



2016 *Drive Sober or Get Pulled Over* FACT SHEET

Drunk-Driving Facts and Figures

Campaign Background

- The National Highway Traffic Safety Administration will join with law enforcement nationwide during the 2016 Labor Day *Drive Sober or Get Pulled Over* high-visibility enforcement campaign, which runs from August 19 through September 5.
- The enforcement campaign coincides with the 2016 Labor Day holiday weekend (6 p.m. September 2 – 5:59 a.m. September 5), which is one of the deadliest times of the year in terms of drunk-driving fatalities. With NHTSA's support, State and local law enforcement agencies across the Nation are stepping up enforcement to put an end to drunk driving, showing zero tolerance in an effort to save lives.

Drunk-Driving Facts and Figures

- Approximately one-third of all traffic crash fatalities in the United States involve drunk drivers (with blood alcohol concentrations [BACs] of .08 or higher). In 2014, there were 9,967 people killed in these preventable crashes. In fact, on average, over 10,000 people have died each year (2010 to 2014) in drunk-driving crashes.
- Over the Labor Day holiday period (6 p.m. August 29 – 5:59 a.m. September 2) in 2014, there were 401 crash fatalities nationwide. Almost half (48%) of those fatal crashes involved drivers who had been drinking (.01+ BAC); 40 percent involved drivers who were drunk (.08+ BAC); and more than a fourth (28%) involved drivers who were driving with a BAC almost twice the illegal limit (.15+ BAC).
- 20 Californians died over the holiday weekend in DUI Crashes on the states roadways in 2014.
- In 2014, approximately 1 in 5 children killed in traffic crashes (14 and younger) were passengers in drunk-driving crashes. Fifty-six percent of the time, it was the child's own driver who was drunk.
- In addition to the human toll drunk driving takes on our country, the financial impact is devastating as well: based on 2010 numbers (the most recent year for which cost data is available), impaired-driving crashes cost the United States \$44 billion annually.

- In every State, it's illegal to drive with a BAC of .08 or higher, yet one person is killed in a drunk-driving crash every 53 minutes in the United States.
- Of the 9,967 people killed in drunk-driving crashes in 2014, 64 percent were the drunk drivers themselves.
- California witnessed 882 deaths in drunk-driving crashes during 2014.
- In fatal crashes during the month of August over the five-year period of 2010-2014, almost 1 out of 10 (7%) of the drunk drivers involved had one or more previous convictions for drunk driving.
- Men are more likely than women to be driving drunk in fatal crashes. In 2014, 23 percent of males were drunk in these crashes, compared to 15 percent for females.
- Drunk driving is more common at night, and Labor Day weekend in 2014 was no exception. During the 2014 Labor Day holiday period, 83 percent of drunk-driving crash fatalities occurred between 6 p.m. and 5:59 a.m.
- Among the drivers between the ages of 18 and 34, who were killed in crashes over the Labor Day holiday period in 2014, 51 percent of those fatalities involved a drunk driver with a BAC of .08 or higher.
- Motorcycle riders have the highest overall rate of alcohol impairment in fatal crashes. In 2014, 29 percent of the motorcycle riders killed were riding impaired.

Resources for Safe Driving

- Remind drivers in your community to always designate a sober, reliable driver to get them home safely.
- Drivers are encouraged to download the Designated Driver VIP, or "DDVIP," free mobile app for Android or iPhone. The DDVIP app helps find nearby bars and restaurants that feature free incentives for the designated sober driver, from free non-alcoholic drinks to free appetizers and more. The feature-packed app even has social media tie-ins and even a tab for the non-DD to call Uber, Lyft or Curb.
- **DRUGS, MEDICATION & ALCOHOL = CRASHES:** Recent statistics reveal that 30 percent of drivers in fatal crashes had one or more drugs in their systems. A study of active drivers showed more tested positive for drugs that may impair driving (14 percent) than did for alcohol (7.3 percent). Of the drugs, marijuana was most prevalent, at 7.4 percent, slightly more than alcohol.

For more information on drunk driving in the United States, visit trafficsafetymarketing.gov.