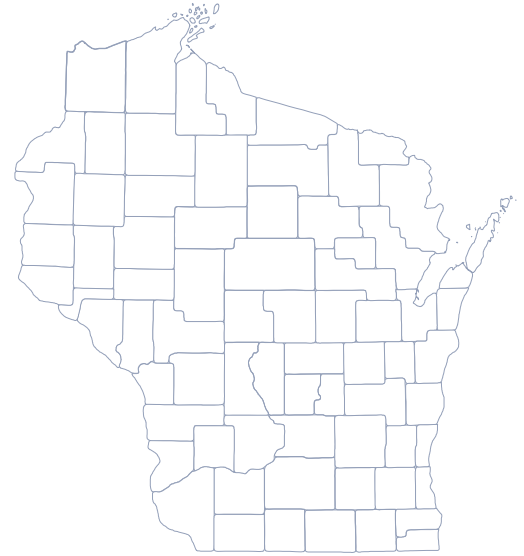


October 14, 2019

The Burden of Binge Drinking in Wisconsin



Sarah Linnan, MA
Jason Paltzer, PhD, MPH
Erin Skalitzky, MPH



University of Wisconsin
Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

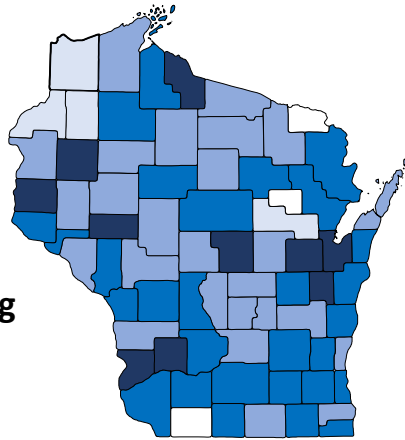
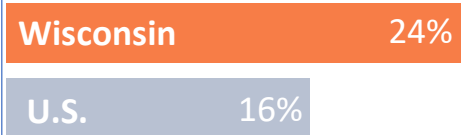
Funding for this report was provided under SAMHSA grant number 5U79SP020781-04 to the Wisconsin Department of Health Services.

The full report is available online at go.wisc.edu/burdenofbingeddrinking

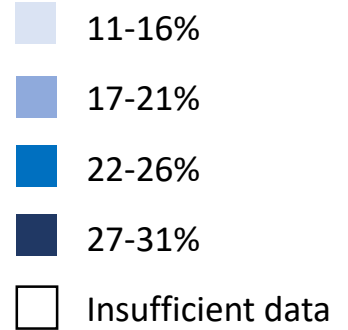
The Burden of Binge Drinking in Wisconsin

Report Summary

Binge Drinking Rates (2018):¹



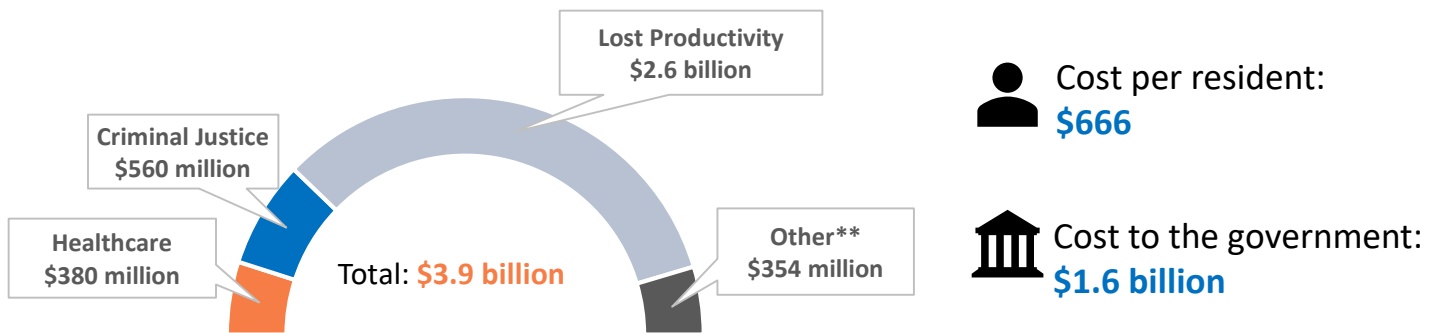
Binge Drinking Rates by County*



4.1 estimated number of binge drinking episodes per month among adults who binge drink in Wisconsin.¹

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²







In Wisconsin, the estimated annual economic cost of binge drinking is **\$3.9 billion**.



The alcohol tax revenue collected in Wisconsin was **\$60.9 million** in 2018.³

Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.⁴

In the most recent year, excessive alcohol consumption in Wisconsin contributed to:

-  **2,485** alcohol-related deaths⁵
-  **6,151** alcohol-related crashes⁸
-  **79,285** alcohol-related hospitalizations⁶
-  **1,817** juvenile liquor law violations⁹
-  **7,210** persons in an alcohol-related treatment service⁷
-  **24,651** driving under the influence arrests⁹

¹Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

²Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Wisconsin

Report Summary

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

To view the full The Burden of Binge Drinking in Wisconsin report and to find additional information, visit go.wisc.edu/burdenofbingedinking.

References and Notes

1. Behavioral Risk Factor Surveillance System. Wisconsin Department of Health Services, Office of Health Informatics; and US Centers for Disease Control and Prevention. 2013-2018 (pooled county estimates), 2018 (state and U.S. estimates).
Note: BRFSS is carried out by individual state health departments with coordination by the Centers for Disease Control and Prevention (CDC), and annual data files are weighted to each state's adult population. Data are pooled across six years (2013-2018) to produce reliable county estimates due to sample size. U.S. Figures are medians of state and territory percentages.
2. Centers for Disease Control and Prevention. Excessive alcohol use; Preventing a leading risk for death, disease, and injury. 2015. Retrieved from <https://www.cdc.gov/chronicdisease/resources/publications/aag/alcohol.htm>
Note: One occasion is defined as 2-3 hours.
3. Wisconsin Department of Revenue. State level tax revenue for beer and liquor. 2018.
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Note: Data from the Office of Health Informatics Vital Records. These are estimated fractions of death due to 100% attributable causes, direct-, and indirect- partially attributable causes of alcohol deaths. Death data were provided using US Centers for Disease Control and Prevention (CDC) Alcohol-Related Disease Impact (ARDI) fraction methodology. Additional detail about codes included can be found at the CDC: https://nccd.cdc.gov/DPH_ARDI/Info/ICDCodes.aspx
6. Wisconsin Department of Health Services, Office of Health Informatics. Wisconsin Hospital Inpatient and Emergency Room Records. 2018.
Note: Numbers of alcohol-related hospitalizations were determined based on ICD 9 and ICD 10 codes for acute and chronic conditions.
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Overview

Everyone who lives and works in Wisconsin is affected by the health and economic costs of excessive alcohol consumption, including binge drinking. Excessive alcohol consumption is associated with adverse health effects,¹⁻⁹ lost productivity,¹⁰ and many other negative outcomes.¹¹⁻¹⁹ The negative health and social consequences are far-reaching and come at a great economic cost. Binge drinking is responsible for 76% of the total economic cost of excessive alcohol consumption,²⁰ the burden of which is carried by the government and, in turn, by taxpayers; individuals who binge drink and their families; and by others in society.

This report includes information on the consequences of excessive alcohol consumption, with a focus on the sub-set of binge drinking. For the purpose of this report, **excessive alcohol consumption includes**²¹

- Binge drinking (5+ drinks per occasion for men; 4+ drinks per occasion for women)
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

Indicators are used throughout this report to provide context and an overall picture of the consequences of excessive alcohol consumption in Wisconsin. The most recent data available show that excessive alcohol consumption in Wisconsin contributed to:

79,285 alcohol-related hospitalizations (2018) ²²	24,651 Driving Under the Influence arrests (2018) ²³	1,817 juvenile liquor law violations (2018) ²³
6,151 alcohol-related motor vehicle crashes (2017) ²⁴	7,210 persons in an alcohol-related treatment service (2018) ²⁵	2,131 estimated alcohol-related deaths (2018) ²⁶

Binge drinking is a sub-set of excessive alcohol consumption (defined as 5+ drinks per occasion for men; 4+ drinks per occasion for women). Binge drinking is responsible for over three quarters of the excessive alcohol consumption costs in Wisconsin²⁰ and is a critical public health concern. The impact of binge drinking affects everyone through increased spending on healthcare, lost productivity, crime, and other costs. For these reasons, this report has a considerable focus on binge drinking.

“The consumption of alcohol has been identified as one of the top-10 risks contributing to the worldwide burden of disease.”
-World Health Organization²⁷

A standard drink serving size is:



12 fl oz of regular beer





1.5 fl oz shot of 80-proof distilled spirits

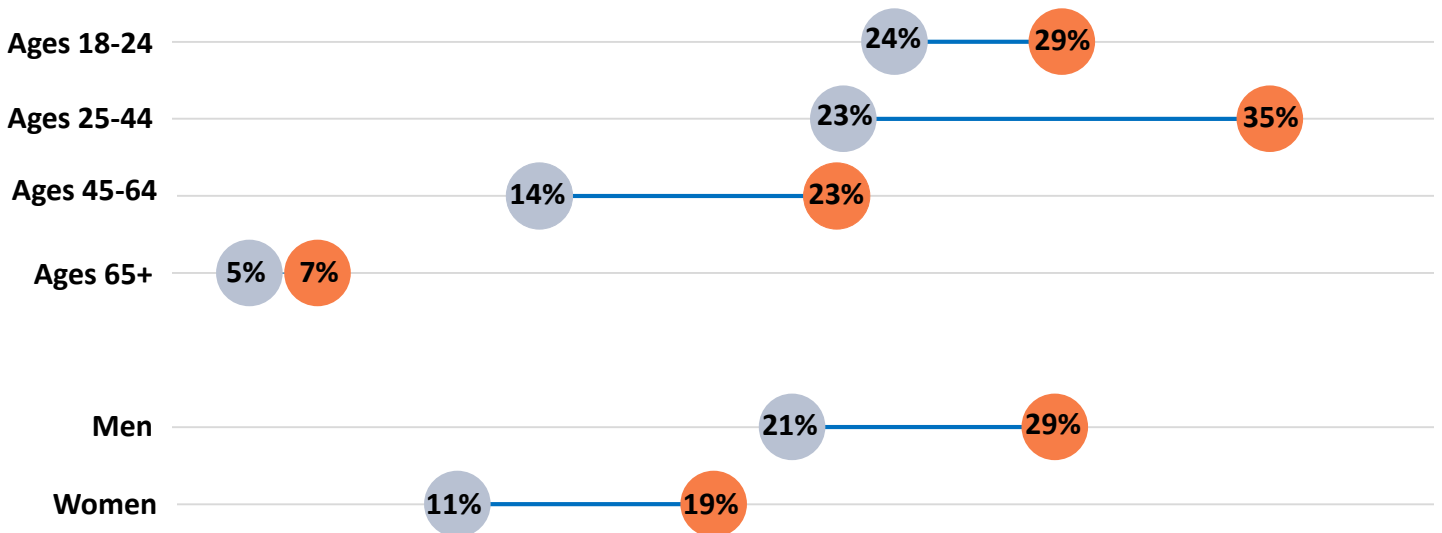


5 fl oz of table wine

Indicators specific to binge drinking are used throughout this report and are the focus of the economic costs in Wisconsin. Estimates of the economic cost of binge drinking in Wisconsin were derived using methods from national studies and the prevalence of binge drinking at the state and county levels. This report highlights Wisconsin state and county-level costs associated with binge drinking. When the term 'binge drinking' is used in this report, it refers specifically to the binge drinking indicators and the economic costs that can be attributed to binge drinking.

In 2018, prevalence of binge drinking in Wisconsin was 24%, compared to 16% (median) in the U.S., landing Wisconsin at number two in the U.S. in rates of binge drinking.²⁸ Adults who binge drink in Wisconsin have an estimated 4.1 binge drinking occasions a month with an average of 7.4 maximum number of drinks on any one occasion.

 **Wisconsin exceeded the U.S. (median) in estimated prevalence of binge drinking among adults in 2018²⁸** 



The purpose of this report is to present county-level estimates of the economic cost of binge drinking and its impact in Wisconsin. Additional data and indicators provided in this report (and the included county profiles) are intended to provide context around alcohol use in Wisconsin to help facilitate discussion at the local level. This report should not be compared to the previous report, *The Burden of Excessive Alcohol use in Wisconsin* (2013).²⁹ For additional information on the differences between the two reports, refer to **Appendix A**.

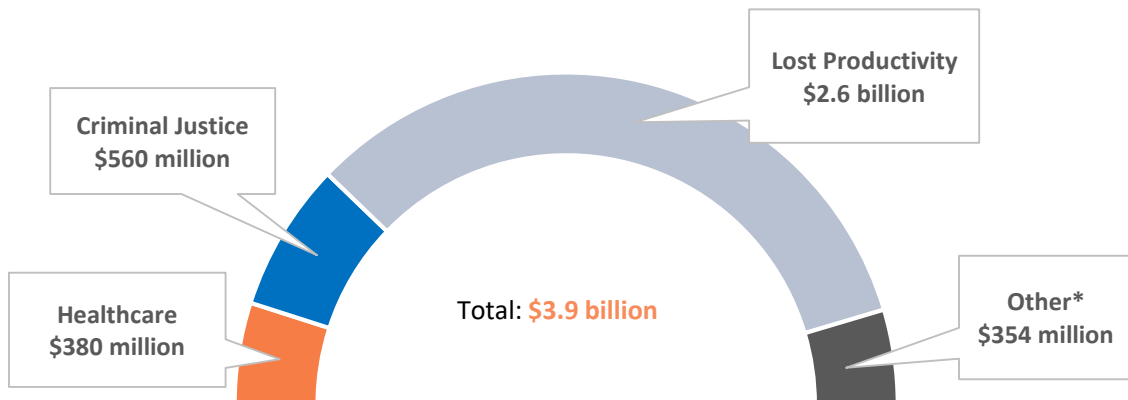
Economic Cost Findings

The current estimate of the annual cost of binge drinking in Wisconsin is \$3.9 billion (2018 dollars). Including children, the annual cost per resident in Wisconsin is \$666.

Among the total binge drinking cost, the greatest impact is felt by productivity losses. Productivity losses contribute to 66% of the total cost which is an estimated \$2.6 billion. Additionally, \$380 million (10%) was attributed to healthcare, \$560 million (15%) was attributed to criminal justice, and \$354 million (9%) was attributed to other losses including motor-vehicle crashes. Detailed results by county can be found in Appendix B of this report.

Approximately 41.4% of the total binge drinking cost is paid by the government,³⁰ which is an estimated \$1.6 billion in Wisconsin. This includes federal, state, and local government. The remaining costs are borne by individuals who binge drink and their families and by others in society. The state alcohol tax revenue in Wisconsin in 2018 was \$60.9 million.³¹ This is 1.6% of the total cost of binge drinking.

Economic Cost of Binge Drinking in Wisconsin



Appendix B presents the **economic cost results** for the state of Wisconsin and for each Wisconsin county. There are also profiles for the state of Wisconsin and for each Wisconsin county as a part of this report.

*Other includes costs associated with motor vehicle crashes and other consequences

Methods

Data used in this report were provided by a variety of sources, including several state agencies. Most recent available single year data were used at the state level. Multiple years of data were used for increased accuracy at the county level.

Excessive Alcohol Consumption

Indicators are provided at both the state and county levels in this report to provide an overall picture of excessive alcohol consumption in the state. For most excessive alcohol consumption indicators at the county level, 2014-2018 data were used to provide a five-year average that serves as an annual estimate. For some indicators, 2013-2017 data were used due to availability of data. Some counties did not have sufficient data to report. In those cases, it is noted on the individual county profiles. All indicators with fewer than five cases were suppressed and are reported as “<5”.

Indicators of Excessive Alcohol Consumption at the State and County Levels

Indicator	Source	Year(s)	Methods
Alcohol-related deaths	Wisconsin Department of Health Services, Office of Health Informatics, Vital Records. Wisconsin Resident Death Certificates.	Annual average numbers 2014-2018 at county level and 2018 at state level.	These are estimated fractions of death due to 100% attributable causes, direct-, and indirect- partially attributable causes of alcohol deaths. Death data were provided using U.S. CDC ARDI fraction methodology: https://nccd.cdc.gov/DPH_ARDI/Info/ICDCodes.aspx
Alcohol-related hospitalizations	Wisconsin Department of Health Services, Office of Health Informatics. Wisconsin Hospital Inpatient and Emergency Room Records.	Annual average numbers 2014-2018 at county level and 2018 at state level.	Numbers of alcohol-related hospitalizations were determined based on ICD 9 and ICD 10 codes for acute and chronic conditions.
Alcohol-related motor vehicle crashes	Wisconsin Department of Transportation, Bureau of Transportation Safety.	Annual average numbers 2014-2017 at county level and 2017 at state level.	A crash is considered to be alcohol-related when a driver, bicyclist or pedestrian is listed on a police or coroner report as using alcohol prior to the crash.
Publicly-funded treatment services	Wisconsin Department of Health Services, Division of Care and Treatment Services. Program Participation System (PPS).	Annual average numbers 2014-2018 at county level and 2018 at state level.	This information includes a distinct count of persons served by public funds who identified either a primary, secondary, or tertiary problem related to alcohol.
Juvenile Liquor Law Violation Arrests	Wisconsin Department of Justice, Bureau of Justice Information and Analysis. Wisconsin Uniform Crime Reporting Data Dashboard Center.	2018	Liquor law violations include the violation of state or local laws or ordinances prohibiting the manufacture, sale, purchase, transportation, possession, or use of alcoholic beverages, not including driving under the influence and drunkenness. Federal violations are excluded. Juvenile (18 and under) liquor law violations were included because any alcohol consumption by youth is excessive alcohol consumption.
Driving Under the Influence Arrests	Wisconsin Department of Justice, Bureau of Justice Information and Analysis. Wisconsin Uniform Crime Reporting Data Dashboard Center.	2018	Driving Under the Influence (DUI) arrests include both adults and juveniles.

Economic Costs and Indicators of Binge Drinking

This report highlights county-level costs associated with binge drinking, a sub-category of excessive drinking. Economic costs are one part of the larger burden associated with excessive alcohol use and should be used in the context of the other measures provided in this report.

Wisconsin and U.S. binge drinking data are from the Behavioral Risk Factor Surveillance System (BRFSS). BRFSS is carried out by individual state health departments with coordination by the Centers for Disease Control and Prevention (CDC), and annual data files are weighted to each state's adult population. Data are not weighted to each county's population. U.S. figures in the report are medians of the 54 state and territory percentage values. Single year data reported for Wisconsin and U.S. are from 2018. County-level data provided on county profiles, as well as data used in economic cost estimates for the state and counties, are pooled estimates from 2013-2018 (Florence, Lafayette, and Menominee are pooled estimates from 2012-2017). Data are pooled across six years to produce reliable county estimates due to sample size limitations.

The focus of the economic analysis of this report is on binge drinking; each county's binge drinking prevalence from the BRFSS was used as the county-level allocator to determine each county's share of the economic burden. This was done to highlight the cost associated with this significant aspect of excessive drinking and the economic impact on the county level. Florence, Lafayette, and Menominee County profiles do not contain binge drinking rates or a cost estimate given the low reliability of the data. Data for these counties should be read with caution. Estimates of binge drinking episodes among adults who binge drink were unavailable for Buffalo, Burnett, Crawford, Florence, Jackson, Lafayette, Marquette, Menominee, Richland, Rusk, and Vernon counties and are not provided in the profiles.

