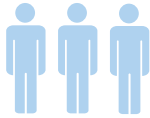
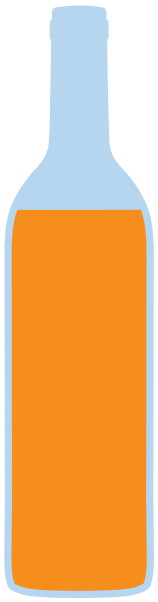


# Who's Buying?



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.

£150 per annum

# The impacts of a 40p minimum unit price?



## How many fewer crimes?

50,600 including 12,900 violent crimes.



First Year



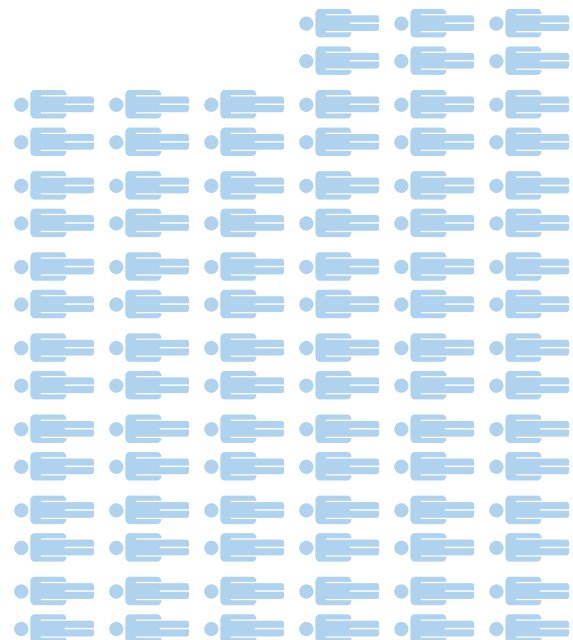
Tenth Year

## How much money saved in health and crime costs?

Over 80m in the first year, rising to over 140m a year over ten years.



First Year



Ten Years

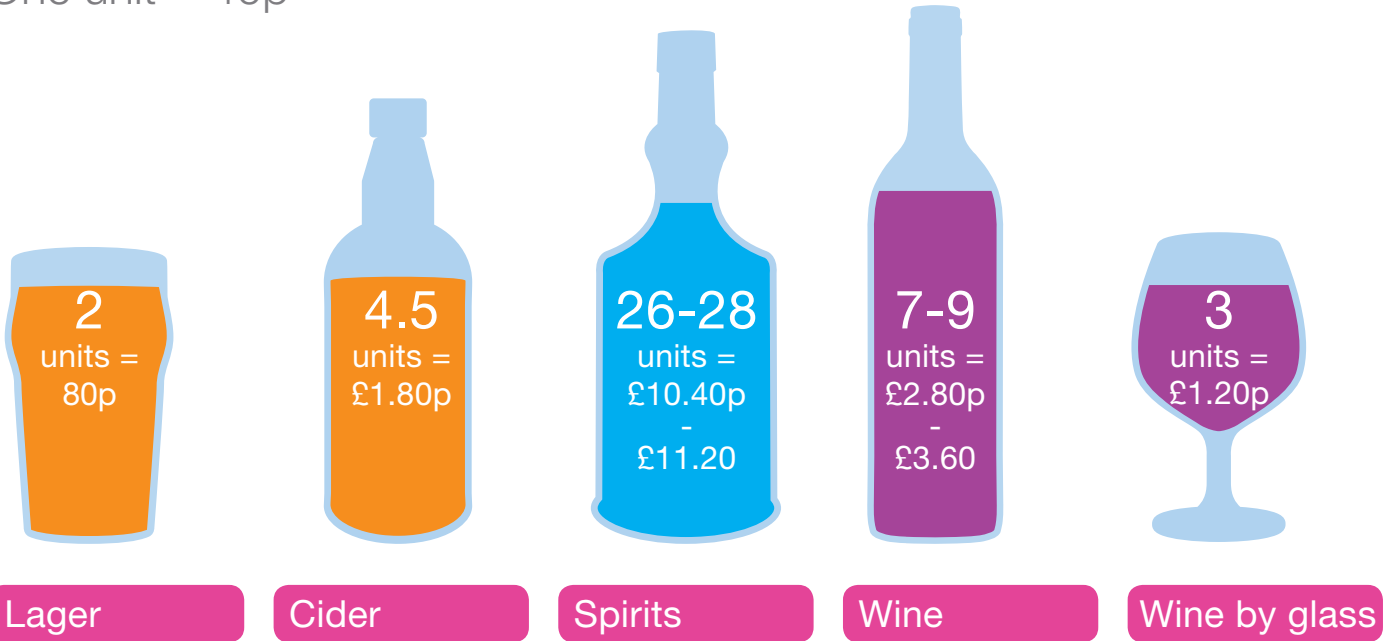
## How many fewer alcohol-related deaths?

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



# What will the minimum prices be?

One unit = 40p



# Consumption rose as prices fell.

