost Productivity
- $3.0 million Other

Cost per Marquette County resident: $1,146.94

We All Pay

- $7.4 million Taxpayers
- $7.3 million Excessive Drinkers and their Families
- $2.9 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Marquette County contributed to at least:

- 7 alcohol-related deaths
- 154 alcohol-related hospitalizations
- 71 alcohol-related arrests

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Binge Drinking Rates

- Marquette County 21%
- WI 23%
- US 16%
References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Menominee County

Annual economic cost of excessive alcohol use in Menominee County $6.5 MILLION

What We Pay For

- $0.7 million Healthcare
- $4.7 million Lost Productivity
- $1.1 million Other

We All Pay

- $2.8 million Taxpayers
- $2.7 million Excessive Drinkers and their Families
- $1.1 million Others in Society

Cost per Menominee County resident: $1,546.30

Menominee County population: 4,348

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Menominee County contributed to at least:

- 3 alcohol-related deaths
- 106 alcohol-related hospitalizations
- 136 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
### The Cost of Excessive Alcohol Use in Milwaukee County

#### Annual economic cost of excessive alcohol use in Milwaukee County

**$1 BILLION**

---

#### What We Pay For

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$112.0 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$735.5 million</td>
</tr>
<tr>
<td>Other</td>
<td>$171.6 million</td>
</tr>
</tbody>
</table>

**Cost per Milwaukee County resident:** $1,075.34

---

#### We All Pay

<table>
<thead>
<tr>
<th>Cost</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$429.1 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$422.9 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$166.1 million</td>
</tr>
</tbody>
</table>

---

#### Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Milwaukee County contributed to at least:

- 354 alcohol-related deaths
- 10,393 alcohol-related hospitalizations
- 6,387 alcohol-related arrests

---

#### How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

---

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
References and Notes


7. Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Monroe County

Annual economic cost of excessive alcohol use in Monroe County $58.8 MILLION

**What We Pay For**

$58.8 million

- **$42.4 million**
  Lost Productivity

- **$6.5 million**
  Healthcare

- **$9.9 million**
  Other

Cost per Monroe County resident: $1,315.42

**We All Pay**

$58.8 million

- **$24.7 million**
  Taxpayers

- **$24.4 million**
  Excessive Drinkers and their Families

- **$9.6 million**
  Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences. Others in Society includes private health insurers, employers, crime victims, and others.

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Monroe County contributed to at least:

- 10 alcohol-related deaths³
- 336 alcohol-related hospitalizations⁴
- 419 alcohol-related arrests⁵

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
### The Cost of Excessive Alcohol Use in Oconto County

**Annual economic cost of excessive alcohol use in Oconto County** $66.1 MILLION

### What We Pay For

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$7.3 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$47.7 million</td>
</tr>
<tr>
<td>Other</td>
<td>$11.1 million</td>
</tr>
</tbody>
</table>

**Cost per Oconto County resident:** $1,755.08

### We All Pay

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$27.8 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$24.4 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$10.8 million</td>
</tr>
</tbody>
</table>

**Others in Society** includes private health insurers, employers, crime victims, and others.

### Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Oconto County contributed to at least:

- 15 alcohol-related deaths
- 260 alcohol-related hospitalizations
- 171 alcohol-related arrests

### How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

### Binge Drinking Rates

- Oconto County: 33%
- WI: 23%
- US: 16%

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Oneida County

Annual economic cost of excessive alcohol use in Oneida County $38.2 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4.2 million</td>
<td>Healthcare</td>
</tr>
<tr>
<td>$27.6 million</td>
<td>Lost Productivity</td>
</tr>
<tr>
<td>$6.4 million</td>
<td>Other</td>
</tr>
</tbody>
</table>

We All Pay

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$16.1 million</td>
<td>Taxpayers</td>
</tr>
<tr>
<td>$15.9 million</td>
<td>Excessive Drinkers and their Families</td>
</tr>
<tr>
<td>$6.2 million</td>
<td>Others in Society</td>
</tr>
</tbody>
</table>