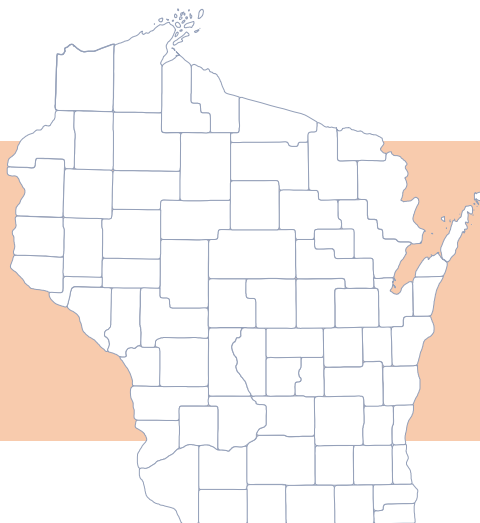
The baseline costs used in this report were taken from updated state-level estimates provided by Sacks et al.^{20,32} These analyses build on the national estimates by Bouchery et al.³⁰ and take into account economic shifts, inflation, and incidence trends from 2006 to 2010. In addition, these state-level figures are based on more than 20 state-level allocators and adjusted to reflect variation in state wages given the significant contribution of productivity losses to the overall cost burden. Sacks et al.²⁰ provided the state-level binge drinking-related costs attributed to healthcare, productivity, criminal justice, and other. These costs were then inflated to 2018 dollars using the Medical and Midwest Region Consumer Price Indices to determine the total cost for Wisconsin in 2018 dollars.



To determine state and county-level costs, the following steps were followed:

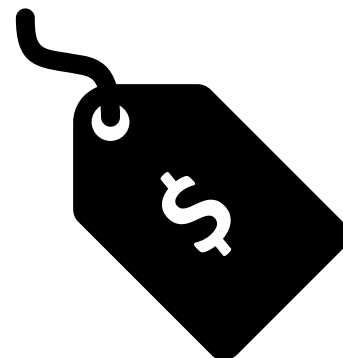
1. Wisconsin's binge drinking-related costs attributed to healthcare, productivity, criminal justice, and other were provided by Sacks et al. (unpublished tables, 2010 dollars).²⁰
 - a) Healthcare = \$304.8 million
 - b) Productivity = \$2.3 billion
 - c) Criminal Justice = \$497 million
 - d) Other = \$314.2 million
2. Binge drinking-related **Healthcare** costs were inflated from 2010 to 2018 dollars using the consumer price index for medical care (1.25).³³
3. Binge drinking-related **Productivity, Criminal Justice, and Other** costs were inflated from 2010 to 2018 dollars using the Midwest regional consumer price index (1.13).³⁴
4. The four components (Healthcare, Productivity, Criminal Justice and Other) were summed to determine Wisconsin's binge drinking-related costs in 2018 dollars. This approach takes into account the difference in inflation between medical and other consumer prices.
5. A pooled estimate of alcohol consumption between 2013-2018 from the BRFSS was used as the allocator for excessive alcohol consumption costs.
6. Pooled estimates of binge drinking from 2013-2018 from the BRFSS were used as allocators to determine the county-level proportion of binge drinking related to the state total. The percent of adults who binge drank in the past 30 days was multiplied by the population (ages 18+) in each county and divided by the total number of adults who binge drink in the state.

Appendix C presents the specific cost breakdown for each of the above steps.



Cost per resident is based on the total state and county population in 2017.³⁵ The cost to government is equal to 41.4% of the total binge drinking cost, as determined by Sacks et al.²⁰ for the state of Wisconsin.

State-level alcohol tax revenue for 2018 was obtained from the Department of Revenue for beer and liquor.³¹ Alcohol tax revenue is shown only as a measure of direct revenue from alcohol sales. This does not represent income tax or other tax revenue associated with the alcohol beverage industry.



Sacks et al. includes the following components into each the three cost categories: ^{20,32}

Healthcare	Productivity	Criminal Justice	Other
<ul style="list-style-type: none"> • Specialty care for abuse/dependence • Hospitalization • Ambulatory care • Nursing homes • Drug services • Fetal alcohol syndrome healthcare • Research and prevention costs • Health insurance administration • Training cost for substance abuse and mental health professionals 	<ul style="list-style-type: none"> • Productivity losses associated with premature mortality • Impaired productivity work, home, and in-hospital • Work-related absenteeism • Loss of work and productivity due to crime-related harm or incarceration • Fetal alcohol syndrome – reduced productivity 	<ul style="list-style-type: none"> • Crime victim property damage • Corrections • Alcohol-related crimes • Violent and property crimes • Private legal 	<ul style="list-style-type: none"> • Motor vehicle crashes • Fire losses • Fetal alcohol syndrome – special education

Appendix B presents the results for the State of Wisconsin and for each Wisconsin county. There are also profiles for the State of Wisconsin and for each Wisconsin county as a part of this report.

Discussion

Binge drinking in Wisconsin contributes to negative social, health, and economic consequences. The economic burden is carried by the government and, in turn, by taxpayers; individuals who binge drink and their families; and by others in society. The impact of binge drinking affects everyone through increased spending on healthcare, lost productivity, crime, and other costs. The tax revenue from beer and liquor in Wisconsin covers less than 2% of the annual economic binge drinking cost of \$3.9 billion.

While the estimates provided in this report are the best available, it should be noted that there are limitations. It has been cautioned that the numbers are substantially underestimated.^{20,30,32} Limitations include data gaps; underestimation of costs; conservative estimates; and the non-inclusion of intangible costs like pain, suffering, and bereavement.

The results of this study show a staggering economic impact to the state. It has been shown that the economic impact of excessive alcohol consumption is comparable to that of other health-risk behaviors, such as smoking and physical inactivity.³⁰

The county-level profiles have been included in this report to provide estimates of the economic cost of binge drinking in Wisconsin counties. The profiles also include some key indicators to help facilitate discussion at the local level. Changes in policy and the use of evidence-based prevention strategies can reduce the negative health, social, and economic impacts of binge drinking.



The implementation of policies and evidence-based prevention strategies can reduce the negative health, social, and economic impacts of excessive drinking.

The Wisconsin State Council on Alcohol and Other Drug Abuse (SCAODA) outlined specific recommendations in *Alcohol, Culture and Environment Workgroup Recommendations; Changing Wisconsin's Alcohol Environment to Promote Safe and Healthy Lives* (2010): https://law.wisc.edu/wapp/changing_wisconsin_s_alcohol_environment.pdf. The workgroup recommended strategies at the organizational, community, municipal, and state levels.

Additional information regarding policy and prevention strategies can be found at:

What Works for Health: <https://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health>

Wisconsin Alcohol Policy Project: <https://law.wisc.edu/wapp/>

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For questions regarding this report, contact Sarah Linnan (linnan@wisc.edu).

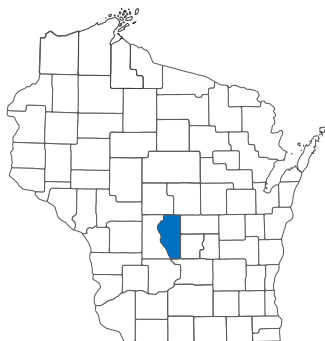
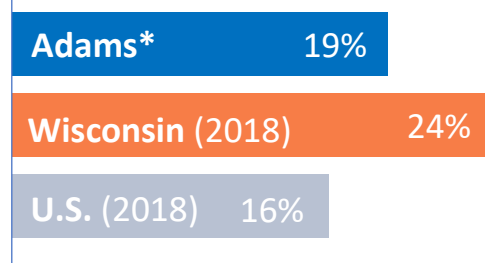
The Burden of Binge Drinking in Wisconsin: **County-Level Profiles**

Click on the county name to navigate to the county's profile

Adams	Kewaunee	Taylor
Ashland	La Crosse	Trempealeau
Barron	Lafayette	Vernon
Bayfield	Langlade	Vilas
Brown	Lincoln	Walworth
Buffalo	Manitowoc	Washburn
Burnett	Marathon	Washington
Calumet	Marinette	Waukesha
Chippewa	Marquette	Waupaca
Clark	Menominee	Waushara
Columbia	Milwaukee	Winnebago
Crawford	Monroe	Wood
Dane	Oconto	
Dodge	Oneida	
Door	Outagamie	
Douglas	Ozaukee	
Dunn	Pepin	
Eau Claire	Pierce	
Florence	Polk	
Fond du Lac	Portage	
Forest	Price	
Grant	Racine	
Green	Richland	
Green Lake	Rock	
Iowa	Rusk	
Iron	St. Croix	
Jackson	Sauk	
Jefferson	Sawyer	
Juneau	Shawano	
Kenosha	Sheboygan	

The Burden of Binge Drinking in Adams County

Binge Drinking Rates:¹



4.5 estimated number of binge drinking episodes per month among adults who binge drink in Adams County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Adams County, the estimated annual economic cost of binge drinking is **\$12.5 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Adams County, excessive alcohol consumption contributes to an annual average of

14 alcohol-related deaths⁴

189 alcohol-related hospitalizations⁵

31 alcohol-related crashes⁶

65 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Adams County

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References and Notes

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7. Wisconsin Department of Health Services, Division of Care and Treatment Services. Program Participation System (PPS). Publicly-funded treatment services. Annual average numbers 2014-2018.

The Burden of Binge Drinking in Ashland County

Binge Drinking Rates:¹

Ashland*	24%
Wisconsin (2018)	24%
U.S. (2018)	16%



5.4 estimated number of binge drinking episodes per month among adults who binge drink in Ashland County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Ashland County, the estimated annual economic cost of binge drinking is **\$11.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Ashland County, excessive alcohol consumption contributes to an annual average of

9 alcohol-related deaths⁴

354 alcohol-related hospitalizations⁵

14 alcohol-related crashes⁶

19 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Ashland County

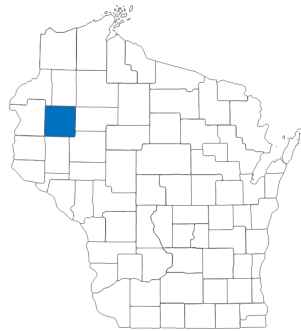
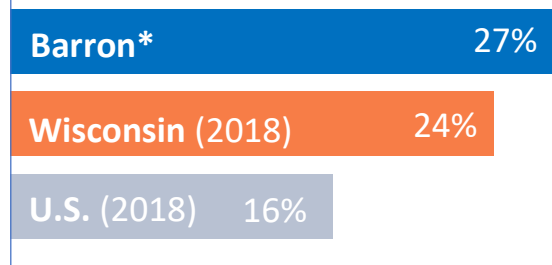
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The Burden of Binge Drinking in Barron County

Binge Drinking Rates:¹



4 estimated number of binge drinking episodes per month among adults who binge drink in Barron County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Barron County, the estimated annual economic cost of binge drinking is **\$36.6 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Barron County, excessive alcohol consumption contributes to an annual average of

20 alcohol-related deaths⁴

542 alcohol-related hospitalizations⁵

40 alcohol-related crashes⁶

107 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Barron County

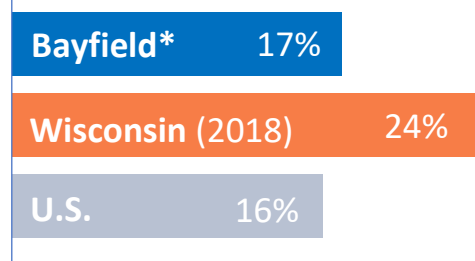
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The Burden of Binge Drinking in Bayfield County

Binge Drinking Rates:¹



5.2 estimated number of binge drinking episodes per month among adults who binge drink in Bayfield County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Bayfield County, the estimated annual economic cost of binge drinking is **\$8.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Bayfield County, excessive alcohol consumption contributes to an annual average of

- 7** alcohol-related deaths⁴
- 241** alcohol-related hospitalizations⁵
- 29** alcohol-related crashes⁶
- 14** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Bayfield County

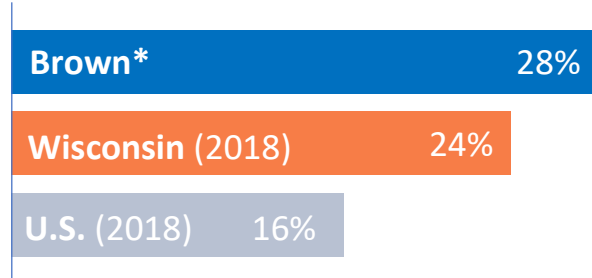
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The Burden of Binge Drinking in Brown County

Binge Drinking Rates:¹



3.7 estimated number of binge drinking episodes per month among adults who binge drink in Brown County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Brown County, the estimated annual economic cost of binge drinking is **\$205.5 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Brown County, excessive alcohol consumption contributes to an annual average of

89 alcohol-related deaths⁴

3,049 alcohol-related hospitalizations⁵

197 alcohol-related crashes⁶

117 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Brown County

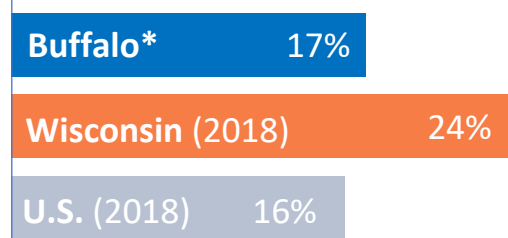
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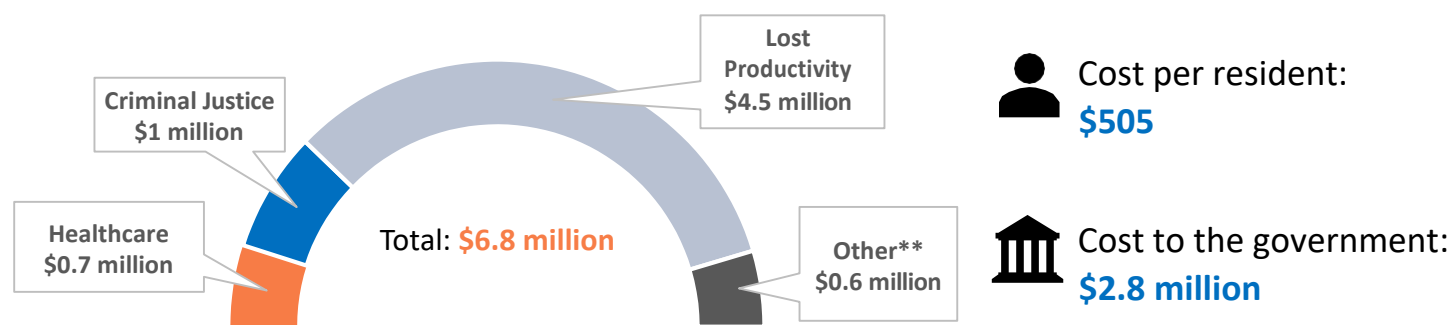
The Burden of Binge Drinking in Buffalo County

Binge Drinking Rates:¹



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Buffalo County, the estimated annual economic cost of binge drinking is **\$6.8 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Buffalo County, excessive alcohol consumption contributes to an annual average of

<5 alcohol-related deaths⁴

120 alcohol-related hospitalizations⁵

16 alcohol-related crashes⁶

<5 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Buffalo County

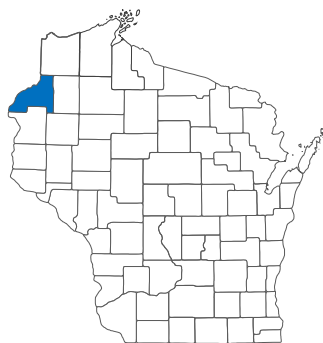
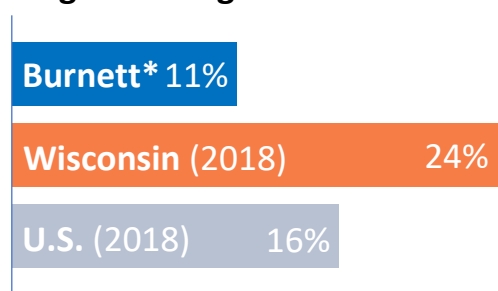
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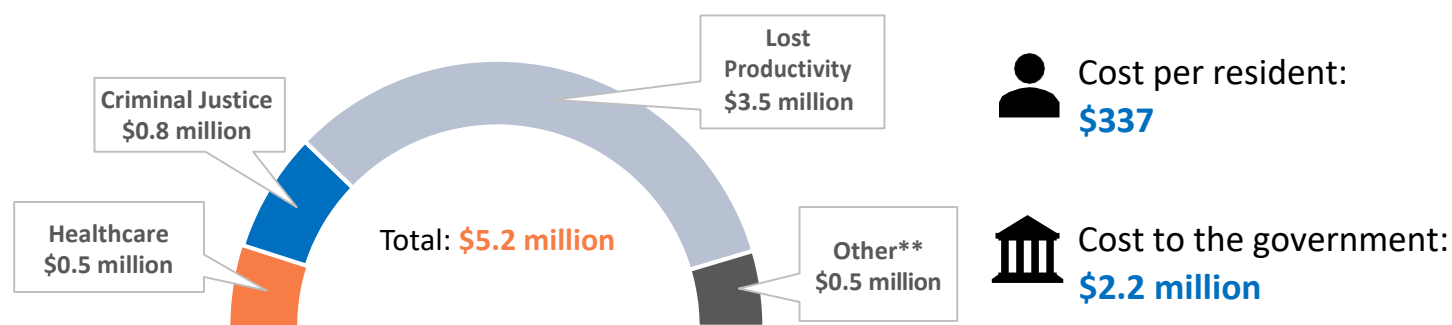
The Burden of Binge Drinking in Burnett County

Binge Drinking Rates:¹



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Burnett County, the estimated annual economic cost of binge drinking is **\$5.2 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Burnett County, excessive alcohol consumption contributes to an annual average of

9 alcohol-related deaths⁴

195 alcohol-related hospitalizations⁵

23 alcohol-related crashes⁶

9 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Burnett County

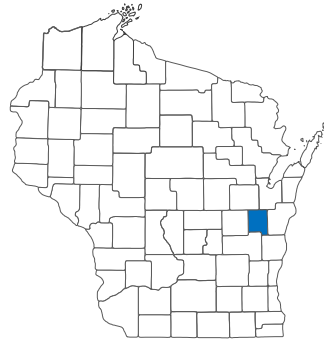
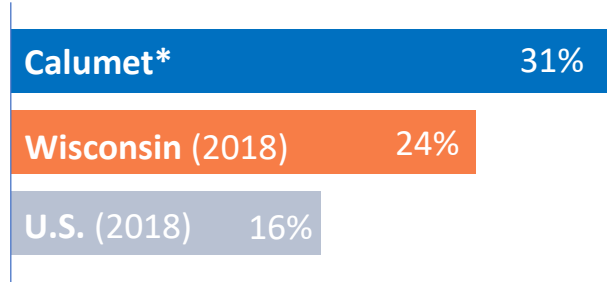
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The Burden of Binge Drinking in Calumet County

Binge Drinking Rates:¹



3.3 estimated number of binge drinking episodes per month among adults who binge drink in Calumet County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Calumet County, the estimated annual economic cost of binge drinking is **\$44.2 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Calumet County, excessive alcohol consumption contributes to an annual average of

13 alcohol-related deaths⁴

188 alcohol-related hospitalizations⁵

34 alcohol-related crashes⁶

16 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Calumet County

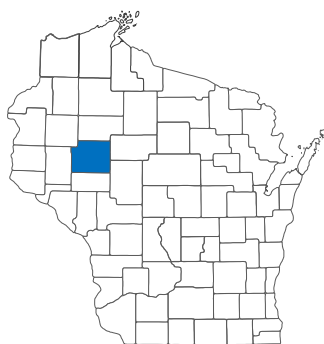
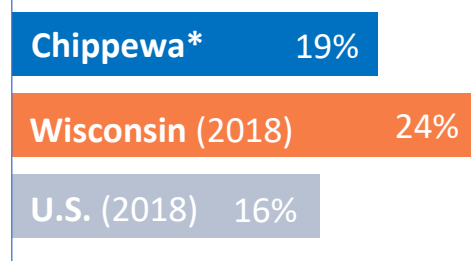
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The Burden of Binge Drinking in Chippewa County

