



US TRENDS IN ALCOHOL USE AND PROBLEMS AND ALCOHOL POLICY IN CALIFORNIA

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with

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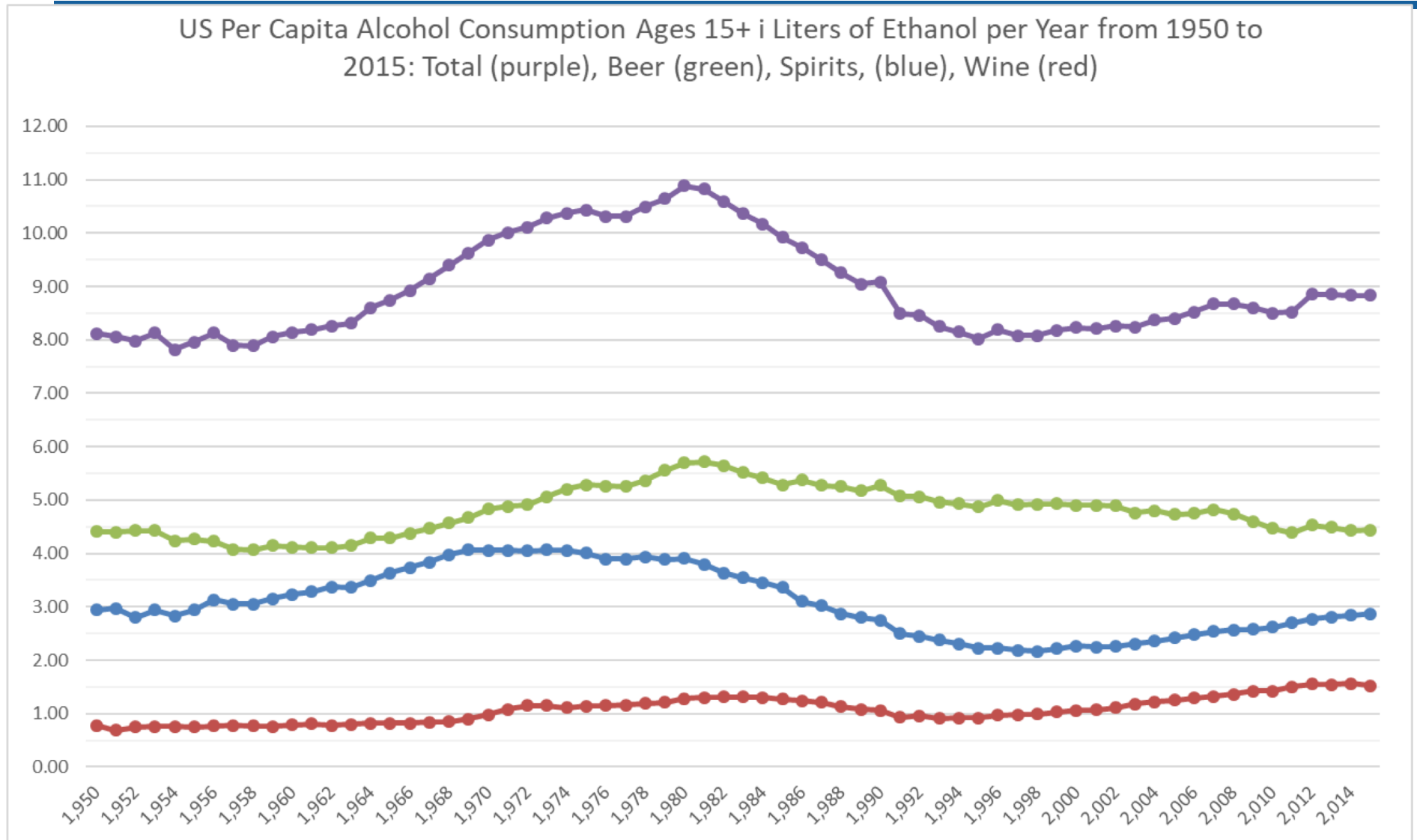
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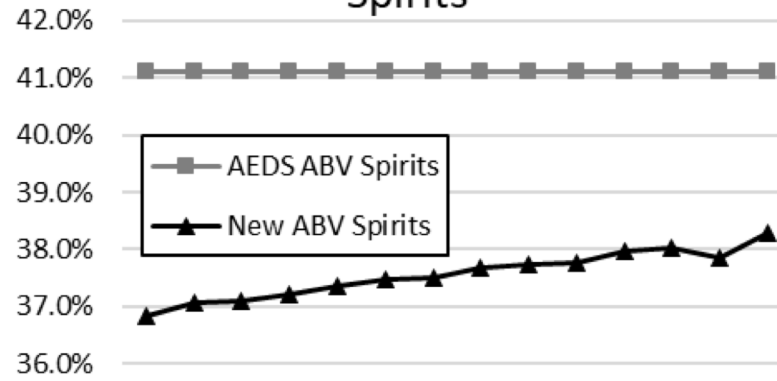