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Oneida County contributed to at least:
- 10 alcohol-related deaths
- 320 alcohol-related hospitalizations
- 341 alcohol-related arrests

Cost per Oneida County resident: $1,062.32

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

<table>
<thead>
<tr>
<th>Region</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oneida County</td>
<td>19%</td>
</tr>
<tr>
<td>WI</td>
<td>23%</td>
</tr>
<tr>
<td>US</td>
<td>16%</td>
</tr>
</tbody>
</table>
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Outagamie County

Annual economic cost of excessive alcohol use in Outagamie County **$272.2 MILLION**

What We Pay For

- **$29.9 million** Healthcare
- **$196.4 million** Lost Productivity
- **$45.8 million** Other

Cost per Outagamie County resident: $1,540.30

We All Pay

- **$114.6 million** Taxpayers
- **$113.0 million** Excessive Drinkers and their Families
- **$44.4 million** Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Outagamie County contributed to at least:
- 34 alcohol-related deaths
- 1,364 alcohol-related hospitalizations
- 1,980 alcohol-related arrests

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

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Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Ozaukee County

Annual economic cost of excessive alcohol use in Ozaukee County $77.2 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$8.5 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$55.7 million</td>
</tr>
<tr>
<td>Other</td>
<td>$13.0 million</td>
</tr>
</tbody>
</table>

We All Pay

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$32.5 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$32.0 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$12.6 million</td>
</tr>
</tbody>
</table>

Cost per Ozaukee County resident: $893.70

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Ozaukee County contributed to at least:

- 15 alcohol-related deaths
- 631 alcohol-related hospitalizations
- 670 alcohol-related arrests

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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The Cost of Excessive Alcohol Use in Pepin County

Annual economic cost of excessive alcohol use in Pepin County $7.5 MILLION

What We Pay For

- $0.8 million Healthcare
- $5.4 million Lost Productivity
- $1.3 million Other

We All Pay

- $3.1 million Taxpayers
- $3.1 million Excessive Drinkers and their Families
- $1.2 million Others in Society

Cost per Pepin County resident: $998.84

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Pepin County contributed to at least:

- 1 alcohol-related death
- 35 alcohol-related hospitalizations
- 28 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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The Cost of Excessive Alcohol Use in Pierce County

Annual economic cost of excessive alcohol use in Pierce County $67.8 MILLION

What We Pay For¹

- **$7.5 million** Healthcare
- **$48.9 million** Lost Productivity
- **$11.4 million** Other

Cost per Pierce County resident: $1,652.94

We All Pay¹

- **$28.5 million** Taxpayers
- **$28.1 million** Excessive Drinkers and their Families
- **$11.1 million** Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Pierce County contributed to at least:
- 13 alcohol-related deaths³
- 155 alcohol-related hospitalizations⁴
- 634 alcohol-related arrests⁵

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Pierce County population: 40,862²
References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.
The Cost of Excessive Alcohol Use in Polk County

Annual economic cost of excessive alcohol use in Polk County $60.2 MILLION

What We Pay For

- $6.6 million Healthcare
- $43.4 million Lost Productivity
- $10.1 million Other

Cost per Polk County resident: $1,361.52

We All Pay

- $25.3 million Taxpayers
- $25.0 million Excessive Drinkers and their Families
- $9.8 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Polk County contributed to at least:
- 13 alcohol-related deaths
- 258 alcohol-related hospitalizations
- 446 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
2013
The Cost of Excessive Alcohol Use in Portage County

Annual economic cost of excessive alcohol use in Portage County $76 MILLION

**What We Pay For**

- **$8.4 million** Healthcare
- **$54.9 million** Lost Productivity
- **$12.8 million** Other

Cost per Portage County resident: $1,085.50

**We All Pay**

- **$32.0 million** Taxpayers
- **$31.5 million** Excessive Drinkers and their Families
- **$12.4 million** Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences. Others in Society includes private health insurers, employers, crime victims, and others.

