

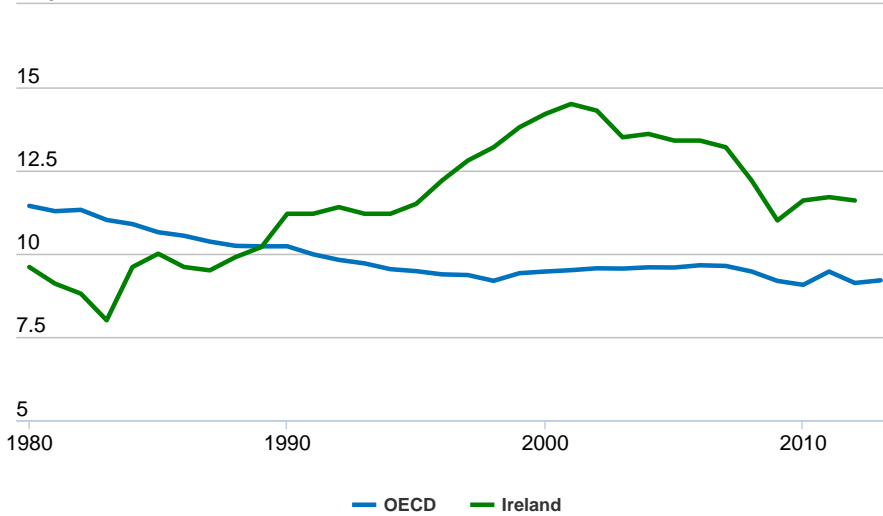
# Tackling Harmful Alcohol Use

## Country note - Ireland

### Consumption Trends

Levels of alcohol consumption in Ireland increased significantly from 1980 to 2001 and then decreased, but are still above the OECD average. In 2012, an average of 11.6 litres of pure alcohol per capita was consumed in Ireland, compared with an estimate of 9.1 litres in the OECD. Preliminary estimates (Revenue Commissioners) for 2014 show a slight drop to 11 litres per capita.

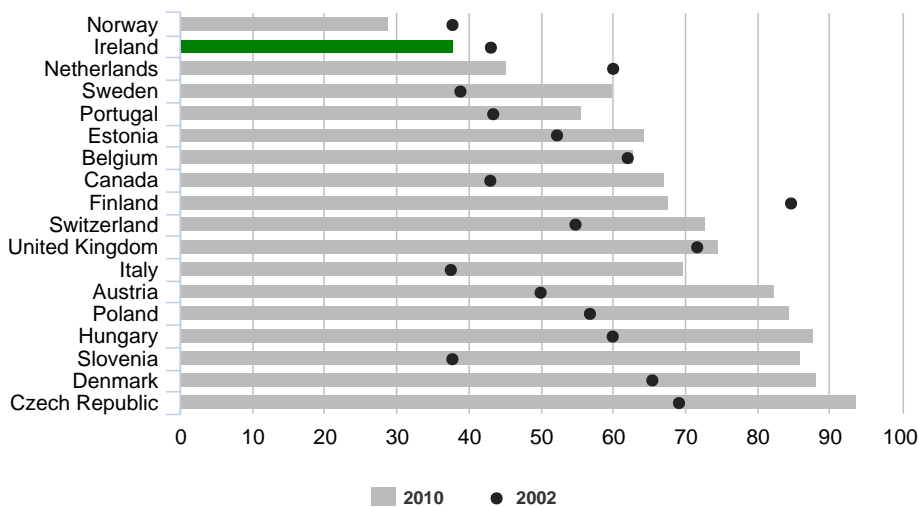
**Annual alcohol consumption per capita**  
liters of pure alcohol component, 15-year-olds and older



### Youth Drinking

In Ireland 38% of the 15 year olds have experienced alcohol in 2010, although this proportion decreased from 2002, where 43% of the young have experienced alcohol.