PER CAPITA APPARENT CONSUMPTION: AGE 15+

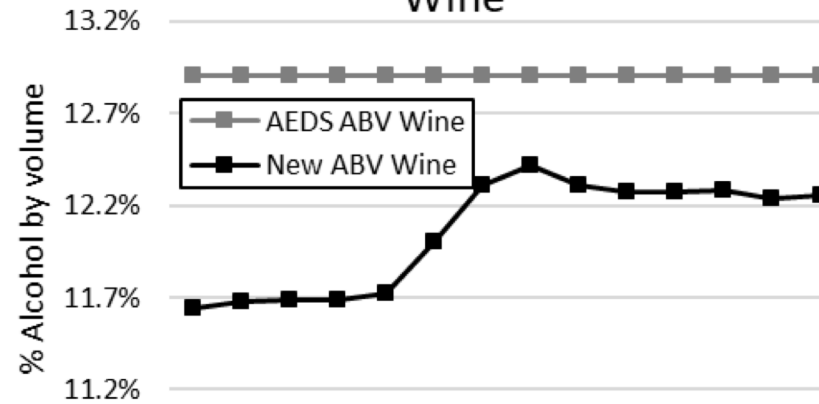


Data Source: NIAAA\CSR and ARG

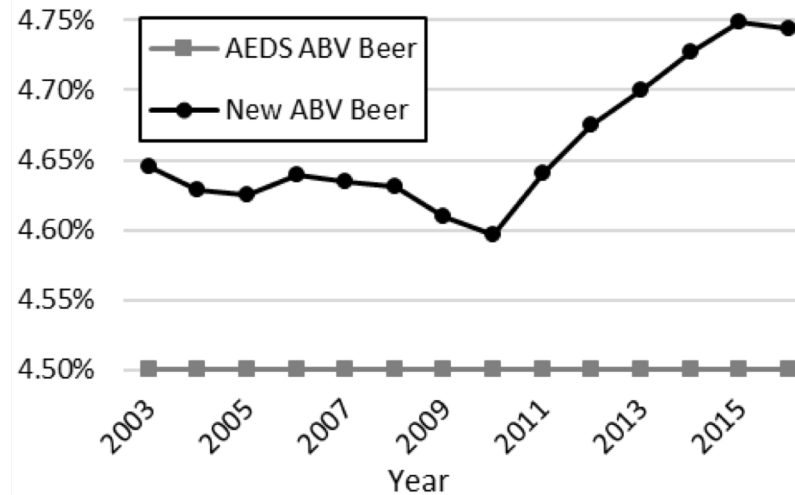
Spirits



Wine



Beer



INCREASING CONSUMPTION AND BEVERAGE STRENGTH

- Increasing US apparent consumption overall **increased by 7.9%** from 2003-2016 with wine and spirits increasing and a decline in beer.
- **California** has a 7.25% increase from 2003-2016 with a **24% increase in spirits and 23% increase in wine**, while beer declined.
- Increasing average strength of beer, wine and spirits comes from both shifts to higher %ABV categories and increases within categories.
- For beer there is less light beer and more craft and FMB's, which have gotten stronger, and more imported, which has not gotten stronger.

