

Alcohol Taxes *Save* Lives & Money

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INCREASE THE ALCOHOL EXCISE TAX 25¢ PER DRINK

Let Excessive Drinking Pay For The Costs Of Excessive Drinking

IT'S GOOD POLICY

- ✓ **Tax Benefit**
 - Alcohol excise taxes haven't been raised since 1993.
 - New Mexico's local and state governments pay \$793,500,000 to subsidize excessive drinking, due to the costs for extra police, court cases, detention and medical care. The state receives only 5% of this cost from current alcohol excise taxes.
 - Half of New Mexican's haven't had a drink in the last 30 days, they won't pay a single penny more from increased alcohol taxes. People who abuse alcohol bear the brunt of it.
 - Medicaid expenditures to pay for alcohol caused illness will drop by \$10 Million a year.
- ✓ **Health Benefit:** Because of price elasticity, a 25¢ per drink alcohol excise tax increase will decrease consumption by 10%, conservatively modeled to annually:
 - Prevent 12,375 cases of alcohol abuse & dependence.
 - Save 52 lives – including 13 less cancer deaths and 12 fewer DWI fatalities.
 - Prevent 305 acts of violence.
 - Reduce underage drinking by 13%, preventing 7,150 youth from drinking.
- ✓ **Economic Benefit:** In addition to taxpayer liability, excessive drinking burdens New Mexico's economy with lost workdays, work place accidents & increased insurance costs. Combined with taxpayer subsidies, the total economic cost of excessive drinking is \$2.2 Billion annually.
 - Increase economic productivity by more than \$128 Million a year.
 - Create over 2,800 new jobs (even after accounting for alcohol industry job loses).
 - Raise \$154 Million a year in new state revenues to help solve our budget deficit crisis or to fund the required Medicaid expansion match for the 250,000 newly insured New Mexicans.

AND GOOD POLITICS

- ✓ **Overwhelming Voter Support:** according to a poll conducted by Research & Polling: 76% of New Mexico voters support increasing the alcohol excise tax 25¢ per drink (51% of voters strongly support it, 25% somewhat support).
- ✓ **As a method of solving our budget deficit crisis,** New Mexico Voters favor raising alcohol taxes 7 times more than raising taxes on gasoline, and 21 times more than taxes on food in grocery stores.
- ✓ **12% of Voters say they are very likely to cross party lines** and vote for candidates in the opposing political party if the candidate in their party did not support raising alcohol taxes 25¢ per drink. Another 16% said they are somewhat likely to do so.

Visit alcoholtaxessavelives.org for the complete public health report & economic modeling.