

## Drive Sober or Get Pulled Over!

The 2016  
*Drive Sober or  
Get Pulled Over*

National  
Drunk Driving  
Enforcement

Friday, August 19, through  
Labor Day Monday, September 5

NHTSA



On Labor Day weekend, friends and families will be having celebrations marking the end of the summer. Sadly with many a drunk driver getting behind the wheel after celebrating, this fun time has also become a dangerous time for America's roads. For this reason, the National Highway Traffic Safety Administration is campaigning to stop drunk drivers and help save lives. The high-profile national enforcement campaign, *Drive Sober or Get Pulled Over*, runs August 19-September 5, 2016. During this time, local law enforcement will show zero tolerance for drunk driving. Increased messaging about the dangers of driving drunk, along with sobriety checkpoints and increased officers on the road, aim to drastically reduce drunk driving on our nation's roads.

Although people may think they are invincible, the reality is they are not. Of the 9,967 people who were killed in impaired-driving crashes in 2014, 64 percent of those who died were the drunk drivers themselves. All of the 6,391 drunk drivers thought they could make it to their destinations and didn't.

### Drunk-Driving Facts and Figures

- Almost one-third of all traffic crash fatalities in the United States involve drunk drivers (with blood alcohol concentrations [BACs] of .08 or higher). There were 9,967 people killed in 2014 in these preventable crashes. On average, over 10,000 people have died each year (2010 to 2014) in drunk-driving crashes.
- During the Labor Day holiday period (6 p.m. August 29 - 5:59 a.m. September 2) in 2014, there were 401 crash fatalities nationwide. Approximately, 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).
- Approximately 1 in 5 children killed in traffic crashes (14 and younger) were passengers in drunk-driving crashes in 2014. Fifty-six percent of the time, the child's was a passenger of the driver who was drunk.
- Along with the human toll drunk driving takes on our country, the financial impact is overwhelming 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.

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

Drive Sober or Get Pulled Over. Retrieved on July 21, 2016 from <http://www.trafficsafetymarketing.gov/LaborDayWeekend>