

ALCOHOL CONSUMPTION

In 1989 and 1991, the Department of Public Instruction (DPI) contracted with the SEARCH Institute in Minneapolis to survey a stratified random sample of Wisconsin public school students about alcohol. In 1991, 40% of the 1,479 12th grade survey respondents reported that they had driven a vehicle after drinking in the previous 12 months, and 62% had been in a vehicle driven by someone who had been drinking alcohol in the previous 12 months.

In 1993, a different instrument [the Center for Disease Control's Youth Risk Behavior Survey (YRBS)] was used to survey students about alcohol and other youth risk behaviors. This instrument questioned students about their experience in the past 30 days rather than in the past 12 months. In 1993, 24.7% of the 12th grade survey respondents reported they had driven a vehicle after drinking in the previous 30 days, and 40.6% reported that they had been in a vehicle driven by someone who had been drinking in the past 30 days. In the most recent survey, 23.9% of the 12th grade survey respondents reported that they had driven a vehicle after drinking in the previous 30 days, and 31.5% reported that they had been in a vehicle driven by someone who had been drinking in the past 30 days.

The September 2004 issue of *Alcoholism: Clinical and Experimental Research* published results from the application of a "joinpoint" statistical methodology to the decades of data collected by the YRBS and two other national surveys. Investigators attribute much of the decline in underage drinking rates during the 1970s and 1980s to increases in the minimum legal drinking age. For at least ten years, despite continued attempts at intervention, underage drinking age rates have been relatively stable.

Each year since the mid 1980s, the Centers for Disease Control and Prevention (CDC), in cooperation with the states, surveys health-risking behavior. Wisconsin's part in this is the Behavioral Risk Factor Survey (BRFS), a portion of which measures alcohol consumption and drinking and driving.

The results of the BRFS are shown on page six and are collected by Wisconsin's Bureau of Health Information, Division of Health Care Financing, Department of Health and Family Services. In 2002, 7% of the male and 2% of the female respondents (those 18 or more years of age) reported that they had driven after drinking too much during the past month.

YOUTH RISK BEHAVIOR SURVEY

Year	10th Grade Students	12th Grade Students	Have Driven After Drinking (In Last 30 Days)		Have Been in Vehicle Driven by Someone Who Had Been Drinking (In Last 30 Days)	
	(n)	(n)	10th Graders	12th Graders	10th Graders	12th Graders
1993	845	600	9.9%	24.7%	40.3%	40.6%
	859	613				
1997	291	226	11.8%	23.9%	35.7%	37.3%
	296	227				
1999	376	250	13.5%	28.3%	36.5%	39.5%
	380	250				
2001	648	369	10.2%	29.9%	33.3%	43.5%
	651	372				
2003	646	408	8.8%	23.9%	30.1%	31.5%
	653	411				

NOTE: The 1995 survey did not yield generalizable data.

SOURCE: Wisconsin Department of Public Instruction

(n) = Number of students surveyed

ADULT ALCOHOL CONSUMPTION AND DRIVING PATTERNS

The Wisconsin Behavioral Risk Factor Survey (BRFS) is a representative, statewide telephone survey of Wisconsin household residents 18 years and older. It is part of the national Behavioral Risk Factor Surveillance System, which is coordinated by the U.S. Centers for Disease Control and Prevention (CDC).

or more drinks of alcohol on one occasion in the past month were previously termed either *episodic drinkers* or *acute drinkers*; now they are said to engage in *binge drinking*. *Heavy* or *chronic drinking* is consuming many (see note below) drinks of alcohol in the past month. Wording for the survey questions about *heavy* drinking

Year	Consumed Alcohol	Consumed Alcohol Chronically (see NOTE)	Consumed Alcohol in Binges	Drank & Drove (Age 18+)	Drank & Drove (Age 18-24)	Number of Cases
1998	67	5	22	5	9	2,205
1999	71	5	27	5	5	2,177
2000	71	5	25	5	6	2,721
2001	70	9	26	5	12	3,605
2002	70	8	25	6	8	4,356

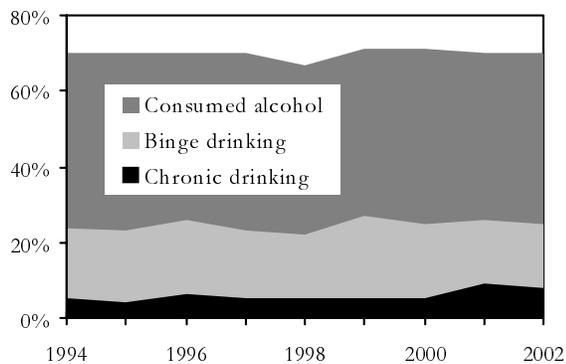
Each state's health department conducts a survey as part of the system, the purpose of which is to measure adult health-risking behaviors and attitudes and the use of preventive health services.

