



Put In Your 2¢ Worth...
**About 2¢ a drink yields \$44 million annually
to reduce the impact of
alcohol problems in Missouri.**

Question:

We hear much about the human suffering caused by drunk driving, but has the economic impact of drunk driving ever been calculated?

Answer:

Yes, it has. Fiscal impact statements for the U.S., and for each individual state, have been issued. They provide estimates of costs, cost per-alcohol-related injury, costs per mile driven, costs per drink, and impact on auto insurance rates. The data for Missouri is presented below.

MISSOURI ALCOHOL IMPACT FACT #20

- Alcohol-related crashes accounted for an estimated 15% of Missouri's auto insurance payments. Reducing alcohol-related crashes by 10% would save \$50 million in claims payments and loss adjustment expenses.
- Alcohol is a factor in 26% of Missouri's motor vehicle crash costs. Alcohol-related crashes cost the public an estimated \$2.8 billion in 2000, including \$1.2 billion in monetary costs and almost \$1.6 billion in quality of life losses.
- Alcohol-related crashes are deadlier and more serious than other crashes. People other than the drinking driver (i.e. you and I) paid \$1.7 billion of the crash bill.
- The average cost of alcohol-related fatalities in Missouri is \$3.3 million. The estimated cost per injured driver averaged \$96,600.
- In contrast, the excise charge rates on alcoholic beverages in Missouri are \$0.006 per 12-oz. beer, \$0.015 per 4.7-oz. wine, and \$0.022 per mixed drink (1.4 oz. spirits).

**The societal cost of alcohol-related crashes in Missouri
averaged \$1.10 per drink consumed.
People other than the drinking driver paid \$0.70 per drink.**

Source: National Highway Traffic Safety Administration (NHTSA), Impaired Driving in Missouri (2003). Produced under contract to Pacific Institute for Research and Evaluation (PIRE), 301-755-2700. Methodology and definitions: <http://www.nhtsa.dot.gov/people/injury/alcohol/GUIDE.htm>.

**For more information call one of the
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