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Portage County contributed to at least:

- 20 alcohol-related deaths
- 590 alcohol-related hospitalizations
- 815 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Price County

Annual economic cost of excessive alcohol use in Price County $16.5 MILLION

What We Pay For¹

$16.5 million
$1.8 million Healthcare
$11.9 million Lost Productivity
$2.8 million Other

Cost per Price County resident: $1,165.55

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Price County contributed to at least:
- 3 alcohol-related deaths³
- 126 alcohol-related hospitalizations⁴
- 117 alcohol-related arrests⁵

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.⁶

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.¹

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

We All Pay¹

$6.9 million
$6.9 million Excessive Drinkers and their Families
$2.7 million Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Binge Drinking Rates⁷

Price County 21%  WI 23%  US 16%
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Racine County

Annual economic cost of excessive alcohol use in Racine County: $251.5 MILLION

What We Pay For

- $27.6 million Healthcare
- $181.5 million Lost Productivity
- $42.4 million Other

Cost per Racine County resident: $1,286.99

We All Pay

- $105.9 million Taxpayers
- $104.4 million Excessive Drinkers and their Families
- $41.0 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Racine County contributed to at least:
- 49 alcohol-related deaths
- 1,926 alcohol-related hospitalizations
- 1,002 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Racine County 25%  WI 23%  US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
# The Cost of Excessive Alcohol Use in Richland County

## Annual economic cost of excessive alcohol use in Richland County

$16.1$ MILLION

## What We Pay For

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.8$ million Healthcare</td>
<td>$1.8$ million</td>
</tr>
<tr>
<td>$11.6$ million Lost Productivity</td>
<td>$11.6$ million</td>
</tr>
<tr>
<td>$2.7$ million Other</td>
<td>$2.7$ million</td>
</tr>
</tbody>
</table>

Cost per Richland County resident: $891.38

## We All Pay

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6.8$ million Taxpayers</td>
<td>$6.8$ million</td>
</tr>
<tr>
<td>$6.7$ million Excessive Drinkers and their Families</td>
<td>$6.7$ million</td>
</tr>
<tr>
<td>$2.6$ million Others in Society</td>
<td>$2.6$ million</td>
</tr>
</tbody>
</table>

## Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Richland County contributed to at least:

- $4$ alcohol-related deaths
- $133$ alcohol-related hospitalizations
- $117$ alcohol-related arrests

## How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age $21$
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

### Binge Drinking Rates

- Richland County: $17%$
- WI: $23%$
- US: $16%$

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Rock County

Annual economic cost of excessive alcohol use in Rock County $198.1 MILLION

What We Pay For1

$198.1 million

$21.8 million
Healthcare

$143.0 million
Lost Productivity

$33.4 million
Other

We All Pay1

$198.1 million

$84.4 million
Taxpayers

$82.2 million
Excessive Drinkers and their Families

$33.2 million
Others in Society

Cost per Rock County resident: $1,235.51

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Rock County contributed to at least:

- 45 alcohol-related deaths3
- 1,310 alcohol-related hospitalizations4
- 1,675 alcohol-related arrests5

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.6

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.1

Binge Drinking Rates7

Rock County 24%

WI 23%

US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Rusk County

Annual economic cost of excessive alcohol use in Rusk County $12.6 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$1.4 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$9.1 million</td>
</tr>
<tr>
<td>Other</td>
<td>$2.1 million</td>
</tr>
</tbody>
</table>

Total: $12.6 million

Cost per Rusk County resident: $850.95

We All Pay

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$5.3 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$5.2 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$2.1 million</td>
</tr>
</tbody>
</table>

Total: $13.6 million

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Rusk County contributed to at least:

- 3 alcohol-related deaths
- 123 alcohol-related hospitalizations
- 94 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Rusk County 16%  WI 23%  US 16%
References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.
The Cost of Excessive Alcohol Use in Saint Croix County

Annual economic cost of excessive alcohol use in Saint Croix County **$105.2 MILLION**

**What We Pay For**

- **$11.6 million** Healthcare
- **$76.0 million** Lost Productivity
- **$17.7 million** Other

Cost per Saint Croix County resident: **$1,247.78**

**We All Pay**

- **$44.3 million** Taxpayers
- **$43.7 million** Excessive Drinkers and their Families
- **$17.2 million** Others in Society

