

Affordability of Alcohol: Nova Scotia



How does the price of alcohol impact levels of alcohol consumption & alcohol-related harm?



Due to the healthcare, judicial, & lost productivity costs that our government incurs from alcohol use, alcohol is seen as being well-suited for taxation.

(Babor et al., 2010)

While provincial revenue from alcohol sales reached \$224 million in 2006, the governmental costs of alcohol use totalled \$242.9 million.

(Strang, 2011; as cited in Public Health Services & Capital District Authority, 2013)

Increases in the overall cost of alcohol leads to decreased levels of alcohol consumption & alcohol-related harm (including mortality, assaults, & motor vehicle accidents).

(Babor et al., 2010)

Minimum unit pricing is an effective way to reduce overall rates of alcohol-related harm. This works by increasing the price of the cheapest forms of alcohol.

(Gruenewald et al., 2006)

Monopolized alcohol retail systems help to decrease alcohol-related harms, in part by decreasing price competition & alcohol promotions.

(Norstrom et al., 2010; Stockwell et al., 2010)

In B.C., increasing the minimum price of a type of alcohol by 10%, decreased consumption of that type by 16%.

Increasing the overall minimum price for alcohol decreased consumption by 3.4%.

(Stockwell, Auld, Zhao, & Martin, 2011)

Price of Alcohol Goes Up

Consumption & Harm Go Down

In 2008, Nova Scotia set a minimum price for alcohol sold in licensed businesses at \$2.50 per serving.

(Nova Scotia Government, 2008)