

Binge Drinking – Nationwide Problem, Local Solutions PSA (:60)

Binge drinking is a nationwide problem and bigger than previously thought. One in six adults binge drinks about four times a month. Binge drinking is defined as consuming four or more drinks for women or five or more drinks for men over a short period of time. Most binge drinkers are not alcohol-dependent.

While it's common among young adults, binge drinkers 65 and older binge more often. Also, more people with higher incomes binge drink, but those with lower incomes drink more when they binge; often consuming over eight drinks.

Drinking too much, including binge drinking, causes more than 80,000 deaths each year and cost the U.S. more than 223 billion dollars in 2006.

Although it's a nationwide problem, community-based strategies, such as reducing access to alcohol and increasing the price, can prevent binge drinking.

For more information, visit www.cdc.gov/vitalsigns.