



Statistics to support minimum pricing

1. Scale of problem

- Alcohol is a contributory factor in 1 in 20 deaths in Scotland (2,882 deaths)¹
- Alcohol related death rates in Scotland are twice as high as in England and Wales and have doubled over the last 15 years
- 15 of the 20 worst areas for male alcohol related deaths in the UK are in Scotland²
- More than 42,000 discharges from hospital per year relate to an alcohol-related admission³
- Scotland has one of the fastest growing chronic liver disease and cirrhosis death rates in the world⁴
- Women in Scotland are as likely to die of liver cirrhosis than men in England
- In 2005, men who lived in the most deprived areas of Scotland were 6-7 times more likely to die an alcohol-related death than those in the least deprived areas
- Enough alcohol was sold in Scotland in the last three years for which figures are available to enable every man and woman over the age of 16 to exceed the sensible drinking guidelines on every single week
- Alcohol misuse is estimated to cost Scotland £2.25billion per year in extra services and lost productivity - £500 for every taxpayer.

2. The role of cheap alcohol

- There is clear relationship between the affordability of alcohol and consumption. This has been established across many countries over time.
- The World Health Organisation considers that tackling the affordability of alcohol is a key component of an effective alcohol strategy.

3. Minimum price specific

- Despite alcohol taxation going up by 6% in 2008, supermarkets continued to sell heavily discounted alcohol so tax increases have been ineffective in tackling cheap alcohol
- Supermarkets have made it clear that they use alcohol as a loss leader in order to attract people to their stores
- Research suggests that a 40p minimum price, combined with a ban on quantity discounts in off-sales, would:
 - save the lives of about 70 Scots in year one and 365 per year by year ten⁵
 - reduce hospital admissions by 1,200 in year one and 3,700 per year by year ten
 - result in a saving to the Scottish economy of £60 million in year one and £950 million over ten years, as a result of better health, fewer crimes and greater productivity
- A 10% increase in the price of cigarettes on average reduces demand by 4% in high income countries such as the UK⁶

¹ 2,882 in 2003

² Trends and Geographical Variations on Alcohol-Related Deaths in the UK 1991-2004, ONS 2007

³ SMR01

⁴ Changing Scotland's Relationship with Alcohol, Leon and McCambridge, The Lancet 367 (2006)

⁵ Sheffield, 2009

⁶ Curbing the Epidemic Governments and the economics of tobacco control Washington: The World Bank 1999

4. Business/ Economic specific messages

- A 40p minimum price combined with a ban on promotions is estimated to produce a fall in overall consumption of about 5.4%. Scottish retailers would sell less volume but at higher prices, leading to an overall increase in sales value. This would apply to supermarkets, off-licences, pubs, clubs and restaurants⁷

5. Social harm specific messages

- 96% of respondents to the Scottish Crime & Justice Survey 2009 considered alcohol abuse in Scotland to be a problem. 71% considered it a big problem
- 49% of Scottish prisoners admitted being drunk at the time of their offence⁸
- It is estimated that 65,000 Scottish children live with a parent with an alcohol problem⁹
- Alcohol is a factor in 1 in 3 divorces in Scotland¹⁰

⁷ Independent Review of the Effects of Alcohol Pricing and Promotion, Sheffield 2008

⁸ Scottish Prisoner Survey (2008) SPS Scotland

⁹ Scottish Health Survey (2003) Scottish Executive

¹⁰ Interim Analytical Report (2003) Prime Minister's Strategy Unit