

# BURDEN OF ALCOHOL IN DANE COUNTY

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June 18, 2025

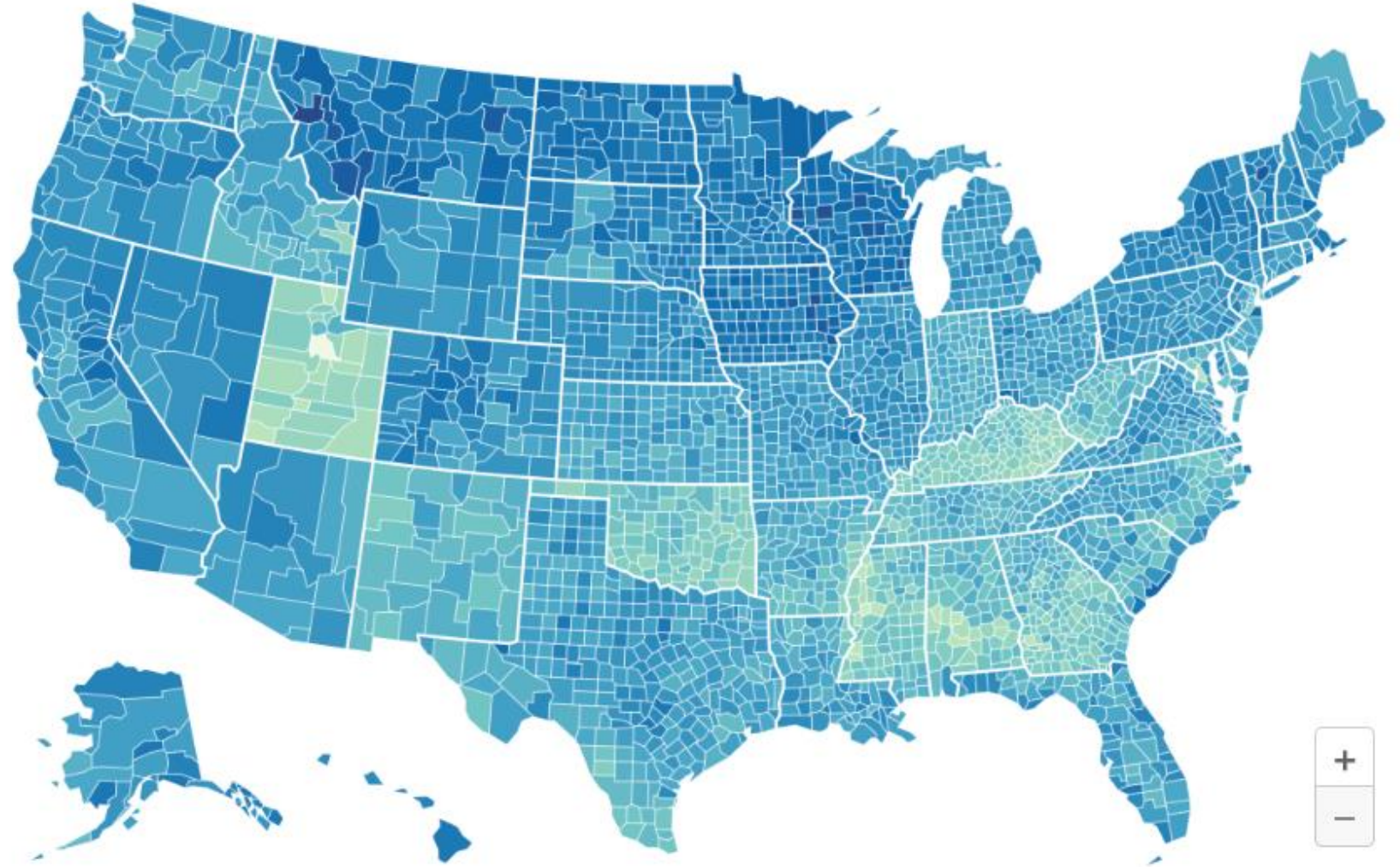


**EXCESSIVE ALCOHOL USE IS  
A PUBLIC HEALTH & SAFETY  
PROBLEM**

Every  
County in  
WI is higher  
than the  
national  
average for  
excessive  
drinking.