NATIONAL ALCOHOL SURVEYS

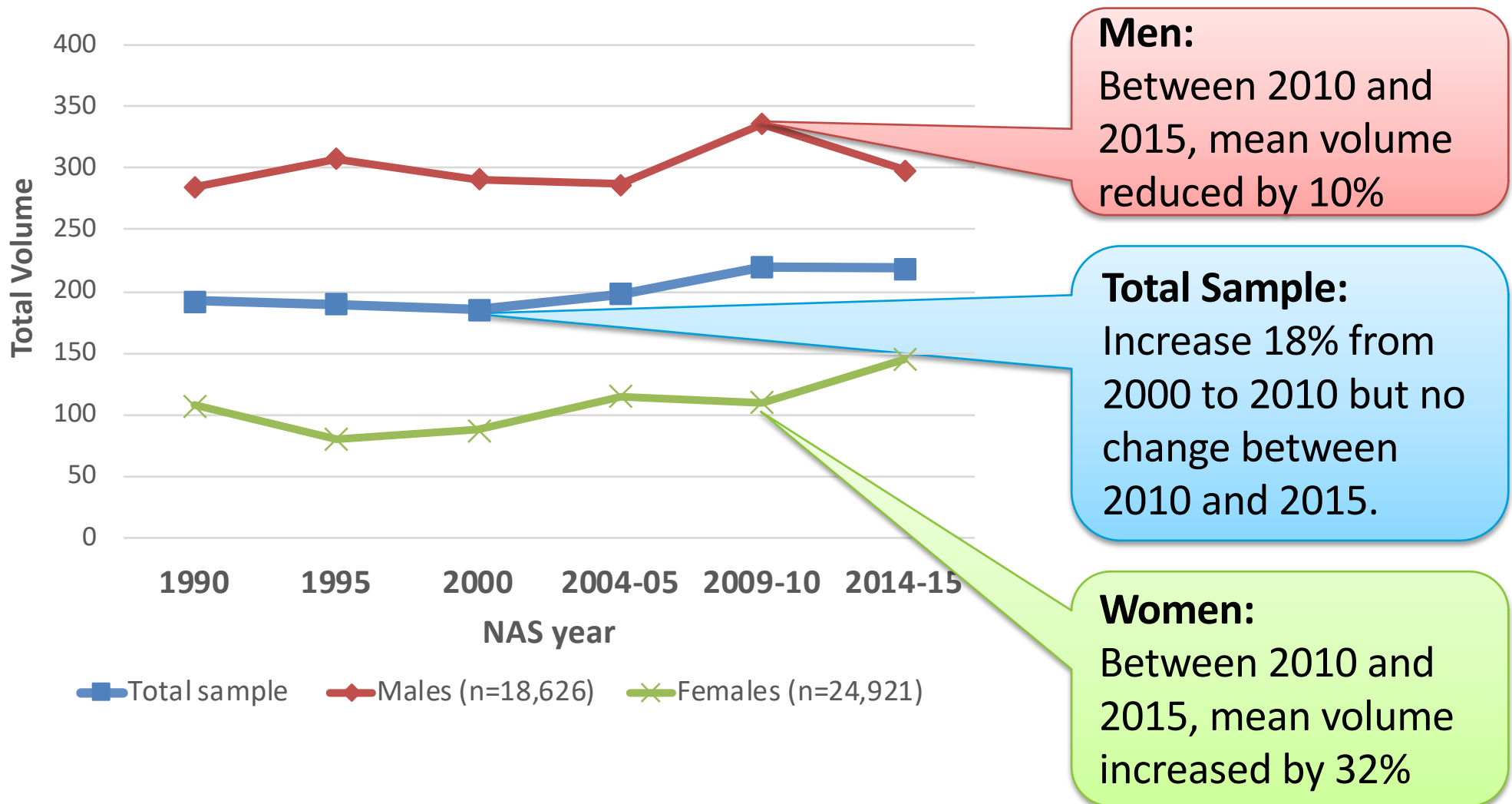
DATA: Nationally-representative survey of U.S. adults ages 18+ collected every 5 years since 1979

- Survey sampling design and mode differences:
 - Oversampling of Hispanics and Blacks (except 1990)
 - In-person interviews with multi-stage clustered sampling to telephone interviews with random-digit dialed sampling

1984	1990	1995	2000	2005	2010	2015
In-person	In-person	In-person	Telephone	Telephone	Telephone (LL+Mobile)	Telephone (LL+Mobile)
n=5,221	n=2,058	n=4,925	n=7,612	n=6,919	n=7,969	n=7,071
RR=72%	RR=70%	RR=77%	CR=58%	CR=56%	CR=52%	CR=60%