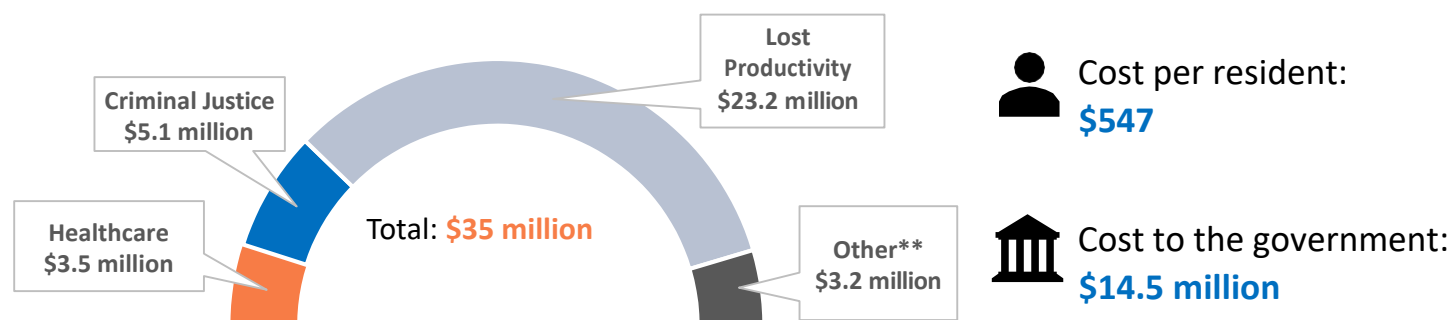
Binge Drinking Rates:¹



3.2 estimated number of binge drinking episodes per month among adults who binge drink in Chippewa County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Chippewa County, the estimated annual economic cost of binge drinking is **\$35 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Chippewa County, excessive alcohol consumption contributes to an annual average of

19 alcohol-related deaths⁴

624 alcohol-related hospitalizations⁵

62 alcohol-related crashes⁶

27 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Chippewa County

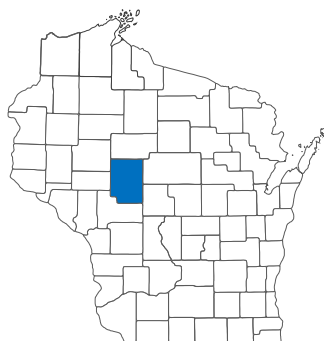
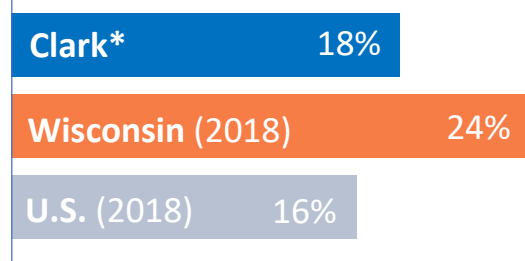
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References and Notes

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The Burden of Binge Drinking in Clark County

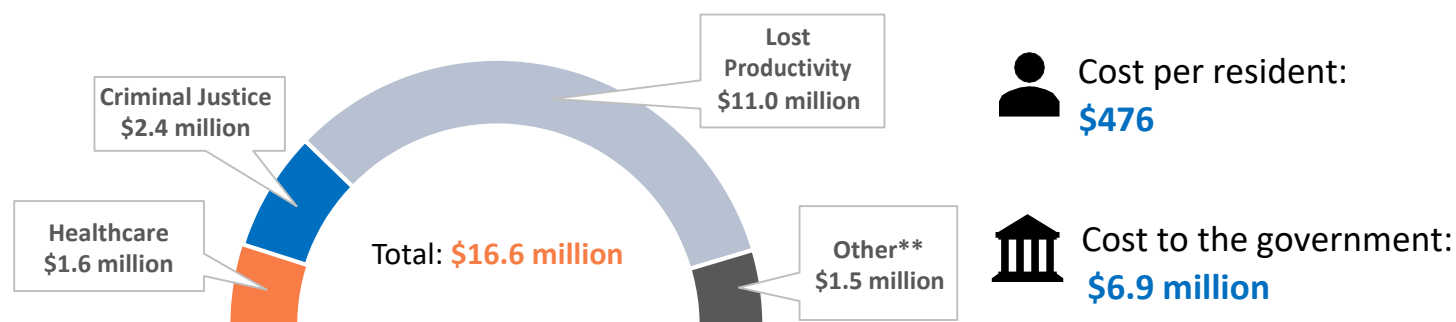
Binge Drinking Rates:¹



3.4 estimated number of binge drinking episodes per month among adults who binge drink in Clark County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Clark County, the estimated annual economic cost of binge drinking is **\$16.6 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Clark County, excessive alcohol consumption contributes to an annual average of

10 alcohol-related deaths⁴

225 alcohol-related hospitalizations⁵

23 alcohol-related crashes⁶

111 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Clark County

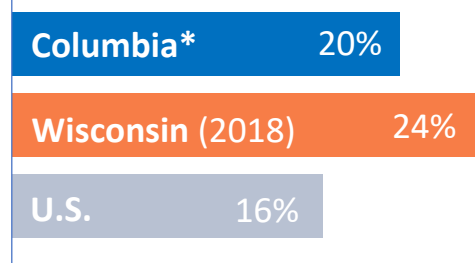
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The Burden of Binge Drinking in Columbia County

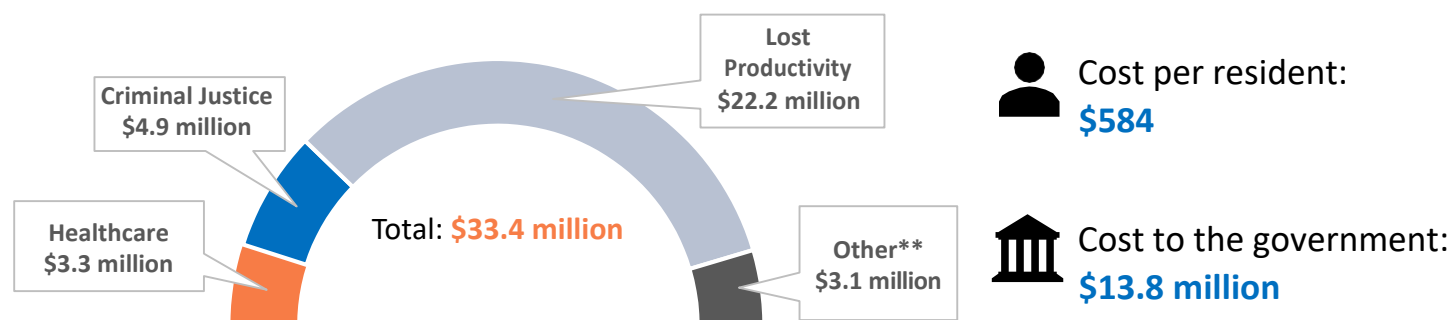
Binge Drinking Rates:¹



3.8 estimated number of binge drinking episodes per month among adults who binge drink in Columbia County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Columbia County, the estimated annual economic cost of binge drinking is **\$33.4 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Columbia County, excessive alcohol consumption contributes to an annual average of

27 alcohol-related deaths⁴

655 alcohol-related hospitalizations⁵

63 alcohol-related crashes⁶

50 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Columbia County

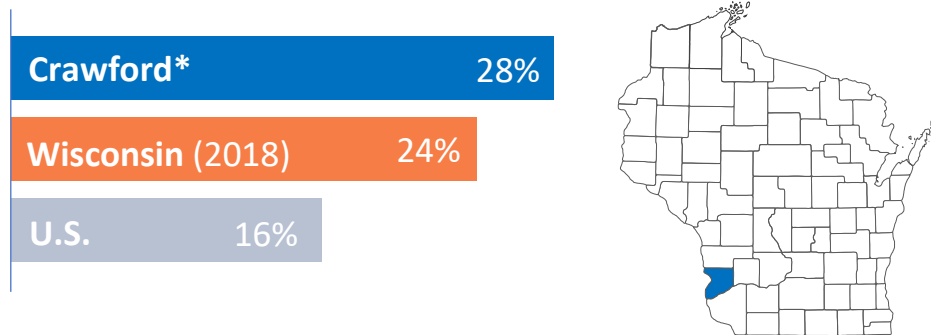
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The Burden of Binge Drinking in Crawford County

Binge Drinking Rates:¹



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Crawford County, the estimated annual economic cost of binge drinking is **\$13.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Crawford County, excessive alcohol consumption contributes to an annual average of

- 6** alcohol-related deaths⁴
- 130** alcohol-related hospitalizations⁵
- 21** alcohol-related crashes⁶
- 25** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Crawford County

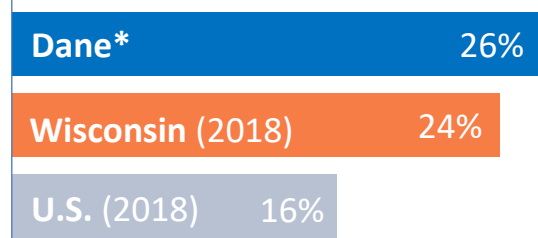
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The Burden of Binge Drinking in Dane County

Binge Drinking Rates:¹



3.8 estimated number of binge drinking episodes per month among adults who binge drink in Dane County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Dane County, the estimated annual economic cost of binge drinking is **\$397.7 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Dane County, excessive alcohol consumption contributes to an annual average of

170 alcohol-related deaths⁴

5,485 alcohol-related hospitalizations⁵

472 alcohol-related crashes⁶

724 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Dane County

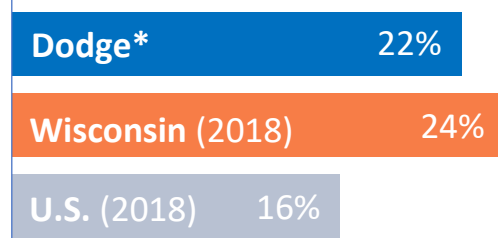
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The Burden of Binge Drinking in Dodge County

Binge Drinking Rates:¹



3.6 estimated number of binge drinking episodes per month among adults who binge drink in Dodge County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Dodge County, the estimated annual economic cost of binge drinking is **\$58.3 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Dodge County, excessive alcohol consumption contributes to an annual average of

39 alcohol-related deaths⁴

825 alcohol-related hospitalizations⁵

75 alcohol-related crashes⁶

186 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Dodge County

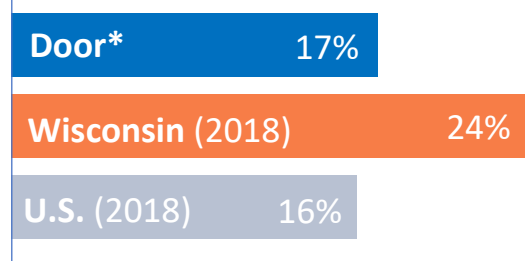
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The Burden of Binge Drinking in Door County

Binge Drinking Rates:¹



4.1 estimated number of binge drinking episodes per month among adults who binge drink in Door County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Door County, the estimated annual economic cost of binge drinking is **\$14.8 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Door County, excessive alcohol consumption contributes to an annual average of

13 alcohol-related deaths⁴

297 alcohol-related hospitalizations⁵

27 alcohol-related crashes⁶

74 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Door County

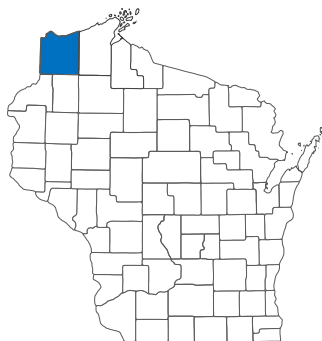
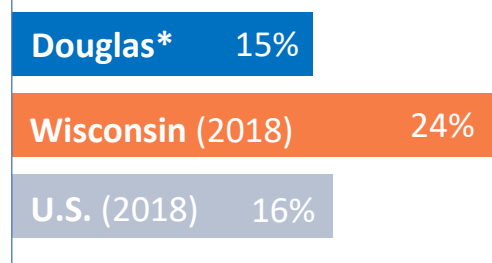
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The Burden of Binge Drinking in Douglas County

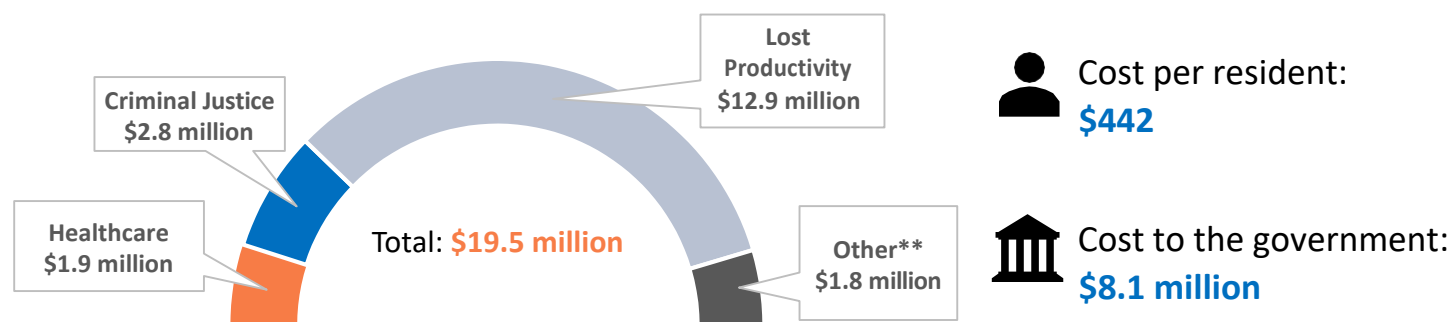
Binge Drinking Rates:¹



4.7 estimated number of binge drinking episodes per month among adults who binge drink in Douglas County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Douglas County, the estimated annual economic cost of binge drinking is **\$19.5 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Douglas County, excessive alcohol consumption contributes to an annual average of

17 alcohol-related deaths⁴

819 alcohol-related hospitalizations⁵

35 alcohol-related crashes⁶

21 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Douglas County

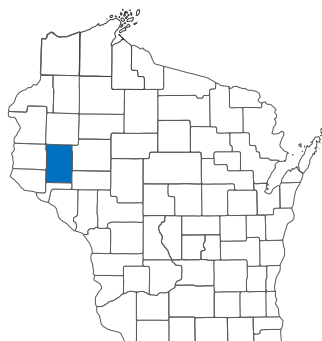
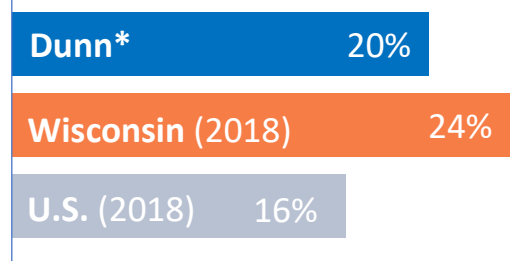
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The Burden of Binge Drinking in Dunn County

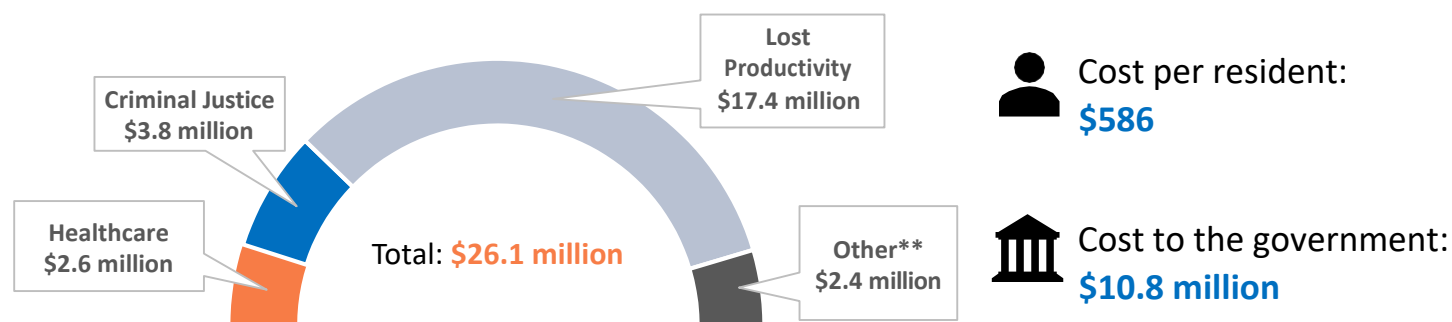
Binge Drinking Rates:¹



4.1 estimated number of binge drinking episodes per month among adults who binge drink in Dunn County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Dunn County, the estimated annual economic cost of binge drinking is **\$26.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Dunn County, excessive alcohol consumption contributes to an annual average of

14 alcohol-related deaths⁴

486 alcohol-related hospitalizations⁵

45 alcohol-related crashes⁶

78 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Dunn County

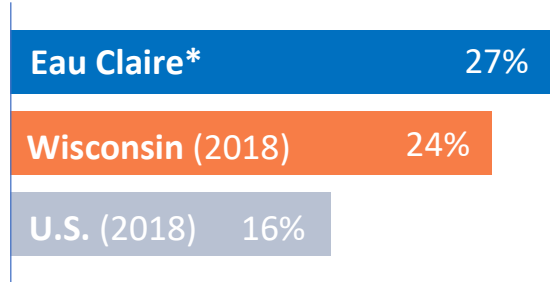
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References and Notes

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7. Wisconsin Department of Health Services, Division of Care and Treatment Services. Program Participation System (PPS). Publicly-funded treatment services. Annual average numbers 2014-2018.

The Burden of Binge Drinking in Eau Claire County

Binge Drinking Rates:¹



4 estimated number of binge drinking episodes per month among adults who binge drink in Eau Claire County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Eau Claire County, the estimated annual economic cost of binge drinking is **\$80.4 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Eau Claire County, excessive alcohol consumption contributes to an annual average of

34 alcohol-related deaths⁴

1,418 alcohol-related hospitalizations⁵

99 alcohol-related crashes⁶

34 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Eau Claire County

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The Burden of Binge Drinking in Florence County

Caution: Due to low reliability of data for Florence County, binge drinking rates and economic cost results for the county are not reported.

Binge Drinking Rates:¹

Wisconsin (2018) 24%

U.S. (2018) 16%



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

Binge drinking is responsible for 76% of the excessive alcohol consumption economic cost.³

On average, excessive alcohol consumption in Florence County contributes to:



<5 alcohol-related deaths⁴



14 alcohol-related hospitalizations⁵



6 alcohol-related crashes⁶



11 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes⁵:

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

The Burden of Binge Drinking in Florence County

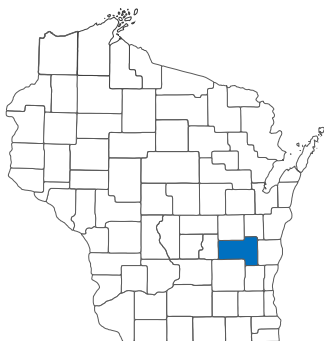
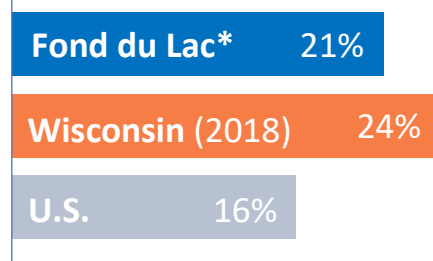
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The Burden of Binge Drinking in Fond du Lac County

Binge Drinking Rates:¹



3.9 estimated number of binge drinking episodes per month among adults who binge drink in Fond du Lac County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Fond du Lac County, the estimated annual economic cost of binge drinking is **\$63.4 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Fond du Lac County, excessive alcohol consumption contributes to an annual average of

39 alcohol-related deaths⁴

1,129 alcohol-related hospitalizations⁵

94 alcohol-related crashes⁶

381 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Fond du Lac County

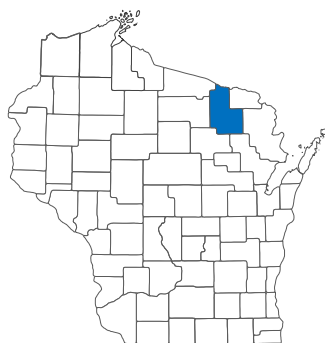
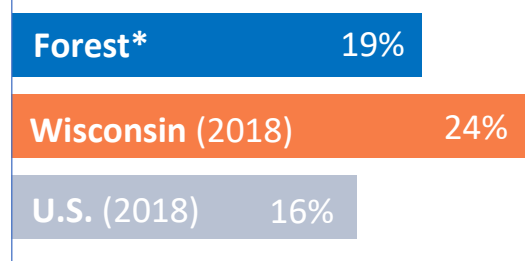
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The Burden of Binge Drinking in Forest County

Binge Drinking Rates:¹



6.2 estimated number of binge drinking episodes per month among adults who binge drink in Forest County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Forest County, the estimated annual economic cost of binge drinking is **\$5.2 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Forest County, excessive alcohol consumption contributes to an annual average of

7 alcohol-related deaths⁴

183 alcohol-related hospitalizations⁵

11 alcohol-related crashes⁶

318 persons in an alcohol-related treatment service (Forest/Oneida/Vilas)⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Forest County

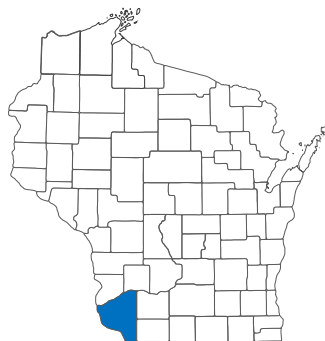
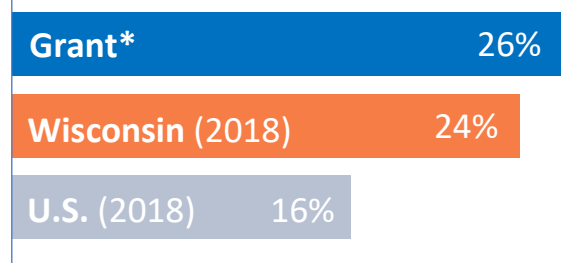
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7. Wisconsin Department of Health Services, Division of Care and Treatment Services. Program Participation System (PPS). Publicly-funded treatment services. Annual average numbers 2014-2018.
Note: Forest, Oneida, and Vilas counties are served by a tri-county organization. Treatment data reflect numbers for all three counties.