## Excessive Drinking by County 2025

The % of adults who self-reported excessive drinking



As of 2022

Map: Addy Bink, Nexstar • Source: [University of Wisconsin Population Health Institute | 2025 County Health Rankings](#) • [Get the data](#) • Created with [Datawrapper](#)

# Binge drinking costs Dane County nearly \$398 Million


In Dane County, the estimated annual economic cost of binge drinking is **\$397.7 million**.




# Binge drinking costs Dane County nearly \$398 Million


Binge drinking is responsible for **76%** of the excessive alcohol consumption economic cost.<sup>3</sup>

In Dane County, excessive alcohol consumption contributes to an annual average of

 **170** alcohol-related deaths<sup>4</sup>

 **5,485** alcohol-related hospitalizations<sup>5</sup>

 **472** alcohol-related crashes<sup>6</sup>

 **724** persons in an alcohol-related treatment service<sup>7</sup>

Excessive alcohol consumption includes:<sup>2</sup>

- Binge drinking
- Heavy drinking (15+ drinks/week for men; 8+ drinks/week for women)
- Any alcohol consumption by youth under 21 or pregnant women

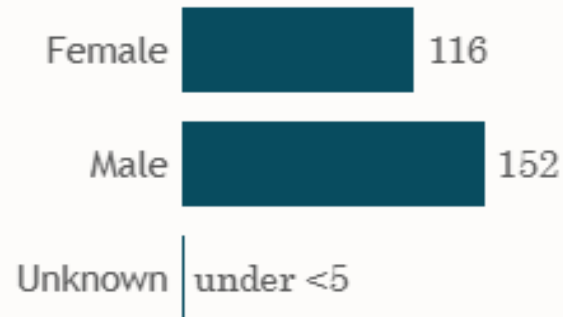


# Dane County Alcohol-Related Deaths

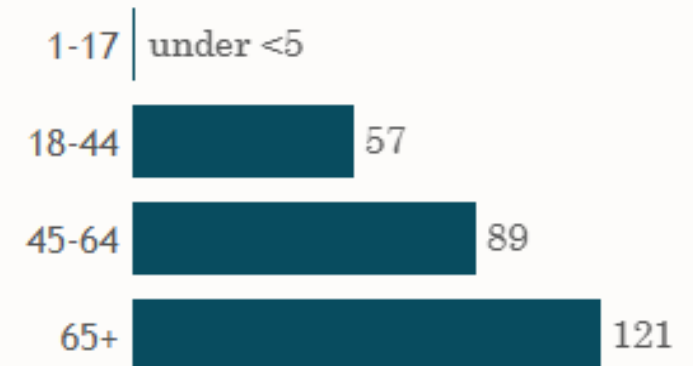
Dane County ranks **2nd** in the state for Alcohol-attributable deaths with **268** in 2023.

<https://www.dhs.wisconsin.gov/alcohol/deaths-county.htm>

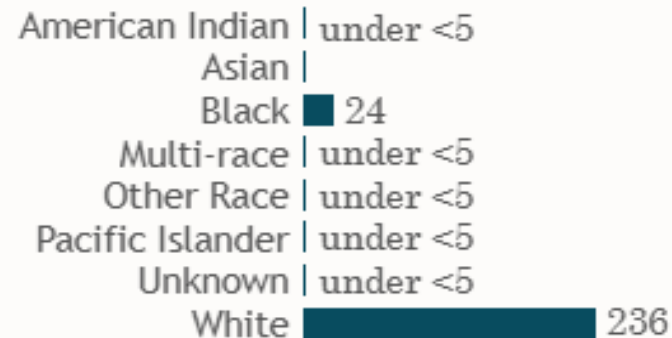
All Alcohol-Attributable Deaths by Sex (2023)



All Alcohol-Attributable Deaths by Age (2023)



All Alcohol-Attributable Deaths by Race (2023)



