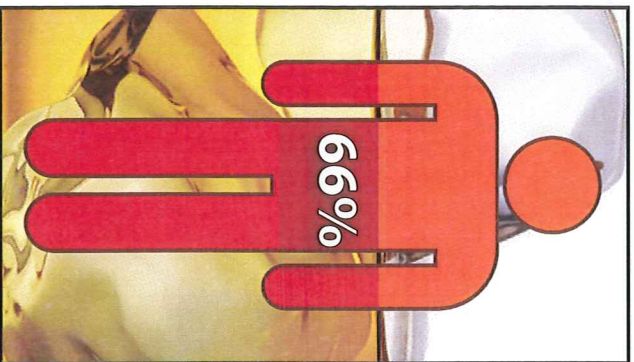


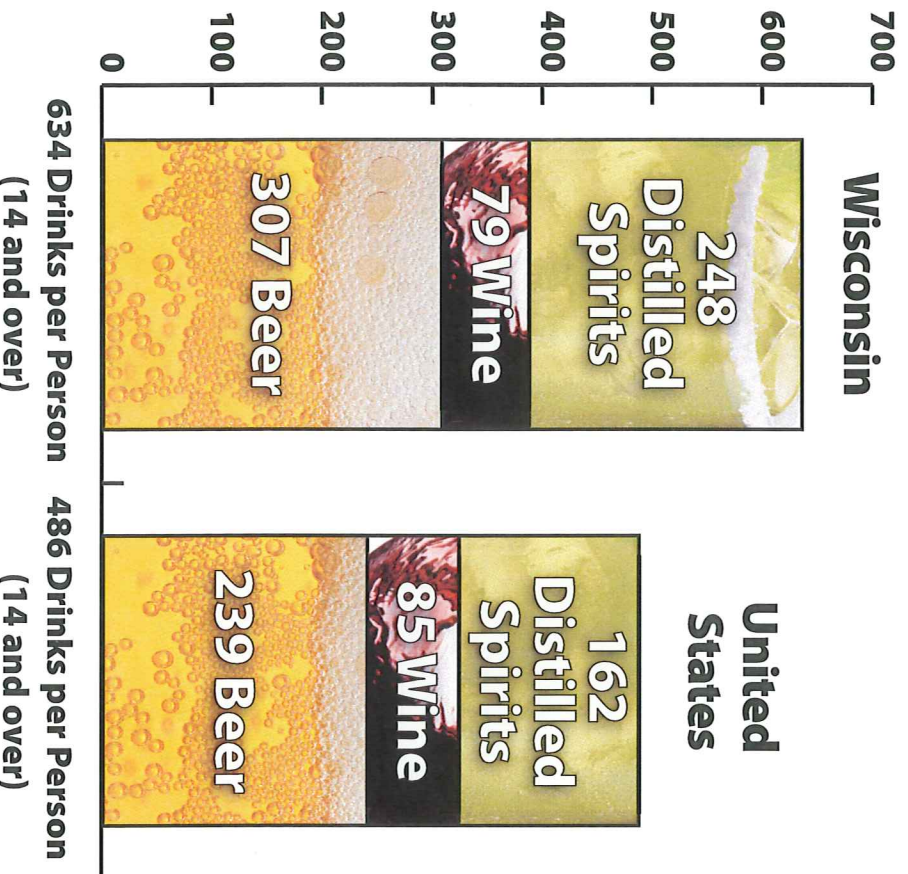
Wisconsin's Alcohol Consumption by the Numbers

**66% of Wisconsin
Population 18
and Over are
Regular Drinkers**



*Wisconsin Epidemiological
Profile 2012, p. 54*

Per Capita Alcohol Consumption in 2011



Apparent per Capita Alcohol Consumption: National, State and Regional Trends, 1977–2011. National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health, U.S. Department of Health and Human Services.

Annual Cost of Excessive Alcohol Use in Wisconsin



\$6.8 Billion
Total Losses Annually

\$4.9 Billion
Lost Productivity

\$749 Million
Alcohol-related Health Care

\$649 Million
Alcohol-related Criminal Justice

\$498 Million
Alcohol-related Crime

The Cost of Excessive Alcohol Use 2013 Executive Summary