

How Much Do Americans Drink?

There's a wide range.



SOURCE: WASHINGTONPOST/WONKBLOG, "PAYING THE TAB" BY PHILIP J. COOK

WHO PAYS THE TAX?

10% of alcohol consumers have 10 drinks per day, and more on weekends. These individuals will pay the vast majority of an alcohol tax – about \$1000/year with a 25 cent increase in alcohol tax.

Alcohol taxes reduce underage drinking and alcohol abuse.

20% of alcohol consumers have one or two drinks per day. They would pay about \$100/year with a 25 cent increase in alcohol tax.

Over 70% of people do not drink, or rarely drink. These individuals would pay less than \$10/year in increased alcohol taxes, or nothing at all.

Alcohol taxes have almost ZERO impact on 90% of the population. Research shows underage drinkers and excessive drinkers consume less when alcohol is taxed effectively.