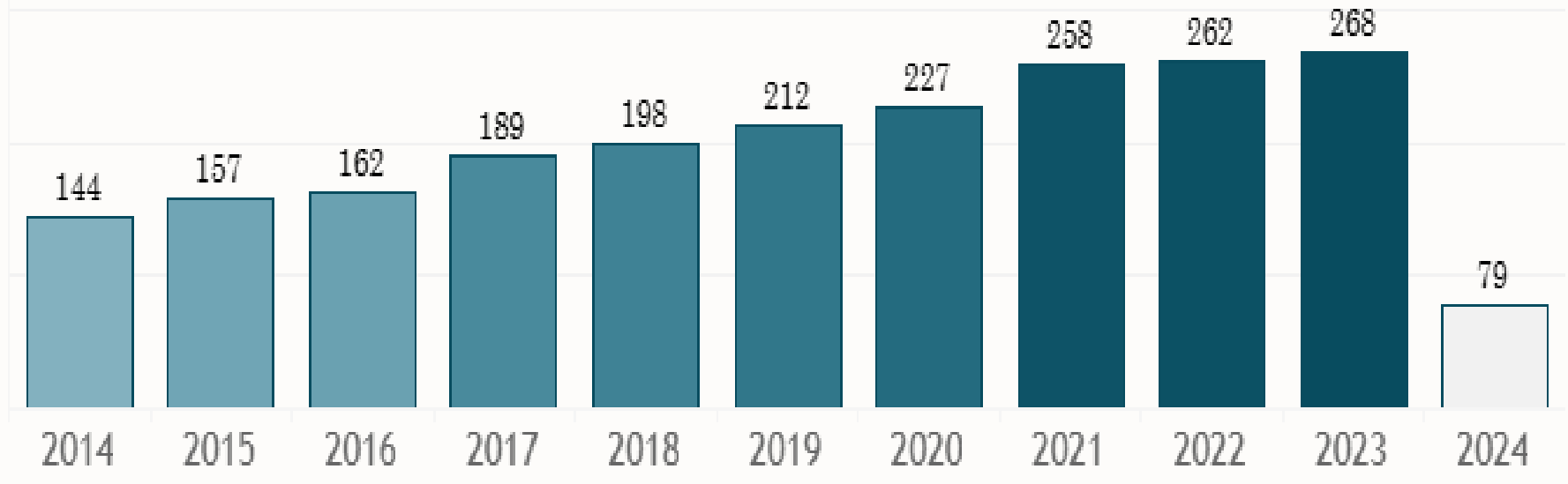
All Alcohol-Attributable Deaths by Ethnicity (2023)



# Dane County Alcohol-Related Deaths

Alcohol-related deaths are **increasing** in Dane County.