Wisconsin results are based on self-reports from respondents selected through a stratified random sample. During 2002, responses were collected from

and about *episodic* drinking have repeatedly changed so these figures will not be comparable over time.

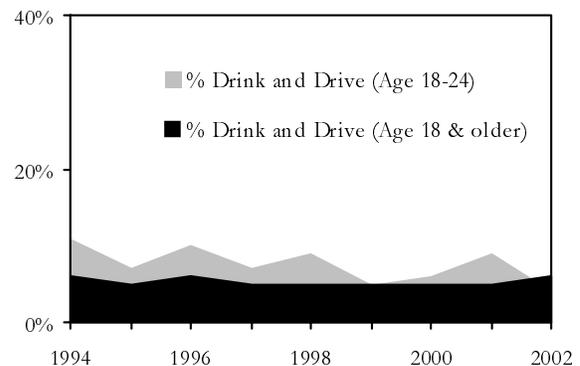
Nonetheless, the number who report consuming "at least one drink of alcohol in the previous month" is comparable over time and to the survey results of other states. Our state ranks first in the nation in the portion of citizens surveyed who consume alcohol. For more than a decade, nearly three-quarters of Wisconsinites have consistently presented themselves as persons who consume alcohol. Further, in 1999, Wisconsin researchers compiled ten years of BRFS results. At a 95% confidence interval, they estimate that:

- Five percent of us drink *chronically*.
- Six percent of us *drive after drinking*.
- Twenty five percent of us *binge drink*.



4,356 adults and weighted to account for both nonresponse and sample design and to parallel our state's age-gender distribution. Results represent the 2.9 million adults ages 19-54 and 1.2 million age 55 and older living in Wisconsin households with telephones; differences in estimates may or may not be statistically significant.

The CDC previously used the word *drinker* for persons who had consumed any alcoholic beverage in the past month. Respondents who had consumed five



NOTE: From 1990-2000, chronic drinking categorized all respondents 18 and older who reported an average of two or more drinks per day, or more than sixty alcoholic drinks per month. From 2001 to the present, chronic drinking means male respondents 18 and older who reported an average of more than two drinks per day and female respondents 18 and older who reported an average of more than one drink per day.

SOURCE: Department of Health and Family Services Behavioral Risk Factor Survey (BRFS); Bureau of Health Information, Division of Health Care Financing

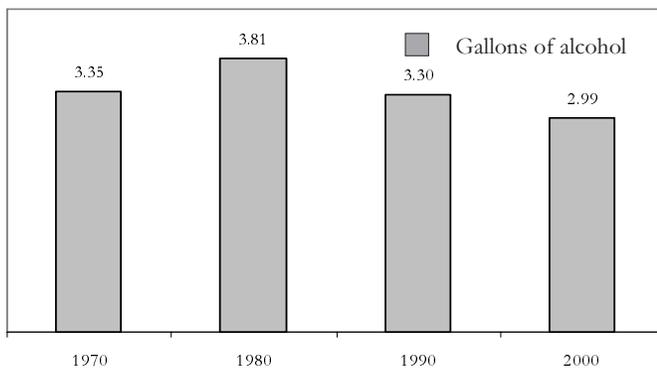
WISCONSIN ALCOHOL CONSUMPTION AND TREATMENT COSTS

Consumption is typically discussed in terms of *absolute* alcohol, which is a measure of a beverage's alcohol content. Discounting the liquid portion of an alcoholic beverage normalizes the data and permits comparative analysis.

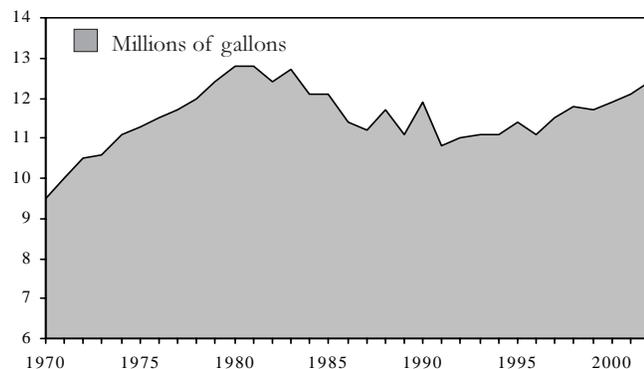
Thus, trends in adult (age 18 and older) per capita alcohol consumption show an increase from 1970 to 1980 and a decline by 1990. Figures at the ten year marks are most accurate due to the use of actual census data and not population projections. Compared to other states, Wisconsin typically places in the ten highest in per capita beer consumption. It has hovered about the median in per capita wine consumption and been in the top 25% for distilled spirits.