TOTAL VOLUME

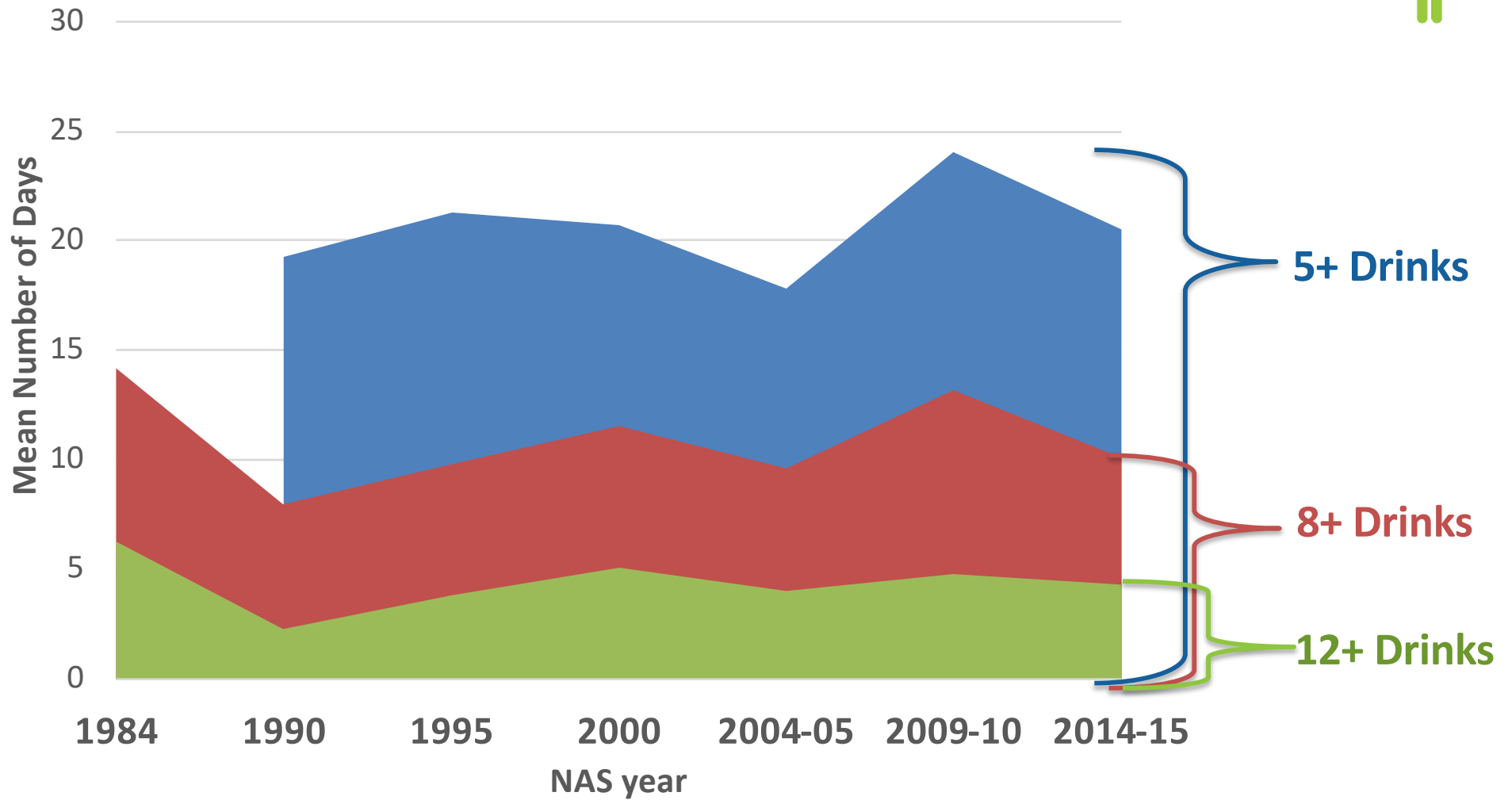
Changes in Total Alcohol Volume (GF) in Past 12 Months from 1990-2015