The Burden of Binge Drinking in Grant County

Binge Drinking Rates:¹



5.7 estimated number of binge drinking episodes per month among adults who binge drink in Grant County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Grant County, the estimated annual economic cost of binge drinking is **\$39.5 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Grant County, excessive alcohol consumption contributes to an annual average of

14 alcohol-related deaths⁴

321 alcohol-related hospitalizations⁵

49 alcohol-related crashes⁶

193 persons in an alcohol-related treatment service (Grant and Iowa)⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Grant County

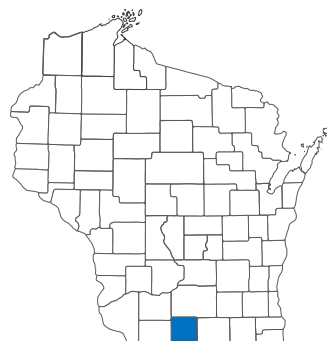
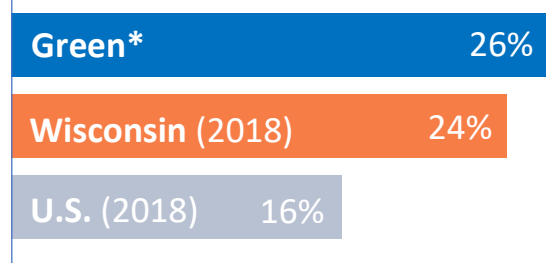
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Note: Grant and Iowa counties are served by one organization. Treatment data reflect numbers for both counties.

The Burden of Binge Drinking in Green County

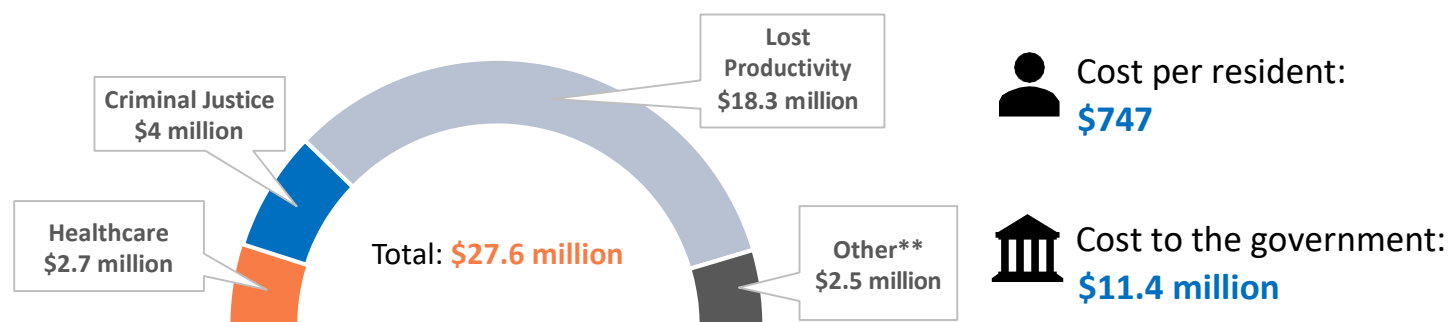
Binge Drinking Rates:¹



2.8 estimated number of binge drinking episodes per month among adults who binge drink in Green County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Green County, the estimated annual economic cost of binge drinking is **\$27.6 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Green County, excessive alcohol consumption contributes to an annual average of

11 alcohol-related deaths⁴

296 alcohol-related hospitalizations⁵

38 alcohol-related crashes⁶

127 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Green County

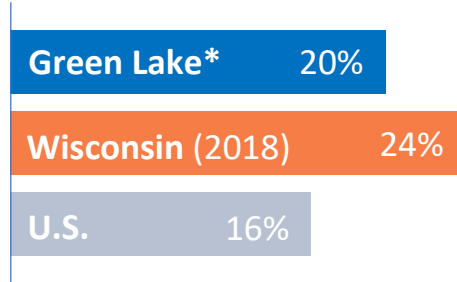
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The Burden of Binge Drinking in Green Lake County

Binge Drinking Rates:¹



3.7 estimated number of binge drinking episodes per month among adults who binge drink in Green Lake County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Green Lake County, the estimated annual economic cost of binge drinking is **\$11.1 million.**



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Green Lake County, excessive alcohol consumption contributes to an annual average of

11 alcohol-related deaths⁴

171 alcohol-related hospitalizations⁵

17 alcohol-related crashes⁶

67 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Green Lake County

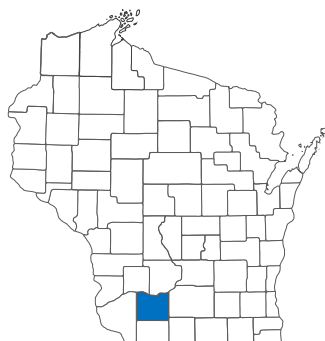
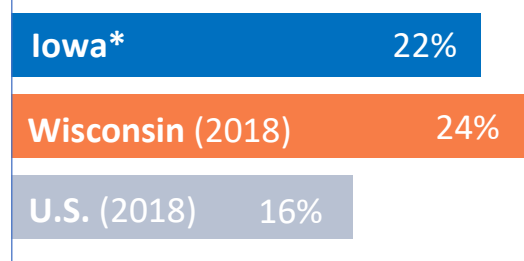
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The Burden of Binge Drinking in Iowa County

Binge Drinking Rates:¹



4.7 estimated number of binge drinking episodes per month among adults who binge drink in Iowa County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Iowa County, the estimated annual economic cost of binge drinking is **\$15 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Iowa County, excessive alcohol consumption contributes to an annual average of

9 alcohol-related deaths⁴

185 alcohol-related hospitalizations⁵

30 alcohol-related crashes⁶

193 persons in an alcohol-related treatment service (Grant and Iowa)⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Iowa County

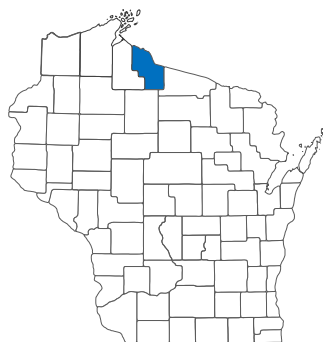
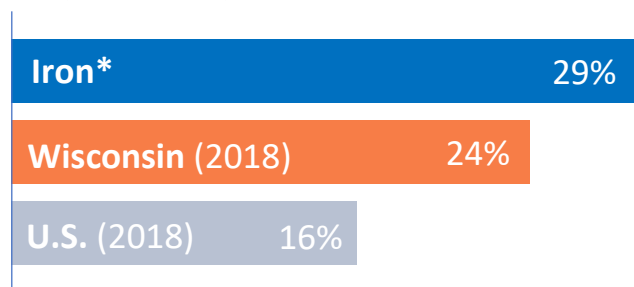
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References and Notes

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6. Wisconsin Department of Transportation, Bureau of Transportation Safety. Annual average numbers 2013-2017.
7. Wisconsin Department of Health Services, Division of Care and Treatment Services. Program Participation System (PPS). Publicly-funded treatment services. Annual average numbers 2014-2018.
Note: Grant and Iowa counties are served by one organization. Treatment data reflect numbers for both counties.

The Burden of Binge Drinking in Iron County

Binge Drinking Rates:¹



4.6 estimated number of binge drinking episodes per month among adults who binge drink in Iron County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Iron County, the estimated annual economic cost of binge drinking is **\$5.4 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Iron County, excessive alcohol consumption contributes to an annual average of

<5 alcohol-related deaths⁴

55 alcohol-related hospitalizations⁵

5 alcohol-related crashes⁶

30 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Iron County

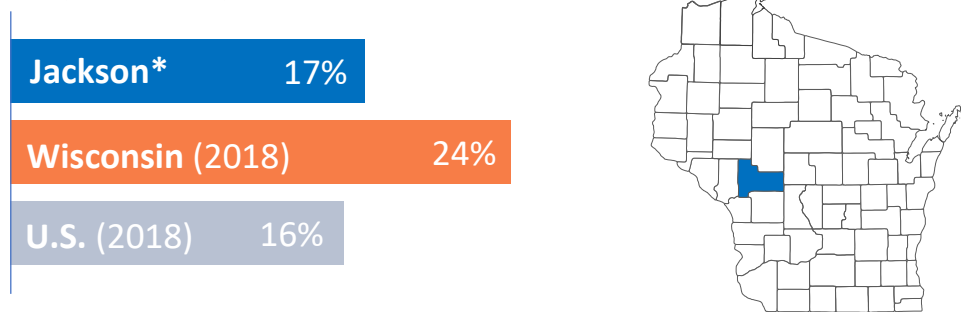
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The Burden of Binge Drinking in Jackson County

Binge Drinking Rates:¹



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Jackson County, the estimated annual economic cost of binge drinking is **\$10.3 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Jackson County, excessive alcohol consumption contributes to an annual average of

- 11** alcohol-related deaths⁴
- 305** alcohol-related hospitalizations⁵
- 28** alcohol-related crashes⁶
- 7** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Jackson County

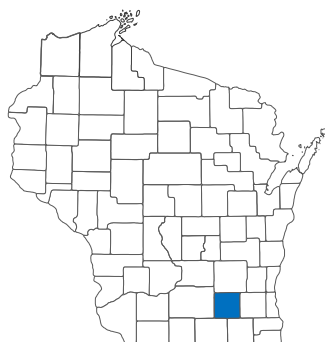
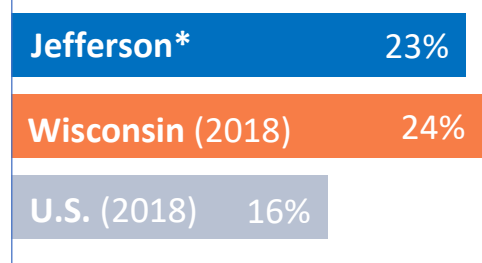
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The Burden of Binge Drinking in Jefferson County

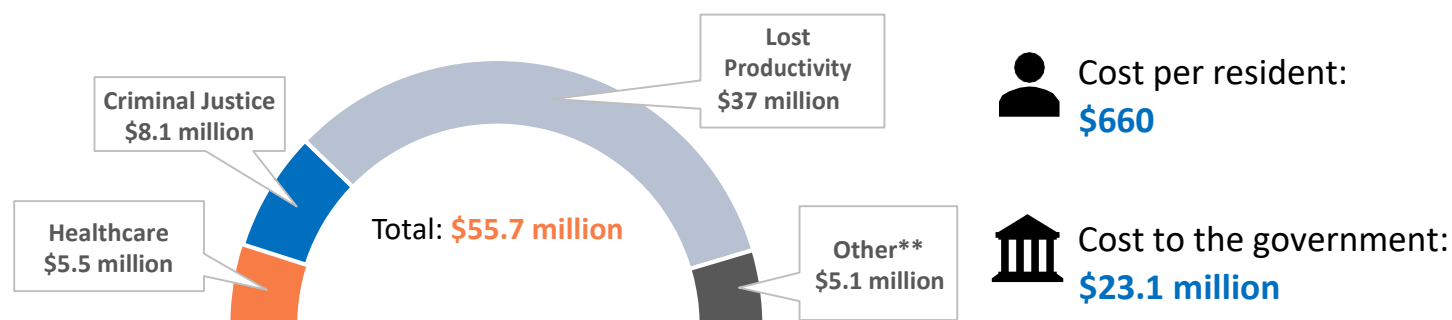
Binge Drinking Rates:¹



5.5 estimated number of binge drinking episodes per month among adults who binge drink in Jefferson County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Jefferson County, the estimated annual economic cost of binge drinking is **\$55.7 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Jefferson County, excessive alcohol consumption contributes to an annual average of

- 33** alcohol-related deaths⁴
- 786** alcohol-related hospitalizations⁵
- 80** alcohol-related crashes⁶
- 188** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Jefferson County

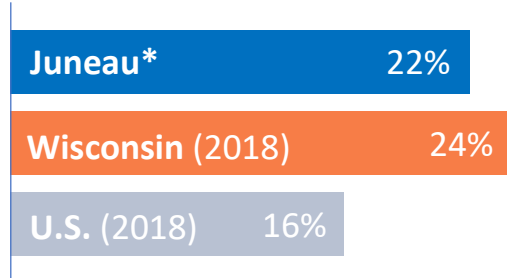
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The Burden of Binge Drinking in Juneau County

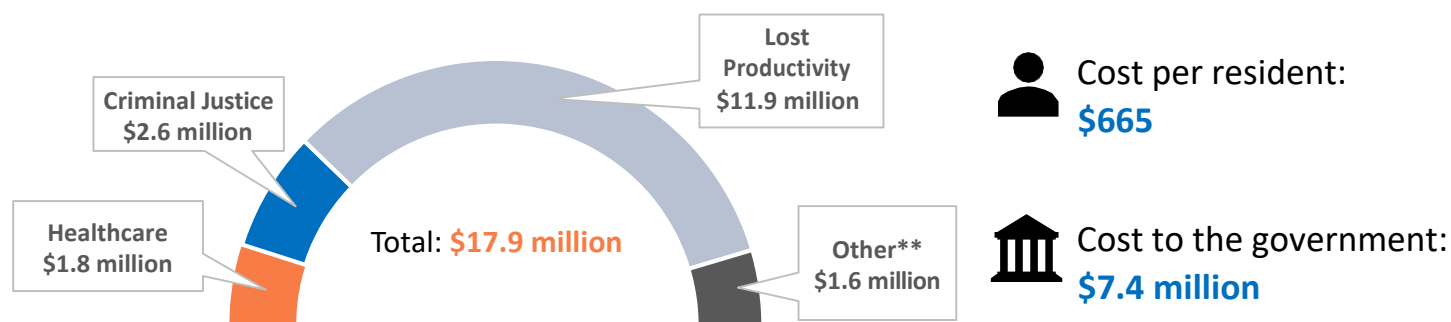
Binge Drinking Rates:¹



4.8 estimated number of binge drinking episodes per month among adults who binge drink in Juneau County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Juneau County, the estimated annual economic cost of binge drinking is **\$17.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Juneau County, excessive alcohol consumption contributes to an annual average of

14 alcohol-related deaths⁴

293 alcohol-related hospitalizations⁵

41 alcohol-related crashes⁶

84 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Juneau County

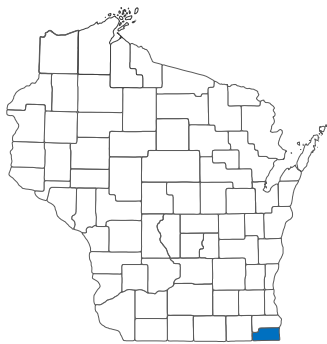
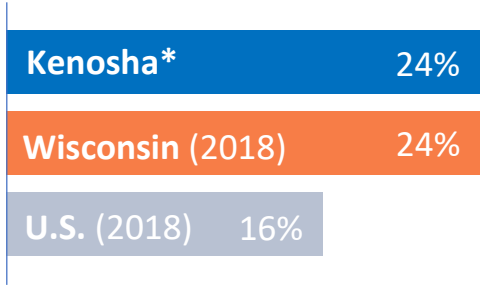
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The Burden of Binge Drinking in Kenosha County

Binge Drinking Rates:¹



4.3 estimated number of binge drinking episodes per month among adults who binge drink in Kenosha County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Kenosha County, the estimated annual economic cost of binge drinking is **\$114.5 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Kenosha County, excessive alcohol consumption contributes to an annual average of

- 70** alcohol-related deaths⁴
- 2,358** alcohol-related hospitalizations⁵
- 180** alcohol-related crashes⁶
- 34** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.
 **Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Kenosha County

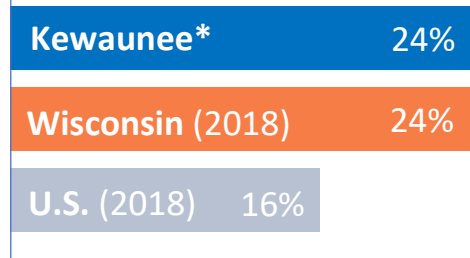
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The Burden of Binge Drinking in Kewaunee County

Binge Drinking Rates:¹



2.9 estimated number of binge drinking episodes per month among adults who binge drink in Kewaunee County*





Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Kewaunee County, the estimated annual economic cost of binge drinking is **\$14.4 million.**



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Kewaunee County, excessive alcohol consumption contributes to an annual average of

-  **8** alcohol-related deaths⁴
-  **130** alcohol-related hospitalizations⁵
-  **18** alcohol-related crashes⁶
-  **51** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Kewaunee County

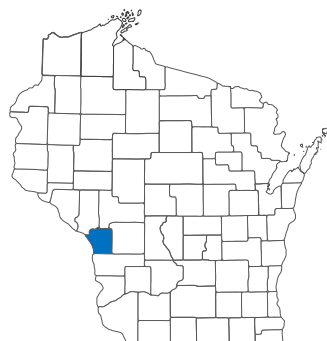
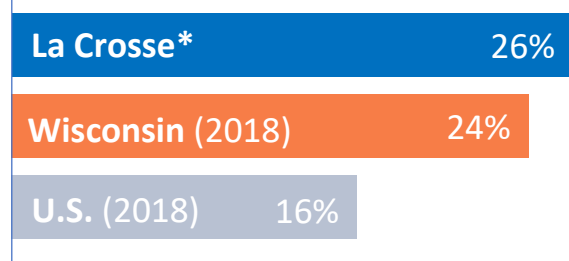
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The Burden of Binge Drinking in La Crosse County

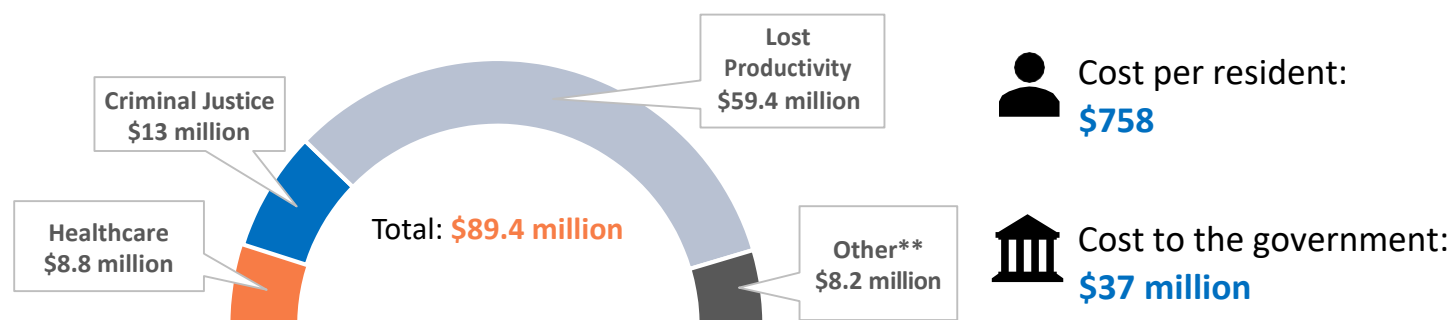
Binge Drinking Rates:¹



3.6 estimated number of binge drinking episodes per month among adults who binge drink in La Crosse County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In La Crosse County, the estimated annual economic cost of binge drinking is **\$89.4 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In La Crosse County, excessive alcohol consumption contributes to an annual average of

48 alcohol-related deaths⁴

1,694 alcohol-related hospitalizations⁵

120 alcohol-related crashes⁶

36 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in La Crosse County

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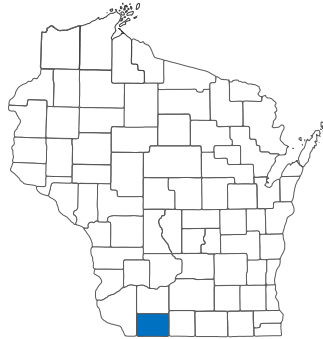
The Burden of Binge Drinking in Lafayette County

Caution: Due to low reliability of data for Lafayette County, binge drinking rates and economic cost results for the county are not reported.