The federal government estimates the number of persons aged 12 or older who need treatment for an alcohol problem to be about 8% of the population. Only a portion of those in need of assistance with an alcohol problem receive it. For those who were treated, about 60% of the costs were borne by personal earnings or savings and private insurance. The rest was paid by state-run medical assistance cards and other sources of public assistance.

ADULT PER CAPITA ABSOLUTE ALCOHOL CONSUMPTION



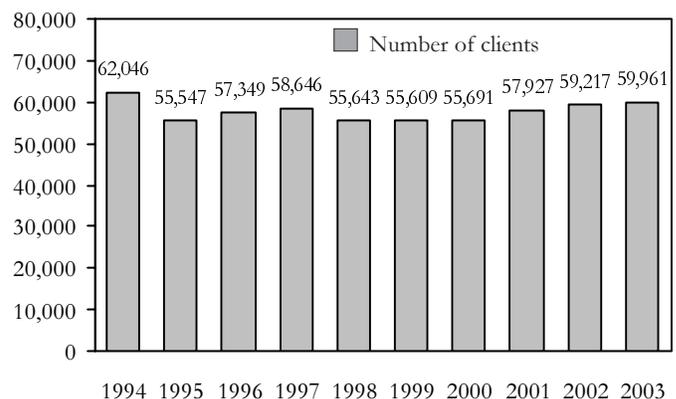
TOTAL GALLONS OF ABSOLUTE ALCOHOL CONSUMPTION



In Wisconsin during the 1970s, there was a four-fold increase in the number of people treated for alcohol and other drug abuse in Wisconsin publicly-supported treatment programs. The number of clients treated doubled between 1980 and 1990. The figures below depict the number of clients receiving any service in Wisconsin publicly-supported alcohol and other drug abuse treatment programs and the expenditures for the treatments by year.

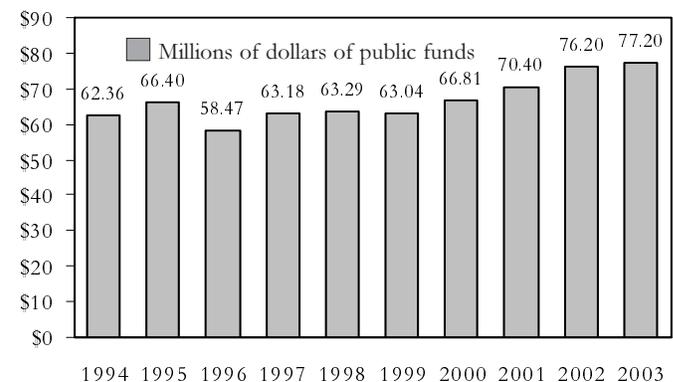
In a few states, dedicated excise taxes on alcohol sales generate public treatment funds, but this is not the case in Wisconsin. Indeed, although we permit local governments to levy additional taxes, our state last raised the beer tax (\$.06/gallon) in 1969. Wisconsin ties for the second lowest beer tax in the nation. Wisconsin has the fifth lowest wine tax and thirteenth lowest tax on distilled spirits.

ALCOHOL AND OTHER DRUG ABUSE CLIENTS RECEIVING ANY SERVICE WITH PUBLIC FUNDS



NOTE: A database purge of old records accounts for the 1994 to 1995 drop in clients receiving publicly-funded AODA services

PUBLIC FUNDS EXPENDED FOR ALCOHOL AND OTHER DRUG ABUSE TREATMENT



SOURCE: Department of Health and Family Services; US Bureau of the Census; Wisconsin Department of Revenue

