

Half of adults in Greater Cincinnati (50%) had at least one alcoholic drink in the month prior to the *Greater Cincinnati Community Health Status Survey*, similar to the national rate of 54%.¹

In general, as income and level of education increased, the percentage of adults in Greater Cincinnati who had a drink in the last 30 days also increased. As age increased, however, the percentage of adults who had a drink decreased. Men (55%) were more likely to have had a drink than women (46%).

Drinking Rates Lowest in Rural Kentucky, among White Appalachians

About 1 in 3 adults (36%) in the rural Kentucky counties in our region² had a drink in the month prior to the *Survey*, the lowest reported rate of any section of Greater Cincinnati. Two of the counties in this section, Owen and Pendleton, have strict limits on the sale of alcohol, which may account for the lower rates of drinking.

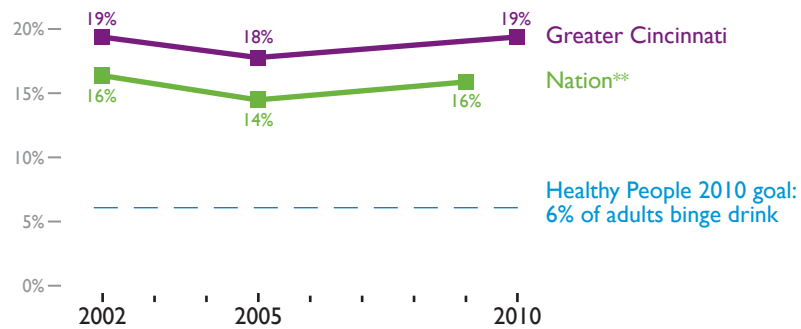
About 1 in 3 white Appalachian adults (35%)³ had a drink in the

¹ National data unless otherwise noted are from the 2009 Behavioral Risk Factor Surveillance Survey, available at www.cdc.gov/brfss/.

² The rural Kentucky counties in the region are Bracken, Carroll, Gallatin, Owen, and Pendleton.

³ White Appalachian adults are adults who indicated they were white and that either

% of Adults reporting binge drinking* at least once in the last 30 days



*Prior to 2006, the standard for binge drinking was having 5 or more drinks on one occasion for both men and women. Since 2006, the standard has been revised to 5 or more drinks on one occasion for men and 4 or more drinks for women. These data reflect the definitions of binge drinking that were in place at the time of the surveys.

**National data are from the CDC's Behavioral Risk Factor Surveillance System (BRFSS) from 2002, 2005, and 2009, the most recent year for which data are available.

month prior to the *Survey*. This is compared to 56% of white non-Appalachian adults and 48% of African American adults in the region. Adults living in the Appalachian-designated Ohio counties in the region—Adams, Brown, Clermont, and Highland—also reported a lower rate of drinking at 43%.

Rates of Binge Drinking High among Young Adults, Men, and Unemployed or Laid Off Adults

While drinking in moderation poses no or low health risks for most adults, having more than one

themselves or one of their parents were born in any Appalachian-designated county in the U.S.

or two drinks per day increases the risk of health problems.⁴

The national and regional rates of binge drinking—or having 5 or more drinks on one occasion for men and 4 or more drinks for women⁵—are much higher than the Healthy People 2010 goal of 6%.⁶ Almost 1 in 5 Greater

(continued on back)

⁴ For more information on drinking and health effects of drinking, please see www.cdc.gov/alcohol/faqs.htm#moderateDrinking.

⁵ Prior to 2006, the standard for binge drinking was 5 or more drinks on one occasion for both men and women. In 2006, the standard was revised to 5 or more drinks on one occasion for men and 4 or more drinks for women. Therefore, making comparisons to previous surveys are more difficult.

⁶ The Healthy People 2020 goal for binge drinking was increased to 24%. For more information about Healthy People 2010 and 2020, please visit www.healthypeople.gov.

Cincinnati adults (19%) reported binge drinking in the 30 days prior to the *Survey*, compared to 16% of adults in the nation.

Some adults in our region were more likely to report binge drinking in the last month, including adults who:

- are unemployed or laid-off (39%)
- are ages 18–29 (31%)
- are uninsured (29%)
- are male (25%)

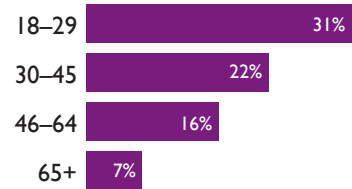
Drinking and Driving

In 2010, 2% of adults in the region reported that they had driven when they thought they had too much to drink in the month before the survey, compared to 4% in 1999. This might seem like a small percentage, until one considers that this means there were more than 36,000 adult drivers on the road in the month before the survey who thought they had too much to drink.

More men (4%) than women (1%) reported that they had driven at least once in the last month when they thought they had too much to drink.

Greater Cincinnati adults who reported binge drinking* at least once in the last 30 days

Age



Sex



Employment Status**



* Binge drinking is defined as having 5 or more alcoholic drinks on 1 occasion for men or 4 or more alcoholic drinks for women.

** Data presented here are only for respondents who indicated they were employed or were specifically unemployed or laid-off. People who reported they were retired, disabled, in school, or keeping house are not represented.