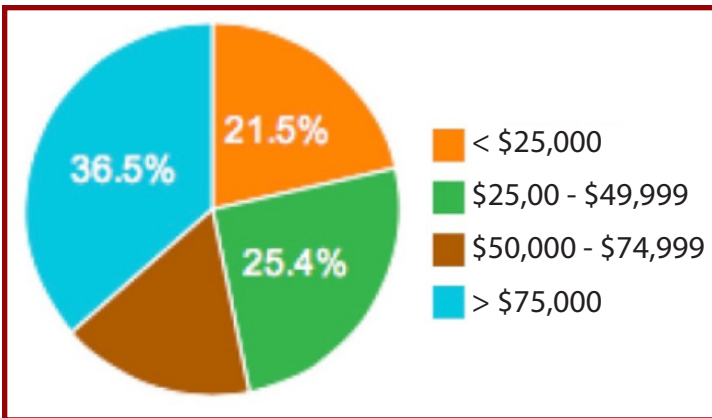


Alcohol Taxes *Save* Lives & Money

Increasing New Mexico's Alcohol Excise Taxes 25¢ Per Drink is More Equitable Than You Think

Among Adult (18+) Non-Excessive Drinkers Cost Paid by Income Group (proportion)



Alcohol Excises Taxes are not based on whether a person is rich or poor. They are based on how much a person drinks. The 49% of New Mexicans who do not drink will not pay an additional cent, regardless if they are rich or poor.

- 49% of New Mexican's don't drink and won't ever pay an additional cent.
- Non-excessive² drinkers, earning \$75,000 per year or greater, will pay an average additional tax of \$11.52 per year.
- Non-excessive² drinkers, earning less than \$25,000 per year, will pay an average additional tax of \$8.09 per year.

Cross-Border Sales Won't Diminish the Effectiveness of Increasing NM's Alcohol Excise Tax

Would you honestly drive an extra half hour to save a quarter?

New Mexico border community	2010 Population	% of New Mexico population	Nearest community in neighboring state	2010 Population	Distance between two communities (in driving time)
New Mexico	2,059,179	100	---	---	---
Las Cruces	97,618	4.74	Anthony, TX	5,011	32 minutes
Farmington	45,877	2.23	Breen, CO	no data	52 minutes
Gallup	21,678	1.05	Holbrook, AZ	5,053	1 hr. 23 minutes
Raton	6,885	0.33	Trinidad, CO	9,096	25 minutes
Clovis	37,775	1.83	Lubbock, TX	229,573	1 hr. 38 minutes
Tucumcari	5,363	0.26	Amarillo, TX	190,695	1 hr. 40 minutes
Hobbs	34,122	1.66	Seminole, TX	6,430	30 minutes

Source: 2010 Census Total Population.

¹ Source: Center for Disease Control's 2011 Behavioral Risk Factor Surveillance System survey of adults aged 18 years and older.
² 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.