Binge Drinking Rates:¹

Wisconsin (2018) 24%

U.S. (2018) 16%



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

On average, excessive alcohol consumption in Lafayette County contributes to:



5 alcohol-related deaths⁴



114 alcohol-related hospitalizations⁵



22 alcohol-related crashes⁶



56 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes⁵:

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

The Burden of Binge Drinking in Lafayette County

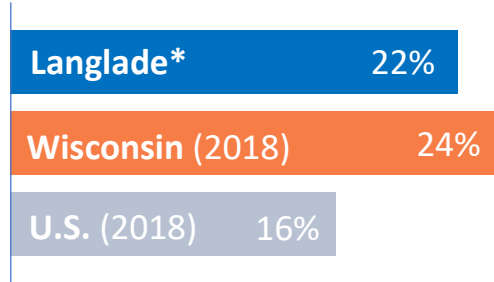
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References and Notes

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The Burden of Binge Drinking in Langlade County

Binge Drinking Rates:¹



4.4 estimated number of binge drinking episodes per month among adults who binge drink in Langlade County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Langlade County, the estimated annual economic cost of binge drinking is **\$13.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Langlade County, excessive alcohol consumption contributes to an annual average of

- 8** alcohol-related deaths⁴
- 229** alcohol-related hospitalizations⁵
- 18** alcohol-related crashes⁶
- 589** persons in an alcohol-related treatment service (Langlade/Lincoln/Marathon)⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Langlade County

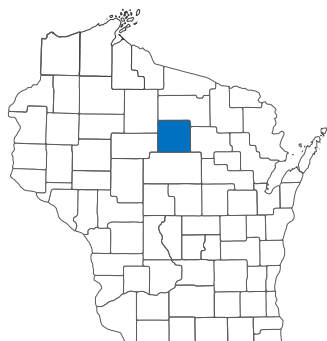
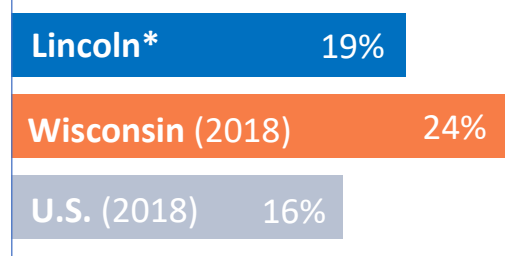
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Note: Langlade, Lincoln, and Marathon counties are served by a tri-county organization. Treatment data reflect numbers for all three counties.

The Burden of Binge Drinking in Lincoln County

Binge Drinking Rates:¹



5.3 estimated number of binge drinking episodes per month among adults who binge drink in Lincoln County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Lincoln County, the estimated annual economic cost of binge drinking is **\$16.4 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Lincoln County, excessive alcohol consumption contributes to an annual average of

13 alcohol-related deaths⁴

411 alcohol-related hospitalizations⁵

23 alcohol-related crashes⁶

589 persons in an alcohol-related treatment service (Langlade/Lincoln/Marathon)⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Lincoln County

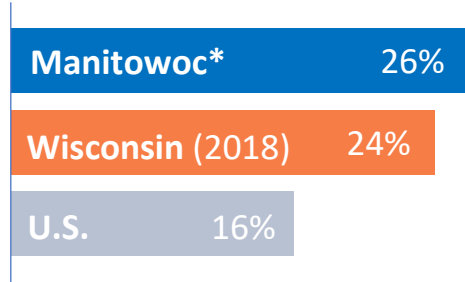
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Note: Langlade, Lincoln, and Marathon counties are served by a tri-county organization. Treatment data reflect numbers for all three counties.

The Burden of Binge Drinking in Manitowoc County

Binge Drinking Rates:¹



6.4 estimated number of binge drinking episodes per month among adults who binge drink in Manitowoc County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Manitowoc County, the estimated annual economic cost of binge drinking is **\$62.2 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Manitowoc County, excessive alcohol consumption contributes to an annual average of

35 alcohol-related deaths⁴

772 alcohol-related hospitalizations⁵

72 alcohol-related crashes⁶

33 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Manitowoc County

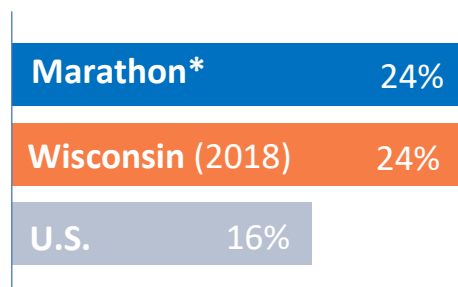
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The Burden of Binge Drinking in Marathon County

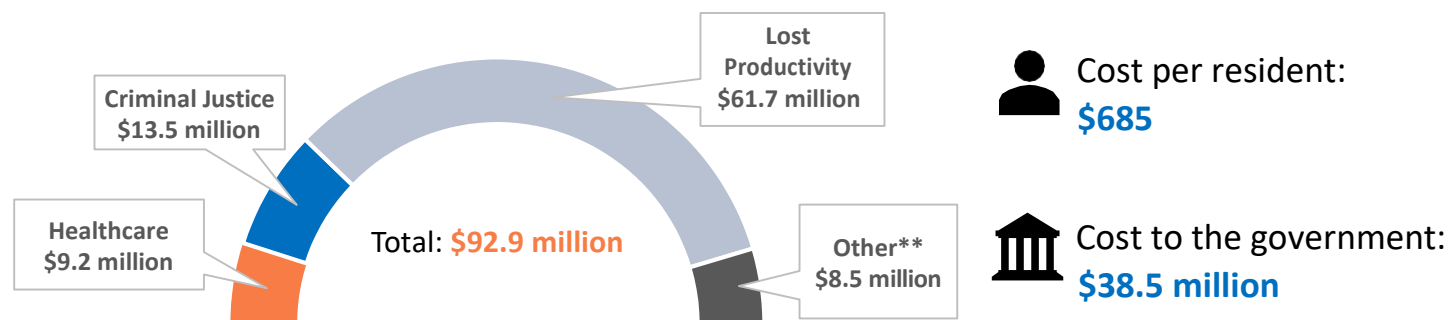
Binge Drinking Rates:¹



3.8 estimated number of binge drinking episodes per month among adults who binge drink in Marathon County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Marathon County, the estimated annual economic cost of binge drinking is **\$92.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Marathon County, excessive alcohol consumption contributes to an annual average of

47 alcohol-related deaths⁴

1,452 alcohol-related hospitalizations⁵

109 alcohol-related crashes⁶

589 persons in an alcohol-related treatment service (Langlade/Lincoln/Marathon)⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Marathon County

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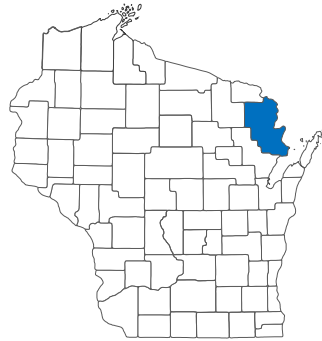
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The Burden of Binge Drinking in Marinette County

Binge Drinking Rates:¹

Marinette*	24%
Wisconsin (2018)	24%
U.S.	16%



5.3 estimated number of binge drinking episodes per month among adults who binge drink in Marinette County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Marinette County, the estimated annual economic cost of binge drinking is **\$29.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Marinette County, excessive alcohol consumption contributes to an annual average of

18 alcohol-related deaths⁴

422 alcohol-related hospitalizations⁵

49 alcohol-related crashes⁶

179 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Marinette County

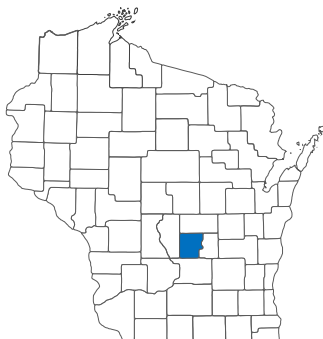
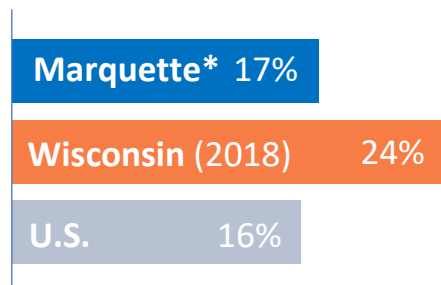
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The Burden of Binge Drinking in Marquette County

Binge Drinking Rates:¹



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Marquette County, the estimated annual economic cost of binge drinking is **\$8 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Marquette County, excessive alcohol consumption contributes to an annual average of

8 alcohol-related deaths⁴

151 alcohol-related hospitalizations⁵

20 alcohol-related crashes⁶

74 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Marquette County

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The Burden of Binge Drinking in Menominee County

Caution: Due to low reliability of data for Menominee County, binge drinking rates and economic cost results for the county are not reported.

Binge Drinking Rates:¹

Wisconsin (2018) 24%

U.S. (2018) 16%



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

On average, excessive alcohol consumption in Menominee County contributes to:



5 alcohol-related deaths⁴



215 alcohol-related hospitalizations⁵



<5 alcohol-related crashes⁶



71 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes⁵:

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

The Burden of Binge Drinking in Menominee County

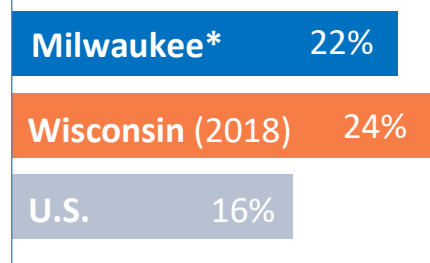
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The Burden of Binge Drinking in Milwaukee County

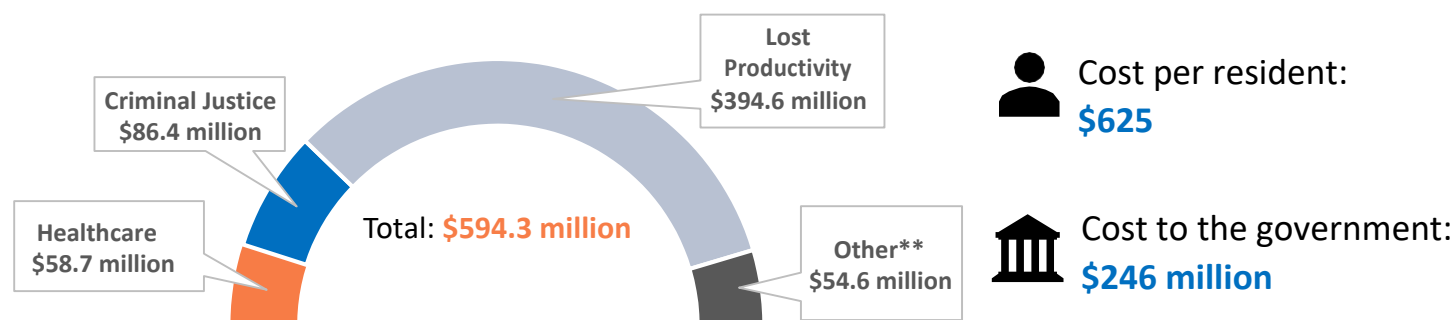
Binge Drinking Rates:¹



4.6 estimated number of binge drinking episodes per month among adults who binge drink in Milwaukee County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Milwaukee County, the estimated annual economic cost of binge drinking is **\$594.3 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Milwaukee County, excessive alcohol consumption contributes to an annual average of

481 alcohol-related deaths⁴

20,515 alcohol-related hospitalizations⁵

767 alcohol-related crashes⁶

981 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Milwaukee County

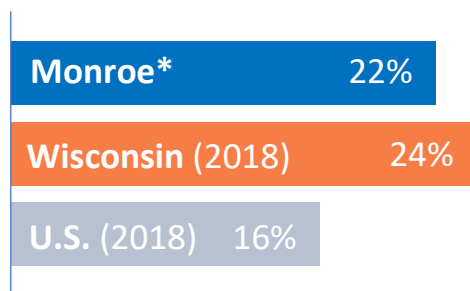
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The Burden of Binge Drinking in Monroe County

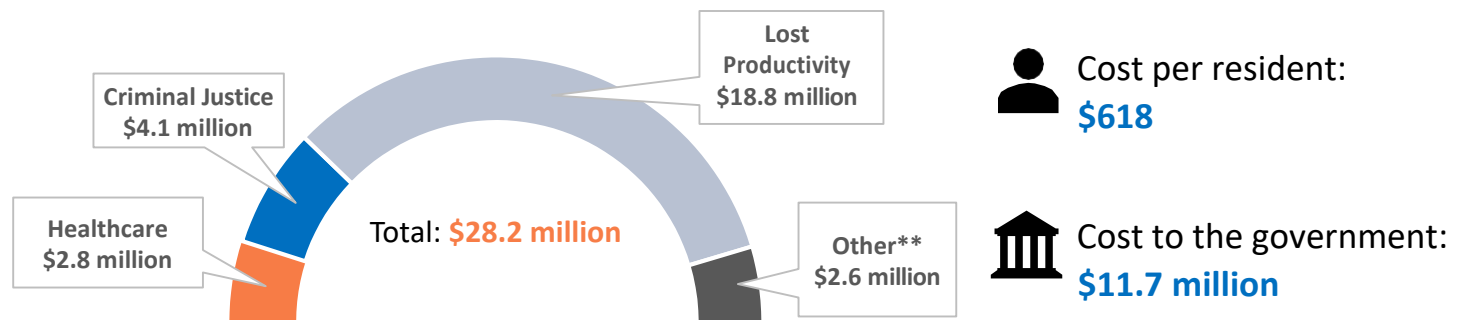
Binge Drinking Rates:¹



3.5 estimated number of binge drinking episodes per month among adults who binge drink in Monroe County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Monroe County, the estimated annual economic cost of binge drinking is **\$28.2 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Monroe County, excessive alcohol consumption contributes to an annual average of

17 alcohol-related deaths⁴

474 alcohol-related hospitalizations⁵

46 alcohol-related crashes⁶

50 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Monroe County

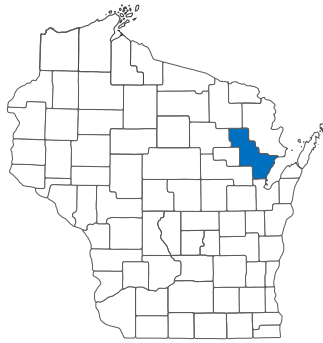
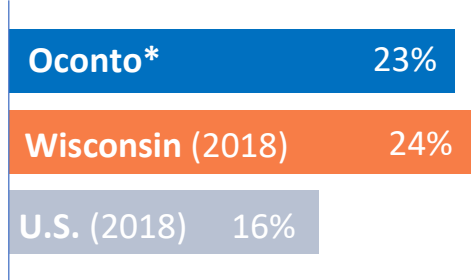
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References and Notes

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The Burden of Binge Drinking in Oconto County

Binge Drinking Rates:¹



4.8 estimated number of binge drinking episodes per month among adults who binge drink in Oconto County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Oconto County, the estimated annual economic cost of binge drinking is **\$25.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Oconto County, excessive alcohol consumption contributes to an annual average of

14 alcohol-related deaths⁴

310 alcohol-related hospitalizations⁵

36 alcohol-related crashes⁶

78 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Oconto County

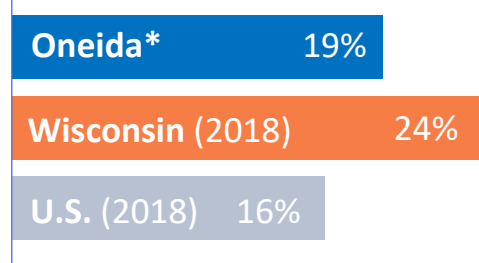
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The Burden of Binge Drinking in Oneida County

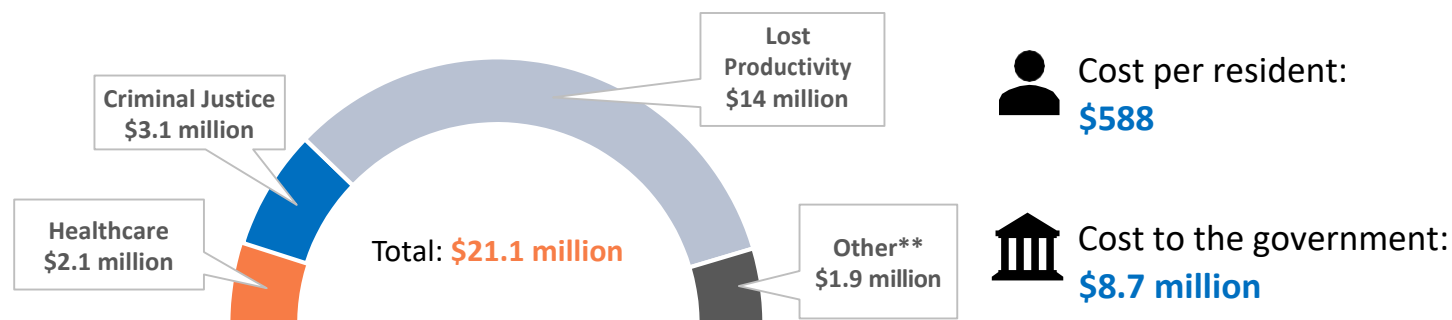
Binge Drinking Rates:¹



5.5 estimated number of binge drinking episodes per month among adults who binge drink in Oneida County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Oneida County, the estimated annual economic cost of binge drinking is **\$21.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Oneida County, excessive alcohol consumption contributes to an annual average of

20 alcohol-related deaths⁴

622 alcohol-related hospitalizations⁵

49 alcohol-related crashes⁶

318 persons in an alcohol-related treatment service (Forest/Oneida/Vilas)⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Oneida County

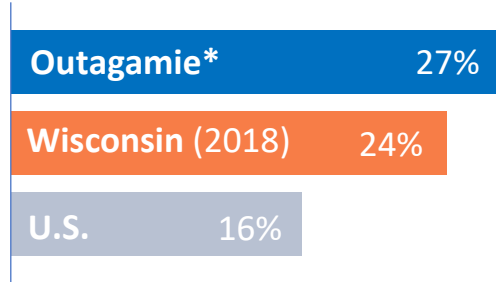
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Note: Forest, Oneida, and Vilas counties are served by a tri-county organization. Treatment data reflect numbers for all three counties.