All Alcohol-Attributable Deaths Over Time



# Alcohol-related crashes – City of Madison Jan '24 – May 25

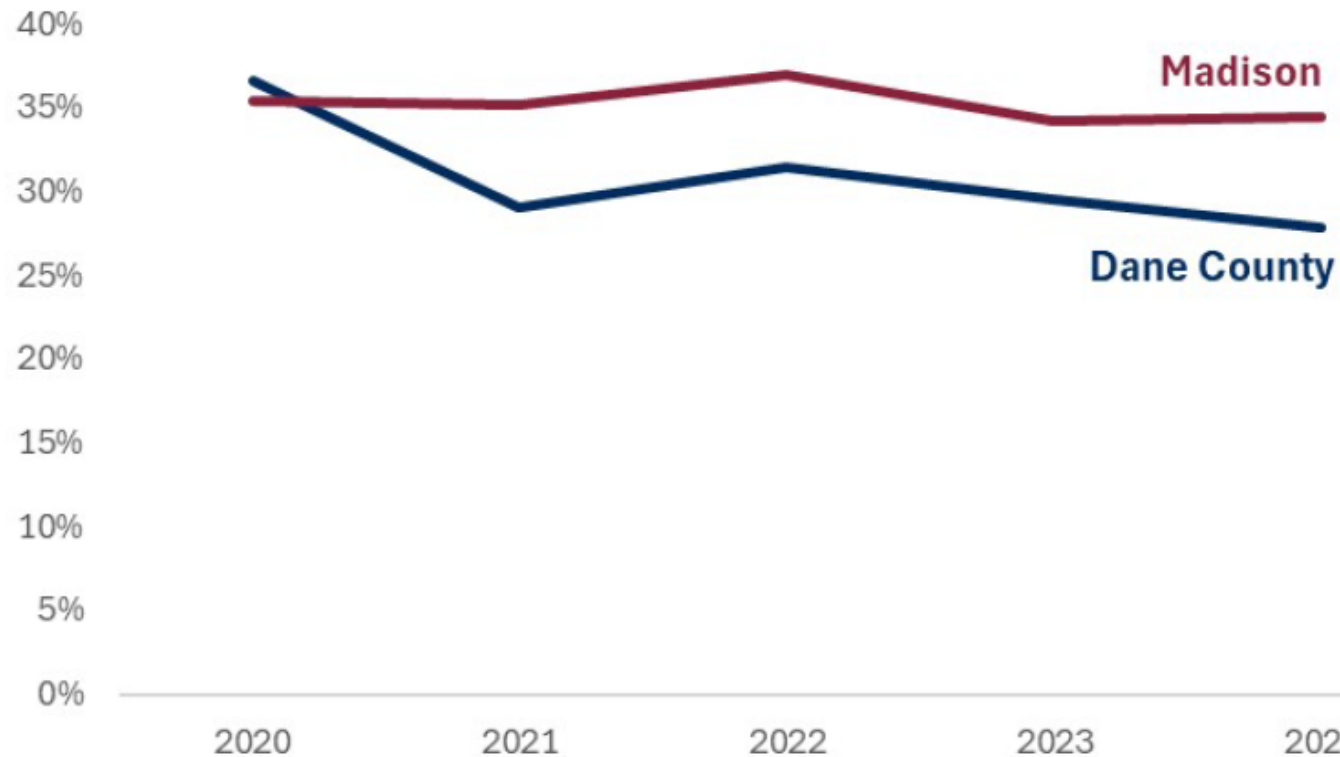




# Intimate Partner Violence Where Alcohol Is Suspected

## Results

- On average, during 2020-2024 there were over 550 violent offenses per year in Madison involving intimate partners.
- In over 1/3 of these cases, the offender was suspected by the reporting officer of using alcohol.
- The average percent of **IPV cases suspected of involving alcohol in Madison (35%)** is consistently slightly above that of **Dane County as a whole (31%)**.



# Underage Alcohol Citations - 2024

1,355



# What is Place of Last Drink (POLD)?

Place of Last Drink (POLD) is an initiative to identify patterns of alcohol use that lead to law enforcement response and calls for service. Over time, collecting this information will allow departments to identify patterns and areas of concern.