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Saint Croix County contributed to at least:
- 11 alcohol-related deaths
- 270 alcohol-related hospitalizations
- 603 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

**For more details, please refer to the full report, available online at**
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Sauk County

Annual economic cost of excessive alcohol use in Sauk County: **$71 MILLION**

## What We Pay For

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>$7.8 million</td>
</tr>
<tr>
<td>Lost Productivity</td>
<td>$51.3 million</td>
</tr>
<tr>
<td>Other</td>
<td>$12.0 million</td>
</tr>
</tbody>
</table>

Cost per Sauk County resident: **$1,146.05**

## We All Pay

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxpayers</td>
<td>$29.9 million</td>
</tr>
<tr>
<td>Excessive Drinkers and their Families</td>
<td>$29.5 million</td>
</tr>
<tr>
<td>Others in Society</td>
<td>$11.6 million</td>
</tr>
</tbody>
</table>

## Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Sauk County contributed to at least:

- 18 alcohol-related deaths
- 126 alcohol-related hospitalizations
- 240 alcohol-related arrests

## How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Sawyer County

Annual economic cost of excessive alcohol use in Sawyer County $22.4 MILLION

What We Pay For

- $2.5 million Healthcare
- $16.2 million Lost Productivity
- $3.8 million Other

We All Pay

- $9.4 million Taxpayers
- $9.3 million Excessive Drinkers and their Families
- $3.7 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Sawyer County contributed to at least:
- 7 alcohol-related deaths
- 153 alcohol-related hospitalizations
- 187 alcohol-related arrests

Cost per Sawyer County resident: $1,353.47

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Shawano County

Annual economic cost of excessive alcohol use in Shawano County $46.7 MILLION

What We Pay For

$46.7 million

$5.1 million Healthcare

$33.7 million Lost Productivity

$7.9 million Other

We All Pay

$46.7 million

$19.7 million Taxpayers

$19.4 million Excessive Drinkers and their Families

$7.6 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Shawano County contributed to at least:

- 11 alcohol-related deaths
- 341 alcohol-related hospitalizations
- 579 alcohol-related arrests

Cost per Shawano County resident: $1,114.01

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Shawano County 21%  WI 23%  US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Sheboygan County

Annual economic cost of excessive alcohol use in Sheboygan County $192.8 MILLION

What We Pay For

- **$192.8 million**
- **$21.2 million** Healthcare
- **$139.2 million** Lost Productivity
- **$32.5 million** Other

Cost per Sheboygan County resident: $1,669.17

We All Pay

- **$81.2 million** Taxpayers
- **$80.0 million** Excessive Drinkers and their Families
- **$31.4 million** Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Sheboygan County contributed to at least:

- 27 alcohol-related deaths
- 972 alcohol-related hospitalizations
- 888 alcohol-related arrests

Others in Society includes private health insurers, employers, crime victims, and others.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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The Cost of Excessive Alcohol Use in Taylor County

Annual economic cost of excessive alcohol use in Taylor County: $29.9 MILLION

What We Pay For

- $3.3 million Healthcare
- $21.6 million Lost Productivity
- $5.0 million Other

Cost per Taylor County resident: $1,447.16

We All Pay

- $12.4 million Excessive Drinkers and their Families
- $12.6 million Taxpayers
- $4.9 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Taylor County contributed to at least:
- 5 alcohol-related deaths
- 126 alcohol-related hospitalizations
- 240 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Trempealeau County

Annual economic cost of excessive alcohol use in Trempealeau County **$38.8 MILLION**

**What We Pay For**

- **$4.3 million** Healthcare
- **$28.0 million** Lost Productivity
- **$6.5 million** Other

**Total: $38.8 million**

**We All Pay**

- **$16.4 million** Taxpayers
- **$16.1 million** Excessive Drinkers and their Families
- **$6.3 million** Others in Society

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Trempealeau County contributed to at least:

- 7 alcohol-related deaths
- 266 alcohol-related hospitalizations
- 204 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

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For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Vernon County

