

Drinking

and DUIs

During the

Holidays



% OF HIGHWAY DEATHS RELATED TO ALCOHOL

| | |
|----------------------|-----------------------|
| Thanksgiving Holiday | Christmas Holiday |
| 35% | 41% |
| New Year's Holiday | Entire Holiday Season |
| 58% | 40% |

The rest of the year **29%**

* Sources: MADD, NHTSA, and the Insurance Institute for Highway Safety



HOLIDAY DRINKING TRENDS

16% of adults say they drink more than usual during the holidays

22% of those who have attended a holiday work party have felt pressured to drink

50% of people say that alcohol plays a role in their family's holiday gatherings

96% of adults went to work hung over after a party, or know someone who did

* Source: Harris Interactive Survey for Caron Treatment Centers

BETWEEN THANKSGIVING & NEW YEAR'S

2-3x more people die in alcohol-related crashes

1,200 people will be killed



25,000 will be injured in traffic accidents caused by alcohol

* Sources: National Institute on Alcohol Abuse and Alcoholism (NIAAA) Centers for Disease Control and Prevention

DUI OFFENDER DRINKING VIOLATIONS

% Jump in Violations for DUI Offenders Monitored with SCRAM CAM®



Thanksgiving Holiday

31%



Christmas Eve

48%



New Year's Eve

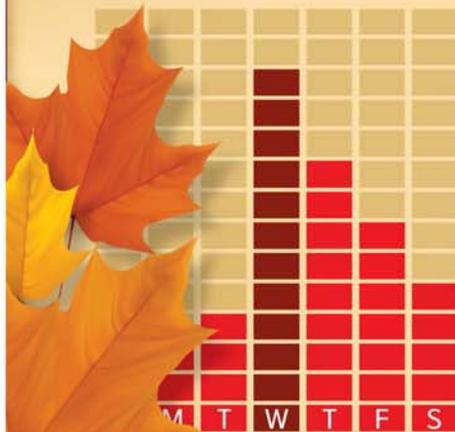
106%

22% Holiday Season (Blackout Wednesday thru January 2)

* Source: Data from 500,000 DUI offenders monitored by SCRAM Systems®

BLACKOUT WEDNESDAY

THANKSGIVING EVE IS THE START OF THE HOLIDAY DRINKING PERIOD



- A **BIGGER** drinking day than **New Year's Eve** or **St. Patrick's Day** in some places
- Especially prevalent in **larger urban areas** and among **college students**
- One of the **top drunk-driving nights** of the year in some areas

91+ MILLION

Americans take holiday road trips between December 23 and January 3



in 8 licensed drivers who consume alcohol say they've driven when they thought they were close to or over **0.08 BAC** in the past year.

42+ MILLION

Americans travel by car for Thanksgiving

* Source: AAA

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