The Burden of Binge Drinking in Outagamie County

Binge Drinking Rates:¹



4.1 estimated number of binge drinking episodes per month among adults who binge drink in Outagamie County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Outagamie County, the estimated annual economic cost of binge drinking is **\$141.4 million.**



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Outagamie County, excessive alcohol consumption contributes to an annual average of

57 alcohol-related deaths⁴

1,725 alcohol-related hospitalizations⁵

144 alcohol-related crashes⁶

120 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Outagamie County

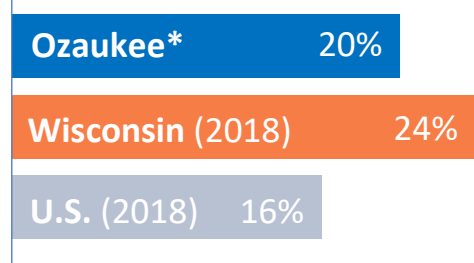
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The Burden of Binge Drinking in Ozaukee County

Binge Drinking Rates:¹



2.8 estimated number of binge drinking episodes per month among adults who binge drink in Ozaukee County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Ozaukee County, the estimated annual economic cost of binge drinking is **\$51.7 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Ozaukee County, excessive alcohol consumption contributes to an annual average of

24 alcohol-related deaths⁴

834 alcohol-related hospitalizations⁵

62 alcohol-related crashes⁶

67 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Ozaukee County

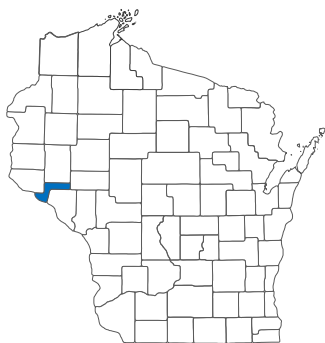
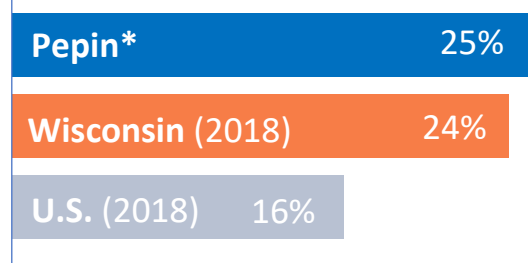
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The Burden of Binge Drinking in Pepin County

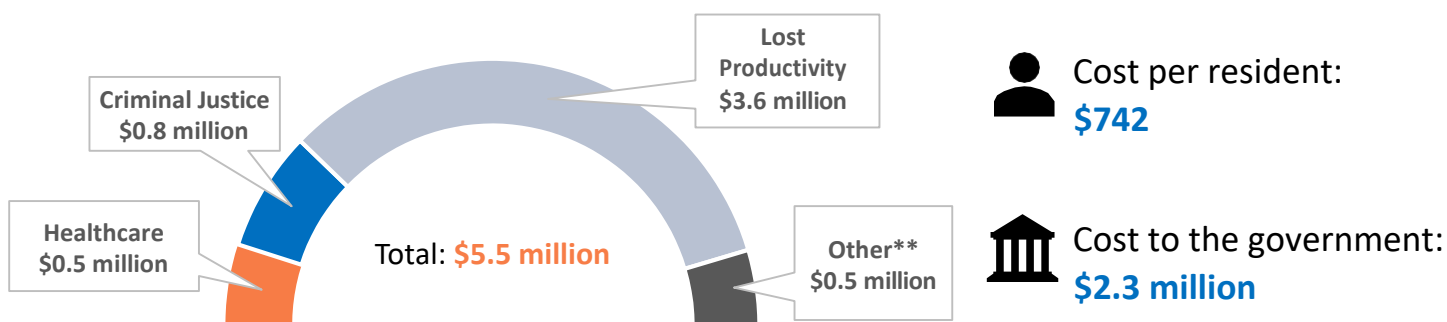
Binge Drinking Rates:¹



2.4 estimated number of binge drinking episodes per month among adults who binge drink in Pepin County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Pepin County, the estimated annual economic cost of binge drinking is **\$5.5 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Pepin County, excessive alcohol consumption contributes to an annual average of

<5 alcohol-related deaths⁴

61 alcohol-related hospitalizations⁵

9 alcohol-related crashes⁶

<5 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Pepin County

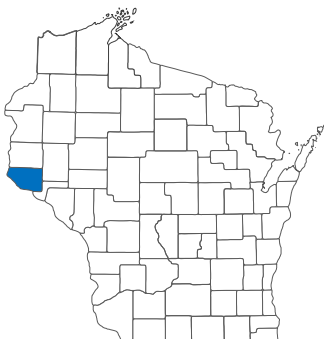
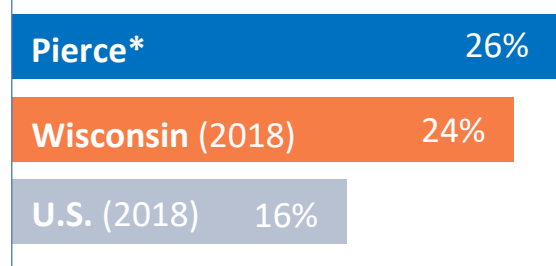
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The Burden of Binge Drinking in Pierce County

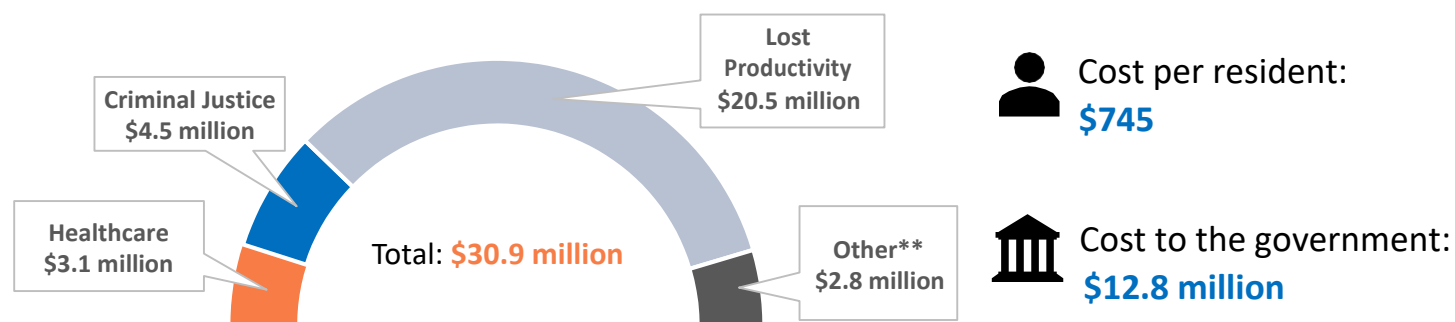
Binge Drinking Rates:¹



3.2 estimated number of binge drinking episodes per month among adults who binge drink in Pierce County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Pierce County, the estimated annual economic cost of binge drinking is **\$30.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Pierce County, excessive alcohol consumption contributes to an annual average of

10 alcohol-related deaths⁴

387 alcohol-related hospitalizations⁵

35 alcohol-related crashes⁶

75 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Pierce County

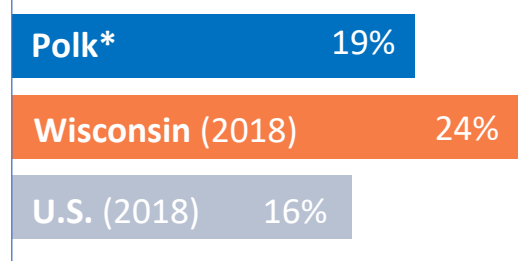
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The Burden of Binge Drinking in Polk County

Binge Drinking Rates:¹



2.9 estimated number of binge drinking episodes per month among adults who binge drink in Polk County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Polk County, the estimated annual economic cost of binge drinking is **\$24.3 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Polk County, excessive alcohol consumption contributes to an annual average of

23 alcohol-related deaths⁴

587 alcohol-related hospitalizations⁵

46 alcohol-related crashes⁶

214 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Polk County

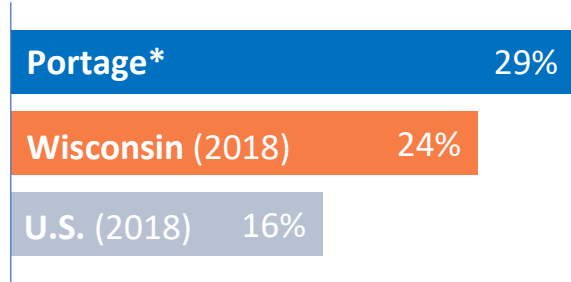
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The Burden of Binge Drinking in Portage County

Binge Drinking Rates:¹



3.7 estimated number of binge drinking episodes per month among adults who binge drink in Portage County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Portage County, the estimated annual economic cost of binge drinking is **\$59.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Portage County, excessive alcohol consumption contributes to an annual average of

19 alcohol-related deaths⁴

725 alcohol-related hospitalizations⁵

64 alcohol-related crashes⁶

54 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Portage County

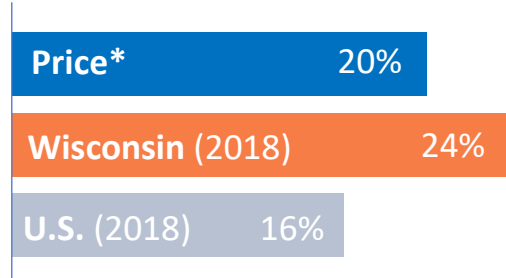
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References and Notes

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The Burden of Binge Drinking in Price County

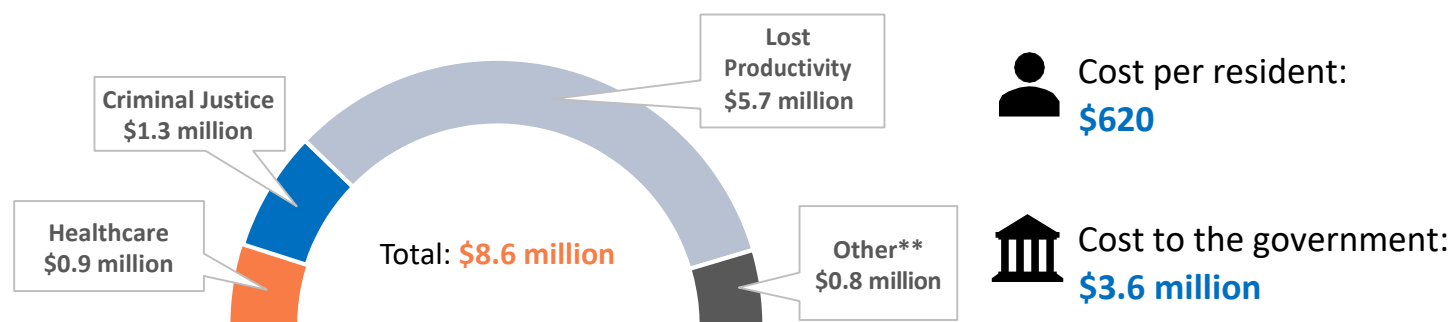
Binge Drinking Rates:¹



5.6 estimated number of binge drinking episodes per month among adults who binge drink in Price County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Price County, the estimated annual economic cost of binge drinking is **\$8.6 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Price County, excessive alcohol consumption contributes to an annual average of

6 alcohol-related deaths⁴

187 alcohol-related hospitalizations⁵

12 alcohol-related crashes⁶

18 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Price County

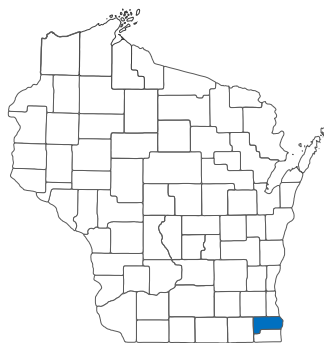
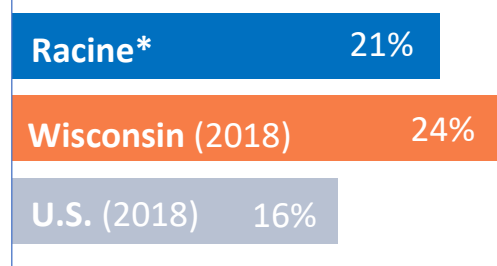
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The Burden of Binge Drinking in Racine County

Binge Drinking Rates:¹



4.5 estimated number of binge drinking episodes per month among adults who binge drink in Racine County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Racine County, the estimated annual economic cost of binge drinking is **\$118.2 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Racine County, excessive alcohol consumption contributes to an annual average of

75 alcohol-related deaths⁴

2,724 alcohol-related hospitalizations⁵

177 alcohol-related crashes⁶

387 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Racine County

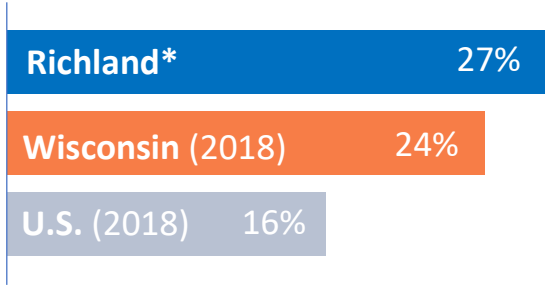
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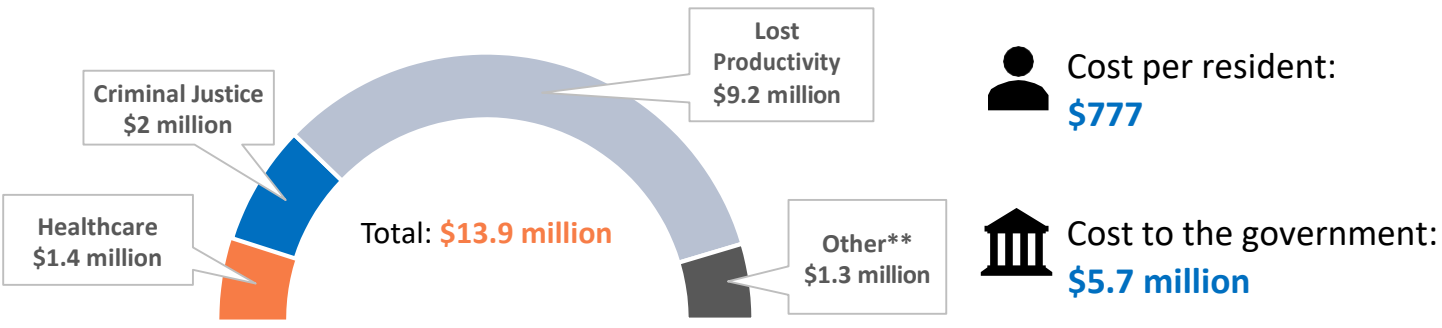
The Burden of Binge Drinking in Richland County

Binge Drinking Rates:¹



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Richland County, the estimated annual economic cost of binge drinking is **\$13.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Richland County, excessive alcohol consumption contributes to an annual average of

- 6** alcohol-related deaths⁴
- 156** alcohol-related hospitalizations⁵
- 19** alcohol-related crashes⁶
- 59** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

¹Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.
²Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Richland County

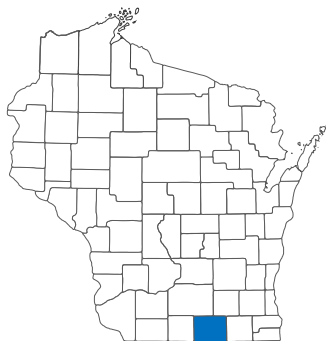
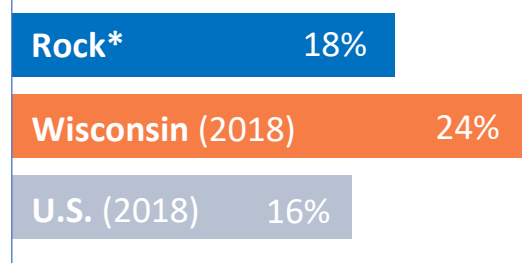
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The Burden of Binge Drinking in Rock County

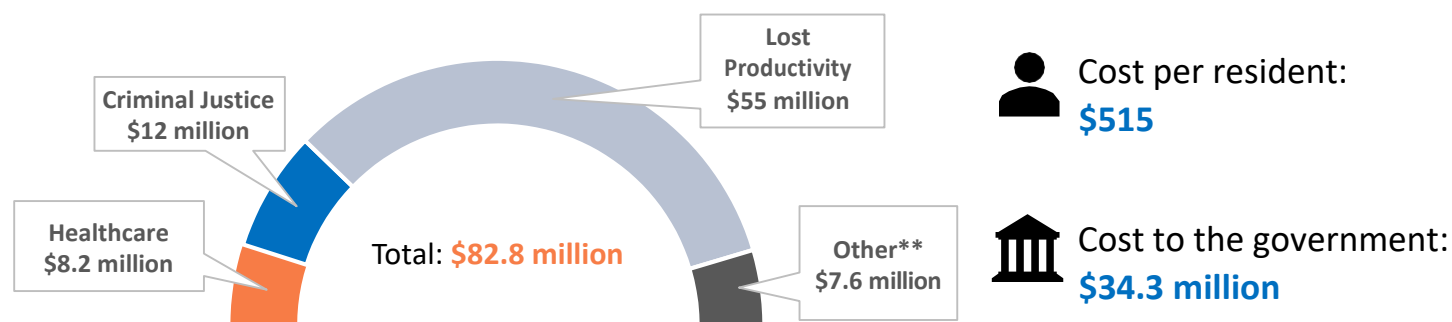
Binge Drinking Rates:¹



3.2 estimated number of binge drinking episodes per month among adults who binge drink in Rock County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Rock County, the estimated annual economic cost of binge drinking is **\$82.8 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Rock County, excessive alcohol consumption contributes to an annual average of

75 alcohol-related deaths⁴

2,325 alcohol-related hospitalizations⁵

199 alcohol-related crashes⁶

250 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Rock County

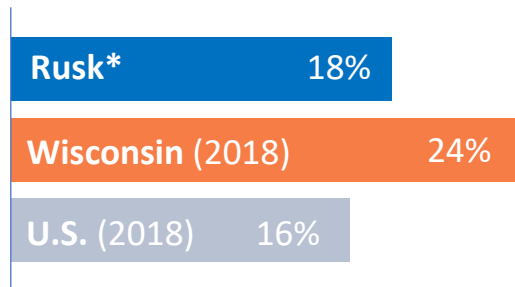
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The Burden of Binge Drinking in Rusk County

Binge Drinking Rates:¹



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Rusk County, the estimated annual economic cost of binge drinking is **\$7.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Rusk County, excessive alcohol consumption contributes to an annual average of

7 alcohol-related deaths⁴

170 alcohol-related hospitalizations⁵

15 alcohol-related crashes⁶

5 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Rusk County

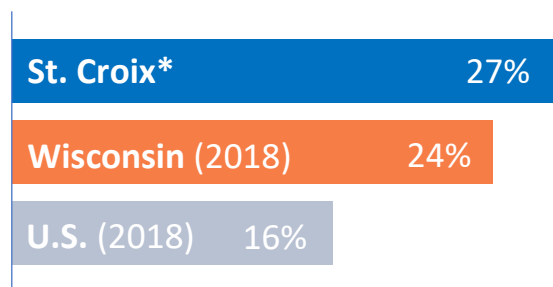
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The Burden of Binge Drinking in St. Croix County

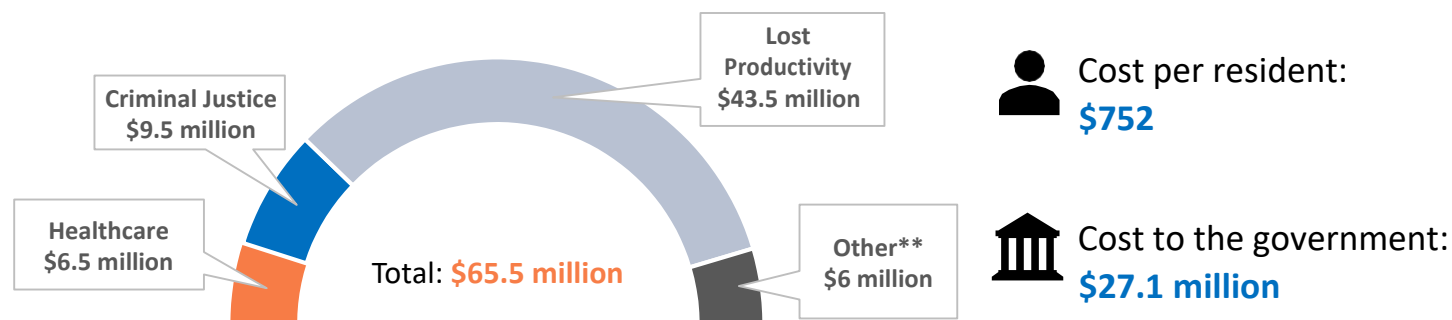
Binge Drinking Rates:¹



2.6 estimated number of binge drinking episodes per month among adults who binge drink in St. Croix County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In St. Croix County, the estimated annual economic cost of binge drinking is **\$65.5 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In St. Croix County, excessive alcohol consumption contributes to an annual average of

