

Alcohol Taxes *Save* Lives & Money

Excessive Drinking Costs New Mexico \$1.8 Billion a Year!



Excessive drinking¹ burdens our state with over \$1.8 Billion in economic costs for lost work days, increased insurance prices, and higher health care costs.

Solution: Increasing the alcohol excise tax 25¢ per drink will require excessive drinking to begin paying its share of alcohol-related harms, and:

- Result in a 10% decrease in alcohol consumption, due to the increased cost of alcohol.
- Generate \$154,090,910 in new state revenues annually.
- Increase annual economic productivity by \$128,133,220 in New Mexico because employers would suffer fewer lost work days and less insurance costs due to decreased alcohol consumption in employees.
- Create up to 2,800 new jobs, even after accounting for alcohol industry job losses.

Boost our Economy and Create Jobs!

¹ Excessive Drinking includes: 1) binge drinking—5 or more in a sitting by men, 4 or more by women, 2) heavy drinking—15 or more drinks per week by men, 8 or more for women, 3) drinking by pregnant women, 4) drinking by people under age 21.