Data Source: National Alcohol Survey, 1979-2015

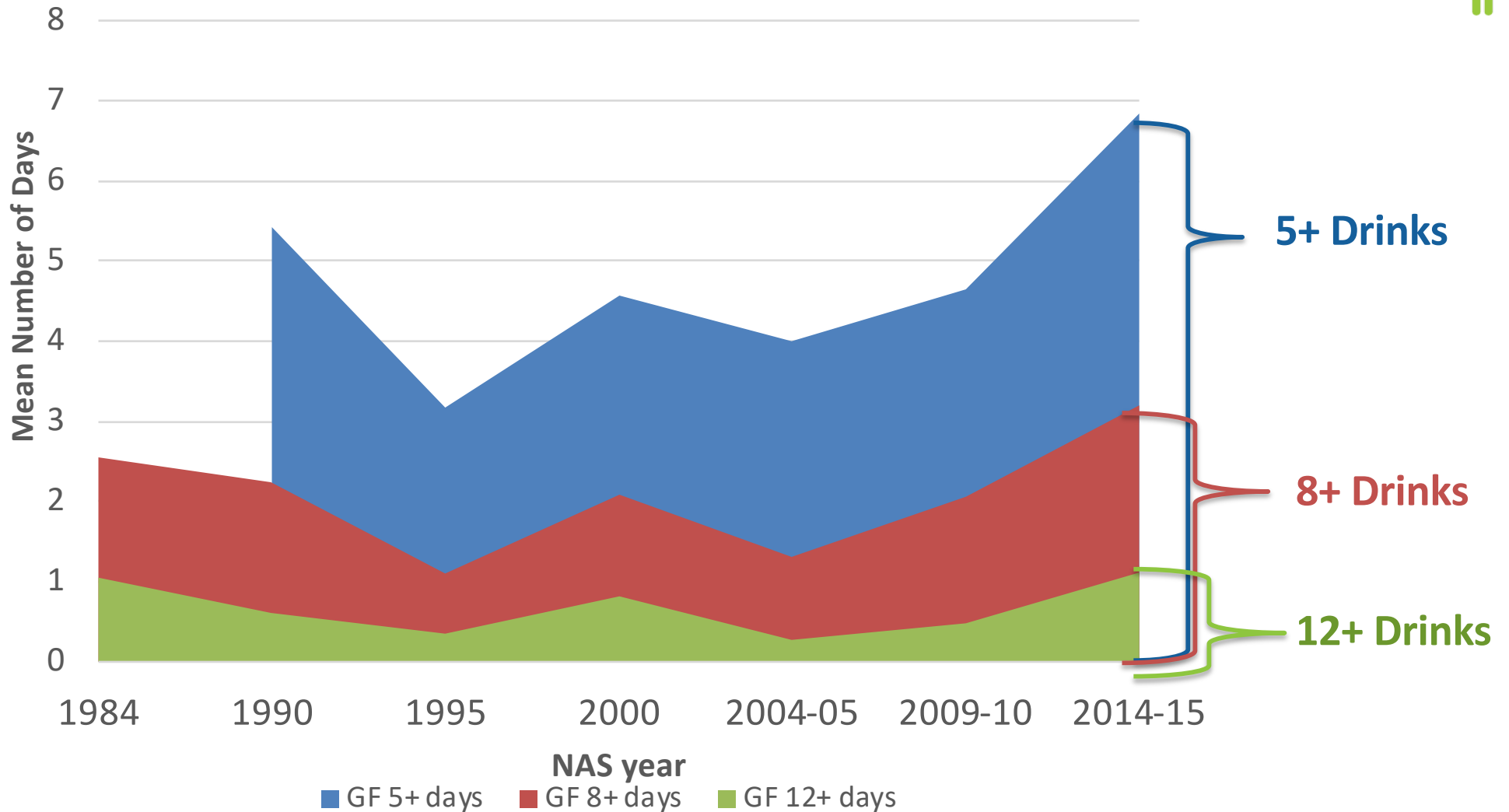
HEAVY DRINKING-MEN

Frequency of Heavy and High-Intensity Drinking for Men, 1984-2015



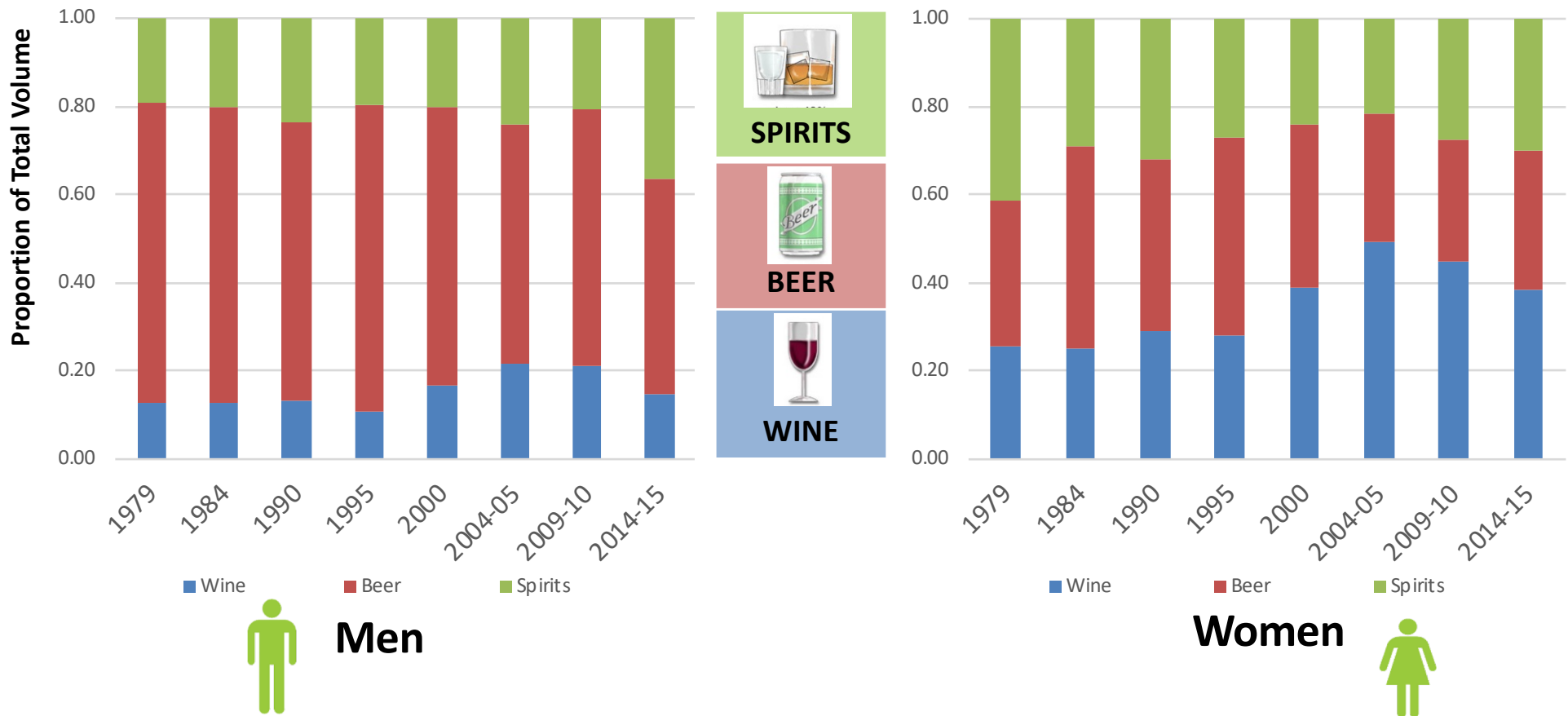
HEAVY DRINKING-WOMEN

Frequency of Heavy and High-Intensity Drinking for Women, 1984-2015



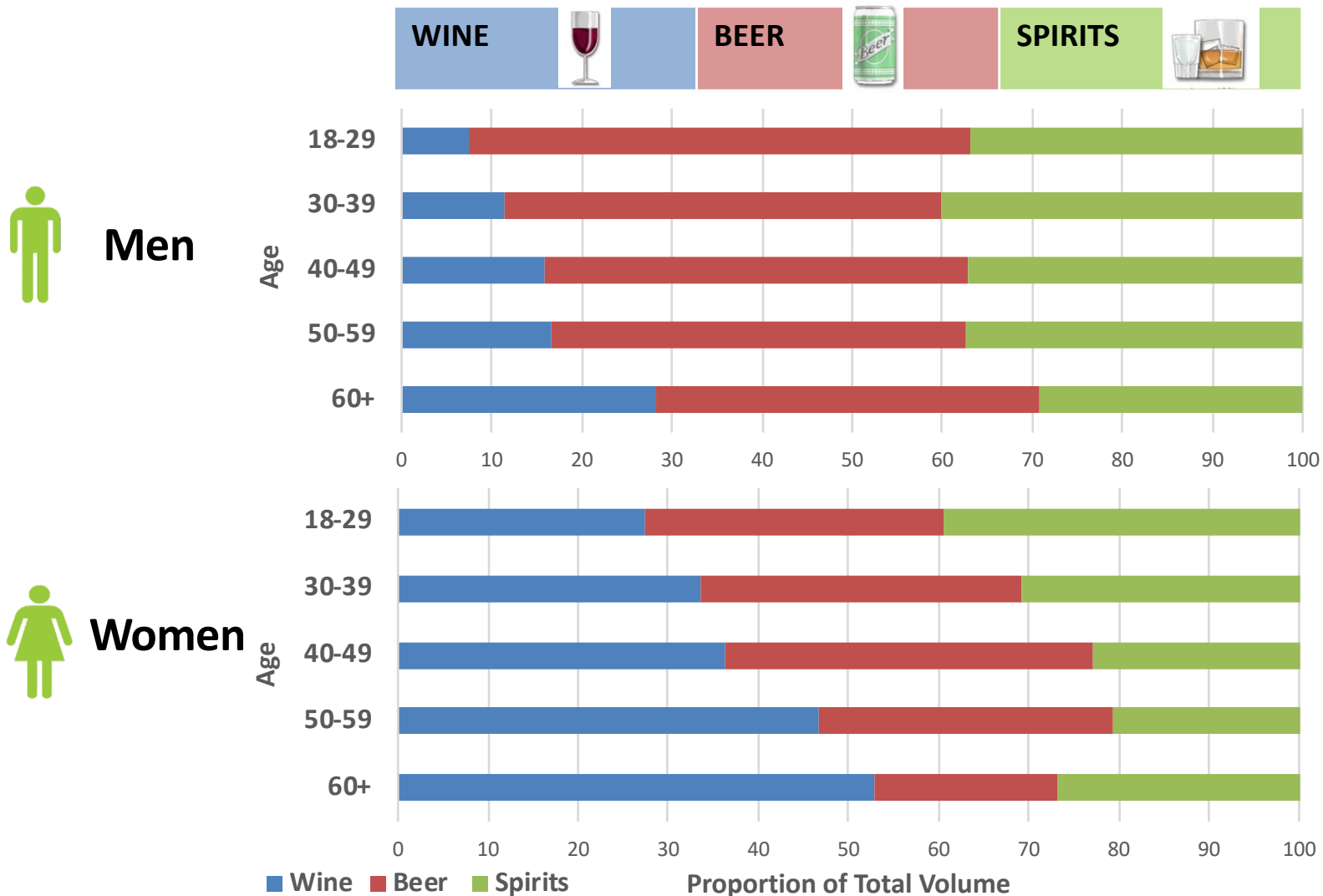
BEVERAGE CHOICE

Trends in Beverage-Specific Volume as a Proportion of Total Volume, 1979-2015



BEVERAGE CHOICE BY AGE 2015

2015 Age Pattern: Percent of total volume from beverage-specific QF



OTHER POPULATION SURVEY TRENDS

Average daily ethanol intake among drinkers (oz)		2001/2002	2012/2013	Change
NESARC	Ages 18-24	0.96	0.86	-11%