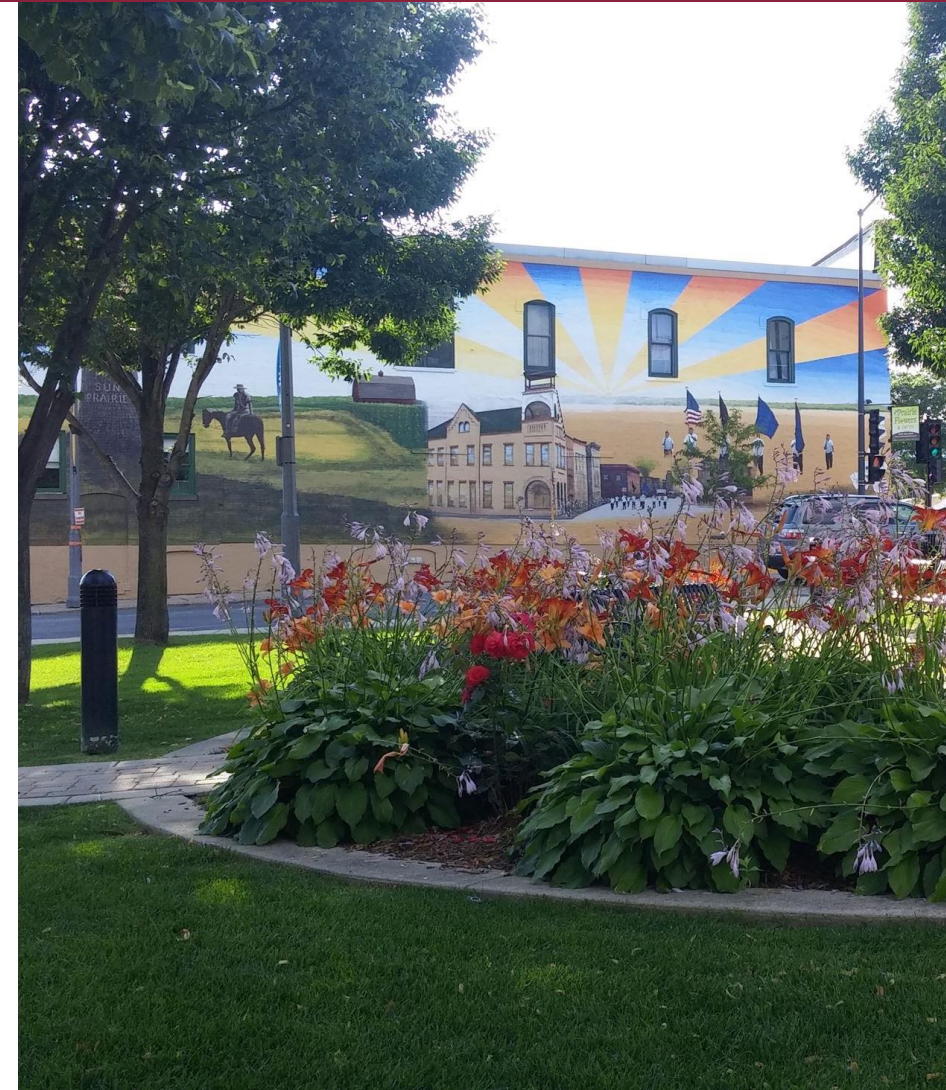


# POLD Collected in Madison

**POLD information is collected in any event in which the officer believes alcohol played a factor:**

## **535 stops in 2024**

- 92 of 534 (17%) named license holder
- 282 of 534 (53%) unknown/refused
- 147 of 534 (28%) generic: e.g. friends, work, residence, 'a bar'
- AVG BAC of .18 (422 of 535 results, 79%)



# POLD Collected in Madison

Location	POLD #	Avg. BAC
Red Rock	5	0.204
Five Nightclub	4	0.13
Ho-Chunk Casino	4	0.21
Cheba Hut	3	0.13
Sotto	3	0.1
Club La Mark	2	0.18
Crystal Corner	2	0.17
Ideal Bar	2	0.17
La Hacienda	2	0.195
Lazy Oaf	2	0.16
Mickey's	2	0.11
Nitty Gritty	2	Inc
Scwoeglers	2	0.183
Shamrock	2	0.155
Texas Roadhouse	2	Inc



# Alcohol Outlet Density: An Evidence-Based Strategy

States permit local governments to regulate alcohol outlet density

Local governments use licensing and/or zoning authority to regulate alcohol outlet density

Regulating alcohol outlet density improves health & saves lives



**Reduced rates of excessive alcohol consumption (including binge and underage drinking)**



**Fewer public nuisance activities and reduced police costs**



**Lower rates of violence**

## Considerations for Local Regulation of Alcohol Outlet Density as a Public Health Strategy



**Gives authority to those who know local conditions best**



**Encourages local residents to engage in decision-making processes**



**Supports community norms that discourage excessive drinking**





**Empowers local law enforcement agencies to address problems associated with excessive alcohol use**

# Ordinance Maps

# Class A Liquor Licenses and Zoning

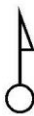
- Class A Liquor License\*



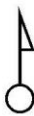
 Liquor Store and Accessory Retail Alcohol Sales Allowed Under Zoning\*\*

 Accessory Retail Alcohol Sales Allowed Under Zoning\*\*

\* As of January 2025.  
\*\* Does not include PD zoned properties, which may permit these uses.  
Prepared by the City of Madison Planning Division  
June 13, 2025


