Who’s Buying?

80% of alcohol purchases are made by 30% of the population

What’s the cost?

The extra cost per person per year.

Moderate
Under 14 units a week for women, 21 for men.
A moderate drinker will pay on average around £5-6 extra a year for their alcohol.

Hazardous
14-35 units a week for women, 35-50 for men.
Someone drinking above the recommended limits, but not as much as the "harmful" group will pay on average around £36-£39 extra a year.

Harmful
Over 35 units a week for women, over 50 for men.
Someone drinking far above the recommended limits will pay on average £100-£135 extra a year.

Figures from the Independent Review of the Effects of Alcohol Pricing and Promotion (2008) from the School of Health and Related Research at Sheffield University. Government analysts estimate that at today’s prices a 40p minimum price would affect fewer drinks, and so the costs would be even smaller.
The impacts of a 40p minimum unit price?

How many fewer crimes?
50,600 including 12,900 violent crimes.

How much money saved in health and crime costs?
Over 80m in the first year, rising to over 140m a year over ten years.

How many fewer alcohol-related deaths?
170 in the first year, rising to 900 a year over ten years (7.7% fewer alcohol related deaths)

Source: HMT modelling
What will the minimum prices be?

One unit = 40p

Consumption rose as prices fell.