	Ages 25-44	0.60	0.82	+37%
	Ages 45-64	0.58	0.74	+28%

A new NESARC analysis also finds a 36% increase in Alcohol Use Disorder with greater increases for women and older groups.

- **NSDUH: 1990s-2013 Trends for ages 12-20.**
 - Following a rise in the late 1990's from about 37 drinks for males and 21 drinks for females, average volume among current drinkers **peaked around 2000 at 50 drinks per month for males and 29 drinks for females.**
 - **After 2001 declining drinking occurred through 2013, returning to the early 1990's levels.**

Source: NIAAA Surveillance Report #101

TRENDS IN HARMS

- Between 1999 and 2016 annual **deaths from liver cirrhosis increased by 65% and doubled for liver cancer** (Tapper and Parikh, 2018).
- Relatedly, from 2006 to 2016 the death rate from alcoholic liver disease increased by over 40% from 4.1 per 100,000 to 5.9 per 100,000 (CDC, 2017).
- An **increase of nearly 62% in alcohol-related emergency department (ED) visits** was also found between 2006 and 2014 from 3,080,214 to 4,976,136 visits per year, with the increase occurring predominantly among people aged 45 and older (White et al., 2018).
- The National Epidemiologic Survey of Alcohol and Related Conditions (NESARC) showed a **nearly 50% increase in the prevalence of past year alcohol use disorder (AUD)** from 2002 to 2013 among adults aged 18 and above (Grant et al., 2017).