0 1 2 Miles




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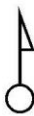
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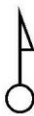
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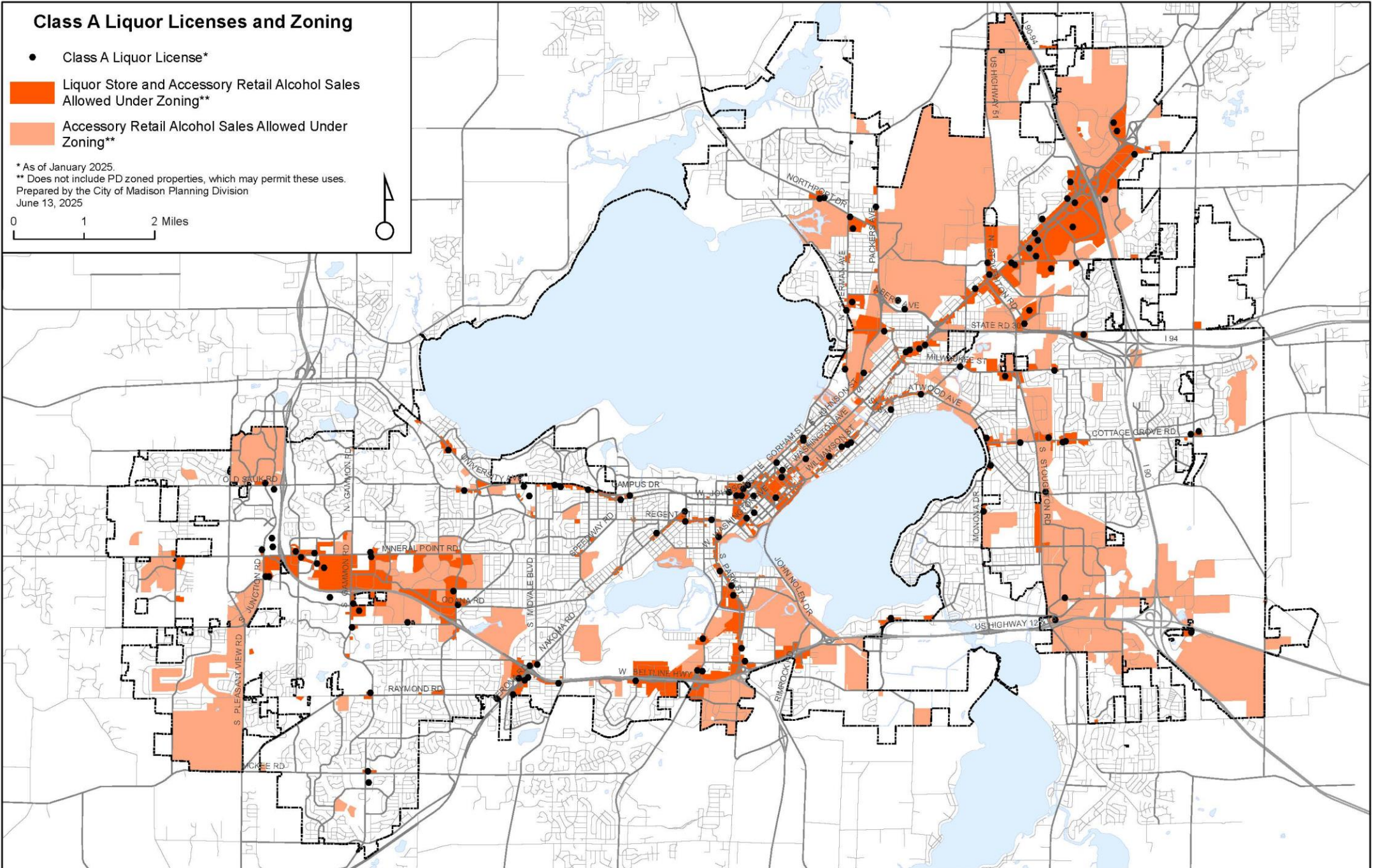
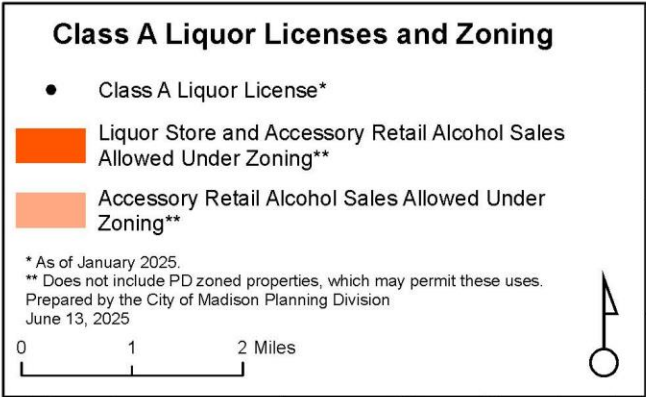
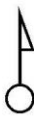
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## Areas Ineligible for New Liquor Licenses