23 alcohol-related deaths⁴

803 alcohol-related hospitalizations⁵

77 alcohol-related crashes⁶

210 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in St. Croix County

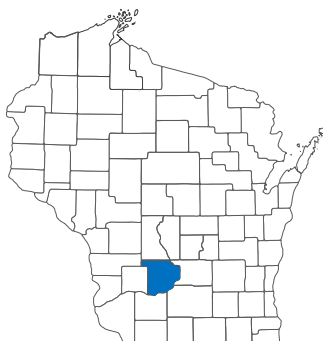
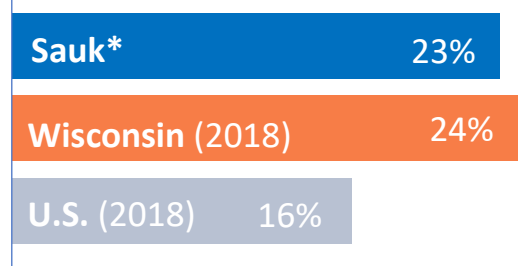
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The Burden of Binge Drinking in Sauk County

Binge Drinking Rates:¹



3.1 estimated number of binge drinking episodes per month among adults who binge drink in Sauk County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Sauk County, the estimated annual economic cost of binge drinking is **\$41.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Sauk County, excessive alcohol consumption contributes to an annual average of

24 alcohol-related deaths⁴

784 alcohol-related hospitalizations⁵

81 alcohol-related crashes⁶

83 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Sauk County

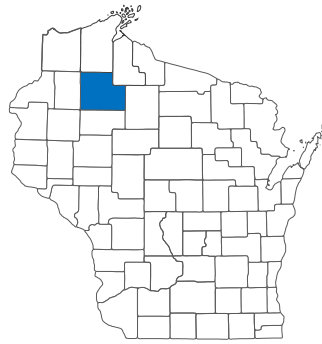
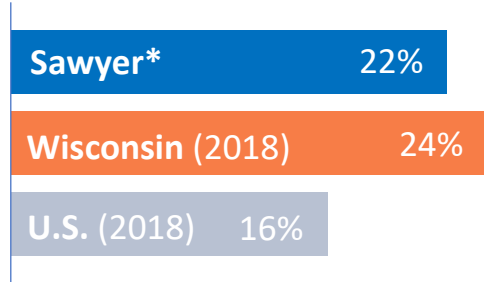
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The Burden of Binge Drinking in Sawyer County

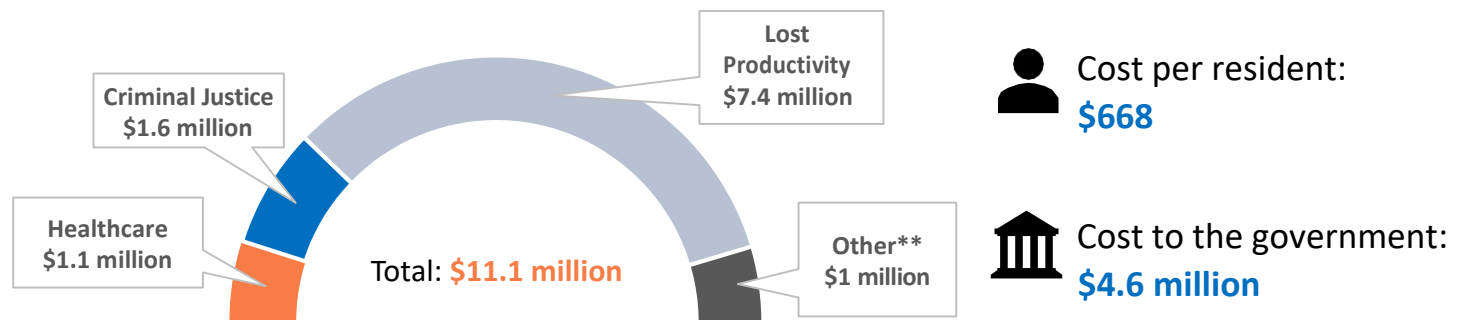
Binge Drinking Rates:¹



5.5 estimated number of binge drinking episodes per month among adults who binge drink in Sawyer County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Sawyer County, the estimated annual economic cost of binge drinking is **\$11.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Sawyer County, excessive alcohol consumption contributes to an annual average of

10 alcohol-related deaths⁴

334 alcohol-related hospitalizations⁵

16 alcohol-related crashes⁶

69 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Sawyer County

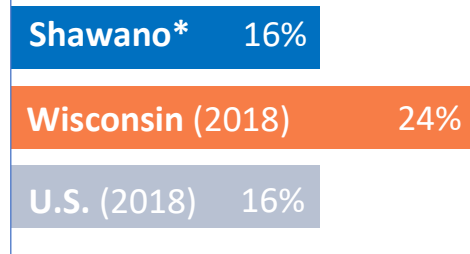
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The Burden of Binge Drinking in Shawano County

Binge Drinking Rates:¹



3.5 estimated number of binge drinking episodes per month among adults who binge drink in Shawano County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Shawano County, the estimated annual economic cost of binge drinking is **\$19.6 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Shawano County, excessive alcohol consumption contributes to an annual average of

17 alcohol-related deaths⁴

436 alcohol-related hospitalizations⁵

53 alcohol-related crashes⁶

147 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Shawano County

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The Burden of Binge Drinking in Sheboygan County

Binge Drinking Rates:¹

Sheboygan*	24%
Wisconsin (2018)	24%
U.S.	16%



3.9 estimated number of binge drinking episodes per month among adults who binge drink in Sheboygan County*


Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Sheboygan County, the estimated annual economic cost of binge drinking is **\$80.2 million**.




Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Sheboygan County, excessive alcohol consumption contributes to an annual average of

 **45** alcohol-related deaths⁴

 **1,212** alcohol-related hospitalizations⁵

 **87** alcohol-related crashes⁶

 **109** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Sheboygan County

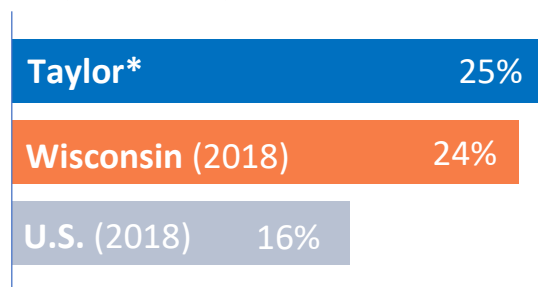
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The Burden of Binge Drinking in Taylor County

Binge Drinking Rates:¹



3.1 estimated number of binge drinking episodes per month among adults who binge drink in Taylor County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Taylor County, the estimated annual economic cost of binge drinking is **\$14.7 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Taylor County, excessive alcohol consumption contributes to an annual average of

6 alcohol-related deaths⁴

95 alcohol-related hospitalizations⁵

15 alcohol-related crashes⁶

61 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Taylor County

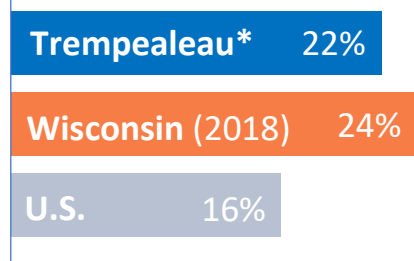
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The Burden of Binge Drinking in Trempealeau County

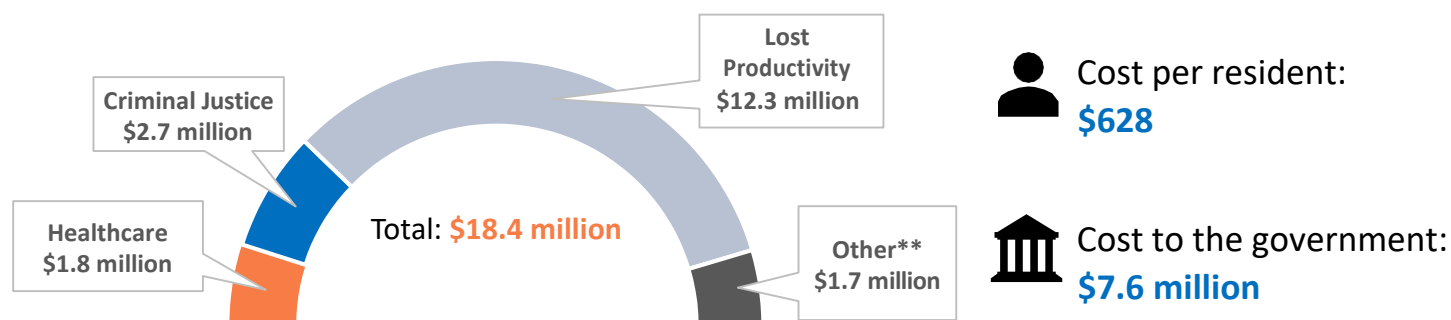
Binge Drinking Rates:¹



3.5 estimated number of binge drinking episodes per month among adults who binge drink in Trempealeau County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Trempealeau County, the estimated annual economic cost of binge drinking is **\$18.4 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Trempealeau County, excessive alcohol consumption contributes to an annual average of

11 alcohol-related deaths⁴

289 alcohol-related hospitalizations⁵

41 alcohol-related crashes⁶

21 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Trempealeau County

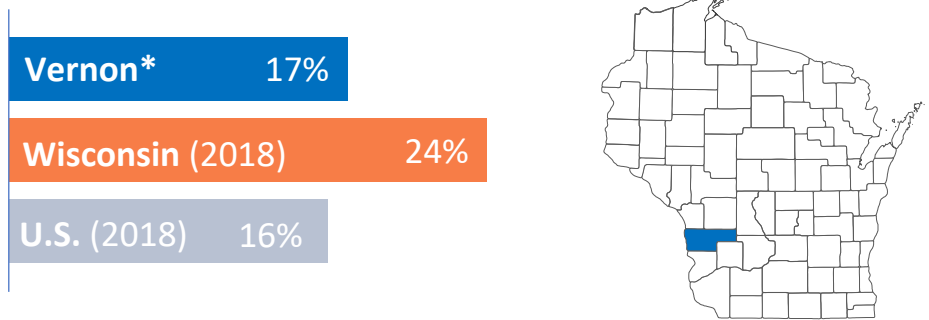
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The Burden of Binge Drinking in Vernon County

Binge Drinking Rates:¹



Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Vernon County, the estimated annual economic cost of binge drinking is **\$14.3 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Vernon County, excessive alcohol consumption contributes to an annual average of

9 alcohol-related deaths⁴

208 alcohol-related hospitalizations⁵

29 alcohol-related crashes⁶

16 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Vernon County

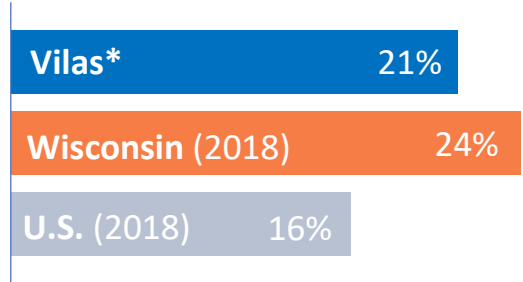
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The Burden of Binge Drinking in Vilas County

Binge Drinking Rates:¹



5.7 estimated number of binge drinking episodes per month among adults who binge drink in Vilas County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Vilas County, the estimated annual economic cost of binge drinking is **\$14.3 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Vilas County, excessive alcohol consumption contributes to an annual average of

15 alcohol-related deaths⁴

496 alcohol-related hospitalizations⁵

37 alcohol-related crashes⁶

318 persons in an alcohol-related treatment service (Forest/Oneida/Vilas)⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Vilas County

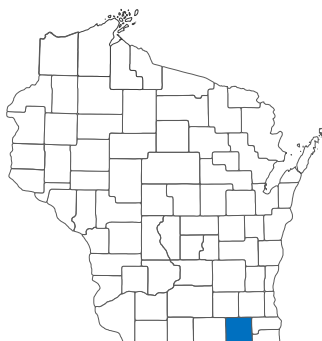
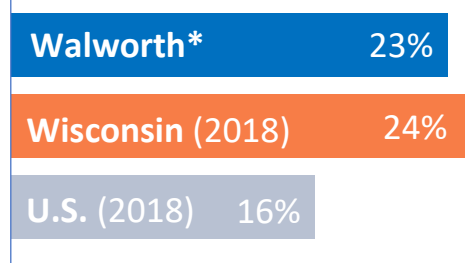
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Note: Forest, Oneida, and Vilas counties are served by a tri-county organization. Treatment data reflect numbers for all three counties.

The Burden of Binge Drinking in Walworth County

Binge Drinking Rates:¹



4.6 estimated number of binge drinking episodes per month among adults who binge drink in Walworth County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Walworth County, the estimated annual economic cost of binge drinking is **\$68.6 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Walworth County, excessive alcohol consumption contributes to an annual average of

- 43** alcohol-related deaths⁴
- 1,203** alcohol-related hospitalizations⁵
- 112** alcohol-related crashes⁶
- 134** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.
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The Burden of Binge Drinking in Walworth County

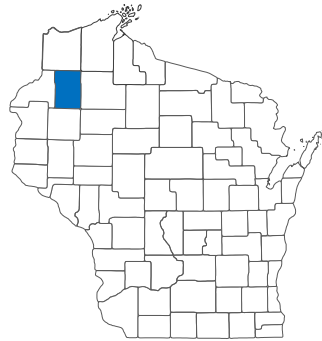
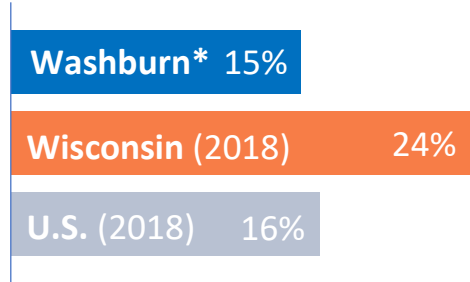
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6. Wisconsin Department of Transportation, Bureau of Transportation Safety. Annual average numbers 2013-2017.
7. Wisconsin Department of Health Services, Division of Care and Treatment Services. Program Participation System (PPS). Publicly-funded treatment services. Annual average numbers 2014-2018.

The Burden of Binge Drinking in Washburn County

Binge Drinking Rates:¹



4.8 estimated number of binge drinking episodes per month among adults who binge drink in Washburn County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Washburn County, the estimated annual economic cost of binge drinking is **\$7.3 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Washburn County, excessive alcohol consumption contributes to an annual average of

7 alcohol-related deaths⁴

194 alcohol-related hospitalizations⁵

16 alcohol-related crashes⁶

10 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Washburn County

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References and Notes

1. Behavioral Risk Factor Surveillance System. Wisconsin Department of Health Services, Office of Health Informatics; and US Centers for Disease Control and Prevention. 2013-2018 pooled estimates (county), 2018 (state and U.S.).
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3. Sacks JJ, Gonzales KR, Bouchery EE, Tomedi LE, Brewer RD. 2010 National and state costs of excessive alcohol consumption. *Am Journal Prev Med*. 2015;49(5):e73-e79. <https://doi.org/10.1016/j.amepre.2015.05.031>
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7. Wisconsin Department of Health Services, Division of Care and Treatment Services. Program Participation System (PPS). Publicly-funded treatment services. Annual average numbers 2014-2018.

The Burden of Binge Drinking in Washington County

Binge Drinking Rates:¹

Washington*	24%
Wisconsin (2018)	24%
U.S.	16%



5.1 estimated number of binge drinking episodes per month among adults who binge drink in Washington County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Washington County, the estimated annual economic cost of binge drinking is **\$93.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Washington County, excessive alcohol consumption contributes to an annual average of

50 alcohol-related deaths⁴

1,192 alcohol-related hospitalizations⁵

117 alcohol-related crashes⁶

144 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Washington County

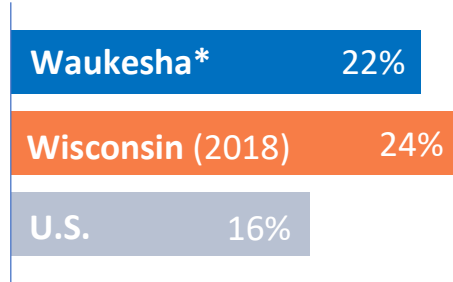
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7. Wisconsin Department of Health Services, Division of Care and Treatment Services. Program Participation System (PPS). Publicly-funded treatment services. Annual average numbers 2014-2018.

The Burden of Binge Drinking in Waukesha County

Binge Drinking Rates:¹



4.3 estimated number of binge drinking episodes per month among adults who binge drink in Waukesha County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Waukesha County, the estimated annual economic cost of binge drinking is **\$255.6 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Waukesha County, excessive alcohol consumption contributes to an annual average of

140 alcohol-related deaths⁴

3,676 alcohol-related hospitalizations⁵

265 alcohol-related crashes⁶

389 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Waukesha County

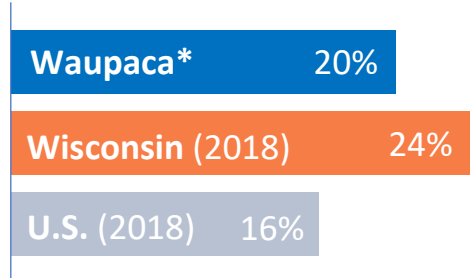
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The Burden of Binge Drinking in Waupaca County

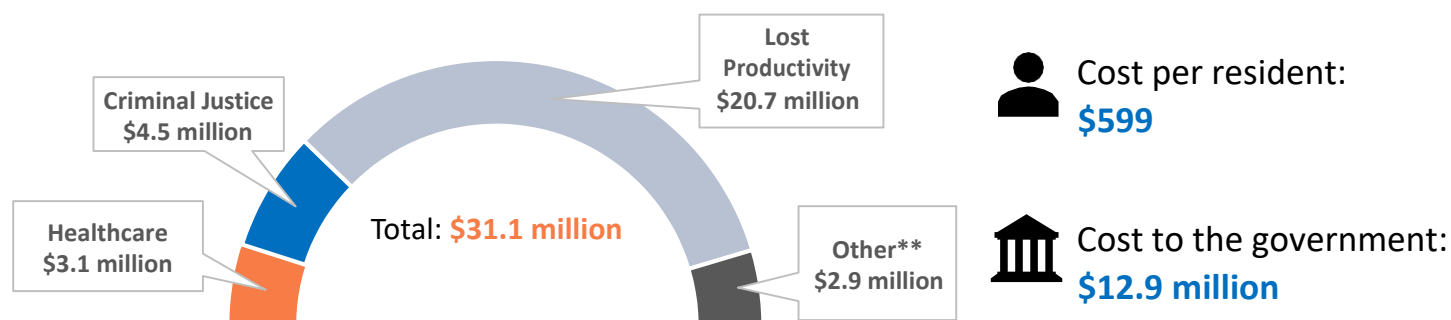
Binge Drinking Rates:¹



5.1 estimated number of binge drinking episodes per month among adults who binge drink in Waupaca County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Waupaca County, the estimated annual economic cost of binge drinking is **\$31.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Waupaca County, excessive alcohol consumption contributes to an annual average of

27 alcohol-related deaths⁴

522 alcohol-related hospitalizations⁵

63 alcohol-related crashes⁶

16 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Waupaca County

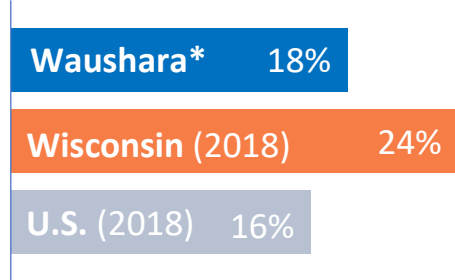
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The Burden of Binge Drinking in Waushara County

Binge Drinking Rates:¹



3.8 estimated number of binge drinking episodes per month among adults who binge drink in Waushara County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Waushara County, the estimated annual economic cost of binge drinking is **\$13.5 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Waushara County, excessive alcohol consumption contributes to an annual average of

- 8** alcohol-related deaths⁴
- 198** alcohol-related hospitalizations⁵
- 25** alcohol-related crashes⁶
- 153** persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Waushara County

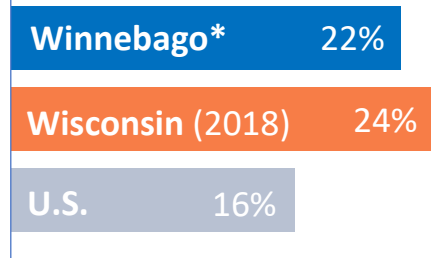
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The Burden of Binge Drinking in Winnebago County

Binge Drinking Rates:¹



4 estimated number of binge drinking episodes per month among adults who binge drink in Winnebago County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Winnebago County, the estimated annual economic cost of binge drinking is **\$108.9 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Winnebago County, excessive alcohol consumption contributes to an annual average of

66 alcohol-related deaths⁴

1,675 alcohol-related hospitalizations⁵

156 alcohol-related crashes⁶

141 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Winnebago County

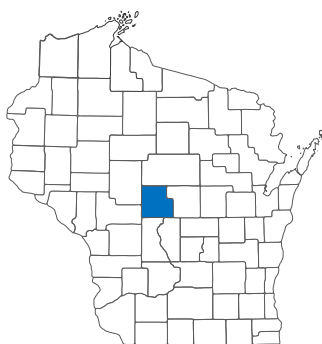
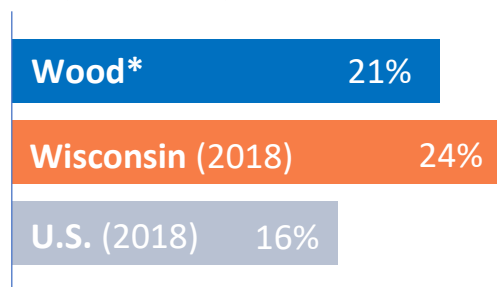
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The Burden of Binge Drinking in Wood County

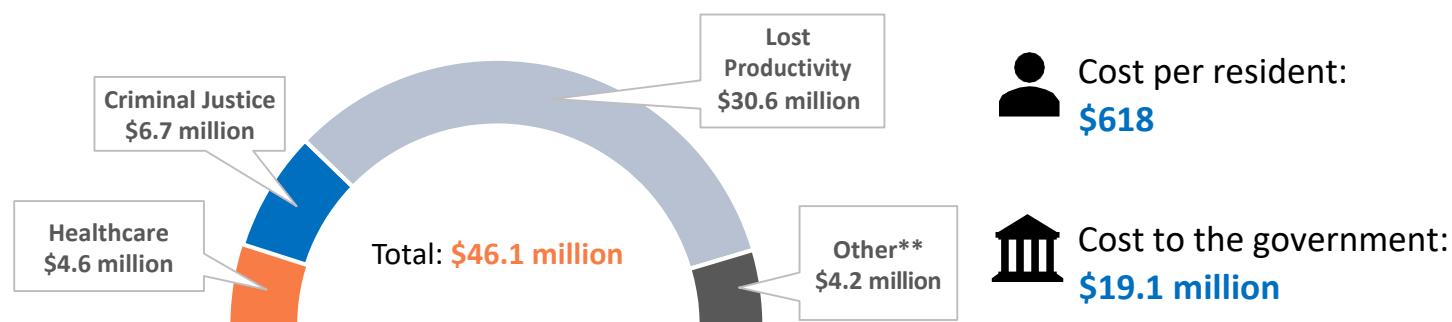
Binge Drinking Rates:¹



4.5 estimated number of binge drinking episodes per month among adults who binge drink in Wood County*

Binge drinking is 5+ drinks per occasion for men and 4+ drinks per occasion for women.²

In Wood County, the estimated annual economic cost of binge drinking is **\$46.1 million**.



Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.³

In Wood County, excessive alcohol consumption contributes to an annual average of

31 alcohol-related deaths⁴

1,007 alcohol-related hospitalizations⁵

61 alcohol-related crashes⁶

268 persons in an alcohol-related treatment service⁷

Excessive alcohol consumption includes:²

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

*Data are pooled across six years (2013-2018) to produce reliable estimates due to sample size limitations.

**Other includes costs associated with motor vehicle crashes and other consequences.

The Burden of Binge Drinking in Wood County

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Appendix A. Differences in Methodology between *The Burden of Binge Drinking in Wisconsin* (2019) and *The Burden of Excessive Alcohol Use in Wisconsin* (2013)¹

Due to the differences in available data from the national and state-level, comparisons between the two reports should not be made. The key differences include:

1. Unweighted estimates for state- and county-level alcohol-related rates including binge drinking and any alcohol consumption.
2. The baseline estimate used to determine county-level costs was based on updated state-level estimates of costs associated with excessive alcohol use and binge drinking. This was done because we wanted to use the most up-to-date estimates for the state of Wisconsin, which took into consideration more than 20 state-level allocators to determine Wisconsin's proportion of the national burden. The previous report used the single state-level binge drinking allocator to determine the burden for Wisconsin. The rationale was based on the evidence that binge drinking accounts for more than 76 percent of the total burden.
3. County-level estimates were based on binge drinking costs because county-level binge drinking rates were the best measures available to allocate costs on the county-level. In the future, additional county-level allocators should be used to improve the accuracy in determining county-level burden of alcohol use. This would provide the best estimate of how the state-level cost is divided between the counties based on the share of binge drinkers in each county. Some counties had unreliable binge drinking rates and the information from these counties should be interpreted with caution.

¹ Black PD, Paltzer J. The burden of excessive alcohol use in Wisconsin. University of Wisconsin Population Health Institute. 2013.

Appendix B. Binge Drinking Related Costs by County

	2013-2018 Binge Drinking Rate	Binge Allocator 18+	Binge Costs- Total	Binge Costs- Healthcare	Binge Costs- Productivity	Binge Costs- Criminal Justice	Binge Costs- Other	Binge Costs Per Resident	Cost to Government
Wisconsin	23%		\$3,850,998,288	\$380,332,992	\$2,557,194,418	\$559,668,166	\$353,802,712	\$666	\$1,594,313,291
Adams	19%	0.33%	\$12,544,831	\$1,238,955	\$8,330,196	\$1,823,149	\$1,152,531	\$612	\$5,193,560
Ashland	24%	0.29%	\$11,078,865	\$1,094,173	\$7,356,745	\$1,610,099	\$1,017,848	\$701	\$4,586,650
Barron	27%	0.95%	\$36,649,139	\$3,619,549	\$24,336,280	\$5,326,244	\$3,367,066	\$796	\$15,172,743
Bayfield	17%	0.21%	\$8,058,975	\$795,922	\$5,351,435	\$1,171,216	\$740,402	\$534	\$3,336,416
Brown	28%	5.34%	\$205,545,902	\$20,300,162	\$136,489,501	\$29,872,124	\$18,884,116	\$795	\$85,096,004
Buffalo	17%	0.18%	\$6,827,655	\$674,314	\$4,533,796	\$992,268	\$627,277	\$505	\$2,826,649
Burnett	11%	0.14%	\$5,219,956	\$515,534	\$3,466,229	\$758,620	\$479,573	\$337	\$2,161,062
Calumet	31%	1.15%	\$44,215,474	\$4,366,817	\$29,360,585	\$6,425,864	\$4,062,208	\$869	\$18,305,206
Chippewa	19%	0.91%	\$34,985,432	\$3,455,238	\$23,231,522	\$5,084,456	\$3,214,216	\$547	\$14,483,969
Clark	18%	0.43%	\$16,613,606	\$1,640,796	\$11,032,002	\$2,414,466	\$1,526,342	\$476	\$6,878,033
Columbia	20%	0.87%	\$33,386,596	\$3,297,333	\$22,169,841	\$4,852,096	\$3,067,326	\$584	\$13,822,051
Crawford	28%	0.36%	\$13,874,202	\$1,370,246	\$9,212,944	\$2,016,347	\$1,274,664	\$837	\$5,743,920
Dane	26%	10.33%	\$397,695,086	\$39,277,234	\$264,083,123	\$57,797,294	\$36,537,435	\$762	\$164,645,765
Dodge	22%	1.51%	\$58,289,168	\$5,756,765	\$38,705,999	\$8,471,204	\$5,355,200	\$653	\$24,131,715
Door	17%	0.38%	\$14,786,605	\$1,460,357	\$9,818,811	\$2,148,947	\$1,358,490	\$531	\$6,121,654
Douglas	15%	0.51%	\$19,475,266	\$1,923,420	\$12,932,242	\$2,830,354	\$1,789,251	\$442	\$8,062,760
Dunn	20%	0.68%	\$26,136,833	\$2,581,331	\$17,355,750	\$3,798,484	\$2,401,269	\$586	\$10,820,649
Eau Claire	27%	2.09%	\$80,408,914	\$7,941,360	\$53,394,266	\$11,685,881	\$7,387,407	\$787	\$33,289,290
Florence**	19%	0.07%	\$2,656,844	\$262,396	\$1,764,235	\$386,121	\$244,092	\$599	\$1,099,933
Fond du Lac	21%	1.65%	\$63,373,907	\$6,258,945	\$42,082,439	\$9,210,173	\$5,822,350	\$616	\$26,236,798
Forest	19%	0.13%	\$5,184,914	\$512,073	\$3,442,960	\$753,527	\$476,354	\$565	\$2,146,554
Grant	26%	1.03%	\$39,509,347	\$3,902,029	\$26,235,556	\$5,741,920	\$3,629,842	\$747	\$16,356,870
Green	26%	0.72%	\$27,566,304	\$2,722,508	\$18,304,968	\$4,006,230	\$2,532,599	\$747	\$11,412,450
Green Lake	20%	0.29%	\$11,119,680	\$1,098,204	\$7,383,847	\$1,616,031	\$1,021,598	\$585	\$4,603,547

Iowa	22%	0.39%	\$14,973,732	\$1,478,838	\$9,943,070	\$2,176,143	\$1,375,682	\$629	\$6,199,125
Iron	29%	0.14%	\$5,397,551	\$533,074	\$3,584,158	\$784,430	\$495,889	\$928	\$2,234,586
Jackson	17%	0.27%	\$10,297,509	\$1,017,004	\$6,837,898	\$1,496,544	\$946,063	\$498	\$4,263,169
Jefferson	23%	1.45%	\$55,732,833	\$5,504,296	\$37,008,505	\$8,099,690	\$5,120,342	\$660	\$23,073,393
Juneau	22%	0.46%	\$17,856,731	\$1,763,570	\$11,857,479	\$2,595,131	\$1,640,551	\$665	\$7,392,687
Kenosha	24%	2.97%	\$114,528,977	\$11,311,132	\$76,051,154	\$16,644,573	\$10,522,119	\$683	\$47,414,997
Kewaunee	24%	0.37%	\$14,409,854	\$1,423,149	\$9,568,635	\$2,094,194	\$1,323,876	\$699	\$5,965,679
La Crosse	26%	2.32%	\$89,384,499	\$8,827,808	\$59,354,361	\$12,990,309	\$8,212,021	\$758	\$37,005,183
Lafayette**	9%	0.11%	\$4,195,799	\$414,386	\$2,786,154	\$609,778	\$385,481	\$249	\$1,737,061
Langlade	22%	0.34%	\$13,100,889	\$1,293,872	\$8,699,438	\$1,903,961	\$1,203,618	\$665	\$5,423,768
Lincoln	19%	0.43%	\$16,386,818	\$1,618,398	\$10,881,407	\$2,381,507	\$1,505,506	\$576	\$6,784,143
Manitowoc	26%	1.62%	\$62,216,135	\$6,144,601	\$41,313,639	\$9,041,913	\$5,715,982	\$770	\$25,757,480
Marathon	24%	2.41%	\$92,940,562	\$9,179,013	\$61,715,708	\$13,507,114	\$8,538,727	\$685	\$38,477,393
Marinette	24%	0.78%	\$29,894,883	\$2,952,484	\$19,851,223	\$4,344,643	\$2,746,532	\$727	\$12,376,482
Marquette	17%	0.21%	\$8,048,846	\$794,922	\$5,344,709	\$1,169,744	\$739,471	\$522	\$3,332,222
Menominee*	23%	0.07%	\$2,700,563	\$266,713	\$1,793,266	\$392,475	\$248,109	\$617	\$1,118,033
Milwaukee	22%	15.43%	\$594,263,913	\$58,690,800	\$394,611,539	\$86,364,773	\$54,596,800	\$625	\$246,025,260
Monroe	22%	0.73%	\$28,245,849	\$2,789,622	\$18,756,208	\$4,104,988	\$2,595,030	\$618	\$11,693,781
Oconto	23%	0.67%	\$25,893,884	\$2,557,336	\$17,194,423	\$3,763,175	\$2,378,948	\$682	\$10,720,068
Oneida	19%	0.55%	\$21,107,580	\$2,084,631	\$14,016,154	\$3,067,579	\$1,939,216	\$588	\$8,738,538
Outagamie	27%	3.67%	\$141,425,457	\$13,967,487	\$93,911,335	\$20,553,457	\$12,993,179	\$771	\$58,550,139
Ozaukee	20%	1.34%	\$51,693,477	\$5,105,361	\$34,326,235	\$7,512,648	\$4,749,234	\$588	\$21,401,100
Pepin	25%	0.14%	\$5,467,672	\$539,999	\$3,630,721	\$794,621	\$502,331	\$742	\$2,263,616
Pierce	26%	0.80%	\$30,892,154	\$3,050,976	\$20,513,445	\$4,489,577	\$2,838,154	\$745	\$12,789,352
Polk	19%	0.63%	\$24,336,123	\$2,403,489	\$16,160,017	\$3,536,785	\$2,235,832	\$553	\$10,075,155
Portage	29%	1.56%	\$59,932,467	\$5,919,061	\$39,797,206	\$8,710,026	\$5,506,175	\$847	\$24,812,041
Price	20%	0.22%	\$8,609,001	\$850,244	\$5,716,670	\$1,251,152	\$790,935	\$620	\$3,564,126
Racine	21%	3.07%	\$118,204,951	\$11,674,179	\$78,492,126	\$17,178,805	\$10,859,842	\$604	\$48,936,850
Richland	27%	0.36%	\$13,860,312	\$1,368,875	\$9,203,721	\$2,014,328	\$1,273,388	\$777	\$5,738,169
Rock	18%	2.15%	\$82,805,268	\$8,178,029	\$54,985,527	\$12,034,145	\$7,607,567	\$515	\$34,281,381
Rusk	18%	0.20%	\$7,850,658	\$775,348	\$5,213,105	\$1,140,941	\$721,263	\$538	\$3,250,172
St. Croix	27%	1.70%	\$65,500,909	\$6,469,013	\$43,494,841	\$9,519,291	\$6,017,764	\$752	\$27,117,376

Sauk	23%	1.09%	\$41,890,843	\$4,137,231	\$27,816,951	\$6,088,024	\$3,848,637	\$667	\$17,342,809
Sawyer	22%	0.29%	\$11,124,819	\$1,098,711	\$7,387,260	\$1,616,777	\$1,022,070	\$668	\$4,605,675
Shawano	16%	0.51%	\$19,622,474	\$1,937,958	\$13,029,993	\$2,851,747	\$1,802,775	\$472	\$8,123,704
Sheboygan	24%	2.08%	\$80,216,312	\$7,922,338	\$53,266,372	\$11,657,890	\$7,369,712	\$696	\$33,209,553
Taylor	25%	0.38%	\$14,658,352	\$1,447,691	\$9,733,647	\$2,130,308	\$1,346,707	\$711	\$6,068,558
Trempealeau	22%	0.48%	\$18,449,880	\$1,822,150	\$12,251,351	\$2,681,333	\$1,695,046	\$628	\$7,638,250
Vernon	17%	0.37%	\$14,328,895	\$1,415,153	\$9,514,876	\$2,082,428	\$1,316,438	\$472	\$5,932,163
Vilas	21%	0.37%	\$14,260,263	\$1,408,375	\$9,469,302	\$2,072,454	\$1,310,133	\$657	\$5,903,749
Walworth	23%	1.78%	\$68,582,133	\$6,773,321	\$45,540,879	\$9,967,087	\$6,300,845	\$667	\$28,393,003
Washburn	15%	0.19%	\$7,259,445	\$716,959	\$4,820,520	\$1,055,020	\$666,947	\$457	\$3,005,410
Washington	24%	2.42%	\$93,081,774	\$9,192,959	\$61,809,478	\$13,527,637	\$8,551,701	\$693	\$38,535,854
Waukesha	22%	6.64%	\$255,568,523	\$25,240,505	\$169,706,230	\$37,141,945	\$23,479,843	\$643	\$105,805,368
Waupaca	20%	0.81%	\$31,147,020	\$3,076,148	\$20,682,685	\$4,526,617	\$2,861,570	\$599	\$12,894,866
Waushara	18%	0.35%	\$13,473,209	\$1,330,643	\$8,946,671	\$1,958,070	\$1,237,824	\$550	\$5,577,908
Winnebago	22%	2.83%	\$108,936,218	\$10,758,779	\$72,337,370	\$15,831,774	\$10,008,296	\$643	\$45,099,594
Wood	21%	1.20%	\$46,082,508	\$4,551,209	\$30,600,359	\$6,697,202	\$4,233,738	\$618	\$19,078,158

* Binge drinking rate for Menominee County is an average from 2012-2017 and carries a mild caution about reliability. Estimates from 2013-2018 were not available due to insufficient data to produce statistically reliable estimates for these years.

** Binge drinking rate for Florence and Lafayette Counties is an average from 2012-2017 and carries a **strong caution about reliability**. Estimates from 2013-2018 were not available due to insufficient data to produce statistically reliable estimates for these years. Caution is based on relative standard error sizes associated with the estimates.

Appendix C. Calculations of County-level Binge Drinking Costs

Steps 1-4	<i>WI Binge Drinking Healthcare Costs (2010 dollars)</i>	X	<i>Medical Price Index (2010 to 2018)</i>	=	<i>WI Binge Drinking Healthcare (2018 dollars)</i>			
	\$304,754,000		1.248		\$380,332,992			
	<i>WI Binge Drinking Productivity Costs (2010 dollars)</i>	X	<i>Consumer Price Index (2010 to 2018)</i>	=	<i>WI Binge Drinking Productivity (2018 dollars)</i>			
	\$2,271,043,000		1.126		\$2,557,194,418			
<i>WI Binge Drinking Criminal Justice Costs (2010 dollars)</i>	X	<i>Consumer Price Index (2010 to 2018)</i>	=	<i>WI Binge Drinking Criminal Justice Costs (2018 dollars)</i>				
\$497,041,000		1.126		\$559,668,166				
<i>WI Binge Drinking Other Costs (2010 dollars)</i>	X	<i>Consumer Price Index (2010 to 2018)</i>	=	<i>WI Binge Drinking Other (2018 dollars)</i>				
\$314,212,000		1.126		\$353,802,712				
<i>Criminal Justice</i>								
<i>Healthcare Costs (2018 dollars)</i>	+	<i>Productivity Costs (2018 dollars)</i>	+	<i>Criminal Justice Costs (2018 dollars)</i>	+	<i>Other Costs (2018 dollars)</i>	=	<i>Costs Total (2018 dollars)</i>
\$380,332,992		\$2,557,194,418		\$559,668,166		\$353,802,712		\$3,850,998,288
Step 5	<i>WI 2017 Population (18+)</i>	X	<i>2013-2018 Pooled Binge Drinking %</i>	=	<i># of Adults who Bing Drink in WI</i>			
	4,496,173		23%		1,034,120			
	<i>County 2017 Population (18+)</i>	X	<i>2013-2018 Pooled Binge Drinking %</i>	=	<i># of Adults who Binge Brink in County</i>			
17,730		19%		3,369				
<i># of Adults who Binge Drink in County</i>		÷	<i># of Adults who Binge Drink in WI</i>	=	<i>County-Level Allocator</i>			
3,369			1,034,120		0.33%			
Step 6	<i>County-Level Allocator</i>	X	<i>WI Binge Drinking Total Costs (2018 dollars)</i>	=	<i>County X Total Binge Drinking Cost (2018 dollars)</i>			
	0.33%		\$3,850,998,288		\$12,544,831			
			<i>WI Binge Drinking Healthcare Costs (2018 dollars)</i>	=	<i>County X Binge Drinking Healthcare Costs (2018 dollars)</i>			
			\$380,332,992		\$1,238,955			
			<i>WI Binge Drinking Productivity Cost (2018 dollars)</i>	=	<i>County X Binge Drinking Productivity Costs (2018 dollars)</i>			
			\$2,557,194,418		\$8,330,196			
		<i>WI Binge Drinking Criminal Justice Costs (2018 dollars)</i>	=	<i>County X Binge Drinking Criminal Justice Costs (2018 Dollars)</i>				
		\$559,668,166		\$1,823,149				
		<i>WI Binge Drinking Other Costs (2018 dollars)</i>	=	<i>County X Binge Drinking Other Costs (2018 dollars)</i>				
		\$353,802,712		\$1,152,531				