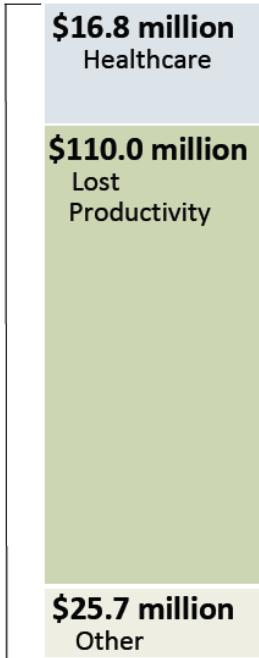


The Cost of Excessive Alcohol Use in Marathon County

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

What We Pay For¹

\$152.4 million

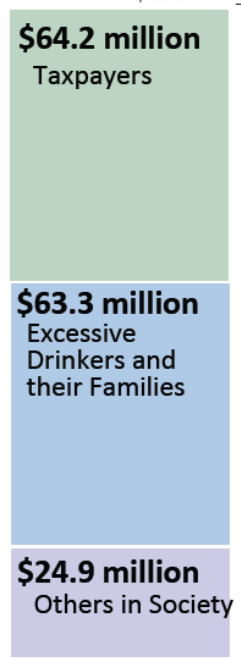


Marathon County population: 134,400²

Cost per Marathon County resident: \$1,137.05

We All Pay¹

\$152.4 million



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 Marathon County contributed to at least:

- 31 alcohol-related deaths³
- 1,318 alcohol-related hospitalizations⁴
- 1,392 alcohol-related arrests⁵

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

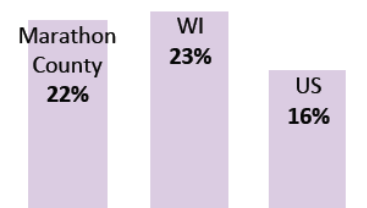
How We Got Here

Excessive alcohol consumption includes:

- binge drinking (5+ drinks/occasion for men; 4+ drinks for women)
- heavy drinking (2+ drinks/day for men, 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

Binge Drinking Rates⁷



Suggested Citation

Black PD, Paltzer JT. The Burden of Excessive Alcohol Use in Wisconsin. University of Wisconsin Population Health Institute, March 2013.

References and Notes

- 1 Wisconsin total and categorical economic estimates were derived from the national estimate established in Bouchery, E.E., Henrick, J.H., Sacks, J.J., Simon, C.J., Brewer, R.D. (2011). Economic Costs of Excessive Alcohol Consumption in the U.S., 2006. *American Journal of Preventive Medicine*, 41(5):516-524.
- 2 U.S. Census Bureau: American Fact Finder. 2010 population estimates.
- 3 Wisconsin Department of Health Services. Wisconsin resident death certificates. Annual average numbers 2002-2010.
- 4 Wisconsin Department of Health Services. Wisconsin hospital inpatient discharge database. 2011.
- 5 Wisconsin Statistical Analysis Center, Wisconsin Office of Justice Assistance. Arrests in Wisconsin 2010. 2011.
- 6 Centers for Disease Control and Prevention. Vital Signs: Binge Drinking Prevalence, Frequency, and Intensity Among Adults – United States, 2010. *Morbidity and Mortality Weekly Report*; 61(1):14-19, 2012.
- 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 pblack@wisc.edu



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



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