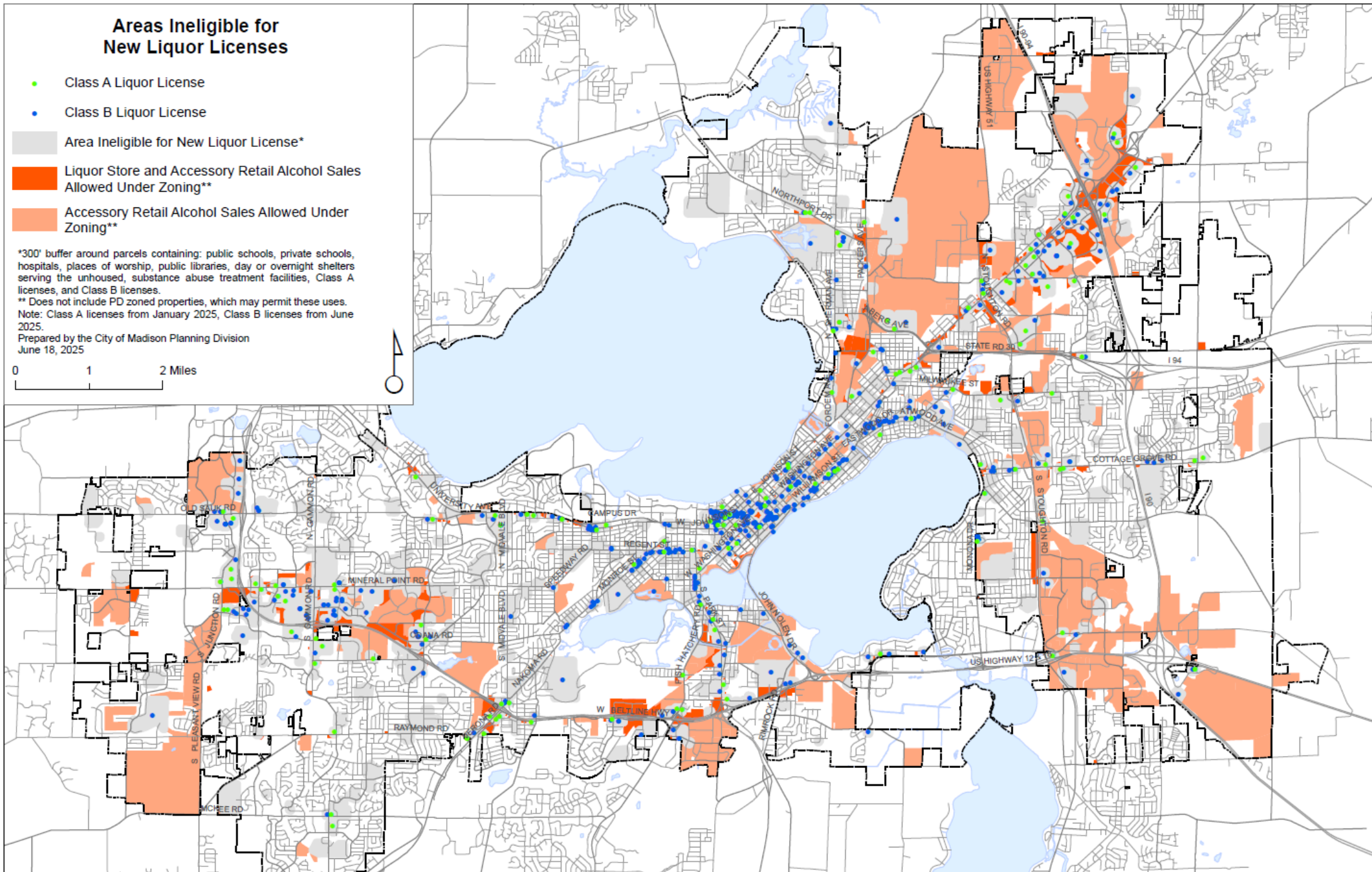
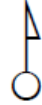
- Class A Liquor License
- Class B Liquor License
- Area Ineligible for New Liquor License\*
- Liquor Store and Accessory Retail Alcohol Sales Allowed Under Zoning\*\*
- Accessory Retail Alcohol Sales Allowed Under Zoning\*\*

\*300' buffer around parcels containing: public schools, private schools, hospitals, places of worship, public libraries, day or overnight shelters serving the unhoused, substance abuse treatment facilities, Class A licenses, and Class B licenses.

\*\* Does not include PD zoned properties, which may permit these uses.  
Note: Class A licenses from January 2025, Class B licenses from June 2025.

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0 1 2 Miles





## CONTACT ME

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