LIQUOR LICENSES BY COUNTY

County	Total Licenses	Population	Square Miles	# of Residents per Sq. Mile	# of Residents per Liquor License	# of Residents per 100 Sq. Miles
ADAMS	96	20,452	648	32	213	33
ASHLAND	108	16,919	1,048	16	157	15
BARRON	169	45,883	865	53	271	31
BAYFIELD	142	15,383	1,462	11	108	7
BROWN	587	234,660	524	448	400	76
BUFFALO	79	13,975	699	20	177	25
BURNETT	95	16,131	818	20	170	21
CALUMET	115	43,612	326	134	379	116
CHIPPEWA	203	57,358	1,017	56	283	28
CLARK	123	33,969	1,218	28	276	23
COLUMBIA	226	53,862	771	70	238	31
CRAWFORD	90	17,404	566	31	193	34
DANE	973	445,253	1,205	370	458	38
DODGE	302	87,599	887	99	290	33
DOOR	226	28,819	492	59	128	26
DOUGLAS	219	43,575	1,305	33	199	15
DUNN	105	41,312	853	48	393	46
EAU CLAIRE	235	95,904	638	150	408	64
FLORENCE	47	5,191	486	11	110	23
FOND DU LAC	285	99,205	725	137	348	48
FOREST	83	10,155	1,011	10	122	12
GRANT	221	50,242	1,144	44	227	20
GREEN	92	34,671	583	59	377	65
GREEN LAKE	88	19,250	357	54	219	61
IOWA	111	23,334	760	31	210	28
IRON	100	6,936	751	9	69	9
JACKSON	101	19,538	998	20	193	19
JEFFERSON	260	77,811	562	138	299	53
JUNEAU	132	25,328	774	33	192	25
KENOSHA	325	154,234	273	565	475	174
KEWAUNEE	103	20,648	343	60	200	58
LA CROSSE	337	108,795	457	238	323	71
LAFAYETTE	78	16,245	634	26	208	33
LANGLADE	131	21,075	873	24	161	18
LINCOLN	158	30,019	886	34	190	21
MANITOWOC	294	84,020	594	141	286	48
MARATHON	405	128,823	1,559	83	318	20
MARINETTE	226	43,965	1,395	32	195	14
MARQUETTE	69	14,888	454	33	216	48
MENOMINEE	14	4,593	359	13	328	91
MILWAUKEE	1,941	941,301	241	3,906	485	201
MONROE	136	42,053	904	47	309	34
OCONTO	200	37,279	1,002	37	186	19
ONEIDA	277	37,458	1,130	33	135	12
OUTAGAMIE	441	167,447	642	261	380	59
OZAUKEE	200	84,516	235	360	423	180
PEPIN	41	7,502	231	32	183	79
PIERCE	109	38,123	576	66	350	61
POLK	164	43,204	919	47	263	29
PORTAGE	229	68,677	810	85	300	37
PRICE	111	15,889	1,256	13	143	11
RACINE	417	191,079	334	572	458	137
RICHLAND	56	18,058	585	31	322	55
ROCK	304	154,588	724	214	509	70
RUSK	93	15,340	913	17	165	18
ST. CROIX	161	70,121	723	97	436	60
SAUK	260	57,555	838	69	221	26
SAWYER	210	16,736	1,255	13	80	6
SHAWANO	214	41,454	897	46	194	22
SHEBOYGAN	344	114,693	515	223	333	65
TAYLOR	105	19,727	975	20	188	19
TREMPEALEAU	127	27,599	736	37	217	30
VERNON	95	28,663	808	35	302	37
VILAS	211	21,658	867	25	103	12
WALWORTH	321	95,630	556	172	298	54
WASHBURN	101	16,565	815	20	164	20
WASHINGTON	264	121,929	431	283	462	107
WAUKESHA	542	371,211	554	670	685	124
WAUPACA	203	52,843	754	70	260	35
WAUSHARA	89	24,656	628	39	277	44
WINNEBAGO	397	160,177	449	357	403	90
WOOD	233	75,951	801	95	326	41
STATE TOTAL	16,349	5,490,718	54,424	*	*	*
COUNTY AVG	227	76,260	756	101	336	44

NOTE: Wisconsin ss chapter 125 addresses the provision of alcohol-related licenses and permits. *Alcohol beverage licenses* are issued by the municipality where the business is conducted; these are generally for retailers. The State issues alcohol permits, generally for producers. Fees of varying amounts are involved. This pages features *total licenses*, the number of licenses issued for the sale of any type of alcohol (includes pharmacies and wholesalers). Some establishments may have more than one license. An example of the *Number of Residents per Liquor License per 100 Square Miles* is that, in Ozaukee County for an average 100 square mile area, there is one liquor license per one hundred eighty-eight residents. Lower numbers indicate a greater number of licenses per person in that area.

SOURCE: Department of Revenue; Department of Administration-Demographic Services