



Holiday Survey: Are Americans Alcohol-Aware?

Do you know the law?

The majority of adults in the U.S. (**63%**) don't know the legal blood alcohol concentration limit for drunk driving in their state.

Percentage of respondents who correctly identified .08 BAC as legal limit:

- National: 37%
- Atlanta: 38%
- Boston: 42%
- Chicago: 51%
- Dallas: 41%
- Denver: 43%
- DC: 38%
- Houston: 40%
- LA: 54%
- MSP: 61%
- San Francisco: 58%
- Seattle: 70%

Would you stop a drunk driver?

54% of American adults say they have intervened to prevent someone from driving drunk or getting in the car with someone who has consumed too much alcohol to drive safely. Drinkers (**62%**) and parents (**57%**) are significantly more likely to have previously stopped someone from driving drunk or getting in the car with someone who consumed too much alcohol to drive safely.

Percentage of respondents who have stopped someone from driving drunk:

- National: 54%
- Atlanta: 60%
- Boston: 60%
- Chicago: 49%
- Dallas: 61%
- Denver: 64%
- DC: 53%
- Houston: 57%
- LA: 57%
- MSP: 49%
- San Francisco: 46%
- Seattle: 56%

Would you feel confident to intervene before someone drives drunk?

Four out of five (**81%**) people report they feel confident in social settings where people are consuming alcohol to help a friend or guest who may have consumed too much to get home safely.

Percentage of respondents who report feeling confident to intervene:

- National: 81%
- Atlanta: 82%
- Boston: 86%
- Chicago: 85%
- Dallas: 83%
- Denver: 87%
- DC: 85%
- Houston: 84%
- LA: 83%
- MSP: 85%
- San Francisco: 80%
- Seattle: 82%

Does it take a village?

Majority of Americans (**66%**) believe it is everyone's own personal responsibility to address impaired driving:

- National: 66%
- Atlanta: 68%
- Boston: 63%
- Chicago: 74%
- Dallas: 70%
- Denver: 63%
- DC: 67%
- Houston: 72%
- LA: 72%
- MSP: 75%
- San Francisco: 69%
- Seattle: 73%

How do you gauge someone's drunkenness?

People who say they feel confident to intervene look for the following signs to gauge overconsumption:

National Sample:

- Slurred Speech: 71%
- Impaired Coordination (e.g. spilling drinks, falling): 71%
- Number of Drinks Consumed: 67%
- Loud and Aggressive Behavior: 57%
- Getting or Feeling Sick: 57%
- Talking Loudly/ Shouting: 53%
- Acting Silly, Sad, Emotional: 53%
- Length of Time Drinking: 50%
- Sleepiness: 46%
- Flirting or Hooking Up with People: 22%

19% of adults **do not feel confident** to help someone else get home safely. When asked what information, tools or tactics would help them feel more confident to aid someone else getting home safely:

- 57% said knowing *how to ensure someone has a safe ride*
- 51% said *how to recognize the signs of impairment*
- 37% said *understanding how much alcohol it takes to reach the legal limit for driving*
- 27% said *how long it takes to sober up*
- 18% said *how drugs (prescription and illegal drugs) interact with alcohol*

How do you get home after drinking?

The majority of Americans do not use alternative transportation options when they go out socially. Six out of 10 American adults (**63%**) report that when going out socially they **rarely** or **never** use a car-share program, traditional taxi, designated driver or public transportation. The number of respondents who said they never use safe alternatives is **nearly three times greater** than the number who said they use a car-share program, taxi, designated driver or public transportation **every time** or **almost every time** they go out socially (**48% vs. 17%**).

Percentage of respondents who use transportation options every time/almost every time they go out socially.

- National: 17%
- Atlanta: 18%
- Boston: 15%
- Chicago: 17%
- Dallas: 13%
- Denver: 12%
- DC: 16%
- Houston: 11%
- LA: 20%
- MSP: 11%
- San Francisco: 17%
- Seattle: 17%