Annual economic cost of excessive alcohol use in Vernon County

$42 MILLION

What We Pay For

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4.6 million</td>
<td>Healthcare</td>
</tr>
<tr>
<td>$30.3 million</td>
<td>Lost Productivity</td>
</tr>
<tr>
<td>$7.0 million</td>
<td>Other</td>
</tr>
</tbody>
</table>

Cost per Vernon County resident: $1,410.88

We All Pay

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$17.7 million</td>
<td>Taxpayers</td>
</tr>
<tr>
<td>$17.4 million</td>
<td>Excessive Drinkers and their Families</td>
</tr>
<tr>
<td>$6.9 million</td>
<td>Others in Society</td>
</tr>
</tbody>
</table>

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Vernon County contributed to at least:

- 8 alcohol-related deaths
- 234 alcohol-related hospitalizations
- 118 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Vernon County population: 29,954

Vernon County 28%

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verncon</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Vilas County

$18.1 MILLION

Annual economic cost of excessive alcohol use in Vilas County

What We Pay For

- $2.0 million Healthcare
- $13.1 million Lost Productivity
- $3.1 million Other

We All Pay

- $7.6 million Taxpayers
- $7.5 million Excessive Drinkers and their Families
- $3.0 million Others in Society

Cost per Vilas County resident: $844.81

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Vilas County contributed to at least:
- 8 alcohol-related deaths
- 350 alcohol-related hospitalizations
- 311 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.

2013
The Cost of Excessive Alcohol Use in Walworth County

Annual economic cost of excessive alcohol use in Walworth County $112.9 MILLION

What We Pay For

- $12.4 million Healthcare
- $81.5 million Lost Productivity
- $19.0 million Other

Cost per Walworth County resident: $1,103.98

We All Pay

- $47.5 million Taxpayers
- $46.8 million Excessive Drinkers and their Families
- $18.4 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Walworth County contributed to at least:
- 26 alcohol-related deaths
- 709 alcohol-related hospitalizations
- 2,096 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Walworth County population: 102,931

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Walworth County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>21%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences. Others in Society includes private health insurers, employers, crime victims, and others.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Washburn County

Annual economic cost of excessive alcohol use in Washburn County $13.9 MILLION

What We Pay For

- $1.5 million Healthcare
- $10.0 million Lost Productivity
- $2.3 million Other

Cost per Washburn County resident: $874.95

We All Pay

- $5.9 million Taxpayers
- $5.8 million Excessive Drinkers and their Families
- $2.3 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Washburn County contributed to at least:

- 4 alcohol-related deaths
- 148 alcohol-related hospitalizations
- 126 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Washburn County 16%  WI 23%  US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program.
The Cost of Excessive Alcohol Use in Washington County

Annual economic cost of excessive alcohol use in Washington County **$157.2 MILLION**

**What We Pay For**

- **$17.3 million** Healthcare
- **$113.5 million** Lost Productivity
- **$26.5 million** Other

**Cost per Washington County resident:** $1,191.87

**We All Pay**

- **$66.2 million** Taxpayers
- **$65.2 million** Excessive Drinkers and their Families
- **$25.6 million** Others in Society

**Consequences of Excessive Alcohol Use**

In 2011, excessive alcohol consumption in Washington County contributed to at least:

- 34 alcohol-related deaths
- 924 alcohol-related hospitalizations
- 1,235 alcohol-related arrests

**How We Got Here**

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

**Binge Drinking Rates**

- Washington County 23%
- WI 23%
- US 16%

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

For questions regarding this report, please contact Penny Black at pdblack@wisc.edu

For questions regarding what to do with this report, please contact Paul Krupski at pkrupski@healthfirstwi.org

Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Waukesha County

Annual economic cost of excessive alcohol use in Waukesha County $366.1 MILLION

What We Pay For

Cost per Waukesha County resident: $938.91

We All Pay

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Waukesha County contributed to at least:

- 86 alcohol-related deaths
- 3,069 alcohol-related hospitalizations
- 2,349 alcohol-related arrests

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Waukesha County contributed to at least:

- 86 alcohol-related deaths
- 3,069 alcohol-related hospitalizations
- 2,349 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women.