**Share of 15-year-olds who have drunk alcohol**  
boys and girls, 2002 vs 2010



## Drinking and Social Disparities

Large socio-economic disparities in hazardous drinking rates exist, notably in women. The probabilities of an average individual aged 40 to engage in hazardous drinking (i.e. having a weekly amount of pure alcohol of 140 grams or more for women, and 210 grams or more for men) are depicted below by level of education. In Ireland, women with high education are two times more likely to be hazardous drinkers than less educated women, while the social gradient for men is less clear-cut.

### Share of hazardous drinkers by education level and gender

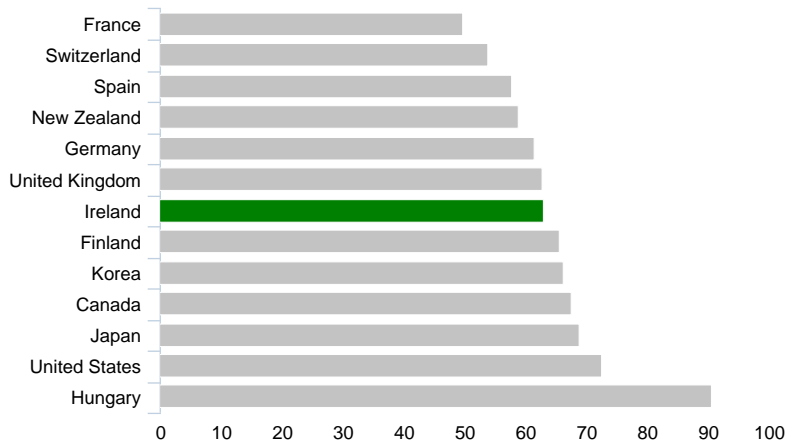
	Ireland		Country 2	
	men	women	men	women
Low education	9.7	1.7		
Medium education	9.9	3.2		
High education	9.0	3.4		

## Heavy Drinkers

The distribution of alcohol drinking is heavily concentrated. In Ireland, the heaviest-drinking 20% of the population drink 63% of all alcohol.

### Concentration of alcohol consumption

Share of total alcohol consumed by the 20% of the population who drink the most



## Taxes & Legal Framework

Compared with other countries in the OECD area, Ireland has higher levels of taxation for all the types of alcohol beverages. The blood alcohol concentration (BAC) limit for the general population is 0.05%, in line with most OECD countries (22 out of 40 OECD countries and Key Partners – i.e. Brazil, China, India, Indonesia, Russian Federation and South Africa – have the same limit), while it is 0.02% for professional, learner and novice drivers. Ireland has adopted a wide-range of policies to regulate on- and off-premise sales of alcoholic beverages but regulation of the marketing of alcoholic beverages is more limited (e.g. on sponsorships). The General Scheme of a Public Health (Alcohol) Bill was approved by the Irish Government in February 2015, and will go to Parliament in the Autumn. This legislation is the most far-reaching proposed by any Irish Government, with alcohol being addressed for the first time as a public health issue. The Bill includes provisions for minimum unit pricing, health labelling on alcohol products, structural separation, restrictions on the advertising and marketing of alcohol, regulation of sports sponsorship and enforcement powers for Environmental Health Officers.

	Ireland	[Country 2]
National legal minimum age for off-premise sales		
beer	18	
wine	18	
spirits	18	
National legal minimum age for on-premise sales		
beer	18	
wine	18	
spirits	18	
Restrictions for on-/off-premise sales of alcoholic beverages		
time (hours/day)	Y/Y	
location (place/density)	Y/Y	
specific events	Y	
intoxicated persons	Y	
petrol stations	Y	
National maximum legal blood alcohol concentration (%)		
all drivers	0.05	
young drivers	0.02	
professional drivers	0.02	
Legally binding regulations of		
advertisement	Y	
product placement	Y	
sponsorship	N	
sales promotion	Y	
health warnings (advert/containers)	N/N	

## Related Publication



### Tackling Harmful Alcohol Use

<http://www.oecd.org/health/tackling-harmful-alcohol-use-9789264181069-en.htm>



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