MORE TRENDS IN HARMS

- Suicide mortality and attempts have increased substantially with an analysis of counties showing increase of more than 20% in most from 2005 to 2015.
- In California the most Northern and mountain counties have the highest mortality rates with most of California population in counties with less than average rates.
- Around 25% of suicides are alcohol involved and analyses through 2011 showed increasing alcohol involvement in the recession.

ALCOHOL AND POISONINGS

- While opioids are the main substance driving the dramatic increase in US poisoning deaths there also appears to be significant alcohol involvement in these deaths.
- Many poisonings involve multiple substances and alcohol and benzodiazepines are the most common. Research is needed to better understand the importance of multiple substance use in overdose risk.
- In California, along with AZ, NM and OK, methamphetamine is also a major problem and cause of poisoning mortality.

CALIFORNIA ALCOHOL POLICY

- From both a US and international perspective California has low taxes and prices and easy availability of alcohol.
- Tax rates per standard drink in 2016

	Spirits	Wine	Beer
California	\$0.039	\$0.008	\$0.019
US Average	\$0.062	\$0.044	\$0.030
Highest	\$0.384 WA	\$0.261 UT	\$0.121 TN

Table 4. Spirits 750 ml and 1.75 l container price and store index comparison of 2013-2014 prices in Washington and California

4 Brand Mean Index	750 ml			1.75 l		
	Washington	California	% Difference	Washington	California	% Difference
Bacardi Superior Rum	\$16.37	\$12.11	-26.0%	\$29.72	\$20.97	-29.8%
Absolut Vodka	\$28.50	\$22.61	-20.7%	\$50.05	\$32.14	-35.8%
Skyy Vodka	\$22.25	\$16.75	-24.7%	\$37.45	\$24.78	-33.8%
Jack Daniels Whiskey	\$27.41	\$21.52	-21.5%	\$53.57	\$38.14	-28.8%
Total	\$23.63	\$18.24*	-22.8%	\$42.70	\$29.01*	-32.1%
Store Mean Index						
BevMo	\$21.49	\$16.06	-25.3%	\$37.75	\$27.78	-26.4%
Safeway	\$22.52	\$16.61	-26.2%	\$44.64	\$29.42*	-34.1%
Target	\$26.61	\$20.15	-24.3%	\$50.87	\$34.05*	-33.0%
Trader Joes	\$23.90	\$20.15	-15.7%	-	-	-
Costco	-	-	-	\$37.54	\$24.78*	-34.0%

NOTE: Test results indicate significant differences between prices. * $P < .05$

TAX INCREASES?

- **3% Sales tax** would raise prices by only 3% and raise about \$850 million per year.
- Strong evidence of effectiveness on problems from Maryland.
- Covers all beverages equally in a way but more money from on-premise and wine, where prices are higher.

- **10 cent per standard drink tax** would raise prices by 5-10% potentially and would raise about \$1.5 billion per year.
- Less impact for on-premise, stronger impact on lower priced brands.
- Shifts tax basis from beverage to alcohol.

MINIMUM UNIT PRICES (MUP)

- Now in Scotland! Strong evidence of effectiveness from Canadian provinces.
- In California the cheapest spirits and wines can currently be as low as \$0.25 per standard drink.
- A **MUP of \$0.50** could have an impact, but is much lower than the MUP's used currently. This would make 1.75 L bottle of vodka \$20.
- MUP of \$1 more similar to Canadian versions.
- MUP raises prices of other brands as well because producers maintain their brand “quality” differentiation by price.

SPIRITS SHOULD BE REGULATED DIFFERENTLY

- All US states and other developed countries have some type of stricter regulation of spirits including higher tax rate, fewer store types where sales allowed, government control of spirits only, labeling requirements, higher legal age for purchase.
- Spirits have different acute effects and are associated with riskier drinking patterns and greater overdose risk.
- Spirits drinks in the US have been found to be larger on average and more variable, with some very large and high %ABV drinks.
- Spirits have been associated with greater risk of some health outcomes including oral cancers, cirrhosis of the liver, diabetes, heart disease, stroke, homicide and suicide.



Thank you!

For more information, contact:

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