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

Binge Drinking Rates

Waukesha County 18%  WI 23%  US 16%
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Waupaca County

Annual economic cost of excessive alcohol use in Waupaca County $66.8 MILLION

What We Pay For

- $7.3 million Healthcare
- $48.2 million Lost Productivity
- $11.3 million Other

Cost per Waupaca County resident: $1,274.79

We All Pay

- $28.1 million Taxpayers
- $27.7 million Excessive Drinkers and their Families
- $10.9 million Others in Society

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Waupaca County contributed to at least:

- 16 alcohol-related deaths
- 425 alcohol-related hospitalizations
- 463 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Waushara County

Annual economic cost of excessive alcohol use in Waushara County **$28.2 MILLION**

### Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Waushara County contributed to at least:
- 6 alcohol-related deaths
- 202 alcohol-related hospitalizations
- 235 alcohol-related arrests

### How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

### What We Pay For

- **$3.1 million** Healthcare
- **$20.4 million** Lost Productivity
- **$4.8 million** Other

Cost per Waushara County resident: **$1,152.67**

### We All Pay

- **$11.9 million** Taxpayers
- **$11.7 million** Excessive Drinkers and their Families
- **$4.6 million** Others in Society

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

Others in Society includes private health insurers, employers, crime victims, and others.

For more details, please refer to the full report, available online at [http://uwphi.pophealth.wisc.edu/](http://uwphi.pophealth.wisc.edu/).
References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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2013
The Cost of Excessive Alcohol Use in Winnebago County

Annual economic cost of excessive alcohol use in Winnebago County $214.8 MILLION

What We Pay For

- $23.6 million Healthcare
- $155.0 million Lost Productivity
- $36.2 million Other

Total: $214.8 million

Cost per Winnebago County resident: $1,286.24

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Winnebago County contributed to at least:

- 43 alcohol-related deaths
- 1,581 alcohol-related hospitalizations
- 3,173 alcohol-related arrests

Other includes costs associated with the criminal justice system, motor vehicle crashes, and other consequences.

We All Pay

- $90.4 million Taxpayers
- $89.1 million Excessive Drinkers and their Families
- $35.0 million Others in Society

Others in Society includes private health insurers, employers, crime victims, and others.

How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Binge Drinking Rates

Winnebago County 24%
WI 23%
US 16%
Suggested Citation

References and Notes
2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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Funding for this project was provided by the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program. 2013
The Cost of Excessive Alcohol Use in Wood County

Annual economic cost of excessive alcohol use in Wood County $7.3 MILLION

What We Pay For

- $7.3 million
- $0.8 million Healthcare
- $5.2 million Lost Productivity
- $1.2 million Other

We All Pay

- $3.1 million Taxpayers
- $3.0 million Excessive Drinkers and their Families
- $1.2 million Others in Society

Cost per Wood County resident: $1,007.91

Consequences of Excessive Alcohol Use

In 2011, excessive alcohol consumption in Wood County contributed to at least:
- 15 alcohol-related deaths
- 811 alcohol-related hospitalizations
- 942 alcohol-related arrests

How We Got Here

Excessive alcohol consumption includes:
- binge drinking (5+ drinks/occasion for men; 4+ drinks/occasion for women)
- heavy drinking (average >2 drinks/day for men, average >1 drink/day for women)
- any alcohol consumption by youth under age 21
- any alcohol consumption by pregnant women

Binge drinking is responsible for 76% of the economic cost of excessive alcohol consumption.

For more details, please refer to the full report, available online at http://uwphi.pophealth.wisc.edu/.

Binge Drinking Rates

<table>
<thead>
<tr>
<th></th>
<th>Wood County</th>
<th>WI</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 Rate</td>
<td>19%</td>
<td>23%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Suggested Citation


References and Notes


2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.


7 Wisconsin Department of Health Services. Behavioral Risk Factor Surveillance System. Binge drinking rates from 2006-2008 were used for county analysis due to small sample sizes and available weights (county-specific weights were not available for 2008-2010 data). Binge drinking rates from 2006-2008 were used for state analysis to be consistent with county analyses.

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