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Fact sheet: Current alcohol regulation limits accessibility and supports Indiana small businesses

Accessibility

Indiana has had a long standing public policy to regulate and limit the manufacture, sale, possession and use of alcohol. Alcohol should not be as accessible as a gallon of milk.

- Adding a large number of new outlets increases the risk potential in consumption and adds additional burden on law enforcement.
- Research shows that social problems, including violence and underage drinking, are connected to the number of alcohol outlets in our communities.
- Drug and grocery stores use the fundamental principle of mass merchandising to stimulate high volume.
 - Using this business model is a recipe for disaster for alcohol problems as it will promote higher volume sales.
- “Greater customer convenience” usually means greater access for heavy drinkers, which includes underage youth.
 - According to the Centers for Disease Control, 39 percent of Americans do not drink at all and another 29 percent drink three drinks or fewer per week.
 - A statistically valid survey of Indiana voters showed that half of Hoosiers do not drink.

Economics

A decision to sell alcohol on Sunday and expand cold beer sales would not help the economy.

- Indiana’s fiscal experts have stated that a bill to expand alcohol sales on Sunday will bring in minimal revenue.
 - Any impact will likely be minimal since there will be a shift in purchases of alcohol from other days of the week. (Office of Fiscal and Management Analysis, December 2010)
 - Any impact on sales tax revenue is expected to be minimal since any additional purchases of alcohol would likely reduce consumer spending on other sales taxable items. (Office of Fiscal and Management Analysis, December 2010)
- A decision to sell alcohol on Sunday would greatly impact small, locally owned liquor stores.
 - Costs for stores would increase if they were open on Sundays and more sales would not be produced because the demand is already present on Saturdays and Mondays.
 - Liquor stores in Georgia who have been affected by the new Sunday Sales Law are deciding to stay closed on Sundays because they do not think they will gain enough business to stay open a seventh day a week.
- There would be no increase in employment on Sunday for big box stores as they are already fully staffed on the weekend.
- Excessive alcohol use costs the United States an estimated \$185 billion annually, according to the National Institutes of Health.